



2018

Corporate Reputation Study

The Annual Ranking of Canada's
Most Admired Companies

A NOTE FROM CHRISTIAN BOURQUE, EXECUTIVE VICE PRESIDENT, LEGER



Ladies and gentlemen, welcome to the age of volatility! Our 2018 Reputation Study shows once again that public opinion, in the age of social media, is a punisher. One day you may be the darling child everybody wants to be, and the next day ... it can all collapse. Last year, Canadians punished Heinz for closing its Canadian production, Samsung for its exploding phone, and Air Miles for its management of the “points crisis”, just to name a few. A year later, only Samsung has made it back to where they once were.

This year, the same roller-coaster ride seems to have reappeared. This time, it happened to one brand everybody loves. Most of us would think this company would be forever in our top five ... or at the worst, our top 10. Well, Tim Hortons moved from 4th place to 50th, losing a full 25 points in the process. The “minimum wage war” has only one victim and it’s the corporate giant. If you think it only hurts Tim’s in Ontario, you would be wrong. It lost 17 points in Quebec right next door.

In the traditional media era, the crisis could have been limited geographically, but these are different times.

Once upon a time all you had to do was care for your client, but today you have to care for the environment, the community, gender-equality, and ... show you genuinely care about your employees. This lesson also goes out to Sears Canada, where bonuses for a few appeared more important than caring for the average lifer whose career was terminated. With a loss of 61 points this year, Canadians are telling Sears there is nothing left to love.

At the pace at which bad news hits social media, is then reinterpreted by the masses through the endless game of shares, reputation volatility is clearly upon us. If you feel comfortable with your rank when looking at this year’s results ... please don’t!

Sincerely,

Christian Bourque
Executive Vice President, Leger

**A NOTE FROM RICK MURRAY,
MANAGING PARTNER AND CHIEF DIGITAL
STRATEGIST, NATIONAL PUBLIC RELATIONS**



The 2018 Leger Reputation Study has a few big surprises for us.

First and foremost, Tim Hortons, a perennial top five brand that we've previously believed impervious to issue, has fallen mightily in the court of public opinion. The Company dropped 25 points from last year, and fell from #4 to #50 in the rankings – largely through issues of the Company's own making.

Second, the data is showing that we Canadians are a forgiving lot. Two brands that went through prolonged and very public crises in the past few years – Samsung and VW – have seen the public's faith and respect in their brands rebound to pre-crisis levels.

Third, Canadians are applying the principle of fairness as a key lens through which they judge our businesses. This year, all major hotel brands grew in stature at the expense of AirBnB, whose prolonged and public battles with various governmental jurisdictions weren't well received.

Finally, we all love a good David v. Goliath story, and it seems we all love our craft beer too, so the major Canadian brewers took a bit of hit this past year.

All in all, this year's Leger report shows once more that brands that play fair, and do right by consumers, partners and society at large win where it matter — in the court of public opinion.

On behalf of my colleagues at NATIONAL Public Relations and our partners at Leger and The Globe & Mail, congratulations to Canada's top brands in 2018

