

Ipsos MORI Veracity Index 2017

Technical Details

Ipsos MORI interviewed a representative sample of 998 adults aged 15+ across Great Britain. Interviews were conducted by face-to-face between 20 and 26 October 2017. Data are weighted to match the profile of the population. Where percentages do not sum to 100 this may be due to computer rounding.

Trust in professions:

Q1 **Now I will read you a list of different types of people. For each, please tell me if you would generally trust them to tell the truth or not?**

Base: 998 British adults 15+

	Trust to tell the truth	Do not trust to tell the truth	Don't know	Change in trust since 2016
	%	%	%	±%
Nurses	94	5	*	+1
Doctors	91	7	2	0
Teachers	87	11	3	-1
Professors	85	9	5	N/A
Scientists	83	13	4	+3
Judges	81	15	4	0
Weather Forecasters	76	22	1	N/A
The Police	74	23	3	+3
Television news readers	67	29	3	0
Clergy/priests	65	30	4	-4
The ordinary man/woman in the street	64	30	5	-1
Civil Servants	59	35	5	+3
Lawyers	54	41	4	+2
Pollsters	50	43	7	+1
Charity chief executives	50	45	5	+4
Trade union officials	45	49	6	+2
Local councillors	41	55	4	-2
Bankers	38	59	3	+1
Business leaders	36	60	5	+3
Estate agents	27	70	3	-3
Journalists	27	69	4	+3
Professional footballers	26	67	7	N/A
Government Ministers	19	78	3	-1
Politicians generally	17	80	3	+2