

The State of Consumer Trust - Q1 2020

GDPR. CCPA. New York's SHIELD Act. Recent events have led to increased awareness and concern over how brands collect, store, and activate consumer data. Simultaneously, consumers now demand a seamless and personalized customer experience. Given all of this change, do consumers trust brands with their personalized data in exchange for personalized experiences? If so, how much?

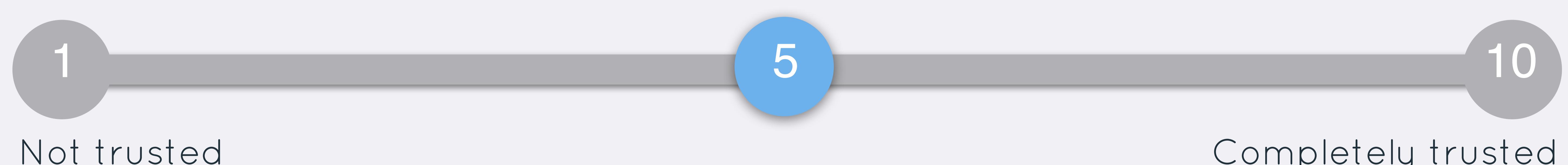
THE NEW BATTLEGROUND

A consumer's trust in giving a brand the data they need to power personalized experiences is the new battleground for market share. That's why Jebbit collected over 25,000 responses from 1,000 consumers across the United States. We analyzed how much they trust some top brands with their personal data, why they do (or don't), and what brands can do to be more data "trustworthy."



THE CONSUMER DATA TRUST INDEX

We asked US adult consumers one very simple question about some of the world's largest public-facing companies: "On a scale of 1 to 10, how much do you trust [Brand X] with your personal data, in exchange for more relevant offers, goods, and services?" The key findings and full brand ranking are listed below.



TOP PERFORMERS

TOP PERFORMERS	
Powered by jebbit	
1	Amazon
2	Microsoft
3	FedEx
4	IBM
5	UPS
6	Google
7	Hewlett-Packard (HP)
8	CVS Health
9	Target
10	Kroger

WORST PERFORMERS

WORST PERFORMERS	
Powered by jebbit	
91	TIAA
92	U.S. Bancorp
93	TJX
94	Deere & Company
95	Comcast
96	Facebook
97	Conoco Phillips
98	Centene
99	Marathon Petroleum
100	Philip Morris International

MOTIVATING FACTORS

Along with asking consumers to rank brands, the survey also explored what most motivates a consumer's willingness to share data in exchange for better marketing.

1. Which of the following most causes you to distrust a brand when providing your personal information?

Brands asking for too much information	39.02%
Public data scandal	24.05%
Inaccurate information used in marketing to me	15.57%
Confusing privacy policies	12.28%
Experiencing "creepy" advertising	9.08%

2. Imagine you are talking to a marketer at a brand you frequently buy. Which would lead you to most trust that brand with your personal information? They:

Only store & use personal info relevant to product I might buy	34.04%
Never show me ads, offers, or messages based on data I didn't share	31.04%
Frequently show me what information they have on me	24.55%
Ask me questions to get to know me better	10.38%

3. In the past six months, do you recall seeing an ad or receiving an email that contained personal information you never shared with that brand?

No	39.58%
Yes	39.08%
I don't know	21.34%

4. Do you support federal data privacy legislation?

Yes	80.26%
I don't know	13.56%
No	6.18%

KEY TAKEAWAYS

Consumers Are Ok With Sharing...Provided They See Value

The companies that collect arguably the most data on consumers — like Google, Amazon, and Microsoft — continue to be among the top-ranked brands on the list. This suggests that consumers aren't opposed to companies collecting information on them, but that information has to be used in beneficial and safe ways in order for consumers to trust the company with it.

But Beware of “TMI”

The #1 factor leading to distrust with consumer data is... brands asking for too much of it. And when asked what would lead a consumer to trust a brand more with their data, more than 34% indicated that they would want brands to only store and use personal information relevant to products they might buy. Another 31% said they wanted brands to never show ads, offers or messages based on data they didn't share.

