

Trustworthiness 2026

All professions/markets

- #1 most trustworthy
- #2 most trustworthy
- #3 most trustworthy

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.

	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GB	HUN	IND	IDN	IRL	ITA	JAP	MAL	MEX	NDL	NZ	PER	POL	ROM	SGP	RSA	SK	SPA	SWE	THA	TUR	USA
Doctors	69%	64%	66%	52%	67%	53%	55%	70%	58%	64%	41%	61%	65%	55%	61%	45%	59%	64%	72%	66%	46%	37%	45%	56%	62%	39%	68%	61%	70%	52%	57%
Scientists	64%	57%	56%	53%	60%	61%	56%	63%	55%	61%	53%	68%	65%	51%	64%	36%	56%	60%	62%	60%	51%	52%	54%	46%	53%	51%	71%	61%	62%	55%	53%
Teachers	56%	55%	52%	56%	60%	60%	50%	54%	40%	59%	47%	64%	73%	54%	51%	21%	63%	53%	63%	61%	46%	37%	43%	53%	57%	39%	62%	54%	59%	52%	59%
Armed forces	33%	48%	36%	29%	47%	32%	36%	53%	34%	51%	35%	68%	27%	40%	40%	33%	44%	37%	46%	52%	24%	40%	36%	47%	37%	27%	43%	52%	25%	41%	51%
Judges	16%	45%	39%	26%	46%	20%	28%	39%	50%	44%	27%	49%	25%	36%	37%	35%	49%	25%	62%	51%	16%	22%	27%	50%	36%	21%	37%	49%	50%	30%	33%
Police	20%	47%	38%	27%	45%	33%	30%	46%	55%	40%	30%	42%	14%	38%	42%	31%	35%	20%	57%	50%	17%	25%	24%	53%	21%	23%	44%	59%	27%	42%	36%
Ordinary men/women	46%	35%	32%	28%	35%	37%	34%	36%	32%	34%	20%	53%	36%	40%	29%	16%	32%	45%	39%	40%	33%	35%	30%	24%	34%	25%	41%	28%	28%	23%	37%
Personal trainers	34%	29%	26%	27%	32%	32%	35%	26%	28%	29%	34%	52%	35%	34%	28%	16%	38%	36%	29%	38%	29%	26%	31%	28%	46%	18%	35%	29%	34%	31%	34%
Tech entrepreneurs	41%	21%	25%	26%	22%	34%	43%	28%	20%	17%	18%	52%	45%	25%	31%	13%	45%	42%	22%	22%	37%	32%	32%	27%	44%	36%	34%	27%	47%	37%	22%
Lawyers	22%	29%	30%	25%	32%	25%	24%	33%	38%	32%	30%	39%	24%	32%	27%	32%	40%	28%	42%	34%	19%	28%	27%	36%	32%	24%	33%	42%	38%	28%	23%
TV news readers	18%	29%	33%	25%	33%	19%	21%	23%	36%	33%	17%	39%	40%	35%	22%	21%	45%	28%	36%	33%	21%	22%	15%	37%	46%	22%	25%	36%	46%	21%	26%
Clergy/priests	19%	29%	15%	27%	30%	21%	29%	23%	24%	31%	23%	37%	50%	27%	23%	17%	26%	26%	24%	30%	29%	16%	25%	31%	36%	32%	15%	44%	33%	17%	35%
Journalists	17%	23%	28%	28%	35%	23%	24%	23%	22%	16%	14%	38%	43%	28%	23%	15%	28%	36%	38%	25%	19%	23%	15%	33%	31%	17%	22%	28%	39%	20%	29%
Pollsters	29%	15%	24%	30%	22%	33%	31%	41%	26%	13%	23%	32%	35%	18%	30%	11%	36%	38%	23%	15%	31%	22%	34%	18%	24%	17%	21%	22%	41%	25%	18%
Bankers	20%	25%	20%	17%	29%	19%	23%	19%	21%	19%	15%	50%	39%	22%	23%	19%	44%	25%	18%	28%	20%	17%	16%	31%	42%	29%	17%	31%	37%	27%	28%
Government officials	10%	28%	26%	25%	29%	16%	18%	33%	22%	29%	21%	47%	22%	33%	22%	21%	34%	18%	33%	33%	13%	14%	13%	44%	29%	23%	26%	29%	23%	28%	21%
Business leaders	19%	20%	21%	20%	18%	19%	33%	28%	17%	17%	17%	43%	32%	25%	22%	14%	34%	31%	22%	23%	27%	17%	20%	25%	37%	22%	18%	22%	40%	22%	19%
AI chatbots	22%	18%	14%	25%	14%	21%	24%	15%	13%	15%	19%	51%	41%	17%	20%	17%	37%	29%	8%	14%	28%	18%	18%	22%	37%	32%	17%	14%	35%	28%	14%
Government ministers	9%	18%	10%	16%	19%	15%	14%	10%	11%	12%	19%	33%	12%	21%	15%	13%	25%	17%	22%	17%	10%	12%	10%	45%	16%	17%	11%	22%	21%	26%	15%
Ad execs	17%	13%	8%	18%	12%	19%	25%	9%	6%	10%	11%	35%	23%	20%	15%	10%	27%	25%	10%	12%	23%	9%	15%	19%	29%	13%	13%	9%	28%	20%	16%
Social media influencers	11%	12%	6%	13%	9%	15%	15%	6%	5%	11%	10%	36%	21%	17%	13%	7%	21%	16%	6%	12%	12%	16%	12%	17%	20%	14%	9%	9%	24%	15%	12%
Politicians	10%	15%	7%	12%	13%	10%	12%	8%	8%	11%	10%	31%	12%	20%	12%	9%	18%	15%	14%	13%	11%	8%	8%	28%	14%	12%	8%	12%	17%	17%	11%

Trustworthiness 2026

All professions/markets

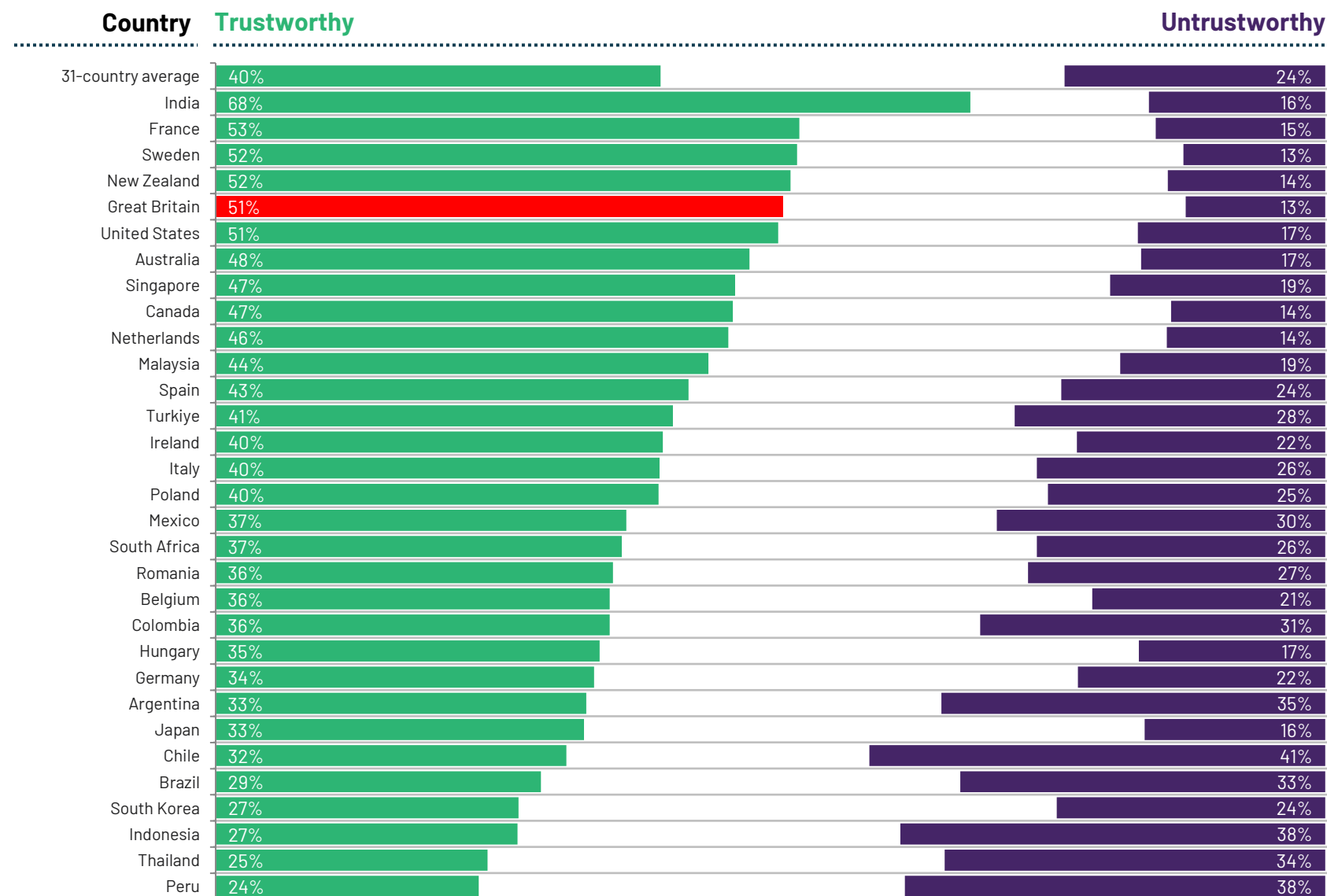
- #1 most untrustworthy
- #2 most untrustworthy
- #3 most untrustworthy

