



IN WHOM WE TRUST? DIFFERENCES BETWEEN
VACCINATED AND UNVACCINATED IN WHO IS MOST
TRUSTED DURING THE PANDEMIC

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BAROMETER OF TRUST

- The 2021 Edelman Trust Barometer (ETB) pointed to ‘an epidemic of misinformation and widespread mistrust of societal institutions’ After a year of unprecedented turbulence, the ETB suggested that the globe collectively faced a failing trust ecosystem unable to confront a rampant infodemic.
- With the spread of the Omicron variant and the continued interpretation of its impacts it will be increasingly important for the public to look to trustworthy sources of information and in that regard we’ve compiled data in Canada and the United States from the Leger survey for the Association for Canadian Studies and the University of Manitoba. The surveys were conducted in the last week of October 2021. with a sample of 2980 Canadians and 3714 Americans with a probabilistic margin of error for both surveys of $\pm 1.9\%$ 19 times out of 20.
- They reveal that Canadians and Americans trust in scientists ranks highest amongst the vaccinated and unvaccinated despite vast gap between the two. There are massive gaps in trust in both countries between vaccinated and not when it comes to public health officials and pharmaceutical companies. And while trust in people rank at the bottom of the list for the vaccinated they climb to second on the list for the unvaccinated.

AMONGST CANADIANS AND AMERICANS TRUST IN SCIENTISTS RANKS HIGHEST AMONGST THE VACCINATED AND UNVACCINATED DESPITE VAST GAP BETWEEN THE TWO. THERE ARE MASSIVE GAPS IN TRUST IN BOTH COUNTRIES BETWEEN VACCINATED AND NOT WHEN IT COMES TO PUBLIC HEALTH OFFICIALS AND PHARMACEUTICAL COMPANIES. AND WHILE TRUST IN PEOPLE RANK AT THE BOTTOM OF THE LIST FOR THE VACCINATED THEY CLIMB UP TO SECOND ON THE LIST FOR THE UNVACCINATED

Percentage saying they trust the following a lot and somewhat... Canada	Vaccinated	Not Vaccinated
Scientists	89	54
Public Health Officials	83	32
World Health Organization (WHO)	76	26
Federal Government	69	21
State/ Provincial Governments	66	27
Pharmaceutical companies	65	21
Media/journalists	61	18
People in general	41	36

Percentage saying they trust the following a lot and somewhat...USA	Vaccinated	Not Vaccinated
Scientists	82	50
World Health Organization (WHO)	69	37
Public Health Officials	77	40
Pharmaceutical companies	64	31
State/ Provincial Governments	63	32
Federal Government	62	29
Media/journalists	49	23
People in general	45	37

UNVACCINATED IN BOTH CANADA AND THE UNITED STATES HAVE HIGHER RATES OF DISTRUST OF GOVERNMENT AND MEDIA THAN DO VACCINATED PERSONS; STILL THE MOST DISTRUSTFUL IN THE US ARE MUCH LESS LIKELY TO GET VACCINATED THAN THE MOST DISTRUSTFUL IN CANADA;

Percentage saying they trust the following a lot and somewhat...		Vaccinated	Not Vaccinated
State/ Provincial Governments	Canada	66	27
	USA	63	32
Federal Government	Canada	69	21
	USA	62	29
Media/journalists	Canada	61	18
	USA	49	23
People in general	Canada	41	36
	USA	45	37

SCIENTISTS, PUBLIC HEALTH OFFICIALS AND PHARMACEUTICAL COMPANIES ARE THE OBJECT OF THE BIGGEST GAPS IN TRUST/MISTRUST BETWEEN VACCINATED AND UNVACCINATED CANADIANS AND AMERICANS

		Vaccinated	Not Vaccinated
Scientists	Canada	89	54
	USA	82	50
Public Health Officials	Canada	83	32
	USA	77	40
Pharmaceutical companies	Canada	65	21
	USA	64	31
World Health Organization (WHO)	Canada	76	26
	USA	69	37