2017 Edelman Trust Barometer

Canada

Edelman trustbarometer 2017 | ANNUAL GLOBAL STUDY

Edelman

2017 Edelman Trust Barometer Methodology

Online Survey in 28 Countries

17 years of data

33,000+ respondents total

All fieldwork was conducted between October 13th and November 16th, 2016

Canadian Data

Survey in field Oct. 17-Nov. 13, 2016

1,150 General Population interviews

200 Informed Public interviews

General Online Population

6 years in 25+ markets

Ages 18+

1,150 respondents per country

All slides show General Online Population unless otherwise noted

Informed Public

9 years in 20+ markets

Represents 13% of total global population

500 respondents in U.S. and China; 200 in all other countries

Must meet 4 criteria:

- Ages 25-64
- College educated
- In top 25% of household income per age group in each country
- Report significant media consumption and engagement in business news

Mass Population

All population not including Informed Public

Represents 87% of total global population

28-country global data margin of error: General Population +/-0.6% (N=32,200), Informed Public +/- 1.2% (N=6,200), Mass Population +/- 0.6% (26,000+). Country-specific data margin of error: General Population +/- 2.9 (N=1,150), Informed Public +/- 6.9% (N = min 200, varies by country), China and U.S. +/- 4.4% (N=500), Mass Population +/- 3.0 to 3.6 (N =min 740, varies by country), half sample Global General Online Population +/- 0.8 (N=16,100).

TRUST OVERVIEW

Trust Index

Historically neutral, Canada officially slips to the ‘distruster’ category in 2017

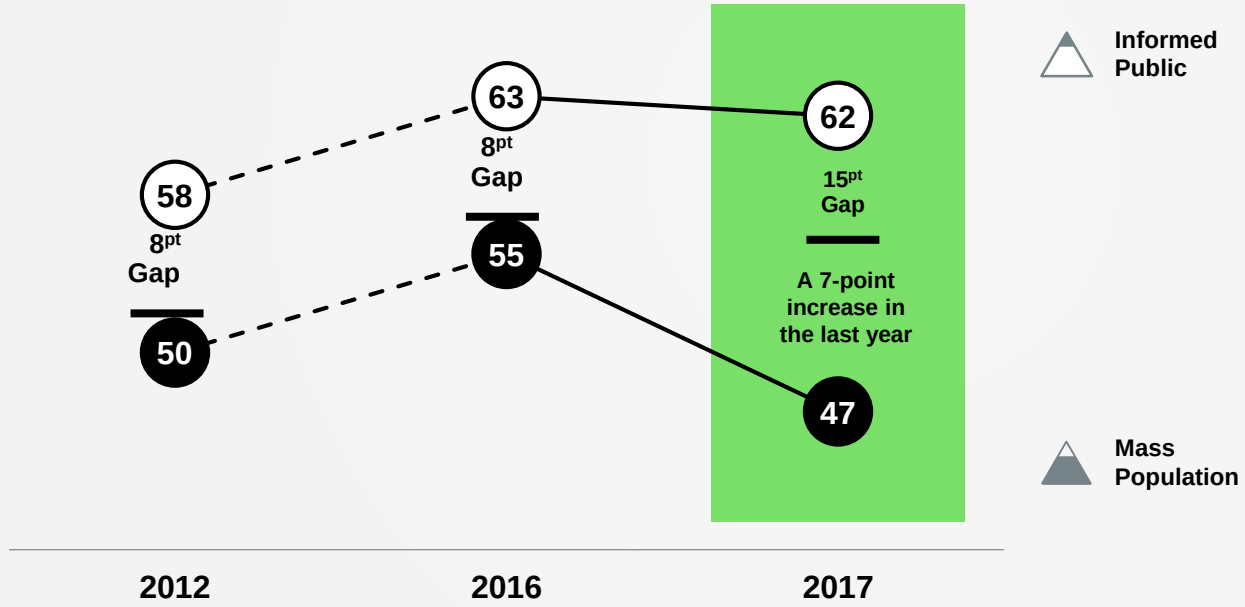
Average trust in institutions,
General Population
2015, 2016, 2017

Trusters (60-100)
Neutrals (50-59)
Distrusters (1-49)

Source: 2017 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. General Population, 28-country global total.

Gap between Informed Public and Mass largest yet

Per cent trust in the four institutions of government, business, media and NGOs, 2012 to 2017



Largest Gaps in 2017

21 pts

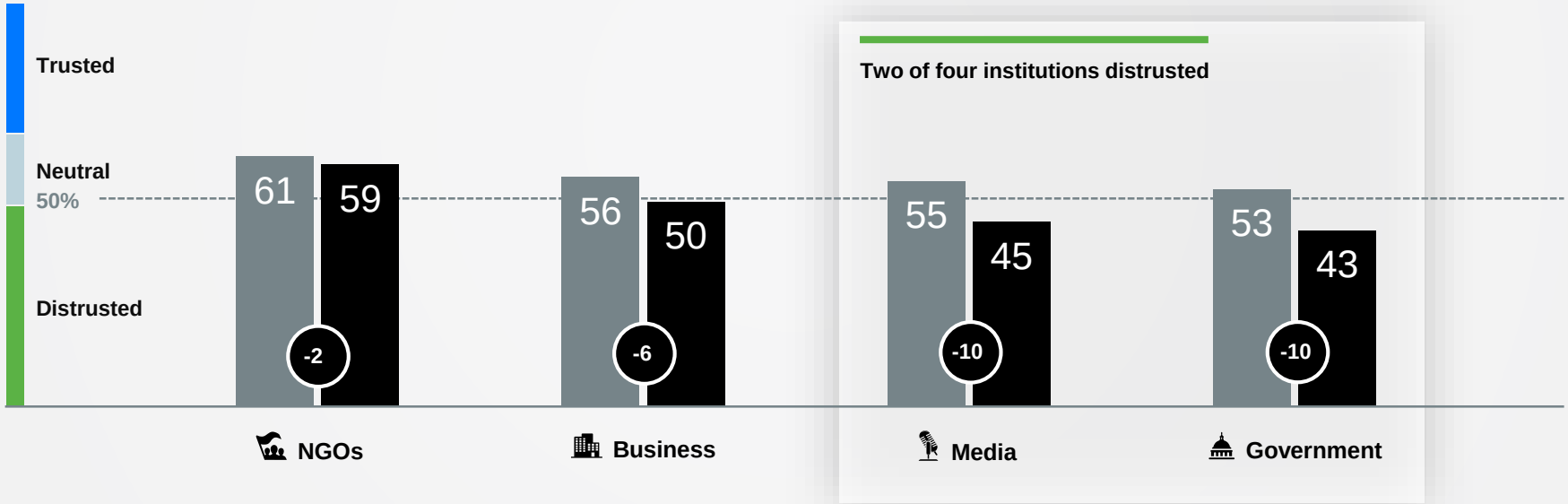
19 pts

18 pts

Source: 2017 Edelman Trust Barometer. The Trust Index is an average of a country's trust in the institutions of government, business, media and NGOs. Informed Public and Mass Population, Canada.

