

GLOBAL TRUSTWORTHINESS INDEX 2022

Who does the world trust?

15 August, 2022

For more information, see

URL TBC

GAME CHANGERS



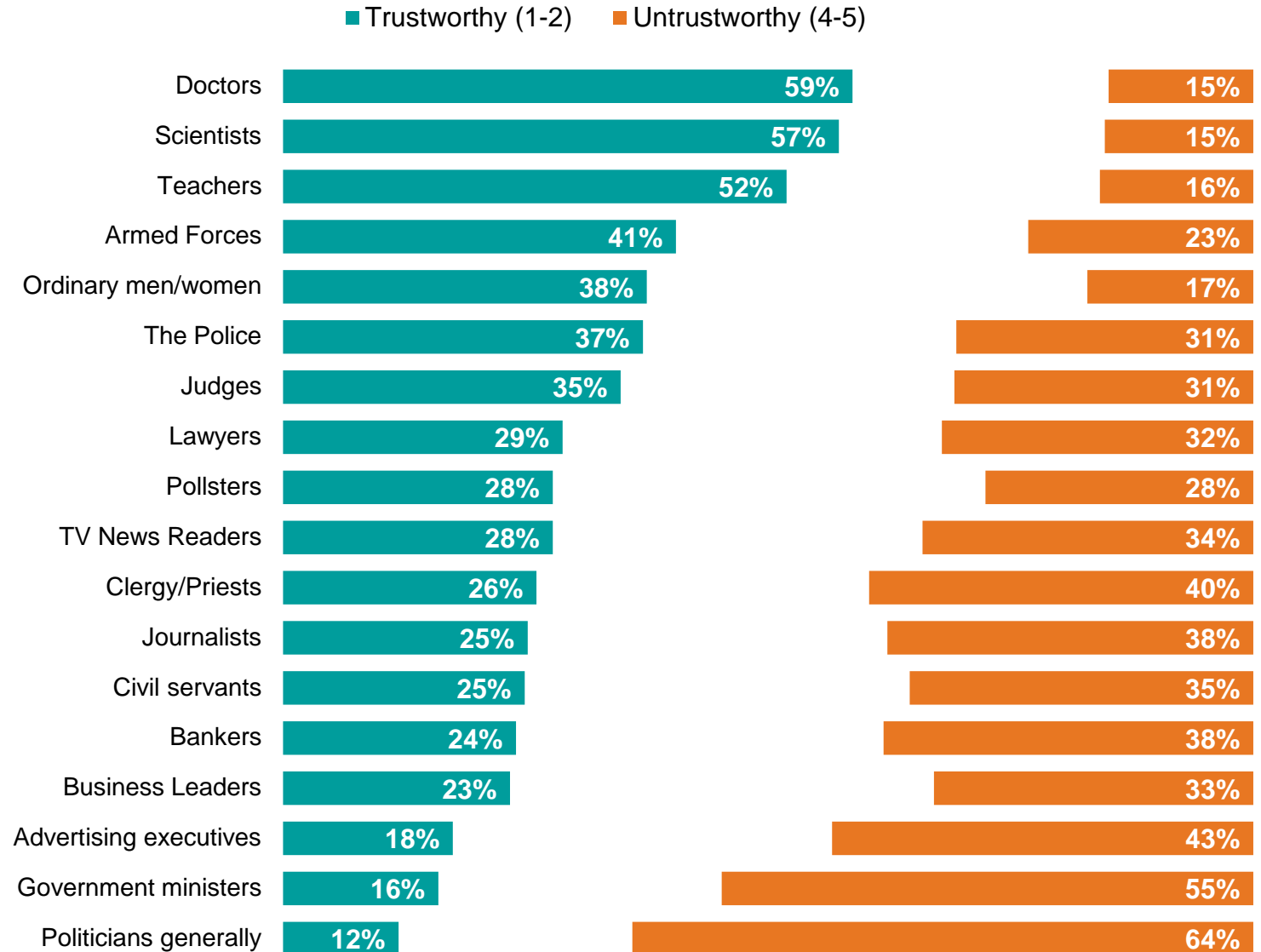
GLOBAL INDEX

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

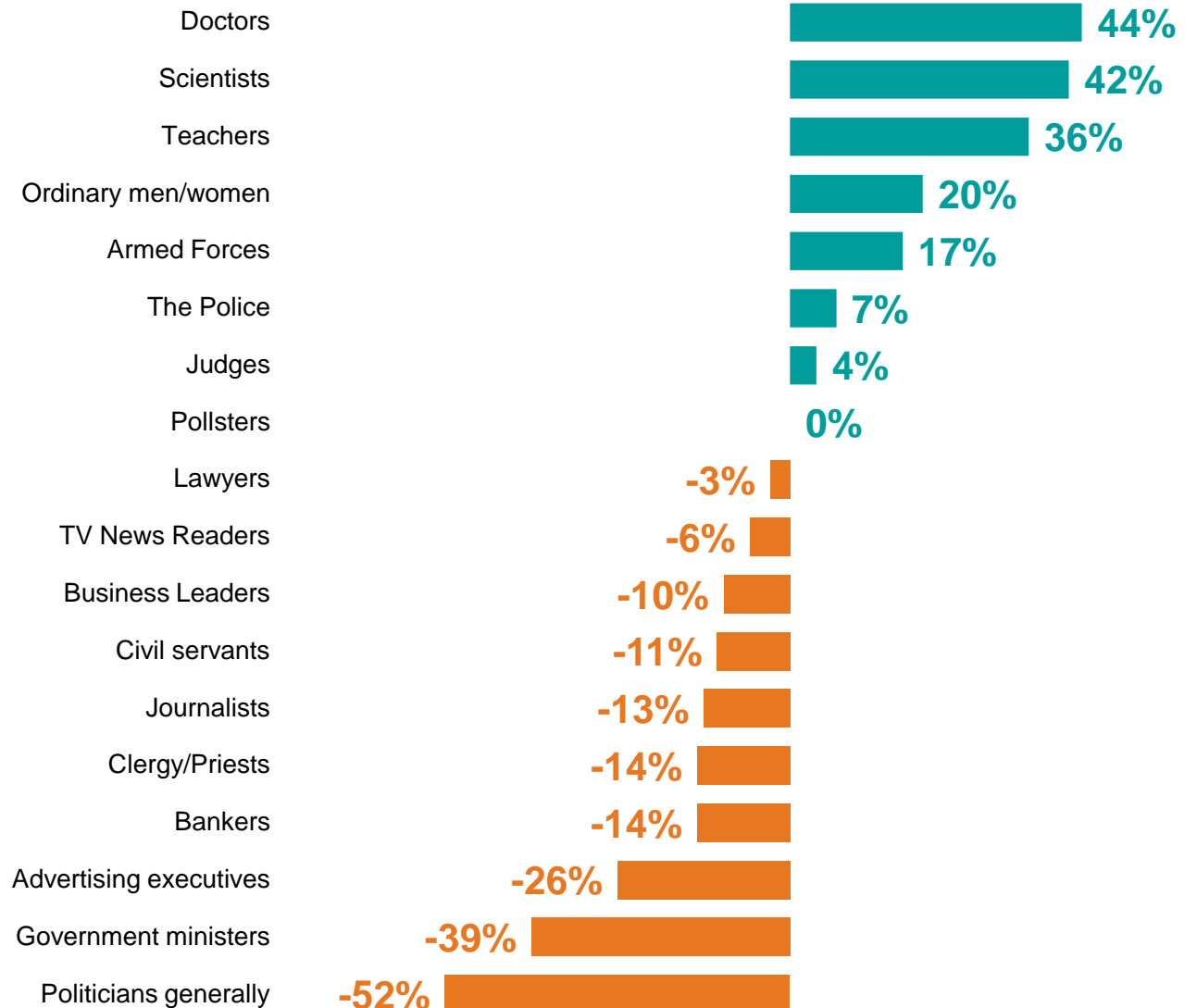
NET TRUST

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)

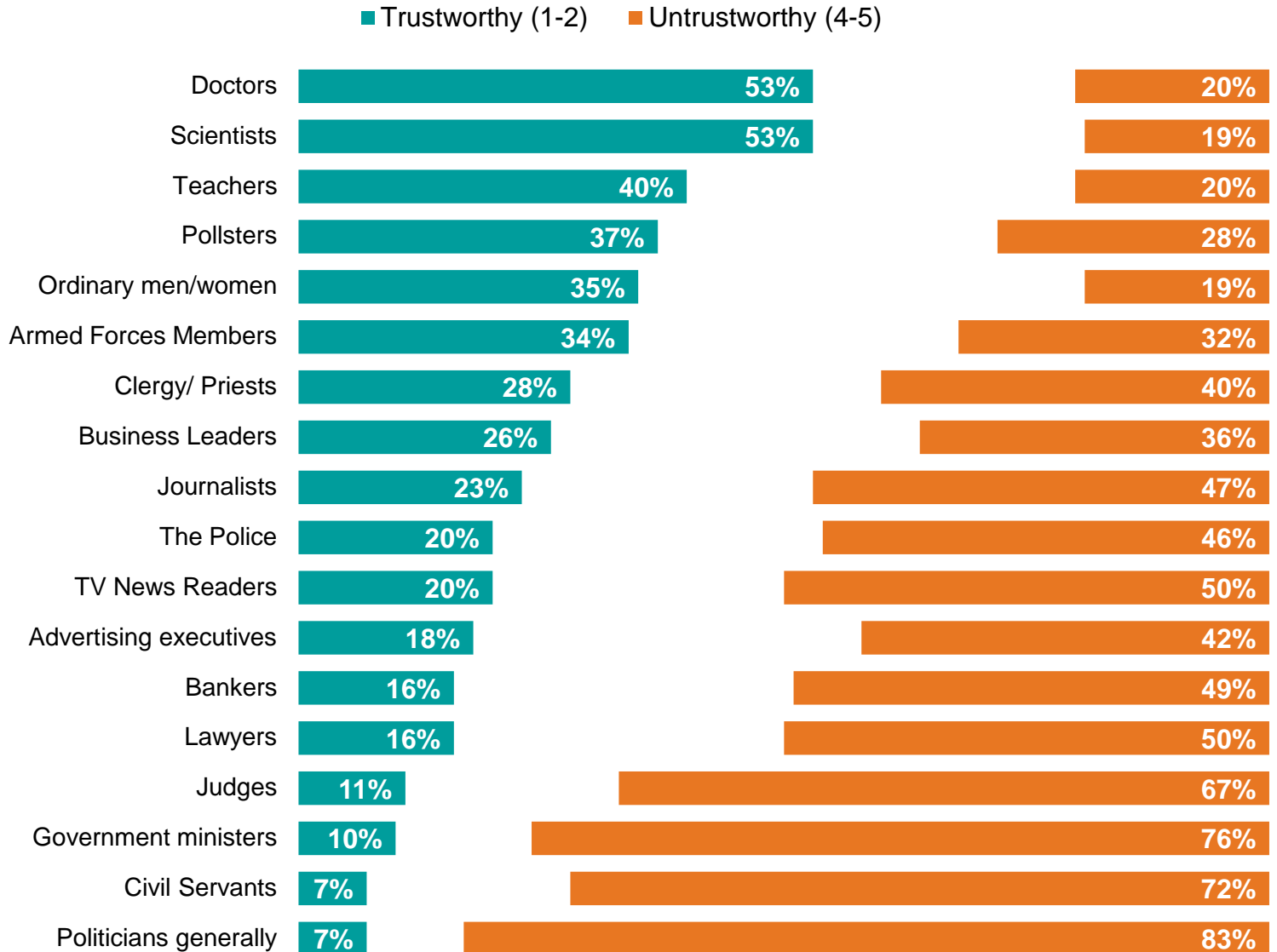


Ipsos Global Trustworthiness Index 2022 – 21,515 participants across 28 countries, interviewed online 27 May – 10 June 2022

