

2022 READER'S DIGEST TRUSTED BRANDS STUDY



	Category	Winner
Health & Wellness	1 Nutritional Drink/Meal Replacement	Ensure (8%)
	2 Multi-Vitamin	Centrum (14%)
	3 Herbal Supplement	Nature Made (4%)
	4 Fitness Trackers	Fitbit (22%)
	5 Workout Apparel	Nike (15%)
	6 Haircare	Pantene (7%)
	7 Allergy relief	Benadryl (11%)*
	8 CBD (cannabidiol)	Charlotte's Web (7%)*
	9 Cold/Flu Remedy	Nyquil (12%)
	10 Cough Remedy	Robitussin (13%)
	11 Headache/Pain reliever	Tylenol (24%)
	12 Heartburn/Antacid	Tums (27%)
	13 Healthy Cereal	Cheerios (16%)
	14 Health insurance	Blue Cross Blue Shield (18%)
	15 National Pharmacy/Drugstore	CVS Pharmacy (33%)
Home & Family	16 Auto Insurance	State Farm (15%)
	17 Passenger cars (excluding trucks)	Toyota (11%)
	18 SUV/Crossover	Toyota (8%)*
	19 Streaming Service	Netflix (31%)
	20 Cruise Line	Carnival Cruise Line (10%)
	21 All-Inclusive Resort	Sandals Resorts (8%)
	22 Home Furnishings Retailer	Ashley HomeStore (9%)
	23 Household Cleaning Product	Lysol (18%)
	24 Laundry Detergent	Tide (43%)
	25 Mattress	Serta (11%)**
	26 Vacuum Cleaner	Dyson (18%)
	27 Trash Bags	Hefty (29%)
	28 Coffee Maker (single serve)	Keurig (31%)
	29 Food Storage/Organization	Ziploc (10%)*
	30 Interior paint	Behr (14%)
	31 Paint Primer	Behr (7%)
	32 Home Insurance	State Farm (14%)
	33 Retirement/Investment Services	Fidelity (10%)
	34 Pet Food	Purina (13%)
	35 Pet Treats	Milk Bone (7%)
	36 Cat Litter	Tidy Cat (9%)
	37 Pet Insurance	Healthy Paws (1%)*
	38 Pet Retailer	Petsmart (19%)
	39 Home Security	ADT Security Services (20%)
	40 Wireless provider	Verizon (24%)

* A tiebreaker was used to declare the winner

**A secondary tiebreaker (as described below) was used to declare the winner

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.