

## Executive Summary

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CAA (Canadian Automobile Association) came out on top once again as the most trusted brand in Canada in 2022, with Band-Aid in second position and Costco tied with Home Hardware and Lego taking the third spot. Rounding out [the top 10 most trusted brands](#) are: Bose, tied with President's Choice, Dyson tied with Interac and Shoppers, and MEC.

Our index highlights the notion that Canadians have an acute awareness of whether a brand is truly responsive to the needs of both their consumers and employees. Canadians are willing to vote with their wallets if they feel that a brand's values do not align with their own.

An example of this is [a steady decline in trust in some global technology brands](#), including Amazon, Google, Microsoft and Apple. Over the years, these brands have seen a steep decline in trust, with this trend strengthening during the pandemic. The personalities associated with tech giants, as reflected by their founders or leaders, also play a role in how Canadians view and trust these brands.

The Gustavson Brand Trust Index highlights that [trust in information sources is at record lows in 2022](#), while traditional media continue to be more trusted as an information source than social media outlets and search engines.

# Canadian Automobile Association remains Canada's most trusted brand while trust is eroding in dominant **tech businesses**

- ❖ **A&W's** focus on packaging innovations that reduce waste, sustainable food practices, water and energy conservation, and giving back to the communities they serve has been paying off.
- ❖ **Packaged food brands** experienced eroding trust in 2022 after a surge in demand last year as a result of home seclusion and pantry loading.
- ❖ Trust in Canadian airlines is eroding. **Air Canada** and **Porter Air** benefitted from the initial, short-lived optimism in the early pandemic, while **WestJet's** scores have slowly but surely declined since 2018.
- ❖ **Spotify** is losing ground with young Canadians hot on the heels of the Joe Rogan controversy.
- ❖ **Costco** continues to lead the pack with the highest score, while **Uber** is at the bottom of the list, on perceptions of employee treatment.
- ❖ **Keurig** lost trust following misleading claims on recycling of its K-CUPS.