

NAVIGATOR

DISCOVER

KEY FINDINGS

May 11, 2021

Stakeholder Trust: Pandemic Trust Progression Scores



Survey Methodology



Discover by Navigator undertook a survey among 1500 Canadian adults.

Study Population:

Canadians aged 18 years of age and older, representative of population nationwide.

Data Collection:

Online survey.

Survey Timing:

Conducted from April 30th to May 4th, 2021.

- Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to Statistics Canada census data.
- For comparison purposes, a probability sample of this size would carry a margin of error of +/- 2.53 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by Discover by Navigator. Detailed results follow.

Sample sizes of survey subgroups:

Region (weighted / unweighted):

- British Columbia (n=207 / 210)
- Alberta (n=168 / 171)
- Manitoba / Saskatchewan (n=97 / 94)
- Ontario (n=578 / 577)
- Quebec (n=348 / 352)
- Atlantic region (n=102 / 96)

Gender (weighted / unweighted):

- Male (n=700 / 707)
- Female (n=791 / 782)

Age Cohort (weighted / unweighted):

- Gen Z (n=190 / 179)
- Millennials (n=355 / 386)
- Gen X (n=399 / 413)
- Boomer (n=490 / 475)
- Silents (n=120 / 96)

Employment (weighted / unweighted):

- Employed full-time (n=540 / 601)
- Employed part-time (n=144 / 142)
- Self-employed (n=84 / 91)

Decided Voter Intent (weighted / unweighted):

- Conservative Party of Canada (n=283 / 280)
- Liberal Party of Canada (n=370 / 386)
- New Democratic Party of Canada (n=237 / 244)
- Green Party of Canada (n=92 / 86)
- The Bloc Québécois (n=83 / 84)

Results: Pandemic Trust Progression Scores



Canadians were asked how much trust they currently have in several organizations, institutions and politicians.

Their sentiments are summarized through a **pandemic trust progression score** which represents the percentage who have gained trust minus the percentage who have lost trust.

Canadian's trust in their political leaders declined sharply at both the federal and provincial level with Ontario and Alberta residents reporting the biggest losses of trust and only Quebec and Atlantic Canada reporting increases in trust.

The Prime Minister is not faring well.

Fully 44% of respondents said they trust Prime Minister Trudeau less now than compared to the start of COVID-19 while just 19% reported trusting the Prime Minister more giving Trudeau a pandemic trust progression score of -25.

The Prime Minister faced his lowest pandemic progression scores in Alberta (-43), British Columbia (-35), Ontario (-28) and Quebec (-14). Trudeau experienced a slight gain in trust in Atlantic Canada (+3).

Results: Pandemic Trust Progression Scores



Some Premiers are in even more trouble.

Provincially, Alberta Premier Jason Kenney experienced the most dramatic decrease in trust with over half of Albertans (54%) saying they trust Kenney less now while only 11% reported trusting him more resulting in a pandemic trust progression score of -41.

Ontario Premier Doug Ford received the second biggest drop in trust with 51% of Ontarians reporting they trust the premier less now while 20% said their trust had increased for a pandemic trust progression score of -31.

BC Premier John Horgan fared slightly better with 35% of British Columbians saying they trust him less now while 22% say they trust him more providing a pandemic trust progression score of -13.

Quebec Premier Francois Legault, in contrast, gained trust with 43% of Quebec respondents saying they trust Legault more now than they did when the pandemic began compared to 20% who trust him less affording Legault a pandemic trust progression score of +23.

Results: Pandemic Trust Progression Scores

“While voting intentions tend to be positive for incumbents right now, this erosion in trust suggests that Canadians may be running out of patience and may soon be shopping around for alternatives. Apart from Premier Legault, incumbents should be a little nervous right now.”

André Turcotte, Associate Principal at Discover by Navigator.

Results: Pandemic Trust Progression Scores



There are starkly different opinions about other stakeholders groups and their performance during the pandemic.

Large business and corporations experienced a significant loss in trust with 32% of Canadians saying they have less trust compared to 14% having more trust for a score of -18. Small and medium businesses fared far better with 31 percent of respondents saying their trust had increased while only 9 percent reported having less trust resulting in a pandemic progression score of +22.

Canadians reported the largest overall rise in trust for doctors and healthcare workers during the pandemic. Almost half (49%) said they trust doctors and healthcare workers more now while only 11% said they trust them less for a total pandemic trust progression score of +38. The scientific community gained the second most trust with a score of +34.

Discover

Pandemic Trust Progression Scores

- Discover is Navigator's full-service, in-house research offering that delivers state-of-the-art research solutions and truly stakeholder-focused insights, while leveraging access to the strength of Navigator's public affairs offering.
- **SOURCE** Navigator Ltd.
- For further information: or to book an interview, please contact: John Fenton, jfenton@navltd.com



- Discover by Navigator is an accredited member of the Canadian Research Insights Council (CRIC), an advocacy organization that represents the research profession in Canada. Its members include many of the country's top research agencies, research-guided companies and other industry partners. CRIC members are held to the highest world-class standards, ethics and best practices in research, analytics, and insights.

