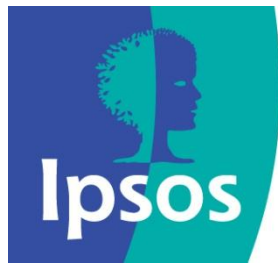


Trust Continues to Play a Major Role in Canadian Consumer Decision-Making

Eight-in-Ten (81%) Canadians Would Pay More Money to Support a Product or Service From a Brand They Trust

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Ipsos Reid

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Toronto, ON – Canadians continue to value trust as a major factor in consumer decision-making with eight-in-ten (81%, 20% strongly agree/61% somewhat agree) Canadians saying they would pay more to support a product or service from a brand they trust, according to a new Ipsos Reid poll conducted on behalf of Reader's Digest. Only one in five (19%, 3% strongly disagree/16% somewhat disagree) disagreed that they would pay more money to support a brand they trust.

Trust continues to play a major role in Canadian's decision-making, with over nine in ten (93%, 38% strongly agree/55% somewhat agree) agreeing that when a product's quality and price are similar, they tend to buy the product from the company they trust more, with only 7% (1% strongly disagree/6% somewhat disagree) disagreeing with this statement. Furthermore, nine in ten (90%, 32% strongly agree/58% somewhat agree) agree that it is important to trust the companies they support, with only 10% disagreeing (1% strongly disagree/9% somewhat disagree).

Once Canadians trust a company, they tend to recommend their products or services. Almost nine in ten (87%, 29% strongly disagree/58% somewhat disagree) report that when they trust a company, they tend to recommend that product or service to my friends and family, with

over one in ten (13%, 2% strongly disagree/11% somewhat disagree) disagreeing with this statement.

The Reader's Digest poll asked Canadians to name the brand they trust most in 38 product categories. Some of the top trusted brands for particular categories include:

<u>Product Category</u>	<u>Most Trusted Brand</u>
Sunscreen	Coppertone
Life Insurance Company	Sun Life Financial
Hybrid Car Manufacturer	Toyota
Passenger Car Manufacturer	Toyota, Ford (tied)
Pharmacy/Drug Store	Shopper's Drug Mart
Coffee Retailer	Tim Hortons
Hair Colour	L'Oréal
Snack Bars	Quaker
Non-Dairy Beverage	Silk
Carbonated Beverage	Coca-Cola
Bank/Trust Company	TD Canada Trust

Canadians were also asked to rate their trust on a list of professions. Professions rated highest in trust are firefighters (78% trust), ambulance drivers/paramedics (72% trust), and nurses (69%). Among some of the least trusted are CEOs (8%), car salespeople (4%), and national politicians (4%).



These are some of the findings of an Ipsos Reid survey conducted between January 3 to 9^h, 2014 on behalf of Reader's Digest. A sample of 2527 Canadians, with an over-sample of 1017 Canadian Families (households with at least one child 18 years and younger) from Ipsos' Canadian online panel were interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the total sample is accurate to within +/-2.2 percentage points had all Canadians been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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