

# GLOBAL TRUSTWORTHINESS INDEX 2022

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Who does the world trust?

29 July, 2022

For more information, see

<https://www.ipsos.com/en/global-trustworthiness-index-2022>

**GAME CHANGERS**



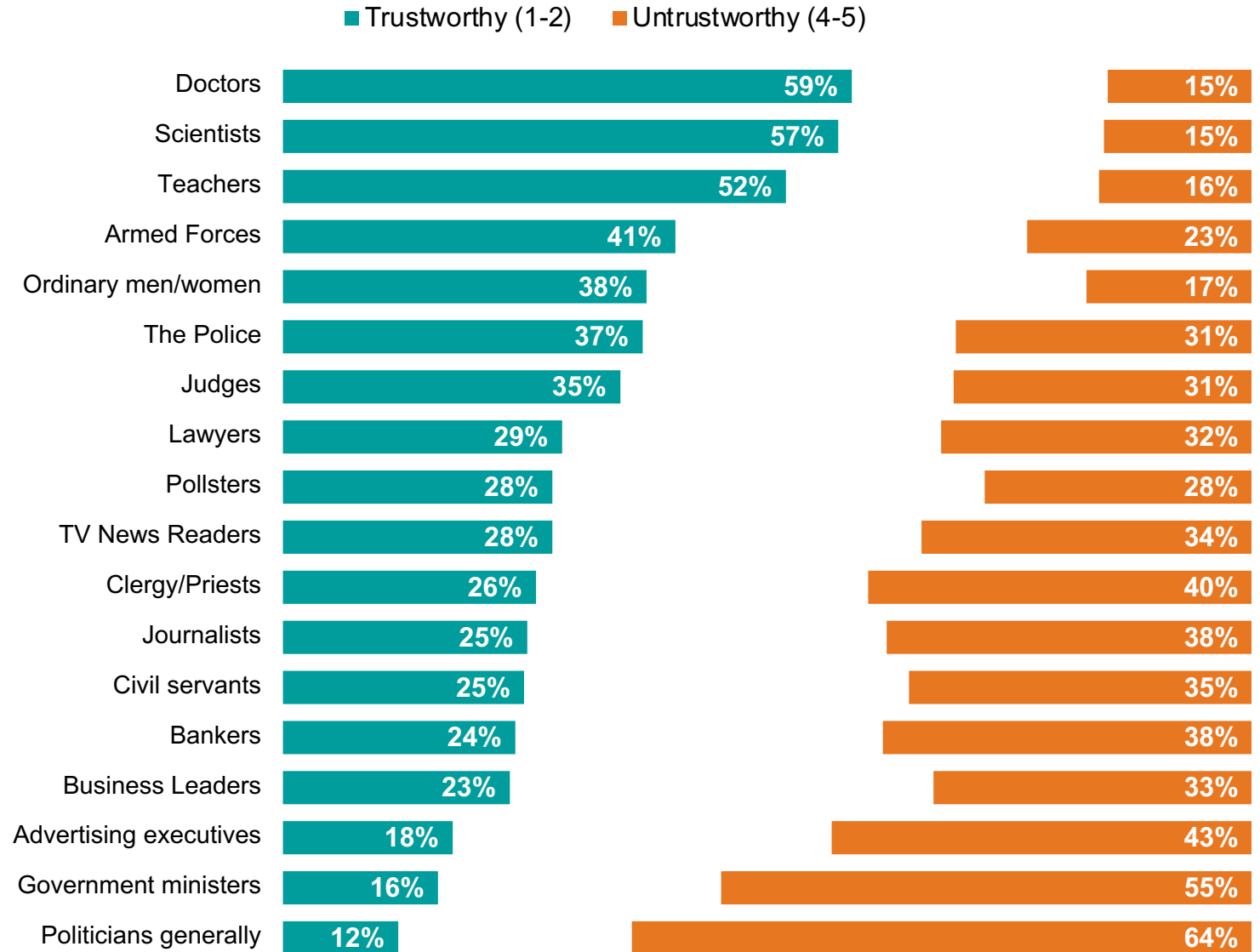
# GLOBAL INDEX

1

# GLOBAL TRUSTWORTHINESS RANKING 2022

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 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, 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 2022

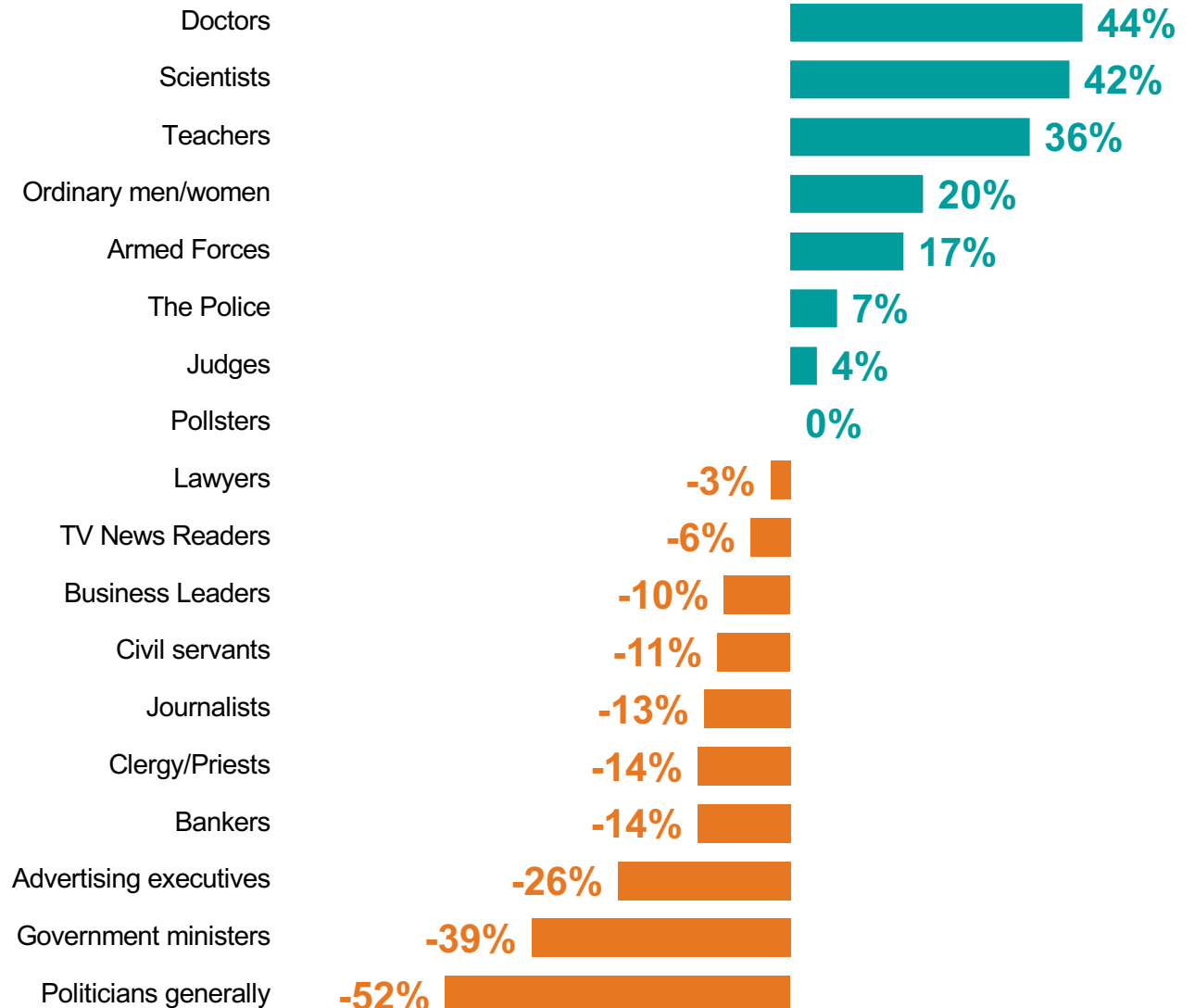
## NET TRUST

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)



# TRUSTWORTHINESS 2022 ALL PROFESSIONS/MARKETS

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

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



# TRUSTWORTHINESS 2022 ALL PROFESSIONS/MARKETS

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

	ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	DEU	DNK	ESP	FRA	GBR	HUN	IND	ITA	JAP	KOR	MEX	MYS	NLD	PER	POL	KSA	SWE	TRK	USA	RSA
<b>Politicians generally</b>	82%	58%	55%	76%	56%	79%	-	75%	48%	43%	76%	57%	60%	76%	50%	63%	56%	69%	69%	52%	47%	83%	74%	-	52%	68%	66%	76%
<b>Government ministers</b>	74%	50%	54%	64%	46%	62%	-	65%	42%	28%	66%	55%	57%	71%	43%	52%	48%	50%	59%	49%	43%	76%	68%	-	29%	56%	49%	73%
<b>Advertising executives</b>	40%	51%	58%	39%	44%	44%	38%	36%	49%	42%	51%	56%	45%	52%	32%	43%	31%	52%	36%	31%	43%	42%	52%	29%	49%	48%	48%	38%
<b>Clergy/Priests</b>	60%	36%	40%	37%	35%	64%	-	46%	36%	19%	59%	40%	29%	48%	29%	48%	30%	28%	48%	32%	34%	40%	60%	-	24%	47%	28%	34%
<b>Journalists</b>	46%	41%	38%	34%	30%	44%	20%	44%	32%	36%	46%	36%	42%	58%	35%	44%	36%	43%	30%	27%	22%	47%	40%	27%	37%	50%	37%	38%
<b>Bankers</b>	46%	38%	43%	53%	26%	49%	24%	53%	37%	26%	64%	45%	40%	55%	22%	40%	30%	20%	45%	17%	42%	49%	54%	23%	26%	45%	29%	29%
<b>Civil Servants</b>	73%	21%	24%	37%	20%	49%	-	59%	26%	22%	33%	20%	25%	34%	27%	34%	27%	33%	64%	27%	28%	72%	59%	21%	20%	28%	39%	36%
<b>TV News Readers</b>	48%	30%	27%	36%	27%	49%	16%	53%	24%	25%	40%	36%	20%	48%	34%	42%	25%	30%	47%	19%	20%	50%	48%	23%	24%	47%	37%	30%
<b>Business Leaders</b>	43%	36%	31%	38%	31%	55%	21%	32%	30%	21%	47%	27%	35%	36%	29%	30%	24%	40%	34%	25%	20%	36%	41%	22%	29%	43%	34%	31%
<b>Lawyers</b>	45%	33%	37%	39%	33%	42%	15%	45%	21%	24%	36%	27%	27%	39%	32%	37%	20%	31%	33%	25%	20%	50%	34%	23%	19%	40%	39%	35%
<b>The Police</b>	46%	20%	19%	40%	22%	41%	-	50%	17%	20%	21%	19%	25%	33%	30%	22%	21%	34%	59%	25%	12%	46%	40%	-	18%	28%	27%	65%
<b>Judges</b>	63%	19%	25%	37%	17%	53%	-	47%	15%	15%	33%	21%	17%	35%	22%	33%	16%	36%	46%	19%	14%	67%	42%	-	16%	40%	22%	31%
<b>Pollsters</b>	28%	36%	30%	28%	27%	28%	-	29%	22%	20%	30%	18%	25%	33%	31%	28%	28%	36%	20%	21%	24%	28%	36%	20%	23%	35%	32%	31%
<b>Members of the Armed Forces</b>	28%	15%	20%	34%	12%	42%	-	45%	21%	19%	25%	15%	16%	23%	18%	23%	16%	26%	32%	15%	12%	32%	27%	-	11%	28%	12%	37%
<b>Ordinary men/women</b>	16%	15%	17%	22%	12%	16%	15%	16%	14%	14%	13%	13%	13%	22%	17%	19%	18%	19%	14%	14%	16%	19%	18%	21%	19%	28%	12%	28%
<b>Teachers</b>	12%	14%	17%	15%	12%	14%	12%	16%	18%	14%	11%	14%	11%	14%	17%	17%	29%	23%	16%	10%	10%	20%	21%	19%	18%	17%	14%	18%
<b>Scientists</b>	13%	14%	17%	14%	12%	15%	12%	16%	19%	14%	12%	12%	11%	18%	19%	18%	11%	15%	11%	13%	12%	19%	21%	20%	13%	17%	16%	27%
<b>Doctors</b>	12%	13%	13%	15%	11%	16%	12%	15%	12%	14%	10%	10%	14%	26%	23%	16%	15%	19%	9%	11%	10%	20%	23%	16%	17%	17%	11%	19%

