
Trust Issues? 9 in 10 Americans Feel the Strain

July 11, 2024

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At-A-Glance:

- 91% of respondents feel that the nation is "broken" at least some of the time, and only 64% believe the nation can be repaired.
- Trust in government institutions and big companies continues to decline, but interestingly consumers are becoming more trusting in retailers.
- TV (66%) and social media (49%) were cited as the most typical sources of news.

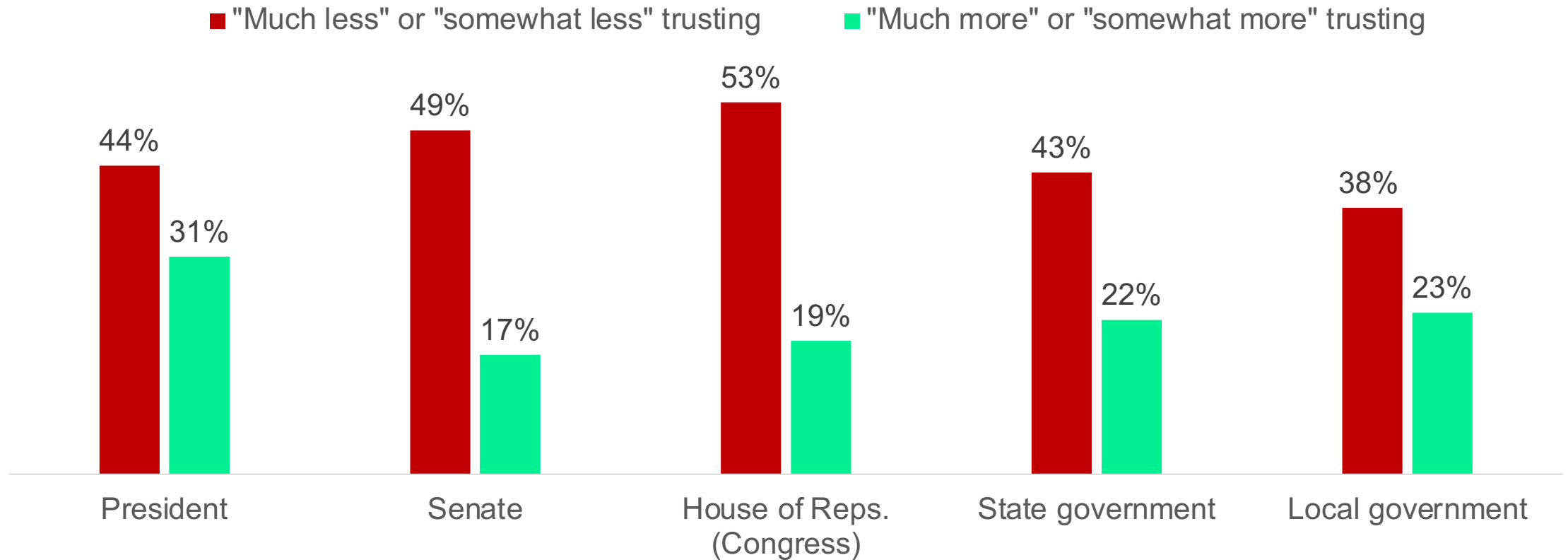


The Outlook:

The diminishing trust in institutions and changing media preferences have important implications for consumer preferences and behaviors. Building trust requires transparency, accountability, and effective communication—all things the American consumer craves. As trust in traditional institutions wanes, brands can fill the gap by fostering genuine connections with their audiences. Additionally, the prevalent sentiment of a "broken" nation and concerns about economic issues such as the high cost of living and inflation indicate that consumers are not only looking for stability but exceptional value.

