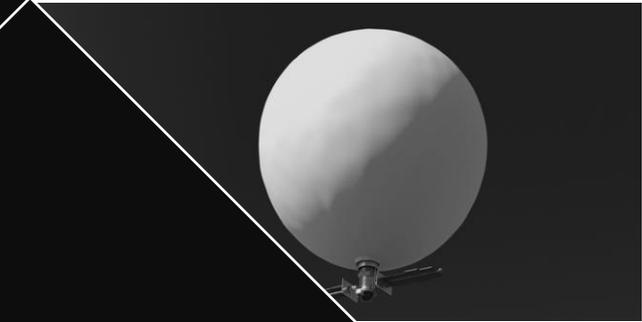
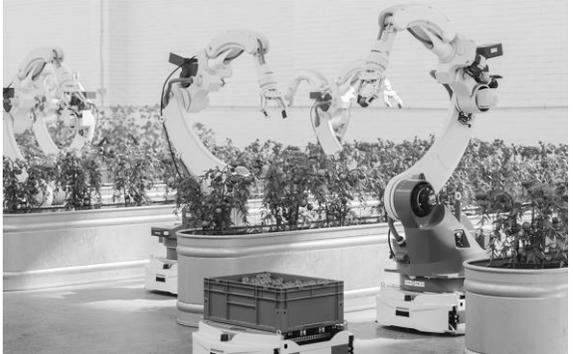


2024 Edelman Trust Barometer

Canada Report



2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023



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

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.

The sample size varies by country from 1,109 to 1,500.
 28-market global data margin of error: General population +/- 0.7 percentage points (n=32,492)
 Country-specific data margin of error: General population +/- 3.3 to 3.9 percentage points (varies by country based on sample size, n=1,109 to n=1,500)
 Margin of error is calculated at the 99% confidence level

Global averages

Unless otherwise indicated, global averages are composed of all 28 countries surveyed.

Statistical significance



Indicates a statistically meaningful difference or change in the data that is unlikely to be due to chance or a random fluctuation.

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

Shortened question text

Throughout the report, question text has been edited for readability.

For more details on global averages, country-specific sample information, or to see the full text for any shortened statements, please see the Technical Appendix



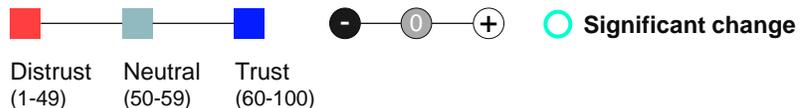
2023 in Canada



Trust Index 2023 to 2024: Developing Countries Lead on Trust

Trust Index

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



2024 Trust Index among

Developing countries **63**

Developed countries **49**

2024 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, 28-mkt avg., and by developed and developing countries. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.

Due to a translation inconsistency in France, the 2023 Trust Index has been imputed using a model. For more details, please see the Technical Appendix.

2023 General population

55	Global 28
83	China
75	Indonesia
74	UAE
73	India
71	Saudi Arabia
66	Singapore
66	Thailand
63	Kenya
62	Malaysia
61	Mexico
56	Nigeria
54	Netherlands
53	Brazil
52	Canada 🇨🇦
51	Colombia
50	Italy
49	Sweden
48	Australia
48	Ireland
48	U.S.
47	France
47	S. Africa
46	Germany
44	Spain
43	UK
42	Argentina
38	Japan
36	S. Korea

2024 General population

56	Global 28
79	China
76	India
74	UAE
73	Indonesia
72	Saudi Arabia
70	Thailand
68	Malaysia
67	Singapore
64	Kenya
61	Nigeria
59	Mexico
56	Netherlands
53	Brazil
53	Canada 🇨🇦
52	Australia
50	Italy
49	S. Africa
49	Sweden
47	Colombia
47	France
47	Ireland
46	Spain
46	U.S.
45	Germany
43	S. Korea
39	Argentina
39	Japan
39	UK

