

# Veracity Index 2015

## Ipsos MORI

January 2016

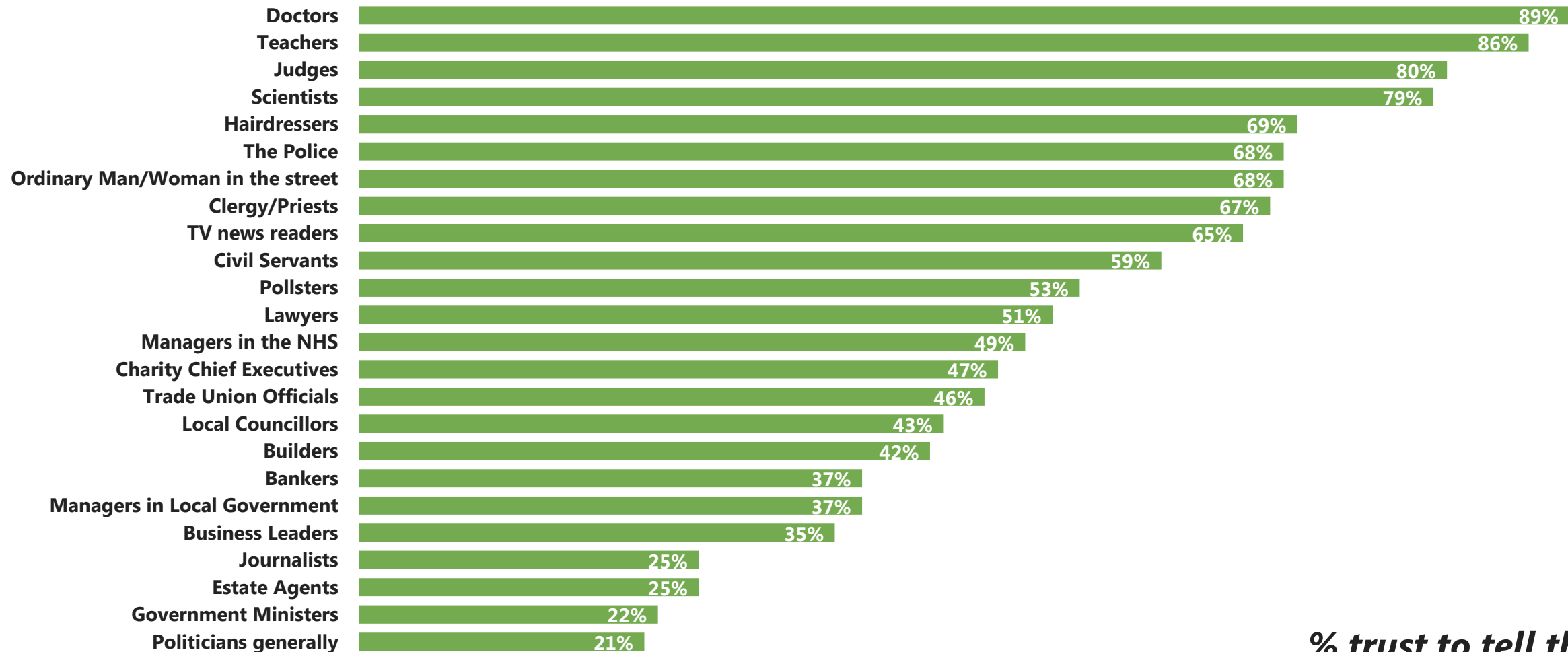
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**Ipsos MORI**  
Social Research Institute

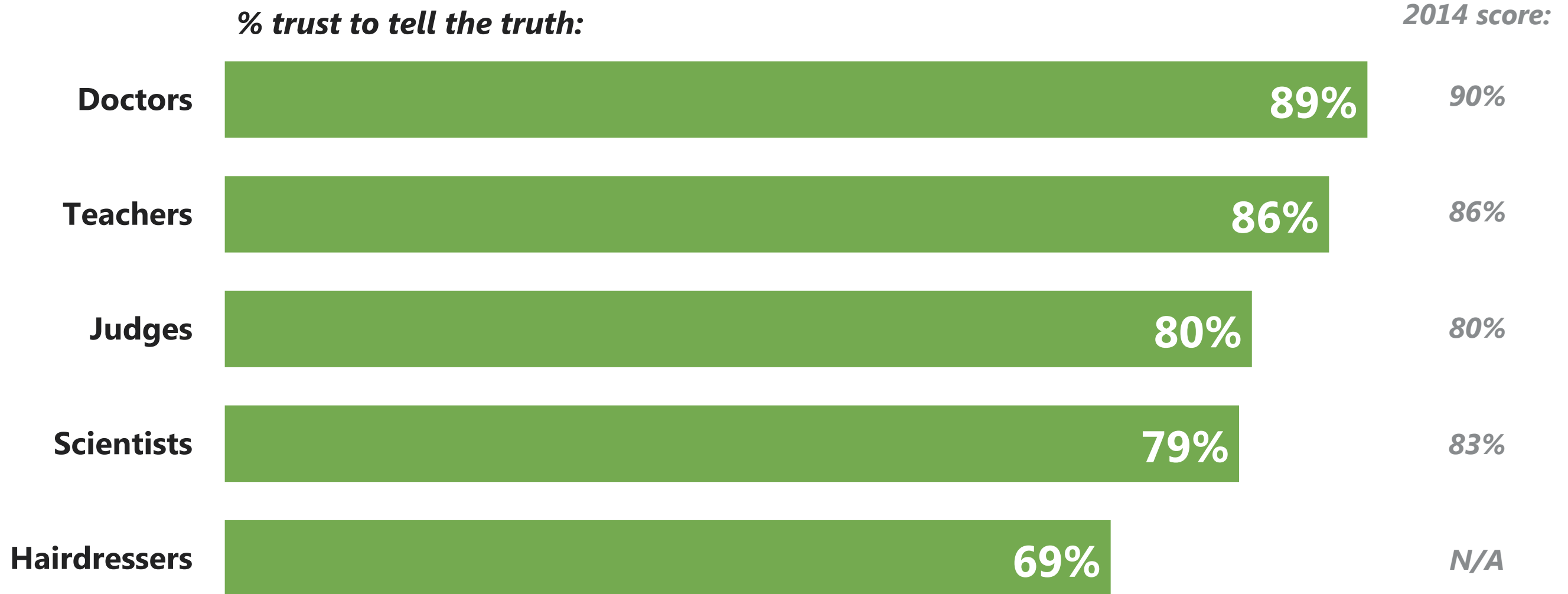
# Veracity Index 2015 – all professions overview

