

**J13067067-49-03 05-DEC - 19-DEC 2014**  
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**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
<b>Unweighted Base</b>	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990	990
<b>Weighted Base</b>	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%

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>355</b>	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%	38%	35%	40%	41%	35%	33%	29%	39%	41%	35%	31%	41%	35%	34%	34%	44%	33%	43%	41%	30%	25%	39%	36%	38%	37%
Not tell the truth	<b>569</b>	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%	58%	59%	56%	54%	61%	62%	67%	54%	55%	61%	64%	53%	61%	60%	62%	51%	62%	52%	56%	67%	63%	61%	60%	57%	58%
Don't know	<b>46</b>	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%	6%	4%	4%	4%	5%	4%	7%	4%	4%	5%	7%	4%	6%	4%	5%	5%	5%	3%	4%	12%	-	4%	6%	5%
Net difference	<b>-215</b>	-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%	-20%	-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

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**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% <sup>s</sup>	55%	64% <sup>s</sup>	50%	69% <sup>z</sup>	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/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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>337</b>	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% <sup>bx</sup>	39% <sup>zb</sup>	42% <sup>h</sup>	40%	30%	36%	31%	30%	41% <sup>zkl</sup>	33%	32%	29%	36%	31%	37%	35%	33%	34%	40%	29%	43% <sup>t</sup>	28%	37%	32%	34%
Not tell the truth	<b>538</b>	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% <sup>u</sup>	56%	51%	54%	60%	53%	57%	57%	53%	56%	56%	59%	56%	58%	55%	53%	57%	56%	50%	61% <sup>u</sup>	44%	70% <sup>su</sup>	55%	56%	56%
Don't know	<b>96</b>	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% <sup>aiw</sup>	7%	13% <sup>za</sup>	8%	6%	9%	11%	11%	14% <sup>zd</sup>	6%	10%	12% <sup>i</sup>	8%	11%	8%	12%	10%	10%	10%	10%	13%	2%	8%	13% <sup>zww</sup>	10%
Net difference	<b>-201</b>	-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
	<b>-21%</b>	-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

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**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/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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>576</b>	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% <sup>tx</sup>	60%	59%	60%	67% <sup>g</sup>	65%	55%	53%	56%	65% <sup>zk</sup>	59%	56%	54%	60%	61%	58%	59%	60% <sup>t</sup>	56%	68% <sup>zrt</sup>	50%	56%	68% <sup>t</sup>	62%	56%	57%
Not tell the truth	<b>313</b>	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
	<b>32%</b>	34%	31%	32%	26%	26%	39% <sup>de</sup>	37%	33%	28%	34%	35%	35%	33%	27%	37%	32%	32%	34%	27%	42% <sup>zqs</sup>	30%	28%	29%	36% <sup>zw</sup>	34%
Don't know	<b>81</b>	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% <sup>a</sup>	6%	11% <sup>za</sup>	8%	7%	9%	5%	10%	10%	7%	7%	9%	10%	7%	12% <sup>zo</sup>	4%	9%	8%	11%	5%	8%	14% <sup>s</sup>	4%	9%	8%	8%
Net difference	<b>263</b>	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
	<b>27%</b>	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  
 Overlap formulae used. \* small base

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>576</b>	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	<b>313</b>	112	82	28	67	21	97	132	83	182	91	40	39	22	77	174	74	60	90	56	38	41	32	341
	<b>32%</b>	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	<b>81</b>	26	22	11	15	8	29	32	19	46	20	15	12	6	17	45	23	16	23	14	6	12	7	82
	<b>8%</b>	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	<b>263</b>	60	112	18	58	18	48	101	114	137	83	42	64	12	110	76	66	66	93	25	23	12	28	226
	<b>27%</b>	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

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**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)	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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>866</b>	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% <sup>bc</sup>	92% <sup>zb</sup>	86%	83%	90%	90%	91%	91%	91% <sup>cc</sup>	87%	90%	89%	93%	90%	91%	85%	91%	91%	86%	90%	87%	93%	94%	90%	89%	89%
Not tell the truth	<b>95</b>	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% <sup>aa</sup>	7%	13% <sup>za</sup>	16% <sup>zh</sup>	9%	9%	9%	9%	8%	12%	9%	10%	7%	10%	9%	14%	8%	9%	13% <sup>uu</sup>	9%	12% <sup>uu</sup>	4%	6%	9%	11%	10%
Don't know	<b>9</b>	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% <sup>zs</sup>	-	1%	1%	1%
Net difference	<b>771</b>	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
	<b>79%</b>	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

