

# IPSOS UK VERACITY INDEX 2025

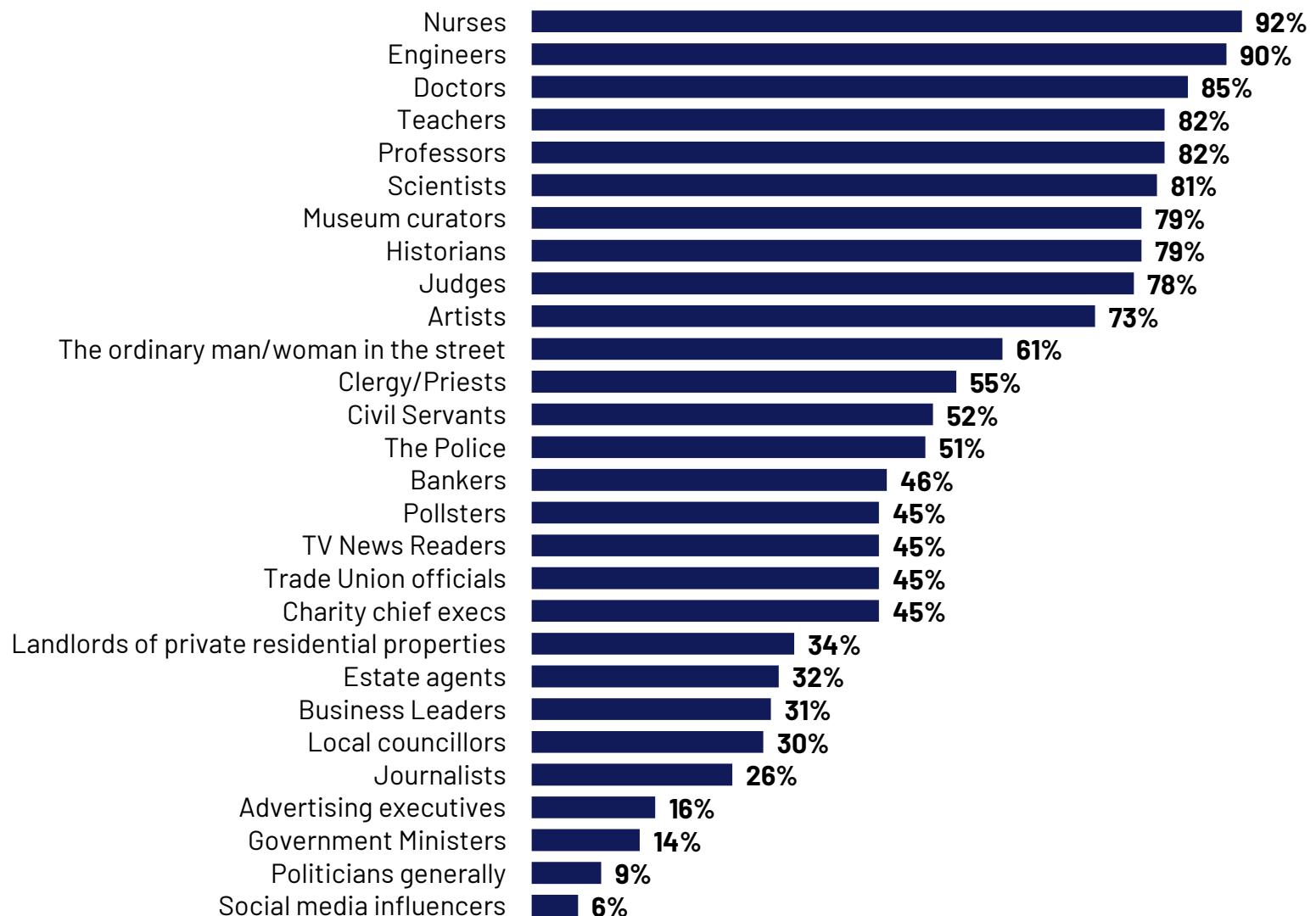


# 2025 Veracity Index

## 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?"

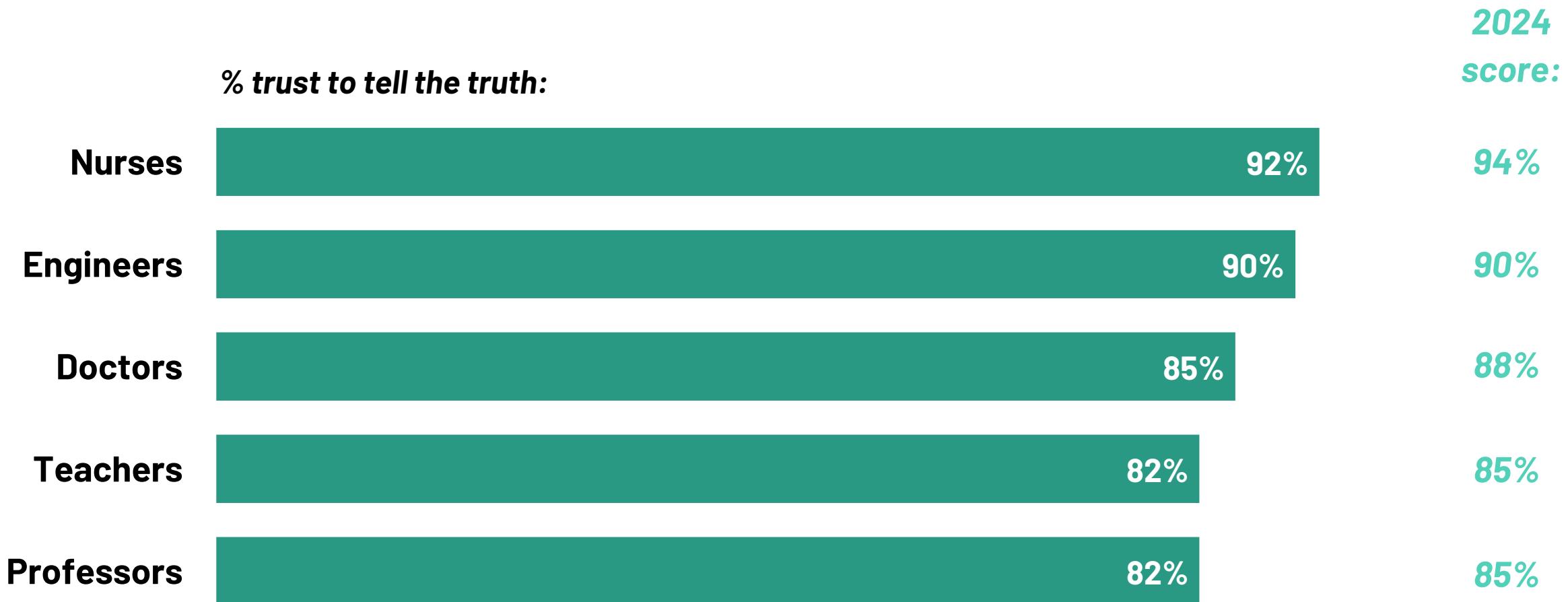
**% trust to tell the truth**



Base: 1,022 British adults aged 16+, interviewed by telephone 5 – 11 November 2025

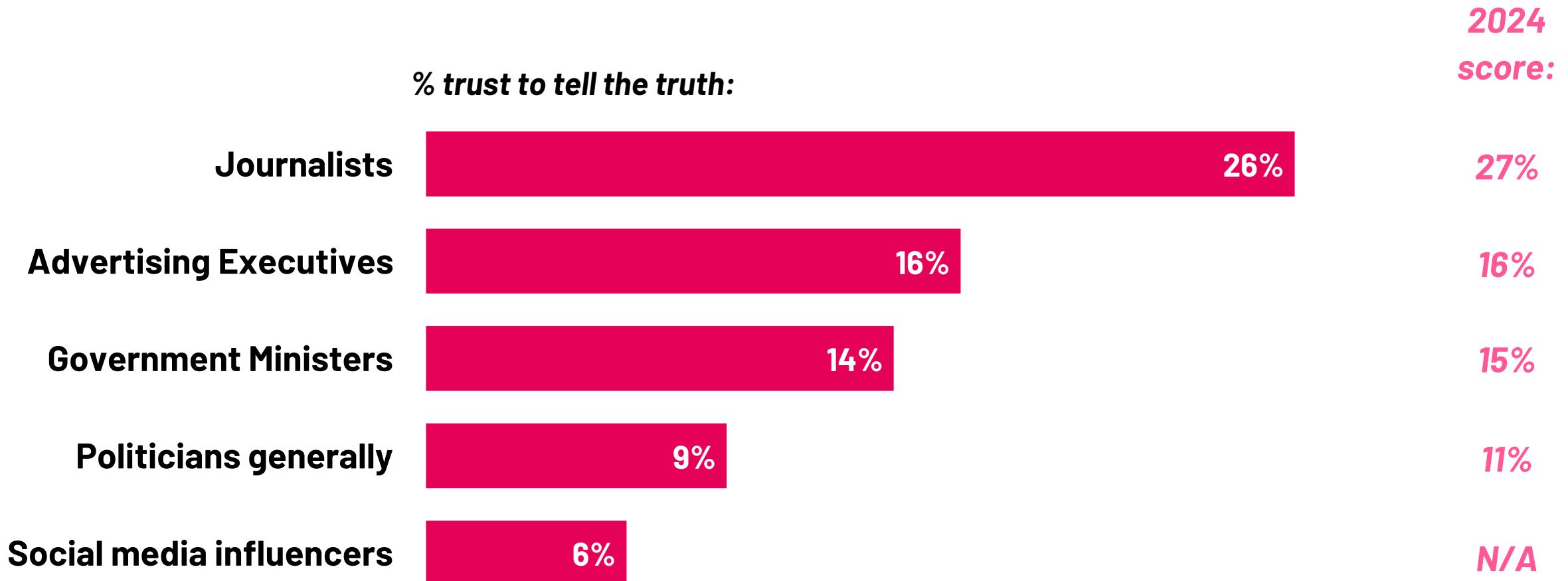
© Ipsos | Veracity Index 2025 | November 2025 | Version 1 | Public

