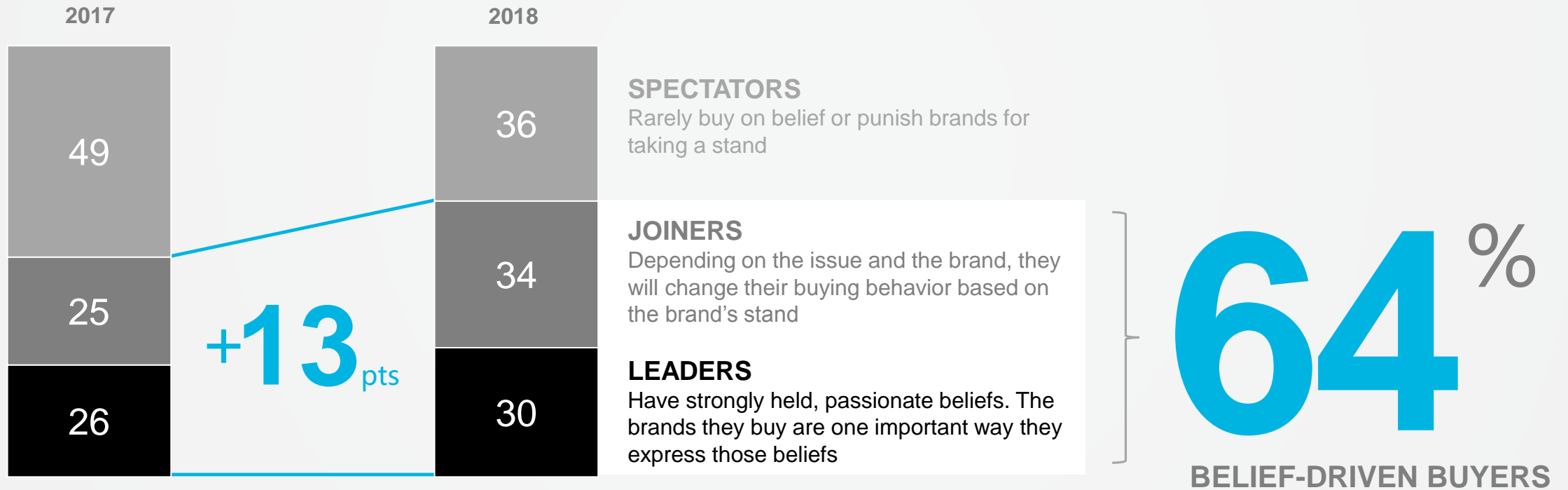


Nearly 2 in 3 Now Belief-Driven Buyers

Do you choose, switch, avoid or boycott a brand based on its stand on societal issues? (Percent in each segment)



Source: 2018 Edelman Earned Brand. Belief-driven buying segments. 8-market average. See Technical Appendix for a full explanation of how belief-driven buying was measured.