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GfK Verein

Trust in Professions 2016 – a GfK Verein study

From firefighters to politicians



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Trust in Professions 2016

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Introduction

*If you can trust someone,
you don't need a contract.
If you can't trust him, a
contract is useless (J.P.
Getty)*



The 2016 edition of the *Trust in Professions* study conducted by GfK Verein covers 27 countries worldwide, due to the addition of the Philippines and – in light of the lifting of international sanctions – Iran. Professions are of central importance to the functioning of societies resting on the division of labour. Outside their private sphere of life, citizens and consumers primarily come into contact with representatives of professional groups. Reciprocal trust is important to these relationships. This global study encompasses the empirically researched trust placed in over 30 professions with which people directly or indirectly (in other words, via the media) come into contact in their daily lives. The level of trust awarded by the respondents is, of course, partly influenced by the amount and tone of media coverage given to the various professions. One example is the discussion surrounding the trustworthiness of pilots after the plane crash of spring 2015. In the six months following the event, however, the trust bestowed upon pilots in Germany only fell slightly.

The confidence placed in so-called undisputed professions, which are essential for the basic functioning of the economy and society, and which have to be relied on

especially in emergencies and other exceptional circumstances, also remains globally stable in 2016. This group of professions comprises firefighters, paramedics, technicians, doctors, pilots and craftsmen. Although professions such as bank assistants, retailers or sellers, judges and policemen are mid-table in the rankings, they appear to cause some contention in terms of trust, as their ratings vary greatly from between 20% to more than 80%. This also applies to mayors, who with a global average of 50% occupy the penultimate position in the ranking. The extremely low level of trust placed in politicians, the very professionals whose role entrusts them with the fate of a country, continues to appear problematic. This group is, however, enjoying an improved level of trust in India – and in Italy. In fact, there is a clear increase in the overall amount of trust in Italy. Turkey, in contrast, is currently witnessing the largest drop in overall trust.

The *Trust in Professions* study is conducted by GfK Verein every two years. The next edition will be published in 2018.

Ronald Frank | GfK Verein

1 Global trust

Complete overview /// Results (1)

29,800 interviews were carried out ...



... in **27 countries** worldwide



... on all continents



...representing a good **2.4 billion people** worldwide



In 2016, India (82%) and Indonesia (79%) place the highest amounts of trust in the professional groups. Due to noticeable increases in trust, the two Asian countries are both seeing improved overall rankings, with India climbing from second to first place in the country comparison, and Indonesia moving up from fourth to second position. The rises in trust expressed by these two populous countries at the top of the ranking compensates for the decline in trust recorded in other countries, resulting in the global mean remaining stable at 70%.

South Africa occupied the pole position in 2014 but this year it has lost 7 percentage points and finds itself in third place with a trust rating of 74%. Also showing a downward trend are countries such as Canada, the likewise highly populated USA, France and Switzerland, losing an average of between 6 and 11 percentage points. In addition to the losses in trust, changes in the institutes undertaking the surveys are also affecting this year's study. Of all the countries, Turkey is seeing the greatest drop in trust, with its average rating falling by 14 percentage points. In contrast, Italy stands out positively with a larger growth in trust averaging seven

percentage points.

Two new countries were added to the study in 2016. One of these is the Philippines, which with a trust rating of 61% is in the bottom third of the ranking. On the other hand, the second country, Iran, is positioned in the upper mid-table. On average, 68% of its citizens trust the professions studied. However, the results are very polarised in Iran, as the level of trust placed in 13 of the 32 professions is either the highest or lowest amount expressed in all 27 countries. Meanwhile, in second-place Indonesia, 12 professions attain the highest trust ratings worldwide.

Virtually tied at the lower end of the scale with trust ratings of between 55% and 56% are the populations of Nigeria, Japan, Argentina and Brazil, which express the least amount of trust in the professional groups. While Nigeria's position marks a decline in its average level of trust, the ratings in the other three countries remain relatively constant at the tail end of the ranking. Last place, however, switches from one South American country to another, with Brazil bringing up the rear in 2016.

Complete overview /// Results (2)

Trust was ascertained for
32 professional groups



Including **public sector professionals**, such as civil servants, mayors, policemen, judges and soldiers



Medical professionals, such as nurses, doctors, pharmacists and paramedics



And many other professional groups which make a key contribution to the functioning of our society



In addition to presenting the average level of trust in all professions per country, this study reveals the average rating across all the countries for each of the professions studied. As with the values for all professions, these figures are calculated by weighting each country's results in accordance with the respective number of inhabitants.

With a trust rating of 90%, firefighters once again hold the global pole position, unchanged from 2014. In 16 countries, they are also awarded the accolade of being the most trustworthy professional group. With the exceptions of Kenya (66%) and Nigeria (55%), at least 80% of citizens in each country place their trust in this profession, while in many countries the figure even exceeds 90%. Paramedics, teachers and farmers each occupy the top spot in three countries. Nurses, who on average hold second position, only succeed in gaining first place in one country, namely South Korea. Doctors are at the head of the ranking in two countries. In Iran, however, they share this top position, equal on points with firefighters.

With an average trust rating of 30%, politicians once

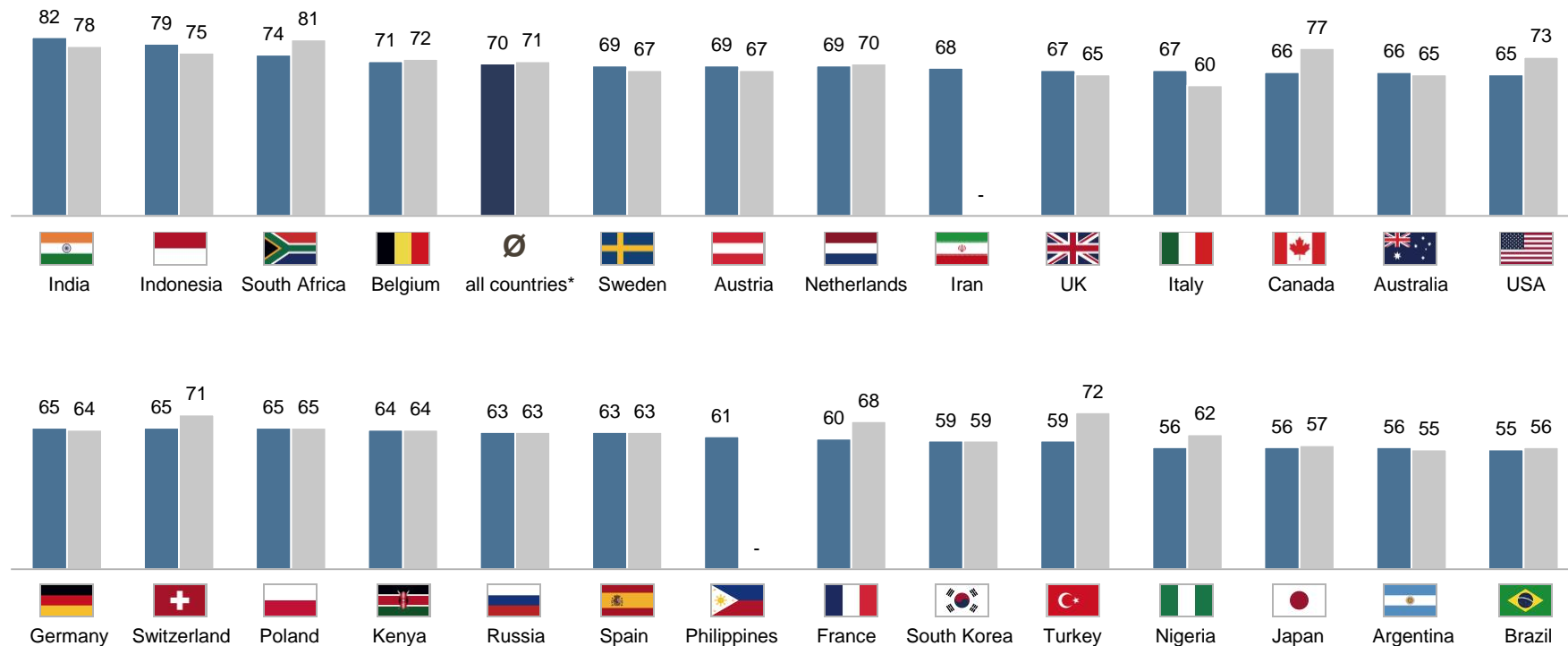
again bring up the rear, occupying last place in 22 countries. Politicians are rated most positively in Indonesia and India, where they are trusted by around one in two citizens. On the other hand, with a trust value of 6%, politicians have virtually no public support in Spain, France and Brazil. Politicians are only slightly better rated in the five countries where a different profession is ranked last, as here they hold the second- or third-to-last position instead. A wide variety of professions are viewed the least favourably in these five countries, from advertising specialists in Russia and retailers in Sweden to policemen in Nigeria, priests in Indonesia and cab drivers in South Africa.