# The five most trusted professions, 2025



Base: 1,022 British adults aged 16+, interviewed by telephone 5 – 11 November 2025

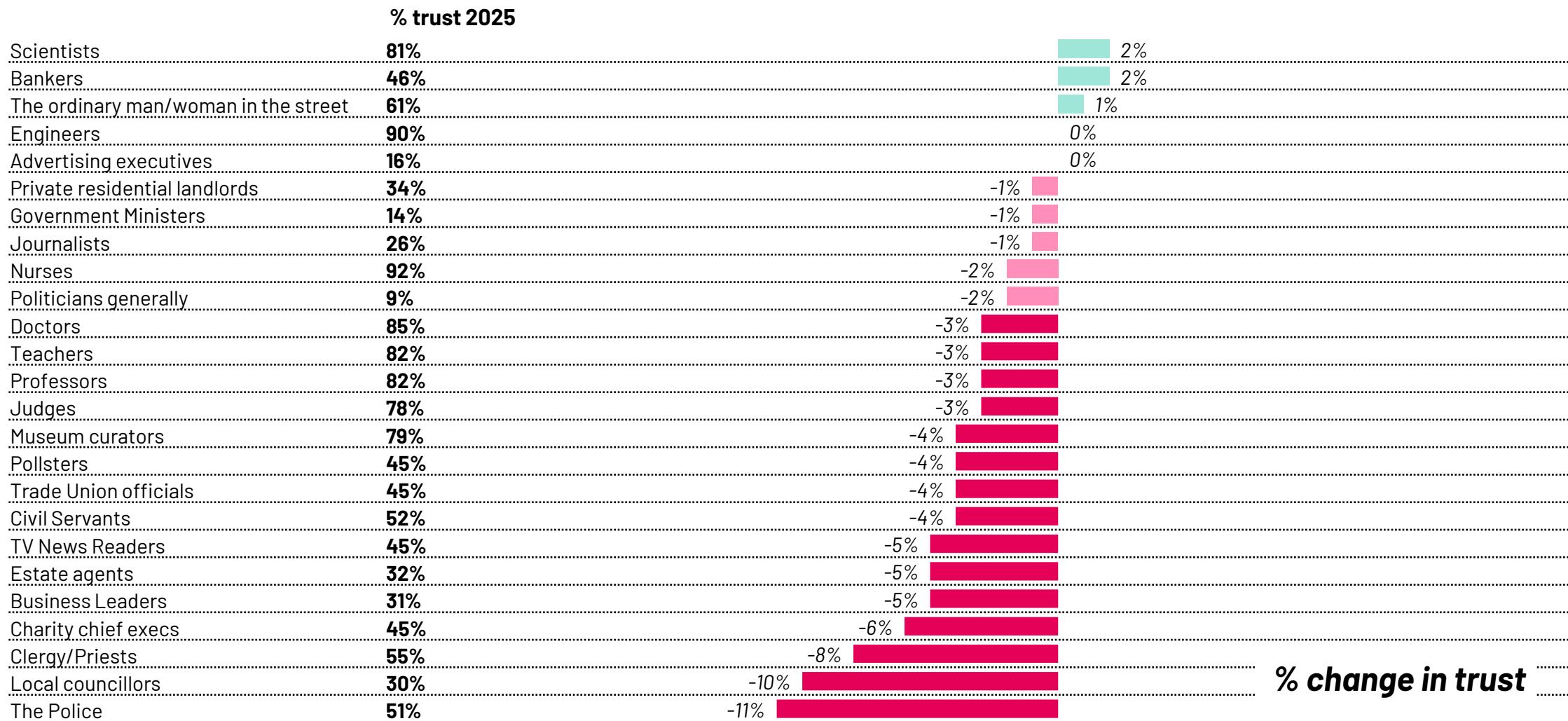
# The five least trusted professions, 2024



Base: 1,022 British adults aged 16+, interviewed by telephone 5 – 11 November 2025

# Veracity Index 2025 – change in trust, 2024-2025

**"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?"**

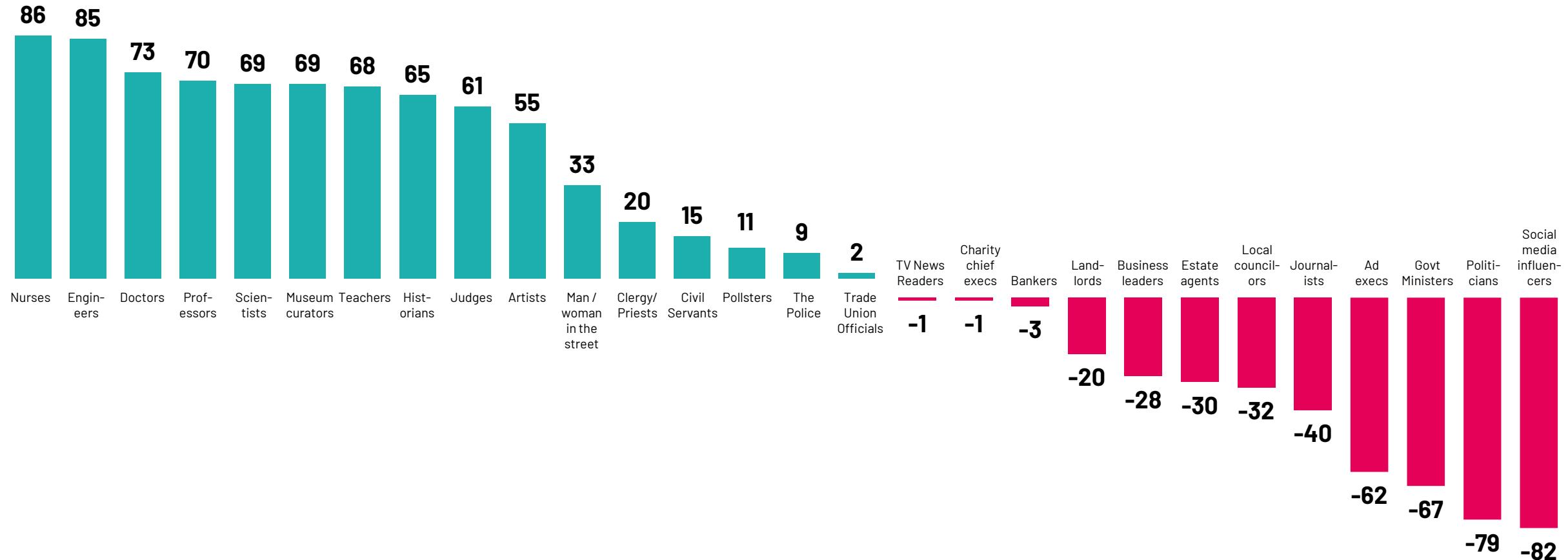


Base: 1,022 British adults aged 16+, interviewed by telephone 5 – 11 November 2025