Pandemic Trust Progression Scores*



Doctors and other healthcare professionals

49% Trust more
11% Trust less

+38



The scientific community (scientists/researchers)

47% Trust more
13% Trust less

+34



Small and medium sized businesses

31% Trust more
9% Trust less

+22



Your employer

31% Trust more
16% Trust less

+15



Your provincial premier

25% Trust more
40% Trust less

-15



Large business and corporations

14% Trust more
32% Trust less

-18



The Prime Minister

19% Trust more
44% Trust less

-25

Q. Thinking about your personal situation and what you have observed during the pandemic, would you say that you have more, less or about the same trust in the following institutions and organizations?
Base: Total sample (n=1500)
* Pandemic Trust Progression Score = "Trust more" minus "Trust less"

Premiers' Pandemic Trust Progression Scores*



22% Trust more
35% Trust less

-13



13% Trust more
54% Trust less

-41



20% Trust more
51% Trust less

-31

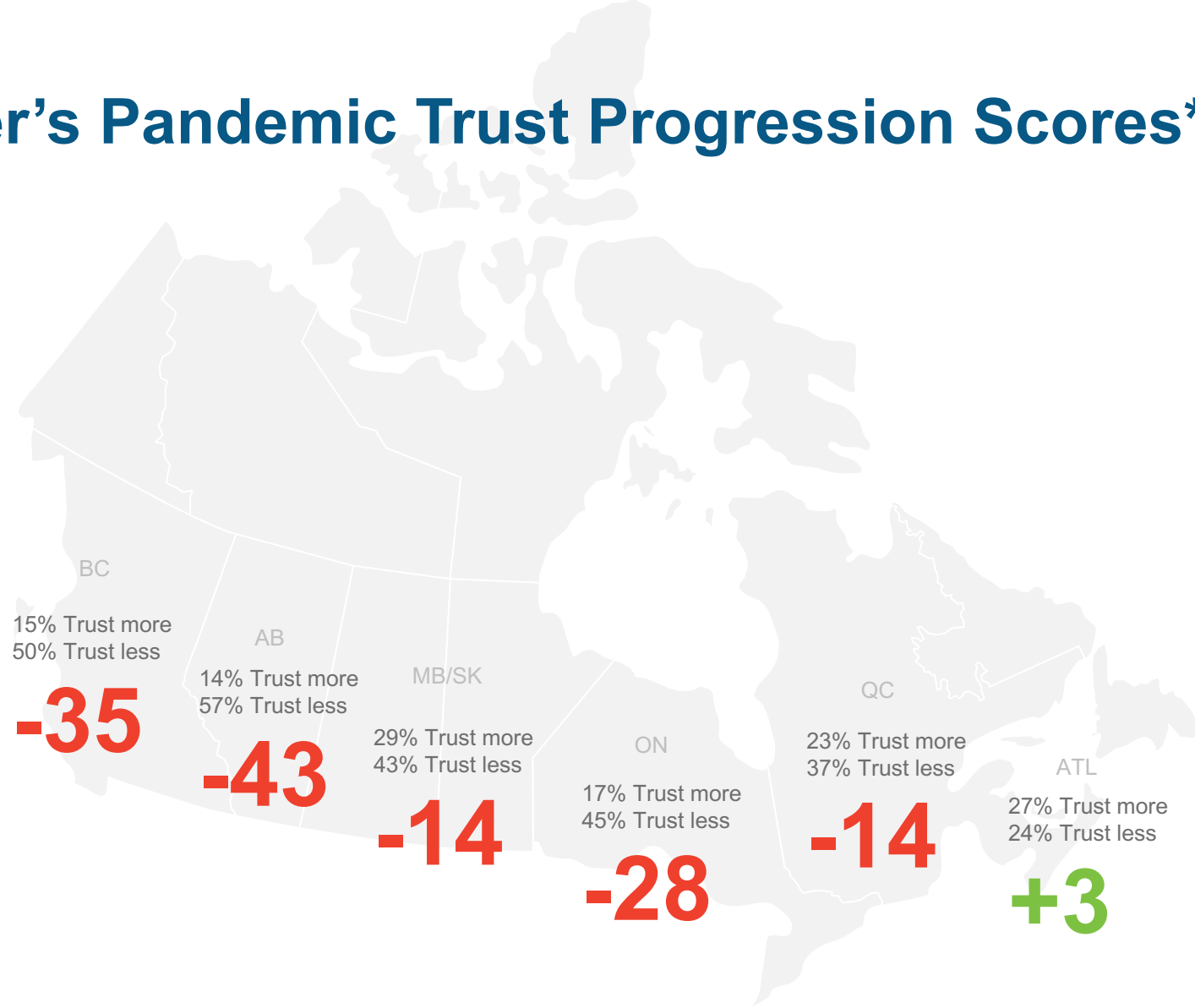


43% Trust more
20% Trust less

+23

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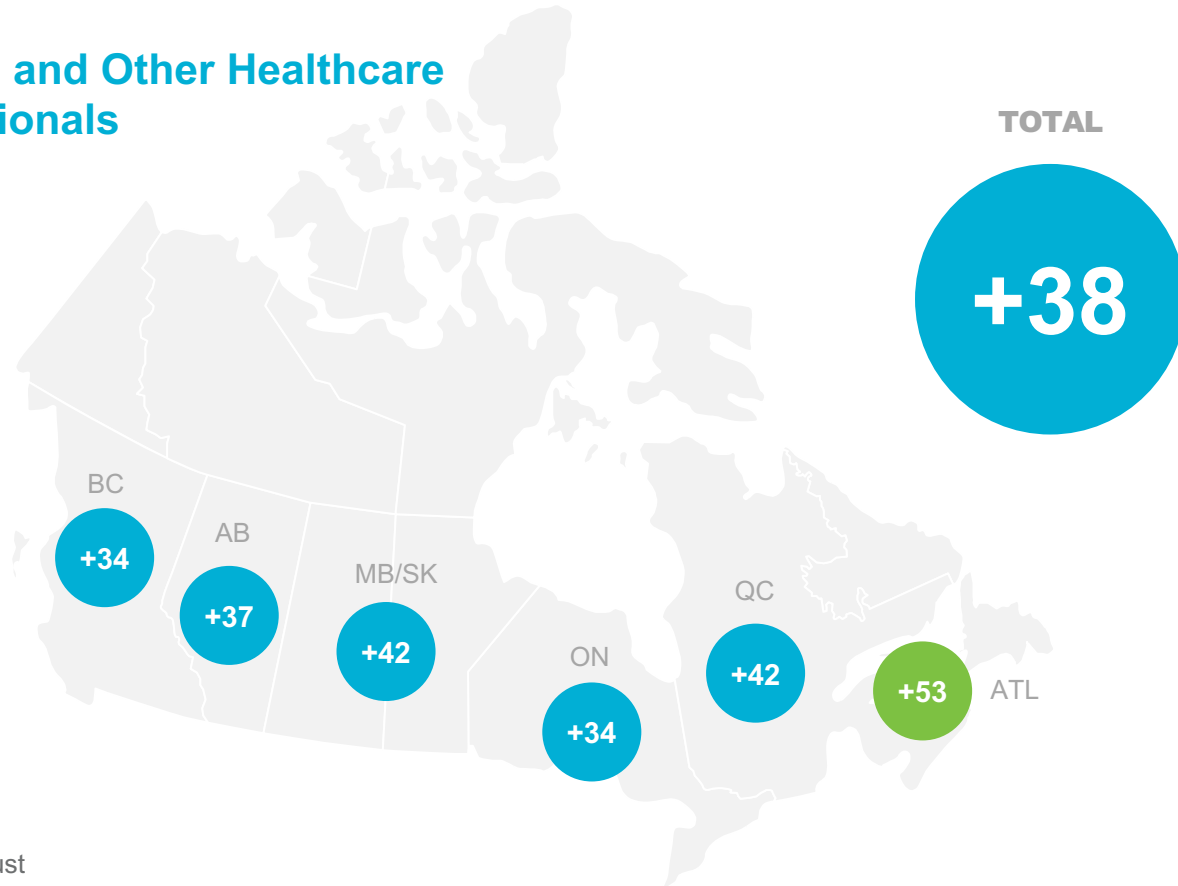
Prime Minister's Pandemic Trust Progression Scores*



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Pandemic Trust Progression Scores*

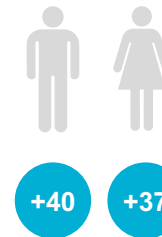
Doctors and Other Healthcare Professionals