There's a Lot of Room at the Top

Just one brand (Amazon) received a score higher than 6 on a 10 point scale. While brands like FedEx, CVS Health, and Target should be applauded for being at the head of the pack, the results suggest even the best performing brands have room to improve their “data-trustworthiness” amongst consumers.

THE FULL RANKINGS

Rank	Company	Score
1	Amazon	6.033
2	Microsoft	5.634
3	FedEx	5.634
4	IBM	5.340
5	UPS	5.318
6	Google	5.315
7	Hewlett-Packard (HP)	5.260
8	CVS Health	5.218
9	Target	5.147
10	Kroger	5.146
11	Intel	5.145
12	Walgreens	5.136
13	Nike	5.134
14	Costco	5.051
15	Progressive	5.036
16	Apple	5.029
17	Lowe's	5.025
18	State Farm Insurance	4.983
19	Home Depot	4.983
20	American Express	4.980
21	Best Buy	4.978
22	Coca-Cola	4.956
23	Dell Technologies	4.939
24	Disney	4.919
25	Capital One	4.895
26	Walmart	4.880
27	Ford Motor	4.858
28	Starbucks	4.855
29	Macy's	4.845
30	JPMorgan Chase	4.837
31	UnitedHealth Group	4.710
32	Verizon	4.700
33	General Electric	4.697
34	Marriott	4.664
35	USAA	4.645
36	General Motors	4.641
37	Cisco Systems	4.627
38	Honeywell International	4.577

Rank	Company	Score
39	American Airlines	4.551
40	Allstate Insurance	4.550
41	Kraft Heinz	4.549
42	Johnson & Johnson	4.536
43	PepsiCo	4.527
44	Cigna	4.525
45	McDonald's	4.508
46	Liberty Mutual Insurance	4.498
47	Procter & Gamble	4.497
48	Rite Aid	4.494
49	Citigroup	4.423
50	Aflac	4.413
51	Publix Super Markets	4.408
52	Delta Airlines	4.396
53	Bank of America	4.393
54	Dollar General	4.376
55	Tyson Foods	4.347
56	Aetna	4.335
57	Prudential Financial	4.332
58	HCA Healthcare	4.326
59	Morgan Stanley	4.325
60	Albertson's	4.296
61	Nationwide	4.279
62	New York Life Insurance	4.276
63	MetLife	4.212
64	AT&T	4.192
65	Wells Fargo	4.186
66	3M	4.174
67	Cardinal Health	4.161
68	Dollar Tree	4.123
69	Anthem	4.107
70	Twenty-First Century Fox	4.098
71	Chevron	4.091
72	Northwestern Mutual	4.080
73	Auto Nation	4.029
74	Travelers	4.000
75	Sysco	3.974
76	Merck	3.967
77	Caterpillar	3.939
78	Humana	3.933

Rank	Company	Score
79	Express Scripts	3.915
80	Exxon Mobile	3.894
81	Pfizer	3.869
82	Penske Automotive	3.868
83	Time Warner	3.865
84	AIG	3.853
85	Charter Communications	3.851
86	Valero Energy	3.805
87	Freddie Mac	3.805
88	Goldman Sachs	3.801
89	Massachusetts Mutual Insurance	3.799
90	Fannie Mae	3.794
91	TIAA	3.762
92	U.S. Bancorp	3.742
93	TJX	3.740
94	Deere & Company	3.732
95	Comcast	3.680
96	Facebook	3.565
97	Conoco Phillips	3.527
98	Centene	3.506
99	Marathon Petroleum	3.448
100	Philip Morris International	3.427

METHODOLOGY

Using the Jebbit platform, we surveyed more than 1,000 United States adults to rate, on a scale of 1 to 10, how much they trusted each brand listed in the survey with their personal data in exchange for more relevant offers and services. Submissions were accepted from March 10-17, 2020. Participants were sourced through Amazon's Mechanical Turk.

ABOUT JEBBIT

Jebbit is the world's first declared data platform. Committed to building a world of total data transparency, Jebbit's mission is to make every experience assumption free by providing consumers with immediate value in exchange for relevant information about their motivations, interests and preferences. Powered by high-converting interactive mobile experiences, Jebbit's clients, including Express, Cathay Pacific Airways, Monster and the Boston Celtics, use the company's platform to better understand and drive revenue from consumers. To learn more visit <https://www.jebbit.com>