

**J17017017-41-03 12-OCT - 21-OCT 2018**  
**INTERNAL**  
**VERACITY INDEX 2018**

**Table 1**  
**VE01 - 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? Summary**  
**Base: All adults age 15+ in Great Britain**

	Bankers	Business Leaders	Civil Servants	Doctors	Clergy/ Priests	Estate agents	Government Ministers	Journalists	Judges	The ordinary man/woman in the street	Politicians generally	Pollsters	Scientists	Teachers	TV News Readers	The Police	Trade Union officials	Local councillors	Charity chief execs	Nurses	Professors	Engineers	Members of the Armed Forces	Advertising executives
<b>Unweighted Base</b>	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001	1001
<b>Weighted Base</b>	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026	1026
Tell the truth	421 41%	353 34%	633 62%	941 92%	638 62%	306 30%	228 22%	267 26%	851 83%	632 62%	190 19%	529 52%	867 85%	909 89%	640 62%	783 76%	463 45%	411 40%	492 48%	985 96%	881 86%	892 87%	799 78%	166 16%
Not tell the truth	582 57%	614 60%	331 32%	71 7%	334 33%	689 67%	753 73%	715 70%	137 13%	324 32%	801 78%	412 40%	119 12%	95 9%	339 33%	209 20%	470 46%	559 54%	469 46%	31 3%	97 9%	97 9%	173 17%	810 79%
Don't know	23 2%	59 6%	61 6%	13 1%	54 5%	30 3%	45 4%	43 4%	38 4%	69 7%	34 3%	85 8%	40 4%	21 2%	47 5%	34 3%	92 9%	56 5%	64 6%	10 1%	47 5%	36 4%	54 5%	50 5%
Net difference	-161 -16%	-261 -25%	301 29%	871 85%	304 30%	-383 -37%	-525 -51%	-448 -44%	714 70%	308 30%	-611 -60%	118 11%	748 73%	814 79%	301 29%	575 56%	-7 -1%	-147 -14%	22 2%	954 93%	785 77%	795 78%	625 61%	-644 -63%

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Table 2  
**VE01\_1 - 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? Bankers**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>421</b>	192	228	72	85	52	58	53	101	47	127	75	119	53	118	123	77	103	91	120	89	65	31	25	219	202	414
	41%	38%	44%	48%	50%	33%	33%	36%	45%	42%	39%	35%	44%	54%	43%	43%	37%	41%	37%	45%	38%	47%	35%	49%	38%	44%	41%
Not tell the truth	<b>582</b>	297	285	76	84	101	115	88	118	60	191	132	151	43	157	159	130	136	149	138	140	73	57	25	342	240	563
	57%	59%	54%	50%	50%	63%	66%	61%	52%	54%	58%	62%	55%	44%	57%	55%	62%	55%	61%	52%	60%	52%	64%	49%	60%	53%	56%
Don't know	<b>23</b>	12	11	3	1	6	1	4	8	5	9	5	2	2	2	8	3	10	5	10	5	1	1	1	10	13	24
	2%	2%	2%	2%	*	4%	1%	3%	4%	4%	3%	2%	1%	2%	1%	3%	2%	4%	2%	4%	2%	1%	1%	2%	2%	3%	2%
Net difference	<b>-161</b>	-105	-57	-3	1	-49	-57	-35	-17	-13	-64	-58	-32	10	-39	-35	-53	-33	-58	-18	-51	-7	-26	*	-123	-38	-149
	-16%	-21%	-11%	-2%	*	-31%	-33%	-24%	-7%	-12%	-20%	-27%	-12%	10%	-14%	-12%	-25%	-13%	-24%	-7%	-22%	-5%	-29%	*	-22%	-8%	-15%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 3  
**VE01\_1 - 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? Bankers**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>421</b>	130 41% <sup>ortxB</sup>	120 39%	59 44%	103 45%	123 40%	226 42%	71 40%	245 41%	123 42%	53 39%	76 46%	31 47%	127 43%	187 37%	131 47% <sup>zr</sup>	81 45% <sup>r</sup>	117 34%	51 39%	29 26%	46 39% <sup>t</sup>	29 36%	324 43% <sup>zt</sup>	136 35%	137 42%	104 45%	117 36%	414 41%
Not tell the truth	<b>582</b>	198 57% <sup>pw</sup>	187 60%	69 52%	121 53%	180 58%	303 56%	99 56%	343 57%	161 55%	77 58%	87 53%	34 51%	163 56%	296 59%	141 51%	98 54%	223 65% <sup>zpq</sup>	71 54%	80 72% <sup>zuw</sup>	70 59%	50 61%	403 54%	251 64% <sup>zy</sup>	182 56%	125 54%	205 63% <sup>zA</sup>	563 56%
Don't know	<b>23</b>	8	6	6	3	7	9	7	11	6	4	2	1	3	16	4	2	6	9	3	3	3	17	5	8	4	4	24
	<b>2%</b>	2%	2%	4%	1%	2%	2%	4%	2%	2%	3%	1%	2%	1%	3%	2%	1%	2%	7% <sup>zpar</sup>	2%	3%	3%	2%	1%	2%	2%	1%	2%
Net difference	<b>-161</b>	-68	-68	-10	-18	-56	-76	-28	-98	-38	-24	-11	-3	-36	-110	-10	-17	-106	-20	-51	-24	-21	-80	-115	-45	-22	-87	-149
	<b>-16%</b>	-20%	-22%	-8%	-8%	-18%	-14%	-16%	-16%	-13%	-18%	-7%	-5%	-12%	-22%	-4%	-9%	-31%	-15%	-46%	-20%	-26%	-11%	-29%	-14%	-9%	-27%	-15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 4**  
**VE01\_2 - 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? Business Leaders**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>353</b>	175	178	56	67	66	49	51	65	32	104	73	110	34	119	100	75	58	84	81	85	58	27	17	210	142	349
		34% <sup>h</sup>	35%	37%	39% <sup>h</sup>	42% <sup>h</sup>	28%	35%	28%	28%	32%	34%	40% <sup>z</sup>	34% <sup>q</sup>	43% <sup>z</sup>	35% <sup>q</sup>	36% <sup>q</sup>	23%	34%	30%	36%	42% <sup>s</sup>	31%	35%	37%	31%	35%
Not tell the truth	<b>614</b>	296	317	89	96	85	114	85	145	71	199	128	153	60	146	173	120	175	147	166	132	79	60	31	330	284	595
		60% <sup>n</sup>	59%	59%	57%	54%	65%	58%	64%	63%	61%	60%	56%	61%	52%	60%	57%	71% <sup>z</sup>	60%	62%	56%	57%	67%	61%	58%	62%	59%
Don't know	<b>59</b>	30	28	5	6	8	12	10	18	9	23	12	9	5	13	16	14	15	15	21	17	2	2	2	29	29	57
		6% <sup>u</sup>	6%	4%	4%	5%	7%	7%	8%	8%	7%	5%	3%	5%	5%	6%	7%	6%	6% <sup>u</sup>	8% <sup>u</sup>	7% <sup>u</sup>	1%	2%	4%	5%	6%	6%
Net difference	<b>-261</b>	-121	-139	-34	-29	-19	-65	-34	-80	-39	-95	-56	-43	-26	-27	-72	-45	-117	-63	-85	-47	-20	-33	-14	-120	-141	-246
	<b>-25%</b>	-24%	-27%	-22%	-17%	-12%	-37%	-23%	-35%	-35%	-29%	-26%	-16%	-27%	-10%	-25%	-22%	-47%	-26%	-32%	-20%	-15%	-37%	-27%	-21%	-31%	-25%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 5  
**VE01\_2 - 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? Business Leaders**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL	
	OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)		
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>353</b>	106	128	34	80	112	183	58	229	95	28	54	31	116	151	97	61	133	35	41	41	18	263	140	104	99	114	349
		34%ckov	32%	41%zac	25%	36%	34%	33%	38%zk	33%k	21%	32%	47%zo	40%o	30%	35%	33%	39%ss	27%	36%v	35%v	21%	35%v	36%	32%	43%z	35%	35%
Not tell the truth	<b>614</b>	210	168	90	136	182	328	104	336	183	94	106	31	168	310	160	112	199	84	67	70	58	438	237	199	123	202	595
		60%bimA	63%b	54%	67%b	59%	61%	59%	56%	63%	70%zi	64%im	47%	57%	62%im	58%	62%	58%	64%	60%	59%	71%	59%	61%	61%	53%	62%A	59%
Don't know	<b>59</b>	20	18	10	11	16	27	16	34	12	12	6	4	10	39	19	9	13	12	4	7	6	44	15	24	11	10	57
		6%nB	6%	6%	8%	5%	5%	9%	6%	4%	9%	4%	6%	3%	8%zn	7%	5%	4%	9%f	4%	6%	8%	6%	4%	7%	5%	3%	6%
Net difference	<b>-261</b>	-104	-41	-56	-56	-71	-144	-46	-106	-88	-66	-52	*	-52	-159	-63	-51	-65	-49	-26	-29	-41	-174	-97	-95	-24	-88	-246
	<b>-25%</b>	-31%	-13%	-42%	-25%	-23%	-27%	-26%	-18%	-30%	-49%	-31%	*	-18%	-32%	-23%	-28%	-19%	-37%	-23%	-24%	-49%	-23%	-25%	-29%	-10%	-27%	-25%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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Table 6  
**VE01\_3 - 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? Civil Servants**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>633</b>	306	325	107	123	112	92	72	127	61	171	134	192	72	180	188	134	131	143	161	155	91	49	33	376	257	613
	62% fgh jqy	61%	62%	71% zfg h	72% zfg h	71% zfg h	53%	50%	56%	54%	53%	63% j	71% zlj	74% zq	65% q	65% q	64% q	53%	58%	60%	66%	65%	56%	66%	66% zy	56%	61%
Not tell the truth	<b>331</b>	172	160	34	39	41	71	65	81	37	135	69	68	17	87	87	58	99	84	81	69	43	39	15	166	166	329
	32% cdl mx	34%	30%	22%	23%	26%	41% zcd e	44% zcd e	36% cd	33%	42% zl	33%	25%	18%	31% m	30% m	28%	40% zmo p	34%	30%	30%	31%	44% zst	30%	29%	36% zx	33%
Don't know	<b>61</b>	23	38	10	7	5	11	9	19	14	19	9	12	8	11	15	17	18	18	25	10	5	-	2	29	33	59
	6% v	5%	7%	7%	4%	3%	6%	6%	8%	12% zjkl	6%	4%	4%	8%	4%	5%	8%	7%	7% v	10% zlv	4%	4%	-	4%	5%	7%	6%
Net difference	<b>301</b>	134	166	73	83	71	21	8	46	23	36	65	124	55	92	100	76	33	59	80	85	48	10	18	210	91	284
	<b>29%</b>	27%	32%	48%	49%	45%	12%	5%	20%	21%	11%	31%	46%	56%	33%	35%	36%	13%	24%	30%	36%	34%	11%	36%	37%	20%	28%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/kl - z/m/n/op/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 7  
**VE01\_3 - 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? Civil Servants**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	633	191	209	70	151	206	330	97	375	190	68	114	46	203	268	167	131	233	56	71	64	46	474	262	181	131	228	613
		62%achkos	57%	67%ac	52%	67%h	61%	55%	63%k	65%k	51%	69%zo	70%o	69%zo	54%	60%ss	72%zps	67%zs	43%	64%	54%	57%	64%	67%zy	55%	56%	70%zA	61%
Not tell the truth	331	119	89	57	63	89	175	67	191	86	55	39	18	82	193	96	37	101	61	37	47	28	224	114	122	90	79	329
		32%lqwB	35%	28%	43%zbd	29%	33%	38%	32%	29%	41%zj	23%	28%	28%	39%zn	35%q	21%	29%q	47%zpq	33%	40%w	35%	30%	29%	37%zx	39%zB	24%	33%
Don't know	61	26	16	6	12	15	33	13	34	16	11	12	2	9	38	14	13	12	14	3	7	7	47	16	24	12	18	59
		6%nrx	8%	5%	5%	5%	6%	8%	6%	5%	8%	7%	3%	3%	8%n	5%	7%	3%	11%zr	2%	6%	9%	6%	4%	7%	5%	6%	6%
Net difference	301	72	121	13	88	117	154	30	184	104	13	76	28	121	76	71	94	132	-6	34	17	18	250	148	59	42	149	284
	29%	21%	39%	10%	39%	38%	29%	17%	31%	36%	10%	46%	42%	41%	15%	26%	52%	38%	-4%	31%	14%	22%	34%	38%	18%	18%	46%	28%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/l/g/h - z/l/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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Table 8  
**VE01\_4 - 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? Doctors**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	1001	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	1026	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	941	460	481	144	154	146	157	129	212	103	299	188	250	96	257	266	194	224	222	251	218	125	80	45	522	420	920
	92%	92%	92%	96%zg	91%	92%	90%	89%	93%	92%	92%	89%	92%	98%zno	92%	92%	93%	90%	90%	94%	93%	90%	90%	90%	92%	92%	92%
Not tell the truth	71	35	36	6	16	10	14	13	12	8	22	18	21	2	17	22	12	19	18	14	13	14	7	4	39	31	70
	7% <sup>m</sup>	7%	7%	4%	9%	6%	8%	9%	5%	7%	7%	8%	8%	2%	6%	8% <sup>m</sup>	6%	8% <sup>m</sup>	7%	5%	5%	10%	8%	8%	7%	7%	7%
Don't know	13	7	6	1	-	3	4	3	3	1	5	6	1	-	4	1	3	6	5	3	3	-	1	1	9	4	11
	1% <sup>o</sup>	1%	1%	*	-	2%	2%	2%	1%	1%	2%	3% <sup>l</sup>	*	-	1%	*	1%	2% <sup>o</sup>	2%	1%	1%	-	1%	2%	2%	1%	1%
Net difference	871	425	445	139	138	136	143	115	199	95	276	171	228	95	240	244	182	205	204	236	205	111	73	42	482	388	850
	85%	85%	85%	92%	81%	86%	82%	79%	88%	85%	85%	80%	84%	97%	86%	84%	87%	83%	83%	88%	88%	80%	82%	82%	85%	85%	85%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base



