

**CANADIAN PRESS / LEGER MARKETING**

**The Perception of Canadians  
with Regard to Various  
Professions**

**Report**



## 1.0 Study Highlights

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- Canadians have a great deal of trust in those who work in safety-and health-related professions.

Percentage of Canadians who trust...

Fire fighters	Nurses	Farmers	Doctors	Police officers	Scientists	Notaries	Judges
98%	96%	93%	92%	88%	87%	82%	80%

- Varying degrees of trust for several unrelated professions.

Percentage of Canadians who trust...

Church representatives	Bankers	Pollsters	Senior public servants	Lawyers	Journalists	Insurance brokers
73%	72%	70%	56%	54%	53%	51%

- The lowest level of trust goes to politicians.

Percentage of Canadians who trust...

Publicists	Real estate agents	Unionists	Car salespeople	Politicians
47%	44%	41%	23%	18%

## 2.0 Results

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### 2.1 Canadians Have a Great Deal of Trust in Those Who Work in Safety-Related Professions

The perception of Canadians of some of the most popular professions today clearly demonstrates that the population is greatly concerned with its own safety. In fact, the five most trusted professions are related to health and safety.

On the one hand, fire fighters and police officers guarantee the safety of our lives and property, while nurses and doctors are the guardians of our health and farmers are responsible for the quality of the food we eat.

We can therefore see from the table below, that the members of the following professions receive an “A” when it comes to public confidence. This is the case both on the national and provincial scale.

#### Percentage of Canadians who trust...

	TOTAL	Atlantic provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
Fire fighters (n=1485)	98%	100%	98%	99%	100%	99%	97%
Nurses (n=1478)	96%	100%	97%	96%	98%	97%	92%
Farmers (n=1444)	93%	96%	95%	93%	95%	95%	92%
Doctors (=1451)	92%	93%	90%	93%	95%	88%	93%
Police officers (n=1451)	88%	93%	87%	87%	87%	91%	89%
Scientists (n=1372)	87%	86%	92%	85%	92%	83%	82%
Notaries (n=1292)	82%	86%	83%	77%	86%	81%	91%
Judges (n=1396)	80%	84%	76%	82%	79%	77%	80%

*Note: The number of respondents varies for each profession because of the varying rates of respondents who did not know or did not answer.*

## 2.2 Varying Degrees of Trust for Several Unrelated Professions

The following table groups several unrelated professions, the appreciation of which varies from one region in Canada to the next. We therefore see that church representatives enjoy low levels of trust among the residents of Quebec and British Columbia, while this rate is higher than the average in the Atlantic provinces.

The level of trust in bankers is relatively stable across the country, which is not the case for pollsters. In fact, pollsters are perceived in a more positive light by Quebecers than by Ontarians and residents of the Atlantic provinces.

Senior public servants see their average national score decrease due to lower results obtained in Quebec where they earn only 43% of support.

Lawyers are slightly ahead of journalists, leading with 1%. Journalists are followed by insurance brokers who, with 51%, narrowly escape the category of the most unpopular professions.

### Percentage of Canadians who trust ...

	TOTAL	Atlantic provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
Church representatives (n =1363)	73%	83%	68%	75%	80%	75%	63%
Bankers (n=1424)	72%	78%	69%	71%	76%	73%	76%
Pollsters (n =1254)	70%	63%	83%	60%	76%	70%	72%
Senior public servants (n=1314)	56%	67%	43%	63%	65%	60%	51%
Lawyers (n =1375)	54%	61%	53%	56%	58%	46%	51%
Journalists (n =1335)	53%	71%	48%	53%	60%	51%	50%
Insurance brokers (n=1387)	51%	49%	53%	48%	58%	50%	56%

## 2.3 The Lowest Level of Trust Goes to Politicians

Five professions have a level of public confidence that is lower than 50%. These are the least appreciated professions and, in two cases, the levels of confidence of remarkably low.