Greatest changes in

S. Korea	+7
Malaysia	+6
Nigeria	+5
Thailand	+4
Australia	+4
China	-4
Colombia	-4
UK	-4

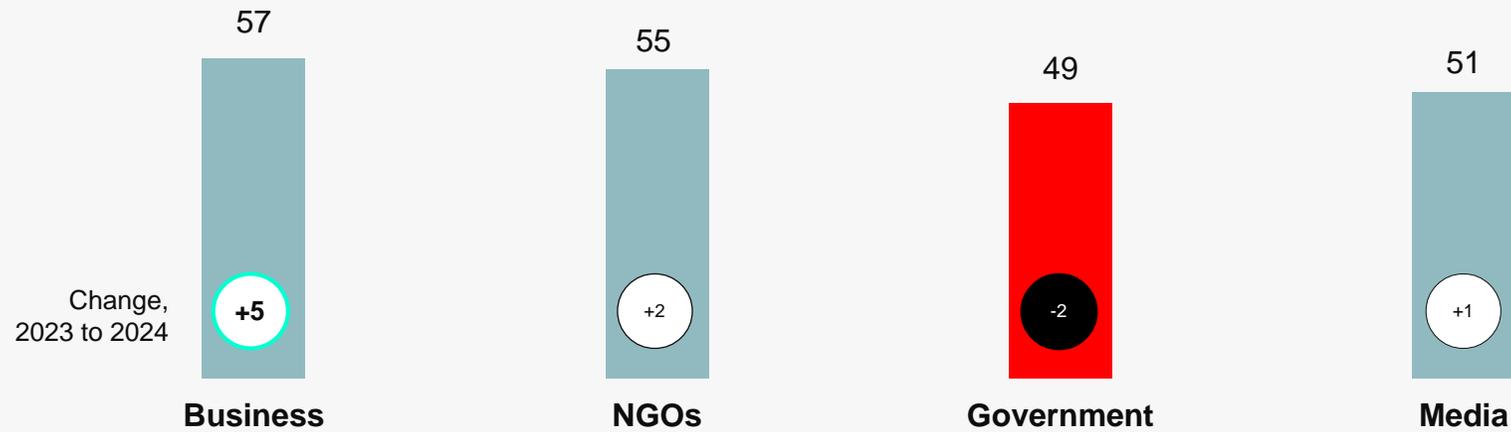
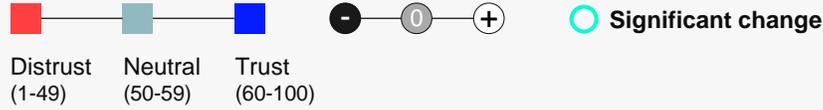
*UK now among
least-trusting countries*



Business is the Only Institution with Significant Trust Gain

Percent trust in Canada

GLOBAL 28



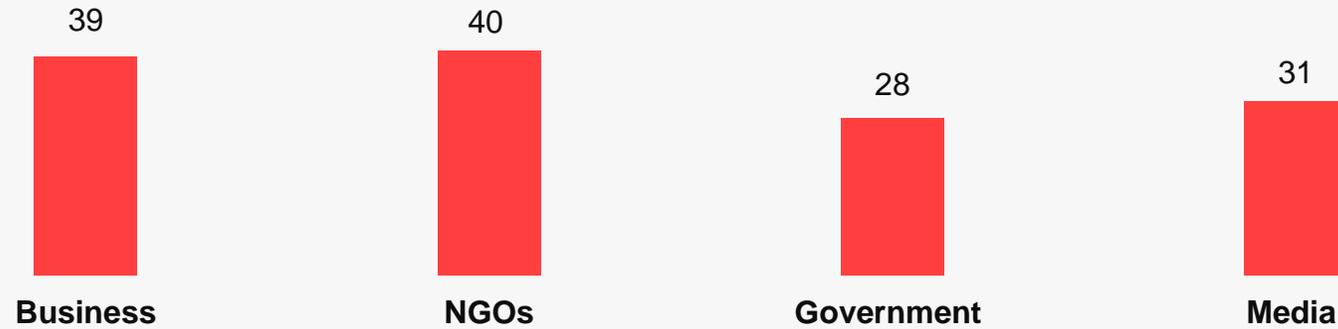
2024 Edelman Trust Barometer. TRU_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Canada. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Different Trust Story Among Indigenous Respondents