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



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

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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
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%	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%	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%	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%	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%	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%
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%

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	NDL	PER	POL	KSA	SWE	TRK	USA	RSA
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%	76%
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%	73%
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%	38%
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%	34%
Journalists	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%
Bankers	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%
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%	36%
TV News Readers	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%
Business Leaders	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%
Lawyers	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%
The Police	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%
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%
Pollsters	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%
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%
Ordinary men/women	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%
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%	18%
Scientists	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%
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%	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

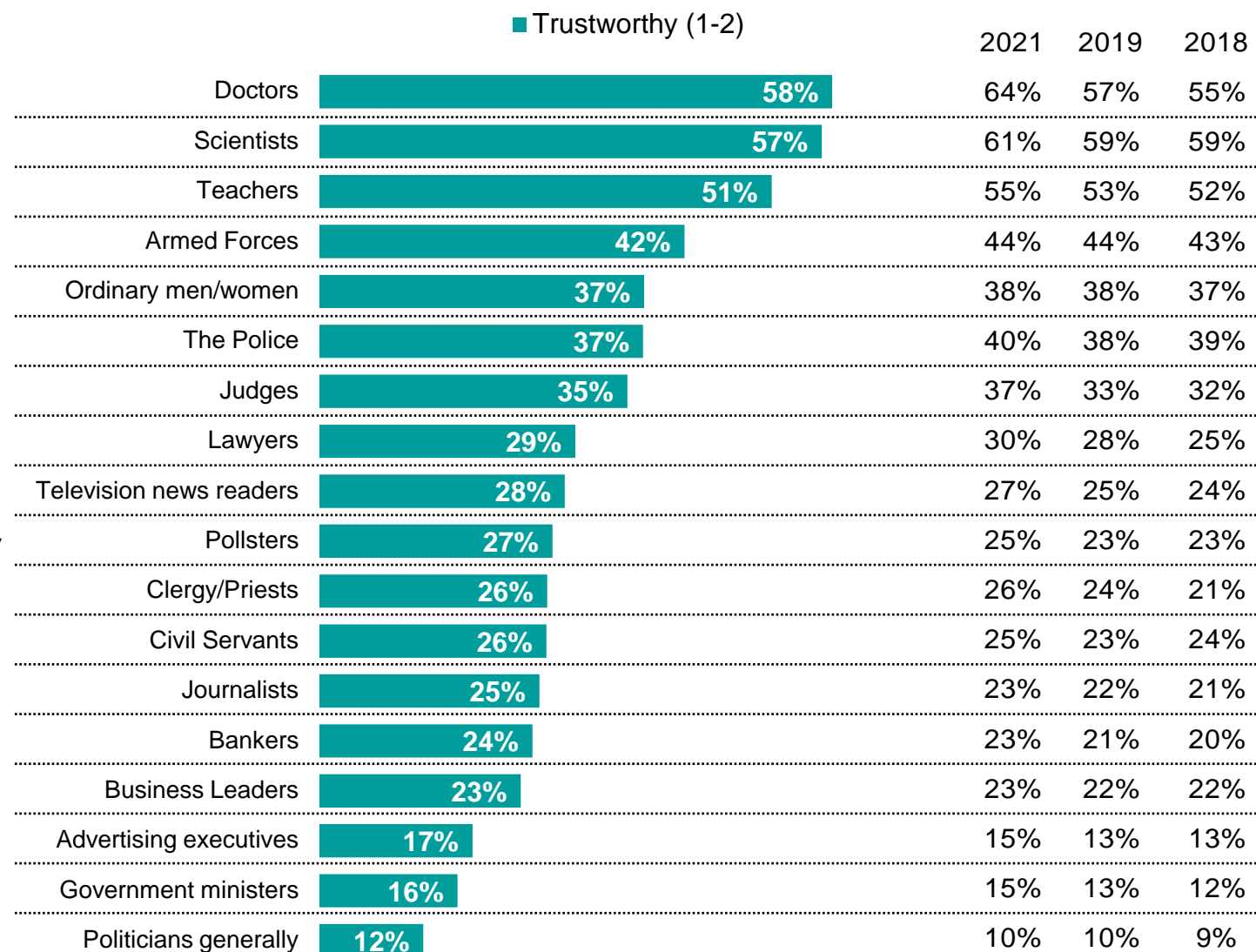
22-country trends
2018 - 2022

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

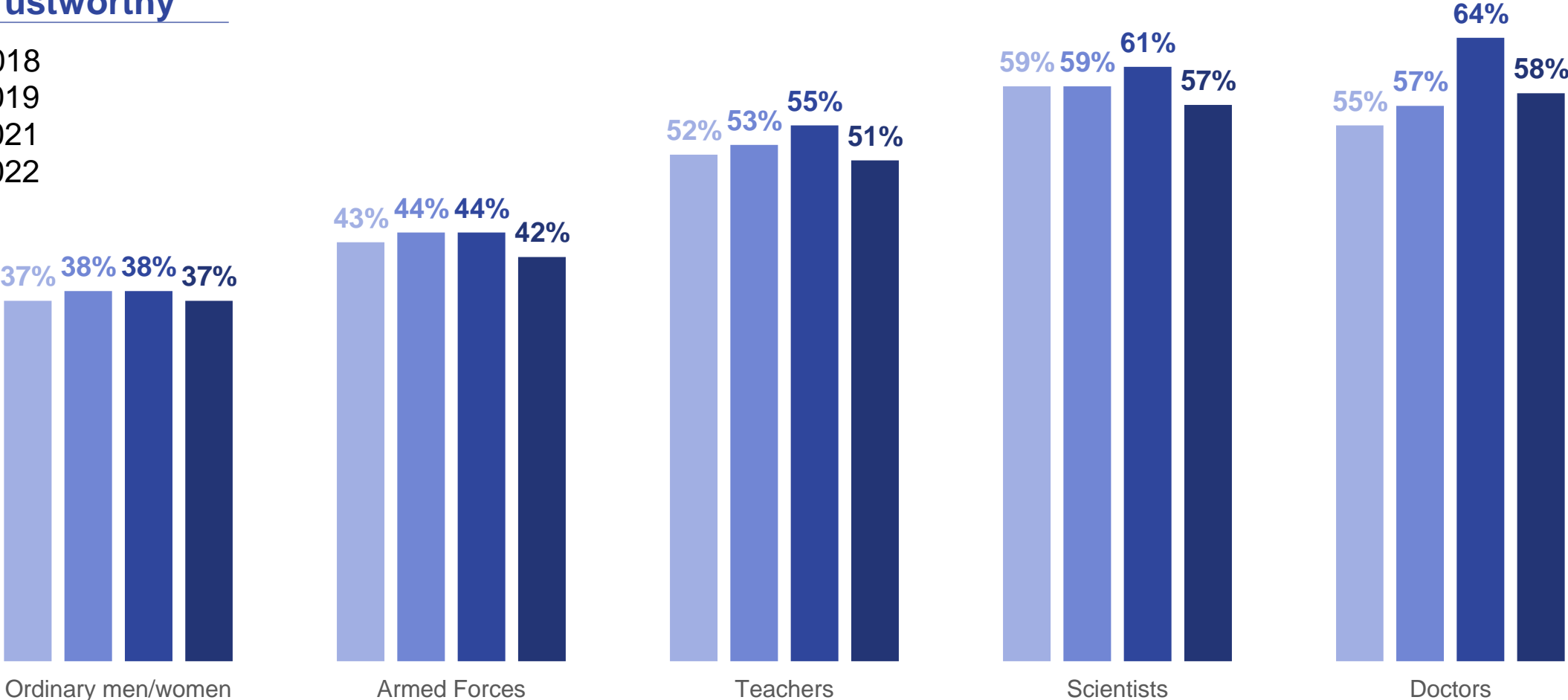


Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 28-country average presented elsewhere. Note that Russia was included in previous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



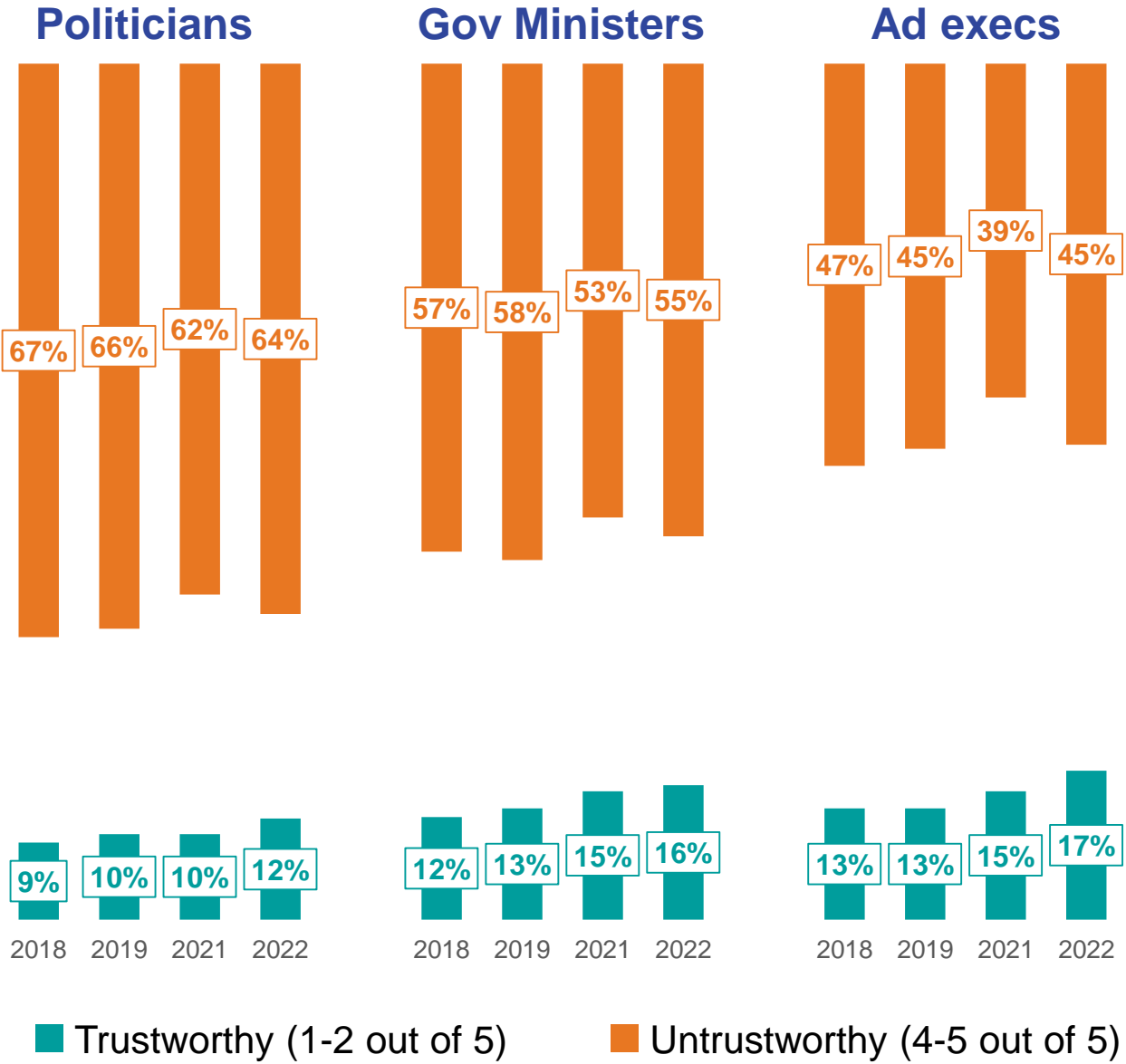
Ipsos Global Trustworthiness Index: Scores presented here are based on a 22-country average covering only those countries which have participated in all previous waves of the survey. The figures differ slightly from the 28-country average presented elsewhere. Note that Russia was included in previous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

