

¿En quién se confía más en el Perú?

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A diferencia de lo afirmado cotidianamente, los peruanos confían más en los líderes empresariales que en los políticos, según una encuesta global de Ipsos.

Ipsos Global Trustworthiness Index 2021 entrevistó a 19,570 participantes en 28 países, entre el 23 abril y el 7 de mayo, 2021. Participaron alternadamente: Alemania, Arabia Saudita, Argentina, Australia, Brasil, Bélgica, Canadá, Chile, China, Colombia, Corea del Sur, EEUU, España, Francia, Gran Bretaña, Holanda, Hungría, India, Italia, Japón, Malasia, México, Perú, Polonia, Rumania, Rusia, Suecia, Sudáfrica, Turquía.

La confianza es la base del tejido social de un país. Lamentablemente, desde hace algo más de 10 años, en el Perú se ha venido perdiendo la confianza en el futuro y en los líderes de la gran mayoría de estamentos de la sociedad; tanto como producto de ausencias en el debate nacional, frivolidades, torpezas y corrupción, como por la siembra de narrativas negacionistas que oscurecieron nuestros logros.

En el siguiente cuadro se ve que las categorías de mayor confianza relativa son los líderes empresariales, los publicistas y los miembros de las Fuerzas Armadas.

Curiosamente, las categorías que generan más confianza en los países más desarrollados, los doctores, los científicos y los profesores, son los que generan menos confianza en el Perú.

Por otro lado, los ministros y los funcionarios públicos están muy abajo en el nivel de confianza.

Veamos el cuadro:

¿En quién se confía más en el Perú?						
Comparación de 28 países						
Categoría	Promedio de países	Mayor confianza	Menor confianza	Perú		Total de Países
				Puntaje	Ranking	
Doctores	64%	72%	38%	58%	25	28
Científicos	61%	75%	41%	53%	24	28
Profesores	54%	68%	22%	43%	25	28
Miembros de las FFAA	41%	64%	20%	37%	19	26
Policías	37%	60%	13%	22%	21	26
Periodistas	24%	45%	11%	17%	22	28
Funcionarios Públicos	23%	46%	7%	10%	25	27
Empresarios	23%	49%	14%	24%	10	28
Banqueros	23%	47%	7%	16%	18	28
Ministros	14%	26%	5%	8%	24	26
Publicistas	15%	34%	7%	15%	11	28
Políticos	10%	19%	3%	6%	21	26

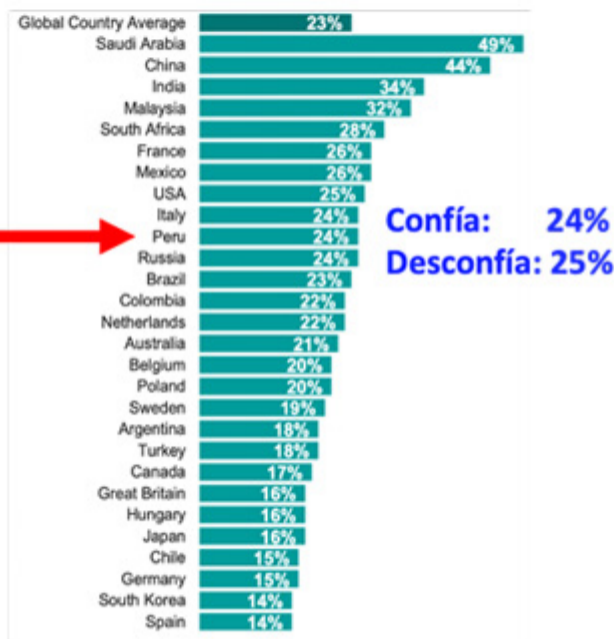
FUENTE: GLOBAL TRUSTWORTHINESS INDEX 2021
Game Changers IPSOS
Elaboración: **Lampadia**

En el siguiente cuadro hemos comparado los niveles de confianza en los líderes empresariales y en los políticos.