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Table 9  
**VE01\_4 - 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? Doctors**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>941</b>	312	291	123	203	285	498	159	547	274	120	153	61	275	451	255	164	320	122	101	107	76	688	375	290	221	302	920
Not tell the truth	<b>71</b>	19	17	11	22	23	33	15	43	17	10	12	5	14	41	17	16	22	6	9	10	5	47	15	29	12	21	70
Don't know	<b>13</b>	6	5	1	2	1	8	4	9	-	4	-	1	5	8	4	1	4	3	2	2	2	9	2	7	-	3	11
Net difference	<b>871</b>	293	275	112	182	261	466	144	504	257	110	141	56	262	410	238	148	298	115	93	96	71	641	360	261	209	281	850
	<b>85%</b>	87%	88%	84%	80%	84%	86%	81%	84%	88%	82%	86%	85%	89%	82%	86%	82%	86%	88%	83%	81%	87%	86%	92%	80%	90%	86%	85%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 10**  
**VE01\_5 - 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? Clergy/Priests**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)	
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001	
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001	
Tell the truth	<b>638</b>	293	344	92	100	102	108	76	160	81	198	136	160	61	172	184	120	163	149	176	141	86	55	31	339	299	620	
		62%ag	59%	66%za	61%	59%	65%g	62%	52%	71%zdg	72%zjl	61%	64%	59%	62%	62%	63%	57%	65%	61%	66%	60%	62%	63%	61%	60%	66%z	62%
Not tell the truth	<b>334</b>	179	155	48	63	47	58	63	55	26	113	66	98	30	99	89	73	73	80	76	84	47	31	16	201	133	328	
		33%hy	36%	30%	32%	37%h	30%	33%	43%zeh	24%	23%	35%i	31%	36%i	30%	35%	31%	35%	29%	33%	28%	36%	34%	35%	31%	35%	29%	33%
Don't know	<b>54</b>	29	25	11	7	9	8	7	11	5	15	11	14	8	7	17	16	13	16	16	9	5	2	4	30	24	53	
		5%n	6%	5%	7%	4%	5%	5%	5%	5%	5%	5%	5%	8%n	3%	6%	8%n	5%	7%	6%	4%	4%	3%	8%	5%	5%	5%	
Net difference	<b>304</b>	114	189	44	37	55	50	13	105	55	85	70	63	31	74	95	46	90	68	100	57	39	25	15	139	166	292	
		30%	23%	36%	29%	22%	35%	29%	9%	46%	49%	26%	33%	23%	27%	33%	22%	36%	28%	26%	37%	24%	28%	28%	30%	24%	36%	29%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 11  
**VE01\_5 - 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? Clergy/Priests**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>638</b>	202	201	78	145	192	341	105	384	173	81	97	34	196	310	171	118	214	80	62	73	53	471	245	206	169	196	620
	<b>62%</b>	60%	64%	59%	64%	62%	63%	59%	64%	59%	60%	58%	51%	67% <sup>m</sup>	62%	62%	65%	62%	61%	56%	62%	64%	63%	63%	63%	72% <sup>zB</sup>	60%	62%
Not tell the truth	<b>334</b>	115	93	48	75	101	169	64	190	99	45	56	26	89	163	92	54	116	37	41	39	21	240	127	107	53	112	328
	<b>33%A</b>	34%	30%	36%	33%	33%	31%	36%	32%	34%	34%	34%	39%	30%	33%	33%	30%	34%	28%	37%	33%	25%	32%	32%	33%	23%	35%A	33%
Don't know	<b>54</b>	19	19	7	7	16	29	9	25	19	8	12	7	9	26	13	10	15	14	8	6	9	33	19	14	11	17	53
	<b>5%<sup>n</sup></b>	6%	6%	6%	3%	5%	5%	5%	4%	7% <sup>n</sup>	6%	7% <sup>n</sup>	10% <sup>n</sup>	3%	5%	5%	5%	4%	10% <sup>zr</sup>	8%	5%	11% <sup>zw</sup>	4%	5%	4%	5%	5%	
Net difference	<b>304</b>	86	108	30	70	91	172	42	194	74	36	40	8	108	148	79	64	98	44	21	34	32	231	119	98	115	83	292
	<b>30%</b>	26%	35%	23%	31%	29%	32%	23%	32%	25%	27%	24%	12%	37%	30%	29%	35%	28%	33%	19%	28%	39%	31%	30%	30%	50%	26%	29%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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Table 12  
**VE01\_6 - 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? Estate agents**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>306</b>	152	154	46	60	38	49	38	76	40	99	49	89	29	72	96	68	70	85	70	71	34	29	18	165	141	297
	30%k	30%	29%	31%	35%e	24%	28%	26%	33%	35%k	30%	23%	33%k	29%	26%	33%	32%	28%	34%u	26%	30%	24%	33%	35%	29%	31%	30%
Not tell the truth	<b>689</b>	333	357	98	107	117	124	104	139	65	219	158	178	64	202	183	135	169	150	195	152	102	59	31	393	297	671
	67%hr	66%	68%	65%	63%	74%h	71%	72%h	61%	58%	67%	74%zi	66%	66%	73%zo	63%	64%	68%	61%	73%zr	65%	73%r	67%	62%	69%	65%	67%
Don't know	<b>30</b>	17	13	6	4	3	2	4	12	7	8	5	4	5	4	10	7	9	11	3	11	3	-	1	12	18	33
	3%	3%	2%	4%	2%	2%	1%	2%	5%z	7%zl	3%	3%	2%	5%nl	1%	3%	3%	4%	4%sa	1%	5%sa	2%	-	3%	2%	4%	3%
Net difference	<b>-383</b>	-181	-203	-52	-47	-78	-75	-67	-63	-25	-120	-109	-89	-35	-131	-87	-66	-99	-65	-125	-80	-69	-30	-13	-227	-156	-374
	-37%	-36%	-39%	-35%	-28%	-49%	-43%	-46%	-28%	-23%	-37%	-51%	-33%	-36%	-47%	-30%	-32%	-40%	-27%	-47%	-34%	-49%	-34%	-26%	-40%	-34%	-37%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 13  
**VE01\_6 - 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? Estate agents**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>306</b>	102	97	32	72	87	152	67	187	85	34	50	22	82	152	92	52	82	49	25	31	19	238	109	99	87	96	297
Not tell the truth	<b>689</b>	225	210	95	147	209	375	105	397	197	94	110	42	207	329	178	125	257	73	81	82	60	485	274	214	143	221	671
Don't know	<b>30</b>	9	6	6	8	12	11	6	15	9	6	5	3	4	18	6	5	6	9	5	6	3	21	8	14	3	9	33
Net difference	<b>-383</b>	-123	-113	-63	-76	-122	-223	-38	-210	-112	-61	-60	-20	-125	-177	-87	-73	-175	-24	-56	-51	-42	-247	-165	-115	-57	-125	-374
	<b>-37%</b>	-37%	-36%	-47%	-33%	-39%	-41%	-22%	-35%	-38%	-45%	-36%	-31%	-42%	-35%	-31%	-40%	-51%	-18%	-51%	-43%	-51%	-33%	-42%	-35%	-24%	-38%	-37%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 14**  
**VE01\_7 - 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? Government Ministers**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>228</b>	114	114	46	52	32	30	20	48	23	57	35	84	28	64	77	35	52	42	57	54	47	20	8	124	103	221
	22%gk	23%	22%	31%zef	31%zef	20%	17%	14%	21%	20%	17%	16%	31%zij	29%pk	23%	26%zp	17%	21%	17%	21%	23%	34%zrstw	22%	15%	22%	23%	22%
Not tell the truth	<b>753</b>	369	383	95	112	123	135	120	169	84	254	171	178	62	208	199	165	181	191	193	173	85	69	42	421	332	738
	73%cdl	74%	73%	63%	66%	77%cd	77%cd	82%zcd	74%cc	75%	78%zl	80%zl	66%	64%	75% <sup>m</sup>	69%	79% <sup>mo</sup>	73%	78% <sup>u</sup>	72% <sup>u</sup>	74% <sup>u</sup>	61%	78% <sup>u</sup>	83% <sup>u</sup>	74%	73%	74%
Don't know	<b>45</b>	19	26	10	5	4	10	6	10	6	16	7	9	7	6	14	9	16	12	18	8	6	-	1	24	20	42
	4% <sup>m</sup>	4%	5%	7%	3%	2%	6%	4%	4%	5%	5%	3%	7%	3%	2%	5%	4%	6% <sup>fn</sup>	5%	7% <sup>ev</sup>	3%	5%	-	2%	4%	4%	4%
Net difference	<b>-525</b>	-255	-269	-49	-60	-91	-105	-100	-121	-61	-197	-136	-94	-34	-144	-122	-130	-129	-148	-137	-119	-38	-49	-34	-297	-228	-517
	-51%	-51%	-51%	-32%	-35%	-57%	-60%	-69%	-53%	-55%	-60%	-64%	-35%	-35%	-52%	-42%	-62%	-52%	-60%	-51%	-51%	-27%	-55%	-68%	-52%	-50%	-52%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 15**  
**VE01\_7 - 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? Government Ministers**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	228	60	72	27	66	73	118	37	135	76	17	52	23	61	90	54	41	89	26	26	30	8	170	95	51	58	67	221
Not tell the truth	753	260	235	104	143	216	408	130	440	199	114	103	39	226	385	212	132	248	95	83	85	72	538	284	265	166	247	738
Don't know	45	17	6	3	18	21	13	11	25	17	3	11	3	6	24	11	8	8	10	3	3	3	37	12	11	9	11	42
Net difference	-525	-200	-162	-77	-77	-143	-290	-93	-305	-123	-96	-51	-16	-165	-294	-158	-91	-159	-69	-57	-55	-64	-369	-189	-213	-108	-180	-517
	-51%	-59%	-52%	-58%	-34%	-46%	-54%	-52%	-51%	-42%	-72%	-31%	-24%	-56%	-59%	-57%	-50%	-46%	-53%	-51%	-47%	-78%	-50%	-48%	-65%	-47%	-55%	-52%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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Table 16  
**VE01\_8 - 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? Journalists**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>267</b>	142	125	40	48	45	45	36	52	26	71	64	78	26	82	81	40	64	55	53	60	57	29	13	153	114	265
	26%	28%	24%	27%	29%	28%	26%	25%	23%	23%	22%	30%	29%	27%	30%	28%	19%	26%	23%	20%	25%	41%	33%	25%	27%	25%	26%
Not tell the truth	<b>715</b>	337	377	100	118	106	125	101	165	79	242	140	185	65	188	197	159	171	176	199	168	78	59	36	394	321	692
	70%	67%	72%	67%	69%	67%	72%	69%	73%	71%	74%	66%	68%	66%	68%	68%	76%	69%	72%	74%	71%	56%	67%	71%	69%	70%	69%
Don't know	<b>43</b>	22	22	10	4	8	4	9	10	6	13	8	9	7	8	12	11	13	14	15	7	5	-	2	23	20	44
	4%	4%	4%	6%	2%	5%	2%	6%	4%	6%	4%	4%	3%	7%	3%	4%	5%	5%	6%	6%	3%	4%	-	4%	4%	4%	4%
Net difference	<b>-448</b>	-195	-252	-60	-69	-61	-80	-64	-113	-53	-172	-75	-108	-39	-106	-116	-120	-107	-121	-146	-108	-21	-30	-23	-242	-206	-427
	-44%	-39%	-48%	-40%	-41%	-38%	-46%	-44%	-50%	-48%	-53%	-36%	-40%	-40%	-38%	-40%	-57%	-43%	-49%	-54%	-46%	-15%	-33%	-46%	-42%	-45%	-43%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base



