

# Ipsos Veracity Index 2023

*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.*

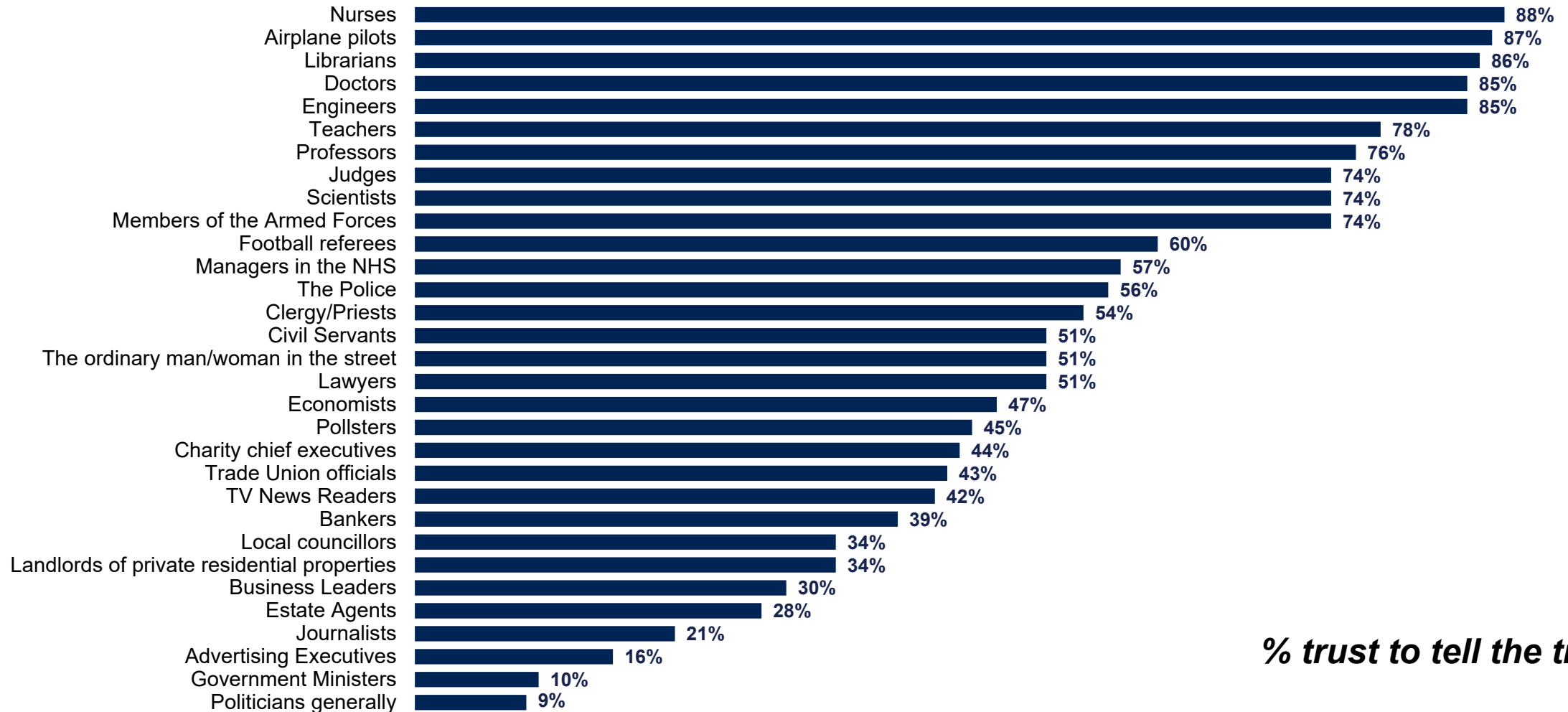
*Mode effects should be kept in mind when comparing the results with previous years' data, especially when differences are close to the margin of error.*

*This year's survey was carried out over two waves of a telephone omnibus survey: one with 1,020 British adults aged 16+ between 8 and 14 November 2023 and the second with 1,015 British adults aged 16+ between 15 and 21 November 2023.*

