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Brand Trust Rank 2022	Brand Trust Rank 2021	Brand Trust Rank 2020	Brand Trust Rank 2019	Brand Trust Rank 2018	Brand Trust Rank 2017	Brand Trust Rank 2016	Brand Name	Category	Brand Authenticity Rank 2022	Brand Ability Rank 2022	Brand Affinity Rank 2022	Brand Advocacy Rank 2022
12	30	23	29	62	97	65	A&W	Restaurant s/ Takeout	31	43	15	37
193	245	n/a	n/a	n/a	n/a	n/a	Absolut Vodka	Alcohol	287	186	241	194
270	197	239	193	183	161	169	Acer	Electronics & AV Equipment	360	248	265	231
76	82	39	64	45	93	122	Activia	Dairy Products and Alternatives	73	71	178	93
148	125	102	102	145	86	106	Adidas	Sportswear	192	71	111	74
174	179	92	102	78	103	n/a	Adobe	Technology /Software	192	81	111	129
76	82	61	102	n/a	n/a	n/a	Advil	Health Care & Nutrition	159	35	111	17
57	47	187	15	48	25	20	Agropur	Dairy Products and Alternatives	12	71	78	93
375	356	317	279	280	195	262	Air Canada	Transportation	234	375	384	319



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370	364	293	264	272	235	179	Air Transat	Transportation	383	384	371	356
334	310	298	273	252	272	231	Air Wick	Household Care	368	333	350	337
363	348	333	264	257	214	244	Airbnb	Hotels	159	291	350	271
340	330	277	279	241	235	258	Alamo/National	Automotive Rental	391	364	350	337
174	98	79	47	75	78	51	Alexander Keith's	Alcohol	192	196	207	171
358	293	177	15	28	18	54	Amazon	E-commerce	394	90	111	120
392	383	327	302	292	280	n/a	American Airlines	Transportation	399	399	392	394
290	287	265	102	102	98	86	American Express	Financial Services	303	326	154	337
174	58	92	79	81	16	50	Apple	Electronics & AV Equipment	262	35	92	93
352	342	317	292	276	270	246	Aquafina	Beverages	303	356	371	352
174	153	129	n/a	n/a	n/a	n/a	Arc'teryx	Apparel and Footwear Retailers	96	122	154	145



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30	30	n/a	n/a	n/a	n/a	n/a	Arm and Hammer	Household Care	47	28	111	30
216	153	162	193	164	153	72	Asus	Electronics & AV Equipment	317	157	178	137
148	153	149	102	120	132	118	Audi	Automotive	234	81	134	222
290	269	200	247	227	143	195	Avis/Budget Rent a Car	Automotive Rental	262	315	207	280
235	330	277	268	238	232	167	Aviva Insurance	Insurance	116	315	111	314
235	214	218	167	n/a	n/a	n/a	Bacardi	Alcohol	352	215	265	222
114	125	n/a	n/a	n/a	n/a	n/a	Baileys Irish Cream	Alcohol	287	64	207	64
2	19	9	6	16	54	9	Band-Aid	Personal & Beauty Care	63	2	32	1
193	98	218	n/a	n/a	n/a	n/a	Bayer	Health Care & Nutrition	159	122	265	153
148	125	162	167	n/a	n/a	n/a	Becel	Dairy Products and	82	142	207	185



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								Alternative s				
225	245	n/a	n/a	n/a	n/a	n/a	Bed Bath & Beyond	Home, Office and Garden Retailers	192	261	154	240
386	380	339	308	316	290	274	Bell Canada	Telecoms/Cable/Digital	55	364	390	379
174	66	n/a	n/a	n/a	n/a	n/a	Ben & Jerry's	Dairy Products and Alternatives	176	142	207	74
102	179	129	183	110	176	164	Best Buy	E-commerce	159	90	40	64
66	125	92	64	58	80	37	Best Western	Hotels	104	171	24	137
76	153	n/a	n/a	n/a	n/a	n/a	Black+Decker	Small Appliances	192	107	178	104
43	58	117	79	115	64	n/a	Blue Cross	Insurance	23	157	19	153
86	153	162	153	145	116	85	BMO	Financial Services	31	226	15	247



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193	125	70	79	64	86	59	BMW / MINI	Automotive	360	122	111	256
334	257	265	236	223	170	142	Booking.com	Travel	262	291	286	266
76	58	n/a	n/a	n/a	n/a	n/a	Bosch	Major Appliances	131	28	63	64
6	30	9	41	n/a	n/a	n/a	Bose	Electronics & AV Equipment	262	1	32	6
250	82	200	222	164	171	145	Boston Pizza	Restaurant s/ Takeout	104	277	111	185
30	n/a	n/a	n/a	n/a	n/a	n/a	Bounty Bathroom Tissue	Personal & Beauty Care	146	19	154	12
131	98	n/a	n/a	n/a	n/a	n/a	Braun	Small Appliances	219	107	178	129
216	153	129	136	n/a	n/a	n/a	Breyers	Dairy Products and Alternatives	159	186	265	137
270	230	n/a	n/a	n/a	n/a	n/a	British Airways	Transportation	329	277	154	266
131	n/a	n/a	n/a	n/a	n/a	n/a	Bubly	Soft Drinks	176	122	178	214



