



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    |

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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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