

2019 EDITION

REPUTATION

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

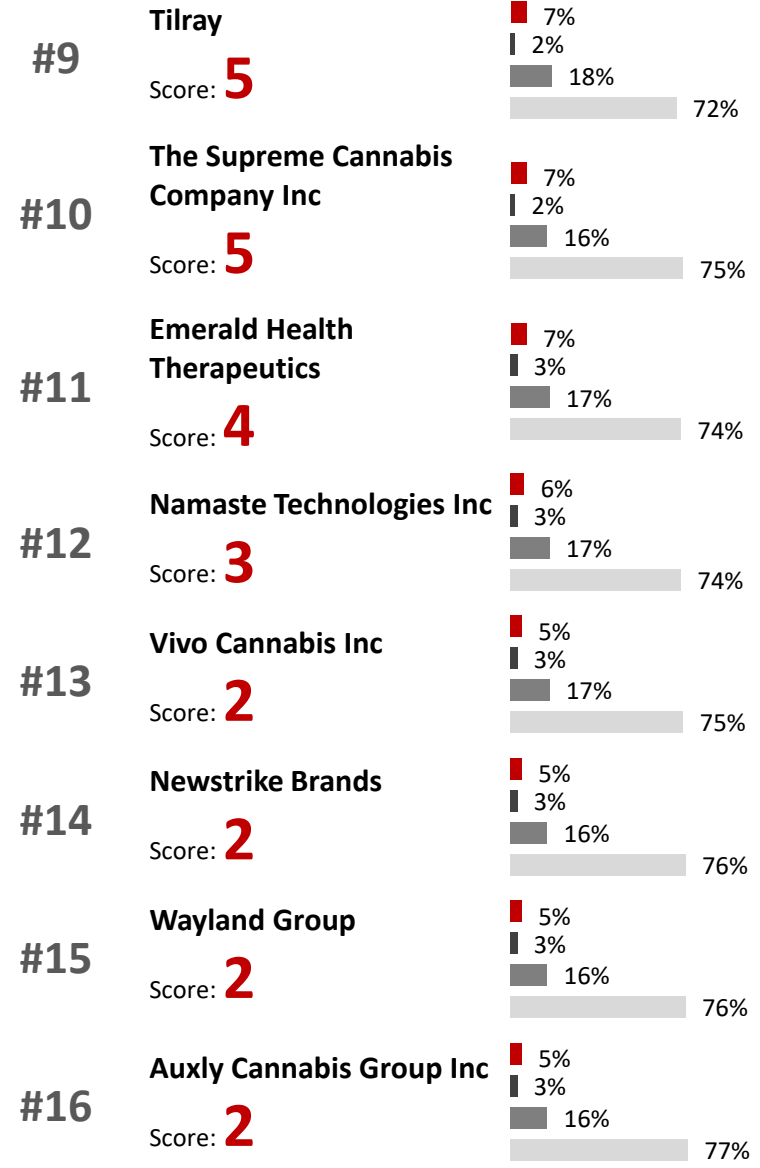
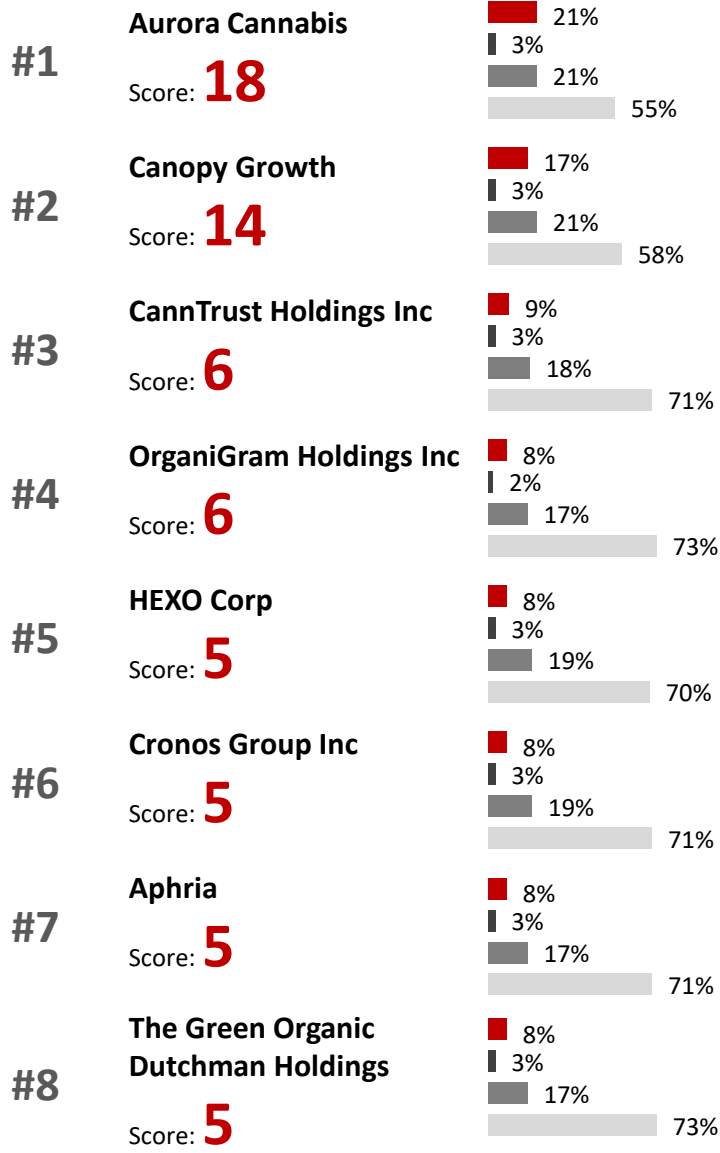
1. [The **only** study that provides a **complete sector analysis** of reputation for more than 300 companies in Canada.]