Percent Trust Among Indigenous Peoples in Canada

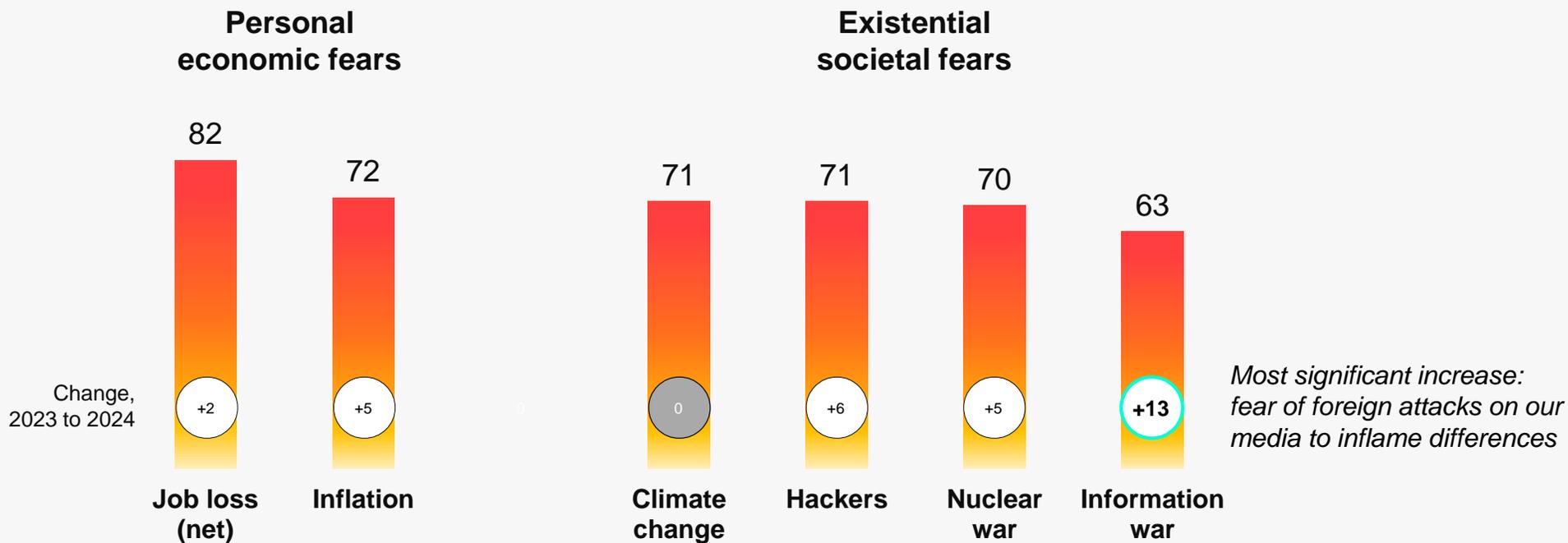
**Edelman
Canada on
Indigenous
Peoples Trust**



Fears and Concerns Come From Everywhere

In Canada, percent who worry about...

