

# IPSOS GLOBAL TRUSTWORTHINESS INDEX 2024

A 32-country Ipsos  
Global Advisor Survey  
October 2024



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Methodology

# At a glance



**58%**

on average across 32 countries say doctors are trustworthy, leading the Ipsos Global Trustworthiness Index for the fourth time in a row.



**15%**

say politicians generally are trustworthy, consistently coming in last place since the Index launched in 2018.

**56%**



say social media influencers (new to the Index) are untrustworthy, with Baby Boomers (67%) the most likely generation to say influencers aren't trustworthy.

**44%**



say serving staff at restaurants (new) are trustworthy, with trust ranging from a high of 57% in Indonesia to a low of 23% in South Korea.

## Top five trusted professions:

Doctors



Scientists



Teachers



Serving staff at restaurants



Members of the armed forces



# Key findings



## Doctors, scientists and teachers the most trusted

Over half say doctors (58%), scientists (56%) and teachers (54%) are trustworthy. Generally front-line public service workers (including members of the armed forces and the police) tend to be more trusted than not.



## Politicians the least trusted, though score is up from 2018

Only 15% on average across 32 countries see politicians as trustworthy, once again ranking last in the Index. However, trust in politicians and ministers has been gradually rising from its 2018 low, with both up 6pp since then.\*



## Four in ten think ordinary people are trustworthy

Ordinary people are twice as likely to be seen as trustworthy (38%) than untrustworthy (17%), and this has stayed remarkably steady since 2018\*. Trust is slightly higher among Baby Boomers (42%) than other generations.



## Media and business improving but still face a challenge

There has been a slight uptick in 2024 compared to 2018\* for some other professions, including: judges, lawyers, pollsters, clergy, bankers, journalists, business leaders, and advertising executives. But business leaders, bankers, journalists and advertising executives all still receive negative net trustworthy scores.



## Social media influencers seen as not trustworthy

Social media influencers are new to the Index this year and only politicians have a worse net trustworthiness score. Gen Z (20%) and Millennials (18%) are more likely to trust influencers compared to older generations (Gen X, 13%, and Baby Boomers, 9%).



## Waiters are trusted – but views on taxi drivers are split

Serving staff at restaurants are the fourth most trusted profession, with 44% saying they're trustworthy. But people are divided on taxi drivers, with 28% on average finding them trustworthy and 28% untrustworthy.



# Global Index



# Global Trustworthiness Ranking 2024

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

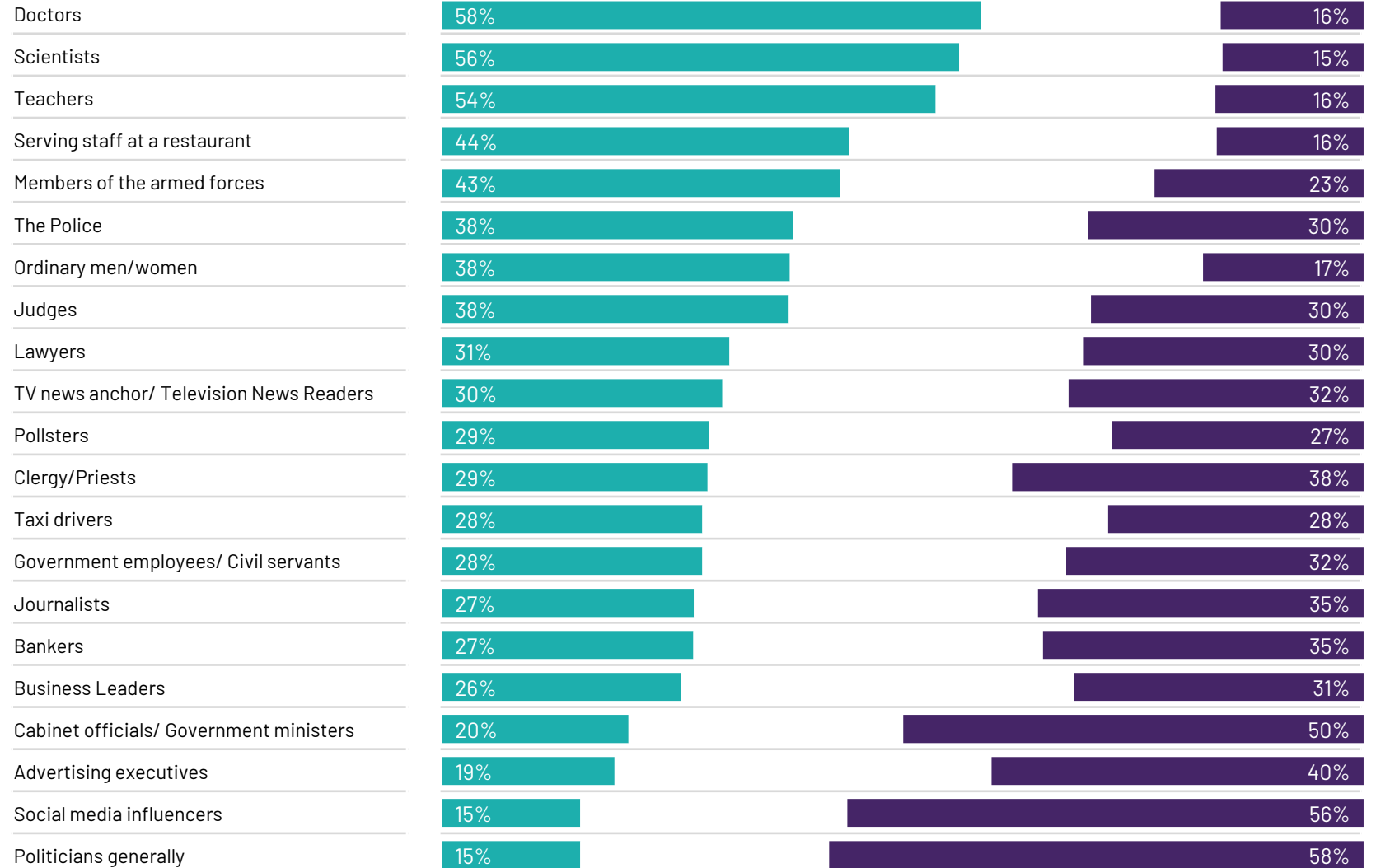
Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.

## Professions

## Trustworthy

## Untrustworthy



## The Global Trustworthiness Index 2024 **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

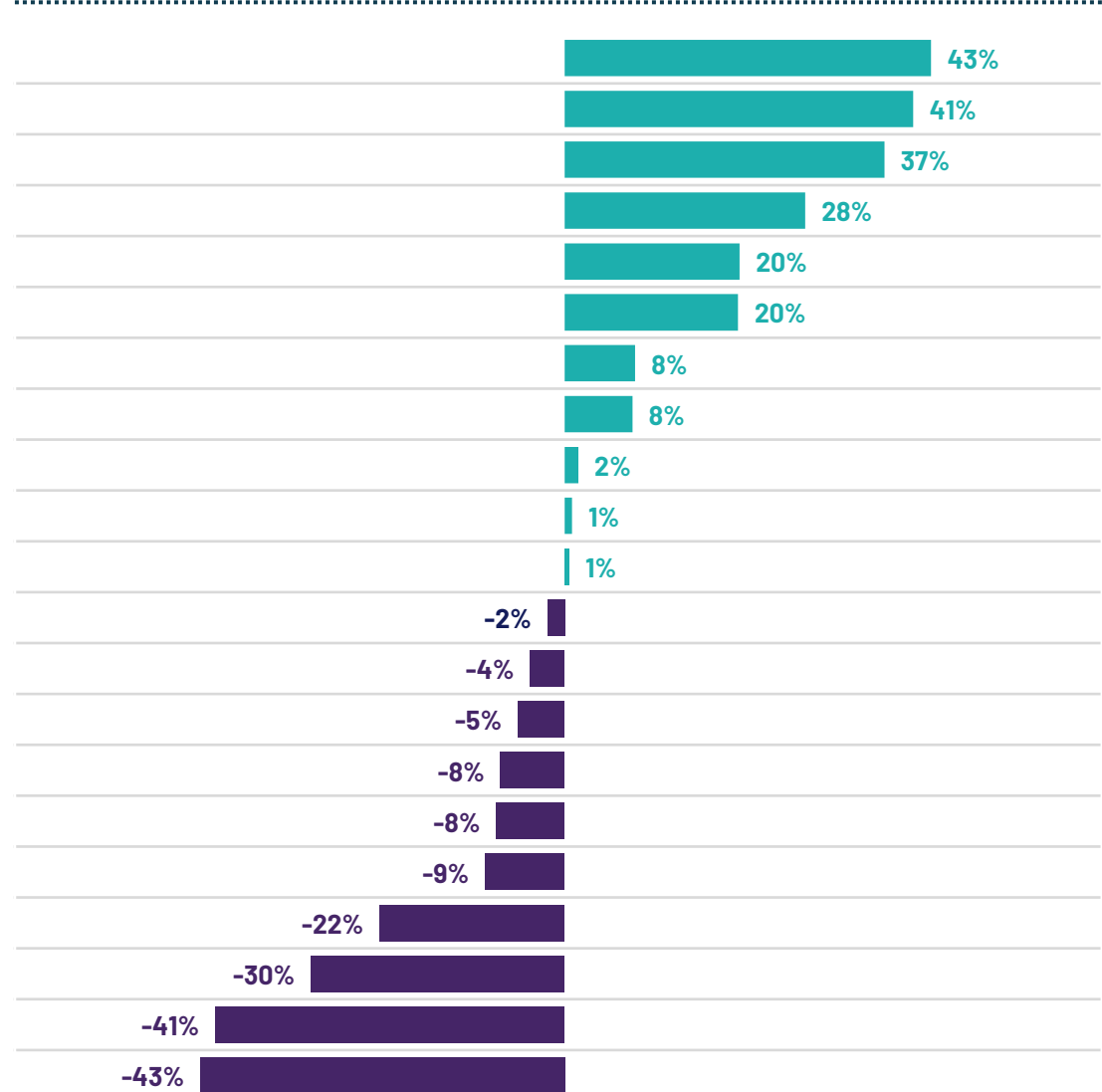
### **Net trustworthy**

(% 1-2 out of five, subtract % 4-5 out of five)

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.

