IPSOS GLOBAL TRUSTWORTHINESS INDEX 2024

A 32-country Ipsos
Global Advisor Survey

October 2024

CONTENTS

Ipsos

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
58%

Scientists
56%

Teachers
54%

Serving staff at restaurants
44%

Members of the armed forces
43%

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.

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

Global Index

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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

Professions	Trustworthy	Untrustworthy
Doctors	58%	16%
Scientists	56%	15%
Teachers	54%	16%
Serving staff at a restaurant	44%	16%
Members of the armed forces	43%	23%
The Police	38%	30%
Ordinary men/women	38%	17%
Judges	38%	30%
Lawyers	31%	30%
TV news anchor/ Television News Readers	30%	32%
Pollsters	29%	27%
Clergy/Priests	29%	38%
Taxi drivers	28%	28%
Government employees/ Civil servants	28%	32%
Journalists	27%	35%
Bankers	27%	35%
Business Leaders	26%	31%
Cabinet officials/ Government ministers	20%	50%
Advertising executives	19%	40%
Social media influencers	15%	56%
Politicians generally	15%	58%

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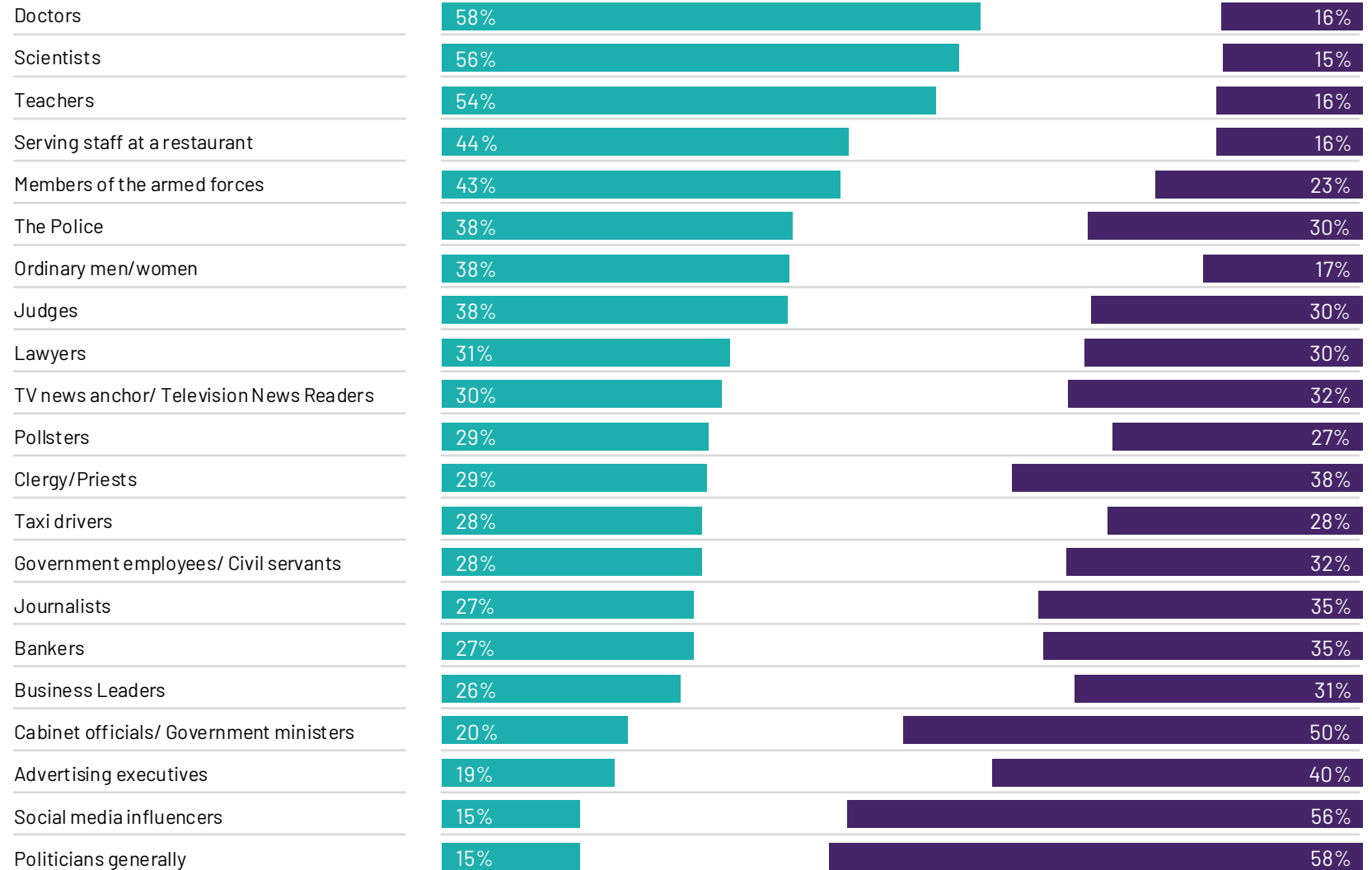
The Global Trustworthiness Index 2024 **Net Trust**

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)

Professions

Profession	Net Trust
Doctors	43%
Scientists	41%
Teachers	37%
Serving staff at a restaurant	28%
Members of the armed forces	20%
Ordinary men/women	20%
The police	8%
Judges	8%
Pollsters	2%
Lawyers	1%
Taxi drivers	1%
TV news anchor/ Television news readers	-2%
Government employees/ Civil servants	-4%
Business Leaders	-5%
Bankers	-8%
Journalists	-8%
Clergy/Priests	-9%
Advertising executives	-22%
Cabinet officials/ Government ministers	-30%
Social media influencers	-41%
Politicians generally	-43%

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
Frontline workers	44%	21%
Ordinary people	38%	17%
Legal and moral leaders	33%	33%
Information gatherers and disseminators	29%	34%
Business people	27%	33%
Government workers and politicians	21%	47%

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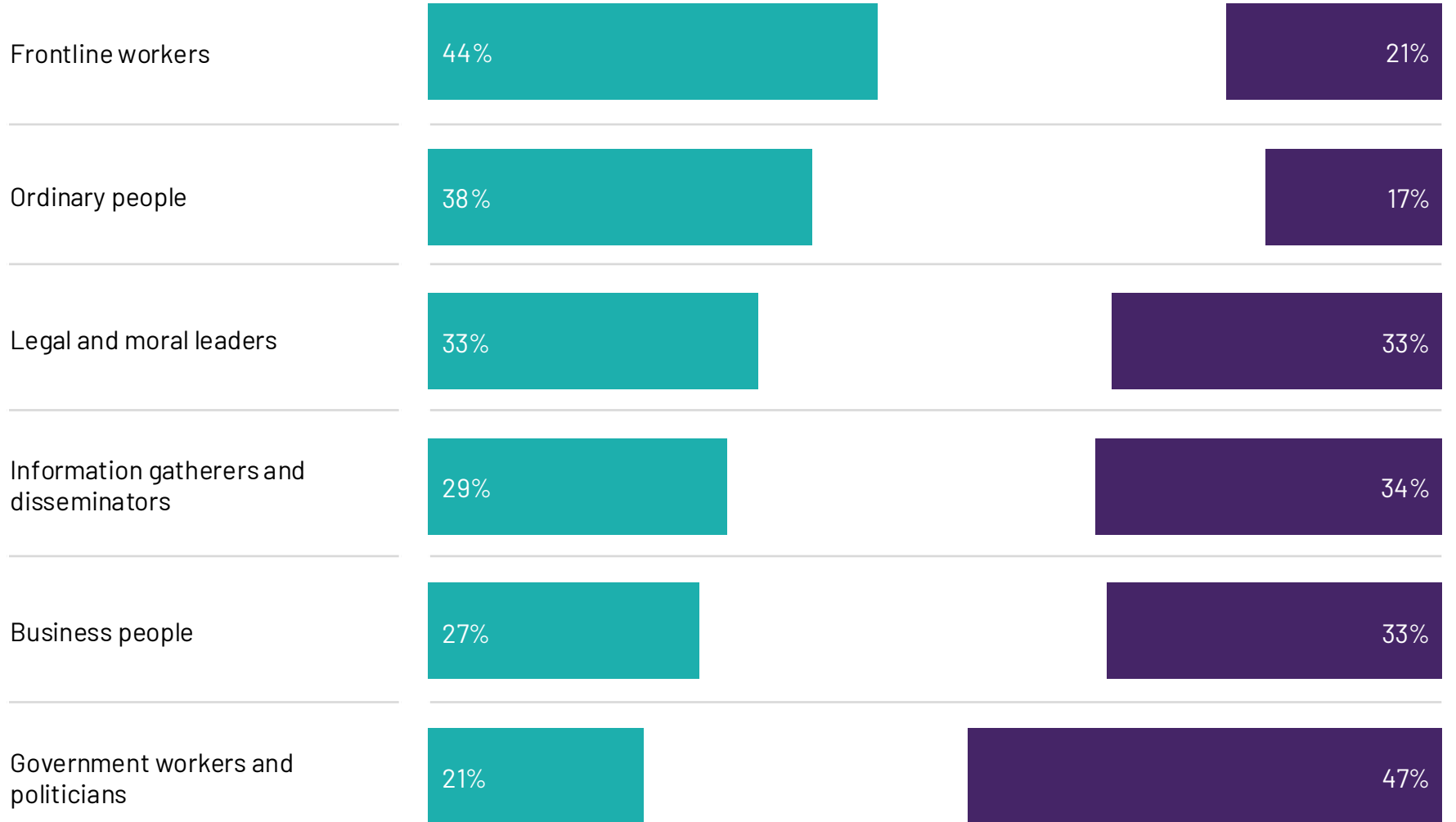
Trustworthiness 2024
All professions/markets

Legend:
- 🟦 #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%

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%	13%	8%	19%

Ipsos

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 trustworthy (1-2, subtract 4-5) across all professions

Country

Country	Value
Indonesia	607
India	462
Philippines	418
Thailand	408
Netherlands	335
Malaysia	310
Singapore	223
Great Britain	207
Sweden	199
New Zealand	198
France	161
Germany	141
Canada	85
Belgium	76
Ireland	65
Australia	64
United States	54
32-country average	**39**
Mexico	4
South Africa	-44
Spain	-84
Italy	-99
Brazil	-107
Japan	-145
Colombia	-168
South Korea	-187
Argentina	-205
Romania	-207
Hungary	-228
Türkiye	-245
Chile	-309
Poland	-319
Peru	-372

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

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*

Professions

| | **2024** | **2023** | **2022** | **2021** | **2019** | **2018** |

Doctors
- 2024: 57%
- 2023: 58%
- 2022: 58%
- 2021: 63%
- 2019: 57%
- 2018: 54%

Scientists
- 2024: 56%
- 2023: 57%
- 2022: 56%
- 2021: 60%
- 2019: 59%
- 2018: 59%

Teachers
- 2024: 51%
- 2023: 51%
- 2022: 50%
- 2021: 53%
- 2019: 49%
- 2018: 51%

Serving staff at a restaurant
- 2024: 43%
- 2023: #N/A
- 2022: #N/A
- 2021: #N/A
- 2019: #N/A
- 2018: #N/A

Members of the Armed Forces
- 2024: 43%
- 2023: 42%
- 2022: 41%
- 2021: 43%
- 2019: 43%
- 2018: 42%