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**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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>646</b>	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
	<b>67%</b>	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	<b>263</b>	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
	<b>27%hn</b>	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	<b>62</b>	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
	<b>6%fs</b>	6%	6%	8%	7%	8%	2%	10%fh	4%	8%	5%	7%	3%	7%	5%	7%	7%	6%	7% <sup>s</sup>	2%	10% <sup>s</sup>	11% <sup>s</sup>	7%	7%	6%	6%
Net difference	<b>382</b>	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
	<b>39%</b>	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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>646</b>	214	189	49	146	42	169	282	195	371	175	99	97	39	196	313	165	131	198	100	70	79	64	669
	<b>67%</b>	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	<b>263</b>	79	90	23	50	20	76	94	92	140	89	32	40	21	71	130	61	55	78	43	31	22	26	259
	<b>27%</b>	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	<b>62</b>	17	18	12	9	5	27	22	12	36	20	6	16	3	15	27	11	16	21	7	4	5	10	62
	<b>6%</b>	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	<b>382</b>	136	99	26	95	22	93	187	103	231	85	67	57	18	125	183	104	76	119	57	40	57	38	410
	<b>39%</b>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>242</b>	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% <sup>bhl</sup>	29% <sup>zb</sup>	21%	32% <sup>h</sup>	27%	23%	26%	25%	20%	30% <sup>l</sup>	22%	25%	18%	22%	24%	25%	29%	26% <sup>t</sup>	25% <sup>t</sup>	28% <sup>t</sup>	11%	34% <sup>t</sup>	32% <sup>t</sup>	25%	25%	25%
Not tell the truth	<b>660</b>	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% <sup>pu</sup>	65%	71%	62%	67%	70%	70%	68%	70%	65%	72%	68%	70%	70%	69%	70%	63%	68% <sup>u</sup>	68% <sup>u</sup>	66%	83% <sup>zqrsv</sup>	55%	61%	69%	67%	68%
Don't know	<b>68</b>	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% <sup>zt</sup>	5%	6%	7%	12% <sup>zi</sup>	8%	7%	5%	8%	7%	8%	6%	6%	12%	7%	6%	9% <sup>z</sup>	7%
Net difference	<b>-417</b>	-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
	<b>-43%</b>	-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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>242</b>	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	<b>660</b>	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	<b>68</b>	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	<b>-417</b>	-130	-124	-28	-95	-37	-128	-185	-103	-252	-101	-63	-34	-32	-121	-229	-127	-62	-153	-38	-54	-56	-32	-424
	<b>-43%</b>	-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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>213</b>	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% <sup>gq</sup>	24%	20%	30% <sup>zeg</sup>	26%	18%	24%	15%	19%	27% <sup>zk</sup>	19%	19%	19%	23%	21%	19%	25%	18%	23%	22%	28% <sup>q</sup>	21%	20%	22%	22%	23%
Not tell the truth	<b>699</b>	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% <sup>it</sup>	72%	72%	67%	64%	77% <sup>d</sup>	71%	79% <sup>zcd</sup>	75% <sup>cd</sup>	66%	75%	75% <sup>ai</sup>	75%	71%	71%	78%	69%	76% <sup>t</sup>	72%	72%	63%	69%	80%	72%	72%	71%
Don't know	<b>59</b>	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% <sup>a</sup>	4%	8% <sup>za</sup>	3%	10% <sup>c</sup>	5%	5%	5%	6%	7%	5%	6%	6%	6%	8%	3%	6%	6%	5%	6%	9% <sup>v</sup>	10% <sup>v</sup>	-	6%	6%	6%
Net difference	<b>-486</b>	-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
	<b>-50%</b>	-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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>213</b>	64	59	20	57	11	73	81	59	127	62	24	42	17	72	81	43	52	65	29	28	21	17	229
	22% <sup>o</sup>	21%	20%	24%	28%	16%	27% <sup>z</sup>	20%	20%	23%	22%	18%	28% <sup>o</sup>	28%	26% <sup>o</sup>	17%	18%	26%	22%	19%	27%	19%	17%	23%
Not tell the truth	<b>699</b>	228	222	60	132	52	178	293	228	392	205	99	97	45	195	359	179	139	210	113	75	80	82	704
	72% <sup>df</sup>	74% <sup>d</sup>	75% <sup>d</sup>	71%	64%	77%	66%	74% <sup>f</sup>	76% <sup>f</sup>	72%	72%	73%	63%	72%	69%	76% <sup>z</sup>	75%	69%	71%	75%	72%	75%	82%	71%
Don't know	<b>59</b>	17	17	4	16	5	21	25	13	28	18	13	14	-	15	30	15	11	21	9	1	6	2	57
	6% <sup>t</sup>	5%	6%	5%	8%	7%	8%	6%	4%	5%	6%	10%	9%	-	5%	6%	6%	5%	7%	6%	1%	6%	2%	6%
Net difference	<b>-486</b>	-164	-162	-40	-75	-41	-105	-212	-169	-265	-144	-75	-55	-27	-123	-278	-135	-86	-145	-84	-47	-59	-65	-475
	<b>-50%</b>	-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/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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>243</b>	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% <sup>hn</sup>	26%	24%	26%	25%	32% <sup>h</sup>	27%	24%	18%	27%	28%	22%	20%	29% <sup>n</sup>	20%	24%	27%	22%	26%	22%	36% <sup>zqrsu</sup>	21%	25%	26%	24%	26%
Not tell the truth	<b>681</b>	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% <sup>t</sup>	69%	71%	70%	72%	64%	69%	70%	75%	69%	69%	72%	72%	65%	73%	73%	71%	74% <sup>t</sup>	71% <sup>t</sup>	71% <sup>t</sup>	58%	73% <sup>t</sup>	73%	71%	69%	69%
Don't know	<b>46</b>	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% <sup>p</sup>	4%	5%	4%	4%	4%	5%	5%	7%	4%	3%	6%	7%	6%	7% <sup>z</sup>	3%	2%	4%	3%	7%	6%	6%	2%	4%	6%	5%
Net difference	<b>-438</b>	-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
	<b>-45%</b>	-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

