

Veracity Index 2016

Ipsos MORI

December 2016

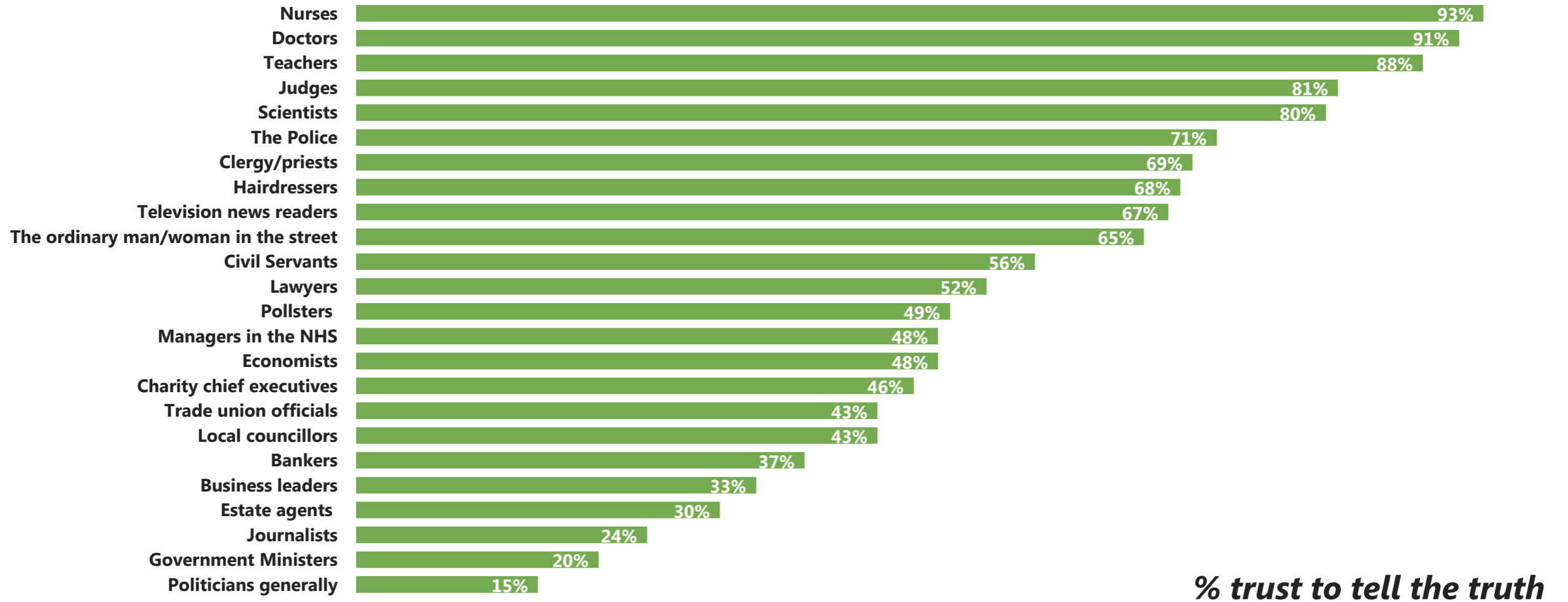
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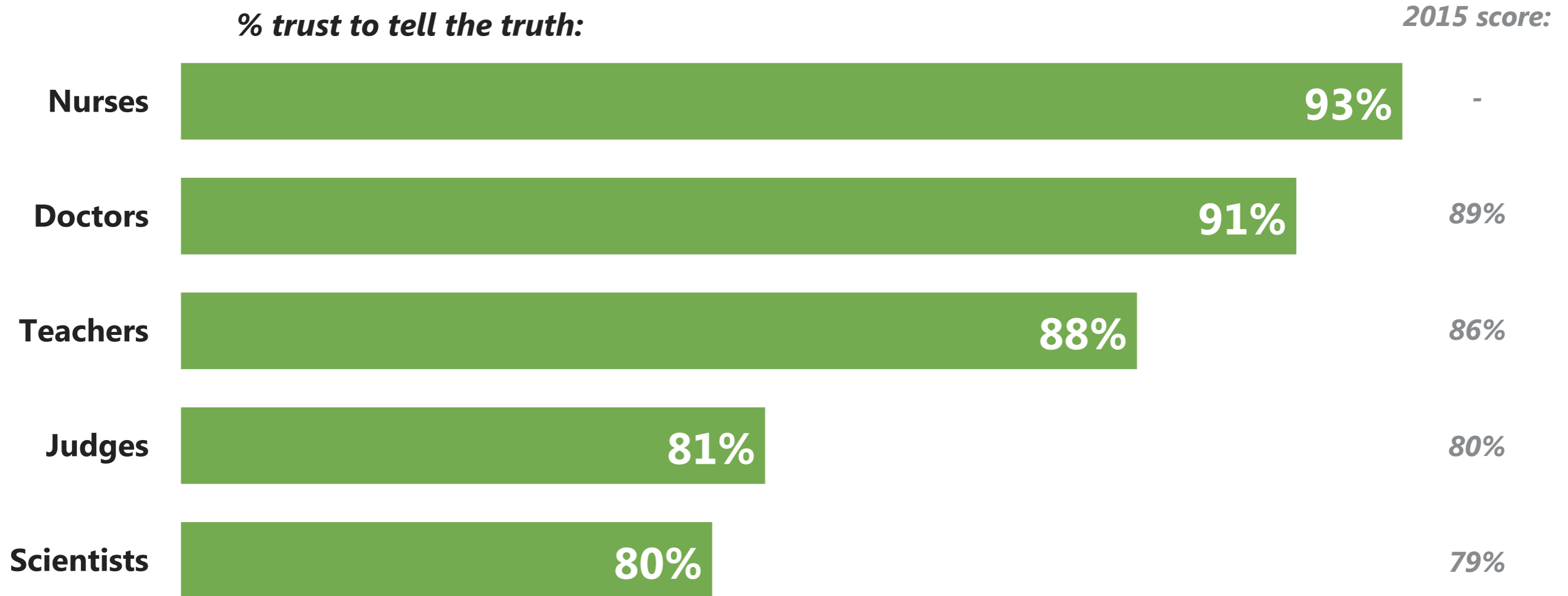
Veracity Index 2016 – all professions overview