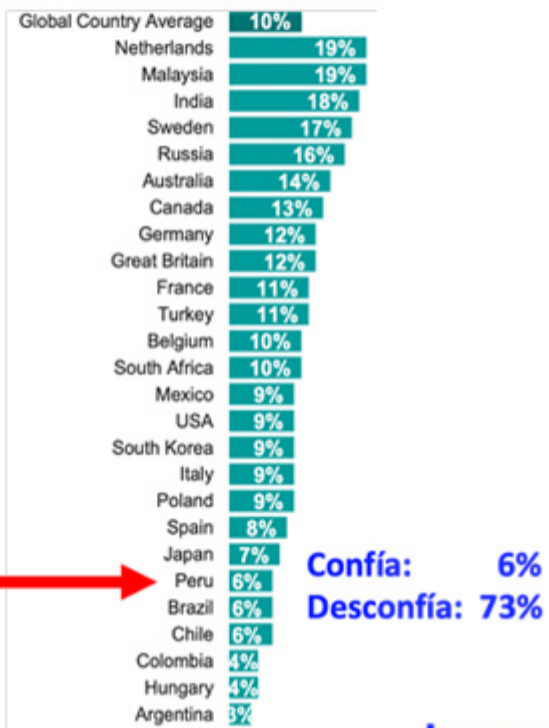
- En el caso de los empresarios, confía el 24% y desconfía el 25% de los encuestados.
- Alarmantemente, solo el 6% confía en los políticos y el 73% desconfía.

Los líderes empresariales generan más confianza que los políticos

TRUST IN BUSINESS LEADERS BY COUNTRY



TRUST IN POLITICIANS BY COUNTRY



Fuente: Global Trustworthiness Index 2021
Game Changers Ipsos

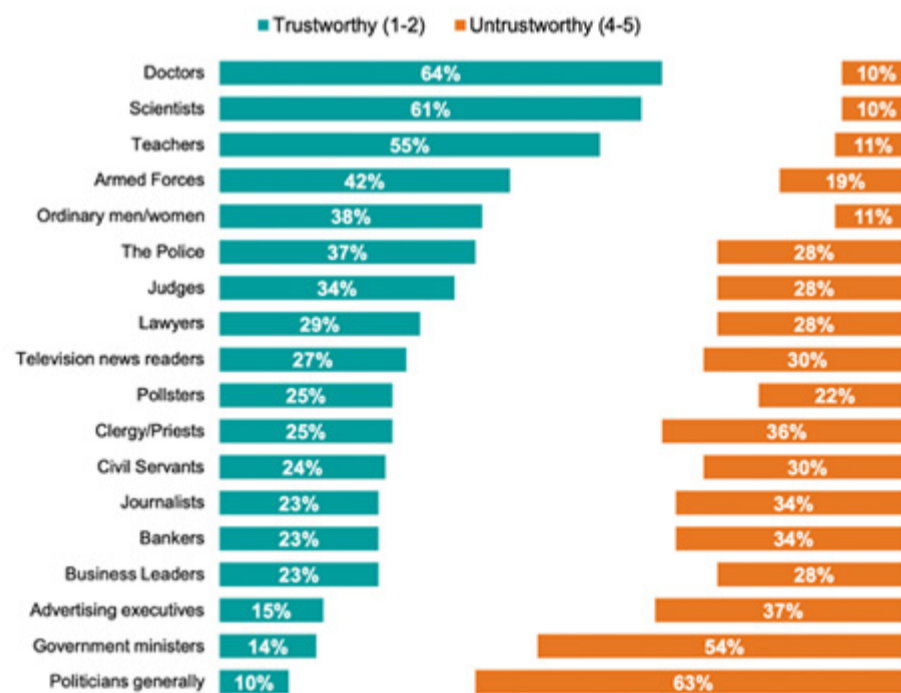
Lampadia

El siguiente cuadro muestra los promedios de confianza en cada categoría del estudio.

