



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 4,546 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 July 2022

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

BASE		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
	Unweighted	(4546)	(633)	(490)	(124)	(158)	(1645)	(1174)	(322)
	Weighted	(4546)	(592)	(510)	(141)	(160)	(1716)	(1095)	(333)
Sony		3,844	505	409	121	143	1,411	963	292
Samsung		3,813	472	400	117	133	1,445	953	295
LG		3,678	451	395	103	143	1,373	933	280
Panasonic		3,656	480	382	115	142	1,372	886	279
Microsoft		3,625	446	383	104	132	1,353	944	264
HP		3,549	439	377	98	140	1,344	883	268
Toshiba		3,456	456	359	101	131	1,285	853	270
Dell		3,372	402	350	94	128	1,271	873	254
IBM		3,371	428	331	94	125	1,314	844	234
Apple		3,191	421	341	95	120	1,166	813	234
Acer		3,172	388	331	102	114	1,201	776	259
Lenovo		2,716	357	238	83	100	1,074	680	184
Huawei		1,166	131	88	35	34	445	349	84

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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	(4546)	(633)	(490)	(124)	(158)	(1645)	(1174)	(322)
	Weighted	(4546)	(592)	(510)	(141)	(160)	(1716)	(1095)	(333)
Huawei		2,924	417	377	96	118	1,120	619	179
Apple		1,307	171	164	45	40	527	266	93
Acer		1,103	174	150	31	33	431	230	53
Dell		1,021	177	149	43	31	411	154	56
Toshiba		949	126	140	36	25	384	193	45
Lenovo		948	129	151	32	29	379	179	49
IBM		922	125	144	41	25	344	184	59
Microsoft		874	142	121	35	28	346	138	64
HP		840	136	115	40	18	326	151	53
Panasonic		807	106	121	25	17	319	177	42
LG		745	130	109	28	13	301	129	34
Samsung		680	117	107	24	25	246	128	33
Sony		642	85	96	17	17	283	110	34

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