	ARG	AUS	BEL	BRA	CAN	CHL	COL	FRA	GER	GB	HUN	IND	IDN	IRL	ITA	JAP	MAL	MEX	NDL	NZ	PER	POL	ROM	SGP	RSA	SK	SPA	SWE	THA	TUR	USA
Politicians	68%	59%	67%	66%	56%	72%	68%	72%	67%	67%	57%	48%	63%	54%	65%	55%	46%	62%	46%	54%	68%	78%	83%	27%	72%	60%	75%	50%	49%	61%	67%
Social media influencers	56%	61%	76%	57%	66%	58%	56%	78%	76%	64%	56%	32%	33%	55%	66%	59%	38%	52%	80%	63%	53%	57%	61%	46%	51%	52%	70%	76%	29%	60%	58%
Government ministers	67%	49%	68%	57%	44%	62%	58%	67%	58%	62%	48%	43%	62%	51%	58%	45%	37%	54%	36%	50%	67%	67%	68%	23%	70%	45%	67%	32%	43%	52%	54%
Ad execs	37%	48%	63%	40%	50%	42%	30%	59%	59%	52%	47%	32%	26%	39%	46%	34%	26%	32%	50%	47%	35%	50%	49%	40%	32%	49%	49%	47%	21%	44%	51%
AI chatbots	38%	49%	53%	40%	53%	44%	42%	47%	56%	50%	35%	20%	17%	46%	36%	32%	21%	37%	58%	50%	33%	47%	50%	27%	29%	23%	44%	55%	24%	38%	50%
Clergy/priests	50%	36%	50%	38%	32%	54%	41%	40%	43%	32%	46%	29%	17%	37%	46%	31%	27%	42%	34%	33%	36%	60%	48%	22%	31%	28%	54%	24%	26%	48%	28%
Journalists	49%	36%	35%	35%	27%	49%	45%	40%	38%	48%	47%	35%	18%	36%	38%	36%	25%	27%	24%	37%	42%	42%	50%	22%	37%	36%	41%	36%	18%	46%	34%
Bankers	44%	35%	42%	49%	28%	46%	43%	43%	38%	40%	48%	24%	18%	43%	35%	25%	14%	34%	37%	30%	36%	51%	55%	28%	26%	17%	55%	25%	15%	39%	29%
Government officials	67%	22%	28%	35%	22%	54%	52%	21%	31%	25%	29%	26%	37%	24%	32%	24%	23%	58%	22%	18%	59%	54%	49%	17%	31%	29%	32%	20%	33%	30%	40%
TV news readers	43%	27%	28%	40%	23%	48%	46%	38%	30%	23%	41%	33%	20%	30%	42%	26%	16%	35%	23%	25%	44%	42%	50%	18%	24%	29%	33%	21%	17%	46%	36%
Business leaders	42%	35%	29%	36%	35%	48%	31%	28%	32%	35%	32%	25%	22%	33%	32%	26%	20%	32%	20%	29%	31%	43%	41%	27%	28%	31%	45%	29%	17%	45%	40%
Police	46%	24%	26%	36%	22%	36%	40%	22%	19%	27%	29%	33%	59%	29%	25%	22%	26%	52%	14%	20%	54%	39%	38%	18%	55%	36%	24%	16%	34%	34%	32%
Judges	53%	23%	27%	36%	18%	56%	37%	27%	20%	21%	31%	27%	40%	26%	30%	20%	18%	41%	13%	17%	55%	43%	45%	16%	30%	39%	34%	16%	19%	43%	28%
Lawyers	41%	31%	32%	37%	28%	42%	42%	25%	22%	26%	29%	31%	37%	32%	31%	18%	19%	32%	18%	24%	41%	35%	41%	23%	35%	30%	28%	15%	23%	41%	38%
Pollsters	29%	32%	27%	28%	25%	30%	32%	14%	28%	30%	30%	27%	19%	28%	27%	34%	16%	26%	27%	27%	30%	36%	29%	24%	27%	36%	30%	25%	13%	38%	35%
Tech entrepreneurs	21%	32%	22%	32%	32%	24%	23%	24%	31%	37%	26%	18%	12%	32%	24%	31%	15%	21%	27%	29%	18%	24%	29%	22%	19%	17%	19%	22%	14%	26%	38%
Armed forces	35%	17%	21%	33%	14%	41%	31%	15%	22%	13%	17%	16%	38%	22%	26%	16%	19%	30%	14%	14%	38%	25%	27%	19%	26%	24%	24%	13%	34%	28%	17%
Personal trainers	17%	19%	26%	29%	17%	23%	27%	28%	19%	18%	17%	17%	14%	22%	28%	21%	16%	21%	22%	16%	25%	31%	28%	23%	20%	26%	20%	22%	16%	33%	17%
Ordinary men/women	15%	16%	16%	26%	14%	21%	22%	13%	13%	14%	24%	21%	10%	18%	22%	20%	17%	17%	14%	13%	22%	17%	22%	18%	23%	19%	13%	20%	14%	33%	16%
Teachers	15%	13%	13%	18%	11%	14%	20%	14%	18%	12%	19%	17%	8%	18%	16%	27%	12%	15%	8%	11%	19%	23%	23%	18%	17%	19%	10%	11%	10%	18%	14%
Scientists	13%	14%	15%	19%	11%	16%	19%	10%	15%	12%	12%	16%	10%	20%	15%	14%	14%	15%	11%	12%	17%	18%	23%	16%	21%	15%	8%	13%	13%	21%	17%
Doctors	11%	11%	11%	18%	10%	20%	14%	9%	13%	14%	20%	18%	11%	18%	15%	13%	12%	13%	7%	12%	19%	29%	23%	15%	16%	20%	11%	13%	9%	19%	15%

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.