“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?”

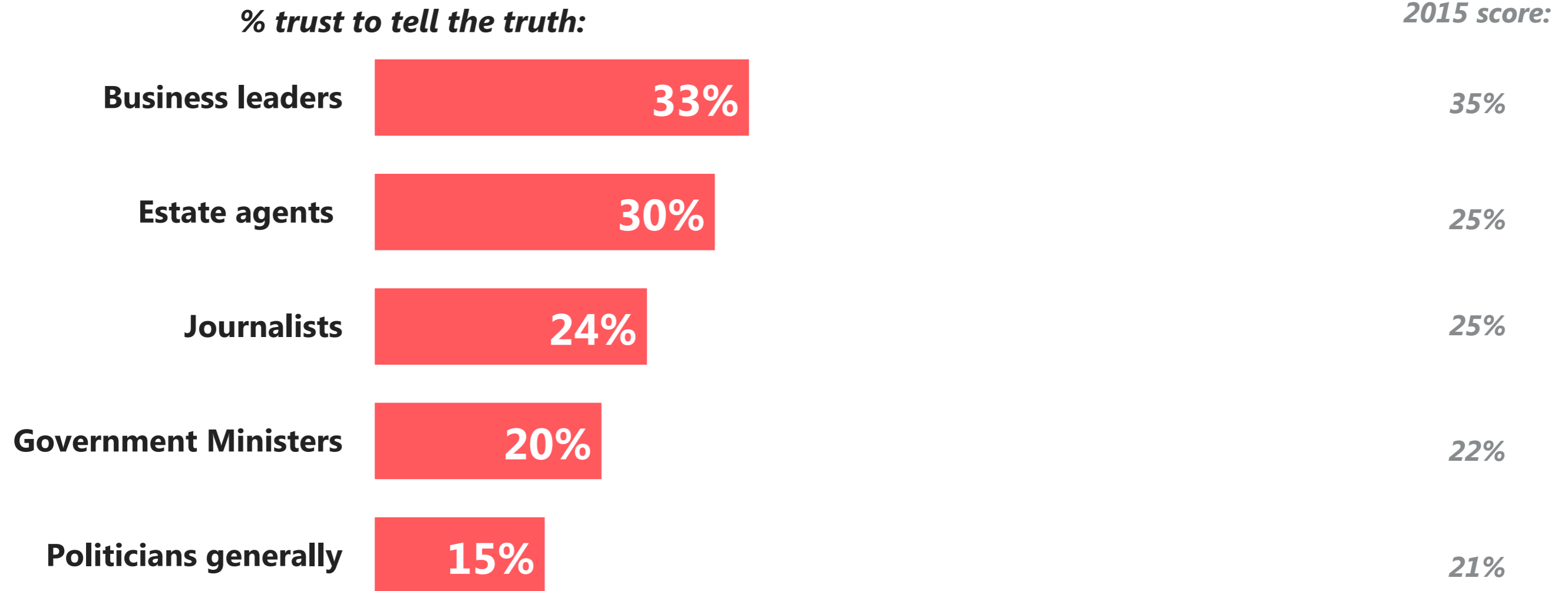


% trust to tell the truth

