

2024 Edition

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 302 companies in Canada.]



REPUTATION

Created by Leger



Editorial

In today's rapidly evolving business environment, the importance of effective communication has never been more pronounced. Against a backdrop of increasing societal expectations and instantaneous digital feedback loops, the role of reputation in the success of brands is being rewritten in real-time. This year, drawing upon insights from our 27th annual reputation study, we uncover how the turbulent times we live in are reshaping the significance of reputation for businesses across the country.

At the heart of it, reputation is a multifaceted asset that impacts every aspect of a company's existence. It is the invisible currency that companies trade in every day, influencing customer behaviour, investor confidence, and broader public perception. A strong reputation can be a company's strongest/most valuable asset, attracting customers, top-tier employees, and investment, while a tarnished one can repel these very stakeholders, causing long-term damage that is often difficult to repair.

Amidst a year characterized by surging costs, challenges in housing affordability, unprecedented population growth through immigration, and impact of natural disasters like wildfires, this year's findings are particularly interesting. These factors collectively shape the public perception of companies and industries, highlighting the importance of staying attuned to societal and economic trends.

At first glance, our research this year revealed a story of general stability across sectors with roughly an equal number of sectors showing increases as there were sectors showing decreases, leading to an average change of 0 across companies. While it is true that the variances we observed were not as stark as in previous years, there have been particular sectors such as grocery & food or airlines that have been undergoing a decline. These declines clearly reflect public sentiment of frustration over managing growing household bills amid reports of large profits by retailers or a poor flying experience.

Looking ahead, we see signs of recovery in sectors like telecommunications, with companies making notable gains in reputation, particularly Rogers who also completed its merger with Shaw in 2023 and added 5G to the TTC in Toronto. Moreover, the rebranding of companies, such as SNC-Lavalin's transformation into AtkinsRealis demonstrates the power of strategic changes in overcoming reputational hurdles.

A look at the top ten companies each year also sheds light on the enduring value of maintaining a strong reputation. These companies consistently demonstrate excellence in managing their public image, underscoring the importance of continuous investment in reputation management.

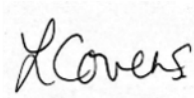


Editorial - Continued

Moreover, the relationship between company actions, such as ESG initiatives, and reputation underscores the evolving expectations of consumers in Canada, particularly as satisfaction with various governments in power is declining and there is a misalignment with important issues and what the government is perceived to be focusing on. What we could be seeing is Canadians looking to corporations to fill in gaps in terms of what they want seeing done in Canada. Our deeper exploration into ESG priorities this year reveals that success as a responsible corporate citizen hinges on investing in initiatives that resonate most with each sector's unique challenges and opportunities.

Consumers have spoken: investment should not only reflect global ESG principles but also be tailored to the specific needs and influence areas of each industry. From enhancing diversity and inclusion in sectors where it's most needed, to leading the charge in environmental stewardship, the expectation is clear—businesses must prioritize ESG efforts that align with their core operations and societal impact. This approach not only satisfies the growing consumer demand for authentic, impactful corporate social responsibility but also positions companies for sustainable growth and resilience in a world where reputation and social responsibility are inextricably linked.

To conclude, the value of reputation management is heightened in our current business/economic climate. The case of Netflix serves as a prime example with their swift reputational recovery after a steep downward blip caused by customer pushback against policy changes. This case study should remind executives and communications managers of the necessity of regular reputation assessments, an understanding of when an issue is sticky versus momentary, and the creation of a corresponding strategy to respond appropriately to reputational challenges. Effective reputation management can mitigate adverse effects from consumer backlash, especially when issues do not stem from ethical misconduct. Companies are advised to monitor their reputation while ensuring their actions are in harmony with societal expectations. An attentive and strategic approach to reputation is not only advisable but vital for sustained success.



