

**Leger**

REPORT

# Trust in Institutions

*Survey of Canadians*



THE  
CANADIAN  
PRESS

DATE 2023-10-31



# Methodology

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## Method

Online survey among respondents 18 years of age or older.  
(Canadian sample: n= 1,632/ American Samples: n= 1,002).  
Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

October 27<sup>th</sup> to  
October 29<sup>th</sup>, 2023



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.4\%$ , (19 times out of 20) for the Canadian sample and  $\pm 3.1\%$ , (19 times out of 20) for the American sample



## Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and according to **age, gender, region, education, ethnicity, and number of people in the household** in order to ensure a representative sample of the American population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

## 2021 CANADIAN FEDERAL ELECTION



### LEGER SURVEY

Published in *Le Journal de Montréal*  
and *The National Post/Postmedia*  
September 18, 2021

33%

32%

19%

7%

6%

2%

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

33.7%

32.6%

17.8%

7.7%

5.0%

2.3%

# Key highlights

*From October 27 to 29, 2023, we surveyed Canadians and Americans to know more about their trust levels towards various institutions.*

## Some of the key highlights of our survey about trust in institutions include...

- The police is the most trusted institution in both Canada (73%) and the U.S. (59%). In Canada, it is closely followed by Elections Canada (69%) and the Supreme Court (66%). The Bank of Canada (57%), municipal administrations (55%) and the people working at the Government of Canada (53%) are trusted by over half of respondents.
- On the other hand, in Canada, large corporations are the least trusted (28%), followed by the Prime Minister's Office (36%) and the Senate (37%).
- Canadian respondents showed significantly higher levels of trust towards most institutions compared to their American counterparts.
- In the U.S., only two institutions were trusted by more than half of respondents: the police (59%) and the municipal administrations (51%). All other institutions were trusted by less than half of U.S. respondents, with large corporations (27%), the House of representatives (28%) and the media (30%) being last.



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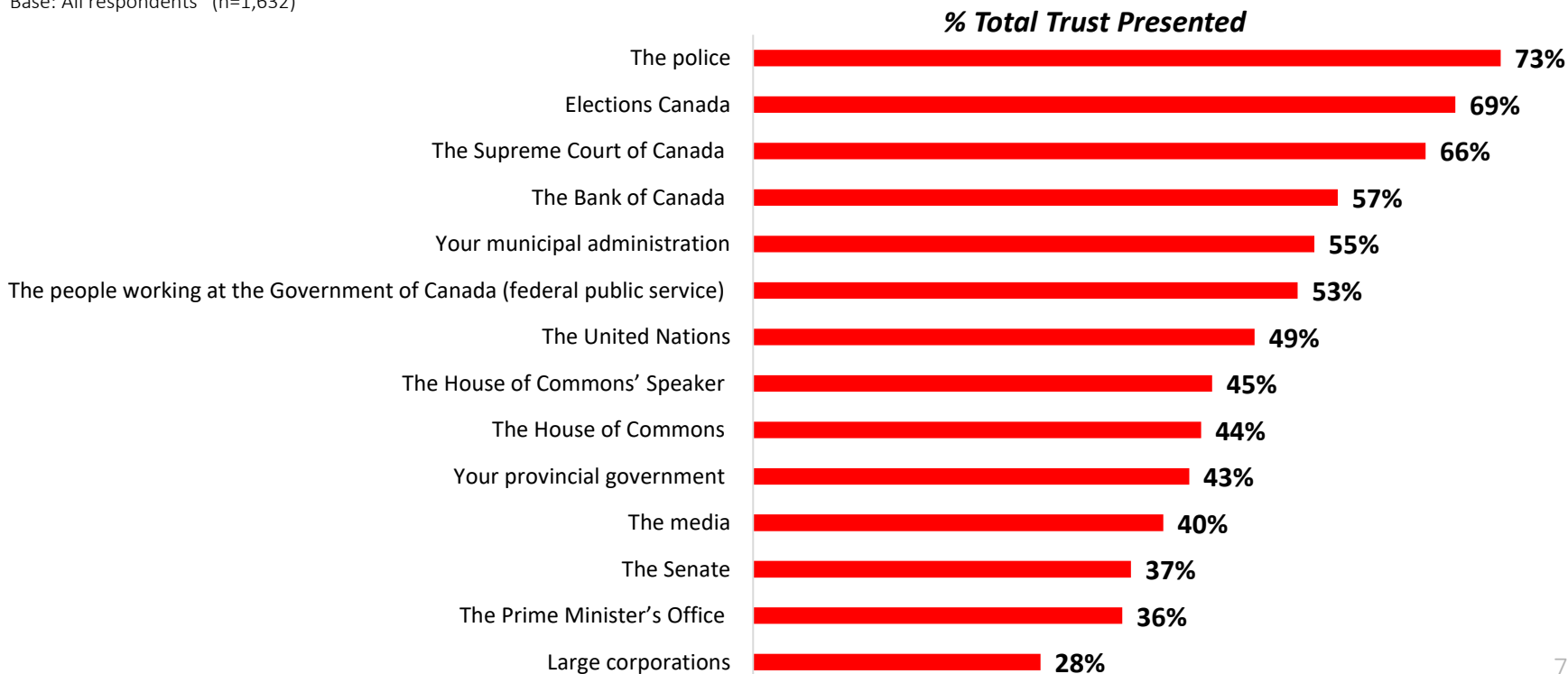
# Detailed Results



