

TRUST AND THE PANDEMIC

CANTRUST WAVE THREE UPDATE STUDY

MAY 2021

A black and white photograph of a person wearing a white surgical-style face mask. The person's hair is styled in braids. The background is dark and out of focus.

proof
STRATEGIES

THE PANDEMIC AND TRUST: OUR THIRD WAVE UPDATE

As the third wave of the pandemic brings serious public health impact, hospital overcrowding and vaccination challenges, Proof Strategies examines the changes in trust among Canadians for their elected leaders, scientists, doctors, journalists and vaccines.

Trust can shift quickly in a crisis and our new CanTrust Index research tracks the trends and points to solutions in regions across Canada. Conducted May 1-3, this study gives the latest update on the Canadian trust story. A total of 1,500 interviews were completed across Canada. The sample was designed to replicate the population by region and broader demographics such as age and gender.

Canadians are watching closely and looking for action, with smart, equitable solutions in the battle against COVID-19 and new variants.

We report on whom they trust and pose the question: *which region do you think has done the best job of managing the COVID-19 pandemic, implementing vaccinations and protecting public health during the pandemic?*

1,500 PEOPLE SURVEYED

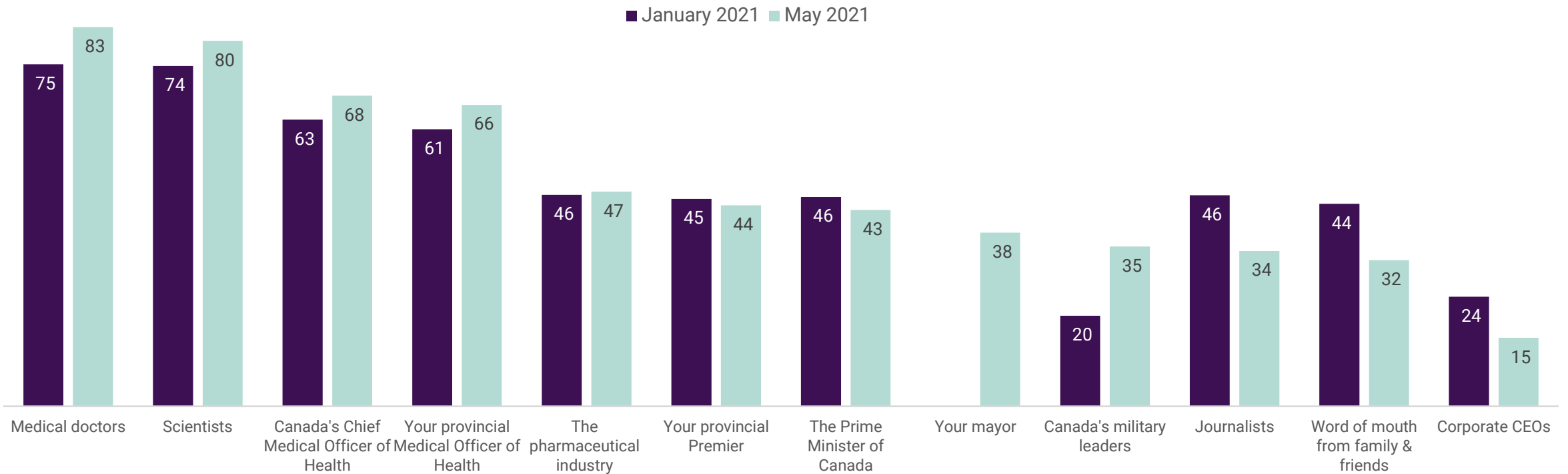
FIELDDED MAY 1-3, 2021

Overall trust in groups of people

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

The medical community & scientists at large remain the most trusted sources of reliable COVID-19 information. Journalists, CEOs and even family & friends have suffered declines since January.

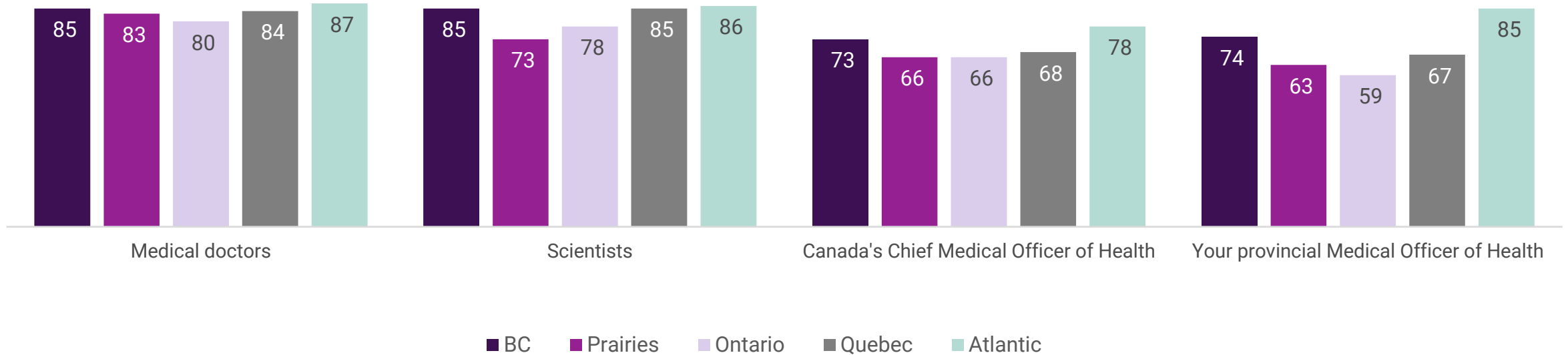


Trust in groups of people by region: medical and science

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

Atlantic Canadians are more trusting of the medical experts and scientific community; Prairie residents less so.

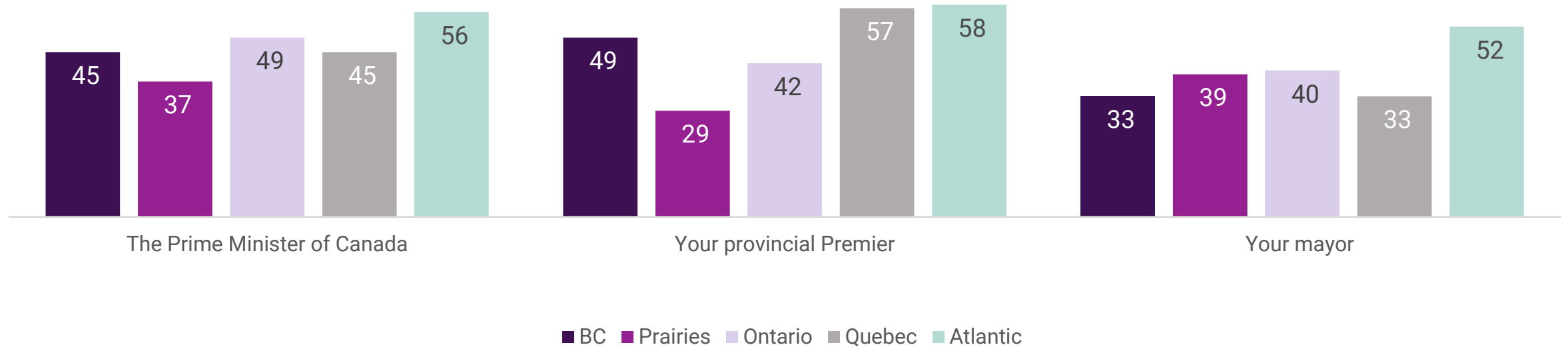


Trust in groups of people by region: political leaders

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

Prairie residents least trusting of political leaders.

