

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.

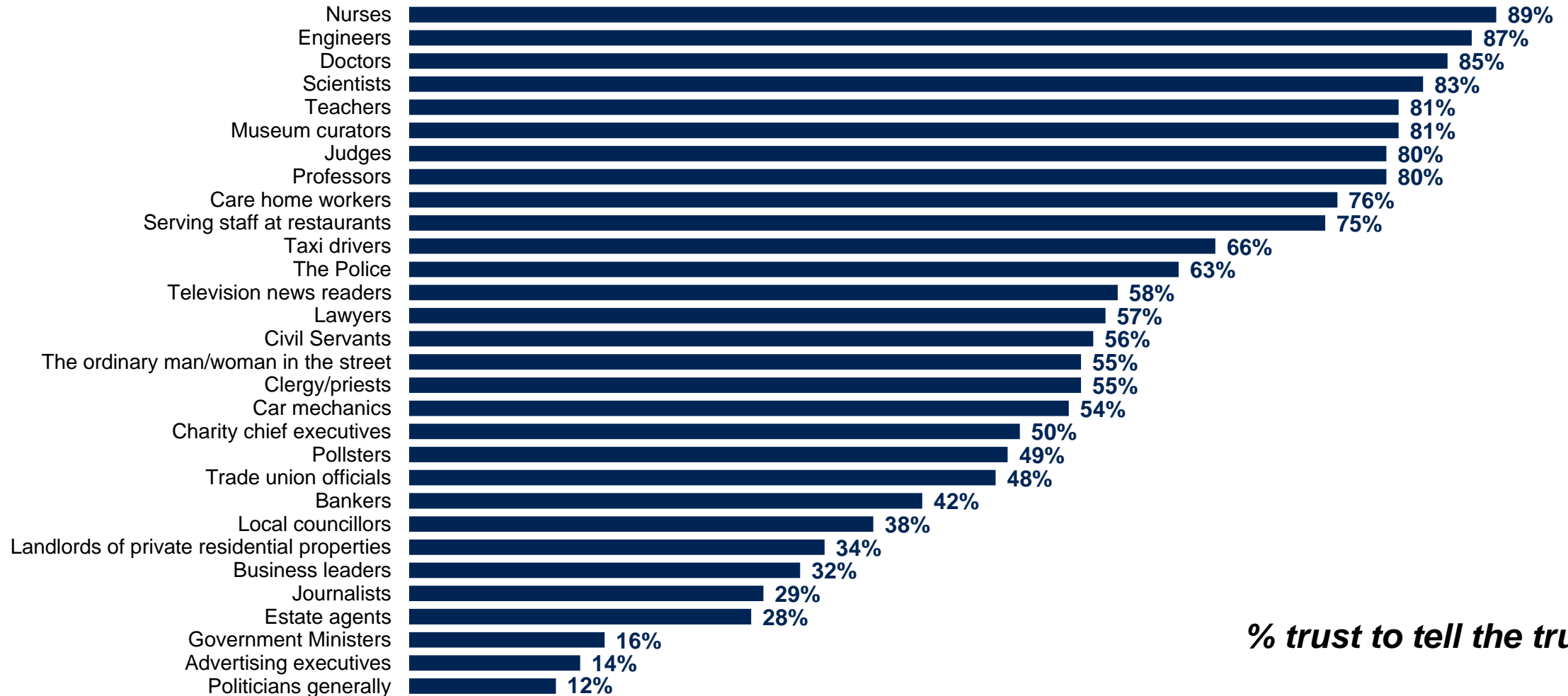
Mode effects should be kept in mind when comparing the results with previous years' data, especially when differences are close to the margin of error.

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?”



