

THE GREAT GEN Z DIVIDE

HOW GEN Z IS EVOLVING THEIR
IDENTITIES, POWER, AND
EXPECTATIONS IN REAL TIME

An Edelman Gen Z Lab Special Report with Findings from the
2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me



THE MOST INFLUENTIAL GENERATION NO LONGER MOVES AS ONE.

Older Zers are leaning left. Younger Zers are leaning right. Some are organizing, others are opting out. Trust is low "here" yet high "there." Feeds are fragmented. And the culture-shaping power of this generation now looks different depending on where, at whom, and how closely you're looking.

After growing up in uncertainty, Gen Z has lower levels of trust in institutions than brands. That trust in brands, however, is a bright spot and an opportunity. This dynamic emerges through strong two-way relationships in which brands reflect culture and lead with emotional connectivity. But trust is conditional: it depends on what brands say and who says it.

In our most recent Gen Z Lab report, we tracked the generation's shift from WE to ME. We're now seeing that shift across generations, as people are pulled into their own pockets of

culture and further away from a time of monoculture. But now, something new is emerging: the generation itself is fragmenting. What once was shared is diverging - and the ME is harder to get right.

As Gen Z moves through fractured information ecosystems and hyper-curated feeds, the generation is splitting.

Understanding their influence and tapping into their potential now demand more precision and far closer proximity.

CHAPTER ONE



TURBULENCE AND TURMOIL FUEL A GEN Z *TRUST* RESET

Gen Z is coming of age in a world that feels like it is simultaneously breaking apart and speeding up. Our society is a high-pressure environment, riddled with fear and uncertainty. This cohort is not blind to their situation. In fact, they are hyper aware of the hurdles they face and the partnership they need to overcome them.

As a result, Zers have high hopes for brands. They are open to stronger two-way relationships, but they will also impose higher penalties when expectations are not met.

THE PRESSURE GEN Z FACES IS COMPOUNDING.

Significant year-over-year increases in worry – both close to home and in the world at large - have created an environment where anxiety and apathy flourish.



74%

Experienced financial hardship in the past year¹



72%

Worry about paying bills.

(+8 points since 2023)²



74%

Say they can't keep up with inflation.

(+5 points since 2023)²



75%

Are concerned about climate change.

(+6 points since 2023)²

THEY NAVIGATE LIFE WITH BOTH CAUTION AND ABANDON.

Financial stress and instability have pushed Gen Z to spending extremes. They're spending less on regular socializing yet splurging on first-class flights and luxury skincare via BNPL.

Economic nihilism, "I'll never afford a house anyway", and social media-fueled norms have led them to chase small indulgences that feel expressive, earned, or simply, momentarily, worth it.

\$0.00

To cut back and prioritize other relationships, within Gen Z, 53% of men and 54% of women spend no money on dating.

[2025 Bank of America Better Money Habits](#)

61%

Explore secondhand options before buying new items - simultaneously saving their resources and to project their own unique style.

[CROPINK](#)

59%

of Zs use buy-now-pay-later services to maximize their wallets and fund experiences or items that last.

[PartnerCentric, 2025](#)

46%

of Gen Z withdraw from their retirement accounts, more than other generations. Most cite debt repayment as the reason.

[Payroll Integrations, 2025](#)

