

# Ipsos MORI Veracity Index 2020

*Trust in professions  
survey*

# Technical note

*This year's Veracity Index has been conducted using a telephone survey. Typically the index uses face-to-face fieldwork but pandemic restrictions mean this is not currently an option for public opinion polling.*

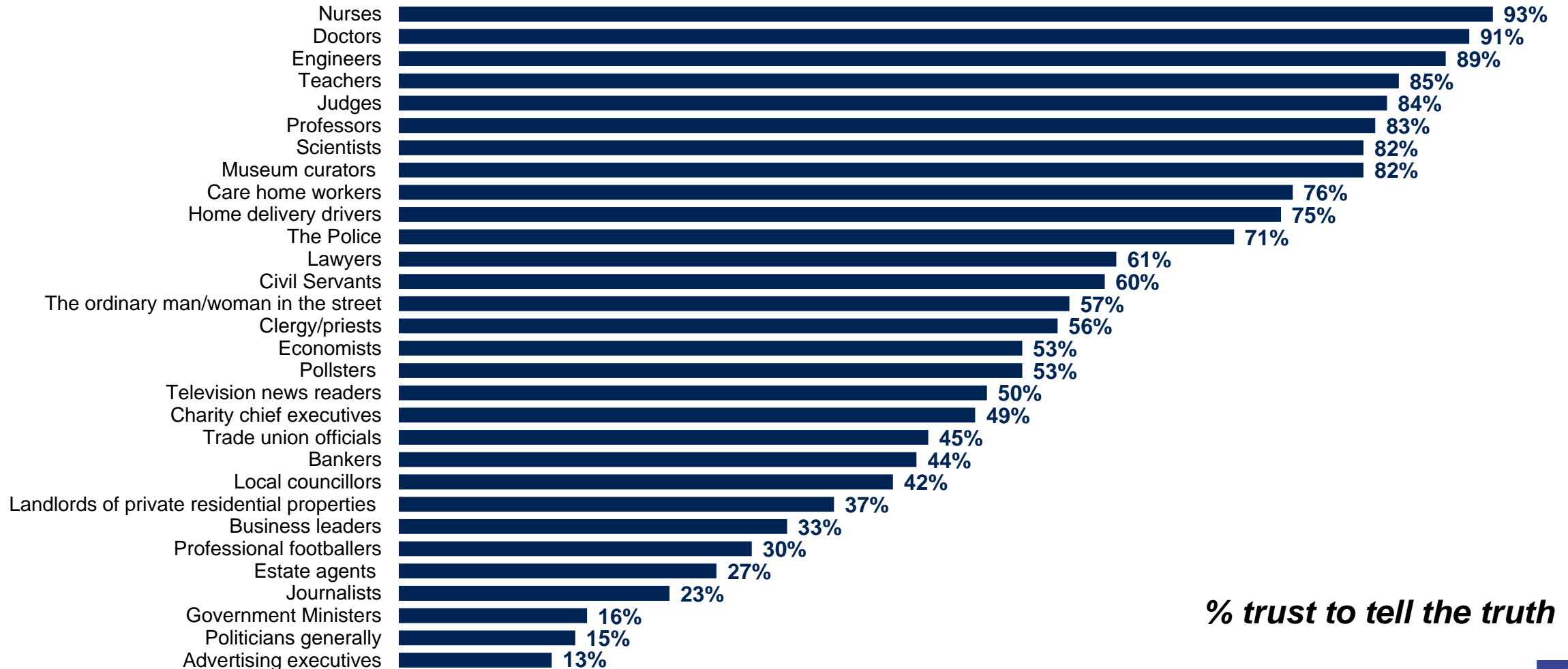
*Mode effects should be kept in mind when comparing the results with previous years' data, especially when differences are close to the margin of error.*

*This year's survey was carried out over two waves of a telephone omnibus survey: one with 957 British adults aged 18+ between 9 and 18 October and the second with 916 British adults aged 18+ between 16 and 25 October.*

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

# Veracity Index 2020 – 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: 957 and 916 British adults aged 18+, interviewed by telephone 9 – 18 and 16 – 25 October 2020