% trust to tell the truth

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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The six most trusted professions, 2022

% trust to tell the truth:

*2021
score:*



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

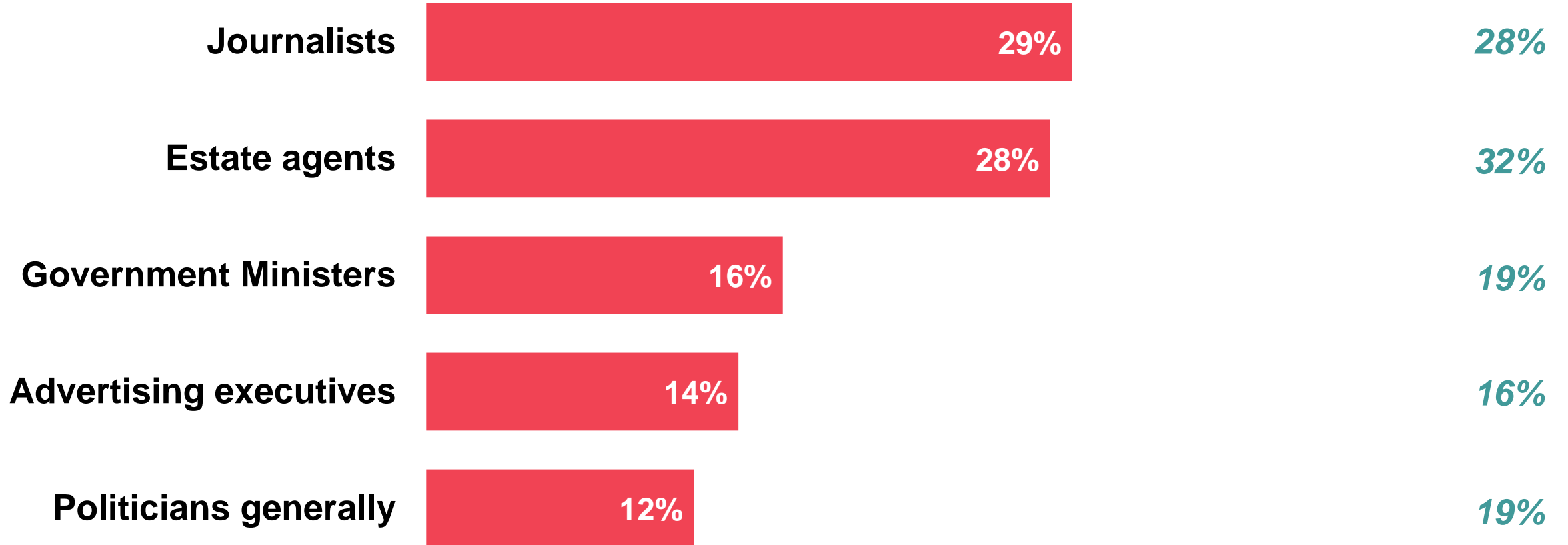
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The five least trusted professions, 2022

% trust to tell the truth:

*2021
score:*



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

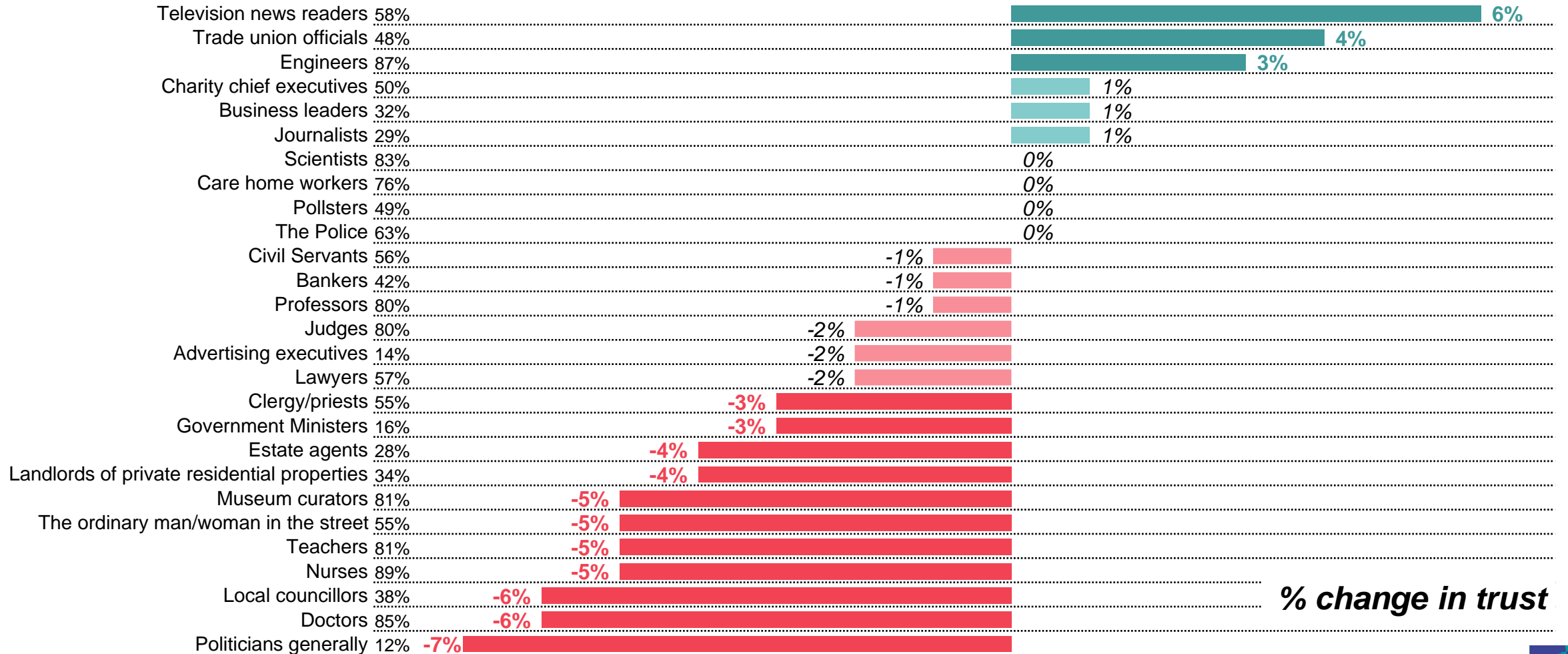
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Veracity Index 2021 – change in trust, 2021-2022

“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



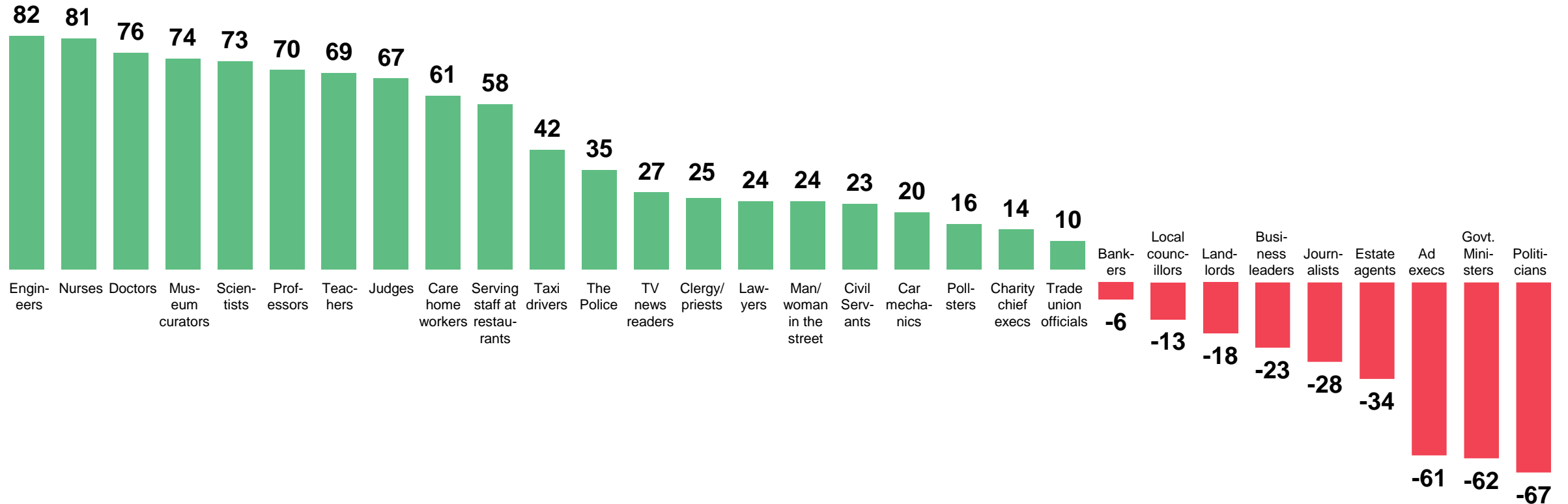
Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November

