



# Brand Trust Among 50+ US - Insights & Implications

  
**Morning Light**  
STRATEGY  
The future is old.

AgeTech  
Collaborative™  
FROM AARP®

Morning Light Strategy is a participant in AgeTech Collaborative™ from AARP®

  
**insights**  
ASSOCIATION  
COMPANY MEMBER



Silver  
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# What brands do *you really trust?*



## Brand Trust Among 50+: What We Did

We asked n = 200 US Adults 18+ to:

“*Think of an example or two of a brand or brands that you personally REALLY TRUST. Which brand(s) come to mind and why do you trust them?*”

### Method Details:

- Fieldwork Period: May 15, 2024
- N = 200 Rep US 18+ Sample, balanced to US Census on gender, age, and race/ethnicity
  - N = 99 Age 18-49
  - N = 101 Aged 50+

# Executive Summary

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Key Insights & Implications



# 6 Key Insights

## Quality & Consistency

Across both age groups, there is an **emphasis on quality, reliability and performance**. Brands that consistently deliver high-quality products or services are more likely to earn and maintain trust.

## Longevity, Familiarity & Experience

Across age groups, consumers express **trust in brands they have used for years** and/or that they are familiar with through personal experience.

## Reputation & Recognition

Widespread popularity (including word-of-mouth recommendations), **brand recognition and longevity in the market influence brand trust** across ages.

## Tech, Household & Personal Products top of mind

Tech, Household Products, and Beauty & Personal Care categories are top of mind when thinking of trusted brands regardless of age. **Apple is the most salient trusted brand for those <50 as well as those 50+.**

## Generational Differences in Trust Factors

**50+ consumers tend to trust established brands** with a long history and reputation for reliability, while those **under 50 prioritize brands that align with their values** and offer transparency & authenticity

## Generational Differences in Categories Trusted

For <50 consumers, top of mind trusted brands skew more toward Beauty & Personal Care, Apparel/Fashion, and Retailers/Store Brands. For older consumers, top of mind trusted brands include more Food & Beverage brands.



# BUILDING & MAINTAINING BRAND TRUST AMONG 50+

Key Implications for  
Marketing to Adults Aged  
50+

## Don't underestimate their tech-savviness and willingness to try new things.

- **Apple is the #1 top of mind trusted brand** for both younger and older adults.
- **While core trust factors include quality, consistency, longevity and familiarity, these trust factors are not unique to older consumers**, but rather are factors that engender trust regardless of age. Even when targeting younger consumers or when trying to break through with a new brand, it will be critical to use levers that communicate trust, history/experience, reputation, quality in marketing.

## Adults aged 50+ are not a monolithic group

- Our 101 50+ Adults spontaneously mentioned 148 unique brands across more than 15 categories – because just like younger consumers, **they have a wide range of preferences, interests, lifestyles and brand associations** – essential to segment the audience & tailor messaging accordingly
- As with any consumer groups, it is essential to **segment the audience and tailor messaging accordingly** based on key consumer distinctions and category drivers – which is likely not age for most categories!

## There's more to their lives than their age.

- Of the 148 unique brands that are top of mind trust brands for our 50+ consumers, **not a single one of them was related to age, retirement, healthcare, life insurance, incontinence**, or other categories traditionally aimed toward older adults; nor were any of the reasons for trusting brands related specifically to their age or life stage.
- **Older Adults lead diverse & multifaceted lives**; they have interests, priorities and brand preferences that go beyond drivers related to their age/retirement.