Ordinary men/women
- 2024: 37%
- 2023: 37%
- 2022: 36%
- 2021: 36%
- 2019: 37%
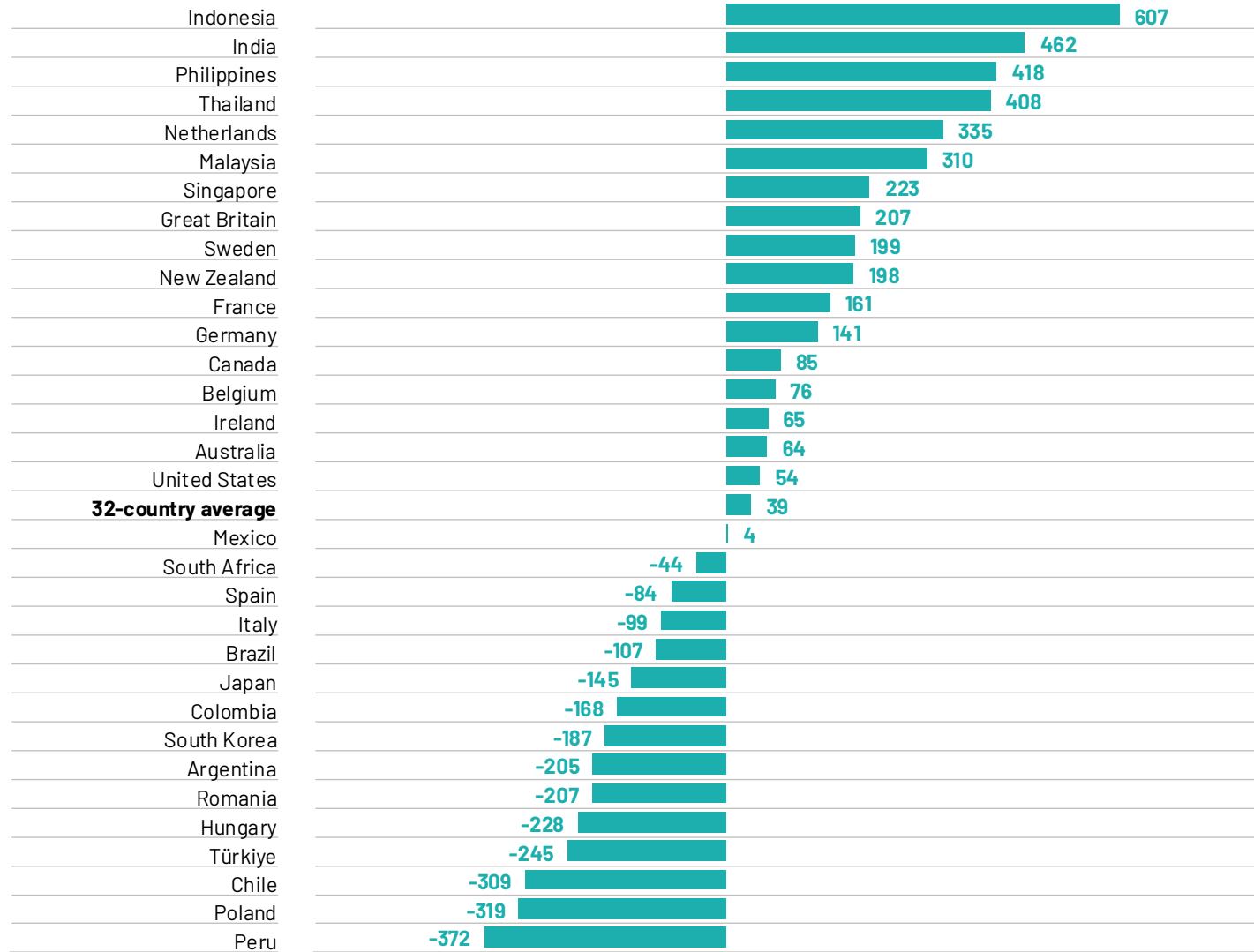- 2018: 35%

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**

Politicians generally

Year	Trustworthy	Untrustworthy
2024	15%	61%
2023	13%	63%
2022	12%	64%
2021	10%	62%
2019	10%	67%
2018	9%	67%

Social media influencers

Year	Trustworthy	Untrustworthy
2024	13%	60%

Cabinet officials/ Government ministers

Year	Trustworthy	Untrustworthy
2024	18%	53%
2023	17%	55%
2022	16%	55%
2021	15%	53%
2019	13%	58%
2018	12%	57%

Advertising executives

Year	Trustworthy	Untrustworthy
2024	17%	44%
2023	16%	46%
2022	16%	46%
2021	13%	39%
2019	12%	45%
2018	12%	46%

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)

Gen Z
- 43%
- 37%
- 35%
- 30%
- 29%
- 23%

Millennials
- 44%
- 38%
- 33%
- 29%
- 28%
- 19%

Gen X
- 48%
- 42%
- 31%
- 28%
- 24%
- 18%

Boomers
- 44%
- 38%
- 32%
- 29%
- 25%
- 21%

Legend:
- Front-line workers
- Ordinary people
- Legal and moral leaders
- Information gatherers and disseminators
- Business people
- Government workers and politicians
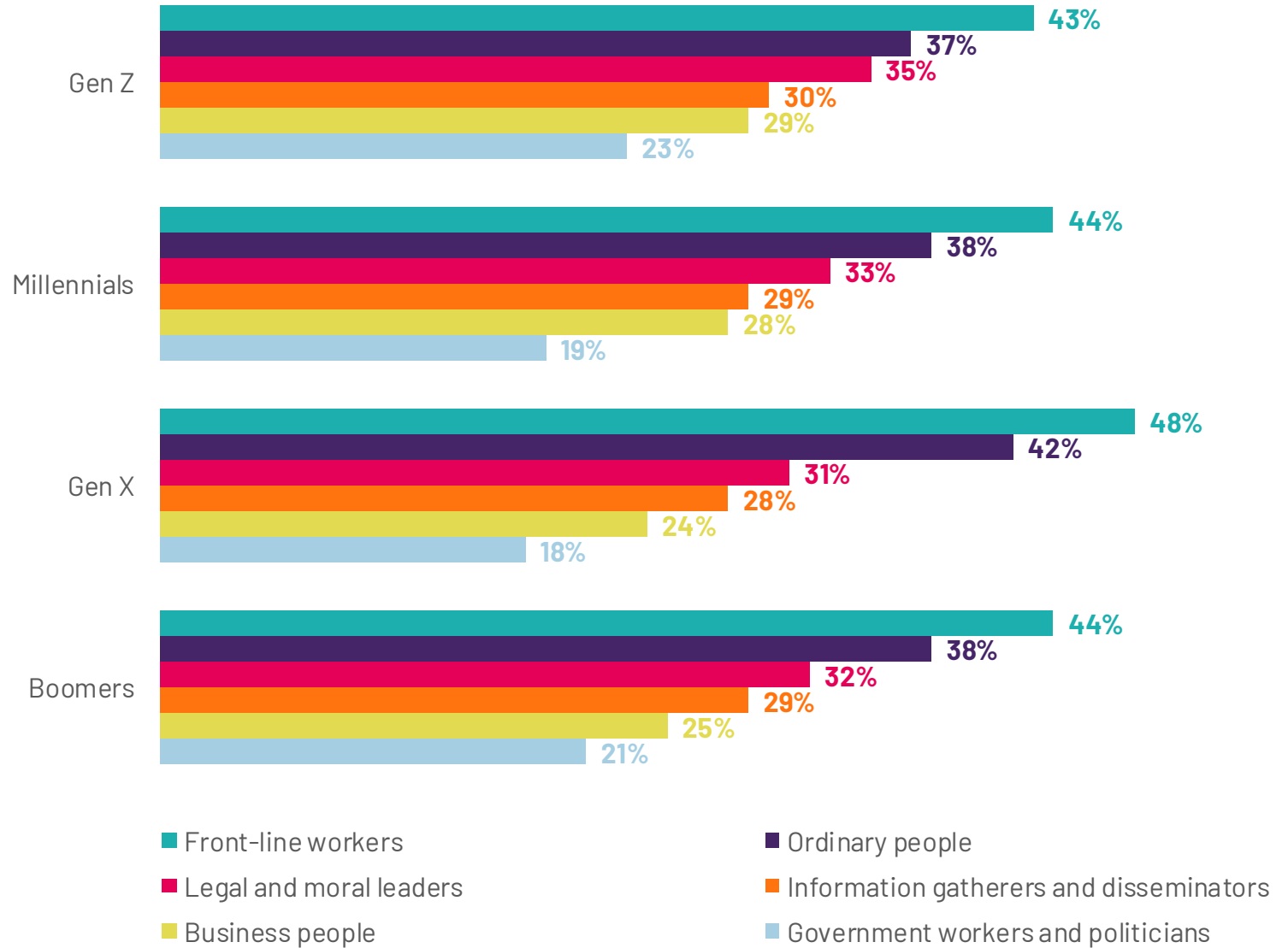
Trust in social media influencers by generation

32-country average
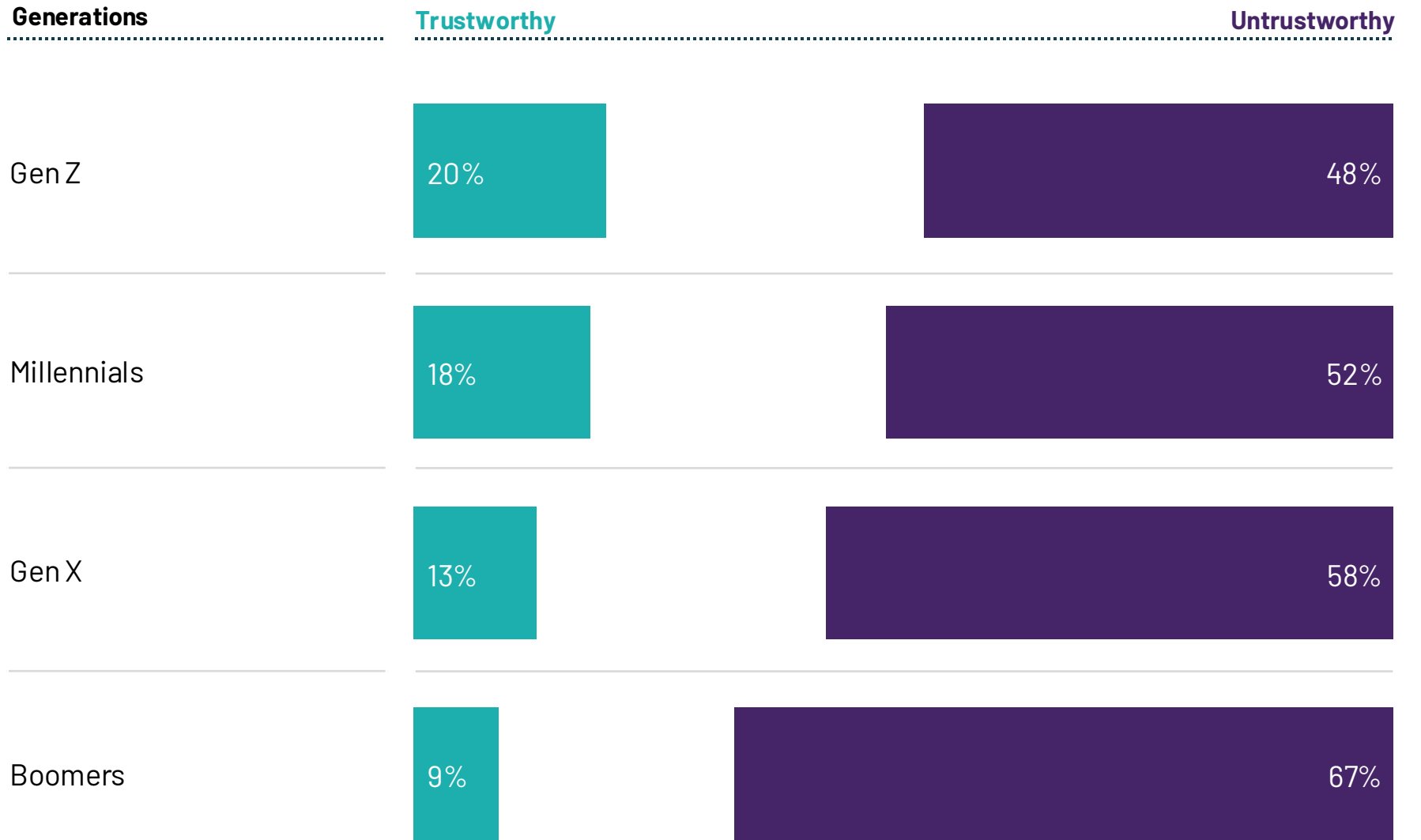
Generations	Trustworthy	Untrustworthy
Gen Z	20%	48%
Millennials	18%	52%
Gen X	13%	58%
Boomers	9%	67%

Trust in the police by generation

32-country average

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

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

Country	Trustworthy	Untrustworthy
32-country average	58%	16%
Indonesia	73%	7%
Netherlands	73%	9%
Thailand	68%	10%
New Zealand	68%	12%
Argentina	67%	11%
Philippines	67%	14%
France	66%	11%
Great Britain	66%	12%
Spain	66%	13%
Mexico	66%	13%
Australia	66%	13%
Canada	65%	13%
South Africa	65%	15%
Belgium	64%	12%
Sweden	62%	14%
Germany	61%	11%
Ireland	61%	16%
Colombia	60%	14%
Italy	59%	15%
India	57%	22%
Chile	55%	17%
Malaysia	55%	13%
United States	54%	17%
Brazil	53%	18%
Türkiye	52%	21%
Singapore	52%	22%
Peru	50%	20%
Hungary	44%	20%
Japan	41%	14%
Poland	41%	23%
Romania	40%	28%
South Korea	32%	27%

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

Country	Trustworthy	Untrustworthy
32-country average	54%	16%
Indonesia	74%	7%
Philippines	69%	14%
New Zealand	65%	13%
Netherlands	62%	10%
Australia	60%	12%
Colombia	59%	18%
Malaysia	59%	10%
Chile	58%	19%
Great Britain	58%	13%
Spain	58%	15%
Brazil	58%	17%
Argentina	58%	12%
South Africa	57%	14%
Mexico	57%	15%
Canada	57%	16%
Thailand	56%	10%
India	56%	21%
France	56%	14%
United States	55%	17%
Ireland	53%	18%
Türkiye	53%	19%
Sweden	53%	14%
Hungary	52%	16%
Belgium	51%	15%
Singapore	49%	21%
Italy	47%	19%
Peru	47%	19%
Germany	45%	16%
Romania	44%	18%
Poland	36%	26%
South Korea	33%	20%
Japan	21%	28%

Ipsos

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?

