

J16010060-04-03 27-JAN - 07-FEB 2017
PUBLIC
IMPARTIALITY AND TRUST MARKET CONTEXT SURVEY

21 Nov 2017

Table 1
How closely would you say that you follow news from any source (e.g. TV, Radio, newspaper, online or with family/friends)?
BASE: ALL ADULTS AGED 15+

	TOTAL	GENDER		AGE			REGION			
		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Unweighted Base	2018	1009	1009	574	559	885	1667	171	120	60
Weighted Base	2023	979	1045	635	662	726	1688	175	101*	60*
Very closely	551 27%	320 33%b	232 22%	105 17%	176 27%c	270 37%cd	471 28%	43 25%	23 22%	15 25%
Fairly closely	805 40%	372 38%	434 42%	226 36%	270 41%	309 43%cd	680 40%	71 41%	32 32%	22 37%
Not too closely	332 16%	147 15%	185 18%	148 23%de	95 14%	88 12%	255 15%	40 23%f	22 22%	15 25%f
Not at all closely	145 7%	66 7%	78 8%	69 11%e	53 8%e	22 3%	123 7%	8 5%	7 7%	6 10%
I don't follow the news	188 9%	75 8%	113 11%a	85 13%e	67 10%e	36 5%	157 9%	13 7%	16 16%fgi	2 3%
Don't know	3 *	-	3	2	-	1	3	-	-	-
Closely (total)	1357 67%	691 71%b	665 64%	331 52%	446 67%cd	579 80%cd	1150 68%h	114 65%	55 55%	37 62%
Not closely (total)	476 24%	213 22%	263 25%	217 34%de	149 22%e	111 15%	378 22%	48 27%	29 29%	21 35%f

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - fg/hi
 Overlap formulae used. * small base

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Table 2
Of all the news sources (TV broadcaster, radio, newspaper, magazine or website or app) which ONE source are you most likely to turn to FOR NEWS YOU TRUST THE MOST?
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS

	TOTAL	GENDER		AGE			REGION			
		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Unweighted Base	1837	930	907	498	496	843	1518	159	102	58
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
BBC	1036 57%	498 55%	538 58%	301 55%	322 54%	412 60%	864 57% ⁱ	90 55%	57 67% ^{ai}	25 43%
ITV	200 11%	79 9%	121 13% ^a	50 9%	75 13%	75 11%	152 10%	28 17% ^{af}	8 10%	12 21% ^{af}
Sky News	91 5%	49 5%	41 4%	20 4%	38 6%	33 5%	82 5%	7 4%	1 1%	1 2%
Guardian / The Observer	69 4%	35 4%	34 4%	32 6% ^e	21 4%	16 2%	65 4% ^g	1 1%	2 3%	-
Channel 4	58 3%	31 3%	27 3%	14 3%	21 4%	23 3%	39 3%	17 10% ^{fh}	-	2 3%
Facebook	24 1%	15 2%	9 1%	18 3% ^{de}	5 1%	2 *	18 1%	1 1%	-	5 9% ^{fgh}
Daily Mail / Mail on Sunday	21 1%	8 1%	13 1%	5 1%	9 1%	7 1%	17 1%	1 1%	2 2%	1 2%
Times / Sunday Times	21 1%	15 2% ^b	6 1%	4 1%	4 1%	13 2%	20 1%	-	-	1 2%
Daily Telegraph / Sunday Telegraph	20 1%	12 1%	8 1%	3 1%	4 1%	13 2%	19 1%	1 *	* *	-
Other Radio	13 1%	8 1%	6 1%	- -	9 1% ^c	5 1%	10 1%	-	-	3 5% ^{fgh}
Google News	13 1%	8 1%	4 *	6 1%	4 1%	3 *	10 1%	2 1%	-	1 2%
Al Jazeera	13 1%	5 1%	8 1%	4 1%	5 1%	4 1%	10 1%	1 1%	1 1%	1 2%

