

# GLOBAL TRUSTWORTHINESS INDEX 2021

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Who does the world trust?

8 October, 2021

For more information, see

[https://www.ipsos.com/ipsos-mori/  
en-uk/global-trustworthiness-index-2021](https://www.ipsos.com/ipsos-mori/en-uk/global-trustworthiness-index-2021)

**GAME CHANGERS**



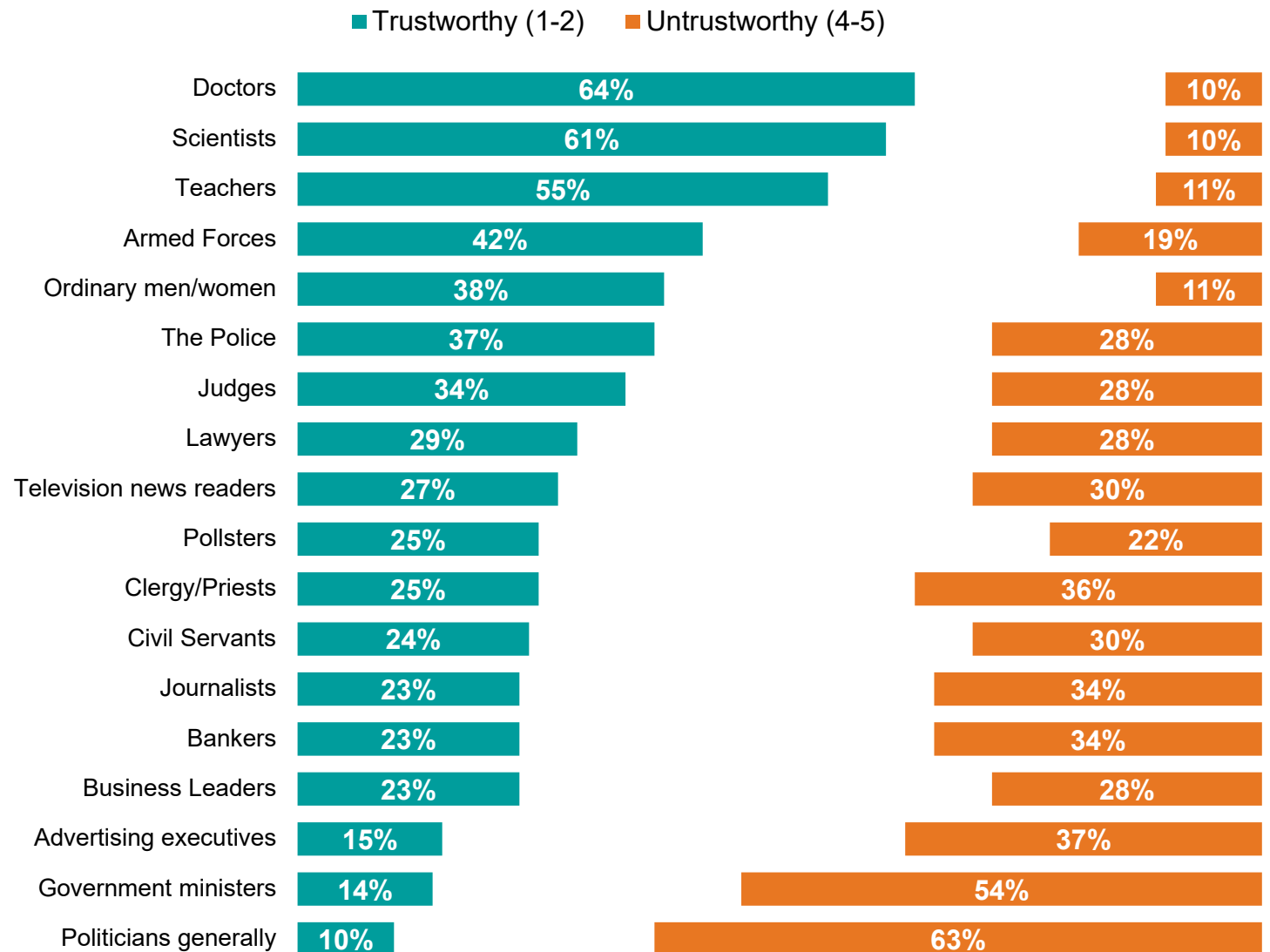
# GLOBAL INDEX

1

# GLOBAL TRUSTWORTHINESS RANKING 2021

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

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



Ipsos Global Trustworthiness Index 2021 – 19,570 participants across 28 countries, interviewed online 23 April – 7 May 2021

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population. This "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

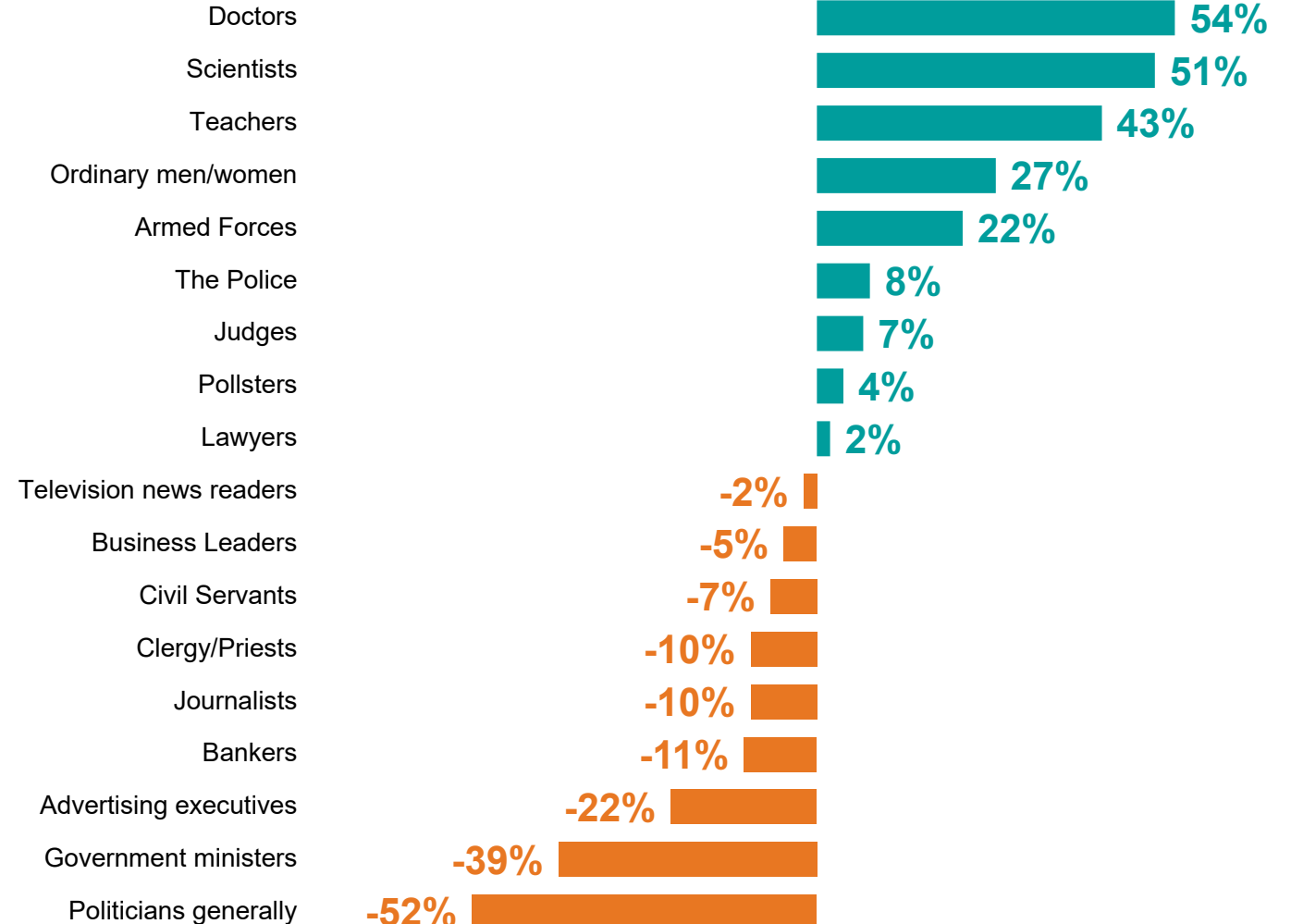
# GLOBAL TRUSTWORTHINESS RANKING 2021 NET TRUST

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

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

## Net trustworthy

(% 1-2 out of five, subtract % 4-5 out of five)



Ipsos Global Trustworthiness Index 2021 – 19,570 participants across 28 countries, interviewed online 23 April – 7 May 2021

# TRUSTWORTHINESS 2021 ALL PROFESSIONS/MARKETS

## Top three:

- #1 most trustworthy
- #2 most trustworthy
- #3 most trustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MYS	MEX	NLD	PER	POL	RSA	RUS	SPA	SWE	TUR	USA
<b>Doctors</b>	69%	67%	66%	66%	70%	68%	66%	58%	64%	72%	60%	61%	58%	65%	52%	38%	67%	68%	66%	71%	58%	55%	65%	67%	68%	62%	69%	69%
<b>Scientists</b>	63%	61%	56%	68%	64%	67%	72%	58%	56%	66%	51%	66%	64%	68%	43%	48%	63%	57%	60%	60%	53%	61%	50%	75%	71%	57%	64%	62%
<b>Teachers</b>	56%	59%	54%	68%	62%	68%	65%	54%	51%	62%	40%	54%	61%	51%	22%	33%	65%	65%	53%	61%	43%	44%	56%	67%	59%	55%	61%	57%
<b>Members of the Armed Forces</b>	34%	53%	38%	35%	45%	21%	-	20%	52%	55%	27%	43%	64%	45%	39%	25%	-	52%	37%	44%	37%	39%	29%	59%	47%	47%	46%	64%
<b>The Police</b>	24%	52%	37%	30%	44%	24%	-	16%	48%	48%	47%	35%	37%	47%	38%	22%	-	40%	15%	53%	22%	29%	13%	29%	47%	60%	52%	53%
<b>Ordinary men/women</b>	39%	42%	36%	35%	42%	41%	39%	35%	39%	39%	35%	25%	46%	35%	25%	20%	49%	41%	43%	35%	33%	52%	33%	67%	34%	28%	30%	47%
<b>Judges</b>	10%	45%	38%	26%	49%	15%	-	11%	38%	48%	45%	29%	47%	33%	41%	23%	-	49%	19%	56%	11%	33%	36%	28%	32%	51%	33%	45%
<b>Lawyers</b>	17%	28%	27%	22%	23%	22%	53%	14%	33%	32%	31%	22%	33%	25%	35%	22%	42%	40%	17%	35%	16%	38%	27%	35%	27%	41%	26%	22%
<b>Television news readers</b>	17%	28%	31%	26%	26%	20%	39%	14%	18%	31%	35%	13%	31%	18%	23%	21%	43%	42%	20%	35%	15%	21%	38%	25%	22%	41%	27%	24%
<b>Pollsters</b>	26%	11%	25%	33%	17%	24%	-	28%	36%	11%	26%	19%	23%	29%	15%	16%	46%	37%	34%	21%	26%	30%	17%	44%	19%	25%	34%	15%
<b>Clergy/Priest</b>	13%	26%	17%	25%	29%	9%	-	19%	22%	33%	22%	27%	32%	19%	24%	37%	-	29%	18%	22%	28%	20%	30%	33%	10%	40%	19%	45%
<b>Journalists</b>	19%	21%	21%	34%	26%	18%	45%	17%	16%	13%	21%	11%	31%	18%	17%	15%	36%	32%	27%	30%	17%	25%	28%	27%	16%	24%	21%	26%
<b>Civil Servants</b>	7%	31%	28%	27%	26%	15%	-	7%	32%	27%	22%	24%	41%	22%	21%	15%	46%	36%	10%	24%	10%	16%	23%	22%	19%	28%	32%	27%
<b>Business Leaders</b>	18%	21%	20%	23%	17%	15%	44%	22%	26%	16%	15%	16%	34%	24%	16%	14%	49%	32%	26%	22%	24%	20%	28%	24%	14%	19%	18%	25%
<b>Bankers</b>	15%	20%	14%	14%	29%	15%	36%	11%	16%	18%	14%	14%	44%	18%	19%	28%	46%	47%	16%	13%	16%	20%	35%	20%	7%	27%	25%	38%
<b>Advertising executives</b>	13%	11%	10%	19%	9%	12%	24%	17%	10%	9%	9%	8%	28%	15%	9%	7%	34%	26%	19%	11%	15%	13%	22%	20%	10%	12%	16%	13%
<b>Government ministers</b>	6%	18%	11%	11%	17%	9%	-	5%	10%	15%	15%	11%	25%	15%	12%	9%	-	24%	13%	20%	8%	14%	11%	18%	9%	26%	25%	18%
<b>Politicians generally</b>	3%	14%	10%	6%	13%	6%	-	4%	11%	12%	12%	4%	18%	9%	7%	9%	-	19%	9%	19%	6%	9%	10%	16%	8%	17%	11%	9%

