

REPUTATION

n. – 1325-75 Middle English reputacioun < Latin reputātiōn- (stem of reputātiō) computation, consideration.

1. [The **only** study that provides a **complete sector analysis** of reputation for more than 260 companies in Canada.]

A WORD FROM THE PRESIDENT JEAN-MARC LÉGER



It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. – Warren Buffett

At Leger, we have spent 20 years perfecting our corporate reputation study and we are very proud to present you with the 21st edition! Over time, this study has succeeded in improving its own reputation by year after year becoming a benchmark for the country. The study's positive reputation is founded on its longevity and the wealth of the strategic analysis presented in the reports prepared for our clients. Leger's Reputation Study is the largest Canadian study with over 30,000 respondents who assess nearly 300 companies each year. It is also the only corporate reputation study in Canada that presents all the data, on all the indicators, for all the major sectors of our economy, with more than 250 key figures and a wide range of cross-sectional data per report. In this 21st year, we take it a step further by also measuring employer branding. We know that in the labour market's current context, your margin of error to attract and retain young talent is nonexistent. Once again, Leger is pleased to offer you strategic, useful and intelligent information. The Reputation Study gives you a strategic advantage over your competition.

Enjoy your read!

A handwritten signature in blue ink that reads "Jean-Marc Léger". The signature is written in a cursive, flowing style.

Jean-Marc Léger
President, Leger

A WORD FROM THE VICE-PRESIDENT **DAVE SCHOLZ**



Managing and growing a reputation only comes through building strong relationships with key stakeholders. Our study has not only provided the benchmark for organizations to track their own company, but also tools to help our study subscribers learn how they can improve these relationships. When a company experiences a crisis, understanding how to regrow a positive reputation is critical to their recovery. What is even more important, is knowing how to build a reputation that is resistant to crisis. We have seen companies drop in reputation and recover the next year or in following years. We have also seen companies struggle to recover and some never doing so. A commitment to building and maintaining a strong reputation is must for organizations today.

A handwritten signature in black ink that reads "Dave Scholz".

