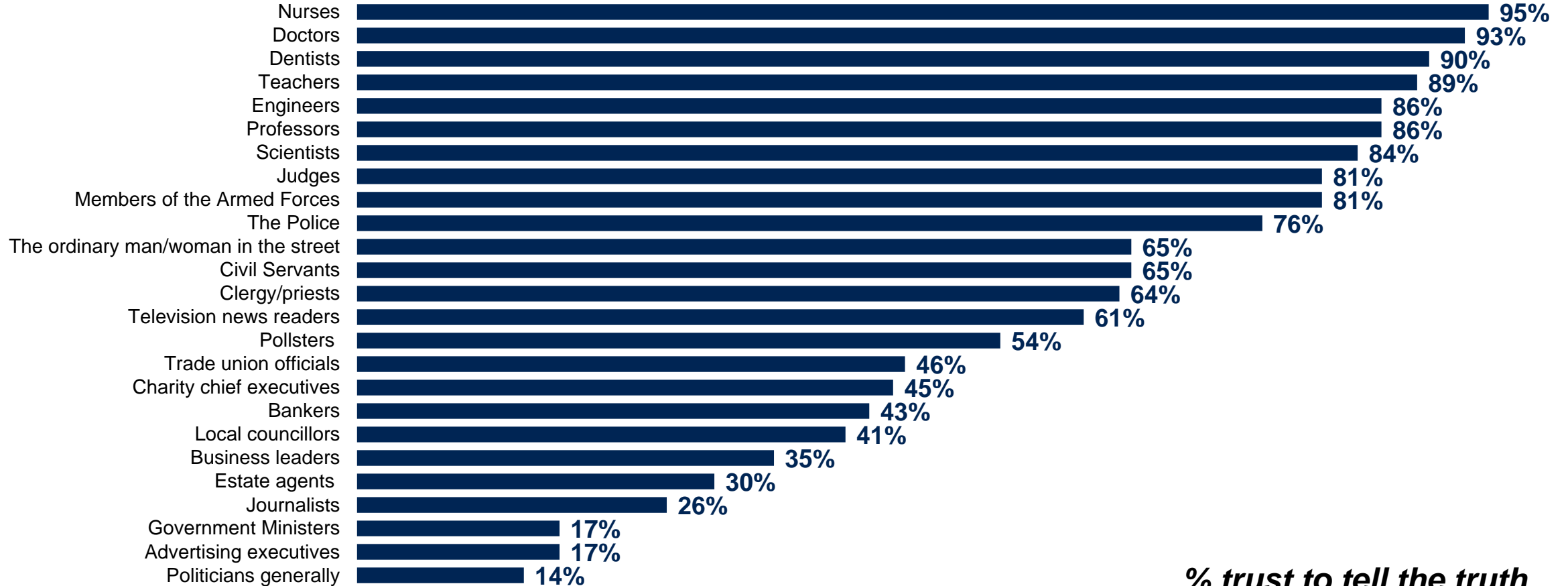


# Ipsos MORI Veracity Index 2019

*Trust in professions  
survey*

# Veracity Index 2019 – all professions

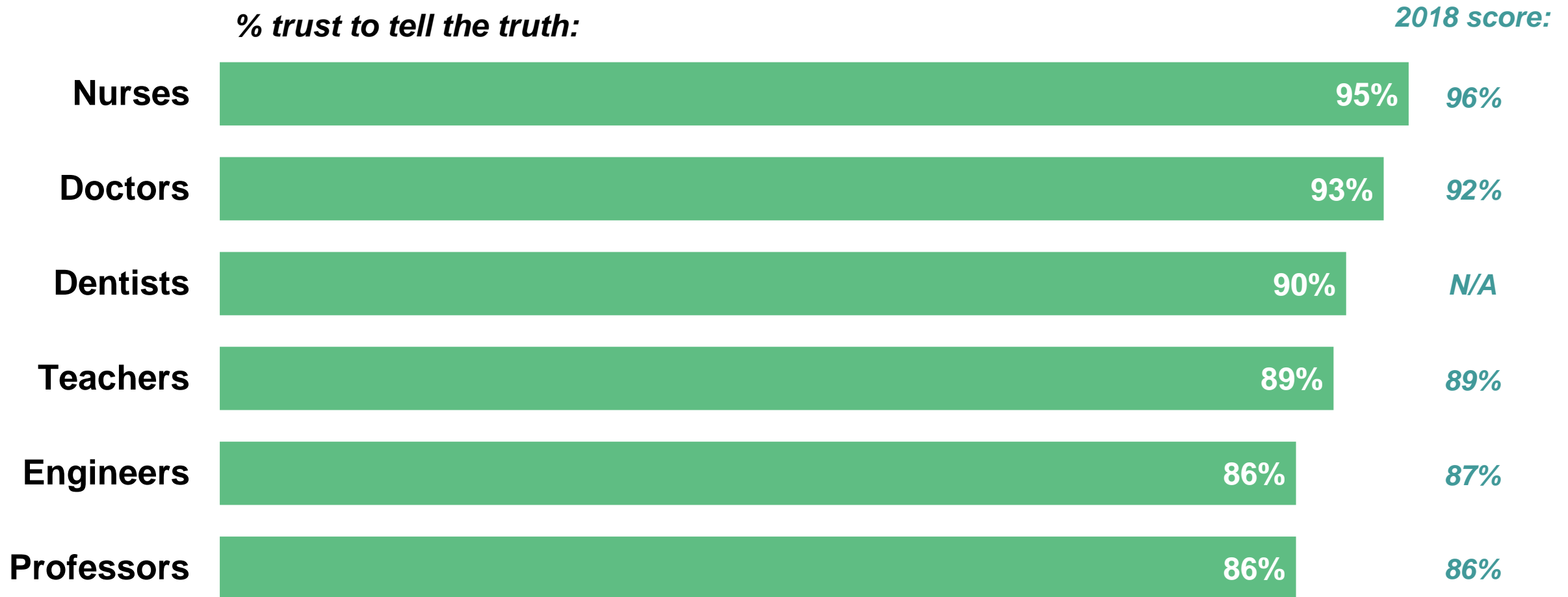
*“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”*



