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# Maine State Library: Trusted Professionals Survey 2016

Portland Research Group

Maine State Library

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# Maine State Library

## Trusted Professionals Survey

Prepared by:



Portland  
Research  
Group

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# Objectives

- The primary objective of the research is to measure the perceived “trustworthiness” (honest and ethical standards) of librarians and a variety of other professions. Specific learning will include, but may not be limited to:
  - Measuring perceptions of the honesty and ethical standards of librarians and other professions;
  - Comparing perceptions of librarians to those of other professions;
  - Assessing perceptions of librarians across demographic subgroups; and
  - Assessing impressions of residents of Maine compared to those nationally collected through a Gallup® study (excluding librarians).

# Methodology

<b>Respondent Criteria</b>	<ul style="list-style-type: none"><li>• Respondents are adults over the age of 18 whose primary residence is located in the State of Maine.</li><li>• Respondents are members of an online panel.</li></ul>
<b>Data Collection</b>	<ul style="list-style-type: none"><li>• Web Survey</li><li>• August 2016</li><li>• The online survey was programmed and hosted by Portland Research Group</li></ul>
<b>Respondent Counts</b>	<ul style="list-style-type: none"><li>• n=400</li></ul>
<b>Research Caveat</b>	<ul style="list-style-type: none"><li>• This report provides many useful insights with reasonable sample sizes. However, some results should be used directionally due to a sample size less than n=50.</li></ul>
<b>Questionnaire</b>	<ul style="list-style-type: none"><li>• Structured web survey containing 32 questions.</li><li>• Questions addressed the honesty and ethical standards of librarians and a variety of other professions, age, marital status, residence location, education, income, ethnic background and gender.</li></ul>

# Methodology: Sample Segments

- At the 95% level of confidence a random sample size of n=400 yields a maximum margin of error of +/- 4.9 percentage points at the 95% level of confidence. That is, if the reported percentage is 50%, one can be 95% confident that the percentage for the entire population would fall within the range of 45.1% and 54.9%. Sample tolerances for smaller subgroups are broader. The data has been weighted by gender and age to reflect the distribution of the population of the State of Maine per the 2010 U.S. Census.

	<u>Sample Size</u>
<b>Total</b>	<b>(n=400)</b>
<b>Age</b>	
18 to 34	n=97
35 to 64	n=223
65 or older	n=79
<b>Household Income</b>	
Less than \$50,000	n=163
\$50,000 to Less than \$75,000	n=125
\$75,000 or more	n=76
<b>Gender</b>	
Male	n=185
Female	n=215

	<u>Sample Size</u>
<b>Total</b>	<b>(n=400)</b>
<b>Education</b>	
High school or less	n=73
Some college / Tech	n=139
4 year college	n=186
<b>Regions</b>	
Southern	n=135
Midcoast	n=50
Central	n=127
Northern	n=43*
<b>Ethnicity</b>	
White	n=378
Non-white	n=17*

\*Caution, small base size (n<50); use for directional purposes only.

# Methodology: Region Definitions - Counties

- **Southern:** York, Cumberland
- **Midcoast:** Sagadahoc, Waldo, Knox, Hancock, Lincoln
- **Central:** Androscoggin, Kennebec, Oxford, Penobscot
- **Northern:** Aroostook, Somerset, Franklin, Piscataquis, Washington

\*Caution, small base size (n<50); use for directional purposes only.

# Key Findings

- Among the twenty-two professions included in this research, the top rated in terms of perceived honesty and ethics, are Nurses (81%), followed by Librarians (78%) and Pharmacists (74%).
- Only seven of the twenty-two professions included in the research received “High/Very High” scores from at least one-half of the respondents.
- The results from Maine are very similar to those from a National survey. The order of professions in terms of the most trustworthy to the least trustworthy were almost identical.
  - Comparing the percentage of “High/Very High” ratings between Maine and Nationally, few gaps exceeded five percentage points.
  - The biggest differences include: Clergy (Maine, +9 percentage points), Journalists (Maine, -9), Real Estate Agents (Maine, -8), and Advertising Practitioners (Maine, -7).
- The professions perceived to be least honest and ethical to residents of Maine include Telemarketers (2%), Car Salespeople (2%), Members of Congress (3%), Advertising Practitioners (3%), and Lobbyists (4%).

\*Caution, small base size (n<50); use for directional purposes only.