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**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% <sup>c</sup>	13 20%	69 25%	111 28%	62 21%	147 27%	68 24%	27 20%	36 24%	15 24%	87 31% <sup>zo</sup>	105 22%	51 21%	43 21%	88 30%	32 21%	24 23%	23 22%	26 26%	253 26%
Not tell the truth	681 70% <sup>g</sup>	224 72%	202 68%	64 76%	133 65%	52 77%	191 70%	263 66%	227 76% <sup>g</sup>	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

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**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)	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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>775</b>	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% <sub>pv</sub>	82%	77%	78%	83%	80%	80%	75%	82%	81%	79%	79%	80%	84% <sub>p</sub>	82%	78%	75%	80%	77%	84% <sub>v</sub>	80%	86% <sub>v</sub>	67%	81%	79%	79%
Not tell the truth	<b>157</b>	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% <sub>zmn</sub>	18%	17%	12%	17%	10%	26% <sub>su</sub>	16%	16%	17%
Don't know	<b>38</b>	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% <sub>af</sub>	2%	5% <sub>za</sub>	3%	4%	5% <sub>f</sub>	-	7% <sub>f</sub>	6% <sub>f</sub>	3%	3%	4%	7% <sub>z</sub>	3%	6%	4%	3%	2%	6% <sub>q</sub>	4%	3%	4%	7%	3%	5%	4%
Net difference	<b>618</b>	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

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**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% <sup>cels</sup>	80%	85% <sup>zce</sup>	71%	79%	70%	74%	81% <sup>f</sup>	84% <sup>f</sup>	81%	78%	80%	83%	79%	79%	79%	80%	81%	85% <sup>zs</sup>	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% <sup>r</sup>	16%	12%	25% <sup>zb</sup>	17%	23% <sup>b</sup>	24% <sup>zgh</sup>	14%	13%	14%	19%	16%	14%	19%	17%	16%	17%	14%	12%	23% <sup>zr</sup>	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

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**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)						
<b>Unweighted Base</b>	<b>990</b>	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						
<b>Weighted Base</b>	<b>970</b>	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	<b>475</b>	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 l	48% l	43%	35%	49% l	47%	43%	57% l	zno l	48%	45%	50%	56% r	51% l	49%	50%	47%	49%	
Not tell the truth	<b>415</b>	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% t	34% t	36% t	51% t	cde t	48% t	cd t	51% t	zcd t	35% t	44% t	48% t	i t	51% t	z t	44% t	43% t	50% t	p t	34% t	46% t	46% t	43% t	35% t	34% t	46% t	41% t	44% t	43% t
Don't know	<b>80</b>	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% ac	10% za	3% za	7% za	9% za	5% za	13% zcf	12% zcf	6% zcf	8% zcf	9% zcf	13% zcf	6% zcf	10% zcf	7% zcf	9% zcf	6% zcf	9% zcf	7% zcf	9% zcf	15% zq	4% zq	8% zq	8% zq	8% zq						
Net difference	<b>60</b>	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						
	<b>6%</b>	10% ac	2% ac	29% za	24% za	18% za	-7% za	-8% za	-14% za	25% zcf	4% zcf	-5% zcf	-16% zcf	5% zcf	4% zcf	-8% zcf	23% zcf	2% zcf	-1% zcf	6% zcf	21% zcf	17% zcf	3% zcf	9% zcf	3% zcf	6% zcf						

