

Tuesday, 6 June 2017

Roy Morgan Image of Professions Survey 2017:

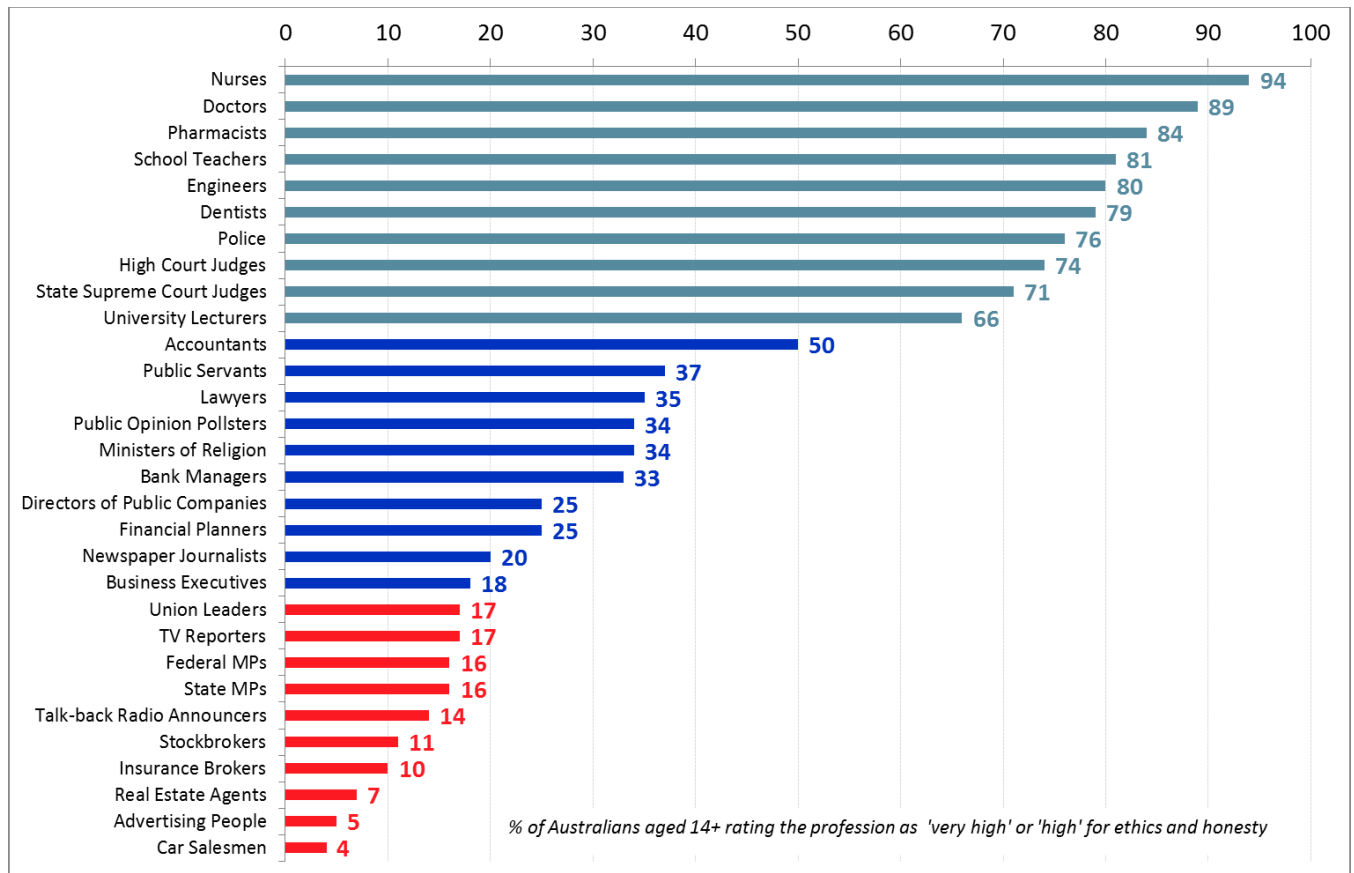
Health professionals continue domination with Nurses most highly regarded again; followed by Doctors and Pharmacists

Health professionals have continued their domination of Australia's most highly regarded professions with 94% of Australians (up 2% from 2016) rating **Nurses** 'very high' or 'high' for their 'ethics and honesty'. **Nurses** have topped the annual survey for 23 years running since being included for the first time in 1994.

Health professionals are clustered near the top with **Nurses** followed by **Doctors** on 89% (up 3%), **Pharmacists** on 84% (down 2%) and **Dentists** on 79% (up 4%). Only **School Teachers** on 81% (up 4%) and **Engineers** on 80% (up 2%) prevent a clean sweep at the top for health-related professionals.

Of all 30 professions surveyed in 2017 sixteen decreased in regards to ethics and honesty while twelve professions increased and only two professions were unchanged according to the Roy Morgan survey conducted in the last week of May with 648 Australians.

Image of Professions 2017



Source: These are the main findings of a Roy Morgan telephone survey conducted on the nights of May 22-24, 2017, with 648 Australian men and women aged 14 and over.