© Ipsos | Veracity Index 2025 | November 2025 | Version 1 | Public

# Net trust in professions 2025

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

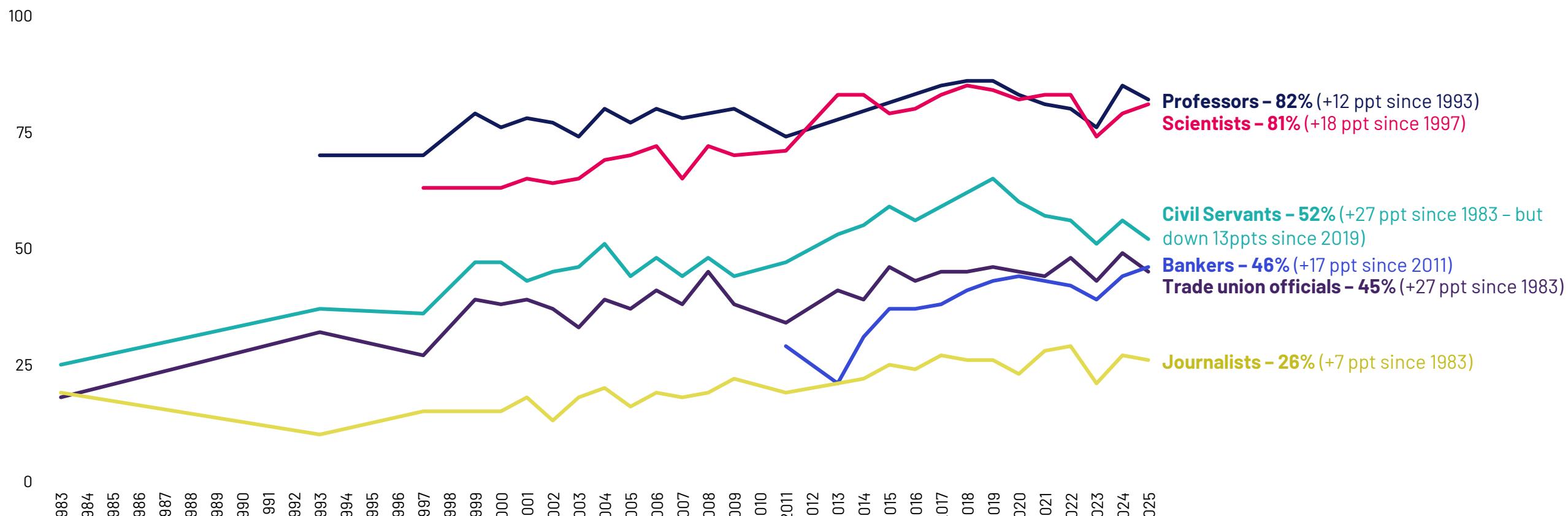


Base: 1,022 British adults aged 16+, interviewed by telephone 5 – 11 November 2025

© Ipsos | Veracity Index 2025 | November 2025 | Version 1 | Public

# Professions on the up

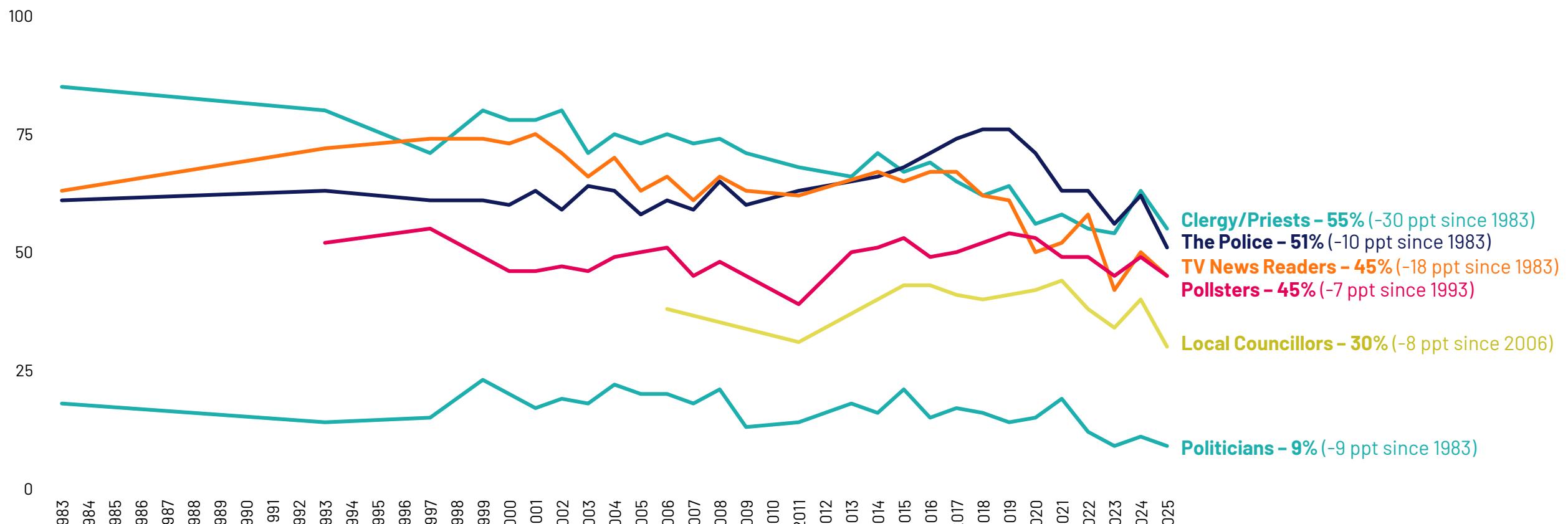
**% trust to tell the truth:**



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

# Professions on the slide

**% trust to tell the truth:**

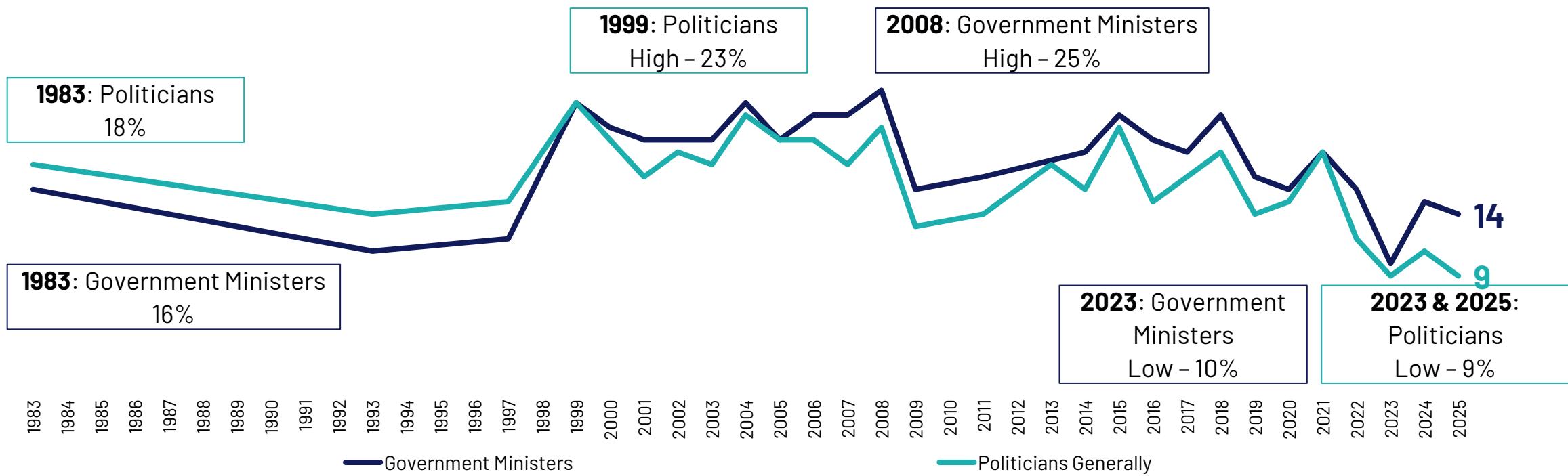


Base: c.1,000 British adults interviewed per year. 2013 and 2020 onwards conducted by telephone; all other years face-to-face