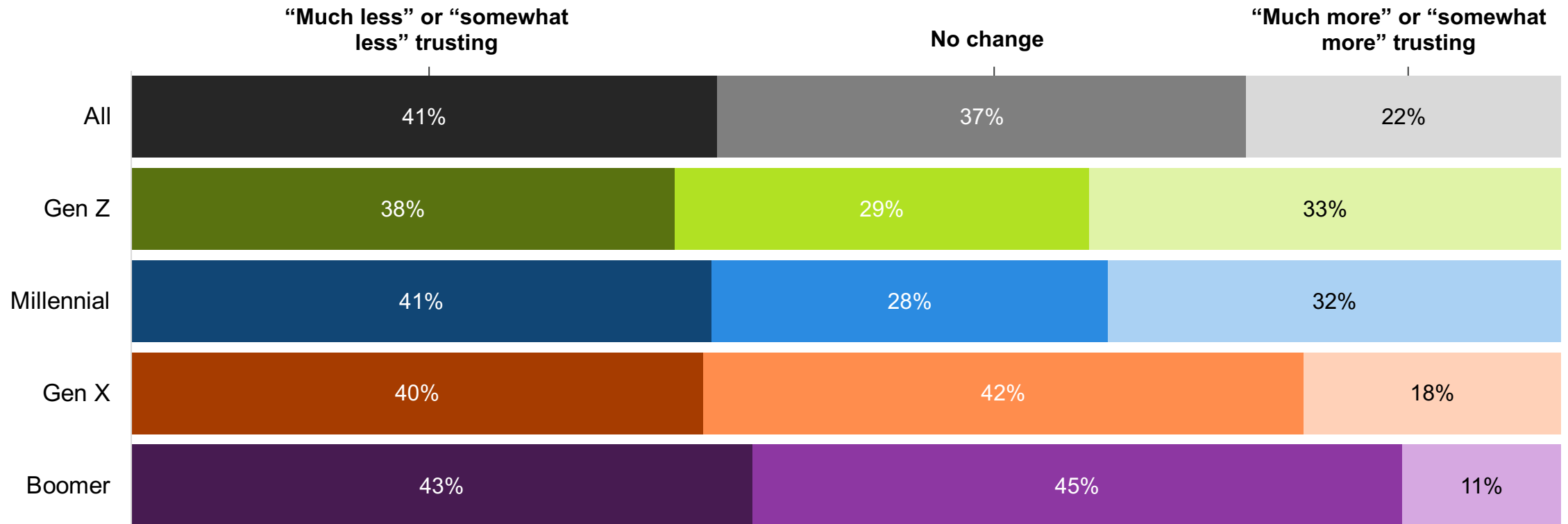
Trust in all government institutions continues to decline.

Change in level of trust



Trust in big companies has declined in a manner similar to that of the government.

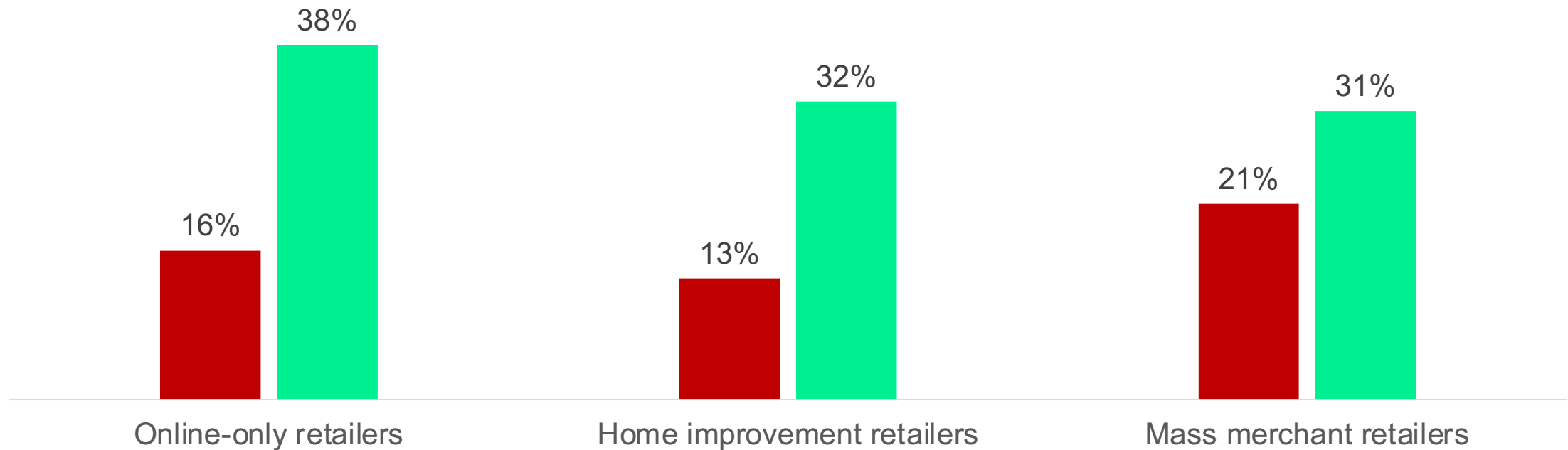
Change in level of trust: Big companies



Counter to these trust issues, Americans are finding a bright spot in their level of trust with retailers.