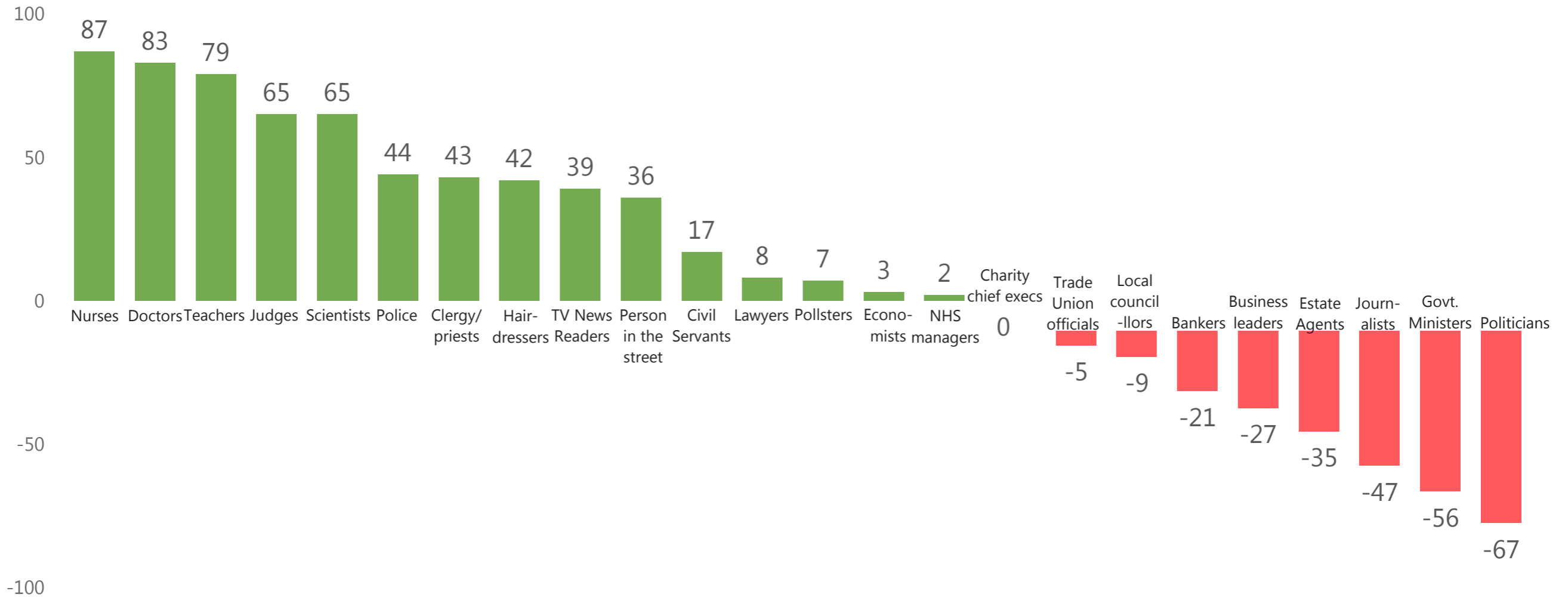
The five most trusted professions, 2016



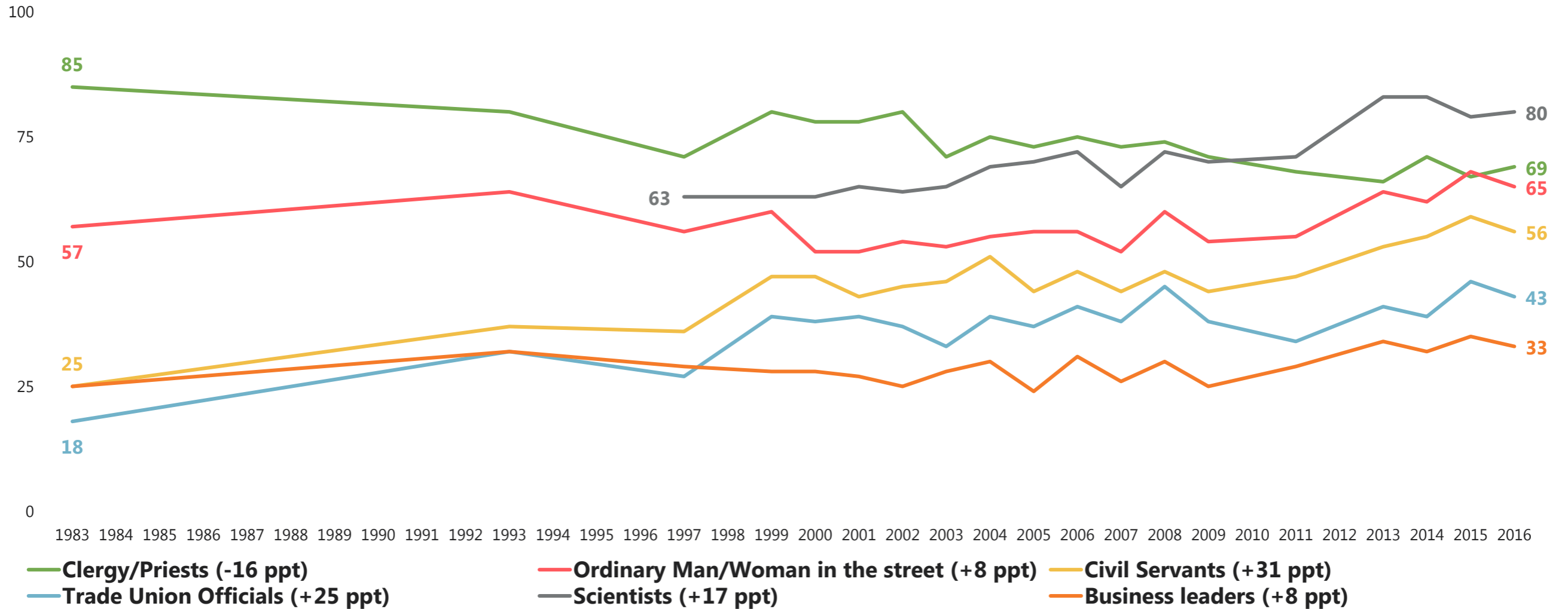
The five least trusted professions, 2016



