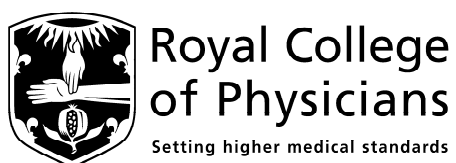


Trust in Doctors 2009

Annual Survey of Public Trust in Professions

**Research Study Conducted for
The Royal College of Physicians**



September 2009

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Introduction

This report presents the findings of a survey conducted by Ipsos MORI on behalf of the Royal College of Physicians. The main objective of this survey was: to examine the level of public trust in a variety of professions and types of people, including doctors. Ipsos MORI has been tracking the findings from this study over the last 26 years.

Methodology

The questions were placed on the Ipsos MORI Public Affairs Monitor ('PAM') – an omnibus study that asks a range of social questions of British adults.

A nationally representative quota sample of 2,023 adults aged 15 and over was interviewed throughout Great Britain from 4-10 September 2009. Quotas were set within output areas by age, gender, work status and housing tenure; and the survey data were weighted by age within gender, social grade, region, rurality, work status, ethnicity and deprivation. Interviews were conducted face-to-face in respondents' homes, using CAPI.

Reporting

The figures quoted in the charts are percentages, and the base size from which the percentage is derived is indicated at the foot of the chart.

Please note that the percentage figures for the various sub-samples or groups need to differ by a certain number of percentage points for the difference to be statistically significant. The number will depend on the size of the sub-group sample and the percentage finding itself. There is further explanation in the section entitled "Statistical Reliability" in the Appendices to this report.

When an asterisk (*) appears in charts, this indicates a percentage of less than half, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding.

Publication of Data

Our Standard Terms and Conditions apply to this, as to all studies we carry out. Compliance with the Market Research Society Code of Conduct and our clearing is necessary of any copy or data for publication, web-siting or press releases which contain any data derived from Ipsos MORI research. This is to protect our client's reputation and integrity as much as our own. We recognise that it is in no-one's best interests to have survey findings published which could be misinterpreted or could appear to be inaccurately, or misleadingly, presented.

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Summary of Findings

Ipsos MORI has been monitoring the public's trust in professions, alongside perceptions of the 'ordinary man/woman in the street' since 1983. Generally, we have found that the level of trust in different professions has been largely consistent over the years. Each year since the survey began, doctors have come out top¹ - being considered the most trustworthy group. Other professions which many people have consistently trusted over a period of time are teachers, professors, and judges. On the other hand, there are certain professions which the public is less inclined to trust to tell the truth, namely, journalists, politicians, government ministers and business leaders.

This summary reviews the key findings of this year's survey and compares them with previous years' results.

¹ In 1993, doctors came joint first with teachers.

Trust in Professions in 2009

Once again, **doctors** remain the most trusted profession, with 92% of British adults aged 15+ saying they would generally trust them to tell the truth. This figure has remained at the all-time high recorded in 2008. In addition, only one in twenty adults this year (5%) say they do not trust doctors to tell the truth. Net trust, which is the difference between the proportion who trust doctors to tell the truth and those who do not, ties with results from 2006 and 2004 at a high of +87. Young men (aged 15-34) have the highest levels of trust in doctors (96%), though among all demographic groups trust is high.

As in previous years, approaching nine in ten British adults trust **teachers** (88%) to tell the truth². Four in five share this view for **professors** (80%) and **judges** (80%), and seven in ten for **clergymen/priests** (71%) and **scientists** (70%).

Two professions are trusted by around three in five adults, namely, **television newsreaders** (63%) and **the police** (60%), each coming ahead of perceptions of **the ordinary man or woman in the street** (54%) in this regard.

Pollsters and **civil servants** are trusted by just under half the public (45% and 44%, respectively). However, a relatively large proportion of respondents are undecided whether these professions are trustworthy.

