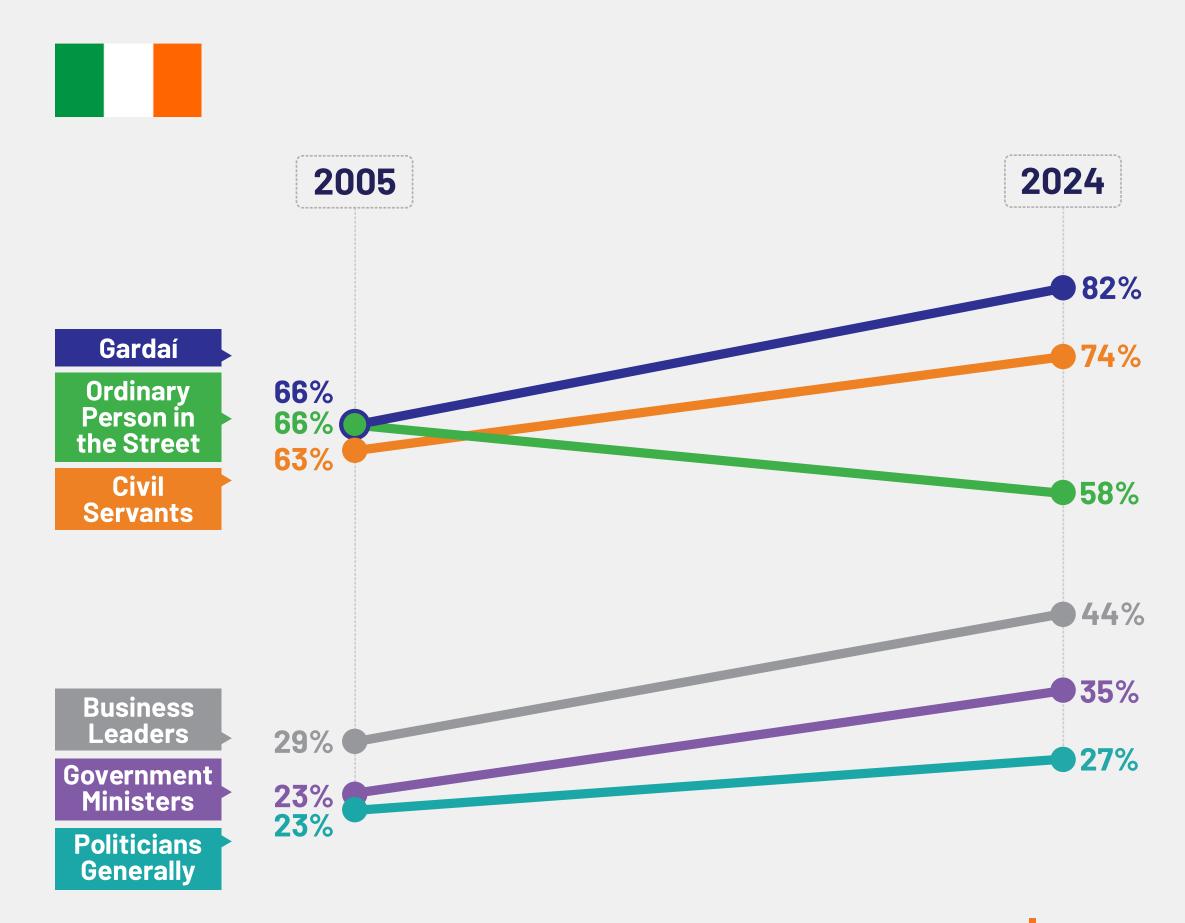


IN GOD WE TRUST



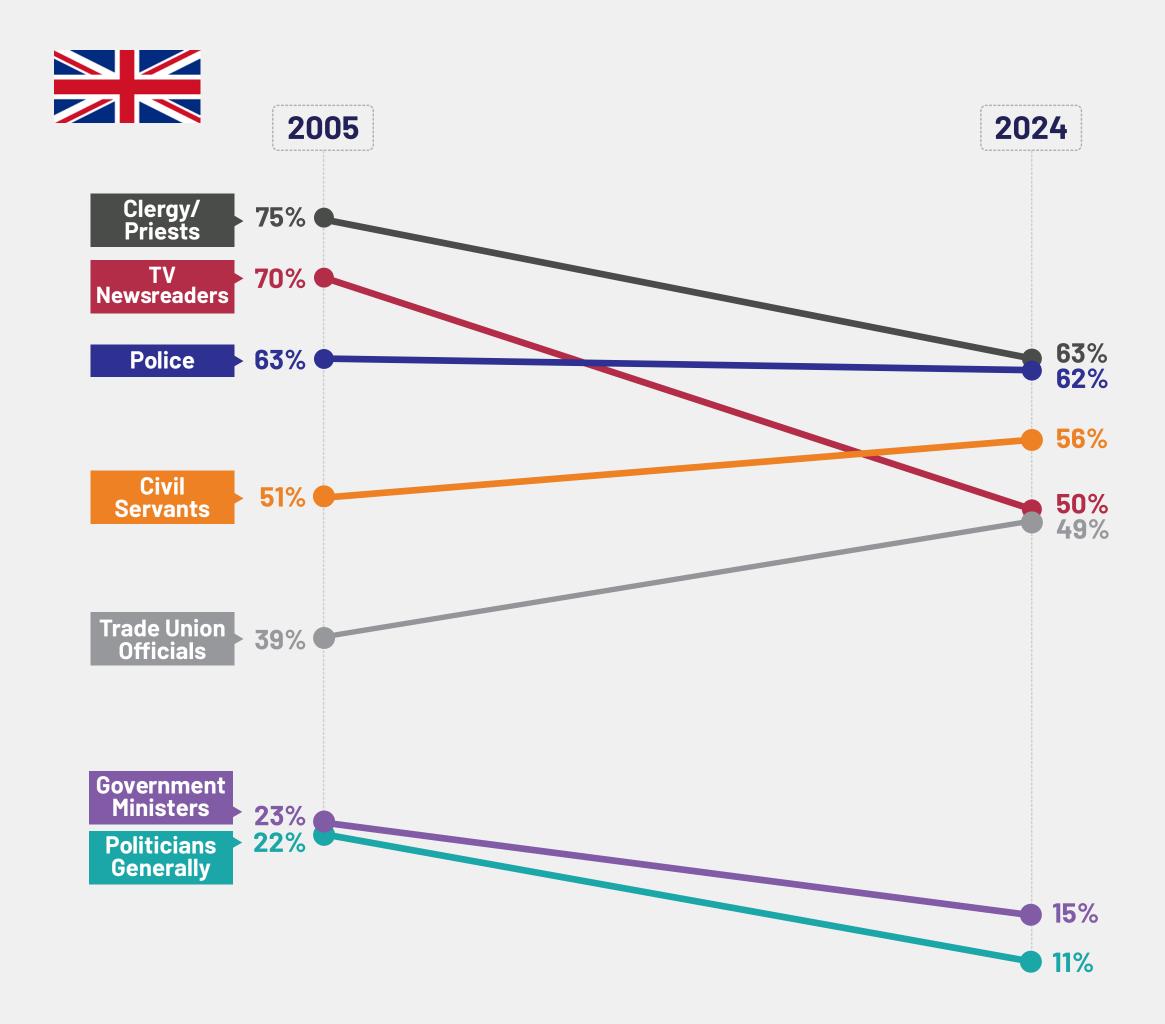
Damian Loscher, President, Ipsos B&A

Ireland Trust Trend 2005 - 2024

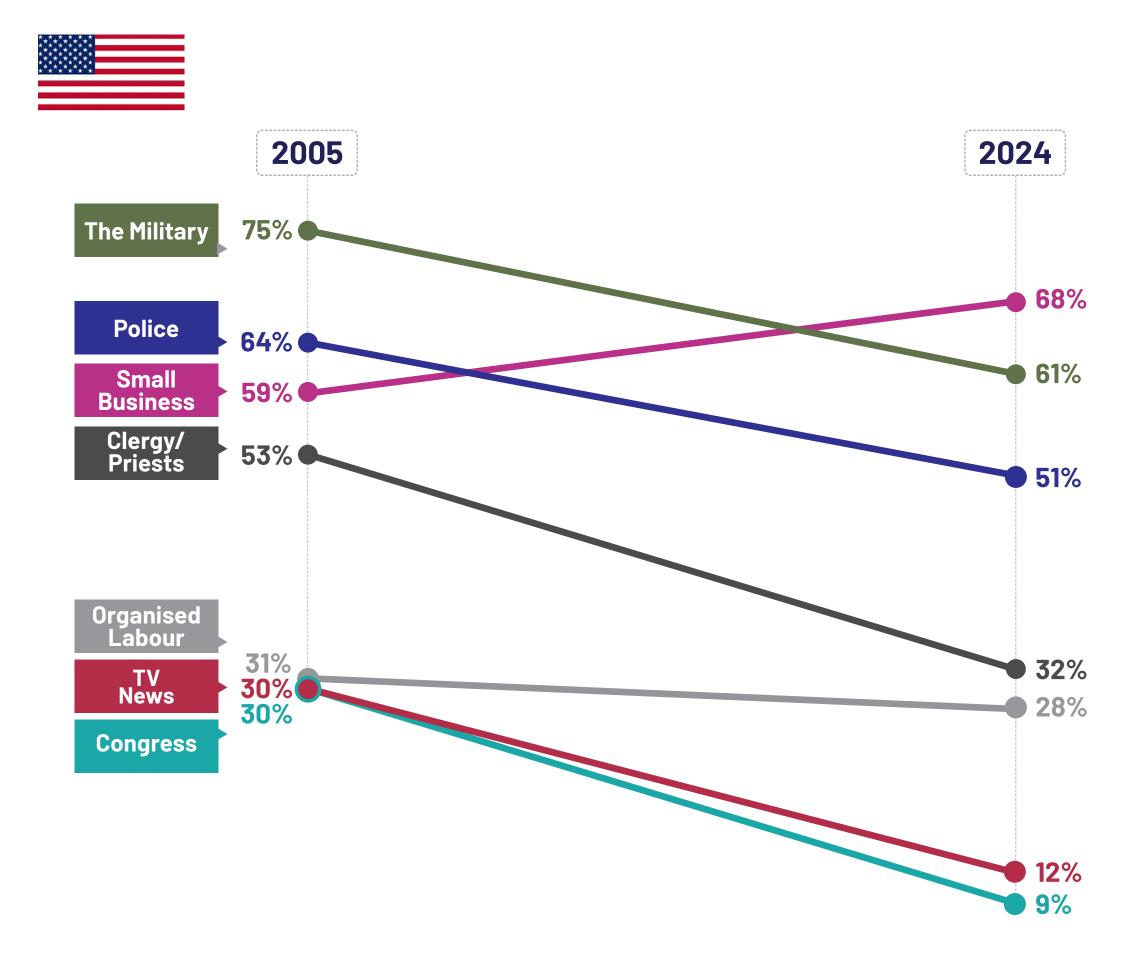




UK Trust Trend 2005 - 2024



US Trust Trend 2005 - 2024



Data Shows

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





In God We Trust

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

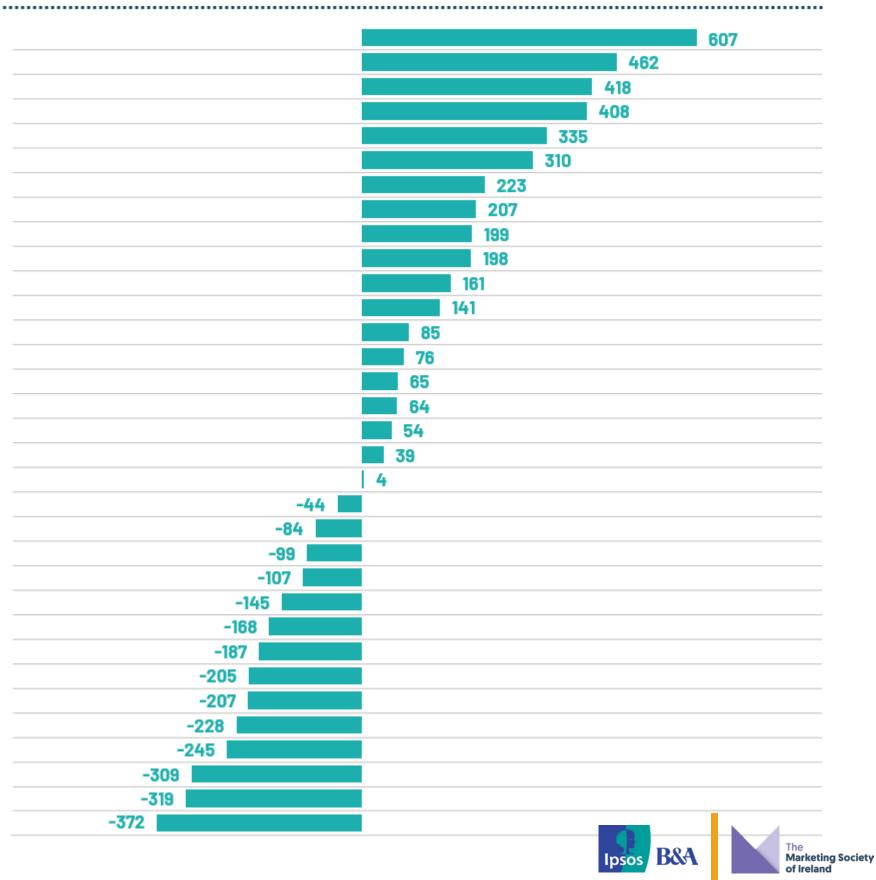
