

2023
Edelman
Trust
Barometer
Canada Report



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	Colombia	Ireland	Mexico	S. Korea	UAE
Australia	France	Italy	Nigeria	Spain	UK
Brazil	Germany	Japan	Saudi Arabia	*Sweden	U.S.
Canada 🇨🇦	India	Kenya	Singapore	Thailand	
China	Indonesia	Malaysia	S. Africa	The Netherlands	

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

**The sample size varies by country from 1,082 to 1,500.

27-market global data margin of error: General population +/- 0.6 percentage points (n=31,171)

Country-specific data margin of error: General population +/- 2.5 to 3.0 percentage points (varies by country based on sample size, n=1,082 to n=1,500)

Global averages

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

GLOBAL 27

*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

GLOBAL 25 Excludes China and Thailand

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

Statistical significance

● — 0 — ●+ ● Significant change

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

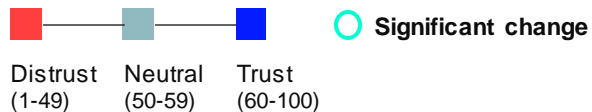
For more details on global averages and country-specific methodology, please refer to the Technical Appendix



Trust Index: Canada Remains in Neutral Camp

Trust Index

(the average percent trust in NGOs, business, government and media)



2023 Edelman Trust Barometer. The Trust Index is the average percent trust in NGOs, business, government and media. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, 26-mkt avg. *Sweden is not included in the global average.

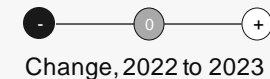
Due to a translation inconsistency, the France data was removed from this slide. For more details contact the Trust Barometer research team.

2022 General population

57	Global 26
83	China
76	UAE
75	Indonesia
74	India
72	Saudi Arabia
66	Malaysia
66	Singapore
66	Thailand
60	Kenya
59	Mexico
57	The Netherlands
56	Nigeria
54	Canada
53	Australia
53	Italy
51	Brazil
51	Ireland
48	Colombia
48	S. Africa
46	Germany
45	Argentina
45	Spain
44	UK
43	U.S.
42	S. Korea
40	Japan

2023 General population

55	Global 26
83	China
75	Indonesia
74	UAE
73	India
71	Saudi Arabia
66	Singapore
66	Thailand
63	Kenya
62	Malaysia
61	Mexico
56	Nigeria
54	The Netherlands
53	Brazil
52	Canada
51	Colombia
51	Italy
50	Australia
48	Ireland
48	U.S.
47	S. Africa
46	Germany
44	Spain
43	UK
42	Argentina
38	Japan
36	S. Korea



Biggest gainers:

U.S.	+5
Colombia	+3
Kenya	+3

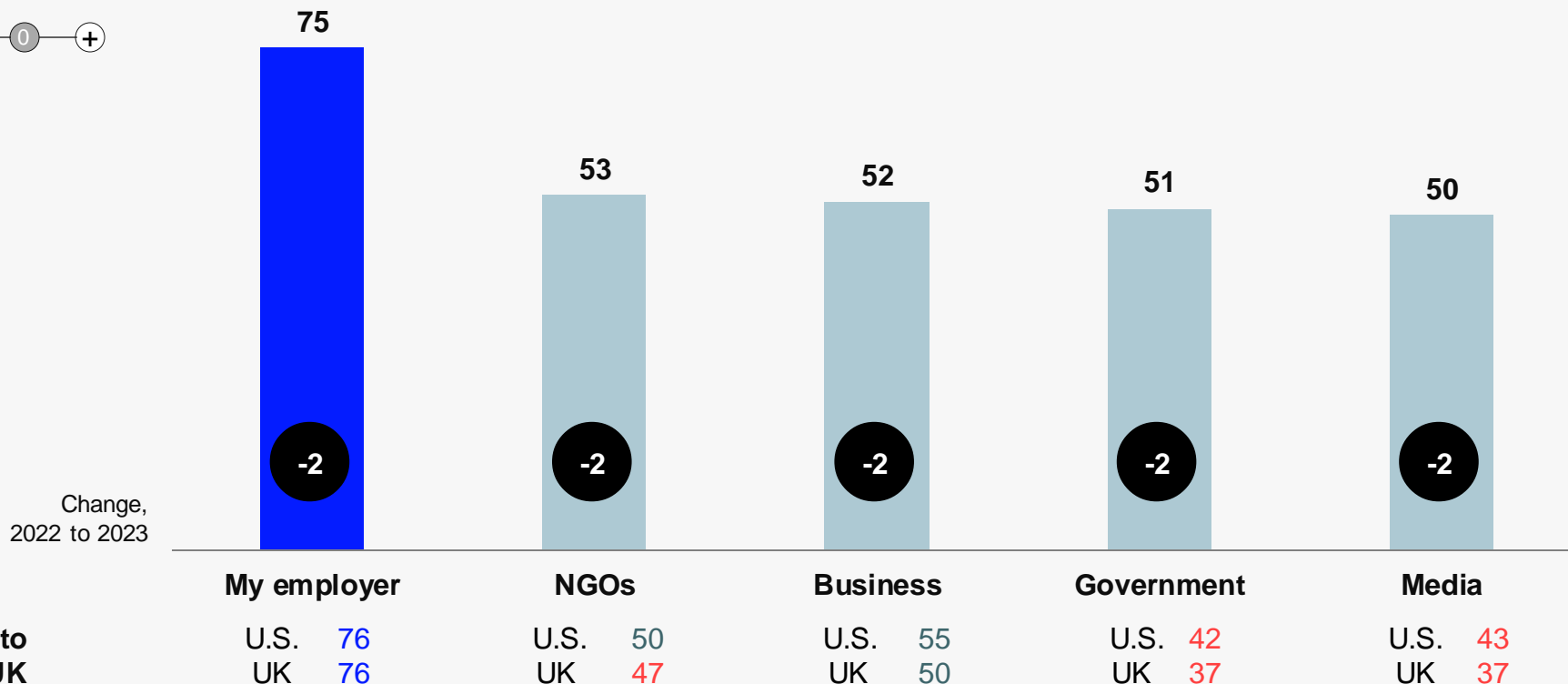
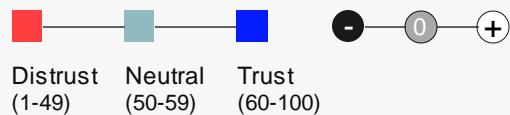
Biggest losers:

S. Korea	-6
Australia	-5
Malaysia	-4



In Canada, Institutional Trust Slips Slightly

Percent who say, in Canada



Comparison to U.S. and UK



2023 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Canada. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Economic Optimism Collapses in Canada

Percent who say

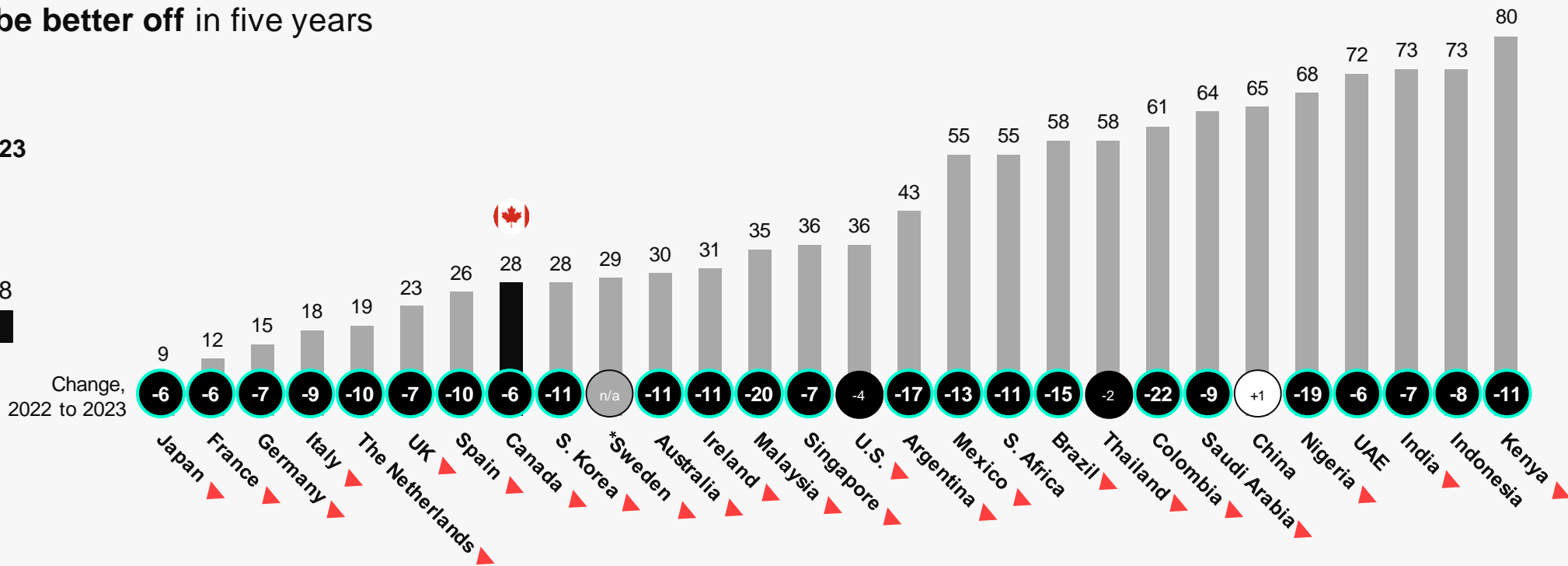
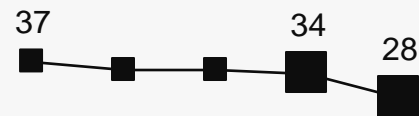
● 0 ● + ○ Significant change

