25th year

REPUTATIO

Created by **Leger**

The reference when it comes to measuring corporate reputation in Canada

Reputation \ˌrepyəˈtāshən\ n

1. The only study that provides a comprehensive sector-by-sector analysis of the reputation of more than 300 companies in Canada, conducted with more than 30,000 Canadians; a reference for more than 25 years.

2. Using Leger's exclusive model, it measures the 6 core pillars of corporate reputation: **financial strength, social responsibility, honesty and transparency, quality, attachment, innovation**.

3. Analysis of the reputation of companies over the last 5 years; reasons for negative opinions; comparative performance measurement of the 6 components of reputation; benchmark your results and those of your competitors; special analysis of reputation by gender and generation; customer vs general population analysis.

4. 5 key variables to assess your employer brand and compare you to your competitors in the context of labour scarcity: **employer score, values, future, ambience, attractiveness.** You will receive the details on all the variables for all companies in your sector and your employer score (which will now be compared to the norm in your sector of activity, and all of the sectors in the study); all the information you need to evaluate and compare yourself as an employer.

REPORT

Canada
1,500 respondents
$ 14 400

Province
1,000 respondents
$ 9 300

Leger

Diagnostic \dīg'nästik\ n

1. The most in-depth corporate reputation diagnosis in Canada; approximately 110 questions are asked to respondents, enabling you to gain a thorough understanding of the strengths and weaknesses of your company and those of the competitors in your industry.

2. Breaks down the 6 pillars of reputation into 20 drivers and determines their relative importance through detailed statistical analyses for your company and 3 competitors of your choice.

3. Allows you to understand what your company needs to improve, capitalize on and monitor in order to optimize and sustain positive public opinion; a unique model that perfectly adapts to the needs of any company.

REPORT

Canada
1,500 respondents
$ 24 000

Province
1,000 respondents
$ 21 000

2 models

REPUTATION	DIAGNOSTIC
1 Financial strength	1 Leader in their industry 2 Strong and well-established 3 I would invest my money
2 Social responsability	4 Involved in society 5 Cares about the environment 6 Contributes to the well-being of society 7 Treats their employees well
3 Honesty and transparency	8 Honest and transparent 9 Inspire confidence 10 Credible advertising
4 Quality	11 Customer service 12 Products and services I like 13 Meets customers' needs 14 Value for money 15 Good quality products/services
5 Attachment	16 Close to people, close to customers 17 Made for people like me 18 Works hard for their customers
6 Innovation	19 Dynamic 20 Innovative products/services