IPSOS GLOBAL TRUSTWORTHINESS INDEX 2023

Who does the world trust?

October 2023

GAME CHANGERS

lpsos

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Views of the Professions pg 14





INTRODUCTION

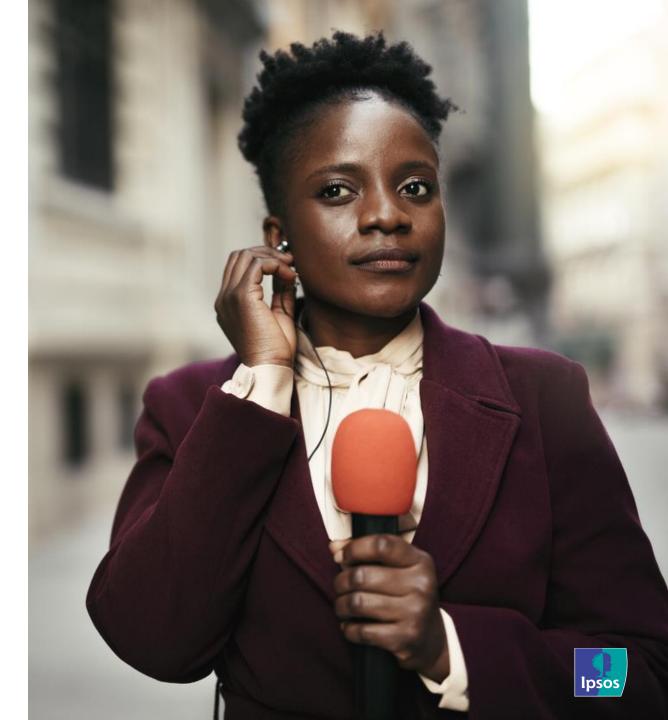
Welcome to the 2023 edition of the Ipsos Global Trustworthiness Index.

The Index tracks how trustworthy or untrustworthy 18 different groups including politicians, doctors and scientists are in the minds of global citizens, across 31 countries. The countries that top the list are those where trust across all professions is higher than distrust.

Full data tables are available on request.

Previous editions can be found here:

- 2022 Ipsos Global Trustworthiness Index
- 2021 Ipsos Global Trustworthiness Index
- 2019 Ipsos Global Trustworthiness Index



GLOBAL INDEX

The Global Trustworthiness Index 2023

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

Sum of net trustworthy (1-2, subtract 4-5) across all professions

Indonesia		489
Singapore		262
Malaysia		256
India		222
Sweden		222
Netherlands		218
New Zealand		189
Thailand		138
Canada		122
Great Britain		74
Australia		70
Germany		65
Ireland		44
France		42
Mexico		1
Global		-1
Brazil		-7
United States	-1	2
Turkey	-55	
Japan	-63	
Spain	-65	
Belgium	-76	
Italy	-95	
South Africa	-133	
Romania	-166	
Chile	-182	
Colombia	-187	
South Korea	-205	
Poland	-267	
Hungary	-277	
Argentina	-299	
Peru	-346	



Base: Global Trustworthiness Index 2023 – 22,816 participants across 31 countries, interviewed online 26 May – 9 June 2023 Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey tend to be more urban, educated, and/or affluent than the general population

Global Trustworthiness Ranking 2023

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

25% Business Leaders Government employees/ 25% Civil servants 25% Bankers 25% Journalists Cabinet officials/ 18% Government ministers 18% Advertising executives 14% Politicians generally

Trustworthy (1-2)

58%

57%

53%

42%

38%

36%

35%

29%

29%

28%

27%

Doctors

Scientists

Teachers

Members of the

Armed Forces

The Police

Judges

Lawyers

Pollsters

News Readers

Clergy/Priests

Ordinary men/women

TV news anchor/ Television

Base: Ipsos Global Trustworthiness Index 2023 – 22,816 participants across 31 countries, interviewed online 26 May – 9 June 2023 Online samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, 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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Untrustworthy (4-5)
15%
15%
16%

23%

17%

32%

31%

33%

33%

28%

40%

32%

35%

38%

38%

53%

43%

60%

The Global Trustworthiness Index 2023 **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)

Doctors		43%
Scientists		42%
Teachers		37%
Ordinary men/women		21%
Members of the Armed Forces		19%
The Police		5%
Judges		4%
Pollsters		0%
Lawyers	-4%	
TV news anchor/ Television News Readers	-5%	
Business Leaders	-7%	
Government employees/ Civil servants	-10%	
Clergy/Priests	-13%	
Bankers	-13%	
Journalists	-14%	
Advertising executives	-26%	
Cabinet officials/ Government ministers	-34%	
Politicians generally	-46%	



