Reputation

Created by Leger

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 299 companies in Canada.]

From One Crisis to Another

We are pleased to present the results of our 26th annual *Reputation* study.

Last year's study results highlighted the collective crisis experienced by Canadian corporations over the past decade. What we presented in 2022 amounted to a challenge for companies to rebuild weakening relationships that were leading to a decline in reputation scores.

The past couple years, being consumed almost entirely by the pandemic, were a tumultuous time for corporations as they tried to be seen positively amidst a sea of competing messages and break through the noise. However, the context has been further complicated with a cost-of-living crisis tacked on to the pandemic the country was dealing with. We know that alongside rising inflation, many Canadians are experiencing rising hardship on a day-to-day basis, resulting in heightened expectations of businesses. We see this mirrored in our Reputation study.

It is perhaps no surprise that grocery stores and banks have taken the hardest hit in reputation, while the discount-orientated dollar stores have risen upwards.

When prices rise and income fails to keep pace while companies such as Loblaws and Sobeys report sizeable quarterly profits, conditions are ripe to invite some judgement from the average Canadian.

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The plummeting reputation scores of the grocery and financial services sectors represent what Canadians are taking issue with–increased corporate power amidst reduced buying power.

If we take a look at the companies that make it to the list of the most reputable companies in Canada, many of the usual suspects are at the top. Six of the top ten companies in 2022 remain in the top ten this year (with Google, Sony, Shoppers Drug Mart, Samsung, Canadian Tire in the top 5 and Campbell at #10). However, of note, Google, now #1, improved its reputation score by 5 points and dethroned Shoppers Drug Mart. This improvement is driven by fewer bad opinions of Google compared to previous years, bringing it back in line with pre-pandemic levels.

In the search for lower prices for everyday items, another Canadian company finds its way into the top ten: Dollarama (#7). In the same vein, Costco, geared towards Canadians looking for maximized savings, also jumps in rank to secure its position in the top 10 this year (#9). Walmart and Winners, also improving by 4 points each, show that discount-oriented retailers are seizing the opportunity presented by the current fiscal climate.

