

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 1
VE01 - 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? Summary
Base: All adults age 15+ in Great Britain

| | Bankers | Business Leaders | Civil Servants | Doctors | Clergy/Priests | Estate agents | Government Ministers | Journalists | Judges | Managers in the NHS | The ordinary man/woman in the street | Politicians generally | Pollsters | Scientists | Teachers | TV News Readers | The Police | Trade Union officials | Managers in local government | Local councillors | Lawyers | Hairdressers | Builders | Charity chief execs |
|------------------------|--------------|------------------|----------------|------------|----------------|---------------|----------------------|--------------|------------|---------------------|--------------------------------------|-----------------------|------------|------------|------------|-----------------|------------|-----------------------|------------------------------|-------------------|------------|--------------|------------|---------------------|
| Unweighted Base | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 |
| Weighted Base | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 | 970 |
| Tell the truth | 355 37% | 337 35% | 576 59% | 866 89% | 646 67% | 242 25% | 213 22% | 243 25% | 775 80% | 475 49% | 655 68% | 202 21% | 516 53% | 767 79% | 832 86% | 634 65% | 657 68% | 447 46% | 359 37% | 416 43% | 496 51% | 674 69% | 404 42% | 459 47% |
| Not tell the truth | 569 59% | 538 55% | 313 32% | 95 10% | 263 27% | 660 68% | 699 72% | 681 70% | 157 16% | 415 43% | 257 26% | 720 74% | 330 34% | 150 15% | 109 11% | 287 30% | 281 29% | 403 42% | 513 53% | 482 50% | 400 41% | 222 23% | 495 51% | 416 43% |
| Don't know | 46 5% | 96 10% | 81 8% | 9 1% | 62 6% | 68 7% | 59 6% | 46 5% | 38 4% | 80 8% | 58 6% | 49 5% | 125 13% | 54 6% | 29 3% | 49 5% | 32 3% | 120 12% | 98 10% | 73 7% | 75 8% | 75 8% | 72 7% | 96 10% |
| Net difference | -215 -22% | -201 -21% | 263 27% | 771 79% | 382 39% | -417 -43% | -486 -50% | -438 -45% | 618 64% | 60 6% | 399 41% | -518 -53% | 185 19% | 617 64% | 724 75% | 347 36% | 376 39% | 45 5% | -154 -16% | -66 -7% | 96 10% | 452 47% | -91 -9% | 42 4% |

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 2
VE01 - 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? Bankers
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------|--------------------|------------|-----------|-----------|-----------|-----------|-------------------|------------|------------------|-----------|-------------------|--------------|------------------|------------------|--------|--------------------------|------------------|--------------------|------------------|-------------------|---------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 355 | 181 | 174 | 60 | 67 | 54 | 54 | 39 | 81 | 133 | 77 | 87 | 55 | 90 | 87 | 73 | 105 | 78 | 109 | 90 | 39 | 20 | 19 | 189 | 166 | 365 |
| | | 37% _{gku} | 38% | 40% | 41% | 35% | 33% | 29% | 39% | 41% _k | 35% | 31% | 41% | 35% | 34% | 34% | 44% _{zn} | 33% | 43% _{zqt} | 41% _u | 30% | 25% | 39% | 36% | 38% | 37% |
| Not tell the truth | 569 | 276 | 293 | 84 | 88 | 93 | 103 | 89 | 112 | 182 | 135 | 179 | 72 | 159 | 156 | 131 | 123 | 146 | 131 | 125 | 87 | 51 | 30 | 319 | 250 | 575 |
| | | 59% _{pr} | 58% | 56% | 54% | 61% | 62% | 67% _{zh} | 54% | 55% | 61% | 64% _{zl} | 53% | 61% _p | 60% _p | 62% | 51% | 62% _r | 52% | 56% | 67% _{zr} | 63% | 61% | 60% | 57% | 58% |
| Don't know | 46 | 16 | 30 | 6 | 7 | 6 | 9 | 6 | 14 | 13 | 10 | 14 | 9 | 10 | 15 | 8 | 13 | 12 | 13 | 6 | 5 | 9 | - | 21 | 25 | 50 |
| | | 5% | 3% | 4% | 4% | 4% | 5% | 4% | 7% | 4% | 4% | 5% | 7% | 4% | 6% | 4% | 5% | 5% | 5% | 3% | 4% | 12% _{zqst} | - | 4% | 6% | 5% |
| Net difference | -215 | -95 | -119 | -24 | -21 | -39 | -49 | -51 | -31 | -49 | -58 | -92 | -17 | -69 | -69 | -58 | -18 | -67 | -22 | -35 | -48 | -31 | -11 | -130 | -84 | -210 |
| | | -22% | -24% | -16% | -13% | -26% | -29% | -38% | -15% | -15% | -26% | -33% | -12% | -27% | -27% | -27% | -8% | -29% | -9% | -16% | -37% | -38% | -23% | -25% | -19% | -21% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 3
VE01 - 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? Bankers
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 355 | 123 | 99 | 40 | 70 | 17 | 99 | 132 | 123 | 208 | 99 | 48 | 59 | 23 | 119 | 153 | 82 | 83 | 91 | 67 | 28 | 36 | 30 | 365 |
| | 37%ort | 40%e | 33% | 47%azbde | 34% | 26% | 37% | 33% | 41% | 38% | 35% | 35% | 38% | 38% | 42%o | 33% | 34% | 41%r | 31% | 45%zr | 27% | 34% | 30% | 37% |
| Not tell the truth | 569 | 174 | 187 | 40 | 124 | 43 | 158 | 243 | 168 | 311 | 174 | 83 | 87 | 38 | 152 | 291 | 146 | 110 | 189 | 75 | 72 | 65 | 64 | 575 |
| | 59%cs | 56% | 63%c | 47% | 60% | 65%c | 58% | 61% | 56% | 57% | 61% | 60% | 57% | 61% | 54% | 62%z | 62% ^s | 55% | 64% ^s | 50% | 69% ^z | 61% | 64% | 58% |
| Don't know | 46 | 13 | 11 | 5 | 12 | 6 | 13 | 23 | 9 | 28 | 11 | 6 | 8 | 1 | 12 | 26 | 9 | 8 | 17 | 8 | 5 | 6 | 5 | 50 |
| | 5% | 4% | 4% | 6% | 6% | 9% | 5% | 6% | 3% | 5% | 4% | 5% | 5% | 1% | 4% | 6% | 4% | 4% | 6% | 5% | 5% | 6% | 5% | 5% |
| Net difference | -215 | -51 | -88 | * | -54 | -26 | -59 | -111 | -45 | -104 | -76 | -35 | -28 | -14 | -33 | -138 | -64 | -27 | -98 | -8 | -44 | -29 | -34 | -210 |
| | -22% | -17% | -30% | 1% | -26% | -39% | -22% | -28% | -15% | -19% | -27% | -26% | -18% | -23% | -12% | -29% | -27% | -13% | -33% | -5% | -42% | -27% | -34% | -21% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 4
VE01 - 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? Business Leaders
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------|--------------------|-------------------|-------------------|-----------|-----------|-----------|-----------|------------|--------------------|-----------|-------------|------------------|--------|--------|--------|--------------------------|-----------|--------------|-----------|------------------|------------------|-------------------|-------------|--------------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 337 | 183 | 153 | 62 | 66 | 46 | 60 | 42 | 61 | 134 | 74 | 89 | 40 | 93 | 80 | 79 | 85 | 78 | 85 | 88 | 38 | 35 | 13 | 198 | 139 | 337 |
| | | 35% ^{bx} | 39% ^{zb} | 42% ^h | 40% | 30% | 36% | 31% | 30% | 41% ^{zkl} | 33% | 32% | 29% | 36% | 31% | 37% | 35% | 33% | 34% | 40% | 29% | 43% ^t | 28% | 37% | 32% | 34% |
| Not tell the truth | 538 | 259 | 278 | 76 | 87 | 92 | 88 | 77 | 118 | 175 | 126 | 156 | 80 | 145 | 150 | 116 | 127 | 134 | 143 | 112 | 79 | 36 | 34 | 292 | 246 | 551 |
| | | 55% ^u | 56% | 51% | 54% | 60% | 53% | 57% | 57% | 53% | 56% | 56% | 59% | 56% | 58% | 55% | 53% | 57% | 56% | 50% | 61% ^u | 44% | 70% ^{su} | 55% | 56% | 56% |
| Don't know | 96 | 31 | 65 | 11 | 9 | 14 | 18 | 15 | 28 | 21 | 23 | 35 | 16 | 22 | 29 | 16 | 29 | 24 | 25 | 21 | 14 | 10 | 1 | 40 | 56 | 102 |
| | | 10% ^{aiw} | 7% | 13% ^{za} | 8% | 6% | 9% | 11% | 11% | 14% ^{zd} | 6% | 10% | 12% ⁱ | 8% | 11% | 8% | 12% | 10% | 10% | 10% | 10% | 13% | 2% | 8% | 13% ^{zww} | 10% |
| Net difference | -201 | -76 | -125 | -14 | -22 | -45 | -29 | -35 | -56 | -41 | -52 | -67 | -41 | -52 | -70 | -37 | -42 | -56 | -58 | -24 | -42 | -1 | -21 | -94 | -107 | -214 |
| | -21% | -16% | -25% | -9% | -13% | -30% | -17% | -26% | -27% | -13% | -23% | -24% | -30% | -20% | -27% | -17% | -17% | -24% | -23% | -11% | -32% | -2% | -43% | -18% | -24% | -22% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 5
VE01 - 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? Business Leaders
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 337 | 109 | 111 | 28 | 68 | 15 | 89 | 145 | 103 | 197 | 98 | 40 | 62 | 25 | 116 | 132 | 65 | 81 | 107 | 59 | 37 | 31 | 46 | 337 |
| | 35%eop | 35% | 37%e | 34% | 33% | 23% | 33% | 36% | 34% | 36% | 35% | 29% | 40%o | 41% | 41%zo | 28% | 27% | 40%p | 36% | 39%p | 35% | 29% | 46%u | 34% |
| Not tell the truth | 538 | 170 | 160 | 45 | 117 | 43 | 152 | 210 | 176 | 295 | 168 | 74 | 83 | 33 | 142 | 278 | 145 | 106 | 162 | 72 | 64 | 65 | 41 | 551 |
| | 55%v | 55% | 54% | 53% | 57% | 65% | 56% | 53% | 59% | 54% | 59% | 54% | 54% | 53% | 50% | 59%zn | 61% ^s | 53% | 54% | 48% | 61%v | 61%v | 41% | 56% |
| Don't know | 96 | 30 | 26 | 11 | 20 | 8 | 31 | 44 | 21 | 55 | 18 | 23 | 9 | 4 | 24 | 59 | 28 | 14 | 28 | 20 | 4 | 11 | 13 | 102 |
| | 10%t | 10% | 9% | 13% | 10% | 12% | 11% | 11% | 7% | 10% | 6% | 17%zj | 6% | 6% | 9% | 13%z | 12% | 7% | 10% | 13% | 4% | 10% | 13%t | 10% |
| Net difference | -201 | -60 | -49 | -17 | -49 | -28 | -63 | -65 | -73 | -98 | -70 | -34 | -21 | -8 | -26 | -146 | -80 | -25 | -55 | -14 | -27 | -35 | 5 | -214 |
| | -21% | -20% | -16% | -20% | -24% | -42% | -23% | -16% | -24% | -18% | -24% | -25% | -14% | -12% | -9% | -31% | -34% | -12% | -19% | -9% | -25% | -33% | 5% | -22% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 6
VE01 - 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? Civil Servants
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|-------------------|-----------|------------------|-----------|-------------------|-----------|------------|-------------------|-----------|-------------|--------------|--------|-------------------|--------|--------------------------|-------------------|--------------|--------------------|--------------------|------------------|-------------------|-------------|-------------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 576 | 283 | 293 | 90 | 109 | 98 | 92 | 71 | 117 | 213 | 131 | 156 | 74 | 155 | 157 | 124 | 141 | 142 | 141 | 150 | 65 | 45 | 33 | 330 | 246 | 567 |
| | 59% _{tx} | 60% | 59% | 60% | 67% _g | 65% | 55% | 53% | 56% | 65% _{zk} | 59% | 56% | 54% | 60% | 61% | 58% | 59% | 60% _{tt} | 56% | 68% _{zrt} | 50% | 56% | 68% _{tt} | 62% | 56% | 57% |
| Not tell the truth | 313 | 161 | 152 | 48 | 42 | 39 | 65 | 50 | 69 | 92 | 76 | 97 | 48 | 86 | 70 | 79 | 77 | 75 | 85 | 59 | 55 | 25 | 13 | 153 | 160 | 341 |
| | 32% | 34% | 31% | 32% | 26% | 26% | 39% _{de} | 37% | 33% | 28% | 34% | 35% | 35% | 33% | 27% | 37% | 32% | 32% | 34% | 27% | 42% _{zqs} | 30% | 28% | 29% | 36% _{zw} | 34% |
| Don't know | 81 | 29 | 52 | 12 | 11 | 14 | 9 | 13 | 22 | 24 | 16 | 26 | 14 | 18 | 32 | 9 | 22 | 18 | 27 | 12 | 11 | 11 | 2 | 46 | 36 | 82 |
| | 8% _a | 6% | 11% _{za} | 8% | 7% | 9% | 5% | 10% | 10% | 7% | 7% | 9% | 10% | 7% | 12% _{zo} | 4% | 9% | 8% | 11% | 5% | 8% | 14% _s | 4% | 9% | 8% | 8% |
