

**Indigenous  
Peoples & Trust  
– An Edelman  
Canada Study**



# Why Trust Matters

Trusted companies are better prepared against risk, more resilient in the face of crisis, and better equipped to unlock the full potential of their corporate, consumer and employer brand across all their audiences.

Trusted companies have stronger consumer buyers and advocates

## 1. CONSUMERS

Trusted companies have greater license to operate

## 3. REGULATORS

Trusted companies are more resilient in the face of crisis

## 5. RESILIENCE AGAINST RISK

Trusted companies are more immune to the media cycle

## 7. MEDIA COVERAGE

## 2. EMPLOYEES

Trust drives workplace recommendations

## 4. INVESTORS

Trusted companies are more likely to receive institutional investments

## 6. MARKET

Trusted companies outperform their respective sectors



# Our purpose in studying Trust among Indigenous Peoples

## **We are global trust experts**

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Edelman has been studying trust in 30+ countries for 25+ years.

## **We are acting on our values**

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We aim to positively impact society and perform our work with a sense of tolerance, fairness and equality.

## **We are guided by the TRC**

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Truth and Reconciliation Commission's Call to Action 92 calls upon the corporate sector to provide education on history and realities of Indigenous Peoples.



# METHODOLOGY & NOTES

Edelman Canada Study of Trust Among Indigenous Peoples

**2024 is the first year of this research.**

Fieldwork conducted: Nov 21 – Nov 28, 2023

# 303

Indigenous  
Respondents

Online  
Quantitative  
Survey

15-19 minutes  
in English & French

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**Any references in this report to IP stands for Indigenous Peoples, and GP stands for the general population of Canada. Please note that this study is separate from the Edelman Trust Barometer and was run in parallel. References to GP are from the 2024 Edelman Trust Barometer.**

**Standard research and surveying practices often pose challenges in effectively engaging Indigenous peoples in quantitative surveys. As such, this data is not fully representative of Indigenous Peoples across Canada.**

There are three recognized groups of Indigenous Peoples in Canada: First Nations, Inuit, and Métis.

While this sample reached across regions, genders and ages, due to the difficulty of accessing certain groups, such as those that live on-reserve, and those without internet access, it is difficult for research panels to reach a representative sample of the Indigenous Population of Canada. For the same reasons, a sample of n=303 was the most we could achieve in this time frame.

Please see the appendix for a breakdown of demographics.

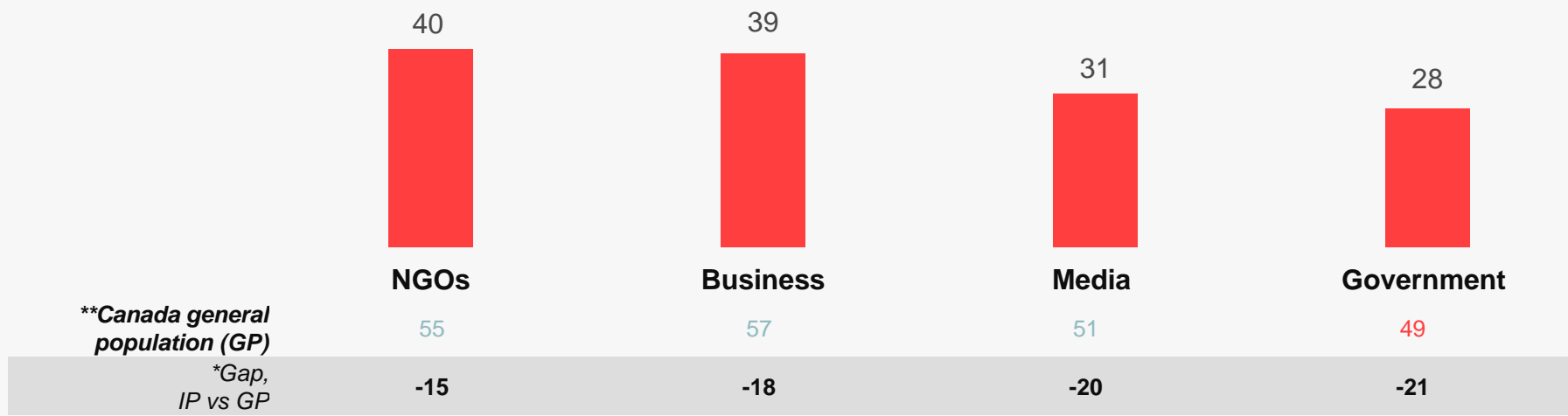
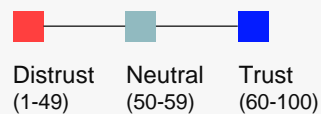


