

Q. "...would you tell me if you generally trust them to tell the truth, or not?"	IPSOS MORI VERACITY INDEX: 2009																																	Sector average 'trust'									
	Tell the truth											Not tell the truth											Net tell the truth											'83 - '09									
	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	'83	'93	'97	'99	'00	'01	'02	'03	'04	'05	'06	'07	'08	'09	%
Occupations	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92	92	14	11	10	7	9	7	6	6	5	6	5	6	6	5	68	73	76	84	78	82	85	85	87	85	87	84	86	87	89%
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87	88	14	9	11	7	10	10	10	8	7	8	7	9	8	8	65	75	72	82	75	76	75	79	82	80	82	77	79	80	86%
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79	80	n/a	12	12	10	11	10	11	11	9	10	8	10	9	9	n/a	58	58	69	65	68	66	63	71	67	72	68	70	71	77%
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78	80	18	21	19	16	15	15	15	19	10	16	16	14	14	13	59	47	53	61	62	63	62	53	65	60	59	64	64	67	76%
Clergyman/Priests	85	80	71	80	78	78	80	71	75	73	75	73	74	71	11	13	20	14	16	15	14	20	17	18	17	17	17	19	74	67	51	66	62	63	66	51	58	55	58	56	57	52	76%
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72	70	n/a	n/a	22	27	25	22	23	22	19	18	16	22	16	20	n/a	n/a	41	36	38	43	41	43	50	52	56	43	56	50	67%
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66	63	25	18	14	17	18	17	19	24	20	25	21	27	24	27	38	54	60	57	55	58	52	42	50	38	45	34	42	36	68%
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65	60	32	26	30	31	33	27	31	26	28	32	29	31	27	31	29	37	31	30	27	36	28	38	35	26	33	28	38	29	61%
Ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60	54	27	21	28	28	34	34	31	32	29	31	29	33	27	33	30	43	28	32	18	18	23	21	26	25	27	19	33	21	56%
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48	45	n/a	28	28	35	35	34	35	34	30	31	29	32	32	38	n/a	24	27	14	11	12	12	12	19	19	22	13	16	7	48%
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48	44	63	50	50	41	40	45	42	41	37	43	37	43	39	43	-38	-13	-14	6	7	-2	3	5	14	1	10	1	9	1	43%
Trade Union Officials	18	32	27	39	38	39	37	33	39	37	41	38	45	38	71	54	56	47	47	46	49	53	44	46	42	45	40	49	-53	-22	-29	-8	-9	-7	-12	-20	-5	-9	-1	-7	5	-11	36%
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30	25	65	57	60	60	60	61	62	60	58	63	56	62	59	66	-40	-25	-31	-32	-32	-34	-37	-32	-28	-39	-25	-36	-29	-41	28%
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24	16	74	81	80	70	72	73	72	73	70	71	70	71	74	79	-58	-70	-68	-47	-51	-53	-52	-53	-47	-51	-48	-49	-50	-63	19%
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21	13	75	79	78	72	74	77	73	75	71	73	72	76	73	82	-57	-65	-63	-49	-54	-60	-54	-57	-49	-53	-51	-58	-52	-69	18%
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19	22	73	84	76	79	78	75	79	75	70	77	72	75	70	72	-54	-74	-61	-64	-63	-57	-66	-57	-50	-61	-52	-57	-51	-50	17%
AVERAGE	48	52	52	56	54	55	54	53	56	54	56	53	57	54	43	38	37	35	36	36	36	36	33	36	33	36	33	37	5	14	14	21	18	19	18	17	24	18	23	18	23	17	54%

Base: c.2,000 British Adults Aged 15+, most recent fieldwork 4-10 September 2009, base 2,023

Source: Ipsos MORI/Royal College of Physicians