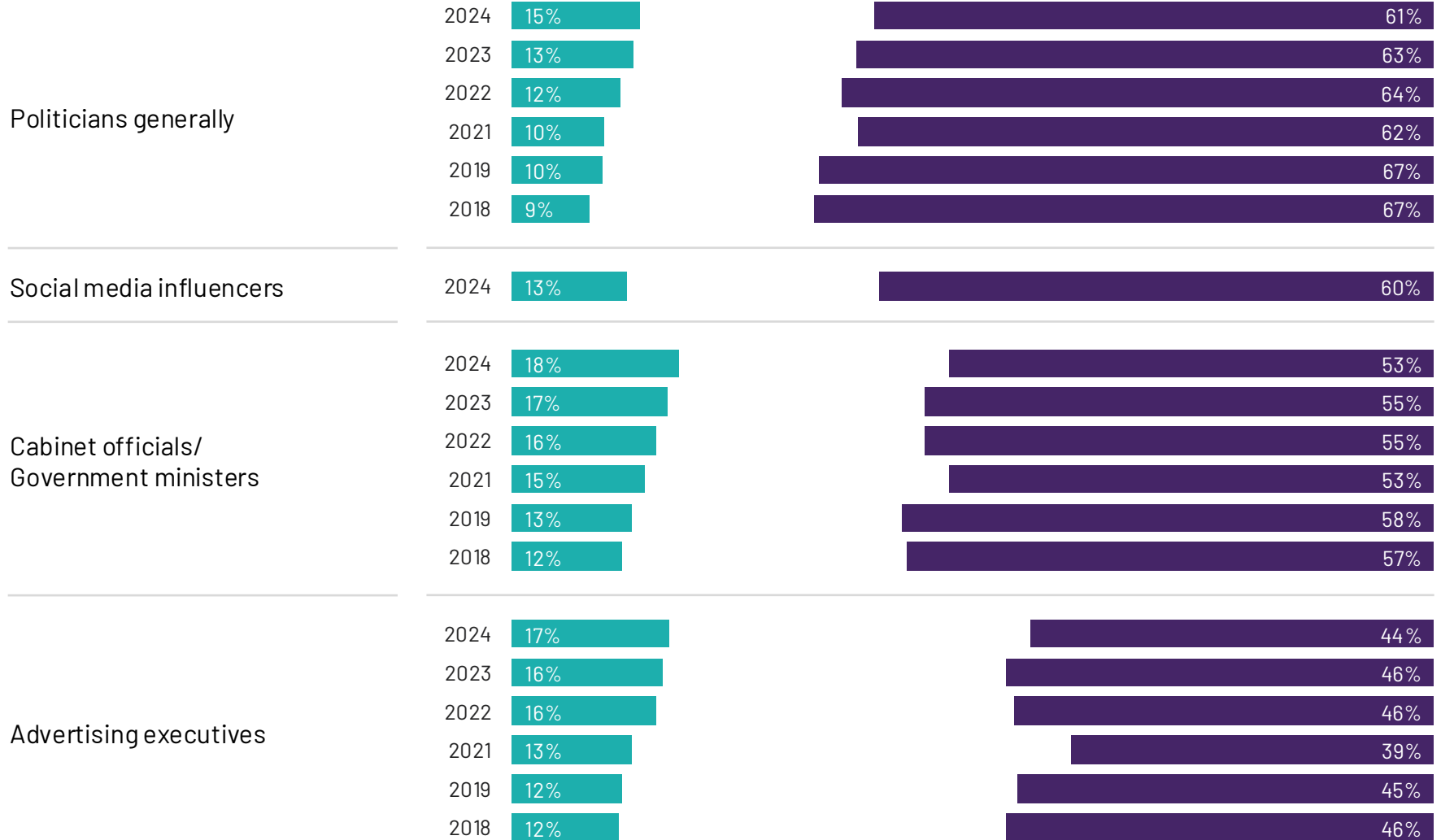Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy.

Serving staff at a restaurant

Country	Trustworthy	Untrustworthy
32-country average	44%	16%
Indonesia	57%	11%
Netherlands	56%	8%
New Zealand	55%	12%
Great Britain	54%	9%
Ireland	53%	15%
Colombia	51%	13%
South Africa	51%	15%
Philippines	51%	14%
France	51%	12%
Mexico	51%	17%
Argentina	50%	14%
Australia	49%	11%
Belgium	49%	14%
United States	48%	12%
India	47%	23%
Canada	46%	13%
Germany	45%	13%
Sweden	44%	13%
Chile	42%	20%
Brazil	42%	20%
Spain	40%	18%
Italy	40%	18%
Hungary	40%	16%
Malaysia	38%	17%
Türkiye	38%	24%
Peru	37%	23%
Singapore	35%	22%
Thailand	35%	17%
Poland	34%	22%
Romania	34%	22%
Japan	26%	15%
South Korea	23%	20%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	43%	23%
New Zealand	59%	12%
France	57%	15%
India	56%	22%
Indonesia	56%	15%
United States	55%	16%
Great Britain	55%	13%
Canada	51%	14%
Sweden	49%	14%
Malaysia	49%	14%
Philippines	48%	21%
Australia	47%	19%
Spain	46%	25%
Ireland	46%	19%
Netherlands	45%	13%
Singapore	45%	23%
Türkiye	44%	27%
Romania	42%	22%
Mexico	42%	29%
Argentina	40%	27%
Belgium	39%	15%
Colombia	39%	30%
Italy	39%	27%
Germany	39%	21%
Poland	39%	23%
South Africa	36%	31%
Chile	34%	40%
Japan	33%	18%
Brazil	33%	34%
Peru	33%	37%
Hungary	31%	27%
South Korea	30%	26%
Thailand	23%	41%

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

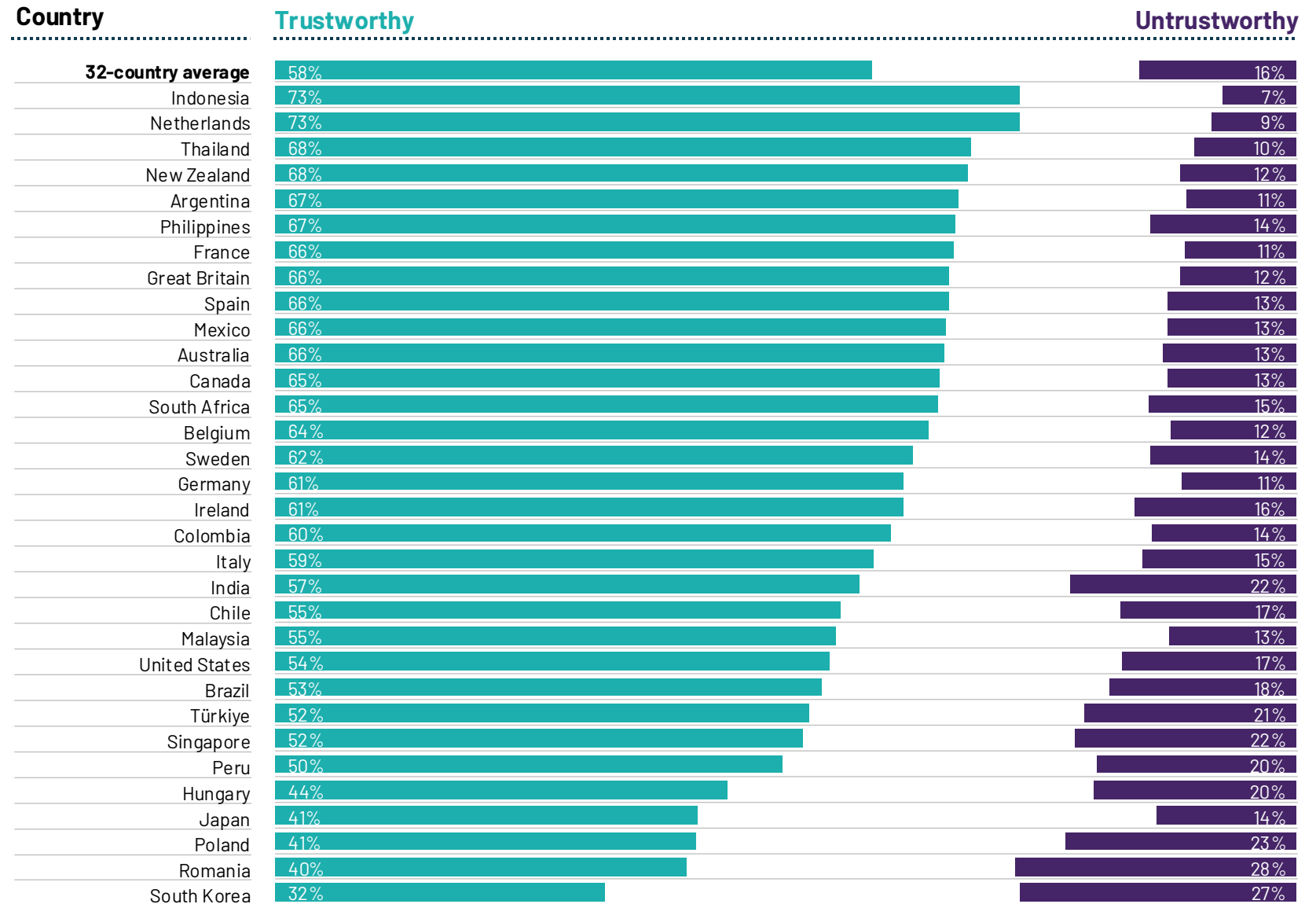| Country	Trustworthy	Untrustworthy
32-country average	38%	30%
Netherlands	59%	14%
Sweden	58%	20%
New Zealand	56%	19%
Germany	53%	17%
Singapore	52%	21%
France	52%	18%
Australia	48%	23%
India	47%	26%
Belgium	46%	20%
Spain	46%	23%
Canada	45%	25%
Türkiye	42%	29%
Great Britain	42%	25%
Malaysia	42%	23%
United States	42%	30%
Ireland	41%	30%
Italy	40%	24%
Chile	39%	36%
Philippines	38%	26%
Japan	30%	21%
Brazil	30%	36%
Thailand	30%	32%
Argentina	29%	39%
Hungary	29%	29%
Indonesia	28%	41%
Romania	27%	37%
Colombia	26%	42%
South Korea	25%	31%
Poland	23%	42%
South Africa	21%	56%
Mexico	20%	49%
Peru	19%	53%

Ipsos

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.

