



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 3,865 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 Technology Companies survey was conducted by Maru/Blue during March 2021

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

		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(3865)	(557)	(434)	(128)	(142)	(1377)	(927)	(300)
	Weighted	(3865)	(506)	(434)	(120)	(136)	(1458)	(931)	(282)
Samsung		3,307	418	369	100	118	1,233	822	247
Sony		3,289	445	366	95	114	1,206	822	241
Microsoft		3,153	412	338	93	110	1,161	808	233
Panasonic		3,150	416	345	98	108	1,179	767	238
LG		3,072	398	354	94	113	1,117	764	231
IBM		2,992	391	320	86	104	1,149	724	217
Toshiba		2,979	401	327	91	103	1,098	746	211
Dell		2,915	360	311	97	105	1,094	735	213
HP		2,911	388	312	88	109	1,112	688	214
Acer		2,801	370	306	90	91	1,055	680	209
Apple		2,753	370	294	93	99	1,008	684	205
Lenovo		2,249	289	251	62	71	866	548	162
Huawei		1,113	134	83	27	34	409	339	86

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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	(3865)	(557)	(434)	(128)	(142)	(1377)	(927)	(300)
	Weighted	(3865)	(506)	(434)	(120)	(136)	(1458)	(931)	(282)
Huawei		2,382	332	309	71	93	952	470	155
Apple		1,067	135	138	24	37	434	222	76
Dell		814	128	115	21	26	335	128	60
Acer		811	108	110	22	35	316	158	60
Lenovo		792	108	99	25	26	325	153	56
Toshiba		776	97	96	22	29	330	142	58
IBM		693	89	96	30	21	272	138	47
Microsoft		685	93	95	27	26	286	109	49
HP		680	103	94	21	19	283	111	49
LG		652	94	69	19	18	302	115	36
Panasonic		645	83	86	21	27	260	130	39
Sony		526	58	65	22	22	235	85	38
Samsung		518	87	64	19	19	209	87	33

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