



2022 Gustavson Brand Trust Index Backgrounder

What is the Gustavson Brand Trust Index?

The Gustavson Brand Trust Index (GBTI) is the only study done by an academic institution that investigates consumer trust, the factors that affect it and the brands that succeed at it. Established in 2015, the GBTI champions responsible management within organizations through its findings, highlighting the increased need for 21st century businesses to contribute positively to their communities. As a school, the Gustavson School of Business is uniquely positioned to both evaluate brand values and educate on their importance to consumer trust in today's society. Comprising top researchers in their fields, the GBTI team measures overall consumer trust in brands and emphasizes the role of brand values in its study of over 400 brands across Canada.

What is the sample size of the research?

The 2022 Brand Trust Index surveyed 9,189 Canadians

How many brands were surveyed?

This year, the Brand Trust Index included 402 national and global and 10 regional brands in 33 categories.

When were the surveys conducted?

The 2022 Brand Trust Index survey was conducted between January 10 and January 31, 2022

What is the Gustavson Brand Trust Model?

The brand trust survey measures overall brand trust and three different dimensions of trust that influence whether consumers recommend a brand to their networks:

- **Brand trust overall** – consumer perceptions of whether the brand is trustworthy and acts with integrity

- **Brand Authenticity (Values-based trust)** – consumer perceptions on the brand’s social responsibility
- **Brand Ability (Functional trust)** – consumer perceptions on how well the brand performs its core functions
- **Brand Affinity (Relationship trust)** – consumer perceptions on how the brand interacts with its consumers
- **Advocacy (Word of mouth)** – the extent to which consumers recommend the brand to others

What are some key insights from the 2022 GBTI?

- Canadian consumers are more distrusting of dominant technology brands, even while they are using these companies more than ever before.
- The Brand Trust Index also suggests that trust in all information sources is at a record low in 2022, while traditional media continue to be more trusted as an information source than social media outlets and search engines.
- Trust in Canadian airlines is lowering. 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.
- A&W’s focus on innovation packaging that reduces waste, sustainable food practices, water and energy conservation while simultaneously giving back to the communities they serve has been paying off. For the five year in a row, A&W has been named the most trusted brand in the restaurants/takeout category.
- Packaged food brands experienced an erosion of trust in 2022 after the surge in demand from the previous year due to home isolation and pantry loading.
- Costco continues to lead the pack with the highest score on employee treatment based on Canadian consumers’ perceptions, while Uber is at the bottom of the list.
- Canadians have a high ability to detect greenwashing and take it seriously.
- The personalities associated with well-known brands, as reflected by their founders or leaders, also play a role in how Canadians view and trust these brands.
- Grocery stores are the most trusted category, while social media is least trusted in the post-pandemic world.
- If consumers observe that employees of a specific company trust their employers, that observation can affect the trust level of consumers.
- Millennials and Gen Z (aged 18-35) recognized Patagonia as the most trusted brand in Canada.

What are the results of the 2022 Gustavson Brand Trust Index?

Canada's Most Trusted Brands for 2022

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| 1. Canadian Automobile Association (CAA/BCAA/AMA) | 6. President's Choice (TIE) |
| 2. Band-Aid | 8. Dyson (TIE) |
| 3. Costco (TIE) | 8. Interac (TIE) |
| 3. Home Hardware (TIE) | 8. Shoppers Drug Mart/Pharmaprix (TIE) |
| 3. Lego (TIE) | 8. Mountain Equipment Company (MEC) (TIE) |
| 6. Bose (TIE) | |

Winners of Consumer Trust by Industry Sector:

