

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [It is important to me to trust the companies that I support.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1458	330	917	211	299	656	504	322	1136	456	459	128	836	622	1298	160
	36%	32%	37%	42%	34%	38%	36%	38%	36%	37%	37%	36%	38%	35%	37%	31%
Somewhat agree		A	A	D								M	O			
	2174	574	1339	261	486	929	759	442	1732	647	654	193	1166	1008	1885	289
Somewhat disagree	54%	55%	55%	51%	55%	54%	53%	52%	55%	53%	53%	55%	53%	56%	54%	55%
													L			
Strongly disagree	312	112	167	32	75	105	131	77	235	90	105	24	174	138	251	61
	8%	11%	7%	6%	9%	6%	9%	9%	7%	7%	8%	7%	8%	8%	7%	12%
Sigma		BC		E		E										N
	57	26	28	3	16	16	25	13	44	28	18	8	37	20	45	12
Summary	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%
		BC								LM						
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3632	904	2257	471	785	1585	1263	764	2868	1103	1112	322	2002	1630	3183	449
	91%	87%	92%	93%	90%	93%	89%	89%	91%	90%	90%	91%	90%	91%	91%	86%
TopBox (Strongly agree)		A	A	DF											O	
	1458	330	917	211	299	656	504	322	1136	456	459	128	836	622	1298	160
Low2Box (Somewhat/ Strongly disagree)	36%	32%	37%	42%	34%	38%	36%	38%	36%	37%	37%	36%	38%	35%	37%	31%
		A	A	D								M	O			
LowBox (Strongly disagree)	369	138	196	35	91	122	156	90	279	118	122	32	211	158	296	73
	9%	13%	8%	7%	10%	7%	11%	11%	9%	10%	10%	9%	10%	9%	9%	14%
Mean		BC		E		E										N
	57	26	28	3	16	16	25	13	44	28	18	8	37	20	45	12
Std. Dev.	1%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%
		BC								LM						
Std. Err.	3.3	3.2	3.3	3.3	3.2	3.3	3.2	3.3	3.3	3.3	3.3	3.2	3.3	3.2	3.3	3.1
		A	A	DF											O	
	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I'll pay a little more money to support a product or service from a company I trust.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	945	246	591	108	182	394	370	229	716	317	315	90	553	392	816	130
	24%	24%	24%	21%	21%	23%	26%	27%	23%	26%	26%	25%	25%	22%	23%	25%
Somewhat agree							D	H		M	M		M			
	2335	568	1468	299	492	1005	838	508	1827	691	698	204	1269	1065	2034	300
Somewhat disagree	58%	55%	60%	59%	56%	59%	59%	59%	58%	57%	57%	58%	57%	60%	58%	58%
			A													
Strongly disagree	612	180	345	87	168	262	181	98	514	186	186	54	334	278	538	74
	15%	17%	14%	17%	19%	15%	13%	11%	16%	15%	15%	15%	15%	16%	15%	14%
Sigma		B			EF	F			G							
	109	48	48	13	33	46	30	19	90	28	36	6	57	52	92	17
	3%	5%	2%	3%	4%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	3%
		BC			F											
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3280	814	2060	406	674	1398	1208	736	2544	1007	1014	293	1822	1458	2850	430
	82%	78%	84%	80%	77%	82%	85%	86%	81%	82%	82%	83%	82%	82%	82%	82%
TopBox (Strongly agree)			AC			D	DE	H								
	945	246	591	108	182	394	370	229	716	317	315	90	553	392	816	130
Low2Box (Somewhat/ Strongly disagree)	24%	24%	24%	21%	21%	23%	26%	27%	23%	26%	26%	25%	25%	22%	23%	25%
							D	H		M	M		M			
LowBox (Strongly disagree)	721	228	393	100	202	308	211	117	604	214	221	60	390	331	630	91
	18%	22%	16%	20%	23%	18%	15%	14%	19%	18%	18%	17%	18%	18%	18%	18%
		B		B	EF	F			G							
	109	48	48	13	33	46	30	19	90	28	36	6	57	52	92	17
Mean	3%	5%	2%	3%	4%	3%	2%	2%	3%	2%	3%	2%	3%	3%	3%	3%
		BC			F											
Std. Dev.	3	3	3.1	3	2.9	3	3.1	3.1	3	3.1	3	3.1	3	3	3	3
		AC				D	DE	H		M						
Std. Err.	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Overlap formulae used																

