

# Trusted Information Sources

Public Opinion Research  
Release Date: May 28, 2021  
Field Dates: May 18 to May 26, 2021

# Trusted Information Sources

Since the beginning of the COVID-19 outbreak in Canada, INNOVATIVE has been tracking health attitudes impacted by the pandemic.

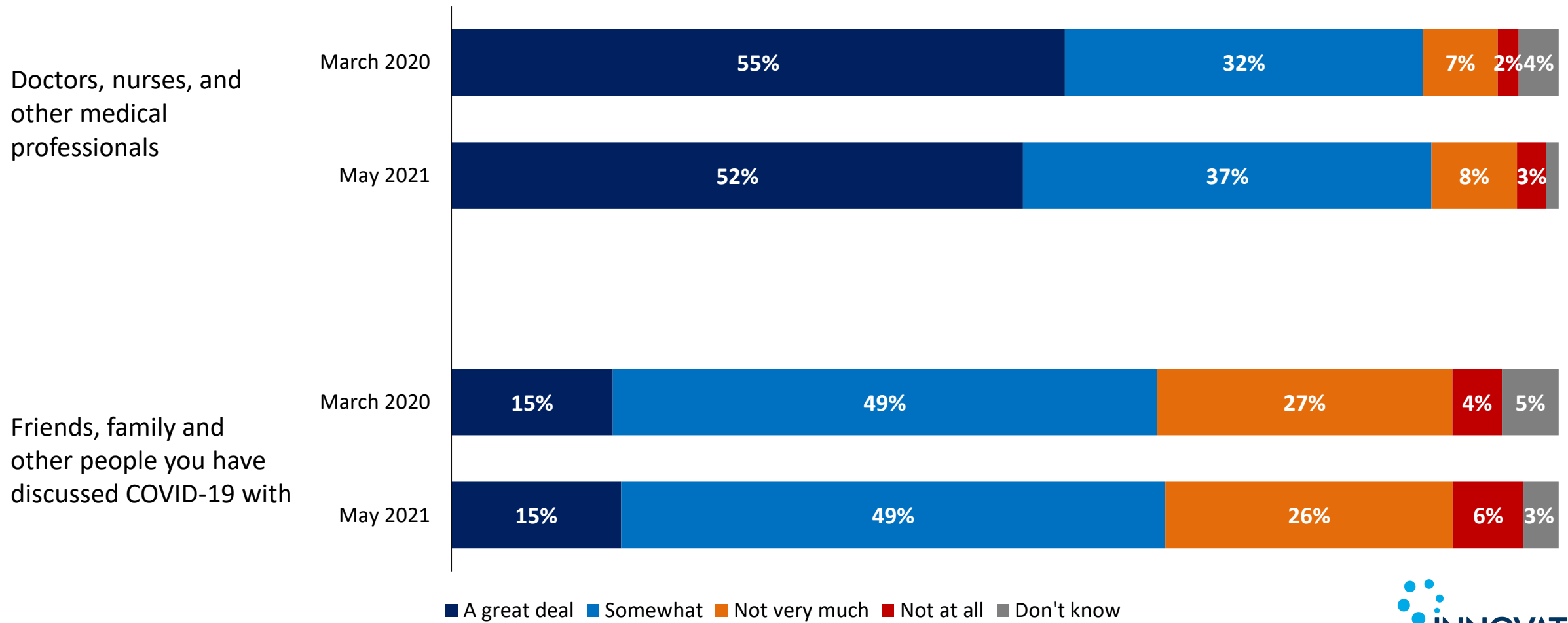
Today, INNOVATIVE is releasing results from a new online survey. This online survey was in field from May 18<sup>th</sup> to May 26<sup>th</sup> with a weighted sample size of 2,000 Canadian residents. Detailed methodology is provided in the appendix.

This report covers the amount of trust that participants have towards the information about COVID-19 they have received from a variety of sources. We find that trust in doctors, nurses and other medical professionals remain the highest among the other groups.