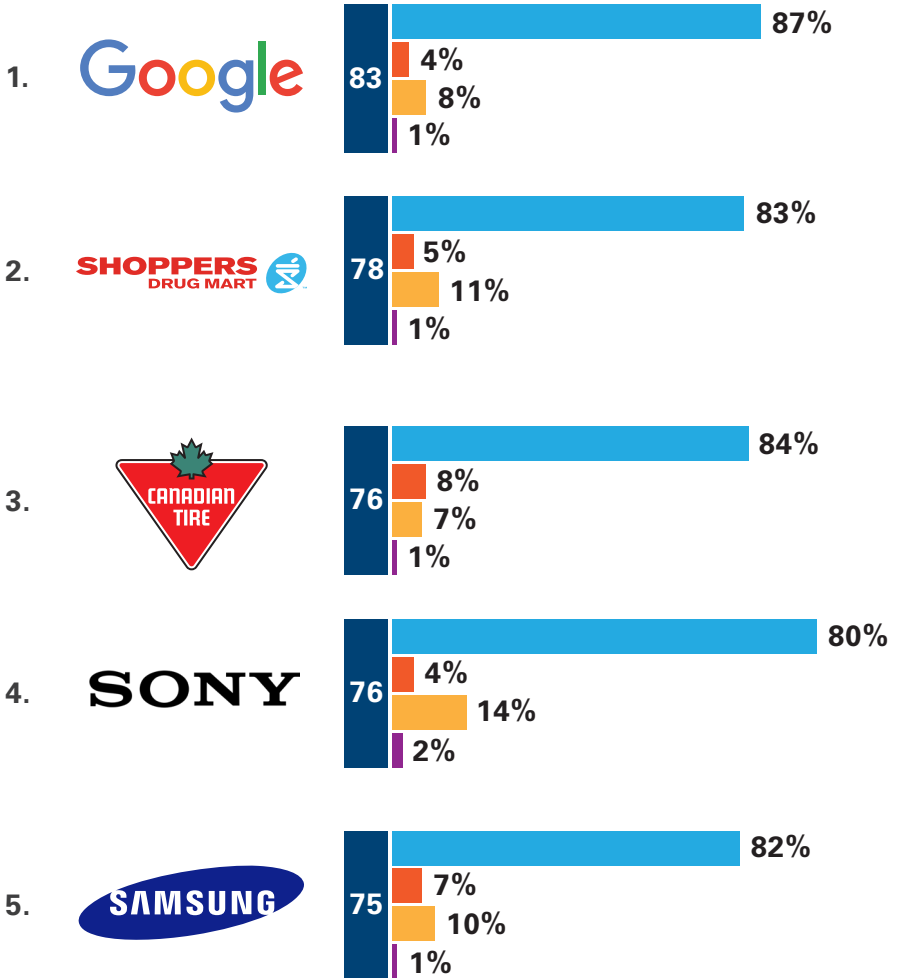
Sincerely,

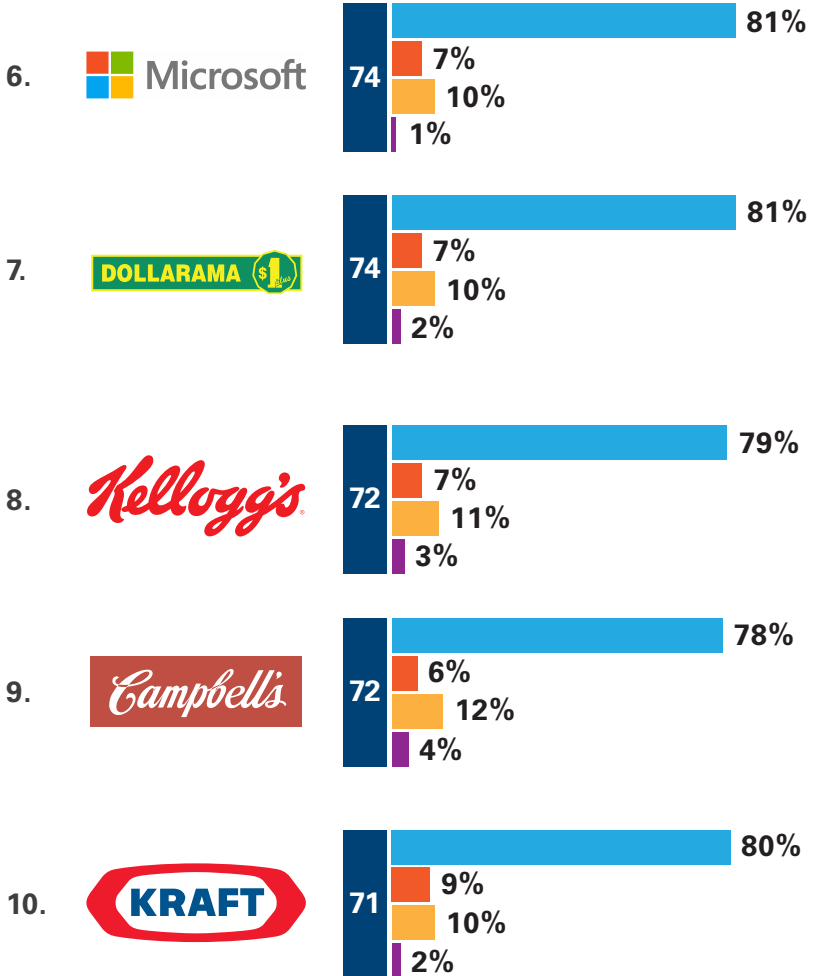
Rick Murray

*Managing Partner and
Chief Digital Strategist,
NATIONAL Public Relations*

