

METHODOLOGY

# Most Trustworthy Companies in America 2025

in collaboration with

**Newsweek**

**statista** 

February 2025



# 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 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.

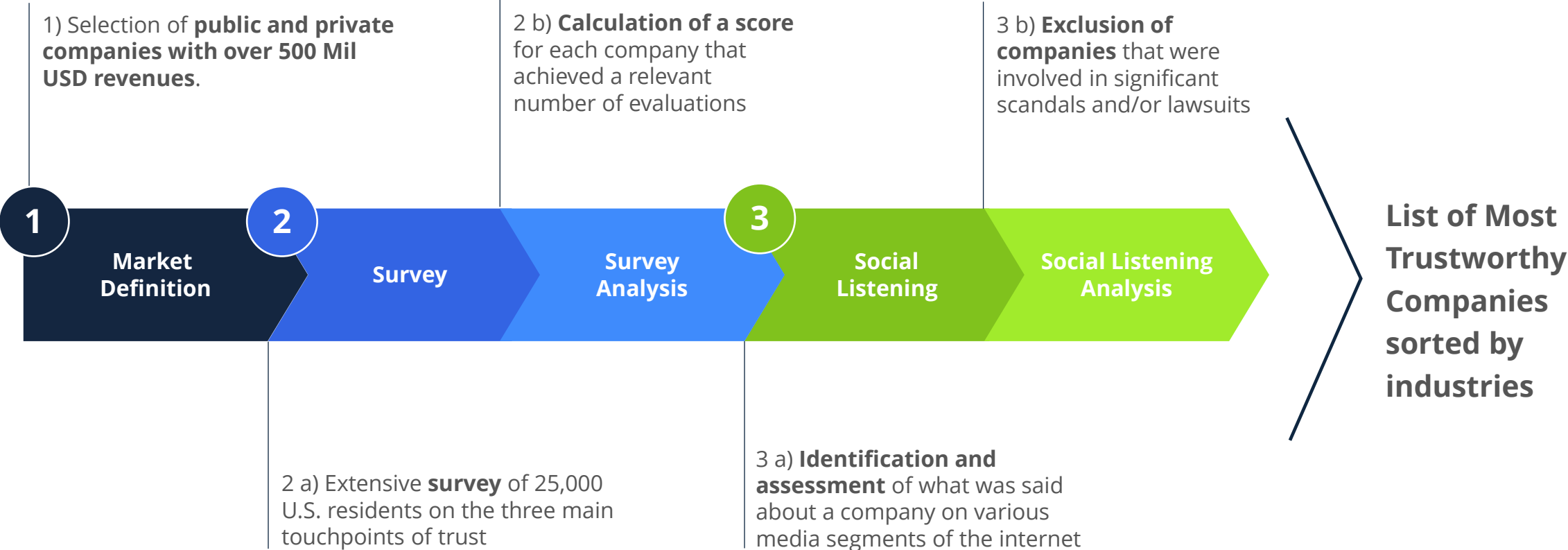


## Executive Summary

- **Title of ranking:** Most Trustworthy Companies in America 2025
- **Media partner:** Newsweek
- **Edition:** 4<sup>th</sup>
- **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 102,000 company evaluations on three touchpoints of trust (customer, investor, employee)
  - Social Listening analysis with 304,000 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

