GLOBAL TRUSTWORTHINESS INDEX 2022

Who does the world trust? 15 August, 2022

For more information, see

URL TBC





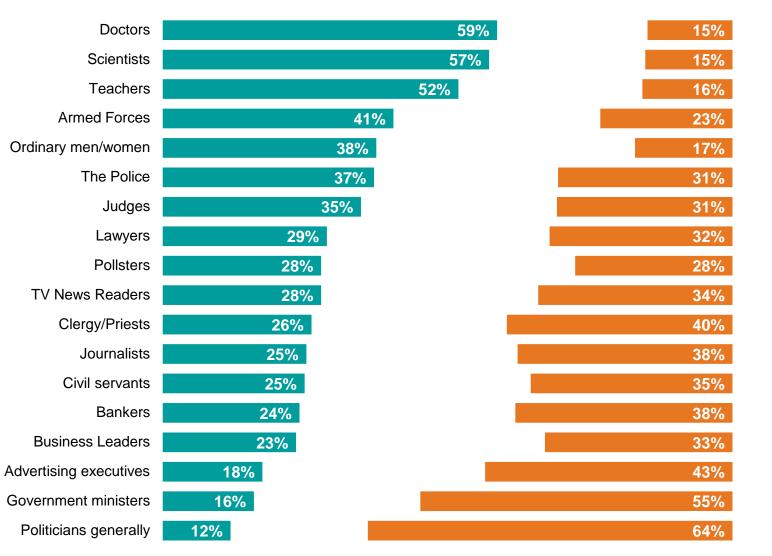
GLOBAL INDEX



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.



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

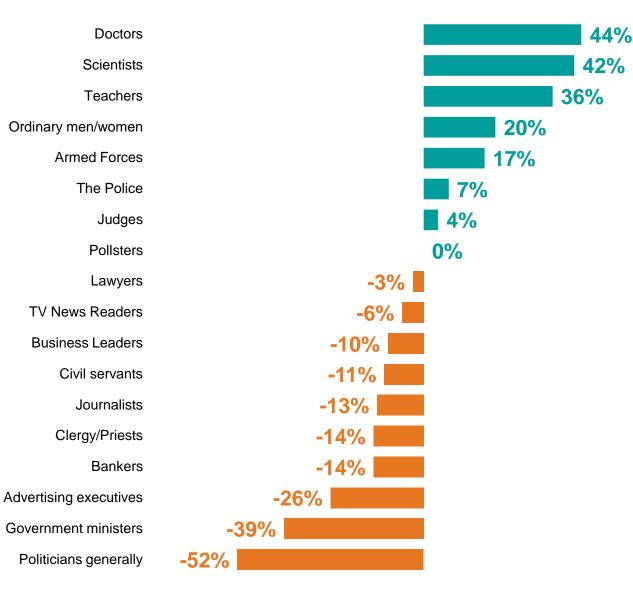
GLOBAL TRUSTWORTHINESS RANKING 2022 **NET TRUST**

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)



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

PERU 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

Doctors 53% 20% Scientists 53% 19% Teachers 40% 20% Pollsters 37% 28% Ordinary men/women 35% 19% Armed Forces Members 34% 32% Clergy/ Priests 28% 40% **Business Leaders** 26% 36% Journalists 23% 47% The Police 20% 46% **TV News Readers** 20% 50% Advertising executives 18% 42% Bankers 16% 49% Lawyers 16% 50% Judges 67% 11% Government ministers 10% 76% Civil Servants 7% 72% Politicians generally 7% 83%

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

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

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1	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%	619
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%	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%	o 289
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%	» 31º
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%	۶ 16 ⁰
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%	5 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%	,19
TV News Readers	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
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
Civil Servants	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%	› 31º
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%	» 29°
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%	› 24 ⁰
Government ministers	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 [,]
Politicians generally	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 ⁴