Base: 23,530 online adults under the age of 75 across 32 countries, interviewed 24 May - 7 June 2024.

Country

.....

Indepede
Indonesia
India
Philippines
Thailand
Netherlands
Malaysia
Singapore
Great Britain
Sweden
New Zealand
France
Germany
Canada
Belgium
Ireland
Australia
United States
32-country average
Mexico
South Africa
Spain
Italy
Brazil
Japan
Colombia
South Korea
Argentina
Romania
Hungary
Türkiye
Chile
Poland
Peru
reiu

		-84
		99
	-1	07
	·145	
-1	68	
-18	7	
-205		
-207		
-228		
-245		
-309		
-319		
-372		





Eastern relie Hinduism, a view God as while Weste Christianity view God as exists outsi

- 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?

Profession	Level of Trust			Ct	ange Since 2023
Nurses				97%-	
Local Pharmacists				96%-	
Doctors					
Teachers				94%	
				91% 90%	
Engineers			0.0		
Gardaí			82		
Judges			82		
Scientists			81%	0	
Civil Servants		_	74%-		
Weather Forecasters		_	72%		
Ordinary Person in the Street		58%			
Economists		58%			
Clergy/Priests		57%-			
Pollsters	5	1%			
Local Councillors	5	1%—			
Charity Chief Executives	48	%			
Bankers	45%	6			
Business Leaders	44%	6			
Journalists	44%	6			-••
EU Leaders	41%				
Government Ministers	35%				
Estate Agents	34%				
Landlords of Private Property	32%				
Politicians Generally	27%				
Artificial Intelligence (AI)	24%				
Advertising Executives	23%				
Social Media Influencers	6%				

