# GLOBAL TRUSTWORTHINESS INDEX 2022

Who does the world trust? August 1, 2022

U.S. Version

For more information: https://www.ipsos.com/en-us/news-polls/global-trustworthiness-index-2022

### **GAME CHANGERS**



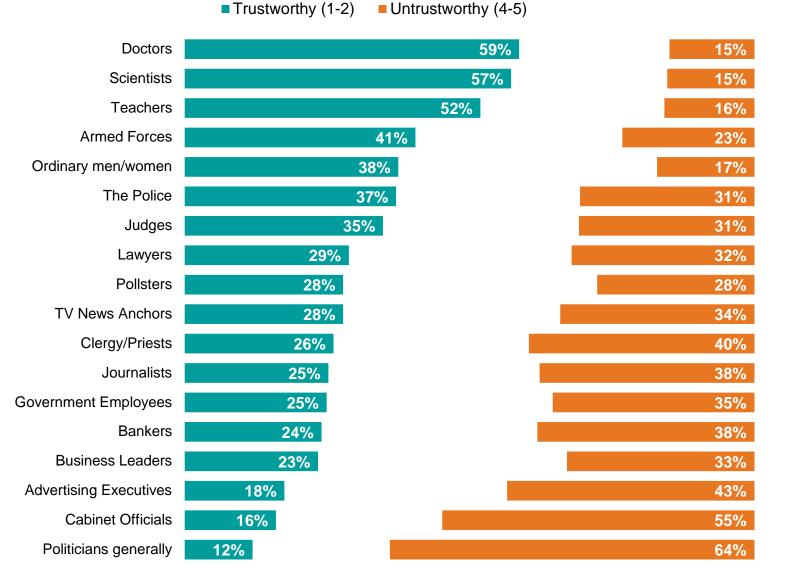
# **GLOBAL INDEX**



#### GLOBAL TRUSTWORTHINESS RANKING 2022 28-COUNTRY AVERAGE

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 May 27 – June 10, 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.

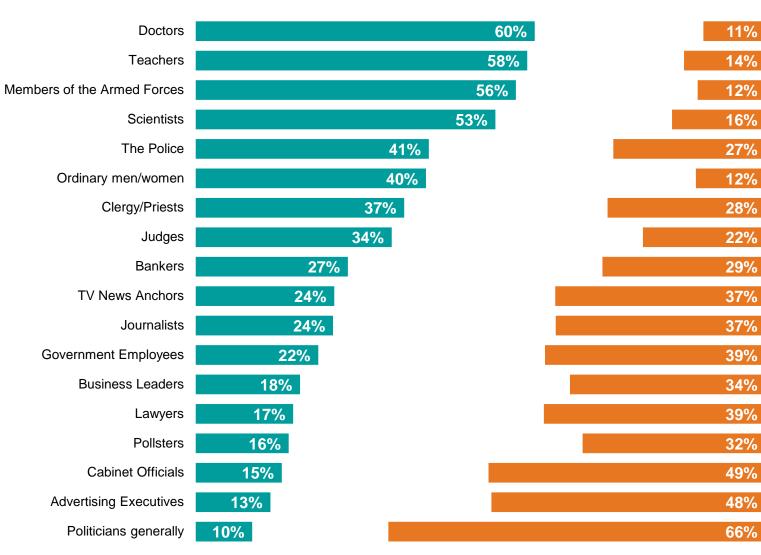
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#### GLOBAL TRUSTWORTHINESS RANKING 2022 **UNITED STATES**

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 – 1,000 US participants aged 18-74, interviewed online May 27 – June 10, 2022



