

Global trust in professions

Who do global citizens trust?

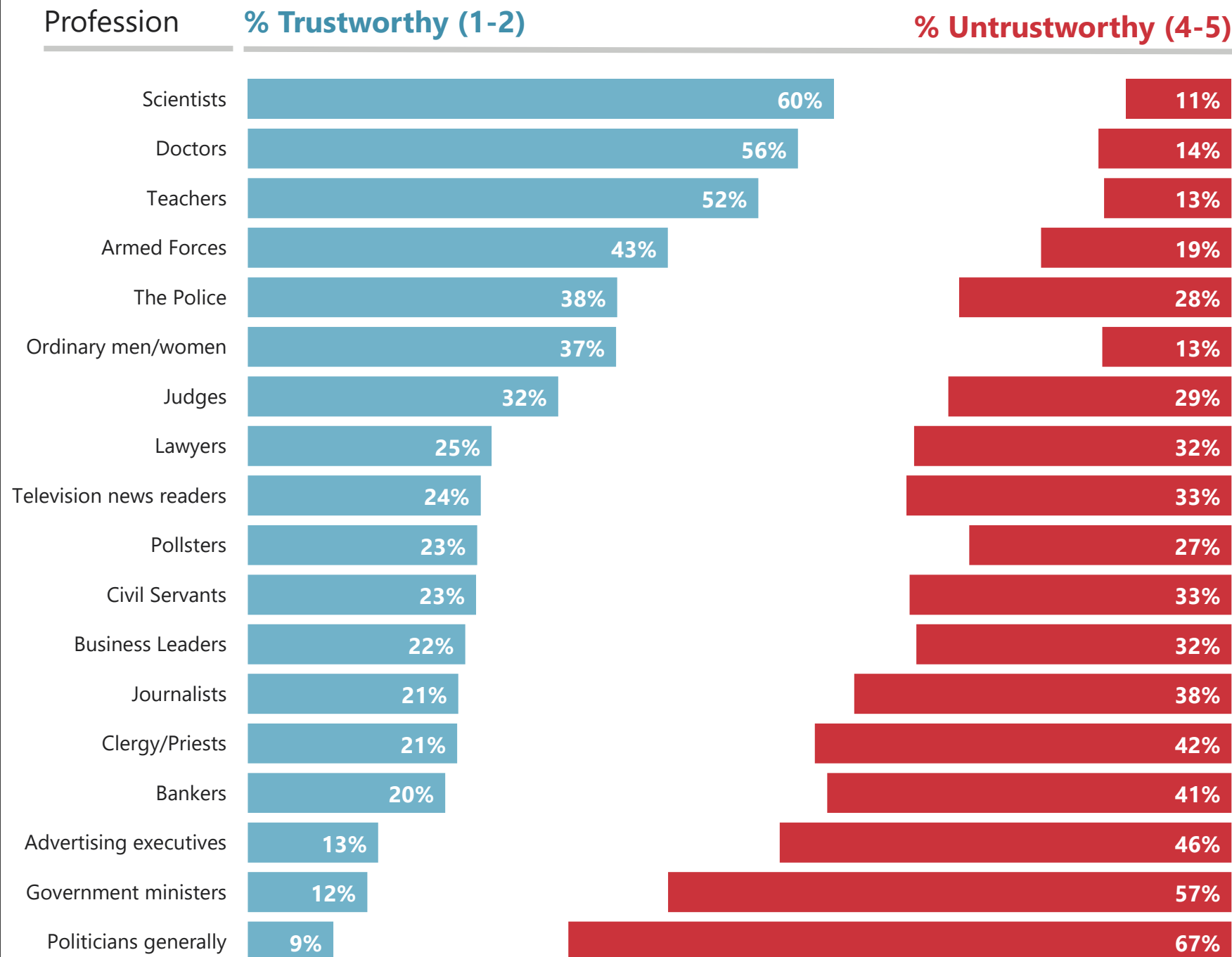
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

All countries ranking

Scientists are seen as the most trustworthy profession globally, followed by doctors and teachers.

Politicians and government ministers are the least trustworthy.



Base: 19,587 online adults aged 16-74 across 23 countries

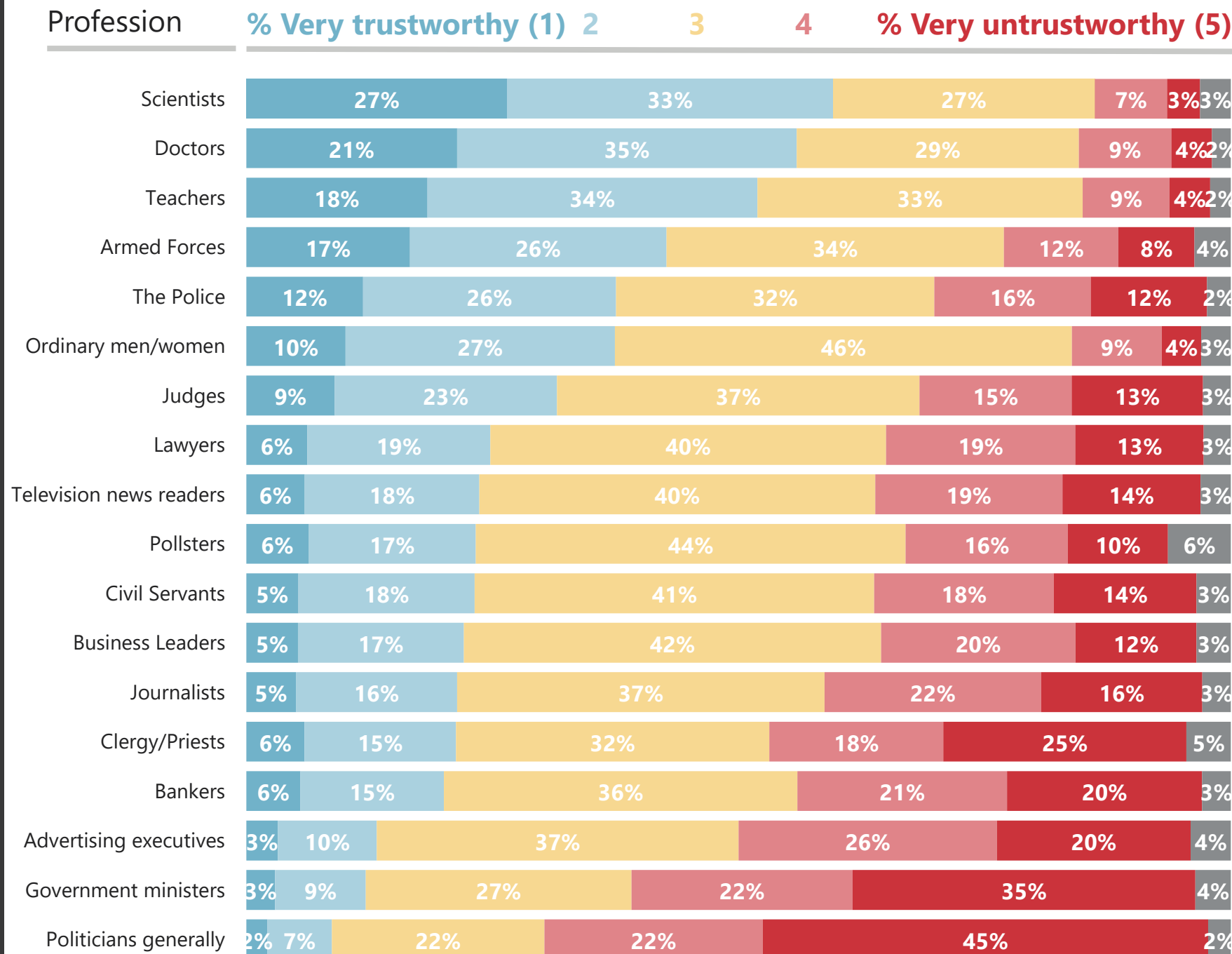
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Full five-point ranking

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Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Trustworthy (1-2)

Scientists are seen as the most trustworthy in 12 countries, doctors in eight, and teachers are considered most trustworthy in three countries.

The police are seen as especially trustworthy in China, as are the armed forces in India.

		<div>Top three:</div> <div><div>#1 most trustworthy</div><div>#2 most trustworthy</div><div>#3 most trustworthy</div></div>																							
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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.

Untrustworthy (4-5)

In all countries where they are asked, politicians are considered the most untrustworthy profession.

Top three:

- #1 most untrustworthy
- #2 most untrustworthy
- #3 most untrustworthy

		ARG	AUS	BEL	BRA	CAN	CHN	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MEX	POL	RSA	RUS	SPA	SWE	TUR	USA
	TOT	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MEX	POL	RSA	RUS	SPA	SWE	TUR	USA
Politicians generally	67%	79%	64%	64%	74%	61%	38%	64%	63%	56%	77%	59%	67%	54%	69%	-	75%	73%	79%	73%	76%	57%	65%	69%
Government ministers	57%	71%	55%	62%	67%	46%	15%	58%	57%	50%	70%	52%	53%	48%	45%	-	65%	65%	77%	67%	71%	34%	52%	41%
Advertising executives	46%	40%	55%	59%	37%	48%	32%	55%	55%	50%	53%	41%	42%	35%	53%	30%	33%	46%	39%	64%	44%	52%	42%	49%
Clergy/Priests	42%	60%	42%	47%	34%	42%	29%	44%	37%	38%	45%	32%	55%	31%	37%	-	50%	60%	27%	44%	68%	27%	44%	27%
Bankers	41%	50%	52%	49%	52%	27%	24%	50%	53%	43%	64%	24%	45%	30%	20%	20%	37%	45%	27%	58%	70%	29%	43%	34%
Journalists	38%	46%	41%	36%	38%	27%	19%	40%	46%	31%	52%	38%	42%	38%	40%	31%	30%	35%	35%	39%	39%	49%	51%	39%
Civil Servants	33%	71%	19%	23%	33%	23%	22%	17%	24%	25%	40%	26%	42%	24%	40%	20%	68%	54%	37%	51%	26%	19%	25%	13%
Television news readers	33%	45%	27%	22%	42%	26%	18%	37%	19%	19%	45%	38%	43%	26%	27%	26%	43%	39%	22%	58%	31%	26%	46%	35%
Business Leaders	32%	45%	34%	26%	31%	30%	18%	23%	34%	26%	38%	30%	26%	23%	42%	22%	23%	39%	29%	48%	50%	28%	41%	32%
Lawyers	32%	45%	38%	34%	40%	36%	19%	25%	29%	24%	44%	39%	34%	18%	33%	23%	38%	33%	37%	26%	30%	21%	35%	42%
Judges	29%	61%	17%	23%	36%	18%	15%	21%	16%	14%	38%	21%	29%	17%	42%	-	47%	36%	25%	47%	36%	17%	31%	15%
The Police	28%	41%	15%	17%	32%	20%	9%	12%	18%	14%	34%	35%	15%	21%	28%	-	63%	30%	60%	41%	20%	16%	30%	21%
Pollsters	27%	24%	35%	26%	33%	25%	20%	17%	34%	18%	31%	31%	23%	29%	32%	19%	19%	31%	31%	19%	25%	25%	33%	35%
Members of the Armed Forces	19%	35%	10%	15%	23%	13%	11%	10%	12%	27%	16%	11%	16%	14%	31%	-	30%	27%	33%	9%	26%	15%	24%	11%
Doctors	14%	9%	8%	8%	16%	12%	15%	10%	8%	10%	22%	18%	10%	13%	23%	19%	7%	24%	10%	19%	10%	12%	17%	11%
Teachers	13%	11%	9%	11%	14%	12%	14%	11%	10%	11%	12%	12%	14%	26%	20%	17%	12%	17%	13%	7%	11%	13%	13%	9%
Ordinary men/women	13%	9%	10%	9%	18%	13%	16%	10%	11%	8%	19%	12%	15%	15%	16%	15%	8%	11%	16%	4%	10%	21%	23%	12%
Scientists	11%	6%	8%	11%	15%	12%	14%	9%	7%	8%	11%	12%	9%	11%	17%	15%	8%	10%	13%	12%	8%	11%	10%	9%

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.

Net trustworthiness

Scientists and doctors are the only professions considered as net trustworthy in all countries, along with the ordinary person.

