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IPSOS GLOBAL TRUSTWORTHINESS INDEX 2023

Politicians are the least trusted profession, while doctors and scientists are seen as the most trustworthy, the 2023 Ipsos Global Trustworthiness Index has found.

Key findings:

- Politicians are seen as the least trusted profession, with only 14% across 31 countries saying they find them trustworthy.
- Doctors and scientists are seen as the most trustworthy with 58% and 57% considering this to be the case.
- Twenty-five per cent say they trust journalists, the same figure as bankers, civil servants, and business leaders.
- Indonesia, Singapore, Malaysia, India, and Sweden are the most trusting of a range of professions and people.
- South Korea, Poland, Hungary, Argentina, and Peru are at the bottom of the ranking.

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Mike Clemence, a researcher at Ipsos, said: “Countries in Southeast Asia, northern Europe and the English-speaking world typically score higher in this year’s index, suggesting a higher level of faith in a wide range of professions. By contrast, countries in Latin America and Central and Eastern Europe are among the lowest scorers which suggests a greater level of distrust.

“Doctors and scientists once again top the list of the world’s most trusted professions, as they have done in every wave of this study back to 2018. We see a similar pattern for the world’s most untrustworthy professions – politicians, government officials and advertising executives. However, all three have registered a minor improvement in their trustworthy scores over that time.”

The 2023 Ipsos Global Trustworthiness Index reveals that Indonesia, Singapore, Malaysia, India, and Sweden are the most trusting of a range of professions and people.

The Index tracks how trustworthy or untrustworthy 18 different groups including politicians, doctors, and scientists are in the minds of global citizens, across 31 countries. The countries that top the list are those where trust across all professions is higher than distrust.

Trust is split within established markets: the Netherlands, New Zealand, Canada, Great Britain, Australia, and Germany score higher on the Index, while countries including Spain, the US, Belgium, and Italy have a score of less than 0, suggesting lower trust across a range of professions.

South Korea, Poland, Hungary, Argentina, and Peru are at the bottom of the ranking. In all these countries, people are more likely to say they find many professions to be untrustworthy than trustworthy – for instance, in South Korea just 38% say they find doctors to be trustworthy, against a global average of 58%.



PRESS RELEASE

Overall, doctors and scientists retain their position as the world's most trustworthy professions. Almost six in ten of the global sample consider both to be trustworthy (58% and 57% respectively), close to scores recorded in previous years.

- Four countries display the highest confidence in doctors: Spain, the Netherlands, Indonesia, and Argentina. In all four countries, 68% rate doctors as trustworthy. There are five countries where less than half of the public think doctors are trustworthy: Romania (49%), Poland (45%), Japan (44%), Hungary (42%), and South Korea (38%).
- Trust in scientists is highest in Spain and Argentina, where 71% consider them trustworthy. The other top five countries are Indonesia (69%) and Turkey (66%), followed by Chile, Mexico, and Romania (all 61%). As with doctors, there are five countries where trust is below 50% – they are Malaysia and India (49%), Singapore and South Africa (47%) and Japan (39%).

Politicians remain the world's least trusted profession, with just 14 per cent of people across 31 countries saying they consider them to be trustworthy. They are just below advertising executives and Government Ministers/Cabinet Officials, both of whom are considered trustworthy by less than one in five.

- Trust is lowest in Argentina, where just six per cent consider them to be trustworthy. In Poland and Hungary, just seven per cent trust politicians.
- Trust in politicians is highest in India – 33% consider politicians to be trustworthy, up five percentage points since 2022. Singapore is next on 30%, followed by Indonesia on 24%.
- The picture is similar for Government Ministers or Cabinet Officials: Singaporeans are top, with 42% rating them trustworthy, followed by India (33%), then Indonesia and Turkey (27%). Trust in Government Ministers is lowest in Romania, Peru, Argentina, and South Africa (all 10%).
- The French and South Koreans are least trusting of advertising executives – just nine per cent in each country think they are trustworthy. Trust in this profession is highest in India and Indonesia (35% and 32% respectively).



PRESS RELEASE

About the Ipsos Global Trustworthiness Index

The Ipsos Global Trustworthiness Index is calculated as the sum of net trustworthiness across all 18 professions included in the questionnaire. Net trustworthiness is the proportion who consider a profession trustworthy (scoring it 1-2 out of 5), subtract the proportion who consider them untrustworthy (4-5 out of 5). This is calculated for each profession per country, and the figures are then summed to give a total score. A negative score means that the strength and extent of people finding the 18 professions untrustworthy is greater than those who find them trustworthy, and vice versa.

For more information, please contact:

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Technical note

These are the findings of a 31-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform between 26 May and 9 June 2023.

The results are comprised of an international sample of 22,816 adults aged 18 years and older in India, 18-85 in Canada, Republic of Ireland, Malaysia, New Zealand, South Africa, Turkey, and the United States, 20-74 in Thailand, 21-74 in all other countries.

The sample consist of approximately 1,000 individuals each in Australia, Brazil, Canada, France, Germany, Great Britain, Italy, Japan, New Zealand, Spain, and the United States, and 500 individuals each in Argentina, Belgium, Chile, Columbia, Hungary, Indonesia, Ireland, Malaysia, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Turkey.

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 United States can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Columbia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Turkey 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 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.





PRESS RELEASE

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.

About Ipsos

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Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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