GLOBAL TRUSTWORTHINESS RANKING 2021

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



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Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Romania, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population
This "Global Country Average" reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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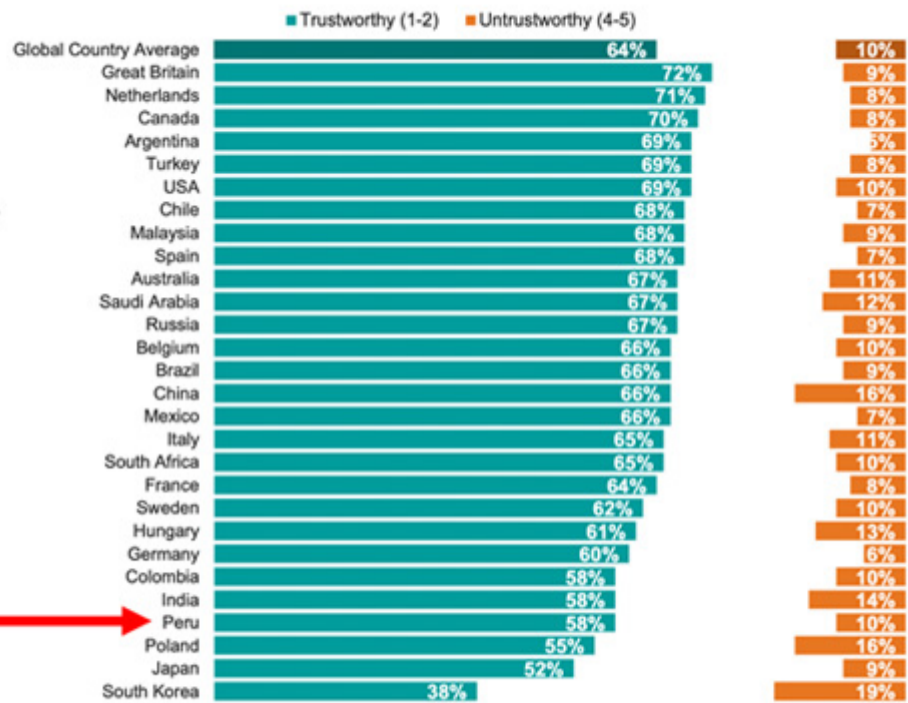
Los siguientes cuadros muestran la ubicación del Perú en el ranking de confianza sobre: Doctores, científicos, profesores, miembros de las Fuerzas Armadas y la Policía, periodistas, funcionarios públicos, líderes empresariales, banqueros, ministros, publicistas y políticos.