# Trust in Key Actors: Trusting COVID-19 info received from medical pros as well as family & friends have remain steady since March '20



How much do you trust the information about COVID-19 you received from the following sources?  
[asked of all respondents; n=2,000]



■ A great deal ■ Somewhat ■ Not very much ■ Not at all ■ Don't know



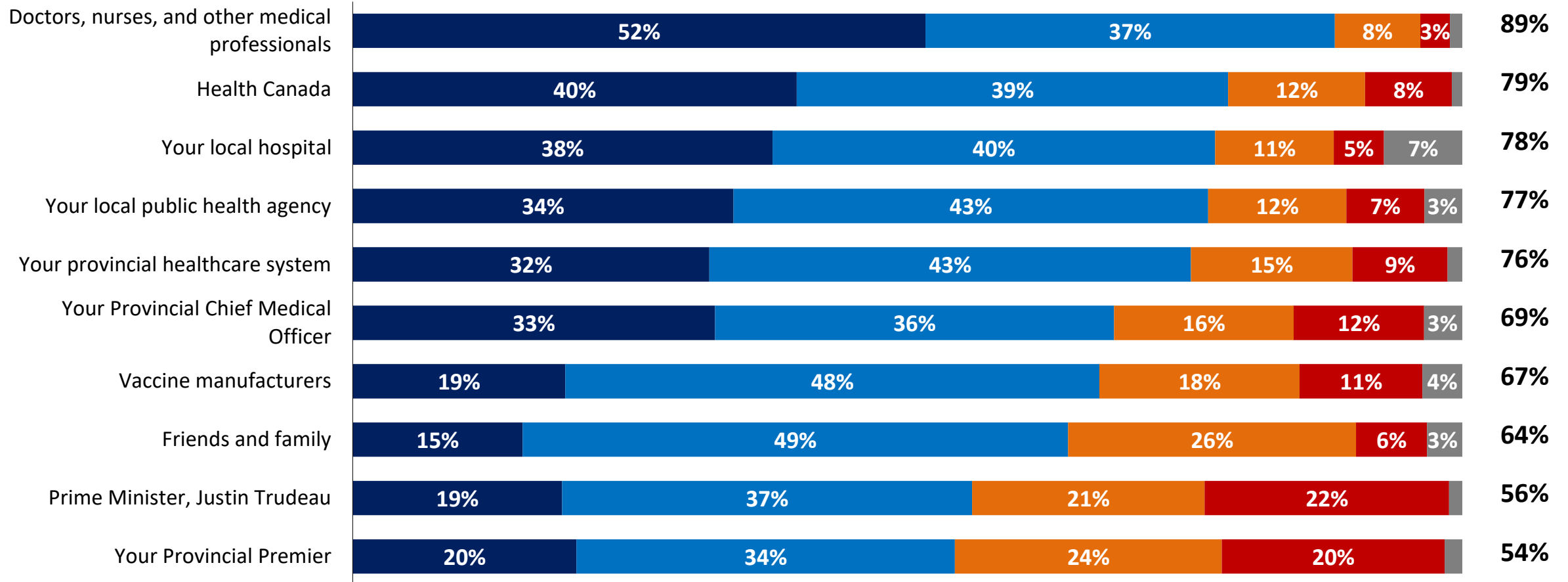
# Trust in Key Actors: 9-in-10 (89%) trust the information about COVID-19 from the medical pros while only 54% trust their provincial premier



How much do you trust the information about COVID-19 you received from the following sources?