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Table 17  
**VE01\_8 - 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? Journalists**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	267	82	94	26	63	98	139	30	155	80	32	46	22	80	118	54	44	118	29	39	34	17	184	117	74	55	99	265
	26%hp	24%	30%c	20%	28%	32%zh	26%h	17%	26%	27%	24%	28%	33%	27%	24%	20%	24%	34%zpq	22%	35%zvw	28%	21%	25%	30%zy	23%	24%	31%z	26%
Not tell the truth	715	240	206	102	156	191	385	140	423	198	93	111	39	208	357	209	133	214	94	67	81	61	527	260	242	171	207	692
	70%frtB	71%	66%	76%b	69%	62%	71%f	79%z	71%	68%	70%	67%	59%	71%	71%	76%zr	73%r	62%	72%	60%	68%	74%	71%t	66%	74%k	74%B	64%	69%
Don't know	43	14	14	6	7	21	15	8	20	14	9	9	5	5	24	13	5	14	9	5	4	4	33	15	11	6	19	44
	4%gn	4%	5%	4%	3%	7%zg	3%	4%	3%	5%	6%	5%	7%n	2%	5%n	5%	3%	4%	7%	5%	3%	5%	4%	4%	3%	3%	6%	4%
Net difference	-448	-158	-112	-75	-93	-93	-246	-110	-268	-118	-61	-65	-17	-128	-238	-154	-89	-96	-65	-28	-47	-44	-343	-143	-168	-116	-107	-427
	-44%	-47%	-36%	-56%	-41%	-30%	-46%	-62%	-45%	-41%	-46%	-39%	-26%	-44%	-48%	-56%	-49%	-28%	-50%	-25%	-40%	-53%	-46%	-36%	-51%	-50%	-33%	-43%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 18**  
**VE01\_9 - 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? Judges**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>851</b>	418	432	134	142	133	142	120	180	83	267	177	230	89	244	250	171	187	191	228	200	112	81	39	482	369	830
		83% <sup>iq</sup>	83%	83%	89% <sup>zh</sup>	84%	84%	81%	82%	74%	82%	83%	85% <sup>ai</sup>	91% <sup>zpq</sup>	88% <sup>zq</sup>	86% <sup>zq</sup>	81%	75%	78%	85% <sup>r</sup>	85% <sup>r</sup>	81%	91% <sup>zrw</sup>	77%	85%	81%	83%
Not tell the truth	<b>137</b>	66	71	14	22	20	27	20	34	19	48	28	33	7	29	33	30	45	41	28	27	24	8	9	70	67	135
	<b>13%</b>	13%	14%	10%	13%	12%	16%	13%	15%	17%	15%	13%	12%	7%	10%	11%	14%	18% <sup>zmn</sup>	17%	11%	12%	17%	9%	17%	12%	15%	13%
Don't know	<b>38</b>	17	20	2	6	6	5	6	13	9	11	7	8	2	5	7	9	17	13	11	7	3	-	3	18	20	36
	<b>4%</b>	3%	4%	1%	3%	4%	3%	4%	6% <sup>o</sup>	8% <sup>zj</sup>	3%	4%	3%	2%	2%	2%	4%	7% <sup>zno</sup>	5% <sup>v</sup>	4%	3%	2%	-	5% <sup>v</sup>	3%	4%	4%
Net difference	<b>714</b>	351	362	119	120	113	115	100	146	64	220	149	197	82	215	217	141	142	149	200	173	89	73	30	413	301	695
	<b>70%</b>	70%	69%	79%	71%	72%	66%	69%	65%	57%	67%	70%	73%	84%	77%	75%	67%	57%	61%	75%	74%	64%	82%	60%	72%	66%	69%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 19**  
**VE01\_9 - 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? Judges**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>851</b>	286	271	97	185	250	455	146	509	244	98	144	60	246	400	230	156	299	98	94	92	57	629	348	258	210	265	830
Not tell the truth	<b>137</b>	38	34	31	33	43	72	23	72	38	28	16	4	43	74	39	19	33	26	12	20	21	90	31	58	18	45	135
Don't know	<b>38</b>	12	8	6	9	17	11	9	18	10	8	5	2	5	26	7	7	14	7	5	6	4	25	12	11	5	15	36
Net difference	<b>714</b>	248	237	66	152	207	384	123	438	206	71	129	56	203	326	190	137	266	72	83	72	36	539	317	200	193	220	695
	<b>70%</b>	74%	76%	49%	67%	67%	71%	69%	73%	71%	53%	78%	85%	69%	65%	69%	75%	77%	55%	74%	61%	44%	72%	81%	61%	83%	68%	69%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 20**  
**VE01\_11 - 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 ordinary man/woman in the street**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>632</b>	309	322	80	97	106	103	94	151	79	203	139	162	48	184	178	134	136	145	151	158	78	68	32	361	271	622
		62%cmq	62%	53%	57%	67%c	59%	65%c	67%c	70%z	62%	65%	60%	49%	66%mq	61%mq	64%mq	55%	59%	56%	68%su	56%	77%zrs	63%	63%	60%	62%
Not tell the truth	<b>324</b>	153	171	60	65	43	58	38	60	24	94	65	94	44	78	90	56	100	82	94	63	51	19	14	173	151	312
		32%l	31%	33%	40%zeg	38%egh	27%	33%	26%	22%	29%	31%	34%l	45%zno	28%	31%	27%	40%zno	34%	35%v	27%	37%v	22%	27%	30%	33%	31%
Don't know	<b>69</b>	39	30	10	7	10	13	13	16	9	29	9	16	6	16	22	19	12	18	23	13	9	1	5	36	34	67
		7%v	8%	6%	7%	4%	6%	8%	7%	8%	9%	4%	7%	6%	6%	8%	9%	5%	7%v	9%v	6%	7%	1%	10%v	6%	7%	7%
Net difference	<b>308</b>	156	151	20	32	63	45	56	91	54	109	74	69	4	106	88	78	36	62	56	95	27	49	18	187	120	310
		30%	31%	29%	13%	19%	40%	26%	39%	40%	49%	33%	35%	25%	38%	30%	37%	14%	25%	21%	35%	19%	55%	35%	33%	26%	31%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 21  
**VE01\_11 - 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 ordinary man/woman in the street**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL		
	OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)			
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001	
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001	
Tell the truth	<b>632</b>	234	207	66	122	197	329	107	393	159	80	97	43	171	321	165	110	231	81	81	64	45	458	260	207	155	210	622	
		62%cdj	70%zcd	66%cd	49%	54%	64%	61%	60%	66%zj	54%	59%	58%	65%	58%	64%	60%	61%	67%z	62%	73%zuv	54%	55%	62%	66%z	63%	66%	65%	62%
Not tell the truth	<b>324</b>	84	86	60	86	95	176	54	167	113	45	60	20	107	136	94	60	97	38	21	46	31	237	114	90	68	100	312	
		32%aiot	25%	28%	45%zab	38%zab	31%	33%	30%	28%	39%zi	33%	36%o	30%	37%o	27%	34%	33%	28%	29%	19%	39%t	38%t	32%t	29%	28%	29%	31%	31%
Don't know	<b>69</b>	19	20	8	18	18	34	17	39	20	10	9	4	15	42	17	11	17	12	9	9	7	49	17	29	10	15	67	
		7%x	6%	6%	8%	6%	6%	10%	7%	7%	7%	5%	6%	5%	8%	6%	6%	5%	9%	8%	7%	8%	7%	4%	9%k	4%	5%	7%	
Net difference	<b>308</b>	150	121	6	36	102	153	53	227	46	35	37	23	64	185	72	50	134	42	60	19	14	221	146	117	87	111	310	
		45%	38%	4%	16%	33%	28%	30%	38%	16%	26%	22%	35%	22%	37%	26%	27%	39%	32%	54%	16%	17%	30%	37%	36%	37%	34%	31%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 22**  
**VE01\_12 - 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? Politicians generally**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>190</b>	108	82	29	44	31	26	22	38	20	46	37	71	17	66	53	39	33	27	56	49	37	18	4	114	76	184
	19% rw	22% bz	16%	19%	26% zfh	20%	15%	15%	17%	18%	14%	17%	26% zjk	17%	24% zq	18%	18%	13%	11%	21% rw	21% rw	27% zrw	20% r	7%	20%	17%	18%
Not tell the truth	<b>801</b>	376	424	119	119	120	145	120	178	85	272	169	190	80	208	224	167	202	213	197	177	99	70	45	439	362	783
	78% s	75% adl	81% za	79%	70%	76%	83% d	82% d	78%	76%	83% zl	80% l	70%	82%	75%	77%	80%	81%	87% zstu	73%	80%	71%	80%	89% stu	77%	80%	78%
Don't know	<b>34</b>	17	17	2	7	7	3	4	11	7	9	6	10	2	5	12	4	13	6	15	8	3	-	2	17	17	34
	3%	3%	3%	1%	4%	4%	2%	3%	5%	6%	3%	3%	4%	2%	2%	4%	2%	5% n	2%	6% zv	3%	2%	-	3%	3%	4%	3%
Net difference	<b>-611</b>	-269	-341	-90	-76	-89	-119	-98	-139	-65	-226	-133	-119	-63	-142	-172	-129	-169	-186	-141	-128	-62	-52	-42	-325	-286	-599
	-60%	-54%	-65%	-60%	-45%	-56%	-68%	-67%	-61%	-58%	-69%	-63%	-44%	-65%	-51%	-59%	-61%	-68%	-76%	-53%	-55%	-45%	-59%	-82%	-57%	-63%	-60%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 23**  
**VE01\_12 - 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? Politicians generally**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL	
	OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)		
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>190</b>	59	61	17	51	53	116	22	116	65	9	38	17	56	80	54	25	77	16	17	23	7	147	87	46	52	58	184
		19%hk	20%	13%	22%c	17%	22%zh	12%	19%k	22%k	6%	23%o	25%	19%	16%	20%	14%	22%qs	12%	15%	20%v	9%	20%v	22%zy	14%	22%	18%	18%
Not tell the truth	<b>801</b>	265	245	112	166	248	410	143	461	220	120	123	46	229	401	215	153	262	102	91	92	69	573	297	272	172	260	783
	<b>78%</b>	79%	78%	84%d	73%	80%	76%	81%	77%	75%	89%zj	74%	70%	78%	80%	78%	84%zr	76%	78%	82%	77%	85%	77%	76%	83%zx	74%	80%	78%
Don't know	<b>34</b>	12	7	4	10	8	13	13	21	7	6	4	3	9	18	7	4	6	13	4	4	5	24	7	9	8	8	34
	<b>3%</b> x	4%	2%	3%	4%	3%	2%	7%zfg	4%	2%	4%	2%	5%	3%	4%	2%	2%	2%	10%zpq	3%	3%	6%	3%	2%	3%	3%	2%	3%
Net difference	<b>-611</b>	-207	-184	-95	-115	-196	-294	-121	-345	-154	-111	-85	-30	-174	-322	-161	-128	-185	-86	-74	-69	-62	-426	-211	-226	-120	-202	-599
	<b>-60%</b>	-61%	-59%	-71%	-51%	-63%	-55%	-68%	-58%	-53%	-83%	-51%	-45%	-59%	-64%	-58%	-71%	-54%	-66%	-66%	-58%	-76%	-57%	-54%	-69%	-52%	-62%	-60%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 24**  
**VE01\_13 - 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? Pollsters**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>529</b>	256	272	77	86	95	81	67	123	58	160	115	138	57	159	160	105	105	122	140	128	76	44	20	303	226	519
	52%	51%	52%	51%	51%	60%	46%	46%	54%	52%	49%	54%	51%	58%	57%	55%	50%	42%	50%	52%	54%	54%	49%	40%	53%	50%	52%
Not tell the truth	<b>412</b>	209	202	63	67	55	76	66	84	40	141	79	113	34	100	110	84	118	92	100	94	60	44	22	220	191	403
	40%	42%	39%	42%	40%	35%	44%	45%	37%	36%	43%	37%	42%	35%	36%	38%	40%	47%	37%	37%	40%	43%	50%	44%	39%	42%	40%
Don't know	<b>85</b>	36	49	10	16	9	18	12	19	13	25	18	20	7	20	20	20	25	32	28	13	3	1	8	47	38	79
	8%	7%	9%	7%	10%	6%	10%	8%	8%	12%	8%	9%	7%	7%	7%	7%	9%	10%	13%	10%	6%	2%	1%	16%	8%	8%	8%
Net difference	<b>118</b>	47	70	14	19	40	5	1	39	18	18	36	25	22	59	50	21	-12	30	40	34	15	*	-2	83	35	116
	11%	9%	13%	9%	11%	25%	3%	1%	17%	16%	6%	17%	9%	23%	21%	17%	10%	-5%	12%	15%	15%	11%	*	-4%	15%	8%	12%

