

Friday, 11 April 2014

Roy Morgan Image of Professions Survey 2014 - Nurses still most highly regarded – followed by Doctors, Pharmacists & High Court Judges

A very large majority, 91% (**up 1% to its highest since 2007**) of Australians aged 14 and over rate **Nurses** as the most ethical and honest profession – the 20th year in a row since **Nurses** were first included on the survey in 1994.

Of all 30 professions surveyed in 2014 a majority, seventeen, decreased in regard to ethics and honesty while ten professions increased and only three professions were unchanged.

Other professions that also gained high ratings for ethics and honesty in 2014, included **Doctors** (86%, down 2%), **Pharmacists** (86%, up 2%), **Dentists** (74%, unchanged), **High Court Judges** (74%, up 1%), **Engineers** (72%, down 4%), **School Teachers** (72%, down 4%), **Police** (71%, up 2%) – the highest ever rating for **Police** and **State Supreme Court Judges** (70%, unchanged).

Amongst the biggest losers were **Ministers of Religion** (37%, down 7%) recording their lowest ever rating for ethics and honesty since being included on the survey in 1996, **Business Executives** (18%, down 4%), **Union Leaders** (12%, down 3%) – their lowest rating since 2002 and **Real Estate Agents** (9%, down 3%).

Federal MPs (12%, down 2%) and **State MPs** (12%, down 1%) both lost ground since last year whilst the lowest ranked profession is once again **Car Salesmen** (3%, down 1%) – a position they have held for over 30 years with the next lowest being **Advertising people** (8%, down 1%).

Gary Morgan says:

*“Roy Morgan’s annual Image of Professions survey for 2014 shows a majority of professions (17) recorded falls in their ratings for ‘ethics and honesty’ over the past year with **Nurses** (91%, up 1% from 2013) still leading the way as Australia’s most respected profession for very high or high ‘ethics and honesty’.*

*“The biggest losers this year were **Ministers of Religion** (37%, down 7%) following several scandals to hit the Catholic Church over the past 12 months. This is the lowest ever rating for **Ministers of Religion** since being included on the survey for the first time in 1996. Other big losers included **Business Executives** (18%, down 4%) and **Union Leaders** (12%, down 3%) following much recent publicity around the conviction of former Federal Labor MP Craig Thomson on charges of corruption and the just begun Royal Commission into Trade Union Governance and Corruption which is set to hear allegations concerning corrupt union practices for the remainder of 2014.*

*“Once again **Car Salesman** (3%, down 1%) rank at the bottom of the list – a position they have held for over 30 years. The only other professions in single digits for ‘ethics and honesty’ are **Advertising people** (8%, down 1%) just behind **Real Estate Agents** (9%, down 3%).”*

These are the main findings of a Roy Morgan telephone survey conducted on the nights of April 8-10, 2014, with 644 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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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>	"Very high" or "High" ratings for Ethics and Honesty:														All Australians 14+					*Not included in poll						Dif			
		'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	'14
1	Nurses	*	*	*	*	*	*	*	*	86	86	87	86	88	89	88	90	90	94	90	89	91	89	89	89	90	90	90	91	+1
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	+2
3	Doctors	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	86	-2
4	High Court Judges	*	*	*	*	*	*	*	*	*	*	*	*	*	61	60	63	65	71	63	64	67	66	67	63	75	70	73	74	+1
5	Dentists	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	74	-
6	School teachers	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	72	-4
7	Engineers	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	72	-4
8	Police	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	71	+2
9	State Supreme Court Judges	*	*	*	*	*	*	*	*	*	*	*	*	*	61	61	64	66	72	65	65	68	67	68	64	75	69	70	70	-
10	University lecturers	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	66	-2
11	Accountants	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	52	+3
12	Bank Managers	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	43	+5
13	Lawyers	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	38	+2
14	Ministers of Religion	*	*	*	*	*	*	*	*	*	*	59	55	56	58	56	54	48	48	53	52	51	50	45	44	51	43	44	37	-7
15	Public servants	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	30	29	28	28	30	33	36	34	-2
16	Public opinion pollsters	*	*	*	*	*	*	*	*	*	34	33	29	30	35	35	27	29	38	31	31	27	29	23	27	34	28	33	32	-1
17	Financial planners	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	25	25	28	26	25	28	+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	-2
19	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	-
20	Newspaper Journalists	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	18	-1
21	Business Executives	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	18	-4
22	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	16	+3
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	16	+1
24	Talk-back radio announcers	*	*	*	*	*	*	*	*	*	*	*	*	*	18	14	17	17	21	17	19	17	18	15	19	17	17	16	15	-1
25	State MPs	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	12	-1
26	Federal MPs	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	12	-2
27	Union leaders	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	12	-3
28	Real Estate Agents	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	9	-3
29	Advertising people	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	8	-1
30	Car Salesmen	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	3	-1