

# 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

# Global Trust

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.

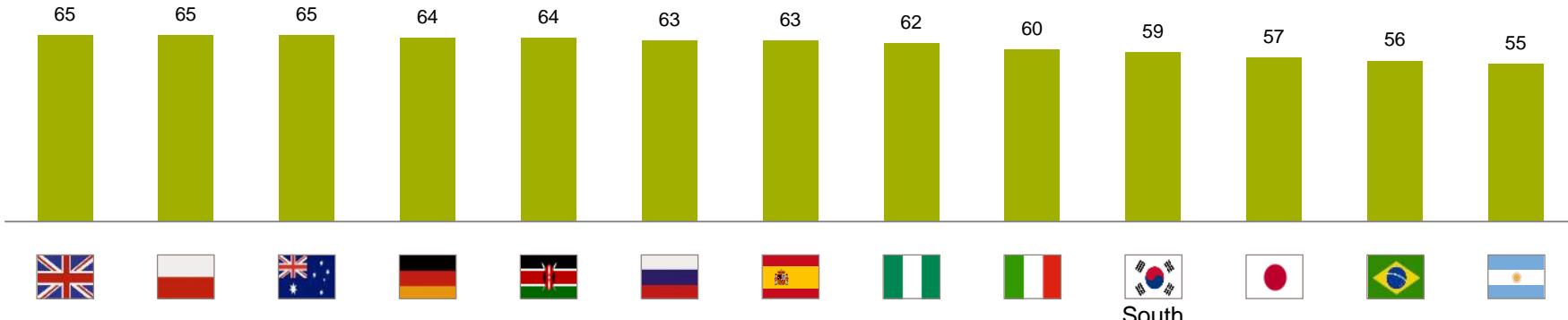
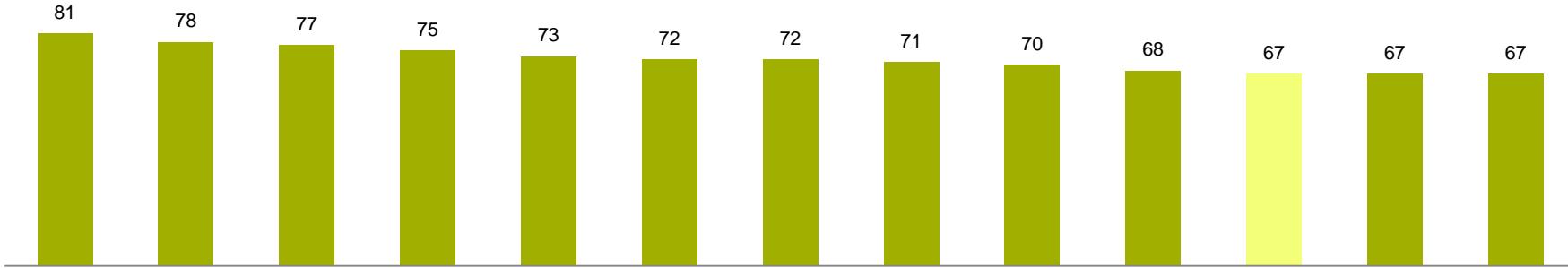
Besides the average level of trust in each country, the trust was calculated in individual professional groups across all countries. To this end, the country results were weighted in accordance with the respective number of inhabitants. The fire fighters are in the lead here, closely followed by the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

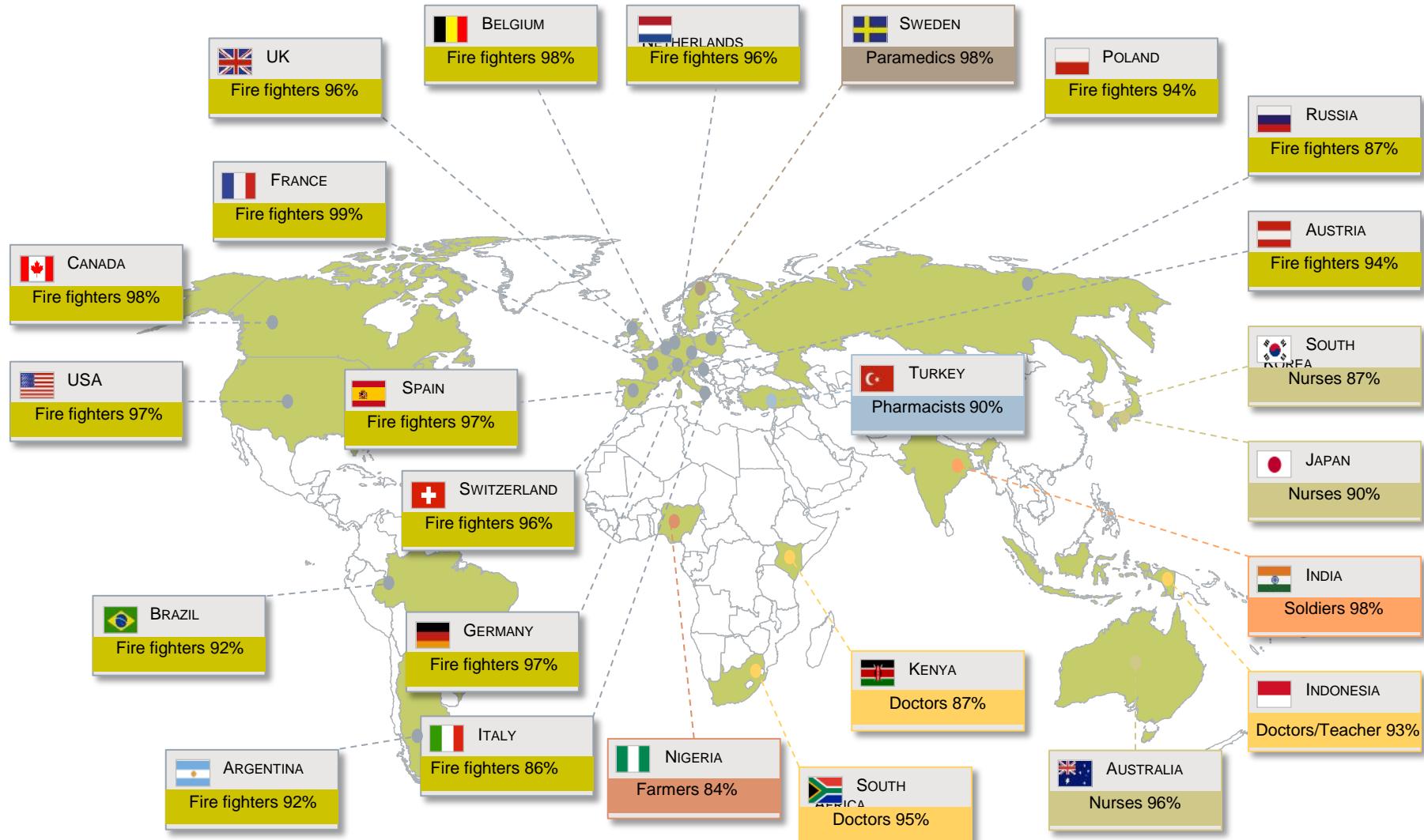


Base: 28,659 respondents

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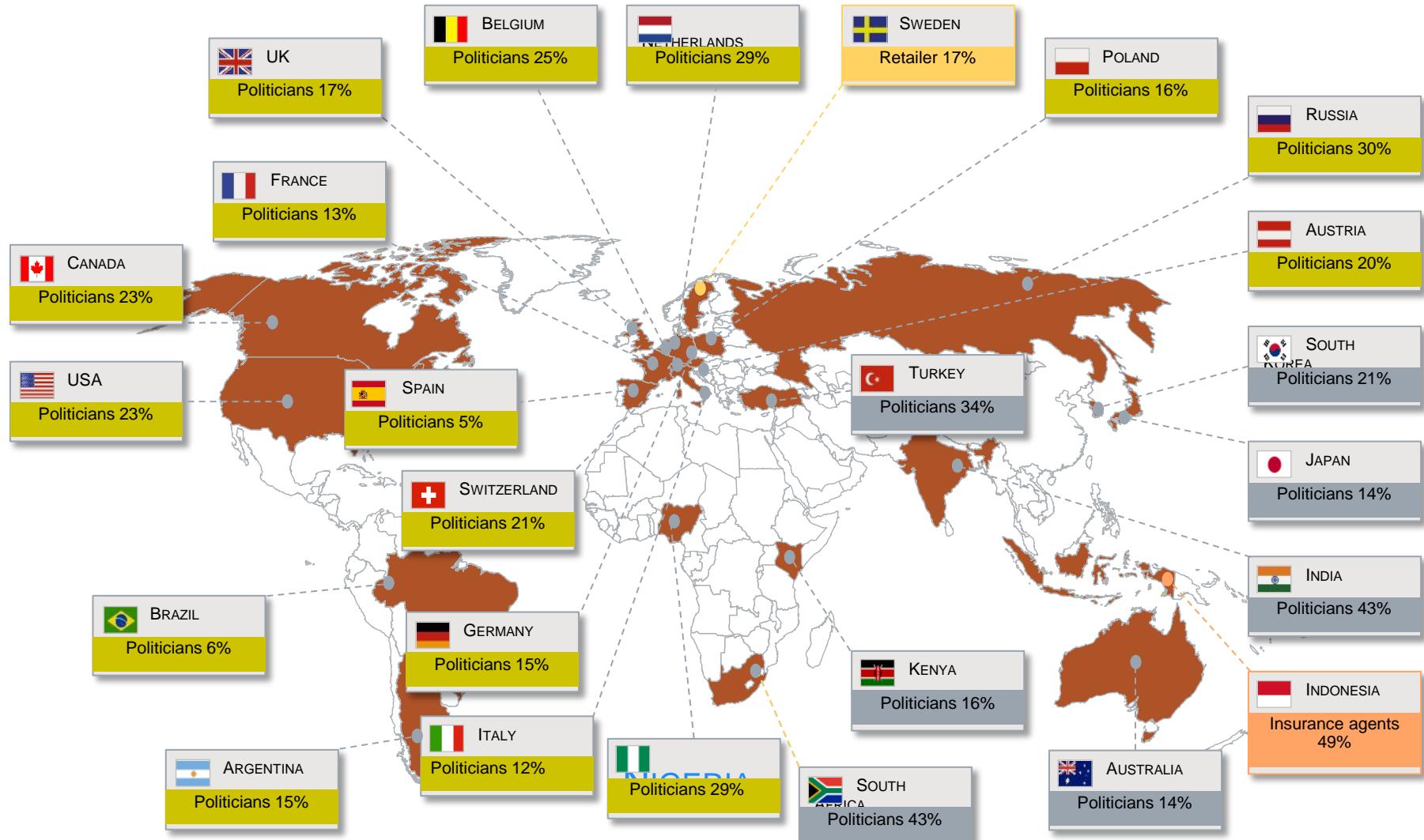
Source: GfK Verein, Trust in Professions 2014

# Professions with the highest trust rating per country



Base: 28,659 respondents

# Professions with the lowest trust rating per country

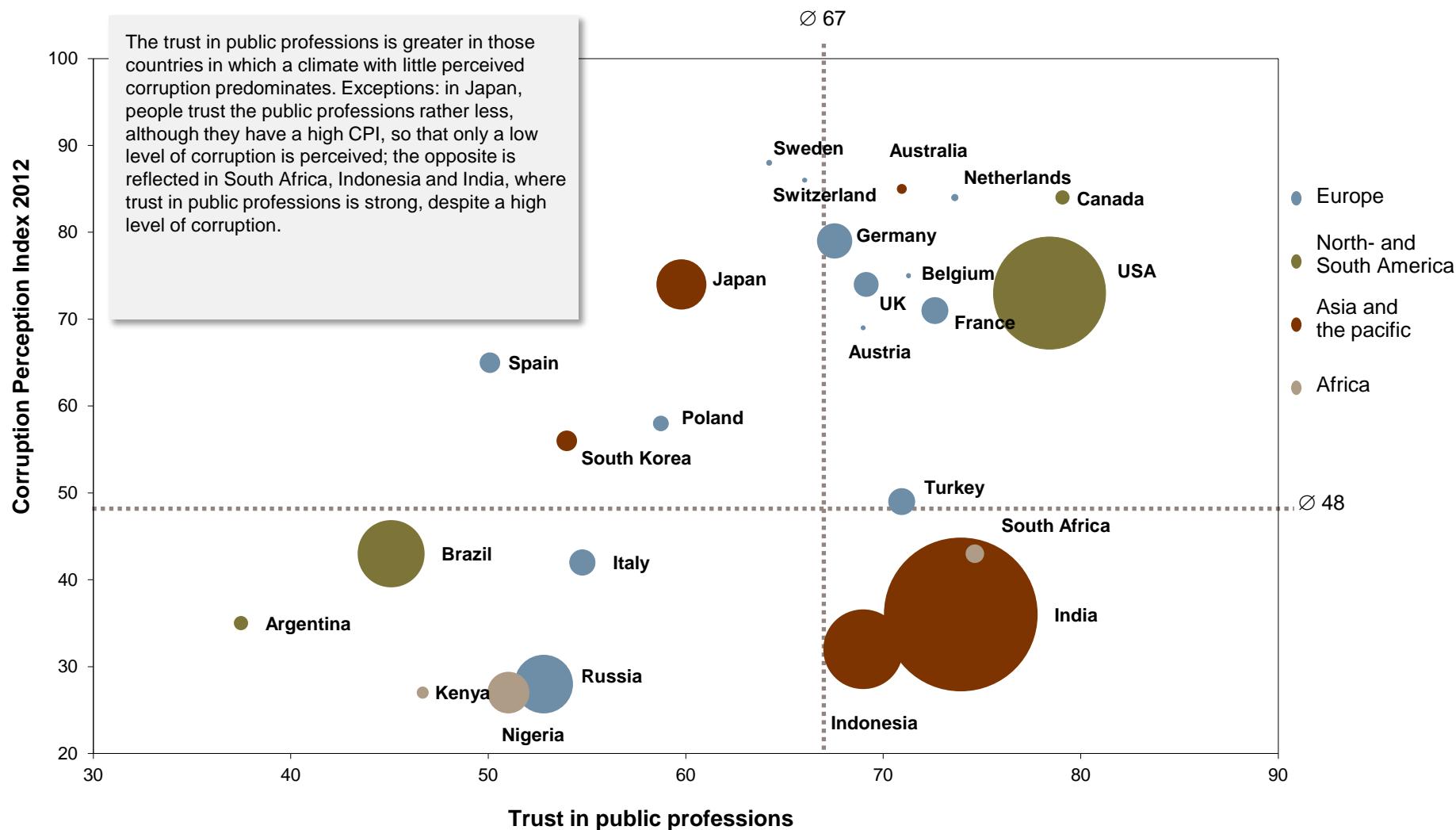


Base: 28,659 respondents

# Level of trust: Public professions and Corruption Perception Index 2012



Average of „I completely/generally trust“ across all public professions, in %; CPI in score points;  
the size of the displayed points represents the share of the population of the countries

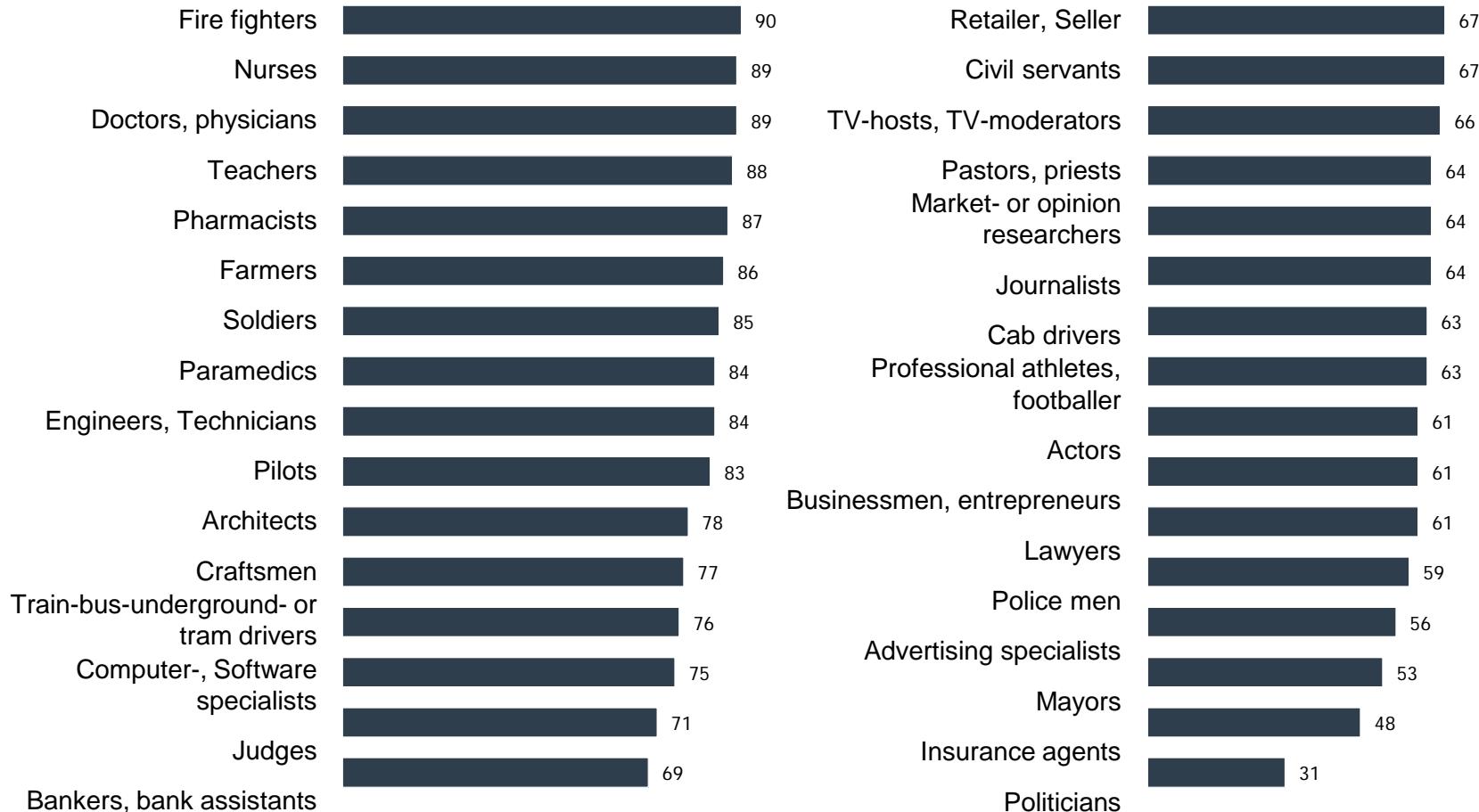


Base: 28,659 respondents

# Trust in professional groups: Average across all countries



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



Base: 28,659 respondents

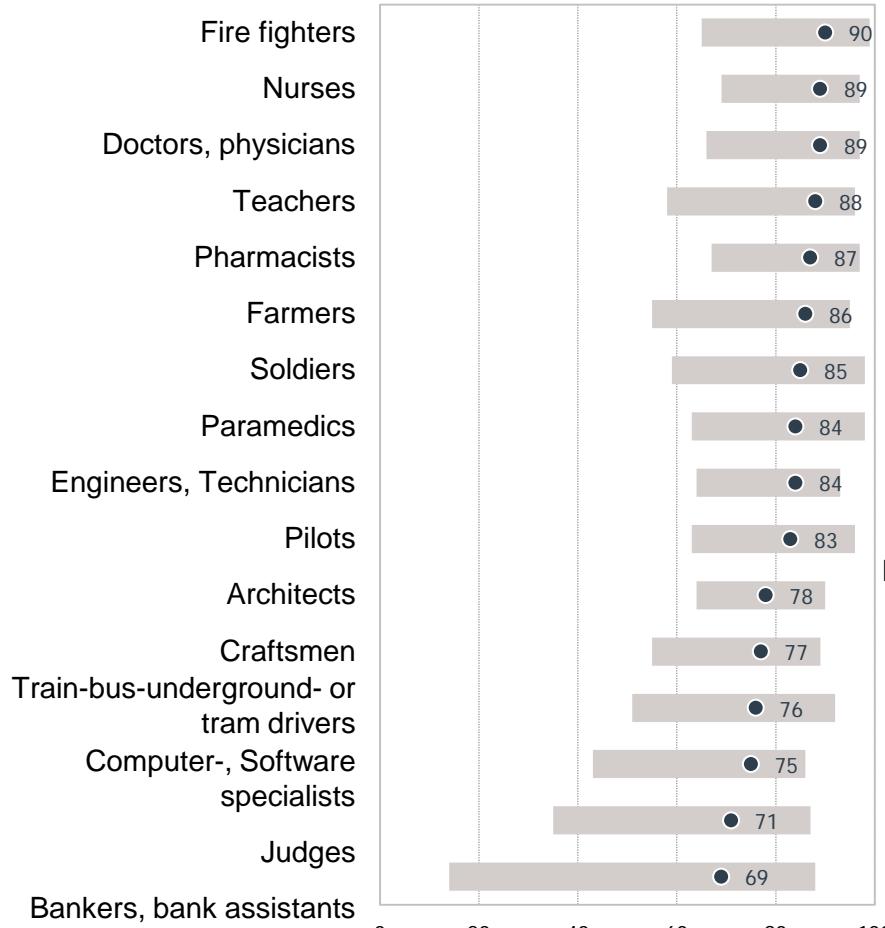
# Trust in professional groups: Range and average across all countries