**% trust to tell the truth**

Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

# The six most trusted professions, 2019



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

© Ipsos | Veracity Index 2019 | November 2019 | Version 1 | Public

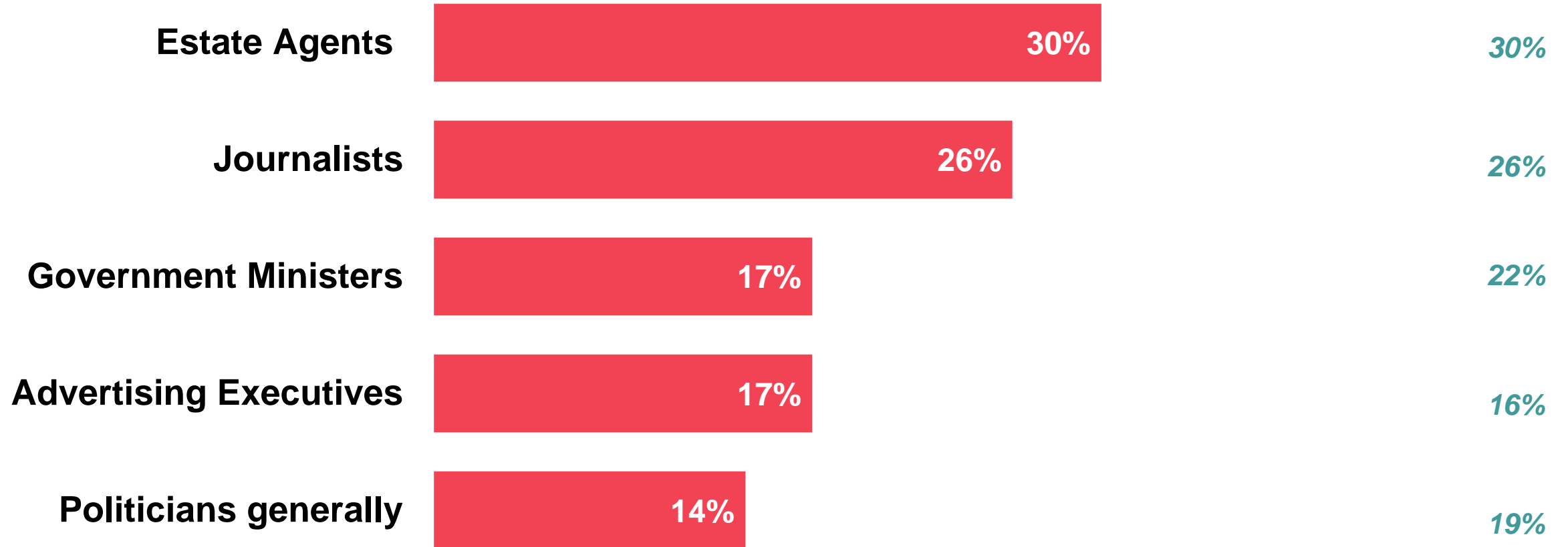
Ipsos MORI



# The five least trusted professions, 2019

*% trust to tell the truth:*

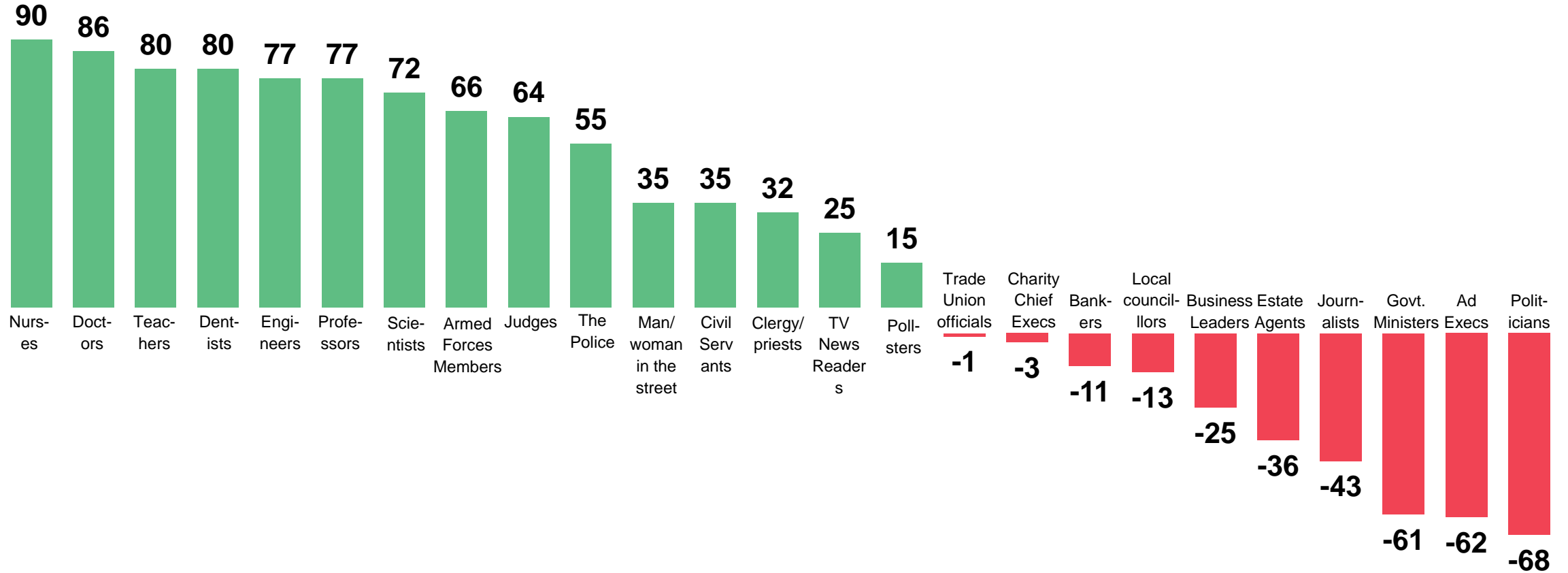
*2018 score:*



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

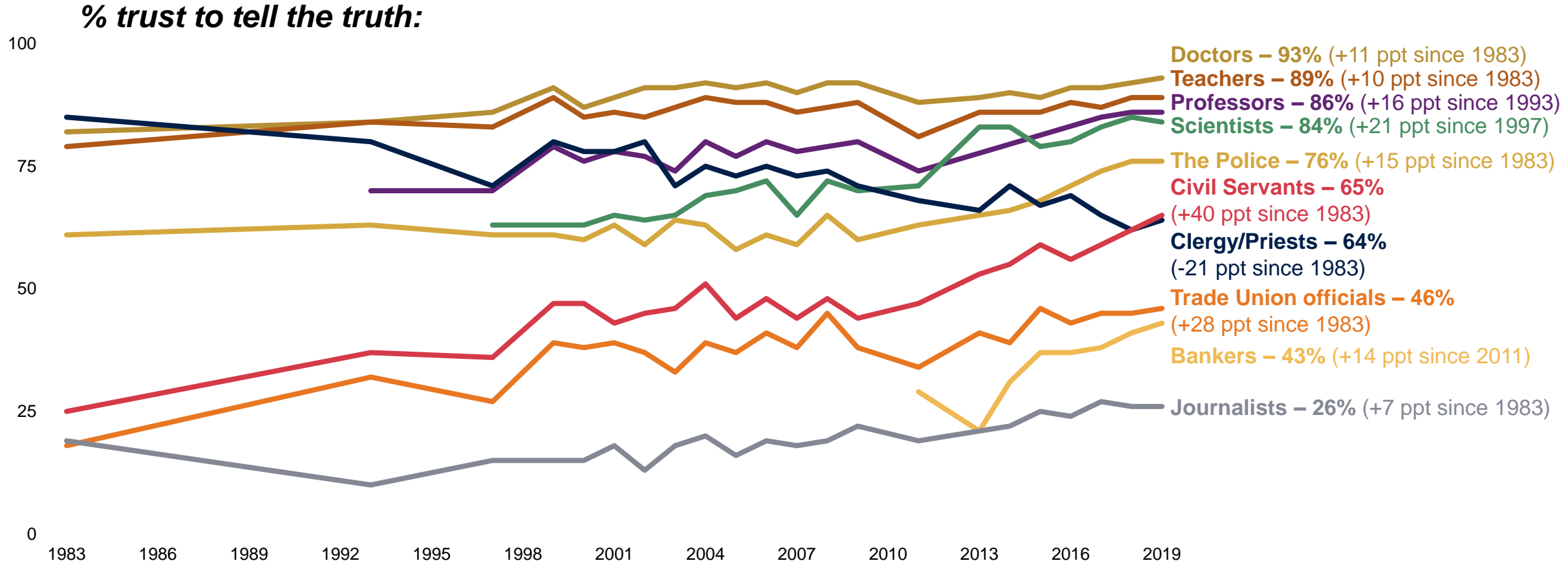
