



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 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 3,694 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 Mobile Service Providers survey was conducted by Maru/Blue during February 2022

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, how much do you RESPECT each of the following organizations? COUNT OF THOSE SAYING "VERY MUCH" OR "SOMEWHAT"										
BASE	TOTAL			REGION						
	Unweighted	(3694)	BC	AB	SK	MB	ON	PQ	ATL	
	Weighted	(3694)	(483)	(414)	(126)	(137)	(1411)	(854)	(268)	
Telus Mobility	2,435	312	273	76	76	873	651	174		
Fido Mobile	2,147	275	216	39	77	801	601	138		
Koodo Mobile	2,108	268	226	47	67	775	556	168		
Virgin Mobile	2,085	246	231	55	74	805	523	150		
Rogers Wireless	2,004	252	225	34	77	699	590	129		
Bell Mobility	1,856	259	236	61	77	666	431	126		
Shaw Mobile	1,631	281	246	61	76	587	290	91		
Freedom Mobile	1,420	220	201	22	42	693	175	66		
Public Mobile	1,007	112	94	14	20	412	293	61		
Chatr Mobile	958	121	93	13	24	412	260	34		
Vidéotron Mobile	939	50	36	5	7	193	631	17		
Lucky Mobile	777	80	79	15	28	316	205	55		
Eastlink Wireless	612	68	61	7	13	245	60	159		
Zoomer Wireless	316	44	23	3	8	177	48	13		
SimplyConnect	261	36	28	8	9	121	51	8		

DART I & C Canada's Most Respected Mobile Service Providers Survey - Conducted by Maru/Blue February 2022

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, how much do you RESPECT each of the following organizations? COUNT OF THOSE SAYING "NOT VERY MUCH" OR "NOT AT ALL"										
BASE	TOTAL			REGION						
	Unweighted	(3694)	BC	AB	SK	MB	ON	PQ	ATL	
	Weighted	(3694)	(483)	(414)	(126)	(137)	(1411)	(854)	(268)	
Bell Mobility	1,714	207	167	47	48	685	422	138		
Rogers Wireless	1,529	214	178	75	49	657	229	128		
Virgin Mobile	1,229	196	145	45	38	473	253	80		
Fido Mobile	1,173	171	159	54	34	478	201	76		
Koodo Mobile	1,133	160	146	50	39	456	213	69		
Telus Mobility	1,095	161	135	35	45	459	180	79		
Shaw Mobile	1,066	173	147	39	31	421	175	80		
Freedom Mobile	913	153	127	29	20	422	121	40		
Chatr Mobile	857	130	96	21	19	371	179	40		
Public Mobile	762	98	77	13	15	334	187	38		
Lucky Mobile	708	100	89	17	15	304	156	28		
Vidéotron Mobile	617	62	47	11	11	244	210	31		
Eastlink Wireless	482	65	49	6	5	228	64	65		
SimplyConnect	358	58	35	9	10	160	71	15		
Zoomer Wireless	336	52	23	6	8	161	66	20		

DART I & C Canada's Most Respected Mobile Service Providers Survey - Conducted by Maru/Blue February 2022