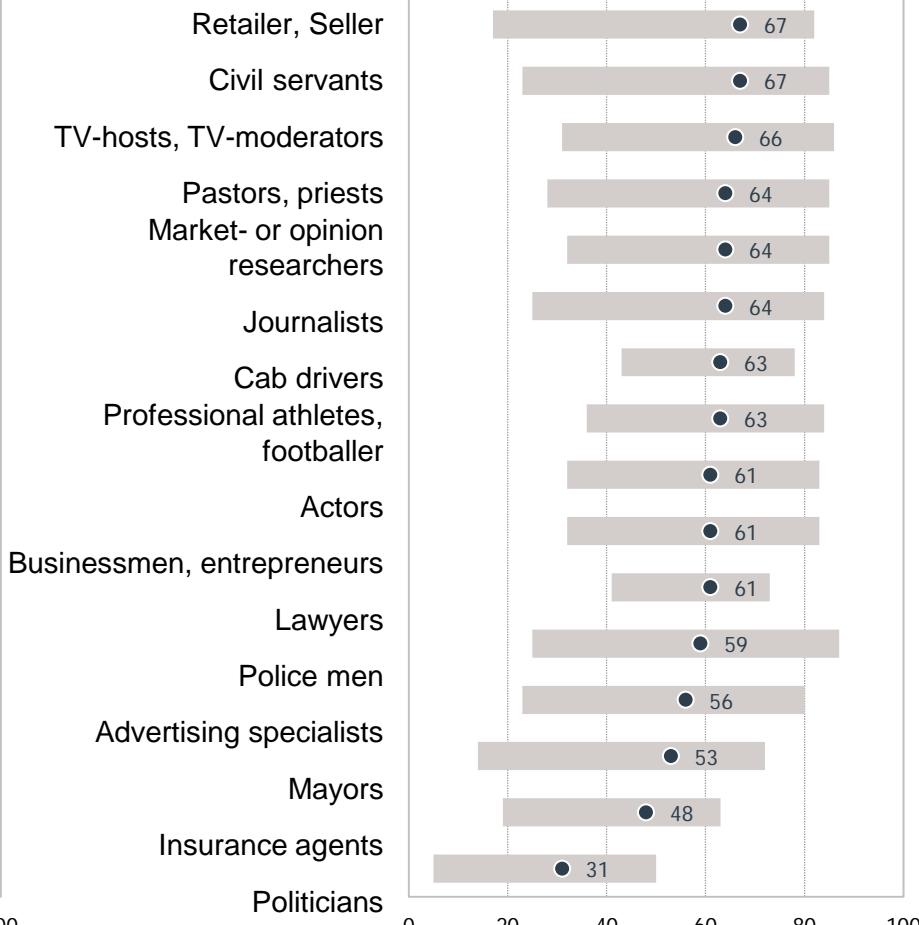
(„I completely/generally trust“, minimum, maximum and average, in %)

Range

Mean across all countries

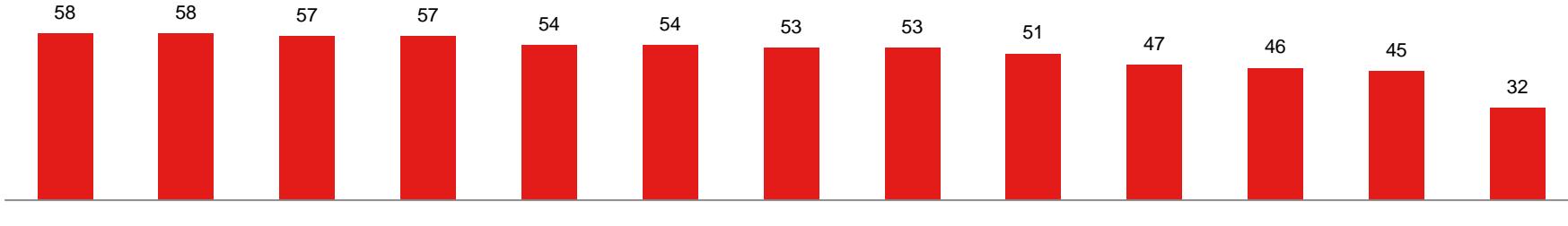
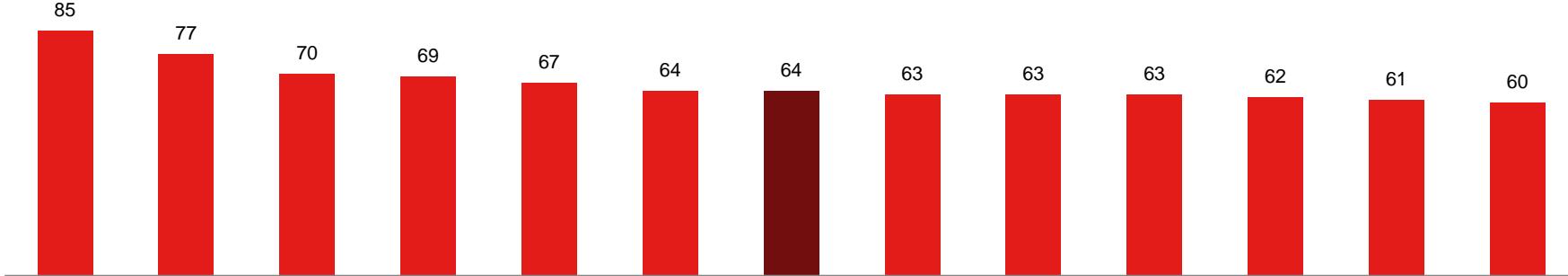


Base: 28,659 respondents



# At a glance: Market- or opinion researchers

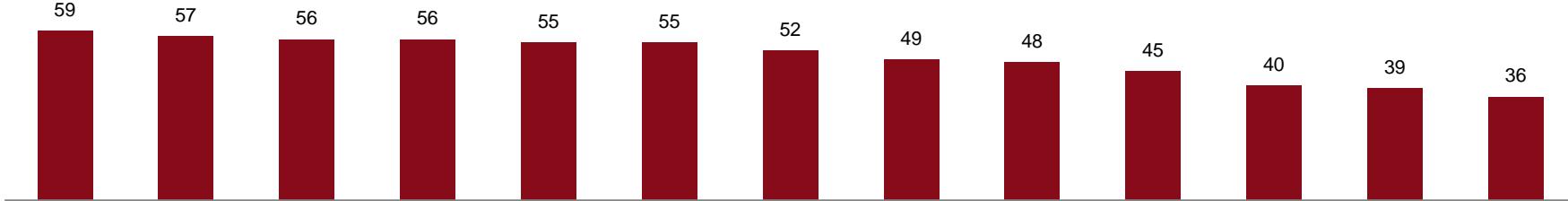
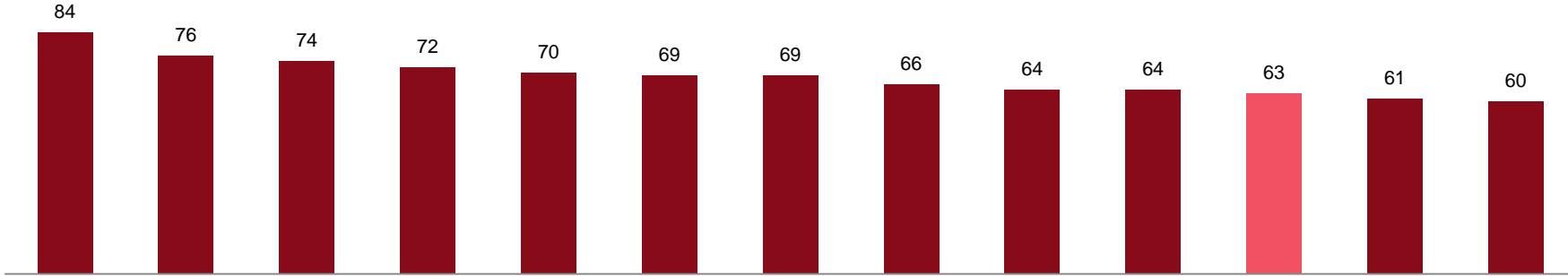
(„I completely/generally trust“, in %)



Base: 28,659 respondents

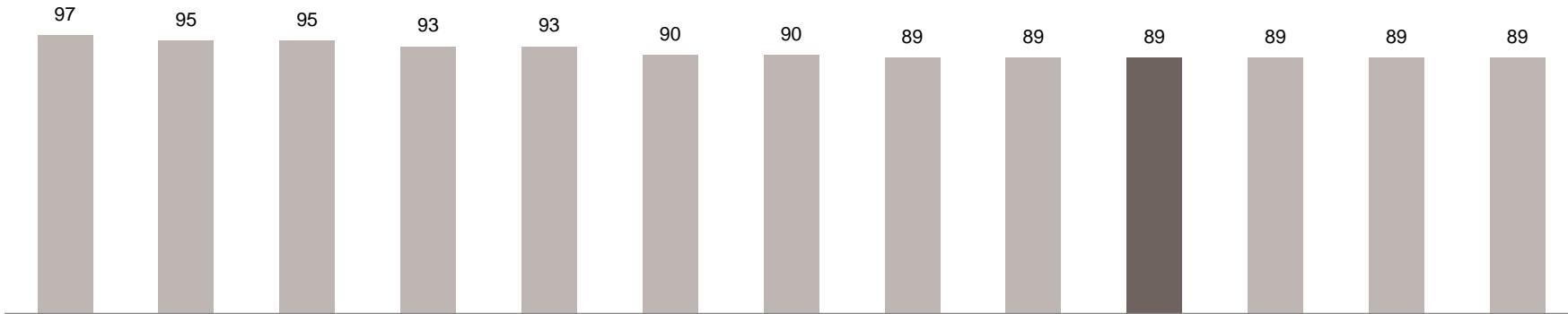
# At a glance: Professional athletes, footballer

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



# At a glance: Doctors, physicians

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



India

South Africa

Canada

Belgium

Indonesia

Australia

UK

Turkey

Austria

Ø all countries

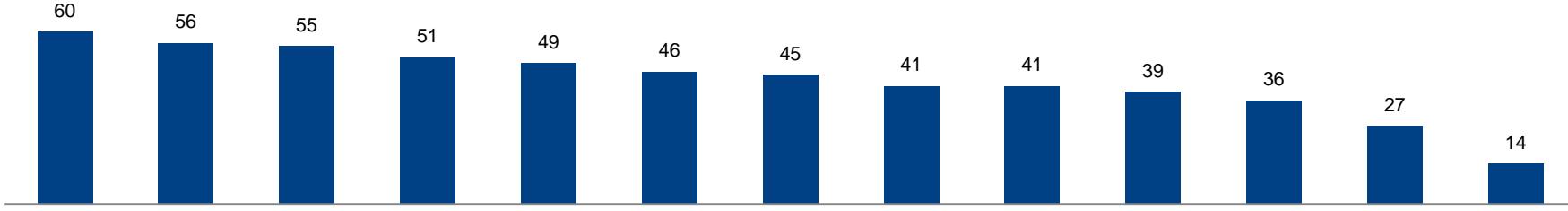
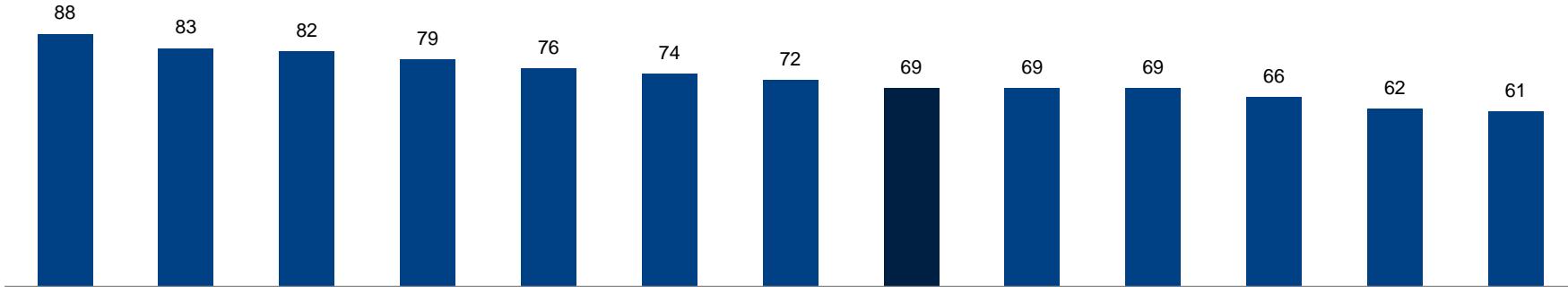
France

Japan

Switzerland

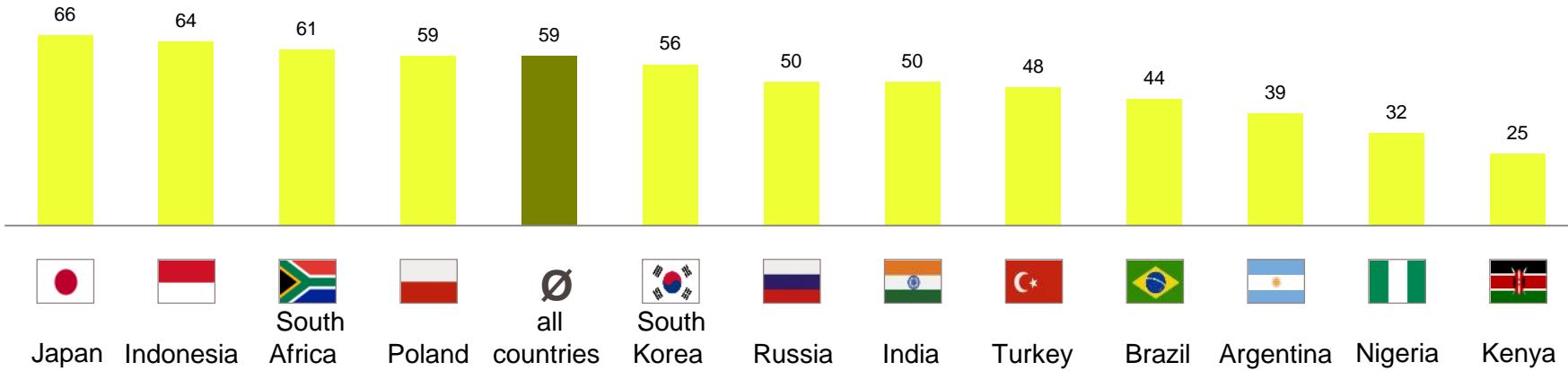
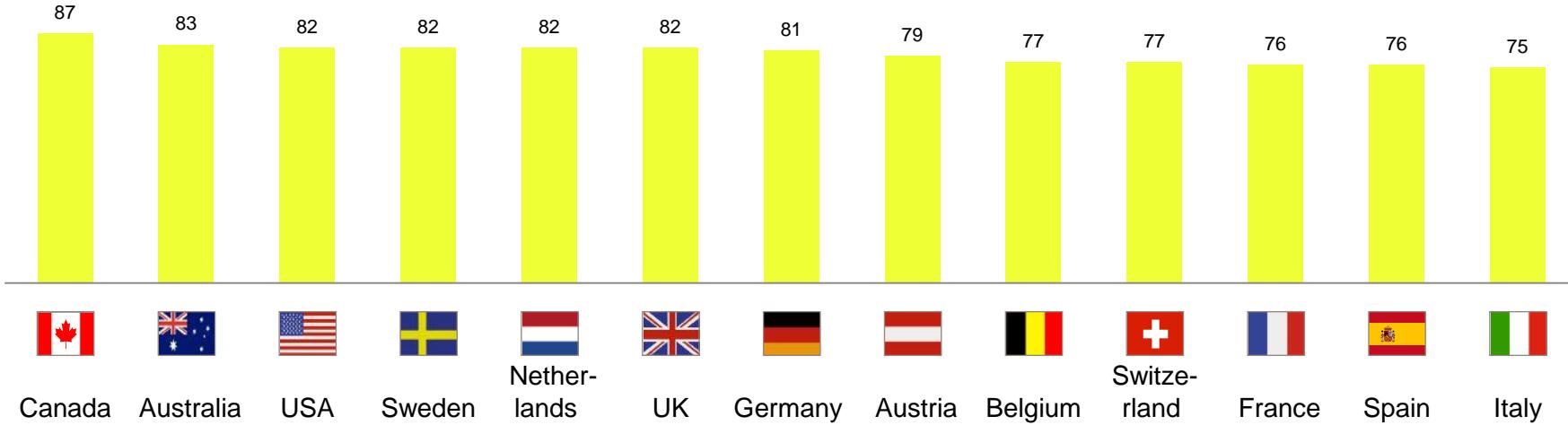
# At a glance: Bankers, bank assistants

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



# At a glance: Police men

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



Base: 28,659 respondents

## Results of the single countries

# Austria - Findings



**8.5 M**

Population



**5.7 M**

Working population  
(Age 15 to 64)



**97.8%**

of age 20-64  
secondary-educated



**CPI 69**

Perceived corruption



**0.8%**

GDP growth rate



**48,160 \$**

GNI per Capita



**4.1%**

Unemployment rate  
(ILO)



With an average trust rating of 67%, the Austrian professional groups are exactly in the middle of the countries observed. With the exception of the last five positions in the ranking, at least half the Austrians trust the respective professions.

The scale is also topped by the fire fighters here (94%), followed closely by nurses and paramedics, who with 93% each are in competition for second place. Pharmacists (90%) and doctors (89%) follow in the ranking, thus the medical professions meet with a very high level of trust. Pilots and train drivers are also among the higher placed professions with 87% and 86%, respectively. The Austrian Police's high crime clear-up rate is for certain one of the reasons for the good positioning of policemen, who are trusted by 79% of the population. Equally strong trust is felt for the judges.

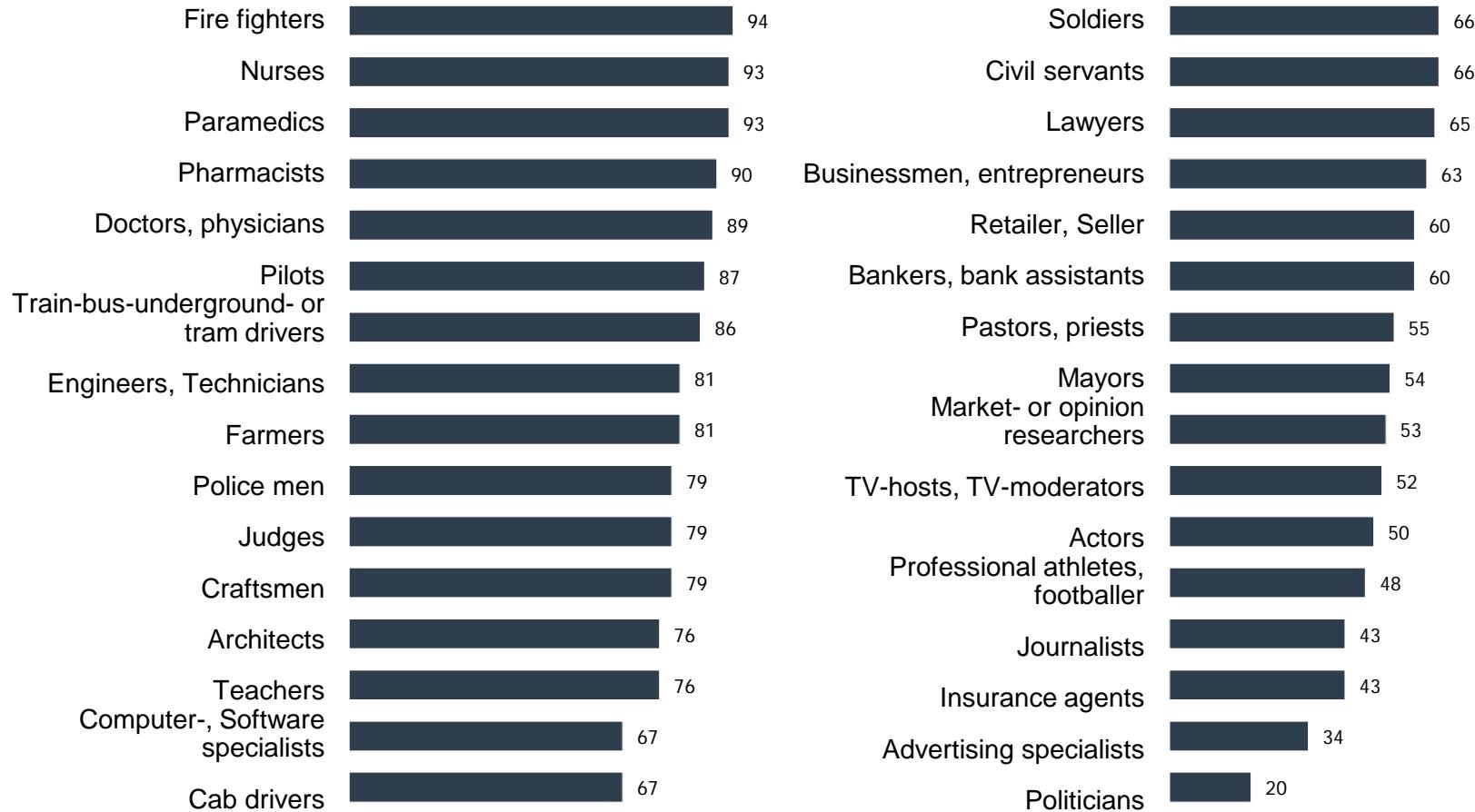
Traders and retailers share a position with the bankers and bank assistants with 60% each. A number of bad news reports about Bank Austria such as the recently announced reduction in jobs as the result of streamlining of the network of branches and a hacking attack on the online banking system, as well as the continuing after-effects of the banking crisis, are probably responsible for this rating.