### Professions

Doctors
Scientists
Teachers
Serving staff at a restaurant
Members of the armed forces
Ordinary men/women
The police
Judges
Pollsters
Lawyers
Taxi drivers
TV news anchor/ Television news readers
Government employees/ Civil servants
Business Leaders
Bankers
Journalists
Clergy/Priests
Advertising executives
Cabinet officials/ Government ministers
Social media influencers
Politicians generally



## The Global Trustworthiness Index 2024 by category 32-country average

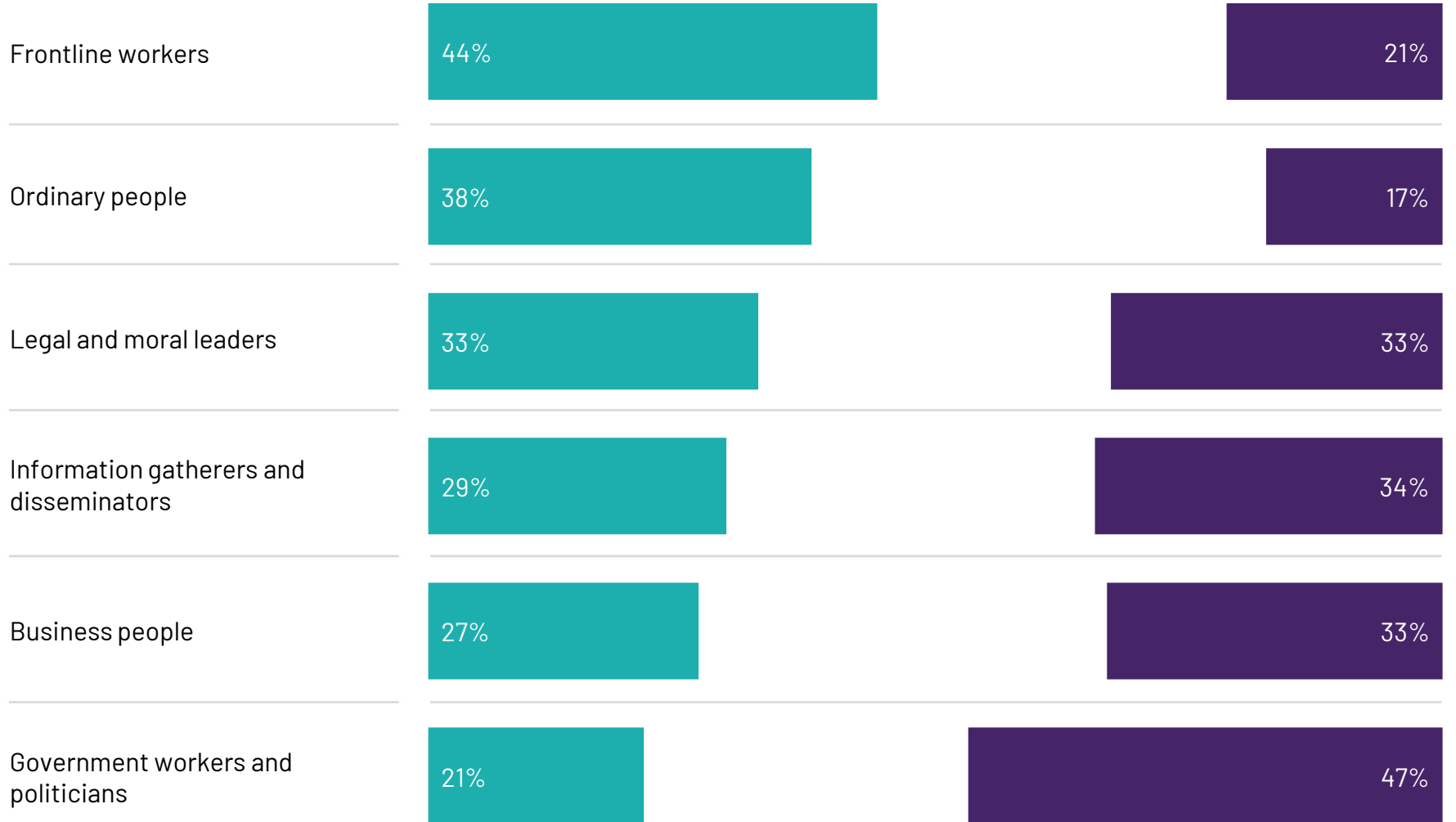
- **Frontline workers**  
(doctors, teachers, serving staff at a restaurant, members of the armed forces, police, taxi drivers)
- **Ordinary people**
- **Legal and moral leaders** (judges, lawyers, clergy/priests)
- **Information gatherers and disseminators**  
(scientists, TV news readers, pollsters, journalists, advertising executives, social media influencers)
- **Business people**  
(bankers, business people)
- **Government workers and politicians**  
(civil servants, government ministers/cabinet officials, politicians generally)

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.

### Professions

### Trustworthy

### Untrustworthy





# Trustworthiness 2024

## All professions/markets

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

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	HUN	IDN	IND	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	PHL	POL	ROU	RSA	SGP	SWE	THA	TUR	USA
Doctors	67%	66%	64%	53%	65%	55%	60%	61%	66%	66%	66%	44%	73%	57%	61%	59%	41%	32%	66%	55%	73%	68%	50%	67%	41%	40%	65%	52%	62%	68%	52%	54%
Scientists	70%	58%	57%	52%	58%	57%	62%	55%	65%	63%	59%	54%	70%	54%	56%	61%	34%	46%	62%	49%	65%	62%	45%	58%	51%	57%	49%	43%	60%	60%	55%	51%
Teachers	58%	60%	51%	58%	57%	58%	59%	45%	58%	56%	58%	52%	74%	56%	53%	47%	21%	33%	57%	59%	62%	65%	47%	69%	36%	44%	57%	49%	53%	56%	53%	55%
Serving staff at a restaurant	50%	49%	49%	42%	46%	42%	51%	45%	40%	51%	54%	40%	57%	47%	53%	40%	26%	23%	51%	38%	56%	55%	37%	51%	34%	34%	51%	35%	44%	35%	38%	48%
Members of the armed forces	40%	47%	39%	33%	51%	34%	39%	39%	46%	57%	55%	31%	56%	56%	46%	39%	33%	30%	42%	49%	45%	59%	33%	48%	39%	42%	36%	45%	49%	23%	44%	55%
Ordinary men/women	45%	40%	48%	35%	37%	40%	44%	39%	45%	45%	45%	25%	55%	49%	45%	35%	18%	24%	49%	34%	38%	41%	31%	38%	35%	36%	32%	35%	33%	33%	25%	38%
The Police	29%	48%	46%	30%	45%	39%	26%	53%	46%	52%	42%	29%	28%	47%	41%	40%	30%	25%	20%	42%	59%	56%	19%	38%	23%	27%	21%	52%	58%	30%	42%	42%
Judges	16%	44%	40%	30%	43%	18%	21%	52%	34%	42%	50%	27%	42%	52%	42%	34%	36%	24%	27%	46%	63%	54%	13%	45%	27%	23%	40%	50%	50%	49%	36%	34%
Lawyers	20%	28%	27%	27%	26%	19%	22%	39%	29%	35%	39%	26%	37%	43%	36%	24%	32%	20%	31%	39%	44%	36%	20%	43%	31%	23%	31%	36%	40%	42%	31%	23%
TV news anchor/ Television News Readers	20%	28%	37%	26%	32%	20%	23%	40%	25%	27%	39%	16%	48%	44%	35%	22%	20%	21%	27%	40%	39%	34%	19%	43%	18%	24%	41%	36%	42%	42%	20%	28%
Taxi drivers	24%	27%	36%	29%	28%	18%	20%	36%	34%	33%	36%	26%	48%	46%	32%	26%	20%	20%	25%	29%	28%	33%	24%	32%	22%	22%	23%	30%	22%	26%	20%	32%
Pollsters	32%	16%	27%	32%	21%	35%	38%	34%	28%	43%	23%	21%	48%	45%	21%	32%	14%	14%	38%	32%	30%	18%	34%	27%	22%	41%	20%	25%	29%	44%	23%	21%
Journalists	19%	23%	26%	30%	33%	21%	29%	30%	21%	25%	23%	15%	51%	43%	26%	23%	13%	16%	30%	31%	40%	25%	18%	45%	22%	21%	30%	32%	27%	42%	19%	28%
Clergy/Priests	19%	29%	20%	26%	27%	14%	30%	24%	15%	27%	34%	20%	66%	42%	29%	23%	19%	30%	29%	30%	24%	33%	27%	45%	13%	25%	34%	35%	40%	45%	13%	37%
Bankers	20%	25%	23%	19%	30%	21%	18%	24%	14%	23%	29%	14%	52%	50%	22%	21%	18%	30%	28%	40%	22%	30%	19%	48%	15%	16%	40%	32%	33%	44%	24%	30%
Government employees/ Civil servants	13%	30%	34%	27%	30%	14%	14%	29%	31%	41%	35%	23%	33%	46%	37%	24%	19%	20%	15%	36%	34%	37%	12%	43%	16%	19%	30%	43%	34%	33%	28%	26%
Business Leaders	20%	20%	25%	23%	21%	18%	30%	24%	19%	32%	24%	17%	43%	44%	25%	25%	16%	18%	30%	32%	30%	23%	23%	40%	18%	24%	30%	29%	21%	43%	20%	24%
Cabinet officials/ Government ministers	12%	17%	18%	16%	19%	15%	14%	22%	15%	18%	18%	15%	25%	41%	22%	16%	11%	16%	21%	30%	27%	17%	11%	36%	16%	12%	11%	45%	25%	29%	19%	19%
Advertising executives	15%	14%	14%	21%	13%	15%	23%	16%	15%	15%	17%	13%	35%	44%	16%	15%	11%	12%	29%	23%	14%	13%	19%	31%	12%	14%	24%	23%	11%	31%	17%	16%
Social media influencers	17%	12%	11%	16%	10%	12%	12%	12%	11%	12%	15%	12%	32%	-	16%	11%	7%	12%	17%	27%	10%	10%	15%	23%	15%	16%	17%	22%	8%	32%	12%	15%
Politicians generally	6%	15%	17%	13%	13%	10%	10%	17%	10%	16%	17%	11%	25%	40%	18%	11%	8%	9%	18%	24%	17%	13%	11%	21%	8%	11%	11%	32%	14%	20%	13%	14%