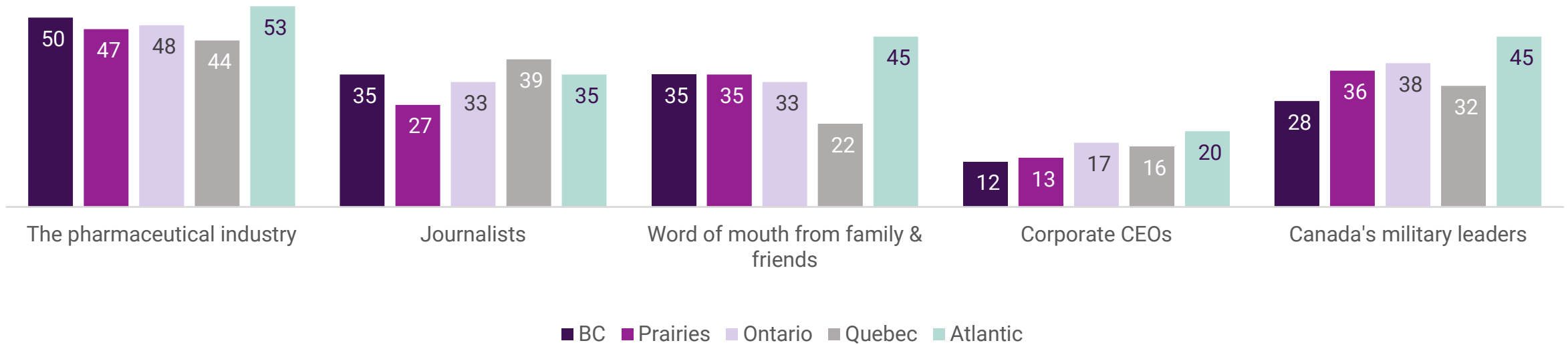


Trust in groups of people by region: other

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

All other groups much lower on the trust score across Canada; although higher scores again shown in Atlantic Canada generally.

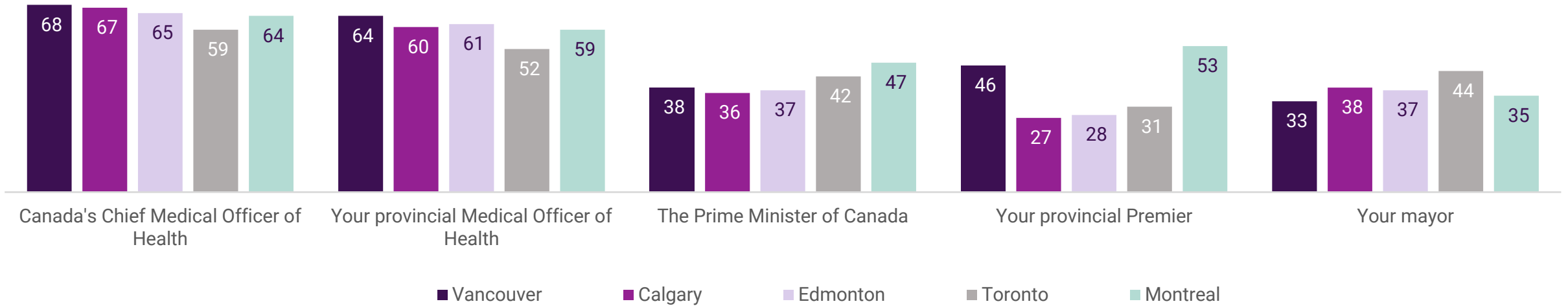


Trust in groups of people by city

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

Toronto residents are less trusting of senior health officials both federally and provincially compared to other major urban centres.

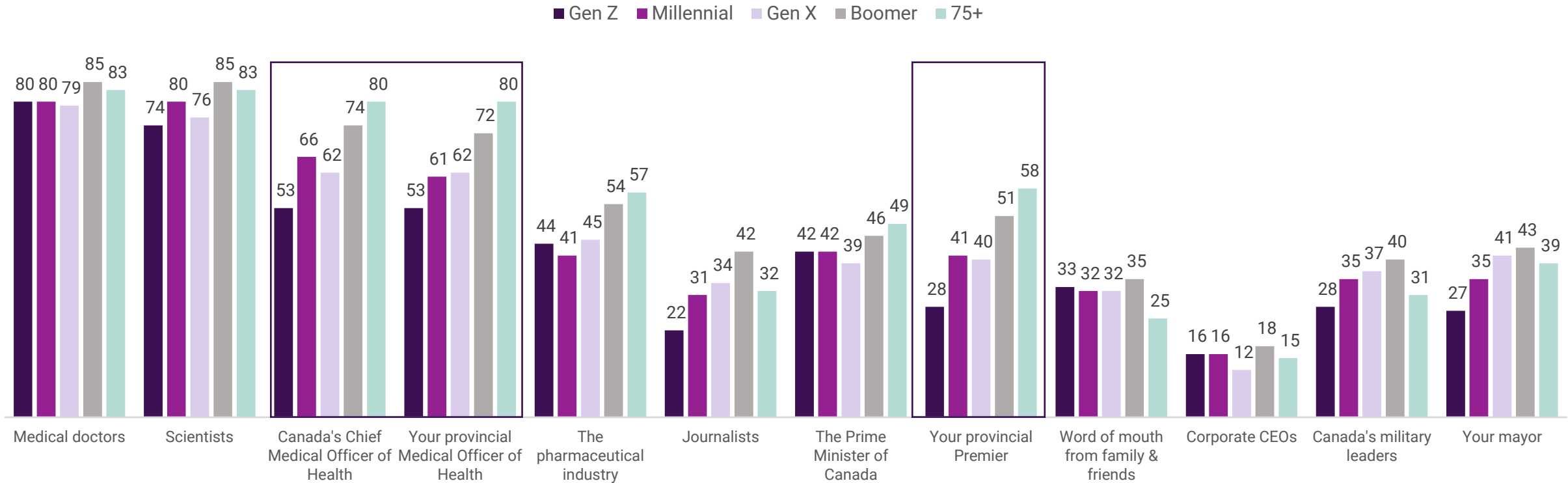


Trust in groups of people by age

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

Younger Canadians least trusting overall.

