



America's Most Trusted Companies 2022

Methodology

Newsweek

statista 

Methodology – America's Most Trusted Companies 2022

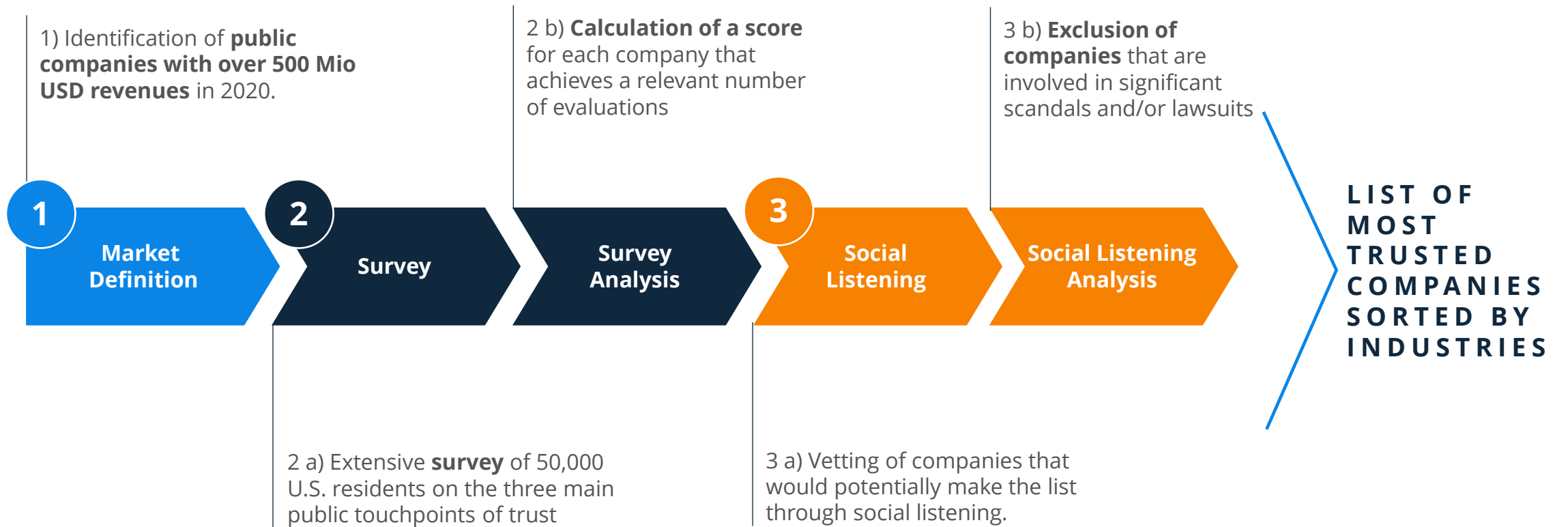
Management Summary

- For the first time, Newsweek, in collaboration with market research partner Statista, recognizes **America's Most Trusted Companies in 22 industries** according to U.S. residents' evaluations.
- The Most Trusted Companies have been chosen based on a holistic approach to evaluating trust. The three main public touchpoints of trust have been considered: **customer trust, investor trust, and employee trust.**
- The analysis followed a 3-step process:
 - 1) Market definition: All **stock listed** companies headquartered in the US with a **revenue over \$500 million** have been considered in the study.⁽¹⁾
 - 2) Extensive survey: The basis of the analysis is an independent survey from a sample of about **50,000 U.S. residents**, who rated companies they know in terms of all three touchpoints of trust. A total of **110,000 evaluations** of companies has been submitted. The field period ran from CW 26 to CW 32 2021.
 - 3) Vetting of companies: For each company that received a sufficiently high number of evaluations a detailed check for scandals has been carried out. Companies that were involved in any recent scandals or lawsuits relevant to a dimension of trust have been excluded from the analysis.

The 400 best-rated companies in all trust dimensions were awarded. The toplist is presented by industries.

The analysis followed a 3-step-process

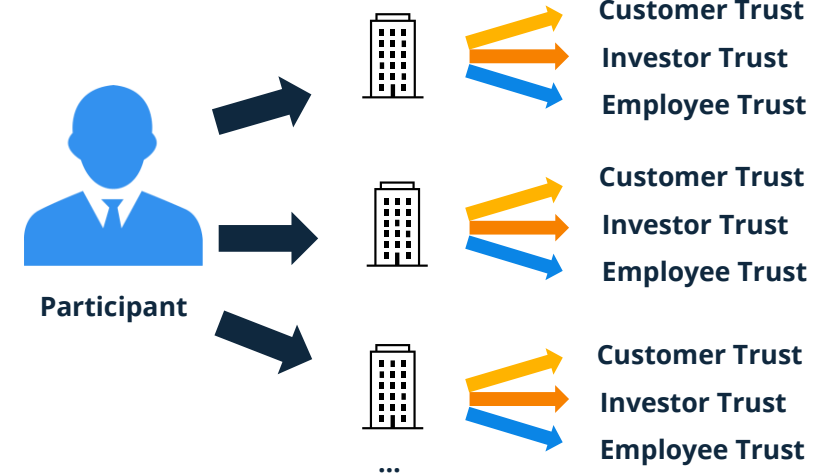
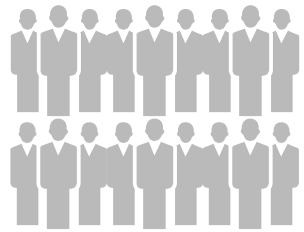
Process



The analysis of the companies is based on more than 110,000 evaluations of U.S. residents

Basis

The survey was conducted using online access panels, providing a representative sample of about 50,000 US residents. Each respondent/participant gave an evaluation of several companies: in total, 110,000 evaluations have been collected.