[asked of all respondents; n=2,000]

Total Trust



■ A great deal ■ Somewhat ■ Not very much ■ Not at all ■ Don't know

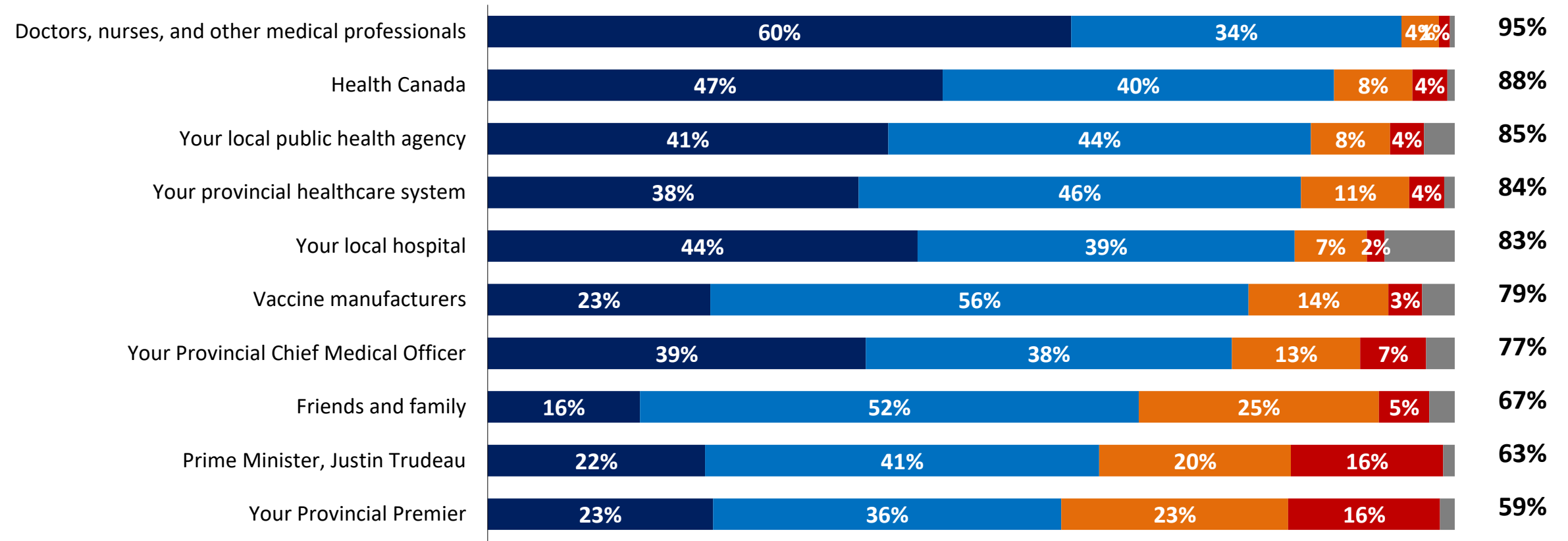
# Definitely or Already Vaccinated: A majority of those most likely to get vaccinated trust doctors and nurses a great deal



How much do you trust the information about COVID-19 you received from the following sources?

[showing only those who say they are either already vaccinated or definitely will get vaccinated; n=1,581]