TRUST IN DOCTORS BY COUNTRY

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Doctors

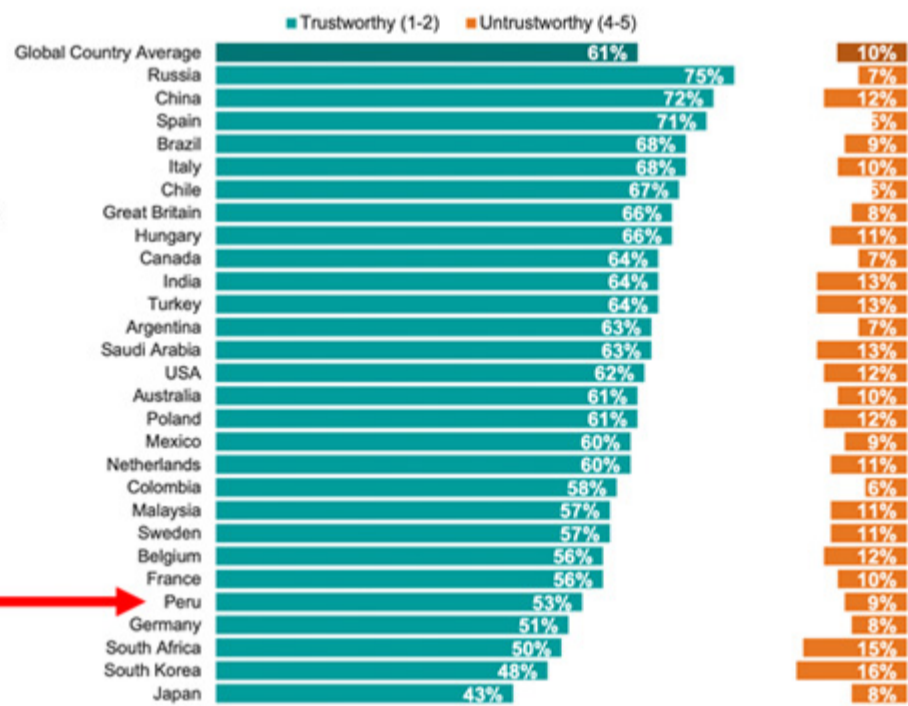


TRUST IN SCIENTISTS BY COUNTRY

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Scientists

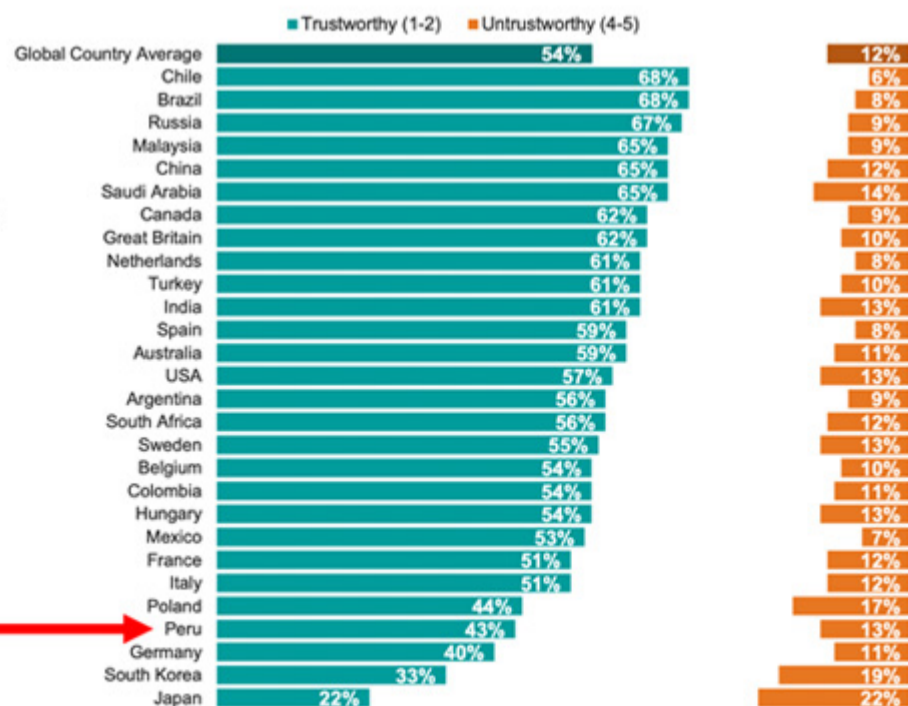


TRUST IN TEACHERS BY COUNTRY

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Teachers

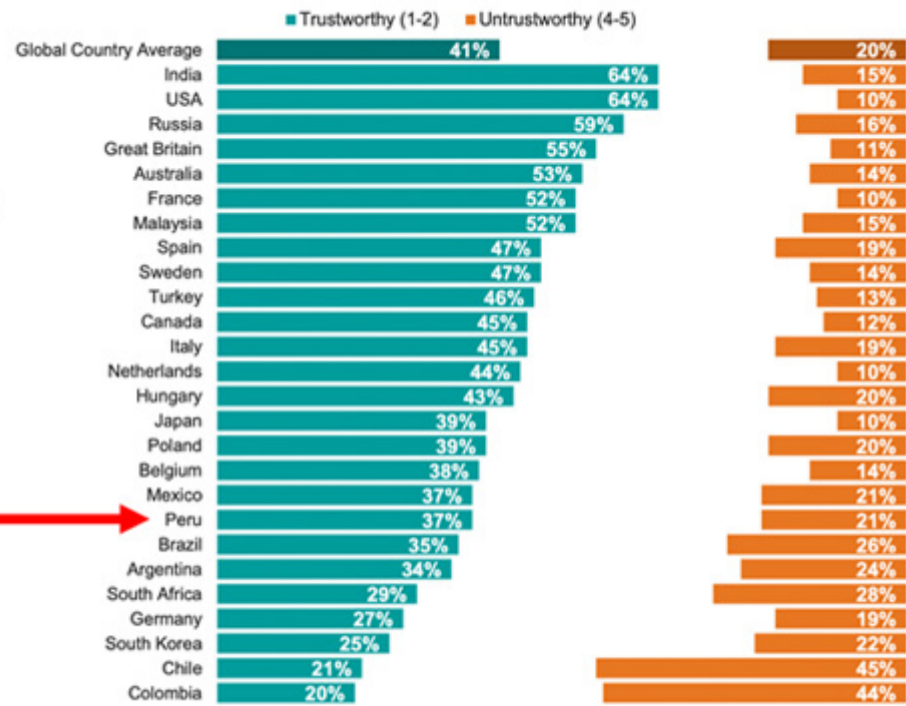