Proportions/Means; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base



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Table 25  
**VE01\_13 - 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? Pollsters**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>529</b>	180 52%cksv	181 54%cc	53 40%	109 48%	159 51%	277 51%	94 53%	325 54%k	152 52%k	53 39%	89 54%	39 59%	153 52%	248 50%	141 51%ss	100 55%ss	200 58%zs	51 39%	70 63%zvw	68 58%v	32 39%	378 51%	227 58%zy	157 48%	134 58%z	176 54%	519 52%
Not tell the truth	<b>412</b>	130 40%btx	106 34%	72 54%zabd	96 42%	118 38%	226 42%	68 38%	225 38%	118 41%	68 51%zi	66 40%	21 32%	120 41%	205 41%	120 44%	65 36%	125 36%	63 48%qr	34 31%	43 37%	43 52%ztu	300 40%	140 36%	140 43%	85 36%	126 39%	403 40%
Don't know	<b>85</b>	26	26	9	21	32	36	17	49	21	13	10	6	22	46	15	16	20	17	7	7	7	66	24	30	14	23	79
	<b>8%</b>	8%	8%	7%	9%	10%	7%	9%	8%	7%	10%	6%	9%	7%	9%	5%	9%	6%	13%pr	6%	6%	9%	9%	6%	9%	6%	7%	8%
Net difference	<b>118</b>	50	75	-19	14	41	51	26	99	33	-15	23	18	33	43	21	35	75	-11	36	25	-11	78	86	16	49	50	116
	<b>11%</b>	15%	24%	-14%	6%	13%	9%	15%	17%	11%	-11%	14%	28%	11%	9%	7%	19%	22%	-9%	33%	21%	-13%	10%	22%	5%	21%	15%	12%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 26**  
**VE01\_14 - 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? Scientists**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>867</b> 85% <sup>iq</sup>	425 85%	441 84%	132 88%	138 81%	138 87%	145 83%	130 89%	185 82%	84 75%	287 88% <sup>zi</sup>	176 83%	222 82%	93 95% <sup>zop</sup>	249 90% <sup>zq</sup>	246 85%	174 83%	197 80%	199 81%	229 86%	199 85%	117 84%	80 90%	43 86%	490 86%	377 83%	849 85%
Not tell the truth	<b>119</b> 12% <sup>m</sup>	56 11%	63 12%	14 9%	28 16% <sup>g</sup>	17 11%	19 11%	12 8%	29 13%	19 17% <sup>j</sup>	28 9%	27 13%	40 15% <sup>j</sup>	5 5%	25 9%	31 11% <sup>m</sup>	27 13% <sup>m</sup>	35 14% <sup>m</sup>	36 15% <sup>s</sup>	23 9%	28 12%	20 14%	8 9%	5 10%	60 11%	59 13%	115 11%
Don't know	<b>40</b> 4% <sup>n</sup>	20 4%	19 4%	4 3%	4 2%	4 2%	11 6%	4 3%	12 5%	9 8% <sup>zj</sup>	11 3%	9 4%	10 4%	-	3 1%	12 4% <sup>mn</sup>	9 4%	16 6% <sup>mn</sup>	11 4%	16 6%	7 3%	3 2%	1 1%	2 4%	20 4%	19 4%	37 4%
Net difference	<b>748</b> 73%	369 74%	378 72%	118 79%	110 65%	121 76%	126 72%	117 81%	156 69%	65 58%	259 79%	149 70%	182 67%	88 90%	224 81%	215 74%	147 70%	163 65%	162 66%	206 77%	172 73%	97 70%	73 82%	38 76%	430 75%	318 70%	734 73%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 27  
**VE01\_14 - 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? Scientists**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>867</b>	290 85%cu	276 86%c	96 72%	192 85%c	261 84%	455 85%	152 85%	512 86%	247 85%	108 80%	147 89%	59 90%	241 82%	418 84%	226 82%	147 81%	312 90%zpq	102 78%	101 91%uv	92 77%	64 78%	633 85%u	353 90%zy	267 82%	193 83%	285 88%	849 85%
Not tell the truth	<b>119</b>	29 12%artx	29 9%	30 23%zabd	29 13%	35 11%	67 12%	17 10%	68 11%	33 11%	17 12%	12 7%	5 8%	46 16%zd	55 11%	36 13%r	26 14%r	27 8%	19 15%fr	5 5%	20 17%t	11 14%t	87 12%t	31 8%	44 13%kx	30 13%	30 9%	115 11%
Don't know	<b>40</b>	17 4%rx	8 5%	7 3%	5 2%	14 5%	16 3%	9 5%	18 3%	11 4%	10 8%zi	5 3%	2 3%	6 2%	26 5%z	14 5%r	8 4%	7 2%	9 7%fr	5 5%	7 6%	6 8%	25 3%	7 2%	16 5%kx	10 4%	11 3%	37 4%
Net difference	<b>748</b>	260 73%	247 77%	66 79%	164 72%	226 73%	388 72%	135 76%	444 74%	214 73%	91 68%	135 82%	54 82%	195 66%	363 73%	190 69%	122 67%	286 83%	83 64%	96 86%	72 61%	53 64%	547 73%	322 82%	223 68%	163 70%	255 78%	734 73%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 28**  
**VE01\_15 - 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? Teachers**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL				
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)	
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001	
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001	
Tell the truth	<b>909</b>	441	467	135	152	143	149	129	202	98	288	186	246	87	254	258	184	213	212	234	210	124	83	47	511	398	887	
	<b>89%</b>	88%	89%	90%	89%	90%	85%	88%	89%	87%	88%	88%	90%	89%	91%	89%	88%	86%	86%	87%	90%	89%	93%	93%	90%	87%	89%	
Not tell the truth	<b>95</b>	46	48	13	18	10	23	14	16	9	32	20	24	10	21	25	21	28	30	28	18	13	4	2	51	44	91	
	<b>9%</b>	9%	9%	11%	6%	13%	9%	7%	8%	10%	9%	9%	10%	7%	9%	10%	11%	12%	12%	11%	8%	9%	5%	4%	9%	10%	9%	
Don't know	<b>21</b>	14	8	2	-	5	2	3	8	5	7	6	2	1	3	7	4	8	4	6	6	3	2	2	7	14	23	
	<b>2%</b>	3%	1%	1%	-	3% <sup>d</sup>	1%	2%	4% <sup>d</sup>	4% <sup>l</sup>	2%	3%	1%	1%	1%	2%	2%	3%	2%	2%	3%	2%	2%	3%	1%	3% <sup>zx</sup>	2%	
Net difference	<b>814</b>	394	419	122	134	133	126	115	186	89	256	166	222	77	233	233	163	185	182	205	192	111	78	45	460	354	796	
	<b>79%</b>	79%	80%	81%	79%	84%	72%	79%	82%	79%	79%	78%	82%	79%	84%	80%	78%	74%	74%	77%	78%	82%	80%	89%	89%	81%	78%	80%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 29  
**VE01\_15 - 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? Teachers**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>909</b>	301	284	113	198	279	486	144	536	261	112	144	58	264	441	249	158	312	117	98	105	72	660	360	279	206	294	887
Not tell the truth	<b>95</b>	29	25	17	24	26	40	29	52	24	18	18	7	27	43	22	18	29	9	8	10	7	72	21	40	22	25	91
Don't know	<b>21</b>	7	5	4	4	4	13	5	11	6	4	3	1	2	16	6	6	4	5	5	3	2	12	10	8	5	6	23
Net difference	<b>814</b>	272	259	95	174	252	447	115	484	237	94	127	51	238	398	227	139	283	108	90	95	65	588	339	239	184	268	796
	<b>79%</b>	81%	83%	71%	77%	82%	83%	65%	81%	81%	70%	77%	77%	81%	80%	82%	77%	82%	83%	80%	80%	79%	79%	87%	73%	79%	82%	80%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/l/g/h - z/l/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 30**  
**VE01\_16 - 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? Television News Readers**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>640</b>	305	334	71	87	98	118	101	166	81	230	138	142	46	193	173	120	154	138	168	160	81	55	38	349	291	626
	62% cdl mr	61%	64%	47%	51%	62% c	67% cd	69% cd	73% zcd e	72% zl	70% zl	65% l	52%	47%	69% zmo p	60% m	57%	62% m	56%	63%	68% r	58%	62%	75% ru	61%	64%	63%
Not tell the truth	<b>339</b>	167	172	67	80	56	49	35	52	26	80	68	122	42	75	107	75	82	93	83	65	53	33	12	195	144	333
	33% ghi jn	33%	33%	44% zfg h	47% zef gh	35% gh	28%	24%	23%	23%	24%	32%	45% zlj k	43% zn	27%	37% n	36%	33%	38% t	31%	28%	38%	37%	23%	34%	32%	33%
Don't know	<b>47</b>	29	18	13	3	4	8	10	9	6	17	7	8	10	11	9	15	12	15	16	9	5	1	1	26	21	42
	5%	6%	3%	8% zde	2%	3%	4%	7% d	4%	5%	5%	3%	3%	10% zno	4%	3%	7% o	5%	6%	6%	4%	4%	1%	1%	5%	5%	4%
Net difference	<b>301</b>	138	162	5	7	42	69	66	113	55	150	69	20	5	118	66	45	73	45	85	94	28	22	26	155	147	293
	<b>29%</b>	28%	31%	3%	4%	27%	39%	45%	50%	49%	46%	33%	7%	5%	42%	23%	21%	29%	18%	32%	33%	20%	25%	52%	27%	32%	29%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/op/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 31**  
