



# Press Release

## Reader's Digest Unveils Most Trusted Brand in Canada for 2019

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### Nine in Ten Canadians (91%) Tend to Buy from Companies They Trust More

**Toronto, ON, January 17, 2019** — Canadians continue to have strong preferences when it comes to the brands they trust. Whether it's their local home improvement store, sun care product or breakfast bar, Canadians know what they like and like what they know. The latest annual Ipsos survey for Reader's Digest looks at 32 product and service categories to find out which brands Canadians trust most. To be crowned "Most Trusted Brand" within its category, a brand must receive a statistically significantly higher number of mentions than any other brand in that category on an open-ended basis.

Some of the winning brands this year include:

#### Food and Beverage:

- Bottled Water: Nestlé
- Breakfast Cereal: Kellogg's
- Non-Dairy Beverage: Silk
- Tea: Tetley

#### Consumer Packaged Goods:

- Sun Care Product: Coppertone
- Sensitive/Dry Skin Lotion: Aveeno
- Interior Paint: Behr
- Exterior Paint: Behr
- Exterior Stain: Behr
- Incontinence Product: Depend

#### Medical:

- Arthritis Pain Reliever: Tylenol
- Cold Symptom Reliever: Tylenol
- Headache Pain Reliever: Tylenol
- Vitamin: Jamieson

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### Auto:

- Hybrid Car Manufacturer: Toyota
- Passenger Car Manufacturer: Toyota

### Financial:

- Life Insurance Company: Sun Life Financial
- Health & Dental Insurance Company: Sun Life Financial

### Retail:

- Beauty Retailer: Sephora
- Home Improvement Retailer: The Home Depot
- Pharmacy/Drug Store: Shoppers Drug Mart/Pharmaprix
- Grill/Barbecue: Weber

A full list of the winning brands can be found at [www.readersdigest.ca/trusted-brands/trusted-brand-winners/](http://www.readersdigest.ca/trusted-brands/trusted-brand-winners/)

## Trust Influences Shopping Decisions

Affordable pricing matter when it comes to deciding what products to buy, but price is far from being the only consideration. Only half (49%) of Canadians agree (10% strongly/39% somewhat) that they buy items based on price alone, leaving many who disagree. What a majority can agree on is trust: nine in ten Canadians (91%) agree (37% strongly/54% somewhat) that when a product or service's quality are similar, they tend to buy the product or service from the company they trust more. Similarly, nine in ten (89%) agree (35% strongly/54% somewhat) they're more likely to invest their money in a company they trust.

Trust matters: nine in ten Canadians (90%) agree (33% strongly/57% somewhat) that it's important for them to trust the companies they support. What's more, trust in a company tends to have a positive effect on consumer interactions with it – a majority agree:

- They'd be more willing to work for a company they trust (93%; 43% strongly/50% somewhat);
- They pay more attention to companies they trust than to companies they don't (85%; 25% strongly/60% somewhat);
- When they trust a company, they tend to recommend its product or service to their friends and family (84%; 27% strongly/57% somewhat);
- They'll pay a little more money to support a product or service from a company they trust than a company they don't (80%; 22% strongly/58% somewhat);
- They're more likely to remember advertisements from companies or brands they trust (74%; 18% strongly/56% somewhat);
- They trust third party recognition of products and services such as awards or seals of excellence (61%; 9% strongly/52% somewhat).

When trust is strong, brand loyalty tends to follow. Most Canadians (91%) agree that they trust a company that will stand behind their products (37% strongly/54% somewhat), and eight in ten (81%) consider themselves very loyal to the brands and companies that they support (24% strongly/57% somewhat). When things go wrong, many are willing to give a company the benefit of the doubt if that company owns the mistake. More than three in four (78%) agree (21% strongly/57% somewhat) they're more likely to trust a company

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that announces product recalls. Likewise, seven in ten (70%) agree (8% strongly/62% somewhat) that when a company they trust is in trouble, they'll give them the benefit of the doubt. By contrast, if a company they *don't* trust is in trouble, 82% agree (21% strongly/61% somewhat) they view their actions and messages skeptically.

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### About the Study

These are some of the findings of an Ipsos poll conducted between September 5 and September 19, 2018, on behalf of Reader's Digest. For this survey, a sample of 4,002 Canadians aged 18+ was interviewed, including 1,000 French-speaking respondents. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the overall Canadian sample of 4,002 respondents is accurate to within  $\pm 1.8$  percentage points, 19 times out of 20, had all Canadian adults been polled. The sample of 1,000 French-speaking respondents has an associated credibility interval of  $\pm 3.5$  percentage points, 19 times out of 20. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

Winning brands are determined by unprompted, open-ended votes and confirmed to be statistically significant from the next brand(s). Any categories where the winning brand is not significantly different from the other brands is considered a tie. A follow-up survey was conducted where the tied brands were put against each other, prompted, and the winning brand was identified from the runoff. If one brand's votes were statistically significantly higher than the other's, it was declared the winner – otherwise it remained a tie.

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### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
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