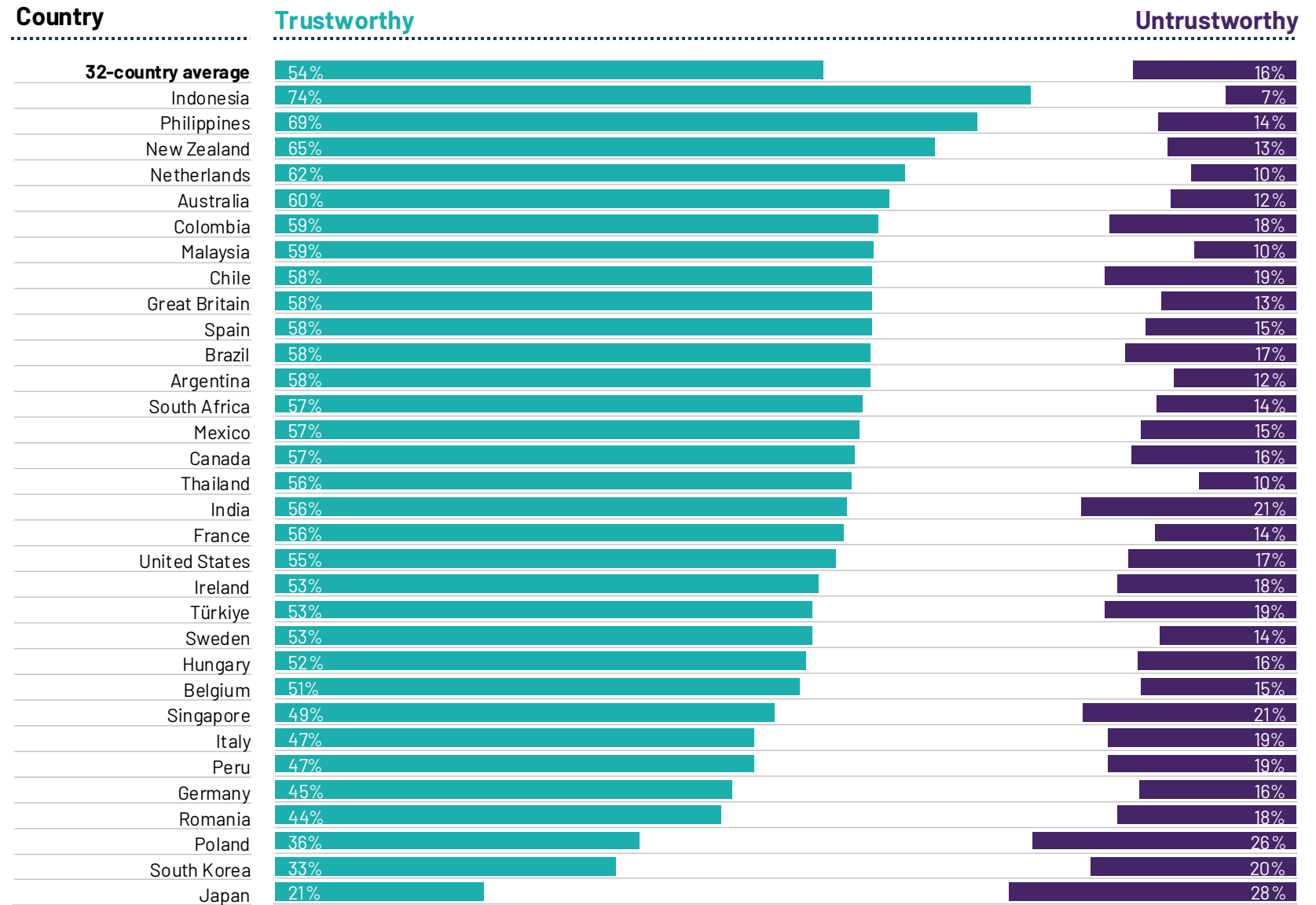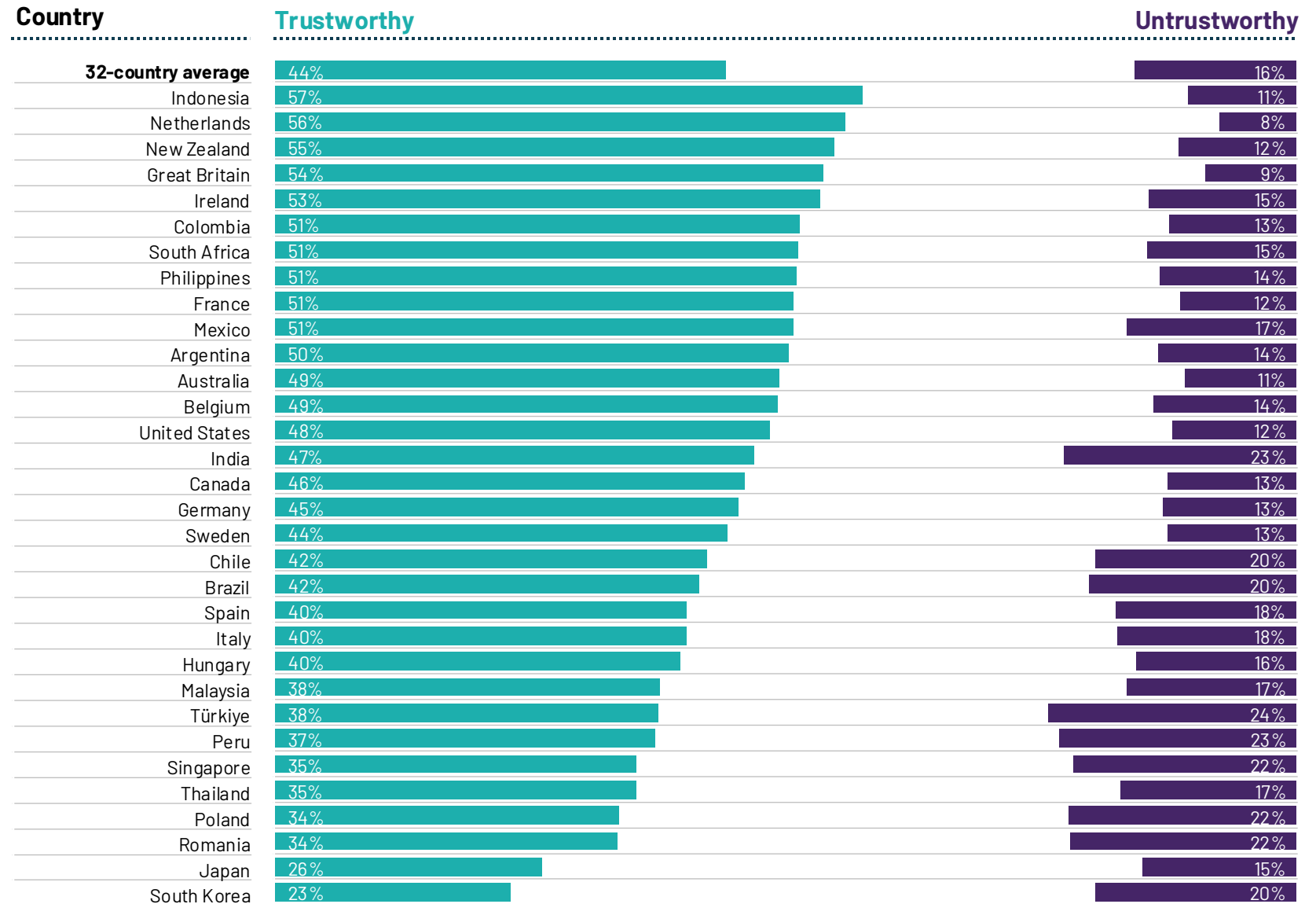| Country	Trustworthy	Untrustworthy
32-country average	28%	28%
Indonesia	48%	11%
India	46%	24%
Great Britain	36%	18%
Germany	36%	20%
Belgium	36%	19%
Spain	34%	23%
France	33%	20%
New Zealand	33%	21%
Philippines	32%	22%
United States	32%	21%
Ireland	32%	25%
Singapore	30%	26%
Malaysia	29%	23%
Brazil	29%	28%
Canada	28%	22%
Netherlands	28%	20%
Australia	27%	25%
Hungary	26%	28%
Thailand	26%	25%
Italy	26%	35%
Mexico	25%	33%
Argentina	24%	33%
Peru	24%	38%
South Africa	23%	44%
Poland	22%	34%
Romania	22%	35%
Sweden	22%	36%
Colombia	20%	41%
South Korea	20%	24%
Türkiye	20%	47%
Japan	20%	19%
Chile	18%	49%

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

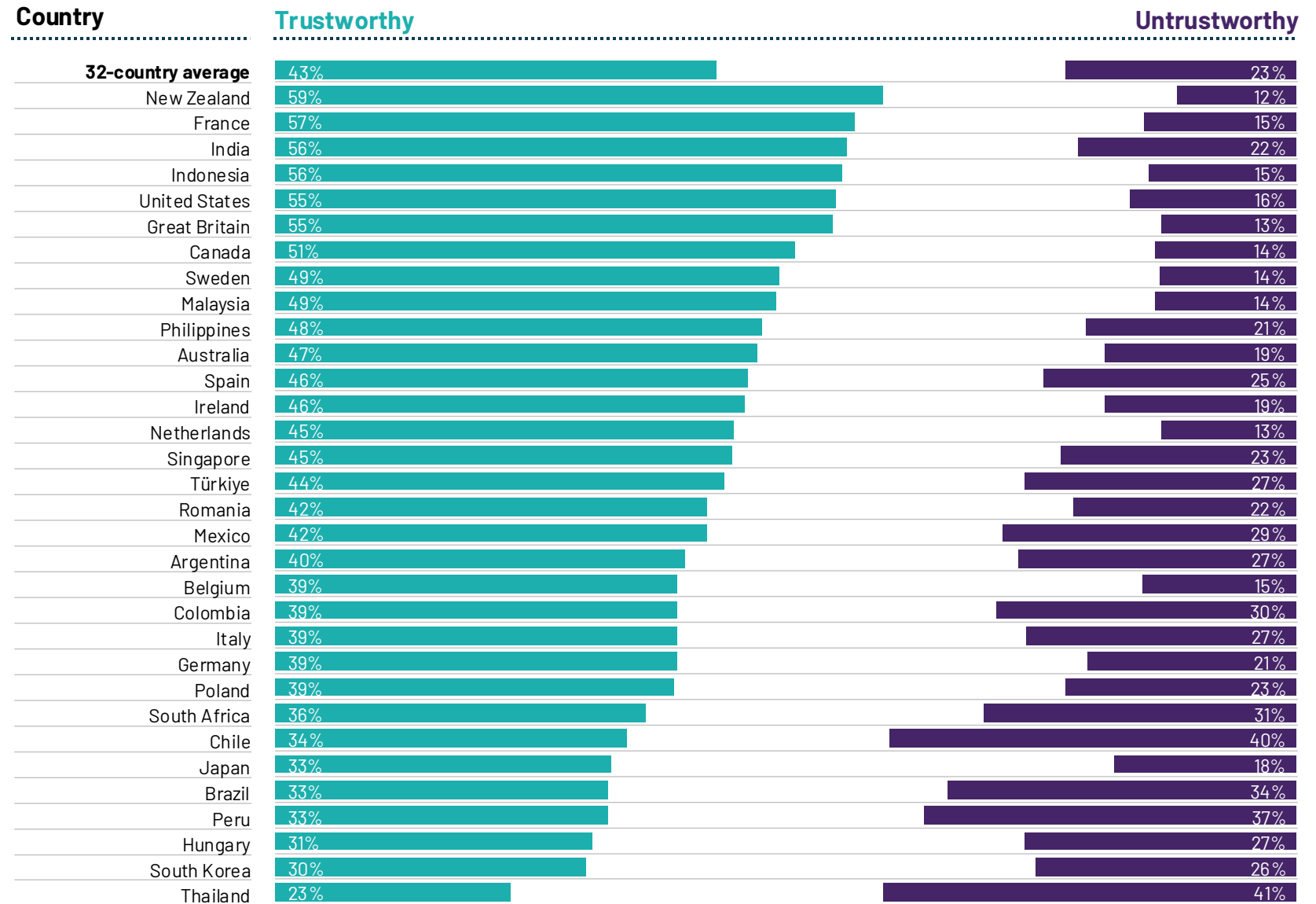| Country	Trustworthy	Untrustworthy
32-country average	28%	32%
India	46%	24%
Philippines	43%	19%
Singapore	43%	21%
France	41%	21%
Ireland	37%	25%
New Zealand	37%	18%
Malaysia	36%	24%
Great Britain	35%	25%
Netherlands	34%	21%
Belgium	34%	21%
Sweden	34%	18%
Thailand	33%	24%
Indonesia	33%	24%
Spain	31%	32%
Australia	30%	22%
South Africa	30%	34%
Canada	30%	25%
Germany	29%	27%
Türkiye	28%	33%
Brazil	27%	33%
United States	26%	37%
Italy	24%	34%
Hungary	23%	28%
South Korea	20%	27%
Romania	19%	44%
Japan	19%	23%
Poland	16%	49%
Mexico	15%	57%
Chile	14%	53%
Colombia	14%	58%
Argentina	13%	65%
Peru	12%	66%