# Trust in Politicians: Highs and Lows

**% trust to tell the truth:**

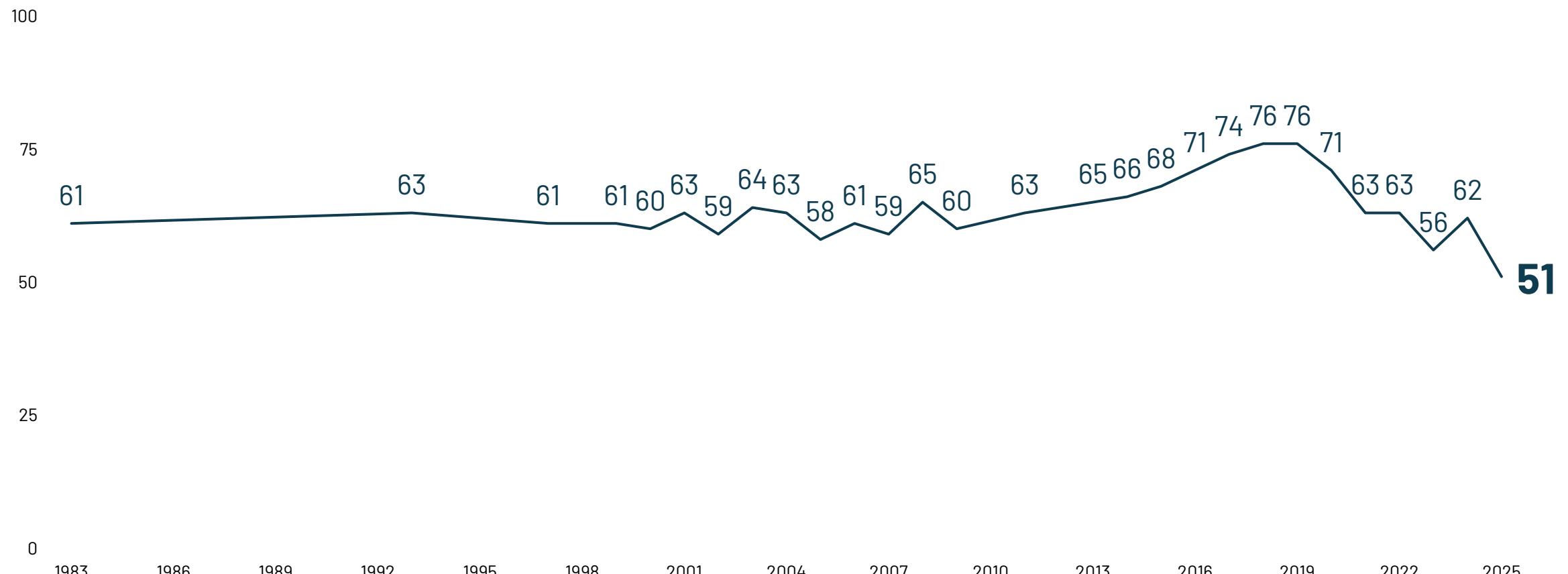
40



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

# Trust in The Police: 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 TV News Readers: long term trend

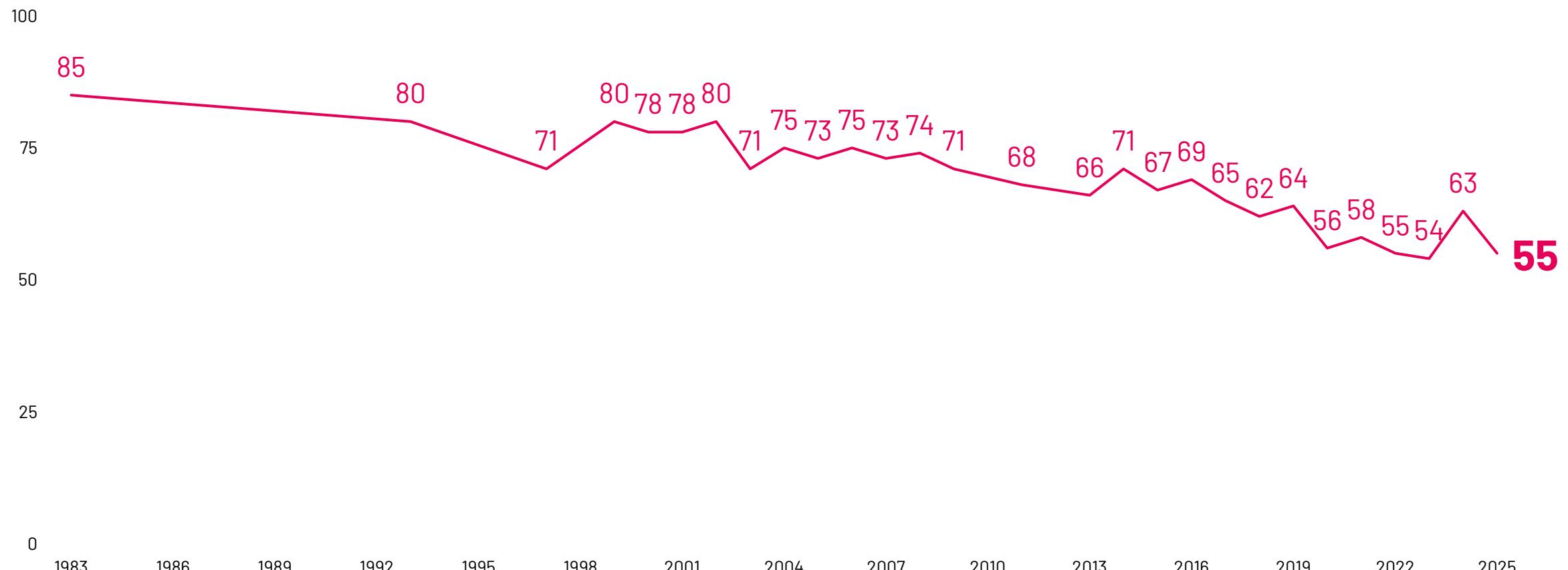
**% trust to tell the truth:**



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

