



Public Awareness and Communications Survey 2018

Report on Results

April 19, 2018

Ipsos
1440 Sainte-Catherine Street W., Suite 555
Montréal, QC, H3G 1R8
Tel: 514.904-4338
www.ipsos.ca

© 2018 Ipsos Limited Partnership. All rights reserved.
Contains Ipsos' Confidential, Trade Secret and Proprietary Information.

TABLE OF CONTENTS

RESEARCH BACKGROUND AND METHODOLOGY	1
1.1 Context of the Research	1
1.2 Research Objectives	1
1.3 Survey Methodology	2
VIEWS ON THE ECONOMY AND OTHER PRIORITIES	3
2.1 National & Personal Priorities	3
2.2 Views on the State of the Canadian Economy	4
AWARENESS AND PERCEPTIONS OF THE BANK OF CANADA.....	8
3.1 Views on the Bank of Canada and its Role	8
3.2 Knowledge of the Bank of Canada	9
3.3 Impact of the Bank of Canada’s Decisions	10
3.4 Trust in the Bank of Canada and Other Institutions	13
DRIVERS OF TRUST IN THE BANK OF CANADA.....	17
4.1 Approach to Drivers’ Analysis	17
4.2 Drivers of Trust in the Bank of Canada	17
4.2.1 Overall Results – All Canadians	17
INFORMATION SOURCES ON THE ECONOMY	19
5.1 Main Sources of Information or News on the Economy.....	19
5.2 Preferred Television and Internet Sources	19
5.3 Preferred Online and Print Newspapers	21
5.4 Social Media and Economic Magazines	21

Political Neutrality Statement

I hereby certify as Senior Officer of Ipsos that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

A handwritten signature in black ink, appearing to read "M. Colledge", with a large, stylized flourish at the end.

Mike Colledge
President
Ipsos Public Affairs

RESEARCH BACKGROUND AND METHODOLOGY

Ipsos Limited Partnership is pleased to submit this report on the Bank of Canada's 2018 Public Awareness Survey.

1.1 Context of the Research

As Canada's central bank, the Bank of Canada is the institution responsible for formulating and implementing the country's monetary policy and acts as fiscal agent for the Canadian government. It plays a fundamental role in maintaining a strong financial system for the benefit of all Canadians. But are Canadians aware of these roles? Do they trust the Bank of Canada to fulfill its key functions? Where do they get their information about the Bank of Canada and about the economy more broadly? These are all questions that are explored by this research.

Previous rounds of research have been conducted by the Bank of Canada in 1999, 2010 and 2014 to track awareness and opinions of the Bank. The results of these studies have helped devise communication strategies over the years, but nearly twenty years after the start of this research program, a new approach was deemed necessary to deepen the Bank's understanding of its core audiences. While some questions from previous research were tracked, this new round of research was meant to provide an expanded, renewed and more innovative approach to surveying Canadians on the Bank of Canada, the economy and the Canadian financial system.

1.2 Research Objectives

The overarching objective of this new round of research was to identify key factors that drive trust in the Bank, and to advise the Bank on the development of a public awareness campaign aimed at improving perceptions of the Bank as an important institution in the Canadian federation. As such, this renewed research program was meant to measure:

- Views of the Bank of Canada
 - Awareness and familiarity with the Bank of Canada
 - Bank's work and role in the economy
 - Perceptions of the Bank
 - Confidence in the Bank, including drivers of trust/distrust
 - Comparison of Bank scores on trust with those of other relevant institutions
- Views on the Canadian economy
 - Interest in/awareness of key economic topics
 - Economic concerns for themselves/their families
 - Trust in available economic data from key sources
 - Views on Canada's economic health
 - Perceived link between the Bank's work and their personal finances
- Communicating with Canadians
 - Where they get their information on the Bank and the economy
 - Their media consumption patterns
 - The sources of information they trust (in general, and about the work of the Bank)
 - The type of information they are interested in

1.3 Survey Methodology

Ipsos conducted a 15-minute online survey among a representative, nationwide sample of n=2,261 Canadians aged 18 years and older. The survey was administered among a general public audience using Ipsos' panel-based resources for data collection (Ipsos iSay panel). The iSay panel provides a number of innovative incentive programs to participants tailored to the specific requirements of each survey, depending on the length of the survey, the subject matter of the study, and the time required to complete a minimum number of interviews. A point-based system is used where participants can redeem points for various items.

Weighting has been applied to ensure that the sample proportions match the characteristics of the population, according to the 2016 Census, by age, gender, and region. Ipsos does not calculate a margin of error for online surveys because online surveys are considered non-probabilistic. A credibility interval is used instead. The credibility interval for a sample of this size of $\pm 2.3\%$ in 19 cases out of 20.

Additional note on tracking results from previous waves

This new round of research marks a break with previous surveys conducted by the Bank of Canada. While some of the items included in the 2018 wave of polling can be compared with previous waves of research, nearly all question items are new for this year or represent altered versions of previous questions. The questionnaire having been completely remodeled, the ordering of questions has been altered, making comparisons less reliable.

In addition, new requirements for sophisticated statistical modeling and analysis meant that some of the scales used in past survey iterations have been modified to standardize measurements across a broad series of indicators. Many of the questions included in this survey were asked on a 7-point scale. For reporting purposes, answers of 5, 6, or 7 are considered 'good', 'high', or 'positive', a score of 4, 'neutral' or 'average', and scores of 1, 2, or 3 are considered 'poor', 'low', or 'negative'.

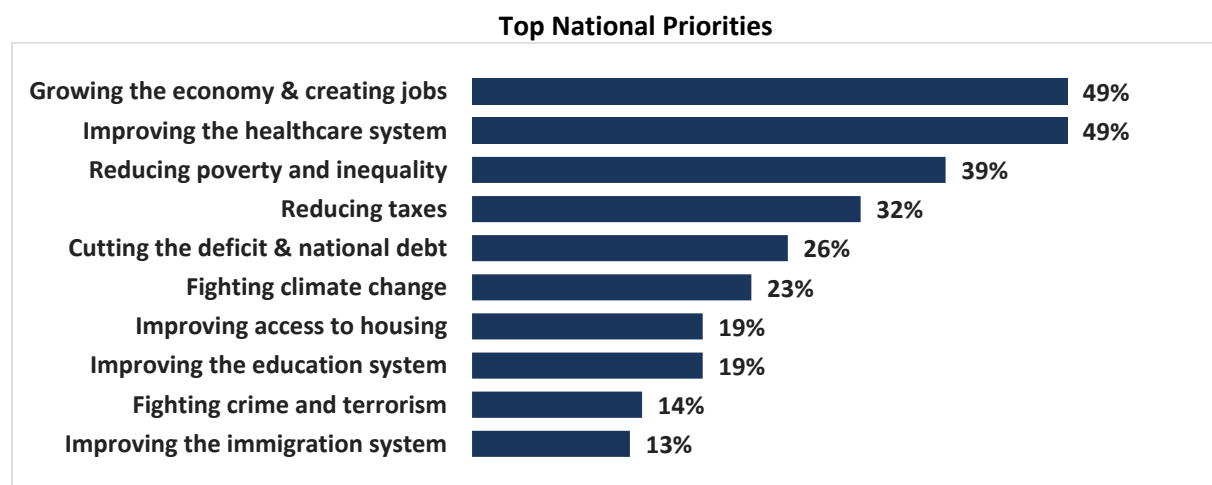
For the above reasons, any differences with previous survey waves should be interpreted cautiously.

VIEWS ON THE ECONOMY AND OTHER PRIORITIES

2.1 National & Personal Priorities

Top National Priorities

Half of Canadians think that economic growth (49%) or healthcare (49%) are the most important issues facing the country, followed by four in ten (39%) who cite reducing poverty and inequality. One third (32%) indicate that reducing taxes is important whereas closer to one quarter feel this way about cutting the deficit (26%) or fighting climate change (23%). Two in ten would like to improve the education system (19%) or access to housing (19%), while slightly fewer think that fighting crime/ terrorism (14%) or improving the immigration system (13%) should be a top priority.

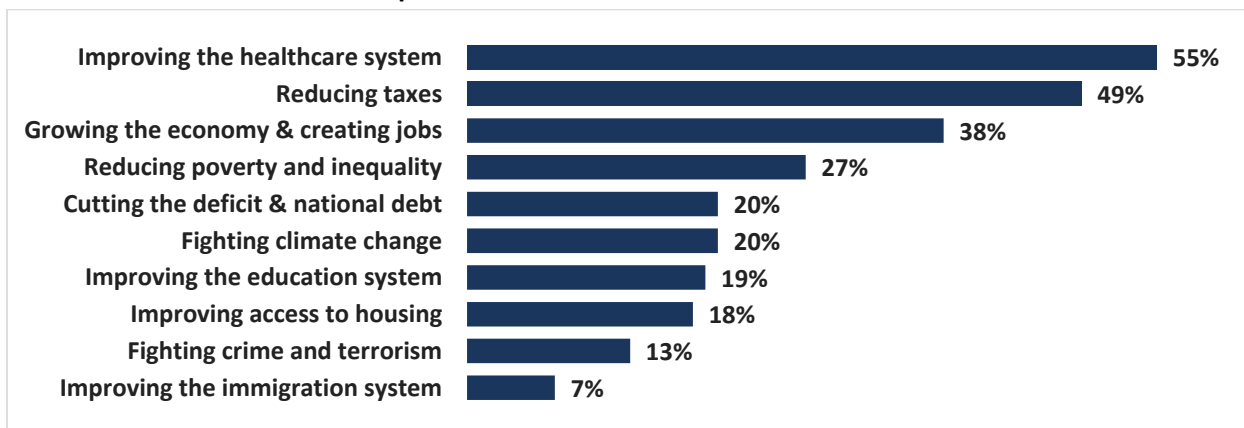


Q2. Which items among the following do you think are the most important for Canada as a whole? Please select up to three answers. Base: All Respondents (n=2,261)

Top Personal or Household Priorities

While Canadians' priorities remain somewhat similar when they are asked what is most important for them and their families, the order of items is slightly altered. A majority (55%) now cite healthcare as the most important issue facing their household, followed by half (49%) who think that reducing taxes is a top priority. Around four in ten (38%) cite economic growth, while closer to a quarter (27%) mention reducing poverty and inequality, two in ten, cutting the deficit (20%), climate change (20%), education (19%), or improving access to housing (18%) and just over one in ten (13%) selecting terrorism & crime. Only seven percent (7%) list immigration as a priority issue for their household.

Top Priorities for Individuals or Households



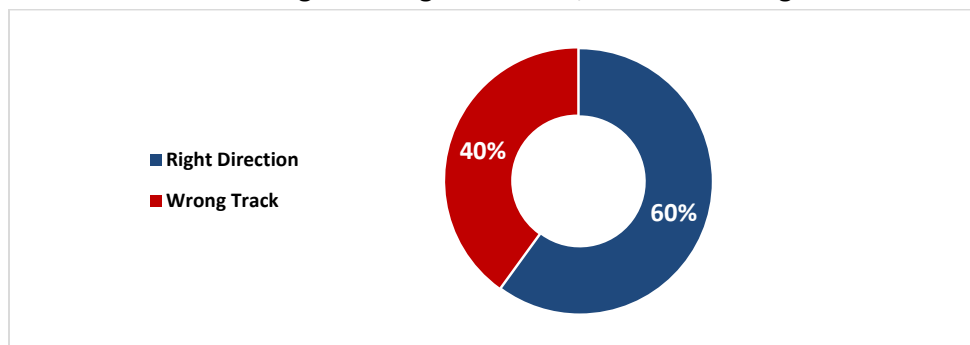
Q3. And now, which items among the following do you think are the most important for you and your family? Please select up to three answers. Base: All Respondents (n=2,261)

2.2 Views on the State of the Canadian Economy

The Direction of the Country

A majority of Canadians (60%) are satisfied with the direction in which the country is heading, compared to four-in-ten (40%) who express a desire to change course. Women (63%), those aged 18 to 34 years (69%) and those with a university undergraduate (68%) and graduate (71%) degrees are more likely to say things are heading in the right direction. By contrast, those living in the Prairies and Alberta (47%) are less likely to say the same.