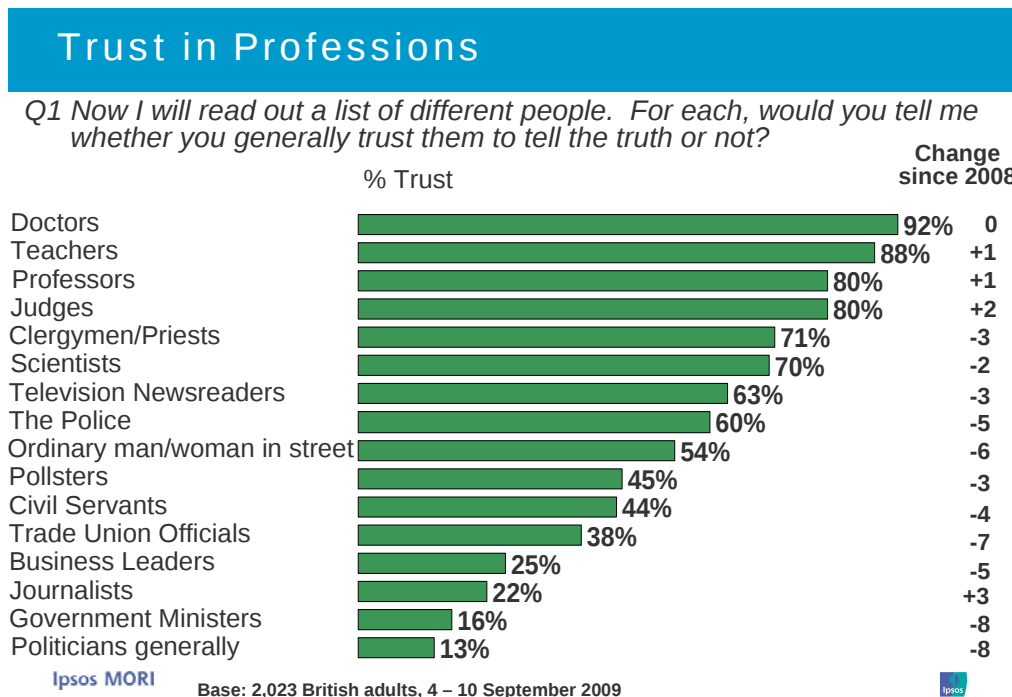
Politicians generally (13%), **government ministers** (16%), **journalists** (22%) and **business leaders** (25%) are considered to be the least trustworthy. Politicians have replaced journalists as the least-trusted profession. In fact, 82% do not trust them to tell the truth, the highest negative proportion seen for politicians in the 26-year history of this survey.

Trust in politicians and government ministers has fallen eight percentage points over the past year in both cases, whereas trust in journalists has risen by three percentage points. Both changes may be explained by the highly publicised row over MPs' abuse of expenses and the role journalists played in revealing this.

Significant falls in trust were also seen for **trade union officials** (minus seven percentage points), the **ordinary man or woman in the street** (minus six percentage points) and **business leaders** (minus five percentage points).

² The figure for teachers has approached 9 in 10 since 2003.

There is little evidence that as a society Britain has become less likely to trust others to tell the truth. Average levels of trust across all surveyed professions have been relatively stable over the past decade – although net trust has fallen from +21 to +17 in this period.



How Trust Has Changed Since 2008

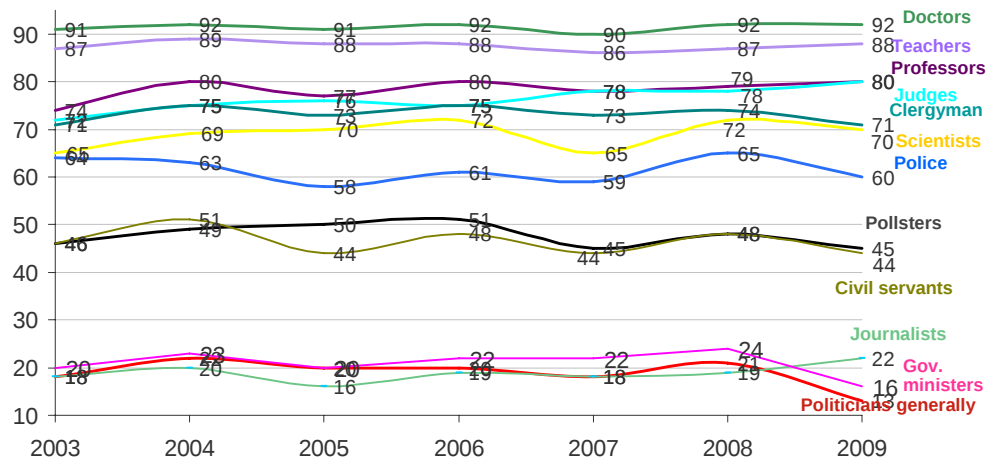
In stark contrast to results for 2008, where increases in trust were seen for all 16 listed professions, in 2009 only four professions registered increases and only one of these (journalists) was a statistically significant change. Trust in doctors may be approaching its limit, where the profession is so close to having the completely trust of the public that any further gains would be unlikely.

