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Trust in Employers, Unions and Co-workers

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Introduction

- A high level of trust towards employers and between co-workers is vital in establishing a strong workplace culture and is linked to greater productivity, commitment and job satisfaction. Fostering trust requires strong communication, transparency, and reliability from leadership, alongside consistent effort from employees. An October survey conducted by Leger Marketing for the Association for Canadian Studies reveals that a majority of Canadians trust employers and co-workers but are less trusting of Labor Unions. Income is an important driver of trust across that spectrum.
- The survey was conducted by Leger for the Association for Canadian Studies with 1537 respondents in Canada over the period October 24-26, 2025. A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1537 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

A Majority of Canadians say they trust their bosses and that percentage rises in the 35-44 category

My Boss - When it comes to the following do you very much trust, somewhat trust, somewhat distrust, very much distrust or don't know/prefer not to answer?	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54
NET TRUST	52%	52%	51%	53%	58%	64%	60%
Very much trust	15%	17%	12%	15%	18%	15%	16%
Somewhat trust	37%	35%	39%	38%	41%	49%	44%
NET DISTRUST	18%	20%	15%	23%	23%	22%	24%
Somewhat distrust	12%	13%	11%	16%	14%	15%	16%
Very much distrust	6%	8%	4%	7%	9%	7%	8%
I don't know/I prefer not to answer	31%	27%	34%	24%	19%	14%	16%

A majority of Canadians trust co-workers with a rise in the 45-54 category

My Co-workers - When it comes to the following do you very much trust, somewhat trust, somewhat distrust, very much distrust or don't know/prefer not to answer? by Banner	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54
NET TRUST	61%	60%	61%	57%	64%	65%	72%
Very much trust	12%	15%	10%	12%	13%	9%	16%
Somewhat trust	48%	45%	51%	45%	51%	56%	56%
NET DISTRUST	16%	19%	13%	21%	20%	21%	17%
Somewhat distrust	12%	14%	11%	15%	15%	18%	14%
Very much distrust	3%	4%	2%	6%	6%	3%	3%
I don't know/I prefer not to answer	24%	21%	26%	22%	15%	13%	12%

Most Canadians do not trust labor union leaders with a majority between 45 and 54 saying they don't

Labor Union Leaders - When it comes to the following do you very much trust, somewhat trust, somewhat distrust, very much distrust or don't know/prefer not to answer	Total	Male	Female	Between 18 and 24	Between 25 and 34	Between 35 and 44	Between 45 and 54
NET TRUST	39%	37%	40%	44%	47%	40%	36%
Very much trust	6%	7%	6%	5%	8%	11%	4%
Somewhat trust	32%	30%	35%	39%	39%	30%	32%
NET DISTRUST	45%	52%	38%	32%	35%	40%	52%
Somewhat distrust	28%	30%	27%	26%	23%	27%	29%
Very much distrust	17%	22%	12%	6%	12%	13%	23%
I don't know/I prefer not to answer	16%	11%	22%	25%	18%	20%	12%

Canadians far less trusting of union leaders than employers with co-workers most trusted

When it comes to the following do you very much trust, somewhat trust, somewhat distrust, very much distrust or don't know/prefer not to answer?	My co-workers	My Boss	Union Leaders
NET TRUST	61%	52%	39%
Very much trust	12%	15%	6%
Somewhat trust	48%	37%	32%
NET DISTRUST	16%	18%	45%
Somewhat distrust	12%	12%	28%
Very much distrust	3%	6%	17%
I don't know/I prefer not to answer	24%	31%	16%

Persons with higher income are far more trusting of bosses and co-workers

When it comes to the following do you very much trust, somewhat trust, NET TRUST	<40k	40-59k	60-79k	80-99k	100k+
Labor Union Leaders	34%	36%	38%	43%	42%
My Boss	40%	45%	53%	62%	61%
My Co-workers	55%	53%	63%	67%	68%

Degree of Trust is roughly similar amongst immigrant and non-immigrant and white and non white across spectrum

Net Trust	Immigrant	Non-immigrant	White	Not White
Labor Union Leaders	37	39	38	40
My Boss	53	51	50	56
My Co-workers	60	62	59	67

Three in four full time workers trust co-workers

Net Trust	Full Time	Part Time
Labor Union Leaders	43	42
My Boss	66	67
My Co-workers	73	69

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