# Detailed Learnings

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Top Brands & Categories

Analysis of Trust Factors

Consumer Quotes

Comparison of <50 vs. 50+









Male, Age 50

“ I trust Apple because they make all the products that make my life a little better. I love my iPhone and Apple Watch, and I use my Mac every day. They are the most dependable. ”



Female, Age 69

“ I trust the brand Toyota. I’ve owned several of their cars, and they are well-made, reliable, have good gas mileage and last for a very long time. ”



Female, Age 76

“ Coke. Is reliable. Always good. ”



Male, Age 58

“ Samsung. I’ve had good luck with their phones. ”



Male, Age 57

“ Tide. Because it always gets my clothes clean. ”



Female, Age 79

“ Kirkland seems durable and they stand behind their products. ”



Female, Age 79

“ Dove because I have been using it for years and people do always remark about my skin ”



Female, Age 76

“ Apple. I trust them because they provide consistent quality. ”



Male, Age 75

“ Toyota because they are reliable and a good value. ”



Male, Age 55

“ Pepsi. They have been very consistent with their ingredients and flavors. ”



Female, Age 60

“ Tide. Never had issues with allergic reaction, always gets everything very clean. ”



Female, Age 52

“ Always. Consistent good quality. ”



Female, Age 56

“ Levi jeans; they have been around forever for a reason. ”



Male, Age 54

“ Apple. They work at being socially and environmentally responsible. ”



Male, Age 60

“ Goya brands consistently using real ingredients and trusted by millions. ”



Female, Age 68

“ Costco because they are well established, have high value and I've been with them for many years and have always had a good experience. ”



Male, Age 74

“ I really trust HP. The reason is simple: Every electronic device that I have bought from them functions perfectly. This includes a laptop, a printer, and an external hard drive. ”



Male, Age 83

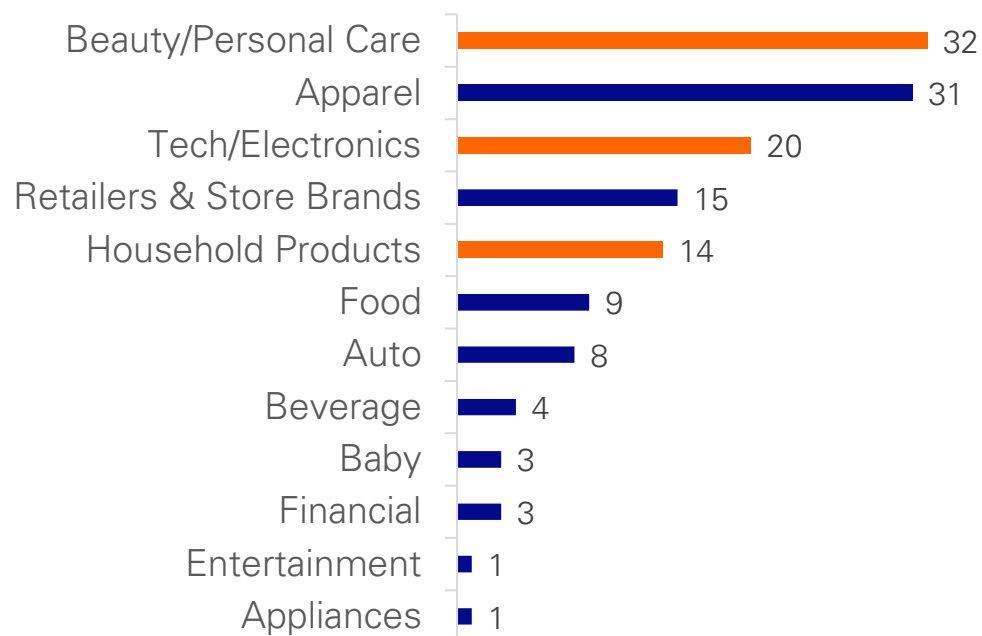
“ Johnson & Johnson. Used their products all my life. They always do the job they are supposed to do. ”