With 48%, the professional athletes are below the

50% limit, followed by the journalists and insurance agents, each with five percentage points less (43%). However, the politicians meet with the highest level of mistrust; only every fifth Austrian trusts them. With that, the politicians rest clearly beaten in bottom position. For certain, trust in politicians suffers above all thanks to a multitude of cases of corruption, which have also been criticised by Transparency International; as a result, the CPI value in the Alpine Republic lies at only 69 points. In the election year 2013 – after the Regional Government elections in spring, the National Council elections were coming up in autumn – the voters reacted accordingly and both the large parties, SPÖ and ÖVP, lost votes.

# Trust in professional groups in Austria

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



Base: 1,120 respondents

# Belgium - Findings



**11.1 M**

Population



**7.3 M**

Working population  
(age 15 to 64)



**87.7%**

of age 20-64  
secondary-educated



**CPI 75**

Hardly any per-  
ceived corruption



**-0.3%**

GDP growth rate



**44,990 \$**

GNI per Capita



**7.1%**

Unemployment rate  
(ILO)



With an average rating of 72% in comparison with other countries, the Belgians prove to be slightly above average in terms of the trust expressed in the various professions.

Only in the last three positions does more than half the population appear sceptical: with 45%, the clergy still engender the most trust among the lowest-placed, however, the third last position is a sign of lost trust. This could be connected with the discovery of the decades-long cases of abuse, within the Catholic Church amongst other places. The advertising specialists nevertheless are still trusted by a third of Belgians; that's seven percentage points more than for the politicians, who lie with 25% in bottom place in Belgium too. The politicians are arguably being held primarily responsible for the economic downturn, the high level of the National Debt and the high level of unemployment in the country. However, the poor positioning could also be a consequence of the 20 months without a government, as the formation of a new government took a long time after the 2011 election, due to the conflict between Flemish and Walloons.

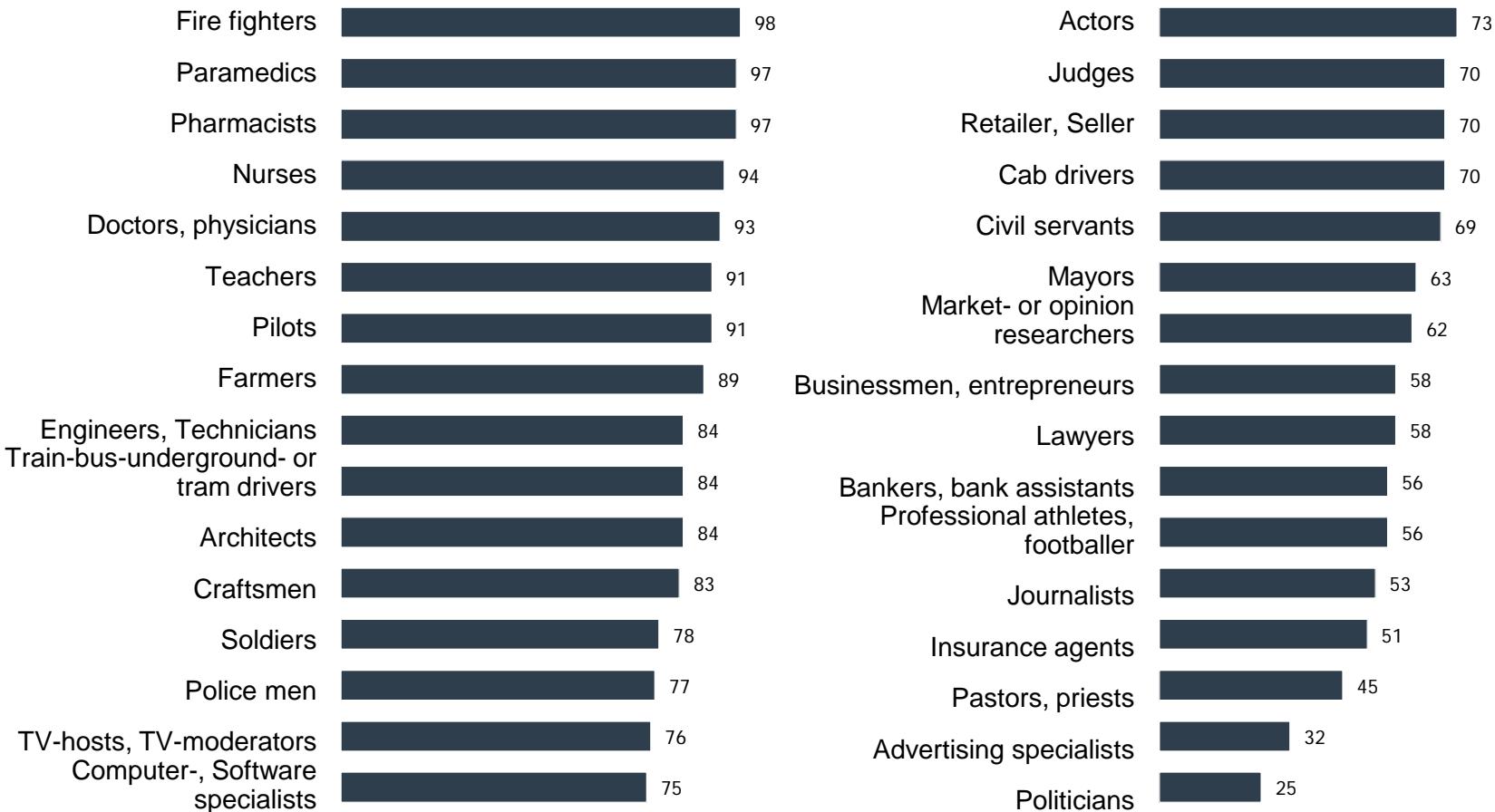
The head of the ranking is occupied by the fire fighters, with 98%. Directly below them follow the health professions: paramedics and pharmacists each experience 97% trust. Nursing staff and doctors are right behind them

with 94% and 93% respectively. Above and beyond this, teachers and pilots are classed as particularly reliable, with 91%.

At 56%, only a good half of all Belgians trust professional athletes and bank assistants. With that, they lie slightly below the professional groups of lawyers and businessmen, which are each at 58%. In comparison with other countries, TV hosts are rated very positively at 76%; they engender only very slightly less trust in the Belgian population than policemen (77%). Architects are trusted by 84%, which puts them on the same level as train drivers and engineers.

# Trust in professional groups in Belgium

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



Base: 1,124 respondents

# France - Findings



**65.7 M**

Population



**42.6 M**

Working population  
(age 15 to 64)



**91.1%**

of age 20-64  
secondary-educated



**CPI 71**

Hardly any per-  
ceived corruption



**0.0%**

GDP growth rate



**41,750 \$**

GNI per Capita



**9.3%**

Unemployment rate  
(ILO)



The average trust in the various professional groups in France lies at 68%. In comparison with other countries, that means just one place above the average. With a top rating of 99%, almost all the French expressed trust in fire fighters, followed by nurses and paramedics, who share second place with 95% each. Trust in pharmacists at 93% is also very strong. Nine out of ten citizens regard pilots as being particularly reliable and almost as many feel the same about doctors and farmers.

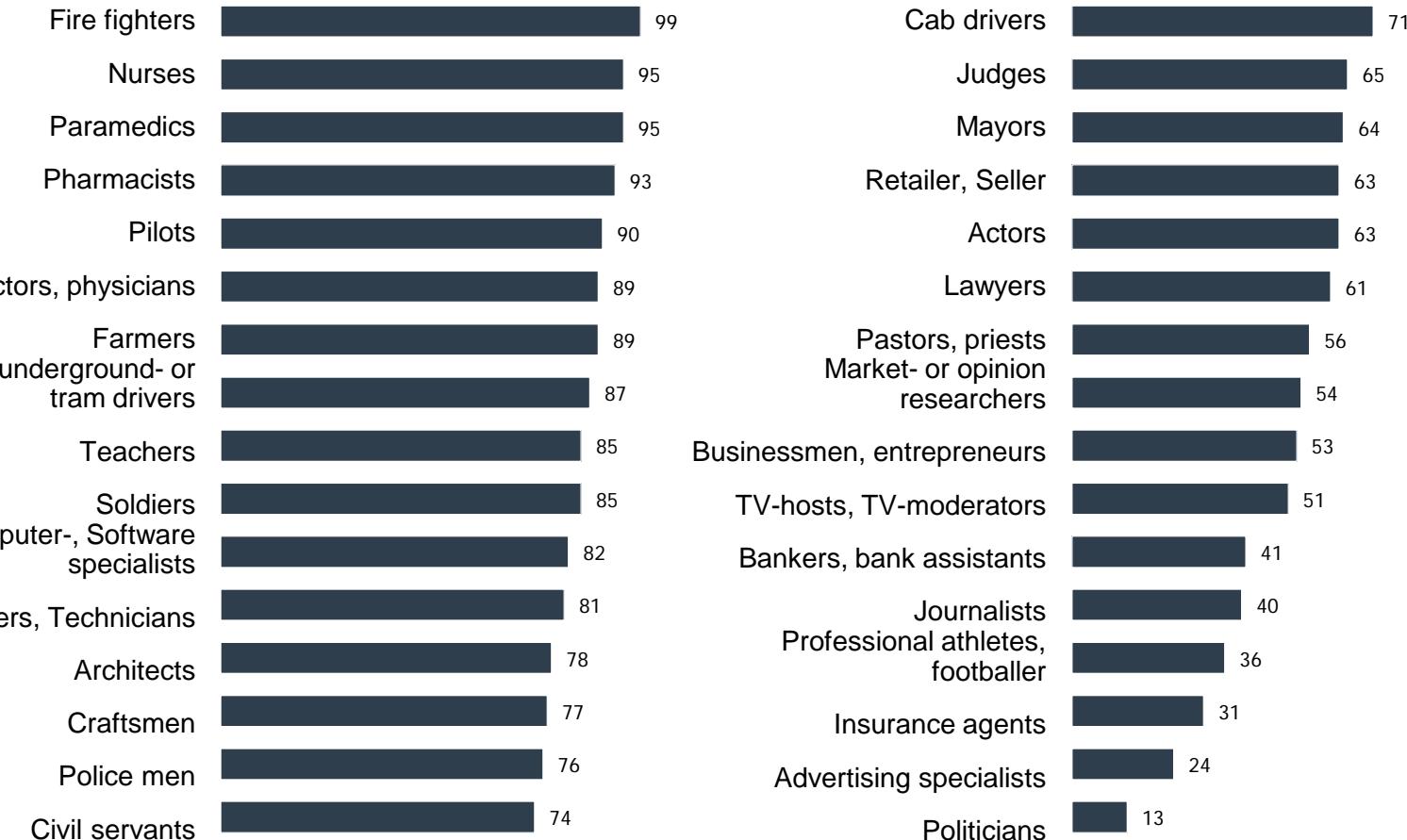
A hardly perceptible level of corruption, according to the CPI with 71 points, and a high proportion of civil servants compared to other countries, corresponds with relatively high level of trust in the professional groups that represent the civil service. Thus about three quarters of the French trust both policemen and civil servants and two thirds judges and mayors.

The TV hosts, who a good half of the French trust, are followed by the bank assistants, by some margin (41%). Journalists are also viewed with some scepticism, only 40% trust them; with 36%, professional athletes lie even lower. Both, the cases of drug abuse in professional cycling discovered in the last few years, in particular in the Tour de France, and the involvement of players of the National Football Team „les Bleus“ in sex scandals could have contributed to these doubts concerning professional athletes and footballers.

More than two thirds of citizens have reservations against insurance agents, and for advertising specialists it's even three quarters of the French. However, it's the politicians who carry the red lantern in the French professional rankings, whereby they also underperform in an international comparison, with a trust rating of 13%. This mistrust could be connected with the growing dissatisfaction with President Hollande's government since he came to office in 2012. Besides the poor economic climate, the illicit earnings accounts scandal involving a budget minister may also have contributed to this weak manifestation of trust.

# Trust in professional groups in France

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



Base: 1,019 respondents

# Germany - Findings



**81.9 M**

Population



**54.1 M**

Working population  
(age 15 to 64)



**97.0%**

Of age 20-64  
secondary-educated



**CPI 79**

Hardly any per-  
ceived corruption



**0.7%**

GDP growth rate



**44,010 \$**

GNI per Capita



**5.9%**

Unemployment rate  
(ILO)



In rating the individual professions, the Germans, with an average of 64%, appear in trend rather more conservative compared with other countries. The fire fighters' profession is judged to be the most reliable. It is right at the top with 97%, closely followed by social professions such as paramedics (96%) and nurses (95%). The Germans also have a relatively high level of trust in doctors and pharmacists with 88% in each case; they lie behind the pilots, who engender the trust of around nine out of ten citizens. At 87%, trust in train drivers is also strong.

Judges and lawyers can be found in the midfield; in an international context, they enjoy a relatively high level of trust, at 74% and 70% respectively. This is probably also due to hardly perceived corruption in Germany with a CPI value of 79 points.

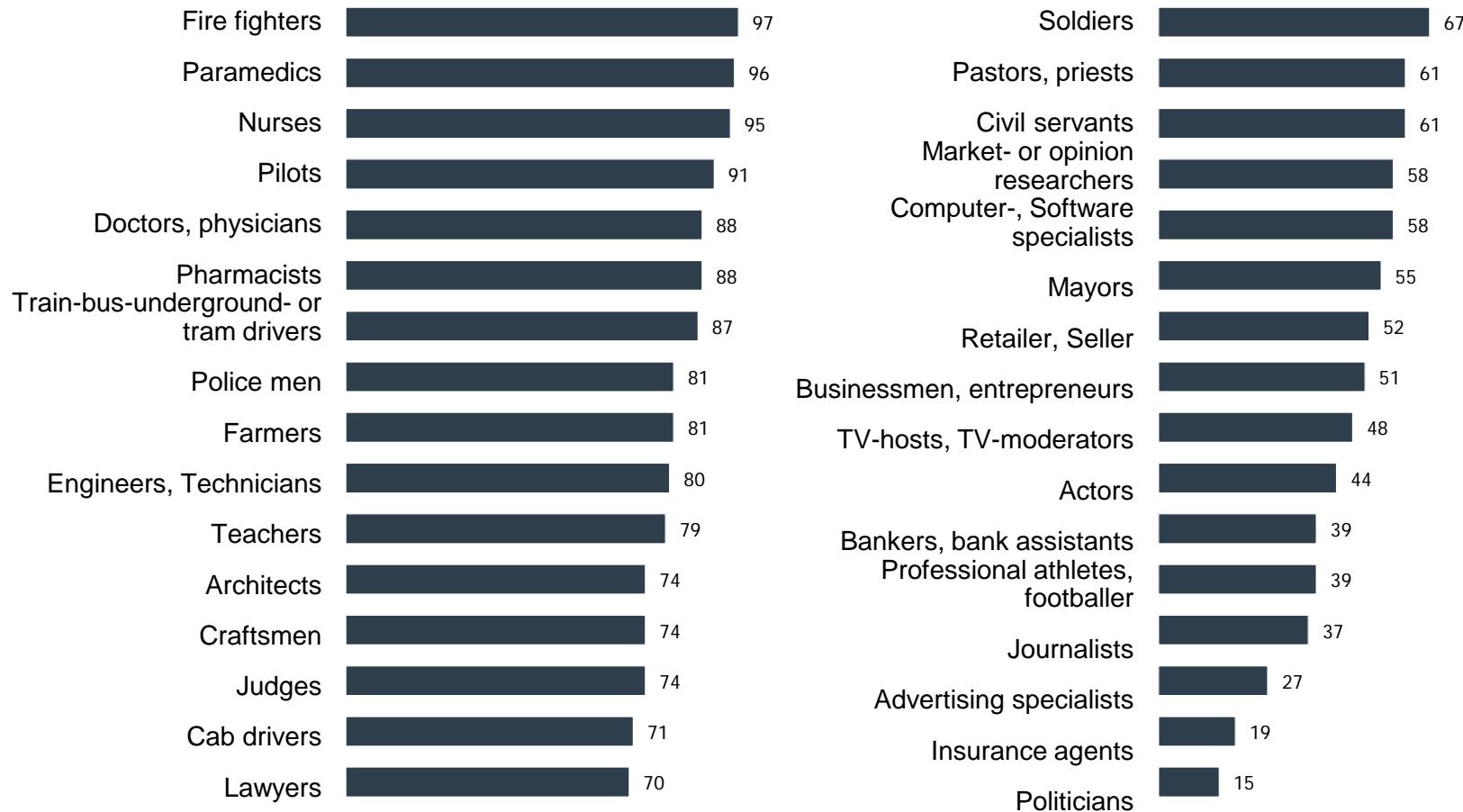
Every fourth profession sampled in this study is trusted by less than half of the Germans: TV hosts and actors exhibit trust ratings that lie just below the 50% mark. The Germans are also sceptical about bankers and bank assistants (39%). Besides the continuing banking crisis, the publicly discussed cases of inadequate advice quality or false advice for financial investments could also be responsible for this. The trust in professional athletes or footballers is also rather low, at 39%. This could result from the fact that recently, some athletes, e.g. professional

cyclists, have had to admit to long years of drug taking.

All the same, ten percentage points separate the journalists (37%) from the trio at the end of the ranking: third from bottom are the advertising specialists (27%), followed by the insurance agents, who are only just trusted by every fifth person. Finally, it comes as no surprise that also in Germany the least trust is bestowed upon the politicians, at 15%. Whether this is because the Parliamentary elections were in their final 'hot' phase at the time of the survey – and candidates love to make lots of promises – will show up in the next survey in two year's time.

# Trust in professional groups in Germany

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



Base: 2,039 respondents

# Italy - Findings



**60.9 M**

Population



**39.9 M**

Working population  
(age 15 to 64 )



**87.6%**

Of age 20-64  
secondary-educated



**CPI 42**

High perceived  
corruption



**-2.4%**

GDP growth rate



**33,840 \$**

GNI per Capita



**8.4%**

Unemployment rate  
2011 (ILO)



Even under the new Government under Minister President Letta, Italy does not seem to have found its way to stability. After the Parliamentary elections in February 2013 it took around two months until, for the first time in Italy, a grand coalition was able to take up its duties. In autumn, ex-Prime Minister Berlusconi attempted to destabilise the Government in order to avoid losing his political posts. This and the numerous political scandals of the last few years, not only caused by Berlusconi, are certainly the trigger for the very critical perception of politicians: only 12% of the population trust them, which means the tail light in the trust ranking. Thus, it can already almost be spoken of a climate of mistrust, that is expressed in clearly perceived corruption and causes a low level of trust in judges (52%), lawyers (43%), civil servants (41%) and mayors (37%).

Almost a third of the examined professional groups rank amongst trust ratings below the 50% mark and the highest rating, enjoyed by the fire fighters, also lies merely at around 86%. This is the origin of the relatively low average trust across all professional groups; With not more than 60% compared to other countries, Italy only occupies the fifth last place. Besides political themes, the trust of the Italian population is presumably also influenced by the economy, which has been shrinking for two years, high youth unemployment and the continuing high National Debt. In the course of the banking crisis it comes as no surprise

that bankers (27%) have the second worst rating; insurance agents with 29% lie only slightly above. The trust in entrepreneurs (39%) is also low compared to other countries. This might possibly be due to the recently discovered false accounting scandal of an eminent Milan family business, in which above all small shareholders were harmed.

At the upper end of the ranking, also in Italy, pharmacists (85%), nurses (84%) craftsmen and farmers with 84% and 83% respectively, could position themselves in the top 5 alongside the fire fighters. Thus they rank just above teachers and paramedics with 81%.

# Trust in professional groups in Italy

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



Base: 1,003 respondents

# Netherlands - Findings



**16.8 M**

Population



**11.2 M**

Working population  
(Age 15 to 64)



**89.1%**

Of age 20-64  
secondary-educated



**CPI 84**

Hardly any per-  
ceived corruption



**-1.0%**

GDP growth rate



**48,250 \$**

GNI per Capita



**4.4%**

Unemployment rate  
(ILO)



In the Netherlands, with an average trust rating of 70% across all professional groups, the population presents itself above average compared internationally to other countries. There is a good reason for this: with a CPI of 84 points, the Netherlands boasts a hardly perceptible level of corruption – even if that is certainly not the sole deciding factor for reciprocal trust.

The pole position is occupied by the fire fighters here too, with 96%. They are followed with gaps of only one percentage point in each case by paramedics and nurses. The health professions are generally situated high in the ranking, as only teachers (89%) and pilots (92%) are ranked higher than the pharmacists and doctors, who account for 88% each.

Policemen are also relatively well positioned in the Netherlands; 82% trust them. The fact that the art thieves of Rotterdam, who were responsible for the spectacular theft and destruction of paintings worth several million Euro, were caught very quickly could have contributed to this. In addition, the Politie has a very citizen-orientated attitude.

