

Ipsos MORI Veracity Index 2021 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 during 2020 and 2021 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 nine professions (lawyers, professional footballers, museum curators, advertising executives, care home workers, home delivery drivers, engineers, landlords of private residential properties and librarians), Ipsos MORI interviewed a representative sample of 1,007 adults aged 18+ across Great Britain by telephone between 29 October and 4 November 2021
- For the core list of 21 professions Ipsos MORI interviewed a representative sample of 1,009 adults aged 18+ across Great Britain by telephone between 5 and 10 November 2021

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: 1,007 / 1,009 British adults 18+

Nurses 94% 3% 3% Librarians 93% 2% 4% Doctors 91% 8% 2% Teachers 86% 11% 3% Museum curators 86% 5% 9% Engineers 84% 9% 8% Scientists 83% 11% 6% Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Clergy/priests </th <th>Base. 1,007 / 1,000 Bhash addits 10+</th> <th>Trust to tell the truth</th> <th>Do not trust to tell the truth</th> <th>Don't know</th>	Base. 1,007 / 1,000 Bhash addits 10+	Trust to tell the truth	Do not trust to tell the truth	Don't know
Librarians 93% 2% 4% Doctors 91% 8% 2% Teachers 86% 11% 3% Museum curators 86% 5% 9% Engineers 84% 9% 8% Scientists 83% 11% 6% Scientists 83% 11% 6% Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Clergy/prie		%	%	%
Doctors 91% 8% 2% Teachers 86% 11% 3% Museum curators 86% 5% 9% Engineers 84% 9% 8% Scientists 83% 11% 6% Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Eandlords of private residential properties 38% 48% 9% Landlords of private residential properties 32% 60% 8% Business leaders 32% 60% 8% Business leaders 32% 60% 8% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Nurses	94%	3%	3%
Teachers	Librarians	93%	2%	4%
Museum curators 86% 5% 9% Engineers 84% 9% 8% Scientists 83% 11% 6% Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% <t< th=""><th>Doctors</th><th>91%</th><th>8%</th><th>2%</th></t<>	Doctors	91%	8%	2%
Engineers 84% 9% 8% Scientists 83% 11% 6% Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Landlords of private residential properties 38%	Teachers	86%	11%	3%
Scientists 83% 11% 6% Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38%	Museum curators	86%	5%	9%
Judges 82% 13% 5% Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6%	Engineers	84%	9%	8%
Professors 81% 11% 8% Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 48% 17% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders	Scientists	83%	11%	6%
Care home workers 76% 14% 10% Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 48% 17% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists <th>Judges</th> <th>82%</th> <th>13%</th> <th>5%</th>	Judges	82%	13%	5%
Home delivery drivers 71% 22% 7% The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers<	Professors	81%	11%	8%
The Police 63% 29% 7% The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally<	Care home workers	76%	14%	10%
The ordinary man/woman in the street 60% 28% 12% Lawyers 59% 33% 9% Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Home delivery drivers	71%	22%	7%
Lawyers 59% 33% 9%	The Police	63%	29%	7%
Clergy/priests 58% 32% 9% Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	•	60%	28%	12%
Civil Servants 57% 32% 11% Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Lawyers	59%	33%	9%
Television news readers 52% 38% 10% Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Clergy/priests	58%	32%	9%
Pollsters 49% 31% 20% Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Civil Servants	57%	32%	11%
Charity chief executives 49% 40% 11% Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Television news readers	52%	38%	10%
Trade union officials 44% 41% 15% Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Pollsters	49%	31%	20%
Local councillors 44% 48% 9% Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Charity chief executives	49%	40%	11%
Bankers 43% 48% 9% Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Trade union officials	44%	41%	15%
Landlords of private residential properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Local councillors	44%	48%	9%
properties 38% 49% 13% Professional footballers 35% 48% 17% Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Bankers	43%	48%	9%
Estate agents 32% 60% 8% Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	•	38%	49%	13%
Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%		35%	48%	17%
Business leaders 31% 58% 11% Journalists 28% 63% 9% Government Ministers 19% 75% 6% Politicians generally 19% 75% 6%	Estate agents	32%	60%	8%
Government Ministers19%75%6%Politicians generally19%75%6%		31%	58%	11%
Politicians generally 19% 75% 6%	Journalists	28%	63%	9%
<u> </u>	Government Ministers	19%	75%	6%
	Politicians generally	19%	75%	6%
		16%	75%	9%