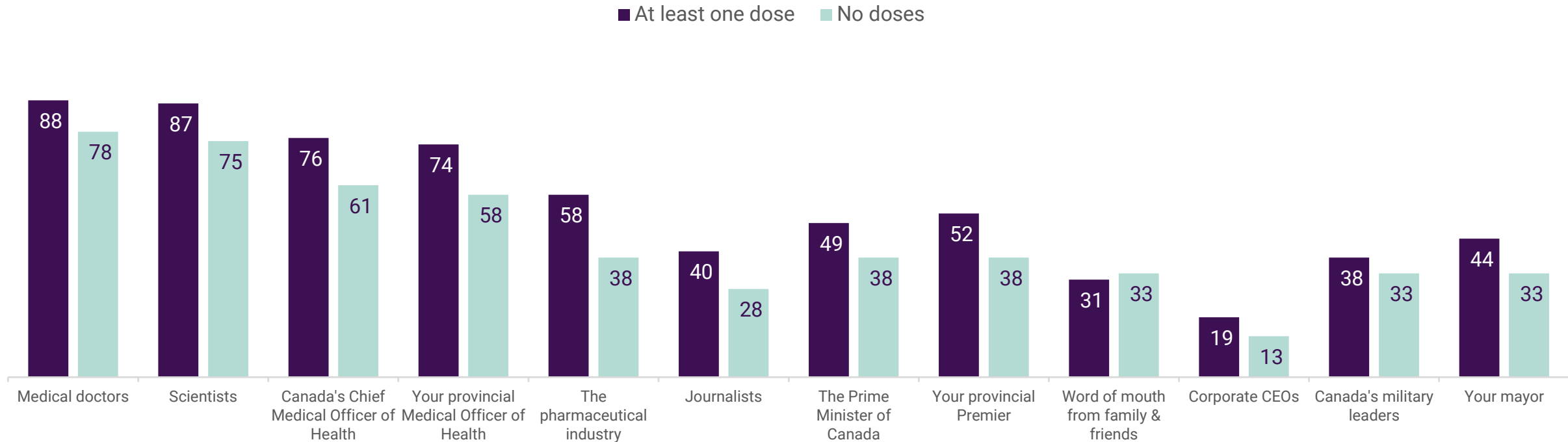


Trust in groups of people by vaccination status

To what extent do you TRUST the following GROUPS OF PEOPLE to provide you with RELIABLE information about COVID-19.

Q

Those that have had at least one vaccine dose appear to be more trusting of medical leadership and the scientific communities across the country.

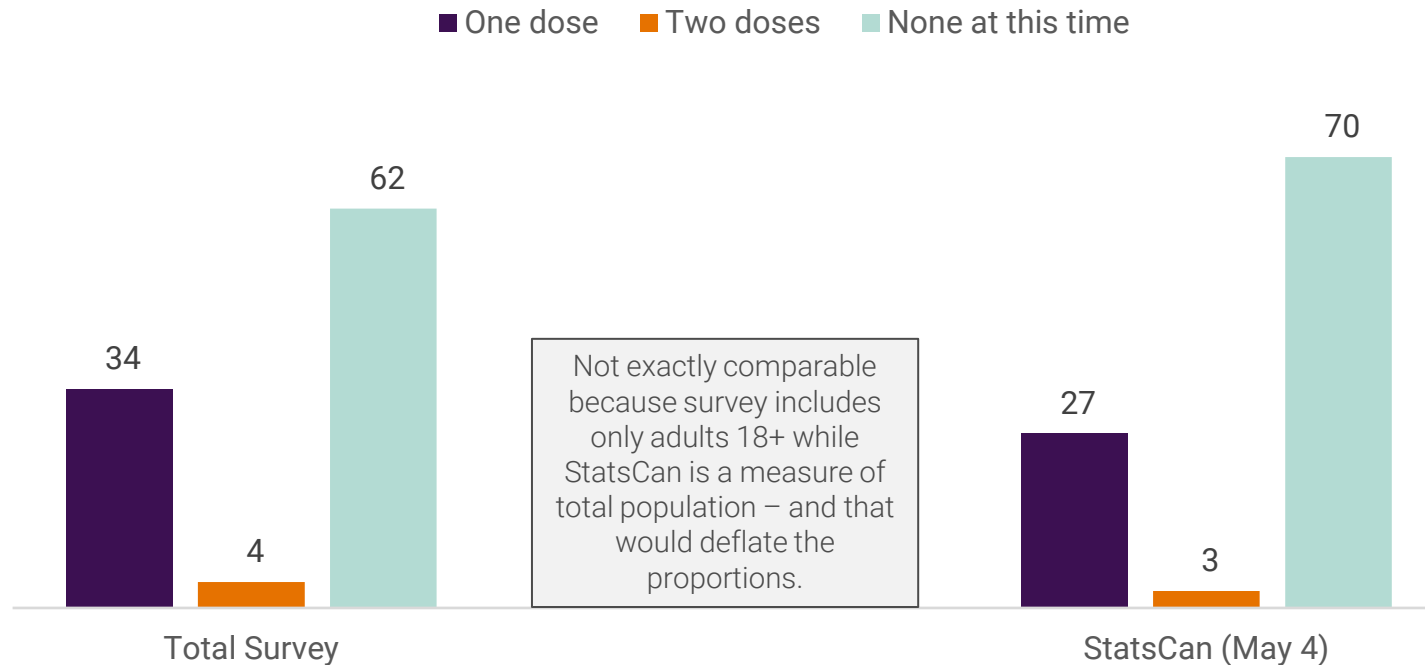


Vaccination rates

Have you personally received one or both COVID-19 vaccination doses yet?

Q

One in three Canadians claim to have had at least one dose as of the dates of this survey undertaking. This lines up closely with StatsCan reporting for the same timeframe.