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

# Veracity Index 2023 – 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?”*



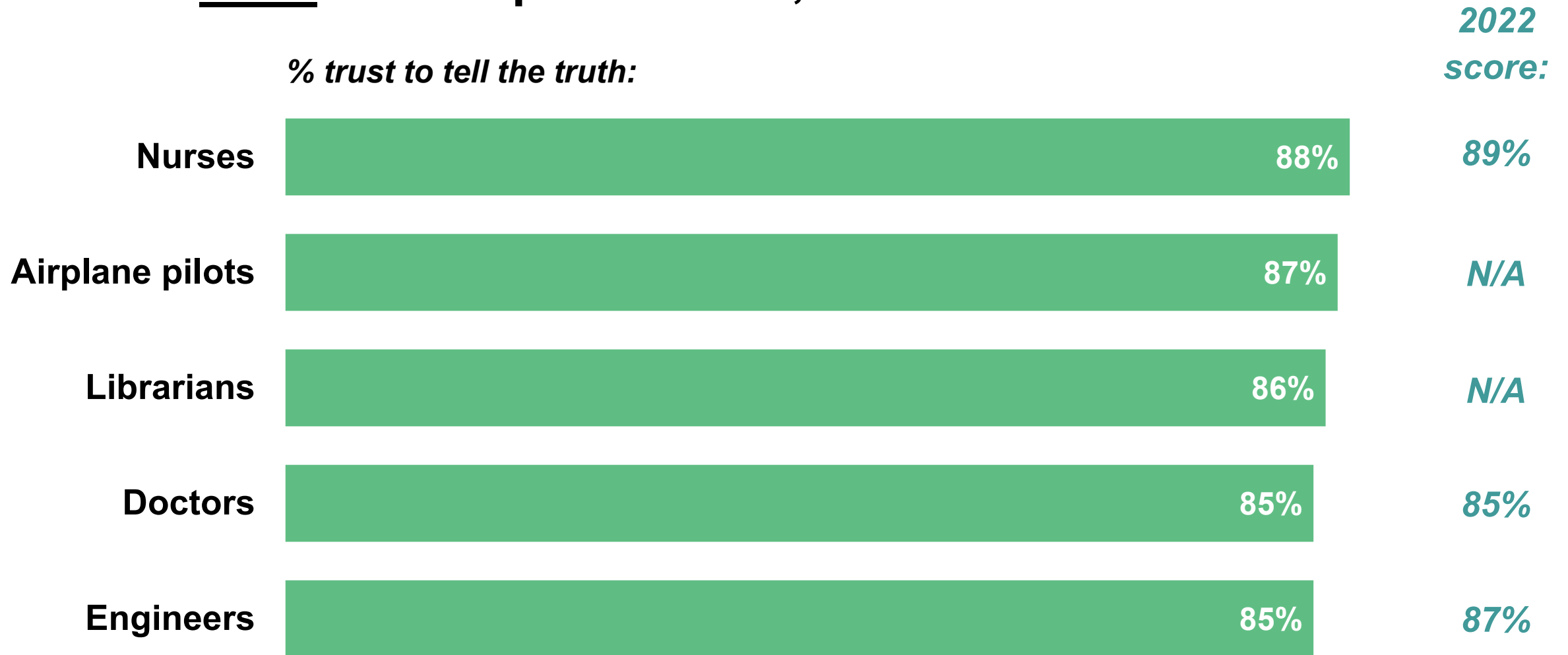
**% trust to tell the truth**

Base: 1,020 and 1,015 British adults aged 16+, interviewed by telephone 8 – 14 November and 15 - 21 November 2023

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



# The five most trusted professions, 2023

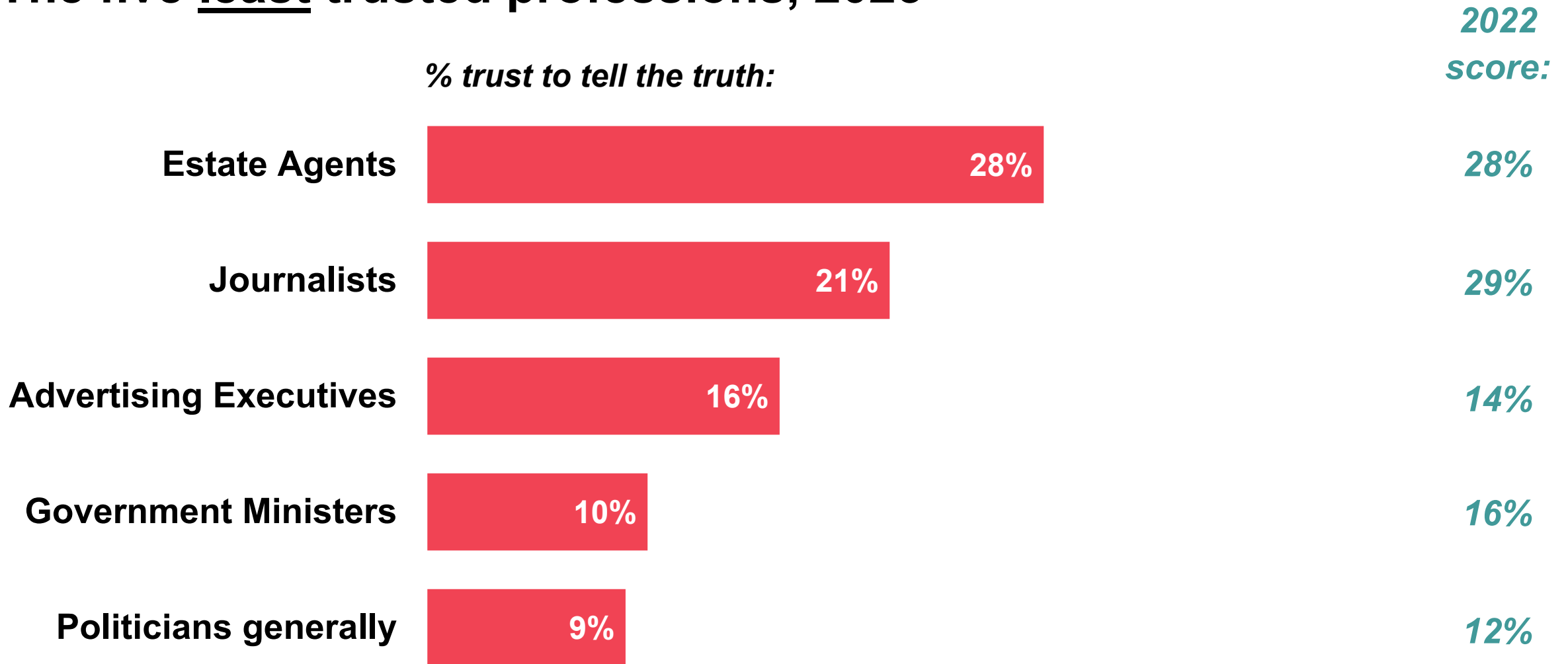


Base: 1,020 and 1,015 British adults aged 16+, interviewed by telephone 8 – 14 November and 15 - 21 November 2023