In general, do you think each
is trustworthy or
untrustworthy in ...?
**Members of the Armed
Forces**

Base: 23,537 online adults under the age of 75
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In general, do you think each
is trustworthy or
untrustworthy in ...?
Clergy/priests

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



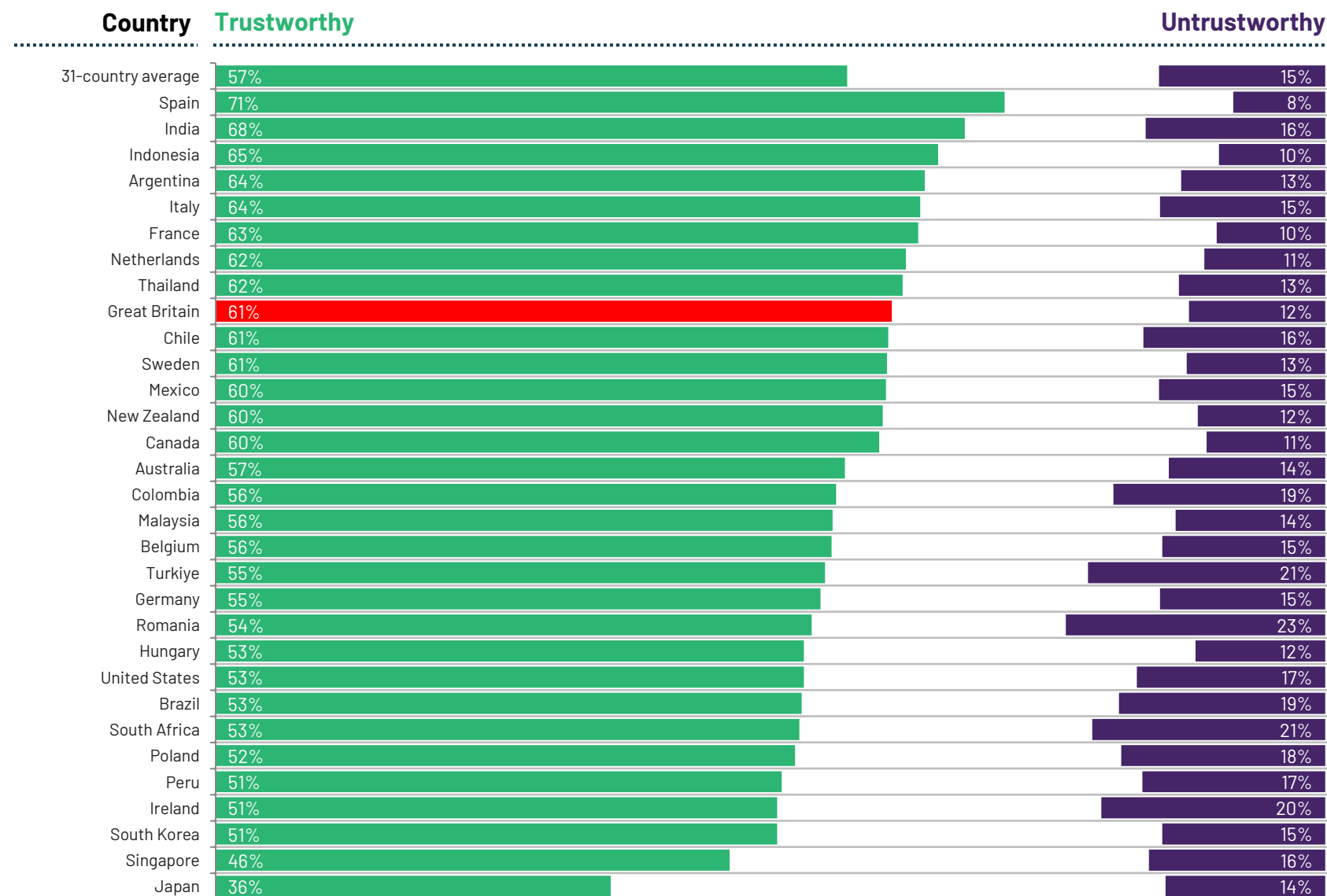
In general, do you think each
is trustworthy or
untrustworthy in ...?
**Government officials/civil
servants**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...?
Scientists

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



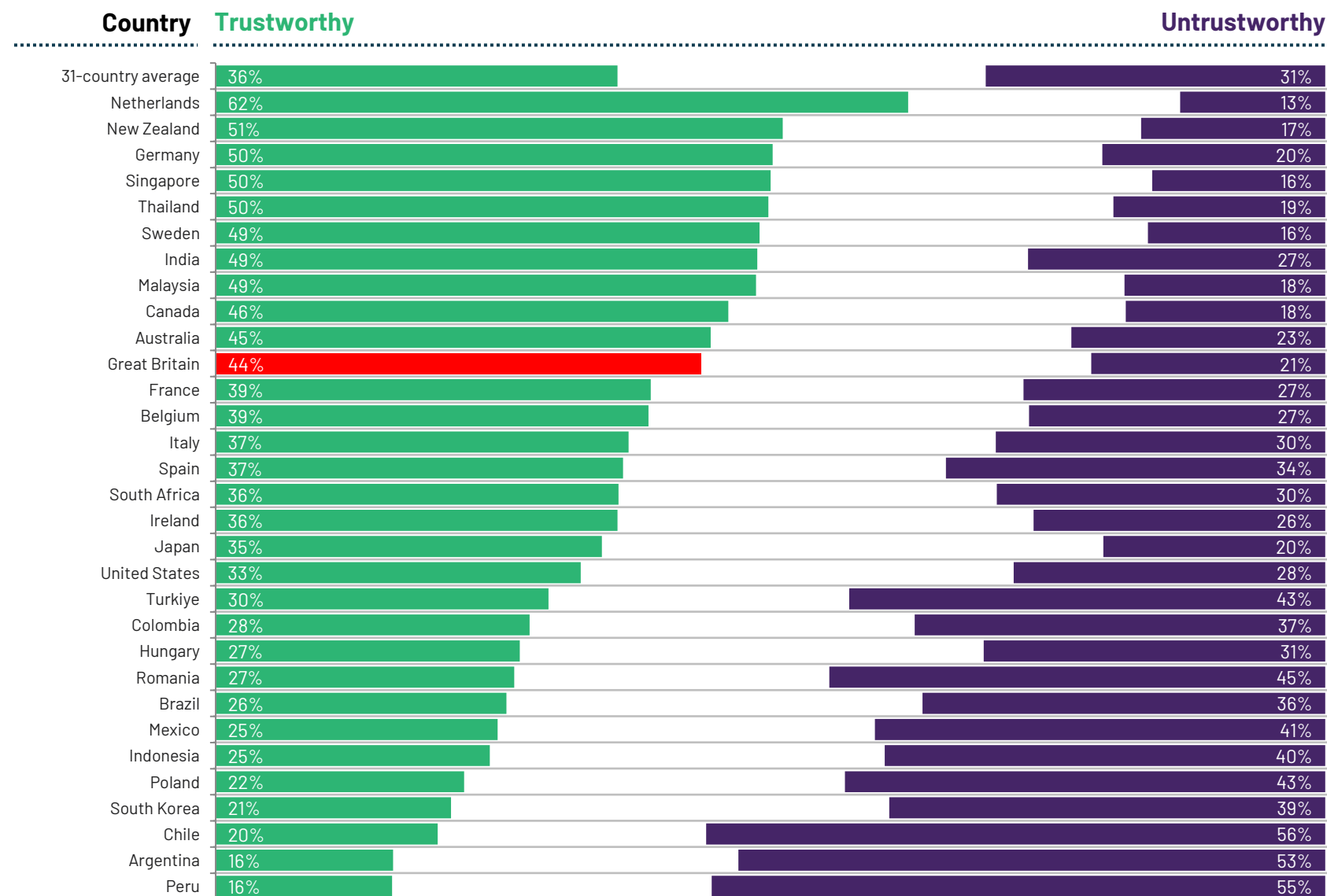
In general, do you think each
is trustworthy or
untrustworthy in ...?
Teachers