*“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?”*

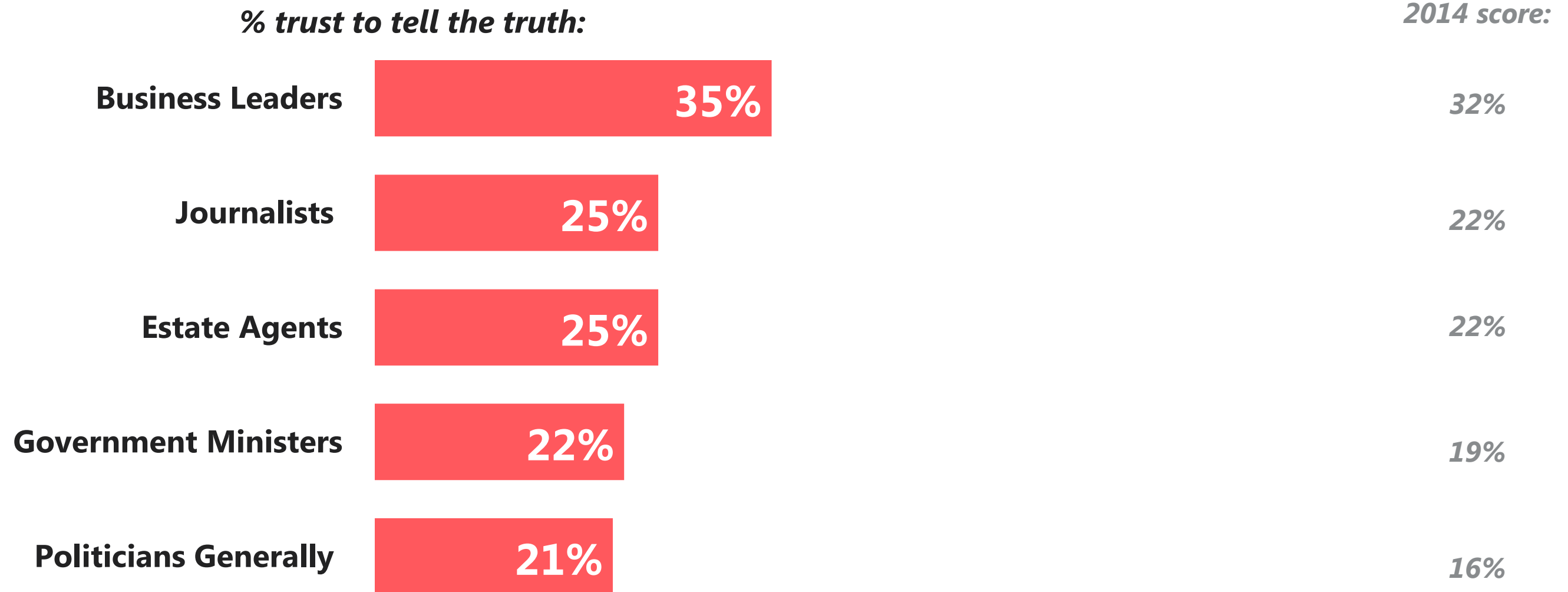


**% trust to tell the truth**

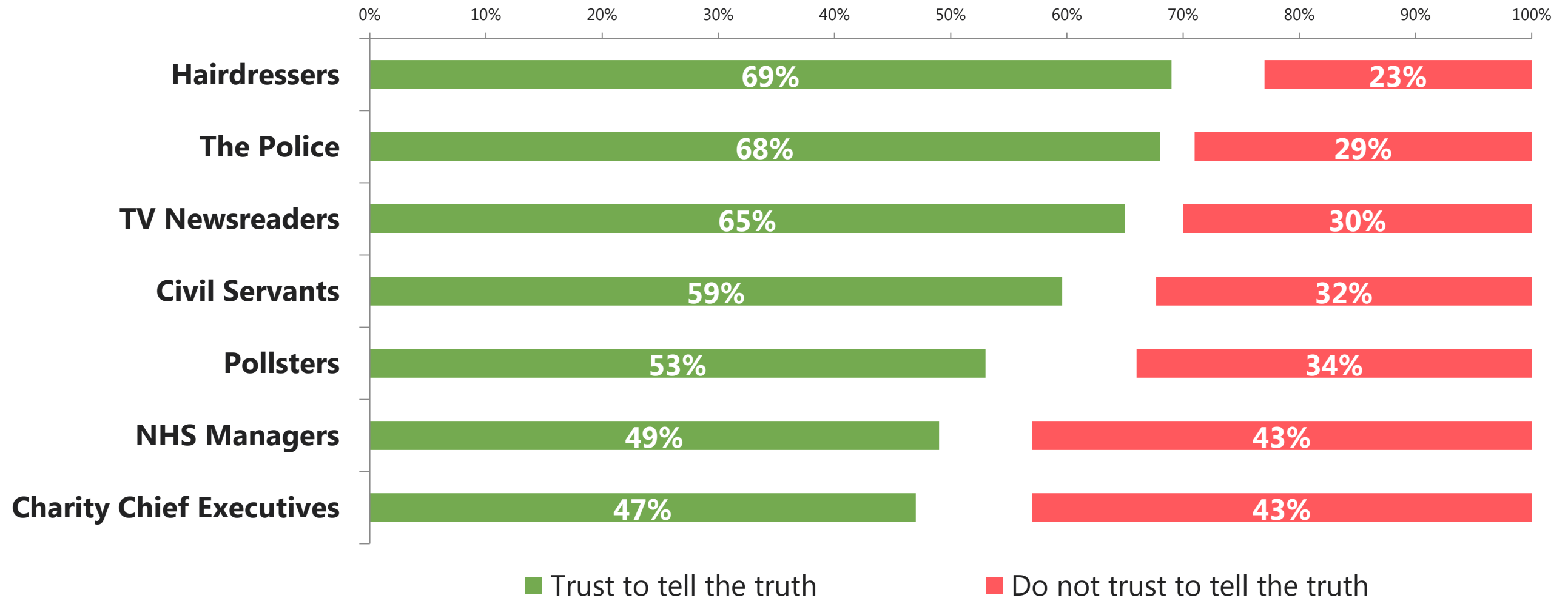
# The five most trusted professions, 2015



