



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 4,035 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 November & December 2020

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		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(4035)	(501)	(454)	(119)	(161)	(1564)	(929)	(306)
	Weighted	(4035)	(524)	(453)	(125)	(144)	(1522)	(973)	(294)
Royal Bank of Canada		2,997	360	330	91	103	1,132	757	223
TD Canada Trust		2,968	367	321	93	99	1,141	721	225
CIBC		2,872	348	296	86	103	1,110	712	217
Bank of Montréal		2,861	336	286	94	103	1,088	734	219
Bank of Nova Scotia		2,761	338	284	85	99	1,069	673	212
National Bank of Canada		2,470	259	241	64	82	900	749	174
Tangerine Bank		2,425	282	246	57	75	944	661	159
Desjardins Group		2,159	214	166	43	62	810	720	142
HSBC Bank of Canada		1,948	265	192	48	60	755	496	131
Citibank Canada		1,648	205	168	46	58	627	420	123
Laurentian Bank		1,636	153	107	36	56	575	633	76
Canadian Western Bank		1,021	205	210	44	44	284	182	51
Alterna Bank		474	31	38	11	13	241	122	18
B2B Bank		368	31	32	11	16	147	116	15

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		TOTAL	REGION						
			BC	AB	SK	MB	ON	PQ	ATL
BASE	Unweighted	(4035)	(501)	(454)	(119)	(161)	(1564)	(929)	(306)
	Weighted	(4035)	(524)	(453)	(125)	(144)	(1522)	(973)	(294)
HSBC Bank of Canada		1,169	206	166	27	38	447	215	70
Citibank Canada		1,120	169	158	32	46	452	191	71
Desjardins Group		1,079	141	144	38	35	414	234	72
Bank of Montréal		1,018	175	155	27	35	389	170	68
CIBC		1,011	172	148	36	36	385	165	69
Tangerine Bank		990	155	127	41	43	364	179	83
Bank of Nova Scotia		932	146	132	28	33	356	168	69
TD Canada Trust		918	148	127	29	41	356	152	65
Royal Bank of Canada		915	158	114	31	38	360	148	64
Laurentian Bank		865	117	98	25	24	323	233	44
National Bank of Canada		832	111	115	32	27	337	152	57
Canadian Western Bank		564	104	110	23	25	180	97	26
Alterna Bank		401	47	36	10	14	199	74	20
B2B Bank		349	45	43	11	13	144	68	26

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