

IPSOS UK VERACITY INDEX 2024

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.

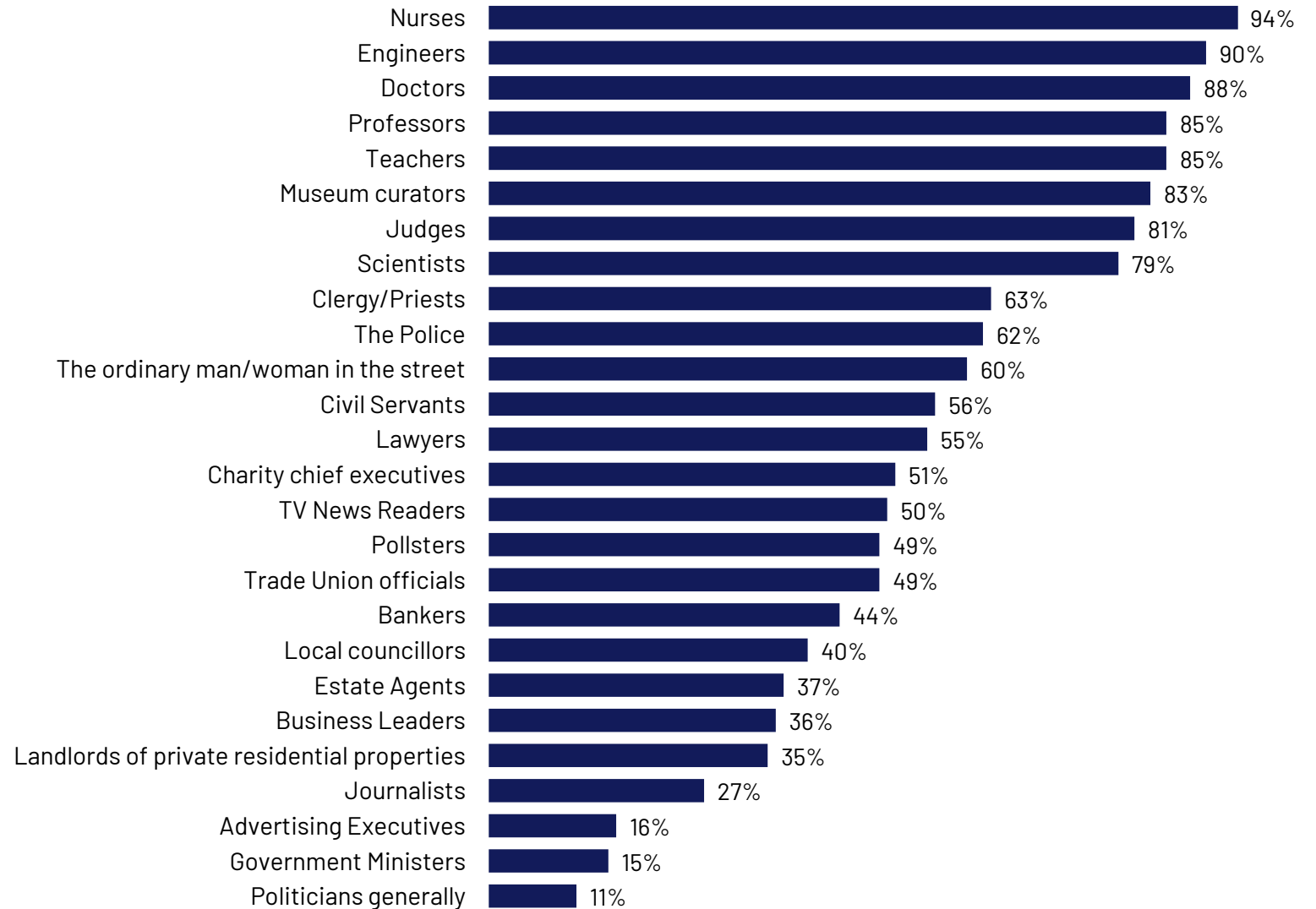
Data are weighted to the population profile. Where percentages do not sum to 100 this may be due to computer rounding.

Veracity Index 2024

All professions

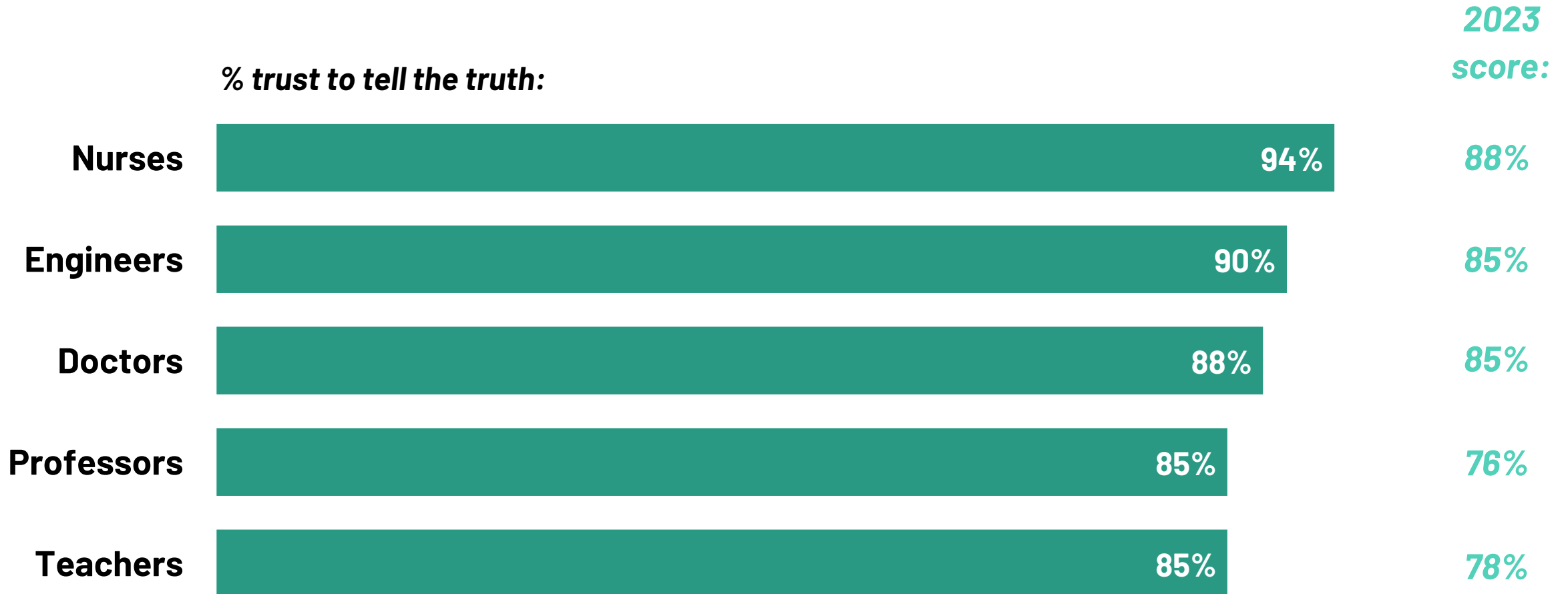
“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”

