

# Ipsos MORI Veracity Index

## 2018

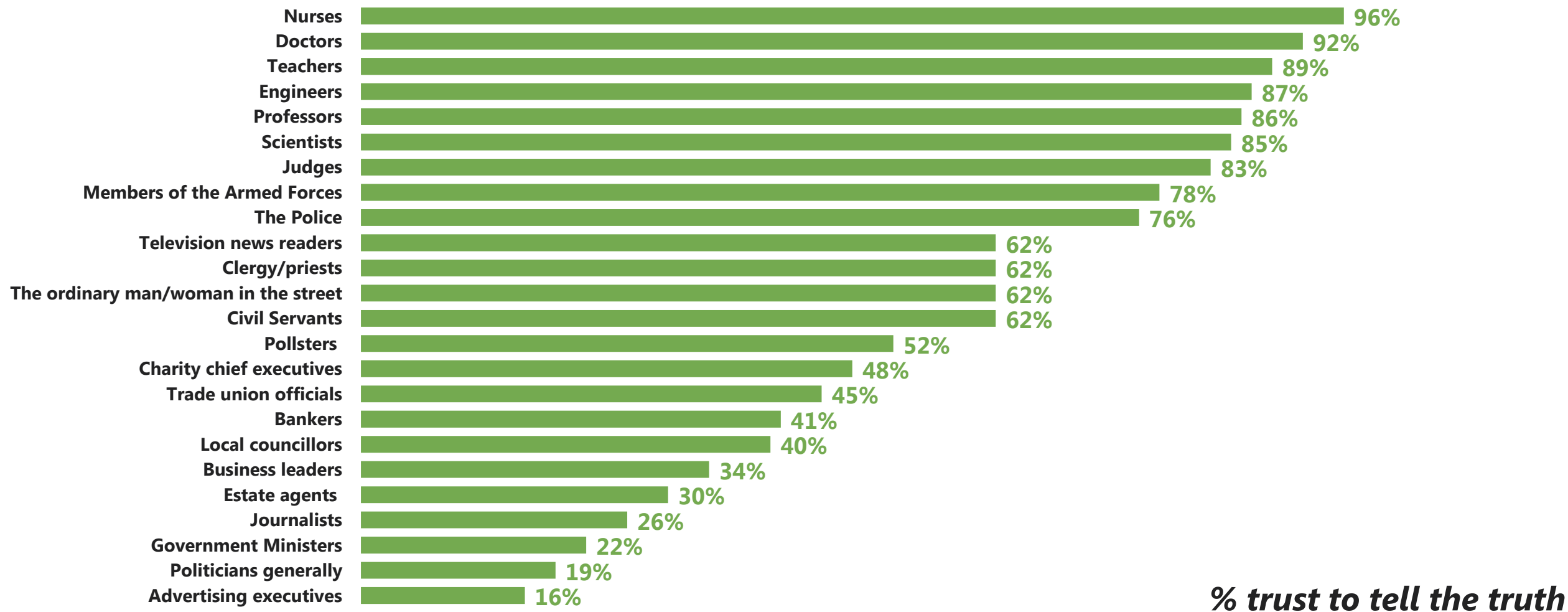


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# Veracity Index 2018 – all professions

