

METHODOLOGY

Most Trustworthy Companies in America 2026

in collaboration with

Newsweek

statista 

February 2026



The list recognizes the **Most Trustworthy Companies in America** in 23 industries according to U.S. residents' evaluations

Ranking's cornerstones



Relevance of Ranking

In the corporate world, maintaining trust among **customers, employees and investors** is paramount for success in a competitive landscape. The ranking **Most Trustworthy Companies in America 2026** wants to provide guidance and to highlight the companies that are **most trusted in the United States**. Trust can have several characteristics and be viewed from different perspectives. Being aware of that, Newsweek and Statista developed a methodology which takes several aspects into account.

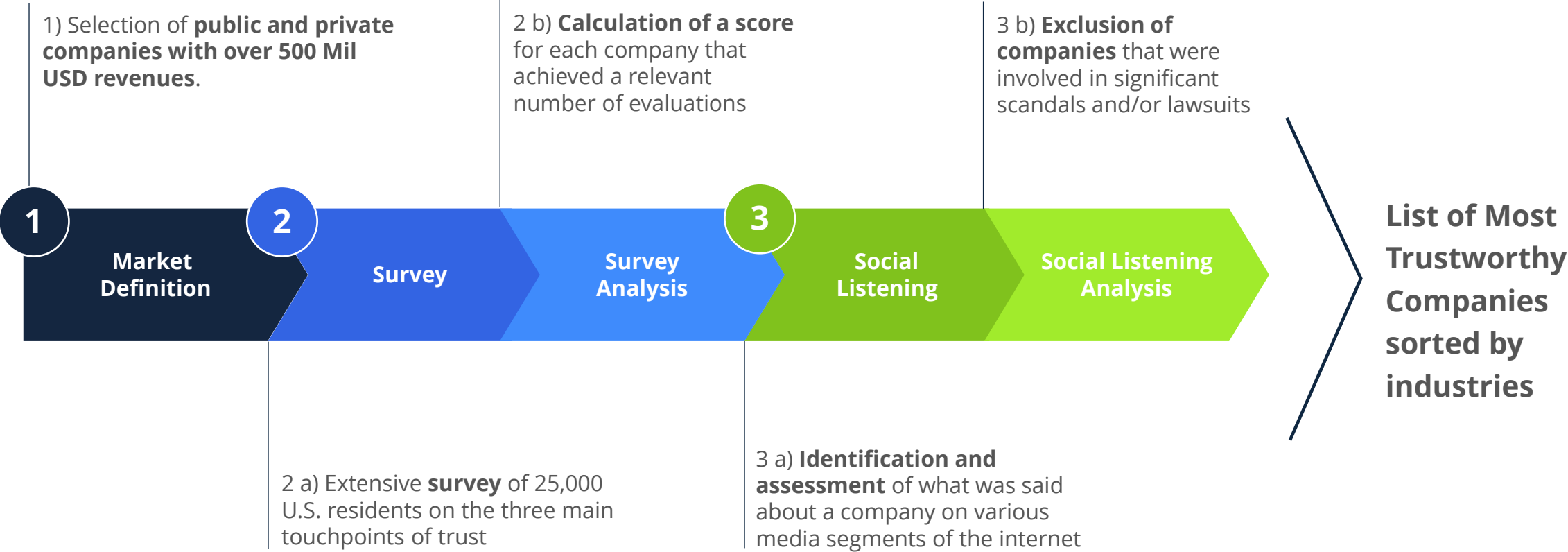


Executive Summary

- **Title of ranking:** Most Trustworthy Companies in America 2026
- **Media partner:** Newsweek
- **Edition:** 5th
- **Number of awardees:** 700 companies in 23 industries
- **Methodology:** Survey among U.S. residents & Social Listening analysis
- **Criteria used for determining rank:**
 - Independent survey of 25,000 U.S. residents that submitted 101,000 company evaluations on three touchpoints of trust (customer, investor, employee)
 - Social Listening analysis with 307,000 mentions

