

Reputation 2025

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REPUTATION

Created by Leger

2025 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 326 companies in Canada.]



REPUTATION

Created by Leger



Methodology

6 components



Financially successful



Social responsibility



Honesty and transparency



Quality of products and services



Innovation



Attachment

How is the ranking calculated?



Good opinion

-



Bad opinion

=



Reputation score

Agenda



1

Reputation
Landscape



2

2025
Ranking



3

President
Trump



Reputation – 2025 Edition

Loblaw, George Weston to settle class action over bread price-fixing for \$500M

Canada Post strike spells trouble for small businesses headed into holiday season

Air Canada Gears Up for the Holidays with Upgraded Service, Festive Treats

Housing market poised for 2025 comeback as lower borrowing costs unleash pent-up demand

The loonie is trading at lows not seen in years. Here's what it means for Canadians

Most Important Issues

Q. Thinking about the issues that impact you and your family, which of the following is the most important to you?

Base: All respondents

18%

Inflation



15%

Housing
Affordability



14%

State of
Healthcare




8%

Immigration



Survey sectors

30 sectors were surveyed in Canada in 2025

 Accounting and Management firms	 Department Stores / Mass Merchandisers	 Food industry	 Large companies	 Real estate
 Automobile	 Discount Stores	 Groceries / Convenience	 Loyalty	 Restaurants
 Bank / Credit	 Drugstores	 Home improvement	 Media	 Shipping
 Bookstore / Music / Craft	 Electronics / Technologies	 Hospitality	 Pharmaceutical	 Telecommunications
 Breweries	 Energy	 Industrial companies	 Professional sports leagues	 Transport
 Cannabis producers	 Entertainment	 Insurance / Finance	 Pulp / Wood	 Web / Social Media



Variation by Sector 2025



Rising Sectors

Automobile	4
Bank-Credit	2
Insurance Finance	2
Department Stores/Mass Merch.	2
Electronic-Techno	2
Professional sport league	2
Bookstore-music-craft	1
Pharmaceutical	1
Transport	1
Hospitality	1
Breweries	1
Loyalty	1
Groceries-Convenience	1



Stable Sectors

Energy	0
Large companies	0
Food industry	0
Discount Stores	0
Cannabis producers	0

Average variation :

