

# The

# Trust 10

## 01 Trust in our institutions is returning to pre-pandemic levels

Despite turbulence over the last year, trust in our institutions has been relatively stable, with either no changes or slight decreases in trust across institutions since 2021. Trust in NGOs sits at 55% (no change), business at 54% (no change), government at 53% (down six points) and media at 52% (down two points). This is a drastic decline from levels of trust for almost all institutions since May 2020.

## 02 Employers are the most trusted and the most credible

At a time when no institution is trusted, my employer continues to be a mainstay of trust, sitting at 76% trusted. In fact, the most believable source of information in Canada is my employer communications, ahead of national government, traditional media and my social media feed, indicating that the relationship between employer and employee is incredibly important.

## 03 Canadians face persistent societal fears

We continue to see persistent societal fears plaguing Canadians, including job loss (74%), climate change (64%), cyber-attacks (63%), losing freedoms as a citizen (47%) and experiencing racism and prejudice (42%).

## 04 Lack of economic optimism and unease about whether our current system is working

Only 34% of Canadians believe their family will be better off in 5 years' time, leading to low economic optimism. Further, nearly half of Canadians (48%) say that capitalism as it exists today does more harm than good.

## 05 News sources struggle with Trust, concerns of fake news at an all-time high

In Canada, not one information source is trusted as a source of general news and information, with trust in traditional media at 57%, followed by search engines at 49%, owned media at 31% and social media at only 21%. Further, 71% of Canadians are concerned about fake news being used as a weapon.

## 06 Majority of Canadians worry they are being misled by societal leaders

Around two thirds of Canadians believe journalists and reporters (61%) and business leaders (60%) are purposely trying to mislead them, with government not far behind (58%). Further, less than half of Canadians view government leaders and CEOs as trustworthy (government leaders at 43% and CEOs at 36%).

## 07 Lack of ability to have a civil debate

Nearly 6 in 10 Canadians (59%) say people are incapable of having constructive and civil debates about issues they disagree on. While less than the global average (64%), Canada is at a tipping point.

## 08 CEOs expected to be the face of change

When considering a job, 54% of employed Canadians expect the CEO to speak out on controversial issues they care about and 78% of Canadians want CEOs to be personally visible when discussing public policy with external stakeholders or work their company has done to benefit society. CEOs are expected to shape conversation and policy debates on jobs and the economy (73%), technology and automation (69%), wage inequity (68%), and global warming and climate change (63%).

## 09 CEOs are expected to inform policy, not politics

While CEOs are expected to engage in policy debates around societal issues, more than half of Canadians (51%) would prefer CEOs avoid the discussion around who the next leader of the country should be. This data tells us that CEOs are expected to stay out of politics, setting an important guardrail to respect as leaders move towards increased engagement.

## 10 Business needs to step up on societal issues

Across every single issue, by a huge margin, people want more business engagement, not less. For example, on climate change, 56% say business is not doing enough, while only 7% say it is overstepping. The role and expectation for business has never been clearer, and business must recognize that its societal role is here to stay.

All data is based on general population sample unless otherwise noted.

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