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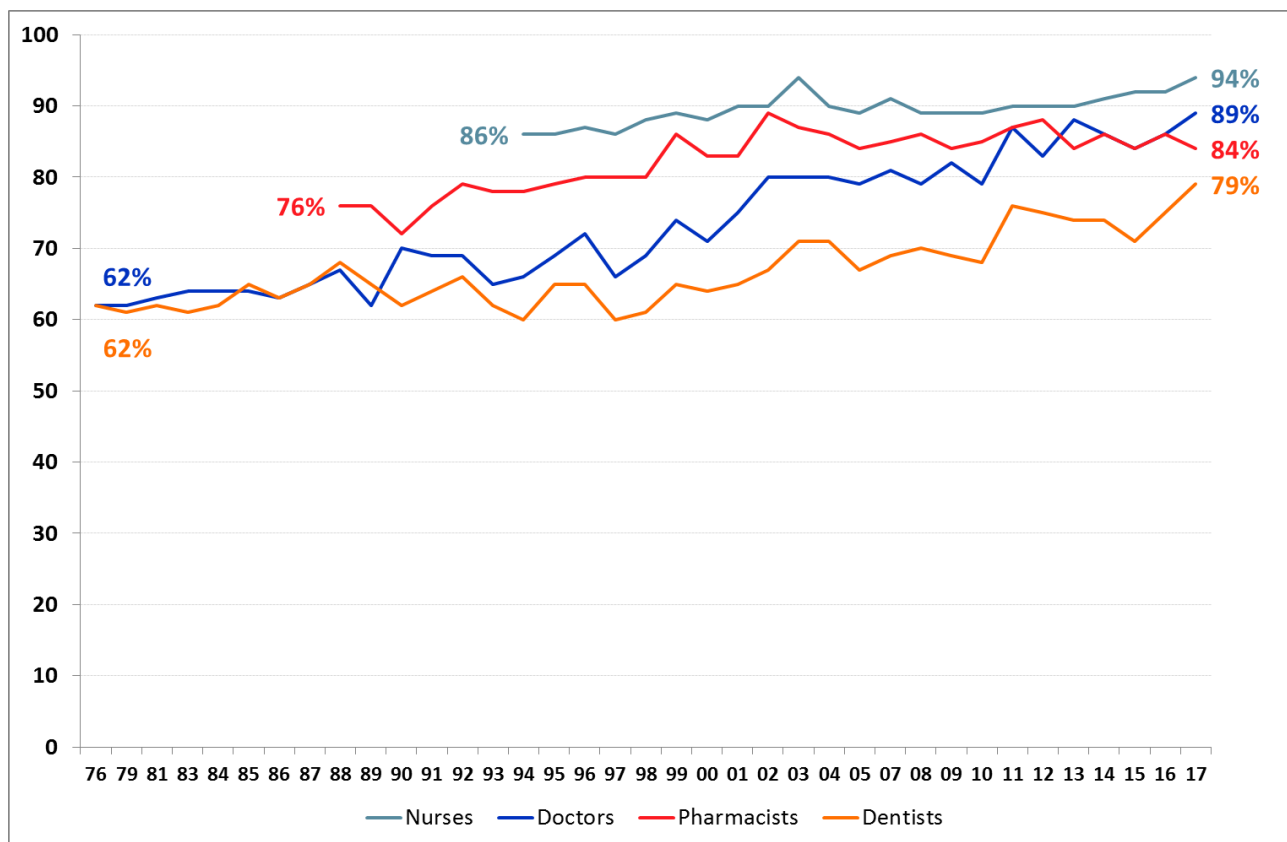
Nurses on top but Doctors, Pharmacists and Dentists all rated very highly

Nurses have been rated 'very high' or 'high' by 94% of Australians in 2017, up 2% from 2016. **Nurses** have been rated as Australia's most trusted profession in every year they've been included in the survey and have rated at least 90% in each of the last seven years. No other profession has ever rated higher than 89%.

For the fifth straight year **Doctors** have finished second to their colleagues with 89% of Australians rating **Doctors** 'very high' or 'high' for their ethics and honesty, an improvement of 3% on 2016.

Pharmacists were the odd health-related profession out in 2017 with a slight decline to 84%, being the only negative movement for any of the surveyed health-related professions, down 2%.

However, that was still enough to leave **Dentists** 'bringing up the rear' of the four professions, rated 'very high' or 'high' by 79% of Australians – up 4% on 2016. It was 1989 when **Dentists** were last rated above any other health profession: **Dentists** 65% cf. **Doctors** 62% (1989 result).



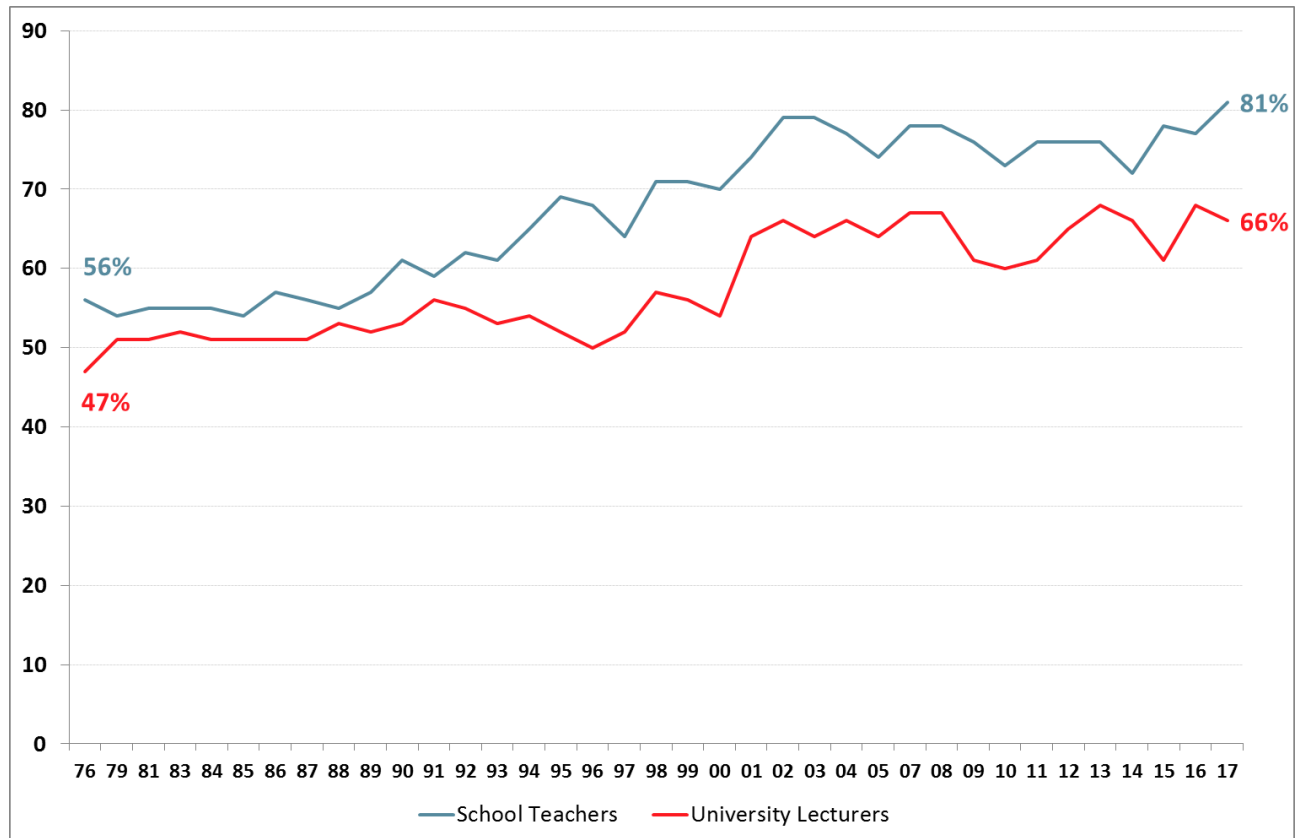
Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