Canada Heading in the Right Direction, or on the Wrong Track?



Q1. Generally speaking, would you say things in Canada are heading in the right direction, or are they off on the wrong track?

Base: All Respondents (n=2,261)

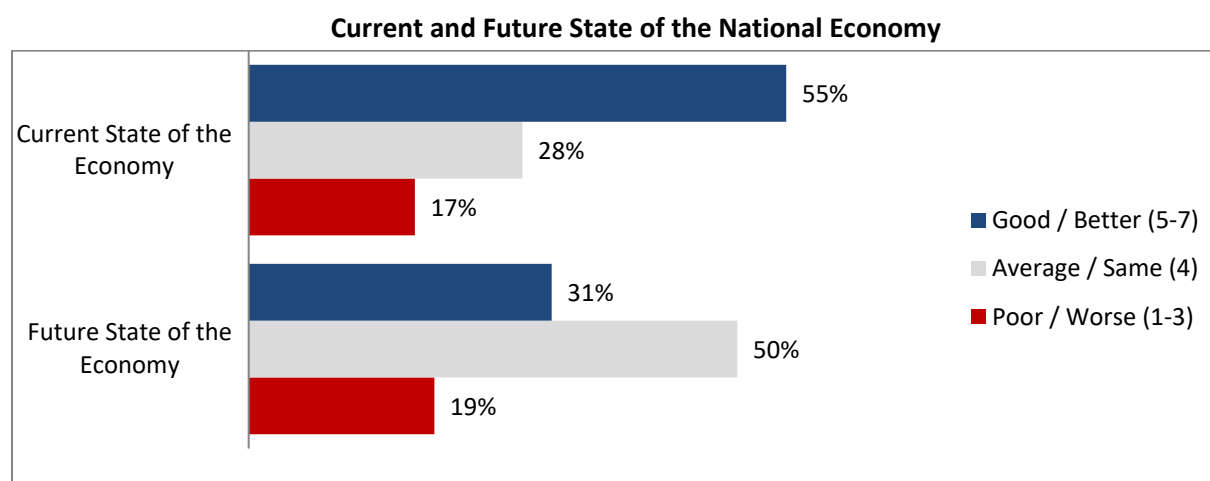
Current and Future State of the Economy

Canadians are generally more positive than negative regarding the current and future state of the Canadian economy. A clean majority (55%) believes that the economy is in good shape (score of 5 to 7 out of 7), while another 28% has a neutral view (score of 4 out of 7). Only 17% feel the economy is not doing well. Looking ahead, a third of Canadians (31%) believe that the Canadian economy will improve over the next 12 months, with another 50% being non-committal and 19% believing it will get worse.

Residents of the Prairies and Alberta are less likely than other Canadians to share positive views on the current state of the economy. Only 38% of them believe that the economy is currently doing well

compared to 55% for all Canadians. However, they are as positive as other Canadians when asked if the economy will improve over the next year.

Canadians with a graduate university degree (72% good; 44% will get better), as well as those with an undergraduate university degree (61% good; 36% better) share more positive views of the economy. Those with household incomes of \$80,000 to \$125,000 (59% good) and more than \$125,000 (64%) are more likely to say the economy is currently in good shape. However, their one-year outlook is the same as for other groups.



Q4. How would you describe the current economic conditions in Canada?

Q5. Over the next 12 months, do you expect the Canadian economy to get better, stay the same, or get worse than it is now?

Base: All Respondents (n=2,261)

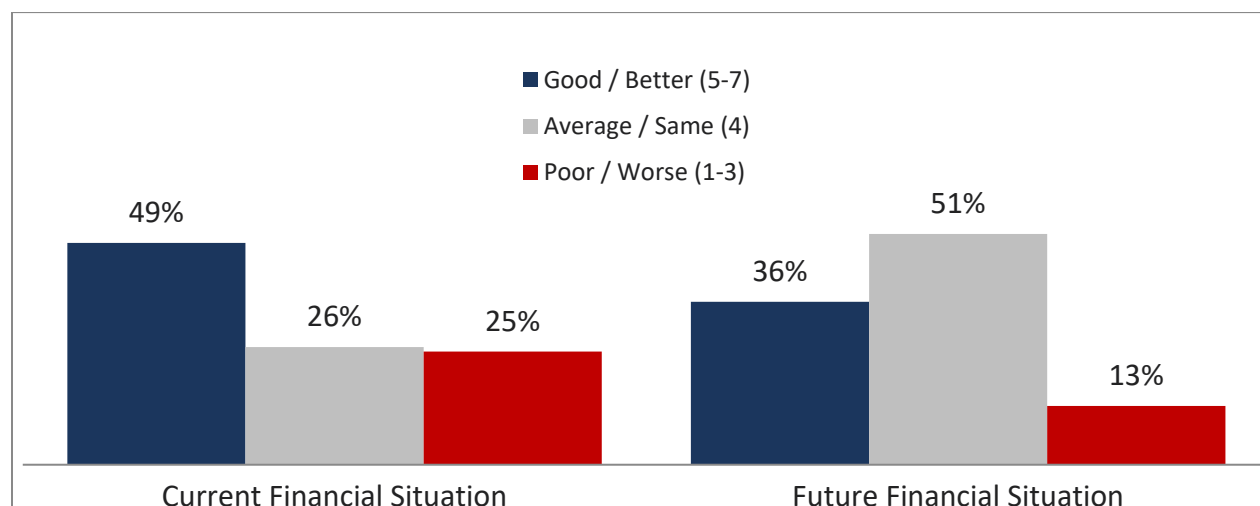
Current and Future State of Personal Finances

Views on the current and future state of one's personal finances are very similar to those pertaining to the state of the national economy. Half of Canadians (49%) think the current state of their personal finances are good (scores of 5 to 7 out of 7), while a quarter feel that it is average (score of 4; 26%) or poor (scores of 1 to 3; 25%). Their outlook for the next year is also more positive than negative, with 36% believing that things will improve for them, compared to 51% who think they will stay the same and 13% who think they will deteriorate.

Views on the state of personal finances are affected by age. Those who are aged 55 years and above are thus a little more likely to say that the current state of their finances is good (54%) compared to those aged 54 years and younger (46%). However, the reverse is true when looking at their one-year outlook, with those aged 18 to 34 being most likely to say things will improve (52%), while 37% of those aged 35 to 54 years and only 23% of those aged 55 years and above feel the same. Unlike views on the state of the economy more generally, there are no regional differences in views on the current and future state of personal finances. By contrast, the effect of education and income levels is exactly the same for views on personal finances as it was for views on the economy. The higher the education and income levels, the more positive the answers. Those with a high school degree or less are thus less likely to say that their current financial situation is good (39%) compared to those with an undergraduate (55%) or graduate degree (67%). The same goes for the future state of personal finances (30% better compared to 40% and 49%, respectively). Income levels create a larger gap, with Canadians whose household

income is below \$40,000 being much less likely to feel their current financial situation is good (28%), compared to 45% for those with a household income between \$40,000 to just under \$80,000, 63% for those with an income of \$80,000 to just under \$125,000 and 76% for those with an income of more than \$125,000.

Current and Future State of Personal Finances



Q6. *How would you describe your current financial situation?*

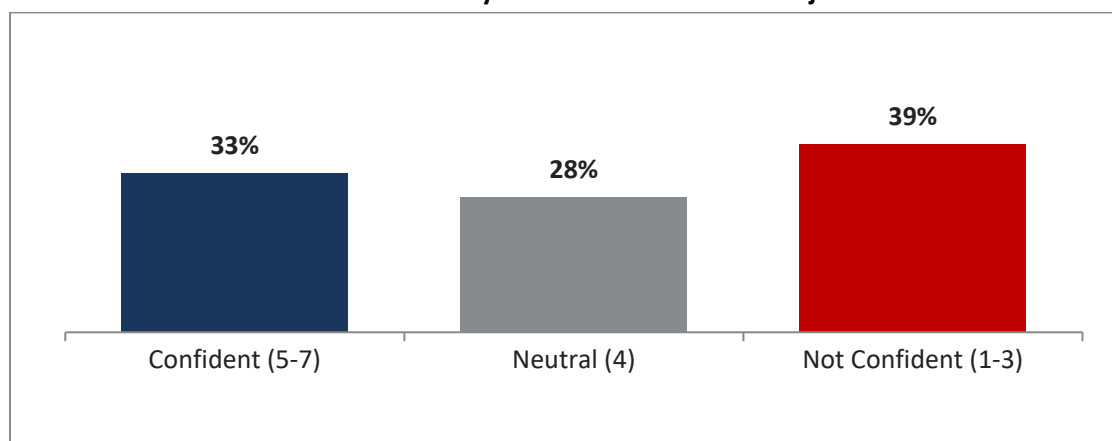
Base: All Respondents (n=2,261)

Q7. *Over the next 12 months, do you expect your personal financial situation to get better, stay the same, or get worse than it is now?* Base: All Respondents (n=2,261)

Confidence in the Financial System and Management of the Economy

Canadians are not overly confident when asked if they believe that the Canadian financial system could withstand a major shock, like a global financial crisis, over the next year or so. More of them say they are not confident (39% with scores from 1 to 3 out of 7) than confident (33% scores of 5 to 7). Another quarter (28%) are non-committal (score of 4). Men (37%), those with a university graduate degree (49%) and those with household incomes of more than \$125,000 (43%) are more likely to express confidence.

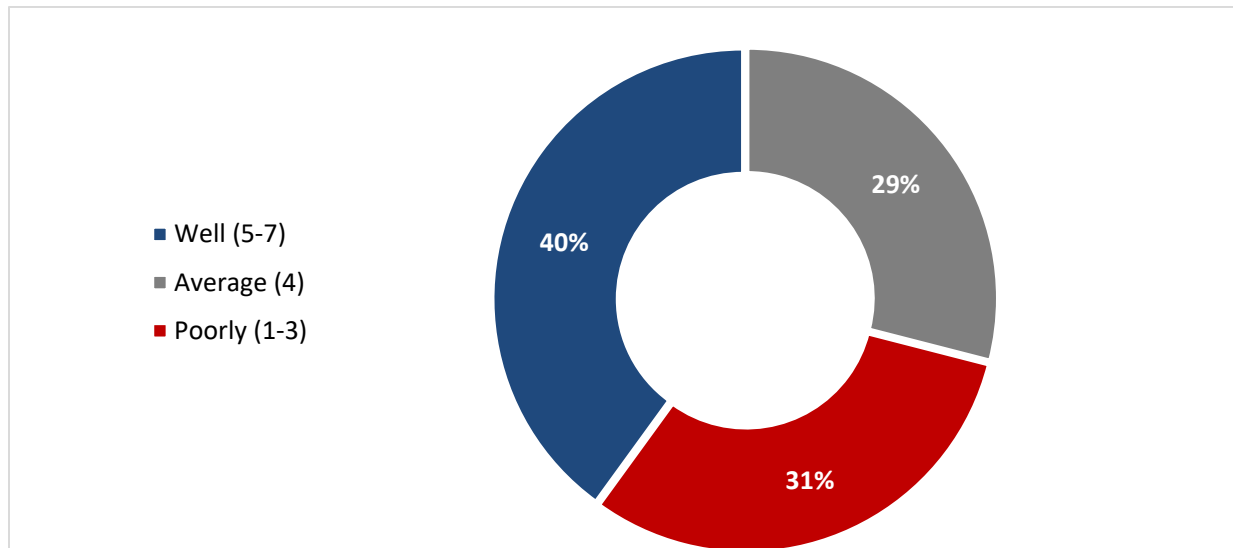
Confidence that the System Can Withstand a Major Shock



Q8. *How confident are you that the Canadian financial system could withstand a major shock, like a global financial crisis, if one were to hit in the next year or so?* Base: All Respondents (n=2,261)

Canadians are generally satisfied with the management of the national economy. Four-in-ten (40%) say the economy is well managed (scores of 5 to 7 out of 7), with another 29% saying it is managed correctly (score of 4 out of 7) and a third (31%) feel it is not well-managed. Those with a graduate degree (61%) and those with household incomes of \$80,000 and above (45%) are more likely to say the economy is well-managed. Residents of the Prairies and Alberta are less likely to say the same (29%).

