

Ipsos Reid and Reader's Digest Release 2015's Annual Trusted Brand™ Survey

Most Canadians Willing to Pay a Little More to Support a Company They Trust

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Ipsos Reid

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Trusted Brand™ Survey

Most Canadians Willing to Pay a Little More to Support a Company They Trust

Toronto, ON – Reader's Digest and Ipsos Reid are pleased to announce the winners of this year's edition of the Most Trusted Brand™ Survey, making it the 8th installment of the annual survey.

From water to sunscreen, life insurance to car manufacturers, Canadians have identified the brands that they trust the most, and the impact that trust has on their attitudes towards the company and their decision to support it.

The survey found that when Canadians trust a company, the benefits to that company are significant:

- Eight in ten (84%) agree (24% strongly/59% somewhat) that they **pay more attention to companies that they trust** than companies they don't, while 16% disagree (2% strongly/14% somewhat).
- Eight in ten (81%) agree (21% strongly/60% somewhat) that they are willing to **pay a little more money to support a product or service** from a company they trust than a company they don't trust, while just two in ten (19%) disagree (3% strongly/16% somewhat).
- Nearly nine in ten (85%) agree (27% strongly/57% somewhat) that when they trust a company, they **tend to recommend that product or service** to their friends and family, while 15% disagree 3% strongly/12% somewhat).

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- Most (92%) agree (35% strongly/56% somewhat) that when a product or service's quality and price are similar they **tend to buy the product or service from the company they trust more**, while few (8%) disagree (1% strongly/7% somewhat) that they do.

Some of the winning brands are listed below:

<u>Product Category</u>	<u>Most Trusted Brand</u>
Bottled Water	Nestlé
Drug Store	Shoppers Drug Mart
Cough Syrup	Buckley's
Life Insurance Company	Sun Life Financial*
Sunscreen	Coppertone*
Hybrid Car Manufacturer	Toyota*
Passenger Car Manufacturer	Toyota*

*Gold Seal Winner – 5 or more consecutive years winning the category

For a complete listing of the winning brands, please visit trustedbrands.rd.ca.

These are some of the findings of an Ipsos Reid survey conducted between September 4 and 14, 2015 on behalf of Reader's Digest. A sample of 4040 Canadians 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 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. 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. A follow-up survey was conducted where the tied brands were put against each other, prompted, and the winning brand was identified from the runoff. If one brand's votes were statistically significantly higher than the others, it was declared the winner – otherwise it remained a tie.

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