

For Immediate Release



CANADIAN  
PHARMACISTS  
ASSOCIATION

ASSOCIATION DES  
PHARMACIENS  
DU CANADA

## **CANADIANS TRUST DOCTORS AND PHARMACISTS MOST**

### **Poll finds two health professions rate highest on honesty and ethics**

**Ottawa, September 17, 2009** – According to a new Nanos Research poll, Canadians rate physicians and pharmacists highest among 18 professions, when it comes to honesty and ethics. Seventy-seven per cent of respondents call medical doctors' standards of honesty and ethics "high" or "very high", while the figure was 73 per cent for community pharmacists.

Also among the top five professions whose honesty and ethics were rated as "high" or "very high", were high school teachers at 66 per cent, police officers at 58 per cent, and clergy at 50 per cent.

"We are pleased with the results," said Dwight Ball, president of the Canadian Pharmacists Association's Board of Directors. "Pharmacists and physicians are both key members of a patient's health care team who collaborate to achieve better health outcomes for Canadians."

The poll asked respondents: *Please tell me how you would rate the honesty and ethics of people in the following professions and Would you rate their honesty and ethics as very high, high, average, low or very low?* The professions ranged from health professionals to business executives; lawyers; provincial legislators; public servants; car salespeople, and others.

"As health professionals advising patients on their personal health issues, nothing is more important to us than trust," said Jeff Poston, executive director of the Canadian Pharmacists Association. "We consult with patients on matters ranging from minor ailments to medication management in chronic diseases. It's vital that people feel they can talk to us in confidence, and trust in the advice they receive."

### **Survey methodology**

The poll was conducted by Nanos Research. Results are based on a national random telephone survey of 1,003 adult Canadians, between August 28 and September 2, 2009. The statistics of a random sample of 1,003 respondents are accurate to within 3.1%, 19 times out of 20. For more information please visit the Nanos Research website at [www.nanosresearch.com](http://www.nanosresearch.com).

## **About the Canadian Pharmacists Association**

The Canadian Pharmacists Association is the national organization of pharmacists, committed to providing leadership for the profession and improving the health of Canadians.

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For more information, or for the full, detailed results of the poll, please contact:

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## STAT SHEET – 200909 OMNIBUS

### COMPARATIVE TABLE

Please tell me how you would rate the honesty and ethics of people in the following professions. Would you rate their honesty and ethics as very high, high, average, low, very low? [ROTATE]

	Total	Very high	High	Average	Low	Very low	Unsure
	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Medical doctors	1003	25.7	51.7	18.4	2.0	0.9	1.2
Community pharmacists	1003	20.8	51.9	21.6	2.8	1.0	1.9
High school teachers	1003	17.9	47.9	27.9	3.6	0.6	2.1
Police officers	1003	13.7	44.1	31.4	7.1	2.1	1.6
Clergy	1003	13.5	36.9	29.9	9.7	5.2	4.8
Funeral directors	1003	10.9	35.5	36.7	6.8	2.6	7.6
Accountants	1003	9.0	40.6	39.5	6.3	2.3	2.3
Journalists	1003	7.1	30.5	42.0	12.2	6.2	1.9
Labour union leaders	1003	6.4	17.4	36.9	23.7	11.7	3.8
Provincial government officials	1003	5.6	21.7	40.7	20.6	8.8	2.6
Building contractors	1003	5.5	21.6	45.7	19.6	4.8	2.8
Lawyers	1003	4.9	22.3	41.7	19.2	9.8	2.2
Bankers	1003	4.7	27.5	43.8	15.3	6.7	2.1
Real estate agents	1003	4.5	19.3	47.1	20.1	6.4	2.7
MPP's/MLA's	1003	4.0	20.8	41.6	20.2	9.3	4.1
Car salespeople	1003	2.8	11.4	36.1	31.4	16.3	1.9
Business executives	1003	2.6	23.0	45.0	20.1	6.3	2.8
Stockbrokers	1003	2.1	16.5	40.7	25.1	10.3	5.3

Random Telephone Survey of 1,003 Canadians from August 28<sup>th</sup> to September 2<sup>nd</sup>, 2009

The margin of accuracy for a sample of 1,003 is  $\pm 3.1\%$ , 19 times out of 20.

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