



UNIVERSITY OF VICTORIA NEWS RELEASE

Sept. 22, 2016

Gustavson Brand Trust Index reveals Canada's most trusted brands

The Peter B. Gustavson School of Business at the University of Victoria has unveiled its latest in-depth analysis of brands most trusted by Canadians, showing that customer service, social and environmental performance and authenticity are all critical factors in building consumer trust and earning product recommendations.

The Gustavson Brand Trust Index was established to raise awareness of the role trust plays in the minds of consumers when making purchasing decisions and measures the relationships between social equity, trust, and advocacy for brands in Canada. The initiative highlights Gustavson's goal of educating and championing responsible leadership, part of the vital impact that drives UVic's sense of purpose as a leading teaching and research hub.

"We examine the importance that Canadian consumers place on different factors that lead to trust of companies and their brands," says Saul Klein, dean of the Gustavson School of Business. "Over the last year, we have seen some disappointing examples of where companies have undermined consumer trust through misguided behaviours, but also some inspiring cases of good conduct that have enhanced trust."

The second annual Gustavson Brand Trust Index uses a statistically representative sample of 6,384 consumers to score 276 Canadian companies and brands. It measures the performance of brands and companies in 27 industry sectors on a range of brand value measures.

The survey results can be broken down by demographics to show how perceptions of trust and advocacy differ between men and women and across age groups.

Canada's Top 10 Most Trusted Brands:

1. MEC (Mountain Equipment Co-op)
1. President's Choice
3. Costco
4. Home Hardware
5. Shoppers Drug Mart / Pharmaprix
6. Canon
7. DAVIDsTEA
8. Fairmont Hotels & Resorts
9. Band-Aid
9. Columbia Sportswear

More information about the Gustavson Brand Trust Index is available at <http://www.uvic.ca/gustavson/brandtrust/index.php>

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