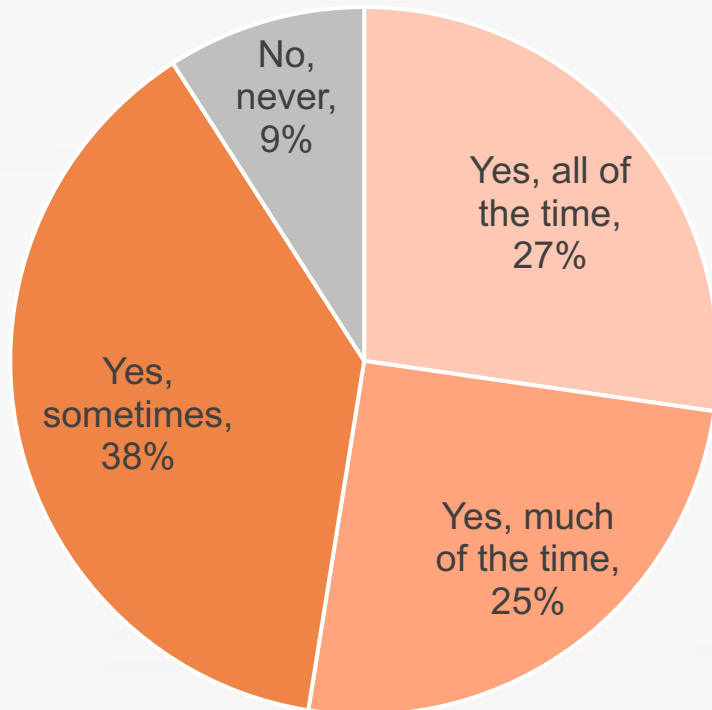
Change in level of trust

■ "Much less" or "somewhat less" trusting ■ "Much more" or "somewhat more" trusting



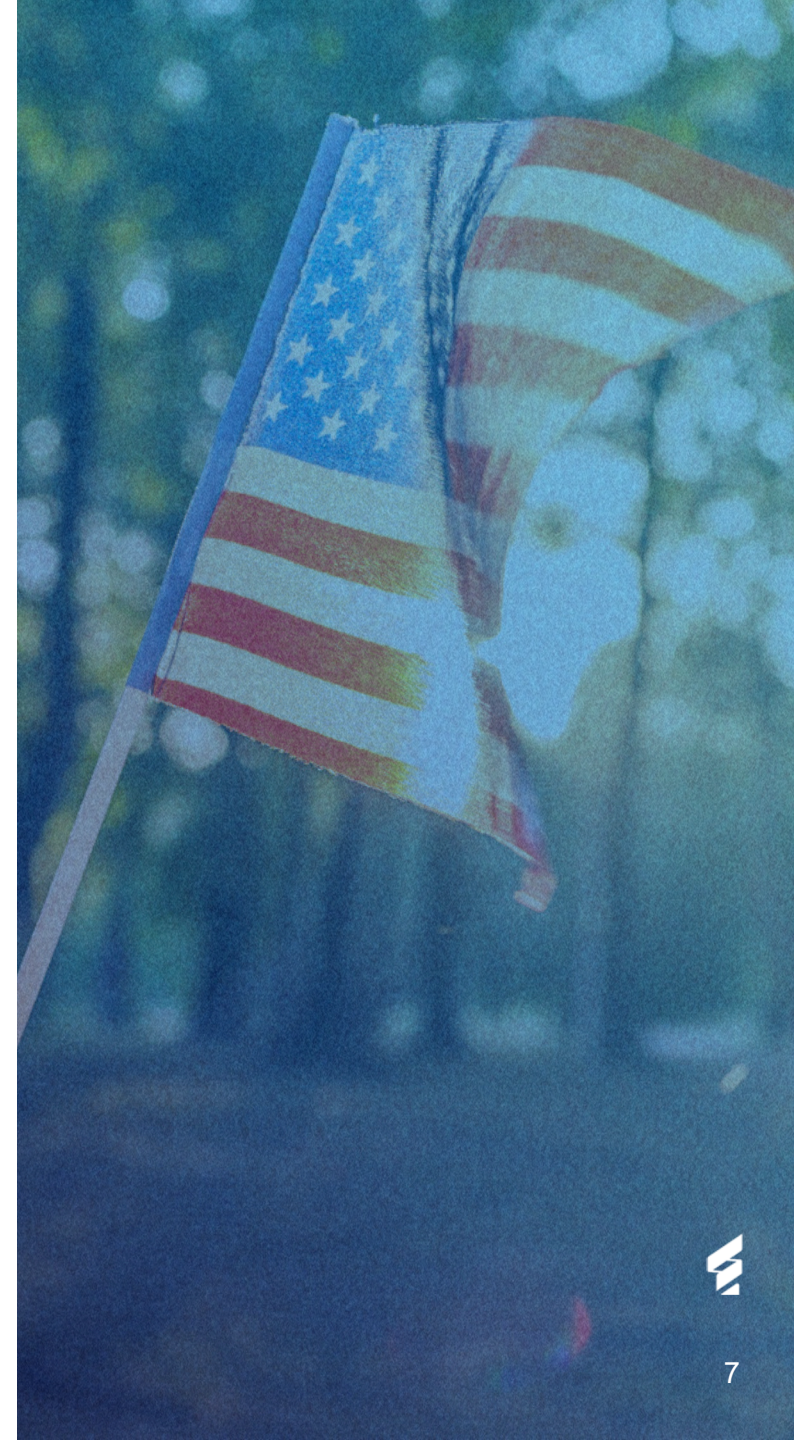
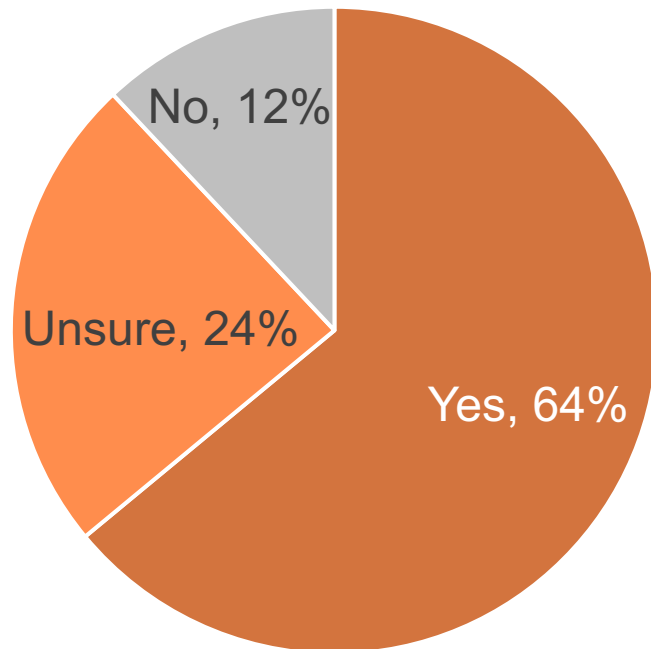
In a stark reflection of crumbling trust in institutions, a vast majority of Americans (91%) sense a brokenness within the nation.