**VE01\_16 - 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? Television News Readers**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>640</b> 62%dfjl	241 72%zbd	191 61%d	88 66%cd	112 49%	168 54%	355 66%zf	118 66%fl	391 65%zj	162 55%	87 65%	79 48%	34 52%	180 61%l	346 69%zlm	183 66%q	102 56%	220 64%	91 70%qd	72 64%	69 58%	55 67%	461 62%	260 67%	217 66%	172 74%zB	199 61%	626 63%
Not tell the truth	<b>339</b> 33%aocsxA	82 24%	109 35%a	39 29%	104 46%zab	120 39%zg	166 31%	52 29%	185 31%	112 38%zi	42 31%	73 44%zo	29 44%o	110 38%o	127 25%	87 31%	68 38%q	109 32%	32 24%	33 30%	45 38%	22 27%	250 34%	113 29%	97 30%	58 25%	106 33%	333 33%
Don't know	<b>47</b> 5%gnA	14 4%	14 4%	6 5%	11 5%	22 7%zg	17 3%	8 4%	23 4%	18 6%	5 4%	14 8%zn	3 5%	4 1%	27 5%nn	7 3%	11 6%	17 5%	7 6%	7 6%	5 4%	5 6%	33 4%	18 4%	13 4%	3 1%	21 6%A	42 4%
Net difference	<b>301</b> 29%	159 47%	82 26%	49 36%	8 4%	47 15%	188 35%	65 37%	207 35%	50 17%	45 33%	6 3%	5 8%	70 24%	219 44%	96 35%	34 19%	111 32%	59 45%	38 34%	24 20%	32 39%	211 28%	147 38%	120 37%	114 49%	93 29%	293 29%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/l/g/h - z/l/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 32**  
**VE01\_17 - 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 Police**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>783</b> 76% <sub>j</sub>	371 74%	411 79%	108 72%	144 85% <sub>zcg</sub> h	133 84% <sub>zcg</sub> h	133 76%	103 71%	163 72%	83 74%	229 70%	174 82% <sub>j</sub>	220 72% <sub>j</sub>	74 75%	233 84% <sub>zpq</sub>	224 77%	149 71%	178 72%	187 76%	193 72%	190 81% <sub>s</sub>	105 76%	68 77%	40 79%	447 78%	337 74%	757 76%
Not tell the truth	<b>209</b> 20% <sub>del</sub> nt	111 22%	97 19%	34 22%	24 14%	21 14%	39 22%	39 27% <sub>zde</sub>	52 23% <sub>de</sub>	23 21%	85 26% <sub>zkl</sub>	36 17%	43 16%	20 20%	40 14%	57 20%	55 26% <sub>zn</sub>	57 23% <sub>qn</sub>	49 20%	61 23% <sub>tl</sub>	35 15%	33 23%	21 23%	11 21%	106 19%	103 23%	212 21%
Don't know	<b>34</b> 3%	19 4%	14 3%	9 6% <sub>d</sub>	2 1%	4 3%	3 2%	4 3%	12 5% <sub>d</sub>	6 5% <sub>k</sub>	13 4%	2 1%	8 3%	5 5%	5 2%	9 3%	6 3%	14 6% <sub>qn</sub>	10 4%	14 5% <sub>uv</sub>	9 4%	1 1%	-	-	17 3%	16 4%	32 3%
Net difference	<b>575</b> 56%	260 52%	314 60%	74 49%	120 70%	112 70%	94 54%	64 44%	111 49%	59 53%	144 44%	138 65%	177 65%	54 55%	193 69%	167 58%	94 45%	121 49%	138 56%	133 49%	155 66%	73 52%	47 54%	29 58%	341 60%	234 51%	545 54%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base



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Table 33  
**VE01\_17 - 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 Police**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL		
	OWNED OUTRIGHT BY	BEING BOUGHT ON A MORTGAGE	RENTED FROM LOCAL AUTHORITY	RENTED FROM A PRIVATE LANDLORD	URBAN	SUB-URBAN	RURAL	MAR/LIVING AS	SINGLE	WID/DIV/SEP	SINGLE	PRE FAMILY	FAMILY	POST FAMILY	GCSE/O-LV/CSE/NVQ12	A-LVL OR EQUIV	DEGR/MAST/PHD	NO FORML QUAL	BROAD SHEET	MID MARKET	TABLOID	NONE	REMAIN	LEAVE	CONSERVATIVE (A)	LABOUR (B)			
TOTAL (z)	(a)	(b)	(c)	(d)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)			
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001	
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001	
Tell the truth	<b>783</b>	243	253	95	180	227	416	140	467	219	97	126	54	242	360	211	140	283	87	83	93	48	581	319	238	193	238	757	
		76% <sup>aosv</sup>	72%	81% <sup>ac</sup>	71%	79%	73%	77%	79%	78%	75%	73%	76%	82%	82% <sup>zo</sup>	72%	76%	77% <sup>s</sup>	82% <sup>zs</sup>	66%	74% <sup>v</sup>	78% <sup>v</sup>	59%	78% <sup>v</sup>	81% <sup>zy</sup>	73%	83% <sup>zB</sup>	73%	76%
Not tell the truth	<b>209</b>	81	51	34	41	67	109	33	116	61	31	31	9	50	119	57	37	55	35	25	19	31	139	64	77	37	74	212	
		20% <sup>rxw</sup>	24% <sup>zb</sup>	16%	25% <sup>b</sup>	18%	22%	20%	18%	19%	21%	23%	19%	13%	17%	24% <sup>zn</sup>	21%	20%	16%	27% <sup>fr</sup>	22%	16%	38% <sup>ztu</sup>	19%	16%	24% <sup>x</sup>	16%	23%	21%
Don't know	<b>34</b>	13	10	5	6	15	14	5	16	11	6	8	4	2	20	9	5	8	9	4	6	3	24	9	11	3	13	32	
		3% <sup>nA</sup>	4%	3%	4%	3%	3%	3%	3%	4%	4%	5% <sup>n</sup>	5% <sup>n</sup>	1%	4% <sup>n</sup>	3%	3%	2%	7% <sup>zr</sup>	3%	5%	4%	3%	2%	3%	1%	4%	3%	
Net difference	<b>575</b>	162	202	61	139	161	307	107	350	158	66	95	45	192	241	153	104	228	52	58	74	17	442	255	161	157	163	545	
		48%	65%	46%	61%	52%	57%	60%	58%	54%	49%	58%	68%	65%	48%	55%	57%	66%	39%	52%	62%	21%	59%	65%	49%	67%	50%	54%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 34**  
**VE01\_18 - 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? Trade Union officials**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)	
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001	
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001	
Tell the truth	<b>463</b>	231	233	81	90	77	73	61	82	45	122	97	139	58	119	138	101	105	114	121	94	72	36	27	275	188	454	
	45% <sub>hij</sub>	46%	44%	54% <sub>zgh</sub>	53% <sub>zh</sub>	48% <sub>h</sub>	42%	42%	36%	40%	37%	46%	51% <sub>zj</sub>	59% <sub>zno</sub>	43%	48%	48%	42%	46%	45%	40%	52% <sub>t</sub>	41%	48%	53%	48% <sub>y</sub>	41%	45%
Not tell the truth	<b>470</b>	229	240	53	64	70	86	76	122	55	177	97	106	32	143	128	85	114	102	114	124	59	51	20	251	219	455	
	46% <sub>cdl</sub>	46%	46%	35%	37%	44%	49% <sub>c</sub>	52% <sub>cd</sub>	54% <sub>zcd</sub>	49%	54% <sub>zl</sub>	46%	39%	33%	51% <sub>mp</sub>	44% <sub>m</sub>	41%	46% <sub>m</sub>	42%	43%	53% <sub>zrs</sub>	42%	57% <sub>zrs</sub>	39%	44%	48%	45%	
Don't know	<b>92</b>	41	51	17	16	12	15	9	23	13	27	18	27	8	17	24	23	28	29	33	16	8	2	4	44	48	92	
	9% <sub>v</sub>	8%	10%	11%	9%	8%	9%	6%	10%	11%	8%	8%	10%	8%	6%	8%	11%	11% <sub>n</sub>	12% <sub>v</sub>	12% <sub>w</sub>	7%	6%	2%	8%	8%	11%	9%	
Net difference	<b>-7</b>	1	-7	28	26	7	-13	-15	-40	-10	-56	*	33	26	-24	10	16	-9	12	6	-31	13	-14	7	24	-31	-1	
	-1%	*	-1%	18%	16%	4%	-8%	-10%	-18%	-9%	-17%	*	12%	27%	-9%	4%	8%	-4%	5%	2%	-13%	9%	-16%	13%	4%	-7%	*	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 35  
**VE01\_18 - 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? Trade Union officials**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	463	132	157	62	106	153	246	64	275	144	44	86	37	144	195	123	89	165	53	54	44	37	344	201	125	68	198	454
		45% <sup>sankoyA</sup>	39%	50% <sup>aa</sup>	46%	47%	49% <sup>h</sup>	46% <sup>h</sup>	36%	46% <sup>k</sup>	49% <sup>k</sup>	33%	52% <sup>o</sup>	56% <sup>o</sup>	49% <sup>o</sup>	39%	45%	49%	48%	40%	49%	37%	46%	46%	51% <sup>zy</sup>	38%	29%	61% <sup>zA</sup>
Not tell the truth	470	173	135	57	98	125	254	91	277	115	78	59	23	131	257	131	79	155	62	51	68	39	323	164	173	150	104	455
		46% <sup>ljwB</sup>	51% <sup>z</sup>	43%	42%	40%	47%	51% <sup>f</sup>	46%	40%	58% <sup>zj</sup>	36%	34%	45%	51% <sup>zim</sup>	48%	43%	45%	47%	46%	58% <sup>zw</sup>	47%	43%	46%	53% <sup>zx</sup>	64% <sup>zB</sup>	32%	45%
Don't know	92	31	21	15	23	32	38	22	47	32	12	21	6	18	47	22	14	26	16	6	6	6	77	26	28	15	23	92
		9% <sup>gdx</sup>	9%	7%	11%	10%	7%	12% <sup>g</sup>	8%	11%	9%	12% <sup>n</sup>	9%	6%	9%	8%	8%	8%	13%	6%	5%	7%	10% <sup>z</sup>	7%	9%	6%	7%	9%
Net difference	-7	-41	22	5	9	28	-8	-27	-2	29	-33	27	15	13	-62	-8	10	10	-9	3	-24	-1	21	37	-49	-82	94	-1
		-1%	-12%	7%	4%	9%	-1%	-15%	*	10%	-25%	16%	22%	4%	-12%	-3%	6%	3%	-7%	3%	-20%	-1%	3%	9%	-15%	-35%	29%	*