One of the biggest hits to reputation this year has been to Netflix. As worries over inflation climbed and entertainment budgets were being cut back, rumblings of Netflix changing their subscription terms late in 2022 likely contributed to a 9-point drop in their reputation score (60 in 2023 compared to 69 in 2022). In addition, in a move to monetize 100 million non-paying households who shared passwords with paying customers, Netflix announced a new shared password policy, which undoubtedly added to a further drop in their reputation score observed in a follow-up study.
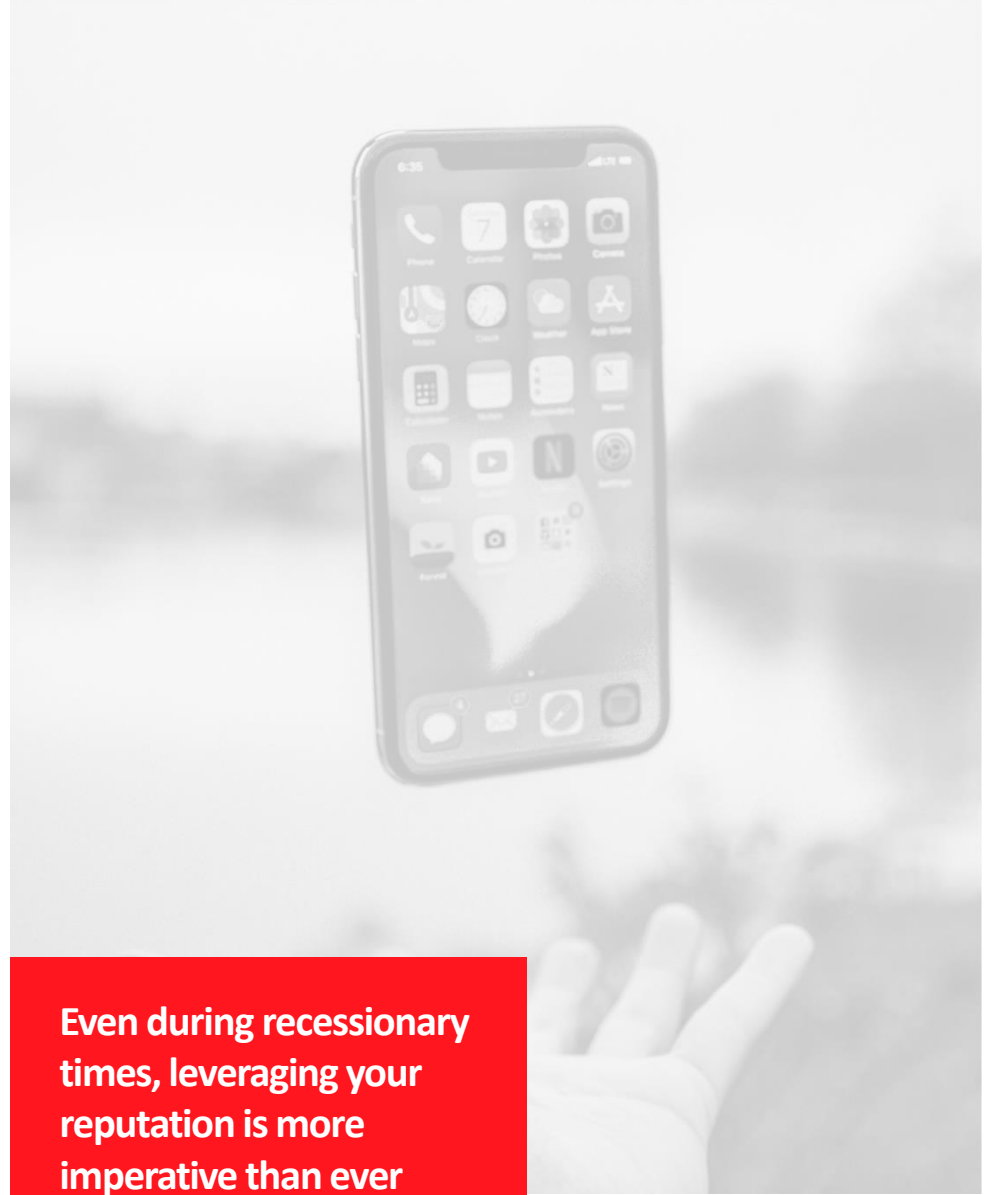
From One Crisis to Another

The bad news for tech continues, and our reputation scores echo the general mistrust of social media companies and concerns around data privacy. Twitter and its new owner Elon Musk see the biggest drop in reputation that we have seen in almost a decade (drop of 24 points to a reputation score of -12). TikTok (-11), new to our study this year, has made its grand entrance at the very bottom, sitting alongside Twitter (both ranked 296 and 297 out of 299 respectively).

The Importance of Reputation

While it may be a time of consumer volatility, it is clear that a company's reputation can pull it through to the other side. We found that nearly six-in-ten Canadians (57%) indicate that they would be willing to pay a little more for a product/service if the brand/company has a good reputation. Even during recessionary times, leveraging your reputation is more imperative than ever before. While some sectors have larger reputation losses than others, the overall reputation of a thorough cross-section of corporate Canada has fallen by an average of just under 1 point, which shows the resilience of a good name, even in trying times.

Lisa Covens
Senior Vice-President

Shanze Khan
Senior Research Director

Even during recessionary times, leveraging your reputation is more imperative than ever before.