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Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Financial Times	11 1%	5 1%	6 1%	9 2%de	- -	2 *	10 1%	- -	1 1%	- -
CNN	9 *	5 1%	4 *	2 *	5 1%	3 *	6 *	2 1%	- -	1 2%
Twitter	7 *	6 1%	2 *	5 1%e	2 *	- -	7 *	- -	- -	- -
Online search (no specific mention)	7 *	6 1%	1 *	4 1%	2 *	1 *	7 *	- -	- -	- -
Sun / Sun on Sunday	6 *	4 *	1 *	3 1%	1 *	1 *	6 *	- -	- -	- -
Independent / Independent on Sunday	6 *	2 *	4 *	2 *	4 1%e	- -	3 *	2 1%	1 1%	- -
Channel 5	5 *	1 *	5 1%	4 1%	1 *	1 *	5 *	- -	- -	- -
Belfast Telegraph	5 *	2 *	3 *	- -	1 *	4 1%	1 *	- -	1 1%f	3 5%fg
Metro	4 *	4 *	- -	1 *	3 *	- -	4 *	- -	- -	- -
Huffington Post	4 *	2 *	1 *	1 *	1 *	1 *	4 *	- -	- -	- -
Other TV	4 *	1 *	2 *	2 *	1 *	- -	1 *	- -	2 3%fg	- -
MSN News	4 *	3 *	1 *	1 *	- -	2 *	3 *	- -	1 1%	- -
The I newspaper	3 *	1 *	2 *	- -	1 *	2 *	2 *	- -	1 1%	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - fg/h/i
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		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
RT / Russia Today	3 *	3 *	- -	1 *	1 *	1 *	2 *	- -	1 1%	- -
Other newspaper	3 *	- -	3 *	1 *	1 *	1 *	2 *	1 1%	- -	- -
Daily Express / Sunday Express	3 *	- -	3 *	- -	1 *	2 *	3 *	- -	- -	- -
Local newspapers	2 *	2 *	- -	- -	1 *	1 *	2 *	- -	- -	- -
The Herald	2 *	1 *	1 *	- -	1 *	1 *	1 *	1 1%	- -	- -
Vice	2 *	2 *	- -	2 *	- -	- -	2 *	- -	- -	- -
YouTube	2 *	2 *	- -	- -	2 *	- -	2 *	- -	- -	- -
Buzzfeed	1 *	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -
Daily Star / Daily Star on Sunday	1 *	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -
Other mentions on Asian news (example Ary TV, Asian Sony)	1 *	1 *	1 *	1 *	- -	1 *	1 *	- -	- -	- -
Irish News	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -	1 2% ^f
Would look around different sources	1 *	- -	1 *	1 *	- -	- -	1 *	- -	- -	- -

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		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Euro news	1	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	-	1%f	-
Reuters	*	*	-	-	-	*	*	-	-	-
	*	*	-	-	-	*	*	-	-	-
Scotsman / Scotland on Sunday	-	-	-	-	-	-	-	-	-	-
Mirror / Sunday Mirror	-	-	-	-	-	-	-	-	-	-
Yahoo News	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
AOL News	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
The People	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Western Mail	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Daily Record	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	17	13	4	7	7	3	15	1	1	-
	1%	1%b	*	1%	1%	*	1%	*	1%	-
Don't know	28	12	16	13	6	9	28	-	-	-
	2%	1%	2%	2%	1%	1%	2%	-	-	-
None	115	62	53	29	37	49	101	7	5	1
	6%	7%	6%	5%	6%	7%	7%	5%	6%	2%

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Table 3
Of all the news sources (TV broadcaster, radio, newspaper, magazine or website or app) which ONE source are you most likely to turn to if you want ACCURATE NEWS COVERAGE?
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS

	TOTAL	GENDER		AGE			REGION			
		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Unweighted Base	1837	930	907	498	496	843	1518	159	102	58
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
BBC	1041	510	531	288	328	424	869	89	54	28
	57%	56%	57%	53%	55%	61% ^{cd}	57%	55%	64%	48%
ITV	188	64	124	55	67	66	147	22	10	9
	10%	7%	13% ^a	10%	11%	10%	10%	14%	11%	16%
Sky News	111	64	47	27	48	36	99	8	1	2
	6%	7%	5%	5%	8% ^{ee}	5%	6%	5%	2%	3%
Channel 4	64	36	28	17	23	24	41	20	2	1
	4%	4%	3%	3%	4%	4%	3%	12% ^{fhi}	2%	2%
Guardian / The Observer	63	32	30	31	16	15	58	-	5	-
	3%	4%	3%	6% ^{de}	3%	2%	4% ^g	-	6% ^g	-
Times / Sunday Times	25	13	13	7	2	16	22	2	-	2
	1%	1%	1%	1%	*	2% ^d	1%	1%	-	3%
Daily Mail / Mail on Sunday	25	12	13	8	9	8	20	1	3	1
	1%	1%	1%	1%	2%	1%	1%	1%	3%	2%
Facebook	22	13	9	16	3	3	17	2	-	3
	1%	1%	1%	3% ^{de}	1%	*	1%	1%	-	5% ^{fh}
Google News	20	11	8	10	5	5	16	2	1	1
	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
Daily Telegraph / Sunday Telegraph	18	11	7	1	5	12	16	1	-	1
	1%	1%	1%	*	1%	2% ^c	1%	*	-	2%
Al Jazeera	16	6	10	6	8	2	13	1	1	1
	1%	1%	1%	1%	1%	*	1%	1%	1%	2%
Other Radio	15	11	4	3	6	5	10	1	-	4
	1%	1%	*	1%	1%	1%	1%	1%	-	7% ^{gh}

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Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Twitter	13 1%	7 1%	6 1%	9 2%e	4 1%e	-	12 1%	1 1%	-	-
CNN	11 1%	6 1%	5 1%	3 1%	5 1%	4 1%	9 1%	2 1%	-	1 2%
Online search (no specific mention)	11 1%	6 1%	5 1%	8 1%e	3 *	-	10 1%	1 1%	-	-
Financial Times	8 *	3 *	5 1%	4 1%	2 *	2 *	7 *	-	1 1%	-
Channel 5	7 *	1 *	6 1%	4 1%	3 *	* *	5 *	1 *	1 1%	-
Metro	6 *	5 1%	1 *	2 *	3 *	1 *	6 *	-	-	-
Independent / Independent on Sunday	4 *	1 *	4 *	1 *	3 1%	-	3 *	1 1%	-	-
Mirror / Sunday Mirror	4 *	2 *	1 *	1 *	-	2 *	4 *	-	-	-
Huffington Post	4 *	2 *	1 *	1 *	1 *	1 *	4 *	-	-	-
Other TV	3 *	1 *	2 *	1 *	1 *	1 *	1 *	-	2 2%f	-
Sun / Sun on Sunday	3 *	3 *	-	2 *	1 *	-	3 *	-	-	-
Daily Express / Sunday Express	3 *	-	3 *	-	1 *	2 *	3 *	-	-	-
YouTube	2 *	2 *	-	1 *	2 *	-	2 *	-	-	-

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		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
The I newspaper	2 *	1 *	1 *	- *	1 *	1 *	2 *	- *	- *	- *
Reuters	2 *	1 *	2 *	1 *	2 *	- *	2 *	- *	- *	- *
Other mentions on Asian news (example Ary TV, Asian Sony)	2 *	1 *	2 *	- *	2 *	1 *	2 *	- *	- *	- *
The Herald	2 *	1 *	1 *	- *	1 *	1 *	1 *	1 1%	- *	- *
Belfast Telegraph	2 *	- *	2 *	- *	- *	2 *	- *	- *	- *	2 3%fg
Yahoo News	2 *	- *	2 *	2 *	- *	- *	2 *	- *	- *	- *
MSN News	2 *	1 *	1 *	- *	- *	2 *	2 *	- *	- *	- *
RT / Russia Today	2 *	2 *	- *	1 *	- *	1 *	2 *	- *	- *	- *
Buzzfeed	2 *	2 *	- *	- *	2 *	- *	2 *	- *	- *	- *
Local newspapers	1 *	- *	1 *	1 *	- *	- *	1 *	- *	- *	- *
Other newspaper	1 *	- *	1 *	- *	1 *	- *	1 *	- *	- *	- *
Vice	1 *	1 *	- *	1 *	- *	- *	1 *	- *	- *	- *