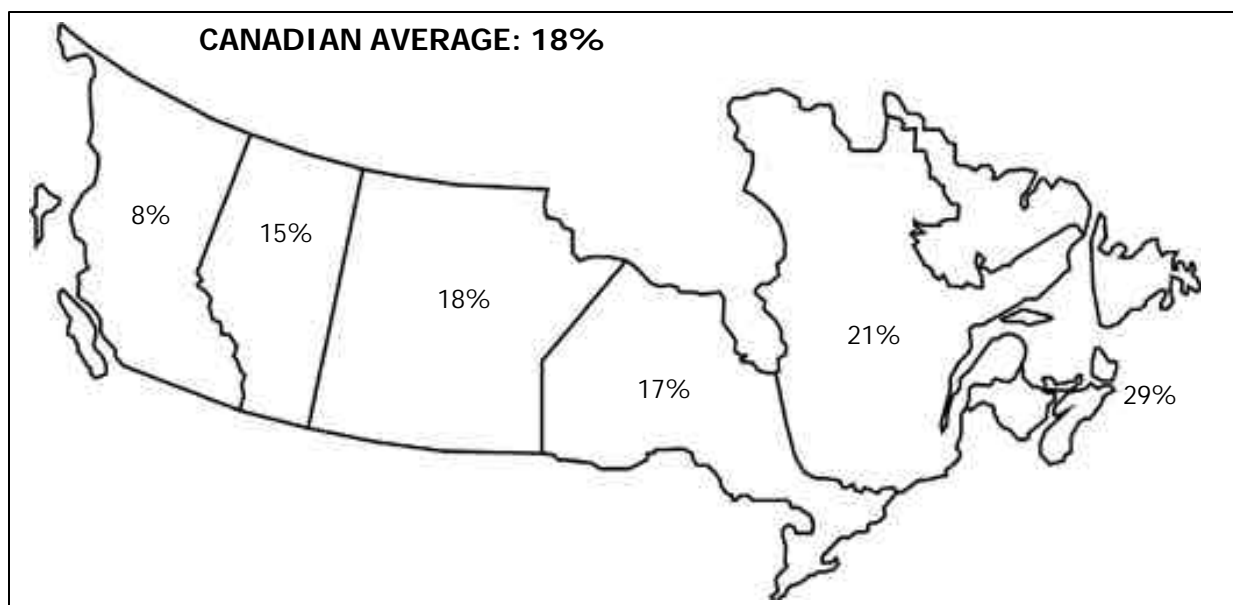
Publicists could have saved face if Quebeckers, who gave them 37%, would have been more lenient. Real estate agents in every province, with the exception of the Atlantic provinces, do not enjoy a very high rating while unionists obtain scores ranging from 37 to 46%.

Finally, two professions can be found at the very bottom of the scale. First, car salespeople earn the trust of 23% of Canadians and, lastly, politicians earn a mere 18%, a rate that even reaches as low as 8% in British Columbia.

	TOTAL	Atlantic provinces	Quebec	Ontario	Prairies	Alberta	British Columbia
Publicists (n=1245)	47%	56%	37%	48%	58%	61%	44%
Real estate agents (n=1343)	44%	58%	42%	41%	43%	40%	48%
Unionists (n =1327)	41%	45%	43%	39%	42%	37%	46%
Car salespeople (n=1399)	23%	31%	30%	20%	23%	13%	17%
Politicians (n=1400)	18%	29%	21%	17%	18%	15%	8%

We note finally that women generally tend to be more trusting than men. Women are therefore more generous towards police officers than men (91% versus 86% respectively), toward bankers (76% versus 68%), lawyers (62% versus 46%) and real estate agents (49% versus 39%). However, when it comes to politicians, both men and women share the exact same opinion.

**Percentage of Canadians who trust politicians**



### 3.0 Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1516 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between January 22 and January 27, 2002. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, 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 1516 respondents is of  $\pm 2.6\%$ , 19 times out of 20.