TOP 10 COMPANIES CANADIANS ADMIRE THE MOST

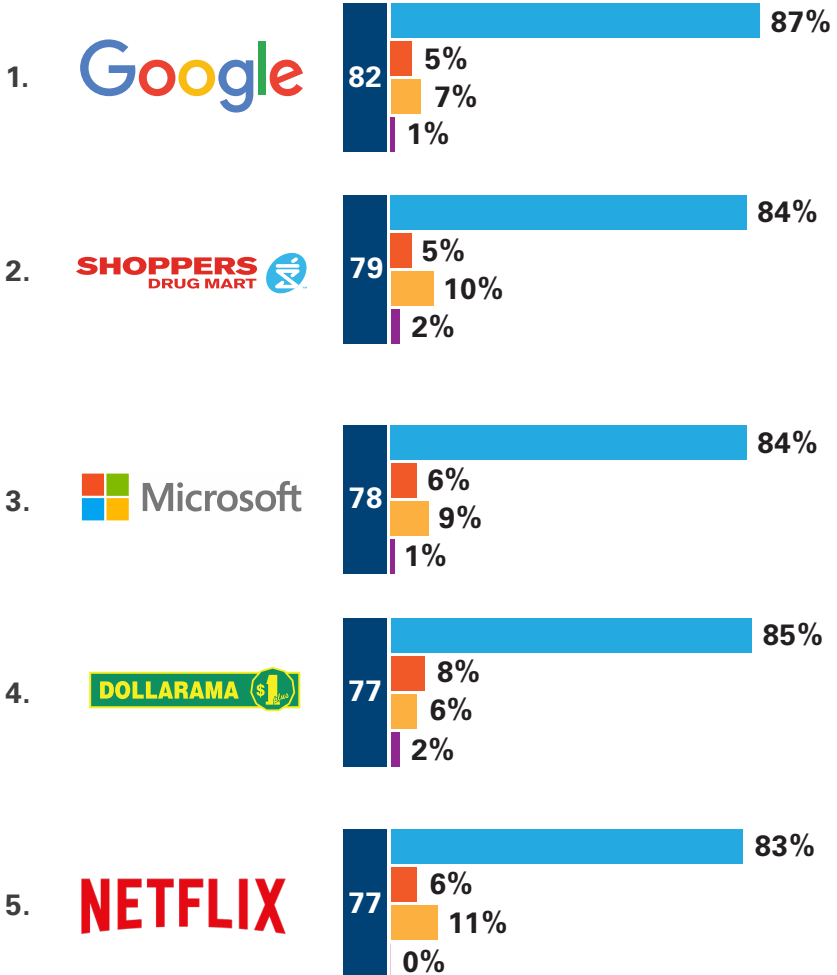
■ Reputation Score
 ■ Good Opinion
 ■ Bad Opinion
 ■ Don't Know Enough
 ■ Don't Know At All