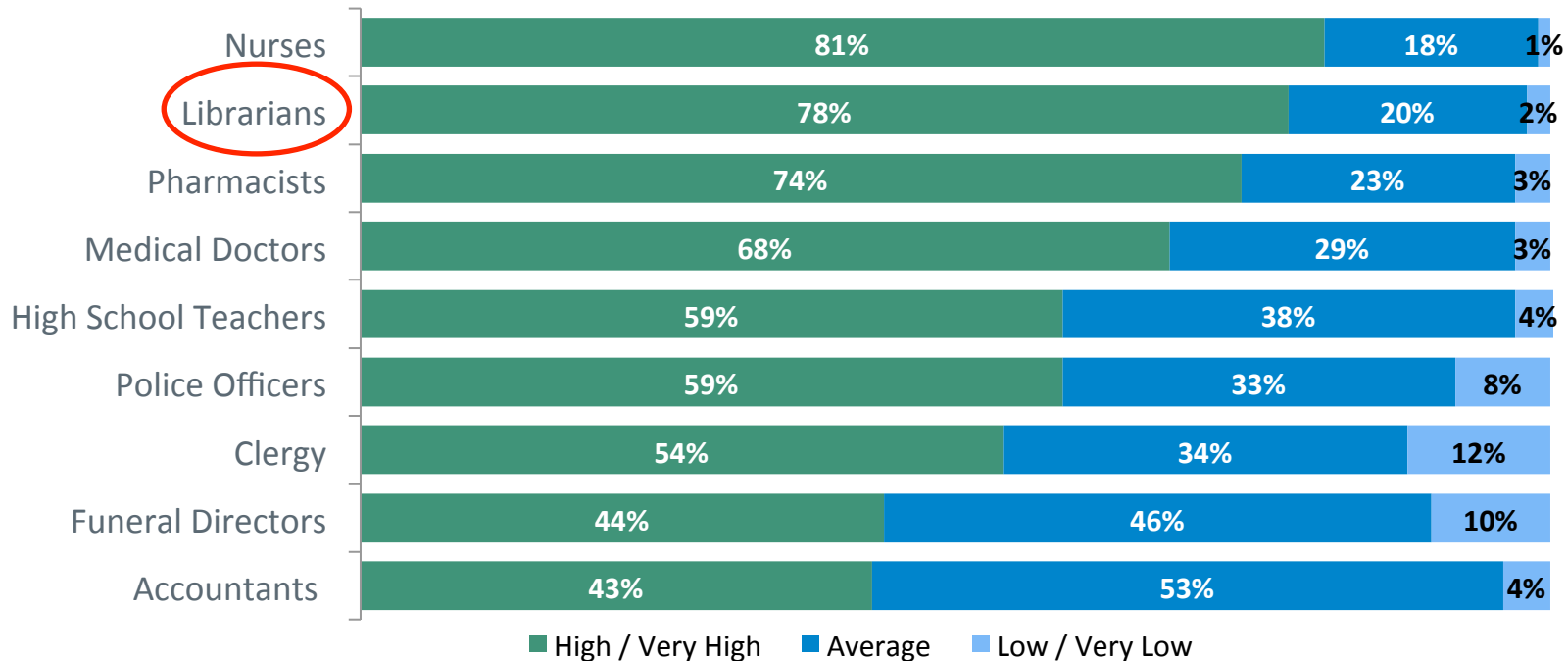
# Detailed Findings

# Highest Rated Professions

- Nurses (81%), Librarians (78%) and Pharmacists (74%) received the highest levels of High / Very High "trustworthiness" ratings.
- Just seven of twenty-two professions included in the research received high or very high ratings from at least one-half of respondents.

## Trustworthiness of Professions – Highest Ratings

Base: All Respondents (n=400)

