

Trust in Professions 2014



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)*

In societies resting on the division of labour, professions are functionally of central importance: outside their private sphere of life, citizens and consumers come primarily into contact with representatives of professional groups, such as doctors, craftsmen, policemen or traders. Reciprocated trust is important to these relationships. This global study encompasses the empirically researched trust in over 30 professions with which people, directly or indirectly (i.e. medially communicated), can or must enter into relationships in their daily lives. In doing so, the selection process concentrated on professions that are actually present in all 25 of the countries examined.

The global trust ranking is led by *undisputed* professions, which are essential for the basic functioning of economy and society and which must be able to be relied on especially in emergencies and other exceptional circumstances: fire fighters, paramedics, technicians and doctors, but also pilots and craftsmen. Professions such as bank assistants, traders or retailers, journalists as well as civil servants and policemen are in the trust midfield, but present themselves as very controversial in the assessment in a wide range (min. 20% and max. 80%) between individual countries.

Are women more trusting than men? For Germany and a number of other European countries, it appears that women have more trust in a whole host of professions: these include priests, mayors and civil servants as well as market and opinion researchers and bank assistants but

also actors and TV hosts. Men on the other hand tend to trust more strongly in technical professions such as engineers, computer specialists and architects but also professional athletes.

In addition, this report contains the results of an online analysis for five selected professions in Germany and Great Britain: in Germany, policemen are subjected to the most statements or comments, market and opinion researchers the least and bankers are discussed in a negative context by far the most often on the Internet.

Ronald Frank
GfK Verein

Around 28,000 interviews were carried out in 25 selected countries in Europe, North and South America, in the Asia/Pacific region and in Africa.

Taking age restrictions into account, those questioned represent a good 2.2 billion people worldwide.

The trust of the population was ascertained in 32 different professional groups.

In a comparison of top professional groups in the 25 countries, i.e. the professional groups that are trusted the most, fire fighters are the favourites. In 15 of the 25 countries considered, they are at the top of the list. In each of three countries, the rankings are led by nurses or doctors, respectively. In one country in each case, the most trustworthy professional groups are the paramedics, pharmacists, farmers and teachers, the latter together with the doctors. Amongst the professional groups that meet with the lowest level of trust, the picture is more homogenous: with the exception of only two countries, the lowest level of trust is engendered by politicians. In Sweden, traders are met with the greatest scepticism, in Indonesia the insurance salesmen – however, in both countries, the politicians are in the second-lowest position.

Calculation of an “average” level of trust across all professional groups for each country shows that in South Africa, India und Canada cross-professional trust is at its greatest. Japan, Brazil and Argentina are at the lower end of the rank order with the least trust.