TRUST IN ARMED FORCES MEMBERS BY COUNTRY

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Members of the armed forces

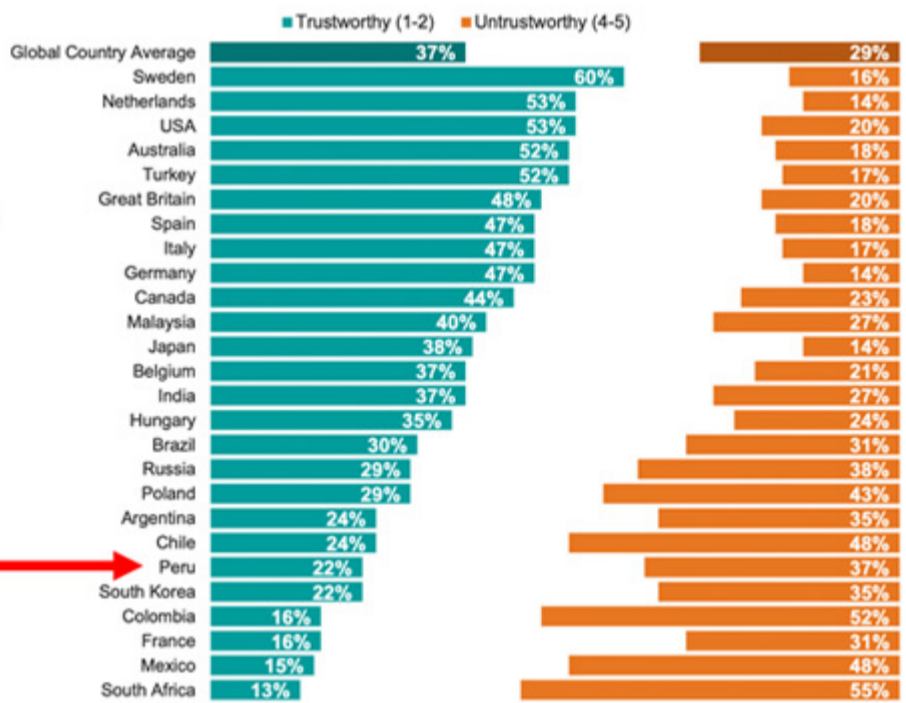


TRUST IN THE POLICE BY COUNTRY

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The police

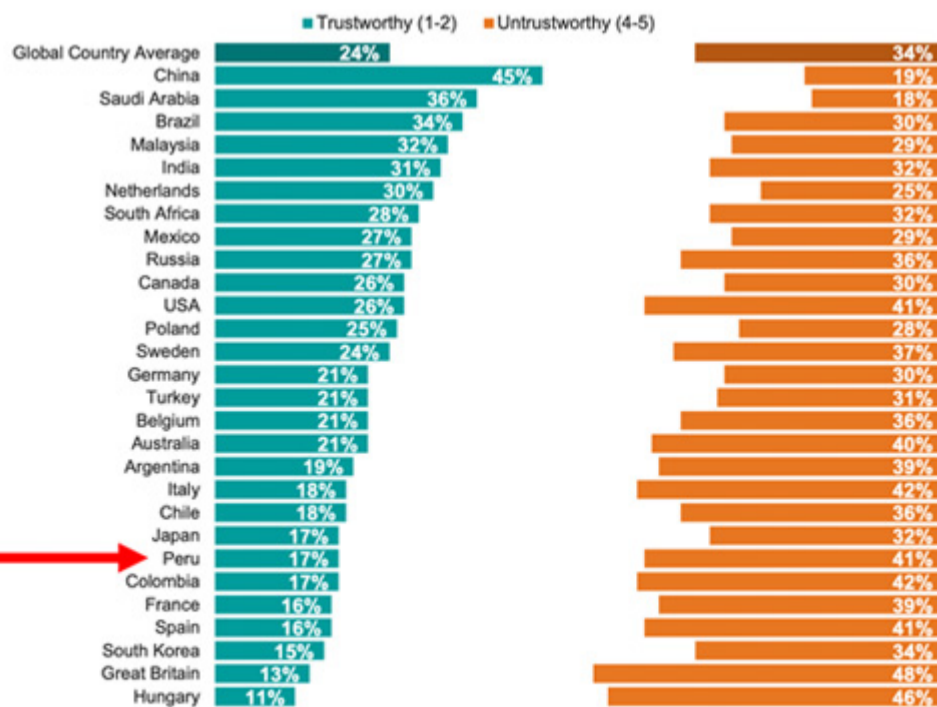


TRUST IN JOURNALISTS BY COUNTRY

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Journalists