2023 Ranking – The 10 Most Reputable Companies in Canada

REPUTATIO

The 10 Most Reputable Companies in Canada

#1 Google
- 82%
- 7%
- 10%
- 1%
- Score: **75**

#2 SONY
- 77%
- 3%
- 17%
- 2%
- Score: **74**

#3 SHOPPERS DRUG MART
- 79%
- 8%
- 12%
- 1%
- Score: **71**

#4 SAMSUNG
- 77%
- 6%
- 15%
- 2%
- Score: **71**

#5 CANADIAN TIRE
- 78%
- 8%
- 11%
- 2%
- Score: **70**

#6 YouTube
- 76%
- 6%
- 16%
- 2%
- Score: **70**

#7 DOLLARAMA
- 77%
- 8%
- 13%
- 2%
- Score: **69**

#8 HOME DEPOT
- 73%
- 4%
- 20%
- 2%
- Score: **69**

#9 COSTCO WHOLESALE
- 72%
- 5%
- 19%
- 4%
- Score: **67**

#10 Campbell's
- 72%
- 5%
- 17%
- 6%
- Score: **67**

Good opinion | Bad opinion | Does not know enough | Does not know at all

REPUTATIO

2023 Ranking –
Top Company by Sector in Canada

Top Company by Sector in Canada

# Canadian Ranking	Company	Sector	Score
1	Google	*Web / Social Media*	75
2	Sony	*Electronic / Technologies*	74
3	Shoppers Drug Mart	**Drugstores*	71
5	Canadian Tire	*Department Stores / Mass Merchandisers*	70
7	Dollarama	*Discount Stores*	69
8	Home Depot	*Home Improvement*	69
10	Campbell	*Food Industry*	67
12	A & W	*Restaurants*	66
17	Interac	*Bank / Credit*	64
20	Toyota	*Automobile*	61
22	Canada Post	*Shipping*	60
26	Cirque du Soleil	*Entertainment*	59
30	CAA	*Insurance / Finance*	58
37	Hilton	*Hospitality*	56
43	Sobeys	*Groceries / Convenience*	54
45	Chapters Indigo	*Bookstore / Music / Craft*	54

# Canadian Ranking	Company	Sector	Score
54	Jamieson	*Pharmaceutical*	48
55	CBC/Radio-Canada	*Media*	47
65	Petro-Canada	*Energy*	43
67	VIA Rail	*Transport*	43
71	National Hockey League (NHL)	*Professional Sports Leagues*	42
78	Johnson & Johnson	*Large Companies*	40
79	RE/MAX	*Real Estate*	40
89	Molson Coors	*Breweries*	36
101	Telus	*Telecommunications*	33
130	Cascades	*Pulp / Wood*	27
146	Deloitte	*Accounting and Management Firms*	20
149	Airbus	*Industrial Companies*	19
211	Aurora Cannabis	*Cannabis Producers*	9
251	LoyaltyOne	*Loyalty*	4

*This sector includes only one company.

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2023 Canadian Ranking

2023 Canadian Ranking

#		Score
1	▶ Google	75
2	▶ Sony	74
3	▶ Shoppers Drug Mart	71
4	Samsung	71
5	▶ Canadian Tire	70
6	YouTube	70
7	▶ Dollarama	69
8	▶ Home Depot	69
9	Costco Wholesale	67
10	▶ Campbell	67
11	Microsoft	66
12	▶ A & W	66
13	Staples	66
14	Kellogg	65
15	Kraft Heinz	65
16	McCain Foods	64
17	▶ Interac	64
18	Best Buy	63
19	IKEA	62
20	▶ Toyota	61

#		Score
21	Amazon	60
22	▶ Canada Post	60
23	Netflix	60
24	Maple Leaf Foods	60
25	Mark's	60
26	▶ Cirque du Soleil	59
27	LG	58
28	Panasonic	58
29	Honda	58
30	▶ CAA	58
31	Tim Hortons	57
32	Subway	57
33	Visa	57
34	FedEx	57
35	Mastercard	56
36	Winners	56
37	▶ Hilton	56
38	Purolator	55
39	Danone	55
40	Home Hardware	55

#		Score
41	Marriott	55
42	Apple	54
43	▶ Sobeys	54
44	General Mills	54
45	▶ Chapters Indigo	54
46	Michael's	51
47	Sheraton	51
48	UPS	50
49	Nestlé	49
50	Wendy's	49
51	McDonald's	48
52	Dell	48
53	Rona	48
54	▶ Jamieson	48
55	▶ CBC/Radio-Canada	47
56	Hewlett-Packard	47
57	HomeSense	47
58	Dare Foods	47
59	Walmart	46
60	Pfizer	46

