

## TECHNICAL NOTE

This year's Veracity Index has been conducted using a telephone survey. Prior to 2020 (except for 2013) the index has used a face-to-face data collection methodology.

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 the telephone, with 1,015 British adults aged 16+ between 9 and 15 October 2024.

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

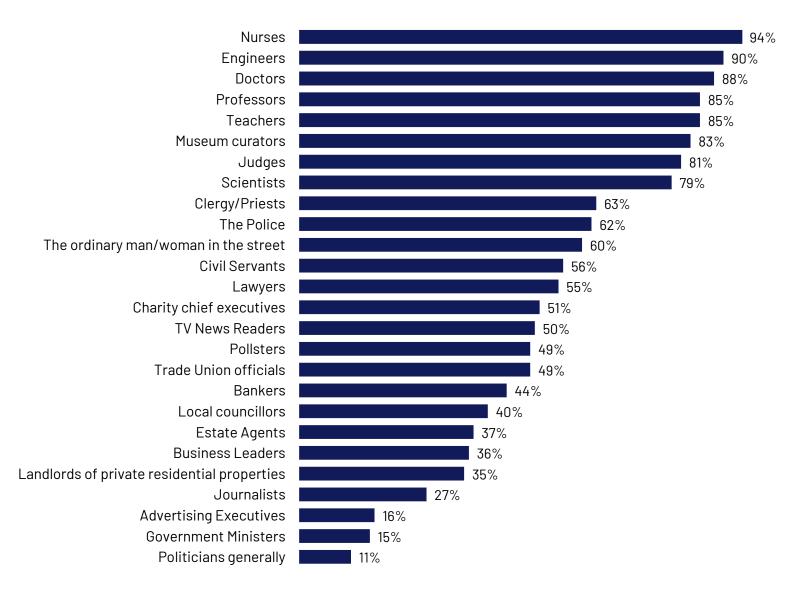


## Veracity Index 2024

#### **All professions**

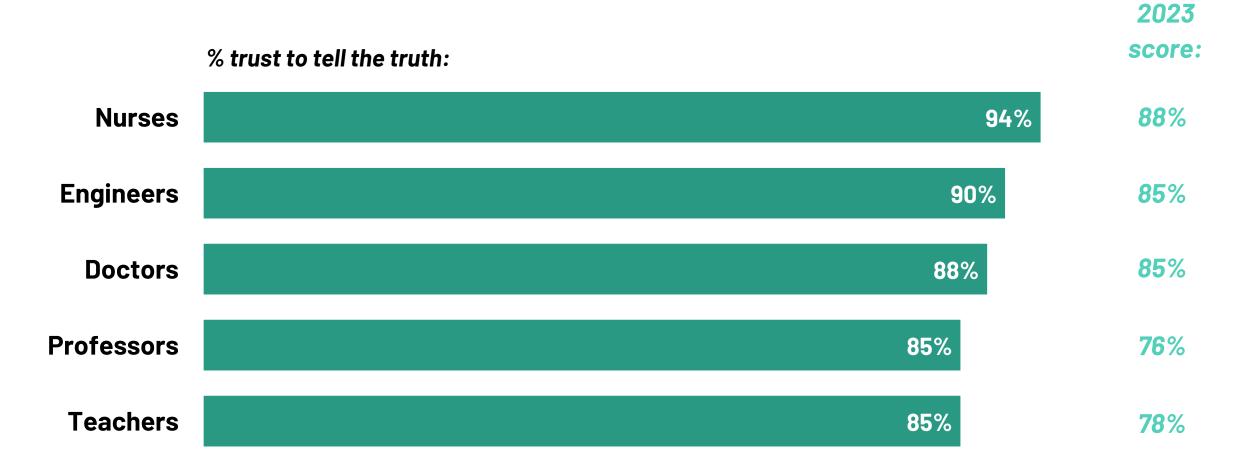
"Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?"

