



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 3,901 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 April 2021

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

BASE		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
	Unweighted	(3901)	(522)	(416)	(115)	(175)	(1435)	(937)	(300)
	Weighted	(3901)	(508)	(438)	(121)	(137)	(1471)	(939)	(284)
Interac		3,294	409	359	97	122	1,206	845	256
Google		3,044	371	317	92	111	1,108	796	248
Netflix		2,935	386	311	93	110	1,102	703	227
PayPal		2,834	345	283	96	106	1,012	769	221
YouTube		2,820	356	300	91	98	986	781	208
Amazon		2,629	321	258	83	101	919	723	222
Disney+		2,568	339	273	87	102	894	680	184
Apple		2,489	310	253	87	97	906	636	198
Spotify		2,268	302	235	67	89	792	588	194
iHeartRadio		2,184	266	225	72	79	827	549	165
eBay		1,885	223	190	61	77	716	475	142
Shopify		1,787	198	171	66	68	739	395	148
Bing		1,524	165	141	58	51	660	346	101
Craigslist		1,190	234	101	36	32	456	246	84

DART I & C Canada's Most Respected Technology Companies Survey - Conducted by Maru/Blue April 2021

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

BASE		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
	Unweighted	(3901)	(522)	(416)	(115)	(175)	(1435)	(937)	(300)
	Weighted	(3901)	(508)	(438)	(121)	(137)	(1471)	(939)	(284)
Craigslist		1,975	259	290	77	86	864	253	146
eBay		1,490	197	193	53	43	637	284	82
Bing		1,393	186	185	46	47	562	276	90
Apple		1,260	164	158	33	33	546	229	95
Amazon		1,229	183	175	38	32	536	203	62
Shopify		1,183	168	149	45	45	494	201	81
Disney+		1,169	167	172	31	29	505	188	77
Spotify		1,132	164	154	36	37	458	205	77
YouTube		1,024	157	151	25	29	442	158	63
PayPal		963	140	129	29	37	430	131	64
iHeartRadio		887	133	112	35	35	380	145	48
Netflix		883	118	122	28	24	342	197	53
Google		821	134	118	29	25	347	131	35
Interac		488	77	63	22	13	212	80	18

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