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Trustworthiness 2024

## All professions/markets

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

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	HUN	IDN	IND	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	PHL	POL	ROU	RSA	SGP	SWE	THA	TUR	USA
Politicians generally	73%	56%	56%	67%	58%	73%	74%	52%	70%	57%	57%	70%	45%	31%	53%	63%	64%	64%	60%	41%	42%	56%	70%	46%	69%	70%	72%	31%	44%	43%	69%	59%
Social media influencers	50%	61%	70%	56%	64%	58%	66%	66%	66%	70%	56%	56%	25%	-	57%	64%	58%	52%	55%	35%	69%	67%	57%	40%	57%	53%	54%	44%	71%	19%	65%	52%
Cabinet officials/ Government ministers	60%	48%	56%	58%	48%	61%	63%	48%	62%	58%	52%	67%	41%	28%	52%	54%	58%	51%	49%	36%	30%	50%	73%	30%	56%	54%	70%	26%	30%	31%	58%	43%
Advertising executives	44%	49%	52%	39%	48%	40%	36%	46%	49%	54%	44%	46%	18%	25%	44%	44%	35%	44%	29%	30%	42%	50%	39%	24%	51%	42%	39%	36%	43%	18%	51%	43%
Clergy/Priests	52%	38%	50%	37%	39%	64%	44%	41%	56%	36%	29%	49%	9%	27%	39%	46%	30%	30%	46%	30%	36%	30%	42%	23%	61%	45%	32%	28%	25%	23%	56%	29%
Journalists	45%	40%	35%	35%	29%	45%	41%	34%	42%	36%	39%	45%	15%	25%	43%	41%	38%	35%	31%	26%	20%	40%	47%	22%	41%	40%	36%	29%	40%	17%	46%	34%
Bankers	42%	38%	38%	50%	33%	43%	48%	37%	57%	42%	36%	50%	12%	23%	43%	37%	28%	16%	31%	17%	40%	32%	45%	15%	49%	49%	27%	31%	24%	12%	41%	30%
Government employees/ Civil servants	65%	22%	21%	33%	25%	53%	58%	27%	32%	21%	25%	28%	24%	24%	25%	34%	23%	27%	57%	24%	21%	18%	66%	19%	49%	44%	34%	21%	18%	24%	33%	37%
Business Leaders	44%	36%	25%	37%	34%	50%	32%	29%	42%	25%	30%	32%	17%	24%	34%	34%	25%	33%	32%	23%	19%	29%	40%	22%	40%	34%	31%	30%	27%	15%	47%	34%
TV news anchor/ Television News Readers	44%	30%	25%	39%	28%	48%	47%	25%	38%	36%	22%	45%	14%	25%	29%	42%	24%	29%	36%	17%	18%	26%	50%	21%	45%	39%	27%	23%	24%	13%	45%	32%
Lawyers	47%	32%	31%	34%	34%	41%	43%	22%	31%	26%	21%	35%	24%	25%	31%	33%	16%	30%	30%	19%	17%	26%	41%	22%	33%	41%	39%	29%	21%	18%	42%	37%
The Police	39%	23%	20%	36%	25%	36%	42%	17%	23%	18%	25%	29%	41%	26%	30%	24%	21%	31%	49%	23%	14%	19%	53%	26%	42%	37%	56%	21%	20%	32%	29%	30%
Judges	58%	22%	24%	34%	20%	54%	44%	18%	34%	27%	19%	32%	23%	22%	24%	30%	17%	36%	40%	20%	11%	15%	62%	21%	36%	45%	27%	22%	19%	18%	41%	28%
Taxi drivers	33%	25%	19%	28%	22%	49%	41%	20%	23%	20%	18%	28%	11%	24%	25%	35%	19%	24%	33%	23%	20%	21%	38%	22%	34%	35%	44%	26%	36%	25%	47%	21%
Pollsters	28%	30%	26%	31%	26%	33%	25%	22%	30%	18%	24%	34%	13%	24%	37%	29%	31%	34%	26%	26%	22%	28%	31%	24%	35%	24%	33%	26%	24%	10%	38%	31%
Members of the armed forces	27%	19%	15%	34%	14%	40%	30%	21%	25%	15%	13%	27%	15%	22%	19%	27%	18%	26%	29%	14%	13%	12%	37%	21%	23%	22%	31%	23%	14%	41%	27%	16%
Ordinary men/women	16%	12%	13%	24%	16%	21%	18%	13%	13%	11%	11%	19%	9%	23%	16%	20%	17%	20%	14%	18%	12%	12%	25%	19%	20%	18%	22%	23%	20%	15%	30%	17%
Teachers	12%	12%	15%	17%	16%	19%	18%	16%	15%	14%	13%	16%	7%	21%	18%	19%	28%	20%	15%	10%	10%	13%	19%	14%	26%	18%	14%	21%	14%	10%	19%	17%
Serving staff at a restaurant	14%	11%	14%	20%	13%	20%	13%	13%	18%	12%	9%	16%	11%	23%	15%	18%	15%	20%	17%	17%	8%	12%	23%	14%	22%	22%	15%	22%	13%	17%	24%	12%
Doctors	11%	13%	12%	18%	13%	17%	14%	11%	13%	11%	12%	20%	7%	22%	16%	15%	14%	27%	13%	13%	9%	12%	20%	14%	23%	28%	15%	22%	14%	10%	21%	17%
Scientists	10%	14%	15%	18%	17%	19%	16%	14%	13%	11%	12%	16%	7%	23%	17%	18%	14%	15%	16%	13%	13%	13%	20%	14%	18%	14%	21%	23%	13%	8%	18%	19%

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



## The Global Trustworthiness Country Index 2024

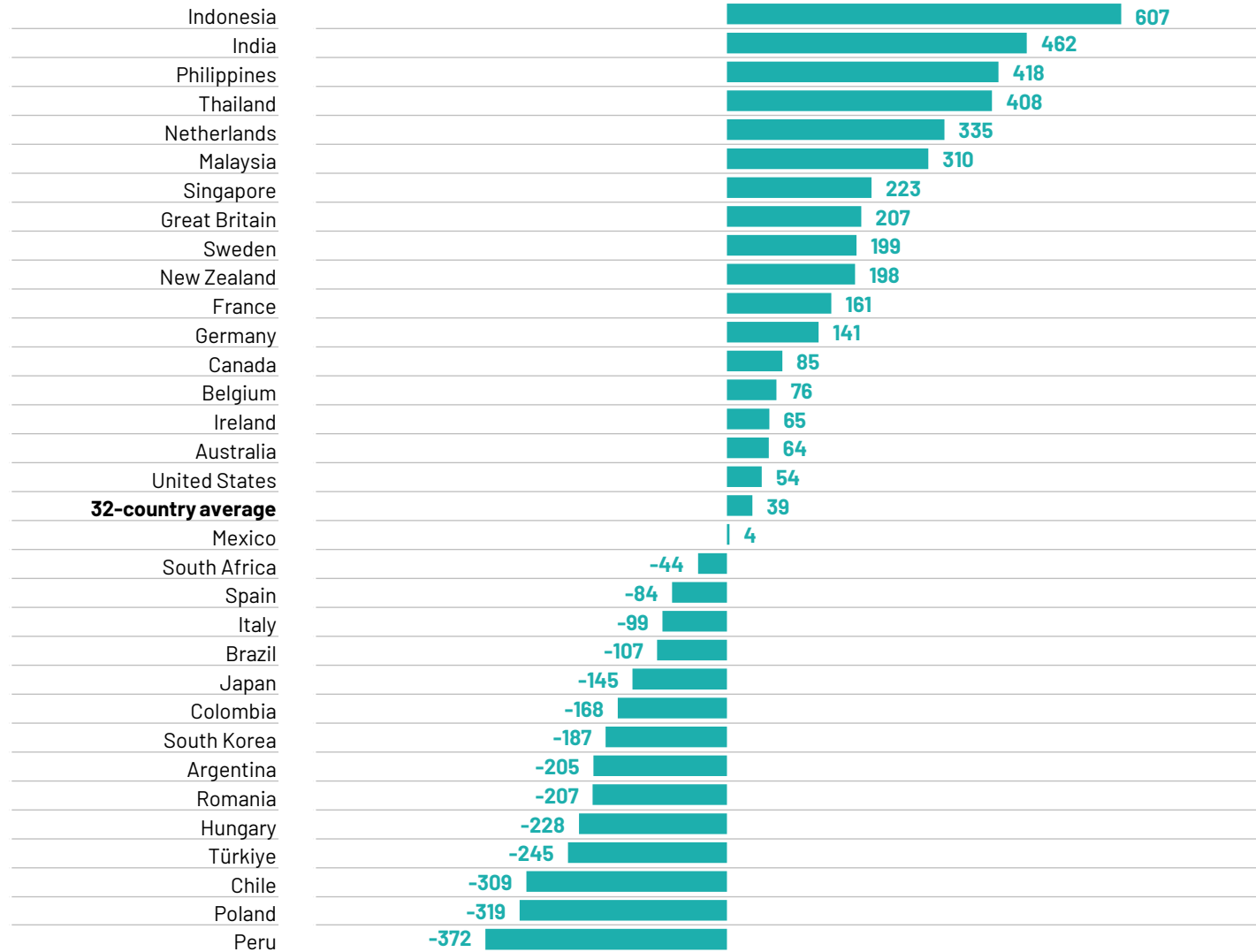
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.

### Country



# Trends over time



## Global trustworthiness trends 2018-2024

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

\*Change for 20-country average is based on the countries which were in all six editions of the Ipsos Global Trustworthiness Index.

Base: 17,519 online adults under the age of 75 across 20 countries, interviewed 24 May - 7 June 2024.

Professions	Trustworthy	% trustworthy*				
		2023	2022	2021	2019	2018
Doctors	57%	58%	58%	63%	57%	54%
Scientists	56%	57%	56%	60%	59%	59%
Teachers	51%	51%	50%	53%	49%	51%
Serving staff at a restaurant	43%	N/A	N/A	N/A	N/A	N/A
Members of the Armed Forces	43%	42%	41%	43%	43%	42%
The Police	38%	36%	37%	39%	38%	38%
Ordinary men/women	37%	37%	36%	36%	37%	35%
Judges	37%	34%	35%	36%	33%	32%
Lawyers	30%	28%	27%	27%	25%	22%
TV news anchor/ Television News Readers	29%	28%	26%	N/A	N/A	N/A
Taxi drivers	28%	N/A	N/A	N/A	N/A	N/A
Government employees/ Civil servants	27%	25%	25%	N/A	N/A	N/A
Pollsters	27%	26%	25%	23%	22%	21%
Clergy/Priests	26%	25%	26%	25%	23%	21%
Bankers	26%	24%	22%	22%	20%	18%
Journalists	25%	23%	23%	22%	20%	19%
Business Leaders	24%	23%	21%	21%	21%	20%
Cabinet officials/ Government ministers	18%	17%	16%	15%	13%	12%
Advertising executives	17%	16%	16%	13%	12%	12%
Politicians generally	15%	13%	12%	10%	10%	9%
Social media influencers	13%	N/A	N/A	N/A	N/A	N/A