| Net difference | 263 | 122 | 141 | 42 | 67 | 59 | 27 | 21 | 48 | 122 | 56 | 59 | 26 | 69 | 86 | 45 | 64 | 67 | 55 | 91 | 10 | 20 | 19 | 177 | 86 | 226 |
| | 27% | 26% | 28% | 28% | 41% | 39% | 16% | 16% | 23% | 37% | 25% | 21% | 19% | 26% | 33% | 21% | 26% | 28% | 22% | 41% | 8% | 25% | 40% | 33% | 20% | 23% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
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J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 7
VE01 - 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? Civil Servants
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 576 | 172 | 194 | 46 | 124 | 38 | 145 | 233 | 197 | 319 | 174 | 82 | 103 | 34 | 188 | 250 | 140 | 126 | 183 | 81 | 61 | 54 | 60 | 567 |
| | 59%fo | 55% | 65%a | 54% | 60% | 57% | 53% | 59% | 66%zi | 58% | 61% | 60% | 67%o | 55% | 66%zo | 53% | 59% | 62% | 62% | 54% | 58% | 50% | 60% | 57% |
| Not tell the truth | 313 | 112 | 82 | 28 | 67 | 21 | 97 | 132 | 83 | 182 | 91 | 40 | 39 | 22 | 77 | 174 | 74 | 60 | 90 | 56 | 38 | 41 | 32 | 341 |
| | 32% | 36% | 28% | 33% | 32% | 31% | 36% | 33% | 28% | 33% | 32% | 29% | 25% | 36% | 27% | 37%zin | 31% | 30% | 30% | 37% | 36% | 39% | 32% | 34% |
| Don't know | 81 | 26 | 22 | 11 | 15 | 8 | 29 | 32 | 19 | 46 | 20 | 15 | 12 | 6 | 17 | 45 | 23 | 16 | 23 | 14 | 6 | 12 | 7 | 82 |
| | 8% | 8% | 7% | 13% | 7% | 12% | 11% | 8% | 6% | 8% | 7% | 11% | 8% | 9% | 6% | 10% | 10% | 8% | 8% | 9% | 6% | 11% | 7% | 8% |
| Net difference | 263 | 60 | 112 | 18 | 58 | 18 | 48 | 101 | 114 | 137 | 83 | 42 | 64 | 12 | 110 | 76 | 66 | 66 | 93 | 25 | 23 | 12 | 28 | 226 |
| | 27% | 19% | 38% | 21% | 28% | 26% | 18% | 25% | 38% | 25% | 29% | 31% | 42% | 19% | 39% | 16% | 28% | 33% | 31% | 16% | 22% | 12% | 28% | 23% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 8
VE01 - 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? Doctors
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|-------------------|-------------------|-------------------|-----------|-----------|-----------|-----------|-------------------|-----------|-----------|-------------|--------------|--------|--------|--------|--------------------------|-----------|-------------------|-----------|-------------------|------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 866 | 437 | 429 | 124 | 145 | 136 | 151 | 121 | 189 | 287 | 200 | 249 | 126 | 233 | 235 | 181 | 218 | 213 | 218 | 200 | 113 | 75 | 46 | 474 | 392 | 885 |
| | 89% ^{bc} | 92% ^{zb} | 86% | 83% | 90% | 90% | 91% | 91% | 91% ^{cc} | 87% | 90% | 89% | 93% | 90% | 91% | 85% | 91% | 91% | 86% | 90% | 87% | 93% | 94% | 90% | 89% | 89% |
| Not tell the truth | 95 | 32 | 64 | 24 | 15 | 14 | 15 | 12 | 16 | 39 | 19 | 27 | 10 | 25 | 22 | 29 | 19 | 21 | 33 | 20 | 15 | 3 | 3 | 49 | 46 | 95 |
| | 10% ^{aa} | 7% | 13% ^{za} | 16% ^{zh} | 9% | 9% | 9% | 9% | 8% | 12% | 9% | 10% | 7% | 10% | 9% | 14% | 8% | 9% | 13% ^{uu} | 9% | 12% ^{uu} | 4% | 6% | 9% | 11% | 10% |
| Don't know | 9 | 5 | 4 | 1 | 2 | 2 | 1 | 1 | 2 | 3 | 3 | 2 | * | 2 | 1 | 2 | 4 | 2 | 2 | 1 | 2 | 3 | - | 6 | 3 | 10 |
| | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | 1% | * | 1% | * | 1% | 2% | 1% | 1% | * | 1% | 4% ^{zs} | - | 1% | 1% | 1% |
| Net difference | 771 | 405 | 366 | 100 | 131 | 122 | 136 | 110 | 172 | 248 | 181 | 222 | 116 | 207 | 213 | 152 | 199 | 193 | 185 | 180 | 98 | 72 | 43 | 425 | 346 | 790 |
| | 79% | 86% | 74% | 67% | 81% | 81% | 82% | 82% | 83% | 75% | 81% | 80% | 85% | 80% | 82% | 72% | 83% | 82% | 73% | 81% | 75% | 89% | 89% | 80% | 78% | 80% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 9
VE01 - 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? Doctors
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 866 | 279 | 275 | 73 | 179 | 56 | 237 | 361 | 267 | 500 | 244 | 121 | 134 | 60 | 244 | 426 | 212 | 175 | 271 | 135 | 96 | 95 | 96 | 885 |
| | 89% | 90% | 92% | 86% | 87% | 84% | 87% | 91% | 89% | 91%zj | 86% | 88% | 87% | 96% | 87% | 91% | 89% | 87% | 91% | 90% | 91% | 89% | 96% | 89% |
| Not tell the truth | 95 | 28 | 22 | 9 | 25 | 9 | 30 | 34 | 32 | 42 | 39 | 15 | 18 | 2 | 36 | 39 | 23 | 25 | 23 | 13 | 8 | 12 | 4 | 95 |
| | 10%i | 9% | 7% | 10% | 12% | 14% | 11% | 8% | 11% | 8% | 14%zi | 11% | 12% | 4% | 13% | 8% | 10% | 13% | 8% | 9% | 8% | 11% | 4% | 10% |
| Don't know | 9 | 2 | 1 | 3 | 1 | 1 | 5 | 3 | 1 | 5 | 2 | 1 | 2 | - | 2 | 4 | 2 | 2 | 2 | 2 | 1 | - | - | 10 |
| | 1% | 1% | * | 4%zab | 1% | 2% | 2% | 1% | * | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | - | 1% |
| Net difference | 771 | 251 | 252 | 64 | 154 | 47 | 207 | 328 | 235 | 458 | 205 | 106 | 116 | 58 | 208 | 386 | 189 | 149 | 248 | 122 | 88 | 83 | 92 | 790 |
| | 79% | 81% | 85% | 76% | 75% | 71% | 76% | 82% | 78% | 84% | 72% | 77% | 75% | 93% | 74% | 82% | 80% | 74% | 83% | 81% | 84% | 77% | 92% | 80% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 10
VE01 - 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? Clergy/Priests
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|--------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-------------|--------------|--------|--------|--------|--------------------------|-----------|-----------------|-----------|------------------|------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 646 | 303 | 342 | 98 | 106 | 99 | 102 | 85 | 155 | 217 | 135 | 184 | 107 | 166 | 189 | 125 | 166 | 163 | 171 | 142 | 85 | 57 | 29 | 338 | 308 | 669 |
| | 67% | 64% | 69% | 66% | 65% | 65% | 61% | 64% | 75%ztg | 66% | 61% | 66% | 79%zjk | 64% | 73%zo | 59% | 69% | 69% | 67% | 64% | 65% | 70% | 59% | 64% | 70%z | 68% |
| Not tell the truth | 263 | 141 | 122 | 39 | 45 | 40 | 60 | 35 | 44 | 86 | 77 | 75 | 25 | 75 | 57 | 73 | 58 | 58 | 64 | 75 | 33 | 16 | 17 | 155 | 108 | 259 |
| | 27%hn | 30% | 25% | 26% | 28% | 26% | 36%zh | 26% | 21% | 26% | 35%zl | 27% | 18% | 29% | 22% | 34%np | 24% | 25% | 25% | 34%u | 26% | 19% | 34% | 29% | 24% | 26% |
| Don't know | 62 | 29 | 32 | 12 | 12 | 12 | 4 | 13 | 9 | 25 | 10 | 20 | 4 | 18 | 13 | 14 | 17 | 14 | 19 | 4 | 12 | 9 | 3 | 36 | 26 | 62 |
| | 6%fs | 6% | 6% | 8% | 7% | 8% | 2% | 10%fh | 4% | 8% | 5% | 7% | 3% | 7% | 5% | 7% | 7% | 6% | 7% ^s | 2% | 10% ^s | 11% ^s | 7% | 7% | 6% | 6% |
| Net difference | 382 | 162 | 220 | 59 | 61 | 59 | 42 | 51 | 111 | 131 | 58 | 110 | 83 | 91 | 132 | 52 | 108 | 105 | 106 | 67 | 51 | 41 | 12 | 183 | 200 | 410 |
| | 39% | 34% | 44% | 39% | 38% | 39% | 25% | 38% | 54% | 40% | 26% | 39% | 61% | 35% | 51% | 25% | 45% | 45% | 42% | 30% | 39% | 51% | 25% | 35% | 45% | 41% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 11
VE01 - 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? Clergy/Priests
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 646 | 214 | 189 | 49 | 146 | 42 | 169 | 282 | 195 | 371 | 175 | 99 | 97 | 39 | 196 | 313 | 165 | 131 | 198 | 100 | 70 | 79 | 64 | 669 |
| | 67% | 69% | 64% | 58% | 71% | 63% | 62% | 71%zf | 65% | 68% | 61% | 72%j | 63% | 62% | 69% | 67% | 70% | 65% | 67% | 66% | 67% | 74% | 64% | 68% |
| Not tell the truth | 263 | 79 | 90 | 23 | 50 | 20 | 76 | 94 | 92 | 140 | 89 | 32 | 40 | 21 | 71 | 130 | 61 | 55 | 78 | 43 | 31 | 22 | 26 | 259 |
| | 27% | 25% | 30% | 27% | 24% | 29% | 28% | 24% | 31% | 26% | 31% | 24% | 26% | 33% | 25% | 28% | 26% | 27% | 26% | 29% | 29% | 21% | 26% | 26% |
| Don't know | 62 | 17 | 18 | 12 | 9 | 5 | 27 | 22 | 12 | 36 | 20 | 6 | 16 | 3 | 15 | 27 | 11 | 16 | 21 | 7 | 4 | 5 | 10 | 62 |
| | 6% | 5% | 6% | 14%zabd | 5% | 8% | 10%zgh | 6% | 4% | 7% | 7% | 4% | 10% | 5% | 5% | 6% | 5% | 8% | 7% | 5% | 4% | 5% | 10% | 6% |
| Net difference | 382 | 136 | 99 | 26 | 95 | 22 | 93 | 187 | 103 | 231 | 85 | 67 | 57 | 18 | 125 | 183 | 104 | 76 | 119 | 57 | 40 | 57 | 38 | 410 |
| | 39% | 44% | 33% | 31% | 46% | 33% | 34% | 47% | 34% | 42% | 30% | 49% | 37% | 29% | 44% | 39% | 44% | 38% | 40% | 38% | 38% | 53% | 39% | 41% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 12
VE01 - 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? Estate agents
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|--------------------|-------------------|------------|------------------|-----------|-----------|-----------|-----------|-------------------|------------------|-----------|------------------|-------------------|--------|--------|--------|--------------------------|------------------|------------------|------------------|----------------------|------------------|------------------|-------------|-----------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 242 | 139 | 103 | 48 | 43 | 34 | 43 | 33 | 41 | 98 | 49 | 70 | 24 | 57 | 62 | 53 | 71 | 61 | 62 | 63 | 14 | 27 | 16 | 134 | 109 | 248 |
| | 25% ^{bhl} | 29% ^{zb} | 21% | 32% ^h | 27% | 23% | 26% | 25% | 20% | 30% ^l | 22% | 25% | 18% | 22% | 24% | 25% | 29% | 26% ^t | 25% ^t | 28% ^t | 11% | 34% ^t | 32% ^t | 25% | 25% | 25% |
| Not tell the truth | 660 | 309 | 350 | 92 | 109 | 107 | 117 | 90 | 144 | 213 | 160 | 190 | 95 | 180 | 179 | 148 | 152 | 159 | 172 | 146 | 109 | 44 | 30 | 366 | 294 | 672 |
| | 68% ^{pu} | 65% | 71% | 62% | 67% | 70% | 70% | 68% | 70% | 65% | 72% | 68% | 70% | 70% | 69% | 70% | 63% | 68% ^u | 68% ^u | 66% | 83% ^{zqrsv} | 55% | 61% | 69% | 67% | 68% |
| Don't know | 68 | 25 | 43 | 9 | 9 | 11 | 7 | 10 | 22 | 18 | 14 | 19 | 17 | 22 | 18 | 10 | 18 | 16 | 20 | 12 | 8 | 10 | 3 | 30 | 39 | 70 |
| | 7% | 5% | 9% | 6% | 6% | 7% | 4% | 8% | 11% ^{zt} | 5% | 6% | 7% | 12% ^{zi} | 8% | 7% | 5% | 8% | 7% | 8% | 6% | 6% | 12% | 7% | 6% | 9% ^z | 7% |
| Net difference | -417 | -170 | -247 | -44 | -66 | -73 | -74 | -57 | -104 | -115 | -110 | -119 | -71 | -123 | -118 | -96 | -81 | -99 | -110 | -84 | -94 | -17 | -14 | -232 | -185 | -424 |
| | -43% | -36% | -50% | -30% | -41% | -48% | -44% | -43% | -50% | -35% | -49% | -43% | -53% | -47% | -46% | -45% | -34% | -42% | -43% | -38% | -72% | -21% | -29% | -44% | -42% | -43% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 13
VE01 - 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? Estate agents
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 242 | 79 | 76 | 24 | 52 | 10 | 63 | 91 | 89 | 130 | 81 | 31 | 53 | 15 | 74 | 100 | 46 | 63 | 64 | 48 | 22 | 20 | 27 | 248 |
| | 25%eo | 25% | 26% | 28% | 25% | 15% | 23% | 23% | 30% | 24% | 29% | 23% | 35%zo | 23% | 26% | 21% | 19% | 31%pr | 22% | 32%zpr | 21% | 19% | 27% | 25% |
| Not tell the truth | 660 | 209 | 200 | 52 | 146 | 47 | 190 | 276 | 192 | 382 | 182 | 94 | 88 | 46 | 195 | 329 | 173 | 125 | 217 | 86 | 76 | 76 | 59 | 672 |