# TRUSTWORTHINESS 2021 ALL PROFESSIONS/MARKETS

**Top three:**  
 #1 most untrustworthy  
 #2 most untrustworthy  
 #3 most untrustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	FRA	GB	GER	HUN	IND	ITA	JAP	KOR	KSA	MYS	MEX	NLD	PER	POL	RSA	RUS	SPA	SWE	TUR	USA
<b>Politicians generally</b>	76%	53%	59%	77%	54%	78%	-	77%	54%	57%	50%	79%	51%	67%	56%	66%	-	53%	66%	45%	73%	70%	75%	56%	68%	49%	61%	66%
<b>Government ministers</b>	69%	48%	58%	65%	43%	67%	-	73%	54%	49%	42%	72%	45%	51%	49%	51%	-	49%	52%	40%	62%	61%	71%	54%	58%	28%	46%	41%
<b>Advertising executives</b>	32%	50%	54%	28%	45%	36%	33%	28%	48%	51%	44%	44%	29%	37%	28%	43%	23%	27%	24%	36%	32%	35%	32%	36%	41%	42%	34%	42%
<b>Clergy/Priests</b>	54%	39%	39%	31%	29%	67%	-	43%	31%	22%	35%	36%	26%	46%	21%	27%	-	29%	44%	34%	34%	54%	28%	38%	57%	18%	37%	19%
<b>Journalists</b>	39%	40%	36%	30%	30%	36%	19%	42%	39%	48%	30%	46%	32%	42%	32%	34%	18%	29%	29%	25%	41%	28%	32%	36%	41%	37%	31%	41%
<b>Bankers</b>	40%	35%	40%	47%	25%	42%	22%	48%	41%	41%	37%	48%	16%	33%	23%	19%	11%	14%	32%	43%	39%	42%	22%	45%	60%	24%	32%	21%
<b>Civil Servants</b>	66%	17%	24%	26%	18%	45%	-	59%	15%	19%	23%	28%	22%	30%	21%	35%	13%	19%	56%	25%	58%	48%	30%	39%	24%	15%	15%	26%
<b>The Police</b>	35%	18%	21%	31%	23%	48%	-	52%	16%	20%	14%	24%	27%	17%	14%	35%	-	27%	48%	14%	37%	43%	55%	38%	18%	16%	17%	20%
<b>Television news readers</b>	39%	25%	26%	33%	24%	37%	17%	49%	31%	18%	20%	40%	32%	43%	16%	27%	17%	17%	38%	19%	44%	38%	19%	43%	30%	19%	26%	39%
<b>Judges</b>	61%	19%	22%	32%	13%	52%	-	52%	23%	13%	14%	31%	20%	29%	12%	36%	-	18%	32%	13%	58%	32%	25%	40%	24%	16%	29%	16%
<b>Business Leaders</b>	34%	30%	26%	24%	28%	50%	23%	27%	19%	33%	24%	30%	22%	25%	19%	34%	11%	23%	24%	18%	25%	29%	24%	39%	40%	29%	37%	27%
<b>Lawyers</b>	37%	32%	33%	33%	30%	37%	18%	39%	22%	26%	19%	36%	27%	32%	14%	27%	11%	24%	32%	20%	43%	24%	33%	22%	24%	19%	25%	34%
<b>Pollsters</b>	21%	31%	22%	22%	20%	20%	-	22%	15%	29%	18%	25%	24%	20%	22%	29%	13%	18%	15%	22%	34%	21%	23%	17%	19%	18%	20%	33%
<b>Members of the Armed Forces</b>	24%	14%	14%	26%	12%	45%	-	44%	10%	11%	19%	20%	15%	19%	10%	22%	-	15%	21%	10%	21%	20%	28%	16%	19%	14%	13%	10%
<b>Teachers</b>	9%	11%	10%	8%	9%	6%	12%	11%	12%	10%	11%	13%	13%	12%	22%	19%	14%	9%	7%	8%	13%	17%	12%	9%	8%	13%	10%	13%
<b>Ordinary men/women</b>	7%	11%	9%	14%	8%	11%	15%	11%	8%	9%	6%	16%	14%	12%	10%	16%	10%	12%	8%	11%	11%	11%	14%	4%	7%	18%	14%	10%
<b>Scientists</b>	7%	10%	12%	9%	7%	5%	12%	6%	10%	8%	8%	11%	13%	10%	8%	16%	13%	11%	9%	11%	9%	12%	15%	7%	5%	11%	13%	12%
<b>Doctors</b>	5%	11%	10%	9%	8%	7%	16%	10%	8%	9%	6%	13%	14%	11%	9%	19%	12%	9%	7%	8%	10%	16%	10%	9%	7%	10%	8%	10%

Ipsos Global Trustworthiness Index 2021 – 19,570 participants across 28 countries, interviewed online 23 April – 7 May 2021

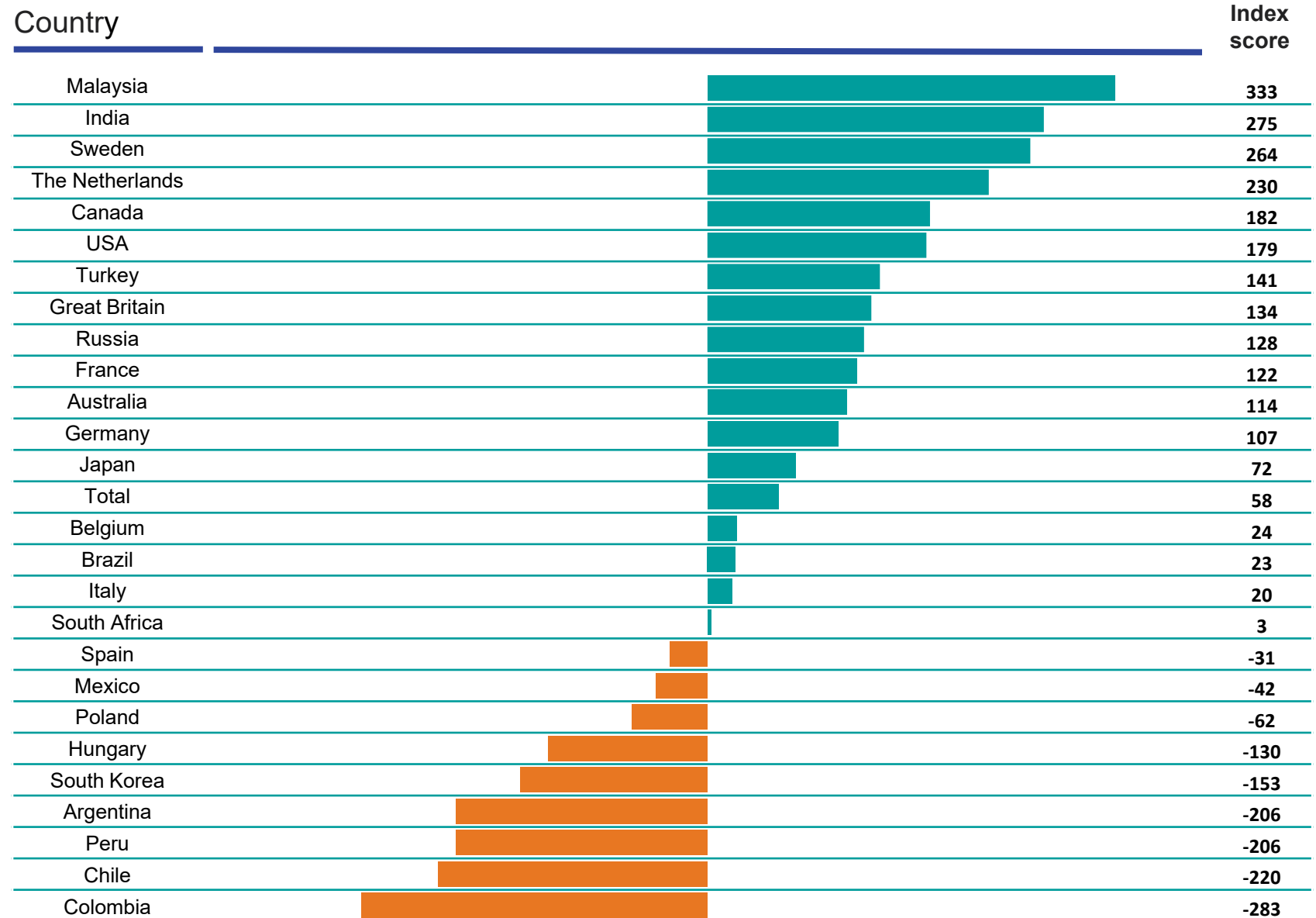
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

# GLOBAL TRUST-WORTHINESS INDEX

*The index score is calculated as the sum of trust scores across all professions, subtract the total distrust scores*

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# TRENDS OVER TIME

22-country trends  
2018 - 2021

# 2



# GLOBAL TRUSTWORTHINESS TRENDS 2018-2021

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

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

		2019	2018	vs. 2019	vs.2018
Doctors	64%	57%	55%	+7	+9
Scientists	61%	59%	59%	+2	+2
Teachers	55%	53%	52%	+2	+3
Armed Forces	44%	44%	43%	0	+1
The Police	40%	38%	39%	+2	+1
Ordinary men/women	38%	38%	37%	0	+1
Judges	37%	33%	32%	+4	+5
Lawyers	30%	28%	25%	+2	+5
Television news readers	27%	25%	24%	+2	+3
Clergy/Priests	26%	24%	21%	+2	+5
Pollsters	25%	23%	23%	+2	+2
Civil Servants	25%	23%	24%	+2	+1
Journalists	23%	22%	21%	+1	+2
Bankers	23%	21%	20%	+2	+3
Business Leaders	23%	22%	22%	+1	+1
Advertising executives	15%	13%	13%	+2	+2
Government ministers	15%	13%	12%	+2	+3
Politicians generally	10%	10%	9%	0	+1

