



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



<b>Home, Office and Garden Retailers - 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>
IKEA	9	9	13	7	22
Home Depot	19	27	30	24	16
Home Hardware	28	22	72	11	65
Canadian Tire	35	5	61	11	16
Indigo / Chapters	45	52	79	34	100
Staples	45	92	121	57	52
Rona / Lowe's Canada	110	68	141	92	135
HomeSense	136	139	167	57	100
Michaels	156	139	200	92	120
Sleep Country	188	139	217	112	295
Bed Bath & Beyond	319	278	332	271	307
Dollar Tree	342	365	367	327	202
Dollar Store	354	278	367	295	316
Leon's/The Brick	354	256	360	341	357
Dollarama	364	386	362	371	149

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