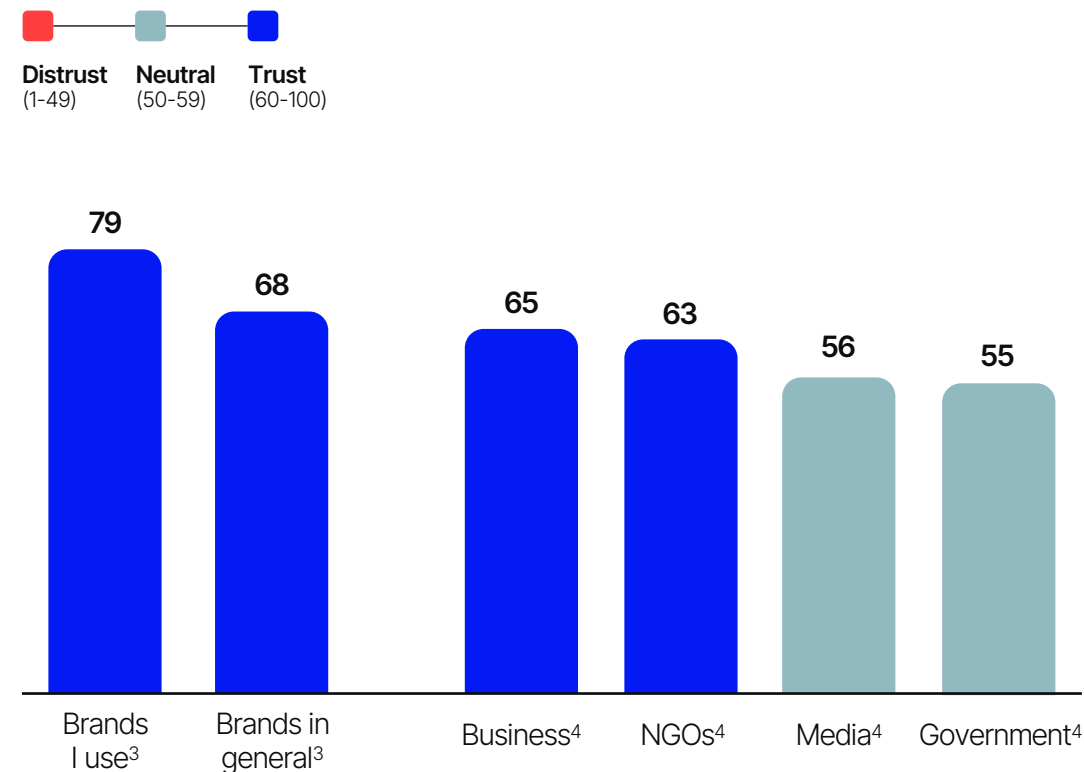
FOR GEN Z, TRUST IN INSTITUTIONS IS LOW. BUT THEY FEEL CLOSE TO BRANDS.

While trust in institutions, like government, media, NGOs and business are lower than brands for this generation, Gen Z gives the brands they use brands a rare, trust-based advantage.

For the brands in their lives, there is a real return on relationship... but it's not permanent.

Brands must do their part and give Gen Z reason to keep coming back.

Among Gen Z, percent who say I trust each to do what is right



FOR THIS DISTRESSED GENERATION, TRUST IS A MAJOR FACTOR.

Percent of Gen Z who says that each of these is important or a deal breaker when it comes to the brands they buy or use.



86%

Offers good value
for the money ⁶



84%

I trust it ⁶



84%

Offers the
best quality ⁶



84%

Has a good
reputation ⁶



83%

High quality
customer service ⁶

GEN Z IS CLEAR ON WHAT IT TAKES TO BUILD A BOND AND TO EARN TRUST.

They want brands to deliver for them, improve their quality of life, and help them make an impact in the world. Given their proximity, brands have a unique opportunity to lean in and show up for Gen Z.

Percent of Gen Z who says that each of these is very or extremely important for brands to do in their life:

HELP ME STAY STEADY:

72%

Say brands should
make them feel good⁵

65%

Want brands to give
them optimism⁵

HELP ME LEVEL UP:

66%

Want support to
go do good things⁵

62%

Want brands to teach
or educate them⁵

HELP ME FEEL SEEN:

58%

Want brands to
provide community⁵

CHAPTER TWO



THERE IS *no* LONGER A MONOLITHIC Gen Z

While pressures are shared, Gen Z's response is often shaped by life stage, platform preference, and new technologies. There is a clear divide in how trust is built and how brand action is interpreted.

In the following slides, we will unpack the many ways that Gen Z showcases their unique differences while driving change as one cohort.

INTRODUCING GEN Z 1.0 AND 2.0



A NOTE FROM RACHEL JANFAZA

Gen Zer and Researcher, Founder of The Up & Up
Originally identified the Gen Z 1.0 vs. 2.0 paradigm



“ I’ve said it before, and I’ll say it again.
There are two Gen Zs.

