

# The Fundamental Currency of Trust

## Local Community Support Breeds Trust

In today's business landscape, trust is more than just a desirable trait – it's a currency that can make or break a company's success. It underpins every transaction, every relationship, and every decision we make, both personally and professionally. Without it, the very [fabric of commerce would unravel](#).

While trust may seem like an intangible concept, its impact is profoundly tangible. Our annual research at Neighbourly has uncovered a direct correlation between a company's commitment to local communities and the levels of trust it enjoys from customers.



Our annual YouGov research shows that focusing on local support has the most potential to foster trust, and this has real economic benefits.

**62%**

are more likely to **trust a company that contributes** to the community where they live and work

**89%**

are **more likely to support** or buy products from a company they trust

## Trust Fuels Loyalty and Economic Success



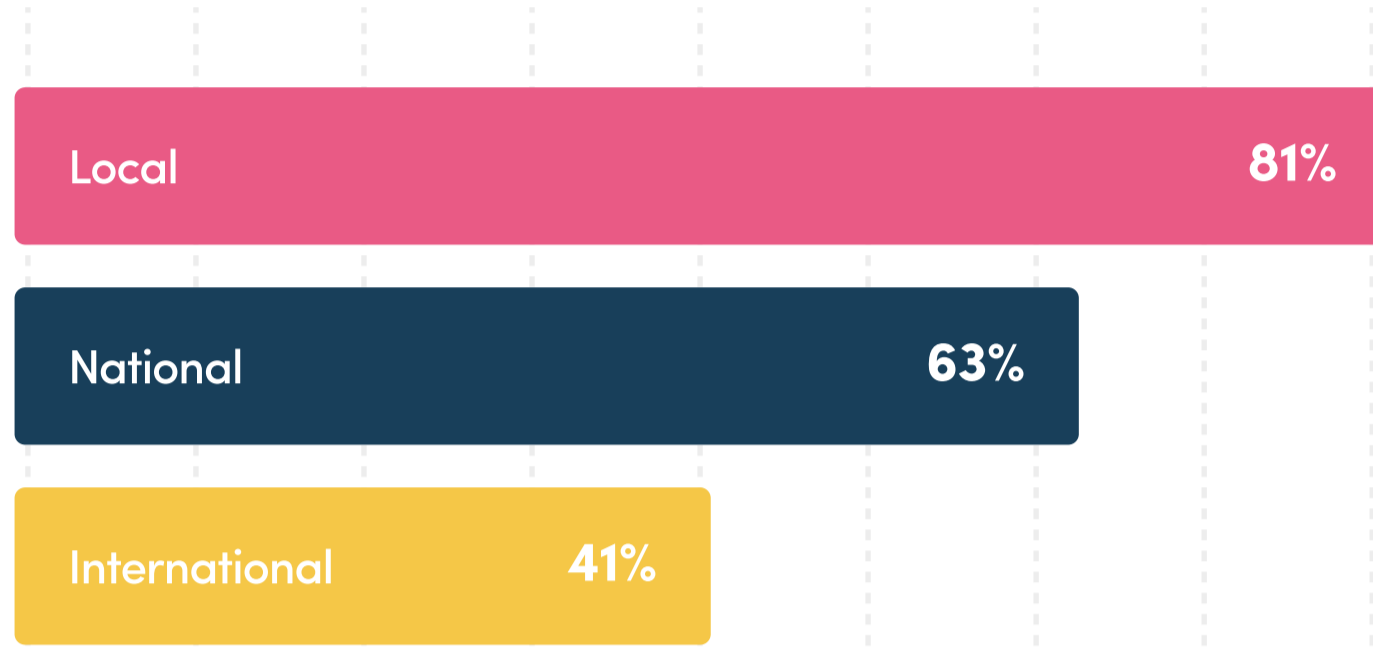
These findings highlight a fundamental truth: by investing in local causes and initiatives, businesses can cultivate a deep sense of trust within the very communities they serve.

This translates directly into increased customer loyalty, brand advocacy and, ultimately, economic success.

