

## Trust in Professions Global Advisor Survey

Ipsos reference: Global Advisor Survey  
Release Date: 4 November 2024

This disclosure statement complies with the Australian Polling Council Code of Conduct.\*

Short Methodology Disclosure Statement		
F1a.	Research company conducting the research	Ipsos
F1b.	Client commissioning the research	This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world.
F1c.	Name of end client	This study did not have any external sponsors or partners.
F1d.	Fieldwork dates	May 24 <sup>th</sup> – June 7 <sup>th</sup> 2024
F1e.	Data collection methodology and (F1f.) split	Online
F1g.	Target population	Australian adults aged 16-74 years
F1h.	Sample size	n= 1,000
F1i.	Compliant with Australian Polling Council Code.	Yes
F1j.	URL for Long Methodology Disclosure Statement	<a href="https://www.ipsos.com/en-au/disclosure_statements">https://www.ipsos.com/en-au/disclosure_statements</a>
F1k.	Voting intention published	No

Long Methodology Disclosure Statement		
F2a.	Effective sample size after weighting	Effective sample size = n=910
F2b.	Error margin associated with the effective sample size for the research.	Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit : <a href="https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf">https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf</a>
F2c.	Variables used for weighting, population data source	For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census
F2d.	Weighting methodology used	Rim weighting
F2e.	Full question text	See below
F2f.	**Prior questions which may have materially influenced results	Not Applicable
F2g.	**Proportion of completed phone interviews by type	Not applicable
F2h.	**Source of online sample used.	Respondents selected from existing panels of people agreeing to take part in surveys
<b>**If voting intention is published</b>		
G2b.	Ability to provide 'undecided' response	Not applicable
G2c.	Do voting intention figures exclude 'undecided'	Not applicable
G2e.	Method of calculating 2PP	Not applicable

\*Relevant clauses of the Code of Conduct are noted for each item

\*\*This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in [COUNTRY]? Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

**SINGLE CODE**

**[PROGRESSIVE GRID – RANDOMIZE]**

- a) Bankers
- b) Business Leaders
- c) Civil servants **[DO NOT INCLUDE IN CHINA]** **[IN US, USE ‘Government employees’]**
- d) Clergy/Priests **[DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]**
- e) Doctors
- f) Government ministers **[DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]** **[IN US, USE ‘Cabinet officials’]**
- g) Journalists
- h) Judges **[DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]**
- i) Lawyers
- j) Politicians generally **[DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]**
- k) Pollsters **[DO NOT INCLUDE IN CHINA]**
- l) Scientists
- m) Teachers
- n) Television News Readers **[IN US, USE ‘TV news anchor’]**
- o) Ordinary men/women
- p) The Police **[DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]**
- q) Members of the Armed Forces **[DO NOT INCLUDE IN SAUDI ARABIA AND CHINA]**
- r) Advertising executives
- s) Taxi drivers
- t) Serving staff at a restaurant

**[ANSWER LIST – REVERSE ORDER]**

- 1. Very trustworthy
- 2.
- 3.
- 4.
- 5. Very untrustworthy
- 6. Don’t know **[ANCHOR]**