Generation Z has sparked interest and generated headlines across culture for the past decade. After all, this is the most diverse generation in history, and one that has come of age during unprecedented global and national change. But it’s not a monolith.

Listening to Gen Zers over the past five years, I noticed that our generation, one initially dubbed liberal and altruistic, had undergone a massive value-driven realignment. Covid-19 and the rapid technological shifts that followed in its wake split Gen Z in half, creating Gen Z 1.0 and Gen Z 2.0, two variations of the same generation.

Gen Z 1.0, the older half of Gen Z, graduated high school before the start of the Covid-19 pandemic, while Gen Z 2.0, the younger half, was still in high school or younger at the time. These sub-cohorts grew up in vastly different political, cultural, and academic

environments, with different technologies and algorithms dictating the information they consume – from flip phones to smartphones, Snapchat and Instagram to TikTok and ChatGPT.

While those in Gen Z 1.0 largely protested the first Trump-administration, leading social movements for liberal causes and campaigns, those in Gen Z 2.0 were the guinea pigs of Covid-era lockdowns and remote school policies. They doomscrolled on TikTok, a platform with a very strong algorithm, growing skeptical of power and resistant to authority, traditional politics, and establishment institutions writ large. Now, at a time when higher education feels nearly impossible to afford, these same young adults are entering college and looking for jobs as AI remakes the workforce.

To resonate with Gen Z, you must understand which part you’re talking to.

THE TWO GEN ZS: AT A GLANCE

GEN Z 1.0

GEN Z 2.0

Ages 23-29	13-22*	*The youngest Gen Zers in this division are turning 13 in 2025; Edelman Trust Data begins at age 18 and defines Gen Z as 18-28.
Still believes brands and systems can be influenced and influential.	Expects brand and institutions to fall short.	
Only 39% would consider themselves to be "thriving". Gallup	Close to two-thirds (56%) feel they are flourishing, succeeding. Gallup	

GETTING TO KNOW GEN Z 1.0 AND GEN Z 2.0:

They may both be Gen Z, but they’ve come of age through different experiences, platform primacy, and expectations of how brands should show up. To engage either group, brands need to understand what shapes them and what they are searching for - in their lives, in their communities, and on their feeds.

Without a clear grasp of their socialization or their potential responses, brand strategies can easily fall apart.

	GEN Z 1.0 AGES 23-29	GEN Z 2.0 AGES 13-22
Cultural Environment	The Obama presidency, progressive movements, BLM, climate strikes	COVID-19 pandemic, political chaos, and content overload
Tone & Style	Values-led, eager for clear brand action	Tone-sensitive, meme-native, quick to disengage
Ways of Engaging	Participatory and community-driven	Individual and adding their own value
Popular Platforms	Instagram, X; 41% use AI weekly	TikTok, Discord 72% use AI weekly
Types of Trust	Trusting till proven wrong	Skeptical till proven credible

AGE, ALGORITHMS, AND EXPERIENCES HAVE CAUSED A FLIP-FLOP OF POLITICAL LEANINGS BETWEEN 1.0 AND 2.0.

In the U.S., younger Gen Zers (2.0) are showing surprising conservative momentum, driven by disillusionment and social media influence. Reason being, in contexts where institutional trust is low, individuals are more likely to align with anti-establishment figures or movements perceived as offering alternative sources of authority or authenticity.

GEN Z 1.0	GEN Z 2.0
<ul style="list-style-type: none">• In the US, older Gen Zs favor Democrats by 6 points. Yale• As a whole, Americans under 30 still lean Democratic, yet the 2024 election illuminated the significant partisan divergence within Gen Z. Axios• 60%, globally, trust the government to do what is right.⁷	<ul style="list-style-type: none">• Younger Zers favor Republicans by 11.7 points in the United States. Yale• White men under 20 voted for Trump at higher rates than their late-20s counterparts, and even more than white Baby Boomer men. Axios• Less than half, globally, (47%) trust the government to do the right thing.⁷

“

If you'd paid attention to MAGA media in the months leading up to the 2024 election, the surprise wasn't that young voters swung hard toward President Trump. Gen Z's digital world became a powerful political incubator for the Republican Party in 2024 — a force for persuasion and community-building that reshaped the youth vote in astonishing ways.