Alcohol	Crown Royal
Apparel and Footwear	MEC (Mountain Equipment Company)
Automotive Rental	Enterprise Rent-A-Car
Automotive	Honda
Beverages	Ocean Spray
Coffee/Tea	Kicking Horse Coffee
Confectionery/Snack Foods	Laura Secord
Dairy Products and Alternatives	Liberté
Delivery Services	Canada Post
E-commerce	Best Buy
Electronics & AV Equipment	Bose
Entertainment	Cirque du Soleil
Financial Services	Interac
Gas Stations	Petro-Canada
Grocery Stores	Costco
Health and Beauty Retailers	Shoppers Drug Mart/Pharmaprix
Health Care & Nutrition	Tylenol
Home, Office and Garden Retailers	Home Hardware
Hotels	Marriott Hotels

Household Care	Arm and Hammer
Insurance	Canadian Automobile Association (CAA/BCAA/AMA)
Major Appliances	Bosch
Media	The Weather Network
Packaged Food	President's Choice
Personal & Beauty Care	Band-Aid
Restaurants/ Takeout	A&W
Small Appliances	Dyson
Sportswear	Columbia Sportswear
Technology/Software	Intel
Telecoms/Cable/Digital	TELUS
Toys and Games	Lego
Transportation	VIA Rail
Travel	TripAdvisor

Who is the team behind the Gustavson Brand Trust Index?

Dr. Saul Klein, Dean & Professor of Marketing & International Business, Gustavson School of Business

Dr. Saul Klein has had a broad-ranging career spanning developing, developed and transition countries. He specializes in the areas of marketing strategy, global business and international marketing. His research focuses on the global competitiveness of emerging market firms and he has provided consulting assistance to over 50 different organizations in these areas in Canada, the USA, Singapore and South Africa. He has also led strategic planning workshops for a variety of organizations in different sectors. Klein serves on the boards of the National Consortium for Indigenous Economic Development (Canada), the Mediterranean Entrepreneurship Development and Innovation (Tunisia) and on the International Advisory Committees of UIBE and Beijing Jiaotong Universities (China).

Dr. David Dunne, Director of MBA Programs and Professor of International Marketing & Service Innovation, Gustavson School of Business

Dr. David Dunne joined the Gustavson School of Business in 2014. His research explores how designers apply in-depth user research and creative thinking methods to "wicked problems": critical, chronic problems in society and business with no clear start or end point, such as

problems in the health care system. His research has been published in business and design journals, including Harvard Business Review and Academy of Management Learning & Education. Dunne teaches design, strategy and marketing to students and executives worldwide and has held appointments at design schools in the Netherlands, the US and Mexico. His recent executive teaching/consulting clients include AstraZeneca, Corus Entertainment, GlaxoSmithKline, Mt Sinai Hospital and Ontario Local Health Integration Networks.

Dr. Linda Shi, Associate Professor, Gustavson School of Business

Dr. Linda Shi teaches marketing and international business. Her research interests include global marketing strategy, Chinese marketing, customer relationship management, global account management, service recovery and consumer satisfaction. Shi has published her research in numerous scholarly journals including: Journal of International Business Studies, Management International Review, Journal of International Marketing, and Journal of Business and Industrial Marketing, among others. Shi previously worked for Procter & Gamble's Chinese headquarters and was responsible for several key projects regarding inventory reduction, supplier and consumer management, and cost accounting process optimization.

Venus Tamturk, Brand Trust Project Manager, Gustavson School of Business

Venus Tamturk joined Gustavson in 2018. In her current role as the Brand Trust Project Manager, she uses her background to think creatively and strategically on how to use the Brand Trust data finding to craft strategy on corporate engagement with UVic and Gustavson. As the project manager, she is on the front line of information management, analyzing, investigating, interpreting and communicating complex information in support of the School's long-term ethics, responsibility, sustainability and research goals.

About the Peter B. Gustavson School of Business

The Peter B. Gustavson School of Business at the University of Victoria is dedicated to providing a non-traditional business education and a dynamic learning environment that develops principled managers and leaders who can drive innovation and social change. Located in Victoria, BC at the University of Victoria, Gustavson is among the fewer than one percent of the world's business schools that hold both AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accreditation. The Gustavson School of Business offers BCom, MBA, MGB and PhD programs and has over 100 international university partners. For more information, visit: www.uvic.ca/gustavson