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270	287	218	136	216	222	102	Budweiser	Alcohol	262	304	303	346
352	329	306	285	278	279	249	Burger King	Restaurant s/ Takeout	373	369	340	362
86	153	102	124	124	182	74	Cadbury	Confectionery & Snacks	219	71	134	35
20	22	33	74	42	72	67	Campbell's Soup	Packaged Food	82	41	92	37
57	82	102	136	75	118	34	Canada Dry	Beverages	131	64	154	30
290	305	239	n/a	n/a	n/a	n/a	Canada Goose	Apparel and Footwear Retailers	234	186	286	256
193	257	239	247	211	186	179	Canada Life	Insurance	73	277	92	287
27	30	79	136	91	204	240	Canada Post	Delivery Services	9	142	32	53
1	1	1	2	1	2	n/a	Canadian Automobile Association (CAA/	Insurance	5	4	1	4



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							BCAA / AMA)					
14	10	7	10	20	32	25	Canadian Tire	Home, Office and Garden Retailers	2	35	15	8
27	98	33	36	34	52	6	Canon	Electronics & AV Equipment	234	12	78	30
250	214	177	136	n/a	n/a	n/a	Captain Morgan	Alcohol	352	226	329	247
316	257	218	222	164	163	163	Carlson Wagonlit	Travel	303	350	207	362
131	140	129	153	149	145	140	Cascade Detergent	Household Care	159	107	178	116
66	n/a	n/a	n/a	n/a	n/a	n/a	Cashmere Bathroom Tissue	Personal & Beauty Care	116	43	134	84
131	82	16	15	6	16	76	CBC / Radio Canada	Media	5	157	111	171
114	153	n/a	n/a	n/a	n/a	n/a	Centrum	Health Care & Nutrition	82	122	154	171



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148	179	129	183	102	146	86	Choice Hotels	Hotels	104	277	92	202
225	125	129	167	162	128	73	CIBC	Financial Services	31	304	52	302
114	82	79	79	105	119	n/a	Cineplex	Entertainment	131	142	52	53
43	40	51	29	14	9	n/a	Cirque du Soleil	Entertainment	82	35	63	37
193	153	200	167	n/a	n/a	n/a	Clorox	Household Care	368	171	340	120
225	245	257	167	238	267	211	Coca-Cola	Beverages	176	107	241	214
174	113	51	36	46	126	43	Colgate	Personal & Beauty Care	176	107	286	84
14	30	33	10	22	28	9	Columbia Sportswear	Sportswear	40	7	24	23
76	82	70	102	98	80	134	Compliments	Packaged Food	73	107	134	64
310	293	n/a	n/a	n/a	n/a	n/a	Conair	Small Appliances	303	315	303	271
290	269	218	213	217	202	193	Converse	Sportswear	352	261	329	287
193	197	200	136	n/a	n/a	n/a	Coppertone	Health Care & Nutrition	159	142	134	202





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250	310	200	213	195	181	200	Corona	Alcohol	303	236	241	202
3	6	3	3	3	3	3	Costco	Grocery Stores	31	7	2	6
174	230	228	258	234	260	226	Couche-Tard/Mac's/Daisy Mart	Grocery Stores	146	268	92	222
396	387	336	n/a	n/a	n/a	n/a	Craigslist	E-commerce	329	396	394	393
300	326	n/a	n/a	n/a	n/a	n/a	Crave TV	Entertainment	234	277	286	287
43	82	61	47	93	93	110	Crest	Personal & Beauty Care	89	12	92	37
66	66	79	102	n/a	n/a	n/a	Crown Royal	Alcohol	303	107	154	129
43	40	51	n/a	n/a	n/a	n/a	Croyola	Toys and Games	146	28	111	14
148	66	79	55	71	46	93	CTV	Media	14	215	178	171
43	66	n/a	n/a	n/a	n/a	n/a	Cuisinart	Small Appliances	219	19	134	35
193	179	162	193	171	198	76	Dairy Queen	Restaurant s/ Takeout	219	215	111	129



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250	269	265	247	206	263	219	Danby	Major Appliances	219	291	265	256
131	179	102	153	177	178	126	Dare Foods	Packaged Food	234	226	207	129
370	354	310	291	279	273	253	Dasani	Beverages	360	375	379	382
43	22	39	36	12	32	7	DAVIDsTEA	Coffee / Tea	24	71	24	104
270	257	187	193	238	242	201	Delissio	Packaged Food	287	291	303	271
114	153	117	124	121	126	154	Dell	Electronics & AV Equipment	234	107	111	165
370	364	324	296	290	266	n/a	Delta Airline	Transportation	379	372	371	376
66	113	51	41	90	50	116	Delta Hotels	Hotels	131	157	24	120
76	125	149	92	201	154	97	Dempster's Bakery	Packaged Food	89	90	134	93
250	197	257	230	221	n/a	n/a	Dentyne Gum	Confectionery & Snacks	303	291	303	214
270	305	306	222	253	207	152	Desjardins Insurance	Insurance	47	304	207	332