- [Axios](#)

GEN Z 2.0 TRUSTS LESS; EVEN PEERS ARE LOSING THEIR EDGE.

Gen Z 1.0 is often more trusting than the global average, while their younger peers are far more skeptical. Brands must consider the importance of new spokespeople and how messages are delivered across different mediums to reach this fad-following cohort.

Want to hear more?

Click to listen to Edelman's latest TrustMakers Podcast starring Rachel Janfaza.

Percent trust to give accurate information about a brand ⁸	GLOBAL GEN POP	GEN Z 1.0	GEN Z 2.0
Customers Like Me	80%	83%	77%
Customers Reviews	68%	75%	65%
Journalists	59%	67%	56%
The Brand's CEO	58%	65%	53%

WHY? GEN Z 2.0 DOUBTS BY DEFAULT.

Both cohorts show less trust than older generations, and this isn't accidental; it's a structural result stemming from how they were raised. The skepticism of Gen Z 2.0, in particular, comes from navigating overlapping crises, shifts in how they learn, and new paradigms in how information is processed.

COMING UP IN CRISIS

58% of Gen Z globally says their sense of grievance against business, government, and the rich is moderate or higher. Through their upbringing, younger Zers have been more exposed to crisis and system-wide shocks.

[Gen Z & Grievance: With Findings from the Edelman Trust Barometer](#)

PLATFORM-PREFERRED LEARNING

More than half of college students say they learn more from TikTok than they do at school, signaling a shift away from institutions and into a reliance on video content.

[Erudera News](#)

PEER PROCESSING

Gen Z is more likely to **interpret online information together** through social networks and align with other concurrent viewpoints in their feeds, driving groupthink division.

[Cornell University – ARXIV](#)

ALGORITHMS FUNNEL AND FORM GEN Z IDENTITIES FASTER THAN EVER.

When the algorithm is your syllabus, small shifts can feel seismic. For Gen Z 2.0, earlier exposure to platforms like TikTok means they face a complicated information landscape and greater algorithmic volatility.

However, they're not scrolling blindly: most Gen Zers now believe they are the ones being influenced rather than the other way around, with 44% saying they have accepted that modern life means the algorithm will shape their behavior.

The TikTok algorithm **funnels teenage boys** to manosphere and anti-feminist content loops within **nine minutes of scrolling** through the app.

[Dublin City University](#)

In over just five days, TikTok's "For You" page showed a 4X increase in misogynistic content, according to algorithmic modeling.

[UCL, the University of Kent, and the Association of School and College Leaders](#)

Gen Z has the widest gender divide on equality, with **Gen Z men 21 pts less likely than women to support feminism.**

King's College London with [IPSOS](#)

GEN Z SPLITS BY PLACE, PATH, AND POSSIBILITIES.

The Gen Z divide isn't just about ideology or identity, it's also about where they grow up and how they spend their formative years.

Younger Zers are watching older counterparts navigate changing realities around college and early career. As a result, differences are emerging on how they see adult life, ambition, and their place in the world.

For brands, this means recognizing that geography, education, and career paths shape trust just as much as politics or culture.

THE DIPLOMA ISN'T THE DREAM

College Gen Z is overexposed to debt and underwhelmed by return while others feel excluded from narratives about success.

77% of Gen Z say the college path is outdated. Half of Gen Z men are now considering trade careers instead of getting degrees.

[VICE Media](#), [Education Data Initiative](#)

AI ANGST AFFECTS COLLEGE AND CAREERS

Half of Gen Z grads say AI rendered their degree less valuable and 65% worry that a degree won't protect them in the future. Anywhere from 40-50% say they are actively rerouting to more resilient-career paths, prioritizing trades over typical workforce programs.

[Education Data Initiative](#)

GEOGRAPHY DETERMINES ACCESS

Less than half of rural Zers believe they can find a good job in their communities, nearly 20% less than urban Zs.

[Walton Family Foundation](#)

While 77% of **Gen Z adults** report wanting to move from their current locations to expand opportunities, **rural Zs** are less inclined to move out of state (42%) than their **urban equivalents** (54%).

