



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 3,629 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 Banks survey was conducted by Maru/Blue during January 2022

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BASE		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
	Unweighted	(3629)	(459)	(394)	(115)	(132)	(1398)	(848)	(283)
	Weighted	(3629)	(475)	(407)	(113)	(128)	(1369)	(874)	(265)
Royal Bank of Canada		2,530	337	261	78	83	946	639	187
TD Canada Trust		2,525	329	272	67	91	974	610	183
Bank of Nova Scotia		2,505	325	265	68	88	933	646	179
Bank of Montreal		2,480	315	244	78	80	924	655	184
CIBC		2,370	310	252	64	84	909	569	181
National Bank of Canada		2,067	231	176	54	69	765	624	148
Tangerine Bank		2,064	256	198	50	64	835	528	132
Presidents Choice Bank		2,060	261	202	57	65	894	426	156
Desjardins Group		1,875	198	146	37	56	715	618	105
Manulife Bank of Canada		1,740	226	185	44	55	666	457	107
Canadian Tire Bank		1,382	160	113	29	30	549	396	106
Laurentian Bank		1,349	123	89	20	32	513	515	57
Canadian Western Bank		868	184	161	37	34	259	153	39
Alterra Bank		473	46	34	6	11	217	139	19

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BASE		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
	Unweighted	(3629)	(459)	(394)	(115)	(132)	(1398)	(848)	(283)
	Weighted	(3629)	(475)	(407)	(113)	(128)	(1369)	(874)	(265)
CIBC		1,085	156	148	44	41	420	208	67
Bank of Montreal		1,036	148	158	30	41	410	175	73
Desjardins Group		1,024	119	125	34	31	415	235	65
Tangerine Bank		1,019	146	131	38	35	372	226	71
Royal Bank of Canada		1,011	134	141	33	43	399	191	69
TD Canada Trust		993	141	128	41	35	378	199	71
Presidents Choice Bank		989	143	149	41	42	359	177	77
Bank of Nova Scotia		987	138	140	39	36	401	152	80
National Bank of Canada		930	111	133	24	38	383	180	61
Laurentian Bank		919	92	114	27	20	342	276	47
Manulife Bank of Canada		904	125	116	33	19	385	172	53
Canadian Tire Bank		848	129	120	30	29	318	173	50
Canadian Western Bank		633	97	118	22	14	219	130	32
Alterra Bank		419	51	40	12	7	202	79	28

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