# Trust in Different Institutions (Canada)

**Q1.** Please indicate whether you trust or not the following institutions:

Base: All respondents (n=1,632)



# Trust in Different Institutions – Detailed Results for Canada

**Q1.** Please indicate whether you trust or not the following institutions:

Base: All respondents

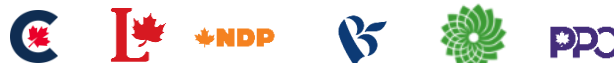
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,632	110	377	632	105	182	226	434	526	672	795	837
Unweighted n=	1,632	102	443	637	133	153	164	385	566	681	803	829
The police	73%	75%	80%	69%	65%	76%	73%	56%	75%	83%	72%	74%
Elections Canada	69%	61%	74%	64%	61%	71%	80%	60%	67%	76%	73%	65%
The Supreme Court of Canada	66%	62%	74%	62%	60%	66%	68%	60%	64%	72%	68%	64%
The Bank of Canada	57%	50%	63%	55%	56%	52%	62%	53%	53%	63%	60%	54%
Your municipal administration	55%	54%	65%	49%	63%	47%	57%	52%	57%	56%	56%	54%
The people working at the Government of Canada (federal public service)	53%	55%	57%	52%	55%	49%	54%	49%	50%	58%	57%	50%
The United Nations	49%	48%	55%	47%	41%	51%	47%	46%	52%	49%	49%	50%
The House of Commons' Speaker	45%	36%	50%	45%	44%	41%	44%	39%	41%	52%	50%	40%
The House of Commons	44%	40%	47%	44%	38%	42%	44%	40%	41%	49%	46%	42%
Your provincial government	43%	48%	50%	34%	52%	32%	58%	38%	40%	48%	45%	40%
The media	40%	29%	53%	36%	34%	34%	42%	32%	38%	47%	43%	37%
The Senate	37%	34%	42%	39%	40%	30%	29%	33%	34%	42%	38%	36%
The Prime Minister's Office	36%	30%	45%	35%	30%	27%	37%	34%	36%	38%	37%	36%
Large corporations	28%	18%	44%	22%	33%	23%	25%	23%	27%	32%	30%	27%



# Trust in Different Institutions – *By Canadian Voting Intentions*

**Q1.** Please indicate whether you trust or not the following institutions:

Base: All respondents





	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,632	538	343	231	94	75	36
Unweighted n=	1,632	518	370	216	109	73	38
The police	<b>73%</b>	<b>77%</b>	<b>79%</b>	<b>63%</b>	<b>88%</b>	<b>60%</b>	63%
Elections Canada	<b>69%</b>	66%	<b>89%</b>	<b>78%</b>	76%	75%	<b>44%</b>
The Supreme Court of Canada	<b>66%</b>	63%	<b>83%</b>	70%	71%	63%	<b>44%</b>
The Bank of Canada	<b>57%</b>	<b>51%</b>	<b>73%</b>	58%	<b>71%</b>	61%	<b>37%</b>
Your municipal administration	<b>55%</b>	51%	<b>66%</b>	62%	64%	54%	<b>37%</b>
The people working at the Government of Canada (federal public service)	<b>53%</b>	<b>47%</b>	<b>72%</b>	58%	56%	49%	39%
The United Nations	<b>49%</b>	<b>36%</b>	<b>71%</b>	<b>64%</b>	55%	56%	<b>26%</b>
The House of Commons' Speaker	<b>45%</b>	<b>40%</b>	<b>63%</b>	<b>52%</b>	50%	41%	<b>25%</b>
The House of Commons	<b>44%</b>	<b>38%</b>	<b>65%</b>	51%	46%	38%	<b>26%</b>
Your provincial government	<b>43%</b>	44%	<b>50%</b>	41%	<b>58%</b>	31%	34%
The media	<b>40%</b>	<b>28%</b>	<b>59%</b>	47%	<b>62%</b>	48%	29%
The Senate	<b>37%</b>	<b>31%</b>	<b>57%</b>	36%	40%	34%	31%
The Prime Minister's Office	<b>36%</b>	<b>19%</b>	<b>71%</b>	<b>47%</b>	37%	36%	<b>13%</b>
Large corporations	<b>28%</b>	31%	32%	<b>17%</b>	<b>49%</b>	26%	35%