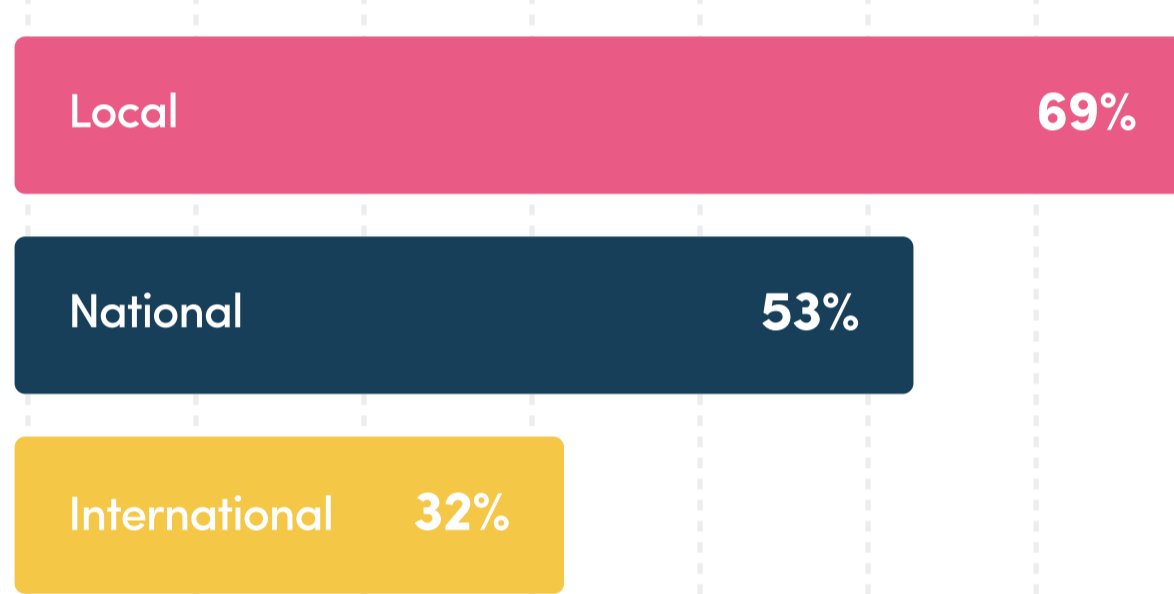
Interestingly, our data reveals that trust levels are highest for small, local charities, and this elevated feeling of confidence extends to the companies that support them.



**Q** We asked 2,100 people: To what extent, if at all, do you currently trust each of the following types of charities: Small local charities, National charities, International charities?



**Q** Would you be more likely to trust a company that contributes to each of the following types of charities, compared to a company that doesn't?



## Boosting Trust through Redistribution

One powerful way for companies to demonstrate their commitment to local communities is through responsible redistribution of surplus. Our research shows that customers place a high value on businesses that give their end-of-day surplus to local charities and community organisations.

By doing so, businesses not only reduce their environmental impact but also bolster good causes' capacity by maximising their available resources.

**23%**

increase in scores for companies that prioritise **giving surplus to local causes** versus giving it to the general public

**Q** How highly would you score companies that donate their end-of-day surplus food to the following?

**8.4**<sub>/10</sub>

Avg score

**Local charities and community groups**

**7.1**<sub>/10</sub>

Avg score

**People connected to the charity or community group**

**6.8**<sub>/10</sub>

Avg score

**Members of the general public**

## Creating Prosperous Societies

The impact of local initiatives extends far beyond the confines of a single community; trust is a driving force behind economic prosperity on a larger scale.

By cultivating trust through local support and community engagement, companies are not only securing their own success but also contributing to the overall well-being and prosperity of the societies in which they operate.



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**“Businesses cannot succeed in societies that fail.”**

**Paul Polman**

Author of Net Positive and former CEO of Unilever

**Where is this data from?**

Data from Neighbourly YouGov polling April 2024, using nationally representative sample of 2,100 GB adults.

**Global change starts locally.**