# The five least trusted professions, 2015

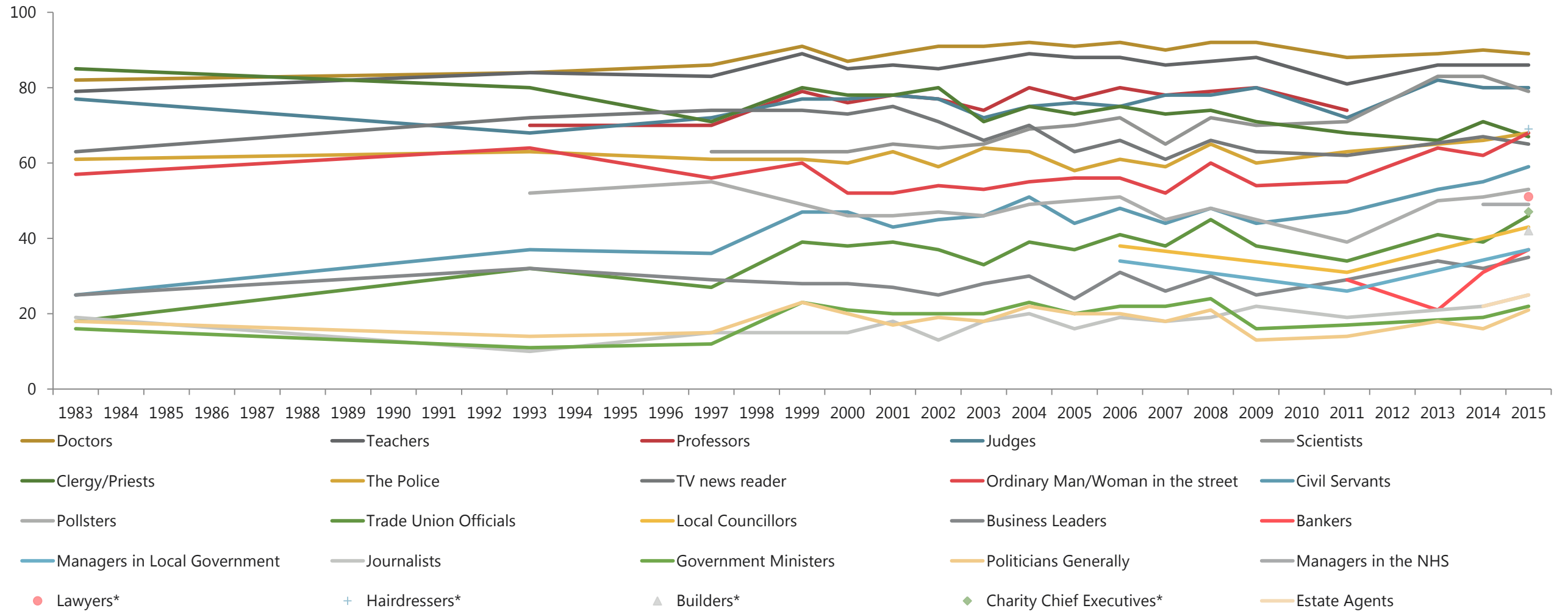


# Hairdressers are more trusted than a wide variety of professions including Civil Servants and Pollsters

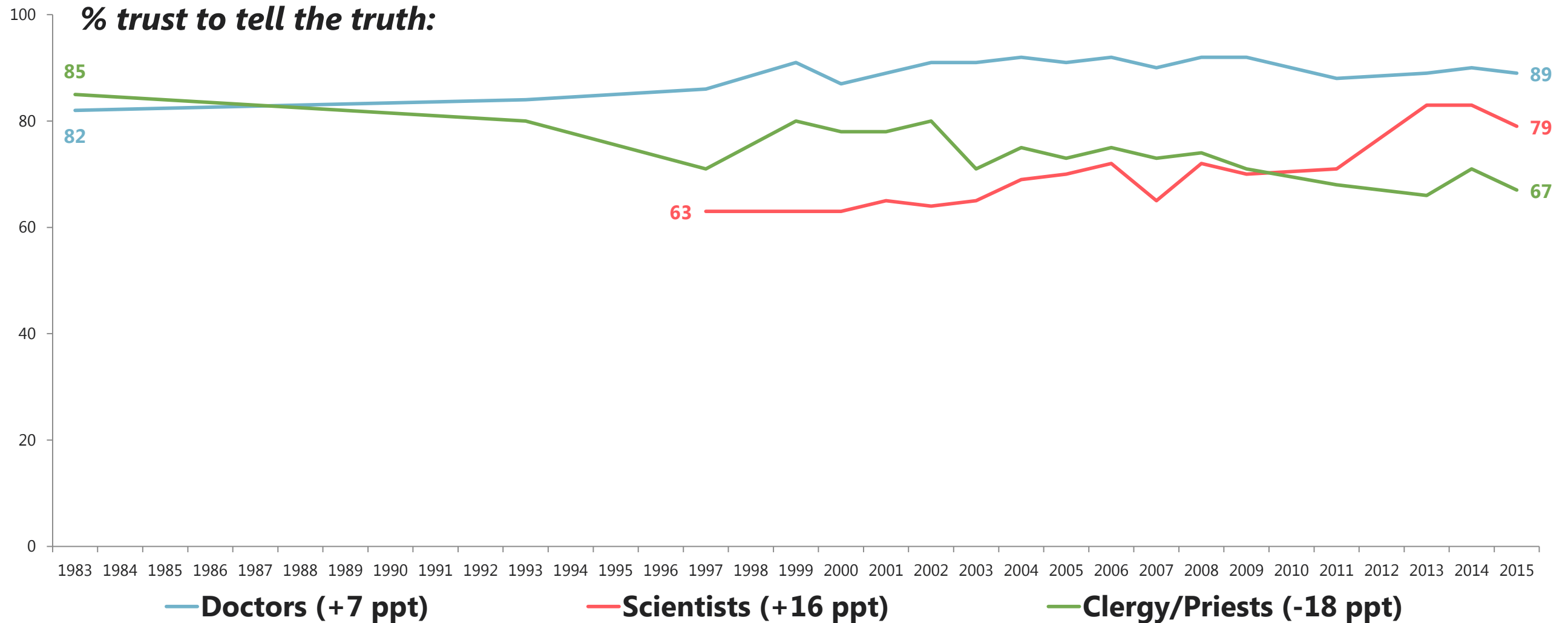


# All Veracity data, 1983 - 2015

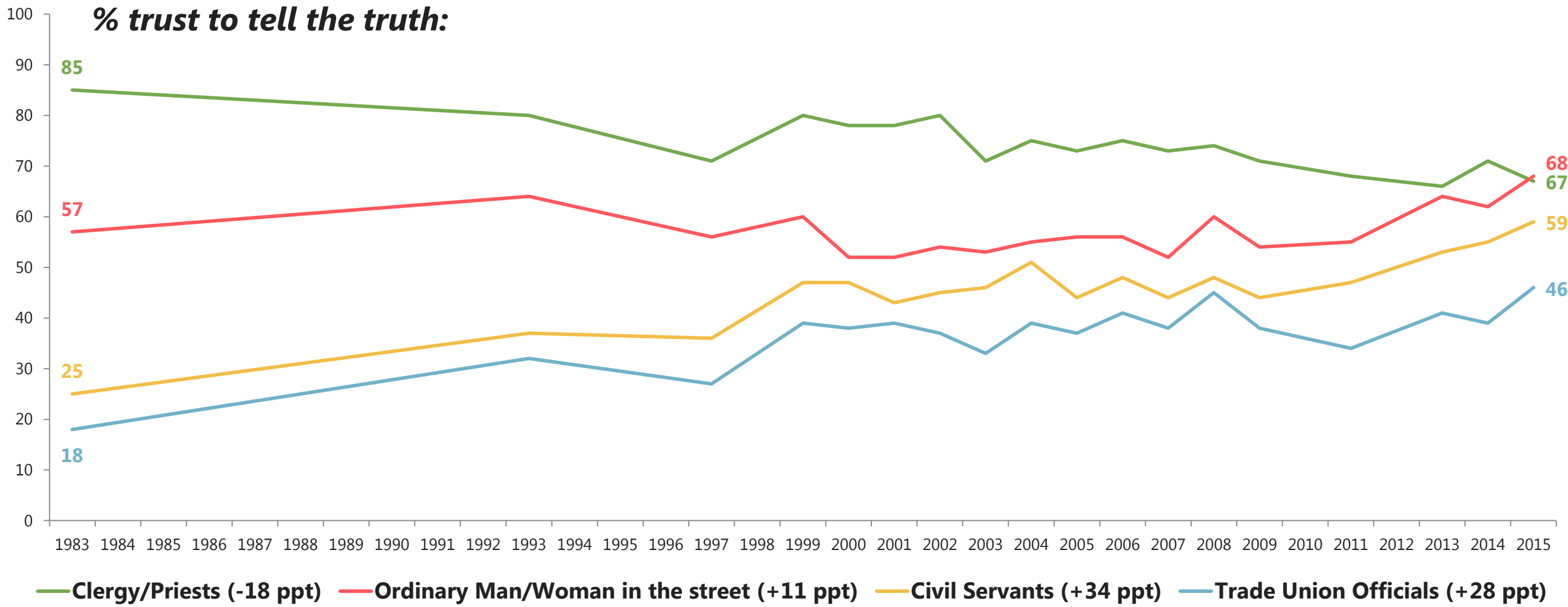
## % trust to tell the truth:



**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**

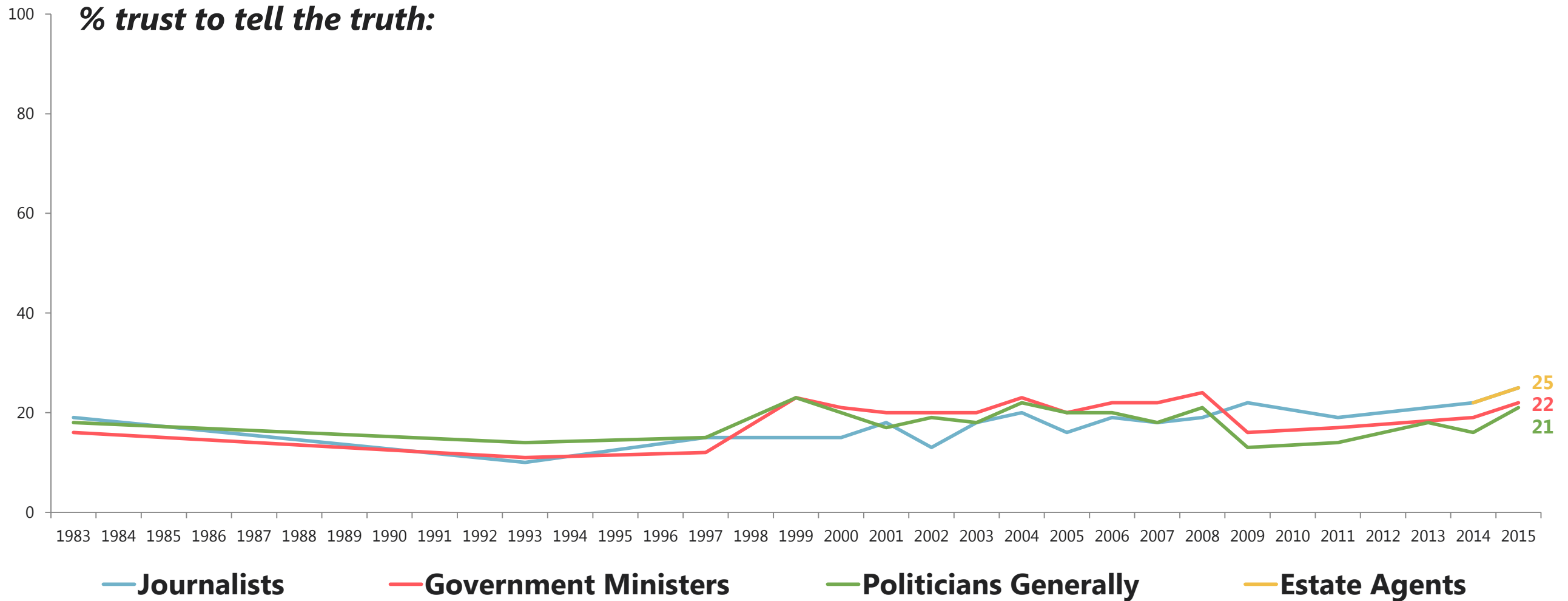


# Whilst trust in the clergy has fallen steeply since 1983, trust in Civil Servants, Trade Union officials and the man/woman in the street has risen most notably