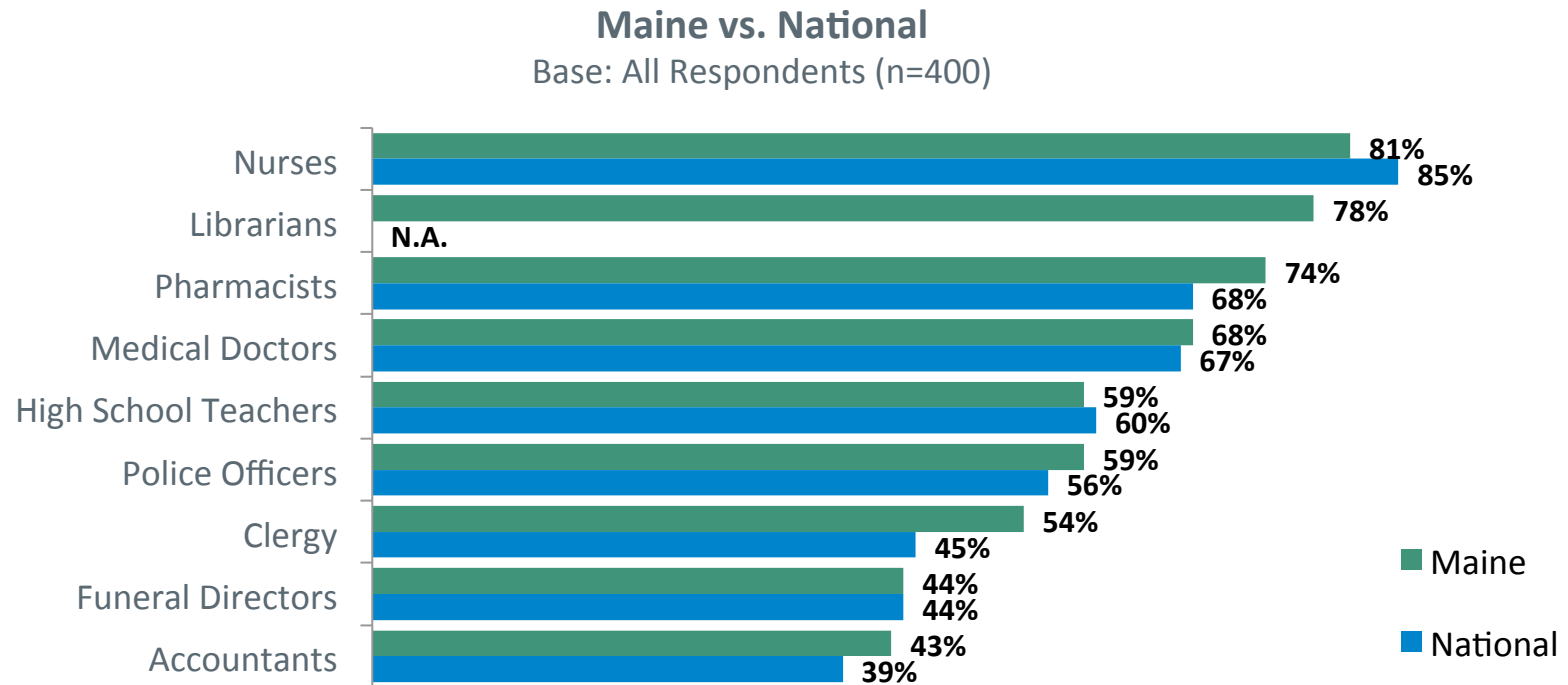


■ High / Very High ■ Average ■ Low / Very Low

➤ Q1-22 Please rate the honesty and ethical standards of... (please select one response)

# Highest Rated Professions (contd.)

- Across the highest rated professions, Maine scores compare relatively closely to National scores. In terms of percent high ratings, the order is the same.
  - The biggest gap between Maine and National scores for this group of professions is nine percentage points for clergy.



➤ Q1-22 Please rate the honesty and ethical standards of... (please select one response)

# Highest Rated Professions (contd.)

- The higher the level of education completed by a respondent the more likely they are to give these professions high ratings.
- Some statistically significant differences were revealed across income segments for high ratings of Librarians, Clergy, Funeral Directors and Accountants.

Highest Rated Professions High / Very High Base: All respondents (n=400)						
	High School or less (n=73) A	Some College / Tech (n=139) B	4 Year College or More (n=186) C	Less than \$50k (n=163) D	\$50k to \$100k (n=125) E	\$100k or More (n=76) F
Nurses	69%	87% <sub>A</sub>	80%	84%	79%	78%
Librarians	60%	78% <sub>A</sub>	85% <sub>A</sub>	73%	85% <sub>D</sub>	75%
Pharmacists	70%	74%	79%	76%	78%	72%
Medical Doctors	49%	70% <sub>A</sub>	73% <sub>A</sub>	65%	72%	72%
High School Teachers	44%	57%	68% <sub>A</sub>	59%	64%	57%
Police Officers	47%	59%	64% <sub>A</sub>	59%	63%	56%
Clergy	34%	49% <sub>A</sub>	65% <sub>AB</sub>	45%	60% <sub>D</sub>	61% <sub>D</sub>
Funeral Directors	36%	48%	44%	51% <sub>F</sub>	48%	37%
Accountants	24%	49% <sub>A</sub>	47% <sub>A</sub>	38%	52% <sub>D</sub>	42%