Politicians are the only profession which are uniformly net untrustworthy

		<div><div><div>Key:</div><div>Net trustworthy</div><div>Net balanced</div><div>Net untrustworthy</div></div></div>																							
		TOT	ARG	AUS	BEL	BRA	CAN	CHN	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MEX	POL	RSA	RUS	SPA	SWE	TUR	USA
Scientists	49	69	54	45	38	46	49	50	55	44	47	54	58	29	25	38	64	49	36	64	58	46	60	46	
Doctors	42	59	61	56	32	51	41	52	59	41	17	31	50	26	5	33	61	22	53	30	59	44	44	49	
Teachers	39	49	51	40	44	45	48	37	48	28	36	51	34	-8	7	31	46	28	41	65	45	31	46	53	
Ordinary men/women	24	38	31	28	14	24	29	25	27	24	3	37	21	3	6	31	37	33	17	60	34	5	4	30	
Members of the Armed Forces	23	-3	48	21	16	43	61	45	40	-3	23	59	31	21	-12	-	10	8	-4	46	14	24	11	49	
The Police	10	-15	42	27	-1	31	72	40	29	35	-2	-2	35	12	-7	-	-52	6	-48	-21	25	33	9	27	
Judges	3	-49	27	16	-10	21	50	15	27	26	-14	21	0	14	-27	-	-29	-8	9	-23	-13	26	1	24	
Pollsters	-3	1	-26	-5	-9	-9	25	18	-22	8	-10	-8	6	-19	-18	20	17	-8	-18	20	-3	-6	-10	-21	
Lawyers	-7	-27	-16	-14	-19	-16	35	4	-4	1	-28	-13	-13	10	-19	11	-22	-2	-17	10	-7	12	-12	-27	
Television news readers	-9	-27	-5	8	-25	0	32	-16	11	17	-31	-8	-26	-9	-11	9	-26	-17	9	-42	-11	4	-33	-17	
Business Leaders	-10	-27	-17	-3	-11	-12	27	2	-17	-12	-26	4	-5	-8	-31	18	12	-18	1	-26	-38	-9	-23	-12	
Civil Servants	-10	-62	5	1	-9	1	7	18	3	-5	-25	12	-27	-6	-27	21	-59	-41	-16	-23	-4	8	6	21	
Journalists	-17	-29	-24	-14	-16	2	29	-21	-32	-8	-38	-9	-24	-27	-26	0	-3	-13	-12	-12	-25	-33	-38	-16	
Bankers	-21	-37	-39	-36	-38	-5	19	-37	-40	-32	-57	14	-31	-14	3	25	-14	-26	1	-39	-62	-6	-20	-14	
Clergy/Priests	-21	-43	-19	-32	-9	-18	4	-30	-13	-21	-27	-4	-40	-13	-12	-	-32	-44	4	-8	-61	1	-29	4	
Advertising executives	-33	-24	-48	-51	-20	-38	-2	-45	-46	-41	-50	-19	-31	-27	-43	1	-11	-36	-25	-55	-33	-45	-25	-37	
Government ministers	-45	-63	-43	-54	-57	-32	35	-49	-46	-39	-62	-31	-38	-38	-33	-	-56	-51	-73	-57	-63	-12	-30	-30	
Politicians generally	-59	-74	-54	-55	-66	-51	-16	-56	-52	-48	-73	-42	-59	-47	-61	-	-69	-68	-73	-63	-69	-46	-54	-60	

Base: 19,587 online adults aged 16-74 across 23 countries

Focus on key professions

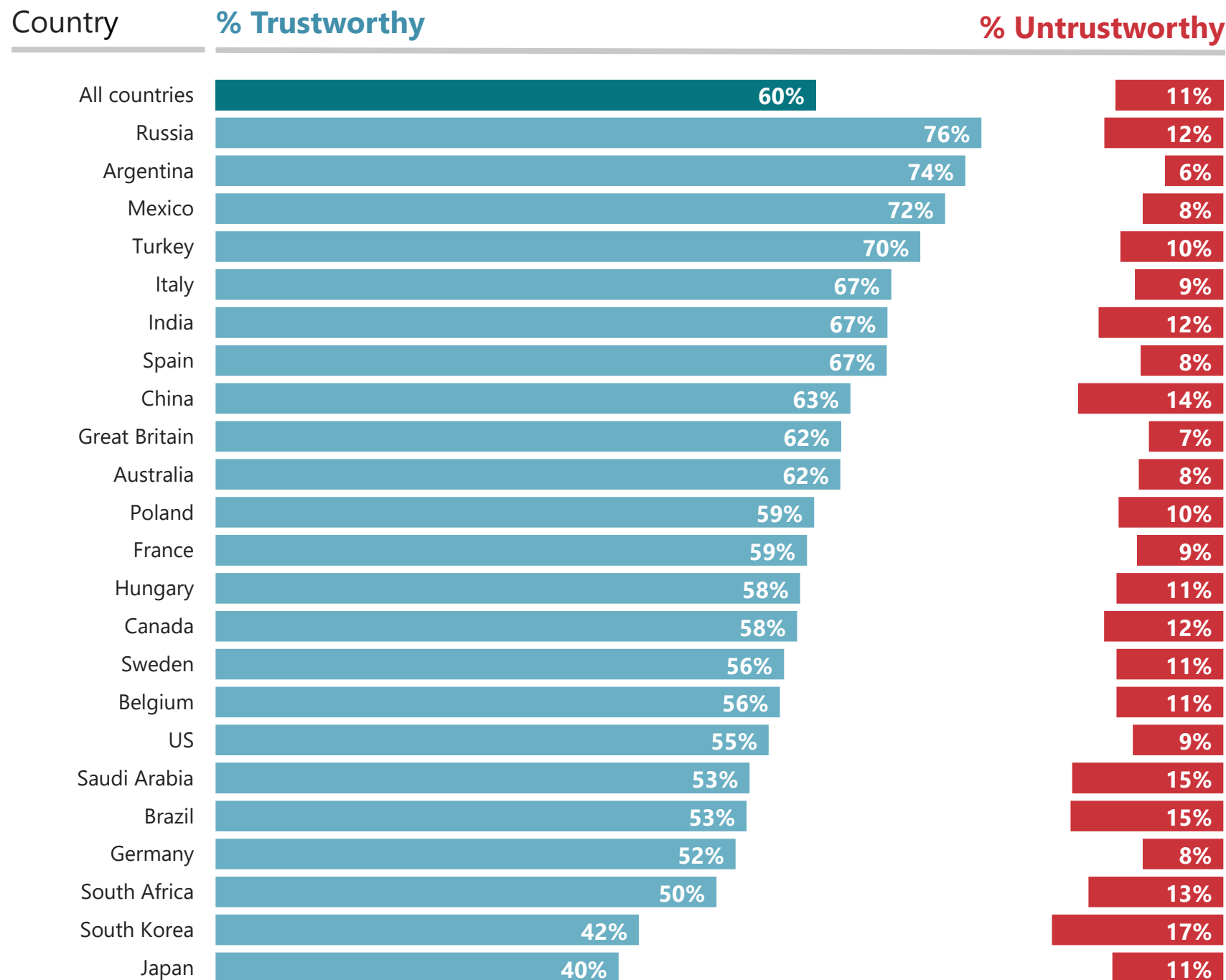
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Scientists

Russians are most likely to consider scientists to be trustworthy.

Even though South Korea and Japan come bottom of the global ranking, scientists remain the most trusted profession in both states.



Base: 19,587 online adults aged 16-74 across 23 countries

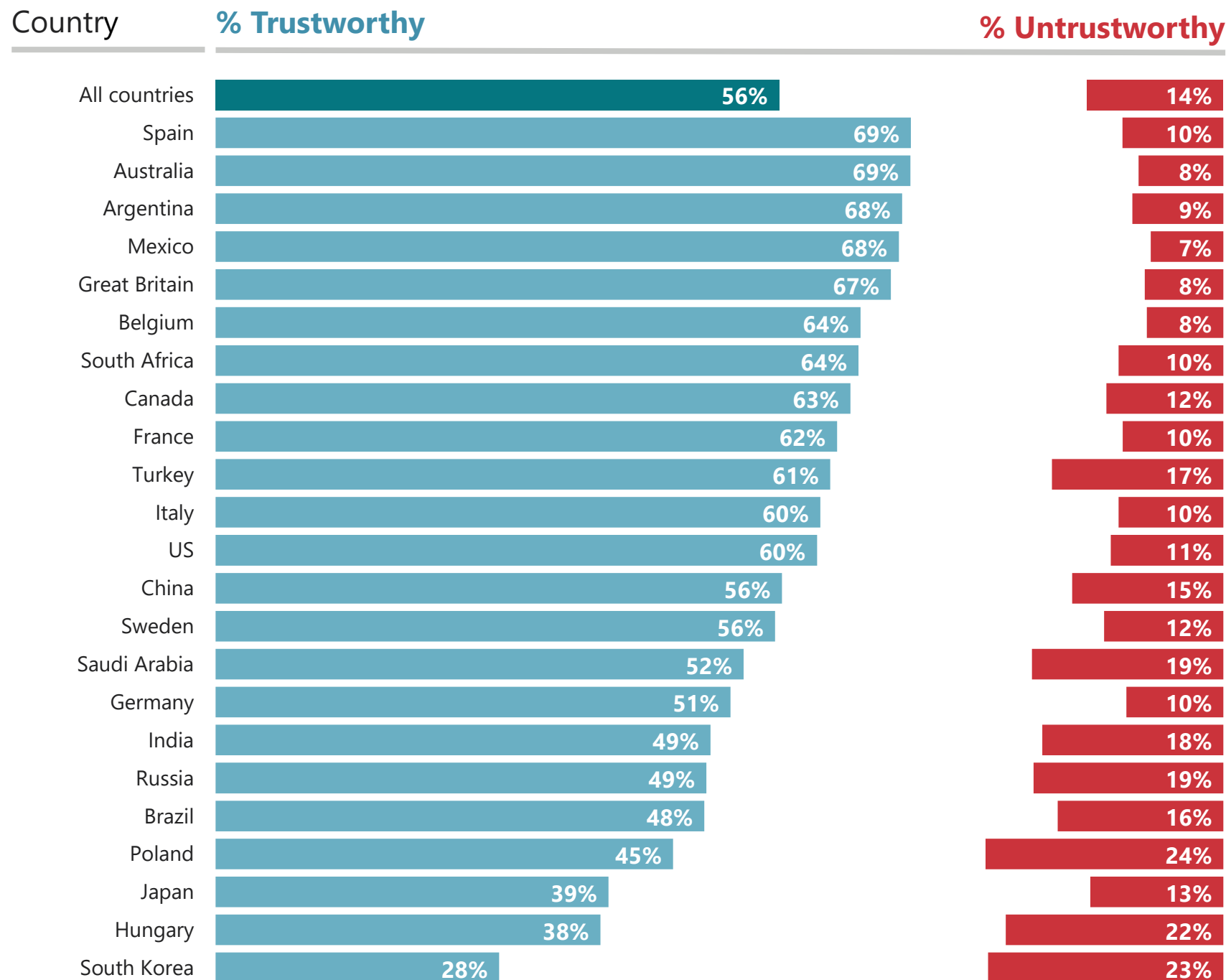
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Doctors

Two thirds of the public in Spain, Australia, Argentina, Mexico and Britain find doctors to be trustworthy.

The highest level of distrust is found in Poland, where a quarter see doctors as untrustworthy.



