# **Ipsos MORI Veracity Index** 2019

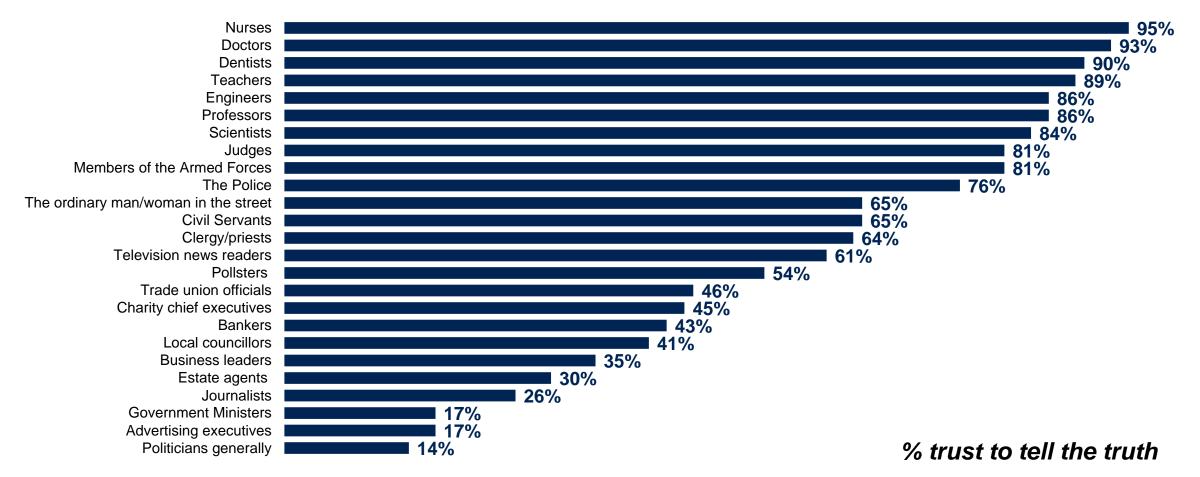
Trust in professions survey



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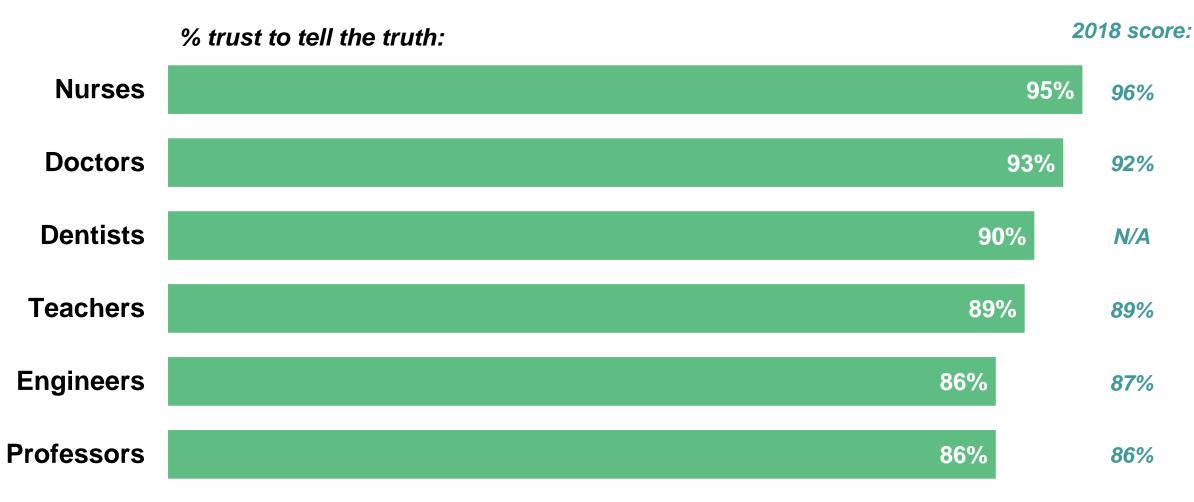
#### Veracity Index 2019 – all professions

"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?"





