

Canada's Most Respected Occupations 2021

Canadians rank Firefighters top, followed by Nurses, Farmers, Doctors, and Pharmacists, while Owners of Social Media Platforms rank dead last out of 28 occupations measured

Toronto, May 26, 2021—A survey released today by Maru Public Opinion on behalf of the Canada's Most Respected Award Program finds that of twenty-eight occupations measured, Canadians rank Firefighters as their most respected, followed by Nurses, Farmers, Doctors, and Pharmacists, while Owners of Social Media Platforms rank dead last, not far behind Car Salespeople and Advertising Practitioners.

The results were determined by the Canadian public in a nationally representative survey administered by the sample and data collection experts at Maru/Blue. A point scoring methodology is then applied to the data that renders a Mean score for each profession in a ranking format. No margin of error is required for the results calculated in this way. A full methodology follows the ranked scores:

Respect Score (out of 100)	SCORE
Firefighters	92.5
Nurses	92.3
Farmers	90.7
Medical Doctors	89.6
Pharmacists	86.9
Scientists	86.6
Members of our Armed Forces	83.5
Grocery Store Owners/ Clerks	82.7
Airline Pilots	82.3
Teachers	81.6
Transit Workers	81.5
Veterinarians	81.3
Engineers	80.5
Police Officers	72.4
Judges	69.2
Private Sector LTC Home Operators	60.5
Journalists	59.1
Lawyers	57.1
Bankers	55.7
Radio/ TV Talk Show Hosts	54.8
Clergy	54.0
Professional Sports Players	52.9
Business Executives	50.3
Union Leaders	48.7
Elected Members of Parliament	47.3
Advertising Practitioners	42.7
Car Salespeople	42.0
Owners of Social Media Platforms	38.5



Methodology

These are the findings from a Maru/Blue Public Opinion Poll conducted for the Canada's Most Respected Award Program <https://canadasmostrespected.com>. The survey was conducted in two waves: the first wave was March 12-14, 2021, with a sample size of 1006 and the second wave was March 18-22 with a sample size of 1505, among randomly selected Canadian adults who are members of Maru/Blue's Maru Voice Canada Online panel. The methodology ensures that the disproportionate sample sizes are balanced for the total results. The data has been weighted by education, age, gender, and region, and by 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.

The following question is put to each respondent:

Please indicate how much you respect [Insert]?[Choose one]

Respect very much
Respect somewhat
Respect not very much
Respect not at all

The list of occupations is then provided to respondents in a randomized fashion. Each respondent completes the rating per entity provided for the scaled evaluation. The "Respect Score" is then created by giving 100 points for those who choose "Respect very much", 70 points for "Respect somewhat", 30 points for "Respect not very much", and 0 points for "Respect not at all". A mean score is determined using these values, ultimately giving a value between 0 to 100 for each occupation. The scoring produces a ranked order whereby being at the top of the list determines that the occupation is the "Most Respected" followed by all others in descending order. By determining the results in this way, a margin of error is not necessary.

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Maru/Blue is responsible for the collection and output for all of the Canada's Most Respected Award Program <https://canadasmostrespected.com/>. Maru/Blue <https://www.marugroup.net/maru-blue> is rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents.

Maru Public Opinion is a research and insight channel of the Maru Group. The division conducts public opinion survey research for clients in all sectors and with collaborative media partners, carrying out custom research and polls for media release. A full description of the channel and access to polls already released into the public domain can be found at <https://www.marugroup.net/polling>

Maru Public Opinion does not conduct polling for any political party.

Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.



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