

2019 EDITION

# REPUTATION

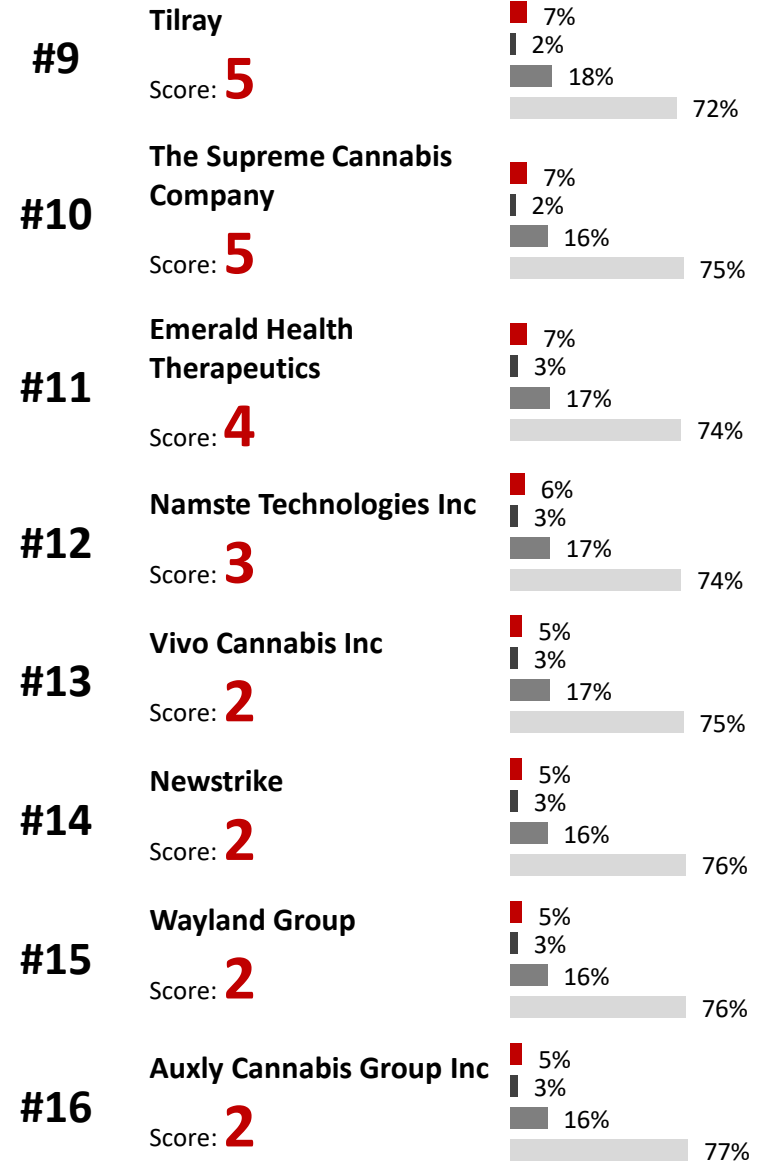
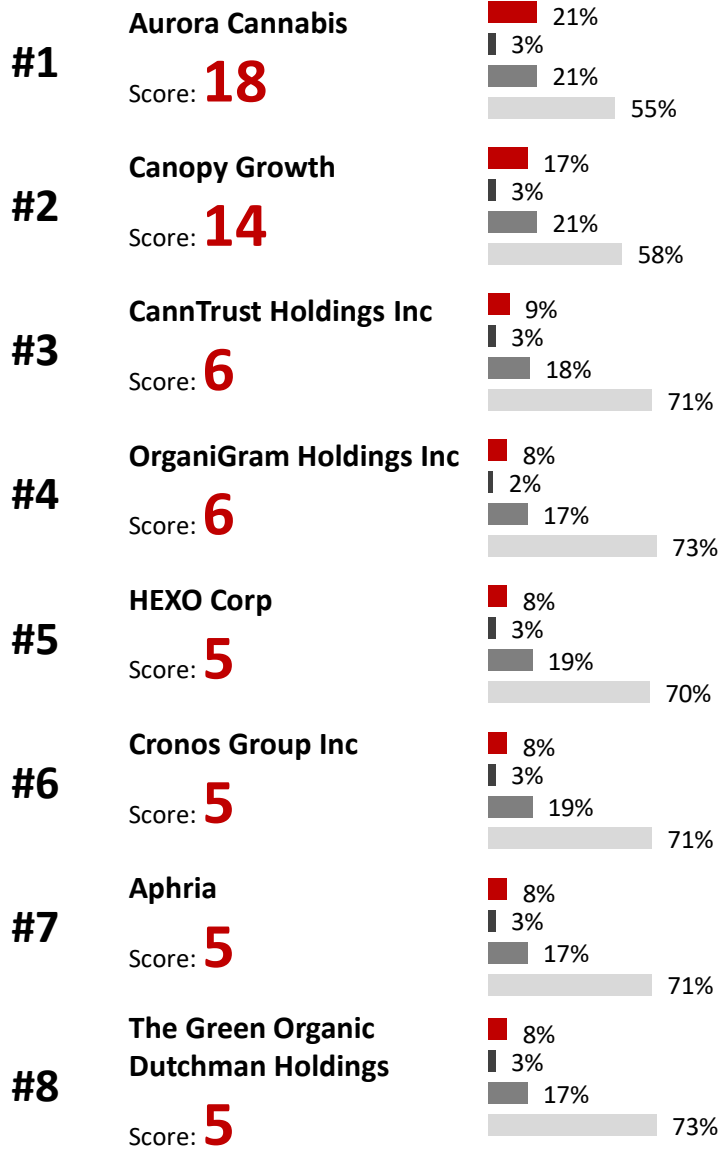
n. – 1325-75 Middle English *reputacioun* < Latin *reputātiōn-* (stem of *reputātiō*) computation, consideration.

