

Brand Trust Rank 2023	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 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
67	12	30	23	29	62	97	65	A&W	Restaurants/ Takeout	83	121	71	56
167	193	245	n/a	n/a	n/a	n/a	n/a	Absolut Vodka	Alcohol	301	167	248	195
261	270	197	239	193	183	161	169	Acer	Electronics & AV Equipment	321	252	295	239
156	76	82	39	64	45	93	122	Activia	Dairy Products and Alternatives	76	79	189	77
136	148	125	102	102	145	86	106	Adidas	Sportswear	139	55	112	65
93	174	179	92	102	78	103	n/a	Adobe	Technology/Software	181	61	161	77
61	76	82	61	102	n/a	n/a	n/a	Advil	Health Care & Nutrition	92	46	92	43
226	57	47	187	15	48	25	20	Agropur	Dairy Products and Alternatives	52	217	189	276
395	375	356	317	279	280	195	262	Air Canada	Transportation	301	391	398	362
390	370	364	293	264	272	235	179	Air Transat	Transportation	391	391	393	380
319	334	310	298	273	252	272	231	Air Wick	Household Care	301	322	248	295
387	363	348	333	264	257	214	244	Airbnb	Hotels	347	373	387	375
329	340	330	277	279	241	235	258	Alamo/National	Automotive Rental	381	362	327	362
93	174	98	79	47	75	78	51	Alexander Keith's	Alcohol	213	167	161	158
279	358	293	177	15	28	18	54	Amazon	E-commerce	394	39	57	65
387	392	383	327	302	292	280	n/a	American Airlines	Transportation	398	396	396	394
261	290	287	265	102	102	98	86	American Express	Financial Services	256	295	132	323
167	174	58	92	79	81	16	50	Apple	Electronics & AV Equipment	181	17	34	77
348	352	342	317	292	276	270	246	Aquafina	Soft Drinks	278	354	341	356
82	174	153	129	n/a	n/a	n/a	n/a	Arc'teryx	Apparel and Footwear Retailers	44	79	92	120
35	30	30	n/a	n/a	n/a	n/a	n/a	Arm and Hammer	Household Care	64	55	161	43
226	216	153	162	193	164	153	72	Asus	Electronics & AV Equipment	301	141	132	176
45	148	153	149	102	120	132	118	Audi	Automotive	278	61	57	158
336	290	269	200	247	227	143	195	Avis/Budget Rent a Car	Automotive Rental	375	362	352	310
319	235	330	277	268	238	232	167	Aviva Insurance	Insurance	160	348	218	339
110	235	214	218	167	n/a	n/a	n/a	Bacardi	Alcohol	301	157	132	128
93	114	125	n/a	n/a	n/a	n/a	n/a	Baileys Irish Cream	Alcohol	301	79	189	65
7	2	19	9	6	16	54	9	Band-Aid	Personal & Beauty Care	108	10	112	3
211	193	98	218	n/a	n/a	n/a	n/a	Bayer	Health Care & Nutrition	160	94	295	158
226	148	125	162	167	n/a	n/a	n/a	Becel	Dairy Products and Alternatives	108	182	271	187
319	225	245	n/a	n/a	n/a	n/a	n/a	Bed Bath & Beyond	Home, Office and Garden Retailers	278	332	271	307
391	386	380	339	308	316	290	274	Bell Canada	Telecoms/Cable/Digital	83	379	396	393

82	174	66	n/a	n/a	n/a	n/a	n/a	Ben & Jerry's	Dairy Products and Alternatives	83	55	92	77
188	102	179	129	183	110	176	164	Best Buy	E-commerce	181	141	71	86
67	66	125	92	64	58	80	37	Best Western	Hotels	160	182	24	135
110	76	153	n/a	n/a	n/a	n/a	n/a	Black+Decker	Small Appliances	256	111	161	128
35	43	58	117	79	115	64	n/a	Blue Cross	Insurance	16	141	11	158
136	86	153	162	153	145	116	85	BMO	Financial Services	34	236	46	263
188	193	125	70	79	64	86	59	BMW / MINI	Automotive	321	121	132	250
294	334	257	265	236	223	170	142	Booking.com	Travel	256	252	218	220
19	76	58	n/a	n/a	n/a	n/a	n/a	Bosch	Major Appliances	76	13	11	43
12	6	30	9	41	n/a	n/a	n/a	Bose	Electronics & AV Equipment	197	3	46	14
247	250	82	200	222	164	171	145	Boston Pizza	Restaurants/ Takeout	123	322	112	276
35	30	n/a	n/a	n/a	n/a	n/a	n/a	Bounty Bathroom Tissue	Personal & Beauty Care	123	17	112	22
45	131	98	n/a	n/a	n/a	n/a	n/a	Braun	Small Appliances	123	39	92	86
93	216	153	129	136	n/a	n/a	n/a	Breyers	Dairy Products and Alternatives	160	141	161	65
279	270	230	n/a	n/a	n/a	n/a	n/a	British Airways	Transportation	321	295	271	276
226	131	n/a	n/a	n/a	n/a	n/a	n/a	Bubly	Soft Drinks	181	217	314	263
188	270	287	218	136	216	222	102	Budweiser	Alcohol	237	264	189	316