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



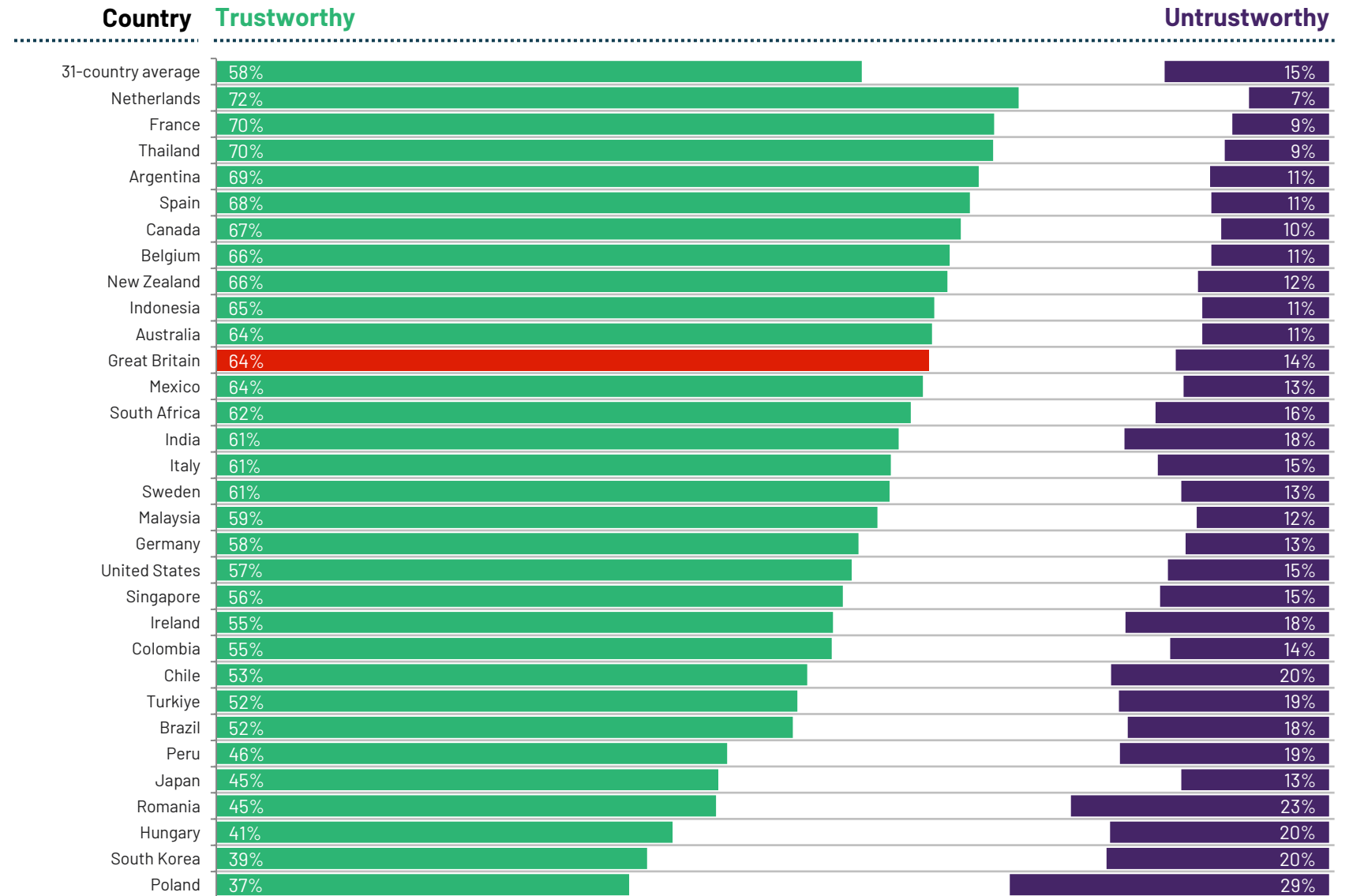
In general, do you think each
is trustworthy or
untrustworthy in ...? **Judges**

Base: 23,537 online adults under the age of 75
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In general, do you think each
is trustworthy or
untrustworthy in ...? **Doctors**

Base: 23,537 online adults under the age of 75
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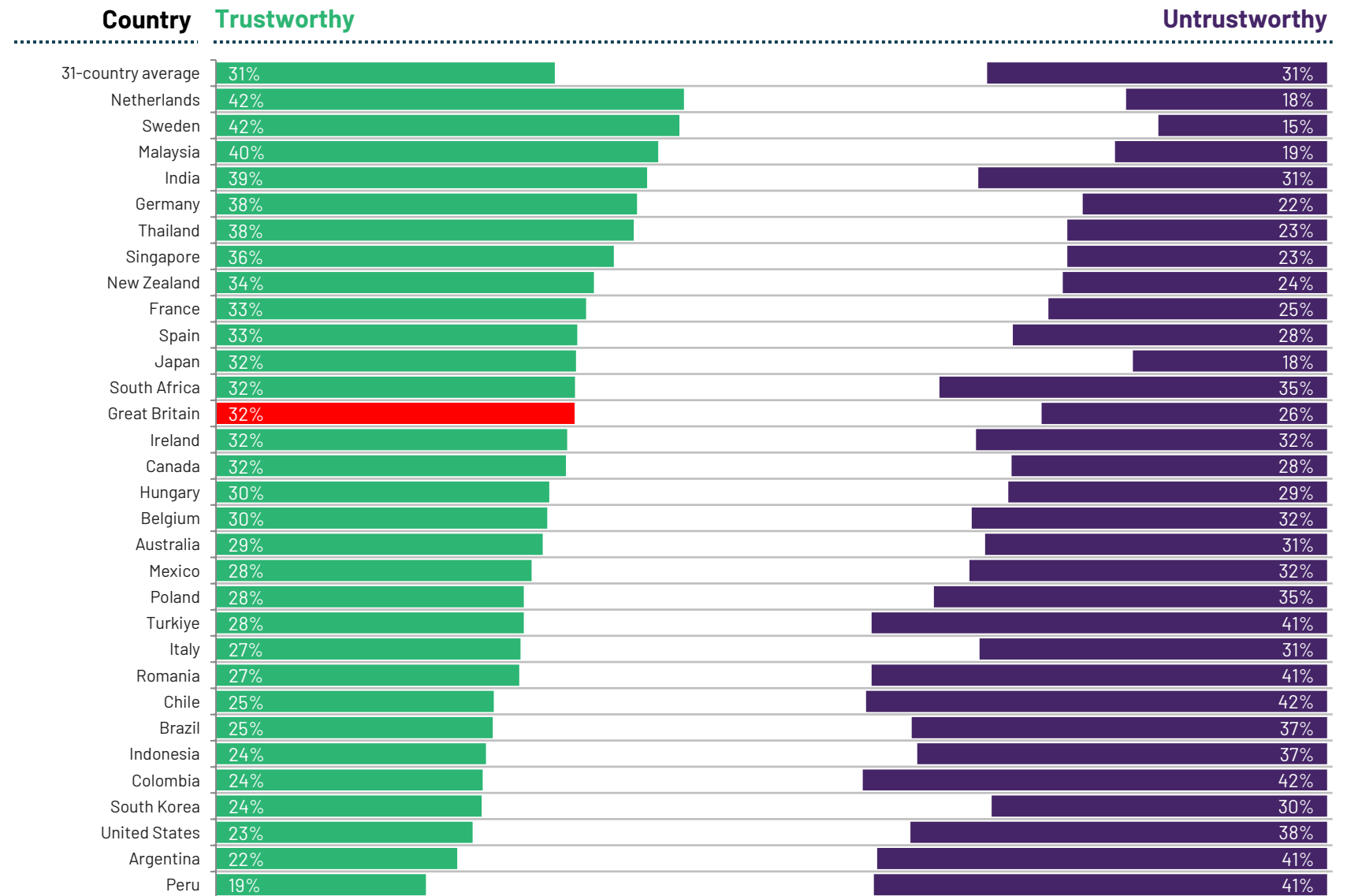
In general, do you think each
is trustworthy or
untrustworthy in ...? **The
Police**