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# The five most trusted professions, 2020

*% trust to tell the truth:*

*2019  
score:*



Base: 957 and 916 British adults aged 18+, interviewed by telephone 9 – 18 and 16 – 25 October 2020

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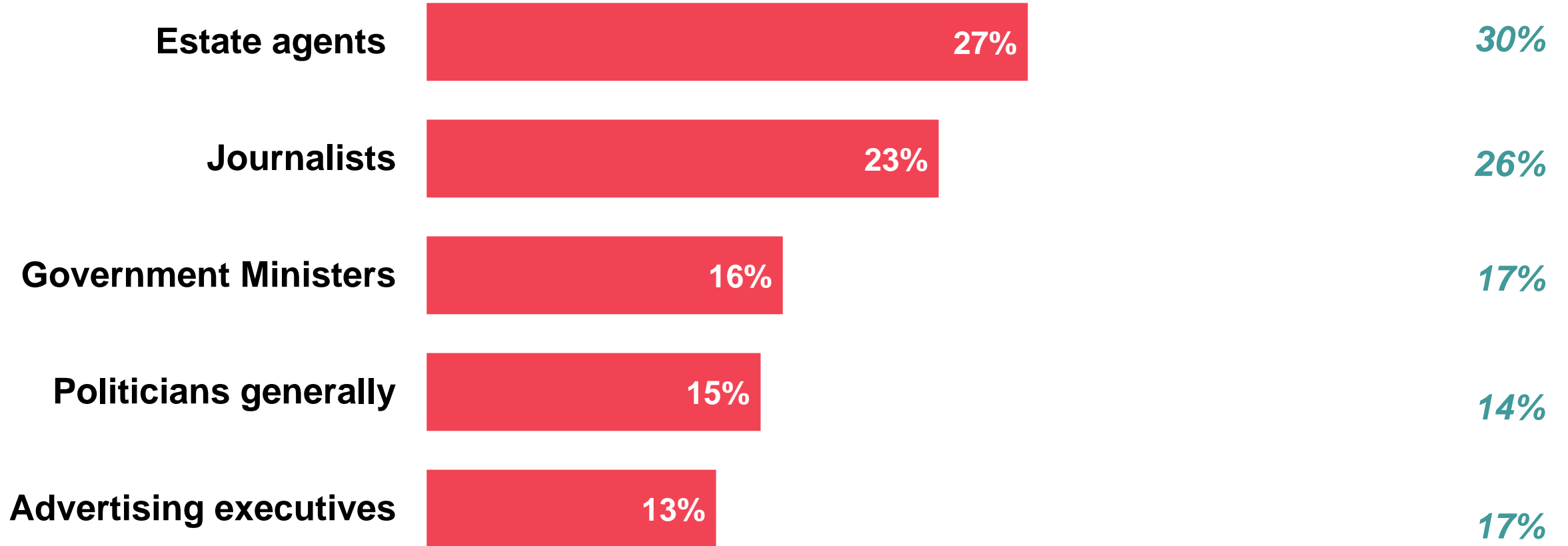
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# The five least trusted professions, 2020

*% trust to tell the truth:*

*2019  
score:*



Base: 957 and 916 British adults aged 18+, interviewed by telephone 9 – 18 and 16 – 25 October 2020