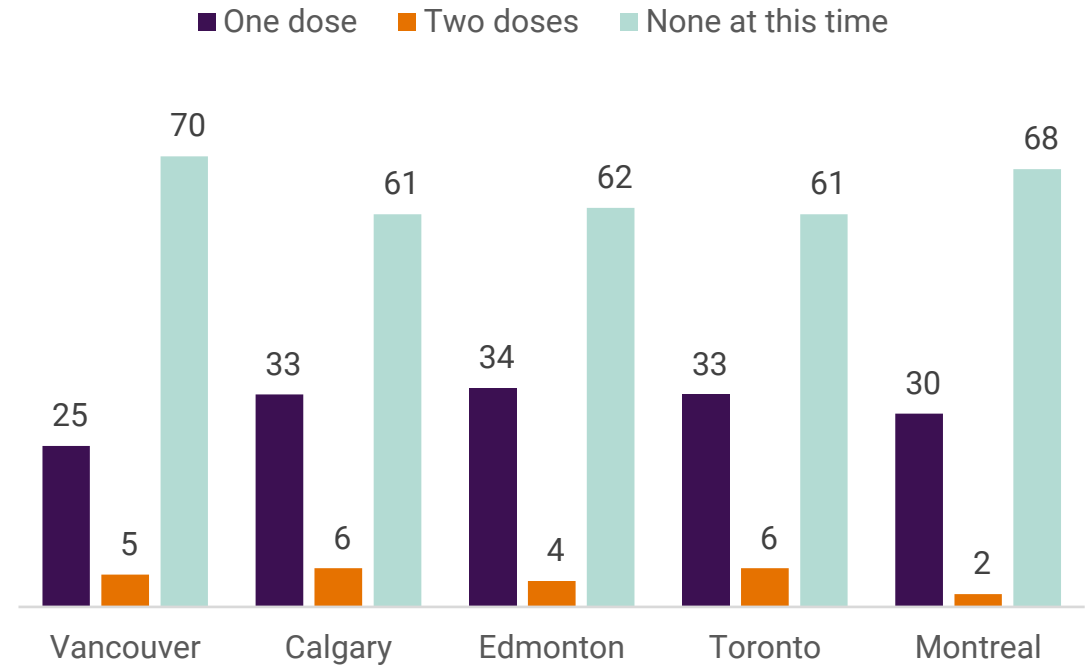
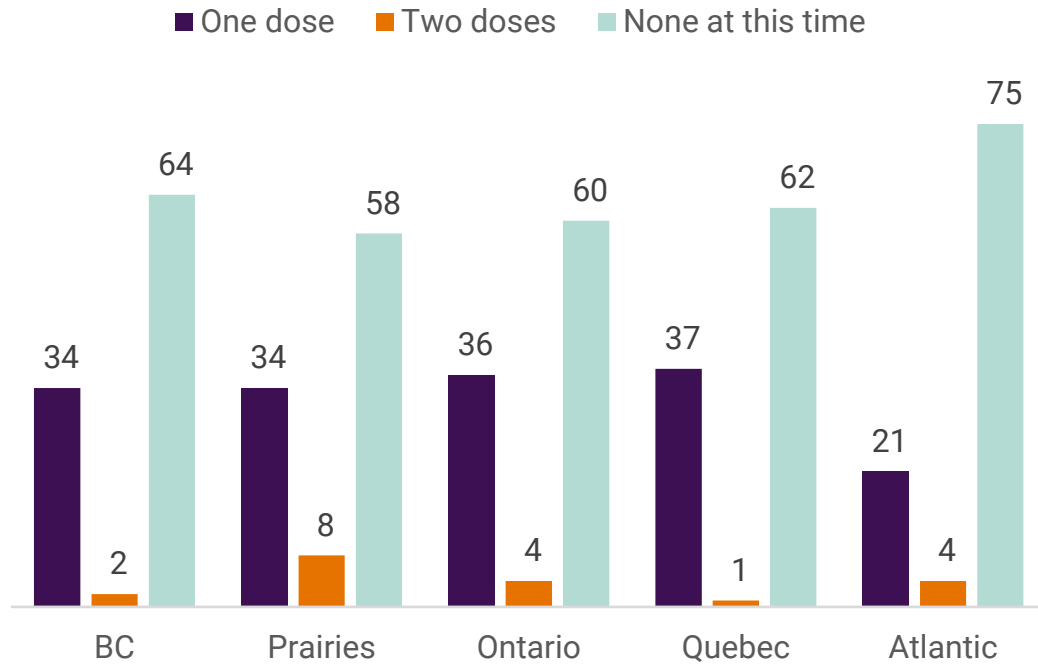


Vaccination rates by region

Have you personally received one or both COVID-19 vaccination doses yet?

Q

These proportions as reported across the country are shown below.

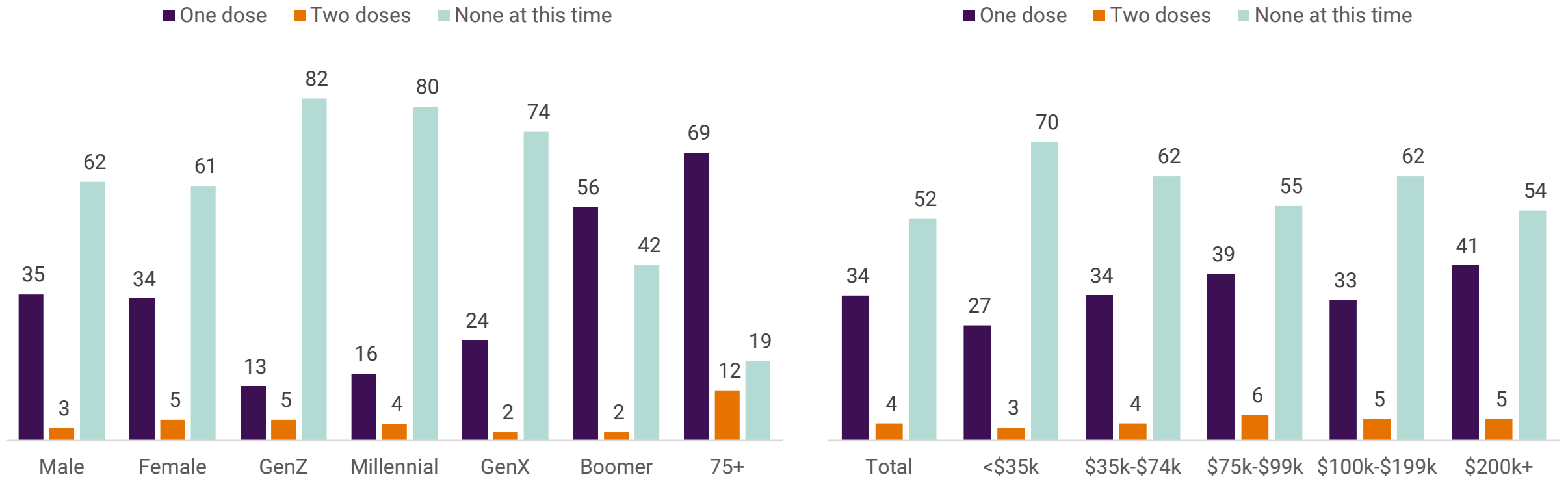


Vaccination rates by demographics

Have you personally received one or both COVID-19 vaccination doses yet?

