

FOR IMMEDIATE RELEASE

**CANADIAN INSTITUTIONS COMPARE FAVOURABLY AGAINST G7 COUNTRIES SAYS NEW GLOBAL REPUTATION STUDY**

**Positive Perception of Business Climate Key Finding**

**TORONTO, January 11, 2005** – Canada’s main economic and political institutions have a good reputation according to a new global study. The global study released today by TNS comprehensively analyses how residents in 41 countries rate the reputation of their institutions, such as healthcare, banking, telecommunications, supermarkets, business locations, mail services and political parties.

**How Canada Stacks Up**

Institution	Global Rank	Rank in G7
Country as business location	9	2
Your most important telephone provider	11	2
Your most important mail provider	13	2
Your most used supermarket	8	2
Political parties in your country	18	2
Your most important bank	8	3
Health service in your country	21	5

“Compared with citizens of other G7 countries, Canadians have positive attitudes about the reputation of their key institutions,” said Richard Jenkins, TNS Canadian Facts’ corporate director of public opinion research. For five of the seven institutions, Canada ranks 2<sup>nd</sup> in the G7. Political parties and the health service have the lowest reputation in Canada.

In particular, Canadians see their country as a good place to do business. Canada is ranked 9<sup>th</sup> in the global comparison and 2<sup>nd</sup> only to the U.S. in the G7. This is a good indication of the internal perception of Canada’s current economic situation and peoples’ expectation about the future.

Other key findings:

- Canadians have traditionally taken a high amount of pride in their health system and some would even say the public system is part of the Canadian identity. In recent years there has been considerable criticism and debate over the future of this system and the results show that Canadians are not as confident in the system as they may have been in the past. Placing below the global average and 5<sup>th</sup> amongst the G7 is a reflection of the current concerns and debate. The results show that, in general, Canadians still “Trust” the healthcare system but are questioning its “Effectiveness” and “Quality of service”.
- The global results clearly show widespread dissatisfaction with political parties and Canada is no exception. Although Canada ranks second in the G7 on this score, the overall results show that political parties have a poor reputation everywhere.
- Canadian supermarkets, banks, telephone companies and the mail system also compare well against their counterparts in other G7 countries.

The *Global Corporate Reputation Study* was conducted in the fall of 2004 by TNS companies in 41 countries. TNS Canadian Facts conducted the Canadian data collection. In total, 1,028 telephone interviews were completed between September 7 and 12. The survey results are nationally representative of the Canadian adult population and are considered accurate to within plus or minus 3.2 percentage points, 19 times out of 20.

For more detailed information about the findings for Canada, please visit the TNS Canadian Facts Web site at [www.tns-cf.com](http://www.tns-cf.com). To download a copy of the full global report, including findings from 40 countries, please go to: [www.tns-global.com/reputation2005](http://www.tns-global.com/reputation2005).

TNS Canadian Facts is one of Canada's most prestigious full-service marketing, opinion and social research organizations.

### **About TRI\*M and the Corporate Reputation Study:**

TRI\*M is TNS' world leading tool for measuring, managing and monitoring stakeholder relationships. Over the course of the last 10 years, TRI\*M has been successfully applied across all industries and more than 6,000 studies. TRI\*M enables you to gain vital, ongoing information and insights about your relationships with all kind of stakeholders, be it customers, employees, dealers or shareholders.

Using the TRI\*M corporate reputation index, TNS Global Reputation Study 2005 surveyed almost 37,000 people in 41 countries around the globe to gauge perceptions of their country's top corporations and institutions. Conducted during the fourth quarter of 2004, the survey questioned residents across countries in North America, South America, Europe, Asia and Africa. The study details how residents rate the reputations of their nation's institutions such as healthcare, telecoms, political parties, mail service, business location, financial/banking outlets and supermarkets. The TRI\*M Corporate Reputation Index allows comprehensive cross-country and cross-industry comparisons.

### **About TNS**

TNS is a leading global provider of market information. The company collects, analyzes and interprets information to help its clients better understand the needs and wants of their customers. TNS provides research, advice and insight on market segmentation, advertising and communications, new product development, brand performance and stakeholder management. The company is also one of the leading providers of social and political polling.

From its global network, which spans 70 countries, TNS provides local expertise and knowledge, together with internationally consistent information and analysis to multi-national organizations.

TNS is listed on the London Stock Exchange (TNN). Further information can be found on [www.tns-global.com](http://www.tns-global.com).

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