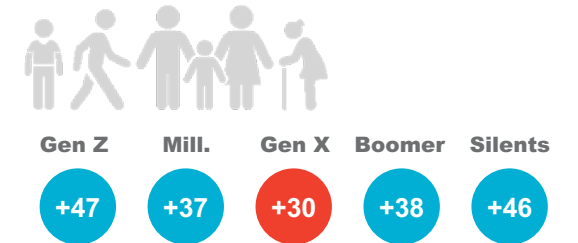
● Higher trust
● Lower trust

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GENDER



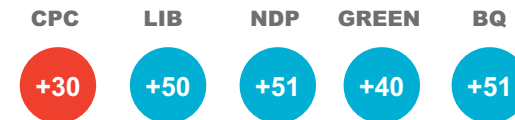
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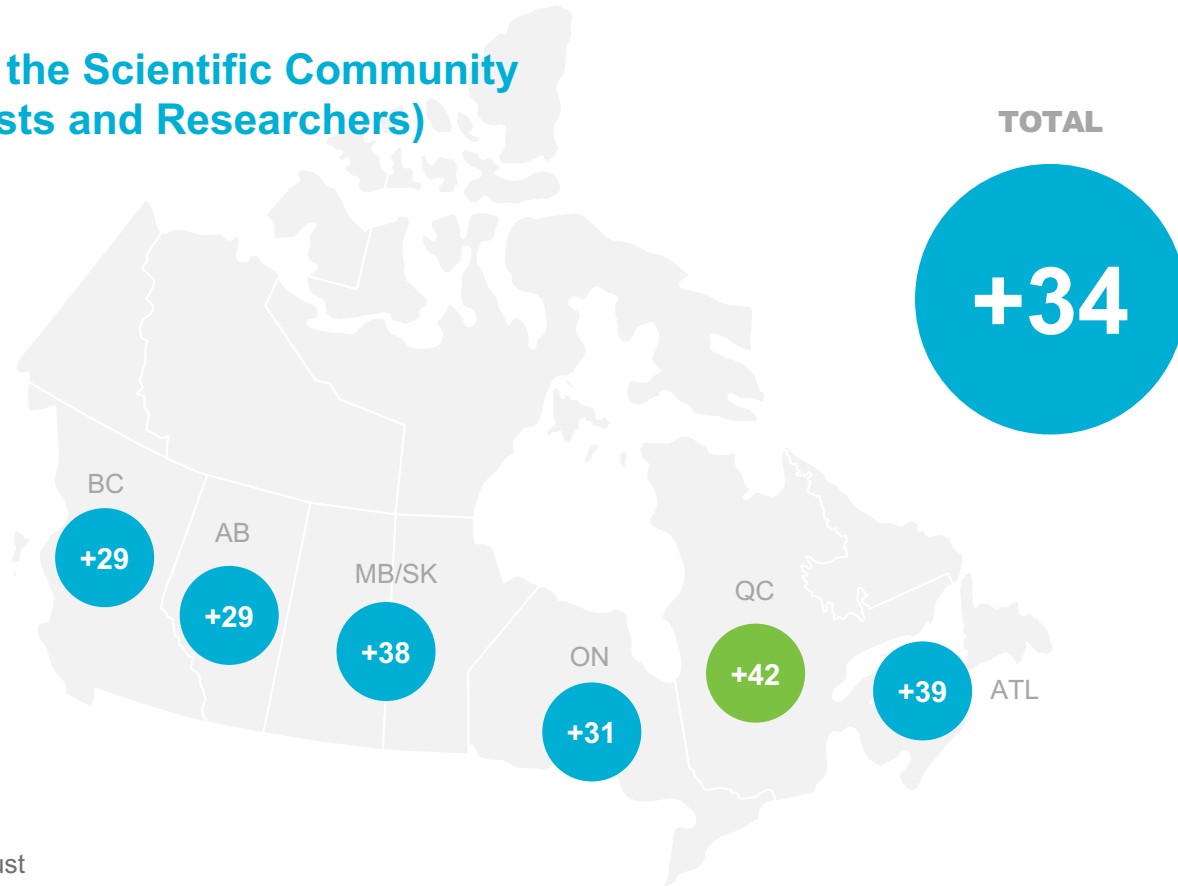


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Pandemic Trust Progression Scores*

Trust in the Scientific Community (Scientists and Researchers)



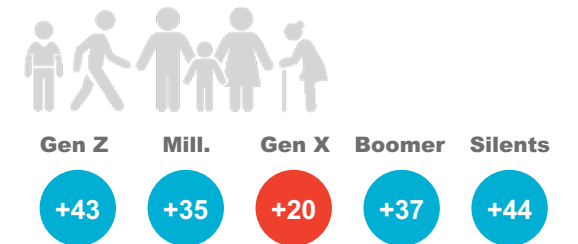
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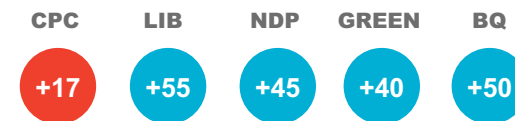
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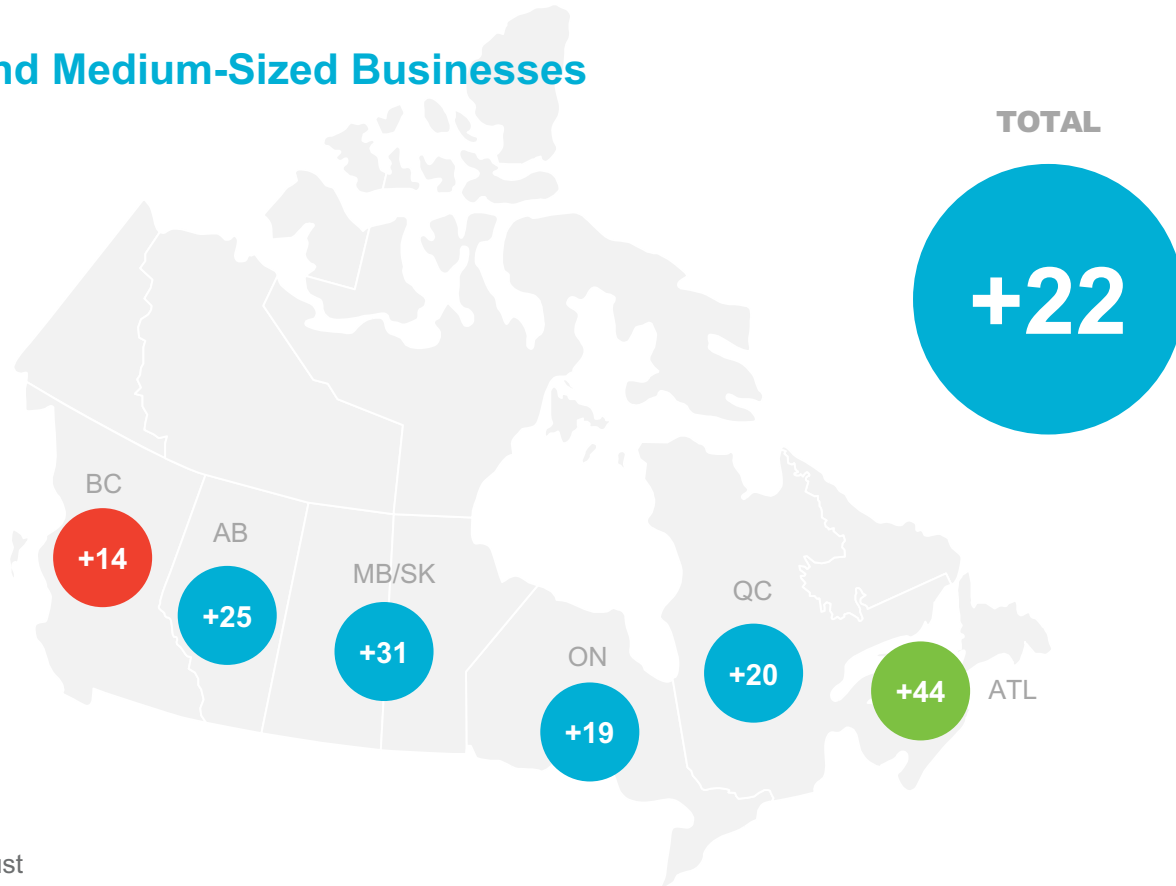