Base: 23,537 online adults under the age of 75
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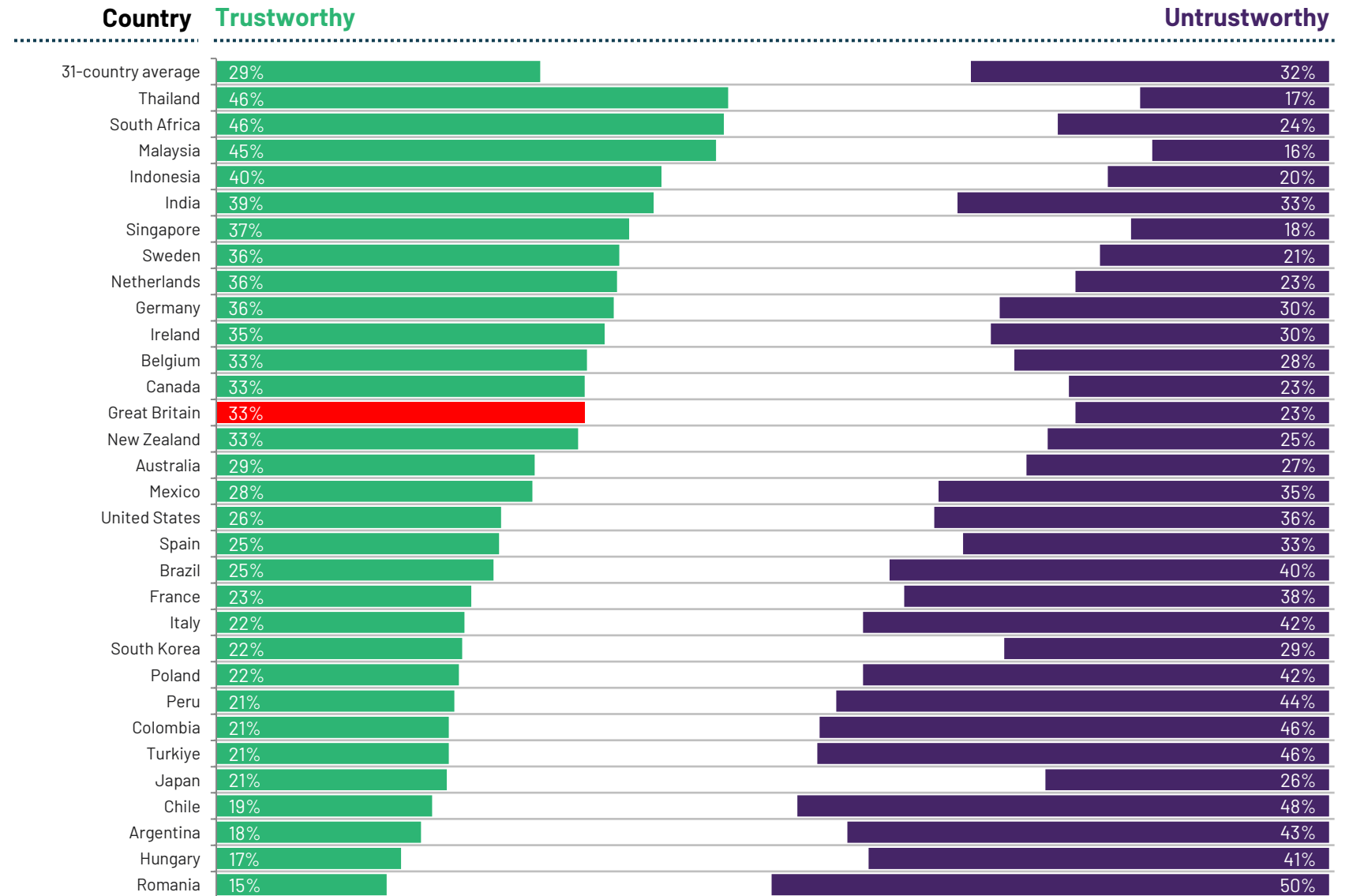
In general, do you think each
is trustworthy or
untrustworthy in ...? **Lawyers**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...? **TV news
anchor/television News
Readers**

Base: 23,537 online adults under the age of 75
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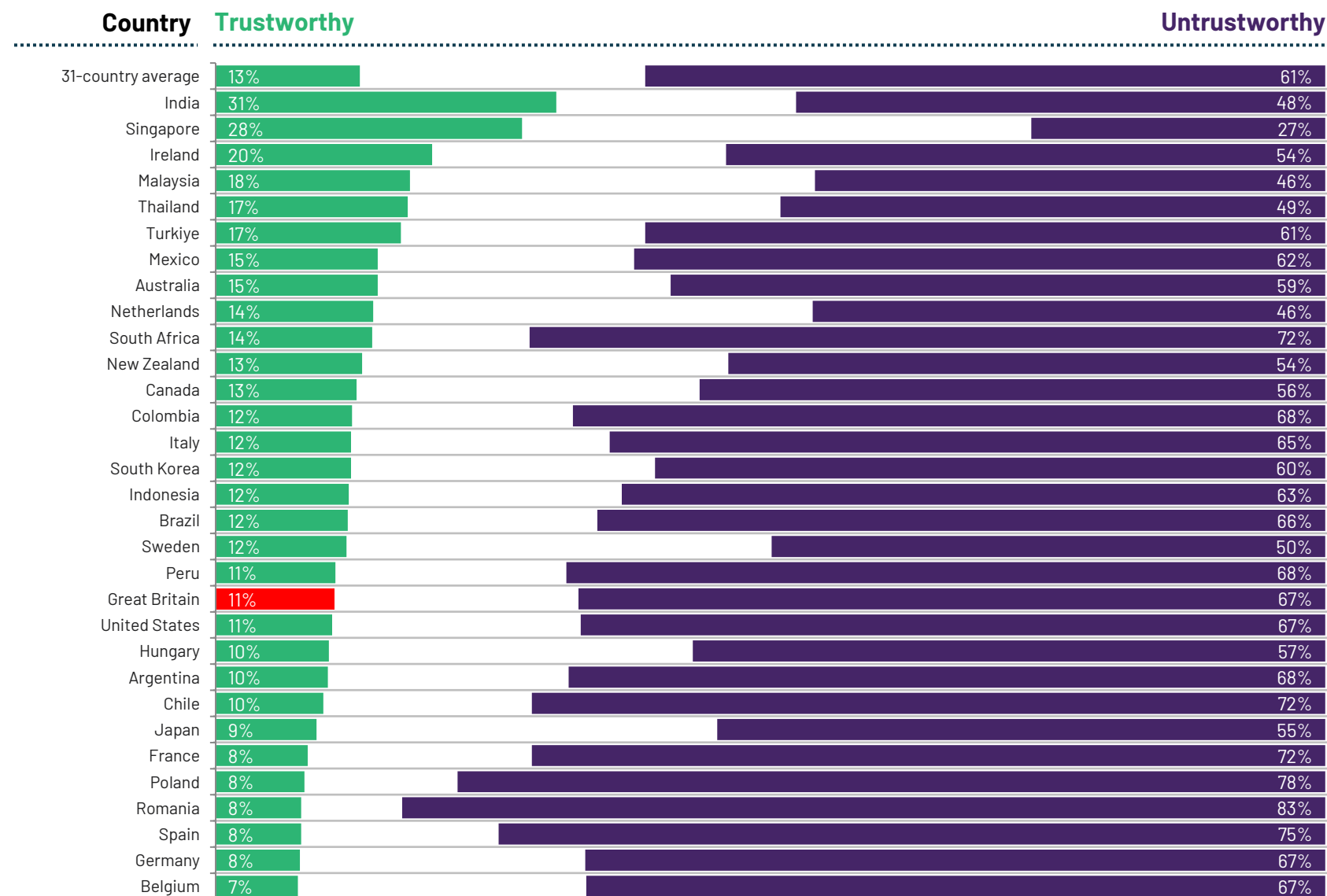
In general, do you think each
is trustworthy or
untrustworthy in ...? **Personal
trainers**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



