

What Do Pharmacists, Doctors, Soldiers, Pilots and Teachers Have in Common?

They're among the Most Trusted Professions in Canada

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Toronto, ON – The top-five trusted professions from 2010 have reprised their role in the top five in 2011, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television. Eight in ten (78%, -1 point) Canadians say they trust pharmacists, scoring them a 5, 6, or 7 on a trust scale of 1 to 7. Following closely are doctors (75%, unchanged), Canadian soldiers (74%, +2 points), and airline pilots (73%, -2 points). Rounding out the top-five spots are teachers, who are trusted by 65% of the population (unchanged).

In total, twenty-six professions were tested in the poll, and some familiar faces were among the bottom-five professions as well: car salespeople (6%, -2 points), national politicians (10%, +1 point), union leaders (16%, -1 point), municipal politicians (17%, unchanged) and Chief Executive Officers (19%, unchanged).

In most cases, the year over year change was modest. However, trust in one profession – church leaders – dropped five points from 38% last year to 33% this year, marking the biggest change for any one profession.

Below is a list of all professions studied, along with tracking back to an identical poll conducted in 2003:

Most Trusted Professions

Profession	% Trust (5-7 out of 7) 2003 versus 2011		% Change 2003 to 2011
Pharmacists	91%	78%	-13 points
Doctors	85%	75%	-10 points
Canadian Soldiers	57%	74%	+17 points
Airline Pilots	81%	73%	-8 points
Teachers	79%	65%	-14 points
Police Officers	73%	57%	-16 points
Daycare Workers	58%	56%	-2 points
Judges	44%	52%	+8 point
Accountants	52%	48%	-4 point
Chiropractors	40%	43%	+3 point
Plumbers	42%	40%	-2 point
Financial Advisors	40%	34%	-6 points
Charity Leaders	45%	34%	-11 points
Church Leaders	35%	33%	-2 points
Television and Radio personalities	36%	31%	-5 points
Journalists	31%	31%	N/C
Environmental Activists	36%	30%	-6 points

Pollsters (new this year)	40%	27%	-13 points
Lawyers	29%	25%	-4 points
Auto Mechanics	33%	23%	-10 points
New Home Builders	27%	21%	-6 points
Chief Executive Officers	21%	19%	-2 points
Local Municipal Politicians	14%	17%	+3 points
Union Leaders	21%	16%	-5 points
National Politicians	9%	10%	+1 point
Car Salespeople	10%	6%	-4 points

These are some of the findings of an Ipsos Reid poll conducted between December 14 and 19, 2011, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,021 Canadians who season from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to 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.

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