Ipsos Global Trustworthiness Index 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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

# TRENDS OVER TIME

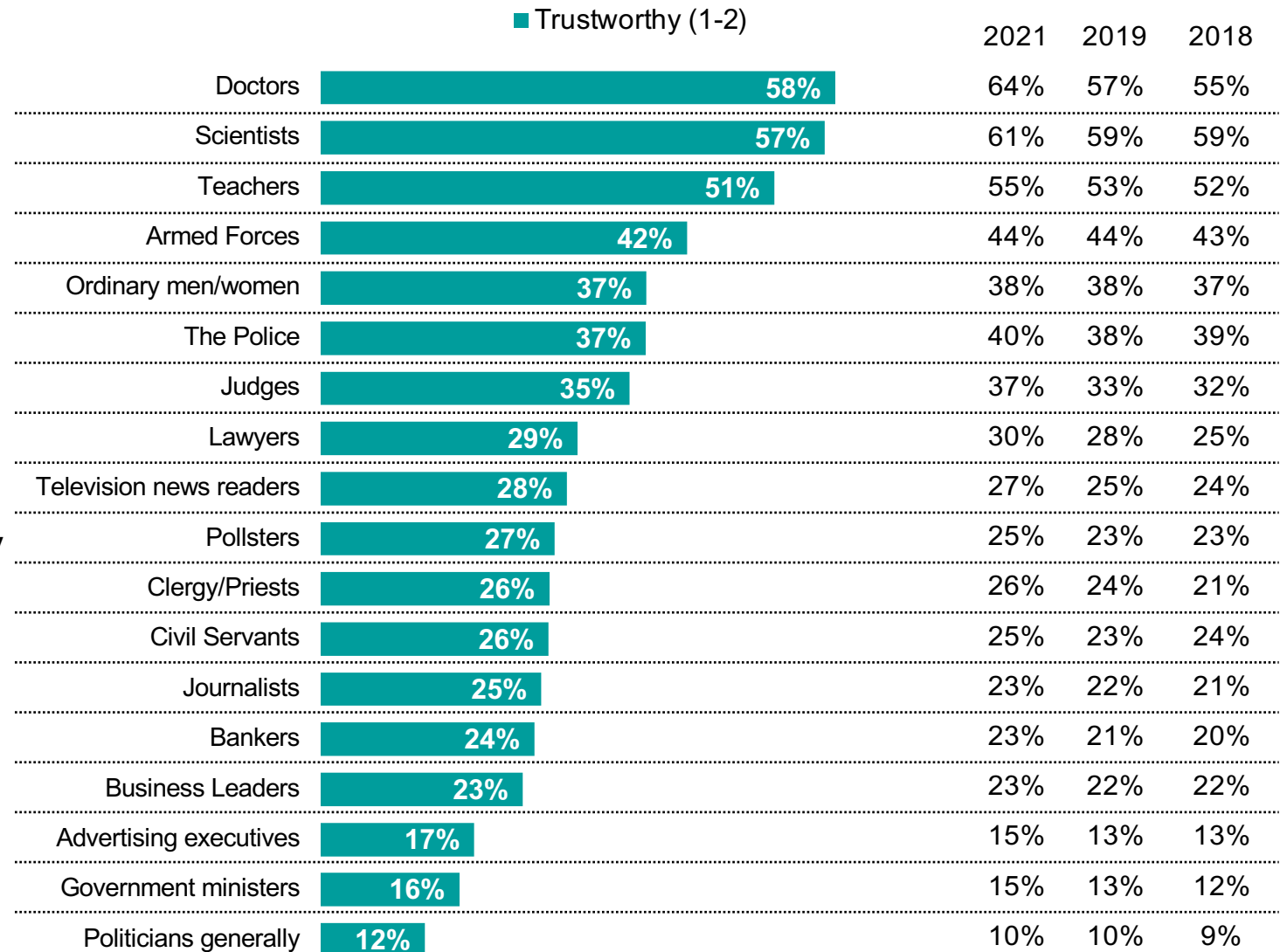
22-country trends  
2018 - 2022

# 2

# GLOBAL TRUSTWORTHINESS TRENDS 2018-2022

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



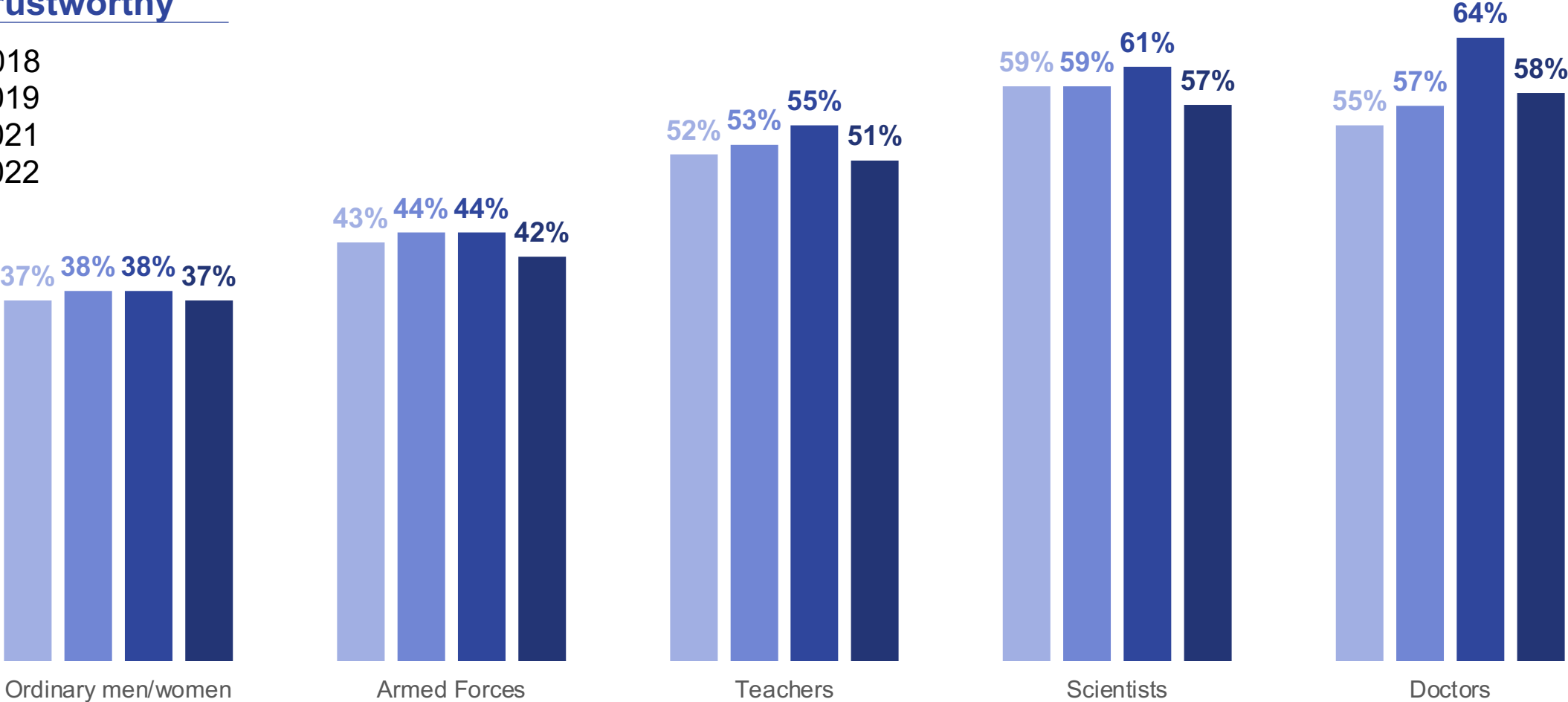
Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 28-country average presented elsewhere. Note that Russia was included in previous waves but has been omitted from 2022, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves.



# TOP FIVE TRUSTWORTHY PROFESSIONS 2018-2022

## % trustworthy

- 2018
- 2019
- 2021
- 2022



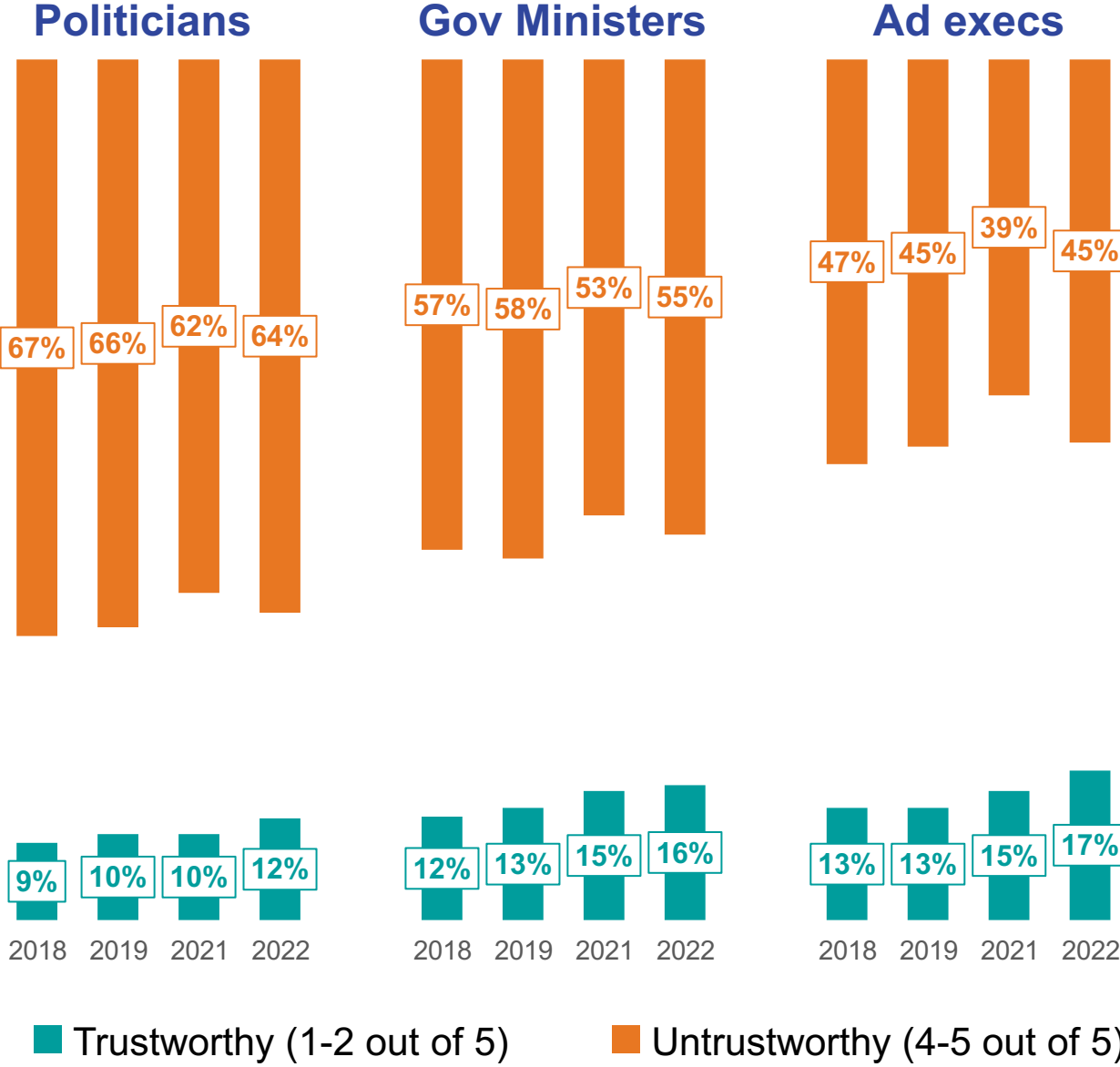
*Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 28-country average presented elsewhere. Note that Russia was included in previous waves but has been omitted from 2022, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves.*



