Veracity Index 2017



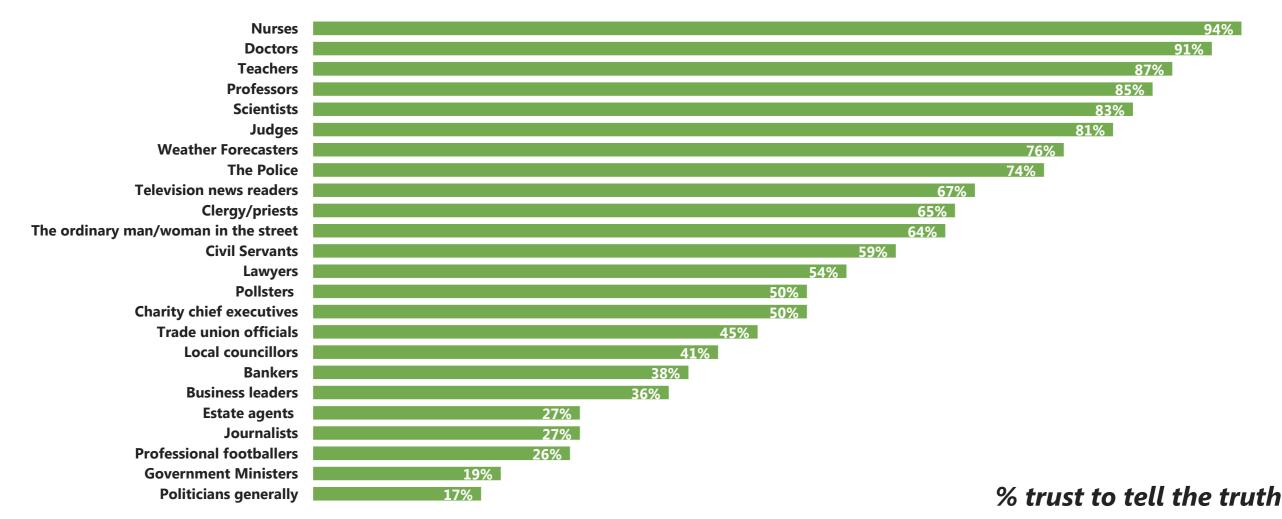
November 2017

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Veracity Index 2017 – all professions overview

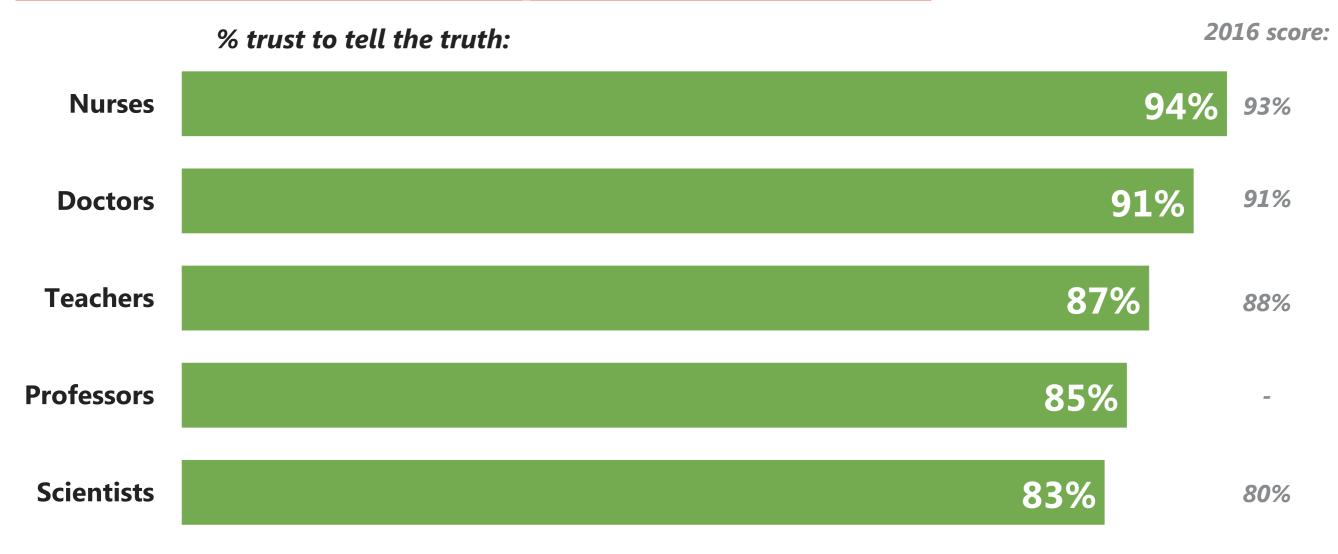
"Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"





Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017

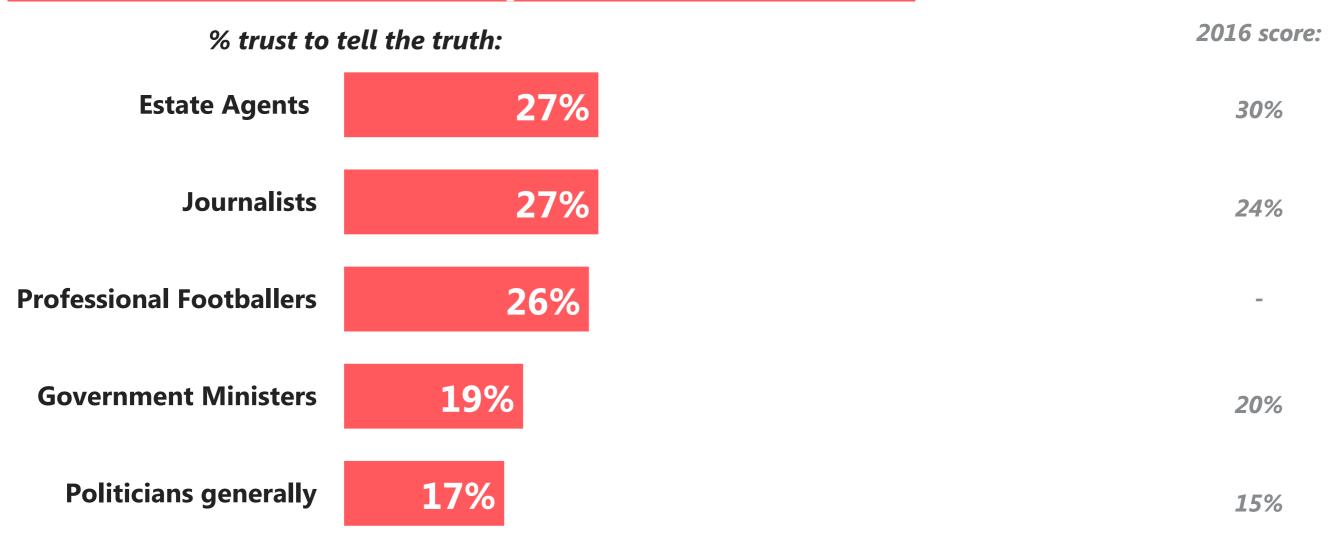
The five most trusted professions, 2017





Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017

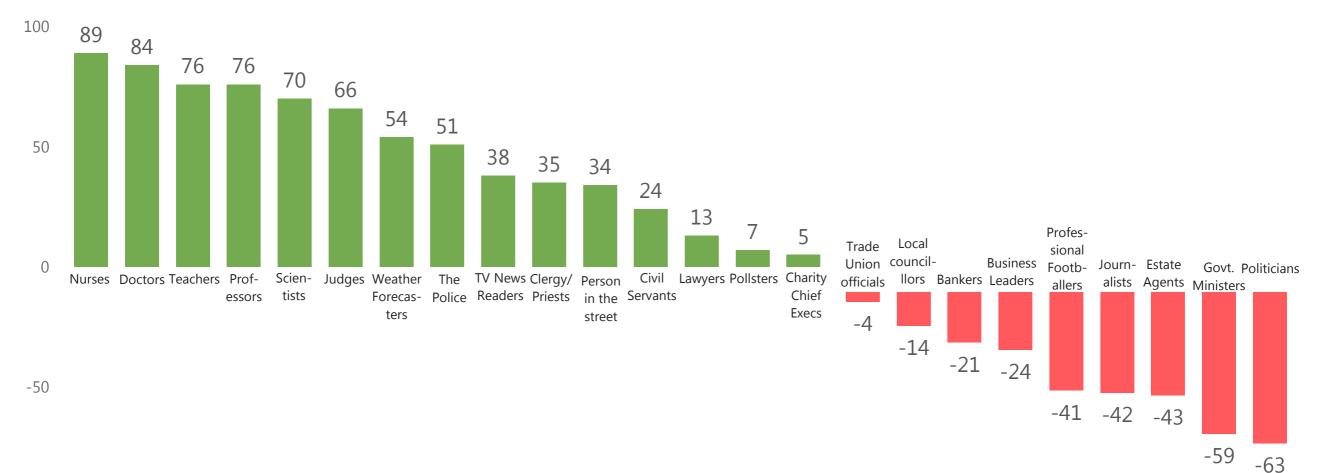
The five least trusted professions, 2017