#### Trustworthy (1-2) Untrustworthy (4-5)

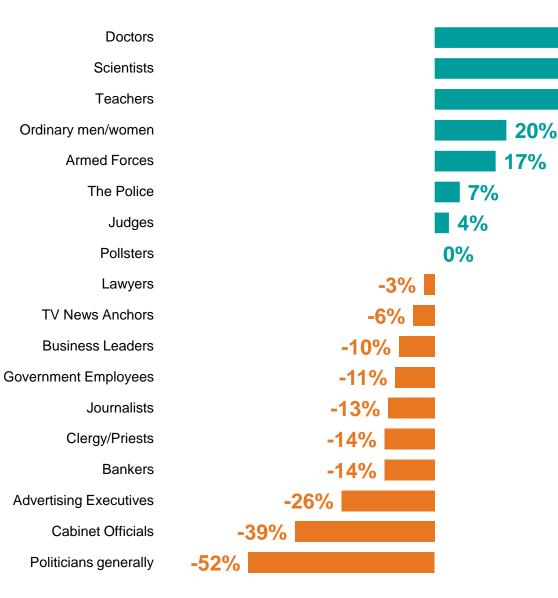
#### GLOBAL TRUSTWORTHINESS RANKING 2022 NET TRUST 28-COUNTRY AVERAGE

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



44%

42%

36%

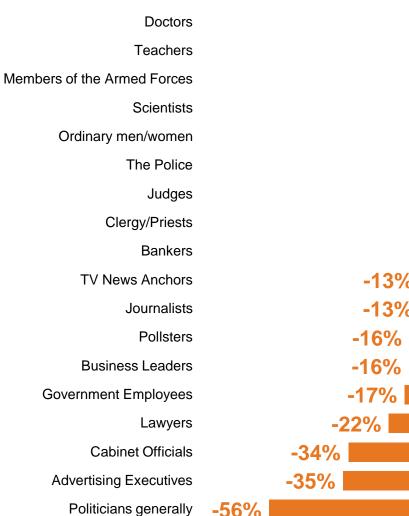
#### GLOBAL TRUSTWORTHINESS RANKING 2022: **NET TRUST UNITED STATES**

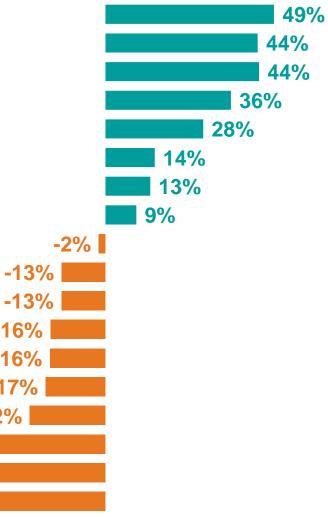
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

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 2022 – 1,000 US participants aged 18-74, interviewed online May 27 – June 10, 2022



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

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	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	RS
Doctors	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
Scientists	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%	6 44
Teachers	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
Armed Forces Members	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
Ordinary men/women	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
The Police	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%	5 16
Judges	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
Lawyers	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
Pollsters	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%	5 19
TV News Anchors	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%	5 37
Clergy/ Priests	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
Journalists	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
Government Employees	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%	5 31
Bankers	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
Business Leaders	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%	5 29 <sup>.</sup>
Advertising Executives	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%	5 24
Cabinet Officials	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%	5 11
Politicians generally		12%	12%	9%	14%	7%	-	9%	18%	21%	8%	14%	16%	7%	28%	11%	7%	9%	9%	17%	13%	7%	7%	-	15%	14%	10%	5 10

S RUSTWORTHINESS 2022 LL PROFESSIONS/MARKE 

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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

lpsos

Top three: #1 most untrustworthy							× •	2								•		•	<b>"_</b> *	a	(*		(j)		RAM		G		
#2 most untrustworthy		ARG					снг с	HN	COL	DEU	DNK	_							KOR	MEX	MYS	NDL	PER			SWE	TRK	USA	RSA
#3 most untrustworthy	Politicians generally	8/%	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%
(0	Cabinet Officials	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%
S L	Advertising Executives	40%	51%	58%	39%	44%	44% 3	8%	36%	49%	42%	51%	56%	45%	52%	32%	43%	31%	52%	36%	31%	43%	42%	52%	29%	49%	48%	48%	38%
	Clergy/Priests	<b>60%</b>	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%
RK RK	Journalists	<b>5</b> 46%	41%	38%	34%	30%	44% 2	0%	44%	32%	36%	46%	36%	42%	58%	35%	44%	36%	43%	30%	27%	22%	47%	40%	27%	37%	50%	37%	38%
A F O	Bankers	<b>5</b> 46%	38%	43%	53%	26%	49% 2	4%	53%	37%	26%	64%	45%	40%	55%	22%	40%	30%	20%	45%	17%	42%	49%	54%	23%	26%	45%	29%	29%
S S	Government Employees	73%	21%	24%	37%	20%	49%	•	59%	26%	22%	33%	20%	25%	34%	27%	34%	27%	33%	64%	27%	28%	72%	59% 2	21%	20%	28%	39%	36%
S S	TV News Anchors	<b>48%</b>	30%	27%	36%	27%	49% 1	6%	53%	24%	25%	40%	36%	20%	48%	34%	42%	25%	30%	47%	19%	20%	50%	48% 2	23%	24%	47%	37%	30%
ΨZ	Business Leaders	<b>3</b> 43%	36%	31%	38%	31%	55% 2	:1%	32%	30%	21%	47%	27%	35%	36%	29%	30%	24%	40%	34%	25%	20%	36%	41% :	22%	29%	43%	34%	31%
$\leq 0$	Lawyers	<b>4</b> 5%	33%	37%	39%	33%	42% 1	5%	45%	21%	24%	36%	27%	27%	39%	32%	37%	20%	31%	33%	25%	20%	50% 3	34% 2	23%	19%	40%	39%	35%
T ω	The Police	<b>46%</b>	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%
N S	Judges	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%
Ш	Pollsters	<b>28%</b>	36%	30%	28%	27%	28%	-	29%	22%	20%	30%	18%	25%	33%	31%	28%	28%	36%	20%	21%	24%	28% 3	36% 2	20%	23%	35%	32%	31%
N N N N N N N N N N N N N N N N N N N	Members of the Armed Forces	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%
L a	Ordinary men/women	16%	15%	17%	22%	12%	16% 1	5%	16%	14%	14%	13%	13%	13%	22%	17%	19%	18%	19%	14%	14%	16%	19%	18% :	21%	19%	28%	12%	28%
О Ш	Teachers	<b>;</b> 12%	14%	17%	15%	12%	14% 1	2%	16%	18%	14%	11%	14%	11%	14%	17%	17%	29%	23%	16%	10%	10%	20% 2	21%	19%	18%	17%	14%	18%
	Scientists	<b>1</b> 3%	14%	17%	14%	12%	15% 1	2%	16%	19%	14%	12%	12%	11%	18%	19%	18%	11%	15%	11%	13%	12%	19% :	21% :	20%	13%	17%	16%	27%
AI	Doctors	<b>12%</b>	13%	13%	15%	11%	16% 1	2%	15%	12%	14%	10%	10%	14%	26%	23%	16%	15%	19%	9%	11%	10%	20% 2	23%	16%	17%	17%	11%	19%