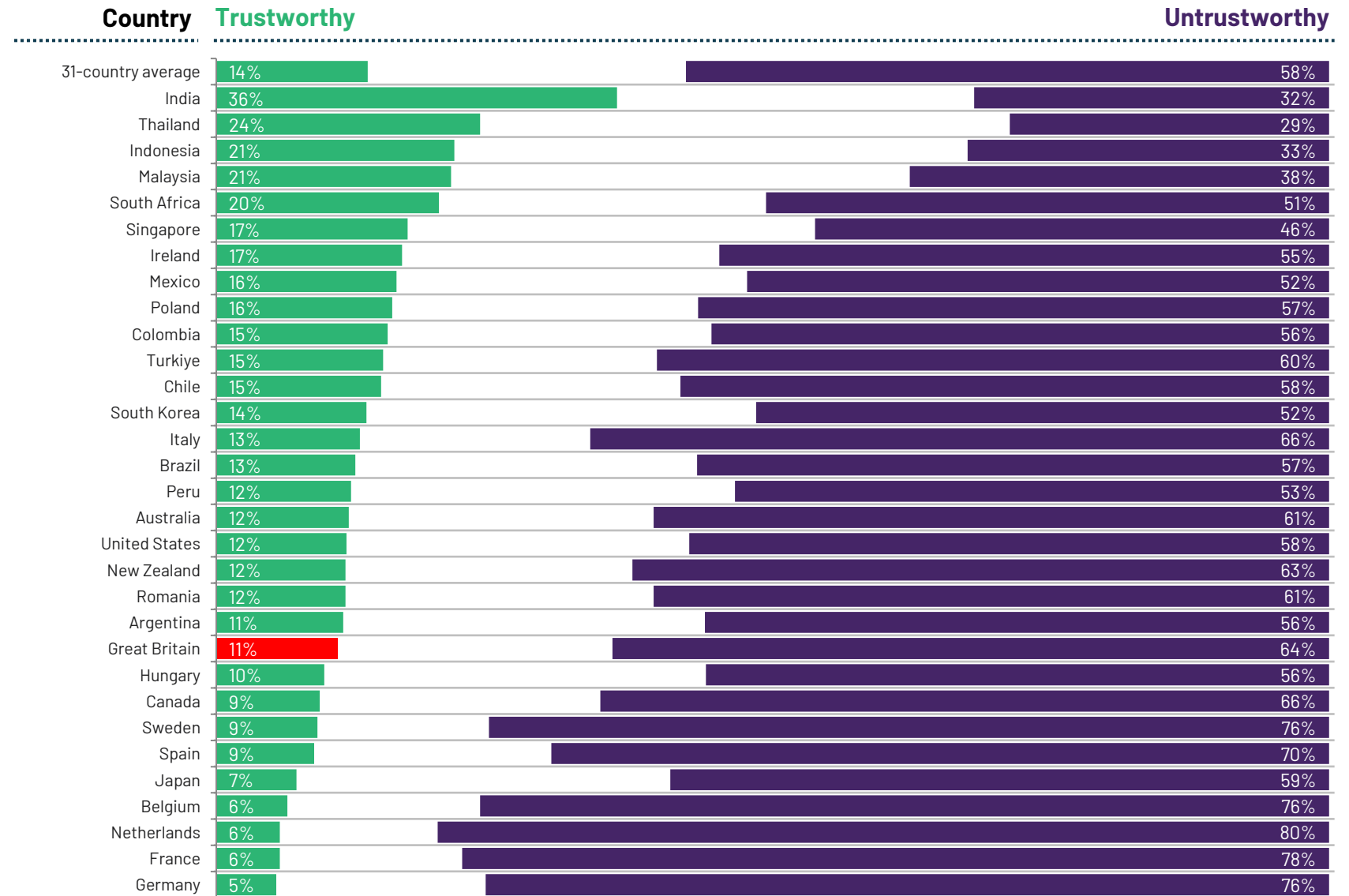
In general, do you think each
is trustworthy or
untrustworthy in ...?
Politicians generally

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



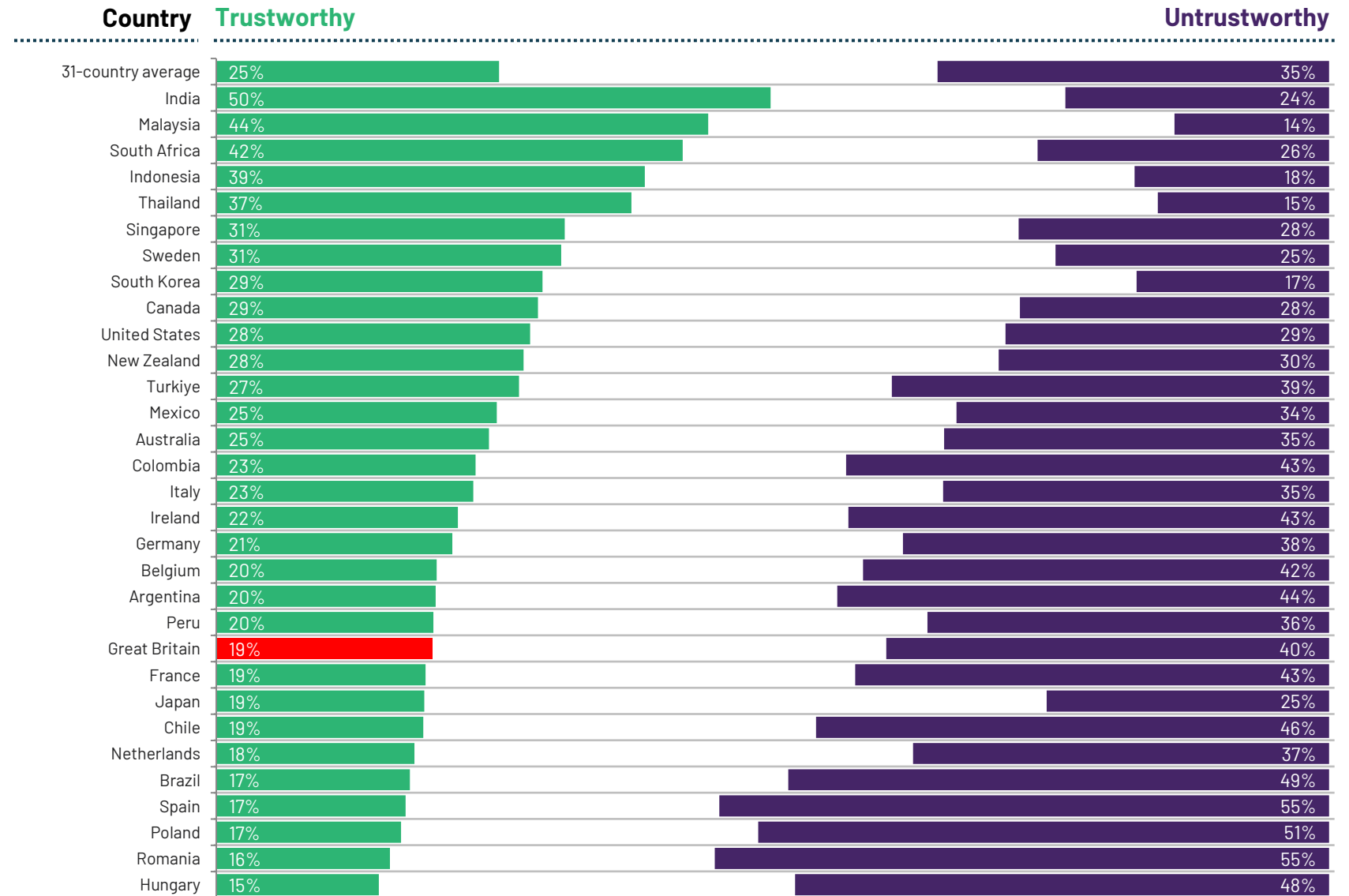
In general, do you think each
is trustworthy or
untrustworthy in ...? **Social
media influencers**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