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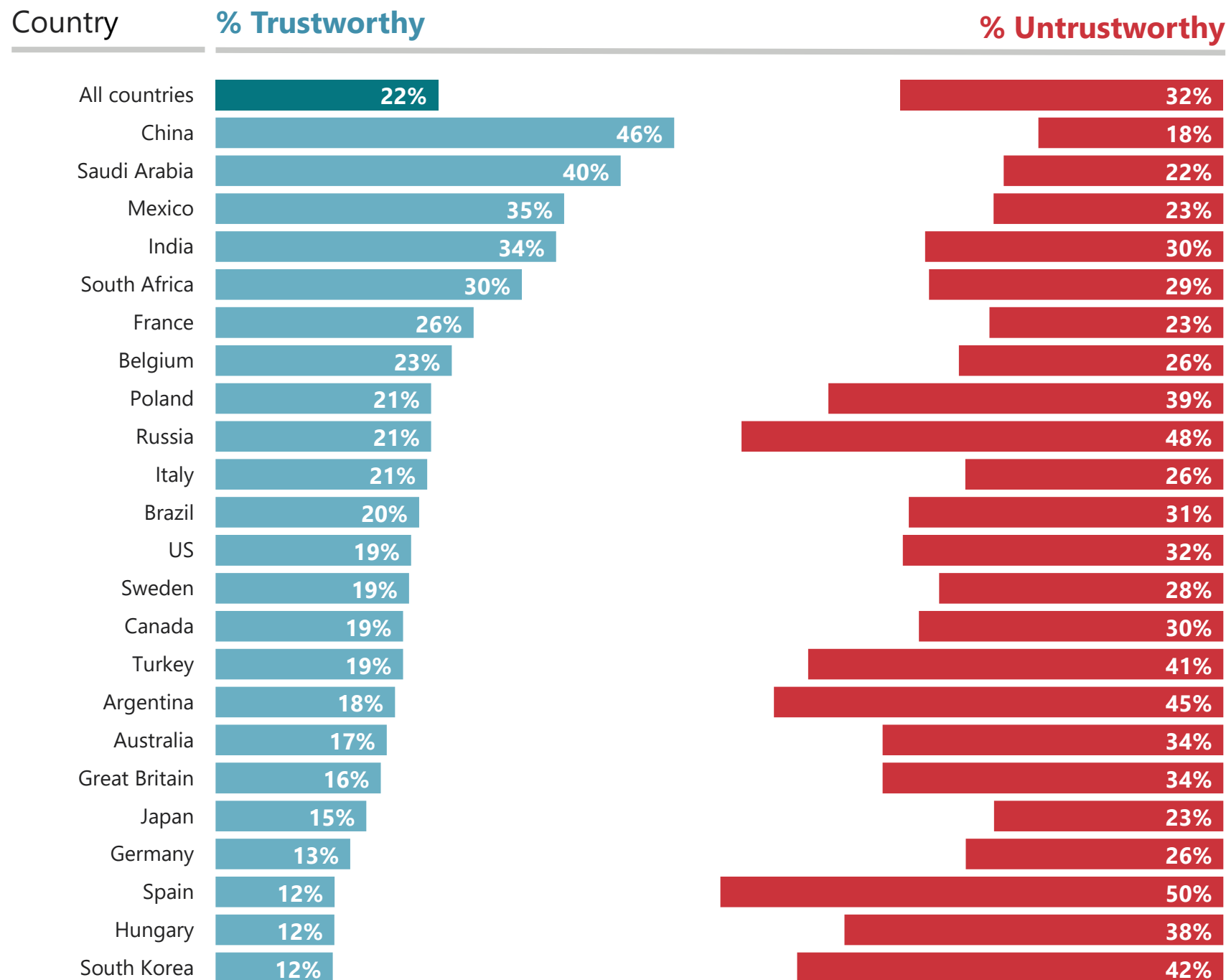
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Business leaders

Less than half of the public in all countries see business leaders as trustworthy – scores are highest in China, Saudi Arabia and Mexico.

Spanish citizens show the highest level of distrust (50%), followed by Russians (48%) and Argentines (45%).



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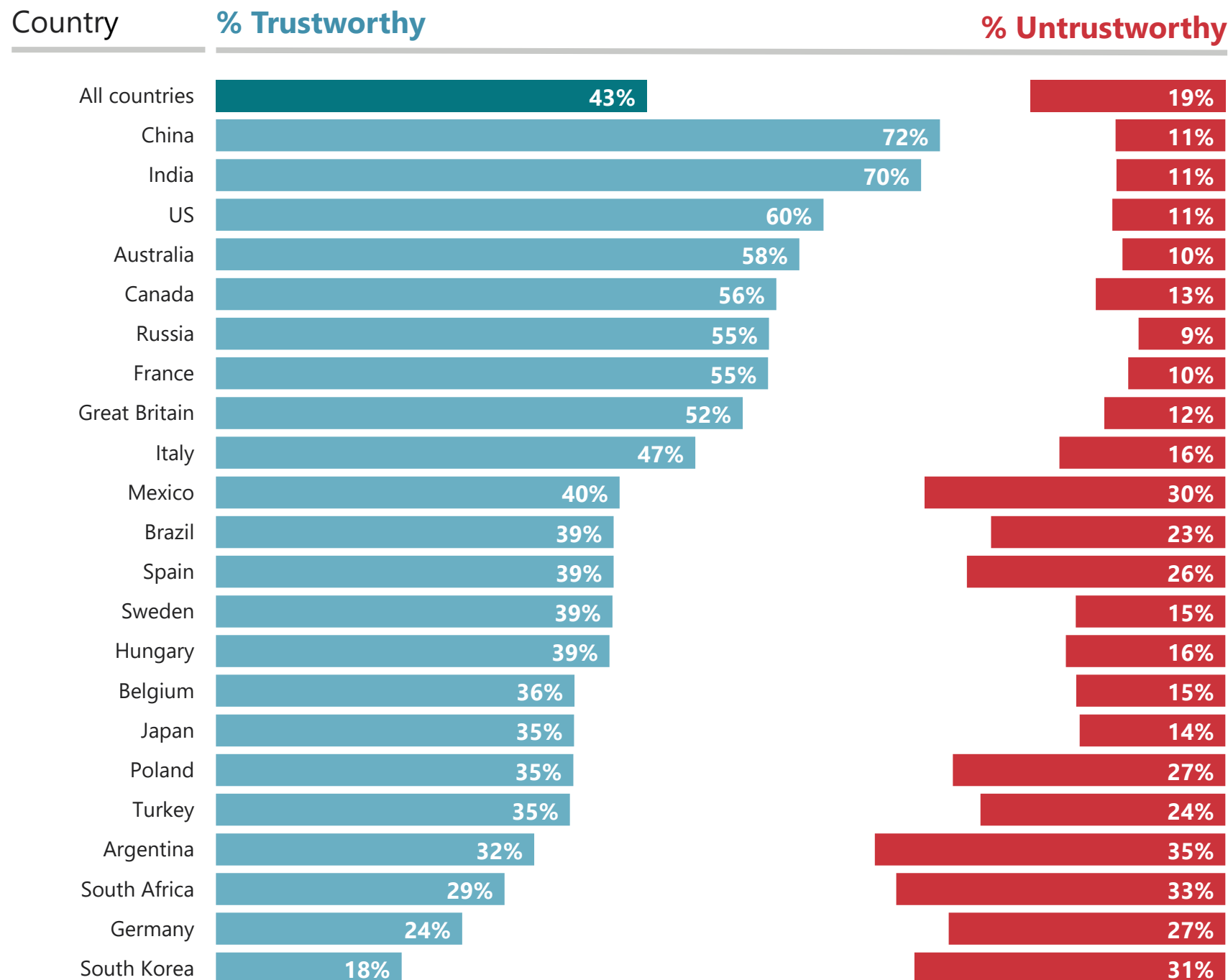
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Armed forces members

China and India are most likely to see the armed forces as trustworthy, followed by the US.

The trustworthiness of armed forces is lowest among citizens of South Korea, Germany and South Africa.



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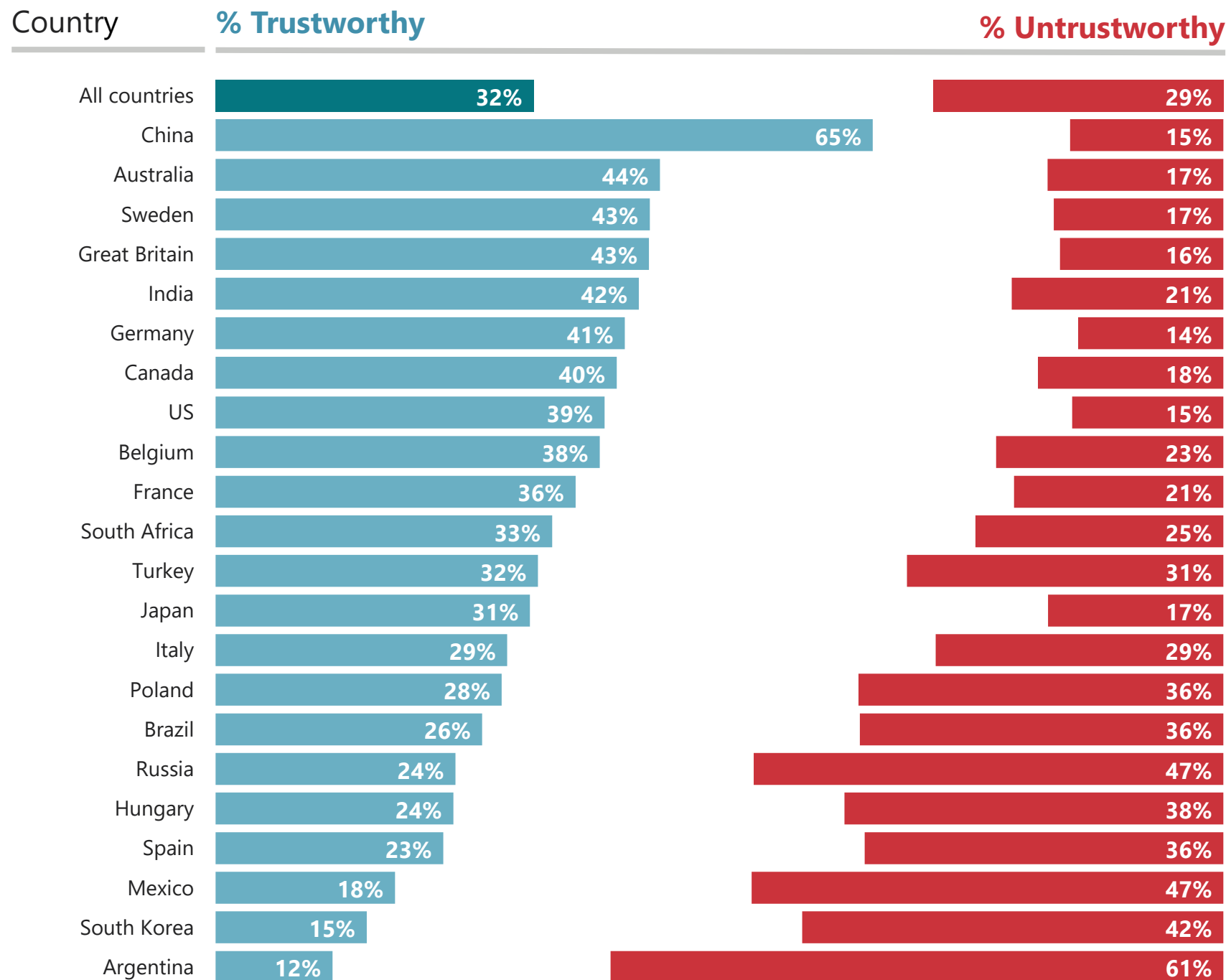
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Judges

Judges are most likely to be considered trustworthy in China, Australia, Sweden and Great Britain.

Those in Mexico, South Korea and Argentina are particularly unlikely to see judges as trustworthy.