S L THINESS 2022 SIONS/MARKI S Ш Y R Ω N

6 – © Ipsos

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



Index Index Index <th>Top three:</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>_</th> <th></th> <th>_</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>	Top three:							_																_						
#3 most untrustworthy Politicians generally genera			*	*			*	*	*2	_	B		機				(3)		•	***	\$	(*		۲		※お書約 — ·	-	C*		
Viscous Viscous <t< th=""><th></th><th></th><th>ARG</th><th>AUS</th><th>BEL</th><th>BRA</th><th>CAN</th><th>CHL</th><th>CHN</th><th>COL</th><th>DEU</th><th>DNK</th><th>ESP</th><th>FRA</th><th>GBR</th><th>HUN</th><th>IND</th><th>ITA</th><th>JAP</th><th>KOR</th><th>MEX</th><th>MYS</th><th>NDL</th><th>PER</th><th>POL</th><th>KSA S</th><th>SWE</th><th>TRK</th><th>USA F</th><th>RSA</th></t<>			ARG	AUS	BEL	BRA	CAN	CHL	CHN	COL	DEU	DNK	ESP	FRA	GBR	HUN	IND	ITA	JAP	KOR	MEX	MYS	NDL	PER	POL	KSA S	SWE	TRK	USA F	RSA
Advertising executives 0.00 51% 50% 39% 44% 44% 38% 66% 45% 55% 25% 32% 43% 42% 51% 56% 45% 52% 32% 43% 42% 52% 29% 49% 30% 38% 38% 38% 46% 36% 19% 59% 40% 29% 48% 30% 28% 48% 30% 27% 22% 47% 40% 28% 34% 40% 48% 38% Journalists 46% 38% 30% 21% 24% 30% 21% 24% 30% 21% 26% 64% 45% 40% 50% 27% 24% 47% 40% 27% 28% 29% 29% 20	#3 most untrustworthy	Politicians generally	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% 7	76%
Adversising	(0)	Government ministers	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% 7	73%
Clefgyrriests 60% 36% 40% 37% 37% 37% 36% 46% 36% 45% 46% 36% 45% 46% 36% 47% 36% 27% 26% 46% 45% 46% 36% 47% 36% 27% 26% 46% 45% 46% 36% 47% 36% 27% 26% 45% 46% 47% 36% 47% 37% 36% 47% 37% 36% 47% <td>Η.</td> <td>Advertising executives</td> <td>40%</td> <td>51%</td> <td>58%</td> <td>39%</td> <td>44%</td> <td>44%</td> <td>38%</td> <td>36%</td> <td>49%</td> <td>42%</td> <td>51%</td> <td>56%</td> <td>45%</td> <td>52%</td> <td>32%</td> <td>43%</td> <td>31%</td> <td>52%</td> <td>36%</td> <td>31%</td> <td>43%</td> <td>42%</td> <td>52%</td> <td>29%</td> <td>49%</td> <td>48%</td> <td>48% 3</td> <td>38%</td>	Η.	Advertising executives	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% 3	38%
Bankers 46% 36% 37% 26% 64% 65% 22% 40% 50% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20% 20%		Clergy/Priests	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% 3	34%
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Business Leaders 43% 36% 31% 38% 31% 55% 21% 32% 30% 21% 47% 27% 35% 36% 21% 33% 22% 21% 32% 30% 21% 47% 27% 35% 36% 29% 30% 24% 40% 34% 25% 20% 36% 41% 22% 29% 43% 34% 31% 33% 37% 39% 33% 26% 20% 30% 21% 47% 27% 35% 36% 29% 31% 33% 25% 20% 50% 31% 33% 25% 20% 50% 31% 33% 25% 20% 50% 17% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% 21% 20% <td></td> <td>Civil Servants</td> <td>73%</td> <td>21%</td> <td>24%</td> <td>37%</td> <td>20%</td> <td>49%</td> <td>-</td> <td>59%</td> <td>26%</td> <td>22%</td> <td>33%</td> <td>20%</td> <td>25%</td> <td>34%</td> <td>27%</td> <td>34%</td> <td>27%</td> <td>33%</td> <td>64%</td> <td>27%</td> <td>28%</td> <td>72%</td> <td>59%</td> <td>21% :</td> <td>20%</td> <td>28%</td> <td>39% 3</td> <td>36%</td>		Civil Servants	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% 3	36%
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	പ പ	Teachers	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% 1	18%
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	AL	Doctors	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% 1	19%

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



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?