It can therefore be seen that individual professions are viewed very differently from country to country. The trust placed in mayors varies the most widely. At 50%, they occupy the second-to-last position in the global ranking but their trust rating ranges from 10% in Brazil to 86% in Indonesia. In contrast, trust in architects, who receive an average value of 76%, is relatively consistent worldwide, spanning 63% in Iran at its lowest to 89% in Indonesia at its highest.

Complete overview /// Average level of trust in each country

(Average of "I completely/generally trust" across all professional groups, in %)

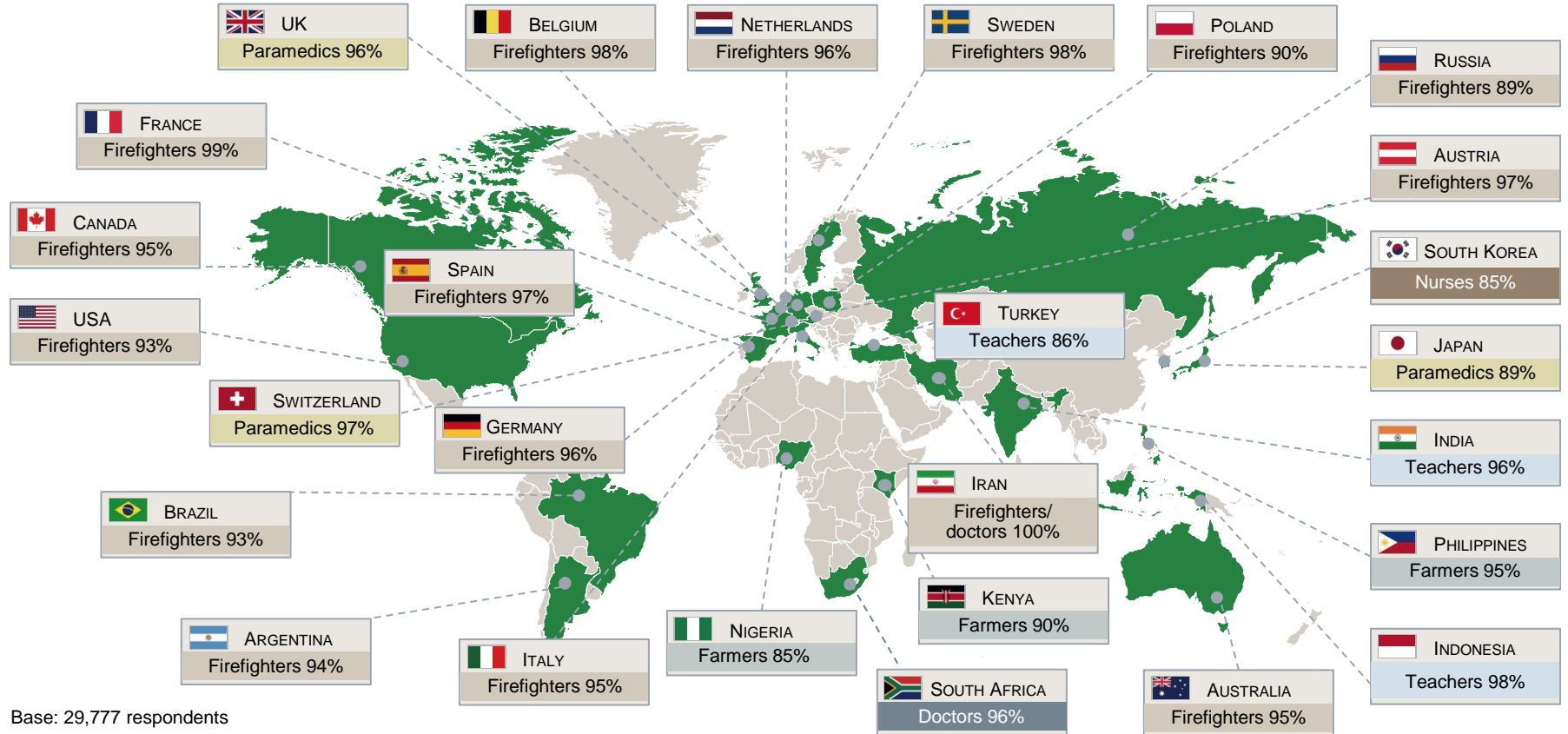
8



Base 2016: 29,777 respondents, *Restricted comparability due to additional countries (Iran and Philippines)

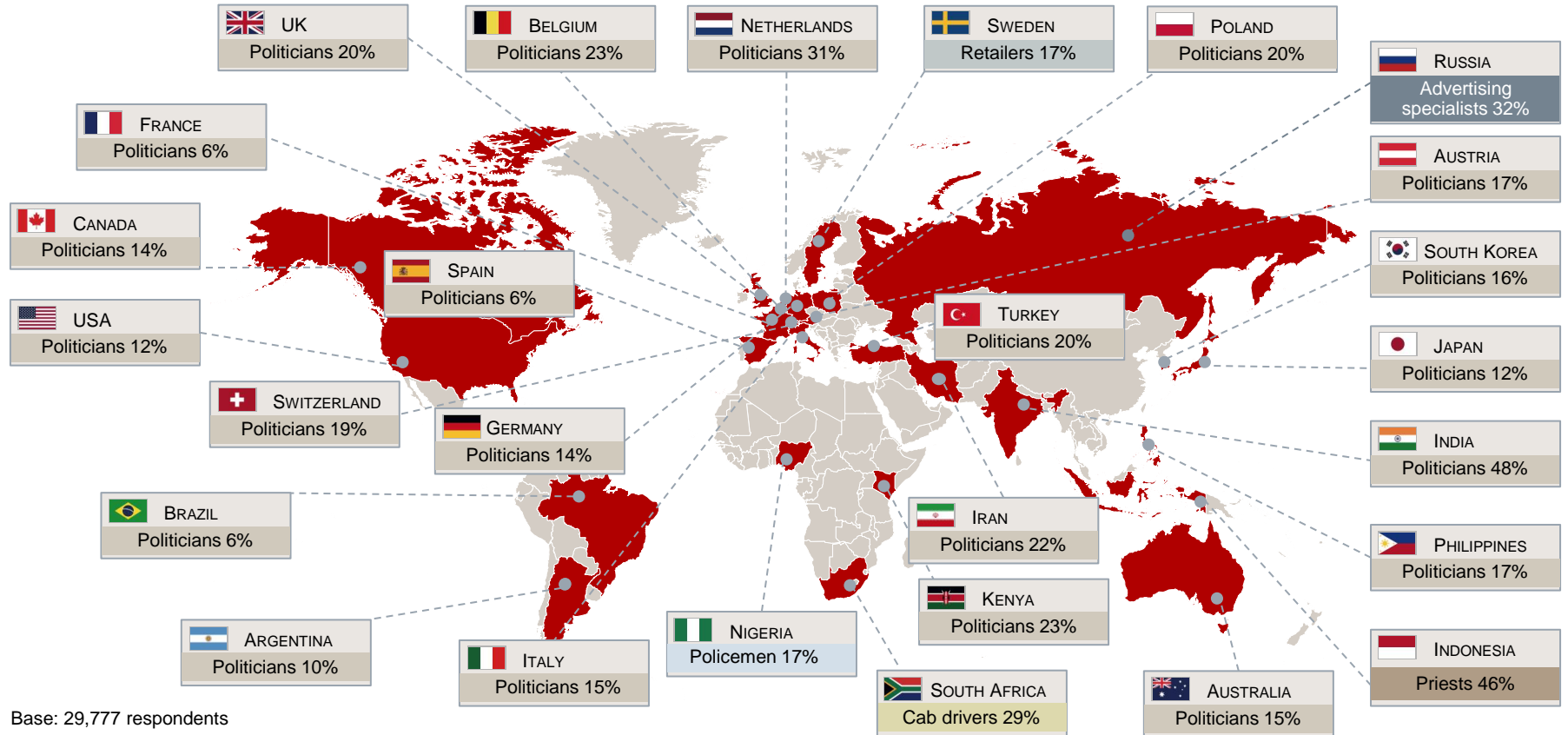
2016 2014

Complete overview /// Professional groups with the highest trust rating per country