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Net trust in professions 2022

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

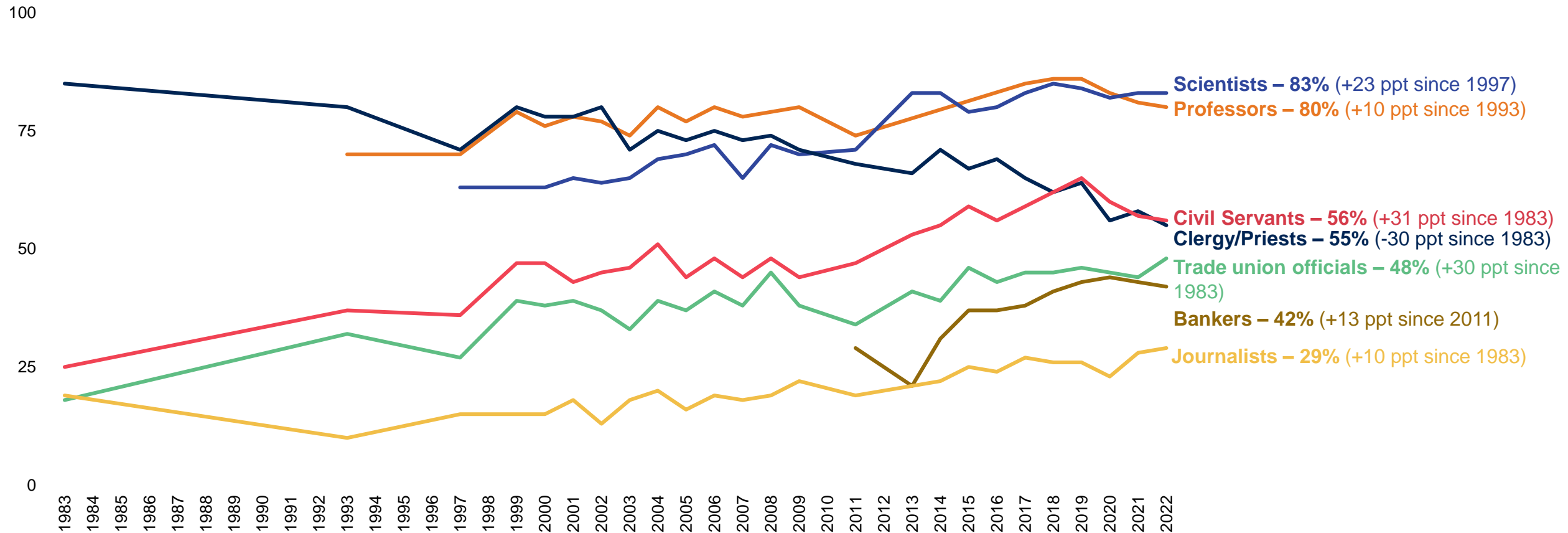


Base: 1,005 and 1,004 British adults aged 16+, interviewed by telephone 19 – 26 October and 26 October – 1 November

