

CORPORATE REPUTATION RANKING

The Top 10

To find out which companies are held in the highest regard by Canadians, Leger Marketing and *Marketing* magazine surveyed a representative sample of 1,500 people using a list of 100 key corporate names. At the top, drawing the highest proportion of positive opinions, these 10 companies led the way by reputation.

Rank	Company/ Organization	Score 2006*	Good Opinion	Bad Opinion	No Opinion	Change from 2005
1	Canadian Tire	80	88%	8%	4%	+2
2	Tim Hortons	78	83%	5%	11%	-6
3	Sony	78	81%	3%	16%	-
4	Sears	74	82%	8%	10%	-1
5	Kraft	74	80%	6%	14%	0
6	Nestlé	73	78%	5%	17%	0
7	Panasonic	72	75%	3%	22%	-
8	Subway	70	77%	7%	16%	-5
9	McCain	69	75%	5%	20%	0
10	Home Depot	69	75%	6%	19%	+4

* The reputation score represents the difference between the percentage of good and of bad opinions

MEDIA

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
19	CBC	65	+3	73%	81%
65	CHUM	28	0	31%	35%
71	Rogers Media	26	-2	39%	53%
82	CanWest Global	20	-7	24%	27%
86	Bell Globemedia/CTV	17	-28	25%	34%

CONSUMABLE PRODUCTS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
5	Kraft	74	0	80%	86%
6	Nestlé	73	0	78%	82%
9	McCain	69	0	75%	80%
12	Maple Leaf	67	-3	73%	78%
22	Coca-Cola	55	-1	71%	87%
23	Pepsi-Cola	55	0	70%	85%
29	Procter & Gamble	49	-5	55%	61%
78	Parmalat	23	0	28%	33%
90	Unilever	13	+1	15%	17%

ELECTRONICS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
3	Sony	78	N/A	81%	84%
7	Panasonic	72	N/A	75%	77%
20	GE	64	N/A	69%	74%
24	Microsoft	53	N/A	60%	69%
30	IBM	48	0	52%	55%
39	Samsung	44	N/A	48%	52%
40	Motorola	43	N/A	47%	52%
48	Nokia	37	N/A	40%	44%

CORPORATE REPUTATION RANKING

FINANCIAL SERVICES

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
49	RBC/Royal Bank	37	+7	45%	54%
58	TD Canada Trust	31	+2	39%	47%
60	BMO Bank of Montreal	29	+10	37%	44%
63	CIBC	28	+5	38%	49%
66	Scotiabank	27	+4	34%	41%
77	PC Financial	23	+9	26%	29%
81	ING Canada	22	+3	26%	29%
83	American Express	19	-24	32%	44%
85	National Bank of Canada	18	+2	22%	26%

RETAIL – HOME IMPROVEMENT

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
1	Canadian Tire	80	+2	88%	96%
10	Home Depot	69	+4	75%	81%
14	Home Hardware	67	+5	70%	73%
21	Rona	56	+1	60%	64%

SHIPPING/COURIER SERVICES

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
13	Canada Post	67	0	78%	89%
26	Purolator	52	-9	53%	55%
33	FedEx	47	+3	49%	51%
46	UPS	38	+3	42%	46%
93	DHL	10	0	12%	14%

BREWERIES

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
28	Molson	50	-3	58%	67%
31	Labatt	48	-6	58%	67%
52	Sleeman	34	+1	37%	40%

MASS MERCHANDISERS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
4	Sears	74	-1	82%	90%
18	HBC: The Bay/Zellers	65	N/A	75%	85%
25	Costco/Price Club	52	-3	60%	68%
41	Wal-Mart Canada	41	+3	66%	91%

AUTOMOTIVE

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
16	Honda	66	+8	68%	71%
17	Toyota	66	+8	69%	71%
36	Nissan	47	+8	51%	54%
38	General Motors	44	-4	59%	73%
51	Ford	35	0	54%	73%
53	DaimlerChrysler	34	0	46%	57%