Net trust in professions

Net trust = % trust to tell the truth - % do not trust to tell the truth



-100



Key movers in public trust over time

% trust to tell the truth:

Professors (+15ppt since 1983) Scientists (+20 ppt since 1997) — The Police (+13ppt since 1983) -Clergy/Priests (-20ppt since 1983) Civil Servants (+34ppt since 1983) Trade Union Officials (+27ppt since 1983) -Business Leaders (+11ppt since 1983) _ -Journalists (+8ppt since 1983)

Ipsos MORI Social Research Institute Base: c. 1,000 British adults aged 15+ per year *: This profession listed for the first time in 2017

All Veracity data, 1983 - 2017

Doctors

Pollsters

----Clergy/Priests

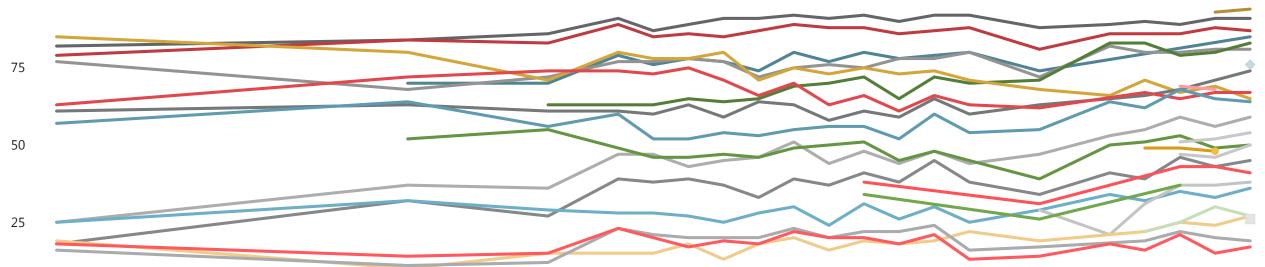
Bankers

-Managers in the NHS

Estate agents

% trust to tell the truth:

100



0

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1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

- Nurses
- ----Scientists
- -Business Leaders
- ----Politicians Generally
- ------Charity Chief Executives

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- ----Teachers
- -----The Police
 - Economists
 - -----Managers in Local Gov
 - -----Lawyers
 - Weather Forecasters*

Professors

— Journalists

-----Hairdressers

— TV news reader

-----Trade Union Officials

Professional footballers*

- ----Ordinary Man/Woman in the street
- Local Councillors
- -----Government Ministers
- -----Builders

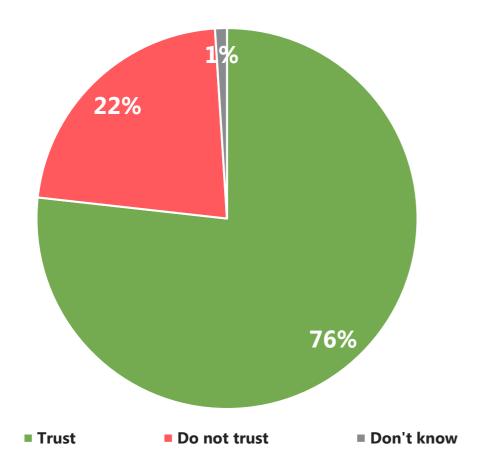
— Judges

Base: c. 1,000 British adults aged 15+ per year *: This profession listed for the first time in 2017

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Weather forecasters are less trusted by those with fewer qualifications

Would you tell me if you generally trust them to tell the truth, or not? Weather Forecasters



Qualifications held	% Trust	% Do not trust	
Degree-level	88	10	
A Level/equivalent	76	23	
GCSE/equivalent	72	28	
No formal qualifications	67	32	