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



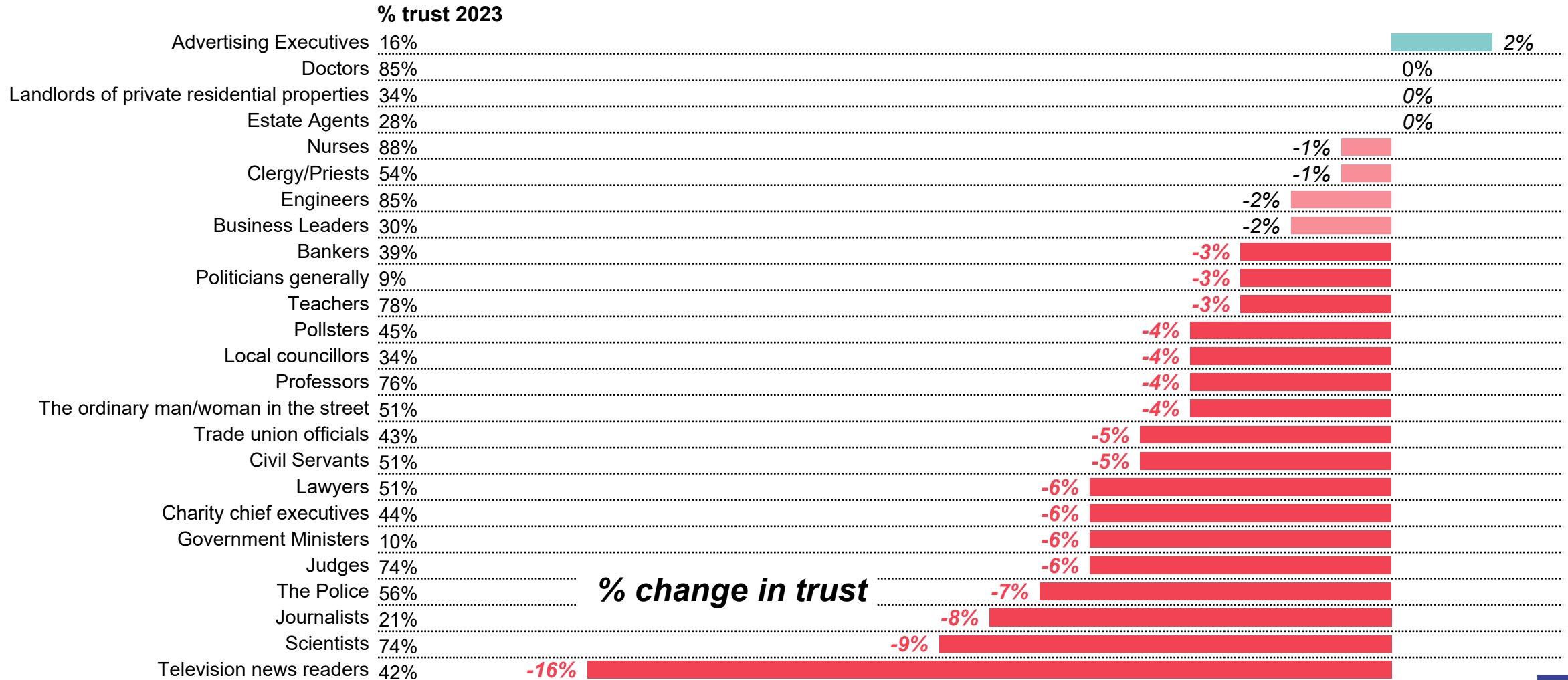
# The five least trusted professions, 2023



Base: 1,020 and 1,015 British adults aged 16+, interviewed by telephone 8 – 14 November and 15 - 21 November 2023

# Veracity Index 2023 – change in trust, 2022-2023

“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?”



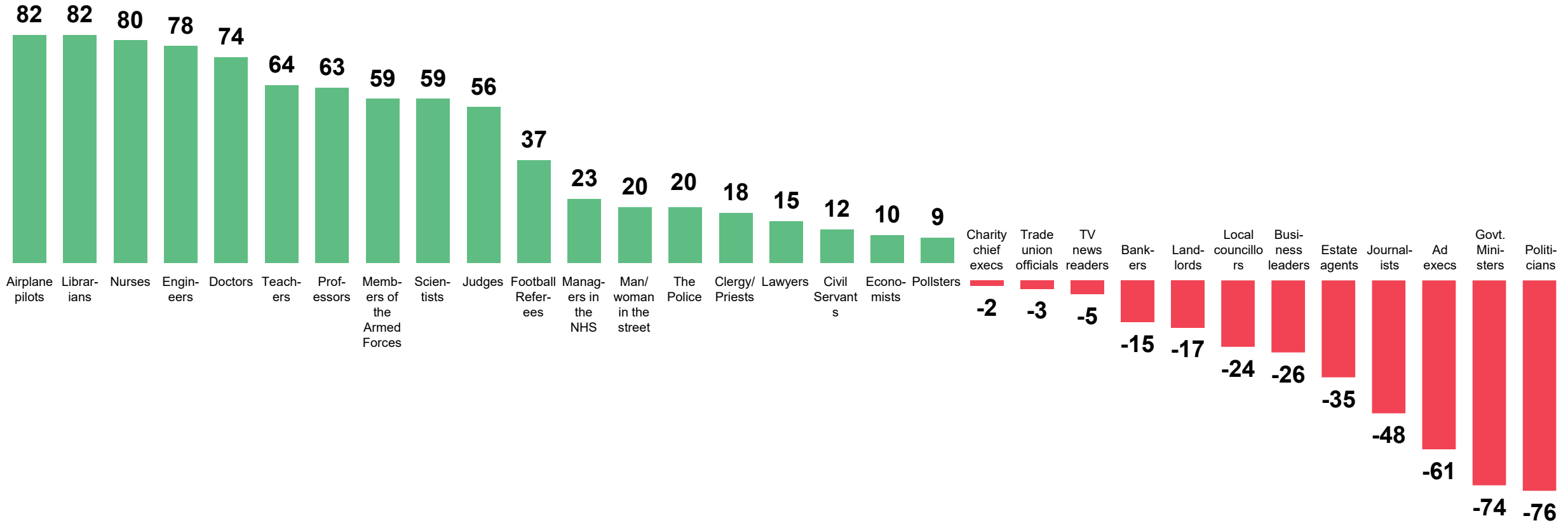
Base: 1,020 and 1,015 British adults aged 16+, interviewed by telephone 8 – 14 November and 15 - 21 November 2023

