

Veracity Index 2015

Ipsos MORI

January 2016

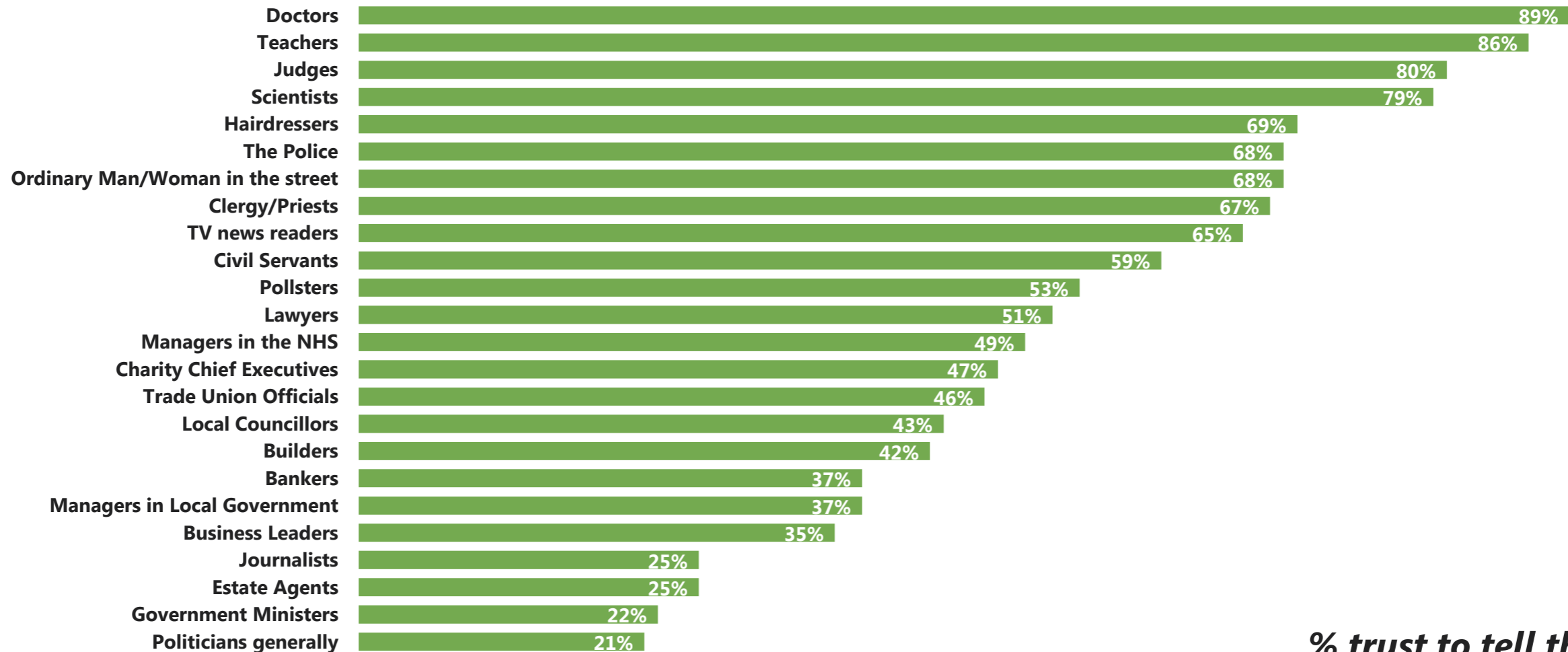
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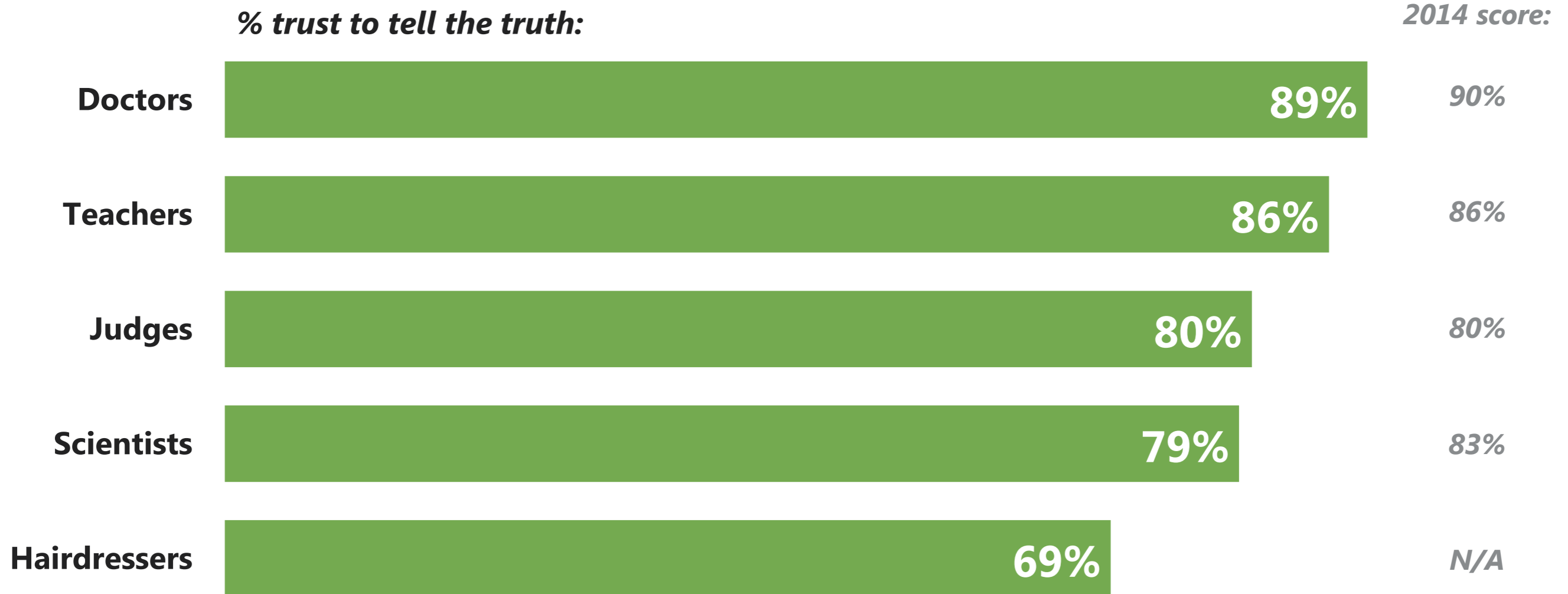
Veracity Index 2015 – all professions overview

“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?”