# THREE LEAST TRUSTED PROFESSIONS 2018-2022

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: 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. Note that Russia was included in previous waves but has been omitted from 2022, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves.*



# VIEWS OF THE PROFESSIONS

# 3

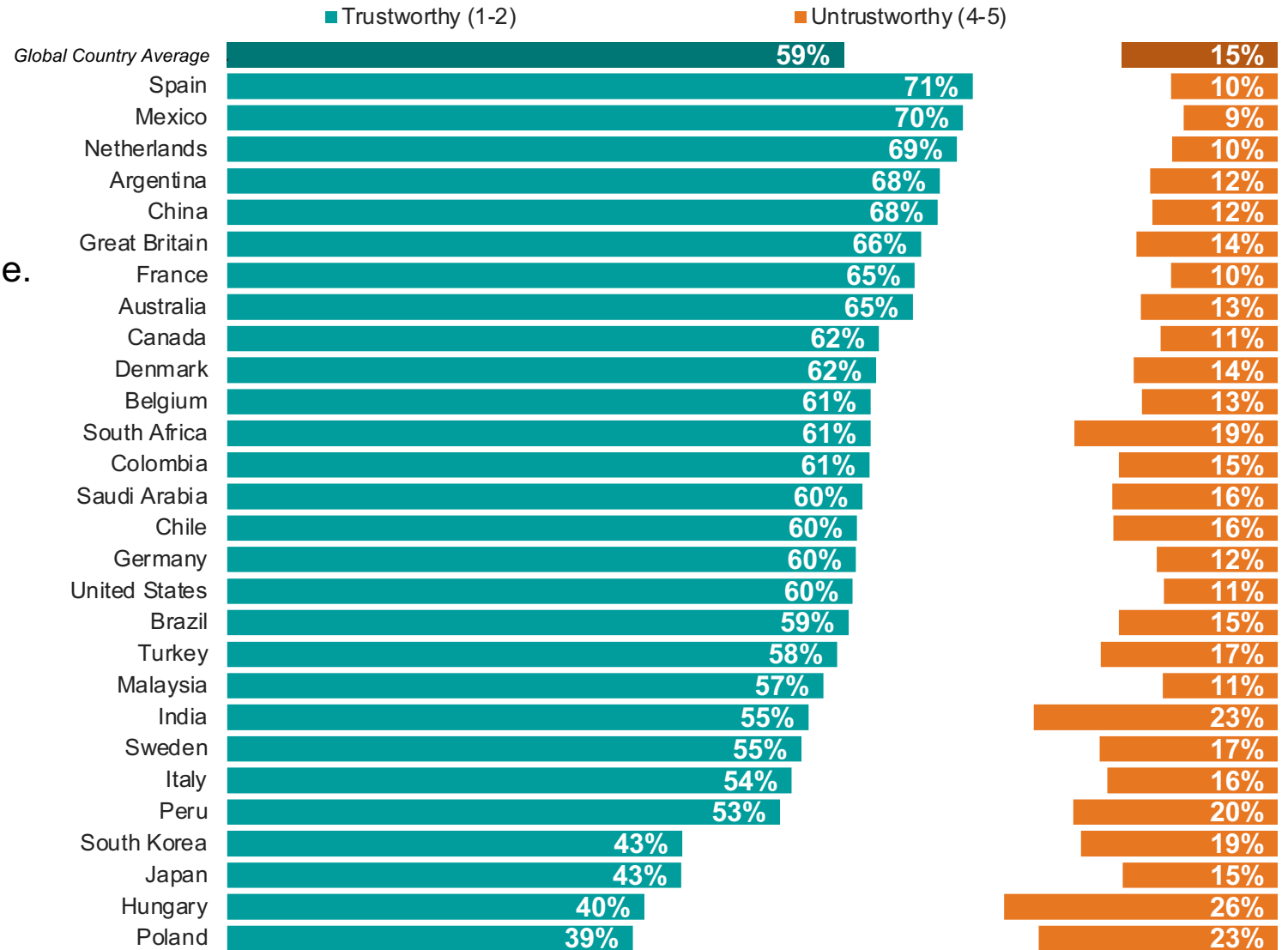
Country-level scores for  
key professions

# 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

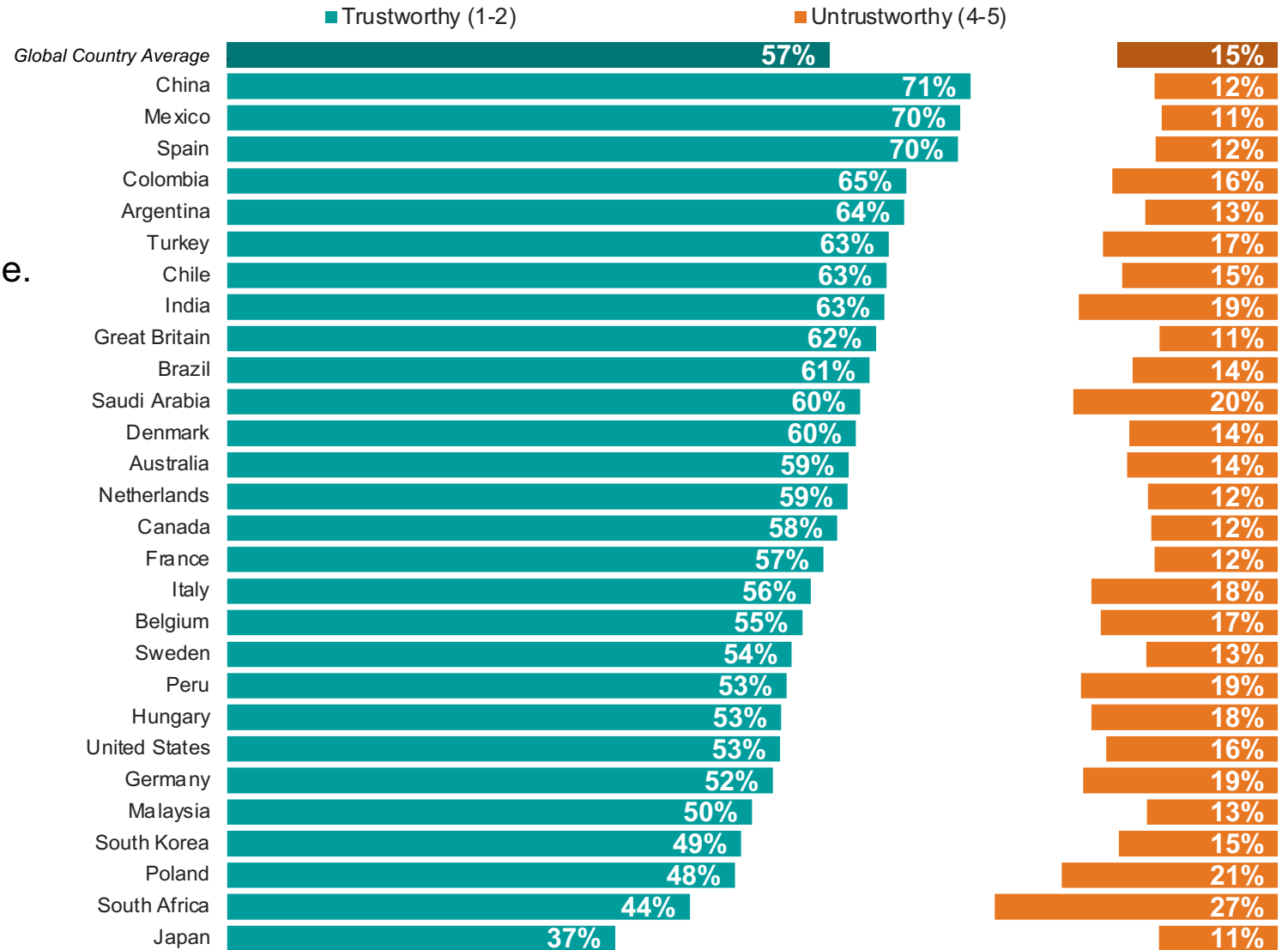


# TRUST IN SCIENTISTS BY COUNTRY

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.