Who Do We Trust? Ireland

Who Do We Trust? - Global

	ARG	AUS	BE	BŁ	C'	우	S	Ē	E	귀	GE	F	8	Z	R	F	٦L	ō	Ä	M	Z	Z	PE	₽	PC	RC	RS	SGP	۸S	ТНА	TUR	USA
	Ĝ	S	Ë	õ	ź	ŧ	F	Ë	Ÿ	Ã	ਸ	ž	Ż	ె	ŕ	Þ	Ð	ਸ	×	Ś	F	2	뒷	F	F	Ę	Ä	Ÿ	Ē	Þ	R	Ä
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%	, <mark>60%</mark>	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%	<mark>50%</mark>	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%	s 2 5%	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	ESF	FRA	GBF	HUN	IDN	IND	IRL	ΙΤΑ	JAF	Кор	MEX	NYS	NDL	NZL	PER	PHL	POL	ROL	RS/	SGF	SMI	TH	TUR	USA
Politicians generally		•••	•	-		-	-												6 0%												6 9%	-
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%	<mark>32%</mark>	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 Tel me the truth







Local



Big Tech



Parental Controls



Marketing Society of Ireland

Online Dating

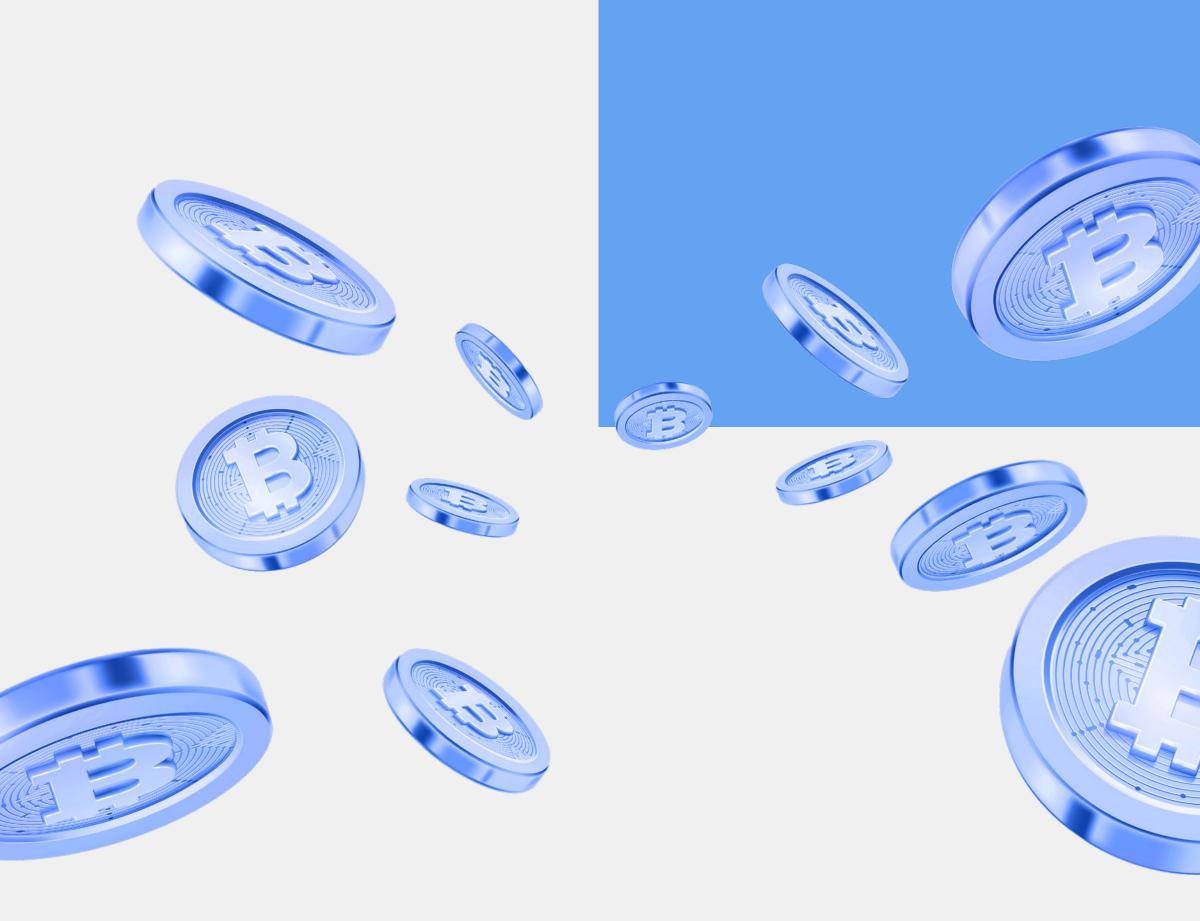




Wellness









Bitcoin/Gold

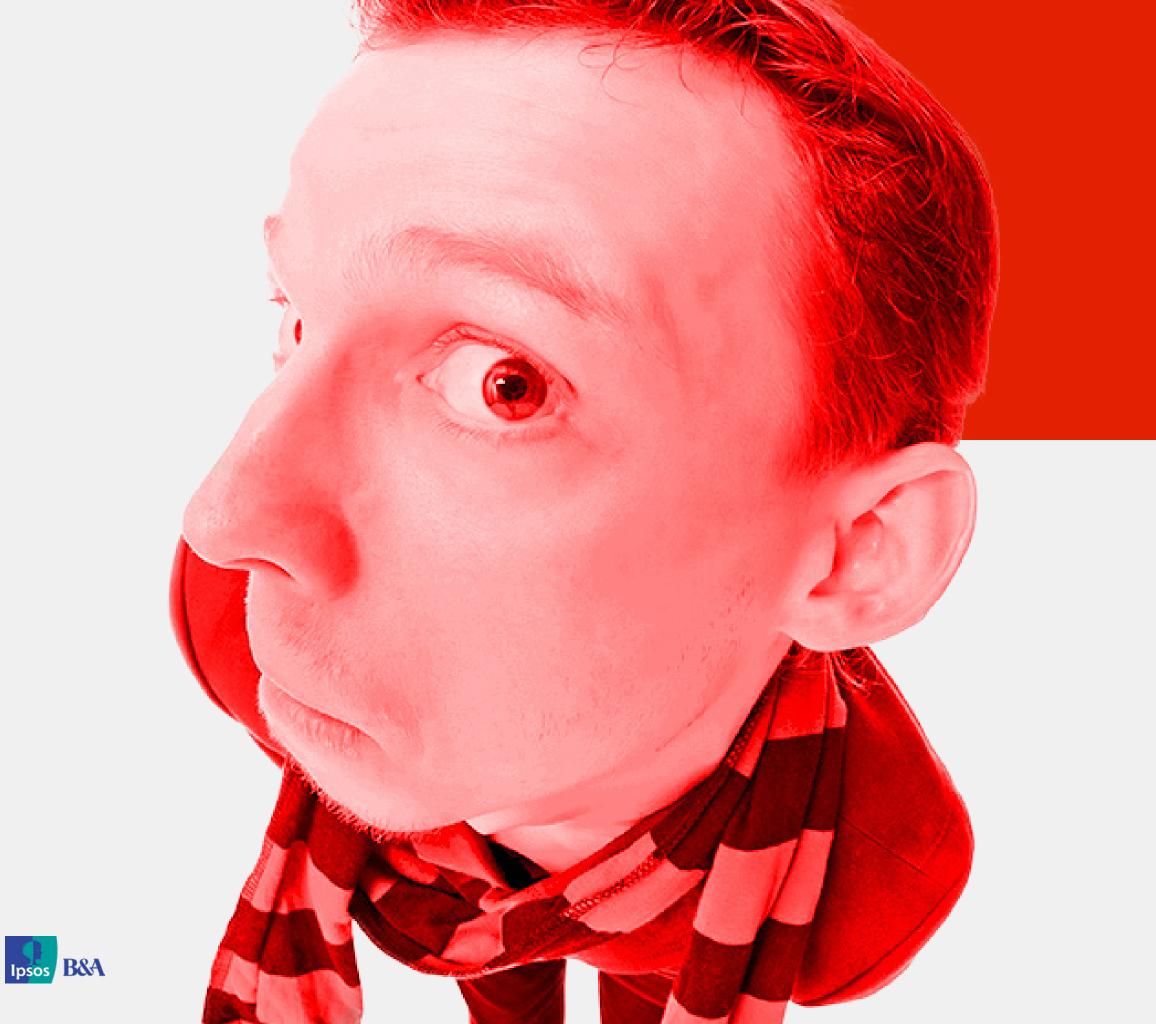


Podcasts



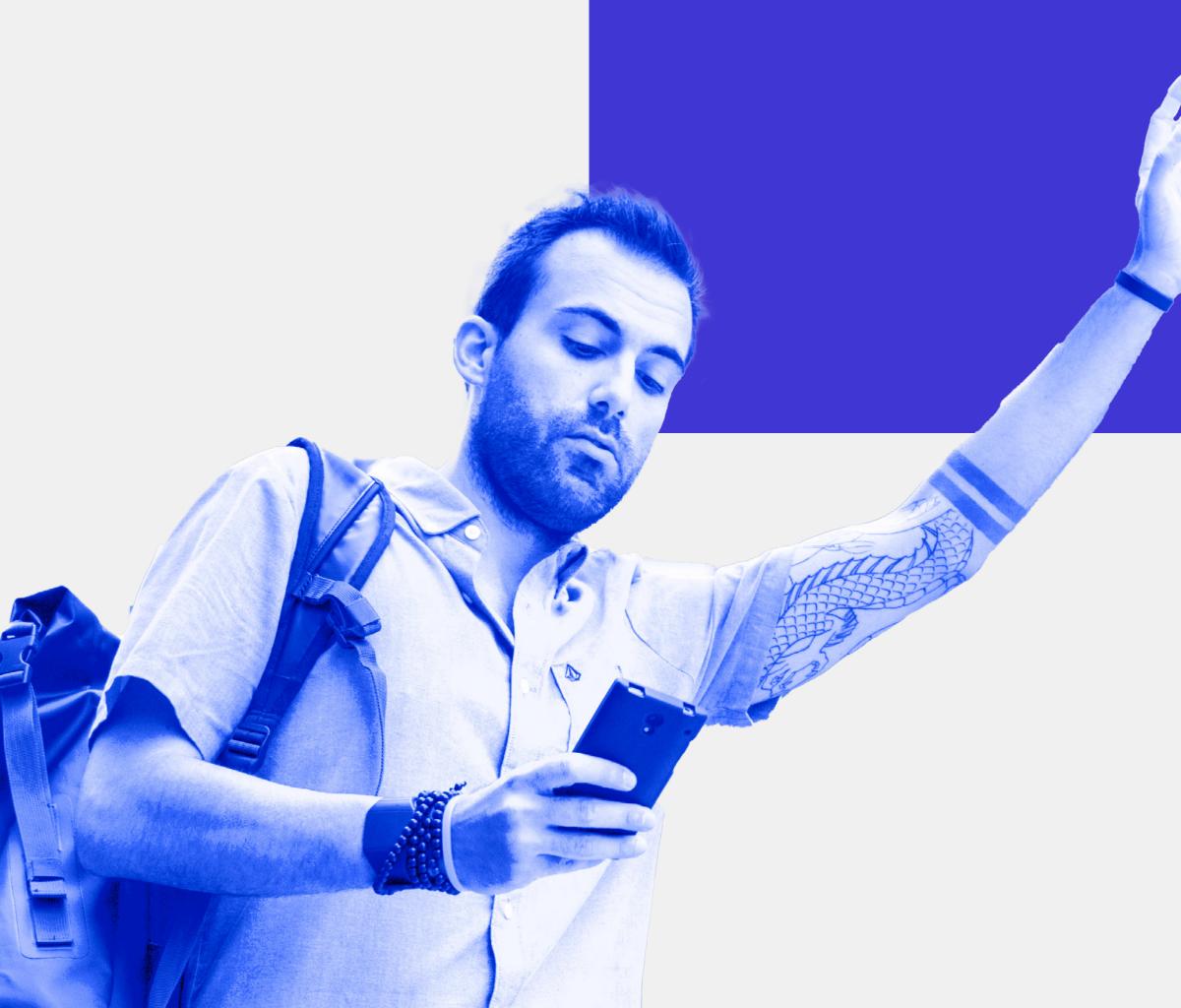






Ring Doorbells





The The Trust Trust Economy