Trust in all four institutions declines in 2017

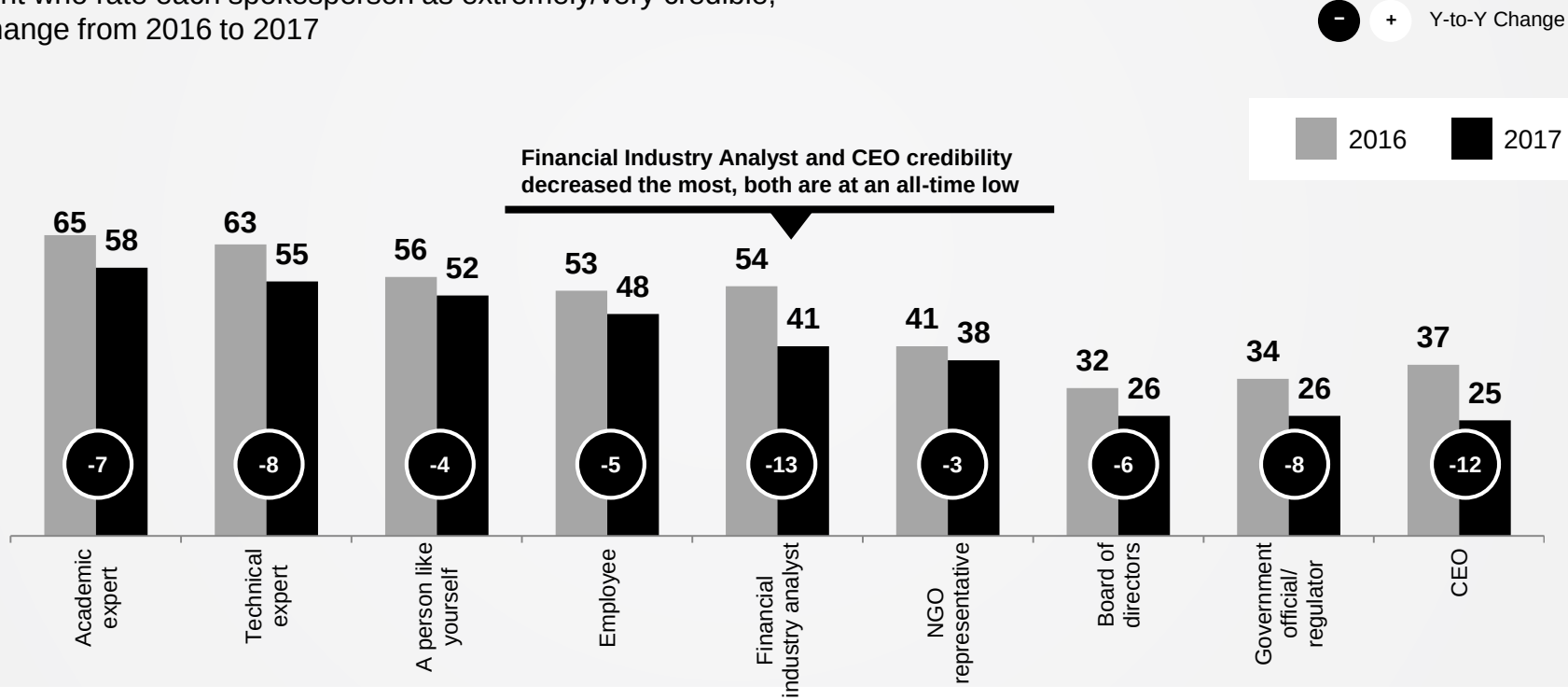
Per cent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017



Source: 2017 Edelman Trust Barometer. Q11-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) General Population, Canada.

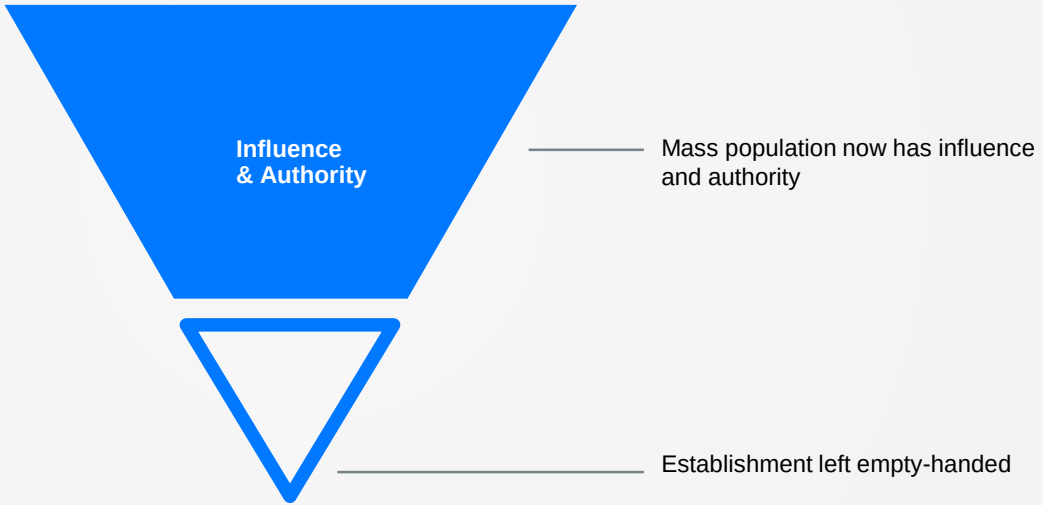
Credibility of leadership slipping fast

Per cent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017



Source: 2017 Edelman Trust Barometer. Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, Canada, question asked of half the sample.

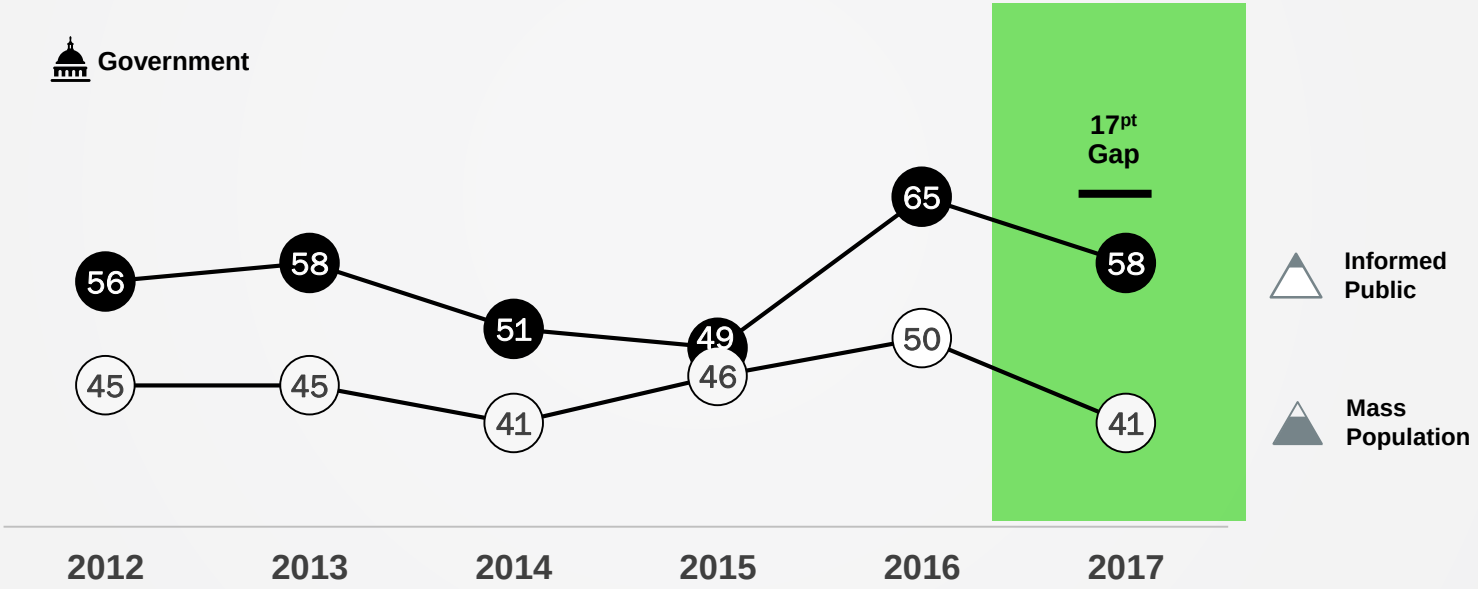
2017: Mass Population rejects established authority



