

Ipsos MORI Veracity Index 2021

*Trust in professions
survey*

Technical note

This year's Veracity Index has been conducted using a telephone survey. Typically the index uses face-to-face fieldwork but the 2020 and 2021 data has been collected over the phone due to the pandemic.

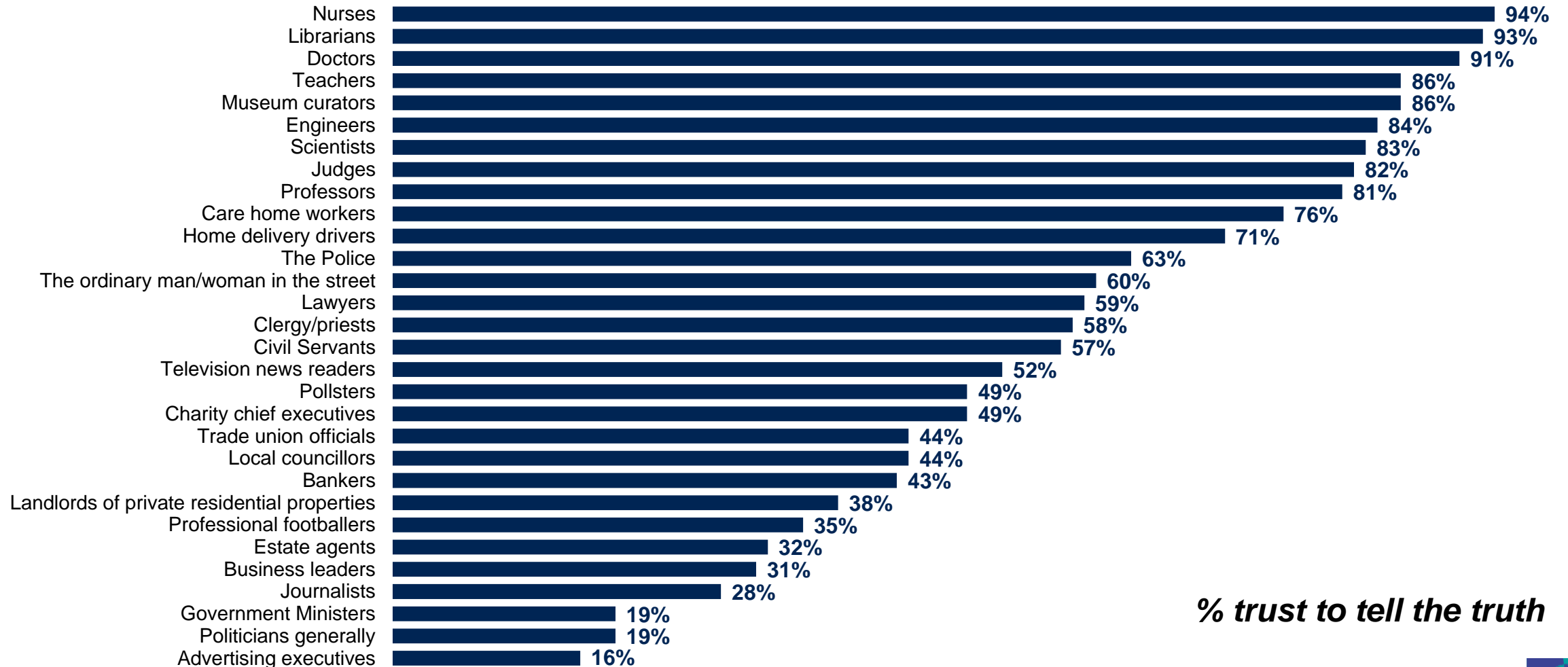
Mode effects should be kept in mind when comparing the results with previous years' data, especially when differences are close to the margin of error.

This year's survey was carried out over two waves of a telephone omnibus survey: one with 1,007 British adults aged 18+ between 29 October and 4 November and the second with 1,009 British adults aged 18+ between 5 and 10 November 2021.

Data are weighted to the population profile. Where percentages do not sum to 100 this may be due to computer rounding.

