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Roy Morgan Image of Professions Survey 2016: Nurses still most highly regarded – followed by Doctors, Pharmacists & Engineers

A very large majority, 92% (**unchanged from 2015**) of Australians aged 14 and over rate **Nurses** as the most ethical and honest profession – the 22nd year in a row since **Nurses** were first included on the survey.

Of all 30 professions surveyed in 2016 a majority (23) increased in regards to ethics and honesty while four professions decreased and only three professions were unchanged.

Other professions that also gained high ratings for ethics and honesty in 2016, included **Doctors** 86% (up 2%), **Pharmacists** 86% (up 2%), **Engineers** 78% (up 4%), **School Teachers** 77% (down 1%), **Dentists** 75% (up 4%), **Police** 72% (up 3% at an all-time high and up from 53% in 1988 & 1989), **High Court Judges** 71% (up 3%) and **State Supreme Court Judges** 70% (up 1%).

Amongst the losers in 2016 were **Ministers of Religion** 35% (down 4%); down from a high of 59% in 1996 when they were first included and now at the lowest they have ever been rated; **Bank Managers** 30% (down 4%, and down 13% since 2014); the lowest since 2002 (a record low of 29%) and well below their rating in 1988 of 54%; and **Union Leaders** 13% (down 1%) following last year's Royal Commission into union corruption.

The biggest gainers in 2016 were **University Lecturers** 68% (up 7%) and **Accountants** 51% (up 6%), with other strong gainers including **Public Servants** 39% (up 4%), **Lawyers** 35% (up 4%), **Directors of Public Companies** 26% (up 4%) and, perhaps surprisingly on the eve of a Federal Election, **Federal MPs** 17% (up 4%). The lowest ranked profession is once again **Car Salesmen** 4% (unchanged) – a position they have held for over 30 years with the next lowest being **Advertising people** 9% (up 4%, now the same as 2013) and **Real Estate Agents** 10% (up 1%).

Gary Morgan, Executive Chairman, Roy Morgan Research says:

*“Roy Morgan’s annual Image of Professions survey for 2016 shows a majority of professions (23) recorded increases in their ratings for ‘ethics and honesty’ over the past year although **Nurses** 92% (unchanged from 2015) have retained top spot for the 22nd survey in a row.*

*“The biggest losers in 2016 were **Ministers of Religion** 35% (down 4%) hitting a new record low and **Bank Managers** 30% (down 4% this year and down a massive 13% since 2014). After a Royal Commission last year into union corruption **Union Leaders** 13% (down 1%) were one of only four professions to lose respect from Australians over the past year.*

*“Although most professions showed an increase this year the biggest improvers were **University Lecturers** 68% (up 7%) – equalling their best ever performance, and **Accountants** 51% (up 6%). Other notable improvers were **Engineers** 78% (up 4%) and **Police** 72% (up 3%) – both at new record highs near the top of the table and also **Public Servants** 39% (up 4%) – also at a new record high.*

*“Interestingly, **Federal MPs** 17% (up 4%) have increased on the eve of a new Federal Election and are at their highest since early 2009 at the time the Rudd Government sent out stimulus payments of up to \$950 to more than 13 million Australians. However, there is still no love for **Car Salesmen** 4% (unchanged) – a position they have held for over 30 years unchallenged as Australia’s least trusted profession.”*

These are the main findings of a Roy Morgan telephone survey conducted on the nights of May 4-5, 2016, with 655 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)?”*

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

Selected Professions across selected years.

	1988	1996	2002	2016	Comment
Police	53%	55%	65%	72%	All-time high in 2016
Ministers of Religion	n/a	59%	48%	35%	All-time low in 2016
Bank Managers	54%	37%	29%	30%	Down 24% since 1988
Car Salesmen	4%	3%	3%	4%	Last for 35 years in a row

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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

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

All Australians 14+

*Not included in poll

	<u>Occupations</u>	'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	'14	'15	'16	Dif	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
1	Nurses	*	*	*	*	*	*	86	86	87	86	88	89	88	90	90	94	90	89	91	89	89	89	90	90	90	91	92	92	-	
2	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	86	84	86	+2	
2	Doctors	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	86	84	86	+2	
4	Engineers	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	72	74	78	+4	
5	School teachers	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	72	78	77	-1	
6	Dentists	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	74	71	75	+4	
7	Police	53	53	54	54	53	54	56	59	55	55	60	62	62	58	65	64	64	65	65	65	65	62	69	69	69	71	69	72	+3	
8	High Court Judges	*	*	*	*	*	*	*	*	*	*	*	61	60	63	65	71	63	64	67	66	67	63	75	70	73	74	68	71	+3	
9	State Supreme Court Judges	*	*	*	*	*	*	*	*	*	*	*	61	61	64	66	72	65	65	68	67	68	64	75	69	70	70	69	70	+1	
10	University lecturers	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	66	61	68	+7	
11	Accountants	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	52	45	51	+6	
12	Public servants	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	30	29	28	28	30	33	36	34	35	39	+4
13	Lawyers	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	38	31	35	+4	
13	Ministers of Religion	*	*	*	*	*	*	*	*	59	55	56	58	56	54	48	48	53	52	51	50	45	44	51	43	44	37	39	35	-4	
15	Public opinion pollsters	*	*	*	*	*	*	*	34	33	29	30	35	35	27	29	38	31	31	27	29	23	27	34	28	33	32	29	32	+3	
16	Bank Managers	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	43	34	30	-4	
17	Financial planners	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	25	25	28	26	25	28	24	27	+3
18	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	+4	
19	Business Executives	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	18	18	20	+2	
20	Talk-back radio announcers	*	*	*	*	*	*	*	*	*	*	*	18	14	17	17	21	17	19	17	18	15	19	17	17	16	15	16	19	+3	
20	Newspaper Journalists	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	18	18	19	+1	
22	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	+3	
23	Federal MPs	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	12	13	17	+4	
23	State MPs	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	12	14	17	+3	
25	Stock brokers	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	16	12	14	+2	
26	Union leaders	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	12	14	13	-1	
27	Insurance brokers	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	16	11	11	-	
28	Real Estate Agents	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	9	9	10	+1	
29	Advertising people	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	8	5	9	+4	
30	Car Salesmen	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	3	4	4	-	