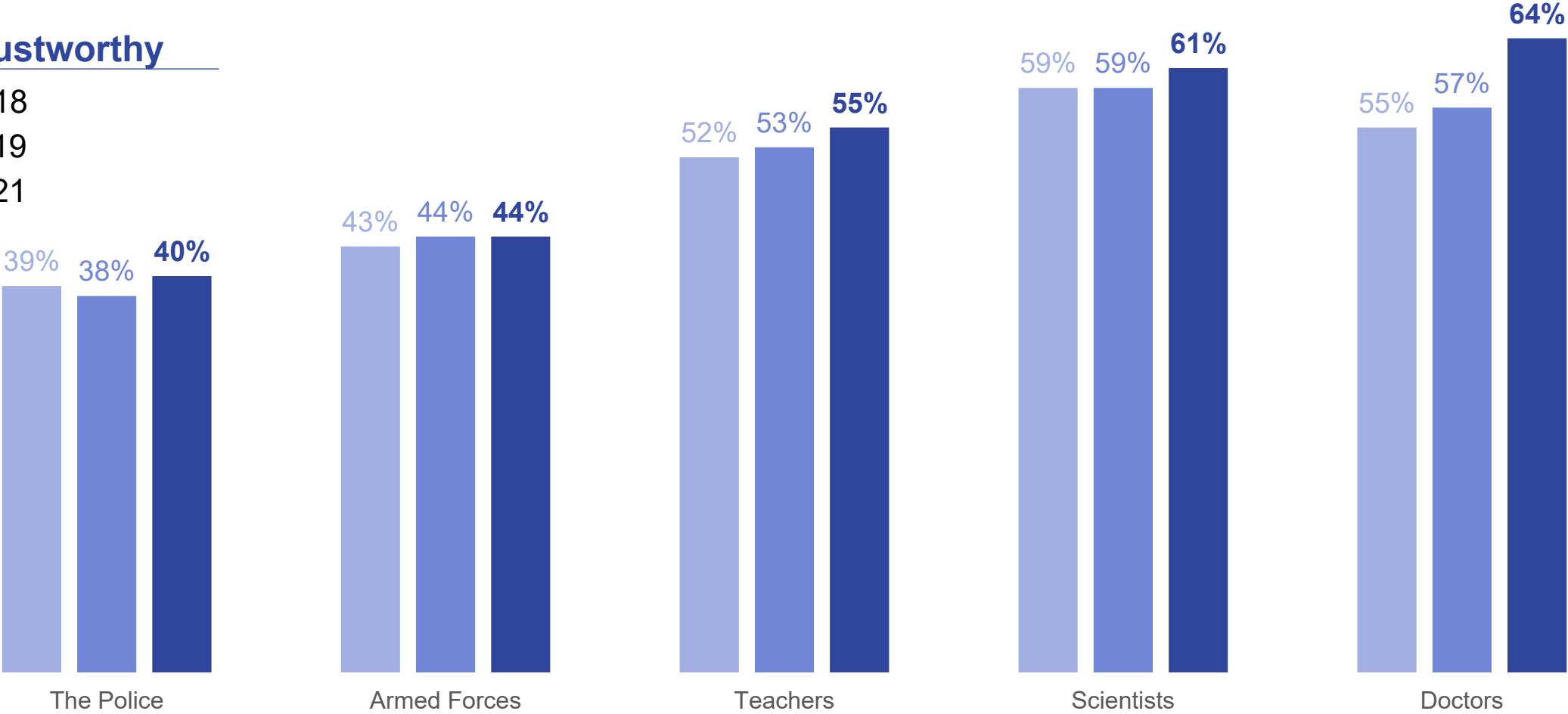
*Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 28-country average presented elsewhere.*

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# TOP FIVE TRUSTWORTHY PROFESSIONS 2018-2021

## % trustworthy

- 2018
- 2019
- 2021



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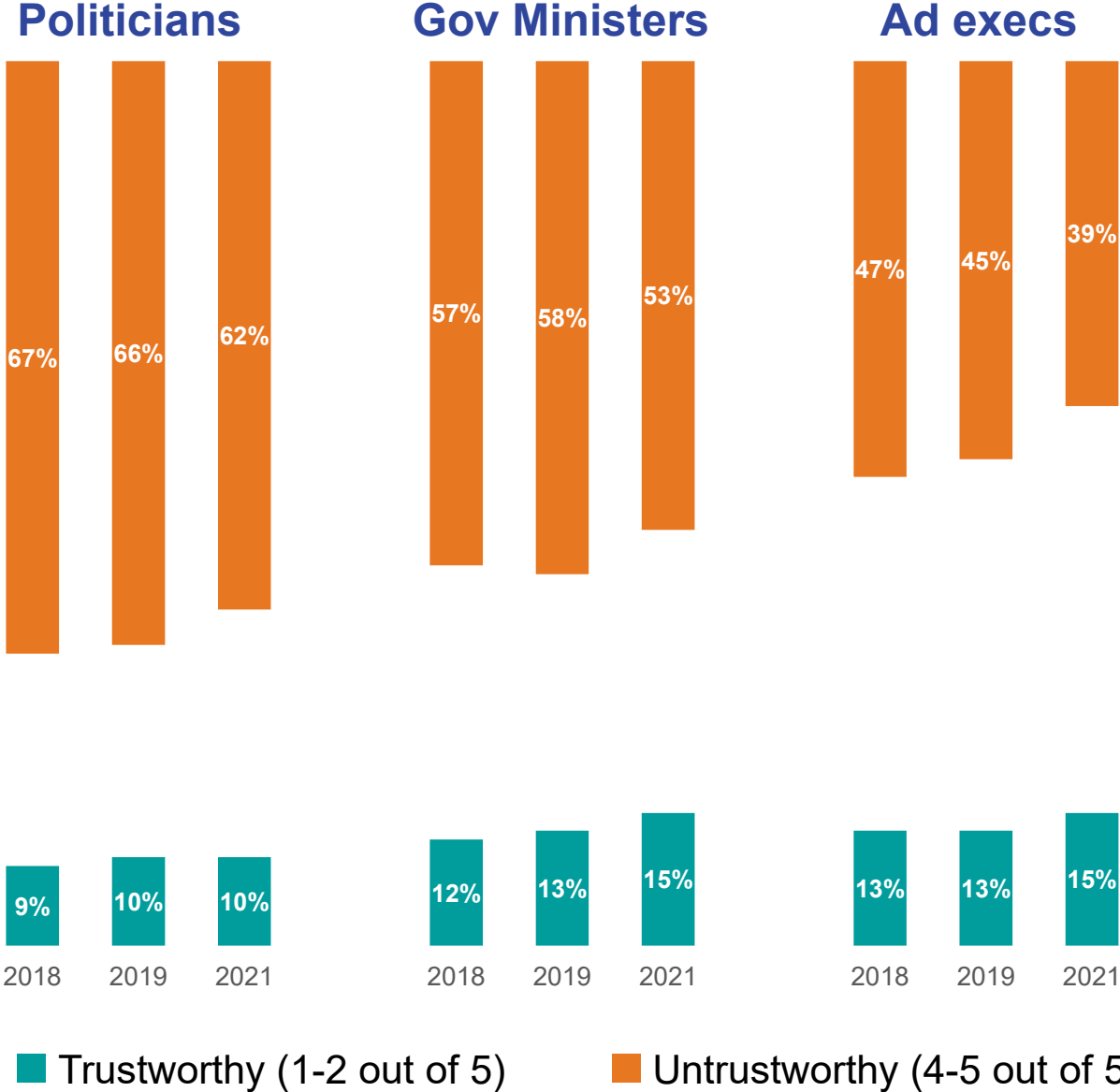
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# THREE LEAST TRUSTED PROFESSIONS 2018-2021

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

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



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# VIEWS OF THE PROFESSIONS

# 3

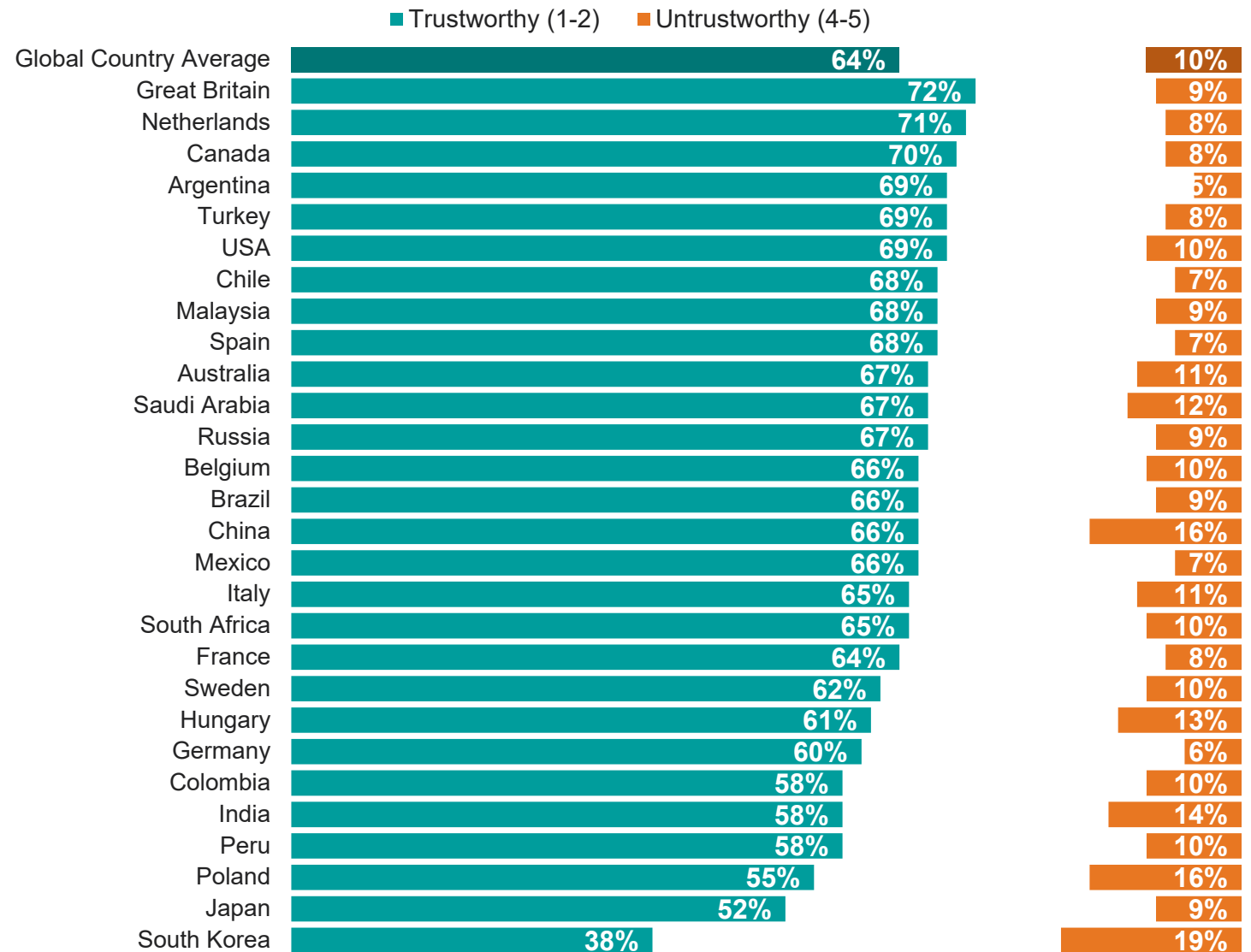
Country-level scores for  
key professions