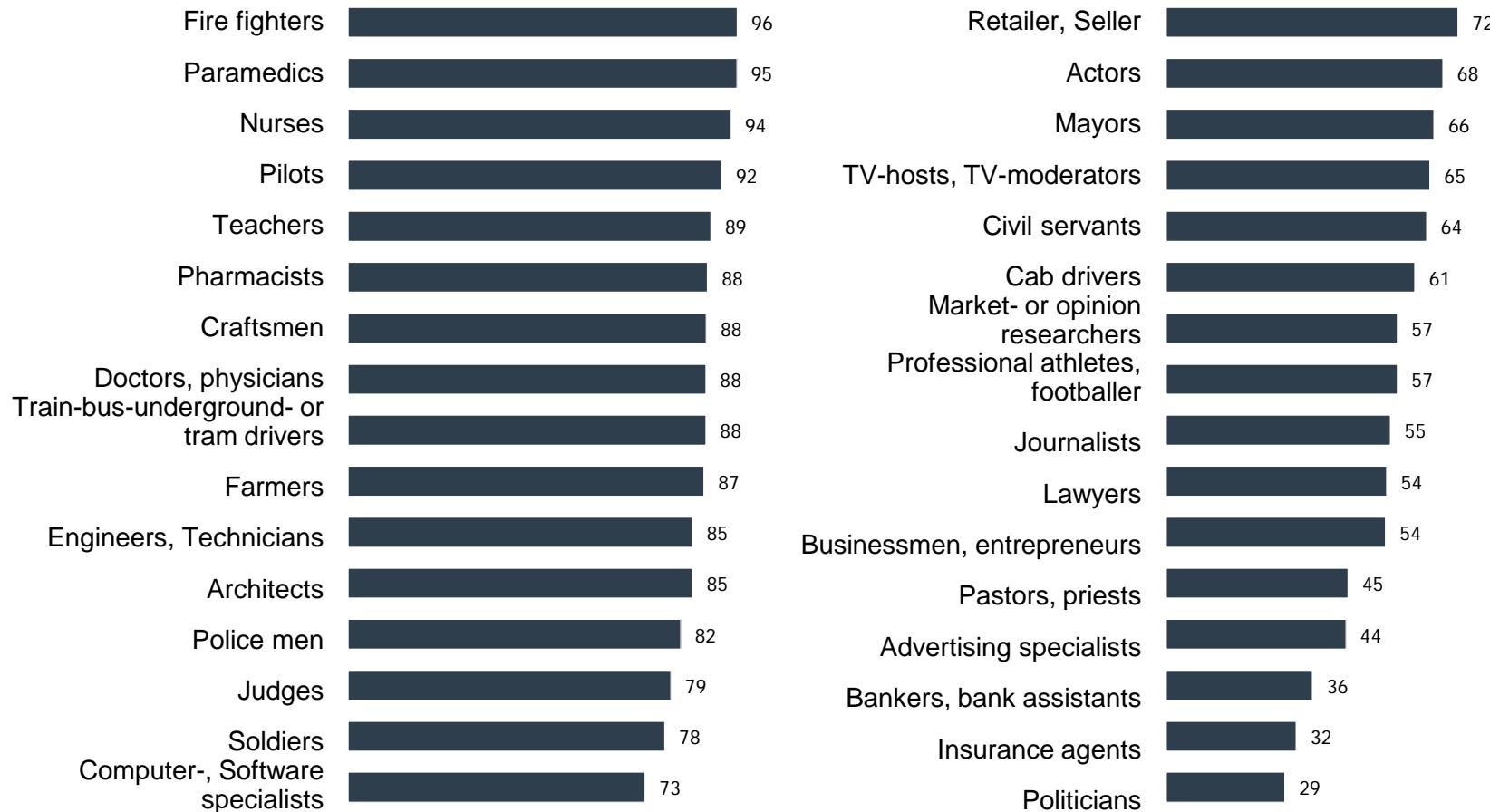
Only five professional groups are trusted by less than half of the Dutch: Thus the clergy with 45% are met more with caution, which, in view of the proportion of those without a religious affiliation in the population (42%) does

not come as much of a surprise. Equally low levels of trust are engendered by advertising specialists (44%) and the financial sector: bankers are trusted by only 36% and insurance agents by 32% of Dutch citizens.

Politicians form the tail light in the Dutch trust ranking, despite a “good” rating of 29% compared with other countries. The country’s economic situation, which is in the third recession in four years, due to the Euro crisis and weakening exports, might well play a major role here.

# Trust in professional groups in Netherlands

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



Base: 1,001 respondents

# Poland - Findings



**38.5 M**

Population



**27.6 M**

Working population  
(age 15 to 64)



**87.3%**

Of age 20-64  
secondary-educated



**CPI 58**

Perceived corruption



**1.9%**

GDP growth rate



**12,670 \$**

GNI per Capita



**9.6%**

Unemployment rate  
(ILO)



The Pole position among the professional groups in Poland is occupied by the fire fighters, with a rating of 94%, closely followed by nurses with 93%. Paramedics and pharmacists are also classed as particularly reliable by the population, with 88% and 87%, respectively. On the other hand, doctors, who also count amongst medical staff, are only met with 80% trust. This could be connected to the increasing lack of doctors, which is partially caused by the increased emigration of young doctors to Western European countries. Due to that fact this professional group is getting steadily older in Poland.

However, the scepticism towards policemen and judges is considerably greater: only 59% and 56%, respectively, trust them. This result is in line with an increased perception of corruption in Poland, which is expressed in a CPI value of 58 points.

Exactly half the citizens – a high proportion compared to the rest of Europe – trust bank assistants. That could be related to the fact that Poland is less strongly affected by the economic and banking crisis than other countries. Journalists and civil servants lie just below the 50% mark. Also, only 47% bestow trust on the clergy. In Poland, which is characterised by Catholicism, the public debates on the abuse of children by Polish priests have certainly contributed to this sceptical rating. One place behind is the professional group of businessmen, who are only trusted by

45% of the citizens of the former communist country.

Far behind at the end of the scale are the politicians, whom with only 16% clear mistrust is expressed. One reason for this could be the current dissatisfaction with the Polish Government under Prime minister Tusk, whose party has in the meantime lost in several mayoral elections in major cities. In contrast to politicians generally, the mayors, i.e. the local politicians, are met with a noticeably higher level of trust from the population: with 45%, they are ranked on the fourth from bottom place – ahead of insurance agents with 39%.

# Trust in professional groups in Poland

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



Base: 1,000 respondents

# Russia - Findings



**143.5 M**

Population



**103.5 M**

Working population  
(age 15 to 64)



**98.0%**

of age 20-64  
secondary-educated



**CPI 28**

High perceived  
corruption



**3.4%**

GDP growth rate



**12,700 \$**

GNI per Capita



**6.6%**

Unemployment rate  
(ILO)



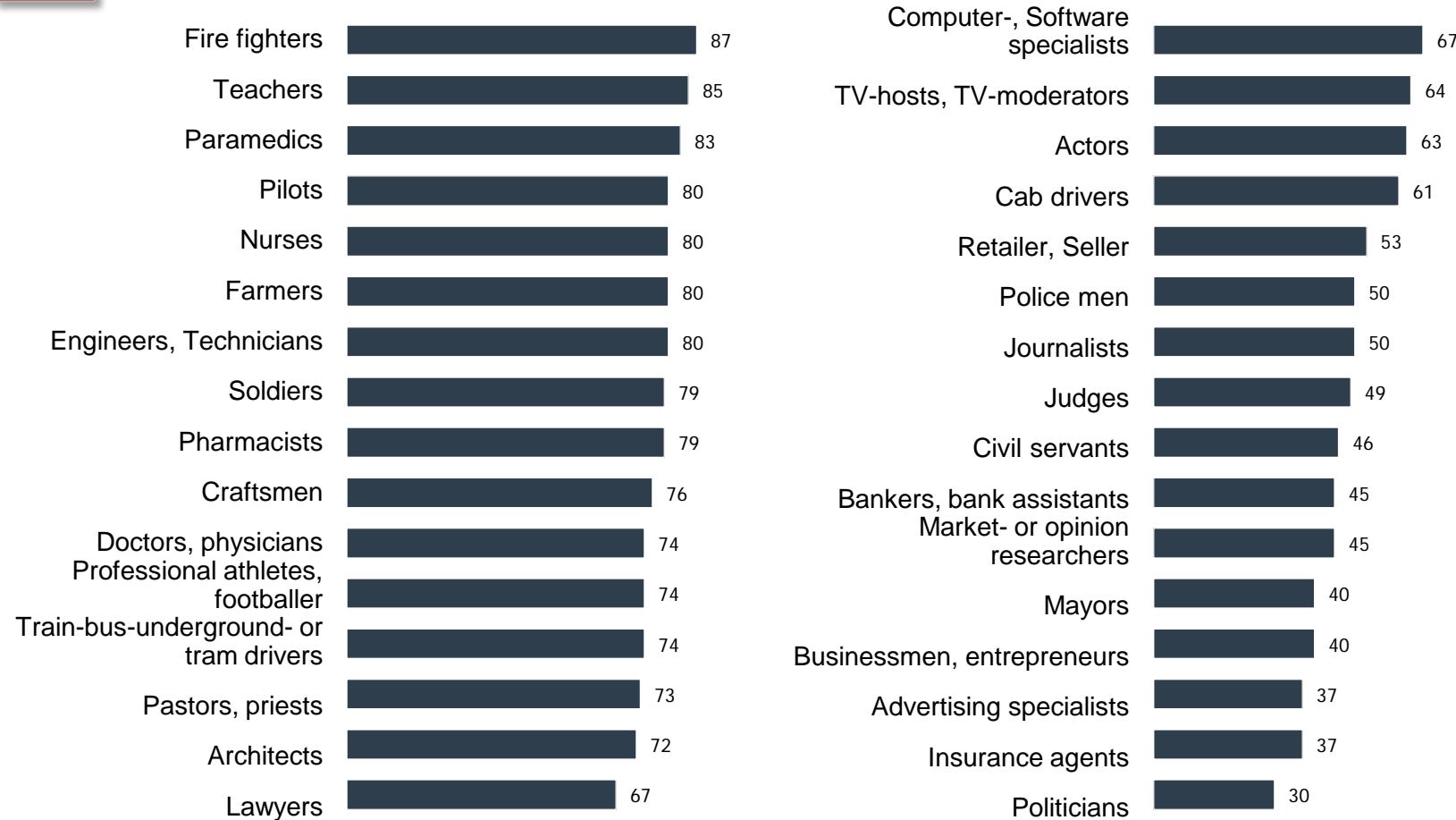
The Russian trust list displays a relatively small range: the highest level of trust is enjoyed by the fire fighters with 87%, a fairly low value in comparison with other countries. Politicians are at the bottom of the scale, but with 30% they score well in an international context. Trust across all levels in Russia lies, with 63%, at four percentage points below the country average.

Close behind the fire fighters in second and third place are the teachers with 85% and paramedics with 83%. Four professional groups have the trust of 80%: besides the pilots and nurses, the citizens also have strong trust in farmers and engineers. Doctors are only trusted by 74% and share this rank with the professional athletes and train drivers. That can doubtlessly be attributed to health care problems that have their origins in a lack of staff and to some extent in the outdated medical equipment. The clergy are trusted by 73% of Russians. This high trust rating is clearly connected with the fact that Religion is very important in Russia: around 70% of the population are committed to the Russian Orthodox belief. Violating religious convictions became a specific criminal offence in June 2013, which can be regarded as a reaction to the performance of the band "Pussy Riot" in February 2012 criticising both religion and the Government, for which some of the band members were sentenced to imprisonment in prison camps.

The clearly perceived corruption in Russia is reflected by the poor placing of policemen (50%), judges (49%) and civil servants (46%). This is also confirmed by an investigation by Transparency International, according to which a majority of Russians view the anti-corruption measures initiated by the Government as ineffective. The Russian population is also just as sceptical about mayors; however, the latter can still gather 10 percentage points more trust than politicians generally (30%). Businessmen are also placed at the lower end of the rankings (40%); in Russia this is a group that is met with very little trust, against a background of the wealth gained by the oligarchs. Advertising specialists and insurance agents form the tail light, with 37% each.

# Trust in professional groups in Russia

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



Base: 2,178 respondents

# Spain - Findings



**46.2 M**

Population



**31.4 M**

Working population  
(age 15 to 64)



**76.7%**

of age 20-64  
secondary-educated



**CPI 65**

Perceived corruption



**-1.4%**

GDP growth rate



**30,110 \$**

GNI per Capita



**21.6%**

Unemployment rate  
2011 (ILO)



In Spain, trust in the various professional groups diverges more than in hardly any other country: while almost all Spaniards (97%) trust the fire fighters, just 5% of the population express trust in the country's politicians. Besides the continuing high level of unemployment and the poor economic situation, the discovery of various corruption scandals might also be responsible for this. Thus the Government party "Partido Popular" (PP) has been accused of illicit earnings transactions and illegal special payments to people at the top of the party, over many years, which has heavily damaged the standing of Prime Minister Rajoy. In Andalusia on the other hand, the political opposition also sees itself confronted with accusations of corruption.

With ratings between 54% and 42%, civil servants, lawyers and judges are considerably better placed than the politicians, to be sure, but in comparison with other European countries, the level of trust tends to be low. This scepticism is doubtless also a consequence of the perceived corruption, which is reflected by a CPI of 65 points.

Overall, it is no wonder that the level of trust, with an average rating of 63%, is rather subdued when compared to other countries.

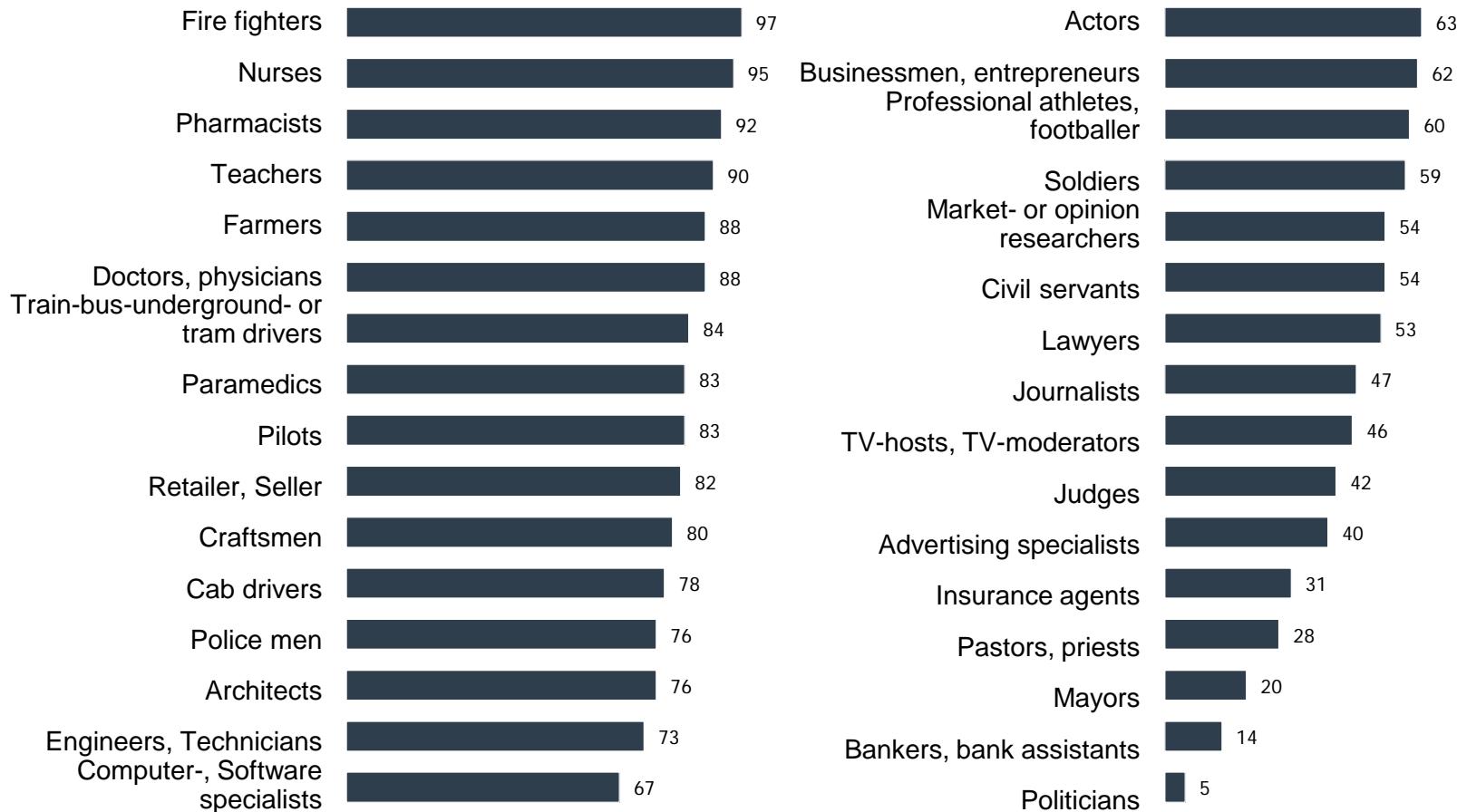
There are however professional groups with very high trust ratings – as well as the fire fighters in first place, for

instance nurses and pharmacists can register 95% and 92%, respectively. In a country context, teachers are also well-positioned; 90% of the citizens trust them, and in the process somewhat more than the doctors and farmers (each 88%). Despite the serious train accident near Santiago de Compostela in summer 2013, when many people lost their lives probably due to the train driver's negligence, 84% of Spaniards trust the train, bus, underground and tram drivers.

At the end of the ranking, the banking crisis caused by the burst property bubble makes itself noticeable, as Spain was particularly badly affected by the economic downturn: in next-to-bottom place are the bankers, trusted by only 14%.

# Trust in professional groups in Spain

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



Base: 1,020 respondents

# Sweden - Findings



**9.5 M**

Population



**6.2 M**

Working population  
(age 15 to 64)



**95.5%**

of age 20-64  
secondary-educated



**CPI 88**

Hardly any per-  
ceived corruption



**0.7%**

GDP growth rate



**56,210 \$**

GNI per Capita



**7.5%**

Unemployment rate  
(ILO)



Across all professional groups, trust in Sweden lies at 67%; in comparison with other countries that means a midfield placing. The top quartet are paramedics and fire fighters, who with 98% in each case are trusted by almost all Swedes, and pilots and nurses with 96% and 94% respectively. There's already some margin to 5th place, the farmers with 89%. They lie just ahead of engineers, pharmacists, doctors and teachers, who display trust ratings of between 85% and 88%.

Judges and policemen also enjoy a high level of trust with 81% and 82%, respectively, which may well be due to the hardly perceived corruption in Sweden. However, the professional groups of civil servants, who have the trust of 56% of Swedes, and the mayors, who only attain a rating of 33%, can apparently profit less from the image of low corruption.

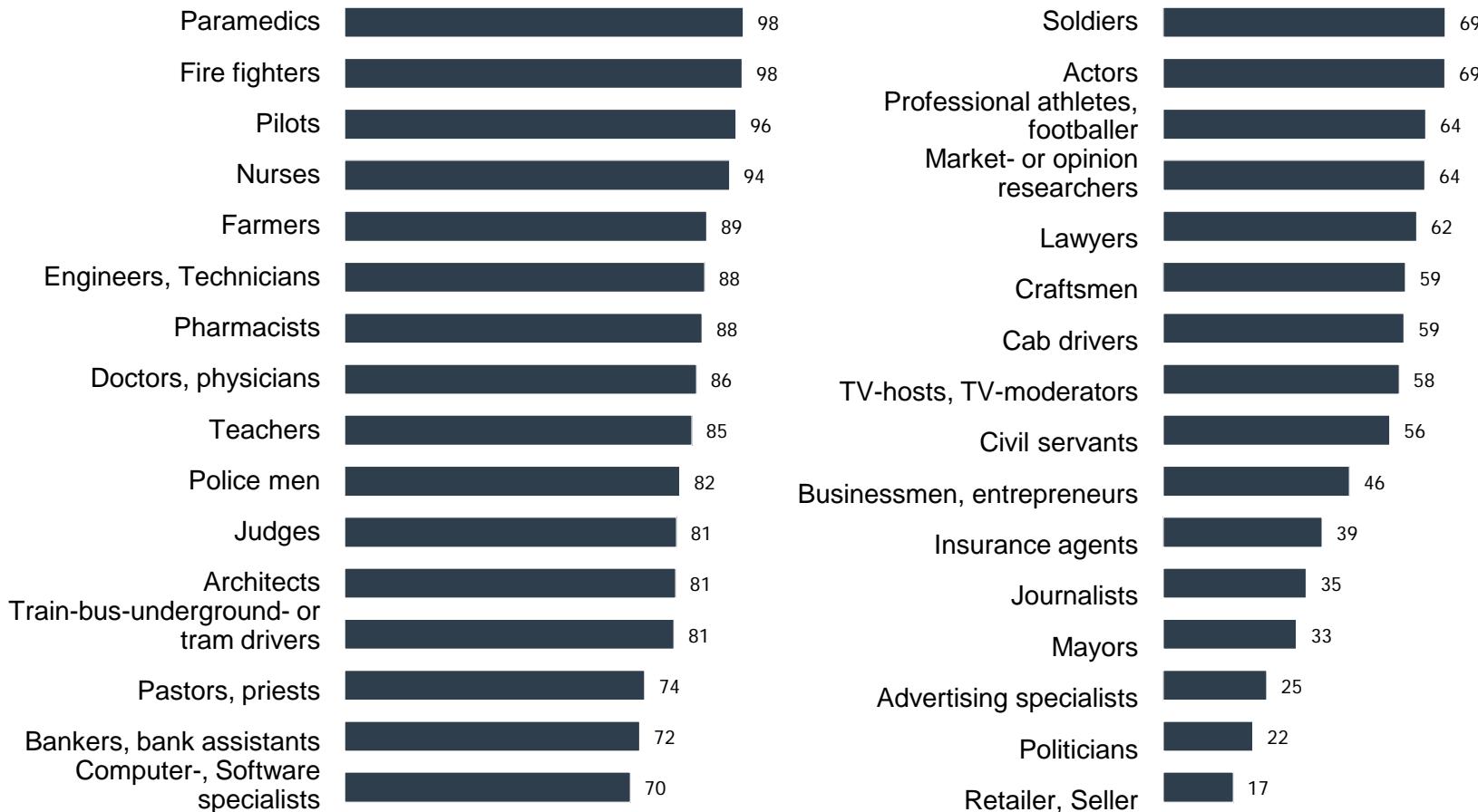
The businessmen follow at a relatively large distance; they are classed by 46% of those questioned as trustworthy. Thus they lead that group of professions, that is trusted by less than half of Swedish citizens. Clearly beaten in third last place are the advertising specialists, who are only trusted by 25%. With only 22%, politicians are rated even worse. This might possibly be connected with the youth riots in May in the suburbs of Stockholm and other towns. The violent clashes were triggered by the killing of

an immigrant by the police. However, the cause is deemed to be the relative lack of prospects in these suburbs, which have a high level of youth unemployment.

