

Ipsos MORI

Q. "...would you tell me if you generally trust them to tell the truth, or not?"	IPSOS MORI VERACITY INDEX: 2011																								Sector Average						
	Tell the truth												Not tell the truth												'Trust'						
	'83	'93	'97	'99	'00	'01	'02	'03	04	'05	'06	'07	'08	'09	'11	'83	'93	'97	'99	'00	'01	'02	'03	04	'05	'06	'07	'08	'09	'11	'83-'11
Occupations	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Doctors	82	84	86	91	87	89	91	91	92	91	92	90	92	92	88	14	11	10	7	9	7	6	6	5	6	5	6	6	5	8	89%
Teachers	79	84	83	89	85	86	85	87	89	88	88	86	87	88	81	14	9	11	7	10	10	10	8	7	8	7	9	8	8	12	86%
Professors	n/a	70	70	79	76	78	77	74	80	77	80	78	79	80	74	n/a	12	12	10	11	10	11	11	9	10	8	10	9	9	13	77%
Judges	77	68	72	77	77	78	77	72	75	76	75	78	78	80	72	18	21	19	16	15	15	15	19	10	16	16	14	14	13	17	75%
Scientists	n/a	n/a	63	63	63	65	64	65	69	70	72	65	72	70	71	n/a	n/a	22	27	25	22	23	22	19	18	16	22	16	20	13	67%
Clergyman/Priests	85	80	71	80	78	78	80	71	75	73	75	73	74	71	68	11	13	20	14	16	15	14	20	17	18	17	17	19	20	75%	
The Police	61	63	61	61	60	63	59	64	63	58	61	59	65	60	63	32	26	30	31	33	27	31	26	28	32	29	31	27	31	27	61%
Television news readers	63	72	74	74	73	75	71	66	70	63	66	61	66	63	62	25	18	14	17	18	17	19	24	20	25	21	27	24	27	26	68%
Ordinary man/ woman in the street	57	64	56	60	52	52	54	53	55	56	56	52	60	54	55	27	21	28	28	34	34	31	32	29	31	29	33	27	33	25	56%
Civil Servants	25	37	36	47	47	43	45	46	51	44	48	44	48	44	47	63	50	50	41	40	45	42	41	37	43	37	43	39	43	34	43%
Pollsters	n/a	52	55	49	46	46	47	46	49	50	51	45	48	45	39	n/a	28	28	35	35	34	35	34	30	31	29	32	32	38	37	48%
Trade Union Officials	18	32	27	39	38	39	37	33	39	37	41	38	45	38	34	71	54	56	47	47	46	49	53	44	46	42	45	40	49	46	36%
Business Leaders	25	32	29	28	28	27	25	28	30	24	31	26	30	25	29	65	57	60	60	60	61	62	60	58	63	56	62	59	66	55	28%
Journalists	19	10	15	15	15	18	13	18	20	16	19	18	19	22	19	73	84	76	79	78	75	79	75	70	77	72	75	70	72	70	17%
Government Ministers	16	11	12	23	21	20	20	20	23	20	22	22	24	16	17	74	81	80	70	72	73	72	73	70	71	70	71	74	79	74	19%
Politicians generally	18	14	15	23	20	17	19	18	22	20	20	18	21	13	14	75	79	78	72	74	77	73	75	71	73	72	76	73	82	80	18%
AVERAGE	48	52	52	56	54	55	54	53	56	54	56	53	57	54	52	43	38	37	35	36	36	36	36	33	36	33	36	33	37	35	54%

Base: c.1,000-2,000 British Adults Aged 15+, most recent fieldwork 10-16 June 2011, base 1,026

Source: Ipsos MORI/British Medical Association