# TRUST IN DOCTORS BY COUNTRY

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

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

## Doctors



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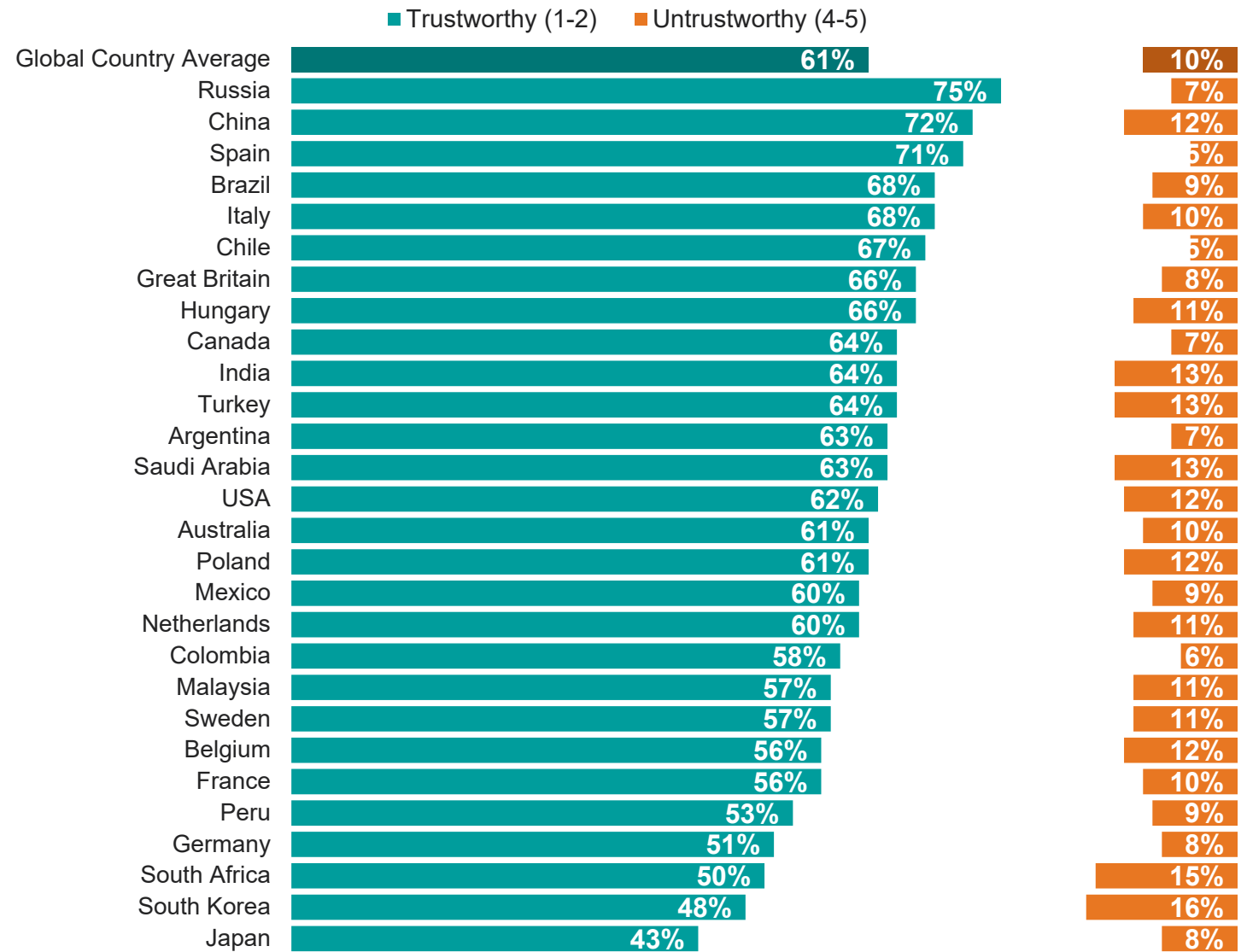
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# TRUST IN SCIENTISTS BY COUNTRY

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

## Scientists



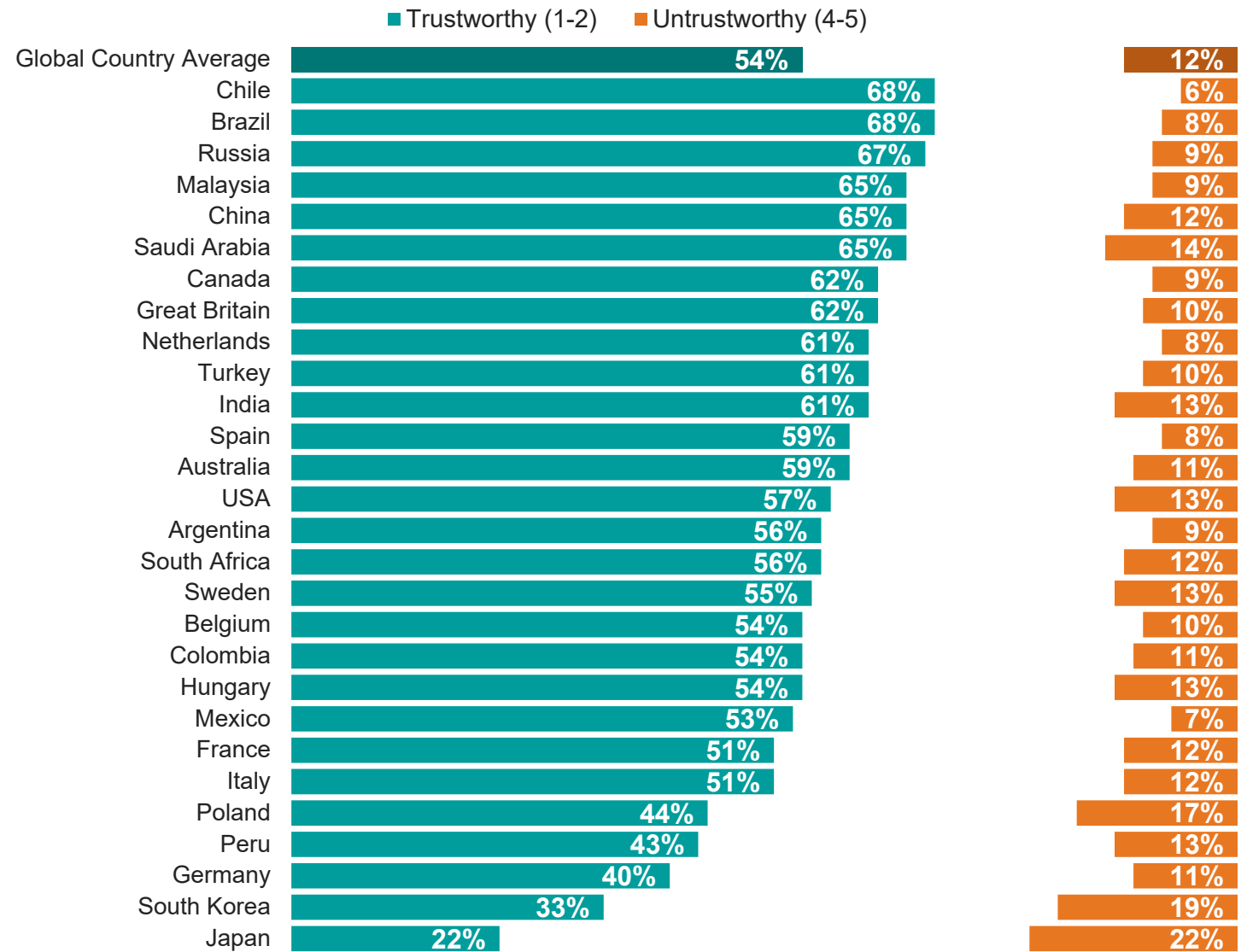
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# TRUST IN TEACHERS BY COUNTRY

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

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

## Teachers



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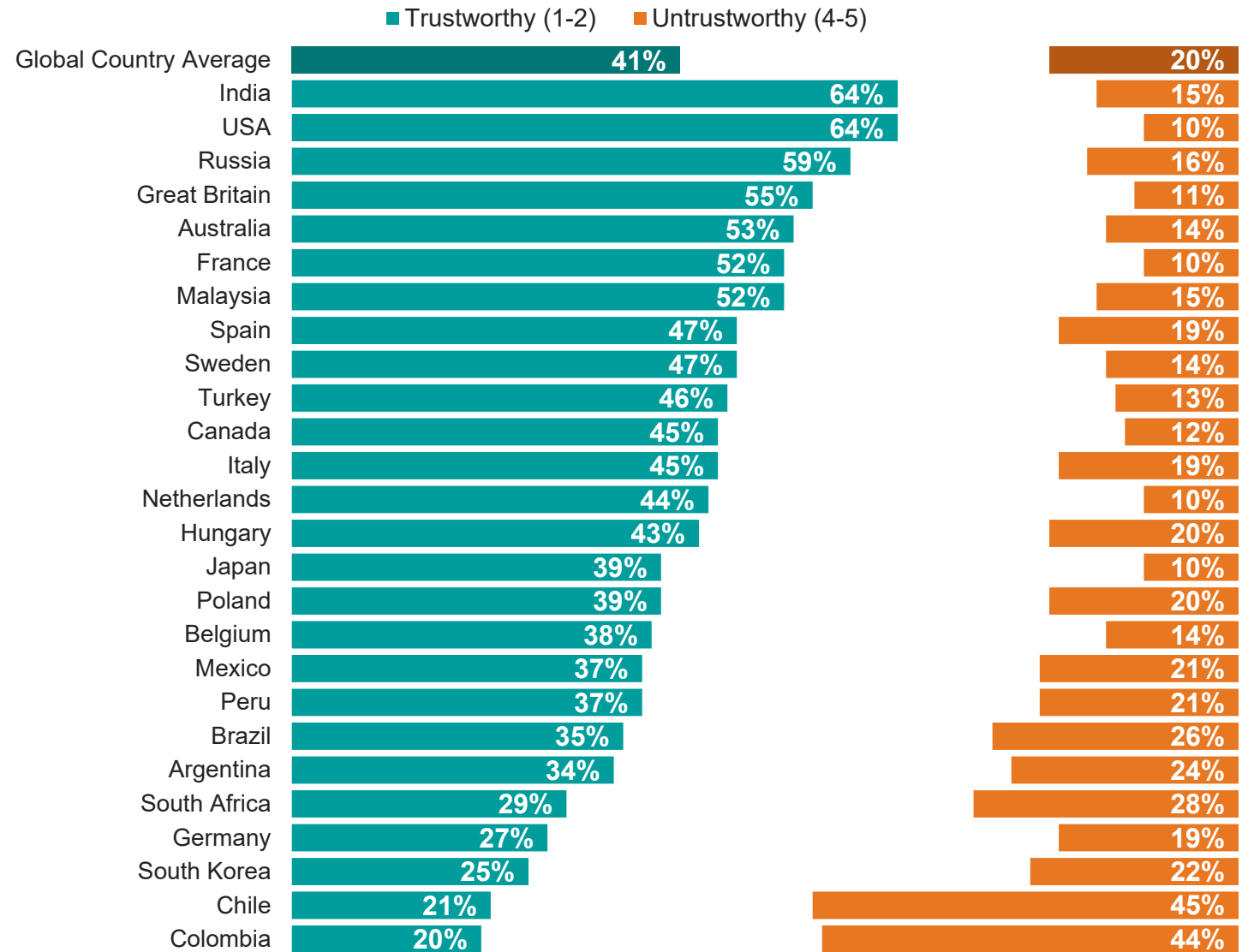
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# TRUST IN ARMED FORCES MEMBERS BY COUNTRY