0

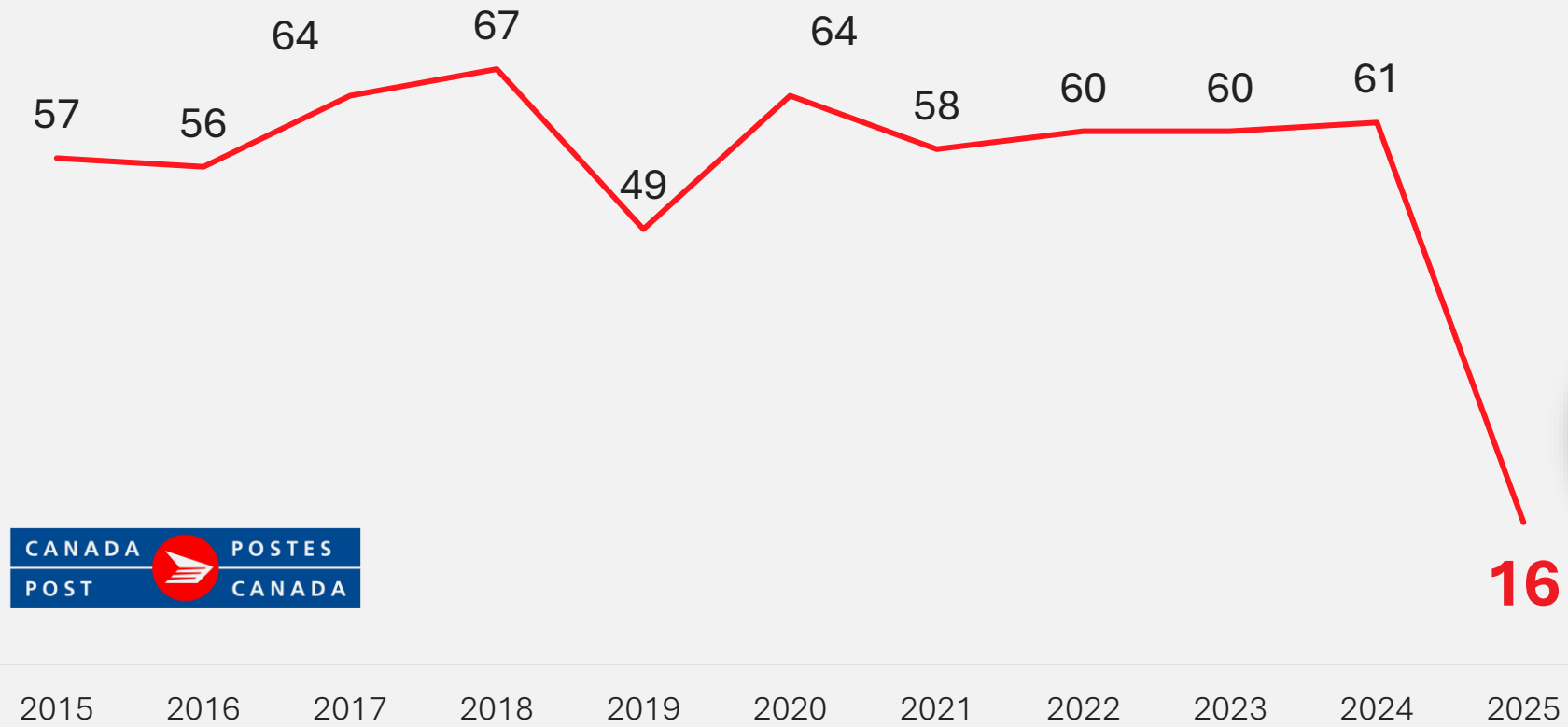


Declining Sectors

Drugstores	-4
Shipping	-4
Restaurants	-3
Industrial Companies	-2
Home improvement	-2
Telecom	-2
Media	-2
Entertainment	-2
Pulp-Wood	-1
Real estate	-1
Web-Social Media	-1
Accounting and Management firms	-1



Decreases



A drop of
-45



Decreases





Increases



Ticketmaster

Leger's reputation score is based on the following key question:

Q1. 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 AT ALL.