0
+
● Significant change

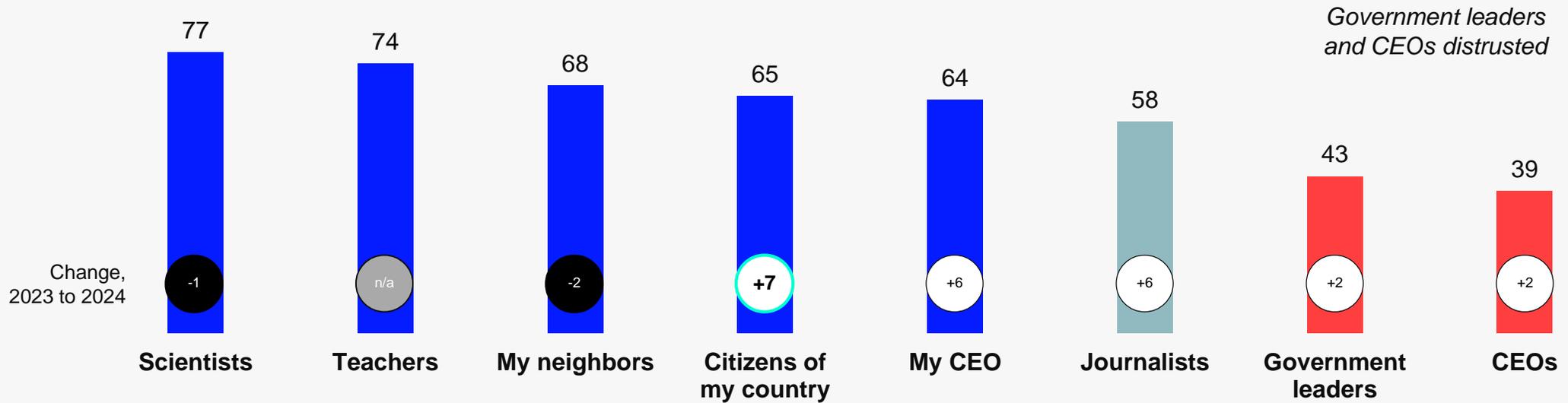


2024 Edelman Trust Barometer. POP_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-point scale; top 4 box, worry. Some attributes asked of half the sample. 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. Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



Traditional Leaders are the Most Distrusted

Percent who trust to do what is right, in Canada



2024 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right. 9-point scale; top 4 box, trust. Attributes asked of half the sample. General population, Canada. "My CEO" only shown to those who are an employee of an organization (Q43/1). Year-over-year changes were tested for significance using a t-test set at the 99%+ confidence level.



The Decline of Authority



Canadians feel Establishment Leaders Are Lying to Us

Percent who worry, in Canada

0 Significant change



Government leaders



Business leaders



Journalists and reporters

are **purposely trying to mislead people** by saying things they know are false or gross exaggerations



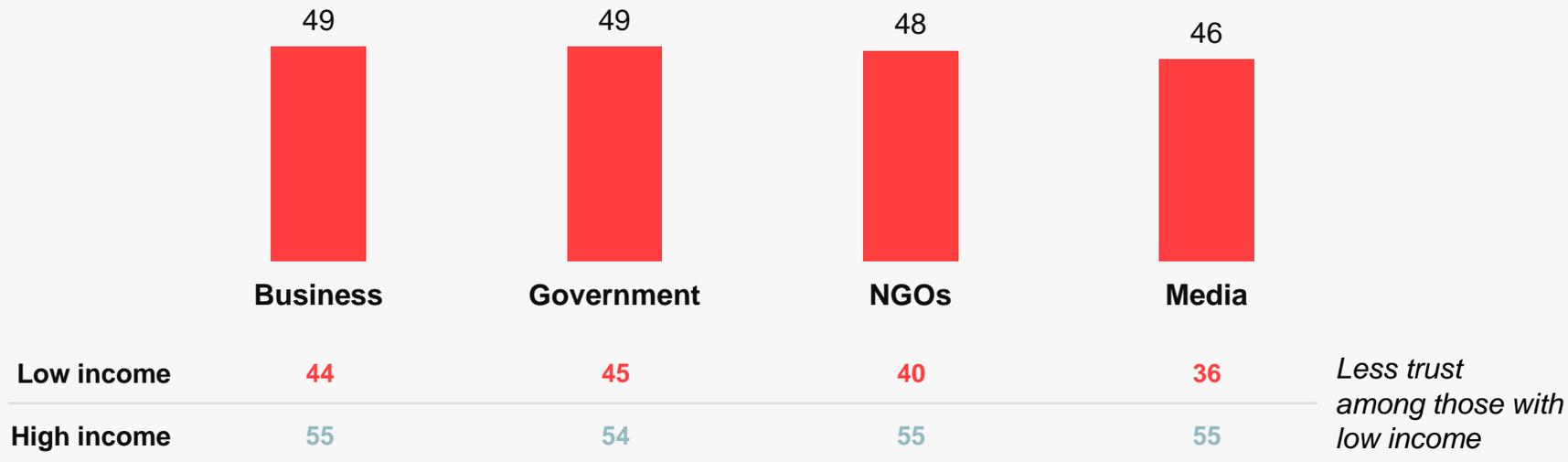
All Institutions Distrusted to Integrate Innovation into Society