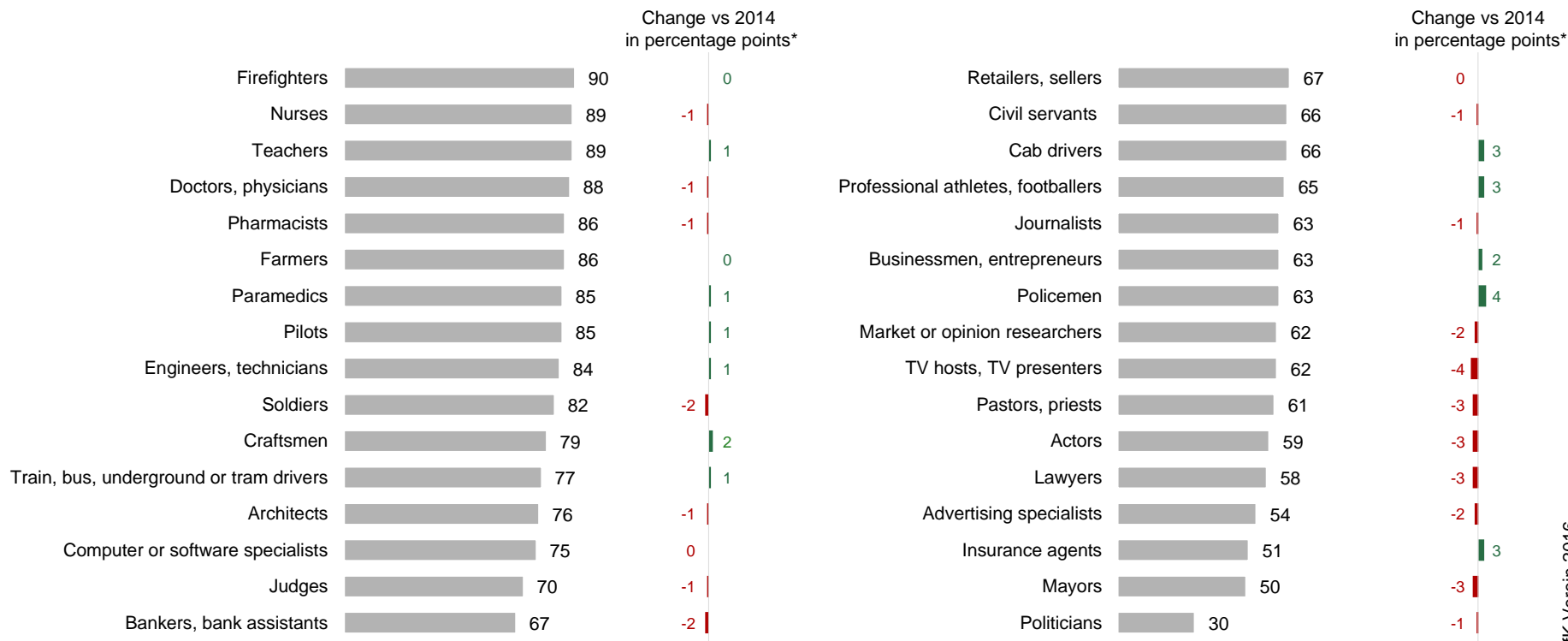
Base: 29,777 respondents

Complete overview /// Professional groups with the lowest trust rating per country



Complete overview /// Trust in professional groups

(Average of "I completely/generally trust" across all countries, in %)

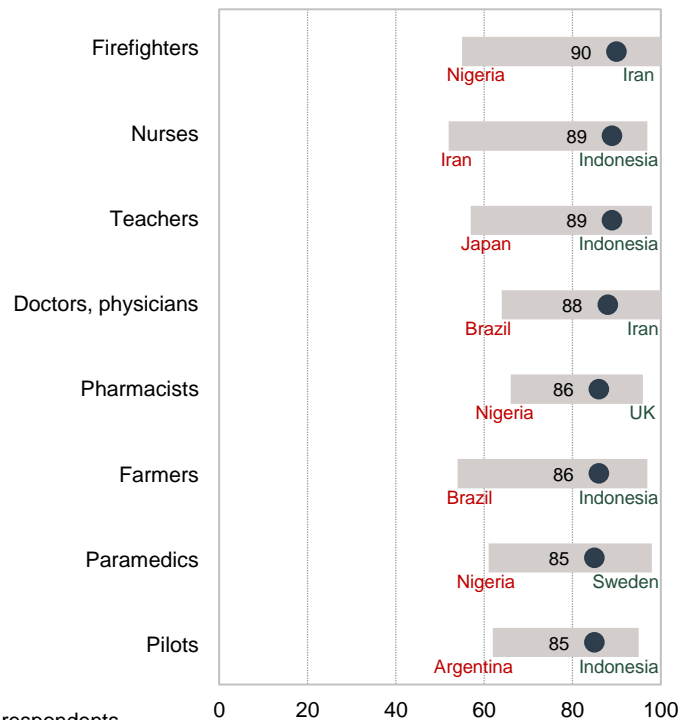


Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

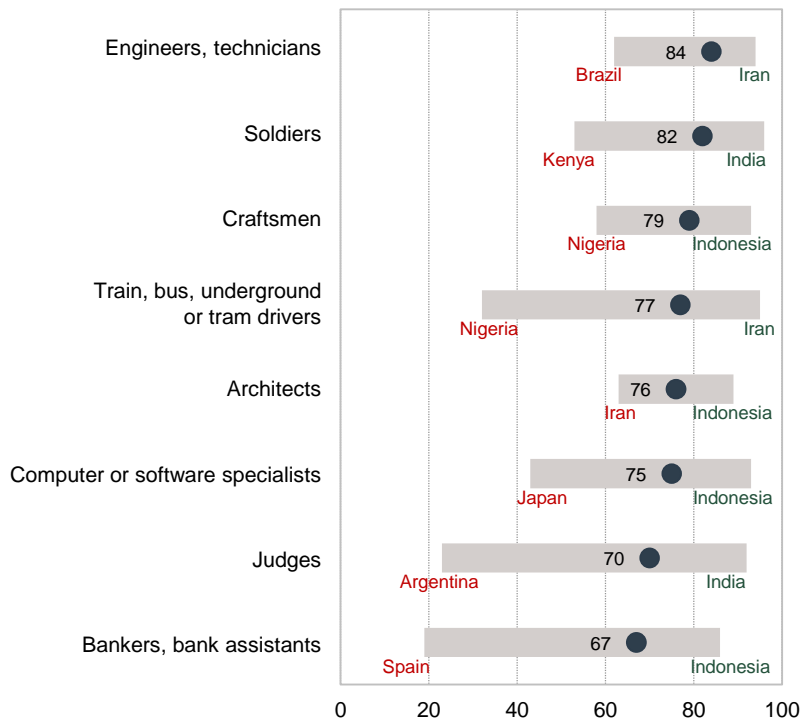
Complete overview /// Trust in the professional groups: range and average (1)

("I completely/generally trust", minimum, maximum and average, in %)