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

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

## Members of the armed forces



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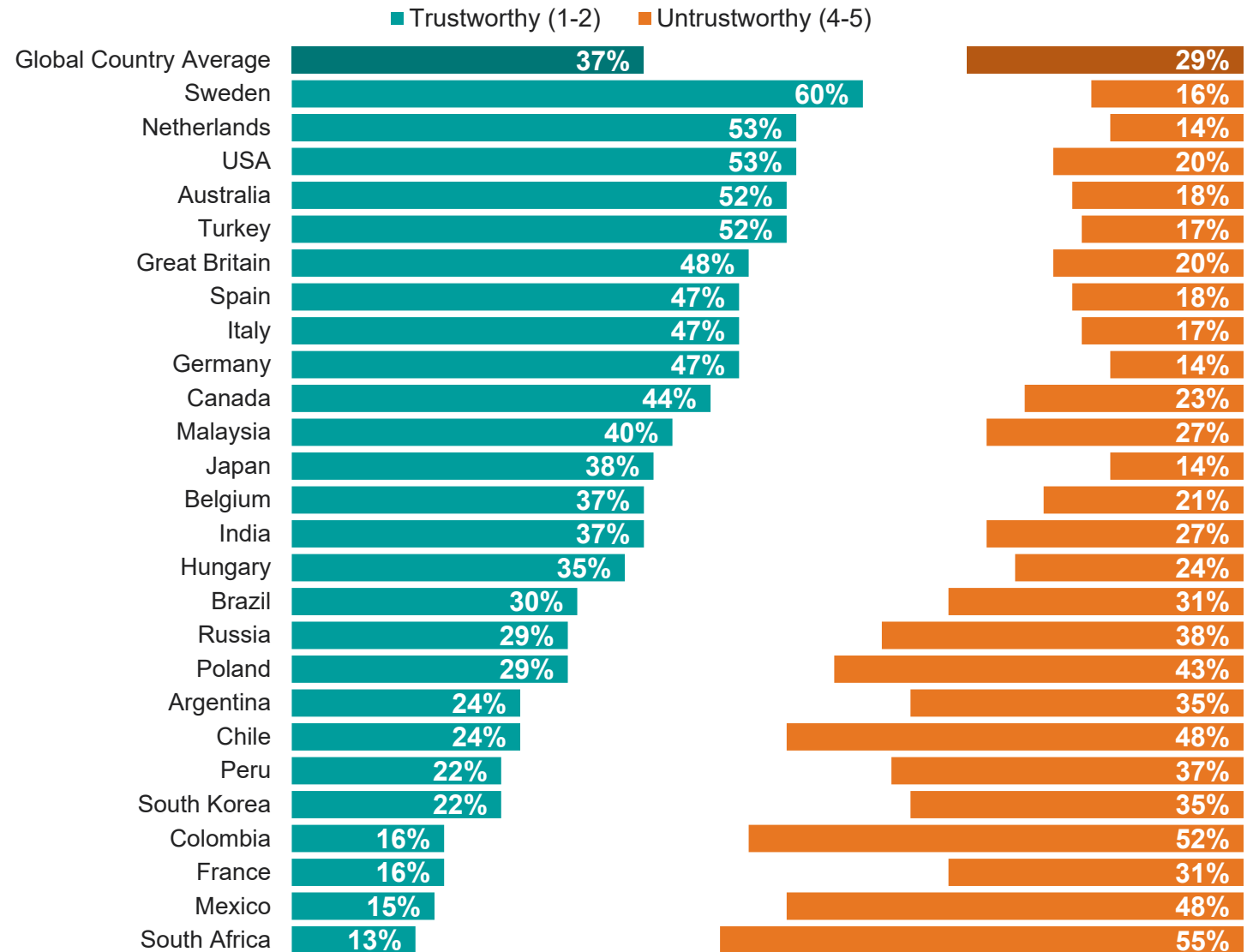


# TRUST IN THE POLICE BY COUNTRY

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

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

## The police



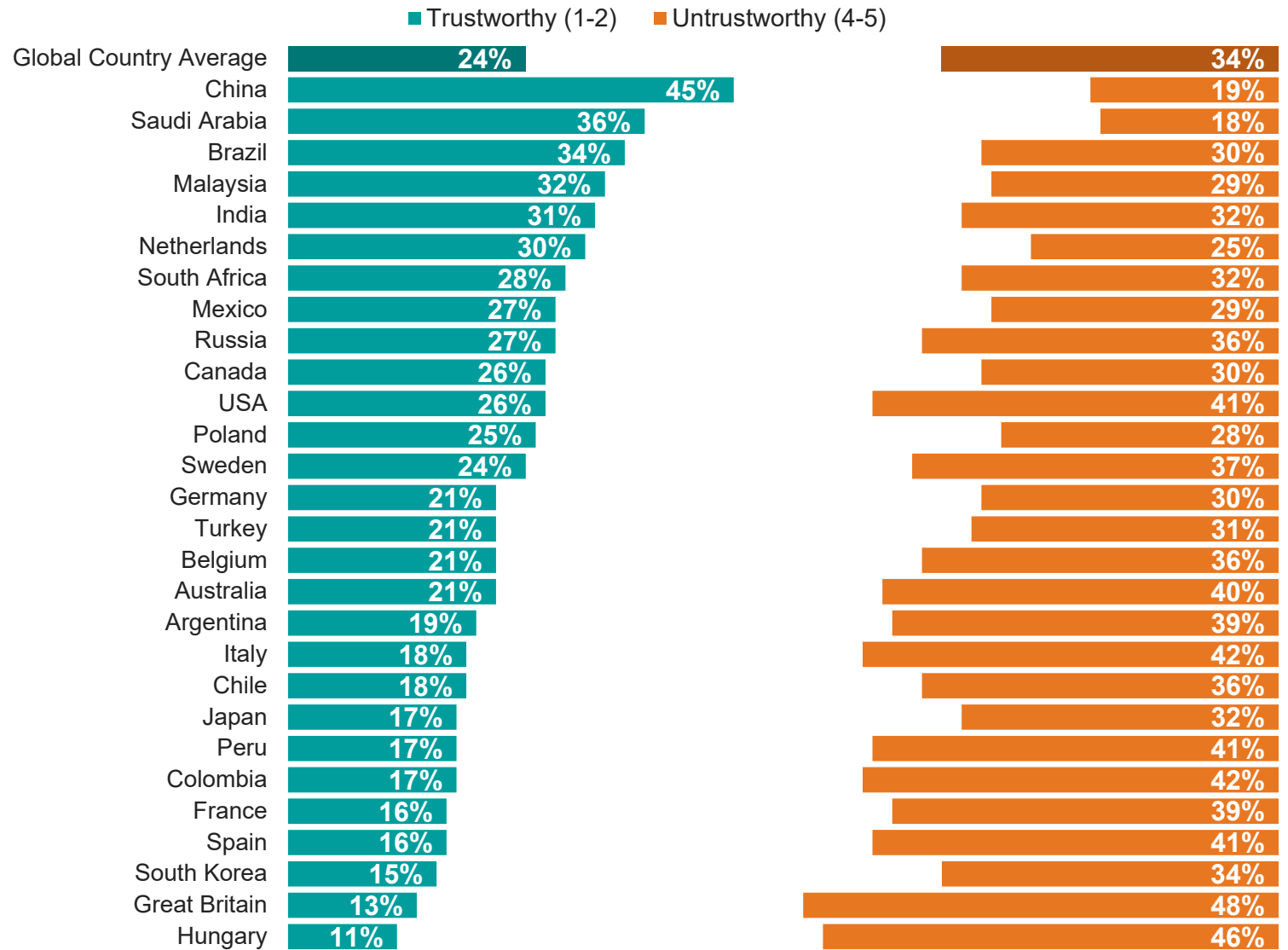
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# TRUST IN JOURNALISTS BY COUNTRY

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

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

## Journalists



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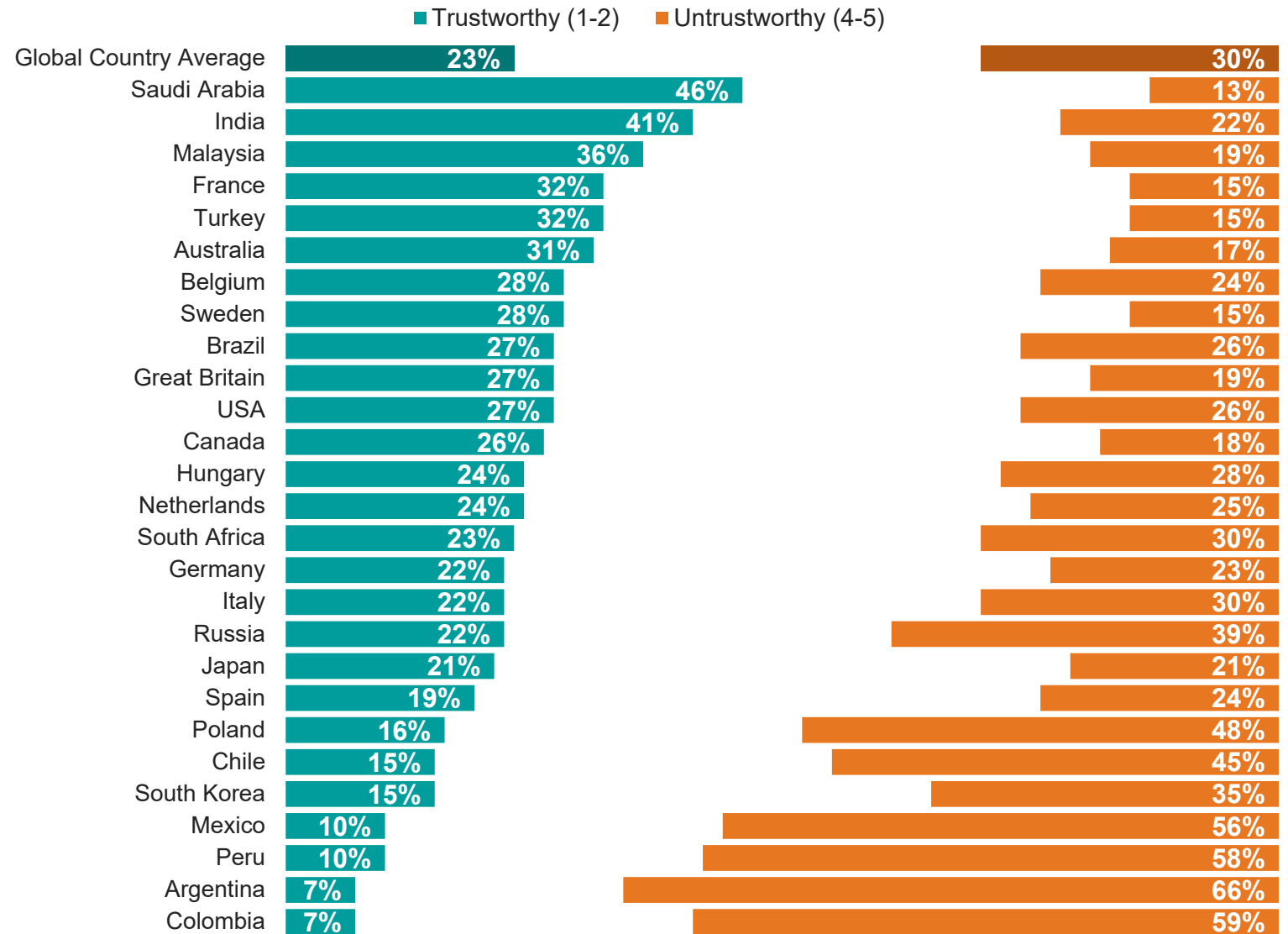
The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