CHAPTER THREE



OUT OF FRACTURE COMES FORCE

Gen Z is shaped by experiences, algorithms, and emotional needs, but fragmentation isn't the only part of the story...

While Gen Z spans multiple ideologies, we've seen them act as a group with striking clarity: pushing industries together, demanding new brand actions, blurring the norms of what companies and brands create, and rewiring typical engagement with entire categories.

GEN Z'S HEALTH ECOSYSTEM IS CURATED AND PERSONAL, BUT FILLED WITH THE POTENTIAL FOR MAJOR PITFALLS.

A worsening mental health crisis and the decline of public health institutions have pushed Gen Z to reprioritize their health goals and how to pursue them. Platforms and chatbots are becoming the new primary care.

1 in 3

Use TikTok as their main source of health advice. 3-in-4 now turn to AI, too. But there are real consequences: 1-in-11 say this has led to health issues.

[Healthline + Zing Coach Survey, 2024](#); [La Trobe University Study, Emarketer, 2025](#)

DOCTORS AREN'T ALL THAT SPECIAL TO THIS AUDIENCE

Nearly half (46%) of Gen Z say they have disregarded their doctor's advice in favor of information from their family and friends.⁹ Currently, 43% of Gen Z agree that the average person who does their own research is just as knowledgeable on health matters as doctors, nearly 2X higher than the Boomers+ audience.¹⁰

BLURRIER LINES BETWEEN WELLNESS, HEALTH AND AESTHETICS

These goals are a part of a shared system. 1-in-3 Gen Zers now prioritize how they look over how they feel. With cosmetic procedures and medical enhancements becoming more central in culture and on social media, brands must consider all sides of health.

[The Linus Group](#), Gen Z Health + Wellness Report

BIG FOOD LOST THEIR TRUST; GEN Z NOW SETS THEIR OWN TABLE, ONE TIKTOK-TRENDING MOCKTAIL AT A TIME.

For Gen Z, food isn't just about taste - it's how they express values, build rituals and regulate emotions.

72%

of Gen Z say big food companies are greedy, only out for profits. With the rise of MAHA influencers and "clean-living" conversation, we can expect more rejection of traditional products.

Women in Agribusiness.

HOME IS THE NEW HOT RESERVATION

Amid inflation, Gen Z is hosting DIY cafes and cookbook dinner parties with their own aesthetics (there's been a 6,000% YOY increase in Pinterest search for "at home café"). As hosts seek deeper connections, giving away food is seen as a new muted luxury status symbol.

Screenshot Media, Insight Trends World (via Business Insider); Bon Appetit; Pinterest

WELLNESS IS SIPPED, WORDS AREN'T SLURRED

Gen Z is swapping high-caffeine and alcoholic drinks for kombucha, kefir and mushroom coffees (to name a few). Functional drinks are emerging as options (61% say they buy them regularly) to enhance quality of life rather than numb it.

Ocado Retail / Food & Drink Technology, The Times

AS THE HEAVIEST USERS OF AI, GEN Z SEE IT SIMULTANEOUSLY AS A LIFELINE AND A STRESSOR.

Without a strong sense of "the before," Gen Z is forced to adapt in a trial-by-fire fashion, with both successes and failures.

46%

of Gen Z workers say they'd rather ask AI questions instead of their colleagues and 41% of Zers trust AI more than humans. Half feel more comfortable confiding in AI about a work issue than with their manager.

[Forbes](#).

A CONSISTENT RESOURCE WITH CONFLICTED FEELINGS

Nearly 8-in-10 Gen Zers use Gen AI tools. But productivity comes with peril: 41% say AI makes them anxious, and 49% worry it undermines their critical thinking, compared to only 22% who believes it enhances their creativity.

[Axios](#), [Walton Family Foundation](#)

EMOTIONAL SUPPORT ON TAP

More than 70% of Gen Z have used AI companions – and 33% prefer emotional interaction with bots over other sources of connection. Shockingly, 25% of Gen Z say AI is already conscious, with 50% expecting it to be sentient in the future.