# TRENDS OVER TIME

22-country trends 2018 - 2022



#### GLOBAL TRUSTWORTHINESS TRENDS 2018-2022 22-COUNTRY AVERAGE

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

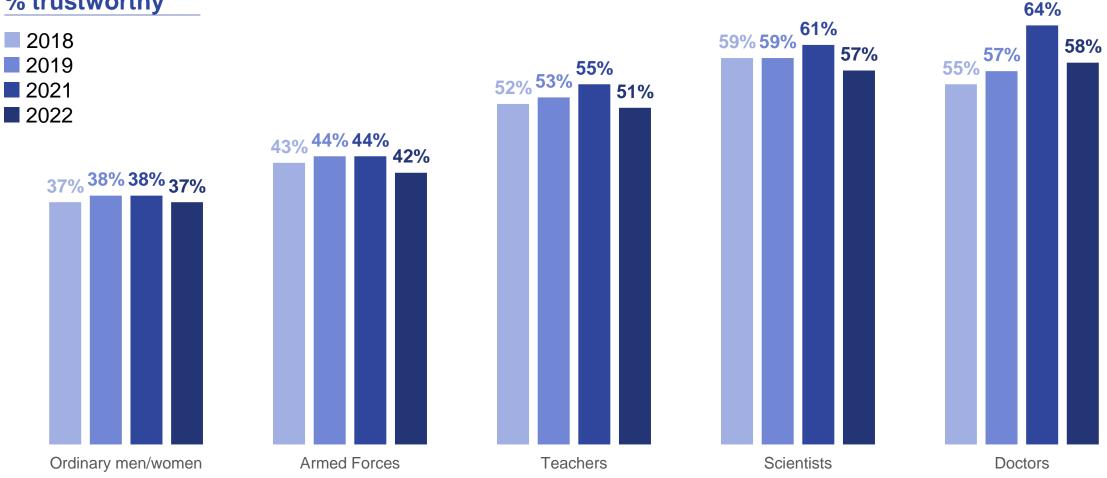
		I rustworthy (1-2)	2021	2019	2018
	Doctors	58%	64%	57%	55%
	Scientists	57%	61%	59%	59%
	Teachers	51%	55%	53%	52%
	Armed Forces	42%	44%	44%	43%
	Ordinary men/women	37%	38%	38%	37%
	The Police	37%	40%	38%	39%
	Judges	35%	37%	33%	32%
	Lawyers	29%	30%	28%	25%
	TV News Anchors	28%	27%	25%	24%
	Pollsters	27%	25%	23%	23%
/	Clergy/Priests	26%	26%	24%	21%
	Government Employees	26%	25%	23%	24%
	Journalists	25%	23%	22%	21%
	Bankers	24%	23%	21%	20%
	Business Leaders	23%	23%	22%	22%
	Advertising Executives	17%	15%	13%	13%
	Cabinet Officials	16%	15%	13%	12%
	Politicians generally	12%	10%	10%	9%

Tructworthy (1-2)

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 22-COUNTRY AVERAGE**





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.