Management of the Canadian Economy



Q9. Overall, how well do you think the Canadian economy is currently being managed?
Base: All Respondents (n=2,261)

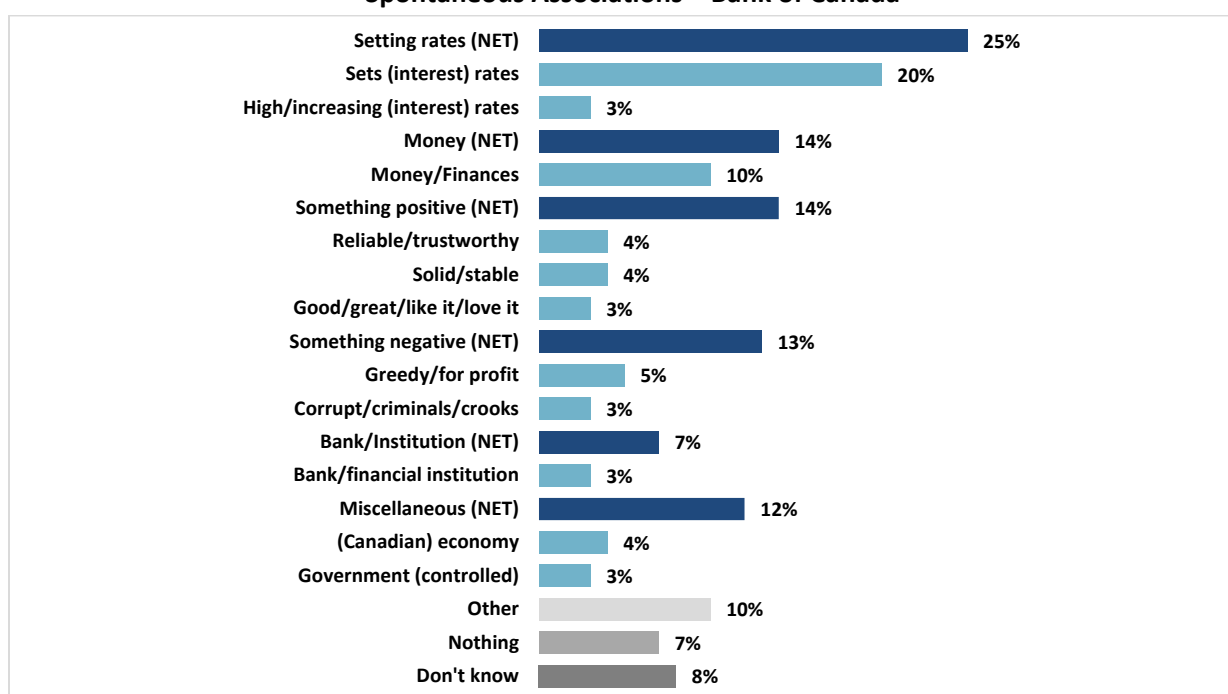
AWARENESS AND PERCEPTIONS OF THE BANK OF CANADA

3.1 Views on the Bank of Canada and its Role

Spontaneous Associations

Survey respondents were asked to explain what were the first few words that came to mind when they thought of the Bank of Canada. Topping the list on spontaneous mentions are words related to setting interest rates (25%), followed by mentions of money (14%) and other miscellaneous positive comments about the Bank (14%). A fourth group of answers contains generally negative comments about the Bank (13%).

Spontaneous Associations – Bank of Canada



Q13. What word or words first come to mind when you think of the Bank of Canada?

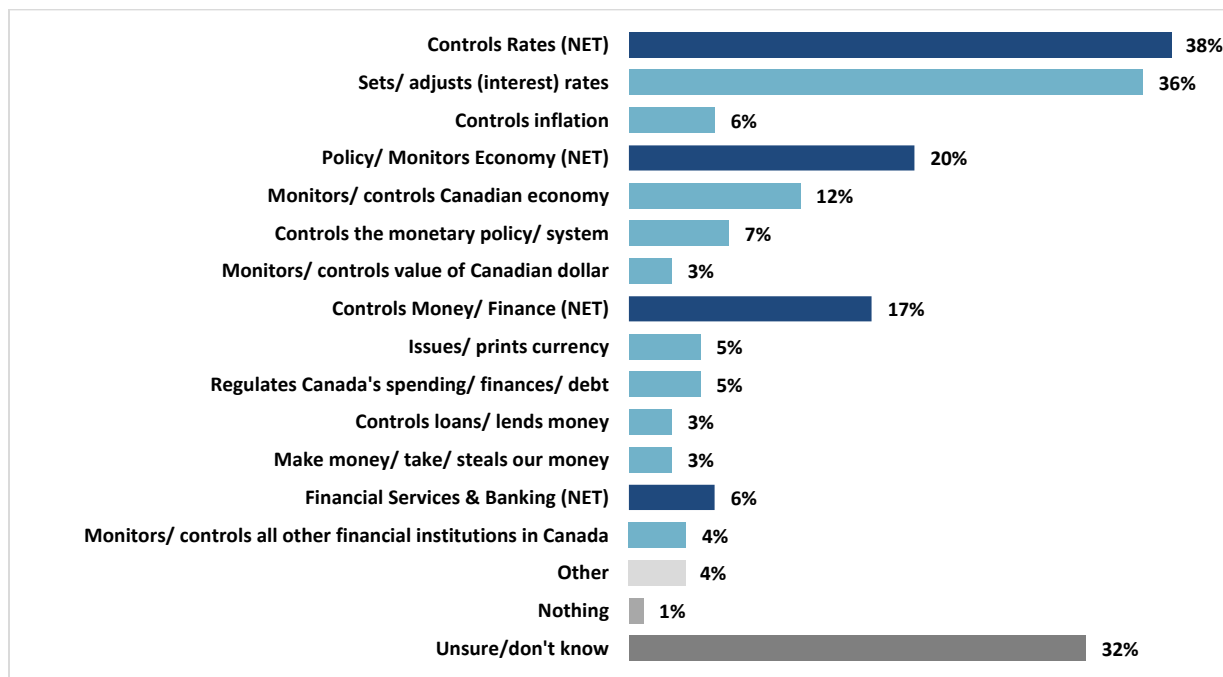
Base: All respondents (n=2,261). NOTE: Totals may exceed 100% because multiple responses were allowed.

Mentions of 2% or less are not shown, explaining while the NET% may not add up to the items included below.

Perceived Role of the Bank of Canada

Once again on an unprompted and open-ended basis, respondents were asked to explain in their own words what the Bank of Canada does. The most common answers provided relate to controlling interest rates (38%).

Perceived Role of the Bank of Canada



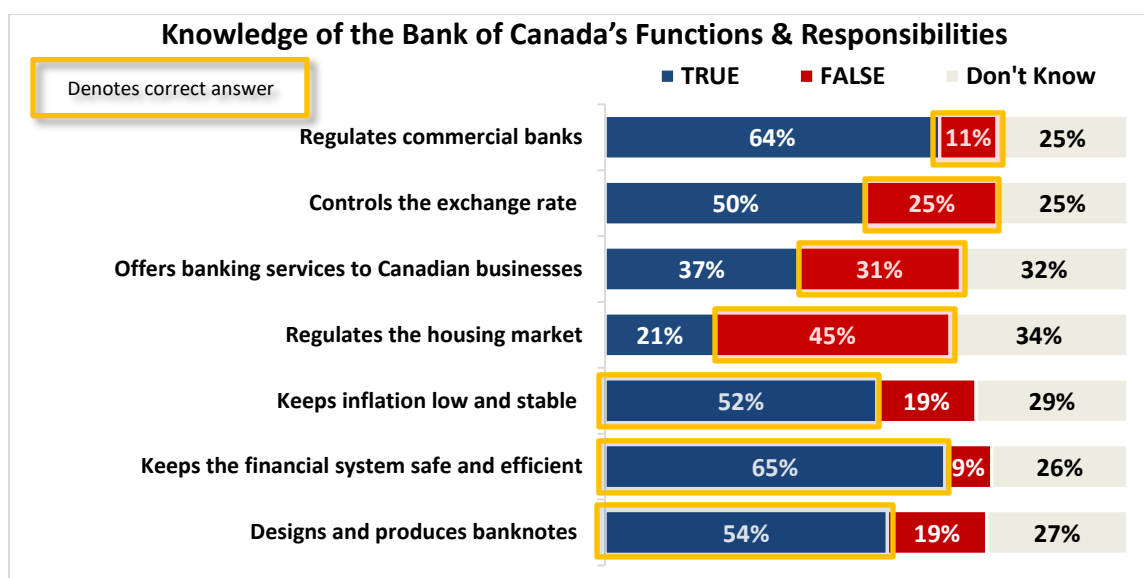
Q14. To the best of your knowledge, what does the Bank of Canada do? Please try to be as specific as possible.

Base: All respondents (n=2,261). NOTE: Numbers may not add up to 100% because multiple answers could be provided.

3.2 Knowledge of the Bank of Canada

Prompted Knowledge of the Roles of the Bank of Canada

Responses to a question on the specific roles played by the Bank of Canada paint a mixed picture of Canadians' knowledge levels regarding its core functions. More than half of Canadians correctly say that it is true that the Bank of Canada keeps the financial system safe and efficient (65%), that it designs and produces bank notes (54%) and that it keeps inflation low and stable (52%). Another 45% correctly states that it is false to say that the Bank of Canada regulates the housing market.



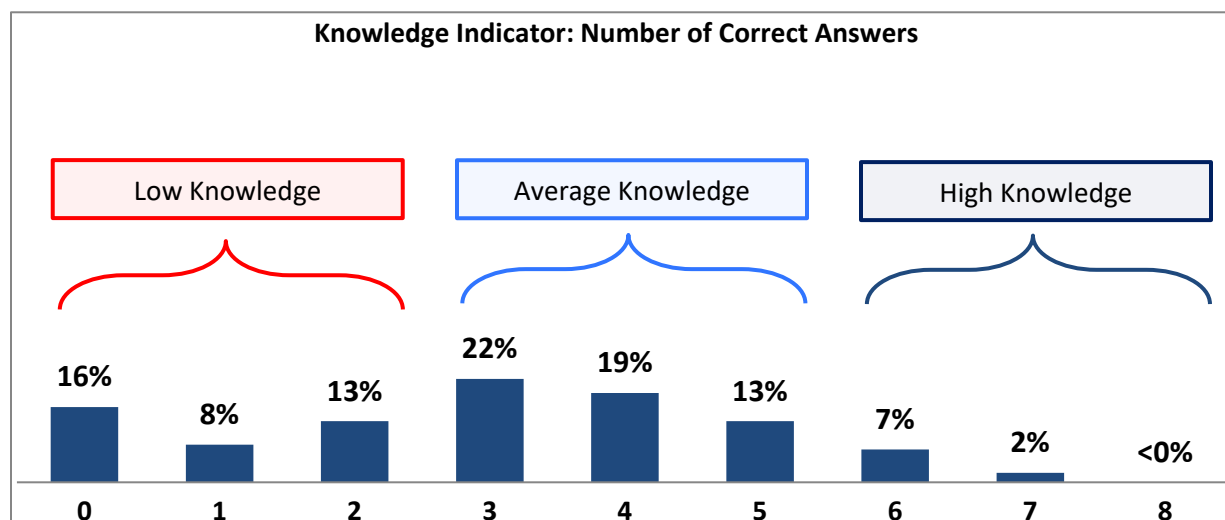
Q16. Are the following statements about the Bank of Canada's role true, or false? The Bank of Canada...