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114	113	n/a	n/a	n/a	n/a	n/a	Deutsche Lufthansa AG	Transportation	317	196	63	202
193	140	92	64	60	42	n/a	Disney	Entertainment	131	53	78	104
386	375	n/a	n/a	n/a	n/a	n/a	Dollar Store	Home, Office and Garden Retailers	388	393	388	356
350	356	n/a	n/a	n/a	n/a	n/a	Dollar Tree	Home, Office and Garden Retailers	373	364	340	240
382	369	306	290	257	240	260	Dollar/Thrifty Car Rental	Automotive Rental	373	391	376	388
358	354	310	298	274	282	264	Dollarama	Home, Office and Garden Retailers	383	356	364	165
334	269	239	236	241	231	230	Domino's Pizza	Restaurants/ Takeout	287	333	286	287
389	369	n/a	n/a	n/a	n/a	n/a	DoorDash	Delivery Services	379	385	386	386



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30	13	16	15	29	15	29	Dove	Personal & Beauty Care	20	43	45	30
193	230	162	136	180	192	159	Downy Fabric Softener	Household Care	303	186	286	185
8	2	4	n/a	n/a	n/a	n/a	Dyson	Major Appliances	96	3	52	37
340	322	293	264	249	252	n/a	EA Games	Toys and Games	329	291	340	302
363	348	301	264	248	208	214	eBay	E-commerce	352	352	364	346
340	335	n/a	n/a	n/a	n/a	n/a	Edward Jones	Financial Services	192	356	241	376
270	257	n/a	n/a	n/a	n/a	n/a	Emirates Airlines	Transportation	352	196	92	247
235	197	117	183	124	123	156	Enterprise Rent-A-Car	Automotive Rental	317	261	111	222
300	310	228	213	232	210	242	ESSO	Gas Stations	329	248	340	231
250	287	228	213	164	168	82	Estee Lauder	Personal & Beauty Care	339	236	241	287



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216	269	n/a	n/a	n/a	n/a	n/a	Etsy	E-commerce	63	236	92	194
310	269	289	247	198	254	204	Evian	Beverages	287	341	340	325
316	269	265	230	121	132	159	Expedia	Travel	339	277	329	256
402	390	343	342	294	287	266	Facebook	Media	401	402	402	400
43	13	23	6	4	4	8	Fairmont Hotels & Resorts	Hotels	96	81	5	53
270	305	239	222	224	227	181	Febreze	Household Care	339	226	303	194
43	40	70	41	30	19	62	FedEx	Delivery Services	262	122	32	93
352	310	301	285	265	269	254	Fiat	Automotive	339	364	350	375
225	257	n/a	n/a	n/a	n/a	n/a	Fidelity Investments	Financial Services	146	304	78	325
334	342	317	282	243	258	232	Fido	Telecoms/Cable/Digital	192	352	303	352
102	98	228	153	198	165	113	Finish Detergent	Household Care	234	81	207	58
66	22	51	n/a	n/a	n/a	n/a	Fisher Price	Toys and Games	192	53	92	58



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148	125	n/a	n/a	n/a	n/a	n/a	Fitbit	Electronics & AV Equipment	55	43	154	145
370	330	301	273	198	255	239	Flight Centre	Travel	360	385	369	383
270	230	177	183	203	168	159	Folgers Coffee	Coffee / Tea	262	347	350	325
300	293	252	236	174	174	164	Ford	Automotive	89	277	241	319
86	22	79	47	35	23	n/a	Four Seasons Hotels & Resorts	Hotels	176	157	32	153
148	179	162	183	184	89	132	Frigidaire	Major Appliances	234	157	265	171
250	269	187	222	186	195	186	Gain Detergent	Household Care	262	248	329	280
316	310	252	n/a	n/a	n/a	n/a	GAP	Apparel and Footwear Retailers	317	326	303	302
316	293	239	236	209	248	184	Gatorade	Beverages	339	291	350	287
174	113	129	74	88	108	105	GE	Major Appliances	176	122	178	165



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330	342	301	298	228	262	218	General Motors	Automotive	262	291	329	335
131	140	79	29	88	75	51	Gillette	Personal & Beauty Care	262	64	241	84
250	58	149	79	74	53	26	Global TV	Media	24	291	286	240
250	179	149	102	177	58	150	Globe and Mail	Media	104	277	303	280
316	257	n/a	n/a	n/a	n/a	n/a	GNC	Health and Beauty Retailers	89	304	241	365
174	153	n/a	n/a	n/a	n/a	n/a	Goodfood	Delivery Services	47	90	32	256
350	257	293	230	39	20	26	Google	Technology /Software	116	43	369	93
235	179	n/a	n/a	n/a	n/a	n/a	GoPro	Electronics & AV Equipment	287	142	286	222
216	245	187	183	218	115	164	Great-West Life	Insurance	82	277	92	271
193	230	252	230	234	188	n/a	Green Shield	Insurance	55	268	63	298