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Pandemic Trust Progression Scores*

Small and Medium-Sized Businesses



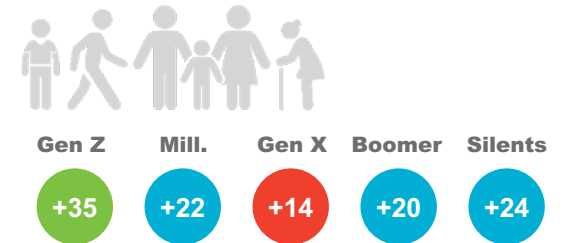
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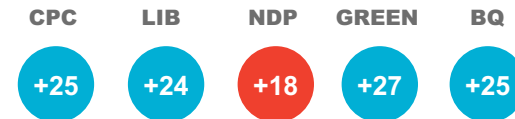
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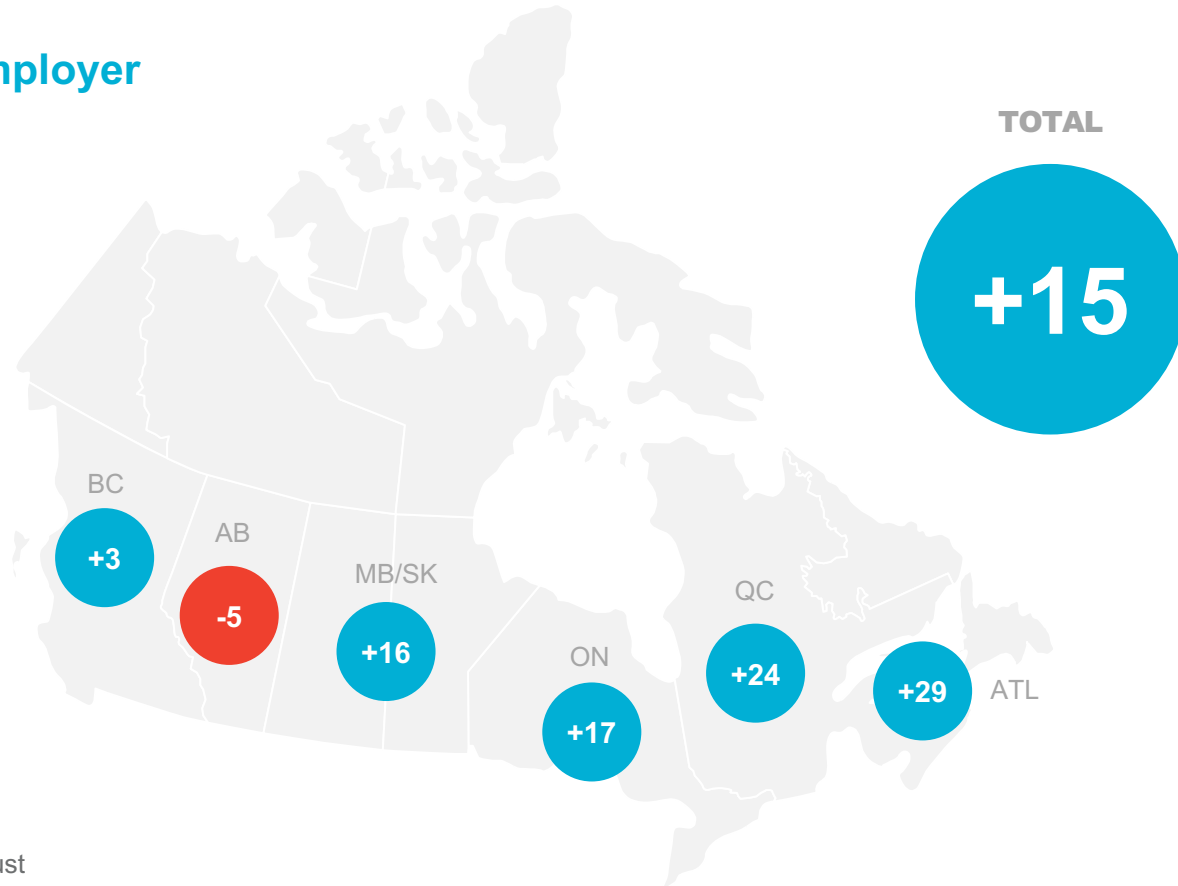