Veracity Index 2021 – all professions

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



% trust to tell the truth

Base: 1,007 and 1,009 British adults aged 18+, interviewed by telephone 29 Oct – 4 Nov and 5 – 10 November 2021

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The five most trusted professions, 2021

% trust to tell the truth:

*2020
score:*



Base: 1,007 and 1,009 British adults aged 18+, interviewed by telephone 29 Oct – 4 Nov and 5 – 10 November 2021

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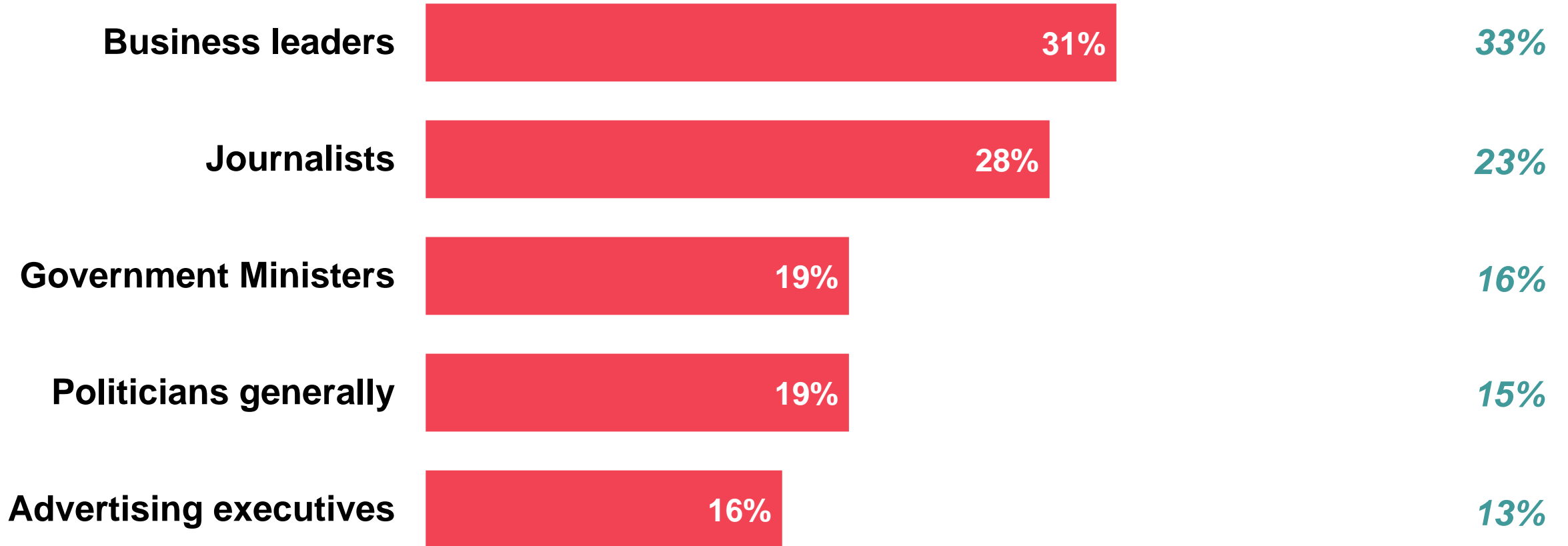
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The five least trusted professions, 2021

% trust to tell the truth:

*2020
score:*



Base: 1,007 and 1,009 British adults aged 18+, interviewed by telephone 29 Oct – 4 Nov and 5 – 10 November 2021