Range Mean across all countries

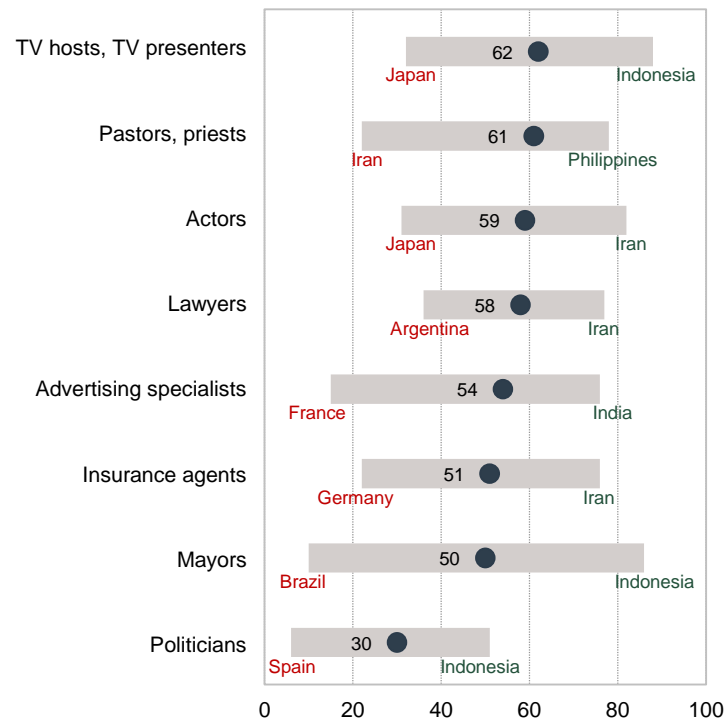
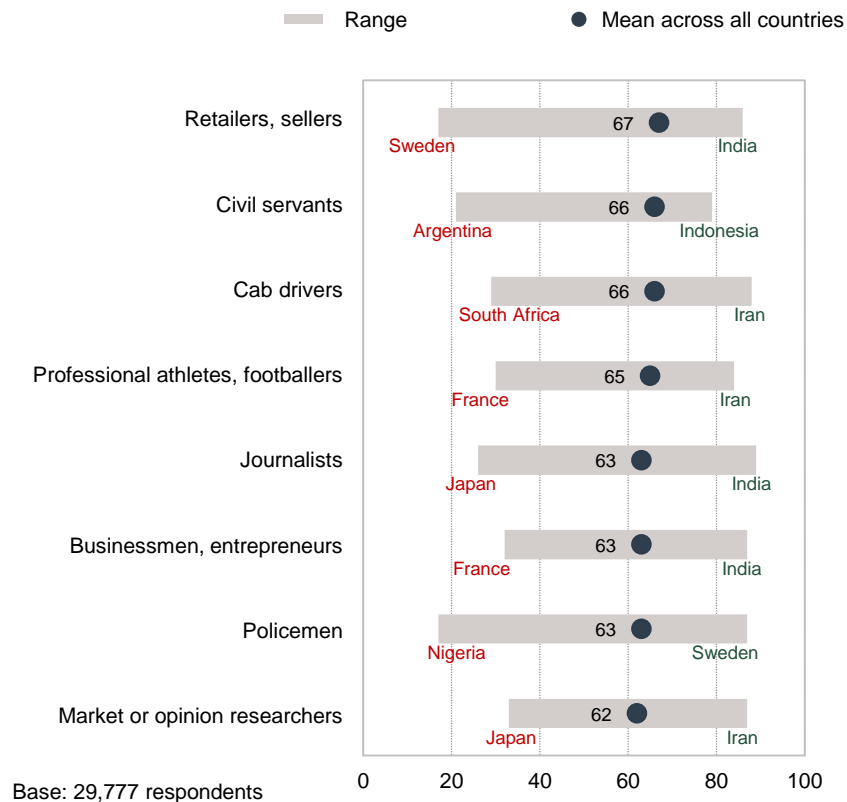


Base: 29,777 respondents



Complete overview /// Trust in the professional groups: range and average (2)

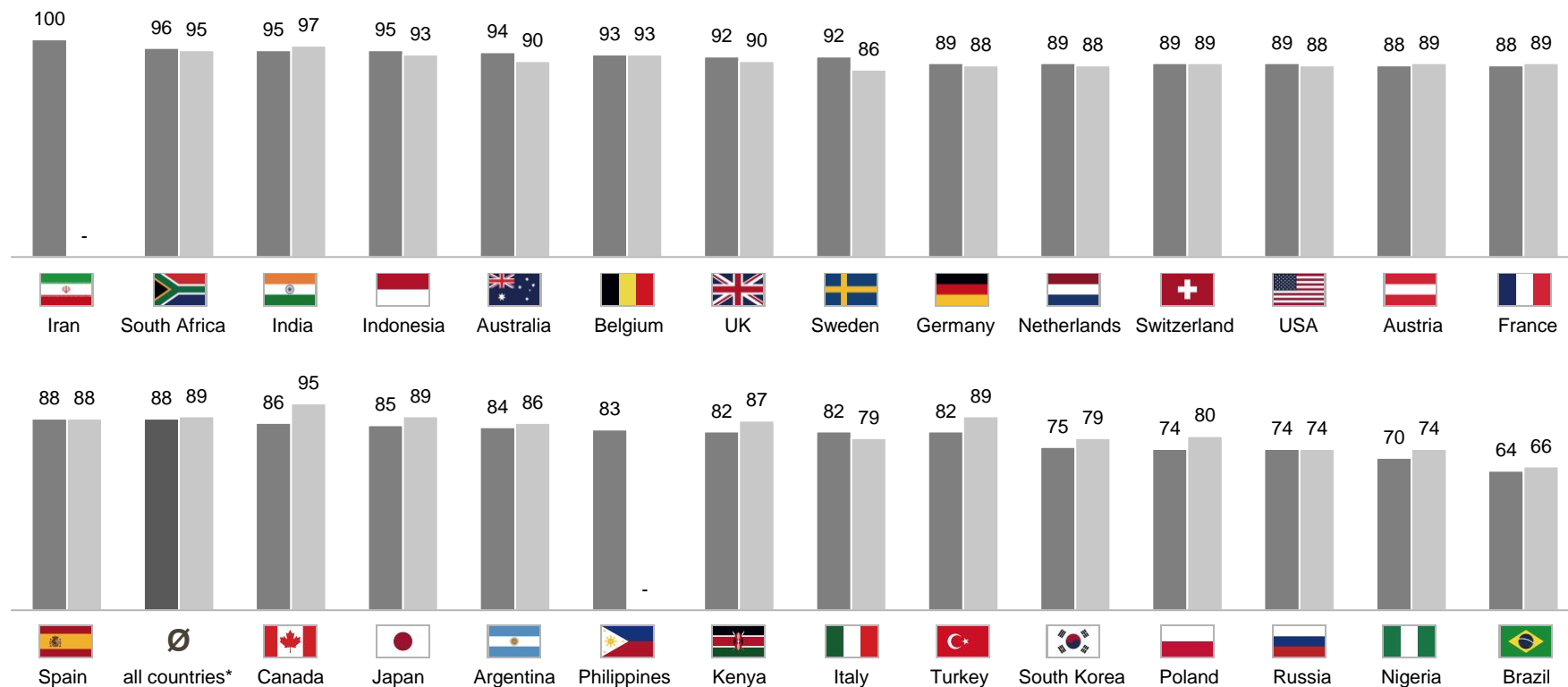
("I completely/generally trust", minimum, maximum and average, in %)



At a glance /// Doctors

("I completely/generally trust", in %)