# The Trust Gap: Indigenous Peoples & Canadian institutions



# Indigenous respondents distrust most institutions

Percent trust, among Indigenous Peoples (IP)



2024 Edelman Canada Study of Trust Among Indigenous Peoples. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. Base: Total (n=303)

\*\*2024 Edelman Trust Barometer. TRU\_INS. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right. 9-point scale; top 4 box, trust. General population, Canada. Base: (n=1,500)

\*IP stands for Indigenous Peoples, GP Stands for General Population of Canada



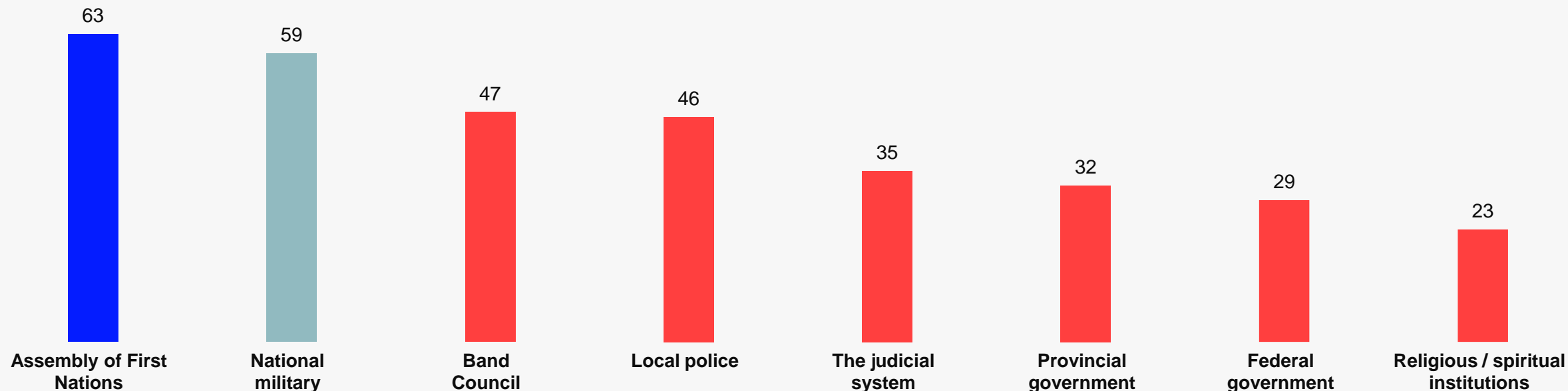
# Assembly of First Nations is the only group trusted by respondents

Percent trust, among Indigenous Peoples (IP)

■ Distrust  
(1-49)

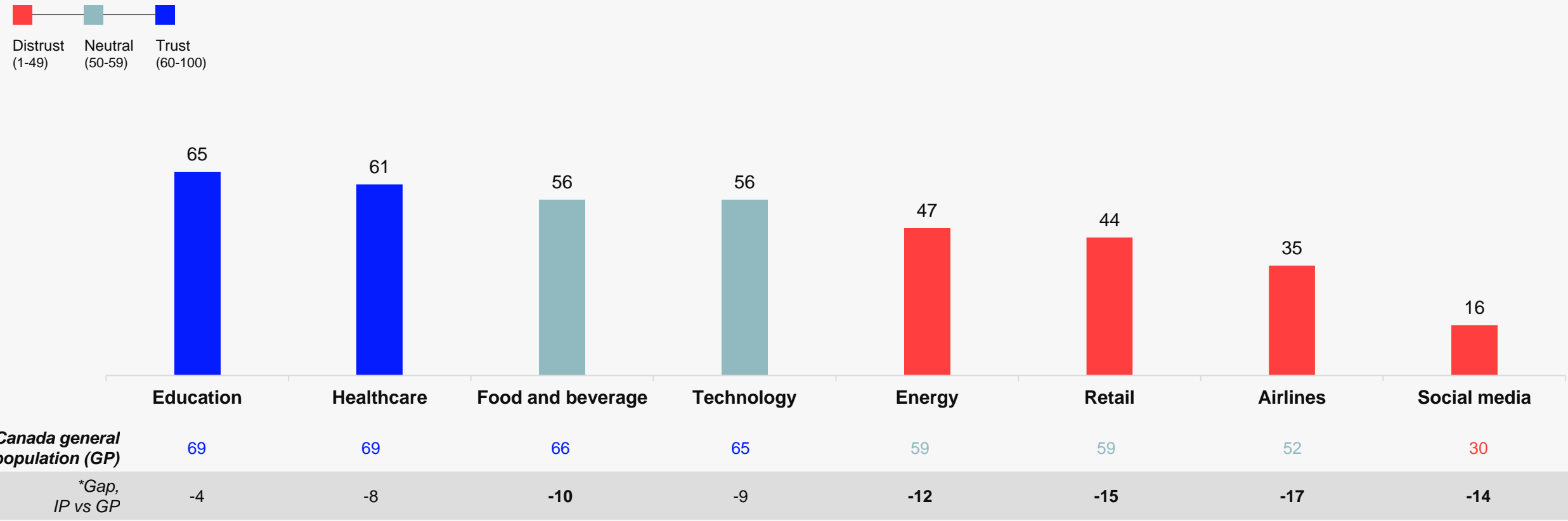
■ Neutral  
(50-59)

