2023 Edelman Trust Barometer

Methodology

Annual online survey in its 23rd year
Fieldwork conducted: Nov 1 – Nov 28, 2022

28 Countries
32,000+ Respondents
1,500+/- Respondents per country**

Argentina
Australia
Brazil
Canada
China
Colombia
France
Germany
India
Indonesia
Ireland
Italy
Japan
Kenya
Malaysia
Mexico
Nigeria
Saudi Arabia
Singapore
S. Africa
S. Korea
Spain
*Sweden
Thailand
United Arab Emirates
United Kingdom
U.S.

Russia, part of the Edelman Trust Barometer from 2007 to 2022, was not included in this wave.

Global averages
These vary based on the number of countries surveyed each year:

*To protect the stability of the global average, Sweden will not be included in the average until there are at least two years of recent data

The sensitive nature of the question prevented this data from being collected in these countries

Global 27
Excludes China and Thailand

Statistical significance
All indicated year-over-year significant changes were determined using a t-test set at a 99%+ confidence level

For more details on global averages and country-specific methodology, please refer to the Technical Appendix.
# Trust Index: Canada Remains in Neutral Camp

The Trust Index is the average percent trust in NGOs, business, government and media.

<table>
<thead>
<tr>
<th>Trust Index</th>
<th>Distrust (1-49)</th>
<th>Neutral (50-59)</th>
<th>Trust (60-100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023 Edelman Trust Barometer</td>
<td>57</td>
<td>55</td>
<td>56</td>
</tr>
</tbody>
</table>

## 2022 General population

<table>
<thead>
<tr>
<th>Country</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>83</td>
</tr>
<tr>
<td>UAE</td>
<td>76</td>
</tr>
<tr>
<td>Indonesia</td>
<td>75</td>
</tr>
<tr>
<td>India</td>
<td>74</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>72</td>
</tr>
<tr>
<td>Malaysia</td>
<td>66</td>
</tr>
<tr>
<td>Singapore</td>
<td>66</td>
</tr>
<tr>
<td>Thailand</td>
<td>66</td>
</tr>
<tr>
<td>Kenya</td>
<td>60</td>
</tr>
<tr>
<td>Mexico</td>
<td>57</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>57</td>
</tr>
<tr>
<td>Nigeria</td>
<td>56</td>
</tr>
<tr>
<td>Canada</td>
<td>54</td>
</tr>
<tr>
<td>Australia</td>
<td>53</td>
</tr>
<tr>
<td>Italy</td>
<td>53</td>
</tr>
<tr>
<td>Brazil</td>
<td>51</td>
</tr>
<tr>
<td>Ireland</td>
<td>51</td>
</tr>
<tr>
<td>Colombia</td>
<td>48</td>
</tr>
<tr>
<td>S. Africa</td>
<td>48</td>
</tr>
<tr>
<td>Germany</td>
<td>46</td>
</tr>
<tr>
<td>Argentina</td>
<td>45</td>
</tr>
<tr>
<td>Spain</td>
<td>45</td>
</tr>
<tr>
<td>UK</td>
<td>44</td>
</tr>
<tr>
<td>U.S.</td>
<td>43</td>
</tr>
<tr>
<td>S. Korea</td>
<td>42</td>
</tr>
<tr>
<td>Japan</td>
<td>40</td>
</tr>
</tbody>
</table>

