

Profession Barometer

Report



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1. Study Highlights

1.0 Study Highlights

In 2005, the most admired professions have essentially kept the same ranking in the eyes of Canadians.

Percentage of Canadians who trust...

	Difference 2004-5	2005	2004	2003	2002
Fire fighters	--	97%	97%	96%	98%
Nurses	-1	94%	95%	94%	96%
Farmers	--	91%	91%	91%	93%
Doctors	--	89%	89%	89%	92%
Teachers	--	88%	88%	88%	--
Police officers	+4	83%	79%	80%	88%
Judges	-3	72%	75%	73%	80%
Notaries	-1	71%	72%	71%	82%
Bankers	-2	65%	67%	70%	72%
Church representatives	--	65%	65%	65%	73%
Politicians	+2	65%	63%	62%	70%
Journalists	+3	49%	46%	46%	53%
Senior Public Servants	-4	45%	49%	50%	56%
Lawyers	+1	45%	44%	48%	54%
Insurance Brokers	+3	44%	41%	46%	51%
Real Estate Agents	+1	40%	39%	40%	44%
Unionists	+2	38%	36%	39%	41%
Publicists	+2	37%	35%	38%	47%
Car Salespeople	-1	18%	19%	20%	23%
Politicians	+2	16%	14%	14%	18%

2. Results

2.0 Results

2.1 Little Variation Regarding the Most Trusted Professions

The five professions that inspire the most confidence among Canadians remain the same as in 2004, not only are they in the same order, but they also all obtain the same rating. Fire fighters (97%), nurses (94%), farmers (91%), doctors (89%) and teachers (88%) continue to head the list

Percentage of Canadians who trust...

	TOTAL		Atlantic Provinces		Quebec		Ontario		Prairies		Alberta		British Columbia	
	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004
Fire fighters	97%	97%	100%	96%	98%	98%	97%	96%	97%	99%	95%	98%	92%	99%
Nurses	94%	95%	95%	97%	95%	97%	95%	93%	90%	96%	92%	94%	95%	95%
Farmers	91%	91%	91%	92%	94%	90%	91%	91%	86%	90%	91%	90%	86%	95%
Doctors	89%	89%	90%	93%	93%	91%	88%	88%	84%	89%	87%	90%	85%	84%
Teachers	88%	88%	95%	94%	93%	91%	85%	85%	85%	85%	88%	82%	89%	89%

It should be noted that the four professions that head the list were also among the top 4 in January 2004, 2003 and 2002.

2.2 Police Officers Gain and Judges Lose

Group B, which is composed of professions that obtained between 50% and 85% of public favour, is relatively stable when compared to last year. However, an increase has been observed for police officers with levels of trust rising from 79% in 2004 to 83%, which represents a gain of 4 percentage points. This increase is mainly seen in the Atlantic Provinces with last year's results gaining 8 percentage points.

It should also be noted that in 2005, the confidence that judges inspire has dropped significantly from 75% to 72%. This drop in trust occurs in almost all regions of Canada, except in Ontario and Alberta.

Percentage of Canadians who trust...

	TOTAL		Atlantic Provinces		Quebec		Ontario		Prairies		Alberta		British Columbia	
	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004
Police officers	83%	79%	92%	84%	83%	79%	82%	79%	81%	79%	86%	85%	80%	77%
Judges	72%	75%	72%	76%	71%	77%	76%	76%	68%	75%	76%	75%	66%	72%
Notaries	71%	72%	67%	68%	80%	85%	65%	65%	65%	72%	75%	60%	78%	80%
Bankers	65%	67%	73%	73%	61%	65%	66%	65%	63%	76%	70%	72%	62%	61%
Church representatives	65%	65%	80%	78%	61%	63%	66%	66%	65%	70%	69%	70%	55%	56%
Pollsters	65%	63%	66%	61%	79%	78%	63%	59%	52%	55%	62%	55%	53%	60%

