

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 3,784 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 Groceries/Food Retailers survey was conducted by Maru/Blue during September 2021

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

		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(3784)	(492)	(412)	(108)	(145)	(1377)	(974)	(276)
	Weighted	(3784)	(495)	(424)	(117)	(133)	(1427)	(911)	(276)
Costco		2,771	390	306	83	99	1,011	676	206
Loblaws		2,404	286	237	66	80	944	610	181
Sobeys		2,385	262	302	84	99	936	480	222
IGA		2,273	276	244	62	74	718	765	134
Walmart		2,221	258	226	64	75	810	598	189
Your Independent Grocer		2,159	272	220	75	82	792	548	169
Real Canadian Superstore		2,118	362	285	79	107	887	202	195
No Frills		2,004	246	254	60	86	1,031	168	159
Metro		1,911	80	61	16	17	945	743	49
Safeway		1,607	339	301	89	89	515	188	85
FreshCo		1,498	189	91	60	72	901	148	37
Food Basics		1,316	62	53	13	16	982	149	41
Save-On-Foods		1,289	387	283	74	85	278	129	54
Foodland		1,164	63	47	19	20	735	120	160

DART I & C Canada's Most Respected Grocery/Food Retailers Survey - Conducted by Maru/Blue September 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	(3784)	(492)	(412)	(108)	(145)	(1377)	(974)	(276)
	Weighted	(3784)	(495)	(424)	(117)	(133)	(1427)	(911)	(276)
Walmart		1,529	234	197	53	58	601	300	85
Loblaws		1,107	159	152	45	43	431	203	74
IGA		1,010	156	136	40	38	440	136	66
Safeway		955	149	119	27	44	446	100	68
Sobeys		946	151	117	30	33	410	154	52
Costco		930	104	115	33	32	380	200	66
No Frills		921	161	146	43	38	355	108	69
Real Canadian Superstore		888	130	136	38	27	420	83	54
FreshCo		798	130	93	28	32	391	88	37
Metro		794	83	72	21	17	412	140	50
Save-On-Foods		779	104	132	40	42	327	85	51
Your Independent Grocer		744	118	92	29	17	368	81	39
Foodland		737	78	63	10	18	420	85	64
Food Basics		687	79	64	12	13	387	89	43

DART I & C Canada's Most Respected Automotive Manufacturers Survey - Conducted by Maru/Blue September 2021