Percent trust, in Canada



I trust each with the introduction of innovations
into society, ensuring they are

- *Safe*
- *Understood by the public*
- *Beneficial*
- *Accessible*

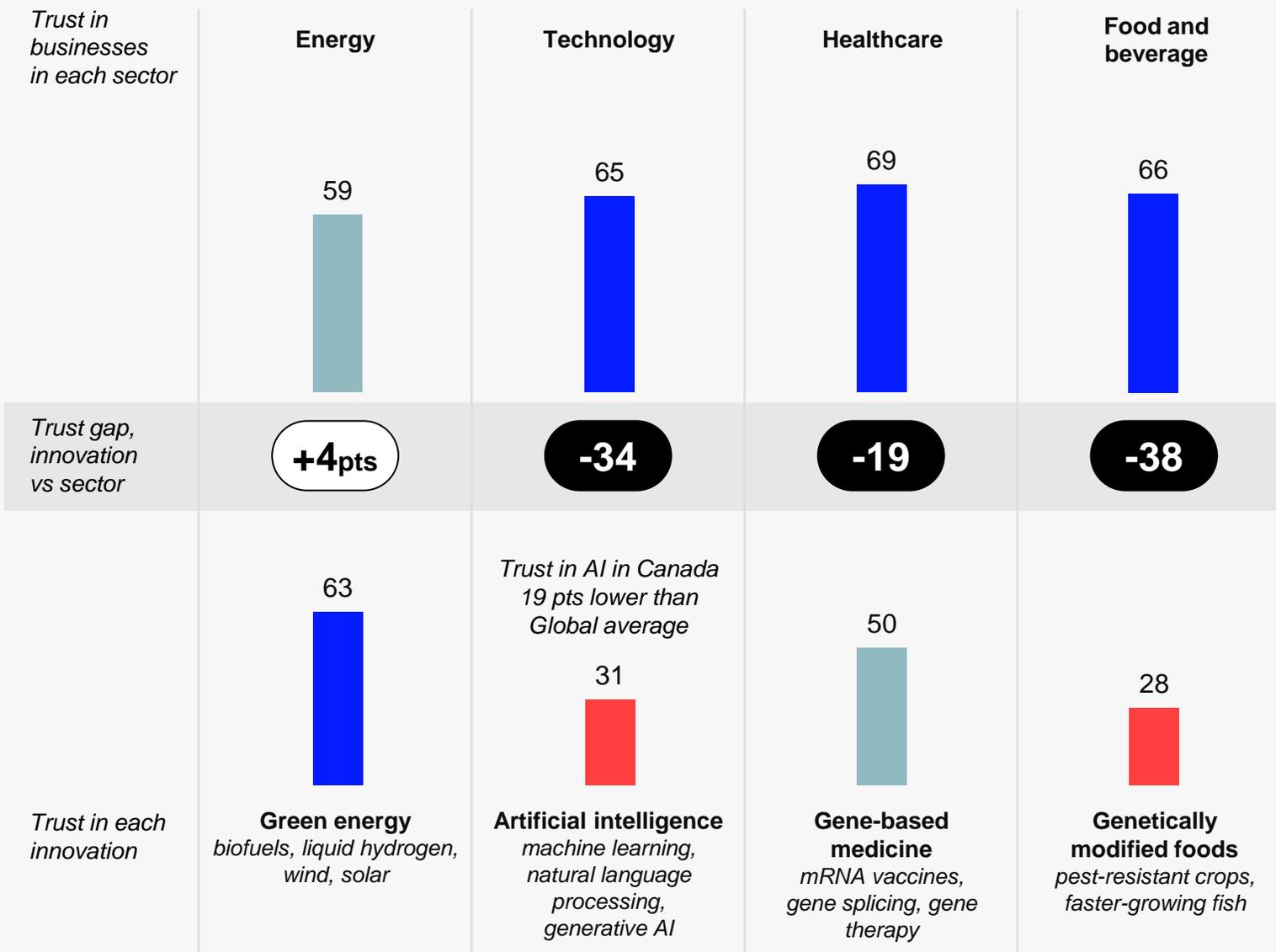
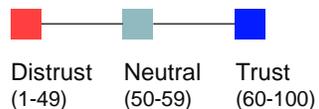