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [When I trust a company, I tend to recommend that product or service to my friends and family.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1267	322	778	168	259	500	508	328	939	425	414	118	747	520	1114	153
	32%	31%	32%	33%	30%	29%	36%	38%	30%	35%	34%	33%	34%	29%	32%	29%
Somewhat agree							DE	H		M	M		M			
	2089	534	1296	259	455	909	725	434	1655	624	659	182	1153	936	1834	255
	52%	51%	53%	51%	52%	53%	51%	51%	53%	51%	53%	51%	52%	52%	53%	49%
Somewhat disagree																
	544	154	325	64	126	256	162	80	464	151	143	37	267	276	449	95
	14%	15%	13%	13%	14%	15%	11%	9%	15%	12%	12%	10%	12%	15%	13%	18%
Strongly disagree					F	F			G					IJKL		N
	101	33	53	15	36	41	24	12	89	21	19	16	45	56	83	18
	3%	3%	2%	3%	4%	2%	2%	1%	3%	2%	2%	5%	2%	3%	2%	4%
Sigma					EF				G			IJL		IJL		
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3356	855	2074	427	714	1409	1233	762	2594	1049	1073	300	1900	1456	2948	408
	84%	82%	85%	84%	82%	83%	87%	89%	82%	86%	87%	85%	86%	81%	85%	78%
TopBox (Strongly agree)							DE	H		M	M		M		O	
	1267	322	778	168	259	500	508	328	939	425	414	118	747	520	1114	153
	32%	31%	32%	33%	30%	29%	36%	38%	30%	35%	34%	33%	34%	29%	32%	29%
Low2Box (Somewhat/ Strongly disagree)							DE	H		M	M		M			
	645	187	378	79	162	297	186	91	553	172	162	53	313	332	531	113
	16%	18%	15%	16%	18%	17%	13%	11%	18%	14%	13%	15%	14%	19%	15%	22%
LowBox (Strongly disagree)					F	F			G					IJL		N
	101	33	53	15	36	41	24	12	89	21	19	16	45	56	83	18
	3%	3%	2%	3%	4%	2%	2%	1%	3%	2%	2%	5%	2%	3%	2%	4%
Mean					EF				G			IJL		IJL		
	3.1	3.1	3.1	3.1	3.1	3.1	3.2	3.3	3.1	3.2	3.2	3.1	3.2	3.1	3.1	3
Std. Dev.					DE			H		M	M		M		O	
	0.7	0.8	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.8	0.7	0.8
Std. Err.																
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I pay more attention to companies that I trust.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1239	317	761	161	246	512	481	306	932	432	411	110	747	491	1091	147
	31%	30%	31%	32%	28%	30%	34%	36%	30%	35%	33%	31%	34%	27%	31%	28%
Somewhat agree	2322	575	1454	292	510	1019	793	472	1849	659	687	198	1223	1098	2025	297
	58%	55%	59%	58%	58%	60%	56%	55%	59%	54%	56%	56%	55%	61%	58%	57%
Somewhat disagree	386	127	213	46	105	154	126	65	321	108	117	43	207	179	317	68
	10%	12%	9%	9%	12%	9%	9%	8%	10%	9%	9%	12%	9%	10%	9%	13%
Strongly disagree	55	23	24	8	14	21	20	10	45	22	21	3	35	20	46	9
	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%
Sigma	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3560	892	2215	453	756	1531	1274	779	2782	1091	1098	308	1971	1590	3116	444
	89%	86%	90%	89%	86%	90%	90%	91%	88%	89%	89%	87%	89%	89%	90%	85%
TopBox (Strongly agree)	1239	317	761	161	246	512	481	306	932	432	411	110	747	491	1091	147
	31%	30%	31%	32%	28%	30%	34%	36%	30%	35%	33%	31%	34%	27%	31%	28%
Low2Box (Somewhat/ Strongly disagree)	441	150	237	54	119	176	145	75	366	130	137	46	242	199	363	77
	11%	14%	10%	11%	14%	10%	10%	9%	12%	11%	11%	13%	11%	11%	10%	15%
LowBox (Strongly disagree)	55	23	24	8	14	21	20	10	45	22	21	3	35	20	46	9
	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%
Mean	3.2	3.1	3.2	3.2	3.1	3.2	3.2	3.3	3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.1
	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.6	0.7
Std. Dev.																
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Do you agree or disagree with the following statements? [I consider myself very loyal to the brands and companies that I support.]