# Trust in Priests/the Clergy: long term trend

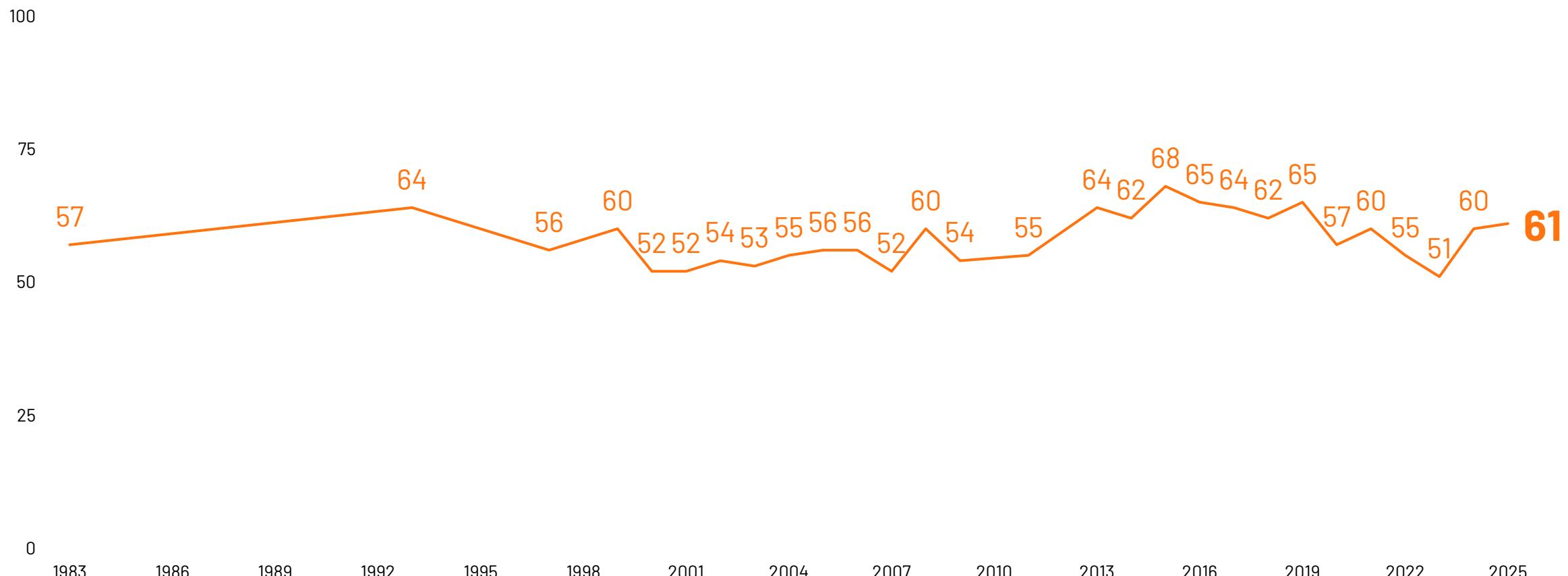
**% trust to tell the truth:**



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

# Trust in the ordinary man/woman in the street: long term trend

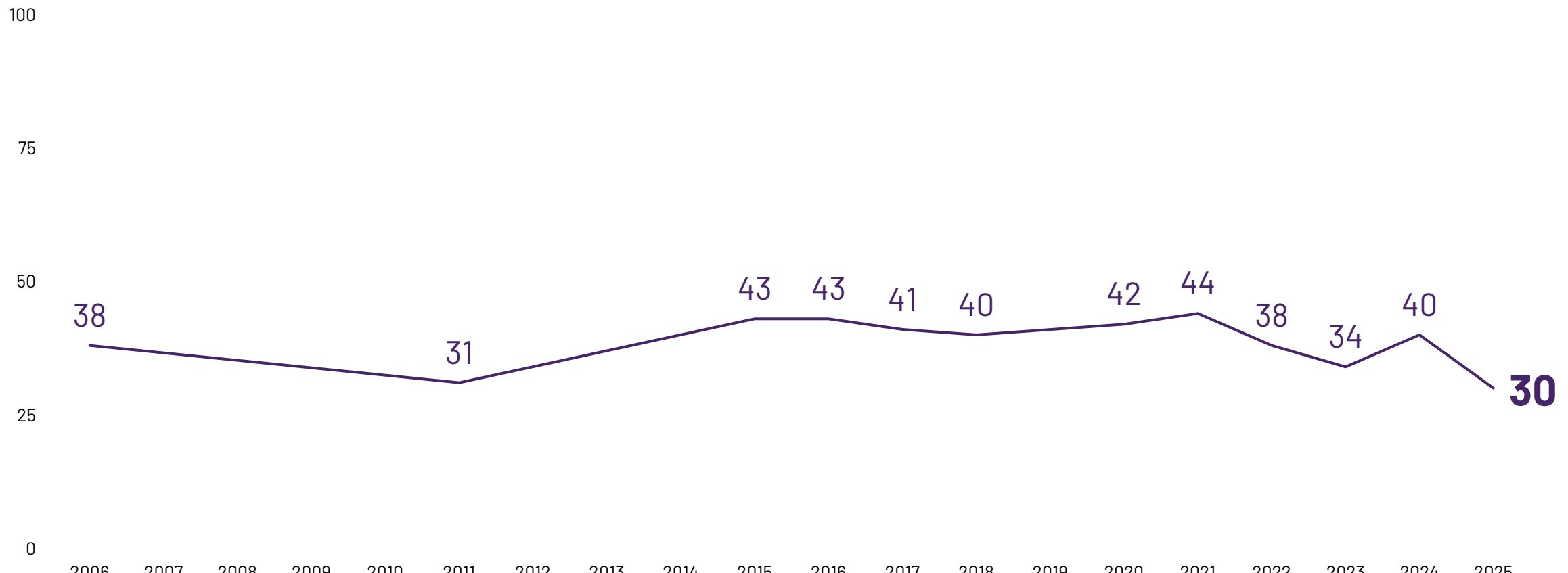
**% trust to tell the truth:**



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

# Trust in Local councillors: long term trend

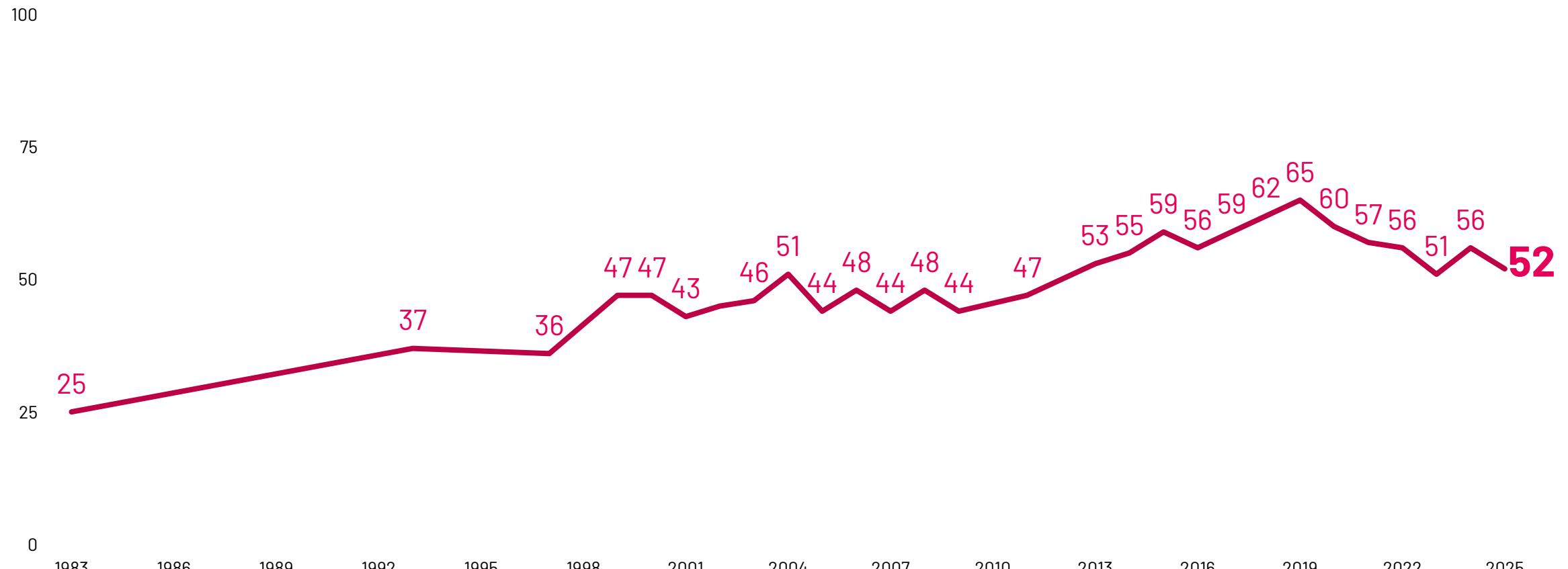
