

Veracity Index 2017

Ipsos MORI

November 2017

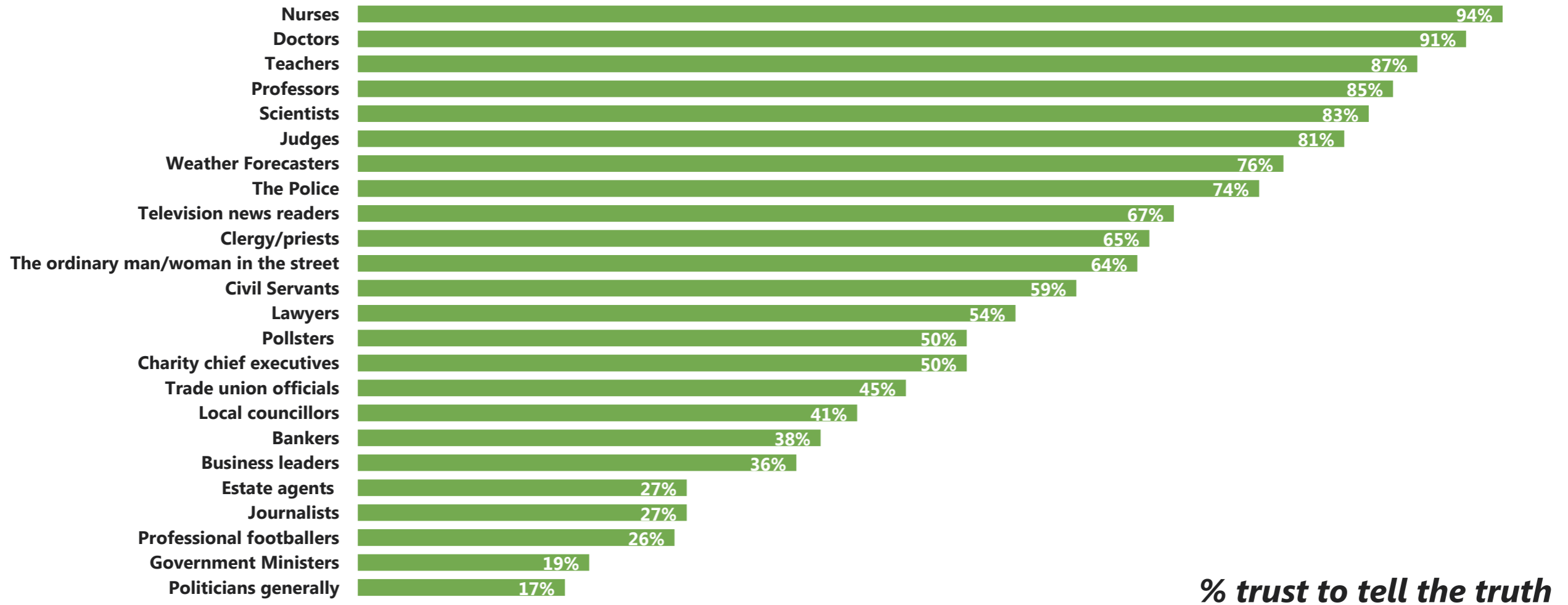
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