



2017

Corporate Reputation Study

The Annual Ranking of Canada's
Most Admired Companies

A NOTE FROM CHRISTIAN BOURQUE, EXECUTIVE VICE PRESIDENT, LEGER



Over the past 20 years we have seen that very few companies manage to make it out of a crisis quickly and fully recover lost brand equity.

The only exception would be Maple Leaf's brilliant management of the listeriosis crisis. It took Toyota over three years to almost fully recover from the brake recall debacle of a few years back.

This year's results are very compelling, demonstrating that Canadians are not passive in their judgment and do not forgive quickly.

As trust and authenticity become the dominant drivers behind brand equity, making somebody trust you again is no easy feat. How will Volkswagen make it out of the hole they created for themselves? Our data shows they are bouncing back, but a major gap remains with pre-crisis figures. It is the same for Air Miles after the "points expiration" crisis of late 2016. A loss of 32 points in brand equity!

Finally, what about Heinz? No longer is it the steady presence in our top 10 most admired companies. It lost 14 points after closing Ontario plants and selling us ketchup made with 'foreign tomatoes'.

The Reputation study shows us year after year that building brand equity now is your best way to limit the impact of a crisis. It also shows that brand reputation today is more important than ever as consumers tend to lose trust over time.

Lastly, the study shows that Canadian consumers are paying attention and that your reputation is in their hands.

Sincerely,

Christian Bourque
Executive Vice President, Leger

**A NOTE FROM KIM WEST,
PARTNER & CHIEF CLIENT OFFICER,
TORONTO, NATIONAL PUBLIC RELATIONS**



We're very pleased to partner with Leger and The Globe and Mail's Report on Business.

In announcing the 20th edition of the most admired companies in Canada, transparency and honesty, taken together, are one of the key drivers of reputation in 2017. The other big driver of reputation is the quality of your products and services. How they work. How they look. How they feel. The experience they deliver and the joy – or lack thereof – felt by those who use them is key to determining a company's reputation.

From capital markets to customer living rooms, your reputation and the integrity of your company from its products to its management, is your competitive advantage.

It's not just about design anymore. It's about the entire offering. From how it is made to how it is recycled. And, in 2017, that means across every channel – in store, in person, on the phone, online and increasingly, on the three-inch screens in our hands.

In a new, socially-connected digital world, brand and reputation do not belong to marketing and communications professionals alone – they belong to everyone in the organization.

So, our message to our colleagues across our professions is this: dig in, dig deep, become part of every conversation across functions and lines of business. A company's brand and reputation is built from the ground up. It is not spun at the 11th hour.

There is a role for communicators to be included in decisions around the way a product is conceived, built and positioned or in the way a service is developed and offered.

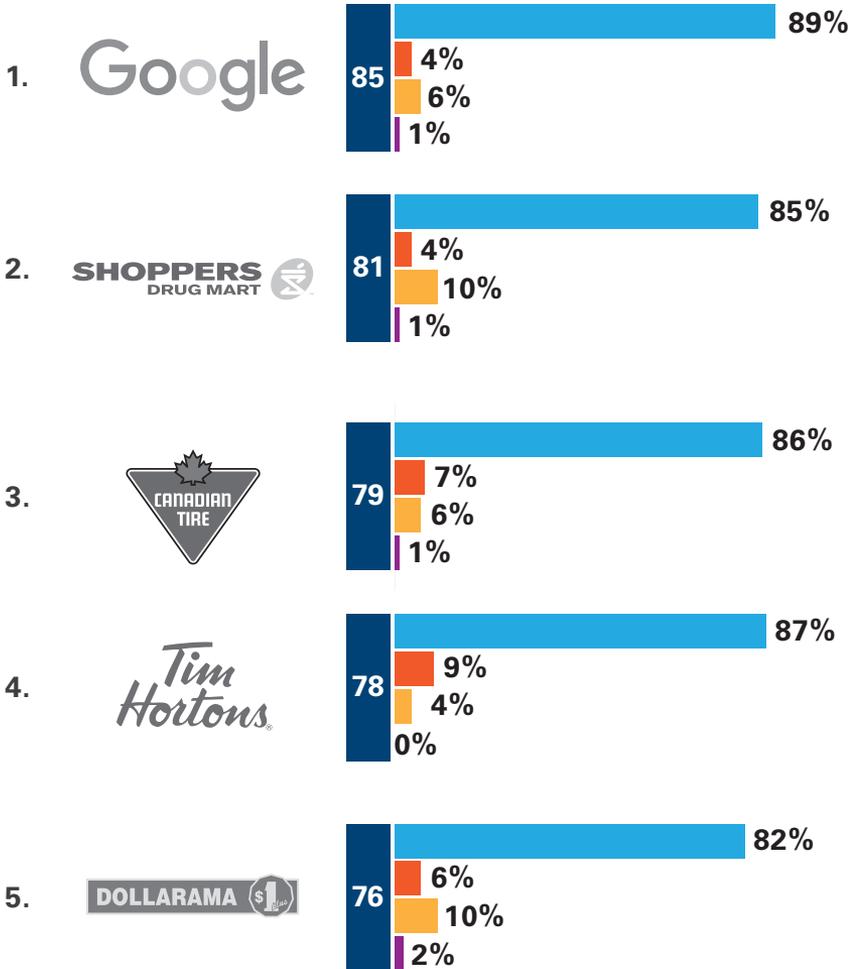
Congratulations to Canada's most admired companies. Let's learn from each other and keep growing.

