

Our Methodology

- Surveyed 9,189 Canadian adult consumers aged 18+
- 402 national brands in 33 categories
- Respondents are statistically representative of the Canadian population
- Via online questionnaire, each respondent rated 20 brands that were randomly generated
- AskingCanadians managed the online survey
- Fieldwork occurred between January 10 – January 31, 2022
- Measures are based on net scores of the differences between the proportion of respondents who trust and those who distrust individual brands
- The index is scored from a theoretical -100 to +100 points, where a score of -100 would mean total distrust (indicating that no respondents trust the brand at all) and +100 total trust (i.e. no respondents distrust the brand).