

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 3,700 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 Telecom Companies survey was conducted by Maru/Blue during December 2020

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**Based on your impression from what you have seen, read, heard, or personally experienced, how much do you RESPECT each of the following organizations?**

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

BASE	Unweighted	TOTAL (3700)	REGION						
			BC (566)	AB (418)	SK (113)	MB (157)	ON (1378)	PQ (820)	ATL (248)
	Weighted	(3700)	(484)	(415)	(115)	(130)	(1395)	(891)	(270)
Telus Mobility		2,273	279	266	80	70	816	594	167
Koodo Mobile		1,920	215	196	58	44	729	501	177
Rogers Wireless		1,920	229	203	53	66	723	518	128
Fido Mobile		1,908	224	182	55	51	744	514	137
Virgin Mobile		1,896	212	213	50	52	743	473	153
Bell Mobility		1,816	211	218	76	58	661	447	145
Shaw Mobile		1,323	243	218	58	56	435	220	94
Freedom Mobile		1,177	175	162	16	23	621	137	43
Bell MTS		873	102	109	44	68	308	170	72
Vidéotron Mobile		825	27	36	7	4	158	574	19
Public Mobile		756	81	77	17	12	315	212	42
Chatr Mobile		725	85	82	22	15	305	181	36
SaskTel Mobility		677	80	133	89	33	207	94	42
Lucky Mobile		553	50	57	18	14	208	172	34
Eastlink Wireless		538	39	60	11	5	200	81	143
Primus Wireless		475	33	40	14	12	256	103	17
Solo Mobile		421	35	40	11	4	171	145	15
Zoomer Wireless		322	33	32	8	11	156	65	18
SimplyConnect		292	24	35	12	11	116	71	24
Xplore Mobile		254	18	36	8	16	92	74	11
Cityfone		248	20	30	5	6	101	69	17
Sogetel mobilité		208	17	20	9	2	66	89	6

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**Based on your impression from what you have seen, read, heard, or personally experienced, how much do you RESPECT each of the following organizations?**

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

BASE	Unweighted	TOTAL (3700)	REGION						
			BC (566)	AB (418)	SK (113)	MB (157)	ON (1378)	PQ (820)	ATL (248)
	Weighted	(3700)	(484)	(415)	(115)	(130)	(1395)	(891)	(270)
Bell Mobility		1,749	243	184	34	66	700	405	117
Rogers Wireless		1,603	231	199	56	60	646	287	125
Fido Mobile		1,396	210	196	46	61	540	265	78
Virgin Mobile		1,390	226	173	48	58	543	267	76
Koodo Mobile		1,334	207	183	46	58	507	271	62
Telus Mobility		1,235	193	143	33	54	502	226	84
Shaw Mobile		1,205	193	160	36	50	503	188	73
Bell MTS		1,139	139	118	31	62	442	281	66
Freedom Mobile		1,106	201	170	33	25	483	147	47
Chatr Mobile		997	139	119	19	32	467	183	37
Public Mobile		836	101	83	19	20	378	195	40
Lucky Mobile		706	101	83	15	26	297	144	40
SaskTel Mobility		689	93	106	25	37	279	111	37
Primus Wireless		686	87	73	14	24	313	133	43
Solo Mobile		648	80	69	15	19	285	165	16
Vidéotron Mobile		630	43	50	14	20	233	242	28
Eastlink Wireless		583	60	61	9	17	244	102	89
Xplore Mobile		429	39	42	14	27	163	114	30
Zoomer Wireless		386	46	40	14	14	164	87	22
SimplyConnect		362	40	42	6	15	150	89	20
Cityfone		350	40	42	10	12	149	84	13
Sogetel mobilité		322	25	31	6	12	114	121	13

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