## Among those who are already vaccinated or "definitely will" get vaccinated



■ A great deal ■ Somewhat ■ Not very much ■ Not at all ■ Don't know



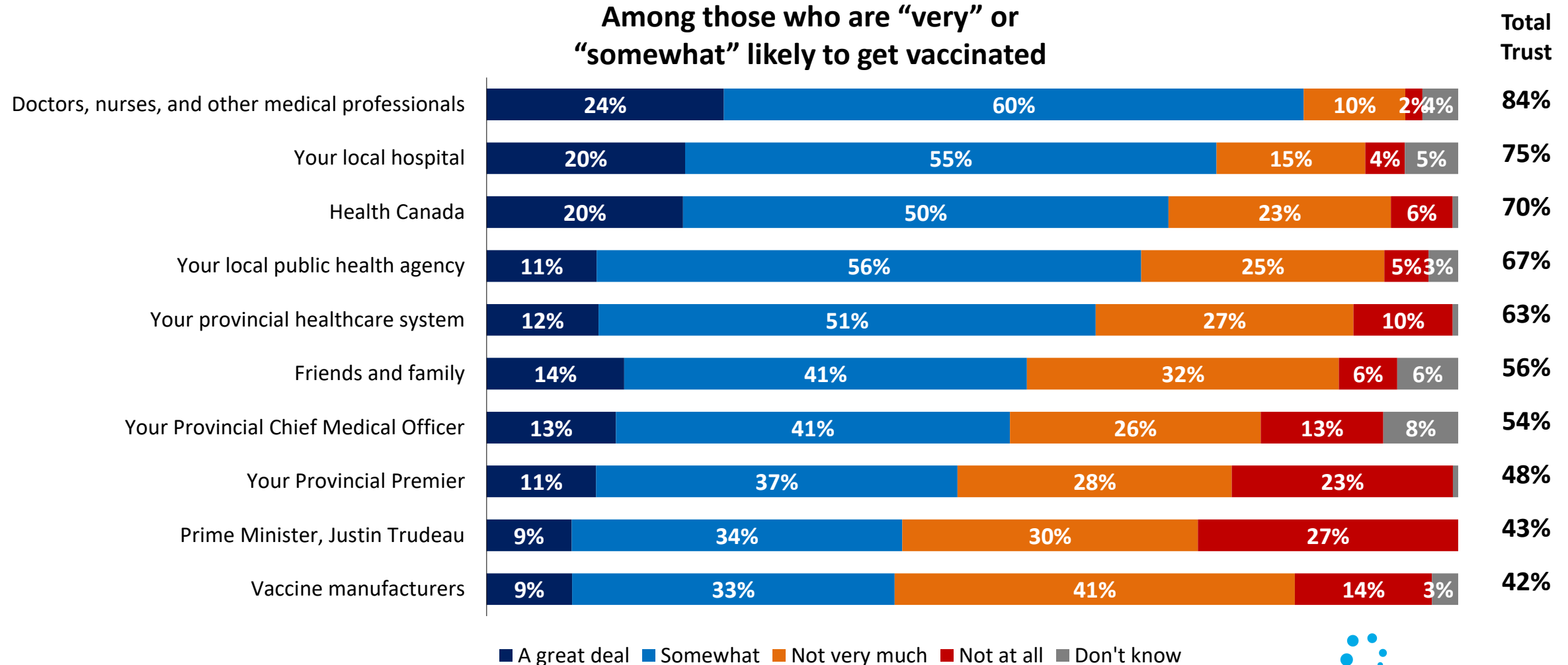
# Likely to Be Vaccinated: 8-in-10 (84%) trust the info from doctors, nurses & other medical pros; lowest trust on info from vaccine producers (42%)



How much do you trust the information about COVID-19 you received from the following sources?

[showing only those who say they are either very or somewhat likely to get vaccinated; n=169]