Dave Scholz
Executive Vice President, Leger

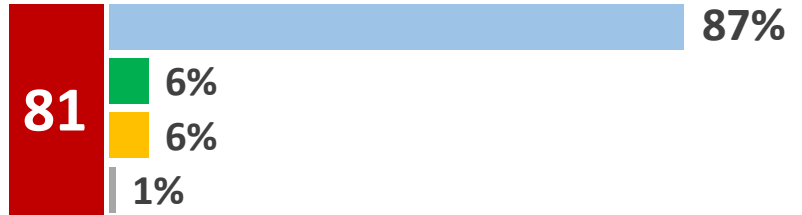
RANKING 2019

The 10 most admired companies in Canada



Reputation ranking

1



2



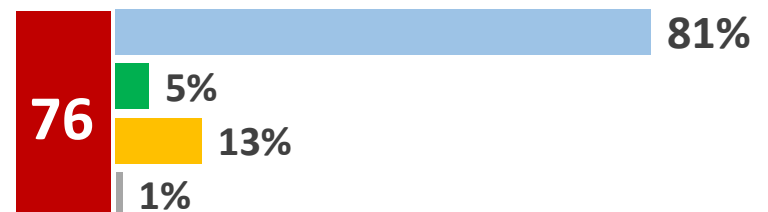
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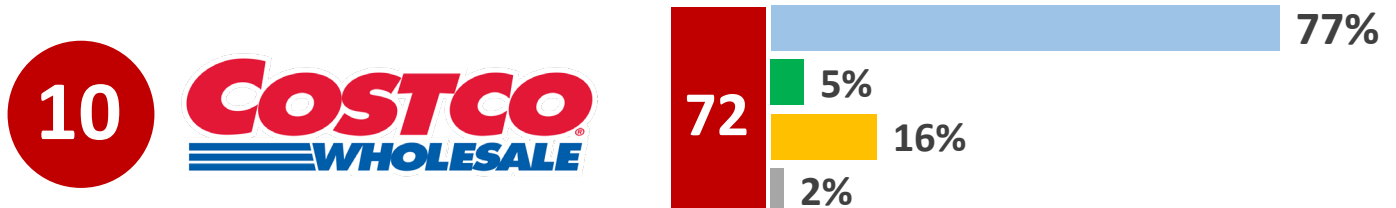
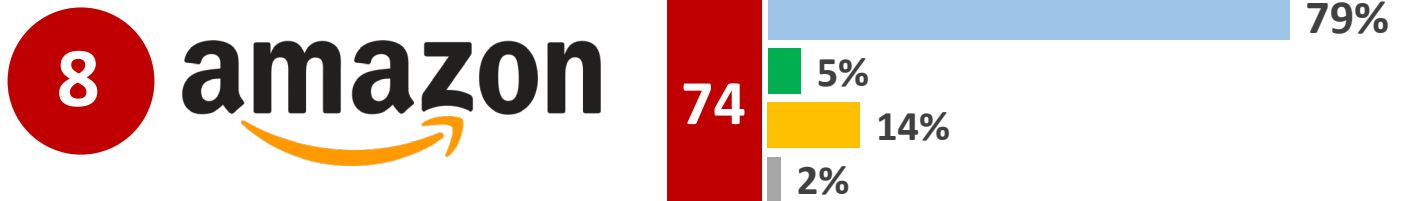
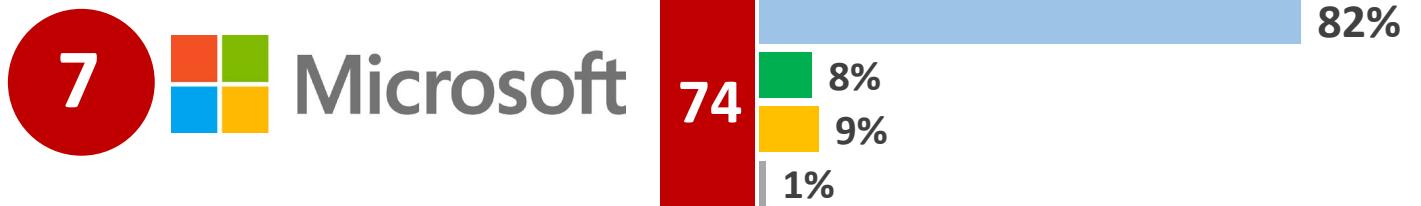


RANKING 2019

The 10 most admired companies in Canada



Reputation ranking








First company by sector

SECTOR	COMPANY	SCORE
Department Stores / Mass Merchandisers	Canadian Tire	81
Web / Social Media	Google	80
Discount Stores	Dollarama	76
Drugstores	Shoppers Drug Mart	76
Electronic / Technologies	Sony	76
Food industry	Kellogg	75
Home improvement	Home Depot	72
Bank / Credit	Interac	68
Media	CBC/Radio-Canada	66
Entertainment	Cirque du Soleil	66
Bookstore / Music / Craft	Chapters Indigo	66
Restaurants	A & W	65
Groceries-Convenience	Sobeys	65
Automobile	Toyota	65
Shipping	FedEx	64
Hospitality	Sheraton	57
Insurance Finance	CAA	56
Pharmaceutical	Bayer	54
Transport	WestJet	51
Energy	Petro-Canada	50

First company by sector

SECTOR	COMPANY	SCORE
Large companies	Johnson & Johnson	44
Breweries	Molson Coors	42
Real estate	RE/MAX	37
Telecommunications	Telus	36
Pulp / Wood	Cascades	36
Industrial companies	Boeing	25
Accounting and Management firms	Deloitte	24
Cannabis producers	Aurora Cannabis	18
Loyalty	LoyaltyOne	5

EMPLOYERS RANKING 2019

# Reputation ranking	# Employer ranking		# Employer score
7	1	 Microsoft	83
2	2	 Google	83
35	3		80
4	4	 SHOPPERS DRUG MART	80
15	5	 NETFLIX	80

EMPLOYERS RANKING 2019

# Reputation ranking	# Employer ranking		# Employer score
9	6	SAMSUNG	80
10	7	COSTCO WHOLESALE	79
5	8	SONY	79
8	9	amazon	79
24	10	HONDA	77