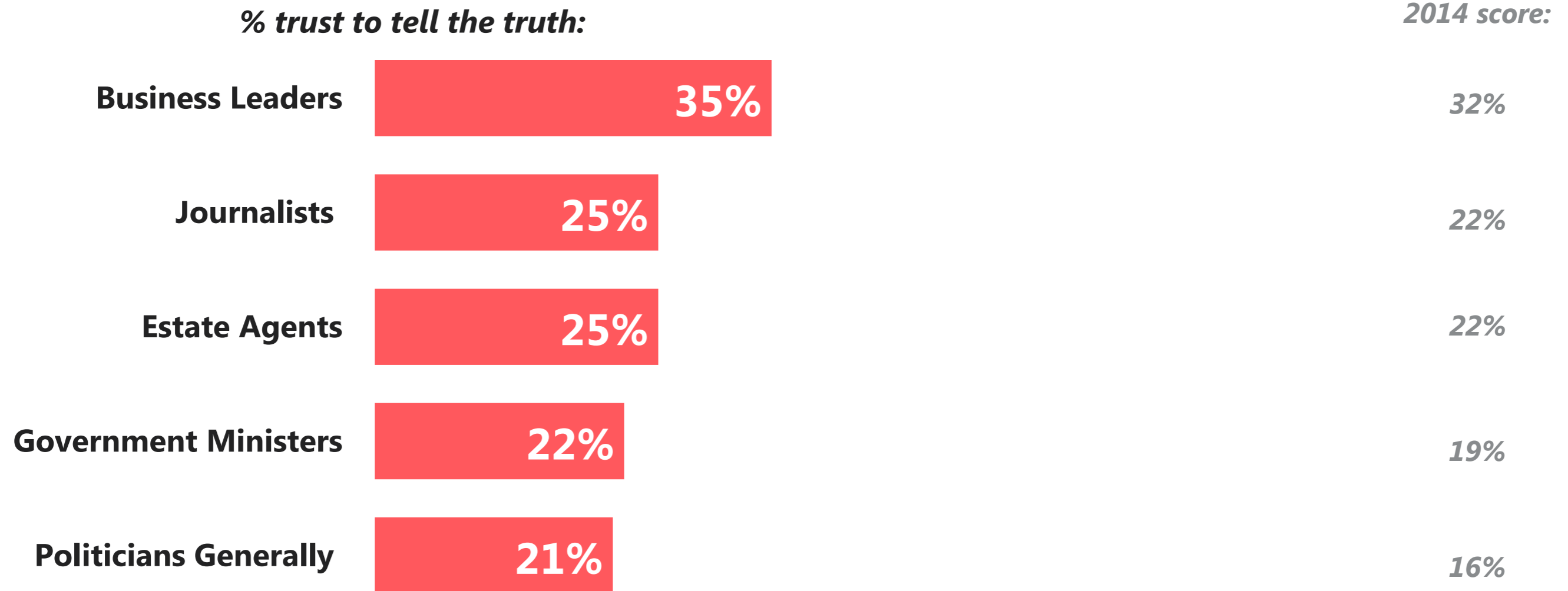


% trust to tell the truth

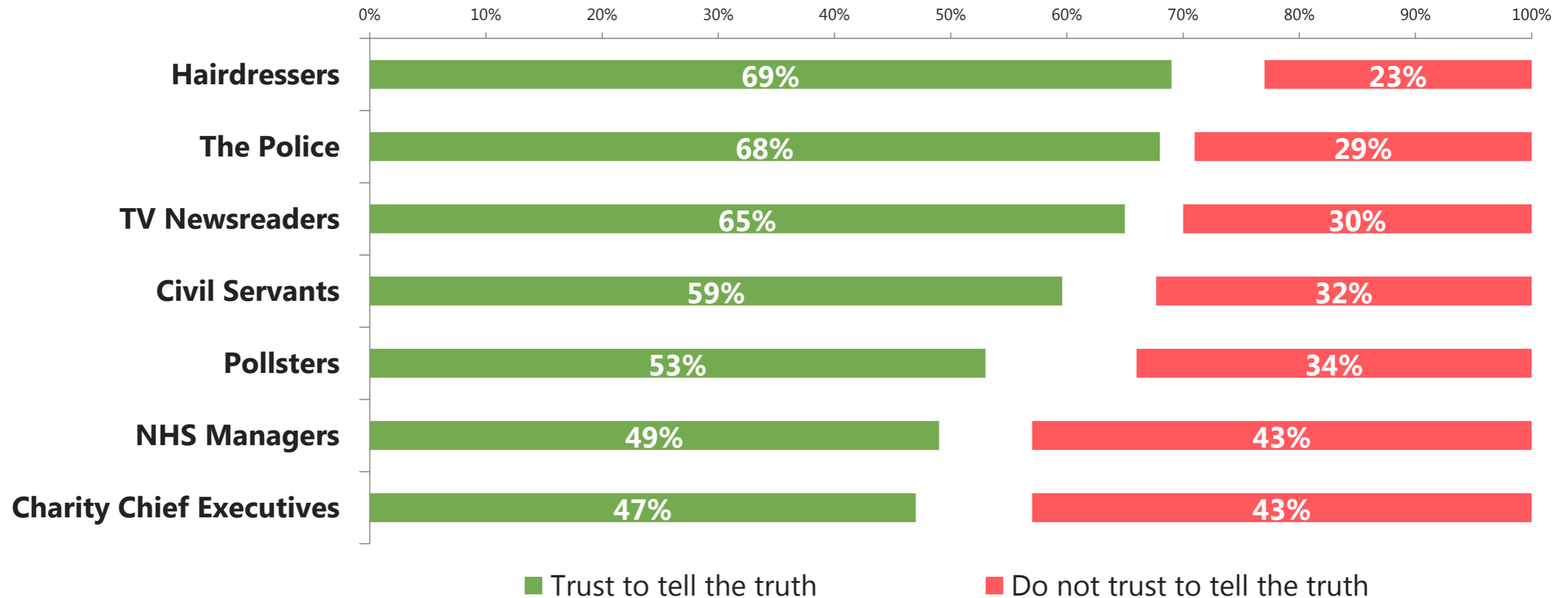
The five most trusted professions, 2015