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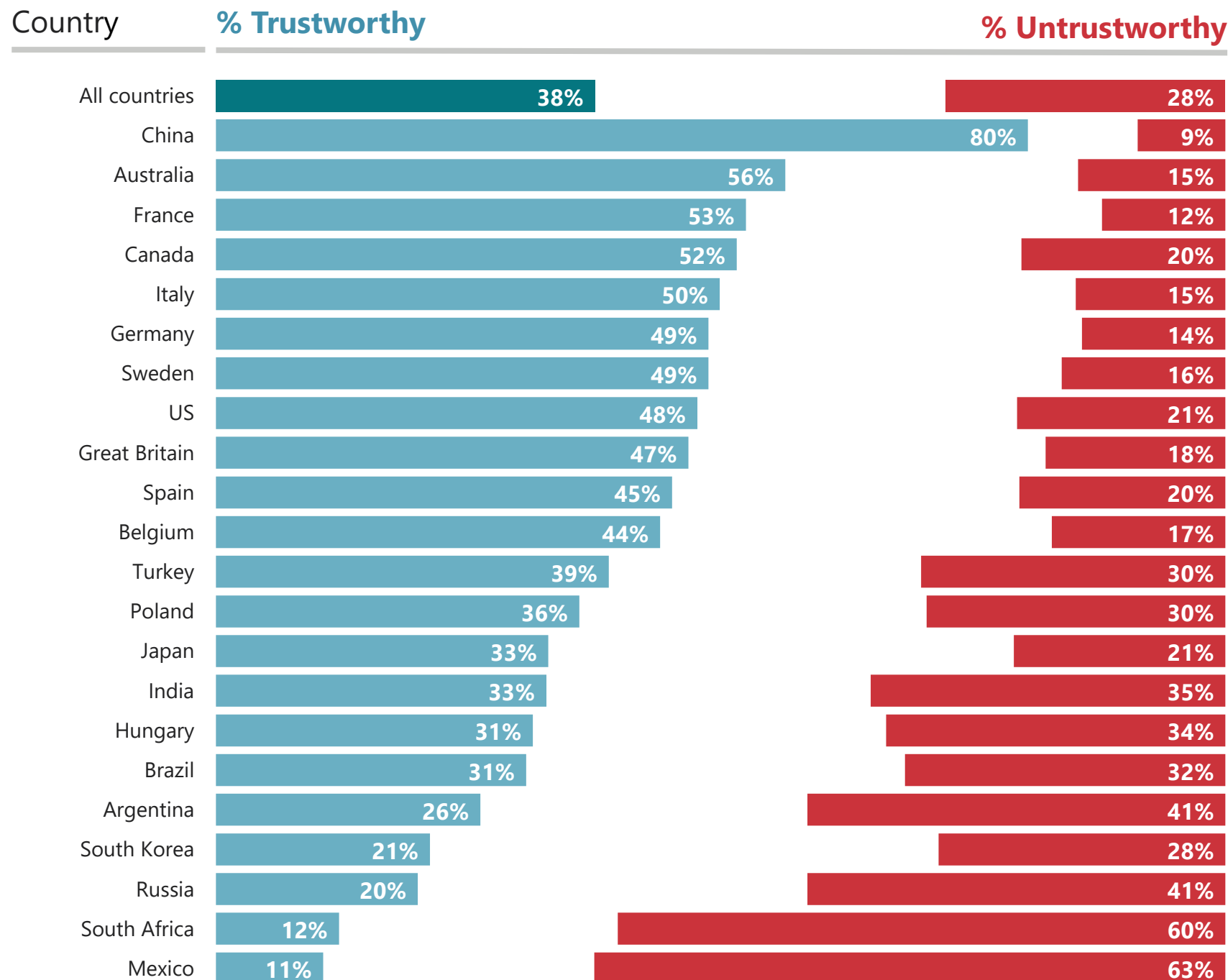
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Police

Views on the trustworthiness of the police are most positive in China, Australia and France.

Mexicans and South Africans are least likely to consider their police to be trustworthy.



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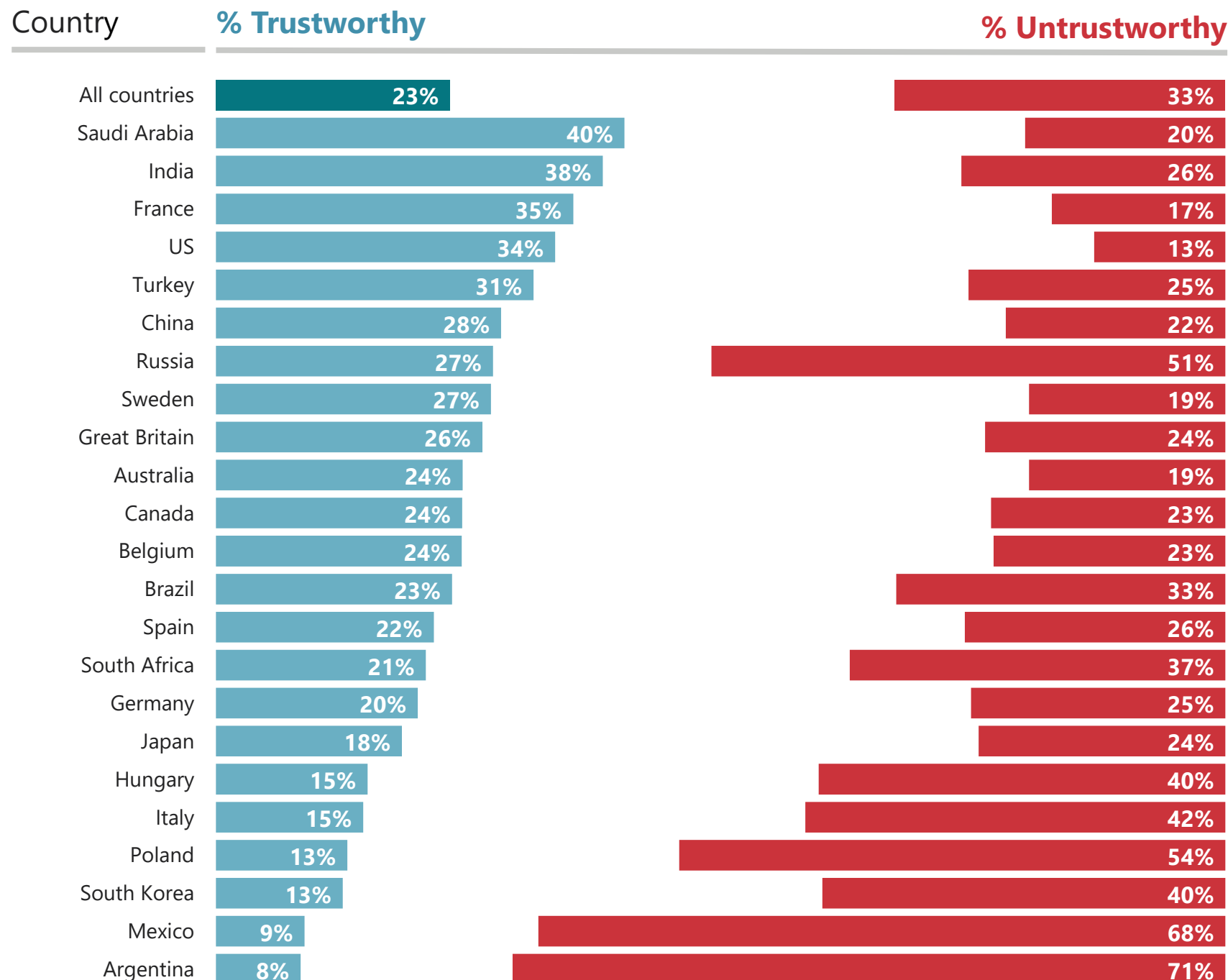
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Civil Servants

Saudi Arabian citizens are most likely to see civil servants as trustworthy, followed by Indians and French people.

In Mexico and Argentina civil servants are least likely to be considered trustworthy.



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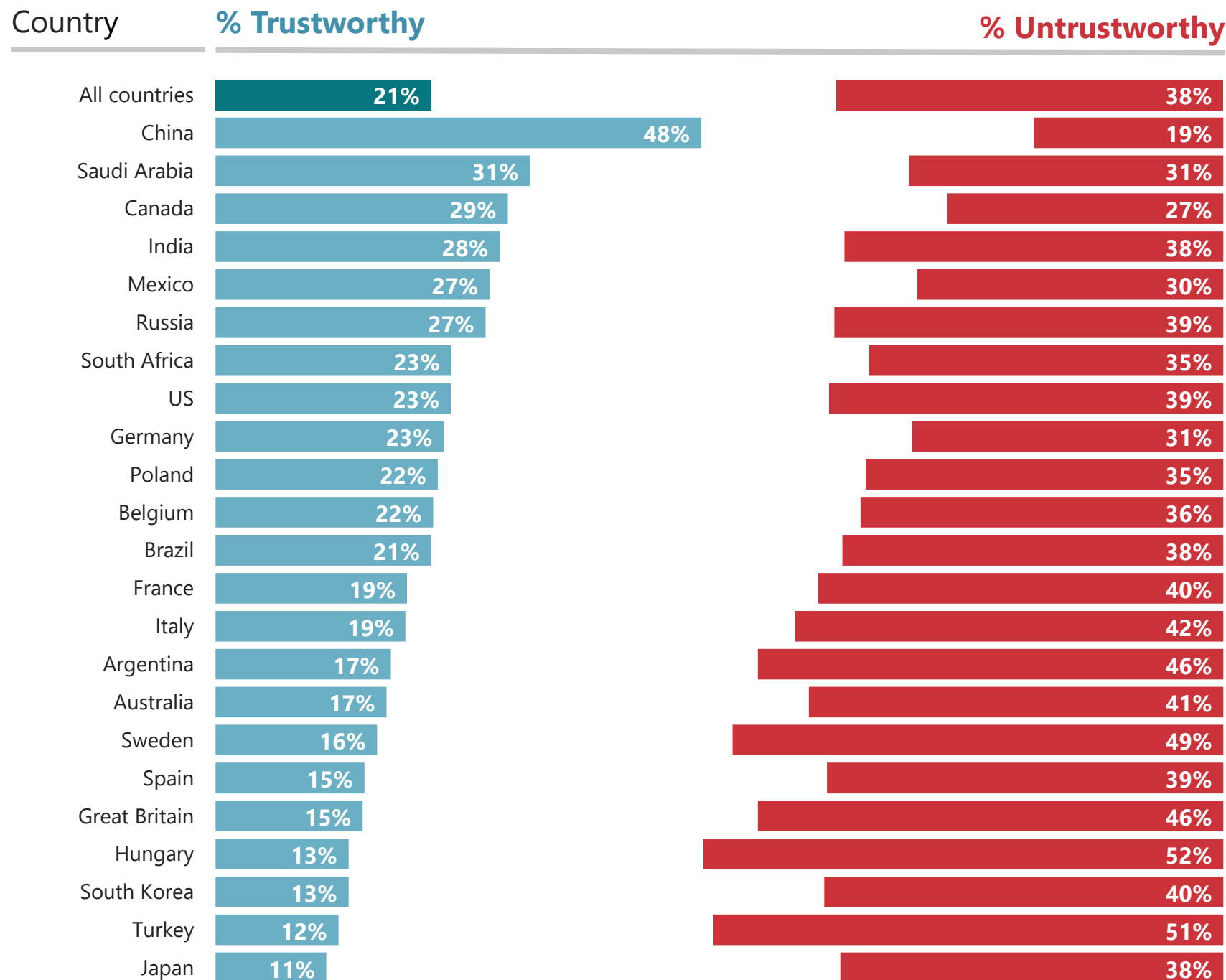
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Journalists

Chinese, Saudi and Canadian citizens are most likely to consider journalists to be trustworthy.

The highest “untrustworthy” scores are in Turkey (51%), Great Britain and Argentina (both 46%)



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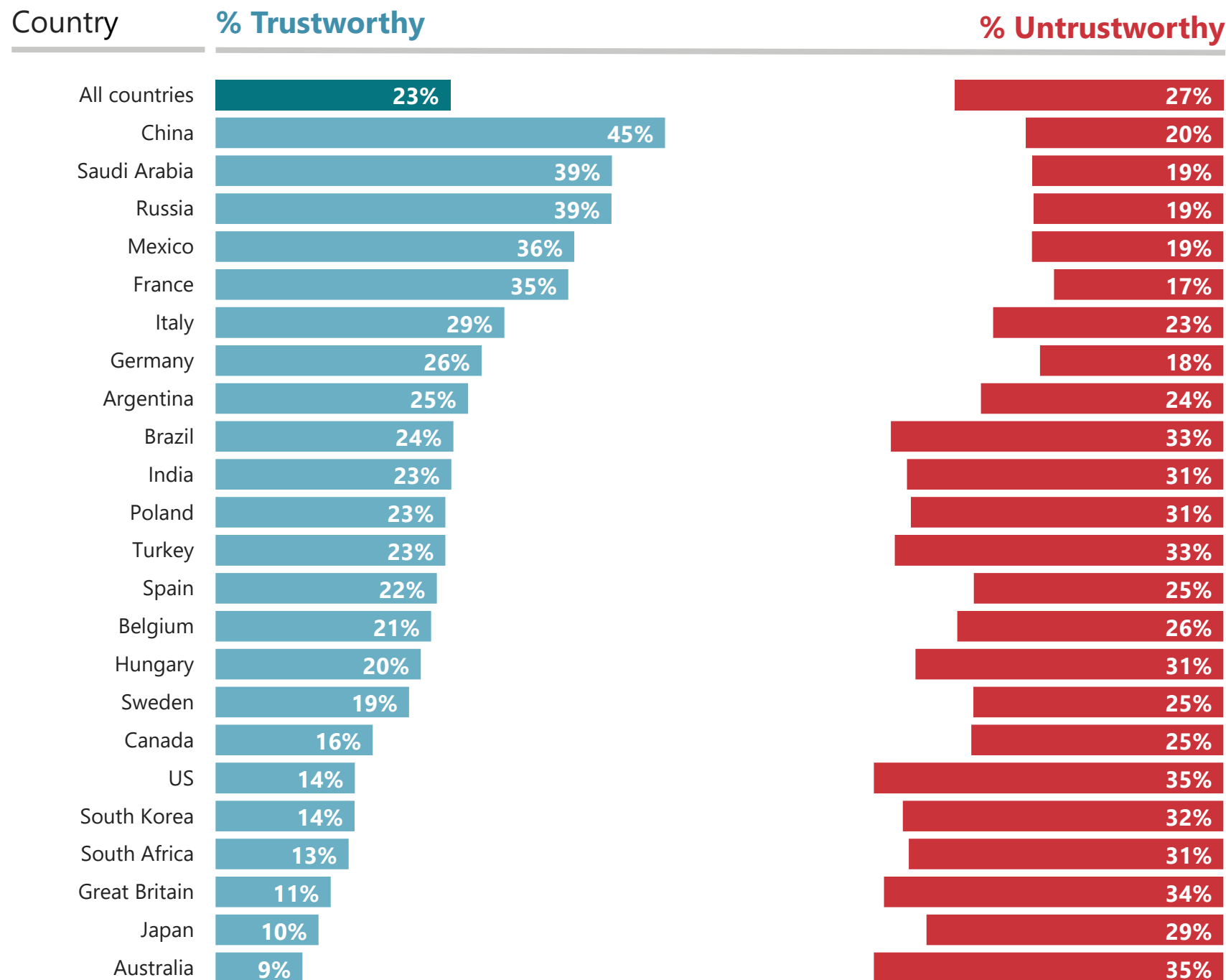
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Pollsters

Pollsters are more likely to be seen as untrustworthy in democracies including Australia, Japan and Britain.