School Teachers preferred to University Lecturers for 37th straight survey

School Teachers have once again topped **University Lecturers** for their ethics and honesty – a feat they have accomplished in every Image of Professions survey since first being conducted over 40 years ago in 1976.

A substantial majority of 81% of Australians rated **School Teachers** ‘very high’ or ‘high’ for their ethics and honesty – up 4% from 2016 and a new record high for the profession.

In contrast 66% of Australians rated **University Lecturers** ‘very high’ or ‘high’, down 2% from 2016. The gap of 15% between the two professions is considerably larger than their closest ever result in 1988 when only 2% separated them: **School Teachers** 55% cf. **University Lecturers** 53%.



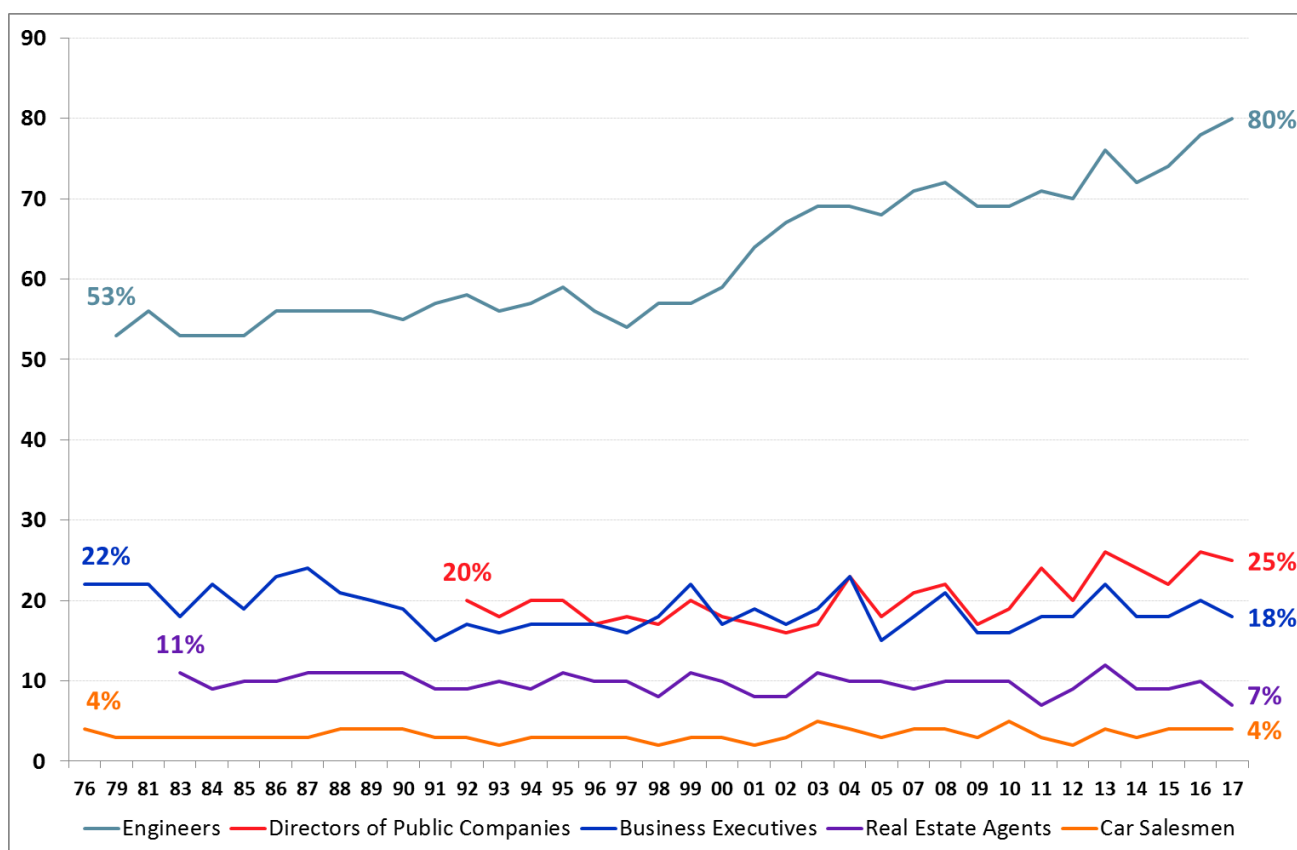
Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

Engineers rated far ahead of Business Executives and Real Estate Agents

Engineers have increased to a new record high for their 'ethics and honesty' – up 2% to 80% in 2017 which puts them fifth overall and ahead of other professions in business-related fields.

Directors of Public Companies on 25% (down 1%) and **Business Executives** on 18% (down 2%) are both mid-ranged in the overall result, but well ahead of **Real Estate Agents** who have equalled their record low rating of 7% (down 3%) and perennial cellar-dwellers **Car Salesmen** on 4% (unchanged).

Car Salesmen have been the lowest rated profession in every year the survey has been conducted since 1976.