The five least trusted professions, 2015

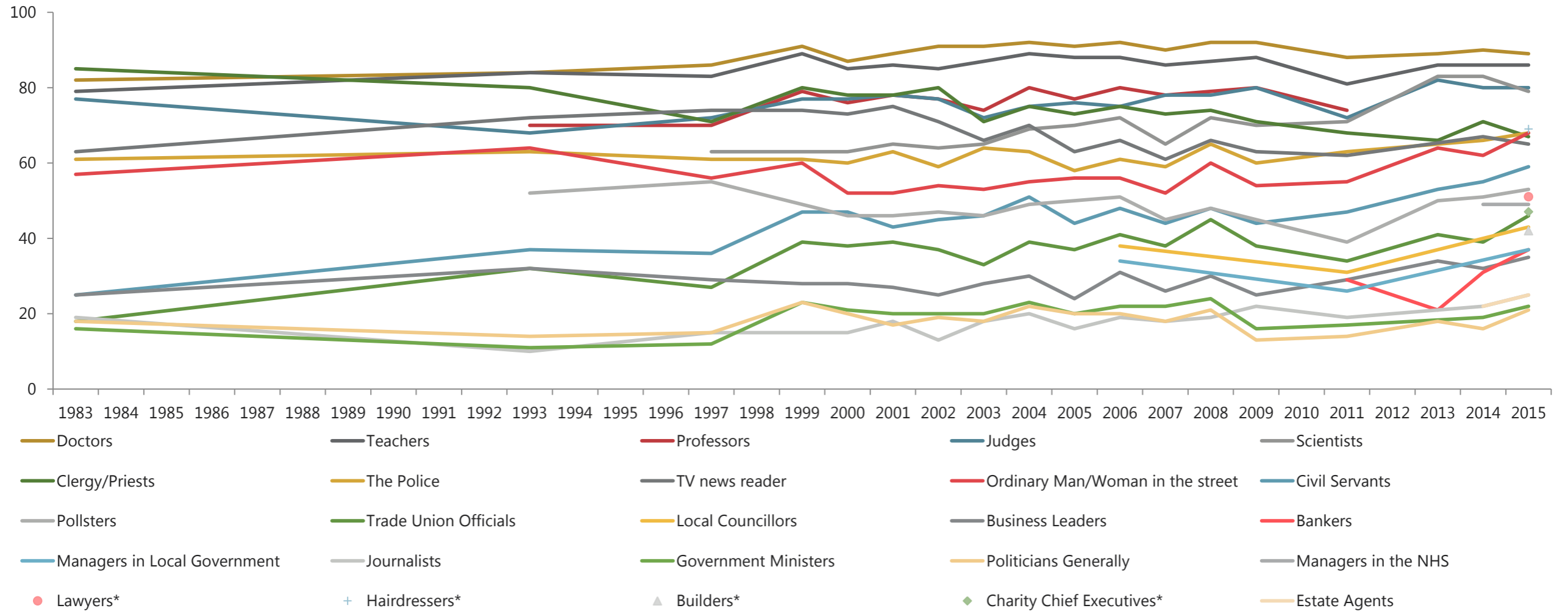


Hairdressers are more trusted than a wide variety of professions including Civil Servants and Pollsters