% trust to tell the truth



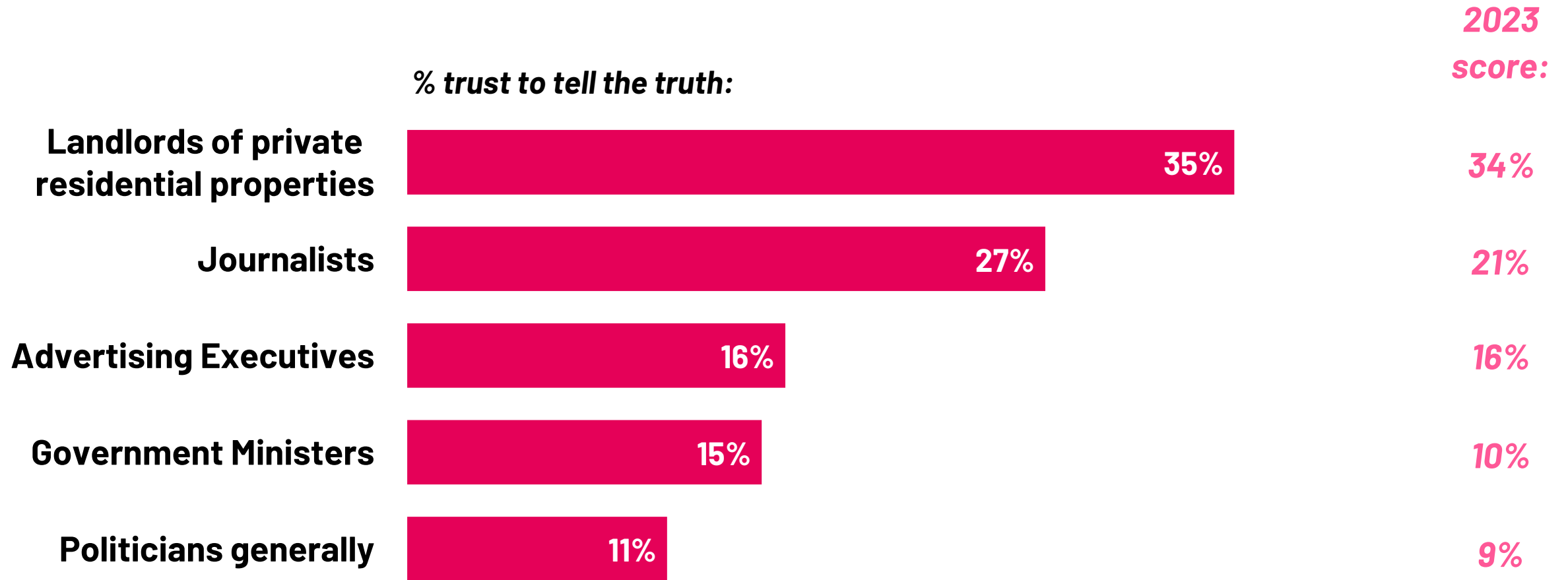
Base: 1,015 British adults aged 16+, interviewed by telephone 9 – 15 October 2024