Ipsos

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

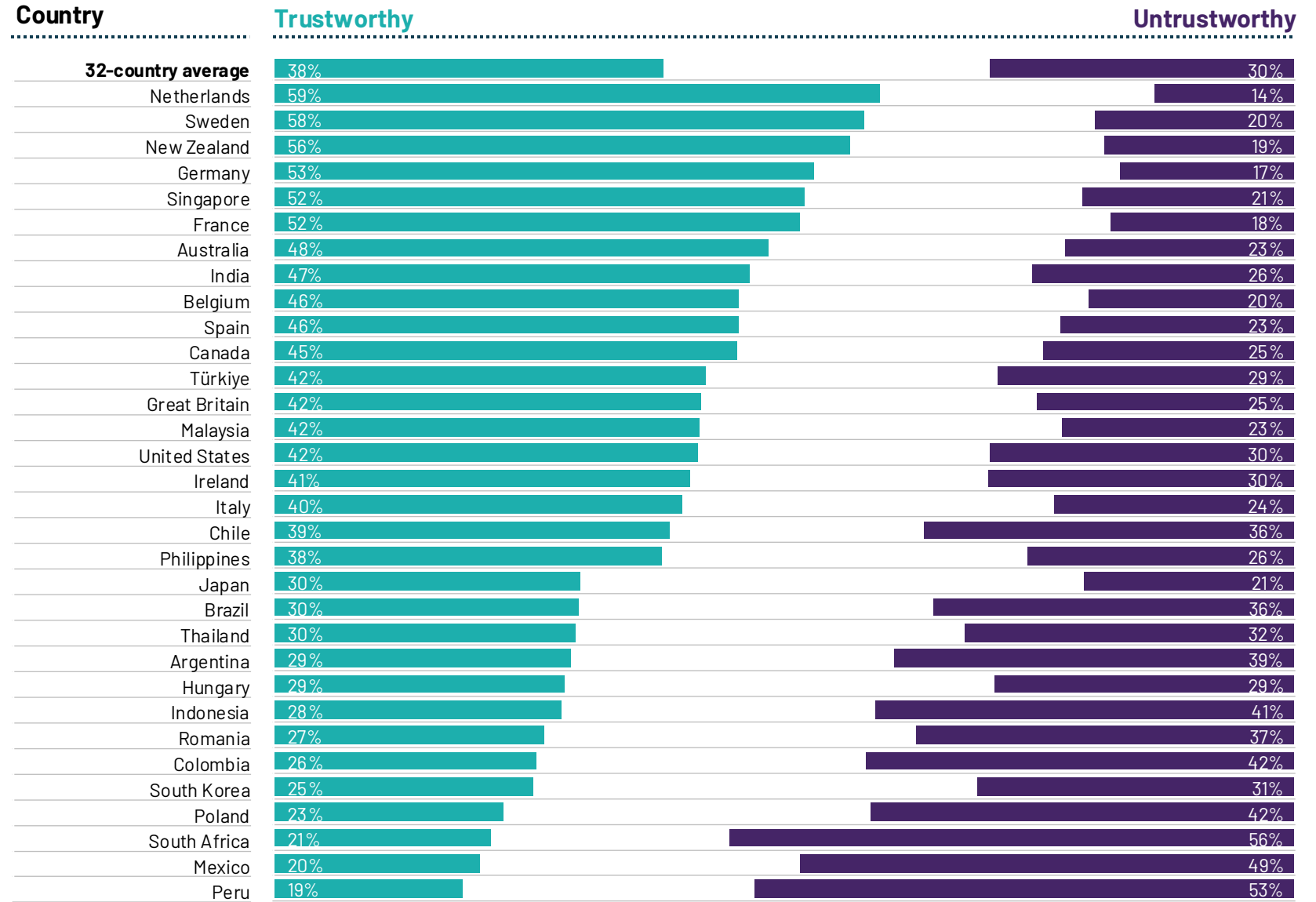| Country	Trustworthy	Untrustworthy
32-country average	20%	50%
Singapore	45%	26%
India	41%	28%
Philippines	36%	30%
Malaysia	30%	36%
Thailand	29%	31%
Netherlands	27%	30%
Sweden	25%	30%
Indonesia	25%	41%
Ireland	22%	52%
Germany	22%	48%
Mexico	21%	49%
United States	19%	43%
Canada	19%	48%
Türkiye	19%	58%
France	18%	58%
Great Britain	18%	52%
Belgium	18%	56%
Australia	17%	48%
New Zealand	17%	50%
Brazil	16%	58%
South Korea	16%	51%
Italy	16%	54%
Poland	16%	56%
Chile	15%	61%
Hungary	15%	67%
Spain	15%	62%
Colombia	14%	63%
Romania	12%	54%
Argentina	12%	60%
Peru	11%	73%
South Africa	11%	70%
Japan	11%	58%

Ipsos

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

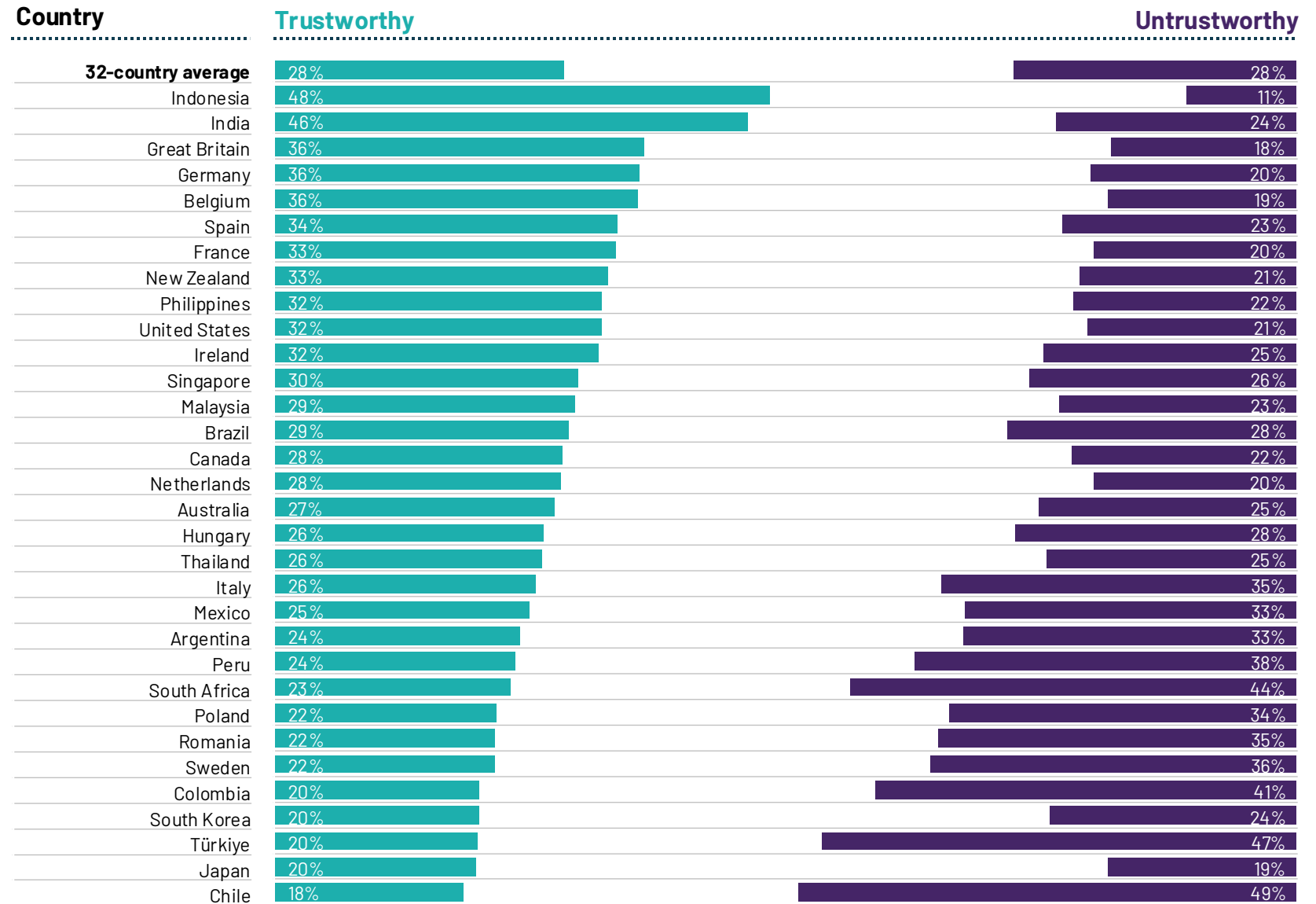| Country	Trustworthy	Untrustworthy
32-country average	15%	58%
India	40%	31%
Singapore	32%	31%
Indonesia	25%	45%
Malaysia	24%	41%
Philippines	21%	46%
Thailand	20%	43%
Ireland	18%	53%
Mexico	18%	60%
Netherlands	17%	42%
Belgium	17%	56%
Great Britain	17%	57%
Germany	17%	52%
France	16%	57%
Australia	15%	56%
United States	14%	59%
Sweden	14%	44%
Canada	13%	58%
New Zealand	13%	56%
Türkiye	13%	69%
Brazil	13%	67%
South Africa	11%	72%
Italy	11%	63%
Romania	11%	70%
Hungary	11%	70%
Peru	11%	70%
Spain	10%	70%
Chile	10%	73%
Colombia	10%	74%
South Korea	9%	64%
Poland	8%	69%
Japan	8%	64%
Argentina	6%	73%

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

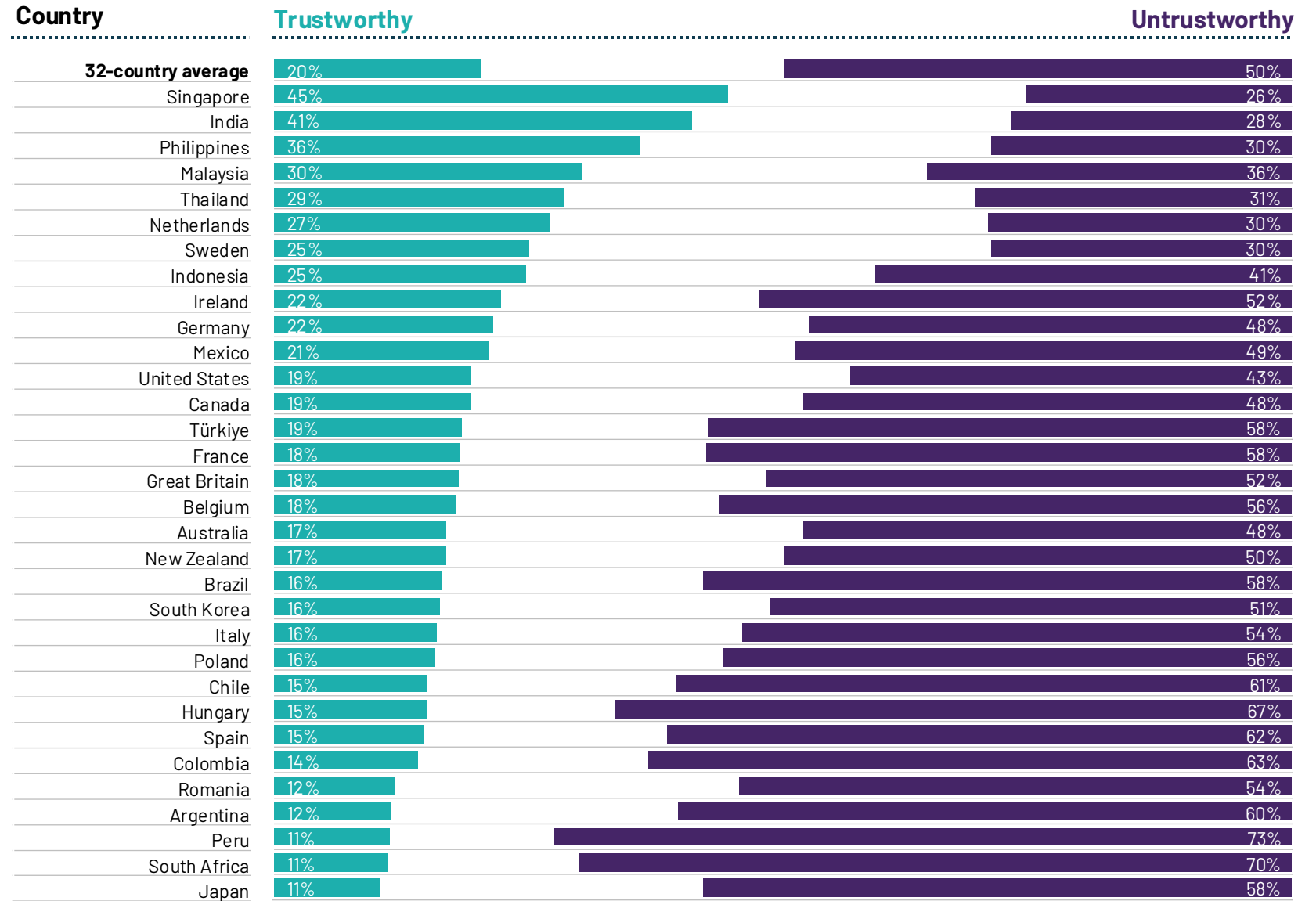| Country	Trustworthy	Untrustworthy
32-country average	56%	15%
Indonesia	70%	7%
Argentina	70%	10%
Spain	65%	13%
Netherlands	65%	13%
France	63%	11%
Colombia	62%	16%
New Zealand	62%	13%
Mexico	62%	16%
Italy	61%	18%
Thailand	60%	8%
Sweden	60%	13%
Great Britain	59%	12%
Australia	58%	14%
Philippines	58%	14%
Canada	58%	17%
Romania	57%	14%
Belgium	57%	15%
Chile	57%	19%
Ireland	56%	17%
Germany	55%	14%
Türkiye	55%	18%
Hungary	54%	16%
India	54%	23%
Brazil	52%	18%
Poland	51%	18%
United States	51%	19%
Malaysia	49%	13%
South Africa	49%	21%
South Korea	46%	15%
Peru	45%	20%
Singapore	43%	23%
Japan	34%	14%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	30%	32%
Indonesia	48%	14%
India	44%	25%
Philippines	43%	21%
Sweden	42%	24%
Thailand	42%	13%
South Africa	41%	27%
Germany	40%	25%
Malaysia	40%	17%
Great Britain	39%	22%
Netherlands	39%	18%
Belgium	37%	25%
Singapore	36%	23%
Ireland	35%	29%
New Zealand	34%	26%
Canada	32%	28%
United States	28%	32%
Australia	28%	30%
Mexico	27%	36%
France	27%	36%
Brazil	26%	39%
Spain	25%	38%
Romania	24%	39%
Colombia	23%	47%
Italy	22%	42%
South Korea	21%	29%
Japan	20%	24%
Türkiye	20%	45%
Argentina	20%	44%
Chile	20%	48%
Peru	19%	50%
Poland	18%	45%
Hungary	16%	45%