# Top six trustworthy professions 2018-2024

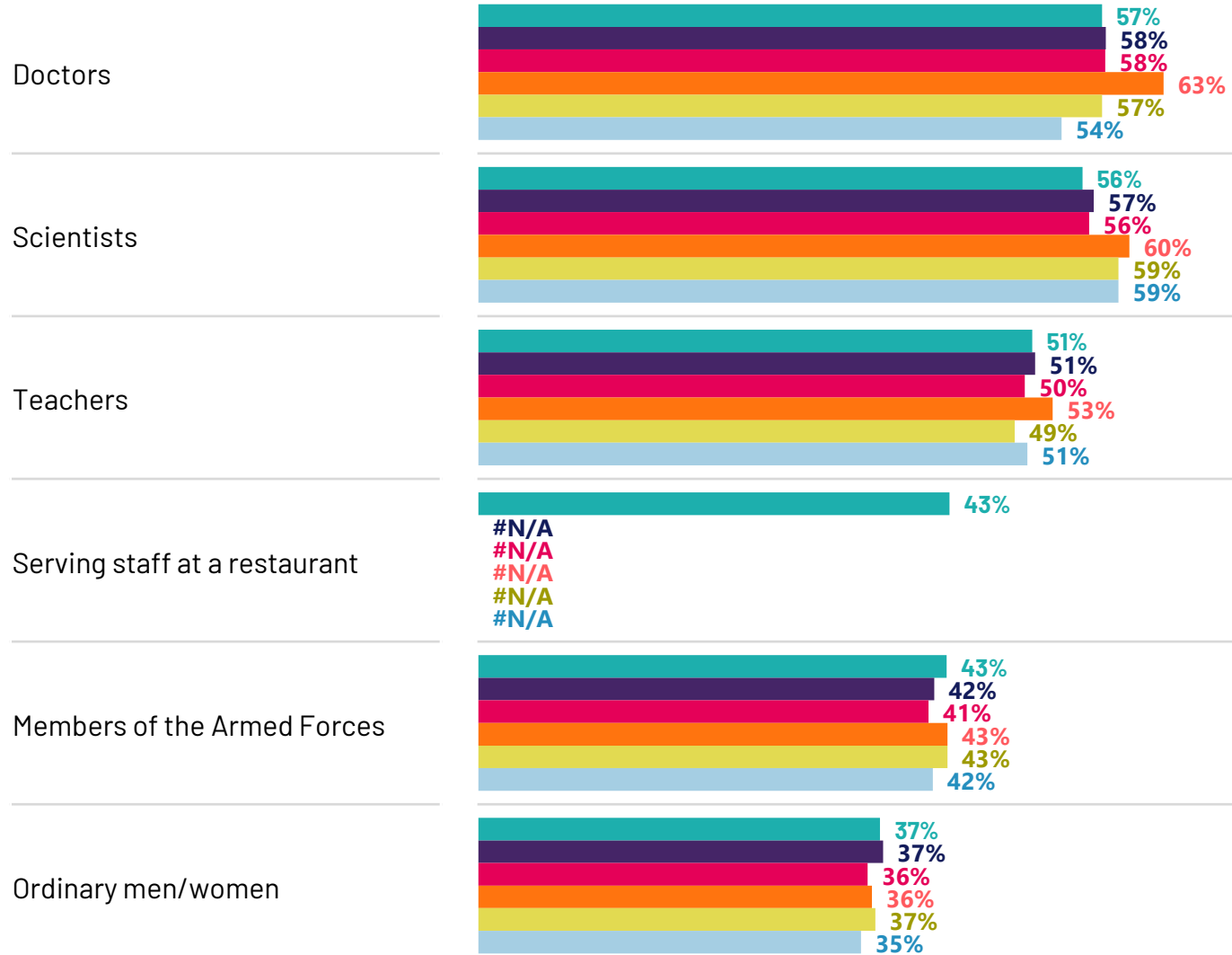
% trustworthy\*

\*Change for 20-country average is based on the countries which were in all six editions of the Ipsos Global Trustworthiness Index.

Base:17, 519 online adults under the age of 75 across 20 countries, interviewed 24 May - 7 June 2024.

## Professions

2024 2023 2022 2021 2019 2018



## Four least trusted professions 2018-2024

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\*

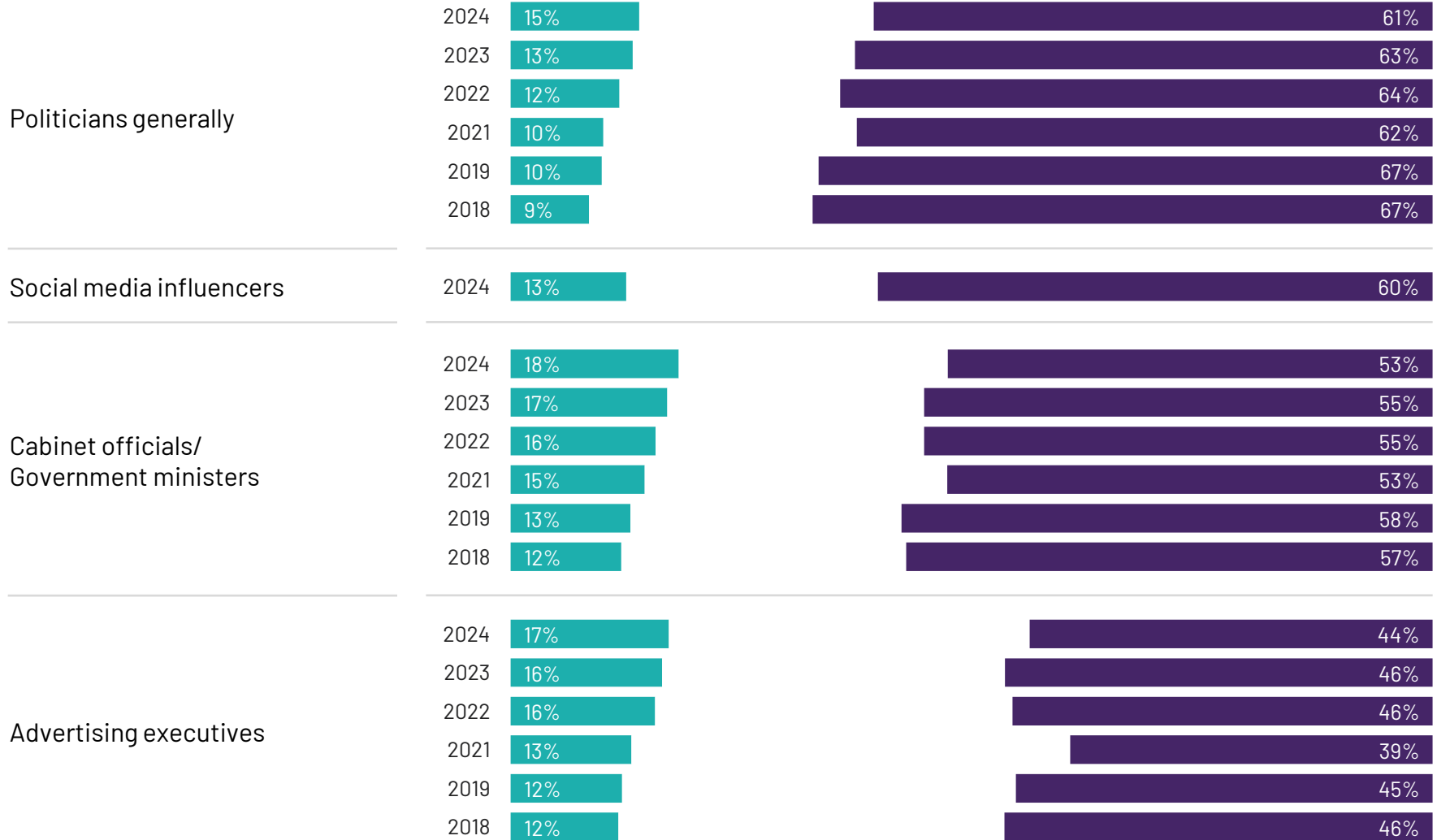
\*Change for 20-country average is based on the countries which were in all six editions of the Ipsos Global Trustworthiness Index.

Base: 17,519 online adults under the age of 75 across 20 countries, interviewed 24 May - 7 June 2024.

### Professions

### Trustworthy

### Untrustworthy



# Trust by generations

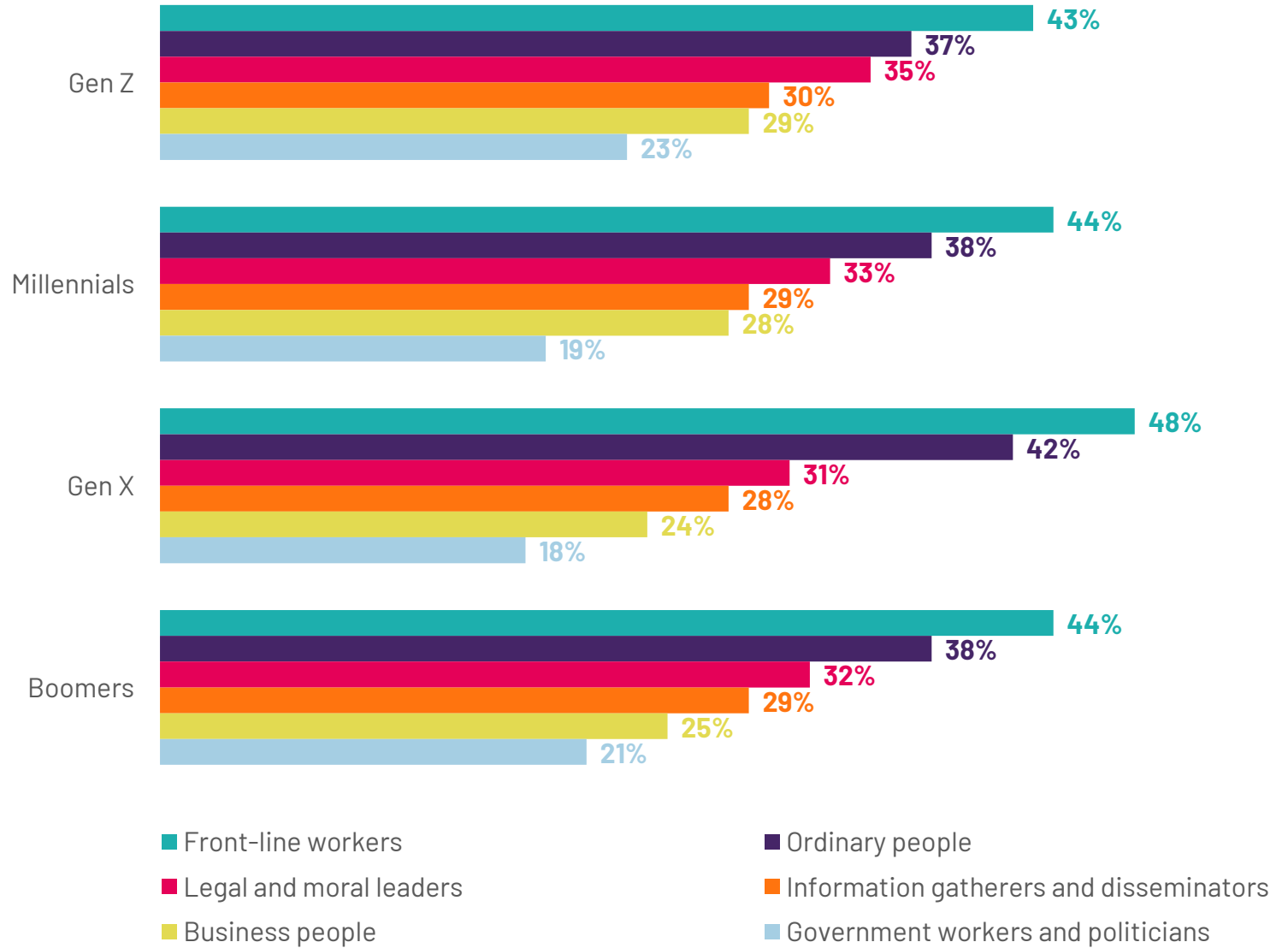




## The Global Trustworthiness Index 2024 by generation 32-country average

- **Generation Z** (born between 1996–2012)
- **Millennials** (born between 1980–1995)
- **Generation X** (born between 1966–1979)
- **Baby Boomers** (born between 1945–1965)