The five most trusted professions, 2024



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

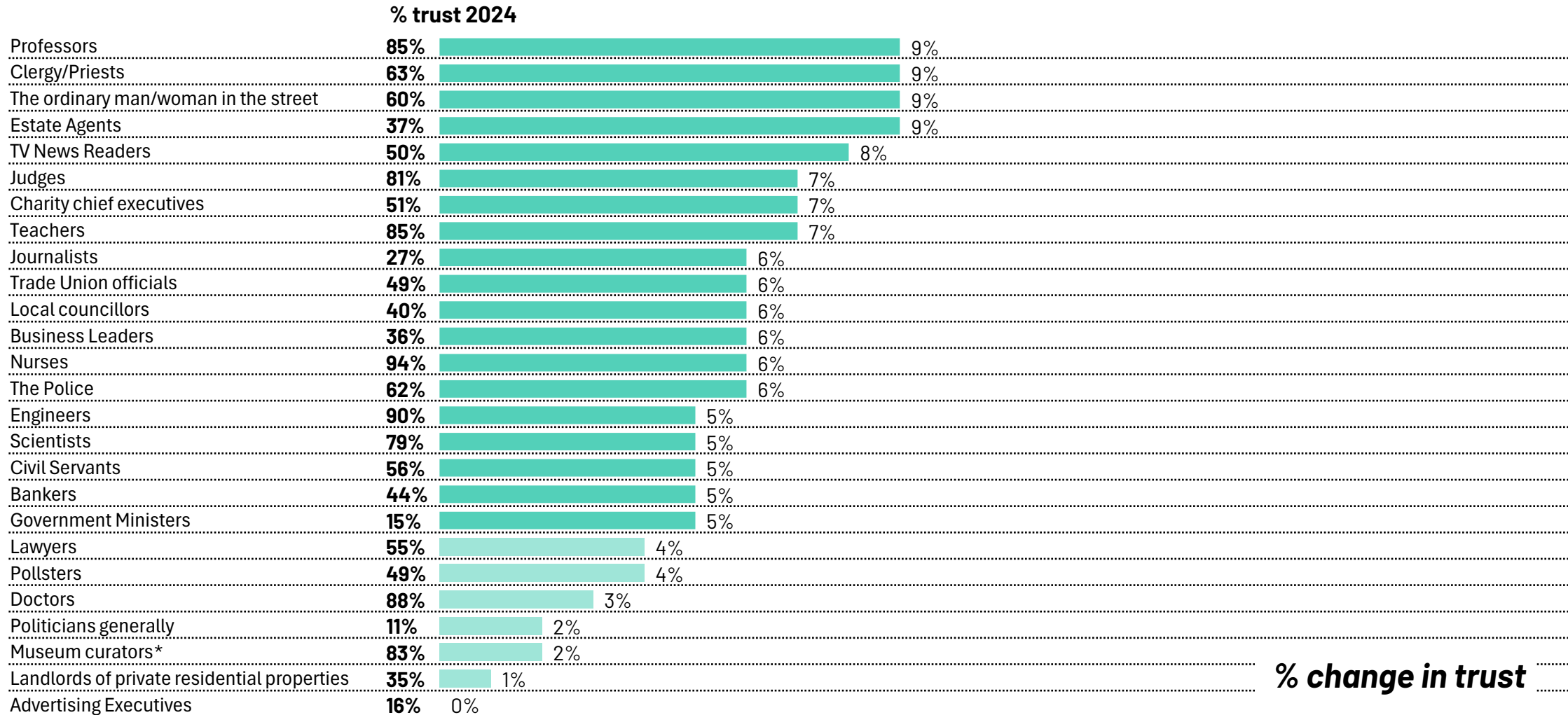
The five least trusted professions, 2024



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Veracity Index 2024 – change in trust, 2023-2024

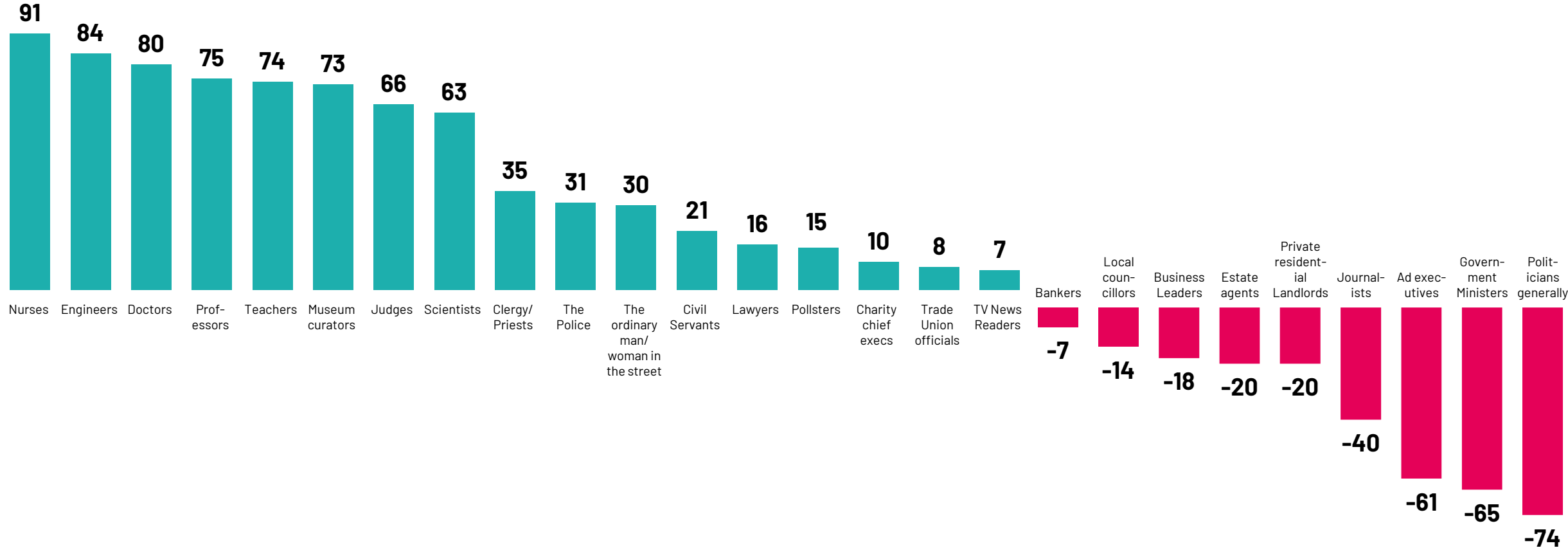
“Now I will read you a list of different types of people. For each would you tell me if you generally trust them to tell the truth, or not?”