## Scientists

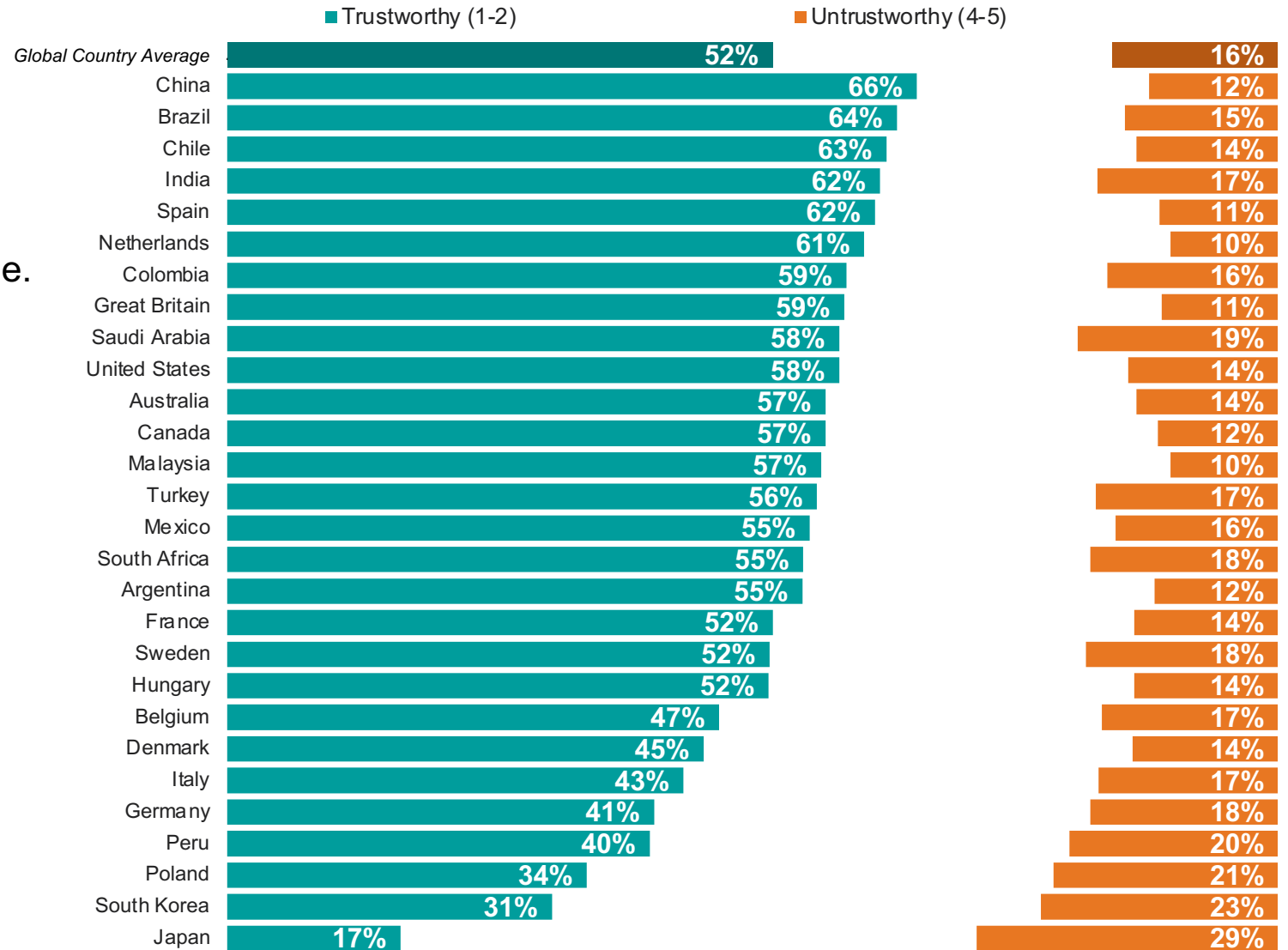


# TRUST IN TEACHERS BY COUNTRY

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

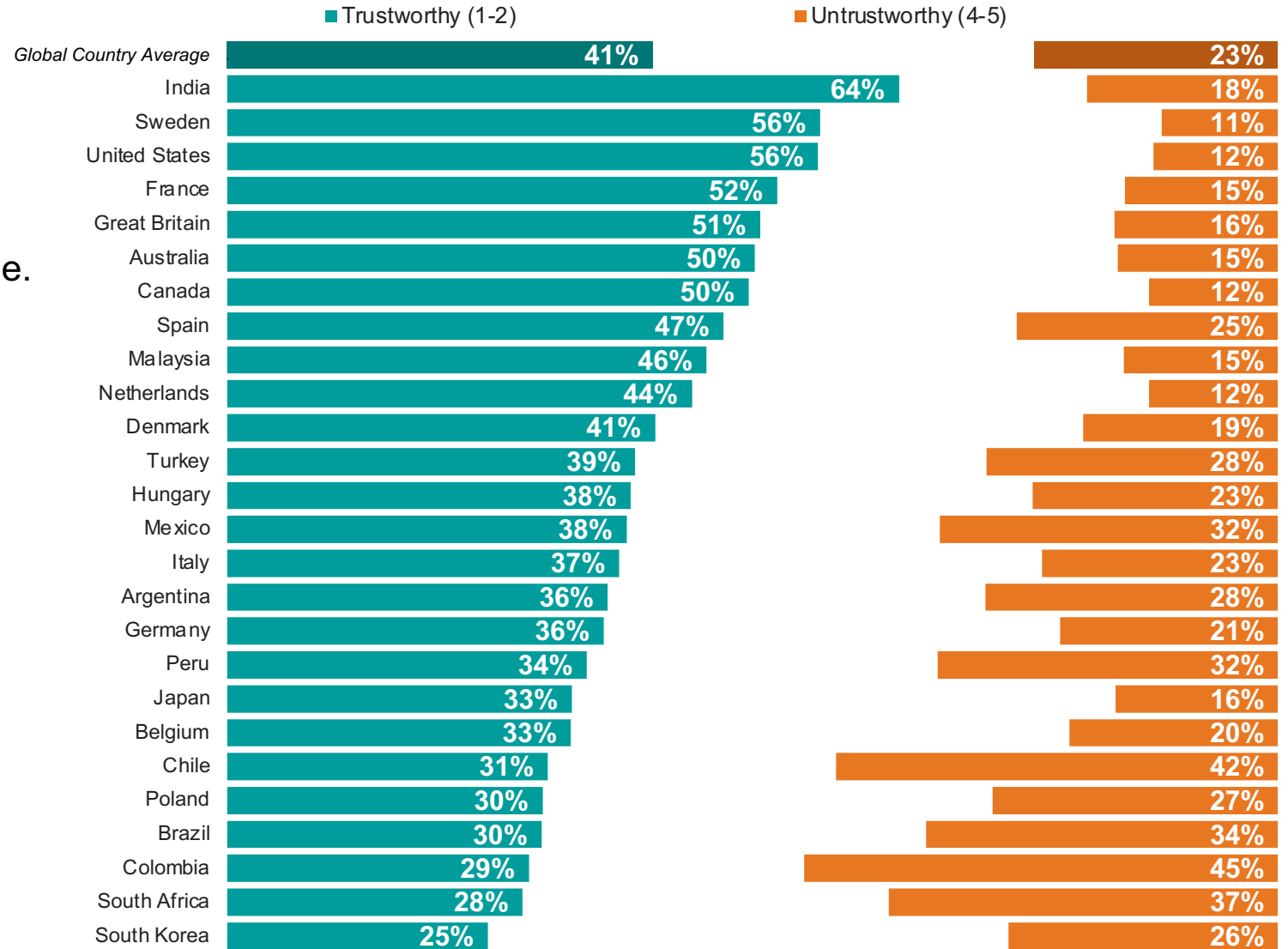


# TRUST IN ARMED FORCES MEMBERS BY COUNTRY

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

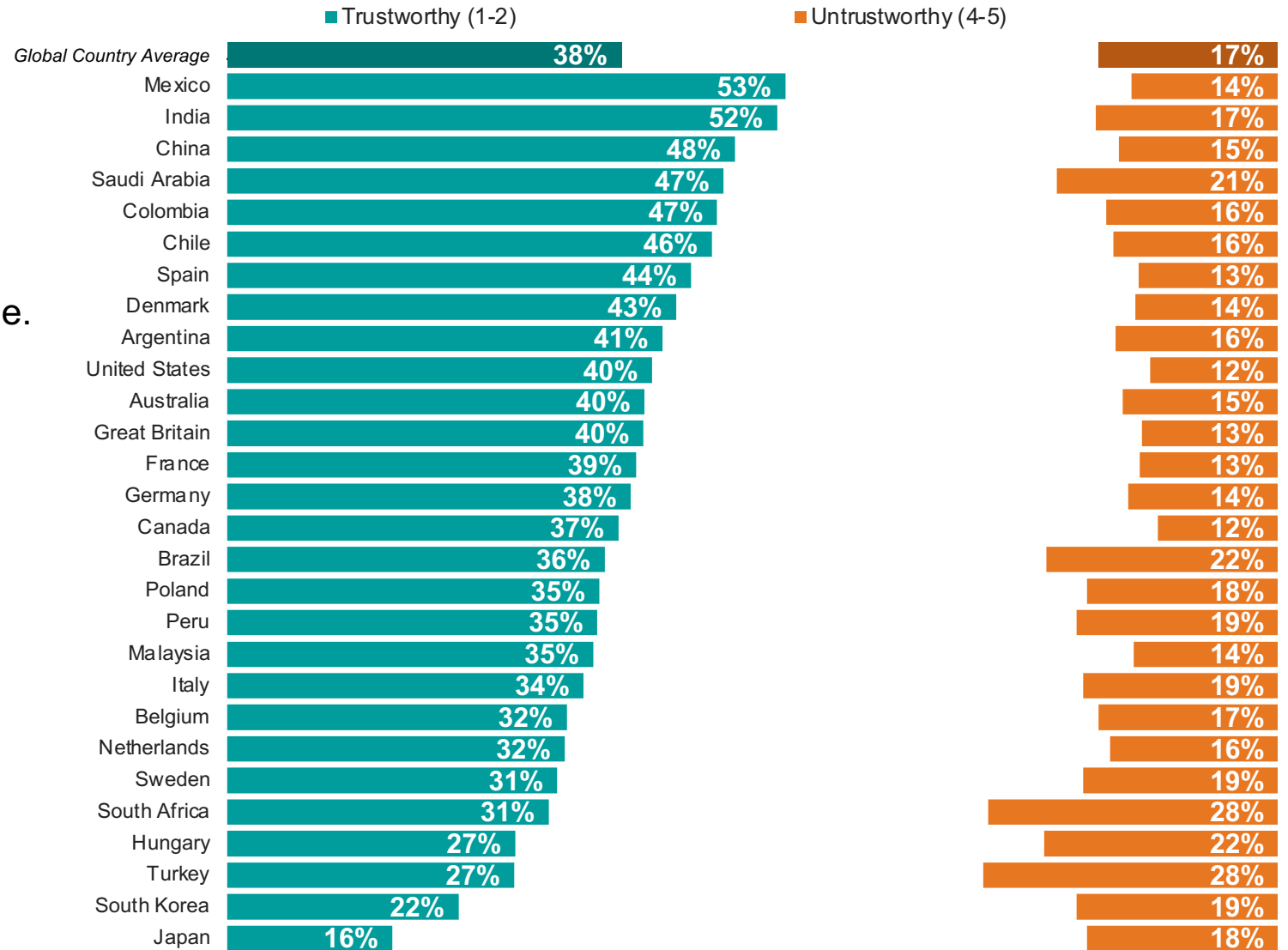


# TRUST IN ORDINARY MEN/WOMEN BY COUNTRY

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.