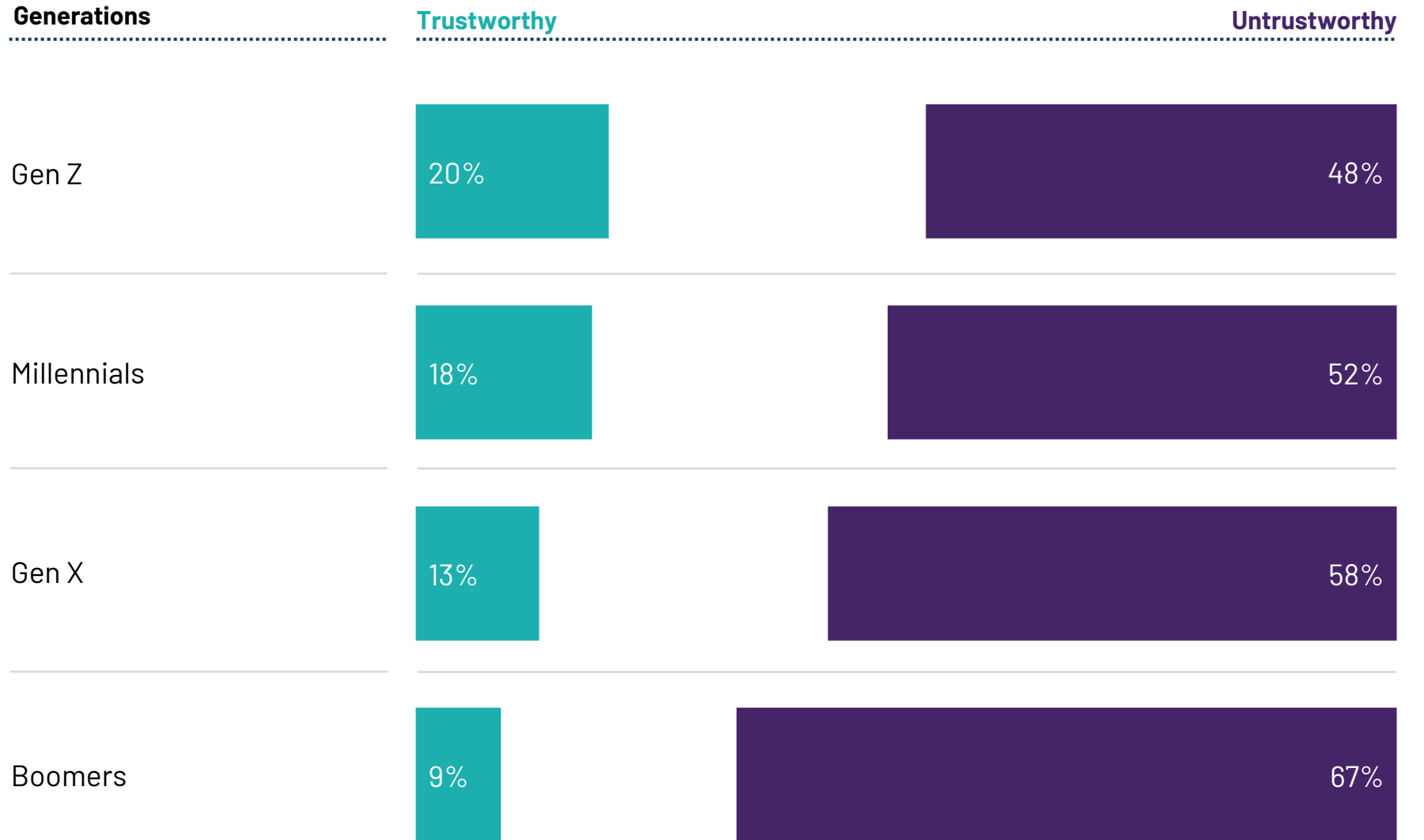
Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Trust in social media influencers by generation

32-country average

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May - 7 June 2024.



# Trust in the police by generation

32-country average

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May - 7 June 2024.

## Generations

## Trustworthy

## Untrustworthy

Gen Z

37%

32%

Millennials

35%

31%

Gen X

38%

30%

Boomers

45%

25%



## Trust in ordinary men and women by generation

32-country average

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.

### Generations

### Trustworthy

### Untrustworthy

Gen Z

35%

20%

Millennials

37%

19%

Gen X

38%

17%

Boomers

42%

13%



# Front-line workers



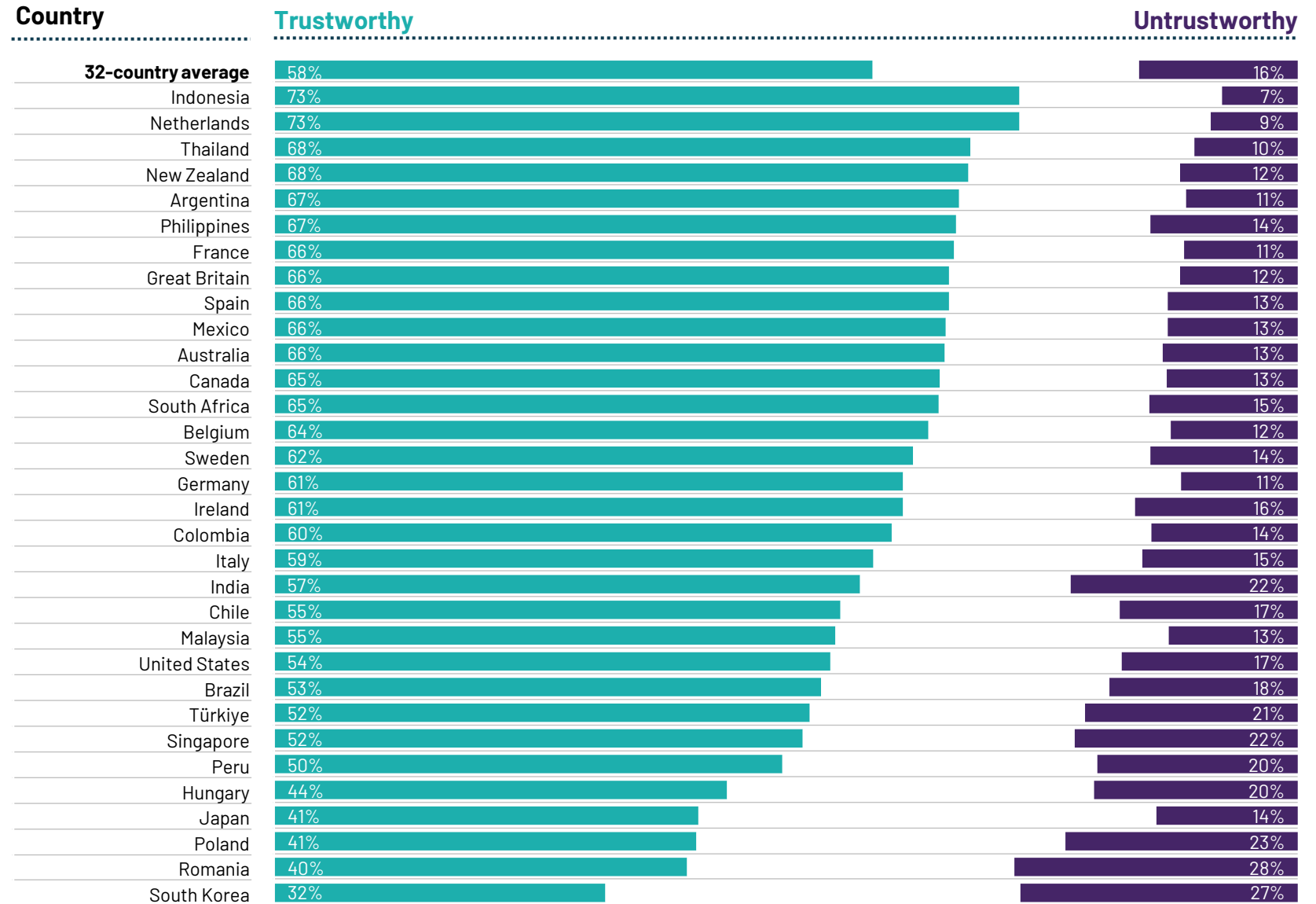
## Trust in doctors by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



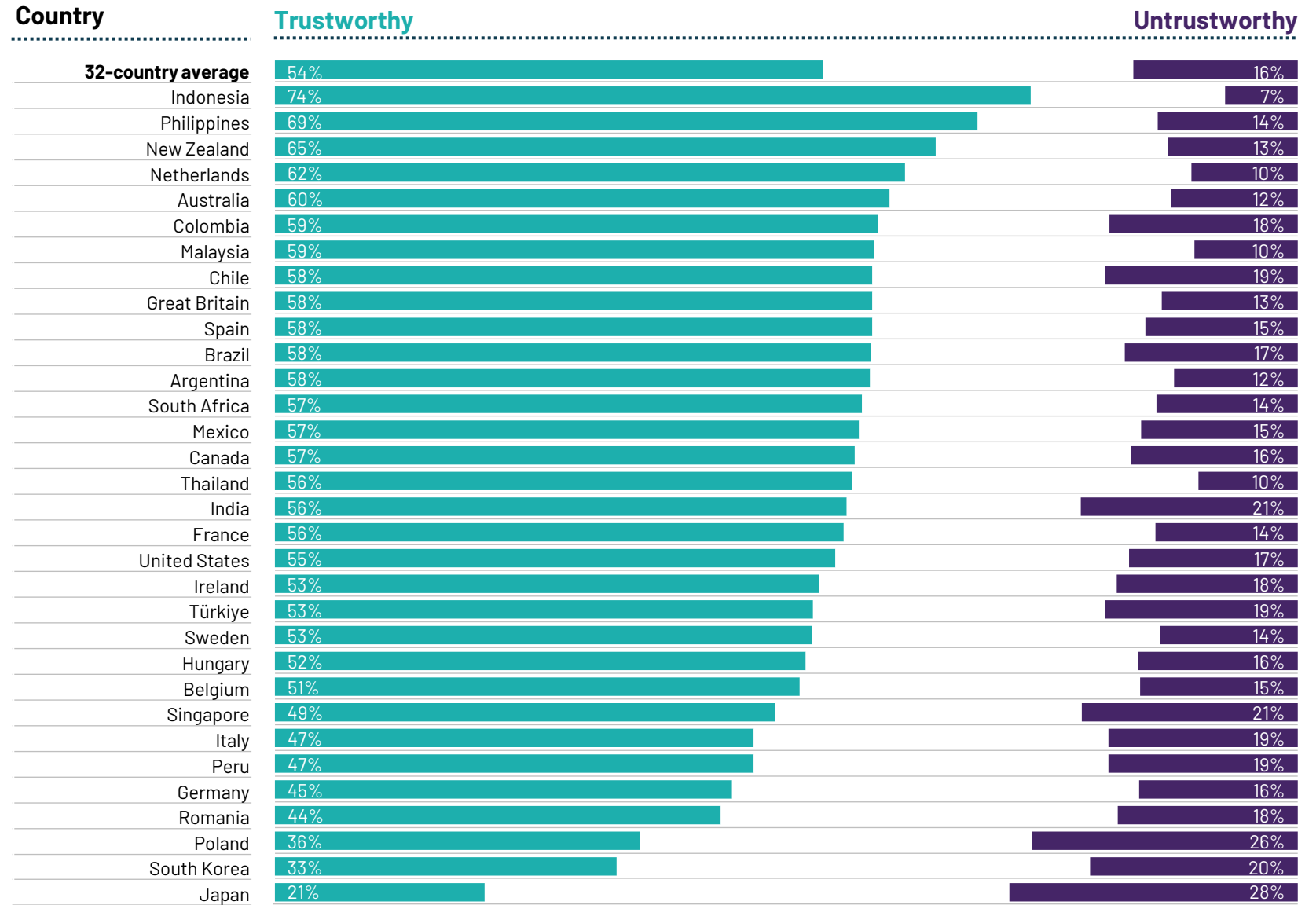
## Trust in teachers by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



## Trust in serving staff 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.

### Serving staff at a restaurant

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.