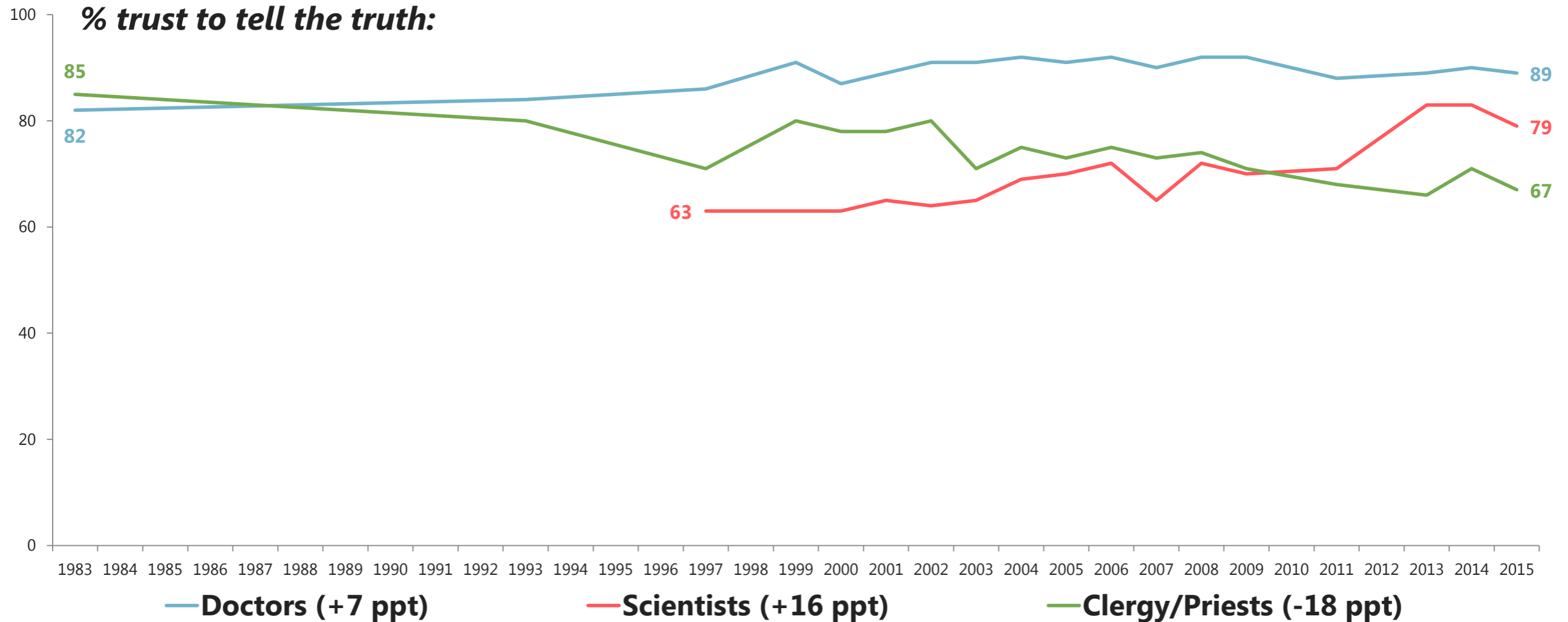


All Veracity data, 1983 - 2015

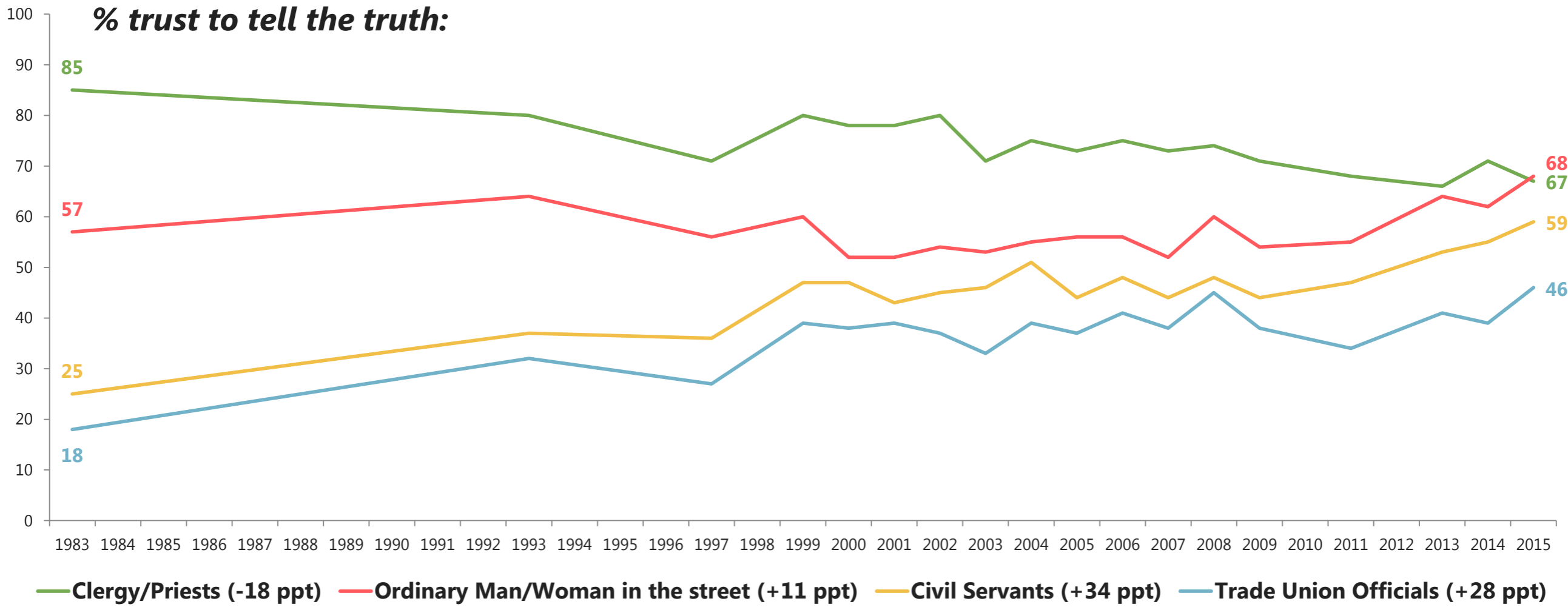
% trust to tell the truth:



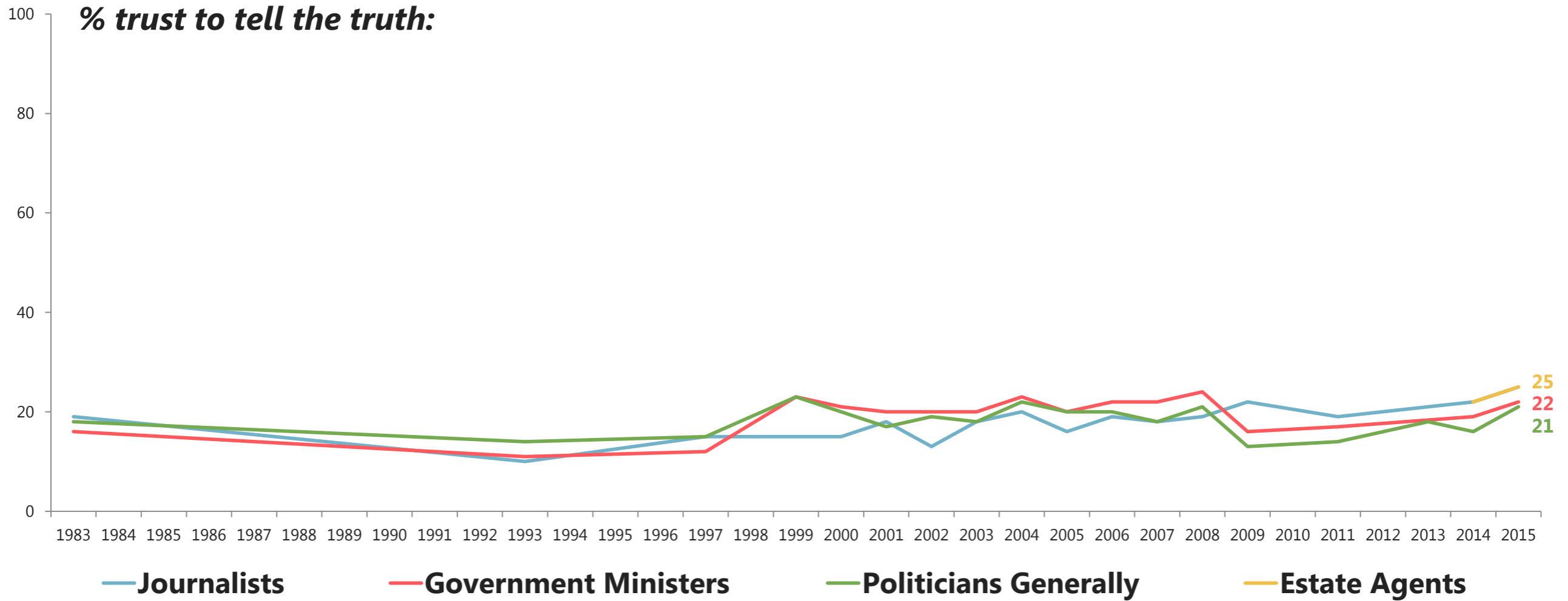
In 1983, the Clergy were the most trusted profession in Britain. Since then they have been overtaken by doctors and scientists, and fallen to eighth most trusted overall



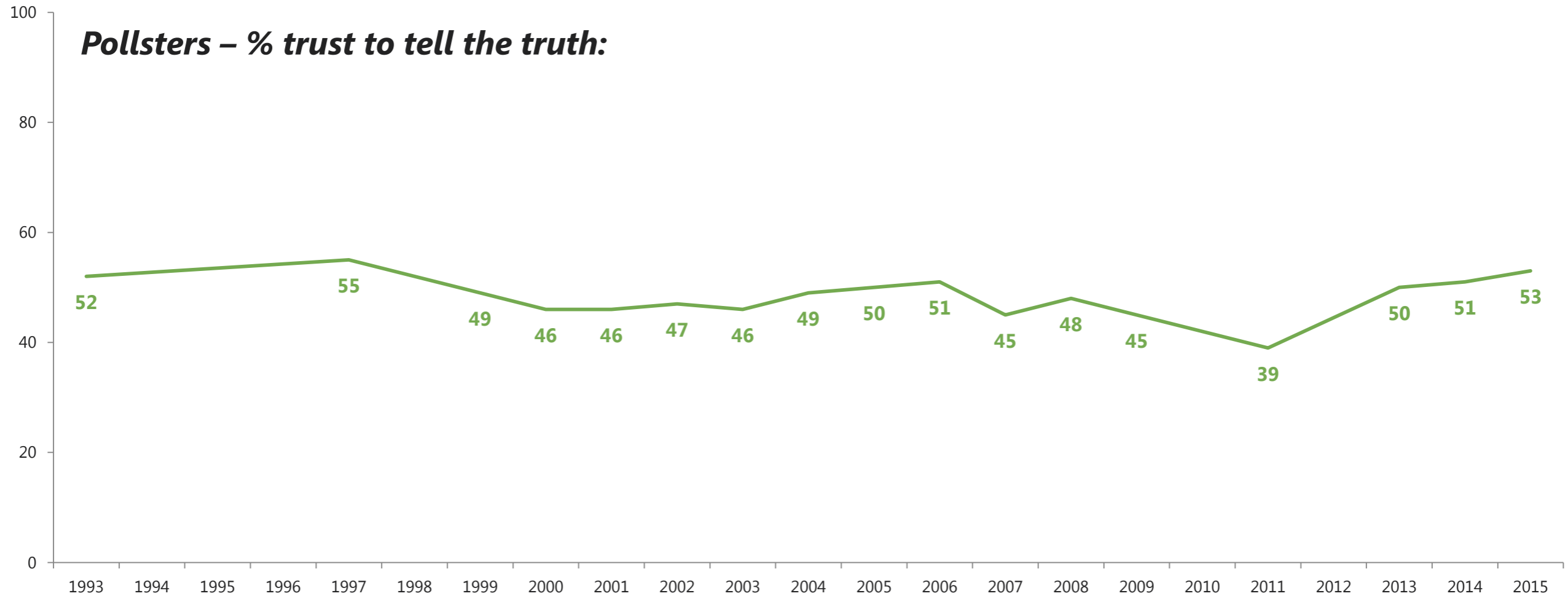
Whilst trust in the clergy has fallen steeply since 1983, trust in Civil Servants, Trade Union officials and the man/woman in the street has risen most notably