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/l/g/h - z/l/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 36**  
**VE01\_20 - 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? Local councillors**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>411</b> 40% <sup>fj</sup>	198 39%	213 41%	75 50% <sup>zfg</sup> h	84 50% <sup>zfg</sup> h	68 43%	55 31%	50 35%	80 35%	37 33%	112 34%	75 36%	133 49% <sup>zlj</sup> k	54 55% <sup>zop</sup> q	124 45% <sup>q</sup>	127 44% <sup>q</sup>	75 36%	85 34%	86 35%	97 36%	102 44%	77 56% <sup>zrstv</sup> w	33 38%	16 32%	235 41%	176 39%	410 41%
Not tell the truth	<b>559</b> 54% <sup>cdl</sup> mu	276 55%	282 54%	66 44%	77 45%	83 53%	110 63% <sup>cd</sup>	90 62% <sup>cd</sup>	134 59% <sup>cd</sup>	66 59% <sup>l</sup>	203 62% <sup>zl</sup>	123 58% <sup>l</sup>	124 45%	39 39%	145 52% <sup>m</sup>	151 52% <sup>m</sup>	124 59% <sup>m</sup>	138 56% <sup>m</sup>	140 57% <sup>u</sup>	147 55% <sup>u</sup>	127 54% <sup>u</sup>	58 42%	55 62% <sup>u</sup>	31 62% <sup>u</sup>	302 53%	257 56%	539 54%
Don't know	<b>56</b> 5% <sup>lv</sup>	27 5%	28 5%	10 7%	9 5%	8 5%	10 6%	6 4%	13 6%	10 9% <sup>j</sup>	11 3%	14 7%	15 6%	6 6%	9 3%	12 4%	11 5%	24 10% <sup>zno</sup>	19 8% <sup>tv</sup>	24 9% <sup>ztuv</sup>	6 2%	4 3%	- -	3 7% <sup>v</sup>	33 6%	22 5%	52 5%
Net difference	<b>-147</b> -14%	-78 -16%	-68 -13%	9 6%	8 4%	-16 -10%	-55 -32%	-39 -27%	-54 -24%	-29 -26%	-91 -28%	-47 -22%	9 3%	15 15%	-21 -7%	-25 -8%	-49 -23%	-53 -21%	-54 -22%	-50 -19%	-25 -10%	19 14%	-22 -25%	-15 -30%	-67 -12%	-80 -18%	-129 -13%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 37**  
**VE01\_20 - 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? Local councillors**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>411</b>	133	127	38	107	134	216	62	244	132	35	84	38	120	170	101	76	166	37	47	49	21	307	181	100	92	135	410
		40%ckosvy	39%c	40%c	29%z	43%	40%	35%	41%k	45%zk	26%	51%zo	57%zno	41%	34%	36%	42% <sup>s</sup>	48%zps	28%	43%v	41%v	25%	41%v	46%zy	30%	39%	41%	41%
Not tell the truth	<b>559</b>	182	172	90	107	152	300	106	324	143	91	72	24	156	305	157	99	165	84	58	61	55	397	198	209	134	171	539
		54%cdfilmr	54%	55%	67%zabd	49%	56%	60% <sup>f</sup>	54%	49%	68%zj	44%	37%	53% <sup>m</sup>	61%zlm	57% <sup>r</sup>	55%	48%	64% <sup>zr</sup>	52%	52%	67%zuw	53%	51%	64%zx	57%	52%	54%
Don't know	<b>56</b>	22	15	6	13	24	23	9	31	16	7	9	4	18	24	18	6	15	11	6	9	6	40	12	18	7	20	52
		5% <sup>x</sup>	7%	5%	6%	8%	4%	5%	5%	6%	6%	6%	6%	6%	5%	7%	3%	4%	8%	5%	7%	8%	5%	3%	6%	3%	6%	5%
Net difference	<b>-147</b>	-49	-45	-52	*	-18	-84	-44	-80	-11	-56	11	14	-37	-134	-57	-23	1	-47	-11	-12	-34	-90	-17	-109	-42	-36	-129
	<b>-14%</b>	-15%	-14%	-39%	*	-6%	-16%	-25%	-13%	-4%	-42%	7%	20%	-12%	-27%	-20%	-13%	*	-36%	-10%	-10%	-42%	-12%	-4%	-33%	-18%	-11%	-13%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/l/g/h - z/l/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 38**  
**VE01\_24 - 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? Charity chief execs**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>492</b>	235	256	94	101	78	80	46	92	43	125	101	157	65	141	145	103	103	99	134	114	85	37	22	277	215	473
	48% ghj	47%	49%	63% zef	60% zfg	49% g	46% eg	31%	41%	38%	38%	47%	58% zjk	67% zno	51%	50%	49%	41%	40%	50% r	49%	61% zrtv	42%	44%	49%	47%	47%
Not tell the truth	<b>469</b>	229	240	48	62	73	80	85	121	60	178	96	105	27	122	128	91	129	126	107	110	51	51	26	255	214	465
	46% cdl msu	46%	46%	32%	37%	46% c	46% c	59% zcd	53% zcd	54% l	54% zl	45%	39%	27%	44% m	44% m	43% m	52% zm	51% su	40%	47%	36%	57% zsu	51%	45%	47%	46%
Don't know	<b>64</b>	37	27	8	6	7	14	14	14	9	24	16	10	6	15	17	16	17	20	26	10	4	1	3	38	26	63
	6% lv	7%	5%	6%	4%	5%	8%	10% d	6%	8%	7%	7%	4%	6%	6%	6%	7%	7%	8% uv	10% ztuv	4%	3%	1%	5%	7%	6%	6%
Net difference	<b>22</b>	5	16	46	39	5	*	-39	-29	-18	-53	5	51	39	19	17	12	-26	-27	27	5	34	-14	-3	21	1	8
	<b>2%</b>	1%	3%	31%	23%	3%	*	-27%	-13%	-16%	-16%	2%	19%	40%	7%	6%	6%	-11%	-11%	10%	2%	25%	-15%	-6%	4%	*	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 39**  
**VE01\_24 - 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? Charity chief execs**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL	
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)		
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001	
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001	
Tell the truth	<b>492</b>	135	172	58	117	161	257	74	271	167	53	104	41	150	196	121	99	185	44	59	54	26	369	207	128	103	170	473	
		48%akosvy	40%	55%zac	43%	52%a	52%h	48%	45%	57%zik	39%	63%zno	61%zo	51%o	39%	44%	55%zps	54%zps	33%	53%v	46%v	32%	50%v	53%zy	39%	44%	52%	47%	
Not tell the truth	<b>469</b>	181	126	69	90	128	250	92	288	109	73	52	22	133	263	138	70	146	71	46	60	48	328	170	171	117	139	465	
		46%bdjjq	54%zbd	40%	52%bd	41%	46%	52%f	48%j	38%	54%zi	31%	34%	45%l	53%zim	50%q	39%	42%	54%qr	41%	51%	58%ztlw	44%	43%	52%zx	50%	43%	46%	
Don't know	<b>64</b>	21	15	7	20	21	31	12	40	15	9	10	3	11	40	17	12	15	17	6	4	8	48	15	28	12	16	63	
		6%nx	6%	5%	9%	7%	6%	7%	7%	5%	7%	6%	5%	4%	8%zn	6%	6%	4%	13%zpr	6%	3%	10%	6%	4%	9%k	5%	5%	6%	
Net difference	<b>22</b>	-46	46	-12	28	34	6	-18	-16	58	-20	52	18	17	-66	-16	29	39	-27	13	-6	-21	41	37	-43	-14	31	8	
		2%	-14%	15%	-9%	12%	11%	1%	-10%	-3%	20%	-15%	31%	28%	6%	-13%	-6%	16%	11%	-21%	12%	-5%	-26%	6%	9%	-13%	-6%	10%	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 40**  
**VE01\_26 - 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? Nurses**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>985</b>	483	500	147	163	153	168	140	214	108	308	205	262	97	270	277	203	234	231	258	225	135	86	50	549	435	962
	<b>96%</b>	96%	96%	98%	96%	96%	96%	96%	95%	96%	94%	97%	96%	99%	97%	96%	97%	94%	94%	96%	96%	97%	97%	100%	96%	96%	96%
Not tell the truth	<b>31</b>	13	17	3	5	3	5	6	8	2	15	6	7	1	8	11	5	7	10	7	7	5	3	-	15	15	30
	<b>3%</b>	3%	3%	2%	3%	2%	3%	4%	4%	2%	5%	3%	3%	1%	3%	4%	3%	3%	4%	2%	3%	3%	3%	-	3%	3%	3%
Don't know	<b>10</b>	4	6	1	1	3	2	-	4	2	4	2	3	-	-	2	1	8	4	3	3	-	-	-	5	5	9
	<b>1%</b>	1%	1%	*	1%	2%	1%	-	2%	2%	1%	1%	1%	-	-	1%	1%	3%	2%	1%	1%	-	-	-	1%	1%	1%
Net difference	<b>954</b>	470	483	144	158	149	163	134	206	106	293	199	255	96	262	267	198	228	221	251	218	130	83	50	534	420	932
	<b>93%</b>	94%	92%	96%	93%	94%	93%	92%	91%	95%	90%	94%	94%	98%	94%	92%	94%	92%	90%	94%	93%	94%	93%	100%	94%	92%	93%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base



