



Measuring Public Opinion For Over 70 Years – Roy Morgan Research Pty. Ltd.
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Roy Morgan Image of Professions Survey 2013

Nurses still Most Highly Regarded – Closely followed by Doctors & Pharmacists

A large majority, 90% (unchanged in three years) of Australians aged 14 and over rate **Nurses** as the most ethical and honest profession – the 19th year in a row since **Nurses** were first included on the survey in 1994.

Of all 30 professions surveyed in 2013 a large majority, twenty-one, increased while only four professions declined and five professions were unchanged.

Other professions that also gained high ratings for ethics and honesty in 2013, including **Doctors** (88%, up 5%), **Pharmacists** (84%, down 4%), **Engineers** (76%, up 6%), **School Teachers** (76%, unchanged), **Dentists** (74%, down 1%), **High Court Judges** (73%, up 3%), **State Supreme Court Judges** (70%, up 1%), **Police** (69%, unchanged) and **University Lecturers** (68%, up 3%).

Federal MPs (14%, up 4%) and **State MPs** (13%, up 3%) both gained after last year recording their lowest ratings for ethics and honesty since 1998. **Ministers of Religion** (44%, up 1%) recovered slightly from recording their lowest ever rating for ethics and honesty since being included on the survey in 1996.

The lowest ranked profession is once again **Car Salesmen** (4%, up 2%) – a position they have held for over 30 years. The next lowest were **Advertising people** (9%, up 1%) and **Real Estate Agents** (12%, up 3% - **their highest rating since the survey began in 1979**).

Gary Morgan says:

*“Roy Morgan’s annual Image of Professions survey for 2013 shows a majority of professions (21) recorded rises in their ratings for ‘ethics and honesty’ over the past year with **Nurses** (90%, unchanged from 2012) still leading the way as Australia’s most respected profession for very high or high ‘ethics and honesty’.*

*“Other professions in the medical field once again scored well with high ratings for ‘ethics and honesty’ including **Doctors** (88%, up 5%) **Pharmacists** (84%, down 4%), and **Dentists** (74%, down 1%). **Engineers** (76%, up 6%) **scored their highest ever rating** alongside **School teachers** (76%, unchanged) while **High Court Judges** (73%, up 3%) were the only other profession to rate above 70%.*

*“Once again **Car Salesman** (4%, up 2%) rank at the bottom of the list – a position they have held for over 30 years. The only other profession in single digits for ‘ethics and honesty’ is **Advertising people** (9%, up 1%) just behind **Real Estate Agents** (12%, up 3%) – which despite the low rating is a **record high**.”*

These are the main findings of a Roy Morgan telephone survey conducted on the nights of April 16-18, 2013, with 645 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)?”*

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<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

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.