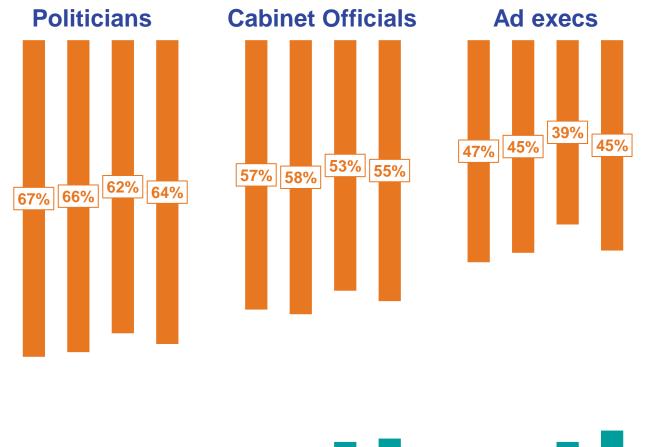
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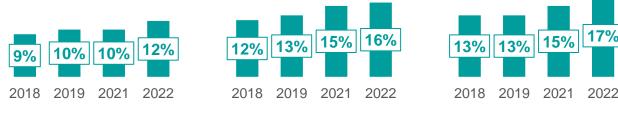


#### THREE LEAST TRUSTED PROFESSIONS 2018-2022 22-COUNTRY AVERAGE

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





Trustworthy (1-2 out of 5)

Untrustworthy (4-5 out of 5)

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.

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# VIEWS OF THE PROFESSIONS

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

	■ Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Averag	ye	59%
Spai	n	71%
Mexic	0	70%
Netherland	S S	69%
Argentin	a	68%
Chin	a	68%
Great Britai	n	66%
<b>e.</b> Franc	e	65%
Australi	a	65%
Canad	a	62%
Denmar	k j	62%
Belgiur		61%
South Afric	a	61%
Colombi	a	61%
Saudi Arabi		60%
Chil	e	60%
German		60%
United State	S	60%
Braz		59%
Turke	у	58%
Malaysi		57%
Indi		55%
Swede		55%
Ita	-	54%
Per		53%
South Kore		43%
Japa		43%
Hungar		0%
Polan	d 39%	<b>%</b>



15%

10% 9% 10% 12% 12% 14%

10%

13% 11%

14% 13% 19%

15%

16% 16% 12%

11% 15% 17% 23% 17% 16% 20% 19% 15% 26% 23%

#### **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** 

	Trustworthy (1-2)	Untrustworthy (4-5	)
Global Country Average		57%	15%
China		71%	12%
Mexico		70%	11%
Spain		70%	12%
Colombia		65%	16%
Argentina		64%	13%
Turkey		63%	17%
Chile		63%	15%
India		63%	19%
Great Britain		62%	11%
Brazil		61%	14%
Saudi Arabia		60%	20%
Denmark		60%	14%
Australia		59%	14%
Netherlands		59%	12%
Canada		58%	12%
France		57%	12%
Italy		56%	18%
Belgium		55%	17%
Sweden		54%	13%
Peru		53%	19%
Hungary		53%	18%
United States		53%	16%
Germany		52%	19%
Malaysia		50%	13%
South Korea		49%	15%
Poland		48%	21%
South Africa		44%	27%
Japan	37	%	11%



#### 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

	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average		52%
China		66%
Brazil		64%
Chile		63%
India		62%
Spain		62%
Netherlands		61%
<b>e.</b> Colombia		59%
Great Britain		59%
Saudi Arabia		58%
United States		58%
Australia		57%
Canada		57%
Malaysia		57%
Turkey		56%
Mexico		55%
South Africa		55%
Argentina		55%
France		52%
Sweden		52%
Hungary		52%
Belgium		47%
Denmark		45%
Italy		43%
Germany		41%
Peru		40%
Poland	34%	
South Korea	31%	
Japan	17%	