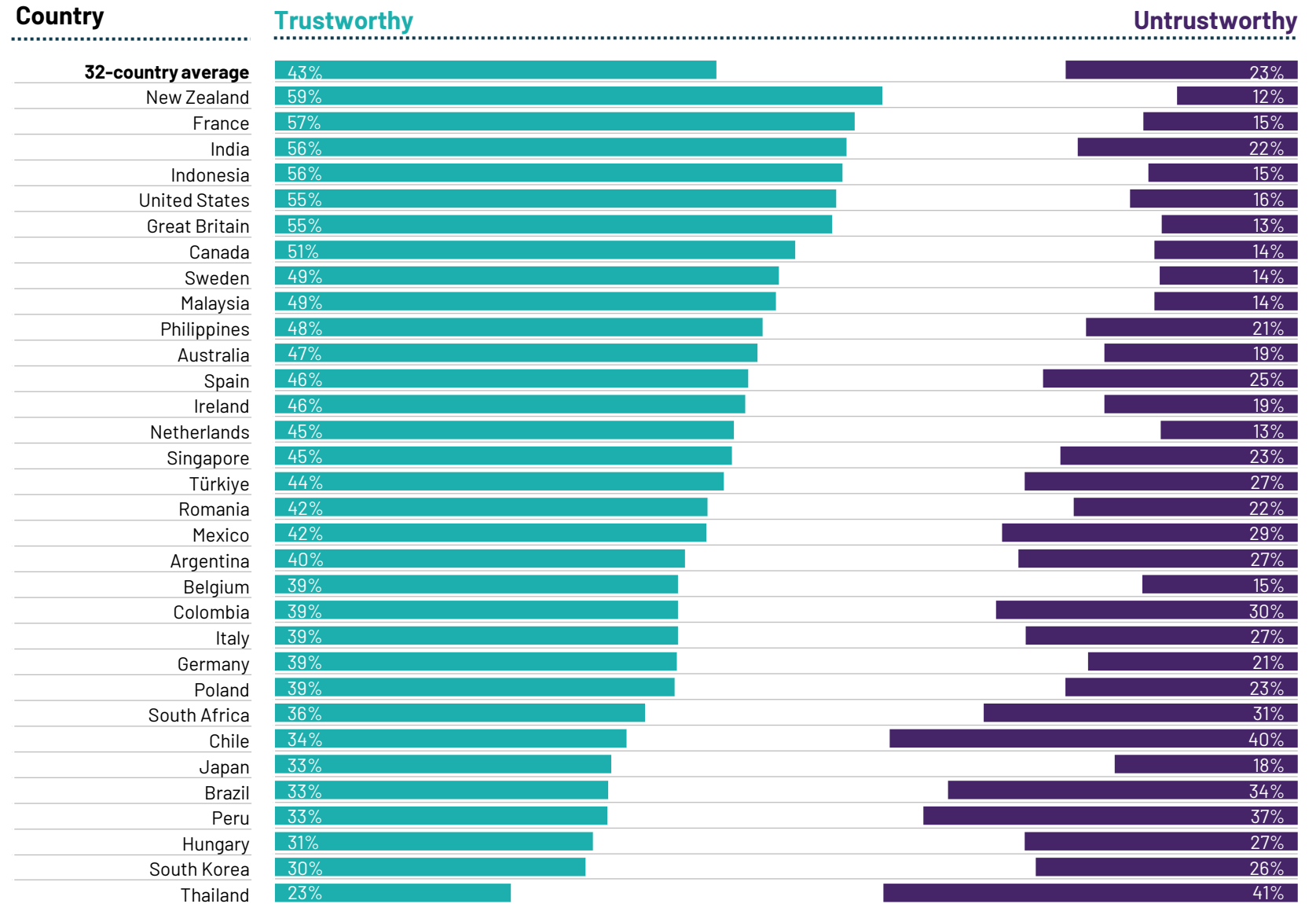
## Trust in armed forces members by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



## Trust in 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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



## Trust in taxi drivers 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.

### Taxi drivers

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Government workers and politicians



## 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/government employees

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



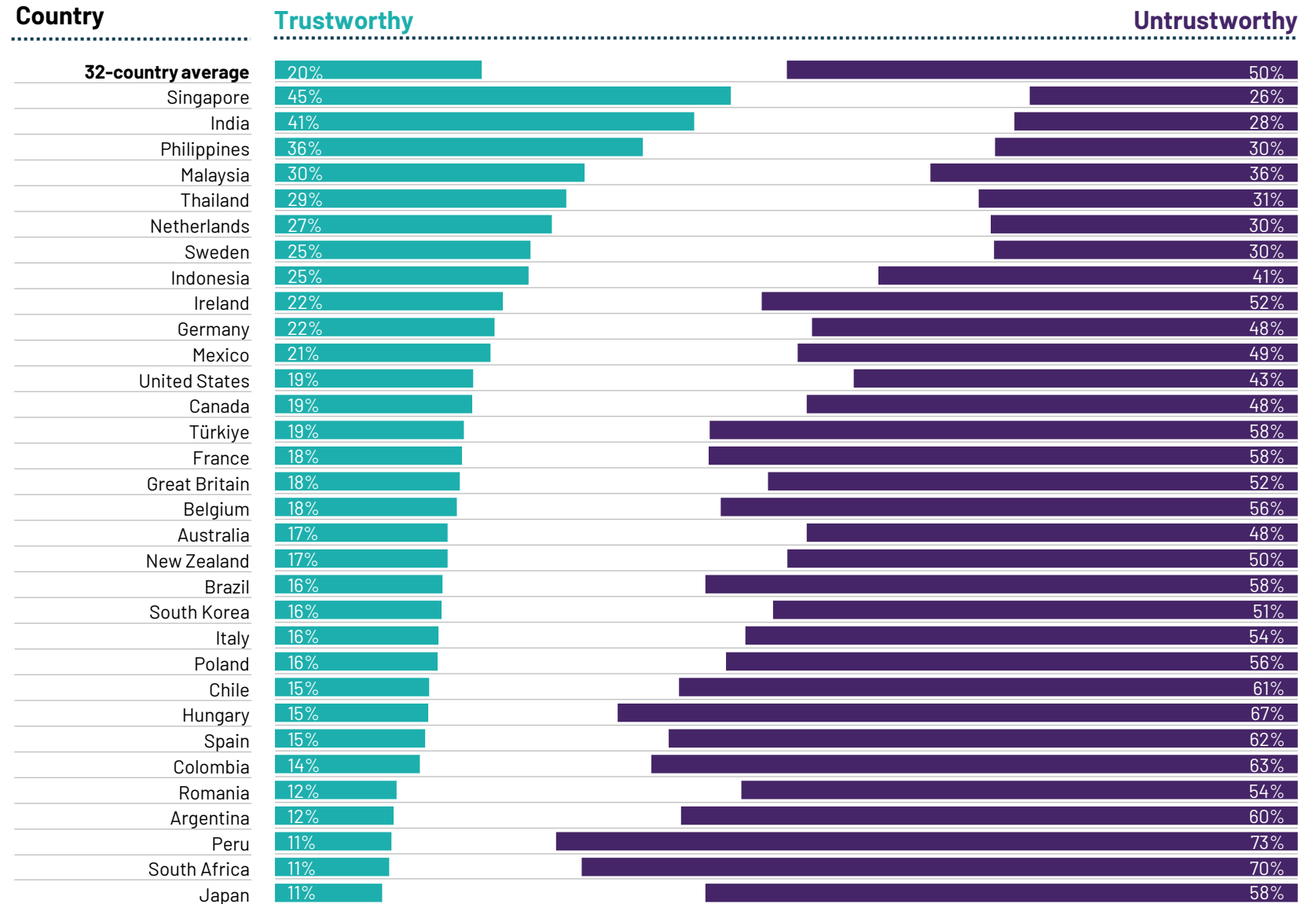
## Trust in government ministers by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