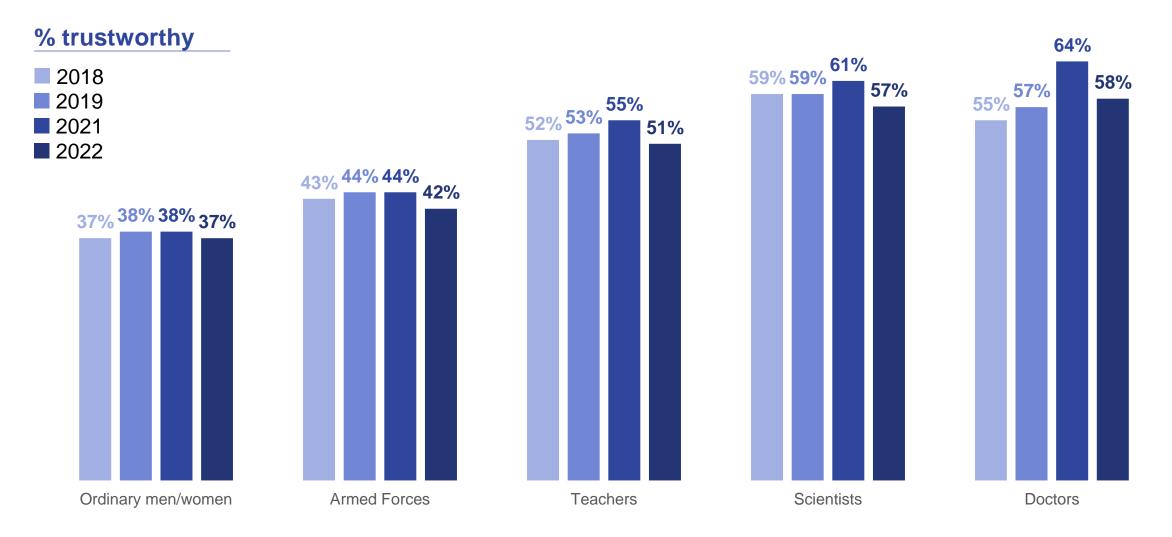
Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

		Trustworthy (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%
	Television news readers	28%	27%	25%	24%
,	Pollsters	27%	25%	23%	23%
	Clergy/Priests	26%	26%	24%	21%
	Civil Servants	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%
	Government ministers	16%	15%	13%	12%
	Politicians generally	12%	10%	10%	9%

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



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.