The tail light in the ranking of professions is constituted by the traders and retailers with a – even in an international comparison – low rating of 17%. In huge but thinly populated Sweden (23 residents per km<sup>2</sup>), online and mail order shopping – from other countries too – has played a major role for a long time. Thus negative experiences of telephone marketing and fraud on the internet have a much higher influence on the rating than it is the case in other countries with mostly over-the-counter trade.

# Trust in professional groups in Sweden

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



Base: 1,000 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.

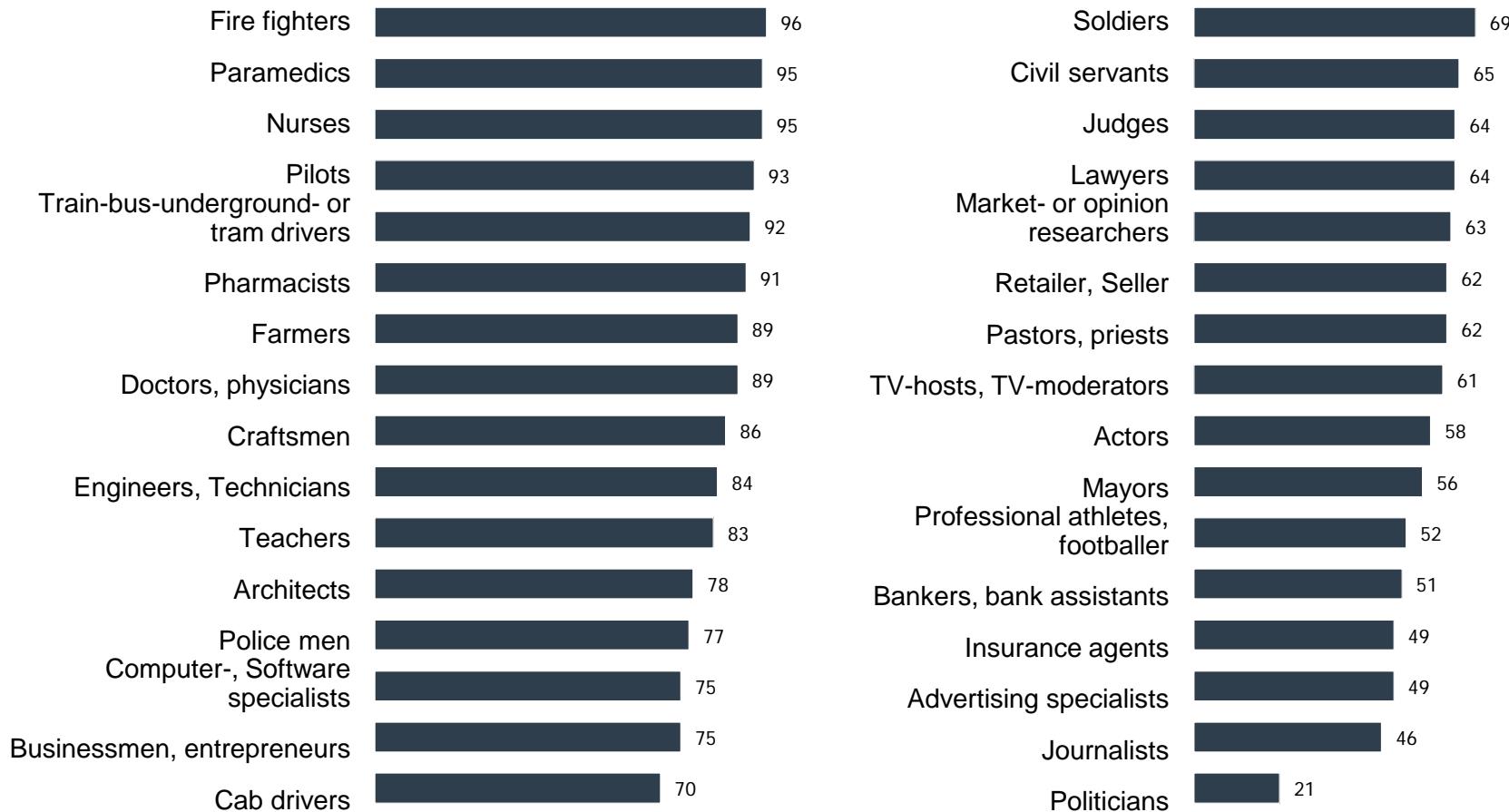
The lower placings are led by the professional athletes and footballers, who with 52% have the trust of hardly more than half the population. The bankers group is next in the rank order with only one percentage point less (51%). This is doubtless the effect of the financial crisis and the banking scandals. 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

# Turkey - Findings



**74.0 M**

Population



**50.0 M**

Working population  
(age 15 to 64)



**42.0%**

Of age 20-64  
secondary-educated



**CPI 49**

High perceived  
corruption



**2.2%**

GDP growth rate



**10,830 \$**

GNI per Capita



**9.8%**

Unemployment rate  
(ILO)



Trust in the professional groups in Turkey shows a comparatively weak spread: the field is led by the pharmacists with 90% trust. The other end of the scale is occupied by the politicians, who nevertheless still have the trust of a good third of the population. Besides the politicians, only policemen rank below the 50% mark – most professional groups clearly have the trust of more than half the citizens.

As already mentioned, policemen tend to be rated rather poorly, so that they rank at the next-to-bottom place with 48%. The violent reaction of the police to the protests in May and June 2013 has undoubtedly contributed to this. In confrontations between the police and demonstrators, amongst other things, tear gas, water cannon and rubber bullets were used. In the process, some demonstrators lost their lives, many were injured and hundreds were arrested. The demonstrations, which were originally triggered by Government construction plans for Gezi-Park in Istanbul, developed into a country-wide protest movement against police violence and the authoritarian leadership style of the Government under Minister President Erdogan that lasted for weeks. Against this background, the low level of trust also in politicians comes as no surprise – and had the latest allegations of corruption been known at the time of the survey, the rating would doubtless have been even worse.

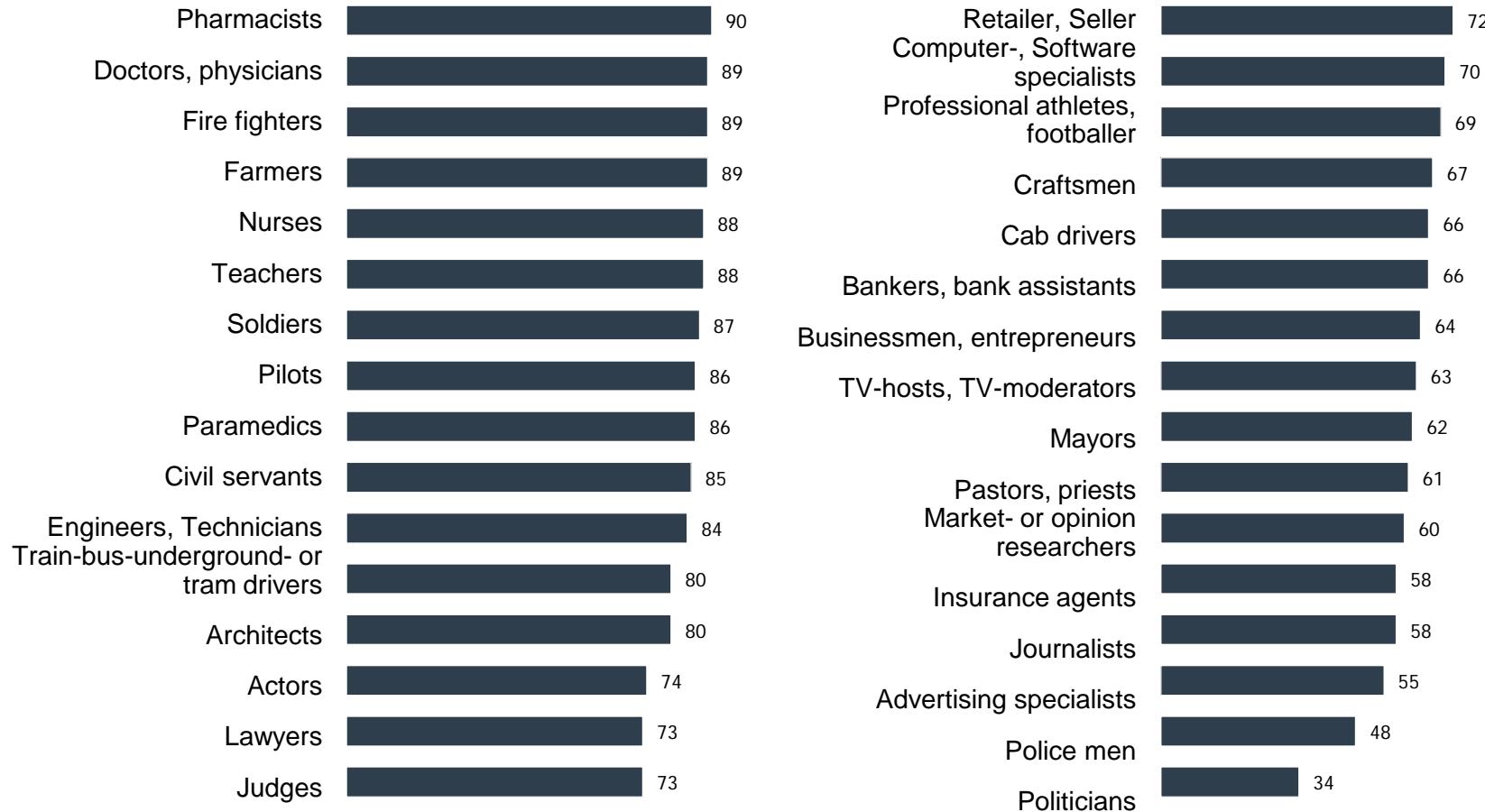
Back to the upper end of the ranking: second place is

shared by the professional groups of doctors, fire fighters and farmers, with 89% in each case. Around one third of Turkish employees, in particular in the infrastructurally less-developed East and Southeast, works in agriculture and earns a total of almost 10% of the GNP.

Despite the clearly perceived corruption in the country, with 85%, civil servants enjoy a relatively high level of trust. Lawyers and judges can also garner 73% approval each. The clergy are judged to be reliable by 61% of the citizens in a Turkey that is mostly characterised by Sunni Islam.

# Trust in professional groups in Turkey

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



Base: 1,011 respondents

# UK - Findings



**63.2 M**

Population



**41.7 M**

Working population  
(age 15 to 64)



**80.1%**

of age 20-64  
secondary-educated



**CPI 74**

Hardly any per-  
ceived corruption



**0.3%**

GDP growth rate



**38,250 \$**

GNI per Capita



**7.8%**

Unemployment rate  
(ILO)



In the United Kingdom too, the fire fighters, who with 96% enjoy an exceptionally high level of trust, occupy the pole position. Above and beyond that, the British population considers in particular the medical professions to be very reliable. The ranking of medical professions is led by the paramedics with a trust rating of 95%, closely followed by the pharmacists and nurses with 93% each and finally the doctors, who like the pilots account for 90% of the trust.

In the United Kingdom also, the last place on the scale is occupied by the politicians, who, with 17% meet with only a low level of trust. Amongst other things, the sluggish route out of the economic downturn and also other bad news, such as the high ratio of child poverty, might be responsible for the scepticism towards politicians: according to a Government study, in 2011 to 2012 one in six children lived in poverty. At 26%, trust in journalists is also very weak. That could be a result of the Murdoch scandal around illegal research practices.

The media entrepreneur was also said to have a close relationship with Prime Minister Cameron.

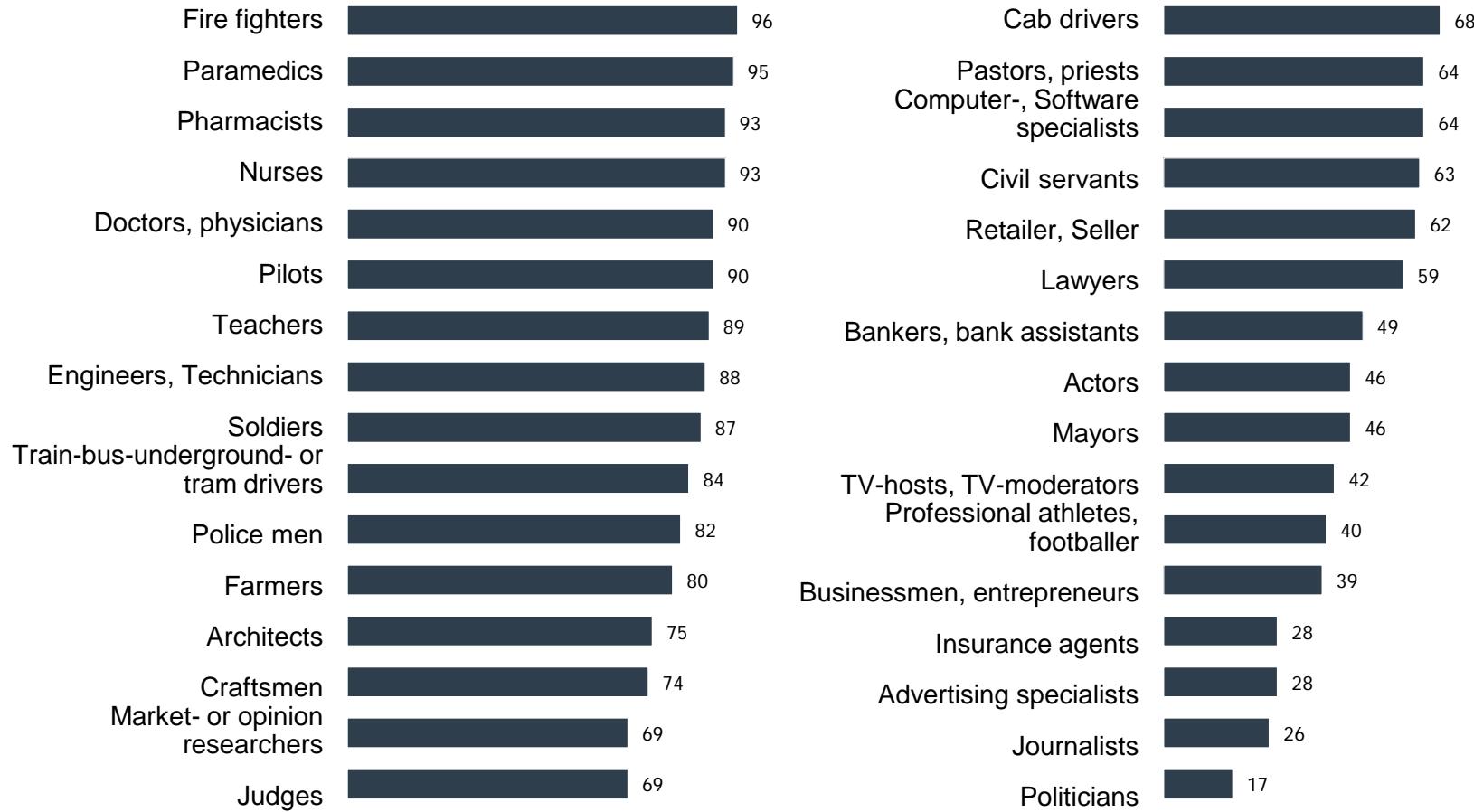
Only just every second Briton, and that means a gap of 10 percentage points to the next highest placed, the lawyers, trusts the bankers or bank assistants. This is undoubtedly a consequence of the financial crisis, under which the country with its large and important financial

sector particularly suffered.

A relatively poor placing, in comparison with other countries, is taken by the businessmen, who only 39% trust. Just recently, the revelation of spying activities by the British secret service, in which a multitude of communications channels were eavesdropped on with the assistance of two major British IT concerns, caused an uproar – and possibly damaged the standing of businessmen generally. One position above them are the professional athletes with 40%. Hosting the 2012 Olympic Games in London apparently had no positive effect on their, in a European comparison, rather poor image.

# Trust in professional groups in UK

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



Base: 985 respondents

# Canada - Findings



**34.9 M**

Population



**24.2 M**

Working population  
(age 15 to 64)



**93.7%**

of age 20-64  
secondary-educated



**CPI 84**

Hardly any per-  
ceived corruption



**1.7%**

GDP growth rate



**50,970 \$**

GNI per Capita



**7.4%**

Unemployment rate  
(ILO)



The Canadians distinguish themselves by a very high average trust across all professional groups. With a rating of 77%, the country ranks in third place in the global comparison, which is undoubtedly a result of the low level of corruption in Canada. This on the whole strongly declared trust stems from the fact that almost all professional groups experience a relatively high level of trust. Only the two lowest placed professions lie substantially below the 50% mark.

Pole position is occupied by the fire fighters with 98%, closely followed by the paramedics, pharmacists and nurses, who with one percentage point less are competing for second place. Canadians also regard pilots as being particularly reliable; 96% of the people trust them. To cover long distances in the third largest country on earth, which is however very thinly populated, domestic flights are a daily necessity. Trust in doctors and farmers is not much weaker, at 95% and after all, nine out of ten citizens trust architects; train drivers and engineers each have one percentage point more.

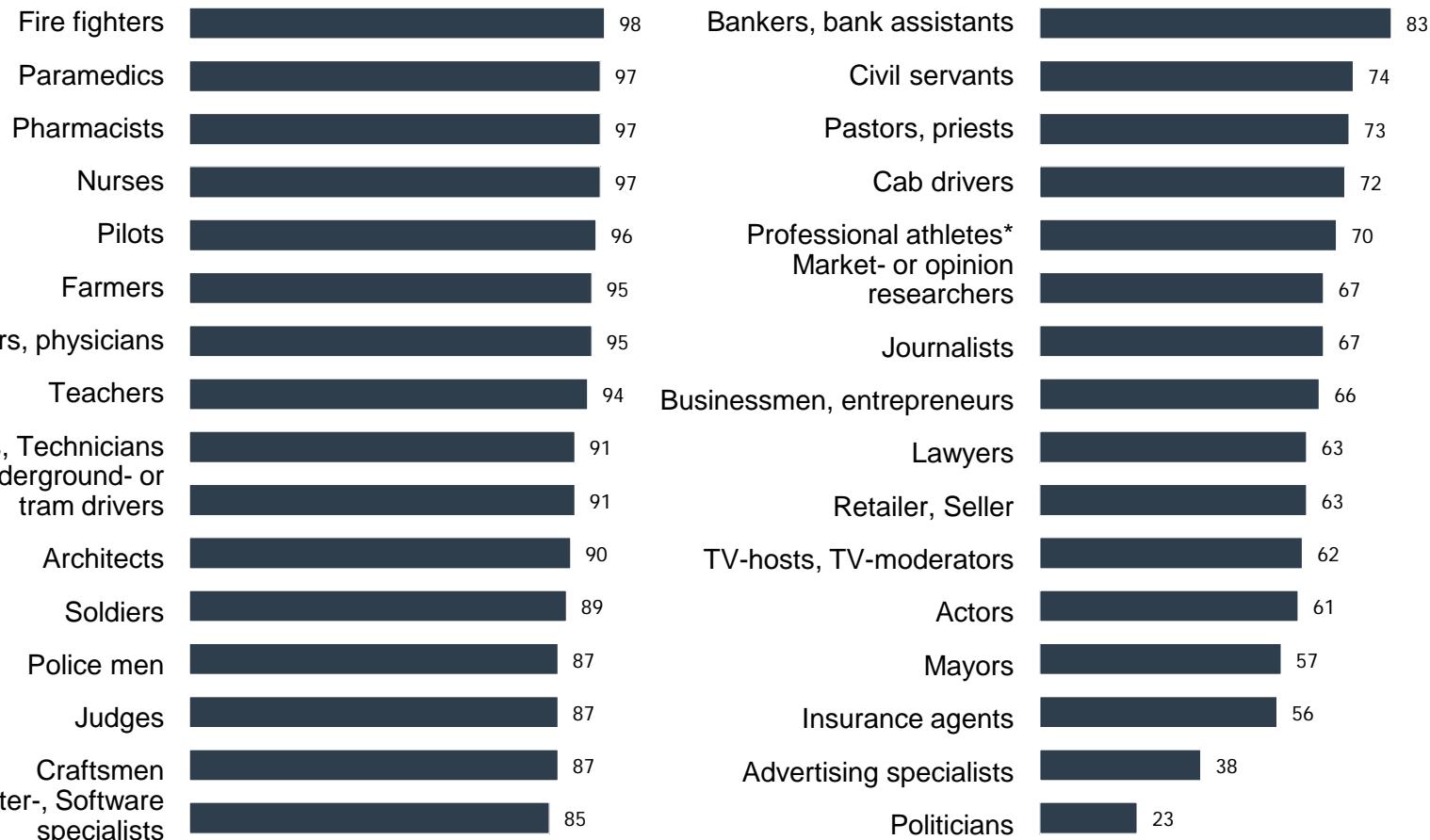
The Canadians also mistrust politicians the most (23%) and thus these occupy the bottom spot, 15 percentage points below the advertising specialists. The Canadian Government may have caused uncertainty within the population with the announcement that the secret

service was monitoring international internet and telephone traffic. Although mayors lie seven percentage points above the 50% mark, they only sit in fourth bottom place, only just ahead of the insurance agents, who have 56%.