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Key movers in public trust over time

% trust to tell the truth:



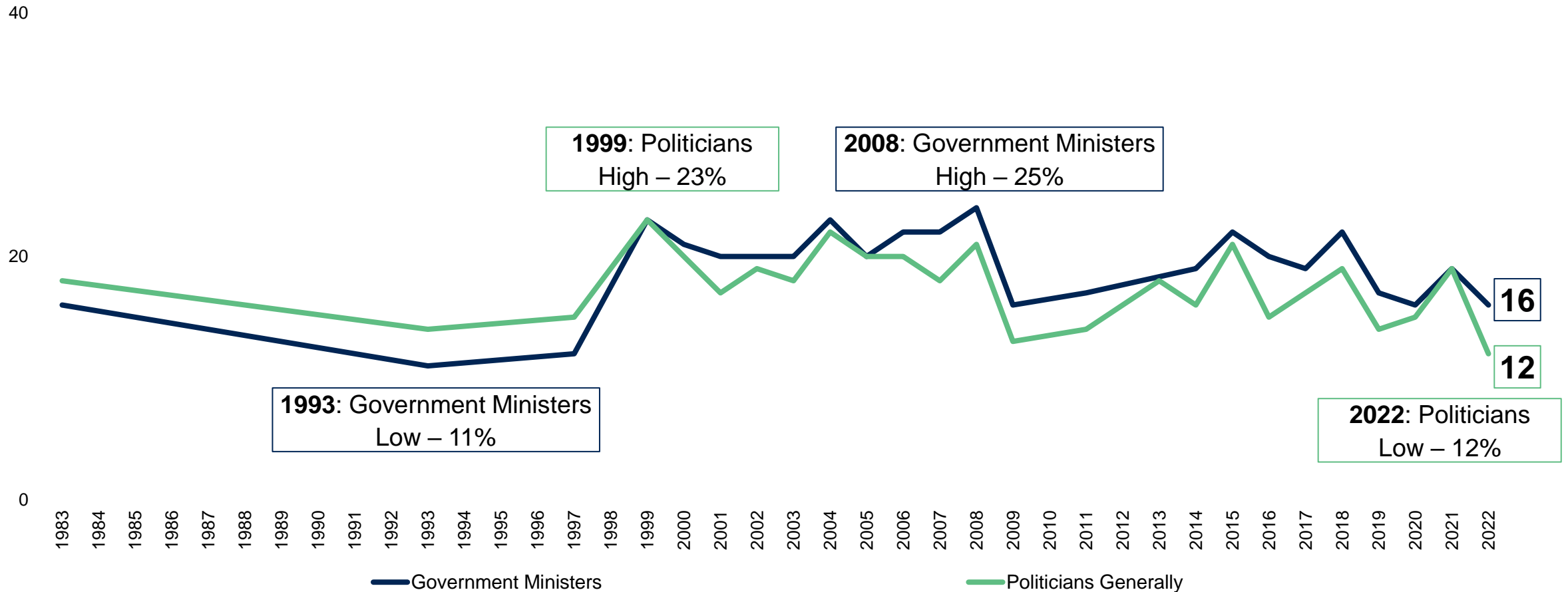
Base: c.1,000 British adults interviewed per year. 2020 and 2013 conducted by telephone; all other years face-to-face

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Trust in Politicians: Highs and Lows

% trust to tell the truth:



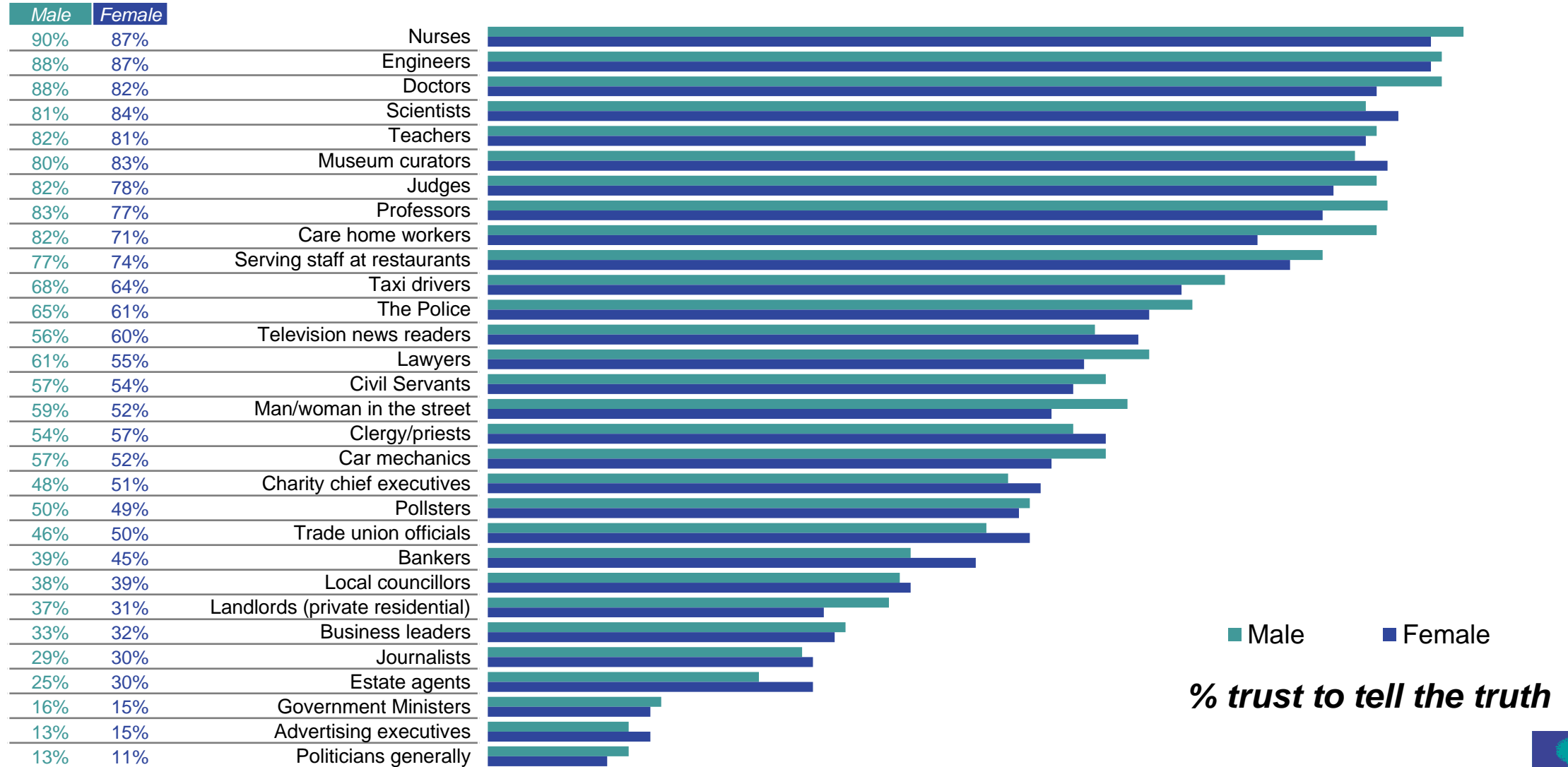
Base: c.1,000 British adults interviewed per year. 2021, 2020 and 2013 conducted by telephone; all other years face-to-face