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2024 Ranking – Canadians' 10 Most Admired Companies



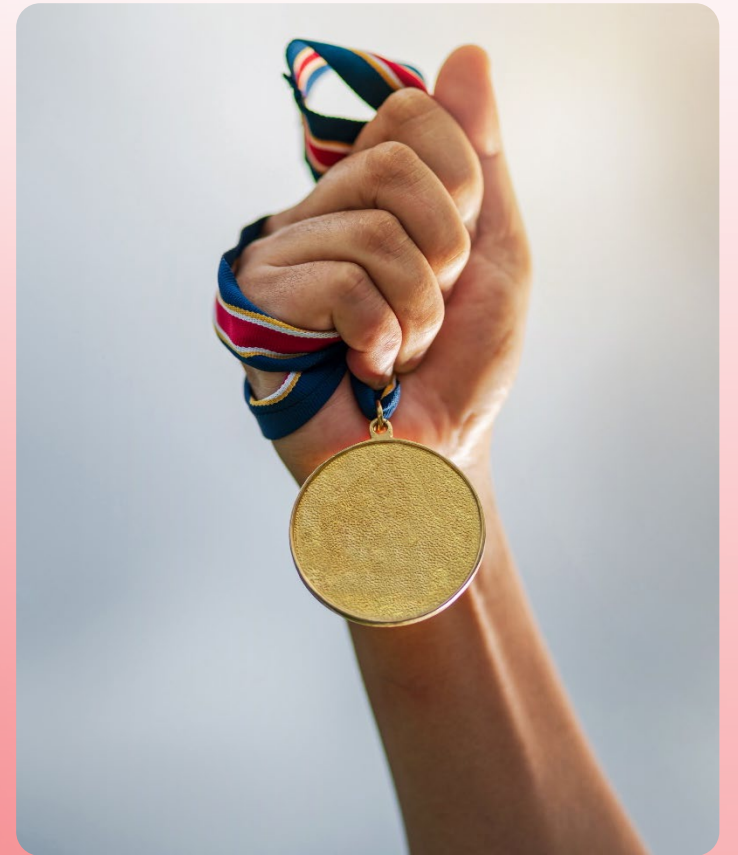
Canadians' 10 Most Admired Companies



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

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2024 Ranking – Champions by Sector in Canada



Champions by Sector in Canada

2024 Edition

# Canadian Ranking	Company	Sector
1	Google	Web / Social media
2	Sony	Electronic / Technology
3	Canadian Tire	Department store / Mass merchandiser
6	Shoppers Drug Mart	Drugstores
9	Dollorama	Discount stores
11	Home Depot	Home Improvement
12	Interac	Banks / Credit
13	Kellogg	Food industry
14	A&W	Restaurants
17	Toyota	Automobile
18	Canada Post	Shipping
33	Cirque du Soleil	Entertainment
39	CAA	Insurance / Finance
40	Hilton	Hospitality
41	Chapters Indigo	Bookstore / Music / Craft
52	Sobeys	Groceries / Convenient store

# Canadian Ranking	Company	Sector
56	CBC/Radio-Canada	Media
58	Jamieson	Pharmaceutical
66	National Hockey League	Professional sport leagues
69	Petro-Canada	Energy
79	Telus	Telecommunications
82	L'Oréal	Large companies
86	Via Rail	Transport
89	RE/MAX	Real estate
108	Molson Coors	Breweries
111	Cascades	Pulp / Wood
132	Boeing	Industrial companies
143	Deloitte	Accounting and management firms
204	Aurora Cannabis	Cannabis producers
246	LoyaltyOne	Loyalty

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2024 Ranking –
Canada

2024 Ranking – Canada

▶ Leading company in its sector

#		Score
1	▶ Google	75
2	▶ Sony	72
3	▶ Canadian Tire	71
4	Samsung	71
5	YouTube	70
6	▶ Shoppers Drug Mart	69
7	Microsoft	69
8	Amazon	68
9	▶ Dollarama	68
10	Costco Wholesale	68
11	▶ Home Depot	67
12	▶ Interac	66
13	▶ Kellogg	65
14	▶ A & W	64
15	Staples	63
16	Campbell	62
17	▶ Toyota	62
18	▶ Canada Post	61
19	Visa	61
20	McCain Foods	61

#		Score
21	IKEA	61
22	Mark's	61
23	Kraft Heinz	60
24	Best Buy	60
25	Honda	59
26	Tim Hortons	58
27	Netflix	58
28	Maple Leaf Foods	58
29	Mastercard	58
30	FedEx	57
31	Panasonic	57
32	Home Hardware	57
33	▶ Cirque du Soleil	57
34	Subway	56
35	LG	56
36	Purolator	56
37	Apple	55
38	Winners	55
39	▶ CAA	55
40	▶ Hilton	55