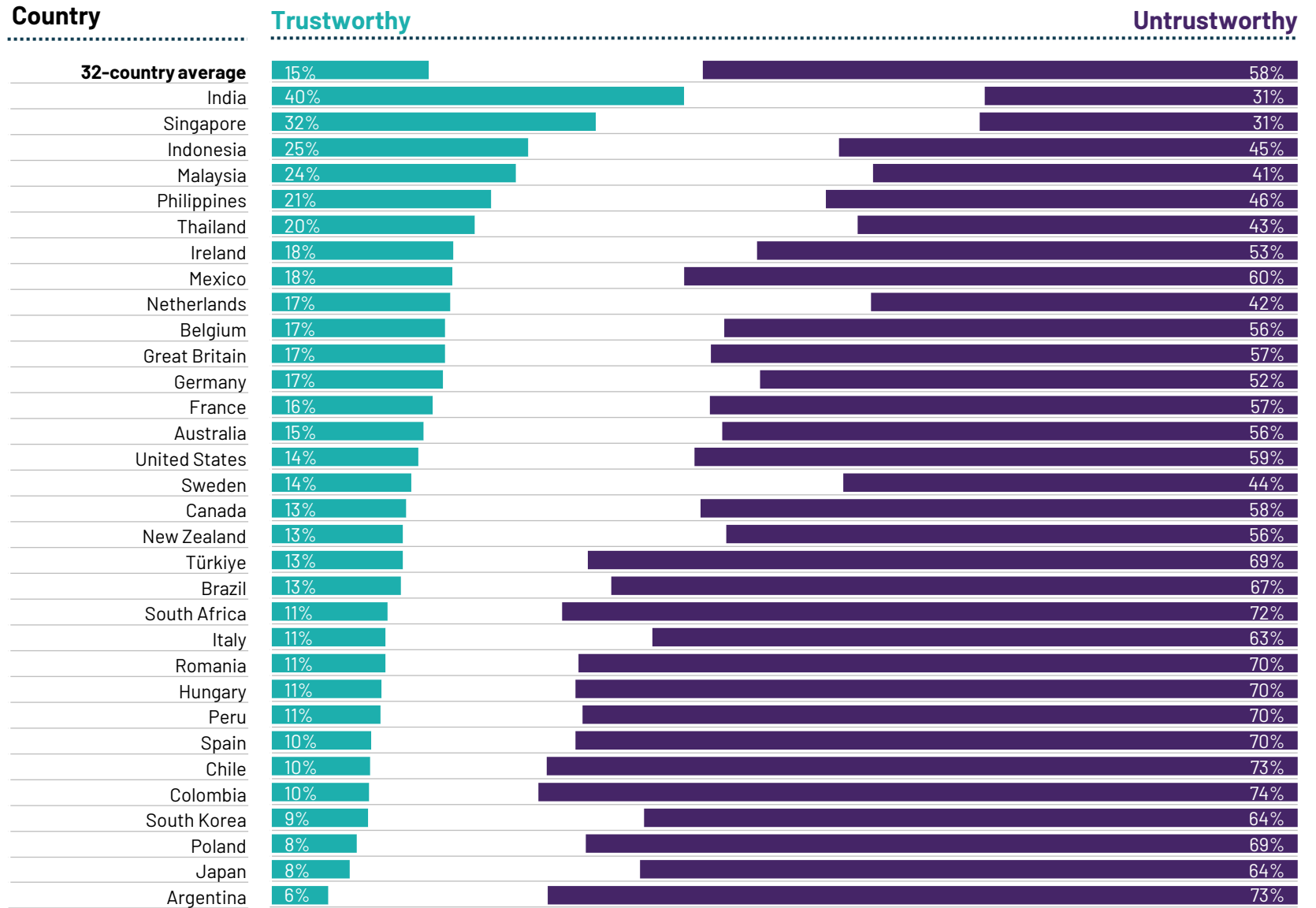
## Trust in politicians by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Information gatherers and disseminators





## 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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



## 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/news anchors

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



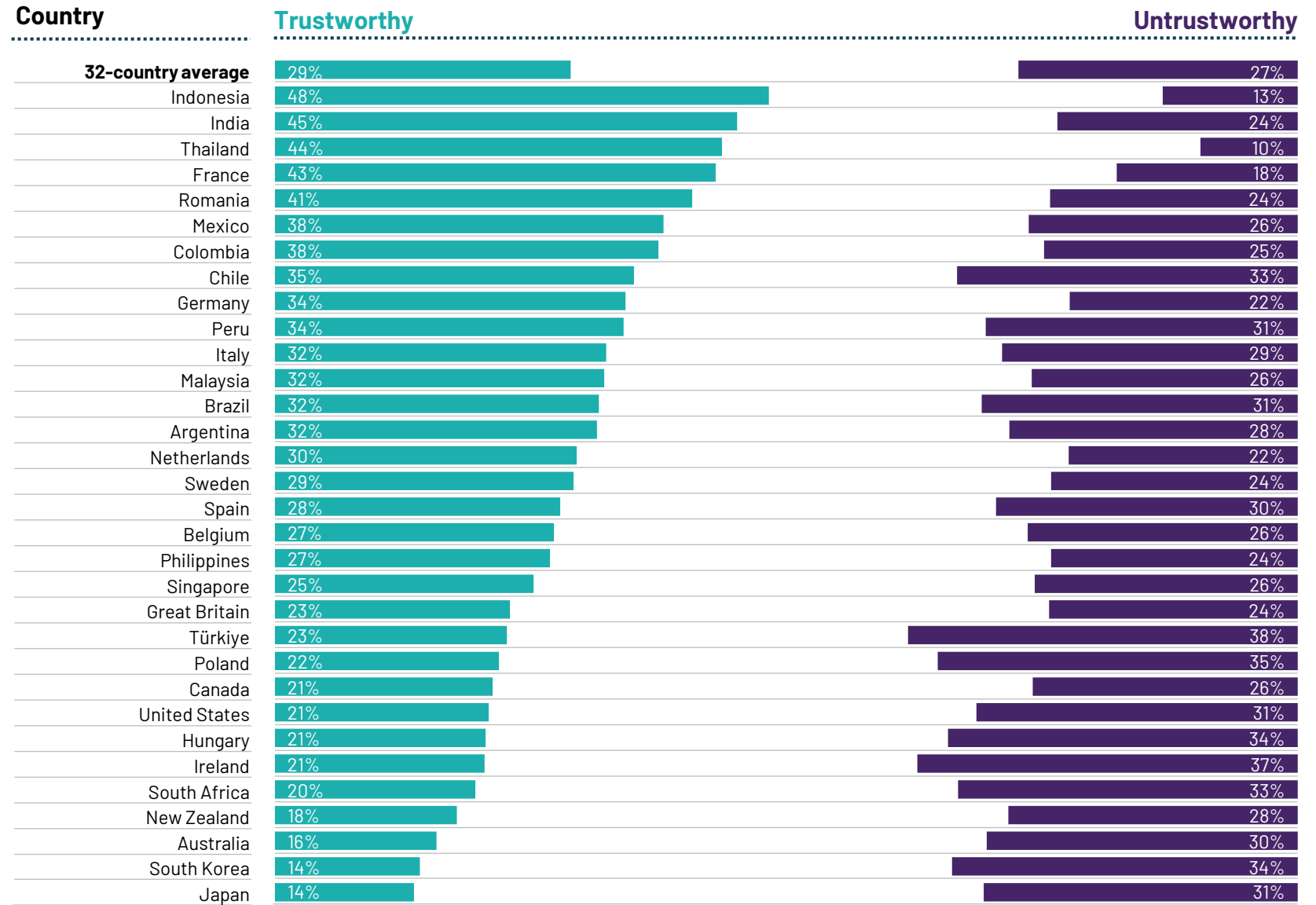
## Trust in pollsters by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



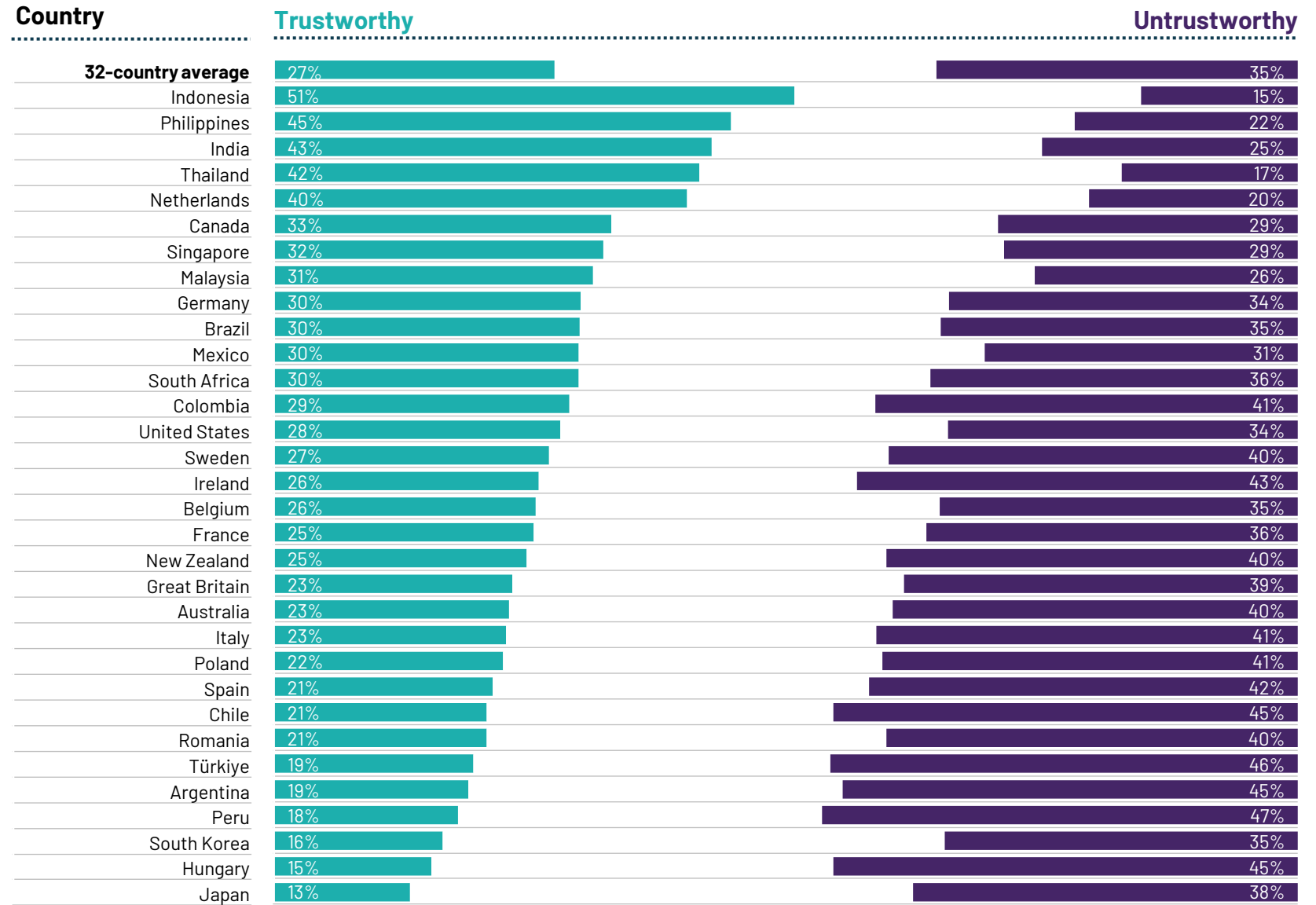
## Trust in journalists by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