Base: All respondents



1

2025 Ranking

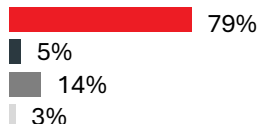


The 10 Most Admired Companies in Canada

#1



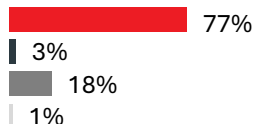
Score : **74**



#2

SONY

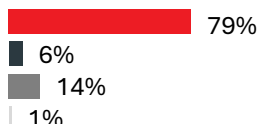
Score : **74**



#3

SAMSUNG

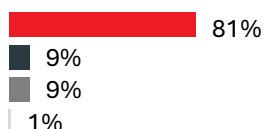
Score : **73**



#4



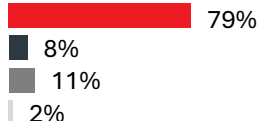
Score : **72**



#5



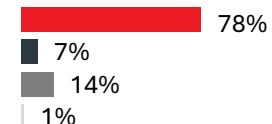
Score : **71**



#6



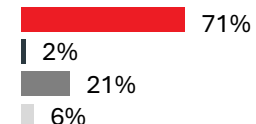
Score : **71**



#7



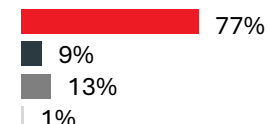
Score : **69**



#8



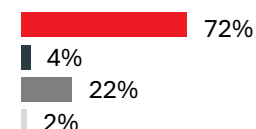
Score : **68**



#9



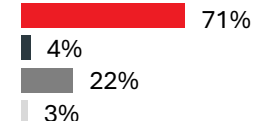
Score : **68**



#10



Score : **67**



The Top 15 Canadian Companies

Reputation Ranking # Top Canadian Companies

#5	#1	 CANADIAN TIRE	#27	#6	 MAPLE LEAF	#32	#11	 Purolator
#7	#2		#28	#7	WINNERS	#33	#12	
#8	#3	 DOLLARAMA	#29	#8	 Mark's	#36	#13	
#13	#4	 SHOPPERS DRUG MART	#30	#9		#43	#14	
#25	#5		#31	#10	 CINEPLEX	#44	#15	

