

For Immediate Release



BrandSpark International Announces Most Trusted Service, Retail, App brands in the U.S.

Trust in finance & retail companies is of increased importance as year 2 of the pandemic comes to an end

NEW YORK, NY (October 5th, 2021) – Today, in partnership with Newsweek magazine, BrandSpark International announced its 9th annual BrandSpark Most Trusted Awards (BMTAs) winners in Finance & Insurance, Health & Fitness, Retail & Restaurants, Telecom & Home, Travel and Apps & Websites as voted by American shoppers. In one of the largest studies of its kind, BrandSpark surveyed 7858 Americans to capture their honest opinions of what brands they trust the most as well as the reasons for their trust across 62 unique categories.

Finance, Insurance, and Retail

As the world approaches the end of year two of the pandemic, BrandSpark expanded its study to include 12 new Finance & Insurance categories in the 2022 edition, partly because many Americans have been reviewing their personal finances. Adam Bellisario, Associate Vice-President of the program said, “Many Americans were negatively affected by the pandemic, but savings rates actually increased. Knowing which finance and insurance brands other Americans trust the most can help them make smarter decisions on personal finances.”

Government restrictions transformed the retail industry and heightened consumer cautiousness, translating to the need for a high level of trust in this segment. The study added 12 retail categories where trust will have enhanced relevance as shoppers return to brick & mortar establishments more frequently. Robert Levy, BrandSpark International President, says, “Most consumers want to avoid or minimize contact with others, so it is crucial that retail and restaurant brands build trust, which might look like a well thought out and clearly communicated plan showing exactly how they have consumers’ interests in mind.”

The annual BrandSpark American Shopper Study found that price sensitivity is at its lowest point in recent years across the majority of categories. More Americans increasingly value premium quality products as savings on travel, dining and in other areas have helped shoppers justify paying more for better brands elsewhere. Consumers are trading up more often but still

want to ensure they are making smart buying decisions” says Levy. “Buying brands they know are highly trusted by others increases the likelihood that they will deliver a great experience.”

Why is trust important?

BrandSpark has found that consumers buy brands they trust more frequently and pay more for them. Brands can build trust by focusing on eight key trust drivers identified by BrandSpark: Quality, Fair Prices, Recommendation, Innovation, Customer Support, Values, Transparency, and Heritage. “Trust is important because it builds loyalty and engagement between consumers and brands; everyone benefits when building trust is prioritized” confirms Philip Scrutton, Vice-President Shopper Insights, BrandSpark International. “The BrandSpark American Shopper Study showed that 75% of shoppers trust consumer voted awards. Since the BrandSpark Most Trusted Awards are completely determined by consumers, it provides a consensus of trust which allows consumers to shop smarter and encourages purchasing those brands that are most trusted,” says Scrutton.

5 Notable Winners from the 2022 BrandSpark Most Trusted Awards.

1. Most Trusted Job Site/Employment Classified – Indeed secured the highest share of trust of any brand in the study at 69%, and highest margin over the next closest competitor at 62.5%
2. Most Trusted Airline for Cleanliness – Southwest won this valuable honor as Americans take to the skies more frequently and want to ensure a clean and safe flying experience
3. Most Trusted Cryptocurrency Exchange – Coinbase dominates this fairly new space which has garnered major interest but is still establishing trust with investors
4. Most Trusted Tax Preparation Software – TurboTax has helped many Americans file their taxes from the comfort of their home.
5. Most Trusted Short-term rental site – Airbnb is the most trusted Short-term Rental Booking Site with a 47% trust share. As consumers are more willing to travel again we can expect increasing rental bookings from consumers remembering who they should trust.

The winners and how they are determined

The 2022 BrandSpark Most Trusted Awards winners are listed below. The brand(s) voted most trusted is listed as Gold. The brand(s) listed as Silver and Bronze are considered “Top Ranked”, having garnered a significant trust share in the category.

7858 American shoppers determined the BrandSpark Most Trusted Awards winners for 2022 through their top-of-mind unaided responses for categories in which they shop. The results are ranked based on the greatest volume of mentions as the most trusted brand in the category (ties are declared if the margin of victory is within 3%). Brands must receive minimum 10% trust share to be eligible to be recognized.

APPS & WEBSITES			
CATEGORY	GOLD	SILVER	BRONZE
Circulars	Flipp	-	-
Food Delivery	DoorDash	Uber Eats	Grubhub
Internet Radio Network	Pandora	iHeartRADIO / Sirius XM / Spotify (tie)	-
Job Search	Indeed	-	-
Online Real Estate Search	Zillow	realtor.com	-
Ride Sharing	Uber	Lyft	-
Short-term Rentals	Airbnb	VRBO	-
Website Builder	Wix	GoDaddy / WordPress (tie)	-