**% trust to tell the truth:**



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

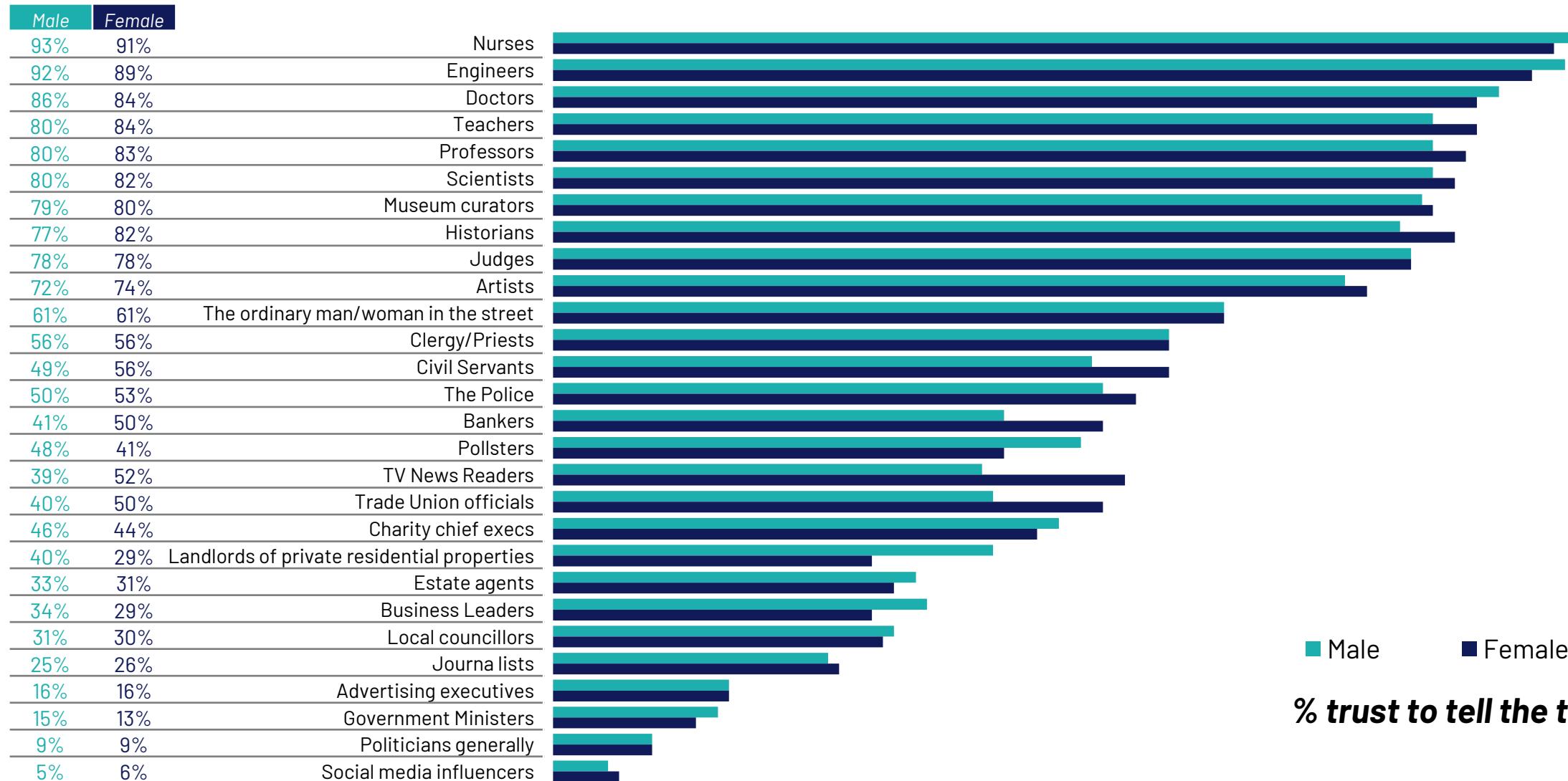
**% trust to tell the truth:**



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

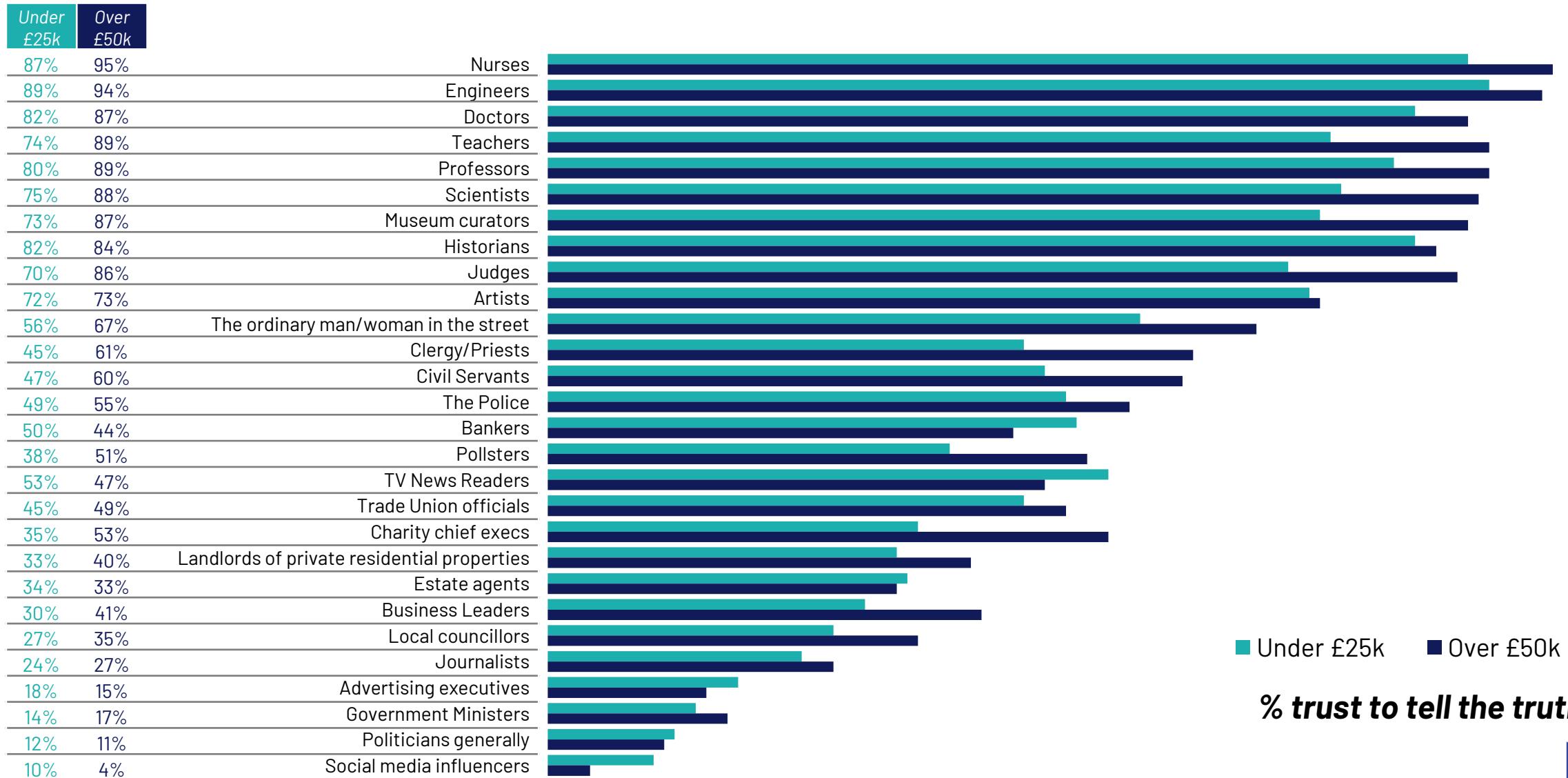
# Trust in professions by gender

*"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?"*



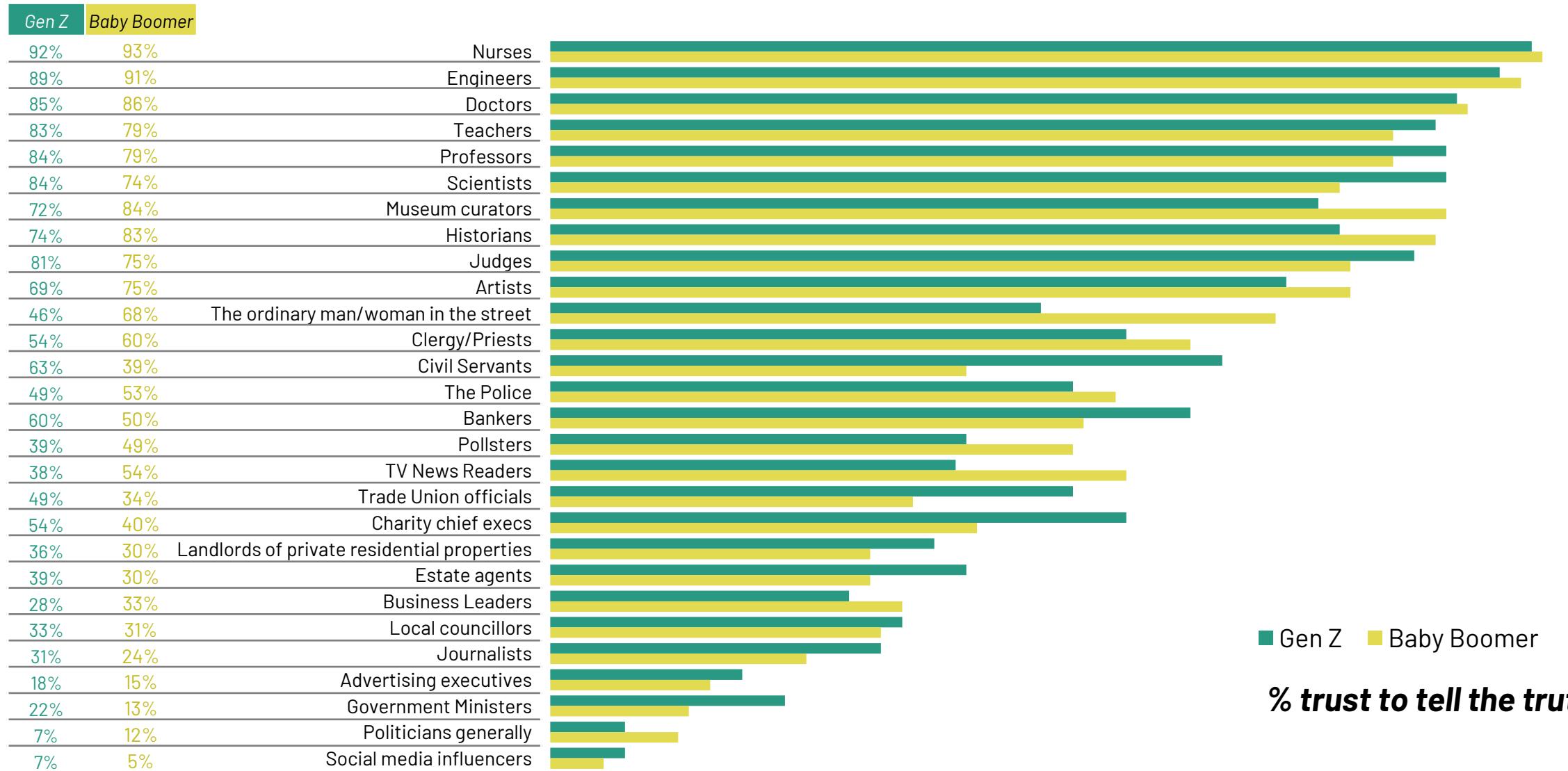
# Trust in professions by household income