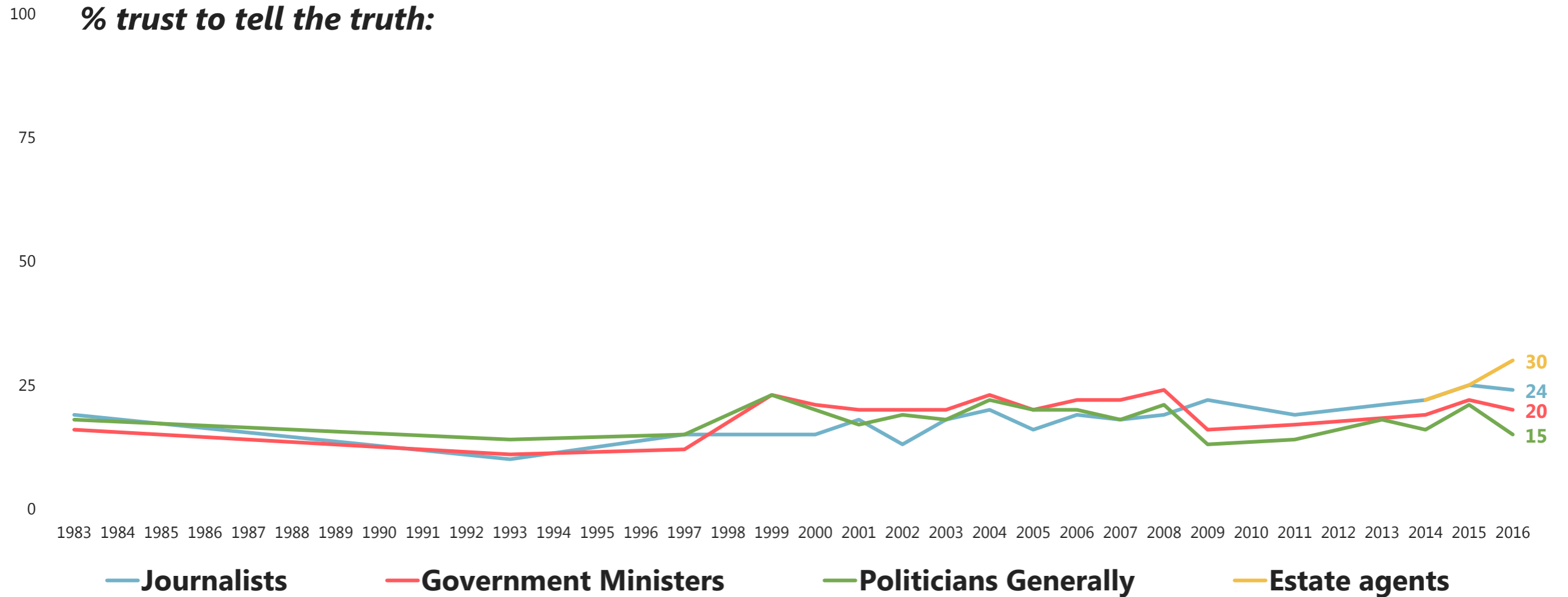
Net trusted professions



Key movers in public trust over time

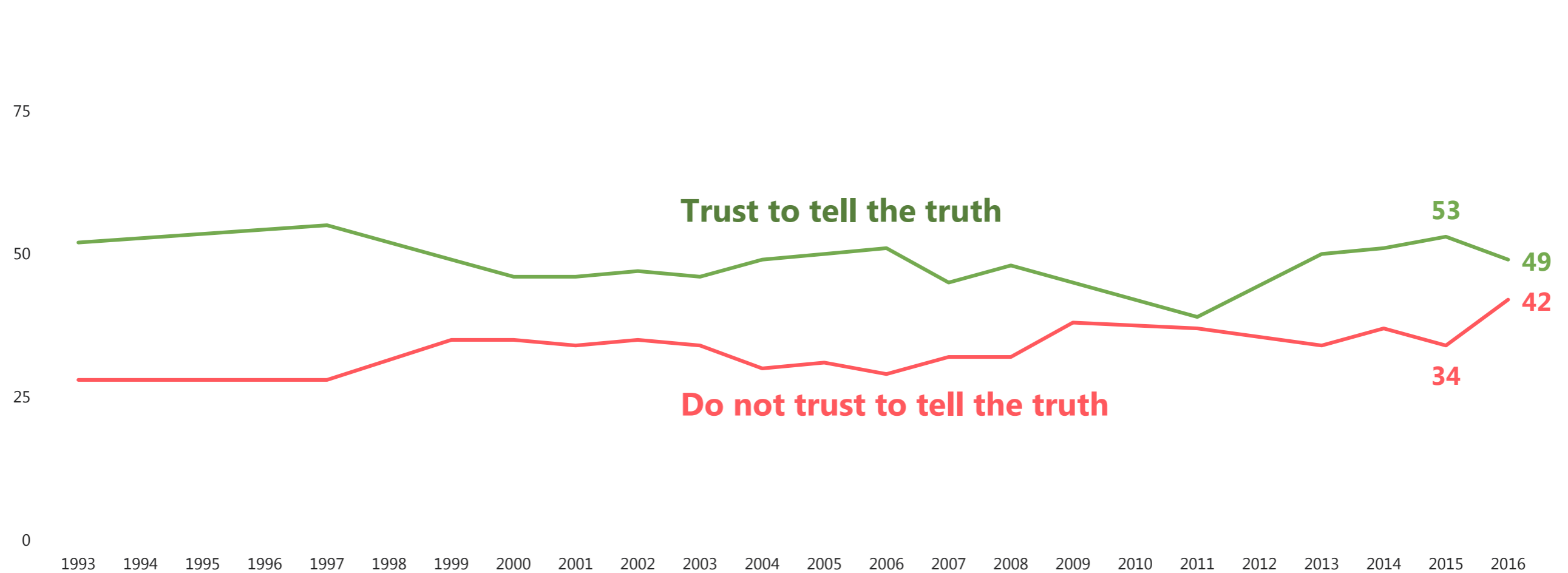


Amongst the least-trusted professions, trust in politicians has dropped notably, whilst trust in estate agents has risen