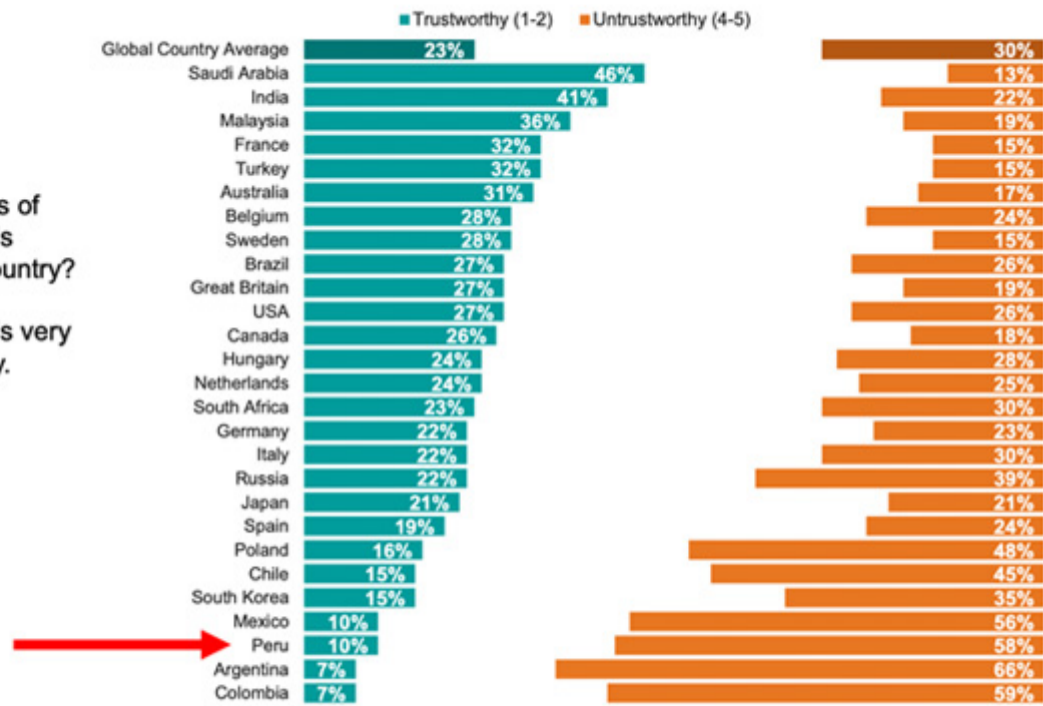


TRUST IN CIVIL SERVANTS BY COUNTRY

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Civil Servants



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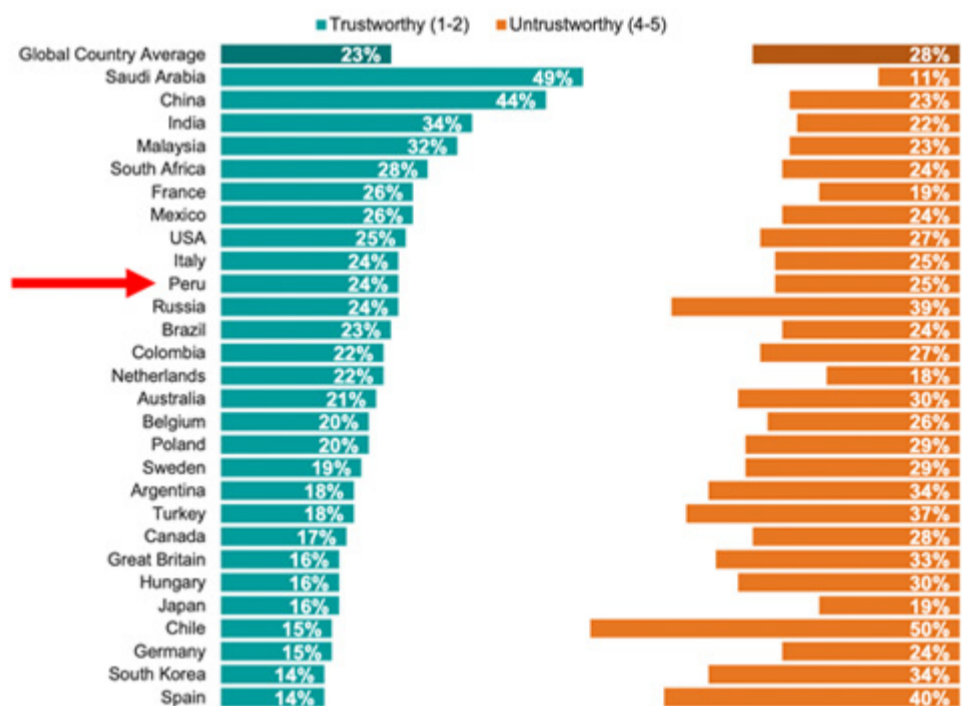
En comparación con los demás países del estudio, en el Perú, los líderes empresariales son los que alcanzan mayores niveles de confianza.

