



**Gustavson**  
**School of Business**  
 University of Victoria



<b>Financial Services - GBTI 2023</b>					
<b>Brand Name</b>	<b>Brand Trust Rank 2023</b>	<b>Brand Authenticity Rank 2023</b>	<b>Brand Ability Rank 2023</b>	<b>Brand Affinity Rank 2023</b>	<b>Brand Advocacy Rank 2023</b>
Interac	12	44	13	5	13
TurboTax	93	160	157	46	176
CIBC	110	22	218	24	277
MasterCard	110	197	157	57	107
TD Canada Trust	110	16	182	8	176
Visa	110	123	72	24	61
BMO	136	34	237	46	264
Tangerine	136	83	157	19	227
RBC	156	34	236	46	250
National Bank of Canada	167	52	296	57	324
Scotiabank	167	27	277	46	263
PayPal	188	278	182	112	159
PC Financials	226	76	200	71	213
American Express	261	256	296	132	324
Wealthsimple	261	160	277	112	301
Fidelity Investments	279	123	323	132	363
Edward Jones	304	160	349	132	363
H&R Block	304	256	368	189	376
Questrade	304	213	311	189	340
Vanguard	348	321	373	358	339
HSBC	355	256	374	341	381

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