

2023 Edelman Trust Barometer

Top 10

01 Institutional trust in Canada low but stable

Despite a turbulent year, trust in institutions has been relatively stable, with slight decreases in trust across the four core institutions since 2022.

02 Dropping economic optimism a concern

Only 28 per cent of Canadians say their family will be better off economically in five years' time, a decrease of six points since last year and an all-time low.

03 Employers continue to be the most trusted

At a time when no core institution is trusted, my employer continues to be a mainstay of trust, sitting at 75 per cent trusted by employees.

04 Canadians face persistent societal fears

Top societal fears plaguing Canadians include job loss (up by 6 points to 80 per cent), inflation (67 per cent) and climate change up 7 points (71 per cent).

05 Traditional news gains trust

Traditional news pushes back this year into the trusted position at 60 per cent trust, outpacing the U.S. and U.K. by approximately ten points.

06 Polarization worrying

Despite the existence of deep divisions in Canada and concerns around the ability to overcome them, the country enjoys moderate polarization in comparison to more polarized countries like the U.S.

07 Division has real life consequences

The stress on the social fabric is presenting serious challenges, especially in business settings.

08 Canadians want more societal engagement from business

Over 50 per cent of Canadians say business is not doing enough to address healthcare access, economic inequality, and climate change.

09 Government and business should work together

Canadians say business should partner with government to most effectively address societal issues, on average at a rate 6 times higher than the rate of those who think businesses should go at it alone.

10 CEOs can hold divisive forces accountable

Canadians think that CEOs have a role to play in holding divisive forces accountable by exposing questionable science that's used to justify bad social policy.