



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 4,550 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 Tech&Internet Companies survey was conducted by Maru/Blue during September 2022

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

		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(4550)	(595)	(452)	(139)	(164)	(1638)	(1227)	(335)
	Weighted	(4550)	(595)	(510)	(141)	(160)	(1716)	(1095)	(332)
Interac		3,611	451	401	109	121	1,334	927	267
Google		3,517	431	387	102	117	1,303	916	260
YouTube		3,236	385	357	94	114	1,199	849	239
Amazon		3,119	368	352	101	106	1,160	788	243
Netflix		3,108	398	356	91	106	1,164	758	235
PayPal		3,008	376	339	98	102	1,091	787	216
Apple		2,793	348	328	88	93	1,009	712	214
Disney+		2,683	341	305	83	98	1,002	665	190
Spotify		2,381	287	280	68	88	924	567	168
eBay		2,305	311	248	67	77	860	567	175
Shopify		1,616	191	179	53	52	692	356	93
Bing		1,416	165	158	37	43	557	346	110

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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	(4550)	(595)	(452)	(139)	(164)	(1638)	(1227)	(335)
	Weighted	(4550)	(595)	(510)	(141)	(160)	(1716)	(1095)	(332)
eBay		2,080	271	256	71	79	813	444	147
Bing		2,028	296	220	72	85	783	433	139
Shopify		1,915	270	232	55	79	750	385	145
Spotify		1,717	261	195	56	67	657	356	125
Disney+		1,656	242	184	56	59	659	329	128
Apple		1,650	239	173	52	65	677	336	107
PayPal		1,420	207	160	37	57	585	269	105
Amazon		1,386	223	154	37	53	544	290	84
Netflix		1,353	196	148	46	53	529	292	89
YouTube		1,248	200	151	44	45	501	221	85
Google		976	160	119	36	42	398	158	64
Interac		804	124	92	24	32	343	137	53

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