



The following introduction and question are placed on a survey instrument for respondents:

Respect is a deep admiration or positive feeling about a combination of someone's characteristics such as their abilities, qualities, values, actions, and/or achievements. Similarly, organizations can achieve respect based on what people perceive or experience about them— like what they make or do, how they treat employees or customers, what they communicate or contribute to society, how much they're trusted, how their leadership acts, and what's said about them in the media or even by family and friends. Based on your impression from what you have seen, read, heard, or personally experienced, please indicate if you RESPECT each of the following organizations, and to what degree:

Choose One

- Very Much Somewhat Not Very Much Not at All Never heard of them

The list of companies/entities is then provided to respondents in a randomized fashion. Each respondent completes the rating per entity provided for the scaled evaluation. If an entity has a significant sub-brand (s) in the same category/sector, each will be listed separately and evaluated on its own. As noted above, the list of entities provided to respondents for evaluation is randomized so as to create no unintentional bias.

Those respondents who choose the scale entry that they have "Never heard of them" are subsequently removed from the data analysis. The data is then rebased to include only respondents who are aware of the entity evaluated. The "Respect Score" is then created by giving 100 points for those who choose "Very Much", 70 points for "Somewhat", 30 points for "Not Very Much", and 0 points for "Not At All". A mean score is determined using these values, ultimately giving a value between 0 to 100 for each entity. The scoring produces a ranked order whereby being at the top of the list determines that the entity is the "Most Respected".

These are the individual respondent findings from a Maru/Blue Public Opinion Poll conducted among 3,651 randomly selected Canadian adults who are members of Maru/Blue's Voice Canada Online panel. The results have been weighted by education, age, gender, and region to match the population according to the most recent census data so that the sample is representative of the entire adult population of Canada. In order to determine the final "Respect Score", individual results and ranking, each response must have the points applied as noted above.

The DART I & C Canada's Most Respected Automotive Manufacturers survey was conducted by Maru/Blue during January 2021

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COUNT OF THOSE SAYING "VERY MUCH" OR "SOMEWHAT"

		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(3651)	(515)	(411)	(120)	(147)	(1347)	(831)	(280)
	Weighted	(3651)	(478)	(410)	(113)	(129)	(1377)	(879)	(266)
Toyota Motor Company		2,727	360	292	84	89	1,003	696	203
Honda Motor Company		2,722	365	288	85	88	1,010	681	204
Mazda Motor Corp		2,322	308	251	71	73	847	588	183
BMW Auto Group		2,286	299	248	81	79	856	558	165
Subaru Motor Company		2,277	316	228	63	78	835	585	171
Ford Motor Company		2,254	274	263	70	75	835	565	173
Hyundai-Kia Auto Group		2,241	272	235	65	68	835	590	177
General Motors		2,199	252	260	85	83	793	551	175
Volkswagen Motor Company		2,193	289	246	78	82	818	523	157
Renault-Nissan-Mitsubishi Alliance		2,158	274	239	71	75	784	555	159
Daimler Motors		2,138	277	227	71	71	804	548	140
Tesla Motor Company		2,131	285	203	60	59	816	569	138
FCA/Chrysler Group		2,055	246	226	75	74	766	512	156

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COUNT OF THOSE SAYING "NOT VERY MUCH" OR "NOT AT ALL"

		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(3651)	(515)	(411)	(120)	(147)	(1347)	(831)	(280)
	Weighted	(3651)	(478)	(410)	(113)	(129)	(1377)	(879)	(266)
FCA/Chrysler Group		1,464	222	175	38	52	576	300	101
Volkswagen Motor Company		1,356	181	154	34	44	530	311	102
General Motors		1,354	222	142	29	44	557	274	88
Renault-Nissan-Mitsubishi Alliance		1,346	196	156	42	48	552	257	95
Tesla Motor Company		1,321	182	189	51	65	510	226	98
Ford Motor Company		1,308	203	141	43	51	516	265	89
Daimler Motors		1,297	187	155	38	53	515	247	102
Hyundai-Kia Auto Group		1,277	198	162	48	55	490	244	80
BMW Auto Group		1,251	169	155	32	47	493	263	92
Subaru Motor Company		1,229	153	166	49	46	500	232	83
Mazda Motor Corp		1,216	161	148	42	51	499	242	73
Toyota Motor Company		847	115	111	29	38	356	141	58
Honda Motor Company		843	109	114	28	38	344	152	58

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