▼ 24 of 28 countries at all-time lows

My family and I will be better off in five years

Canada 🇨🇦

2019 2023

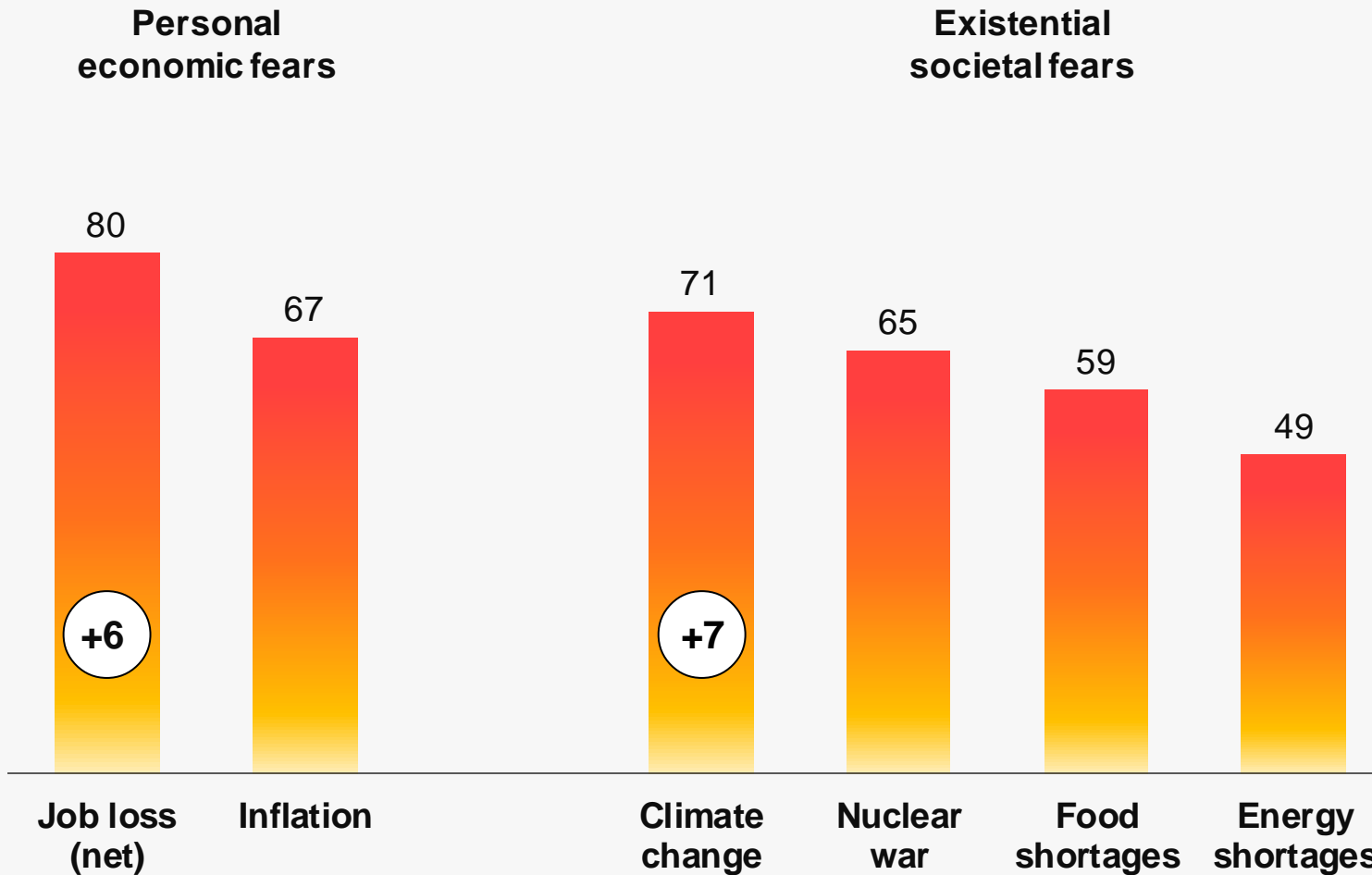
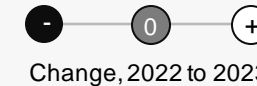