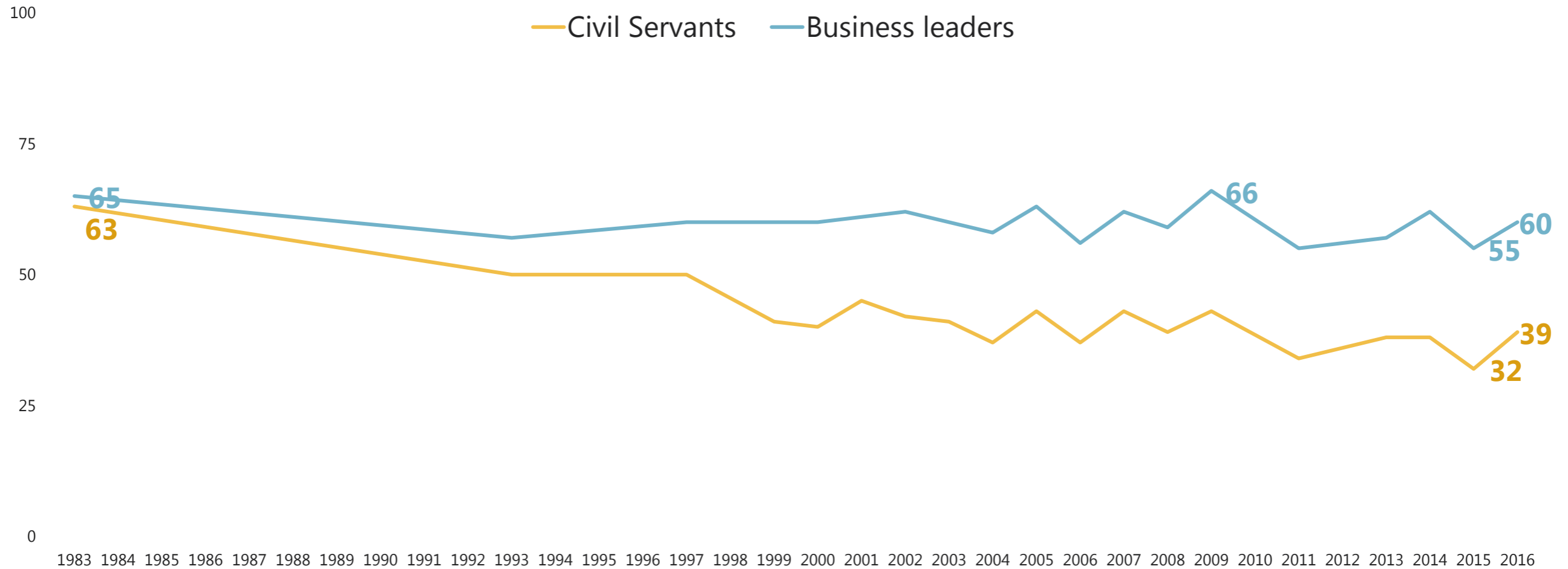
Distrust in pollsters has risen this year

100 *"...would you tell me if you generally trust them to tell the truth, or not?" - Pollsters*



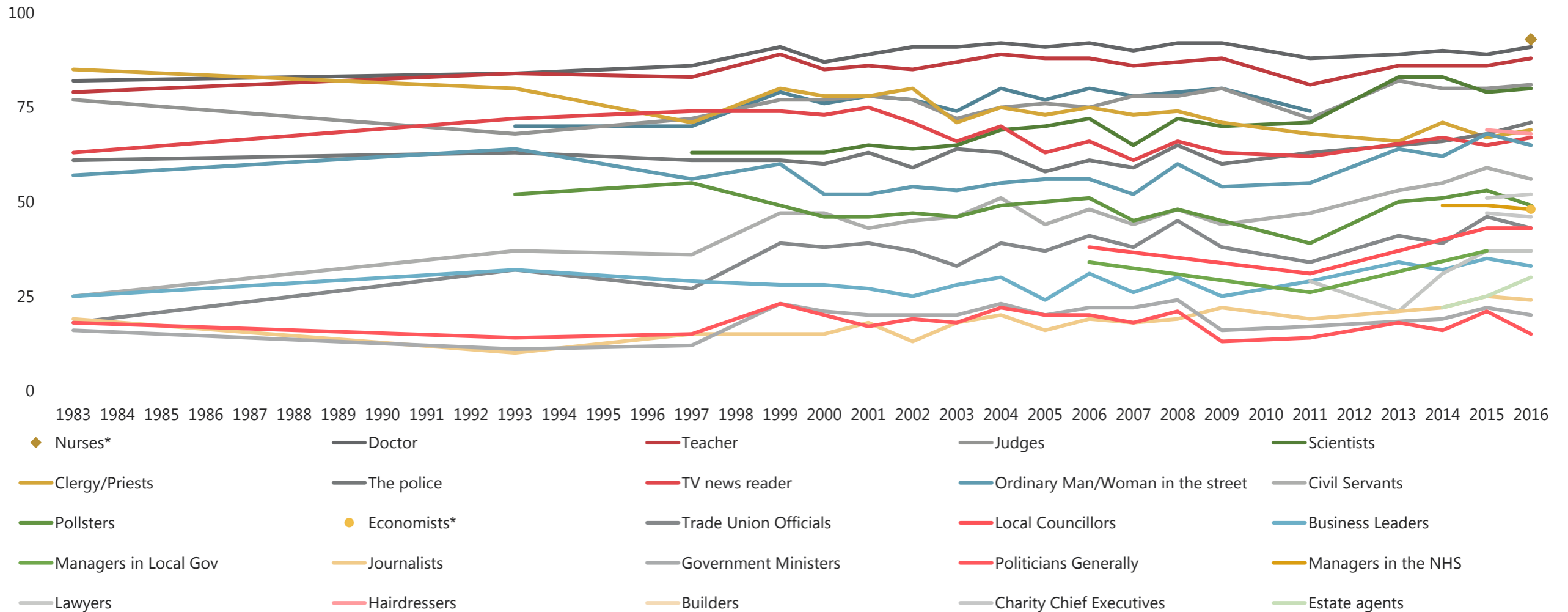
As has distrust in civil servants and business leaders