#### % trust to tell the truth



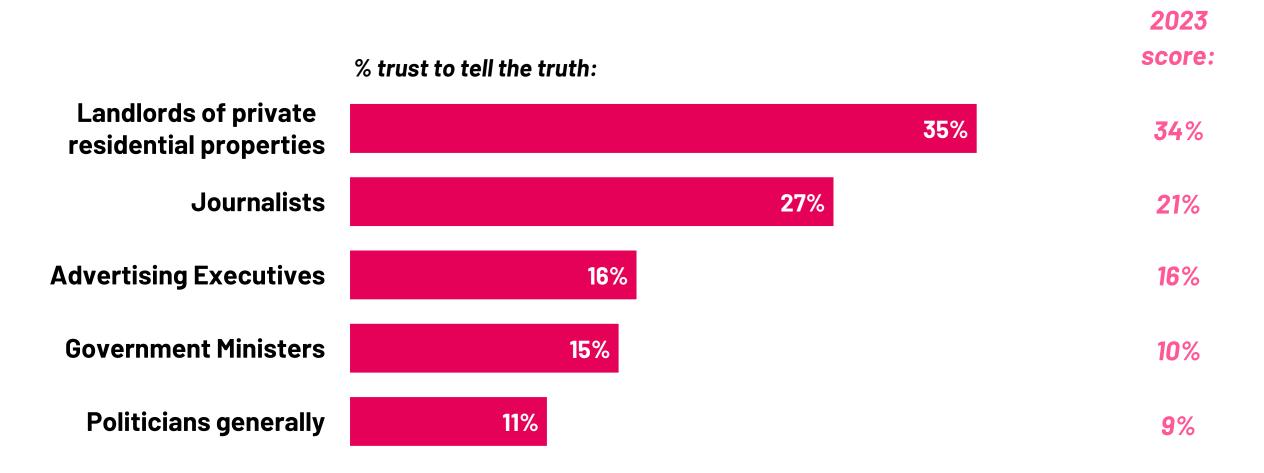


### The five most trusted professions, 2024





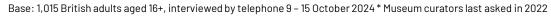
### The five <u>least</u> trusted professions, 2024





#### Veracity Index 2024 - change in trust, 2023-2024

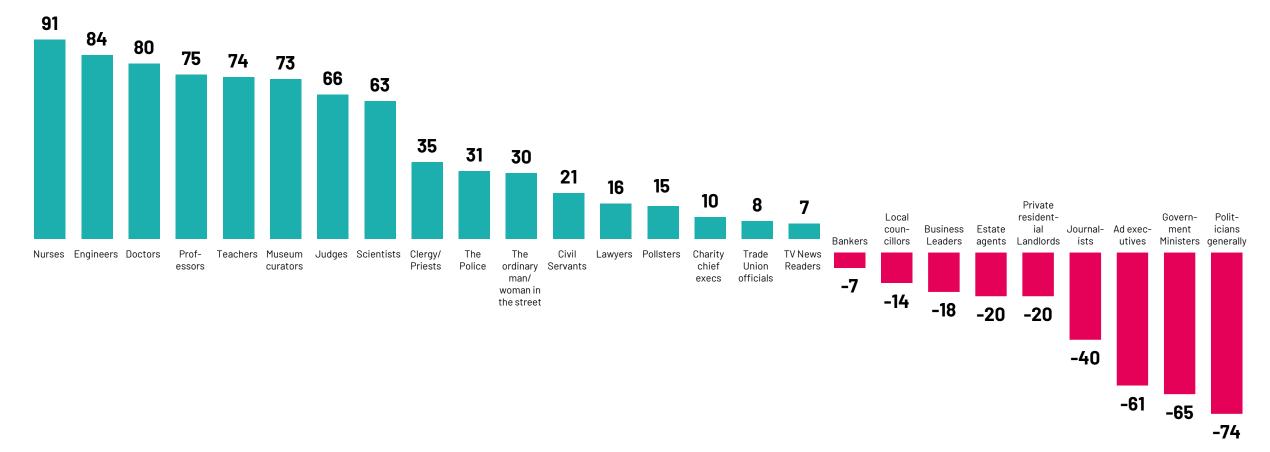
	% trust 20	24			
Professors	85%			9%	
Clergy/Priests	63%			9%	
The ordinary man/woman in the street	60%			9%	
Estate Agents	37%			9%	
TV News Readers	50%		89	%	
Judges	81%		7%		
Charity chief executives	51%		7%		
Teachers	85%		7%		
Journalists	27%		6%		
Trade Union officials	49%		6%		
Local councillors	40%		6%		
Business Leaders	36%		6%		
Nurses	94%		6%		
The Police	62%		6%		
Engineers	90%		5%		
Scientists	79%		5%		
Civil Servants	56%		5%		
Bankers	44%		5%		
Government Ministers	15%		5%		
Lawyers	55%	4%	6		
Pollsters	49%	4%	6		
Doctors	88%	3%			
Politicians generally	11%	2%			
Museum curators*	83%	2%			
Landlords of private residential properties	35%	1%			% change in trust
Advertising Executives	<b>16%</b> 0%				-