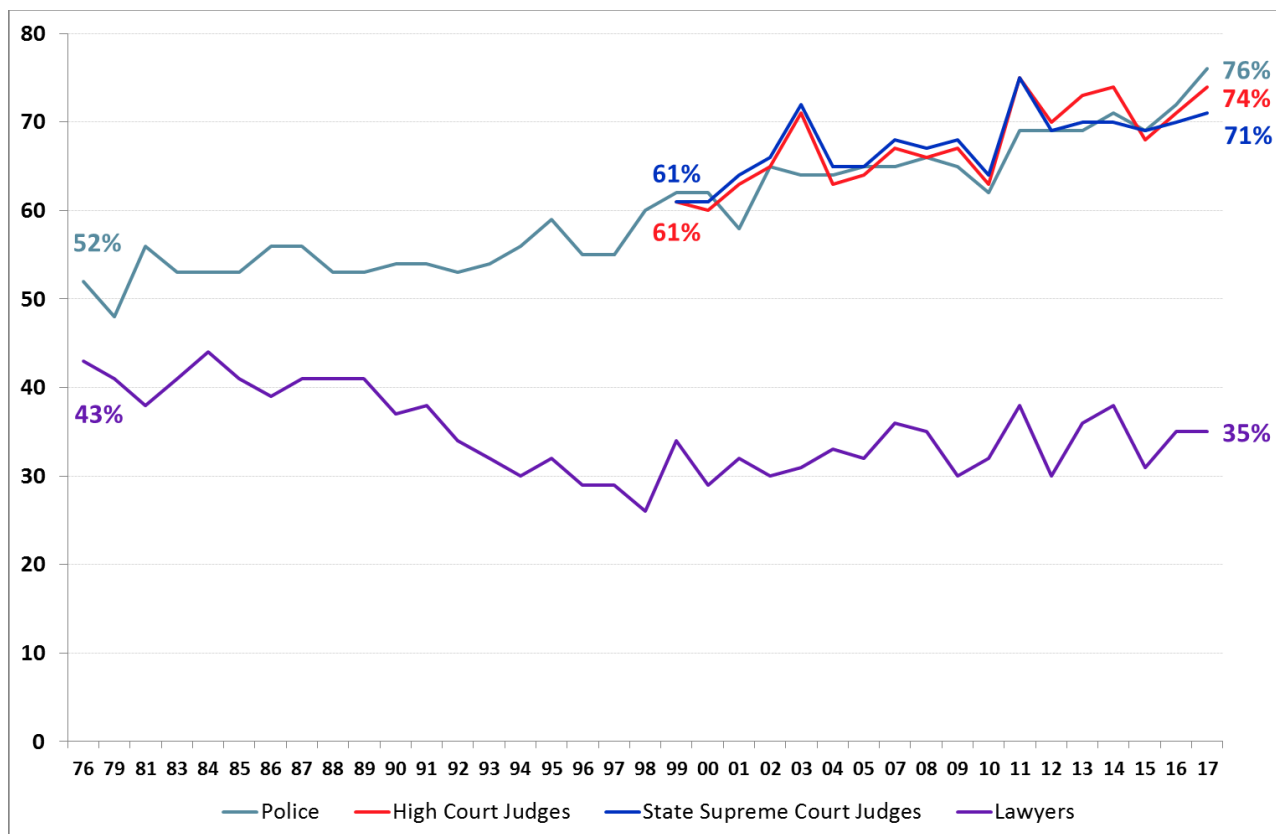
Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

Police hit record high in wake of increased terrorist incidents

The image of **Police** has never been better in Australia with a record high 76% of Australians now rating **Police** 'very high' or 'high' for ethics and honesty. The rating for police is up 4% from 2016 and up 21% since 1997 when only 55% of respondents rated Police highly or very highly.

Police are rated just ahead of those who sit in judgment of the people **Police** apprehend with **High Court Judges** on 74% (up 3%) and **State Supreme Court Judges** on 71% (up 1%). Both sets of justices are slightly below their record high rating of 75% which they both achieved in 2011.

Perhaps unsurprisingly, it is **Lawyers** who bring up the rear of the professions in the legal field with 35% of Australians rating **Lawyers** as 'very high' or 'high' for ethics and honesty – unchanged from a year ago, but well down from their record high rating of 44% in 1984.



Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

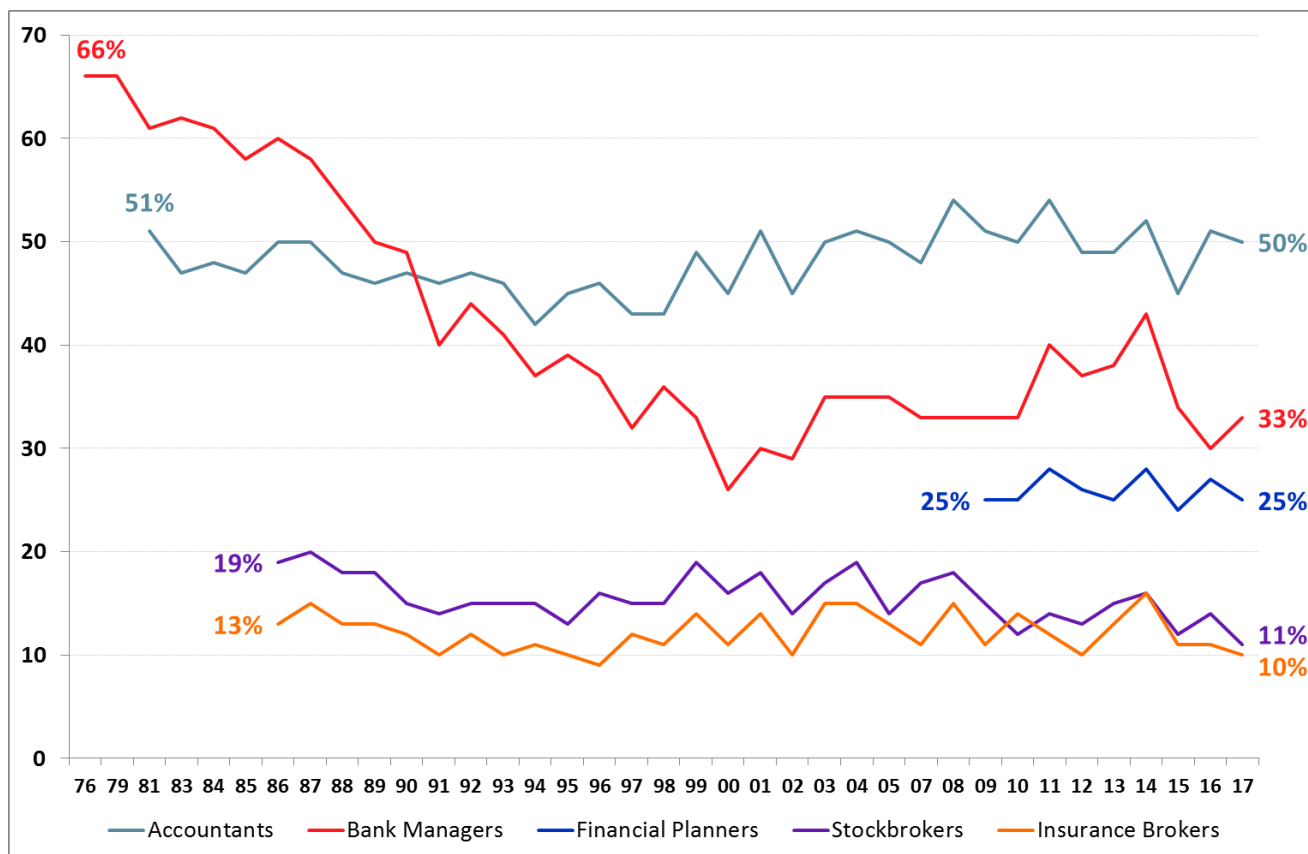
Accountants, Bank Managers and Financial Planners streets ahead of Insurance Brokers and Stockbrokers