## 2023 General population

<table>
<thead>
<tr>
<th>Country</th>
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</tr>
</thead>
<tbody>
<tr>
<td>China</td>
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</tr>
<tr>
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<td>75</td>
</tr>
<tr>
<td>UAE</td>
<td>74</td>
</tr>
<tr>
<td>India</td>
<td>73</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>71</td>
</tr>
<tr>
<td>Singapore</td>
<td>66</td>
</tr>
<tr>
<td>Thailand</td>
<td>66</td>
</tr>
<tr>
<td>Kenya</td>
<td>63</td>
</tr>
<tr>
<td>Malaysia</td>
<td>62</td>
</tr>
<tr>
<td>Mexico</td>
<td>61</td>
</tr>
<tr>
<td>Nigeria</td>
<td>56</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>54</td>
</tr>
<tr>
<td>Brazil</td>
<td>52</td>
</tr>
<tr>
<td>Canada</td>
<td>51</td>
</tr>
<tr>
<td>Colombia</td>
<td>51</td>
</tr>
<tr>
<td>Australia</td>
<td>50</td>
</tr>
<tr>
<td>Italy</td>
<td>50</td>
</tr>
<tr>
<td>S. Africa</td>
<td>48</td>
</tr>
<tr>
<td>Germany</td>
<td>48</td>
</tr>
<tr>
<td>Ireland</td>
<td>48</td>
</tr>
<tr>
<td>Argentina</td>
<td>48</td>
</tr>
<tr>
<td>Spain</td>
<td>44</td>
</tr>
<tr>
<td>UK</td>
<td>44</td>
</tr>
<tr>
<td>U.S.</td>
<td>43</td>
</tr>
<tr>
<td>S. Korea</td>
<td>42</td>
</tr>
<tr>
<td>Japan</td>
<td>38</td>
</tr>
</tbody>
</table>

## Biggest gainers:
- U.S. (5)
- Colombia (3)
- Kenya (3)

## Biggest losers:
- S. Korea (6)
- Australia (5)
- Malaysia (4)

*Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.*
# In Canada, Institutional Trust Slips Slightly

Percent who say, in Canada

<table>
<thead>
<tr>
<th>Institution</th>
<th>U.S.</th>
<th>UK</th>
<th>Comparison to U.S. and UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>My employer</td>
<td>76</td>
<td>76</td>
<td>76</td>
</tr>
<tr>
<td>NGOs</td>
<td>50</td>
<td>47</td>
<td>50</td>
</tr>
<tr>
<td>Business</td>
<td>55</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>Government</td>
<td>42</td>
<td>37</td>
<td>43</td>
</tr>
<tr>
<td>Media</td>
<td>43</td>
<td>37</td>
<td>43</td>
</tr>
</tbody>
</table>

Change, 2022 to 2023: -2

Comparison to U.S. and UK:
- **My employer**: U.S. 76, UK 76
  - Comparison: U.S. 76, UK 76
- **NGOs**: U.S. 50, UK 47
  - Comparison: U.S. 50, UK 47
- **Business**: U.S. 55, UK 50
  - Comparison: U.S. 55, UK 50
- **Government**: U.S. 42, UK 37
  - Comparison: U.S. 42, UK 37
- **Media**: U.S. 43, UK 37
  - Comparison: U.S. 43, UK 37

**Comparison to U.S. and UK**

*Note:* Year-over-year changes were tested for significance using a t-test at the 99%+ confidence level.
Economic Optimism Collapses in Canada

Percent who say

My family and I will be better off in five years

<table>
<thead>
<tr>
<th>Country</th>
<th>2019</th>
<th>2023</th>
<th>Change, 2022 to 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>37</td>
<td>28</td>
<td>-9</td>
</tr>
</tbody>
</table>

24 of 28 countries at all-time lows

**Change, 2022 to 2023**
-6, -6, -7, -9, -10, -10, -6, -11, -11, -20, -7, -17, -13, -11, -15, -4, -11, -15, -22, -9, -19, -6, -7, -8, -11, -11, -20, -7, -4, +1, -19, -6, -7, -8, -11

*Sweden is not included in the global average. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Personal Anxieties On Par With Existential Fears

Percent who worry about each, in Canada

<table>
<thead>
<tr>
<th>Personal economic fears</th>
<th>Existential societal fears</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job loss (net)</td>
<td>80</td>
</tr>
<tr>
<td>Inflation</td>
<td>67</td>
</tr>
<tr>
<td>Climate change</td>
<td>71</td>
</tr>
<tr>
<td>Nuclear war</td>
<td>65</td>
</tr>
<tr>
<td>Food shortages</td>
<td>59</td>
</tr>
<tr>
<td>Energy shortages</td>
<td>49</td>
</tr>
</tbody>
</table>

Change, 2022 to 2023

2023 Edelman Trust Barometer. POP EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? A 9-point scale: top 4 box, worry. Some attributes asked of half of the sample. General population, Canada. Job loss asked of those who are an employee of an organization (Q43/1). Job loss is a net of attributes 1-3, 5, and 22-24.
Traditional Media Only Trusted News Source in Canada