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

Leger

CANNABIS PRODUCERS

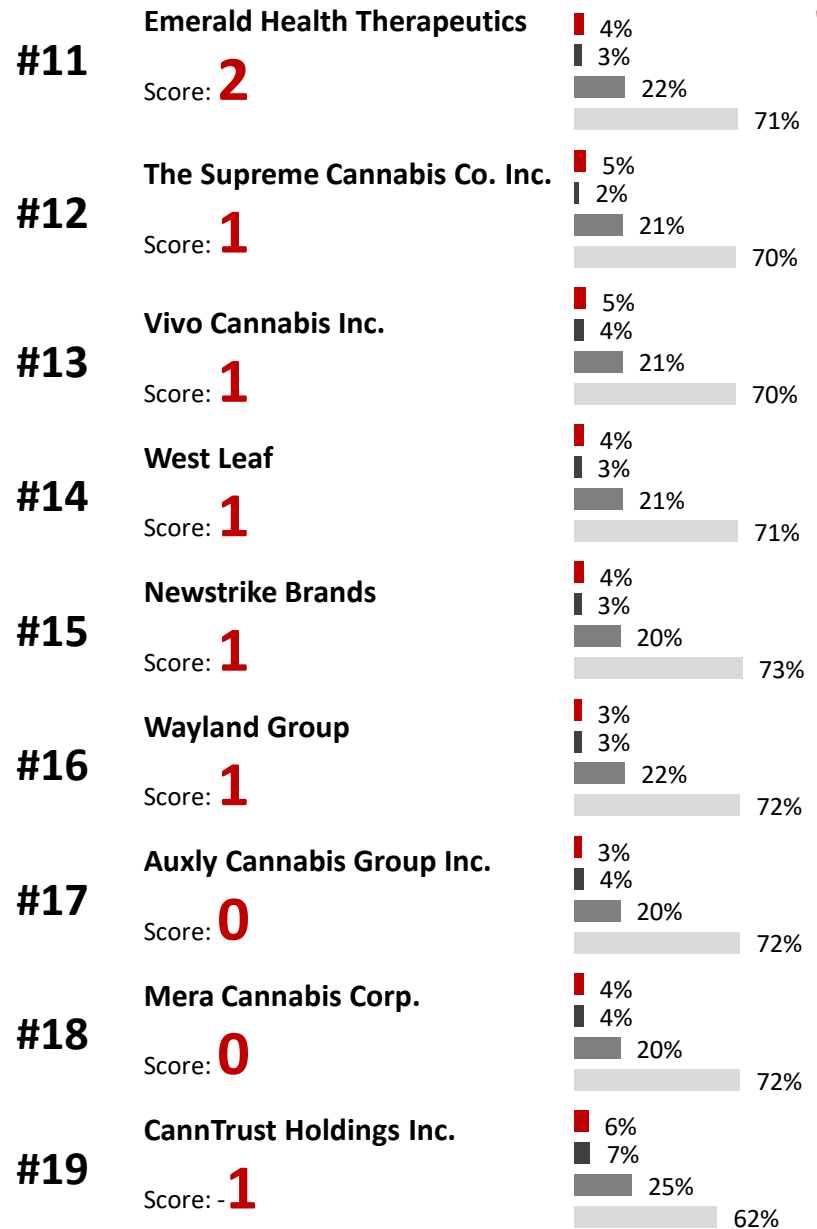