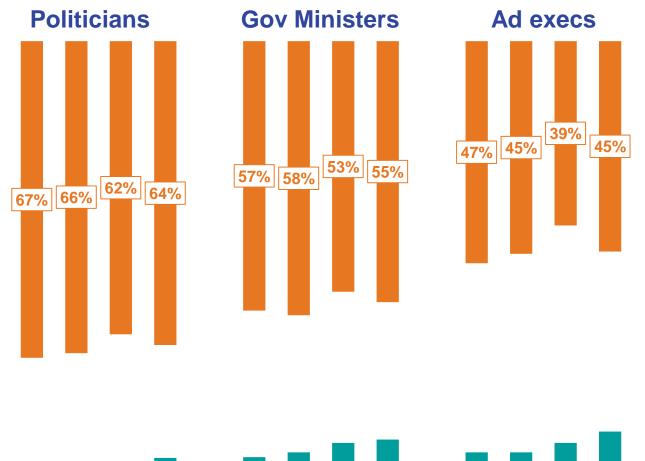
10 – © lpsos

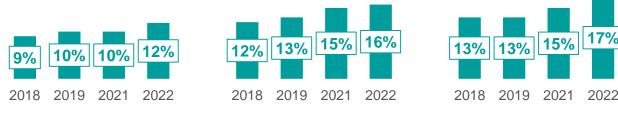


THREE LEAST TRUSTED **PROFESSIONS 2018-2022**

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





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. **11 –** © lpsos



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	5)
Glob	bal Country Average		59%	
	Spain		71%	
	Mexico		70%	
	Netherlands		69%	
	Argentina		68%	
	China		68%	
	Great Britain		66%	
e.	France		65%	
	Australia		65%	
	Canada		62%	
	Denmark		62%	
	Belgium		61%	
	South Africa		61%	
	Colombia		61%	
	Saudi Arabia		60%	
	Chile		60%	
	Germany		60%	
	United States		60%	
	Brazil		59%	
	Turkey		58%	
	Malaysia		57%	
	India		55%	
	Sweden		55%	
	Italy		54%	
	Peru		53%	
	South Korea	43	%	
	Japan	43'	%	
	Hungary	40%		
	Poland	39%		

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

13 - © Ipsos 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 be en adjusted to the population size of each country or market and is not intended to suggest a total result.



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	5)
Global Country Average		57%	
China		71%	
Mexico		70%	
Spain		70%	
Colombia		65%	
Argentina		64%	
Turkey		63%	
e. Chile		63%	
India		63%	
Great Britain		62%	
Brazil		61%	
Saudi Arabia		60%	
Denmark		60%	
Australia		59%	
Netherlands		59%	
Canada		58%	
France		57%	
Italy		56%	
Belgium		55%	
Sweden		54%	
Peru		53%	
Hungary		53%	
United States		53%	
Germany		52%	
Malaysia		50%	
South Korea		49%	
Poland		48%	
South Africa		44%	
Japan	37%	6	

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

14 – © Ipsos 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.



15%

12% 11% 12% 16% 13% 17%

15% 19%

11%

14% 20% 14%

14%

12% 12% 12%

18% 17% 13% 19% 18% 16% 19% 13% 21% 21% 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)
Globa	al Country Average		52%
	China		66%
	Brazil		64%
	Chile		63%
	India		62%
	Spain		62%
	Netherlands		61%
e.	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		11%
	Peru		0%
	Poland	34%	
	South Korea	31%	
	Japan	17%	

29%

16%

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

16%

<u>11%</u> 19%

14% 14% 12%

10%

17% 16% 18%

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

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.



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)
Global Cou	ntry Average	41%		23%
	India		64%	18%
	Sweden		56%	11%
Ur	nited States		56%	12%
	France		52%	15%
G	reat Britain		51%	16%
le.	Australia		50%	15%
0.	Canada		50%	12%
	Spain		47%	25%
	Malaysia	4	I6%	15%
١	letherlands	44	1%	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%
S	outh Korea	25%		26%



Ipsos Global Trustworthiness Index 2022 – 18,014 participants across 26 countries, interviewed online 27 May – 10 June 2022 Online samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, 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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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

	Trustworthy (1-2)	
	38%	Global Country Average
5		Mexico
52		India
48%		China
47%		Saudi Arabia
47%		Colombia
46%		Chile
4%	4	Spain
8%	43	e. Denmark
6	41%	Argentina
0	40%	United States
	40%	Australia
	40%	Great Britain
	39%	France
	38%	Germany
	37%	Canada
	36%	Brazil
	35%	Poland
	35%	Peru
	35%	Malaysia
	34%	Italy
	32%	Belgium
	32%	Netherlands
	31%	Sweden
	31%	South Africa
	27%	Hungary
	27%	Turkey
	22%	South Korea
	16%	Japan

Untrustworthy (4-5)

53% 52%

17%	
14%	
17%	
15%	
21%	
16%	
16%	
13%	
14%	
16%	
12%	
15%	
13%	
13%	
13%	
12%	
22%	
18%	
19%	
14%	
19%	
17%	
17% 16%	
19%	
28%	
22%	
22% 28%	
19%	
18%	

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

17 – © lpsos 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.