14



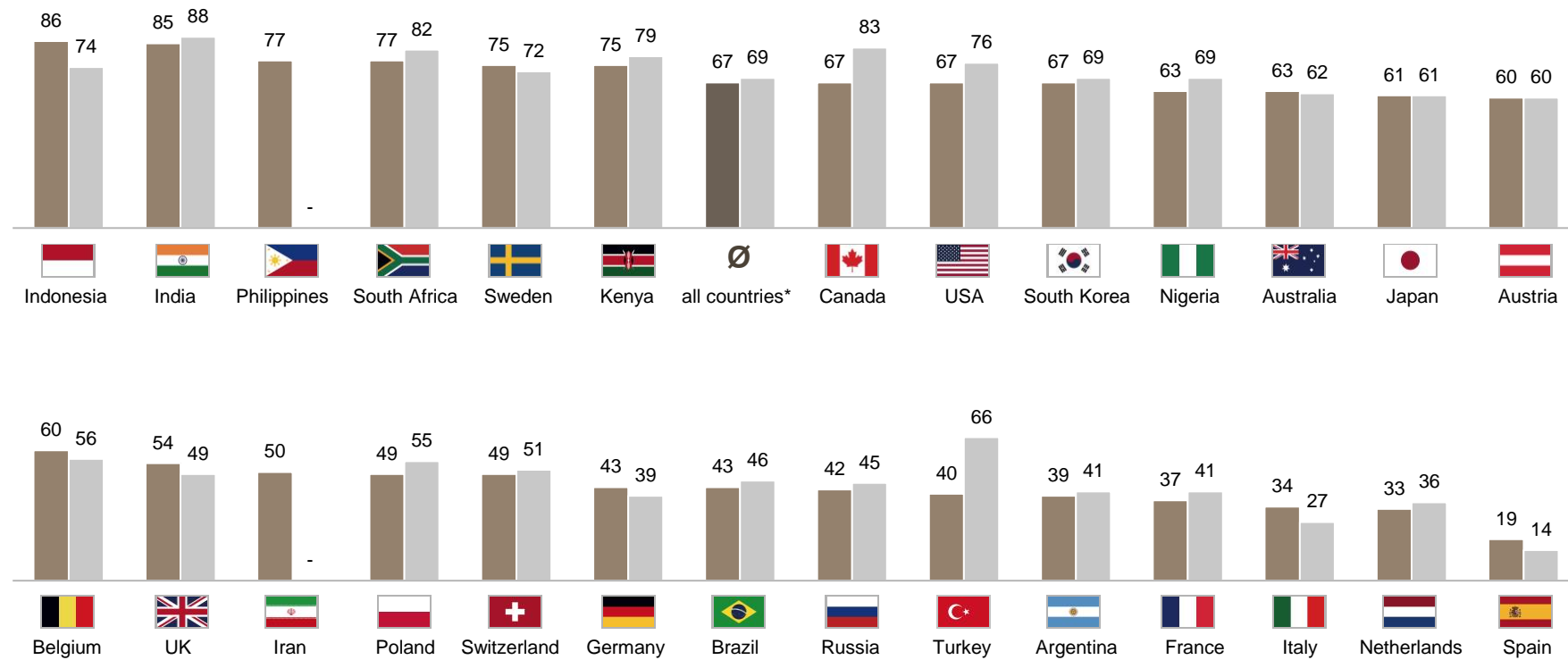
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Bankers, bank assistants

("I completely/generally trust", in %)

15



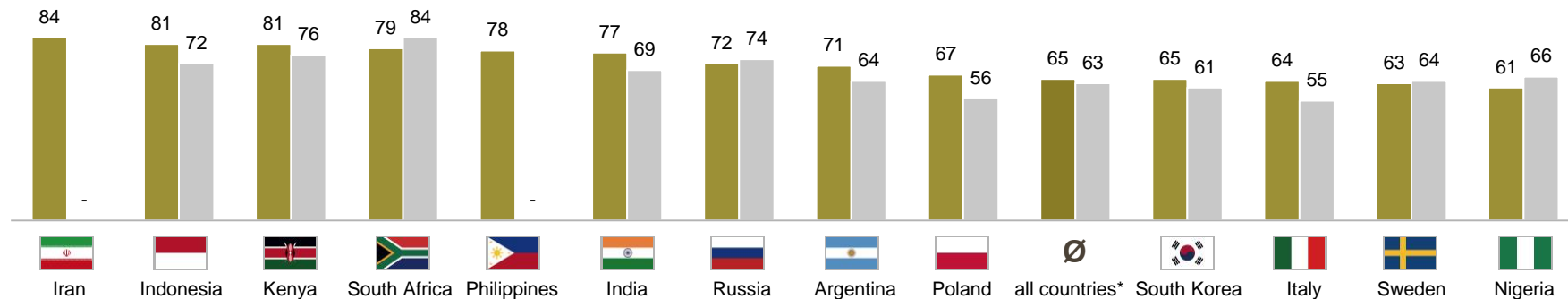
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Professional athletes, footballers

("I completely/generally trust", in %)

16



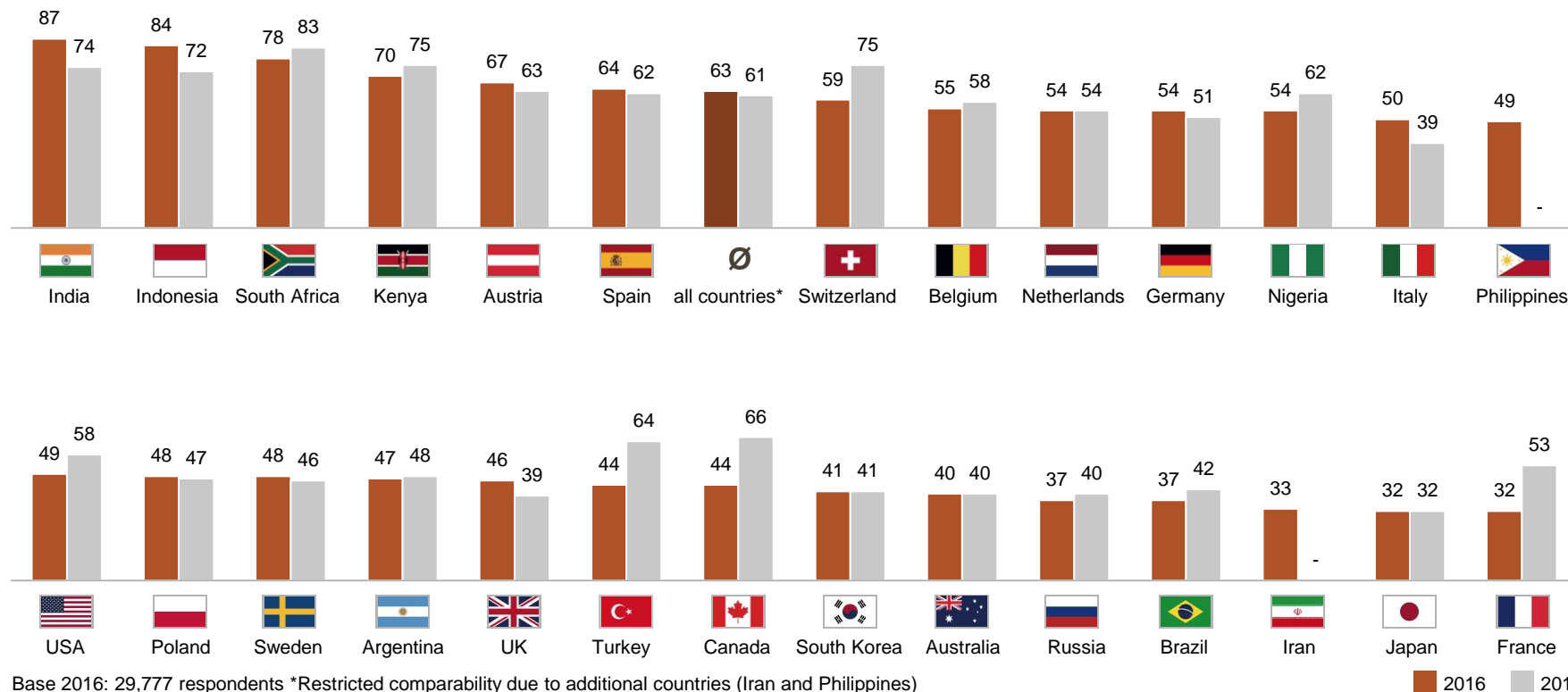
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Businessmen, entrepreneurs

("I completely/generally trust", in %)