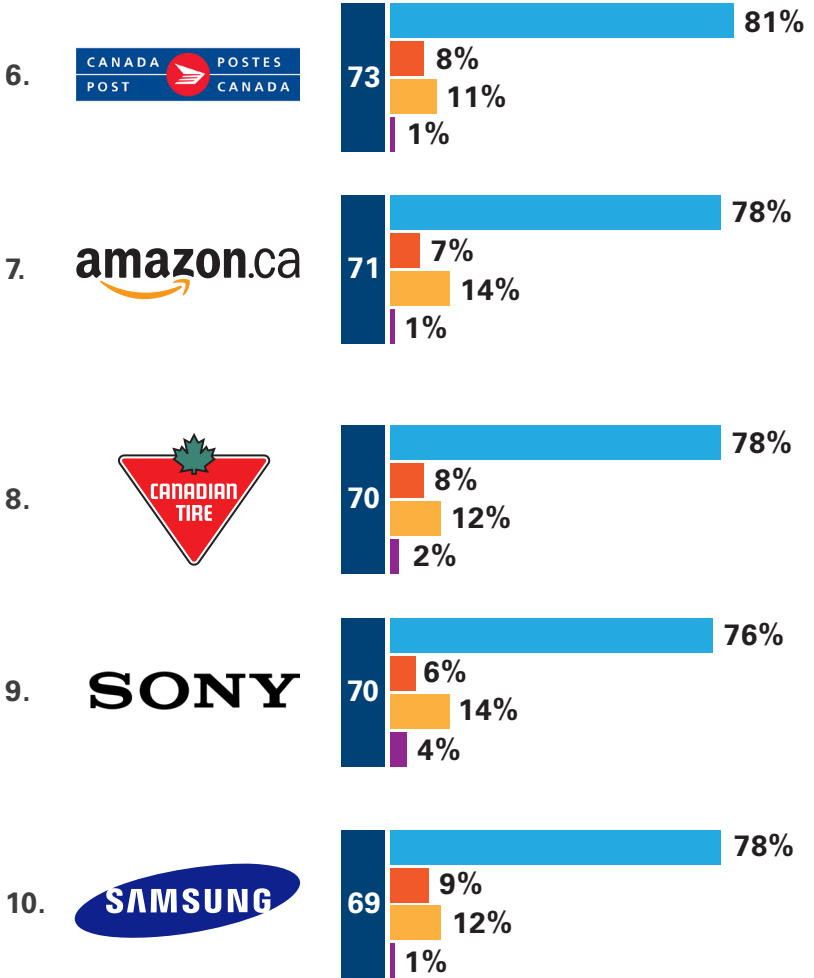




TOP 10 COMPANIES MILLENNIALS ADMIRE THE MOST 6

■ Reputation Score
 ■ Good Opinion
 ■ Bad Opinion
 ■ Don't Know Enough
 ■ Don't Know At All

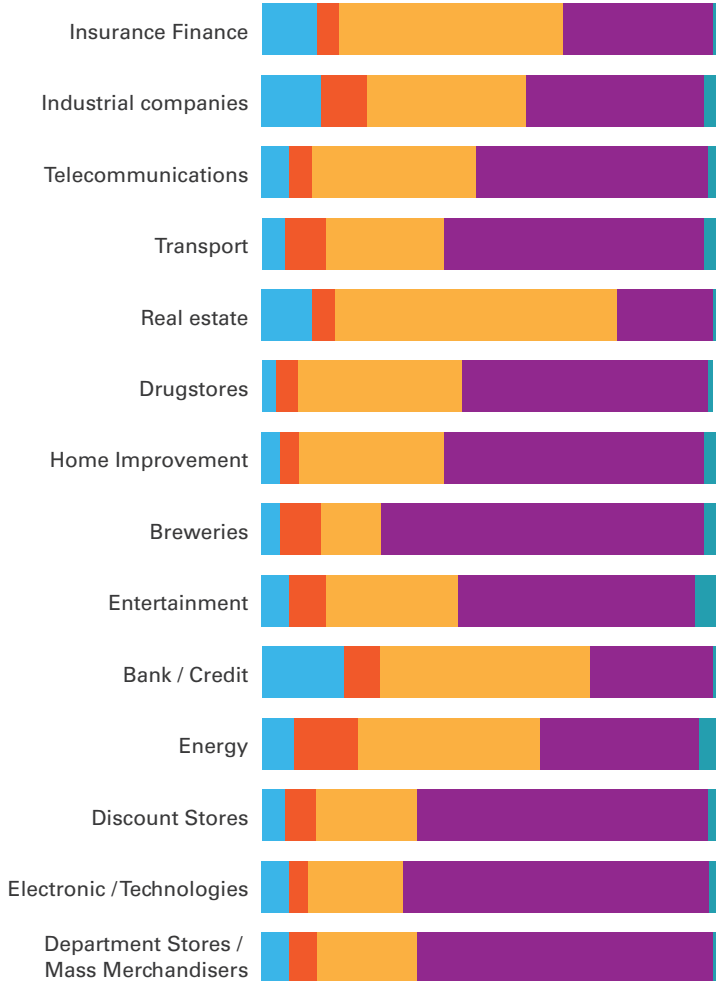
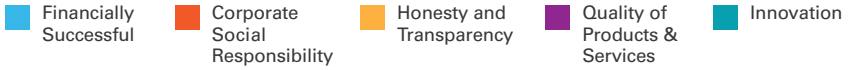