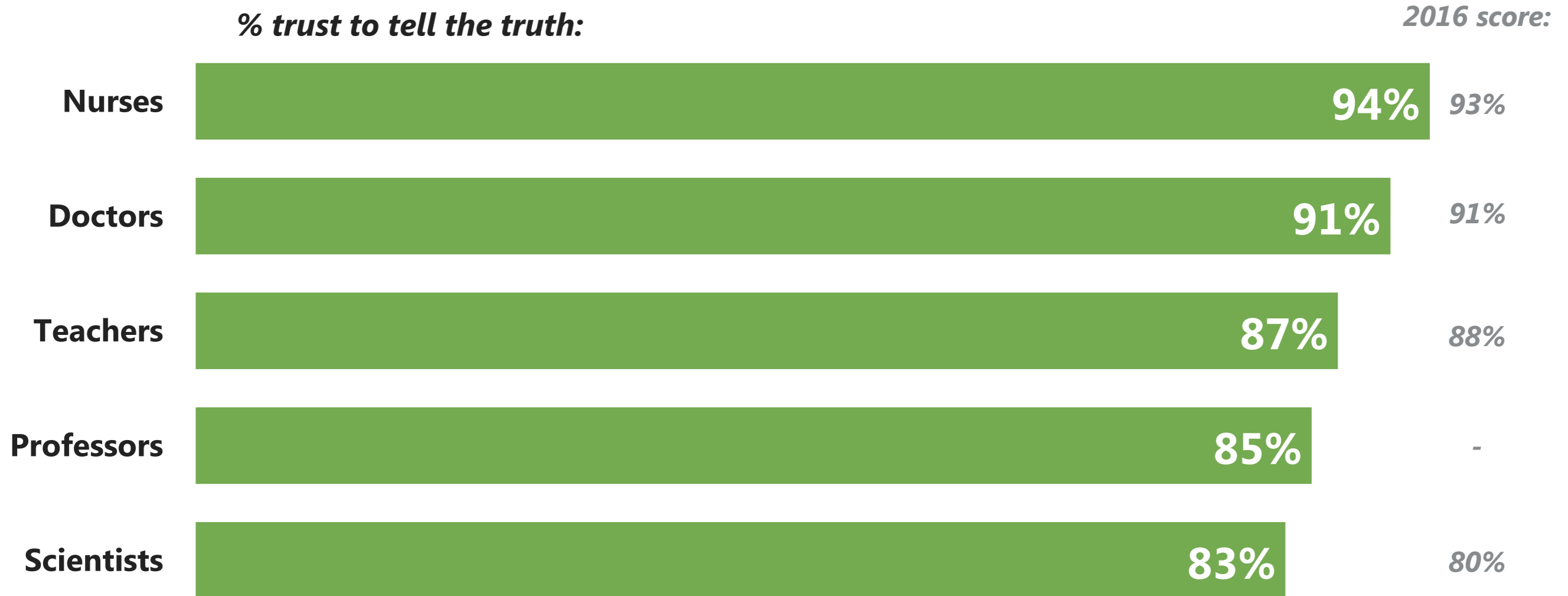
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Veracity Index 2017 – all professions overview