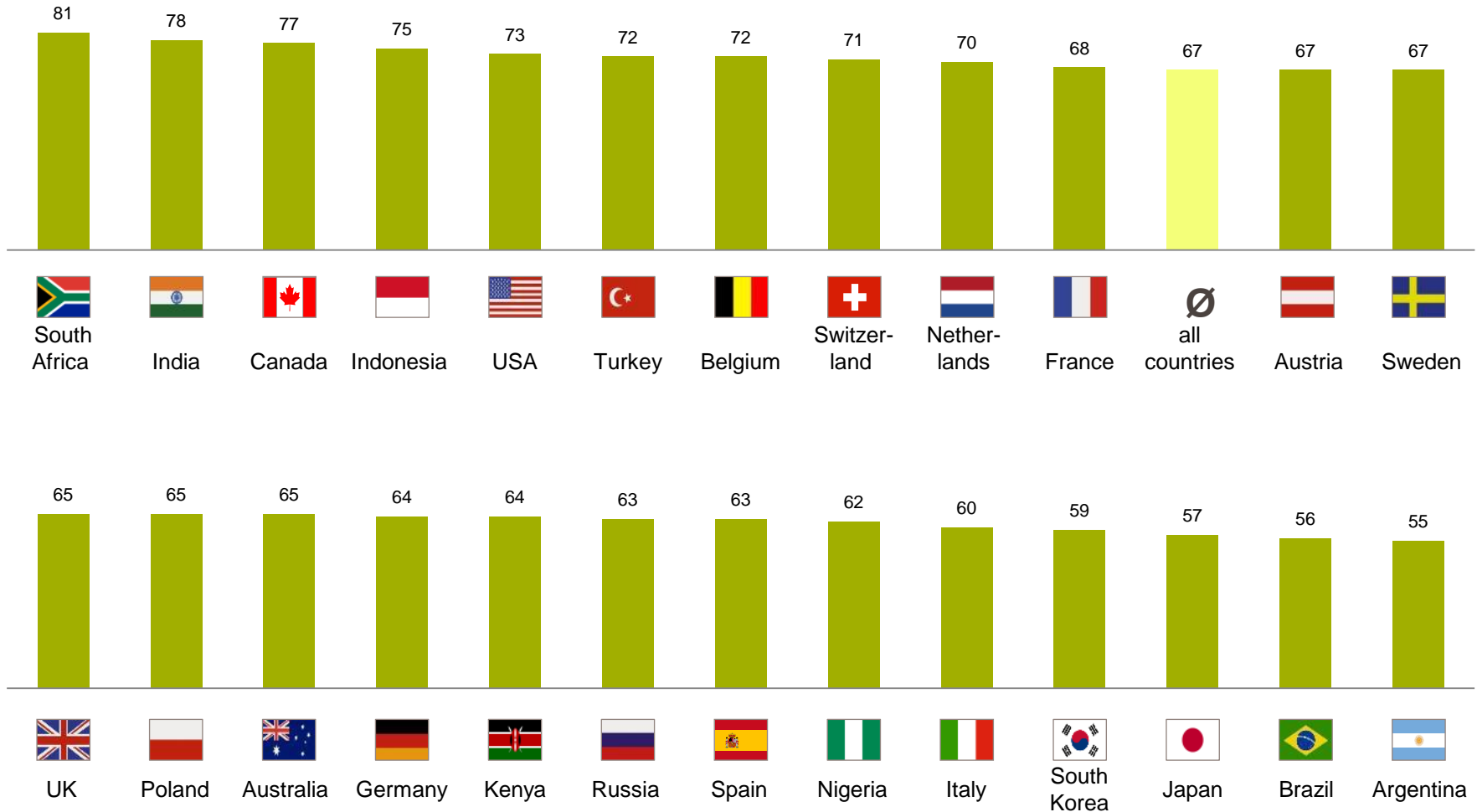
Besides the average level of trust in each country, the trust was calculated in individual professional groups across all countries. To this end, the country results were weighted in accordance with the respective number of inhabitants. The fire fighters are in the lead here, closely followed by the nurses and doctors. All the same, with ratings over the 80%

mark, 10 of the 32 professional groups engender a very high level of trust. Mayors, insurance salesmen and politicians meet with the least amount of trust across all countries.

At the same time, trust levels inside the 25 countries varies strongly. The professional group of bank assistants features the greatest spread of more than 70 percentage points: at 14%, trust in Spain is at its weakest and in India at 88% at its strongest. Trust in architects on the other hand proves to be the most consistent: here, the distance between the highest and lowest trust ratings is only 26 percentage points (90% in Canada versus 64% in South Korea).

