

J20091777-43-04 29-OCT - 04-NOV 2021
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Table 1

VE01 - 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? Summary

Base: All adults age 18+ in Great Britain

	Lawyers	Professional footballers	Engineers	Advertising executives	Care Home Workers	Home delivery drivers	Museum curators	Landlords of private residential properties	Librarians
Unweighted Base	1007	1007	1007	1007	1007	1007	1007	1007	1007
Weighted Base	1007	1007	1007	1007	1007	1007	1007	1007	1007
Tell the truth	593 59%	351 35%	842 84%	166 16%	767 76%	714 71%	869 86%	384 38%	937 93%
Not tell the truth	328 33%	481 48%	88 9%	755 75%	143 14%	218 22%	52 5%	489 49%	25 2%
Don't know	87 9%	175 17%	76 8%	86 9%	97 10%	75 7%	86 9%	134 13%	45 4%
Net difference	265 26%	-129 -13%	754 75%	-590 -59%	625 62%	496 49%	818 81%	-105 -10%	912 91%

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Table 2

VE01_21 - 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? Lawyers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	593	270	320	78	94	75	111	97	137	56	164	144	135	90	224	189	59	105	616
	59%ep	56%	63%za	53%	56%	49%	68%zce	65%e	61%e	62%	62%	62%	56%	53%	66%zpq	63%pq	50%	51%	61%
Not tell the truth	328	170	146	64	60	63	38	37	65	22	77	67	87	71	90	93	46	78	307
	33%bfgn	35%	29%	43%zfgh	36%f	41%zfgh	23%	25%	29%	24%	29%	29%	36%	42%zijk	26%	31%	38%n	38%n	30%
Don't know	87	46	40	6	14	14	16	14	23	12	23	20	21	7	27	19	14	21	84
	9%	9%	8%	4%	8%	9%	9%	10%	10%	13%m	9%	9%	9%	4%	8%	6%	12%	10%	8%
Net difference	265	100	173	14	34	12	74	59	72	34	87	78	48	19	135	96	14	27	309
	26%	20%	34%	9%	21%	8%	45%	40%	32%	38%	33%	34%	20%	11%	39%	32%	12%	13%	31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh - z/i/j/k/l/m - z/n/o/p/q
Overlap formulae used. * small base



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Table 3

VE01_21 - 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? Lawyers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	593 59%	170 65%zc	156 62%	111 52%	132 56%	147 62%	158 59%	130 57%	74 53%	51 58%	34 69%	337 59%	256 59%	119 58%	140 58%	187 61%	105 56%	616 61%
Not tell the truth	328 33%	74 28%	77 31%	75 35%	83 35%	77 32%	94 35%	68 30%	49 35%	28 33%	12 25%	184 32%	143 33%	66 32%	81 34%	99 32%	59 32%	307 30%
Don't know	87 9% ^f	18 7%	18 7%	26 12%	23 10%	14 6%	14 5%	31 13% ^{zef}	18 13% ^{ef}	8 9%	3 6%	53 9%	33 8%	19 9%	18 7%	23 7%	23 12%	84 8%
Net difference	265 26%	95 36%	79 32%	36 17%	49 21%	70 30%	64 24%	62 27%	25 18%	22 25%	22 45%	153 27%	112 26%	53 26%	58 24%	88 28%	46 24%	309 31%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base



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Table 4

VE01_21 - 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? Lawyers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	593	526	65	96	122	151	148	210	82	87	63	141	169	157	616
	59%b	61%zb	48%	52%	61%	64%c	59%	62%	53%	60%	57%	61%	62%	60%	61%
Not tell the truth	328	257	64	69	59	74	74	95	63	51	39	76	78	85	307
	33%ag	30%	47%za	37%	30%	32%	30%	28%	41%zfg	35%	35%	33%	28%	33%	30%
Don't know	87	81	6	20	18	10	27	35	8	7	9	15	27	18	84
	9%e	9%z	4%	11%e	9%	4%	11%	10%	5%	5%	8%	7%	10%	7%	8%
Net difference	265	268	1	27	63	77	74	115	19	37	24	65	91	72	309
	26%	31%	1%	15%	32%	32%	30%	34%	12%	26%	21%	28%	33%	28%	31%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
Overlap formulae used. * small base