■ Trust  
(60-100)



# Education and healthcare seen as the most trusted industries

Percent trust in businesses in the following industries to do what is right, among Indigenous Peoples (IP)



2024 Edelman Canada Study of Trust Among Indigenous Peoples. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-pt scale; top 4 box, Trust. Base: Total (n=303)

\*\*2024 Edelman Trust Barometer. TRU\_IND. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-pt scale; top 4 box, Trust. General population, Canada. Base: (n=742)

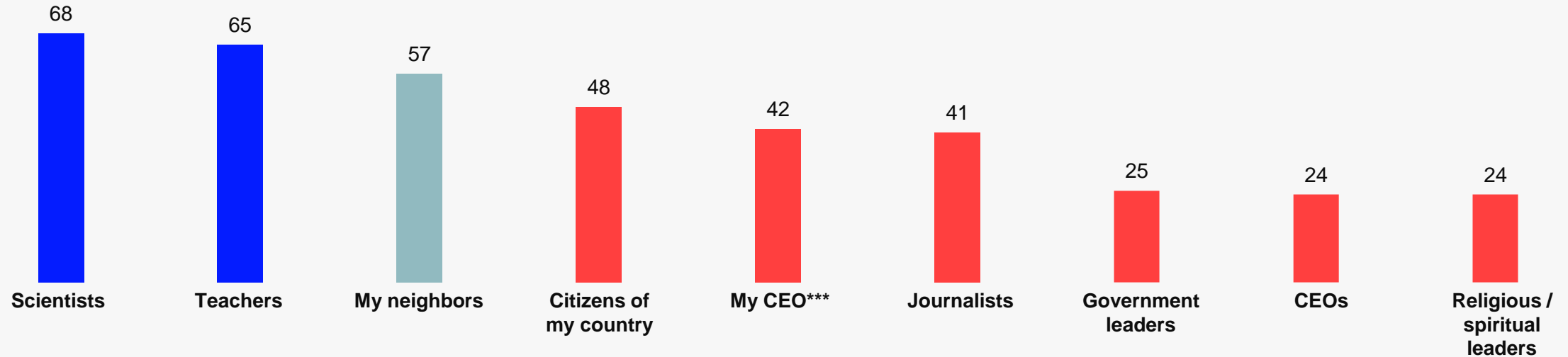
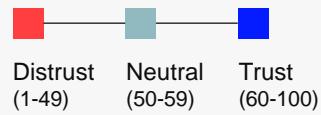
\*IP stands for Indigenous Peoples, GP Stands for General Population of Canada





# Scientists and teachers are the most trusted people

Percent trust to do what is right, among Indigenous Peoples (IP)



Group	Trust Level	Percentage
**Canada general population (GP)	Trust	77
	Trust	74
	Trust	68
	Trust	65
	Trust	64
	Trust	58
	Distrust	43
	Distrust	39
	Distrust	32****
*Gap, IP vs GP		-9
		-9
		-11
		-17
		-22
		-17
		-18
		-15
		-8

\*\*\*Only asked to those who are employed \*\*\*\*Worded as "religious leaders" in Trust Barometer

2024 Edelman Canada Study of Trust Among Indigenous Peoples. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal 9-pt scale; top 4 box, Trust. Base: Total (n=303)