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Pandemic Trust Progression Scores*

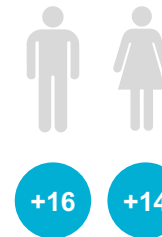
Your Employer



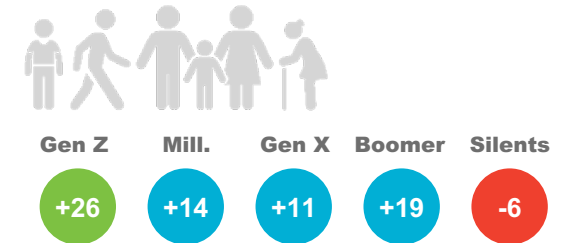
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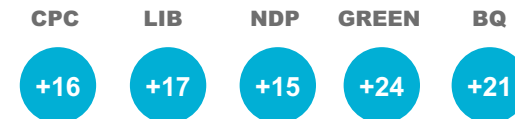
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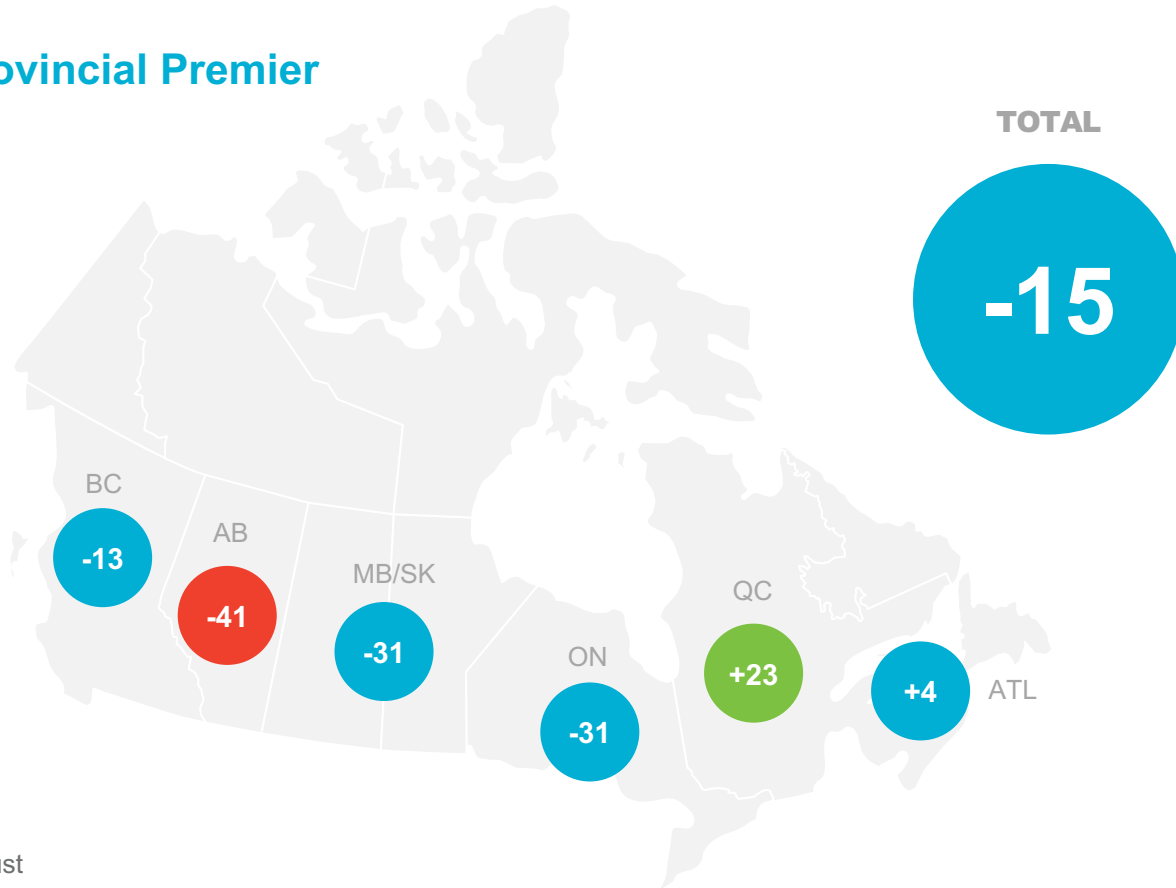


