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GfK Verein

# Trust in Professions 2018 – a GfK Verein study

From firefighters to politicians



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## 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)*



The 2018 edition of the *Trust in Professions* study conducted by GfK Verein now covers 20 countries worldwide. While Mexico has been newly added, Argentina, Australia, Belgium, Canada, Nigeria, Austria, Switzerland and the Philippines are no longer included in the study. Professions are of central importance to the functioning of societies resting on the division of labour, as outside of their private sphere of life, citizens and consumers primarily come into contact with representatives of professional groups. Mutual trust is essential for these relationships and transactions. This study examines the empirically researched trust placed in over 30 professions with which people come into contact directly or indirectly, in other words, via the media. The level of trust awarded by the respondents is partly influenced by both the extent and nature of media coverage and political decisions. For example, in Poland trust in judges and lawyers, but also in journalists and TV presenters, has diminished against the background of a controversial judicial reform.

In 2018, the global trust ranking continues to be headed by firefighters, paramedics, technicians and doctors, but also teachers and farmers. These professional groups can be

described as *undisputed* professions, which are indispensable for the basic functioning of the economy and society, and which must be reliable, especially in emergencies and other exceptional circumstances. Although professions such as bank assistants, retailers and sellers, judges, the police and journalists are mid-table in the ranking, they appear to cause some contention among the respondents, as their ratings vary considerably from one country to the next (from less than 20% to more than 90%).

This report also contains the results of a *World Wide Web analysis* for three selected professions, which found that politicians in Germany experience the most – and at the same time the most negative – remarks or comments, followed by the police. Market or opinion researchers are discussed very little in comparison and, when they are, they tend to be commented on in a more neutral editorial context than on social networks.

The *Trust in Professions* study is conducted by GfK Verein every two years. The next edition will be published in 2020.

Ronald Frank | GfK Verein

# 1 Global trust

## Complete overview /// Results (1)

More than **23,000** respondents in **20 countries** represent about **1.3 billion** people.



### Average trust in professions

Range and mean across all countries



### Number of professional groups trusted by less than half of the population



By far the highest average level of trust across all professional groups continues to be found in India. The country has even strengthened its lead by increasing its rating slightly to 85%. Along with the Netherlands (75%) and South Africa (74%), countries from three continents occupy the top three. Represented by the USA, the American continent, meanwhile, only comes in at seventh place. Mean trust across all countries is 72% this year and has thus remained stable over the years. In order to be able to compare the current results better, the results for the countries that no longer form part of this study in 2018 were not considered when calculating the average ratings for the previous years.

The greatest loss is recorded for Indonesia, which in 2016 was one of the two front runners in the country ranking. After a clear increase in 2016, trust has now dropped again to 69%. A similarly high decline is also seen in Sweden (60%), where the change in survey institute may have influenced the results. Thus Sweden performs similarly to the newly added Mexico, with both countries finding themselves in the lower third of the ranking. According to the GfK Verein study *Challenges of Nations 2017*, the top five challenges facing

Mexico include crime, politics/government and corruption. It therefore comes as no surprise that Mexicans regard the police, mayors and politicians as the least trustworthy professions. In contrast, Turkey has shown the biggest increase, its trust rating rising by 12 percentage points to 71%, which means it has once more achieved the level attained in 2014. This is also reflected in the global ranking, where Turkey has climbed to fourth place. In addition to India, noticeable, albeit smaller gains, can also be found in the Netherlands, Brazil and France. In the 2018 international comparison, Japan and South Korea bring up the rear, positioned only just behind Mexico with average trust levels of under 60%.

In addition to the average level of trust, it is worth taking a look at the number of professional groups that are rated as reliable by less than half of the respondents in a country. A similar picture emerges here as well, as countries with a high level of overall trust, such as India, the Netherlands or South Africa, occupy the top spots in this regard.

## Complete overview /// Results (2)

### Professional groups with the...

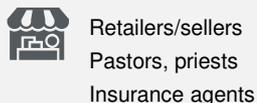


### Across all countries: Professional groups with the...

#### ...narrowest range



#### ...widest range



The countries at the lower end of the scale have certain results in common. For example, South Koreans, Japanese, Mexicans and Swedes are more critical overall and also regard a larger number of professions with a high degree of scepticism. The East African country of Kenya stands out in particular. Although its average trust rating of 65% puts it in the middle of the ranking, it is only especially mistrustful of four professions. The widest range, i.e. the largest difference between the lowest and the highest levels of trust, can be found in Iran as well as in Spain and France.

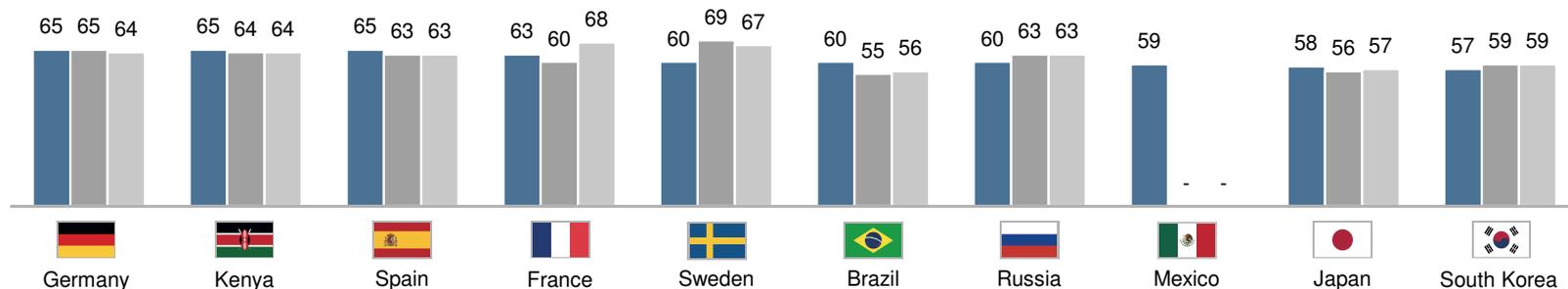
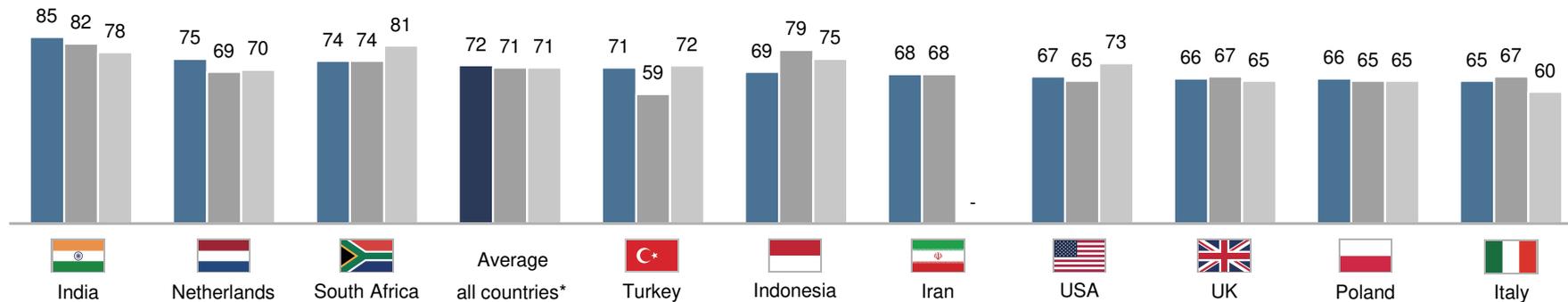
In addition to the average level of trust per country, this study also presents the average rating across all the countries for each of the professions studied. This value, as well as the total value, is calculated by weighting the country results in accordance with the respective number of inhabitants. Across all the countries, firefighters remain the most trusted profession, followed closely by doctors, physicians and paramedics, who are perceived as reliable by nine out of ten people. Nurses and teachers follow hot on their heels, with 89%. Accordingly, these professions also frequently occupy the top spots in the respective country rankings. In fact,

firefighters enjoy the greatest rate of approval in eleven countries, while paramedics, doctors and physicians are viewed most favourably in three countries. In Kenya, on the other hand, farmers take pole position, while in Mexico it is nurses and in Indonesia teachers who top the scale.

Of the most trustworthy professions, paramedics and nurses are the least controversial in the international comparison. However, the narrowest range of less than 20 percentage points is recorded for pilots, who are trusted by 86% of people worldwide. Approval for this profession is at its highest in the Netherlands and – comparatively speaking – at its lowest in Mexico and Turkey. In contrast, insurance agents, pastors and priests, and retailers are the most polarising. Priests also occupy last place in the mainly Muslim countries of Iran and Indonesia. On the other hand, in Sweden it is retailers who enjoy the least trust. In all other countries, however, the last place in the ranking is consistently occupied by politicians, who therefore also perform the most poorly by far across all countries.

# Complete overview /// Average level of trust in each country

(Average of "I completely/generally trust" across all professional groups, in %)

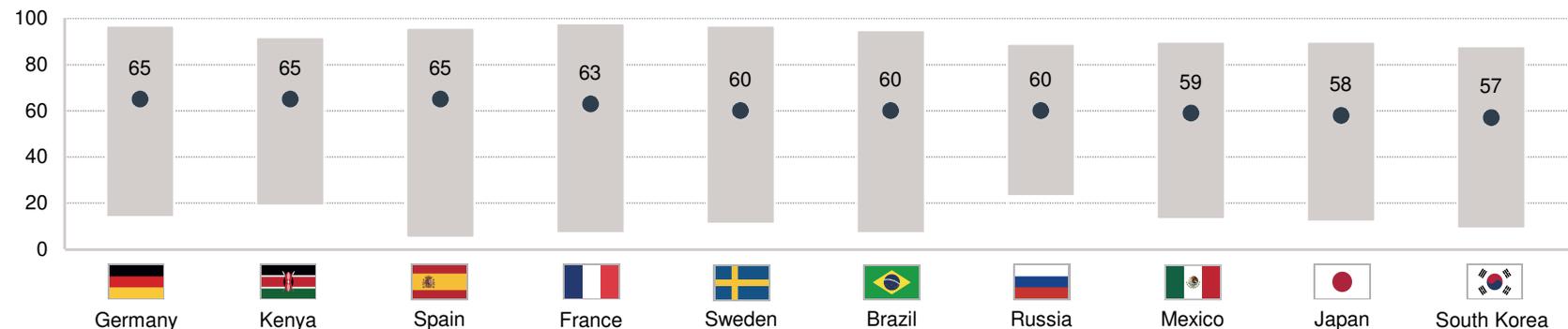
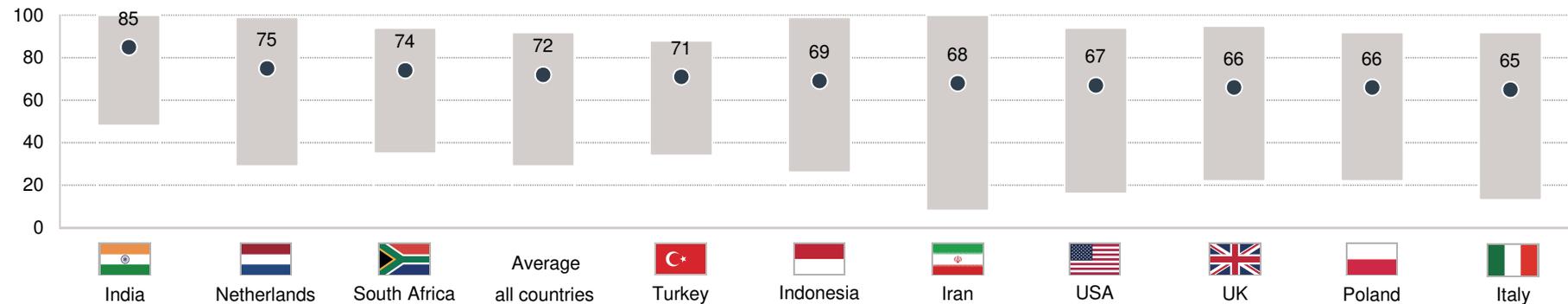


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

■ 2018 ■ 2016 ■ 2014

# Complete overview /// Trust per country: range and average

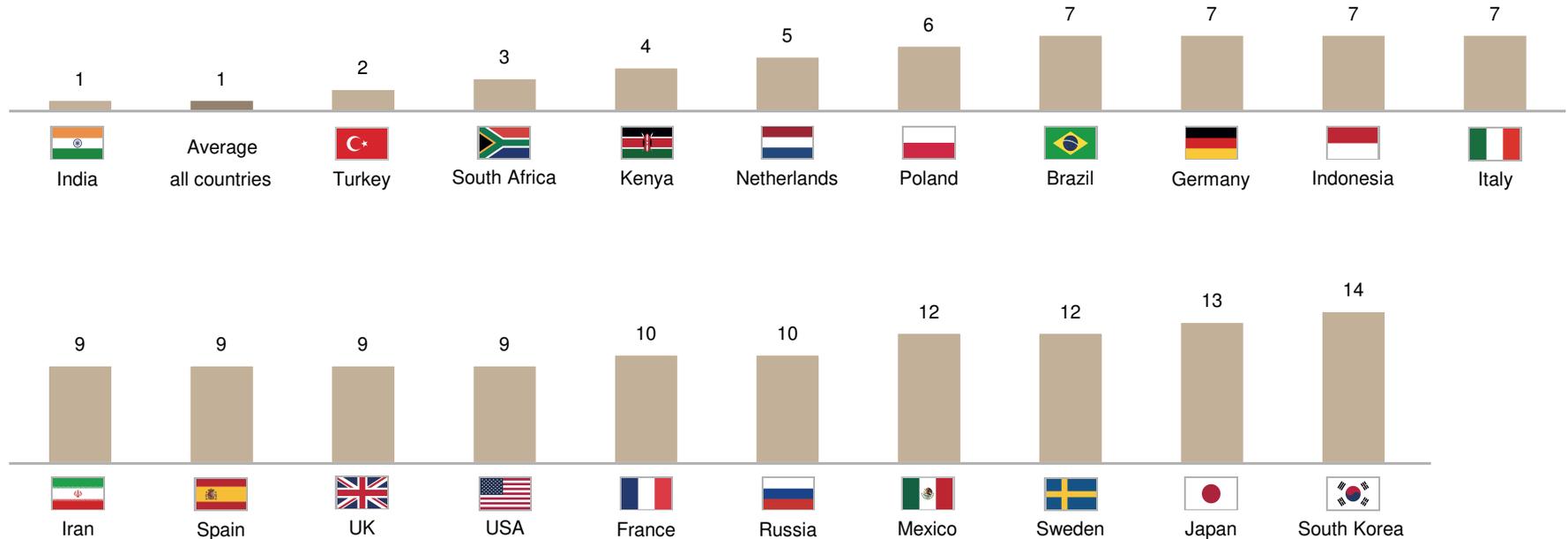
("I completely/generally trust", average across all professional groups, in %)



Base: 23,519 respondents

# Complete overview /// Number of professional groups trusted by less than half of the population

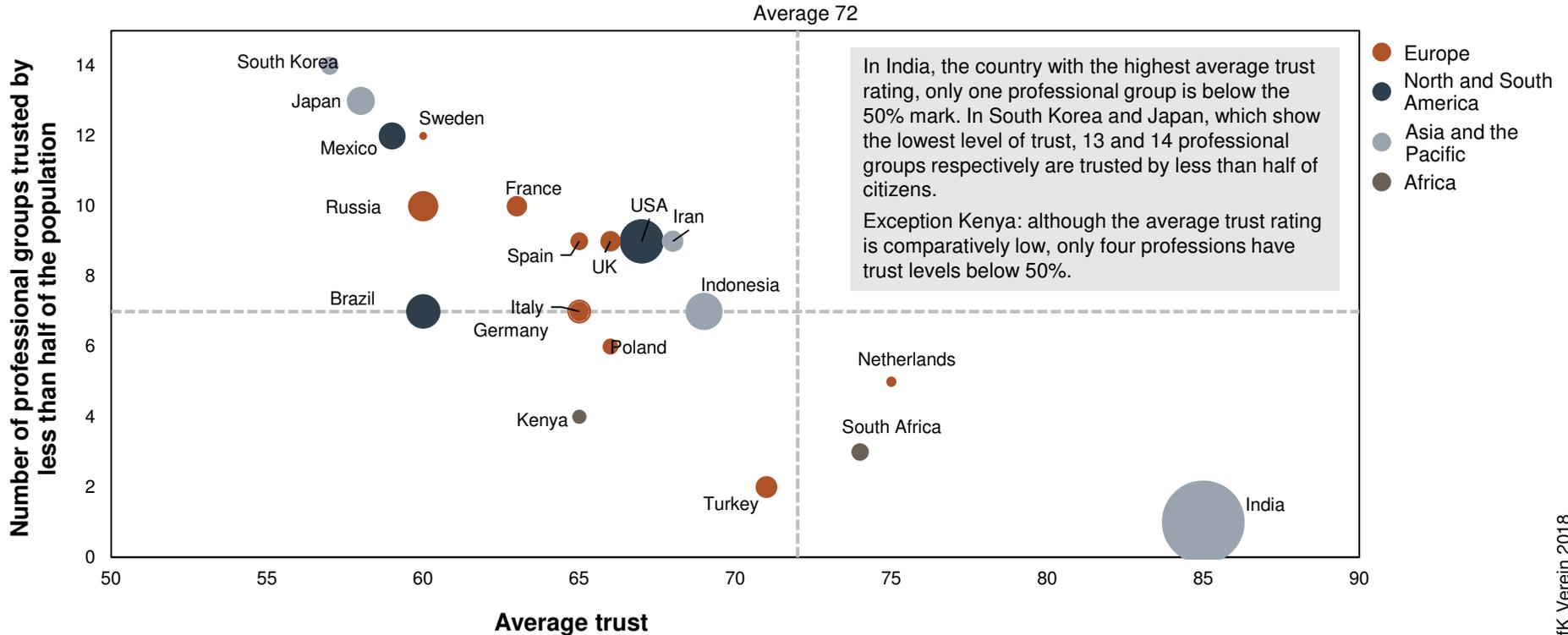
("I completely/generally trust", number of professional groups < 50%)



Base 2018: 23,519 respondents

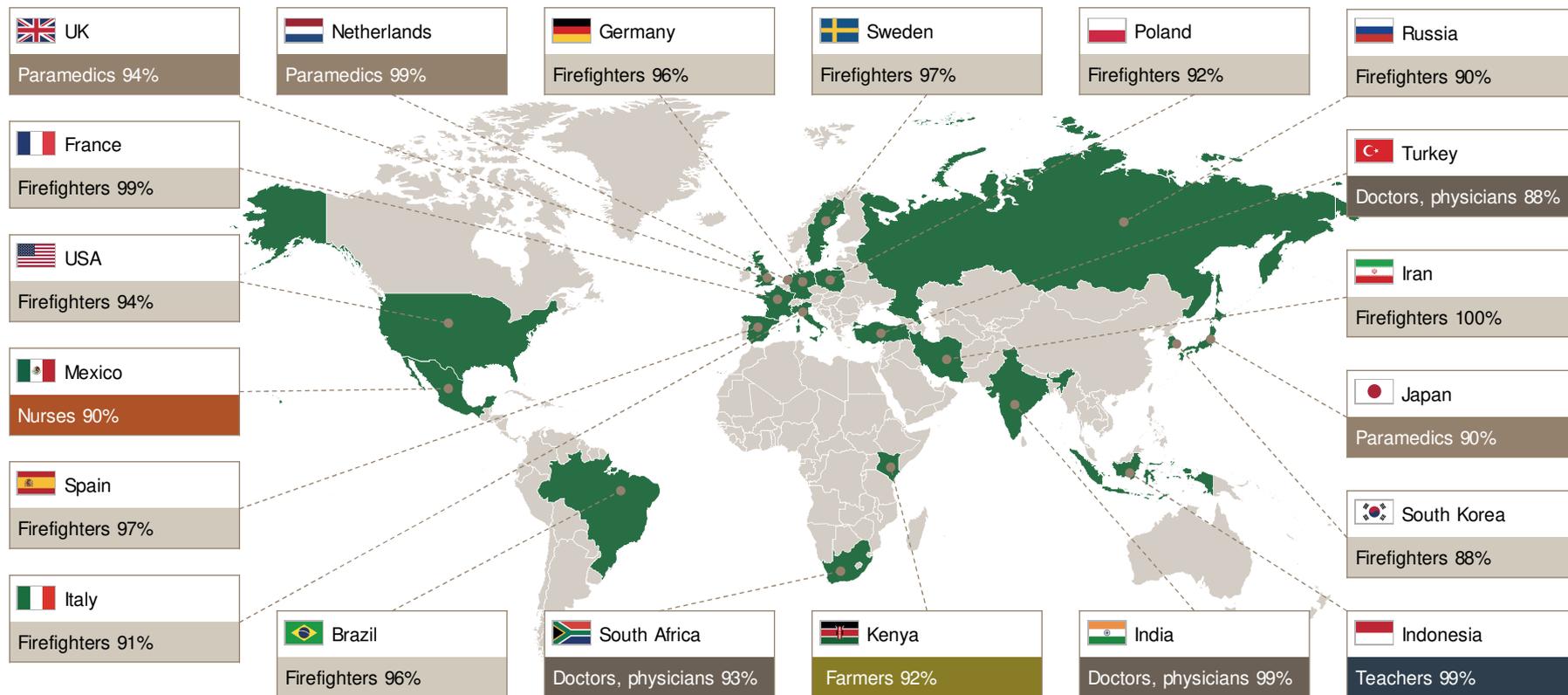
# Complete overview /// Number of professional groups trusted by less than half of the population and average trust

("I completely/general trust", number of professional groups < 50%, average trust in %, the size of the points represents the population share of the countries)



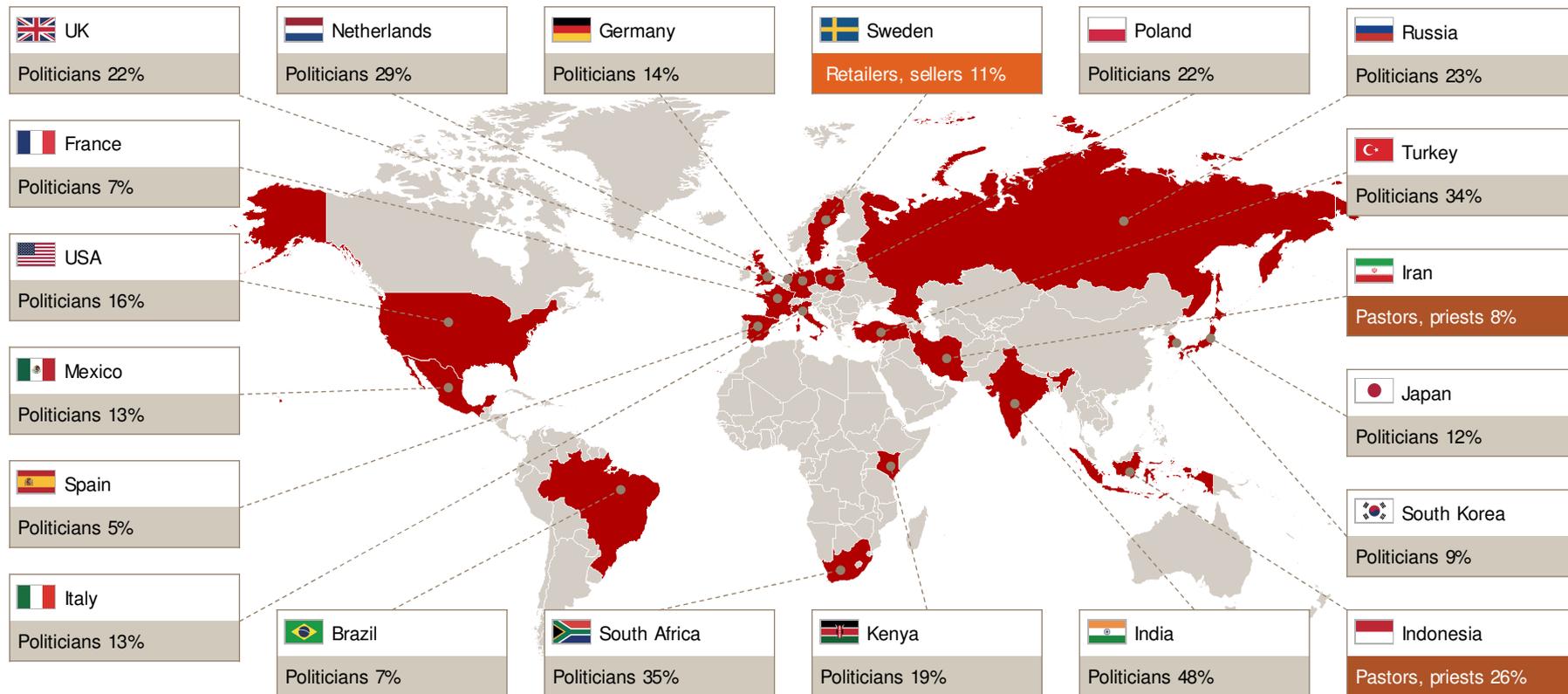
Base: 23,519 respondents; please note: weighted average "number of professional groups < 50%" is 1, due to the large influence of India (population)

# Complete overview /// Professional groups with the highest trust rating per country



Base: 23,519 respondents

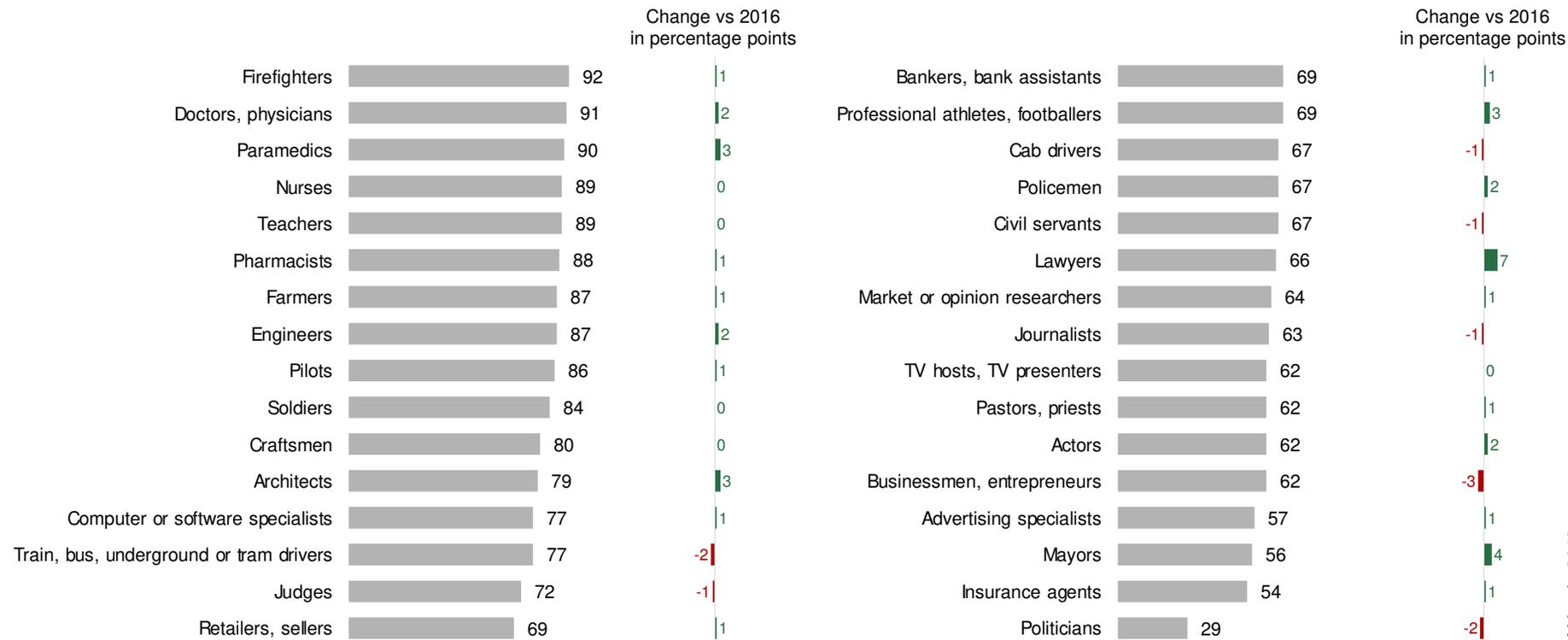
# Complete overview /// Professional groups with the lowest trust rating per country