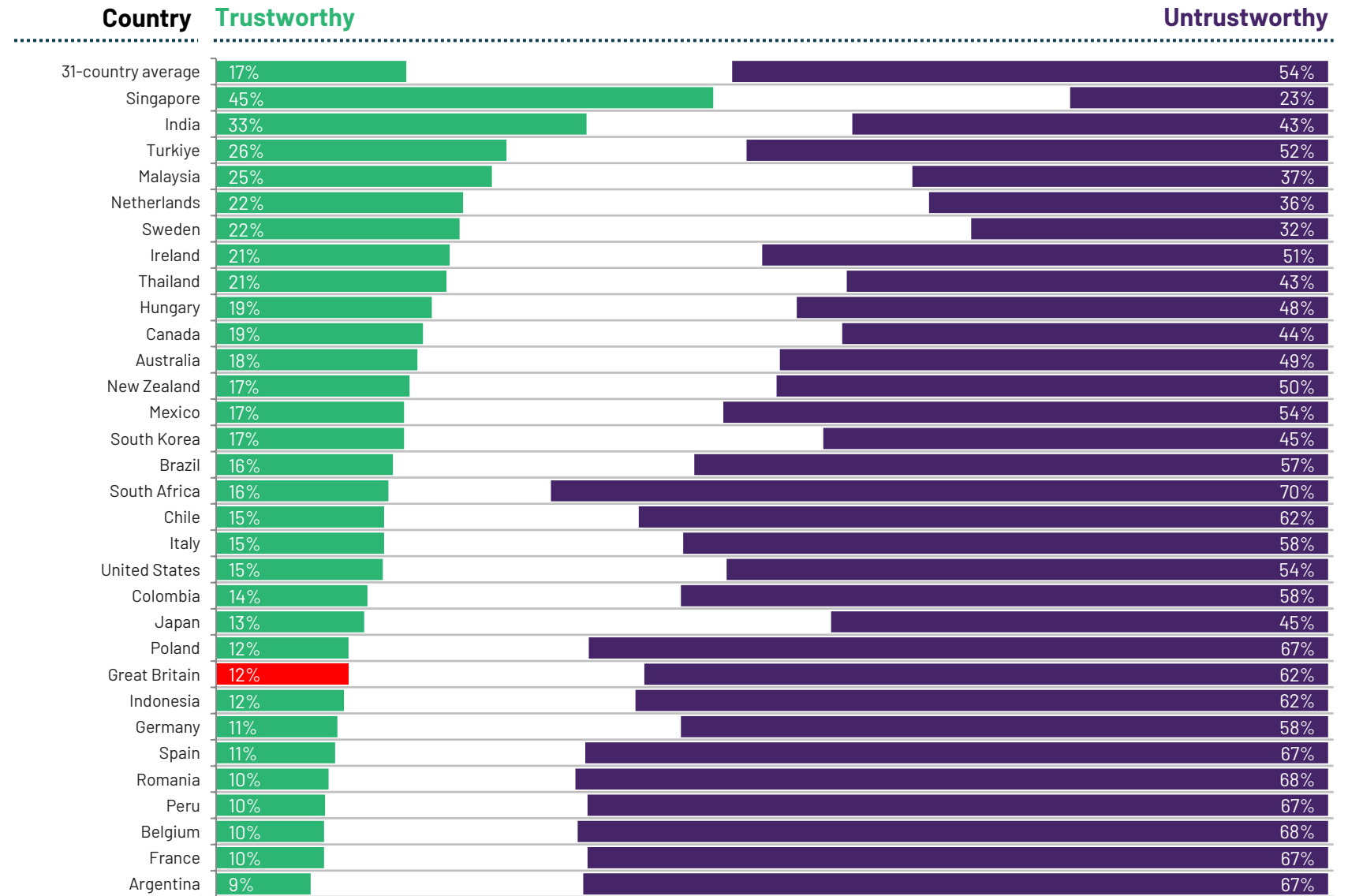
In general, do you think each
is trustworthy or
untrustworthy in ...? **Bankers**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



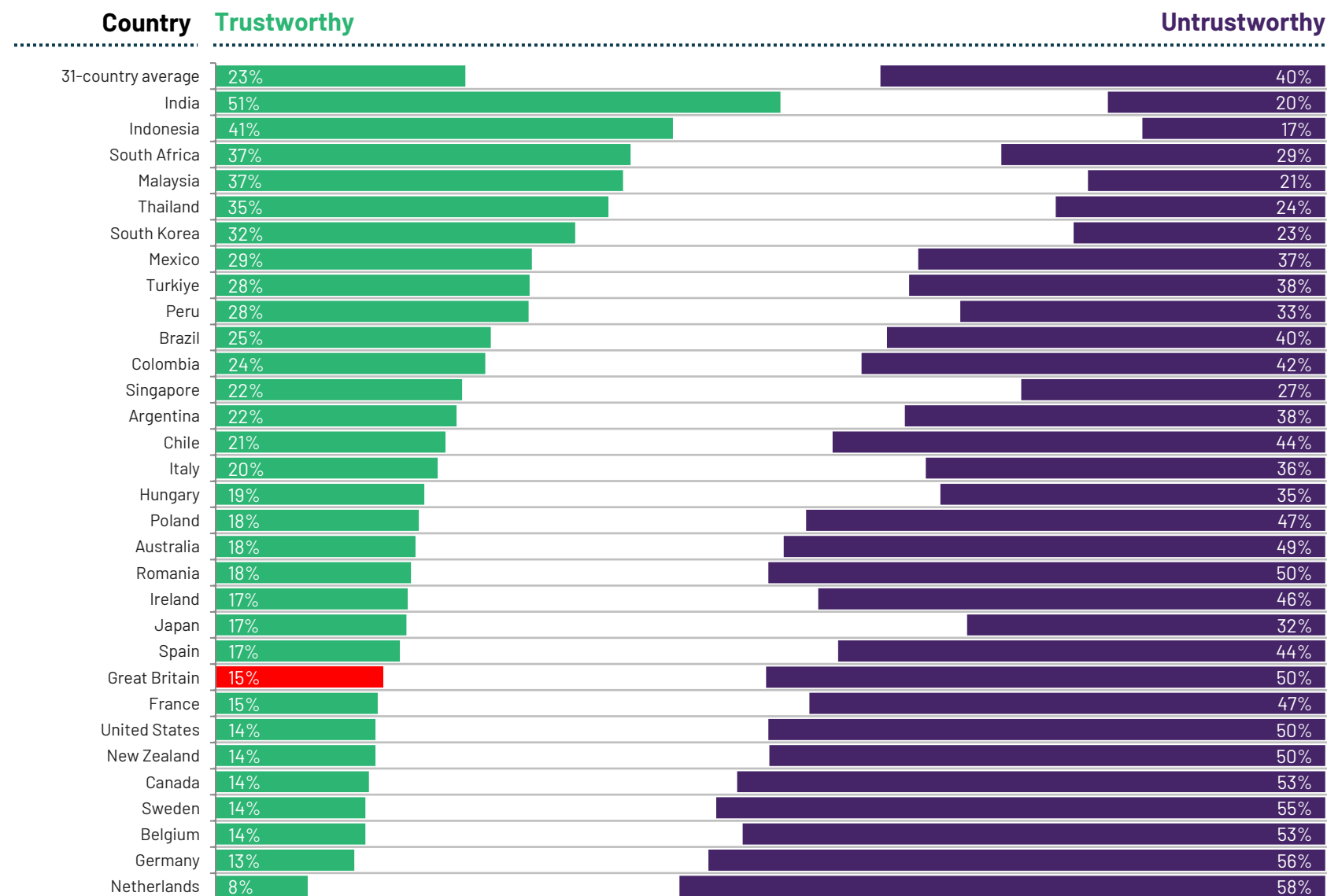
In general, do you think each is trustworthy or untrustworthy in ...? **Cabinet officials/government ministers**

Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.