The Top 10 Employers in Canada

Reputation
Ranking

Top Canadian
Companies

Reputation
Ranking

Top Canadian
Companies

#1

#1



Score : 79

#3

#6

SAMSUNG

Score : 77

#4

#2



Score : 78

#52

#7



Score : 77

#34

#3



Score : 77

#9

#8



Score : 77

#10

#4



Score : 77

#20

#9



Score : 77

#17

#5



Score : 77

#12

#10



Score : 77

2

President Trump



Most Important Issues

Q. What is the number one issue facing Canada today?

Base: All respondents



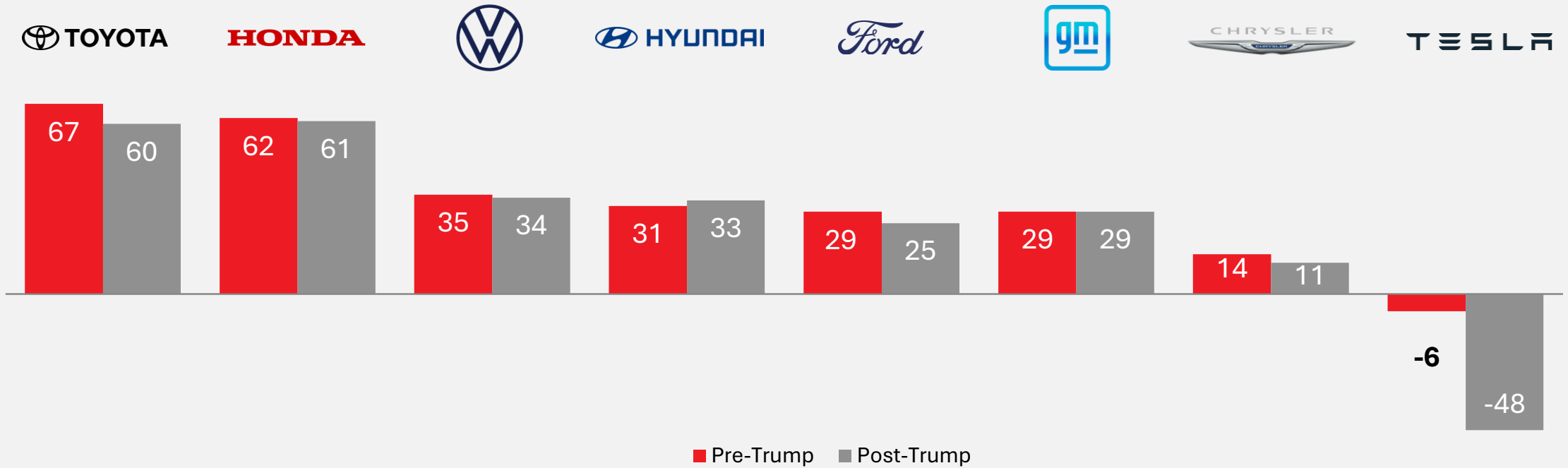


Friends of Trump