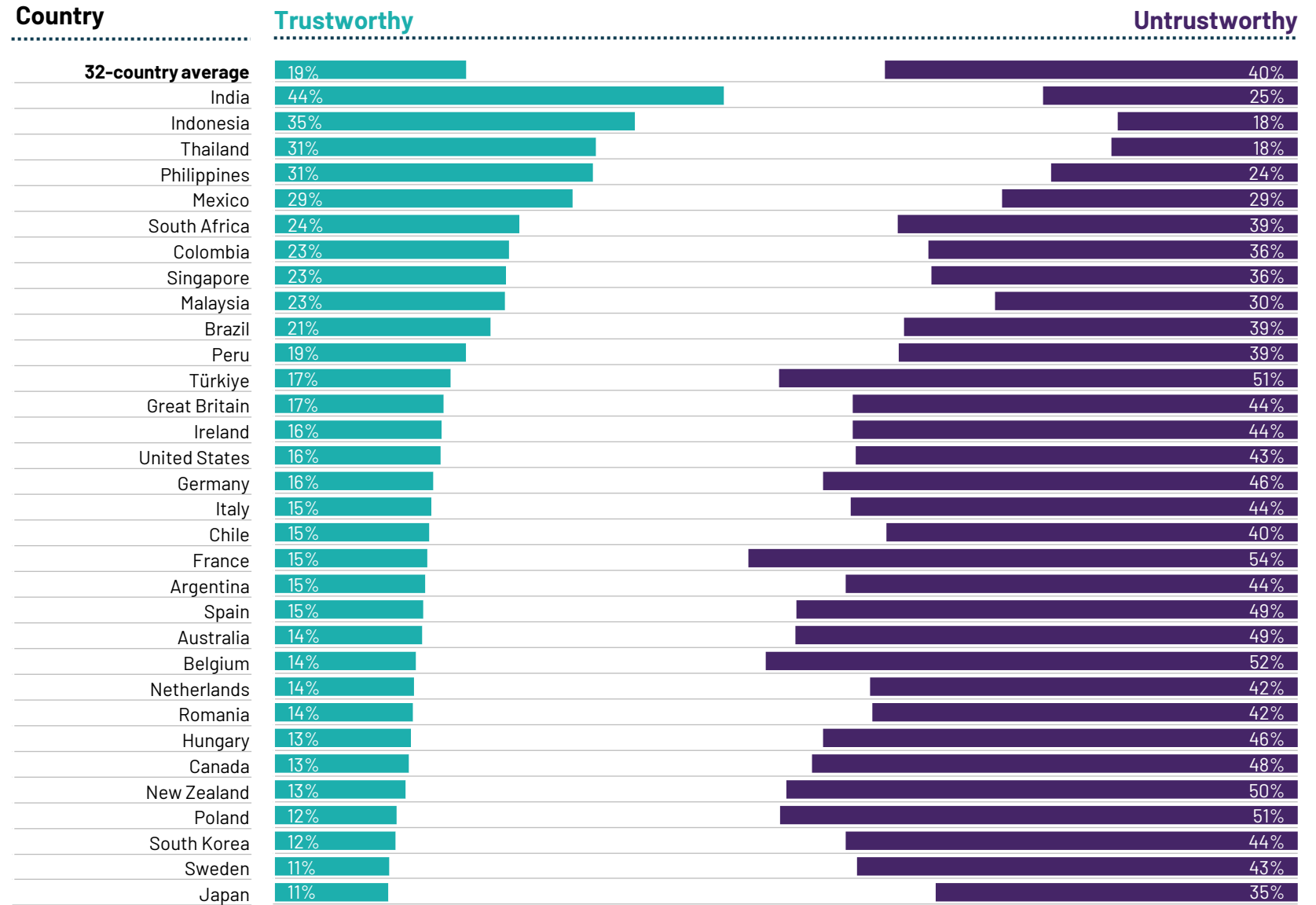
## Trust in advertising execs by country

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.

### Advertising executives

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



## Trust in social media influencers 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.

### Social media influencers

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Business people



## 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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.





## 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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Legal and moral leaders

## 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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



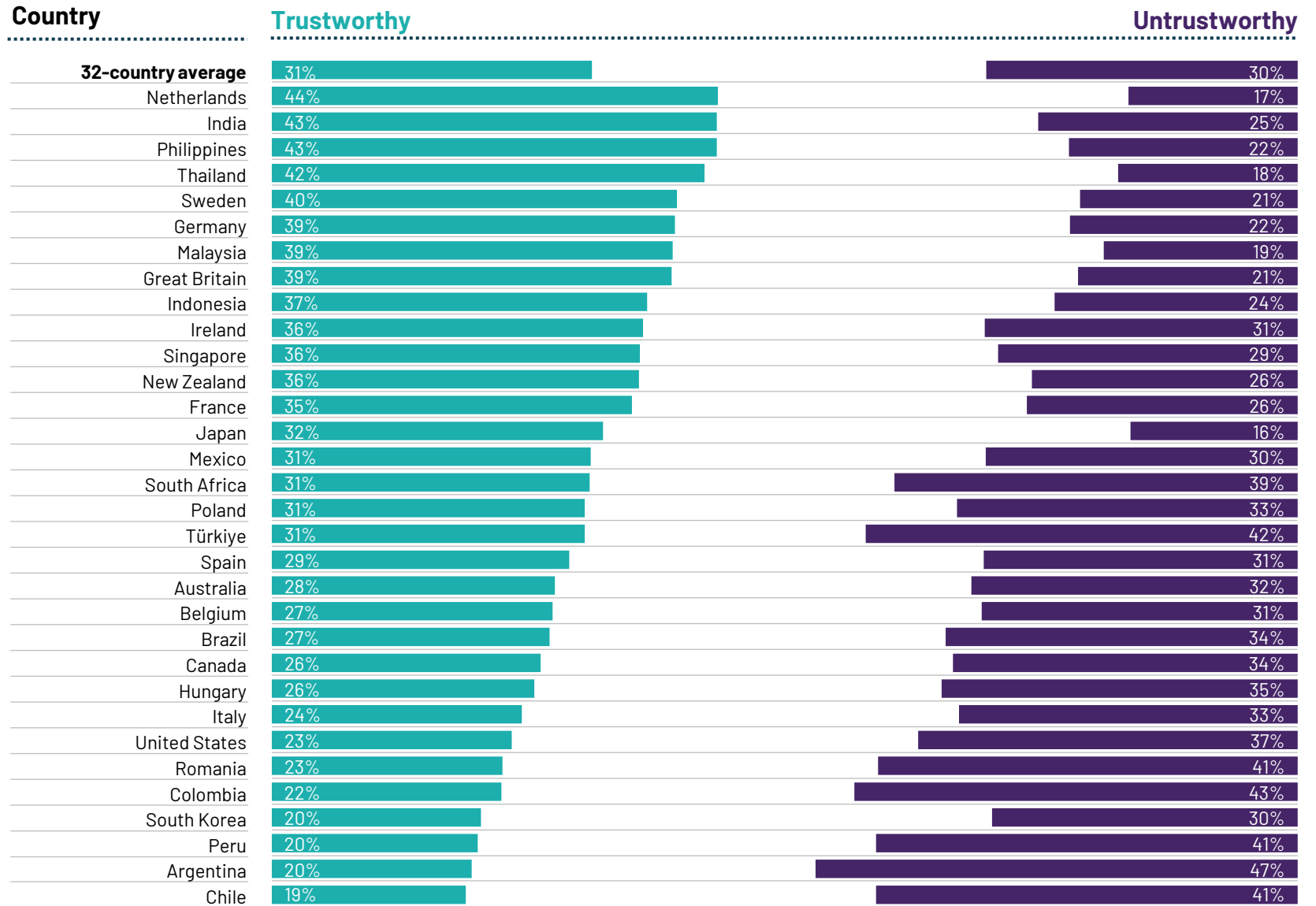
## Trust in lawyers by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



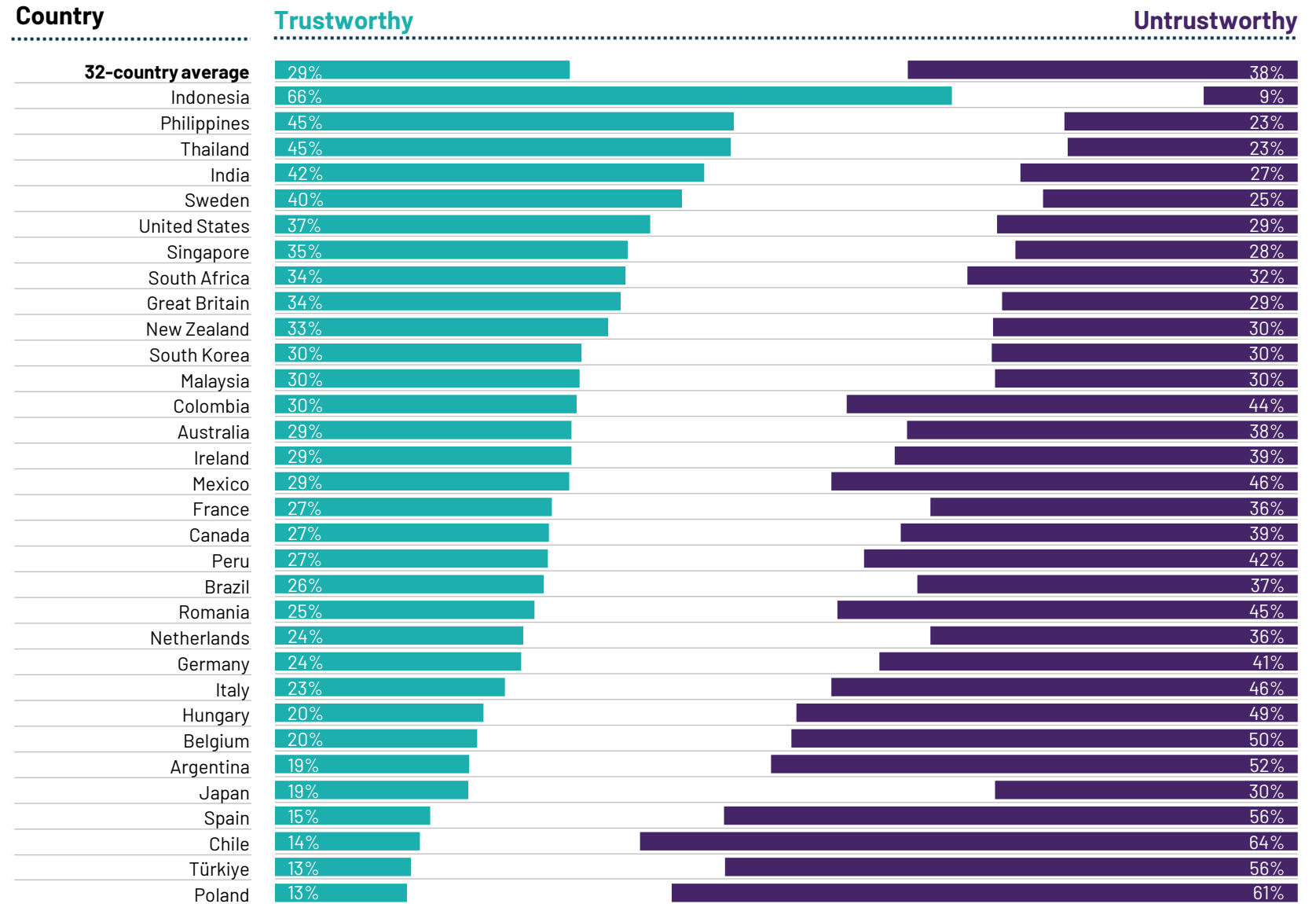
## Trust in clergy/priests by country

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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Ordinary people



## 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

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



# Methodology





# METHODOLOGY

These are the results of a 32-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, May 24 and Friday, June 7, 2024. For this survey, Ipsos interviewed a total of 23,530 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, the Philippines, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Philippines, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. 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 U.S. can be considered representative of their general adult populations under the age of 75. Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Philippines, Romania, Singapore, South Africa, Thailand, and Türkiye 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.

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 not been adjusted to the population size of each country or market and is not 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.



# For more information

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