Veracity Index 2016 – all professions overview

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

<table>
<thead>
<tr>
<th>Profession</th>
<th>% Trust to Tell the Truth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses</td>
<td>93%</td>
</tr>
<tr>
<td>Doctors</td>
<td>91%</td>
</tr>
<tr>
<td>Teachers</td>
<td>81%</td>
</tr>
<tr>
<td>Judges</td>
<td>80%</td>
</tr>
<tr>
<td>Scientists</td>
<td>71%</td>
</tr>
<tr>
<td>The Police</td>
<td>69%</td>
</tr>
<tr>
<td>Clergy/priests</td>
<td>68%</td>
</tr>
<tr>
<td>Hairdressers</td>
<td>67%</td>
</tr>
<tr>
<td>Television news readers</td>
<td>67%</td>
</tr>
<tr>
<td>The ordinary man/woman in the street</td>
<td>65%</td>
</tr>
<tr>
<td>Civil Servants</td>
<td>56%</td>
</tr>
<tr>
<td>Lawyers</td>
<td>52%</td>
</tr>
<tr>
<td>Pollsters</td>
<td>49%</td>
</tr>
<tr>
<td>Managers in the NHS</td>
<td>48%</td>
</tr>
<tr>
<td>Economists</td>
<td>48%</td>
</tr>
<tr>
<td>Charity chief executives</td>
<td>46%</td>
</tr>
<tr>
<td>Trade union officials</td>
<td>43%</td>
</tr>
<tr>
<td>Local councillors</td>
<td>43%</td>
</tr>
<tr>
<td>Bankers</td>
<td>37%</td>
</tr>
<tr>
<td>Business leaders</td>
<td>33%</td>
</tr>
<tr>
<td>Estate agents</td>
<td>30%</td>
</tr>
<tr>
<td>Journalists</td>
<td>24%</td>
</tr>
<tr>
<td>Government Ministers</td>
<td>20%</td>
</tr>
<tr>
<td>Politicians generally</td>
<td>15%</td>
</tr>
</tbody>
</table>

Base: 1,019 British adults aged 15+, fieldwork 14th October – 1st November 2016
The five most trusted professions, 2016

% trust to tell the truth:

- **Nurses**: 93%
- **Doctors**: 91%
- **Teachers**: 88%
- **Judges**: 81%
- **Scientists**: 80%

Base: 1,019 British adults aged 15+, fieldwork 14th October – 1st November 2016
The five least trusted professions, 2016

% trust to tell the truth:

- Business leaders: 33%
- Estate agents: 30%
- Journalists: 24%
- Government Ministers: 20%
- Politicians generally: 15%

2015 score:

- Business leaders: 35%
- Estate agents: 25%
- Journalists: 25%
- Government Ministers: 22%
- Politicians generally: 21%

Base: 1,019 British adults aged 15+, fieldwork 14th October – 1st November 2016
Net trusted professions

- Nurses: 87
- Doctors: 83
- Teachers: 79
- Judges: 65
- Scientists: 65
- Police: 44
- Clergy/priests: 43
- Hairdressers: 42
- TV News Readers: 39
- Person in the street: 36
- Civil Servants: 17
- Lawyers: 8
- Pollsters: 7
- Economists: 3
- NHS managers: 2
- Charity Chief execs: 0
- Trade Union officials: -5
- Local council -liors: -9
- Bankers: -21
- Business leaders: -27
- Estate Agents: -35
- Journalists: -47
- Govt. Ministers: -56
- Politicians: -67
Key movers in public trust over time

- Clergy/Priests (-16 ppt)
- Ordinary Man/Woman in the street (+8 ppt)
- Civil Servants (+31 ppt)
- Trade Union Officials (+25 ppt)
- Scientists (+17 ppt)
- Business leaders (+8 ppt)

Base: c. 1,000 British adults aged 15+ per year
Amongst the least-trusted professions, trust in politicians has dropped notably, whilst trust in estate agents has risen.

