

# A Matter of Trust

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# A Matter of Trust

**Toronto, ON** – A new poll conducted by Ipsos Reid on behalf of PostMedia News has revealed the degree to which Canadians trust people working in a wide range of professions. The data reveal that pharmacists (79%), doctors (75%), airline pilots (75%) and Canadian soldiers (72%) are the most trusted professions, rated as a 5, 6 or 7 on a seven-point scale. At the bottom of the list are car salespeople (8%), national politicians (9%), union leaders (17%), and local municipal politicians (17%).

Tracking from a similar survey conducted in 2003 reveals that trust in some professions has decreased significantly. Police officers' ratings in the trust survey have slid from 73% in 2003 to 57% currently. Fewer Canadians also now trust teachers at 65% (down 14 points), pharmacists (79%, down 12 points), doctors (75%, down 10 points), auto mechanics (25%, down 8 points) and new-home builders (19%, down 8 points).

Trust in a few professions, however, has increased. Significantly more Canadians trust Canadian soldiers than said the same about the Canadian Forces in 2003 (72%, up 15 points). Slightly more Canadians now trust daycare workers (59%, up 1 point), chiropractors (44%, up 4 points) and municipal politicians (17%, up 3 points). The following is a list of professions studied, from most trusted to least trusted, along with the change in the proportion of Canadians who deem these professions to be trustworthy:

PROFESSION	% Who Rate 5,6 or 7 (scale of 1-7)	Change in Trust from 2003
Pharmacists	79%	-12%
Doctors	75%	-10%
Airline Pilots	75%	-6%
Canadian Soldiers*	72%	+15%
Teachers	65%	-14%
Day Care Workers	59%	+1%
Police Officers	57%	-16%
Judges	51%	N\A
Accountants	49%	-3%
Chiropractors	44%	+4%
Plumbers	39%	-3%
Church Leaders	38%	N\A
Financial Advisors	37%	-3%
Charity Leaders	35%	N\A
Engineers	34%	N\A
TV and Radio Personalities	30%	-6%
Journalists	29%	-2%
Environmental activists	28%	N\A
Auto mechanics	25%	-8%
Lawyers	22%	-7%
New Home builders	19%	-8%
Chief Executive Officers	19%	-2%
Local Municipal Politicians	17%	+3%
Union Leaders	17%	N\A
National Politicians	9%	Unchanged
Car Salespeople	8%	-2%

\*In 2003 wording was "Canadian Forces"; in 2011 wording was "Canadian Soldiers"



*These are some of the findings of an Ipsos Reid poll conducted between January 5 to 10, 2011, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,033 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The "Engineers" response option was added after one night in field and thus is based on 643 respondents.*

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