



REPUTATION

**THE REFERENCE WHEN IT COMES TO MEASURING
CORPORATE REPUTATION IN CANADA!**

Leger

2021 CANADIAN RANKING

#		Awareness	Score	Var. 2021-2020
1	▶ Canadian Tire	99%	80	3
2	▶ Shoppers Drug Mart	99%	78	0
3	▶ Kellogg	98%	75	2
4	▶ Sony	98%	74	0
5	Campbell	97%	73	2
6	▶ Google	99%	72	-5
7	Samsung	99%	72	0
8	▶ Interac	96%	71	-1
9	YouTube	99%	70	-1
10	▶ Dollarama	99%	69	-3
11	Netflix	97%	69	5
12	Microsoft	99%	68	-6
13	Costco Wholesale	97%	68	-5
14	McCain Foods	96%	68	6
15	▶ Home Depot	98%	67	2
16	▶ Chapters Indigo	90%	65	-1
17	Kraft Heinz	98%	64	4
18	▶ A & W	98%	64	1
19	Maple Leaf Foods	97%	64	2

#		Awareness	Score	Var. 2021-2020
20	▶ Sobeys	98%	63	-7
21	▶ FedEx	98%	63	-3
22	Panasonic	98%	63	-1
23	Purolator	96%	62	-2
24	▶ Toyota	96%	62	-1
25	Honda	96%	62	0
26	Danone	91%	62	2
27	Best Buy	98%	61	n/a
28	Staples	97%	61	-6
29	LG	97%	61	2
30	Apple	99%	60	3
31	Visa	98%	59	-1
32	Mastercard	98%	59	0
33	General Mills	90%	59	4
34	Canada Post	99%	58	-6
35	▶ Cirque du Soleil	94%	58	-5
36	Mark's	96%	57	2
37	▶ Sheraton	92%	56	-2
38	▶ CBC/Radio-Canada	97%	55	-7

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#		Awareness	Score	Var. 2021-2020
39	Winners	97%	55	-2
40	Michael's	89%	55	2
41	▶ Jamieson	84%	55	4
42	Hilton	94%	55	-6
43	Amazon	99%	54	-12
44	Nestlé	98%	54	3
45	Rona	96%	54	5
46	Tim Hortons	99%	53	-3
47	Subway	99%	53	-7
48	Loblaws	96%	53	-2
49	UPS	97%	53	-5
50	Dare Foods	87%	53	0
51	Marriott	90%	53	-6
52	Kijiji	97%	51	-3
53	▶ CAA	93%	51	-6
54	Home Hardware	94%	51	2
55	IBM	92%	49	0
56	Hewlett-Packard	87%	49	-2
57	Bayer	87%	49	3

#		Awareness	Score	Var. 2021-2020
58	Dell	96%	48	-6
59	▶ Petro-Canada	97%	47	3
60	Giant Tiger	88%	47	-2
61	▶ WestJet	95%	47	-3
62	Paypal	95%	46	0
63	The Hudson Bay Company (Hbc)	96%	45	-2
64	Esso	97%	45	2
65	Saputo	80%	45	7
66	PepsiCo	98%	44	2
67	McDonald's	99%	43	-2
68	Coca-Cola	99%	43	6
69	▶ Johnson & Johnson	95%	43	0
70	Keurig	93%	43	5
71	Pfizer	90%	43	10
72	Sun Life Financial	93%	43	2
73	VIA Rail	91%	42	1
74	Dauids Tea	85%	42	1
75	Wendy's	95%	41	-1
76	RBC Royal Bank	97%	41	-1

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#		Awareness	Score	Var. 2021-2020
77	Scotia Bank	97%	41	1
78	► Molson Coors	90%	41	-2
79	Procter & Gamble (P&G)	89%	41	-2
80	Manulife	93%	41	-1
81	Blue Cross	90%	41	-2
82	TD Bank	97%	40	-3
83	Delta	90%	40	-6
84	► RE/MAX	93%	40	-1
85	Walmart	98%	39	-11
86	L'Oréal	93%	39	-3
87	Westin	81%	39	-3
88	► Telus	97%	38	4
89	Shell	96%	38	0
90	Mazda	95%	38	1
91	Subaru	93%	38	-1
92	Boston Pizza	96%	37	-5
93	Bank of Montreal (BMO)	98%	37	0
94	Weston	76%	37	1
95	Nissan	95%	36	-3