16%

12% 15% 14% 17% 11% 10%

16%

<u>11%</u> 19%

14% 14% 12%

10%

17% 16% 18%

12% 14% 18% 17% 17% 17% 18% 20% 21% 23% 29%

### **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

		Trustworthy (1-2)	Untrustworthy (4-5)	
Glob	oal Country Average	41%		23%
	India		64%	18%
	Sweden		56%	11%
	United States		56%	12%
	France		52%	15%
	Great Britain		51%	16%
e.	Australia		50%	15%
С.	Canada		50%	12%
	Spain		47%	25%
	Malaysia		46%	15%
	Netherlands		4%	12%
	Denmark	41%		19%
	Turkey	39%		28%
	Hungary	38%		23%
	Mexico	38%		32%
	Italy	37%		23%
	Argentina	36%	_	28%
	Germany	36%		21%
	Peru	34%		32%
	Japan	33%		16%
	Belgium	33%		20%
	Chile	31%		42%
	Poland	30%		27%
	Brazil	30%		34%
	Colombia	29%		45%
	South Africa	28%		37%
	South Korea	25%		26%



#### TRUST IN ORDINARY MEN/WOMEN BY COUNTRY

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

#### **Ordinary men/women**

	Trustworthy (1-2)
Global Country Average	38%
Mexico	53%
India	52%
China	48%
Saudi Arabia	47%
Colombia	47%
Chile	46%
Spain	44%
e. Denmark	43%
Argentina	41%
United States	40%
Australia	40%
Great Britain	40%
France	39%
Germany	38%
Canada	37%
Brazil	36%
Poland	35%
Peru	35%
Malaysia	35%
Italy	34%
Belgium	32%
Netherlands	32%
Sweden	31%
South Africa	31%
Hungary	27%
Turkey	27%
South Korea	22%
Japan	16%

)		
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		22%
		18%
		19%
		14%
		19%
		17%
		16%
		19%
		28%
		22%
		28%
		<u>19%</u>
		18%

Untrustworthy (4-5)