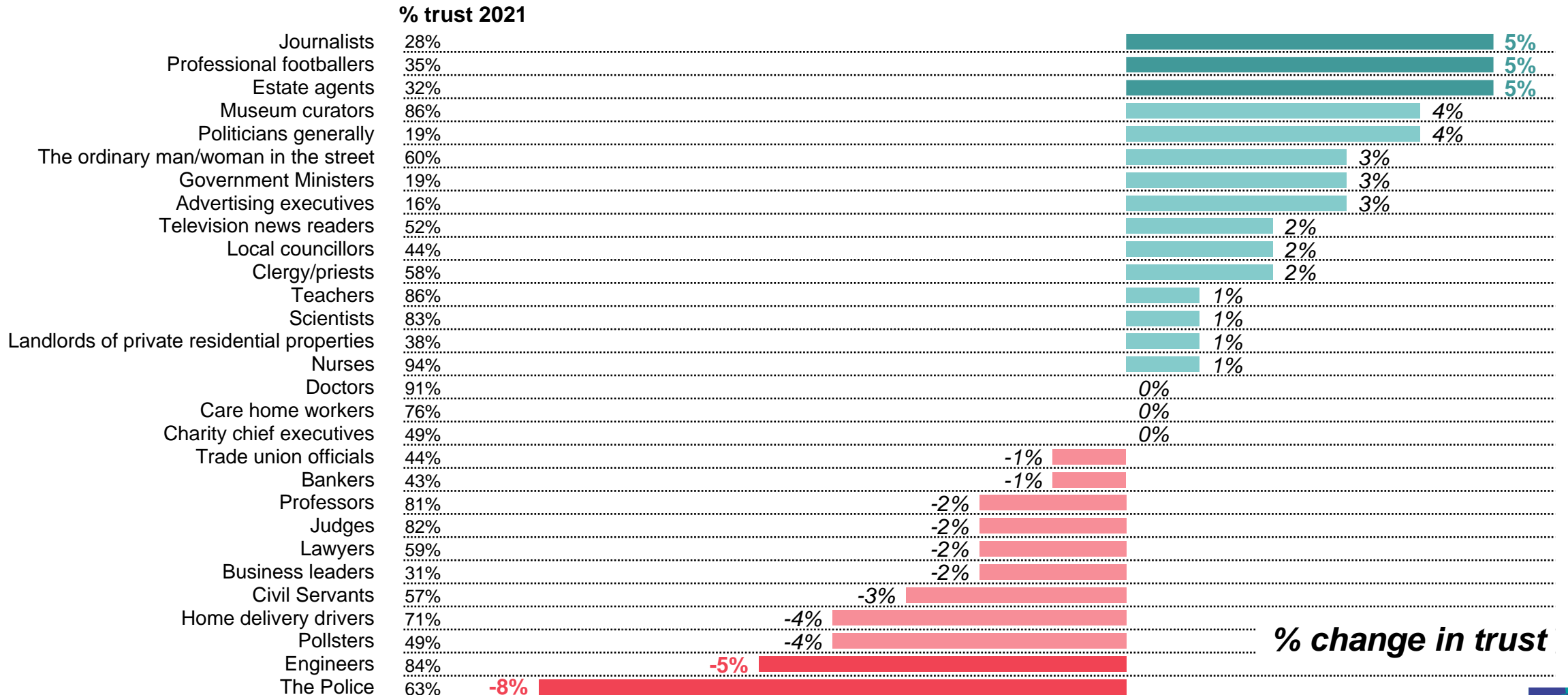
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Veracity Index 2021 – change in trust, 2020-2021

“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?”



Base: 1,007 and 1,009 British adults aged 18+, interviewed by telephone 29 Oct – 4 Nov and 5 – 10 November 2021

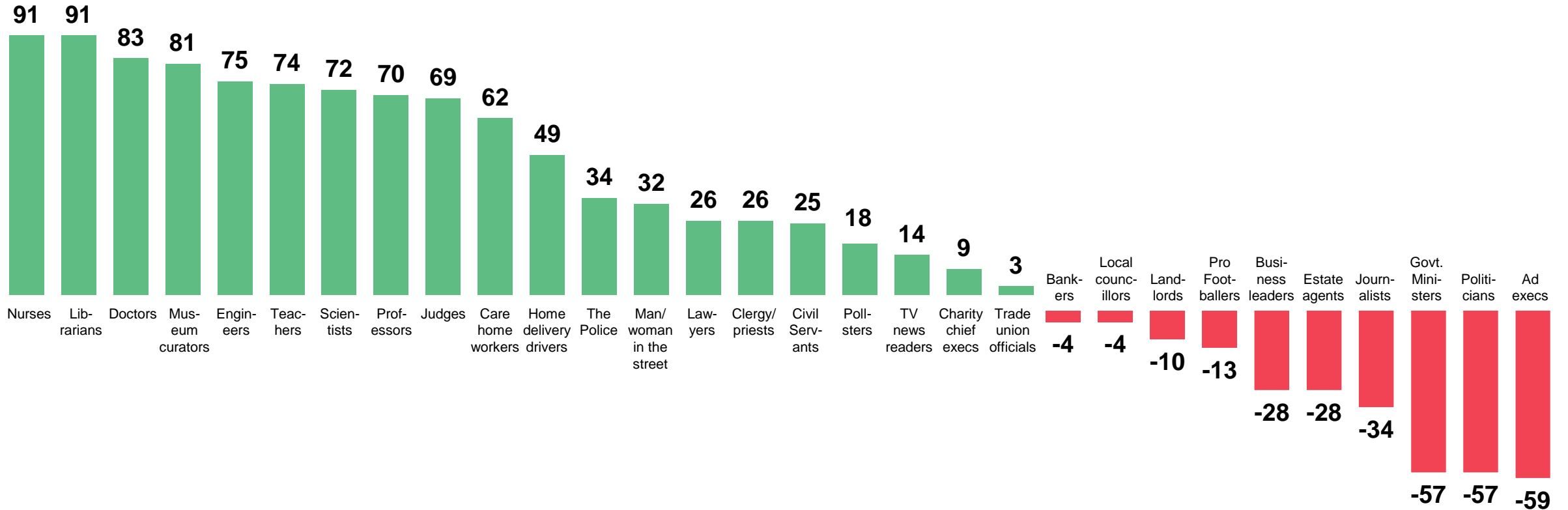
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Net trust in professions 2021