#### The six most trusted professions, 2019

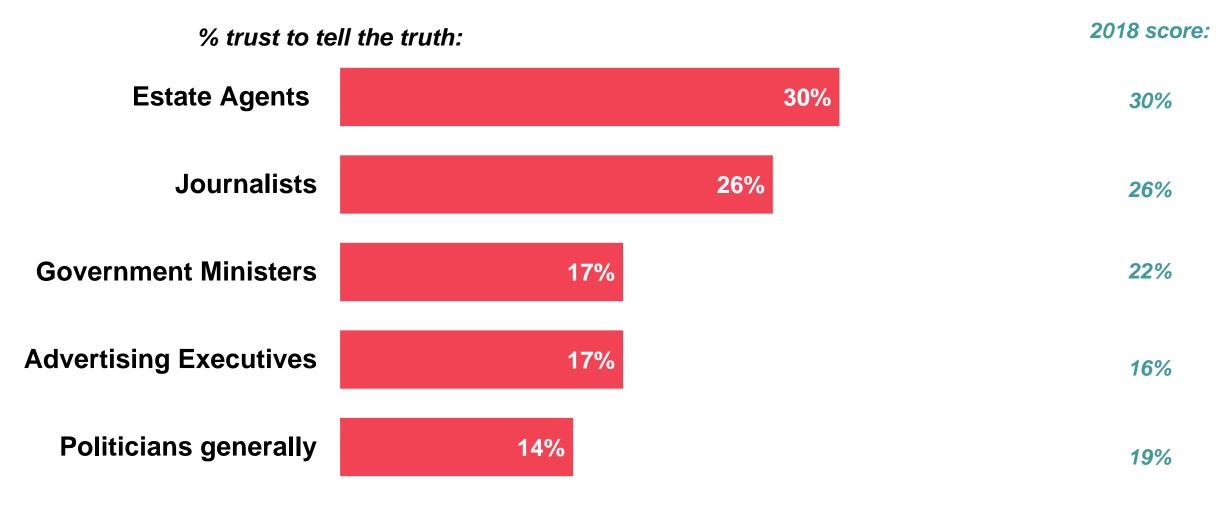


Base: 1,020 British adults aged 15+, interviewed face-to-face 18 - 27 October 2019



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#### The five least trusted professions, 2019

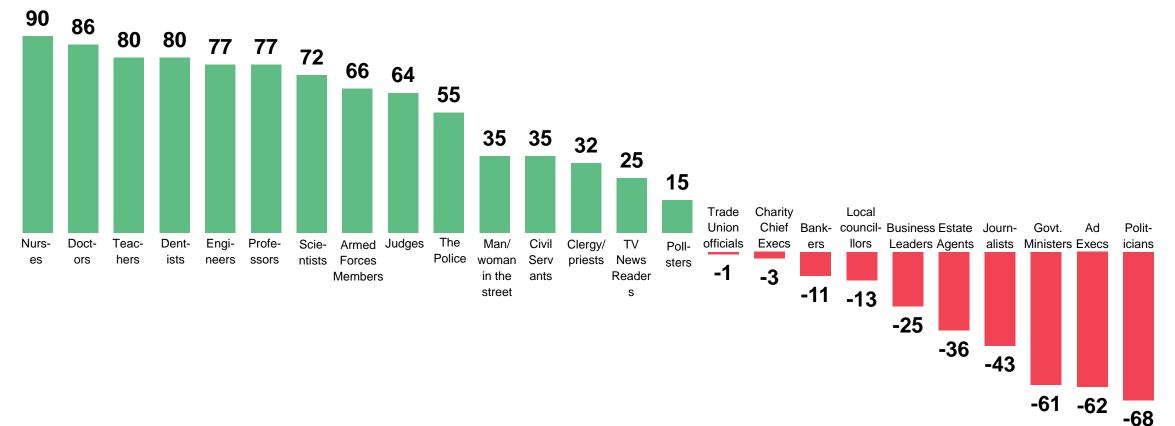






## Net trust in professions 2019

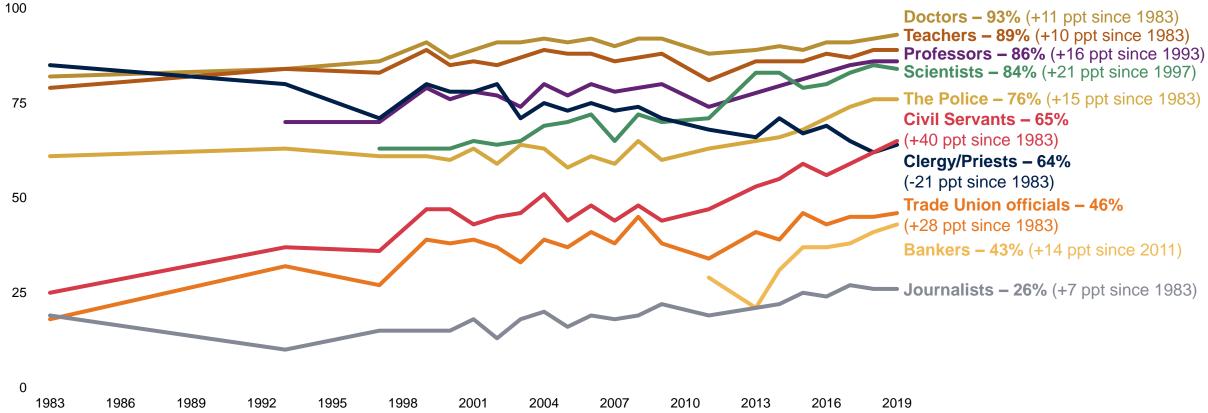
Net trust = % trust to tell the truth - % do not trust to tell the truth