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86	n/a	n/a	n/a	n/a	n/a	n/a	Guardian/ I.D.A./Re medy's RX	Health and Beauty Retailers	31	226	45	214
363	345	313	n/a	n/a	n/a	n/a	H&M	Apparel and Footwear Retailers	360	372	360	346
340	269	n/a	n/a	n/a	n/a	n/a	H&R Block	Financial Services	234	369	207	379
43	66	33	74	n/a	n/a	n/a	Häagen- Dazs	Dairy Products and Alternative s	234	43	134	8
86	140	n/a	n/a	n/a	n/a	n/a	Halls	Health Care & Nutrition	146	122	207	74
148	179	n/a	n/a	n/a	n/a	n/a	Hamilton Beach	Small Appliances	234	142	154	137
193	230	102	124	79	91	n/a	Harley Davidson	Automotive	391	261	207	332
235	125	200	n/a	n/a	n/a	n/a	Hasbro	Toys and Games	219	196	178	171
216	98	187	153	97	85	118	Heineken	Alcohol	287	236	286	266





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174	153	92	183	61	147	130	Heinz	Packaged Food	234	90	154	84
174	197	n/a	n/a	n/a	n/a	n/a	HelloFresh	Delivery Services	63	196	78	302
102	197	162	74	85	147	140	Hershey's	Confectionery & Snacks	234	122	178	104
290	293	257	230	186	182	227	Hertz Car Rental	Automotive Rental	339	341	286	335
30	66	23	79	52	142	n/a	High Liner	Packaged Food	146	71	178	46
114	179	117	79	37	89	100	Hilton Hotels	Hotels	192	186	32	153
148	98	61	47	50	24	57	Holiday Inn	Hotels	192	248	52	171
12	13	5	4	8	37	13	Home Depot	Home, Office and Garden Retailers	31	43	14	20
3	7	9	4	22	12	4	Home Hardware	Home, Office and Garden Retailers	16	53	7	20



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193	153	n/a	n/a	n/a	n/a	n/a	HomeSense	Home, Office and Garden Retailers	192	226	111	137
14	40	61	36	19	26	14	Honda	Automotive	73	6	24	27
131	125	n/a	n/a	n/a	n/a	n/a	Honeywell	Small Appliances	131	171	178	153
352	310	277	268	253	229	237	Hotels.com	Travel	262	326	350	302
148	125	129	79	66	107	132	HP	Electronics & AV Equipment	192	107	134	104
340	345	289	236	n/a	n/a	n/a	HSBC	Financial Services	192	356	303	369
400	391	342	341	281	n/a	n/a	Huawei	Electronics & AV Equipment	402	400	398	402
86	214	23	47	56	40	66	Hudson's Bay	Apparel and Footwear Retailers	116	157	63	120



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76	n/a	n/a	n/a	n/a	n/a	n/a	Huggies	Personal & Beauty Care	234	90	178	171
316	335	277	273	273	274	255	Husky Oil	Gas Stations	303	326	303	319
174	230	200	193	148	167	134	Hyundai	Automotive	104	215	78	231
102	140	102	102	118	80	n/a	IBM	Technology /Software	192	90	111	222
66	66	39	47	79	67	44	IGA	Grocery Stores	16	186	45	120
14	13	39	15	5	5	22	IKEA	Home, Office and Garden Retailers	40	19	3	12
114	153	129	79	115	58	n/a	IMAX	Entertainment	192	71	134	104
30	10	33	12	26	6	59	Indigo / Chapters	Home, Office and Garden Retailers	47	53	7	30
398	385	334	307	283	275	263	Instagram	Media	394	385	399	391



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225	245	257	247	253	182	162	Intact Insurance	Insurance	96	291	111	298
57	66	79	124	93	103	n/a	Intel	Technology /Software	219	19	52	74
8	4	16	9	12	8	11	Interac	Financial Services	55	28	7	17
290	322	298	261	136	98	n/a	iTunes	Entertainment	262	248	265	287
57	13	51	136	142	64	n/a	Jamieson	Health Care & Nutrition	24	53	63	64
290	269	298	247	195	171	169	Johnson's Baby Powder	Personal & Beauty Care	116	196	265	222
340	335	293	268	245	247	232	Kayak	Travel	287	341	360	337
270	19	102	74	50	69	47	Kellogg's	Packaged Food	104	122	178	84
193	230	117	213	186	151	32	Kenmore Appliances	Major Appliances	234	196	241	185
300	113	200	247	158	193	n/a	Keurig	Coffee / Tea	352	215	207	271
383	377	322	293	285	304	270	KFC	Restaurant s/ Takeout	393	388	379	374
310	293	200	207	213	178	158	Kia	Automotive	234	304	286	343



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30	22	23	24	26	11	22	Kicking Horse Coffee	Coffee / Tea	16	41	52	93
362	326	293	n/a	n/a	n/a	n/a	Kijiji	E-commerce	116	333	340	231
250	140	149	167	93	139	169	Kit Kat	Confectionery & Snacks	339	171	241	64
27	98	9	12	36	32	37	Kleenex	Personal & Beauty Care	89	28	92	5
86	197	149	153	126	132	86	Knorr	Packaged Food	131	90	154	58
270	305	306	261	270	225	250	Koodo Mobile	Telecoms/Cable/Digital	176	268	134	319
114	66	79	92	113	114	111	Kraft Foods	Packaged Food	159	90	134	93
328	330	n/a	n/a	n/a	n/a	n/a	La Croix Sparkling Water	Beverages	262	315	286	337
310	326	239	n/a	n/a	n/a	n/a	La Senza	Apparel and Footwear Retailers	360	341	303	298