Trust in professions at a glance

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

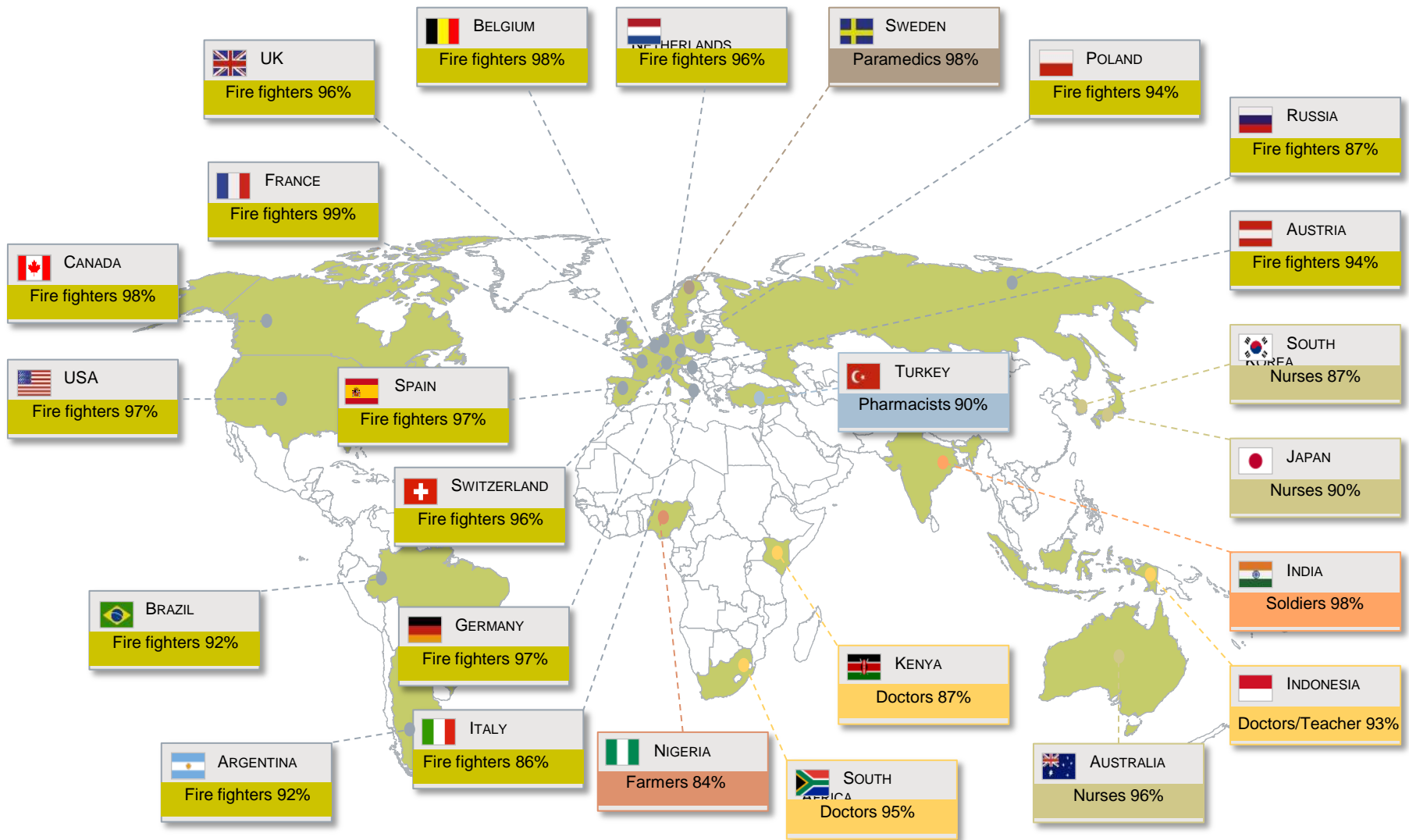


Base: 28,659 respondents

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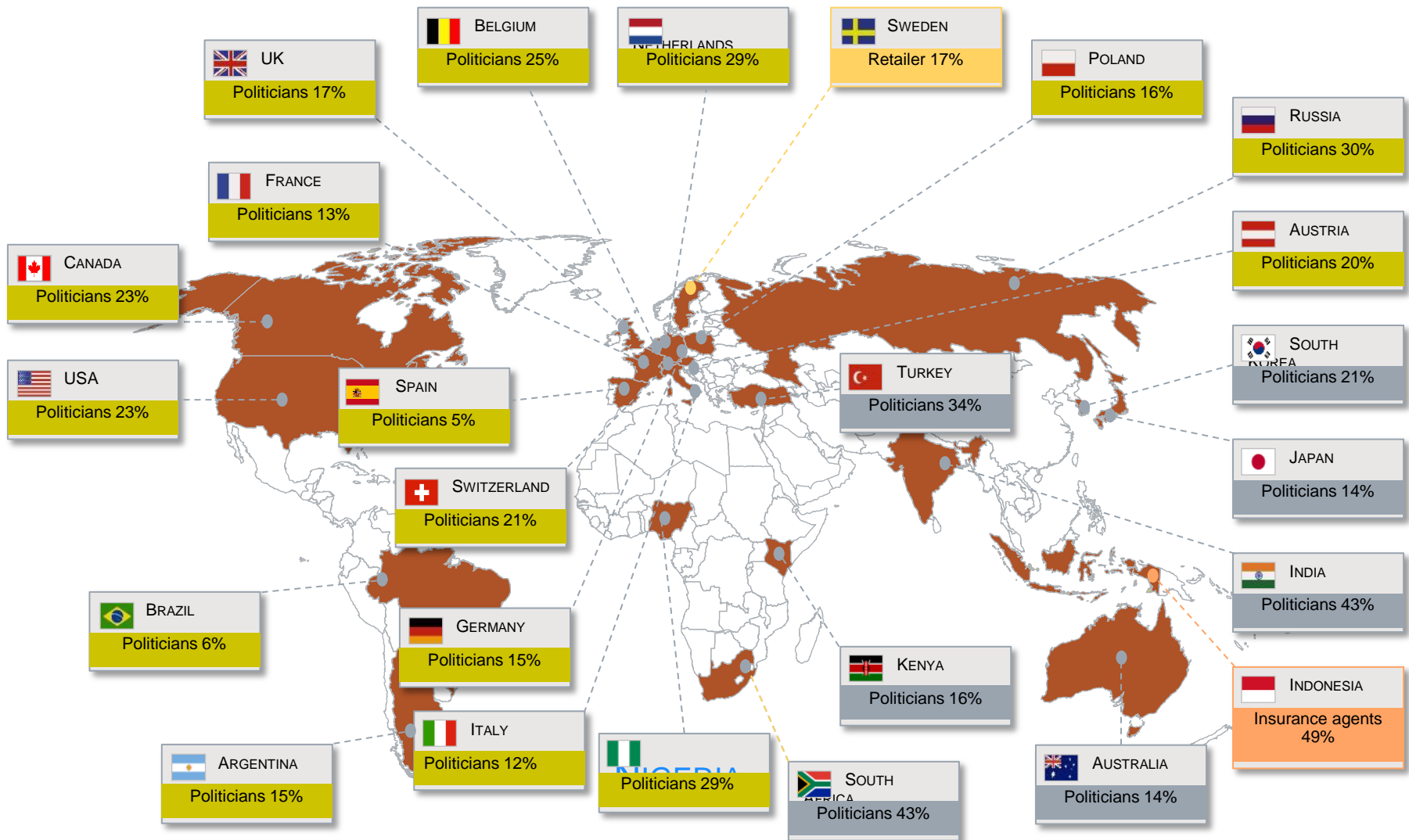
Source: GfK Verein, Trust in Professions 2014

Professions with the highest trust rating per country



Base: 28,659 respondents

Professions with the lowest trust rating per country



Base: 28,659 respondents

Trust in professional groups: Average across all countries



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



Base: 28,659 respondents

Switzerland - Findings



8.0 M

Population



5.4 M

Working population
(age 15 to 64)



95.5%

of age 20-64
secondary-educated



CPI 86

Hardly any per-
ceived corruption



1.0%

GDP growth rate



82,730 \$

GNI per Capita



4.1%

Unemployment rate
(ILO)



Overall, with 71%, an above average level of trust in the sampled professions can be observed for Switzerland. Thus, only four professional groups just fail at the 50% barrier, and two others just lie directly above.