TRUST IN GOVERNMENT

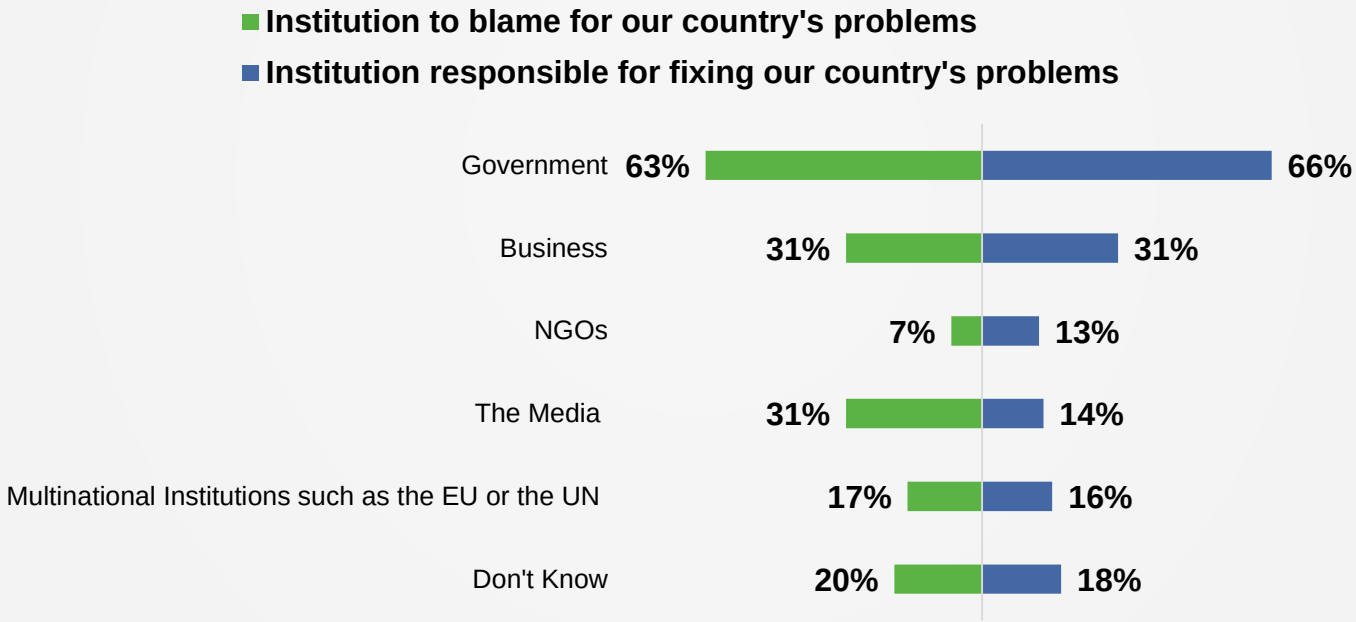
Trust in Government: A significant divide

Per cent trust in government, 2012 vs. 2017



Source: 2017 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, Canada.

Government assigned blame & responsibility for fixing our problems

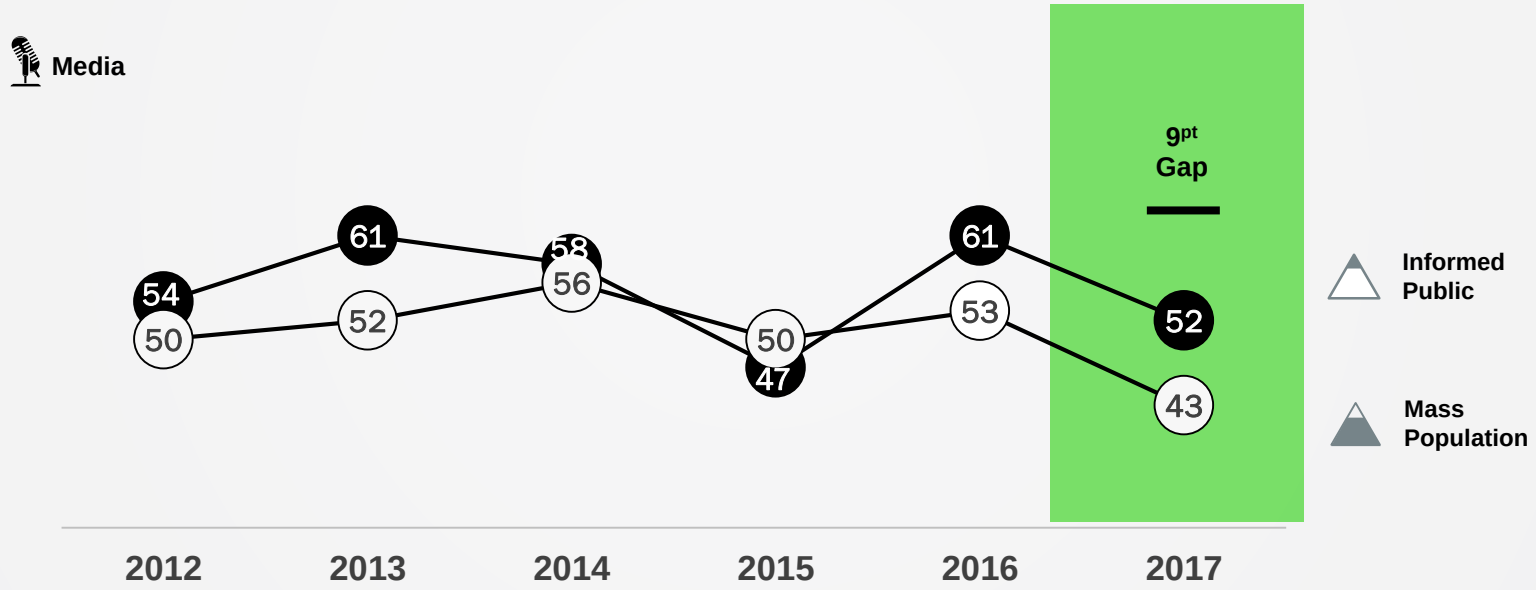


Source: 2017 Edelman Trust Barometer Q691. Which of the following do you believe are most to blame for the problems we face in our country today? Q692. Which of the following do you believe are most responsible for fixing the problems we face in our country today? General Population, Canada.

TRUST IN MEDIA

Trust in Media: Consistent dips among Informed Public and Mass

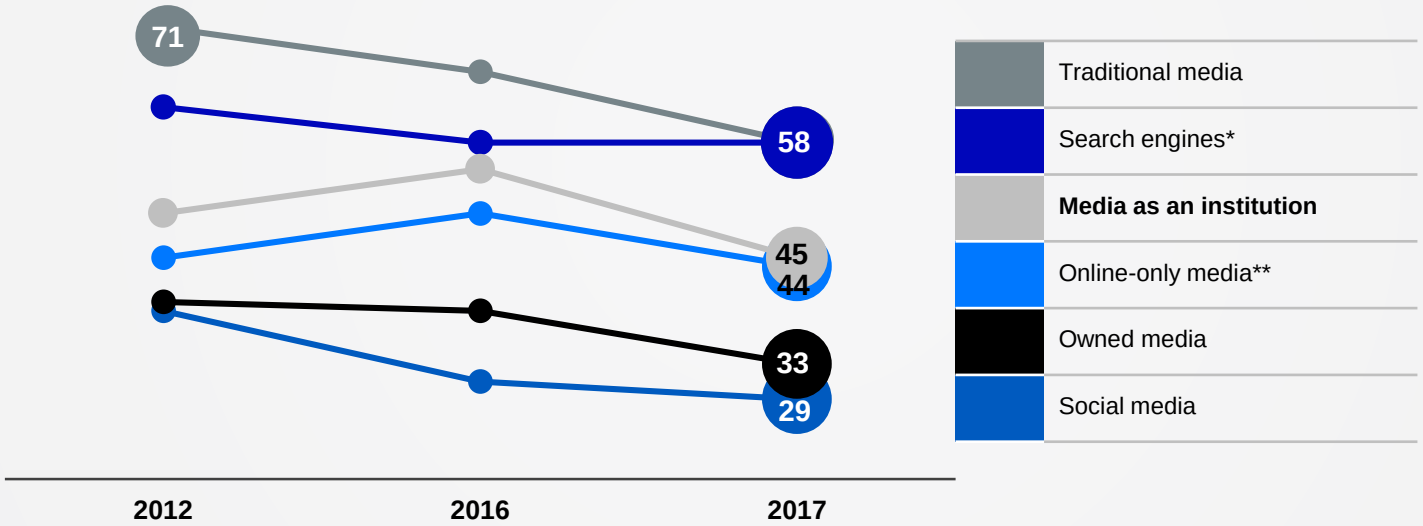
Per cent trust in media, 2012 vs. 2017



Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, Canada.