Feel country is broken



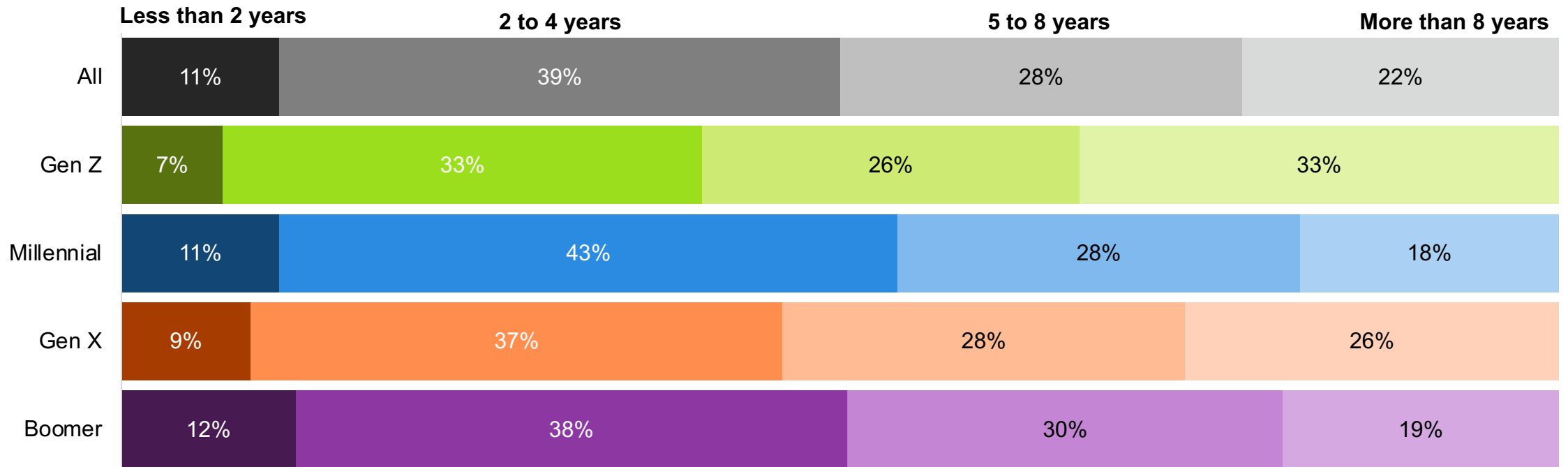
Only two-thirds of respondents (64%) believe the nation can be repaired, though nearly a quarter (24%) hesitate to answer “yes” or “no”.