Despite a fall in their rating for ethics and honesty this year **Accountants** have once again retained their lead as the most admired financial-related profession with 50% (down 1%) of Australians rating **Accountants** 'very high' or 'high' for ethics and honesty. **Accountants** have now been the preferred financial-related profession for 26 years since 1991.

Bank Managers improved their standing by 3% this year with 33% of Australians now rating their ethics and honesty 'very high' or 'high'. The improvement for **Bank Managers** came despite the recent Federal Budget levying a new tax on Australia's largest banks which was announced only two weeks before this survey was conducted.

The ethics and honesty of **Financial Planners** has been remarkably consistent since being introduced to the survey for the first time in 2010 with 25% of Australians rating **Financial Planners** 'very high' or 'high' for their ethics and honesty, down 2% from 2016.

However two familiar professions continue to be on the nose with Australians – only 11% of Australians (down 3%) now rate **Stockbrokers** 'very high' or 'high' for their ethics and honesty and even fewer, just 10%, rate **Insurance Brokers** 'very high' or 'high' for their ethics and honesty, down 1% from a year ago.



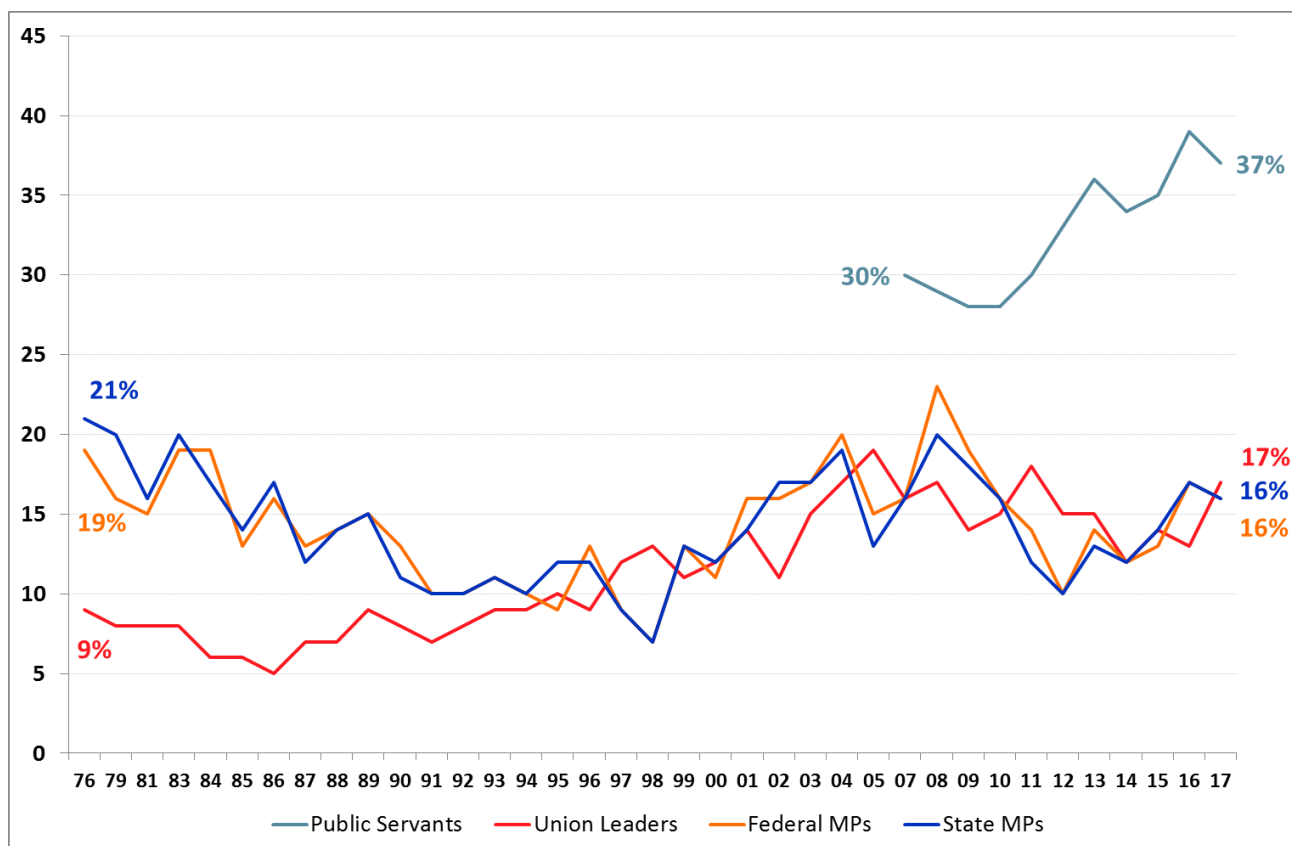
Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

Regard for Public Servants outstrips respect for their Parliamentary bosses

Although views on **Public Servants** ethics and honesty fell this year those in the profession are rated clearly higher than their Parliamentary bosses with 37% of Australians rating the profession 'very high' or 'high' – down 2% on 2016.