## Ordinary men/women



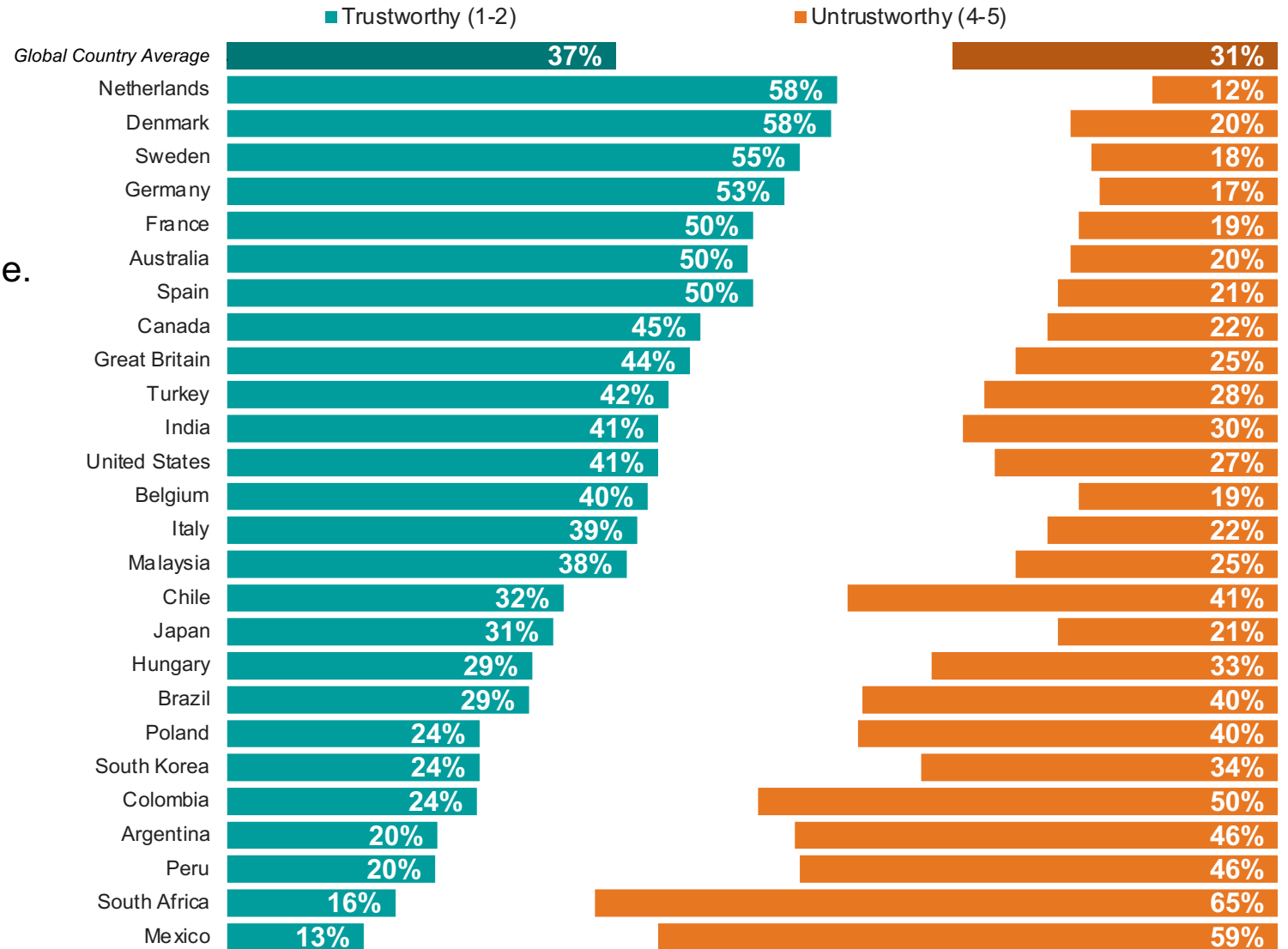


# TRUST IN THE POLICE BY COUNTRY

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

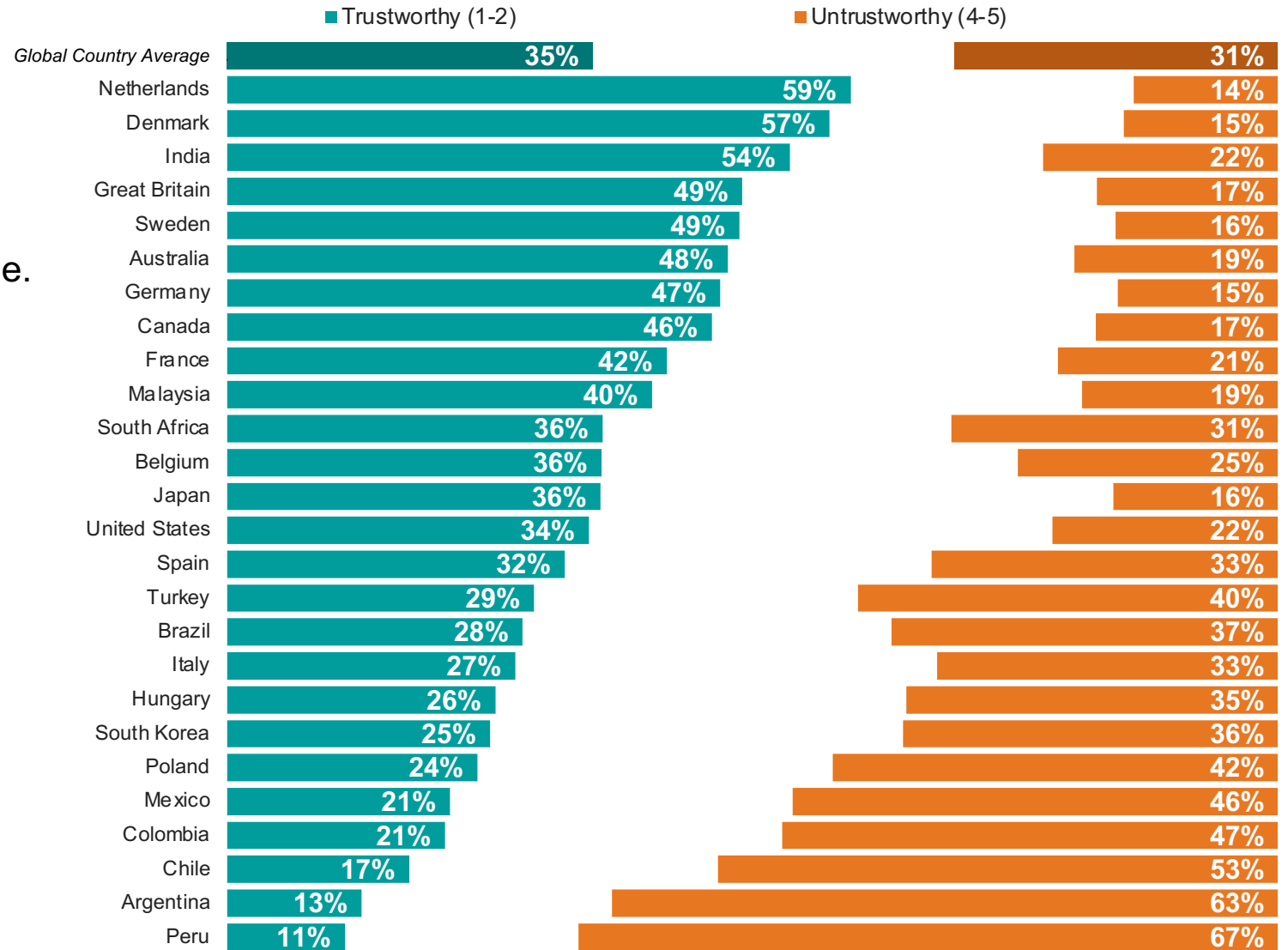


# TRUST IN JUDGES BY COUNTRY

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.

## Judges

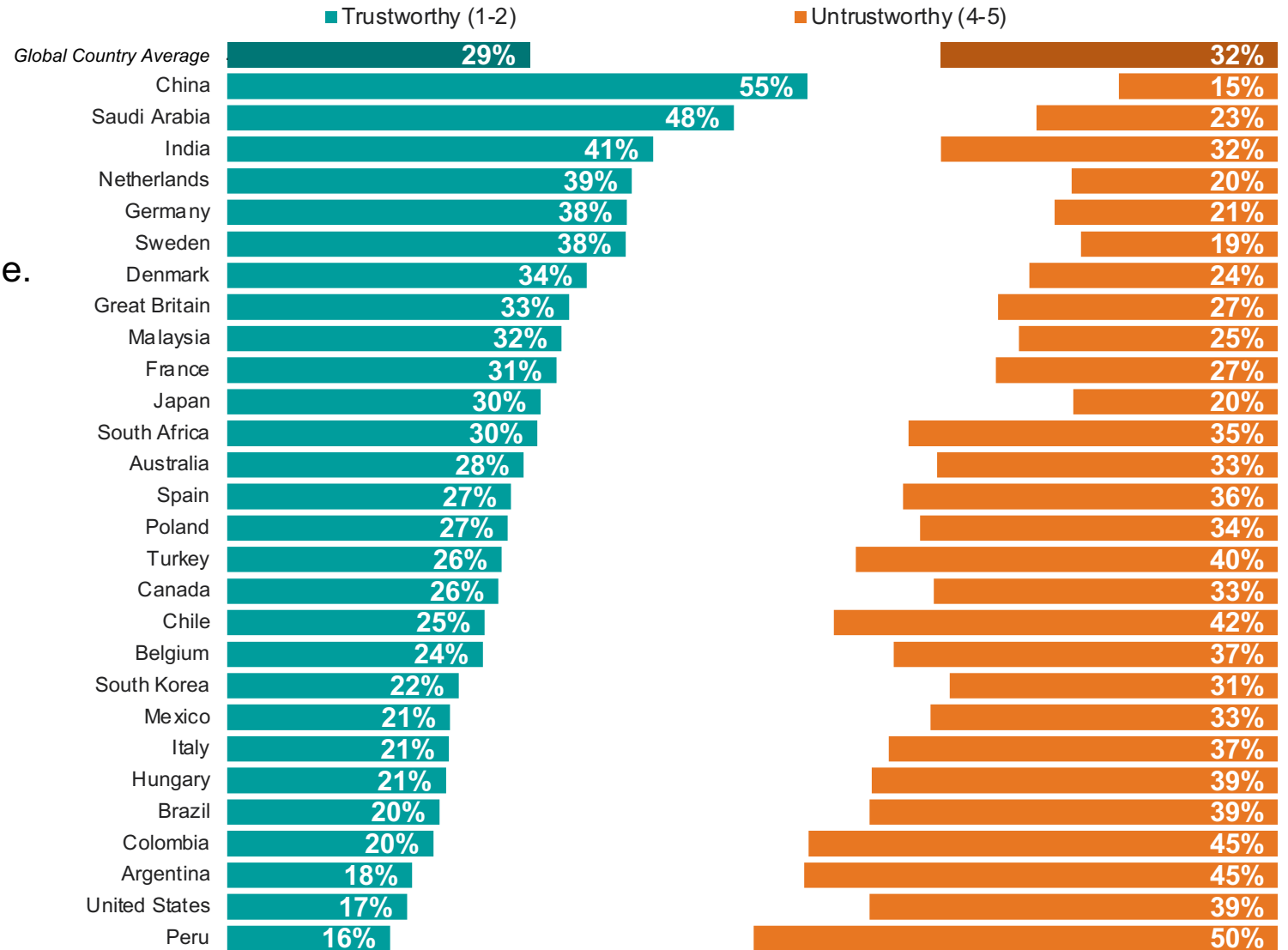


# TRUST IN LAWYERS BY COUNTRY

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.

## Lawyers

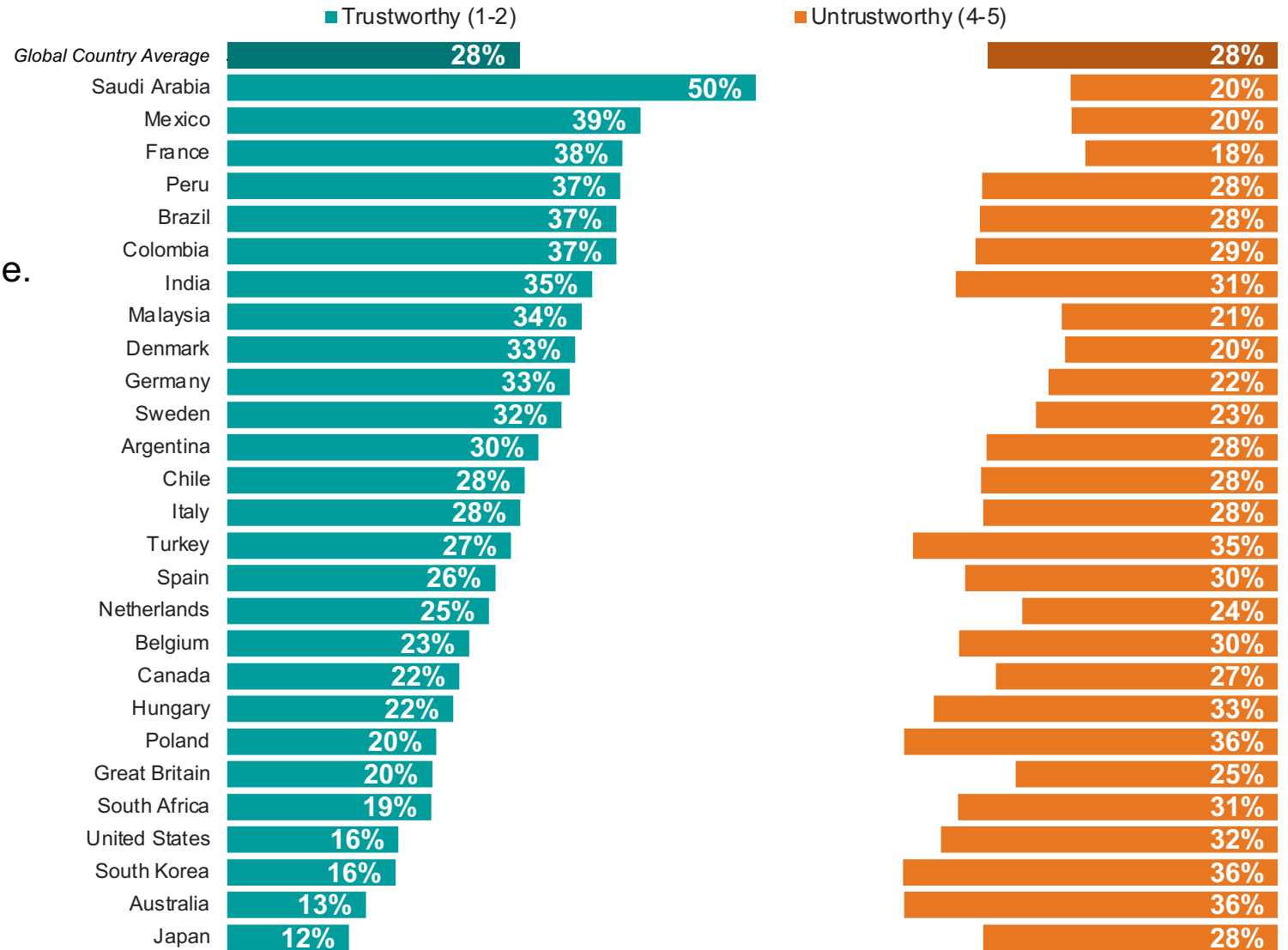


# TRUST IN POLLSTERS BY COUNTRY

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.