## Net trust in professions 2024

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



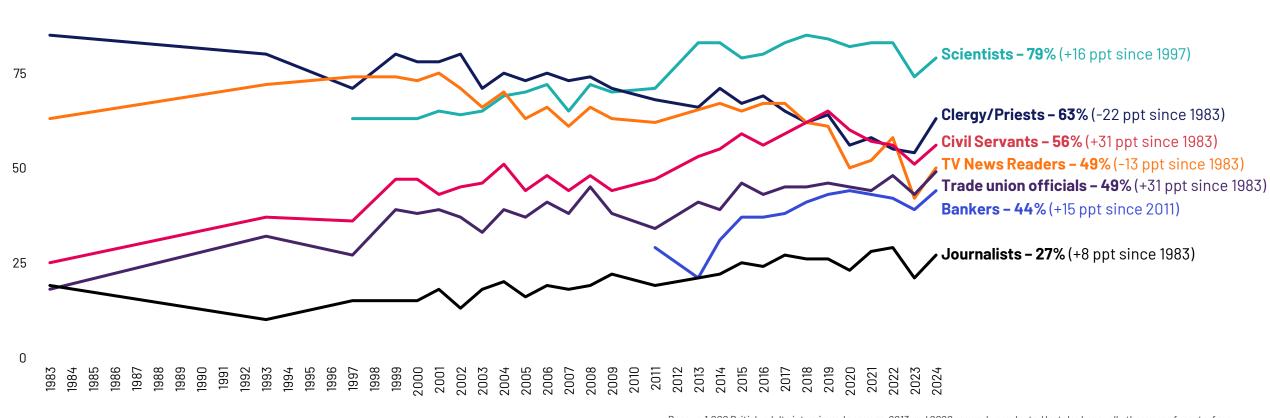
Base: 1,015 British adults aged 16+, interviewed by telephone 9 – 15 October 2024



#### Key movers in public trust over time

% trust to tell the truth:

100



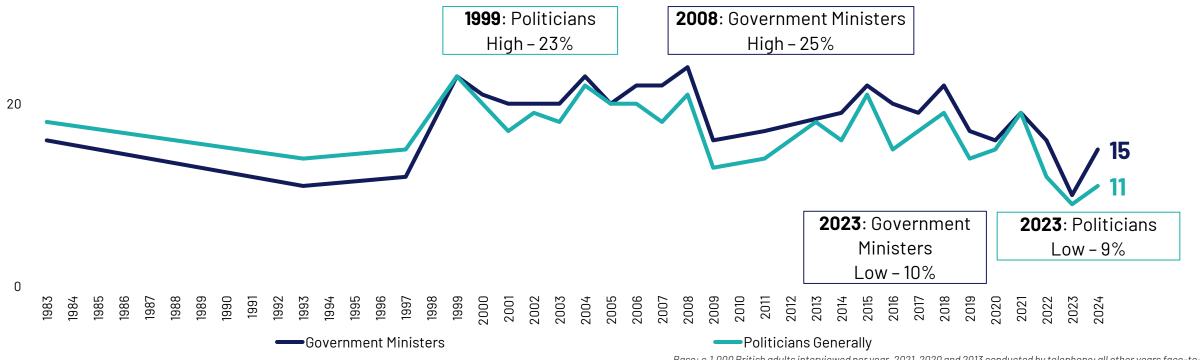




### **Trust in Politicians: Highs and Lows**

% trust to tell the truth:

40





### Trust in Priests/the Clergy: long term trend

#### % trust to tell the truth:

75 73 75 73 74 71 56 <sup>58</sup> 1 

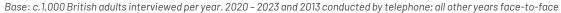
Base: c.1,000 British adults interviewed per year. 2020 - 2023 and 2013 conducted by telephone; all other years face-to-face



### Trust in Civil Servants: long term trend

% trust to tell the truth:

53 55 59 56 59 62 65 61 



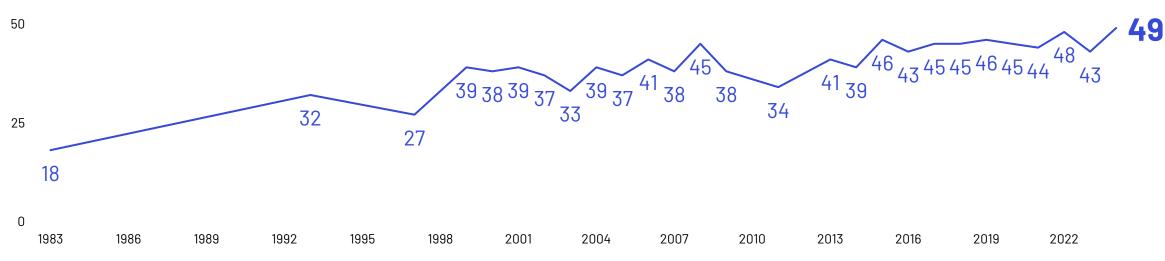


#### Trust in Trade Union Officials: long term trend

% trust to tell the truth:

100

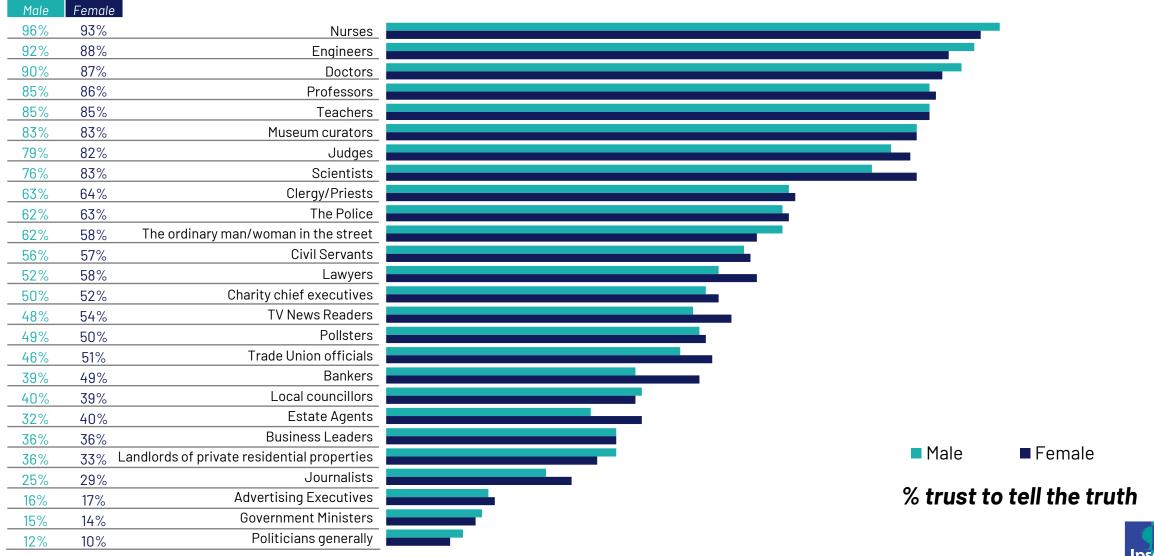
75



Base: c.1,000 British adults interviewed per year. 2020 - 2023 and 2013 conducted by telephone; all other years face-to-face