# Net trust in professions 2019

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



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

# Key movers in public trust over time



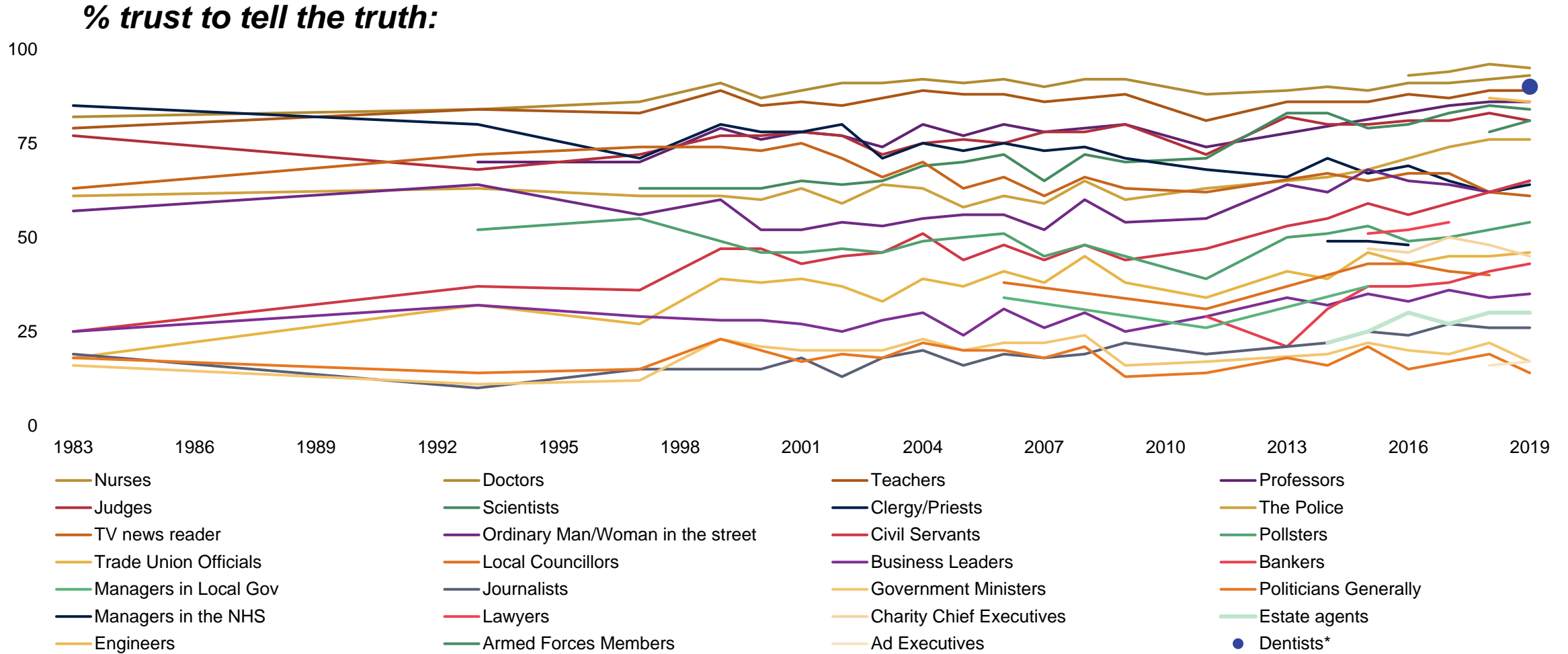
Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

