

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.]

	Total	Language of Survey		Gender		Age						Region						
		English	French	Male	Female	18-34	35-44	45-54	55-64	65+	25-54	55+	BC	AB	SK/MB	ON	QC	ATL
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: All Respondents	4000	2983	1017	1784	2216	1228	613	702	561	896	2268	1457	463	468	278	1509	996	286
Base: Weighted	4000	3049	951	1938	2062	1105	691	786	542	876	2332	1418	536	424	264	1532	960	284
Strongly agree	401 10%	340 11%	61 6%	190 10%	211 10%	172 16%	96 14%	75 10%	24 4%	33 4%	293 13%	57 4%	48 9%	35 8%	33 13%	178 12%	63 7%	43 15%
Somewhat agree	1276 32%	1034 34%	242 25%	604 31%	672 33%	406 37%	235 34%	252 32%	148 27%	235 27%	790 34%	383 27%	176 33%	125 29%	94 36%	553 36%	246 26%	82 29%
Somewhat disagree	1825 46%	1317 43%	508 53%	895 46%	930 45%	421 38%	271 39%	353 45%	298 55%	482 55%	966 41%	780 55%	234 44%	213 50%	110 42%	638 42%	511 53%	119 42%
Strongly disagree	498 12%	358 12%	141 15%	250 13%	248 12%	106 10%	88 13%	105 13%	72 13%	126 14%	283 12%	198 14%	78 14%	51 12%	27 10%	163 11%	140 15%	40 14%
Sigma	4000 100%	3049 100%	951 100%	1938 100%	2062 100%	1105 100%	691 100%	786 100%	542 100%	876 100%	2332 100%	1418 100%	536 100%	424 100%	264 100%	1532 100%	960 100%	284 100%
Summary																		
Top2Box (Strongly/ Somewhat agree)	1677 42%	1374 45%	303 32%	794 41%	883 43%	578 52%	332 48%	328 42%	171 32%	268 31%	1083 46%	440 31%	225 42%	160 38%	127 48%	731 48%	309 32%	125 44%
TopBox (Strongly agree)	401 10%	340 11%	61 6%	190 10%	211 10%	172 16%	96 14%	75 10%	24 4%	33 4%	293 13%	57 4%	48 9%	35 8%	33 13%	178 12%	63 7%	43 15%
Low2Box (Somewhat/ Strongly disagree)	2323 58%	1675 55%	648 68%	1145 59%	1179 57%	527 48%	359 52%	459 58%	370 68%	608 69%	1249 54%	978 69%	311 58%	264 62%	137 52%	801 52%	651 68%	159 56%
LowBox (Strongly disagree)	498 12%	358 12%	141 15%	250 13%	248 12%	106 10%	88 13%	105 13%	72 13%	126 14%	283 12%	198 14%	78 14%	51 12%	27 10%	163 11%	140 15%	40 14%
Mean	2.4	2.4	2.2	2.4	2.4	2.6	2.5	2.4	2.2	2.2	2.5	2.2	2.4	2.3	2.5	2.5	2.2	2.5
Std. Dev.	0.8	0.8	0.8	0.8	0.8	0.9	0.9	0.8	0.7	0.7	0.9	0.7	0.8	0.8	0.8	0.8	0.8	0.9
Std. Err.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*	*	0.1