



The  
Marketing Society  
of Ireland



B&A

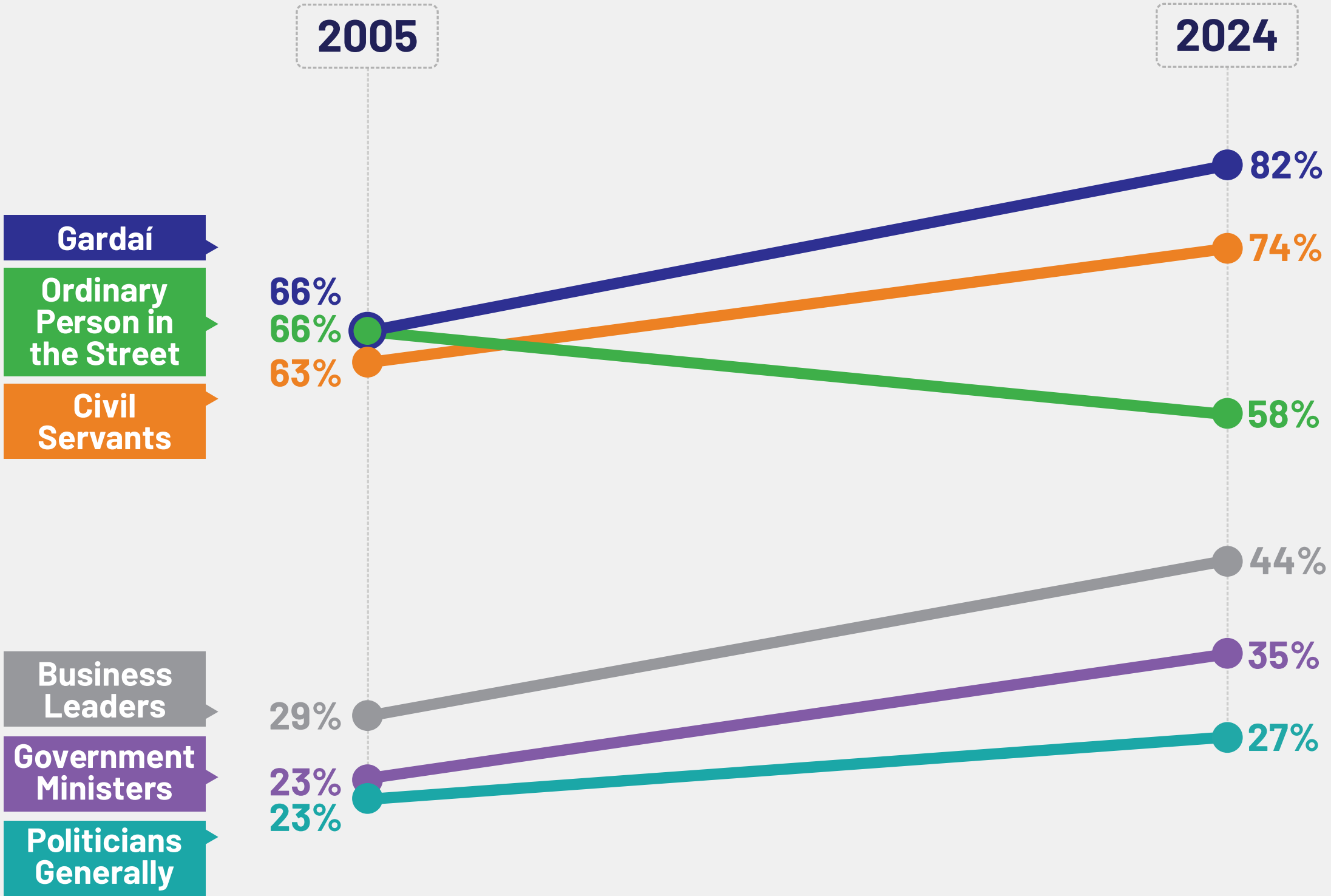


# IN GOD WE TRUST

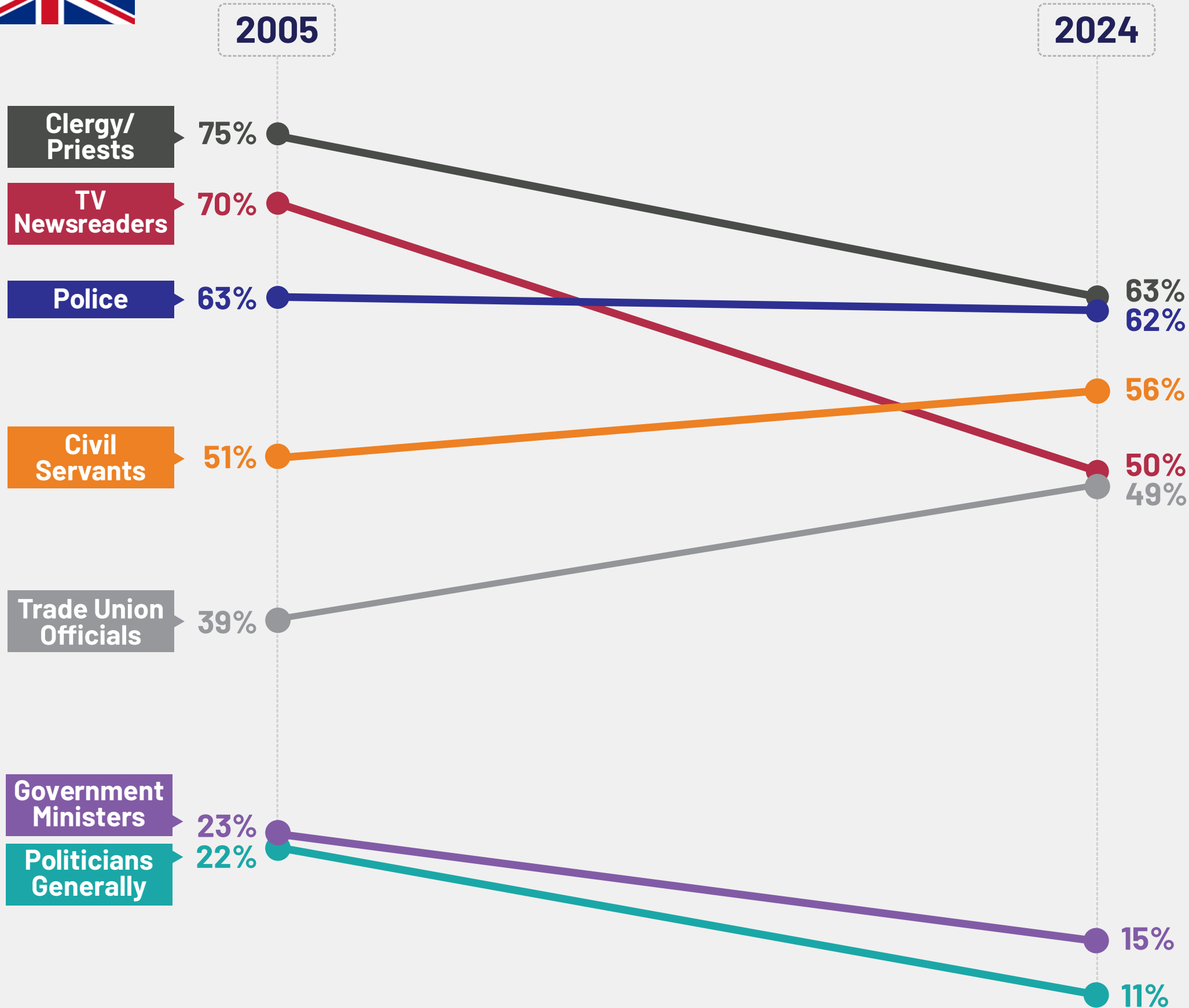
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Damian Loscher, President, Ipsos B&A