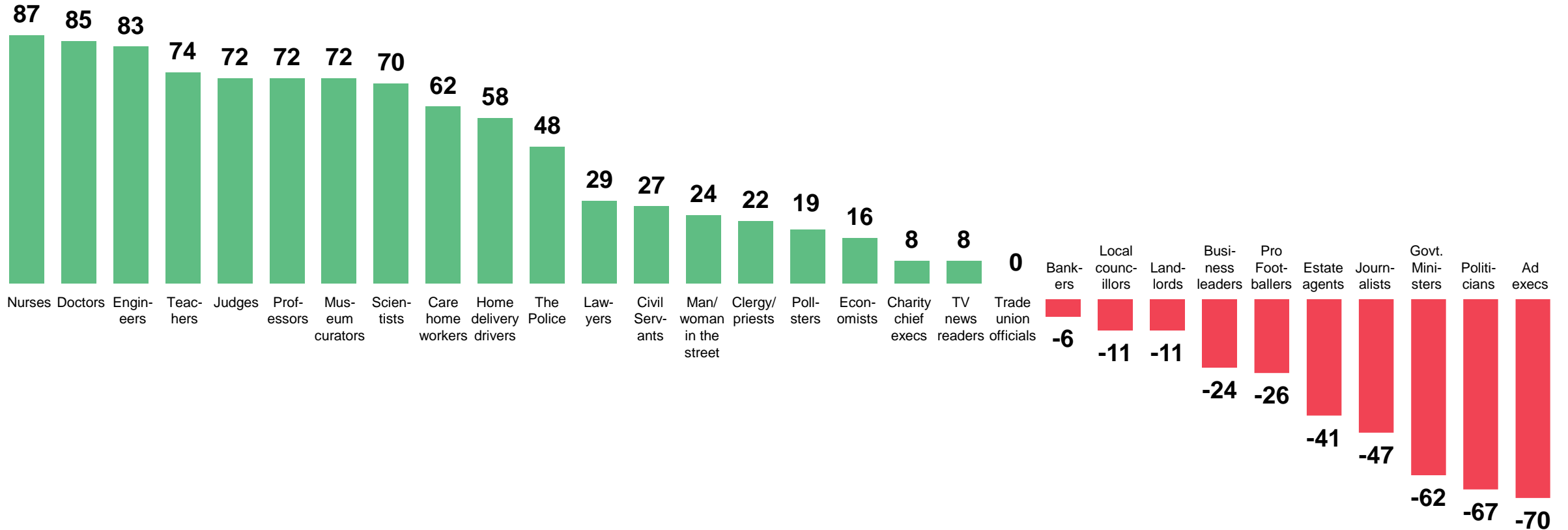
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# Net trust in professions 2020