369	352	329	306	285	278	279	249	Burger King	Restaurants/ Takeout	386	379	365	362
110	86	153	102	124	124	182	74	Cadbury	Confectionery & Snacks	237	79	248	35
136	20	22	33	74	42	72	67	Campbell's Soup	Packaged Food	160	94	218	77
93	57	82	102	136	75	118	34	Canada Dry	Soft Drinks	181	94	271	35
188	290	305	239	n/a	n/a	n/a	n/a	Canada Goose	Apparel and Footwear Retailers	160	79	132	227
188	193	257	239	247	211	186	179	Canada Life	Insurance	76	295	71	285
45	27	30	79	136	91	204	240	Canada Post	Delivery Services	8	167	24	86
3	1	1	1	2	1	2	n/a	Canadian Automobile Association (CAA / BCAA / AMA)	Insurance	11	30	3	16
35	14	10	7	10	20	32	25	Canadian Tire	Home, Office and Garden Retailers	5	61	11	16
12	27	98	33	36	34	52	6	Canon	Electronics & AV Equipment	213	17	92	29
188	250	214	177	136	n/a	n/a	n/a	Captain Morgan	Alcohol	347	217	271	212
261	316	257	218	222	164	163	163	Carlson Wagonlit	Travel	197	322	132	348
110	131	140	129	153	149	145	140	Cascade Detergent	Household Care	181	94	189	106
82	66	n/a	n/a	n/a	n/a	n/a	n/a	Cashmere Bathroom Tissue	Personal & Beauty Care	92	72	161	61
211	131	82	16	15	6	16	76	CBC / Radio Canada	Media	9	217	189	202
45	114	153	n/a	n/a	n/a	n/a	n/a	Centrum	Health Care & Nutrition	52	79	92	106
136	148	179	129	183	102	146	86	Choice Hotels	Hotels	108	252	46	202

110	225	125	129	167	162	128	73	CIBC	Financial Services	22	217	24	276
82	114	82	79	79	105	119	n/a	Cineplex	Entertainment	92	111	46	65
45	43	40	51	29	14	9	n/a	Cirque du Soleil	Entertainment	68	17	71	35
261	193	153	200	167	n/a	n/a	n/a	Clorox	Household Care	391	217	365	187
279	225	245	257	167	238	267	211	Coca-Cola	Soft Drinks	278	121	271	176
45	174	113	51	36	46	126	43	Colgate	Personal & Beauty Care	139	61	161	33
3	14	30	33	10	22	28	9	Columbia Sportswear	Sportswear	34	7	11	9
110	76	82	70	102	98	80	134	Compliments	Packaged Food	52	141	132	77
319	310	293	n/a	n/a	n/a	n/a	n/a	Conair	Small Appliances	321	288	352	285
294	290	269	218	213	217	202	193	Converse	Sportswear	358	236	295	227
247	193	197	200	136	n/a	n/a	n/a	Coppertone	Health Care & Nutrition	256	217	295	202
279	250	310	200	213	195	181	200	Corona	Alcohol	347	264	327	263
1	3	6	3	3	3	3	3	Costco	Grocery Stores	27	1	1	1
211	174	230	228	258	234	260	226	Couche-Tard/Mac's/Daisy Mart	Grocery Stores	92	252	132	195
392	396	387	336	n/a	n/a	n/a	n/a	Craigslist	E-commerce	321	396	390	396
332	300	326	n/a	n/a	n/a	n/a	n/a	Crave TV	Entertainment	347	310	365	310
61	43	82	61	47	93	93	110	Crest	Personal & Beauty Care	108	39	189	56
136	66	66	79	102	n/a	n/a	n/a	Crown Royal	Alcohol	256	121	189	149
19	43	40	51	n/a	n/a	n/a	n/a	Croyola	Toys and Games	123	30	92	22
279	148	66	79	55	71	46	93	CTV	Media	52	264	295	212
45	43	66	n/a	n/a	n/a	n/a	n/a	Cuisinart	Small Appliances	213	30	112	35
156	193	179	162	193	171	198	76	Dairy Queen	Restaurants/ Takeout	160	217	71	106
211	250	269	265	247	206	263	219	Danby	Major Appliances	237	264	189	227
67	131	179	102	153	177	178	126	Dare Foods	Packaged Food	139	121	57	120
372	370	354	310	291	279	273	253	Dasani	Soft Drinks	347	379	377	380
61	43	22	39	36	12	32	7	DAVIDsTEA	Coffee / Tea	34	79	24	100
279	270	257	187	193	238	242	201	Delissio	Packaged Food	278	295	295	239
67	114	153	117	124	121	126	154	Dell	Electronics & AV Equipment	237	46	71	86
381	370	364	324	296	290	266	n/a	Delta Airline	Transportation	391	388	387	380
82	66	113	51	41	90	50	116	Delta Hotels	Hotels	160	167	19	120
110	76	125	149	92	201	154	97	Dempster's Bakery	Packaged Food	108	121	218	100
226	250	197	257	230	221	n/a	n/a	Dentyne Gum	Confectionery & Snacks	213	252	314	227
303	270	305	306	222	253	207	152	Desjardins Insurance	Insurance	52	310	271	348
167	114	113	n/a	n/a	n/a	n/a	n/a	Deutsche Lufthansa AG	Transportation	347	182	132	195
303	193	140	92	64	60	42	n/a	Disney	Entertainment	321	200	218	135