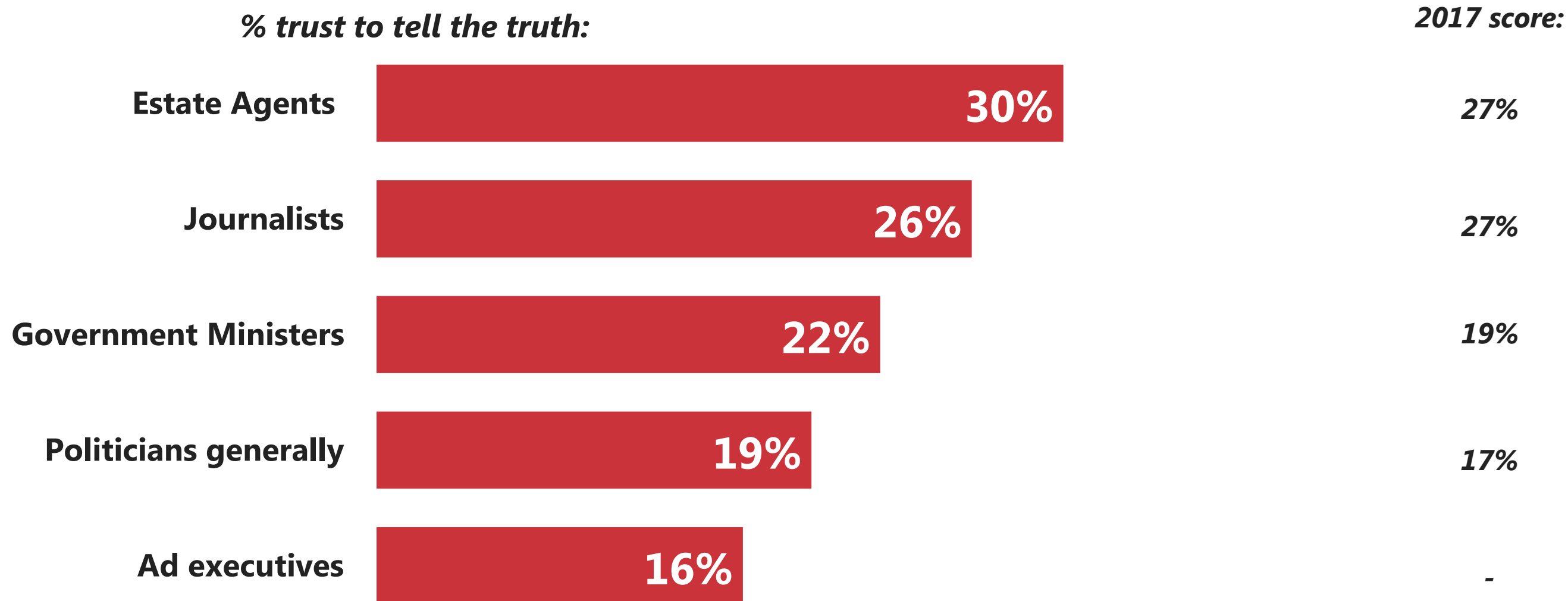
*“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”*