Trustworthiness is higher in France, Italy and Germany than it is elsewhere in Europe.



Base: 19,587 online adults aged 16-74 across 23 countries

Focus on countries

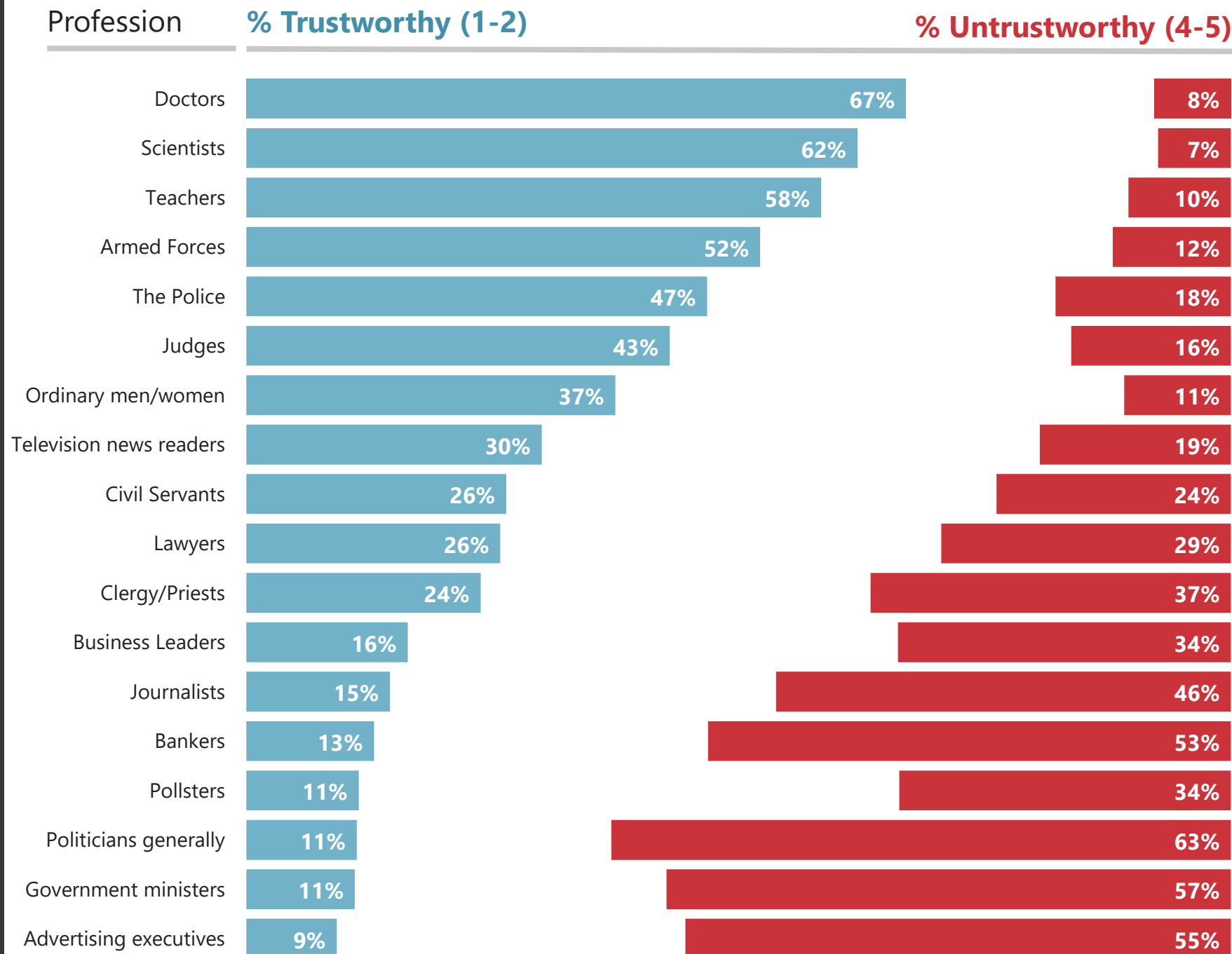


Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Great Britain – ranking

Doctors are the most trustworthy profession in Britain, slightly ahead of scientists who are the most trustworthy globally.



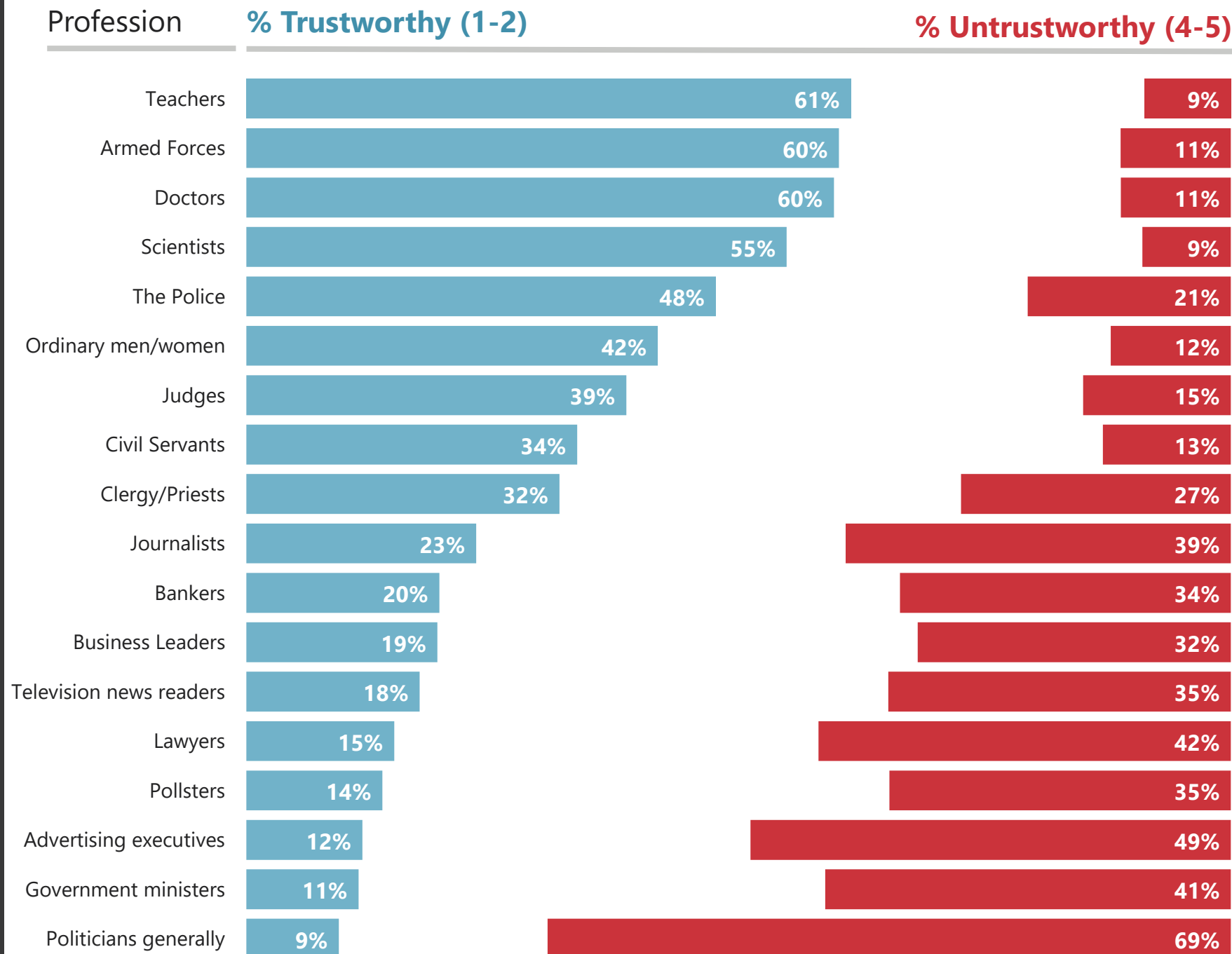
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Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

United States – ranking

In the US, teachers, soldiers and doctors are seen jointly as the most trustworthy professions.



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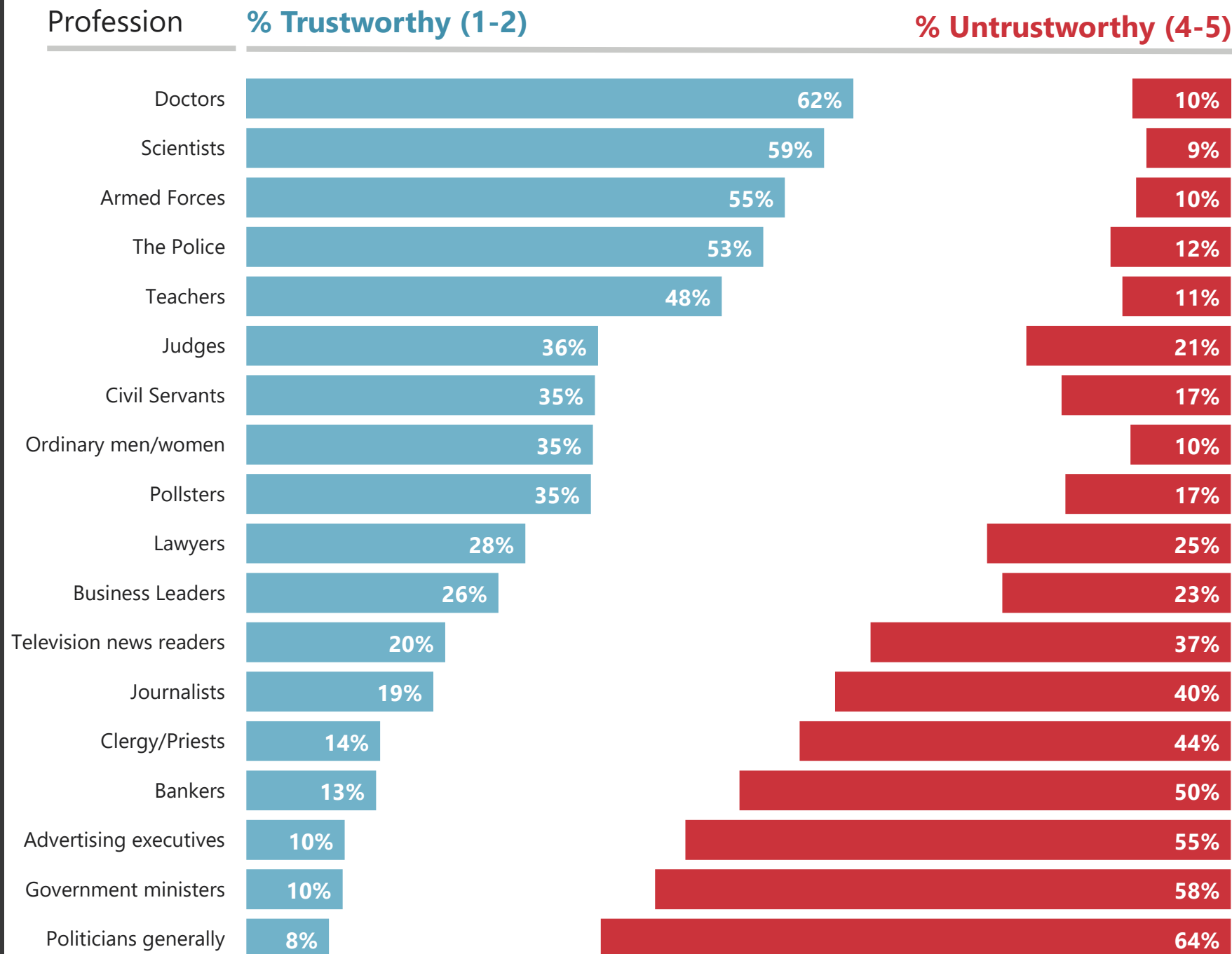
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

France – ranking

Doctors are the most trustworthy profession in France, just ahead of scientists.