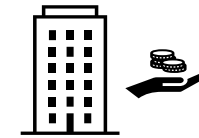
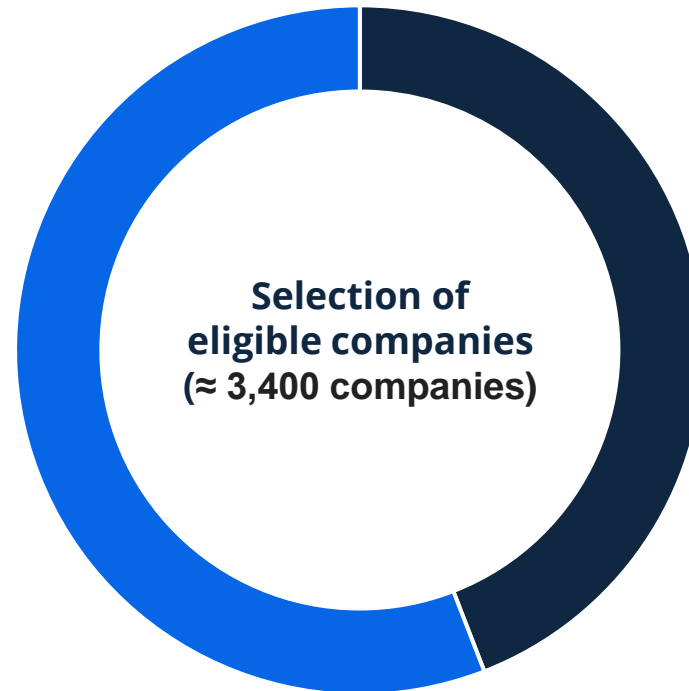
Market definition

## 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

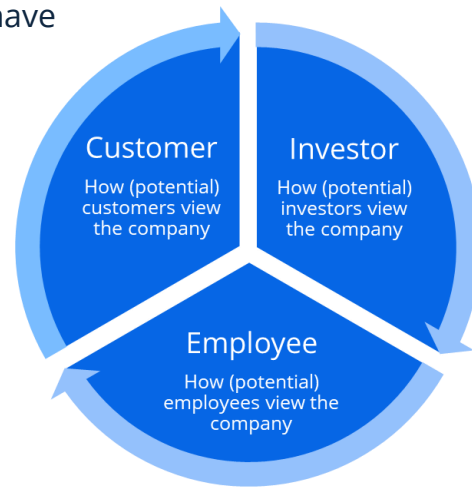
# The analysis examined the company's three main touchpoints of trust to generate a holistic view

Extensive survey

## 2 The three main touchpoints of trust have been evaluated within an extensive survey

The survey was carried out among U.S. residents using an online access panel. The field period ran from CW 43 to CW 45 2024. 25,000 participants submitted approx. 102,000 evaluations.

- 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 touchpoints 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 are customers, investors and/or employees were considered with a higher weight.



### Detailed evaluation criteria from ...

#### ...a general viewpoint<sup>(1)</sup>:

- In general, I trust this company.

#### ...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

#### ...the viewpoint of a (potential) investor<sup>(2)</sup>:

- 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

#### ...the viewpoint of 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

# 304,000 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, Press Releases
- The **top 1,000 companies from the survey** that received a sufficient number of evaluations and were rated best were considered for the social listening.
- 304,000 mentions were aggregated over a period of 5 months. These were collected live from November 2024 to January 2025 and from historical data from September 2024 to November 2024.
- The **sentiment analysis** was carried out by using text analysis and computational linguistics to mark the mentions as positive, neutral or negative.
- The social listening score was created for companies that received a sufficient high number of mentions by using the total number of mentions, sentiment, reach and virality.