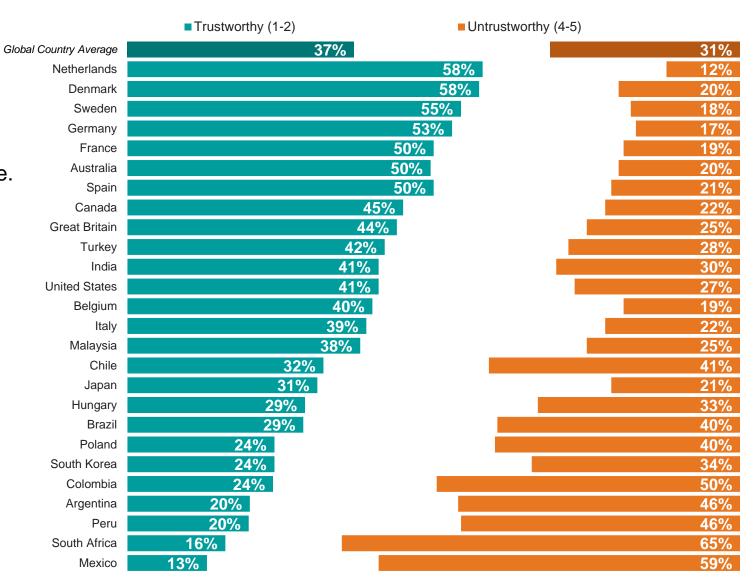


TRUST IN THE POLICE BY COUNTRY

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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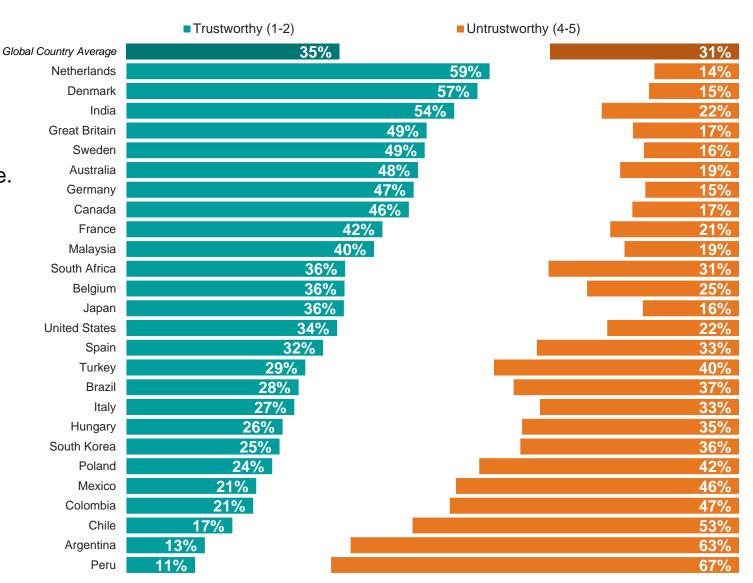
TRUST IN JUDGES BY COUNTRY

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

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Online samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, 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.



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

		■ Trustworthy (1-2)	Untr	ustworthy (4-5)	
Globa	l Country Average	29%			32%
	China		55%		15%
	Saudi Arabia		48%		23%
	India	41%			32%
	Netherlands	39%			20%
	Germany	38%			21%
	Sweden	38%			19%
e.	Denmark	34%			24%
	Great Britain	33%			27%
	Malaysia	32%			25%
	France	31%			27%
	Japan	30%			20%
	South Africa	30%			35%
	Australia	28%			33%
	Spain	27%			36%
	Poland	27%			34%
	Turkey	26%			40%
	Canada	26%			33%
	Chile	25%			42%
	Belgium	24%			37%
	South Korea	22%			31%
	Mexico	21%			33%
	Italy	21%			37%
	Hungary	21%			39%
	Brazil	20%			39%
	Colombia	20%			45%
	Argentina	18%			45%
	United States	17%			39%
	Peru	16%			50%

