

## Ipsos MORI Veracity Index 2018

### Technical Details

Ipsos MORI interviewed a representative sample of 1,001 adults aged 15+ across Great Britain. Interviews were conducted face-to-face between 12 and 21 October 2018. Data are weighted to the population profile. 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: 1,001 British adults 15+*

	Trust to tell the truth	Do not trust to tell the truth	Don't know	Change in trust since 2017
	%	%	%	±%
<b>Nurses</b>	96	3	1	+2
<b>Doctors</b>	92	7	1	+1
<b>Teachers</b>	89	9	2	+2
<b>Engineers</b>	87	9	4	N/A
<b>Professors</b>	86	9	5	+1
<b>Scientists</b>	85	12	4	+2
<b>Judges</b>	83	13	4	+2
<b>Members of the Armed Forces</b>	78	17	5	N/A
<b>The Police</b>	76	20	3	+2
<b>Television news readers</b>	62	33	5	-5
<b>Clergy/priests</b>	62	33	5	-3
<b>The ordinary man/woman in the street</b>	62	32	7	-2
<b>Civil Servants</b>	62	32	6	+3
<b>Pollsters</b>	52	40	8	+2
<b>Charity chief executives</b>	48	46	6	-2
<b>Trade union officials</b>	45	46	9	0
<b>Bankers</b>	41	57	2	+3
<b>Local councillors</b>	40	54	5	-1
<b>Business leaders</b>	34	60	6	-2
<b>Estate agents</b>	30	67	3	+3
<b>Journalists</b>	26	70	4	-1
<b>Government Ministers</b>	22	73	4	+3
<b>Politicians generally</b>	19	78	3	+2
<b>Advertising executives</b>	16	79	5	N/A