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

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**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
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>475</b>	140	141	45	112	31	139	202	133	250	164	60	101	37	148	187	104	104	158	66	47	43	53	486
	49% <sup>io</sup>	45%	47%	53%	55%	46%	51%	51%	44%	46%	58% <sup>zik</sup>	44%	66% <sup>zno</sup>	59% <sup>o</sup>	52% <sup>o</sup>	40%	44%	52%	53%	44%	45%	40%	53%	49%
Not tell the truth	<b>415</b>	145	134	31	77	28	110	164	141	245	106	63	44	23	116	232	109	86	118	65	49	53	35	423
	43% <sup>l</sup>	47%	45%	37%	38%	41%	40%	41%	47%	45%	37%	46%	29%	36%	41% <sup>l</sup>	50% <sup>zln</sup>	46%	42%	40%	43%	47%	49%	35%	43%
Don't know	<b>80</b>	24	22	9	16	8	22	32	26	52	14	14	8	3	19	50	24	12	21	19	9	11	13	81
	8% <sup>j</sup>	8%	8%	10%	8%	13%	8%	8%	9%	10% <sup>j</sup>	5%	10%	5%	5%	7%	11% <sup>z</sup>	10%	6%	7%	13% <sup>zq</sup>	8%	11%	13%	8%
Net difference	<b>60</b>	-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/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

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**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)			
<b>Unweighted Base</b>	<b>990</b>	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			
<b>Weighted Base</b>	<b>970</b>	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	<b>655</b>	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	<b>257</b>	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	zef h	37% h	zfg h	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	<b>58</b>	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	<b>399</b>	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			
	<b>41%</b>	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

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**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
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>655</b>	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	<b>257</b>	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	<b>58</b>	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	<b>399</b>	182	139	8	49	22	90	188	121	258	76	66	39	15	79	267	87	61	172	52	58	44	52	411
	<b>41%</b>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>202</b>	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% <sub>bq</sub>	24% <sub>zb</sub>	18%	25%	19%	18%	20%	19%	23%	22%	18%	21%	24%	22%	21%	21%	20%	14%	21%	26% <sub>q</sub>	22% <sub>q</sub>	25% <sub>q</sub>	19%	20%	22%	22%
Not tell the truth	<b>720</b>	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% <sub>hux</sub>	72%	76%	73%	76%	78%	77%	74%	69%	75%	78%	72%	69%	73%	71%	77%	76%	81% <sub>zsu</sub>	75% <sub>u</sub>	70%	72%	63%	81% <sub>u</sub>	77% <sub>x</sub>	71%	72%
Don't know	<b>49</b>	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% <sub>w</sub>	4%	6%	3%	5%	4%	3%	7%	8% <sub>zc</sub>	3%	3%	7%	7%	5%	8% <sub>zo</sub>	2%	5%	5%	4%	5%	5%	12% <sub>zqrs</sub>	-	3%	7% <sub>zw</sub>	6%
Net difference	<b>-518</b>	-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
	<b>-53%</b>	-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

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**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 21%	75 24%	55 19%	14 16%	44 21%	12 18%	57 21%	77 19%	68 23%	118 22%	55 19%	29 21%	34 22%	15 23%	64 23%	89 19%	39 16%	38 19%	69 23%	37 24%	28 27%	22 21%	22 22%	219 22%
Not tell the truth	720 74% <sup>a</sup>	214 69%	229 77%	67 79%	152 74%	52 77%	196 72%	301 76%	222 74%	401 73%	221 77%	96 70%	111 72%	48 77%	209 74%	349 74%	185 78%	154 76%	214 72%	107 71%	72 68%	80 75%	76 76%	715 72%
Don't know	49 5%	20 7%	13 4%	4 4%	9 4%	3 4%	18 7%	21 5%	10 3%	28 5%	9 3%	12 9% <sup>z</sup>	8 5%	- -	9 3%	32 7% <sup>z</sup>	13 6%	10 5%	13 4%	7 4%	5 5%	5 5%	2 2%	56 6%
Net difference	-518 -53%	-139 -45%	-173 -58%	-53 -63%	-108 -53%	-39 -59%	-140 -52%	-225 -56%	-154 -51%	-283 -52%	-165 -58%	-68 -50%	-77 -50%	-33 -53%	-145 -51%	-260 -55%	-147 -62%	-116 -57%	-145 -49%	-70 -47%	-44 -41%	-58 -54%	-53 -53%	-496 -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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>516</b>	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% <sup>hu</sup>	56%	50%	55%	57% <sup>h</sup>	60% <sup>h</sup>	56% <sup>h</sup>	49%	44%	57%	58% <sup>l</sup>	48%	47%	62% <sup>znp</sup>	48%	51%	50%	59% <sup>zuv</sup>	53%	58% <sup>uv</sup>	50%	40%	38%	55%	51%	53%
Not tell the truth	<b>330</b>	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% <sup>i</sup>	33%	35%	32%	28%	28%	33%	41% <sup>d</sup>	41% <sup>zde</sup>	29%	30%	43% <sup>zij</sup>	36%	29%	34%	37%	36%	30%	35%	31%	34%	42%	51% <sup>zqs</sup>	32%	37%	35%
Don't know	<b>125</b>	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% <sup>km</sup>	11%	15%	13%	15%	11%	11%	11%	15%	15% <sup>k</sup>	12%	9%	18% <sup>k</sup>	9%	17% <sup>zsm</sup>	12%	14%	11%	13%	11%	16%	18%	12%	13%	12%	12%
Net difference	<b>185</b>	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
	<b>19%</b>	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