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114	214	149	102	110	132	93	Labatt	Alcohol	96	226	207	256
76	10	70	64	43	49	67	Lactalis Canada (formerly Parmalat)	Dairy Products and Alternatives	63	107	111	74
30	30	51	41	72	91	17	Laura Secord	Confectionery & Snacks	131	53	52	37
235	197	162	167	168	138	127	Lay's Potato Chips	Confectionery & Snacks	329	226	303	145
3	3	9	n/a	n/a	n/a	n/a	Lego	Toys and Games	96	4	24	2
250	245	149	247	162	164	186	Lenovo	Electronics & AV Equipment	339	196	265	222
363	356	313	298	n/a	n/a	n/a	Leon's/The Brick	Home, Office and Garden Retailers	287	375	371	362
102	98	61	92	63	111	30	LG	Electronics & AV Equipment	131	19	78	58



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30	19	79	24	n/a	n/a	n/a	Liberté	Dairy Products and Alternatives	47	35	63	46
43	22	23	29	24	28	37	Lindt / Lindor	Confectionery & Snacks	219	12	92	3
148	82	177	222	156	123	56	Lipton	Coffee / Tea	104	171	207	145
334	293	277	279	245	n/a	n/a	Little Caesars	Restaurants / Takeout	303	350	303	287
30	125	200	102	213	41	40	Loblaws	Grocery Stores	20	71	19	46
148	214	265	n/a	n/a	n/a	n/a	London Life	Insurance	63	277	78	314
290	257	239	222	131	225	153	L'Oreal Paris	Personal & Beauty Care	339	248	265	280
250	245	239	193	259	198	211	Lululemon Athletica	Sportswear	63	142	178	266



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14	47	14	55	n/a	n/a	n/a	Lush	Health and Beauty Retailers	2	43	15	129
383	378	332	n/a	n/a	n/a	n/a	Lyft	Transportation	373	375	379	387
102	47	92	136	152	157	169	Lysol	Household Care	192	43	207	27
235	82	177	47	92	66	71	Macleans Magazine	Media	116	304	329	302
174	197	228	207	170	101	124	Manulife	Insurance	73	268	78	256
193	153	162	167	181	178	137	Maple Leaf Foods	Packaged Food	82	171	178	153
57	40	39	24	n/a	n/a	n/a	Mark's Work Warehouse	Apparel and Footwear Retailers	116	157	78	104
30	40	51	15	9	31	19	Marriott Hotels	Hotels	146	81	7	53
193	140	228	193	192	186	117	Mars Bar	Confectionery & Snacks	329	196	265	145
66	58	51	79	55	56	18	MasterCard	Financial Services	146	122	19	93





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235	269	187	n/a	n/a	n/a	n/a	Mattel (Barbie)	Toys and Games	317	196	265	194
270	245	162	153	145	195	100	Maxwell House	Coffee / Tea	219	315	265	319
270	179	117	136	159	156	139	Mazda	Automotive	317	215	207	280
131	179	102	124	126	71	156	McCain Foods	Packaged Food	159	107	241	116
225	197	265	207	181	177	n/a	McCormick Spices	Packaged Food	146	268	265	287
270	197	228	236	204	233	204	McDonald's	Restaurants/ Takeout	96	268	207	280
8	7	1	1	2	1	1	MEC (Mountain Equipment Co-op)	Apparel and Footwear Retailers	1	12	7	20
114	98	70	64	24	55	53	Mercedes-Benz	Automotive	339	90	78	256
20	58	23	55	72	n/a	n/a	Metro (Grocery Stores)	Grocery Stores	7	64	7	46
193	113	162	136	n/a	n/a	n/a	Michaels	Home, Office and	176	248	134	137



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								Garden Retailers				
114	98	102	102	15	38	74	Microsoft	Technology /Software	73	19	63	64
148	214	149	193	152	162	90	Minute Maid	Beverages	159	196	265	145
316	293	277	153	219	218	225	Mitsubishi Motors	Automotive	287	326	265	346
270	153	239	167	139	139	144	Molson/Coors	Alcohol	192	277	265	309
235	197	228	207	249	n/a	n/a	Montana's BBQ & Bar	Restaurant s/ Takeout	192	333	154	271
193	179	129	193	109	193	197	Nabob Coffee	Coffee / Tea	116	236	241	247
290	257	257	207	230	171	137	National Bank of Canada	Financial Services	104	333	178	356
358	335	277	258	228	242	221	National Post	Media	159	352	360	369
250	257	200	136	215	200	190	Nescafe Drinks	Coffee / Tea	262	261	329	287
235	214	187	167	197	191	201	Nespresso	Coffee / Tea	219	186	178	256