Base: 23,519 respondents

# Complete overview /// Trust in professional groups

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

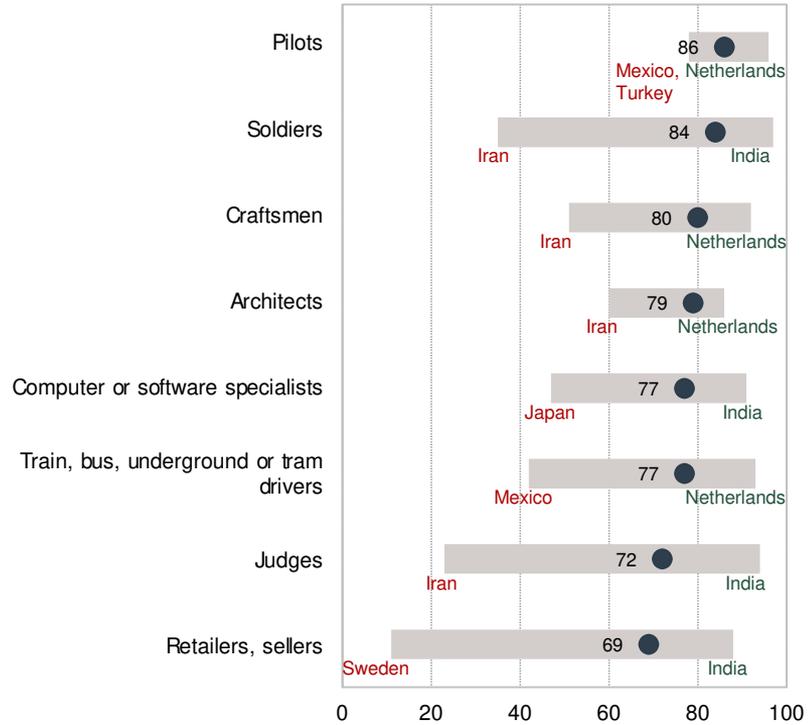
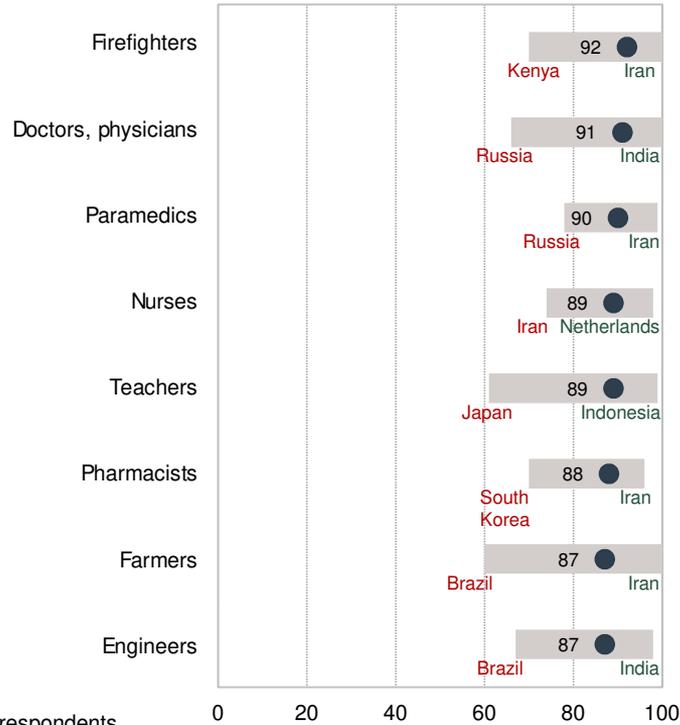


Base 2018: 23,519 respondents; restricted comparability due to additional country (Mexico)

# Complete overview /// Trust in the professional groups: range and average (1)

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

— Range ● Mean across all countries

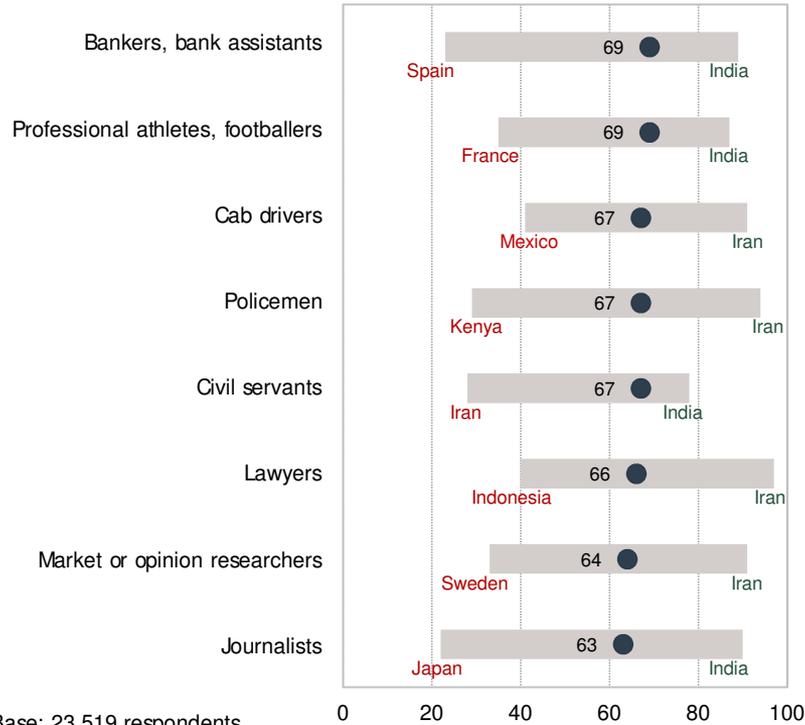


Base: 23,519 respondents

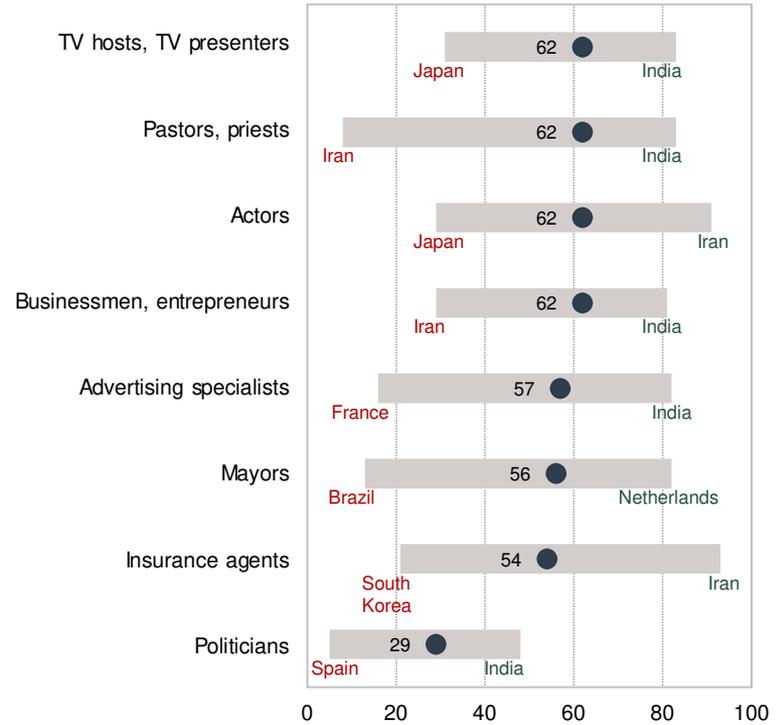
# Complete overview /// Trust in the professional groups: range and average (2)

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

— Range ● Mean across all countries

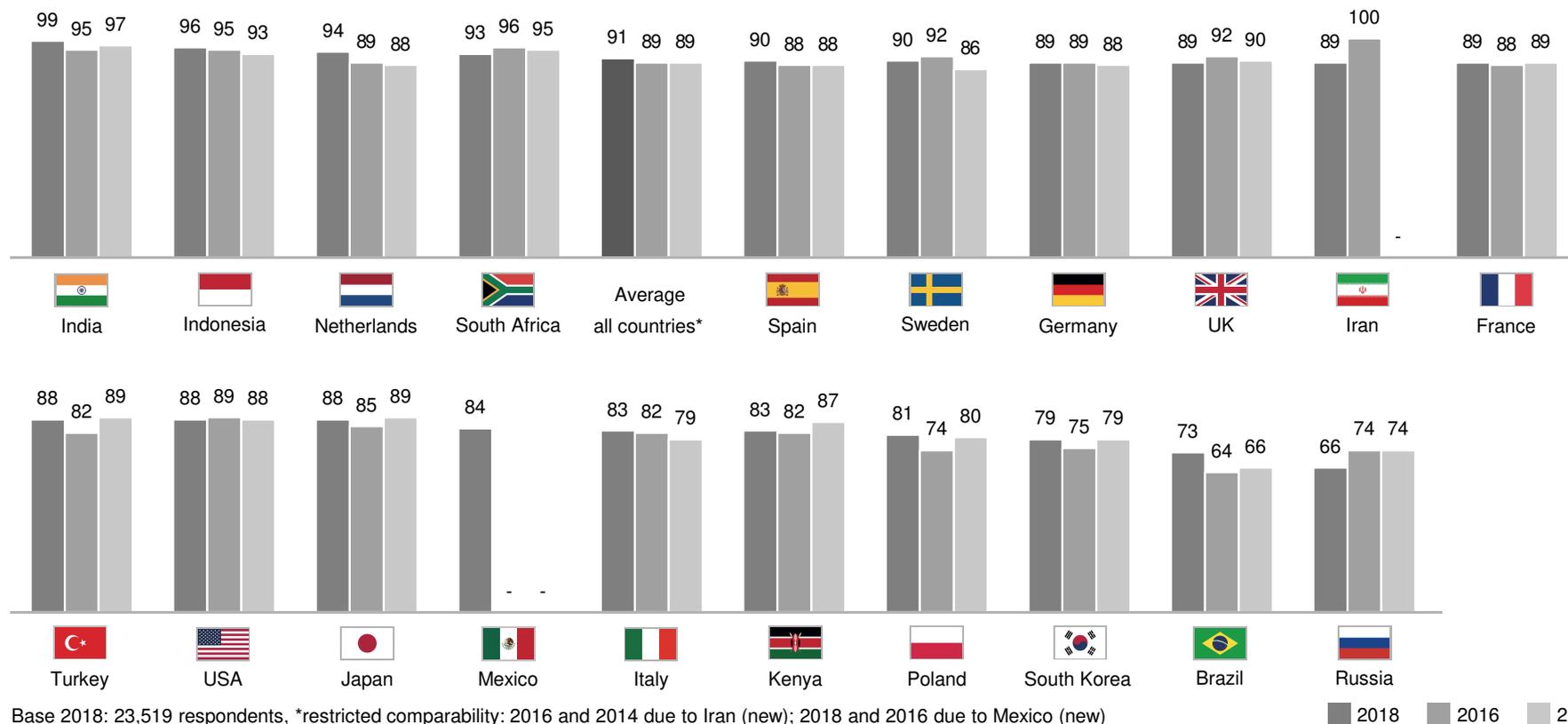


Base: 23,519 respondents



# At a glance /// Doctors, physicians

("I completely/generally trust", in %)

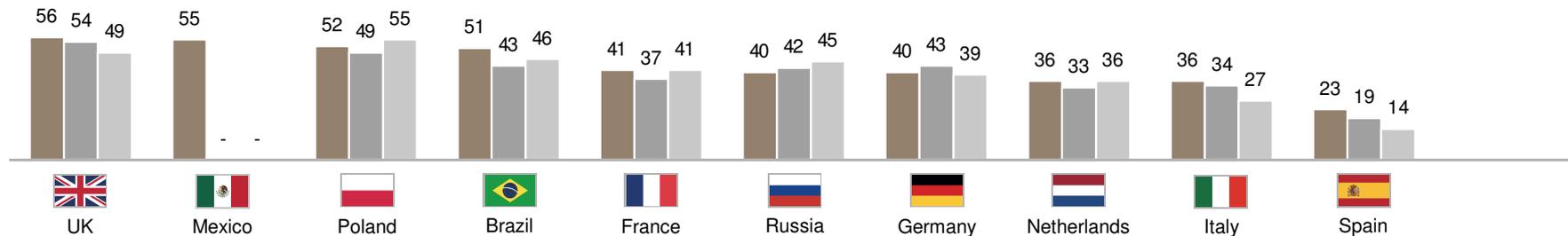
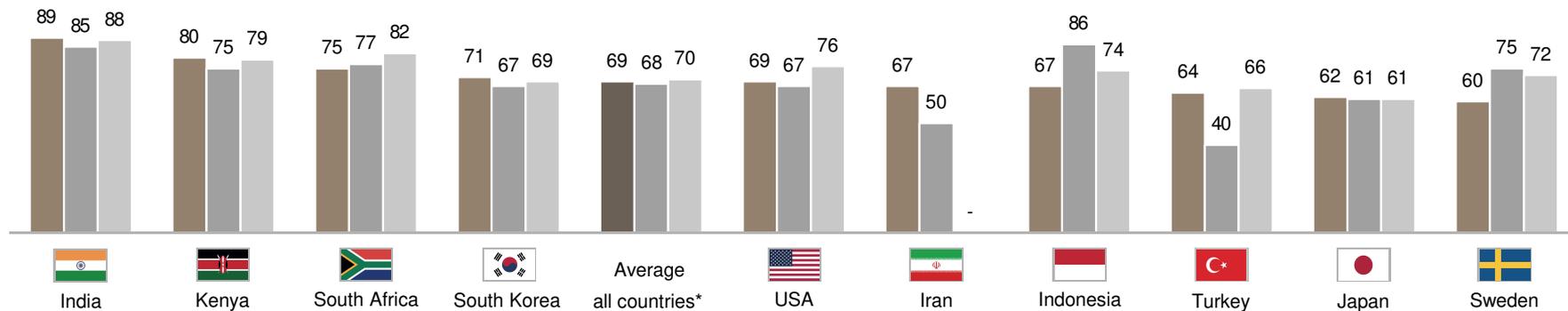


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

■ 2018 ■ 2016 ■ 2014

# At a glance /// Bankers, bank assistants

("I completely/generally trust", in %)

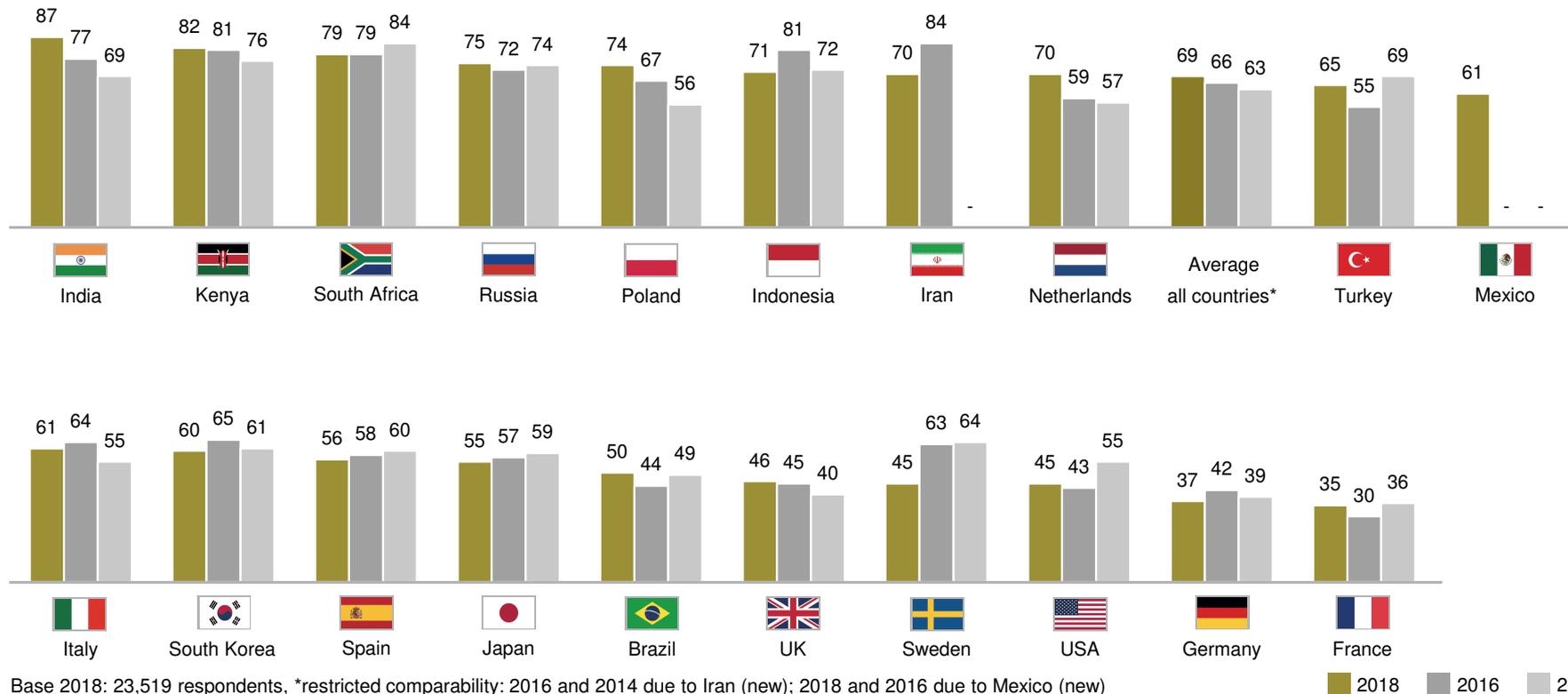


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

■ 2018 ■ 2016 ■ 2014

# At a glance /// Professional athletes, footballers

("I completely/generally trust", in %)

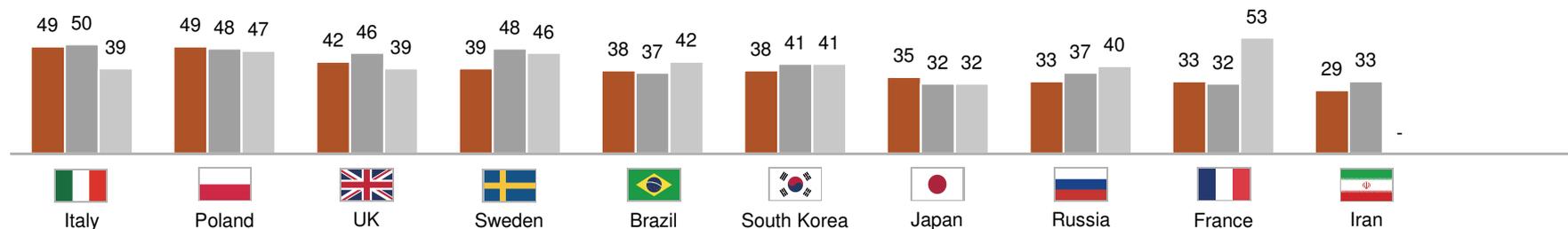
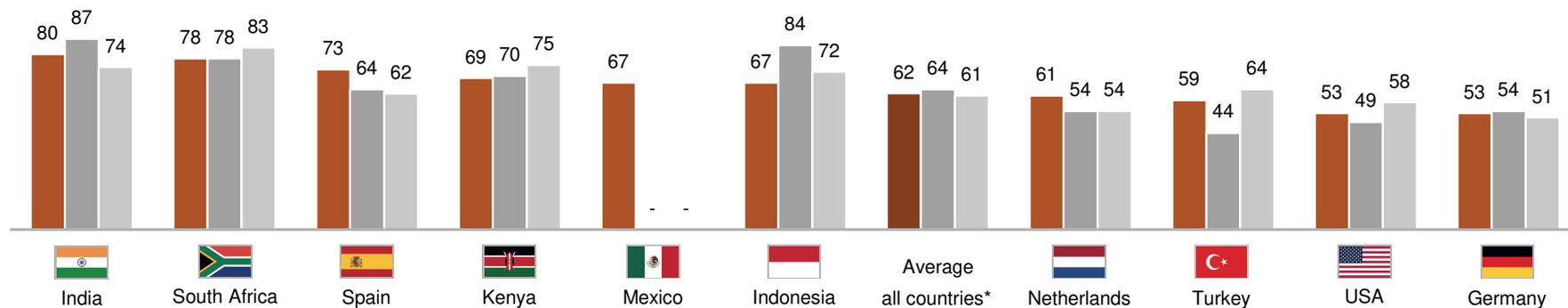


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

■ 2018 ■ 2016 ■ 2014

# At a glance /// Businessmen, entrepreneurs

("I completely/generally trust", in %)

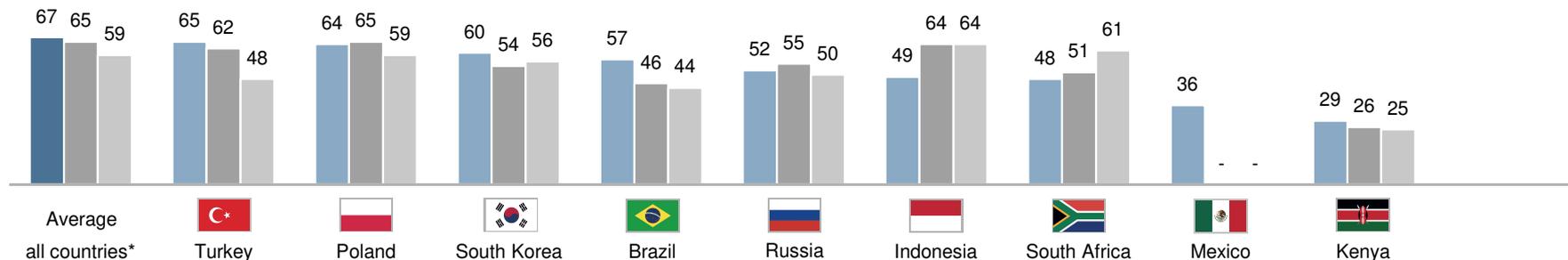
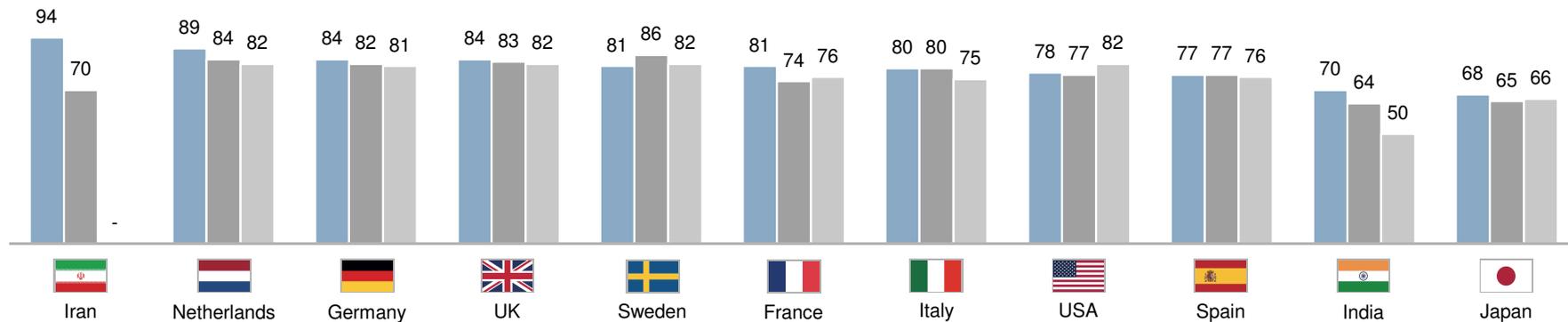


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

2018 2016 2014

# At a glance /// Policemen

("I completely/generally trust", in %)

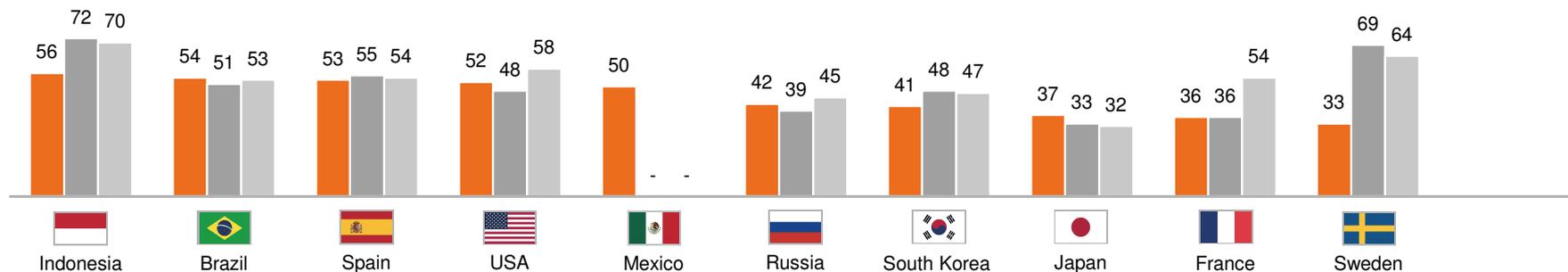
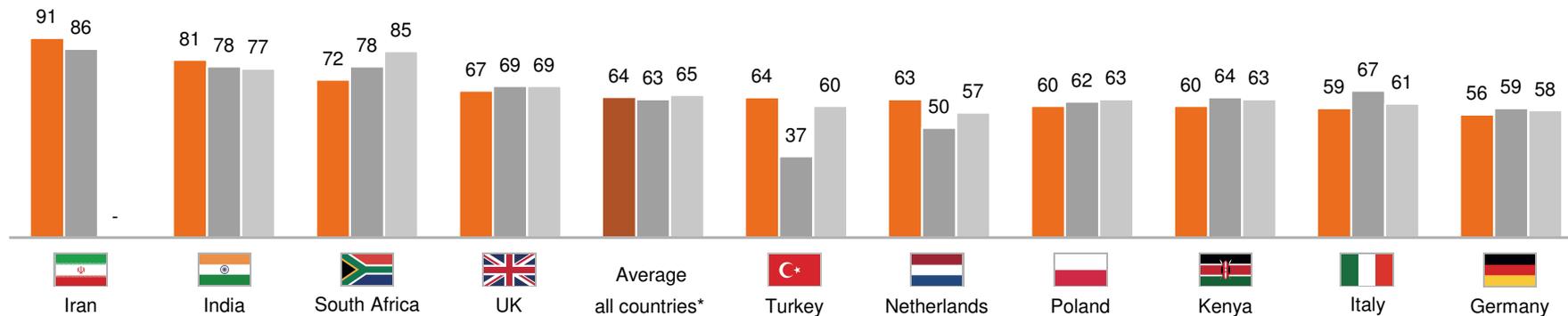


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

■ 2018 ■ 2016 ■ 2014

# At a glance /// Market or opinion researchers

("I completely/generally trust", in %)

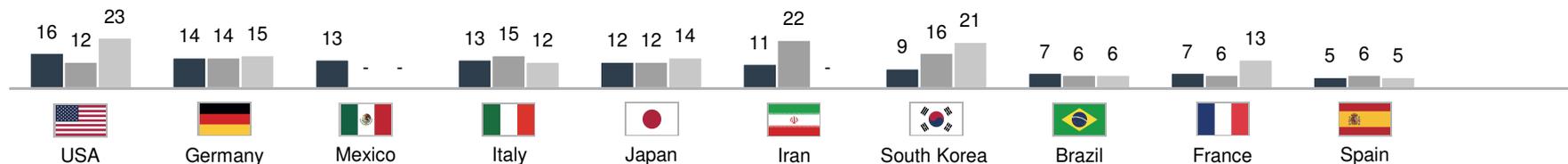
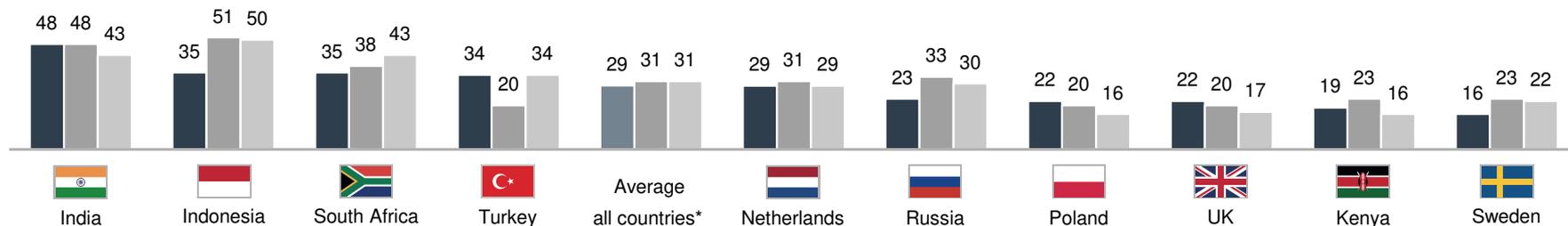


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

2018 2016 2014

# At a glance /// Politicians

("I completely/generally trust", in %)

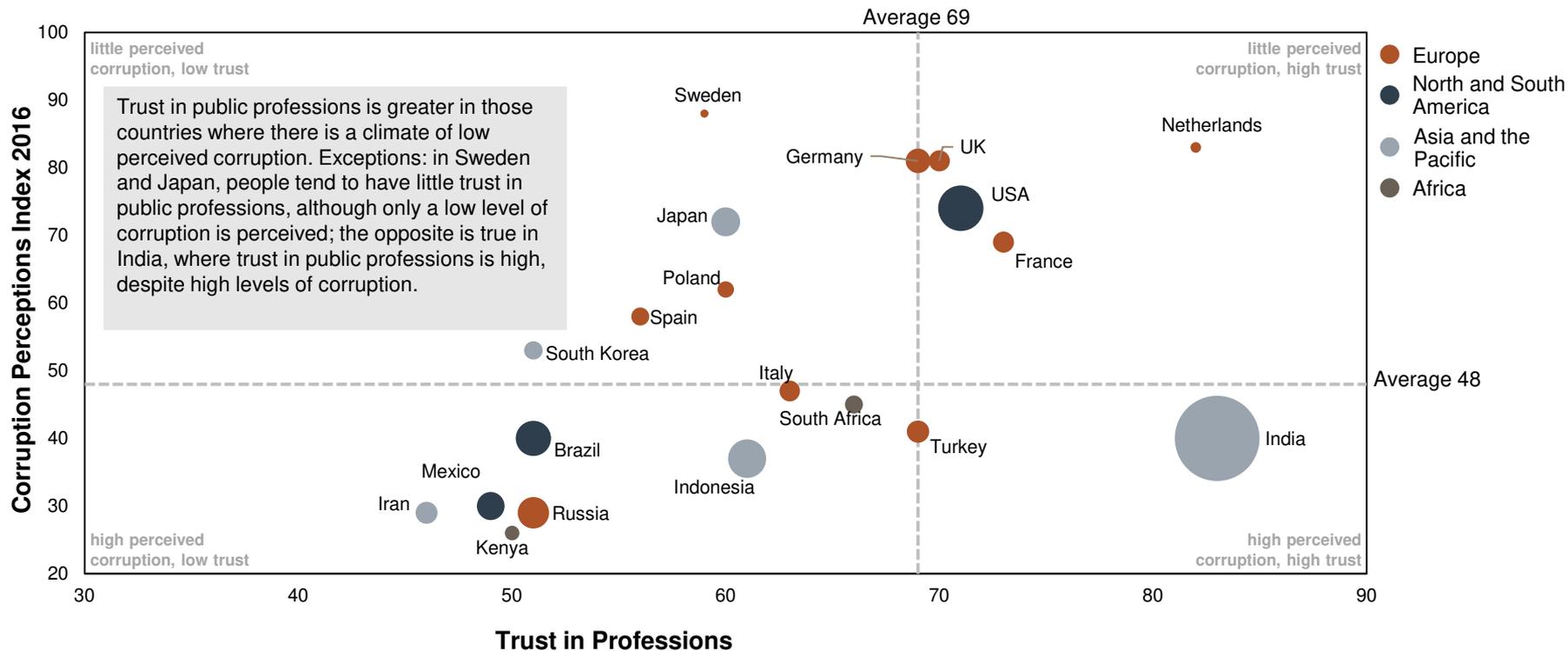


Base 2018: 23,519 respondents, \*restricted comparability: 2016 and 2014 due to Iran (new); 2018 and 2016 due to Mexico (new)

■ 2018 ■ 2016 ■ 2014

# Level of trust: public professions and Corruption Perceptions Index 2016

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



Base: 23,519 respondents; definition of public professions: civil servants, mayors, policemen, judges, soldiers

# 2 Europe in detail

## France /// Results



In 2018, the French rate a number of the professions studied a little more positively. The average trust rating has therefore increased slightly – but at 63% it is still in the lower half of the global ranking.