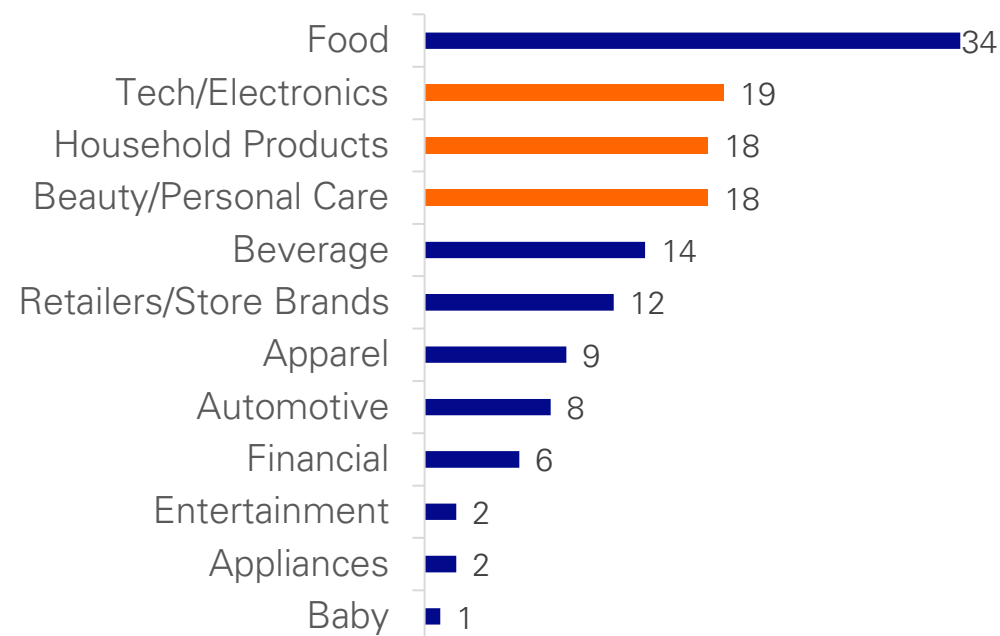
# Tech brands, Beauty & Personal Care brands, and Household Products brands are top of mind

Among both groups, trusted brands that come to mind tend to include Beauty & Personal Care brands, Tech/Electronics brands and Household Products brands.

**# Mentions by Category**  
(Among Under 50s)



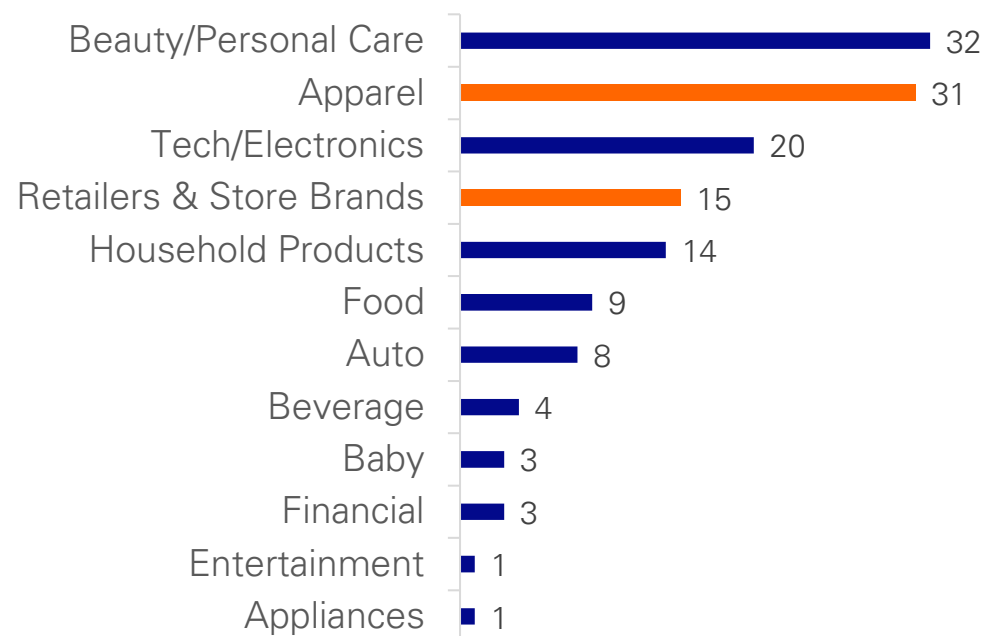
**# Mentions by Category**  
(Among 50+)



