# **Ipsos Veracity Index** 2022

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 since 2020 data has been collected over the phone.* 

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.

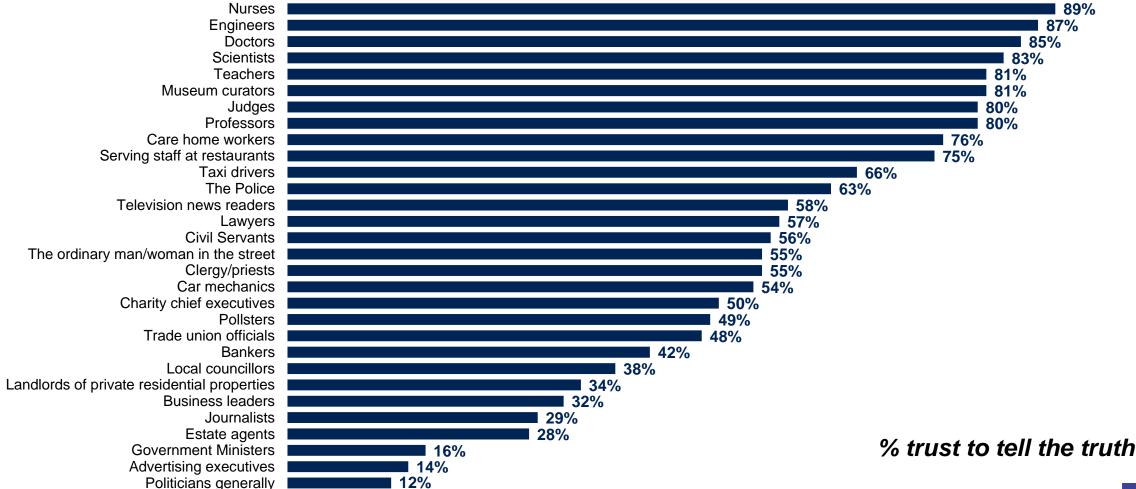
This year's survey was carried out over two waves of a telephone omnibus survey: one with 1,005 British adults aged 16+ between 19 and 26 October 2022 and the second with 1,004 British adults aged 16+ between 26 October and 1 November 2022.

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



### Veracity Index 2022 – 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?"



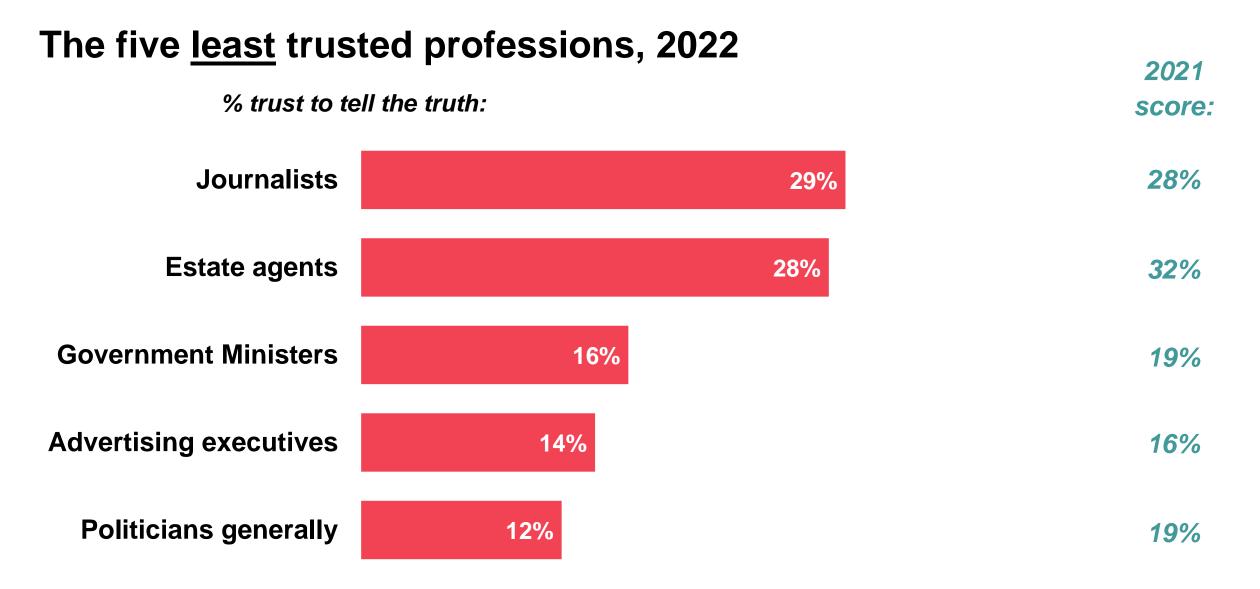
Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November