Several high-profile events in the past year, such as the economic downturn, MPs' expenses scandal, accusations of heavy-handed policing at the London G20 conference and strikes in postal and rail services may be responsible for the decrease in trust seen for several of the listed professions.

For some professions, such as **pollsters**, **civil servants** and **trade union officials**, the fall from 2008 to 2009 places their trust ratings back where they were in 2007. The chart overleaf illustrates trends over time:

Trust in Professionals - Trend

% Tell the Truth



Ipsos MORI

Base: 2,023 British adults, 4 – 10 September 2009



Overall, the 2009 ‘net trust’ rankings³ have generally decreased in comparison to the 2008 net trust figures for each profession or type of person. The exceptions to this general rule are those four professions with the highest levels of trust, whose net scores have remained relatively stable.

TABLE 2 – TRUST IN PROFESSIONS (NET TRUST)

Professions	Net Trust : 2008 %	Net Trust : 2009 %
Doctors	+86	+87
Teachers	+79	+80
Professors	+70	+71
Judges	+64	+67
Clergymen/Priests	+57	+52
Scientists	+56	+50
Television Newsreaders	+42	+36
The Police	+38	+29
Ordinary man/woman in street	+33	+21
Pollsters	+16	+7
Civil Servants	+9	+1
Trade Union Leaders	+5	-11
Business Leaders	-29	-41
Government Ministers	-50	-63
Politicians generally	-52	-69
Journalists	-51	-50

Source: Ipsos MORI

The Ipsos MORI Veracity Index charts the annual results for each profession and is available in the appendices.

³ ‘Net trust’ is calculated as the proportion that trusts each type of profession/person, minus the proportion that does not trust them.

Who Trusts Whom? Differences Between Groups in Society

Men are more likely than women to trust a number of the listed professions. For example, judges are considered trustworthy by more men than women (82% vs. 77%). Professors and scientists are in a similar position (trusted by 82% of men vs. 78% of women, and 72% of men vs. 68% of women respectively). Men are also more likely to trust trade union officials, business leaders and the average man or woman in the street. There is no significant difference between men and women with regard to trust in doctors.

Age also has an impact on levels of trust in most professions. **Younger people** (aged below 45) are significantly more likely than older people to trust professors, scientists, police, civil servants, trade union officials and government ministers. In particular, adults aged 35-44 are significantly more likely than those in other age groups to trust teachers, television news readers and judges. In contrast, **older people** (aged 45 and older) are more likely to trust priests/clergymen and the ordinary person in the street.

Social class differences are apparent in levels of trust for nearly all the professions. Those belonging to more affluent backgrounds (social classes AB) are generally more likely to trust all the listed professions than those belonging to social classes DE - with the exception of **the police, trade union officials** and **business leaders**, where levels of trust are either equal or not significantly different.

Ethnicity has a significant effect in terms of trust given to some of the listed professions. **White people** are more likely to place trust in television news readers compared to those from **black and minority ethnic groups** (64% versus 53%). This is also the case for pollsters (46% White versus 31% BME) and the ordinary man or woman in the street (55% versus 41%). In a departure from the 2008 results, this year BME respondents were less likely to trust clergymen/priests than their white counterparts (63% BME versus 72% White). However, BME respondents have significantly greater trust than white respondents do in civil servants (56% versus 43%), journalists (36% versus 20%), politicians in general (22% versus 12%) and government ministers (28% versus 15%).

Those who are **working full-time** tend to have more trust in the listed professions than those who are **not working**. For example, those working full-time are more likely to trust teachers, professors, scientists and the ordinary man/woman in the street. Those **not working** are more likely to trust clergymen/priests.