Believe it is possible to fix the country

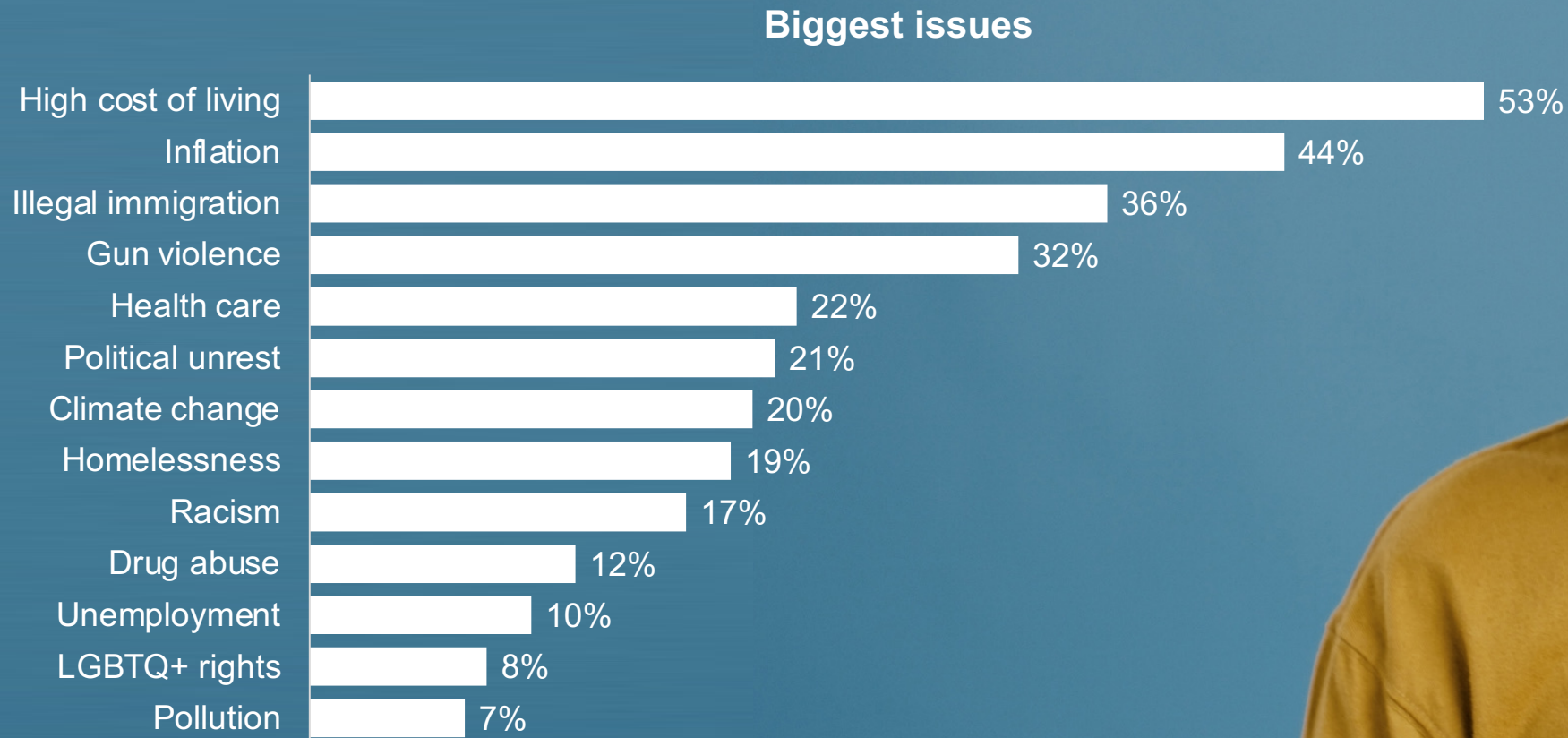


And unfortunately, only 1 in 10 feel the problems with the nation can be fixed in as little as 2 years. Gen Z is especially pessimistic about the timeframe.