Base: All Respondents (n=2,261)

However, majorities also incorrectly believe that the Bank regulates commercial banks (64%) and controls the exchange rate (50%), while over a third believes that it offers banking services to Canadian businesses (37%).

Aggregate Knowledge Indicator

As shown in the figure below, most Canadians (54%) achieve an ‘average’ score of between three and five correct responses, though only one in ten (9%) score ‘high’ on this test. These findings demonstrate that while there are knowledge gaps, most Canadians have at least some understanding of the Bank’s role, function, and mandate as an institution.



A number of important demographic gaps can be noticed for this multivariate knowledge indicator. Men (14%) are much more likely than women (5%) to be in the “high knowledge” range. At the other end of the spectrum, 24% of men get a “low knowledge” score compared to 49% of women. Knowledge also rises steadily with education levels, ranging from 4% of those without a high school education who have “high knowledge” levels up to 18% for those with a graduate degree. A very similar pattern is noticeable with regards to income levels, with “high knowledge” scores moving from a low of 6% among those with household incomes of less than \$40,000 to a high of 17% for those with incomes of more than \$125,000.

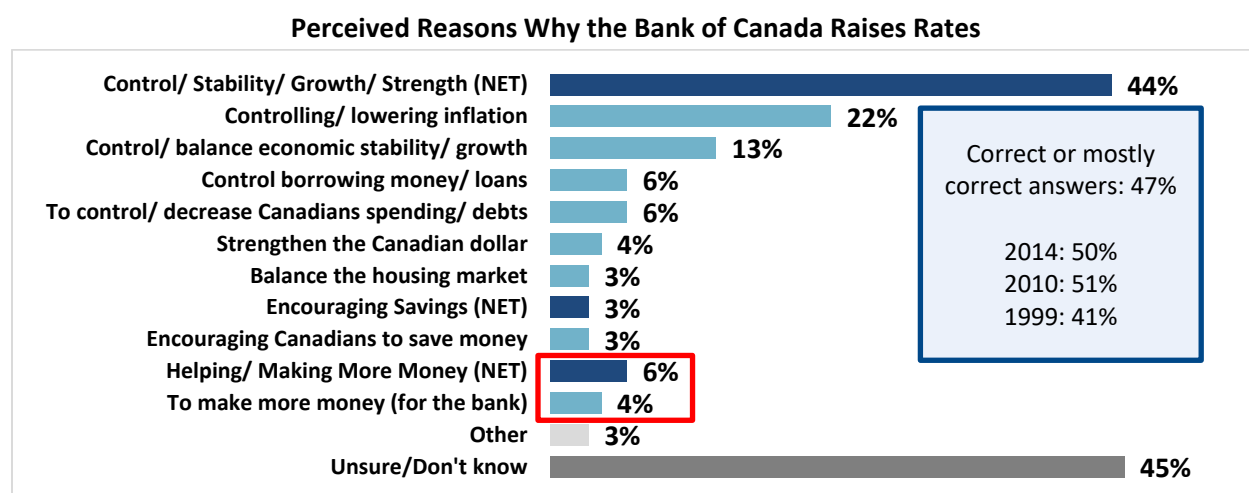
3.3 Impact of the Bank of Canada’s Decisions

Understanding Why the Bank of Canada Raises Interest Rates

Canadians were asked whether they knew why the Bank of Canada raises interest rates at times. Nearly half (47%) of Canadians can provide an accurate, or mostly accurate response to this question. This result is directly in line with findings in 2014, 2010 and 1999, as shown in the figure below. However, the reader should be reminded that data from previous waves were collected over the phone. While this distinction is not as consequential for closed-ended questions, it matters more for an open-ended question because there is no live interviewer to follow-up with respondents should their answer be unclear or incomplete.

A variety of responses are provided, with the highest proportion citing answers related to “stability and control” (44%), and more specifically controlling or lowering inflation (22%), controlling economic

growth (13%), controlling borrowing (6%), and decreasing debt (6%). Another 3% states that it could encourage Canadians to save money. A full 45% of Canadians cannot provide an answer to this question.



Q19. To the best of your knowledge, what does the Bank of Canada try to achieve when it raises the interest rate? Please try to be as specific as possible. Base: All Respondents (n=2,261)

In line with previous observations regarding gaps in knowledge levels between various demographic subgroups and audience segments, we find several large gaps in answers to this open-ended question. Results are particularly striking when focusing on non-responses. We thus find that women (55%) are more likely than men (33%) to not provide an answer. Younger Canadians aged 34 or less (61%) are also much more likely than those aged 35 to 54 (49%) and 55 and older (30%) to not provide an answer. Similarly, those with a high school degree or less (54%) and those with a household income of less than \$40,000 (52%) are more likely to say they do not know why the Bank of Canada raises the interest rates.

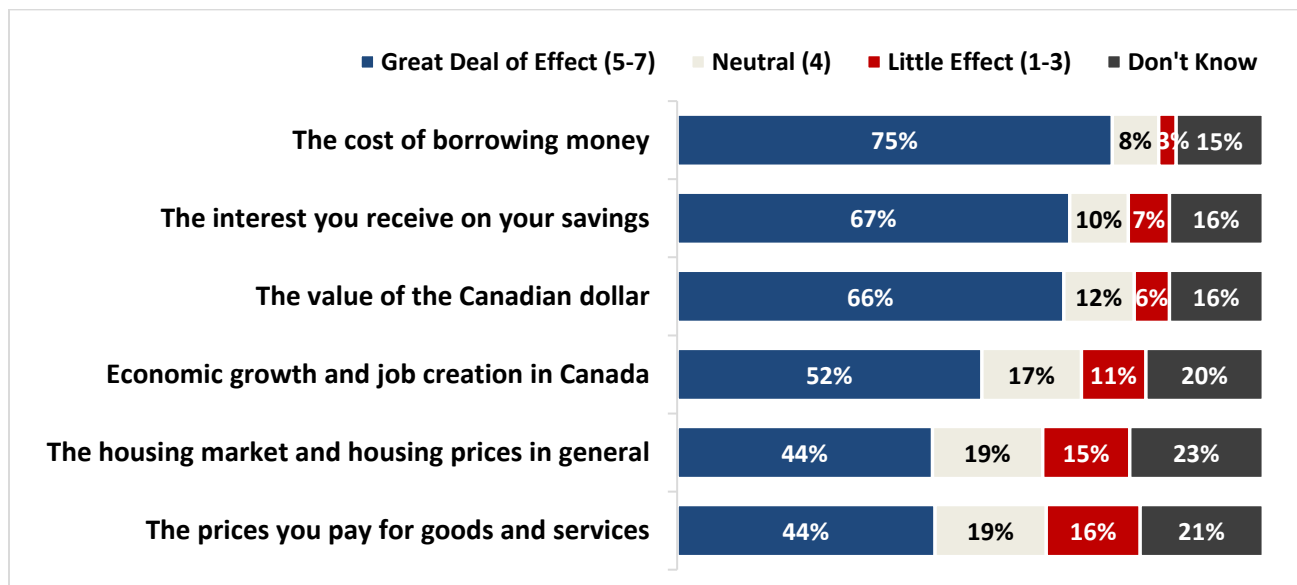
Effect of the Bank's Actions in Key Areas

In accordance with previous findings that the Bank is most commonly associated with interest rates, results to a question on the impact of the Bank of Canada's decisions on the economy show that the Bank's decisions are seen as directly affecting the cost of borrowing money (75%), the interest received on savings (67%) and the value of the Canadian dollar (66%). A majority of Canadians (52%) also believes that the Bank's actions have a direct impact on economic growth and job creation in Canada.

The impact of the Bank's actions on the housing market and housing prices (44%) and that of prices Canadians pay for goods and services (44%) is somewhat less visible to Canadians.

Men are more likely to see the effect of the Bank's actions for all items listed, with gaps ranging 8 to 12 points higher than women. Older individuals aged 55 years and above are also more likely than their younger counterparts to see the impact of the Bank's actions on all items, but especially with regards to the cost of borrowing money (85%), interests received on their savings (78%) and the value of the Canadian dollar (76%). The perceived effects of the Bank of Canada's decisions also increase steadily with education and income levels and this across all items in the list. The impact of education levels on opinions ranges from a gap of 16 percentage points regarding the effect of the Bank's decision on the housing market (37% of those with a high school education or less providing a score of 5 to 7, compared to 53% for those with a graduate degree), to a gap of 24 percentage points with regards to economic growth and job creation (40% to 64%). Differences are nearly identical across income levels.

Effect of the Bank of Canada's Decisions

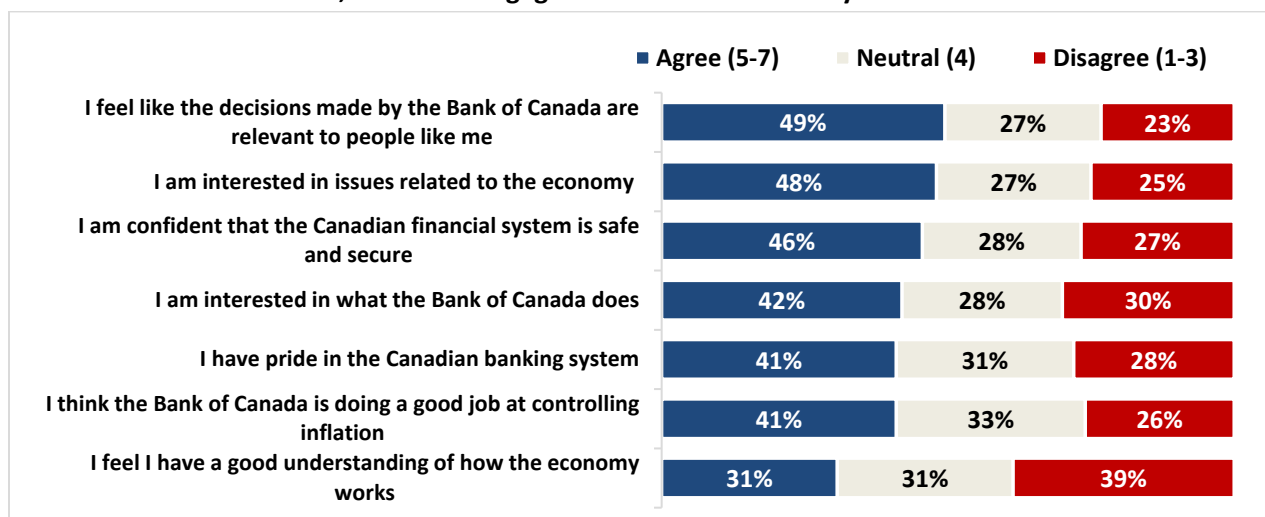


Q17. To what extent, if any, do the actions of the Bank of Canada have an effect on each of the following?
Base: All Respondents (n=2,261)

Interest, Pride and Engagement with the Economy and the Bank of Canada

Aside from one item on respondents' level of understanding of how the economy works, a greater number agree rather than disagree with all statements pertaining to economic literacy and engagement. Half of Canadians (49%) agree that decisions made by the Bank are directly relevant to them personally (scores of 5 to 7 on a 7-point scale), with another quarter (27%) saying they are somewhat relevant (score of 4). Nearly half (48%) report that they are interested in economic issues (48%), which is slightly higher than interest in the Bank of Canada itself (42% interested and 28% somewhat interested). Almost five-in-ten (46%) feel confident about the safety and security of the financial system, with another 28% being somewhat confident.