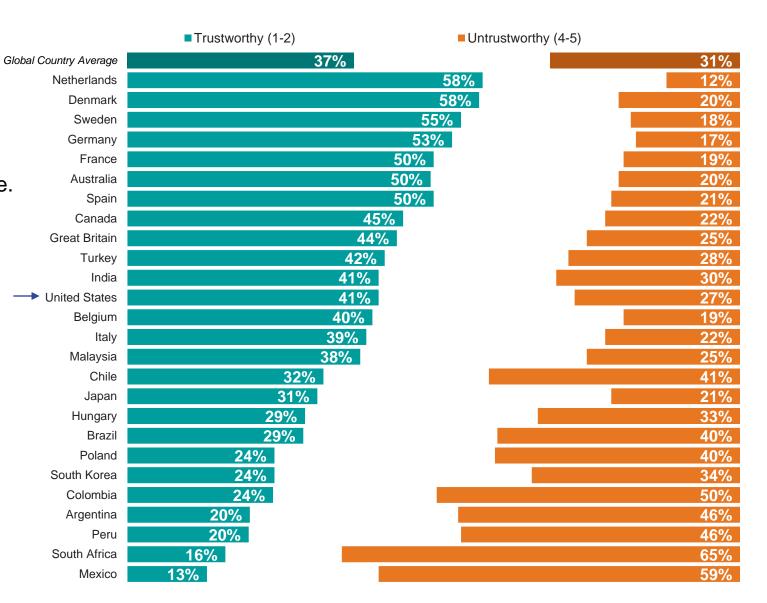


# TRUST IN THE POLICE BY COUNTRY

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** 



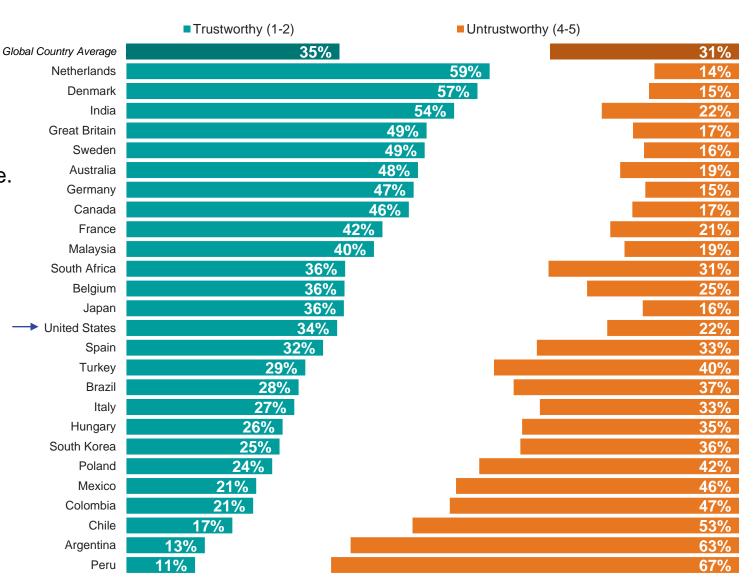


# TRUST IN JUDGES BY COUNTRY

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



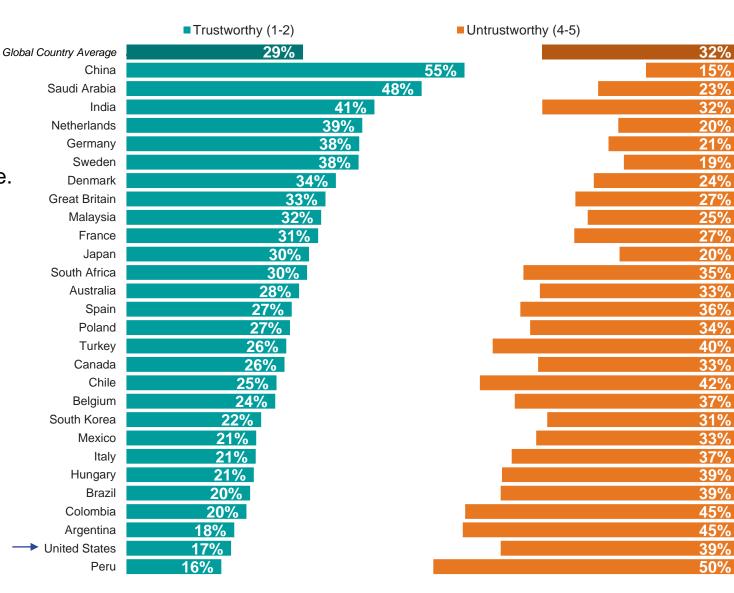


## TRUST IN LAWYERS BY COUNTRY

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



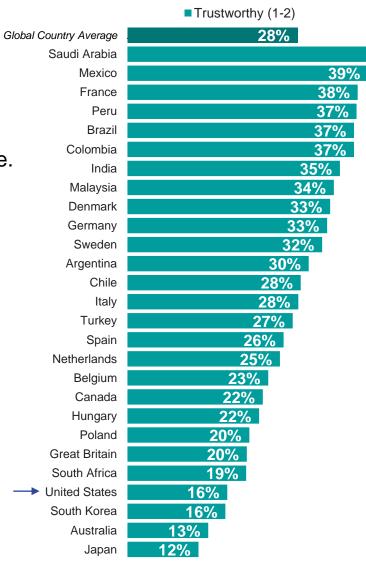


## TRUST IN POLLSTERS BY COUNTRY

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



Untrustworthy (4-5)

50%

 3)	
	28%
	20%
	20%
	18%
	28%
	28%
	29%
	31%
	21%
1	20%
	22%
	23%
	28%
	28%
	28%
	35%
	30%
	24%
	30%
	27%
	33%
	36%
	25%
	31%
	32%
	36%
	36%
	28%



#### **TRUST IN TV NEWS ANCHORSBY** 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 Anchors**

		■ Trustworthy (1-2)	Untrustworth
Glob	al Country Average	28%	
	Saudi Arabia	49%	
	China	47%	
	Sweden	40%	
	Germany	39%	
	Great Britain	37%	
	India	37%	
e.	Netherlands	37%	
	South Africa	37%	
	Malaysia	36%	
	Denmark	34%	
	Canada	30%	
	Belgium	30%	
	Brazil	28%	
	Australia	27%	
	United States	24%	
	France	24%	
	South Korea	21%	
	Spain	20%	
	Peru	20%	
	Turkey	20%	
	Italy	19%	
	Chile	19%	
	Japan	19%	
	Argentina	19%	
	Colombia	18%	
	Mexico	17%	
	Poland	15%	
	Hungary	15%	

thy (4-5)

34%
23%
16%
24%
24%
20%
34%
20%
30%
19%
25%
27%
27%
36%
30%
37%
36%
30%
40%
50%
47%
42%
49%
25%
48%
53%
47%
48%
48%