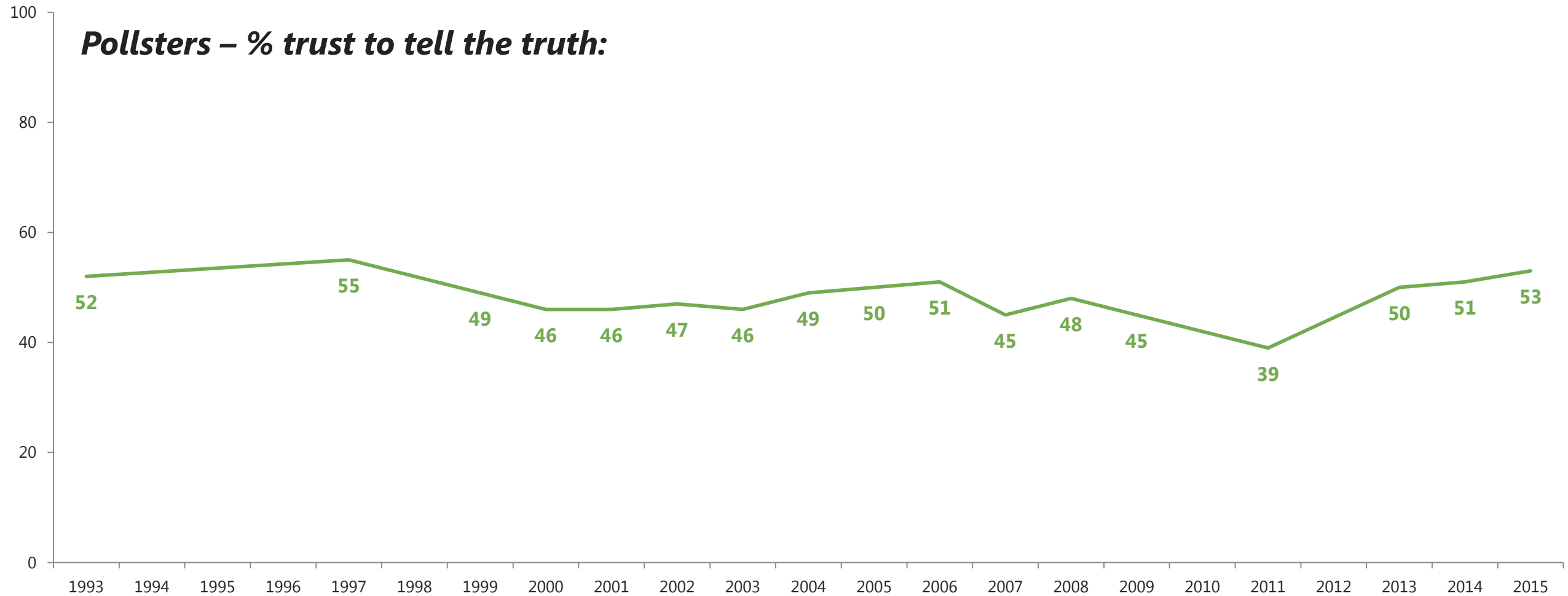




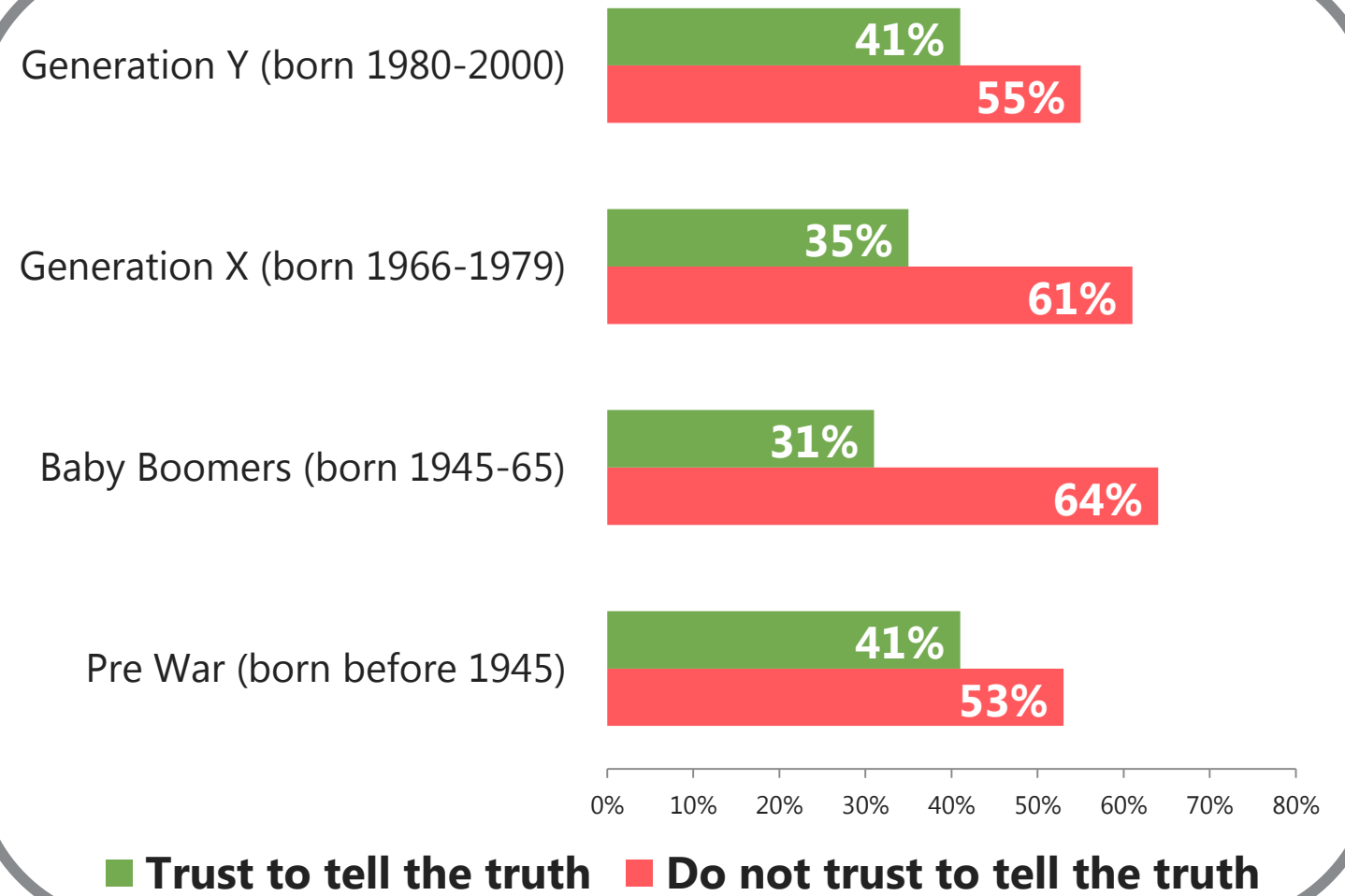
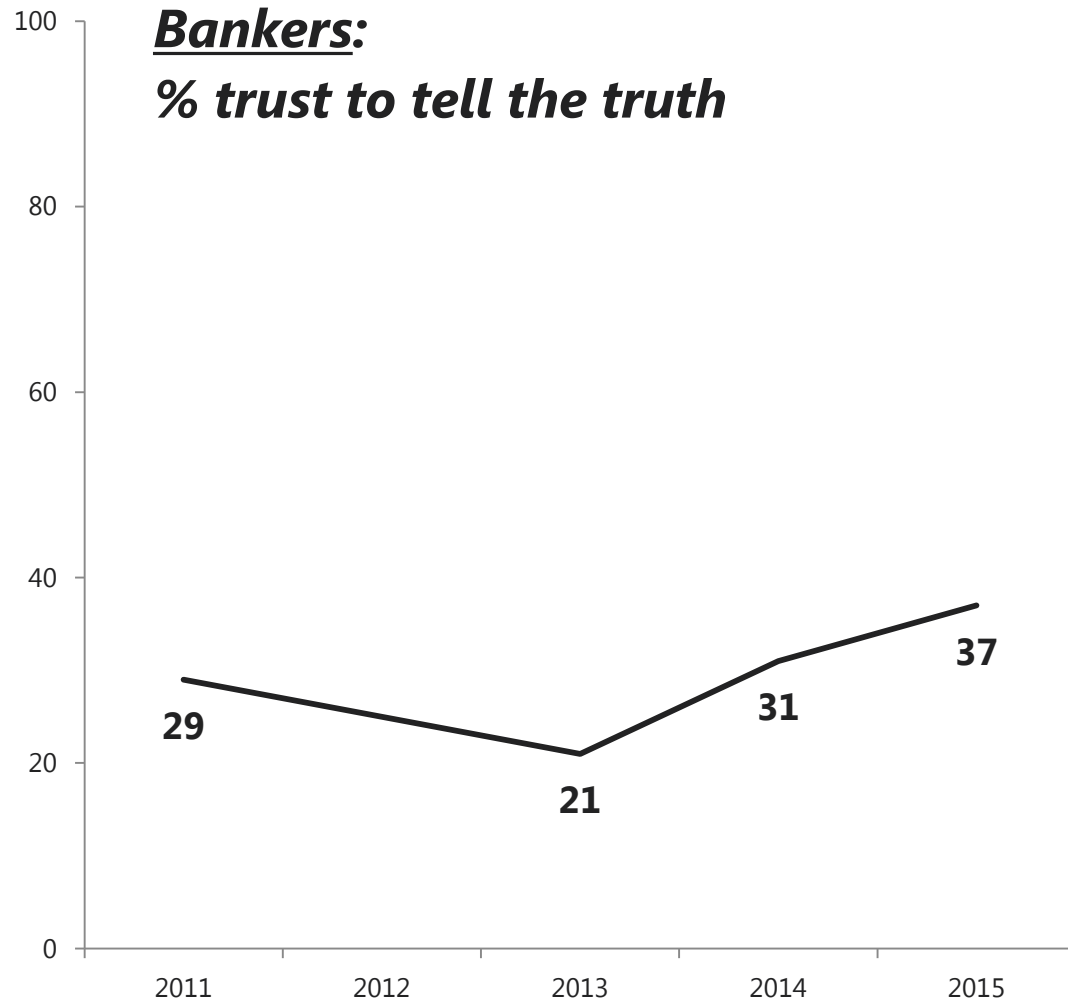
# Journalists, Government Ministers and politicians have been among the least trusted to tell the truth since 1983; this year they are as little trusted as Estate Agents



