

Executive Summary

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.