The Most Trustworthy Companies were identified through a 3-step-process

Process Overview



All companies headquartered in the U.S. with revenues of at least 500 Mil USD were eligible for the analysis

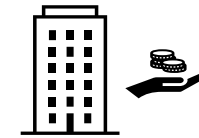
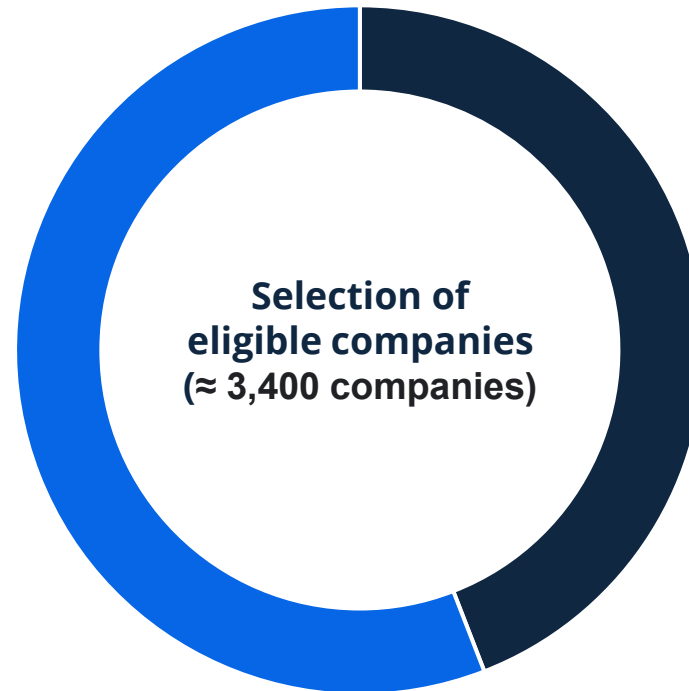
Market definition

1 Selection of public and private companies with over 500 Mil USD revenues.



Public companies

- Headquartered in the U.S.
- Revenue of at least 500 million USD
- About 1,900 companies



Private companies

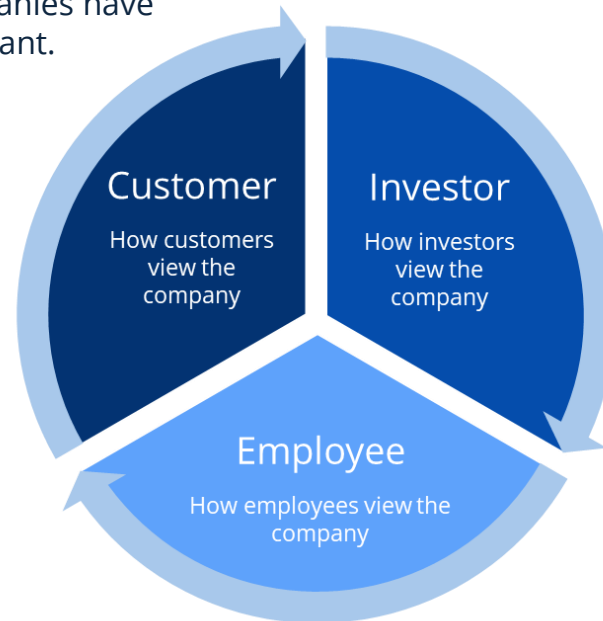
- Headquartered in the U.S.
- Revenue of at least 500 million USD (estimated)
- About 1,500 companies

The analysis examined the company's three main dimensions of trust to generate a holistic view

Extensive survey

2 The three main dimensions of trust have been evaluated within the surveys

- Survey participants were shown a **randomized selection** of relevant companies from which they could choose **up to 6 companies** they know well. On average, about 4 companies have been evaluated by each participant.
- The participants **evaluated all three dimensions of trust** (customer trust, investor trust, and employee trust) for every company they knew. For each criterion, a detailed list of questions was asked (see right).
- Responses from participants who were customers, investors and/or employees were **considered with a higher weight**.