\*\*2024 Edelman Trust Barometer. TRU\_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal. 9-pt scale; top 4 box, Trust. General population, Canada. Base: (758)

\*IP stands for Indigenous Peoples, GP Stands for General Population of Canada



# Societal Concerns and the Trust Gap



# Indigenous respondents are worried about their financial future

Percent who say, among Indigenous Peoples (IP)

**My family and I will be worse off** in five years

I worry about my **pay increases not keeping up with the inflation rate** causing me to lose ground financially

**31%**

*Older respondents more likely to be pessimistic*

<b>Age 18-34</b>	13
<b>35-54</b>	29
<b>55+</b>	43

**80%**

**Canada general population\*\*** 72



**2024 Edelman Canada Study of Trust Among Indigenous Peoples.** CNG\_FUT. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? 4-point scale; bottom 2 box, percent who worry. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-pt scale; top 4 box, Worried. Base: Total (n=303) 18-34 (n=67), 35-54 (n=110), 55+ (n=126)

**\*\*2024 Edelman Trust Barometer.** POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-pt scale; top 4 box, Worried. General population, Canada. Base: (n=1,500)



# Many are also worried about misinformation being spread by the core institutions

Percent who worry, among Indigenous Peoples (IP)

*Nearly 7-in-10 Indigenous respondents are worried about the Canadian government spreading misinformation*

**68%**

**Government leaders**

**61%**

**Business leaders**

**56%**

**Journalists and reporters**

**...are purposely trying to mislead people** by saying things they know are false or gross exaggerations

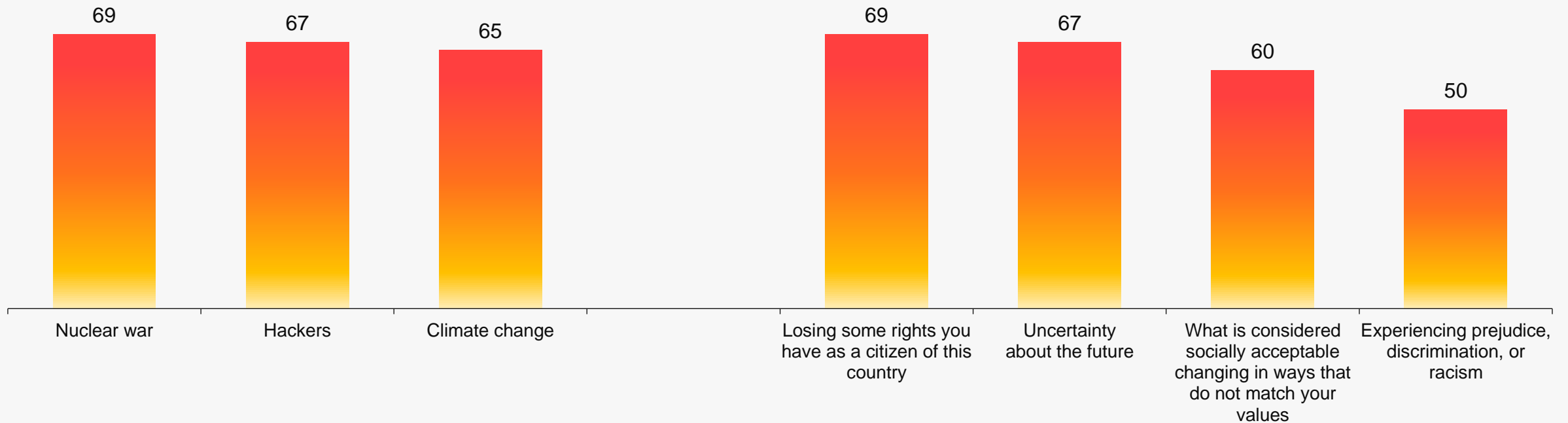


# Personal and societal issues equally worrisome

Percent who worry, among Indigenous Peoples (IP)

## Existential Societal Fears

## Personal Fears



2024 Edelman Canada Study of Trust Among Indigenous Peoples. POP\_EMO. Some people say they worry about many things while others say they have few concerns. We are interested in what you worry about. Specifically, how much do you worry about each of the following? 9-pt scale; top 4 box, Worried. Base: Total (n=303)



# Current State: Canada's Path to Reconciliation



# Majority of respondents want more communication about Reconciliation

Percent who agree, among Indigenous Peoples (IP)