Overlap formulae used

- Column Proportions:
Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O
Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [When a product or service's quality and price are similar, I tend to buy the product or service from the company I trust more.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1606	394	1003	209	336	695	575	339	1267	532	501	132	916	690	1412	194
	40%	38%	41%	41%	38%	41%	41%	40%	40%	44%	41%	37%	41%	39%	41%	37%
Somewhat agree	2075	533	1277	265	463	901	711	433	1643	594	624	192	1115	960	1805	271
	52%	51%	52%	52%	53%	53%	50%	51%	52%	49%	51%	54%	50%	54%	52%	52%
Somewhat disagree	278	97	153	27	63	98	117	69	208	81	97	28	157	120	231	47
	7%	9%	6%	5%	7%	6%	8%	8%	7%	7%	8%	8%	7%	7%	7%	9%
Strongly disagree	42	17	20	5	13	13	16	12	30	15	12	1	24	18	32	10
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%
Sigma	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3682	928	2279	474	799	1596	1286	772	2909	1125	1126	325	2031	1650	3217	465
	92%	89%	93%	94%	91%	94%	91%	90%	92%	92%	91%	92%	92%	92%	92%	89%
TopBox (Strongly agree)	1606	394	1003	209	336	695	575	339	1267	532	501	132	916	690	1412	194
	40%	38%	41%	41%	38%	41%	41%	40%	40%	44%	41%	37%	41%	39%	41%	37%
Low2Box (Somewhat/ Strongly disagree)	319	114	173	32	76	111	133	81	238	96	109	29	181	138	263	57
	8%	11%	7%	6%	9%	6%	9%	10%	8%	8%	9%	8%	8%	8%	8%	11%
LowBox (Strongly disagree)	42	17	20	5	13	13	16	12	30	15	12	1	24	18	32	10
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%
Mean	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.2
		A	A		D									O		
Std. Dev.	0.6	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.6	0.7	0.7	0.6	0.7	0.6	0.6	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Std. Err.																

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that announces product recalls.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1014	247	635	132	205	423	386	238	775	334	329	93	594	420	892	122
	25%	24%	26%	26%	23%	25%	27%	28%	25%	27%	27%	26%	27%	23%	26%	23%
Somewhat agree							D			M	M		M			
	2236	555	1392	289	496	976	765	446	1790	658	678	188	1200	1037	1933	303
Somewhat disagree	56%	53%	57%	57%	57%	57%	54%	52%	57%	54%	55%	53%	54%	58%	56%	58%
								G					IL			
Strongly disagree	670	210	386	74	149	277	243	156	513	209	209	64	386	283	580	89
	17%	20%	16%	15%	17%	16%	17%	18%	16%	17%	17%	18%	17%	16%	17%	17%
Sigma		BC														
	82	30	40	12	25	31	25	13	69	19	18	8	33	49	75	7
Summary	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%
		B											IJL			
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Top2Box (Strongly/ Somewhat agree)	3250	802	2027	421	701	1398	1151	685	2565	993	1008	281	1794	1456	2824	425
	81%	77%	83%	83%	80%	82%	81%	80%	82%	81%	82%	80%	81%	81%	81%	82%
			A	A												
TopBox (Strongly agree)	1014	247	635	132	205	423	386	238	775	334	329	93	594	420	892	122
	25%	24%	26%	26%	23%	25%	27%	28%	25%	27%	27%	26%	27%	23%	26%	23%
							D			M	M		M			
Low2Box (Somewhat/ Strongly disagree)	751	240	426	86	175	308	268	169	582	229	227	72	419	332	655	96
	19%	23%	17%	17%	20%	18%	19%	20%	18%	19%	18%	20%	19%	19%	19%	18%
		BC														
LowBox (Strongly disagree)	82	30	40	12	25	31	25	13	69	19	18	8	33	49	75	7
	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	1%
		B											IJL			
Mean	3	3	3.1	3.1	3	3	3.1	3.1	3	3.1	3.1	3	3.1	3	3	3
		A	A				D									
Std. Dev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I trust third party recognition of products and services such as awards or seals of excellence.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	376	119	227	31	71	142	163	114	262	122	138	43	237	139	319	58
	9%	11%	9%	6%	8%	8%	12%	13%	8%	10%	11%	12%	11%	8%	9%	11%
		BC	C				DE	H		M	M	M	M			
Somewhat agree	2131	534	1316	281	458	893	780	462	1669	663	646	172	1165	967	1870	261
	53%	51%	54%	55%	52%	52%	55%	54%	53%	54%	52%	49%	53%	54%	54%	50%
										K						
Somewhat disagree	1263	323	778	163	290	560	413	229	1034	365	384	123	684	579	1089	174
	32%	31%	32%	32%	33%	33%	29%	27%	33%	30%	31%	35%	31%	32%	31%	33%
					F	F			G							
Strongly disagree	231	66	132	32	56	112	63	48	182	72	66	16	127	103	202	29
	6%	6%	5%	6%	6%	7%	4%	6%	6%	6%	5%	5%	6%	6%	6%	6%
					F	F										
