



**Environics Communications**  
**CanTrust Index**

**Trust and Newcomers**

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# Trust and Newcomers

**The Environics Communications CanTrust Index** examines the sources that Canadians trust for important information as well as their trust in organizations and leaders. We examined several population segments, and found that Newcomers (as defined as people having arrived in Canada within the past 15 years or less) hold greater trust levels in several areas, including in large corporations, government and provincial premiers.

Environics Communications identifies and engages with audiences and influencers to build trust in companies and brands. This survey, with special analysis about Newcomers, is part of our service to clients and demonstrates our commitment to knowing Canadians.

Canada is often called a nation of immigrants. Over 6.7 million people, or one in five, were born in another country. The presence of immigrants is particularly high in Canada's major cities. In Toronto, almost 50% of the population was born in another country. In Vancouver, it is 40%. About one-third of these people arrived since 2001. To fully understand trust in Canada, we wanted to understand these Newcomers as an important part of our society.



1/5

Canadians were born in another country

When looking at trust, Newcomers are more likely than others (37% compared to 29% for Canadians as a whole) to trust large corporations to do what is right for Canada, Canadians and our society. While some caution is required due to smaller samples sizes, directionally, the research suggests that there is a greater degree of trust among these Newcomers in

government (46% compared to 40%). The difference may be explained by the various settlement programs provided by governments for immigrants. It also suggests a belief in the role for government in society, consistent with Canadian traditions favouring “peace, order and good government.”

At the same time, Newcomers are less likely to have trust in the news media (48% compared to 54%) to do what is right for Canada, Canadians and our society. This result suggests the major media still have work to do in engaging and reflecting Canada’s diversity.

For news sources, most Newcomers access news in either English (61%) or French (27%), although 13% report consuming news in a different language.

The greater trust in large corporations is also reflected in higher trust among Newcomers in specific industry sectors. For example, Newcomers are more trusting than the average for Canadians in pharmaceuticals (by 6%), social media platforms (by 7%), banks (by 6%) and online shopping (by 6%). There were no industry categories where Newcomers were less trusting than overall Canadian averages.

### Newcomers are more trusting than the average Canadians by:



Regarding the actions that are important in determining trust in various organizations, Newcomers show few differences compared to the national average. They place slightly greater emphasis on their personal experience with the organization, with “enjoying the product or service” (higher by 4%) being the highest ranked factor for building trust. The greatest divergence between Newcomers and the overall Canadian average is the contribution of Canadian ownership to trust (54% important for Newcomers compared to 64% overall). Newcomers may see themselves as citizens of the world, less influenced by local preferences.

Looking at trust in leaders, we see again a higher degree of trust in the public sector. Newcomers show higher trust when compared to the Canadian average in their Premier (by 11%) and their Mayor (by 4%). Our research found no particular Trudeau trust halo,

although new Canadians are more likely to choose 7 out of 7 on the scale of trust in the Prime Minister.

Newcomers are identical to the average Canadian response in trust in CEOs or the most senior boss at the company who employs them, at 52%.

In summary, Newcomers demonstrate healthy levels of trust in both public and private sector organizations. As consumers, they respond favourably to companies that deliver great experiences.

Only 54% of newcomers identify Canadian ownership as a contributor to trust, compared to 64% of Canadians overall

Newcomers may see themselves as citizens of the world, less influenced by local preferences.



# Actionable Insights

1

Newcomers appreciate 3rd party verifications of your product benefits, so use them if you can.

2

Bloggers that connect with Newcomer audiences are trusted sources and should be engaged by your organization for positive relationships.

3

Newcomers consume their news mainly in the English language, although a small group do seek media in their mother tongue.

4

Large corporations can build trust with Newcomers via an excellent customer experience, and should not be concerned by other factors such the size or nationality of their organization.

For more information, please contact  
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The Environics Communications CanTrust Index is based upon an online survey of 1,001 Canadians 18+ years of age conducted between February 29 to March 7, 2016. It is nationally representative by region, age and gender. The subsample of new Canadians (with 15 or fewer years in Canada) was 151. The subsample of Primary Shoppers was 562.