## Among those who are “very” or “somewhat” likely to get vaccinated



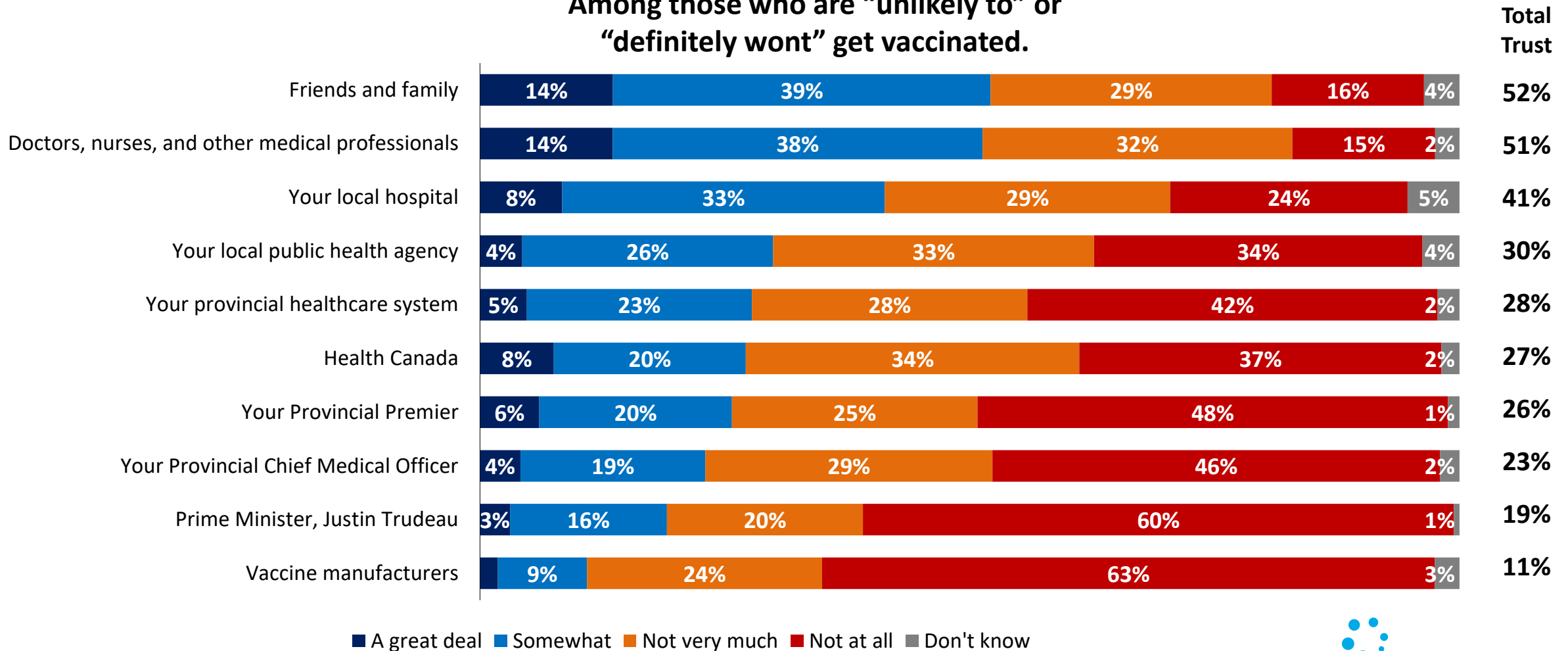
# Unlikely to Be Vaccinated: Highest trust among friends, family (52%) & medical pros (51%); least trust on info from vaccine manufacturers (11%)



How much do you trust the information about COVID-19 you received from the following sources?

[showing only those who say they are not likely to get vaccinated; n=222]

**Among those who are “unlikely to” or “definitely wont” get vaccinated.**



# Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface. The circles are semi-transparent and do not overlap each other.



# Survey Methodology

**These are the results of an online survey conducted between May 18<sup>th</sup>, 2021 and May 26<sup>th</sup>, 2021.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

**Sample Size:** n=2,374 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** May 18<sup>th</sup>, 2021 to May 26<sup>th</sup>, 2021.

**Weighting:** Results for Canada are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
<b>Men 18-34</b>	161	6.8%	274	13.7%
<b>Men 35-54</b>	265	11.2%	336	16.8%
<b>Men 55+</b>	769	32.6%	362	18.1%
<b>Women 18-34</b>	225	9.5%	271	13.6%
<b>Women 35-54</b>	323	13.7%	346	17.3%
<b>Women 55+</b>	619	26.2%	409	20.5%
<b>Region</b>				
<b>BC</b>	371	15.6%	256	12.8%
<b>AB</b>	321	13.5%	212	10.6%
<b>Prairies</b>	131	5.5%	124	6.2%
<b>ON</b>	952	40.1%	717	35.8%
<b>QC</b>	419	17.6%	564	28.2%
<b>Atlantic</b>	180	7.6%	128	6.4%



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**Building Understanding.**