

The methodology and final ranking for this study are located below these immediate data tables. The Top 2 Box combines responses for "very much/somewhat" respect and the Bottom Box 2 combines responses for "not very much/not at all".

Based on your impression from what you've seen, read, heard, or personally experienced, please indicate if you respect them

very much, somewhat, not very much or not at all: SUMMARY TABLE OF TOP 2 BOX

	Total	Region					
		BC	AB	MB/SK	ON	PQ	ATL
		L	M	N	O	P	Q
BASE: All Respondents	3835	503	401	264	1442	945	280
BASE: WEIGHTED	3835	502	430	254	1446	923	280
Canadian Tire	3323	427	373	214	1252	816	241
Staples	3170	416	376	206	1172	774	227
Costco	3131	423	366	213	1162	731	236
Best Buy	3036	388	342	199	1146	745	216
Dollarama	2919	366	305	178	1085	760	225
HBC (Hudson's Bay Company)	2794	387	315	185	1057	664	187
Walmart	2567	307	268	163	941	675	213
Giant Tiger	2474	135	199	185	1067	677	210
7-Eleven	2219	331	298	165	927	338	159
Circle K	1861	205	270	124	876	188	198
Macs Convenience	1780	259	274	123	874	175	76
Couche-Tard	1267	77	52	39	294	737	67

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O/P/Q - R/S/T - U/V - W/X/Y

Overlap formulae used.

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni December 16th 2022

Maru/Blue

January 26th 2023

Based on your impression from what you've seen, read, heard, or personally experienced, please indicate if you respect them

very much, somewhat, not very much or not at all: SUMMARY TABLE OF BOTTOM 2 BOX

	Total	Region					
		BC	AB	MB/SK	ON	PQ	ATL
		L	M	N	O	P	Q
BASE: All Respondents	3835	503	401	264	1442	945	280
BASE: WEIGHTED	3835	502	430	254	1446	923	280
Walmart	1229	191	159	91	486	236	66
Dollarama	865	129	115	75	343	151	51
HBC (Hudson's Bay Company)	858	108	98	62	339	192	59
Circle K	830	125	123	72	370	84	56
Macs Convenience	797	132	117	84	377	73	13
Giant Tiger	789	91	130	67	297	161	43
Best Buy	710	105	87	51	276	138	51
Costco	633	79	61	35	257	160	41
Staples	587	83	47	48	254	108	47
Canadian Tire	466	72	52	37	180	90	35
Couche-Tard	434	43	41	13	164	149	25

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I - J/K - L/M/N/O/P/Q - R/S/T - U/V - W/X/Y

Overlap formulae used.

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

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Methodology

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 Public Opinion survey conducted among 3835 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.

Data was collected between December 16, 2022 and January 26, 2023

Entity	2023 Respect Score	2021 Rank
Canadian Tire	75.3	n/c
Costco	73.0	n/c
Staples	70.2	n/c
Best Buy	68.5	n/c
Dollarama	66.3	n/c
HBC	65.8	n/c
Giant Tiger	65.7	n/c
Couche-Tard	65.3	n/c
Walmart	60.4	n/c
Circle K	59.5	n/c
7-Eleven	59.2	n/c
Macs Convenience	58.9	n/c

Respect Score Average
65.3