



## Canadian Tire, Costco, and Staples rank as Canada's Most Respected General Merchandise Retail Stores

**TORONTO, March 16, 2023**—Canadians have chosen **Canadian Tire, Costco, and Staples** as Canada's Most Respected General Merchandise Retail Stores. This is the second consecutive time the three companies have topped the list in a field of twelve outlets since being first reported in December 2021. This updated award survey was deliberately delayed until the height and aftermath of the first post-covid restrictions retail holiday season—from mid-December 2022 to latter-January 2023—with the results tallied in February. All of the companies improved on their respect score but remained in the same ranked order from the previous sounding:

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**

**Canadian Tire, Costco, and Staples** are eligible to use the following display to celebrate and promote this achievement\*:



“What’s significant for this year’s recognition is that as Canadian consumers went beyond the previous pandemic restrictions environment, the data collection was deliberately shifted from the previous voting timeframe of the fall in 2021 to capture the height of the return to an unrestricted retail pre-and-post 2022 holiday shopping season.” said Jeff Munn, Executive Director of the CMR Award Program. “The results speak to the resilience of the brands, and the hard work of employees, management, and suppliers who were on the frontlines during some of the most difficult and challenging times in recent memory.” he said.

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These are findings gleaned from a Maru Public Opinion survey conducted by its sample and data management experts at Maru Blue among 3,835 randomly selected Canadian adults who are members of its Maru Voice Canada online panel during late December 16, 2022, to January 26, 2023. The results have been weighted by education, age, gender, region (and language in Quebec) to match the population according to Census data which ensures the sample is representative. Because the results are based on a points awarded methodology there is no margin of error applied. The detailed tables and other related information are available on the Canada's Most Respected (CMR) Award Program site. The Canadian General Merchandise Retail stores selected for this survey were based on publicly available industry information and was defined as an industry leader with Canadian managed/controlled operations. Criteria for General Merchandise Retail Stores: engaged in physical retailing (operate in-person stores) of (at least two of) general consumer merchandise, electronics, appliances, and listed in CSCA Retail Profile/NAICS #452 (General Merchandise) #443 (Electronics and Appliance Stores); operate in 4+ provinces; and, have Canadian managed/controlled operations.

\*Permission must be obtained from the CMR Award Program Executive Director to do so. Award use lasts for one year from the date of announcement.

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