Net trust = % trust to tell the truth - % do not trust to tell the truth

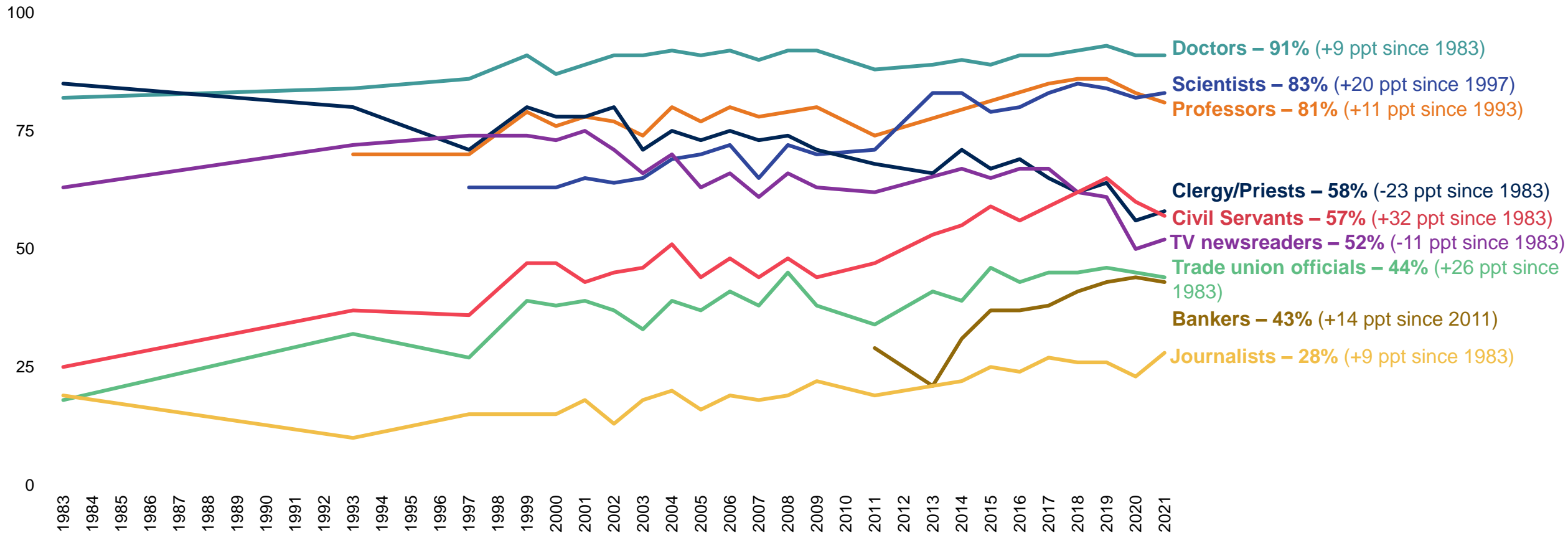


Base: 1,007 and 1,009 British adults aged 18+, interviewed by telephone 29 Oct – 4 Nov and 5 – 10 November 2021

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Key movers in public trust over time

% trust to tell the truth:



Base: c.1,000 British adults interviewed per year. 2020 and 2013 conducted by telephone; all other years face-to-face

