

Global Trustworthiness Index Poll

Ipsos reference: Global Trustworthiness Index
 Release Date: 13th October 2021

This disclosure statement complies with the Australian Polling Council Code of Conduct.*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	This study did not have any external sponsors or partners.
F1d.	Fieldwork dates	23 rd April – 7 th May 2021
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-73 years
F1h.	Sample size	n= 1000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	https://www.ipsos.com/en-au/disclosure_statements
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = 874
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit : https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
**If voting intention is published		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

*Relevant clauses of the Code of Conduct are noted for each item

**This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Introduction:

QK1.

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

SINGLE CODE

[PROGRESSIVE GRID – RANDOMIZE]

- a) Bankers
- b) Business Leaders
- c) Civil servants [DO NOT INCLUDE IN CHINA] [IN US, USE ‘Government employees’]
- d) Clergy/Priests [DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]
- e) Doctors
- f) Government ministers [DO NOT INCLUDE IN SAUDI ARABIA AND CHINA] [IN US, USE ‘Cabinet officials’]
- g) Journalists
- h) Judges [DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]
- i) Lawyers
- j) Politicians generally [DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]
- k) Pollsters
- l) Scientists
- m) Teachers
- n) Television News Readers [IN US, USE ‘TV news anchor’]
- o) Ordinary men/women
- p) The Police [DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]
- q) Members of the Armed Forces [DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]
- r) Advertising executives

[ANSWER LIST – REVERSE ORDER]

- 1. Very trustworthy
- 2.
- 3.
- 4.
- 5. Very untrustworthy
- 6. Don’t know [ANCHOR]

Q 3. How important is it for the leader of a country to have each of the following qualities:

[ONE RESPONSE PER QUALITY]
[PROGRESSIVE GRID] [RANDOMIZE]

- Be respectful of others
- Be knowledgeable
- Have authority
- Be charismatic
- Be honest
- Be impulsive
- Have empathy
- Communicate well
- Be tough
- Stand up for their principles and ideas even if they are criticized by others

SCALE [ROTATE ORDER]

Very important

Somewhat important

Not very important

Not at all important

[ANCHOR] Not sure