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**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% <sup>afo</sup>	48%	61% <sup>zac</sup>	44%	56%	49%	46%	57% <sup>f</sup>	54%	56% <sup>k</sup>	52%	46%	53%	68% <sup>o</sup>	58% <sup>o</sup>	48%	53%	56%	57% <sup>s</sup>	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% <sup>bg</sup>	41% <sup>zbd</sup>	27%	35%	30%	43% <sup>b</sup>	37%	30%	37%	33%	32%	45% <sup>zj</sup>	28%	26%	31%	39% <sup>zln</sup>	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% <sup>zae</sup>	14%	8%	16% <sup>zh</sup>	13%	9%	12%	17%	9%	19%	7%	12%	12%	14%	9%	12%	17% <sup>q</sup>	8%	15%	24% <sup>zt</sup>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>767</b>	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% <sup>or</sup>	79%	79%	72%	81%	82%	81%	81%	77%	77%	81%	81%	76%	85% <sup>zop</sup>	83% <sup>oo</sup>	70%	77%	82% <sup>r</sup>	73%	83%	79%	74%	88%	80%	77%	79%
Not tell the truth	<b>150</b>	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% <sup>n</sup>	16%	15%	25% <sup>zde</sup>	13%	12%	12%	14%	16%	19%	11%	14%	17%	11%	12%	25% <sup>zmn</sup>	16%	14%	18%	14%	17%	14%	10%	14%	17%	16%
Don't know	<b>54</b>	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% <sup>zq</sup>	3%	3%	12% <sup>zqst</sup>	2%	5%	6%	5%
Net difference	<b>617</b>	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
	<b>64%</b>	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

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**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% <sup>c</sup>	72%	77%	85%	72%	85% <sup>zf</sup>	78%	79%	79%	82%	80%	84%	76%	80%	80%	81%	83% <sup>s</sup>	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% <sup>g</sup>	18%	12%	17%	17%	10%	21% <sup>zg</sup>	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% <sup>rt</sup>	5%	5%	11% <sup>zab</sup>	6%	5%	7%	5%	6%	7%	3%	6%	3%	4%	7%	6%	6% <sup>r</sup>	5%	2%	7% <sup>r</sup>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>832</b>	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% <sup>cx</sup>	87%	84%	78%	91% <sup>c</sup>	87%	83%	84%	90% <sup>c</sup>	85%	85%	85%	90%	84%	89%	82%	87%	85%	83%	91%	85%	81%	91%	89% <sup>zx</sup>	82%	85%
Not tell the truth	<b>109</b>	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% <sup>hn</sup>	11%	11%	21% <sup>zdgh</sup>	7%	11%	15% <sup>h</sup>	10%	5%	13% <sup>l</sup>	14% <sup>l</sup>	9%	6%	12%	8%	15%	11%	11%	14%	7%	12%	12%	9%	8%	15% <sup>zw</sup>	12%
Don't know	<b>29</b>	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% <sup>a</sup>	1%	5% <sup>za</sup>	1%	3%	2%	2%	5%	5%	2%	1%	5% <sup>zj</sup>	4%	4%	3%	3%	2%	4%	2%	2%	3%	7% <sup>z</sup>	-	2%	4%	3%
Net difference	<b>724</b>	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
	<b>75%</b>	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

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**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% <sup>c</sup>	89% <sup>c</sup>	86% <sup>c</sup>	73%	89% <sup>c</sup>	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% <sup>aor</sup>	8%	11%	22% <sup>zabcd</sup>	10%	14%	12%	11%	10%	10%	14%	8%	15%	11%	12%	9%	14% <sup>r</sup>	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% <sup>c</sup>	3%	3%	5%	2%	3%	4%	2%	3%	4%	1%	2%	1%	3%	2%	5% <sup>z</sup>	1%	*	4% <sup>q</sup>	6% <sup>zpq</sup>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>634</b>	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	66%	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	<b>287</b>	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	30%	41%zef	42%zef	24%	27%	26%	21%	40%zjk	27%	24%	21%	21%	27%	36%lm	37%zmn	30%	26%	28%	36%	29%	38%	30%	29%	29%
Don't know	<b>49</b>	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%	5%	7%	3%	5%	4%	4%	5%	7%	8%	2%	4%	6%	6%
Net difference	<b>347</b>	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%	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