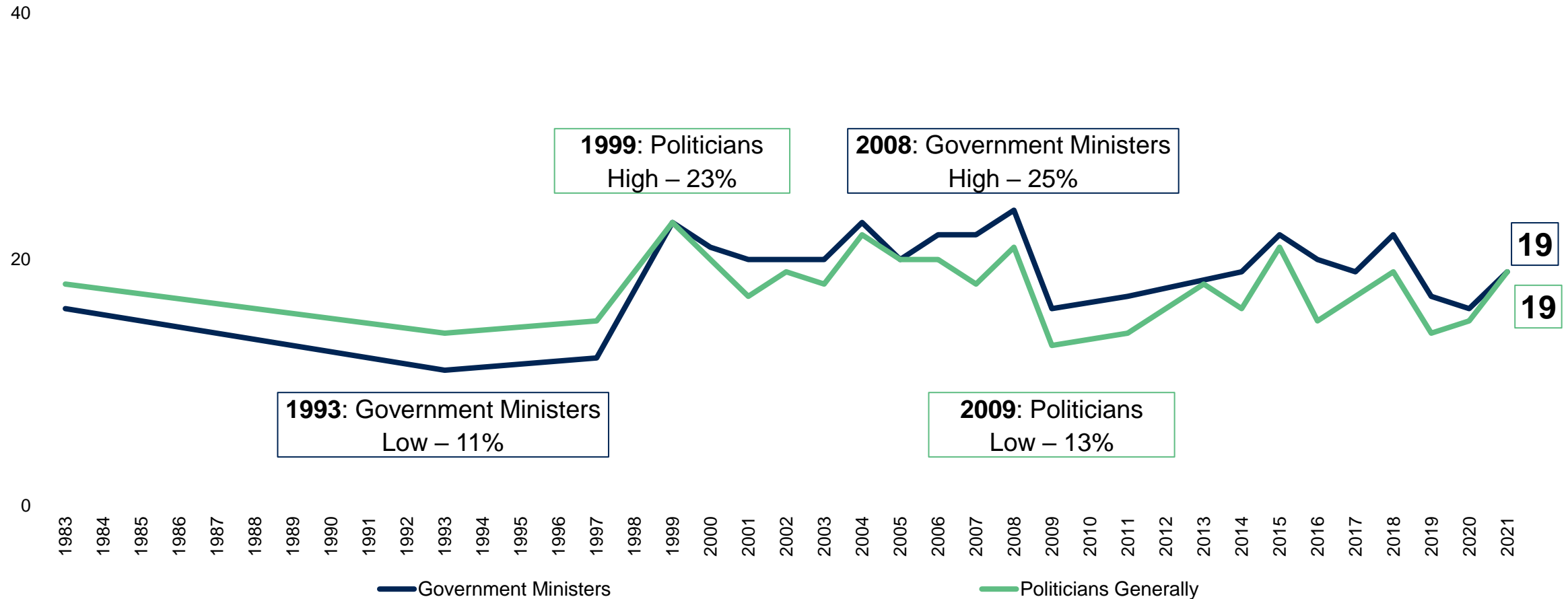
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Trust in Politicians: Highs and Lows

% trust to tell the truth:



Base: c.1,000 British adults interviewed per year. 2021, 2020 and 2013 conducted by telephone; all other years face-to-face

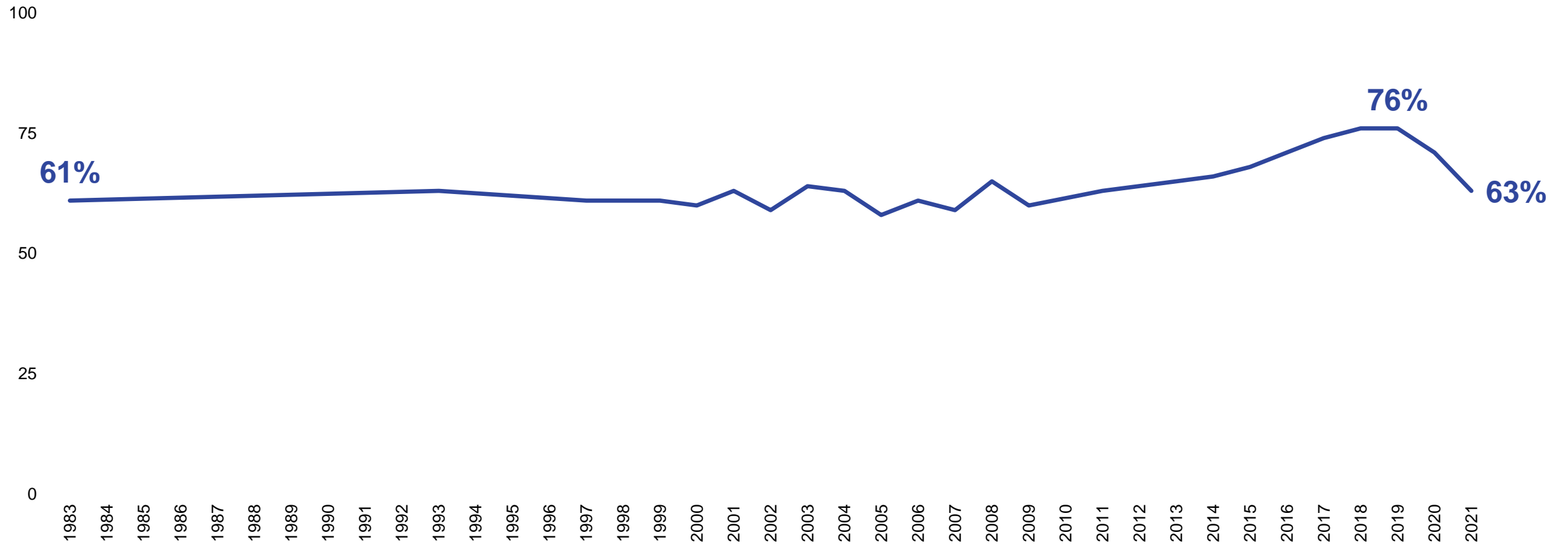
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Trust in the police over time