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270	269	252	236	192	259	203	Nestea	Beverages	262	268	329	247
375	375	322	285	271	277	244	Nestlé Life	Beverages	234	347	376	356
86	197	129	167	105	45	129	NETFLIX	Entertainment	219	10	111	37
148	47	117	124	n/a	n/a	n/a	New Balance	Sportswear	234	90	154	120
310	305	n/a	n/a	n/a	n/a	n/a	Nicorette	Health Care & Nutrition	234	315	303	365
316	197	228	136	190	158	167	Nike	Sportswear	234	81	303	145
193	153	129	153	n/a	n/a	n/a	Nintendo	Toys and Games	339	90	265	202
131	214	187	153	141	108	78	Nissan	Automotive	176	142	134	231
290	245	200	213	219	228	n/a	Nokia	Electronics & AV Equipment	317	248	303	302
43	140	n/a	n/a	n/a	n/a	n/a	Ocean Spray	Beverages	55	43	111	64
216	153	218	92	131	132	123	Olay	Personal & Beauty Care	146	196	265	194
114	153	162	193	161	204	174	Old Dutch Foods	Confectionery & Snacks	219	196	154	120



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20	30	n/a	n/a	n/a	n/a	n/a	Oral-B	Personal & Beauty Care	73	12	45	8
148	82	102	183	134	166	118	Orville Redenbacher	Confectionery & Snacks	262	122	207	84
114	40	61	102	133	108	44	Palmolive	Household Care	176	90	241	104
86	125	61	64	69	100	n/a	Pampers	Personal & Beauty Care	234	81	178	153
300	257	n/a	n/a	n/a	n/a	n/a	Panago	Restaurants/ Takeout	234	341	265	314
131	98	129	92	115	103	80	Panasonic	Major Appliances	317	64	154	104
20	47	39	n/a	n/a	n/a	n/a	Patagonia	Apparel and Footwear Retailers	14	53	40	84
174	179	149	55	108	70	36	PayPal	Financial Services	262	157	78	171
86	n/a	n/a	n/a	n/a	n/a	n/a	PC Financials	Financial Services	55	171	24	185
300	269	252	213	237	200	176	Pepsi	Beverages	287	236	340	271



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250	n/a	n/a	n/a	n/a	n/a	n/a	Perrier	Soft Drinks	317	248	340	231
102	140	92	55	129	212	150	Petro-Canada	Gas Stations	55	107	40	74
148	n/a	n/a	n/a	n/a	n/a	n/a	Pharmasave	Health and Beauty Retailers	40	236	63	231
148	245	149	153	159	122	n/a	Philips	Small Appliances	131	122	178	137
300	287	257	230	190	251	197	Pizza Hut	Restaurants/ Takeout	176	291	241	280
316	310	277	273	267	n/a	n/a	PizzaPizza	Restaurants/ Takeout	262	356	286	325
216	179	187	n/a	n/a	n/a	n/a	Playstation	Toys and Games	368	107	207	202
235	310	200	124	82	79	80	Porter Air	Transportation	317	315	207	271
6	4	14	12	40	7	1	President's Choice	Packaged Food	9	9	7	14
174	214	n/a	n/a	n/a	n/a	n/a	Proctor Silex	Small Appliances	262	196	241	202
225	214	200	213	224	203	134	Puma	Sportswear	234	196	178	185
102	125	n/a	n/a	n/a	n/a	n/a	Purell	Household Care	104	122	154	58



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270	n/a	n/a	n/a	n/a	n/a	n/a	Purex Bathroom Tissue	Personal & Beauty Care	131	196	286	214
250	153	187	193	211	174	103	Purex Laundry Detergent	Household Care	234	236	303	185
66	66	70	24	38	77	42	Purolator	Delivery Services	192	157	52	120
43	7	23	41	43	61	28	Quaker Oats	Packaged Food	45	53	178	23
316	330	n/a	n/a	n/a	n/a	n/a	Questrade	Financial Services	262	304	241	319
370	369	n/a	n/a	n/a	n/a	n/a	Raymond James	Financial Services	317	388	364	391
43	82	70	55	98	116	154	RBC	Financial Services	16	171	5	185
375	356	327	301	284	284	273	Red Bull	Beverages	383	375	371	395
102	n/a	n/a	n/a	n/a	n/a	n/a	Red Rose Tea	Coffee / Tea	176	196	241	165
174	214	200	64	175	149	145	Reebok	Sportswear	234	171	241	202
330	230	n/a	n/a	n/a	n/a	n/a	Remington	Small Appliances	303	315	303	325



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57	66	n/a	n/a	n/a	n/a	n/a	Rexall	Health and Beauty Retailers	31	186	45	171
148	153	177	167	136	n/a	n/a	Ritz Crackers	Confectionery & Snacks	262	142	241	84
388	356	324	304	290	289	271	Rogers Communications	Telecoms/Cable/Digital	131	375	391	385
193	153	187	n/a	n/a	n/a	n/a	Rolaids	Health Care & Nutrition	219	215	207	194
86	47	102	92	31	36	24	Rona / Lowe's Canada	Home, Office and Garden Retailers	63	157	52	74
76	47	33	24	46	21	41	Roots Canada	Apparel and Footwear Retailers	55	142	111	129
20	n/a	n/a	n/a	n/a	n/a	n/a	Royale Bathroom Tissue	Personal & Beauty Care	63	28	92	23
86	125	129	167	189	80	103	Safeway	Grocery Stores	45	196	40	120