Leger

CANNABIS PRODUCERS

CANNABIS PRODUCERS REPUTATION

Position by sector ranking



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

FIRST COMPANY IN EACH SECTOR

Sector	Company	Score
Department Stores / Mass Merchandisers	Canadian Tire	81
Web / Social Medias	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
Medias	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
Larges 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

REPUTATION

CANADIAN RANKING 2019

CANADIAN RANKING 2019

#		Score			
1	▶ Canadian Tire	81	20	▶ Sobeys	65
2	▶ Google	80	21	Panasonic	65
3	▶ Dollarama	76	22	▶ Toyota	65
4	▶ Shoppers Drug Mart	76	23	▶ FedEx	64
5	▶ Sony	76	24	Honda	64
6	▶ Kellogg	75	25	LG	63
7	Microsoft	74	26	Danone	63
8	Amazon	74	27	Subway	62
9	Samsung	73	28	Kraft Heinz	62
10	Costco Wholesale	72	29	Maple Leaf Foods	62
11	▶ Home Depot	72	30	Kijiji	62
12	Campbell	68	31	Purolator	62
13	▶ Interac	68	32	Staples	62
14	McCain Foods	67	33	Tim Hortons	61
15	Netflix	67	34	General Mills	61
16	▶ CBC/Radio-Canada	66	35	Apple	58
17	▶ Cirque du Soleil	66	36	Visa	58
18	▶ Chapters Indigo	66	37	Mark's	57
19	▶ A & W	65	38	▶ Sheraton	57
			39	Walmart	56
			40	Nestlé	56
			41	Mastercard	56
			42	▶ CAA	56
			43	Hilton	56
			44	Loblaws	55
			45	Winners	55
			46	Home Hardware	55
			47	Marriott	55
			48	UPS	54
			49	Rona	54
			50	Dare Foods	54
			51	▶ Bayer	54
			52	Michael's	54
			53	Dell	53
			54	Jamieson	52
			55	▶ WestJet	51
			56	▶ Petro-Canada	50
			57	The Hudson Bay Company (Hbc)	50