% trust the police to tell the truth:



Base: c.1,000 British adults interviewed per year. 2020 and 2013 conducted by telephone; all other years face-to-face

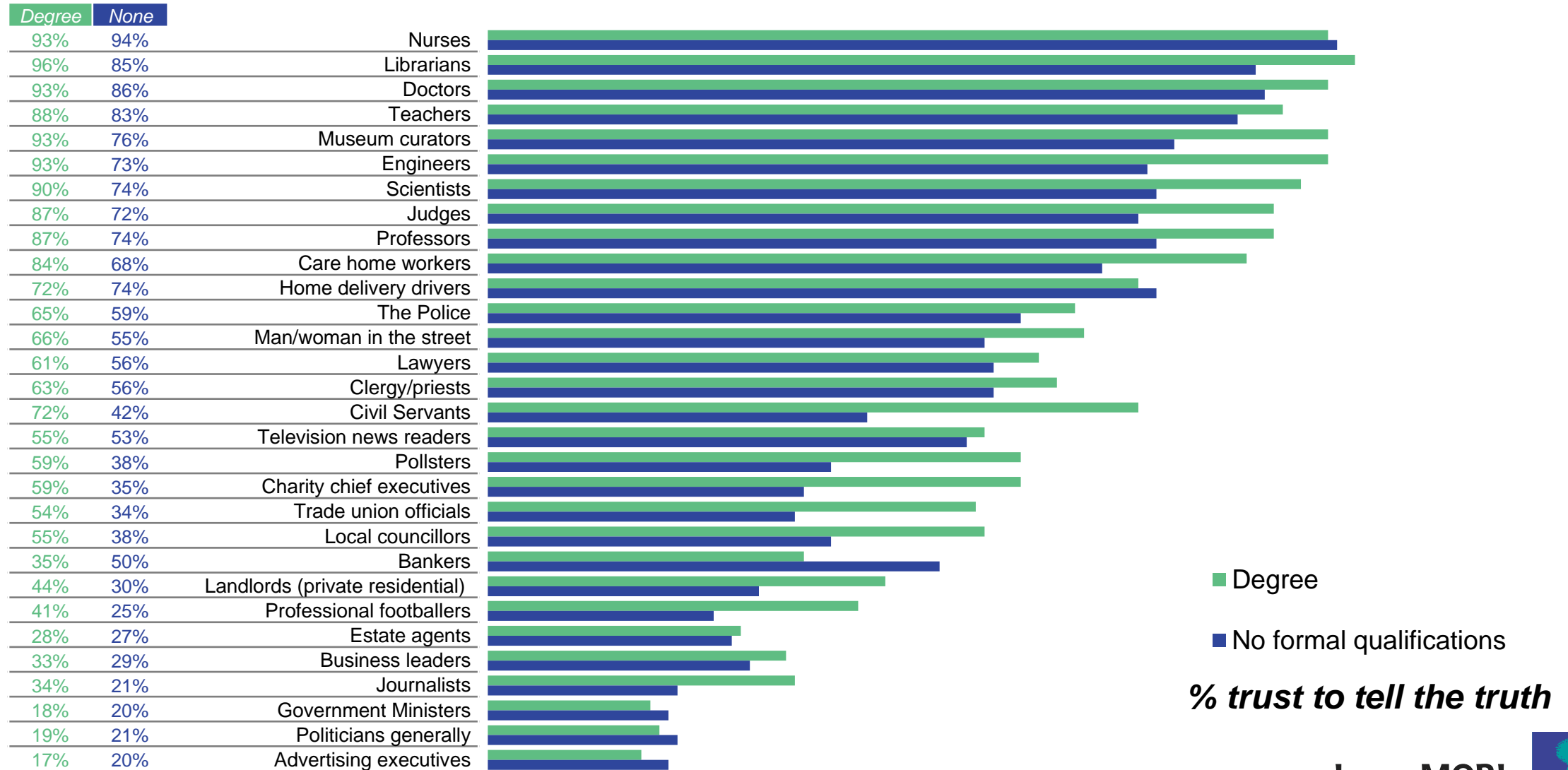
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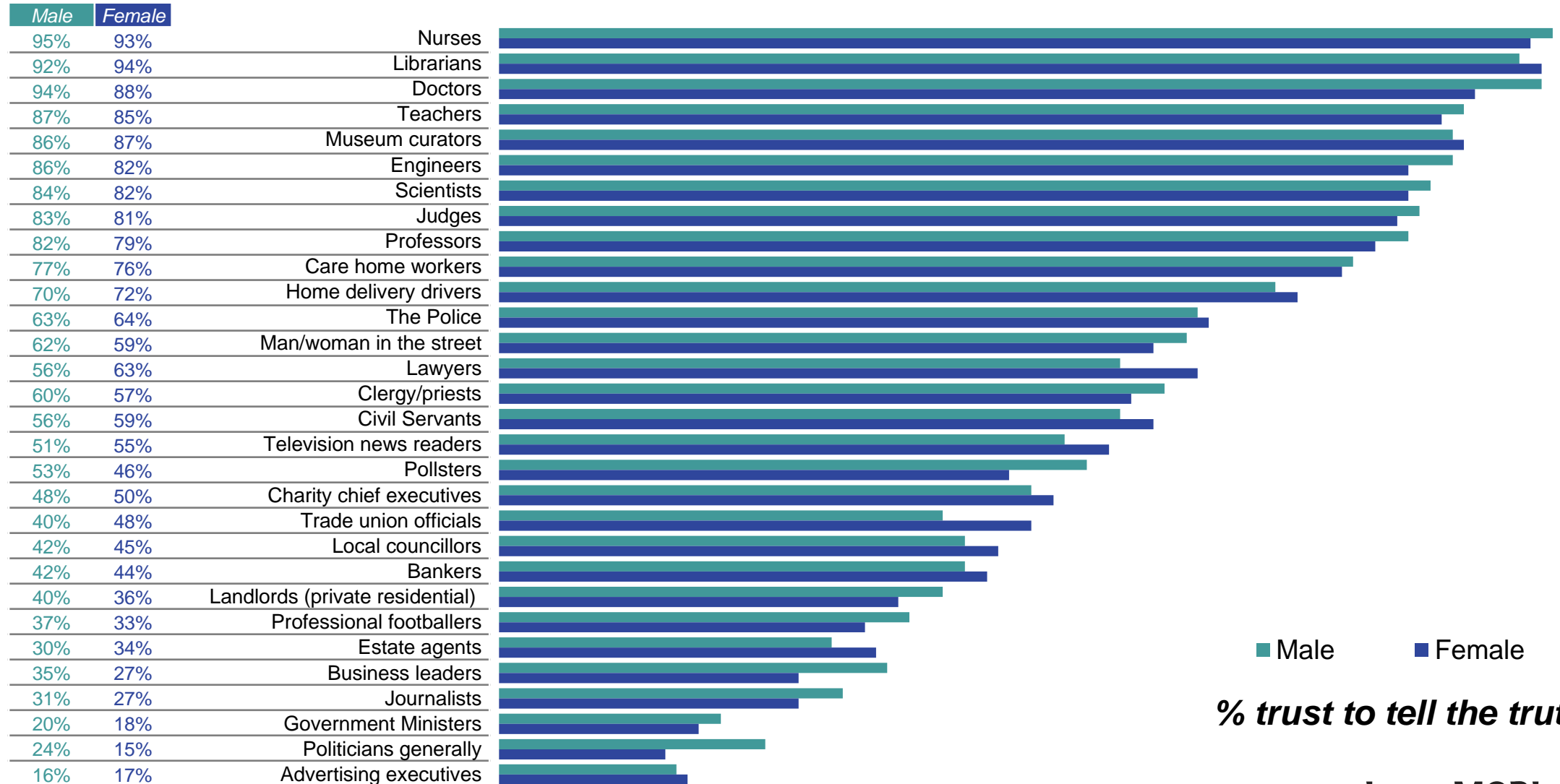
Trust in professions by educational attainment