Web articles



Forums



Social Networks



Comment sections



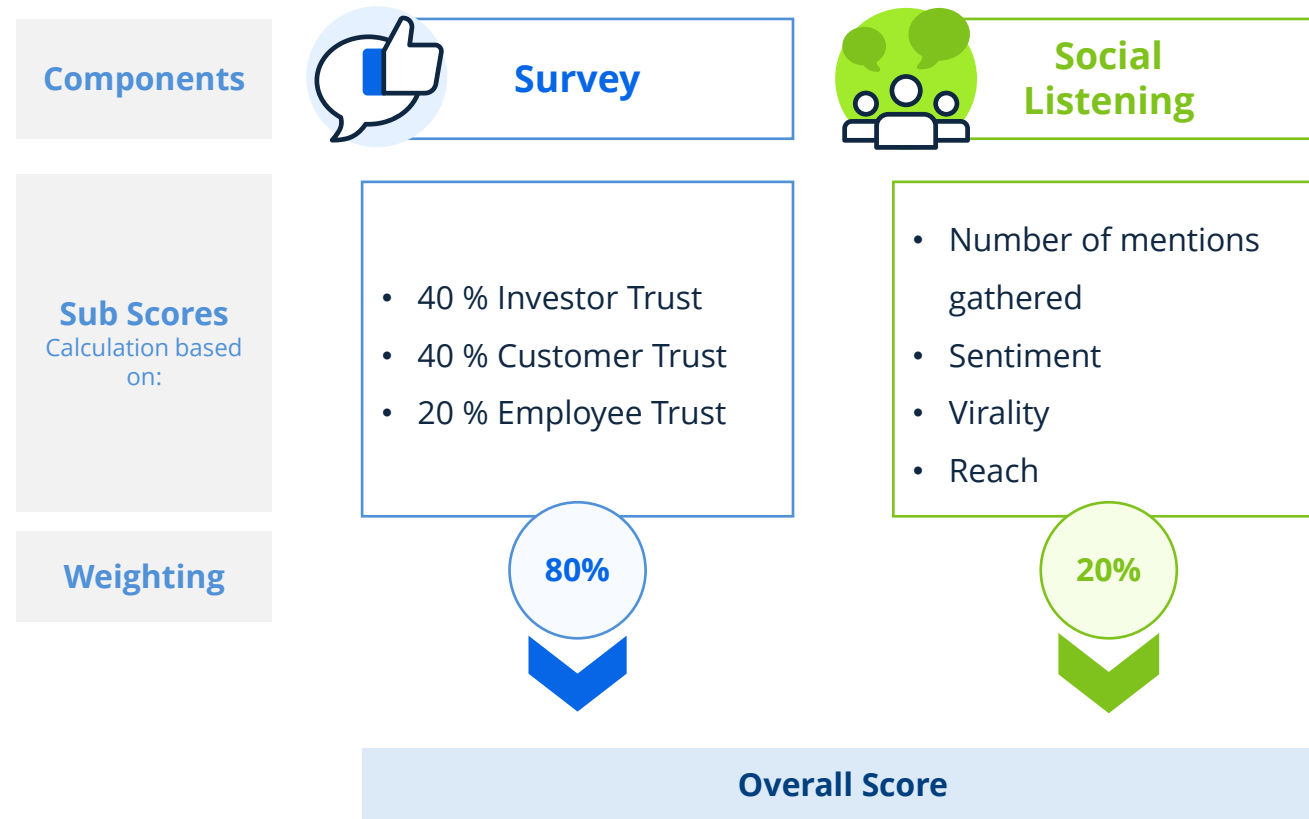
**Collection of mentions** about a company of various internet sources



**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



For every company in scope an overall score was calculated:

- The major part of the overall score is the survey score, for which 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**. The previous year's score was also taken into account with a lower weighting as trust builds over a long period of time.
- The **social listening** score was created by using the total number of mentions, sentiment, reach and virality.
- The **overall score** is composed of 80% of the score resulting from the survey and 20% of the score from social listening
- The **700 companies** with the highest score have been awarded as Most Trustworthy Companies in America 2025. The final list is presented by industries.

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

Awarded companies per Industry


Industry	Awarded companies
Aerospace & Defense	6
Appliances & Electronics	16
Automotive & Components	21
Banks	24
Construction	13
Consulting & Professional Services	27
Consumer Goods	42
Energy & Utilities	41
Financial Services	33
Food & Beverage	50
Grocery & Convenience Stores	30
Health Care & Life Sciences	33

Industry	Awarded companies
Insurances	40
Machines & Industrial Equipment	28
Materials & Chemicals	24
Media & Entertainment	23
Real Estate & Housing	16
Retail	74
Software & Telecommunications	31
Technology Hardware	26
Textiles, Clothing & Luxury Goods	33
Transport, Logistics & Packaging	29
Travel, Dining & Leisure	40
<b>Total</b>	<b>700</b>




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# Legal disclaimer for the ranking Most Trustworthy Companies in America 2025

## Disclaimer

The rankings are 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. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, 2025, the last calendar year. Furthermore, **events preceding or following February 13<sup>th</sup>, 2025 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.**