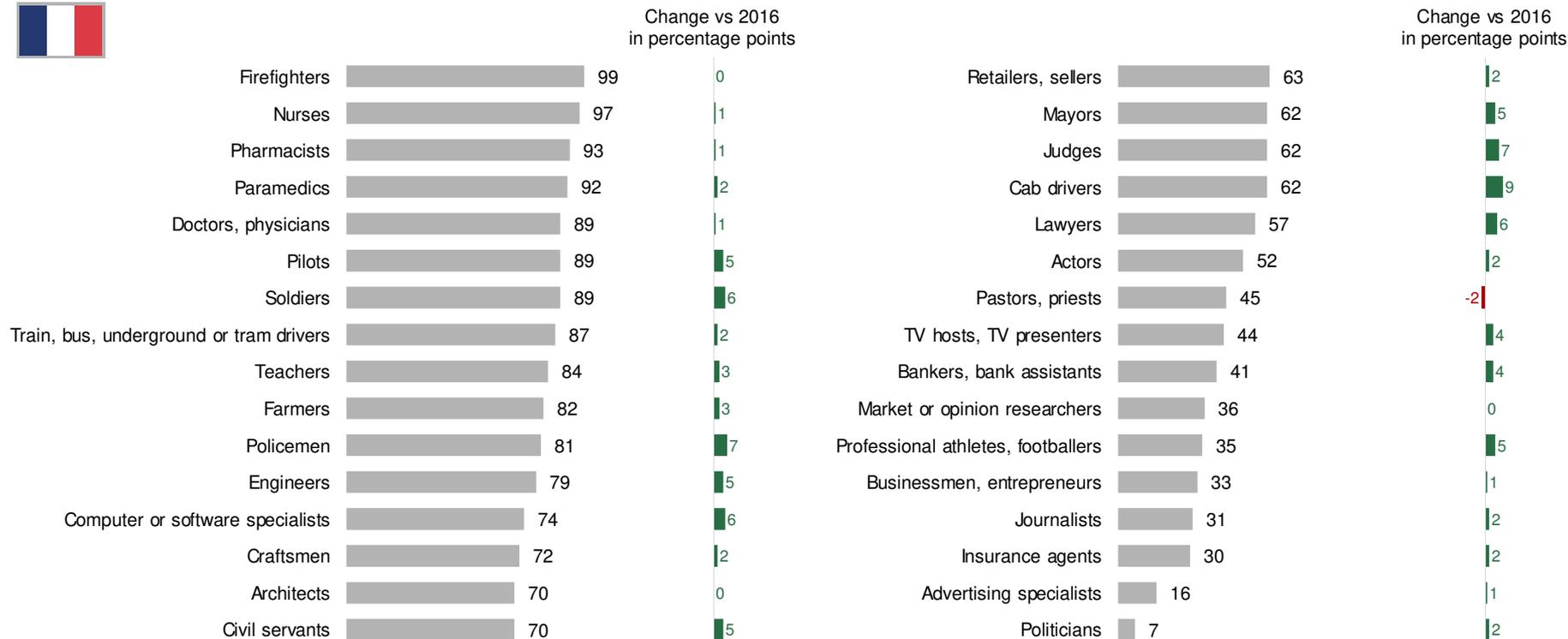
In the spring of 2017, public debate in France was particularly shaped by the presidential election. The presidential candidate Macron was able to prevail against those of the established parties, and his new party *En Marche* achieved an absolute majority in the National Assembly. In addition to reforms to the economy and the labour market, the demand for increased honesty and a change of mentality in politics was also on his agenda. France ranks 23rd on the Corruption Perceptions Index published by Transparency International, meaning it is behind countries with a similar level of economic development. To combat corruption, a law was passed in August 2017 prohibiting parliamentarians from employing relatives at public expense. This practice had caused particular harm to the conservative candidate Fillon during the election campaign. At just 7%, the French continue to have little faith in politicians and this profession occupies last place in the ranking. As was the case in 2016, the

advertising industry is positioned only slightly ahead. In total, ten of the professions studied are once again below the 50% mark, including journalists, insurance agents and businessmen and entrepreneurs, each of whom are only trusted by around one in three French respondents.

The order of the first five professional groups also remains the same as in 2016. With a trust rating of 99%, firefighters have successfully defended first place, closely followed by nurses, with 97%. The third and fourth places are also occupied by medical professionals. In times of high uncertainty, triggered by several Islamist-motivated terrorist attacks, the population also has significantly more trust in soldiers (89%) and the police (81%). Judges may also be benefiting from this development, gaining 7 percentage points to achieve 62%. Cab drivers, however, clock up the largest increase in trust this year, securing a position in the lower-mid range by climbing 9 percentage points to 62%. France's cab drivers caused a sensation in 2016 with massive protests against the transportation service provider Uber.

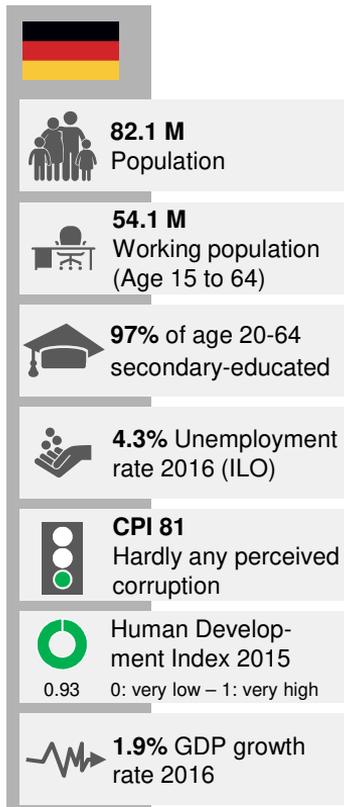
# France /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,064 respondents

## Germany /// Results



In general, trust in the professions studied has remained stable in Germany in 2018. The trust engendered in the professional groups at the top of the ranking remains constant, at around the 95% mark. The composition of this group of frontrunners remains unchanged as well, with firefighters, paramedics and nursing professions once again leading the way. Next in the ranking are doctors, physicians, bus and train drivers, and pilots, all of whom are trusted by almost 90% of Germans.

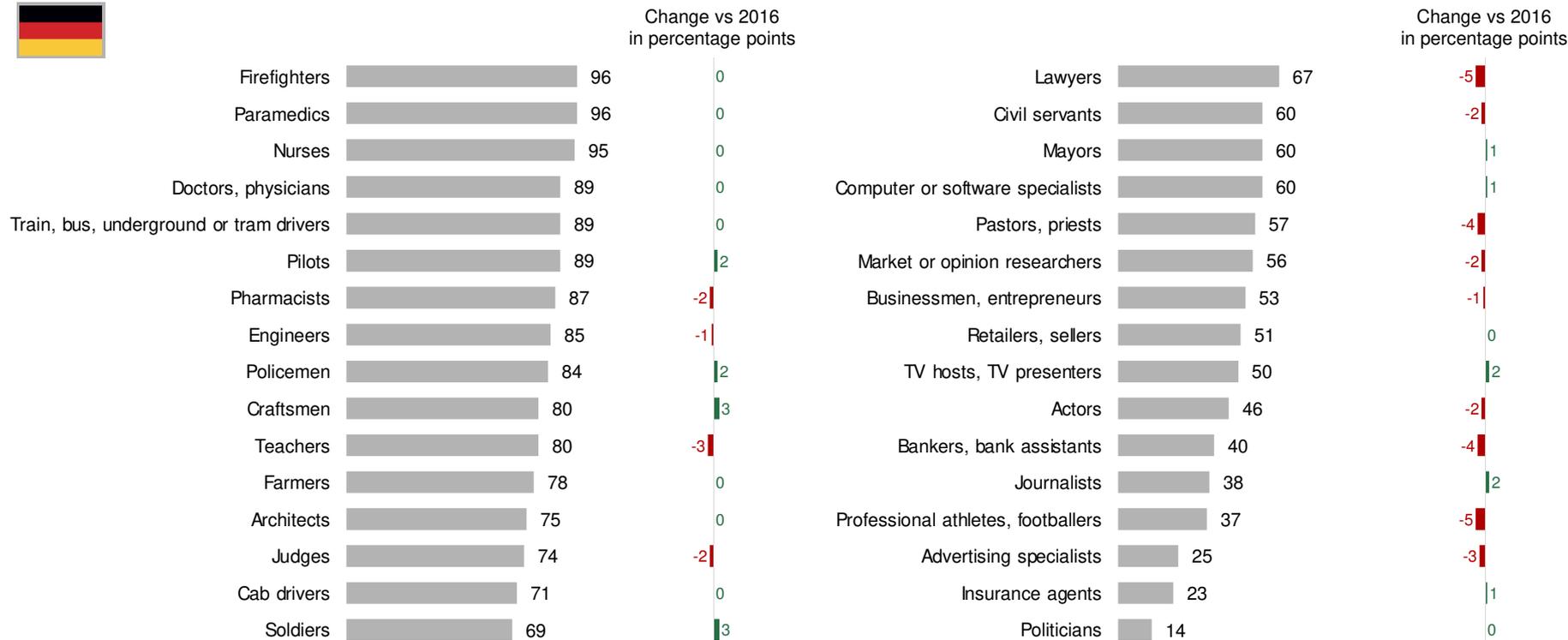
Larger drops in trust are not seen until the second half of the ranking. For example, lawyers witness a decline of 5 percentage points, taking them to 67%. This could be a response to one of the highest profile trials of recent years, the case against the right-wing terror cell NSU. Among other things, the defendants' petitions on the grounds of bias delayed the course of the trial so that the pleadings of the Federal Prosecutor's Office and, above all, those of the co-plaintiffs had to be postponed for several weeks. Professional athletes and footballers have lost the same amount of approval as lawyers (37%). This could be attributable, for example, to the very high transfer fees paid in football, which

many citizens and fans no longer find appropriate. Trust in bankers (40%) and pastors (57%) has sunk by 4 percentage points. The drop in trust in priests corresponds with the continued fall in membership numbers of the two major churches in Germany. By contrast, the number of Orthodox Christians and Muslims in the country has risen slightly.

A total of seven professional groups are considered trustworthy by less than half of Germans, including advertising specialists (25%) and insurance agents (23%). Politicians continue to bring up the rear of the rankings, with an unchanged trust rating of 14%. The 2017 Bundestag election, which took place during the survey period, perhaps plays a role in this. During the election, the two grand coalition parties suffered losses, while the smaller parties made gains. This meant that the FDP was able to return to the German Bundestag and the right-wing populist AfD took up seats for the first time. The AfD had already shifted the political discourse to the right during the election campaign, and was able to score points with immigration and domestic security among both former non-voters and protest voters.

# Germany /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 2,056 respondents

## Germany /// Differences between West and East



Even 28 years after German reunification, differences between East and West can still be found. In the East, for example, there are hardly any large companies; rather, there is less economic and purchasing power, and unemployment is higher. With regard to professions, however, at present only specific groups are perceived differently. Moreover, the average trust ratings in the two parts of the country are even virtually the same this year, with overall trust rising slightly to 64% in the East and dropping marginally to 65% in the West. In comparison with 2016, the western regions of the country have more stable trust values, but citizens in both parts of the country largely agree when it comes to the professions at the top and bottom of the ranking.

As in 2016, the greatest differences are to be found in the assessment of pastors. Regardless of age, West Germans trust this professional group significantly more (by 25 percentage points). The fact that the proportion of citizens with no religious affiliation is particularly high in the East – in spite of the East German town of Wittenberg being considered the cradle of the Reformation, the 500th anniversary of which was celebrated in 2017 – is a legacy of

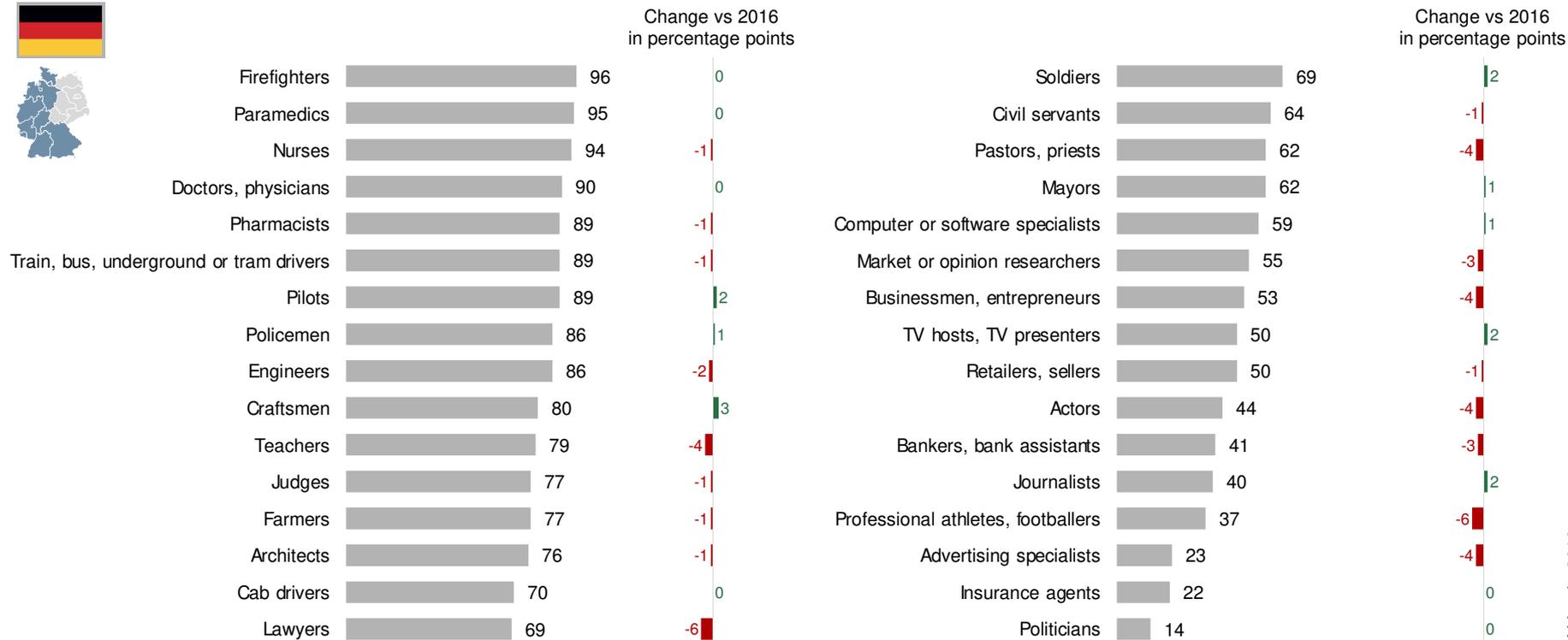
the socialist GDR.

The situation for lawyers, the police, judges, civil servants and mayors is similar to that found in 2016, with each of these professional groups enjoying a level of trust that is at least 10 percentage points higher in Western Germany. After the fall of the Berlin Wall, many positions in the judiciary, public administration and universities in East Germany were filled by West German candidates. This may be one of the reasons why older citizens of former East Germany in particular feel sceptical towards judges. It could also be a hangover effect from the GDR judiciary, as there were hardly any lawsuits during this time. Bankers are also rated very critically by older people in the East.

By contrast, East Germans view retailers (59%) and actors (56%) in a noticeably more positive light. At 63%, more people in the East trust market and opinion researchers than in the West (55%), especially the under-50s. The extent to which the results found in this study will converge in the future will partly depend on whether the degree of similarity between the economy in the East and West continues to increase.

# West Germany /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,651 respondents

# East Germany /// Trust in professional groups

("I completely/generally trust", in %)



Train, bus, underground or tram drivers

Doctors, physicians

Engineers

Craftsmen

Teachers

Farmers

Pharmacists

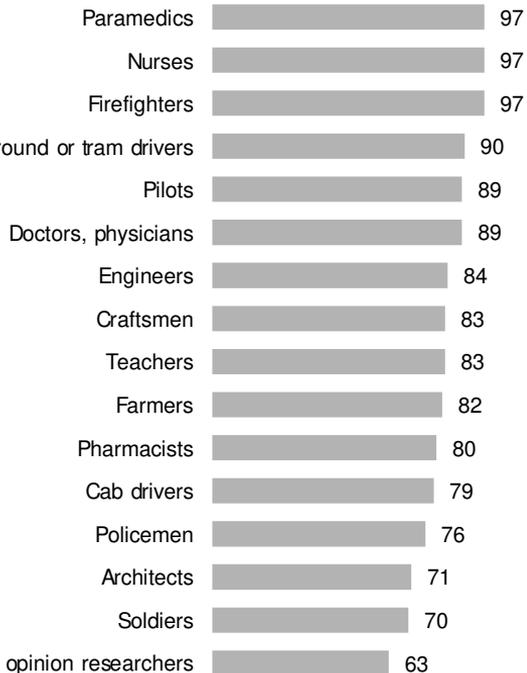
Cab drivers

Policemen

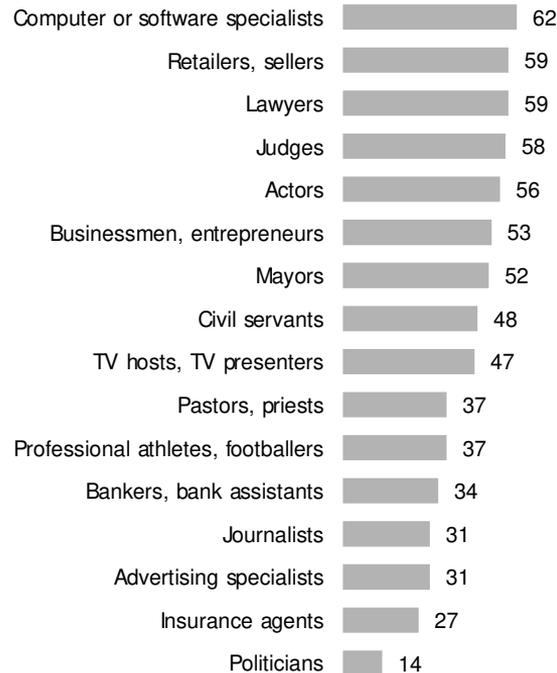
Architects

Soldiers

Market or opinion researchers



Change vs 2016  
in percentage points



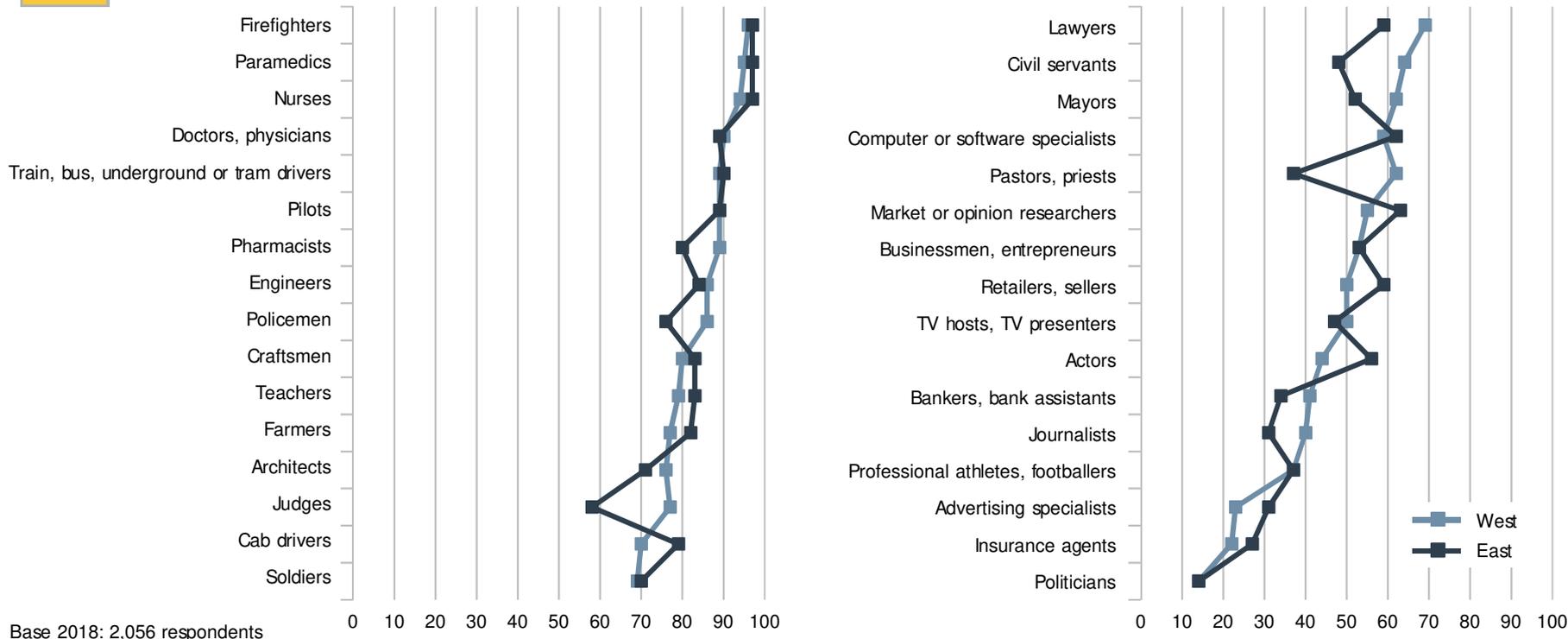
Change vs 2016  
in percentage points

Base 2018: 405 respondents

# Germany /// Trust in professional groups

## Comparison of East and West Germany

("I completely/generally trust", in %)

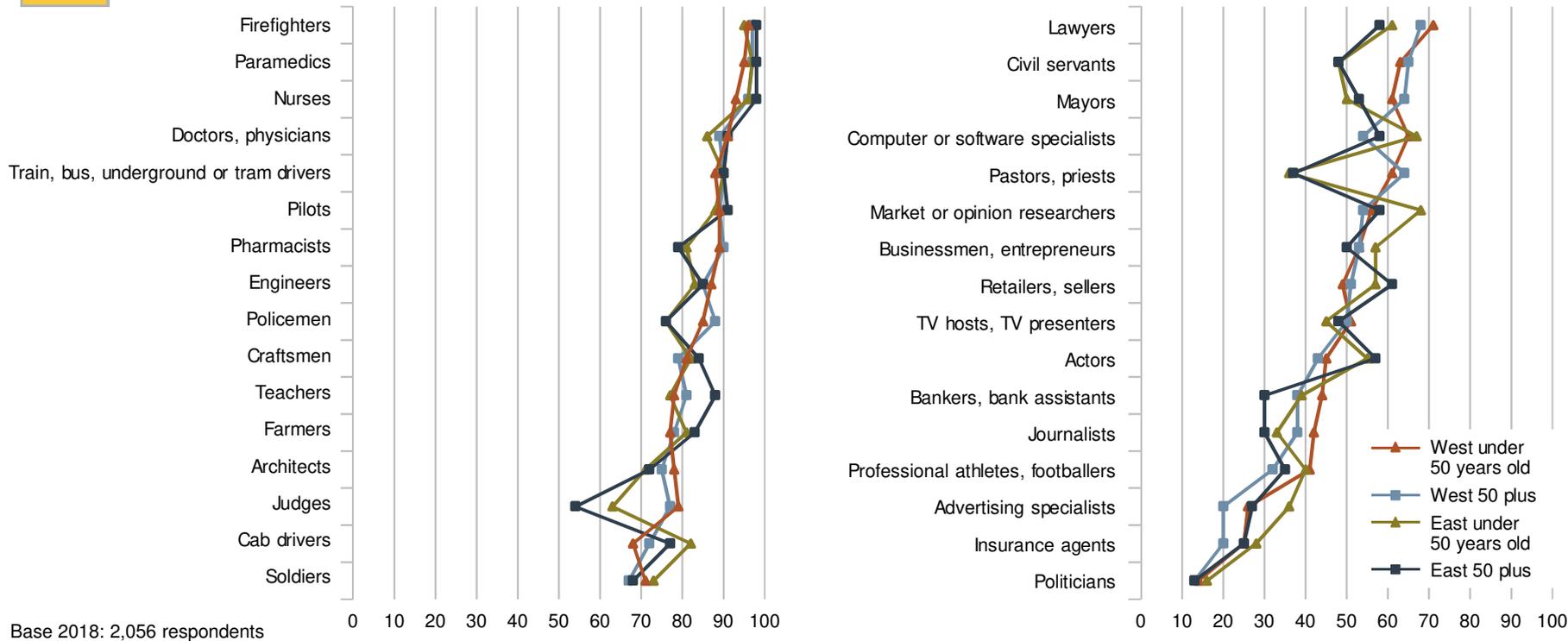


Base 2018: 2,056 respondents

# Germany /// Trust in professional groups

## Comparison of East and West Germany by age group

("I completely/generally trust", in %)



# Germany /// Professional groups reflected on the WWW (1)

Results of "360° Social Media Status Quo Analysis"

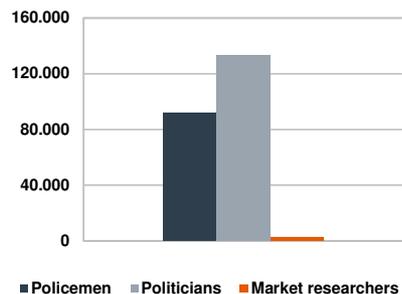


Of the professions studied, politicians are most frequently mentioned on the Internet. Policemen follow in second place. In contrast, significantly less content is posted online about market researchers.