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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

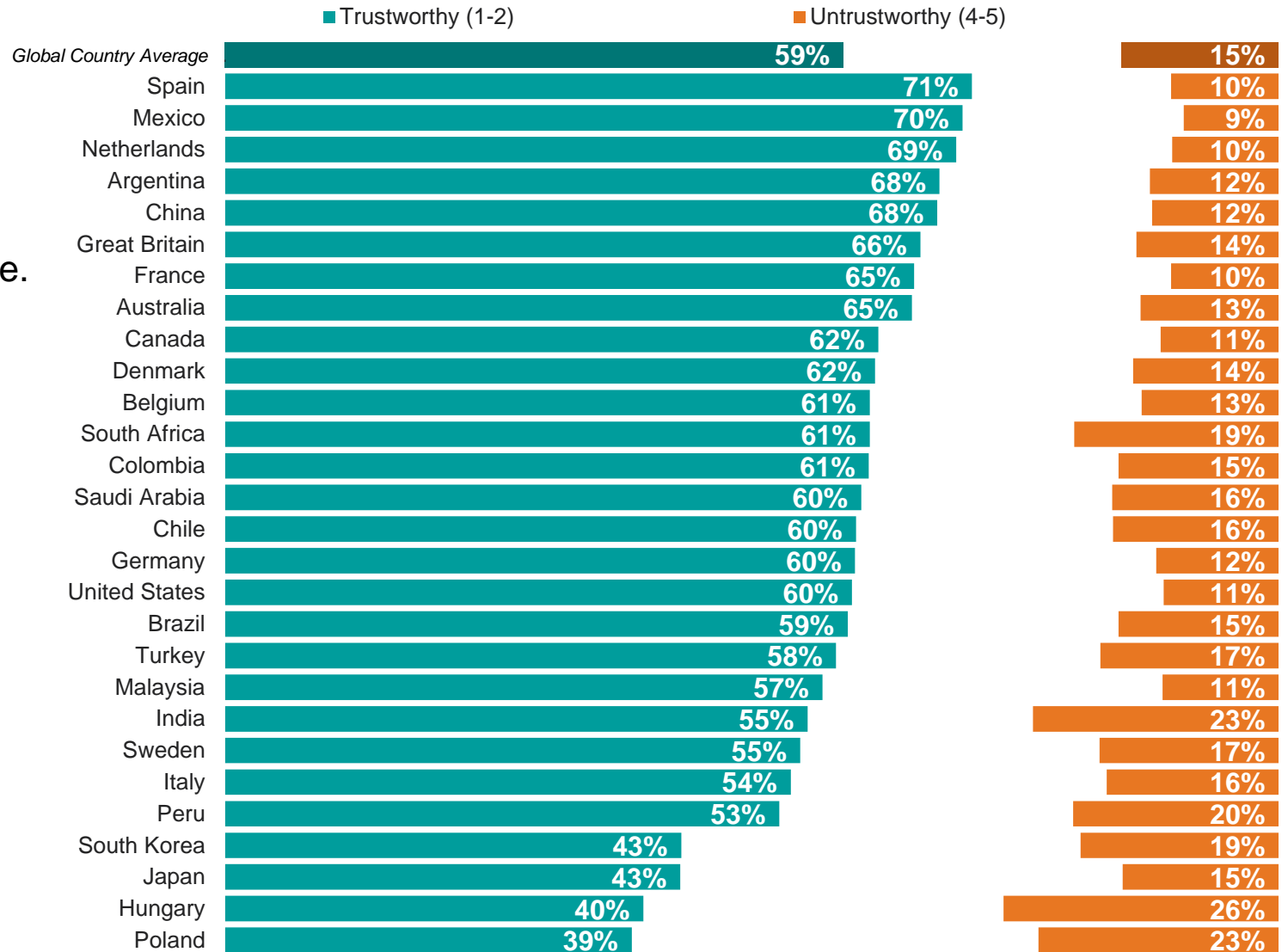
Country-level scores for
key professions