Q

Younger and less affluent Canadians are far less likely to report being vaccinated at this point.

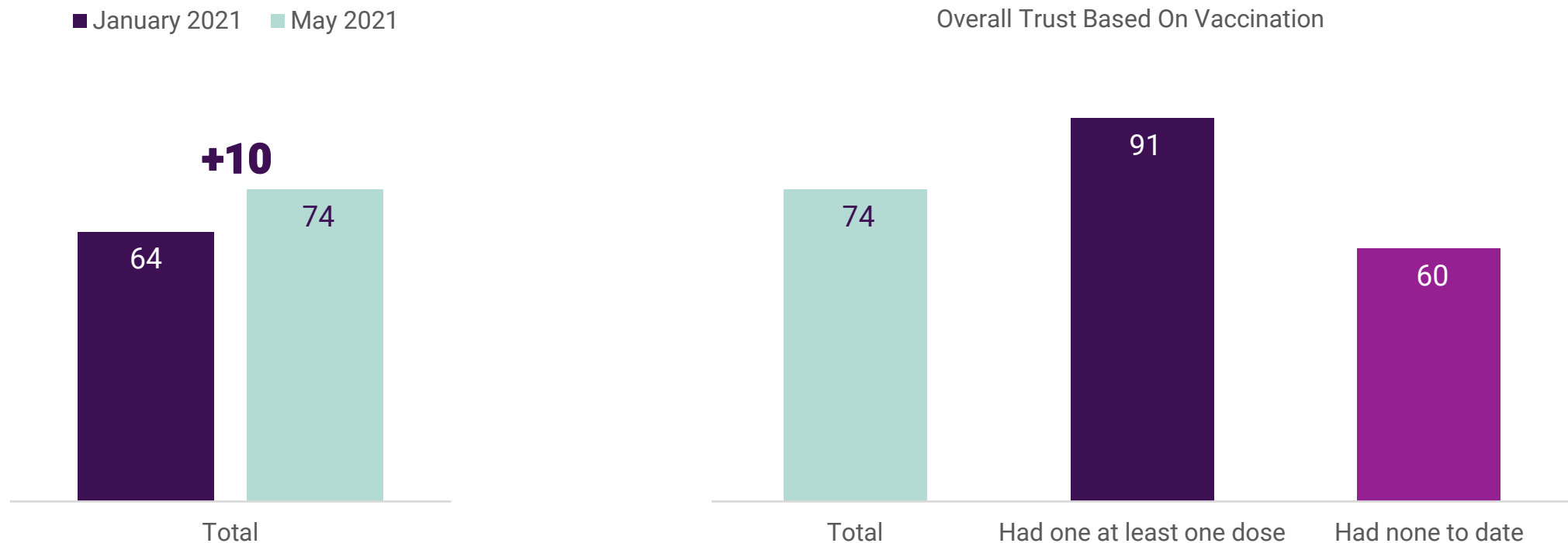


Vaccine trust levels by if vaccinated or not

On a scale of 1 to 7, do you TRUST the COVID-19 vaccine to be safe and effective? 1 means you “trust very little” and 7 means you “trust a lot”.

Q

Canadians express strong trust that the COVID-19 Vaccines are safe and effective, with a 74% rating overall, up 10 points since January. Those who have had one dose are reporting higher trust levels than those who had two – perhaps due to side effects associated with the second dosage.

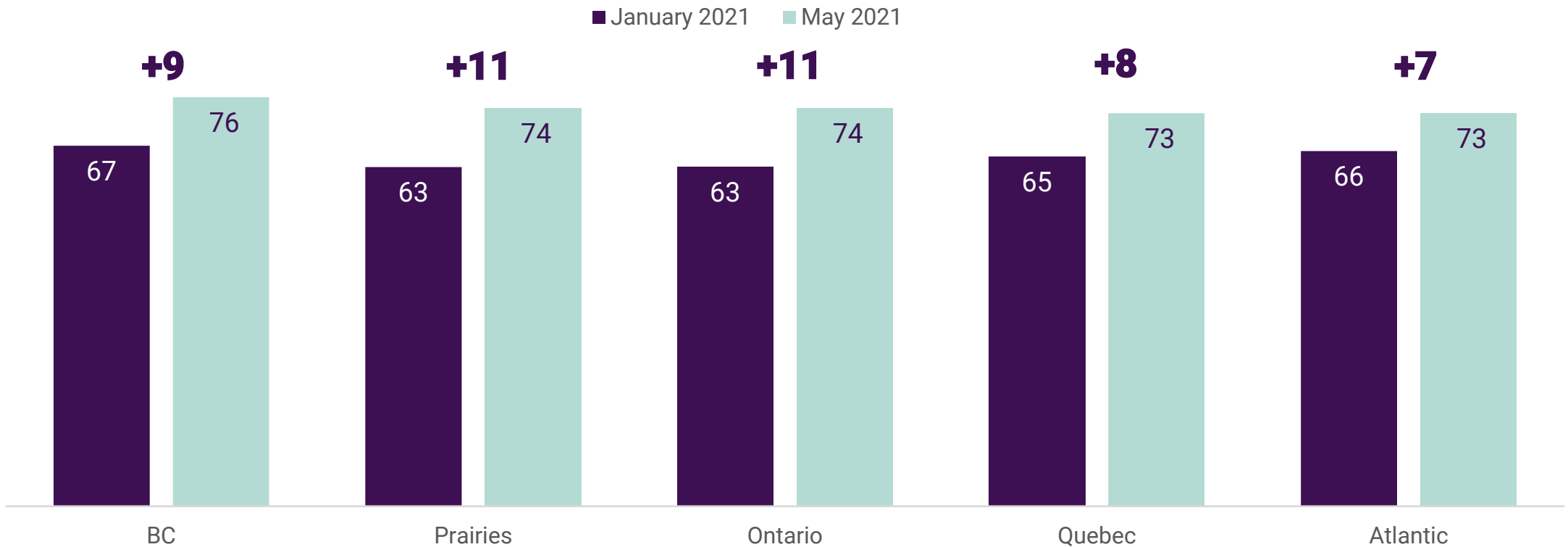


Vaccine trust levels by region

On a scale of 1 to 7, do you TRUST the COVID-19 vaccine to be safe and effective? 1 means you “trust very little” and 7 means you “trust a lot”.

Q

Trust levels in the vaccine have increased in all regions.

