



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+

	Trust to tell the truth %	Do not trust to tell the truth %	Don't know %
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%
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%
Advertising executives	16%	75%	9%