

Trustworthiness 2024

All professions/markets

- #1 most trustworthy
- #2 most trustworthy
- #3 most trustworthy

Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.

	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%

