PUBLIC POLL FINDINGS AND METHODOLOGY

Reader's Digest Reveals Trusted Brand Winners in the United States for 2022
The Trusted Brand Winners for Home and Family

Topline Findings

Washington, DC, November 4, 2022 – This year's Reader's Digest Trusted Brand® survey, run annually by Ipsos for Reader's Digest, looks at 40 product and service categories to uncover which brands Americans trust most. To be crowned Reader's Digest's Trusted Brand® within its category, a brand had to receive a statistically significant higher number of mentions than any other brand in that category on an open-ended basis.[*] The list of Health and Wellness brand winners were revealed in February of this year, with this release now being updated with the winning brands for Home and Family products. All 2022 winners can be found below.

Home and Family Brands

When asked how important trust is when considering whether to purchase a product within each of the provided home and family categories, consumers say it is most important when purchasing cars and trucks (80%), household cleaning products (74%), and financial/investment/insurance products (72%). Those ages 40-55 (70%) are significantly more likely to say trust is important when purchasing travel items such as airline, cruise, or hotel reservations than other age groups (49% of those 18-22, 65% of those 23-39, 62% of those 56-74, and 60% of those 75+). Nearly 6 in 10 feel trust is important in entertainment products (57%) and 60% feel it is important when purchasing pet products.

In the Home and Family category, Reader's Digest Trusted Brands® for 2022 include:

Cars and Trucks
- Auto Insurance: State Farm
- Passenger cars (excluding trucks): Toyota
- SUV/Crossover: Toyota*

Household Products
- Household Cleaning Product: Lysol
- Laundry Detergent: Tide
- Vacuum Cleaner: Dyson
- Trash bags: Hefty
- Mattress: Serta**
- Coffee maker (single service): Keurig
- Food Storage/Organization: Ziploc

Pet Products
- Pet Food: Purina

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[*] See "About the Study" section for more information on this methodology.

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- Pet Treats: Milk Bone
- Cat Litter: Tidy Cat
- Pet Insurance: Healthy Paws*
- Pet Retailer: Petsmart

Home Improvement Products
- Home Furnishings Retailer: Ashley HomeStore
- Interior Paint: Behr
- Paint Primer: Behr

Travel
- Cruise Line: Carnival Cruise Line
- All-Inclusive Resort: Sandals Resorts

Insurance/Investment Products
- Home Insurance: State Farm
- Retirement/Investment Services: Fidelity

Other
- Streaming Service: Netflix
- Home Security: ADT Security Services
- Wireless provider: Verizon

Health and Wellness Brands

When asked how important trust is when considering whether to purchase a product within each of the provided health and wellness categories, consumers say it is most important when purchasing over-the-counter medications (77%), vitamins/supplements (72%), and personal care products (72%). This is particularly true for women, who are more likely than men to say trust is important when making purchases in these three categories. On the other hand, consumers say trust in a brand is least important when purchasing fitness products (46%), although it is more so important for men than women (50% vs. 43% of women). Across most categories, trust is more likely to be important when considering whether or not to purchase a product for people 40 and older, as well as middle- or higher-income consumers (defined as those with incomes of $50,000+).

In the Health and Wellness category, Reader's Digest Trusted Brands® for 2022 include:

Vitamins/Supplements
- Nutritional Drink/Meal Replacement: Ensure
- Multi-Vitamin: Centrum
- Herbal Supplement: Nature Made

Fitness
- Fitness Trackers: Fitbit
- Workout Apparel: Nike

Personal Care
- Haircare: Pantene

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<u>Over the counter remedies</u>
- Allergy relief: Benadryl[*]
- CBD (cannabidiol): Charlotte's Web[*]
- Cold/Flu Remedy: Nyquil
- Cough Remedy: Robitussin
- Headache/Pain reliever: Tylenol
- Heartburn/Antacid: Tums

<u>Other</u>
- Healthy Cereal: Cheerios
- Health insurance: Blue Cross Blue Shield
- National Pharmacy/Drugstore: CVS Pharmacy

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[*] Indicates a tiebreaker was needed to declare the winner

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About the Study

These are some of the findings of an Ipsos poll conducted between August 13 and September 3, 2021, on behalf of Reader's Digest. For this survey, a sample of 4,000 adults ages 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample was randomly drawn from Ipsos' online panel, partner online panel sources, and "river" sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The initial starting sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.9 percentage points for all respondents. The credibility interval will be wider among subsets of the population. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=4,000, DEFF=1.5, adjusted Confidence Interval=+/- 3.4 percentage points).

Winning brands were determined by absolute vote and confirmed to be significantly different from the other brands in the category. In any category where the winning brand was not significantly different from the other brands, a follow-up question was asked to determine the winner. The highest brand was designated a category winner only if it was statistically significant at the 95 percent confidence level, when compared to the next highest brand. Any categories where the winning brand is not significantly different from the other brands is considered a tie. For any tie, a built-in tiebreaker question was used to determine a winner. In the case of a continued tie, the number of original mentions for each brand were tallied and the one with the most was declared the winner.

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS: F.P. www.ipsos.com