



## **Ipsos MORI Veracity Index 2020**

### **Results topline**

#### **Technical Note**

The Veracity Index is an annual poll that has measured the trustworthiness of professions in Britain since 1983. Typically, this poll is carried out using a face-to-face methodology, but this year it has been carried on a telephone survey instead due to Covid-19 restrictions. Given this change in methodology, caution should be used when comparing the new data points with previous years' data, especially when differences are only at the margin of error.

This year's survey was carried out over two waves of a telephone omnibus survey.

- For a short list of six professions (lawyers, professional footballers, museum curators, advertising executives, care home workers and home delivery drivers), Ipsos MORI interviewed a representative sample of 957 adults aged 18+ across Great Britain by telephone between 9 and 18 October 2020
- For the core list of 24 professions Ipsos MORI interviewed a representative sample of 916 adults aged 18+ across Great Britain by telephone between 16 and 25 October 2020

Data are weighted to the population profile. Where percentages do not sum to 100 this may be due to computer rounding.

## Trust in professions

Q1 Now I will read you a list of different types of people. For each, please tell me if you would generally trust them to tell the truth or not?

Base: 957 / 916 British adults 18+

	Trust to tell the truth %	Do not trust to tell the truth %	Don't know %
<b>Nurses</b>	93%	6%	1%
<b>Doctors</b>	91%	7%	2%
<b>Engineers</b>	89%	6%	4%
<b>Teachers</b>	85%	11%	3%
<b>Judges</b>	84%	11%	5%
<b>Professors</b>	83%	11%	6%
<b>Scientists</b>	82%	12%	6%
<b>Museum curators</b>	82%	10%	9%
<b>Care home workers</b>	76%	15%	9%
<b>Home delivery drivers</b>	75%	18%	7%
<b>The Police</b>	71%	23%	6%
<b>Lawyers</b>	61%	32%	8%
<b>Civil Servants</b>	60%	33%	8%
<b>The ordinary man/woman in the street</b>	57%	33%	11%
<b>Clergy/priests</b>	56%	34%	9%
<b>Economists</b>	53%	37%	10%
<b>Pollsters</b>	53%	34%	13%
<b>Television news readers</b>	50%	42%	8%
<b>Charity chief executives</b>	49%	42%	8%
<b>Trade union officials</b>	45%	45%	11%
<b>Bankers</b>	44%	51%	5%
<b>Local councillors</b>	42%	53%	6%
<b>Landlords of private residential properties</b>	37%	48%	15%
<b>Business leaders</b>	33%	58%	9%
<b>Professional footballers</b>	30%	56%	15%
<b>Estate agents</b>	27%	67%	6%
<b>Journalists</b>	23%	70%	7%
<b>Government Ministers</b>	16%	78%	5%
<b>Politicians generally</b>	15%	81%	4%
<b>Advertising executives</b>	13%	82%	5%