Percent trust, in Canada

**Change, 2022 to 2023**

- **Traditional media**: +3
- **Search engines**: +5
- **Owned media**: +4
- **Social media**: -0

**Comparison to U.S. and UK**

- **Traditional media**: U.S. 48, UK 51
- **Search engines**: U.S. 50, UK 52
- **Owned media**: U.S. 34, UK 29
- **Social media**: U.S. 30, UK 23

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2023 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. General population, Canada. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.
Canada in a Polarized World
Four Forces That Lead To Polarization

**Economic Anxieties**
Economic optimism is collapsing around the world, with 24 of 28 countries seeing all-time lows in the number of people who think their families will be better off in five years.

**Institutional Imbalance**
Business is now the sole institution seen as competent and ethical; government is viewed as unethical and incompetent. Business is under pressure to step into the void left by government.

**Mass-Class Divide**
People in the top quartile of income live in a different trust reality than those in the bottom quartile, with 20+ point gaps in Thailand, the United States, and Saudi Arabia.

**The Battle for Truth**
A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Record low trust in social media persists.
Canadians Polarized, But Not Severely

2023 Edelman Trust Barometer. POL_DEG. Using the scale below, please indicate how divided on key societal issues you believe your country is today. 5-point scale; top 2 box, very/extremely divided. POL_PROG. How likely or unlikely do you think it is that your country will be able to work through or overcome its ideological divisions and lack of agreement on key issues and challenges? 8-point scale; codes 2-5, divisions can’t be overcome. General population, by market. Data for “entrenched” is POL_PROG/2-5 filtered by those who feel their country is very/extremely divided (POL_DEG/4-5). All data is rebased to exclude those that said, “don’t know.”

... and I do not feel these divisions can be overcome

Entrenched

My country is very/extremely divided...

In danger of severe polarization

Severely polarized

Argentina

Australia

Brazil

Canada

China

Colombia

France

Germany

India

Indonesia

Ireland

Italy

Japan

Kenya

Malaysia

Mexico

Nigeria

The Netherlands

S. Africa

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

Saudi Arabia

Australia

Austria

The Netherlands

The UK

Thailand

The Netherlands

U.S.

UAE

UK

Indonesia

The Netherlands

Saudi Arabia

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

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The UAE

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S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

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Singapore

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The U.S.

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The UAE

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S. Korea

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Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.

The UAE

S. Korea

Singapore

S. Korea

Spain

Sweden

The U.S.
More Divided Today Than in the Past, and Polarization Worsens Fears

Percent who say, in Canada

Our country is **more divided today** than in the past

60%

Among those who say their country is divided on key issues, percent who say, in Canada

If our divisions are not addressed, this is likely to be a consequence

Top 5 of 13:

1. Worsening prejudice and discrimination
2. Inability to address societal challenges
3. Slower economic development
4. Violence in the streets
5. Lack of cooperation with national authorities
Ideology Becomes Identity: Few Would Help, Live, or Work With the Other Side

Among those who feel strongly about an issue, percent who say, in Canada

If a person strongly disagreed with me or my point of view, I would …

<table>
<thead>
<tr>
<th>Help them if they were in need</th>
<th>Be willing to live in the same neighbourhood</th>
<th>Be willing to have them as a coworker</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>24%</td>
<td>19%</td>
</tr>
</tbody>
</table>

2023 Edelman Trust Barometer. ISS_DIFCONS. Thinking about the issue you just selected, which of the following describes how you would feel about, or act towards, a person who strongly disagreed with your position or point of view on that issue? Pick all that apply. Question asked among those who feel strongly about an issue (PERS_ISS/1-5). General population, Canada.
Canadians Want More Societal Engagement from Business, Not Less

