
















**CANADA'S MOST TRUSTED BRANDS: 2020**

The [University of Victoria Gustavson School of Business](#) has released the results of its **2020 Gustavson Brand Trust Index (GBTI)** study. The GBTI 2020 results are based on a survey of 7,800 Canadians conducted in January and February 2020.

Rank 2020	Canada's Most Trusted Brands for 2020		Rank 2019	Rank 2020	Canada's Most Trusted Brands for 2020		Rank 2019
1		Mountain Equipment Co-op (MEC) BT 2020: 55 • BT 2019: 59	1 →	7		Canadian Tire BT 2020: 49 • BT 2019: 50	10 ↑
1		Canadian Automobile Association BT 2020: 55 • BT 2019: 58	2 ↑	8		Shoppers Drug Mart/Pharmaprix BT 2020: 48 • BT 2019: 52	6 ↓
3		Costco Wholesale BT 2020: 54 • BT 2019: 57	3 →	9		Home Hardware BT 2020: 47 • BT 2019: 53	4 ↓
4		Dyson BT 2020: 51 • BT 2019: n/a	n/a	9		LEGO BT 2019: 47 • BT 2019: n/a	n/a
5		Home Depot BT 2020: 50 • BT 2019: 53	4 ↓	9		BOSE BT 2020: 47 • BT 2019: 44	41 ↑
5		Sony BT 2019: 50 • BT 2019: 48	15 ↑	9		Band-Aid BT 2020: 47 • BT 2019: 52	6 ↓
				9		Kleenex BT 2020: 47 • BT 2019: 49	12 ↑

In light of the pandemic, a separate follow-up survey of 1,050 Canadians was conducted in April 2020 to gauge changes on consumer trust in the wake of COVID-19. The April 2020 survey indicated the top most trusted brands during the pandemic were:

- Canada Post
- Shoppers Drug Mart
- CTV News
- Costco
- The Weather Network

- **Main Report:** [Gustavson Brand Trust Index 2020 \(January-February 2020 Survey\)](#)
- **Follow-up Report:** [GBTI 2020 Rankings \(April 2020 Survey\)](#)
- **Media Release:** [GBTI 2020 reveals consumers' trust in brands is at an all-time low](#)