Base: 1,015 British adults aged 16+, interviewed by telephone 9 – 15 October 2024 * Museum curators last asked in 2022

Net trust in professions 2024

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

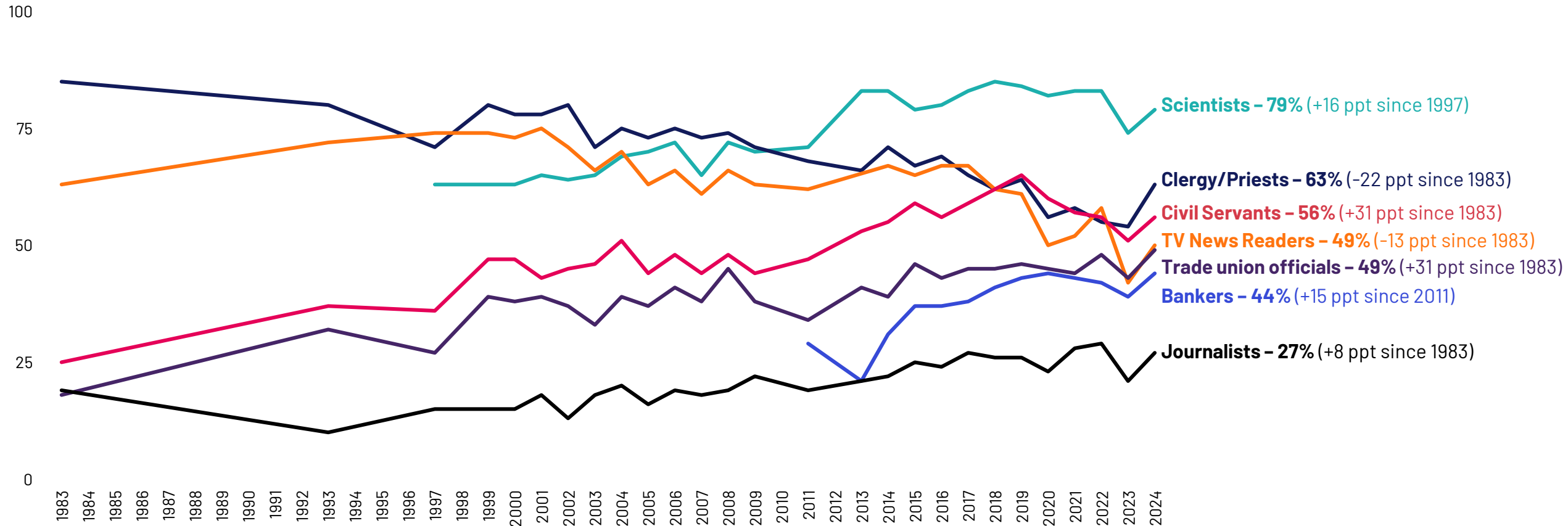


Base: 1,015 British adults aged 16+, interviewed by telephone 9 - 15 October 2024



Key movers in public trust over time

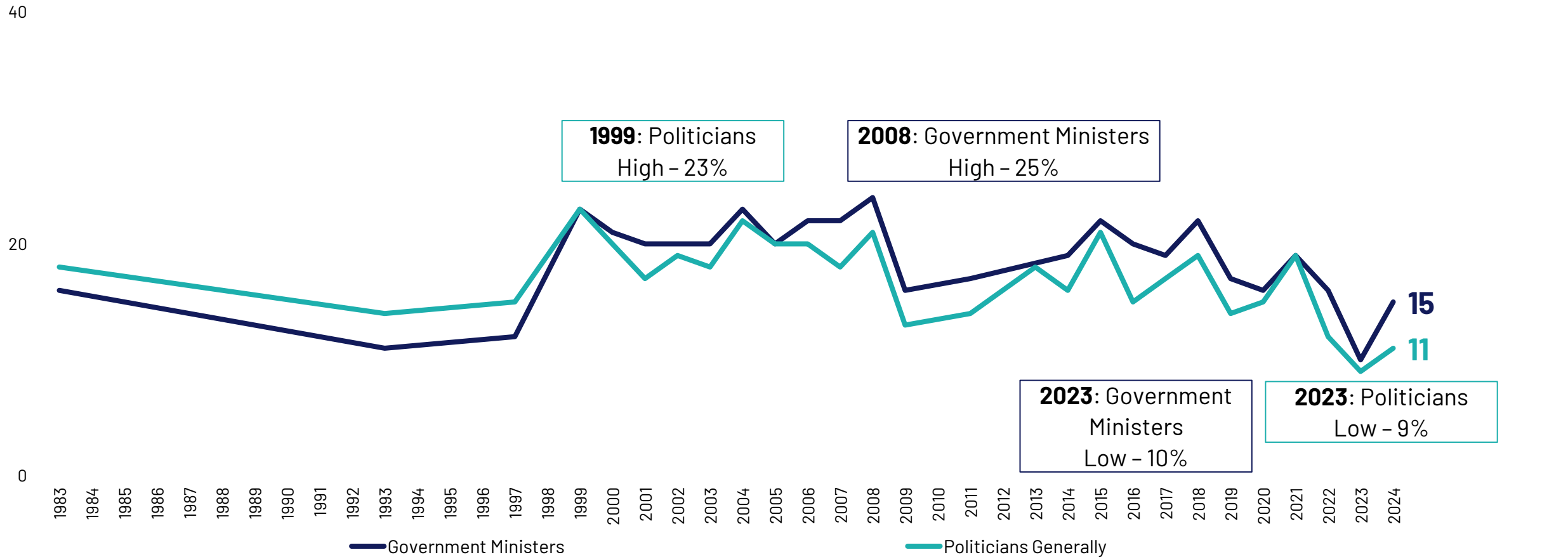
% trust to tell the truth:



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

Trust in Politicians: Highs and Lows

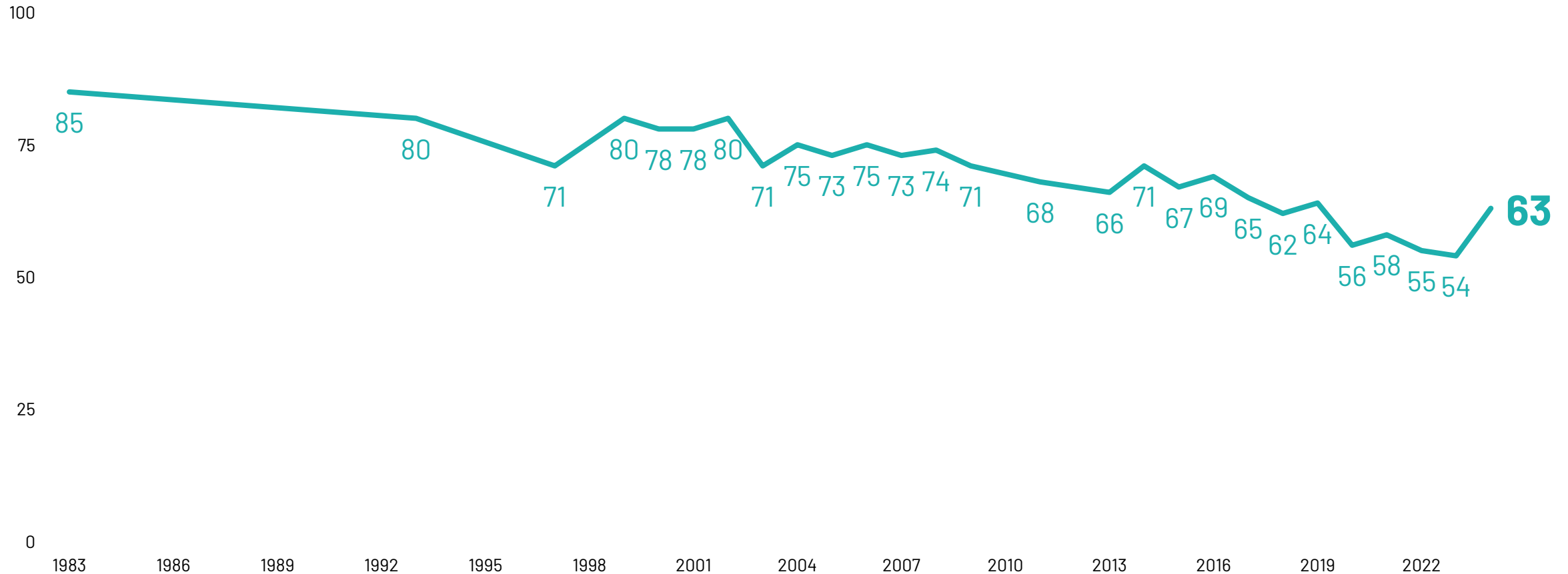
% trust to tell the truth:



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

Trust in Priests/the Clergy: long term trend

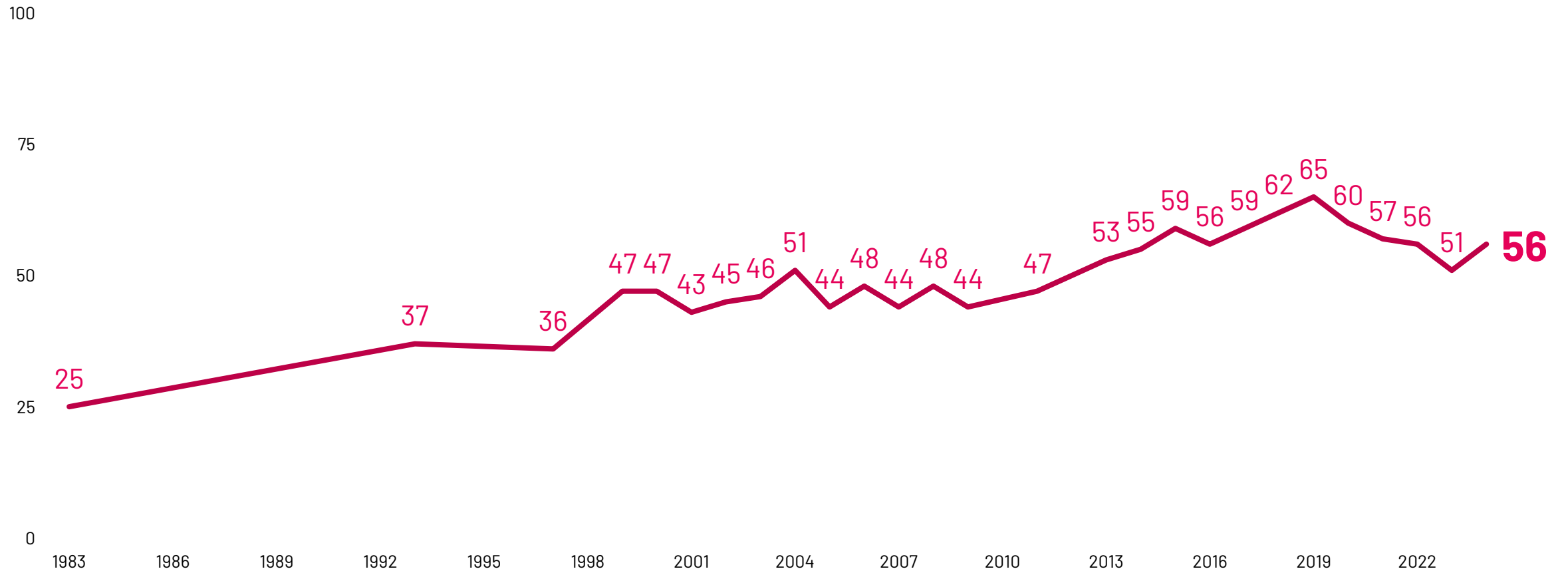
% trust to tell the truth:



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

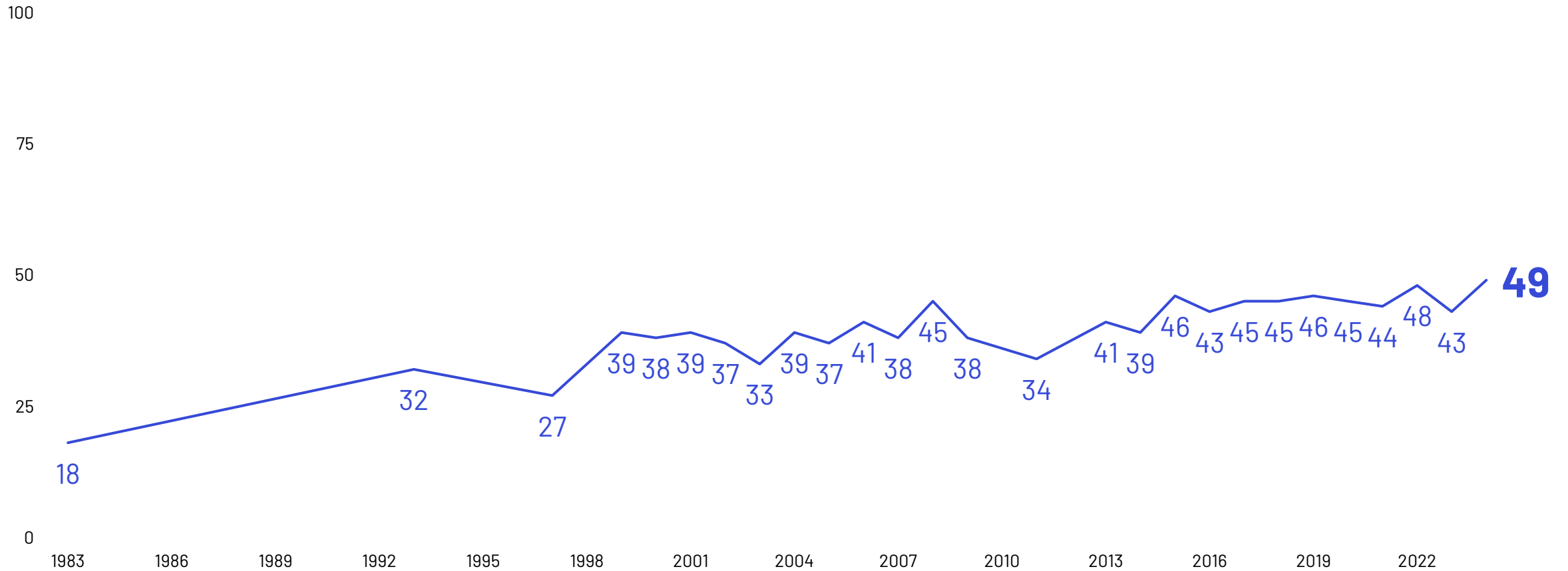
% trust to tell the truth:



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

Trust in Trade Union Officials: long term trend

% trust to tell the truth:

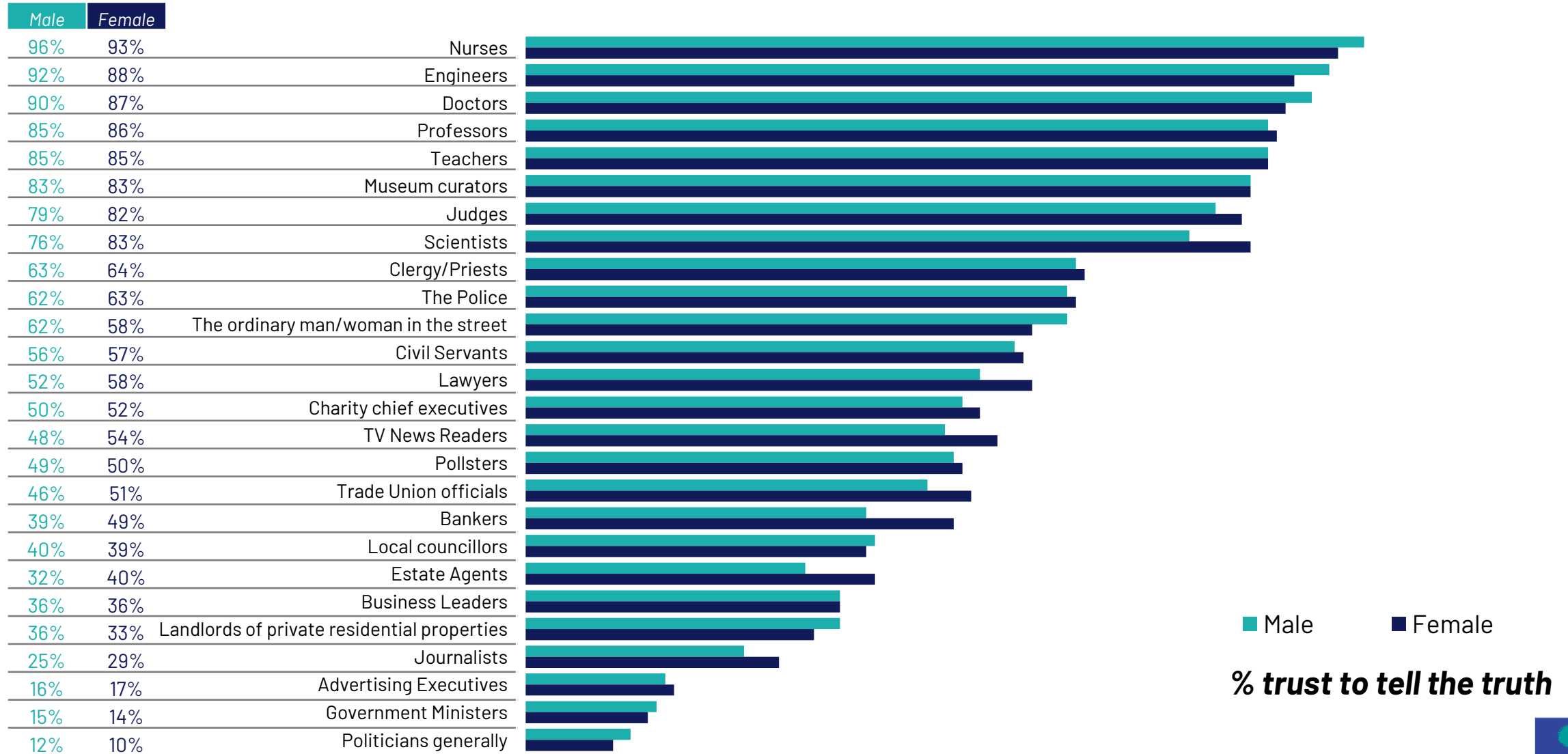


Base: c.1,000 British adults interviewed per year. 2020 - 2023 and 2013 conducted by telephone; all other years face-to-face



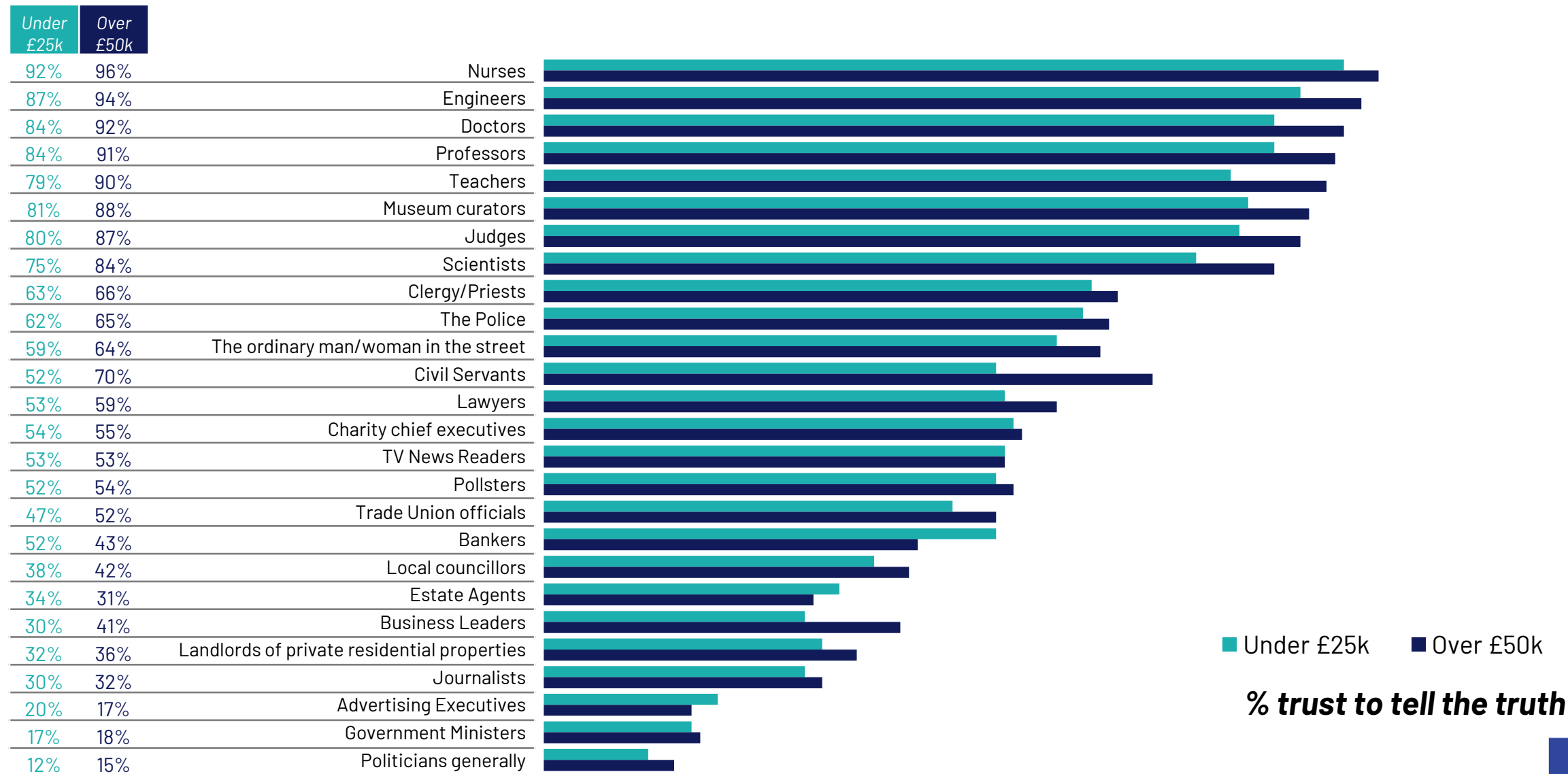
Trust in professions by gender

"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?"



