

RESPECTABLE PROFESSIONS

# Politicians Garner the Lowest Level of Respect Among Canadians

*Priests and journalists see significant drop in level of respect since 1994; doctors only group to see an increase.*

[VANCOUVER – May 1, 2008] – Canadians give top marks to doctors, teachers and police officers, a new Angus Reid Strategies poll has found, while politicians garner the least amount of respect.

In the online survey of a representative national sample, a large majority of Canadians say they have a great deal or a fair amount of respect for doctors (94%), police officers (83%) and teachers (83%). At the bottom end are politicians (25%), lawyers (44%) and journalists (49%).

The results of the current survey are especially noteworthy when compared to those of an identical poll carried out by the Angus Reid Group in 1994. Interestingly, over the past 14 years, respect for every single profession—with the exception of doctors—has diminished across the country.

The professionals who endured the most noticeable slump are journalists. In 2008, less than half of all respondents say they have a great deal or a fair amount of respect for journalists (49%), compared to 73 per cent in 1994.

Religious and legal careers also see a big drop in support since 1994, with respect for priests and ministers decreasing by 15 points (76% in 1994 versus 61% in 2008), and lawyers seeing a 13-point decline (57% in 1994 versus 44% in 2008).

In contrast, doctors are the lone group to see a slight surge in numbers over the last 24 years, with 94 per cent of Canadians saying they have a great deal or a fair amount of respect for this profession (compared to 91% in 1994).

## KEY FINDINGS

- » **94% have a “great deal” or a “fair amount” of respect for doctors**
- » **Journalists see biggest drop in level of respect (73% in 1994; 49% in 2008)**
- » **Only one-in-four Canadians (25%) express respect for politicians**
- » **Atlantic Provinces (14%) and Manitoba / Saskatchewan (19%) show least respect for politicians**

Full topline results are at the end of this release.

*From April 16 to April 17, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,015 adult Canadians. The margin of error for the total sample is +/- 3.0 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

In this year's survey, medical practitioners have the highest support across all provinces (reaching a high of 96% in British Columbia), while politicians have the lowest regional support—with particularly low numbers in the Atlantic Provinces (14%). In Quebec, politicians have better reputations: more than one-in-three respondents (35%) express a great deal or a fair amount of respect for political careers (more than any of the other provinces).

The age breakdown reveals that younger adults (aged 18-34) have more respect than the other two groups for all professions (with the exception of police officers, where the highest level of respect comes from the 35-54 group).

The level of respect young adults have for politicians and lawyers is of particular interest. More than half of respondents in this group (54%) say they respect a legal career (compared to 40% for the 34-54 group and 42% for the 55+ group) and one-in-three (34%) say they respect politicians (compared to 20% for the 35-54 group and 25% for the 55+ group).

On the gender front, women have more respect than men for the majority of professions, with the most noticeable difference seen in their view of lawyers. While one-in-two female respondents (54%) feel that a legal career is a very respectable profession, only 33 per cent of males concur.

## Respectable Professions

Generally speaking, do you tend to have a great deal of respect, a fair amount of respect, not much respect or very little respect for each of the following professions?

	<b>1994 Great Deal of Respect / Fair Amount of Respect</b>	<b>2008 Great Deal of Respect / Fair Amount of Respect</b>	<b>1994 Not Much Respect / Very Little Respect</b>	<b>2008 Not Much Respect / Very Little Respect</b>
<b>Doctors</b>	<b>91%</b>	<b>94%</b>	<b>9%</b>	<b>5%</b>
<b>Police Officers</b>	<b>90%</b>	<b>83%</b>	<b>9%</b>	<b>14%</b>
<b>Teachers</b>	<b>89%</b>	<b>83%</b>	<b>10%</b>	<b>15%</b>
<b>Judges</b>	<b>79%</b>	<b>72%</b>	<b>8%</b>	<b>21%</b>
<b>Priests / Ministers</b>	<b>76%</b>	<b>61%</b>	<b>21%</b>	<b>31%</b>
<b>Journalists</b>	<b>73%</b>	<b>49%</b>	<b>23%</b>	<b>42%</b>
<b>Lawyers</b>	<b>57%</b>	<b>44%</b>	<b>39%</b>	<b>47%</b>
<b>Politicians</b>	<b>37%</b>	<b>25%</b>	<b>61%</b>	<b>67%</b>

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("Great Deal of Respect" / "Fair Amount of Respect")

	Region							Gender		Age		
	National	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+
<b>Doctors</b>	94%	96%	94%	93%	93%	94%	93%	94%	93%	96%	91%	95%
<b>Police Officers</b>	83%	79%	75%	88%	86%	80%	83%	79%	86%	81%	84%	82%
<b>Teachers</b>	83%	77%	80%	88%	80%	86%	88%	81%	84%	87%	80%	82%
<b>Priests / Ministers</b>	61%	63%	55%	63%	64%	57%	58%	57%	64%	63%	58%	63%
<b>Judges</b>	72%	70%	58%	76%	75%	70%	79%	67%	76%	84%	70%	62%
<b>Journalists</b>	49%	52%	38%	41%	46%	58%	47%	44%	54%	53%	45%	51%
<b>Lawyers</b>	44%	47%	34%	41%	44%	50%	36%	33%	54%	51%	40%	42%
<b>Politicians</b>	25%	31%	23%	19%	21%	35%	14%	27%	23%	34%	20%	25%

## Respectable Professions

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("Not Much Respect" / "Very Little Respect")

	Region							Gender		Age		
	National	BC	AB	MB/SK	ON	PQ	ATL	Male	Female	18-34	35-54	55+
<b>Doctors</b>	5%	4%	4%	5%	6%	2%	7%	5%	5%	3%	6%	5%
<b>Police Officers</b>	14%	20%	20%	9%	11%	14%	11%	18%	10%	15%	13%	15%
<b>Teachers</b>	15%	22%	14%	12%	17%	12%	12%	17%	13%	11%	18%	15%
<b>Priests / Ministers</b>	31%	32%	31%	27%	30%	33%	34%	35%	28%	30%	33%	29%
<b>Judges</b>	21%	24%	32%	21%	18%	21%	17%	25%	17%	10%	22%	29%
<b>Journalists</b>	42%	43%	54%	47%	45%	32%	41%	50%	34%	38%	45%	40%
<b>Lawyers</b>	47%	44%	56%	54%	47%	42%	53%	60%	35%	39%	51%	48%
<b>Politicians</b>	67%	62%	74%	72%	71%	59%	75%	68%	66%	57%	73%	69%

*Angus Reid Strategies is a full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995.*

*Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. In addition to its four offices in Canada—located in Vancouver, Calgary, Toronto, and Montreal—the firm also has offices San Francisco, New York and London, England. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.*

*Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

*Over the last year, Angus Reid has covered five elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes. <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>*

*More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>*

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**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:  
[www.angusreidstrategies.com](http://www.angusreidstrategies.com)**