QUICK SERVE RESTAURANTS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
2	Tim Hortons	78	-6	83%	88%
8	Subway	70	-5	77%	83%
37	Wendy's	46	-6	57%	68%
50	Harvey's	35	-9	48%	60%
55	Second Cup	34	-4	39%	44%
68	Mr. Sub	26	N/A	34%	42%
73	McDonald's	25	+1	57%	89%
74	Quiznos	25	+2	30%	35%
76	Burger King	24	-9	47%	71%
80	Starbucks	22	+1	36%	50%
91	Timothy's	12	-1	14%	16%
92	Country Style	11	-8	17%	24%

PHARMACIES

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
15	Shoppers Drug Mart	67	-1	70%	72%
57	PharmaSave	31	0	33%	34%
62	Rexall/Pharma Plus	28	-2	30%	31%

CORPORATE REPUTATION RANKING

PHARMACEUTICALS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
32	Bayer	48	+9	50%	53%
87	Pfizer	16	+4	19%	23%
88	Bristol-Myers Squibb	14	+2	15%	17%
94	Merck Frosst	9	+3	11%	13%
95	GlaxoSmithKline	8	+2	10%	11%
96	Eli Lilly	6	N/A	8%	9%
97	Novartis	4	+1	5%	6%
98	Aventis	4	+1	5%	5%
99	Wyeth Ayerst	3	+1	3%	4%
100	AstraZeneca	2	-1	3%	3%

RETAIL - CONVENIENCE

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
27	Mac's Convenience Stores	50	+15	56%	61%
43	7-Eleven	40	N/A	45%	51%

PETROLEUM INDUSTRY

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
35	Petro-Canada	47	-11	61%	76%
44	Shell Canada	40	-12	56%	71%
45	Esso	39	-17	53%	68%
89	Suncor/Sunoco	14	-10	19%	25%

RETAIL - SPECIALTY/ELECTRONICS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
11	Staples Business Depot	67	N/A	71%	75%
34	Future Shop	47	+1	61%	74%
67	Grand & Toy	27	N/A	30%	34%
72	Best Buy	25	+6	31%	36%

TRANSPORTATION

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
42	WestJet	41	+6	44%	47%
56	Via Rail	32	-4	37%	42%
61	Air Canada	29	+1	48%	67%

TELECOMMUNICATIONS

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
47	Bell Canada	38	-4	54%	70%
64	Telus	28	+4	41%	54%
69	Rogers Wireless	26	+10	43%	60%

HEAVY INDUSTRY

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
54	Bombardier	34	+3	40%	46%
59	Alcan	30	+4	33%	36%

INSURANCE

Rank	Companies	Reputation Score	Change	Good Opinion (%)	Awareness (%)
70	Great-West Life	26	0	30%	35%
75	Sun Life	25	-11	30%	34%
79	Manulife	23	-2	27%	31%
84	Clarica	19	-3	23%	27%

CORPORATE REPUTATION RANKING

Rank	Company/Organization	Score 2006*	Good Opinion	Bad Opinion	No Opinion	Change from '05
11	Staples Business Depot	67	71%	4%	24%	-
12	Maple Leaf Foods	67	73%	6%	21%	-3
13	Canada Post	67	78%	11%	11%	0
14	Home Hardware	67	70%	3%	27%	+5
15	Shoppers Drug Mart	67	70%	3%	27%	-1
16	Honda	66	68%	2%	30%	+8
17	Toyota	66	69%	3%	28%	+8
18	HBC: The Bay/Zellers	65	75%	10%	15%	-
19	CBC	65	73%	8%	19%	+3
20	General Electric (GE)	64	69%	5%	26%	-
21	Rona	56	60%	4%	36%	+1
22	Coca-Cola	55	71%	16%	13%	-1
23	Pepsi-Cola	55	70%	15%	15%	0
24	Microsoft	53	60%	8%	31%	-
25	Costco/Price Club	52	60%	8%	32%	-3
26	Purolator	52	53%	2%	45%	-9
27	Mac's Convenience Stores	50	56%	6%	38%	+15
28	Molson	50	58%	9%	33%	-3
29	Procter & Gamble	49	55%	6%	39%	-5
30	IBM	48	52%	4%	44%	0
31	Labatt	48	58%	10%	32%	-6
32	Bayer	48	50%	3%	47%	+9
33	FedEx	47	49%	2%	49%	+3
34	Future Shop	47	61%	14%	25%	+1
35	Petro-Canada	47	61%	14%	25%	-11
36	Nissan	47	51%	4%	45%	+8
37	Wendy's	46	57%	11%	32%	-6
38	General Motors	44	59%	15%	26%	-4
39	Samsung	44	48%	4%	48%	-

