

CANADA DROPS FROM THE TOP IN COUNTRY REPUTATION SURVEY

Declines in perceptions of government, economy & environment drop Canada to seventh place

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Canada has lost the title of the world's most reputable country, according to the world's largest survey of country reputations, with declines in perceptions of the nation's government, economy and environment.

After six years in first or second place, Canada has fallen to seventh in the Reputation Institute's annual Country RepTrak® rankings, based on more than 58,000 individual ratings among the general public in the G8 economies.

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Sweden tops this year's rankings, followed by Finland, Switzerland, Norway, New Zealand and Australia.

"Since reputation has a huge economic impact, so do changes in the perceptions of visitors potential and investors," said Daniel Tisch, President and CEO of Argyle Public Relationships, one of Canada's foremost reputation management experts. "After celebrating the top ranking on our 150th birthday in 2017, we've seen a dip in international perceptions of our government, economy and environment. While Canada remains widely respected and

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admired, this is a wake-up call that we can never take our global reputation for granted." Canada: Still among the leaders, but down in all categories Canada's overall score declined by 3.5 points, from 82.8 to 79.2, with the largest drop (2.9 points) in perceptions of its government.

"Canada's reputation is still strong, but the drop correlates with a decline in perceptions of effective government and a lessening of the belief that Canada has an advanced economy that can compete on a global scale," said Stephen Hahn-Griffiths, Chief Reputation Officer at the

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Reputation Institute. "Not only did the reputation of Canada fall among the general population who reside in other leading economies, but it also fell amongst Canadians."

The economic impact of country reputation is significant, with each one-point increase in country reputation score correlating with a 0.9% annual increase in the number of tourists per capita and a 0.3% rise in export rates.

The study also revealed that underlying feelings of geopolitical tension, nationalism, and social unrest have resulted in an overall decline in country reputation and support worldwide.

USA: Strong scores for business, weak scores for government

Canada's American For neighbours, the news is mixed: the U.S. has strong scores for its well-known brands (79.9), technological advancement (77.7) and natural beauty (77.6), but weak perceptions of its ethics, transparency and corruption levels (49.6), effectiveness of its government (49.8) and efficiency (51.6). While overall U.S. reputation has rebounded slightly in the last year (1.7 points), the nation's reputation is down significantly (7.7 points) since President Trump's election, with a seven-point drop among Americans themselves. Who's on top? With almost universally excellent reputation scores,

Sweden is seen as the world's most ethical country, with high transparency and low corruption, as well as the country with the most progressive social and economic policies. Right behind Sweden, Finland is the highest climber, rising from #7 to #2.

The top 10 most reputable countries in 2018 are: Sweden

Finland Switzerland Norway New Zealand Australia Canada Japan Denmark Netherlands

To access the full list of the most reputable countries please visit: https://www.reputationinstitute.com/2018_country_rep-

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