354	386	375	n/a	n/a	n/a	n/a	n/a	Dollar Store	Home, Office and Garden Retailers	278	367	295	316
342	350	356	n/a	n/a	n/a	n/a	n/a	Dollar Tree	Home, Office and Garden Retailers	365	367	327	202

372	382	369	306	290	257	240	260	Dollar/Thrifty Car Rental	Automotive Rental	365	379	358	380
364	358	354	310	298	274	282	264	Dollarama	Home, Office and Garden Retailers	386	362	371	149
261	334	269	239	236	241	231	230	Domino's Pizza	Restaurants/ Takeout	278	322	218	301
379	389	369	n/a	n/a	n/a	n/a	n/a	DoorDash	Delivery Services	375	362	365	387
9	30	13	16	15	29	15	29	Dove	Personal & Beauty Care	13	10	24	9
167	193	230	162	136	180	192	159	Downy Fabric Softener	Household Care	213	121	218	176
5	8	2	4	n/a	n/a	n/a	n/a	Dyson	Major Appliances	139	3	34	29
342	340	322	293	264	249	252	n/a	EA Games	Toys and Games	321	295	358	316
381	363	348	301	264	248	208	214	eBay	E-commerce	381	373	371	371
303	340	335	n/a	n/a	n/a	n/a	n/a	Edward Jones	Financial Services	160	348	132	362
247	270	257	n/a	n/a	n/a	n/a	n/a	Emirates Airlines	Transportation	365	217	112	263
319	235	197	117	183	124	123	156	Enterprise Rent-A-Car	Automotive Rental	347	322	295	291
348	300	310	228	213	232	210	242	ESSO	Gas Stations	375	338	377	285
188	250	287	228	213	164	168	82	Estee Lauder	Personal & Beauty Care	278	200	161	276
329	216	269	n/a	n/a	n/a	n/a	n/a	Etsy	E-commerce	123	252	218	227
303	310	269	289	247	198	254	204	Evian	Soft Drinks	139	295	327	310
279	316	269	265	230	121	132	159	Expedia	Travel	278	264	248	227
405	402	390	343	342	294	287	266	Facebook	Media	401	403	405	400
12	43	13	23	6	4	4	8	Fairmont Hotels & Resorts	Hotels	83	46	4	43
336	270	305	239	222	224	227	181	Febreze	Household Care	389	295	371	263
35	43	40	70	41	30	19	62	FedEx	Delivery Services	197	94	34	77
336	352	310	301	285	265	269	254	Fiat	Automotive	321	354	218	362
279	225	257	n/a	n/a	n/a	n/a	n/a	Fidelity Investments	Financial Services	123	322	132	362
303	334	342	317	282	243	258	232	Fido	Telecoms/Cable/Digital	123	310	218	348
110	102	98	228	153	198	165	113	Finish Detergent	Household Care	213	79	132	86
28	66	22	51	n/a	n/a	n/a	n/a	Fisher Price	Toys and Games	139	46	34	35
136	148	125	n/a	n/a	n/a	n/a	n/a	Fitbit	Electronics & AV Equipment	44	55	92	158
342	370	330	301	273	198	255	239	Flight Centre	Travel	256	367	314	357
279	270	230	177	183	203	168	159	Folgers Coffee	Coffee / Tea	321	338	341	331
303	300	293	252	236	174	174	164	Ford	Automotive	139	288	271	339
9	86	22	79	47	35	23	n/a	Four Seasons Hotels & Resorts	Hotels	44	79	5	77
188	148	179	162	183	184	89	132	Frigidaire	Major Appliances	256	141	248	187
261	250	269	187	222	186	195	186	Gain Detergent	Household Care	278	236	314	250
303	316	310	252	n/a	n/a	n/a	n/a	GAP	Apparel and Footwear Retailers	301	295	248	276
247	316	293	239	236	209	248	184	Gatorade	Soft Drinks	278	295	341	250
156	174	113	129	74	88	108	105	GE	Major Appliances	213	121	248	158
329	330	342	301	298	228	262	218	General Motors	Automotive	237	288	248	323
110	131	140	79	29	88	75	51	Gillette	Personal & Beauty Care	237	72	218	120

188	250	58	149	79	74	53	26	Global TV	Media	13	217	161	187
211	250	179	149	102	177	58	150	Globe and Mail	Media	68	252	218	263
336	316	257	n/a	n/a	n/a	n/a	n/a	GNC	Health and Beauty Retailers	139	338	341	357
247	174	153	n/a	n/a	n/a	n/a	n/a	Goodfood	Delivery Services	52	236	161	331
303	350	257	293	230	39	20	26	Google	Technology/S oftware	92	26	352	35
226	235	179	n/a	n/a	n/a	n/a	n/a	GoPro	Electronics & AV Equipment	301	182	271	227
261	216	245	187	183	218	115	164	Great-West Life	Insurance	139	322	161	310
226	193	230	252	230	234	188	n/a	Green Shield	Insurance	68	295	132	295
67	86	n/a	n/a	n/a	n/a	n/a	n/a	Guardian/I.D.A. /Remedy's RX	Health and Beauty Retailers	40	217	46	250
342	363	345	313	n/a	n/a	n/a	n/a	H&M	Apparel and Footwear Retailers	321	348	314	301