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**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% <sup>d</sup> <sub>fjls</sub>	68% <sup>d</sup>	70% <sup>d</sup>	61%	57%	62%	58%	66%	71% <sup>f</sup>	69% <sup>zj</sup>	54%	76% <sup>zj</sup>	55%	65%	63%	70% <sup>zl</sup>	65%	66%	71% <sup>zs</sup>	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% <sup>ko</sup>	26%	25%	34%	38% <sup>zab</sup>	32%	35% <sup>zh</sup>	29%	25%	42% <sup>zik</sup>	21%	39% <sup>zo</sup>	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% <sup>zr</sup>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>657</b>	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% <sup>k</sup>	66%	70%	65%	76% <sup>zg</sup>	69%	64%	61%	70%	71% <sup>k</sup>	66%	62%	72%	72%	68%	65%	65%	64%	67%	72%	69%	64%	69%	68%	67%	66%
Not tell the truth	<b>281</b>	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% <sup>d</sup>	32%	26%	35% <sup>d</sup>	21%	27%	35% <sup>d</sup>	33% <sup>d</sup>	25%	27%	31%	33%	24%	25%	28%	31%	33%	34% <sup>z</sup>	30%	24%	29%	27%	31%	29%	29%	31%
Don't know	<b>32</b>	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% <sup>c</sup>	1%	6% <sup>c</sup>	5% <sup>c</sup>	2%	2%	5% <sup>zi</sup>	4%	3%	4%	4%	2%	2%	3%	4%	2%	9% <sup>zqt</sup>	-	3%	3%	3%
Net difference	<b>376</b>	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

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**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% <sup>c</sup>	71% <sup>c</sup>	68%	56%	70% <sup>c</sup>	62%	66%	68%	69%	70%	64%	68%	73%	68%	68%	66%	62%	74% <sup>p</sup>	72% <sup>p</sup>	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% <sup>i</sup>	26%	29%	44% <sup>zabde</sup>	27%	27%	33%	28%	27%	26%	34%	31%	25%	32%	28%	30%	35% <sup>qr</sup>	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% <sup>f</sup>	3%	3%	1%	3%	11% <sup>zabcd</sup>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>447</b>	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	<b>403</b>	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	<b>120</b>	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	<b>45</b>	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
	<b>5%</b>	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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>447</b>	123	139	42	105	32	128	186	133	245	145	55	79	34	143	189	99	102	148	60	43	38	31	453
	46% <sup>aouv</sup>	40%	47%	50%	51% <sup>a</sup>	48%	47%	47%	44%	45%	51%	41%	52% <sup>oo</sup>	55%	51% <sup>oo</sup>	40%	42%	51%	50%	40%	41%	35%	31%	46%
Not tell the truth	<b>403</b>	154	121	32	68	26	106	159	136	236	99	68	50	21	109	223	104	78	124	63	56	57	47	424
	42% <sup>dj</sup>	50% <sup>zd</sup>	41%	38%	33%	39%	39%	40%	45%	43%	35%	50% <sup>z</sup>	32%	34%	39%	47% <sup>zln</sup>	44%	39%	42%	42%	54% <sup>z</sup>	54% <sup>z</sup>	47%	43%
Don't know	<b>120</b>	32	38	10	32	8	37	52	31	67	40	14	25	7	30	57	34	22	24	28	6	12	22	113
	12% <sup>rt</sup>	10%	13%	12%	16%	12%	14%	13%	10%	12%	14%	10%	16%	11%	11%	12%	14%	11%	8%	19% <sup>zr</sup>	6%	11%	22% <sup>zt</sup>	11%
Net difference	<b>45</b>	-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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>359</b>	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% <sub>a</sub>	40% <sub>b</sub>	42% <sub>c</sub>	38% <sub>d</sub>	39% <sub>e</sub>	33% <sub>f</sub>	33% <sub>g</sub>	37% <sub>h</sub>	41% <sub>i</sub>	31% <sub>j</sub>	36% <sub>k</sub>	38% <sub>l</sub>	43% <sub>m</sub>	32% <sub>n</sub>	36% <sub>o</sub>	37% <sub>p</sub>	30% <sub>q</sub>	33% <sub>r</sub>	41% <sub>s</sub>	42% <sub>t</sub>	46% <sub>u</sub>	48% <sub>v</sub>	36% <sub>w</sub>	38% <sub>x</sub>	37% <sub>z</sub>
Not tell the truth	<b>513</b>	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% <sub>a</sub>	51% <sub>b</sub>	51% <sub>c</sub>	52% <sub>d</sub>	50% <sub>e</sub>	60% <sub>f</sub>	53% <sub>g</sub>	52% <sub>h</sub>	50% <sub>i</sub>	59% <sub>j</sub>	52% <sub>k</sub>	51% <sub>l</sub>	45% <sub>m</sub>	55% <sub>n</sub>	58% <sub>o</sub>	55% <sub>p</sub>	61% <sub>q</sub>	57% <sub>r</sub>	48% <sub>s</sub>	50% <sub>t</sub>	39% <sub>u</sub>	47% <sub>v</sub>	54% <sub>w</sub>	52% <sub>x</sub>	53% <sub>z</sub>
Don't know	<b>98</b>	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% <sub>a</sub>	9% <sub>b</sub>	11% <sub>c</sub>	7% <sub>d</sub>	10% <sub>e</sub>	11% <sub>f</sub>	7% <sub>g</sub>	14% <sub>h</sub>	11% <sub>i</sub>	8% <sub>j</sub>	9% <sub>k</sub>	12% <sub>l</sub>	12% <sub>m</sub>	13% <sub>n</sub>	6% <sub>o</sub>	9% <sub>p</sub>	9% <sub>q</sub>	10% <sub>r</sub>	11% <sub>s</sub>	9% <sub>t</sub>	16% <sub>u</sub>	5% <sub>v</sub>	10% <sub>w</sub>	10% <sub>x</sub>	9% <sub>z</sub>
Net difference	<b>-154</b>	-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% <sub>a</sub>	-21% <sub>b</sub>	-8% <sub>c</sub>	-14% <sub>d</sub>	-11% <sub>e</sub>	-27% <sub>f</sub>	-20% <sub>g</sub>	-15% <sub>h</sub>	-9% <sub>i</sub>	-28% <sub>j</sub>	-16% <sub>k</sub>	-13% <sub>l</sub>	-2% <sub>m</sub>	-23% <sub>n</sub>	-21% <sub>o</sub>	-18% <sub>p</sub>	-31% <sub>q</sub>	-24% <sub>r</sub>	-6% <sub>s</sub>	-8% <sub>t</sub>	7% <sub>u</sub>	1% <sub>v</sub>	-18% <sub>w</sub>	-13% <sub>x</sub>	-16% <sub>z</sub>