Car companies – Post-Trump





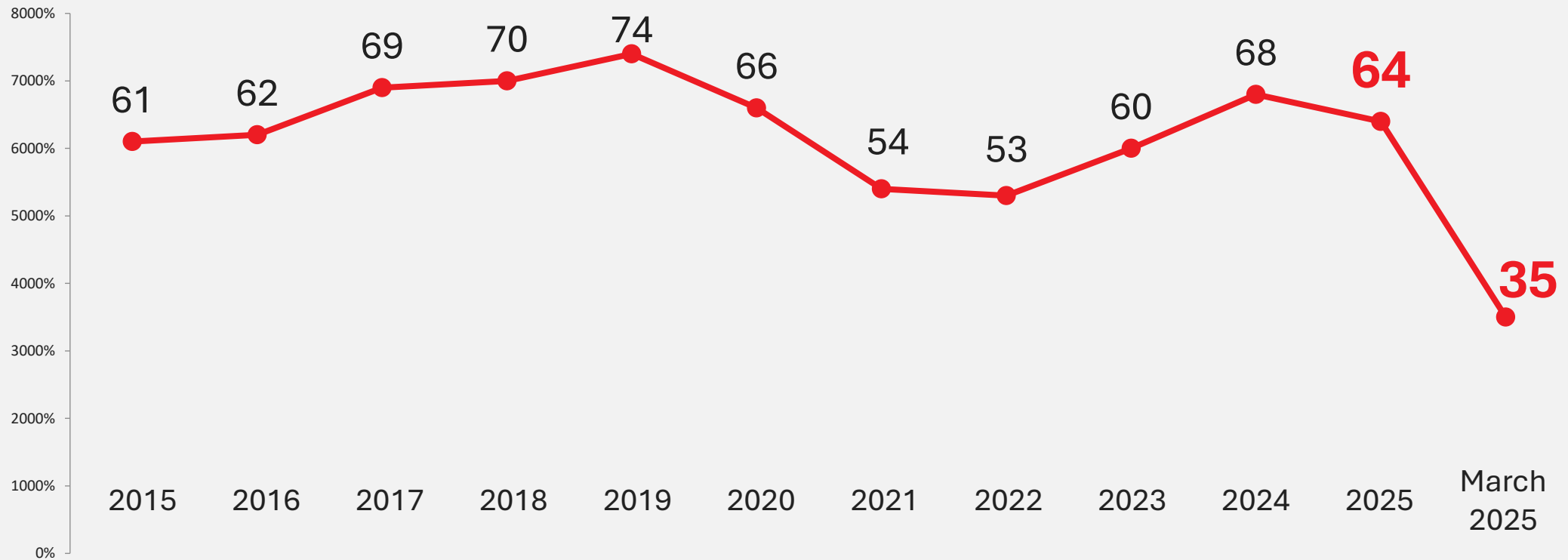
Coca Cola





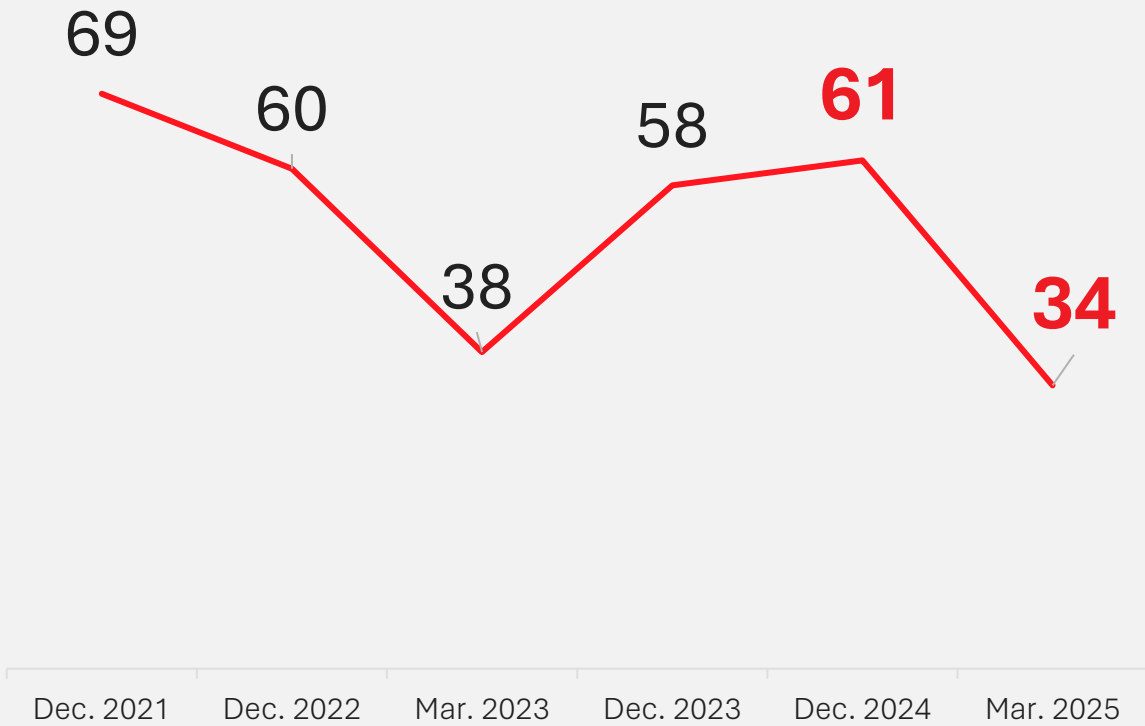
Amazon Score

Past Eleven Years



Netflix

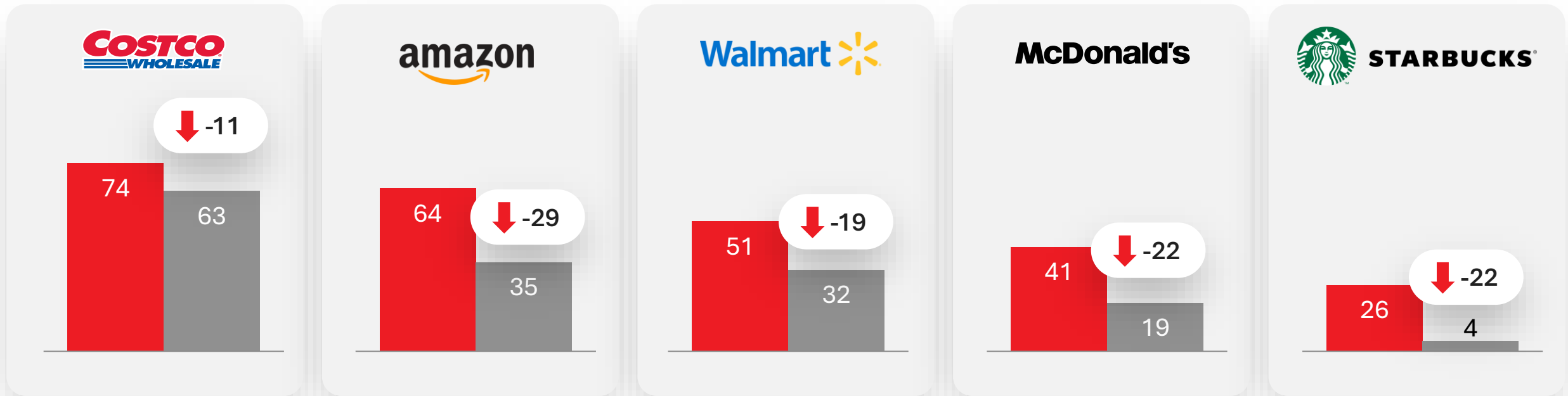
NETFLIX

























Canadian over convenience:

Starbucks, McDonalds, Costco, Amazon – Post-Trump



The 10 Most Admired Companies in Canada

#1		Score : 63	 -11	#6		Score : 55	 -16
#2		Score : 62	 -12	#7		Score : 72	 +3
#3		Score : 62	 -11	#8		Score : 66	 -2
#4		Score : 56	 -16	#9		Score : 59	 -9
#5		Score : 75	 +4	#10		Score : 60	 -7