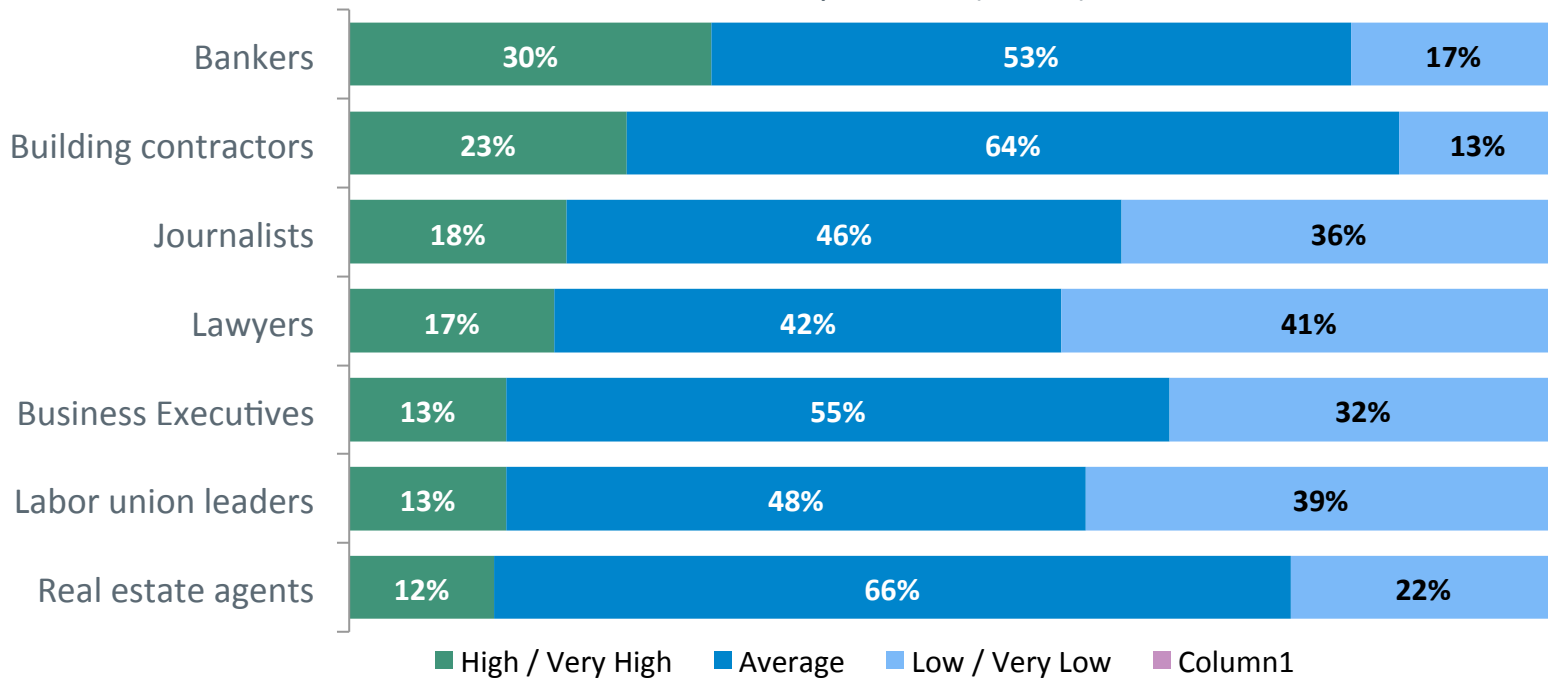
A, B, C, D, E, F: Significantly higher than the column specified at the 95% level of confidence

# Mid-Tier Rated Professions

- Bankers (30%) and Building Contractors (23%) are at the top of the Mid-Tier group of professions.
- The percentage of “average” ratings of the professions in this group exceed the high and low levels of ratings. Real Estate Agents (66%) and Building Contractors (64%) received the highest percentages of “average” ratings in this group.
- Lawyers received similar percentages of “average” and low ratings.

## Trustworthiness of Professions – Mid-Tier Ratings

Base: All Respondents (n=400)