© Ipsos | Veracity Index 2019 | November 2019 | Version 1 | Public

Ipsos MORI



# All Veracity data, 1983 - 2019



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

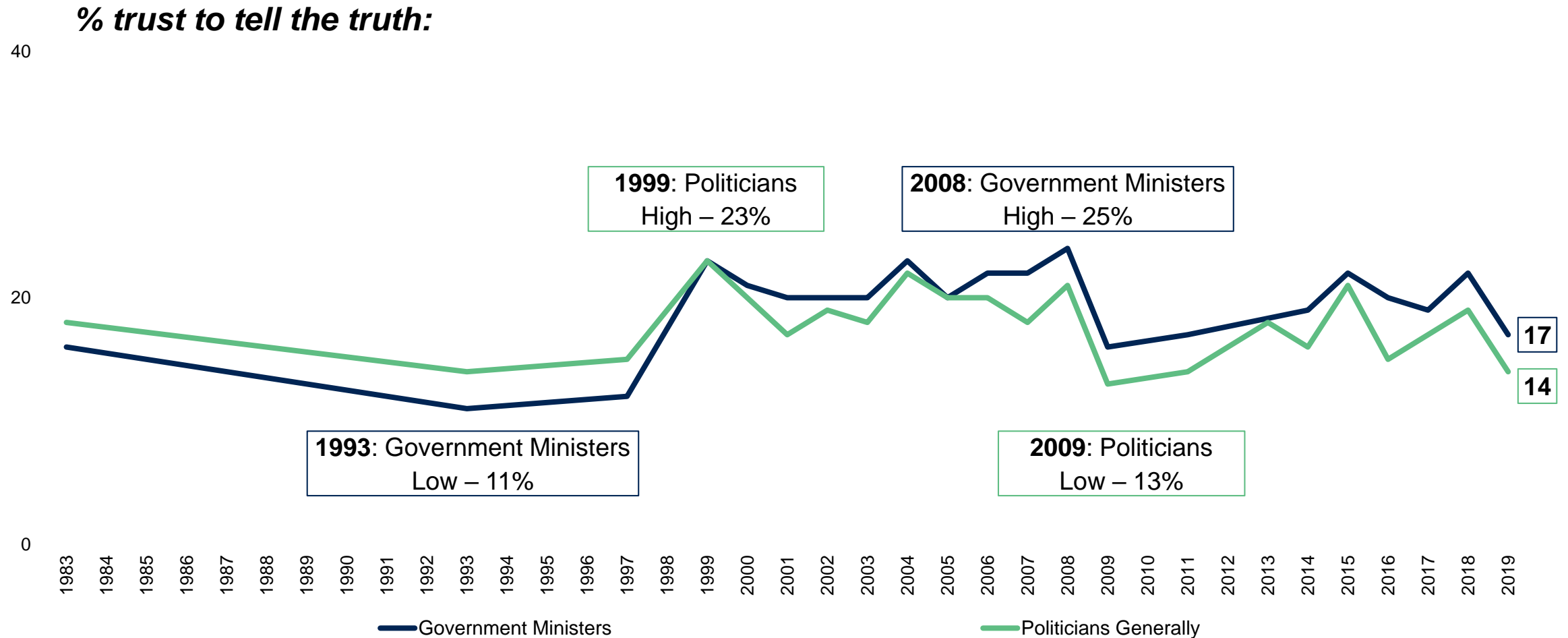
© Ipsos | Veracity Index 2019 | November 2019 | Version 1 | Public

