



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 3,714 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 General Merchandise Outlets survey was conducted by Maru/Blue during June 2021

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

		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(3714)	(463)	(388)	(106)	(138)	(1375)	(1002)	(242)
	Weighted	(3714)	(486)	(418)	(113)	(131)	(1401)	(894)	(271)
Canadian Tire		3,138	388	345	97	113	1,163	799	233
Staples		3,066	386	327	91	122	1,129	782	229
Costco		2,946	382	335	100	96	1,081	733	220
Best Buy		2,832	348	310	83	105	1,097	702	189
Dollarama		2,683	319	265	84	93	997	717	208
Giant Tiger		2,316	91	203	78	96	996	648	204
Walmart		2,314	290	231	68	82	799	666	178
HBC		2,090	299	233	60	89	840	442	126
7-Eleven		2,068	296	288	84	83	865	313	138
Macs Convenience		1,647	223	256	64	66	860	119	58
Circle K		1,644	175	246	49	54	792	147	181
Couche-Tard		1,224	46	54	10	5	294	746	71
Scotts Discount		272	23	20	3	2	110	98	15

DART I & C Canada's Most Respected Merchandise Outlets Survey - Conducted by Maru/Blue June 2021

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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	(3714)	(463)	(388)	(106)	(138)	(1375)	(1002)	(242)
	Weighted	(3714)	(486)	(418)	(113)	(131)	(1401)	(894)	(271)
Walmart		1,372	196	187	45	49	586	219	89
7-Eleven		1,073	186	129	28	47	491	140	52
Dollarama		971	153	148	29	38	385	162	56
HBC		909	124	120	32	31	364	189	48
Macs Convenience		850	163	125	28	51	368	89	26
Circle K		839	123	120	29	41	374	98	54
Giant Tiger		799	77	125	33	33	320	178	33
Best Buy		796	132	105	28	26	279	160	66
Costco		717	102	82	13	33	300	140	47
Staples		587	97	89	22	9	249	87	34
Canadian Tire		544	94	72	15	18	224	87	34
Couche-Tard		426	43	47	6	10	167	125	27
Scotts Discount		217	36	18	6	2	81	70	5

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