Trustworthiness 2023 All professions/markets

#1 most trustworthy#2 most trustworthy

#3 most trustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	NUH	N	QN	IRL	μ	JAP	KOR	MEX	MYS	NDL	NZL	PER	Pol	ROU	RSA	SGP	SWE	ТНА	TUR	NSA
Doctors	68%	66%	62%	56%	64%	56%	58%	58%	68%	64%	62%	42%	68%	51%	63%	60%	44%	38%	66%	58%	68%	65%	50%	45%	49%	63%	55%	61%	66%	63%	56%
Scientists	71%	57%	54%	59%	59%	61%	59%	54%	71%	59%	59%	52%	69%	49%	57%	60%	39%	52%	61%	49%	59%	59%	51%	55%	61%	47%	47%	57%	59%	66%	52%
Teachers	<mark>59%</mark>	59%	47%	64%	57%	64%	58%	46%	61%	52%	54%	51%	74%	53%	55%	47%	20%	34%	58%	58%	62%	61%	41%	38%	48%	58%	52%	55%	47%	57%	58%
Members of the Armed Forces	35%	52%	32%	34%	51%	33%	33%	38%	46%	49%	52%	33%	58%	52%	47%	44%	35%	26%	43%	49%	46%	58%	31%	34%	47%	33%	47%	55%	22%	46%	52%
Ordinary men/women	49%	41%	35%	42%	41%	48%	45%	39%	43%	38%	41%	31%	49%	46%	49%	34%	20%	27%	53%	36%	37%	41%	42%	41%	36%	29%	28%	31%	30%	25%	41%
The Police	25%	48%	43%	33%	43%	40%	23%	50%	49%	47%	37%	26%	27%	39%	41%	43%	35%	20%	19%	37%	55%	52%	19%	21%	26%	16%	51%	52%	22%	44%	38%
Judges	13%	46%	33%	30%	44%	14%	23%	45%	34%	37%	44%	26%	44%	46%	39%	30%	37%	21%	31%	43%	56%	49%	14%	25%	25%	34%	47%	44%	48%	32%	33%
Lawyers	18%	28%	22%	29%	27%	21%	19%	34%	31%	30%	33%	21%	39%	38%	29%	23%	30%	22%	29%	36%	42%	32%	18%	33%	23%	30%	33%	40%	36%	31%	22%
TV news anchor/ Television News Readers	15%	28%	35%	30%	28%	23%	21%	35%	24%	22%	34%	18%	52%	42%	36%	19%	22%	24%	27%	37%	34%	32%	17%	17%	23%	45%	30%	41%	37%	22%	24%
Pollsters	31%	16%	24%	40%	20%	36%	34%	31%	28%	36%	18%	24%	50%	42%	21%	29%	15%	15%	40%	37%	27%	17%	28%	26%	37%	18%	17%	25%	38%	27%	19%
Clergy/Priests	13%	26%	18%	27%	25%	14%	26%	25%	16%	22%	32%	20%	61%	36%	26%	22%	18%	37%	28%	29%	24%	30%	23%	17%	27%	32%	30%	39%	39%	18%	34%
Business Leaders	18%	23%	21%	26%	20%	20%	32%	19%	22%	26%	23%	17%	47%	40%	23%	24%	16%	18%	34%	31%	24%	28%	28%	21%	26%	27%	26%	24%	37%	26%	21%
Government employees/ Civil servants	7%	31%	24%	28%	29%	20%	16%	26%	27%	37%	31%	17%	32%	36%	34%	23%	20%	14%	18%	30%	29%	34%	12%	15%	16%	28%	36%	32%	26%	34%	24%
Bankers	19%	22%	17%	19%	27%	18%	18%	21%	14%	18%	23%	12%	57%	45%	18%	21%	18%	29%	30%	41%	19%	28%	20%	17%	11%	36%	28%	34%	39%	31%	28%
Journalists	18%	23%	24%	34%	29%	22%	24%	26%	20%	22%	18%	12%	47%	39%	28%	19%	17%	15%	31%	27%	34%	21%	20%	22%	20%	24%	24%	26%	33%	20%	28%
Cabinet officials/ Government ministers	10%	18%	11%	20%	17%	18%	13%	19%	15%	15%	17%	13%	27%	33%	21%	17%	11%	13%	21%	26%	18%	22%	10%	13%	10%	10%	42%	24%	25%	27%	16%
Advertising executives	15%	15%	13%	25%	16%	19%	24%	15%	15%	9%	18%	12%	32%	35%	17%	17%	12%	9%	27%	24%	12%	14%	19%	11%	16%	22%	19%	12%	26%	18%	15%
Politicians generally	6%	16%	9%	15%	13%	10%	10%	16%	8%	13%	15%	7%	24%	33%	17%	13%	10%	8%	18%	20%	17%	17%	9%	7%	8%	10%	30%	15%	19%	18%	13%