| | 68%ls | 67% | 67% | 62% | 71% | 71% | 70% | 69% | 64% | 70% | 64% | 69% | 57% | 75% | 69%l | 70%dl | 73%qs | 62% | 73%qs | 57% | 72% | 71% | 60% | 68% |
| Don't know | 68 | 22 | 21 | 8 | 7 | 10 | 18 | 31 | 19 | 35 | 21 | 12 | 12 | 1 | 13 | 40 | 18 | 13 | 16 | 16 | 7 | 10 | 13 | 70 |
| | 7% | 7% | 7% | 10% | 4% | 14%zd | 7% | 8% | 6% | 6% | 7% | 9% | 8% | 2% | 5% | 9% | 8% | 6% | 5% | 11% | 6% | 10% | 13% | 7% |
| Net difference | -417 | -130 | -124 | -28 | -95 | -37 | -128 | -185 | -103 | -252 | -101 | -63 | -34 | -32 | -121 | -229 | -127 | -62 | -153 | -38 | -54 | -56 | -32 | -424 |
| | -43% | -42% | -42% | -34% | -46% | -56% | -47% | -47% | -34% | -46% | -35% | -46% | -22% | -51% | -43% | -49% | -53% | -31% | -51% | -25% | -51% | -52% | -32% | -43% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 14
VE01 - 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? Government Ministers
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|------------------|--------------------|------------------|------------------|-----------|--------------------|-------------------|-------------------|-----------|-------------------|--------------|--------|--------|--------|--------------------------|------------------|--------------|-----------|------------------|------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 213 | 112 | 101 | 45 | 42 | 27 | 39 | 21 | 39 | 90 | 43 | 54 | 25 | 58 | 55 | 39 | 61 | 42 | 60 | 49 | 36 | 17 | 10 | 115 | 98 | 229 |
| | 22% ^{gq} | 24% | 20% | 30% ^{zeg} | 26% | 18% | 24% | 15% | 19% | 27% ^{zk} | 19% | 19% | 19% | 23% | 21% | 19% | 25% | 18% | 23% | 22% | 28% ^q | 21% | 20% | 22% | 22% | 23% |
| Not tell the truth | 699 | 341 | 357 | 100 | 104 | 116 | 118 | 106 | 155 | 217 | 168 | 209 | 102 | 185 | 182 | 165 | 166 | 180 | 181 | 160 | 82 | 56 | 39 | 381 | 318 | 704 |
| | 72% ^{it} | 72% | 72% | 67% | 64% | 77% ^d | 71% | 79% ^{zcd} | 75% ^{cd} | 66% | 75% | 75% ^{ai} | 75% | 71% | 71% | 78% | 69% | 76% ^t | 72% | 72% | 63% | 69% | 80% | 72% | 72% | 71% |
| Don't know | 59 | 20 | 39 | 5 | 17 | 8 | 9 | 7 | 13 | 22 | 12 | 16 | 9 | 16 | 21 | 7 | 14 | 14 | 13 | 13 | 12 | 8 | - | 33 | 26 | 57 |
| | 6% ^a | 4% | 8% ^{za} | 3% | 10% ^c | 5% | 5% | 5% | 6% | 7% | 5% | 6% | 6% | 6% | 8% | 3% | 6% | 6% | 5% | 6% | 9% ^v | 10% ^v | - | 6% | 6% | 6% |
| Net difference | -486 | -229 | -256 | -55 | -62 | -89 | -79 | -85 | -117 | -127 | -125 | -155 | -77 | -126 | -128 | -126 | -106 | -138 | -122 | -112 | -46 | -39 | -29 | -266 | -220 | -475 |
| | -50% | -48% | -52% | -37% | -38% | -59% | -47% | -64% | -56% | -39% | -56% | -56% | -56% | -49% | -49% | -60% | -44% | -59% | -48% | -50% | -35% | -48% | -60% | -50% | -50% | -48% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 15
VE01 - 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? Government Ministers
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 213 | 64 | 59 | 20 | 57 | 11 | 73 | 81 | 59 | 127 | 62 | 24 | 42 | 17 | 72 | 81 | 43 | 52 | 65 | 29 | 28 | 21 | 17 | 229 |
| | 22%o | 21% | 20% | 24% | 28% | 16% | 27%z | 20% | 20% | 23% | 22% | 18% | 28%o | 28% | 26%o | 17% | 18% | 26% | 22% | 19% | 27% | 19% | 17% | 23% |
| Not tell the truth | 699 | 228 | 222 | 60 | 132 | 52 | 178 | 293 | 228 | 392 | 205 | 99 | 97 | 45 | 195 | 359 | 179 | 139 | 210 | 113 | 75 | 80 | 82 | 704 |
| | 72%df | 74%d | 75%d | 71% | 64% | 77% | 66% | 74%f | 76%f | 72% | 72% | 73% | 63% | 72% | 69% | 76%z | 75% | 69% | 71% | 75% | 72% | 75% | 82% | 71% |
| Don't know | 59 | 17 | 17 | 4 | 16 | 5 | 21 | 25 | 13 | 28 | 18 | 13 | 14 | - | 15 | 30 | 15 | 11 | 21 | 9 | 1 | 6 | 2 | 57 |
| | 6%t | 5% | 6% | 5% | 8% | 7% | 8% | 6% | 4% | 5% | 6% | 10% | 9% | - | 5% | 6% | 6% | 5% | 7% | 6% | 1% | 6% | 2% | 6% |
| Net difference | -486 | -164 | -162 | -40 | -75 | -41 | -105 | -212 | -169 | -265 | -144 | -75 | -55 | -27 | -123 | -278 | -135 | -86 | -145 | -84 | -47 | -59 | -65 | -475 |
| | -50% | -53% | -55% | -48% | -37% | -61% | -39% | -53% | -56% | -48% | -50% | -55% | -36% | -44% | -44% | -59% | -57% | -43% | -49% | -55% | -44% | -56% | -65% | -48% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 16
VE01 - 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? Journalists
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|------------|-----------|-----------|------------------|-----------|-----------|------------|-----------|-----------|------------------|--------------|------------------|-----------------|--------|--------------------------|------------------|------------------|------------------|----------------------|------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 243 | 124 | 120 | 39 | 40 | 49 | 45 | 32 | 38 | 90 | 62 | 62 | 28 | 76 | 52 | 51 | 64 | 52 | 66 | 49 | 48 | 17 | 12 | 135 | 108 | 253 |
| | 25% ^{hn} | 26% | 24% | 26% | 25% | 32% ^h | 27% | 24% | 18% | 27% | 28% | 22% | 20% | 29% ⁿ | 20% | 24% | 27% | 22% | 26% | 22% | 36% ^{zqrsu} | 21% | 25% | 26% | 24% | 26% |
| Not tell the truth | 681 | 329 | 352 | 105 | 116 | 97 | 114 | 94 | 155 | 227 | 154 | 200 | 98 | 168 | 188 | 154 | 171 | 175 | 179 | 157 | 75 | 60 | 35 | 374 | 307 | 683 |
| | 70% ^t | 69% | 71% | 70% | 72% | 64% | 69% | 70% | 75% | 69% | 69% | 72% | 72% | 65% | 73% | 73% | 71% | 74% ^t | 71% ^t | 71% ^t | 58% | 73% ^t | 73% | 71% | 69% | 69% |
| Don't know | 46 | 21 | 25 | 6 | 6 | 6 | 8 | 7 | 14 | 12 | 7 | 17 | 10 | 16 | 19 | 6 | 6 | 9 | 9 | 15 | 8 | 5 | 1 | 20 | 27 | 54 |
| | 5% ^p | 4% | 5% | 4% | 4% | 4% | 5% | 5% | 7% | 4% | 3% | 6% | 7% | 6% | 7% ^z | 3% | 2% | 4% | 3% | 7% | 6% | 6% | 2% | 4% | 6% | 5% |
| Net difference | -438 | -205 | -232 | -66 | -76 | -48 | -70 | -62 | -117 | -136 | -91 | -139 | -71 | -92 | -136 | -103 | -107 | -123 | -113 | -109 | -28 | -43 | -23 | -239 | -199 | -430 |
| | -45% | -43% | -47% | -44% | -47% | -31% | -42% | -46% | -56% | -41% | -41% | -50% | -52% | -35% | -53% | -49% | -44% | -52% | -45% | -49% | -21% | -52% | -48% | -45% | -45% | -43% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 17
VE01 - 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? Journalists
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|-------------------------|---|--|---|--|--------------|--------------|----------------------|-------------------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|-------------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 243 25% | 70 23% | 78 26% | 16 19% | 64 31% ^c | 13 20% | 69 25% | 111 28% | 62 21% | 147 27% | 68 24% | 27 20% | 36 24% | 15 24% | 87 31% ^{zo} | 105 22% | 51 21% | 43 21% | 88 30% | 32 21% | 24 23% | 23 22% | 26 26% | 253 26% |
| Not tell the truth | 681 70% ^g | 224 72% | 202 68% | 64 76% | 133 65% | 52 77% | 191 70% | 263 66% | 227 76% ^g | 372 68% | 206 72% | 101 74% | 110 72% | 46 74% | 186 66% | 337 72% | 177 75% | 150 74% | 195 66% | 109 72% | 74 70% | 75 70% | 69 69% | 683 69% |
| Don't know | 46 5% | 15 5% | 17 6% | 4 5% | 8 4% | 2 3% | 12 4% | 24 6% | 10 3% | 28 5% | 10 4% | 9 6% | 7 4% | 2 2% | 9 3% | 28 6% | 10 4% | 9 4% | 13 4% | 9 6% | 7 7% | 8 8% | 5 5% | 54 5% |
| Net difference | -438 -45% | -153 -50% | -124 -42% | -49 -58% | -69 -34% | -39 -58% | -122 -45% | -152 -38% | -165 -55% | -225 -41% | -138 -48% | -74 -54% | -74 -48% | -31 -50% | -100 -35% | -232 -50% | -126 -53% | -107 -53% | -107 -36% | -77 -51% | -49 -47% | -52 -48% | -43 -43% | -430 -43% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 18
VE01 - 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? Judges
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------------|----------|------------------|-----------|-----------|-----------------|-----------|-----------------|-----------------|-----------|-----------|-------------|-----------------|------------------|--------|--------|--------------------------|-----------|-----------------|------------------|------------|------------------|-------------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 775 | 391 | 385 | 116 | 134 | 121 | 134 | 100 | 170 | 267 | 175 | 221 | 109 | 218 | 212 | 165 | 180 | 189 | 194 | 186 | 104 | 70 | 32 | 427 | 348 | 778 |
| | 80% _p | 82% | 77% | 78% | 83% | 80% | 80% | 75% | 82% | 81% | 79% | 79% | 80% | 84% _p | 82% | 78% | 75% | 80% | 77% | 84% _v | 80% | 86% _v | 67% | 81% | 79% | 79% |
| Not tell the truth | 157 | 72 | 85 | 30 | 22 | 23 | 33 | 25 | 25 | 52 | 41 | 47 | 17 | 35 | 32 | 37 | 53 | 42 | 44 | 27 | 23 | 8 | 13 | 85 | 72 | 172 |
| | 16% | 15% | 17% | 20% | 14% | 15% | 20% | 19% | 12% | 16% | 18% | 17% | 13% | 13% | 12% | 18% | 22% _{zmn} | 18% | 17% | 12% | 17% | 10% | 26% _{su} | 16% | 16% | 17% |
| Don't know | 38 | 11 | 27 | 4 | 6 | 8 | - | 9 | 12 | 11 | 7 | 11 | 10 | 7 | 15 | 9 | 7 | 5 | 15 | 8 | 3 | 3 | 3 | 18 | 21 | 40 |
| | 4% _{af} | 2% | 5% _{za} | 3% | 4% | 5% _f | - | 7% _f | 6% _f | 3% | 3% | 4% | 7% _z | 3% | 6% | 4% | 3% | 2% | 6% _q | 4% | 3% | 4% | 7% | 3% | 5% | 4% |
| Net difference | 618 | 319 | 299 | 86 | 112 | 98 | 101 | 75 | 145 | 215 | 134 | 174 | 92 | 183 | 180 | 128 | 127 | 146 | 150 | 159 | 82 | 61 | 19 | 342 | 276 | 606 |
| | 64% | 67% | 60% | 58% | 69% | 65% | 61% | 56% | 70% | 65% | 60% | 62% | 67% | 70% | 70% | 60% | 53% | 62% | 59% | 72% | 63% | 76% | 40% | 65% | 63% | 61% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 19
VE01 - 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? Judges
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|---------------------|---|--|---|--|------------------|--------------------|----------------------|------------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 775 | 248 | 254 | 60 | 163 | 47 | 200 | 324 | 251 | 443 | 222 | 110 | 127 | 49 | 224 | 373 | 189 | 163 | 252 | 110 | 87 | 82 | 83 | 778 |
| | 80% ^{cels} | 80% | 85% ^{zce} | 71% | 79% | 70% | 74% | 81% ^f | 84% ^f | 81% | 78% | 80% | 83% | 79% | 79% | 79% | 80% | 81% | 85% ^{zs} | 73% | 83% | 77% | 83% | 79% |
| Not tell the truth | 157 | 49 | 35 | 21 | 35 | 15 | 64 | 54 | 39 | 79 | 55 | 22 | 22 | 12 | 47 | 76 | 39 | 29 | 35 | 35 | 15 | 18 | 12 | 172 |
| | 16% ^r | 16% | 12% | 25% ^{zb} | 17% | 23% ^b | 24% ^{zgh} | 14% | 13% | 14% | 19% | 16% | 14% | 19% | 17% | 16% | 17% | 14% | 12% | 23% ^{zr} | 15% | 17% | 12% | 17% |
| Don't know | 38 | 13 | 9 | 3 | 8 | 5 | 7 | 21 | 10 | 25 | 8 | 5 | 4 | 1 | 11 | 21 | 9 | 10 | 9 | 6 | 3 | 7 | 5 | 40 |
| | 4% | 4% | 3% | 4% | 4% | 8% | 3% | 5% | 3% | 5% | 3% | 4% | 3% | 2% | 4% | 5% | 4% | 5% | 3% | 4% | 3% | 6% | 5% | 4% |
| Net difference | 618 | 199 | 219 | 39 | 128 | 32 | 136 | 270 | 213 | 363 | 166 | 88 | 105 | 37 | 177 | 297 | 150 | 134 | 216 | 75 | 71 | 65 | 71 | 606 |