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Table 5

VE01_28 - 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? Professional footballers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	351 35%h	180 37%	166 33%	56 38%	56 33%	55 36%	67 41%h	51 34%	67 30%	26 28%	84 32%	94 41%zi	82 34%	63 37%	124 36%	112 37%	37 31%	64 31%	374 37%
Not tell the truth	481 48%n	229 47%	244 48%	85 57%fh	94 56%zf	69 45%	70 42%	67 45%	96 43%	36 40%	119 45%	100 43%	126 52%	94 56%i	141 41%	149 49%	63 53%n	108 53%n	464 46%
Don't know	175 17%cdmo	77 16%	96 19%	8 5%	18 10%	29 19%cd	28 17%cd	30 20%cd	62 28%zcd	29 32%zklm	60 23%zlm	37 16%lm	34 14%	12 7%	75 22%zo	41 14%	19 16%	32 16%	169 17%
Net difference	-129 -13%	-50 -10%	-79 -16%	-29 -19%	-38 -23%	-14 -9%	-2 -1%	-16 -11%	-29 -13%	-10 -12%	-35 -13%	-6 -3%	-44 -18%	-31 -18%	-17 -5%	-37 -12%	-27 -22%	-44 -21%	-90 -9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/g/h - z/i/j/k/l/m - z/n/o/p/q
Overlap formulae used. * small base



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Table 6

VE01_28 - 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? Professional footballers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORMAL QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	351 35%cdlp	121 46%zcd	99 40%zcd	52 24%	66 28%	74 31%	89 34%	80 35%	54 39%	31 36%	23 45%	220 38%zl	132 30%	61 30%	81 34%	128 41%zmp	48 25%	374 37%
Not tell the truth	481 48%o	112 43%	116 47%	113 53%	119 50%	126 53%	126 47%	105 46%	68 49%	38 43%	19 38%	281 49%	199 46%	105 51%	124 52%	133 43%	89 48%	464 46%
Don't know	175 17%abk	29 11%	35 14%	48 23%ab	54 23%ab	38 16%	50 19%	43 19%	17 12%	18 21%	8 17%	73 13%	101 23%zk	39 19%	33 14%	48 15%	51 27%zn o	169 17%
Net difference	-129 -13%	8 3%	-17 -7%	-61 -29%	-53 -22%	-52 -22%	-37 -14%	-24 -11%	-14 -10%	-7 -8%	4 8%	-61 -11%	-68 -16%	-44 -22%	-43 -18%	-5 -2%	-42 -22%	-90 -9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base

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Table 7

VE01_28 - 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? Professional footballers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	351	312	36	50	75	99	83	115	61	53	40	77	112	95	374
	35% ^c	36% ^z	26%	27%	37%	42% ^{zc}	34%	34%	40%	37%	36%	33%	41%	37%	37%
Not tell the truth	481	409	69	92	104	115	114	156	78	76	50	120	105	132	464
	48%	47%	51%	50%	52%	49%	46%	46%	51%	52%	45%	52%	38%	51%	46%
Don't know	175	142	31	42	21	22	51	69	14	16	22	35	57	32	169
	17% ^{adehi}	16%	23%	23% ^{de}	10%	9%	21% ^{hi}	20% ^{hi}	9%	11%	19%	15%	21%	12%	17%
Net difference	-129	-97	-33	-42	-29	-16	-31	-41	-17	-23	-11	-43	7	-37	-90
	-13%	-11%	-24%	-23%	-15%	-7%	-12%	-12%	-11%	-16%	-9%	-19%	3%	-14%	-9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
Overlap formulae used. * small base