In general, do you think each is trustworthy or untrustworthy in ...? AI chatbots

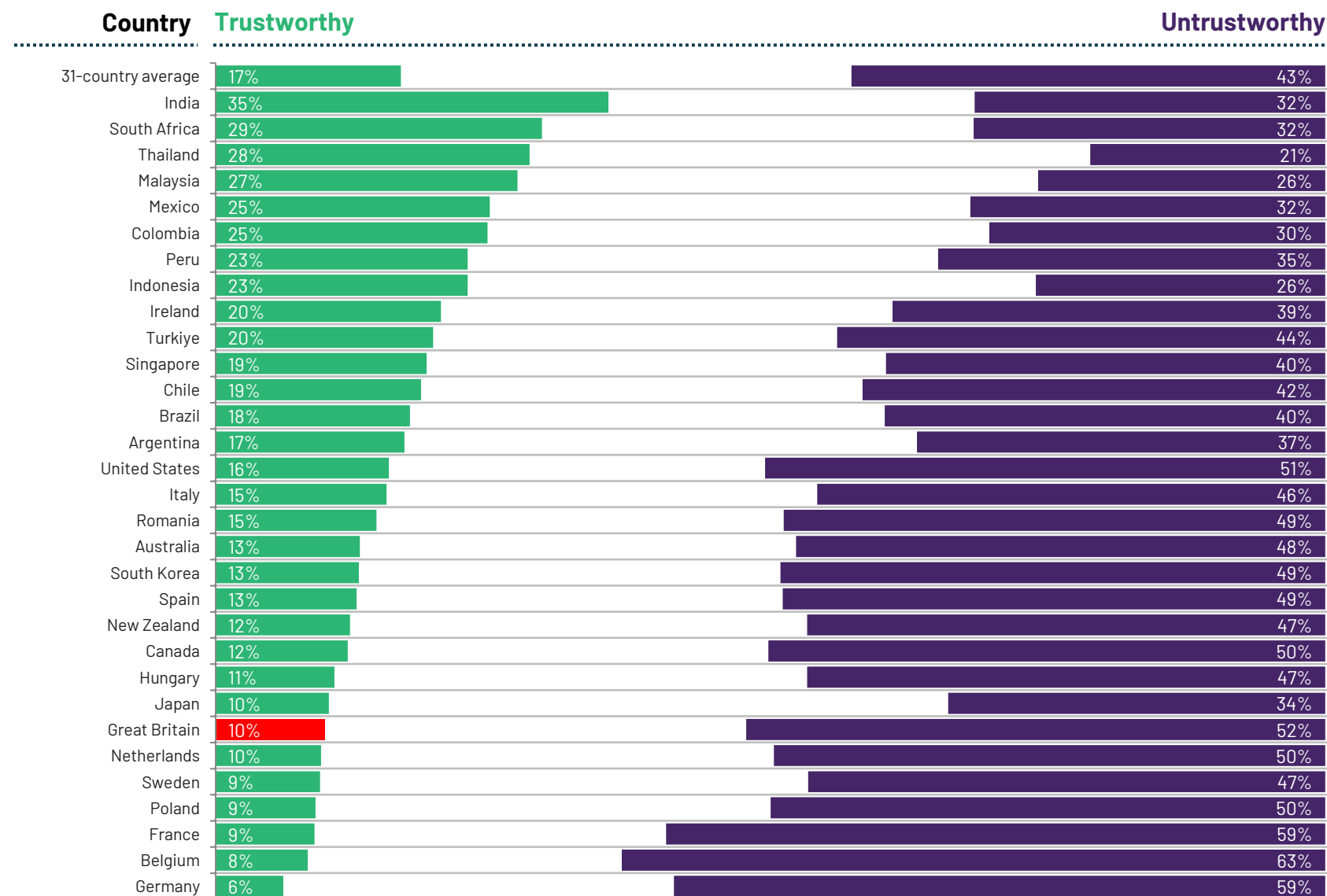
Base: 23,537 online adults under the age of 75 between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...?

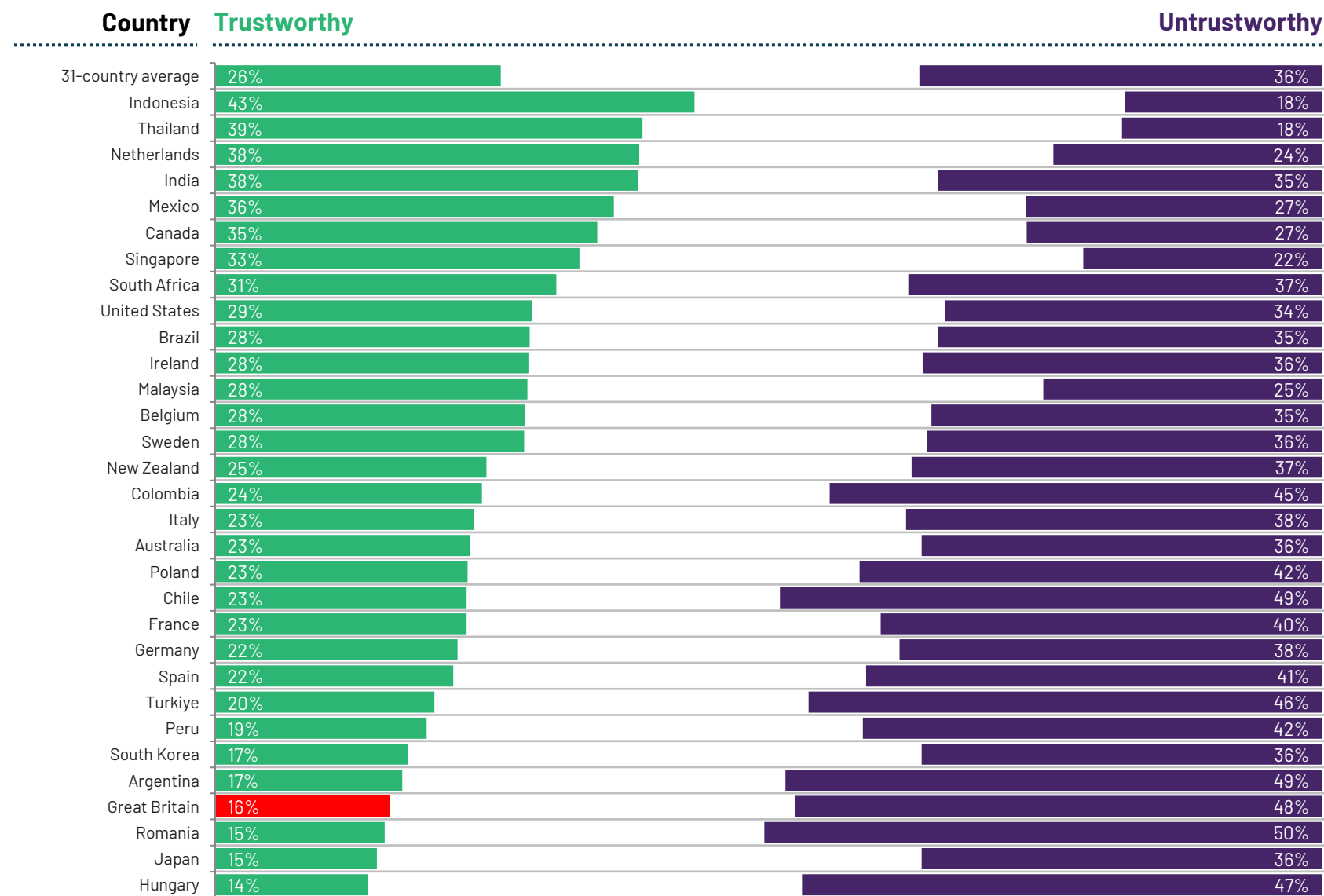
Advertising executives

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...?
Journalists

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...? **Tech
entrepreneurs**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...?
Business leaders

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.



In general, do you think each
is trustworthy or
untrustworthy in ...? **Pollsters**

Base: 23,537 online adults under the age of 75
between 19 June and 3 July 2026 in 31 countries.