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Pandemic Trust Progression Scores*

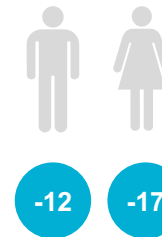
Your Provincial Premier



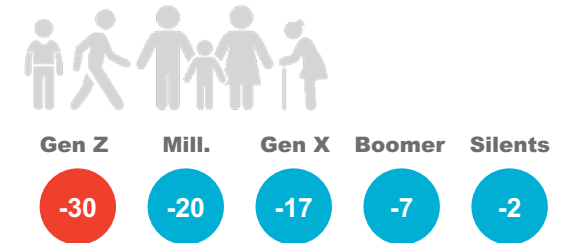
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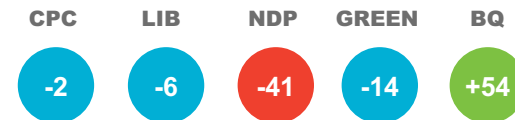
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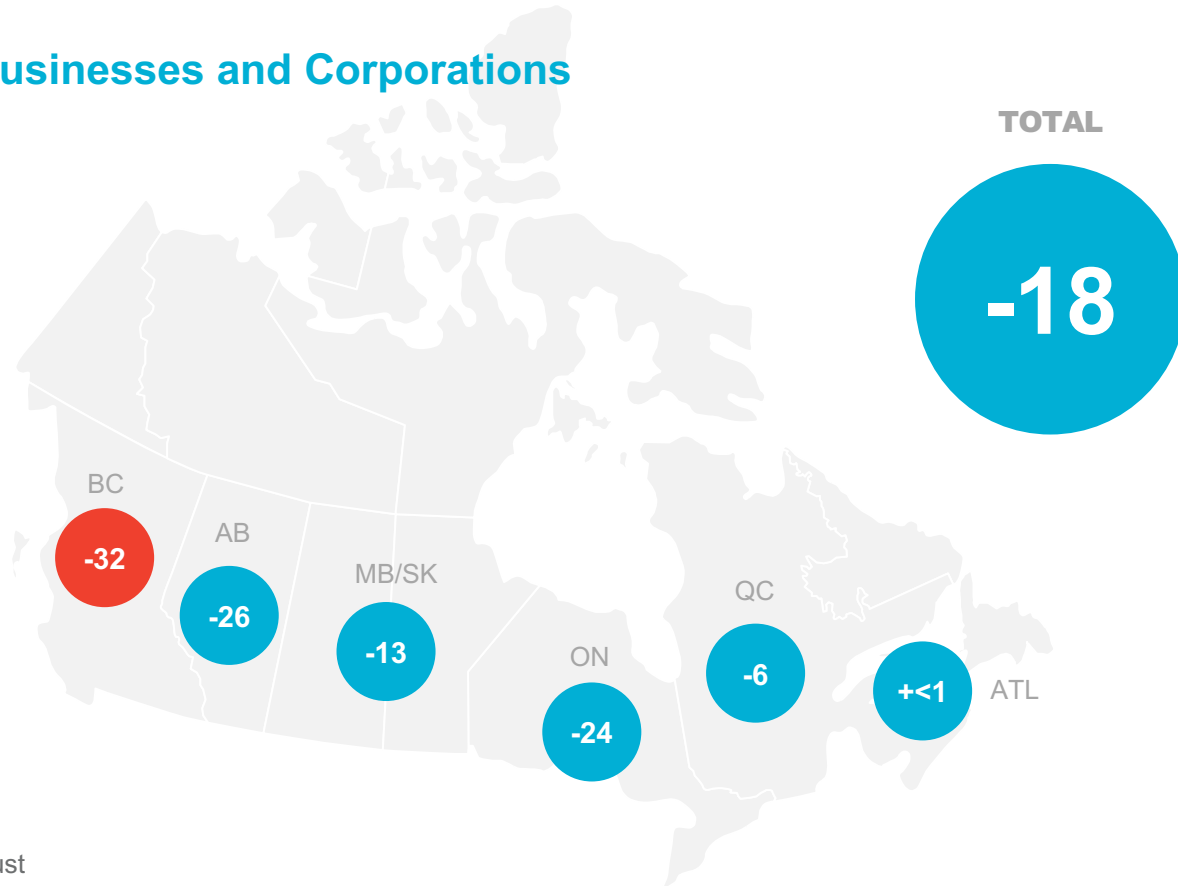


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Pandemic Trust Progression Scores*