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Table 8

VE01_30 - 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? Engineers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	842 84%ip	417 86%	414 82%	131 88%	134 80%	130 85%	143 87%	125 84%	180 80%	68 75%	219 83%	205 89%zil	193 80%	149 88%i	284 83%p	276 92%znpg	88 74%	173 84%	854 85%
Not tell the truth	88 9%ko	35 7%	50 10%	16 11%	25 15%zeg	8 5%	12 7%	10 6%	18 8%	11 12%	17 6%	13 6%	31 13%zjk	16 10%	23 7%	17 6%	17 14%zno	20 10%	78 8%
Don't know	76 8%cmo	34 7%	42 8%	1 1%	9 5%	15 9%c	10 6%	14 9%c	28 12%zcdf	12 14%zkm	28 11%zm	13 6%	19 8%m	3 2%	34 10%zo	8 3%	14 12%o	12 6%	75 7%
Net difference	754 75%	382 79%	365 72%	116 78%	109 65%	122 80%	130 79%	115 78%	162 72%	57 63%	202 76%	193 83%	163 67%	133 79%	260 76%	258 86%	71 60%	153 75%	776 77%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/g/h - z/i/j/k/l/m - z/n/o/p/q
Overlap formulae used. * small base



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Table 9

VE01_30 - 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? Engineers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	842	236	223	178	171	203	213	184	121	80	41	494	348	161	202	286	136	854
	84%dp	90%zd	89%zd	83%d	72%	86%	80%	81%	86%	92%zfg	83%	86%zl	80%	79%	85%p	93%zmp	73%	85%
Not tell the truth	88	14	15	19	35	13	31	26	10	4	4	46	43	23	18	12	27	78
	9%abo	5%	6%	9%	15%zab	5%	12%ei	12%e	7%	4%	8%	8%	10%	11%o	8%	4%	14%zo	8%
Don't know	76	12	13	16	32	21	21	18	9	3	4	34	42	20	18	10	25	75
	8%abko	5%	5%	8%	13%zab	9%	8%	8%	6%	4%	9%	6%	10%k	10%o	8%o	3%	13%zo	7%
Net difference	754	222	208	159	136	190	182	157	111	76	37	449	305	138	184	274	110	776
	75%	85%	83%	74%	57%	80%	68%	69%	79%	88%	75%	78%	71%	68%	77%	89%	59%	77%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base

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Table 10
VE01_30 - 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? Engineers
Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	842	723	114	144	181	215	202	288	130	120	94	200	241	228	854
	84%	84%	84%	78%	91%zc	91%zc	81%	85%	85%	83%	85%	86%	88%	88%	85%
Not tell the truth	88	76	10	23	12	16	22	24	17	13	10	22	15	19	78
	9%	9%	7%	13%	6%	7%	9%	7%	11%	9%	9%	9%	5%	7%	8%
Don't know	76	65	11	17	6	5	25	27	6	11	7	11	18	13	75
	8%de	7%	8%	9%de	3%	2%	10%h	8%	4%	8%	6%	5%	6%	5%	7%
Net difference	754	646	104	121	169	200	179	264	114	107	84	178	226	209	776
	75%	75%	77%	66%	85%	85%	72%	78%	74%	74%	75%	76%	83%	80%	77%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
 Overlap formulae used. * small base



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Table 11

VE01_32 - 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? Advertising executives

Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	166 16%	78 16%	86 17%	24 16%	28 17%	27 18%	33 20%	23 15%	30 13%	13 15%	34 13%	43 19%	43 18%	31 19%	54 16%	56 19%	18 15%	28 14%	169 17%
Not tell the truth	755 75%f	365 75%	378 75%	122 82%f	132 79%	111 72%	113 69%	117 79%f	161 71%	64 71%	202 76%	164 71%	184 76%	133 79%	253 74%	220 73%	92 77%	162 79%	760 75%
Don't know	86 9%cm	43 9%	41 8%	2 2%	7 4%	15 10%c	19 11%cd	8 5%	35 15%zcdg	13 14%zlm	28 11%m	24 10%m	16 6%	4 2%	34 10%	25 8%	9 8%	14 7%	78 8%
Net difference	-590 -59%	-287 -59%	-292 -58%	-97 -65%	-104 -62%	-84 -55%	-80 -48%	-94 -64%	-131 -58%	-51 -56%	-168 -63%	-120 -52%	-140 -58%	-102 -60%	-199 -58%	-163 -54%	-74 -62%	-134 -66%	-591 -59%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q
Overlap formulae used. * small base



