

Profession Barometer

OmniCan Report

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1. Study Highlights

- In 2007, firefighters, nurses and farmers rank among the top three professions Canadians trust most.
- Levels of trust have increased most for the following professions: lawyers (+4), insurance brokers (+4), real estate agents (+4), police officers (+3) and unionists (+3).
- Inversely, the following professions registered the biggest drops: publicists (-9), engineers (-5), economists (-5), judges (-4), bankers (-4) and pollsters (-4).

Percentage of Canadians who trust...

	Difference 2006-07	2007	2006	2005	2004	2003	2002
Fire fighters	+1	97%	96%	97%	97%	96%	98%
Nurses	-1	94%	95%	94%	95%	94%	96%
Farmers	--	92%	92%	91%	91%	91%	93%
Teachers	+1	89%	88%	88%	88%	88%	--
Doctors	-2	87%	89%	89%	89%	89%	92%
Police officers	+3	84%	81%	83%	79%	80%	88%
Engineers	-5	83%	88%	--	--	--	--
Judges	-4	74%	78%	72%	75%	73%	80%
Notaries	-2	73%	75%	71%	72%	71%	82%
Bankers	-4	68%	72%	65%	67%	70%	72%
Church representatives	-3	61%	64%	65%	65%	65%	73%
Pollsters	-4	59%	63%	65%	63%	62%	70%
Economists	-5	57%	62%	--	--	--	--
Lawyers	+4	52%	48%	45%	44%	48%	54%
Senior public servants	--	50%	50%	45%	49%	50%	56%
Insurance brokers	+4	50%	46%	44%	41%	46%	51%
Journalists	-1	48%	49%	49%	46%	46%	53%
Real estate agents	+4	46%	42%	40%	39%	40%	44%
Unionists	+3	41%	38%	38%	36%	39%	41%
New car salespeople	NA	35%	--	--	--	--	--
Publicists	-9	31%	40%	37%	35%	38%	47%
Politicians	+1	15%	14%	16%	14%	14%	18%
Used car salespeople	NA	12%	--	--	--	--	--

2. Results

2.1 Little Difference among Most Trusted Professions

As observed in the following table, seven (7) professions obtained results above 80%. The four (4) first professions essentially have the same scores as last year, plus or minus 1%, whereas doctors lost two points compared to last year. This drop is significantly higher in British Columbia, where confidence ratings dropped from 88% to 79%. Engineers have managed to remain in the group of most trusted professions but still lost five points. This drop is more significant in Québec, the Atlantic Provinces and the Prairies. The tragic collapse of an overpass in Québec in September 2006 has no doubt contributed to lowering the level of confidence in engineers. Finally, police officers registered the strongest gain, going from 81% to 84%.

Percentage of Canadians who trust...

	TOTAL		Atlantic Provinces		Québec		Ontario		Prairies		Alberta		British Columbia	
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
Fire fighters	97%	96%	97%	97%	98%	98%	97%	96%	93%	98%	96%	99%	93%	91%
Nurses	94%	95%	96%	95%	96%	98%	95%	95%	90%	97%	92%	91%	94%	91%
Farmers	92%	92%	93%	90%	92%	95%	92%	91%	91%	92%	91%	89%	93%	89%
Teachers	89%	88%	87%	94%	94%	91%	88%	85%	87%	92%	89%	90%	87%	87%
Doctors	87%	89%	90%	92%	91%	93%	88%	86%	87%	91%	85%	87%	79%	88%
Police officers	84%	81%	87%	89%	84%	82%	85%	78%	81%	84%	80%	85%	83%	80%
Engineers	83%	88%	80%	93%	79%	89%	86%	86%	84%	92%	82%	87%	86%	85%

2.2 Levels of Trust are Declining

Among professions with a level of confidence between 80% and 60%, judges still dominate though they have taken a 4-point drop compared to last year, as did bankers. Notaries and church representatives have lost 2 and 3 points respectively. It should be noted that pollsters and economists have dropped under the 60% bar.

Percentage of Canadians who trust...

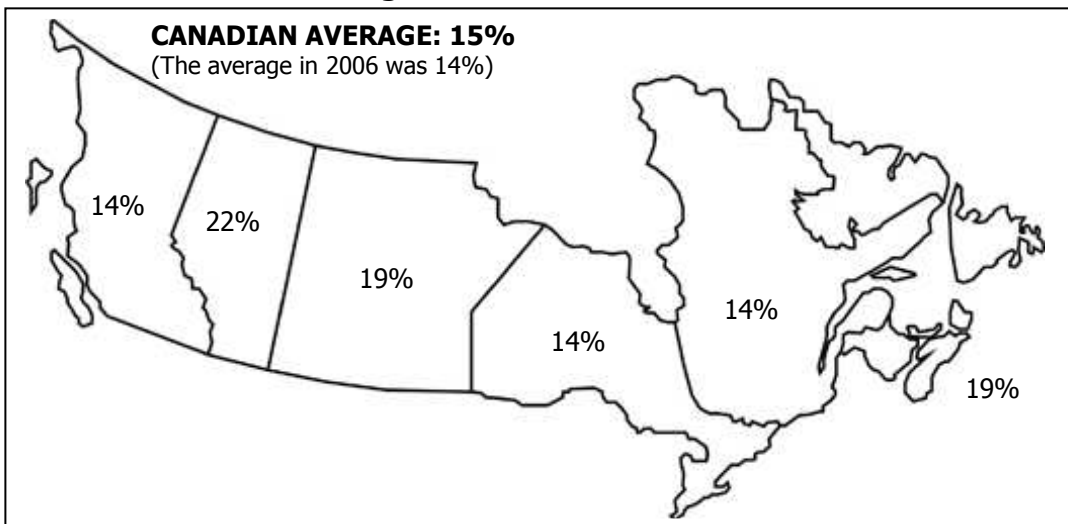
	TOTAL		Atlantic Provinces		Québec		Ontario		Prairies		Alberta		British Columbia	
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
Judges	74%	78%	73%	81%	76%	77%	75%	79%	63%	74%	74%	76%	77%	75%
Notaries	73%	75%	64%	68%	89%	84%	65%	70%	62%	71%	70%	74%	77%	79%
Bankers	68%	72%	71%	81%	68%	67%	69%	69%	70%	78%	70%	80%	64%	77%
Church representatives	61%	64%	71%	76%	55%	56%	64%	63%	62%	80%	61%	68%	53%	61%