Detailed evaluation criteria from ...

...a **general** viewpoint⁽¹⁾:

- In general, I trust this company.

...the viewpoint of a (potential) **customer**:

- I trust this company to treat me fairly as its customer
- I trust this company's products and services
- If I have a complaint as the customer of this company, I trust that it will be addressed to my full satisfaction
- I trust this company's advertising and communication

...the viewpoint of a (potential) **investor**⁽²⁾:

- I believe this company would be a good long-term investment
- I trust this company's values
- I trust that this company is managed competently

...the viewpoint of a (potential) **employee**:

- I believe this company treats its employees fairly
- I believe this company pays its employees well
- This company is an attractive employer
- I believe this company offers good opportunities for career development

307,000 internet mentions about the companies were gathered over a period of 5 months

Social Listening

3 Social listening consists of the aggregation of mentions and a sentiment analysis of these

- Social listening is defined as the process of identifying and assessing **what is being said about a company on the internet**. The following media segments were covered in the search: web articles, news, forums, social networks, comment sections, and press releases
- The **top 1,000 companies from the survey** that received a sufficient number of evaluations and the highest ratings were included in the social listening analysis.
- A total of 307,000 mentions were aggregated over a period of 5 months, combining live data from November 2025 to January 2026 and historical data from September to November 2025.
- **Sentiment analysis** was carried out by using text analysis and computational linguistics to classify mentions as positive, neutral or negative.
- The social listening score was calculated for companies that received a sufficiently high number of mentions by using the total number of mentions, sentiment, reach and virality.

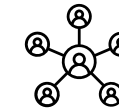
Web articles



Forums



Social Networks



Comment sections



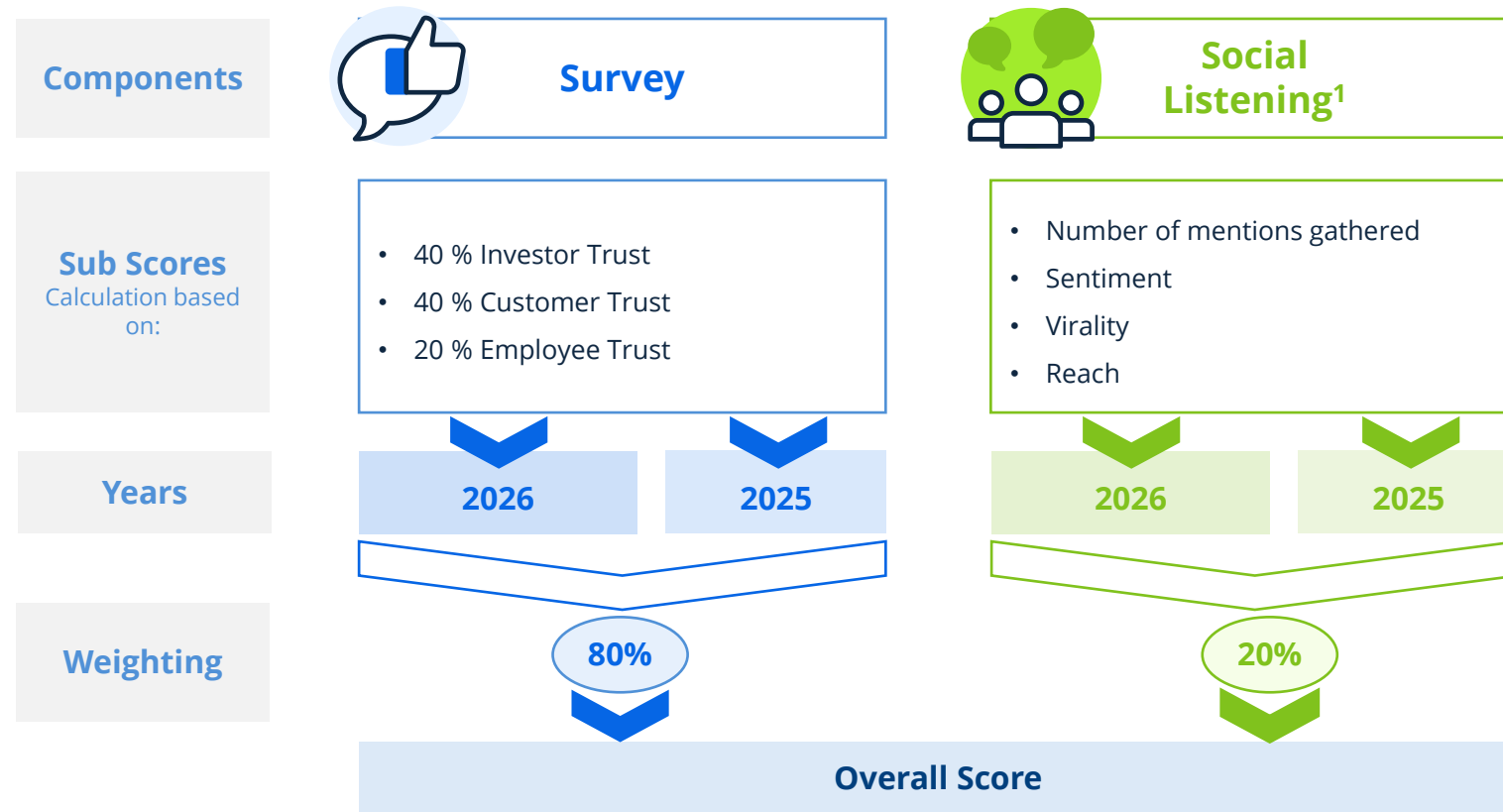
Collection of mentions about a company of various internet sources