2024 Edelman Trust Barometer. TRU_INS_TCNG. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right when it comes to ensuring that the introduction of new technologies and innovations into society is well-managed (e.g., they are safe, understood by the public, beneficial to society as a whole, and accessible to the people who need them). 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Canada, and by income.



Trust in Industry Sectors Does Not Guarantee Trust in Industry Innovations

Percent trust, in Canada



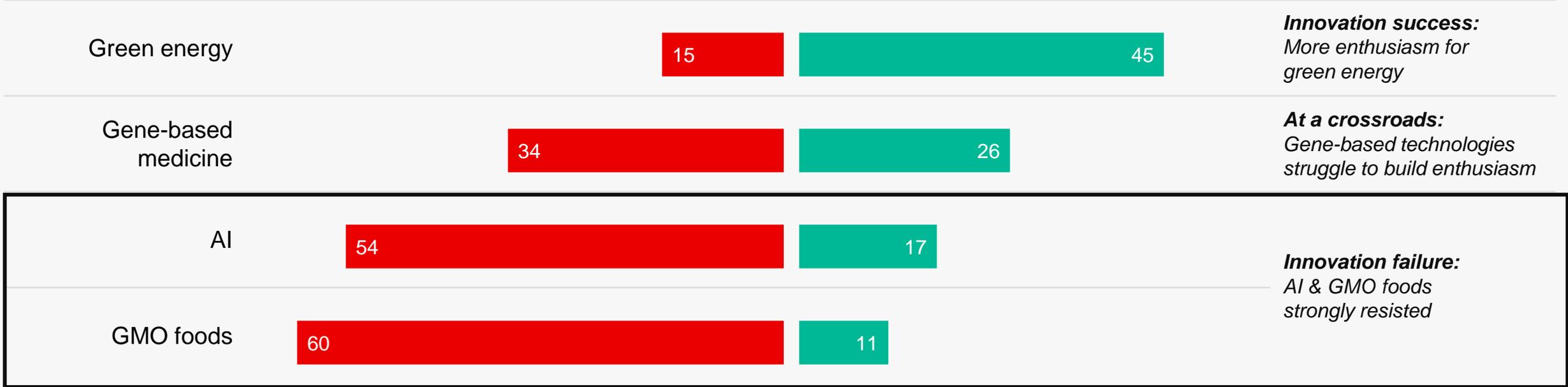
 2024 Edelman Trust Barometer. TRU_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. 9-point scale; top 4 box, trust. Question asked of half the sample. TEC_TRU. How much do you trust each of these technologies? 9-point scale; top 4 box, trust. Question asked of half the sample. General population, Canada, 28-mkt avg.