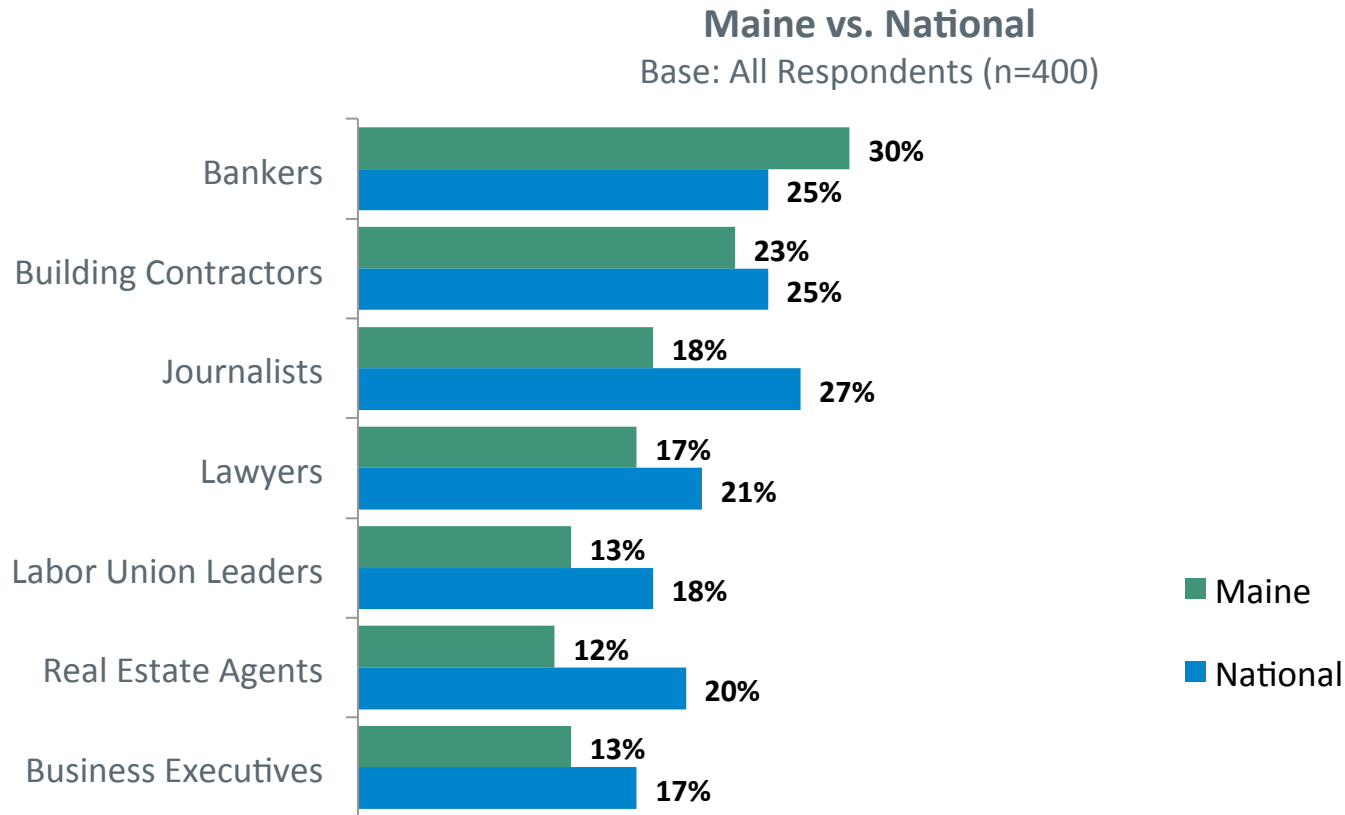


■ High / Very High ■ Average ■ Low / Very Low ■ Column1

➤ Q1-22 Please rate the honesty and ethical standards of... (please select one response)

# Mid-Tier Rated Professions (contd.)

- The Maine and National numbers do not compare quite so closely across Mid-Tier rated professions as for the Highest rated professions.
- The biggest gap in scores occurs for Journalists and Real Estate Agents



■ Maine  
■ National

➤ Q1-22 Please rate the honesty and ethical standards of... (please select one response)

# Mid-Tier Rated Professions (contd.)

- Those ages 18-34 are significantly more likely than those 35 to 64 to give all Mid-Tier professions high ratings. Also, the high scores given for Building Contractors, Labor Union Leaders and Real Estate Agents are significantly different between the youngest and oldest age groups.
- A significantly higher percentage of respondents from lower (29%) and middle (24%) than high (12%) income households gave Building Contractors high ratings.

Mid-Tier Rated Professions High / Very High Base: All respondents (n=400)			
	18-34 Years Old (n=97) A	35-64 Years Old (n=223) B	65 Years or Older (n=79) C
Bankers	41% <sub>B</sub>	24%	31%
Building Contractors	43% <sub>BC</sub>	19%	12%
Journalists	27% <sub>B</sub>	15%	15%
Lawyers	27% <sub>B</sub>	13%	14%
Business Executives	18% <sub>B</sub>	9%	16%
Labor Union Leaders	26% <sub>BC</sub>	9%	5%
Real Estate Agents	23% <sub>BC</sub>	10%	7%

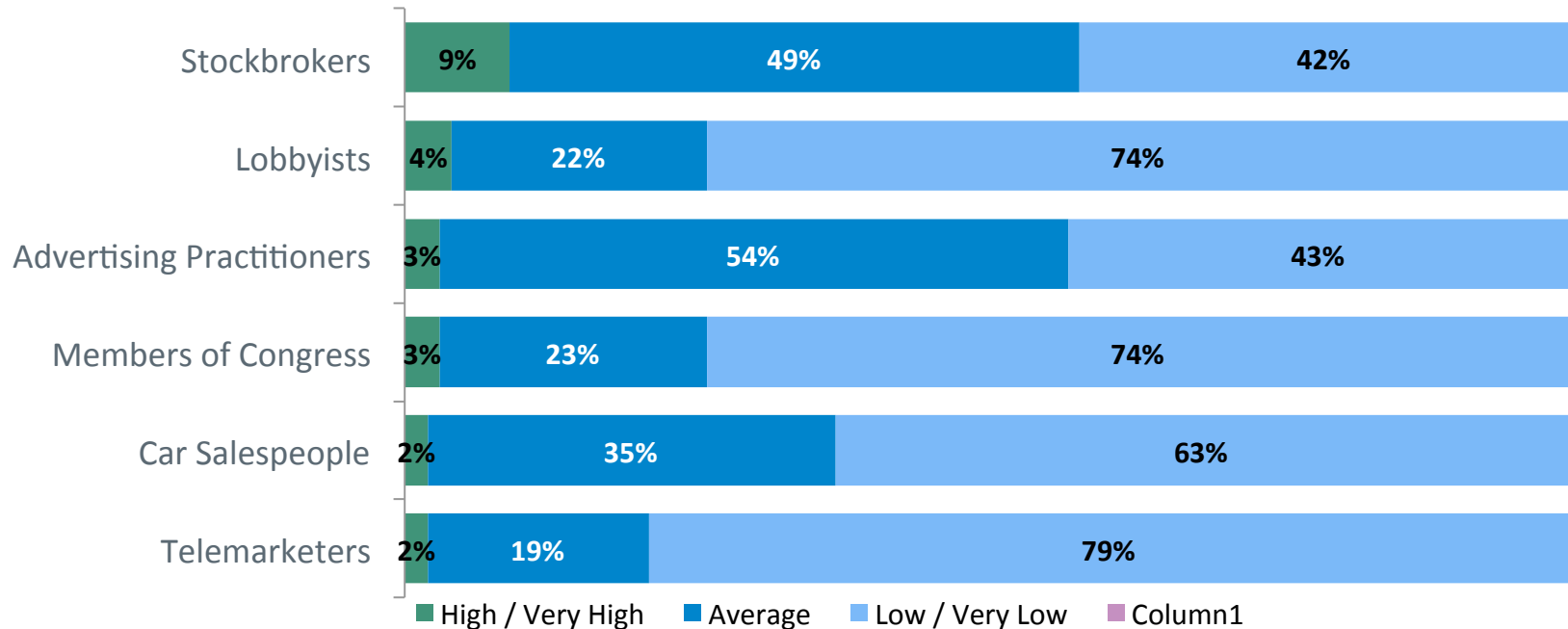
A, B, C: Significantly higher than the column specified at the 95% level of confidence

