

**MORNING CONSULT**  
**MOST TRUSTED BRANDS 2020**

Morning Consult's first annual Most Trusted Brands report sets a new benchmark for gauging brand trust and outlines how generational divides will shape the future of consumer culture. The results are based on the largest study of its kind to-date, with an average of 16,700 interviews per brand for nearly 2,000 brands. The report is powered by [Brand Intelligence](#), relied on by a wide range of Fortune 500 companies to understand consumer perceptions and transform that knowledge into a competitive advantage.

**OVERALL MOST TRUSTED BRANDS**

01  USPS Score: 42.0%	02  Amazon 38.8%	03  Google 37.9%	04  PayPal 36.5%	05  Weather Channel 36.3%
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**GEN Z'S MOST TRUSTED BRANDS**

01  Google Score: 47.1%	02  Netflix 47%	03  Amazon 46.6%	04  YouTube 41.9%	05  PlayStation 39.2%
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**MILLENNIALS' MOST TRUSTED BRANDS**

01  Google Score: 44.2%	02  USPS 43%	03  Amazon 42.3%	04  PayPal 40.7%	05  Netflix 40.4%
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**GEN X'S MOST TRUSTED BRANDS**

01  USPS Score: 41.7%	02  Google 39.1%	03  Amazon 38.7%	04  Hershey 38.1%	05  PayPal 38.0%
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**BOOMERS' MOST TRUSTED BRANDS**

01  USPS Score: 42.2%	02  UPS 37.6%	03  Hershey 37.1%	04  Weather Channel 36.9%	05  Cheerios 35.6%
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Respondents were asked "How much do you trust each brand to do what is right?" This ranking is determined by share who said "a lot."

[VIEW THE FULL RANKINGS](#)

[LEARN MORE ABOUT BRAND INTELLIGENCE](#)

## THE STATE OF CONSUMER TRUST EXECUTIVE SUMMARY

*In addition to the Most Trusted Brands ranking, Morning Consult conducted a new report looking at how today's societal forces are shaping a new era of trust. Based on interviews with thousands of consumers, the report provides actionable intelligence into how companies can earn and deepen trust with customers. Below is an overview of key findings:*

### **Distrust is rippling through the country, and it is particularly potent when concerning major institutions and concentrations of power.**

- ❖ Today, less than a quarter of Americans have a lot of trust in their neighbors or labels on food packaging, while less than one in 10 say the same about the news media or 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 relationships with their customers, there's a silver lining.**

- ❖ Despite a number of high profile corporate scandals in recent years, most major brands have maintained high levels of confidence from consumers.
- ❖ Three quarters of Americans trust the average major company to consistently deliver on what they promise.
- ❖ Top performing brands, including Google and Amazon, are more well-trusted than any major institution, save the military.

### **While brand trust is relatively strong today, there is a generational challenge facing brands in the future.**

- ❖ Younger consumers are generally more skeptical of corporate America and hold higher ethical standards for brands.
- ❖ A review of the average trust rating for nearly 2,000 brands tracked in Morning Consult Brand Intelligence shows younger Americans are more distrusting of brands across the board. For Gen Z, the average brand trust rating was +10, compared to +21 for boomers.

### **Reliability is the foundation of brand trust**

- ❖ Issues relating to reliability are more important to developing consumer trust than any others, while issues relating to ethics and politics tend to rate lower.
- ❖ A review of what explains the exemplary trust ratings for PayPal and USPS found that reliability was the key driver in both cases.
- ❖ While most Americans trust brands to deliver on the basics, far fewer trust them to go above and beyond. This provides brands certain opportunities to win over trust by championing issues like data security and no fine print.

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