Sigma	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	2507	653	1542	312	530	1034	943	577	1931	784	785	215	1402	1106	2189	319
	63%	63%	63%	61%	60%	61%	66%	68%	61%	64%	64%	61%	63%	62%	63%	61%
							DE	H								
TopBox (Strongly agree)	376	119	227	31	71	142	163	114	262	122	138	43	237	139	319	58
	9%	11%	9%	6%	8%	8%	12%	13%	8%	10%	11%	12%	11%	8%	9%	11%
		BC	C				DE	H		M	M	M	M			
Low2Box (Somewhat/ Strongly disagree)	1494	389	910	195	346	672	476	277	1217	437	450	139	811	682	1291	203
	37%	37%	37%	39%	40%	39%	34%	32%	39%	36%	36%	39%	37%	38%	37%	39%
					F	F			G							
LowBox (Strongly disagree)	231	66	132	32	56	112	63	48	182	72	66	16	127	103	202	29
	6%	6%	5%	6%	6%	7%	4%	6%	6%	6%	5%	5%	6%	6%	6%	6%
					F	F										
Mean	2.7	2.7	2.7	2.6	2.6	2.6	2.7	2.8	2.6	2.7	2.7	2.7	2.7	2.6	2.7	2.7
							DE	H			M					
Std. Dev.	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I trust a company that will stand behind their products.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1656	335	1065	256	334	759	563	341	1315	522	523	143	926	730	1447	209
	41%	32%	43%	51%	38%	44%	40%	40%	42%	43%	42%	40%	42%	41%	42%	40%
Somewhat agree			A	AB		DF										
	2014	573	1214	227	455	843	716	433	1581	595	592	187	1088	926	1763	250
Somewhat disagree	50%	55%	49%	45%	52%	49%	50%	51%	50%	49%	48%	53%	49%	52%	51%	48%
		BC											J			
Strongly disagree	279	105	153	21	71	91	117	68	210	89	101	19	168	110	227	52
	7%	10%	6%	4%	8%	5%	8%	8%	7%	7%	8%	5%	8%	6%	7%	10%
Sigma		BC			E		E				M					N
	52	29	20	3	15	14	24	11	41	16	19	5	30	22	43	10
	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%
		BC			E		E									
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3670	908	2279	483	790	1602	1278	774	2896	1116	1116	330	2014	1656	3210	460
	92%	87%	93%	95%	90%	94%	90%	91%	92%	91%	90%	93%	91%	93%	92%	88%
TopBox (Strongly agree)			A	AB		DF								J	O	
	1656	335	1065	256	334	759	563	341	1315	522	523	143	926	730	1447	209
Low2Box (Somewhat/ Strongly disagree)	41%	32%	43%	51%	38%	44%	40%	40%	42%	43%	42%	40%	42%	41%	42%	40%
			A	AB		DF										
LowBox (Strongly disagree)	331	135	173	24	86	105	141	79	252	105	119	24	199	132	269	62
	8%	13%	7%	5%	10%	6%	10%	9%	8%	9%	10%	7%	9%	7%	8%	12%
		BC	C		E		E				M					N
	52	29	20	3	15	14	24	11	41	16	19	5	30	22	43	10
Mean	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%
		BC			E		E									
Std. Dev.	3.3	3.2	3.4	3.5	3.3	3.4	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3
		A	AB		DF										O	
Std. Err.	0.7	0.7	0.6	0.6	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.6	0.7	0.6	0.7	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I'd be more willing to work for a company that I trust.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1847	449	1152	246	372	795	680	416	1431	590	579	168	1052	795	1626	221
	46%	43%	47%	49%	43%	47%	48%	49%	45%	48%	47%	48%	48%	44%	47%	42%
Somewhat agree			A	A		D	D			M			M			
	1858	489	1132	237	427	800	631	363	1494	547	555	155	992	866	1619	238
	46%	47%	46%	47%	49%	47%	44%	43%	47%	45%	45%	44%	45%	48%	47%	46%
Somewhat disagree					F				G					L		
	229	76	138	15	56	84	89	61	168	65	77	25	133	96	182	47
	6%	7%	6%	3%	6%	5%	6%	7%	5%	5%	6%	7%	6%	5%	5%	9%
Strongly disagree			C	C					H							N
	67	28	31	9	21	27	20	13	55	19	25	5	36	32	52	15
	2%	3%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	3%
Sigma			B													N
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3705	938	2283	483	799	1595	1310	780	2925	1137	1134	323	2044	1661	3245	460
	93%	90%	93%	95%	91%	93%	92%	91%	93%	93%	92%	91%	92%	93%	93%	88%
TopBox (Strongly agree)			A	A		D									O	
	1847	449	1152	246	372	795	680	416	1431	590	579	168	1052	795	1626	221
	46%	43%	47%	49%	43%	47%	48%	49%	45%	48%	47%	48%	48%	44%	47%	42%
Low2Box (Somewhat/ Strongly disagree)			A	A		D	D			M			M			
	296	104	169	23	77	111	109	74	222	84	101	30	169	128	234	62
	7%	10%	7%	5%	9%	7%	8%	9%	7%	7%	8%	9%	8%	7%	7%	12%
LowBox (Strongly disagree)			BC			E										N
	67	28	31	9	21	27	20	13	55	19	25	5	36	32	52	15
	2%	3%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	3%
Mean			B													N
	3.4	3.3	3.4	3.4	3.3	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.4	3.3
Std. Dev.			A	A		D	D								O	
	0.7	0.7	0.7	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
Std. Err.																