# Lowest Rated Professions

- Telemarketers (2%), Car Salespeople (2%), Members of Congress (3%) and Advertising Practitioners (3%) received the lowest levels of high ratings among the 22 professions included in this research.
- The bottom four professions received levels of low ratings that exceeded all other ratings the professions were given.

## Trustworthiness of Professions – Lowest Ratings

Base: All Respondents (n=400)



➤ Q1-22 Please rate the honesty and ethical standards of... (please select one response)

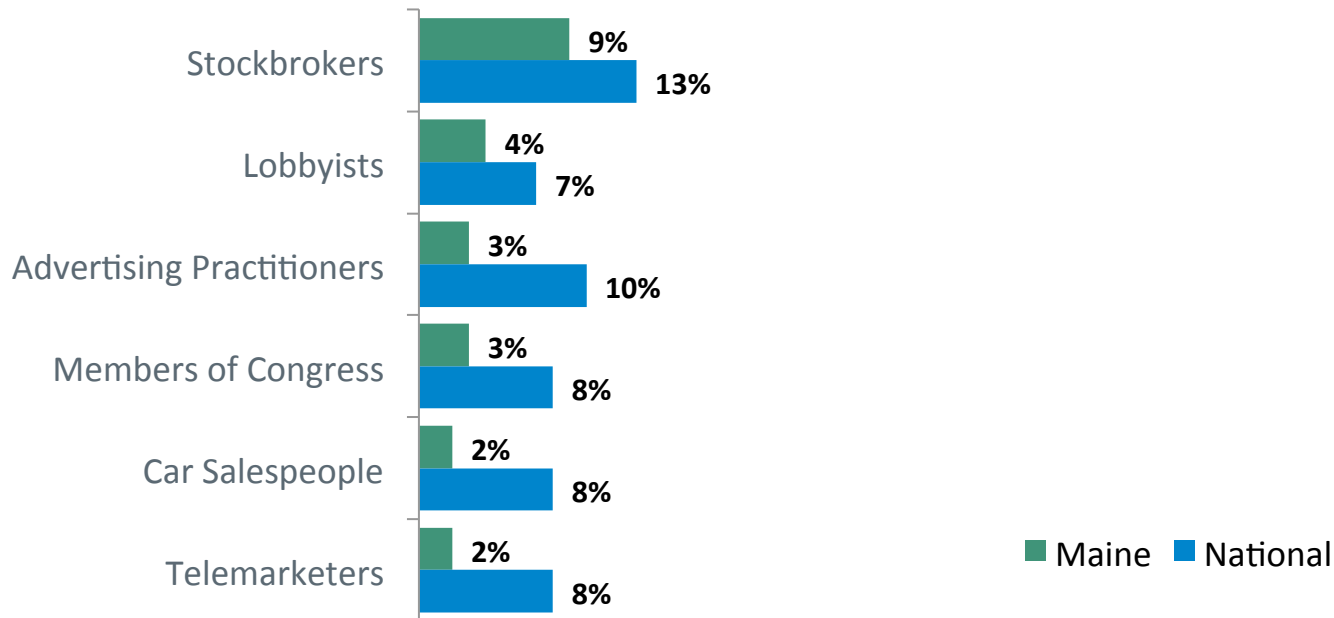


# Lowest Rated Professions (contd.)

- All of the lowest rated professions received higher percentages of high scores nationally than among Maine residents.
- The broadest gap recorded among these professions is for Advertising Practitioners at 7 percentage points.

## Maine vs. National

Base: All Respondents (n=400)



■ Maine ■ National

➤ Q1-22 Please rate the honesty and ethical standards of... (please select one response)

# Lowest Rated Professions (contd.)

- A significantly higher percentage of 18 to 34 years olds than those 35 to 64 and 65 years or older gave high ratings to Lobbyists.
- Aside from Stockbrokers, respondents with less education tended to give higher percentages of high ratings to these professions.