## Pollsters

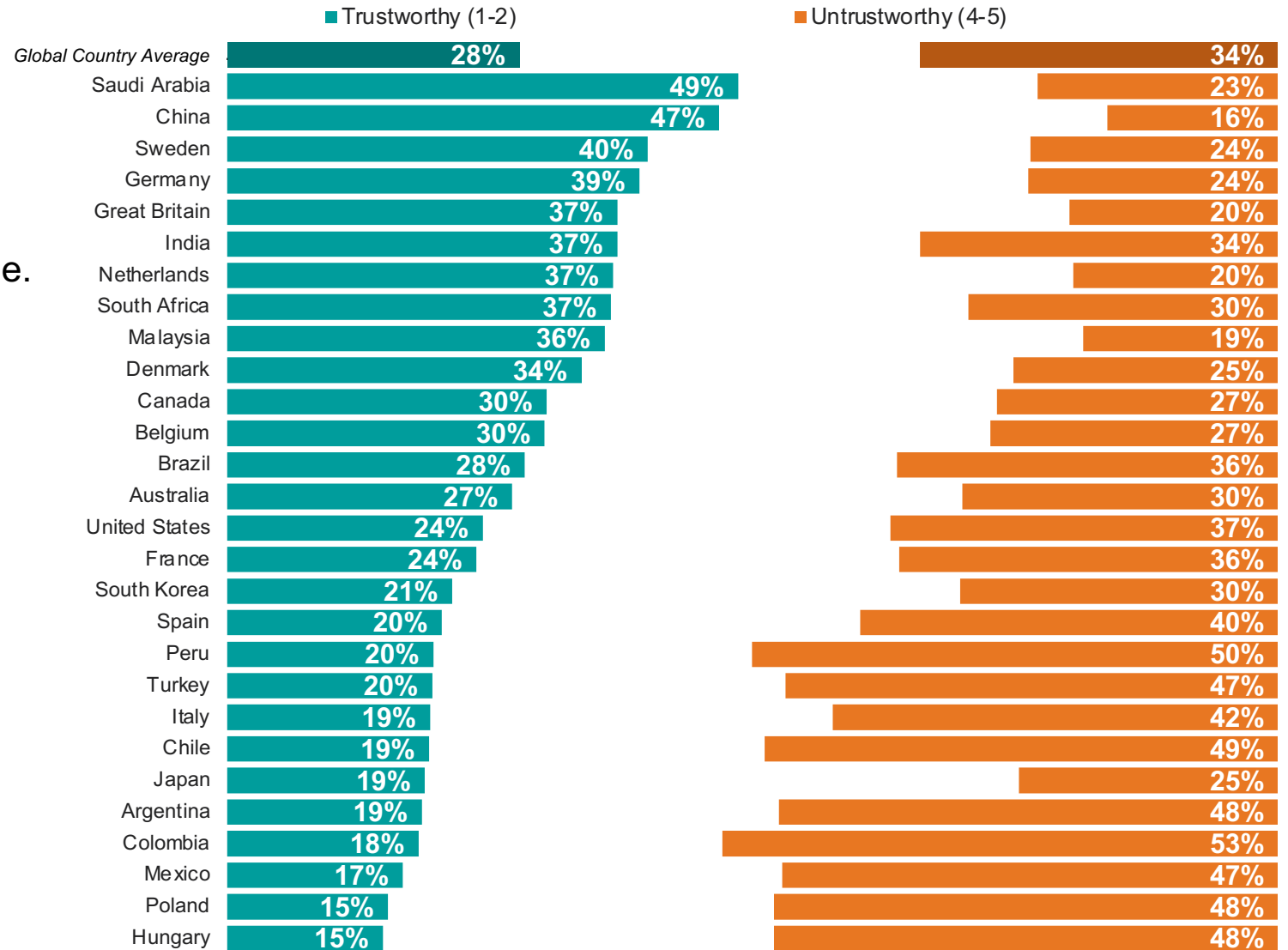


# TRUST IN TV NEWS READERS BY COUNTRY

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.

## TV News Readers

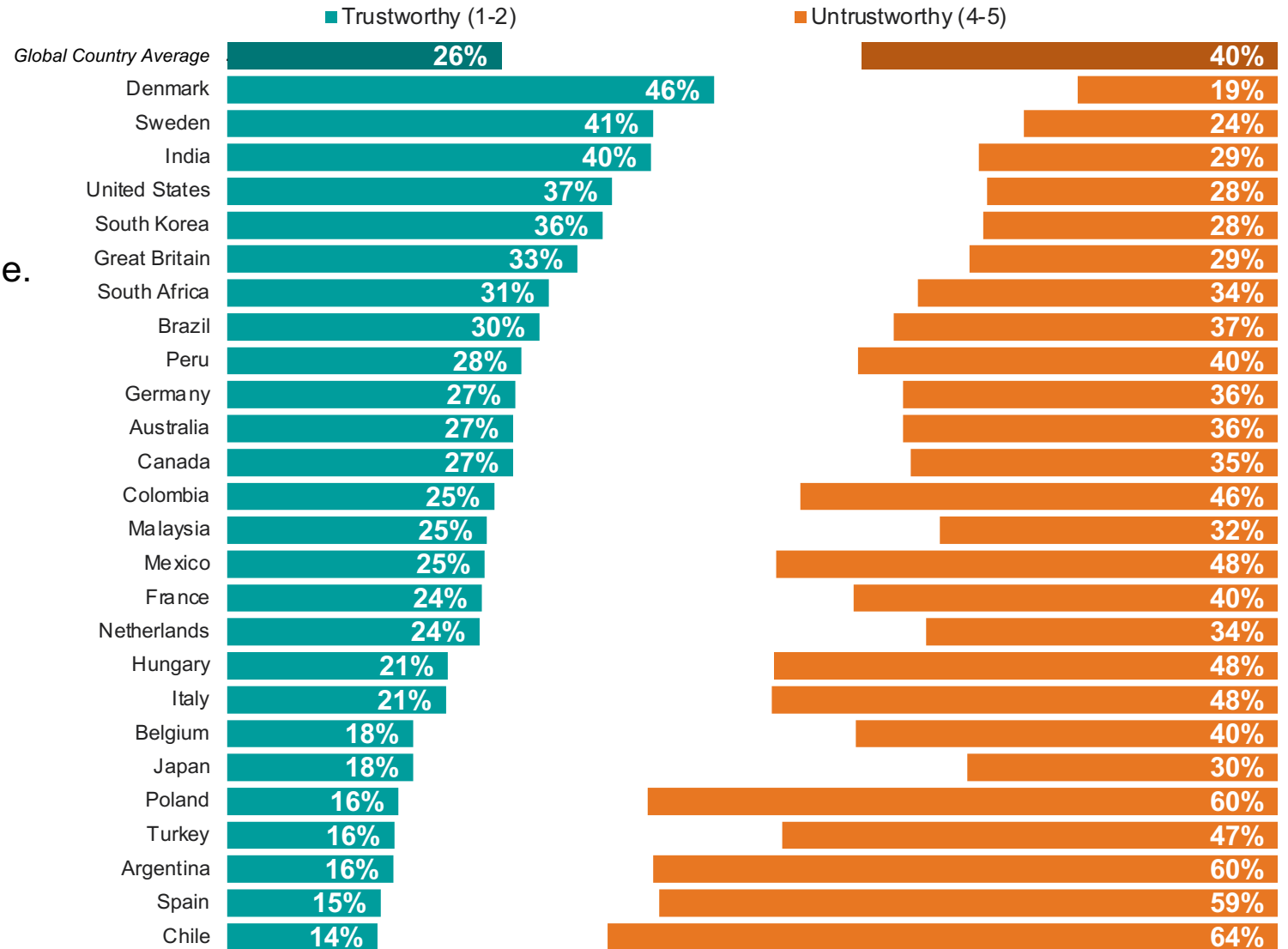


# TRUST IN CLERGY/PRIESTS BY COUNTRY

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.