[The Common Sense Media](#); [EduBirdie](#)

CHAPTER FOUR



WHAT DOES ALL OF THIS MEAN FOR BRANDS?

TURN DOWN THE NOISE TO **HELP THEM DISCOVER AND CONNECT.**

Avoid algorithmic saturation by creating intentional experiences. While 1.0 and 2.0 use platforms differently, both are deeply affected by their phones: 83% of Gen Zers say they have an unhealthy relationship with them, compared to 74% of other generations.

Constant trend cycles and hyper-targeted content have created fatigue, not connection.

Be Present App, 2025



GIVE THEM A WAY TO UNPLUG

Heineken's limited-edition "Boring Phone" gave Gen Z a way to disconnect from digital overload by inviting them to reclaim social moments in real life, not on their screens.



OFFER SOMETHING FOR THEM TO DO OFFLINE

Zohran Mamdani's Scavenger Hunt invited young supporters to unplug from screens and explore New York City together. Turning Point USA is turning to IRL gatherings to inspire community and build momentum.

SHIFT YOUR PURPOSE **TO FEEL MORE PERSONAL.**

Ensure your values add value to their lives: 66% of Gen Z say it's important for brands in their life to help them do good⁵.

While Gen Z 1.0 may still respond to urgency and moral clarity, Gen Z 2.0 is more emotionally taxed, needing reassurance, realism, and simplicity.



HELP THEM ENJOY THE MOMENT

Coca-Cola's "Enjoy the Moment" summer campaign used cinematic vignettes, music by Gen Z icons, and a QR-activated scratch-off sweepstakes to invite young audiences to pocket their phones and reclaim joy through multi-sensory experiences.



GIVE THEM A WAY TO GIVE BACK

Abercrombie & Fitch's long-running partnership with The Trevor Project lets Gen Z give back directly through Pride collections and in-store donations, turning everyday purchases into support for LGBTQIA+ youth.

REFLECT CULTURE WITHOUT ALWAYS TRYING TO SHIFT IT.

Lead with an understanding of what's in their feed. Create to inspire, not instruct.

Gen Z places higher trust in peers and look horizontally for insight and inspiration. Brands should act more like creators than institutions.



KNOW WHO'S CAUGHT THEIR EYE

In denim, two brands stand out with Gen Z: Gap, through its partnership with girl group KATSEYE, and American Eagle, via a headline-making collaboration with Sydney Sweeney. Both tapped into Y2K nostalgia and relatability by spotlighting the stars Gen Z is already watching and listening to.

'Game, Set, Matchmaker'? The U.S. Open Gets Into the Dating Game.
The series is scheduled to stream on YouTube during this year's tournament.



EVOLVE WITH THEIR HOBBIES

The U.S. Open's "Game, Set, Matchmaker" tapped directly into Gen Z's appetite for reality formats by weaving first-date theatrics into the tournament grounds and streaming it on Gen Z-favorite, YouTube.

INSPIRE ENGAGEMENT IN THE ECOSYSTEMS THEY'RE ALREADY A PART OF.

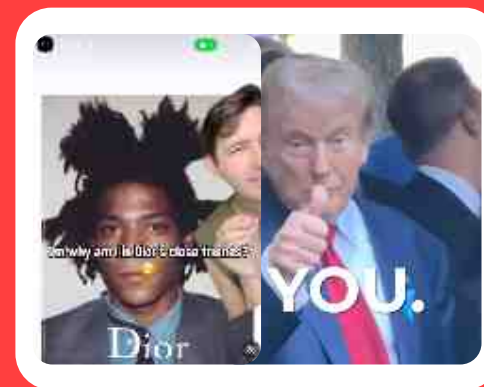
Brands can create new ways to engage a generation that often feels left out, overlooked and lacking in options.

Gen Z 2.0 especially doesn't want new spaces, they want new value in the ones they already use: meet them in group chats, friend circles, and existing communities.



OFFER DISCOVERY AND SHARING

Spotify's rollout of "Messages" lets Gen Z directly share music, podcasts, and audiobooks inside the app, so by turning discovery into conversation without the friction of jumping between platforms.