17



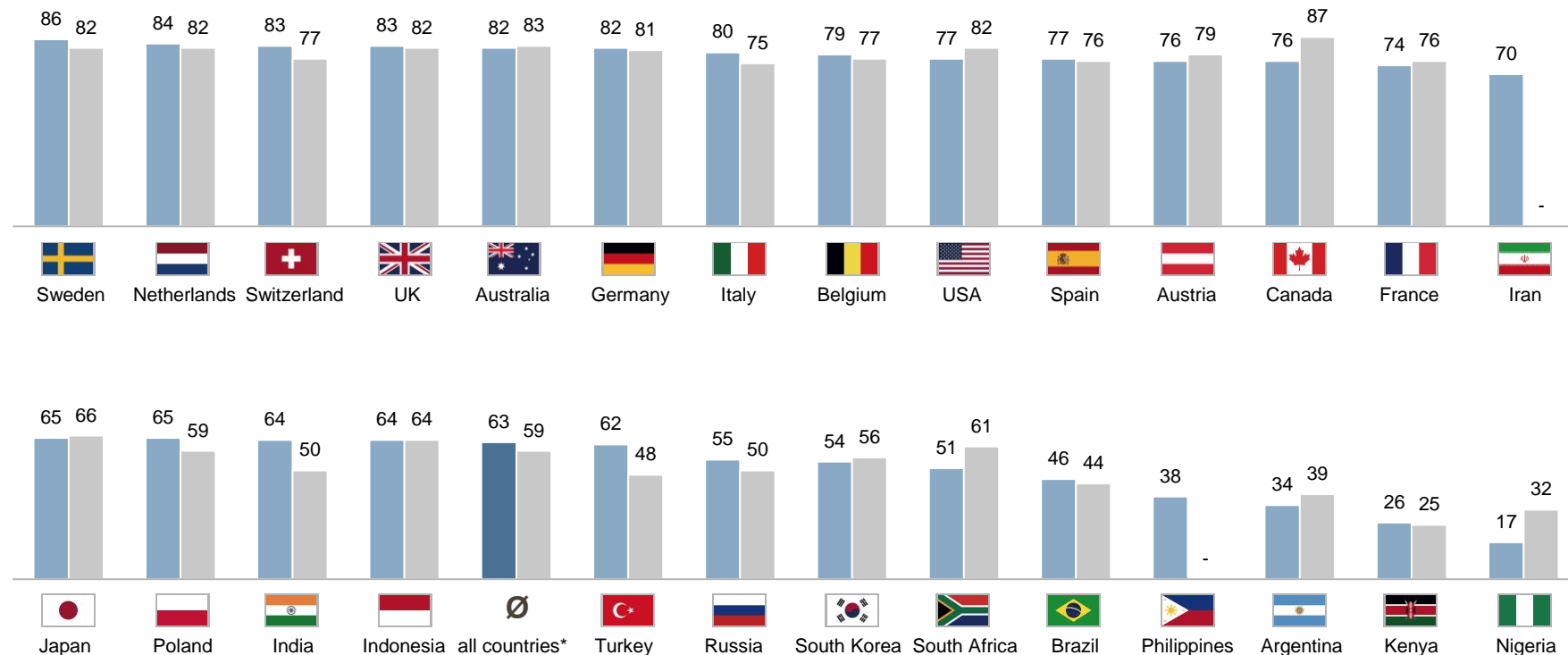
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Policemen

("I completely/generally trust", in %)

18



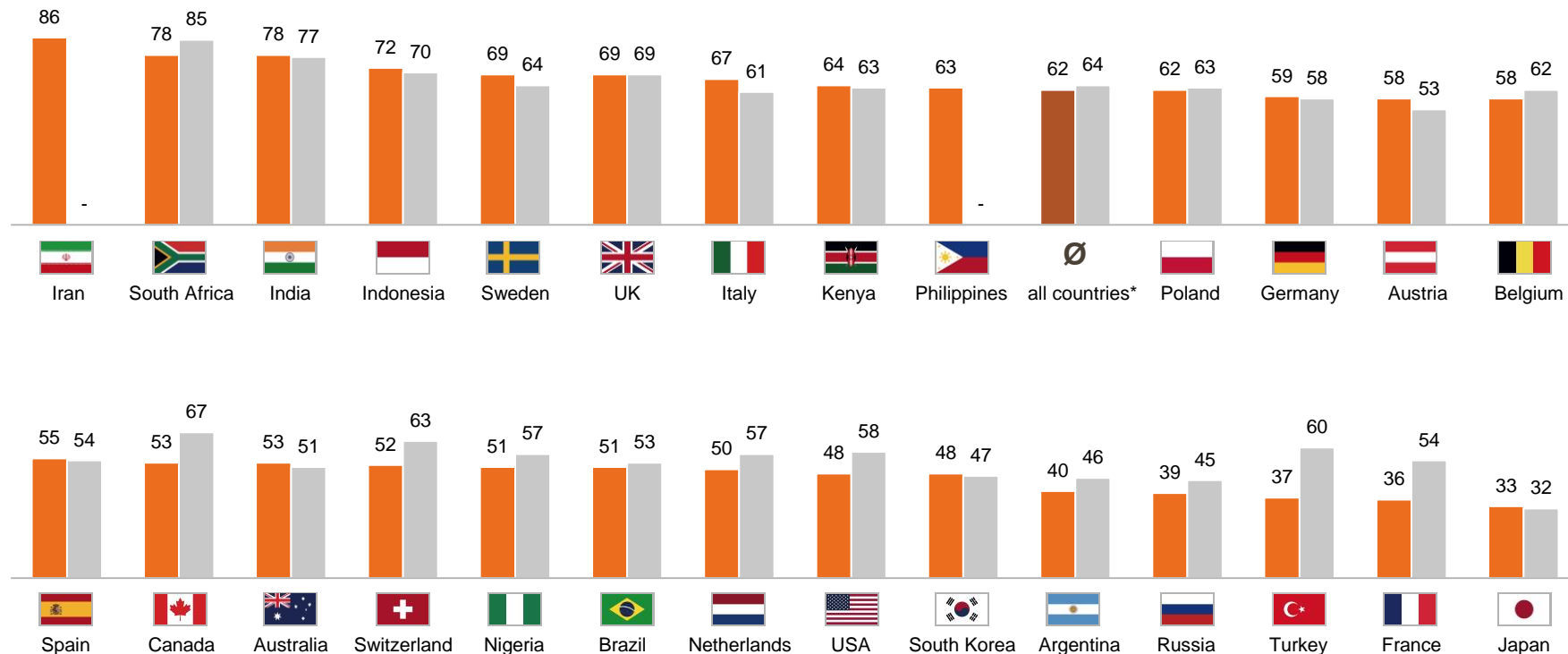
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Market or opinion researchers

("I completely/generally trust", in %)

19



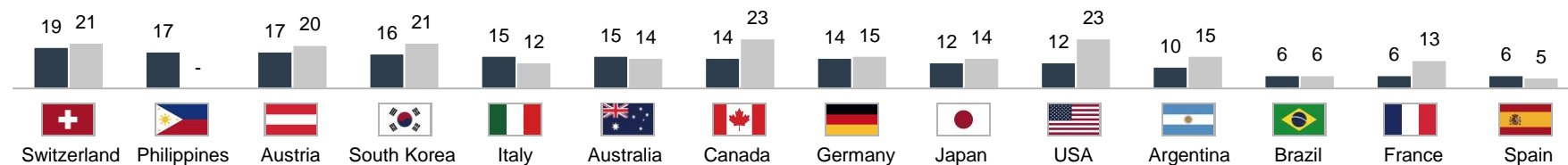
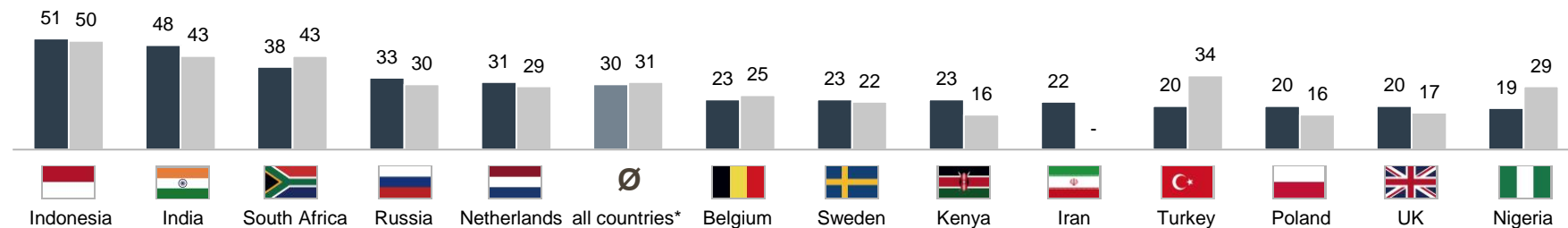
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