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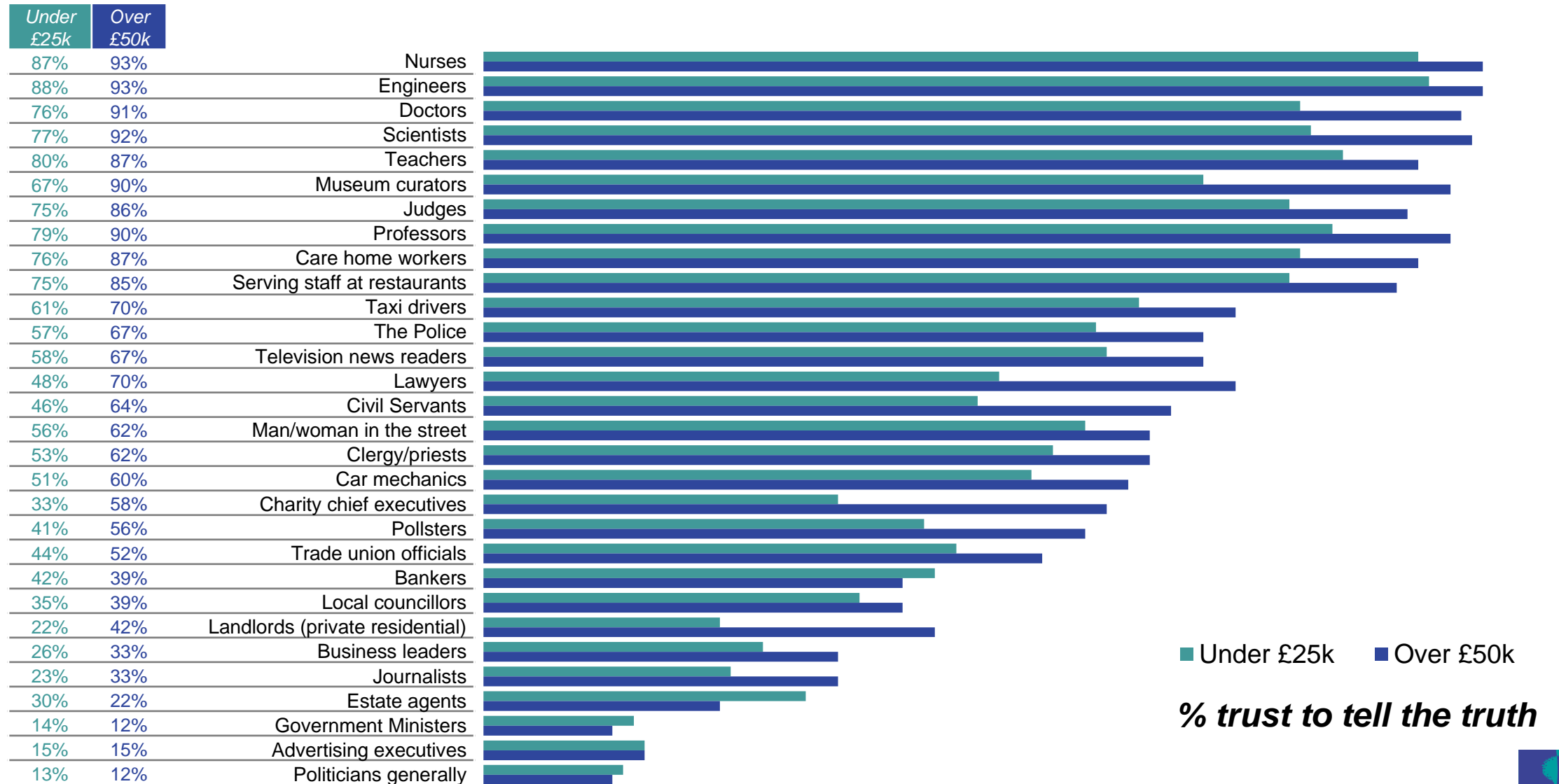
Trust in professions by gender

“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?”