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Table 12
VE01_32 - 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? Advertising executives
Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	166 16% ^m	48 18%	49 20%	30 14%	32 13%	33 14%	38 14%	43 19%	24 17%	18 21%	9 18%	100 17%	66 15%	18 9%	48 20% ^m	52 17% ^m	37 20% ^m	169 17%
Not tell the truth	755 75% ^p	204 78%	186 74%	161 75%	173 73%	187 79%	200 75%	159 70%	110 79%	64 74%	36 72%	433 75%	322 74%	165 80% ^p	180 75% ^p	242 79% ^p	117 62%	760 75%
Don't know	86 9% ^{abno}	10 4%	15 6%	23 11% ^a	33 14% ^{zab}	18 7%	27 10%	27 12% ^h	5 4%	4 5%	5 10%	41 7%	44 10%	22 11% ^{no}	11 5%	14 5%	34 18% ^{zno}	78 8%
Net difference	-590 -59%	-156 -59%	-137 -55%	-131 -61%	-141 -59%	-153 -65%	-162 -61%	-116 -51%	-86 -62%	-45 -53%	-27 -54%	-333 -58%	-256 -59%	-147 -72%	-131 -55%	-191 -62%	-80 -43%	-591 -59%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base

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Table 13
VE01_32 - 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? Advertising executives
Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	166	145	20	31	25	51	37	51	29	26	22	45	53	35	169
	16%	17%	15%	17%	13%	22%zd	15%	15%	19%	18%	20%	19%	20%	13%	17%
Not tell the truth	755	650	99	134	153	173	178	262	115	110	83	167	187	214	760
	75%	75%	73%	73%	77%	73%	71%	77%	75%	76%	74%	72%	68%	82%	75%
Don't know	86	69	17	19	21	11	34	26	10	9	7	20	34	11	78
	9%e	8%	12%	10%	10%e	5%	14%zghi	8%	6%	6%	6%	9%	12%	4%	8%
Net difference	-590	-504	-78	-103	-128	-122	-141	-212	-86	-84	-61	-121	-133	-179	-591
	-59%	-58%	-58%	-56%	-64%	-52%	-57%	-62%	-56%	-58%	-55%	-52%	-49%	-69%	-59%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
Overlap formulae used. * small base

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Table 14
VE01_34 - 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? Care Home Workers
 Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	767 76%p	375 77%	383 76%	112 75%	122 73%	113 74%	128 78%	120 81%	172 77%	70 77%	207 78%	184 80%l	172 71%	127 75%	267 78%p	248 83%zp	77 64%	154 75%	793 79%
Not tell the truth	143 14%hin	58 12%	80 16%	30 20%h	37 22%zfg	21 14%	17 10%	18 12%	19 9%	6 6%	30 11%	25 11%	46 19%zijk	35 20%ijk	28 8%	34 11%	35 29%zno	37 18%n	124 12%
Don't know	97 10%do	53 11%	42 8%	7 5%	8 5%	19 13%d	19 12%d	11 7%	33 15%zcdg	15 17%zm	27 10%	22 9%	25 10%	7 4%	46 14%zopq	19 6%	8 6%	14 7%	90 9%
Net difference	625 62%	317 65%	303 60%	82 55%	85 51%	91 60%	111 68%	102 69%	153 68%	64 70%	177 67%	159 69%	126 52%	93 55%	239 70%	214 71%	42 35%	117 57%	669 66%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh - z/i/j/k/l/m - z/n/o/p/q
 Overlap formulae used. * small base



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Table 15
VE01_34 - 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? Care Home Workers
Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	767 76%dp	214 82%zcd	214 86%zcd	151 71%	158 66%	184 78%	190 71%	170 75%	111 79%	70 81%	42 85%	448 78%	319 74%	148 72%	179 75%	260 84%zmdp	128 68%	793 79%
Not tell the truth	143 14%bo	28 11%	21 8%	38 18%b	48 20%zab	30 12%	44 16%	36 16%	18 13%	12 14%	4 7%	84 15%	59 14%	34 17%o	39 16%o	29 9%	30 16%	124 12%
Don't know	97 10%bko	20 8%	15 6%	25 12%b	32 13%b	24 10%	32 12%	22 10%	11 8%	5 5%	4 8%	43 7%	54 13%zk	23 11%	21 9%	19 6%	30 16%zo	90 9%
Net difference	625 62%	186 71%	193 77%	113 53%	109 46%	155 65%	146 55%	135 59%	93 66%	58 67%	39 78%	364 63%	261 60%	114 56%	140 59%	231 75%	98 52%	669 66%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
 Overlap formulae used. * small base