“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?”



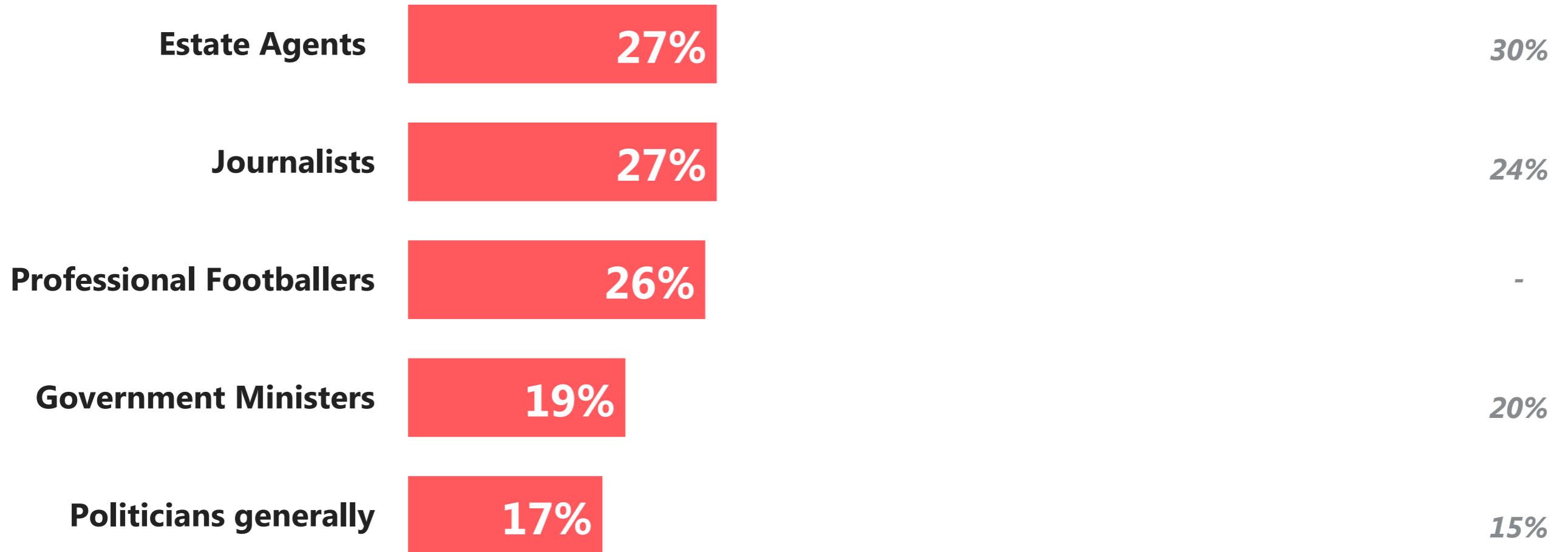
The five most trusted professions, 2017



The five least trusted professions, 2017

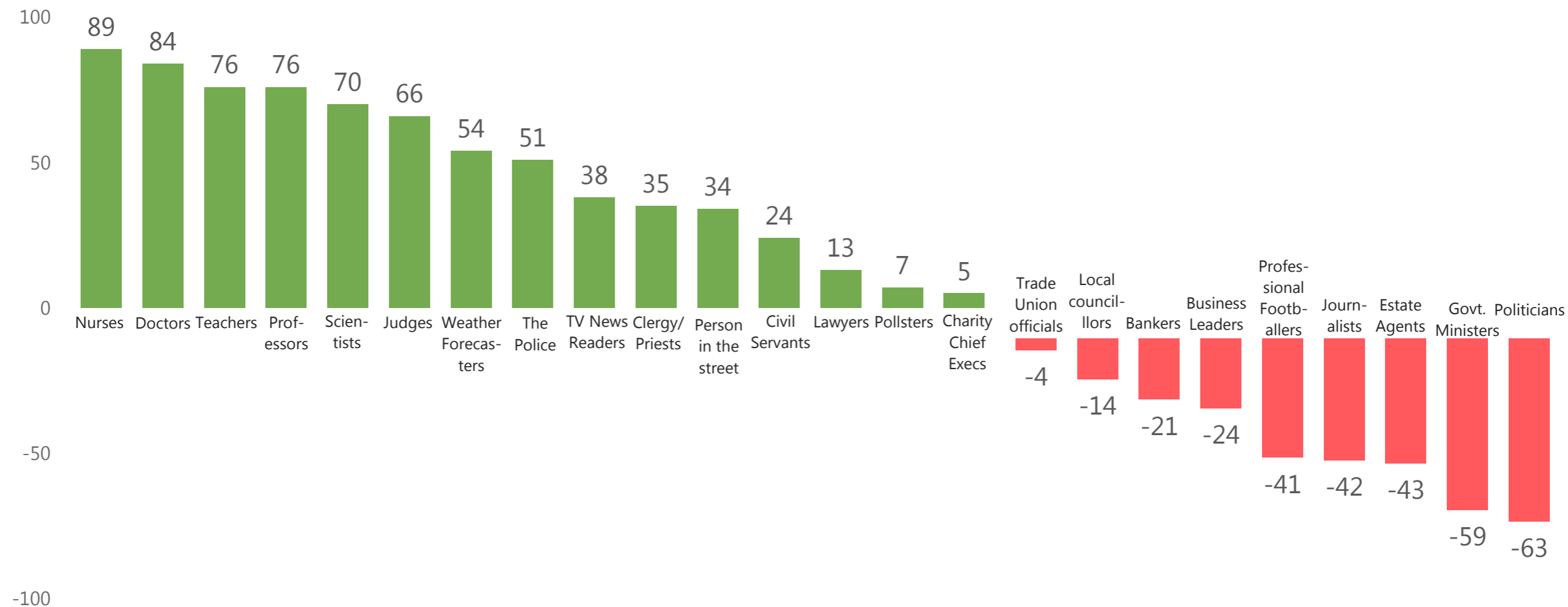
% trust to tell the truth:

2016 score:

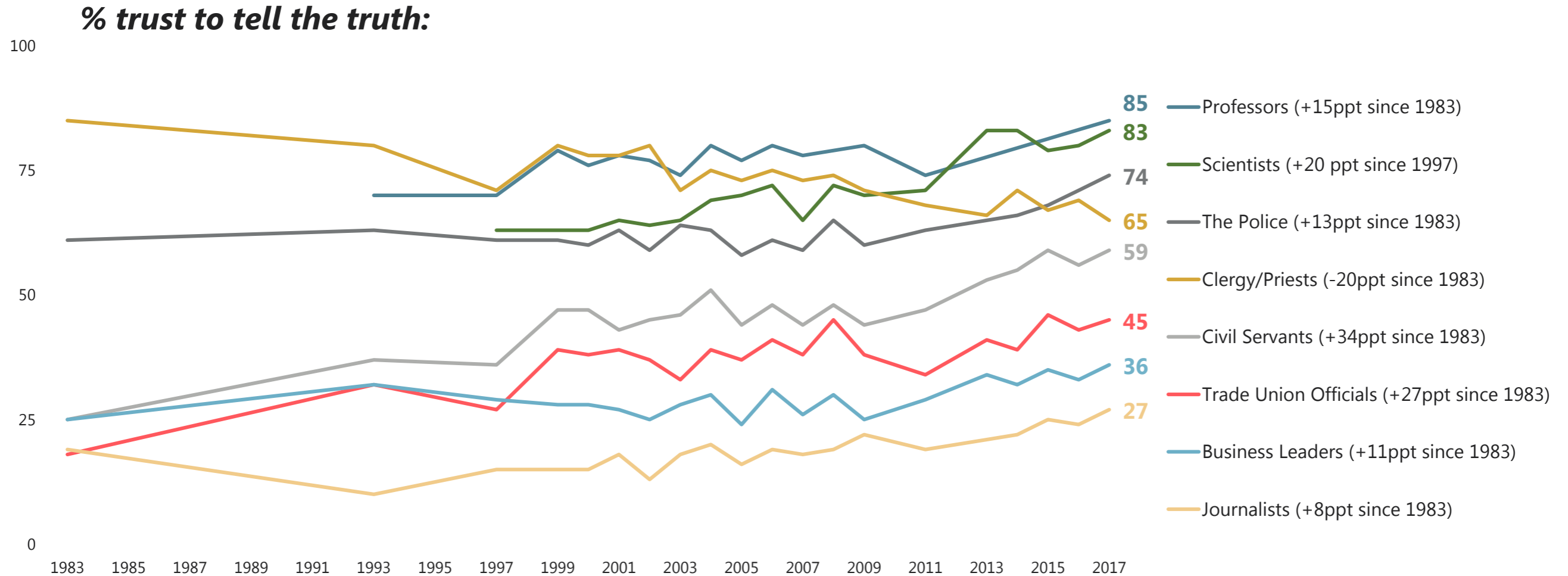


Net trust in professions

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

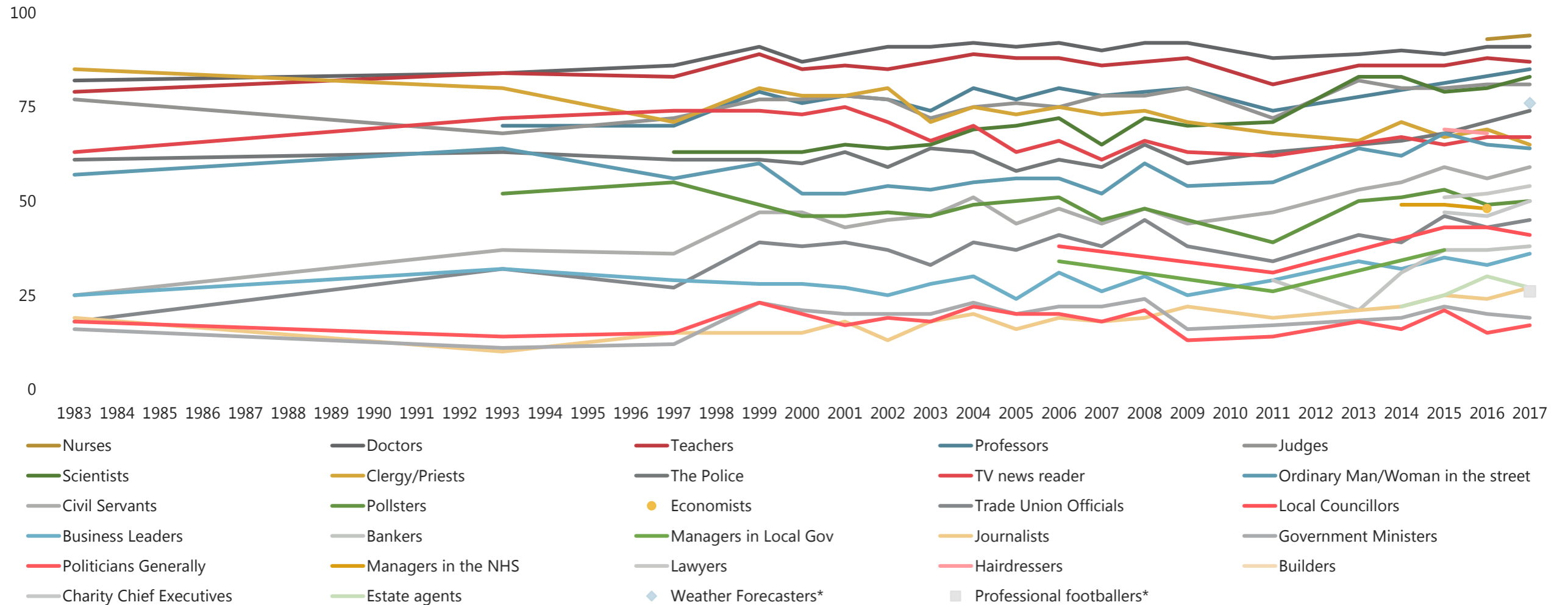