Lowest Rated Professions High / Very High Base: All respondents (n=400)						
	18-34 Years Old (n=97) A	35-64 Years Old (n=223) B	65 Years or Older (n=79) C	High School or less (n=73) D	Some College / Tech (n=139) E	4 Year College (n=186) F
Stockbrokers	9%	9%	6%	5%	9%	10%
Advertising Practitioners	5%	3%	1%	7% <sub>F</sub>	4%	2%
Lobbyists	11% <sub>BC</sub>	3%	0%	16% <sub>EF</sub>	1%	2%
Members of Congress	7% <sub>B</sub>	1%	1%	7% <sub>E</sub>	0%	3%
Car Salespeople	4%	2%	0%	6% <sub>E</sub>	1%	2%
Telemarketers	6%	2%	0%	9% <sub>EF</sub>	2%	<1%

A, B, C, D, E, F: Significantly higher than the column specified at the 95% level of confidence

# Respondent Profile

# Classification

	<u>Total</u>
<b>Age</b>	<b>(n=400)</b>
18 to 24	11%
25 to 34	14%
35 to 44	16%
45 to 54	21%
55 to 64	18%
65 to 74	11%
75 to 84	6%
85 or older	3%
<b>Marital Status</b>	<b>(n=400)</b>
Single, never married	25%
Married or partnered	58%
Previously married	14%
Prefer not to answer	3%
<b>Children Under 18 in Household</b>	<b>(n=400)</b>
Yes	29%
No	70%
Prefer not to answer	1%
<b>Children Attending College now</b>	<b>(n=396)</b>
Yes	10%
No	89%
Prefer not to answer	1%
<b>Children Attending College within next four years</b>	<b>(n=396)</b>
Yes	11%
No	87%
Prefer not to answer	2%

	<u>Total</u>
<b>City or Town of Primary Residence (Regions)</b>	<b>(n=400)</b>
Southern	33%
Midcoast	11%
Central	12%
Northern	31%
Prefer not to answer	13
<b>Education</b>	<b>(n=400)</b>
High School or less	18%
Some College/Two-year/Technical Degree	37%
College Degree (four year)	23%
Some Graduate School	3%
Graduate Degree	18%
Prefer not to answer	1%
<b>2015 Pre-Tax Household Income</b>	<b>(n=400)</b>
Less than 35,000	25%
\$35,000 to less than \$50,000	15%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	14%
\$100,000 to less than \$150,000	11%
\$150,000 or more	8%
Prefer not to answer	10%
Don't Know	1%
<b>Gender</b>	<b>(n=400)</b>
Female	52%
Male	48%

# Classification (contd.)

	<u>Total</u>
<b>Employment Status</b>	<b>(n=400)</b>
Employed (Full or Part Time)*	44%
Unemployed	7%
Disabled	1%
Military Service	<1%
Stay at home parent	7%
Retired	26%
Student	4%
Prefer not to answer	11%
<b>Ethnicity</b>	<b>(n=400)</b>
Caucasian/White	94%
American Indian	2%
Asian Pacific/Islander	1%
Hispanic	1%
Black/African American	1%
Other	<1%
Prefer not to answer	1%

\*Please see Appendix A for additional data.

# Appendix A

## Additional Data

# Additional Data

Q28. What do you do for a living?

Professions*	(n=400)
Education	4%
Technology/ IT	4%
Healthcare	3%
Retail	3%
Administration/ Management	3%
Banking/ Finance/ Insurance	2%
Sales/ Marketing	2%
Customer service	2%
Engineering/ Surveying	2%
Food/ Beverage	2%
Clerical	1%
Counseling	1%
Transportation	1%
Pharmacy	1%
Social work	1%
Clergy	1%
Law enforcement/ Corrections	1%
Security	1%
Accountant	1%

Professions*	(n=400)
Analyst	1%
Legal	1%
Business owner	1%
Development	1%
Forestry	1%
Warehouse	1%
Automotive	1%
Delivery/ Postal	1%
Consulting	1%
Property management	1%
Manufacturing	1%
Construction	<1%
Government	<1%
Fire safety/ EMS	<1%
Fundraising	<1%
Writing/ Journalism	<1%
Data entry	<1%
Self employed	<1%
Professional	<1%

\*Adds to more than 100% due to rounding.

# Appendix B

## Questionnaire



# Appendix B: Questionnaire

Project#: 16.017

**Maine State Library Trusted Professionals Survey**  
**Web Questionnaire – Online Panel**  
*(Version 1 – July 29, 2016)*

Quota: n=400

**INTRODUCTION**

Thank you for taking a few minutes out of your busy schedule to complete this questionnaire. Your responses will remain strictly confidential. This is for research purposes only – we will not try to sell you anything.