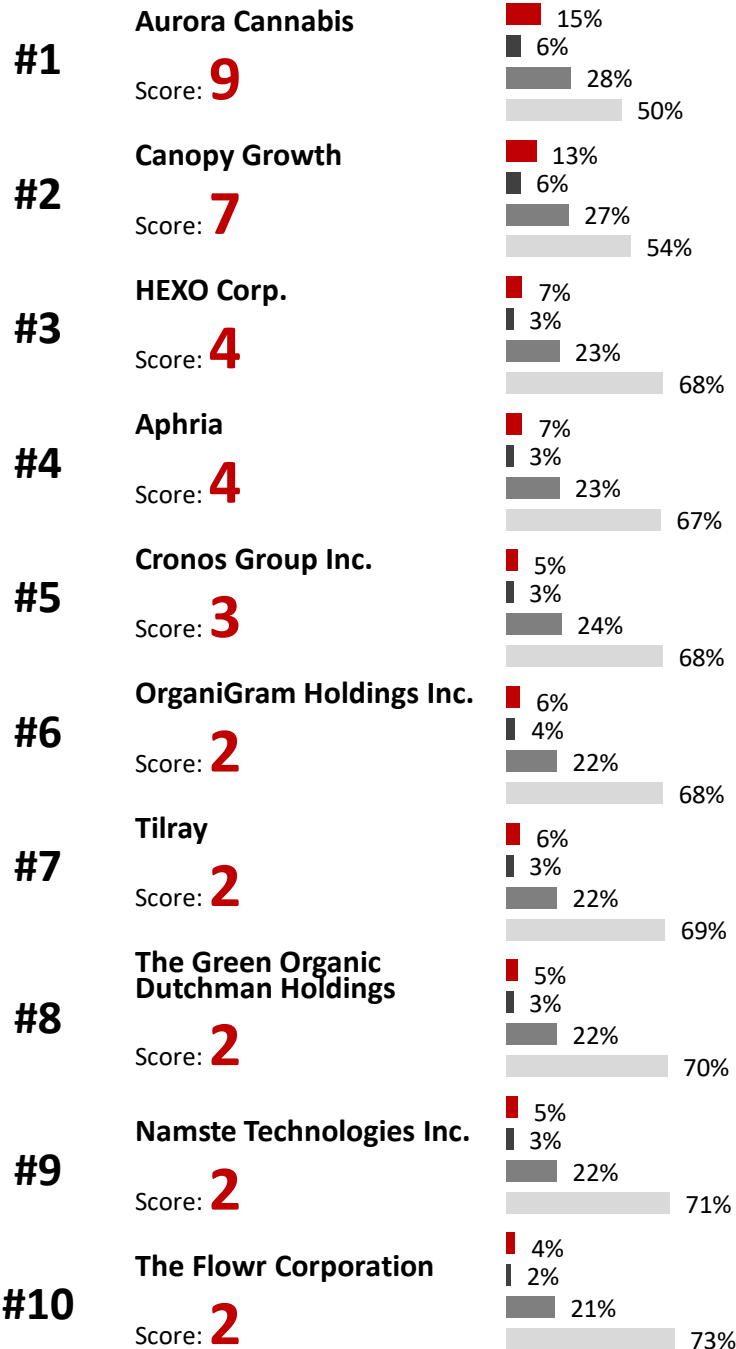
# CANNABIS PRODUCERS REPUTATION – JANUARY RESULTS