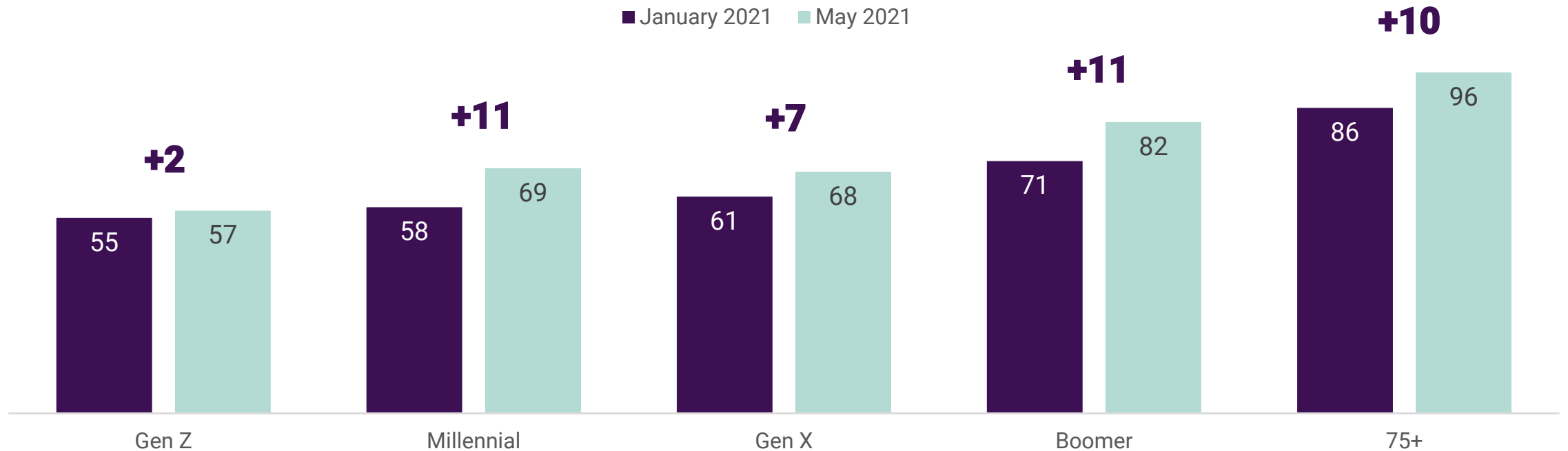


Vaccine trust levels by age

On a scale of 1 to 7, do you TRUST the COVID-19 vaccine to be safe and effective? 1 means you “trust very little” and 7 means you “trust a lot”.

Q

All age cohorts other than Gen Z (<25) show improved trust levels for the vaccine.

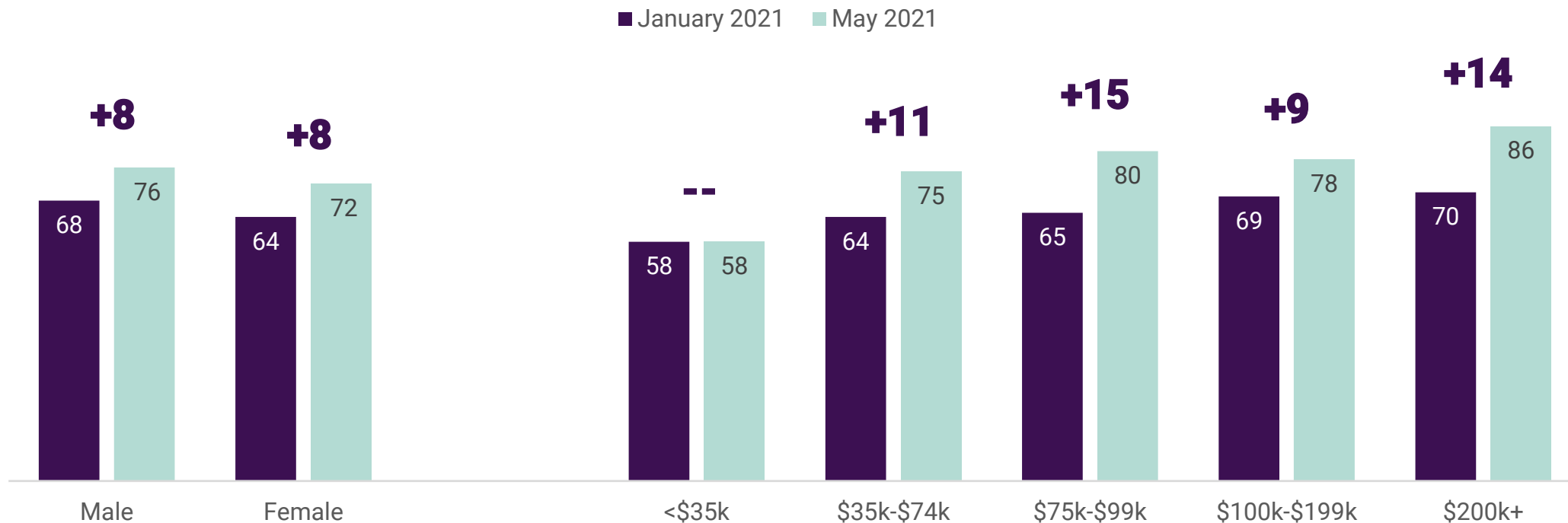


Vaccine trust levels by gender and income

On a scale of 1 to 7, do you TRUST the COVID-19 vaccine to be safe and effective? 1 means you “trust very little” and 7 means you “trust a lot”.

Q

Improved trust in the vaccine since January is more evident with affluent Canadians.

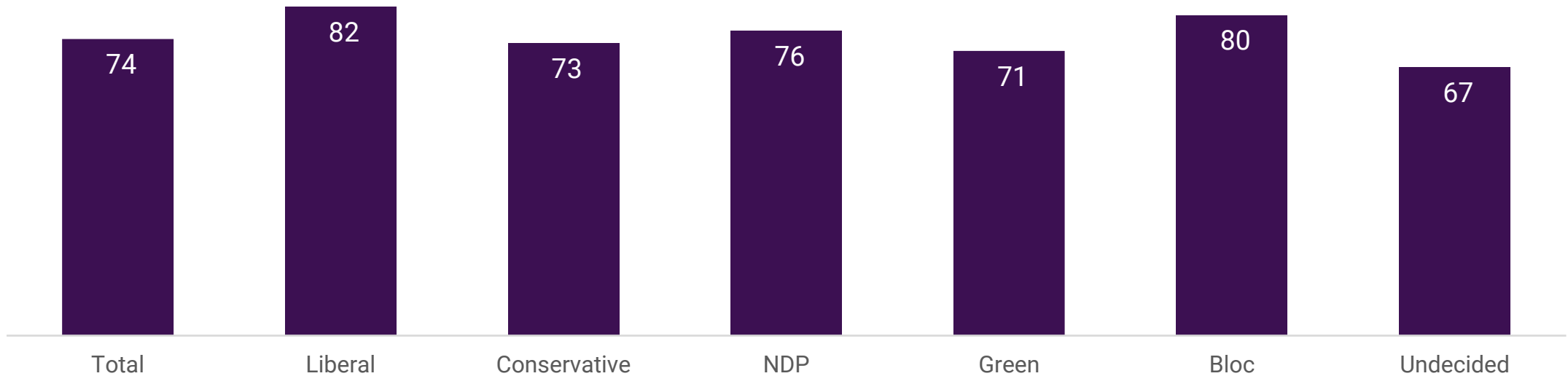


Vaccine trust levels by political leaning

On a scale of 1 to 7, do you TRUST the COVID-19 vaccine to be safe and effective? 1 means you “trust very little” and 7 means you “trust a lot”.

