

2026 America's Most Trusted® Rankings Released for Home Safety Categories

First Alert, USAA, and ADT Lead 2026 America's Most Trusted® Safety Studies

NEWPORT BEACH, CA, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Lifestory Research today announced the results of three 2026 America's Most Trusted® consumer studies examining brand trust in key home protection and safety categories: smoke detectors, home insurance, and home security systems. The annual studies — based solely on the opinions of active shoppers — reveal how trust continues to guide consumer decisions in brands that protect homes, families, and property.



Together, the findings reinforce a broader pattern observed across the America's Most Trusted® program. When consumers identify a brand as reliable and dependable, that trust becomes a durable advantage that shapes both brand preference and purchase outcomes.

First Alert Named America's Most Trusted® Smoke Detector Brand

The Lifestory Research 2026 America's Most Trusted® Smoke Detector Study identified First Alert as the most trusted brand among people considering the purchase of a smoke detector. First Alert earned the highest trust rating in the category, achieving a Net Trust Quotient Score of 117.5 and a five-star trust designation among the most recognized smoke detector brands. This year's rankings are based on 4,184 opinions from individuals who reported shopping for smoke detectors within the past 12 months. The study evaluated three leading national brands — First Alert, Kidde, and Ring — representing the most widely considered options among U.S. shoppers.

For more information, visit the study page: <https://www.lifestoryresearch.com/2026-americas->

[most-trusted-smoke-detector-brands.](#)

USAA Ranked America's Most Trusted® Home Insurance Brand

USAA was identified by Lifestory Research as America's Most Trusted® Home Insurance Brand in 2026, earning the highest overall trust rating among the most popular home insurance providers. With a Net Trust Quotient Score of 104.0 and a five-star trust designation, USAA topped a highly competitive national field. The rankings are based on 13,739 opinions from consumers across the United States who reported actively shopping for home insurance over the previous year. Brands evaluated in the study included USAA, State Farm, Allstate, Farmers, Nationwide, Progressive, Chubb, American Family, Liberty Mutual, and Travelers.

For more information, visit the study page: [https://www.lifestoryresearch.com/2026-americas-most-trusted-home-insurance-brands.](https://www.lifestoryresearch.com/2026-americas-most-trusted-home-insurance-brands)

ADT Named America's Most Trusted® Home Security Brand for Seventh Consecutive Year

ADT was identified as America's Most Trusted® Home Security Brand in 2026, marking the seventh consecutive year the company has earned the top trust ranking in the category. With a Net Trust Quotient Score of 105.8 and a five-star trust designation, ADT again received the highest overall trust rating among the most recognized home security system brands. This year's rankings are based on 9,516 opinions from U.S. consumers who reported actively shopping for home security systems in the past 12 months. Brands included in the evaluation represented the leading security providers most commonly considered by shoppers, including ADT, Ring, Brinks, Honeywell, SimpliSafe, Abode, and Vivint.

For more information, visit the study page: [https://www.lifestoryresearch.com/2026-americas-most-trusted-home-security-system-brands.](https://www.lifestoryresearch.com/2026-americas-most-trusted-home-security-system-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.](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.

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

www.lifestoryresearch.com/press-release-info-rules

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