# 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

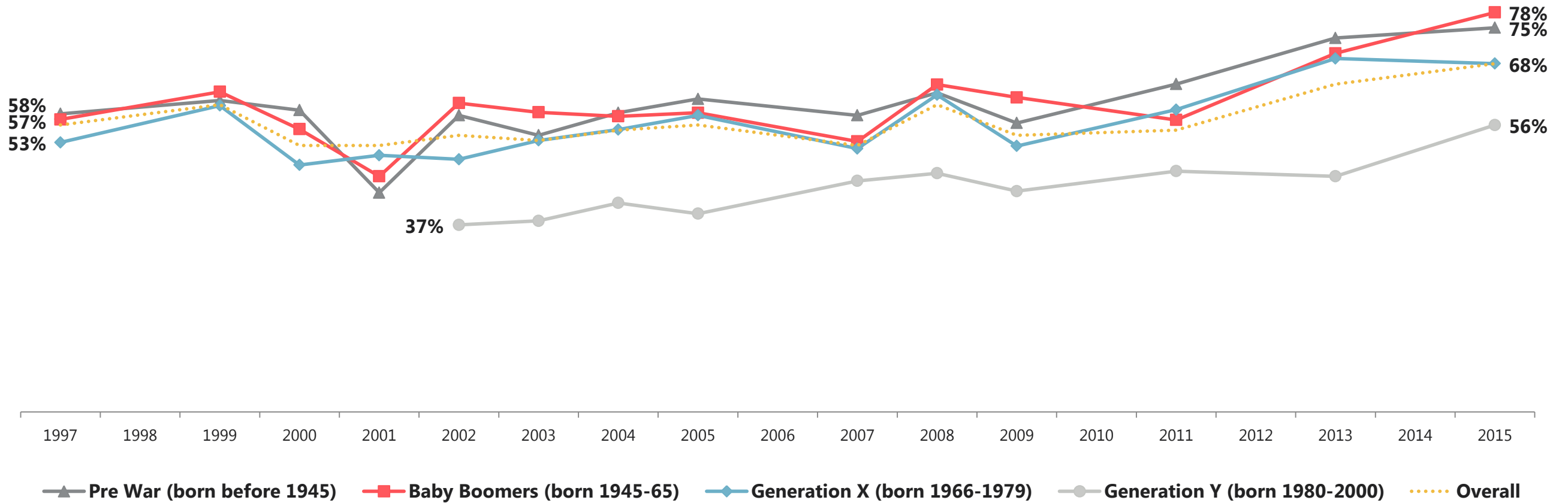


# Trust in Bankers continues to rise strongly from a post-crash nadir – but Baby Boomers are the least trusting



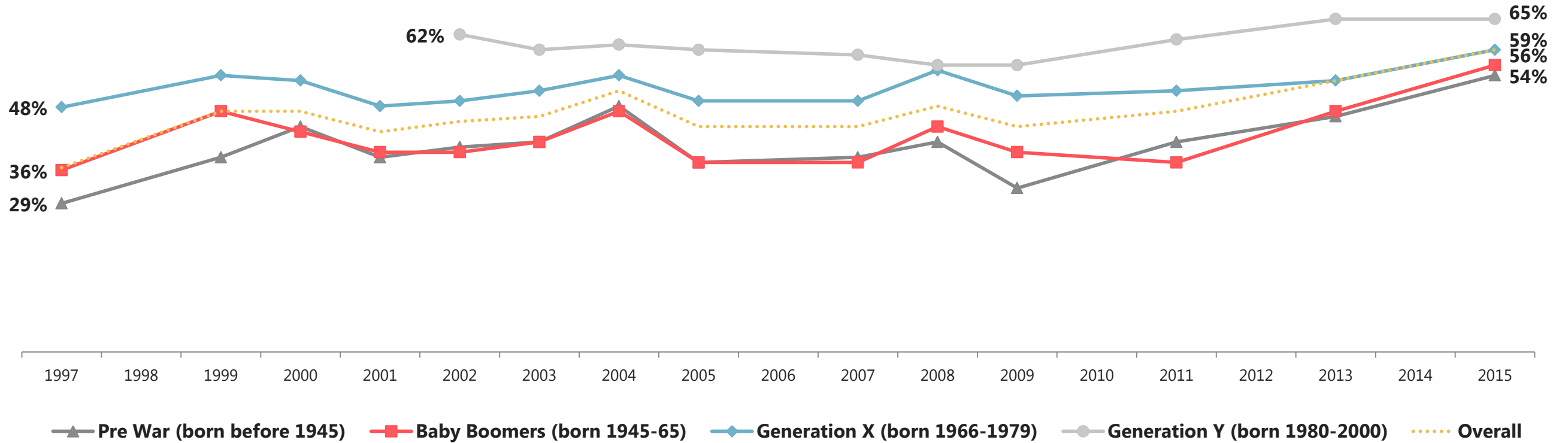
# Generation Y remain notably less trusting of the man/woman in the street than previous generations, although trust has risen in all age groups...