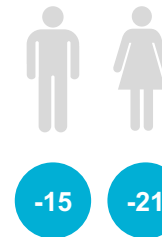
Large Businesses and Corporations



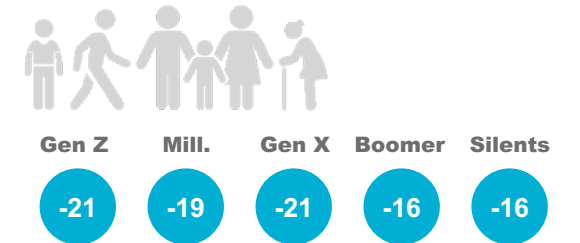
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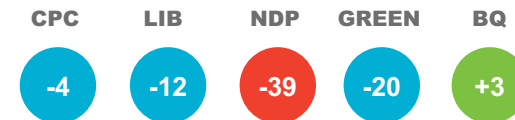
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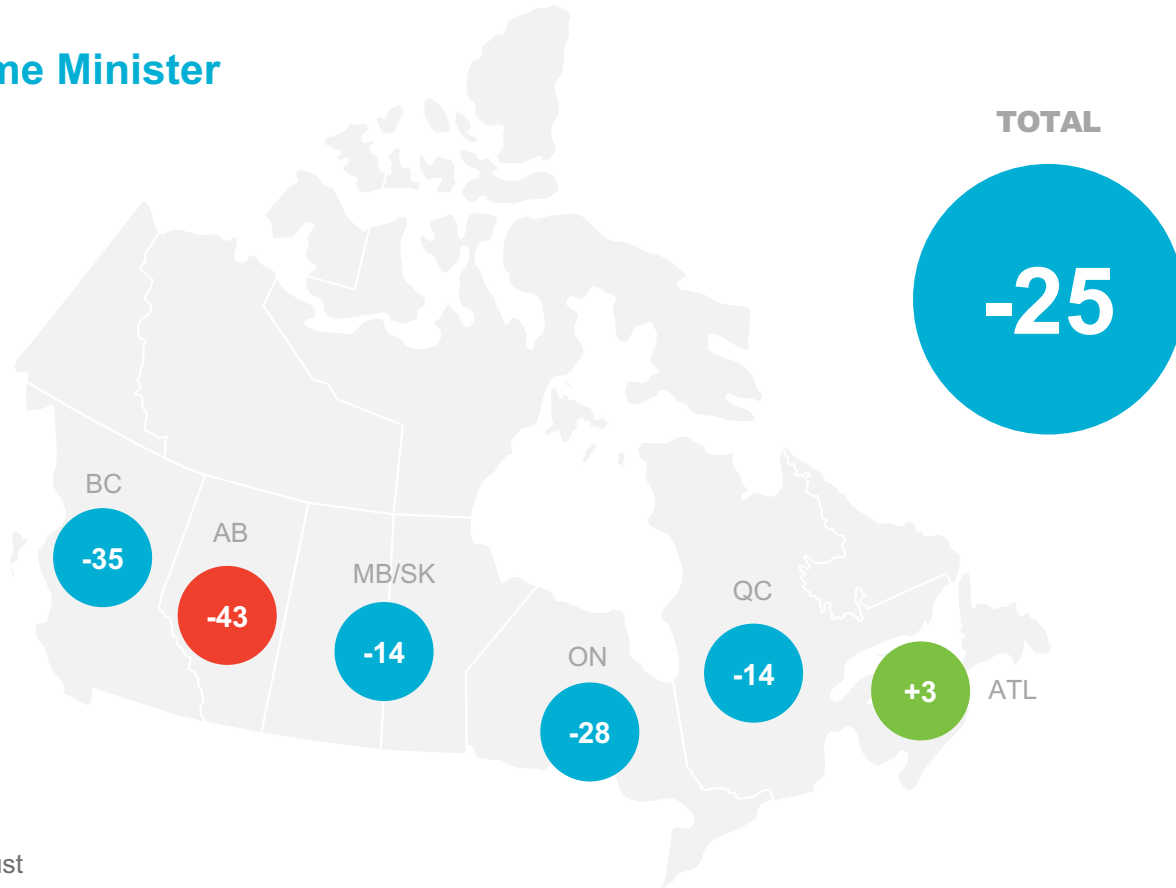


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Pandemic Trust Progression Scores*

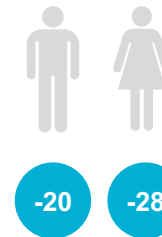
The Prime Minister



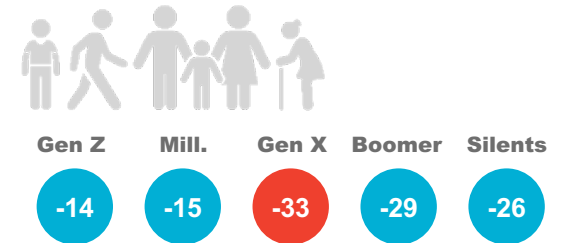
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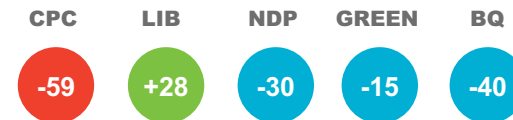
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to lose.®**