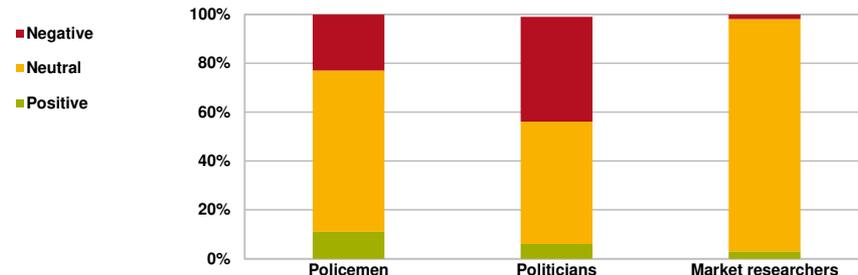
Politicians are not only mentioned very often, but are also presented in the most negative light. Content concerning market researchers is almost exclusively neutral in tone.

Negative comments are more likely to come from private users – which is generally the case for analyses on the Internet.

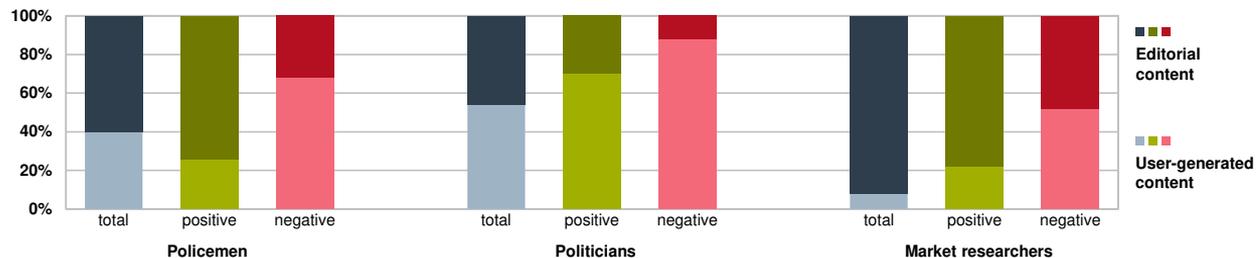
Remarks/comments absolute  
Comparison of online references made



Reputation at a glance  
Assessment/perception of the professional groups online



Source of remarks/mentions/comments:  
Editorial content (e.g. from media, companies) vs user-generated content (e.g. from blogs, forums and social networks)



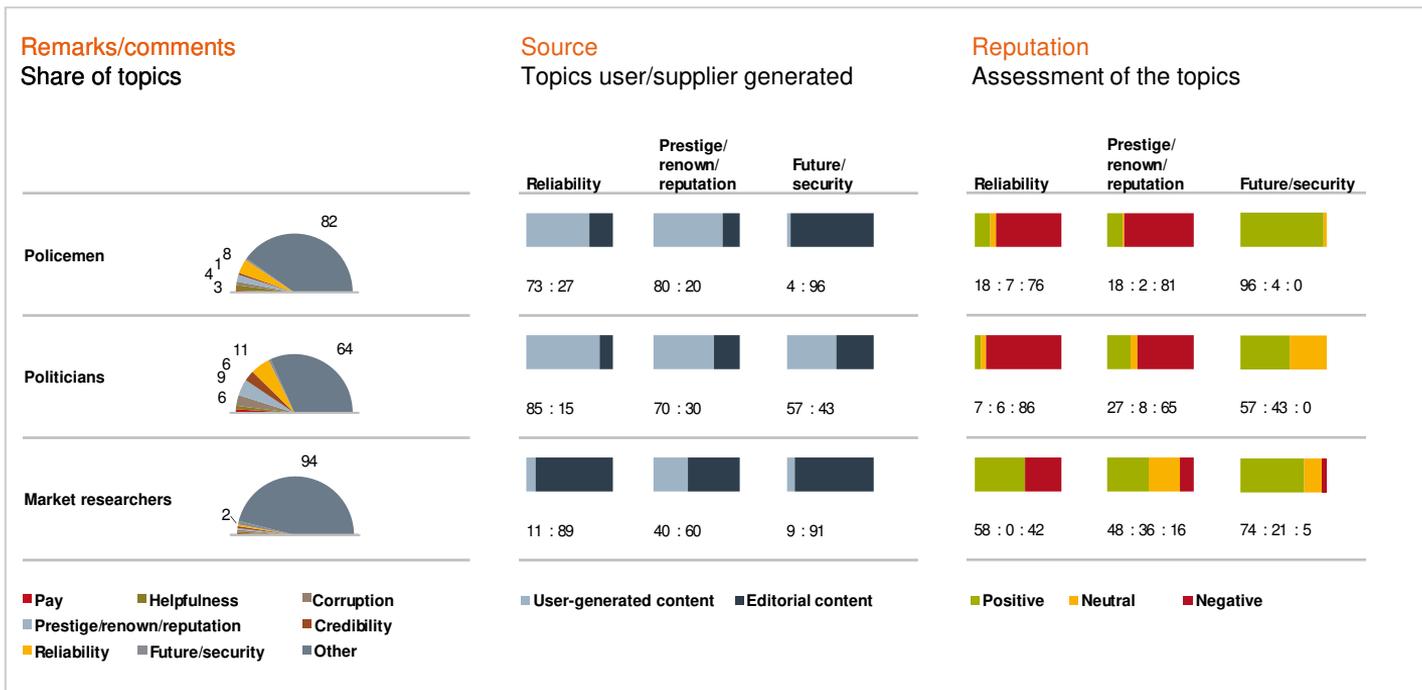
# Germany /// Professional groups reflected on the WWW (2)

Results of "360° Social Media Status Quo Analysis" in %



The texts were analysed for aspects that provide information about the image of a profession (see the key on the left). However, classifying texts in this way often proves impossible, meaning that each profession has a high proportion of "other topics" – most often in the case of market researchers. Most of these "other topics" are reports about various studies.

Politicians and the police are rated similarly poorly in terms of reliability and "prestige/renew/reputation".



## Germany /// Professional groups reflected on the WWW (3)

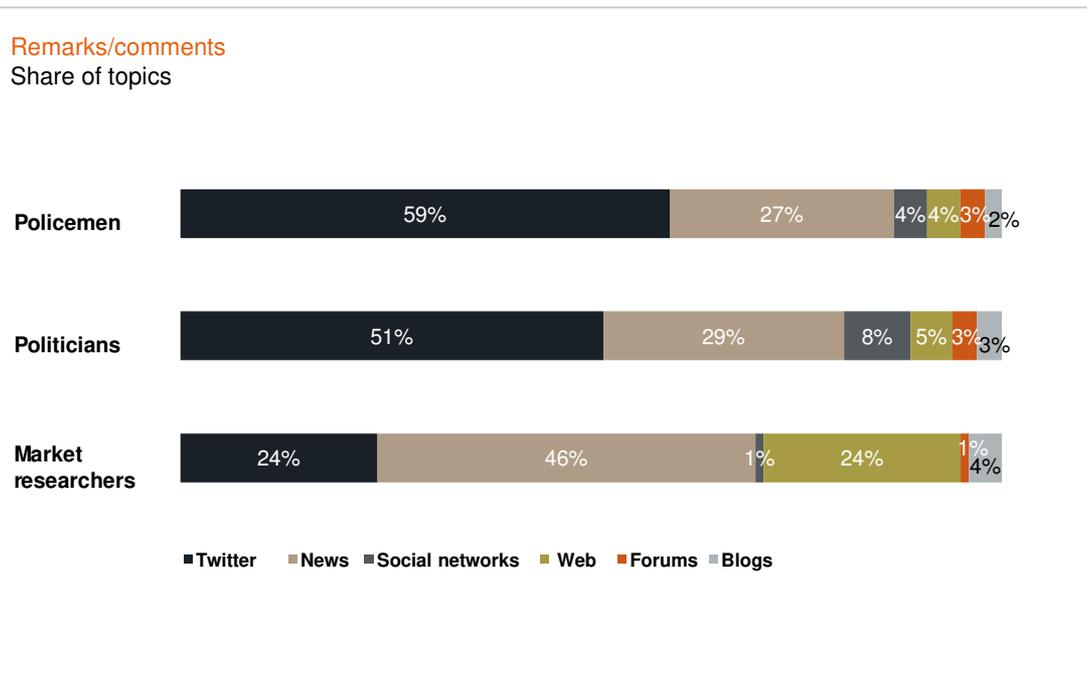
Results of "360° Social Media Status Quo Analysis"



Over half of the texts about the police and politicians were found on Twitter. Just over one in four texts comes from online news media.

In the case of market researchers, in contrast, the picture is almost reversed, as this professional group is most frequently mentioned in texts from online news media.

Twitter, networks and forums also play a role, but much less so than for the police and politicians.

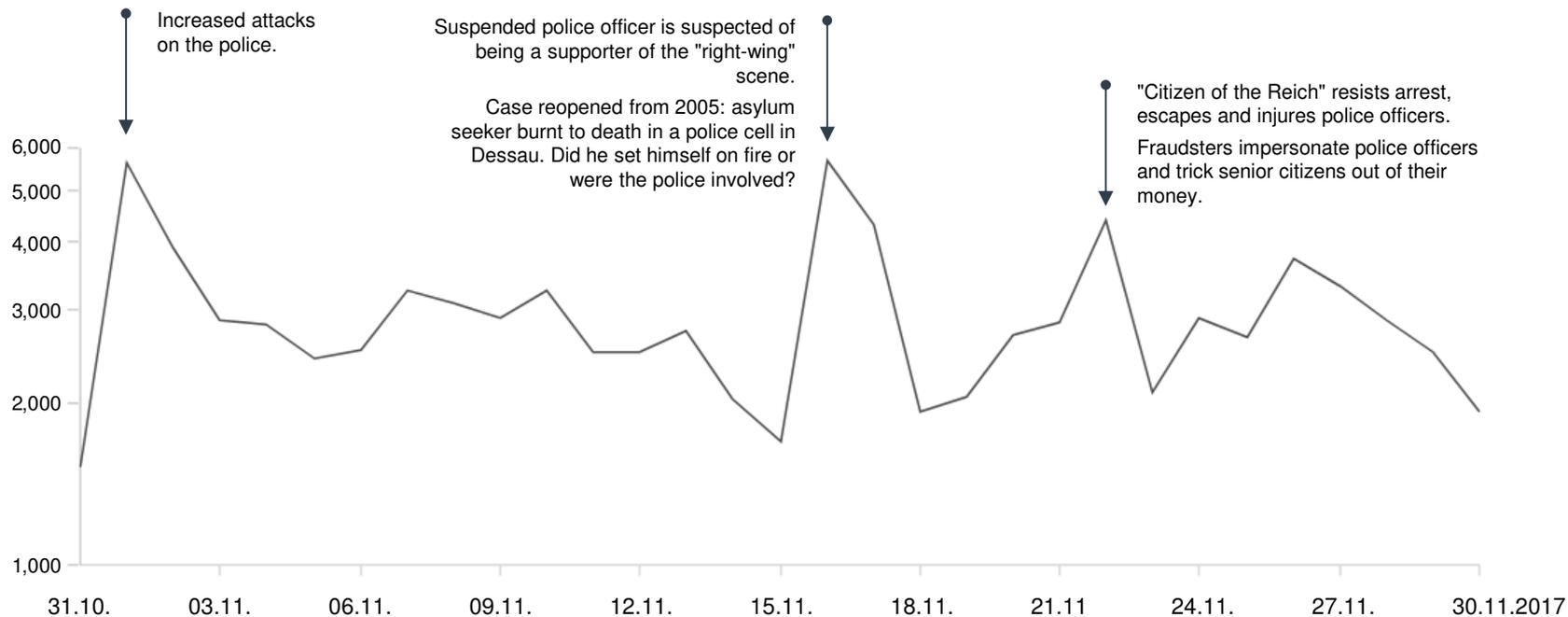




## Germany /// Professional groups reflected on the WWW, mentions over time: policemen

Results of "360° Social Media Status Quo Analysis"

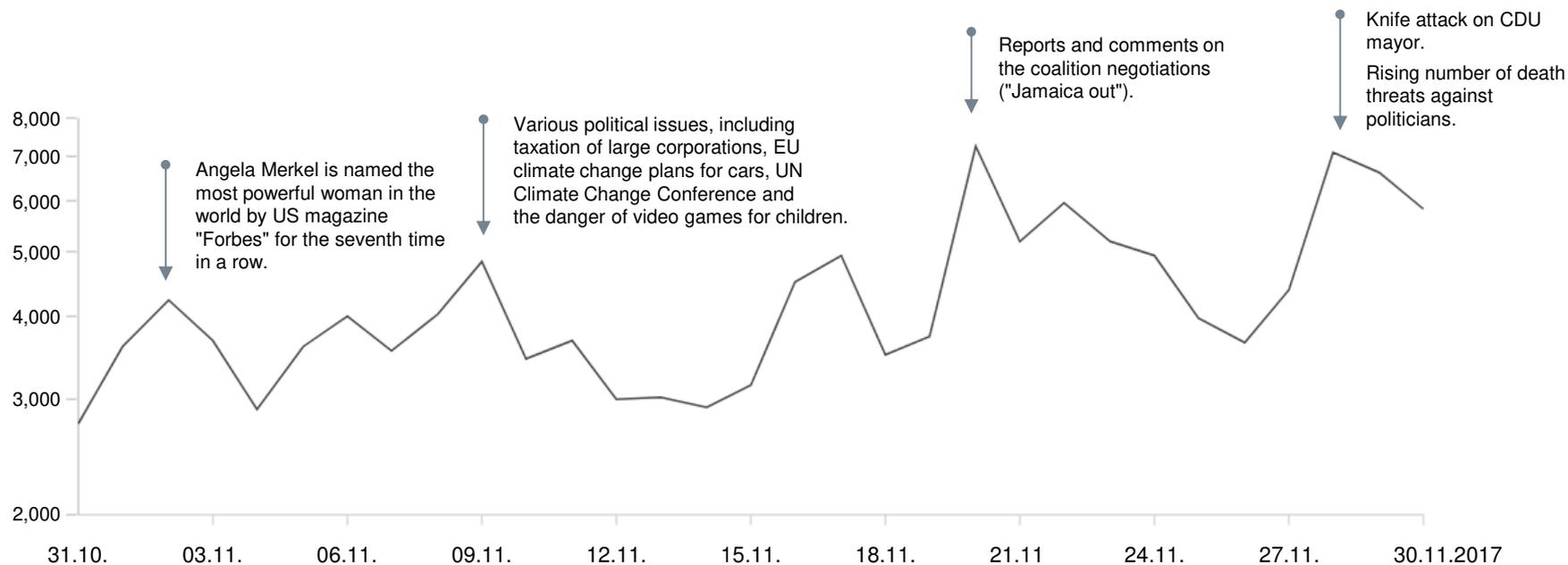
39



## Germany /// Professional groups reflected on the WWW, mentions over time: politicians

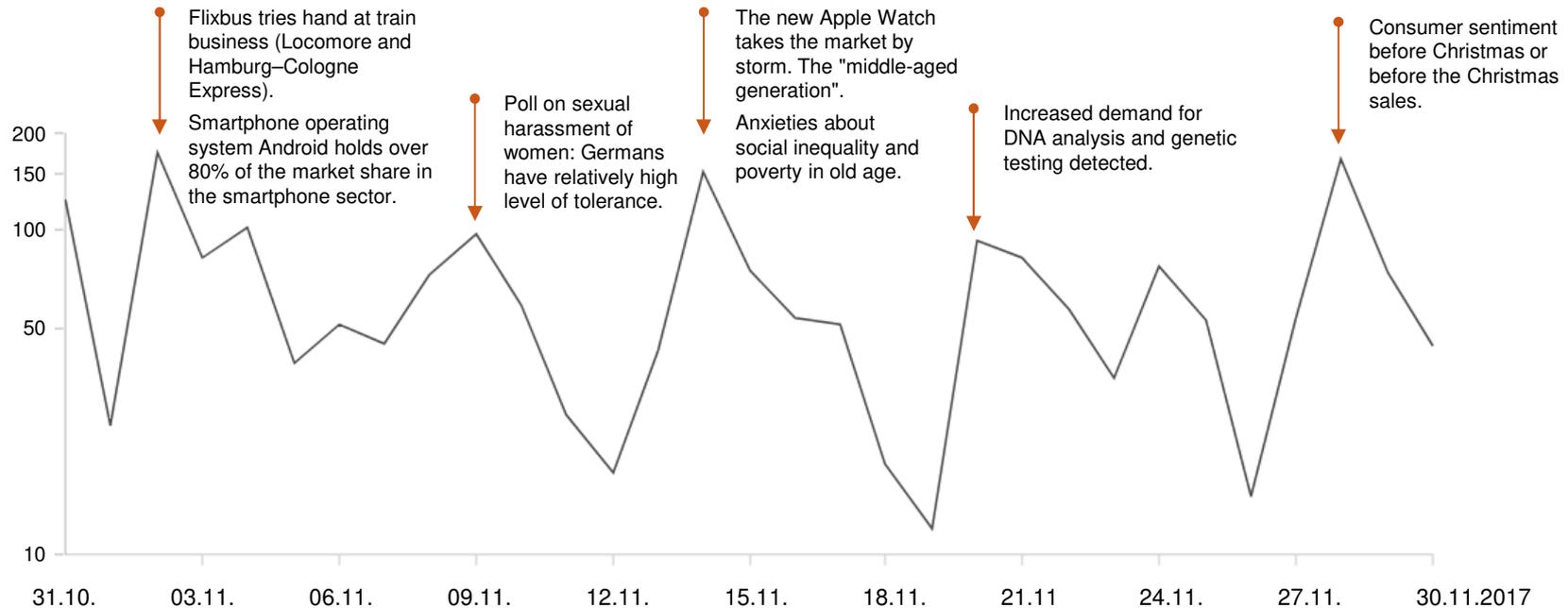
Results of "360° Social Media Status Quo Analysis"

40



# Germany /// Professional groups reflected on the WWW, mentions over time: market researchers

Results of "360° Social Media Status Quo Analysis"



# Germany /// Professional groups reflected on the WWW in detail: market or opinion researchers (1)

Results of "360° Social Media Status Quo Analysis"



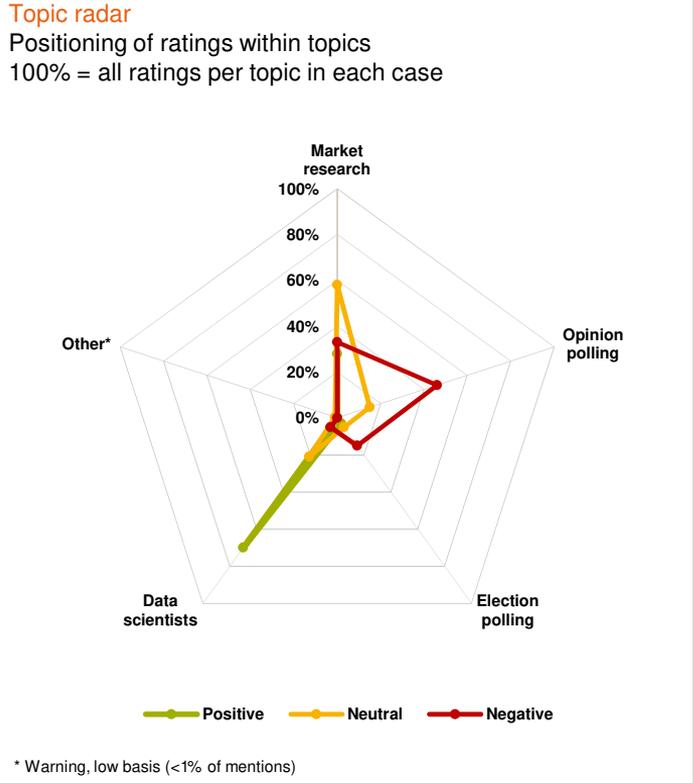
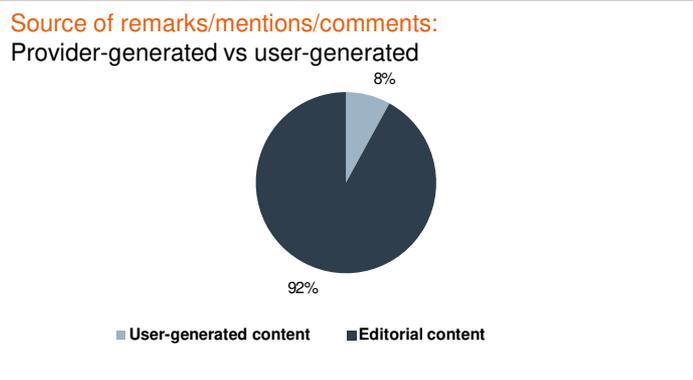
Most of the texts about market researchers come from editorial sources.

If only the positive contributions are considered, the subgroup of data scientists stands out clearly. Perhaps this may be a sign of the future viability of this particular professional group?

Of all subgroups, however, opinion pollsters seem to be subject to the most criticism.

**Common terms found in the articles on the Internet – total from headlines and text**

Positive	Neutral	Negative
Audi	percent	machines
company	company	learning
learning	euro	study
percent	tests	nature
market research	apple	media
employees	market	company
machines	Android	Instagram
area	millions	advert
intelligence	customers	journalism
Fraunhofer	analyses	privacy



# Germany /// Professional groups reflected on the WWW in detail: market or opinion researchers (2)

Results of "360° Social Media Status Quo Analysis"

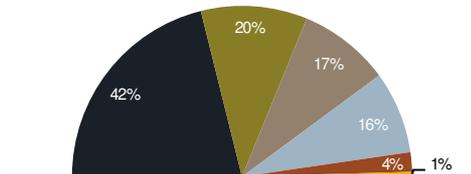


If the category "other topics" is omitted, it can be seen that the future viability of the profession is the most important topic.

At 57%, more than half of the texts refer to classic market researchers.

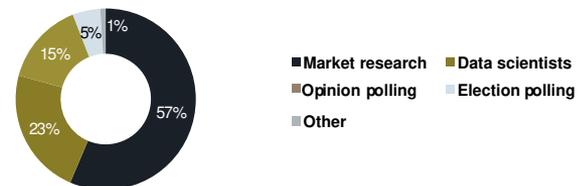
And almost a quarter of the texts are about the group of data scientists. This group of professionals seems to be in high demand, as two thirds of the texts concerning this category are job advertisements.

Remarks/comments absolute  
Share of topics excluding "other topics"

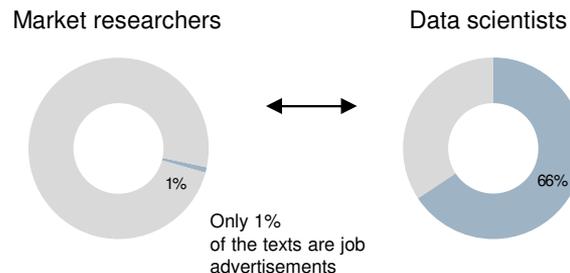


■ Future/security of profession   ■ Prestige/renown/reputation  
 ■ Credibility   ■ Reliability   ■ Helpfulness  
 ■ Pay   ■ Corruption

Remarks/comments  
Comparison of groups of market and opinion researchers



Remarks/comments  
Proportion of job advertisements



# Germany /// Professional groups reflected on the WWW in detail: market or opinion researchers (3)

Results of "360° Social Media Status Quo Analysis"



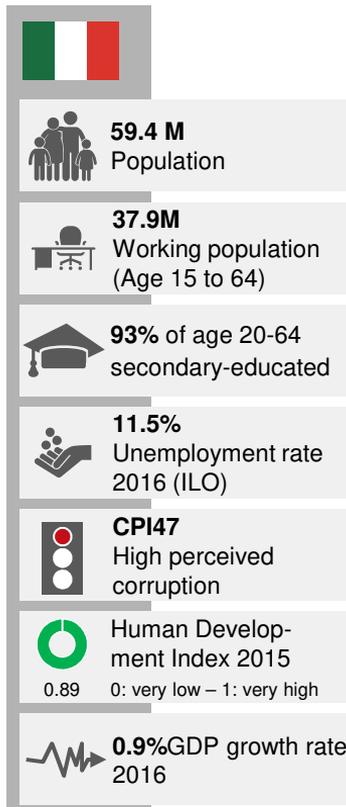
Around two-thirds of the word cloud is dominated by mentions of the institutes GfK, Nielsen and YouGov during the investigation period (November 2017).

Common terms found in the articles on the Internet – total  
from headlines and text



From two word counts for Dimap up to 344 word counts for GfK

## Italy /// Results



The trust expressed by Italians in most of the professions investigated is somewhat lower in 2018, as a result of which the average value has dropped slightly to 65%. As the only professional group to be rated as reliable by more than 90% of citizens, firefighters are clearly in the lead. Even more clear cut are the results at the bottom of the scale. Here, politicians reside in last place, viewed as credible by only 13% of Italians. This positions them firmly behind the professions occupying the following positions, namely advertising specialists, mayors, insurance agents and bank employees. After the failure of his proposed constitutional reform, Prime Minister Renzi resigned as announced at the end of 2016. He was succeeded by Foreign Minister Gentiloni. Regular new elections are scheduled for the spring of 2018. However, officials are still constantly being confronted with allegations of corruption, which is also reflected in the Corruption Perceptions Index (CPI) published by Transparency International.

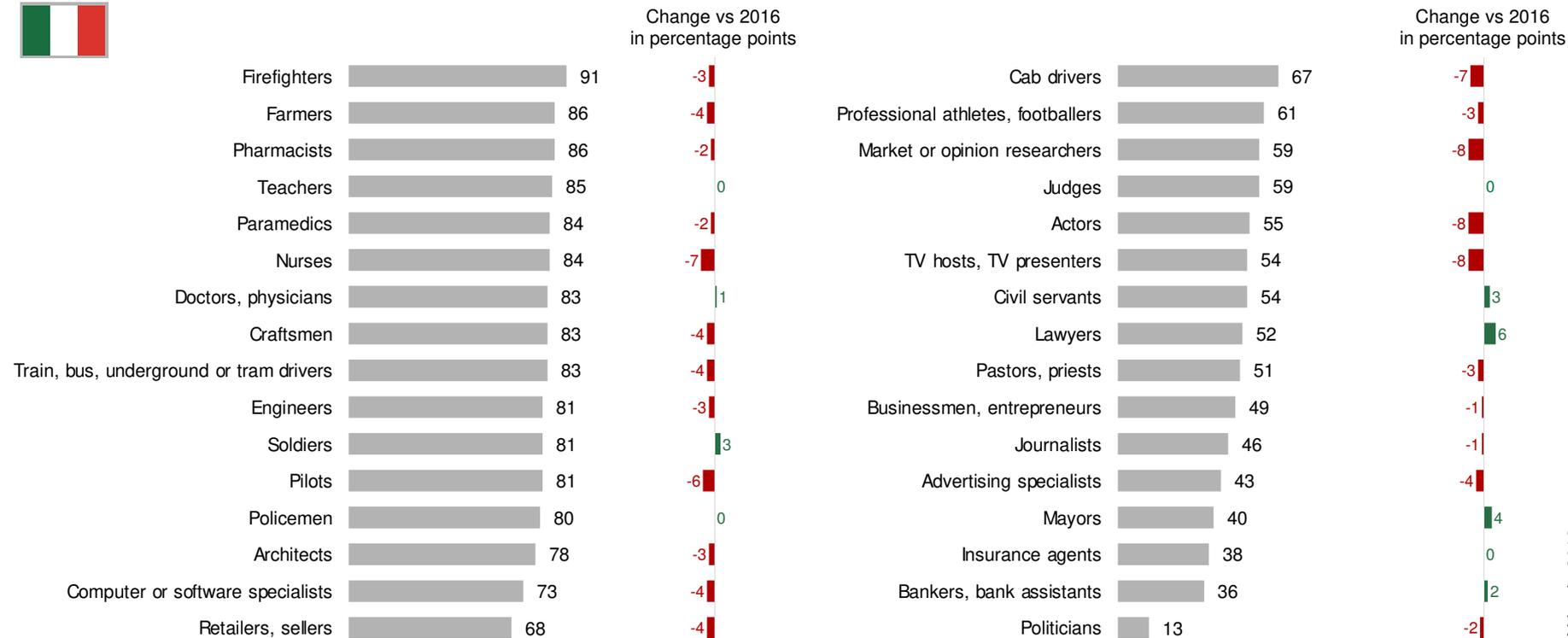
Farmers and pharmacists once again find themselves near the top of the ranking with trust ratings of 86%. Teachers are also rated very positively at 85%, as are paramedics and

nurses, both at 84%. However, the latter have lost favour with Italians, which may be due to various scandals in Italian hospitals that have been widely reported in the media. These range from the killing of several patients near Livorno to systematic fraudulent absenteeism in a hospital in Naples.

Market or opinion researchers (59%), actors (55%), and TV hosts and TV presenters (54%) have also suffered greater losses in trust. Similarly, professions in the transport sector are currently performing more poorly than in 2016. The latter professional group went on strike in 2017, thereby affecting traffic. Pilots and train drivers were criticising privatisation and liberalisation in public local and long-distance transport, while cab drivers were protesting against transportation service intermediary Uber. Although – after the survey was conducted – the national football team Squadra Azzurra failed to qualify for the World Cup for the first time since 1958, trust in professional athletes and footballers has only fallen slightly (61%). Despite experiencing the strongest rate of growth (6 percentage points), lawyers are only trusted by just over half of Italians.