#		Awareness	Score	Var. 2021-2020
96	Hyundai Auto	94%	35	1
97	Reitmans Canada Ltd	90%	35	0
98	Lowe's	85%	35	4
99	► Cascades	67%	35	2
100	Starbucks	97%	34	-1
101	Instagram	94%	34	1
102	Labatt	87%	34	-2
103	Nespresso	90%	33	1
104	eBay	96%	32	-1
105	Sleeman Breweries	82%	32	0
106	Circle K/Mac's	86%	31	2
107	LinkedIn	89%	31	4
108	SC Johnson	83%	31	1
109	CIBC	97%	30	-4
110	Volkswagen	95%	28	6
111	Second Cup	86%	28	4
112	Canadian National (CN)	88%	28	0
113	Royal LePage	89%	28	-2
114	Montreal Symphony Orchestra	78%	28	-1

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#		Awareness	Score	Var. 2021-2020
115	Biscuits Leclerc	59%	28	2
116	Agropur	58%	28	3
117	Ford	96%	27	1
118	President's Choice Financial	85%	27	-2
119	The Great-West Life Assurance Company	81%	27	-4
120	Tangerine	87%	27	1
121	Unilever	73%	27	5
122	Olymel	64%	27	2
123	Toronto Symphony Orchestra	76%	27	-1
124	► Deloitte	64%	27	-1
125	Burger King	97%	26	0
126	DHL	74%	26	2
127	Air Canada	98%	25	-4
128	General Motors (GM)	95%	25	1
129	Yahoo!	94%	25	1
130	Sephora	81%	25	0
131	Air Transat	88%	24	-1
132	Parmalat	62%	24	1
133	Century 21	88%	24	-4

#		Awareness	Score	Var. 2021-2020
134	Canadian Pacific	87%	23	-1
135	Intact Insurance	78%	21	1
136	Ernst & Young	60%	21	-2
137	Bristol-Myers Squibb	60%	21	0
138	Enbridge	75%	20	1
139	Suncor Energy	79%	20	2
140	National Bank of Canada	89%	20	-1
141	Kruger	63%	20	1
142	DeSerres	48%	20	2
143	Kia	93%	19	-1
144	Ubisoft	64%	19	-1
145	MEC	57%	19	n/a
146	Grand & Toy	73%	19	1
147	PricewaterhouseCoopers (PwC)	60%	19	-1
148	Capital One Canada	92%	18	1
149	Shaw Communications	85%	18	1
150	► Airbus	78%	18	-4
151	ALDO Group	71%	18	-3
152	Canpar	68%	18	-3

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#		Awareness	Score	Var. 2021-2020
153	Merck	54%	18	-1
154	KPMG	53%	18	0
155	GlaxoSmithKline	51%	18	2
156	Lee Valley	54%	18	-3
157	Pratt & Whitney	54%	18	-3
158	Grant Thornton	51%	18	-2
159	Facebook	99%	17	-4
160	Greyhound	88%	17	-1
161	Desjardins Insurance (Life Health Retirement)	82%	17	7
162	TransCanada	80%	17	-3
163	The Co-operators	79%	17	-1
164	Imperial	71%	17	0
165	AstraZeneca	58%	17	9
166	Blackberry	95%	16	5
167	Porter	67%	16	0
168	▶ Aurora Cannabis	47%	16	1
169	Abbott	47%	16	-1
170	Bell Media	95%	15	-2
171	Domtar	61%	15	-2

#		Awareness	Score	Var. 2021-2020
172	Novartis	45%	15	0
173	Sunwing	85%	14	2
174	belairdirect	76%	14	1
175	Industrial Alliance, auto and home insurance	64%	14	-1
176	Sutton Group	76%	14	-2
177	Roche	46%	14	-2
178	Group Germain Hotels	51%	14	2
179	Adrien Gagnon	39%	13	2
180	Rogers	97%	12	1
181	Wawanesa Insurance	68%	12	-1
182	Green Shield Canada	56%	12	2
183	Intelcom	49%	12	n/a
184	Baxter	45%	12	-1
185	Lester's	40%	12	1
186	Lassonde	40%	12	0
187	Fortis	46%	11	0
188	Canopy Growth	43%	11	1
189	comFree	59%	11	-2
190	SSQ Insurance	47%	11	2