Q

Trust in the vaccine is not impacted significantly by party preference.

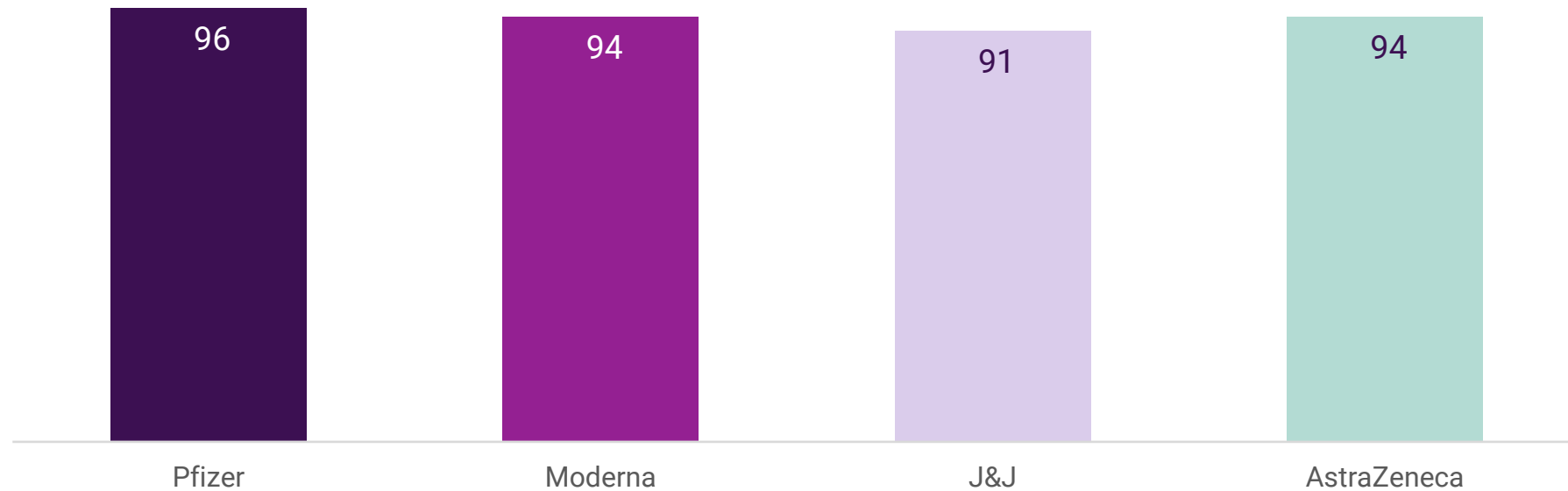


Vaccine brand awareness

There are four main COVID-19 vaccination brands. Are you aware of...

Q

More than nine in 10 Canadians have heard of each of the four main vaccine brands at this point.

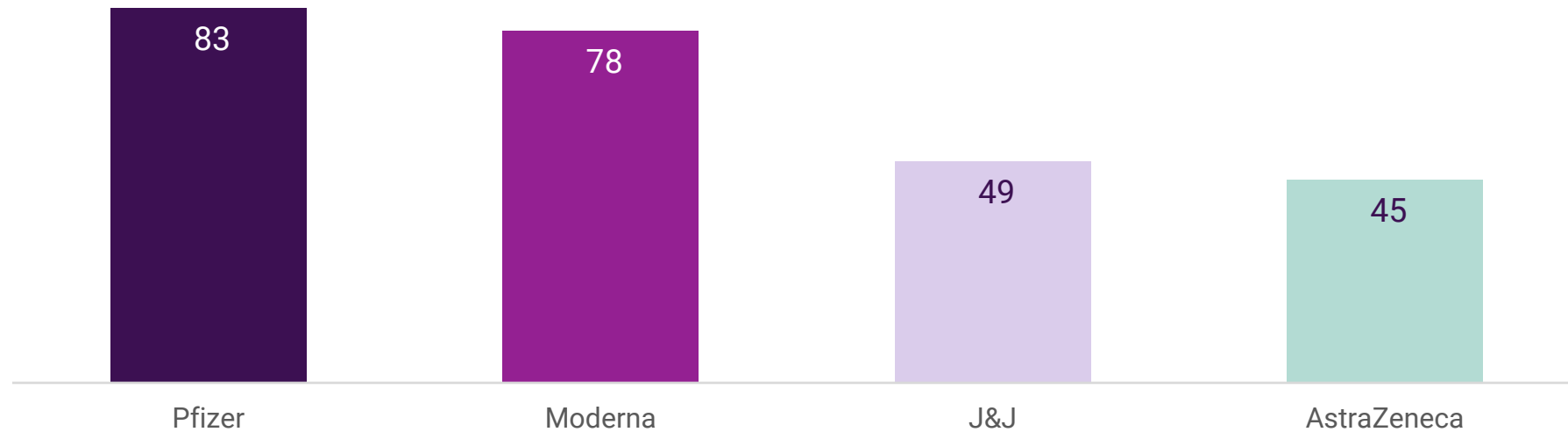


Vaccine brand trust levels

FOR EACH you are AWARE of , do you TRUST each of the COVID-19 vaccine brands to be safe and effective?

Q

Pfizer and Moderna have an almost 2:1 edge in trust levels among Canadians over J&J and AstraZeneca.