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



# Net trust in professions 2023

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



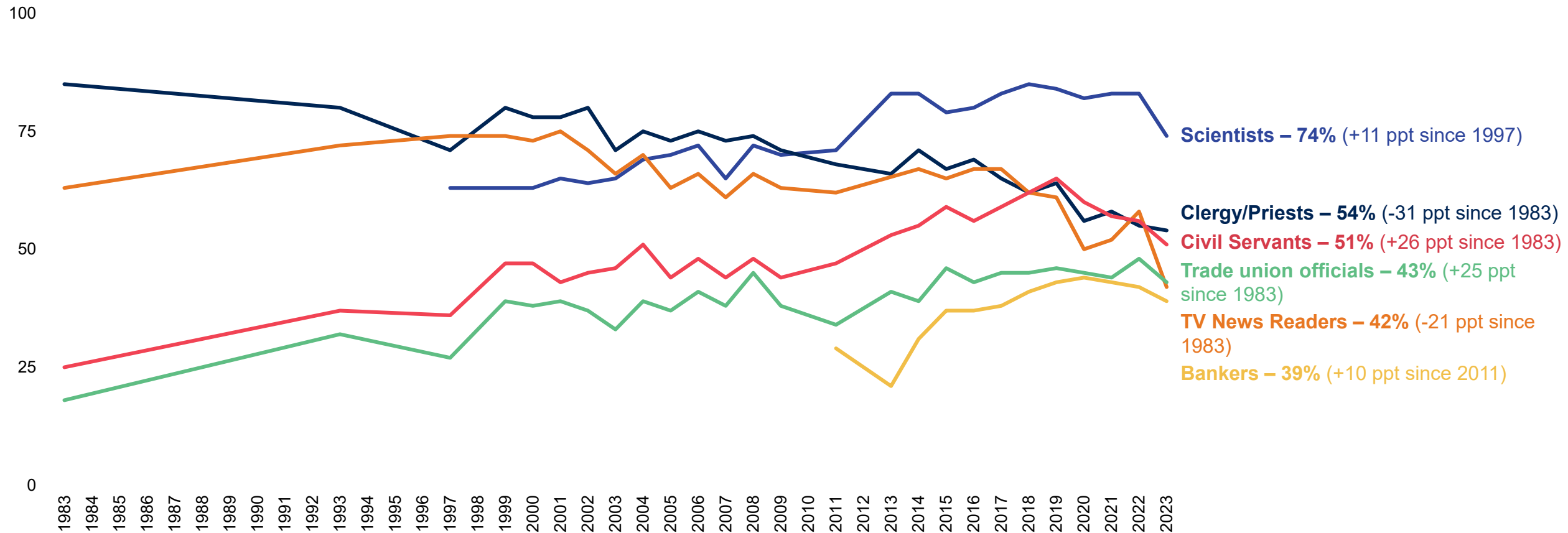
Base: 1,020 and 1,015 British adults aged 16+, interviewed by telephone 8 – 14 November and 15 - 21 November 2023

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



# Key movers in public trust over time

*% trust to tell the truth:*



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

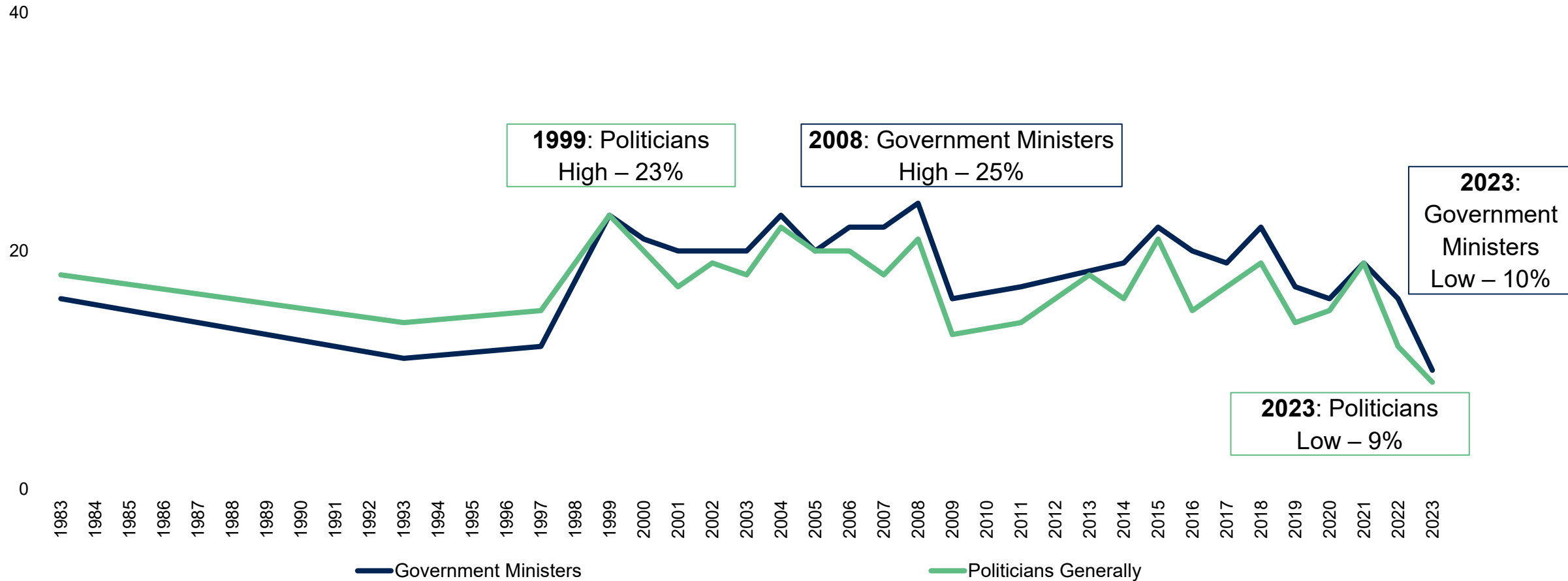
© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public





