



Blue Cross Life, Canada Life, and SunLife Assurance rank as Canada’s 2023 Most Respected Life Insurance Companies

TORONTO, May 29, 2023—Canadians have chosen Blue Cross Life, Canada Life, and SunLife Assurance as Canada’s Most Respected Life Insurance companies for 2023. This is the second consecutive time the three companies have topped the list in a field of eighteen life insurance companies since first being reported in November 2021—and the comparative ranking held with no changes for any other companies measured in this year’s sounding.

Blue Cross Life, Canada Life, and SunLife Assurance are eligible to use the following display to celebrate and promote this achievement*:



“Congratulations to Blue Cross Life, Canada Life, and SunLife Assurance who have repeated their leading positions as Canada’s Most Respected Life Insurance companies for 2023” said Jeff Munn, Executive Director of the CMR Award Program. “Since last evaluated in November 2021, much has occurred including COVID-19 and other significant changes in both the economic landscape and personal financial conditions of Canadian consumer-citizens.” he said. “It’s a testimony to the resilient nature of all of these brands and their customer service to have held their own during these most turbulent of times”.

The total rankings for 2023 are as follows:

CMR Life Insurance Companies 2023		Total
	Ranked	Mean Average Votes
1	Blue Cross Life	65.7
2	Canada Life	64.2
3	SunLife Assurance	63.0
4	Manulife Insurance	63.0
5	Industrial Alliance	61.2
6	Co-operators Insurance	59.5
7	SSQ Insurance	60.4
8	RBC Insurance	59.7
9	TD Life Insurance	60.3
10	Wawanesa Life Insurance	57.6
11	Scotia Life Insurance	58.1
12	BMO Life Insurance	57.6
13	Empire Life Insurance	56.4
14	CIBC Life Insurance	58.0
15	Equitable Life Insurance	57.6
16	Assurant Life of Canada	59.7
17	Ivari	51.6
18	Primerica Life Insurance	49.7
Overall Average		59.1



These are the findings from a [Maru Public Opinion](#) survey conducted for [Canada's Most Respected Award Program](#). The survey was managed by the panel and data management experts at [Maru Blue](#) among 2,981 randomly selected Canadian adults who are members of the [Maru Voice Canada](#) online panel from April 13-24, 2023. The methodology ensures that the disproportionate sample sizes are balanced for the total results. The data has been weighted by education, age, gender, region, and language in Quebec, to match the population according to the most recent census data so that the sample is representative of the entire adult population of Canada. Because of the scoring formula, there are no percentages used in the output, nor is there a margin of error. The detailed tables and other related information are available on the Canada's Most Respected (CMR) Award Program site or at [Maru Public Opinion Canada](#). Criteria for 2023 CMR Life Insurance companies: must offer Life Insurance, must operate in 4+ provinces, must have Canadian HQ/controlled operations, and must rank in top 30 Largest 2023 (as per OFSI Financial Data). *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.

For further information contact: Jeff Munn, 416-572-7583, jeffm@canadasmotrerespected.com