Trust in Media: Traditional erodes, search steadily climbs

Per cent trust in each source for general news and information



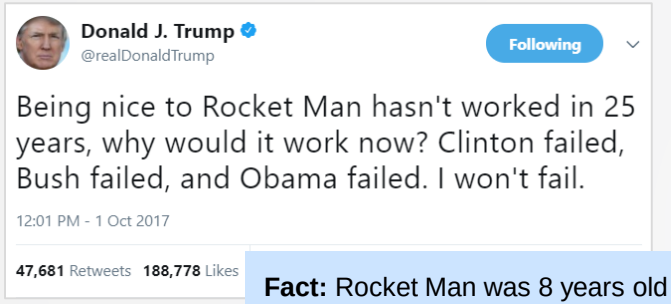
Source: 2017 Edelman Trust Barometer. Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box, Trust) General Population, Canada, question asked of half the sample

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

**From 2012-2015, "Hybrid Media" was included as a media type. In 2016, this was changed to "Online-Only media."

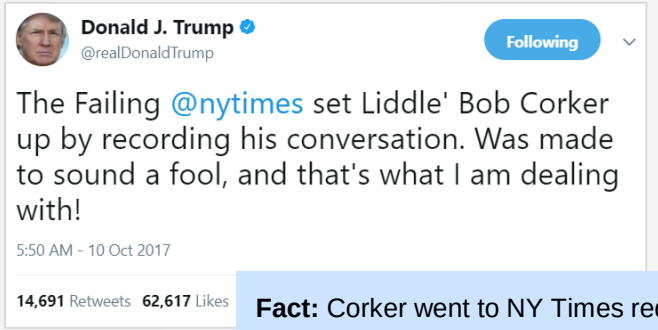
Fake News vs. Fact Checks

Trump made 803 false claims over his first 283 days in office — almost 3 per day on average!

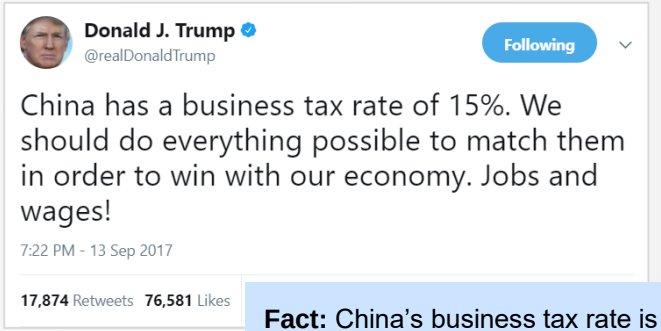


Fact: Rocket Man was 8 years old 25 years ago

NO fact here!



Fact: Corker went to NY Times requesting taped interview



Fact: China's business tax rate is 25% not 15%

Source: Toronto Star.

Alternative Facts

The New York Times

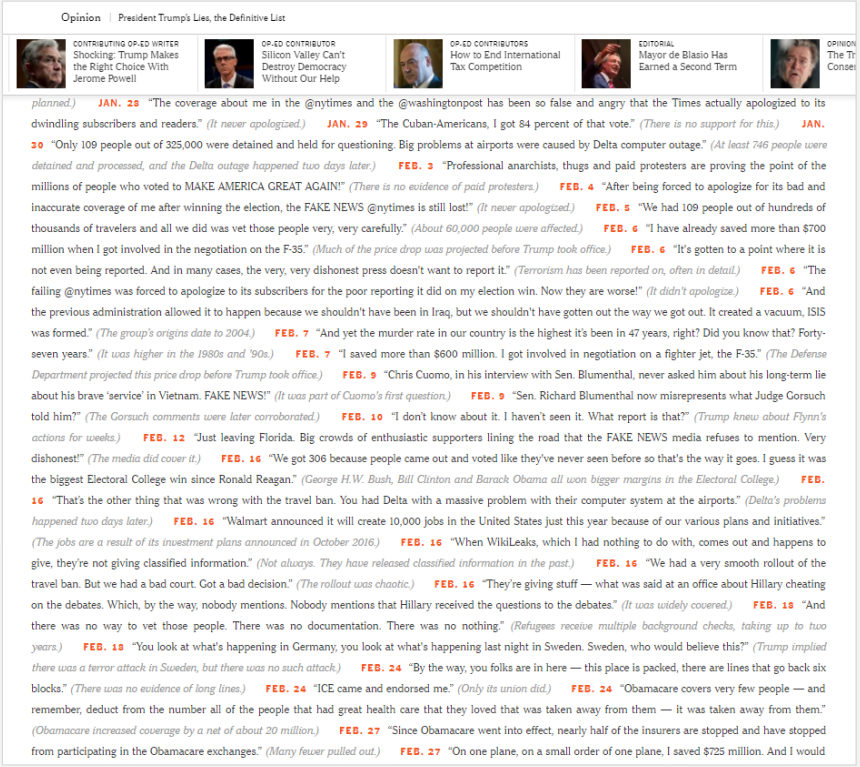
OPINION

Trump's Lies

By DAVID LEONHARDT and STUART A. THOMPSON UPDATED July 21, 2017

Many Americans have become accustomed to President Trump's lies. But as regular as they have become, the country should not allow itself to become numb to them. So we have catalogued nearly every outright lie he has told publicly since taking the oath of office. **Updated July 21**: The president is still lying, so we've added to this list, and provided links to the facts in each case.

JAN. 21 "I wasn't a fan of Iraq. I didn't want to go into Iraq." *(He was for an invasion before he was against it.)* **JAN. 21** "A reporter for Time magazine — and I have been on their cover 14 or 15 times. I think we have the all-time record in the history of Time magazine." *(Trump was on the cover 11 times and Nixon appeared 55 times.)* **JAN. 23** "Between 3 million and 5 million illegal votes caused me to lose the popular vote." *(There's no evidence of illegal voting.)* **JAN. 25** "Now, the audience was the biggest ever. But this crowd was massive. Look how far back it goes. This crowd was massive." *(Official aerial photos show Obama's 2009 inauguration was much more heavily attended.)* **JAN. 25** "Take a look at the Pew reports (which show voter fraud.)" *(The report never mentioned voter fraud.)* **JAN. 25** "You had millions of people that now aren't insured anymore." *(The real number is less than 1 million, according to the Urban Institute.)* **JAN. 25** "So, look, when President Obama was there two weeks ago making a speech, very nice speech. Two people were shot and killed during his speech. You can't have that." *(There were no gun homicide victims in Chicago that day.)* **JAN. 26** "We've taken in tens of thousands of people. We know nothing about them. They can say they vet them. They didn't vet them. They have no papers. How can you vet somebody when you don't know anything about them and you have no papers? How do you vet them? You can't." *(Vetting lasts up to two years.)* **JAN. 26** "I cut off hundreds of millions of dollars off one particular plane, hundreds of millions of dollars in a short period of time. It wasn't like I spent, like, weeks, hours, less than hours, and many, many hundreds of millions of dollars. And the plane's going to be better." *(Most of the cuts were already planned.)* **JAN. 28** "The coverage about me in the @nytimes and the @washingtonpost has been so false and angry that the Times actually apologized to its dwindling subscribers and readers." *(It never apologized.)* **JAN. 29** "The Cuban-Americans, I got 84 percent of that vote." *(There is no support for this.)* **JAN.**