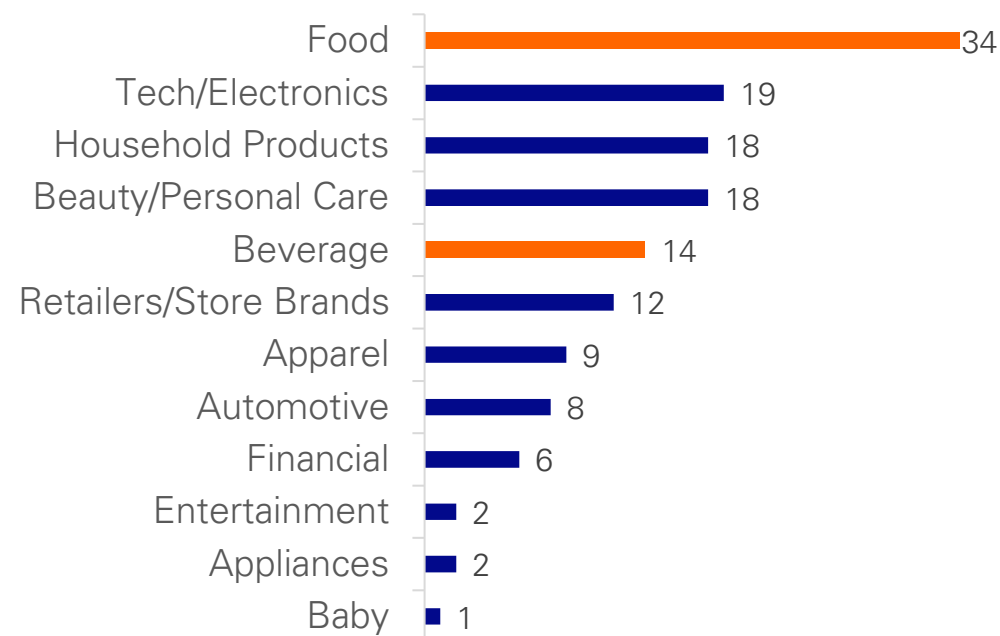
# Apparel, Retailers & Store brands are more salient among <50, while Food & Bev are more salient among 50+

Among both groups, trusted brands that come to mind tend to include Beauty & Personal Care brands, Tech/Electronics brands and Household Products brands.

**# Mentions by Category**  
(Among Under 50s)



**# Mentions by Category**  
(Among 50+)



# Key Trust Factor #1: Quality & Consistency

Across both age groups, there is an emphasis on quality, reliability and performance. Brands that consistently deliver high-quality products or services are more likely to earn and maintain trust.

## Why do you trust them?

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*Every time I've used a product for my kids it's worked.* - Female, Age 26

*Because it always works.* - Female, Age 60

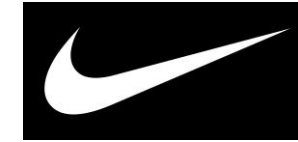
*Great products and quality. Innovation.* - Male, Age 37

*I've always experienced a great experience every time I use it.* - Female, Age 48

*They always taste good.* - Female, Age 79

*Consistent good quality.* - Male, Age 52

## Brands Examples Include:





## Key Trust Factor #2: Longevity, Familiarity & Experience

Across age groups, consumers express trust in brands they have used for years and/or that they are familiar with through personal experience.