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**Table 41**  
**VE01\_26 - 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? Nurses**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL	
	OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)		
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>985</b>	320	304	127	218	299	519	167	577	281	126	159	66	287	472	268	176	333	125	107	111	76	718	381	313	227	312	962
		96%o	95%	97%	95%	96%	96%	94%	96%	96%	94%	96%	99%	98%o	94%	97%	97%	96%	95%	96%	94%	93%	97%	97%	96%	98%	96%	96%
Not tell the truth	<b>31</b>	13	6	4	8	9	13	8	17	7	6	5	-	5	20	4	6	9	4	2	3	4	21	10	9	4	9	30
	<b>3%</b>	4%	2%	3%	3%	3%	2%	4%	3%	2%	5%	3%	-	2%	4%	2%	3%	3%	3%	2%	3%	5%	3%	2%	3%	2%	3%	3%
Don't know	<b>10</b>	4	3	3	1	2	6	3	5	3	2	1	1	1	7	4	-	4	2	3	4	2	5	1	5	1	4	9
	<b>1%wx</b>	1%	1%	2%	*	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	2%	-	1%	2%	2%	3%zw	2%	1%	*	1%	*	1%	1%
Net difference	<b>954</b>	307	298	123	211	289	505	159	560	274	119	154	66	282	452	264	170	324	121	105	108	72	697	371	303	223	303	932
	<b>93%</b>	91%	95%	91%	93%	94%	94%	90%	93%	94%	89%	93%	99%	96%	90%	95%	94%	94%	92%	94%	91%	88%	94%	95%	93%	96%	93%	93%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/vw - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 42**  
**VE01\_29 - 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? Professors**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE					GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL			
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)		WALES (w)	WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>881</b>	435	446	133	145	139	152	125	187	90	278	188	233	88	247	250	187	198	209	221	208	120	81	42	512	369	858
		86% <sub>cy</sub>	87%	85%	88%	86%	88%	87%	86%	81%	85%	88%	86%	90% <sub>cd</sub>	89% <sub>q</sub>	86%	89% <sub>eq</sub>	80%	85%	83%	89%	86%	91%	84%	90% <sub>zy</sub>	81%	86%
Not tell the truth	<b>97</b>	48	49	14	18	14	14	15	21	8	34	18	29	8	23	28	13	34	27	27	17	15	7	3	40	57	98
		9% <sub>x</sub>	10%	9%	9%	11%	9%	8%	11%	7%	10%	8%	11%	8%	8%	10%	6%	14% <sub>zd</sub>	11%	10%	7%	11%	8%	7%	7%	13% <sub>zx</sub>	10%
Don't know	<b>47</b>	18	29	4	6	5	8	5	19	14	14	7	9	2	8	12	10	16	9	20	9	4	1	5	18	29	45
		5% <sub>x</sub>	4%	6%	3%	4%	3%	4%	3%	12% <sub>zjkl</sub>	4%	3%	3%	2%	3%	4%	5%	7%	4%	7% <sub>zv</sub>	4%	3%	1%	9% <sub>v</sub>	3%	6% <sub>zx</sub>	4%
Net difference	<b>785</b>	387	397	119	127	125	138	110	165	82	244	170	204	80	224	222	174	164	182	194	191	105	74	39	472	312	760
		77%	77%	76%	79%	75%	79%	76%	73%	74%	75%	80%	75%	82%	81%	77%	83%	66%	74%	72%	82%	75%	83%	77%	83%	69%	76%

Proportions/Means; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/kl - z/m/n/op/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 43  
**VE01\_29 - 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? Professors**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/ CSE/ NVO12 (p)	A-LVL OR EQUIV (q)	DEGR/ MAST/ PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSER VATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>881</b>	294	278	105	191	273	461	148	516	254	111	147	55	252	426	240	148	308	106	97	94	66	648	352	273	198	288	858
		86% <sup>cu</sup>	87% <sup>c</sup>	89% <sup>c</sup>	79% <sup>c</sup>	84% <sup>c</sup>	88%	86%	83%	86%	87%	82%	89%	84%	86%	87%	82%	89% <sup>zqs</sup>	81%	87%	79%	81%	87% <sup>u</sup>	90% <sup>zy</sup>	83%	85%	89%	86%
Not tell the truth	<b>97</b>	22	27	20	28	25	51	21	56	29	12	15	7	32	43	26	20	28	12	6	17	9	68	25	37	25	24	98
		9% <sup>ax</sup>	7%	9%	15% <sup>za</sup>	12% <sup>a</sup>	8%	9%	12%	9%	10%	9%	10%	11%	11%	10%	11%	8%	9%	6%	14% <sup>t</sup>	10%	9%	6%	11% <sup>x</sup>	11%	7%	10%
Don't know	<b>47</b>	20	9	9	7	12	26	9	27	8	11	3	4	9	31	10	13	10	12	8	8	7	28	14	17	9	13	45
	<b>5%</b>	6%	3%	6%	3%	4%	5%	5%	5%	3%	8% <sup>zj</sup>	2%	6%	3%	6% <sup>zl</sup>	3%	7% <sup>f</sup>	3%	10% <sup>zpr</sup>	7%	7%	9% <sup>w</sup>	4%	4%	5%	4%	4%	4%
Net difference	<b>785</b>	271	251	85	164	247	410	127	461	225	99	132	49	219	383	214	128	280	94	91	77	58	580	327	236	173	264	760
	<b>77%</b>	81%	80%	64%	72%	80%	76%	72%	77%	77%	73%	80%	74%	75%	77%	77%	70%	81%	72%	82%	65%	70%	78%	83%	72%	74%	81%	76%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 44**  
**VE01\_30 - 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? Engineers**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>892</b>	438	454	127	148	138	153	132	195	98	284	185	235	86	259	261	180	192	212	216	209	124	82	49	504	388	877
		87% <sup>cs</sup>	87%	84%	87%	87%	88%	91%	86%	87%	87%	87%	87%	88% <sup>d</sup>	93% <sup>zpq</sup>	90% <sup>zq</sup>	86% <sup>q</sup>	77%	87%	81%	89% <sup>s</sup>	89%	93% <sup>s</sup>	96% <sup>zs</sup>	88%	85%	88%
Not tell the truth	<b>97</b>	45	52	18	17	15	17	9	22	10	29	20	26	11	15	23	24	35	25	28	21	15	6	1	48	48	92
		9% <sup>n</sup>	9%	10%	12%	10%	10%	9%	6%	9%	9%	9%	10%	11%	6%	8%	11% <sup>n</sup>	14% <sup>zno</sup>	10%	11%	9%	11% <sup>w</sup>	7%	2%	8%	11%	9%
Don't know	<b>36</b>	19	18	6	5	6	5	4	10	4	13	8	11	1	3	5	6	22	8	23	4	*	-	1	17	19	32
		4% <sup>nou</sup>	4%	4%	3%	3%	3%	3%	5%	3%	4%	4%	4%	1%	1%	2%	3%	9% <sup>zmo</sup>	3%	9% <sup>zrtu</sup>	2%	*	-	2%	3%	4%	3%
Net difference	<b>795</b>	393	401	109	131	122	136	124	173	88	255	165	209	75	244	238	157	157	188	188	187	108	76	48	456	340	785
	<b>78%</b>	78%	77%	73%	77%	77%	78%	85%	76%	78%	78%	78%	77%	76%	88%	82%	75%	63%	76%	70%	80%	78%	86%	95%	80%	75%	78%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 45**  
**VE01\_30 - 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? Engineers**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>892</b>	302	280	107	191	272	471	149	530	249	113	144	60	253	435	234	165	313	102	99	106	67	647	362	285	213	287	877
	87%cs	90%cc	89%cc	80%	84%	88%	88%	84%	88%	86%	84%	87%	90%	86%	87%	85%	91%ss	91%zps	78%	89%	89%	82%	87%	93%zy	87%	91%z	88%	88%
Not tell the truth	<b>97</b>	25	28	19	23	20	58	19	51	31	16	16	4	32	45	30	12	28	19	11	9	7	72	25	28	14	32	92
	9%fxA	7%	9%	14%aa	10%	6%	11%ff	11%	8%	11%	12%	10%	6%	11%	9%	11%	6%	8%	14%qq	10%	8%	8%	10%	6%	9%	6%	10%	9%
Don't know	<b>36</b>	9	6	8	13	17	9	10	18	11	6	6	2	9	19	12	5	4	10	2	4	8	25	4	14	6	7	32
	4%grx	3%	2%	6%bb	6%bb	6%zg	2%	5%gg	3%	4%	4%	4%	3%	3%	4%	4%rr	3%	1%	8%zqr	1%	3%	10%zww	3%	1%	4%kk	3%	2%	3%
Net difference	<b>795</b>	277	252	88	168	253	413	130	480	219	97	128	56	221	390	204	153	286	83	89	96	61	574	337	257	199	255	785
	<b>78%</b>	82%	80%	66%	74%	82%	77%	73%	80%	75%	72%	77%	84%	75%	78%	74%	84%	83%	64%	79%	81%	74%	77%	86%	79%	86%	78%	78%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 46**  
**VE01\_31 - 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? Members of the Armed Forces**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>799</b>	392	406	118	130	129	142	115	165	86	247	178	207	78	227	225	163	183	189	193	196	102	70	48	459	340	772
		78% <sup>hsy</sup>	78%	78%	78%	77%	81%	81%	79%	76%	76%	84% <sup>zj</sup>	76%	79%	82% <sup>q</sup>	78%	78%	74%	77%	72%	84% <sup>zsu</sup>	73%	79%	95% <sup>zrsu</sup>	80% <sup>y</sup>	75%	77%
Not tell the truth	<b>173</b>	83	91	28	33	21	25	23	43	15	59	26	52	19	38	52	35	47	40	56	27	33	15	2	80	93	177
		17% <sup>twx</sup>	16%	17%	19%	19%	13%	14%	16%	14%	18%	12%	19%	19%	14%	18%	17%	19%	16% <sup>w</sup>	21% <sup>tw</sup>	11%	24% <sup>zrw</sup>	18% <sup>w</sup>	4%	14%	20% <sup>zrx</sup>	18%
Don't know	<b>54</b>	27	27	5	7	9	9	7	18	11	20	8	12	2	12	12	18	18	16	19	11	4	3	1	31	23	52
		5%	5%	3%	4%	6%	5%	5%	8% <sup>z</sup>	10% <sup>zkl</sup>	6%	4%	4%	2%	4%	4%	6%	7%	6%	7%	5%	3%	3%	2%	5%	5%	5%
Net difference	<b>625</b>	309	315	90	97	107	117	92	122	70	188	152	155	59	189	173	127	136	149	138	169	69	55	46	378	247	595
		61%	60%	60%	57%	68%	67%	63%	54%	63%	58%	71%	57%	60%	68%	60%	61%	55%	61%	51%	72%	49%	62%	91%	66%	54%	59%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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**Table 47**  
**VE01\_31 - 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? Members of the Armed Forces**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL	
	OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)		
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>799</b>	250	260	104	170	229	433	136	473	224	101	127	45	244	381	229	141	268	95	76	87	63	595	304	264	198	238	772
	78%tB	74%	83%zad	78%	75%	74%	80%	77%	79%	77%	75%	77%	68%	83%zmo	76%	83%zs	78%	78%	73%	68%	73%	77%	80%zt	78%	81%	85%zB	73%	77%
Not tell the truth	<b>173</b>	61	39	24	48	64	86	24	95	54	24	32	17	41	83	42	34	57	20	25	24	14	117	70	45	18	71	177
	17%bA	18%	13%	18%	21%b	21%	16%	13%	16%	19%	18%	20%	25%n	14%	17%	15%	19%	17%	15%	23%	20%	17%	16%	18%	14%	8%	22%zA	18%
Don't know	<b>54</b>	25	14	6	9	16	19	18	31	13	9	5	4	9	35	6	6	20	16	10	8	5	32	18	18	17	16	52
	5%gnp	7%z	4%	4%	4%	5%	4%	10%zg	5%	5%	7%	3%	6%	3%	7%zn	2%	3%	6%p	12%zpq	9%w	7%	6%	4%	5%	6%	7%	5%	5%
Net difference	<b>625</b>	190	221	80	122	166	347	112	378	170	77	95	28	204	297	187	106	211	76	51	63	49	477	234	219	179	167	595
	<b>61%</b>	56%	70%	60%	54%	54%	64%	63%	63%	58%	57%	57%	43%	69%	60%	68%	59%	61%	58%	46%	53%	60%	64%	60%	67%	77%	51%	59%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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**Table 48**  
**VE01\_32 - 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? Advertising executives**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION					WORKING STATUS		UNWTD TOTAL		
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)		WORKING (x)	NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
Tell the truth	<b>166</b> 16% <sup>f</sup> r	84 17%	82 16%	33 22% <sup>f</sup> g	41 24% <sup>z</sup> fgh	24 15%	17 10%	16 11%	35 15%	20 18%	36 11%	25 12%	62 23% <sup>z</sup> jk	21 21%	41 15%	50 17%	29 14%	45 18%	27 11%	49 18% <sup>r</sup>	41 18%	24 17%	19 22% <sup>r</sup>	6 12%	90 16%	76 17%	161 16%
Not tell the truth	<b>810</b> 79% <sup>d</sup>	394 79%	414 79%	113 75%	118 69%	129 81% <sup>d</sup> h	153 88% <sup>z</sup> cd	123 84% <sup>d</sup>	175 77%	81 73%	272 83% <sup>z</sup> il	182 86% <sup>z</sup> il	198 73%	73 75%	225 81%	230 79%	172 82%	184 74%	206 84% <sup>z</sup> s	202 75%	181 77%	111 80%	68 77%	42 83%	460 81%	350 77%	792 79%
Don't know	<b>50</b> 5% <sup>x</sup>	23 5%	27 5%	5 3%	11 6%	5 3%	4 3%	7 5%	17 7% <sup>z</sup>	11 10% <sup>z</sup> k	18 6%	5 3%	12 4%	4 4%	12 4%	9 3%	9 4%	19 8% <sup>z</sup> o	12 5%	17 6%	12 5%	4 3%	1 1%	3 5%	19 3%	30 7% <sup>z</sup> x	48 5%
Net difference	<b>-644</b> <b>-63%</b>	-311 -62%	-332 -63%	-81 -54%	-76 -45%	-104 -66%	-136 -78%	-107 -74%	-140 -62%	-62 -55%	-236 -72%	-156 -74%	-135 -50%	-52 -53%	-183 -66%	-180 -62%	-143 -68%	-138 -56%	-179 -73%	-153 -57%	-140 -60%	-87 -63%	-49 -55%	-36 -72%	-370 -65%	-274 -60%	-631 -63%

