

An Annual Survey of Canada's Most Trusted Brands

By Reader's Digest



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Toronto, ONTARIO -- A Reader's Digest Poll conducted by Ipsos-Reid and released today shows the brands Canadians trust the most.

The poll is conducted annually and involved a mail-out survey during the last quarter of 2002. Respondents are given no prompting as to which brand to choose – instead they write the name of their most trusted brand in a category which is provided. In some cases there are clear winners – in fact, if a brand has received a trust score (percentage) more than three times that of the nearest competitor it is designated a “platinum” winner. In other cases there are ties – this due to the statistical nature of the survey with a margin of error ± 3.1 percent, 19 times out of 20. If one or more brands fall within this margin of error it is deemed to be a tie. Where more than three brands are deemed to be in a statistical tie due solely to margin of error a winner or winners may be determined by the actual write-in vote count.

This year's most trusted brands by Canadians are:

Major Retailer: (tie) Wal-Mart, Sears
Large Household Appliance: (tie) Kenmore, Maytag
Small Kitchen Appliance: Black & Decker
Do-It-Yourself Stores: Home Depot
Paint: Benjamin Moore
Personal Computer: (tie) IBM, Dell
Credit Card: VISA
Bank/Trust Company: (tie) TD Canada Trust, RBC Financial Group
Food Manufacturer: Kraft

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Breakfast Cereal: (Platinum) Kellogg's
Soup: (Platinum) Campbell's
Flour: (Platinum) Robin Hood
Margarine: (Platinum) Becel
Pet Food: (tie) Iams, Purina
Toothpaste: Crest
Shampoo: (tie) Head & Shoulders, Pantene, Herbal Essences
Paper Towel: Bounty
Laundry Detergent: Tide
Automatic Dishwasher Detergent: Cascade
Dishwashing Liquid: (tie) Palmolive, Sunlight
All-Purpose Household Cleaner: Mr. Clean
Vitamins: (tie) Jamieson, Centrum
Cough/Cold Remedy: (tie) Benylin, Buckley's
Stomach Ailment Remedy: Peptol Bismol
Headache/Pain Reliever: Tylenol
Children's Diapers: Pampers
Hair Colouring Product: (tie) Clairol, L'Oreal
Hand/Body Lotion: Vaseline
Facial Skin Care: Oil of Olay
Feminine Hygiene Products: (tie) Always, Tampax
Cosmetics: (tie) Avon, Cover Girl
Passenger Car Manufacturer: General Motors
Pick-up Truck Manufacturer: Ford
Mini/Van Manufacturer: (tie) Chrysler, Ford
Automobile Tire Manufacturer: (tie) Michelin, Goodyear

These are the findings of an Ipsos-Reid poll conducted on behalf of Reader's Digest Magazine (Canada) Ltd. between September 25th and November 7th, 2002. The poll is based on a randomly selected sample of 1,007 adult Canadians who are members of the Ipsos-Reid Canadian Household Panel. The Ipsos-Reid Canadian Household Panel consists of 70,000 pre-screened households consisting of over 140,000 individuals that are a representative sample of the Canadian population. The survey was self-completed and conducted via mail. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-

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groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

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