A good 60% of citizens have trust in professions in the entertainment industry, namely actors and TV-hosts. Businessmen achieve a rating of 66%, which, in view of the generally high level of trust, appears relatively low. The announcement by the former smart phone market leader, Blackberry, of a massive reduction in jobs as a consequence of substantial losses and sinking market share could have affected this result.

# Trust in professional groups in Canada

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



\*different from other countries, in Canada the questionnaire referred to professional athletes in general  
 Base: 1,005 respondents

# USA - Findings



**313.9 M**

Population



**209.7 M**

Working population  
(age 15 to 64)



**94.5%**

of age 20-64  
secondary-educated



**CPI 73**

Hardly any per-  
ceived corruption



**2.2%**

GDP growth rate



**50,120 \$**

GNI per Capita



**8.9%**

Unemployment rate  
(ILO)



With an average of 73%, the US-American population displays a particularly high level of trust in the various professional groups in comparison with other countries. A third of the professions sampled are actually trusted by more than nine out of ten citizens.

The fire fighters are at the top of the trust ranking with 97%. Following directly behind, each with a one percentage point gap are paramedics (96%), nurses (95%) and pharmacists (94%). To complete the series of medical professions, we're still missing the group of doctors, who are in eleventh place with 88% trust. Despite employment falling for decades in the primary economic sector in the USA too – in 2012 only 1.6% of the workforce was still employed in this industry – the farmers, who are crucial for feeding the population, are classed in the USA as very trustworthy with 94%.

With a trust rating of 80%, civil servants are also well-placed. This can doubtless also be attributed to the low perception of corruption in the country. The clergy are also trusted by 80% – which appears hardly astonishing considering the much-practiced multi-faceted religiousness in the country.

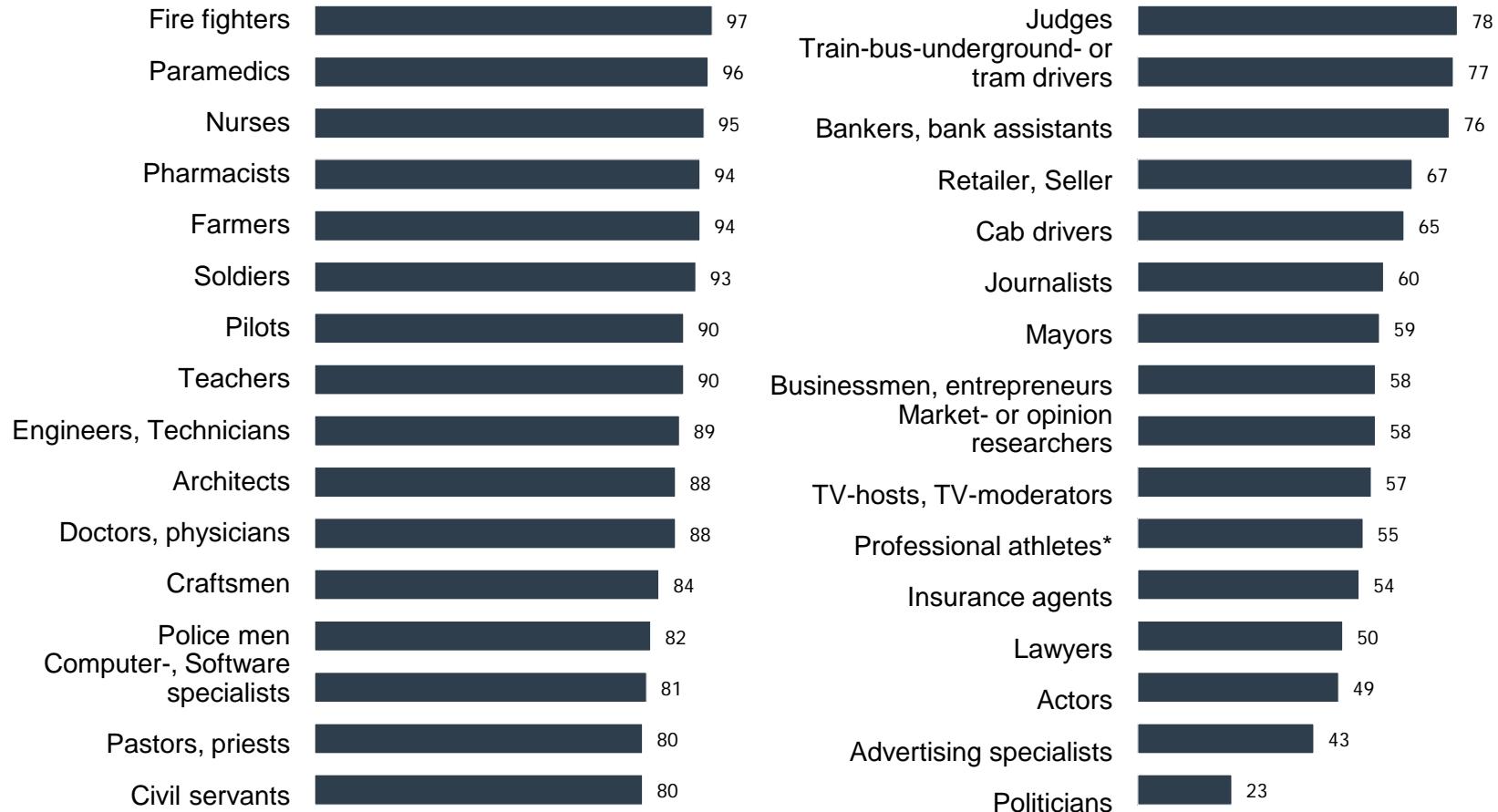
On the other hand, market and opinion researchers (58%), TV hosts (57%) and professional athletes (55%) meet with a substantially lower level of trust. In fourth-from-

bottom place is the professional group of lawyers, who are trusted by only every second citizen. The US-Americans are also divided when it comes to actors, who do not quite attain the 50% mark.

The lowest rank behind the advertising specialists (43%) is occupied, with a substantial gap and a trust rating of 23%, by the politicians in the USA too. A reason for this, according to current surveys, might possibly also be the US population's strong dissatisfaction with the Government under President Obama, to which the NSA affair, the planned reform of the health service and the continuing discussion regarding military intervention in the civil war in Syria have undoubtedly also contributed.

# Trust in professional groups in USA

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



\*different from other countries, in the US the questionnaire referred to professional athletes in general  
 Base: 1,000 respondents

# Argentina - Findings



**41.1 M**

Population



**26.5 M**

Working population  
(age 15 to 64)



**59.8%**

of age 20-64  
secondary-educated



**CPI 35**

High perceived  
corruption



**1.9%**

GDP growth rate



**9,740 \$**

GNI per Capita



**7.2%**

Unemployment rate  
(ILO)



The corruption scandals amongst members of the Government, growing criminality and the present lack of economic successes of the Government under President Kirchner appear to also have had an effect on the population's trust: with an average trust of just 55%, Argentina is the tail light in comparison with other countries. Correspondingly few of the professional groups surveyed receive high trust ratings; only around half are above the 50% mark.

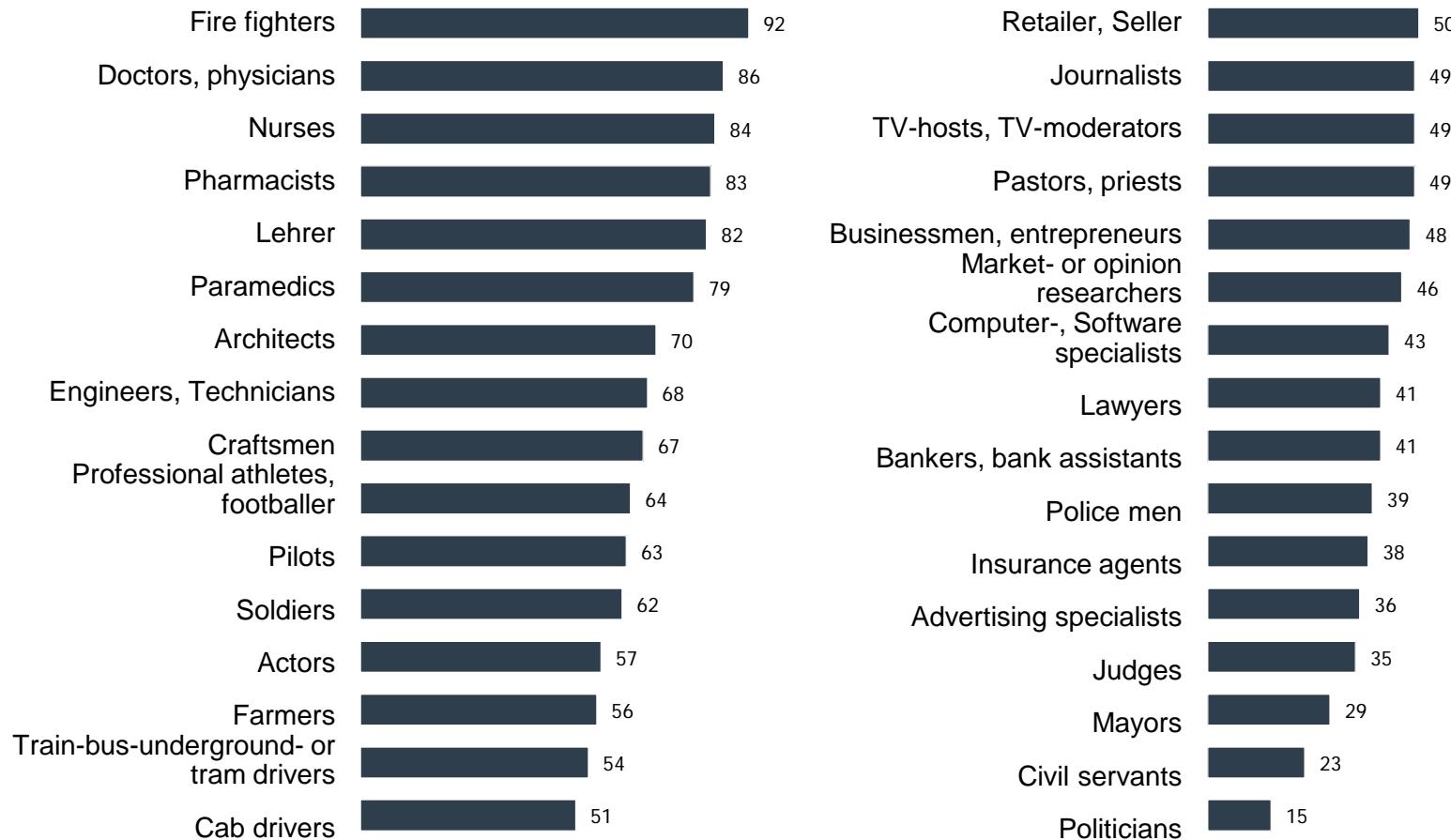
Dissatisfaction with the political leadership and corruption almost certainly also contribute to the lowest placings: judges lead the tail end of the rankings with 35% and even policemen are not much better rated, with 39%. That is doubtless a consequence of the increasing criminality in the country. Mayors are already viewed with mistrust by more than two thirds of the population, just 29% trust them. Civil servants and state employees receive another six percentage points less trust, with 23%. The politicians are the tail light in the ranking; with only 15% approval, the citizens are expressing massive doubts. That is hardly a surprise, as the numerous major demonstrations over the last two years were targeted amongst other things against economic mismanagement and the high rate of inflation, which according to official sources lies at around 10%, but is unofficially thought to be around 25%.

At the upper end of the scale, there is a gap of almost ten percentage points from the top 6 to the next

professions. All the same, the fire fighters occupy pole position with 92%, followed by the medical professions – doctors (86%), nurses (84%), pharmacists (83%) and paramedics (79%). This series is only interrupted by the teachers with 82% trust. The positioning of the professional athletes/footballers with 64% trust is outstandingly good, even in comparison with other countries. That is undoubtedly also connected with the general enthusiasm for sport or the people's pride in "their" star footballer Messi, who was elected World Footballer of the Year in 2013, for the fourth time in succession. The election of the former Archbishop of Buenos Aires to the Papacy on the other hand apparently had no such effect: just 49% trust the priests in the characteristically Catholic country.

# Trust in professional groups in Argentina

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



Base: 1,010 respondents

# Brazil - Findings



**198.7 M**

Population



**134.1 M**

Working population  
(age 15 to 64)



**56.8%**

of age 20-64  
secondary-educated



**CPI 43**

High perceived  
corruption



**0.9%**

GDP growth rate



**11,630 \$**

GNI per Capita



**6.0%**

Unemployment rate  
(ILO)



With an average rating of 56% in the global comparison of countries, Brazil resides at the lower end of trust in professional groups. In addition, the rankings exhibit a large spread: pole position is claimed by the fire fighters, who 92% trust. The politicians at the other end of the scale, however, are only trusted by 6% of Brazilians. Mayors are in the next-to-bottom position, with 14% they only receive a little more trust than the politicians. This poor rating appears understandable in view of the high level of corruption in the country.

During the Confederations Cup in June 2013 there were massive protests. In order to cover the escalating costs of the 2014 football World Cup and the 2016 Olympic Games in Rio de Janeiro, the fares on public transport were increased. Besides the corruption in the country, the disproportionate force used by the police during these protest activities has most likely also contributed to the lack of trust in policemen (44%). With trust values of 48% and 41% respectively, considerable doubt has also been expressed in civil servants and lawyers.

The professional group of teachers, which is second place with 82%, is already separated by ten percentage points from the front runner. Paramedics and pilots also meet with the trust of about four fifths of the population.

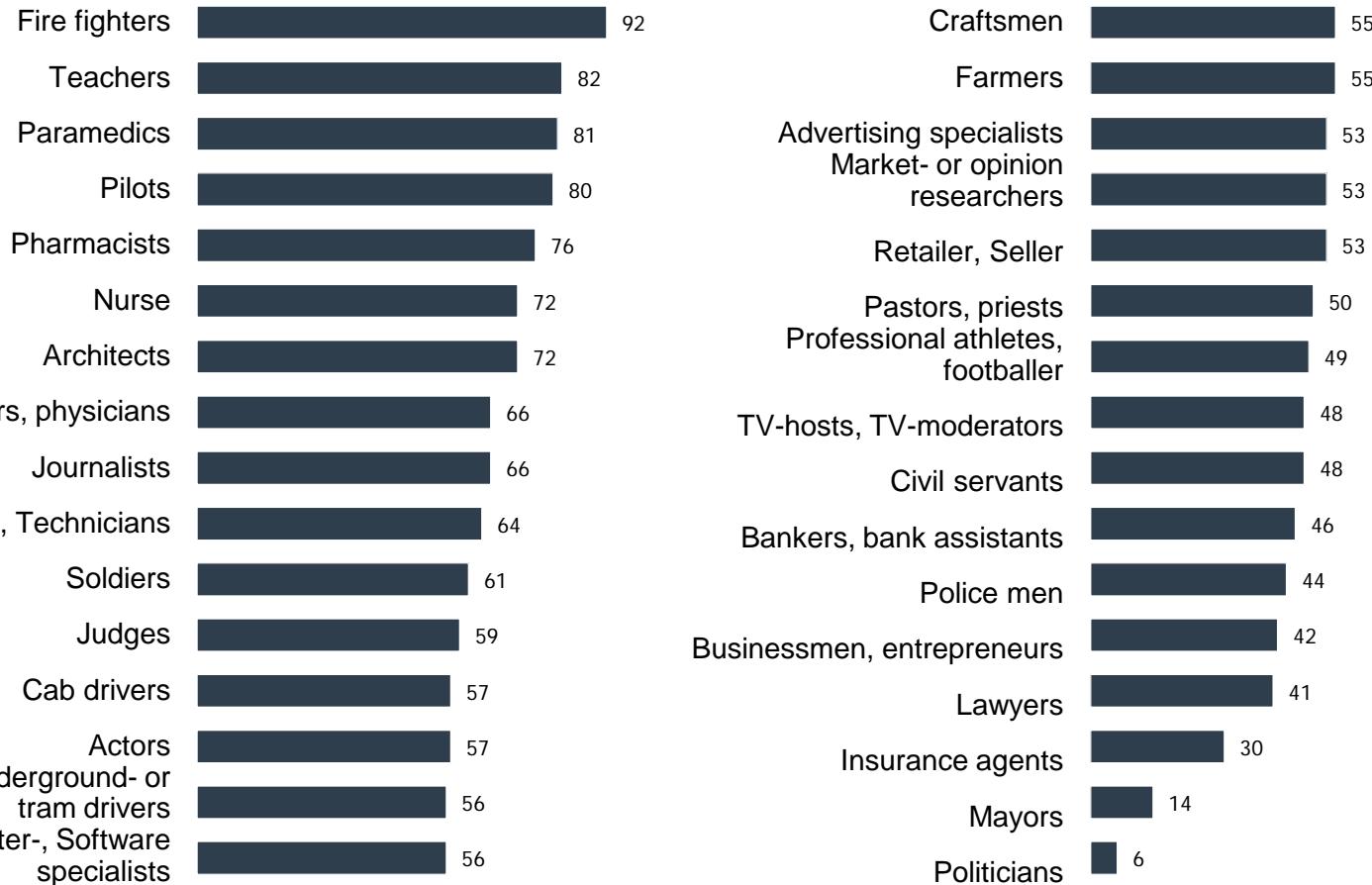
Brazil is for certain the most densely populated

Catholic country on earth, all the same, only every second citizen trusts priests. The first steps towards a law aimed at unrestricted legal abortions that were recently vehemently fought by the Church, could have contributed to this rating.

Businessmen have achieved a trust rating of 42%. The numerous illnesses and deaths due to the decades-long use of asbestos, which continues to be mined and processed in Brazil, may have contributed to this rather negative view. A ban on this harmful and life-endangering material, which exists in many other countries, has so far failed due to the Asbestos lobby.

# Trust in professional groups in Brazil

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



Base: 1,000 respondents

# Australia - Findings



**22.7 M**

Population



**15.4 M**

Working population  
(age 15 to 64)



**98.1%**

Of age 20-64  
secondary-educated



**CPI 85**

Hardly any per-  
ceived corruption



**3.4%**

GDP growth rate



**59,570 \$**

GNI per Capita



**5.1%**

Unemployment rate  
(ILO)



Australians' trust in the various groups diverges greatly: the nurses in the lead are trusted with 96% and the politicians as tail light with only just 14%. The average trust at 65% lies only just below the average rating for all countries.

Fire fighters and paramedics lie with only one percentage point difference behind the pole position. In Australia, which is regularly confronted by major bush fires, this high level of trust in the helpers is understandable. Pilots (94%) and pharmacists (93%) follow with the same gradation. In addition, nine out of ten Australians express great trust in doctors and with a rating of 89%, the farmers occupy seventh place in the trust ranking.