Trust in civil servants is twelve percentage points above the global average.



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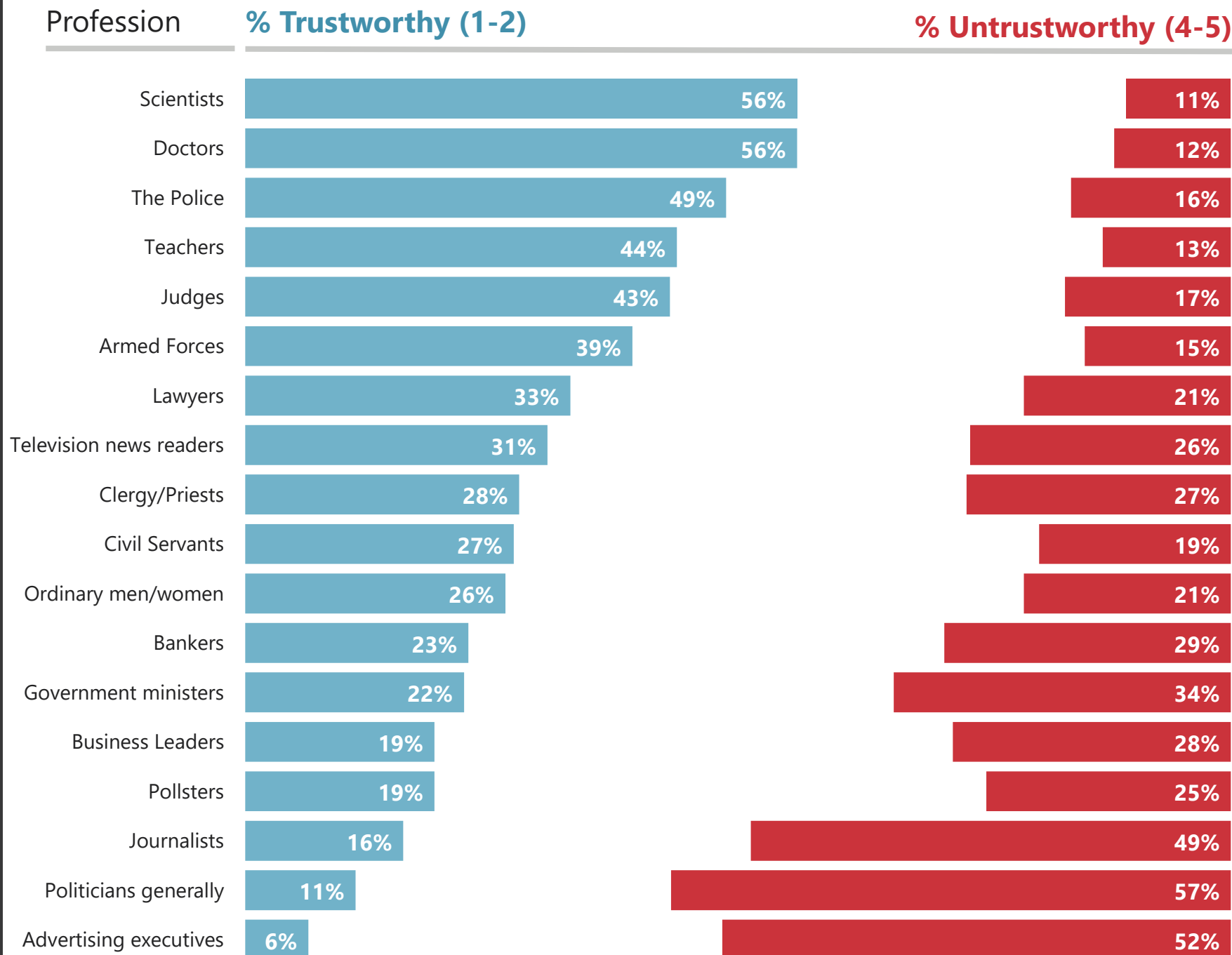
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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Sweden – ranking

Swedes rank scientists and doctors equally as the most trustworthy profession.

Views on the trustworthiness of government ministers is twice the global average, on 22%.



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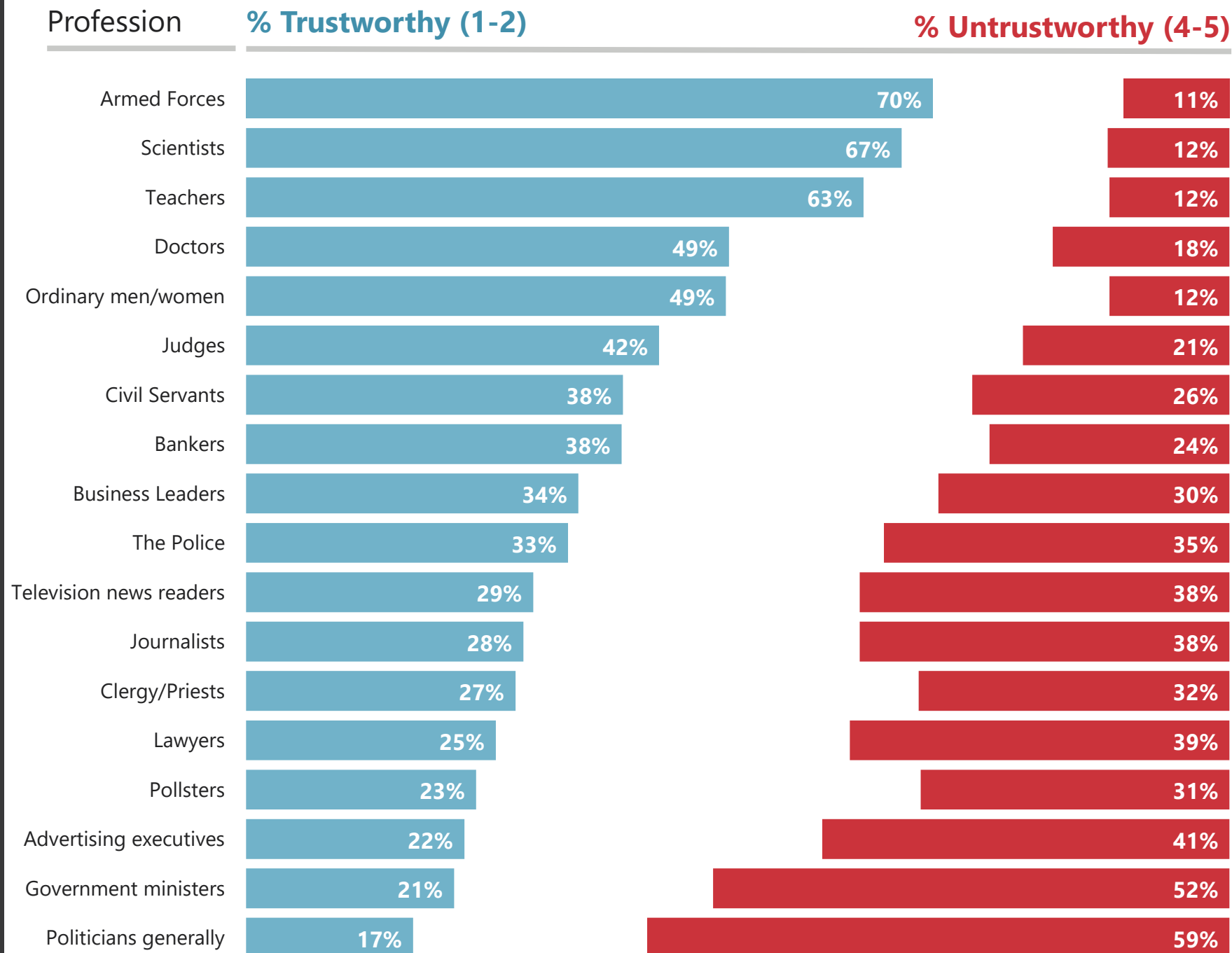
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]?

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India – ranking

India is the only country in the poll to see the armed forces as the most trustworthy profession.

Compared with the global results. Indians are twice as likely to consider bankers as trustworthy.



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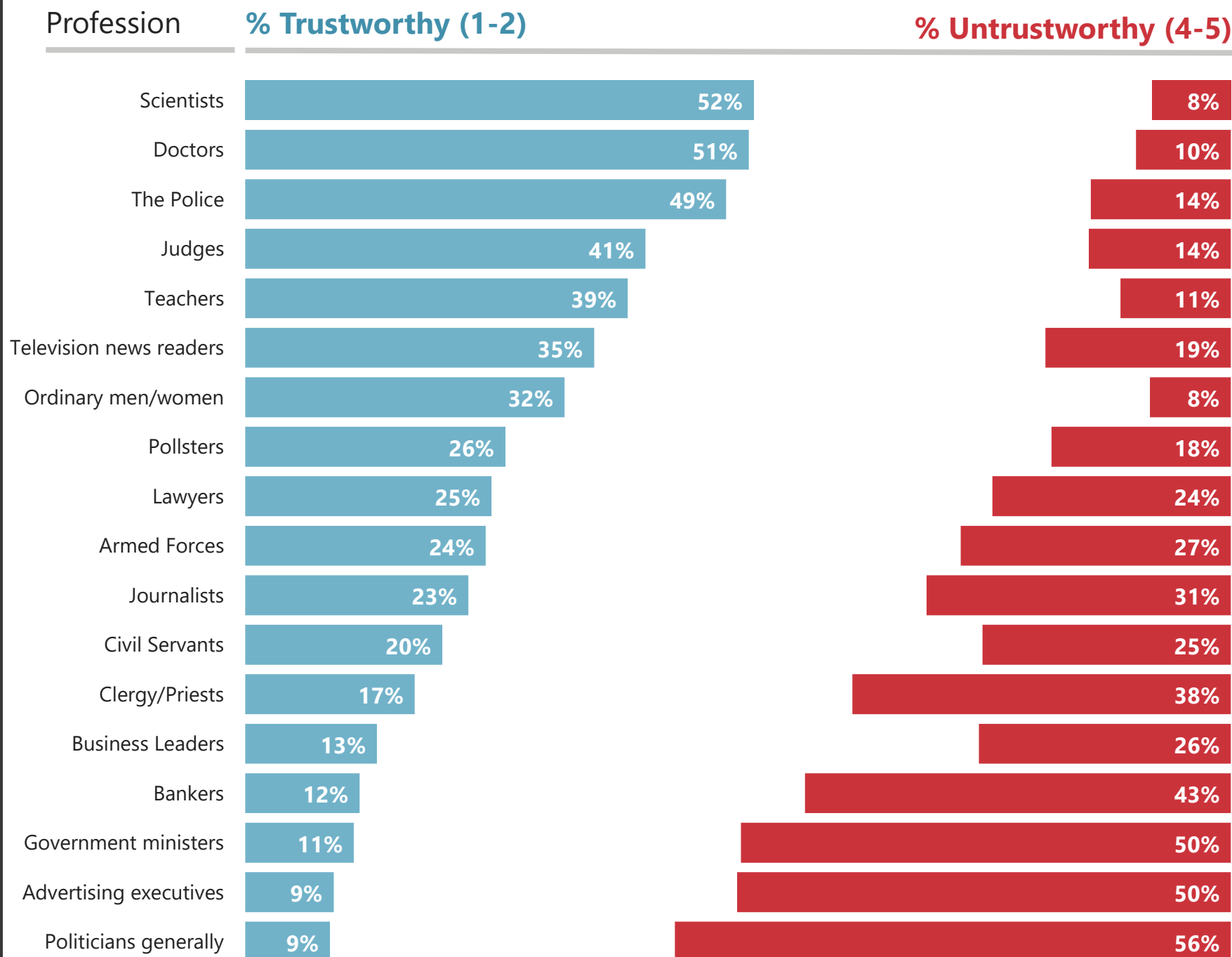
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Germany – ranking