#### The six most trusted professions, 2022 2021 % trust to tell the truth: score: 94% Nurses 89% Engineers 84% 87% **Doctors** 85% 91% **Scientists** 83% 83% **Teachers** 81% 86% Museum curators 81% 86%



Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November © Ipsos | Veracity Index 2022 | November 2022 | Version 1 | Public



Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November



#### Veracity Index 2021 – change in trust, 2021-2022

"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 2022

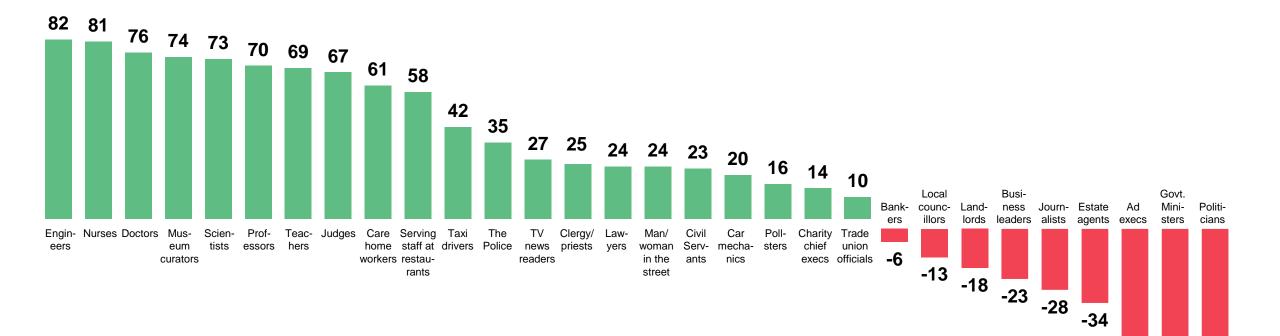
Television news readers 58%		6%
Trade union officials 48%		4%
Engineers 87%		3%
Charity chief executives 50%		1%
Business leaders 32%		1%
Journalists 29%		1%
Scientists 83%		0%
Care home workers 76%		0%
Pollsters 49%		0%
The Police 63%		0%
Civil Servants 56%	-1%	6
Bankers 42%	-1%	
Professors 80%	-1%	6
Judges 80%	-2%	
Advertising executives 14%	-2%	
Lawyers 57%	-2%	
Clergy/priests 55%	-3%	
Government Ministers 16%	-3%	
Estate agents 28%	-4%	
Landlords of private residential properties 34%	-4%	
Museum curators 81%	-5%	
The ordinary man/woman in the street 55%	-5%	
Teachers 81%	-5%	
Nurses <u>89%</u>	-5%	
Local councillors 38%	-6%	% change in trust
Doctors 85%	-6%	
Politicians generally 12% -	7%	

Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November



#### Net trust in professions 2022

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



-67

-61 -62

#### Key movers in public trust over time

% trust to tell the truth:

Scientists – 83% (+23 ppt since 1997) Professors - 80% (+10 ppt since 1993) Civil Servants – 56% (+31 ppt since 1983) Clergy/Priests – 55% (-30 ppt since 1983) Trade union officials – 48% (+30 ppt since 1983) Bankers – 42% (+13 ppt since 2011) Journalists - 29% (+10 ppt since 1983) 989 992 1995 1998 