Trustworthiness 2023 All professions/markets

#1 most untrustworthy#2 most untrustworthy

#3 most untrustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	NUH	N	QN	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	Pol	ROU	RSA	SGP	SWE	ТНА	TUR	NSA
Politicians generally	79%	56%	61%	66%	54%	73%	76%	55%	72%	61%	63%	73%	50%	38%	58%	65%	56%	70%	57%	42%	44%	47%	77%	75%	74%	80%	27%	49%	48%	61%	63%
Cabinet officials/ Government ministers	76%	46%	60%	55%	44%	56%	64%	48%	62%	57%	57%	69%	41%	39%	53%	57%	48%	56%	54%	41%	41%	41%	71%	66%	58%	79%	25%	31%	44%	52%	49%
Advertising executives	47%	51%	58%	34%	47%	46%	39%	51%	52%	60%	47%	49%	23%	31%	44%	47%	35%	53%	35%	31%	46%	46%	41%	46%	41%	40%	35%	47%	29%	52%	46%
Clergy/Priests	58%	39%	46%	39%	37%	62%	45%	41%	<mark>61%</mark>	41%	32%	50%	11%	34%	44%	50%	33%	29%	47%	29%	38%	33%	43%	<mark>63%</mark>	42%	39%	21%	27%	29%	47%	32%
Bankers	48%	40%	47%	<mark>49%</mark>	29%	45%	52%	42%	61%	47%	38%	<mark>53%</mark>	11%	27%	<mark>51%</mark>	43%	30%	19%	36%	18%	41%	34%	47%	49%	57%	30%	27%	26%	21%	34%	29%
Journalists	51%	42%	36%	34%	28%	44%	43%	36%	44%	40%	<mark>50%</mark>	52%	19%	30%	40%	45%	34%	42%	32%	29%	28%	38%	49%	40%	43%	40%	26%	38%	28%	50%	37%
Government employees/ Civil servants	72%	24%	31%	35%	20%	46%	57%	31%	33%	20%	27%	38%	28%	32%	25%	35%	27%	37%	58%	23%	26%	19%	70%	54%	49%	38%	19%	20%	35%	30%	40%
Lawyers	44%	33%	37%	34%	34%	42%	46%	25%	31%	26%	27%	39%	23%	32%	32%	37%	18%	35%	36%	23%	20%	26%	51%	30%	39%	40%	23%	24%	28%	38%	39%
TV news anchor/ Television News Readers	52%	29%	27%	37%	27%	45%	47%	28%	40%	39%	25%	42%	17%	28%	26%	47%	25%	29%	39%	20%	23%	28%	52%	45%	41%	26%	20%	23%	22%	46%	38%
Business Leaders	47%	33%	33%	35%	31%	48%	29%	31%	42%	27%	28%	35%	12%	30%	36%	34%	25%	38%	34%	22%	20%	28%	37%	37%	33%	35%	27%	29%	23%	41%	36%
The Police	41%	23%	22%	34%	25%	32%	45%	16%	23%	20%	31%	35%	43%	33%	27%	23%	18%	36%	53%	26%	17%	19%	52%	44%	38%	65%	17%	16%	47%	30%	32%
Judges	59%	22%	27%	38%	18%	53%	46%	19%	31%	27%	18%	39%	25%	28%	30%	33%	18%	41%	43%	18%	16%	20%	60%	37%	39%	34%	15%	18%	25%	37%	29%
Pollsters	33%	37%	29%	23%	25%	26%	31%	25%	31%	19%	29%	33%	16%	26%	31%	29%	28%	44%	24%	18%	25%	26%	35%	31%	24%	31%	22%	20%	20%	37%	34%
Members of the Armed Forces	30%	16%	25%	34%	15%	36%	34%	22%	24%	18%	16%	25%	14%	24%	17%	24%	15%	26%	27%	18%	11%	12%	37%	31%	21%	34%	16%	15%	45%	27%	17%
Ordinary men/women	17%	13%	17%	21%	13%	16%	18%	12%	14%	15%	12%	20%	9%	24%	16%	21%	16%	17%	15%	15%	17%	15%	19%	15%	16%	27%	17%	21%	22%	30%	18%
Teachers	13%	12%	16%	15%	14%	15%	16%	16%	12%	14%	13%	18%	8%	24%	18%	18%	26%	21%	13%	12%	11%	14%	22%	23%	20%	18%	15%	14%	19%	16%	15%
Scientists	12%	15%	16%	17%	13%	15%	17%	16%	11%	12%	12%	17%	9%	26%	16%	16%	13%	14%	16%	15%	13%	13%	19%	17%	17%	22%	15%	13%	15%	15%	18%
Doctors	12%	11%	13%	18%	12%	17%	17%	13%	12%	11%	12%	24%	11%	27%	15%	16%	14%	20%	12%	13%	11%	13%	18%	22%	23%	17%	14%	13%	13%	16%	16%



TRENDS OVER TIME



Global trustworthiness trends 2018-2023

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

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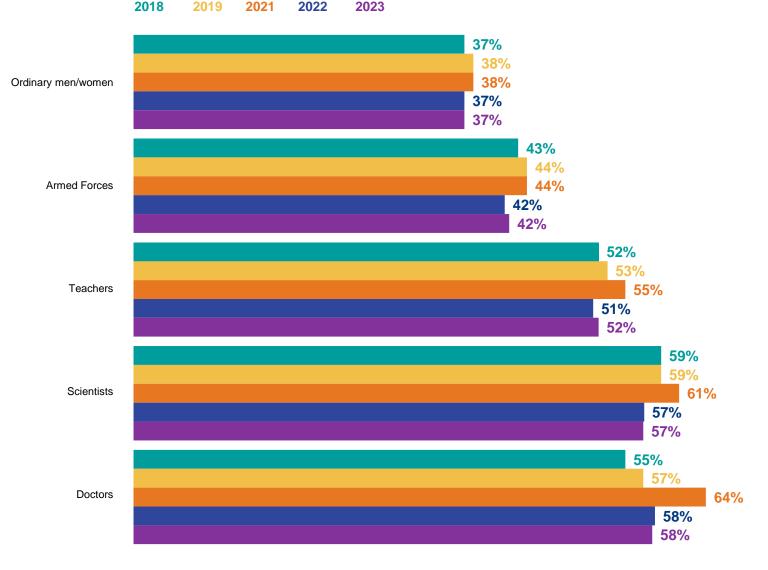
	Trustworthy (1-2)	2022 2021 2019 20	018
Doctors	58%	58% 64% 57% 5	5%
Scientists	57%	57% 61% 59% 5	9%
Teachers	52%	51% 55% 53% 5	52%
Armed Forces	42%	42% 44% 44% 4	3%
Ordinary men/women	37%	37% 38% 38% 3	87%
The Police	37%	37% 40% 38% 3	9%
Judges	34%	35% 37% 33% 3	32%
Lawyers	30%	29% 30% 28% 2	25%
Television news readers	29%	28% 27% 25% 2	24%
Pollsters	27%	27% 25% 23% 2	3%
Civil Servants	27%	26% 25% 23% 2	24%
Clergy/Priests	25%	26% 26% 24% 2	21%
Bankers	25%	24% 23% 21% 2	20%
Journalists	24%	25% 23% 22% 2	21%
Business Leaders	24%	23% 23% 22% 2	2%
Advertising executives	18%	17% 15% 13% 1	3%
Government ministers	17%	16% 15% 13% 1	2%
Politicians generally	13%	12% 10% 10% 9	9%