Time to fix the country

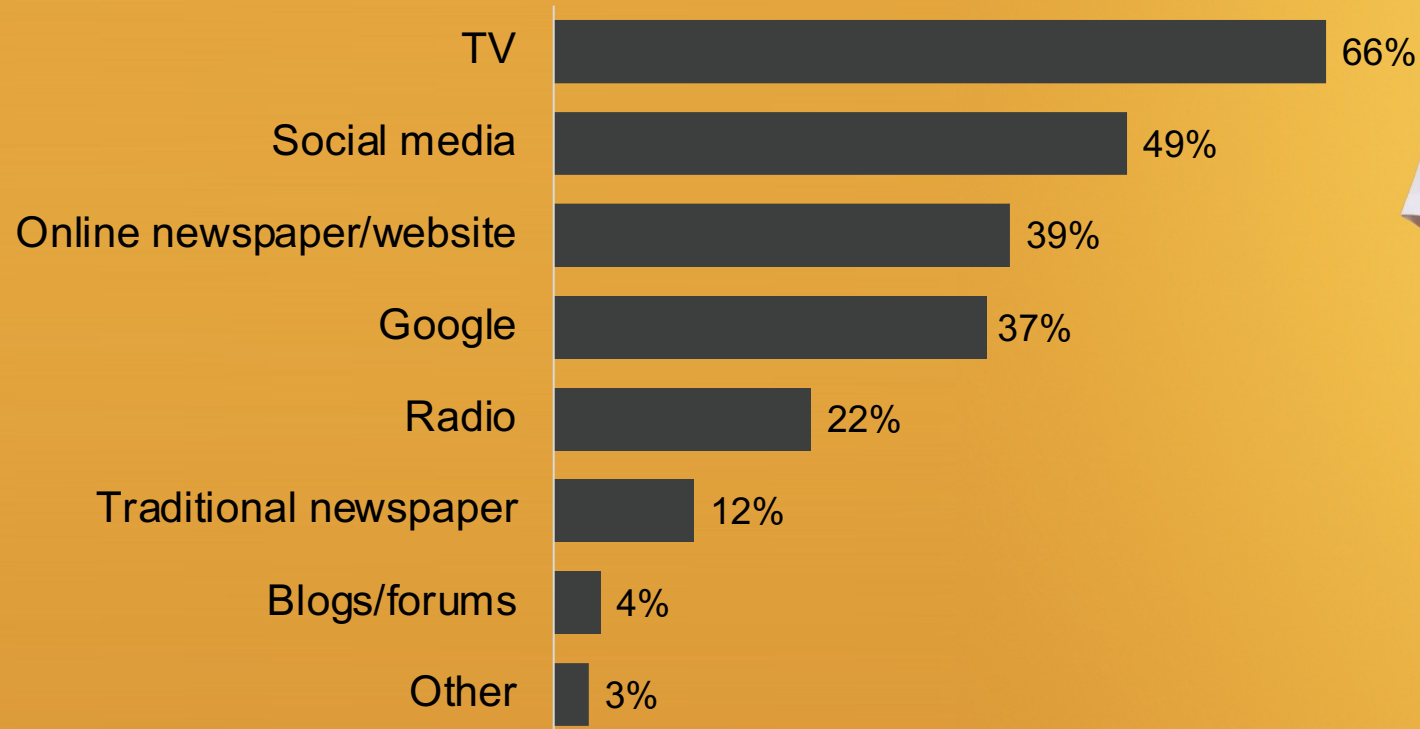


Americans' biggest concerns across the board are financial, but many other issues remain top of mind.



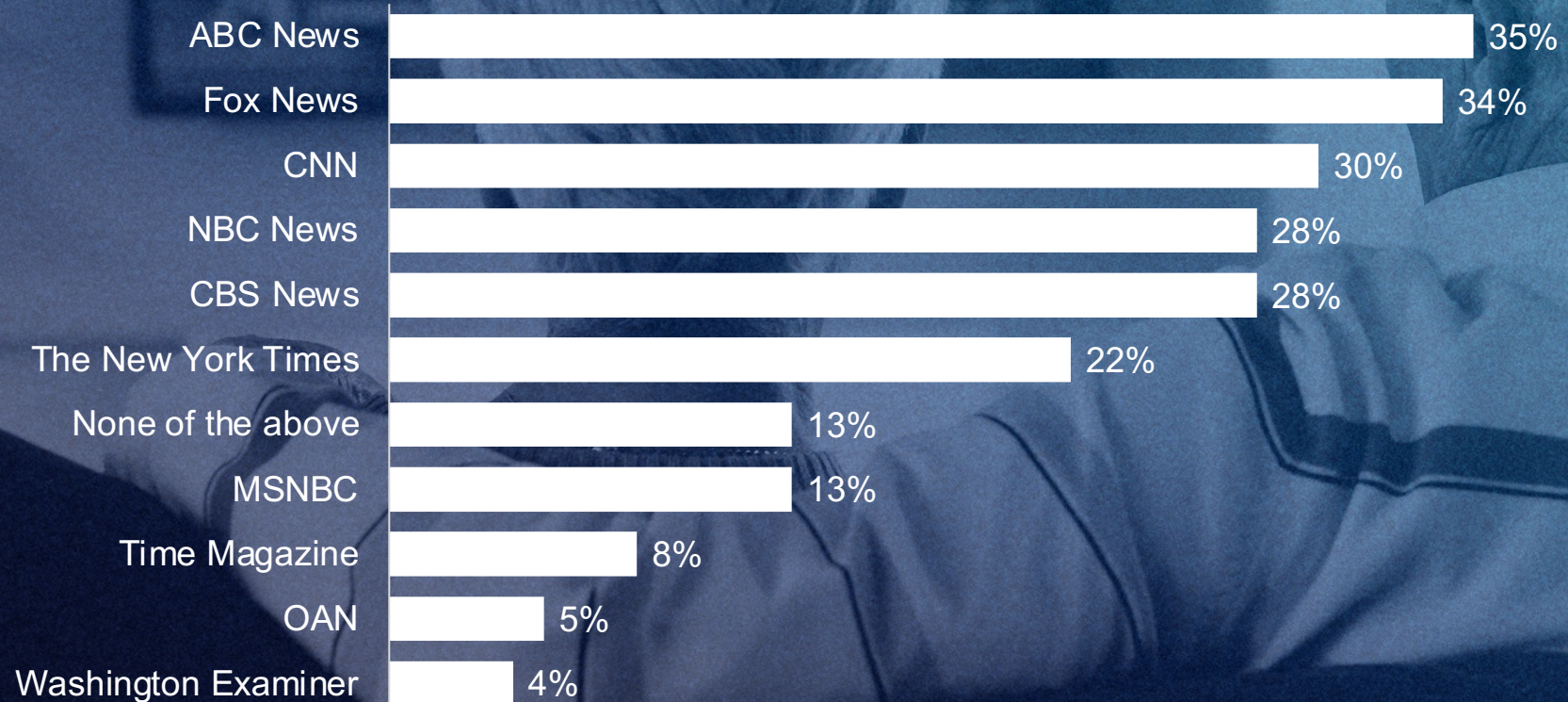
When asked which sources they typically get their news, TV (66%) and social media (49%) were the most cited.