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Table 16

VE01_34 - 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? Care Home Workers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	767	675	87	133	163	194	201	256	125	104	78	183	220	207	793
	76%b	78%zb	64%	72%	82%	82%zc	81%	76%	82%	72%	70%	79%	80%	80%	79%
Not tell the truth	143	115	26	34	20	29	20	49	23	26	21	31	30	34	124
	14%af	13%	19%	19%d	10%	12%	8%	15%f	15%	18%f	19%f	13%	11%	13%	12%
Don't know	97	74	23	17	16	13	28	33	5	15	13	18	24	19	90
	10%aeh	9%	17%za	9%	8%	5%	11%h	10%h	3%	11%h	11%h	8%	9%	7%	9%
Net difference	625	560	61	99	144	166	181	207	102	79	56	152	190	174	669
	62%	65%	45%	54%	72%	70%	73%	61%	67%	54%	50%	66%	70%	67%	66%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
Overlap formulae used. * small base



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Table 17
VE01_35 - 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? Home delivery drivers
 Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	714 71%e	341 70%	366 72%	110 74%	118 70%	96 63%	119 72%	112 75%e	160 71%	61 67%	195 74%	165 71%	164 68%	123 73%	243 71%	212 71%	83 69%	147 72%	717 71%
Not tell the truth	218 22%hn	107 22%	104 21%	36 24%	47 28%h	41 27%h	30 18%	28 19%	36 16%	13 14%	50 19%	48 21%	63 26%i	43 26%	61 18%	74 25%h	30 25%	45 22%	211 21%
Don't know	75 7%cdmo	38 8%	36 7%	3 2%	3 2%	16 10%cd	16 10%cd	8 5%	29 13%zcdg	17 19%zjklm	19 7%h	18 8%h	16 7%	3 2%	37 11%zo	14 5%	6 5%	13 6%	79 8%
Net difference	496 49%	234 48%	262 52%	73 49%	71 42%	55 36%	89 54%	83 56%	124 55%	48 53%	145 55%	117 51%	101 42%	79 47%	182 53%	138 46%	52 44%	102 50%	506 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q
 Overlap formulae used. * small base



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Table 18

VE01_35 - 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? Home delivery drivers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	714 71%	194 74%	178 71%	155 73%	159 67%	173 73%	175 66%	159 69%	102 73%	69 79% ^f	39 78%	398 69%	316 73%	138 68%	171 72%	223 72%	139 74%	717 71%
Not tell the truth	218 22% ^l	53 20%	52 21%	45 21%	55 23%	48 20%	68 26%	55 24%	26 19%	14 16%	7 15%	142 25% ^{zl}	76 18%	49 24%	55 23%	61 20%	33 18%	211 21%
Don't know	75 7%	16 6%	20 8%	13 6%	24 10%	17 7%	22 8%	15 7%	12 9%	4 5%	4 8%	34 6%	40 9%	18 9%	13 5%	25 8%	15 8%	79 8%
Net difference	496 49%	141 54%	126 50%	110 52%	104 44%	124 52%	106 40%	104 45%	76 54%	55 63%	31 63%	256 45%	240 56%	90 44%	117 49%	162 53%	106 56%	506 50%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base



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Table 19

VE01_35 - 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? Home delivery drivers

Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	714	621	89	135	142	175	187	241	102	104	76	170	212	187	717
	71%	72%	65%	74%	72%	74%	75%	71%	67%	72%	68%	73%	77%	72%	71%
Not tell the truth	218	178	37	32	42	53	37	74	41	35	27	47	45	61	211
	22%af	21%	27%	18%	21%	22%	15%	22%	27%f	24%f	24%	20%	17%	23%	21%
Don't know	75	64	10	16	15	9	26	24	10	6	9	15	17	12	79
	7%e	7%	8%	9%e	7%	4%	10%	7%	6%	4%	8%	6%	6%	5%	8%
Net difference	496	443	52	103	100	122	150	167	60	69	49	123	166	126	506
	49%	51%	38%	56%	50%	52%	60%	49%	39%	48%	44%	53%	61%	48%	50%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
Overlap formulae used. * small base