Base: 23,274 adults in 31 countries, July 21 – August 4, 2023. The sample in India consists of approximately 2,200 individuals, of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population. The "Global Country Average" reflects the average result for all the countries where the survey was conducted.



Top five trustworthy professions 2018-2023

% trustworthy



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 31-country average presented elsewhere. Note that Russia was included in previous waves but has been omitted from 2022 onwards, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves. China was also omitted from the 2023 wave, meaning that the 2023 figures also do not reflect the same sample as 2023.



Three least trusted professions 2018-2023

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 31-country average presented elsewhere. Note that Russia was included in previous waves but has been omitted from 2022 onwards, meaning the 2022 figures do not reflect the same sample as 2021 or previous waves. China was also omitted from the 2023 wave, meaning that the 2023 figures also do not reflect the same sample as 2023.



VIEWS OF THE PROFESSIONS

Country-level scores for key professions



	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	58%	15%
Spain	68%	12%
Netherlands	68%	11%
Indonesia	68%	11%
Argentina	68%	12%
Mexico	66%	12%
Australia	66%	11%
Thailand	66%	13%
New Zealand	65%	13%
France	64%	11%
Canada	64%	12%
Turkey	63%	16%
South Africa	63%	17%
Ireland	63%	15%
Great Britain	62%	12%
Belgium	62%	13%
Sweden	61%	13%
Italy	60%	16%
Malaysia	58%	13%
Germany	58%	13%
Colombia	58%	17%
Chile	56%	17%
United States	56%	16%
Brazil	56%	18%
Singapore	55%	14%
India	51%	27%
Peru	50%	18%
Romania	49%	23%
Poland	45%	22%
Japan	44%	14%
Hungary	42%	24%
South Korea	38%	20%

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 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



