

How Canadians Perceive Various Professions



Report



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1.0 Study Highlights

- In 2004, Canadians maintained their level of trust in the most admired professions.

Percentage of Canadians who trust...

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

2.0 Results

2.1 Canadians still trust farmers despite mad cow disease

The perception of Canadians towards the more safety-related professions has remained the same in the last 12 months. Three of these professions – fire fighting, nursing and medicine – rank among the first four.

Canadians don't seem very concerned by mad cow disease and rank farmers third at 91%, which is the same level of trust as last year.

Police officers lost 1% and are therefore no longer part of the "A" group, which consists of professions with a public confidence rating equal or superior to 80%.

Percentage of Canadians who trust...

	TOTAL		Atlantic Provinces		Quebec		Ontario		Prairies		Alberta		British Columbia	
	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003
Fire Fighters	97%	96%	96%	96%	98%	98%	96%	96%	99%	95%	98%	95%	99%	93%
Nurses	95%	94%	97%	94%	97%	96%	93%	92%	96%	96%	94%	97%	95%	91%
Farmers	91%	91%	92%	94%	90%	94%	91%	89%	90%	89%	90%	93%	95%	93%
Doctors	89%	89%	93%	89%	91%	92%	88%	88%	89%	88%	90%	91%	84%	85%
Teachers	88%	88%	94%	86%	91%	92%	85%	87%	85%	91%	82%	88%	89%	82%

It should be noted that the same professions headed the list in January 2003 and 2002.

2.2 Varying degrees of trust for several unrelated professions

The “B” group, which consists of professions with 50% to 79% of public favour, is relatively stable compared to last year.

Judges, with the help of an 8% boost in Quebec, gain a 2% increase across the country while bankers loose 3%.

Both a 5% loss of public confidence in Ontario and 15% loss in British Columbia push the level of trust in bankers down three points.

Senior public servants fall below 50%. No longer part of the “B” group, they place among professions that rank last.

Percentages of Canadians who trust...

	TOTAL		Atlantic Provinces		Quebec		Ontario		Prairies		Alberta		British Columbia	
	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003
Police Officers	79%	80%	84%	80%	79%	77%	79%	80%	79%	82%	85%	86%	77%	77%
Judges	75%	73%	76%	73%	77%	69%	76%	76%	75%	73%	75%	72%	72%	73%
Notaries	72%	71%	68%	63%	85%	83%	65%	62%	72%	70%	60%	73%	80%	76%
Bankers	67%	70%	73%	69%	65%	62%	65%	70%	76%	71%	72%	73%	61%	76%
Church Representatives	65%	65%	78%	72%	63%	67%	66%	66%	70%	75%	70%	75%	56%	63%
Pollsters	63%	62%	61%	60%	78%	80%	59%	51%	55%	53%	55%	66%	60%	60%

2.3 Politicians continue to be unpopular among Canadians

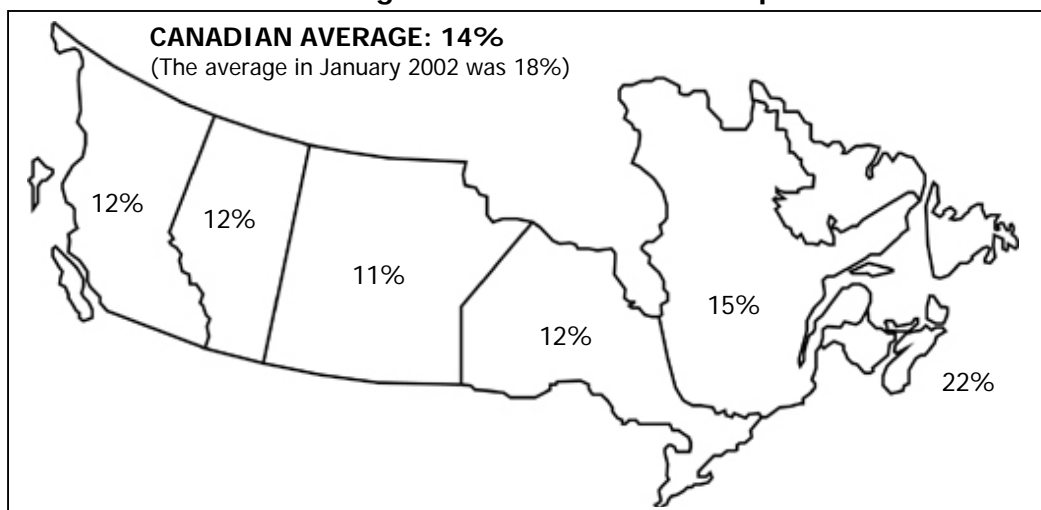
Politicians have a mere 14% of public confidence and come in last with the same result as 2003. Car salespeople precede them by 5 points.

Publicists experienced a 9% drop last year and continue to lose ground with a 3% loss this year. Similarly to last year, Quebecers displayed the least amount of trust in them (28%). Insurance brokers are losing points across the country, with the exception of the Atlantic Provinces, and are at 41%, which is 5% less than last year. By dropping 4% in January 2004, lawyers were unable to improve their rating and lost their rank to journalists.

Finally, unionists lose 3% of their score with a level of trust currently at 36%. Incidentally, it is in Quebec that they experienced the biggest drop in popularity (6%).

	TOTAL		Atlantic Provinces		Quebec		Ontario		Prairies		Alberta		British Columbia	
	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003	2004	2003
Senior Public Servants	49%	50%	61%	62%	37%	39%	53%	54%	55%	54%	52%	53%	44%	46%
Journalists	45%	46%	54%	46%	47%	46%	45%	46%	37%	55%	43%	43%	43%	43%
Lawyers	44%	48%	48%	53%	47%	47%	42%	49%	49%	56%	45%	48%	36%	41%
Insurance Brokers	41%	46%	45%	44%	50%	52%	38%	43%	45%	49%	35%	49%	32%	41%
Real Estate Agents	39%	40%	50%	41%	42%	44%	38%	41%	44%	39%	29%	39%	34%	36%
Unionists	36%	39%	44%	42%	38%	44%	35%	37%	37%	39%	39%	31%	31%	37%
Publicists	35%	38%	43%	48%	28%	29%	36%	40%	39%	36%	34%	43%	38%	41%
Car Salespeople	19%	20%	23%	23%	28%	26%	16%	16%	19%	19%	12%	24%	14%	14%
Politicians	14%	14%	22%	19%	15%	14%	12%	15%	11%	14%	12%	13%	12%	9%

Percentage of Canadians who trust politicians



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 between January 6 and January 9, 2004. 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 1500 respondents is of $\pm 2.6\%$, 19 times out of 20.