# TRUST IN CIVIL SERVANTS BY COUNTRY

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

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

## Civil Servants



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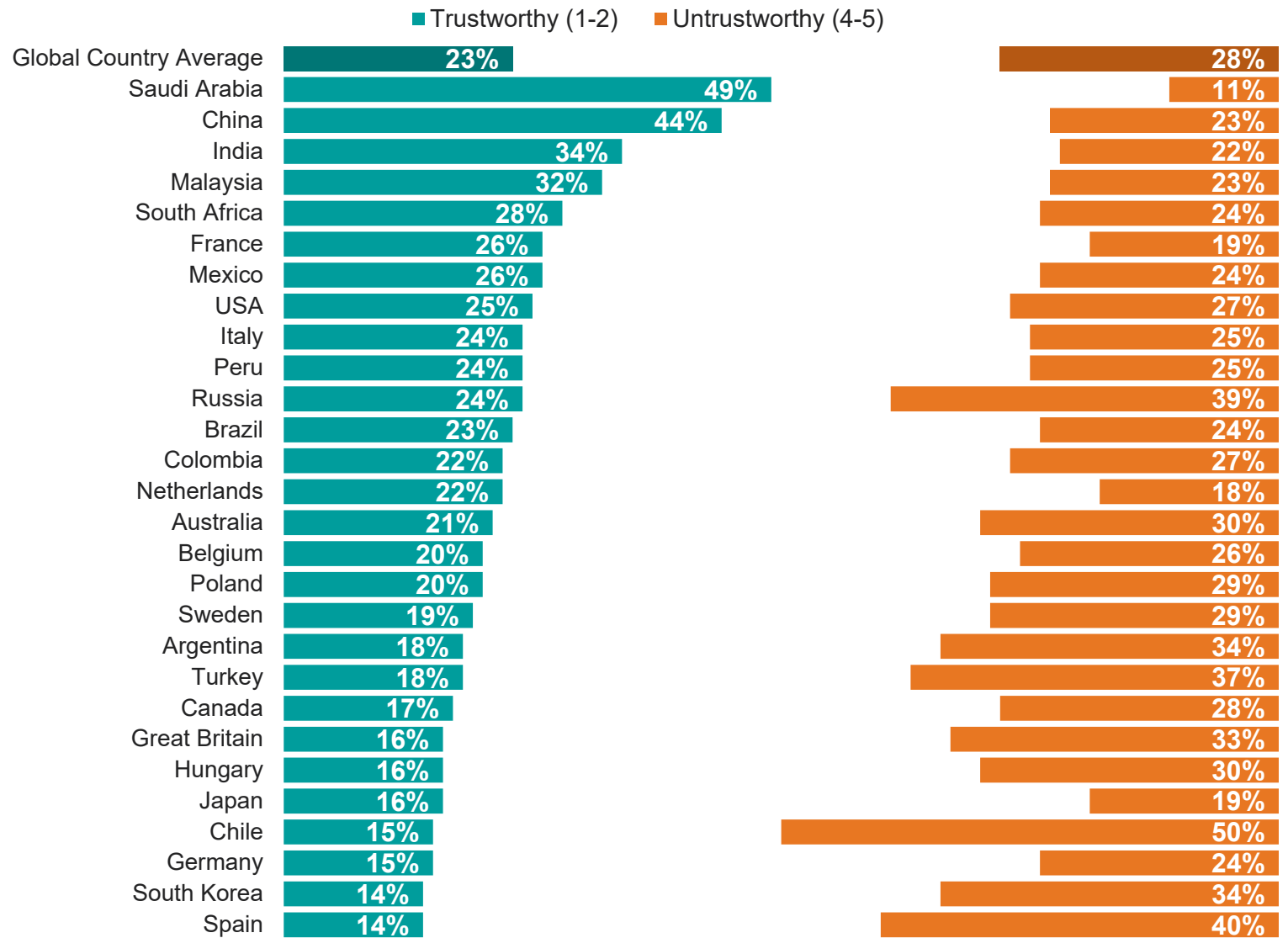
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# TRUST IN BUSINESS LEADERS BY COUNTRY

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

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

## Business leaders



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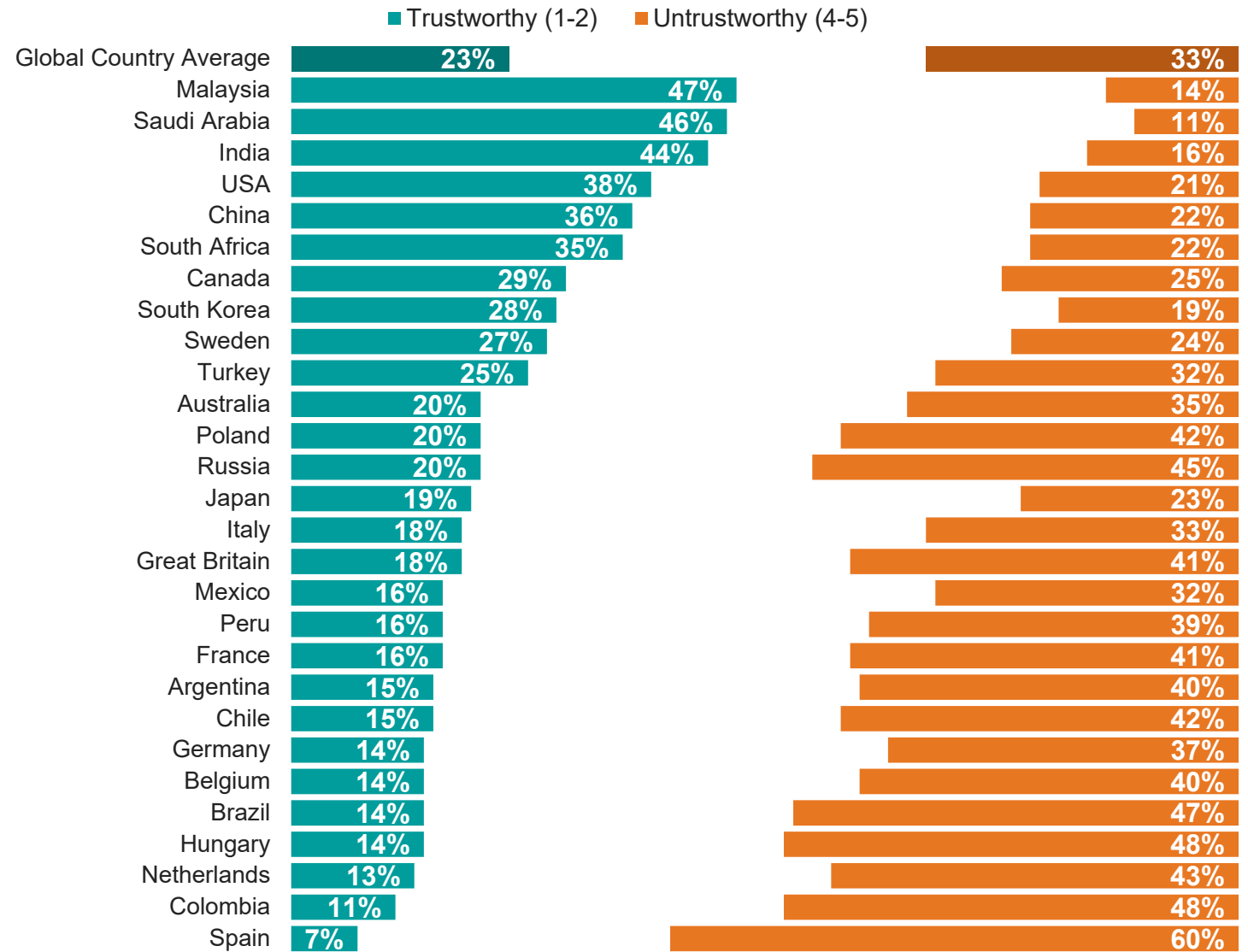
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# TRUST IN BANKERS BY COUNTRY

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

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

## Bankers



Ipsos Global Trustworthiness Index 2021 – 19,570 participants across 28 countries, interviewed online 23 April – 7 May 2021

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

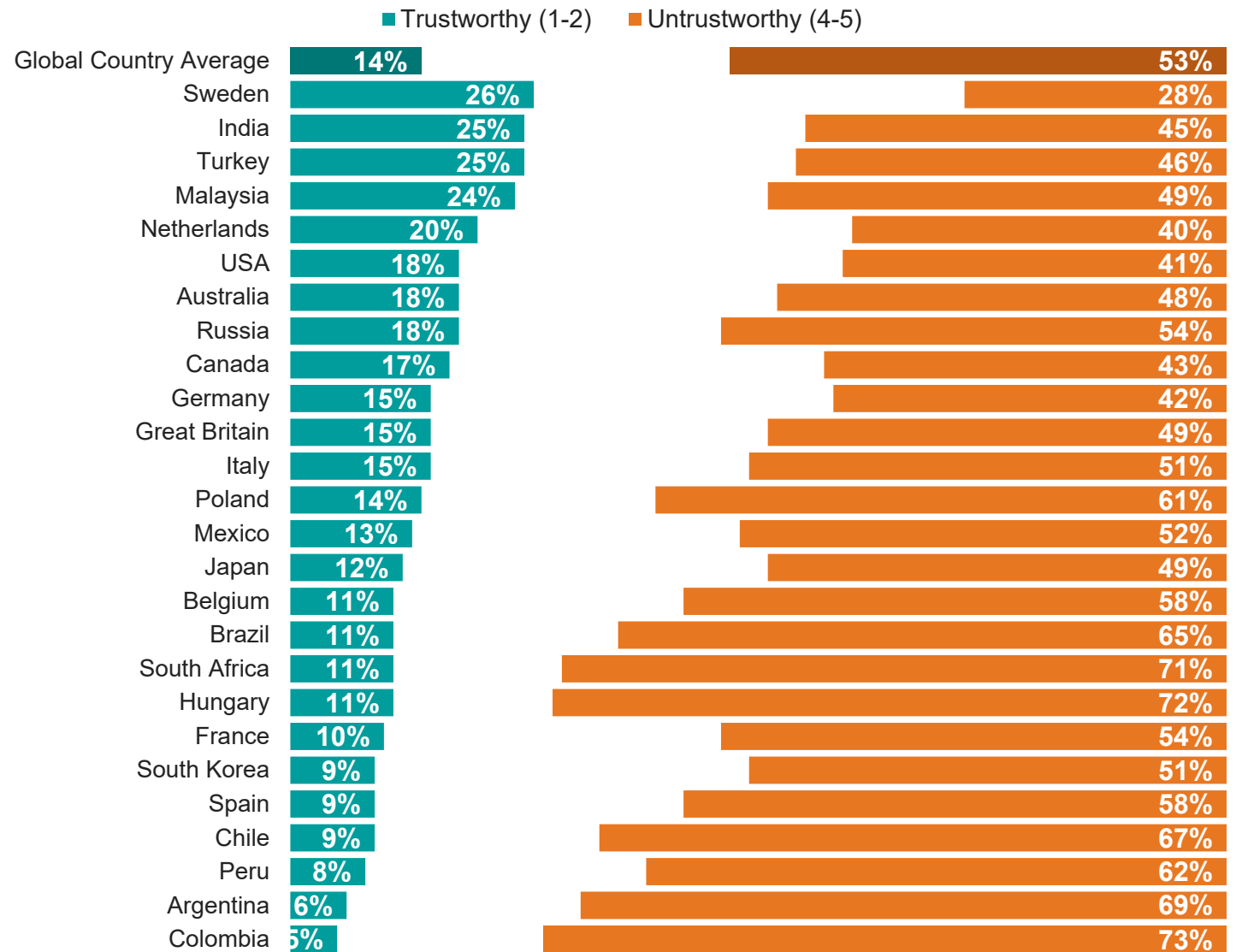
The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

# TRUST IN GOVERNMENT MINISTERS BY COUNTRY

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

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

## Government Ministers



Ipsos Global Trustworthiness Index 2021 – 19,570 participants across 28 countries, interviewed online 23 April – 7 May 2021