Spain 71% Argentina 71% Indonesia 69% Chile 61% Chile 61% Mexico 61% Romania 61% Great Britain 59% Canada 59% Canada 59% Canada 59% Netherlands 59% New Zealand 59% Colombia 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Poland 55% Germany 54% South Korea 52% United States 52% Malaysia 49% South Korea 52% Chile 51% Malaysia 49% South Africa 47%		Trustworthy (1-2)	Untrustworthy (4-5)
Argentina 71% Indonesia 69% Turkey 66% Chile 61% Mexico 61% Romania 61% Italy 60% Great Britan 59% Canada 59% Canada 59% New Zealand 59% New Zealand 59% Colombia 59% Colombia 59% Colombia 59% Gereany 54% Golombia 59% Colombia 59% Colombia 59% Australia 57% Australia 57% Germany 54% South Korea 52% Hungary 52% Malaysia 49% India 49% South Africa 47%	Global Country Average	57%	15%
Indonesia 69% Turkey 66% Chile 61% Mexico 61% Romania 61% Italy 60% Great Britain 59% Canada 59% Canada 59% Canada 59% Canada 59% Netherlands 59% Mexico 59% Canada 59% Canada 59% Canada 59% New Zealand 59% Brazil 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Germany 54% Belgium 54% Belgium 54% Germany 52% United States 52% United States 52% Malaysia 49% Malaysia 49% South Africa 47%	Spain	71%	11%
Turkey 66% Chie 61% Mexico 61% Romania 61% Italy 60% Great Britain 59% Canada 59% Canada 59% New Zealad 59% New Zealad 59% Canada 59% New Zealad 59% Siveden 59% Colombia 59% Colombia 59% Germany 59% Germany 54% Germany 54% Germany 52% United States 52% United States 52% Malaysia 49% South Korea 52% Malaysia 49% South Korea 52% Chie 52% Germany 52% Germany 52% Germany 52% Guind 49% 24% South Korea 25% Guind 49% 25% South Korea 26	Argentina	71%	12%
Chile 61% Mexico 61% Romania 61% Italy 60% Great Britain 59% Canada 59% Canada 59% Canada 59% Netherlands 59% New Zealand 59% Seveden 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Australia 57% Germany 54% Germany 54% Germany 54% United States 52% United States 52% United States 52% Malaysia 49% Malaysia 49% South Africa 47%	Indonesia	69%	9%
Mexico 61% Romania 61% Italy 60% Great Britain 59% Canada 59% Canada 59% Netherlands 59% New Zealand 59% Thailand 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Germany 54% Germany 54% South Korea 52% United States 52% Malaysia 49% South Africa 49%	Turkey	66%	15%
Romania 61% Italy 60% Great Britain 59% Canada 59% Canada 59% Netherlands 59% New Zealand 59% Thailand 59% Brazil 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Poland 55% Germany 54% South Korea 52% Hungary 52% United States 52% Peru 51% Garmany 54% South Korea 52% Malaysia 49% India 49% South Africa 47%	Chile	61%	15%
Italy 60% Great Britain 59% Canada 59% Canada 59% Netherlands 59% New Zealand 59% Thailand 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Poland 55% Germary 54% South Korea 52% Hungary 52% United States 52% Malaysia 49% South Africa 47%	Mexico	61%	16%
Great Britain 59% France 59% Canada 59% Netherlands 59% New Zealand 59% Thailand 59% Great Britain 59% New Zealand 59% Thailand 59% Great Britain 59% Great Britain 59% Colombia 59% Sweden 57% Australia 57% Australia 57% Poland 55% Germany 54% Belgium 54% Belgium 54% Germany 54% Germany 54% Germany 54% Germany 54% Malagai 52% Malaysia 49% Malaysia 49% South Africa 47%	Romania	61%	17%
France 59% Canada 59% Netherlands 59% New Zealand 59% Thailand 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Poland 55% Germany 54% Belgium 54% South Korea 52% Hungary 52% Malaysia 49% India 49% South Africa 47%	Italy	60%	16%
Canada 59% Netherlands 59% New Zealand 59% Thailand 59% Brazil 59% Colombia 59% Sweden 57% Australia 57% Australia 57% Poland 55% Germany 54% South Korea 52% Hungary 52% United States 52% Malaysia 49% South Africa 47%	Great Britain	59%	12%
Netherlands 59% New Zealand 59% Thailand 59% Brazil 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Australia 57% Poland 55% Germany 54% South Korea 52% Hungary 52% United States 52% Peru 51% Malaysia 49% South Africa 47%	France	59%	12%
New Zealand 59% Thailand 59% Brazil 59% Colombia 59% Colombia 59% Sweden 57% Australia 57% Australia 57% Poland 55% Germany 54% Belgium 54% South Korea 52% United States 52% Whited States 52% Malaysia 49% India 49% South Africa 47%	Canada	59%	13%
Thailand 59% Brazil 59% Colombia 59% Sweden 57% Australia 57% Australia 57% Ireland 57% Poland 55% Germany 54% Belgium 54% South Korea 52% United States 52% Peru 51% Malaysia 49% Singapore 47%	Netherlands	59%	13%
Brazil 59% Colombia 59% Sweden 57% Australia 57% Ireland 57% Poland 55% Germany 54% South Korea 52% United States 52% Vnited States 52% Malaysia 49% Singapore 47%	New Zealand	59%	13%
Colombia59%Sweden57%Australia57%Ireland57%Poland55%Germany54%Belgium54%South Korea52%Hungary52%United States52%Peru51%Malaysia49%Alaysia49%South Africa47%	Thailand	59%	15%
Sweden57%Australia57%Ireland57%Poland55%Germany54%Belgium54%South Korea52%United States52%Vnited States52%South Korea52%India49%South Africa47%	Brazil	59%	17%
Australia57%Ireland57%Poland55%Germany54%Belgium54%South Korea52%Hungary52%United States52%Peru51%Malaysia49%South Africa2South Africa2	Colombia	59%	17%
Ireland57%Poland55%Germany54%Belgium54%South Korea52%Hungary52%United States52%Peru51%Malaysia49%India49%South Africa47%	Sweden	57%	13%
Poland55%Germany54%Belgium54%South Korea52%Hungary52%United States52%Peru51%Malaysia49%India49%Singapore47%South Africa47%	Australia	57%	15%
Germany54%Belgium54%South Korea52%Hungary52%United States52%Deru51%Malaysia49%India49%Singapore47%South Africa47%	Ireland	57%	16%
Belgium54%South Korea52%Hungary52%United States52%Dunited States52%Feru51%Malaysia49%India49%Singapore47%South Africa47%	Poland	55%	17%
South Korea 52% Hungary 52% United States 52% Peru 51% Malaysia 49% India 49% Singapore 47% South Africa 47%	Germany	54%	16%
Hungary52%United States52%Peru51%Malaysia49%India49%Singapore47%South Africa47%	Belgium	54%	16%
United States52%Peru51%Malaysia49%India49%Singapore47%South Africa47%	South Korea	52%	14%
Peru51%Malaysia49%India49%Singapore47%South Africa47%	Hungary	52%	17%
Malaysia49%India49%Singapore47%South Africa47%	United States	52%	18%
India 49% Singapore 47% South Africa 47%	Peru	51%	19%
Singapore 47% South Africa 47%	Malaysia	49%	15%
South Africa 47%	India	49%	26%
South Africa 47%	Singapore	47%	15%
Japan 39%		47%	22%
	Japan	39%	13%

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 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	53%	16%
Indonesia	74%	8%
Chile	64%	15%
Brazil	64%	15%
Netherlands	62%	11%
Spain	61%	12%
New Zealand	61%	14%
Australia	59%	12%
Argentina	59%	13%
Malaysia	58%	12%
Mexico	58%	13%
United States	58%	15%
Colombia	58%	16%
South Africa	58%	18%
Turkey	57%	16%
Canada	57%	14%
Sweden	55%	14%
Ireland	55%	18%
Great Britain	54%	13%
India	53%	24%
France	52%	14%
Singapore	52%	15%
Hungary	51%	18%
Romania	48%	20%
Belgium	47%	16%
Italy	47%	18%
Thailand	47%	19%
Germany	46%	16%
Peru	41%	22%
Poland	38%	23%
South Korea	34%	21%
Japan	20%	26%