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I'm more likely to invest my money in a company that I trust.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1535	351	988	196	305	665	565	342	1193	487	474	156	872	662	1347	188
	38%	34%	40%	39%	35%	39%	40%	40%	38%	40%	38%	44%	39%	37%	39%	36%
Somewhat agree			A			D	D					JM				
	2046	548	1234	264	464	868	715	423	1623	610	625	167	1109	937	1796	251
	51%	53%	50%	52%	53%	51%	50%	50%	52%	50%	51%	47%	50%	52%	52%	48%
Somewhat disagree	329	104	188	37	78	136	114	73	256	91	108	22	175	154	262	67
	8%	10%	8%	7%	9%	8%	8%	9%	8%	7%	9%	6%	8%	9%	8%	13%
Strongly disagree		B														N
	91	39	42	10	29	38	25	16	75	32	29	8	56	35	75	16
	2%	4%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%
Sigma		B			F											
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3581	900	2222	460	768	1533	1280	765	2816	1098	1098	323	1981	1600	3142	439
	90%	86%	91%	91%	88%	90%	90%	90%	89%	90%	89%	91%	90%	89%	90%	84%
TopBox (Strongly agree)			A	A											O	
	1535	351	988	196	305	665	565	342	1193	487	474	156	872	662	1347	188
	38%	34%	40%	39%	35%	39%	40%	40%	38%	40%	38%	44%	39%	37%	39%	36%
Low2Box (Somewhat/ Strongly disagree)			A			D	D					JM				
	420	143	230	47	107	174	139	89	331	124	137	31	231	189	337	83
	10%	14%	9%	9%	12%	10%	10%	10%	11%	10%	11%	9%	10%	11%	10%	16%
LowBox (Strongly disagree)		BC														N
	91	39	42	10	29	38	25	16	75	32	29	8	56	35	75	16
	2%	4%	2%	2%	3%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	3%
Mean		B			F											
	3.3	3.2	3.3	3.3	3.2	3.3	3.3	3.3	3.2	3.3	3.2	3.3	3.3	3.2	3.3	3.2
Std. Dev.		A	A			D	D					JM			O	
	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.8
Std. Err.																
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I buy items solely based on their price.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	413	137	236	41	81	136	196	137	276	148	163	40	261	152	351	62
	10%	13%	10%	8%	9%	8%	14%	16%	9%	12%	13%	11%	12%	8%	10%	12%
Somewhat agree		BC					DE	H		M	LM		M			
	1605	429	965	210	371	665	568	351	1253	477	479	135	864	741	1384	220
	40%	41%	39%	42%	42%	39%	40%	41%	40%	39%	39%	38%	39%	41%	40%	42%
Somewhat disagree	1640	395	1048	197	349	734	557	310	1330	481	487	151	901	739	1441	199
	41%	38%	43%	39%	40%	43%	39%	36%	42%	39%	39%	43%	41%	41%	41%	38%
Strongly disagree			A			F			G							
	343	81	204	59	75	171	98	55	288	115	106	27	187	156	304	40
	9%	8%	8%	12%	9%	10%	7%	6%	9%	9%	9%	8%	8%	9%	9%	8%
Sigma				AB		F			G							
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	2018	566	1201	251	452	802	764	488	1529	625	642	175	1125	893	1735	283
	50%	54%	49%	50%	52%	47%	54%	57%	49%	51%	52%	49%	51%	50%	50%	54%
TopBox (Strongly agree)		B			E		E	H								
	413	137	236	41	81	136	196	137	276	148	163	40	261	152	351	62
	10%	13%	10%	8%	9%	8%	14%	16%	9%	12%	13%	11%	12%	8%	10%	12%
Low2Box (Somewhat/ Strongly disagree)		BC					DE	H		M	LM		M			
	1983	476	1252	256	423	905	655	365	1618	596	593	179	1088	896	1744	239
	50%	46%	51%	50%	48%	53%	46%	43%	51%	49%	48%	51%	49%	50%	50%	46%
LowBox (Strongly disagree)		A				DF			G							
	343	81	204	59	75	171	98	55	288	115	106	27	187	156	304	40
	9%	8%	8%	12%	9%	10%	7%	6%	9%	9%	9%	8%	8%	9%	9%	8%
Mean				AB		F			G							
	2.5	2.6	2.5	2.5	2.5	2.4	2.6	2.7	2.5	2.5	2.6	2.5	2.5	2.5	2.5	2.6
Std. Dev.		BC			E		DE	H		M						
	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Std. Err.		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I trust online customer reviews or ratings of products and services]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	448	135	280	33	75	166	207	142	306	151	175	45	290	159	387	61