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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>359</b>	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	<b>513</b>	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	<b>98</b>	28	35	13	18	4	29	38	30	64	21	13	14	4	21	57	26	16	32	17	6	12	14	94
	<b>10%</b>	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	<b>-154</b>	-32	-53	-11	-22	-37	-43	-70	-43	-61	-67	-26	-18	-1	-26	-110	-76	-42	28	-47	3	-34	-29	-160
	<b>-16%</b>	-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/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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>416</b>	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% <sup>gk</sup>	45%	41%	50% <sup>g</sup>	43%	37%	44%	34%	47% <sup>g</sup>	48% <sup>k</sup>	39%	36%	50% <sup>k</sup>	47% <sup>o</sup>	41%	35%	47% <sup>o</sup>	40%	44%	48%	39%	44%	37%	40%	46%	42%
Not tell the truth	<b>482</b>	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% <sup>x</sup>	49%	50%	42%	50%	56% <sup>c</sup>	52%	55% <sup>c</sup>	45%	45%	55% <sup>l</sup>	55% <sup>z</sup>	42%	45%	49%	59% <sup>z</sup>	46% <sup>z</sup>	54% <sup>u</sup>	49%	44%	53%	40%	63% <sup>u</sup>	53% <sup>x</sup>	46%	50%
Don't know	<b>73</b>	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% <sup>z</sup>	q	7%	9%	7%
Net difference	<b>-66</b>	-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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>416</b>	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	<b>482</b>	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	<b>73</b>	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	<b>-66</b>	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/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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>496</b>	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%cc	49%	48%	54%	54%	55%	50%	45%	53%	46%	53%t	61%zqt	41%	54%	44%	49%	54%	51%
Not tell the truth	<b>400</b>	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% <sub>s</sub>	40%	31%	53%zrsu	35%	56% <sub>su</sub>	44%	38%	41%
Don't know	<b>75</b>	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% <sub>d</sub>	13%azcd	4%	6%	11%zi	15%zij	7%	8%	9%	7%	9%	8%	8%	6%	11% <sub>v</sub>	-	7%	8%	7%
Net difference	<b>96</b>	37	58	-13	16	-3	14	30	52	7	4	52	30	45	18	*	33	3	33	68	-17	15	-6	27	69	102
	<b>10%</b>	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