2023 Edelman Trust Barometer. CNG_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 5-point scale; top 2 box, better off. General population, Canada, and by market. *Sweden is not included in the global average. 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

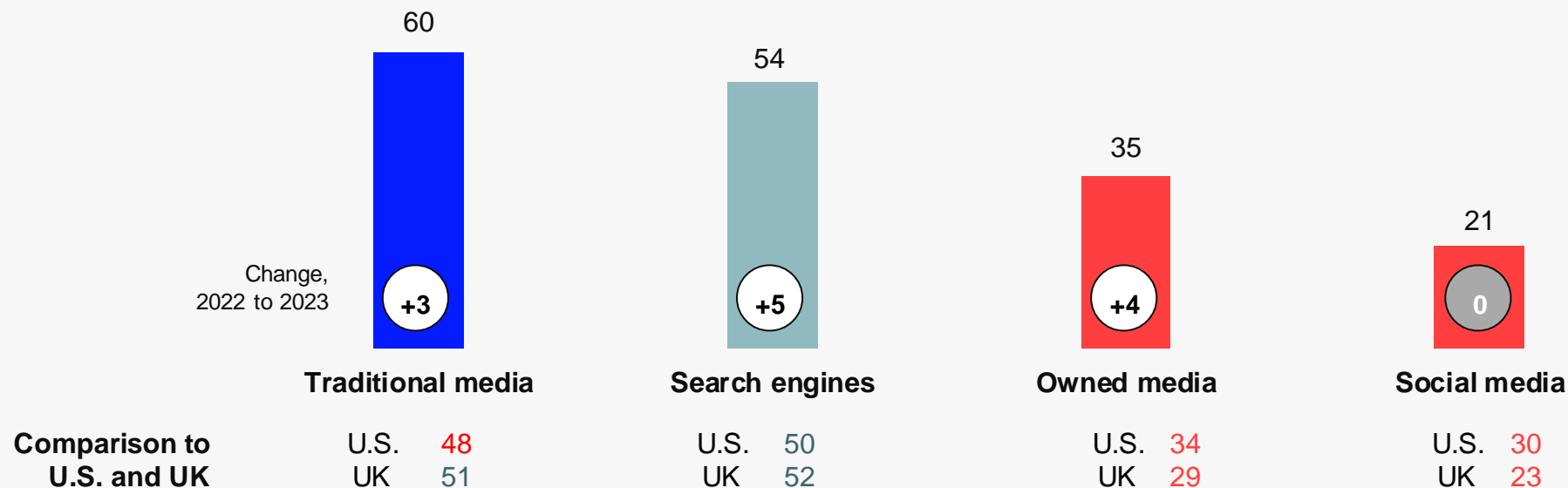
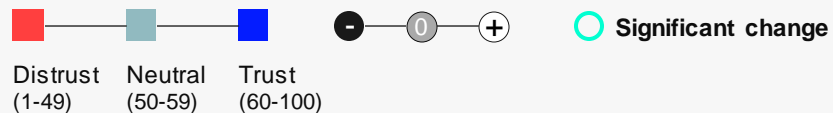


2023 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half of the 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