Sources of media for news



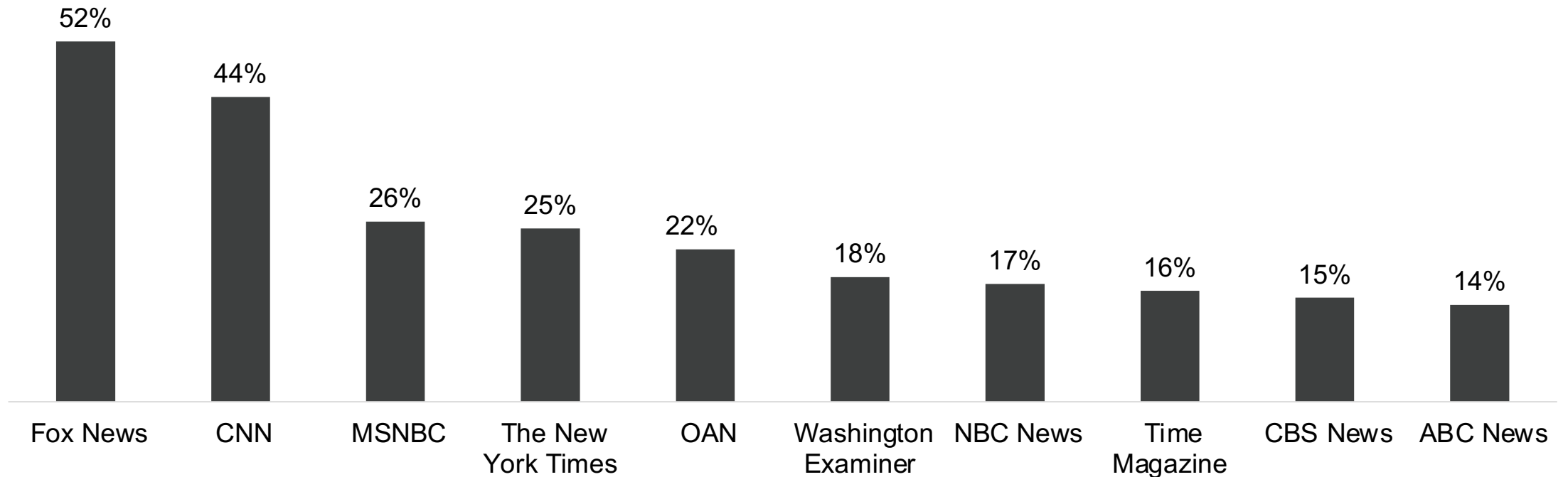
The most trusted news sources are ABC (35%), Fox (34%) and CNN (30%).