#		Score
41	▶ Chapters Indigo	54
42	Danone	54
43	Marriott	54
44	Wendy's	53
45	General Mills	53
46	Michael's	52
47	Nestlé	51
48	UPS	51
49	Ocean Spray	51
50	Rona	50
51	Sheraton	50
52	▶ Sobeys	49
53	HomeSense	49
54	Dell	48
55	Coca-Cola	47
56	▶ CBC/Radio-Canada	47
57	Giant Tiger	47
58	▶ Jamieson	47
59	Walmart	46
60	Kijiji	45

2024 Ranking – Canada

▶ Leading company in its sector

#		Score
61	PepsiCo	44
62	Keurig	44
63	IBM	44
64	Dare Foods	44
65	McDonald's	43
66	▶ National Hockey League (NHL)	43
67	The Hudson Bay Company (Hbc)	43
68	Hewlett-Packard	43
69	▶ Petro-Canada	42
70	Manulife	42
71	Saputo	42
72	Bayer	41
73	Boston Pizza	40
74	TD Bank	40
75	Blue Cross	40
76	Esso	39
77	Paypal	39
78	Sun Life	39
79	▶ Telus	38
80	Pfizer	38

#		Score
81	Nespresso	38
82	▶ L'Oréal	38
83	Marshalls	38
84	Davids Tea	38
85	Johnson & Johnson	37
86	▶ VIA Rail	37
87	Subaru	37
88	Procter & Gamble (P&G)	37
89	▶ RE/MAX	37
90	RBC Royal Bank	36
91	Bank of Montreal (BMO)	36
92	Reitmans Canada Ltd	36
93	Shell	35
94	CIBC	35
95	Mazda	35
96	Nissan	35
97	LinkedIn	35
98	Circle K	35
99	Major League Baseball (MLB)	35
100	Delta	35

#		Score
101	Lowe's	35
102	Westin	35
103	Canadian Football League (CFL)	34
104	Toronto International Film Festival (TIFF)	34
105	WestJet	33
106	Scotia Bank	33
107	Moderna	32
108	▶ Molson Coors	32
109	Canada Life / Great-West	31
110	Sephora	31
111	▶ Cascades	31
112	Biscuits Leclerc	31
113	Burger King	30
114	Volkswagen	30
115	National Basketball Association (NBA)	30
116	Canadian National (CN)	30
117	Starbucks	29
118	Instagram	29
119	eBay	29
120	Hyundai Auto	29

2024 Ranking – Canada

▶ Leading company in its sector

#		Score
121	Labatt	29
122	Enterprise	29
123	General Motors (GM)	26
124	SC Johnson	26
125	Royal LePage	26
126	Sleeman Breweries	26
127	Yahoo!	25
128	President's Choice Financial	25
129	Second Cup	25
130	Intact Insurance	25
131	Unilever	25
132	▶ Boeing	24
133	DHL	24
134	Canadian Pacific	24
135	Century 21	24
136	Agropur	24
137	Air Transat	23
138	Ford	22
139	Tangerine	22
140	Olymel	22

#		Score
141	Major League Soccer (MLS)	22
142	MEC	22
143	▶ Deloitte	22
144	Kruger	22
145	Facebook	21
146	Kia	21
147	Weston	21
148	Hertz	21
149	Airbus	21
150	Grand & Toy	21
151	Lee Valley	21
152	Bombardier	20
153	The Co-operators	20
154	Porter	20
155	Desjardins Insurance (Life Health Retirement)	19
156	National Bank of Canada	19
157	PricewaterhouseCoopers (PwC)	19
158	DeSerres	19
159	belairdirect	18
160	Canpar	18

#		Score
161	Domtar	18
162	Allstate	17
163	ALDO Group	17
164	Merck	17
165	Ernst & Young	17
166	Air Canada	16
167	Blackberry	16
168	Enbridge	16
169	TransCanada	16
170	Intelcom	16
171	Ubisoft	16
172	Siemens	16
173	KPMG	16
174	Pratt & Whitney	16
175	Grant Thornton	16
176	AstraZeneca	15
177	Suncor Energy	15
178	GlaxoSmithKline	15
179	Wealthsimple	15
180	Bristol-Myers Squibb	15