**SCREENER**

A. Are you an adult, eighteen years of age or older?

- Yes 1 (CONTINUE)
- No 2 (THANK AND TERMINATE)
- Prefer not to answer 8 (THANK AND TERMINATE)
- Don't know 9 (THANK AND TERMINATE)

B. In what state is your primary residence located? (DROP DOWN LIST OF STATES AND WASHINGTON, D.C.)

**IF MAINE SELECTED, CONTINUE, ELSE THANK AND TERMINATE**

(ON SCREEN BY ITSELF) In this series of questions you will be asked to rate the honesty and ethical standards of people in a number of different fields – *very low, low, average, high or very high*. (EACH QUESTION IS PURPOSELY ON ITS OWN PAGE SO RESPONDENTS ARE JUDGING JUST THAT PROFESSION. DO NOT LET RESPONDENTS BACK-UP)

(RANDOMIZE Q1 – Q22) (ALL REQUIRED)

1. Please rate the honesty and ethical standards of **Librarians**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

2. Please rate the honesty and ethical standards of **Nurses**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

3. Please rate the honesty and ethical standards of **Pharmacists**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

4. Please rate the honesty and ethical standards of **Medical Doctors**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

5. Please rate the honesty and ethical standards of **High School Teachers**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

6. Please rate the honesty and ethical standards of **Police Officers**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

7. Please rate the honesty and ethical standards of **Clergy**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

8. Please rate the honesty and ethical standards of **Funeral Directors**. *(Please select one response)*

<u>Very Low</u>	<u>Low</u>	<u>Average</u>	<u>High</u>	<u>Very High</u>
1	2	3	4	5

# Appendix B: Questionnaire (continued)

9. Please rate the honesty and ethical standards of **Accountants**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

10. Please rate the honesty and ethical standards of **Journalists**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

11. Please rate the honesty and ethical standards of **Bankers**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

12. Please rate the honesty and ethical standards of **Building Contractors**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

13. Please rate the honesty and ethical standards of **Lawyers**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

14. Please rate the honesty and ethical standards of **Real Estate Agents**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

15. Please rate the honesty and ethical standards of **Labor Union Leaders**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

16. Please rate the honesty and ethical standards of **Business Executives**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

17. Please rate the honesty and ethical standards of **Stockbrokers**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

18. Please rate the honesty and ethical standards of **Advertising Practitioners**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

19. Please rate the honesty and ethical standards of **Car Salespeople**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

20. Please rate the honesty and ethical standards of **Telemarketers**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

21. Please rate the honesty and ethical standards of **Members of Congress**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

22. Please rate the honesty and ethical standards of **Lobbyists**. *(Please select one response)*

Very Low      Low      Average      High      Very High  
1                    2                    3                    4                    5

# Appendix B: Questionnaire (continued)

## CLASSIFICATION - ASK EVERYONE

23. The rest of the questions are for classification purposes only. Which of the following categories best describes your age? *(Please select one response)*

- 18 to 24 01
- 25 to 34 02
- 35 to 44 03
- 45 to 54 04
- 55 to 64 05
- 65 to 74 06
- 75 to 84 07
- 85 or older 08
  
- Prefer not to answer 98

24. What is your marital status? *(Please select one response)*

- Single, never married, 1
- Married or Partnered, or 2
- Previously married? 3
- Prefer not to answer 8

25. Do you have any children under the age of 18 living in your household? *(Please select one response)*

- Yes 1
- No 2
- Prefer not to answer 8 (SKIP TO Q27)

26. Does either of the following describe your household's situation regarding children attending college or some other post secondary education program for which you are responsible for paying all or part of the tuition? *(Please select one response for each)*

	<u>YES</u>	<u>NO</u>	<u>REF/DK</u>
a. Children enrolled now	1	2	8
b. Children attending within the next four years	1	2	8

27. In what city or town is your primary residence located? *(Please enter your response in the space provided)*

- 
- Prefer not to answer 98

28. What do you do for a living? *(Please enter your response in the space provided)*

- 
- Military Service 90
  - Stay at Home Parent 91
  - Unemployed 92
  - Retired 93
  - Student 94
  - Prefer not to answer 98

29. What is the highest level of education you have completed? *(Please select one response.)*

- Less than high school (up to 8<sup>th</sup> grade) 1
- High school 2
- Some college 3
- Two-year/technical degree 4
- Four-Year College Degree (B.A./B.S.) 5
- Some graduate school 6
- Graduate Degree 7
- Prefer not to answer 8

30. Into which of the following broad categories did your total 2015 pre-tax household income from all sources fall? Would you say... *(Please select one response)*

- Less than \$35,000, 1
- \$35,000 to less than \$50,000 2
- \$50,000 to less than \$75,000, 3
- \$75,000 to less than \$100,000, 4
- \$100,000 to less than \$150,000, 5
- \$150,000 to less than \$200,000, or 6
- \$200,000 or more? 7
- Prefer not to answer 8
- Don't know 9

# Appendix B: Questionnaire (continued)

31. Which of the following categories best represents your racial or ethnic background? *(Please select one response)*

- Caucasian/White 1
- Black/African American 2
- Hispanic 3
- American Indian 4
- Asian/Pacific Islander 5
- Other *(Please specify):* 7 <<ACCEPT UP TO 25 CHARACTERS>>
- Prefer not to answer 8

32. Are you...

- Male 1
- Female 2
- Prefer not to answer 8

**Thank you very much for participating!**

# For More Information

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