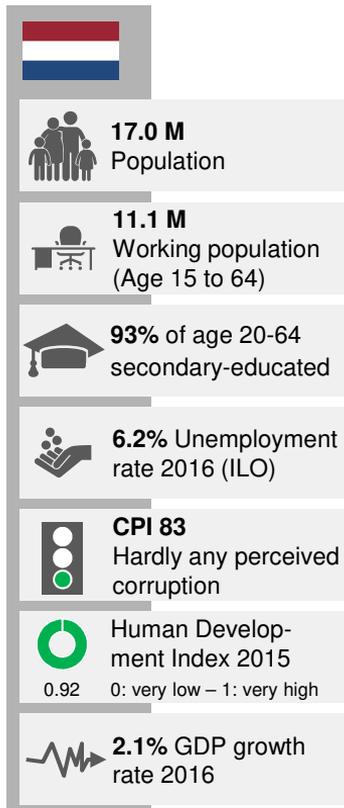
# Italy /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,107 respondents

## Netherlands /// Results



The average level of trust of 75% that the Dutch have in the various professions not only represents an increase of 6 percentage points in 2018, but also places the Netherlands in second place in the global trust ranking. With the exception of politicians and insurance agents, all the professions studied are witnessing stable, and in most cases even increasing trust. This means that more than half of the professions currently achieve approval ratings of at least 75%.

According to the Euro Health Consumer Index (EHCI), the Netherlands has the best and most efficient health system in Europe. Citizens seem to be rewarding this success, since paramedics and nurses, along with firefighters, take the lead in the Dutch ranking. The other healthcare professionals (doctors, physicians and pharmacists) also achieve more than 90% approval.

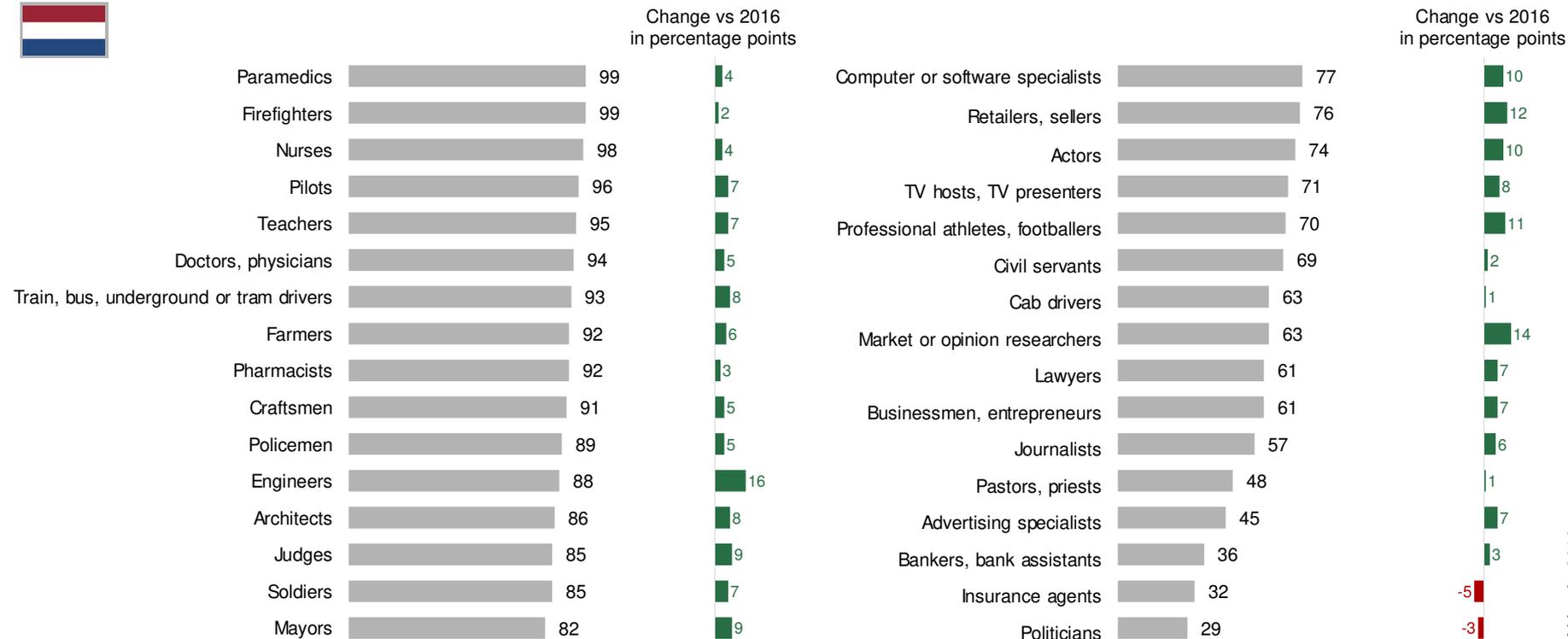
The biggest rises in trust in 2018 are recorded for engineers and technicians, who have gained 16 percentage points, and market or opinion researchers, who have gained 14 points. Trust in retailers and sellers (76%) and professional athletes (70%) has also increased by more than 10

percentage points. All these professions have thus been able to recover from the loss of trust they experienced in 2016.

In contrast, only just under a third of the population considers politicians and insurance agents to be trustworthy. Both professions, together with bankers and bank assistants, find themselves at the tail end of the ranking. The low level of trust in elected representatives may possibly be related to the general election held in March 2017. In the run-up to this, the parties fought a very controversial election campaign in which the right-wing populist PVV in particular divided opinions. In December 2016, PVV leader Wilders was convicted of discriminating against and insulting Moroccans. Despite various forecasts to the contrary that had predicted an electoral victory, the PVV became only the second strongest force in parliament. Although it emerged as the most powerful force, the conservative-liberal VVD suffered significant losses. Due to the political fragmentation of parliament, it was difficult to form a government, meaning that a new government coalition was eventually established some seven months after the election.

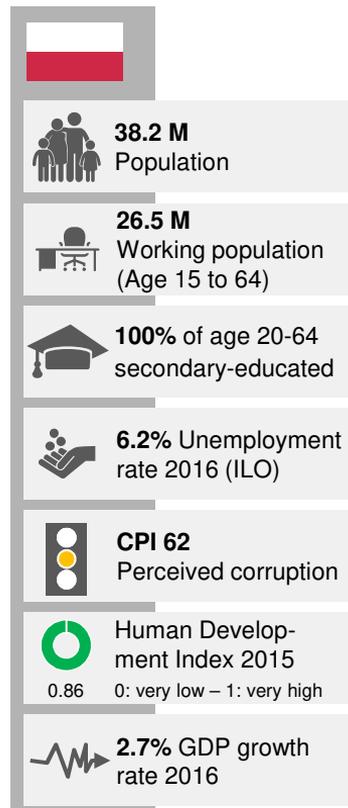
# Netherlands /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,000 respondents

## Poland /// Results



At 66%, trust across all professional groups remains virtually stable in Poland in comparison with 2016. While the professions at the top of the ranking have generally experienced more growth, mayors and pastors in the lower third have also made gains in 2018.

As the only group trusted by more than 90% of Poles, firefighters once again lead the ranking this year. All in all, healthcare professionals are also performing well again, with nurses (88%) and paramedics (87%) occupying second and third place. Meanwhile, doctors and physicians have achieved the greatest increase in trust of all the professions, rising by 7 percentage points to 81%. The health system in Poland has long been considered underfunded. Assistant doctors and specialists in training often earn so little that they need to work in multiple hospitals at the same time. Due to the poor working conditions, many medical professionals are emigrating. However, none of this seems to be having a negative impact on how these professions are perceived.

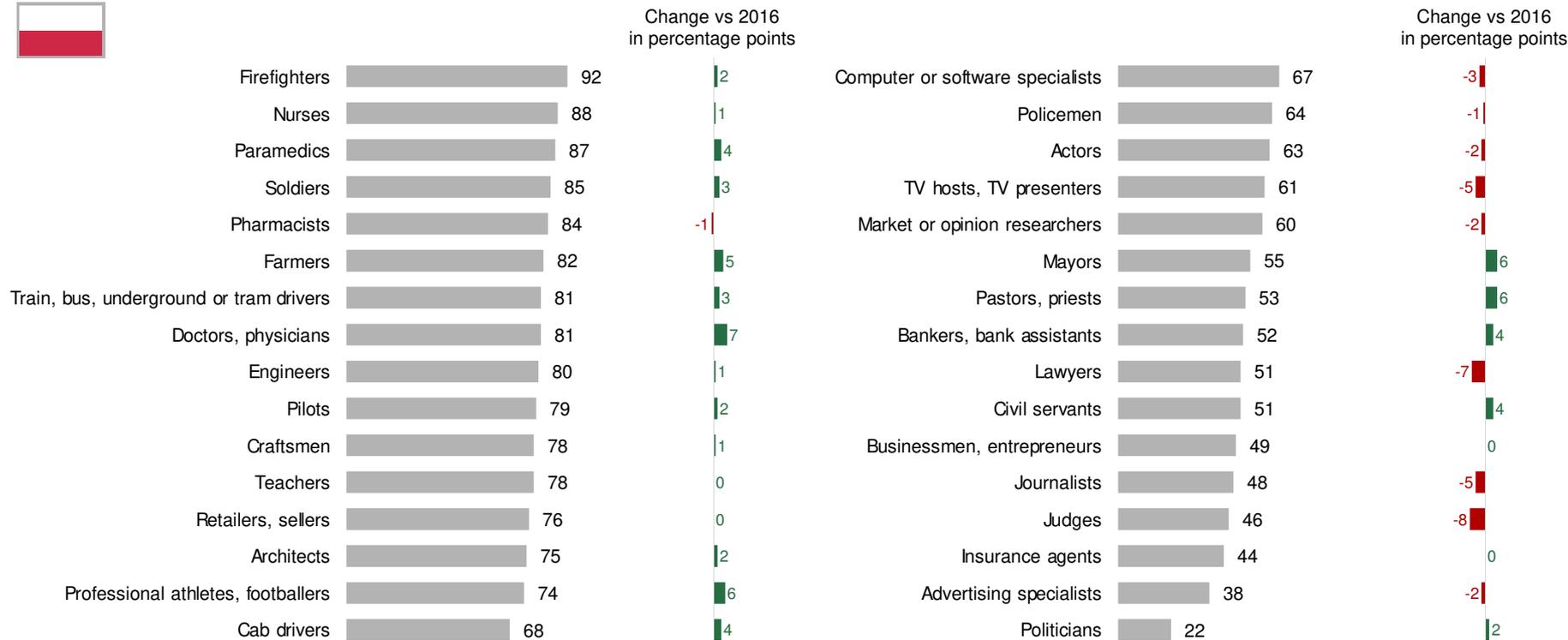
In 2018, the greatest losses have been suffered by lawyers (51%) and judges (46%), whose trust levels have

dropped by 7 and 8 percentage points respectively. Since July 2017, a reform has allowed the Polish Minister of Justice, among other things, to dismiss judges without citing any reasons and to appoint others instead. Critics see this as a threat to the division of power in Poland. Since this regulation violates EU directives, the European Commission has initiated infringement proceedings against the country.

Journalists have also experienced a loss of trust, falling by 5 percentage points to 48%. At the end of 2016, the government initially imposed restrictions on reporting from parliament, which were revoked only after protests by the media and the opposition. In addition, at the beginning of 2016, the professional secrecy of journalists was restricted under a new police law. This was strongly criticised by the Council of Europe's legal experts. With a slightly improved trust rating of 22%, politicians in Poland also lag far behind in last place in 2018. However, they are rated better than their counterparts in many Western European countries. Advertising experts once again find themselves in penultimate place, with 38% currently.

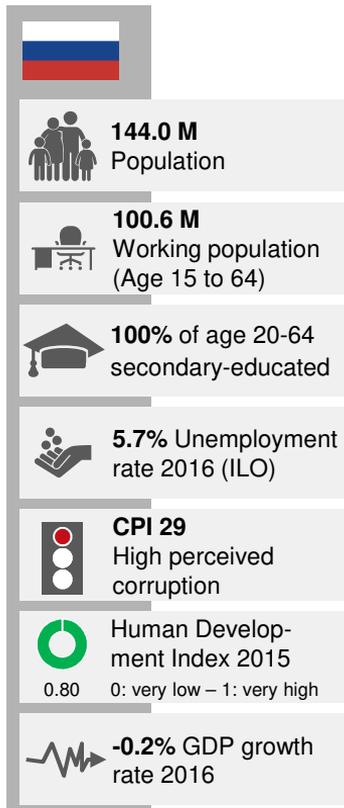
# Poland /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,000 respondents

## Russia /// Results



In 2018, the Russian population rates the majority of the professions studied more negatively than in 2016. The average trust rating has therefore dropped to 60%, meaning that Russia is still in the lower third of the global comparison.

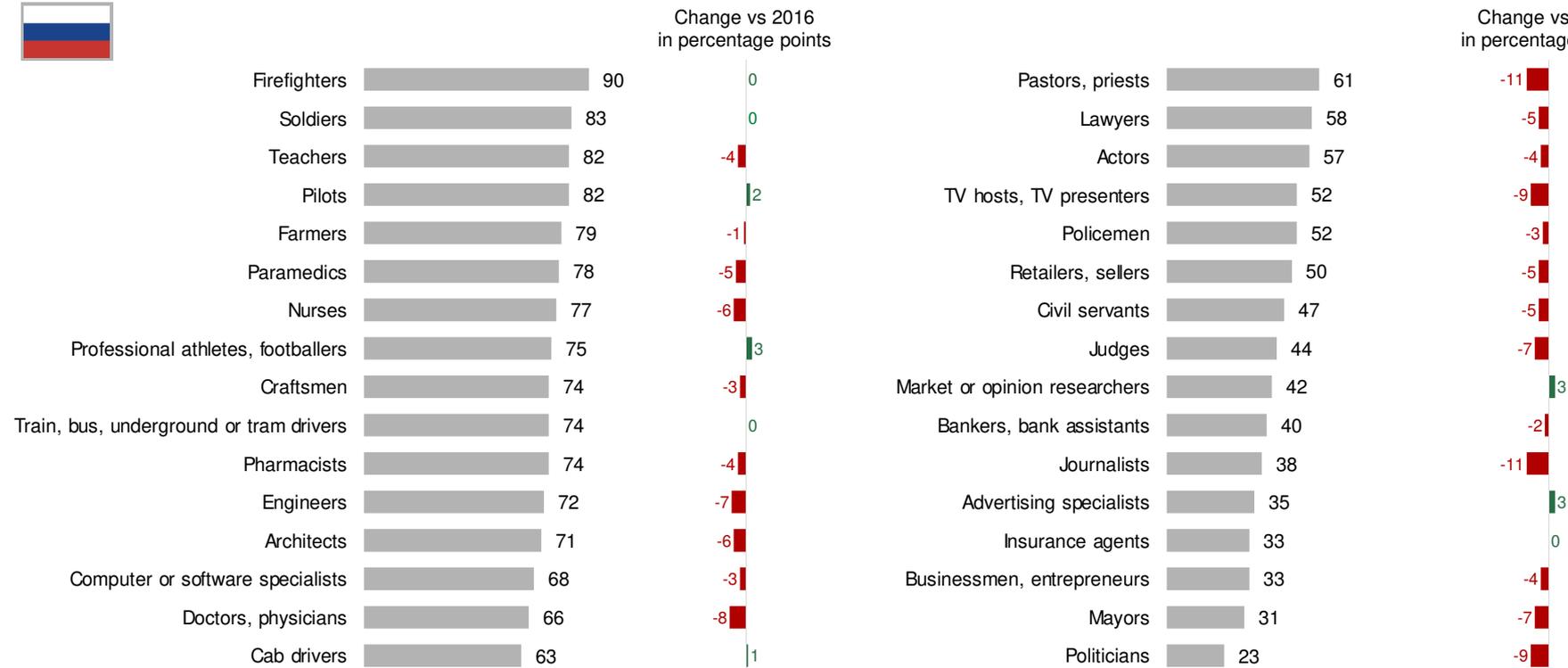
Priests (61%) and journalists (38%) record the largest declines, while TV hosts and presenters (52%) also perform more poorly than in 2016. The latter result probably reflects the fact that the government has a strong influence on the media and that it is therefore almost impossible to report negatively on the government. For example, Russia ranks 148th out of 180 countries in the Press Freedom Index published by Reporters Without Borders. The lessened trust in priests could be due to the increasingly close relationship between the church and the state, as well as growing Christian fundamentalism. This manifested itself in protests in 2017 against a feature film about Tsar Nicholas II, whom the Russian Orthodox Church reveres as a saint. The director's office was attacked several times and critics accused him of blasphemy. Confidence in politicians has also fallen, with the professional group ranking last again, with 23%. Mayors find themselves just one position higher, but with 31% enjoy somewhat more

trust than politicians. In addition to the points mentioned above, corruption may have caused the general feeling of discontent among the population. Young people in particular protested against this and other problems in March 2017. During these protests, 900 people were arrested in Moscow alone. At 52%, trust in the police is below average in the country comparison. In addition to the professions already mentioned, entrepreneurs and insurance agents find themselves at the tail end of the ranking, each with a trust rating of 33%.

Like numerous other nationalities, Russians also have the most trust in firefighters (90%). Soldiers, teachers and pilots complete the leading group, albeit lagging a fair way behind. A noticeable loss of trust is recorded for doctors and physicians, who have now dropped to 66%, which is the lowest trust rating received by this group across all the countries included in the study. 75% of Russians still find professional athletes to be credible, despite the widespread doping scandal uncovered towards the end of 2016. In December 2017, the IOC decided to exclude the country from the 2018 Winter Olympics. Many Russians disagree with this decision and feel their national pride has been hurt.

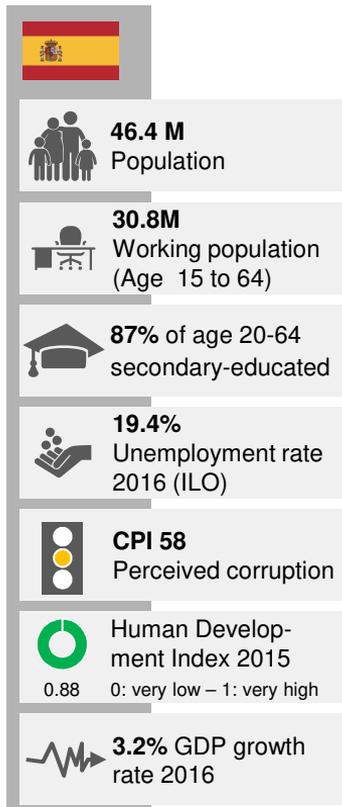
# Russia /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 2,228 respondents

## Spain /// Results



Since the end of 2016, the Catalanian quest for independence from Spain has become increasingly visible. The regional Catalan government held a referendum on independence just before this poll was taken, even though the constitutional court had forbidden them from doing so.

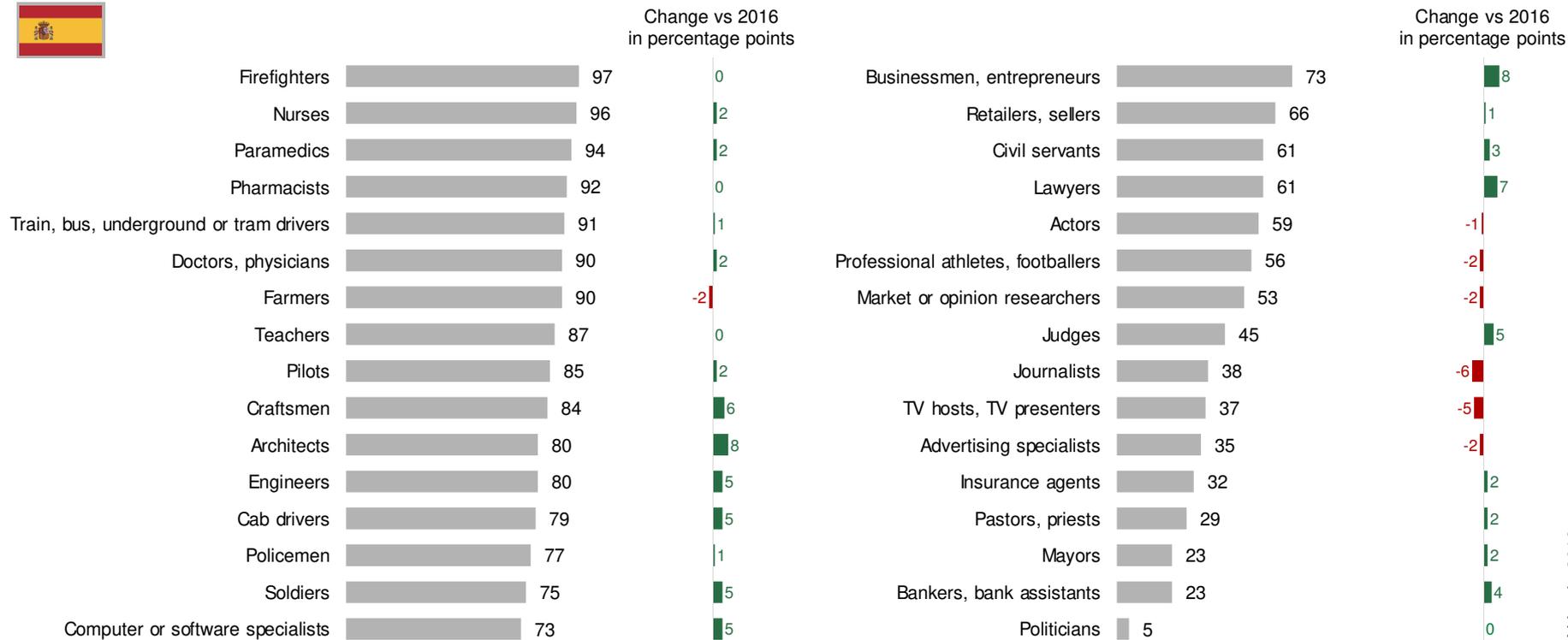
Politicians are still viewed with great distrust in this highly charged mood. There have also been several corruption scandals in recent years and the formation of a government was very protracted after the 2016 parliamentary elections. Thus only 5% of Spaniards trust their elected representatives. Although faith in politicians in the north-east (Catalonia) is twice as high as that in total and has even increased slightly, even here, trust levels only reach 10%. There are numerous points of criticism. The now deposed Catalan Prime Minister Puigdemont decided to hold the referendum despite it being declared unconstitutional and subsequently proclaimed independence, but then absconded abroad. The central government in Madrid, on the other hand, is under fire for its crackdown on those citizens who participated in the referendum. In addition, it suspended the regional government, arrested the remaining incumbents and

called for new elections in Catalonia, which in December 2017 led to an electoral victory for the separatists. Other professional groups besides politicians are judged with reservation as well. The police, for example, whose drastic actions in Catalonia were pilloried by parts of the population, have been unable to profit from the general growth in trust. Meanwhile, many citizens perceive the media coverage in their country to be heavily influenced by politics. This may explain why Spaniards rate journalists (38%) as well as TV hosts and TV presenters (37%) less favourably than in 2016.

Firefighters top the ranking, with 97%. Spaniards also place great trust in train drivers and medical professionals (90%). Farmers have lost a little of their popularity, although they are still rated as credible by 90% of respondents. Architects (80%), entrepreneurs (73%) and lawyers (61%) have gained the most trust. Despite witnessing smaller increases, priests, mayors and bankers continue to be viewed with scepticism, thus bringing up the rear of the rankings.

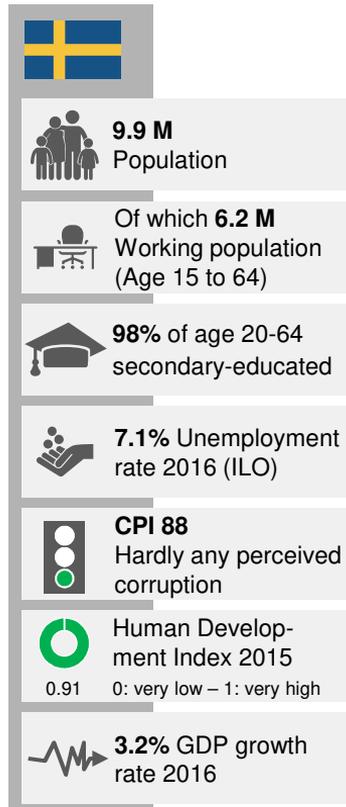
# Spain /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,020 respondents

## Sweden /// Results



In Sweden, trust in almost all professional groups has decreased, sinking to an average of 60%. However, since some of these fluctuations are due to the change in the institute conducting this year's fieldwork, the following report mainly interprets the rank order.

Firefighters, paramedics, nurses and pilots are once again in the lead, each trusted by more than 90% of the population. Conscription was reintroduced in Sweden at the start of 2017 in order to ensure a reliable level of recruitment even if the threat level changes. This may have benefitted the image of soldiers, whose ranking has improved by four positions.

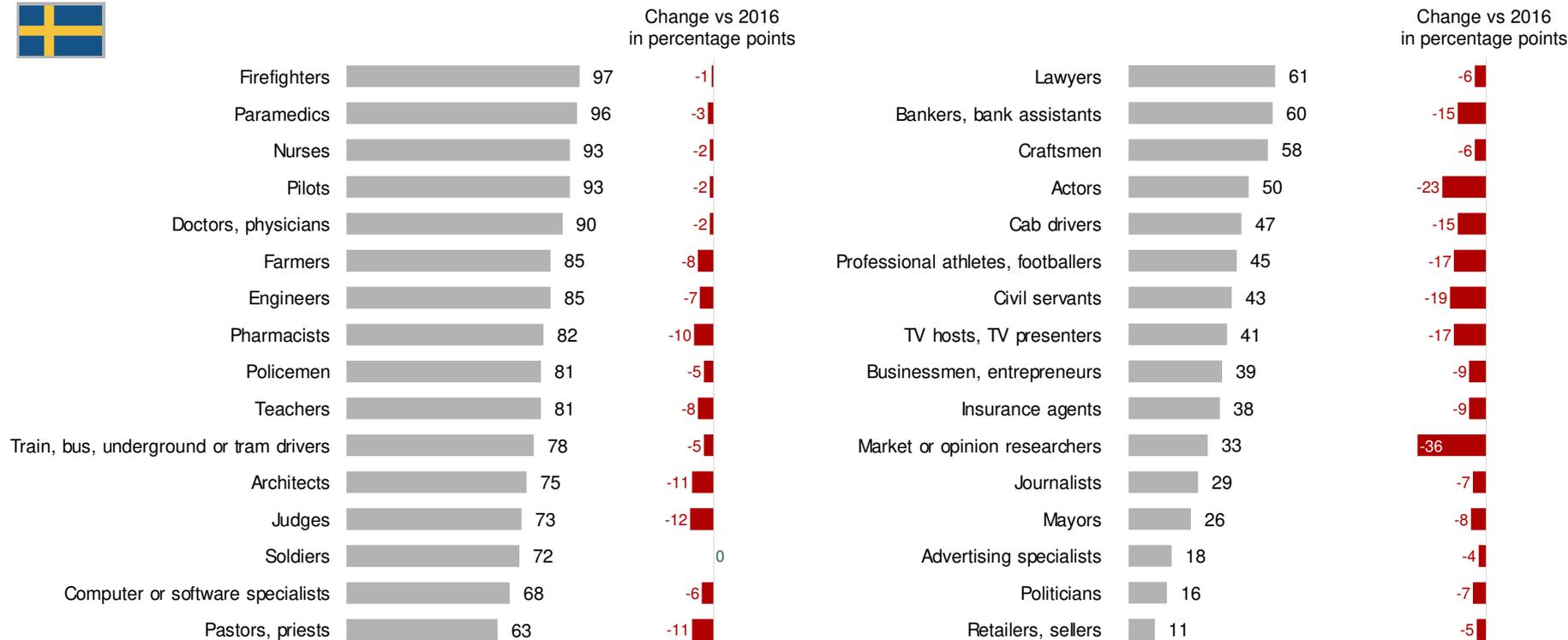
In terms of rank order, the worst performing professional group by far are market or opinion researchers, who have dropped by eight positions. Swedes may currently be more concerned about the protection of their personal data, following a leak uncovered in mid-2017. It was discovered that subcontractors in Eastern European countries whose employees did not have to pass a security audit were managing sensitive information concerning the state transport authority. Although experts have not found any signs of

misuse to date, the two responsible ministers had to resign. This may also have contributed to the increasingly sceptical attitude towards politicians, who now occupy the penultimate place, with 16%. However, the scandal does not seem to have had much of an impact on the trust expressed by Swedes in IT specialists in their own country, who continue to find themselves in the middle of the ranking.