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86	66	92	102	53	218	15	Samsung	Electronics & AV Equipment	262	19	92	64
43	82	117	79	69	120	67	Saputo	Dairy Products and Alternatives	47	35	63	58
225	82	162	92	152	137	148	SC Johnson	Household Care	192	107	286	171
114	153	177	153	175	217	128	Schneider's Meats	Packaged Food	116	122	134	171
131	197	n/a	n/a	n/a	n/a	n/a	Scotchbrite	Household Care	287	142	207	153
148	98	149	102	102	102	93	Scotiabank	Financial Services	31	261	63	287
20	n/a	n/a	n/a	n/a	n/a	n/a	Scotties Facial Tissue	Personal & Beauty Care	73	19	92	14
270	214	177	n/a	n/a	n/a	n/a	Seagram's	Alcohol	329	315	329	325
131	113	129	124	n/a	n/a	n/a	Second Cup Coffee Co.	Restaurant s/ Takeout	116	248	92	247





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76	47	51	n/a	n/a	n/a	n/a	Sensodyne	Personal & Beauty Care	176	28	207	46
148	245	218	n/a	n/a	n/a	n/a	Sephora	Health and Beauty Retailers	192	186	78	194
330	335	286	268	262	264	257	Shaw Communications	Telecoms/Cable/Digital	96	341	303	365
316	293	289	268	260	268	235	Shell	Gas Stations	329	248	303	247
8	13	8	6	7	13	5	Shoppers Drug Mart/Pharmaprix	Health and Beauty Retailers	20	53	3	17
148	140	239	207	192	182	184	Skechers	Sportswear	219	171	178	153
363	345	317	n/a	n/a	n/a	n/a	SkipTheDishes	Delivery Services	368	352	364	356
216	179	129	167	n/a	n/a	n/a	Sleeman	Alcohol	159	171	154	202
174	140	149	102	140	111	108	Sleep Country	Home, Office and Garden Retailers	89	215	154	240



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390	369	n/a	n/a	n/a	n/a	n/a	Slim Fast	Health Care & Nutrition	352	396	386	399
250	230	200	153	n/a	n/a	n/a	Smirnoff	Alcohol	339	236	286	256
397	388	340	340	293	278	n/a	Snapchat	Media	379	375	396	388
30	30	23	79	66	38	64	Sobeys	Grocery Stores	9	90	19	93
102	82	5	15	17	32	20	Sony	Electronics & AV Equipment	176	12	111	37
131	230	162	136	169	72	118	SportChe k	Apparel and Footwear Retailers	104	171	134	104
250	293	239	222	208	214	n/a	Spotify	Entertainment	131	122	154	214
66	98	70	55	48	51	16	Staples	Home, Office and Garden Retailers	82	122	45	64
300	179	102	102	105	46	86	Starbucks	Restaurants/ Takeout	192	291	207	309
131	82	n/a	n/a	n/a	n/a	n/a	Stella Artois	Alcohol	192	142	207	165



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310	269	265	247	222	249	221	Stouffer's	Packaged Food	317	333	241	314
148	58	39	92	56	67	92	Subaru	Automotive	192	90	134	214
270	287	200	183	156	188	90	Subway	Restaurant s/ Takeout	116	236	134	165
131	179	187	167	173	120	115	Sun Life	Insurance	63	236	52	240
394	378	336	338	287	286	269	Sun Newspapers	Media	329	401	393	396
270	230	n/a	n/a	n/a	n/a	n/a	Sunbeam	Small Appliances	303	277	303	240
174	113	129	102	118	151	108	Sunlight	Household Care	146	107	265	171
300	287	n/a	n/a	n/a	n/a	n/a	Suzuki	Automotive	234	304	207	352
174	230	187	193	129	159	124	Swiffer	Household Care	287	81	241	116
250	230	177	136	136	143	145	Swiss Chalet/Harvey's	Restaurant s/ Takeout	176	304	154	231
379	348	n/a	n/a	n/a	n/a	n/a	Taco Bell	Restaurant s/ Takeout	388	388	379	383
148	113	129	124	100	76	n/a	Tangerine	Financial Services	89	171	40	247



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316	322	257	236	234	250	227	Tassimo	Coffee / Tea	339	326	241	346
193	66	102	92	65	72	97	TD Canada Trust	Financial Services	47	261	63	231
225	269	265	258	264	206	229	TELUS	Telecoms/Cable/Digital	12	215	154	247
235	153	117	136	32	14	11	Tesla Motors	Automotive	24	122	207	298
148	66	92	183	77	96	47	Tetley Tea	Coffee / Tea	159	171	241	137
114	58	162	64	n/a	n/a	n/a	The Body Shop	Health and Beauty Retailers	24	157	111	145
193	269	239	236	209	159	209	The Cooperators	Insurance	47	291	92	325
30	47	70	29	86	n/a	n/a	The Keg Steakhouse	Restaurants/ Takeout	116	122	24	84
20	22	39	n/a	n/a	n/a	n/a	The North Face	Apparel and Footwear Retailers	24	12	63	27