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 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	42%	23%
New Zealand	58%	12%
Indonesia	58%	14%
Sweden	55%	15%
Great Britain	52%	16%
Australia	52%	16%
United States	52%	17%
India	52%	24%
Canada	51%	15%
France	49%	18%
Malaysia	49%	18%
Singapore	47%	16%
Ireland	47%	17%
Romania	47%	21%
Netherlands	46%	11%
Spain	46%	24%
Turkey	46%	27%
Italy	44%	24%
Mexico	43%	27%
Germany	38%	22%
Japan	35%	15%
Argentina	35%	30%
Poland	34%	31%
Brazil	34%	34%
Hungary	33%	25%
Colombia	33%	34%
South Africa	33%	34%
Chile	33%	36%
Belgium	32%	25%
Peru	31%	37%
South Korea	26%	26%
Thailand	22%	45%

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 Country Average	38%	17%
Mexico	53%	15%
Indonesia	49%	9%
Ireland	49%	16%
Argentina	49%	17%
Chile	48%	16%
India	46%	24%
Colombia	45%	18%
Spain	43%	14%
Peru	42%	19%
Brazil	42%	21%
Great Britain	41%	12%
Australia	41%	13%
Canada	41%	13%
Poland	41%	15%
New Zealand	41%	15%
United States	41%	18%
Germany	39%	12%
France	38%	15%
Netherlands	37%	17%
Malaysia	36%	15%
Romania	36%	16%
Belgium	35%	17%
Italy	34%	21%
Hungary	31%	20%
Sweden	31%	21%
Thailand	30%	22%
South Africa	29%	27%
Singapore	28%	17%
South Korea	27%	17%
Turkey	25%	30%
Japan	20%	16%

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 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)	Untrustworthy (4-5)
Global Country Average	36%	32%
Netherlands	55%	17%
Sweden	52%	16%
New Zealand	52%	19%
Singapore	51%	17%
Germany	50%	16%
Spain	49%	23%
Australia	48%	23%
France	47%	20%
Turkey	44%	30%
Belgium	43%	22%
Italy	43%	23%
Canada	43%	25%
Ireland	41%	27%
Chile	40%	32%
India	39%	33%
United States	38%	32%
Malaysia	37%	26%
Great Britain	37%	31%
Japan	35%	18%
Brazil	33%	34%
Indonesia	27%	43%
Hungary	26%	35%
Romania	26%	38%
Argentina	25%	41%
Colombia	23%	45%
Thailand	22%	47%
Poland	21%	44.0%
South Korea	20%	36.0%
Peru	19%	52%
Mexico	19%	53%
South Africa	16%	65%

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



	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	35%	31%
Netherlands	56%	16%
New Zealand	49%	20%
Thailand	48%	25%
Singapore	47%	15%
Australia	46%	22%
India	46%	28%
Germany	45%	19%
Sweden	44%	18%
Great Britain	44%	18%
Canada	44%	18%
Indonesia	44%	25%
Malaysia	43%	18%
Ireland	39%	30%
Japan	37%	18%
France	37%	27%
Spain	34%	31%
South Africa	34%	34%
Belgium	33%	27%
United States	33%	29%
Turkey	32%	37%
Mexico	31%	43%
Italy	30%	33%
Brazil	30%	38%
Hungary	26%	39%
Poland	25%	37%
Romania	25%	39%
Colombia	23%	46%
South Korea	21%	41%
Chile	14%	53%
Peru	14%	60%
Argentina	13%	59%

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 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



	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	29%	33%
Netherlands	42%	20%
Sweden	40%	24%
Indonesia	39%	23%
India	38%	32%
Malaysia	36%	23%
Thailand	36%	28%
Germany	34%	25%
Singapore	33%	23%
Great Britain	33%	27%
Poland	33%	30%
New Zealand	32%	26%
Spain	31%	31%
Turkey	31%	38%
Japan	30%	18%
France	30%	26%
South Africa	30%	40%
Ireland	29%	32%
Brazil	29%	34%
Mexico	29%	36%
Australia	28%	33%
Canada	27%	34%
Italy	23%	37%
Romania	23%	39%
South Korea	22%	35%
Belgium	22%	37%
United States	22%	39%
Hungary	21%	39%
Chile	21%	42%
Colombia	19%	46%
Argentina	18%	44%
Peru	18%	51%

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)	Untrustworthy (4-5)
Global Country Average	28%	28%
Indonesia	50%	16%
India	42%	26%
Brazil	40%	23%
Mexico	40%	24%
Thailand	38%	20%
Malaysia	37%	18%
Romania	37%	24%
France	36%	19%
Chile	36%	26%
Colombia	34%	31%
Germany	31%	25%
Argentina	31%	33%
Italy	29%	29%
Spain	28%	31%
Peru	28%	35%
Netherlands	27%	25%
Turkey	27%	37%
Poland	26%	31%
Sweden	25%	20%
Belgium	24%	29%
Hungary	24%	33%
Ireland	21%	31%
Canada	20%	25%
United States	19%	34%
Great Britain	18%	29%
South Africa	18%	31%
Singapore	17%	22%
New Zealand	17%	26%
Australia	16%	37%
South Korea	15%	44%
Japan	15%	28%