The pole position in the trust ranking in Switzerland is also occupied by the fire fighters, who meet with the trust of 96% of the citizens. In second place – with only one percentage point less – are the professional groups of paramedics and nurses (each 95%). Pilots, train drivers and pharmacists are also considered by the population to be particularly reliable, with over 90% approval, almost all the Swiss trust them too.

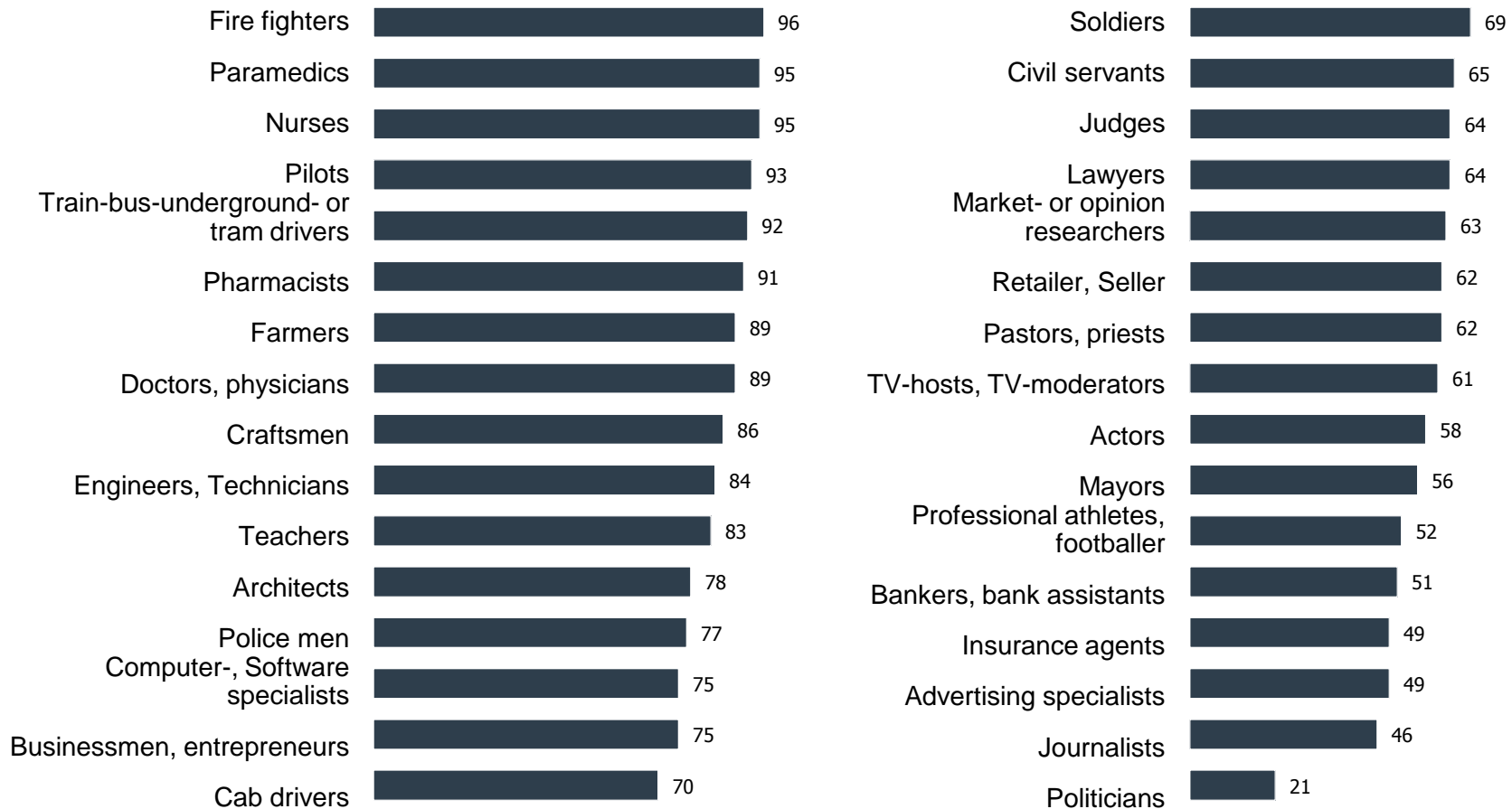
The lower placings are led by the professional athletes and footballers, who with 52% have the trust of hardly more than half the population. The bankers group is next in the rank order with only one percentage point less (51%). This is doubtless the effect of the financial crisis and the banking scandals. The involvement for instance of the UBS bank in the Libor interest rate manipulation scandal made huge waves.