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

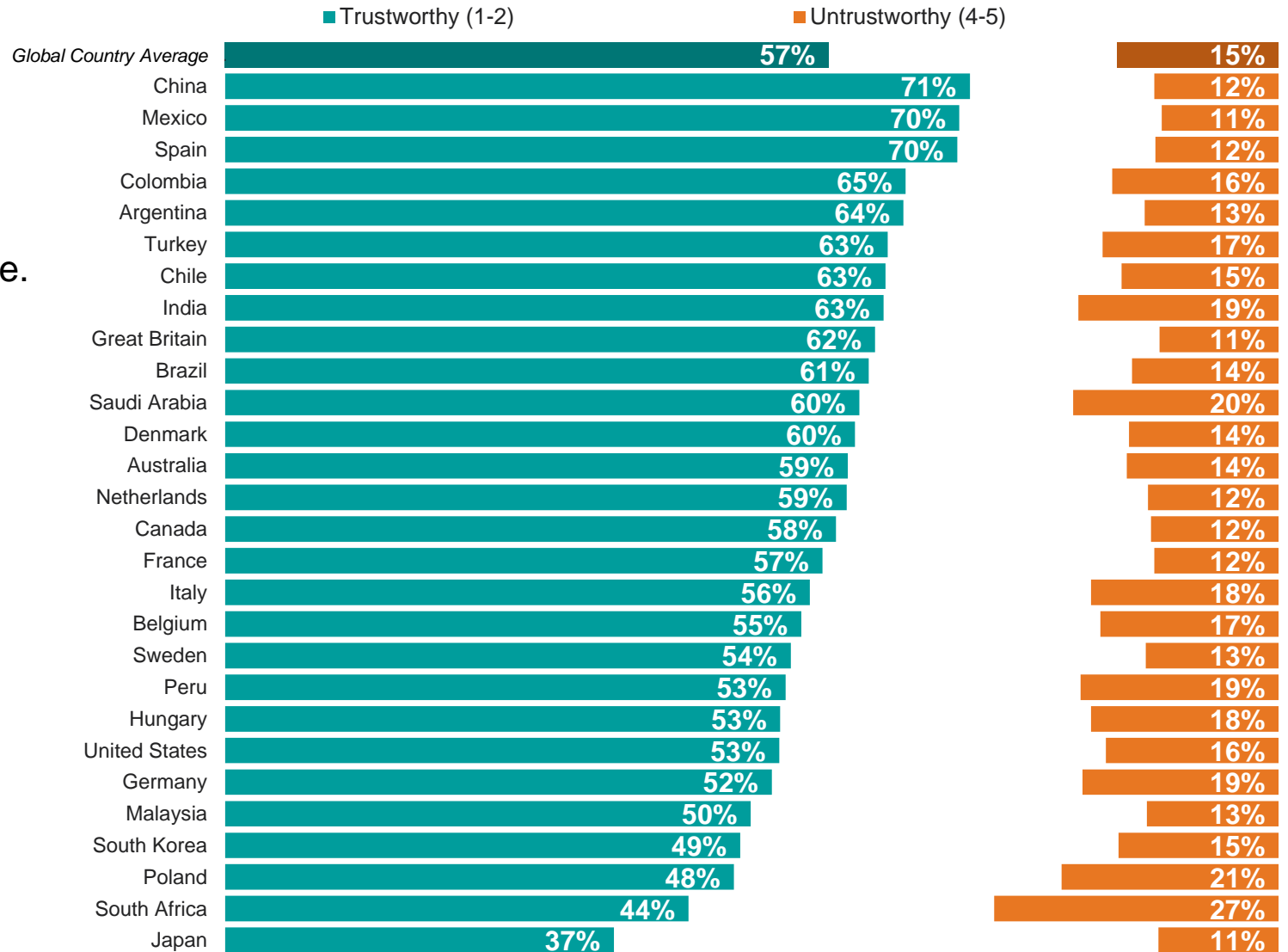


TRUST IN SCIENTISTS BY COUNTRY

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

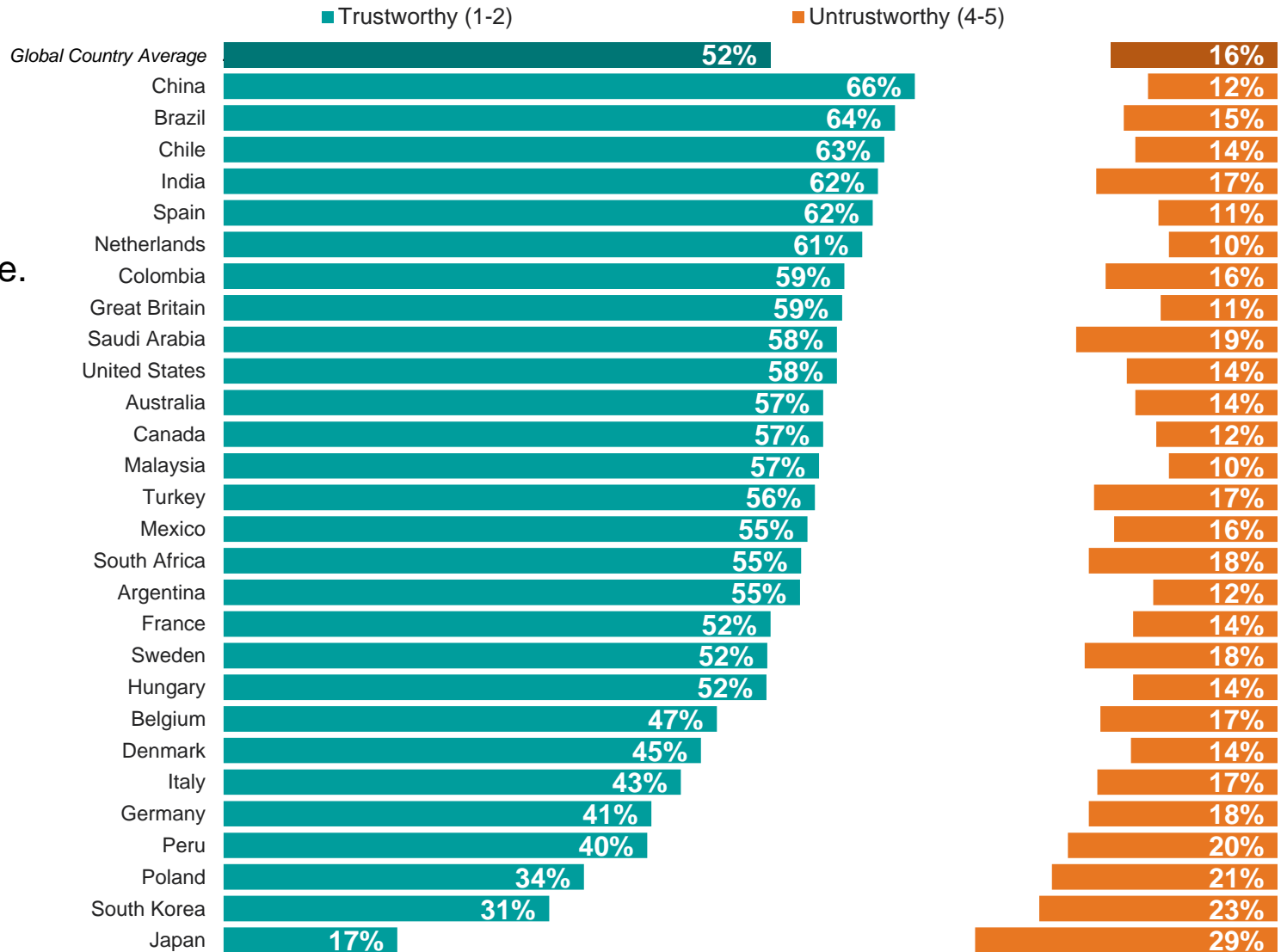


TRUST IN TEACHERS BY COUNTRY

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

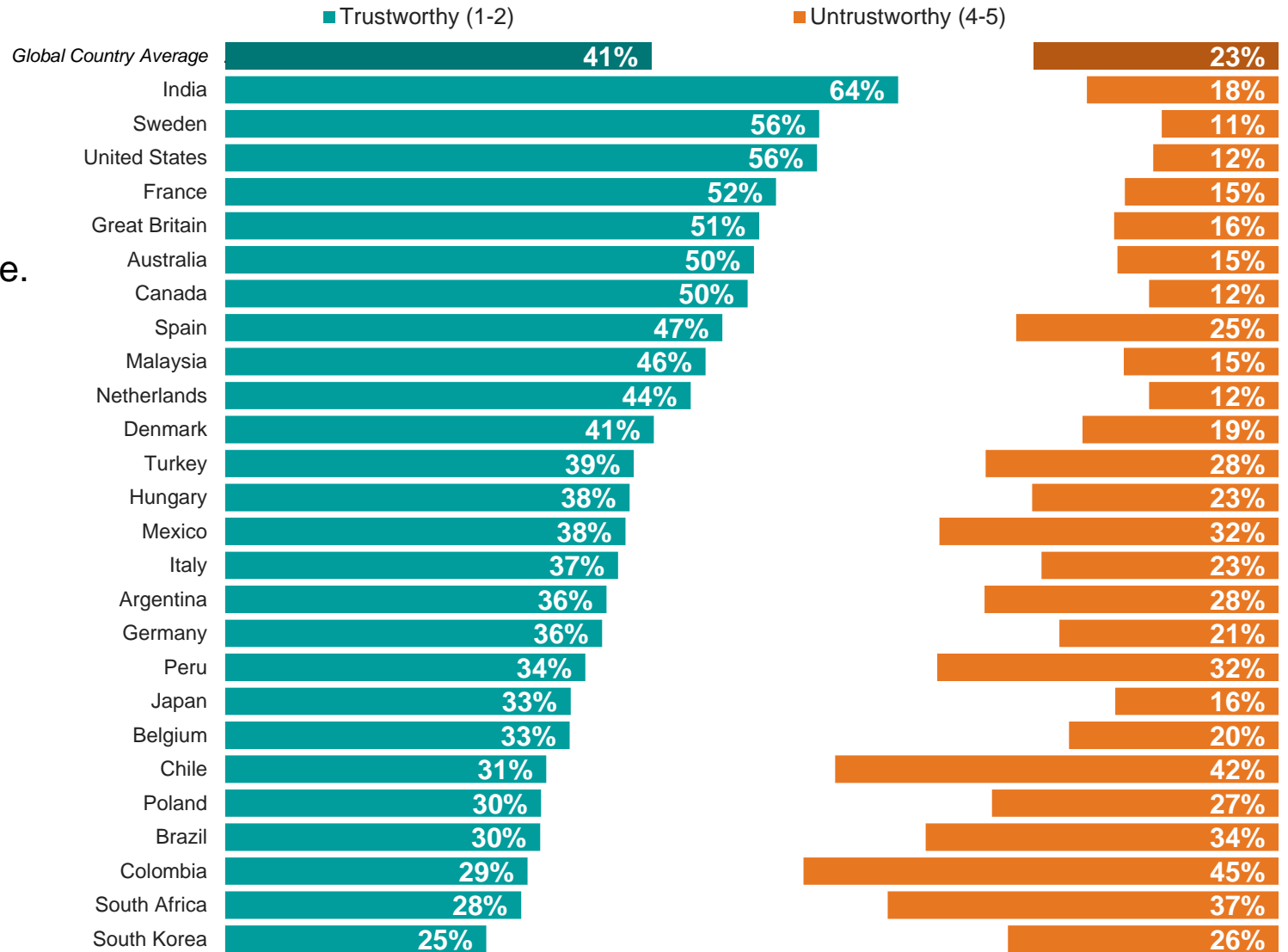


TRUST IN ARMED FORCES MEMBERS BY COUNTRY

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

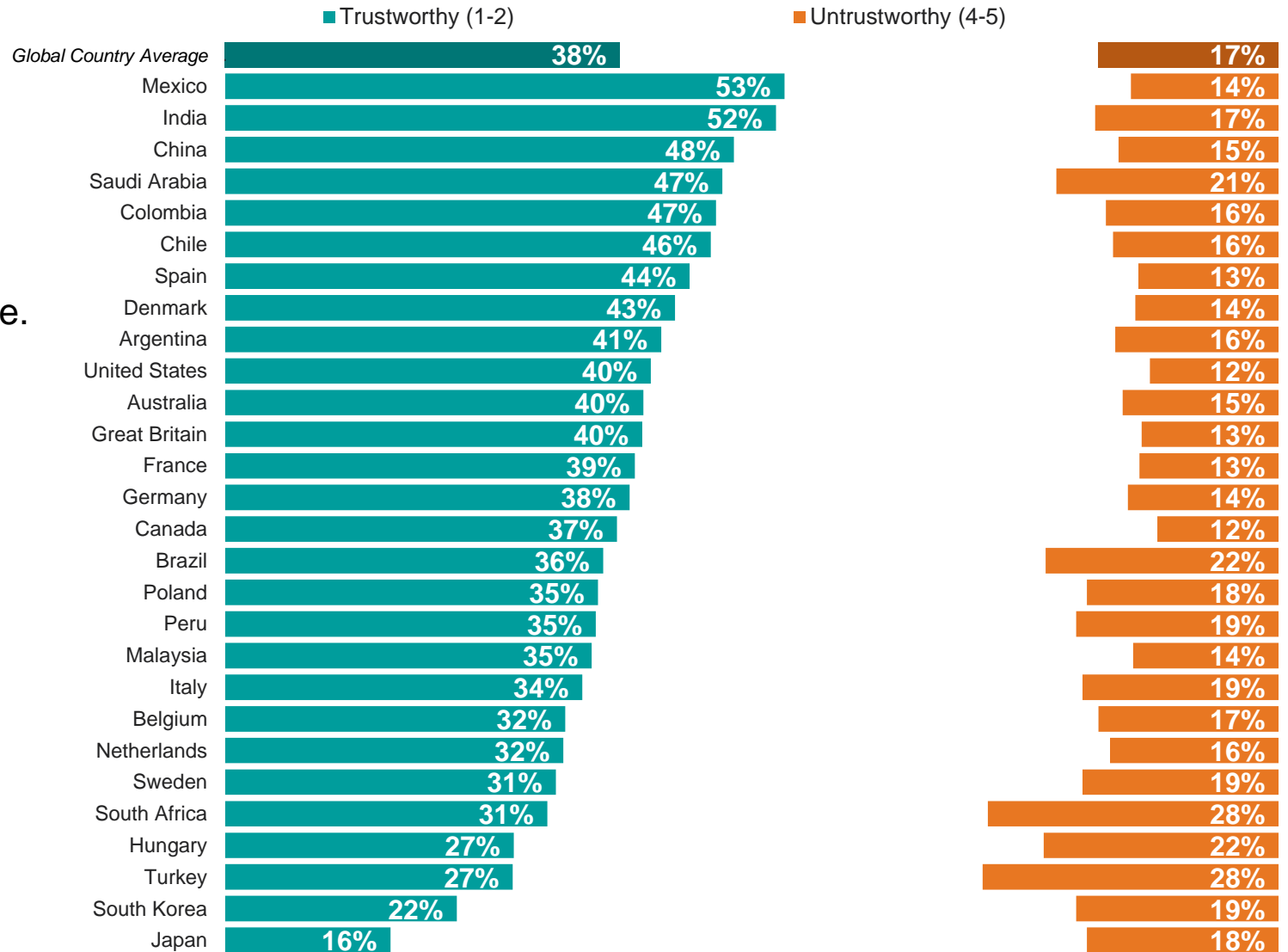


