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Canada’s Most Respected Life Insurance companies 2024 ranked results:

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

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).

Methodology

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 3,647 randomly selected Canadian adults who are members of the [Maru Voice Canada](#) online panel from March 22-April 4, 2024. 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 following introduction and questions 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.

*The following is a list of **life insurance companies**. 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 to create no unintentional bias.

Those respondents who choose the scale entry "Never heard of them" are subsequently removed from the data analysis. The data is then rebased to include only respondents aware of the entity evaluated. The "Respect Score" is then created by giving 100 points to 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."

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Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

Detailed Results

CMR1. Based on your impression from what you've seen, read, heard, or personally experienced, please indicate if you respect them very much, somewhat, not very much or not at all: SUMMARY TABLE OF Top 2 Box combines respect "very much/somewhat"

	Province						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	M	N	O	P	Q	R
BASE: All Respondents	3674	510	439	241	1432	815	237
BASE: WEIGHTED	3674	493	409	240	1399	868	264
Manulife Insurance	2419	313	273	152	920	578	184
Sunlife Assurance	2283	293	248	140	841	593	168
Blue Cross Life Insurance	2192	307	243	175	747	535	186
Desjardins Insurance	2084	202	224	96	831	590	141
Canada Life	2084	253	230	153	864	428	155
RBC Insurance	2044	245	217	116	832	474	161
The Co-operators Insurance Company	1924	254	236	137	795	334	168
BMO Life Insurance	1805	212	176	104	756	426	132
Wawanesa Life Insurance	1577	218	214	143	505	394	103
Industrial Alliance	1182	92	59	43	360	575	54
Beneva (formerly SSQ Insurance)	981	43	31	30	250	582	44
Equitable Life Insurance	874	111	91	37	426	153	57
Empire Life Insurance	815	80	65	37	409	173	51
Chubb Canada	814	112	75	44	380	144	59
Foresters insurance	705	60	56	45	363	139	42
ivari Insurance	474	48	36	25	237	87	41
Securian Canada	462	41	21	29	241	92	39

CMR1. Based on your impression from what you've seen, read, heard, or personally experienced, please indicate if you respect them very much, somewhat, not very much or not at all: SUMMARY TABLE OF Bottom 2 Box combines respect "not very much/not at all"

	Province						
	Total	BC	AB	MB/SK	ON	PQ	ATL
	A	M	N	O	P	Q	R
BASE: All Respondents	3674	510	439	241	1432	815	237
BASE: WEIGHTED	3674	493	409	240	1399	868	264
RBC Insurance	908	135	126	69	378	146	53
Desjardins Insurance	869	124	99	45	349	202	49
BMO Life Insurance	832	108	113	62	342	157	50
Manulife Insurance	777	111	102	52	327	142	45
Sunlife Assurance	772	115	94	50	328	140	46
The Co-operators Insurance Company	728	97	106	44	311	117	54
Wawanesa Life Insurance	721	94	91	48	259	191	38
Canada Life	712	100	79	52	287	153	40
Blue Cross Life Insurance	685	89	89	38	293	136	40
Chubb Canada	501	71	41	37	232	89	31
Industrial Alliance	469	61	38	20	205	130	15
Equitable Life Insurance	422	60	35	31	216	63	18
Beneva (formerly SSQ Insurance)	404	41	29	23	167	135	10
Empire Life Insurance	390	47	36	25	192	78	12
Foresters insurance	377	51	34	25	184	67	16
ivari Insurance	318	35	27	23	158	66	9
Securian Canada	300	37	27	19	144	61	13

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