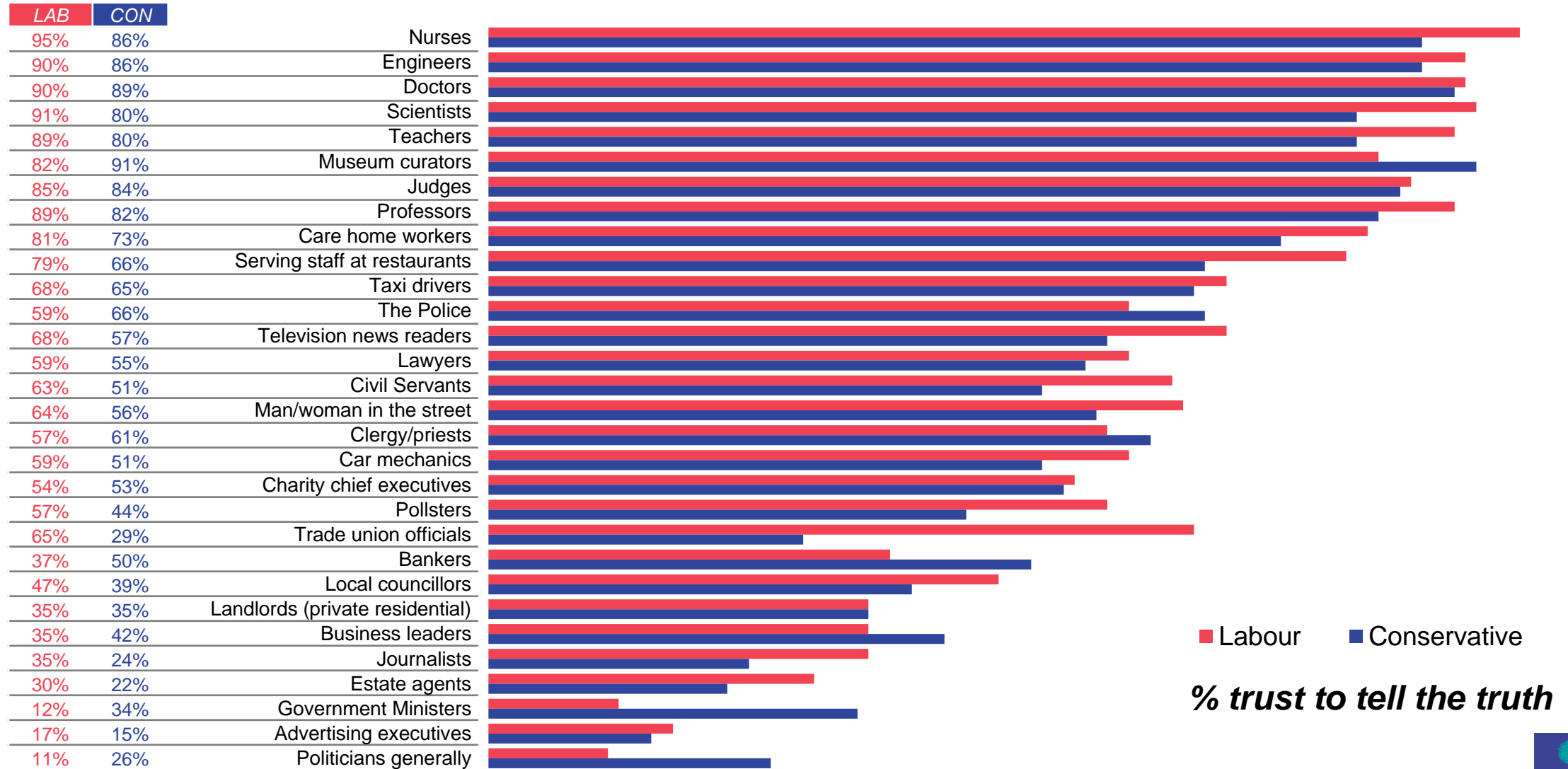
Trust in professions by income

“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?”



Trust in professions by party preference

“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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For more information

Gideon Skinner
Research Director
Gideon.skinner@ipsos.com

Mike Clemence
Senior Consultant
Michael.clemence@ipsos.com