Most trustworthy news sources

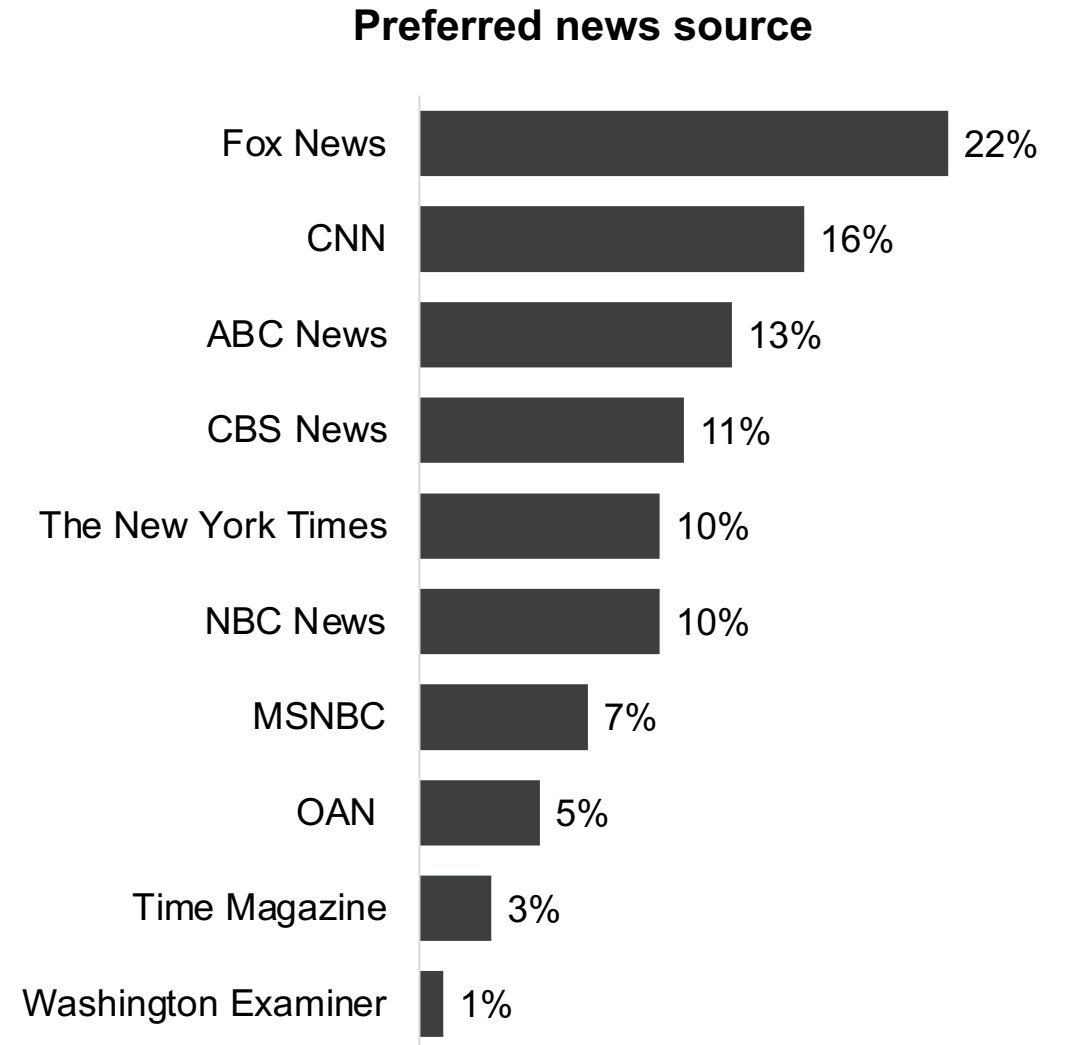


Fox (52%) and CNN (44%) are also viewed as the least trustworthy news sources among the options offered.

Least trustworthy news sources



The preferred news source when respondents are limited to only choosing one option are Fox (22%) and CNN (16%). It's noteworthy that the three traditional networks (ABC, CBS, and NBC) are collectively the preference of 34% of respondents.



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N = 733
MOE ± 3.62%
Panel: General Population
Collected: 6/14/24-6/15/24



Gen Z
11%



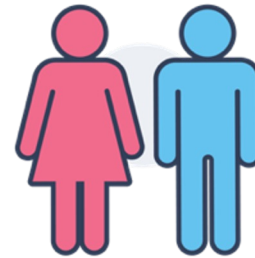
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

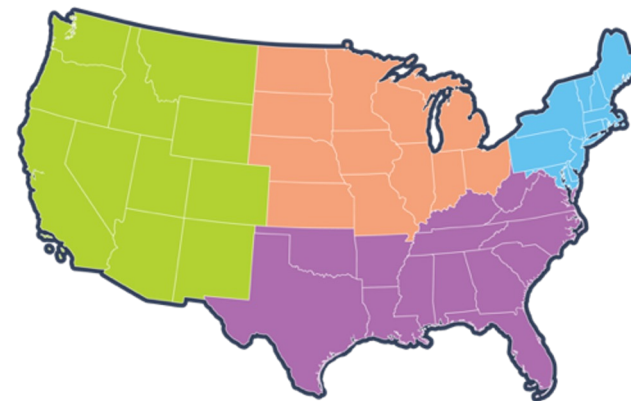
Male
49%



Urban
32%

Suburban
50%

Rural
18%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

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The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt symbol integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like bar charts and line graphs, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**