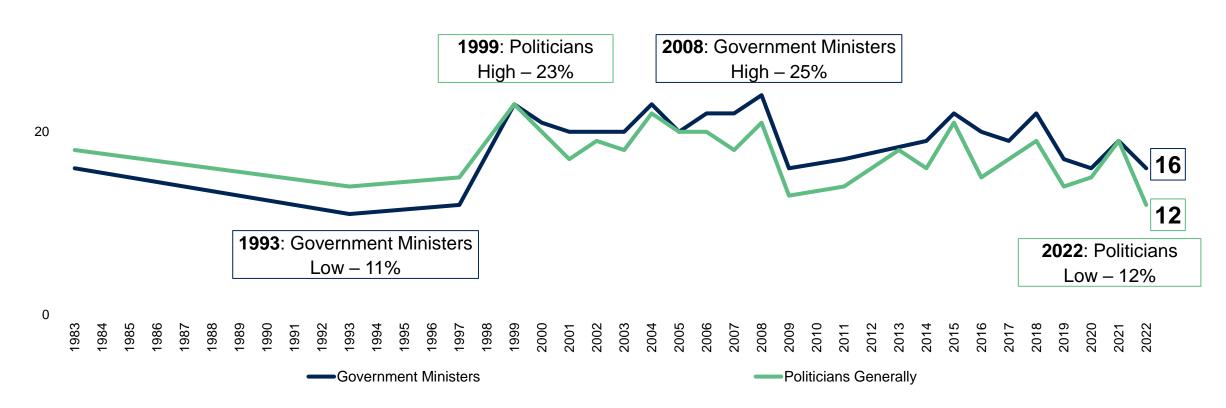
Base: c.1,000 British adults interviewed per year. 2020 and 2013 conducted by telephone; all other years face-to-face



### **Trust in Politicians: Highs and Lows**

% trust to tell the truth:

40

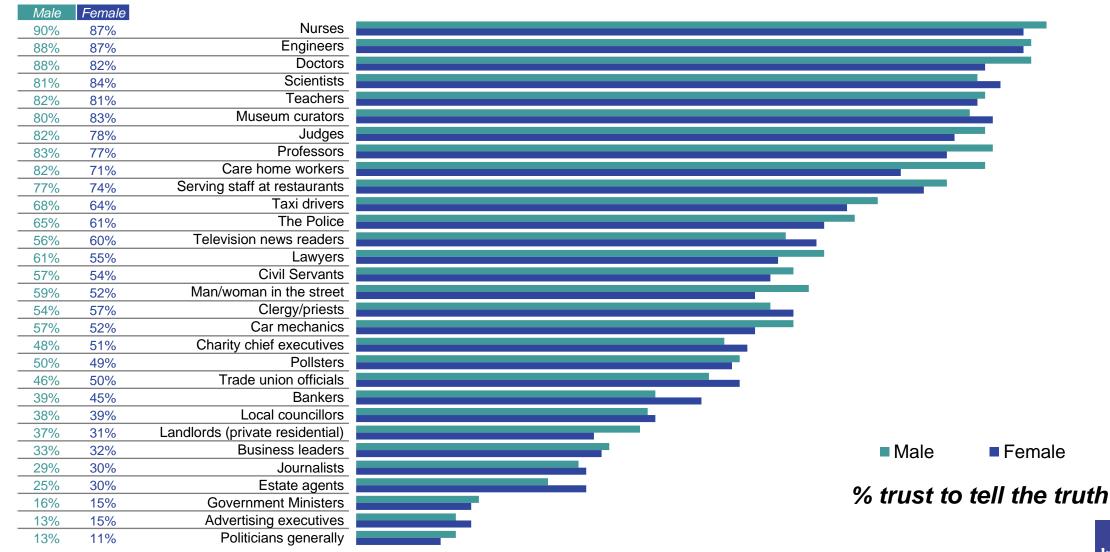


#### Base: c.1,000 British adults interviewed per year. 2021, 2020 and 2013 conducted by telephone; all other years face-to-face