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

# Position in Sector ranking

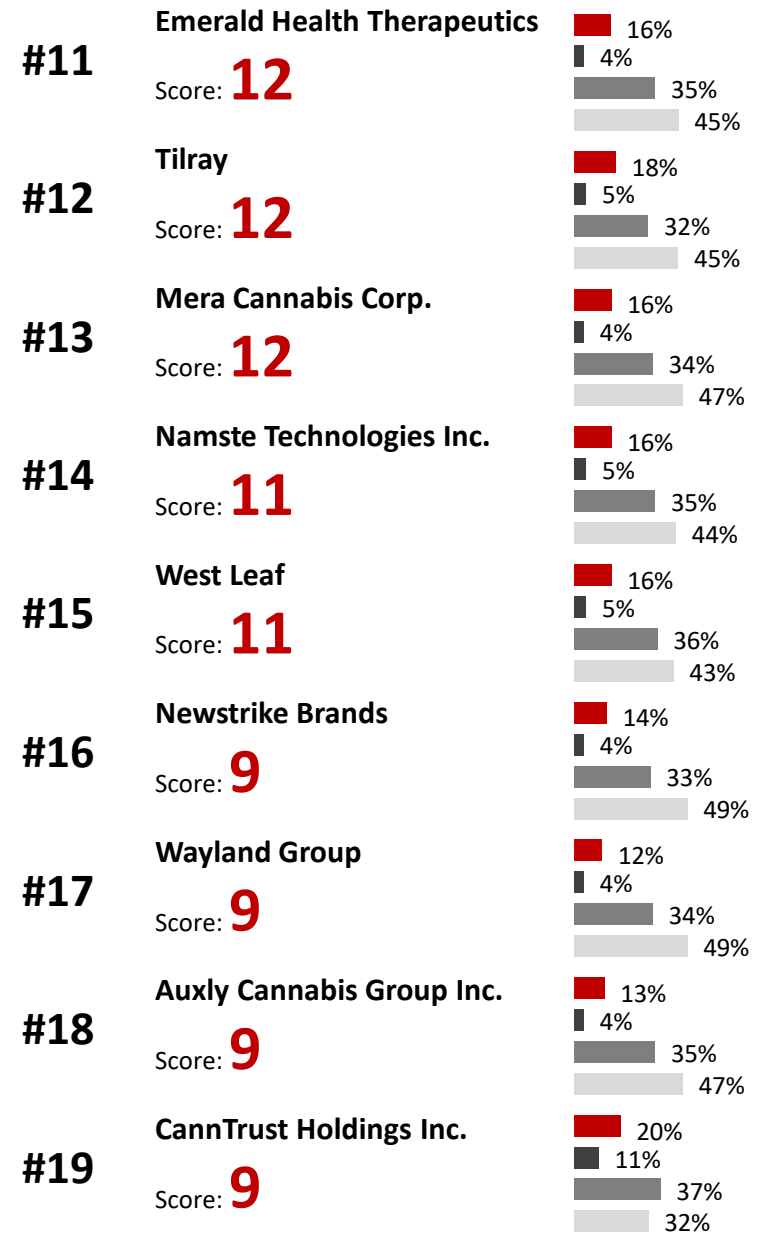
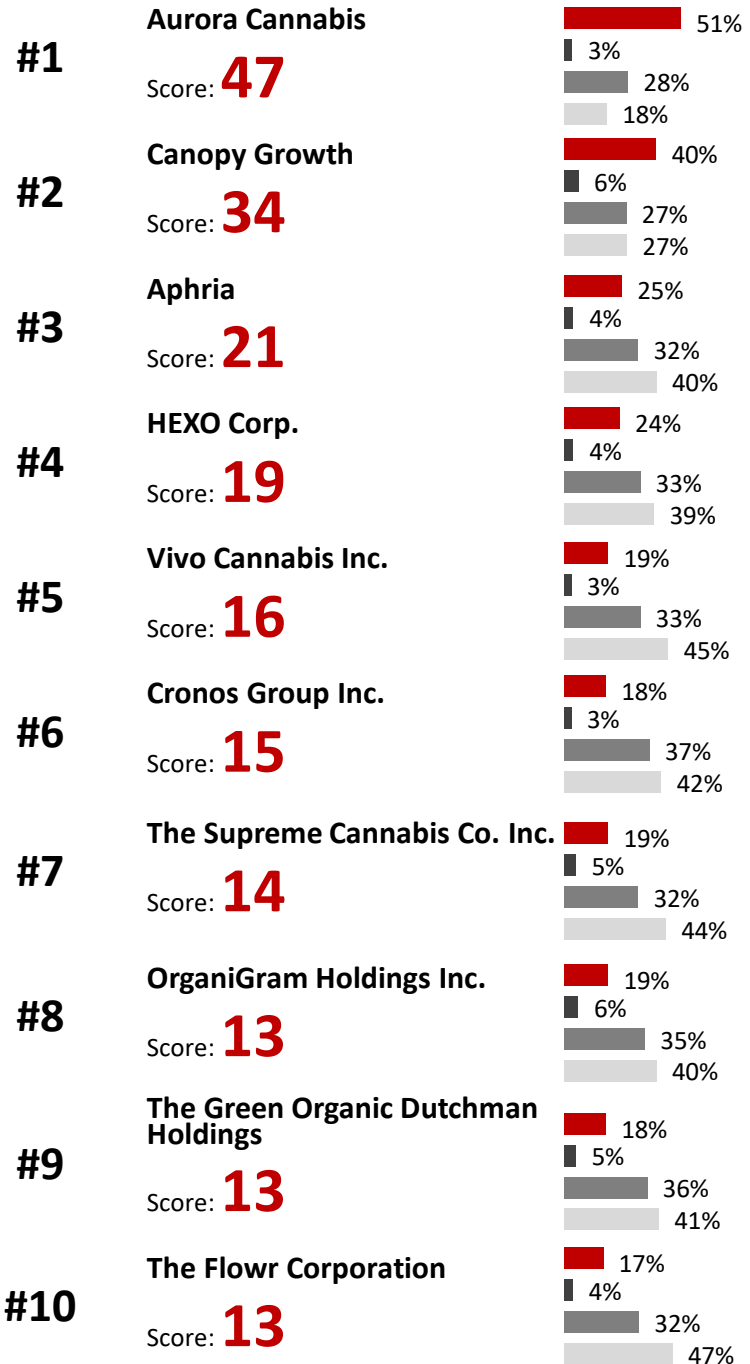
# CANNABIS PRODUCERS REPUTATION – JULY RESULTS



# Position in Sector ranking

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

# CANNABIS PRODUCERS REPUTATION – JULY PURCHASERS



# Position in Sector ranking

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

# REPUTATION

**METHOD AND KEY FINDINGS**

# DIAGNOSTIC METHODOLOGICAL APPROACH

## Study population

English-speaking Canadians, aged 18+.

## 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 the email that was sent to the panellists targeted for the study.

## Collection period

Data collection was carried out in January and July, 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, and region.

The results are weighted using data from Statistics Canada's latest available census (2016).

## Margin of error

As a comparison, a probability sample of this size would have a margin of error of +/- 2.5%, with a confidence interval of 95% (19 times out of 20).

# REPUTATIO



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