



## Press Release

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### **Police officers appreciably more popular**

#### **International GfK survey on the extent to which citizens trust various professional groups and organizations**

**Nuremberg, June 9, 2010 – Firefighters enjoy the highest levels of trust internationally. The clergy and marketing specialists have suffered a considerable deterioration in their reputation, and trust in politicians has also fallen once again. Conversely, the reputation of the police and judges has improved significantly. Bankers have also seen a slight recovery in their image at international level. These are the findings of the “GfK Trust Index 2010”, which has been conducted by GfK Custom Research in 19 countries.**

Firefighters also rank in first place in Germany, with 97% regarding them as trustworthy, while doctors enjoy the second highest level of popularity at almost 87%, closely followed by the police (86%). Judges have particularly improved their reputation: this year, 83% of the population profess to trust them, whereas the figure was just 79% in the previous year. In contrast, employees of financial institutions have fallen in the rankings, with just 57% of citizens claiming to have confidence in them in 2010. Since the beginning of the financial crisis in September 2008, bankers have seen a drop of 15 percentage points in terms of trust levels. However, in view of the overall figure for all surveyed countries, this professional group has a relatively good reputation in Germany. Meanwhile the standing of the clergy here in Germany has worsened considerably. Whereas its members still inspired confidence in 72% of Germans last year, this figure has now dropped back to just under 55%. The scandals relating to abuse of children and young people in church schools and by priests has greatly unsettled the population. Internationally, but also in Germany, politicians bring up the rear in the trust rankings, with just 14% of German expressing respect for this professional group.

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### Extent to which Germans trust individual professional groups (in %)

Professional group	2010	2009
Fire service	97	98
Doctors	87	89
Police	86	88
Teachers	85	84
Postal workers	84	86
Judges	83	79
Military	82	79
Environmental protection organizations	76	77
Lawyers	72	72
Market researchers	69	73
Charities	62	66
Trade unions	59	59
Bankers	57	63
Civil servants	56	57
Clergy	55	72
Marketing specialists	43	40
Journalists	42	43
Advertising specialists	33	35
Managers	17	15
Politicians	14	14

Source: GfK Trust Index for spring 2010, GfK Custom Research

#### Police enjoy greater trust internationally; clergy experience a decline in confidence levels

A total of 94% of all citizens in the countries surveyed have confidence in firefighters. The service enjoys the highest credibility in Sweden (98%) and the lowest in Romania (91%). Teachers and doctors come in second place, each at 84%, followed by postal workers (82%) and the military (81%). Although police officers remain in sixth place, the same position as last year, they have markedly improved their reputation: at 75%, 14% more citizens have confidence in them than in 2009. However, the service's reputation varies considerably from country to country. In Germany and Italy (86% in each) and Sweden (83%) this professional group enjoys the highest levels of trust. Conversely, in France (59%), Bulgaria (55%) and Romania (53%) police officers have to fight for their credibility.

More than half of respondents in all surveyed countries have faith in environmental protection organizations, judges, charities, civil servants, the clergy and market research organizations. Following the abuse scandals in the Catholic church, which received international attention, the clergy's image has deteriorated markedly in almost all countries. Just 58% of the population in total have confidence in the group, which is 8% less than in

the prior year. The clergy is judged particularly poorly by the French, at 33%, whereas it achieves the best ratings in Romania (86%).

### International levels of trust in individual professional groups

Professional group	All countries 2010	All countries 2009	Country where level of trust is highest	In %	Country where level of trust is lowest	In %
<b>Proportion in % that trust the professional group in question</b>						
Fire service	94	92	Sweden/Czech Republic	98	Romania	91
Teachers	84	85	Spain/Portugal	92	Italy	75
Doctors	84	81	Spain	93	Romania	74
Postal workers	82	81	Hungary	95	Belgium	69
Military	81	81	Romania	88	Belgium	57
Police	75	61	Germany	86	Romania	54
Environmental protection organizations	62	64	Portugal	84	France	57
Judges	62	57	Germany	83	Bulgaria	32
Charities	59	60	Spain	75	Bulgaria	45
Civil servants	58	57	Portugal	70	Italy	38
Clergy	58	66	Romania	86	France	33
Market researchers	55	55	Hungary	79	France	49
Lawyers	46	47	Germany	72	Bulgaria	31
Bankers	42	37	Germany	57	Italy	24
Trade unions	42	43	Netherlands	65	Italy/Bulgaria	31
Journalists	41	41	Portugal	66	UK	21
Marketing specialists	33	39	Portugal	64	France	22
Managers	31	33	Bulgaria	51	Germany	17
Advertising specialists	29	28	Romania	50	Sweden	15
Politicians	14	18	Netherlands	32	Italy	7

Source: GfK Trust Index for spring 2010, GfK Custom Research

### Politicians in last place

Over half of respondents expressed criticism of lawyers, bankers, trade unions, journalists, marketing specialists, managers, advertising experts and politicians.

As in previous years, politicians are bottom of the rankings and their approval rating has fallen by another 4% compared with the previous year, to stand at just 14%. Although political leaders are also in last place in the Netherlands, at 32% the level is still considerably higher than average. Politicians receive the second highest rating in Sweden, with 25%, whereas in Italy 93% of citizens do not trust their leaders, and only 7% do have faith

in them. Similarly, this professional group fares badly in France and Hungary, with approval ratings of just 8% and 9% respectively.

Although the international financial market crisis is far from over, bankers have seen a revival in their reputation at international level. After just 37% of citizens professed to have confidence in them in the previous year, they are now trusted again by 42% of citizens. However, the results for individual countries vary considerably. Germans (57%), Swedes (56%) and Poles (54%) have the most faith in bank employees, while the profession is least popular in Italy (24%), France (27%) and Romania (28%). It is interesting to note that the trust values have fallen overall for both western and eastern Europe. However, no trend in either direction can be observed within these regions.

### **The survey**

GfK Custom Research used the GfK Trust Index in spring 2010 to determine the levels of trust that citizens have in the following 20 professional groups and organizations: advertising specialists, bankers, civil servants, charities, clergy, doctors, environmental protection organizations, fire service, journalists, judges, lawyers, managers, marketing specialists, market researchers, military, police, politicians, postal workers, teachers and trade unions. For this year's Trust Index, GfK Custom Research surveyed a total of 18,800 respondents in 15 European countries and the USA, Brazil, Colombia and India in February and March 2010. The survey has been conducted on an annual basis since 2003.

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### **The GfK Group**

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