#### Key movers in public trust over time







#### All Veracity data, 1983 - 2019

% trust to tell the truth:

100

75 50 25

0														
	1983	1986	1989	1992	1995	1998	2001	2004	2007	2010	2013	2016	2019	
	Nurses			Doctors			—— Teachers				Professors			
	Judges			—— Sc	cientists		Clergy/Priests				The Police			
	——TV news reader			——Ordinary Man/Woman in the street			Civil Servants				Pollsters			
	Trade Union Officials			Local Councillors			Business Leaders				Bankers			
	Managers in Local Gov			Journalists			Government Ministers				Politicians Generally			
	Managers in the NHS			—— Lawyers				-Charity Chief I	Executives	•	Estate agents			
		S		——Armed Forces Members				Ad Executives	6		<ul> <li>Dentists*</li> </ul>			

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

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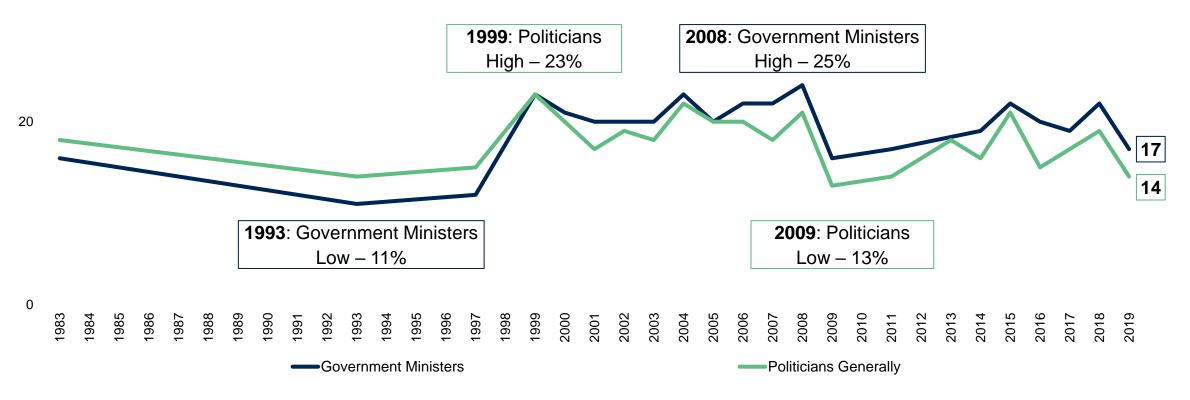
\*: This profession listed for the first time in 2019 **Ipsos MORI** 



## **Trust in Politicians: Highs and Lows**

% trust to tell the truth:

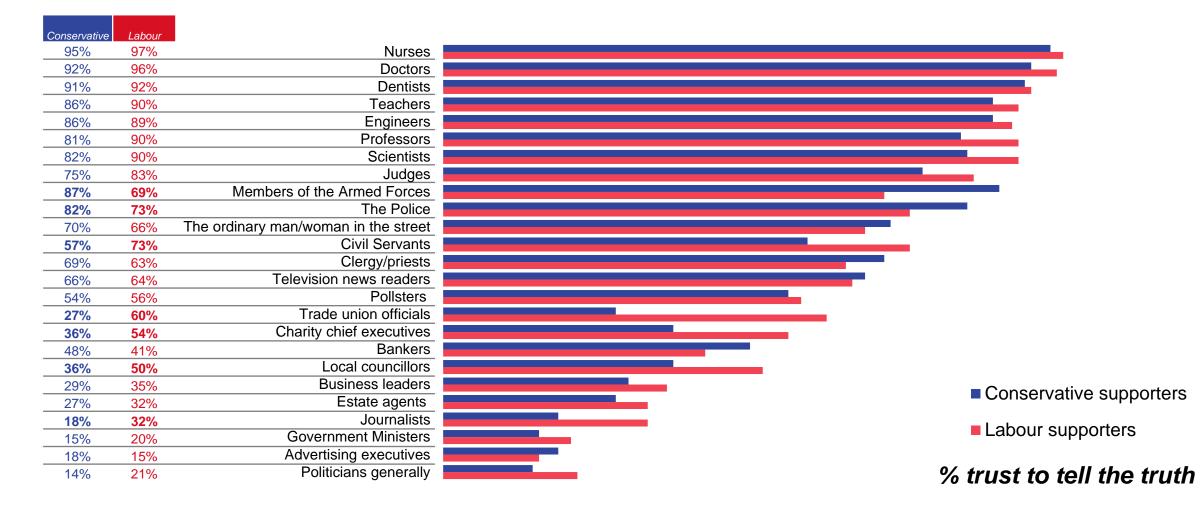
40





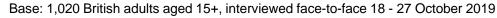
## Trust in professions by party support

"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?"