# The five most trusted professions, 2018

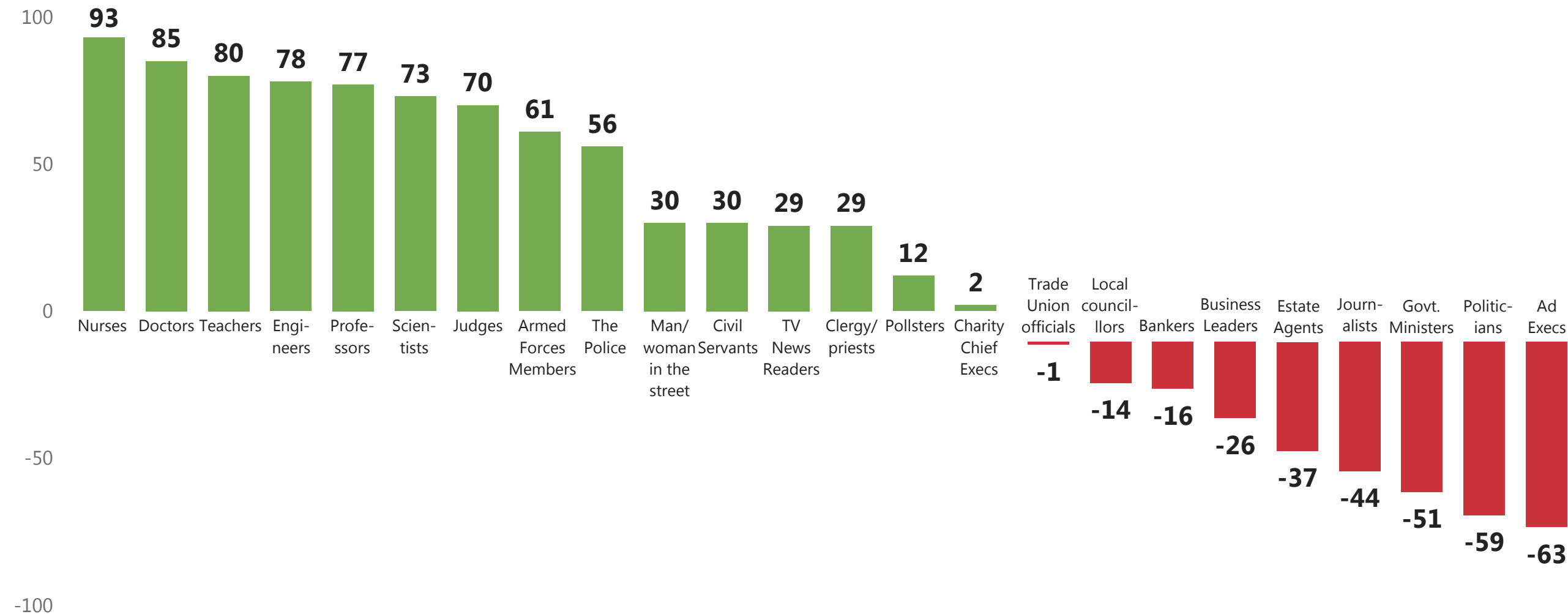


# The five least trusted professions, 2018

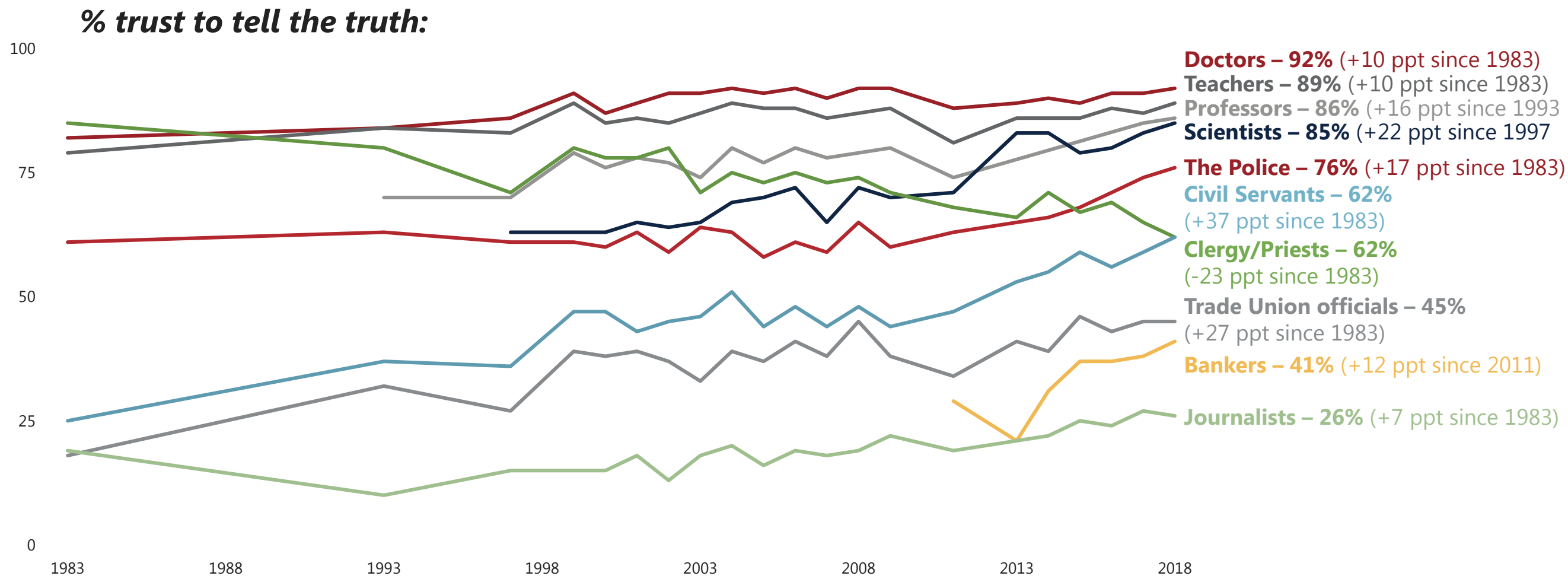