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



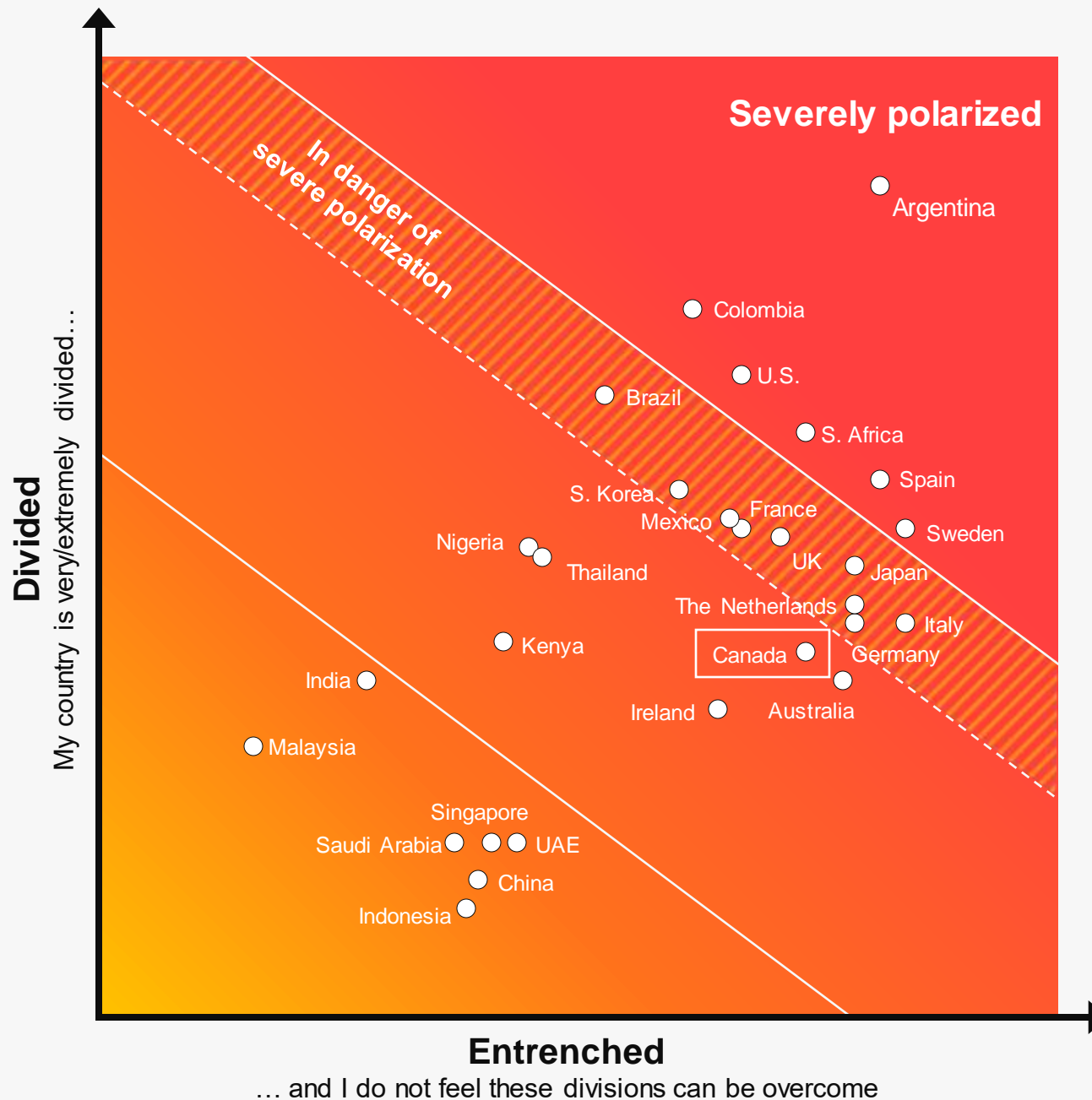
A shared media environment has given way to echo chambers, making it harder to collaboratively solve problems. Record low trust in social media persists.



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."



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 ...