# Trust in Politicians: Highs and Lows

*% trust to tell the truth:*



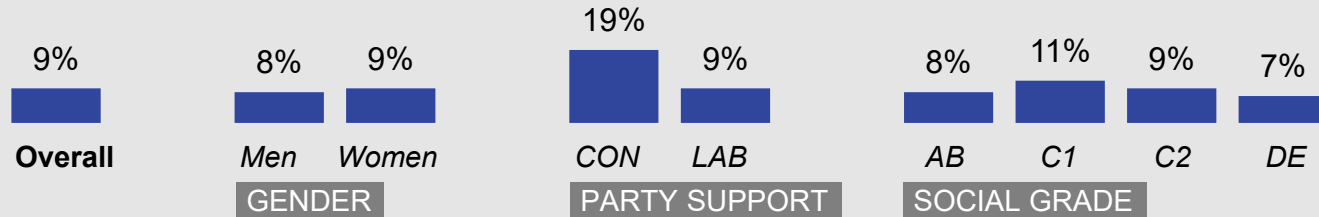
Base: c.1,000 British adults interviewed per year. 2021, 2020 and 2013 conducted by telephone; all other years face-to-face

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



# Trust in politicians by subgroup

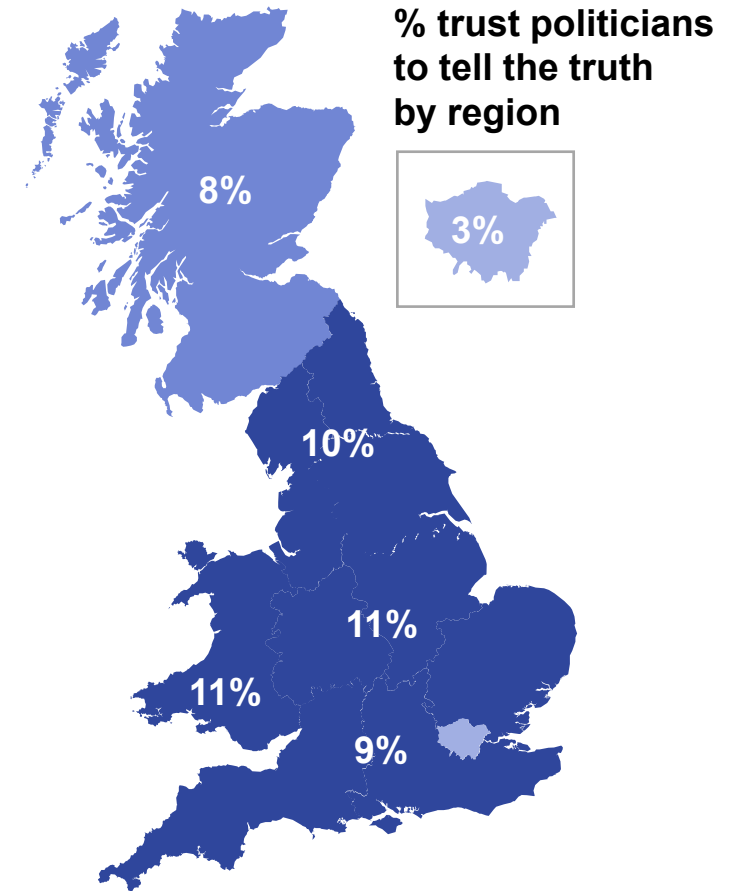
% trust politicians to tell the truth by key demographic group:



% trust politicians to tell the truth by age:

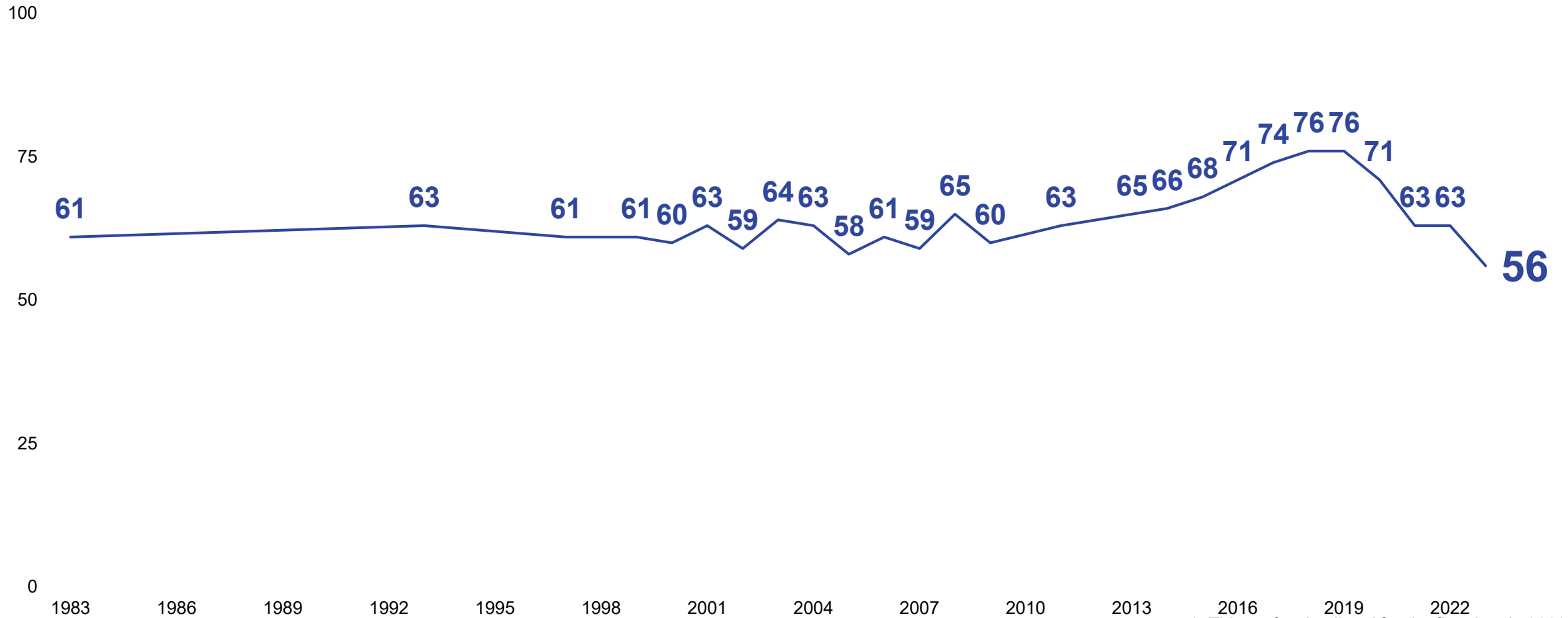


Ipsos Veracity Index 2023. Base: 1,020 and 1,015 British adults aged 16+, interviewed by telephone 8 – 14 November and 15 - 21 November 2023



# Trust in the police: long term trend

*% trust to tell the truth:*



\*: This profession listed for the first time in 2022

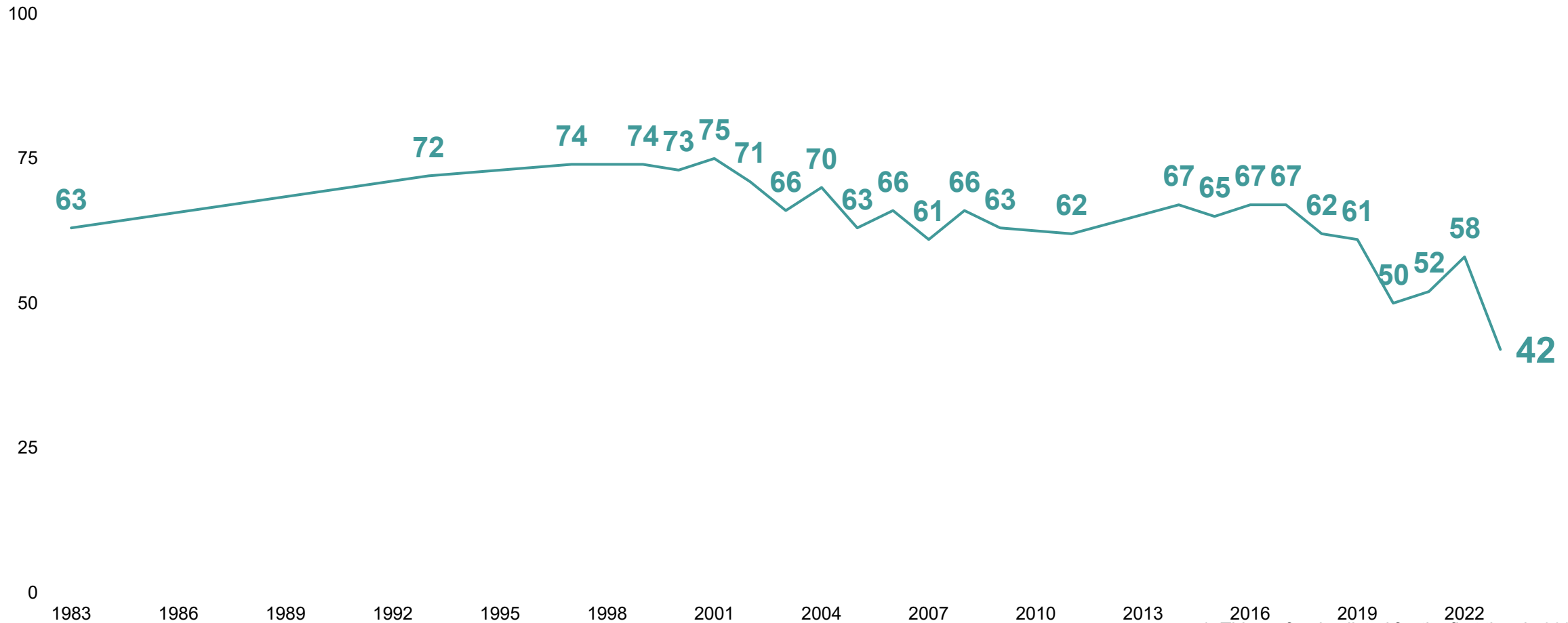
Base: c.1,000 British adults interviewed per year. 2020 – 2023 and 2013 conducted by telephone; all other years face-to-face