Interest, Pride and Engagement with the Economy and the Bank



Q20. To what extent do you agree or disagree with each of the following statements?
Base: All Respondents (n=2,261)

Results are almost identical regarding pride in the Canadian banking system (41% agree and 31% somewhat agree) and the belief that the Bank of Canada is doing a good job at controlling inflation (41% agree and 33% somewhat agree). Scores are lower on the last item in the battery, with only 31% agreeing and 31% somewhat agreeing that they have a good understanding of how the economy works. Nearly four-in-ten (39%) indicate they do not have a good understanding of how the economy works.

A significant gender gap is noticeable on answers to all questions pertaining to relevance, pride and engagement with the economy and the Bank of Canada. Looking at items pertaining to the Bank of Canada itself, men are more likely to be interested in that the Bank does (49% interested compared to 36% for women), to feel that the decisions made by the Bank are relevant to them (54% to 45%) and feel that the Bank is doing a good job at controlling inflation (47% to 35%). On issues pertaining to the economy and the system more generally, men are more likely to be interested in the economy (56% to 40%), to be proud of the Canadian banking system (47% to 36%) and be confident that the system is safe and secure (51% to 41%). But the largest gender gap relates to one's feeling that they have a good understanding of how the economy works: 41% of men agree compared to only 21% for women.

Other demographic gaps appear with regards to this battery of items on the economy and the Bank of Canada. Canadians aged 55 years and above score significantly higher than other age groups on by 5 to 10 percentage points on all items except for having a good understanding of the economy, where all age groups give similar answers. Larger gaps can be seen when looking at scores per education levels. On all variables there is a gradual increase in positive answers (scores of 5 to 7), with gaps between views of those with a high school degree or less and those with a graduate degree ranging from a low of 18 percentage points to a high of 28 percentage points. The largest educational gap is found for answers to the question on the personal relevance of the Bank of Canada's decisions, where only 28% of those with a high school degree or less agree compared to 66% agreement among those with a graduate degree. Nearly identical gaps appear when looking at results across income levels, with those at the higher end of the scale being more interested, prouder, more confident and more engaged.

Language has an impact on answers to questions in this battery that pertain to interest and understanding. French respondents are thus less likely than others to be interested in the Bank of Canada (30% to 42% for all Canadians) as well as in the economy (39% to 48%), while also being less likely to say they have a good understanding of how the economy works (25% to 31%).

3.4 Trust in the Bank of Canada and Other Institutions

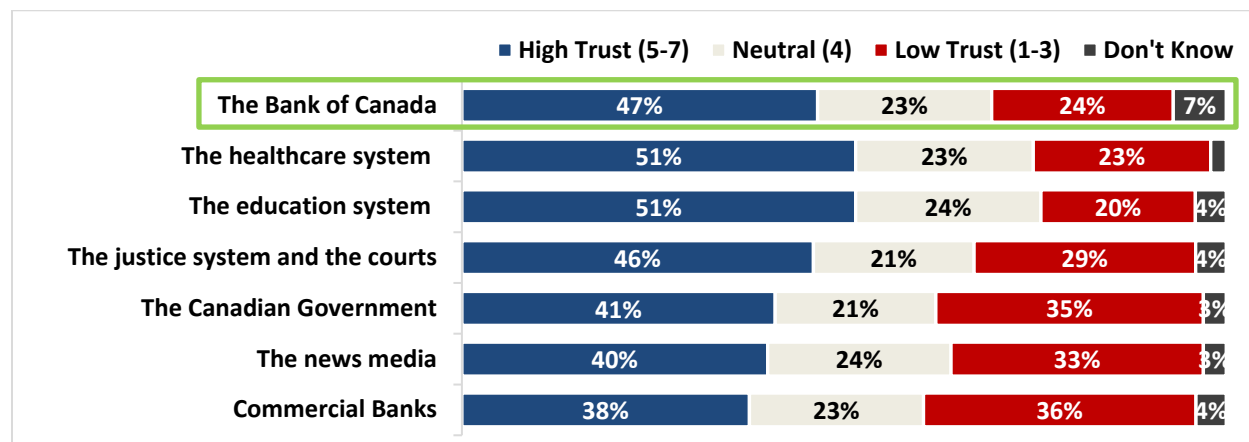
Trust in the Bank of Canada Compared to Key Institutions

Overall trust in the Bank of Canada compares favourably to trust in other key Canadian institutions. Nearly half (47%) of Canadians say they trust the Bank (scores of 5 to 7), with another 23% saying they trust it somewhat (score of 4). This is directly comparable to trust in the healthcare system (51% trust and 23% somewhat), the education system (51% and 24%) and the justice system and the courts (46% and 21%). Scores for the Bank of Canada are significantly higher than those garnered for the Canadian Government (41% and 21%), the news media (40% and 24%) and commercial banks (38% and 23%).

Looking at demographic differences regarding trust in the Bank of Canada, results are aligned with previous findings about knowledge, interest and overall engagement with the Bank of Canada and the economy more broadly. Men are more likely to trust the Bank (52% providing a score of 5 to 7) than women (42%). However, one should note that women are not more likely than men to openly distrust the Bank, but are more likely to give mid-ranging scores or not provide an answer, reflecting lower

engagement and knowledge levels. Canadians aged 55 years and above (51%) are slightly more likely to trust the Bank as well. Those with a graduate level of education are once again more likely to express trust in the Bank of Canada (62%), while those with a high school degree or less (41%), some college (44%) and a college degree (42%) are less trusting. Those with household income levels of \$80,000 and above (57%) are more likely to trust the Bank of Canada than those with an income of less than \$80,000 (43%).

Trust in the Bank of Canada and Other Institutions

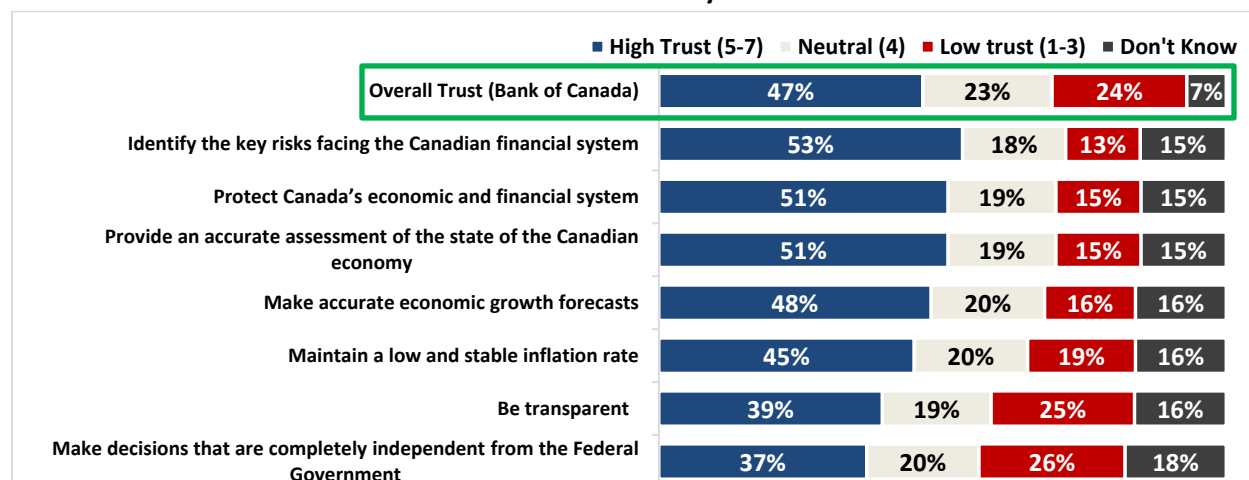


Q10. How much do you trust each of the following institutions to act in the best interests of Canadians like you?
Base: All Respondents (n=2,261)

Trust in the Bank of Canada in Key Functions and Attributes

A closer look at trust in the Bank of Canada across a series of items related to its key functions and its attributes show that strong majorities have either a high (scores of 5 to 7 out of 7) or average (scores of 4) degree of trust in the Bank of Canada on all indicators. More importantly, Canadians are most likely to trust the Bank to fulfil its core functions, including identifying the key risks facing the Canadian financial system (53% high trust and 18% average trust), protect Canada's economic and financial system (51% and 19%), provide an accurate assessment of the state of the Canadian economy (51% and 19%), make accurate growth forecasts (48% and 20%) and maintaining a low and stable interest rate (45% and 20%).

Trust in the Bank of Canada in Key Areas and Functions



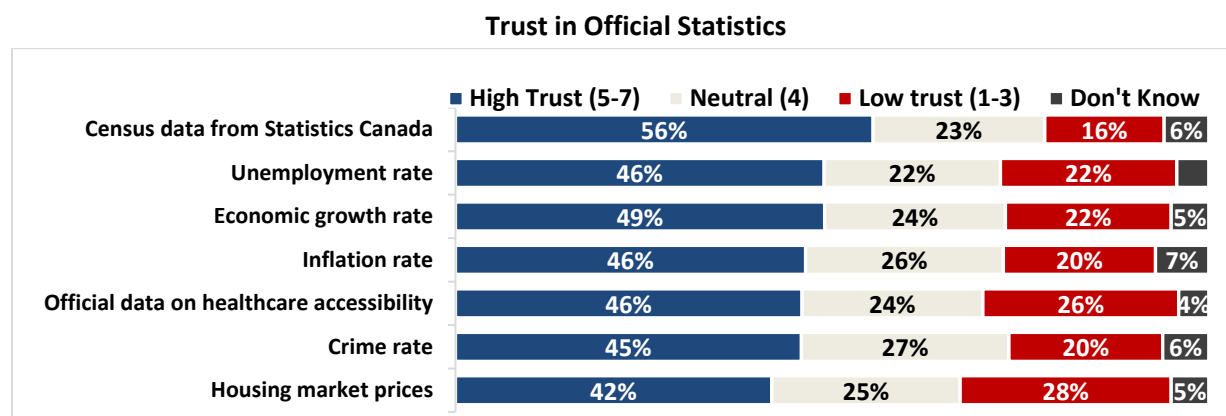
Q18. How much do you trust the Bank of Canada to...?
Base: All Respondents (n=2,261). Overall trust in the Bank is derived from answers to Q10, discussed above.

The two items that receive slightly lower scores are not related to the core functions of the Bank of Canada, but to perceptions regarding its transparency (39% high trust and 19% average trust) and the extent to which it makes decisions that are completely independent from the Federal Government (37% and 20%). Also noticeable in those results is the relatively high proportion of Canadians who selected “don’t know” across most of the items related to trust in the Bank of Canada, reflecting a somewhat low level of familiarity with the decisions of the Bank.