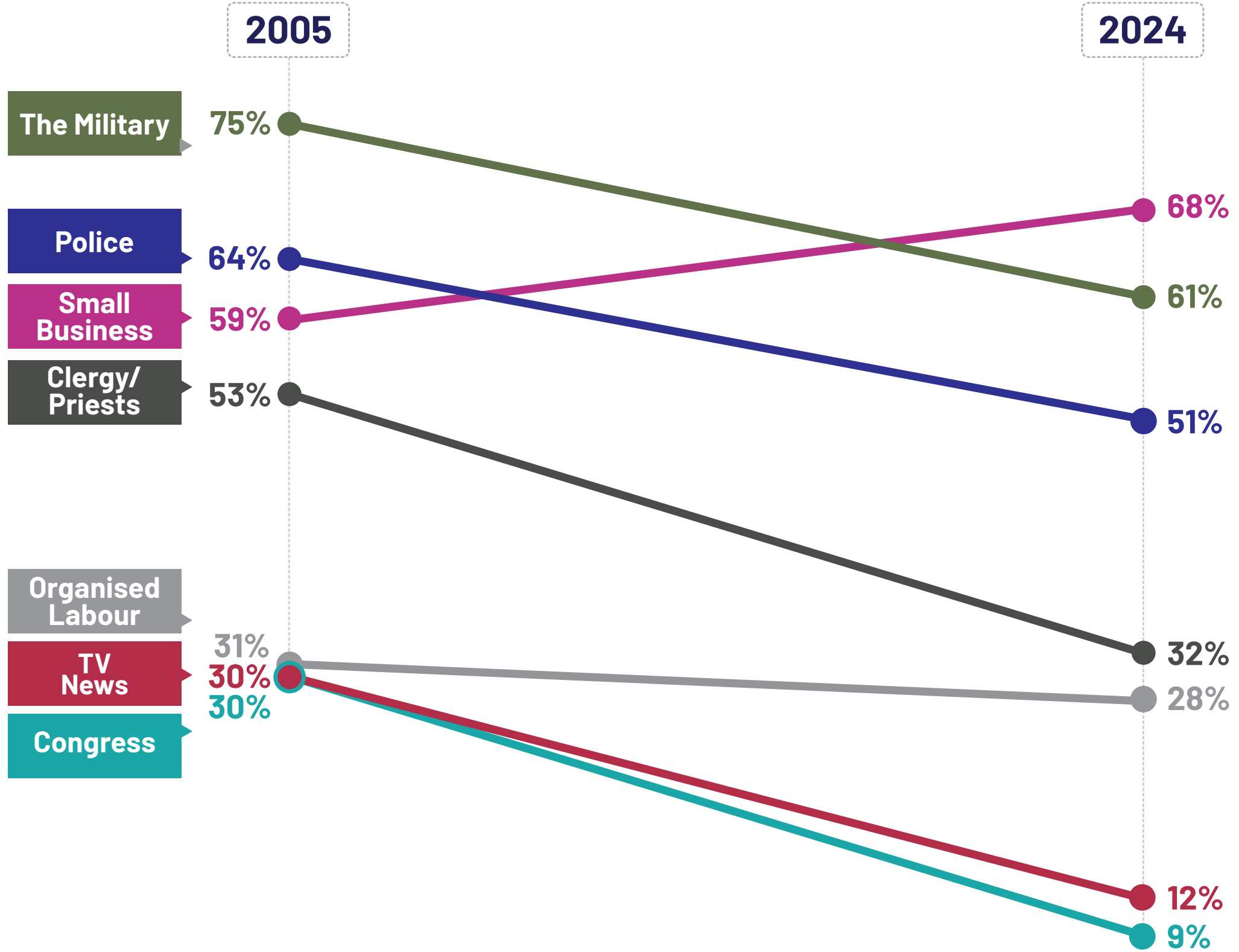
# Ireland Trust Trend 2005 - 2024



# UK Trust Trend 2005 - 2024



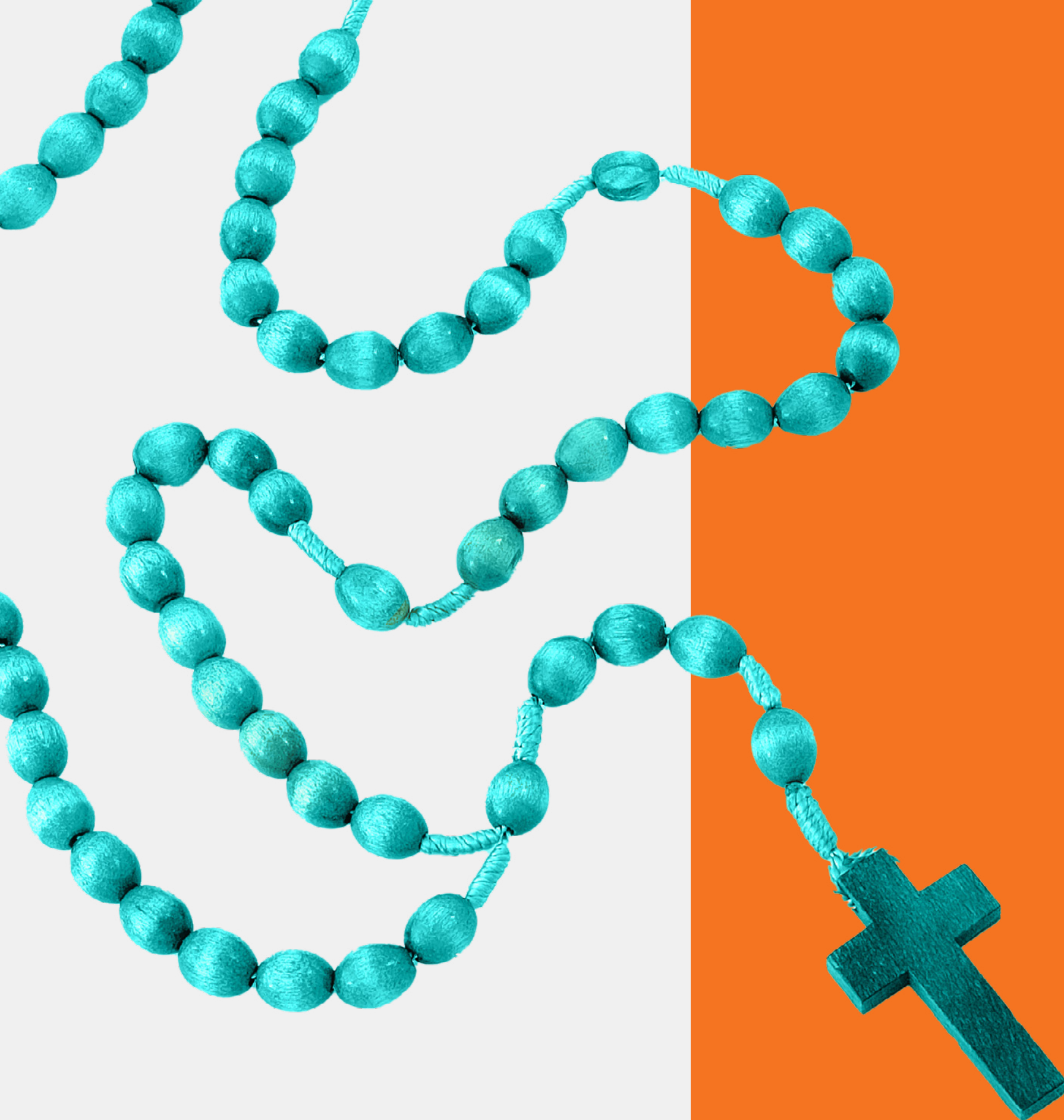
# US Trust Trend 2005 - 2024



# Data Shows

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**Wars And Pandemics  
Have The Biggest Impact On Trust  
In Our Government And Institutions.**