% do not trust to tell the truth:

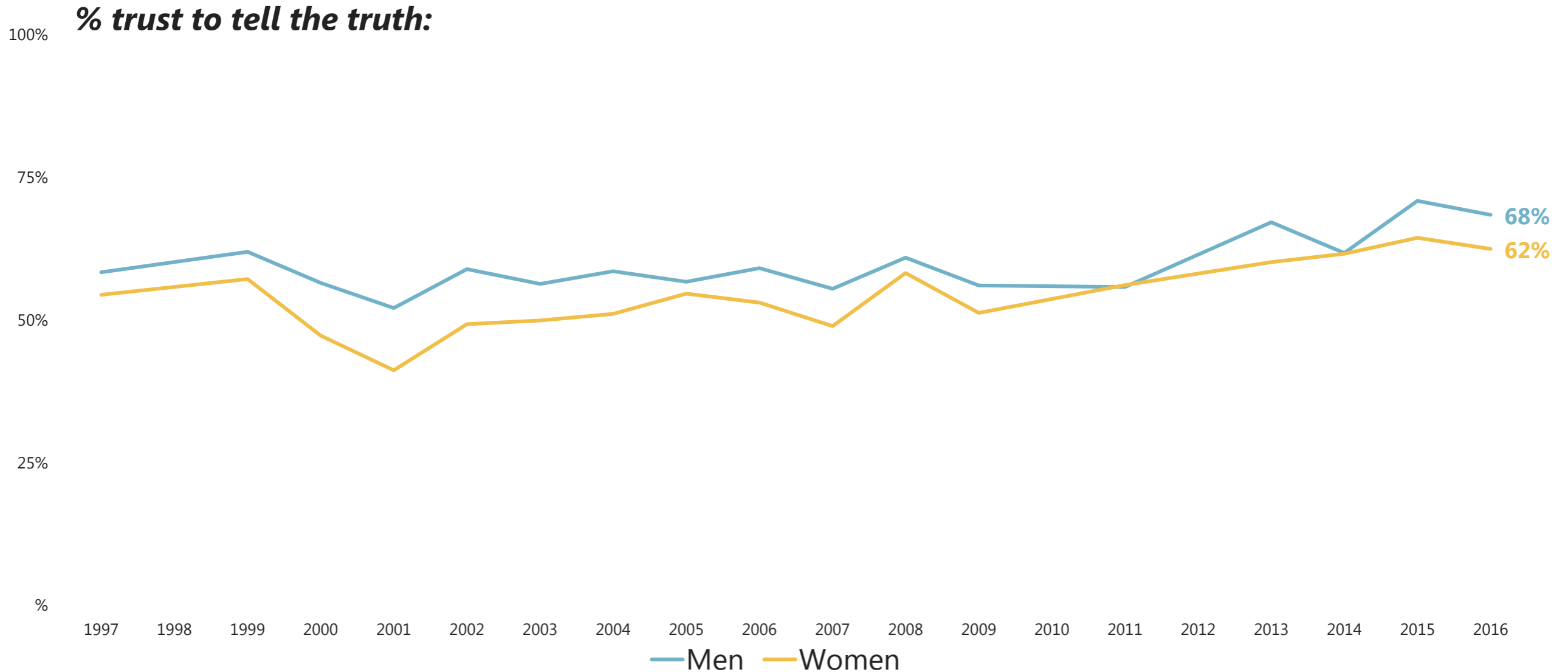


All Veracity data, 1983 - 2016

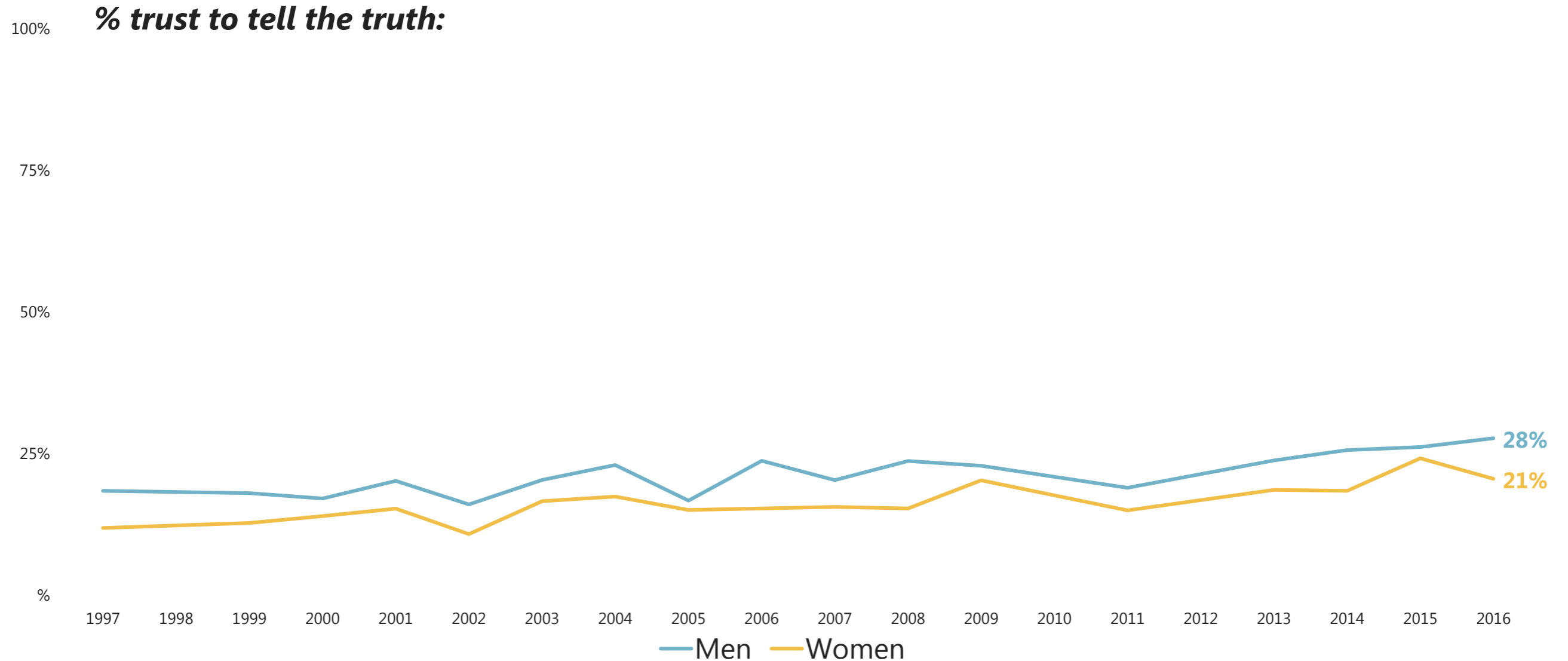
% trust to tell the truth:



Trust in the ordinary person in the street is higher amongst men than women