Opinion | President Trump's Lies, the Definitive List

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EDITORIAL
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planned.) **JAN. 28** "The coverage about me in the @nytimes and the @washingtonpost has been so false and angry that the Times actually apologized to its dwindling subscribers and readers." *(It never apologized.)* **JAN. 29** "The Cuban-Americans, I got 84 percent of that vote." *(There is no support for this.)* **JAN. 30** "Only 109 people out of 325,000 were detained and held for questioning. Big problems at airports were caused by Delta computer outage." *(At least 746 people were detained and processed, and the Delta outage happened two days later.)* **FEB. 3** "Professional anarchists, thugs and paid protesters are proving the point of the millions of people who voted to MAKE AMERICA GREAT AGAIN!" *(There is no evidence of paid protesters.)* **FEB. 4** "After being forced to apologize for its bad and inaccurate coverage of me after winning the election, the FAKE NEWS @nytimes is still lost!" *(It never apologized.)* **FEB. 5** "We had 109 people out of hundreds of thousands of travelers and all we did was vet those people very, very carefully." *(About 60,000 people were affected.)* **FEB. 6** "I have already saved more than $700 million when I got involved in the negotiation on the F-35." *(Much of the price drop was projected before Trump took office.)* **FEB. 6** "It's gotten to a point where it is not even being reported. And in many cases, the very, very dishonest press doesn't want to report it." *(Terrorism has been reported on, often in detail.)* **FEB. 6** "The failing @nytimes was forced to apologize to its subscribers for the poor reporting it did on my election win. Now they are worse!" *(It didn't apologize.)* **FEB. 6** "And the previous administration allowed it to happen because we shouldn't have been in Iraq, but we shouldn't have gotten out the way we got out. It created a vacuum, ISIS was formed." *(The group's origins date to 2004.)* **FEB. 7** "And yet the murder rate in our country is the highest it's been in 47 years, right? Did you know that? Forty-seven years." *(It was higher in the 1980s and '90s.)* **FEB. 7** "I saved more than $600 million. I got involved in negotiation on a fighter jet, the F-35." *(The Defense Department projected this price drop before Trump took office.)* **FEB. 9** "Chris Cuomo, in his interview with Sen. Blumenthal, never asked him about his long-term lie about his brave 'service' in Vietnam. FAKE NEWS!" *(It was part of Cuomo's first question.)* **FEB. 9** "Sen. Richard Blumenthal now misrepresents what Judge Gorsuch told him?" *(The Gorsuch comments were later corroborated.)* **FEB. 10** "I don't know about it. I haven't seen it. What report is that?" *(Trump knew about Flynn's actions for weeks.)* **FEB. 12** "Just leaving Florida. Big crowds of enthusiastic supporters lining the road that the FAKE NEWS media refuses to mention. Very dishonest!" *(The media did cover it.)* **FEB. 16** "We got 306 because people came out and voted like they've never seen before so that's the way it goes. I guess it was the biggest Electoral College win since Ronald Reagan." *(George H.W. Bush, Bill Clinton and Barack Obama all won bigger margins in the Electoral College.)* **FEB. 16** "That's the other thing that was wrong with the travel ban. You had Delta with a massive problem with their computer system at the airports." *(Delta's problems happened two days later.)* **FEB. 16** "Walmart announced it will create 10,000 jobs in the United States just this year because of our various plans and initiatives." *(The jobs are a result of its investment plans announced in October 2016.)* **FEB. 16** "When WikiLeaks, which I had nothing to do with, comes out and happens to give, they're not giving classified information." *(Not always. They have released classified information in the past.)* **FEB. 16** "We had a very smooth rollout of the travel ban. But we had a bad court. Got a bad decision." *(The rollout was chaotic.)* **FEB. 16** "They're giving stuff — what was said at an office about Hillary cheating on the debates. Which, by the way, nobody mentions. Nobody mentions that Hillary received the questions to the debates." *(It was widely covered.)* **FEB. 18** "And there was no way to vet those people. There was no documentation. There was no nothing." *(Refugees receive multiple background checks, taking up to two years.)* **FEB. 18** "You look at what's happening in Germany, you look at what's happening last night in Sweden. Sweden, who would believe this?" *(Trump implied there was a terror attack in Sweden, but there was no such attack.)* **FEB. 24** "By the way, you folks are in here — this place is packed, there are lines that go back six blocks." *(There was no evidence of long lines.)* **FEB. 24** "ICE came and endorsed me." *(Only its union did.)* **FEB. 24** "Obamacare covers very few people — and remember, deduct from the number all of the people that had great health care that they loved that was taken away from them — it was taken away from them." *(Obamacare increased coverage by a net of about 20 million.)* **FEB. 27** "Since Obamacare went into effect, nearly half of the insurers are stopped and have stopped from participating in the Obamacare exchanges." *(Many fewer pulled out.)* **FEB. 27** "On one plane, on a small order of one plane, I saved $725 million. And I would

Source: New York Times.

Can You believe Social Media Stories?

The New York Times

Live Briefing

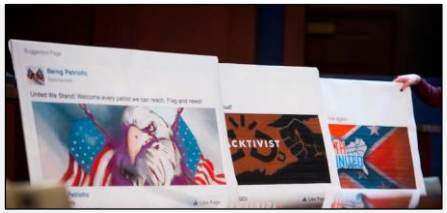
House Intelligence Committee Releases Incendiary Russian Social Media Ads

By NICHOLAS FANDOS, CECILIA KANG and MIKE ISAAC UPDATED 2:06 PM

• Facebook, Google and Twitter were on Capitol Hill on Wednesday after a hearing a day earlier, this time to face questions from the Senate and House intelligence committees.

• During the day's first hearing, senators trained their attacks on Facebook, whose general counsel was careful about acknowledging the company's role as a tool for Russia's misinformation campaign during the election.

• The House Intelligence Committee also released dozens of advertisements that Russia-linked firms created during the 2016 campaign.



Donald Trump America

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We call for disqualification and removal of Hillary Clinton from the presidential ballot as dynastic succession of the Clinton family in American politics breaches the core democratic principles laid out by our Founding Fathers. Sign the petition!

Disavow support for the Clinton political dynasty. Disqualify and remove Hillary Clinton from 2016 Presidential Ballot | We the People: Your Voice in Our...

PETITIONS.WHITEHOUSE.GOV

3.9K Reactions 654 Comments 380 Shares

Like Comment Share

Stop A.I.

"Religious" face coverings are putting American people at huge risk! We must not sacrifice national security to satisfy the demands of minorities.

All face covering should be banned in every state across America!

14K 5K Comments 4.3K Shares

FAKE NEWS

Source: New York Times and HPSCI.

The echo chamber in action

Facts matter less

More than

1 in 3 agree

"I would support politicians I trust to make things better for me and my family **even if they exaggerated the truth"**

Bias is the filter

55%

Do not regularly listen to people or organizations **with whom they often disagree**

More than

3.5x more likely

to **ignore information** that supports a position **they do not believe in**

No humans needed

More likely to believe

60% Search Engines

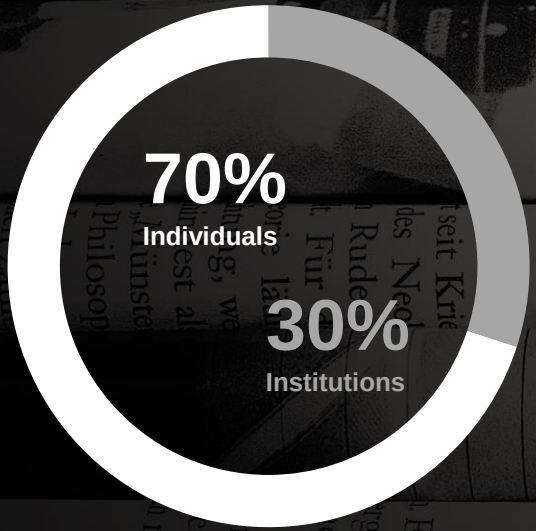
40% Human Editors

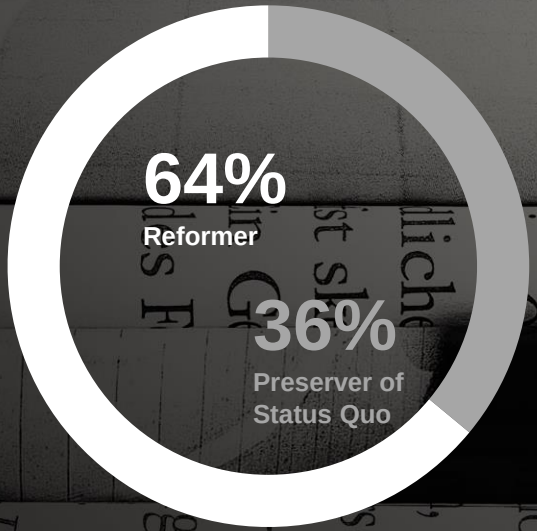
49% Never or rarely change their position on important social issues

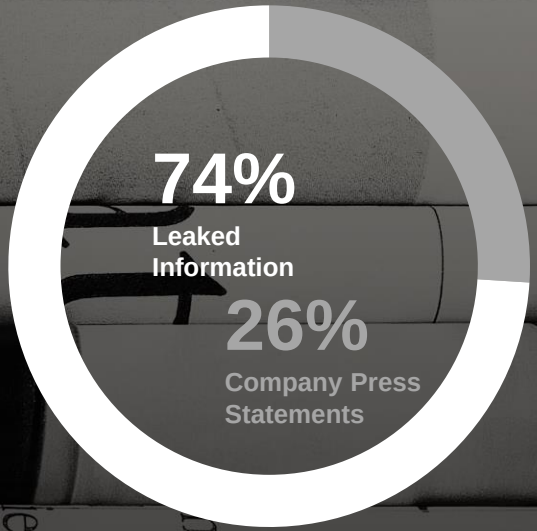
Source: 2017 Edelman Trust Barometer. Q709-718. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) Q755 Have you ever changed your position on an important social issue? (Sum of "Yes, but rarely", "No, never") General Population, Canada. Q749. When someone you know provides you with some information that supports a position that you do NOT believe, which of following do you typically do with it? Q752. How often do you read or listen to information or points of view from people, media sources or organizations with whom you often disagree? (Sum of "Never", "Almost Never", "Several Times a year", "Once or Twice a Month") Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given--the one that is most likely to be true most often. General Population, Canada, question asked of half the sample.