▶ Top company in their sector

2023 Canadian Ranking

#		Score
61	Giant Tiger	46
62	The Hudson Bay Company (Hbc)	45
63	Kijiji	44
64	Bayer	44
65	► Petro-Canada	43
66	IBM	43
67	► VIA Rail	43
68	Saputo	43
69	Coca-Cola	42
70	PepsiCo	42
71	► National Hockey League (NHL)	42
72	Sun Life	42
73	Manulife	42
74	Keurig	41
75	Blue Cross	41
76	Boston Pizza	40
77	Esso	40
78	► Johnson & Johnson	40
79	► RE/MAX	40
80	Procter & Gamble (P&G)	39

#		Score
81	Moderna	38
82	Nespresso	38
83	Delta	38
84	WestJet	37
85	Mazda	37
86	Marshalls	37
87	RBC Royal Bank	36
88	Nissan	36
89	► Molson Coors	36
90	L'Oréal	36
91	Davids Tea	36
92	Reitmans Canada Ltd	36
93	Toronto International Film Festival (TIFF)	36
94	Burger King	35
95	Shell	35
96	TD Bank	35
97	Paypal	35
98	Subaru	35
99	Westin	35
100	Biscuits Leclerc	34

#		Score
101	► Telus	33
102	Bank of Montreal (BMO)	33
103	Canadian National (CN)	33
104	Lowe's	33
105	Canada Life / Great-West	33
106	Starbucks	32
107	CIBC	32
108	Scotia Bank	32
109	LinkedIn	32
110	Labatt	31
111	Weston	31
112	Sleeman Breweries	31
113	Circle K	30
114	Major League Baseball (MLB)	30
115	Canadian Football League (CFL)	30
116	Enterprise	30
117	Volkswagen	29
118	eBay	29
119	Hyundai Auto	29
120	Ford	28

► Top company in their sector

2023 Canadian Ranking

#		Score
121	Instagram	28
122	General Motors (GM)	28
123	President's Choice Financial	28
124	Second Cup	28
125	Royal LePage	28
126	Olymel	28
127	National Basketball Association (NBA)	27
128	Sephora	27
129	Canadian Pacific	27
130	► Cascades	27
131	SC Johnson	26
132	Intact Insurance	26
133	Unilever	26
134	Century 21	25
135	Agropur	25
136	Yahoo!	24
137	Air Transat	24
138	Tangerine	24
139	Kia	23
140	Desjardins Insurance (Life Health Retirement)	23

#		Score
141	Hertz	22
142	DHL	21
143	The Co-operators	21
144	Ubisoft	21
145	Lee Valley	21
146	► Deloitte	20
147	MEC	20
148	Air Canada	19
149	► Airbus	19
150	Merck	19
151	Grand & Toy	19
152	Pratt & Whitney	19
153	DeSerres	19
154	Facebook	18
155	National Bank of Canada	18
156	Allstate	18
157	Major League Soccer (MLS)	18
158	GlaxoSmithKline	18
159	Bristol-Myers Squibb	18
160	Shaw Communications	17

#		Score
161	belairdirect	17
162	Porter	17
163	Abbott	17
164	Blackberry	16
165	Boeing	16
166	Enbridge	16
167	Suncor Energy	16
168	TransCanada	16
169	ALDO Group	16
170	Canpar	16
171	PricewaterhouseCoopers (PwC)	16
172	Ernst & Young	16
173	Kruger	16
174	Exceldor	16
175	Imperial	15
176	Wawanesa Insurance	15
177	Domtar	15
178	KPMG	15
179	Sutton Group	15
180	Green Shield Canada	15

► Top company in their sector

2023 Canadian Ranking

#		Score
181	Chrysler	14
182	Siemens	14
183	Wealthsimple	14
184	Janssen	14
185	Roche	14
186	Grant Thornton	14
187	AstraZeneca	13
188	Capital One Canada	13
189	Fortis	13
190	Novartis	13
191	Baxter	13
192	Lester's	13
193	Group Germain Hotels	13
194	Bombardier	12
195	Intelcom	12
196	Industrial Alliance, auto and home insurance	12
197	Canadian Natural Resources Limited (CNRL)	12
198	Lassonde	12
199	Amex Canada	11
200	FairSquare	11