\*: This profession listed for the first time in 2019

Ipsos MORI



# Trust in Politicians: Highs and Lows



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

© Ipsos | Veracity Index 2019 | November 2019 | Version 1 | Public

\*: This profession listed for the first time in 2019

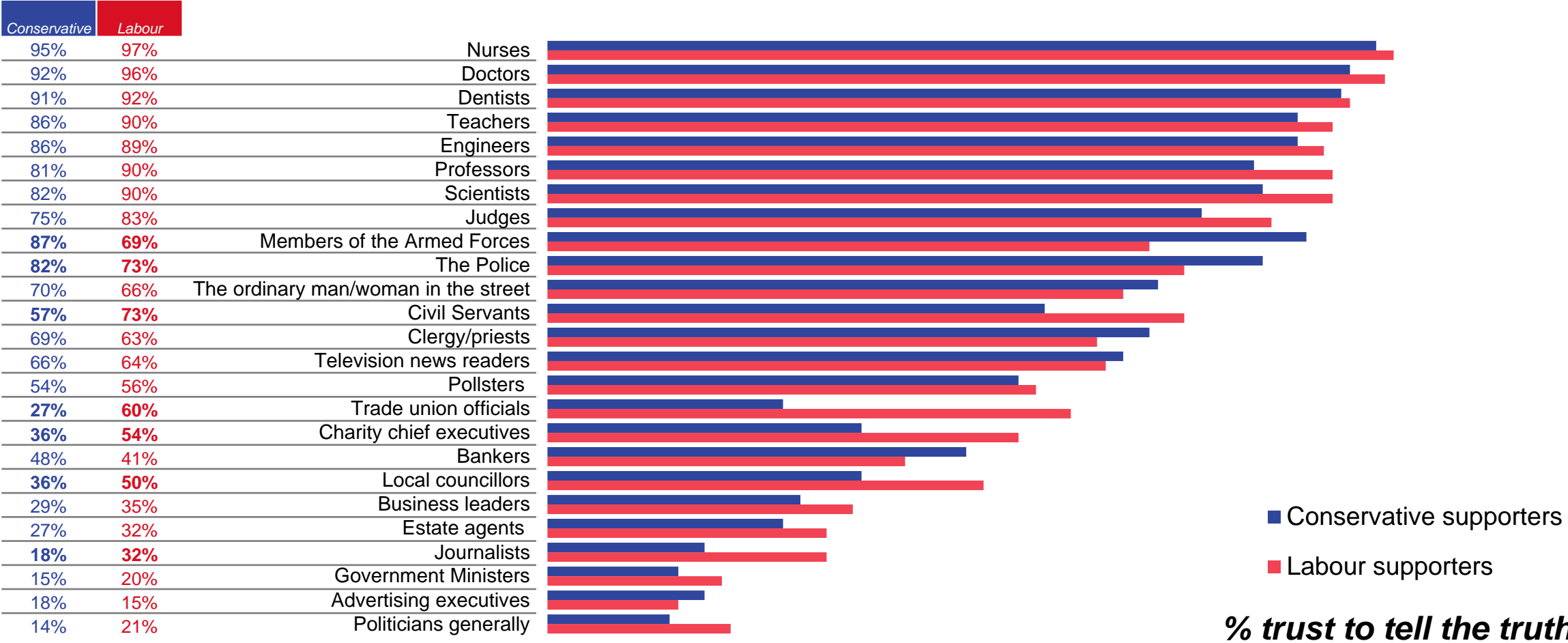
Ipsos MORI





# Trust in professions by party support

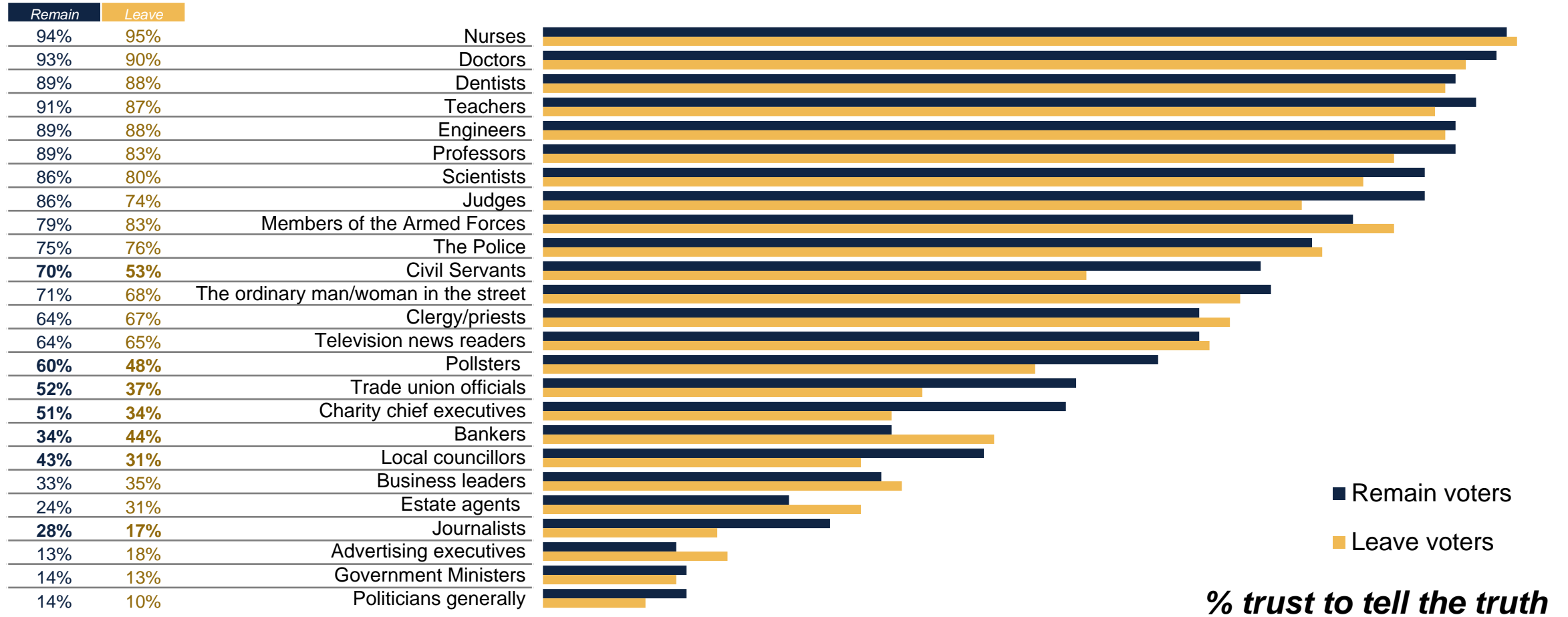
“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