RANKING 2019

The 100 most admired companies in Canada

1	Canadian Tire	81	26	Danone	63
2	Google	80	27	Subway	62
3	Dollarama	76	28	Kraft Heinz	62
4	Shoppers Drug Mart	76	29	Maple Leaf Foods	62
5	Sony	76	30	Kijiji	62
6	Kellogg	75	31	Purolator	62
7	Microsoft	74	32	Staples	62
8	Amazon	74	33	Tim Hortons	61
9	Samsung	73	34	General Mills	61
10	Costco Wholesale	72	35	Apple	58
11	Home Depot	72	36	Visa	58
12	Campbell	68	37	Mark's	57
13	Interac	68	38	Sheraton	57
14	McCain Foods	67	39	Walmart	56
15	Netflix	67	40	Nestlé	56
16	CBC/Radio-Canada	66	41	Mastercard	56
17	Cirque du Soleil	66	42	CAA	56
18	Chapters Indigo	66	43	Hilton	56
19	A & W	65	44	Loblaws	55
20	Sobeys	65	45	Winners	55
21	Panasonic	65	46	Home Hardware	55
22	Toyota	65	47	Marriott	55
23	FedEx	64	48	UPS	54
24	Honda	64	49	Rona	54
25	LG	63	50	Dare Foods	54

Note:

Bold : First in its sector

RANKING 2019

The 100 most admired companies in Canada

51	Bayer	54	76	eBay	42
52	Michael's	54	77	Molson Coors	42
53	Dell	53	78	Procter & Gamble (P&G)	42
54	Jamieson	52	79	VIA Rail	42
55	WestJet	51	80	RBC Royal Bank	40
56	Petro-Canada	50	81	Bank of Montreal (BMO)	40
57	The Hudson Bay Company (Hbc)	50	82	Weston	40
58	Canada Post	49	83	Subaru	40
59	IBM	49	84	Dauids Tea	40
60	Sun Life Financial	49	85	Coca-Cola	39
61	Hewlett-Packard	48	86	Scotia Bank	39
62	Giant Tiger	48	87	Delta	39
63	Manulife	48	88	Westin	39
64	Esso	47	89	Mazda	37
65	Blue Cross	45	90	Hyundai Auto	37
66	McDonald's	44	91	Labatt	37
67	Wendy's	44	92	Pfizer	37
68	Johnson & Johnson	44	93	RE/MAX	37
69	L'Oréal	44	94	Telus	36
70	Saputo	44	95	Keurig	36
71	PepsiCo	43	96	Cascades	36
72	Boston Pizza	43	97	Starbucks	35
73	Shell	43	98	Lowe's	35
74	Nissan	43	99	CIBC	34
75	TD Bank	42	100	Reitmans Canada Ltd	34

Note:

Bold : First in its sector

Methodology

Study population

French and English speaking Canadians, aged 18 or over.

Questionnaire

In total, 262 companies from 29 business sectors were assessed in order to adequately represent the players in the various business sectors surveyed.

Sample

Each company was evaluated by approximately 2,100 respondents. To limit the duration of the questionnaire, the total number of companies grouped by sector was split into 14 blocks of about 20 companies. In total, Léger conducted **30,593 interviews** as part of this study.

Data collection

The study was conducted online. Respondents were randomly selected from Léger's Internet panel, a panel representative of Canada's population which includes more than 400,000 members across the country. The survey was accessible through a hyperlink and a unique access code inserted into an email that was sent to the panellists targeted for the study.

Collection period

Data collection was carried out from December 19th, 2018 to February 1st, 2019.

Weighting and representativeness

To ensure that the sample is representative of the entire adult population of Canada, raw data was weighted according to the actual distribution of the population based on gender, age, regions, level of education, the presence of children in the household and mother tongue.

The results are weighted using data from Statistics Canada's latest available census, the 2016 census.

Margin of error

As a comparison, a probability sample of this size (n=2,100) would have a margin of error of +/- 2,1% with a confidence interval of 95% (19 times out of 20).



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