# In God We Trust

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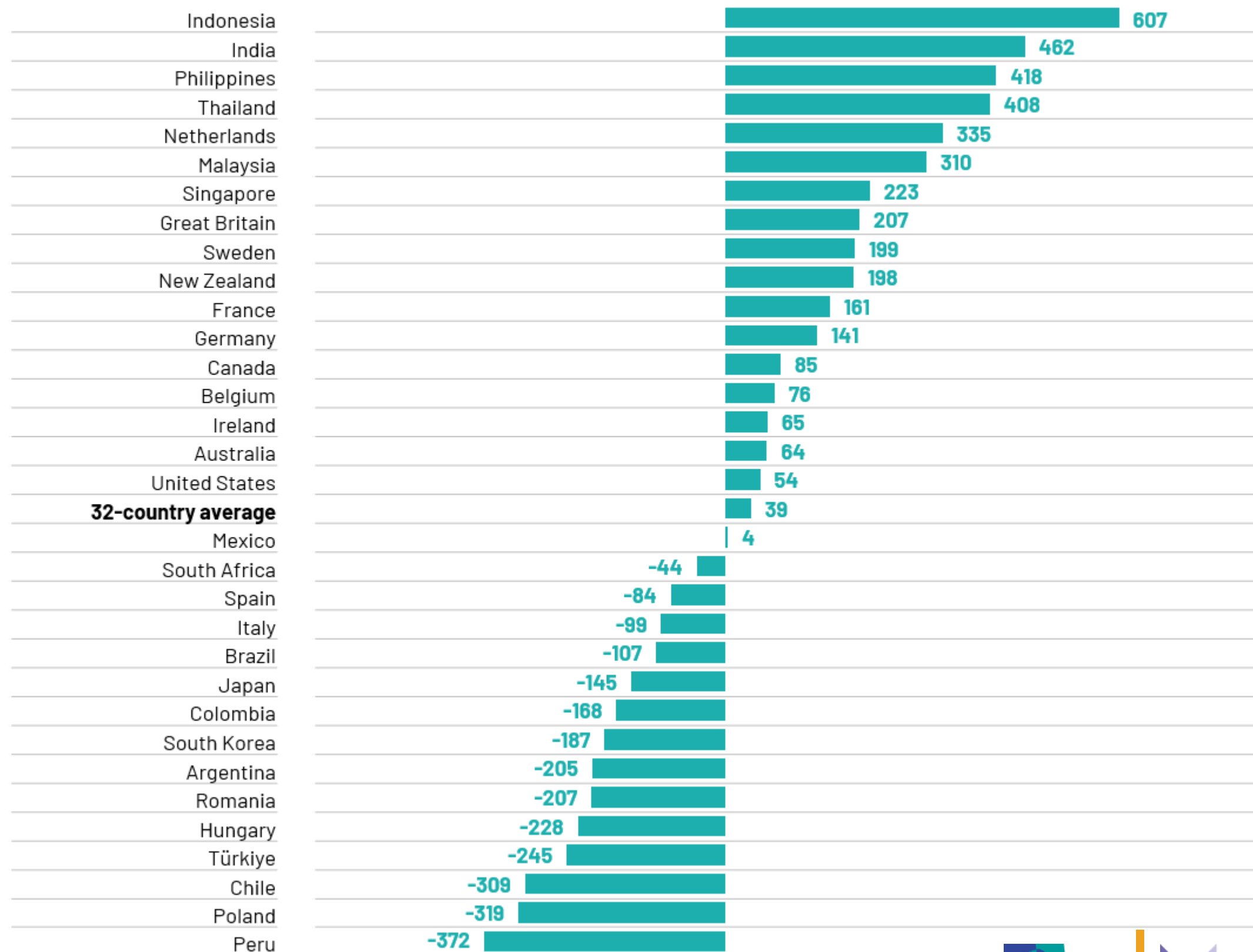
When men choose not to believe in God, they do not thereafter believe in nothing, they then become capable of believing in anything.

## The Global Trustworthiness Country Index 2024

Please look at this list of