Both **Federal MPs** and their **State MP** colleagues fell in 2017 – both professions retreated 1% to 16% and are now regarded below **Union Leaders** for the first time since 2013 when that year's Federal Election resulted in the ejection of the second iteration of the Rudd Government.

Union Leaders improved their standing in 2017 with 17% of Australians now rating the profession 'very high' or 'high' for ethics and honesty an improvement of 4% on 2016.



Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

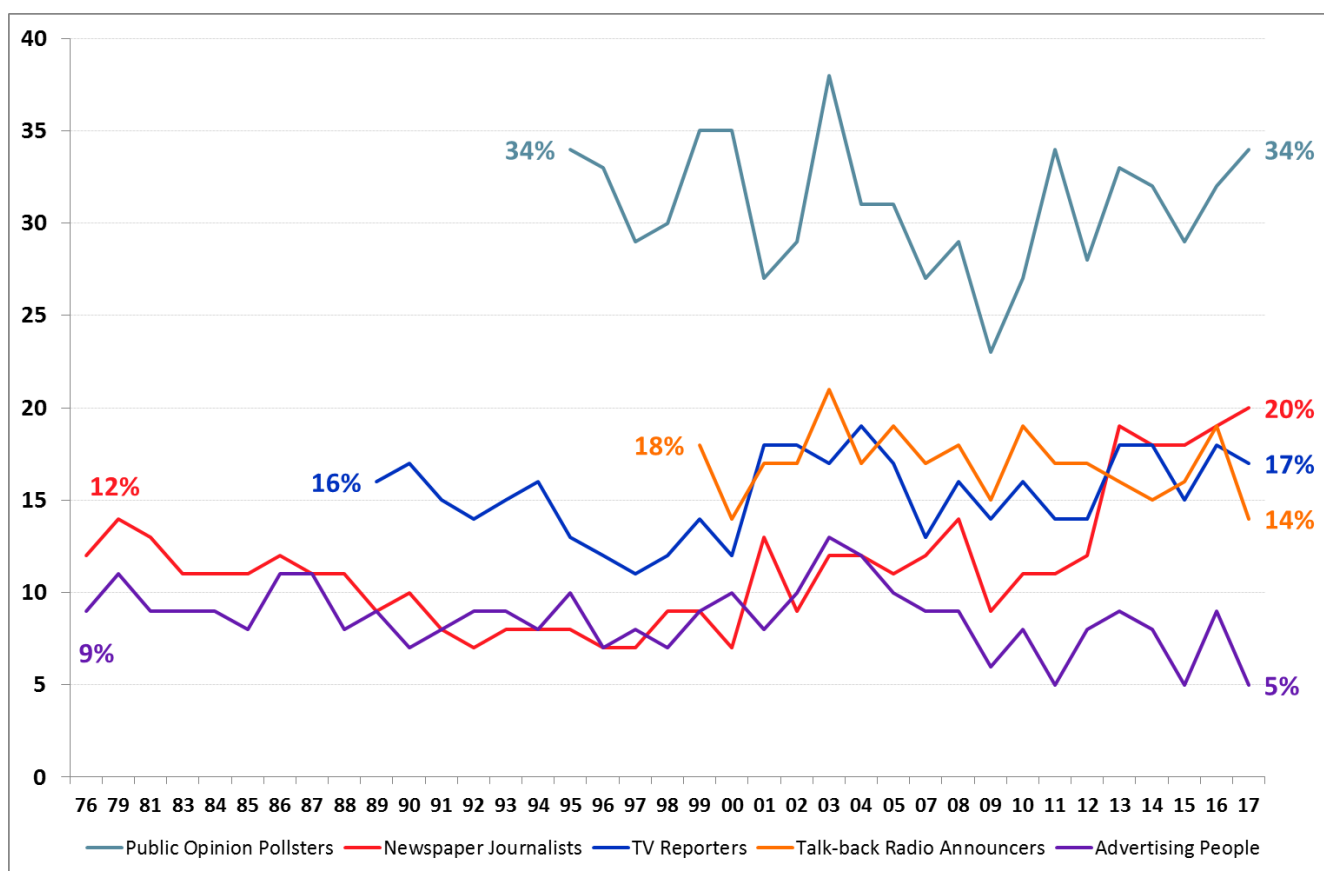
Public Opinion Pollsters clearly on top of the media professions

The past year may have seen a substantial amount of conjecture about the purported accuracy of public opinion polling and the Australian populace has delivered their verdict (of a sort) – **Public Opinion Pollsters** are clearly more highly regarded by Australians than the media people who report the results of these polls.

Just over a third of Australians (34%) rate **Public Opinion Pollsters** as having ‘very high’ or ‘high’ ethics and honesty, an improvement of 2% on 2016 and equal to the rating **Public Opinion Pollsters** held the first time they were included on the survey in 1995.

However, those tasked with relaying the results of polls to the general public have not fared as well with only 20% of Australians (up 1%) rating **Newspaper Journalists** ‘very high’ or ‘high’ for ethics and honesty and 17% of Australians (down 1%) rating **TV Reporters** ‘very high’ or ‘high’.

However, these professions were themselves clearly ahead of **Talk-back Radio Announcers** who equalled their record low rating of 14% (down 5%) and **Advertising People** who also equalled their record low rating of only 5% (down 4%).