**“I want to learn more about what the government is doing to work on Reconciliation.”**

**77%**

*“I think that they can be more centered around it I don't even hear about it much unless I research it”*

*“Visit reserves, talk to the people. Hear their stories. Give reserves access to clean drinking water and acceptable housing!”*

*“The Federal Government does a lot of talking, but very little doing. They like to say all the right things to make themselves look good, but seldom follow through.”*

*“Have no idea what they are doing”*

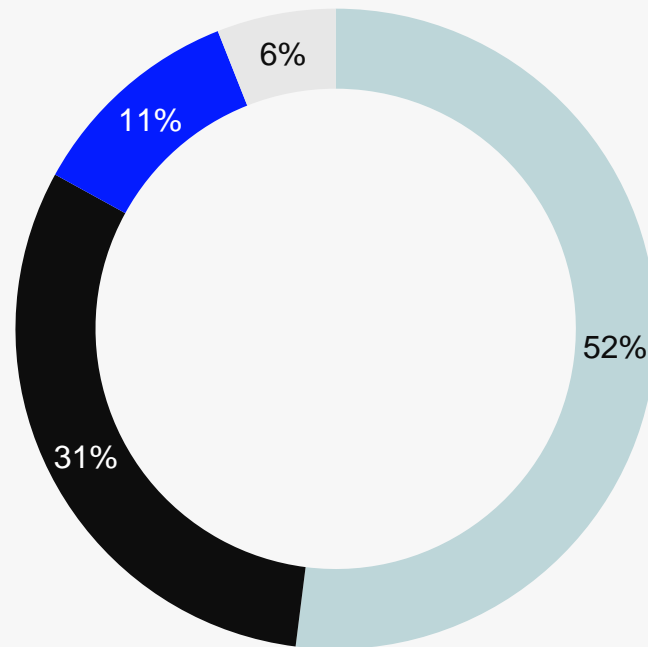


# Some acknowledge the steps taken on Reconciliation; Most want to see more

Percent who agree, among Indigenous Peoples (IP)

## Perceptions on the steps the government has taken to work on Reconciliation:

- It's a start, but there's a lot more work to do
- I'm not happy with what's been done, it's nowhere near enough
- I'm happy with the steps taken so far
- I'm not aware of any steps the government has taken



**“Reconciliation is not something that will happen overnight. Government has become involved now. But it will take many years of implementing change to help the youth overcome the barriers they face.”**

**“They're raising awareness but I think *more needs to be done for Indigenous peoples who are struggling with addictions, low employment, low education, poor health outcomes, and trauma from residential school experiences* (which does carry down to future generations - I am the adult child of a residential school survivor).”**

**“We don't need orange shirts or government days off work.”**

**“They still don't want to pay for what the government have done in the past. They think making a statement about acknowledging the stolen land before any meeting or celebration is suffice.”**