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

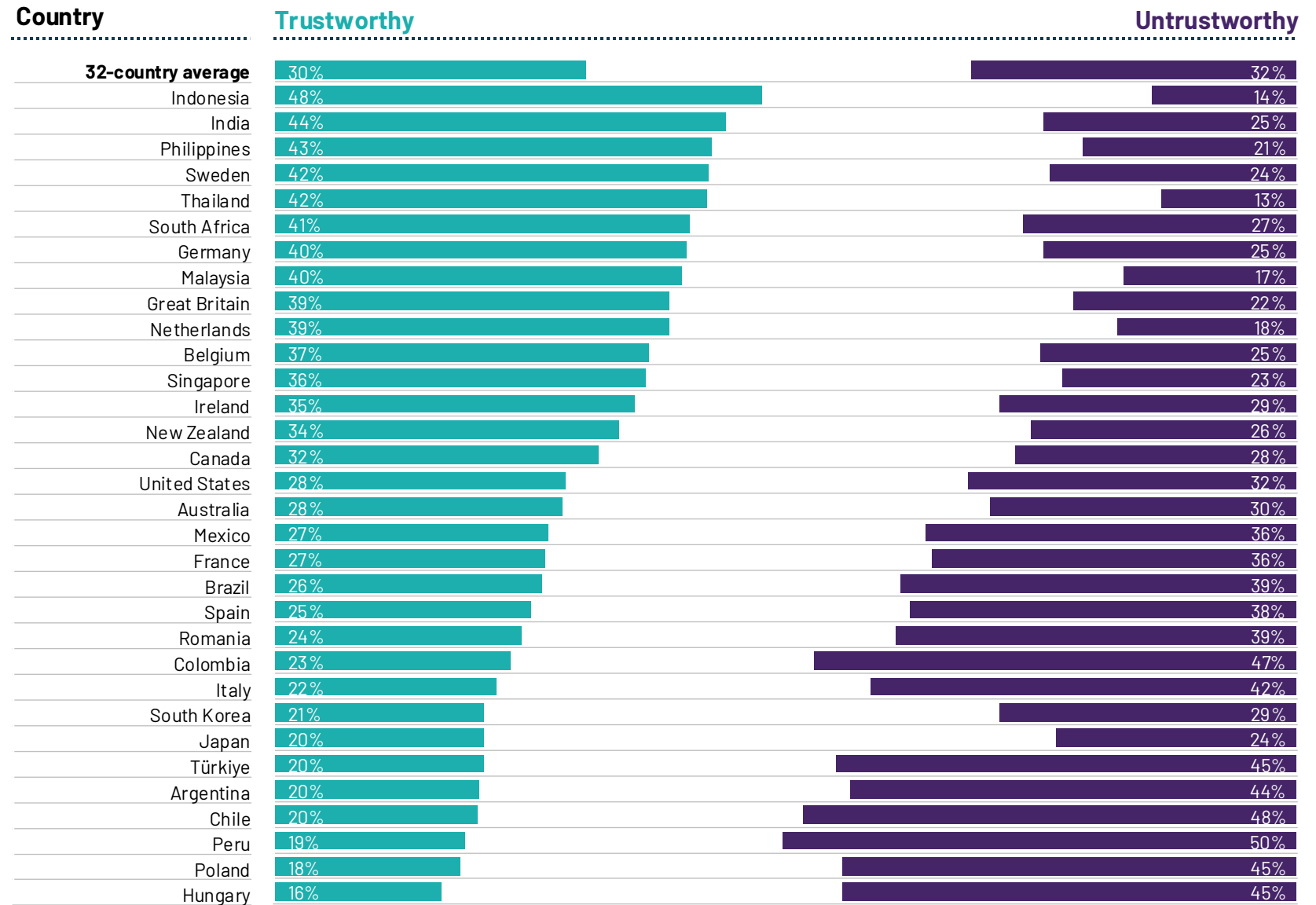| Country	Trustworthy	Untrustworthy
32-country average	29%	27%
Indonesia	48%	13%
India	45%	24%
Thailand	44%	10%
France	43%	18%
Romania	41%	24%
Mexico	38%	26%
Colombia	38%	25%
Chile	35%	33%
Germany	34%	22%
Peru	34%	31%
Italy	32%	29%
Malaysia	32%	26%
Brazil	32%	31%
Argentina	32%	28%
Netherlands	30%	22%
Sweden	29%	24%
Spain	28%	30%
Belgium	27%	26%
Philippines	27%	24%
Singapore	25%	26%
Great Britain	23%	24%
Türkiye	23%	38%
Poland	22%	35%
Canada	21%	26%
United States	21%	31%
Hungary	21%	34%
Ireland	21%	37%
South Africa	20%	33%
New Zealand	18%	28%
Australia	16%	30%
South Korea	14%	34%
Japan	14%	31%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	27%	35%
Indonesia	51%	15%
Philippines	45%	22%
India	43%	25%
Thailand	42%	17%
Netherlands	40%	20%
Canada	33%	29%
Singapore	32%	29%
Malaysia	31%	26%
Germany	30%	34%
Brazil	30%	35%
Mexico	30%	31%
South Africa	30%	36%
Colombia	29%	41%
United States	28%	34%
Sweden	27%	40%
Ireland	26%	43%
Belgium	26%	35%
France	25%	36%
New Zealand	25%	40%
Great Britain	23%	39%
Australia	23%	40%
Italy	23%	41%
Poland	22%	41%
Spain	21%	42%
Chile	21%	45%
Romania	21%	40%
Türkiye	19%	46%
Argentina	19%	45%
Peru	18%	47%
South Korea	16%	35%
Hungary	15%	45%
Japan	13%	38%

Ipsos

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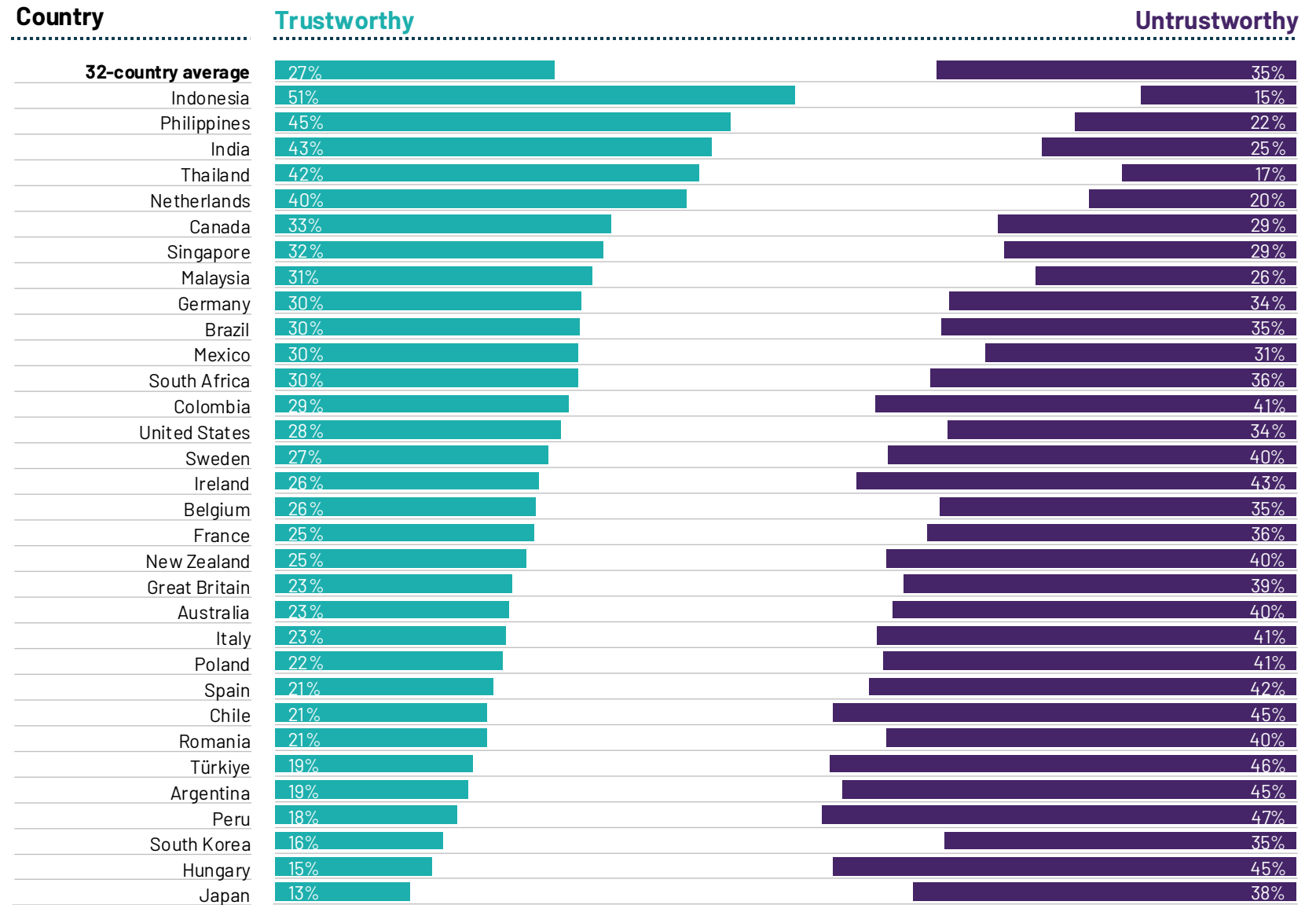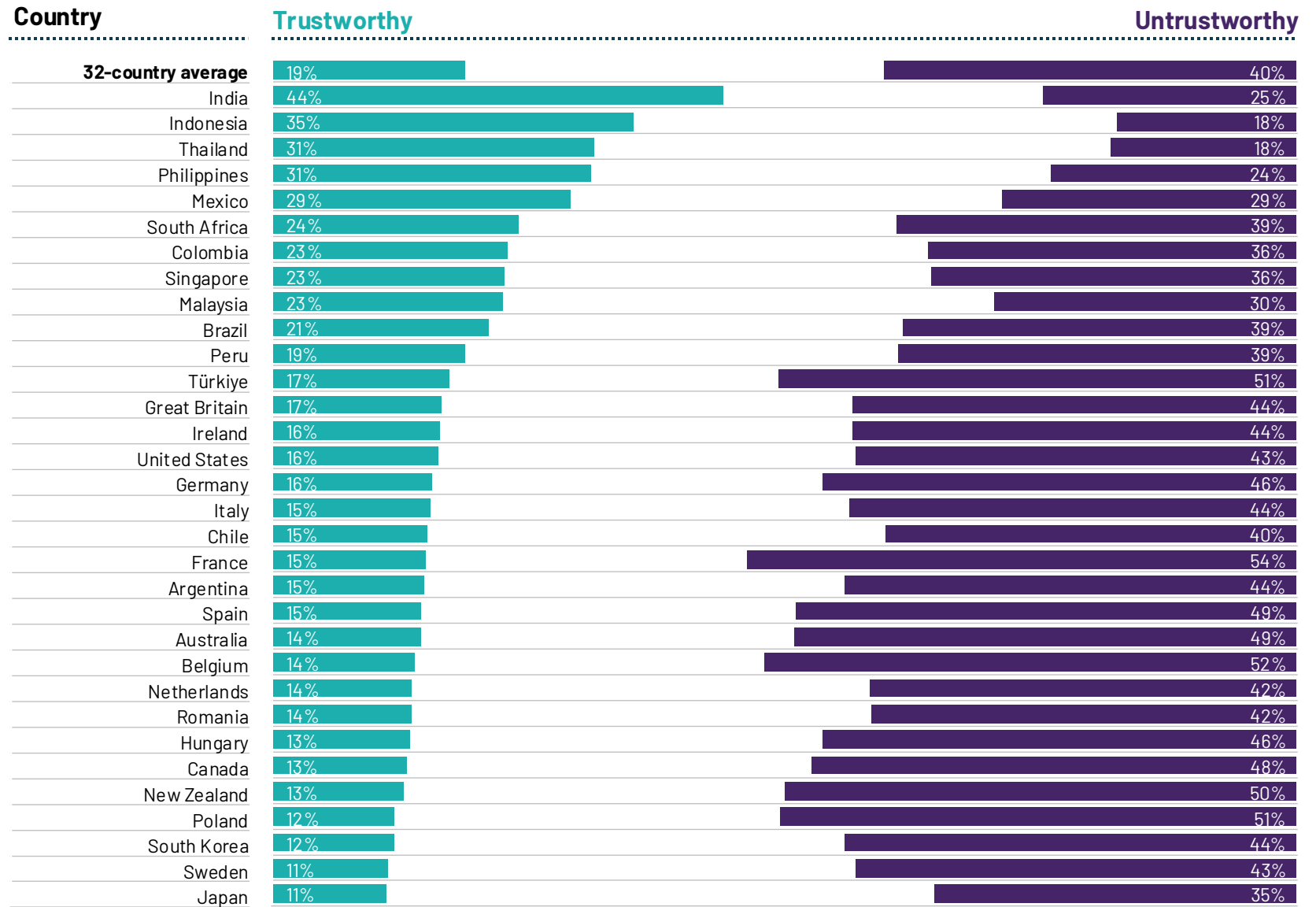
Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