Canadians are more likely to trust sources outside of established areas of authority

Per cent who find each source more believable than its pair





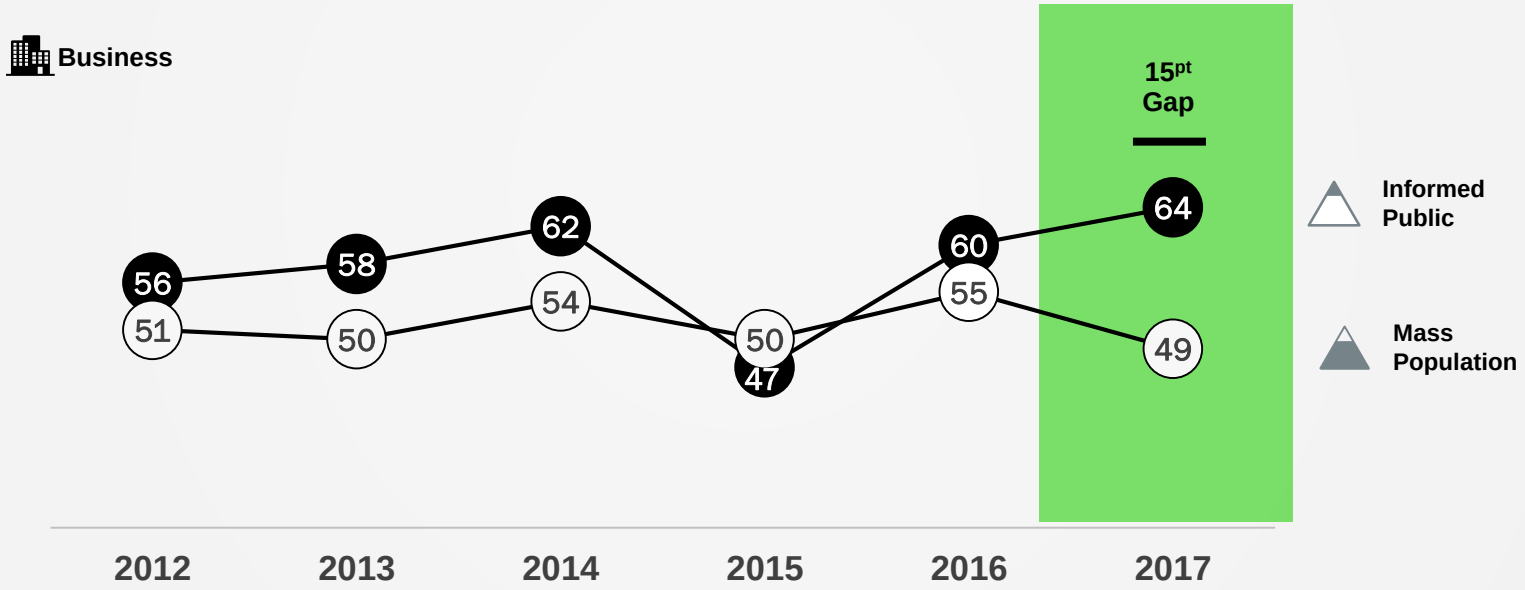


Source: 2017 Edelman Trust Barometer. Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given--the one that is most likely to be true most often. General Population, Canada, choices shown to half the sample.

TRUST IN BUSINESS

Trust in Business: Informed Public and Mass diverging

Per cent trust business, 2012 vs. 2017



Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you “do not trust them at all” and nine means that you “trust them a great deal.” (Top 4 Box, Trust) Informed Public and Mass Population, Canada.

What Canada is worried about

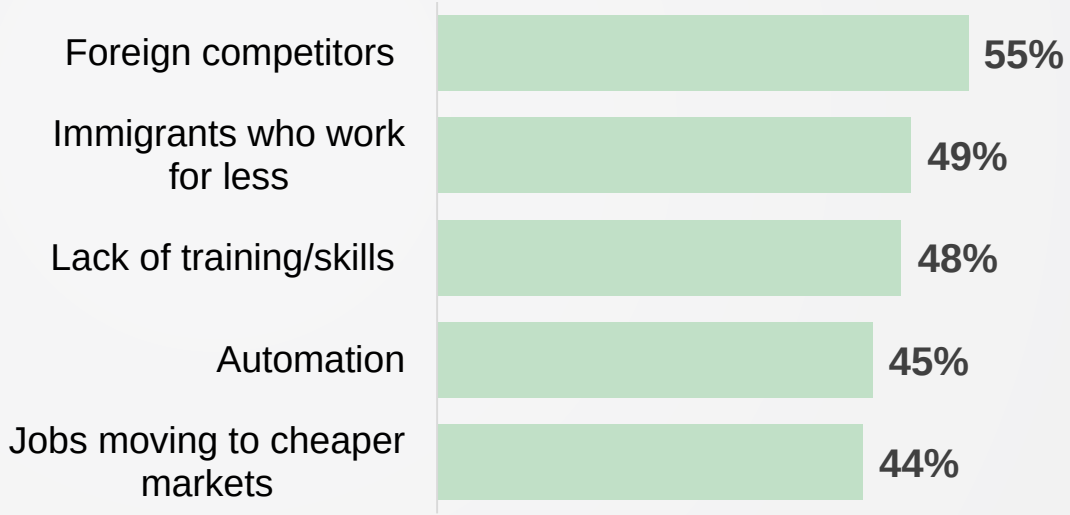
53% the pace of change

in business and industry is **too fast**

48% globalization

is taking us in the **wrong direction**

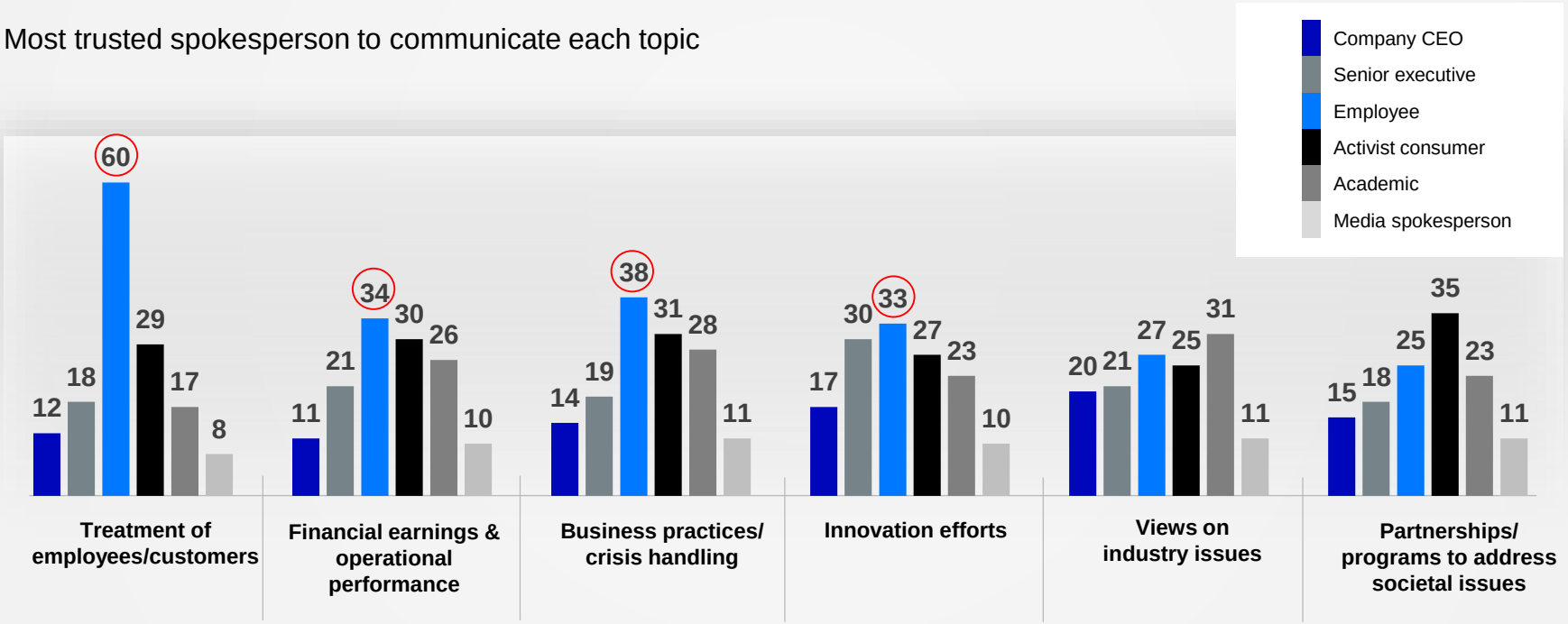
CANADIANS WORRY ABOUT **LOSING THEIR JOBS** DUE TO:



Source: 2017 Edelman Trust Barometer. Q693-762. 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? Please indicate your answer using a nine point scale where one means “I do not worry about this at all” and nine means “I am extremely worried about this”. (Top 4 Box, Worried) Q709-718. For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) General Population, Canada. Q349-671. For the statements below, please think about the pace of development and change and select the response that most accurately represents your opinion. (Top 4 Box, Too Fast) General Population, Canada, question asked of half the sample.

Employees: The most credible source

Most trusted spokesperson to communicate each topic



Source: 2017 Edelman Trust Barometer. Q610. Who do you trust MOST to provide you with credible and honest information about a company's financial earnings and operational performance, and top leadership's accomplishments? Q611. A company's business practices, both positive and negative, and its handling of a crisis? Q612. A company's employee programs, benefits and working conditions, and how a company serves its customers and prioritizes customer needs ahead of company profits? Q613. A company's partnerships with NGOs and effort to address societal issues, including those to positively impact the local community? Q614. A company's innovation efforts and new product development? Q615. A company's stand on issues related to the industry in which it operates? General Population, Canada, question asked of one-quarter of the sample.

TRUST IN THE SYSTEM

Canada on the tipping point

Per cent of population who believe the system is not working

Above global average
Aligned with global average
Below global average

In 14 countries, the percent of population that has lost faith is above the global average

Systemic loss of faith restricted to Western-style democracies

	Global	France	Italy	Mexico	S. Africa	Spain	Poland	Brazil	Colombia	Germany	U.K.	Australia	Ireland	U.S.	Netherlands	Canada	Sweden	Argentina	Malaysia	Turkey	Russia	S. Korea	Indonesia	Japan	India	Hong Kong	Singapore	China	UAE
System failing	**53**	72	72	67	67	67	64	62	62	62	60	59	59	57	56	55	55	53	52	51	48	48	42	42	36	35	30	23	19
Uncertain	**32**	22	24	25	24	25	25	25	27	26	29	30	26	33	33	30	29	29	37	31	28	41	40	45	45	50	43	47	40

Source: 2017 Edelman Trust Barometer Q672-675, 678-680, 688-690.
For details on how the "system failing" measure was calculated, please refer to the Technical Appendix. The margin of error for the countries scores was added and subtracted from the global mean. Countries were considered above the global average if their score was higher than the global mean plus the margin of error. Countries were considered below the global average if their score was lower than the global mean minus the margin of error. All other scores were considered aligned.

Fear factors

1 in 2 AGREE

IMMIGRATION

"The influx of people from other countries is damaging our economy and national culture."

40%

INEQUALITY

"People like me are denied access to the education and opportunities we need to get ahead."

80%

INEQUALITY

"The elites who run our institutions are out of touch with regular people."

61%

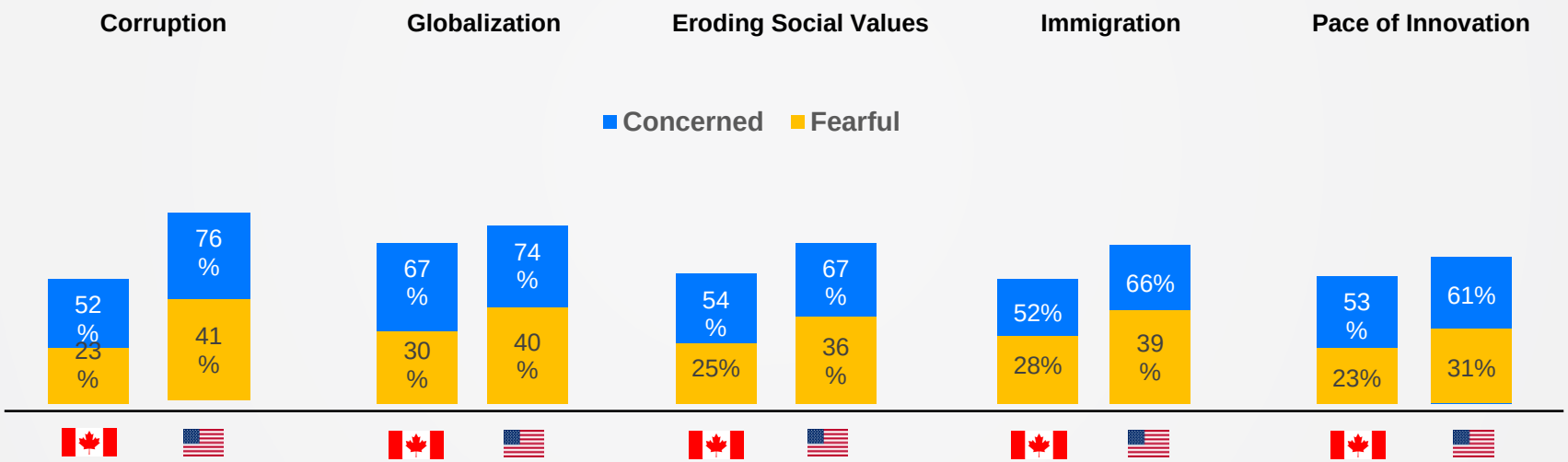
LEADERSHIP

"I do not have confidence that our current leaders will be able to successfully address our country's challenges."

Source: 2017 Edelman Trust Barometer. Q709-718 For each of the statements below, please indicate how much you agree or disagree. (Top 4 Box, Agree) General Population, Canada.

Canadians share their neighbours' fears and concerns

Per cent of respondents who are concerned or fearful regarding each issue



Source: 2017 Edelman Trust Barometer. Corruption Q685-687, Globalization Q681-684, Eroding social values Q676 and Q758, Immigration Q685, Pace of innovation Q677. General Population, Canada. For details on how the societal fears were measured, please refer to the Technical Appendix.