TRUST IN ORDINARY MEN/WOMEN BY COUNTRY

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

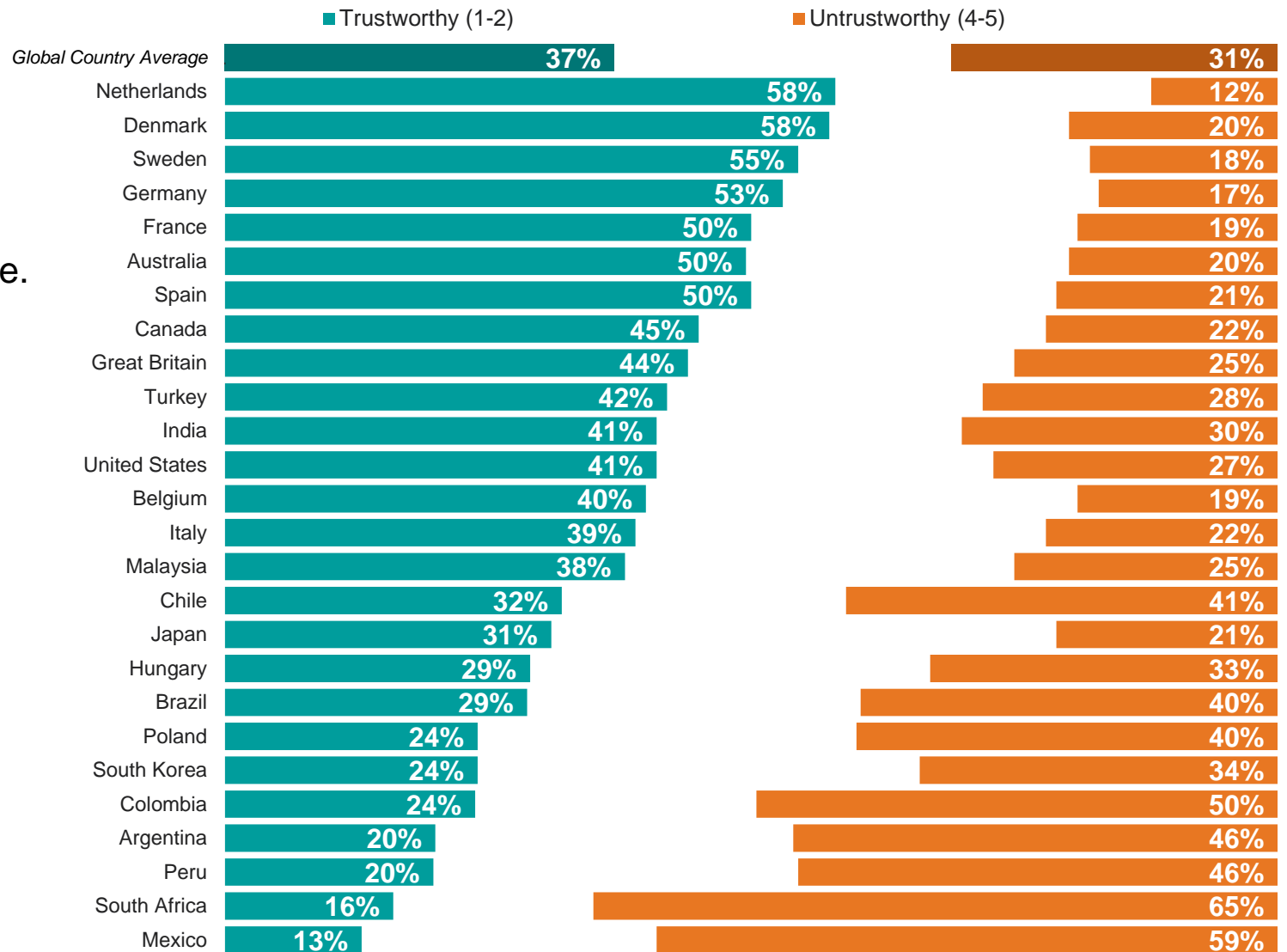


TRUST IN THE POLICE BY COUNTRY

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

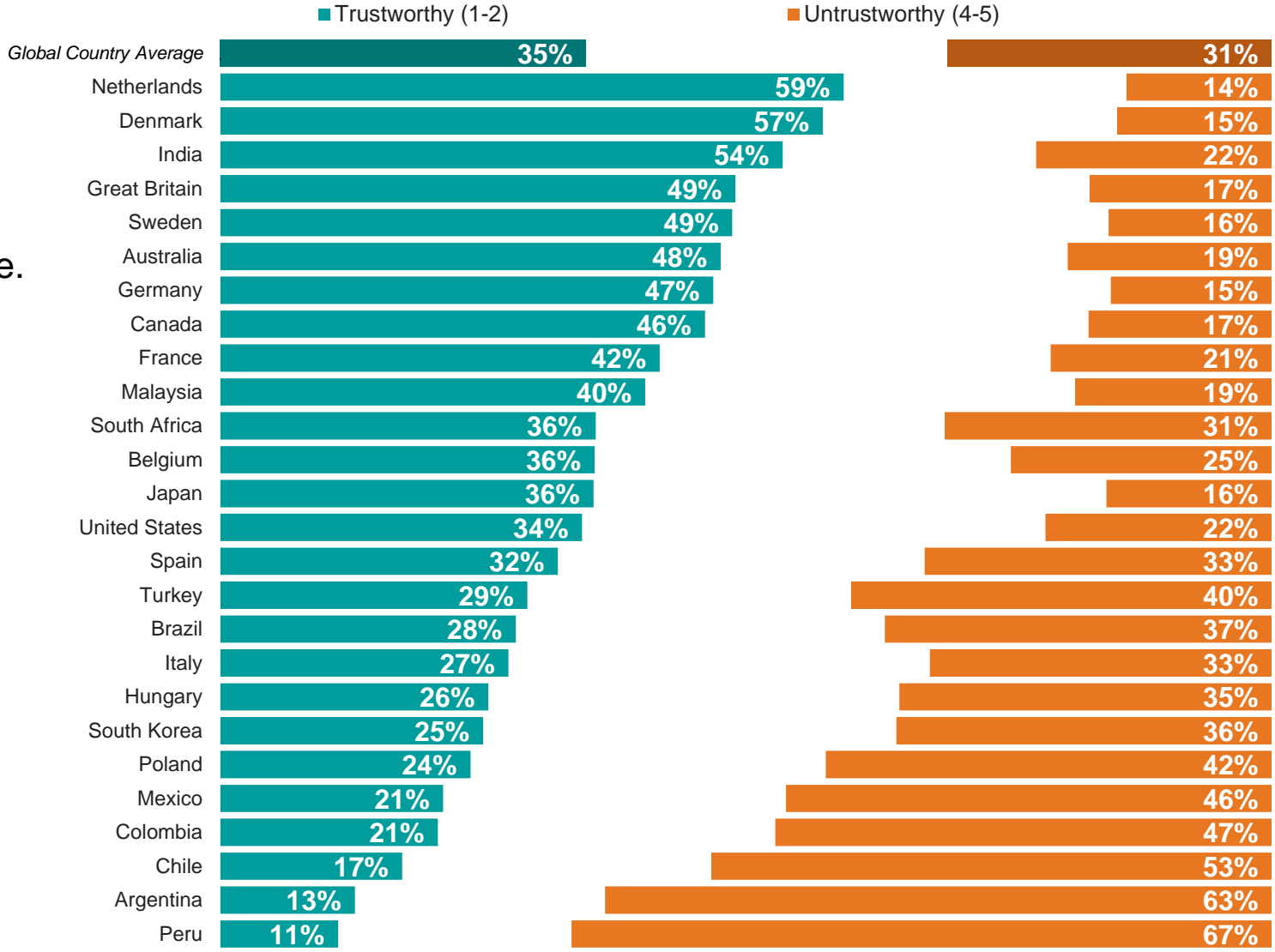


TRUST IN JUDGES BY COUNTRY

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



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

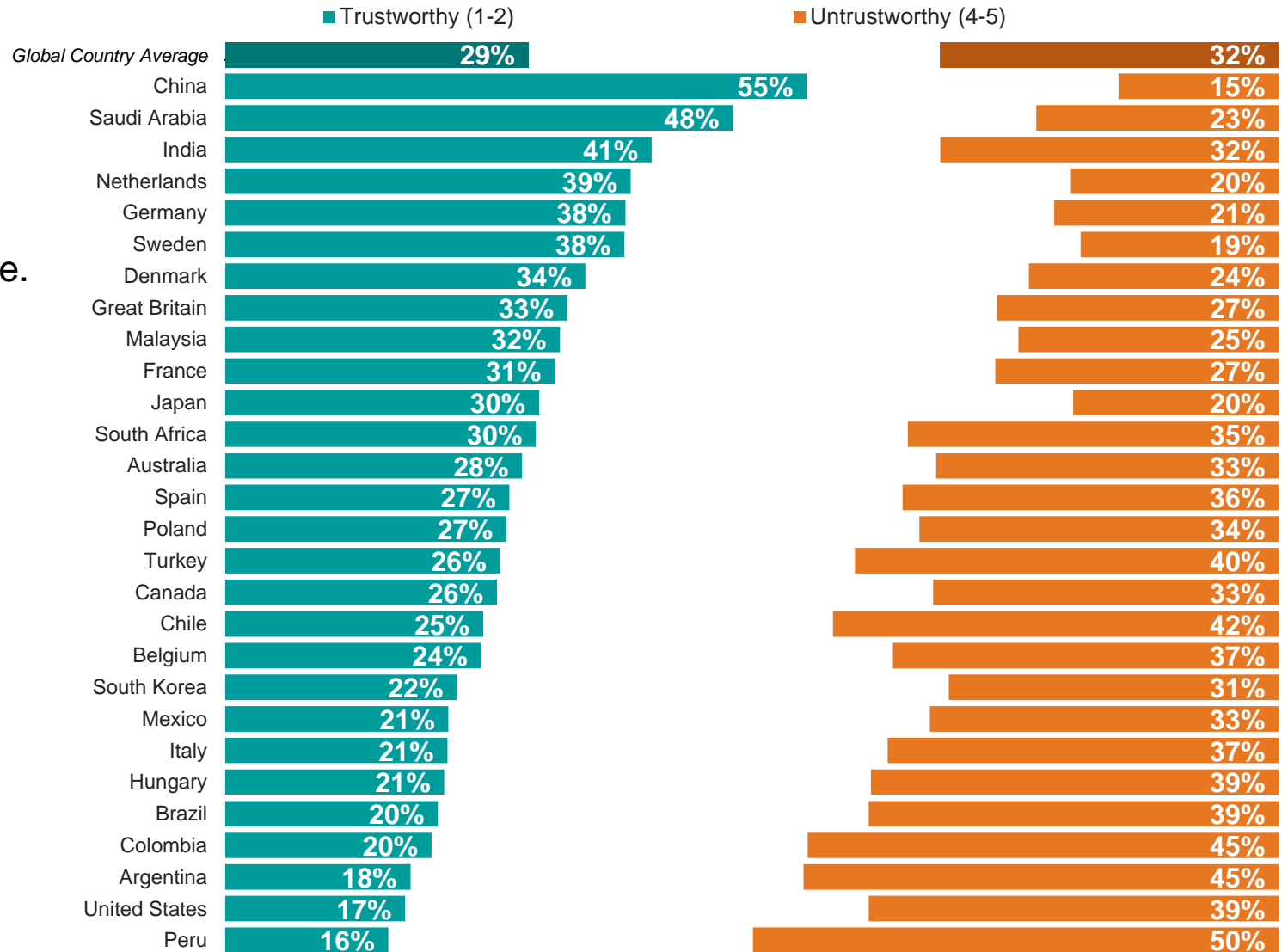


TRUST IN LAWYERS BY COUNTRY