2.3 Used Car Salespeople are the Least Trusted

Among professions with 60% or less, lawyers, insurance brokers and real estate agents registered more significant gains (+4 each), while unionists won three points. Unlike the previous professions, publicists (-9), economists (-5) and pollsters (-4) have lost points. Moreover, trust in politicians has increased by one point compared to last year, while trust in senior public servants has remained the same. Car salespeople are still poorly perceived, but this affects used car salespeople more (12% level of trust) than new car salespeople (35% level of trust).

	TOTAL		Atlantic Provinces		Québec		Ontario		Prairies		Alberta		British Columbia	
	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006
Pollsters	59%	63%	54%	64%	72%	78%	55%	56%	58%	61%	49%	63%	58%	56%
Economists	57%	62%	60%	65%	64%	65%	55%	57%	52%	66%	57%	67%	54%	62%
Lawyers	52%	48%	57%	52%	52%	47%	51%	48%	55%	48%	54%	51%	46%	47%
Senior public servants	50%	50%	63%	68%	37%	35%	50%	54%	54%	55%	59%	50%	56%	55%
Insurance brokers	50%	46%	49%	42%	50%	52%	49%	42%	50%	60%	55%	44%	51%	46%
Journalists	48%	49%	56%	59%	47%	53%	49%	48%	45%	57%	47%	41%	44%	42%
Real estate agents	46%	42%	40%	47%	44%	46%	47%	40%	52%	55%	46%	36%	44%	36%
Unionists	41%	38%	47%	49%	36%	36%	39%	38%	37%	39%	44%	29%	48%	43%
New car salespeople	35%	--	41%	--	43%	--	31%	--	33%	--	37%	--	23%	--
Publicists	31%	40%	35%	52%	31%	31%	31%	42%	21%	55%	39%	38%	24%	36%
Politicians	15%	14%	19%	26%	14%	10%	14%	13%	19%	14%	22%	15%	14%	14%
Used car salespeople	12%	--	19%	--	8%	--	14%	--	10%	--	13%	--	9%	--

Percentage of Canadians who Trust Politicians



3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1,500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres from May 8 to May 13, 2007. 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 1,500 respondents is $\pm 2.6\%$, 19 times out of 20.

4. Questionnaire

Rotation => PC1V

PC1a. Do you TRUST or DISTRUST...
...pollsters?

- Yes, trust..... 1
- No, distrust..... 2
- Don't know..... 8
- Refusal..... 9

PC1b. Do you TRUST or DISTRUST...
...teachers?

- Yes, trust..... 1
- No, distrust..... 2
- Don't know..... 8
- Refusal..... 9

PC1c. Do you TRUST or DISTRUST...
...nurses?

- Yes, trust..... 1
- No, distrust..... 2
- Don't know..... 8
- Refusal..... 9

PC1d. Do you TRUST or DISTRUST...
...notaries?

- Yes, trust..... 1
- No, distrust..... 2
- Don't know..... 8
- Refusal..... 9

PC1e. Do you TRUST or DISTRUST...
...insurance brokers?

- Yes, trust..... 1
- No, distrust..... 2
- Don't know..... 8
- Refusal..... 9

PC1f. Do you TRUST or DISTRUST...
.. used car salespeople?

- Yes, trust..... 1
- No, distrust..... 2
- Don't know..... 8
- Refusal..... 9

PC1f. Do you TRUST or DISTRUST...
 ... new car salespeople?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1g. Do you TRUST or DISTRUST...
 ...senior public servants?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1h. Do you TRUST or DISTRUST...
 ...farmers?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1i. Do you TRUST or DISTRUST...
 ...doctors?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1j. Do you TRUST or DISTRUST...
 ...firefighters?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1k. Do you TRUST or DISTRUST...
 ...bankers?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1l. Do you TRUST or DISTRUST...
 ...police officers?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1m. Do you TRUST or DISTRUST...
 ...church representatives?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1n. Do you TRUST or DISTRUST...
 ...judges?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1o. Do you TRUST or DISTRUST...
 ...journalists?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1p. Do you TRUST or DISTRUST...
 ...lawyers?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1q. Do you TRUST or DISTRUST...
 ...real estate agents?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1r. Do you TRUST or DISTRUST...
 ...unionists?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1s. Do you TRUST or DISTRUST...
 ...politicians?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1t. Do you TRUST or DISTRUST...
 ...publicists?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1u. Do you TRUST or DISTRUST...
 ...economists?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9

PC1v. Do you TRUST or DISTRUST...
 ...engineers?

Yes, trust.....	1
No, distrust.....	2
Don't know.....	8
Refusal.....	9