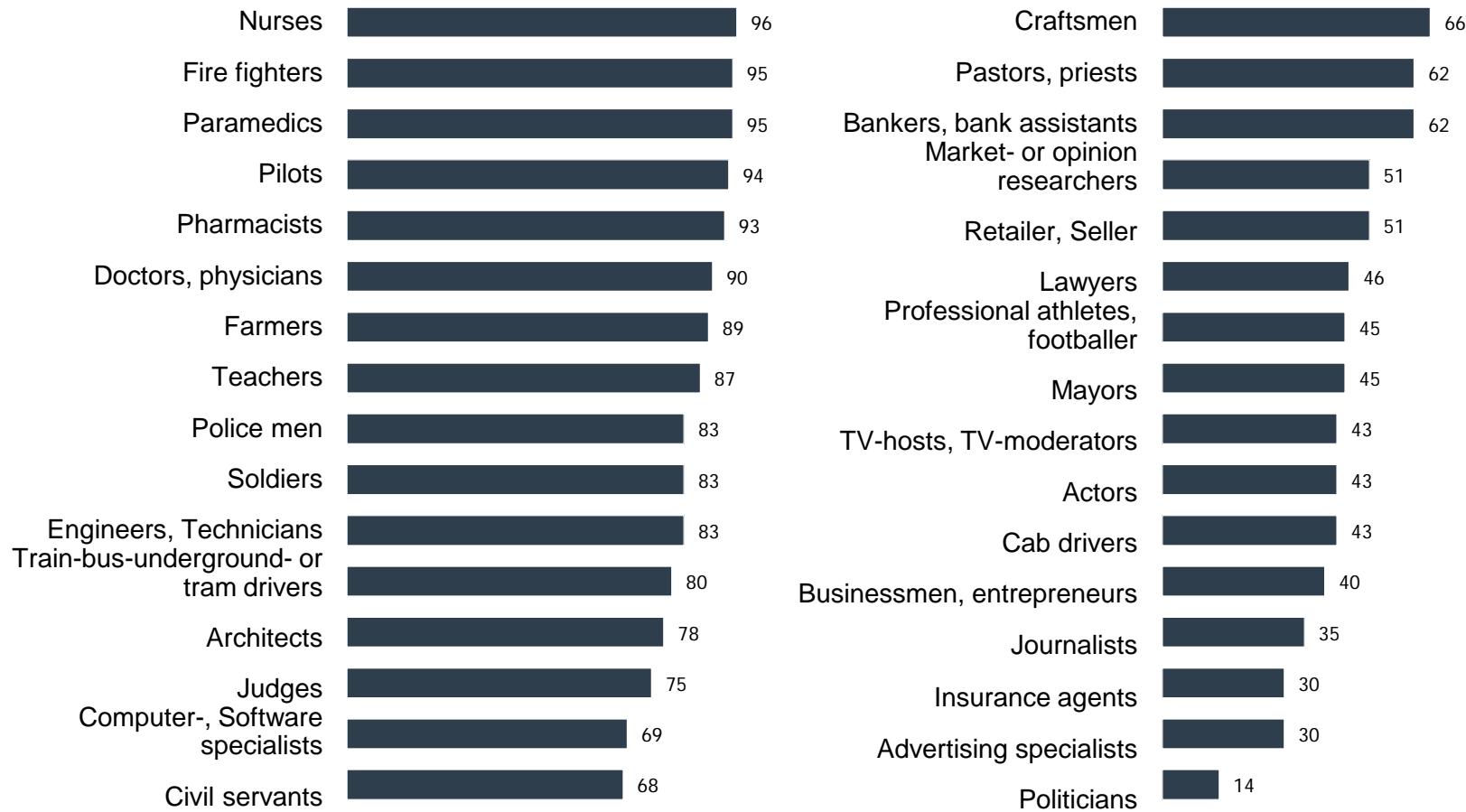
The policemen, soldiers and engineers meet with 83% trust in each case, and thus share a rank. The low level of corruption in the country doubtless also has an effect on the positive rating of soldiers and policemen, and on other state employees such as judges and civil servants, who are trusted by 75% and 68%, respectively. The Mayors, however, are in a substantially worse position, with a trust rating of 45%.

The lower end of the rankings starts with the journalists with 35%. Insurance agents and advertising specialists are viewed with even more mistrust, although with 30% they still enjoy double the amount of trust than

that enjoyed by the tail light – the politicians. It's likely that they struggle with the idea that after a phase of economic growth lasting 20 years, a turnaround is imminent. In the meantime, experts are warning against too strong a focus on mining, which leads to a high dependence on the main customer, China. In addition, a consequence of the revaluation of the Australian Dollar, a result of the robust economic situation, is that some businesses are no longer competitive and close down in the end, such as Ford already has or General Motors soon will. This is presumably why the population also tend to be sceptical about businessmen, who earn a trust rating of only 40%.

# Trust in professional groups in Australia

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



Base: 1,000 respondents

# India - Findings



**1,236.7 M**

Population



**797.7 M**

Working population  
(age 15 to 64)



**42.3%**

of age 20-64  
secondary-educated



**CPI 36**

High perceived  
corruption



**3.2%**

GDP growth rate



**1,530 \$**

GNI per Capita



**3.5%**

Unemployment rate  
(ILO)



Although the CPI discloses clearly perceived corruption in India, the Indians' trust in the individual professions is the greatest in comparison with other countries, with an average of 78%.

The citizens are evidently mistrustful of two professional groups: politicians and policemen. The politicians are the only professional group with a trust rating below the 50% mark and thus – as in many other countries also – have the red lantern. With 43% this demonstrates an above-average positive result compared to other countries. The numerous failed demands of the incensed population for effective political measures to fight the high level of rape cases that prevails in the country have undoubtedly contributed to this scepticism. The standing of policemen, who are in second-last place with 50%, may well have suffered from these events.

With 86%, however, the judges are particularly highly rated. That could be due to death sentences that were pronounced on four men who participated in a brutal group rape in Spring 2013, as a result of which a young woman died from her injuries. With this maximum sentence, the judiciary wanted to set an example in the battle against such violence.

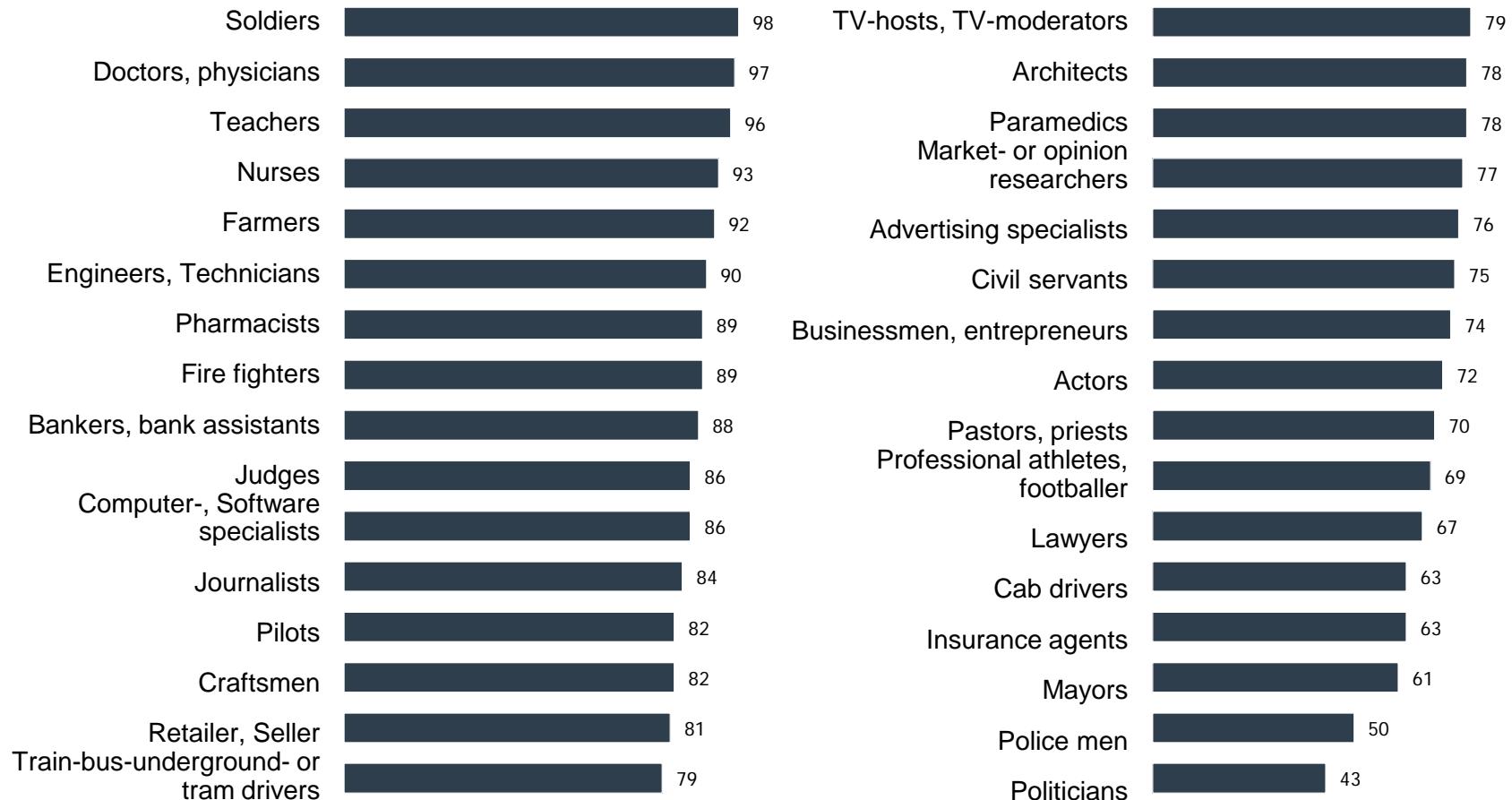
Even more trust than for the judges is awarded to bank assistants (88%) and fire fighters and pharmacists

(each 89%). In addition, nine out of ten Indians rate engineers and technicians as being very reliable. Nurses, who are awarded one percentage point more than the farmers, just missed promotion to the top 3 with 93%.

Teachers enjoy 96% trust and thus only minimally less than the doctors (97%). With a peak rating of 98%, almost every Indian trusts the soldiers. This is consistent with the results of the GfK Global Trust 2013 Report, in which the Indian Army as a whole, the third largest military force in the world, also occupied the first place, with 92% trust.

# Trust in professional groups in India

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



Base: 1,017 respondents

# Indonesia - Findings



**246.9 M**

Population



**166.4 M**

Working population  
(age 15 to 64)



**55.3%**

of age 20-64  
secondary-educated



**CPI 32**

High perceived  
corruption



**6.2%**

GDP growth rate



**3,420 \$**

GNI per Capita



**6.6%**

Unemployment rate  
(ILO)



In Indonesia, three professional groups are competing for first place: doctors, teachers and farmers are classed by 93% of citizens as particularly reliable. Agriculture is an important industry in Indonesia; a good third of the working population is employed in this sector. Nurses receive only one percentage point less trust (92%). The following nine professional branches are neck and neck with a difference of just five percentage points, so that the paramedics in fifth place have 89% trust and the architects can still achieve 84% despite being placed 13th.

An initial large drop in trust is visible for the train drivers, who with 76% are presented with substantially less trust. But from here on, the distances between the ranks are again two percentage points at most.

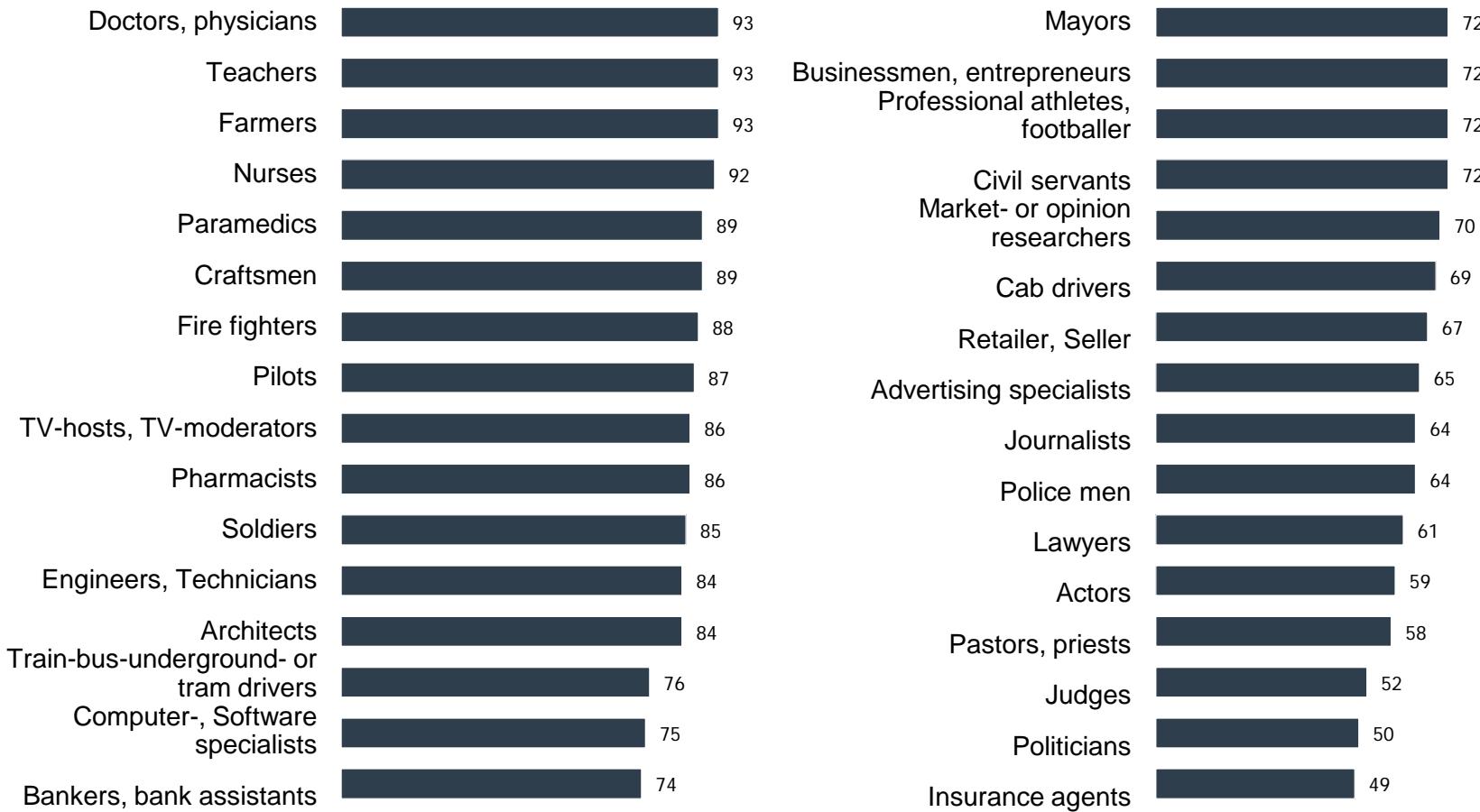
These comparatively high trust ratings lead to a disproportionately high average trust of 75% across all professional groups. For this reason, Indonesia lies a full eight percentage points above the country average, which means fourth place in the country rankings. This position seems difficult to understand, given the problems that Indonesia has to cope with: these include for instance widespread corruption with a CPI of only 32 points or the lack of legal certainty, which are expressed amongst other things in state public authorities taking sides against religious minorities. A high level of poverty – according to

World Bank figures, more than 40% of residents have less than the equivalent of 2 US Dollars per day to live on – is a sign that the economic growth and raw materials wealth of the country does not reach a considerable proportion of the population.

The placing of judges and politicians in the second and third-last places also shows however that the themes legal certainty and corruption are perceived quite critically by the population. But even the lower end of the scale is consistent with the Indonesians' generally high trust, as only one professional group, that of the insurance agents, remains below the 50% mark.

# Trust in professional groups in Indonesia

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



Base: 1,043 respondents

# Japan - Findings



**127.6 M**

Population



**81.5 M**

Working population  
(age 15 to 64)



**99.7%**

of age 20-64  
secondary-educated



**CPI 74**

Hardly any per-  
ceived corruption



**1.9%**

GDP growth rate



**47,870 \$**

GNI per Capita



**4.5%**

Unemployment rate  
(ILO)



The ranking of professional groups in Japan can be divided into seven roughly equal-sized sections. The first includes the top 4 professional groups: at the top are the nurses with 90%, then with the same number of points come the fire fighters, paramedics and doctors each with 89%. The pharmacists can be placed in the second echelon with seven percentage points less, where pilots (80%), engineers (79%) and train drivers (77%) also belong. Farmers, who are trusted by 73%, head the third unit. Here, as well as soldiers and judges with 68% and 67%, respectively, the policemen can also be found, with 66%. This high level of trust in public-sector bodies corresponds with the hardly perceived corruption in Japan, which is expressed by a CPI rating of 74 points.

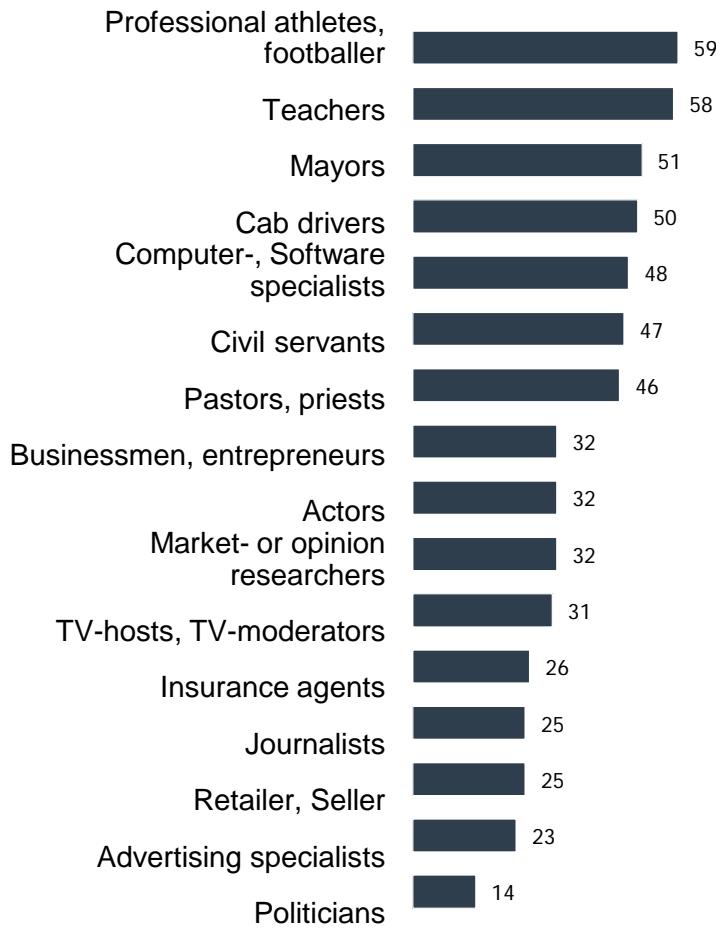
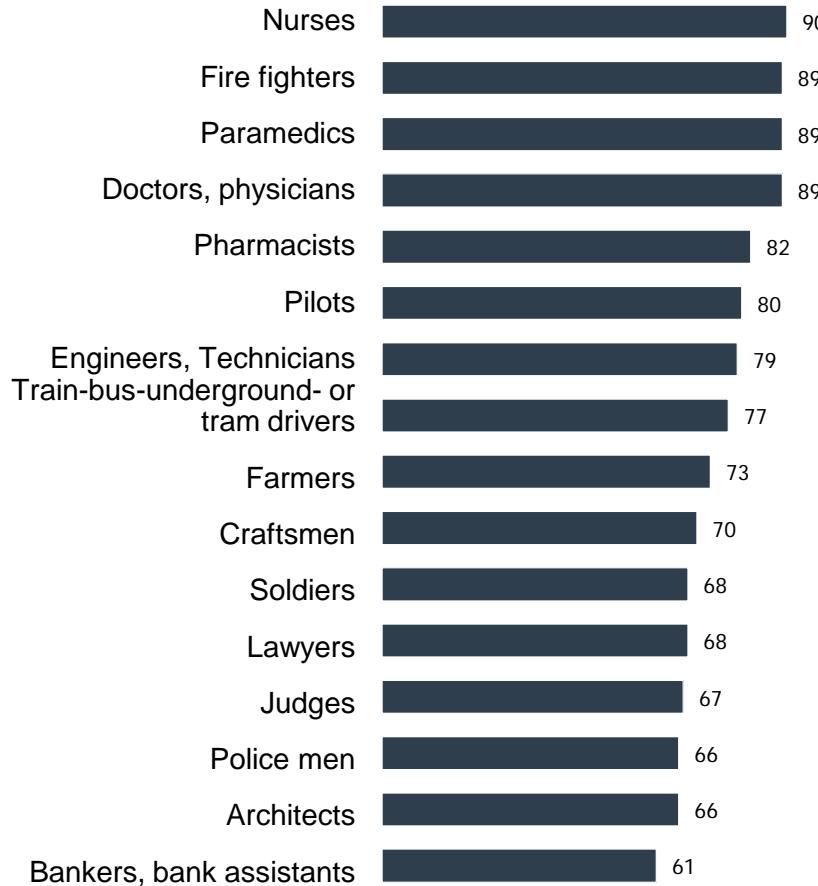
Bankers (61%), professional athletes (59%) and teachers (58%) are placed on the middle of the seven steps. The professional branches in the fifth section are grouped around the 50% mark: with 51%, mayors receive the trust of just over half the population, against which only 48% trust the computer and software specialists in high-technology Japan. Civil servants and the clergy with 47% and 46%, respectively, are met with a little more scepticism. A gap of 14 percentage points separates the next level, because businessmen, actors, TV hosts and market and opinion researchers are already mistrusted in each case by around two thirds of the Japanese. Thus Japan is by a wide margin globally the country with the least trust in the opinion

polling industry.

The last group ought actually to be sub-divided, because with around 25% each, very little trust is placed in insurance agents, journalists, traders or advertising specialists to be certain, but politicians with only 14% have the trust of even less Japanese. That means a clear bottom place. It is highly likely that above all the inadequate crisis management connected with the reactor catastrophe in Fukushima is also responsible for this. Whether the LDP under Minister President Abe, strengthened after the elections in 2012 and 2013, can ensure the necessary economic growth and strengthen trust in politics again remains to be seen.

# Trust in professional groups in Japan

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



Base: 1,200 respondents

# South Korea - Findings



**50.0 M**

Population



**36.3 M**

Working population  
(age15 to 64)



**93.8%**

of age 20-64  
secondary-educated



**CPI 56**

Perceived corruption



**2.0%**

GDP growth rate



**22,670 \$**

GNI per Capita



**3.4%**

Unemployment rate  
(ILO)



In South Korea no professional group attained a trust rating of over 90%. Exactly half of the sampled professions are met by the South Korean population with a trust percentage of less than 60%. With that, the average trust lies at around 59%, which means the fourth-from-bottom place in comparison with other countries.