Voting intention also plays a role in terms of trust in professions – **Labour party supporters** are most likely out of the three main parties to trust civil servants, trade union officials, politicians generally and government ministers. Twenty-one per cent of Labour supporters trust politicians to tell the truth, compared with just 12% each for Conservative and Liberal Democrat supporters. For government ministers, the figures are 25% Labour, 12% Conservative and 20% Liberal Democrat. On the other hand, **Conservative party supporters** are most likely to trust judges and clergymen/priests. **Liberal Democrats** have the highest level of trust in professors.

Having children in the household also affects trust for certain professions – **people with children in the household** are more likely to trust teachers, judges, the police, civil servants, journalists, politicians and government ministers.

Appendices

Statistical Reliability

The sampling tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

For example, on a question where 50% of the people in a sample of 2,023 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than 2 percentage points, plus or minus, from a complete coverage of the entire population using the same procedures (i.e., between 48% and 52%).

Approximate sampling tolerances applicable to percentages at or near these levels			
	10% or 90%	30% or 70%	50%
Size of sample on which survey result is based			
All GB adult respondents aged 16+ (2,023)	1	2	2

Source: Ipsos MORI

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

Differences required for significant at or near these percentages			
	10% or 90%	30% or 70%	50%
Men vs. Women (956 vs. 1,067)	3	4	4
Young people aged 15-24 vs. older people aged 65+ (331 vs. 458)	5	7	8
Social Classes AB vs. Social Classes DE (377 vs. 548)	4	6	6

Source: Ipsos MORI

Definition of Social Grades

- A** Professionals such as doctors, surgeons, solicitors or dentists; chartered people like architects; fully qualified people with a large degree of responsibility such as senior editors, senior civil servants, town clerks, senior business executives and managers, and high ranking grades of the Services.
- B** People with very responsible jobs such as university lecturers, hospital matrons, heads of local government departments, middle management in business, qualified scientists, bank managers, police inspectors, and upper grades of the Services.
- C1** All others doing non-manual jobs; nurses, technicians, pharmacists, salesmen, publicans, people in clerical positions, police sergeants/constables, and middle ranks of the Services.
- C2** Skilled manual workers/craftsmen who have served apprenticeships; foremen, manual workers with special qualifications such as long distance lorry drivers, security officers, and lower grades of Services.
- D** Semi-skilled and unskilled manual workers, including labourers and mates of occupations in the C2 grade and people serving apprenticeships; machine minders, farm labourers, bus and railway conductors, laboratory assistants, postmen, door-to-door and van salesmen.
- E** Those on lowest levels of subsistence including pensioners, casual workers, and others with minimum levels of income.

Topline Findings

**TRUST IN PEOPLE /Trust in Doctors 2009
(Ipsos MORI/ RCP)
Topline Results & Trends – 14 September 2009**

- 2009 data are based on 2,023 respondents aged 15+ across Great Britain.
- 2008 data are based on 2,029 respondents aged 15+ across Great Britain
- Interviews carried out face-to-face.
- 2009 fieldwork was conducted between 4-10 September 2009.
- 2008 fieldwork was conducted between 13-18 November 2008.
- Results are based on all respondents unless otherwise stated.
- Results have been weighted to the known GB adult population profile.
- An asterisk (*) denotes a finding of less than 0.5%, but greater than zero.
- Where figures do not add up to 100, this is due to multiple responses or computer rounding.

Q1. **SHOWCARD Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not? READ OUT EACH IN TURN. SINGLE CODE FOR EACH. ROTATE ORDER.**

	2008			2009		
	Tell the truth	Not tell the truth	Don't know	Tell the truth	Not tell the truth	Don't know
	%	%	%	%	%	%
Doctors	92	6	2	92	5	3
Teachers	87	8	5	88	8	4
Television News Readers	66	24	10	63	27	9
Professors	79	9	12	80	9	11
Judges	78	14	8	80	13	8
Clergyman/Priests	74	17	8	71	19	10
Scientists	72	16	12	70	20	10
The Police	65	27	8	60	31	9
The ordinary man/woman in the street	60	27	13	54	33	13
Pollsters	48	32	19	45	38	17
Civil Servants	48	39	12	44	43	12
Trade Union officials	45	40	15	38	49	12
Business Leaders	30	59	11	25	66	10
Journalists	19	74	6	22	72	7
Politicians generally	21	73	6	13	82	5
Government Ministers	24	70	6	16	79	5