Less than half the Swiss trusts advertising specialists and insurance agents (each 49%). Journalists are rated even worse, only 46% trust them. The tail light is constituted with a gap of 25 percentage points by the

politicians, who have the trust of only a good fifth of the citizens (21%). This rating can however still be interpreted as relatively good in comparison with other countries. One reason for this comparatively high level of trust in political personalities could lie in the Swiss form of Government, which grants the population a strong, direct right to a say and to co-determination. On the other hand, a current study by Transparency International comes to the conclusion that apparently every second Swiss suspects the political parties of corruption. Seen in total, however, a CPI value of 86 points, surveyed by the same institution, does not reflect this assessment.














Trust in professional groups in Switzerland

(„I completely/generally trust“, in %)



Base: 1,017 respondents

Background information Europe

Europe	Total population	Share of working population (15-64 years)	Expected population growth p.a.	Average per capita income (2012)	Share of pop. at least secondary-educated (20-64 years)	Corruption Perception Index CPI (2012)	Unemployment rate (2011)	Gross domestic product GDP (real) in % (2012)
 Austria	8.5M	67.7%	14K	48,160 \$	97.8%	69	4.1	0.8
 Belgium	11.1M	65.7%	31K	44,990 \$	87.7%	75	7.1	-0.3
 France	65.7M	64.9%	325K	41,750 \$	91.1%	71	9.3	0.0
 Germany	81.9M	66.1%	-166K	44,010 \$	97.0%	79	5.9	0.7
 Italy	60.9M	65.5%	138K	33,840 \$	87.6%	42	8.4	-2.4
 Netherlands	16.8M	67.0%	47K	48,250 \$	89.1%	84	4.4	-1.0
 Poland	38.5M	71.6%	16K	12,670 \$	87.3%	58	9.6	1.9
 Russia	143.5M	72.1%	-146K	12,700 \$	98.0%	28	6.6	3.4
 Spain	46.2M	68.0%	291K	30,110 \$	76.7%	65	21.6	-1.4
 Sweden	9.5M	65.3%	54K	56,210 \$	95.5%	88	7.5	0.7
 Switzerland	8.0M	68.1%	30K	82,730 \$	95.5%	86	4.1	1.0
 Turkey	74.0M	67.6%	850K	10,830 \$	42.0%	49	9.8	2.2
 UK	63.2M	66.0%	380K	38,250 \$	80.1%	74	7.8	0.3
Source	World Bank, Stand 09/2013	United Nations, Country Profiles, Stand 09/2011	United Nations, Country Profiles, Stand 09/2011	World Bank, GNI per Capita, Atlas Method (current US\$)	IIASA Education Projection 2010	Transparency International	World Bank, Unemployment Rate, ILO definition	World Bank, GDP growth, Stand 09/2013

Methodology in general

Comment	Explanation
Query in general	<p>For all queried professional groups the following scale was applied:</p> <ol style="list-style-type: none"> 1) I completely trust them 2) I generally trust them 3) I do not trust them much 4) I do not trust them at all 9) No comment
Presentation in general	<p>For a better comparability only „I completely/generally trust“ has been displayed graphically</p>
Additional question in Germany	<p>For the queried trust into people in general, the following answer categories had been used:</p> <ol style="list-style-type: none"> 1) In the first place, I generally trust everybody 2) Everybody who doesn't give me a reason not to trust them 3) Only people I have had positive experiences with 4) In the first place, I generally don't trust anybody 9) No comment