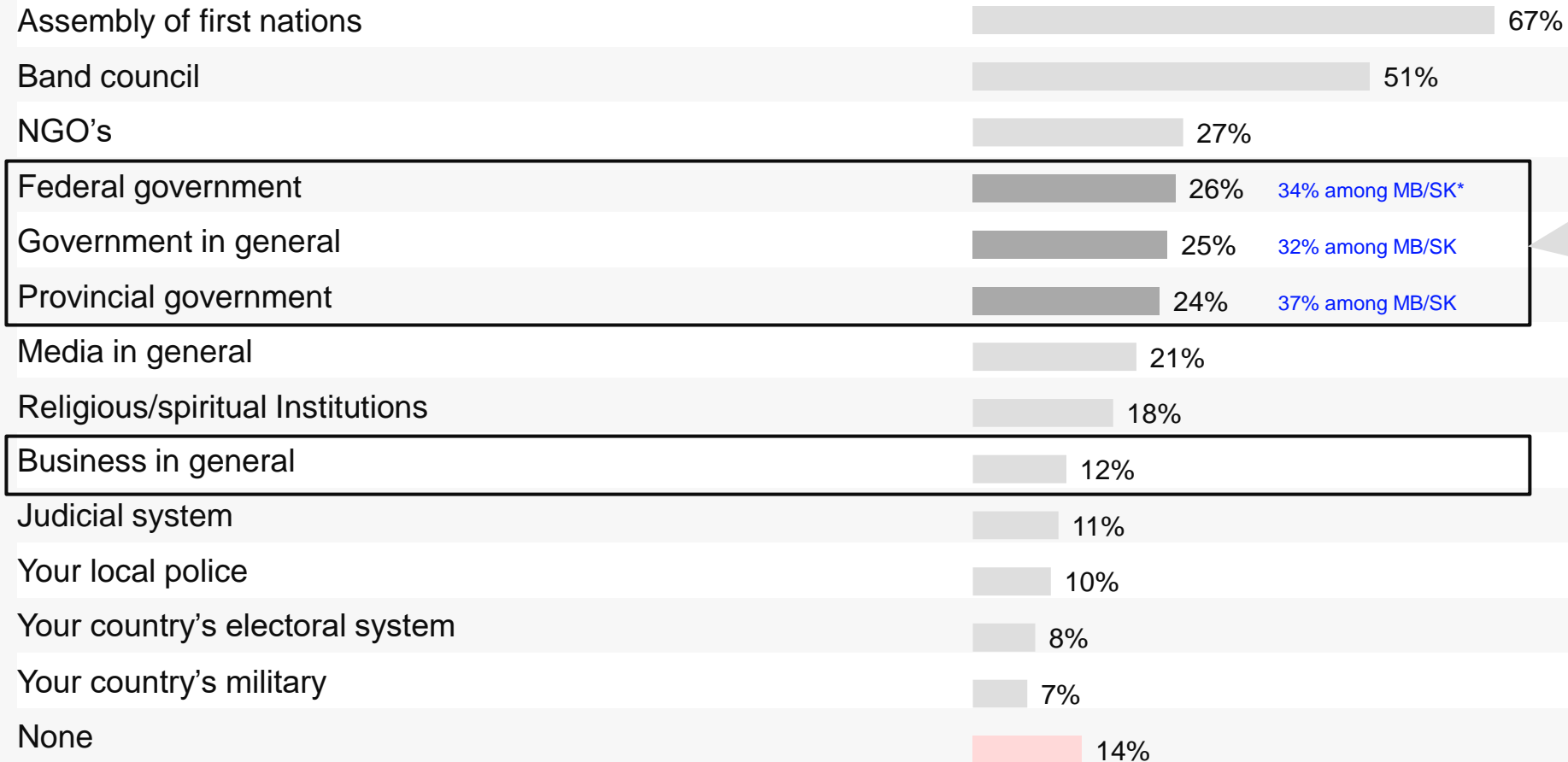
**“Just words being said. No actions taken. Government gets a day off, but the indigenous people still work. How is that reconciliation? What about all the unmarked graves at all of the residential schools? Bring peace to families”**





# Government is ahead of other major groups in Canada, below Indigenous organizations

Percent who selected the below groups as playing a positive role in Reconciliation, among Indigenous Peoples (IP)

