



## **Morning Consult Reveals The Most Trusted Brands of 2020**

***USPS, Amazon and Google Lead as Top Three Most Trusted***

***CPG Brands Dominate: Hersheys, Cheerios and M&M's Rank in Top 10***

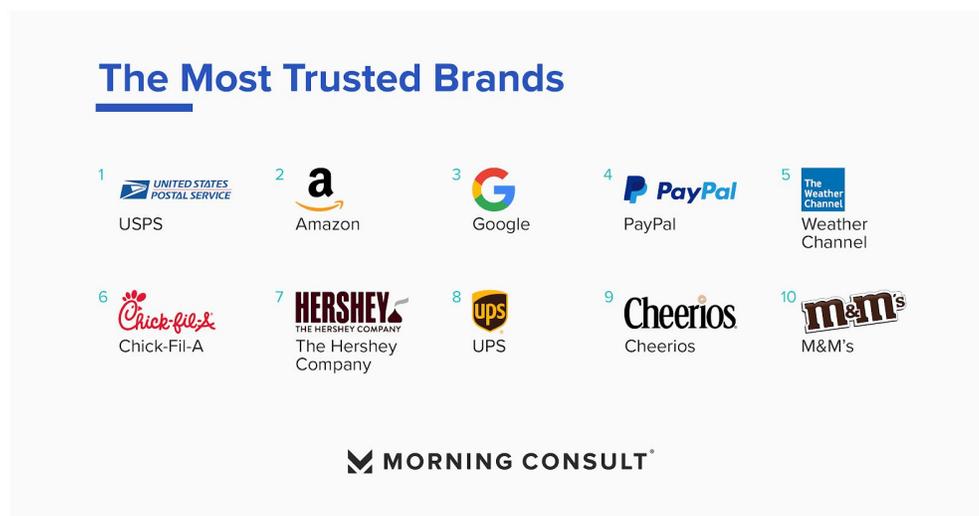
***Younger Consumers More Trusting of Tech Giants Google and Amazon***

NEW YORK — JANUARY 13, 2019 — The United States Postal Service, Amazon and Google rank as the top three most trusted brands in the country, according to [the inaugural Most Trusted Brands report](#) from data intelligence company Morning Consult.

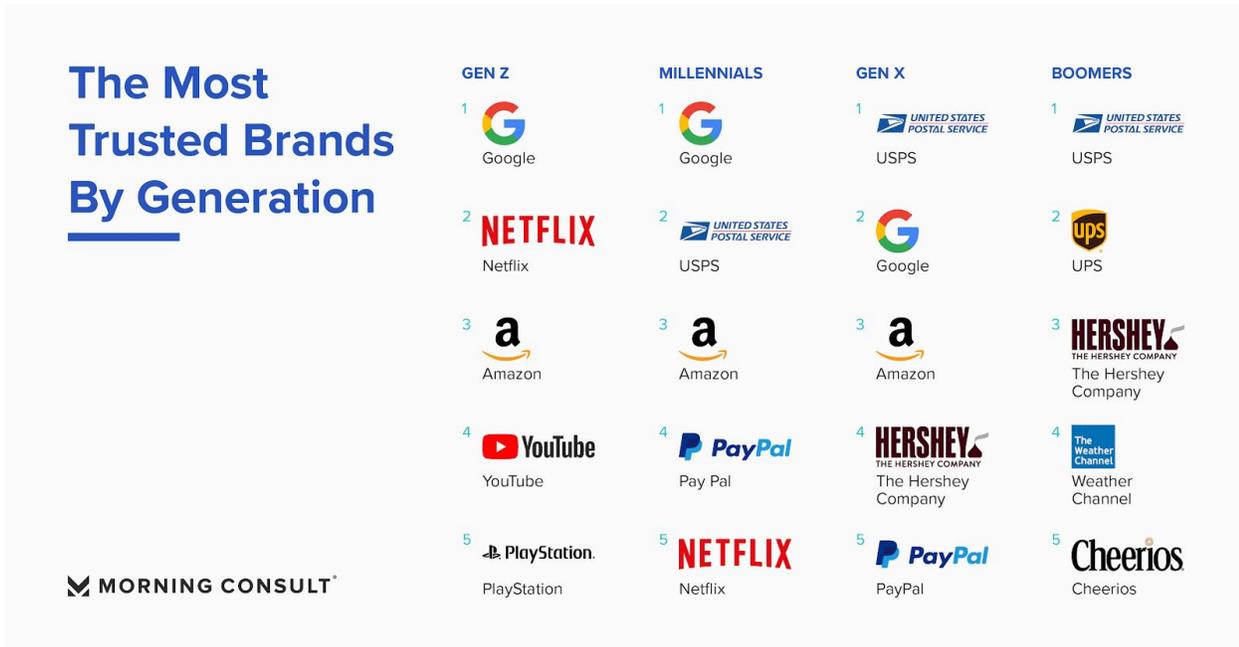
The report is the largest study of its kind, featuring an average of 16,700 interviews per brand for nearly 2,000 brands. It also showcases brand trust by generation, highlighting Google's dominance with Gen Z and millennials and USPS's win with Gen X and boomers.