	11%	13%	11%	7%	9%	10%	15%	17%	10%	12%	14%	13%	13%	9%	11%	12%
		C	C				DE	H		M	M	M	M			
Somewhat agree	2061	594	1224	243	445	831	786	473	1588	650	645	190	1164	897	1803	259
	52%	57%	50%	48%	51%	49%	55%	55%	50%	53%	52%	54%	53%	50%	52%	50%
		BC					DE	H								
Somewhat disagree	1194	243	777	174	270	561	363	209	985	333	337	96	606	588	1034	160
	30%	23%	32%	34%	31%	33%	26%	25%	31%	27%	27%	27%	27%	33%	30%	31%
			A	A	F	F			G					IJKL		
Strongly disagree	298	71	171	56	86	149	63	29	269	88	77	22	153	145	256	41
	7%	7%	7%	11%	10%	9%	4%	3%	9%	7%	6%	6%	7%	8%	7%	8%
				AB	F	F			G							
Sigma	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	2509	729	1505	276	520	996	993	615	1894	800	820	236	1454	1055	2189	320
	63%	70%	61%	55%	59%	58%	70%	72%	60%	66%	66%	67%	66%	59%	63%	61%
		BC	C				DE	H		M	M	M	M			
TopBox (Strongly agree)	448	135	280	33	75	166	207	142	306	151	175	45	290	159	387	61
	11%	13%	11%	7%	9%	10%	15%	17%	10%	12%	14%	13%	13%	9%	11%	12%
		C	C				DE	H		M	M	M	M			
Low2Box (Somewhat/ Strongly disagree)	1492	314	948	230	356	710	426	238	1253	421	414	118	759	733	1290	201
	37%	30%	39%	45%	41%	42%	30%	28%	40%	34%	34%	33%	34%	41%	37%	39%
			A	AB	F	F			G					IJKL		
LowBox (Strongly disagree)	298	71	171	56	86	149	63	29	269	88	77	22	153	145	256	41
	7%	7%	7%	11%	10%	9%	4%	3%	9%	7%	6%	6%	7%	8%	7%	8%
				AB	F	F			G							
Mean	2.7	2.8	2.7	2.5	2.6	2.6	2.8	2.9	2.6	2.7	2.7	2.7	2.7	2.6	2.7	2.7
		BC	C				DE	H		M	M	M	M			
Std. Dev.	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that offers a money-back guarantee.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1283	299	808	177	254	550	480	293	990	408	403	107	732	552	1131	152
	32%	29%	33%	35%	29%	32%	34%	34%	31%	33%	33%	30%	33%	31%	33%	29%
Somewhat agree			A	A			D									
	2170	566	1326	278	506	929	735	432	1738	639	650	190	1170	1001	1890	280
Somewhat disagree	54%	54%	54%	55%	58%	54%	52%	51%	55%	52%	53%	54%	53%	56%	54%	54%
					F				G					I		
Strongly disagree	480	155	279	45	102	199	179	110	370	151	159	47	269	211	399	80
	12%	15%	11%	9%	12%	12%	13%	13%	12%	12%	13%	13%	12%	12%	11%	15%
Sigma		BC														N
	68	23	38	7	14	29	25	18	49	23	23	9	42	25	59	9
Summary	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Top2Box (Strongly/ Somewhat agree)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TopBox (Strongly agree)	1283	299	808	177	254	550	480	293	990	408	403	107	732	552	1131	152
	32%	29%	33%	35%	29%	32%	34%	34%	31%	33%	33%	30%	33%	31%	33%	29%
Low2Box (Somewhat/ Strongly disagree)			A	A			D									
	547	178	317	52	116	228	204	128	419	174	182	56	311	236	458	89
LowBox (Strongly disagree)	14%	17%	13%	10%	13%	13%	14%	15%	13%	14%	15%	16%	14%	13%	13%	17%
		BC														N
Mean	68	23	38	7	14	29	25	18	49	23	23	9	42	25	59	9
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%
Std. Dev.	3.2	3.1	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.1
			A	A											O	
Std. Err.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Overlap formulae used																

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that publicly communicates when a COVID-19 case has been reported in one of its retail outlets.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1265	305	795	166	255	538	472	281	985	392	405	110	712	553	1098	167
	32%	29%	32%	33%	29%	32%	33%	33%	31%	32%	33%	31%	32%	31%	32%	32%
Somewhat agree							D									
	2093	530	1288	276	474	903	716	428	1665	633	617	179	1140	953	1835	258
	52%	51%	53%	54%	54%	53%	50%	50%	53%	52%	50%	51%	52%	53%	53%	49%