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**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% <sup>f</sup>	55%	51%	47%	48%	53%	44%	52%	57% <sup>f</sup>	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% <sup>os</sup>	37%	42%	45%	47% <sup>a</sup>	37%	48% <sup>zh</sup>	41%	35%	39%	48% <sup>zik</sup>	36%	45%	51%	45% <sup>o</sup>	37%	47% <sup>s</sup>	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% <sup>jt</sup>	9%	7%	9%	5%	10%	8%	7%	8%	10% <sup>zj</sup>	4%	8%	3%	3%	6%	11% <sup>zl</sup>	7%	8%	7%	12% <sup>z</sup>	2%	8%	11% <sup>lt</sup>	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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>674</b>	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% <sub>n</sub>	68%	71%	69%	66%	73%	67%	64%	76% <sub>zg</sub>	68%	69%	69%	76%	77% <sub>znp</sub>	64%	71%	67%	72%	67%	74% <sub>t</sub>	63%	63%	76%	69%	70%	68%
Not tell the truth	<b>222</b>	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% <sub>hm</sub>	23%	23%	27% <sub>h</sub>	28% <sub>h</sub>	21%	25%	22%	16%	27% <sub>l</sub>	24%	20%	16%	17%	28% <sub>zm</sub>	21%	26% <sub>m</sub>	20%	26%	19%	30% <sub>zqs</sub>	20%	22%	23%	22%	23%
Don't know	<b>75</b>	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%	9%	7%	4%	6%	6%	8%	14% <sub>zode</sub>	8%	5%	7%	11% <sub>zi</sub>	8%	6%	9%	8%	7%	8%	7%	6%	7%	17% <sub>zqrs</sub>	2%	8%	8%	9%
Net difference	<b>452</b>	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
	<b>47%</b>	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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>674</b>	223	205	48	147	47	175	280	219	385	191	96	107	44	194	325	156	149	217	101	72	69	67	675
	69% <sup>cf</sup>	72% <sup>c</sup>	69%	56%	72% <sup>c</sup>	70%	64%	70%	73%	70%	67%	70%	70%	71%	69%	69%	66%	74%	73%	67%	69%	65%	67%	68%
Not tell the truth	<b>222</b>	65	66	27	47	15	73	82	65	123	72	27	38	16	75	93	66	44	59	29	27	33	20	229
	23% <sup>o</sup>	21%	22%	32% <sup>a</sup>	23%	23%	27% <sup>z</sup>	21%	22%	22%	25%	20%	25%	25%	27%	20%	28%	22%	20%	20%	26%	31%	20%	23%
Don't know	<b>75</b>	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% <sup>zn</sup>	7%	5%	7%	13% <sup>zq</sup>	5%	5%	13%	9%
Net difference	<b>452</b>	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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	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	
<b>Weighted Base</b>	<b>970</b>	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	<b>404</b>	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% <sub>nq</sub>	44%	49% <sub>g</sub>	41%	42%	43%	35%	39%	45%	39%	40%	39%	44%	35%	49% <sub>n</sub>	40%	35%	38%	48% <sub>q</sub>	45% <sub>q</sub>	43%	53% <sub>q</sub>	40%	43%	41%	
Not tell the truth	<b>495</b>	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% <sub>x</sub>	51%	44%	53%	54%	53%	55%	48%	48%	57%	51%	48%	50%	54%	48%	52%	57% <sub>zst</sub>	55%	45%	46%	46%	43%	54%	47%	51%	
Don't know	<b>72</b>	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% <sub>aj</sub>	5%	9% <sub>za</sub>	7%	6%	3%	4%	10% <sub>e</sub>	13% <sub>zef</sub>	6%	4%	9% <sub>ej</sub>	13% <sub>zj</sub>	6%	11% <sub>zo</sub>	3%	9%	8%	7%	6%	8%	11%	5%	6%	9% <sub>z</sub>	8%
Net difference	<b>-91</b>	-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	
	<b>-9%</b>	-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

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**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/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

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**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)
<b>Unweighted Base</b>	<b>990</b>	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
<b>Weighted Base</b>	<b>970</b>	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	<b>459</b>	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	<b>416</b>	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	<b>96</b>	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	<b>42</b>	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

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**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)	
<b>Unweighted Base</b>	<b>990</b>	366	249	105	179	82	333	416	240	550	278	159	133	53	261	539	235	184	292	191	112	120	103	990
<b>Weighted Base</b>	<b>970</b>	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	<b>459</b>	126	152	37	109	29	127	187	144	248	151	59	92	35	139	192	102	106	153	56	57	44	31	467
	47% <sup>aosv</sup>	41%	51% <sup>a</sup>	44%	53% <sup>a</sup>	44%	47%	47%	48%	45%	53%	43%	60% <sup>zo</sup>	56%	49%	41%	43%	53% <sup>s</sup>	51% <sup>s</sup>	37%	54% <sup>v</sup>	41%	31%	47%
Not tell the truth	<b>416</b>	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% <sup>zd</sup>	41%	42%	38%	45%	43%	42%	44%	44%	40%	45%	34%	41%	41%	48% <sup>zl</sup>	44%	41%	38%	51% <sup>zr</sup>	39%	47%	54%	43%
Don't know	<b>96</b>	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	<b>42</b>	-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