Acceptance of Innovation at Stake

Percent who say, in Canada

I reject this innovation I embrace this innovation



Putting Innovation on Trial



Concerned Government and Scientists Lack Competence and Neutrality

Percent who agree, in Canada

Government regulators **lack adequate understanding of emerging technologies to regulate them effectively**

63%

Science has become **politicized** in this country

59%

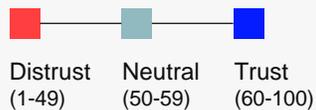
Scientists do not know how to **communicate with people like me**

41%

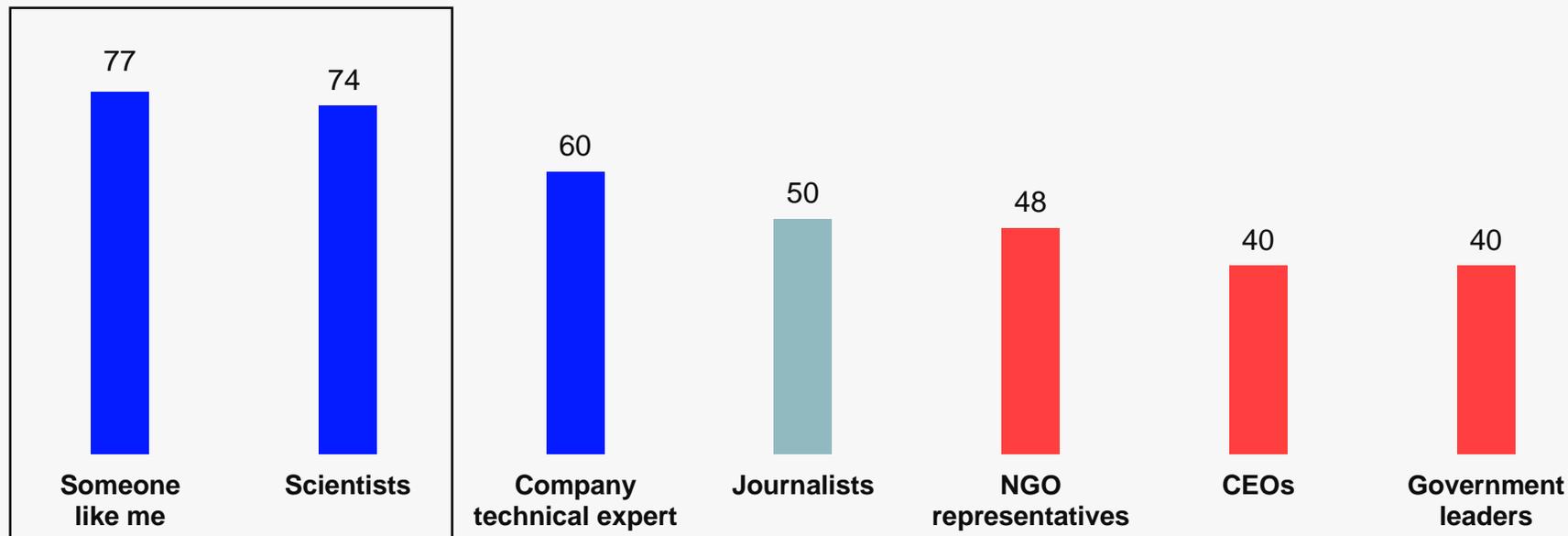


Dispersion of Authority: Peers on Par With Scientists

Percent trust in, Canada



I trust each to tell me the truth about new innovations and technologies

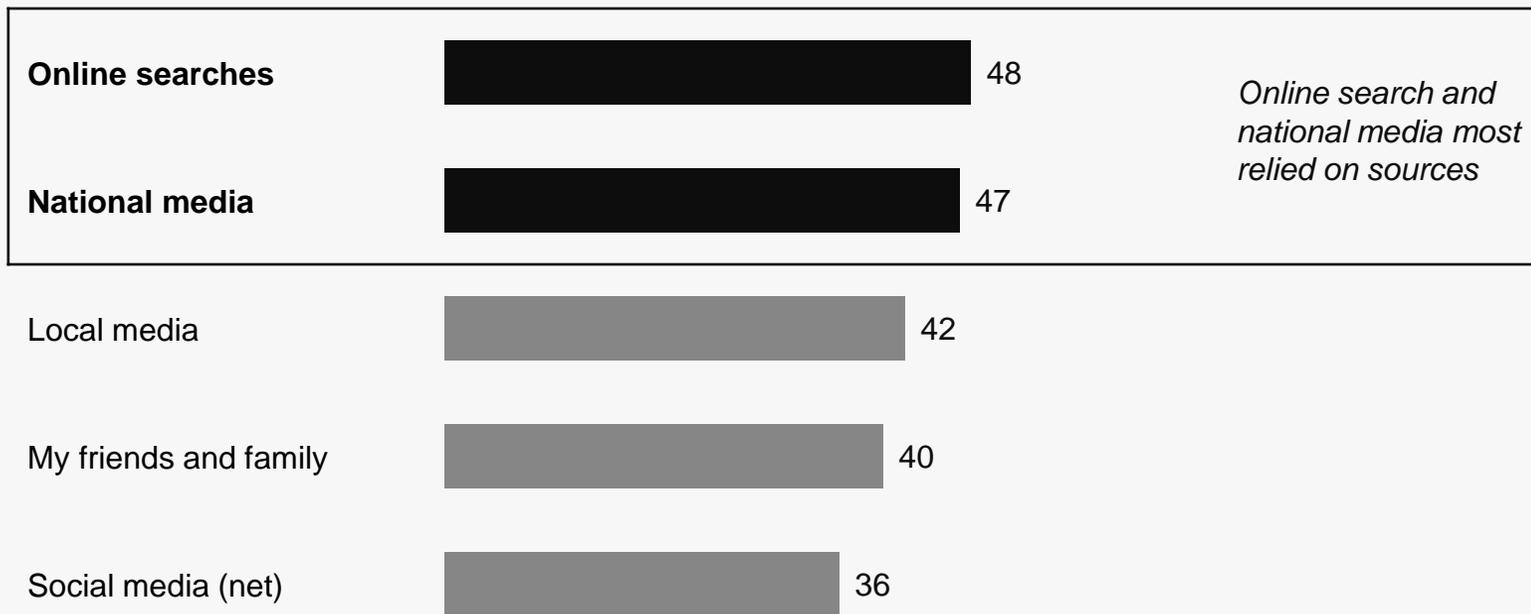


I'm Doing My Own Research: Help Me Find Information I Can Trust

Percent who say, in Canada

This is where I get most of my information about new technologies and innovations

Showing top 5 of 9 items



Restoring Trust in the Promise of Innovation



CEOs: Address Impacts of Innovation in Society

Percent who say, Canada

I expect CEOs to **manage changes occurring in society**, not just those occurring in their business

59%

If **business partners with government**, I would trust it more with technology-led changes

52%



Pathways To Innovation Trust For Each Institution

Percent who say this is important to earning or keeping their trust in each institution to be good managers of change, in Canada, showing the top 3 actions

Across institutions, listening is a top 3 trust-building action

Business	%
Hear our concerns, let us ask questions	81
Keep innovations affordable	81
Fully test new innovations	81

NGOs	%
Hear our concerns, let us ask questions	78
Help people keep up	76
Communicate pluses and minuses	75

Government	%
Hear our concerns, let us ask questions	80
Assess, then inform me on innovation impact	78
Ensure our future prosperity	77

Media	%
Communicate pluses and minuses	79
Investigate innovations	79
Hear our concerns, let us ask questions	78



Restoring Trust in the Promise of Innovation

1

Implementation as important as invention

Mismanaged innovations are as likely to ignite backlash as advance society. With breakthroughs like AI, vaccines, and green energy on the line, explaining the science and managing impacts is essential.

2

Meet people where they are

Respondents expect to find information online and in traditional media channels, and through both scientists and people like them. This balanced approach should be at the core of any communication around innovation.

3

Science must integrate with society

Scientists are still trusted—but increasingly subject to public scrutiny. To build trust in expert recommendations, explain the research, engage in dialogue, and harness peer voices as advocates.

4

Innovation as a Dialogue

When people feel in control over how innovations affect their lives, they are more likely to embrace them, not resist them. Listen for concerns, be open to questions.