Somewhat disagree																
	514	160	305	49	114	215	185	117	398	155	166	50	286	228	440	74
	13%	15%	12%	10%	13%	13%	13%	14%	13%	13%	13%	14%	13%	13%	13%	14%
Strongly disagree		BC														
	129	48	65	16	33	50	46	28	101	41	46	15	74	54	105	23
	3%	5%	3%	3%	4%	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%	4%
Sigma		B														
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3358	835	2082	441	729	1441	1188	709	2649	1025	1022	288	1852	1506	2934	425
	84%	80%	85%	87%	83%	84%	84%	83%	84%	84%	83%	82%	84%	84%	84%	81%
TopBox (Strongly agree)			A	A												
	1265	305	795	166	255	538	472	281	985	392	405	110	712	553	1098	167
	32%	29%	32%	33%	29%	32%	33%	33%	31%	32%	33%	31%	32%	31%	32%	32%
Low2Box (Somewhat/ Strongly disagree)							D									
	643	208	370	65	147	265	231	144	498	196	213	65	361	282	546	97
	16%	20%	15%	13%	17%	16%	16%	17%	16%	16%	17%	18%	16%	16%	16%	19%
LowBox (Strongly disagree)		BC														
	129	48	65	16	33	50	46	28	101	41	46	15	74	54	105	23
	3%	5%	3%	3%	4%	3%	3%	3%	3%	3%	4%	4%	3%	3%	3%	4%
Mean		B														
	3.1	3	3.1	3.2	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1	3.1
Std. Dev.		A	A													
	0.7	0.8	0.7	0.7	0.8	0.7	0.8	0.8	0.7	0.8	0.8	0.8	0.8	0.7	0.7	0.8
Std. Err.		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to trust a company that has taken steps to protect consumers from COVID-19.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1351	353	828	170	286	572	494	293	1059	424	428	106	771	580	1196	155
	34%	34%	34%	34%	33%	33%	35%	34%	34%	35%	35%	30%	35%	32%	34%	30%
Somewhat agree	2097	523	1313	261	464	924	709	432	1666	623	614	189	1117	981	1824	274
	52%	50%	54%	52%	53%	54%	50%	51%	53%	51%	50%	53%	50%	55%	52%	52%
Somewhat disagree	443	130	254	58	91	175	177	103	340	142	159	50	266	177	366	77
	11%	13%	10%	12%	10%	10%	12%	12%	11%	12%	13%	14%	12%	10%	11%	15%
Strongly disagree	110	35	57	17	35	36	39	27	83	32	35	9	59	51	93	16
	3%	3%	2%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Sigma	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3449	876	2141	431	749	1496	1203	724	2724	1048	1042	295	1888	1561	3020	429
	86%	84%	87%	85%	86%	88%	85%	85%	87%	86%	84%	83%	85%	87%	87%	82%
TopBox (Strongly agree)			A			F								JK	O	
	1351	353	828	170	286	572	494	293	1059	424	428	106	771	580	1196	155
Low2Box (Somewhat/ Strongly disagree)	34%	34%	34%	34%	33%	33%	35%	34%	34%	35%	35%	30%	35%	32%	34%	30%
													K		O	
LowBox (Strongly disagree)	552	166	311	75	126	211	216	129	423	173	193	59	325	228	460	93
	14%	16%	13%	15%	14%	12%	15%	15%	13%	14%	16%	17%	15%	13%	13%	18%
Mean		B					E				M	M			N	
	110	35	57	17	35	36	39	27	83	32	35	9	59	51	93	16
Std. Dev.	3%	3%	2%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
					E											
Std. Err.	3.2	3.1	3.2	3.2	3.1	3.2	3.2	3.2	3.2	3.2	3.2	3.1	3.2	3.2	3.2	3.1
	0.7	0.8	0.7	0.8	0.8	0.7	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [I am more likely to support Canadian companies through this pandemic.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	1666	353	1078	236	343	744	579	353	1314	539	537	144	962	704	1462	204
	42%	34%	44%	47%	39%	44%	41%	41%	42%	44%	43%	41%	43%	39%	42%	39%
Somewhat agree		A	A	A	D					M	M		M			
	1950	539	1176	235	435	828	687	399	1550	566	584	172	1045	905	1697	252
Somewhat disagree	49%	52%	48%	46%	50%	49%	48%	47%	49%	46%	47%	49%	47%	51%	49%	48%
		BC											IL			
Strongly disagree	322	122	170	30	77	116	129	88	234	95	91	29	169	153	268	54
	8%	12%	7%	6%	9%	7%	9%	10%	7%	8%	7%	8%	8%	9%	8%	10%
Sigma		BC					E	H								N