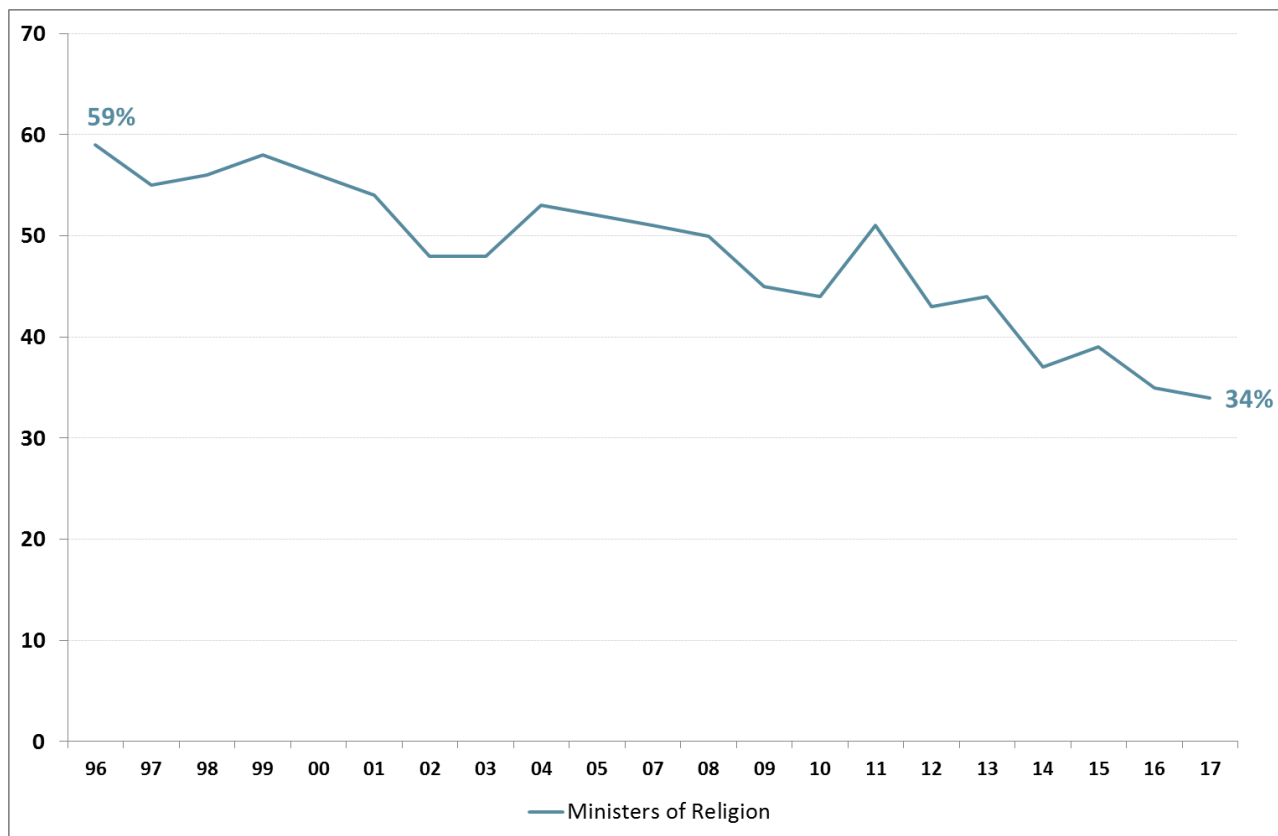


Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1976 – 2017.

Ministers of Religion continue steady decline to new record low

When first introduced in 1996 **Ministers of Religion** were rated 'very high' or 'high' for 'ethics and honesty' by 59% of respondents – enough for sixth place overall.

In 2017 **Ministers of Religion** have hit a new record low rating of only 34% for ethics and honesty, down 1% from a year ago. The considerable scandals experienced this century have clearly had a significant impact on the standing of the profession in the wider community. **Ministers of Religion** have now plunged to new record lows in six out of the last nine years.



Source: Roy Morgan Image of Professions surveys of Australians 14+ between 1996 – 2017.

Michele Levine, Chief Executive Officer, Roy Morgan Research says long-term trends have continued in 2017:

“Roy Morgan’s annual Image of Professions survey for 2017 shows 12 professions increasing their ratings for ‘ethics and honesty’ compared to a year ago, while 16 professions decreased and 2 professions were unchanged.

*“For the 23rd survey in a row **Nurses** 94% (up 2% from 2016) have retained top spot ahead of several other medical professions including **Doctors** on a new record high of 89% (up 3%) and **Pharmacists** on 84% (down 2%).*

*“The recent improvements of the rating of **Police** – now at a record high 76% (up 4%), and up 11% over the past decade since 2007 – a larger long-term increase than any other profession may reflect the increasing importance of the profession in an age of heightened worries about terrorism.*

*“Views of **Bank Managers** also improved over the past year with 33% (up 3%) of Australians rating them ‘very high’ or ‘high’ for ‘ethics and honesty. The improvement for **Bank Managers** came despite the Government’s decision to impose a new tax on banks in this year’s Federal Budget delivered in early May.*

*“The biggest losers in 2017 were **Talk-back Radio Announcers** on 14% (down 5%) and at their equal record low rating first achieved in 2000, **Stockbrokers** on 11% (down 3%) and hitting a new record low and **Advertising people** on 5% (down 4%). Only **Car Salesmen** on 4% (unchanged) – a position they have held for over 30 years unchallenged as Australia’s least trusted profession – were lower.”*

These are the main findings of a Roy Morgan telephone survey conducted on the nights of May 22-24, 2017, with 648 Australian men and women aged 14 and over.

Respondents were asked: *“As I say different occupations, could you please say – from what you know or have heard - which rating best describes how you, yourself, would rate or score people in various occupations for honesty and ethical standards (Very High, High, Average, Low, Very Low)?”*

Selected Professions across selected years.