GET UP CLOSE AND PERSONAL

From Dior's "Close Friends List" on Instagram to the Trump campaign's late-stage, swipeable Snapchat ads, the brands that broke through with Gen Z were the ones that felt up close and personal, that met them where they scroll, in formats that felt made just for them.

THANK YOU!

Interested in learning more?
Drop us a line at GenZLab@Edelman.com

BUT WAIT...
THERE'S MORE.

WHO WANTS A GEN
ALPHA SNEAK PEEK?



FROM Z TO A: INTRODUCING GEN ALPHA – THE REMIX GENERATION

Born 2010–2024: Ages approx. 1 to 12

Born between 2010 and 2024, Gen Alpha is growing up in a world their older siblings could only scroll through. Raised by Millennials with a "We-centric"-mindset, shaped by Gen Z, and surrounded by content from Gen X and Boomers, they're the first generation influenced by four generations at once...plus the algorithm. They don't just witness culture; they remix it.

While Gen Z experimented with identity online, Alpha's identities could be authored for them, from the first video they swipe to the first purchase they influence.

And though they may be digital-first, they're far from digital-only: they scroll silently, consume constantly, and absorb information faster, and more collectively, than any generation before.

Their feeds blur into real life, shaping how they talk, what they eat, and what they ask their parents to buy. They're not posting about the trend; they're internalizing it, mixing it, making it their own, and then wearing it to school the next day.

Gen Alpha now influences 42% of household purchases. If Gen Z rewarded brands for being relatable, Alpha rewards the ones that feel usable. Discovery is everything, but only when it translates into personal expression.

To reach them, brands need to think beyond the scroll and into the spillover. How does a moment online show up in a hallway, a lunchbox, a group text, or a backyard?

REAL-LIFE INFLUENCE IS THE METRIC THAT MATTERS MOST.

59%

of Gen Alpha, more than any of the older generations, prefer going to movie theaters over streaming at home, highlighting their appetite for IRL activities.

CinemaBlend.

85%

of Gen Alpha aged 10–14 have their own spending money, and almost half say it's important that what they buy reflects their personal style.

Mintel

30% less

Gen Alpha is 30% less likely than Gen Z to share content or opinions online, but they scroll and consume at higher rates.

GWJ

59%

of Gen Alpha say their favorite way to discover something new is still in person, even though they're constantly online.

GWJ

CITATIONS



2025 EDELMAN TRUST BAROMETER

CITATIONS



1. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. SOC_VUL. Think back over the past year and indicate how many of the following you have experienced. Pick all that apply. General population, 15-mkt avg., by age. Data shown is a net of attributes 1-6.
2. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. PERS_EMO. How much do you worry about each of the following? 9-point scale; top 4 box, worried. Question asked to half the sample. General population, 14-mkt avg., by age. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
3. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_BRD. For each of the following, please indicate how much you trust them to do what is right. 9-point scale; top 4 box, trust. General population, 15-mkt avg., by age.
4. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 15-mkt avg., by age.
5. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. ROL_IMP. How important is it that there are brands in your life that do each of the following? 5-point scale; top 2 box, very or extremely important. General population, 15-mkt avg., by age.
6. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRUST_IMP. When it comes to brands in general that you will or will not buy or use, categorize each of the following attributes based on whether it is a critical deal breaker, important to have, or merely a nice to have. Please base your answers, using the scale below, on your actual purchase behavior and not what you would do in a perfect world. 3-point scale; codes 1-2, important to have or a critical deal breaker. Question asked to half the sample. General population, 15-mkt avg., by age.
7. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_BRD. For each of the following, please indicate how much you trust them to do what is right. 9-point scale; top 4 box, trust. General population, 15-mkt avg., by age.
8. 2025 Edelman Trust Barometer Special Report: Brand Trust, From We to Me. TRU_SPK. How much do you trust each of the following to give you accurate information about a brand? 9-point scale; top 4 box, trust. Question asked to half the sample. General population, 15-mkt avg., by age.
9. 2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_BHV. Have you done any of the following within the past year? Code 1, yes. General population, 15-mkt avg., by age.
10. 2025 Edelman Trust Barometer Special Report: Trust and Health. HEA_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. General population, 15-mkt avg., by age.