▶ First company in their sector

CANADIAN RANKING 2019

#		Score			
58	Canada Post	49	77	▶ Molson Coors	42
59	IBM	49	78	Procter & Gamble (P&G)	42
60	Sun Life Financial	49	79	VIA Rail	42
61	Hewlett-Packard	48	80	RBC Royal Bank	40
62	Giant Tiger	48	81	Bank of Montreal (BMO)	40
63	Manulife	48	82	Weston	40
64	Esso	47	83	Subaru	40
65	Blue Cross	45	84	Davids Tea	40
66	McDonald's	44	85	Coca-Cola	39
67	Wendy's	44	86	Scotia Bank	39
68	▶ Johnson & Johnson	44	87	Delta	39
69	L'Oréal	44	88	Westin	39
70	Saputo	44	89	Mazda	37
71	PepsiCo	43	90	Hyundai Auto	37
72	Boston Pizza	43	91	Labatt	37
73	Shell	43	92	Pfizer	37
74	Nissan	43	93	▶ RE/MAX	37
75	TD Bank	42	94	▶ Telus	36
76	eBay	42	95	Keurig	36
			96	▶ Cascades	36
			97	Starbucks	35
			98	Lowe's	35
			99	CIBC	34
			100	Reitmans Canada Ltd	34
			101	Sleeman Breweries	34
			102	Air Canada	33
			103	Ford	33
			104	The Great-West Life Assurance Company	33
			105	SC Johnson	31
			106	Nespresso	29
			107	Toronto Symphony Orchestra	29
			108	Montreal Symphony Orchestra	29
			109	Burger King	28
			110	Canadian National (CN)	28
			111	Royal LePage	28
			112	Biscuits Leclerc	28
			113	LinkedIn	27
			114	Volkswagen	26

▶ First company in their sector

CANADIAN RANKING 2019

#		Score			
115	Yahoo!	26	134	Grand & Toy	21
116	Second Cup	26	135	PricewaterhouseCoopers (PwC)	21
117	Circle K/Mac's	26	136	Pratt & Whitney	21
118	DHL	26	137	Blackberry	20
119	Parmalat	26	138	Kia	20
120	Olymel	26	139	TransCanada	20
121	► Boeing	25	140	National Bank of Canada	20
122	Century 21	25	141	The Co-operators	20
123	Canadian Pacific	25	142	Imperial	20
124	Bristol-Myers Squibb	25	143	Domtar	20
125	Agropur	25	144	Kruger	20
126	Tangerine	24	145	Lee Valley	20
127	Airbus	24	146	DeSerres	20
128	Unilever	24	147	Bell Media	19
129	► Deloitte	24	148	Shaw Communications	19
130	Sephora	23	149	Desjardins Financial Security	19
131	Facebook	22	150	ALDO Group	19
132	Intact Insurance	22	151	Merck	19
133	Ernst & Young	22	152	Twitter	18
			153	Capital One Canada	18
			154	Suncor Energy	18
			155	Porter	18
			156	GlaxoSmithKline	18
			157	► Aurora Cannabis	18
			158	Enbridge	17
			159	Ubisoft	17
			160	Canpar	17
			161	Roche	17
			162	Grant Thornton	17
			163	Baxter	17
			164	Greyhound	16
			165	Industrial Alliance, auto and home insurance	16
			166	KPMG	16
			167	Novartis	16
			168	Abbott	16
			169	General Motors (GM)	14
			170	Wawanesa Insurance	14
			171	Canopy Growth	14