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Table 20

VE01_36 - 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? Museum curators

Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	869 86%hi	418 86%	439 87%	130 87%	137 82%	133 87%	150 91%dh	138 93%zdh	182 81%	65 72%	237 90%il	211 91%zil	201 83%i	147 87%i	293 86%	279 93%znpg	98 82%	172 84%	884 88%
Not tell the truth	52 5%gjko	24 5%	24 5%	12 8%g	21 13%zefgh	4 2%	4 3%	1 1%	9 4%	4 5%	6 2%	5 2%	20 8%zjk	16 9%jk	13 4%	8 3%	8 7%	16 8%o	43 4%
Don't know	86 9%o	43 9%	43 8%	7 4%	10 6%	16 11%	11 6%	9 6%	34 15%zcdg	21 23%zjklm	21 8%	15 7%	21 9%	7 4%	35 10%o	14 5%	13 11%o	16 8%	80 8%
Net difference	818 81%	394 81%	415 82%	118 79%	116 69%	130 85%	146 88%	136 92%	173 77%	61 67%	230 87%	205 89%	181 75%	131 78%	280 82%	271 90%	89 75%	157 76%	841 84%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh - z/i/j/kl/m - z/n/o/p/q
Overlap formulae used. * small base



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Table 21
VE01_36 - 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? Museum curators
Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	869 86% ^d _l p	246 94% ^z _c d	227 91% ^z _c d	174 81%	191 80%	201 85%	227 85%	194 85%	125 90%	78 90%	44 89%	509 89% ^z _l	361 83%	172 84%	207 87% ^p	287 93% ^z _m n 76%	143 76%	884 88%
Not tell the truth	52 5% ^b	8 3%	7 3%	11 5%	21 9% ^z _a b	16 7%	13 5%	13 6%	5 3%	3 4%	1 3%	27 5%	25 6%	10 5%	14 6%	10 3%	12 6%	43 4%
Don't know	86 9% ^a _k o	8 3%	17 7%	29 14% ^z _a b	26 11% ^a	20 8%	26 10%	21 9%	10 7%	5 6%	4 8%	39 7%	47 11% ^z _k	22 11% ^o	18 7%	11 4%	33 17% ^z _n o	80 8%
Net difference	818 81%	238 91%	220 88%	163 76%	170 71%	185 78%	214 81%	182 80%	120 86%	75 86%	43 87%	482 84%	336 78%	162 79%	193 81%	277 90%	132 70%	841 84%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
 Overlap formulae used. * small base



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Table 22
VE01_36 - 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? Museum curators
Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	869 86%b	759 88%zb	104 77%	151 82%	184 93%zc	219 93%zc	207 83%	294 87%	143 93%zfi	129 89%	90 81%	205 88%	239 87%	234 90%	884 88%
Not tell the truth	52 5%cd	40 5%	11 8%	15 8%cd	4 2%	9 4%	11 4%	19 6%	4 3%	9 6%	8 7%	8 3%	13 5%	10 4%	43 4%
Don't know	86 9%aeh	65 7%	21 15%za	18 10%e	11 6%	8 3%	31 13%zhi	26 8%	6 4%	8 5%	13 12%h	19 8%	22 8%	15 6%	80 8%
Net difference	818 81%	719 83%	94 69%	137 74%	181 91%	210 89%	197 79%	274 81%	139 91%	120 83%	83 74%	197 85%	226 82%	224 86%	841 84%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
 Overlap formulae used. * small base



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Table 23
VE01_37 - 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? Landlords of private residential properties
Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	384 38%hijnp	193 40%	185 36%	65 44%h	69 41%h	61 40%h	70 43%h	59 40%h	61 27%	22 25%	88 33%	94 41%i	97 40%i	78 46%ij	115 34%	124 41%p	35 29%	96 47%zn p	393 39%
Not tell the truth	489 49%	230 47%	251 50%	78 52%	86 51%	73 47%	74 45%	62 42%	116 52%	42 46%	130 49%	110 48%	119 49%	83 49%	163 48%	146 48%	65 55%	96 47%	480 48%
Don't know	134 13%cdmq	62 13%	70 14%	6 4%	12 7%	20 13%c	21 12%c	27 18%cd	48 21%zcdf m	27 29%zjkl	46 17%zm	27 12%m	26 11%	8 5%	63 18%zoq	32 10%	19 16%q	13 6%	134 13%
Net difference	-105 -10%	-37 -8%	-67 -13%	-13 -9%	-17 -10%	-12 -8%	-4 -2%	-4 -3%	-56 -25%	-19 -21%	-43 -16%	-17 -7%	-22 -9%	-5 -3%	-48 -14%	-22 -7%	-30 -26%	* *	-87 -9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/g/h - z/i/j/k/l/m - z/n/o/p/q
Overlap formulae used. * small base