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



# Trust in TV News Readers: long term trend

*% trust to tell the truth:*



\*: This profession listed for the first time in 2022

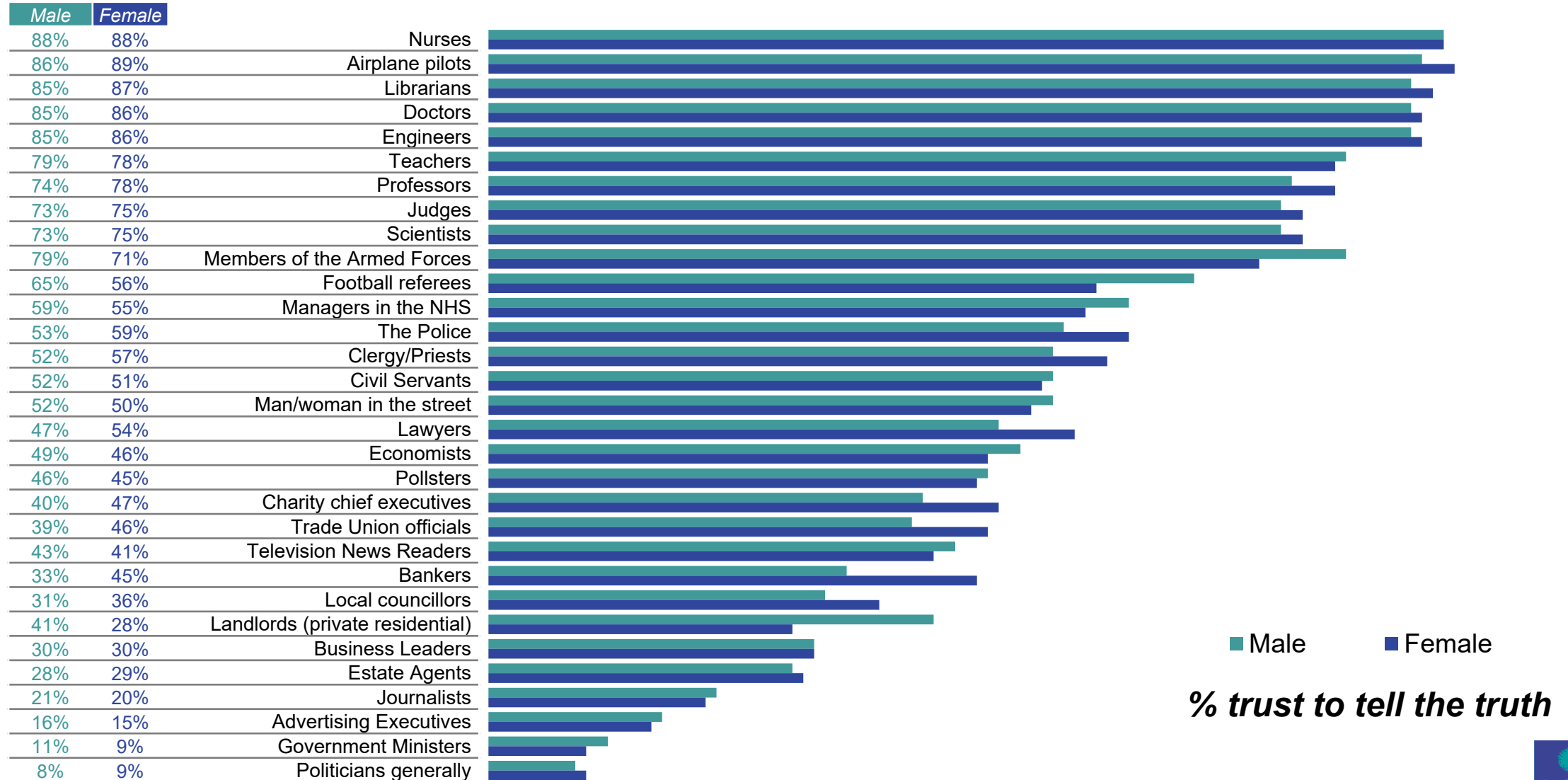
Base: c.1,000 British adults interviewed per year. 2020 – 2023 and 2013 conducted by telephone; all other years face-to-face