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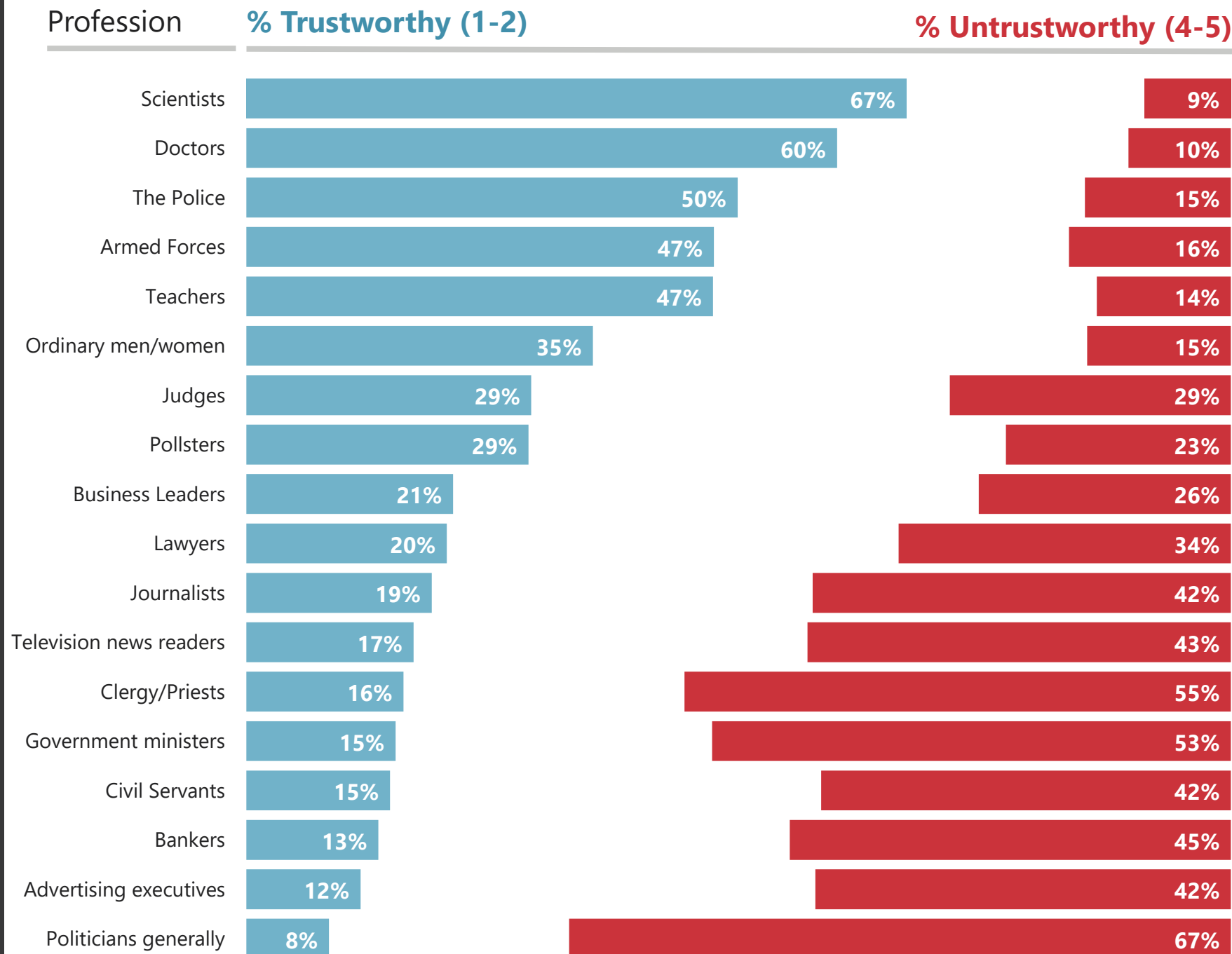
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Italy – ranking

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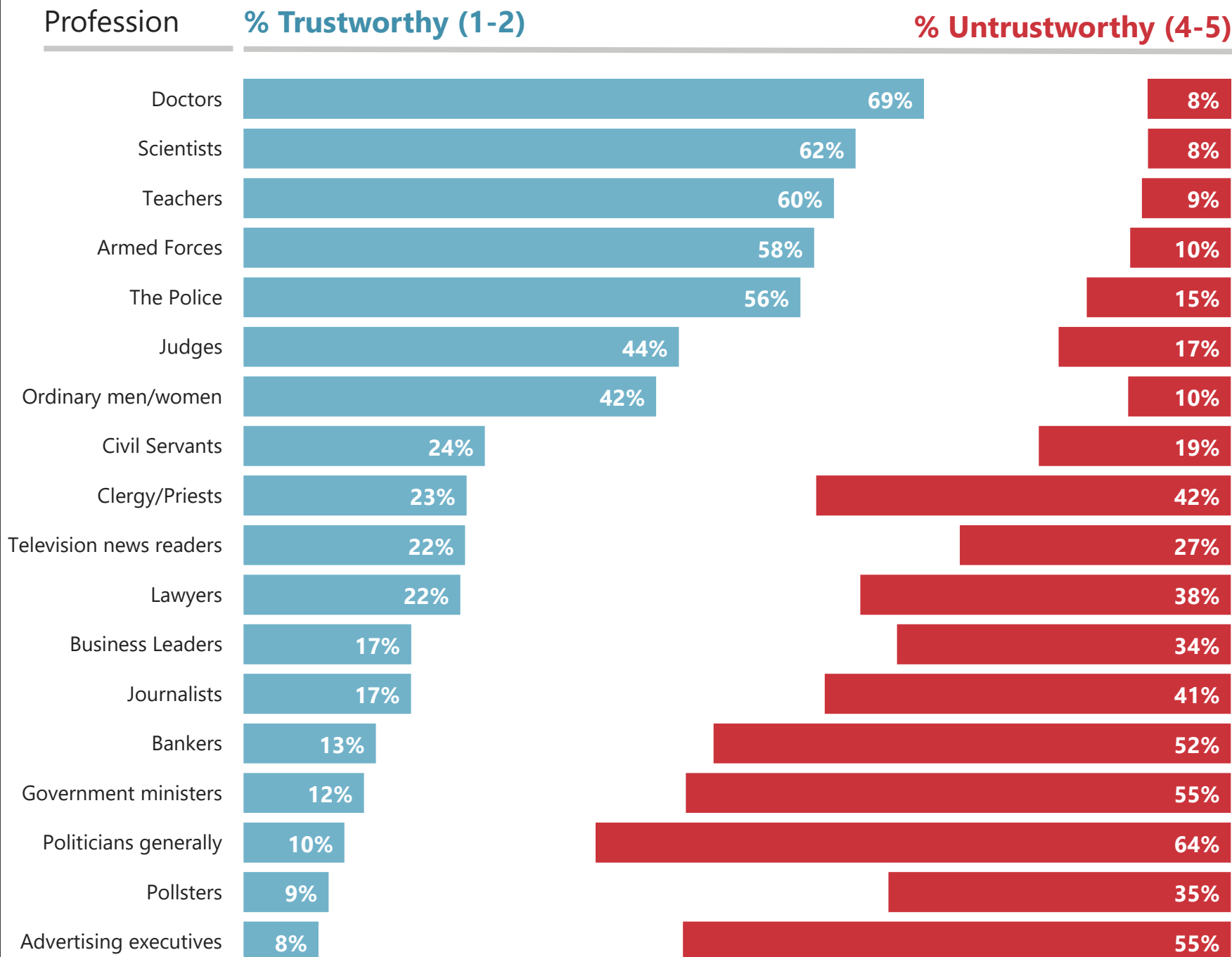
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Australia – ranking

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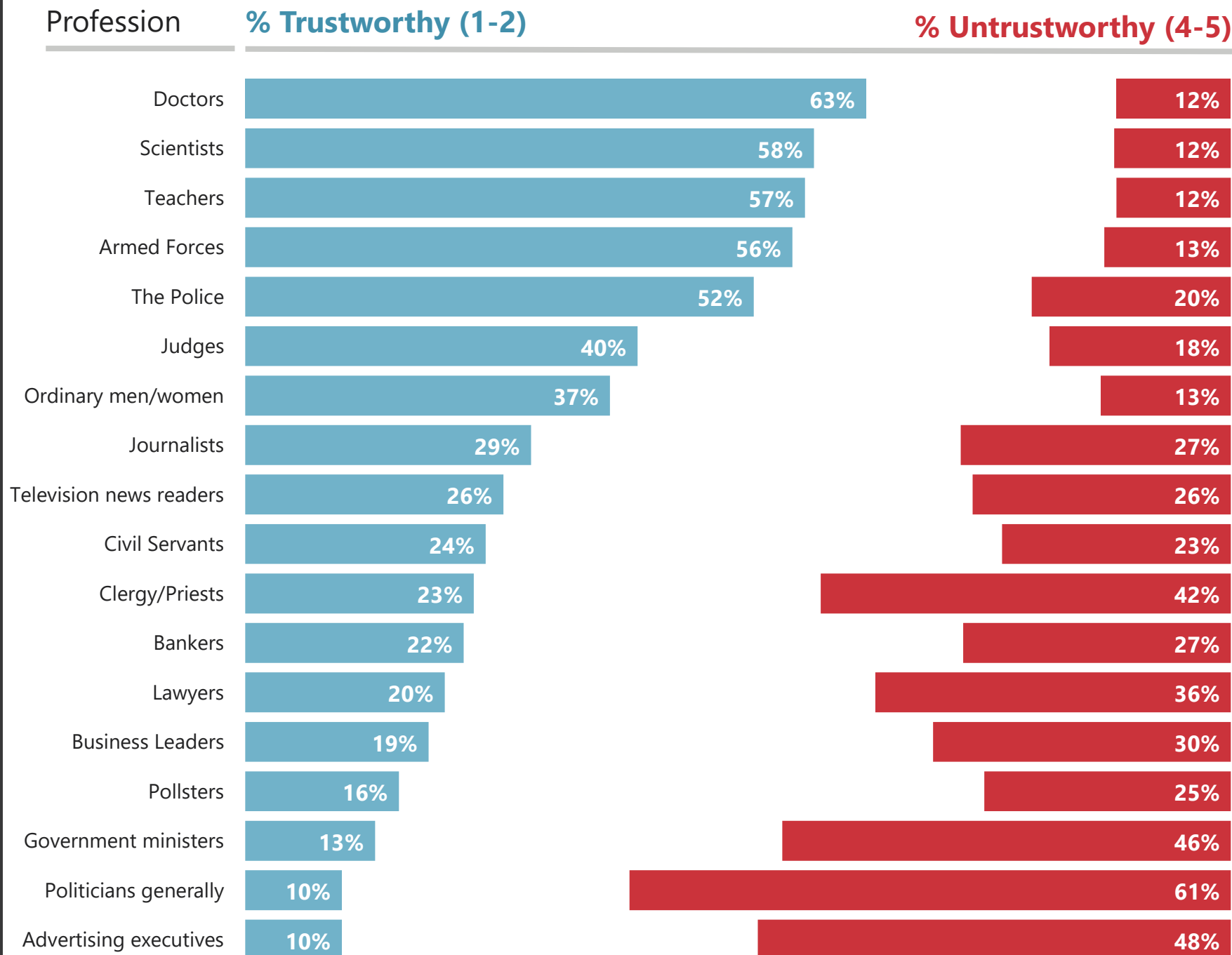
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Canada – ranking