# Net trust in professions 2018

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

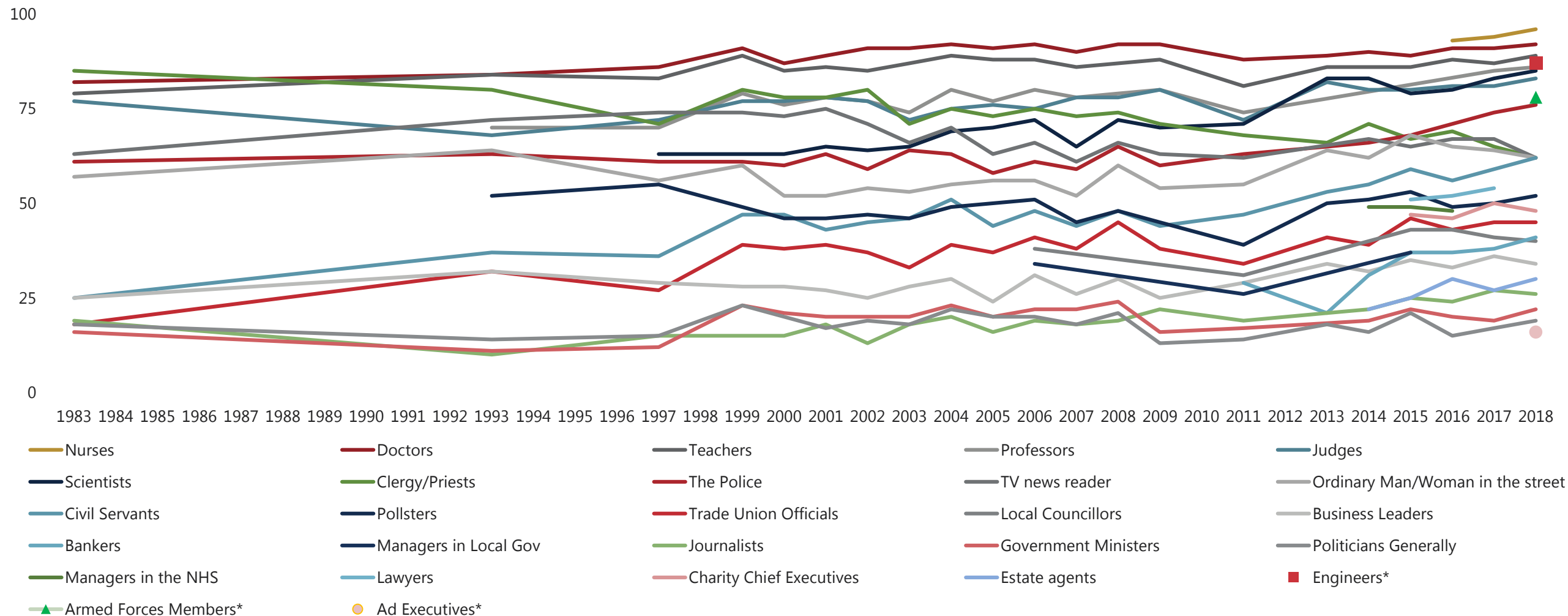


# Key movers in public trust over time



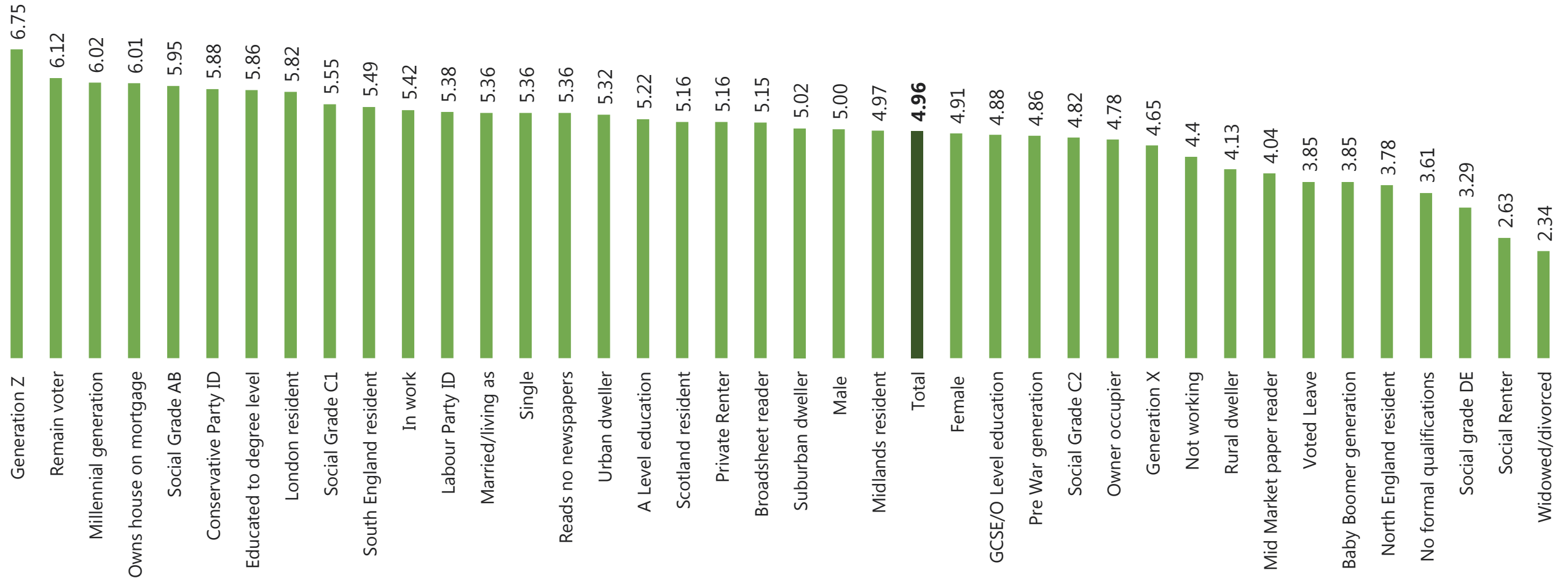