Looking at demographics, we note that men are more likely than women to trust the Bank of Canada in all areas surveyed. This gender gap ranges from 9 to 11 percentage points on all items including in the battery. However, it is important to note that the lower trust scores for women are directly proportional to their higher propensity to answer “I don’t know” on all items. Lower trust levels among women do not reflect more negative views of the Bank’s actions, but lower familiarity. As with all other measures of trust, there are important differences in opinions depending on education and incomes levels. The higher the levels, the higher the trust. Canadians with a high-school degree or less score between 18 and 28 percentage points lower on trust compared to those with a graduate university degree. The effect of household income is not as stark, but remains consistent: those with a household income of \$40,000 or less score between 9 and 21 percentage points lower on trust measures than those with a household income of \$150,000 and above. Residents of Quebec and Ontario are generally more trusting of the Bank of Canada across all areas compared to residents of other provinces, although the gaps remain generally small, ranging from 5 to 12 percentage points.

Trust in Official Statistics

Canadians have a fairly high degree of trust in official statistics emanating from national institutions, although there is room for improvement. Census data from Statistics Canada top all other statistical indicators as the most trusted by Canadians overall. The three most widely used official economic indicators, the unemployment rate, economic growth rate and the inflation rate, share nearly identical trust levels.



Q10. How much do you trust each of the following indicators to provide an accurate picture of how things are going in Canada within various sectors?
Base: All Respondents (n=2,261)

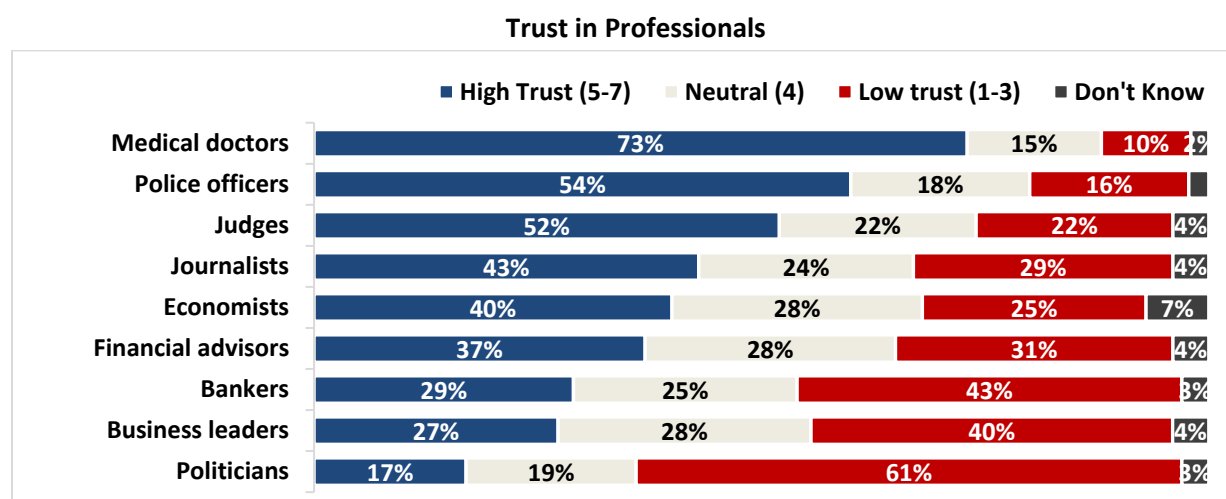
Contrary to trust findings on other variables, men and women share very similar views on these items. Men are slightly more likely to have a high degree of trust in census data (58% high trust for men to 54%

high trust for women), as well as the growth rate (52% to 46%), inflation rate (49% to 43%) and crime rate (48% to 43%). The largest demographic gaps relate to education levels. When looking across education levels, we note a linear relationship, with trust levels going up steadily as the education levels increase. The gaps between with a high school degree or less and those with a university graduate degree range from 21 to 30 percentage points. A similar logic applies for household income levels, but the gaps are smaller, ranging from 8 to 20 percentage points.

Trust in Professionals from Various Sectors

Trust levels vary significantly across a series of professional types. Large majorities trust medical doctors (73% high trust and 15% average trust), police officers (54% high / 18% avg.) and judges (52% high / 22% avg.). Figures remain mostly positive for journalists (43% high / 24% avg.), economists (40% high / 28% avg.) and financial advisors (37% / 28%). A further drop in trust is noticed for bankers (29% / 25%) and business leaders (27% / 28%), with politicians ranking a distant last (17% / 19%).

Contrary to observations relating to trust in economic indicators, trust levels for various professionals do not vary much across demographic groups. While there is a slight tendency for those with higher education and income levels to be more trusting of people in various professions, the differences remain small and are often not statistically significant.



Q11. How much do you trust each of the following to act in the best interests of Canadians like you?

Base: All Respondents (n=2,261)

DRIVERS OF TRUST IN THE BANK OF CANADA

4.1 Approach to Drivers' Analysis

In order to derive the most impactful drivers of trust in the Bank of Canada among members of the Canadian population, Ipsos has used its Ipsos Bayes Nets (IBN) modeling, also known as Bayesian networks analyses. This approach provides an unmatched ability to provide a clear roadmap when trying to understand core audiences' thought processes because it allows us to understand both the impact of drivers on stakeholders' preferences *and* how these stakeholders link the drivers in their mind.

Contrary to standard drivers' analyses, IBN allows research into drivers of perceptions to move beyond the simple assumption that all drivers are independent from one another. Instead, IBN allows researchers to build a comprehensive map of the actual decision-making process. This structural approach provides a fresh perspective on the key drivers of public opinion on the Bank of Canada and its work.

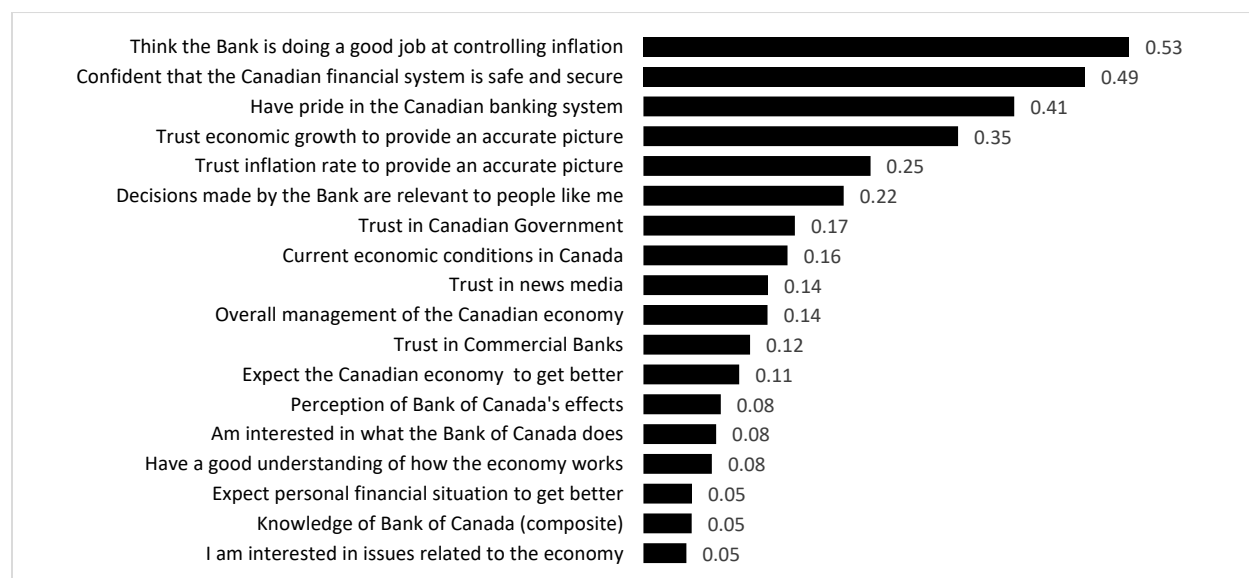
The IBN approach is meant to understand which factors most influence a given outcome, in this case **Trust in the Bank of Canada**. For the sake of this model, trust is measured using a composite variable that includes views on three questions: "trust in the Bank of Canada to identify the key risks facing financial system", "trust in the Bank of Canada to protect Canada's economic and financial system" and "trust in the Bank of Canada to provide an accurate assessment of the state of the economy".

4.2 Drivers of Trust in the Bank of Canada

4.2.1 Overall Results – All Canadians

Looking at the overall results of the IBN analysis, presented in the bar chart below, we notice that a few key variables dominate rankings: views on the work done by the Bank of Canada in controlling inflation, confidence in the safety and security of the financial system, pride in the Canadian banking system, trust in figures for economic growth and inflation and the perceived personal relevance of the Bank's decisions.

Key Drivers of Trust – Ranking Effects – Total Sample



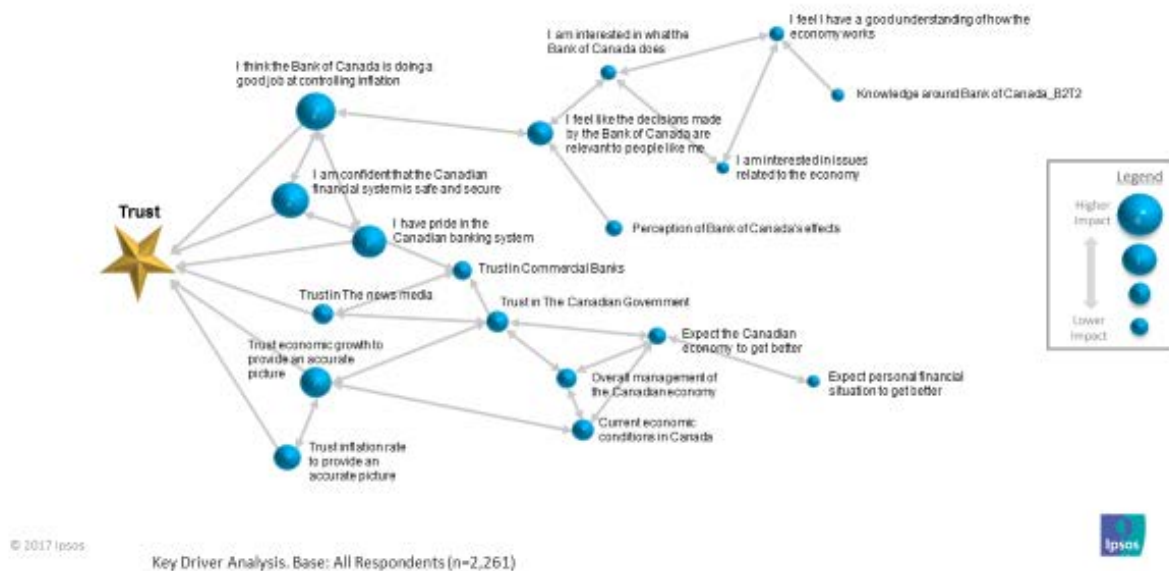
Key Driver Analysis. Numbers are standardized coefficients ranging from 0 (no impact) to 1 (perfect correlation).

Base: All Respondents (n=2,261)

Trust in the Canadian Government, the news media and commercial banks, as well as views on the current and future state of the economy and perceptions of the quality of economic management in the country form a second tier of drivers.

While knowledge of the Bank of Canada and interest in Bank's activities and the in the economy more generally appear to have a lower overall impact on overall trust, it would be mistaken to disregard their importance for a few important reasons. Looking at the figure below, presenting the structural map of the results, we see in the upper right quadrant that all of these variables feed directly into Canadians' views of the relevance of the Bank's decisions, as well as Canadians' assessments of the job done by the Bank of Canada to control inflation. In addition, views on the Bank's role in controlling inflation are directly related to Canadians' confidence in the stability of the financial system and their sense of pride in the banking system, both of which being strong drivers of trust in the Bank of Canada. Therefore, the relatively low direct effect of variables related to interest and knowledge belies the fact that these variables shape opinions on the main drivers of trust.