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66	113	39	55	177	58	61	The Real Canadian Superstore	Grocery Stores	31	64	52	46
14	47	39	n/a	n/a	n/a	n/a	The Weather Network/ MétéoMédia	Media	4	71	45	23
131	113	79	36	21	84	62	Tide	Household Care	176	53	207	53
401	389	n/a	n/a	n/a	n/a	n/a	TikTok	Media	400	398	401	400
216	153	200	136	202	27	47	Tim Hortons	Restaurants/ Takeout	40	157	178	129
57	22	16	15	11	28	57	Toyota	Automotive	63	19	63	74
358	362	313	273	245	245	248	Travelocity	Travel	360	356	350	369
225	310	177	236	142	93	111	TripAdvisor	Travel	159	226	178	214
340	310	257	247	206	240	238	trivago	Travel	303	333	303	343
102	98	92	102	110	131	83	Tropicana	Beverages	116	81	207	37



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86	197	129	n/a	n/a	n/a	n/a	Tums	Health Care & Nutrition	192	90	207	74
86	47	n/a	n/a	n/a	n/a	n/a	TurboTax	Financial Services	219	157	63	153
148	n/a	n/a	n/a	n/a	n/a	n/a	Twinnings Tea™	Coffee / Tea	131	90	207	74
398	385	341	304	295	281	265	Twitter	Media	397	393	399	398
30	30	16	15	n/a	n/a	n/a	Tylenol	Health Care & Nutrition	104	10	92	8
391	382	327	302	289	283	272	Uber	Transportation	394	356	379	352
340	322	265	261	261	257	217	Ultramars	Gas Stations	368	347	329	309
114	140	39	124	114	128	107	Under Armour	Sportswear	146	71	178	116
383	381	336	339	318	285	n/a	United Airlines	Transportation	398	395	388	388
193	113	218	102	84	88	99	UPS	Delivery Services	234	186	111	153
148	214	102	124	152	149	148	Van Houtte Coffee	Coffee / Tea	192	215	178	240
340	348	n/a	n/a	n/a	n/a	n/a	Vanguard	Financial Services	192	364	303	365



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57	66	16	29	59	42	70	VIA Rail	Transportation	24	196	32	104
352	269	228	n/a	n/a	n/a	n/a	Victoria's Secret	Apparel and Footwear Retailers	383	326	350	309
334	335	277	285	256	230	n/a	Virgin Mobile	Telecoms/Cable/Digital	262	315	241	369
57	30	16	41	18	44	78	Visa	Financial Services	116	64	19	52
363	364	334	304	317	305	275	Volkswagen	Automotive	329	248	350	343
340	369	301	273	263	291	261	Walmart	Grocery Stores	287	277	329	202
235	310	265	236	269	242	195	Wawanesa Insurance	Insurance	131	333	134	337
363	348	265	n/a	n/a	n/a	n/a	Wayfair	E-commerce	373	372	364	369
328	348	n/a	n/a	n/a	n/a	n/a	Wealthsimple	Financial Services	159	304	154	309
114	140	n/a	n/a	n/a	n/a	n/a	Webber Naturals	Health Care & Nutrition	40	142	134	202
395	384	n/a	n/a	n/a	n/a	n/a	WeChat	Media	373	391	397	397



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250	230	228	193	172	106	213	Wendy's	Restaurant s/ Takeout	262	277	178	266
270	214	79	55	10	10	54	WestJet	Transportation	104	268	178	222
392	n/a	n/a	n/a	n/a	n/a	n/a	WhatsApp	Media	379	356	395	356
131	66	117	102	93	111	31	Whirlpool	Major Appliances	146	122	154	153
102	214	23	92	121	63	n/a	Whole Foods	Grocery Stores	8	171	78	202
352	364	310	293	265	264	267	WIND Mobile	Telecoms/Cable/Digital	262	375	303	379
235	214	117	153	126	128	191	Winners	Apparel and Footwear Retailers	287	268	207	93
300	269	265	213	268	252	221	Wonder Bread	Packaged Food	159	315	303	332
235	245	218	193	150	212	192	Wrigley	Confectionery & Snacks	360	248	303	185
330	293	218	n/a	n/a	n/a	n/a	X-box	Toys and Games	388	236	340	314





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379	364	324	296	275	275	207	Yahoo!	Technology /Software	287	375	376	376
193	197	n/a	n/a	n/a	n/a	n/a	Yamaha	Automotive	352	215	207	271
86	153	117	124	100	62	114	Yoplait	Dairy Products and Alternatives	73	53	92	104
379	374	313	285	276	220	207	YouTube	Media	303	226	384	194
375	356	286	n/a	n/a	n/a	n/a	Zara	Apparel and Footwear Retailers	383	369	360	346
250	335	n/a	n/a	n/a	n/a	n/a	Zoom	Technology /Software	159	142	286	171