FINANCIAL & INSURANCE SERVICES			
CATEGORY	GOLD	SILVER	BRONZE
Auto Insurance	State Farm	Progressive	Geico
Bank Customer Service (National)	Bank of America / Chase (tie)	-	-
Bank Customer Service (Midwest)	Chase	-	-
Bank Customer Service (Northeast)	Bank of America / Chase (tie)	-	-
Bank Customer Service (South)	Bank of America / Wells Fargo (tie)	-	-
Bank Customer Service (West)	Chase	-	-
Cashback Credit Card	Discover	Capital One	Chase
Credit Card with Perks	Chase	Capital One / Discover (tie)	-
Cryptocurrency Exchange	Coinbase	Robinhood	-
Financial News	Wall Street Journal	-	-
Full-Service Investment Brokerage	Fidelity	Edward Jones	-
Home Insurance	State Farm	Allstate	-
Life Insurance	State Farm	Metlife	-
Low Interest Credit Card	Capital One	Discover	Chase
No Annual Fee Credit Card	Capital One / Discover (tie)	-	Chase
Online Bank	Chime	-	-
Online Payment	Paypal	-	-
Personal Banking (National)	Bank of America / Chase (tie)	-	-
Personal Banking (Midwest)	Chase	-	-
Personal Banking (Northeast)	Bank of America / Chase (tie)	-	-

Personal Banking (South)	Bank of America	-	-
Personal Banking (West)	Chase / Wells Fargo (tie)	-	-
Real Estate Agency	RE/MAX	-	-
Self-Directed Online Investing	Robinhood	Fidelity / TD Ameritrade (tie)	-
Store Credit Card	Kohl's	Walmart	Target
Supplemental Health Insurance	Blue Cross Blue Shield / United Healthcare (tie)	-	Aetna
Tax Preparation Software	TurboTax	H&R Block	-
Travel Rewards Credit Card	Chase	American Express	-

HEALTH & FITNESS			
CATEGORY	GOLD	SILVER	BRONZE
Gym	Planet Fitness	YMCA	-
Weight Loss Program	WW (Weight Watchers)	Noom	-

RETAIL & RESTAURANT CHAINS			
CATEGORY	GOLD	SILVER	BRONZE
Auto Parts	AutoZone	O'Reilly	Advance
Camping & Outdoor Gear	Cabela's / Dick's (tie)	-	Bass Pro Shops / REI (tie)
Chicken Restaurant	KFC	Chick-fil-A	Popeyes
Coffee Shop	Starbucks	Dunkin'	-
Cosmetics	Ulta Beauty	Sephora	-
Family Dining (National)	Applebee's / Olive Garden (tie)	-	-
Family Dining (Midwest)	Applebee's / Olive Garden (tie)	-	-
Family Dining (Northeast)	Applebee's	-	-
Family Dining (West)	Olive Garden	-	-
Gas Station	Shell	-	-
Glasses/Prescription Eyewear	America's Best / Walmart (tie)	-	-
Golf Clubs and Accessories	Dick's	-	-
Haircuts	Great Clips	SUPERCUTS	-
Hunting & Fishing Gear	Bass Pro Shops	Cabela's	Dick's
Pharmacy	CVS	Walgreens	Walmart
Smoothie/Juice Bar	Jamba	Smoothie King	Tropical Smoothie Cafe
Sports Bar	Buffalo Wild Wings	-	-
Tire Sales & Service	Discount Tire (America's Tire)	-	-

TELECOM & HOME SERVICES			
CATEGORY	GOLD	SILVER	BRONZE
Alarm Service	ADT	Ring	-
Cellular Service	Verizon	AT&T / T-Mobile (tie)	-
Discount Cellular Service	Tracfone	Consumer Cellular	-
High Speed Internet	Charter Spectrum	Xfinity	AT&T
Home Phone Service	AT&T	Charter Spectrum / Verizon / Xfinity (tie)	-
Meal Kit Delivery	HelloFresh	Blue Apron	-
Moving Company	U-Haul	-	-
TV Service	Charter Spectrum / Xfinity (tie)	-	Dish / DIRECTV (tie)

TRAVEL SERVICE PROVIDERS			
CATEGORY	GOLD	SILVER	BRONZE
Air Travel to Europe	American Airlines / Delta (tie)	-	United
Air Travel to Sun Destinations	Southwest	American / Delta (tie)	-
Airline for Cleanliness	Southwest	Delta	American
Airline Loyalty Program	Delta Skymiles / Southwest Rapid Rewards (tie)	-	AAdvantage (American)
Budget Hotel	Holiday Inn	Best Western / Motel 6 (tie)	-
Car Rental	Enterprise	Hertz	-
Cruiseline	Carnival	Royal Caribbean	Norwegian / Princess (tie)
Domestic Air Travel	Delta	American / Southwest (tie)	-
Vacation Packages	Expedia	-	-

Newsweek Media Partnership

BrandSpark has partnered with premier media brand Newsweek to shine a bright light on these award-winning brands. The partnership will include features of the winners, targeted communications to readers and unique high-value advertising opportunities for brands anchored by editorial content. The BrandSpark Most Trusted Awards has updated its highly

influential logo to include the iconic and instantly recognizable Newsweek logo to generate even more impact for shoppers and brands.

About BrandSpark International

Founded in 2001, BrandSpark International is a research and consulting firm that provides brands with the insights they need to understand the omni-channel shopper, refine their strategic brand positioning, build consumer trust and improve the success of their new product launches. BrandSpark Marketing Services runs major awards programs the Best New Product Awards and the BrandSpark Most Trusted Awards, and leading shopper community and digital promotions platform ShopperArmy.com.

Permission and authorization are required to reference the BrandSpark Most Trusted Awards win or use the claim or logo.

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