# All Veracity data, 1983 - 2018

**% trust to tell the truth:**



# The Social Trust Index

## The social and demographic drivers of trust



Base: 1,001 British adults aged 15+, fieldwork 12 - 21 October 2018

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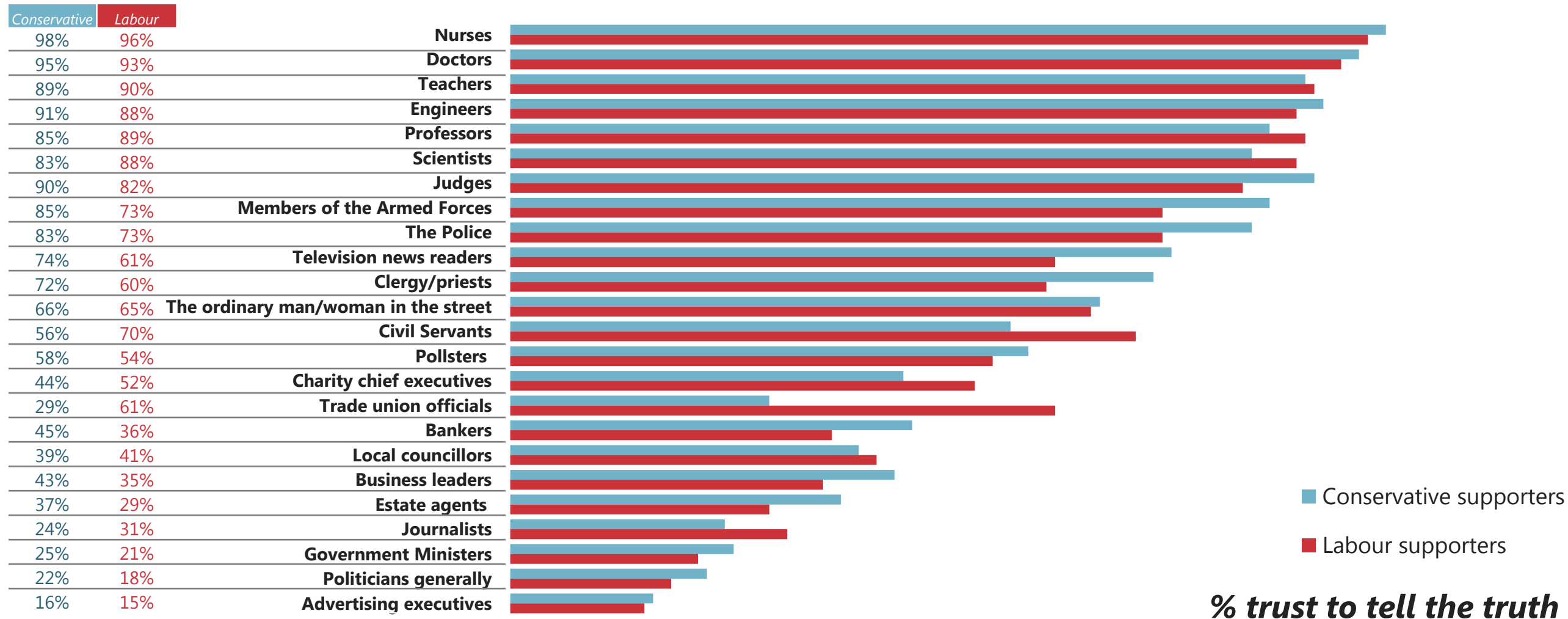


The social trust index is the average number of professions trusted minus the average not trusted per group