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Table 24

VE01_37 - 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? Landlords of private residential properties

Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	384	103	119	77	71	83	92	88	60	38	23	241	143	65	104	136	57	393
	38%dlp	39%	48%zcd	36%	30%	35%	35%	38%	43%	44%	46%	42%zl	33%	32%	44%mp	44%zmp	30%	39%
Not tell the truth	489	138	105	98	122	124	131	111	66	38	19	273	216	103	113	148	89	480
	49%b	53%b	42%	46%	51%	52%	49%	48%	47%	44%	39%	47%	50%	50%	47%	48%	47%	48%
Don't know	134	21	25	38	44	30	43	30	13	11	8	61	73	36	22	25	42	134
	13%abko	8%	10%	18%ab	19%zab	13%	16%	13%	10%	12%	15%	11%	17%zk	18%no	9%	8%	22%zno	13%
Net difference	-105	-35	14	-21	-51	-41	-38	-23	-6	-1	3	-32	-73	-38	-9	-12	-32	-87
	-10%	-13%	6%	-10%	-21%	-17%	-14%	-10%	-4%	-1%	7%	-6%	-17%	-19%	-4%	-4%	-17%	-9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base

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Table 25
VE01_37 - 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? Landlords of private residential properties
Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	384 38%	328 38%	54 40%	64 35%	76 38%	103 44%	97 39%	118 35%	62 41%	56 39%	45 40%	94 40%	100 37%	100 38%	393 39%
Not tell the truth	489 49%	417 48%	66 48%	95 52%	96 48%	115 49%	115 46%	173 51%	79 51%	70 48%	49 44%	107 46%	132 48%	135 52%	480 48%
Don't know	134 13% ^{ee}	119 14%	15 11%	25 13%	27 13%	17 7%	37 15%	48 14%	12 8%	19 13%	17 15%	32 14%	41 15%	25 10%	134 13%
Net difference	-105 -10%	-90 -10%	-11 -8%	-31 -17%	-20 -10%	-12 -5%	-18 -7%	-55 -16%	-17 -11%	-14 -10%	-4 -4%	-13 -6%	-32 -12%	-35 -14%	-87 -9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
Overlap formulae used. * small base



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Table 26
VE01_38 - 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? Librarians
Base: All adults age 18+ in Great Britain

	TOTAL (z)	GENDER		AGE						GENERATION					TENURE				UNWTD TOTAL
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	PRE WAR (i)	BABY BOOMERS (j)	GEN X (k)	MILLE -NNIAL (l)	GEN Z (m)	OWNED OUTRIGHT BY HOUSEHOLD (n)	BEING BOUGHT ON A MORTGAGE (o)	RENTED - LOCAL AUTHORITY (p)	RENTED - PRIVATE LANDLORD (q)	
Unweighted Base	1007	487	505	96	155	136	196	152	272	104	300	261	219	110	376	322	136	134	1007
Weighted Base	1007	486	506	149*	168	153	165	148	225	91*	264	231	243	169*	341	301	119	205	1007
Tell the truth	937 93%	449 92%	476 94%	140 94%	151 90%	142 93%	159 97%zdh	138 93%	206 92%	80 89%	246 93%	223 97%zil	219 90%	160 95%	319 94%	293 97%znp	108 90%	190 93%	940 93%
Not tell the truth	25 2%fhkn	13 3%	9 2%	7 4%fh	11 7%zfgh	3 2%	2 *	1 1%	1 *	- -	3 1%	1 *	13 5%zijk	7 4%k	4 1%	4 1%	4 4%	7 3%	20 2%
Don't know	45 4%o	24 5%	21 4%	2 2%	5 3%	8 5%	5 3%	8 5%	18 8%zcf	10 11%zklm	15 6%	7 3%	10 4%	2 1%	18 5%o	4 1%	7 6%o	8 4%	47 5%
Net difference	912 91%	437 90%	466 92%	133 89%	140 84%	139 91%	159 97%	136 92%	205 91%	80 89%	243 92%	222 96%	206 85%	153 91%	316 93%	288 96%	103 87%	184 90%	920 91%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/g/h - z/i/j/k/l/m - z/n/o/p/q
Overlap formulae used. * small base