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

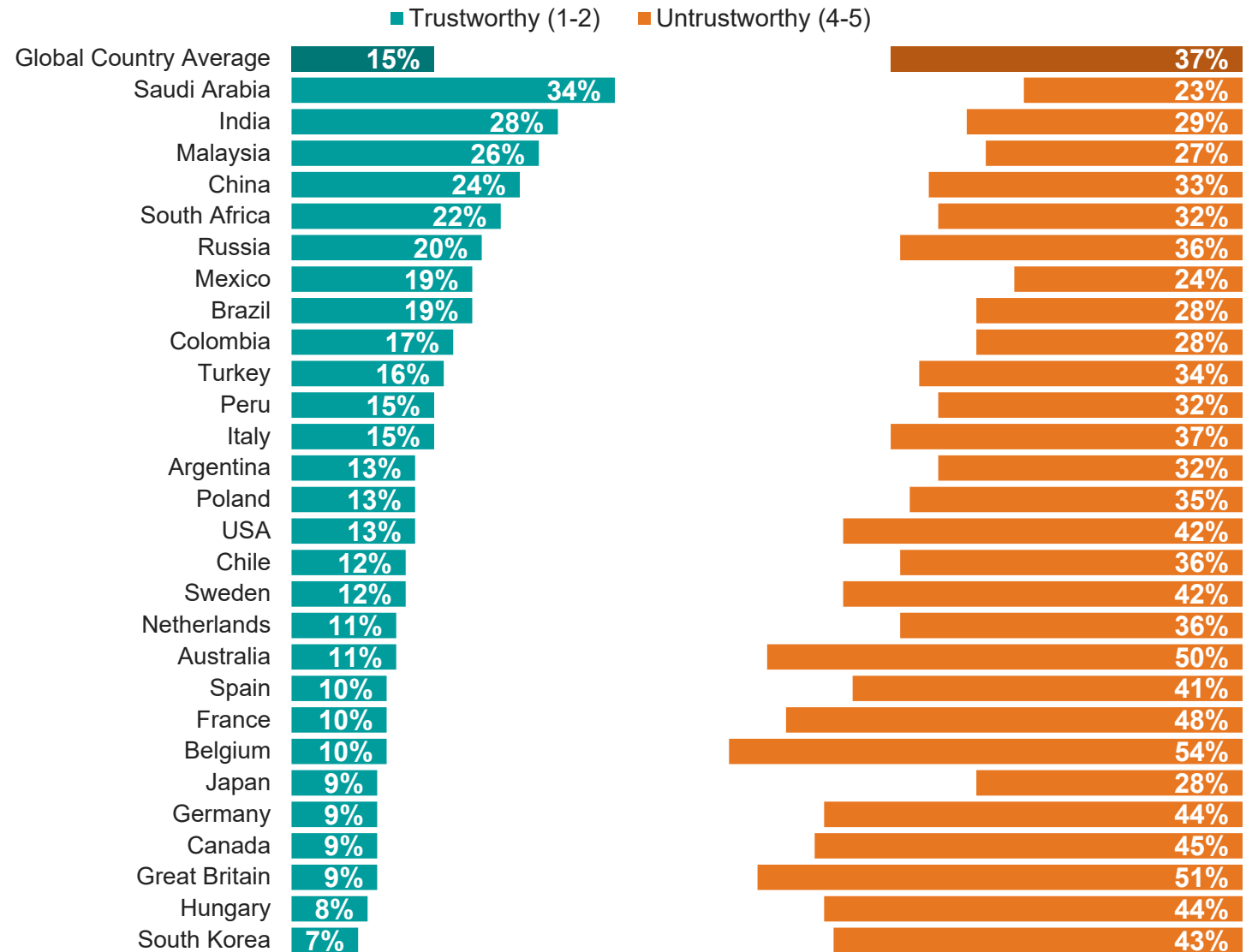
The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

# TRUST IN ADVERTISING EXECES BY COUNTRY

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

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

## Advertising executives



Ipsos Global Trustworthiness Index 2021 – 19,570 participants across 28 countries, interviewed online 23 April – 7 May 2021

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population

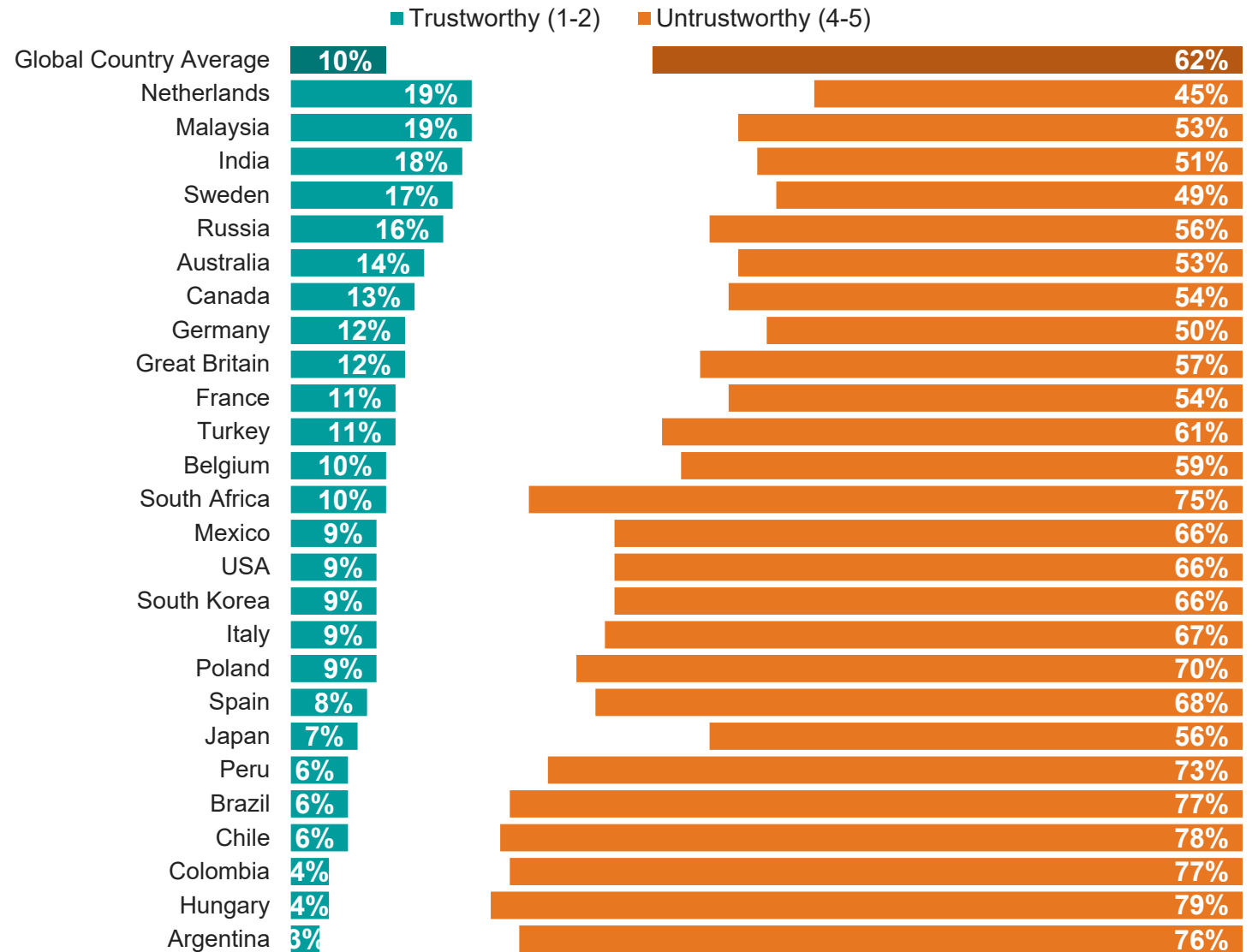
The “Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

# TRUST IN POLITICIANS BY COUNTRY

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

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

## Politicians generally



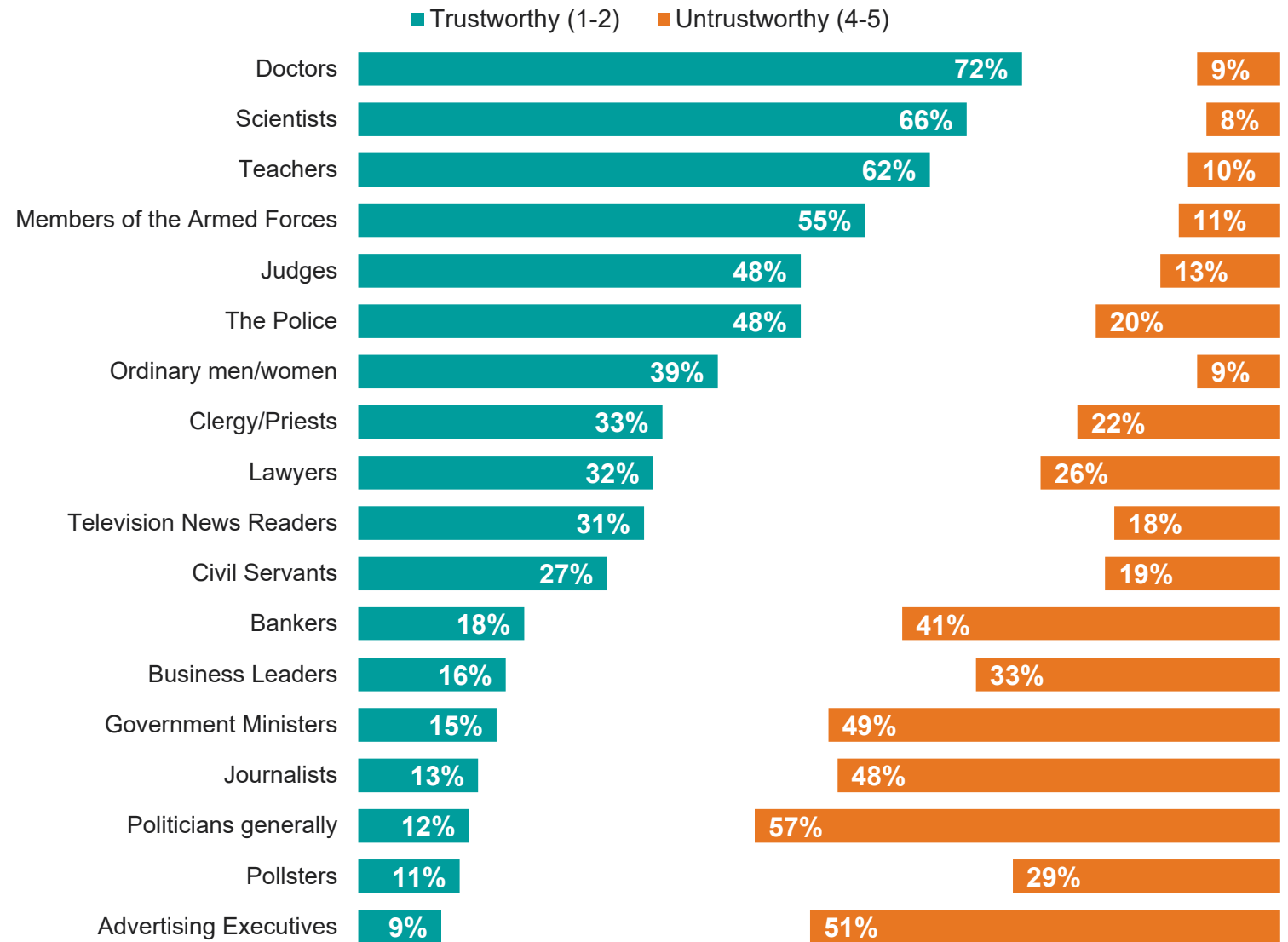
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# GREAT BRITAIN IN FOCUS

