KEY INSIGHTS SUMMARY
2018 READER'S DIGEST MOST TRUSTED BRANDS STUDY
Reader’s Digest, a Trusted Media Brands, Inc. company and one of the nation’s largest and most respected media brands conducted its fourth annual Trusted Brands® Survey in partnership with leading research firm, Ipsos Connect. The study awards the “Reader’s Digest Most Trusted Brand” title to winners in 40 product categories, including travel, food and beverage, automotive, beauty and healthcare, retail and financial services, household items, consumer electronics, and more.

We also offers insights into today’s consumer climate and attitudes about trust of companies and brands.
KEY LEARNINGS ABOUT BRAND TRUST

- **Brand Trust** is more important than ever
- **Quality** is the top trust driver for brands
- **Brand Trust** drives increased spending
- **Loyalty** to brands is tied to trust
- **Brand Trust** impacts attention
OUR CURRENT CLIMATE OF TRUST

Many sources and research platforms are showing a continued decline of trust in institutions and brands.

"Everything about modern life works against community and trust. Widespread education gives people the tools to make up their own minds. And technology offers everyone the chance to be one's own reporter, broadcaster and commentator."
WHAT WE STUDIED

For the 4th year in a row, we partnered with leading research firm, Ipsos, to capture Americans’ attitudes on brand trust; recognizing the most trusted brands in 40 categories.

The study was conducted among a nationally representative sample of 5,500 U.S. adults.
BRAND TRUST IS MORE IMPORTANT THAN EVER
(Especially among millennials)

69% AGREE
Brands need to do a better job earning consumers’ trust.

68% AGREE
If a brand lets me down once, it’s hard for me to trust the brand enough to continue buying it.

48% AGREE
I am less trusting of brands in general these days.

58% AMONG 18-34’S

Source: Ipsos Connect | Reader’s Digest Most Trusted Brands Study 2018.
QUALITY IS THE TOP TRUST DRIVER

Average Across Categories

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUALITY</td>
<td>55%</td>
</tr>
<tr>
<td>PRICE/VALUE</td>
<td>50%</td>
</tr>
<tr>
<td>PAST PERFORMANCE/EXPERIENCE</td>
<td>47%</td>
</tr>
<tr>
<td>REPUTATION</td>
<td>26%</td>
</tr>
<tr>
<td>CUSTOMER SERVICE</td>
<td>19%</td>
</tr>
<tr>
<td>WORD-OF-MOUTH (I.E., REVIEWS/RECOMMENDATIONS)</td>
<td>13%</td>
</tr>
<tr>
<td>INNOVATIVE/FORWARD-THINKING</td>
<td>10%</td>
</tr>
<tr>
<td>A COMPANY THAT Cares/ GIVES BACK</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Ipsos Connect | Reader’s Digest Most Trusted Brands Study 2018. For each of the following categories, please indicate which three attributes are most important for a brand to gain your trust. Floating base: randomly assigned to answer for each category (n=690 per category)
TRUST DRIVES INCREASED SPENDING

71% Consumers indicate they would be “willing to pay more money to support products/services from brands I trust.”

83% Say that trust can play the role of tie-breaker: “when quality and price are similar, I tend to buy from the brand I trust more.”

60% Say they’ve recommended a trusted brand to others within the past 12 months

Source: Ipsos Connect | Reader’s Digest Most Trusted Brands Study 2018.
TRUST DRIVES BRAND LOYALTY

82% Agree they “tend to stick to the brands I trust most”

72% Say they “consider myself very loyal to the brands I support.”

Source: Ipsos Connect | Reader’s Digest Most Trusted Brands Study 2018.
There is a strong positive correlation between brand trust and consumer’s willingness to recall and retain a brand’s advertising messages.

- **71%** Pay more attention to the brands they trust
- **61%** Are more likely to remember advertisements from brands they trust.
Ipsos connect fielded a **22-minute online survey** from October 23-November 8, 2017 to a representative sample of U.S. adult consumers age 18+

The sample composition was balanced using a quota system to match **U.S. census data** on several key demographic measures: gender, age, household income, and census region.

Winning brands were **determined by absolute vote** and confirmed to be significantly different from the other brands in the category. In any category where the winning brand was not significantly different from other brands, a follow-up question was asked to determine the winner.

The highest brand was designated a category winner only if it was statistically significant at the **95 percent confidence level**, when compared to the next highest brands. If a tie still existed, the secondary tie-breaker was determined by direct performance of trust compared to other most trusted brands.

The **results shown** are among the n=5,502 respondents who qualified for and completed the survey.
TO LEARN MORE

For more information about the Trusted Brands Study and the winning Brands, contact:

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