The Swedish government plans to invest about two billion krona in recruiting additional staff for the police force by 2020, financed by the surplus generated in the 2016 state budget. This prospect could be linked to the high level of trust shown in the police in comparison with that found in the other countries surveyed. Sweden is currently struggling with increasing crime and violence in several major cities and their suburbs. On top of this, a terrorist attack in Stockholm in April 2017 resulted in five people losing their lives. As was the case in 2016, advertising specialists, with a low trust rating of just under 20%, find themselves near the bottom of the ranking alongside the aforementioned politicians. Retailers and sellers bring up the rear once again in 2018, viewed as credible by just a tenth of citizens.

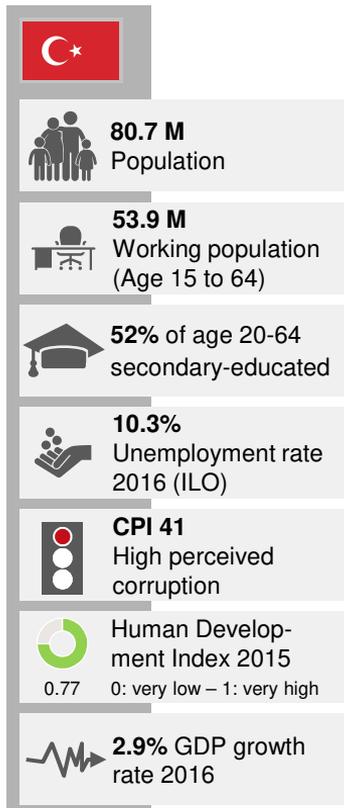
# Sweden /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,009 respondents, please note: change of institute

## Turkey /// Results



In Turkey, trust in the professional groups under investigation declined noticeably in 2016, but has now recovered again by the same extent. The breakdown of trust at the time was due to the fact that a long period of political and economic stability had come to an end. The ultimately unsuccessful coup attempt by sections of the army in July 2016 (after the last edition of this report was published) was probably key to the current massive surge in trust. According to the government, the Islamic preacher Gülen was primarily responsible for the attempted coup. As a result of the ensuing purges, more than 100,000 civil servants were dismissed from their posts by mid-2017 because they were allegedly close to the Gülen movement. As well as receiving a lot of criticism, President Erdoğan also gained much popularity through the resistance to the coup attempt and the subsequent series of arrests and purges. For example, in a controversial constitutional referendum in April 2017, more than half of the electorate voted in favour of a presidential system that grants the president far-reaching powers. Critical voices are likely to find it increasingly difficult to be heard as a result.

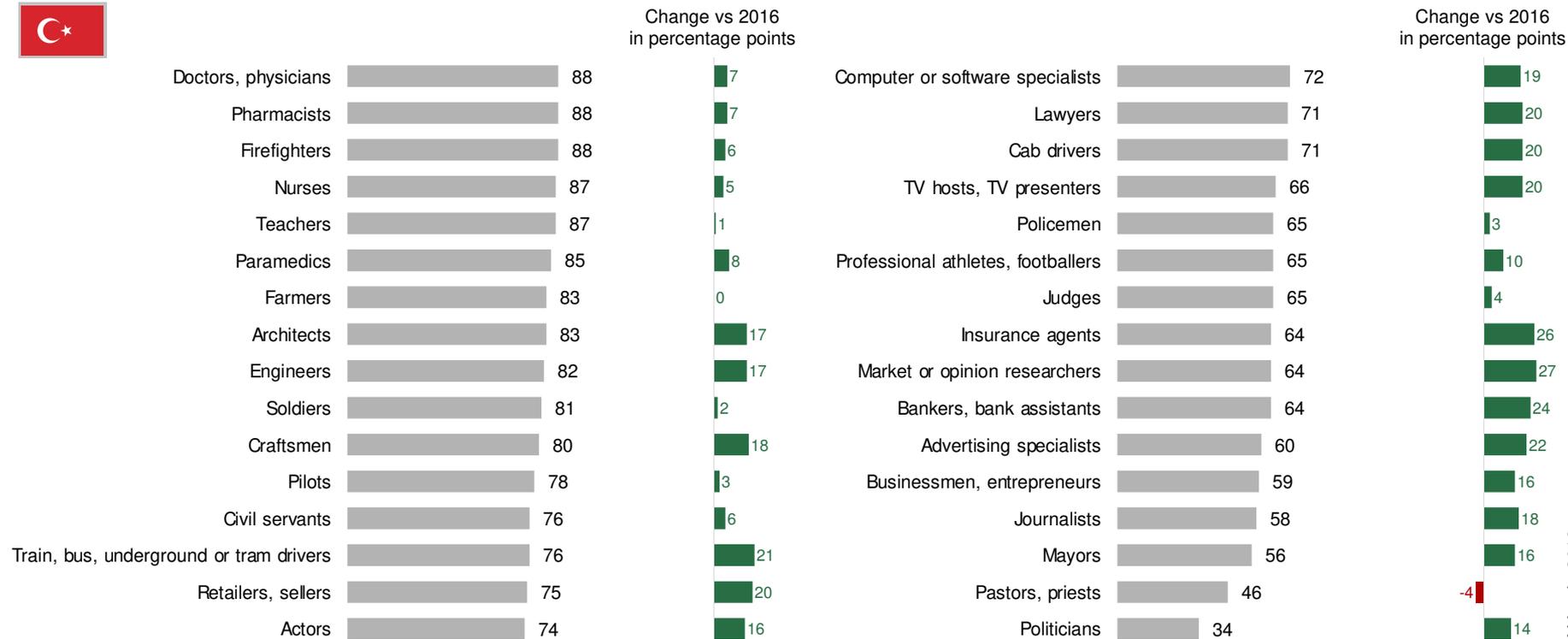
It is noticeable that the level of trust stagnated in

particular among those professions that were particularly affected by suspensions and lay-offs in the wake of the coup attempt. These include civil servants, judges, teachers, the police and soldiers. The amount of trust instilled by soldiers and judges is also below that recorded in 2014. The only group that is currently losing trust among the people is the clergy, which includes imams and teachers of the Koran. This is almost certainly also a response to the allegations against the preacher Gülen and his followers.

Doctors, physicians, pharmacists and firefighters (88% each) and nurses (87%) are again at the top of the trust listing in Turkey as well. Turkish politicians, in contrast, once more ranked in last place, despite a rise to 34%. In the international comparison, however, this score places them in the upper third. Insurance agents, market or opinion researchers and bankers are among the professions to be found in the lower third of the national scale, but that nevertheless experienced the largest gains in trust, each rising by around 25 percentage points in 2018.

# Turkey /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,001 respondents

## UK /// Results

**66.2 M**  
Population**42.6 M**  
Working population  
(Age 15 to 64)**86%** of age 20-64  
secondary-educated**4.8%** Unemployment  
rate 2016 (ILO)**CPI 81**  
Hardly any perceived  
corruption**0.91**  
Human Development  
Index 2015  
0: very low – 1: very high**1.8%** GDP growth  
rate 2016

Compared with 2016, average trust in the UK has fallen slightly, to 66%. A number of professional groups are affected by this, including healthcare professionals at the top of the ranking. With a rating of 94% each, paramedics and nurses are trusted by a slightly smaller proportion of British people than two years ago, the same applying to pharmacists (93%), doctors and physicians (89%). Even firefighters (93%) currently win slightly less trust. The country was alarmed by a serious fire in a London skyscraper in mid-2017, which claimed the lives of around 80 people.

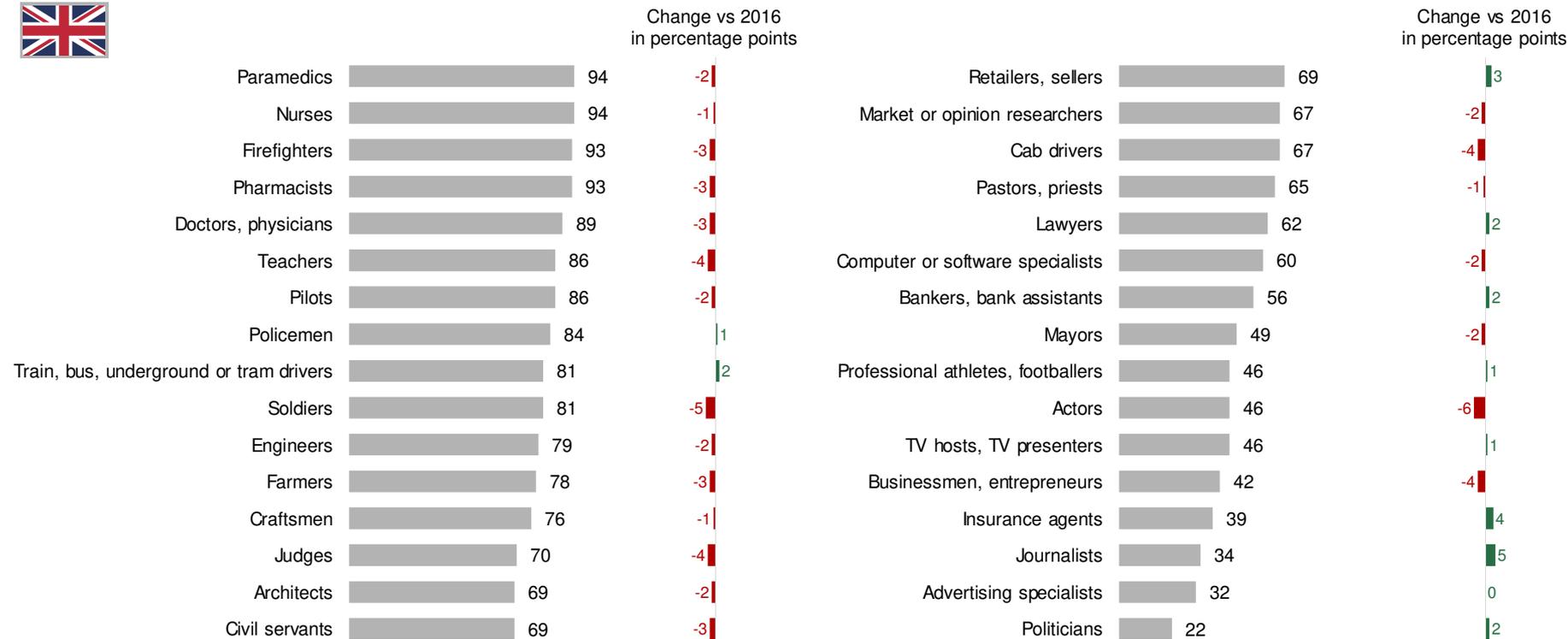
Above all, however, it is Brexit that has dominated the UK over the last two years. In 2016, the decision to leave the EU caused the British pound to crash. At the time of this survey, Prime Minister May had achieved very little success during negotiations with the EU on the conditions of withdrawal. In addition, several politicians had to resign because they were accused of sexual harassment. Despite slight gains, with a trust rating of 22%, politicians continue to occupy the last place in the trust ranking by a long chalk. The upcoming withdrawal from the EU is causing uncertainty among British businesses because clear regulations are not

yet in place. Especially in the financial sector, companies are considering relocating jobs or even their headquarters to other EU countries. Trust in businessmen and entrepreneurs has thus dropped by 4 percentage points, to 42%. At 67%, trust in cab drivers is also down. This could be due to the fact that, for security reasons, the private transportation service intermediary Uber had its licence revoked in London. Uber appealed against this and the court has not yet passed judgement.

In the UK, several attacks were carried out in 2017, most notably by the terrorist organisation ISIS. In response to this, the government proclaimed the highest terror threat level and mobilised nearly 4,000 soldiers. At 81%, trust in soldiers lies within the European average, but has sunk by 5 percentage points. The police rank only slightly higher, with a stable 84%. Actors have lost the most popularity of all the professions in 2018, falling by 6 percentage points to 46%, which is the same rating as in 2014. Notable gains in trust are recorded at the tail end of the ranking, where, in addition to politicians, insurance agents (39%) and journalists (34%) can be found.

# UK /// Trust in professional groups

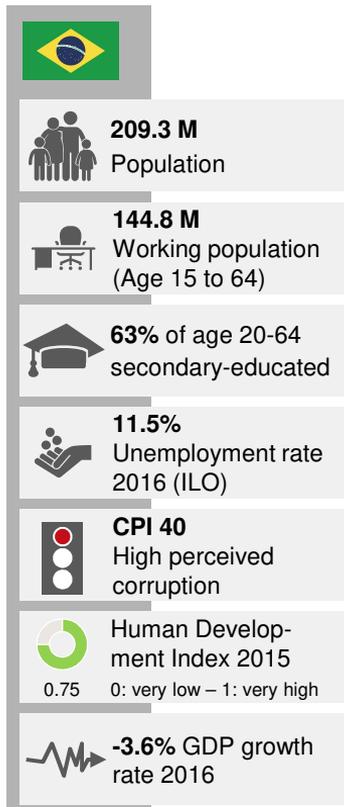
("I completely/generally trust", in %)



Base 2018: 1,031 respondents

# 3 North and South America in detail

## Brazil /// Results



In 2018, Brazil once again occupies one of the lowest rankings in the country comparison, although trust in the professions in question has increased by 5 percentage points, to 60%. All professional groups except journalists (63%) and actors (50%) have gained a little more trust from the populace.

Above all, soldiers (69%) and the police (57%) are perceived more positively. These ensured the protection of spectators and participants at the Olympic Games, which were held in Rio de Janeiro in 2016. Heightened security measures also prevented a planned terrorist attack. Nevertheless, only firefighters and paramedics achieve trust levels of more than 90%. They are followed immediately by teachers, pilots, pharmacists and architects, who are also considered to be very reliable, each scoring over 80% for trustworthiness.

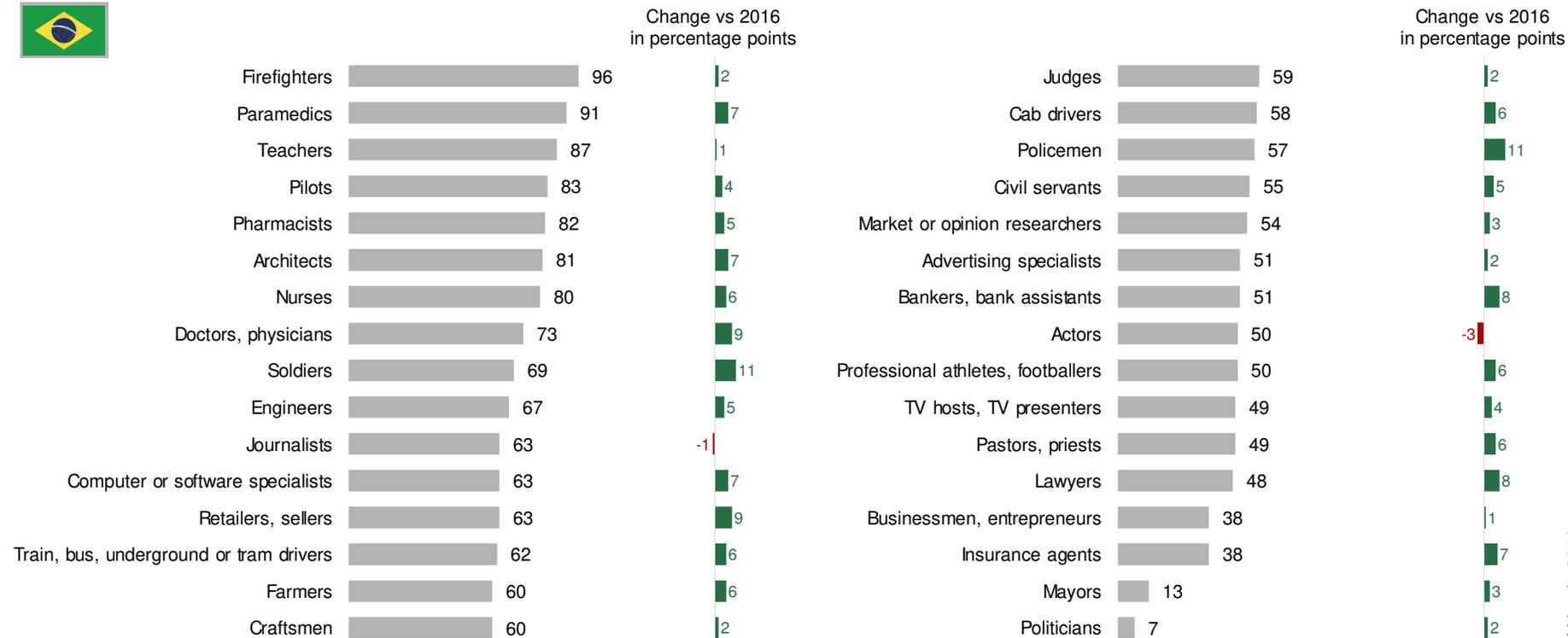
By contrast, trust in insurance agents, and businessmen and entrepreneurs is rather low, at 38%. In recent years, Brazil has uncovered a corruption network involving large corporations and politicians, centred around the country's

semi-state-owned oil company, Petrobras. Added to this was a cartel in the construction industry involving the construction company Odebrecht. The corporations are said to have bribed government officials in order to obtain public contracts. In April 2017, the Supreme Court published a list of the names of politicians being investigated. Ex-president Rousseff, who was removed from office in mid-2016, is also listed. Her successor, Vice-President Temer, was also investigated by the state judiciary, among other things for illegal election campaign funding. Brazilians give vent to their dissatisfaction with the current political situation in protests and demonstrations. It is therefore not surprising that mayors (13%) and politicians (7%) find themselves at the bottom of the ranking by a long margin, especially as the economy is still in serious crisis.

In the meantime, however, signs of economic recovery are beginning to emerge, the country successfully mastered the costly major sporting events of recent years, and the fight against corruption cannot be held back, even among high-ranking politicians and business leaders. All this seems to have increased the overall trust of the populace.

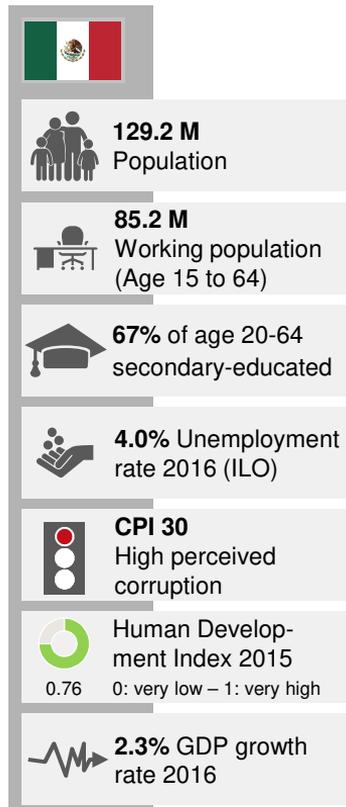
# Brazil /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,000 respondents

## Mexico /// Results



2018 marks the first year in which Mexico is taking part in this global Trust in Professions study. With an average trust of 59% across all professions, the country ranks as one of the last in the international comparison.

After the election of Donald Trump as President of the neighbouring USA, the Mexican economy was initially in a state of great uncertainty. Due to the protectionist "America First" policy announced by Trump, business owners feared lower investments by Mexico's important trading partner. Although the economy picked up again in the course of 2017, the outcome of the negotiations on the North American Free Trade Agreement, NAFTA, remains to be seen. Uncertainty about this is one reason for the devaluation of the peso against the US dollar and the associated price increases for imports. According to Germany Trade & Invest (GTAI), the inflation rate could rise to around 6% in 2017.

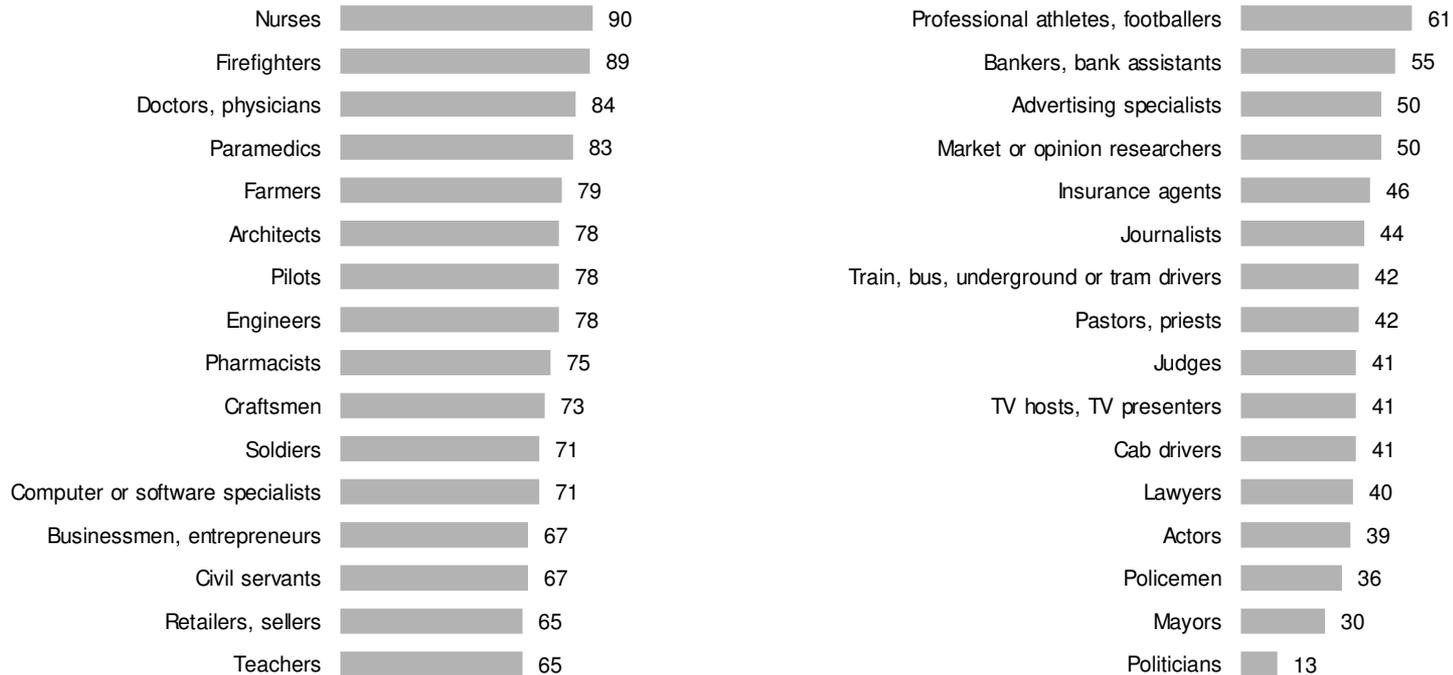
At the top of the trust ranking, with 90%, are nurses, closely followed by firefighters, who have 89%. Around eight out of every ten Mexicans also trust doctors, physicians, paramedics, farmers, architects, pilots and engineers. The

relatively high trust in healthcare professions could be attributed to extensive investments in this area. Among other things, the two largest insurance providers in the public health system have announced or have already begun the construction of new hospitals.

According to the *Challenges of Nations 2017* study (GfK Verein 2017), the country's top five challenges include crime, politics/government and corruption. Organised crime in Mexico is in part closely linked to the police and politics, which is reflected, among other things, in a high level of perceived corruption. Representatives from professions related to this are viewed with scepticism. For example, the population expresses the least amount of trust in the police (36%), mayors (30%) and politicians (13%). Judges fare only slightly better, with a trust rating of 41%. Soldiers, on the other hand, earn the trust of 71% of citizens. The Mexican armed forces are considered to be less vulnerable to corruption than other security forces.

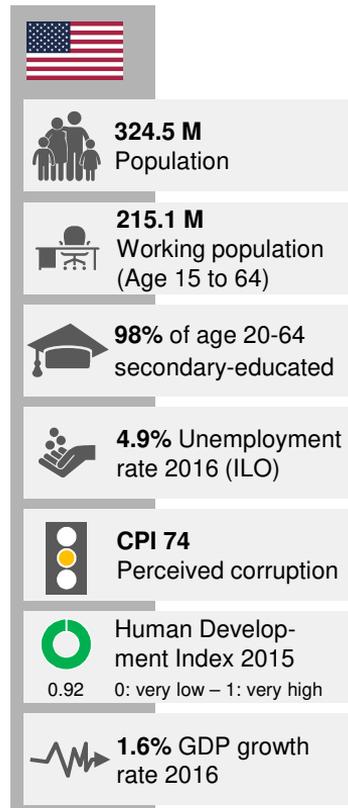
# Mexico /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,001 respondents

## USA /// Results



On average, 67% of Americans express trust in the professional groups studied, which marks a slight increase of 2 percentage points. In comparison with 2016, the scores achieved by the individual professions are practically stable. The biggest changes are two separate increases of 6 percentage points, which take train, bus, underground and tram drivers to 83% and IT specialists to 80%. The only professional group to experience a drop in trust is the clergy. However, despite falling by 5 percentage points, pastors and priests are still trusted by 72% of Americans.

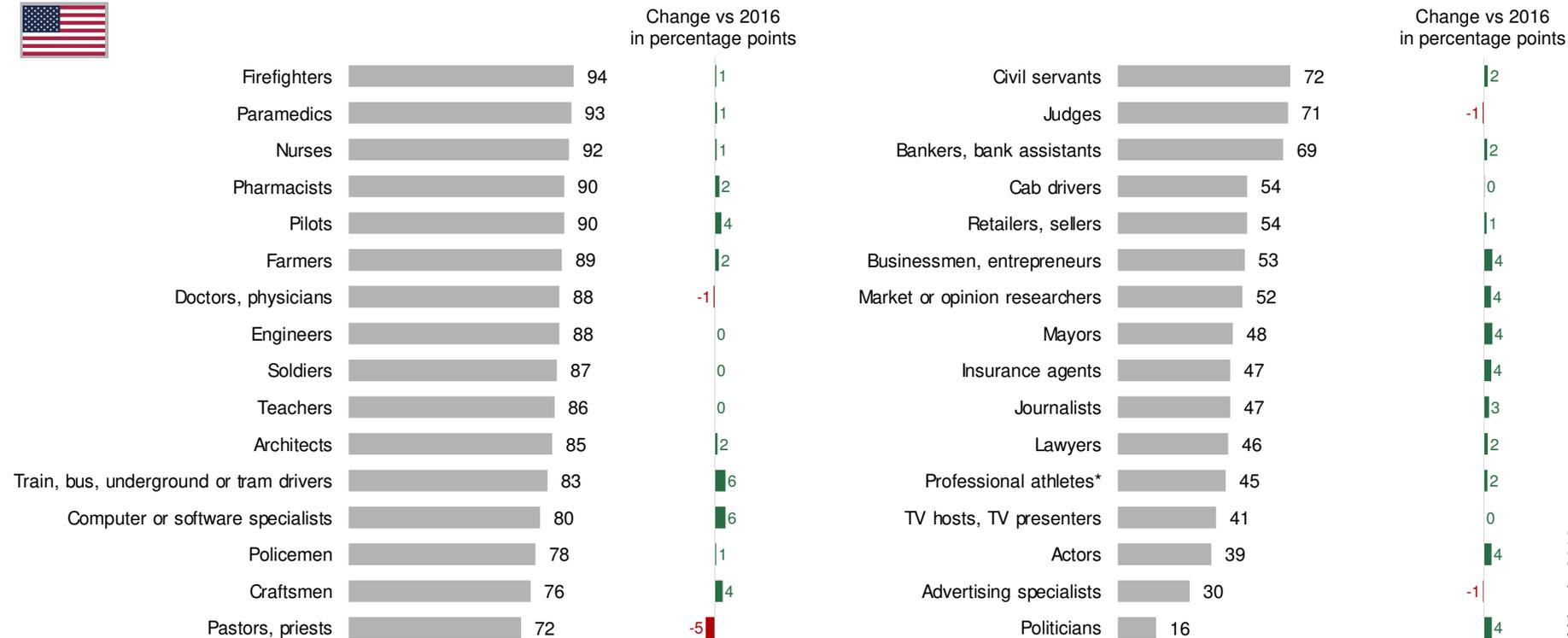
Firefighters, with 94%, instill the most trust in citizens, possibly due to the frequent occurrence of tornadoes, floods and forest fires in the US. Immediately after this come other caring professions, such as paramedics and nurses, who have thus defended their good positions. The same can be said of pharmacists, doctors and physicians, who are trusted by about 90% of the populace. President Trump is admittedly currently seeking to abolish the Obamacare health insurance reforms introduced by his predecessor. However, this does not seem to be having any influence on trust in the professions in this sector.

Two major gradations can be seen in the ranking. For example, there are 15 percentage points between bankers (69%) and cab drivers (54%), who are at the start of the bottom third of the trust list. The second significant gap is at the bottom of the list, where advertising specialists (30%) followed far behind by politicians (16%) bring up the rear. The latter have slightly improved their reputation, by 4 percentage points. However, trust in politicians virtually halved from 2014 to 2016 (12%), which could perhaps be attributed to disaffection with Obama's policies at the end of his second term. Nevertheless, the slight rise in trust since the changes at the White House in early 2017 seems surprising, given that the presidential campaign was very controversial and polarising. In addition, Trump was beset with substantial personnel problems when subsequently filling important government posts.