### Why do you trust them?

“

*It's a brand a I trust in the fact of how long they've been around. - Male, Age 28*

*They are very reliable, consistently helpful and have served me and my family for decades . - Female, Age 32*

*I grew up with them, there's something about the nostalgia... - Female, Age 41*

*Every one I've bought has been something I can count on and has been very trustworthy. - Male, Age 51*

*Been around for a long time and has several products I trust and use regularly. - Female, Age 61*

*Every device I have bought from them functions perfectly. - Male, Age 74*

### Brands Examples Include:



## Key Trust Factor #3: Reputation & Recognition

Widespread popularity (including word-of-mouth recommendations), brand recognition and longevity in the market influence brand trust across ages.

### Why do you trust them?

“

*Seems durable and they stand behind their products. – Female, Age 79*

*Trusted by millions. – Male, Age 60*

*They have been around forever for a reason. - Female, Age 56*

*Because they've been around forever and have the approval of generations of women. - Female, Age 47*

*They are highly reputable and some of the best in the industry. – Male, Age 30*

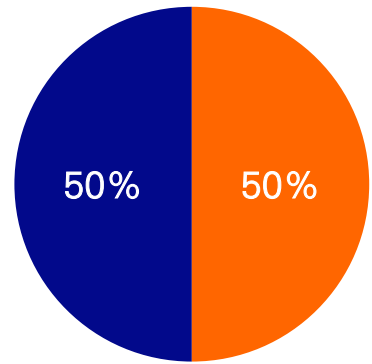
*Their products are well made/designed, and they are so popular. - Male, Age 23*

### Brands Examples Include:



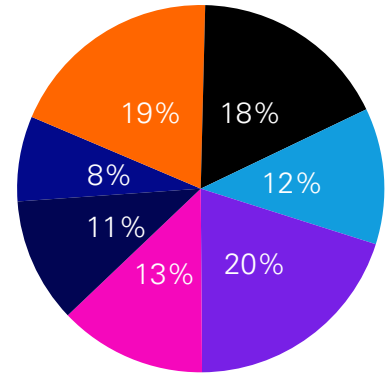
# Demographics

**Gender**



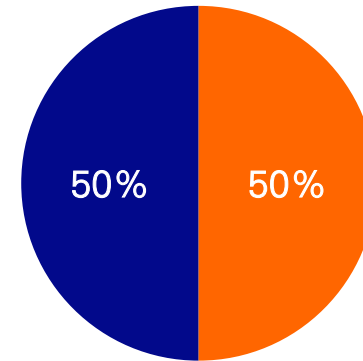
■ Female ■ Male

**Age**



■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54  
■ 55-64 ■ 65-74 ■ 75+

**Age (Net)**



■ 18-49 ■ 50+



# About Us

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Accelerate Your Growth in the 50+ Market





**The future is old.**

We are an insights & advisory agency on a mission to help brands and organizations **plan and position** for the global shift toward an older demographic.

We can help you make the strategic business, marketing & innovation decisions that will **accelerate your growth among 50+ consumers and their caregivers.**

# Founded by experts in human understanding.

We founded Morning Light Strategy to help organizations like yours plan and position for the global shift toward and older demographic.



**Dana Keilman**

*CEO, Co-Founder*

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For the past 25 years, Dana has worked with Fortune 500 clients to develop and launch new products and services. For Dana, innovation is grounded in thoroughly understanding people's needs and identifying opportunities for her clients to meet those needs better than competitive options. Dana optimizes initiatives for a successful launch by defining the core consumer target, ensuring the proposition is communicated clearly and the user's experience meets expectations.

Combining her interest in human culture with business, Dana has a B.S. in Russian Area Studies from The Colorado College and an M.B.A. from George Mason University.



**Nicole Munsey**

*President, Co-Founder*

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Nicole is an innovative, senior human insights leader with a proven track record of consultative business growth. She is adept at delivering strategic recommendations that enable clients to position their brands for success. Nicole is a trusted advisor to senior-level marketers (including the C-Suite) and insights clients. Her 20+ years of consultation span a wide variety of business challenges across sectors, including FMCG, Durables, and Pharma. Additionally, she is experienced with global work in developed and emerging markets.