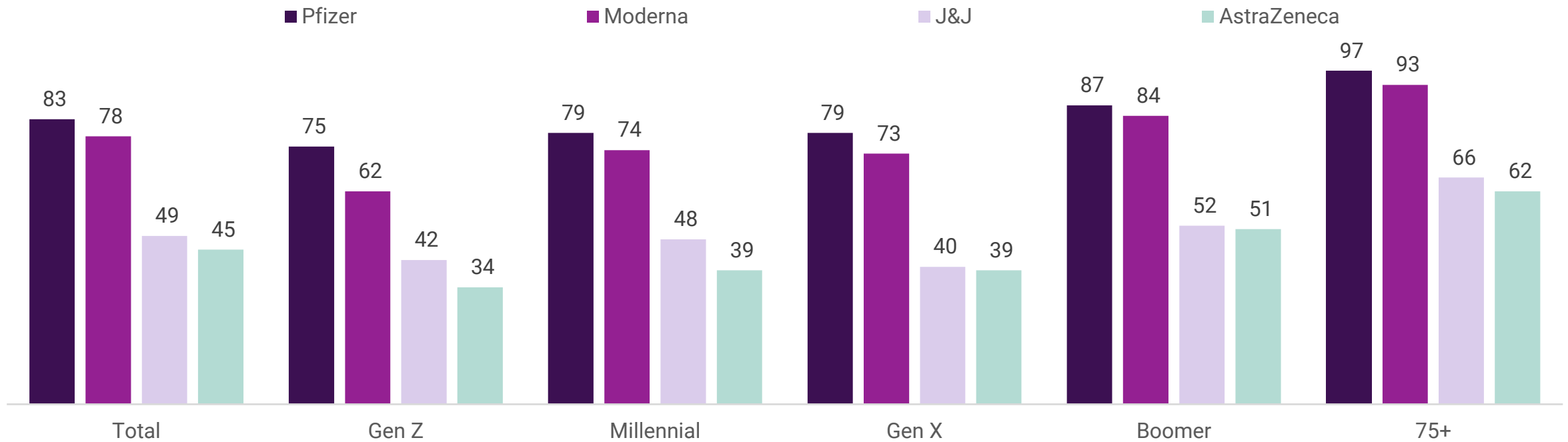


Vaccine brand trust levels by age

FOR EACH you are AWARE of, do you TRUST each of the COVID-19 vaccine brands to be safe and effective?

Q

Trust levels in vaccine brands generally increases with age, with older Canadians (75+) most trusting.



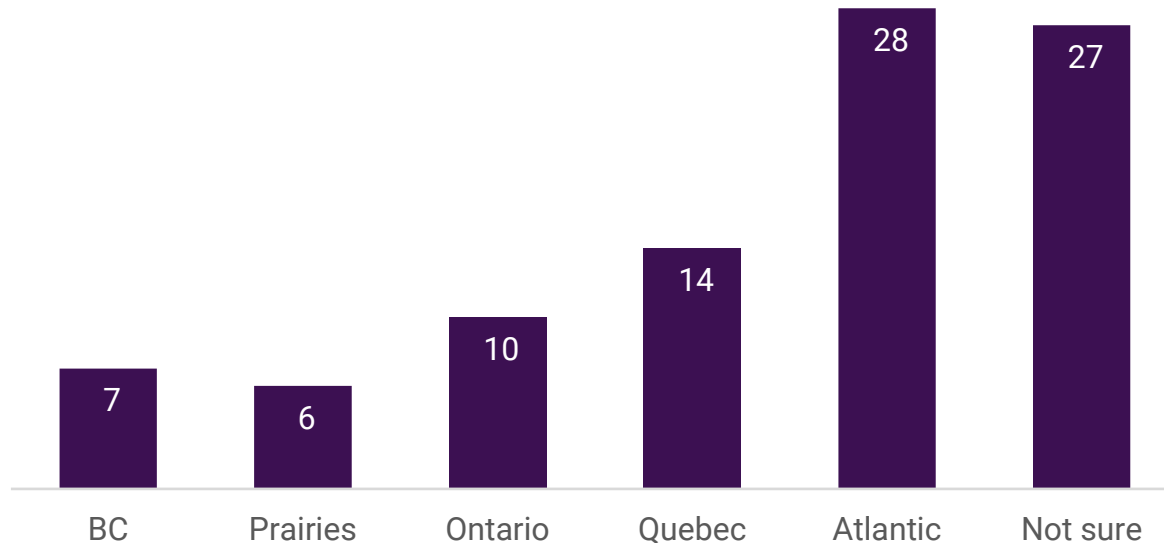
The region seen to be doing best at protecting public health during the pandemic

Which one of the following regions of Canada do you think has done the best job of managing COVID-19 pandemic, implementing vaccinations and protecting public health during the pandemic which began last March of 2020?

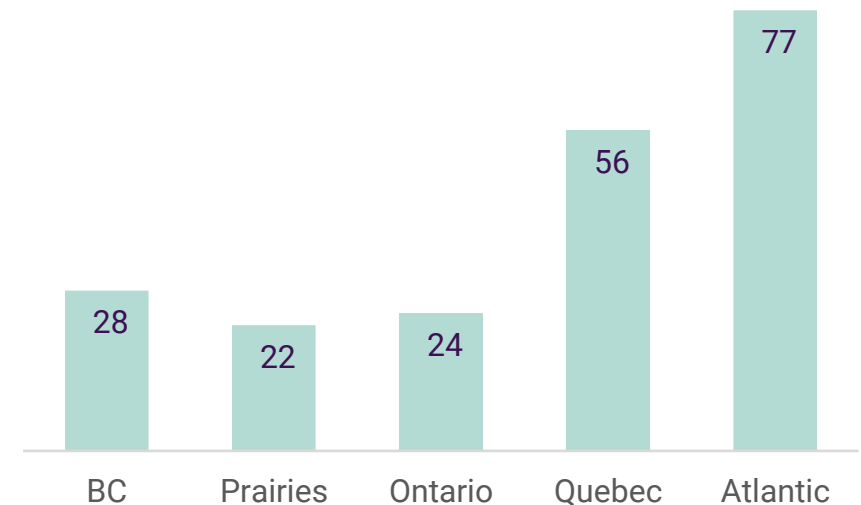
Q

Among those expressing an opinion, the largest group of Canadians overall believe that Atlantic Canada has been most effective during the pandemic. Only one in 10 say the same for Ontario, and fewer still for Western Canada. Among residents in each province, Atlantic Canadians are most likely to contend that their region has been most effective. Most Quebecers say the same. Fewer than one in four Ontario residents believe that Ontario has led the country during the pandemic.

Among All Canadians



Among Residents In Home Province



IF YOU'RE NOT BUILDING TRUST, YOU'RE PROBABLY LOSING IT

While trust in the vaccine is high, it is not shared equally between the four main brands. **Public health officials need to manage their words carefully.**

There is a broad coalition behind vaccine safety in Canada and trust is improving as a result. **Political leaders will do well when they can show they are following the advice of their own health experts.**

Leaders and organizations should have deliberate strategies for building trust.





THANK YOU

For more information about our studies and how to build trust in your organization, please contact:

BRUCE MACLELLAN
bmaclellan@getproof.com
416.969.2727

VANESSA EATON
veaton@getproof.com
416.969.2713

cantrustindex.ca

