



Press Release

Rising Reputation Tide Doesn't Lift all Corporate Boats

While Some Sectors Have Realized Double-Digit Gains in Favourability over Last Two Years, Others Remain Stagnant

Toronto, ON, Oct 24, 2018 — After many years of incremental decline, Canadians' assessment of corporate Canada has been rising over the past few years, and while the rising tides have helped to lift the reputational boats of some industries, others are being left behind. The average increase over the last two years has been a 6-point increase in the degree to which Canadians view various industries favourably.

According to the Ipsos Corporate Reputation Monitor (I-Rep), over the past two years some industries have improved their favourability scores by double-digits, including the shipping/courier sector (12-point gain), information technology companies (11-point gain), banking/investment (10-point gain), credit-card companies (10-point gain), and manufacturers of household cleaning products (10-point gain).

On the other hand, some are lagging behind and have not been improving along with the tide and lagging the average increase, most notably insurance (4-point increase) oil and gas (2-point increase), airlines (2-point increase), utility providers (3-point increase), mining and metals (5-point increase) and mortgage lenders (no increase).

"What we're seeing is greater variation in how Canadians' are assessing industries", notes Mike Colledge, President of Ipsos Public Affairs in Canada. "The trend is that more highly-favoured industries are improving their scores, while less-favoured industries are remaining stagnant or only improving modestly. This is resulting in greater variation between industries – some are darlings and getting better, while others continue to stumble, seemingly unable to benefit from the rising tide".

While most (86%) Canadians continue to report that the quality of the products and services of a company is extremely important to how they assess and judge a company, 82% say the degree to which they trust a company is also extremely important – up a significant 8 points in just two years. In fact, trust has moved ahead of other factors including value for money and customer service.

"Companies must continue to build trust with Canadians so that they can reap the benefits that strong and trusting relationships bring: marketing efficiency, a loyal workforce, and of course the benefit of the doubt when things go wrong", says Sean Simpson, Vice President of Ipsos Public Affairs, Canada, and director of I-Rep. "The problem is that many companies don't know what drives trust in their particular organization, and they spend their time or resources on the wrong thing".

Ipsos will once again be launching I-Rep in November of 2018 to see whether the trends uncovered over the past few years are continuing. The study investigates the reputation of more than 100+ companies that operate in Canada, with tracking back to 2009. For more information about the study, please [click here](#).

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About the Study

These are some of the findings of an Ipsos poll conducted between December 4 and 18, 2017. For this survey, a sample of 3,201 Canadians aged 18+ was interviewed online via the Ipsos I-Say panel and non-panel sources. Quota sampling and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.0 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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About Ipsos

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With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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