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

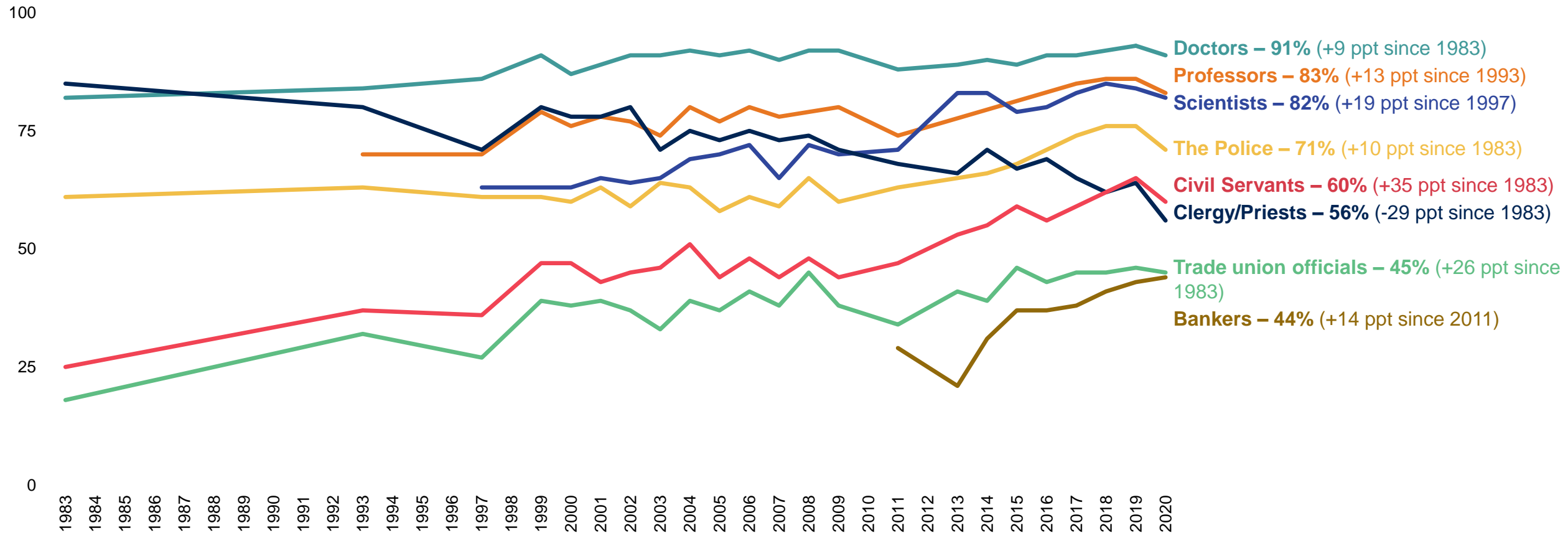


Base: 957 and 916 British adults aged 18+, interviewed by telephone 9 – 18 and 16 – 25 October 2020

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# Key movers in public trust over time

*% trust to tell the truth:*



Base: c.1,000 British adults interviewed per year. 2020 and 2013 conducted by telephone; all other years face-to-face

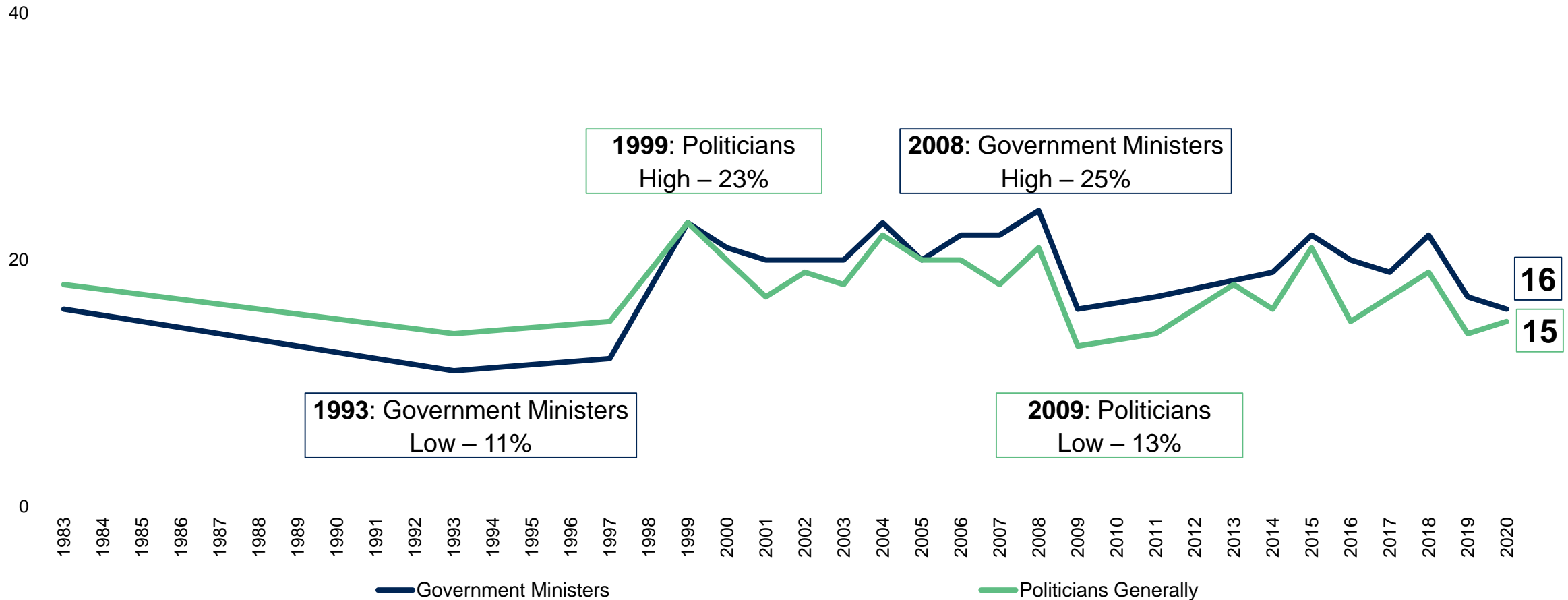
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# Trust in Politicians: Highs and Lows