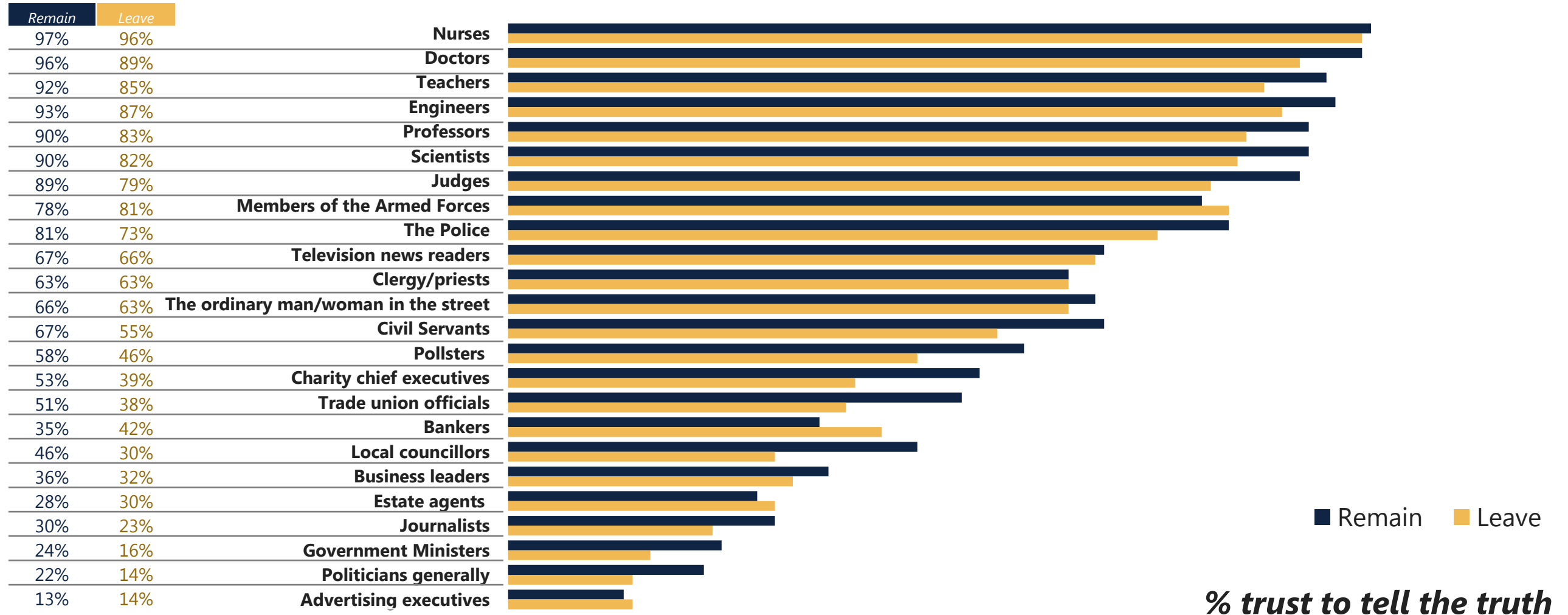
# Trust in professions by party support

*"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?"*



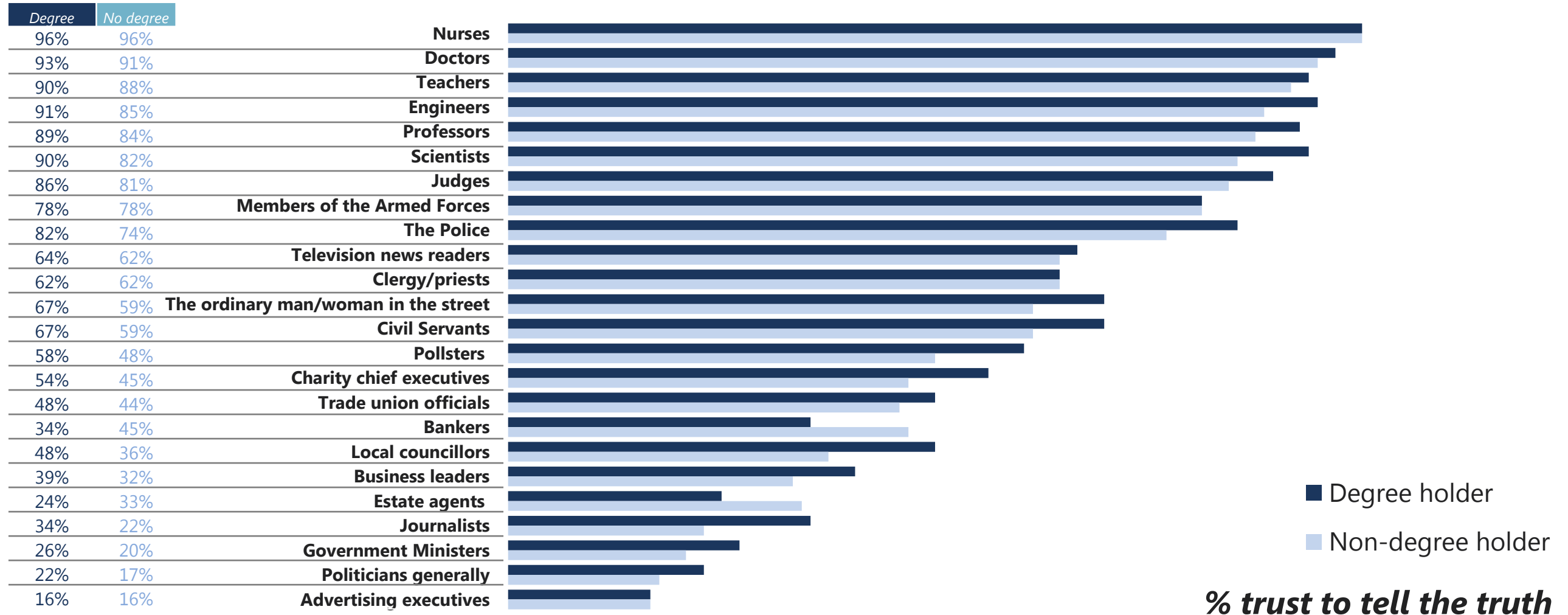
# Trust in professions by referendum vote