Percent who say, in Canada

On addressing each societal issue, business is

<table>
<thead>
<tr>
<th>Issue</th>
<th>Multiplier</th>
<th>not doing enough</th>
<th>overstepping</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare access</td>
<td>13.5x</td>
<td>53</td>
<td>4</td>
</tr>
<tr>
<td>Economic inequality</td>
<td>10.5x</td>
<td>52</td>
<td>5</td>
</tr>
<tr>
<td>Workforce reskilling</td>
<td>8x</td>
<td>48</td>
<td>6</td>
</tr>
<tr>
<td>Climate change</td>
<td>7.5x</td>
<td>58</td>
<td>8</td>
</tr>
<tr>
<td>Energy shortages</td>
<td>7.5x</td>
<td>52</td>
<td>7</td>
</tr>
<tr>
<td>Trustworthy information</td>
<td>7x</td>
<td>49</td>
<td>7</td>
</tr>
</tbody>
</table>

Think about business as an institution, and its current level of engagement in addressing societal needs and issues. When it comes to each of the following areas, please indicate if you think business is going too far and overstepping what it should be doing, is doing just the right amount in regard to this activity, or is not going far enough in its actions and should be doing more. 3-point scale: code 3, "not doing enough"; code 1, "overstepping". General population, Canada. The multipliers are rounded to the nearest .5.
Best Societal Outcomes When Government and Business Work Together

Percent who say, in Canada

Approach most likely to result in **constructive action**

Averaged across climate change, discrimination, immigration, employee treatment, and income inequality

<table>
<thead>
<tr>
<th>Approach</th>
<th>Government and business working in partnership</th>
<th>Both working independently</th>
<th>Government only working alone</th>
<th>Business only working alone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50</td>
<td>17</td>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>6x more likely to yield optimal results from partnership than business alone</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2023 Edelman Trust Barometer, GOV_VS_BUS1. For each of the societal issues listed below, please indicate which of the following is the most likely to result in your country being able to work through any ideological divisions that exist regarding the issue and take constructive action to address it. 5-point scale; code 5, government and business working in partnership; code 2, government and business working independently; code 3, government working alone; code 4, business working alone. Question asked of half of the sample. General population, Canada. Data is rebased to exclude those that said, “don’t know” and is showing an average of five issues.
Trustworthy Information Insulates Business Action from Politicization

Among the 43% who say it is possible for a business to address societal issues without being seen as politicized, percent who say, in Canada

To avoid being seen as politically motivated when taking a stand:

- Be a trustworthy information source: 55%
- Base actions on science: 49%
- Act on same values over time: 42%
- Refuse to bend to political pressure: 35%
- Don’t align with only one political party: 34%
# CEOs Can Hold Divisive Forces Accountable

Percent who say, in Canada

---

<table>
<thead>
<tr>
<th>I believe CEOs are obligated to ...</th>
<th>Companies could strengthen the social fabric if they ...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defend facts and <strong>expose questionable science</strong> used to justify bad social policy</td>
<td>Pull advertising money from platforms that spread misinformation</td>
</tr>
<tr>
<td>Support politicians and media that build consensus and cooperation (avg)</td>
<td></td>
</tr>
</tbody>
</table>

71%  
73%  
59%
In Canada, CEOs Most Expected To Act on Employees, Climate, and Discrimination

Percent who say, in Canada

I expect CEOs to take a public stand on this issue:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment of employees</td>
<td>92</td>
</tr>
<tr>
<td>Climate change</td>
<td>84</td>
</tr>
<tr>
<td>Discrimination</td>
<td>84</td>
</tr>
<tr>
<td>Wealth gap</td>
<td>74</td>
</tr>
<tr>
<td>Immigration</td>
<td>71</td>
</tr>
</tbody>
</table>
Navigating a Polarized World

1. Business can lead and bring people together
   As a key trusted institution, business holds the responsibility for elevating solutions for societal problems. By leveraging research, science and trustworthy information, businesses can help close the polarization gap.

2. Reflect consensus building by working with government
   Businesses can halt the slide of polarization by demonstrating that ambitious and practical solutions can be found by partnering with government.

3. Economic optimism starts at home
   Economic anxiety is both a driver and outcome of polarization. Businesses can sow confidence by investing in fair compensation, diversity and inclusivity initiatives and expanding supports.

4. Be a beacon of truth
   Business has an essential role to play in the information ecosystem. Ground all your communication in reliable research and facts and hold false information sources accountable.