

CANADIANS & TRUST

Canadians less trusting of each other in economic downturn

New survey shows substantial decline in societal trust

GRAPHS TO ACCOMPANY NEWS RELEASE

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Date: March 4, 2009



Introduction & Methodology

- ZINC Research and its partner, online research specialists, Dufferin Research and The Corpen Group recently conducted an online poll societal trust among Canadians.
- Internationally recognized line of inquiry:
 - ❖ 'Generally speaking, would you say that most people can be trusted, or that you cannot be too careful in dealing with people?'
 - This question seeks to capture 'generalized trust', which is whether two randomly selected individuals can trust each other.
- Data collection was conducted via online panel of 1,200 respondents.
 - ❖ Census representative – Data weighted by region, age and gender.
- Field dates: Feb 19 to 21, 2009.
 - ❖ Tracking from previous waves indicated as appropriate.
- The survey was fielded exclusively in English.
- Caution should be used when examining sub-samples, as the margin of error increases with smaller base sizes.



Canada: Trust in Society

“Generally speaking, would you say that most people can be trusted, or that you can’t be too careful in dealing with people?”



Base: All respondents, Source: Canada Voyageur Omni (n=1,200, each tracking wave)

Canada: Trust in Society February 2009, By Region

“Generally speaking, would you say that most people can be trusted, or that you can’t be too careful in dealing with people?”

Trust / Low Trust	Total	Region					
		Atlantic	Quebec	Ontario	Man-Sask	Alberta	British Columbia
Total (unweighted)	1200	100	250	400	100	150	200
Total (weighted)	1200	89	292	460	78	122	159
Most people can be trusted	32%	28%	30%	35%	31%	24%	36%
You can't be too careful in dealing with people	62%	69%	59%	61%	65%	72%	60%



Reference for Research

- Article: "Trust," Dr. Paul J. Zak; Capco Institute Journal of Financial Transformation, 7:13-21, 2003.
- Abstract:
 - ❖ Trust pervades every aspect of our daily lives, from business transactions to dealings with loved-ones, yet why we trust some in certain instances but not others is little understood. At an aggregate level, surveys of trustworthiness show enormous differences across countries, from 3% in Brazil to 65% in Norway. This article reports on new research that has characterized the legal, social, economic, and environmental factors that cause trust to be high or low. It also reports on laboratory experiments that demonstrate that trust has a neurophysiological basis. This research shows that low trust is a fundamental cause of poverty, but also that trust is directly influenced by government policies and particular human interactions.
- Question fielded: 'Generally speaking, would you say that most people can be trusted, or that you cannot be too careful in dealing with people?'
 - ❖ This question seeks to capture 'generalized trust', which is whether two randomly selected individuals can trust each other.
- Source: <http://www.neuroeconomicstudies.org/pdf/CAPCOTrust.pdf>