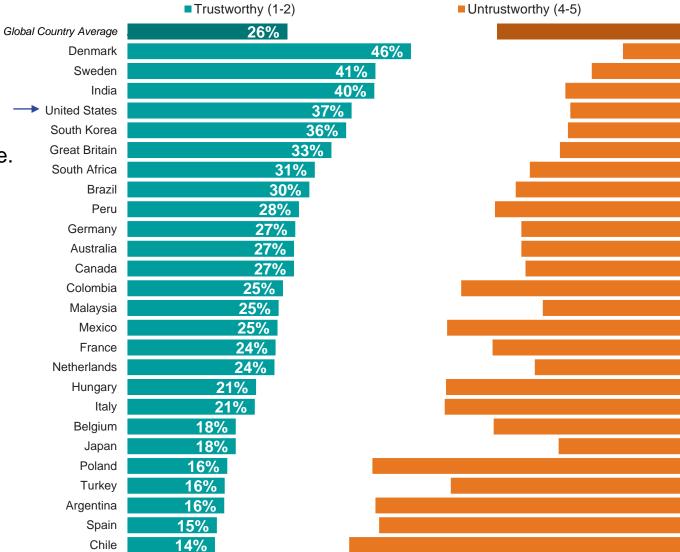


# TRUST IN CLERGY/PRIESTS BY COUNTRY

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**



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



40%

19%

24%

29%

28%

28%

29%

34%

37%

40%

36%

36%

35%

46%

32%

48%

40%

34%

48%

48%

40%

30%

60%

47%

60%

59%

64%

# 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

	■ Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	25%	
China		5%
Saudi Arabia	449	
India	38%	
Netherlands	34%	_
Brazil	34%	
Mexico	33%	
Germany	29%	
South Africa	29%	
Canada	28%	
Malaysia	28%	
France	27%	
Sweden	27%	
Chile	25%	
United States	24%	
Poland	24%	
Denmark	24%	
Peru	23%	
Colombia	23%	
Australia	21%	
Belgium	21%	
Great Britain	20%	
Argentina	18%	
Italy	18%	
Spain	17%	
Japan	16%	
Turkey	16%	
South Korea	15%	
Hungary	9%	