| | 64% | 64% | 74% | 46% | 62% | 47% | 50% | 68% | 71% | 66% | 58% | 64% | 69% | 60% | 63% | 63% | 63% | 66% | 73% | 50% | 68% | 61% | 71% | 61% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 20
VE01 - 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? Managers in the NHS
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | WORKING STATUS | | UNWTD TOTAL | | |
|------------------------|------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|-----------|-----------|------------------|--------------|-------------------|------------|----------|--------------------------|-----------|--------------|-----------|------------|----------------|-----------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | | WORKING (w) | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 475 | 247 | 229 | 94 | 95 | 83 | 74 | 53 | 77 | 197 | 107 | 120 | 48 | 128 | 120 | 90 | 137 | 113 | 114 | 110 | 73 | 41 | 24 | 267 | 208 | 486 |
| | 49% l | ghk 52% | 46% | 63% h | zfg h | 58% h | zfg h | 55% h | gh h | 44% | 39% | 37% | 60% l | zjk 48% 43% | 48% 47% | 43% | 35% 57% zno | 48% | 45% | 50% | 56% r | 51% | 49% | 50% | 47% | 49% |
| Not tell the truth | 415 | 198 | 217 | 51 | 55 | 55 | 85 | 64 | 105 | 114 | 98 | 133 | 69 | 115 | 111 | 106 | 82 | 107 | 115 | 96 | 45 | 28 | 23 | 219 | 196 | 423 |
| | 43% t | ipt 42% | 44% | 34% | 34% | 36% | 51% cde | 48% cd | 51% zcd | 35% | 44% | 48% i | 51% zi | 44% p | 43% p | 50% p | 34% | 46% t | 46% | 43% | 35% | 34% | 46% | 41% | 44% | 43% |
| Don't know | 80 | 29 | 51 | 4 | 12 | 14 | 8 | 17 | 24 | 18 | 17 | 26 | 18 | 17 | 27 | 15 | 22 | 15 | 24 | 15 | 12 | 12 | 2 | 43 | 37 | 81 |
| | 8% ac | 6% | 10% za | 3% | 7% | 9% | 5% | 13% zcf | 12% zcf | 6% | 8% | 9% | 13% zi | 6% | 10% | 7% | 9% | 6% | 9% | 7% | 9% | 15% zq | 4% | 8% | 8% | 8% |
| Net difference | 60 | 49 | 12 | 43 | 39 | 28 | -11 | -11 | -28 | 83 | 10 | -13 | -21 | 12 | 9 | -16 | 55 | 6 | -2 | 14 | 28 | 14 | 1 | 48 | 12 | 63 |
| | 6% | 10% | 2% | 29% | 24% | 18% | -7% | -8% | -14% | 25% | 4% | -5% | -16% | 5% | 4% | -8% | 23% | 2% | -1% | 6% | 21% | 17% | 3% | 9% | 3% | 6% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 21
VE01 - 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? Managers in the NHS
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | |
|------------------------|-------------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | UNWTD TOTAL |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 475 | 140 | 141 | 45 | 112 | 31 | 139 | 202 | 133 | 250 | 164 | 60 | 101 | 37 | 148 | 187 | 104 | 104 | 158 | 66 | 47 | 43 | 53 | 486 |
| | 49% ^{io} | 45% | 47% | 53% | 55% | 46% | 51% | 51% | 44% | 46% | 58% ^{zik} | 44% | 66% ^{zno} | 59% ^o | 52% ^o | 40% | 44% | 52% | 53% | 44% | 45% | 40% | 53% | 49% |
| Not tell the truth | 415 | 145 | 134 | 31 | 77 | 28 | 110 | 164 | 141 | 245 | 106 | 63 | 44 | 23 | 116 | 232 | 109 | 86 | 118 | 65 | 49 | 53 | 35 | 423 |
| | 43% ^l | 47% | 45% | 37% | 38% | 41% | 40% | 41% | 47% | 45% | 37% | 46% | 29% | 36% | 41% ^l | 50% ^{zln} | 46% | 42% | 40% | 43% | 47% | 49% | 35% | 43% |
| Don't know | 80 | 24 | 22 | 9 | 16 | 8 | 22 | 32 | 26 | 52 | 14 | 14 | 8 | 3 | 19 | 50 | 24 | 12 | 21 | 19 | 9 | 11 | 13 | 81 |
| | 8% ^j | 8% | 8% | 10% | 8% | 13% | 8% | 8% | 9% | 10% ^j | 5% | 10% | 5% | 5% | 7% | 11% ^z | 10% | 6% | 7% | 13% ^{zq} | 8% | 11% | 13% | 8% |
| Net difference | 60 | -4 | 7 | 14 | 35 | 3 | 29 | 38 | -8 | 4 | 58 | -3 | 57 | 14 | 32 | -46 | -5 | 18 | 40 | 2 | -1 | -10 | 18 | 63 |
| | 6% | -1% | 2% | 16% | 17% | 5% | 11% | 10% | -3% | 1% | 20% | -2% | 37% | 23% | 11% | -10% | -2% | 9% | 13% | 1% | -1% | -9% | 18% | 6% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 22
VE01 - 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? The ordinary man/woman in the street
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------|----------|------------|-----------|-----------|-----------|-----------|------------|------------|-----------|--------------|------------------|--------------|------------|----------|--------|--------------------------|-----------|--------------|------------|------------|--------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 655 | 336 | 320 | 85 | 88 | 101 | 125 | 101 | 156 | 184 | 151 | 216 | 102 | 196 | 180 | 137 | 143 | 153 | 160 | 167 | 79 | 59 | 37 | 358 | 298 | 667 |
| | 68% p | cdi 71% | 64% | 57% | 54% | 67% | 75% cd | 75% zcd | 75% zcd | 56% | 68% i | 77% zij | 75% zi | 75% zop | 69% p | 65% | 59% | 65% | 63% | 75% zqr | 61% | 73% | 76% | 68% | 67% | 67% |
| Not tell the truth | 257 | 117 | 140 | 61 | 61 | 38 | 35 | 26 | 36 | 125 | 57 | 47 | 27 | 55 | 60 | 61 | 81 | 66 | 70 | 50 | 44 | 15 | 12 | 142 | 115 | 256 |
| | 26% lm | ghk 25% | 28% | 41% gh | 37% h | zfg 25% | 21% | 20% | 17% | 38% i | zjk 26% k | 17% | 20% | 21% | 23% | 29% | 34% zmn | 28% | 28% | 22% | 34% zsu | 18% | 24% | 27% | 26% | 26% |
| Don't know | 58 | 21 | 37 | 3 | 13 | 13 | 7 | 7 | 15 | 20 | 14 | 17 | 7 | 9 | 19 | 14 | 16 | 17 | 23 | 5 | 7 | 8 | - | 30 | 29 | 67 |
| | 6% s | 4% | 7% | 2% | 8% | 8% | 4% | 5% | 7% | 6% | 6% | 6% | 5% | 4% | 7% | 7% | 7% | 7% s | 9% s | 2% | 5% | 9% sv | - | 6% | 6% | 7% |
| Net difference | 399 | 219 | 180 | 24 | 27 | 64 | 91 | 74 | 119 | 60 | 94 | 169 | 75 | 141 | 120 | 76 | 62 | 87 | 90 | 117 | 35 | 44 | 25 | 216 | 183 | 411 |
| | 41% | 46% | 36% | 16% | 17% | 42% | 54% | 56% | 58% | 18% | 42% | 61% | 55% | 54% | 46% | 36% | 26% | 37% | 36% | 53% | 27% | 55% | 52% | 41% | 41% | 42% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 23
VE01 - 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? The ordinary man/woman in the street
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | UNWTD TOTAL |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 655 | 238 | 208 | 42 | 122 | 42 | 172 | 282 | 202 | 382 | 176 | 98 | 93 | 36 | 171 | 355 | 154 | 127 | 227 | 95 | 80 | 74 | 73 | 667 |
| | 68%cdjn | 77%zede | 70%cd | 50% | 59% | 63% | 63% | 71% | 67% | 70%j | 62% | 71% | 61% | 57% | 60% | 76%zlm n | 65% | 63% | 77%zpq s | 63% | 76% | 70% | 73% | 67% |
| Not tell the truth | 257 | 56 | 69 | 35 | 73 | 20 | 82 | 94 | 81 | 124 | 100 | 31 | 54 | 21 | 92 | 88 | 66 | 66 | 55 | 43 | 22 | 30 | 21 | 256 |
| | 26%ator | 18% | 23% | 41%zab | 36%zab | 30%a | 30% | 23% | 27% | 23% | 35%zik | 23% | 35%zo | 34%o | 32%zo | 19% | 28%r | 33%r | 19% | 28%r | 21% | 28% | 21% | 26% |
| Don't know | 58 | 16 | 20 | 7 | 11 | 4 | 18 | 23 | 18 | 41 | 9 | 8 | 6 | 6 | 20 | 27 | 17 | 9 | 14 | 13 | 3 | 2 | 6 | 67 |
| | 6%j | 5% | 7% | 9% | 5% | 6% | 7% | 6% | 6% | 8%j | 3% | 6% | 4% | 9% | 7% | 6% | 7% | 4% | 5% | 8% | 3% | 2% | 6% | 7% |
| Net difference | 399 | 182 | 139 | 8 | 49 | 22 | 90 | 188 | 121 | 258 | 76 | 66 | 39 | 15 | 79 | 267 | 87 | 61 | 172 | 52 | 58 | 44 | 52 | 411 |
| | 41% | 59% | 47% | 9% | 24% | 33% | 33% | 47% | 40% | 47% | 27% | 48% | 25% | 23% | 28% | 57% | 37% | 31% | 58% | 35% | 55% | 41% | 53% | 42% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 24
VE01 - 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? Politicians generally
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|--------------------|-------------------|------------|-----------|-----------|-----------|-----------|-----------|------------------|-----------|-----------|------------------|--------------|--------|------------------|--------|--------------------------|--------------------|------------------|------------------|------------------|---------------------|------------------|------------------|------------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 202 | 114 | 88 | 37 | 31 | 28 | 34 | 25 | 47 | 71 | 40 | 57 | 32 | 58 | 53 | 44 | 47 | 34 | 53 | 57 | 29 | 20 | 9 | 104 | 98 | 219 |
| | 21% _{bq} | 24% _{zb} | 18% | 25% | 19% | 18% | 20% | 19% | 23% | 22% | 18% | 21% | 24% | 22% | 21% | 21% | 20% | 14% | 21% | 26% _q | 22% _q | 25% _q | 19% | 20% | 22% | 22% |
| Not tell the truth | 720 | 342 | 378 | 108 | 124 | 118 | 128 | 99 | 143 | 246 | 174 | 202 | 94 | 189 | 185 | 164 | 182 | 190 | 191 | 154 | 94 | 51 | 39 | 409 | 311 | 715 |
| | 74% _{hux} | 72% | 76% | 73% | 76% | 78% | 77% | 74% | 69% | 75% | 78% | 72% | 69% | 73% | 71% | 77% | 76% | 81% _{zsu} | 75% _u | 70% | 72% | 63% | 81% _u | 77% _x | 71% | 72% |
| Don't know | 49 | 18 | 31 | 4 | 7 | 6 | 5 | 10 | 17 | 11 | 8 | 20 | 10 | 13 | 21 | 4 | 11 | 12 | 10 | 10 | 7 | 10 | - | 17 | 32 | 56 |
| | 5% _w | 4% | 6% | 3% | 5% | 4% | 3% | 7% | 8% _{zc} | 3% | 3% | 7% | 7% | 5% | 8% _{zo} | 2% | 5% | 5% | 4% | 5% | 5% | 12% _{zqrs} | - | 3% | 7% _{zw} | 6% |
| Net difference | -518 | -228 | -289 | -71 | -93 | -90 | -94 | -74 | -96 | -175 | -134 | -145 | -62 | -131 | -132 | -120 | -135 | -156 | -138 | -98 | -65 | -30 | -30 | -305 | -213 | -496 |
| | -53% | -48% | -58% | -48% | -57% | -59% | -56% | -55% | -46% | -53% | -60% | -52% | -45% | -51% | -51% | -57% | -56% | -66% | -55% | -44% | -50% | -38% | -62% | -58% | -48% | -50% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 25
VE01 - 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? Politicians generally
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 202 | 75 | 55 | 14 | 44 | 12 | 57 | 77 | 68 | 118 | 55 | 29 | 34 | 15 | 64 | 89 | 39 | 38 | 69 | 37 | 28 | 22 | 22 | 219 |
| | 21% | 24% | 19% | 16% | 21% | 18% | 21% | 19% | 23% | 22% | 19% | 21% | 22% | 23% | 23% | 19% | 16% | 19% | 23% | 24% | 27% | 21% | 22% | 22% |
| Not tell the truth | 720 | 214 | 229 | 67 | 152 | 52 | 196 | 301 | 222 | 401 | 221 | 96 | 111 | 48 | 209 | 349 | 185 | 154 | 214 | 107 | 72 | 80 | 76 | 715 |
| | 74%a | 69% | 77% | 79% | 74% | 77% | 72% | 76% | 74% | 73% | 77% | 70% | 72% | 77% | 74% | 74% | 78% | 76% | 72% | 71% | 68% | 75% | 76% | 72% |
| Don't know | 49 | 20 | 13 | 4 | 9 | 3 | 18 | 21 | 10 | 28 | 9 | 12 | 8 | - | 9 | 32 | 13 | 10 | 13 | 7 | 5 | 5 | 2 | 56 |
| | 5% | 7% | 4% | 4% | 4% | 4% | 7% | 5% | 3% | 5% | 3% | 9%z | 5% | - | 3% | 7%z | 6% | 5% | 4% | 4% | 5% | 5% | 2% | 6% |
| Net difference | -518 | -139 | -173 | -53 | -108 | -39 | -140 | -225 | -154 | -283 | -165 | -68 | -77 | -33 | -145 | -260 | -147 | -116 | -145 | -70 | -44 | -58 | -53 | -496 |
| | -53% | -45% | -58% | -63% | -53% | -59% | -52% | -56% | -51% | -52% | -58% | -50% | -50% | -53% | -51% | -55% | -62% | -57% | -49% | -47% | -41% | -54% | -53% | -50% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 26
VE01 - 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? Pollsters