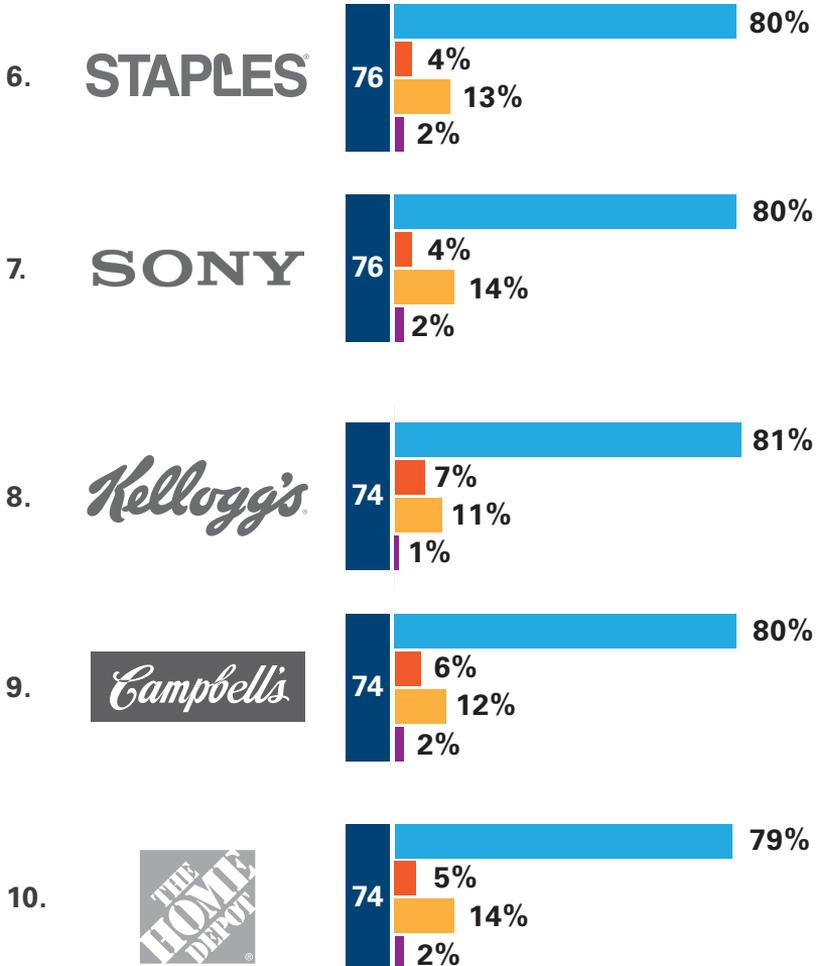
Sincerely,

Kim West

*Partner & Chief Client Officer,
Toronto, National Public Relations*

TOP 10 COMPANIES CANADIANS ADMIRE THE MOST

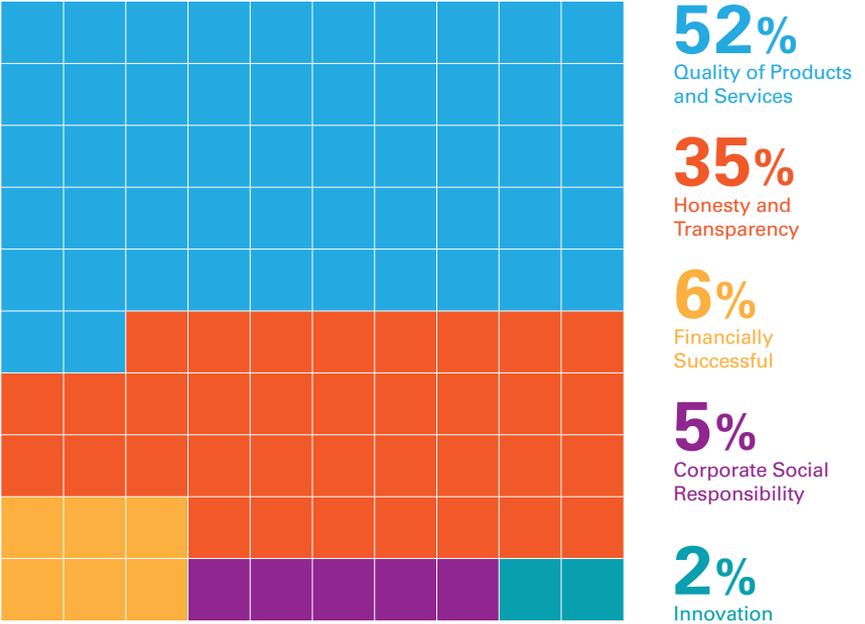




LEADER BY SECTOR

SECTOR	LEADER
Web / Social Media	Google
Drugstores	Shoppers Drug Mart
Department Stores / Mass Merchandisers	Canadian Tire
Restaurants	Tim Hortons
Discount Stores	Dollarama
Electronic / Technologies	Sony
Food Industry	Kellogg's
Home Improvement	Home Depot
Bank / Credit	Interac
Media	CBC/Radio-Canada
Shipping	FedEx
Insurance Finance	CAA
Automobile	Honda
Groceries / Convenience	Sobeys
Entertainment	Cirque du Soleil
Bookstore / Music / Craft	Chapters Indigo
Large Companies	Johnson & Johnson
Transport	WestJet
Pharmaceutical	Bayer
Hospitality	Sheraton
Energy	Petro-Canada
Breweries	Molson-Coors
Real Estate	RE/MAX
Telecommunications	Telus
Pulp / Wood	Cascades
Accounting and Management Firms	Deloitte
Industrial Companies	Pratt & Whitney
Loyalty	LoyaltyOne

WHAT DRIVES CORPORATE REPUTATION



	18-34	35-54	55+
Quality of Products and Services	46%	54%	53%
Honesty and Transparency	33%	33%	38%
Financially Successful	10%	6%	4%
Corporate Social Responsibility	7%	5%	5%
Innovation	5%	2%	1%

Note: In the tables above, results presented in red characters represent statistically lower differences when compared to their complement, while results in green characters indicate statistically higher differences when compared to their complement.

TOP 100 COMPANIES CANADIANS ADMIRE MOST



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

Note:
Bolded = Sector First

51	Petro-Canada	76	Shell
52	Procter & Gamble (P&G)	77	Nissan
53	Dare Foods	78	Sleeman
54	Marriott	79	McDonald's
55	eBay	80	Mazda
56	Molson Coors	81	Sun Life Financial
57	Hilton	82	Weston
58	Jamieson	83	Delta
59	Facebook	84	Manulife
60	The Hudson Bay Company (HBC)	85	Blue Cross
61	Hewlett-Packard	86	Saputo
62	L'Oréal	87	Boston Pizza