Key Drivers of Trust – Structural Map



Moreover, all variables used to measure trust in the Bank of Canada are strongly correlated to variables used to measure levels of interest in the Bank, its perceived effects on the economy, its personal relevance and levels of knowledge of the Bank when these links are explored on a bivariate basis.

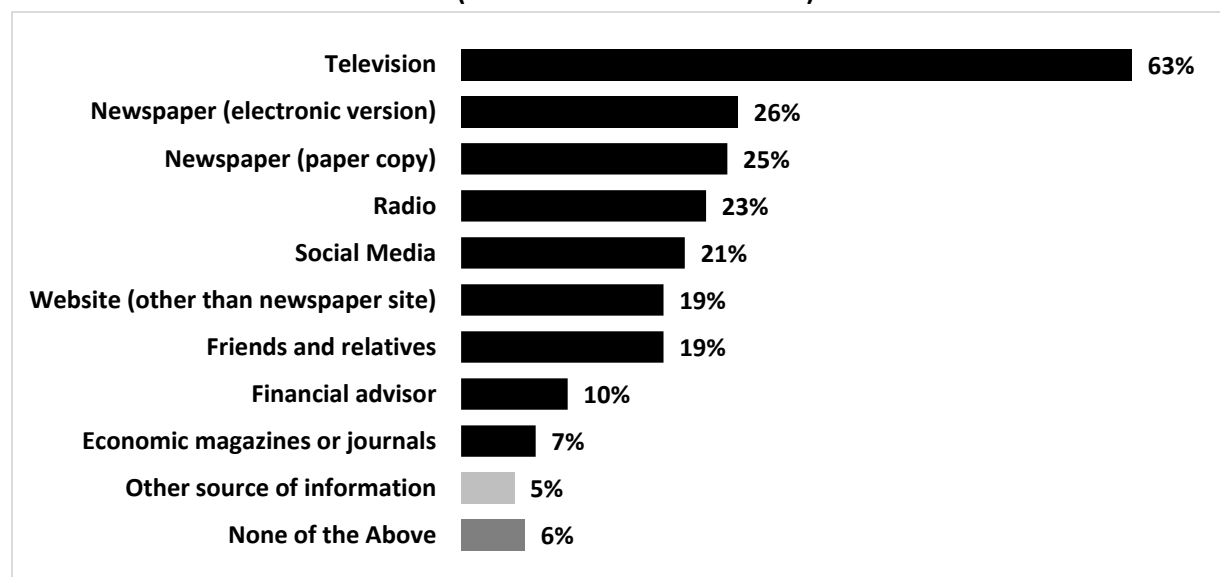
The structural map above also shows that trust in economic indicators (inflation rate and economic growth figures), which are direct drivers of trust, is directly influenced by Canadian's view on the current and future state of the economy and their trust in the Canadian government, commercial banks and the news media.

INFORMATION SOURCES ON THE ECONOMY

5.1 Main Sources of Information or News on the Economy

A majority (63%) cite television as their preferred source of news and information about the economy, followed at a great distance by electronic newspapers (26%), hardcopy newspapers (25%), radio (23%), social media (21%), a non-newspaper website (19%), friends and relatives (19%), and to an even lesser extent, a financial advisor (10%) or economic magazines or journals (7%). Only six percent (6%) did not consult any sources for news and information about the economy.

Preferred Economic News Sources
(% who selected each source)



Q21a. *Where, if at all, do you get most of your information or news about the Canadian economy? You can select up to three items in the list.*

Base: All Respondents (n=2,261)

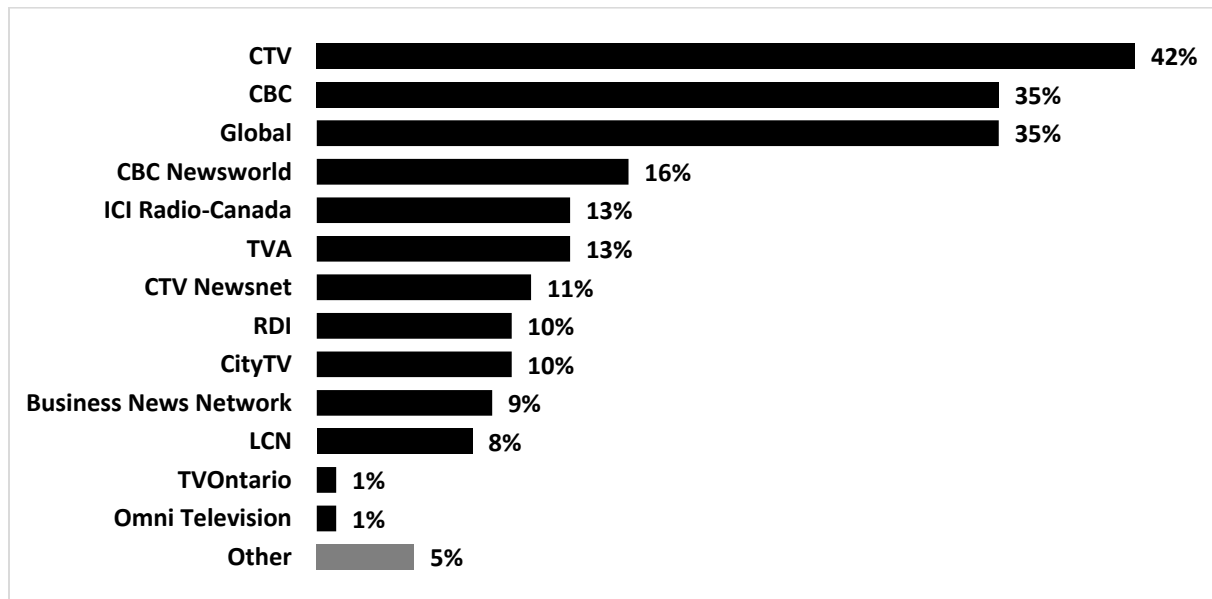
5.2 Preferred Television and Internet Sources

In addition to these overall figures, we have asked respondents to provide a breakdown of the main outlets, websites or platforms used within each type of media, starting with electronic sources: television and the Internet (other than newspaper sites).

Television Information Sources

Among those that prefer receiving economic news and information via television, the three largest television networks, CTV (42%), CBC (35%) and Global TV (35%), are most often cited as general sources of information about the economy. They are followed by a series of national news channels in both French and English, as well as French television stations (Radio-Canada, TVA) and some regional stations.

Preferred Television Information Sources
(Viewership % among those who get information on television)



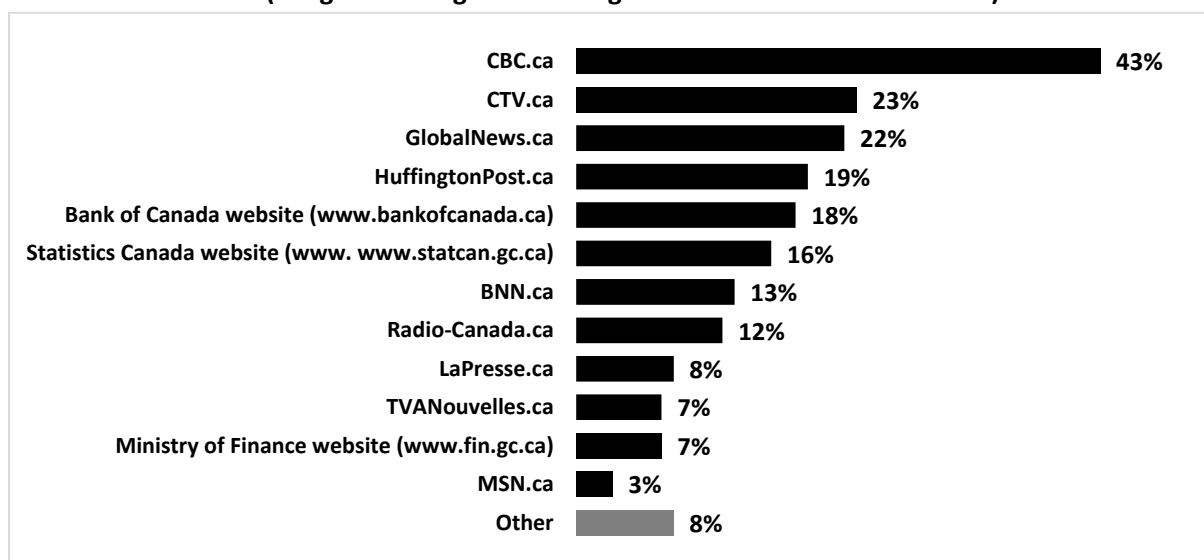
Q21b. Which television stations do you most often watch to get information about the Canadian economy? You can select up to three items in the list.

Base: Get most of economic news from television (n=1,444)

Internet Information Sources

Of those citing other, non-newspaper Internet sites, as their main sources of information, the highest proportion prefer the CBC.ca (43%) to get news on the economy. This is followed at a great distance by CTV.ca (23%), GlobalNews.ca (22%), HuffingtonPost.ca (19%), the Bank of Canada website (18%), and Statistics Canada (16%). Other notable choices include BNN.ca (13%), Radio-Canada.ca (12%), LaPresse.ca (8%), TVANouvelles.ca (7%) and the Department of Finance Canada's website, fin.gc.ca (7%).

Preferred Internet Information Sources
(Usage % among those who get information on the Internet)

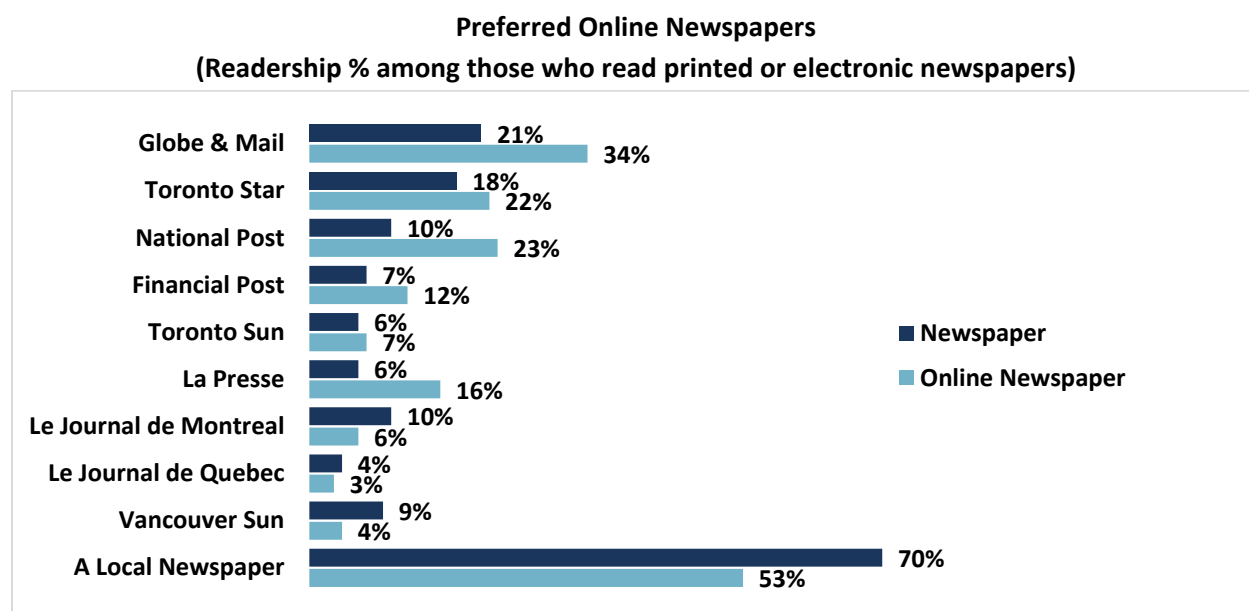


Q21e. Which websites do you go to in order to get information about the Canadian economy? You can select up to three items in the list.