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|------------|-----------|------------------|------------------|------------------|------------------|--------------------|------------------|------------------|--------------------|------------------|--------------------|--------------------|--------|--------------------------|--------------------|--------------|-------------------|------------|--------------|--------------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 516 | 267 | 248 | 82 | 92 | 91 | 93 | 65 | 91 | 186 | 130 | 135 | 63 | 161 | 125 | 109 | 121 | 138 | 133 | 128 | 65 | 33 | 18 | 291 | 224 | 520 |
| | 53% ^{hu} | 56% | 50% | 55% | 57% ^h | 60% ^h | 56% ^h | 49% | 44% | 57% | 58% ^l | 48% | 47% | 62% ^{znp} | 48% | 51% | 50% | 59% ^{zuv} | 53% | 58% ^{uv} | 50% | 40% | 38% | 55% | 51% | 53% |
| Not tell the truth | 330 | 156 | 174 | 47 | 45 | 43 | 54 | 54 | 85 | 95 | 66 | 121 | 49 | 76 | 89 | 78 | 86 | 71 | 88 | 68 | 44 | 34 | 25 | 168 | 162 | 347 |
| | 34% ⁱ | 33% | 35% | 32% | 28% | 28% | 33% | 41% ^d | 41% ^{zde} | 29% | 30% | 43% ^{zij} | 36% | 29% | 34% | 37% | 36% | 30% | 35% | 31% | 34% | 42% | 51% ^{zqs} | 32% | 37% | 35% |
| Don't know | 125 | 50 | 75 | 20 | 25 | 17 | 19 | 14 | 30 | 48 | 26 | 24 | 24 | 22 | 45 | 24 | 33 | 26 | 32 | 25 | 21 | 15 | 6 | 70 | 55 | 123 |
| | 13% ^{km} | 11% | 15% | 13% | 15% | 11% | 11% | 11% | 15% | 15% ^k | 12% | 9% | 18% ^k | 9% | 17% ^{zsm} | 12% | 14% | 11% | 13% | 11% | 16% | 18% | 12% | 13% | 12% | 12% |
| Net difference | 185 | 111 | 74 | 35 | 47 | 48 | 39 | 11 | 6 | 91 | 64 | 14 | 15 | 84 | 36 | 30 | 34 | 67 | 45 | 60 | 21 | -1 | -6 | 124 | 62 | 173 |
| | 19% | 23% | 15% | 23% | 29% | 32% | 23% | 8% | 3% | 28% | 29% | 5% | 11% | 33% | 14% | 14% | 14% | 29% | 18% | 27% | 16% | -1% | -13% | 23% | 14% | 17% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/op - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 27
VE01 - 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? Pollsters
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------------|---|--|---|--|------------------|-------------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 516 | 147 | 180 | 37 | 115 | 33 | 126 | 226 | 162 | 305 | 147 | 62 | 82 | 42 | 162 | 227 | 126 | 113 | 168 | 69 | 54 | 48 | 42 | 520 |
| | 53% ^{afo} | 48% | 61% ^{zac} | 44% | 56% | 49% | 46% | 57% ^f | 54% | 56% ^k | 52% | 46% | 53% | 68% ^o | 58% ^o | 48% | 53% | 56% | 57% ^s | 46% | 51% | 45% | 42% | 53% |
| Not tell the truth | 330 | 128 | 80 | 29 | 61 | 29 | 100 | 119 | 111 | 179 | 90 | 62 | 43 | 16 | 86 | 185 | 77 | 72 | 92 | 56 | 43 | 43 | 34 | 347 |
| | 34% ^{bg} | 41% ^{zbd} | 27% | 35% | 30% | 43% ^b | 37% | 30% | 37% | 33% | 32% | 45% ^{zj} | 28% | 26% | 31% | 39% ^{zln} | 33% | 36% | 31% | 37% | 41% | 40% | 34% | 35% |
| Don't know | 125 | 34 | 37 | 18 | 29 | 5 | 45 | 53 | 27 | 64 | 48 | 13 | 29 | 4 | 33 | 57 | 34 | 17 | 36 | 25 | 8 | 16 | 24 | 123 |
| | 13% | 11% | 12% | 21% ^{zae} | 14% | 8% | 16% ^{zh} | 13% | 9% | 12% | 17% | 9% | 19% | 7% | 12% | 12% | 14% | 9% | 12% | 17% ^q | 8% | 15% | 24% ^{zt} | 12% |
| Net difference | 185 | 20 | 100 | 8 | 53 | 4 | 26 | 108 | 51 | 126 | 57 | 1 | 39 | 26 | 76 | 42 | 48 | 41 | 76 | 12 | 10 | 6 | 9 | 173 |
| | 19% | 6% | 34% | 9% | 26% | 7% | 9% | 27% | 17% | 23% | 20% | * | 26% | 42% | 27% | 9% | 20% | 20% | 26% | 8% | 10% | 5% | 9% | 17% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 28
VE01 - 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? Scientists
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|------------|--------------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|--------------|--------------------|-------------------|--------------------|--------------------------|------------------|------------------|-----------|------------|---------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 767 | 375 | 392 | 107 | 132 | 125 | 135 | 108 | 160 | 254 | 180 | 227 | 103 | 220 | 215 | 147 | 186 | 194 | 185 | 183 | 103 | 60 | 43 | 426 | 341 | 779 |
| | 79% ^{or} | 79% | 79% | 72% | 81% | 82% | 81% | 81% | 77% | 77% | 81% | 81% | 76% | 85% ^{zop} | 83% ^{oo} | 70% | 77% | 82% ^r | 73% | 83% | 79% | 74% | 88% | 80% | 77% | 79% |
| Not tell the truth | 150 | 77 | 73 | 37 | 22 | 18 | 20 | 19 | 34 | 61 | 25 | 40 | 23 | 29 | 30 | 52 | 39 | 34 | 46 | 31 | 23 | 12 | 5 | 76 | 74 | 157 |
| | 15% ⁿ | 16% | 15% | 25% ^{zde} | 13% | 12% | 12% | 14% | 16% | 19% | 11% | 14% | 17% | 11% | 12% | 25% ^{zmn} | 16% | 14% | 18% | 14% | 17% | 14% | 10% | 14% | 17% | 16% |
| Don't know | 54 | 21 | 32 | 5 | 9 | 9 | 10 | 7 | 13 | 14 | 18 | 12 | 10 | 11 | 14 | 12 | 17 | 8 | 22 | 8 | 5 | 10 | 1 | 28 | 26 | 54 |
| | 6% | 4% | 7% | 3% | 5% | 6% | 6% | 5% | 6% | 4% | 8% | 4% | 8% | 4% | 5% | 6% | 7% | 4% | 9% ^{zq} | 3% | 3% | 12% ^{zqst} | 2% | 5% | 6% | 5% |
| Net difference | 617 | 298 | 319 | 71 | 110 | 107 | 115 | 89 | 126 | 193 | 155 | 186 | 80 | 191 | 185 | 95 | 147 | 160 | 139 | 152 | 80 | 48 | 38 | 350 | 267 | 622 |
| | 64% | 63% | 64% | 47% | 68% | 70% | 69% | 66% | 61% | 59% | 70% | 67% | 59% | 74% | 71% | 45% | 61% | 68% | 55% | 69% | 62% | 59% | 79% | 66% | 61% | 63% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 29
VE01 - 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? Scientists
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 767 | 238 | 247 | 60 | 158 | 57 | 197 | 337 | 233 | 431 | 224 | 112 | 123 | 52 | 215 | 375 | 190 | 163 | 245 | 109 | 85 | 80 | 80 | 779 |
| | 79%fs | 77% | 83%c | 72% | 77% | 85% | 72% | 85%zf | 78% | 79% | 79% | 82% | 80% | 84% | 76% | 80% | 80% | 81% | 83% _s | 72% | 81% | 75% | 80% | 79% |
| Not tell the truth | 150 | 56 | 36 | 14 | 35 | 7 | 56 | 43 | 50 | 81 | 51 | 17 | 26 | 7 | 48 | 68 | 32 | 27 | 44 | 30 | 19 | 23 | 16 | 157 |
| | 15%g | 18% | 12% | 17% | 10% | 7 | 21%zg | 11% | 17% | 15% | 18% | 12% | 17% | 12% | 17% | 14% | 13% | 14% | 15% | 20% | 18% | 21% | 16% | 16% |
| Don't know | 54 | 15 | 13 | 10 | 12 | 3 | 18 | 18 | 17 | 36 | 10 | 8 | 4 | 3 | 20 | 27 | 15 | 11 | 7 | 11 | 1 | 4 | 4 | 54 |
| | 6%rt | 5% | 5% | 11%zab | 6% | 5% | 7% | 5% | 6% | 7% | 3% | 6% | 3% | 4% | 7% | 6% | 6%r | 5% | 2% | 7%r | 1% | 4% | 4% | 5% |
| Net difference | 617 | 183 | 211 | 46 | 123 | 50 | 140 | 294 | 182 | 350 | 172 | 95 | 97 | 45 | 167 | 307 | 158 | 136 | 201 | 79 | 66 | 57 | 64 | 622 |
| | 64% | 59% | 71% | 55% | 60% | 75% | 52% | 74% | 61% | 64% | 61% | 69% | 63% | 72% | 59% | 65% | 67% | 67% | 68% | 52% | 63% | 53% | 64% | 63% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 30
VE01 - 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? Teachers
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|--------------|--------|--------|--------|--------------------------|-----------|--------------|-----------|------------|--------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 832 | 414 | 419 | 116 | 147 | 132 | 138 | 113 | 186 | 279 | 189 | 239 | 122 | 219 | 231 | 173 | 209 | 201 | 211 | 200 | 111 | 66 | 44 | 473 | 360 | 842 |
| | 86%cx | 87% | 84% | 78% | 91%c | 87% | 83% | 84% | 90%c | 85% | 85% | 85% | 90% | 84% | 89% | 82% | 87% | 85% | 83% | 91% | 85% | 81% | 91% | 89%zx | 82% | 85% |
| Not tell the truth | 109 | 54 | 55 | 32 | 11 | 17 | 24 | 14 | 11 | 44 | 31 | 26 | 8 | 31 | 20 | 31 | 26 | 27 | 36 | 16 | 16 | 9 | 5 | 43 | 65 | 115 |
| | 11%hn | 11% | 11% | 21%zd | 7% | 11% | 15%h | 10% | 5% | 13%l | 14%l | 9% | 6% | 12% | 8% | 15% | 11% | 11% | 14% | 7% | 12% | 12% | 9% | 8% | 15%zw | 12% |
| Don't know | 29 | 6 | 23 | 2 | 4 | 2 | 4 | 7 | 11 | 7 | 3 | 14 | 6 | 10 | 7 | 7 | 5 | 8 | 6 | 5 | 4 | 6 | - | 13 | 16 | 33 |
| | 3%a | 1% | 5%za | 1% | 3% | 2% | 2% | 5% | 5% | 2% | 1% | 5%zj | 4% | 4% | 3% | 3% | 2% | 4% | 2% | 2% | 3% | 7%z | - | 2% | 4% | 3% |
| Net difference | 724 | 360 | 364 | 85 | 136 | 115 | 114 | 99 | 175 | 235 | 158 | 213 | 114 | 188 | 211 | 142 | 183 | 174 | 175 | 185 | 95 | 57 | 39 | 429 | 295 | 727 |
| | 75% | 76% | 73% | 57% | 84% | 76% | 68% | 74% | 84% | 71% | 71% | 76% | 84% | 73% | 82% | 67% | 76% | 74% | 69% | 83% | 73% | 70% | 81% | 81% | 67% | 73% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 31
VE01 - 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? Teachers
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|--------------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 832 | 275 | 255 | 62 | 182 | 55 | 228 | 343 | 260 | 469 | 240 | 123 | 130 | 54 | 242 | 405 | 201 | 177 | 262 | 130 | 93 | 95 | 83 | 842 |
| | 86% ^c | 89% ^c | 86% ^c | 73% | 89% ^c | 83% | 84% | 86% | 87% | 86% | 84% | 90% | 84% | 86% | 86% | 86% | 85% | 88% | 88% | 86% | 89% | 89% | 84% | 85% |
| Not tell the truth | 109 | 24 | 33 | 19 | 20 | 9 | 32 | 45 | 31 | 56 | 41 | 11 | 23 | 7 | 35 | 43 | 33 | 24 | 23 | 11 | 10 | 10 | 14 | 115 |
| | 11% ^{aor} | 8% | 11% | 22% ^{zabcd} | 10% | 14% | 12% | 11% | 10% | 10% | 14% | 8% | 15% | 11% | 12% | 9% | 14% ^r | 12% | 8% | 7% | 9% | 10% | 14% | 12% |
| Don't know | 29 | 11 | 9 | 4 | 3 | 2 | 11 | 10 | 8 | 22 | 4 | 3 | 1 | 2 | 5 | 21 | 3 | 1 | 11 | 10 | 2 | 2 | 2 | 33 |
| | 3% ^c | 3% | 3% | 5% | 2% | 3% | 4% | 2% | 3% | 4% | 1% | 2% | 1% | 3% | 2% | 5% ^z | 1% | * | 4% ^q | 6% ^{zpq} | 2% | 2% | 2% | 3% |
| Net difference | 724 | 251 | 222 | 43 | 162 | 46 | 196 | 298 | 229 | 414 | 199 | 112 | 107 | 47 | 207 | 362 | 168 | 154 | 239 | 119 | 83 | 84 | 69 | 727 |
| | 75% | 81% | 75% | 51% | 79% | 69% | 72% | 75% | 76% | 76% | 70% | 82% | 70% | 75% | 73% | 77% | 71% | 76% | 81% | 79% | 79% | 79% | 70% | 73% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 32
VE01 - 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? Television News Readers
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|--------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|--------------|--------|--------|----------|--------------------------|-----------|--------------|-----------|------------|--------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 634 | 313 | 321 | 82 | 86 | 107 | 117 | 91 | 151 | 184 | 150 | 201 | 96 | 192 | 173 | 129 | 140 | 154 | 178 | 148 | 74 | 51 | 29 | 345 | 289 | 645 |
| | 65%cdi pt | 66% | 65% | 55% | 53% | 70%cd | 71%cd | 68%cd | 73%zcd | 56% | 68%i | 72%zi | 71%i | 74%zop | 67% | 61% | 58% | 66% | 70%t | 67% | 57% | 63% | 60% | 65% | 66% | 65% |
| Not tell the truth | 287 | 141 | 147 | 62 | 67 | 36 | 44 | 35 | 43 | 131 | 61 | 66 | 29 | 55 | 69 | 76 | 88 | 71 | 66 | 62 | 47 | 23 | 19 | 161 | 126 | 290 |