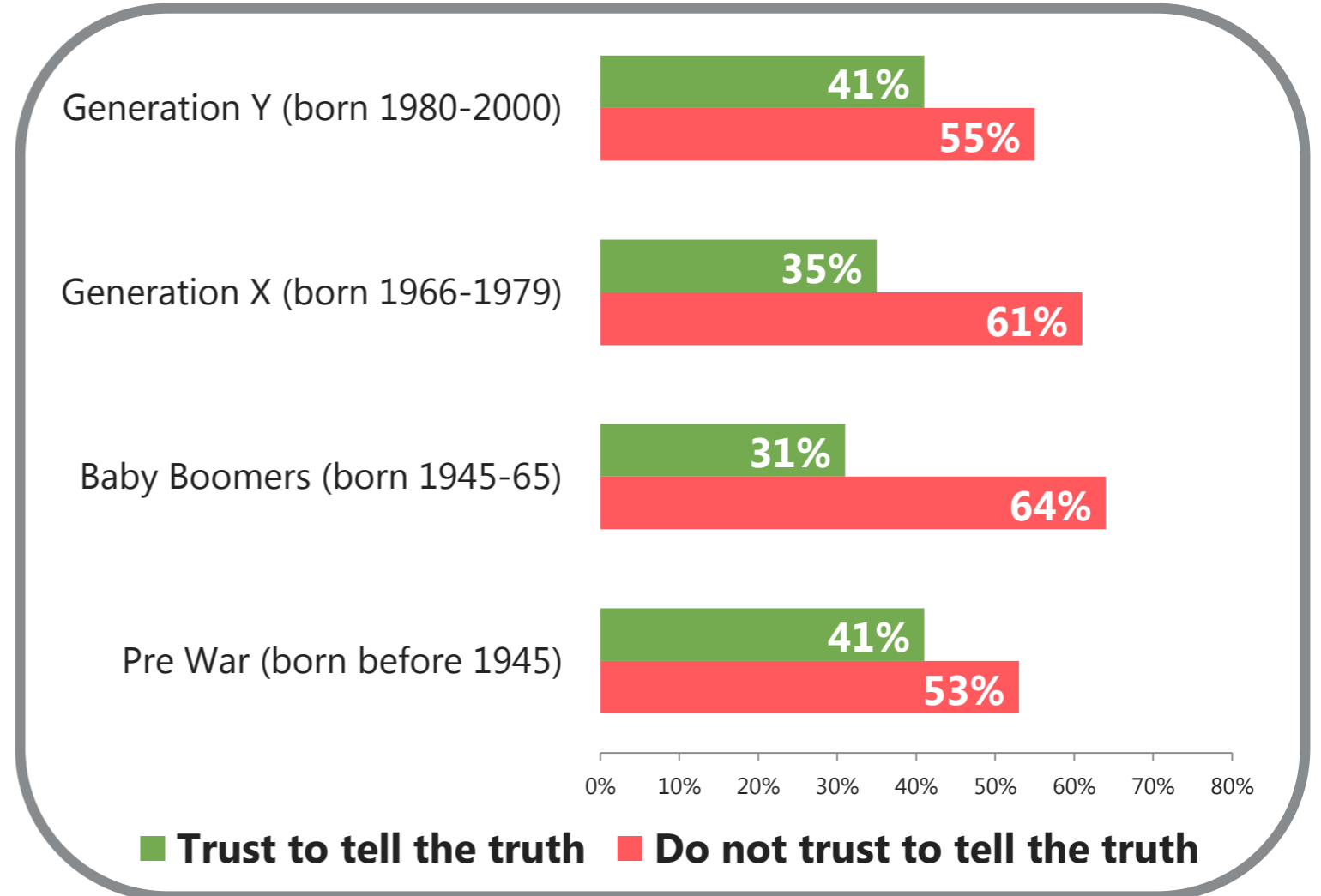
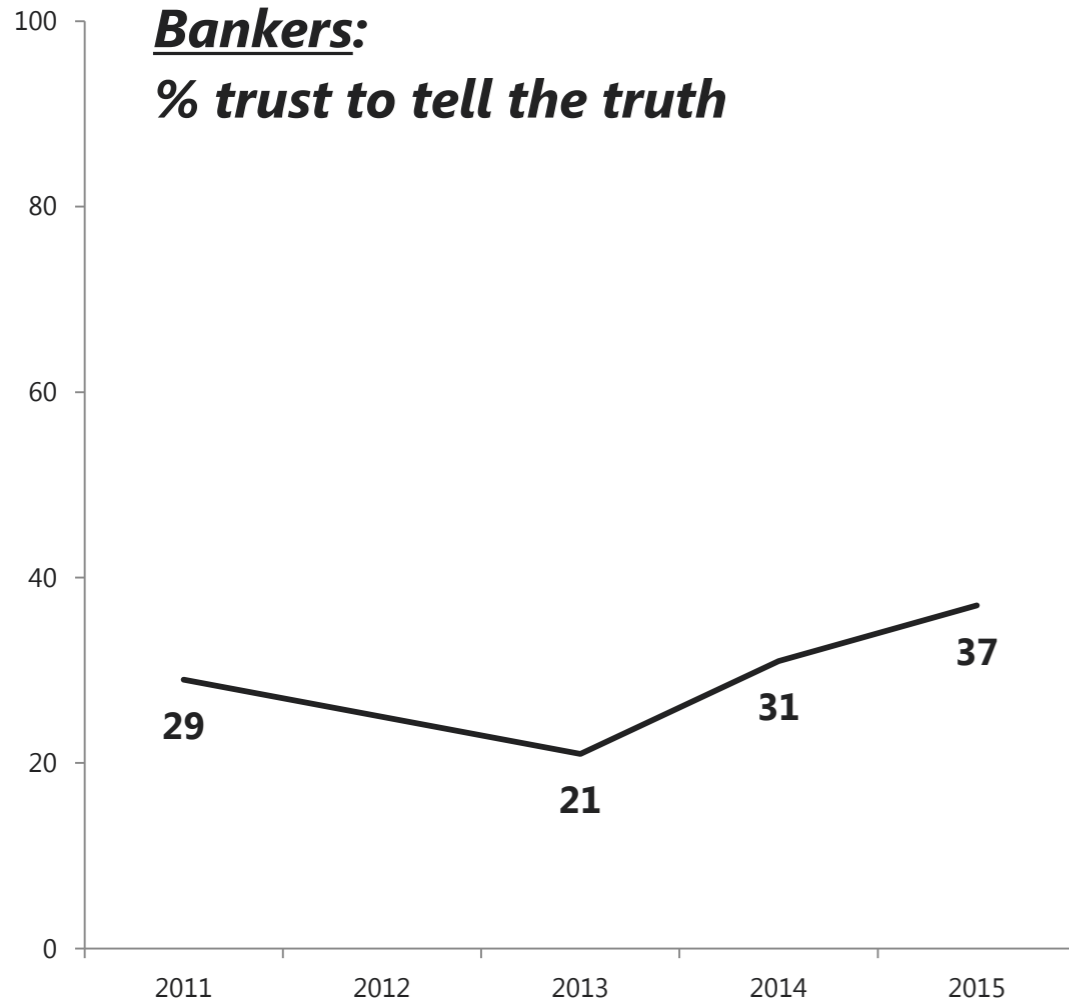
Journalists, Government Ministers and politicians have been among the least trusted to tell the truth since 1983; this year they are as little trusted as Estate Agents