303	340	269	n/a	n/a	n/a	n/a	n/a	H&R Block	Financial Services	256	367	189	375
35	43	66	33	74	n/a	n/a	n/a	Häagen-Dazs	Dairy Products and Alternatives	197	26	132	14
136	86	140	n/a	n/a	n/a	n/a	n/a	Halls	Health Care & Nutrition	237	141	271	65
136	148	179	n/a	n/a	n/a	n/a	n/a	Hamilton Beach	Small Appliances	237	157	132	143
211	193	230	102	124	79	91	n/a	Harley Davidson	Automotive	386	200	161	316
303	235	125	200	n/a	n/a	n/a	n/a	Hasbro	Toys and Games	321	236	341	212
110	216	98	187	153	97	85	118	Heineken	Alcohol	213	167	132	202
67	174	153	92	183	61	147	130	Heinz	Packaged Food	160	46	161	29
294	174	197	n/a	n/a	n/a	n/a	n/a	HelloFresh	Delivery Services	108	252	218	348
167	102	197	162	74	85	147	140	Hershey's	Confectionery & Snacks	256	111	248	86
319	290	293	257	230	186	182	227	Hertz Car Rental	Automotive Rental	358	354	271	339
136	30	66	23	79	52	142	n/a	High Liner	Packaged Food	213	94	218	56
93	114	179	117	79	37	89	100	Hilton Hotels	Hotels	256	182	46	149
67	148	98	61	47	50	24	57	Holiday Inn	Hotels	108	182	19	106
19	12	13	5	4	8	37	13	Home Depot	Home, Office and Garden Retailers	27	30	24	16
28	3	7	9	4	22	12	4	Home Hardware	Home, Office and Garden Retailers	22	72	11	65
136	193	153	n/a	n/a	n/a	n/a	n/a	HomeSense	Home, Office and Garden Retailers	139	167	57	100
61	14	40	61	36	19	26	14	Honda	Automotive	197	26	34	65
136	131	125	n/a	n/a	n/a	n/a	n/a	Honeywell	Small Appliances	213	157	189	202
319	352	310	277	268	253	229	237	Hotels.com	Travel	321	295	248	301
188	148	125	129	79	66	107	132	HP	Electronics & AV Equipment	321	111	189	120
354	340	345	289	236	n/a	n/a	n/a	HSBC	Financial Services	256	373	341	380

402	400	391	342	341	281	n/a	n/a	Huawei	Electronics & AV Equipment	405	402	402	404
93	86	214	23	47	56	40	66	Hudson's Bay	Apparel and Footwear Retailers	92	217	71	158
93	76	n/a	n/a	n/a	n/a	n/a	n/a	Huggies	Personal & Beauty Care	197	111	132	149
354	316	335	277	273	273	274	255	Husky Oil	Gas Stations	358	332	327	369
167	174	230	200	193	148	167	134	Hyundai	Automotive	123	121	71	202
110	102	140	102	102	118	80	n/a	IBM	Technology/S oftware	160	111	161	220
28	66	66	39	47	79	67	44	IGA	Grocery Stores	11	94	19	65
9	14	13	39	15	5	5	22	IKEA	Home, Office and Garden Retailers	9	13	7	22
226	114	153	129	79	115	58	n/a	IMAX	Entertainment	278	200	327	149
45	30	10	33	12	26	6	59	Indigo / Chapters	Home, Office and Garden Retailers	52	79	34	100
398	398	385	334	307	283	275	263	Instagram	Media	375	373	400	380
303	225	245	257	247	253	182	162	Intact Insurance	Insurance	139	338	218	331
82	57	66	79	124	93	103	n/a	Intel	Technology/S oftware	213	55	132	86
12	8	4	16	9	12	8	11	Interac	Financial Services	44	13	5	13
385	290	322	298	261	136	98	n/a	iTunes	Entertainment	394	338	390	323
82	57	13	51	136	142	64	n/a	Jamieson	Health Care & Nutrition	22	72	71	100
294	290	269	298	247	195	171	169	Johnson's Baby Powder	Personal & Beauty Care	160	182	295	220
348	340	335	293	268	245	247	232	Kayak	Travel	301	338	341	348
45	270	19	102	74	50	69	47	Kellogg's	Packaged Food	27	55	46	35
110	193	230	117	213	186	151	32	Kenmore Appliances	Major Appliances	197	121	132	106
303	300	113	200	247	158	193	n/a	Keurig	Coffee / Tea	358	167	271	263
385	383	377	322	293	285	304	270	KFC	Restaurants/ Takeout	396	391	380	390
319	310	293	200	207	213	178	158	Kia	Automotive	278	277	248	348
12	30	22	23	24	26	11	22	Kicking Horse Coffee	Coffee / Tea	5	17	34	61
332	362	326	293	n/a	n/a	n/a	n/a	Kijiji	E-commerce	108	310	314	220
110	250	140	149	167	93	139	169	Kit Kat	Confectionery & Snacks	213	111	161	33
19	27	98	9	12	36	32	37	Kleenex	Personal & Beauty Care	92	17	92	3
136	86	197	149	153	126	132	86	Knorr	Packaged Food	139	141	189	100
303	270	305	306	261	270	225	250	Koodo Mobile	Telecoms/Cabl e/Digital	256	322	248	348
110	114	66	79	92	113	114	111	Kraft Foods	Packaged Food	68	94	92	86
