

Podcast | How Much Trust Do Consumers Give Brands?

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eMarketer Editors

In the latest episode of "Behind the Numbers," we're talking about consumer trust in brands--digging into data from a survey by data platform Jebbit. We're joined in the studio by Jebbit co-founder Jonathan Lacoste, to discuss which brands have succeeded in winning customer trust, which have failed, and why.

US Internet Users' Attitudes Towards Brands Who Interact With People on Social Media, Sep 2018

% of respondents

Like it and think it's genuine



Like it, but don't think it's genuine



Don't like it, but think it's genuine



Don't like it and don't think it's genuine



Don't know/no opinion



Note: n=2,200 ages 18+; numbers may not add up to 100% due to rounding
Source: Morning Consult, "National Tracking Poll #180960," Oct 3, 2018

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