MOVING FORWARD

Business has an opportunity to lead

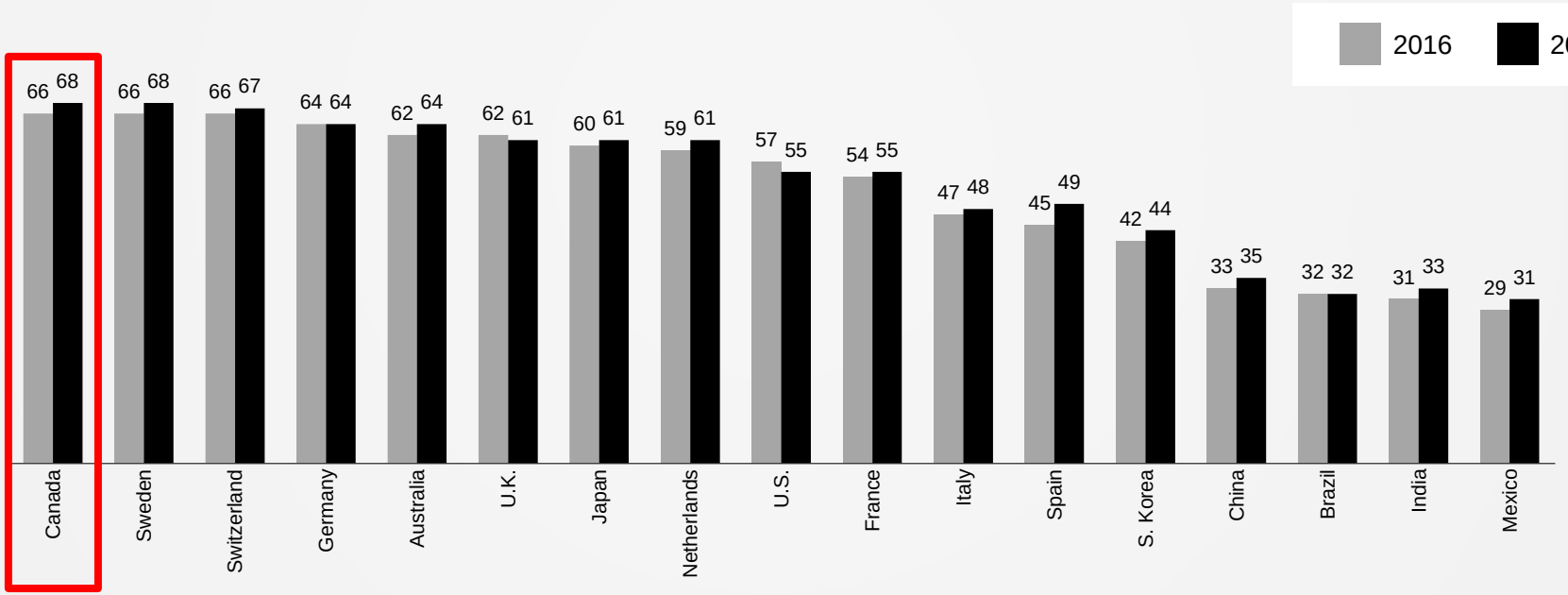
77% agree

“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”

Source: 2017 Edelman Trust Barometer. Q249-757. Please indicate how much you agree or disagree with the following statements? (Top 4 Box, Agree). General Population, Canada, question asked of half the sample.

Canadian companies still ranked highest in global trust

Trust in companies headquartered in each country.



Source: 2017 Edelman Trust Barometer Q26-Q422. Now we would like to focus on global companies headquartered in specific countries. Please indicate how much you trust global companies headquartered in the following countries to do what is right. Use the same nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, Canada.

The Trust-building attributes

Company Importance vs. Performance

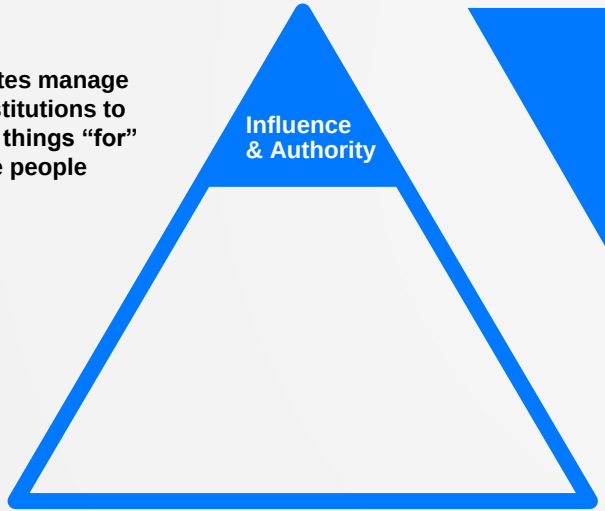
	% Importance	% Performance	Gap
Integrity	**62**	**34**	**28**
Has Ethical Business Practices	66	37	29
Takes Responsible Actions To Address An Issue Or A Crisis	61	34	27
Has Transparent And Open Business Practices	58	32	26
Engagement	**62**	**35**	**27**
Treats Employees Well	68	38	30
Listens To Customer Needs And Feedback	63	36	27
Places Customers Ahead Of Profits	62	33	29
Communicates Frequently And Honestly On The State Of Its Business	54	32	22
Products	**51**	**36**	**15**
Offers High Quality Products Or Services	62	38	24
Is An Innovator Of New Products, Services Or Ideas	40	33	7
Purpose	**45**	**28**	**17**
Works To Protect And Improve The Environment	54	31	23
Creates Programs That Positively Impact The Local Community	47	30	17
Addresses Society's Needs In Its Everyday Business	44	28	16
Partners With NGOs, Government And Third Parties To Address Societal Issues	36	25	11
Operations	**39**	**30**	**9**
Has Highly-Regarded And Widely Admired Top Leadership	43	28	15
Ranks On A Global List Of Top Companies, Such As Best To Work For Or Most Admired	37	30	7
Delivers Consistent Financial Returns To Investors	38	31	7

Source: 2017 Edelman Trust Barometer Q80-639. How important is each of the following attributes to building your TRUST in a company? Use a 9-point scale where one means that attribute is “not at all important to building your trust” and nine means it is “extremely important to building your trust” in a company. (Top 2 Box, Importance) Q114-654. Please rate businesses in general on how well you think they are performing on each of the following attributes. Use a 9-point scale where one means they are “performing extremely poorly" and nine means they are “performing extremely well". (Top 2 Box, Performance) General Population, Canada.

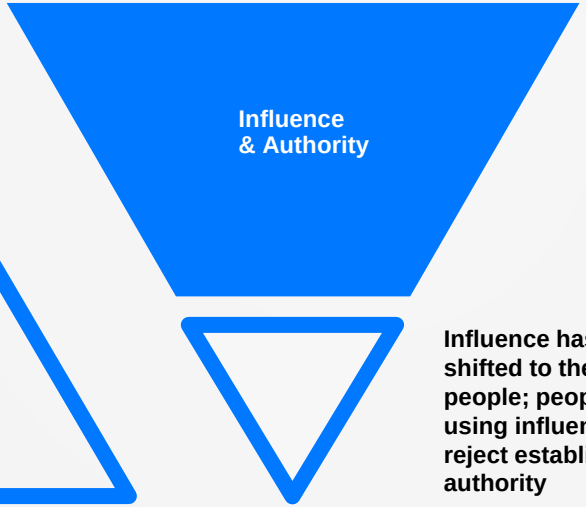
A fundamental shift

Old Model: *for* the People

Elites manage institutions to do things “for” the people

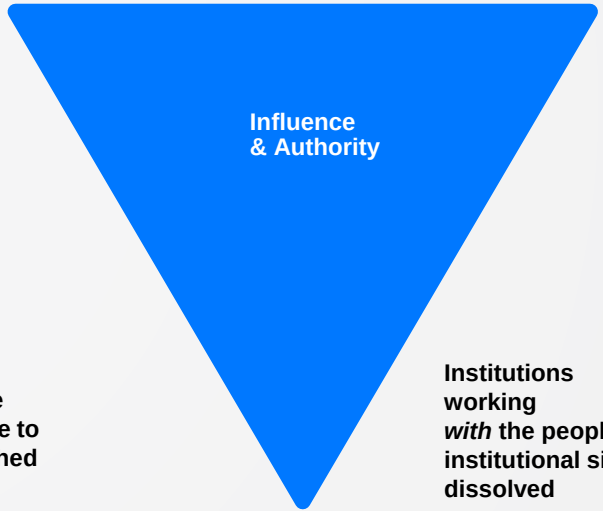


Current Tension



Influence has shifted to the people; people using influence to reject established authority

New Model: *with* the People



Institutions working *with* the people; institutional silos dissolved

KEY TAKEAWAYS

1

CANADA IS NOT IMMUNE TO THE RISE OF POPULISM

2

BUSINESS CANNOT BE COMPLACENT: FIND A WAY TO CONTRIBUTE TO SOCIETY

3

DON’T BE AFRAID TO ENGAGE

4

BE HUMAN
#AUTHENTIC

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