#		Score
201	Eli Lilly	11
202	SSQ Insurance	11
203	Sandoz	11
204	Bausch Health	11
205	Adrien Gagnon	10
206	Economical Insurance	10
207	Rio Tinto Alcan	9
208	Transcontinental	9
209	Questrade	9
210	Resolute Forest Products (AbitibiBowater)	9
211	► Aurora Cannabis	9
212	Canopy Growth	9
213	CGI group	9
214	Allergan	9
215	Teva	9
216	Sunwing	8
217	Sonnet	8
218	Apotex	8
219	Beneva	8
220	CAE	8

#		Score
221	Three Times a Day	8
222	Bell Media	7
223	Alcoa	7
224	Cenovus Energy	7
225	Tembec	7
226	Novo-Nordisk	7
227	Ricardo Media	7
228	Ace Hardware	7
229	Bimbo	7
230	Power Corporation of Canada	6
231	Postmedia	6
232	Syncrude	6
233	Moneris	6
234	Sanofi Group in Canada (pharma, Pasteur, Genzyme and Merial)	6
235	Equitable Life of Canada	6
236	Medicago	6
237	HSBC Bank Canada	5
238	Laurentian Bank of Canada	5
239	Medavie	5
240	Alcon	5

► Top company in their sector

2023 Canadian Ranking

#		Score
241	Lactalis	5
242	GroupHEALTH	5
243	LEO Pharma	5
244	Gilead Sciences	5
245	Boehringer Ingelheim	5
246	Sollio Cooperative Group	5
247	The Green Organic Dutchman Holdings	5
248	Bell	4
249	Irving Oil	4
250	Farm Credit Canada (FCC)	4
251	► LoyaltyOne	4
252	The Flowr Corporation	4
253	Advanz Pharma	4
254	Cronos Group Inc	4
255	Barrick Gold	3
256	Accenture	3
257	Alstom	3
258	HEXO Corp	3
259	Turo	3
260	GLS Canada	3

#		Score
261	TMX Group	3
262	SCA	3
263	Amgen	3
264	Tilray	3
265	AbbVie	3
266	Aphria	3
267	Galderma	3
268	Takeda	3
269	Vivo Cannabis Inc	3
270	Namaste Technologies Inc	3
271	The Supreme Cannabis Company Inc	3
272	CannTrust Holdings Inc	3
273	OrganiGram Holdings Inc	3
274	Astellas Pharma	3
275	Shire	3
276	Celgene	3
277	McKinsey	2
278	Indochino	2
279	Emera	2
280	Boston Consulting Group (BCG)	2

#		Score
281	Humania Assurance	2
282	ivari	2
283	Mera Cannabis Corp.	2
284	Decibel Cannabis Company Inc.	2
285	Auxly Cannabis Group Inc	2
286	Newstrike Brands	2
287	Lundbeck	2
288	Statoil	1
289	Emma	1
290	Aimia	1
291	UCB	1
292	Kinder Morgan	0
293	Rogers	-1
294	Purdue Pharma	-1
295	Craigslist	-3
296	TikTok	-11
297	Twitter	-12
298	SNC-Lavalin	-19
299	Huawei	-22

► Top company in their sector

Methodological Approach

Study Population

French- and English-speaking Canadians, aged 18 or over.

Questionnaire

In total, 299 companies from 30 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 16 blocks of about 20 companies. In total, Leger conducted **38,622 interviews** as part of this study.

Data Collection

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

Collection Period

Data collection was conducted from November 22nd, 2022 to January 25th, 2023.

Weighting and Representativeness

To ensure that the sample is representative of the entire adult population of Canada, the raw data was weighted according to the actual distribution of the population based on gender, age, region, 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.

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).

Leger

The largest Canadian-owned market research and analytics company.

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