*% trust to tell the truth:*



Base: c.1,000 British adults interviewed per year. 2020 and 2013 conducted by telephone; all other years face-to-face

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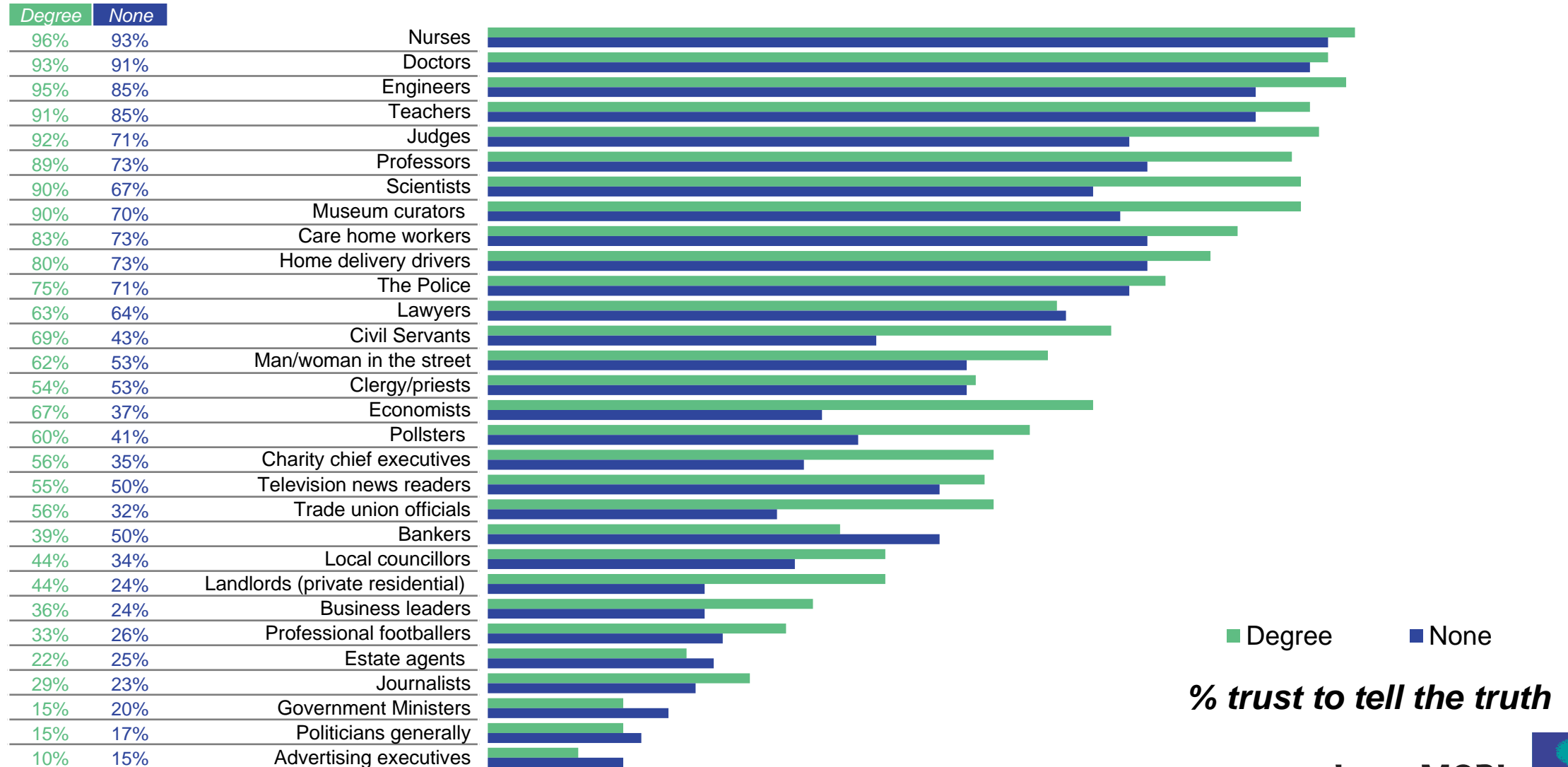