40	Motorola	43	47%	5%	48%	-
41	Wal-Mart Canada	41	66%	25%	9%	+3
42	WestJet	41	44%	3%	53%	+6
43	7-Eleven	40	45%	6%	49%	-
44	Shell Canada	40	56%	15%	29%	-12
45	Esso/Imperial Oil	39	53%	15%	32%	-17
46	UPS	38	42%	4%	54%	+3
47	Bell Canada	38	54%	16%	30%	-4
48	Nokia	37	40%	3%	57%	-
49	RBC/Royal Bank	37	45%	8%	46%	+7
50	Harvey's	35	48%	12%	40%	-9
51	Ford	35	54%	19%	27%	0
52	Sleeman	34	37%	3%	60%	+1
53	DaimlerChrysler	34	46%	12%	42%	0
54	Bombardier	34	40%	6%	54%	+3
55	Second Cup	34	39%	5%	56%	-4
56	Via Rail	32	37%	5%	58%	-4
57	PharmaSave	31	33%	1%	66%	0
58	TD Canada Trust	31	39%	8%	53%	+2
59	Alcan	30	33%	3%	64%	+4
60	BMO Bank of Montreal	29	37%	7%	56%	+10
61	Air Canada	29	48%	19%	33%	+1
62	Rexall/Pharma Plus	28	30%	1%	69%	-2
63	CIBC	28	38%	10%	51%	+5
64	Telus	28	41%	13%	46%	+4
65	CHUM	28	31%	4%	65%	0
66	Scotiabank	27	34%	7%	60%	+4
67	Grand & Toy	27	30%	4%	66%	-
68	Mr. Sub	26	34%	8%	58%	-
69	Rogers	26	43%	17%	40%	+10
70	Great-West Life	26	30%	4%	66%	0

CORPORATE REPUTATION RANKING

71	Rogers Media	26	39%	14%	47%	-2
72	Best Buy	25	31%	5%	64%	+6
73	McDonald's	25	57%	32%	11%	+1
74	Quiznos	25	30%	5%	65%	+2
75	Sun Life Financial	25	30%	5%	65%	-11
76	Burger King	24	47%	24%	29%	-9
77	PC Financial	23	26%	3%	71%	+9
78	Parmalat	23	28%	5%	67%	0
79	Manulife Financial	23	27%	4%	69%	-2
80	Starbucks	22	36%	14%	50%	+1
81	ING Canada	22	26%	4%	70%	+3
82	CanWest Global	20	24%	3%	73%	-7
83	American Express	19	32%	12%	56%	-24
84	Clarica	19	23%	4%	73%	-3
85	National Bank of Canada	18	22%	4%	74%	+2
86	Bell Globemedia	17	25%	9%	66%	-28
87	Pfizer	16	19%	4%	77%	+4
88	Bristol-Myers Squibb	14	15%	2%	83%	+2
89	Suncor Energy/Sunoco	14	19%	5%	76%	-10
90	Unilever	13	15%	2%	83%	+1
91	Timothy's	12	14%	2%	84%	-1
92	Country Style	11	17%	7%	76%	-8
93	DHL	10	12%	2%	86%	0
94	Merck Frosst	9	11%	2%	87%	+3
95	GlaxoSmithKline	8	10%	2%	88%	+2
96	Eli Lilly	6	8%	1%	91%	-
97	Novartis	4	5%	1%	94%	+1
98	Aventis	4	5%	1%	94%	+1
99	Wyeth Ayerst	3	3%	1%	96%	+1
100	AstraZeneca	2	3%	1%	96%	-1

* The reputation score represents the difference between the percentage of good and of bad opinions