Score of Social Listening
that takes the sentiment into account
as well as reach and virality

The score of a company is based on the three dimensions of trust and social listening.

Scoring & creation of the ranking



- The main component of the overall score is the survey score, with each trust dimension weighted. The score was calculated as follows: **40% x customer trust + 40% x investor trust + 20% x employee trust.**
- The **social listening** score was determined based on the total number of mentions, sentiment, reach and virality.⁽¹⁾
- The **previous year's score** was also considered with a lower weighting as trust builds over a long period of time.
- The **overall score** consists of 80% survey results and 20% social listening.
- The **700 companies** with the highest scores have been awarded. The final list is presented by industry.

The 700 Most Trustworthy Companies in America are presented in 23 industries


Awarded companies per Industry

Industry	Awarded companies
Aerospace & Defense	8
Appliances & Electronics	15
Automotive & Components	24
Banks	25
Construction	14
Consulting & Professional Services	21
Consumer Goods	40
Energy & Utilities	36
Financial Services	33
Food & Beverage	49
Grocery & Convenience Stores	31
Health Care & Life Sciences	39


Industry	Awarded companies
Insurance	37
Machines & Industrial Equipment	24
Materials & Chemicals	24
Media & Entertainment	17
Real Estate & Housing	23
Retail	64
Software & Telecommunications	43
Technology Hardware	26
Textiles, Clothing & Luxury Goods	28
Transport, Logistics & Packaging	28
Travel, Dining & Leisure	51
Total	700

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statista  is a world leader in the creation of company, brand, and product rankings and top lists, based on comprehensive market research and data analysis: Statista R recognizes the best. With a team of over 100 expert analysts and in cooperation with more than 45 high profile media brands across all continents, Statista R creates transparency for consumers and business decision makers and helps companies build trust and recognition across a plethora of industries and product categories.

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Legal disclaimer for the ranking Most Trustworthy Companies in America 2026

Disclaimer

The ranking is comprised exclusively of **companies that are eligible regarding the scope described in this document**. A mention in the ranking is a positive recognition based on surveys of U.S. residents and Social Listening at the time. **Events following February 11th, 2026 were not included in the metrics**. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about the companies. **The quality of companies that are not included in the rankings is not disputed.**