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Table 27
VE01_38 - 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? Librarians
Base: All adults age 18+ in Great Britain

	TOTAL (z)	SOCIAL GRADE				GOVERNMENT OFFICE REGION						WORKING STATUS		EDUCATION				UNWTD TOTAL
		AB (a)	C1 (b)	C2 (c)	DE (d)	NORTH (e)	MIDLANDS (f)	SOUTH (g)	LONDON (h)	SCOTLAND (i)	WALES (j)	WORKING (k)	NOT WORKING (l)	GCSE/ O-LV/ CSE/ NVQ12 (m)	A-LVL OR EQUIV (n)	DEGR/ MAST/ PHD (o)	NO FORML QUAL (p)	
Unweighted Base	1007	254	363	149	190	237	257	230	127	100	56	575	432	185	205	370	174	1007
Weighted Base	1007	262	250	213	238	237	265	228	140*	87*	50*	575	432	204	239	309	188	1007
Tell the truth	937 93%cp	254 97%zc	239 95%zc	187 88%	221 93%	223 94%	244 92%	213 93%	130 93%	81 93%	46 93%	535 93%	402 93%	194 95%p	228 95%p	295 96%zp	159 85%	940 93%
Not tell the truth	25 2%b	4 1%	3 1%	10 5%	5 2%	3 1%	8 3%	8 3%	2 1%	4 4%	-	16 3%	9 2%	2 1%	5 2%	6 2%	8 4%	20 2%
Don't know	45 4%ao	4 2%	8 3%	16 8%a	12 5%	11 5%	13 5%	7 3%	8 6%	2 3%	3 7%	24 4%	21 5%	9 4%	6 3%	8 2%	20 11%zmn o	47 5%
Net difference	912 91%	251 96%	236 94%	178 83%	215 91%	221 93%	235 89%	205 90%	128 91%	77 89%	46 93%	519 90%	394 91%	192 94%	223 93%	290 94%	151 81%	920 91%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j - z/k/l - z/m/n/o/p
Overlap formulae used. * small base

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Table 28
VE01_38 - 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? Librarians
Base: All adults age 18+ in Great Britain

	TOTAL (z)	ETHNICITY		INCOME			NUMBER IN HOUSEHOLD					VOTING INTENTION			UNWTD TOTAL
		WHITE (a)	BAME (b)	UNDER 25000 (c)	25000 -49999 (d)	50000 PLUS (e)	1 (f)	2 (g)	3 (h)	4 (i)	5+ (j)	CONSERVATIVE (k)	LABOUR (l)	OTHERS (m)	
Unweighted Base	1007	899	100	173	201	259	253	356	146	148	95	253	264	267	1007
Weighted Base	1007	864	136*	184	199	236	249	339	153	145	111*	232	274	260	1007
Tell the truth	937	802	129	173	191	225	230	311	145	138	107	220	257	251	940
	93%	93%	95%	94%	96%	95%	92%	92%	95%	95%	96%	95%	94%	96%	93%
Not tell the truth	25	22	1	4	4	7	4	10	4	2	4	4	1	7	20
	2%	3%	1%	2%	2%	3%	1%	3%	3%	2%	3%	2%	*	3%	2%
Don't know	45	39	6	7	5	4	16	18	4	5	1	9	15	2	47
	4%	5%	4%	4%	2%	2%	6%	5%	3%	3%	1%	4%	6%	1%	5%
Net difference	912	780	128	170	187	218	226	301	141	135	103	216	256	244	920
	91%	90%	94%	92%	94%	92%	91%	89%	92%	94%	93%	93%	94%	94%	91%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e - z/f/g/h/i/j
 Overlap formulae used. * small base



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