

Ipsos MORI Veracity Index 2015

Technical Details

Ipsos MORI interviewed a representative sample of 990 adults aged 15+ across Great Britain. Interviews were conducted by face-to-face between 5th December 2015 and 4th January 2016. Data are weighted to match the profile of the population. Where percentages do not sum to 100 this may be due to computer rounding.

Trust in professions:

Q1 **Now I will read you a list of different types of people. For each, please tell me if you would generally trust them to tell the truth or not?**

Base: 990 British adults 15+

	Trust to tell the truth	Do not trust to tell the truth	Don't know	Change in trust since 2014
	%	%	%	±%
Doctors	89	10	1	-1
Teachers	86	11	3	0
Judges	80	16	4	0
Scientists	79	15	6	-4
Hairdressers	69	23	8	N/A
The Police	68	29	3	+2
The ordinary man/woman in the street	68	26	6	+6
Clergy/priests	67	27	6	-4
Television news readers	65	30	5	-2
Civil Servants	59	32	8	+4
Pollsters	53	34	13	+2
Lawyers	51	41	8	N/A
Managers in the NHS	49	43	8	0
Charity chief executives	47	43	10	N/A
Trade union officials	46	42	12	+7
Local councillors	43	50	7	N/A
Builders	42	51	7	N/A
Bankers	37	59	5	+6
Managers in Local Government	37	53	10	N/A
Business leaders	35	55	10	+3
Journalists	25	70	5	+3
Estate agents	25	68	7	+3
Government Ministers	22	72	6	+3
Politicians generally	21	74	5	+5