As in 2016, professions in the entertainment and media industry, such as actors (39%), TV hosts/TV presenters (41%) and journalists (47%), also performed below average this year.

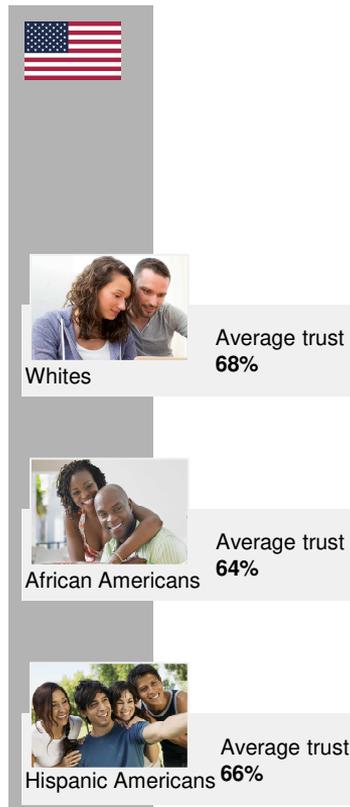
# USA /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,000 respondents; \*in contrast to the other countries, the US respondents were only asked about "professional athletes in general"

## USA /// Differences between the three largest ethnic groups



At the top of the ranking, which is occupied by the care professions in the US, there are only marginal differences between the three largest ethnic groups. However, divergent ratings can even be found within the top 10. For example, soldiers, who are trusted by a total of 87% of citizens, are judged much more negatively by African Americans and Hispanic Americans than by whites. The same applies to craftsmen, who have an overall trust rating of 76%. African Americans are also less trusting of pilots, teachers and architects.

The biggest differences between ethnic groups can be seen in relation to the police, who are trusted by a total of 78% of citizens. However, while 85% of white people classify the police as reliable, this is expressed by only 71% of Hispanic Americans – and by just 44% of African Americans. This is almost certainly linked to numerous cases of police violence against African Americans, in which even unarmed people have been killed by security forces. After such killings, there have often been violent protests. In addition, such violence towards African Americans by people on duty often has no consequences for the police officers concerned, as the charges are dropped in court. This could possibly explain why

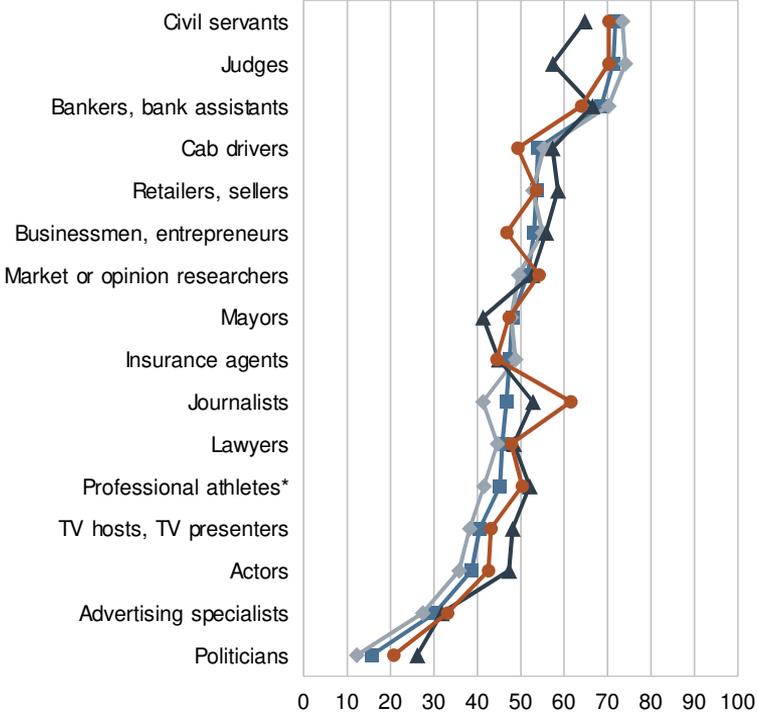
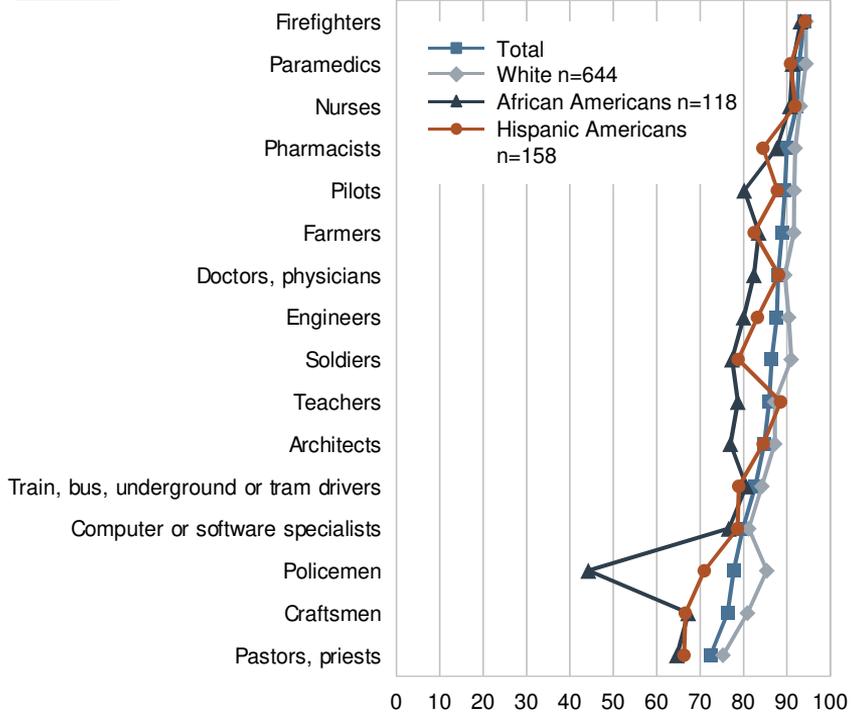
African Americans also have less trust in judges (57%) than representatives of other ethnic groups, particularly white US Americans (74%).

Conversely, actors, TV hosts, TV presenters and politicians are rated more positively by African Americans. The greater trust in these professional groups means that African Americans only express 4 percentage points less average trust across all the professions as a whole compared to white Americans.

At 66%, the average level of trust expressed by Hispanic Americans lies exactly between that voiced by white and African Americans. Journalists are the only exception to this, as Hispanics attribute far more credibility to this professional group, especially in comparison to whites. Businessmen and entrepreneurs, on the other hand, receive the least approval from Hispanic Americans. Professional athletes are the only professional group to be rated more positively by both African and Hispanic Americans than by white Americans. Perhaps ethnic minorities consider a career as a professional athlete to be the preferred way for them to achieve social advancement in the US.

# USA /// Trust in professional groups according to the largest ethnic groups

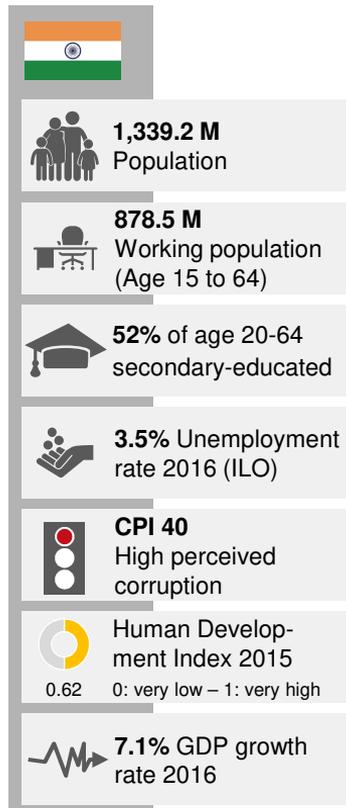
("I completely/generally trust", in %)



Base 2018: 1,000 respondents; \*in contrast to the other countries, the US respondents were only asked about "professional athletes in general"

# 4 Asia and the Pacific in detail

## India /// Results



In India, the average trust across all professional groups has grown by another 3 percentage points in 2018, to 85%, once again putting the country first in the global ranking. Almost all professions earn more trust than in 2016. In particular, the professional groups at the top of the ranking – doctors, physicians, teachers, engineers and technicians as well as soldiers – are continuing to gain popularity among citizens. In fact, these professions have now even reached the 100% mark.

Lawyers have achieved the greatest growth in trust, rising by a significant 19 percentage points to 86%. In January 2016, Indian lawyer and activist Tiphagne was awarded the Human Rights Award by Amnesty International Germany. He has been campaigning for years against the severe discrimination faced by Dalits, who occupy the lowest level of the caste system and are known as untouchables. India's current president, Kovind, who was elected in mid-2017, comes from this lowest caste, meaning that this post is now filled by a Dalit for the second time in the country's history.

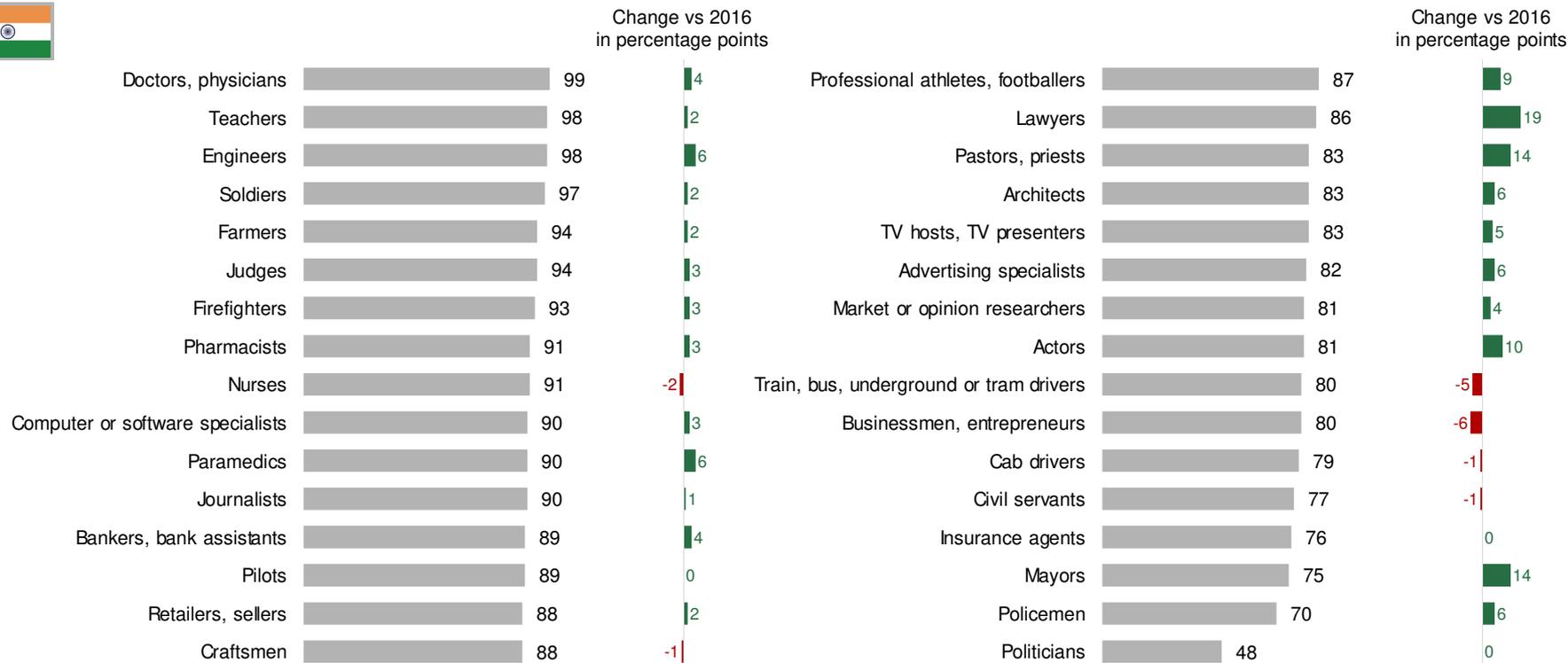
Politicians once again find themselves at the bottom of

the ranking in 2018, trusted by only just under half of Indians. The penultimate place is occupied by the police, with 70%. According to a study by Human Rights Watch, about 600 people died in police custody in India between 2010 and 2015, mostly as a result of maltreatment. This could be one of the reasons why the population has relatively little trust in this professional group. Added to this is widespread corruption, which is also likely to be responsible for the relatively low level of trust in civil servants (77%).

Priests (83%) and mayors (75%) are currently recording a marked increase of 14 percentage points, meaning that local representatives rate much higher than politicians as a whole. Professions such as professional athletes (87%) and actors (81%) are also enjoying increased popularity. The cinema, especially the Bollywood film industry, is very important in everyday Indian cultural life. However, train drivers as well as businessmen and entrepreneurs have to accept a loss of 5 percentage points, although with 80% they still enjoy a great deal of trust compared to their counterparts in the other countries surveyed.

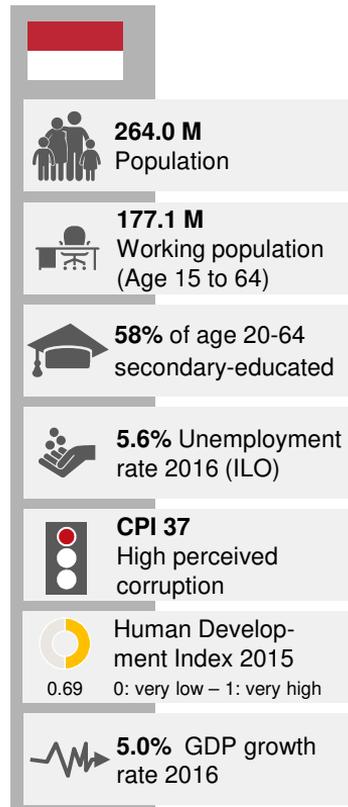
# India /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,078 respondents

## Indonesia /// results



Following a further increase in 2016, the average level of trust expressed by Indonesians in the professional groups investigated has declined by 10 percentage points to 69% in 2018. This is perhaps partly due to dissatisfaction with the government under President Widodo, who has been in office since the end of 2014. The fight against widespread corruption has had little effect to date, and Islamists are gaining influence in Indonesia, which is the largest Muslim country in the world. In mid-2016, Widodo reshuffled his cabinet for the second time.

More than half of the professions have suffered losses of trust in 2018, some of which are very marked. The top five of the ranking remain stable. Teachers and farmers top the list once more, trusted by almost all Indonesians. The image of farmers is likely boosted by the fact that just under one fifth of the working population is employed in the agricultural sector. In addition, the medical professions, comprising doctors, physicians, pharmacists, paramedics and nurses, enjoy high levels of approval and also all rank above the 90% mark.

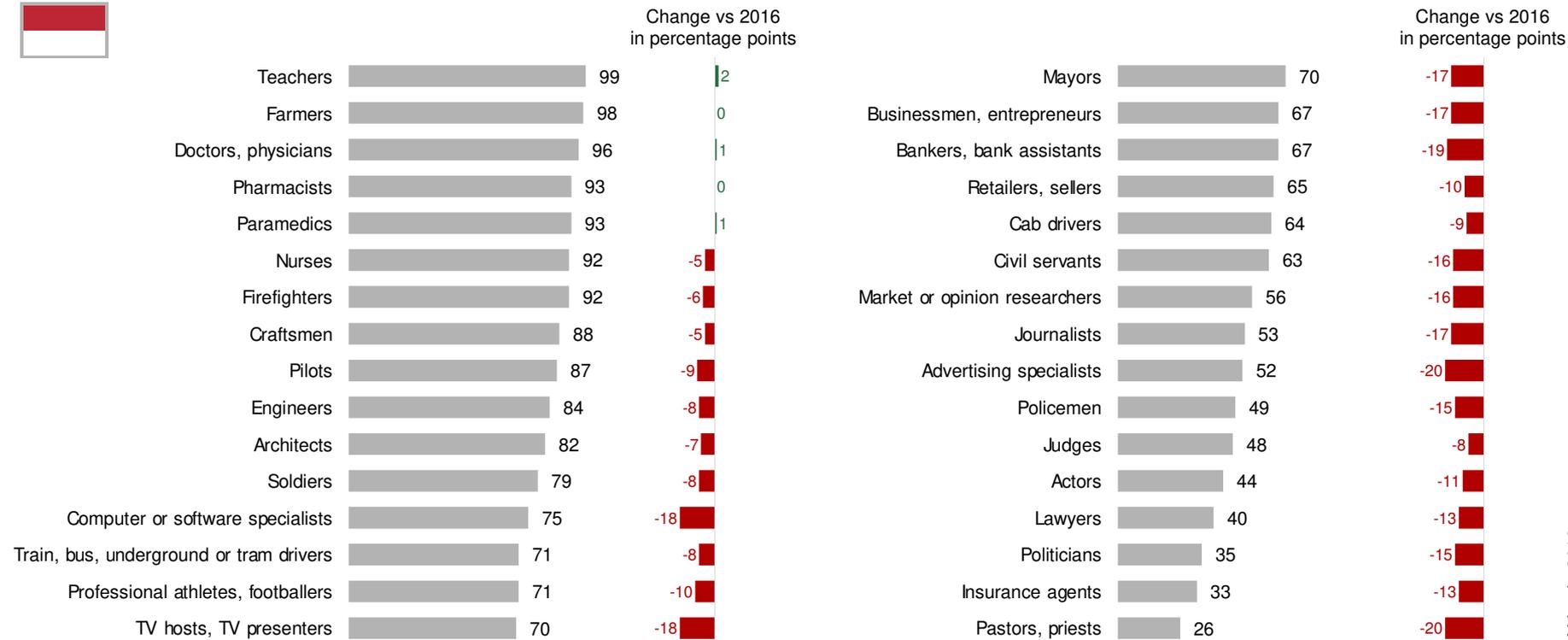
As is the case with the top rankings, the professions

occupying the lower end of the trust listing remain the same, although they have all experienced further declines in trust. As in 2016, this final group includes politicians and insurance agents, who are trusted by around one third of Indonesians. Priests take up the final position in the ranking, their trust rating having fallen by 20 percentage points, to 26%. In Indonesia, a moderate form of Islam is predominant, but now there are signs of a strengthening of intolerant influences. In early 2017, for example, the Islamist campaign against former governor Purnama, who was standing for re-election in the province of Jakarta, caused a sensation. The Christian politician was sentenced to two years in prison in May 2017 for arguing during the election campaign that the Koran did not forbid Muslims from voting for candidates of other religious affiliations.

The noticeable corruption contributes to the fact that judges, the police and politicians are at the bottom of the ranking. Significant declines have also been observed for advertising specialists, bank employees, TV hosts, TV presenters and IT specialists. The latter, however, are still trusted by three out of four Indonesians.

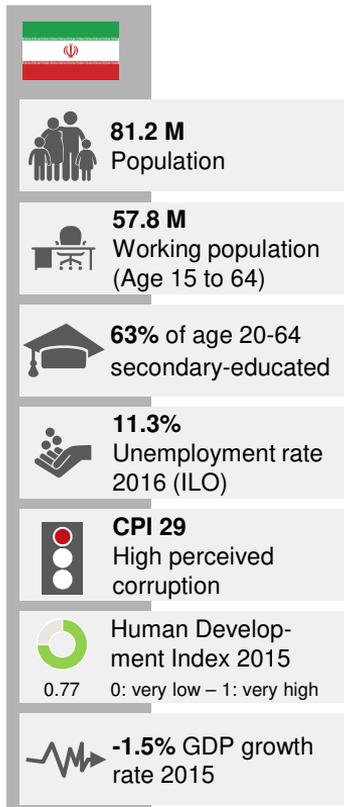
# Indonesia /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,040 respondents

## Iran /// Results



Despite marked changes in comparison with 2016, average trust in the professions surveyed in Iran is stable, at 68%. However, the range remains large: while 100% of Iranians trust the two professions at the top of the list and more than 90% trust the next eleven professions, only one out of ten trust the two professions at the bottom of the ranking. The rank order has shifted slightly at the top of the scale. Although firefighters are still in first place, they are now followed by farmers, who displace doctors and physicians (89%) from second place. Paramedics (99%) and lawyers (97%) occupy the third and fourth positions, each having witnessed a surge in trust.

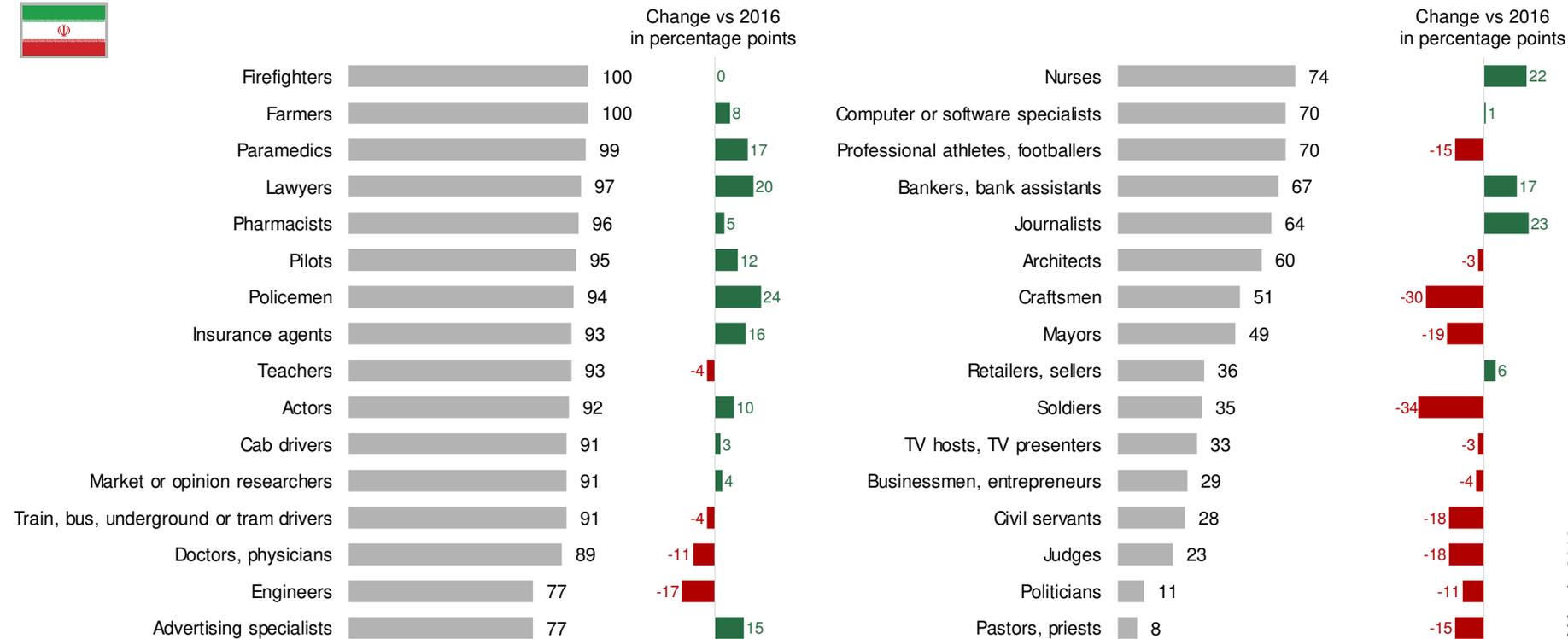
However, the largest increases (by 22 to 24 percentage points in each case) can be observed among the police (94%), nurses (74%) and journalists (64%). In Iran, critical media reports are often interpreted in court as offences against national security and are punished accordingly. However, in 2017, President Rouhani announced another revision of the Press Act, which may well have already lead to a jump in trust levels and, in the near future, could result in more independent reporting. Iran currently ranks 165th out of

180 countries in the Press Freedom Index published by Reporters Without Borders.

The greatest losses of trust, of minus 30 and minus 34 percentage points respectively, have been suffered by craftsmen (51%) and soldiers (35%). One reason for the latter could be that in Iran, the armed forces are also deployed against the domestic opposition. However, mayors (49%), civil servants (28%) and judges (23%) are also much less popular than in 2016. Trust in judges may be weakened by the fact that Iranians are repeatedly sentenced to controversial long-term prison sentences because of dual citizenship or human rights activities, for example. The clear perceived corruption probably also increases scepticism towards public professions – and may explain the lack of trust in politicians (11%) and pastors and priests (8%), who find themselves in the last positions. In the Islamic Republic of Iran, the highest spiritual leader is also the political head of state. Whether and how the anti-government protests at the end of 2017 will impact on the citizens' trust remains to be seen.

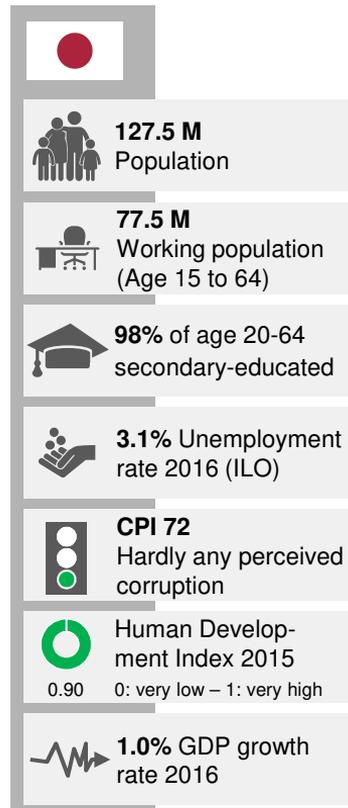
# Iran /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,000 respondents

## Japan /// Results



In comparison with other countries, the Japanese tend to withhold their trust from the professions surveyed. Although its average trust rating has increased slightly to 58%, Japan remains at the lower end of the global ranking.

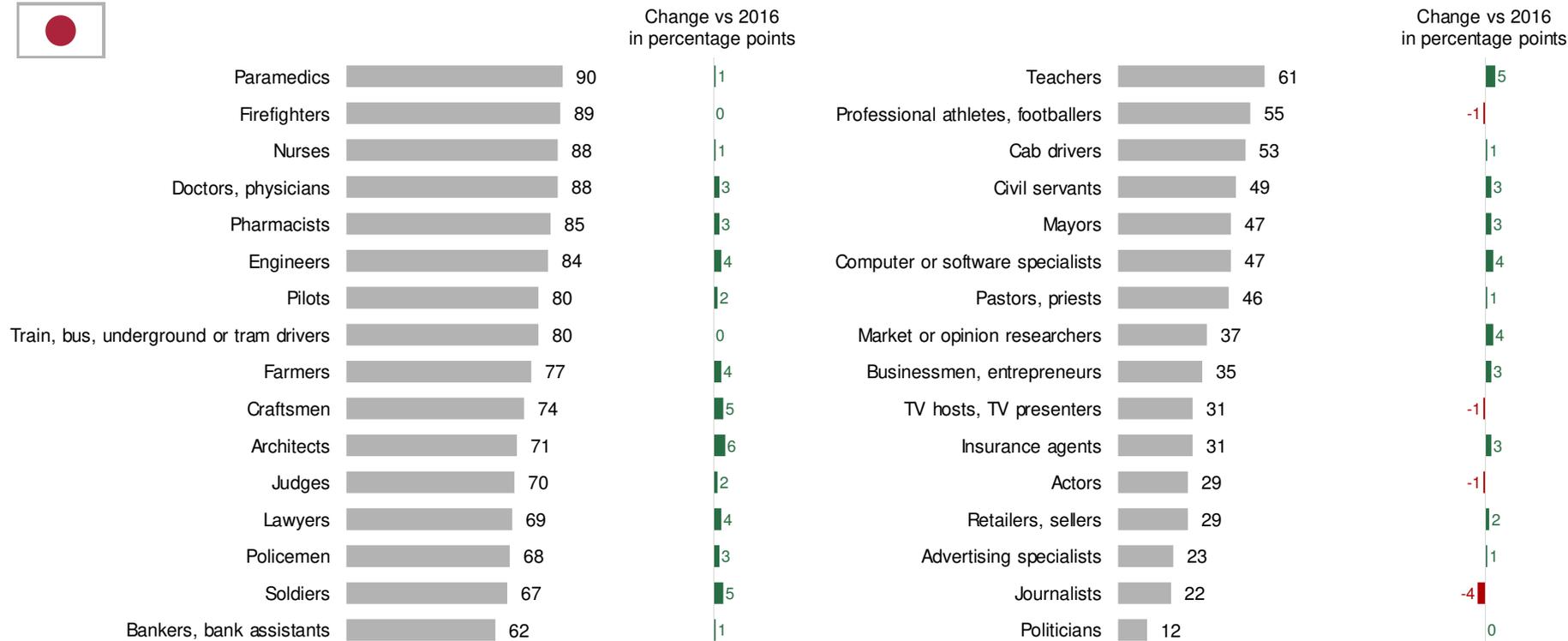
Paramedics, firefighters, nurses, doctors and physicians are perceived to be particularly credible, trusted by around nine out of every ten Japanese. Certain professional groups are currently enjoying increased trust, particularly those in the middle of the pack. For example, the respondents rate craftsmen (74%) and architects (71%) more positively. Japanese architects are also attracting international attention because many of them design minimalist homes that can be built on small and thus affordable spaces. Soldiers (67%) have also gained trust in 2018. This may be related to the country feeling threatened by North Korea's controversial missile tests. As part of these tests, missiles flew over northern Japan shortly before this survey was conducted. Because of the threat, the government had already put the military on alert in 2016. The conflict intensified during the second half of 2017 due to the verbal exchange between the heads of state of the USA and North Korea. The Japanese

are also putting more trust in teachers, who now achieve a rating of 61%. With an increase of 4 percentage points, the performance of engineers and technicians (84%) is also more strongly rewarded in this high-tech country. IT specialists have gained an equal proportion of trust, but at 47% they rank at a much lower level.