Trend Data

Q1 SHOWCARD Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not? SINGLE CODE FOR EACH

	Tell the truth %													
	'83	'93	'97 25/4 - 28/4	'99 8/1 - 12/1	'00 3/3 - 7/3	'01 1/3 - 6/3	'02 7/2 - 13/2	'03 6/2 - 10/2	'04 26/2 - 2/3	'05 17/2- 21/2	'06 12/10 - 16/10	'07 15/11- 20/11	'08 13/11 - 18/11	'09 4/9 - 10/9
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92	92
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87	88
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66	63
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79	80
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78	80
Clergyman/ Priests	85	80	71	80	78	78	80	71	75	73	75	73	74	71
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72	70
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65	60
The ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60	54
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48	45
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48	44
Trade Union officials	18	32	27	39	38	39	37	33	39	37	41	38	45	38
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30	25
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19	22
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21	13
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24	16

Base: c.2,000 British adults aged 15+/16+ each year.

Q1 cont.

	Not tell the truth %													
	'83	'93	'97 25/4 - 28/4	'99 8/1 - 12/1	'00 3/3 - 7/3	'01 1/3 - 6/3	'02 7/2 - 13/2	'03 6/2 - 10/2	'04 26/2 - 2/3	'05 17/2- 21/2	'06 12/10 - 16/10	'07 15/11- 20/11	'08 13/11 - 18/11	'09 4/9 - 10/9
Doctors	14	11	10	7	9	7	6	6	5	6	5	6	6	5
Teachers	14	9	11	7	10	10	10	8	7	8	7	9	8	8
Television news readers	25	18	14	17	18	17	19	24	20	25	21	27	24	27
Professors	n/a	12	12	10	11	10	11	11	9	10	8	10	9	9
Judges	18	21	19	16	15	15	15	19	16	16	16	14	14	13
Clergyman/ Priests	11	13	20	14	16	15	14	20	17	18	17	17	17	19
Scientists	n/a	n/a	22	27	25	22	23	22	19	18	16	22	16	20
The Police	32	26	30	31	33	27	31	26	28	32	29	31	27	31
The ordinary man/ woman in the street	27	21	28	28	34	34	31	32	29	31	29	33	27	33
Pollsters	n/a	28	28	35	35	34	35	34	30	31	29	32	32	38
Civil Servants	63	50	50	41	40	45	42	41	37	43	37	43	39	43
Trade Union officials	71	54	56	47	47	46	49	53	44	46	42	45	40	49
Business Leaders	65	57	60	60	60	61	62	60	58	63	56	62	59	66
Journalists	73	84	76	79	78	75	79	75	72	77	72	75	74	72
Politicians generally	75	79	78	72	74	77	73	75	71	73	72	76	73	82
Government Ministers	74	81	80	70	72	73	72	73	70	71	70	71	70	79

Base: c.2,000 British adults aged 15+/16+ each year.

	Don't know %													
	'83	'93	'97 25/4 - 28/4	'99 8/1 - 12/1	'00 3/3 - 7/3	'01 1/3 - 6/3	'02 7/2 - 13/2	'03 6/2 - 10/2	'04 26/2 - 2/3	'05 17/2- 21/2	'06 12/10 - 16/10	'07 15/11- 20/11	'08 13/11 - 18/11	'09 4/9 - 10/9
Doctors	4	5	4	2	4	3	2	2	3	4	3	4	2	3
Teachers	7	7	6	4	5	5	5	5	5	4	5	5	5	4
Television news readers	12	10	12	9	10	8	11	10	10	12	13	12	10	9
Professors	n/a	18	18	11	13	12	11	15	11	13	12	12	12	11
Judges	5	11	9	4	8	7	8	9	8	8	10	8	8	8
Clergyman/ Priests	4	7	9	6	6	7	5	9	8	9	9	10	8	10
Scientists	n/a	n/a	15	10	12	13	13	13	12	12	13	13	12	10
The Police	7	11	9	7	8	10	10	9	10	10	10	10	8	9
The ordinary man/ woman in the street	16	15	16	11	14	14	15	15	17	14	15	15	13	13
Pollsters	n/a	20	17	16	19	19	17	20	21	19	21	22	19	17
Civil Servants	12	13	14	12	14	12	14	13	13	13	15	13	12	12
Trade Union officials	11	86	17	13	15	15	14	13	17	16	17	17	15	12
Business Leaders	10	11	11	12	12	13	13	12	13	13	14	11	11	10
Journalists	8	6	9	6	6	8	8	7	8	8	9	7	6	7
Politicians generally	7	7	7	5	6	5	8	7	7	7	8	6	6	5
Government Ministers	10	8	8	7	7	7	8	7	8	9	8	8	6	5

Base: c.2,000 British adults aged 15+/16+ each year.