63	VIA Rail	88	Mac's Convenience Stores
64	IBM	89	Subaru
65	Wendy's	90	Reitmans Canada Ltd
66	Walmart	91	Sears
67	Esso	92	TD Canada Trust
68	Dell	93	SC Johnson
69	RE/MAX	94	Air Canada
70	Giant Tiger	95	Westin
71	Michael's	96	Ford
72	Labatt	97	RBC Royal Bank
73	Coca-Cola	98	Bank of Montreal (BMO)
74	HMV	99	Pfizer
75	PepsiCo	100	Second Cup

Note about the Canadian ranking:

The 2017 Reputation Study Canadian ranking is composed of 234 companies. Only companies with presence in all Canadian regions are part of the Canadian ranking.

STUDY POPULATION

French- and English-speaking Canadians, 18 years of age and older.

QUESTIONNAIRE

In total, 234 companies from 28 business sectors were assessed in order to adequately represent the players in the various business sectors surveyed.

SAMPLE

Each company was assessed by approximately 2,100 respondents. To limit questionnaire length, the total number of companies grouped together per sector was split in 13 blocks of about 20 companies. In total, Leger conducted 27,351 interviews within the scope of this study.

DATA COLLECTION

This study was conducted online. Study respondents were selected randomly from Leger’s Internet panel, i.e., a panel representative of Canada’s population and which includes more than 400,000 members in Canada. The survey was accessible through a hyperlink and a unique access code provided in an e-mail addressed to panellists targeted for this study.

STUDY COMPLETION DATES

Data collection was carried out from December 21st, 2016 to January 29th, 2017.

WEIGHTING AND REPRESENTATIVENESS

To rectify imbalances and render the sample 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. Results were weighted using data from Statistic Canada's latest census, the census of 2011.

MARGIN OF ERROR

As a comparison, a probabilistic sample of this size ($n=2,100$) would have a margin of error of $\pm 2.1\%$, with a confidence interval of 95% (19 times out of 20).