*"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?"*



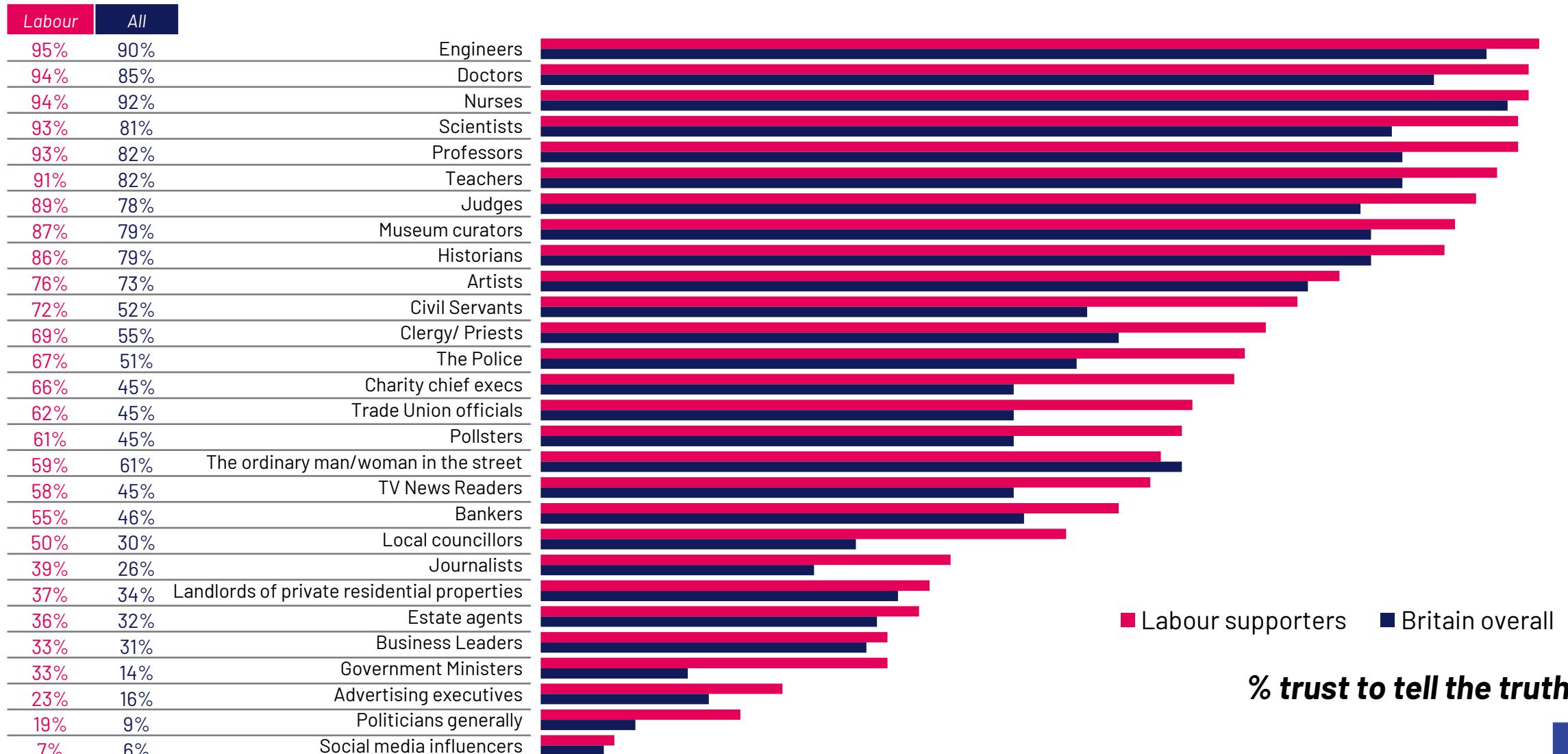
# Trust in professions by Generation

*"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?"*



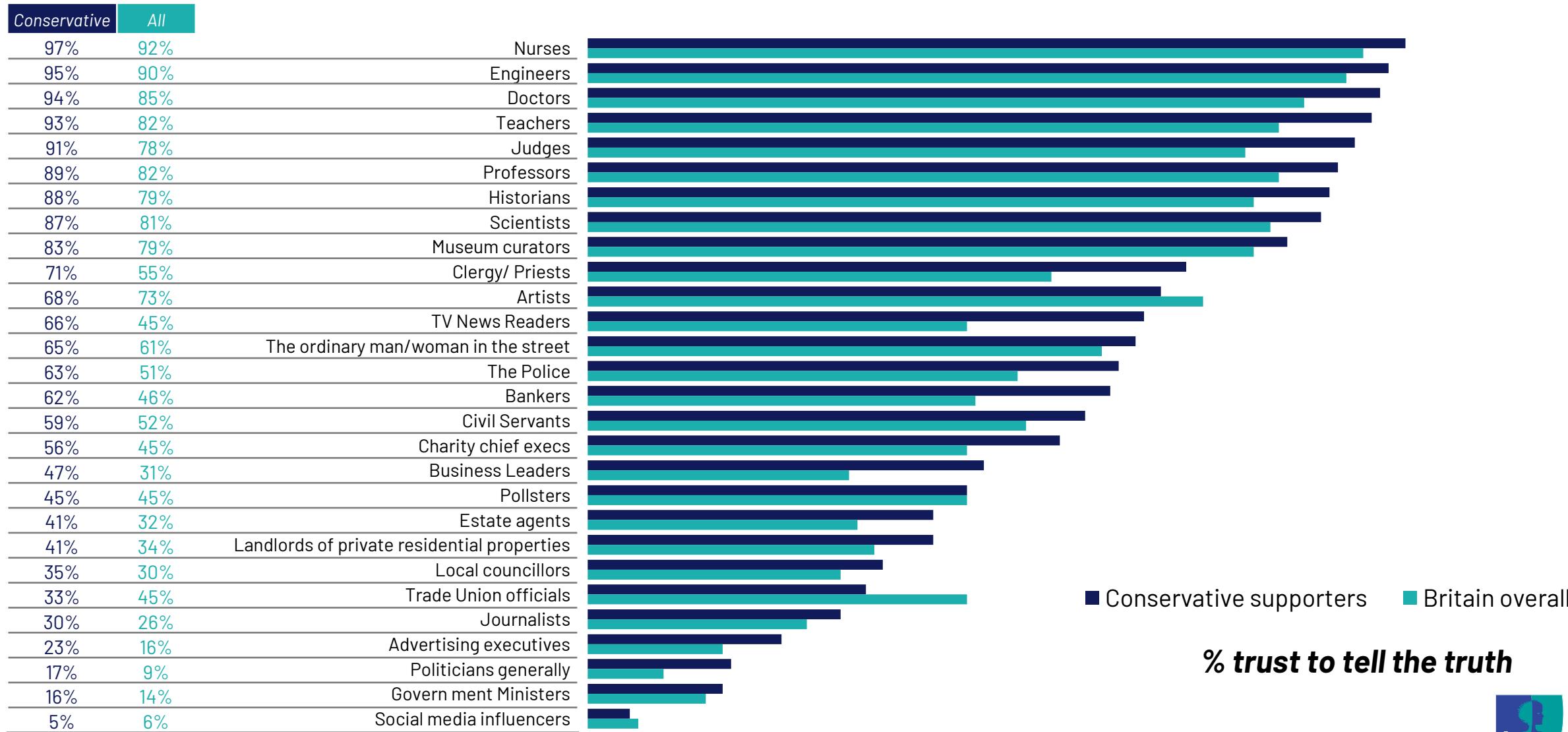
# Trust in professions by party preference - Labour

*"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?"*



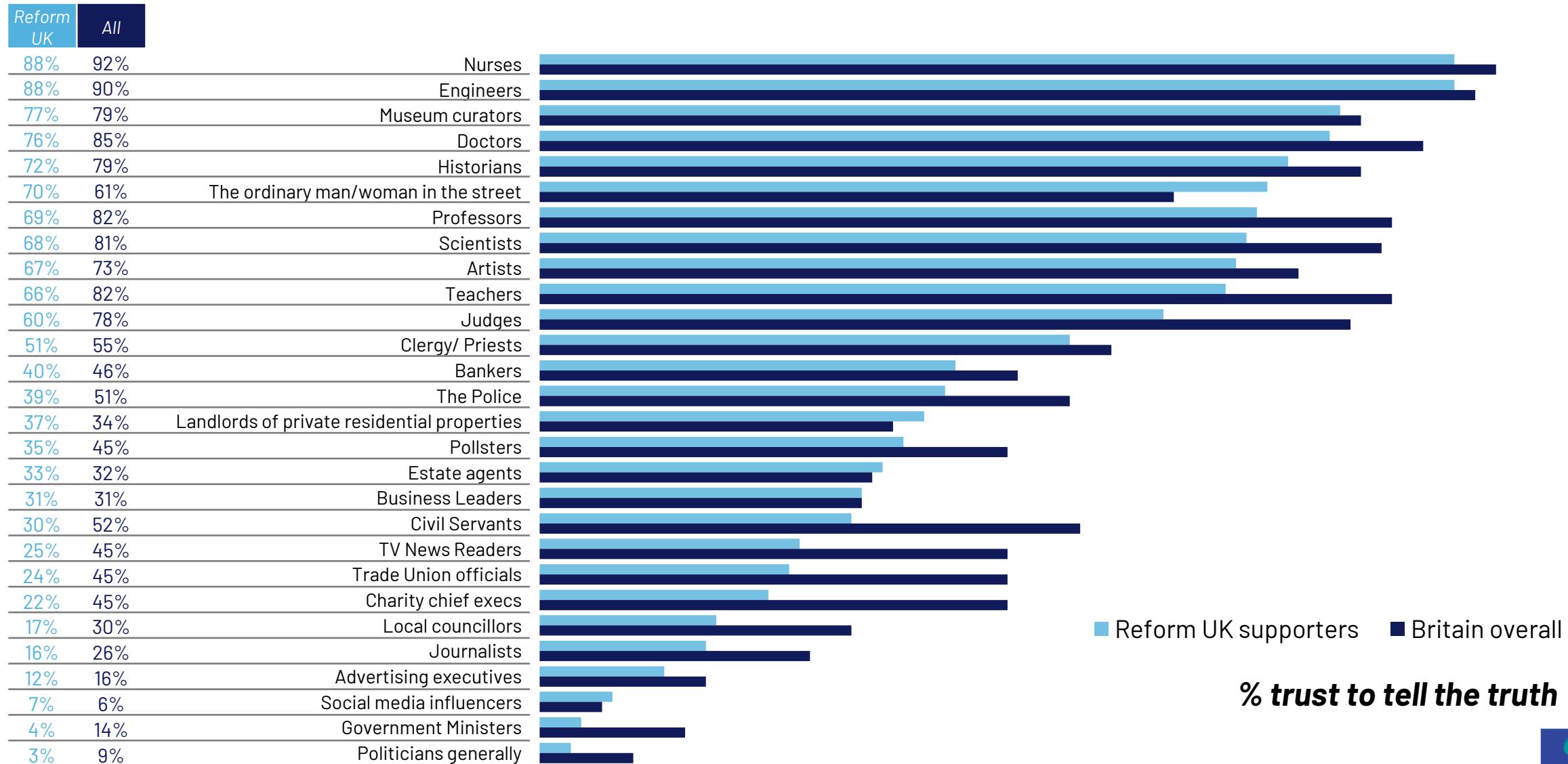
# Trust in professions by party preference - Conservative