226	328	330	n/a	n/a	n/a	n/a	n/a	La Croix Sparkling Water	Soft Drinks	123	277	112	291
354	310	326	239	n/a	n/a	n/a	n/a	La Senza	Apparel and Footwear Retailers	375	379	341	331
226	114	214	149	102	110	132	93	Labatt	Alcohol	139	288	271	339
28	76	10	70	64	43	49	67	Lactalis Canada (formerly Parmalat)	Dairy Products and Alternatives	52	61	71	61

28	30	30	51	41	72	91	17	Laura Secord	Confectionery & Snacks	92	61	71	43
261	235	197	162	167	168	138	127	Lay's Potato Chips	Confectionery & Snacks	321	182	271	149
7	3	3	9	n/a	n/a	n/a	n/a	Lego	Toys and Games	92	3	19	2
247	250	245	149	247	162	164	186	Lenovo	Electronics & AV Equipment	301	182	271	187
354	363	356	313	298	n/a	n/a	n/a	Leon's/The Brick	Home, Office and Garden Retailers	256	360	341	357
93	102	98	61	92	63	111	30	LG	Electronics & AV Equipment	197	46	112	86
35	30	19	79	24	n/a	n/a	n/a	Liberté	Dairy Products and Alternatives	44	30	71	35
35	43	22	23	29	24	28	37	Lindt / Lindor	Confectionery & Snacks	213	17	71	5
188	148	82	177	222	156	123	56	Lipton	Coffee / Tea	92	182	189	158
332	334	293	277	279	245	n/a	n/a	Little Caesars	Restaurants/ Takeout	237	322	248	316
303	30	125	200	102	213	41	40	Loblaws	Grocery Stores	64	236	189	239
226	148	214	265	n/a	n/a	n/a	n/a	London Life	Insurance	108	332	132	339
294	290	257	239	222	131	225	153	L'Oreal Paris	Personal & Beauty Care	321	217	314	263
211	250	245	239	193	259	198	211	Lululemon Athletica	Sportswear	64	141	112	195
45	14	47	14	55	n/a	n/a	n/a	Lush	Health and Beauty Retailers	4	39	11	135
367	383	378	332	n/a	n/a	n/a	n/a	Lyft	Transportation	321	348	327	375
93	102	47	92	136	152	157	169	Lysol	Household Care	197	39	218	27
167	235	82	177	47	92	66	71	Macleans Magazine	Media	123	288	295	310
211	174	197	228	207	170	101	124	Manulife	Insurance	92	277	92	276
93	193	153	162	167	181	178	137	Maple Leaf Foods	Packaged Food	52	121	92	120
110	57	40	39	24	n/a	n/a	n/a	Mark's Work Warehouse	Apparel and Footwear Retailers	64	121	34	86
45	30	40	51	15	9	31	19	Marriott Hotels	Hotels	160	94	8	86
211	193	140	228	193	192	186	117	Mars Bar	Confectionery & Snacks	301	200	248	158
110	66	58	51	79	55	56	18	MasterCard	Financial Services	197	157	57	106
226	235	269	187	n/a	n/a	n/a	n/a	Mattel (Barbie)	Toys and Games	358	200	248	212
247	270	245	162	153	145	195	100	Maxwell House	Coffee / Tea	181	310	218	301
188	270	179	117	136	159	156	139	Mazda	Automotive	301	141	161	250
167	131	179	102	124	126	71	156	McCain Foods	Packaged Food	139	111	218	106
167	225	197	265	207	181	177	n/a	McCormick Spices	Packaged Food	108	236	218	239
348	270	197	228	236	204	233	204	McDonald's	Restaurants/ Takeout	181	322	295	295
1	8	7	1	1	2	1	1	MEC (Mountain Equipment Co-op)	Apparel and Footwear Retailers	1	2	2	6
156	114	98	70	64	24	55	53	Mercedes-Benz	Automotive	347	72	132	239

93	20	58	23	55	72	n/a	n/a	Metro (Grocery Stores)	Grocery Stores	40	167	57	120
156	193	113	162	136	n/a	n/a	n/a	Michaels	Home, Office and Garden Retailers	139	200	92	120
188	114	98	102	102	15	38	74	Microsoft	Technology/Software	139	46	161	86
211	148	214	149	193	152	162	90	Minute Maid	Soft Drinks	237	236	295	176
211	316	293	277	153	219	218	225	Mitsubishi Motors	Automotive	278	264	161	323
211	270	153	239	167	139	139	144	Molson/Coors	Alcohol	181	236	218	263
136	235	197	228	207	249	n/a	n/a	Montana's BBQ & Bar	Restaurants/ Takeout	160	236	34	212
188	193	179	129	193	109	193	197	Nabob Coffee	Coffee / Tea	108	217	248	285
167	290	257	257	207	230	171	137	National Bank of Canada	Financial Services	52	295	57	323
279	358	335	277	258	228	242	221	National Post	Media	139	310	295	331
261	250	257	200	136	215	200	190	Nescafe Drinks	Coffee / Tea	278	264	327	276
188	235	214	187	167	197	191	201	Nespresso	Coffee / Tea	256	121	189	250
279	270	269	252	236	192	259	203	Nestea	Soft Drinks	213	277	341	227