## 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?"



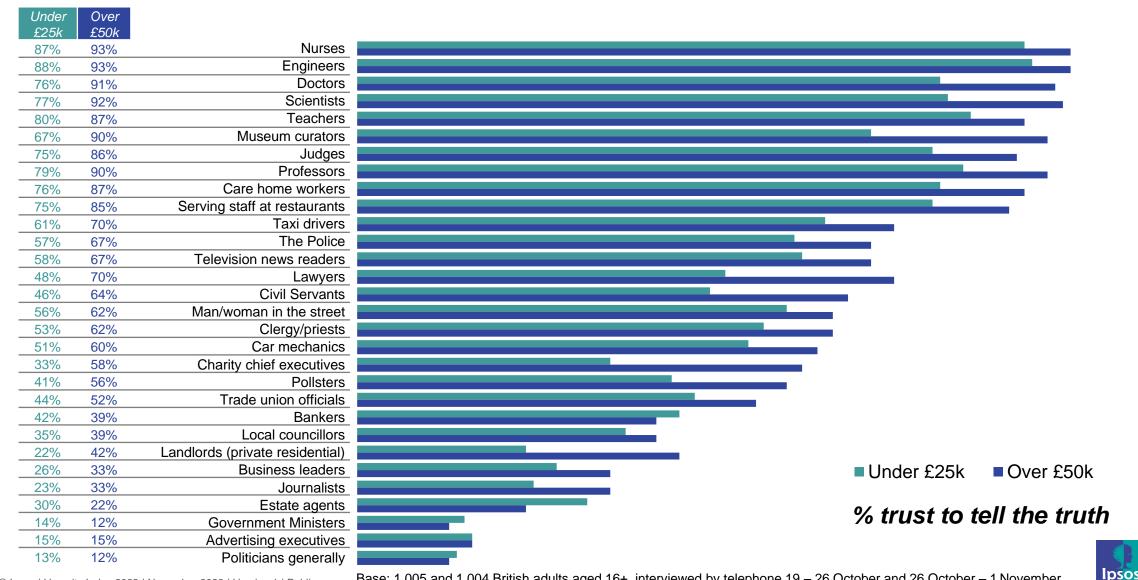
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Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November

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## **Trust in professions by income**

"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?"

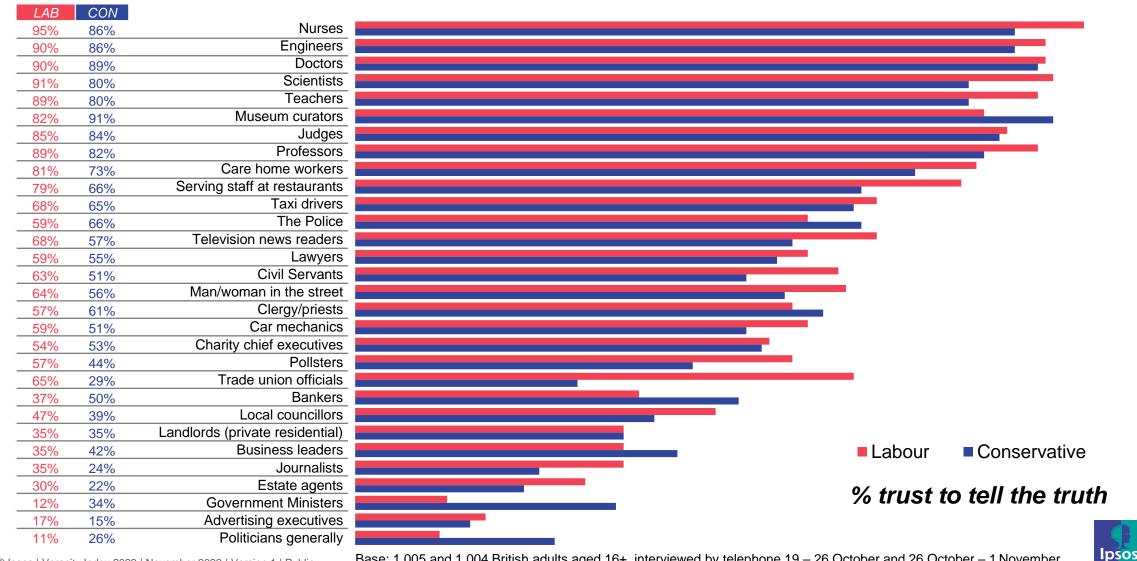


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Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 - 26 October and 26 October - 1 November

## **Trust in professions by party preference**

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Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November

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#### Veracity Index 2022

#### For more information

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