*"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?"*



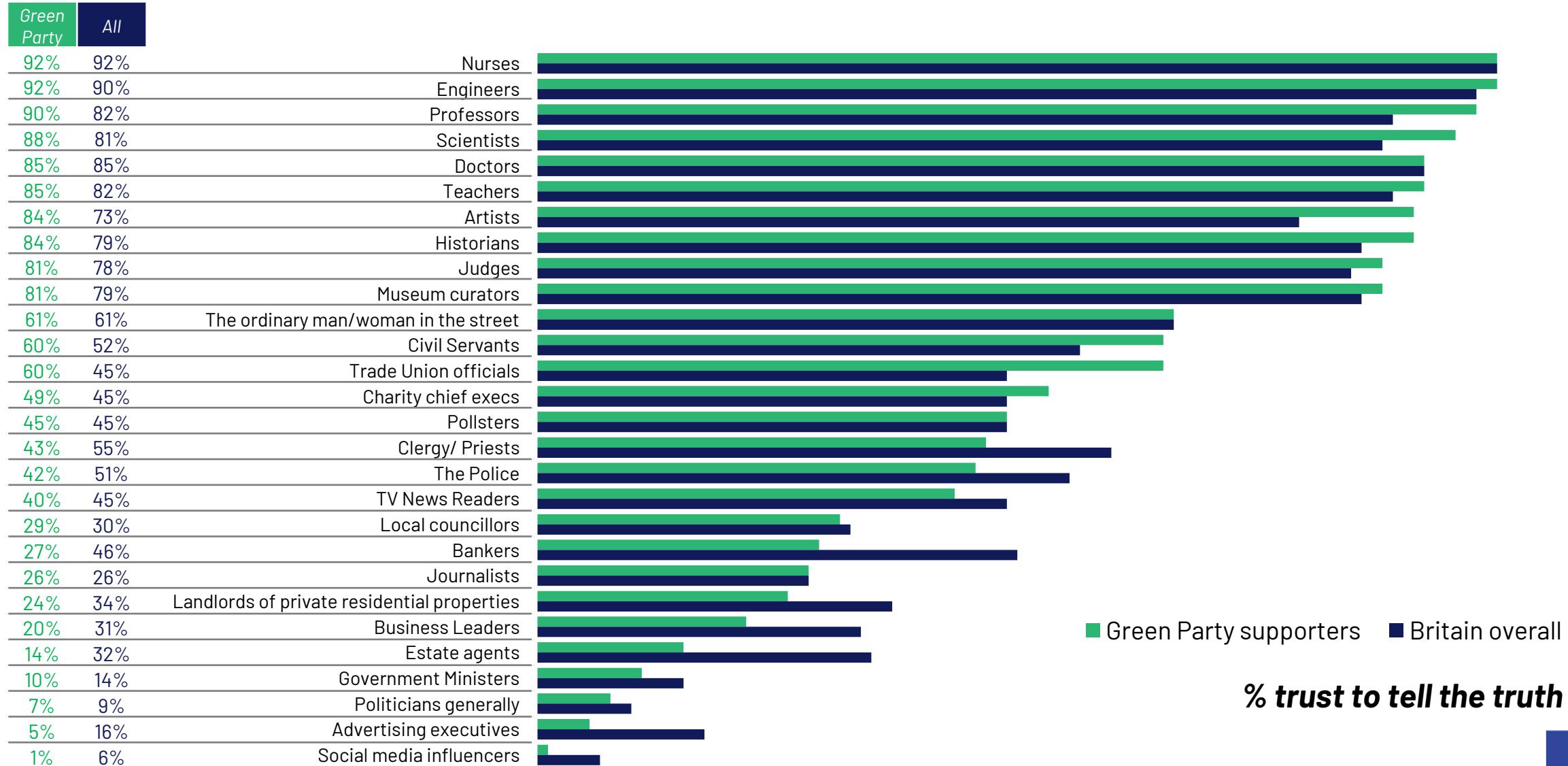
# Trust in professions by party preference – Reform UK

*"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?"*



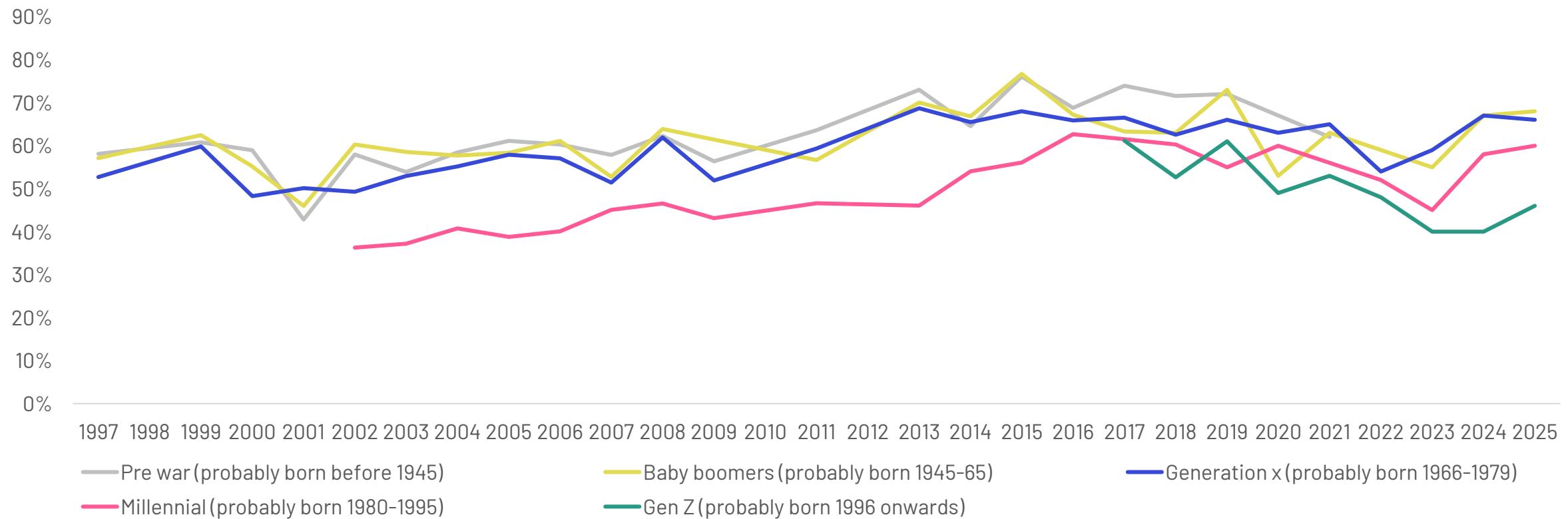
# Trust in professions by party preference – Green Party

*"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*



# 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 1,022 British adults aged 16+ between 5 and 11 November 2025.

Data are weighted to the population profile. Where percentages do not sum to 100 this may be due to computer rounding. All polls are subject to a wide range of potential sources of error.

# Ipsos UK

## Veracity Index 2025

### For more information

Gideon Skinner  
Research Director  
[Gideon.skinner@ipsos.com](mailto:Gideon.skinner@ipsos.com)

Mike Clemence  
Engagement Lead  
[Michael.clemence@ipsos.com](mailto:Michael.clemence@ipsos.com)

Laura King  
Senior Research Executive  
[Laura.king@ipsos.com](mailto:Laura.king@ipsos.com)