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

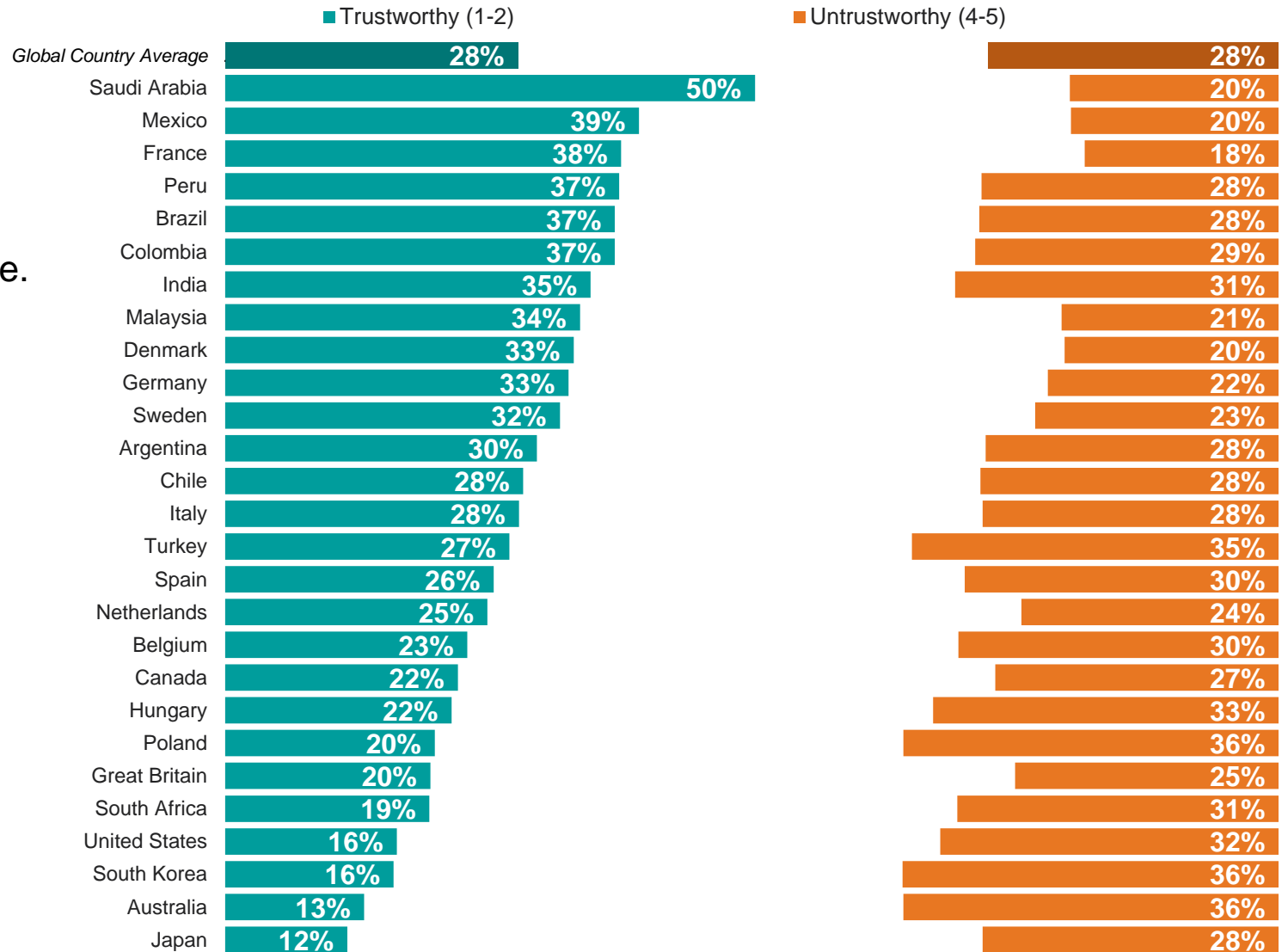


TRUST IN POLLSTERS BY COUNTRY

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

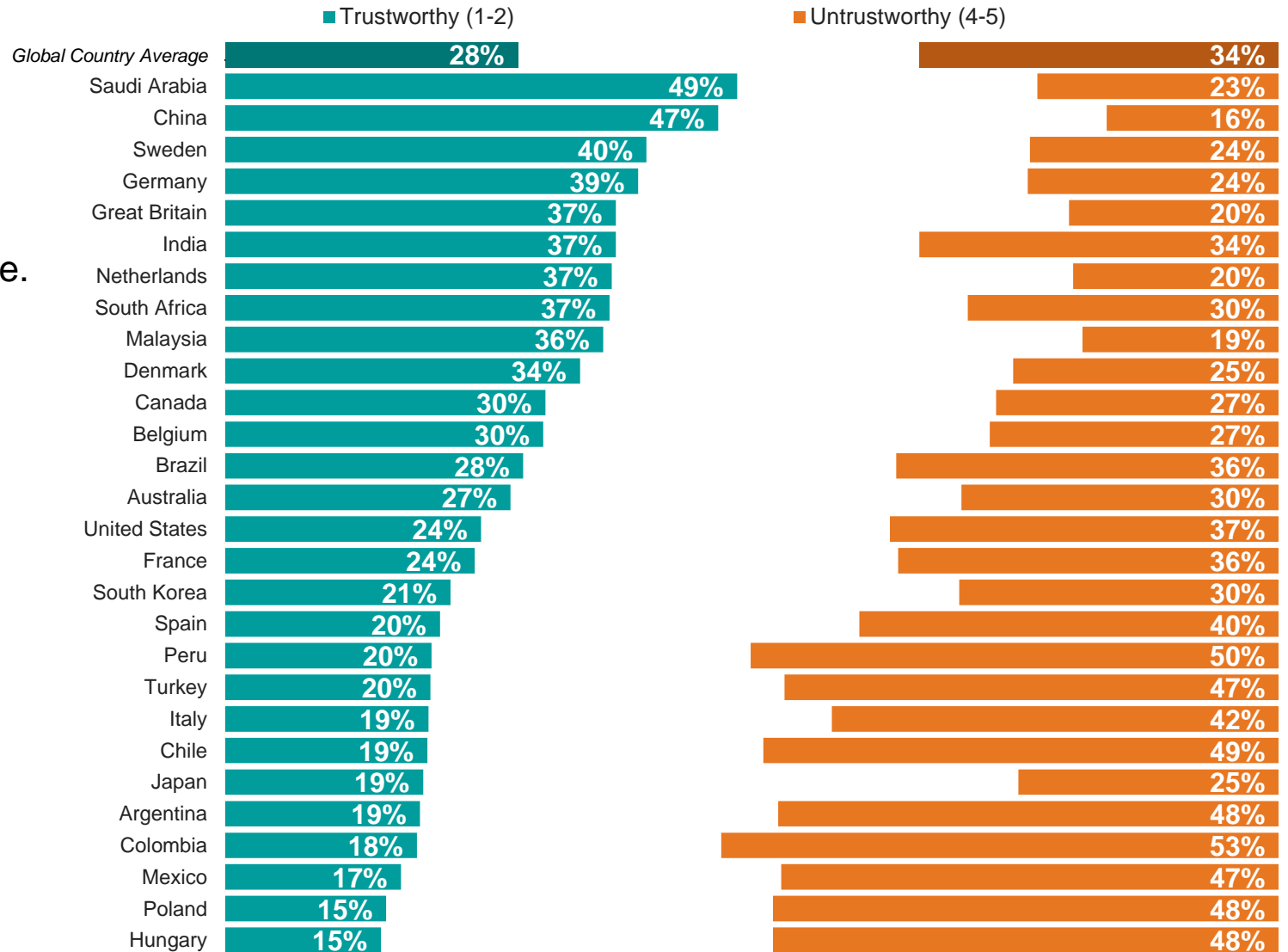


TRUST IN TV NEWS READERS BY COUNTRY

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

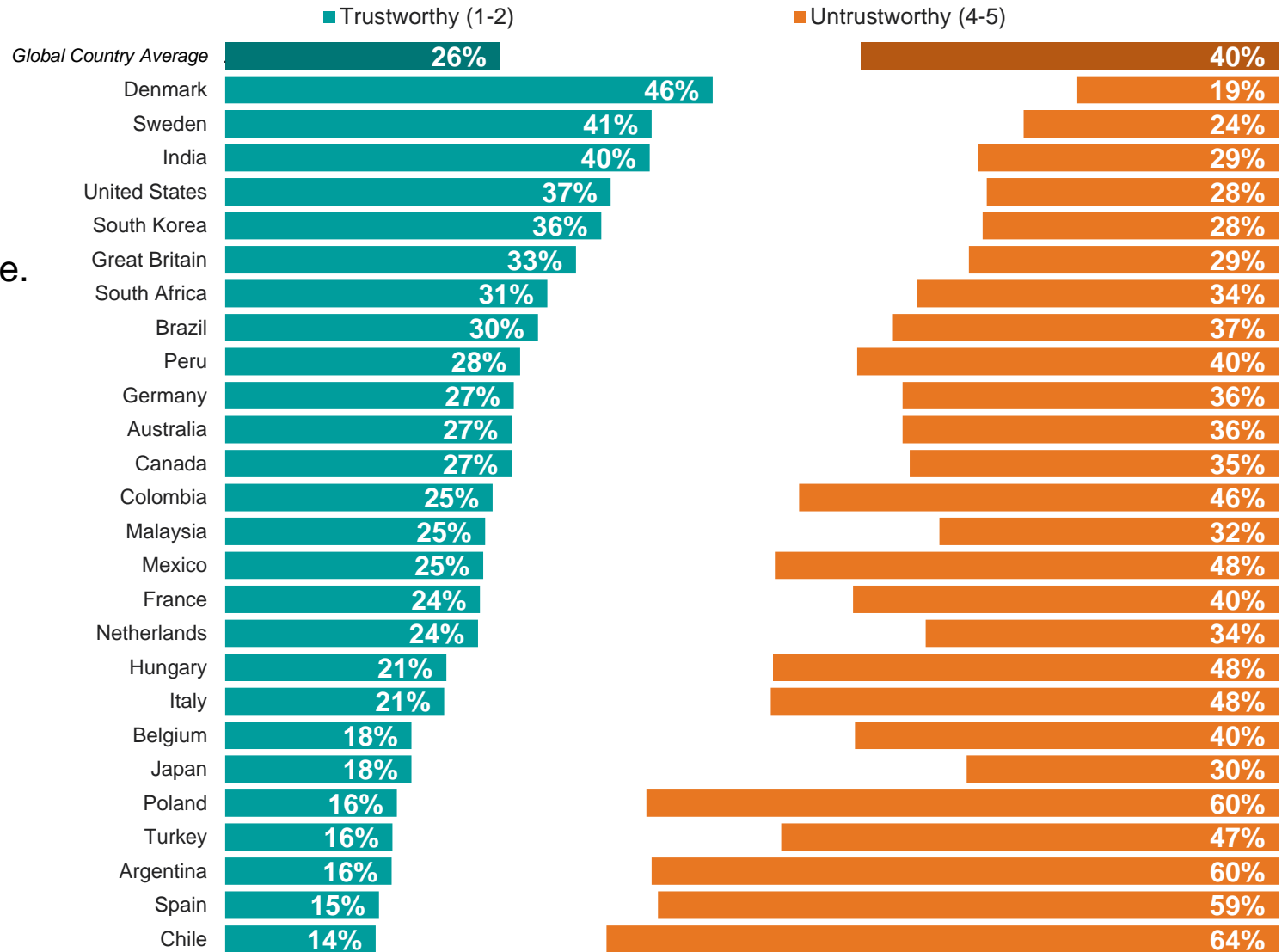


TRUST IN CLERGY/PRIESTS BY COUNTRY

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

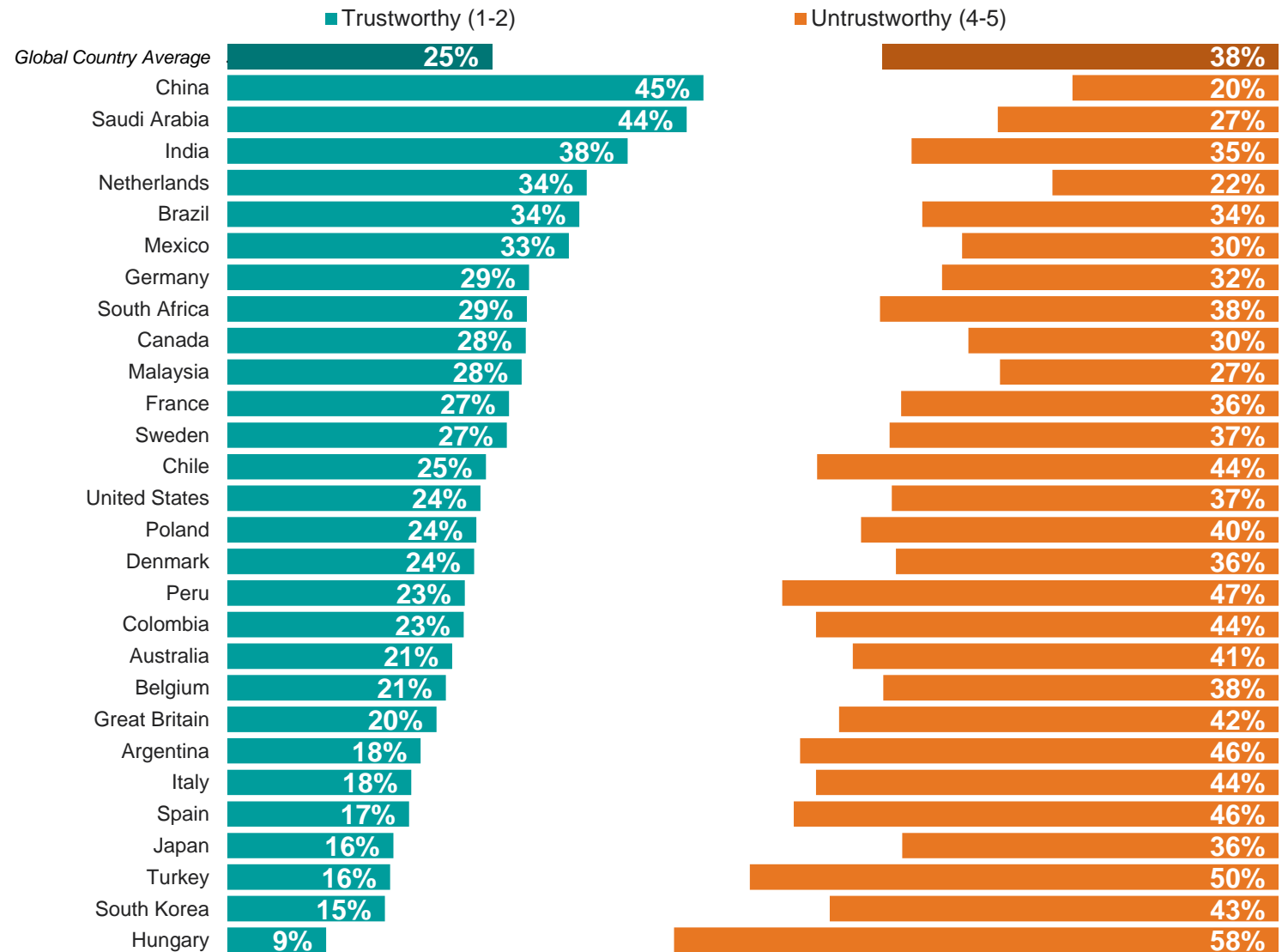