The nurses lead the trust rankings with 87%. They are followed by the fire fighters with three percentage points less. Also amongst the top 5 in the ranking are the doctors and pilots with 79% in each case. With 78% each, the paramedics and farmers rank immediately behind them. The pharmacists (73%) are thus the only medical professional group that is not placed in the leading group.

In tenth place are the soldiers, who are trusted by 69% of the citizens. The South Korean population lives with the constant possibility of an escalation of the conflict with the communist North. For instance, in spring 2013, North Korea cancelled all non-aggression pacts with South Korea, which heightened the tense situation between the two countries. Positioned in midfield, despite the perceived corruption in the country, are the policemen and the lawyers (each 56%) together with the civil servants (55%) and the judges (54%). All the same, only somewhat more than half the South Koreans trust these professional groups.

In a Korea affected by Confucian thoughts, religious freedom prevails, however, about half the citizens are non-denominational according to surveys and no religion can dominate society. That could explain the relatively low trust rating of 56% in the clergy. The other half of the population are, apart from several minorities, Buddhists, Protestants and Catholics which represent the largest religious communities.

Only a good third have any trust in mayors and somewhat less than a third class insurance agents (32%) as trustworthy. Politicians form the tail light in the South Korean rankings too; only every fifth person trusts them.

# Trust in professional groups in South Korea

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



Base: 1,591 respondents

# Kenya - Findings



**43.2 M**

Population



**23.7 M**

Working population  
(age 15 to 64)



**36.3%**

of age 20-64  
secondary-educated



**CPI 27**

High perceived  
corruption



**4.3%**

GDP growth rate



**840 \$**

GNI per Capita



**ca. 40%**

Unemployment rate  
(ILO)



In the former British colony, only the top 5 in the professional rankings sit above the 80% limit. The field is led by the doctors, with 87% trust. Closely behind are the nurses with a gap of only one percentage point. As regards the other medicinal professions, i.e. the paramedics (74%) and especially the pharmacists (67%), the Kenyan population already reacts more sceptically. With 84%, the farmers are also met with the same high level of trust as the teachers – in Kenya, more than two thirds of the population works in the agricultural sector. With 82%, the pilots also register a high level of trust and the bank assistants with 79% are met with a very high level of trust in comparison with other countries.

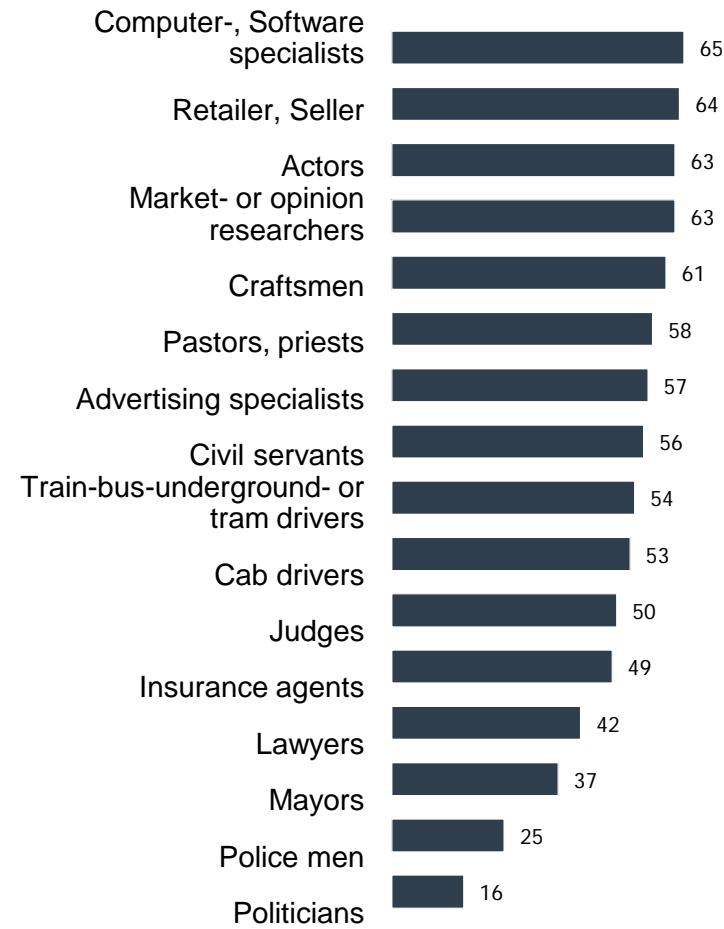
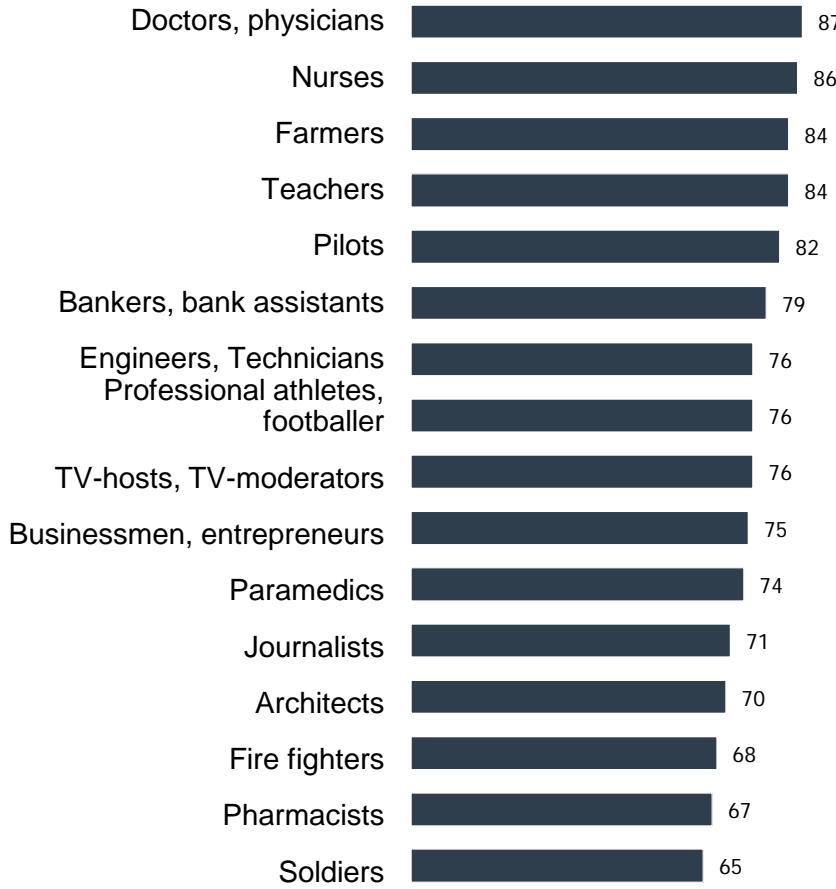
Professional athletes follow in the ranking – as do the engineers and the TV hosts – with 76%. The high level of trust in professional athletes can doubtless also be traced back to the international successes of Kenyans in light athletics, especially in the sport of running. The good performance of businessmen with 75% is of course due amongst other things to the country's position as an economic trailblazer in East Africa.

The clearly perceived corruption in Kenya is probably a trigger for the deep mistrust in a majority of the state or state-related professional groups. These mostly occupy the lower end of the scale: trust in the judges at 50% is still somewhat higher than in the lawyers (42%). The mayors,

who are ranked with 37% on the third-from-bottom place, however, are met with even more scepticism. Doubts about policemen are expressed by a full three out of four citizens. The deepest mistrust however, is in the politicians, who are trusted by only 16%. In spring 2013, the former controversial Deputy Prime Minister Kenyatta was elected as the new President of the country. Following the election there were openly-voiced allegations of irregularities in the counting of votes, which were however rejected by the Kenyan Supreme Court. Kenyatta is currently indicted by the International Criminal Court in The Hague. He is accused of being responsible for the unrest after the 2007 elections in which more than a thousand people were killed.

# Trust in professional groups in Kenya

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



Base: 1,030 respondents

# Nigeria - Findings



**168.8 M**

Population



**90.8 M**

Working population  
(age 15 to 64)



**47.5%**

of age 20-64  
secondary-educated



**CPI 27**

High perceived  
corruption



**6.6%**

GDP growth rate



**1,430 \$**

GNI per Capita



**ca. 22%**

Unemployment rate  
(ILO)



In Nigeria, the professional group of farmers lies alone at the top; they are trusted by 84% of the citizens. In the most highly-populated country in Africa, the agricultural sector accounts for around 40% of the GDP and around 60% of the population works in this industry. However, the rural economy is underdeveloped and hardly in a position to cover the domestic demand for foodstuffs. Pharmacists lie below the top position with a gap of eight percentage points; immediately behind them are the teachers and the doctors with 75% and 74% respectively.

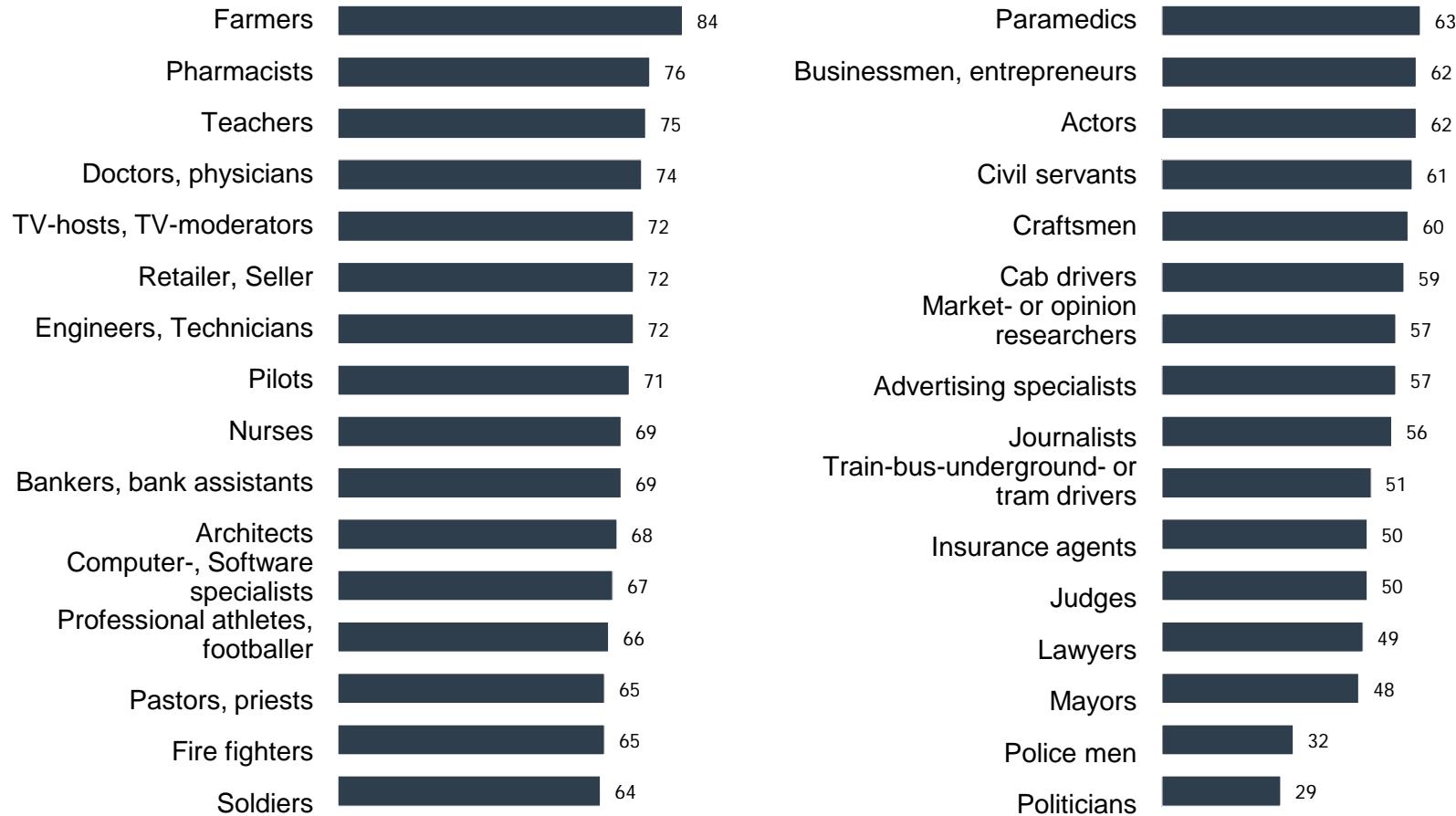
Most state professional groups can be found amongst the bottom rankings: the judges (50%) and mayors (48%) are met with scepticism from around half the population. As many as two out of three citizens express criticism of policemen (32%) and politicians (29%), which is why they trail far behind in the bottom places. This can undoubtedly be traced back to the massive corruption in the country, which is confirmed by a CPI of 27 points, although reforms have already been initiated to fight it. In the country with the largest oil reserves globally, they have so far not yet succeeded in using this wealth for the economic and social development of the whole population – more than two thirds of people live in poverty. The deep mistrust in the Nigerian police hardly comes as a surprise either: They are also commonly known as “kill and go police” due to their brutal behaviour and violations of human rights. The military also

stands accused of serious human rights offences, yet 64% of Nigerians claim to trust the soldiers. It is possible however that their attitude in the battle against Islamic terror is felt to be the comparatively lesser evil.

The average trust in professional groups in Nigeria lies with 62% below the average of the countries considered here. It is highly likely that ethnic, regional, social, religious and political tensions, which are caused principally by strong socio-economical inequalities, are responsible for this cautious attitude amongst the population.

# Trust in professional groups in Nigeria

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



Base: 1,168 respondents

# South Africa - Findings



**51.2 M**

Population



**33.4 M**

Working population  
(age 15 to 64)



**55.8%**

of age 20-64  
secondary-educated



**CPI 43**

High perceived  
corruption



**2.5%**

GDP growth rate



**7,610 \$**

GNI per Capita



**24.7%**

Unemployment rate  
(ILO)



Amongst the 26 countries examined, the average trust expressed in all professional groups is at its highest level in South Africa, with 81%. In view of the many sources of conflict in the very ethnically mixed country, this high level of trust appears surprising: the problems range from the hardened fronts between employees and employers and the resulting to some extent violent strikes, via the fall in value of the national currency, the "Rand", to racism against immigrants from other African countries.

All the same, only just a quarter of the professional groups considered lies below the 80% limit in South Africa. Only from this point are notable drops to be seen. The ranking is thus characterised by a very limited spread: the pole position is occupied by the doctors with 95%; at the other end of the scale can be found the politicians, who are still met with 43% trust. With that, this is also the only professional group in which more than half the population announces its mistrust. Causes of the lack of trust are undoubtedly corruption, the complicated bureaucracy and a Government that, according to the media, engages itself too little in economic development.

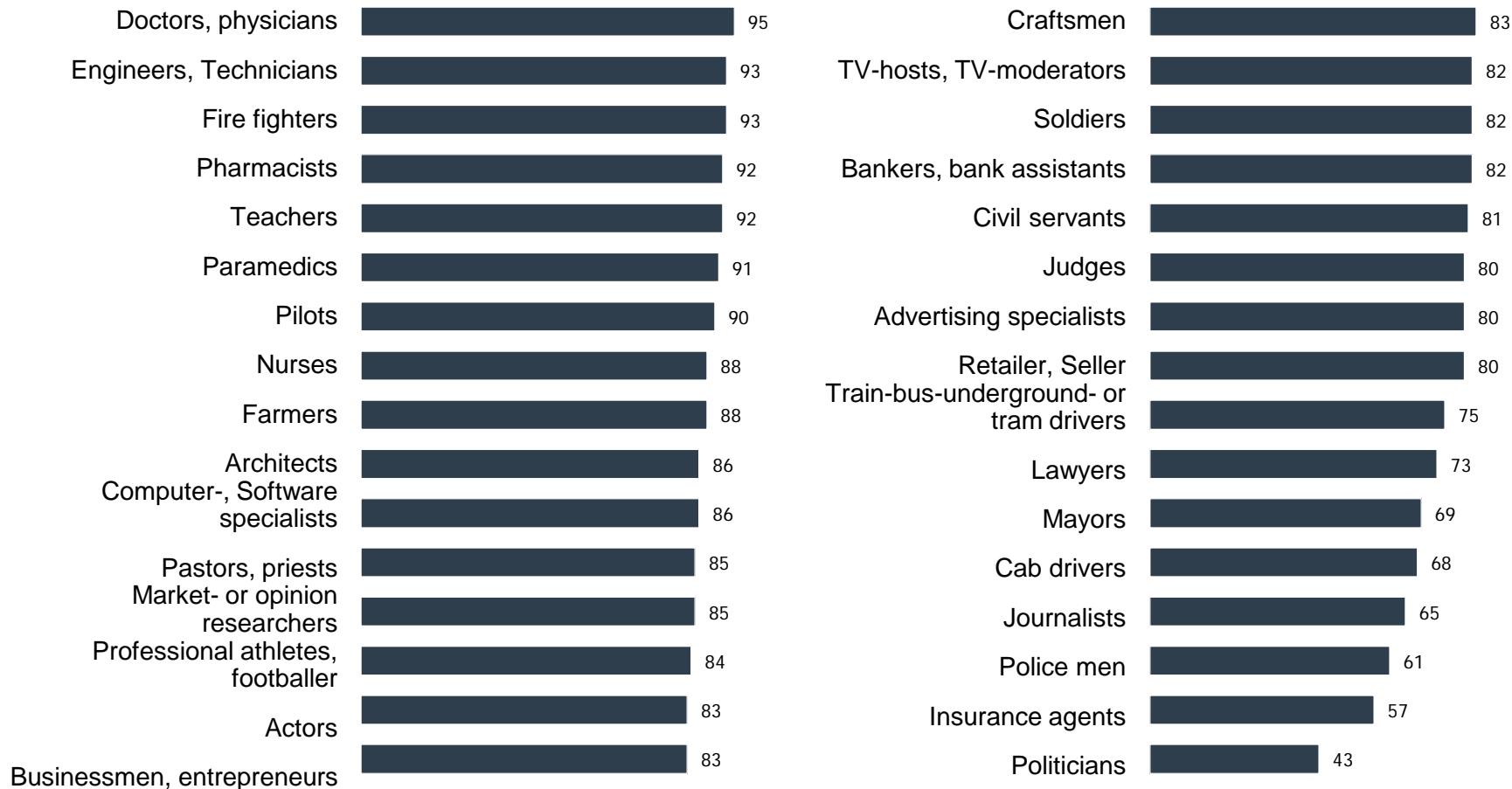
Policemen are ranked ahead of insurance agents and the politicians in third-from-last place. Still, 61% of South Africans have trust in the policemen; their relatively poor placing, however, can presumably most likely be traced to

allegations of too harsh action – for instance, there are many deaths in police custody. Only in spring of this year, a case in which a taxi driver from Mozambique was tied up by policemen and dragged to death by a police car aroused the populations' displeasure.

The top 6 professions all lie above the 90% mark. After the doctors in pole position follow the engineers and fire fighters (each with 93%). The pharmacists and teachers are also met by a high level of trust of 92% in each case. With the paramedics (91%), another medical profession occupies one of the upper ranks.

# Trust in professional groups in South Africa

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



Base: 1,194 respondents

# Background information and methodology

# 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	657%	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 \$	420%	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

# Background information North- and South America

North- and South America	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)
 Canada	34.9M	69.5%	322K	50,970 \$	93.7%	84	7.4	1.7
 USA	313.9M	66.8%	2,700K	50,120 \$	945%	73	8.9	2.2
 Argentina	41.1M	64.5%	353K	9,740 \$	59.8%	35	7.2	1.2
 Brazil	198.7M	67.5%	1,669K	11,630 \$	56.8%	43	6.0	0.9
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

# Background information Asia, Pacific region, Africa

Asia and the Pacific region	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)
 Australia	22.7M	67.7%	305K	59,570 \$	98.1%	85	5.1	3.4
 India	1,236.7M	64.5%	16,721K	1,530 \$	42.3%	36	3.5	3.2
 Indonesia	246.9M	67.4%	2,402K	3,420 \$	55.3%	32	6.6	6.2
 Japan	127.6M	63.9%	-93K	47,870 \$	99.7%	74	4.5	1.9
 South Korea	50,0M	72.5%	187K	22,670 \$	93.8%	56	3.4	2.0
<b>Africa</b>								
 Kenya	43.2M	54.8%	1,168K	0,840 \$	36.3%	27	-	4.3
 Nigeria	168.8M	53.8%	4,274K	1,430 \$	47.5%	27	-	6.6
 South Africa	51.2M	65.2%	260K	7,610 \$	55.8%	43	24.7	2.5
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"> <li>1) I completely trust them</li> <li>2) I generally trust them</li> <li>3) I do not trust them much</li> <li>4) I do not trust them at all</li> <li>9) No comment</li> </ol>
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"> <li>1) In the first place, I generally trust everybody</li> <li>2) Everybody who doesn't give me a reason not to trust them</li> <li>3) Only people I have had positive experiences with</li> <li>4) In the first place, I generally don't trust anybody</li> <li>9) No comment</li> </ol>