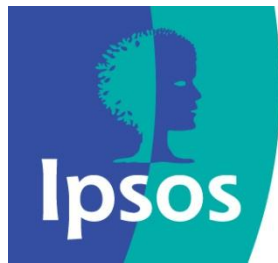# Ipsos Reid and Reader's Digest Release Annual Trusted Brand™ Survey

Canadians Continue to Remain Loyal to Brands They Trust Most

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Ipsos Reid and Reader's Digest Release Annual Trusted Brand™ Survey

Canadians Continue to Remain Loyal to Brands
They Trust Most

Toronto, ON – Canadians are remaining loyal to the brands they trust most. Over nine in ten (92%, 35% strongly agree/57% somewhat agree) say they tend to buy from the company they trust more when quality and price are similar, according to a new Ipsos Reid poll conducted on behalf of Reader's Digest. Less than one in ten disagree (8%, 1% strongly disagree/7% somewhat disagree) they would buy from the company they trust more.

In addition to buying brands they trust more, Canadians also act as ambassadors for the brands they trust. Almost nine in ten (87%, 27% strongly agree/60% somewhat agree) agree they tend to recommend a product or service to friends and family when they trust a company. Only 14% disagree (3% strongly disagree/11% somewhat disagree) they would recommend a product or service when they trust a company.

Canadians and Quebecers reported brands they trust most in over 40 product categories. Some of the winning brands are listed below:

Product Category	Most Trusted Brand
Airline	Air Canada
Quick Service Restaurant	McDonald's
Bottled Water	Nestlé

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Weight Loss Program	Weight Watchers
Sugar Substitute	Splenda
Coffee Retailer	Tim Hortons
Coffee Maker	Keurig
Pharmacy/Drug Store	Shopper's Drug Mart
Cough Syrup	Buckley's
Home Improvement Retailer	Home Depot

Canadians were also asked to rate their trust on a list of professions and industries. Professions rated highest in trust are firefighters (77% trust), ambulance drivers/paramedics (74% trust), and pharmacists (70%). Among some of the least trusted are national politicians (6%), car salespeople (5%) and telemarketers (4%). The top most trusted institutions are medical research (34%), tourism (26%), and airlines (26%). The full list of professions is below, and the full list of institutions is in the data tables on the Ipsos News website:

Profession	**% Rated 6 or 7 (7 – Extremely trustworthy)**
Firefighters	77%
Ambulance drivers /Paramedics	74%
Pharmacists	70%
Nurses	69%

Airline pilots	65%
Doctors	65%
Farmers	58%
Canadian soldiers	58%
Teachers	52%
Veterinarians	51%
Dentists	50%
Police Officers	46%
Judges	42%
Daycare workers	39%
Food Safety Inspectors	37%
Electricians	37%
Psychologists/Counselors	35%
Accountants	34%
Chiropractors	30%
Airport security guards	29%
Plumbers	28%
Church Leaders	24%
Financial Advisors	22%

Journalists	18%
Television and Radio Personalities	17%
Lawyers	16%
Auto mechanics	16%
Airport baggage handlers	12%
CEOs	11%
Local Politicians	6%
Bloggers	6%
National Politicians	6%
Car salespeople	5%
Telemarketers	4%

These are some of the findings of an Ipsos Reid survey conducted between August 26 to September 2, 2014 on behalf of Reader's Digest. A sample of 4026 Canadians, with an over-sample of 1510 Quebec residents 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 of Canada and Quebec 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 Canadian sample is accurate to within +/-1.8 percentage points had all Canadians been surveyed, and the Quebec sample is accurate to within +/-2.9 percentage points had all Quebec

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residents 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.

Winning brands are determined by unprompted, open-ended votes and confirmed to be statistically significant from next brand(s). Any categories where the winning brand is not significantly different from the other brands will be considered a tie. In the Québécois sub-group analysis, product categories will be disqualified when the sample is not large enough (min sample n=100 for winning vote) to project to the population.

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For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: http://www.ipsos-na.com/news-polls/

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