different types of people. In general, do you think each is trustworthy or untrustworthy in your country?

*Please use a scale of 1 to 5, where 1 is very trustworthy and 5 is very untrustworthy*

### Country



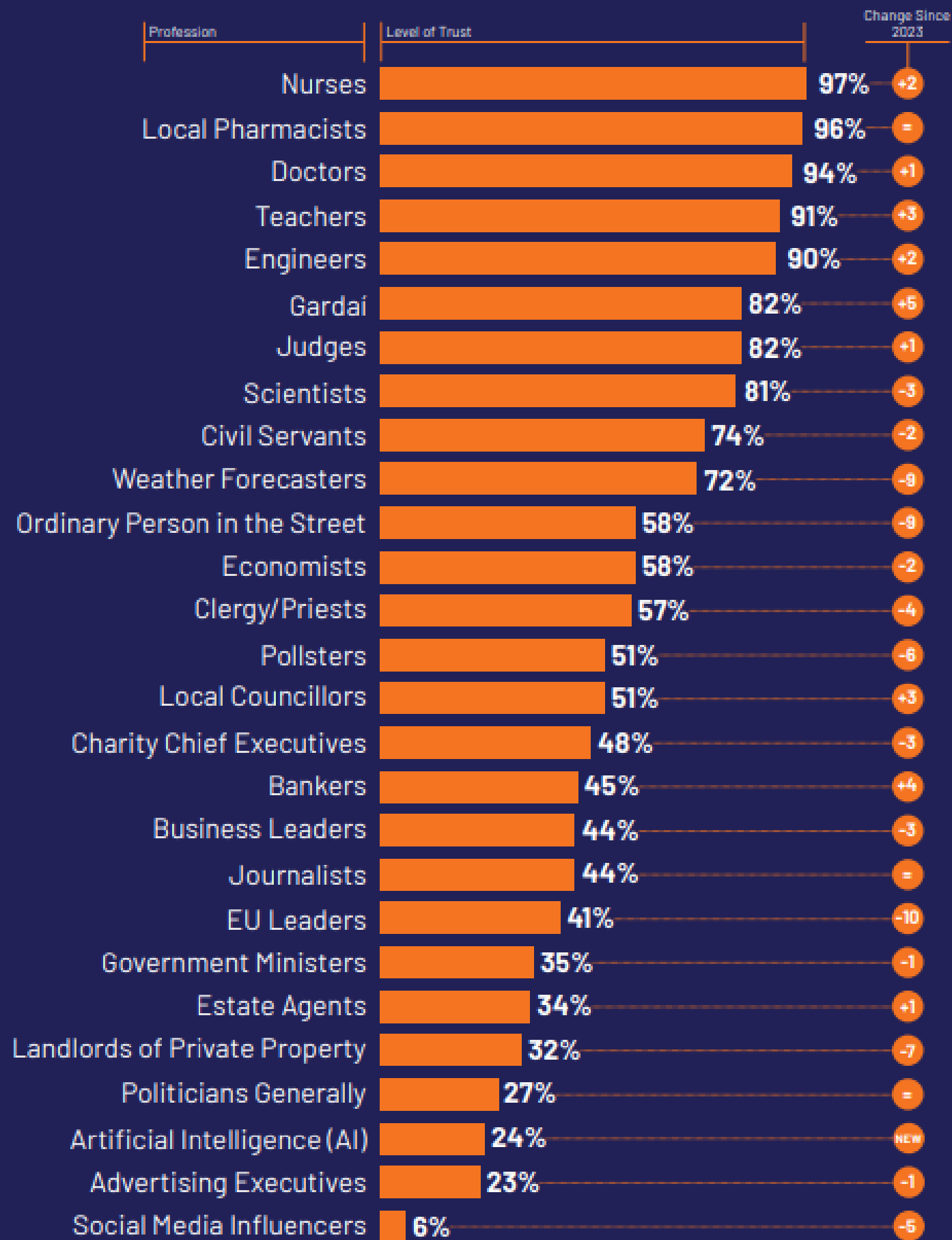
Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May – 7 June 2024.



