

2026

MOST TRUSTED COMPANIES IN AMERICA

By Alan Schwarz. Published November 19th, 2025.

For companies seeking an edge, developing trust isn't just about creating warm and cuddly feelings among their customers and employees. It's the key to successful business.

Deloitte, which produces its own Trust Index, said in a recent Harvard Business Review article that employees who trusted their companies were, according to their research, "1.9 times more likely to recommend their organization to others, 2.1 times more motivated to work for their employer, and 1.7 times more likely to build new skills."

HundredX, whose nationwide surveys create metrics that assess consumer trust for brands they buy and use, has also found that customers are 8% more likely to say they plan to make a purchase when they have high brand trust.

Forbes' Most Trusted Companies in America highlights the firms that do it right: creating trust among their employees, their customers, investors and the media.



#160 DUNCAN AVIATION

Lincoln, Nebraska

Industry

Aircraft Servicing & Maintenance

Headquarters

Lincoln, Nebraska

Country/Territory

United States