	63	29	28	6	20	18	25	14	49	21	24	9	37	26	52	11
	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%
		B			E											
	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	3616	892	2254	470	778	1572	1265	752	2864	1105	1121	316	2007	1609	3160	456
	90%	86%	92%	93%	89%	92%	89%	88%	91%	90%	91%	89%	91%	90%	91%	88%
TopBox (Strongly agree)		A	A		DF			G							O	
	1666	353	1078	236	343	744	579	353	1314	539	537	144	962	704	1462	204
Low2Box (Somewhat/ Strongly disagree)	42%	34%	44%	47%	39%	44%	41%	41%	42%	44%	43%	41%	43%	39%	42%	39%
		A	A		D					M	M		M			
LowBox (Strongly disagree)	385	150	198	36	97	134	154	102	283	116	114	38	206	179	320	65
	10%	14%	8%	7%	11%	8%	11%	12%	9%	10%	9%	11%	9%	10%	9%	12%
		BC			E		E	H								N
	63	29	28	6	20	18	25	14	49	21	24	9	37	26	52	11
Mean	2%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	3%	2%	1%	1%	2%
		B			E											
Std. Dev.	3.3	3.2	3.3	3.4	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.2
		A	A		DF								M		O	
Std. Err.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

Most Trusted Brands 2021

Do you agree or disagree with the following statements? [Overall, I trust products and services less today because of the COVID-19 pandemic.]

		Marital Status			Household Size			Children in HH		Pet Owners					Primary Grocery Shopper	
	Total	Single	Married/living with partner	Divorced/separated/widowed	1	2	3+	Yes	No	Cat	Dog	Other	Any Pet (Cat or Dog or Other)	None in the HH	Yourself/Other equally	Others
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	4001	1053	2447	501	876	1701	1424	863	3138	1229	1238	355	2222	1779	3481	520
Base: Weighted	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
Strongly agree	340	123	187	31	64	114	163	101	239	123	117	37	211	129	287	54
	9%	12%	8%	6%	7%	7%	11%	12%	8%	10%	9%	11%	10%	7%	8%	10%
Somewhat agree		BC					DE	H		M	M	M	M			
	1410	375	851	184	333	549	528	338	1072	435	436	112	779	631	1240	170
	35%	36%	35%	36%	38%	32%	37%	40%	34%	36%	35%	32%	35%	35%	36%	33%
					E		E	H								
Somewhat disagree	1853	442	1173	238	390	864	599	335	1518	537	561	155	1001	853	1614	240
	46%	42%	48%	47%	45%	51%	42%	39%	48%	44%	45%	44%	45%	48%	46%	46%
			A			DF			G					I		
Strongly disagree	397	102	241	54	88	180	129	79	318	126	121	49	222	176	339	59
	10%	10%	10%	11%	10%	11%	9%	9%	10%	10%	10%	14%	10%	10%	10%	11%
												IJLM				
Sigma	4001	1042	2452	507	876	1707	1419	854	3147	1221	1235	354	2213	1788	3479	522
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary																
Top2Box (Strongly/ Somewhat agree)	1750	498	1038	215	397	662	691	439	1311	558	553	149	990	760	1527	223
	44%	48%	42%	42%	45%	39%	49%	51%	42%	46%	45%	42%	45%	42%	44%	43%
		BC			E		E	H								
TopBox (Strongly agree)	340	123	187	31	64	114	163	101	239	123	117	37	211	129	287	54
	9%	12%	8%	6%	7%	7%	11%	12%	8%	10%	9%	11%	10%	7%	8%	10%
		BC					DE	H		M	M	M	M			
Low2Box (Somewhat/ Strongly disagree)	2251	544	1415	292	478	1044	728	415	1836	663	682	205	1223	1028	1953	298
	56%	52%	58%	58%	55%	61%	51%	49%	58%	54%	55%	58%	55%	58%	56%	57%
			A	A		DF			G							
LowBox (Strongly disagree)	397	102	241	54	88	180	129	79	318	126	121	49	222	176	339	59
	10%	10%	10%	11%	10%	11%	9%	9%	10%	10%	10%	14%	10%	10%	10%	11%
												IJLM				
Mean	2.4	2.5	2.4	2.4	2.4	2.3	2.5	2.5	2.4	2.5	2.4	2.4	2.4	2.4	2.4	2.4
		BC			E		DE	H								
Std. Dev.	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.8	0.8	0.8	0.8
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C, D/E/F, G/H, I/J/K/L/M, N/O

Minimum Base: 30 (**), Small Base: 100 (*)