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



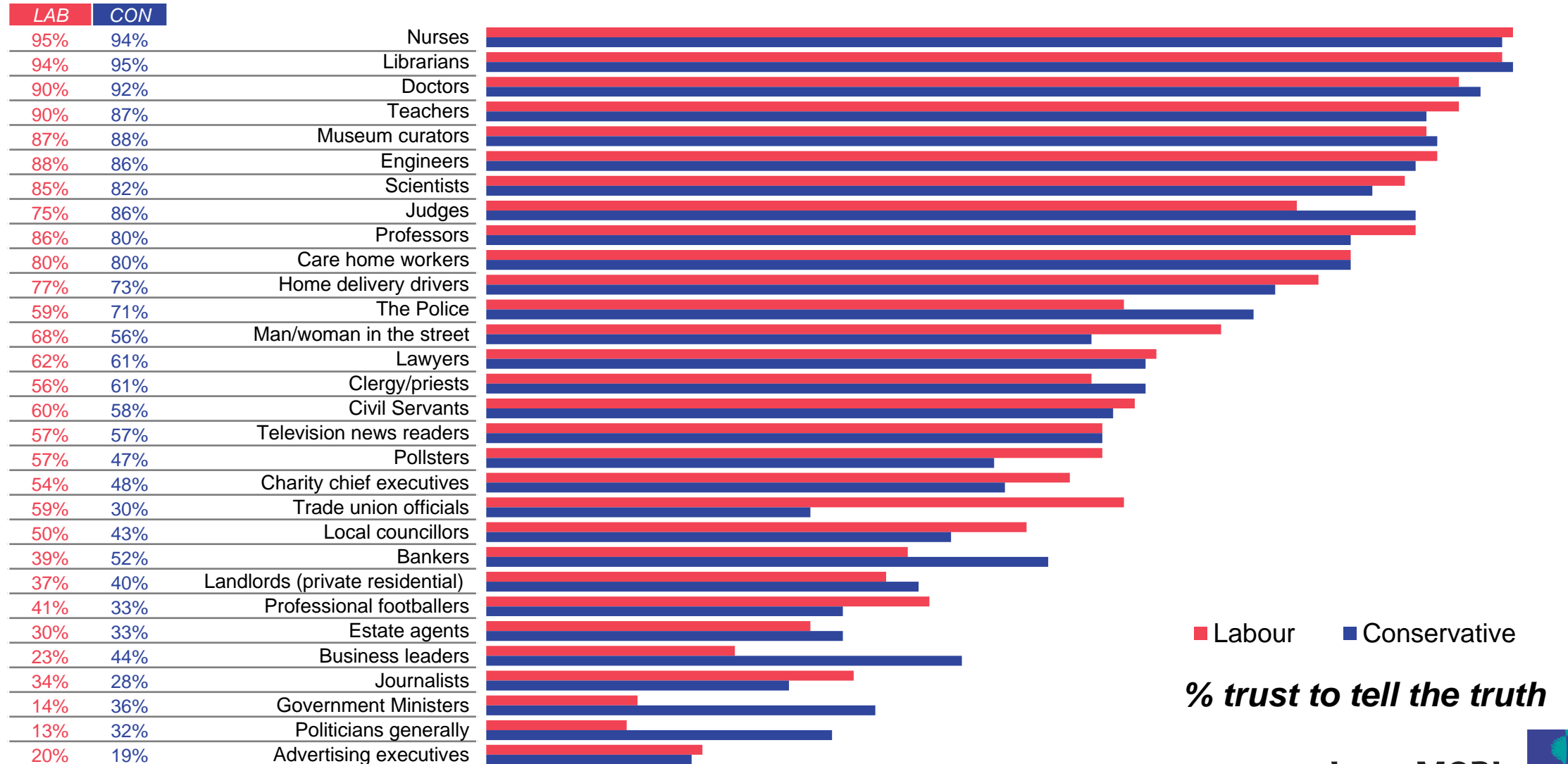
Trust in professions by gender

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



Trust in professions by party preference

“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?”



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