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Doctors and scientists are seen as the world’s most trustworthy professions

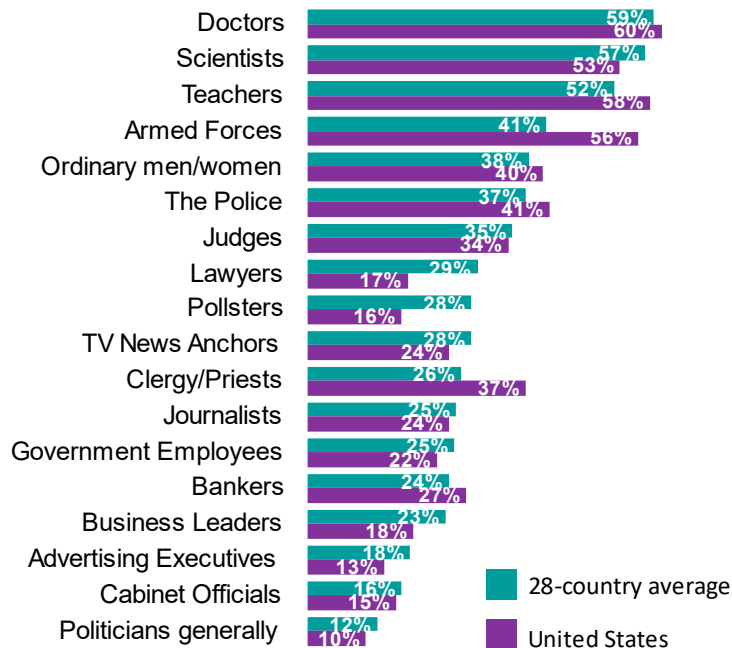
Military personnel are more trusted in the U.S. than in most other countries

Washington, DC, August 1, 2022 — The 2022 Ipsos Global Trustworthiness Index reveals that doctors and scientists are considered the world’s most trustworthy professions. The Index has tracked trust in many occupations since 2018. On average across 28 countries, 59% of adults surveyed by Ipsos view doctors as trustworthy, while 57% do so with scientists, and 52% with teachers. As in previous years, politicians are least trusted with just a global average of 12% saying they are trustworthy, trailing cabinet officials (16%) and advertising executives (18%).

In the United States, doctors rank as the most trusted group (with a trustworthy score of 60%), followed by teachers (58%) and members of the armed forces (56%); politicians, ad executives, and cabinet officials make up the bottom three as they do globally.

Americans are notably more prone to trusting members of the armed forces and of the clergy than the global average (by 16 and 11 points respectively) and less prone to trusting lawyers and pollsters (by 12 points each).

% RATING EACH PROFESSION AS TRUSTWORTHY





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These are some of the findings of a survey of 21,515 adults under the age of 75 conducted between May 27 and June 10, 2022 on Ipsos's Global Advisor platform.

Trends

On average across the 22 countries where the survey has been conducted four times since 2018, the level of trust in doctors and scientists has fallen slightly compared with their pandemic-driven high scores in 2021, but only back to the position they had pre-pandemic. Since last year, trust in doctors has declined by six percentage points while scientists have seen a decrease of four points. Still, both have made up the top two in each year of the Index since 2018. Over the years, there has been little change in the proportion who see ordinary men and women as trustworthy, now at 37% and much in line with previous waves.

The global top 3: doctors, scientists, and teachers

Spain is the country where **doctors** are most widely trusted, with 71% giving them a 1 or 2 rating on a scale where 1 is very trustworthy and 5 is very untrustworthy. Doctors are held in similar esteem in Mexico (70%) and the Netherlands (69%).

- At 60%, trust in doctors in the U.S. is on par with the global average of 59%. However, it is 10 points lower than it was in 2021. Only five countries show a steeper drop over the period: Hungary, Poland, Italy, Turkey, and Malaysia.
- In Hungary, trust in doctors has fallen by 21 percentage points between 2021 and 2022, after rising by 19 points between 2019 and 2020. Similarly in Poland, trust has fallen 16 points between 2021 and 2022 (from 55% to 39%) after rising by 12 points between 2019 and 2021.
- There are now four countries where less than half of the public consider doctors to be trustworthy: South Korea, Japan, Hungary, and Poland. In 2021 this was true in only one country, South Korea.

Scientists are most trusted in China (71%), Mexico (70%), and Spain (70%).

- Japan is where they are least likely to be considered trustworthy (37%), followed by South Africa (44%), Poland (48%), and South Korea (49%).
- As in previous years, there has been less movement in trust figures for scientists, although there has been a significant drop in Poland, Hungary, and Italy (by 13 points in all three countries) as well as in the U.S. (by 9 points). In contrast, trust in scientists in Mexico has risen by 10 points over the last year.

On average globally, **teachers** remain the third-most trusted profession for the fourth wave in a row, with 52% rating them as trustworthy.



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- The countries where they are most widely trusted are China (66%), Brazil (64%), and Chile (63%) and those where they are least widely rated as trustworthy are Japan, South Korea, and Poland (17%, 31%, and 34%).
- Since last year, teachers' trust levels have shifted less than for scientists and doctors. However, trust has fallen by 10 points in Poland, nine points in Malaysia, and eight points in Italy.

The global bottom 3: politicians, cabinet officials, and ad execs

As in previous years politicians, cabinet officials, and advertising executives stand out as the professions least widely seen as trustworthy.

- This year, politicians are rated as trustworthy by just 12% on average across the 28 countries surveyed and 10% of Americans, government officials by 16% and 15%, respectively, and ad executives by 18% and 13%, respectively.
- These scores are in mostly line with those recorded last year. However, in the subset of 22 countries that have been in each wave of the survey, the proportion who find ad executives to be untrustworthy has risen by six points.
- Views towards politicians are lowest in Peru, Argentina, and Chile, where around eight in 10 see them as untrustworthy.

“As we exit the pandemic period, the state of trust in professions appears broadly unchanged,” says Ipsos researcher Mike Clemence. “Yet although doctors remain the world’s most trustworthy profession, we have seen a slight decrease in trust overall compared with 2021. While at a global level this just takes trust in these roles back to their pre-pandemic levels, in some countries such as Poland, Hungary, the U.S., and Italy, we have seen more significant decreases in trust in both doctors and scientists. The picture is similar with the professions the world trusts the least: as in previous years, they are politicians and advertisers. Overall, just over one in ten think politicians are trustworthy, and this figure is even lower in much of Latin America, as well as Hungary, Poland, and Spain.”

About the Study

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



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The headline 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 markets which have featured in all three waves of the survey: in the past this has been 23 countries but Russia has been excluded from the 2022 wave.

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.

For more information on this news release, please contact:

Nicolas Boyon
Senior Vice President, Public Affairs, U.S.
Nicolas.Boyon@ipsos.com



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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com