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

All Australians 14+

*Not included in poll

	<u>Occupations</u>	"Very high" or "High" ratings for Ethics and Honesty:														All Australians 14+				*Not included in poll										Dif	
		'85	'86	'87	'88	'89	'90	'91	'92	'93	'94	'95	'96	'97	'98	'99	'00	'01	'02	'03	'04	'05	'07	'08	'09	'10	'11	'12	'13		%
1	Nurses	*	*	*	*	*	*	*	*	*	86	86	87	86	88	89	88	90	90	94	90	89	91	89	89	89	90	90	90	-	
2	Doctors	64	63	65	67	62	70	69	69	65	66	69	72	66	69	74	71	75	80	80	80	79	81	79	82	79	87	83	88	+5	
3	Pharmacists	*	*	*	76	76	72	76	79	78	78	79	80	80	80	86	83	83	89	87	86	84	85	86	84	85	87	88	84	-4	
4	Engineers	53	56	56	56	56	55	57	58	56	57	59	56	54	57	57	59	64	67	69	69	68	71	72	69	69	71	70	76	+6	
5	School teachers	54	57	56	55	57	61	59	62	61	65	69	68	64	71	71	70	74	79	79	77	74	78	78	76	73	76	76	76	-	
6	Dentists	65	63	65	68	65	62	64	66	62	60	65	65	60	61	65	64	65	67	71	71	67	69	70	69	68	76	75	74	-1	
7	High Court Judges	*	*	*	*	*	*	*	*	*	*	*	*	*	*	61	60	63	65	71	63	64	67	66	67	63	75	70	73	+3	
8	State Supreme Court Judges	*	*	*	*	*	*	*	*	*	*	*	*	*	*	61	61	64	66	72	65	65	68	67	68	64	75	69	70	+1	
9	Police	53	56	56	53	53	54	54	53	54	56	59	55	55	60	62	62	58	65	64	64	65	65	66	65	62	69	69	69	-	
10	University lecturers	51	51	51	53	52	53	56	55	53	54	52	50	52	57	56	54	64	66	64	66	64	67	67	61	60	61	65	68	+3	
11	Accountants	47	50	50	47	46	47	46	47	46	42	45	46	43	43	49	45	51	45	50	51	50	48	54	51	50	54	49	49	-	
12	Ministers of Religion	*	*	*	*	*	*	*	*	*	*	*	59	55	56	58	56	54	48	48	53	52	51	50	45	44	51	43	44	+1	
13	Bank Managers	58	60	58	54	50	49	40	44	41	37	39	37	32	36	33	26	30	29	35	35	35	33	33	33	33	40	37	38	+1	
14	Lawyers	41	39	41	41	41	37	38	34	32	30	32	29	29	26	34	29	32	30	31	33	32	36	35	30	32	38	30	36	+6	
15	Public servants	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	30	29	28	28	30	33	36	+3
16	Public opinion pollsters	*	*	*	*	*	*	*	*	*	*	34	33	29	30	35	35	27	29	38	31	31	27	29	23	27	34	28	33	+5	
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	+6	
18	Financial planners	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	25	25	28	26	25	-1
19	Business Executives	19	23	24	21	20	19	15	17	16	17	17	17	16	18	22	17	19	17	19	23	15	18	21	16	16	18	18	22	+4	
20	Newspaper Journalists	11	12	11	11	9	10	8	7	8	8	8	7	7	9	9	7	13	9	12	12	11	12	14	9	11	11	12	19	+7	
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	+4	
22	Talk-back radio announcers	*	*	*	*	*	*	*	*	*	*	*	*	*	*	18	14	17	17	21	17	19	17	18	15	19	17	17	16	-1	
23	Stock brokers	*	19	20	18	18	15	14	15	15	15	13	16	15	15	19	16	18	14	17	19	14	17	18	15	12	14	13	15	+2	
24	Union leaders	6	5	7	7	9	8	7	8	9	9	10	9	12	13	11	12	14	11	15	17	19	16	17	14	15	18	15	15	-	
25	Federal MPs	13	16	13	14	15	13	10	10	11	10	9	13	9	7	13	11	16	16	17	20	15	16	23	19	16	14	10	14	+4	
26	Insurance brokers	*	13	15	13	13	12	10	12	10	11	10	9	12	11	14	11	14	10	15	15	13	11	15	11	14	12	10	13	+3	
27	State MPs	14	17	12	14	15	11	10	10	11	10	12	12	9	7	13	12	14	17	17	19	13	16	20	18	16	12	10	13	+3	
28	Real Estate Agents	10	10	11	11	11	11	9	9	10	9	11	10	10	8	11	10	8	8	11	10	10	9	10	10	10	7	9	12	+3	
29	Advertising people	8	11	11	8	9	7	8	9	9	8	10	7	8	7	9	10	8	10	13	12	10	9	9	6	8	5	8	9	+1	
30	Car Salesmen	3	3	3	4	4	4	3	3	2	3	3	3	3	2	3	3	2	3	5	4	3	4	4	3	5	3	2	4	+2	