Nicole earned two Masters degrees from Tulane University: her M.B.A. and M.G.M. (Master of Global Management), after completing her B.S. in Marketing and Finance from DePaul University.

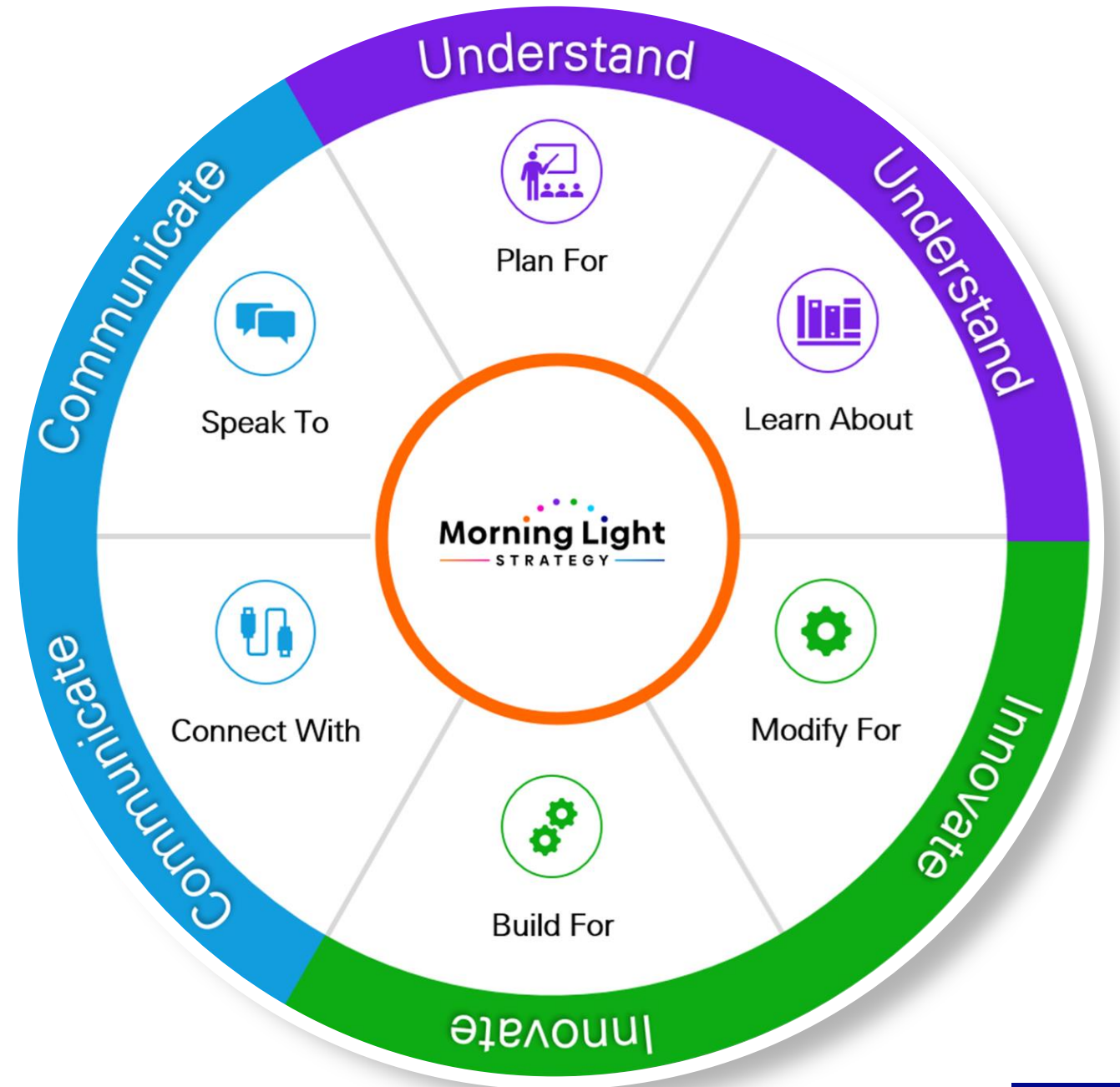




# Future50 Growth Framework

Our proprietary framework based on 6 core pathways to strategically accelerate growth by leveraging learning among older adults.