Eastern religions, such as **Buddhism**, **Hinduism**, and **Taoism**, tend to view God as a force within us all, while Western religions, such as **Christianity** and **Judaism**, typically view God as a supreme being that exists outside of ourselves.



Q. Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?



## Who Do We Trust? Ireland

# Who Do We Trust? - Global

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	HUN	IDN	IND	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	PHL	POL	ROU	RSA	SGP	SWE	THA	TUR	USA
Doctors	67%	66%	64%	53%	65%	55%	60%	61%	66%	66%	66%	44%	73%	57%	61%	59%	41%	32%	66%	55%	73%	68%	50%	67%	41%	40%	65%	52%	62%	68%	52%	54%
Scientists	70%	58%	57%	52%	58%	57%	62%	55%	65%	63%	59%	54%	70%	54%	56%	61%	34%	46%	62%	49%	65%	62%	45%	58%	51%	57%	49%	43%	60%	60%	55%	51%
Teachers	58%	60%	51%	58%	57%	58%	59%	45%	58%	56%	58%	52%	74%	56%	53%	47%	21%	33%	57%	59%	62%	65%	47%	69%	36%	44%	57%	49%	53%	56%	53%	55%
Serving staff at a restaurant	50%	49%	49%	42%	46%	42%	51%	45%	40%	51%	54%	40%	57%	47%	53%	40%	26%	23%	51%	38%	56%	55%	37%	51%	34%	34%	51%	35%	44%	35%	38%	48%
Members of the armed forces	40%	47%	39%	33%	51%	34%	39%	39%	46%	57%	55%	31%	56%	56%	46%	39%	33%	30%	42%	49%	45%	59%	33%	48%	39%	42%	36%	45%	49%	23%	44%	55%
Ordinary men/women	45%	40%	48%	35%	37%	40%	44%	39%	45%	45%	45%	25%	55%	49%	45%	35%	18%	24%	49%	34%	38%	41%	31%	38%	35%	36%	32%	35%	33%	33%	25%	38%
The Police	29%	48%	46%	30%	45%	39%	26%	53%	46%	52%	42%	29%	28%	47%	41%	40%	30%	25%	20%	42%	59%	56%	19%	38%	23%	27%	21%	52%	58%	30%	42%	42%
Judges	16%	44%	40%	30%	43%	18%	21%	52%	34%	42%	50%	27%	42%	52%	42%	34%	36%	24%	27%	46%	63%	54%	13%	45%	27%	23%	40%	50%	50%	49%	36%	34%
Lawyers	20%	28%	27%	27%	26%	19%	22%	39%	29%	35%	39%	26%	37%	43%	36%	24%	32%	20%	31%	39%	44%	36%	20%	43%	31%	23%	31%	36%	40%	42%	31%	23%
TV news anchor/ Television News Readers	20%	28%	37%	26%	32%	20%	23%	40%	25%	27%	39%	16%	48%	44%	35%	22%	20%	21%	27%	40%	39%	34%	19%	43%	18%	24%	41%	36%	42%	42%	20%	28%
Taxi drivers	24%	27%	36%	29%	28%	18%	20%	36%	34%	33%	36%	26%	48%	46%	32%	26%	20%	20%	25%	29%	28%	33%	24%	32%	22%	22%	23%	30%	22%	26%	20%	32%
Pollsters	32%	16%	27%	32%	21%	35%	38%	34%	28%	43%	23%	21%	48%	45%	21%	32%	14%	14%	38%	32%	30%	18%	34%	27%	22%	41%	20%	25%	29%	44%	23%	21%
Journalists	19%	23%	26%	30%	33%	21%	29%	30%	21%	25%	23%	15%	51%	43%	26%	23%	13%	16%	30%	31%	40%	25%	18%	45%	22%	21%	30%	32%	27%	42%	19%	28%
Clergy/Priests	19%	29%	20%	26%	27%	14%	30%	24%	15%	27%	34%	20%	66%	42%	29%	23%	19%	30%	29%	30%	24%	33%	27%	45%	13%	25%	34%	35%	40%	45%	13%	37%
Bankers	20%	25%	23%	19%	30%	21%	18%	24%	14%	23%	29%	14%	52%	50%	22%	21%	18%	30%	28%	40%	22%	30%	19%	48%	15%	16%	40%	32%	33%	44%	24%	30%
Government employees/ Civil servants	13%	30%	34%	27%	30%	14%	14%	29%	31%	41%	35%	23%	33%	46%	37%	24%	19%	20%	15%	36%	34%	37%	12%	43%	16%	19%	30%	43%	34%	33%	28%	26%
Business Leaders	20%	20%	25%	23%	21%	18%	30%	24%	19%	32%	24%	17%	43%	44%	25%	25%	16%	18%	30%	32%	30%	23%	23%	40%	18%	24%	30%	29%	21%	43%	20%	24%
Cabinet officials/ Government ministers	12%	17%	18%	16%	19%	15%	14%	22%	15%	18%	18%	15%	25%	41%	22%	16%	11%	16%	21%	30%	27%	17%	11%	36%	16%	12%	11%	45%	25%	29%	19%	19%
Advertising executives	15%	14%	14%	21%	13%	15%	23%	16%	15%	15%	17%	13%	35%	44%	16%	15%	11%	12%	29%	23%	14%	13%	19%	31%	12%	14%	24%	23%	11%	31%	17%	16%
Social media influencers	17%	12%	11%	16%	10%	12%	12%	12%	11%	12%	15%	12%	32%	-	16%	11%	7%	12%	17%	27%	10%	10%	15%	23%	15%	16%	17%	22%	8%	32%	12%	15%
Politicians generally	6%	15%	17%	13%	13%	10%	10%	17%	10%	16%	17%	11%	25%	40%	18%	11%	8%	9%	18%	24%	17%	13%	11%	21%	8%	11%	11%	32%	14%	20%	13%	14%