© Ipsos | Veracity Index 2023 | December 2023 | Version 1 | Public



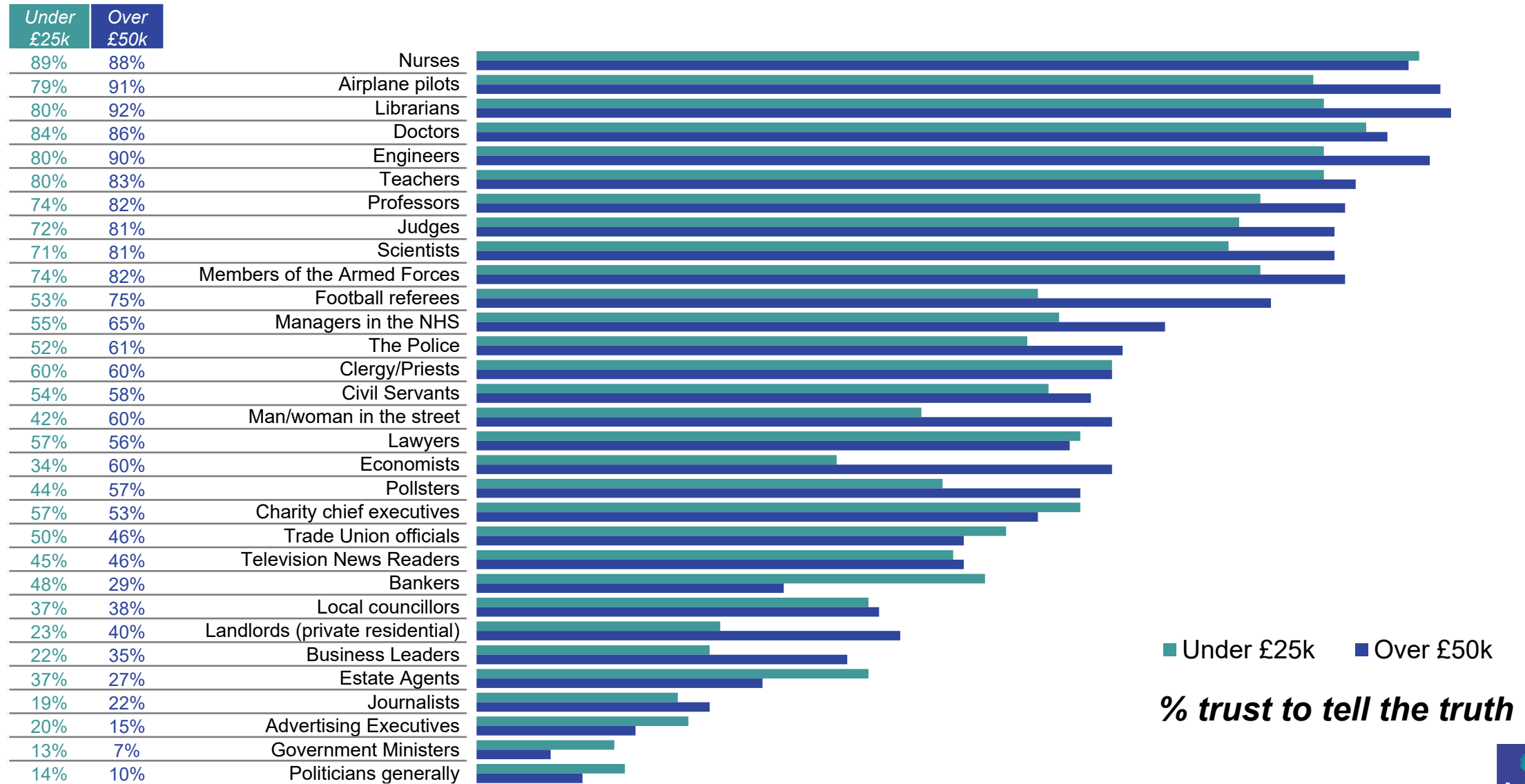
# Trust in professions by gender

“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?”



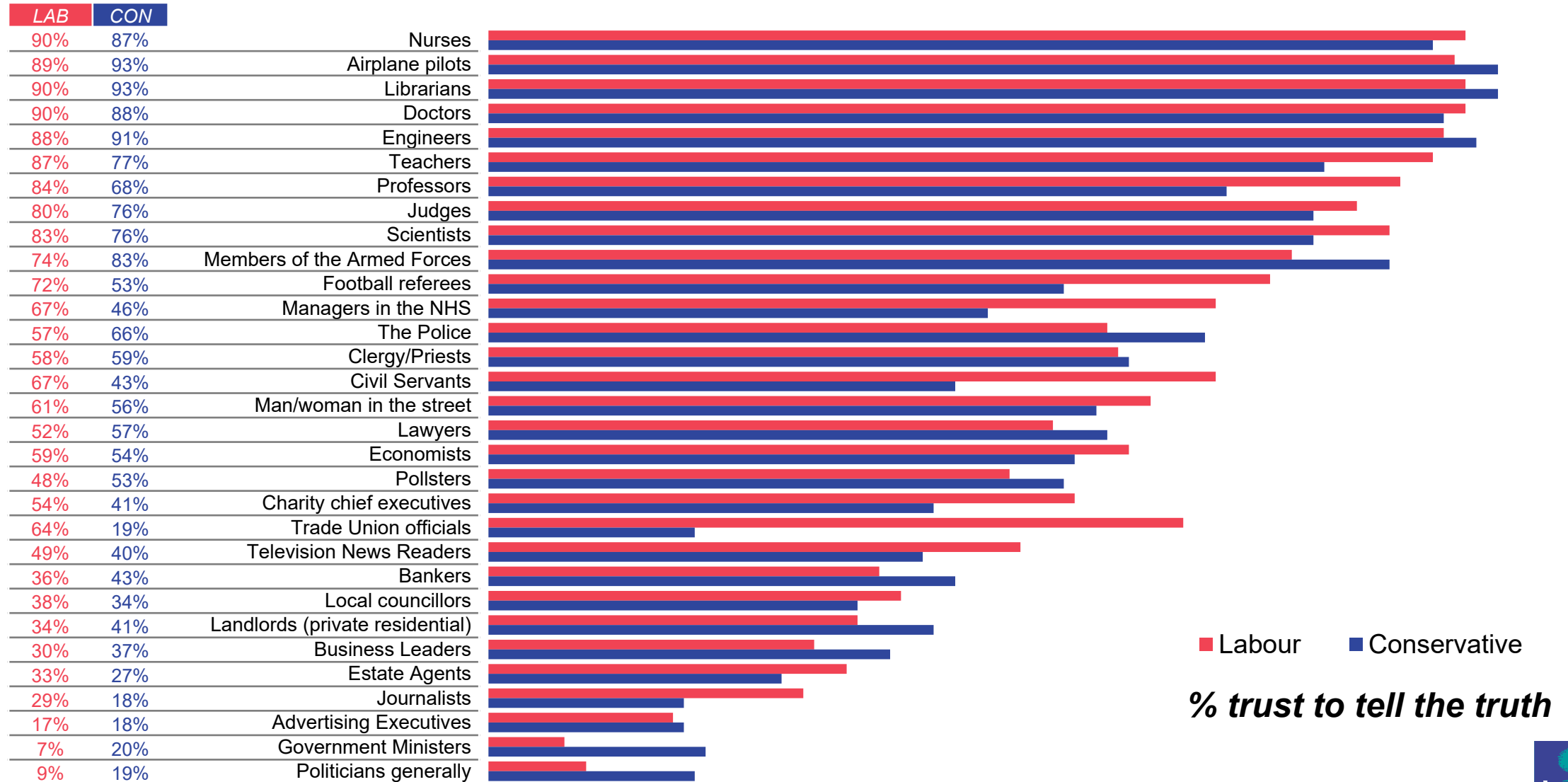
# Trust in professions by income

“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?”





## Veracity Index 2023

### For more information

Gideon Skinner  
Research Director  
[Gideon.skinner@ipsos.com](mailto:Gideon.skinner@ipsos.com)

Mike Clemence  
Engagement Manager  
[Michael.clemence@ipsos.com](mailto:Michael.clemence@ipsos.com)

Laura King  
Research Executive  
[Laura.king@ipsos.com](mailto:Laura.king@ipsos.com)