Key movers in public trust over time



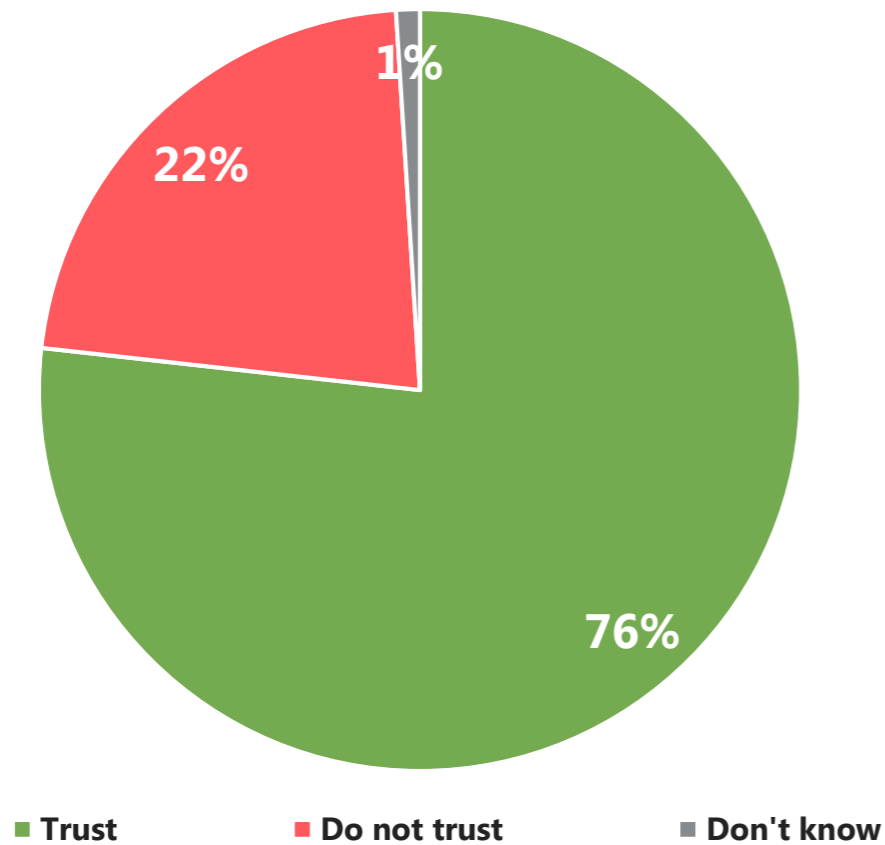
All Veracity data, 1983 - 2017

% trust to tell the truth:



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

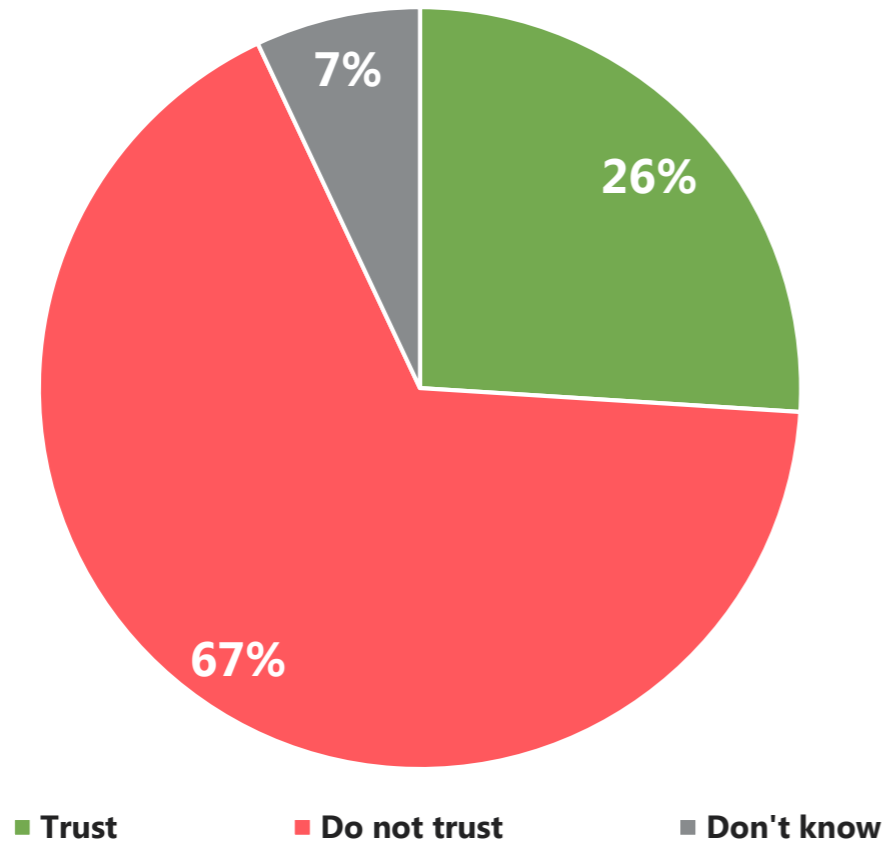
Age	% Trust	% Do not trust
15-34	72%	26%
35-54	74%	24%
55+	81%	18%