# Who Do We Not Trust? - Global

	ARG	AUS	BEL	BRA	CAN	CHL	COL	DEU	ESP	FRA	GBR	HUN	IDN	IND	IRL	ITA	JAP	KOR	MEX	MYS	NDL	NZL	PER	PHL	POL	ROU	RSA	SGP	SWE	THA	TUR	USA
Politicians generally	73%	56%	56%	67%	58%	73%	74%	52%	70%	57%	57%	70%	45%	31%	53%	63%	64%	64%	60%	41%	42%	56%	70%	46%	69%	70%	72%	31%	44%	43%	69%	59%
Social media influencers	50%	61%	70%	56%	64%	58%	66%	66%	66%	70%	56%	56%	25%	-	57%	64%	58%	52%	55%	35%	69%	67%	57%	40%	57%	53%	54%	44%	71%	19%	65%	52%
Cabinet officials/ Government ministers	60%	48%	56%	58%	48%	61%	63%	48%	62%	58%	52%	67%	41%	28%	52%	54%	58%	51%	49%	36%	30%	50%	73%	30%	56%	54%	70%	26%	30%	31%	58%	43%
Advertising executives	44%	49%	52%	39%	48%	40%	36%	46%	49%	54%	44%	46%	18%	25%	44%	44%	35%	44%	29%	30%	42%	50%	39%	24%	51%	42%	39%	36%	43%	18%	51%	43%
Clergy/Priests	52%	38%	50%	37%	39%	64%	44%	41%	56%	36%	29%	49%	9%	27%	39%	46%	30%	30%	46%	30%	36%	30%	42%	23%	61%	45%	32%	28%	25%	23%	56%	29%
Journalists	45%	40%	35%	35%	29%	45%	41%	34%	42%	36%	39%	45%	15%	25%	43%	41%	38%	35%	31%	26%	20%	40%	47%	22%	41%	40%	36%	29%	40%	17%	46%	34%
Bankers	42%	38%	38%	50%	33%	43%	48%	37%	57%	42%	36%	50%	12%	23%	43%	37%	28%	16%	31%	17%	40%	32%	45%	15%	49%	49%	27%	31%	24%	12%	41%	30%
Government employees/ Civil servants	65%	22%	21%	33%	25%	53%	58%	27%	32%	21%	25%	28%	24%	24%	25%	34%	23%	27%	57%	24%	21%	18%	66%	19%	49%	44%	34%	21%	18%	24%	33%	37%
Business Leaders	44%	36%	25%	37%	34%	50%	32%	29%	42%	25%	30%	32%	17%	24%	34%	34%	25%	33%	32%	23%	19%	29%	40%	22%	40%	34%	31%	30%	27%	15%	47%	34%
TV news anchor/ Television News Readers	44%	30%	25%	39%	28%	48%	47%	25%	38%	36%	22%	45%	14%	25%	29%	42%	24%	29%	36%	17%	18%	26%	50%	21%	45%	39%	27%	23%	24%	13%	45%	32%
Lawyers	47%	32%	31%	34%	34%	41%	43%	22%	31%	26%	21%	35%	24%	25%	31%	33%	16%	30%	30%	19%	17%	26%	41%	22%	33%	41%	39%	29%	21%	18%	42%	37%
The Police	39%	23%	20%	36%	25%	36%	42%	17%	23%	18%	25%	29%	41%	26%	30%	24%	21%	31%	49%	23%	14%	19%	53%	26%	42%	37%	56%	21%	20%	32%	29%	30%
Judges	58%	22%	24%	34%	20%	54%	44%	18%	34%	27%	19%	32%	23%	22%	24%	30%	17%	36%	40%	20%	11%	15%	62%	21%	36%	45%	27%	22%	19%	18%	41%	28%
Taxi drivers	33%	25%	19%	28%	22%	49%	41%	20%	23%	20%	18%	28%	11%	24%	25%	35%	19%	24%	33%	23%	20%	21%	38%	22%	34%	35%	44%	26%	36%	25%	47%	21%
Pollsters	28%	30%	26%	31%	26%	33%	25%	22%	30%	18%	24%	34%	13%	24%	37%	29%	31%	34%	26%	26%	22%	28%	31%	24%	35%	24%	33%	26%	24%	10%	38%	31%
Members of the armed forces	27%	19%	15%	34%	14%	40%	30%	21%	25%	15%	13%	27%	15%	22%	19%	27%	18%	26%	29%	14%	13%	12%	37%	21%	23%	22%	31%	23%	14%	41%	27%	16%
Ordinary men/women	16%	12%	13%	24%	16%	21%	18%	13%	13%	11%	11%	19%	9%	23%	16%	20%	17%	20%	14%	18%	12%	12%	25%	19%	20%	18%	22%	23%	20%	15%	30%	17%
Teachers	12%	12%	15%	17%	16%	19%	18%	16%	15%	14%	13%	16%	7%	21%	18%	19%	28%	20%	15%	10%	10%	13%	19%	14%	26%	18%	14%	21%	14%	10%	19%	17%
Serving staff at a restaurant	14%	11%	14%	20%	13%	20%	13%	13%	18%	12%	9%	16%	11%	23%	15%	18%	15%	20%	17%	17%	8%	12%	23%	14%	22%	22%	15%	22%	13%	17%	24%	12%
Doctors	11%	13%	12%	18%	13%	17%	14%	11%	13%	11%	12%	20%	7%	22%	16%	15%	14%	27%	13%	13%	9%	12%	20%	14%	23%	28%	15%	22%	14%	10%	21%	17%
Scientists	10%	14%	15%	18%	17%	19%	16%	14%	13%	11%	12%	16%	7%	23%	17%	18%	14%	15%	16%	13%	13%	13%	20%	14%	18%	14%	21%	23%	13%	8%	18%	19%



