

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 4,184 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 Insurance Companies survey was conducted by Maru/Blue during July & August 2020

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

BASE	TOTAL		REGION							
	Unweighted	(4184)	BC	AB	SK	MB	ON	QC	ATL	
	Weighted	(4184)	(582)	(480)	(121)	(138)	(1668)	(894)	(321)	
Sun Life Assurance	2,368	298	254	75	67	880	613	182		
Manulife Insurance	2,209	267	207	65	75	852	580	163		
Blue Cross Life Insurance	2,142	291	234	68	91	698	582	177		
TD Life Insurance	1,779	201	193	58	54	723	424	127		
Co-operators Life Insurance	1,731	202	200	78	54	724	339	133		
RBC Life Insurance	1,711	186	177	57	54	691	417	130		
Allstate Life Insurance	1,697	181	174	48	48	716	391	139		
BMO Life Insurance	1,533	181	141	54	42	608	400	106		
CIBC Life Insurance	1,439	167	151	45	36	618	320	102		
Canada Life Insurance	1,400	164	128	57	50	582	321	99		
Wawanesa Life Insurance	1,329	153	184	67	79	377	377	93		
Scotia Life Insurance	1,252	152	126	42	37	487	332	76		
Assurant Life of Canada	554	48	49	17	15	193	206	25		
Empire Life Insurance	547	62	45	14	10	249	149	18		
Equitable Life Insurance	535	65	53	18	12	267	101	21		
Primerica Life Insurance	496	42	59	29	15	218	120	13		
Chubb Life Insurance	459	70	45	9	8	197	111	19		
Canadian Premier Life	435	63	36	19	16	149	124	27		
Foresters Life Insurance	431	38	47	16	7	214	99	10		
CUMIS Life Insurance	339	30	32	19	16	150	70	23		
GIGNA Life Insurance	309	37	23	13	7	139	72	17		
Reliable Life Insurance	306	34	36	13	9	139	66	9		
MD Life Insurance	286	33	24	7	5	94	112	11		
Ivanti Insurance	233	26	26	10	3	89	74	4		
Brookfield Annuity	222	24	27	5	6	94	59	6		
CompCorp Life Insurance	208	19	22	6	4	75	76	6		

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COUNT OF THOSE SAYING "NOT VERY MUCH" OR "NOT AT ALL"

BASE	TOTAL		REGION							
	Unweighted	(4184)	BC	AB	SK	MB	ON	QC	ATL	
	Weighted	(4184)	(682)	(480)	(121)	(138)	(1668)	(894)	(321)	
Allstate Life Insurance	1,321	198	174	34	48	553	237	78		
TD Life Insurance	1,279	168	170	32	41	546	240	81		
RBC Life Insurance	1,269	199	172	27	47	537	209	77		
BMO Life Insurance	1,259	175	173	32	40	534	226	79		
CIBC Life Insurance	1,251	180	156	33	43	528	235	76		
Sun Life Assurance	1,121	151	145	22	47	461	234	62		
Co-operators Life Insurance	1,103	140	156	29	38	481	187	73		
Manulife Insurance	1,097	160	156	26	44	451	203	57		
Scotia Life Insurance	1,064	143	134	24	34	458	217	53		
Wawanesa Life Insurance	1,034	149	139	23	42	348	275	58		
Blue Cross Life Insurance	1,032	131	132	37	34	433	199	66		
Canada Life Insurance	873	124	96	27	35	368	177	46		
Primerica Life Insurance	836	112	113	29	23	356	165	38		
Assurant Life of Canada	613	65	72	22	14	261	151	28		
Chubb Life Insurance	599	77	69	25	18	267	110	33		
Equitable Life Insurance	562	69	72	21	19	252	103	26		
Empire Life Insurance	550	74	54	18	16	248	120	20		
Canadian Premier Life	549	67	64	19	20	225	125	28		
Foresters Life Insurance	519	59	51	18	19	254	94	24		
GIGNA Life Insurance	504	69	54	19	17	209	105	30		
Reliable Life Insurance	482	50	48	17	19	219	100	27		
MD Life Insurance	452	51	59	21	17	191	95	18		
CUMIS Life Insurance	440	48	47	18	17	196	96	17		
CompCorp Life Insurance	418	46	34	20	17	170	108	22		
Brookfield Annuity	418	42	47	19	15	186	91	17		
Ivanti Insurance	356	42	40	13	13	151	84	13		

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