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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

		■Trustworthy (1-2)
Globa	l Country Average	28%
	Saudi Arabia	
	Mexico	39%
	France	38%
	Peru	37%
	Brazil	37%
~	Colombia	37%
e.	India	35%
	Malaysia	34%
	Denmark	33%
	Germany	33%
	Sweden	32%
	Argentina	30%
	Chile	28%
	Italy	28%
	Turkey	27%
	Spain	26%
	Netherlands	25%
	Belgium	23%
	Canada	22%
	Hungary	22%
	Poland	20%
	Great Britain	20%
	South Africa	<u> 19% </u>
	United States	16%
	South Korea	16%
	Australia	13%
	Japan	12%

Untrustworthy (4-5)

50%

iiy (+	6)
	28%
	20%
	20%
	18%
	28%
	28%
	29%
	31%
	21%
	20%
	22%
	23%
	28%
	28%
	28%
	35%
	30%
	24%
	30%
	27%
	33%
	36%
	25%
	31%
	32%
	36%
	36%
	28%

Ipsos Global Trustworthiness Index 2022 – 18,514 participants across 27 countries, interviewed online 27 May – 10 June 2022

21 - © Ipsos Online samples in Brazil, Chile, 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 be en adjusted to the population size of each country or market and is not intended to suggest a total result.



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

		■ Trustworthy (1-2)	Untrustw
Glob	oal 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	<u> </u>	
	Poland	15%	
	Hungary	15%	

Untrustworthy (4-5)

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%

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22 - © Ipsos 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 be en adjusted to the population size of each country or market and is not intended to suggest a total result.



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

		Trustworthy (1-2)		Untrustworthy (4-5)
Global Country Average		26%		
Denmark			46%	
	Sweden	4	1%	
	India	40)%	
	United States	37%		
	South Korea	36%		
e.	Great Britain	33%		
0.	South Africa	31%		
	Brazil	30%		
	Peru	28%		
	Germany	27%		
	Australia	27%		
	Canada	27%		
	Colombia	25%		
	Malaysia	25%		
	Mexico	25%		
	France	24%		
	Netherlands	24%		
	Hungary	21%		
	Italy	21%		
	Belgium	18%		
	Japan	18%		
	Poland	16%		
	Turkey	16%		
	Argentina	16%		
	Spain	15%		
	Chile	14%		

Ipsos Global Trustworthiness Index 2022 – 18,014 participants across 26 countries, interviewed online 27 May – 10 June 2022

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40%

19% 24%

29% 28% 28% 29%

34%

37%

40% 36% 36%

35%

46% 32% 48%

40% 34% 48% 40% 30% 60% 47% 60% 59% 64%

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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

	■ Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	25%	
China	459	%
Saudi Arabia	44%	
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%
	20%
	27%
	35%
	22%
	34%
	30%
	32%
	38%
	30%
	27%
	36%
	37%
	 44%
_	37%
	 40%
	36%
	47%
	44%
	41%
	38%
	42%
	46%
	44%
	46%
	36%
	50%
	43%
	58%

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 **24** – © lpsos 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.