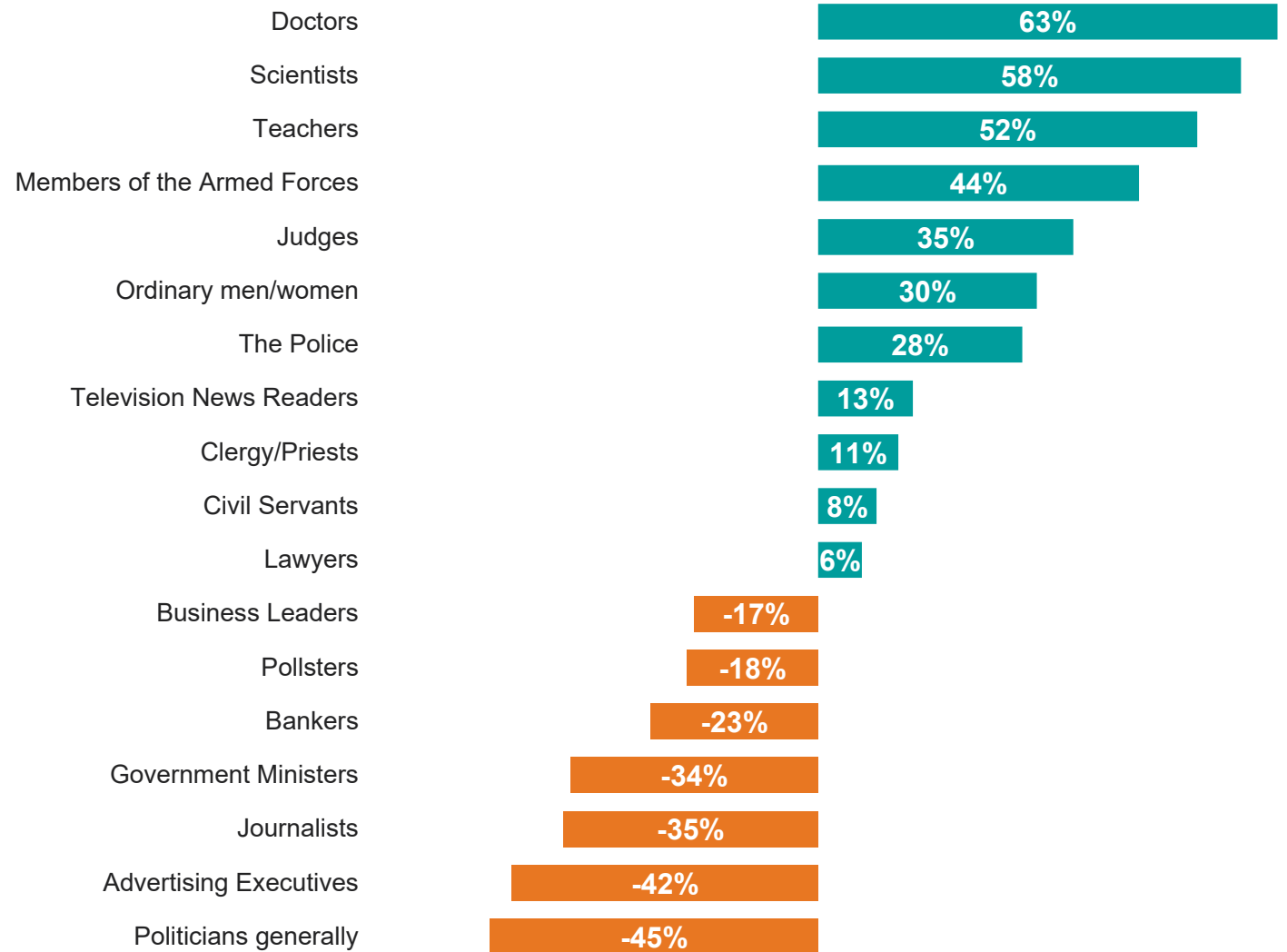
# 4

# GLOBAL TRUSTWORTHINESS RANKING 2021 GREAT BRITAIN



Ipsos Global Trustworthiness Index 2021 – 1,000 UK participants aged 16-75, interviewed online 23 April – 7 May 2021

# GLOBAL TRUSTWORTHINESS RANKING 2021: NET TRUST BRITAIN



Ipsos Global Trustworthiness Index 2021 – 1,000 UK participants aged 16-75, interviewed online 23 April – 7 May 2021

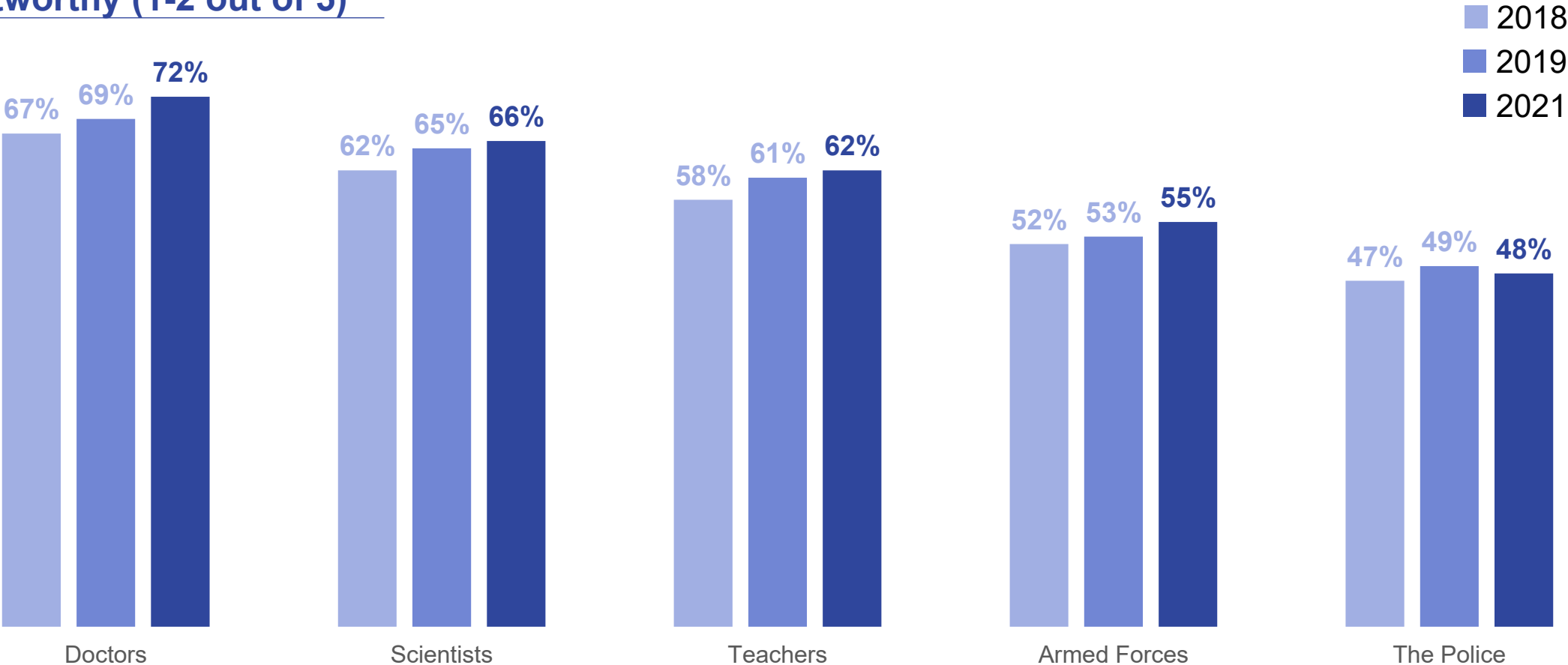
# GLOBAL TRUSTWORTHINESS TRENDS 2018-2021 GREAT BRITAIN

	Trustworthy (1-2)	2019	2018	vs. 2019	vs.2018
Doctors	72%	69%	67%	+3	+5
Scientists	66%	65%	62%	+1	+4
Teachers	62%	61%	58%	+1	+3
Members of the Armed Forces	55%	53%	52%	+2	+3
Judges	48%	48%	43%	0	+5
The Police	48%	49%	47%	-1	+1
Ordinary men/women	39%	37%	37%	+2	0
Clergy/Priests	33%	28%	24%	+5	+9
Lawyers	32%	27%	26%	+5	+6
Television News Readers	31%	31%	30%	0	+1
Civil Servants	27%	28%	26%	-1	+1
Bankers	18%	13%	13%	+5	0
Business Leaders	16%	18%	16%	-2	0
Government Ministers	15%	8%	11%	+7	+4
Journalists	13%	12%	15%	+1	-2
Politicians generally	12%	7%	11%	+5	-1
Pollsters	11%	10%	11%	+1	0
Advertising Executives	9%	8%	9%	+1	0

Ipsos Global Trustworthiness Index 2021 – 1,000 UK participants aged 16-75, interviewed online 23 April – 7 May 2021

# FIVE MOST TRUSTWORTHY PROFESSIONS TREND GREAT BRITAIN

% trustworthy (1-2 out of 5)

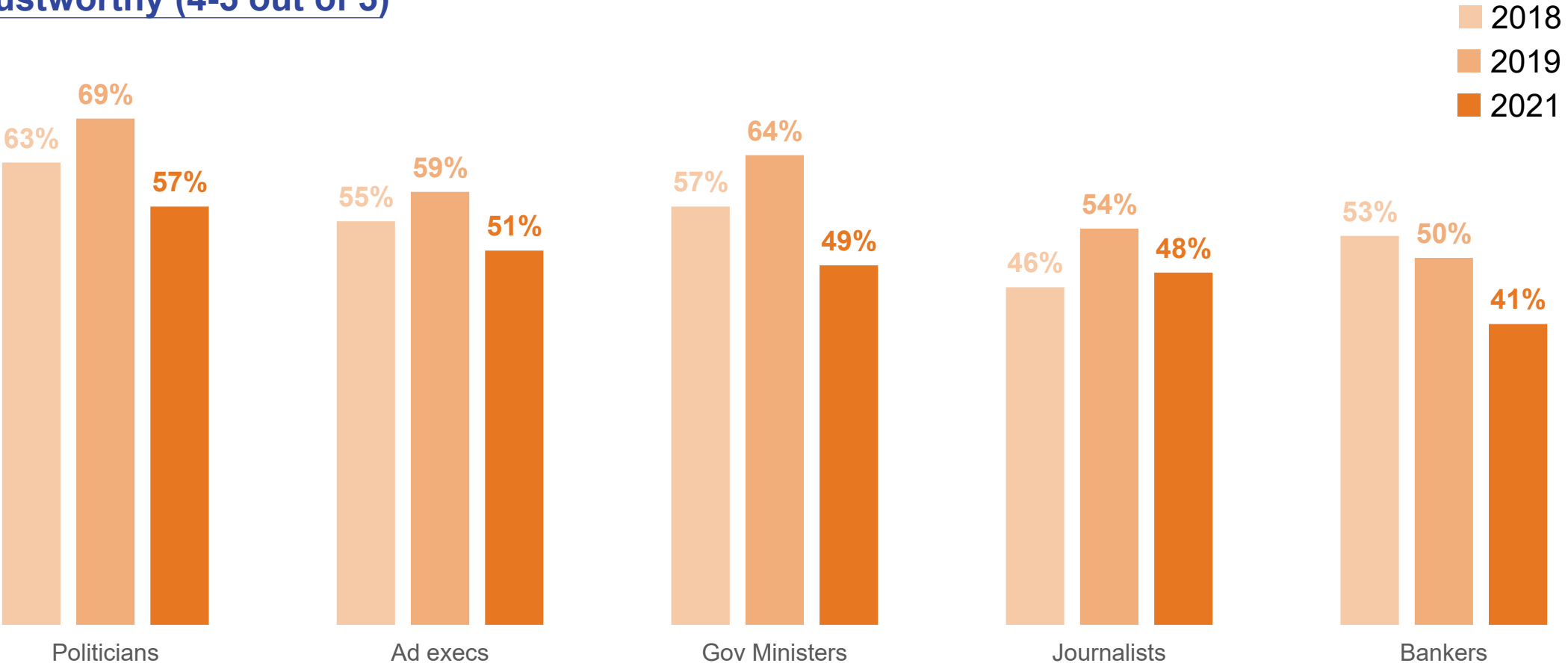


*Ipsos Global Trustworthiness Index 2021 – 1,000 UK participants aged 16-75, interviewed online 23 April – 7 May 2021*



# FIVE MOST UNTRUSTWORTHY PROFESSIONS TREND GREAT BRITAIN

% untrustworthy (4-5 out of 5)



*Ipsos Global Trustworthiness Index 2021 – 1,000 UK participants aged 16-75, interviewed online 23 April – 7 May 2021*



# METHODOLOGY

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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 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 & 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.

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

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Ipsos is 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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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

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.**



**BE  
SURE.  
ACT  
SMARTER.**

**GAME CHANGERS**