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

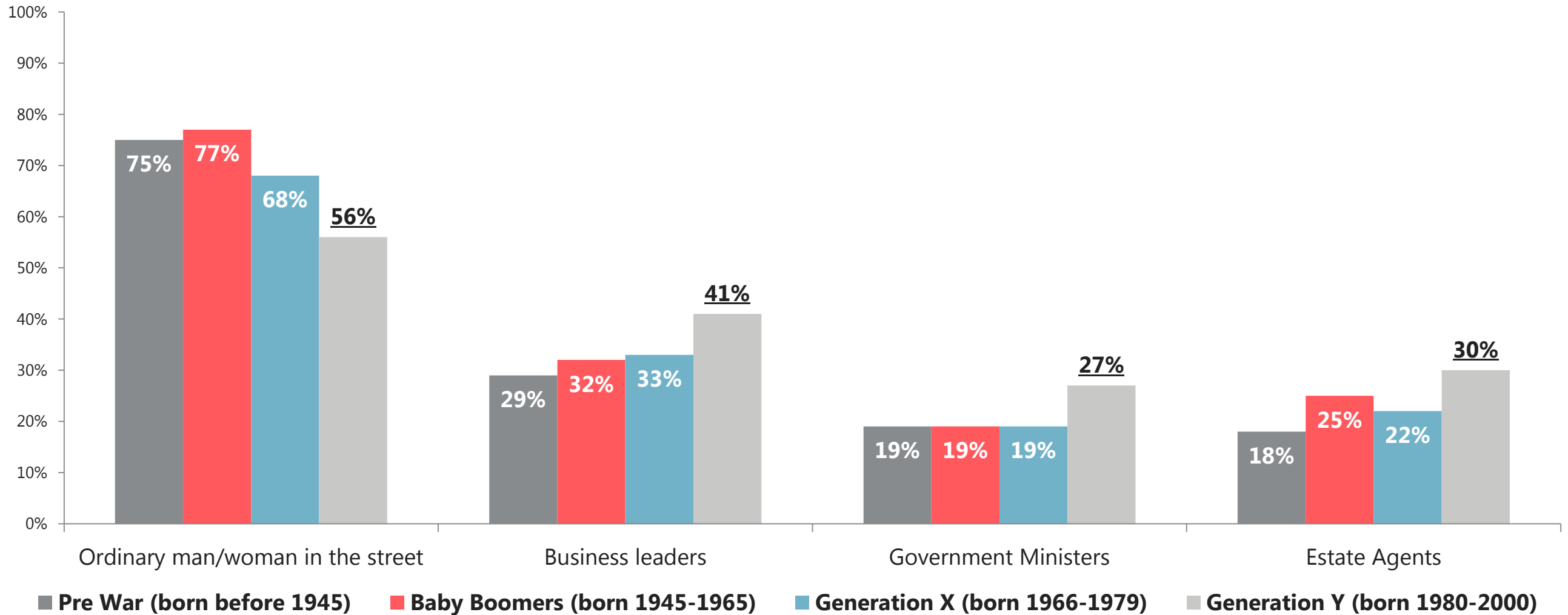


# ...they also remain the most trusting generation of Civil Servants, although other generations are closing the gap

## Civil Servants: % trust to tell the truth

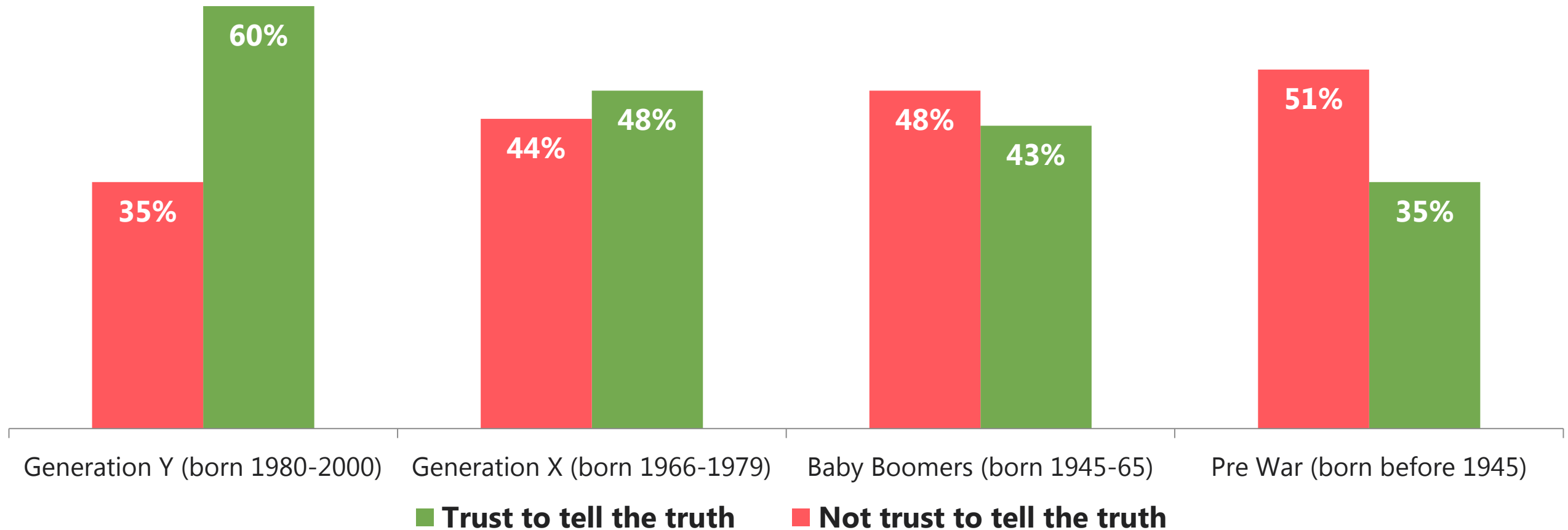


# The optimism of youth: despite lower trust in the ordinary person in the street, Generation Y are the most trusting of a variety of professions...



# ...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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