## Clergy/Priests

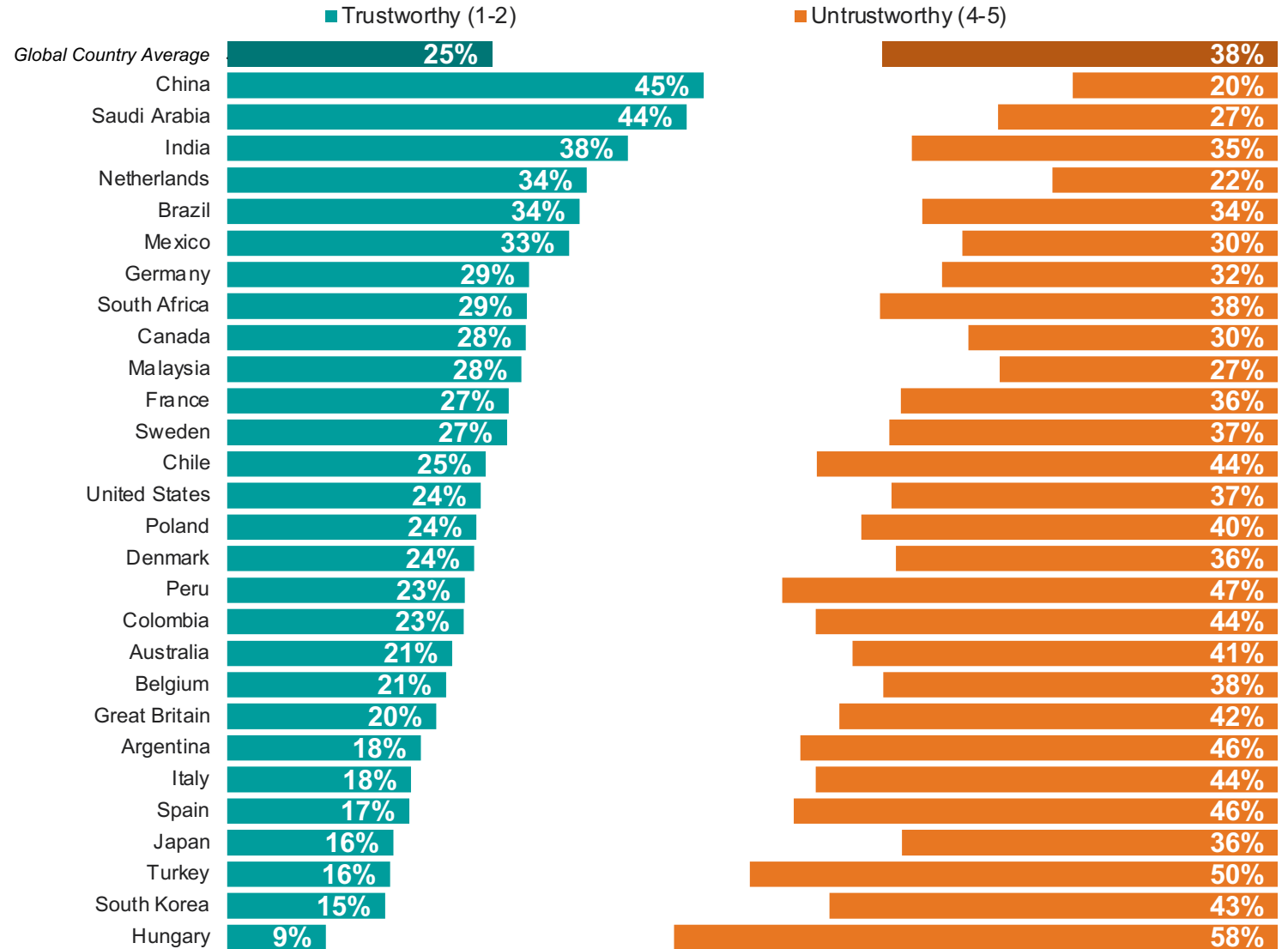


# TRUST IN JOURNALISTS BY COUNTRY

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

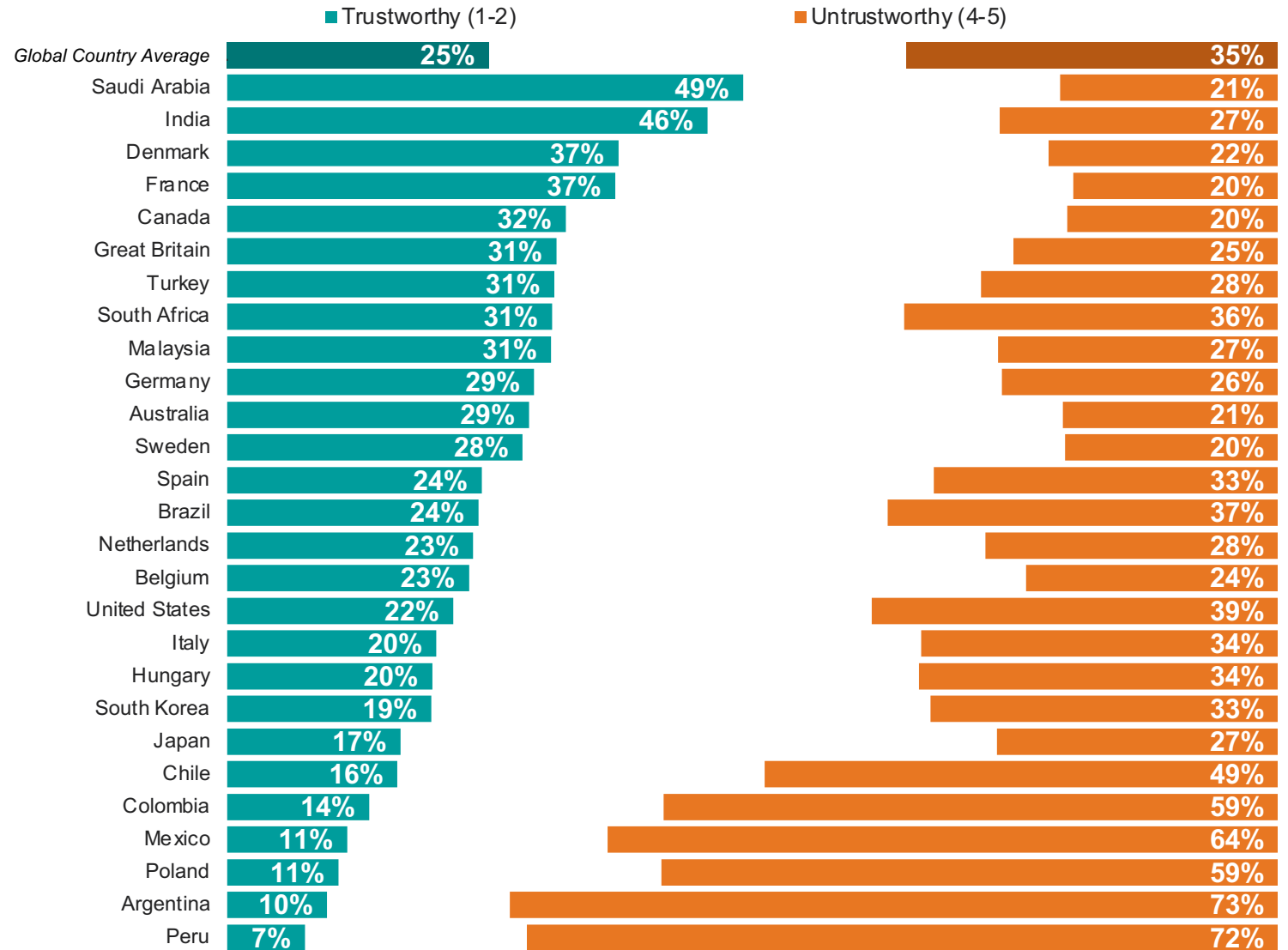


# TRUST IN CIVIL SERVANTS BY COUNTRY

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 / Government employees



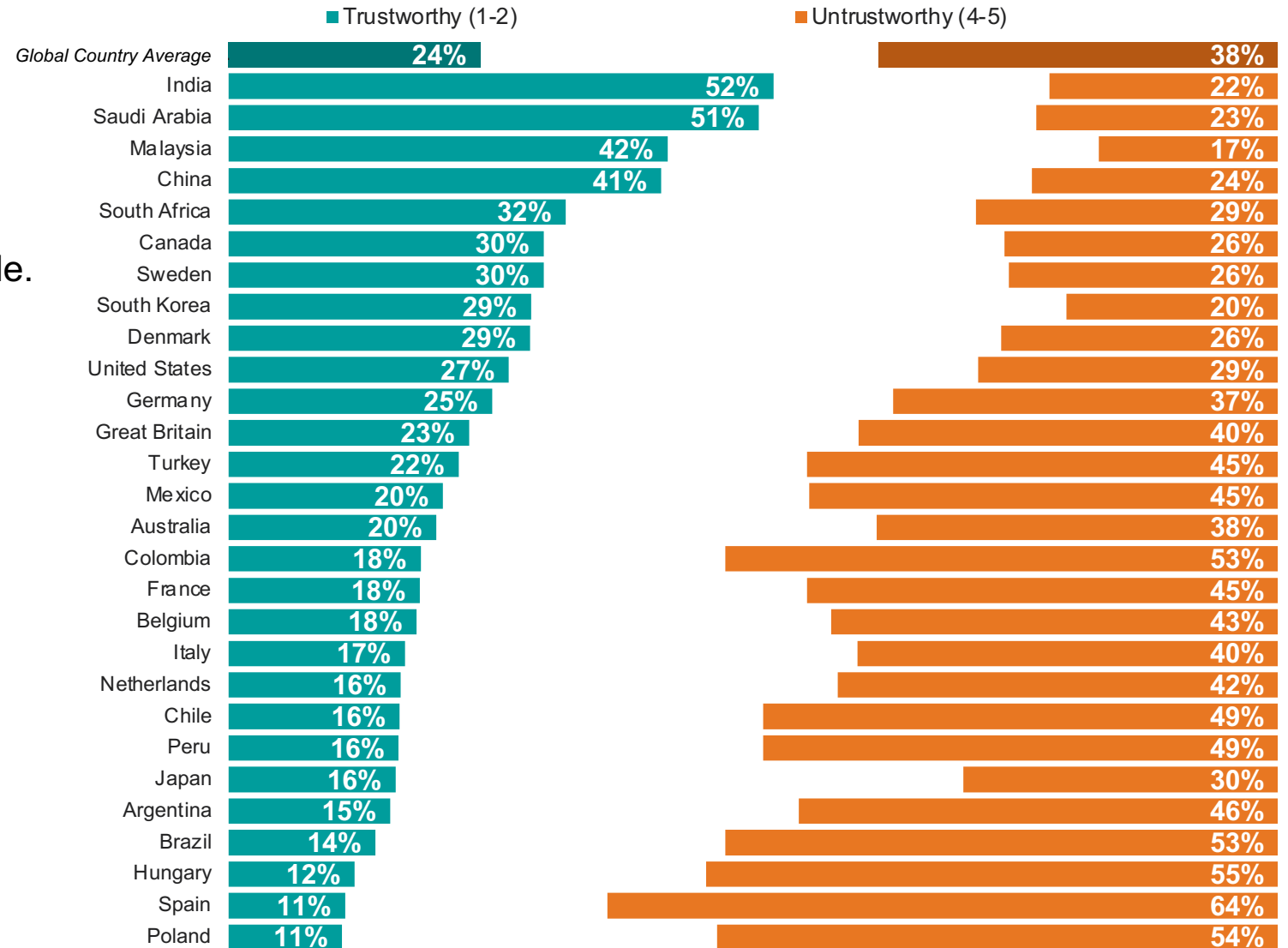


# TRUST IN BANKERS BY COUNTRY

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

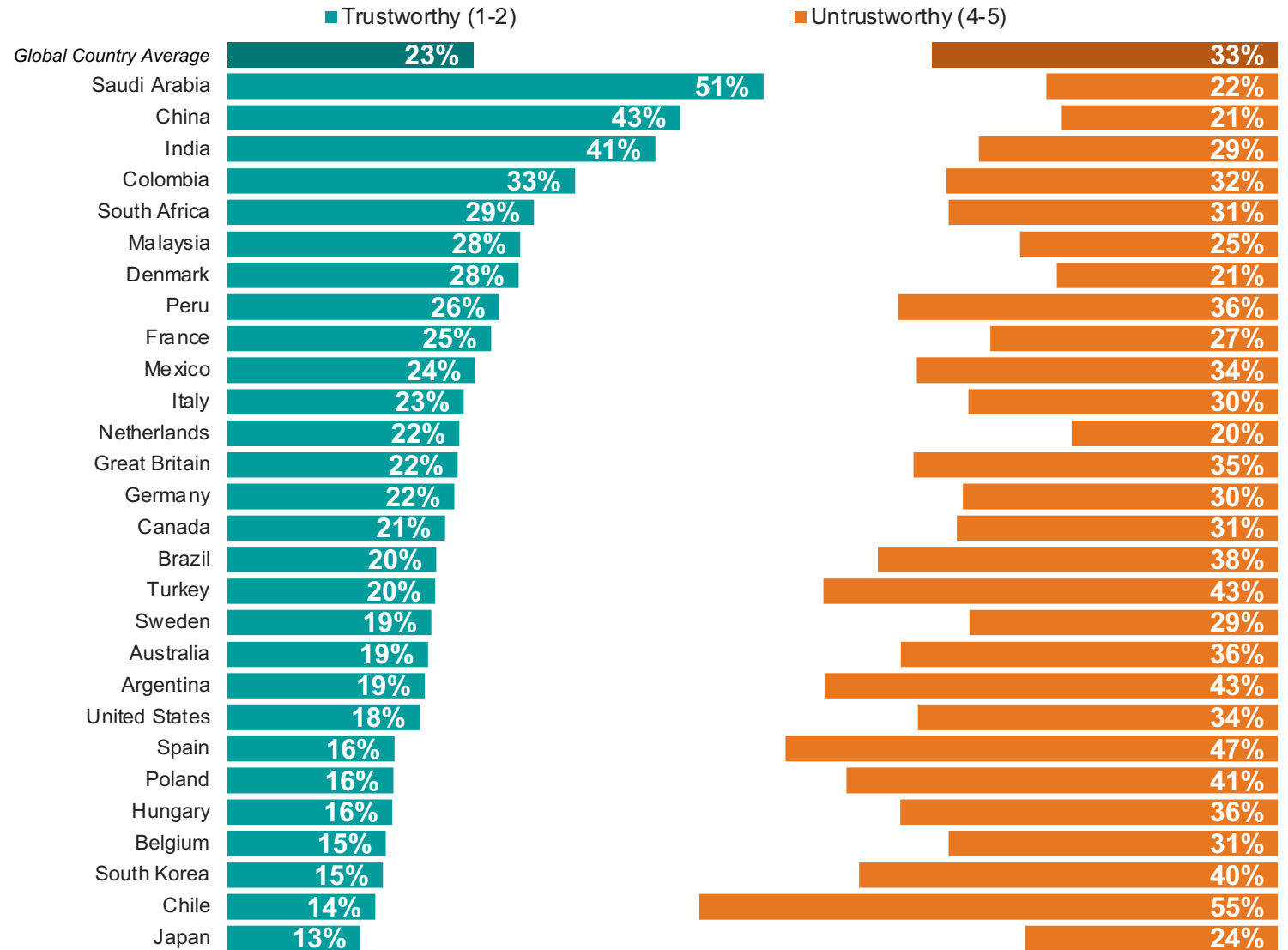


# TRUST IN BUSINESS LEADERS BY COUNTRY

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

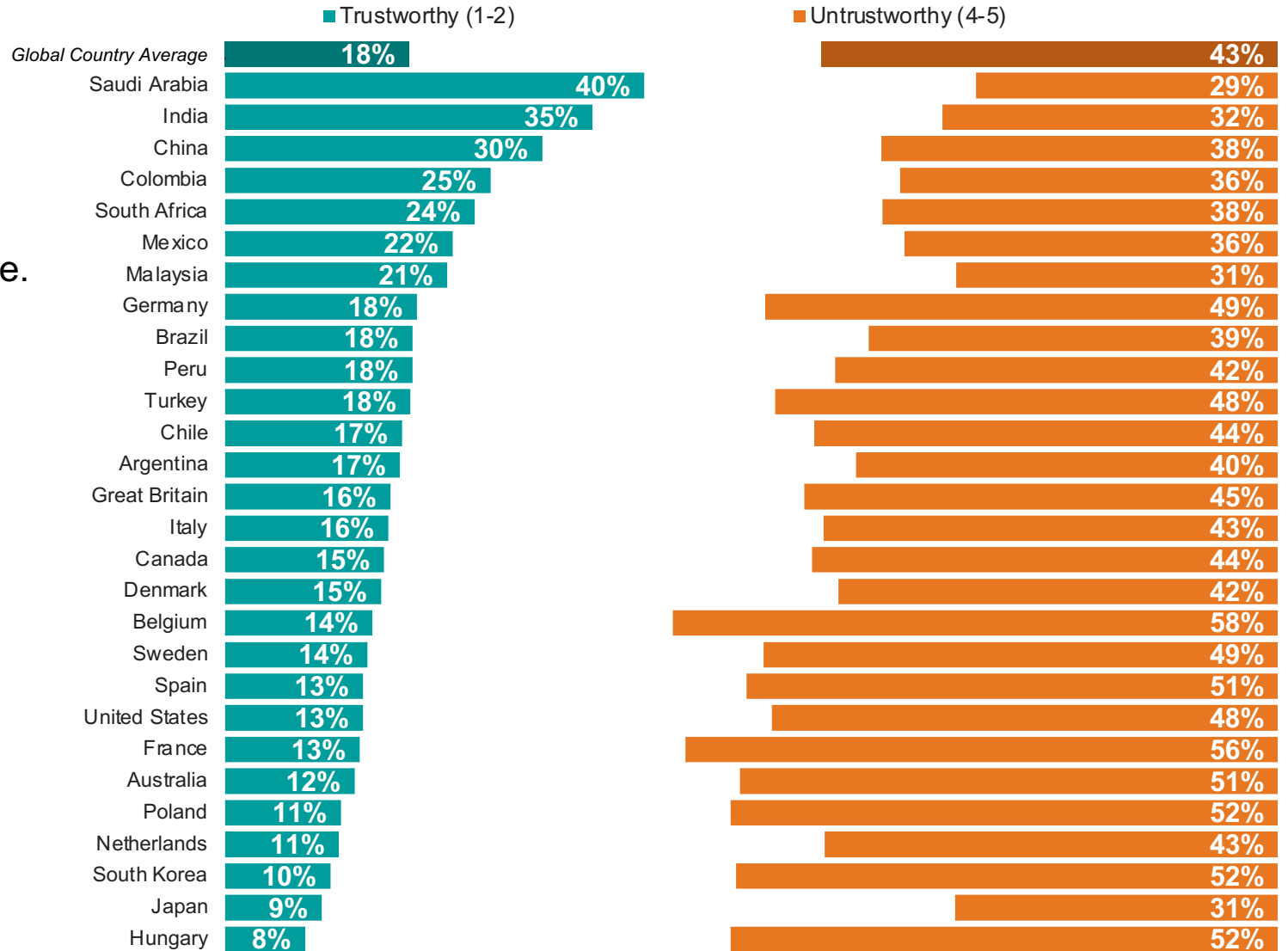


# TRUST IN ADVERTISING EXECES BY COUNTRY

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

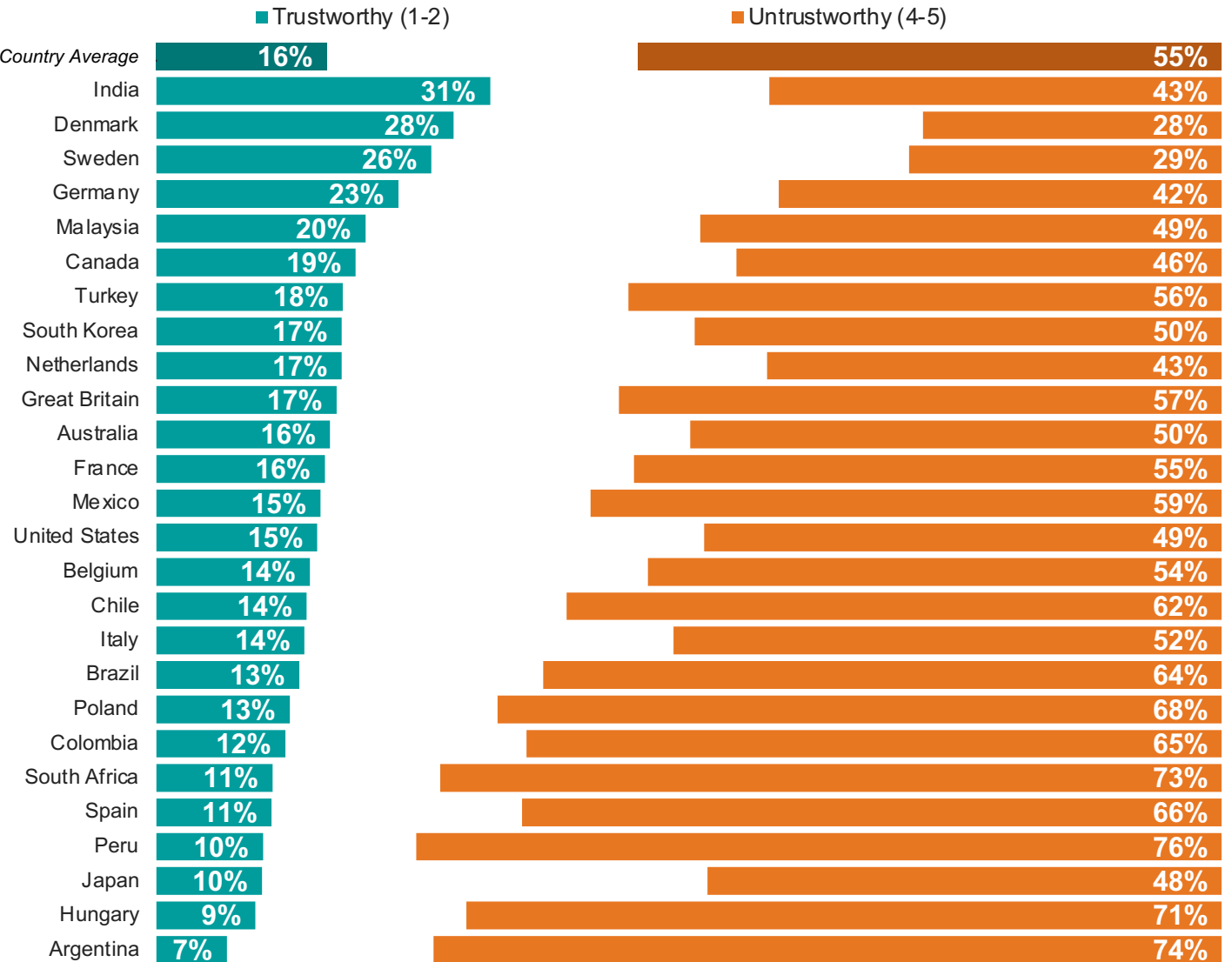


# TRUST IN GOVERNMENT MINISTERS BY COUNTRY

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 / Cabinet Officials

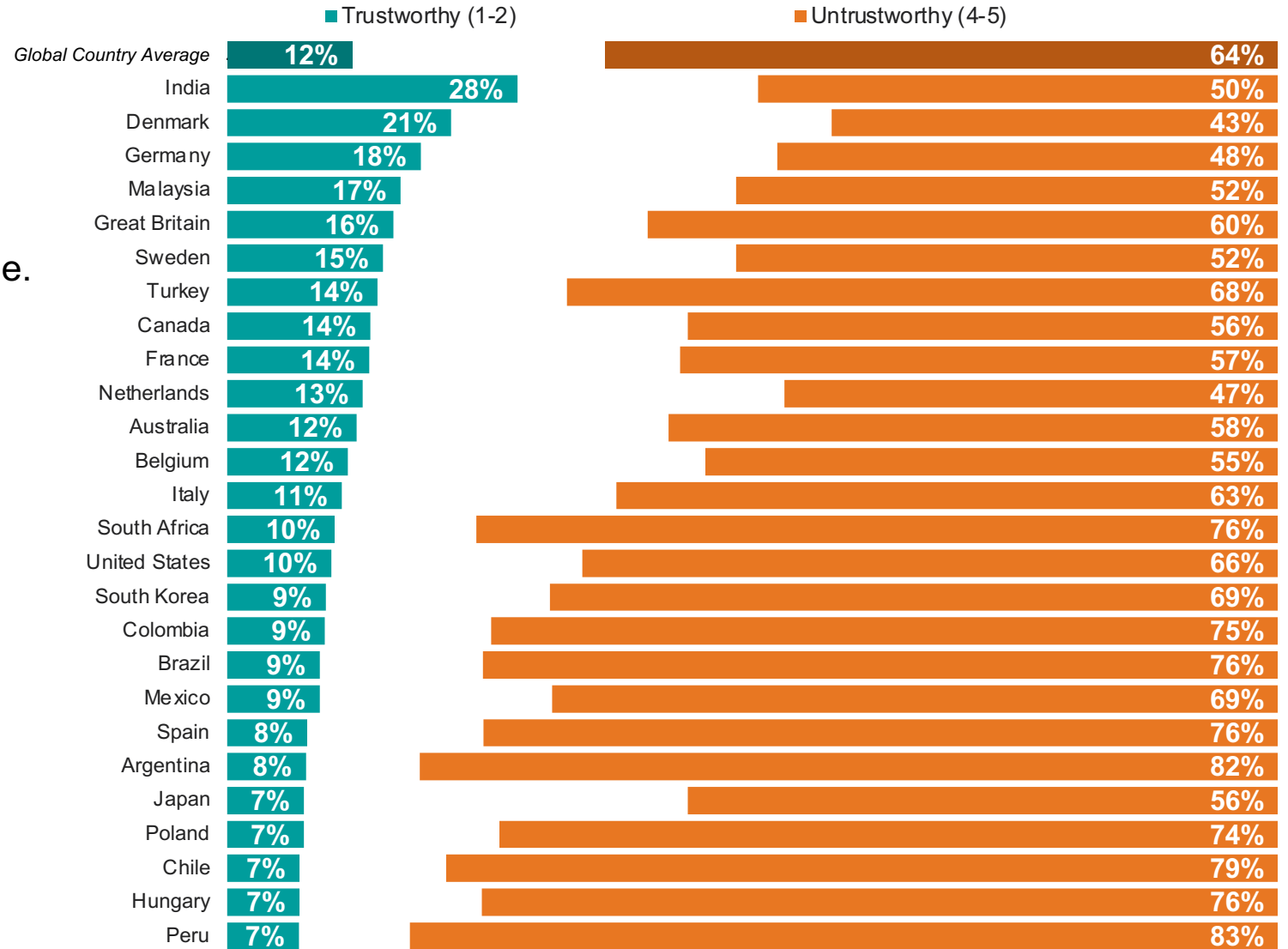


# TRUST IN POLITICIANS BY COUNTRY

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



# METHODOLOGY

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These are the findings of an Ipsos online survey conducted between 27 May and 10 June 2022.

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, Denmark, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, the Netherlands, Peru, Poland, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey, and the United States.

The results are comprised of an international sample of 21,515 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, Belgium, Chile, Colombia, Denmark, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500. In China the sample size was 3,001.

The samples in Argentina, Australia, Belgium, Canada, Denmark, 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, 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**