*"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?"*

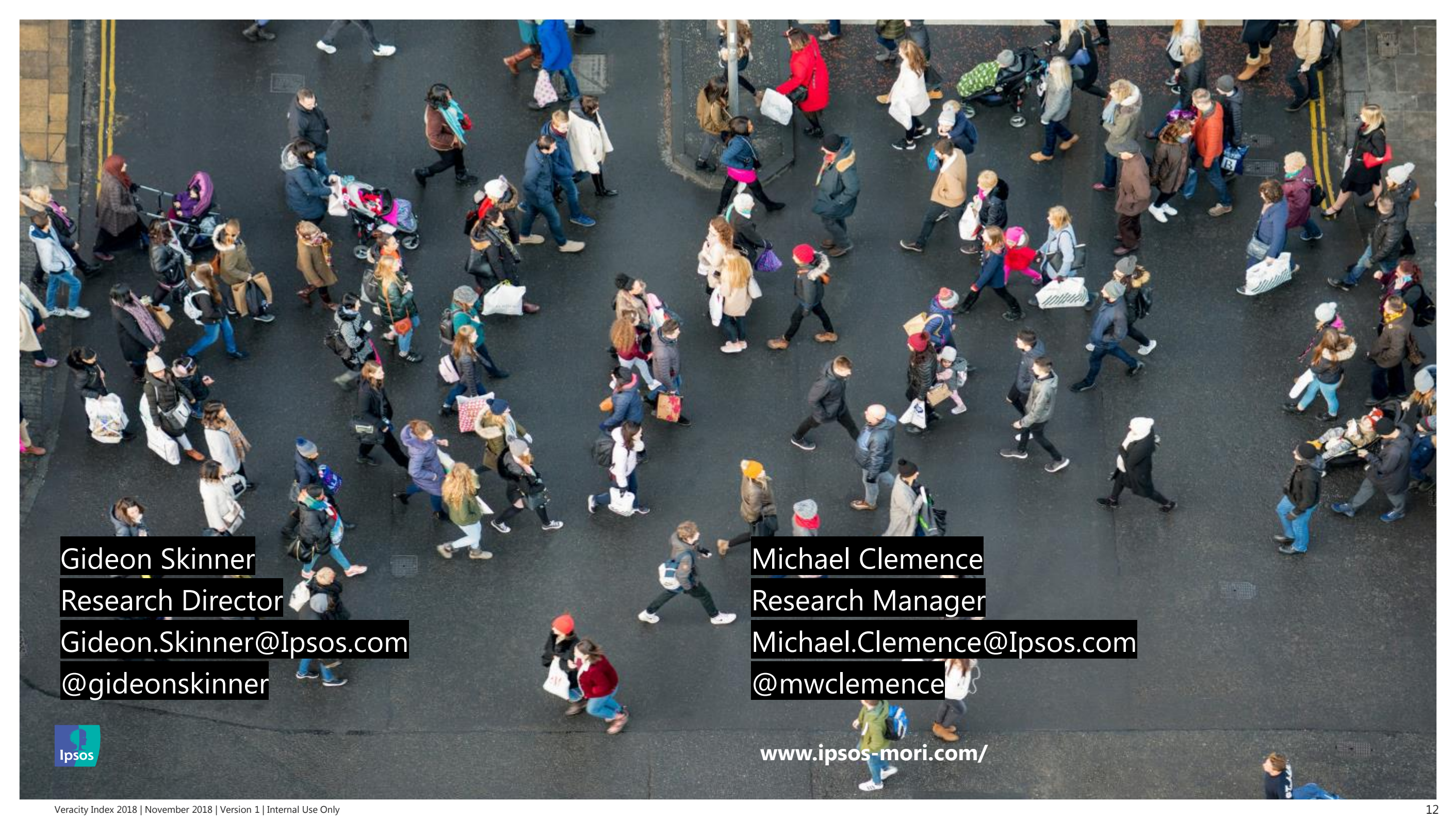


# Trust in professions by educational attainment

*"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?"*







Gideon Skinner  
Research Director  
Gideon.Skinner@Ipsos.com  
@gideonskinner

Michael Clemence  
Research Manager  
Michael.Clemence@Ipsos.com  
@mwclemence



[www.ipsos-mori.com/](http://www.ipsos-mori.com/)