

## WHAT INDUSTRIES HAVE THE BEST REPUTATIONS? HOSPITALITY AND TECHNOLOGY LEAD; ENERGY, TELECOMMUNICATIONS LAG

*Canada RepTrak® 2017 shows some industries benefit from halo effect  
while others struggle to shed negative perceptions*

**Toronto – May 2, 2017** – In an era when trust is more essential than ever for business — but harder to earn — new research shows which industries give companies a halo, and which ones can put a business behind the 8-ball.

According to the Reputation Institute, which conducts the world’s most comprehensive annual corporate reputation survey, the hospitality and technology sectors lead the way in Canada – followed by the consumer and transport industries – in winning the hearts and minds of stakeholders. On the other end of the scale, Canada’s energy and telecommunications companies lag well behind in the rankings.

“In our global reputation survey, Canadians are tougher graders than Americans, but also often less harsh in judging industries that fall short of expectations,” said Bradley Hecht, Vice-President and Chief Research Officer at Reputation Institute. “Canadians give a company – and an industry – the benefit of the doubt if they believe it is ethical, transparent and fair. Some industries clearly have more work to do on that score.”

The survey is based on over 30,000 ratings collected from Canadians in the first quarter of 2017, which tracks more than 300 companies, both multinational firms and homegrown companies. The survey is unique in that it only includes ratings from people with stated familiarity with the companies. The RepTrak® system also rates companies on seven key dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and (financial) performance.

Here are the five highest- and lowest-ranking industries in the 2017 Canada RepTrak® survey:

### Top 5

1. Hospitality (72.72)
2. Technology (71.67)
3. Consumer (70.50)
4. Transport (70.37)
5. Pharmaceuticals (69.81)

### Worst 5

16. Telecommunications (53.45)
15. Energy (58.08)
14. Raw Materials (59.62)
13. Financial (65.17)
12. Services (65.74)

While the importance of each dimension of reputation varies by industry, the quality of a company's products and services and its perceived commitment to citizenship are consistently important themes for Canadians in evaluating every sector. The governance dimension, which refers to how a company behaves and perceptions of it being open, honest and transparent in its business dealings, is more important for the consumer, pharmaceutical, retail and financial industries.

"Most industries score well in their products and performance, but the key to standing out is in corporate social responsibility, where you get the greatest return on your investment in reputation," said Daniel Tisch, President and CEO of Argyle Public Relationships, a leading Canadian expert in reputation management. "Canadian companies have the greatest opportunity for improvement in the three reputation drivers that relate to CSR: their citizenship, governance and workplace. That's where they can really express their values to their stakeholders — both inside and outside the company."

To see the full rankings of the 2017 Canada RepTrak®, visit [www.reputationinstitute.com/canada](http://www.reputationinstitute.com/canada).

#### **About Reputation Institute ([www.reputationinstitute.com](http://www.reputationinstitute.com))**

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

#### **About Argyle Public Relationships™ ([www.argylepr.com](http://www.argylepr.com))**

For more than 35 years, Argyle has been chosen by some of the world's biggest brands, put big ideas onto the public agenda, and grown to become one of Canada's largest independent communications firms. Argyle builds relationships in many sectors, in many ways. The firm's specialties include consumer and trade marketing, corporate communications, healthcare communications, government and public affairs, digital communications and branding and design.

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#### **For further information:**

Vasiliki Zobolas  
Argyle Public Relationships  
416-968-7311 ext. 233  
[vzobolas@argylepr.com](mailto:vzobolas@argylepr.com)

John McLaughlin  
Reputation Institute  
1-617-758-0965  
[jmclaughlin@reputationinstitute.com](mailto:jmclaughlin@reputationinstitute.com)