At a glance /// Politicians

("I completely/generally trust", in %)

20



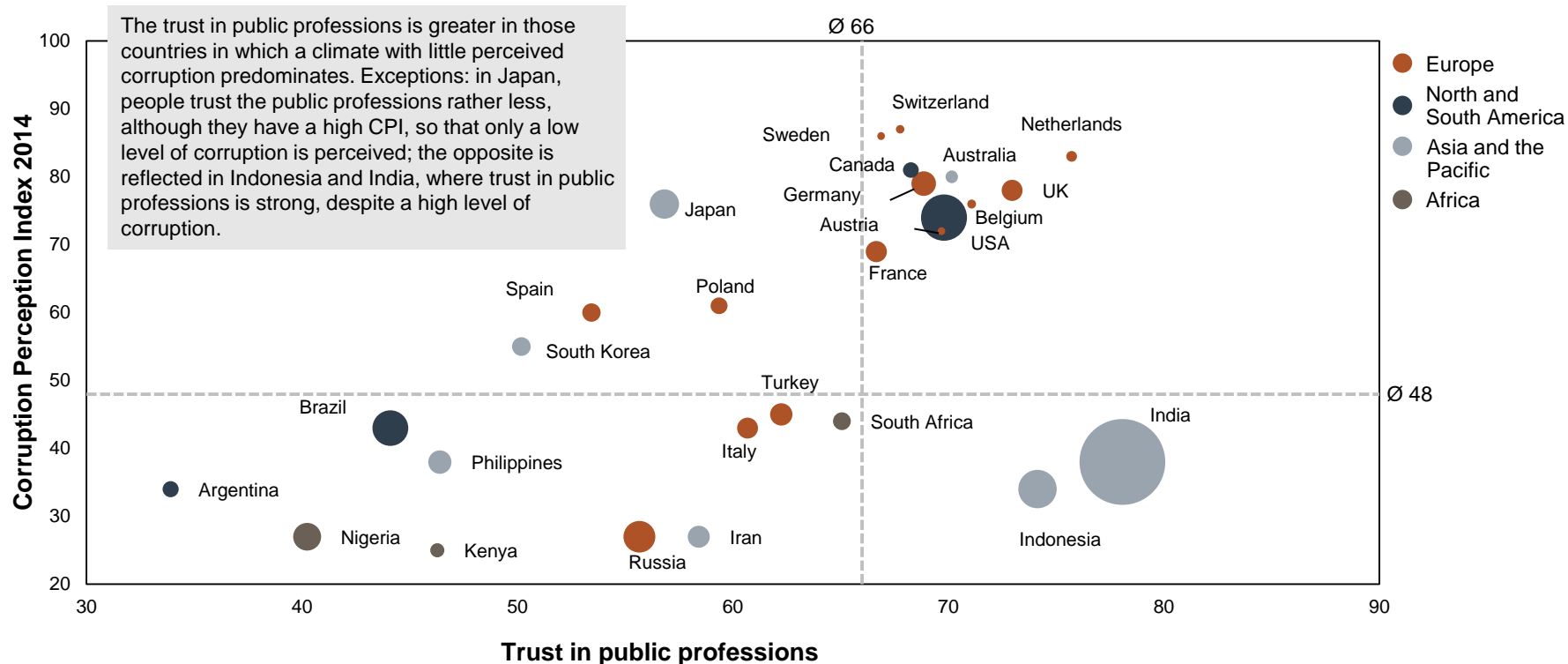
Base 2016: 29,777 respondents *Restricted comparability due to additional countries (Iran and Philippines)

2016 2014

Level of trust: public professions and Corruption Perception Index 2014

Average of "I completely/generally trust" across all public professions, in %; CPI in score points; the size of the displayed points represents the population of the countries

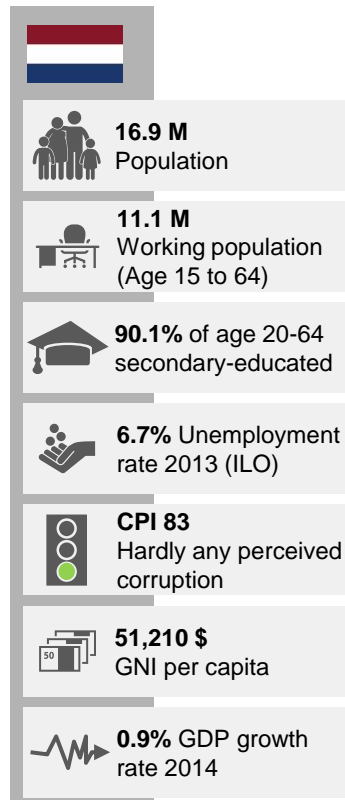
21



Base: 29,777 respondents; definition of public professions: civil servants, mayors, policemen, judges, soldiers

2 Europe in detail

Netherlands /// Findings



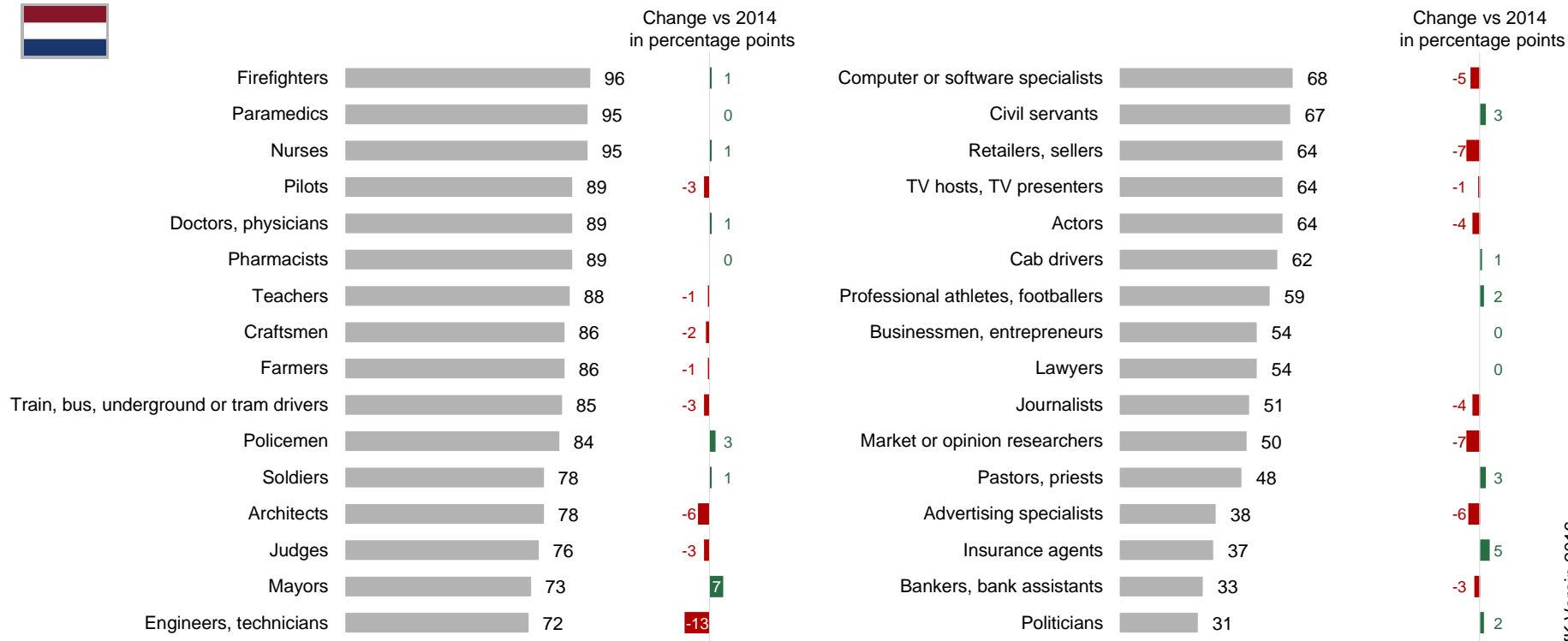
With an average trust rating of 69% across all the professions investigated, the Netherlands is in the top third of the global ranking. Half of the professions are trusted by 70% or more of the respondents. Only 4 professional groups have ratings significantly lower than 50%, namely advertising specialists and insurance agents with 38% and 37% respectively, bankers with 33% and politicians with 31%. The latter, however, earn a relatively high level of trust in comparison with the other European countries. The economic recession appears to have come to an end in the Netherlands and gross domestic product was expected to have risen by around 2% in 2015. The influx of refugees, however, is presenting the country with significant challenges. While the population is accusing Prime Minister Rutte of a lack of involvement with the issue, the right-wing populist party PVV is benefiting from the situation. According to a survey conducted in October 2015, it could win 23% of the vote at the next election, which would make it the strongest political force in the country.