"It's no secret that trust is key to brand success," notes Michael Ramlet, CEO of Morning Consult. "In today's climate, every single day presents leaders with the opportunity to cultivate reliability - a key driver of trust."

- **Tech, CPG brands dominate the list.**
  - The United States Postal Service takes the top spot, followed by Amazon and Google to round out the top 3.
  - Online payment company PayPal takes the 4th spot, followed by The Weather Channel in 5th.
  - The consumer and packaged goods industry monopolizes this year's rankings, as nearly half of the top 25 spots are claimed by CPG brands. Those in the top 10 include The Hershey Company (#7), Cheerios (#9), and M&M's (#10).



- **Tech soars among younger generations, while older generations embrace legacy brands.**
  - Google and Amazon are among the top-performing brands with Gen Z and millennials, while USPS is No. 1 with Gen X and boomers.
  - Netflix overperforms with younger generations as does The Hershey Company among older Americans.
  - Nike's Kaepernick gamble pays off with Gen Z: The apparel brand is the seventh most trusted brand among Gen Z consumers.
  - CPG brands perform better among older generations, dominating more than two-thirds of the Most Trusted Brands among Gen X and boomers, half of millennials, and less than one-third of Gen Z consumers.



The Most Trusted Brands of 2020 report includes an examination of how today's societal forces are shaping a new era of trust:

- **Distrust is rippling through the country, especially for concentrations of power.**
  - Today, less than a quarter of Americans have a lot of trust in their neighbors or labels on food packaging, while fewer than one in 10 say the same about the news media or the U.S. government. Just four percent put a lot of trust in either Wall Street or Hollywood.
- **However, for brands looking to build and maintain customer relationships, there's a silver lining.**
  - Most major brands have maintained high levels of confidence from consumers. Three-quarters of Americans trust the average major company to deliver on promises.
  - Top performing brands, including Google and Amazon, are more well-trusted than any major institution, save the military.
- **There is a generational challenge facing brands in the future.**
  - Younger consumers are generally more skeptical of corporate America and hold brands to higher ethical standards.
  - Younger Americans are more distrusting of brands across the board, according to a review of the average trust rating of nearly 2,000 brands tracked in Morning Consult Brand Intelligence. For Gen Z, the average brand trust rating was +10, compared to +21 for boomers.

The Most Trusted Brands of 2020 is powered by Brand Intelligence, Morning Consult's premier platform used by Fortune 500 companies to understand daily consumer perceptions and transform that knowledge into a competitive advantage.

Questions or requests can be directed to [press@morningconsult.com](mailto:press@morningconsult.com).

**About Morning Consult**

[Morning Consult](#) is a global data intelligence company delivering insights on what people think in real time. By surveying tens of thousands across the globe every single day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy. Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time, intelligent data to transform information into a competitive advantage.

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