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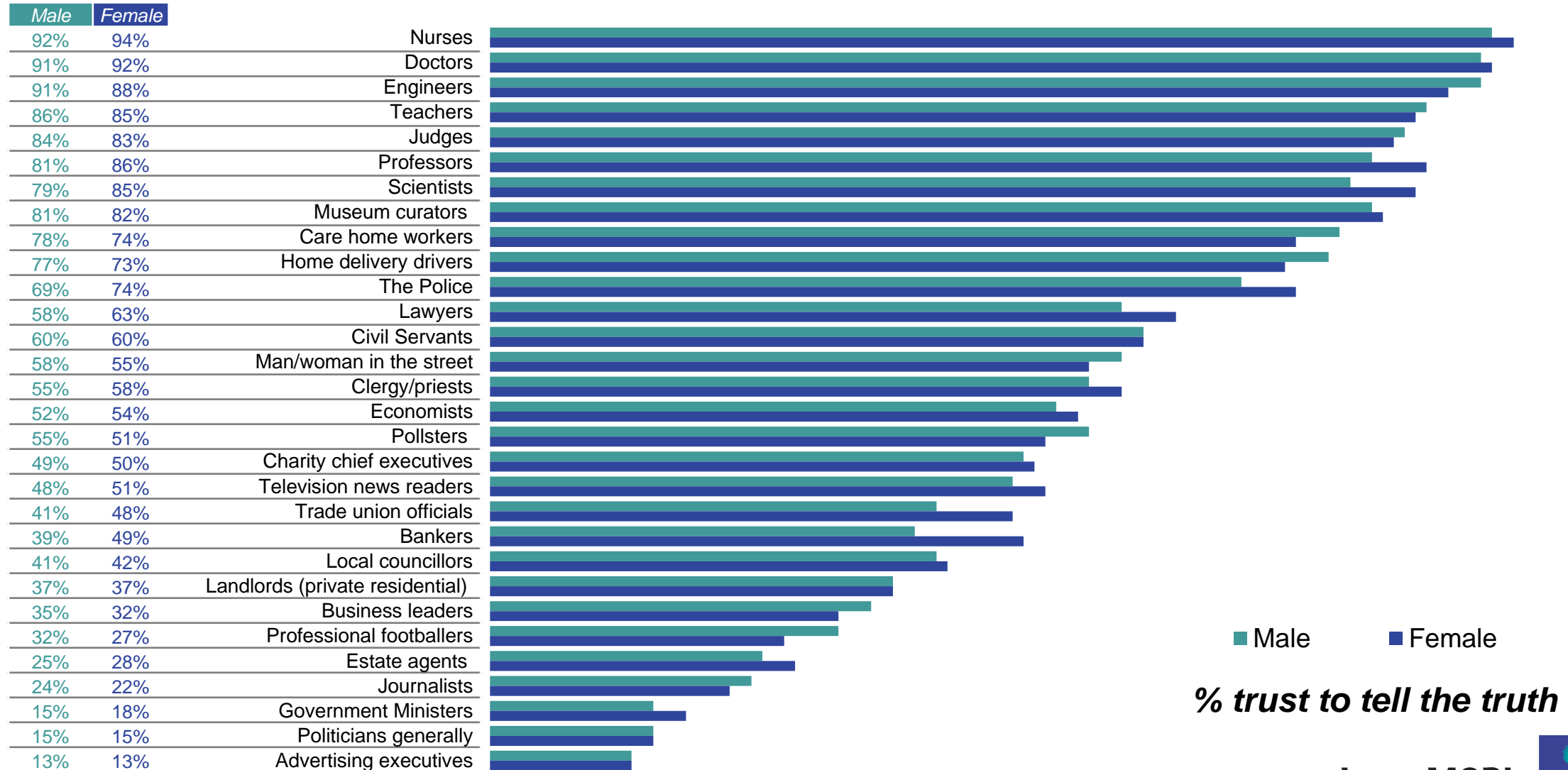
# Trust in professions by educational attainment

“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?”