TRUST IN JOURNALISTS BY COUNTRY

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

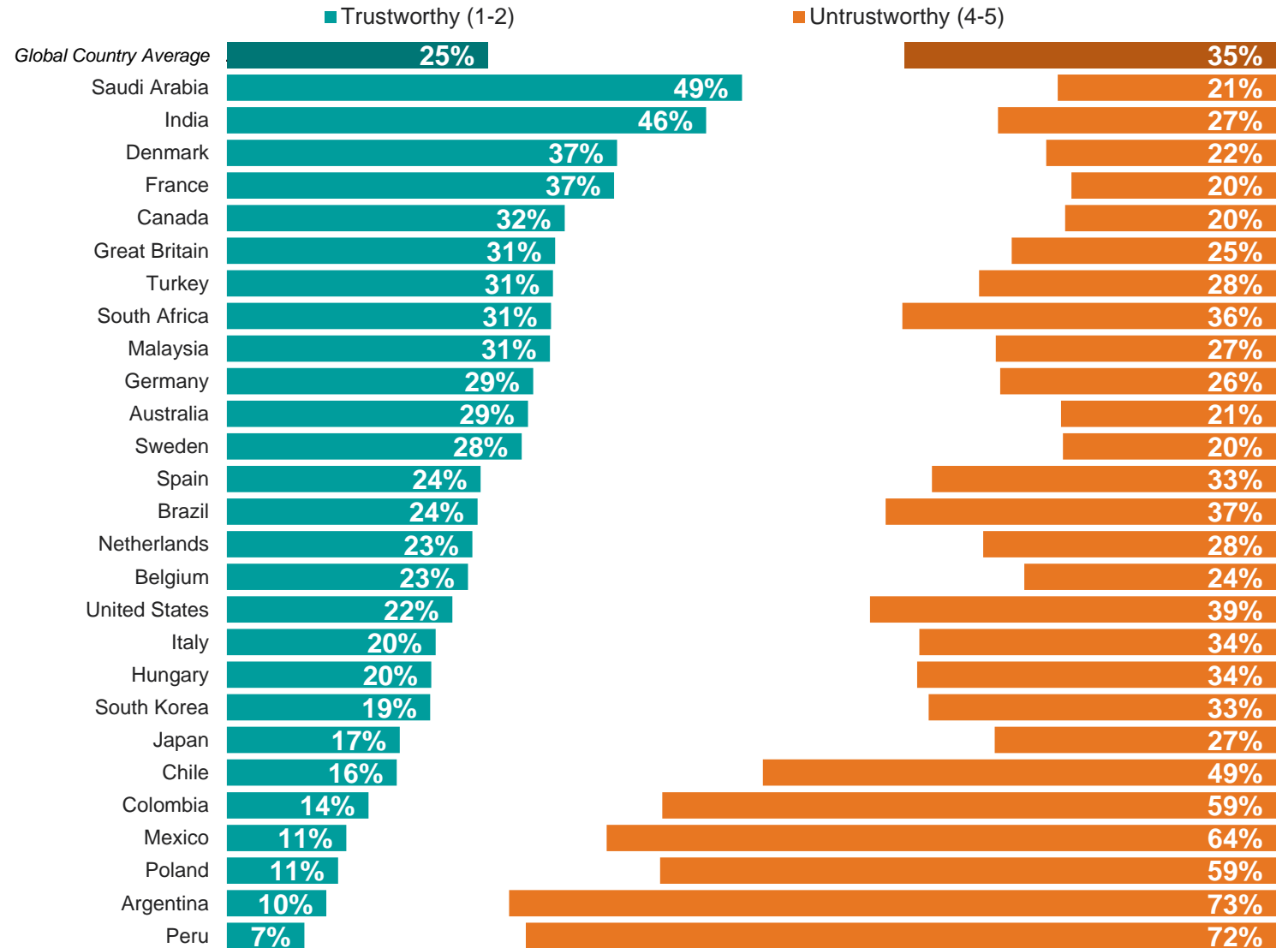


TRUST IN CIVIL SERVANTS BY COUNTRY

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

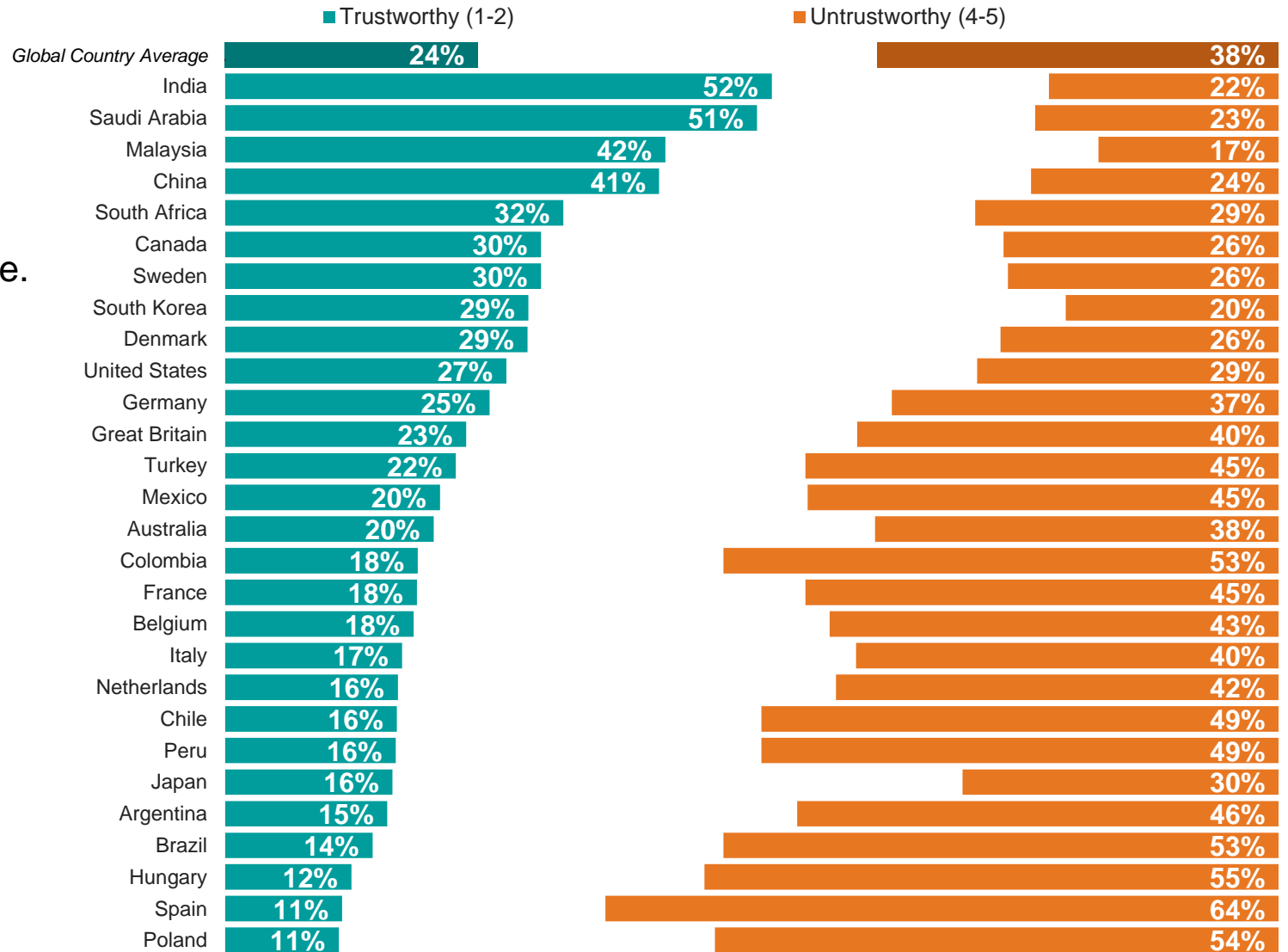


TRUST IN BANKERS BY COUNTRY

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

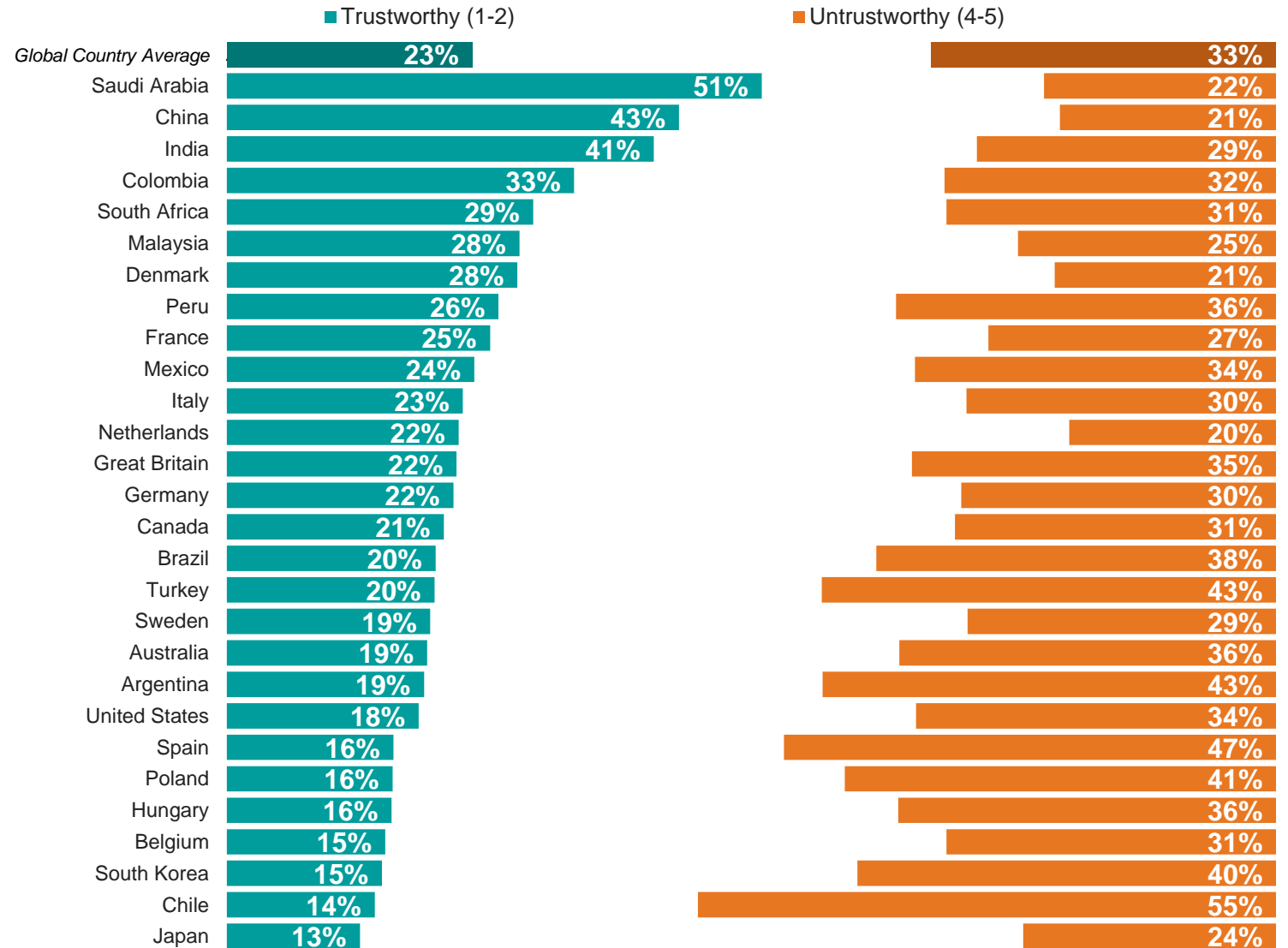


TRUST IN BUSINESS LEADERS BY COUNTRY

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