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#		Awareness	Score	Var. 2021-2020
191	Bausch Health	37%	11	9
192	Twitter	93%	10	-5
193	Canadian Natural Resources Limited (CNRL)	55%	10	-1
194	Resolute Forest Products (AbitibiBowater)	48%	10	-2
195	Rio Tinto Alcan	47%	10	-1
196	CGI group	50%	10	-2
197	Apotex	37%	10	-1
198	Allergan	39%	10	0
199	Chrysler	94%	9	1
200	Amex Canada	79%	9	-4
201	Transcontinental	57%	9	-1
202	Eli Lilly	40%	9	0
203	Sandoz	37%	9	-1
204	Dicom	44%	9	-2
205	Alcoa	45%	8	0
206	Sanofi Group in Canada (pharma, Pasteur, Genzyme and Merial)	35%	8	1
207	Accenture	33%	8	2
208	Irving Oil	64%	7	-2
209	Power Corporation of Canada	59%	7	3

#		Awareness	Score	Var. 2021-2020
210	Teva	34%	7	-1
211	Tembec	39%	7	-1
212	Alcon	34%	7	-2
213	Bombardier	84%	6	-6
214	Syncrude	50%	6	0
215	Laurentian Bank of Canada	71%	6	0
216	Ace Hardware	57%	6	-3
217	Economical Insurance	42%	6	0
218	Medavie	39%	6	2
219	Novo-Nordisk	32%	6	-3
220	HEXO Corp	30%	6	1
221	HSBC Bank Canada	88%	5	-3
222	Postmedia	55%	5	-1
223	Cenovus Energy	46%	5	-2
224	Aphria	28%	5	0
225	Farm Credit Canada (FCC)	51%	5	0
226	McKinsey	29%	5	1
227	OrganiGram Holdings Inc	26%	5	1
228	Sonnet	51%	4	0

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#		Awareness	Score	Var. 2021-2020
229	Ricardo Media	33%	4	-1
230	Three Times a Day	30%	4	-2
231	CannTrust Holdings Inc	28%	4	3
232	Tilray	27%	4	2
233	► LoyaltyOne	35%	4	0
234	Gilead Sciences	29%	4	2
235	Cronos Group Inc	29%	4	1
236	Janssen Ortho	28%	4	-1
237	The Green Organic Dutchman Holdings	27%	4	0
238	The Supreme Cannabis Company Inc	25%	4	1
239	LEO Pharma	27%	4	0
240	Amgen	25%	4	2
241	Boehringer Ingelheim	25%	4	-2
242	Namaste Technologies Inc	28%	3	0
243	Indochino	34%	3	n/a
244	SCA	32%	3	-1
245	Boston Consulting Group (BCG)	26%	3	0
246	Vivo Cannabis Inc	25%	3	1
247	The Flowr Corporation	25%	3	0

#		Awareness	Score	Var. 2021-2020
248	Galderma	24%	3	-1
249	AbbVie	24%	3	0
250	Emerald Health Therapeutics	24%	3	0
251	TMX Group	34%	3	1
252	Sollio Cooperative Group	26%	3	-5
253	Shire	23%	3	2
254	UCB	21%	3	1
255	Bell	98%	2	3
256	Kinder Morgan	54%	2	3
257	Emera	35%	2	-1
258	Auxly Cannabis Group Inc	24%	2	0
259	Mera Cannabis Corp.	23%	2	0
260	Wayland Group	23%	2	0
261	Newstrike Brands	22%	2	0
262	Celgene	22%	2	-1
263	Barrick Gold	43%	1	-3
264	Statoil	33%	1	0
265	ivari	33%	1	-1
266	Aimia	25%	1	-1

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#		Awareness	Score	Var. 2021-2020
267	Advanz Pharma	23%	1	-4
268	Decibel Cannabis Company Inc.	23%	1	-3
269	Astellas Pharma	22%	1	-1
270	Takeda	22%	1	-1
271	Lundbeck	22%	1	-1
272	Boeing	84%	0	7
273	Purdue Pharma	34%	-2	-3
274	Craigslist	80%	-3	-1
275	Huawei	87%	-17	-5
276	SNC-Lavalin	72%	-24	12

REPUTATION

THE REFERENCE WHEN IT COMES TO MEASURING CORPORATE REPUTATION IN CANADA!

Reputation, created by Leger, is the only study that provides a **comprehensive sector-by-sector analysis** of corporate reputation across more than **275 companies** in Canada, evaluated by more than **32,000 Canadians**.

It measures the **6 core pillars** of corporate reputation, based on a model exclusive to Leger:

- Financial Strength
- Product and Service Quality
- Social Responsibility
- Honesty and Transparency
- Attachment
- Innovation

REPORT

Canada

2,100 respondents

\$13,700

[Contact us to get the study.](#)