TRUST IN BUSINESS LEADERS BY COUNTRY

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

Business leaders



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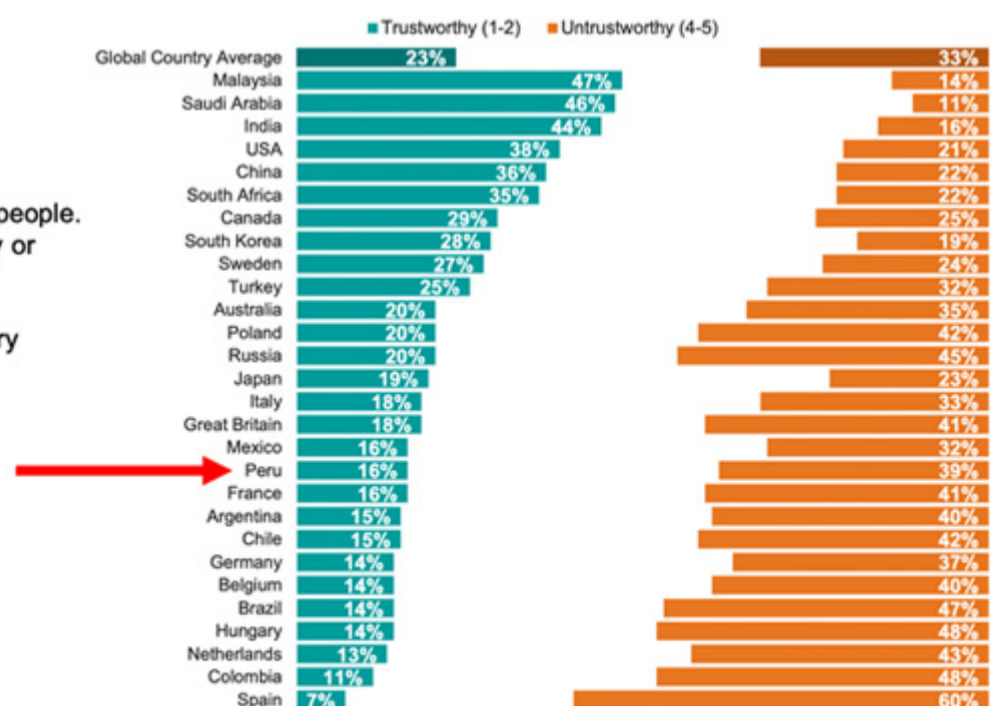


TRUST IN BANKERS BY COUNTRY

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Bankers



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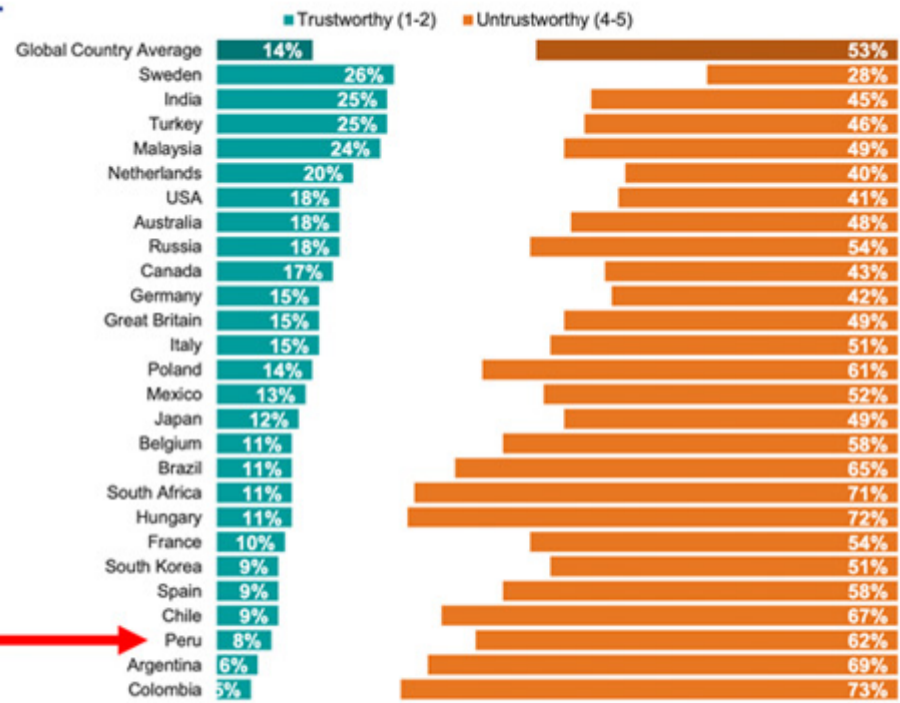