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 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)	Untrustworthy (4-5)
Global Country Average	29%	33%
Indonesia	52%	17%
South Africa	45%	26%
India	42%	28%
Sweden	41%	23%
Malaysia	37%	20%
Thailand	37%	22%
Ireland	36%	26%
Belgium	35%	27%
Germany	35%	28%
Netherlands	34%	23%
Great Britain	34%	25%
New Zealand	32%	28%
Singapore	30%	20%
Brazil	30%	37%
Canada	28%	27%
Australia	28%	29%
Mexico	27%	39%
South Korea	24%	29%
United States	24%	38%
Spain	24%	40%
Romania	23%	41%
Chile	23%	45%
Japan	22%	25%
France	22%	39%
Turkey	22%	46%
Colombia	21%	47%
Italy	19%	47%
Hungary	18%	42%
Poland	17%	45%
Peru	17%	52%
Argentina	15%	52%

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 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)	Untrustworthy (4-5)
Global Country Average	27%	40%
Indonesia	61%	11%
Sweden	39%	27%
Thailand	39%	29%
South Korea	37%	29%
India	36%	34%
United States	34%	32%
Great Britain	32%	32%
South Africa	32%	39%
Singapore	30%	21%
New Zealand	30%	33%
Malaysia	29%	29%
Mexico	28%	47%
Brazil	27%	39%
Romania	27%	42%
Australia	26%	39%
Ireland	26%	44%
Colombia	26%	45%
Canada	25%	37%
Germany	25%	41%
Netherlands	24%	38%
Peru	23%	43%
France	22%	41%
Italy	22%	50%
Hungary	20%	50%
Japan	18%	33%
Belgium	18%	46%
Turkey	18%	47%
Poland	17%	63%
Spain	16%	61%
Chile	14%	62%
Argentina	13%	58%

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 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	25%	38%
Indonesia	47%	19%
India	39%	30%
Netherlands	34%	28%
Brazil	34%	34%
Thailand	33%	28%
Mexico	31%	32%
Canada	29%	28%
United States	28%	37%
Ireland	28%	40%
Malaysia	27%	29%
Germany	26%	36%
Sweden	26%	38%
Singapore	24%	26%
Belgium	24%	36%
South Africa	24%	40%
Colombia	24%	43%
Australia	23%	42%
France	22%	40%
Poland	22%	40%
Chile	22%	44%
New Zealand	21%	38%
Spain	20%	44%
Romania	20%	43%
Peru	20%	49%
Turkey	20%	50%
Italy	19%	45%
Great Britain	18%	50%
Argentina	18%	51%
Japan	17%	34%
South Korea	15%	42%
Hungary	12%	52%

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 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%	35%
France	37%	20%
Singapore	36%	19%
India	36%	32%
New Zealand	34%	19%
Ireland	34%	25%
Turkey	34%	30%
Indonesia	32%	28%
Sweden	32%	20%
Australia	31%	24%
Great Britain	31%	27%
Malaysia	30%	23%
Canada	29%	20%
Netherlands	29%	26%
Brazil	28%	35%
South Africa	28%	38%
Spain	27%	33%
Germany	26%	31%
Thailand	26%	35%
Belgium	24%	31%
United States	24%	40%
Italy	23%	35%
Japan	20%	27%
Chile	20%	46%
Mexico	18%	58%
Hungary	17%	38%
Romania	16%	49%
Colombia	16%	57%
Poland	15%	54%
South Korea	14%	37%
Peru	12%	70%
Argentina	7%	72%

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



	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	25%	38%
Indonesia	57%	11%
India	45%	27%
Malaysia	41%	18%
Thailand	39%	21%
South Africa	36%	30%
Sweden	34%	26%
Turkey	31%	34%
Mexico	30%	36%
South Korea	29%	19%
Singapore	28%	27%
United States	28%	29%
New Zealand	28%	34%
Canada	27%	29%
Great Britain	23%	38%
Australia	22%	40%
Germany	21%	42%
Italy	21%	43%
Peru	20%	47%
Netherlands	19%	41%
Argentina	19%	48%
Brazil	19%	49%
Japan	18%	30%
Chile	18%	45%
France	18%	47%
Ireland	18%	51%
Colombia	18%	52%
Belgium	17%	47%
Poland	17%	49%
Spain	14%	61%
Hungary	12%	53%
Romania	11%	57%

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 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-
Global Country Average	25%	32%
Indonesia	47%	12%
India	40%	30%
Thailand	37%	23%
Mexico	34%	34%
Colombia	32%	29%
Malaysia	31%	22%
New Zealand	28%	28%
Peru	28%	37%
South Africa	27%	35%
France	26%	27%
Singapore	26%	27%
Romania	26%	33%
Brazil	26%	35%
Turkey	26%	419
Netherlands	24%	20%
Sweden	24%	29%
Italy	24%	34%
Great Britain	23%	289
Australia	23%	33%
Ireland	23%	36%
Spain	22%	42%
Belgium	21%	33%
Poland	21%	37%
United States	21%	36%
Canada	20%	31%
Chile	20%	48%
Germany	19%	31%
South Korea	18%	389
Argentina	18%	47%
Hungary	17%	35%
Japan	16%	25%

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 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



	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	18%	43%
India	35%	31%
Indonesia	32%	23%
Mexico	27%	35%
Thailand	26%	29%
Brazil	25%	34%
Malaysia	24%	31%
Colombia	24%	39%
South Africa	22%	40%
Singapore	19%	35%
Peru	19%	41%
Chile	19%	46%
Great Britain	18%	47%
Turkey	18%	52%
Ireland	17%	44%
Italy	17%	47%
Romania	16%	41%
Canada	16%	47%
United States	15%	46%
Argentina	15%	47%
Australia	15%	51%
Germany	15%	51%
Spain	15%	52%
New Zealand	14%	46%
Belgium	13%	58%
Japan	12%	35%
Netherlands	12%	46%
Sweden	12%	47%
Hungary	12%	49%
Poland	11%	46%
South Korea	9%	53%
France	9%	60%

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 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.