Air B'n'B Uber GoCar





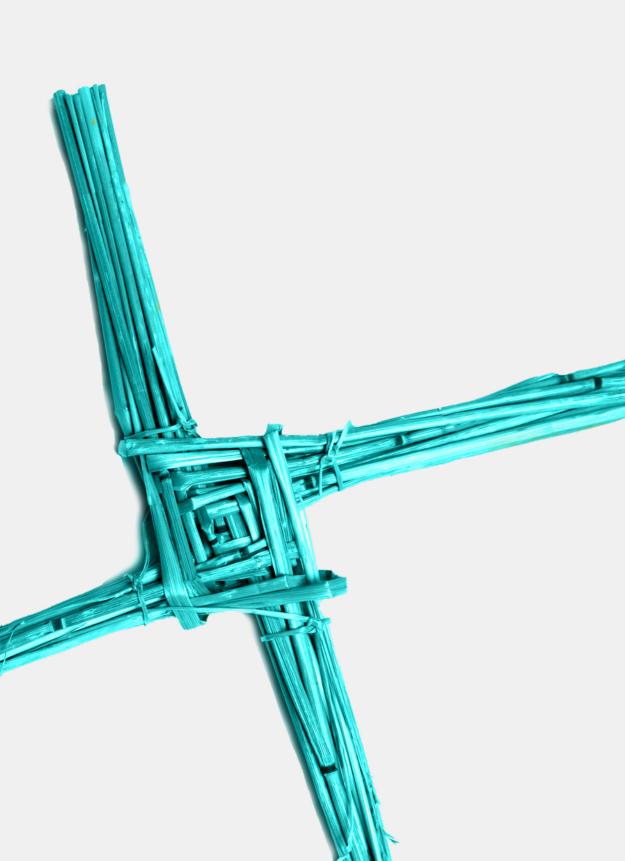
Your Brand



In Ireland, In God We Trust Less

187%

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



Smaller Family Circles Less Community More Anxiety





The Marketing Society of Ireland

Al Makes Me Nervous

Country	Agree	Disagree	Agree / 23
Global Country Average	50%	41%	52%
Ireland	67%	27%	62%
New Zealand	66%	28%	63%
Great Britain	64%	28%	65%
United States	64%	28%	63%
Australia	64%	29%	69%
Canada	63%	27%	63%
Singapore	56%	35%	53%
Sweden	56%	37%	53%
South Africa	54%	42%	53%
Türkiye	53%	40%	54%
Thailand	52%	40%	57%
Chile	51%	41%	54%
India	51%	31%	58%
Belgium	51%	37%	50%
Switzerland	51%	41%	N/A
Malaysia	50%	36%	55%
Peru	50%	45%	47%
Netherlands	49%	42%	50%
France	49%	43%	52%
Colombia	48%	46%	45%
Spain	48%	40%	51%
Indonesia	48%	48%	48%
Mexico	48%	46%	48%
Argentina	47%	44%	46%
Brazil	47%	43%	51%
Germany	44%	46%	46%
Hungary	44%	48%	46%
Italy	43%	47%	50%
South Korea	40%	55%	44%
Poland	37%	49%	38%
China	34%	59%	N/A
Japan	25%	54%	23%







IN GOD WE TRUST



Damian Loscher, President, Ipsos B&A