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Armed Forces & Scientists top the Ipsos Trustworthiness Index 2021 among urban Indians

Advertising Executives rank 3rd on the Untrustworthiness Index 2021

New Delhi, October 12, 2021: According to the **Ipsos Global Trustworthiness Index 2021**, Urban Indians trust the **armed forces (64%)** and **scientists (64%)** the most. Followed by **teachers (61%)** and **doctors (58%)**.

Interestingly, two years ago when we did the survey, the armed forces came up tops and this year too they have retained the pole position, though tied in with scientists.

When we look at the most trustworthy list of global citizens, **doctors (64%)** emerged at the top on the Global Trustworthiness Index 2021, followed by **scientists (61%)** and **teachers (55%)**.

"The armed forces are trusted and revered by Indians as their whole aura and work is around sacrifice and service before self; defined by discipline and dedication in their contribution to the nation as they protect our frontiers. Likewise, scientists too have been corona warriors, working overtime to find appropriate vaccines to offset the resilient coronavirus; their contribution is being silently hailed, by Indians, putting scientists at par with armed forces. Teachers and doctors, who too stepped up during the pandemic are placed 3rd and 4th in the trustworthiness index," says Amit Adarkar, CEO, Ipsos India.

Ipsos unveiled findings of its Global Trustworthiness Index 2021, a 28-country survey among 19,570 respondents, globally today.

Most untrustworthy professions?

Sheer coincidence or long ingrained perceptions. The India list on the Untrustworthiness Index 2021 mirrors the global list on Untrustworthiness Index 2021.

All the stories they weave are not so make believe for the average person – politicians, govt ministers and advertising executives are least trusted.



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Top 3	UnTrustworthiness Index 2021 (India)	UnTrustworthiness Index 2021 (Global)
1	Politicians, generally (51%)	Politicians, generally (63%)
2	Government Ministers (45%)	Government Ministers (54%)
3	Advertising Executives (29%)	Advertising Executives (37%)

Technical note

These are the findings of an Ipsos online survey conducted between 23 April and 7 May 2021. The survey was conducted in 28 countries around the world, via the Ipsos Online Panel system in Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States. The headline index results for this year are based on the full 28-country sample while trend results looking back to previous waves of the survey focus only on the 22 markets which have featured in all three waves of the survey.

The results are comprised of an international sample of 19,570 adults aged 16-74 in most countries and aged 18-74 in Canada, Malaysia, South Africa, Turkey and the United States. Approximately 1,000 individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea Sweden and Turkey, where each have a sample of approximately 500.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and United States can be taken as representative of their general adult population under the age of 75. The samples in other countries (Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, 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. The survey results for these countries should be viewed as reflecting the views of the more “connected” segment of their population.

Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data.



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The “Global Country Average” reflects the average result for all countries and markets where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result.

Where results do not sum to 100 or the difference appears to be plus or minus one point more or less than the actual, this may be due to rounding, multiple responses, or the exclusion of “don’t know” or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to plus or minus 3.5 percentage points and of 500 accurate to plus or minus 5.0 percentage points. For more information on the use of credibility intervals, please visit the Ipsos website. The publication of these findings abides by local rules and regulations.

ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers, or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth: **You act better when you are sure.**

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