**Do me no harm  
Do what you say  
Tell me the truth**

# The Trust Economy



# The Trust Economy

**Local**



# The Trust Economy

**Big Tech**



# The Trust Economy

## Parental Controls





# The Trust Economy

## Online Dating



# The Trust Economy

## Wellness



# The Trust Economy

**Bitcoin/Gold**

# The Trust Economy

## Podcasts



# The Trust Economy

**Ring Doorbells**



# The Trust Economy

**Air B'n'B  
Uber  
GoCar**

# The Trust Economy

**Your Brand**

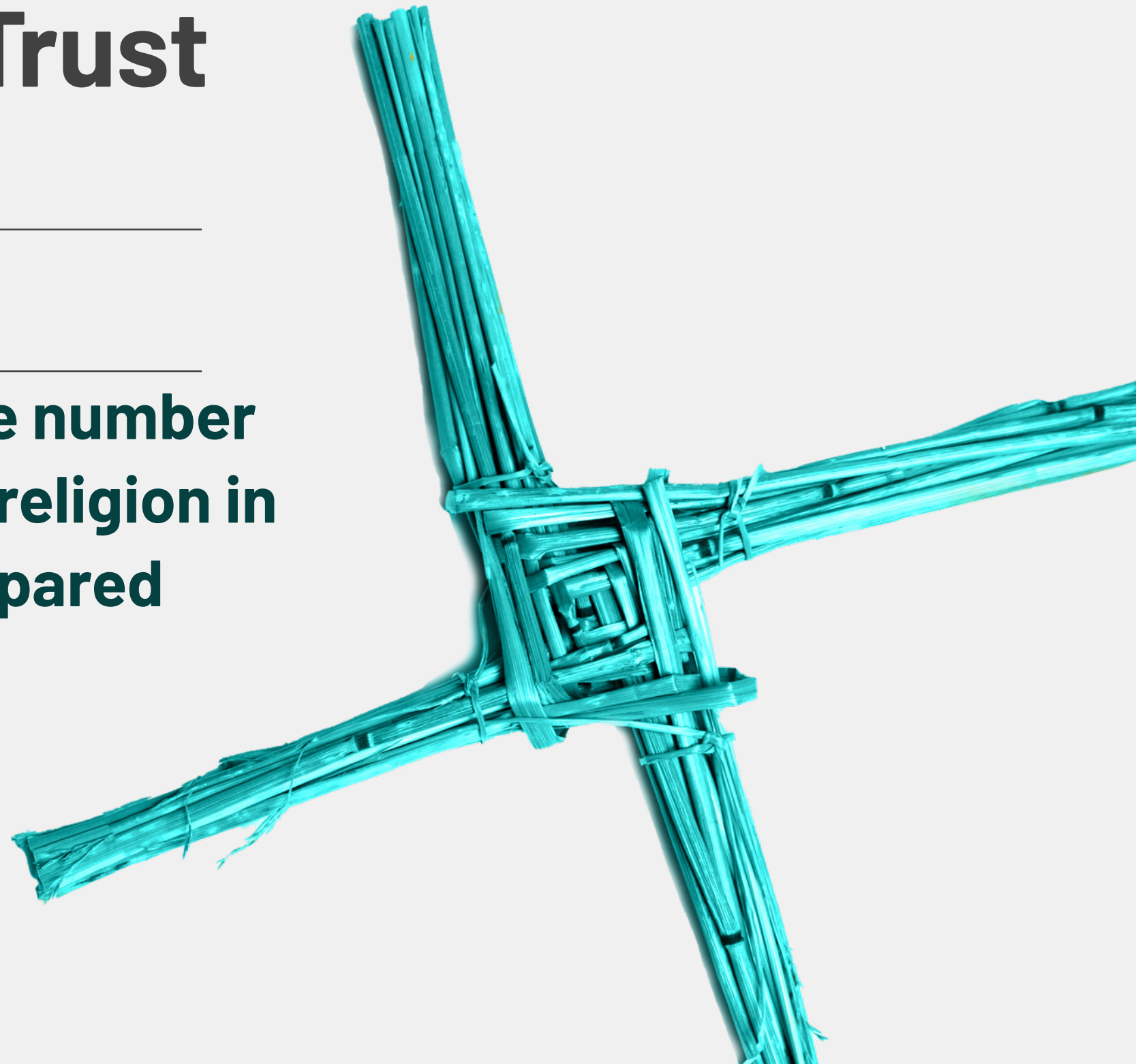
**In Ireland,** **In God We Trust  
Less**