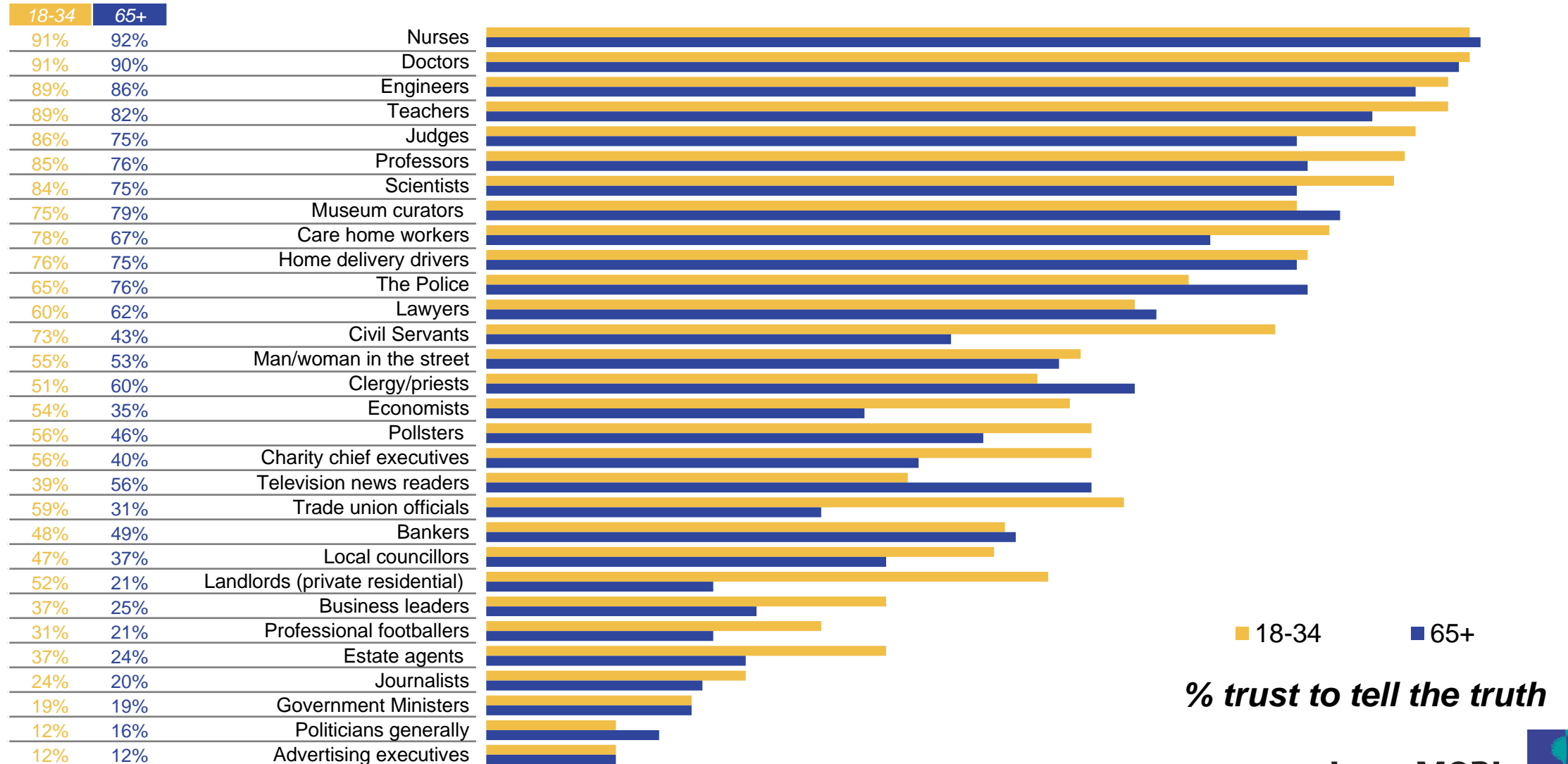
# Trust in professions by gender

“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 age

“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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## Veracity Index 2020

### For more information

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