	1989	1996	2002	2017	Comment
Doctors	62%	72%	80%	89%	All-time high in 2017
School teachers	57%	68%	79%	81%	All-time high in 2017
Police	53%	55%	65%	76%	All-time high in 2017
Ministers of Religion	n/a	59%	48%	34%	All-time low in 2017
Talk-back Radio Announcers	18% (1999)*		17%	14%	Equal all-time low in 2017
Stockbrokers	18%	16%	14%	11%	All-time low in 2017
Car Salesmen	4%	3%	3%	4%	Last for 36 years in a row

**Talk-back Radio Announcers were first surveyed in 1999.*

For further information and comment:

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Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

<u>Sample Size</u>	<u>Percentage Estimate</u>			
	<u>40%-60%</u>	<u>25% or 75%</u>	<u>10% or 90%</u>	<u>5% or 95%</u>
500	±4.5	±3.9	±2.7	±1.9
1,000	±3.2	±2.7	±1.9	±1.4

More details are available to subscribers. For more details contact Julian McCrann at (03) 9224 5365 or Julian.McCrann@RoyMorgan.com.

"Very high" or "High" ratings for Ethics and Honesty:

All Australians 14+

*Not included in poll

	Occupations	"Very high" or "High" ratings for Ethics and Honesty:																										Dif			
		'89	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	'07	'08	'09	'10	'11	'12	'13	'14	'15		'16	'17	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
1	Nurses	*	*	*	*	*	86	86	87	86	88	89	88	90	90	94	90	89	91	89	89	89	90	90	90	91	92	92	94	+2	
2	Doctors	62	70	69	69	65	66	69	72	66	69	74	71	75	80	80	80	79	81	79	82	79	87	83	88	86	84	86	89	+3	
3	Pharmacists	76	72	76	79	78	78	79	80	80	80	86	83	83	89	87	86	84	85	86	84	85	87	88	84	86	84	86	84	-2	
4	School teachers	57	61	59	62	61	65	69	68	64	71	71	70	74	79	79	77	74	78	78	76	73	76	76	76	72	78	77	81	+4	
5	Engineers	56	55	57	58	56	57	59	56	54	57	57	59	64	67	69	69	68	71	72	69	69	71	70	76	72	74	78	80	+2	
6	Dentists	65	62	64	66	62	60	65	65	60	61	65	64	65	67	71	71	67	69	70	69	68	76	75	74	74	71	75	79	+4	
7	Police	53	54	54	53	54	56	59	55	55	60	62	62	58	65	64	64	65	65	66	65	62	69	69	69	71	69	72	76	+4	
8	High Court Judges	*	*	*	*	*	*	*	*	*	*	61	60	63	65	71	63	64	67	66	67	63	75	70	73	74	68	71	74	+3	
9	State Supreme Court Judges	*	*	*	*	*	*	*	*	*	*	61	61	64	66	72	65	65	68	67	68	64	75	69	70	70	69	70	71	+1	
10	University lecturers	52	53	56	55	53	54	52	50	52	57	56	54	64	66	64	66	64	67	67	61	60	61	65	68	66	61	68	66	-2	
11	Accountants	46	47	46	47	46	42	45	46	43	43	49	45	51	45	50	51	50	48	54	51	50	54	49	49	52	45	51	50	-1	
12	Public servants	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	30	29	28	28	30	33	36	34	35	39	37	-2
13	Lawyers	41	37	38	34	32	30	32	29	29	26	34	29	32	30	31	33	32	36	35	30	32	38	30	36	38	31	35	35	-	
14	Public opinion pollsters	*	*	*	*	*	*	34	33	29	30	35	35	27	29	38	31	31	27	29	23	27	34	28	33	32	29	32	34	+2	
14	Ministers of Religion	*	*	*	*	*	*	*	59	55	56	58	56	54	48	48	53	52	51	50	45	44	51	43	44	37	39	35	34	-1	
16	Bank Managers	50	49	40	44	41	37	39	37	32	36	33	26	30	29	35	35	35	33	33	33	33	40	37	38	43	34	30	33	+3	
17	Directors of Public Companies	*	*	*	20	18	20	20	17	18	17	20	18	17	16	17	23	18	21	22	17	19	24	20	26	24	22	26	25	-1	
17	Financial planners	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	25	25	28	26	25	28	24	27	25	-2	
19	Newspaper Journalists	9	10	8	7	8	8	8	7	7	9	9	7	13	9	12	12	11	12	14	9	11	11	12	19	18	18	19	20	+1	
20	Business Executives	20	19	15	17	16	17	17	17	16	18	22	17	19	17	19	23	15	18	21	16	16	18	18	22	18	18	20	18	-2	
21	Union leaders	9	8	7	8	9	9	10	9	12	13	11	12	14	11	15	17	19	16	17	14	15	18	15	15	12	14	13	17	+4	
21	TV Reporters	16	17	15	14	15	16	13	12	11	12	14	12	18	18	17	19	17	13	16	14	16	14	14	18	18	15	18	17	-1	
23	Federal MPs	15	13	10	10	11	10	9	13	9	7	13	11	16	16	17	20	15	16	23	19	16	14	10	14	12	13	17	16	-1	
23	State MPs	15	11	10	10	11	10	12	12	9	7	13	12	14	17	17	19	13	16	20	18	16	12	10	13	12	14	17	16	-1	
25	Talk-back radio announcers	*	*	*	*	*	*	*	*	*	*	18	14	17	17	21	17	19	17	18	15	19	17	17	16	15	16	19	14	-5	
26	Stock brokers	18	15	14	15	15	15	13	16	15	15	19	16	18	14	17	19	14	17	18	15	12	14	13	15	16	12	14	11	-3	
27	Insurance brokers	13	12	10	12	10	11	10	9	12	11	14	11	14	10	15	15	13	11	15	11	14	12	10	13	16	11	11	10	-1	
28	Real Estate Agents	11	11	9	9	10	9	11	10	10	8	11	10	8	8	11	10	10	9	10	10	10	7	9	12	9	9	10	7	-3	
29	Advertising people	9	7	8	9	9	8	10	7	8	7	9	10	8	10	13	12	10	9	9	6	8	5	8	9	8	5	9	5	-4	
30	Car Salesmen	4	4	3	3	2	3	3	3	3	2	3	3	2	3	5	4	3	4	4	3	5	3	2	4	3	4	4	4	-	