Public trust in pollsters has been fairly stable since 1993; the 2015 General Election appears to have had no impact on public trust in the profession

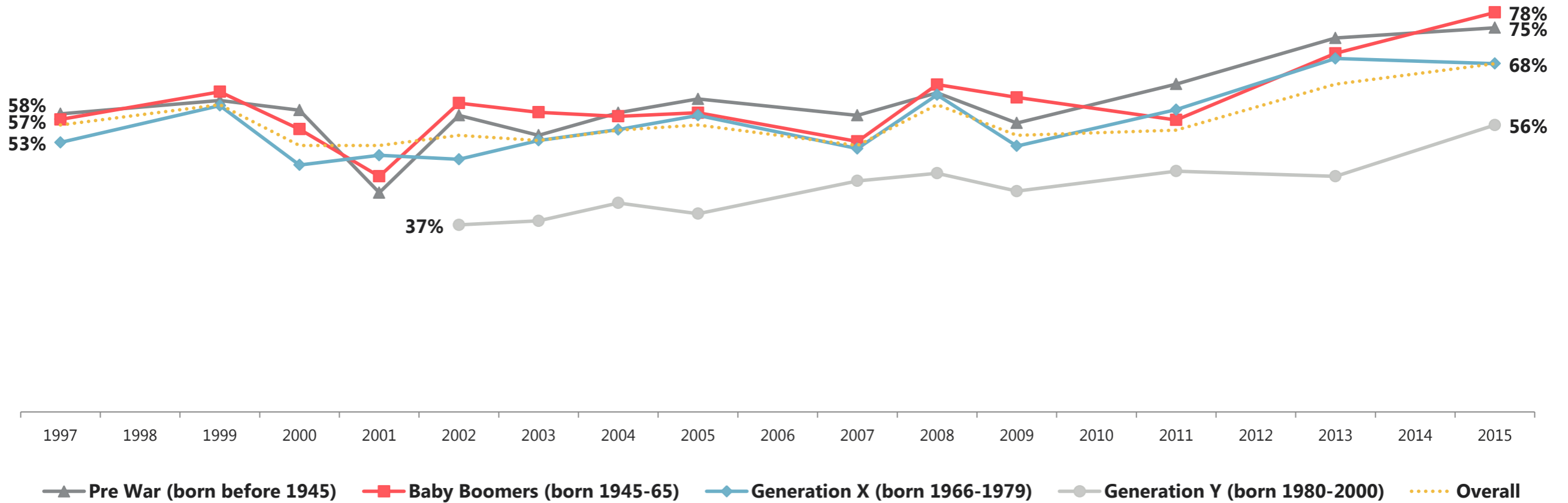


Trust in Bankers continues to rise strongly from a post-crash nadir – but Baby Boomers are the least trusting



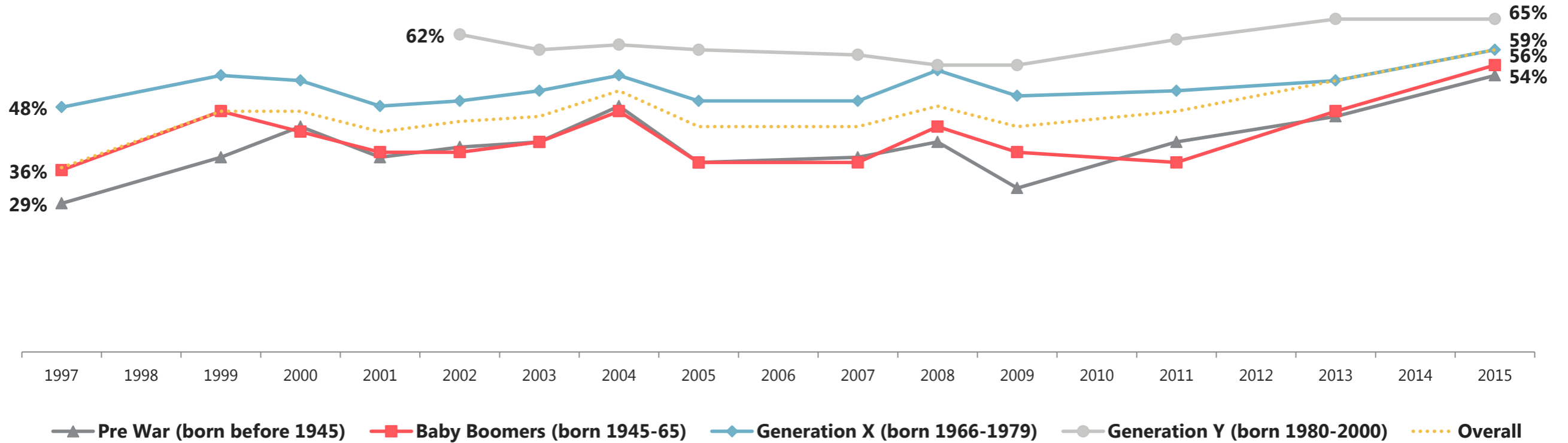
Generation Y remain notably less trusting of the man/woman in the street than previous generations, although trust has risen in all age groups...