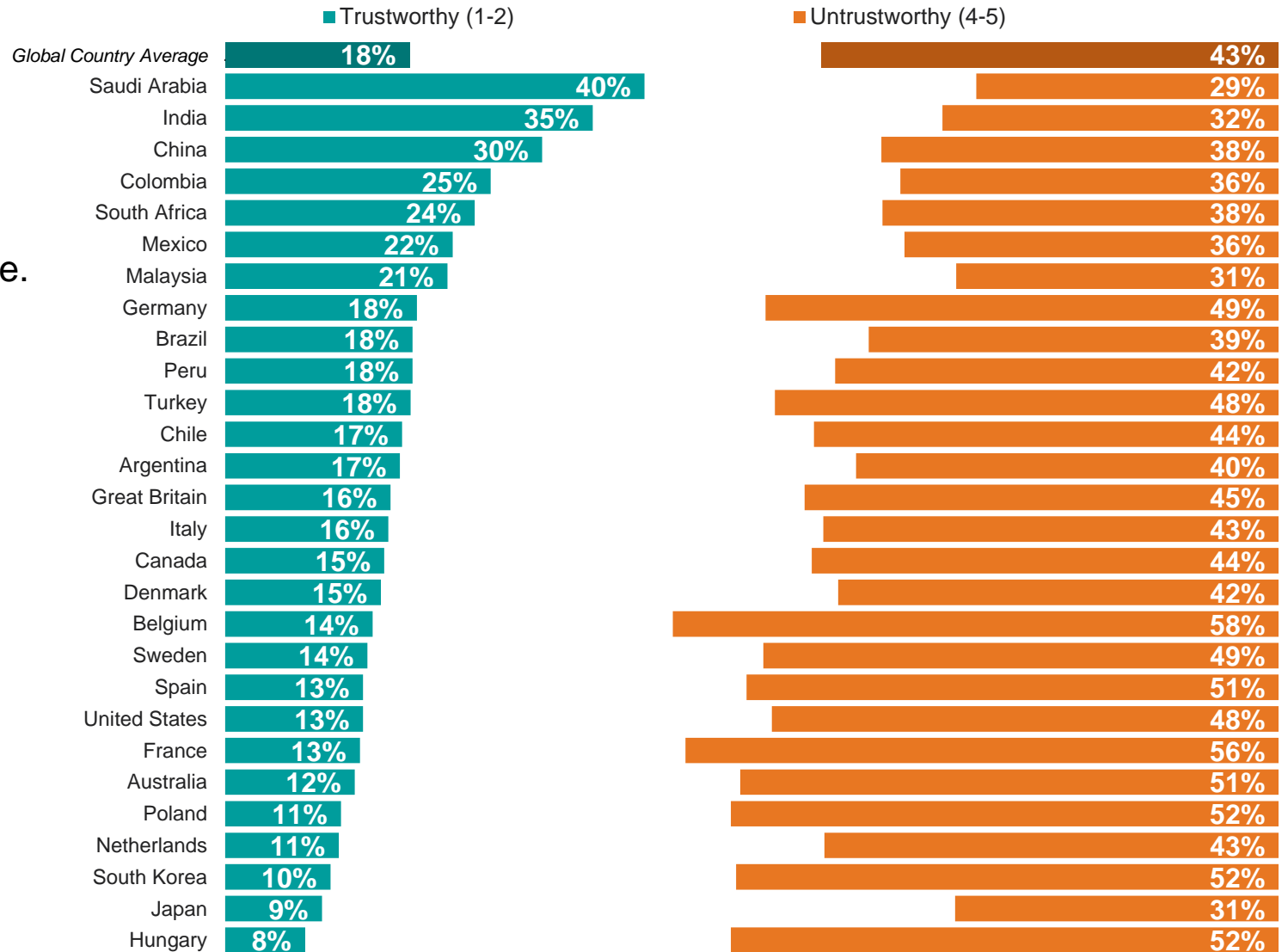


TRUST IN ADVERTISING EXECES BY COUNTRY

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

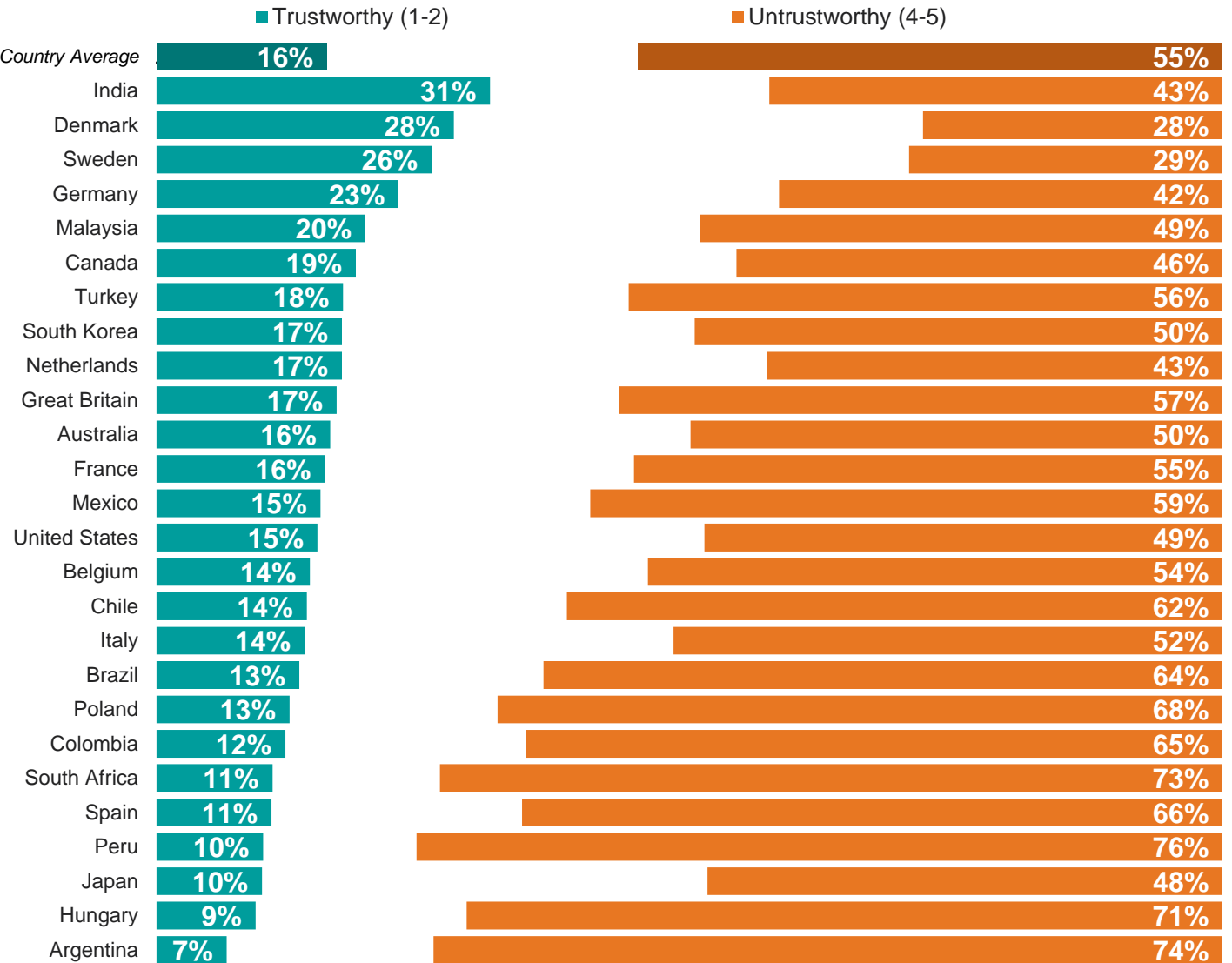


TRUST IN GOVERNMENT MINISTERS BY COUNTRY

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

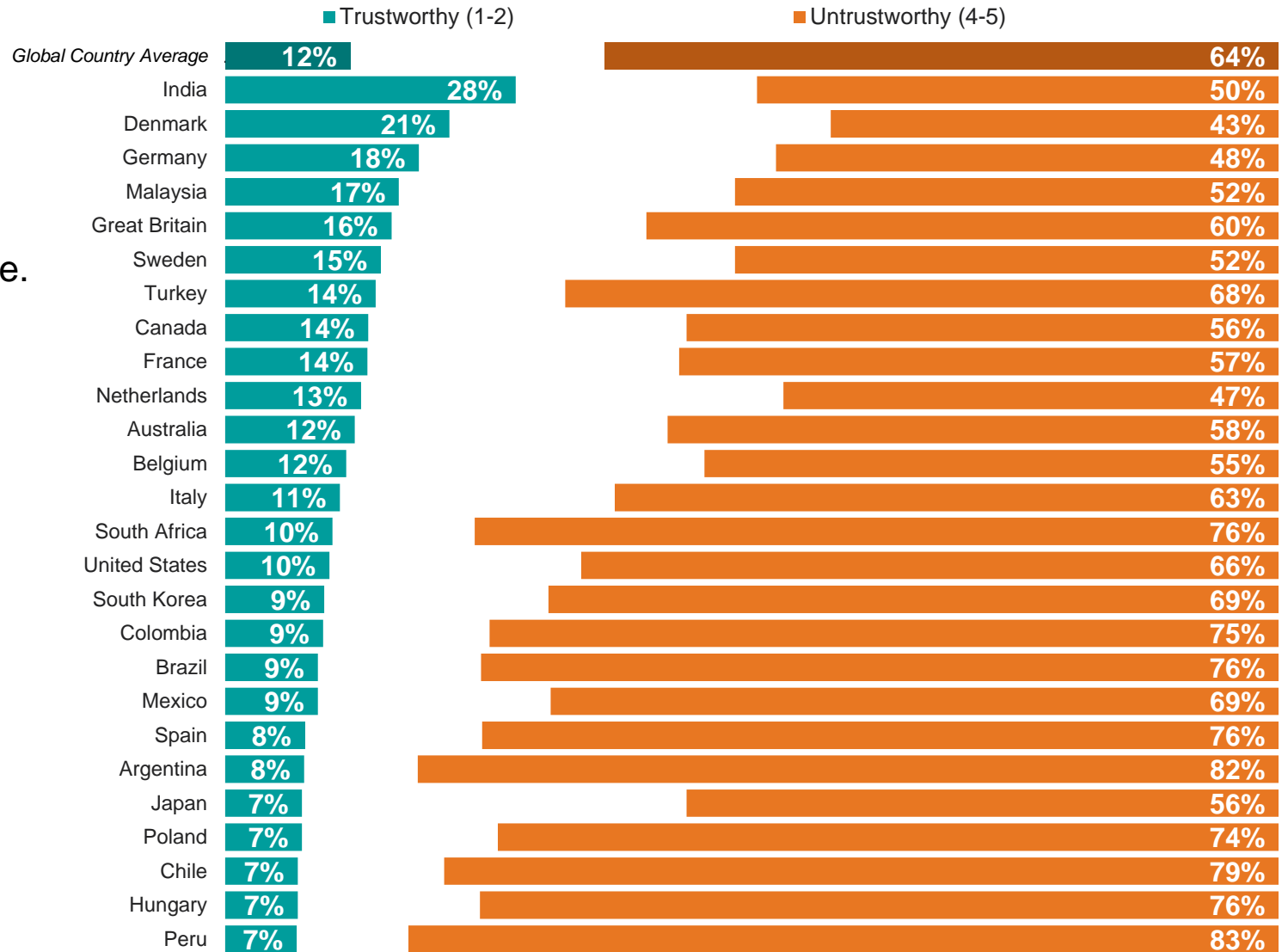


TRUST IN POLITICIANS BY COUNTRY

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

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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