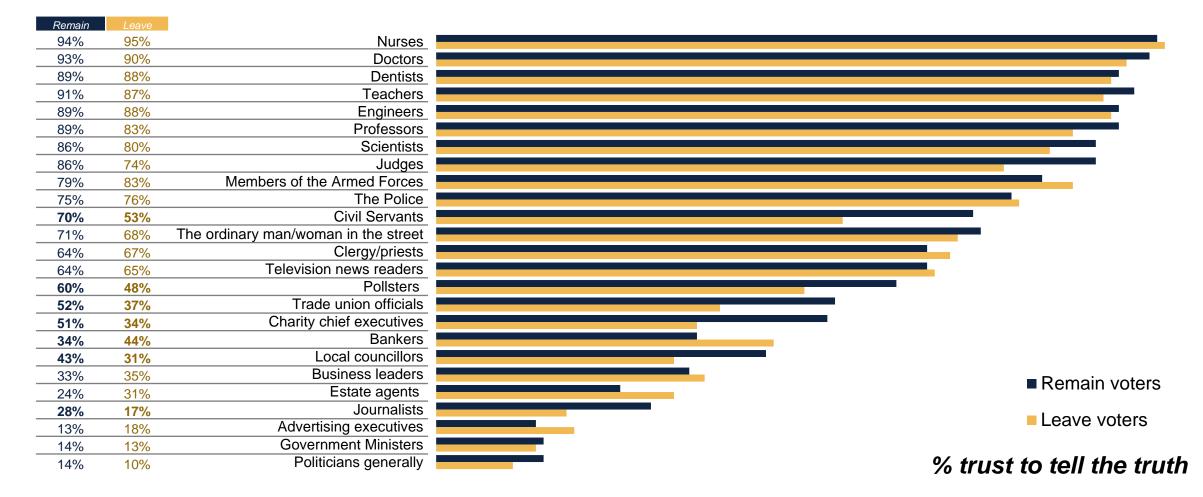
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#### **Trust in professions by referendum vote**

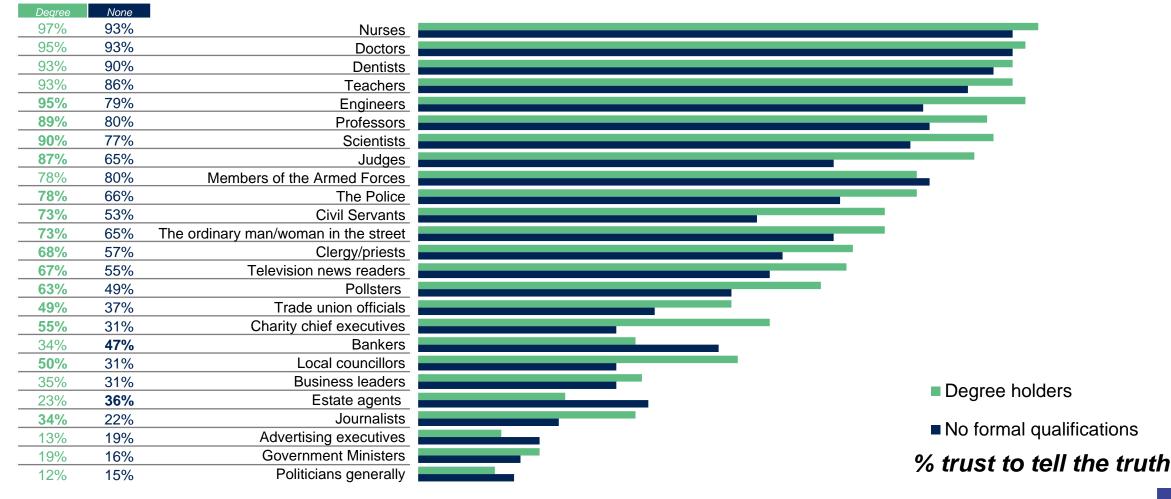
"Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"





#### 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?"



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

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#### **Veracity Index 2019**

#### For more information

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