Online access panel

An online access panel is a sample group set up by a survey company and available for custom-built surveys. People register and agree to take part in online surveys.

~50,000 participants

representative sample of about 50,000 US residents

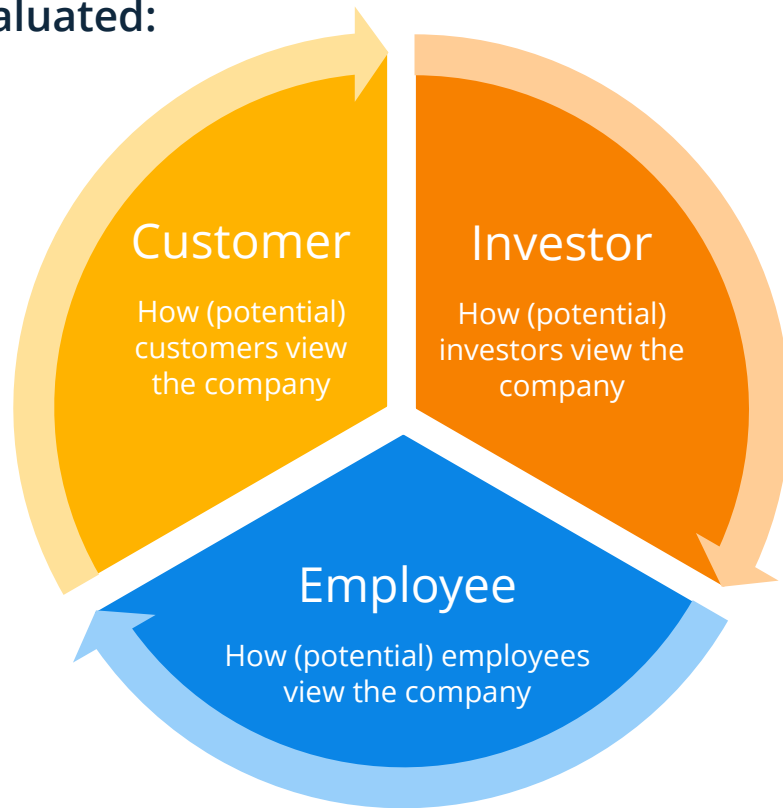
Survey

Survey participants were shown a randomized selection of relevant companies, from which they could choose up to 6 companies they knew well. The participants evaluated all three touchpoints of trust for every company they know. On average, about 2 companies were evaluated by each participant. In total 110,000 evaluations were collected.

The analysis examines the company's three main public touchpoints of trust to generate a holistic view

Survey Content

Three main public touchpoints of trust have been evaluated:



Detailed evaluation criteria from the viewpoint of ...

...a (potential) customer:

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

...a (potential) investor:

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

...a (potential) employee:

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

The score of a company is composed of the 3 dimensions of trust

Scoring & Creation of the Ranking

- Survey participants were shown a randomized selection of relevant companies from which they could choose up to 6 companies they knew well. On average, about 2 companies have been evaluated by each participant.
- The participants evaluated all three touchpoints of trust for every company they know. For each criterion, a detailed list of questions was asked (see page 5). Responses from participants who actually are customers, investors and/or employees were taken into account with a higher weight.
- Each dimension of trust has been weighted. The score was calculated as follows: **40% x Customer Trust + 40% x Investor Trust + 20% x Employee Trust.**
- Based on a social listening analysis, companies that have been involved in scandals or lawsuits related to at least one of the dimensions of trust have been excluded from the list.
- The 400 companies with the highest score have been awarded America's Most Trusted Companies. The list of America's Most Trusted Companies is presented by industry.



America's Most Trusted Companies are presented in 22 industries

Awarded Companies per Industry

Industry	Awarded companies
Aerospace & Defence	3
Appliances & Electronics	9
Automotive & Components	14
Banks	20
Construction	9
Consulting & Professional Services	11
Consumer Goods	25
Energy & Utilities	33
Financial Services	21
Food & Beverage	20
Health Care & Life Sciences	21

Industry	Awarded companies
Insurances	13
Machines & Industrial Equipment	23
Materials & Chemicals	9
Media & Entertainment	13
Real Estate & Housing	13
Retail	32
Software & Telecommunications	30
Technology Hardware	26
Textiles, Clothing & Luxury Goods	16
Transport, Logistics & Packaging	22
Travel, Dining & Leisure	17
Total	400

Disclaimer

The selection of the companies and the definition of the evaluation criteria were carried out according to independent journalistic criteria of Newsweek and Statista. The evaluation was carried out by the statistics and market research company Statista. Newsweek and Statista make no claim to the completeness of the companies examined.

The ranking is comprised exclusively of US companies that are eligible regarding the criteria described in this document. A position in the ranking is a positive recognition based on an extensive consumer survey and the research at the time. Events following February 4th, 2022 were not a subject of this survey and the analysis. 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. The quality of companies that are not included in the ranking is not disputed.