| | 30%hkl m | 30% | 29% | 41%zef | 42%zef | 24% | 27% | 26% | 21% | 40%zjk | 27% | 24% | 21% | 21% | 27% | 36% m | 37%zmn | 30% | 26% | 28% | 36% | 29% | 38% | 30% | 29% | 29% |
| Don't know | 49 | 19 | 30 | 6 | 9 | 9 | 5 | 7 | 13 | 14 | 11 | 12 | 11 | 13 | 17 | 6 | 12 | 10 | 10 | 12 | 10 | 7 | 1 | 23 | 26 | 55 |
| | 5% | 4% | 6% | 4% | 5% | 6% | 3% | 6% | 7% | 4% | 5% | 4% | 8% | 5% | 7% | 3% | 5% | 4% | 4% | 5% | 7% | 8% | 2% | 4% | 6% | 6% |
| Net difference | 347 | 173 | 174 | 20 | 19 | 71 | 73 | 55 | 108 | 53 | 90 | 135 | 67 | 137 | 104 | 54 | 52 | 83 | 113 | 86 | 27 | 28 | 10 | 184 | 163 | 355 |
| | 36% | 36% | 35% | 14% | 12% | 47% | 44% | 41% | 52% | 16% | 40% | 48% | 49% | 53% | 40% | 25% | 22% | 35% | 44% | 39% | 21% | 34% | 21% | 35% | 37% | 36% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 33
VE01 - 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? Television News Readers
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL | |
|--------------------|--------------|---|--|---|--|---------------------|--------------|----------------------|--------------|-------------------------------|---------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|-----|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 | |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 | |
| Tell the truth | 634 | 211 | 209 | 51 | 118 | 41 | 159 | 263 | 212 | 376 | 153 | 105 | 85 | 41 | 177 | 330 | 154 | 132 | 210 | 86 | 71 | 69 | 75 | 645 | |
| | | 65% ^d fjls | 68% ^d | 70% ^d | 61% | 57% | 62% | 58% | 66% | 71% ^f | 69% ^z j | 54% | 76% ^z j | 55% | 65% | 63% | 70% ^z l | 65% | 66% | 71% ^z s | 57% | 67% | 64% | 75% | 65% |
| Not tell the truth | 287 | 80 | 75 | 29 | 78 | 21 | 96 | 116 | 76 | 139 | 119 | 28 | 60 | 19 | 90 | 117 | 72 | 60 | 76 | 51 | 29 | 33 | 21 | 290 | |
| | | 30% ^k ko | 26% | 25% | 34% | 38% ^z ab | 32% | 35% ^z h | 29% | 25% | 42% ^z ik | 21% | 39% ^z o | 31% | 32% | 25% | 30% | 30% | 26% | 34% | 27% | 30% | 21% | 29% | |
| Don't know | 49 | 18 | 13 | 4 | 9 | 4 | 17 | 19 | 13 | 32 | 13 | 4 | 8 | 2 | 15 | 23 | 11 | 9 | 11 | 14 | 5 | 6 | 4 | 55 | |
| | | 5% | 6% | 4% | 5% | 7% | 6% | 5% | 4% | 6% | 5% | 3% | 5% | 4% | 5% | 5% | 5% | 5% | 4% | 9% ^z r | 5% | 5% | 4% | 6% | |
| Net difference | 347 | 132 | 134 | 22 | 39 | 20 | 63 | 148 | 136 | 237 | 34 | 76 | 25 | 22 | 86 | 213 | 82 | 72 | 133 | 35 | 42 | 36 | 54 | 355 | |
| | | 36% | 43% | 45% | 27% | 19% | 30% | 23% | 37% | 45% | 43% | 12% | 56% | 16% | 35% | 30% | 45% | 35% | 36% | 45% | 23% | 40% | 34% | 54% | 36% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 34
VE01 - 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? The Police
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------------|----------|------------|------------------|-------------------|-----------------|------------------|------------------|-----------------|------------------|-----------|------------------|--------------|--------|--------|--------|--------------------------|------------------|--------------|-----------|------------|-------------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 657 | 311 | 346 | 97 | 123 | 105 | 106 | 82 | 144 | 235 | 148 | 173 | 98 | 186 | 176 | 137 | 157 | 151 | 170 | 159 | 91 | 52 | 34 | 359 | 298 | 656 |
| | 68% ^k | 66% | 70% | 65% | 76% ^{zg} | 69% | 64% | 61% | 70% | 71% ^k | 66% | 62% | 72% | 72% | 68% | 65% | 65% | 64% | 67% | 72% | 69% | 64% | 69% | 68% | 67% | 66% |
| Not tell the truth | 281 | 150 | 131 | 52 | 33 | 41 | 58 | 44 | 53 | 87 | 70 | 92 | 32 | 66 | 72 | 65 | 78 | 79 | 75 | 53 | 37 | 22 | 15 | 152 | 129 | 302 |
| | 29% ^d | 32% | 26% | 35% ^d | 21% | 27% | 35% ^d | 33% ^d | 25% | 27% | 31% | 33% | 24% | 25% | 28% | 31% | 33% | 34% ^z | 30% | 24% | 29% | 27% | 31% | 29% | 29% | 31% |
| Don't know | 32 | 13 | 20 | - | 5 | 6 | 2 | 8 | 10 | 7 | 5 | 15 | 6 | 8 | 10 | 9 | 5 | 5 | 8 | 9 | 3 | 7 | - | 18 | 14 | 32 |
| | 3% | 3% | 4% | - | 3% | 4% ^c | 1% | 6% ^c | 5% ^c | 2% | 2% | 5% ^{zi} | 4% | 3% | 4% | 4% | 2% | 2% | 3% | 4% | 2% | 9% ^{zqt} | - | 3% | 3% | 3% |
| Net difference | 376 | 161 | 215 | 44 | 90 | 64 | 48 | 38 | 92 | 148 | 78 | 81 | 65 | 121 | 104 | 72 | 79 | 72 | 94 | 107 | 53 | 30 | 19 | 207 | 169 | 354 |
| | 39% | 34% | 43% | 30% | 55% | 42% | 29% | 28% | 44% | 45% | 35% | 29% | 48% | 46% | 40% | 34% | 33% | 31% | 37% | 48% | 41% | 37% | 39% | 39% | 38% | 36% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 35
VE01 - 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? The Police
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|------------------|---|--|---|--|----------------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 657 | 221 | 201 | 47 | 143 | 42 | 179 | 271 | 206 | 382 | 182 | 93 | 112 | 43 | 193 | 308 | 148 | 150 | 213 | 98 | 65 | 76 | 68 | 656 |
| | 68% ^c | 71% ^c | 68% | 56% | 70% ^c | 62% | 66% | 68% | 69% | 70% | 64% | 68% | 73% | 68% | 68% | 66% | 62% | 74% ^p | 72% ^p | 65% | 62% | 71% | 68% | 66% |
| Not tell the truth | 281 | 80 | 87 | 37 | 56 | 18 | 89 | 112 | 81 | 142 | 96 | 43 | 39 | 20 | 79 | 143 | 83 | 49 | 73 | 47 | 37 | 29 | 28 | 302 |
| | 29% ⁱ | 26% | 29% | 44% ^{zabde} | 27% | 27% | 33% | 28% | 27% | 26% | 34% | 31% | 25% | 32% | 28% | 30% | 35% ^{qr} | 24% | 25% | 31% | 35% | 27% | 28% | 31% |
| Don't know | 32 | 9 | 9 | * | 6 | 7 | 4 | 15 | 13 | 24 | 7 | 1 | 2 | - | 11 | 19 | 7 | 3 | 11 | 5 | 4 | 2 | 4 | 32 |
| | 3% ^f | 3% | 3% | 1% | 3% | 11% ^{zabcd} | 1% | 4% | 4% | 4% | 3% | 1% | 2% | - | 4% | 4% | 3% | 1% | 4% | 4% | 3% | 2% | 4% | 3% |
| Net difference | 376 | 141 | 114 | 10 | 86 | 24 | 90 | 159 | 125 | 240 | 86 | 50 | 73 | 23 | 114 | 165 | 65 | 101 | 140 | 50 | 28 | 47 | 39 | 354 |
| | 39% | 45% | 38% | 12% | 42% | 36% | 33% | 40% | 42% | 44% | 30% | 36% | 48% | 37% | 40% | 35% | 28% | 50% | 47% | 34% | 27% | 44% | 39% | 36% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 36
VE01 - 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? Trade Union officials
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|--------------|--------|--------|--------|--------------------------|-----------|--------------|-----------|------------|--------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 447 | 224 | 223 | 82 | 83 | 73 | 90 | 55 | 65 | 175 | 108 | 120 | 42 | 124 | 116 | 87 | 120 | 123 | 106 | 94 | 59 | 38 | 27 | 262 | 186 | 453 |
| | 46%hx | 47% | 45% | 55%zgh | 51%h | 48%h | 54%h | 41% | 31% | 53%zkl | 49%l | 43%l | 31% | 48%h | 45% | 41% | 50% | 52%zr | 42% | 42% | 45% | 47% | 56% | 49%x | 42% | 46% |
| Not tell the truth | 403 | 205 | 198 | 47 | 57 | 57 | 64 | 64 | 113 | 108 | 88 | 129 | 76 | 109 | 101 | 97 | 94 | 84 | 112 | 107 | 53 | 28 | 19 | 202 | 201 | 424 |
| | 42%ciq | 43% | 40% | 31% | 35% | 38% | 39% | 48%c | 55%zcd | 33% | 39% | 46%i | 56%zij | 42% | 39% | 46% | 39% | 35% | 44% | 48%q | 40% | 34% | 40% | 38% | 46%zw | 43% |
| Don't know | 120 | 44 | 76 | 20 | 22 | 22 | 12 | 15 | 29 | 45 | 26 | 30 | 18 | 26 | 41 | 27 | 26 | 29 | 35 | 20 | 19 | 15 | 2 | 66 | 55 | 113 |
| | 12%a | 9% | 15%za | 14% | 14% | 15% | 7% | 11% | 14% | 14% | 12% | 11% | 13% | 10% | 16% | 13% | 11% | 12% | 14% | 9% | 15% | 19%sv | 5% | 12% | 12% | 11% |
| Net difference | 45 | 19 | 25 | 36 | 25 | 16 | 25 | -9 | -49 | 67 | 21 | -9 | -35 | 15 | 15 | -10 | 26 | 40 | -6 | -13 | 6 | 11 | 8 | 60 | -15 | 29 |
| | 5% | 4% | 5% | 24% | 16% | 10% | 15% | -7% | -23% | 20% | 9% | -3% | -25% | 6% | 6% | -5% | 11% | 17% | -2% | -6% | 4% | 13% | 16% | 11% | -3% | 3% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 37
VE01 - 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? Trade Union officials
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|---------------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 447 | 123 | 139 | 42 | 105 | 32 | 128 | 186 | 133 | 245 | 145 | 55 | 79 | 34 | 143 | 189 | 99 | 102 | 148 | 60 | 43 | 38 | 31 | 453 |
| | 46% ^{aouv} | 40% | 47% | 50% | 51% ^a | 48% | 47% | 47% | 44% | 45% | 51% | 41% | 52% ^{oo} | 55% | 51% ^{oo} | 40% | 42% | 51% | 50% | 40% | 41% | 35% | 31% | 46% |
| Not tell the truth | 403 | 154 | 121 | 32 | 68 | 26 | 106 | 159 | 136 | 236 | 99 | 68 | 50 | 21 | 109 | 223 | 104 | 78 | 124 | 63 | 56 | 57 | 47 | 424 |
| | 42% ^{dj} | 50% ^{zd} | 41% | 38% | 33% | 39% | 39% | 40% | 45% | 43% | 35% | 50% ^z | 32% | 34% | 39% | 47% ^{zln} | 44% | 39% | 42% | 42% | 54% ^z | 54% ^z | 47% | 43% |
| Don't know | 120 | 32 | 38 | 10 | 32 | 8 | 37 | 52 | 31 | 67 | 40 | 14 | 25 | 7 | 30 | 57 | 34 | 22 | 24 | 28 | 6 | 12 | 22 | 113 |
| | 12% ^{rt} | 10% | 13% | 12% | 16% | 12% | 14% | 13% | 10% | 12% | 14% | 10% | 16% | 11% | 11% | 12% | 14% | 11% | 8% | 19% ^{zr} | 6% | 11% | 22% ^{zt} | 11% |
| Net difference | 45 | -31 | 18 | 9 | 37 | 6 | 21 | 27 | -3 | 9 | 47 | -12 | 30 | 13 | 34 | -34 | -5 | 25 | 24 | -3 | -13 | -20 | -16 | 29 |
| | 5% | -10% | 6% | 11% | 18% | 9% | 8% | 7% | -1% | 2% | 16% | -9% | 19% | 21% | 12% | -7% | -2% | 12% | 8% | -2% | -13% | -18% | -16% | 3% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 38
VE01 - 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? Managers in local government
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|------------------|--------------|------------------|------------------|------------------|--------------------------|---------------------|------------------|------------------|------------------|------------------|------------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 359 | 191 | 169 | 63 | 61 | 59 | 55 | 44 | 77 | 136 | 70 | 101 | 51 | 111 | 82 | 77 | 89 | 71 | 83 | 91 | 54 | 37 | 23 | 190 | 170 | 368 |
| | 37% _c | 40% | 34% | 42% | 38% | 39% | 33% | 33% | 37% | 41% | 31% | 36% | 38% | 43% _n | 32% | 36% | 37% | 30% | 33% | 41% _q | 42% _q | 46% _q | 48% _q | 36% | 38% | 37% |
| Not tell the truth | 513 | 242 | 272 | 76 | 84 | 76 | 100 | 71 | 107 | 165 | 132 | 145 | 69 | 117 | 143 | 122 | 131 | 145 | 144 | 105 | 65 | 31 | 23 | 286 | 228 | 528 |
| | 53% _{mu} | 51% | 55% | 51% | 52% | 50% | 60% | 53% | 52% | 50% | 59% | 52% | 51% | 45% | 55% _m | 58% _m | 55% | 61% _{zstu} | 57% _u | 48% | 50% | 39% | 47% | 54% | 52% | 53% |
| Don't know | 98 | 41 | 56 | 10 | 17 | 17 | 11 | 19 | 23 | 28 | 20 | 33 | 15 | 31 | 33 | 12 | 21 | 20 | 26 | 25 | 11 | 13 | 2 | 54 | 44 | 94 |
| | 10% | 9% | 11% | 7% | 10% | 11% | 7% | 14% | 11% | 8% | 9% | 12% | 11% | 12% | 13% _o | 6% | 9% | 9% | 10% | 11% | 9% | 16% | 5% | 10% | 10% | 9% |
| Net difference | -154 | -51 | -103 | -12 | -23 | -17 | -44 | -27 | -31 | -29 | -62 | -44 | -18 | -6 | -60 | -45 | -42 | -74 | -61 | -14 | -11 | 6 | * | -96 | -58 | -160 |