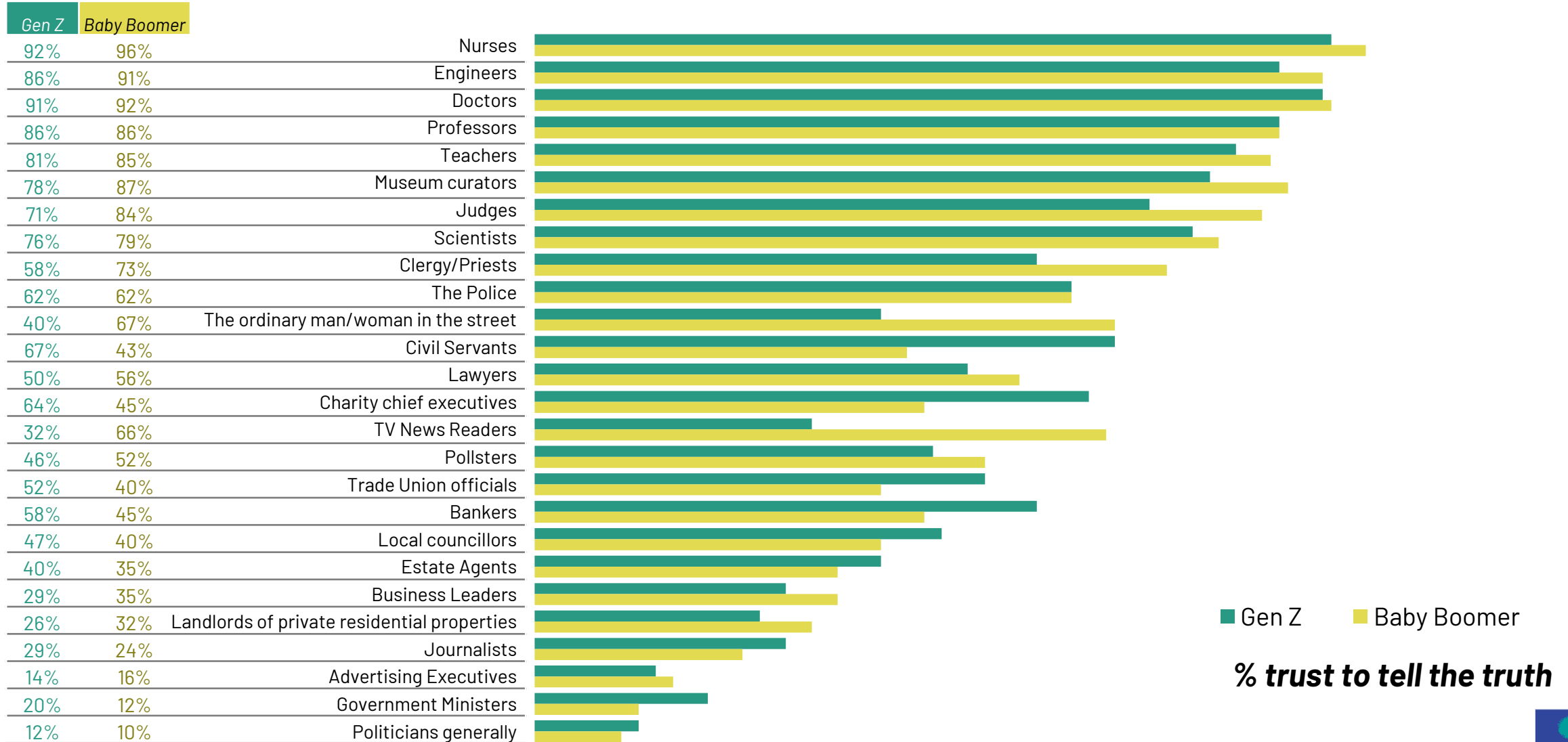
Trust in professions by household income

"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?"



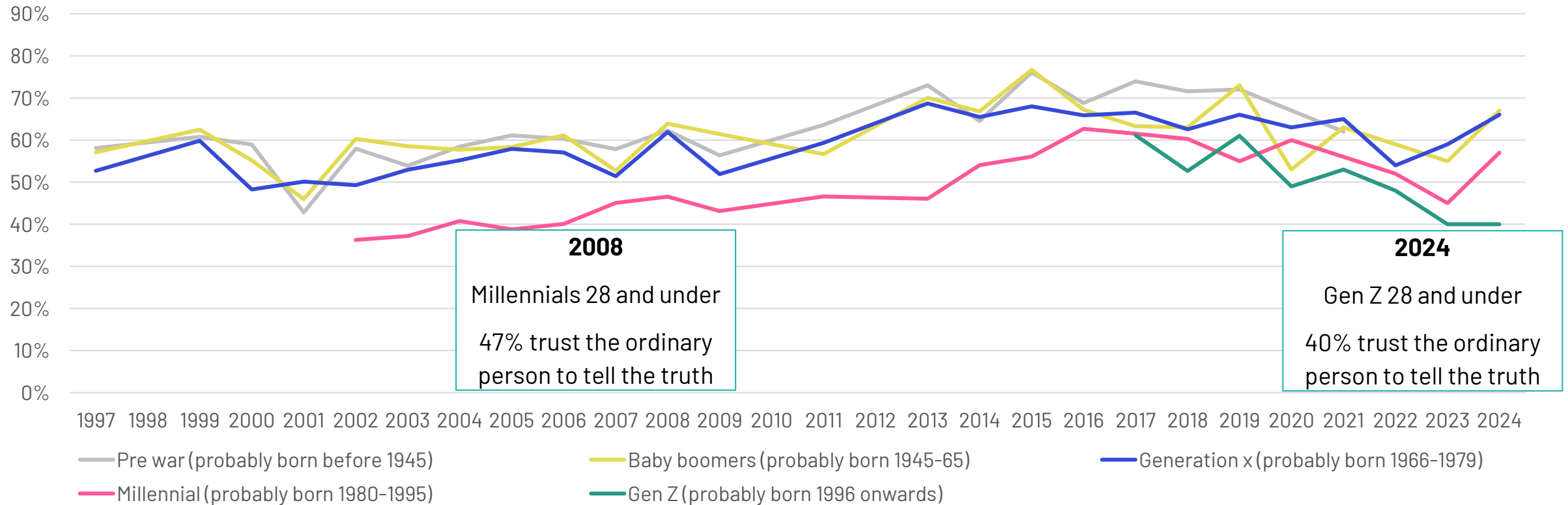
Trust in professions by Generation

"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?"



Social trust by generation

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



Ipsos UK

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