



**Canadians choose Blue Cross Life as Canada’s Most Respected Life Insurance Company for third consecutive year as Manulife and Sunlife also take top awards in large sector field.**

**TORONTO, May 14, 2024** – A nationwide survey conducted by [Maru Public Opinion](#) has confirmed that Blue Cross Life Insurance Company of Canada (Blue Cross Life) has maintained its reign as **Canada's Most Respected Life Insurance Company** for the third year running. Chosen by Canadians in a nationwide survey that assessed how “respected” each of seventeen Life Insurance companies are, Blue Cross Life again took the highest ranked award (Diamond), followed by Manulife (Platinum) and Sun Life (Gold).

This is also the third year since 2021 that Sunlife has been a top contender and the first that Manulife has made it to the awards podium—effectively swapping last year’s second place finish by Canada Life (which now rests in fourth place).

“Congratulations to Blue Cross Life Insurance Company of Canada for having been selected by Canadians as Canada’s Most Respected Life Insurance Company for three years running” said Jeff Munn, Executive Director of the CMR Award Program. “A hearty congratulations to both Manulife for capturing the second spot on this year’s leader board and to Sun Life for demonstrating such resilient accolades among such a large field of sector peers.”

Blue Cross Life, Manulife Insurance, and Sun Life Assurance are eligible to use the following display to celebrate and promote this achievement\*:



The rankings for 2024 are as follows:

CMR Life Insurance Companies 2024		Total
Ranked		Mean Average Votes
1	Blue Cross Life	64.37
2	Manulife Insurance	64.00
3	SunLife Assurance	63.81
4	Canada Life	63.39
5	Beneva (formerly SSQ)	62.73
6	Industrial Alliance	62.02
7	Co-operators Insurance	61.12
8	Desjardins Insurance	60.65
9	Empire Life Insurance	59.36
10	RBC Insurance	59.32
11	Equitable Life Insurance	59.16
12	Wawanesa Life Insurance	59.00
13	BMO Life Insurance	58.83
14	Foresters	58.30
15	Securian Canada	56.60
16	Ivari Insurance	55.70
17	Chubb Canada	55.67
Overall Average		60.24

\*Permission must be obtained from the CMR Award Program Executive Director to do use the award designation that lasts for one year from the date of announcement. Any company on this chart, or an associated entity, must also have permission to use the results for promotional purposes.

**For further information contact:** Jeff Munn, 416-602-6491, [jeffm@canadamostrespected.com](mailto:jeffm@canadamostrespected.com), or link to [2024 Insurance Awardee](#).



Criteria for 2024 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 2024 (as per OFSI Financial Data). The survey was conducted by [Maru Public Opinion](#) among 3,647 randomly selected Canadian adults March 22-April 4, 2024. The methodology, detailed tables and related materials for this year's results are available on the [Canada's Most Respected Award Program](#) site or at [Maru Public Opinion Canada](#). A nationally representative points award formula with mean average is applied so there is no affixed margin of error.