| | -16% | -11% | -21% | -8% | -14% | -11% | -27% | -20% | -15% | -9% | -28% | -16% | -13% | -2% | -23% | -21% | -18% | -31% | -24% | -6% | -8% | 7% | 1% | -18% | -13% | -16% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 39
VE01 - 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? Managers in local government
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 359 | 124 | 105 | 30 | 83 | 13 | 100 | 145 | 113 | 211 | 98 | 49 | 61 | 29 | 118 | 151 | 68 | 72 | 147 | 44 | 51 | 31 | 29 | 368 |
| | | 37%eops | 40%e | 35%e | 40%e | 19% | 37% | 36% | 38% | 39% | 35% | 36% | 40% | 46% | 42%o | 32% | 29% | 36% | 49%zpq | 29% | 48%zuv | 29% | 29% | 37% |
| Not tell the truth | 513 | 157 | 158 | 41 | 105 | 50 | 142 | 215 | 156 | 272 | 165 | 75 | 78 | 30 | 143 | 261 | 144 | 114 | 118 | 90 | 48 | 64 | 58 | 528 |
| | | 53%r | 51% | 53% | 49% | 51% | 53% | 54% | 52% | 50% | 58% | 55% | 51% | 48% | 51% | 56% | 60%zr | 57%r | 40% | 60%r | 46% | 60%t | 58% | 53% |
| Don't know | 98 | 28 | 35 | 13 | 18 | 4 | 29 | 38 | 30 | 64 | 21 | 13 | 14 | 4 | 21 | 57 | 26 | 16 | 32 | 17 | 6 | 12 | 14 | 94 |
| | 10% | 9% | 12% | 16%e | 9% | 5% | 11% | 10% | 10% | 12% | 7% | 9% | 9% | 6% | 7% | 12%z | 11% | 8% | 11% | 11% | 6% | 11% | 14% | 9% |
| Net difference | -154 | -32 | -53 | -11 | -22 | -37 | -43 | -70 | -43 | -61 | -67 | -26 | -18 | -1 | -26 | -110 | -76 | -42 | 28 | -47 | 3 | -34 | -29 | -160 |
| | -16% | -10% | -18% | -13% | -10% | -56% | -16% | -17% | -14% | -11% | -24% | -19% | -11% | -1% | -9% | -23% | -32% | -21% | 10% | -31% | 3% | -32% | -29% | -16% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/l/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 40
VE01 - 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? Local councillors
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|-------------------|----------|------------|------------------|-----------|------------------|-----------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------|------------------|--------------------------|------------------|--------------|-----------|------------|------------------|------------------|------------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 416 | 214 | 202 | 75 | 69 | 56 | 73 | 45 | 97 | 157 | 87 | 102 | 68 | 123 | 105 | 75 | 113 | 94 | 111 | 106 | 51 | 36 | 18 | 214 | 202 | 420 |
| | 43% ^{gk} | 45% | 41% | 50% ^g | 43% | 37% | 44% | 34% | 47% ^g | 48% ^k | 39% | 36% | 50% ^k | 47% ^o | 41% | 35% | 47% ^o | 40% | 44% | 48% | 39% | 44% | 37% | 40% | 46% | 42% |
| Not tell the truth | 482 | 233 | 249 | 63 | 80 | 85 | 86 | 74 | 94 | 148 | 123 | 154 | 57 | 118 | 128 | 125 | 112 | 128 | 123 | 98 | 69 | 33 | 30 | 281 | 201 | 498 |
| | 50% ^x | 49% | 50% | 42% | 50% | 56% ^c | 52% | 55% ^c | 45% | 45% | 55% ^l | 55% ^z | 42% | 45% | 49% | 59% ^z | 46% ^z | 54% ^u | 49% | 44% | 53% | 40% | 63% ^u | 53% ^x | 46% | 50% |
| Don't know | 73 | 26 | 46 | 12 | 13 | 10 | 8 | 15 | 16 | 25 | 13 | 24 | 10 | 19 | 26 | 12 | 16 | 14 | 19 | 17 | 10 | 13 | - | 34 | 38 | 72 |
| | 7% | 6% | 9% | 8% | 8% | 6% | 5% | 11% | 8% | 8% | 6% | 8% | 8% | 7% | 10% | 6% | 7% | 6% | 8% | 7% | 8% | 16% ^z | q | 7% | 9% | 7% |
| Net difference | -66 | -20 | -47 | 12 | -11 | -29 | -13 | -28 | 4 | 9 | -36 | -52 | 11 | 5 | -23 | -50 | 2 | -34 | -13 | 8 | -18 | 3 | -12 | -67 | 1 | -78 |
| | -7% | -4% | -9% | 8% | -7% | -19% | -8% | -21% | 2% | 3% | -16% | -19% | 8% | 2% | -9% | -24% | 1% | -14% | -5% | 4% | -14% | 3% | -25% | -13% | * | -8% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 41
VE01 - 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? Local councillors
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL | |
|--------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|-----|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 | |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 | |
| Tell the truth | 416 | 148 | 122 | 27 | 96 | 18 | 113 | 167 | 136 | 232 | 119 | 63 | 72 | 28 | 131 | 183 | 84 | 88 | 136 | 70 | 52 | 37 | 43 | 420 | |
| | | 43%ceop | 48%zce | 41%e | 32% | 47%ce | 27% | 42% | 42% | 45% | 42% | 42% | 46% | 47% | 45% | 46% | 39% | 35% | 43% | 46%p | 47%p | 50%u | 35% | 43% | 42% |
| Not tell the truth | 482 | 141 | 155 | 49 | 92 | 42 | 138 | 197 | 146 | 277 | 142 | 63 | 64 | 34 | 138 | 245 | 131 | 103 | 136 | 73 | 49 | 62 | 47 | 498 | |
| | 50% | 46% | 52% | 58% | 45% | 63%zad | 51% | 49% | 49% | 51% | 50% | 46% | 42% | 55% | 49% | 52% | 55% | 51% | 46% | 48% | 47% | 58% | 47% | 50% | |
| Don't know | 73 | 20 | 21 | 8 | 18 | 6 | 20 | 34 | 18 | 38 | 24 | 11 | 17 | - | 13 | 41 | 23 | 11 | 24 | 8 | 4 | 7 | 10 | 72 | |
| | 7% | 6% | 7% | 10% | 9% | 10% | 7% | 9% | 6% | 7% | 8% | 8% | 11%mn | - | 5% | 9%lm | 10% | 5% | 8% | 5% | 3% | 7% | 10% | 7% | |
| Net difference | -66 | 7 | -33 | -22 | 4 | -24 | -25 | -30 | -10 | -45 | -24 | 1 | 8 | -6 | -7 | -63 | -47 | -16 | * | -2 | 3 | -25 | -4 | -78 | |
| | -7% | 2% | -11% | -26% | 2% | -36% | -9% | -8% | -3% | -8% | -8% | * | 5% | -10% | -3% | -13% | -20% | -8% | * | -1% | 3% | -24% | -4% | -8% | |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 42
VE01 - 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? Lawyers
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------|----------|------------|-----------|-----------|-----------|-----------|------------------|--------------------|-----------|-----------|-------------------|-------------------|--------|--------|--------|--------------------------|------------------|--------------|-----------|---------------------|------------------|-------------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 496 | 243 | 252 | 65 | 87 | 70 | 84 | 75 | 115 | 162 | 107 | 151 | 73 | 143 | 128 | 96 | 128 | 109 | 133 | 136 | 53 | 43 | 21 | 259 | 236 | 509 |
| | 51%t | 51% | 51% | 44% | 54% | 46% | 50% | 56% | 56%cd | 49% | 48% | 54% | 54% | 55% | 50% | 45% | 53% | 46% | 53%t | 61%zqt | 41% | 54% | 44% | 49% | 54% | 51% |
| Not tell the truth | 400 | 206 | 194 | 78 | 71 | 72 | 70 | 45 | 64 | 155 | 103 | 99 | 43 | 98 | 110 | 96 | 95 | 106 | 100 | 68 | 70 | 29 | 27 | 232 | 168 | 407 |
| | 41%hkl | 44% | 39% | 52%zgh | 44%h | 48%gh | 42%h | 34% | 31% | 47%zkl | 46%kl | 35% | 32% | 38% | 43% | 46% | 39% | 45% _s | 40% | 31% | 53% _{zrsu} | 35% | 56% _{su} | 44% | 38% | 41% |
| Don't know | 75 | 24 | 51 | 7 | 4 | 10 | 12 | 14 | 28 | 12 | 12 | 29 | 20 | 18 | 20 | 19 | 18 | 20 | 20 | 18 | 8 | 9 | - | 37 | 37 | 74 |
| | 8%adi | 5% | 10%za | 4% | 3% | 7% | 7% | 10% _d | 13% _{zcd} | 4% | 6% | 11% _{zi} | 15% _{zj} | 7% | 8% | 9% | 7% | 9% | 8% | 8% | 6% | 11% _v | - | 7% | 8% | 7% |
| Net difference | 96 | 37 | 58 | -13 | 16 | -3 | 14 | 30 | 52 | 7 | 4 | 52 | 30 | 45 | 18 | * | 33 | 3 | 33 | 68 | -17 | 15 | -6 | 27 | 69 | 102 |
| | 10% | 8% | 12% | -9% | 10% | -2% | 8% | 22% | 25% | 2% | 2% | 19% | 22% | 17% | 7% | * | 14% | 1% | 13% | 31% | -13% | 18% | -13% | 5% | 16% | 10% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 43
VE01 - 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? Lawyers
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|-------------------|---|--|---|--|--------------|-------------------|----------------------|------------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 496 | 169 | 150 | 39 | 98 | 36 | 119 | 206 | 170 | 281 | 137 | 76 | 80 | 29 | 138 | 248 | 109 | 105 | 161 | 82 | 57 | 53 | 54 | 509 |
| | 51% ^f | 55% | 51% | 47% | 48% | 53% | 44% | 52% | 57% ^f | 51% | 48% | 56% | 52% | 46% | 49% | 53% | 46% | 52% | 54% | 54% | 54% | 49% | 54% | 51% |
| Not tell the truth | 400 | 114 | 125 | 38 | 96 | 25 | 130 | 164 | 106 | 214 | 136 | 49 | 69 | 31 | 128 | 172 | 112 | 81 | 117 | 51 | 46 | 45 | 35 | 407 |
| | 41% ^{os} | 37% | 42% | 45% | 47% ^a | 37% | 48% ^{zh} | 41% | 35% | 39% | 48% ^{zik} | 36% | 45% | 51% | 45% ^o | 37% | 47% ^s | 40% | 39% | 34% | 44% | 42% | 35% | 41% |
| Don't know | 75 | 27 | 22 | 7 | 11 | 7 | 22 | 28 | 25 | 52 | 11 | 11 | 5 | 2 | 17 | 50 | 16 | 16 | 19 | 18 | 2 | 9 | 11 | 74 |
| | 8% ^{jt} | 9% | 7% | 9% | 5% | 10% | 8% | 7% | 8% | 10% ^{zj} | 4% | 8% | 3% | 3% | 6% | 11% ^{zl} | 7% | 8% | 7% | 12% ^z | 2% | 8% | 11% ^{lt} | 7% |
| Net difference | 96 | 55 | 25 | 2 | 2 | 11 | -11 | 42 | 64 | 67 | 1 | 27 | 11 | -3 | 10 | 76 | -4 | 24 | 44 | 31 | 10 | 8 | 19 | 102 |
| | 10% | 18% | 9% | 2% | 1% | 16% | -4% | 11% | 21% | 12% | * | 20% | 7% | -4% | 4% | 16% | -2% | 12% | 15% | 20% | 10% | 7% | 19% | 10% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 44
VE01 - 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? Hairdressers
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BABY BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 674 | 321 | 353 | 103 | 106 | 110 | 111 | 86 | 157 | 222 | 154 | 192 | 104 | 199 | 164 | 150 | 160 | 171 | 169 | 165 | 82 | 51 | 37 | 366 | 308 | 675 |
| | | 69% _n | 68% _n | 69% _n | 66% _n | 73% _n | 67% _n | 64% _n | 76% _n | 68% _n | 69% _n | 69% _n | 76% _n | 77% _n | 64% _n | 71% _n | 67% _n | 72% _n | 67% _n | 74% _n | 63% _n | 63% _n | 76% _n | 69% _n | 70% _n | 68% _n |
| Not tell the truth | 222 | 110 | 112 | 40 | 46 | 32 | 42 | 29 | 33 | 90 | 52 | 56 | 22 | 44 | 71 | 44 | 63 | 47 | 67 | 42 | 39 | 16 | 10 | 123 | 99 | 229 |
| | | 23% _{hm} | 23% _{hm} | 27% _{hm} | 28% _{hm} | 21% _{hm} | 25% _{hm} | 22% _{hm} | 16% _{hm} | 27% _{hm} | 24% _{hm} | 20% _{hm} | 16% _{hm} | 17% _{hm} | 28% _{hm} | 21% _{hm} | 26% _{hm} | 20% _{hm} | 26% _{hm} | 19% _{hm} | 30% _{hm} | 20% _{hm} | 22% _{hm} | 23% _{hm} | 22% _{hm} | 23% _{hm} |
| Don't know | 75 | 42 | 32 | 6 | 10 | 10 | 13 | 19 | 16 | 17 | 16 | 31 | 10 | 16 | 23 | 18 | 18 | 18 | 18 | 14 | 10 | 14 | 1 | 40 | 34 | 86 |
| | | 8% _{hm} | 9% _{hm} | 4% _{hm} | 6% _{hm} | 6% _{hm} | 8% _{hm} | 14% _{hm} | 8% _{hm} | 5% _{hm} | 7% _{hm} | 11% _{hm} | 8% _{hm} | 6% _{hm} | 9% _{hm} | 8% _{hm} | 7% _{hm} | 8% _{hm} | 7% _{hm} | 6% _{hm} | 7% _{hm} | 17% _{hm} | 2% _{hm} | 8% _{hm} | 8% _{hm} | 9% _{hm} |
| Net difference | 452 | 211 | 241 | 64 | 61 | 78 | 69 | 57 | 124 | 133 | 102 | 135 | 82 | 156 | 93 | 106 | 97 | 123 | 101 | 123 | 43 | 35 | 26 | 243 | 209 | 446 |
| | 47% | 45% | 48% | 43% | 37% | 51% | 41% | 42% | 60% | 40% | 46% | 48% | 60% | 60% | 36% | 50% | 40% | 52% | 40% | 55% | 33% | 43% | 54% | 46% | 47% | 45% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 45
VE01 - 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? Hairdressers