38%

<u>20%</u> 27%

35% 22% 34% 30%

32% 38%

30%

27% 36% 37%

44%

37% 40% 36%

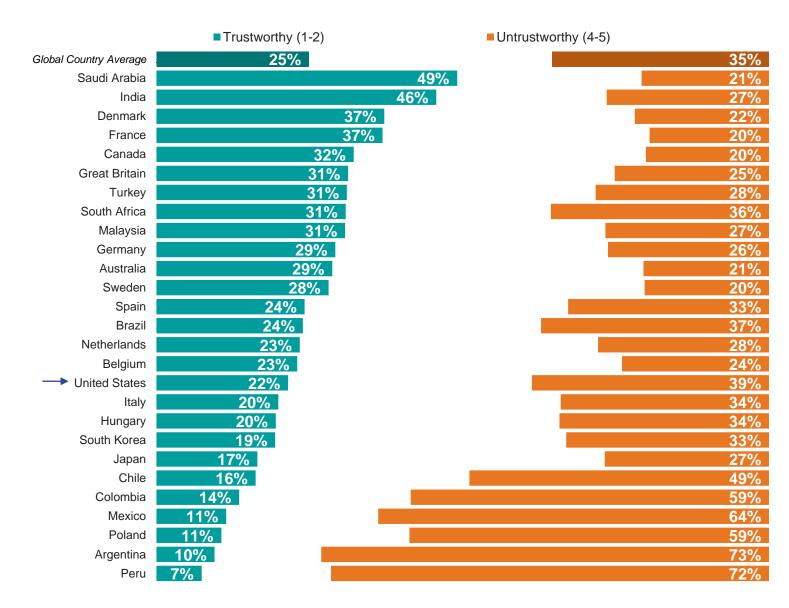
47% 44% 38% 42% 46% 46% 36% 50% 43% 58%

#### TRUST IN GOVERNMENT EMPLOYEES 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 Employees**



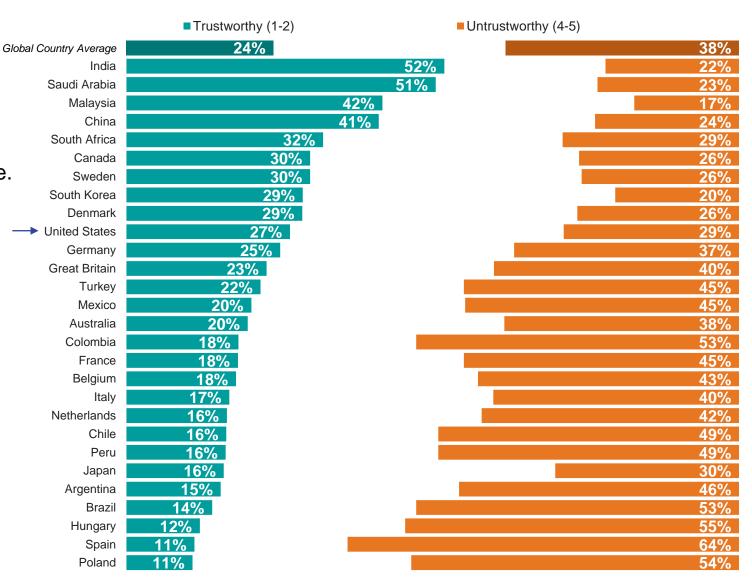


# TRUST IN BANKERS BY COUNTRY

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



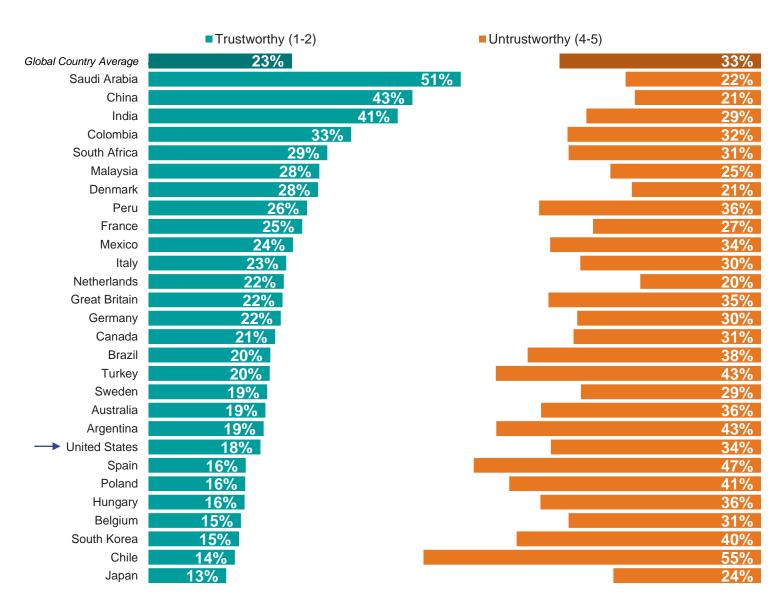


#### TRUST IN BUSINESS LEADERS BY COUNTRY

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 EXECS 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**

	Trustworthy (1-2)	Untrustworthy
Global Country Average	18%	
Saudi Arabia	40%	
India	35%	
China	30%	
Colombia	25%	
South Africa	24%	
Mexico	22%	
<b>e.</b> Malaysia	21%	
Germany	18%	
Brazil	18%	
Peru	18%	
Turkey	18%	
Chile	17%	
Argentina	17%	
Great Britain	16%	
Italy	16%	
Canada	15%	
Denmark	15%	
Belgium	<u>    14%  </u>	
Sweden	14%	
Spain	13%	
United States	13%	
France	13%	
Australia	12%	
Poland	11%	
Netherlands	11%	
South Korea	10%	
Japan	9%	
Hungary	8%	

v (4-5)

43%
29%
32%
38%
36%
38%
36%
31%
49%
39%
42%
42 %
44%
40%
45%
43%
44%
42%
58%
49%
51%
48%
56%
51%
52%
43%
52%
31%
52%



# TRUST IN CABINET OFFICIALS 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.

**Cabinet Officials** 

Trustworthy (1-2) Untrustworthy (4-5) 16% Global Country Average 55% 31% 43% India 28% 28% Denmark 26% 29% Sweden 23% 42% Germany 49% 20% Malaysia 19% 46% Canada 56% 18% Turkey 17% 50% South Korea 17% 43% Netherlands 57% 17% Great Britain 16% 50% Australia 16% 55% France 15% 59% Mexico 15% 49% United States 14% 54% Belgium 14% 62% Chile 52% 14% Italv 13% 64% Brazil Poland 13% 68% 12% Colombia 65% 11% South Africa 73% 11% 66% Spain 10% 76% Peru 10% 48% Japan 9% 71% Hungary 7% 74% Argentina



# 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** 

Trustworthy (1-2) Untrustworthy (4-5) Global Country Average 12% 64% 28% 50% India 21% 43% Denmark 18% 48% Germany 17% 52% Malaysia 16% 60% Great Britain 52% 15% Sweden 14% Turkey 68% 14% 56% Canada 14% 57% France 47% 13% Netherlands 12% 58% Australia 12% 55% Belgium 11% 63% Italy 10% 76% South Africa 10% 66% United States 9% 69% South Korea 75% Colombia 9% 9% 76% Brazil Mexico 9% 69% Spain 8% 76% 8% 82% Argentina 7% 56% Japan 7% 74% Poland 7% 79% Chile 7% 76% Hungary 83% 7% Peru



#### METHODOLOGY

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.

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**

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).

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

# **GAME CHANGERS**

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.