Veracity Index 2009

Q. "...would you tell me if you generally trust them to tell the truth, or not?"	IPSOS MORI VERACITY INDEX: 2009																														Sector average 'trust'												
	Tell the truth												Not tell the truth												Net tell the truth																		
Occupations	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'83 - '09
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92	92	14	11	10	7	9	7	6	6	5	6	5	6	6	5	68	73	76	84	78	82	85	85	87	85	87	84	86	87	89%
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87	88	14	9	11	7	10	10	10	8	7	8	7	9	8	8	65	75	72	82	75	76	75	79	82	80	82	77	79	80	86%
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79	80	n/a	12	12	10	11	10	11	11	9	10	8	10	9	9	n/a	58	58	69	65	68	66	63	71	67	72	68	70	71	77%
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78	80	18	21	19	16	15	15	15	19	10	16	16	14	14	13	59	47	53	61	62	63	62	53	65	60	59	64	64	67	76%
Clergyman/Priests	85	80	71	80	78	78	80	71	75	73	75	73	74	71	11	13	20	14	16	15	14	20	17	18	17	17	19	74	67	51	66	62	63	66	51	58	55	58	56	57	52	76%	
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72	70	n/a	n/a	22	27	25	22	23	22	19	18	16	22	16	20	n/a	n/a	41	36	38	43	41	43	50	52	56	43	56	50	67%
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66	63	25	18	14	17	18	17	19	24	20	25	21	27	24	27	38	54	60	57	55	58	52	42	50	38	45	34	42	36	68%
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65	60	32	26	30	31	33	27	31	26	28	32	29	31	27	31	29	37	31	30	27	36	28	38	35	26	33	28	38	29	61%
Ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60	54	27	21	28	28	34	34	31	32	29	31	29	33	27	33	30	43	28	32	18	18	23	21	26	25	27	19	33	21	56%
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48	45	n/a	28	28	35	35	34	35	34	30	31	29	32	32	38	n/a	24	27	14	11	12	12	12	19	19	22	13	16	7	48%
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48	44	63	50	50	41	40	45	42	41	37	43	37	43	39	43	-38	-13	-14	6	7	-2	3	5	14	1	10	1	9	1	43%
Trade Union Officials	18	32	27	39	38	39	37	33	39	37	41	38	45	38	71	54	56	47	47	46	49	53	44	46	42	45	40	49	-53	-22	-29	-8	-9	-7	-12	-20	-5	-9	-1	-7	5	-11	36%
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30	25	65	57	60	60	60	61	62	60	58	63	56	62	59	66	-40	-25	-31	-32	-32	-34	-37	-32	-28	-39	-25	-36	-29	-41	28%
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24	16	74	81	80	70	72	73	72	73	70	71	70	71	74	79	-58	-70	-68	-47	-51	-53	-52	-53	-47	-51	-48	-49	-50	-63	19%
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21	13	75	79	78	72	74	77	73	75	71	73	72	76	73	82	-57	-65	-63	-49	-54	-60	-54	-57	-49	-53	-51	-58	-52	-69	18%
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19	22	73	84	76	79	78	75	79	75	70	77	72	75	70	72	-54	-74	-61	-64	-63	-57	-66	-57	-50	-61	-52	-57	-51	-50	17%
AVERAGE	48	52	52	56	54	55	54	53	56	54	56	53	57	54	43	38	37	35	36	36	36	36	33	36	33	36	33	37	5	14	14	21	18	19	18	17	24	18	23	18	23	17	54%
Base: c.2,000 British Adults Aged 15+, most recent fieldwork 4-10 September 2009, base 2,023																															Source: Ipsos MORI/Royal College of Physicians												