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|-------------------|---|--|---|--|--------------|------------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 674 | 223 | 205 | 48 | 147 | 47 | 175 | 280 | 219 | 385 | 191 | 96 | 107 | 44 | 194 | 325 | 156 | 149 | 217 | 101 | 72 | 69 | 67 | 675 |
| | 69% ^{cf} | 72% ^c | 69% | 56% | 72% ^c | 70% | 64% | 70% | 73% | 70% | 67% | 70% | 70% | 71% | 69% | 69% | 66% | 74% | 73% | 67% | 69% | 65% | 67% | 68% |
| Not tell the truth | 222 | 65 | 66 | 27 | 47 | 15 | 73 | 82 | 65 | 123 | 72 | 27 | 38 | 16 | 75 | 93 | 66 | 44 | 59 | 29 | 27 | 33 | 20 | 229 |
| | 23% ^o | 21% | 22% | 32% ^a | 23% | 23% | 27% ^z | 21% | 22% | 22% | 25% | 20% | 25% | 25% | 27% | 20% | 28% | 22% | 20% | 20% | 26% | 31% | 20% | 23% |
| Don't know | 75 | 21 | 26 | 10 | 12 | 5 | 23 | 36 | 16 | 39 | 21 | 14 | 8 | 2 | 13 | 51 | 16 | 9 | 21 | 20 | 6 | 5 | 13 | 86 |
| | 8% | 7% | 9% | 12% | 6% | 7% | 8% | 9% | 5% | 7% | 7% | 10% | 5% | 4% | 5% | 11% ^{zn} | 7% | 5% | 7% | 13% ^{zq} | 5% | 5% | 13% | 9% |
| Net difference | 452 | 158 | 138 | 21 | 100 | 31 | 101 | 198 | 154 | 263 | 119 | 69 | 69 | 29 | 119 | 232 | 90 | 105 | 158 | 72 | 45 | 37 | 48 | 446 |
| | 47% | 51% | 46% | 25% | 49% | 47% | 37% | 50% | 51% | 48% | 42% | 51% | 45% | 46% | 42% | 49% | 38% | 52% | 53% | 48% | 43% | 34% | 48% | 45% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 46
VE01 - 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? Builders
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | | |
|------------------------|------------|-------------------|------------|------------------|-----------|-----------|-----------|-----------|------------------|--------------------|-----------|-------------|------------------|-------------------|--------|-------------------|--------------------------|--------------------|--------------|------------------|------------------|--------------|------------------|-------------|-------------|-----------------|----|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) | |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 | |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 | |
| Tell the truth | 404 | 209 | 195 | 73 | 66 | 64 | 72 | 47 | 81 | 149 | 87 | 112 | 53 | 115 | 90 | 103 | 96 | 81 | 96 | 107 | 59 | 35 | 25 | 212 | 191 | 403 | |
| | | 42% _{nq} | 44% | 49% _g | 41% | 42% | 43% | 35% | 39% | 45% | 39% | 40% | 39% | 44% | 35% | 49% _n | 40% | 35% | 38% | 48% _q | 45% _q | 43% | 53% _q | 40% | 43% | 41% | |
| Not tell the truth | 495 | 239 | 255 | 66 | 86 | 83 | 88 | 73 | 100 | 159 | 127 | 142 | 65 | 129 | 140 | 102 | 124 | 135 | 140 | 101 | 61 | 37 | 21 | 287 | 208 | 505 | |
| | | 51% _x | 51% | 44% | 53% | 54% | 53% | 55% | 48% | 48% | 57% | 51% | 48% | 50% | 54% | 48% | 52% | 57% _{zst} | 55% | 45% | 46% | 46% | 43% | 54% | 47% | 51% | |
| Don't know | 72 | 25 | 47 | 11 | 10 | 5 | 6 | 14 | 26 | 21 | 8 | 25 | 18 | 16 | 28 | 7 | 21 | 19 | 17 | 14 | 11 | 9 | 2 | 30 | 42 | 82 | |
| | | 7% _{aj} | 5% | 9% _{za} | 7% | 6% | 3% | 4% | 10% _e | 13% _{zef} | 6% | 4% | 9% _{ej} | 13% _{zj} | 6% | 11% _{zo} | 3% | 9% | 8% | 7% | 6% | 8% | 11% | 5% | 6% | 9% _z | 8% |
| Net difference | -91 | -31 | -60 | 8 | -19 | -19 | -16 | -27 | -18 | -10 | -40 | -29 | -11 | -14 | -50 | 1 | -29 | -53 | -45 | 6 | -2 | -2 | 5 | -74 | -17 | -102 | |
| | -9% | -6% | -12% | 5% | -12% | -12% | -9% | -20% | -9% | -3% | -18% | -11% | -8% | -5% | -19% | 1% | -12% | -23% | -18% | 3% | -1% | -3% | 10% | -14% | -4% | -10% | |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 47
VE01 - 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? Builders
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|--------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 404 | 138 | 118 | 28 | 85 | 32 | 107 | 160 | 136 | 229 | 129 | 45 | 78 | 25 | 115 | 184 | 82 | 88 | 136 | 64 | 46 | 39 | 46 | 403 |
| | 42%kp | 45% | 40% | 33% | 41% | 48% | 40% | 40% | 45% | 42% | 45%k | 33% | 51%o | 40% | 41% | 39% | 35% | 44% | 46%p | 43% | 44% | 37% | 46% | 41% |
| Not tell the truth | 495 | 147 | 164 | 47 | 103 | 29 | 141 | 199 | 155 | 281 | 136 | 76 | 64 | 35 | 154 | 240 | 138 | 101 | 137 | 76 | 52 | 56 | 44 | 505 |
| | 51% | 48% | 55% | 56% | 50% | 43% | 52% | 50% | 52% | 51% | 48% | 56% | 42% | 56% | 55%l | 51% | 58%zr | 50% | 46% | 51% | 50% | 52% | 44% | 51% |
| Don't know | 72 | 24 | 15 | 9 | 18 | 6 | 23 | 40 | 9 | 37 | 20 | 15 | 11 | 2 | 13 | 46 | 17 | 12 | 24 | 10 | 6 | 12 | 9 | 82 |
| | 7%h | 8% | 5% | 11% | 9% | 9% | 9%h | 10%zh | 3% | 7% | 7% | 11% | 7% | 3% | 5% | 10%zn | 7% | 6% | 8% | 7% | 6% | 11% | 9% | 8% |
| Net difference | -91 | -9 | -46 | -19 | -18 | 3 | -34 | -39 | -19 | -51 | -8 | -31 | 14 | -10 | -40 | -56 | -56 | -13 | -1 | -12 | -6 | -17 | 2 | -102 |
| | -9% | -3% | -16% | -23% | -9% | 4% | -12% | -10% | -6% | -9% | -3% | -23% | 9% | -16% | -14% | -12% | -23% | -7% | * | -8% | -6% | -15% | 2% | -10% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 48
VE01 - 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? Charity chief execs
Base: All adults age 15+ in Great Britain

| | GENDER | | AGE | | | | | | GENERATION | | | | SOCIAL GRADE | | | | GOVERNMENT OFFICE REGION | | | | | | WORKING STATUS | | UNWTD TOTAL | |
|------------------------|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-------------|--------------|----------|----------|----------|--------------------------|-----------|--------------|-----------|------------|--------------|----------------|-------------|-------------|-----------------|
| | TOTAL (z) | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | GEN Y (i) | GEN X (j) | BOOMERS (k) | PRE WAR (l) | AB (m) | C1 (n) | C2 (o) | DE (p) | NORTH (q) | MIDLANDS (r) | SOUTH (s) | LONDON (t) | SCOTLAND (u) | WALES (v) | WORKING (w) | | NOT WORKING (x) |
| Unweighted Base | 990 | 538 | 452 | 136 | 141 | 144 | 147 | 168 | 254 | 291 | 204 | 322 | 169 | 246 | 295 | 153 | 296 | 292 | 241 | 151 | 174 | 90 | 42 | 446 | 544 | 990 |
| Weighted Base | 970 | 474 | 497 | 149 | 162 | 152 | 166 | 134 | 207 | 329 | 222 | 279 | 136 | 259 | 259 | 212 | 241 | 236 | 253 | 221 | 130 | 81* | 48* | 529 | 441 | 990 |
| Tell the truth | 459 | 240 | 219 | 86 | 89 | 67 | 84 | 61 | 71 | 183 | 101 | 129 | 44 | 144 | 128 | 78 | 108 | 118 | 108 | 112 | 61 | 37 | 23 | 266 | 193 | 467 |
| | 47% x | 51% | 44% | 58% z | 55% h | 44% | 50% h | 46% h | 34% | 56% z | 45% l | 46% l | 33% | 56% z | 50% o | 37% | 45% | 50% | 43% | 51% | 47% | 45% | 47% | 50% | 44% | 47% |
| Not tell the truth | 416 | 190 | 227 | 55 | 56 | 65 | 73 | 59 | 107 | 117 | 101 | 125 | 72 | 89 | 103 | 115 | 109 | 97 | 109 | 93 | 58 | 36 | 24 | 214 | 202 | 429 |
| | 43% im | 40% | 46% | 37% | 34% | 43% | 44% | 44% | 52% z | 36% d | 45% i | 53% z | 34% | 40% | 54% z | 45% m | 41% | 43% | 42% | 44% | 44% | 49% | 40% | 46% | 43% | |
| Don't know | 96 | 44 | 51 | 8 | 18 | 20 | 9 | 13 | 28 | 29 | 20 | 25 | 20 | 26 | 27 | 19 | 24 | 20 | 37 | 16 | 12 | 9 | 2 | 49 | 46 | 94 |
| | 10% | 9% | 10% | 5% | 11% | 13% | 5% | 10% | 14% z | 9% c | 9% | 9% | 14% | 10% | 10% | 9% | 10% | 9% | 14% z | 7% | 9% | 11% | 3% | 9% | 11% | 9% |
| Net difference | 42 | 50 | -8 | 31 | 33 | 2 | 11 | 2 | -36 | 66 | * | 5 | -28 | 55 | 25 | -37 | -1 | 21 | -1 | 19 | 3 | 1 | -1 | 52 | -10 | 38 |
| | 4% | 11% | -2% | 21% | 21% | 1% | 6% | 1% | -17% | 20% | * | 2% | -20% | 21% | 10% | -18% | * | 9% | -1% | 9% | 3% | 1% | -2% | 10% | -2% | 4% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h - z/i/j/k/l - z/m/n/o/p - z/q/r/s/t/u/v - z/w/x
 Overlap formulae used. * small base

J13067067-49-03 05-DEC - 19-DEC 2014
PUBLIC - FINAL
VERACITY INDEX

5 Jan 2016

Table 49
VE01 - 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? Charity chief execs
Base: All adults age 15+ in Great Britain

| | TOTAL (z) | TENURE | | | | | AREA | | | MARITAL STATUS | | | LIFESTAGE | | | | EDUCATION | | | | DAILY READERSHIP | | | UNWTD TOTAL |
|------------------------|--------------|---|--|---|--|--------------|--------------|----------------------|--------------|-------------------------------|--------------------|----------------------------|--------------------|---------------------------|--------------------|----------------------------|--|-----------------------------|------------------------------|----------------------------|-----------------------|---------------------------|---------------------|----------------|
| | | OWNED OUTRIGHT BY HOUSEHOLD (a) | BEING BOUGHT ON A MORTGAGE (b) | RENTED FROM LOCAL AUTHORITY (c) | RENTED FROM A PRIVATE LANDLORD (d) | OTHER (e) | URBAN (f) | SUB- URBAN (g) | RURAL (h) | MAR/ LIVI- NG AS (i) | SI- NGLE (j) | WID/ DIV/ SEP (k) | SIN- GLE (l) | PRE FAM- ILY (m) | FAM- ILY (n) | POST FAM- ILY (o) | GCSE/ O-LV/ CSE/ NVQ12 (p) | A-LVL OR EQUIV (q) | DEGR/ MAST/ PHD (r) | NO FORML QUAL (s) | BROAD SHEET (t) | MID MAR- KET (u) | TAB- LOID (v) | |
| Unweighted Base | 990 | 366 | 249 | 105 | 179 | 82 | 333 | 416 | 240 | 550 | 278 | 159 | 133 | 53 | 261 | 539 | 235 | 184 | 292 | 191 | 112 | 120 | 103 | 990 |
| Weighted Base | 970 | 309 | 297 | 84* | 205 | 67* | 271 | 398 | 300 | 547 | 285 | 137 | 154* | 62* | 282 | 469 | 237 | 202 | 297 | 151 | 105* | 107* | 100* | 990 |
| Tell the truth | 459 | 126 | 152 | 37 | 109 | 29 | 127 | 187 | 144 | 248 | 151 | 59 | 92 | 35 | 139 | 192 | 102 | 106 | 153 | 56 | 57 | 44 | 31 | 467 |
| | 47%aosv | 41% | 51%a | 44% | 53%a | 44% | 47% | 47% | 48% | 45% | 53% | 43% | 60%zo | 56% | 49% | 41% | 43% | 53% _s | 51% _s | 37% | 54% _v | 41% | 31% | 47% |
| Not tell the truth | 416 | 149 | 122 | 36 | 78 | 30 | 117 | 167 | 132 | 238 | 115 | 62 | 52 | 26 | 115 | 223 | 105 | 82 | 114 | 77 | 41 | 51 | 54 | 429 |
| | 43% | 48%zd | 41% | 42% | 38% | 45% | 43% | 42% | 44% | 44% | 40% | 45% | 34% | 41% | 41% | 48%zl | 44% | 41% | 38% | 51% _{zr} | 39% | 47% | 54% | 43% |
| Don't know | 96 | 34 | 23 | 12 | 19 | 8 | 27 | 44 | 24 | 61 | 18 | 16 | 10 | 2 | 28 | 54 | 30 | 13 | 30 | 17 | 7 | 12 | 14 | 94 |
| | 10% | 11% | 8% | 14% | 9% | 11% | 10% | 11% | 8% | 11% | 6% | 12% | 7% | 3% | 10% | 11% | 13% | 7% | 10% | 11% | 7% | 11% | 14% | 9% |
| Net difference | 42 | -23 | 30 | 1 | 31 | -1 | 10 | 20 | 13 | 10 | 36 | -3 | 40 | 9 | 25 | -31 | -2 | 24 | 39 | -21 | 16 | -6 | -23 | 38 |
| | 4% | -7% | 10% | 1% | 15% | -1% | 4% | 5% | 4% | 2% | 13% | -2% | 26% | 14% | 9% | -7% | -1% | 12% | 13% | -14% | 15% | -6% | -23% | 4% |

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k - z/l/m/n/o - z/p/q/r/s - z/t/u/v
 Overlap formulae used. * small base