



Ipsos Veracity Index 2022

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 since 2020 it has been carried on a telephone survey instead. 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, engineers, advertising executives, care home workers, museum curators, landlords of private residential properties, car mechanics, taxi drivers and serving staff at restaurants), Ipsos interviewed a representative sample of 1,005 adults aged 16+ across Great Britain by telephone between 19 and 26 October 2022.
- For the core list of 21 professions Ipsos interviewed a representative sample of 1,004 adults aged 16+ across Great Britain by telephone between 26 October and 1 November 2022.

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: 1,004 / 1,005 British adults 16+

	Trust to tell the truth %	Do not trust to tell the truth %	Don't know %
Nurses	89%	7%	4%
Engineers	87%	6%	7%
Doctors	85%	9%	6%
Scientists	83%	10%	8%
Teachers	81%	12%	7%
Museum curators	81%	7%	12%
Judges	80%	13%	8%
Professors	80%	11%	9%
Care home workers	76%	16%	8%
Serving staff at restaurants	75%	18%	7%
Taxi drivers	66%	24%	10%
The Police	63%	28%	10%
Television news readers	58%	32%	10%
Lawyers	57%	33%	9%
Civil Servants	56%	32%	12%
The ordinary man/woman in the street	55%	31%	14%
Clergy/priests	55%	31%	14%
Car mechanics	54%	34%	12%
Charity chief executives	50%	36%	14%
Pollsters	49%	33%	18%
Trade union officials	48%	38%	14%
Bankers	42%	48%	10%
Local councillors	38%	51%	10%
Landlords of private residential properties	34%	52%	14%
Business leaders	32%	55%	13%
Journalists	29%	58%	13%
Estate agents	28%	61%	11%
Government Ministers	16%	77%	7%
Advertising executives	14%	75%	11%
Politicians generally	12%	79%	8%