► First company in their sector

CANADIAN RANKING 2019

#		Score			
172	Transat A.T.	13	191	Tembec	10
173	belairdirect	13	192	Lester's	10
174	Sutton Group	13	193	Allergan	10
175	comFree	13	194	Transcontinental	9
176	Green Shield Canada	13	195	Alcoa	9
177	Chrysler	12	196	Dicom	9
178	Irving Oil	12	197	Sandoz	9
179	Rio Tinto Alcan	12	198	HSBC Bank Canada	8
180	CGI group	12	199	Canadian Natural Resources Limited (CNRL)	8
181	Amex Canada	11	200	La Coop fédérée	8
182	Resolute Forest Products (AbitibiBowater)	11	201	Novo-Nordisk	8
183	Adrien Gagnon	11	202	Alcon	8
184	Lassonde	11	203	AstraZeneca	8
185	Group Germain Hotels	11	204	Syncrude	7
186	Rogers	10	205	Postmedia	7
187	Fortis	10	206	Cenovus Energy	7
188	SSQ	10	207	Ace Hardware	7
189	Eli Lilly	10	208	Economical Insurance	7
190	Apotex	10	209	Sanofi Group in Canada (pharma, Pasteur, Genzyme and Meril)	7
			210	Teva	7
			211	Power Corporation of Canada	6
			212	CannTrust Holdings Inc	6
			213	OrganiGram Holdings Inc	6
			214	Ricardo Media	6
			215	Three Times a Day	6
			216	Boehringer Ingelheim	6
			217	Barrick Gold	5
			218	HEXO Corp	5
			219	Cronos Group Inc	5
			220	Aphria	5
			221	The Green Organic Dutchman Holdings	5
			222	► LoyaltyOne	5
			223	Accenture	5
			224	Tilray	5
			225	The Supreme Cannabis Company Inc	5
			226	McKinsey	5
			227	Farm Credit Canada (FCC)	4
			228	Emerald Health Therapeutics	4

► First company in their sector

CANADIAN RANKING 2019

#		Score			Score
229	Medavie	4	248	Wayland Group	2
230	SCA	4	249	Auxly Cannabis Group Inc	2
231	Janssen Ortho	4	250	ivari	2
232	Boston Consulting Group (BCG)	4	251	Amgen	2
233	Galderma	4	252	Leo Pharma	2
234	Purdue Pharma	3	253	Celgene	2
235	Namaste Technologies Inc	3	254	Shire	2
236	Concordia Healthcare	3	255	UCB	2
237	Aimia	3	256	Astellas Pharma	2
238	Gilead Science	3	257	Kinder Morgan	1
239	TMX Group	3	258	Lundbeck	1
240	Takeda	3	259	Valeant	0
241	Bombardier	2	260	Bell	-1
242	Craigslist	2	261	SNC-Lavalin	-7
243	Sonnet	2	262	Huawei	-10
244	Statoil	2			
245	Emera	2			
246	Vivo Cannabis Inc	2			
247	Newstrike Brands	2			

► First company in their sector

REPUTATION

METHOD

METHODOLOGICAL APPROACH

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).

SURVEYED SECTORS

29 sectors were surveyed in Canada in 2019

Accounting and Management firms

Automobile

Bank / Credit

Bookstore / Music / Craft

Breweries

Cannabis producers

Department Stores / Mass Merchandisers

Discount Stores

Drugstores

Electronic / Technologies

Energy

Entertainment

Food industry

Groceries-Convenience

Home improvement

Hospitality

Industrial companies

Insurance Finance

Larges companies

Loyalty

Medias

Pharmaceutical

Pulp / Wood

Real estate

Restaurants

Shipping

Telecommunications

Transport

Web / Social Medias

CALCULATION OF SCORES

	Question	Base	Calculations
Reputation score	For each of the following companies, please indicate if you have a GOOD OPINION , a BAD OPINION , you DON'T KNOW IT WELL ENOUGH to have an opinion or you DON'T KNOW OF IT ALL .	All respondents (n=2,100)	% of GOOD OPINION – % of BAD OPINION = REPUTATION SCORE
Awareness			% of GOOD OPINION + % of BAD OPINION + % does not know enough = Awareness

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