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

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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
<i>London</i>	42	52
<i>Non-London urban</i>	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

<i>Education level</i>	Weather Forecasters	Pollsters	Civil Servants	Doctors	Scientists	Charity Chief executives
<i>Degree-level</i>	88%	60%	71%	93%	93%	64%
<i>A Level/equivalent</i>	76%	56%	70%	96%	88%	61%
<i>GCSE/equivalent</i>	72%	44%	55%	91%	82%	45%
<i>No formal qualifications</i>	67%	43%	42%	84%	70%	31%

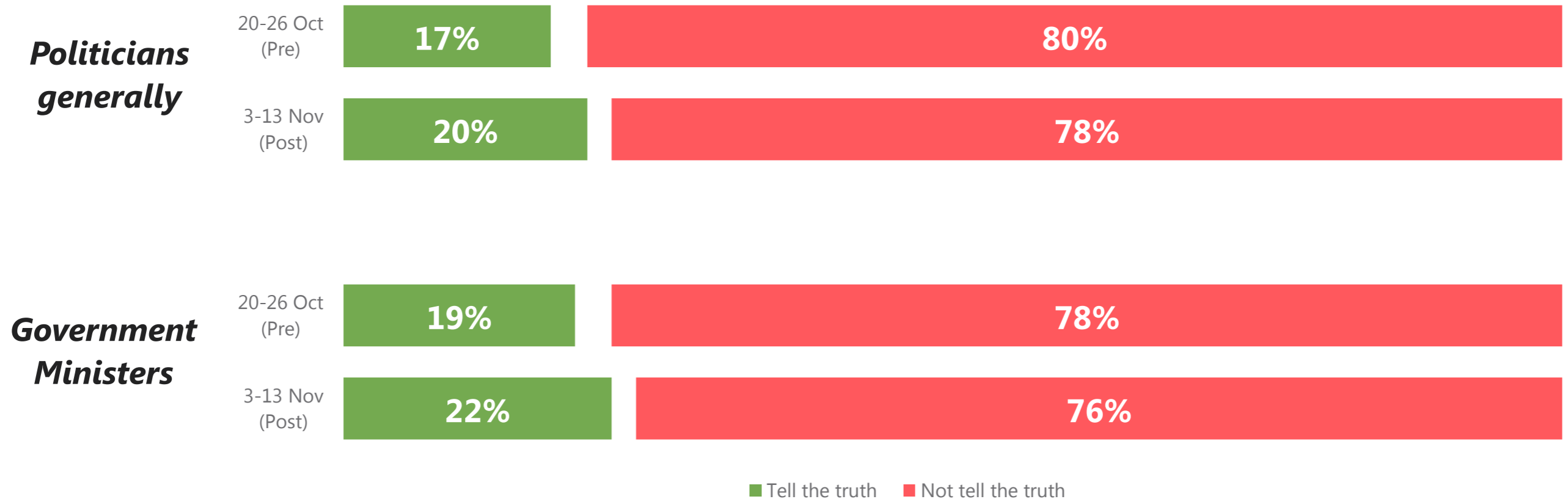
<i>Education level</i>	Teachers	Journalists	Professors	Judges	Police	Person on the street
<i>Degree-level</i>	94%	35%	92%	88%	81%	72%
<i>A Level/equivalent</i>	90%	27%	90%	86%	77%	66%
<i>GCSE/equivalent</i>	82%	22%	86%	79%	70%	60%
<i>No formal qualifications</i>	80%	24%	75%	68%	68%	56%

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?



Bases: Pre survey - 998 British adults aged 15+, fieldwork 20 - 26 October 2017
Post survey - 993 British adults aged 15+, fieldwork 3 - 13 November 2017

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