2024 Ranking – Canada

▶ Leading company in its sector

#		Score
181	Exceldor	15
182	Bell Media	14
183	Shaw Communications	14
184	Imperial	14
185	Amex Canada	14
186	Abbott	14
187	Rogers	13
188	Wawanesa Insurance	13
189	Sutton Group	13
190	Industrial Alliance, auto and home insurance	13
191	Roche	13
192	Chrysler	12
193	Fortis	12
194	Green Shield Canada	12
195	Resolute Forest Products (AbitibiBowater)	12
196	Janssen	12
197	Group Germain Hotels	12
198	Novartis	12
199	Lester's	12
200	Capital One Canada	11

#		Score
201	Sandoz	11
202	Bausch Health	11
203	Canadian Natural Resources Limited (CNRL)	10
204	▶ Aurora Cannabis	10
205	Beneva	10
206	Adrien Gagnon	10
207	Baxter	10
208	Lassonde	10
209	Rio Tinto Alcan	9
210	Canopy Growth	9
211	Apotex	9
212	Teva	9
213	Questrade	8
214	Eli Lilly	8
215	Ace Hardware	8
216	Transcontinental	8
217	CGI group	8
218	Tembec	8
219	Novo-Nordisk	8
220	CAE	8

#		Score
221	Ricardo Media	8
222	Bell	7
223	HSBC Bank Canada	7
224	Moneris	7
225	Economical Insurance	7
226	Alcoa	7
227	Accenture	7
228	Allergan	7
229	Sanofi Group in Canada (pharma, Pasteur, Genzyme and Merial)	7
230	Postmedia	6
231	Syncrude	6
232	Sonnet	6
233	Cenovus Energy	6
234	GLS Canada	6
235	Alstom	6
236	Pharmascience	6
237	Alcon	6
238	Three Times a Day	6
239	SCA	6
240	Irving Oil	5

2024 Ranking – Canada

▶ Leading company in its sector

#		Score
241	Neo Financial	5
242	Bimbo	5
243	Equitable Bank	5
244	Farm Credit Canada (FCC)	5
245	Medavie	5
246	▶ LoyaltyOne	5
247	Lactalis	5
248	The Flowr Corporation	5
249	Namaste Technologies Inc	5
250	Vivo Cannabis Inc	5
251	LEO Pharma	5
252	Laurentian Bank of Canada	4
253	Equitable Life of Canada	4
254	HEXO Corp	4
255	Koho	4
256	Tilray	4
257	The Supreme Cannabis Company Inc	4
258	CannTrust Holdings Inc	4
259	The Green Organic Dutchman Holdings	4
260	OrganiGram Holdings Inc	4

#		Score
261	JAMP Pharma	4
262	Power Corporation of Canada	3
263	McKinsey	3
264	Turo	3
265	GroupHEALTH	3
266	Indochino	3
267	Boston Consulting Group (BCG)	3
268	Cronos Group Inc	3
269	Gilead Sciences	3
270	Mera Cannabis Corp.	3
271	AbbVie	3
272	Boehringer Ingelheim	3
273	Celgene	3
274	Barrick Gold	2
275	Emera	2
276	Aphria	2
277	Decibel Cannabis Company Inc.	2
278	Auxly Cannabis Group Inc	2
279	TMX Group	2
280	Sollio Cooperative Group	2

#		Score
281	Newstrike Brands	2
282	Amgen	2
283	Advanz Pharma	2
284	Astellas Pharma	2
285	Galderma	2
286	Lundbeck	2
287	AtkinsRéalis	2
288	Shire	2
289	Kinder Morgan	1
290	Statoil	1
291	Humana Assurance	1
292	ivari	1
293	Emma	1
294	Aimia	1
295	UCB	1
296	Takeda	1
297	Sunwing	-1
298	Purdue Pharma	-4
299	Craigslist	-5
300	TikTok	-10
301	X (Twitter)	-17
302	Huawei	-18

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Methodology



Methodological approach

2024

Study Population

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

Questionnaire

In total, **302 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 **38,632 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 21st, 2023 to January 22nd, 2024**.

Weighting and Representativeness

To ensure that the sample is representative of the entire adult population of Canada,

the raw 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).

REPUTATION RESULTS 2024

Canada

If you have any questions,
please do not hesitate to
contact our team.

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