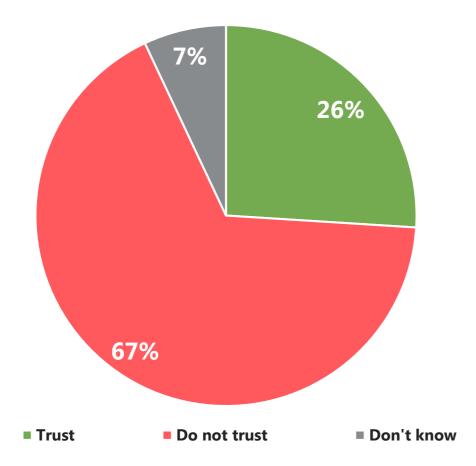
Age	% Trust	% Do not trust
15-34	72%	26%
35-54	74%	24%
55+	81%	18%

Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017



Red card on trust for footballers – except in London

Would you tell me if you generally trust them to tell the truth, or not? *Professional Footballers*



Qualifications held	% Trust	% Do not trust	
Degree-level	30	61	
A Level/equivalent	22	71	
GCSE/equivalent	21	74	
No formal qualifications	30	63	

Locale	% Trust	% Do not trust	
Urban	35	57	
London	42	52	
Non-London urban	29	62	
Suburban	24	69	
Rural	19	72	

Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017



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Gradients of trust by education exist for some "expert" roles, but are much weaker for others

Education level	Weather Forecasters	Pollsters	Civil Servants	Doctors	Scientists	Charity Chief executives
Degree-level	88%	60%	71%	93%	93%	64%
A Level/equivalent	76%	56%	70%	96%	88%	61%
GCSE/equivalent	72%	44%	55%	91%	82%	45%
No formal qualifications	67%	43%	42%	84%	70%	31%
Education level	Teachers	Journalists	Professors	Judges	Police	Person on the street
Degree-level	94%	35%	92%	88%	81%	72%
A Level/equivalent	90%	27%	90%	86%	77%	66%
GCSE/equivalent	82%	22%	86%	79%	70%	60%
No formal qualifications	80%	24%	75%	68%	68%	56%

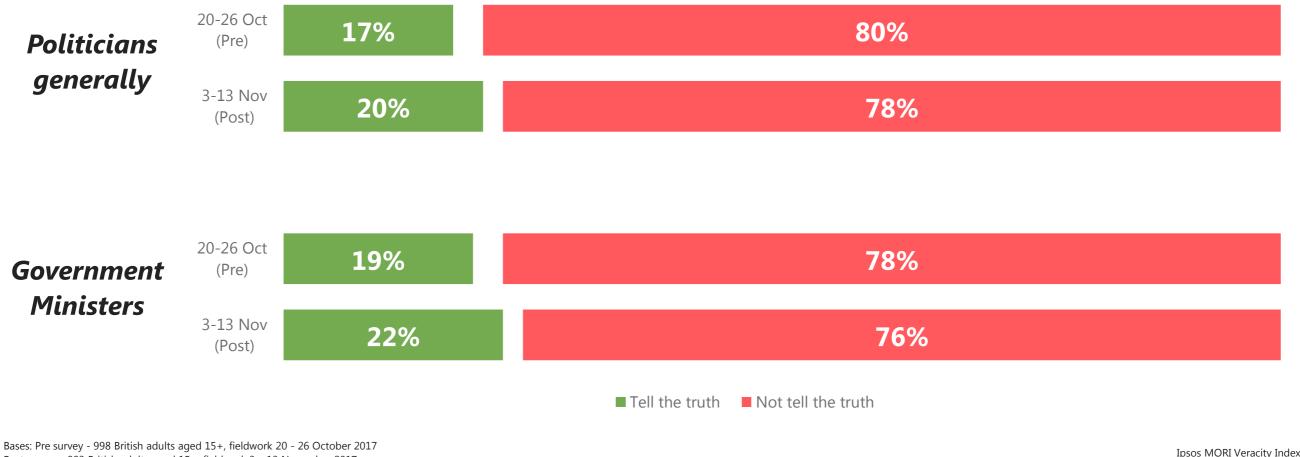
Base: 998 British adults aged 15+, fieldwork 20 - 26 October 2017

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Trust in politicians has been unaffected by revelations of harassment in Westminster – they remain very low

Would you tell me if you generally trust them to tell the truth, or not?



Post survey - 993 British adults aged 15+, fieldwork 3 - 13 November 2017

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Gideon Skinner

Research Director <u>Gideon.Skinner@ipsos.com</u> @GideonSkinner

Michael Clemence

Research Manager <u>Michael.Clemence@ipsos.com</u> @mwclemence



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www.ipsos-mori.com/