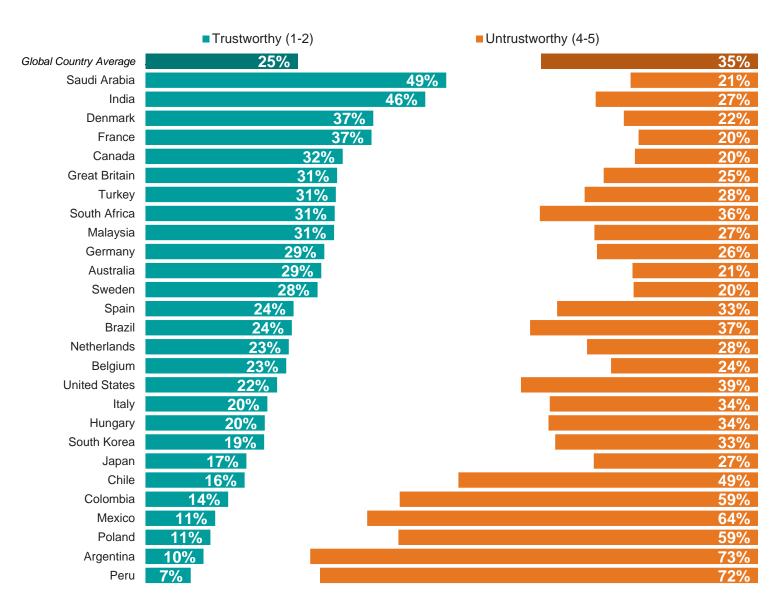


TRUST IN CIVIL SERVANTS BY COUNTRY

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



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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

		■ Trustworthy (1-2)		Untrustworthy (4-5)	
Global Country Average		24%			38%
	India		52%		22%
	Saudi Arabia		51%		23%
	Malaysia	42	%		17%
	China	419			24%
	South Africa	32%			29%
	Canada	30%			26%
e.	Sweden	30%			26%
	South Korea	29%		-	20%
	Denmark	29%			26%
	United States	27%			29%
	Germany	25%			37%
	Great Britain	23%			40%
	Turkey	22%			45%
	Mexico	20%			45%
	Australia	20%			38%
	Colombia	18%			53%
	France	18%			45%
	Belgium	18%			43%
	Italy	17%			40%
	Netherlands	16%			42%
	Chile	16%			49%
	Peru	16%			49%
	Japan	16%			30%
	Argentina	15%			46%
	Brazil	14%			53%
	Hungary	12%			55%
	Spain	11%			64%
	Poland	11%			54%

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

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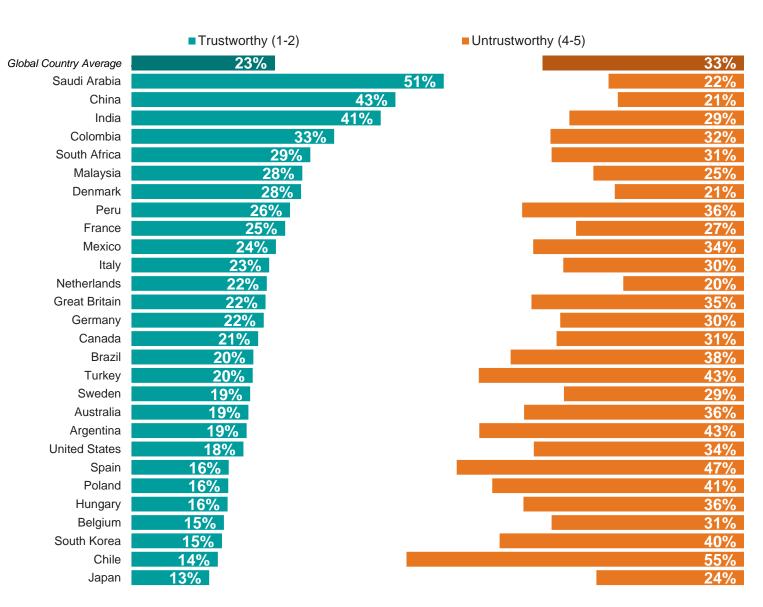


TRUST IN BUSINESS LEADERS BY COUNTRY

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

(4-5)

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

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

28 – © lpsos 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



TRUST IN GOVERNMEN **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

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

Ipsos Global Trustworthiness Index 2022 – 18,014 participants across 26 countries, interviewed online 27 May – 10 June 2022 Online samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, 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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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 **United States** 10% 66% 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

Ipsos Global Trustworthiness Index 2022 – 18,014 participants across 26 countries, interviewed online 27 May – 10 June 2022 Online samples in Brazil, Chile, Colombia, India, Malaysia, Mexico, Peru, 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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METHODOLOGY

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

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

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.