% trust to tell the truth:

Base: c. 1,000 British adults aged 15+ per year
Distrust in pollsters has risen this year

“...would you tell me if you generally trust them to tell the truth, or not?” - Pollsters

Trust to tell the truth

Do not trust to tell the truth

Base: c. 1,000 British adults aged 15+ per year
As has distrust in civil servants and business leaders

% do not trust to tell the truth:

- Civil Servants
- Business leaders

Base: c. 1,000 British adults aged 15+ per year
All Veracity data, 1983 - 2016

% trust to tell the truth:

- Nurses*
- Clergy/Priests
- Pollsters
- Managers in Local Gov
- Lawyers
- Doctor
- The police
- Economists*
- Journalists
- Hairdressers
- Teacher
- TV news reader
- Trade Union Officials
- Government Ministers
- Managers in the NHS
- Judges
- Civil Servants
- Business Leaders
- Ordinaries Man/Woman in the street
- Local Councillors
- Economists*
- Politicians Generally
- Managers in the NHS
- Charity Chief Executives
- Estate Agents

Base: c. 1,000 British adults aged 15+ per year
* This profession listed for the first time in 2016
Trust in the ordinary person in the street is higher amongst men than women

% trust to tell the truth:

- Men: 68%
- Women: 62%

Base: c. 1,000 British adults aged 15+ per year
And this is also the case for Journalists

% trust to tell the truth:

Base: c. 1,000 British adults aged 15+ per year
Some voices were trusted more than others

Who do you trust on issues relating to the referendum on EU membership?

<table>
<thead>
<tr>
<th>Groups</th>
<th>Friends and family</th>
<th>Academics</th>
<th>Small business owners</th>
<th>Work colleagues</th>
<th>The ordinary man/woman in the street</th>
<th>My immediate manager at work</th>
<th>Leaders of large businesses</th>
<th>Trade union officials</th>
<th>The head of my company</th>
<th>Civil servants</th>
<th>Journalists</th>
<th>Politicians generally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>72%</td>
<td>50%</td>
<td>46%</td>
<td>57%</td>
<td>57%</td>
<td>48%</td>
<td>46%</td>
<td>29%</td>
<td>31%</td>
<td>33%</td>
<td>20%</td>
<td>9%</td>
</tr>
<tr>
<td>Remain supporters</td>
<td>77%</td>
<td>69%</td>
<td>55%</td>
<td>63%</td>
<td>69%</td>
<td>63%</td>
<td>46%</td>
<td>27%</td>
<td>27%</td>
<td>26%</td>
<td>24%</td>
<td>13%</td>
</tr>
<tr>
<td>Leave supporters</td>
<td>72%</td>
<td>50%</td>
<td>46%</td>
<td>48%</td>
<td>57%</td>
<td>48%</td>
<td>28%</td>
<td>29%</td>
<td>28%</td>
<td>27%</td>
<td>24%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Base: All respondents (2007), Remain (842), Leave (816), 24 March – 1 April 2016

Source: Ipsos Reputation Centre
Lack of confidence in manifesto promises was driven by lack of trust

To what extent do you agree or disagree with the following statements?

Politicians are explaining their policies clearly enough to allow voters to make up their minds

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>53%</td>
<td>23%</td>
<td>3%</td>
</tr>
</tbody>
</table>

I trust politicians to follow through on the promises they have made so far in this campaign if they are in Government after the Election

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>9%</td>
<td>3%</td>
</tr>
</tbody>
</table>

The promises being made by politicians are unrealistic

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>10%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: BBC Ipsos MORI Election Uncut community
Base: 1,077 online community members aged 18-75, 24th – 28th April 2015
Leaving campaign messages were more believed

Do you think each of the following is true or false (if Britain votes to leave/remain)

If Britain votes to remain...

- Britain would be made to pay billions of pounds in bailouts for eurozone countries in the future
  - True: 48%
  - False: 40%
  - Don’t know: 12%

- Britain sends £350 million a week to the European Union
  - True: 47%
  - False: 38%
  - Don’t know: 14%

- Turkey will be fast-tracked into the European Union and their population of 75 million people will have the right to free movement to the UK
  - True: 45%
  - False: 45%
  - Don’t know: 10%

If Britain votes to leave...

- The peace and stability on our continent will be put at risk
  - True: 32%
  - False: 59%
  - Don’t know: 9%

- The stability of Northern Ireland will be put at risk
  - True: 21%
  - False: 61%
  - Don’t know: 18%

- UK households will lose £4,300 per year and will be made permanently poorer
  - True: 17%
  - False: 70%
  - Don’t know: 13%

Base: 1,257 British adults 18+ 11th – 14th June 2016

Source: Ipsos MORI Political Monitor