# 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?”



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

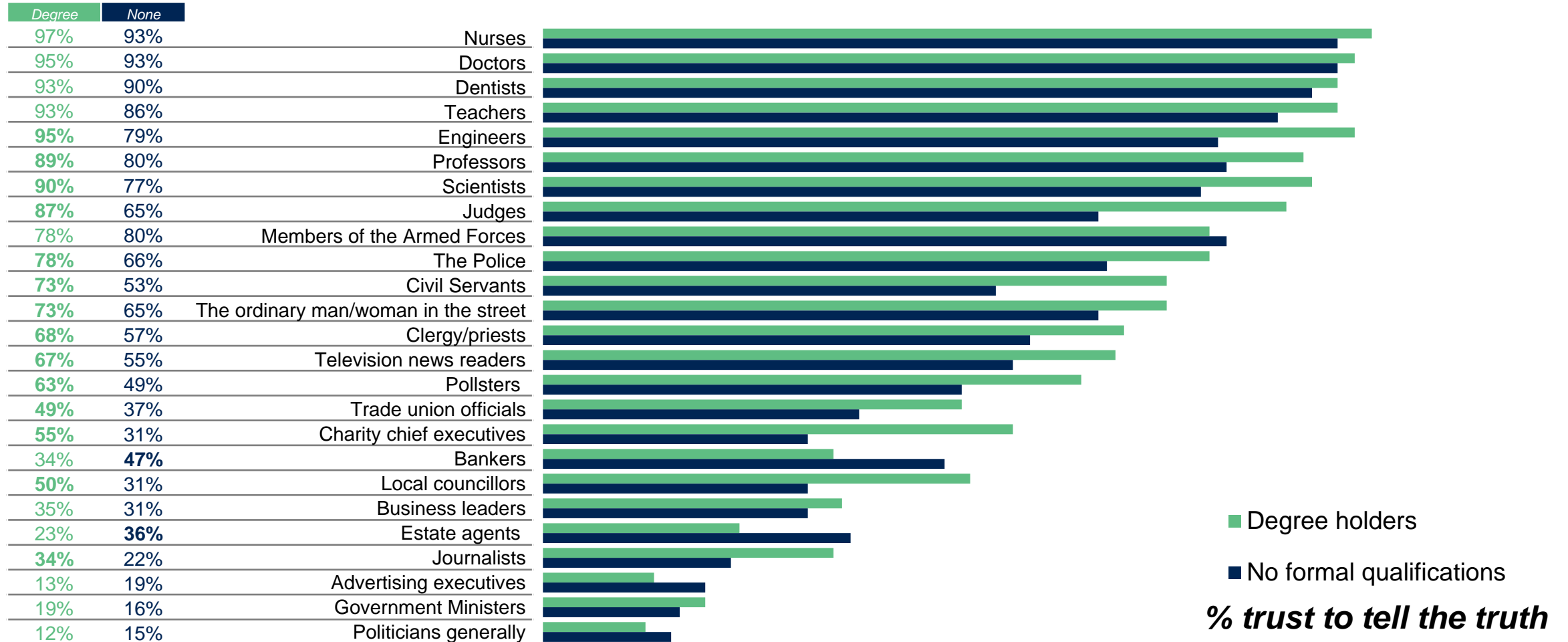
© Ipsos | Veracity Index 2019 | November 2019 | Version 1 | Public

Ipsos MORI



# 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?”



Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019

# Ipsos MORI

## Veracity Index 2019

### For more information

Gideon Skinner  
Research Director  
[gideon.skinner@ipsos.com](mailto:gideon.skinner@ipsos.com)

Mike Clemence  
Research Manager  
[Michael.Clemence@Ipsos.com](mailto:Michael.Clemence@Ipsos.com)

Ipsos MORI