TRUST IN GOVERNMENT MINISTERS BY COUNTRY

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

Government Ministers

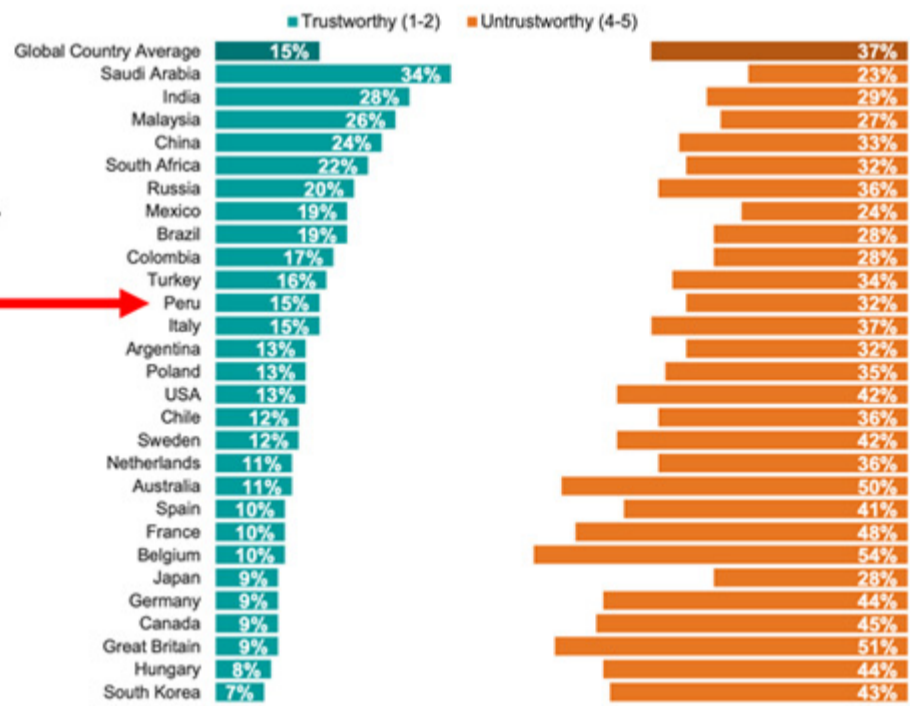


TRUST IN ADVERTISING EXECES BY COUNTRY

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.

Advertising executives



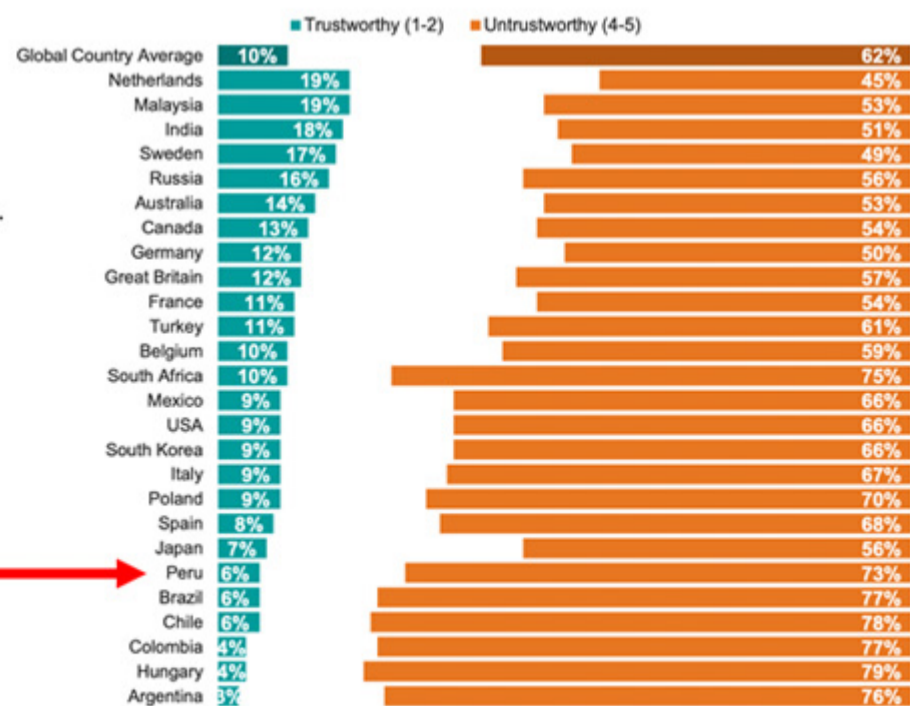
Tal como indicado líneas arriba, los políticos peruanos son los que generan los peores niveles de confianza.

TRUST IN POLITICIANS BY COUNTRY

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.

Politicians generally



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