Proportions/Mean; Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base



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**Table 49**  
**VE01\_32 - 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? Advertising executives**  
 Base: All adults age 15+ in Great Britain

	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL	
	OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)		
<b>Unweighted Base</b>	<b>1001</b>	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
<b>Weighted Base</b>	<b>1026</b>	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
Tell the truth	<b>166</b>	52	54	21	38	60	90	16	96	54	16	31	23	51	60	49	25	56	18	14	23	11	122	52	47	37	47	161
	16%ho	16%	17%	15%	17%	19%h	17%h	9%	16%	19%	12%	19%o	34%zn	17%	12%	18%	14%	16%	13%	13%	19%	14%	16%	13%	14%	16%	15%	16%
Not tell the truth	<b>810</b>	265	247	105	178	235	428	147	473	225	111	129	38	233	409	219	146	278	100	94	91	68	581	328	264	186	261	792
	79% <sup>m</sup>	79%	79%	78%	79%	76%	80%	83%	79%	77%	83%	78% <sup>m</sup>	58%	80% <sup>m</sup>	82% <sup>zm</sup>	79%	81%	81%	77%	84%	77%	83%	78%	84% <sup>z</sup>	81%	80%	80%	79%
Don't know	<b>50</b>	18	12	8	11	15	20	15	30	12	8	6	5	9	30	8	10	12	13	4	4	2	41	11	16	9	17	48
	5% <sup>x</sup>	5%	4%	6%	5%	5%	4%	8% <sup>zq</sup>	5%	4%	6%	3%	8%	3%	6%	3%	6%	3%	10% <sup>zpr</sup>	3%	4%	3%	5%	3%	5%	4%	5%	5%
Net difference	<b>-644</b>	-213	-193	-84	-141	-175	-338	-131	-377	-171	-95	-98	-16	-182	-349	-169	-121	-222	-83	-79	-69	-57	-459	-276	-217	-148	-214	-631
	-63%	-63%	-62%	-63%	-62%	-57%	-63%	-74%	-63%	-59%	-71%	-59%	-24%	-62%	-70%	-61%	-67%	-64%	-63%	-71%	-58%	-69%	-62%	-71%	-66%	-64%	-66%	-63%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base

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Table 50  
**VE01 - 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? Mean trusted**  
 Base: All adults age 15+ in Great Britain

	GENDER		AGE						GENERATION					SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		UNWTD TOTAL	
	TOTAL (z)	MALE (a)	FEMALE (b)	15-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLENNIAL (l)	GEN Z (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	NORTH (r)	MIDLANDS (s)	SOUTH (t)	LONDON (u)	SCOTLAND (v)	WALES (w)	WORKING (x)		NOT WORKING (y)
<b>Unweighted Base</b>	<b>1001</b>	521	479	158	158	153	124	160	248	124	328	179	257	107	254	363	171	213	250	264	204	146	85	52	484	517	1001
<b>Weighted Base</b>	<b>1026</b>	501	523	150	170	159	175	145	227	112	326	212	272	98*	278	290	210	248	245	268	234	139	88*	50*	570	456	1001
MEAN TRUSTED	13.96j	14.02	13.89	14.42	14.79z	14.20	13.58	13.27	13.61	13.56	13.42	13.79	14.62z	14.84q	14.58z	14.31q	13.97q	12.86	13.19	13.80	14.24r	14.59r	14.69r	14.20	14.28y	13.57	13.94
MEAN NOT TRUSTED	9.00m	9.02	8.98	8.45	8.56	8.71	9.65c	9.67cd	8.97	8.70	9.57zl	9.14	8.60	8.09	8.63	8.76	9.15m	9.57mn	9.41	8.83	8.75	8.77	9.53	8.77	8.86	9.17	9.01

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p/q - z/r/s/t/u/v/w - z/x/y  
 Overlap formulae used. \* small base

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Table 51  
**VE01 - 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? Mean trusted**  
 Base: All adults age 15+ in Great Britain

	TOTAL (z)	TENURE				AREA			MARITAL STATUS			LIFESTAGE				EDUCATION				DAILY READERSHIP				REFERENDUM VOTE		PARTY PREFERENCE		UNWTD TOTAL
		OWNED OUTRIGHT BY HOUSEHOLD (a)	BEING BOUGHT ON A MORTGAGE (b)	RENTED FROM LOCAL AUTHORITY (c)	RENTED FROM A PRIVATE LANDLORD (d)	URBAN (f)	SUB-URBAN (g)	RURAL (h)	MAR/LIVING AS (i)	SINGLE (j)	WID/DIV/SEP (k)	SINGLE (l)	PRE FAMILY (m)	FAMILY (n)	POST FAMILY (o)	GCSE/O-LV/CSE/NVQ12 (p)	A-LVL OR EQUIV (q)	DEGR/MAST/PHD (r)	NO FORML QUAL (s)	BROAD SHEET (t)	MID MARKET (u)	TABLOID (v)	NONE (w)	REMAIN (x)	LEAVE (y)	CONSERVATIVE (A)	LABOUR (B)	
Unweighted Base	1001	370	262	143	214	310	515	176	577	291	132	172	62	267	499	257	187	333	129	113	121	82	714	378	320	233	320	1001
Weighted Base	1026	336	313	134	227	309	538	178	599	291	134	165	66*	294	499	276	181	345	131	111*	119	82*	744	391	327	233	325	1001
MEAN TRUSTED	13.96ckos vy	13.84c	14.53zc	12.78	14.07c	14.05	14.08	13.41	14.19k	14.19k	12.49	14.52o	15.02o	14.31o	13.43	14.01	14.15s	14.49z	12.91	14.00v	13.44	12.51	14.17z	14.72z	13.38	14.56	14.21	13.94
MEAN NOT TRUSTED	9.00mx	9.06	8.52	10.15zabd	8.91	8.73	9.06	9.28	8.83	8.83	10.15zi	8.49	7.71	9.03	9.33zm	9.13	8.93	8.63	9.30	8.85	9.40	10.16zt	8.81	8.60	9.53zx	8.68	8.83	9.01

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v/w - z/x/y - z/A/B  
 Overlap formulae used. \* small base