Mayors record the greatest rise in trust in comparison with 2014, climbing 7 percentage points to their current rating of 73%. This result may have been contributed to by the clear

statement made by Rotterdam's mayor Aboutaleb after the terrorist attack on the headquarters of Charlie Hebdo in Paris at the start of 2015. A Muslim born in Morocco, Aboutaleb told radical Islamists to leave Europe if they could not cope with the continent's ideals of freedom. The largest drop in rating is experienced by engineers and technicians, who with 72% nevertheless still meet with a high level of trust. This sector recently came under criticism for allegedly sometimes putting profit ahead of the safety of the population during gas extraction operations performed over the past few years. Sellers (64%) and market and opinion researchers (50%) have also both made losses of 7 percentage points. As was also the case in 2014, the helping professions top the scale, with firefighters taking pole position with 96%, followed by paramedics and nurses, who each attain a rating of 95%. Medical care in the Netherlands is regarded as being among the best in Europe and the country currently occupies first place in the Euro Health Consumer Index (EHCI) for the fifth year in row. A particular feature of the nation's health system, which may heighten the trust felt for these professions, is that treatment decisions are usually made on the basis of discussions held between the doctor and patient.

Netherlands /// Trust in professional groups

("I completely/generally trust", in %)
















Base 2016: 1,014 respondents; please note: changed age group

6 Methodology

Methodology Europe





26

Europe		Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
	Austria	82.7%	7.1 M	1,002	PAPI	18+	Nationwide	Sep/Oct 2015
	Belgium	83.0%	9.4 M	1,028	CATI	15+	Nationwide	Sep 2015
	France	81.5%	52.5 M	1,000	CAPI	15+	Nationwide	Sep 2015
	Germany	88.0%	71.0 M	1,978	CAPI	14+	Nationwide	Sep 2015
	Italy	86.3%	51.6 M	1,017	CAPI	15+	Nationwide	Sep 2015
	Netherlands	80.0%	13.5 M	1,014	CATI	18+	Nationwide	Sep 2015
	Poland	85.0%	32.8 M	1,000	CAPI	15+	Nationwide	Sep 2015
	Russia	82.4%	118.2 M	2,119	PAPI	16+	Nationwide except for regions in Northern Russia and North Caucasus	Sep 2015
	Spain	85.2%	39.3 M	1,023	CAPI	15+	Nationwide	Sep 2015
	Sweden	82.8%	8.1 M	1,000	CATI	15-84	Nationwide	Sep 2015
	Switzerland	85.0%	7.1 M	500	CATI	15-74	Nationwide, except for Italian-speaking Switzerland	Sep 2015
	Turkey	74.3%	58.4 M	1,135	PAPI	15+	12 regions: Istanbul, Ankara, İzmir, Bursa, Kayseri, Malatya, Adana, Samsun, Trabzon, Tekirdağ, Diyarbakır, Erzurum	Oct 2015
	UK	81.0%	52.4 M	956	CAPI	16+	Nationwide	Sep 2015

Fieldwork carried out with GfK GLOBO BUS®

Methodology North and South America











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North and South America		Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
	Canada	80.6%	29.0 M	1,007	CATI	18+	Nationwide	Sep 2015
	USA	77.3%	248.6 M	1,000	KP CAWI	18+	Nationwide	Sep 2015
	Argentina	70.0%	30.4 M	1,007	PAPI	18+	Nationwide	Sep 2015
	Brazil	72.0%	149.6 M	1,000	CATI	18+	Nationwide	Sep 2015

Fieldwork carried out with GfK GLOBO BUS®

Methodology Asia, Pacific region, Africa

28

Asia and the Pacific region	Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
 Australia	77.6%	18.6 M	999	CATI	18+	Nationwide	Sep 2015
 India	3.8%	49.2 M	1,040	PAPI	15-64	Mumbai, New Delhi, Kolkata, Chennai	Sep 2015
 Indonesia	7.0%	18.0 M	1,042	PAPI	15-64	Jakarta, Surabaya, Medan, Bandung	Sep 2015
 Iran	15.0%	11.9 M	1,000	PAPI ad hoc	18+	Teheran, Mashad, Esfahan, Tabrez, Shiraz	Feb 2015
 Japan	79.3%	100.4 M	1,179	PAPI	15-79	Nationwide	Aug/Sep 2015
 Philippines	8.6%	8.7 M	1,000	PAPI	15-64	Metro Manila	Sep 2015
 South Korea	82.2%	41.3 M	1,500	PAPI	18+	Nationwide	Sep/Oct 2015
Africa							
 Kenya	11.2%	5.1 M	1,031	PAPI	18+	Nairobi, Mombasa, Kisumu	Aug/Sep 2015
 Nigeria	14.4%	26.3 M	1,000	PAPI	18+	Lagos, Kano, Port Harcourt	Aug/Sep 2015
 South Africa	22.9%	12.5 M	1,200	CAPI	16+	Metropolitan Region of Gauteng, Johannesburg, Durban, Cape Town	Sep 2015

Fieldwork carried out with GfK GLOBO BUS®

Methodological changes

Country	Type of change
Austria	Change in institute; change in methodology (from CAPI to PAPI); change in population (from 15 plus to 18 plus)
France	Change in institute
Netherlands	Change in population (from 15 plus to 18 plus)
Switzerland	Change in methodology (from CAPI to CATI); reduced sample size (from n=1,000 to n=500 interviews)
Canada	Change in institute
USA	Change in methodology (from CATI BUS Dual Frame to Knowledge Panel CAWI)
Iran	Included in the study for the first time
Philippines	Included in the study for the first time
Kenya	Change in institute
Nigeria	Change in institute

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- Bundesministerium für Ernährung und Landwirtschaft
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URL: <http://www.transparency.de> .
- United Nations
URL: <http://www.un.org/> / (as of: Q4/2015).
- Of several German-speaking newspapers and magazines, for example Badische Zeitung, Brandeins, Der Spiegel, Deutsche Wirtschafts Nachrichten, Die Zeit, Die Welt, FAZ, Frankfurter Neue Presse, Focus, Frankfurter Rundschau, Handelsblatt, Manager Magazin, Stern, Süddeutsche Zeitung , TAZ, Wirtschafts Woche,
- Various radio and television stations, for example ARD, Deutsche Welle, n-tv, n24,
- Of several international newspapers, magazines, radio and television stations, for example ABC News, Basler Zeitung, BBC, Blick, CNN, Handelszeitung, Kurier, Maclean's, Neue Zürcher Zeitung (NZZ), ORF, PUNKT Magazin, Reuters, Schweizer Radio und Fernsehen (SRF), Tagesanzeiger, The Economist, The Guardian, The Telegraph, The Wall Street Journal, Washington Post,
- Of several websites for different countries, regions and topics, for example Australian Government, cebu-life.de, euractiv.de, euronews, evangelisch.de, finanzmarktwelt.de, Forschungsgruppe Wahlen, Gesundheitsbericht Österreich 2015, Indienwelt, Iran Journal, katholisch.de, naji.com, ncr-iran.org, News Express Nigeria, NiederlandeNet, onvista.de, philippinen.cc, Polen heute, Schweizinfo, southafrica.net, The Canada Guide, The Nation, watchindonesia.org, WKO Wirtschaftskammer Österreich

Background information and explanations of GfK in respective countries