



## **Atlantic Superstore, Greater Moncton International Airport and Shoppers Drug Mart top corporate reputation ratings in New Brunswick**

**HALIFAX, NS May 30, 2017** – Residents of New Brunswick provide the top corporate reputation ratings to a food retailer, an airport and a pharmacy retail chain in Corporate Research Associates' (CRA) second annual Atlantic Reputation Monitor.

Atlantic Superstore, Greater Moncton International Airport, and Shoppers Drug Mart received the highest ratings among the 42 large and mostly private sector organizations included in the study that operate in the province. The study asks residents to rate various organizations in the province in terms of overall reputation. Post-secondary institutions are included in CRA's Atlantic Reputation Monitor, but are reported independently.

These results are part of CRA's Atlantic Reputation Monitor, the only syndicated reputation research study of Atlantic Canadians' opinions of private and public sector organizations operating in the region.

"There continues to be significant variation in the reputation of major organizations across New Brunswick," said Don Mills, Chairman of Corporate Research Associates. "Corporate reputation is an important determinant of the propensity of the general public to engage with a company."

The Atlantic Reputation Monitor provides organizations the ability to measure their reputation both in the context of their industry and a normative database of Atlantic Canadian organizations. Industries covered include financial services, grocery, power utilities, retail, telecommunications, food chains, liquor, oil and gas, higher education, insurance, and lottery and gaming among others.

CRA's Atlantic Reputation Monitor currently consists of 83 organizations operating in the region, and CRA will be adding to this database moving forward.

To find out if your organization is included in CRA's Atlantic Reputation Monitor visit

[www.cra.ca/solutions/atlantic-reputation-monitor](http://www.cra.ca/solutions/atlantic-reputation-monitor).



CRA's Atlantic Reputation Monitor is an independent, quarterly study, based on 1,500 telephone interviews among Atlantic Canadians (n=400 in each of NS, NB, NL, and n=300 in PE), aged 18 years or older, conducted in February, May, August, or November each year. The margin of error on overall Atlantic Canada results is +2.5 percentage points, in 95 out of 100 samples. The margin of error for New Brunswick results is +4.9 percentage points, in 95 out of 100 samples.

Corporate Research Associates (CRA), [www.cra.ca](http://www.cra.ca), is one of Canada's leading public opinion and market research companies. Founded in 1978, CRA is dedicated to providing clients with state-of-the-art research and strategic consulting services. CRA is a Certified Gold Seal Member of the Marketing Research and Intelligence Association (MRIA), which sets stringent standards as a condition of membership, and enforces those standards through independent audits. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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## Top Corporate Reputation Ratings

### New Brunswick

2016

- ✓ *Sobeys*
- ✓ *Atlantic Superstore*
- ✓ *Greater Moncton International Airport*
- ✓ *Canadian Tire*
- ✓ *Home Hardware*

2017

- ✓ *Atlantic Superstore*
- ✓ *Greater Moncton International Airport*
- ✓ *Shoppers Drug Mart*

Question: How would you rate the reputation of each of the following companies using a scale of '1' to '10', where '1' is extremely negative, and '10' is extremely positive? Please indicate if you are not familiar with this company.