Once again, it is politicians who bring up the rear, having stagnated at a trust rating of 12%. Trust in advertising specialists (23%) and journalists (22%) is also low, the latter group having lost the greatest amount of approval in 2018. This corresponds to the assessment by Reporters Without Borders, which in its Press Freedom Index ranks Japan last among the G7 countries. This is a clear indication that the country has problems with press freedom. Since 2013, the work of journalists has been hampered by a law that criminalises the distribution of classified information. This is probably limiting the freedom of reporting.

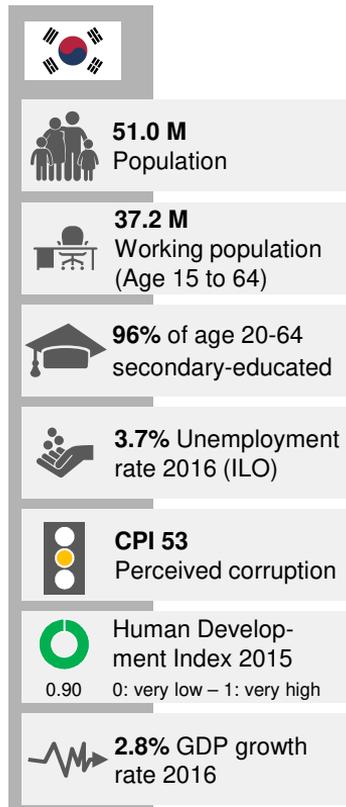
# Japan /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,175 respondents

## South Korea /// Results



Overall, trust in the professions studied has fallen slightly in South Korea. With an average trust rating of 57%, the country is even in last place in the 2018 international comparison. In particular, professions that were already in the lower third of the ranking in 2016 have lost further popularity.

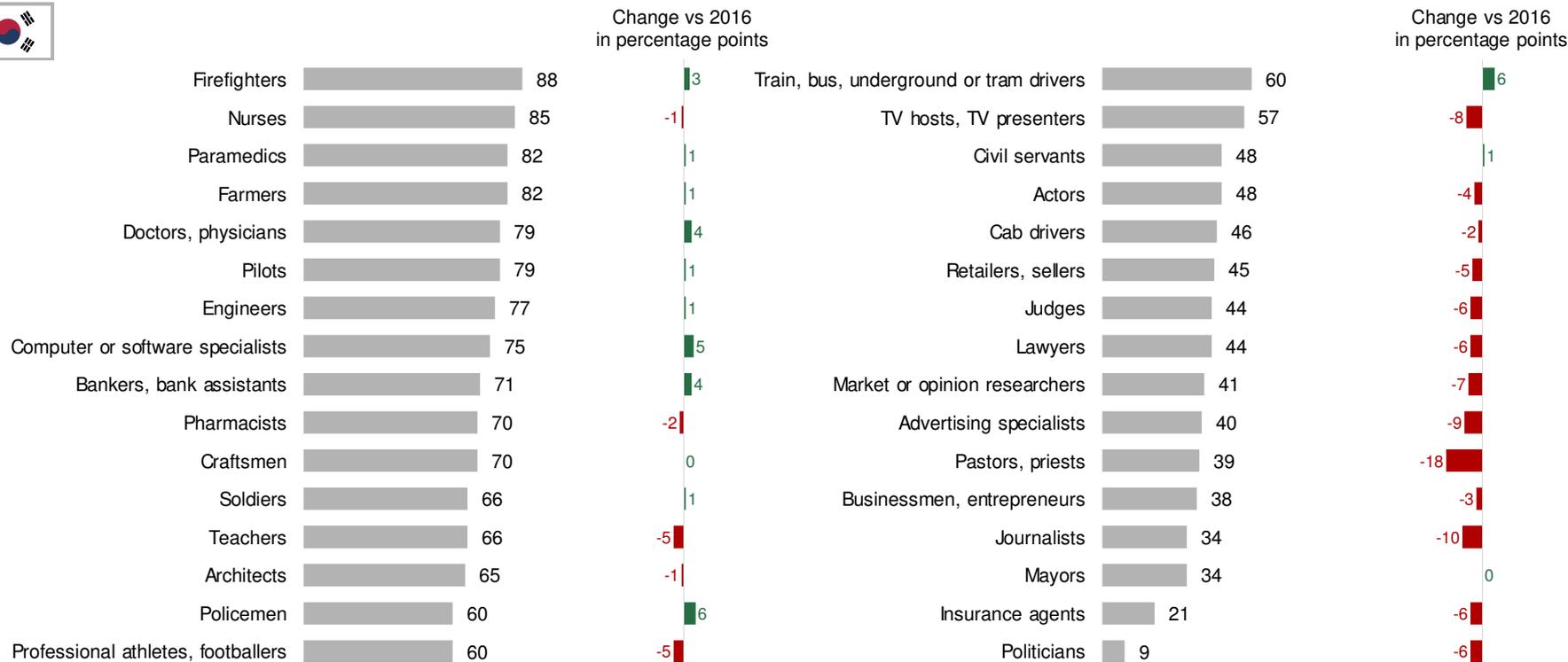
The Choi Soon-sil affair has been causing political turmoil since the end of 2016. Former President Park allowed her friend Choi to influence government affairs. On top of this, Choi apparently also obtained donations from large companies such as Samsung through illegal agreements. Trust in businessmen and entrepreneurs has dropped slightly to settle at 38%, while politicians are considered trustworthy by fewer than one in ten South Koreans. With a drop of 18 percentage points, priests (39%) have lost the most trust. This may also be caused by the link between ex-president Park and her confidante Choi. Their long-standing friendship also extended to Choi's father, a self-proclaimed pastor and sect founder. Following Park's removal from office due to the corruption scandal, new elections were held in May 2017. The Democratic Party (DP) candidate, Moon, became the new president.

Professions in the media industry such as TV hosts, TV presenters and journalists are also performing more poorly than in 2016. The traditional media have long been accused of poor research. In addition, fake news is increasingly becoming a problem, since in technologically advanced country fake news reports spread very quickly via digital networks. For example, during the 2017 presidential election campaign, Ban, the leading candidate in the polls, withdrew his candidacy after a video of him – which turned out to be a video montage – had caused outrage. South Koreans also trust opinion researchers and advertising specialists less than they did two years ago.

On the other hand, the police and train drivers are witnessing increases in trust, their respective ratings rising to 60%. At the upper end of the scale, medical professionals and farmers, each of whom is trusted by about eight out of ten South Koreans, enjoy stable or increasing trustworthiness. The ranking is led by firefighters, with 88% approval.

# South Korea /// Trust in professional groups

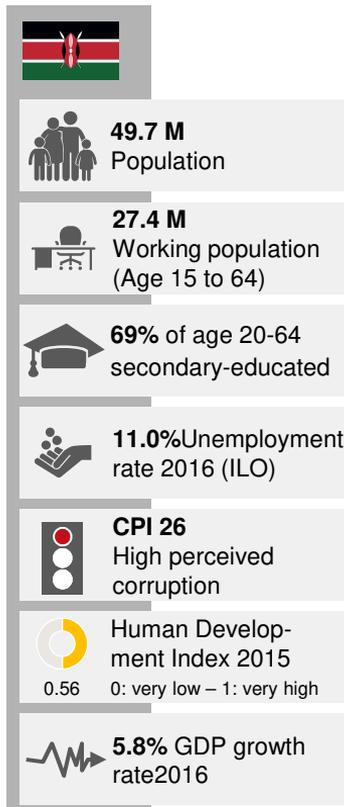
("I completely/generally trust", in %)



Base 2018: 1,500 respondents

# 5 Africa in detail

## Kenya /// Results



The average trust of Kenyans has hardly changed in 2018, and at 65% places the country in the lower mid-range of the international ranking. The only professional groups that are trusted by more than 90% of the population are farmers and teachers. The latter has seen an increase of 8 percentage points. Trust values of 80% or more are recorded by pilots and healthcare professionals. National medical care was paralysed for around 100 days when doctors working for public hospitals went on strike to demand a salary increase that the government had promised back in 2013. After initially cracking down hard on the strikers, the government finally gave way. It does not seem as if the strike has detracted from the confidence placed in doctors, physicians and paramedics.

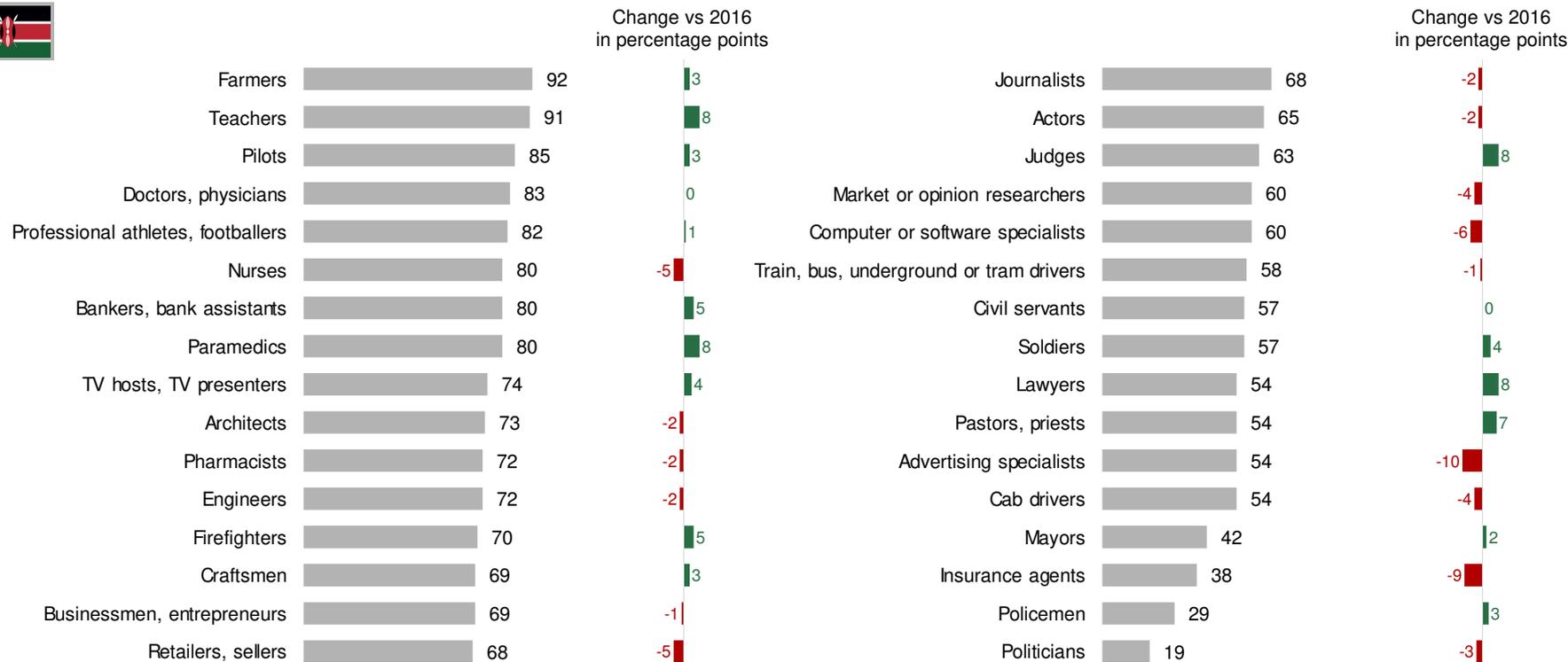
Bank employees and professional athletes also feature among the most favourably rated professions, which means that they rank more highly than they tend to do in the other countries covered by this study. Kenya is among the best in the world when it comes to running in particular, and at the World Athletics Championships 2017, the country took second place in the medal table. In contrast, the otherwise often highly placed firefighters find themselves in the middle of the rank-

ing, with 70%. Advertising specialists (54%) and insurance agents (38%) have experienced the strongest losses in trust.

Politicians occupy the last place in the ranking, having dropped to 19%. This is surely a consequence of widespread corruption and current political events. Following the re-election of the incumbent President Kenyatta in August 2017, opposition leader Odinga filed a complaint with the Supreme Court, which subsequently declared the election victory to be invalid due to irregularities. Amnesty International viewed the decision as a sign of the independence of the judiciary. This may also be reflected in the growing trust bestowed on judges (63%) and lawyers (54%). However, prior to the new elections in late October 2017, Odinga withdrew his candidacy and called for a boycott of the election, as he believed that necessary electoral reforms had not been implemented. As a result, almost all votes went to the incumbent. At just under 40%, the turnout was low – among other things, because in some regions voting was impossible for security reasons. There were clashes throughout the election period, with around 50 people being killed by police violence. Police officers occupy penultimate place in the trust ranking, with 29%.

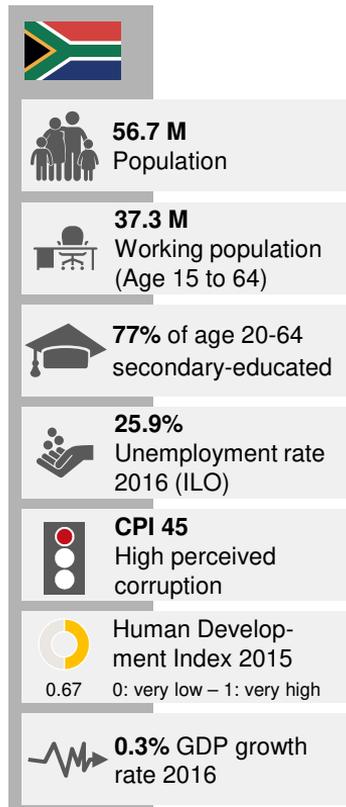
# Kenya /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,007 respondents

## South Africa /// results



In South Africa, the confidence expressed in most professional groups is stable. The average trust rating therefore remains constant at 74%, meaning that the nation is still among the top 5 countries in the global comparison.

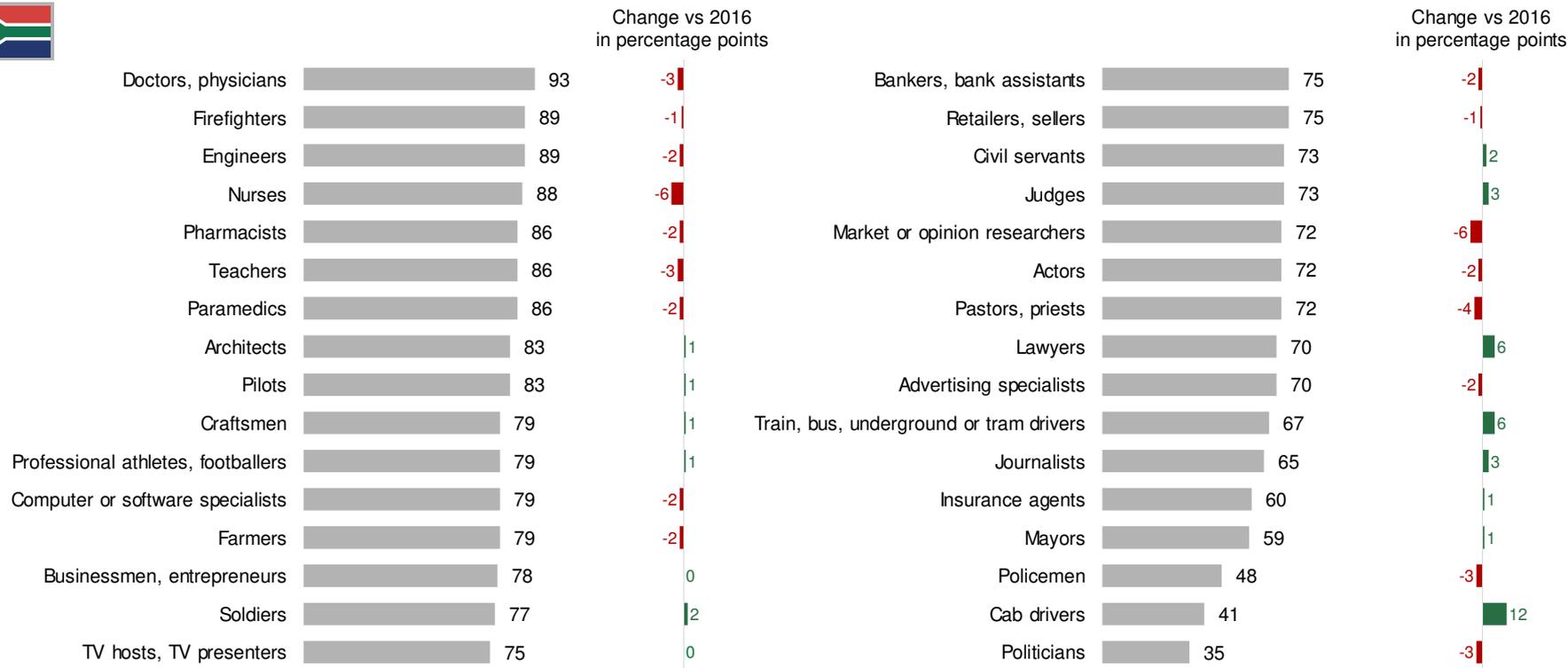
The political situation has for some time been coloured by the demand for change. Zuma, the head of state, had been criticised for corruption and mismanagement. He finally had to resign in February 2018. It remains to be seen whether Ramaphosa, the new head of the ruling ANC party, can live up to expectations. Political uncertainty is inhibiting confidence among international investors, which is why the country is struggling with high unemployment and low economic growth. The dissatisfaction felt towards President Zuma is also likely reflected in the general regard for politicians, who in 2018 occupy last place, following a slight fall in trust levels. Their drop in position is also due to the rating achieved by cab drivers, who have overtaken them after achieving the largest growth in trust. Lawyers (70%) and bus and train drivers (67%) record the second largest plus with an increase of 6 percentage points each.

Trust has decreased most of all for market or opinion researchers (72%) and nurses (88%), each of whom have lost 6 percentage points. However, along with other medical professionals, nurses can be found in the top portion of the trust ranking.

Pole position is occupied by doctors and physicians, who are the only professional group to be trusted by more than 90% of South Africans. However, even trust in doctors and paramedics has gone down slightly. In fact, the health system is suffering and critics complain of a two-tier medical system. The governing ANC wants to fight this by introducing state health insurance. However, since the country suffers from high unemployment, financing for this has not yet been sufficiently clarified. The top group also includes firefighters and technicians, who occupy the second and third positions, tied at 89%. Good education is likely to be of great importance to South Africans, as it can be a way out of poverty. This is reflected in the very positive rating (86%) recorded for teachers. The protests against higher tuition fees in autumn 2016 turned out to be all the more massive.

# South Africa /// Trust in professional groups

("I completely/generally trust", in %)



Base 2018: 1,202 respondents

# 6 Methodology

# Methodology Europe

Europe		Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
 France		81.5%	53.0 M	1,064	CAPI	15+	Nationwide	Sep 2017
 Germany		88.0%	72.3 M	2,056	CAPI	14+	Nationwide	Sep 2017
 Italy		86.3%	51.2 M	1,107	CAPI	15+	Nationwide	Sep 2017
 Netherlands		80.0%	13.6 M	1,000	CATI ad hoc	18+	Nationwide	Feb 2017
 Poland		85.0%	32.4 M	1,000	CAPI	15+	Nationwide	Sep 2017
 Russia		82.4%	118.7 M	2,228	TAPI	16+	Nationwide except for regions in Northern Russia and North Caucasus	Sep 2017
 Spain		85.2%	39.5 M	1,020	CAPI	15+	Nationwide	Oct 2017
 Sweden		81.8%	8.1 M	1,009	CATI	16-84	Nationwide	Sep 2017
 Turkey		74.3%	60.0 M	1,001	CAPI	15+	12 regions: Istanbul, Ankara, Izmir, Bursa, Kayseri, Malatya, Adana, Samsun, Trabzon, Tekirdağ, Diyarbakır and Erzurum	Sep 2017
 UK		81.0%	53.6 M	1,031	CAPI	16+	Nationwide	Nov 2017

Fieldwork carried out with GfK GLOBO BUS®

# Methodology North and South America, Asia and the Pacific, Africa

North and South America		Proportion sample/ total population	Proportion sample/ total population	Sample size	Methodology	Age	Regional coverage	Fieldwork
	Brazil	72.0%	150.6 M	1,000	CATI	18+	Nationwide	Oct 2017
	Mexico	72.4%	93.5 M	1,001	CATI	15+	Nationwide	Sep 2017
	USA	77.3%	250.7 M	1,000	KP CAWI	18+	Nationwide	Sep 2017
Asia and the Pacific								
	India	5.0%	67.0 M	1,078	PAPI	15-64	Mumbai, New Delhi, Kolkata, Chennai	Feb/March 2017
	Indonesia	7.0%	18.5 M	1,040	PAPI	15-64	Jakarta, Surabaya, Medan, Bandung, Makassar	Feb/March 2017
	Iran	29.0%	23.5 M	1,000	PAPI ad hoc	18+	Tehran, Mashhad, Esfahan, Tabrez, Shiraz	Feb/March 2017
	Japan	79.3%	101.1 M	1,175	PAPI	15-79	Nationwide	Sep 2017
	South Korea	80.9%	41.2 M	1,500	PAPI	19+	Nationwide	Sep 2017
Africa								
	Kenya	11.2%	5.5 M	1,007	PAPI	18+	Nairobi, Mombasa, Kisumu	Sep 2017
	South Africa	22.9%	13.0 M	1,202	CAPI	16+	Metropolitan Region of Gauteng, KwaZulu-Natal, Cape Town	Sep 2017

Fieldwork carried out with GfK GLOBO BUS®

## Changes to the methodology

Country	Type of change
Netherlands	Change of methodology (from CATI BUS to CATI ad hoc)
Sweden	Change of institute
Mexico	Included for the first time
Argentina	<p>No longer included: In 2018, the Trust in Professions study was no longer conducted in any of the countries named on the left.</p> <p>In the interests of comparability, these countries have been excluded from the mean values of previous years. As a result, there are slight differences between the mean values for 2016 and 2014 and the last two reports.</p>
Australia	
Belgium	
Canada	
Nigeria	
Austria	
Philippines	
Switzerland	

## Categorisation for social media analysis (1)

Remarks	Explanatory notes
	<p>The statements recorded from the Internet were categorised according to various freely combinable criteria, generally based on the source of the statement, reputation and topic parameters.</p>
Source	<p><b>Editorial content:</b> Content created and made available by the provider of a website, e.g. contributions from media websites (newspapers, magazines, TV and radio) or company websites (including job advertisements).</p> <p><b>User-generated content:</b> Content on the World Wide Web that is not created or maintained by the website operator, but is produced by the site users themselves. Such content is increasingly to be found on the Web 2.0 and includes blogs, web forums, social networks or YouTube.</p>
Reputation	<p>Depending on the context, the statements are divided into positive, neutral and negative content; in order to ensure that ironic content is assigned correctly, this categorisation is <u>not</u> automated.</p>
Topic parameters for group comparison	<p>In order to compare the assessment of the professional groups in terms of content, contributions on the Internet were categorised according to the following topics:</p> <ul style="list-style-type: none"> <li>▪ <b>Pay</b> (good/bad/over-/underpaid)</li> <li>▪ <b>Helpfulness</b></li> <li>▪ <b>Corruption</b> (mercenary/in the sense of: only for one's own benefit)</li> <li>▪ <b>Prestige/renown/reputation</b> (good, bad, arrogant, etc.)</li> <li>▪ <b>Reliability</b></li> <li>▪ <b>Credibility</b></li> <li>▪ <b>Future/security of the profession:</b> is it a profession with a future, security in the sense of a secure income?</li> <li>▪ <b>Other topics/rest</b></li> </ul>

## Categorisation for social media analysis (2)

Remarks	Explanatory notes		
Professional group-specific topic parameters	In order to be able to better examine the professional groups themselves, individual topic categories were additionally provided for each professional group.		
	<b>Policemen</b>	<b>Politicians</b>	<b>Market researchers</b>
	<ul style="list-style-type: none"> <li>▪ Schutzpolizei, Streifendienst, Polizeistaffeln, Kontaktbereichsbeamte, Verkehrspolizei, Bereitschaftspolizei, Landespolizei, Polizeivollzugsdienst, Einsatzhundertschaften</li> <li>▪ Bundespolizei, Bundesgrenzschutz, Bahnpolizei</li> <li>▪ Kriminalpolizei, Bundeskriminalamt</li> <li>▪ SEK, MEK, GSG9 und andere Spezialeinheiten</li> <li>▪ Andere Polizisten</li>   <li>▪ Fiktion</li> <li>▪ Keine Fiktion</li> </ul>	<ul style="list-style-type: none"> <li>▪ UN-Ebene</li> <li>▪ Europaebene</li> <li>▪ Bundesebene</li> <li>▪ Länderebene</li> <li>▪ Kommunale Ebene oder kleiner</li> <li>▪ Andere Politiker</li> </ul>	<ul style="list-style-type: none"> <li>▪ Marktforschung</li> <li>▪ Meinungsforschung</li> <li>▪ Wahlforschung</li> <li>▪ Data Scientists</li> <li>▪ Andere</li>   <li>▪ Stellenanzeigen</li> <li>▪ Keine Stellenanzeigen</li> </ul>

## Sample and weighting

Remarks	Explanatory notes
Language area	Texts were collected from German-speaking countries, whereby texts from Austria and Switzerland could be excluded as far as possible.
Population	The population of all texts on a topic is usually very large. For example, in this study a total of 133,079 texts concerning the professional group of policemen was published over the course of one month. When using human coding, i.e. categorisation by a coding team, a sampling approach is used.
Sample taking	In order to categorise the content on the Web according to topic and tone, a sample is taken. The sampling procedure is similar to the logic of surveys (stratified sampling). That is to say, quotas are set, which are then extrapolated accordingly to provide a representation of the population. In this study, one quota per channel was specified for each week of data collection. This meant that at least n=245 articles were coded in total on a weekly basis. For each channel, a corresponding quota was specified proportionally. This allows us to ensure that enough articles are being coded per channel and thus a channel distribution is being achieved that represents the overall distribution.
Boosting	In the event that a channel contains very few texts and thus very few texts have been coded due to the quota, this channel is "boosted". This means that a minimum number of articles overrepresenting the portion is coded. In this study, at least ten texts per week were coded for the following channels: blogs, e-commerce, forums, social networks, videos and the Web.
Weighting	Boosted channels are balanced by weighting. All other channels are correspondingly extrapolated, so that the overall result represents the population.

## List of references

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- Der neue Fischer Weltalmanach 2018. Zahlen, Daten, Fakten. Frankfurt am Main 2017.

### Online research on websites, e.g.

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URL: <http://www.auswaertiges-amt.de> (as of: Q4/2017).
- German-Swedish Chamber of Commerce  
URL: <http://www.handelskammer.se/de> (as of: Q4/2017).
- Federal Department of Justice and Police FDJP  
URL: <https://www.ejpd.admin.ch> (as of: Q4/2017).
- Germany Trade and Invest (GTAI), Association for Foreign Trade and Location Marketing mbH  
URL: <http://www.gtai.de> (as of: Q4/2017).
- ILOSTAT – ILO modelled estimates (used for infographics)  
URL: [www.ilo.org](http://www.ilo.org) (as of: Q4/2017).
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  - various German newspapers and magazines, such as Der Spiegel, Deutsches Ärzteblatt, Deutsche Wirtschafts Nachrichten, Die Welt, Die Zeit, FAZ, Frankfurter Rundschau, Handelsblatt, Heise, Rheinische Post, Runner's World, Süddeutsche Zeitung, Tagesspiegel, TAZ
  - various radio and television stations, such as ARD, Bayerischer Rundfunk, Deutsche Welle, Deutschlandfunk, MDR, n-tv, ZDF
  - various international newspapers, magazines, radio and TV broadcasters, such as the BBC, Business Live, CNN, Dagens Nyheter, Der Standard, Die Presse, Euronews, Eurotopics, Netralnews, Neue Zürcher Zeitung (NZZ), Stol, Südtirol News, Svenska Dagbladet, Tagesanzeiger, The Guardian, The Washington Post
  - various websites on individual countries, regions and topics, such as Japandigest, Korea.net, NetherlandsNet, Vetenskap & Allmänhet
- Background information and explanations by GfK in the respective countries surveyed