372	375	375	322	285	271	277	244	Nesti? Life	Soft Drinks	321	338	380	331
379	86	197	129	167	105	45	129	NETFLIX	Entertainment	365	236	384	220
61	148	47	117	124	n/a	n/a	n/a	New Balance	Sportswear	160	61	112	86
279	310	305	n/a	n/a	n/a	n/a	n/a	Nicorette	Health Care & Nutrition	301	310	327	371
294	316	197	228	136	190	158	167	Nike	Sportswear	301	121	327	158
167	193	153	129	153	n/a	n/a	n/a	Nintendo	Toys and Games	301	61	189	106
226	131	214	187	153	141	108	78	Nissan	Automotive	237	217	161	250
211	290	245	200	213	219	228	n/a	Nokia	Electronics & AV Equipment	237	264	218	301
93	43	140	n/a	n/a	n/a	n/a	n/a	Ocean Spray	Soft Drinks	83	79	161	86
110	216	153	218	92	131	132	123	Olay	Personal & Beauty Care	76	121	92	176
167	114	153	162	193	161	204	174	Old Dutch Foods	Confectionery & Snacks	278	182	248	143
19	20	30	n/a	n/a	n/a	n/a	n/a	Oral-B	Personal & Beauty Care	44	10	46	9
156	148	82	102	183	134	166	118	Orville Redenbacher	Confectionery & Snacks	301	141	248	56
93	114	40	61	102	133	108	44	Palmolive	Household Care	108	79	161	43
67	86	125	61	64	69	100	n/a	Pampers	Personal & Beauty Care	197	79	132	106
319	300	257	n/a	n/a	n/a	n/a	n/a	Panago	Restaurants/ Takeout	237	332	271	307
67	131	98	129	92	115	103	80	Panasonic	Major Appliances	278	61	132	106
12	20	47	39	n/a	n/a	n/a	n/a	Patagonia	Apparel and Footwear Retailers	2	30	24	52
188	174	179	149	55	108	70	36	PayPal	Financial Services	278	182	112	158
226	86	n/a	n/a	n/a	n/a	n/a	n/a	PC Financials	Financial Services	76	200	71	212
342	300	269	252	213	237	200	176	Pepsi	Soft Drinks	347	288	358	263
156	250	n/a	n/a	n/a	n/a	n/a	n/a	Perrier	Soft Drinks	256	167	314	158
247	102	140	92	55	129	212	150	Petro-Canada	Gas Stations	181	217	218	143
82	148	n/a	n/a	n/a	n/a	n/a	n/a	Pharmasave	Health and Beauty Retailers	27	200	24	176
156	148	245	149	153	159	122	n/a	Philips	Small Appliances	256	94	218	128

261	300	287	257	230	190	251	197	Pizza Hut	Restaurants/ Takeout	256	295	271	250
348	316	310	277	273	267	n/a	n/a	PizzaPizza	Restaurants/ Takeout	301	379	358	371
226	216	179	187	n/a	n/a	n/a	n/a	Playstation	Toys and Games	365	61	218	149
261	235	310	200	124	82	79	80	Porter Air	Transportatio n	301	295	161	295
82	6	4	14	12	40	7	1	President's Choice	Packaged Food	18	17	34	27
247	174	214	n/a	n/a	n/a	n/a	n/a	Proctor Silex	Small Appliances	213	252	295	239
279	225	214	200	213	224	203	134	Puma	Sportswear	237	264	248	250
167	102	125	n/a	n/a	n/a	n/a	n/a	Purell	Household Care	83	141	248	106
67	270	n/a	n/a	n/a	n/a	n/a	n/a	Purex Bathroom Tissue	Personal & Beauty Care	108	111	112	143
167	250	153	187	193	211	174	103	Purex Laundry Detergent	Household Care	123	167	189	143
167	66	66	70	24	38	77	42	Purolator	Delivery Services	160	217	92	158
19	43	7	23	41	43	61	28	Quaker Oats	Packaged Food	22	26	57	9
303	316	330	n/a	n/a	n/a	n/a	n/a	Questrade	Financial Services	213	310	189	339
156	43	82	70	55	98	116	154	RBC	Financial Services	34	236	46	250
378	375	356	327	301	284	284	273	Red Bull	Soft Drinks	381	373	371	395
93	102	n/a	n/a	n/a	n/a	n/a	n/a	Red Rose Tea	Coffee / Tea	237	157	248	135
167	174	214	200	64	175	149	145	Reebok	Sportswear	321	111	161	187
188	330	230	n/a	n/a	n/a	n/a	n/a	Remington	Small Appliances	181	252	112	291
110	57	66	n/a	n/a	n/a	n/a	n/a	Rexall	Health and Beauty Retailers	44	236	71	195
188	148	153	177	167	136	n/a	n/a	Ritz Crackers	Confectionery & Snacks	256	200	271	143
398	388	356	324	304	290	289	271	Rogers Communication s	Telecoms/Cabl e/Digital	237	395	398	399
167	193	153	187	n/a	n/a	n/a	n/a	Rolaids	Health Care & Nutrition	160	200	271	202
110	86	47	102	92	31	36	24	Rona / Lowe's Canada	Home, Office and Garden Retailers	68	141	92	135
61	76	47	33	24	46	21	41	Roots Canada	Apparel and Footwear Retailers	44	121	112	128
35	20	n/a	n/a	n/a	n/a	n/a	n/a	Royale Bathroom Tissue	Personal & Beauty Care	68	46	112	29