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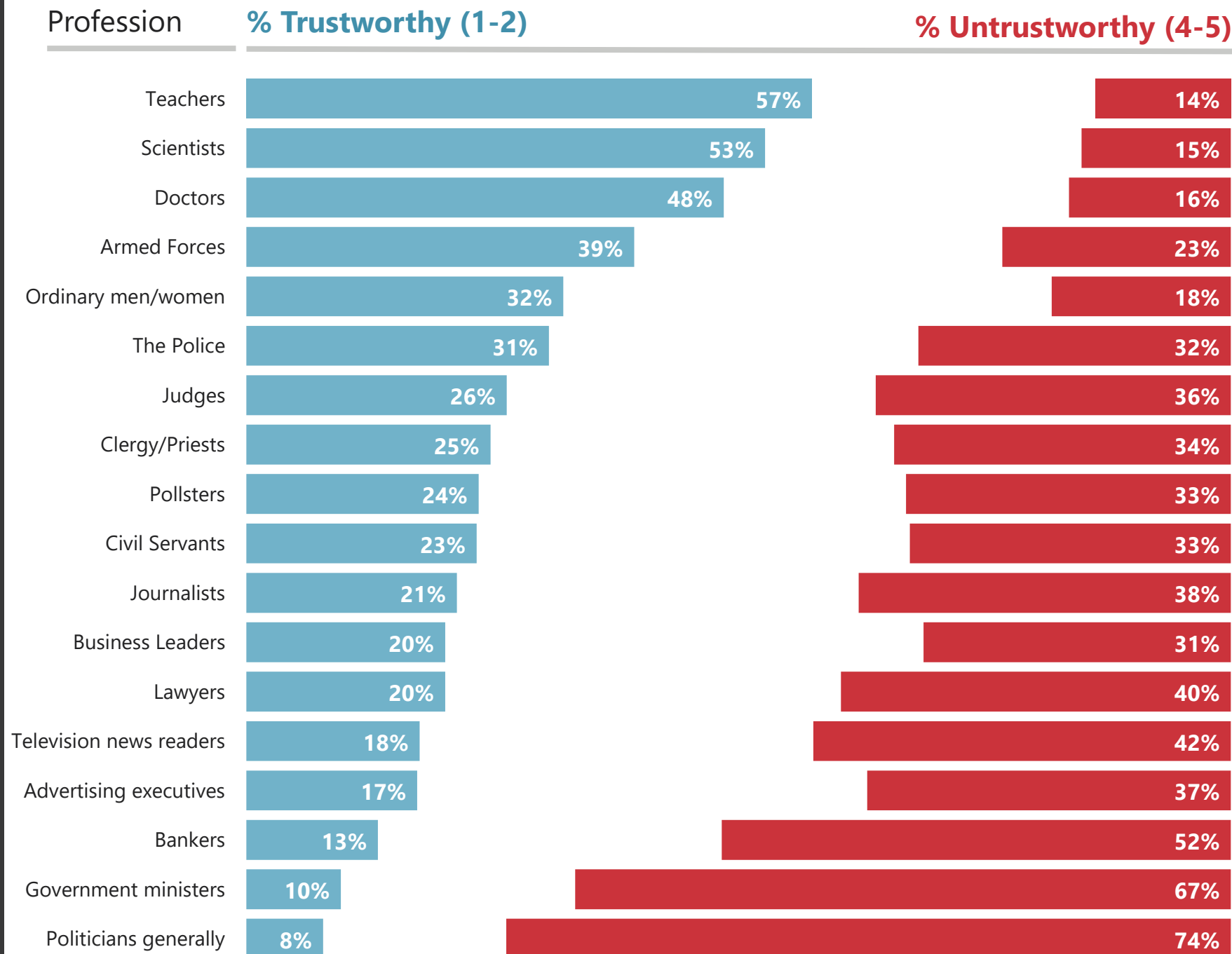
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Brazil – ranking

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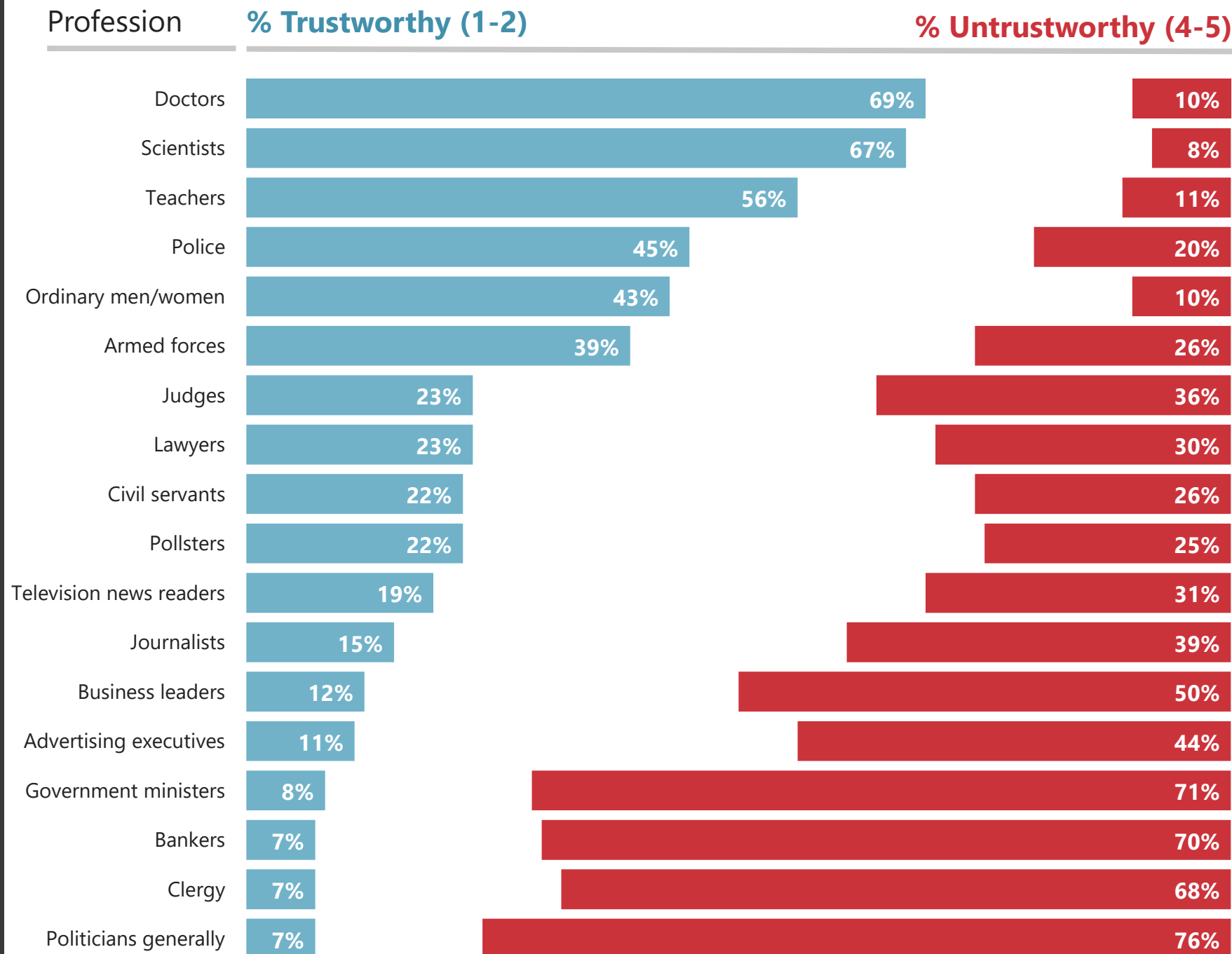
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Spain – ranking

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The Global trustworthiness Index

How is trust measured across borders?

Introducing the Global Trustworthiness Index

Differences between countries in survey response are a well-established part of international research. In this survey this results in large differences in the extent to which the most trusted professions are considered trustworthy.

For example, while scientists are the most trustworthy profession in both Hungary and Russia, the proportion who consider them trustworthy is 58% in the former and 76% in the latter.

To overcome this difference we have created the **Global Trustworthiness Index**: a measure which focuses on the balance of negative and positive opinion within each country, revealing those societies most marked by active trust – or distrust – of the professions in the survey.

Global Trustworthiness Index

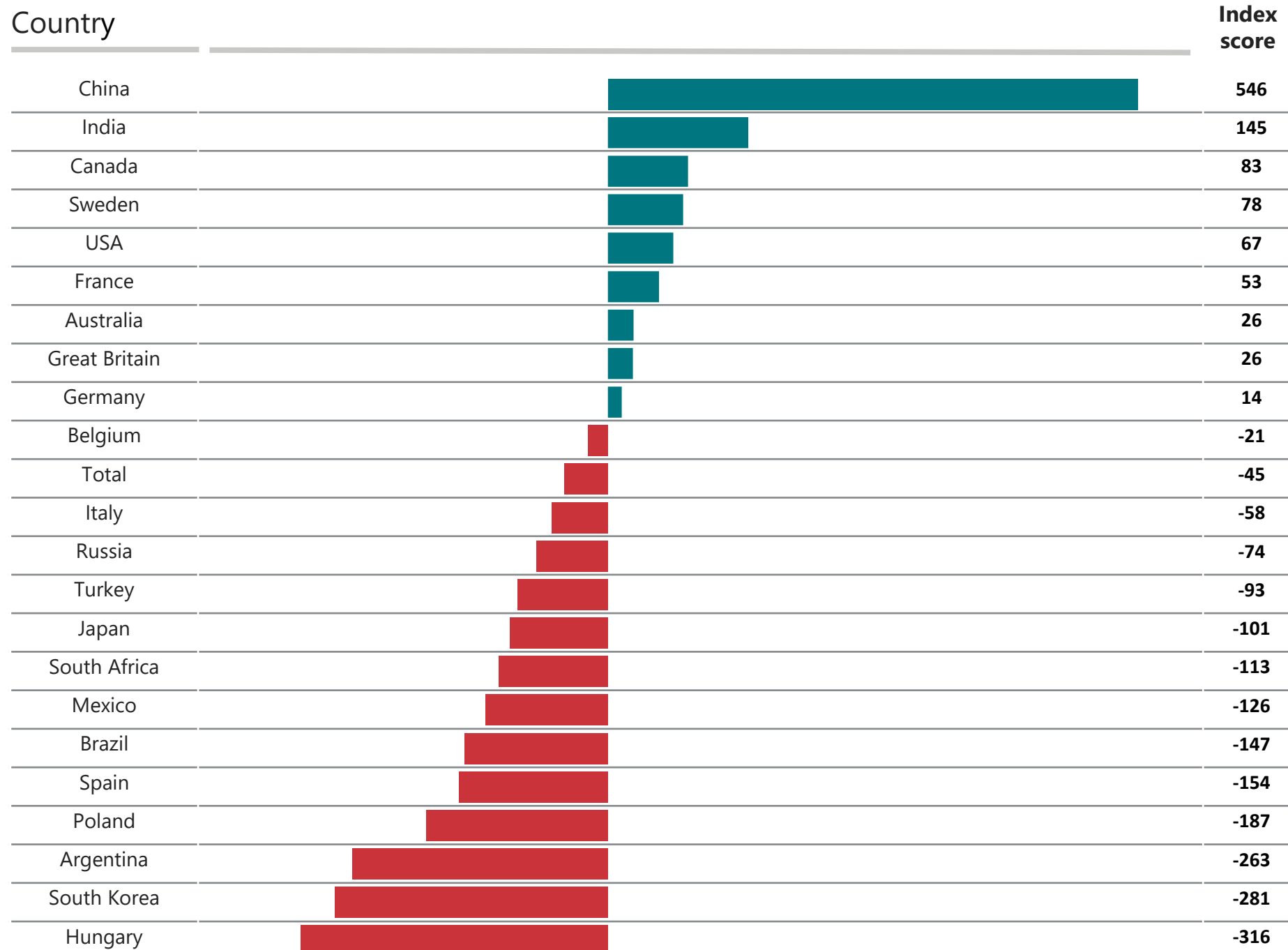
Sum score of trustworthiness for all professions
subtract
Sum score of untrustworthiness for all professions

Global Trustworthiness Index

Sum of high trust in all professions minus the sum of low trust

China and India rank highest on the Index, followed by Canada, Sweden and the US.

Hungary scores lowest, along with South Korea and Argentina.



Base: 19,587 online adults aged 16-74 across 23 countries

- This survey is an international sample of 19,587 adults aged 16-74 (18-74 in the US, South Africa, Turkey and Canada). Fieldwork was conducted during October 2018. Approximately 1000+ individuals participated per country via the Ipsos Online Panel, except for Argentina, Belgium, Hungary, India, Mexico, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- 15 of the 23 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and the United States).
- Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey produce a national sample that is more urban and educated and with higher incomes than their fellow citizens. We refer to these respondents as "Upper Deck Consumer Citizens". They are not nationally representative of their country.
- Where results do not sum to 100 or the 'difference' appears to be +/- 1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.
- The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.1 percentage points and of 500 accurate to +/- 4.5 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website

Gideon Skinner
Research Director

Mike Clemence
Research Manager

GAME CHANGERS



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