2.3 Still a Long Way to go for Politicians

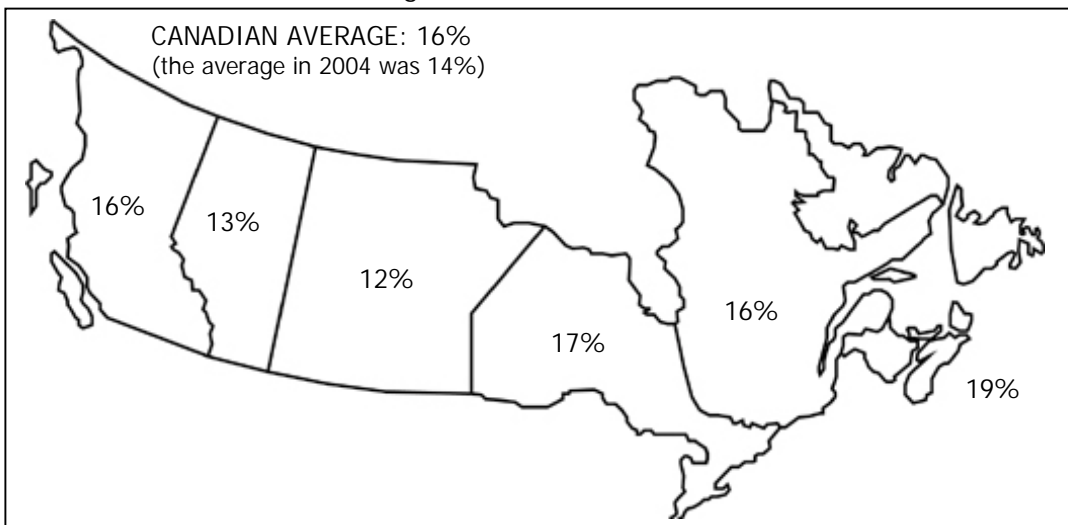
Despite an insignificant increase of 2%, politicians rank last among the professions submitted to Canadians for evaluation. As in 2004, car salespeople outperform politicians only slightly, with a level of trust of 18%.

Senior public servants are among those who show the greatest loss, with 4% less than in 2004, which gives them an equal ranking with lawyers (45%), but places them behind journalists (49%). It is interesting to note that the evolution of Canadians' opinions with respect to senior public servants is different according to region: their level of trust in senior public servants increases considerably in the Prairies and British Columbia, however, it drops in Quebec, Ontario and Alberta.

Lastly, insurance brokers gain 3% with their current level of trust at 44%. Ontarians and British Columbians are among those who have improved their opinion of this profession.

	TOTAL		Atlantic Provinces		Quebec		Ontario		Prairies		Alberta		British Columbia	
	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004
Journalists	49%	45%	51%	54%	56%	47%	49%	45%	38%	37%	47%	43%	40%	43%
Senior Public Servants	45%	49%	62%	61%	30%	37%	49%	53%	49%	44%	44%	52%	52%	44%
Lawyers	45%	44%	56%	48%	50%	47%	43%	42%	42%	49%	45%	45%	38%	36%
Insurance Brokers	44%	41%	42%	45%	49%	50%	43%	38%	42%	45%	37%	35%	47%	32%
Real Estate Agents	40%	39%	45%	50%	43%	42%	40%	38%	35%	44%	37%	29%	40%	34%
Unionists	38%	36%	50%	44%	39%	38%	36%	35%	37%	37%	31%	39%	37%	31%
Publicists	37%	35%	47%	43%	34%	28%	37%	36%	39%	39%	44%	34%	30%	38%
Car Salespeople	18%	19%	19%	23%	21%	28%	19%	16%	15%	19%	17%	12%	14%	14%
Politicians	16%	14%	19%	22%	16%	15%	17%	12%	12%	11%	13%	12%	16%	12%

Percentage of Canadians Who Trust Politicians



3. Methodology

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from March 1 to March 8, 2005. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to region, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is of $\pm 2.6\%$, 19 times out of 20.