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

Proud to be Canadian

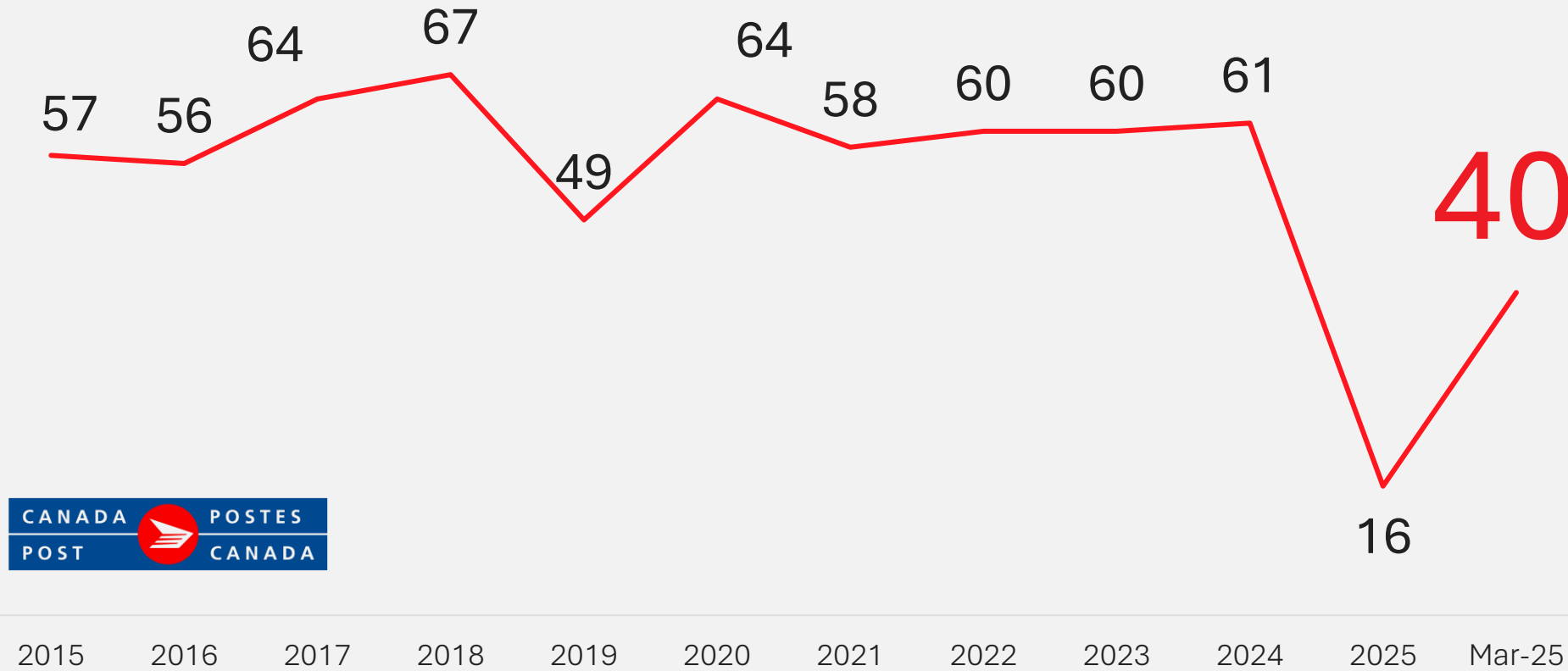
Q. To what extent are you proud to be Canadian?

Base: All respondents (n=1590) (Feb. 7-10, 2025)





Canada Post



The **Canada Post strike** damaged their Reputation, but Canadian pride (and perhaps a short memory) has seen its rating begin to bounce back.



Following the Webinar...

2025 Edition

You will receive a **recording** of the webinar and the reputation **booklet** (including full rankings and other study information) by e-mail.



CONTACT US

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2025 Reputation results

Quebec and Canada

Do you have **any questions?**

We look forward to hearing from you!

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