

## **Reader's Digest Announces Results from Canada's Annual Most Trusted Brand™ Survey**

*Report Finds Trust an Important Driver of Purchase Influence and Brand Loyalty with Canadian Consumers*

**Toronto, ON – January 11, 2016** – Today, *Reader's Digest* announces the results of Canada's eighth annual Most Trusted Brand™ Survey confirming that consumers continue to value the importance of trust. The annual study provides evidence that Canadian consumers pay more attention to trusted companies, they tend to buy a brand they trust more over another brand when product quality and price are similar, and they remain loyal to companies they support. Additionally, 81 percent of survey participants say they would be willing to pay a little more money to support a product or service from company they trust.

Approximately 9 out of 10 survey respondents reported that once they trust a company, they tend to act as ambassadors, recommending its products and services to friends and families. "When Canadians love and trust a brand, they become advocates for the brand. Word-of-mouth from a trusted source is one of the most effective forms of product promotion," said Karin Rossi, Publisher Reader's Digest Brands-Canada.

In an independent opinion poll commissioned by Reader's Digest, Ipsos Reid conducted a nationwide online survey of 4,040 Canadians to identify brands they trust. Respondents were asked for their most trusted brand within each category in an open-ended question format. The Most Trusted Brand™ status is awarded to top brands across 40 product categories. Some of the 2016 winning brands include:

- **Bottled Water:** Nestlé
- **Cough Syrup:** Buckley's
- **Cold Sore Remedy:** Abreva
- **Cold and Flu Reliever:** Tylenol
- **Drug Store:** Shoppers Drug Mart
- **Interior Paint:** Behr
- **Weight Loss Program:** Weight Watchers

*Reader's Digest* recognizes brands that have won Most Trusted Brand™ status in the same category for five or more consecutive years by awarding them with a distinctive gold seal. Some of the 2016 gold winners include:

- **Life Insurance Company:** Sun Life Financial (7 years)
- **Sunscreen:** Coppertone (7 years)
- **Hybrid Car Manufacturer:** Toyota (6 years)
- **Passenger Car Manufacturer:** Toyota (8 years)
- **Bank/Trust Company:** TD Canada Trust (5 years)
- **Vitamin:** Jamieson (6 years)

The full list of the Trusted Brand™ winners is published online at [trustedbrands.rd.ca](http://trustedbrands.rd.ca).

Trust is an integral facet of the *Reader's Digest* brand. An ambassador for the importance of trust, *Reader's Digest* first launched the Most Trusted Brand™ survey in Asia in 2000 and has since grown into a global initiative.

### **About the Survey**

In an independent opinion poll, commissioned by Reader's Digest, Ipsos Reid conducted an online survey of 4,040 Canadian adults. Results were weighted to census data to be representative of the population. Using a credibility interval, the overall results are considered accurate to within +/-1.8 percentage points, 19 times out of 20, of what the results would be had the entire population of adults been polled.

### **About Reader's Digest Magazines Ltd.**

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