# Trust in Different Institutions (Canada vs U.S.)

**Q1.** Please indicate whether you trust or not the following institutions:

Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,632	1,002	
Unweighted n=	1,632	1,002	
The police	73%	59%	14
Elections Canada / Us: the Federal Election Commission (FEC)	69%	40%	29
The Supreme Court of Canada / US: of the United States	66%	45%	21
The Bank of Canada / The U.S Federal Reserve	57%	45%	12
Your municipal administration	55%	51%	4
The people working at the Government of Canada / US: United States Federal Government	53%	44%	9
The United Nations	49%	44%	5
The House of Commons' Speaker / US: Speaker of the House	45%	32%	13
The House of Commons / US: The House of representatives	44%	28%	16
Your provincial government / US: Your State government	43%	45%	2
The media	40%	30%	10
The Senate	37%	34%	3
The Prime Minister's Office	36%	-	-
Large corporations	28%	27%	1

# Trust in Different Institutions – Detailed Results for the U.S.

**Q1.** Please indicate whether you trust or not the following institutions:

Base: All respondents

	Total United States	North east	Mid west	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,002	183	204	377	238	276	314	413	479	523
Unweighted n=	1,002	221	225	318	238	144	358	500	480	522
The police	<b>59%</b>	64%	56%	57%	62%	<b>42%</b>	<b>52%</b>	<b>76%</b>	62%	57%
Your municipal administration	<b>51%</b>	57%	53%	<b>43%</b>	56%	47%	48%	<b>56%</b>	<b>57%</b>	<b>45%</b>
The Supreme Court of the United States	<b>45%</b>	52%	41%	43%	47%	48%	43%	45%	<b>52%</b>	<b>39%</b>
The U.S Federal Reserve	<b>45%</b>	46%	38%	42%	<b>54%</b>	44%	42%	48%	47%	43%
Your State government	<b>45%</b>	45%	39%	42%	<b>56%</b>	43%	43%	48%	48%	43%
The people working at the United States Federal Government	<b>44%</b>	48%	40%	<b>39%</b>	<b>54%</b>	46%	43%	44%	48%	41%
The United Nations	<b>44%</b>	43%	44%	40%	51%	50%	46%	<b>39%</b>	47%	41%
The Federal Election Commission (FEC)	<b>40%</b>	42%	37%	36%	47%	39%	38%	41%	43%	36%
The Senate	<b>34%</b>	39%	29%	29%	<b>42%</b>	37%	37%	30%	<b>38%</b>	<b>30%</b>
The Speaker of the House	<b>32%</b>	38%	32%	29%	32%	37%	31%	29%	<b>36%</b>	<b>28%</b>
The media	<b>30%</b>	30%	26%	27%	<b>40%</b>	31%	33%	28%	34%	27%
The House of representatives	<b>28%</b>	33%	28%	<b>23%</b>	31%	34%	28%	<b>24%</b>	<b>33%</b>	<b>23%</b>
Large corporations	<b>27%</b>	26%	25%	26%	31%	24%	29%	26%	29%	25%

# Trust in Different Institutions – *By U.S. Voting Intentions*

**Q1.** Please indicate whether you trust or not the following institutions:

Base: All respondents

	Total United States	Democrat	Republican	Independent
Weighted n=	1,002	360	386	119
Unweighted n=	1,002	345	410	122
The police	59%	58%	72%	48%
Your municipal administration	51%	60%	51%	42%
The Supreme Court of the United States	45%	38%	59%	39%
The U.S Federal Reserve	45%	62%	34%	43%
Your State government	45%	56%	41%	41%
The people working at the United States Federal Government	44%	66%	31%	40%
The United Nations	44%	66%	27%	39%
The Federal Election Commission (FEC)	40%	61%	26%	36%
The Senate	34%	49%	27%	26%
The Speaker of the House	32%	27%	46%	19%
The media	30%	54%	16%	14%
The House of representatives	28%	29%	31%	22%
Large corporations	27%	29%	31%	17%

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# Detailed Methodology



# Weighted and Unweighted Sample (1/3)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Province</b>		
British Columbia	164	226
Alberta	153	182
Manitoba/Saskatchewan	133	105
Ontario	637	632
Quebec	443	377
Atlantic	102	110

The table below presents the American geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>US Region</b>		
NorthEast	221	183
MidWest	225	204
South	318	377
West	238	238

# Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>Gender</b>		
Male	803	795
Female	829	837
<b>Age</b>		
18 to 34	385	434
35 to 54	566	526
55+	681	672
<b>Language (Mother tongue)</b>		
English	1,023	1,099
French	401	322
Other	206	209

# Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
<b>Gender</b>		
Male	480	479
Female	522	523
<b>Age</b>		
Between 18 and 29	65	174
Between 30 and 39	152	182
Between 40 and 49	183	165
Between 50 and 64	342	255
65 or older	260	225



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Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**

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**185**

**CONSULTANTS**



**8**

**OFFICES**

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EDMONTON | CALGARY | VANCOUVER | NEW YORK

# Our Commitments to Quality

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