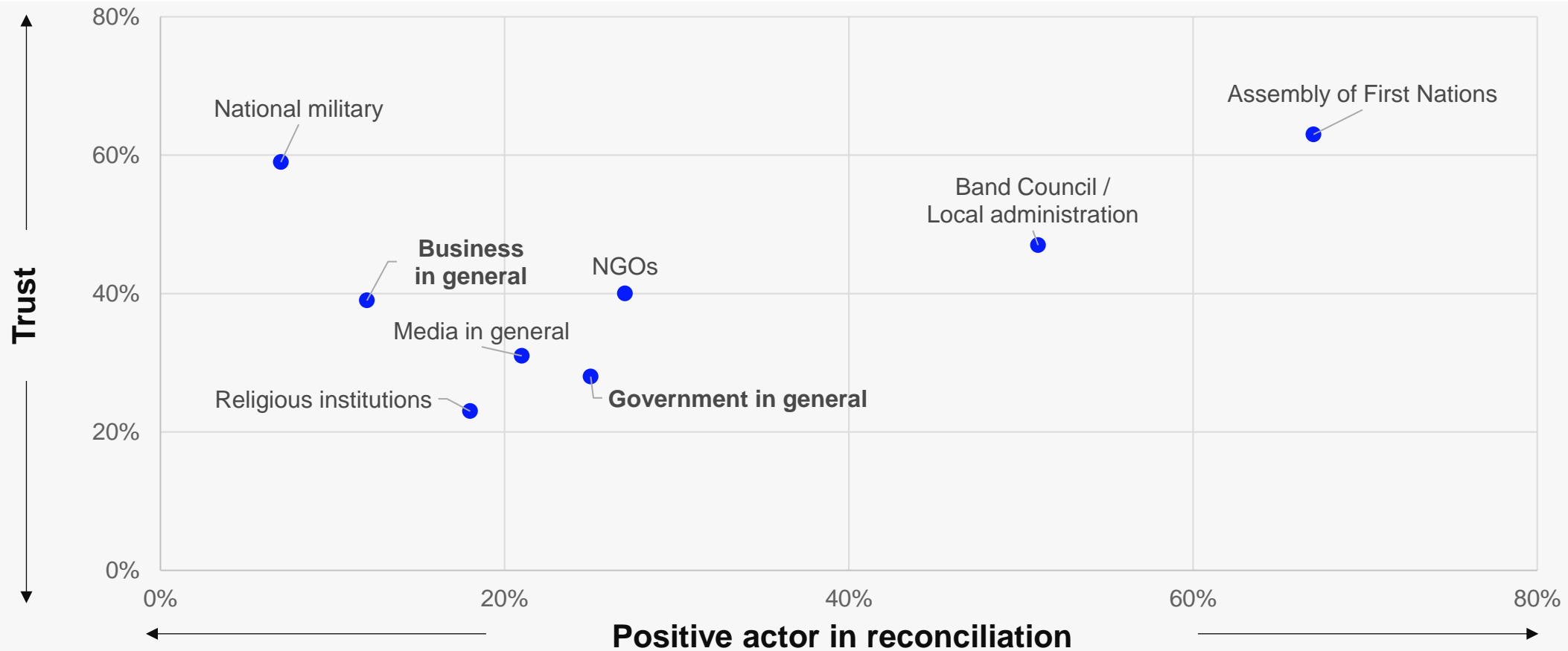


*"I believe we have made a lot of headway in Canada with involvement in Reconciliation. I find there is much **more respect** out there in the public and that **this current Federal Government keeps working towards Reconciliation**. I have also a lot of hope in **Manitoba** after the last provincial election"*



# Trusted institutions not always seen as partners in Reconciliation

*The only institution seen as both trusted and playing a positive role in reconciliation is the Assembly of First Nations. Band Council is not trusted but has an opportunity to strengthen that trust through playing a role that many respondents expect of them in Reconciliation.*



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TRU\_Reconciliation. Please select the institutions that play a positive role in Reconciliation with Indigenous Peoples, if any. Base: Total (n=303)