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

Advertising executives

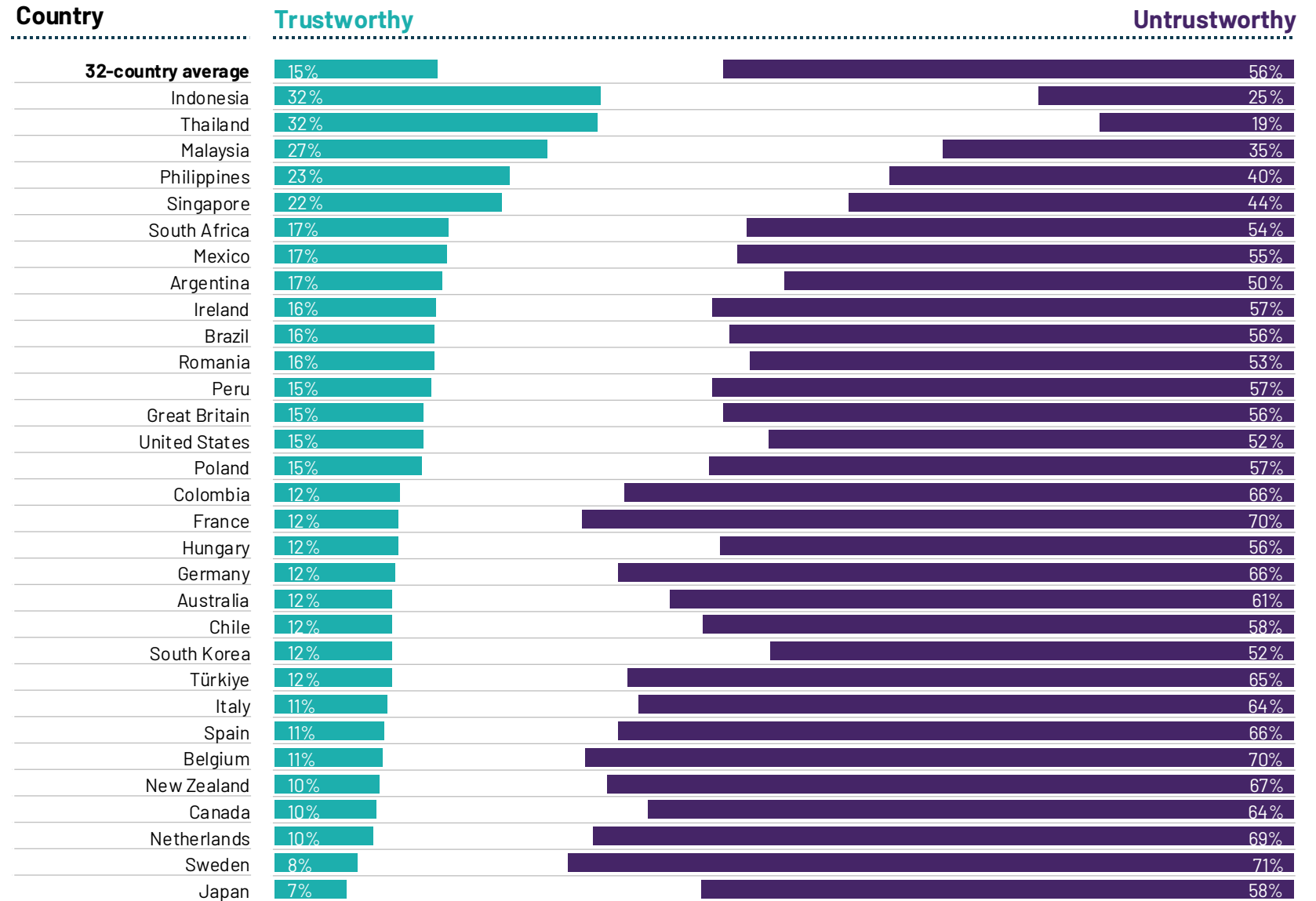| Country	Trustworthy	Untrustworthy
32-country average	19%	40%
India	44%	25%
Indonesia	35%	18%
Thailand	31%	18%
Philippines	31%	24%
Mexico	29%	29%
South Africa	24%	39%
Colombia	23%	36%
Singapore	23%	36%
Malaysia	23%	30%
Brazil	21%	39%
Peru	19%	39%
Türkiye	17%	51%
Great Britain	17%	44%
Ireland	16%	44%
United States	16%	43%
Germany	16%	46%
Italy	15%	44%
Chile	15%	40%
France	15%	54%
Argentina	15%	44%
Spain	15%	49%
Australia	14%	49%
Belgium	14%	52%
Netherlands	14%	42%
Romania	14%	42%
Hungary	13%	46%
Canada	13%	48%
New Zealand	13%	50%
Poland	12%	51%
South Korea	12%	44%
Sweden	11%	43%
Japan	11%	35%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	15%	56%
Indonesia	32%	25%
Thailand	32%	19%
Malaysia	27%	35%
Philippines	23%	40%
Singapore	22%	44%
South Africa	17%	54%
Mexico	17%	55%
Argentina	17%	50%
Ireland	16%	57%
Brazil	16%	56%
Romania	16%	53%
Peru	15%	57%
Great Britain	15%	56%
United States	15%	52%
Poland	15%	57%
Colombia	12%	66%
France	12%	70%
Hungary	12%	56%
Germany	12%	66%
Australia	12%	61%
Chile	12%	58%
South Korea	12%	52%
Türkiye	12%	65%
Italy	11%	64%
Spain	11%	66%
Belgium	11%	70%
New Zealand	10%	67%
Canada	10%	64%
Netherlands	10%	69%
Sweden	8%	71%
Japan	7%	58%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	27%	35%
Indonesia	52%	12%
India	50%	23%
Philippines	48%	15%
Thailand	44%	12%
Malaysia	40%	17%
South Africa	40%	27%
Sweden	33%	24%
Singapore	32%	31%
United States	30%	30%
South Korea	30%	16%
Canada	30%	33%
New Zealand	30%	32%
Great Britain	29%	36%
Mexico	28%	31%
Australia	25%	38%
Türkiye	24%	41%
Germany	24%	37%
Belgium	23%	38%
France	23%	42%
Netherlands	22%	40%
Ireland	22%	43%
Italy	21%	37%
Chile	21%	43%
Argentina	20%	42%
Brazil	19%	50%
Peru	19%	45%
Japan	18%	28%
Colombia	18%	48%
Romania	16%	49%
Poland	15%	49%
Hungary	14%	50%
Spain	14%	57%

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

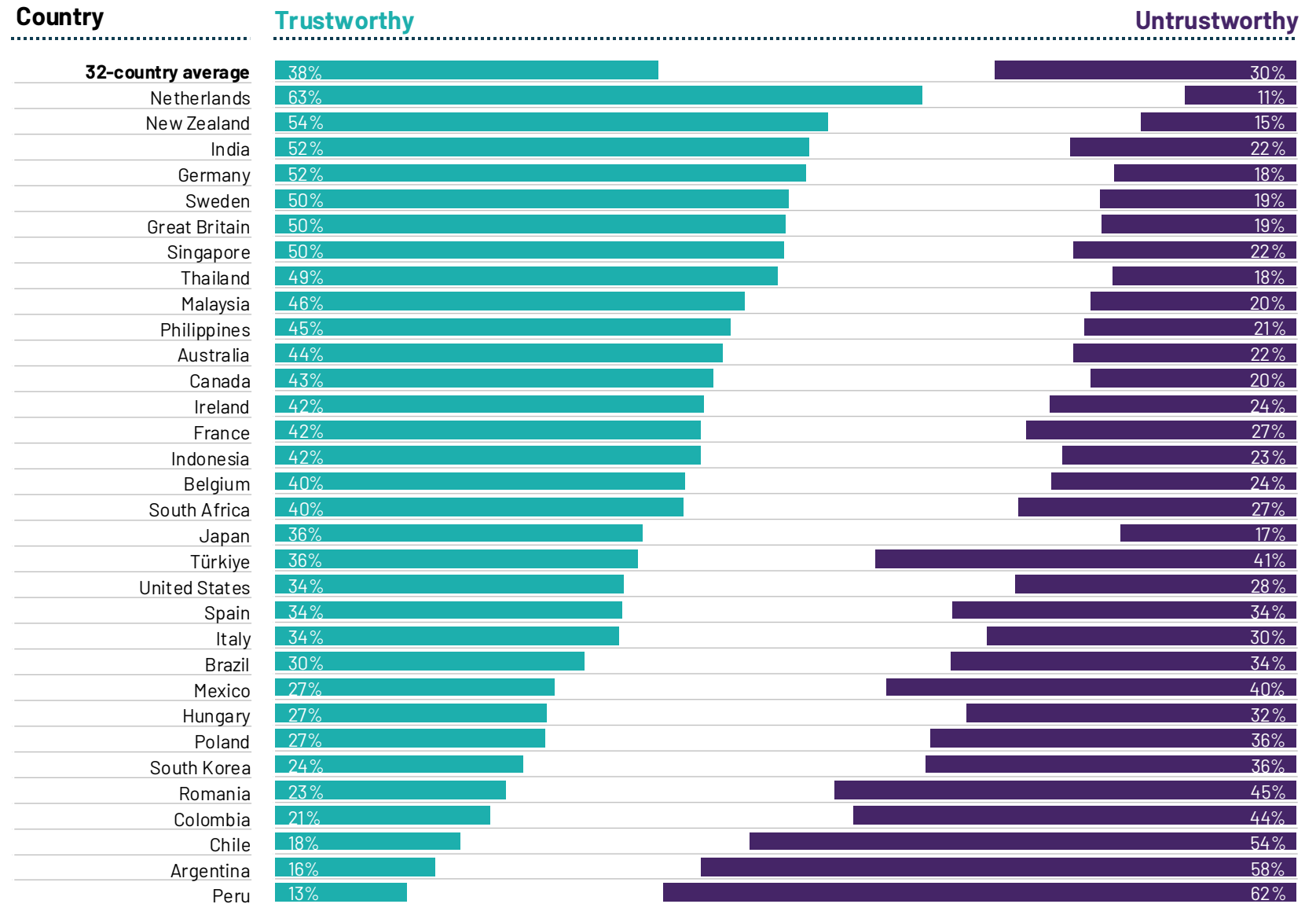| Country	Trustworthy	Untrustworthy
32-country average	26%	31%
India	44%	24%
Indonesia	43%	17%
Thailand	43%	15%
Philippines	40%	22%
France	32%	25%
Malaysia	32%	23%
Mexico	30%	32%
Netherlands	30%	19%
Colombia	30%	32%
South Africa	30%	31%
Singapore	29%	30%
Belgium	25%	25%
Ireland	25%	34%
Italy	25%	34%
Germany	24%	29%
Romania	24%	34%
United States	24%	34%
Great Britain	24%	30%
Peru	23%	40%
New Zealand	23%	29%
Brazil	23%	37%
Canada	21%	34%
Sweden	21%	27%
Australia	20%	36%
Argentina	20%	44%
Türkiye	20%	47%
Spain	19%	42%
South Korea	18%	33%
Poland	18%	40%
Chile	18%	50%
Hungary	17%	32%
Japan	16%	25%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	38%	30%
Netherlands	63%	11%
New Zealand	54%	15%
India	52%	22%
Germany	52%	18%
Sweden	50%	19%
Great Britain	50%	19%
Singapore	50%	22%
Thailand	49%	18%
Malaysia	46%	20%
Philippines	45%	21%
Australia	44%	22%
Canada	43%	20%
Ireland	42%	24%
France	42%	27%
Indonesia	42%	23%
Belgium	40%	24%
South Africa	40%	27%
Japan	36%	17%
Türkiye	36%	41%
United States	34%	28%
Spain	34%	34%
Italy	34%	30%
Brazil	30%	34%
Mexico	27%	40%
Hungary	27%	32%
Poland	27%	36%
South Korea	24%	36%
Romania	23%	45%
Colombia	21%	44%
Chile	18%	54%
Argentina	16%	58%
Peru	13%	62%