211	86	125	129	167	189	80	103	Safeway	Grocery Stores	68	288	161	239
45	86	66	92	102	53	218	15	Samsung	Electronics & AV Equipment	181	16	34	22
67	43	82	117	79	69	120	67	Saputo	Dairy Products and Alternatives	52	61	161	77
136	225	82	162	92	152	137	148	SC Johnson	Household Care	213	94	189	149
211	114	153	177	153	175	217	128	Schneiders Meats	Packaged Food	197	167	189	158
226	131	197	n/a	n/a	n/a	n/a	n/a	Scotchbrite	Household Care	301	182	314	176
167	148	98	149	102	102	102	93	Scotiabank	Financial Services	27	277	46	263
19	20	n/a	n/a	n/a	n/a	n/a	n/a	Scotties Facial Tissue	Personal & Beauty Care	40	17	71	8

294	270	214	177	n/a	n/a	n/a	n/a	Seagram's	Alcohol	358	295	352	291
136	131	113	129	124	n/a	n/a	n/a	Second Cup Coffee Co.	Restaurants/ Takeout	123	252	92	227
45	76	47	51	n/a	n/a	n/a	n/a	Sensodyne	Personal & Beauty Care	108	30	132	16
247	148	245	218	n/a	n/a	n/a	n/a	Sephora	Health and Beauty Retailers	213	167	132	195
369	330	335	286	268	262	264	257	Shaw Communications	Telecoms/Cable/Digital	213	379	371	375
398	n/a	n/a	n/a	n/a	n/a	n/a	n/a	SHEIN	E-commerce	402	399	384	387
372	316	293	289	268	260	268	235	Shell	Gas Stations	389	354	371	331
28	8	13	8	6	7	13	5	Shoppers Drug Mart/Pharmaprix	Health and Beauty Retailers	18	94	11	43
136	148	140	239	207	192	182	184	Skechers	Sportswear	181	141	132	158
372	363	345	317	n/a	n/a	n/a	n/a	SkipTheDishes	Delivery Services	365	348	352	357
110	216	179	129	167	n/a	n/a	n/a	Sleeman	Alcohol	139	141	132	176
188	174	140	149	102	140	111	108	Sleep Country	Home, Office and Garden Retailers	139	217	112	295
392	390	369	n/a	n/a	n/a	n/a	n/a	Slim Fast	Health Care & Nutrition	358	401	390	400
226	250	230	200	153	n/a	n/a	n/a	Smirnoff	Alcohol	381	236	314	263
397	397	388	340	340	293	278	n/a	Snapchat	Media	365	388	393	397
110	30	30	23	79	66	38	64	Sobeys	Grocery Stores	34	200	71	195
19	102	82	5	15	17	32	20	Sony	Electronics & AV Equipment	213	7	34	22
167	131	230	162	136	169	72	118	SportChek	Apparel and Footwear Retailers	92	167	132	128
303	250	293	239	222	208	214	n/a	Spotify	Entertainment	301	200	271	227
45	66	98	70	55	48	51	16	Staples	Home, Office and Garden Retailers	92	121	57	52
226	300	179	102	102	105	46	86	Starbucks	Restaurants/ Takeout	123	182	71	239
110	131	82	n/a	n/a	n/a	n/a	n/a	Stella Artois	Alcohol	256	167	112	202
279	310	269	265	247	222	249	221	Stouffer's	Packaged Food	347	338	295	316
167	148	58	39	92	56	67	92	Subaru	Automotive	256	121	161	187
247	270	287	200	183	156	188	90	Subway	Restaurants/ Takeout	76	236	218	135
188	131	179	187	167	173	120	115	Sun Life	Insurance	76	264	57	263
395	394	378	336	338	287	286	269	Sun Newspapers	Media	278	390	387	397
188	270	230	n/a	n/a	n/a	n/a	n/a	Sunbeam	Small Appliances	213	200	218	202
167	174	113	129	102	118	151	108	Sunlight	Household Care	197	157	314	158
261	300	287	n/a	n/a	n/a	n/a	n/a	Suzuki	Automotive	237	277	189	323
247	174	230	187	193	129	159	124	Swiffer	Household Care	321	72	271	106
247	250	230	177	136	136	143	145	Swiss Chalet/Harvey's	Restaurants/ Takeout	256	332	161	285
384	379	348	n/a	n/a	n/a	n/a	n/a	Taco Bell	Restaurants/ Takeout	398	391	380	390
136	148	113	129	124	100	76	n/a	Tangerine	Financial Services	83	157	19	227
279	316	322	257	236	234	250	227	Tassimo	Coffee / Tea	321	277	189	323
110	193	66	102	92	65	72	97	TD Canada Trust	Financial Services	16	182	8	176

261	225	269	265	258	264	206	229	TELUS	Telecoms/Cable/Digital	18	217	161	276
354	235	153	117	136	32	14	11	Tesla Motors	Automotive	139	264	365	369
110	148	66	92	183	77	96	47	Tetley Tea	Coffee / Tea	160	94	218	65
82	114	58	162	64	n/a	n/a	n/a	The Body Shop	Health and Beauty Retailers	18	141	57	176
261	193	269	239	236	209	159	209	The Cooperators	Insurance	92	332	218	339
67	30	47	70	29	86	n/a	n/a	The Keg Steakhouse	Restaurants/ Takeout	213	121	11	106