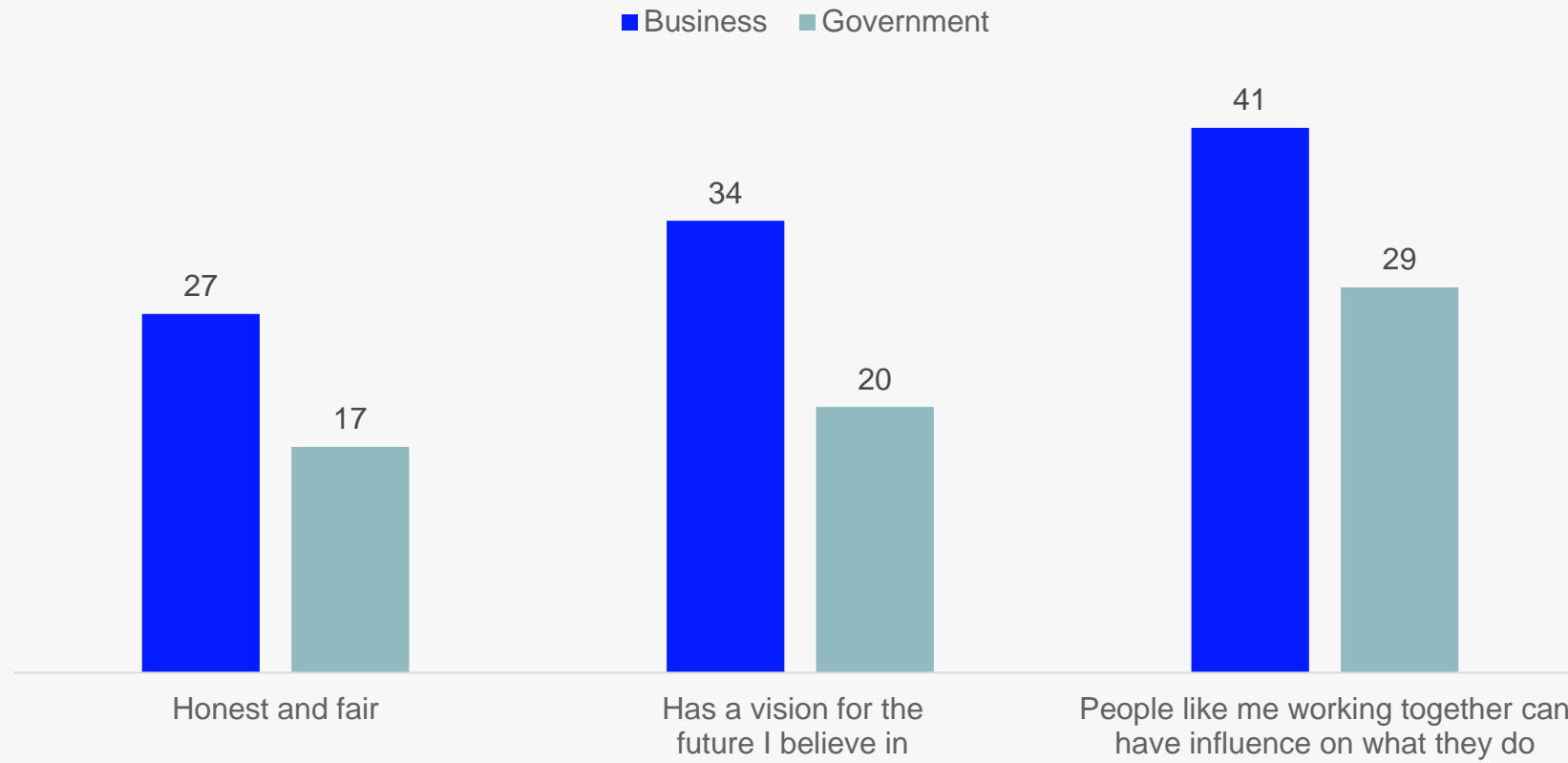


**The opportunity for  
Canadian Business  
in Reconciliation**



# More people align with Business' practices and values

Percent who agree Business and Government fall on the positive end of the scale, among Indigenous Peoples (IP)



2024 Edelman Canada Study of Trust Among Indigenous Peoples: GOV\_PER\_DIMr2. In thinking about why you do or do not trust government in general, please specify where you think it falls on the scale between the two opposing descriptions. 11-pt scale, top 5 box agree, bottom 5 box, disagree. Base Total: (n=303)

BUS\_PER\_DIMr2: In thinking about why you do or do not trust business, please specify where you think it falls on the scale between the two opposing descriptions. 11-pt scale, top 5 box agree, bottom 5 box, disagree. Base Total: (n=303)



# Business must transform general trust into Reconciliation action

*There is opportunity for businesses to get involved in Reconciliation, perhaps in part by working with the government.*

Trust in “**business** in general”

“**Businesses** in general are good at what they do”

“**Businesses** in general play a positive role in reconciliation”

Percent Trust

Percent who Agree

Percent who say

**39%**

Government  
in General:  
**28%**

**61%**

Government  
in General:  
**26%**

**12%**

Government  
in General:  
**25%**

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TRU\_3D\_BUS/TRU\_3D\_GOV: To what extent do you agree with the following statements? Businesses in general are good at what they do/Government in general is good at what it does. **7-pt scale**, top 3 box, Agree.

TRU\_Reconciliation: Please select the institutions that play a positive role in Reconciliation with Indigenous Peoples, if any. Base: Total (n=303)



# Potential opportunities of action for Business

1	2	3	4
<p><b>Act where you're relevant</b></p> <p>Governments handle the legal side of Reconciliation, but it should not be an excuse to sit back and wait.</p> <p>Economic Reconciliation can't wait: Business can work on hiring, training, procurement, investment, to make a change.</p>	<p><b>Trust takes its time</b></p> <p>Distrust and the feeling of being lied to are deeply rooted; trust won't happen overnight.</p> <p>Build long-term relationships and let go of your standard measurement tools and performance indicators.</p>	<p><b>Accept criticism</b></p> <p>You are part of the system that is distrusted. As such, your involvement in Reconciliation might raise questions and concerns.</p> <p>Aim for transparency on your objectives, demonstrate openness to all opinions, be ready to answer difficult questions.</p>	<p><b>Proximity is key</b></p> <p>Trust increases as you get closer to the individual.</p> <p>Make sure to have a presence in the communities with people who speak the language and who understand local power dynamics.</p>



**Thank you!**