Help them
if they were in need

26%

Be willing to live in
the same neighbourhood

24%

Be willing to have them
as a coworker

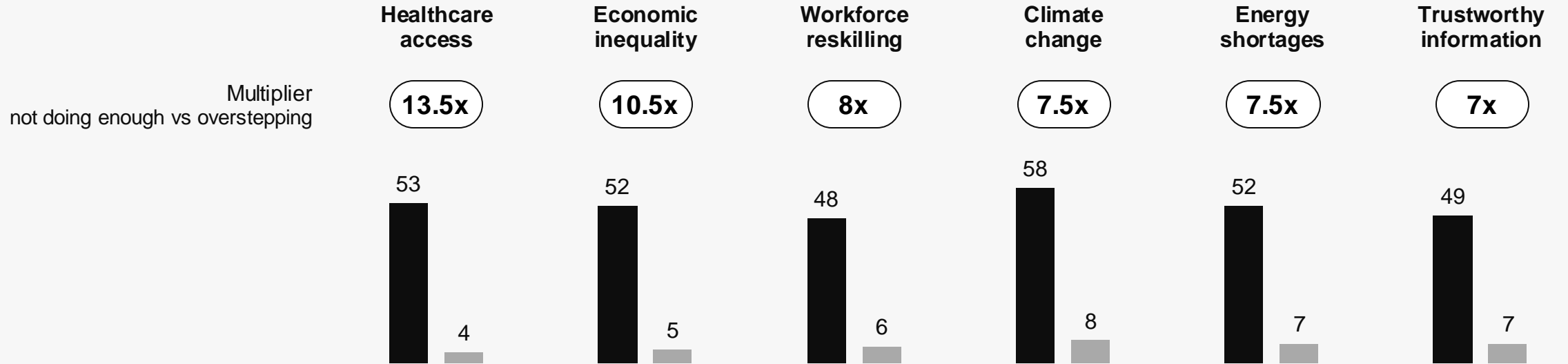
19%



Canadians Want More Societal Engagement from Business, Not Less

Percent who say, in Canada

On addressing each **societal issue**, business is



2023 Edelman Trust Barometer. BUS_BND. 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**

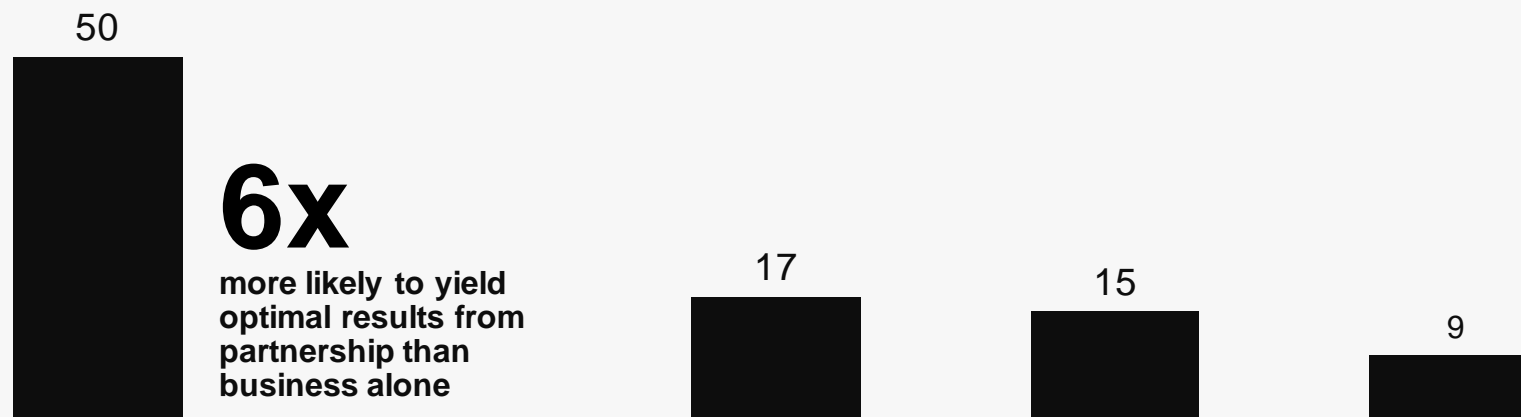
averaged across climate change, discrimination, immigration, employee treatment, and income inequality

Government and business working in **partnership**

Both working **independently**

Government only working alone

Business only working alone



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:



CEOs Can Hold Divisive Forces Accountable

Percent who say, in Canada

I believe CEOs are obligated to ...

Defend facts and **expose questionable science** used to justify bad social policy

71%

Pull advertising money from platforms that spread misinformation

73%

Companies could strengthen the social fabric if they

Support politicians and media that build consensus and cooperation (avg)

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:

Treatment of employees

92

Climate change

84

Discrimination

84

Wealth gap

74

Immigration

71



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.