The man/woman in the street: % trust to tell the truth

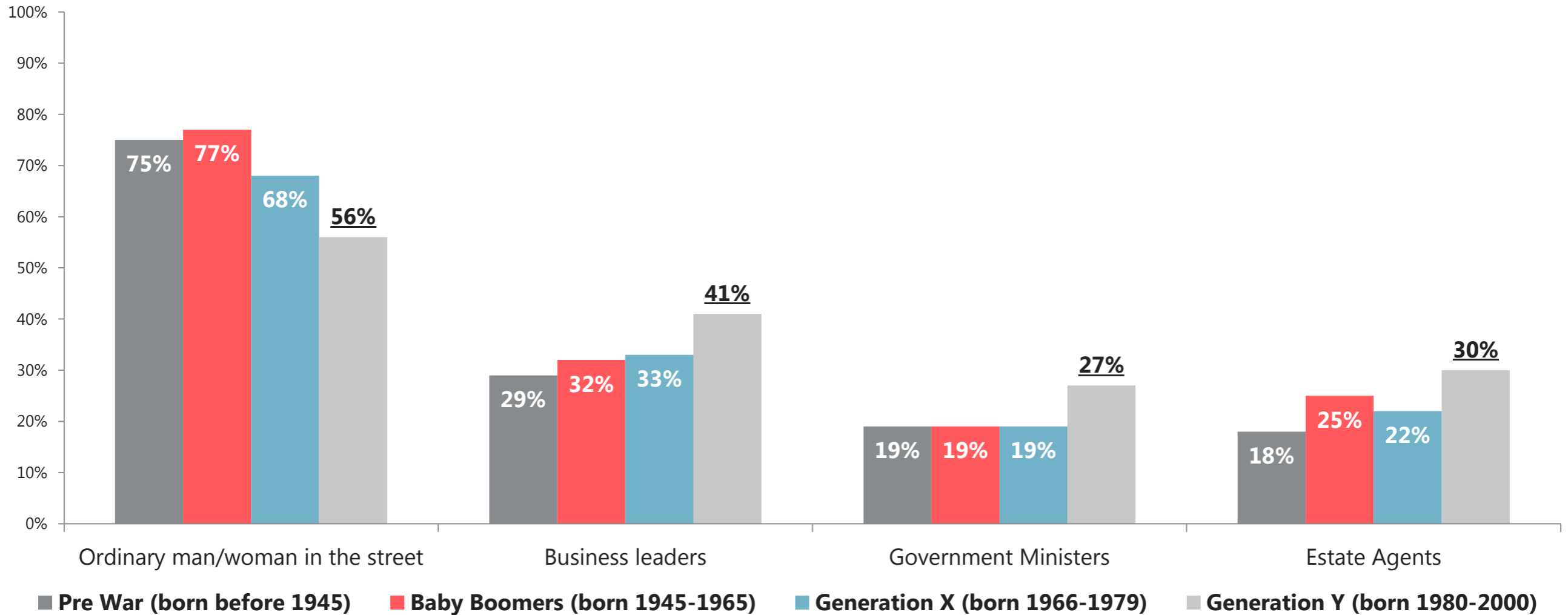


...they also remain the most trusting generation of Civil Servants, although other generations are closing the gap

Civil Servants: % trust to tell the truth

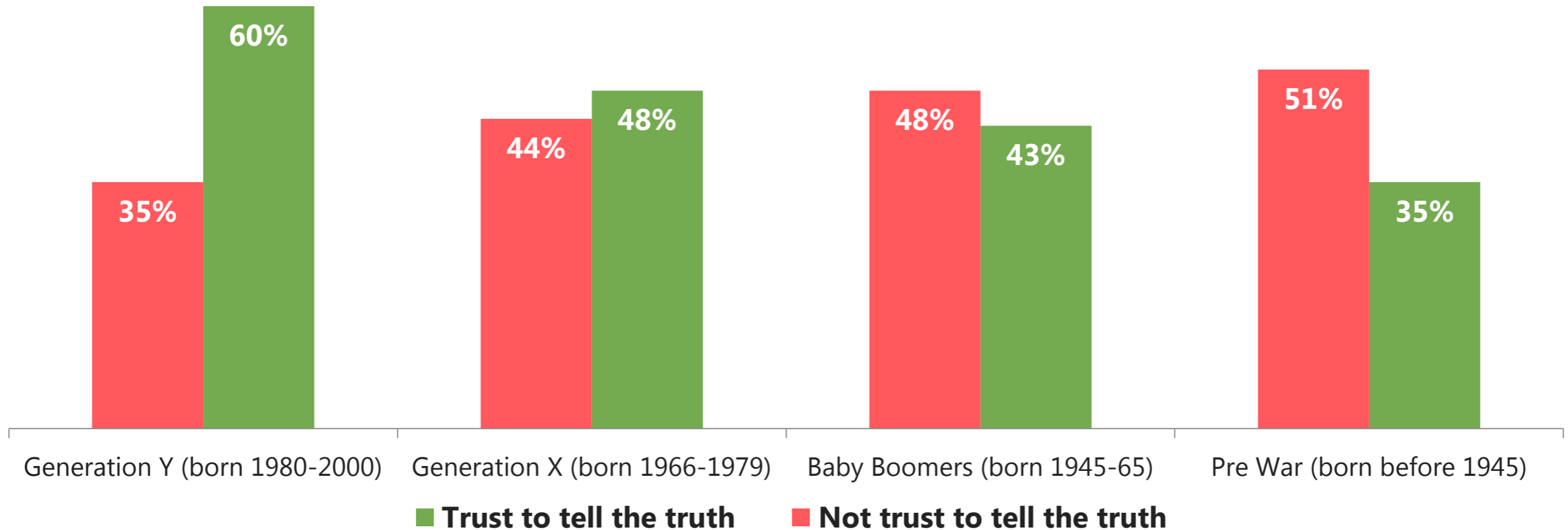


The optimism of youth: despite lower trust in the ordinary person in the street, Generation Y are the most trusting of a variety of professions...



...this includes NHS managers, where the views of Generation Y and the Pre War generation are reversed

Managers in the NHS: **% trust to tell the truth**



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