12	20	22	39	n/a	n/a	n/a	n/a	The North Face	Apparel and Footwear Retailers	40	7	24	16
247	66	113	39	55	177	58	61	The Real Canadian Superstore	Grocery Stores	68	200	218	149
35	14	47	39	n/a	n/a	n/a	n/a	The Weather Network/ MétéoMédia	Media	5	94	71	43
45	131	113	79	36	21	84	62	Tide	Household Care	108	30	92	52
403	401	389	n/a	n/a	n/a	n/a	n/a	TikTok	Media	402	403	403	403
156	216	153	200	136	202	27	47	Tim Hortons	Restaurants/ Takeout	15	167	189	128
5	57	22	16	15	11	28	57	Toyota	Automotive	52	3	8	16
336	358	362	313	273	245	245	248	Travelocity	Travel	321	354	327	362
294	225	310	177	236	142	93	111	TripAdvisor	Travel	181	264	271	227
319	340	310	257	247	206	240	238	trivago	Travel	213	338	218	339
82	102	98	92	102	110	131	83	Tropicana	Soft Drinks	213	79	248	43
188	86	197	129	n/a	n/a	n/a	n/a	Tums	Health Care & Nutrition	256	182	314	135
93	86	47	n/a	n/a	n/a	n/a	n/a	TurboTax	Financial Services	160	157	46	176
381	n/a	n/a	n/a	n/a	n/a	n/a	n/a	TVA	Media	237	387	377	389
28	148	n/a	n/a	n/a	n/a	n/a	n/a	Twinings Tea™	Coffee / Tea	92	39	92	52
404	398	385	341	304	295	281	265	Twitter	Media	404	405	404	405
19	30	30	16	15	n/a	n/a	n/a	Tylenol	Health Care & Nutrition	123	30	112	6
392	391	382	327	302	289	283	272	Uber	Transportation	396	367	384	371
342	340	322	265	261	261	257	217	Ultramar	Gas Stations	365	354	341	310
67	114	140	39	124	114	128	107	Under Armour	Sportswear	92	46	71	65
389	383	381	336	339	318	285	n/a	United Airlines	Transportation	400	396	393	390
261	193	113	218	102	84	88	99	UPS	Delivery Services	321	264	271	250
156	148	214	102	124	152	149	148	Van Houtte Coffee	Coffee / Tea	160	200	248	220
348	340	348	n/a	n/a	n/a	n/a	n/a	Vanguard	Financial Services	321	373	358	339
136	57	66	16	29	59	42	70	VIA Rail	Transportation	34	252	112	158
332	352	269	228	n/a	n/a	n/a	n/a	Victoria's Secret	Apparel and Footwear Retailers	365	310	327	323
294	334	335	277	285	256	230	n/a	Virgin Mobile	Telecoms/Cable/Digital	197	277	189	331
110	57	30	16	41	18	44	78	Visa	Financial Services	123	72	24	61
354	363	364	334	304	317	305	275	Volkswagen	Automotive	321	182	327	285
354	340	369	301	273	263	291	261	Walmart	Grocery Stores	278	310	314	187
336	235	310	265	236	269	242	195	Wawanesa Insurance	Insurance	181	367	295	379
354	363	348	265	n/a	n/a	n/a	n/a	Wayfair	E-commerce	321	360	295	348
261	328	348	n/a	n/a	n/a	n/a	n/a	Wealthsimple	Financial Services	160	277	112	301
67	114	140	n/a	n/a	n/a	n/a	n/a	Webber Naturals	Health Care & Nutrition	22	79	57	135
401	395	384	n/a	n/a	n/a	n/a	n/a	WeChat	Media	381	400	400	400

226	250	230	228	193	172	106	213	Wendy's	Restaurants/ Takeout	278	310	271	239
369	270	214	79	55	10	10	54	WestJet	Transportation	278	362	380	316
372	392	n/a	n/a	n/a	n/a	n/a	n/a	WhatsApp	Media	237	277	365	250
45	131	66	117	102	93	111	31	Whirlpool	Major Appliances	83	39	57	56
110	102	214	23	92	121	63	n/a	Whole Foods	Grocery Stores	3	121	132	212
367	352	364	310	293	265	264	267	WIND Mobile	Telecoms/Cable/Digital	278	379	327	380
136	235	214	117	153	126	128	191	Winners	Apparel and Footwear Retailers	181	157	92	65
226	300	269	265	213	268	252	221	Wonder Bread	Packaged Food	139	310	295	295
226	235	245	218	193	150	212	192	Wrigley	Confectionery & Snacks	375	277	358	220
261	330	293	218	n/a	n/a	n/a	n/a	X-box	Toys and Games	321	94	189	239
354	379	364	324	296	275	275	207	Yahoo!	Technology/ Software	197	348	358	357
188	193	197	n/a	n/a	n/a	n/a	n/a	Yamaha	Automotive	347	200	189	250
67	86	153	117	124	100	62	114	Yoplait	Dairy Products and Alternatives	83	94	189	128
364	379	374	313	285	276	220	207	YouTube	Media	197	157	352	106
364	375	356	286	n/a	n/a	n/a	n/a	Zara	Apparel and Footwear Retailers	365	338	295	307
261	250	335	n/a	n/a	n/a	n/a	n/a	Zoom	Technology/ Software	123	94	189	158

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