

# 2026 America's Most Trusted® Flooring Studies Highlight Brand Trust Across Five Major Categories

*Stainmaster, Armstrong, Mohawk, and American Olean lead flooring trust studies*

NEWPORT BEACH, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Lifestory Research today announced the results of five national America's Most Trusted® consumer trust studies examining flooring brands across the carpet, vinyl, laminate, wood, and tile categories. The 2026 findings highlight how consumers differentiate brand trust across major flooring materials, providing a comparative view of perceptions of performance and reliability among the most widely recognized flooring manufacturers in the U.S. market.



Each study is based on verified consumer feedback from those who actively shopped for flooring products in the past 12 months. Trust performance is reported using the America's Most Trusted® Net Trust Quotient Score and Star Rating framework, which provides a standardized measure of how shoppers evaluate confidence, durability expectations, and long-term satisfaction when selecting flooring products for their homes.

**Carpet Flooring — Stainmaster Ranked Most Trusted for Seventh Consecutive Year**

The Lifestory Research 2026 America's Most Trusted® Carpet Flooring Brand Study identified Stainmaster as the most trusted carpet brand among consumers evaluating carpet flooring options for their homes. Stainmaster earned a Net Trust Quotient Score of 111.2 and a five-star trust rating, ranking first among the most widely recognized carpet brands for the seventh consecutive year. The 2026 rankings are based on 4,912 consumer opinions from individuals across the United States who reported actively shopping for carpet within the past year. Brands

included in the study were Stainmaster, Shaw, Mohawk, Anderson Tuftex, DreamWeaver, Mannington, and Fabrica. For more information, visit the study page:

<https://www.lifestoryresearch.com/2026-americas-most-trusted-carpet-flooring-brands>.

### Vinyl Flooring — Armstrong Earns Highest Trust Rating

In the 2026 America's Most Trusted® Vinyl Flooring Study, Armstrong earned the highest overall trust rating, finishing first with a Net Trust Quotient Score of 109.5 and a five-star trust rating. The study results reflect 4,440 consumer opinions from shoppers evaluating vinyl flooring products over the past 12 months. The ranking included Armstrong, Pergo, Mohawk, Bruce, Shaw, and Mannington, representing the brands most widely considered in the vinyl flooring category. For more information, visit the study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-vinyl-floor-brands>.

### Laminate Flooring — Armstrong Again Ranked Most Trusted

Armstrong also captured the top ranking in the 2026 America's Most Trusted® Laminate Flooring Study, once again earning a Net Trust Quotient Score of 109.5 and a five-star trust rating. The laminate study is based on 4,593 consumer opinions from individuals across the United States who reported actively shopping for laminate flooring within the past year. Brands evaluated included Armstrong, Pergo, Mohawk, Bruce, Shaw, and Mannington. For more information, visit the study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-laminate-flooring-brands>.

### Wood Flooring — Mohawk Ranked Most Trusted Brand

The 2026 America's Most Trusted® Wood Flooring Study identified Mohawk as the most trusted brand among consumers evaluating wood flooring options, earning a Net Trust Quotient Score of 109.8 and a five-star trust rating. The 2026 wood flooring results are based on 4,253 consumer opinions gathered from active shoppers and include Mohawk, Andersen, Armstrong, Shaw, and Bruce — representing many of the most recognized brands in the national wood flooring market. For more information, visit the study page:

<https://www.lifestoryresearch.com/2026-americas-most-trusted-wood-floor-brands>.

### Tile Flooring — American Olean Leads 2026 Rankings

In the 2026 America's Most Trusted® Tile Flooring Study, American Olean received the highest trust rating in the category with a Net Trust Quotient Score of 109.0 and a five-star trust rating. The study evaluated 12 leading tile brands and reflects 5,041 consumer opinions from individuals actively shopping for tile flooring over the past year. Brands included American Olean, Armstrong, Marazzi Tile, Interceramic, Shaw, Dal-Tile, Arizona Tile, Florida Tile, Porcelanosa, Mohawk Ceramic, Emser Tile, and Monarch Tile. For more information, visit the study page: <https://www.lifestoryresearch.com/2026-americas-most-trusted-tile-flooring->

[brands.](#)

#### About the America's Most Trusted® Study

The Lifestory Research America's Most Trusted® study is the longest-running independent research program that examines consumers' opinions on brand trust. Lifestory Research conducts the annual survey in which people anonymously assess brands encountered while searching for specific products. This research uses the highest-quality social and opinion science practices to provide consumer-driven data insights. America's Most Trusted® is a registered trademark of Lifestory Corporation. For more information, visit <https://www.lifestoryresearch.com/americas-most-trusted>.

#### About Lifestory Research®

Leaders, companies, and brands know that great ideas are only helpful if they move people toward action. Lifestory Research is an independent, science-driven consumer insights and strategy consulting firm that ignites relationships between companies and their audiences. We are passionate about customers, employees, brands, and the science of influence. For more information, please visit [www.lifestoryresearch.com](http://www.lifestoryresearch.com).

#### About America's Most Trusted® Advertising/Promotional Rules:

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