And this is also the case for Journalists



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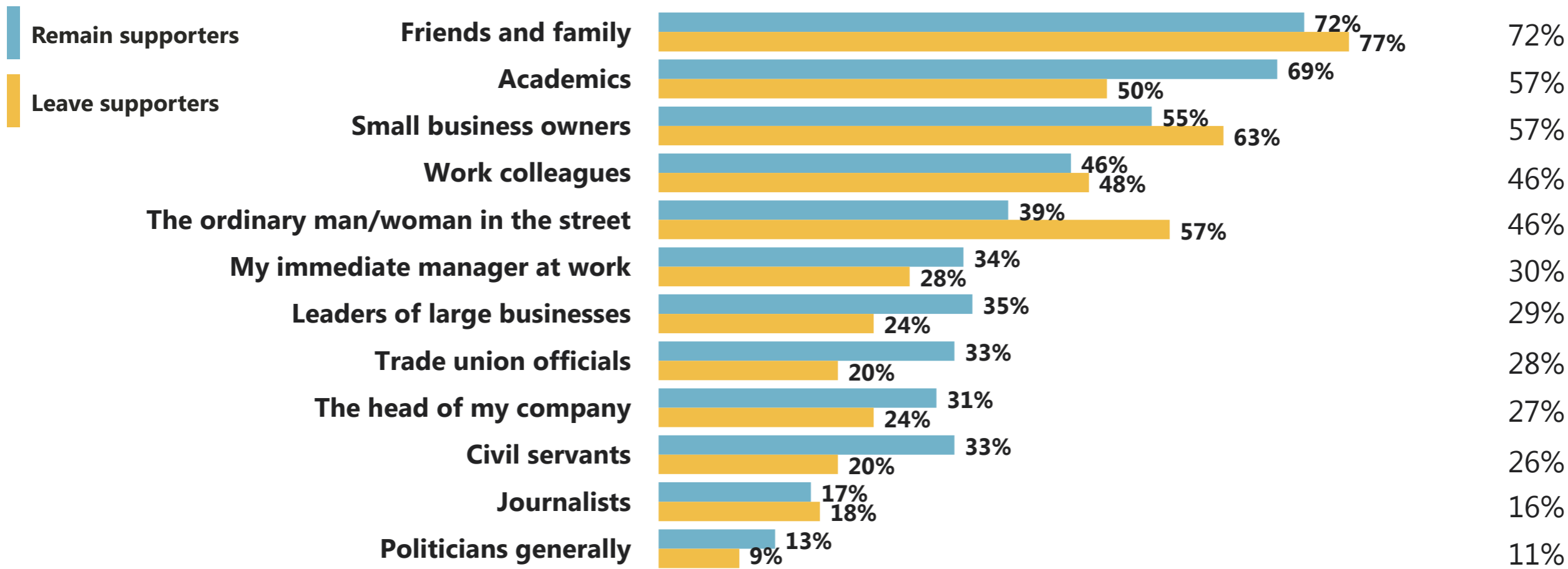
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Some voices were trusted more than others