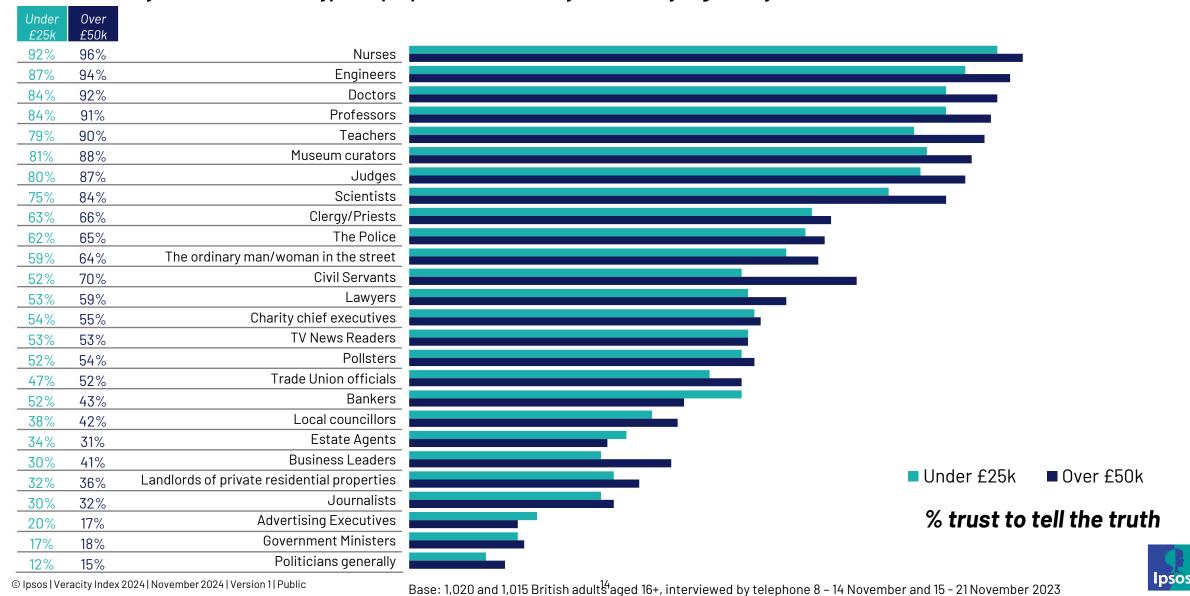


#### Trust in professions by gender

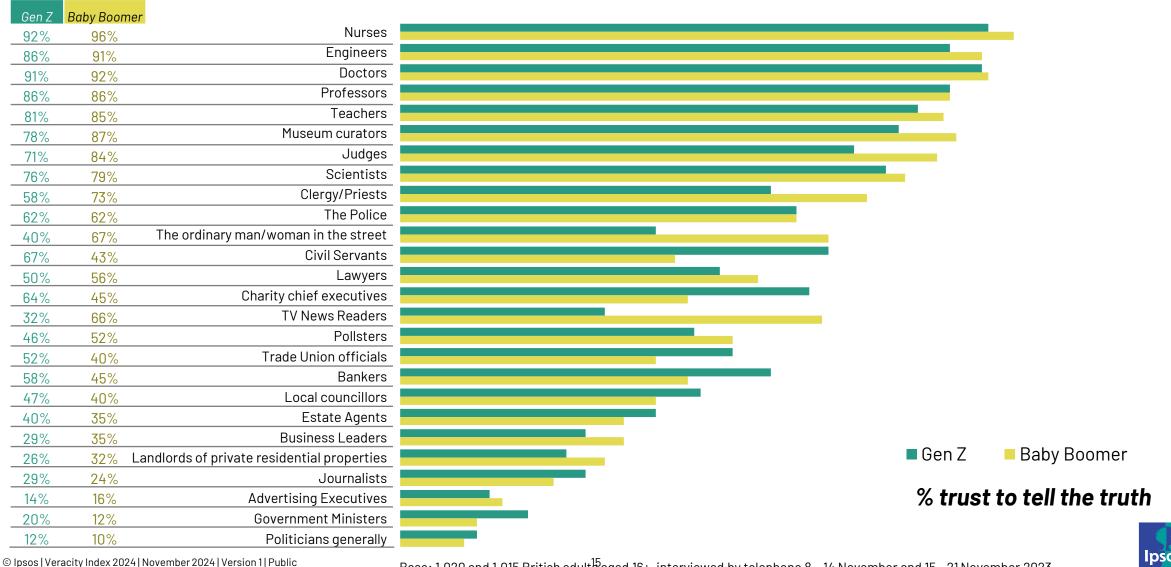




#### Trust in professions by household income



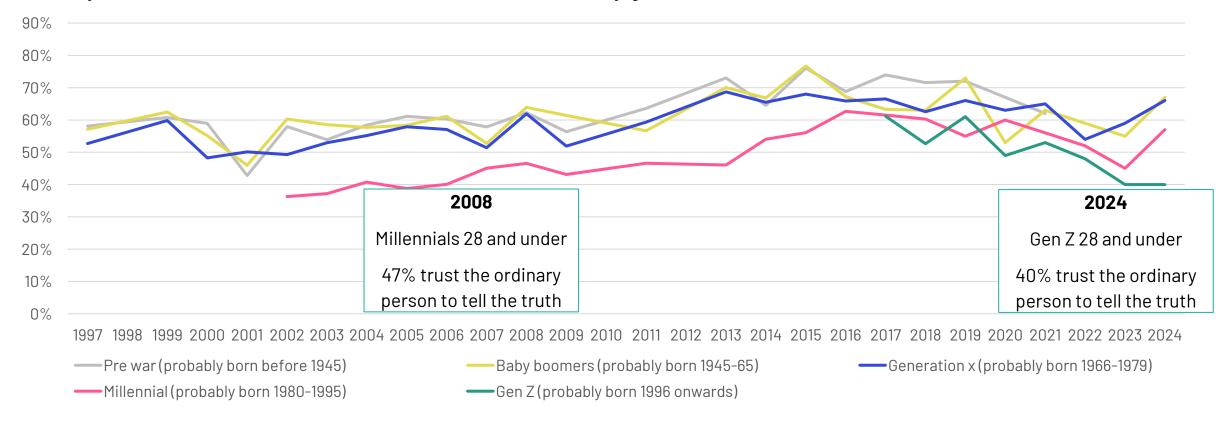
#### Trust in professions by Generation





### Social trust by generation

Ordinary man/woman in the street, % trust to tell the truth by generation





# lpsos UK

**Veracity Index 2024** 

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