



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 3,426 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 Automotive Manufacturers survey was conducted by Maru/Blue during May 2022

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

BASE		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
	Unweighted	(3426)	(453)	(367)	(118)	(135)	(1334)	(766)	(253)
	Weighted	(3426)	(448)	(384)	(106)	(121)	(1292)	(825)	(250)
Toyota/ Lexus		2,583	335	291	79	93	943	659	183
Honda/ Acura		2,541	329	289	74	94	946	636	173
Subaru		2,326	316	256	66	78	850	593	167
Mazda		2,313	302	258	68	70	852	588	174
Hyundai/ Kia		2,214	280	217	57	76	845	579	159
BMW		2,160	269	241	63	78	775	581	154
Ford		2,155	271	235	71	81	804	550	144
Renault/ Nissan/ Mitsubishi		2,124	284	241	60	78	761	548	152
Volkswagen		2,078	260	234	61	79	757	537	150
General Motors		2,062	252	246	64	78	758	507	155
Daimler/ Mercedes/ Jaguar		2,025	268	224	60	66	730	534	144
Tesla		1,917	248	210	51	71	691	519	128
Chrysler		1,867	225	195	62	67	698	472	149

DART I & C Canada's Most Respected Automotive Manufacturers Survey - Conducted by Maru/Blue May 2022

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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	(3426)	(453)	(367)	(118)	(135)	(1334)	(766)	(253)
	Weighted	(3426)	(448)	(384)	(106)	(121)	(1292)	(825)	(250)
Chrysler		1,487	220	185	44	54	572	315	97
Tesla		1,413	196	169	52	49	581	256	111
Daimler/ Mercedes/ Jaguar		1,295	173	149	45	54	533	245	96
Volkswagen		1,293	184	147	44	42	520	259	97
General Motors		1,276	192	127	41	42	509	277	88
Renault/ Nissan/ Mitsubishi		1,222	158	138	45	38	508	243	92
Ford		1,220	173	150	35	38	472	250	103
BMW		1,206	175	139	43	43	501	212	93
Hyundai/ Kia		1,161	164	162	48	44	431	224	88
Mazda		1,052	141	120	37	51	425	205	73
Subaru		1,014	124	124	40	43	420	188	76
Honda/ Acura		832	116	92	32	27	333	161	71
Toyota/ Lexus		797	110	93	27	28	335	141	64

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