Ipsos

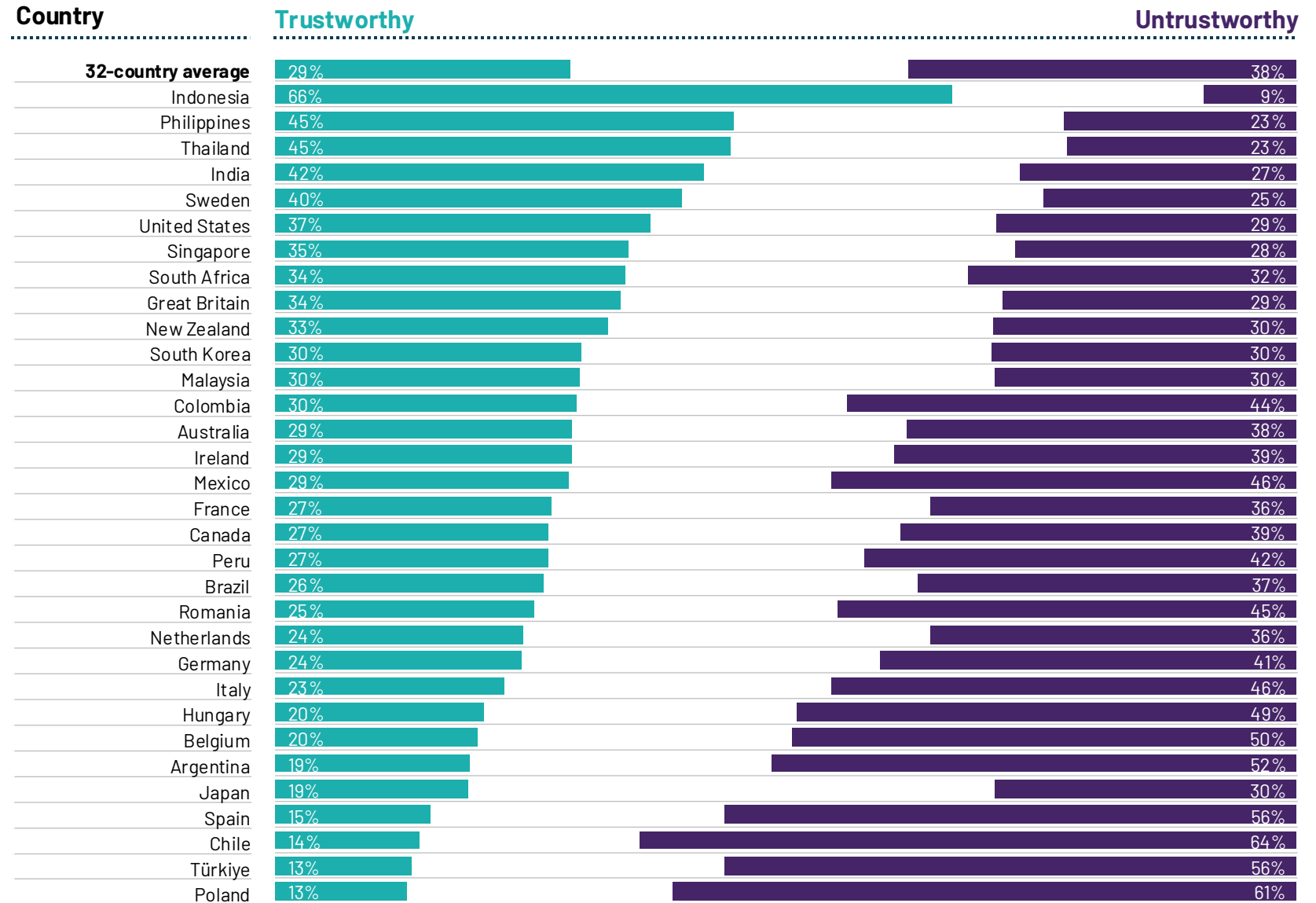# Trust in lawyers by country

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

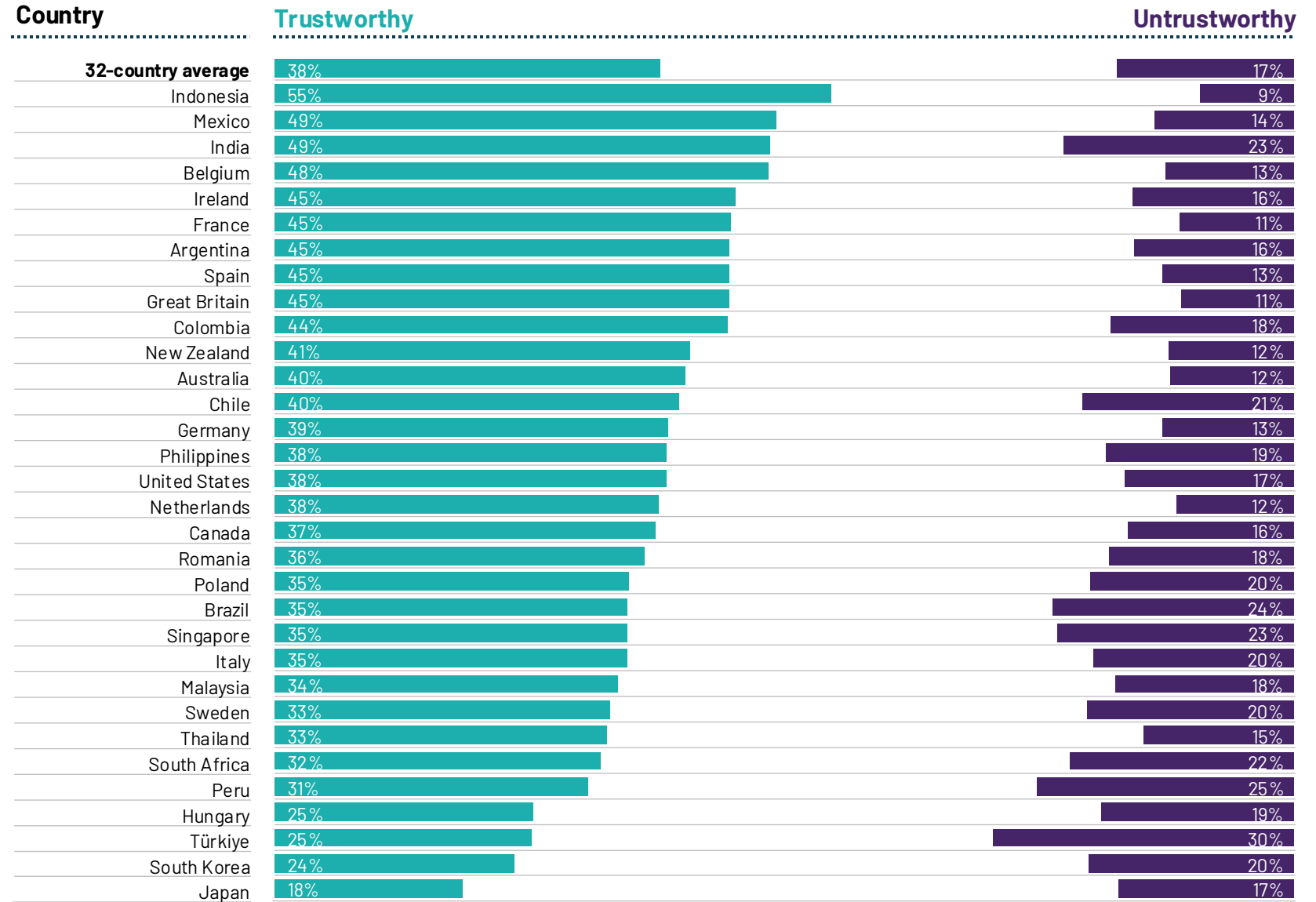| Country	Trustworthy	Untrustworthy
32-country average	31%	30%
Netherlands	44%	17%
India	43%	25%
Philippines	43%	22%
Thailand	42%	18%
Sweden	40%	21%
Germany	39%	22%
Malaysia	39%	19%
Great Britain	39%	21%
Indonesia	37%	24%
Ireland	36%	31%
Singapore	36%	29%
New Zealand	36%	26%
France	35%	26%
Japan	32%	16%
Mexico	31%	30%
South Africa	31%	39%
Poland	31%	33%
Türkiye	31%	42%
Spain	29%	31%
Australia	28%	32%
Belgium	27%	31%
Brazil	27%	34%
Canada	26%	34%
Hungary	26%	35%
Italy	24%	33%
United States	23%	37%
Romania	23%	41%
Colombia	22%	43%
South Korea	20%	30%
Peru	20%	41%
Argentina	20%	47%
Chile	19%	41%

Ipsos

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

Country	Trustworthy	Untrustworthy
32-country average	29%	38%
Indonesia	66%	9%
Philippines	45%	23%
Thailand	45%	23%
India	42%	27%
Sweden	40%	25%
United States	37%	29%
Singapore	35%	28%
South Africa	34%	32%
Great Britain	34%	29%
New Zealand	33%	30%
South Korea	30%	30%
Malaysia	30%	30%
Colombia	30%	44%
Australia	29%	38%
Ireland	29%	39%
Mexico	29%	46%
France	27%	36%
Canada	27%	39%
Peru	27%	42%
Brazil	26%	37%
Romania	25%	45%
Netherlands	24%	36%
Germany	24%	41%
Italy	23%	46%
Hungary	20%	49%
Belgium	20%	50%
Argentina	19%	52%
Japan	19%	30%
Spain	15%	56%
Chile	14%	64%
Türkiye	13%	56%
Poland	13%	61%

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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

Country	Trustworthy	Untrustworthy
32-country average	38%	17%
Indonesia	55%	9%
Mexico	49%	14%
India	49%	23%
Belgium	48%	13%
Ireland	45%	16%
France	45%	11%
Argentina	45%	16%
Spain	45%	13%
Great Britain	45%	11%
Colombia	44%	18%
New Zealand	41%	12%
Australia	40%	12%
Chile	40%	21%
Germany	39%	13%
Philippines	38%	19%
United States	38%	17%
Netherlands	38%	12%
Canada	37%	16%
Romania	36%	18%
Poland	35%	20%
Brazil	35%	24%
Singapore	35%	23%
Italy	35%	20%
Malaysia	34%	18%
Sweden	33%	20%
Thailand	33%	15%
South Africa	32%	22%
Peru	31%	25%
Hungary	25%	19%
Türkiye	25%	30%
South Korea	24%	20%
Japan	18%	17%

Ipsos

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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