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

TOTAL



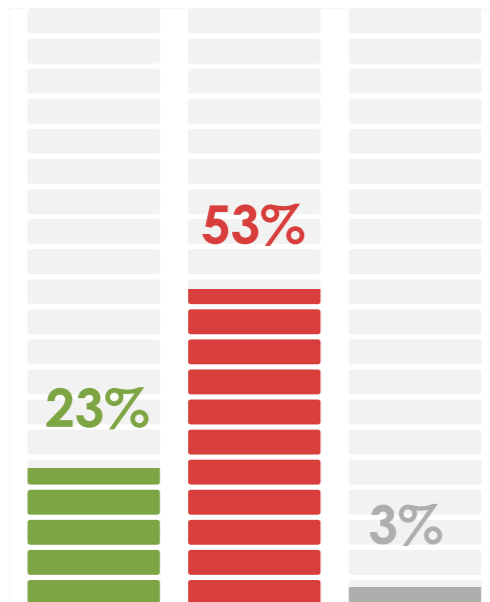
Base: All respondents (2007), Remain (842), Leave (816), 24 March – 1 April 2016

Source: Ipsos Reputation Centre

Lack of confidence in manifesto promises was driven by lack of trust

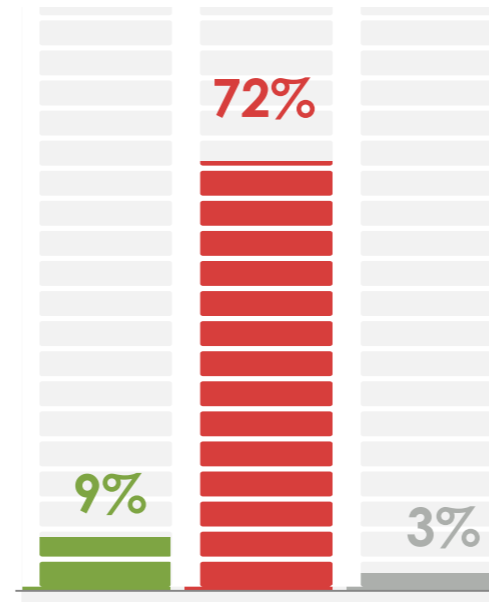
To what extent do you agree or disagree with the following statements?

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



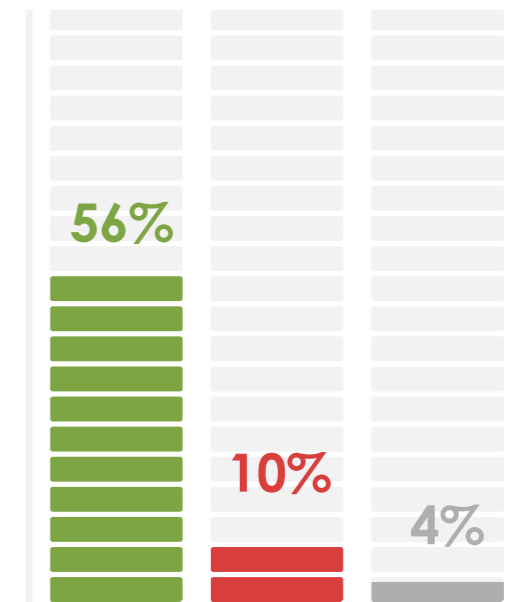
AGREE

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



DISAGREE

The promises being made by politicians are **unrealistic**



DON'T KNOW

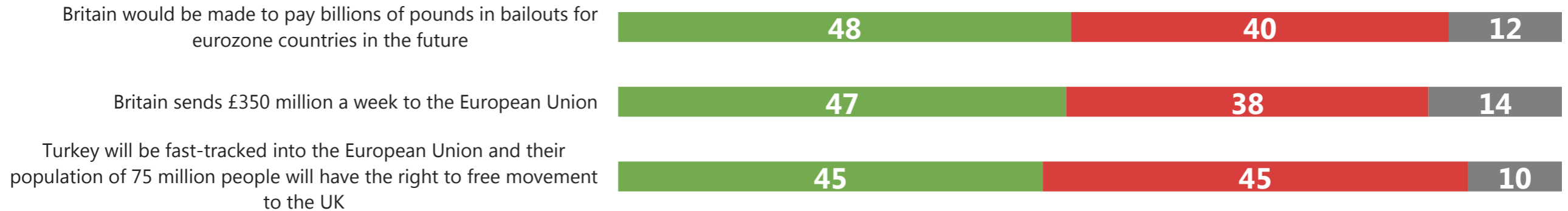
Base: 1,077 online community members aged 18-75, 24th – 28th April 2015

Source: BBC Ipsos MORI Election Uncut community

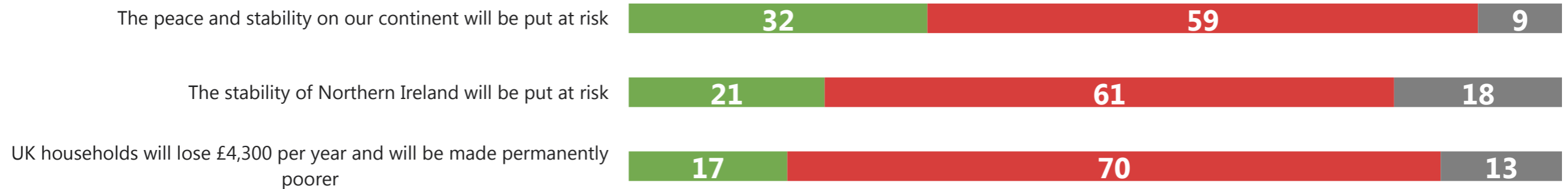
Leave campaign messages were more believed

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

If Britain votes to remain...



If Britain votes to leave...



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

Source: Ipsos MORI Political Monitor