Grounded in the belief that the strategic path to future success for any organization is found at the intersection of understanding, innovating for, and communicating with older adults and their caregivers.



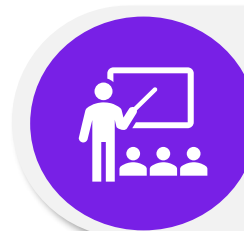


# Future50 Growth Framework

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## Understand

Build your strategic foundation for the future with organizational alignment based on consumer intelligence about people aged 50+ and their caregivers.



### Plan For

Assess your organization's current practices, create empathy within your team and identify strategic focus areas.



### Learn About

Generate foundational intelligence about people aged 50+ and their caregivers





# Future50

## Growth Framework

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### Innovate

Develop and launch new products, services & business models to meet the needs of people aged 50+ and their caregivers.



### Modify For

**Adapt existing offerings** to better meet the needs of people aged 50+ and their caregivers



### Build For

**Innovate specifically** for the needs of people aged 50+ and their caregivers.





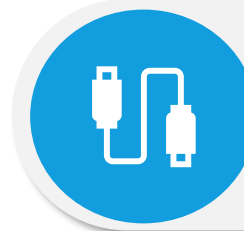
# Future50

## Growth Framework

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### Communicate

Optimize advertising, marketing and retail strategies & activations to reach and resonate with people aged 50+ and their caregivers.



#### Connect With

Develop **brand positioning and activation strategies** aligned with the decision journey and the ecosystem of decision makers.



#### Speak To

Create **marketing and sales materials and messages** that are relevant, unique, inclusive and effective



## How we do it: Bringing the best thinking to every challenge

# Insights & Strategy

By combining the voice of people aged 50+ and their caregivers with our consumer research, strategy & analytical capabilities, supported by the expert knowledge of our senior-level founders and network partners.

## 1 | Intel

### Our Methods include:

- Quantitative survey (digital, mail, phone, mixed method)
- In-depth interviews (in-person, digital)
- Focus groups (in-person, digital)
- Ethnography/Immersion
- Product Testing
- Communities

## 2 | Insight

### Our Analytics include:

- Segmentation/Clustering
- Equity Mapping
- Journey Mapping
- Perception Mapping
- Innovation Forecasting
- Discrete Choice/Conjoint/MaxDiff
- Text Analytics

## 3 | Impact

### Our Network includes:

- Longevity/Aging Experts
- Agency Partners
- Qualitative/Community Moderators
- Ethnographic Experts
- UX/Design Experts
- Statisticians/Modelers
- Sample Recruiters

# So, why work with us?

## Experts on the Aging Population

- We focus specifically on the aging population and caregivers and engage a panel of relevant experts on all our engagements.
- You get tailored guidance and actionable recommendations grounded in key success principles, developed in consultation with thought leaders in the longevity space.



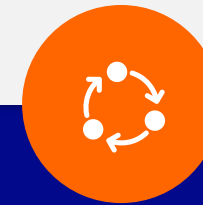
## Strategic Business Impact

- Senior-level consultative support from consumer research and strategy leaders
- Richer, more powerful business recommendations through an agile, holistic approach to insight generation



## Flexible & Comprehensive

- Total ecosystem engagement considers all influencers in the decision journey, such as caregivers and adult children
- We can partner to address your needs, from syndicated market reports to foundational learning to innovation & communication development





**The future is old.  
Are you ready?**

**Dana Keilman**

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