Base: Get most of economic news from website (n=433)

5.3 Preferred Online and Print Newspapers

With regards to newspaper sources of information, both on paper and online, we notice that most newspaper readers cite their local newspapers as their main sources of information. This is followed by the three most widely distributed newspapers nationwide: the Globe and Mail, Toronto Star and National/Financial Post.



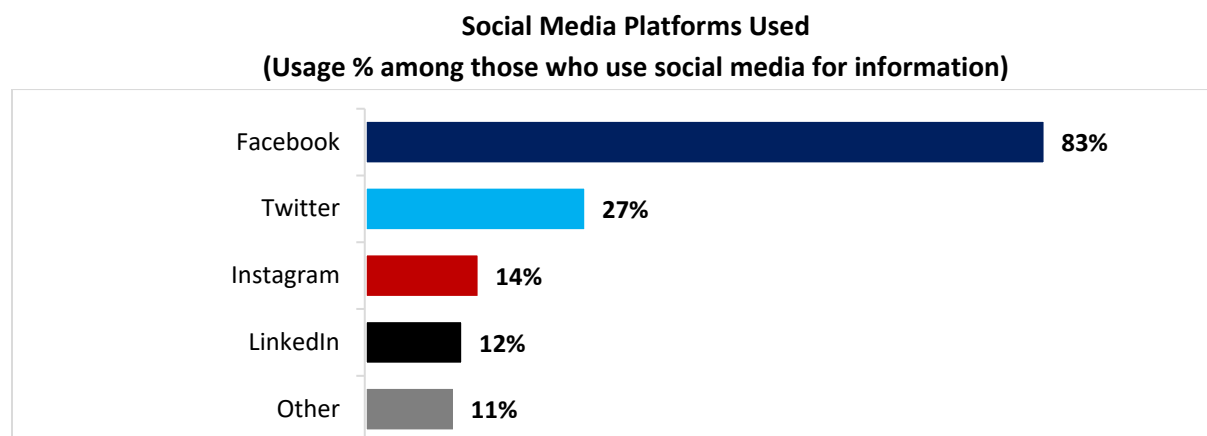
Q21c. Which newspapers do you read to get information about the Canadian economy? You can select up to three items in the list. Base: Get most of economic news from newspaper (hardcopy) (n=546)

Q21d. Which online newspapers do you read to get information about the Canadian economy? You can select up to three items in the list. Base: Get most of economic news from newspaper (online) (n=581)

5.4 Social Media and Economic Magazines

Social Media Platforms Used

Of those that list social media as their preferred source, the vast majority cite Facebook (83%), followed at a great distance by Twitter (27%), Instagram (14%), LinkedIn (12%), or some other social media platform (11%).



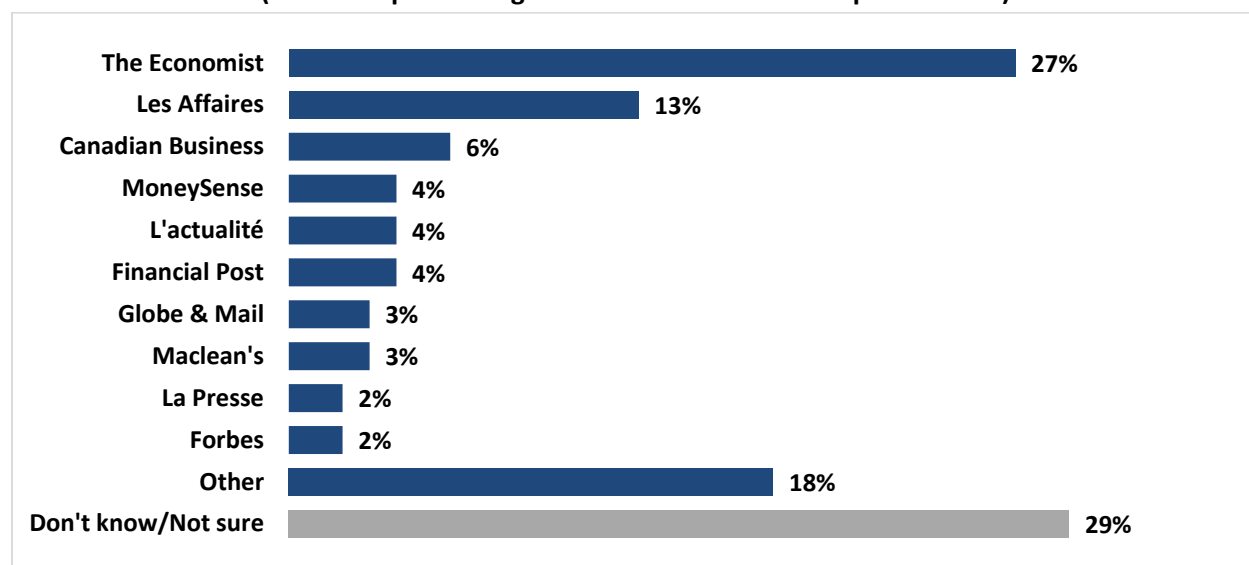
Q21f. Which social media platform do you go to in order to get information about the Canadian economy? You can select up to three items in the list.

Base: Get most of economic news from social media (n=482)

Economic Journals and Magazines Consulted

Among those who reported using economic journals and magazines or journals, the Economist (27%) is the most frequently mentioned source, followed by Les Affaires (13%) and Canadians Business (6%). Tied in fourth place are MoneySense (4%), L'Actualité (4%) and the Financial Post (4%).

Preferred Economic Journals and Magazines
(Readership % among those who read economic publications)



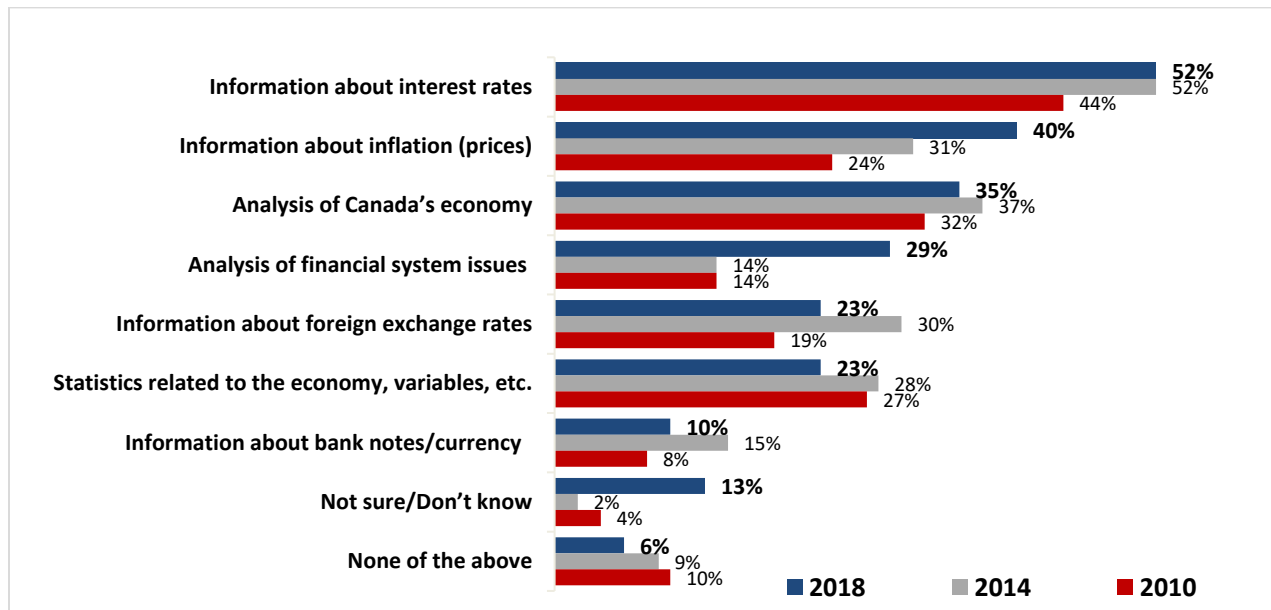
Q21g. Which Economic magazines or journals do you read to get information about the Canadian economy?

Base: Those who get most economic news from economic magazines or journals (n=148). Note that while some items listed may not be specialized economic journals or magazines, they were identified by respondents as such, hence their inclusion in the results.

Most Relevant Information from the Bank of Canada

A majority of Canadians (52%) believe that the most relevant information that could be provided to them by the Bank of Canada pertains to interest rates. Another four-in-ten (40%) believes that information about inflation is directly relevant, with a third (35%) seeing the pertinence of being informed on the Bank's analysis of the state of the economy. This is followed by information on financial system issues (29%), information about foreign exchange rates (23%) and statistics related to the economy (23%). Finally, 10% say they would like to receive more information about Canadian bank notes.

Relevant Information from the Bank of Canada*

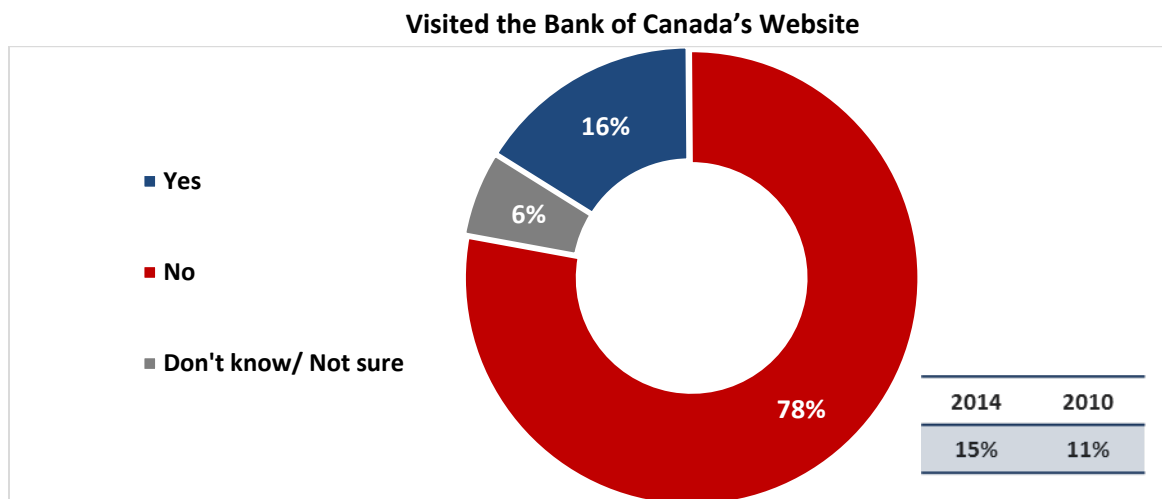


Q24. Which of the following types of information provided by the Bank of Canada would be most relevant to you? Please select up to THREE types of information. Base: All Respondents (n=2,261).

*NOTE: Results from 2014 and 2010 are shown for comparison because the same question was used in all three waves. However, this comparison should be viewed as directional only, and not as formal tracking, for two reasons. First, the questionnaire used in 2018 included a multitude of questions prior to this one that pertained to the items included in the list of choices. This was not the case in previous years. Second, respondents to the 2018 survey had a chance to read all items on screen, while those in 2014 and 2010 could only listen to the long list of options. These two factors may have influenced some of the choices made.

Visiting the Bank of Canada's Website

One-in-six (16%) say they have visited the Bank of Canada's website in the past, matching results from 2014. Men (20%), those aged 18 to 34 years (20%), those with an undergraduate (19%) or graduate (26%) university degree and those with a household income of more than \$80,000 (21%) are more likely to have visited the website.



Q22. Have you ever visited the Bank of Canada's website? Base: All Respondents (n=2,261)