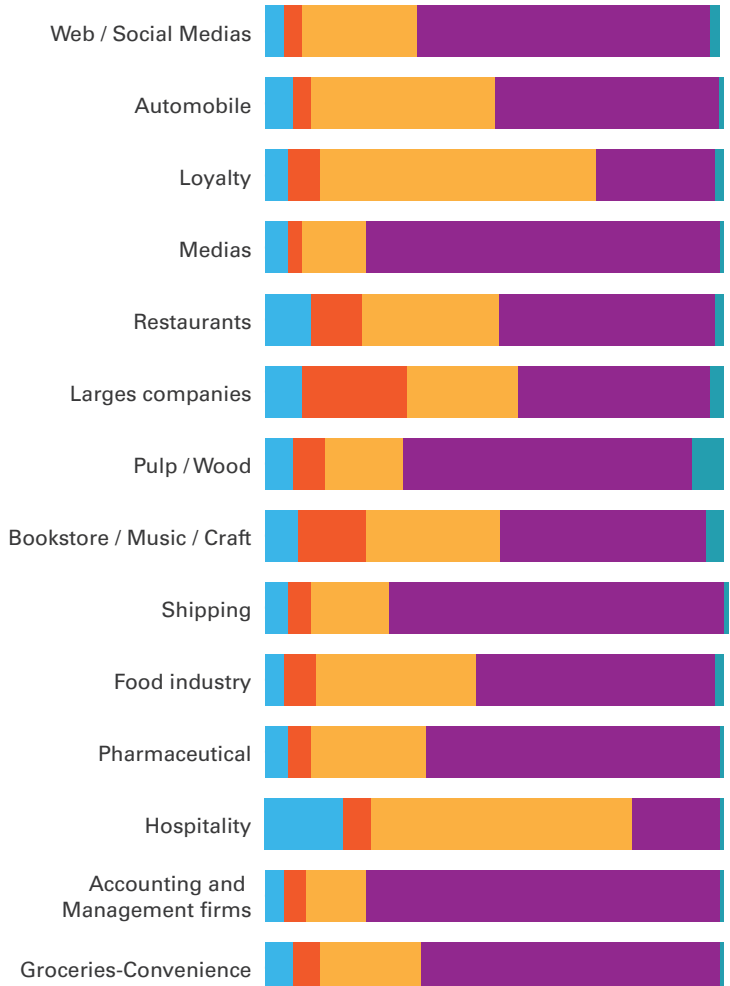
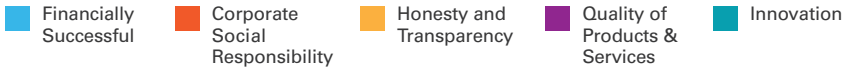
LEADER BY SECTOR

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

WHAT DRIVES CORPORATE REPUTATION



WHAT DRIVES CORPORATE REPUTATION



TOP 100 COMPANIES CANADIANS ADMIRE MOST

11

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

Note:

Bolded = Sector First

51	Winners
52	Johnson & Johnson
53	WestJet
54	Bayer
55	Michael's
56	Walmart
57	Petro-Canada
58	Esso
59	Wendy's
60	Jamieson
61	eBay
62	Dare Foods
63	Delta
64	The Hudson Bay Company (HBC)
65	Hewlett-Packard
66	McDonald's
67	Dell
68	Giant Tiger
69	Saputo
70	PepsiCo
71	Mac's Convenience Stores
72	IBM
73	Nissan
74	VIA Rail
75	Procter & Gamble (P&G)

76	Blue Cross
77	Coca-Cola
78	Shell
79	Sun Life Financial
80	Boston Pizza
81	Molson Coors
82	L'Oréal
83	Subaru
84	RBC Royal Bank
85	Mazda
86	RE/MAX
87	Westin
88	TD Bank
89	Keurig
90	Manulife
91	Sleeman Breweries
92	Labatt
93	Lowe's
94	Air Canada
95	Scotiabank
96	Reitmans Canada Ltd.
97	Starbucks
98	Ford
99	BMO (Bank of Montreal)
100	Second Cup

STUDY POPULATION

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

QUESTIONNAIRE

In total, 241 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 28,332 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 19, 2017 to January 29, 2018.

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 2016.

MARGIN OF ERROR

As a comparison, a probabilistic 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).



NOTES