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**187%**

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**the increase in the number  
of people with no religion in  
Census 2022 compared  
with 2011**

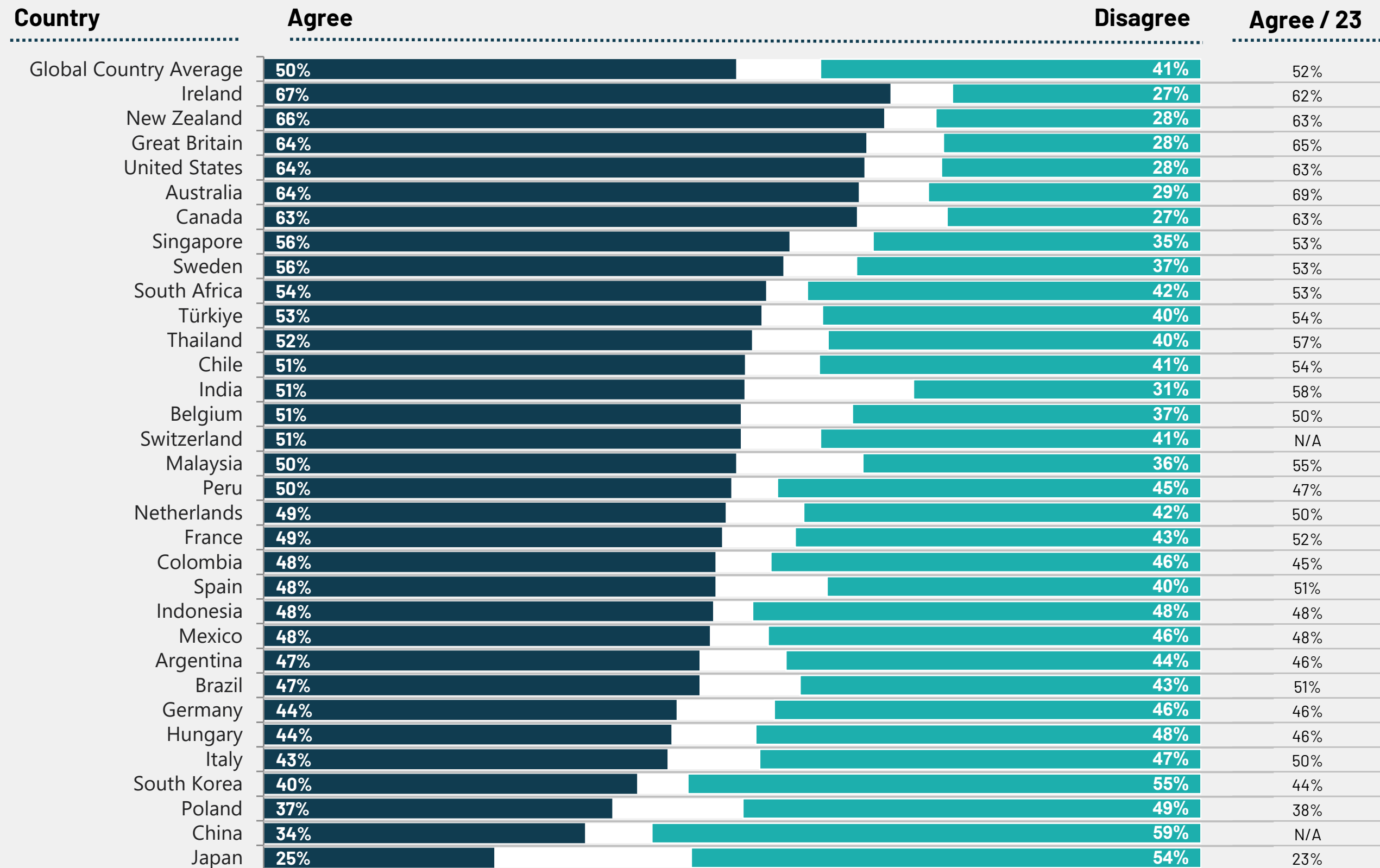




# Smaller Family Circles Less Community More Anxiety



# AI Makes Me Nervous





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Marketing Society  
of Ireland



B&A



# IN GOD WE TRUST

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Damian Loscher, President, Ipsos B&A