Business leaders



	Trustworthy (1-2)	Untrustworthy (4-5)
Global Country Average	18%	53%
Singapore	42%	25%
India	33%	39%
Indonesia	27%	41%
Turkey	27%	52%
Malaysia	26%	41%
Thailand	25%	44%
Sweden	24%	31%
New Zealand	22%	41%
Ireland	21%	53%
Mexico	21%	54%
Brazil	20%	55%
Germany	19%	48%
Netherlands	18%	41%
Australia	18%	46%
Chile	18%	56%
Canada	17%	44%
Italy	17%	57%
Great Britain	17%	57%
United States	16%	49%
France	15%	57%
Spain	15%	62%
South Korea	13%	56%
Colombia	13%	64%
Poland	13%	66%
Hungary	13%	69%
Japan	11%	48%
Belgium	11%	60%
Romania	10%	58%
Peru	10%	71%
Argentina	10%	76%
South Africa	10%	79%

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 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



Global Country Average 14% 60% India 33% 38% Singapore 30% 27% Indonesia 24% 50% Malaysia 20% 42% Thailand 19% 42% Malaysia 20% 42% Thailand 19% 42% Mexico 18% 61% Verkey 18% 61% New Zealand 17% 44% Ireland 17% 61% Ketherlands 17% 44% Germany 16% 55% Germany 16% 55% Gerat Britain 15% 63% Great Britain 15% 61% United States 13% 61% United States 13% 63% Glombia 10% 65% Glombia 10% 63% Glombia 10% 61% Glombia 10% 65%		Trustworthy (1-2)	Untrustworthy (4-5)
India 33% 38% Singapore 30% 27% Indonesia 24% 50% Malaysia 20% 42% Thailand 19% 42% Malaysia 20% 61% Mexico 18% 57% Turkey 18% 61% Netherlands 17% 44% New Zealand 17% 44% New Zealand 17% 58% Germany 16% 58% Germany 16% 58% Great Britain 15% 66% Canada 13% 65% Canada 13% 65% Canada 13% 65% Chile 13% 65% Colombia 10% 73% Colombia 10% 61% Beiglum 9% 61% South Africa 10% 73% Colombia 10% 73% Colombia 10% 73% South Africa 80% 72% <	Global Country Average	14%	60%
Indonesia 24% 50% Malaysia 20% 42% Thailand 19% 42% Mexico 18% 57% Turkey 18% 61% Netherlands 17% 44% New Zealand 17% 44% New Zealand 17% 44% Germany 16% 55% Australia 16% 55% Gartany 15% 66% Great Britain 15% 66% Canada 13% 66% Canada 13% 66% Canada 13% 65% United States 13% 65% Colombia 10% 73% Colombia 10% 73% Colombia 10% 73% South Africa 10% 73% Colombia 10% 72% South Korea 8% 72% Romania 8% 72% Romania </td <td>India</td> <td>33%</td> <td></td>	India	33%	
Malaysia 20% 42% Thailand 19% 48% Mexico 18% 57% Turkey 18% 61% Netherlands 17% 44% New Zealand 17% 44% New Zealand 17% 47% Ireland 17% 55% Germany 16% 55% Sweden 15% 49% Great Britain 15% 49% Canada 13% 66% Canada 13% 65% Japan 10% 55% Colombia 10% 73% Colombia 10% 73% Colombia 10% 73% Colombia 10% 76% South Africa 10% 70% South Korea 8% 70% Romania 8% 72% Poland 7% 73%	Singapore	30%	27%
Thailand 19% 48% Mexico 18% 57% Turkey 18% 61% Netherlands 17% 44% New Zealand 17% 44% Ireland 17% 47% Ireland 17% 47% Germany 18% 58% Germany 18% 55% Australia 16% 55% Sweden 15% 49% Great Britain 15% 66% Canada 13% 66% Canada 13% 66% United States 13% 65% Japan 10% 73% Colombia 10% 73% Colombia 10% 76% South Artica 10% 76% South Korea 8% 70% Romania 8% 72% Poland 7% 73%	Indonesia	24%	50%
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Romania 8% 74% Hungary 7% 73% Poland 7% 75%	South Korea	8%	70%
Hungary 7% 73% Poland 7% 75%	Spain		
Poland 7% 75%	Romania		
	Hungary		
Argentina 6% 79%	Poland		
	Argentina	6%	79%

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 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 a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform between 26 May and 9 June 2023.

The results are comprised of an international sample of 22,816 adults aged 18 years and older in India, 18-85 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in all other countries.

The sample consist of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the United States, and 500 individuals each in Argentina, Belgium, Chile, Columbia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey.

The sample in India consists of approximately 2,200 individuals of whom approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, New Zealand, Poland, South Korea, Spain, Sweden, and the United States can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Columbia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of more "connected" segment of their population. India's sample represents a large subset of its urban population – social economic classes A,B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample best reflects the demographic profile of the adult population according to the most recent census data.

"The Global Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has <u>not</u> been adjusted to the population size of each country or market and is <u>not</u> intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, 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 where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' 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 multispecialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

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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.