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		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Daily Star / Daily Star on Sunday	1*	1*	-	1*	-	-	1*	-	-	-
Scotsman / Scotland on Sunday	1*	1*	-	-	-	1*	-	1*	-	-
Would look around different sources	1*	-	1*	-	1*	-	1*	-	-	-
Euro news	1*	1*	-	1*	-	-	1*	-	-	-
Daily Record	1*	-	1*	1*	-	-	-	1*	-	-
Western Mail	* *	- *	* *	- *	- *	* *	- *	- *	* *f	- -
AOL News	-	-	-	-	-	-	-	-	-	-
Irish News	-	-	-	-	-	-	-	-	-	-
The People	-	-	-	-	-	-	-	-	-	-
Other	14 1%	12 1%b	1*	4 1%	7 1%	2*	13 1%	1 1%	-	-
Don't know	32 2%	13 1%	19 2%	13 2%	7 1%	12 2%	31 2%	1 1%	1 1%	-
None	74 4%	43 5%	30 3%	13 2%	22 4%	38 6%c	66 4%	3 2%	3 3%	2 3%

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Table 4
Of all the news sources (TV broadcaster, radio, newspaper, magazine or website or app) which ONE source are you most likely to turn to if you want IMPARTIAL NEWS COVERAGE?
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS

	TOTAL	GENDER		AGE			REGION			
		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Unweighted Base	1837	930	907	498	496	843	1518	159	102	58
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
BBC	919 50%	459 51%	460 50%	258 47%	298 50%	363 53%	774 51%	77 48%	45 53%	23 40%
ITV	202 11%	81 9%	121 13% ^a	57 10%	65 11%	80 12%	154 10%	30 18% ^f ^h	7 8%	11 19% ^f
Sky News	110 6%	60 7%	49 5%	26 5%	51 9% ^{ce}	33 5%	95 6%	9 6%	3 4%	3 5%
Channel 4	66 4%	31 3%	35 4%	17 3%	24 4%	25 4%	43 3%	18 11% ^f ^h	2 2%	3 5%
Facebook	42 2%	21 2%	21 2%	31 6% ^{de}	9 1% ^e	2 *	32 2%	1 *	4 5% ^g	5 9% ^f ^g
Guardian / The Observer	41 2%	24 3%	18 2%	16 3%	12 2%	13 2%	40 3%	1 1%	-	-
Daily Mail / Mail on Sunday	28 2%	11 1%	17 2%	7 1%	9 1%	13 2%	23 1%	1 1%	3 4%	1 2%
Al Jazeera	24 1%	12 1%	12 1%	9 2%	8 1%	7 1%	21 1%	1 1%	2 2%	-
Independent / Independent on Sunday	18 1%	9 1%	9 1%	4 1%	9 2%	4 1%	14 1%	3 2%	1 1%	-
Times / Sunday Times	17 1%	11 1%	6 1%	3 *	3 *	12 2%	15 1%	2 1%	-	1 2%
Daily Telegraph / Sunday Telegraph	16 1%	12 1%	5 *	3 1%	3 1%	10 1%	16 1%	1 *	-	-
Google News	14 1%	7 1%	7 1%	8 1%	3 1%	3 *	11 1%	2 1%	-	1 2%

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Table 4
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Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Other Radio	13 1%	6 1%	6 1%	1 *	8 1% ^c	4 1%	10 1%	-	-	3 5% ^{fgh}
CNN	11 1%	6 1%	5 1%	2 *	5 1%	3 *	8 1%	2 1%	-	1 2%
Twitter	9 1%	3 *	6 1%	7 1% ^e	2 *	1 *	8 1%	-	1 2%	-
Online search (no specific mention)	9 *	6 1%	3 *	6 1% ^e	2 *	-	7 *	1 1%	-	-
Channel 5	8 *	1 *	7 1% ^a	4 1%	2 *	2 *	7 *	-	1 1%	-
Sun / Sun on Sunday	8 *	1 *	7 1%	1 *	3 1%	3 1%	6 *	-	1 1%	1 2%
Mirror / Sunday Mirror	7 *	2 *	5 1%	3 1%	2 *	2 *	7 *	-	-	-
Financial Times	6 *	3 *	3 *	3 1%	1 *	2 *	5 *	-	1 1%	-
MSN News	5 *	3 *	3 *	1 *	1 *	3 *	5 *	-	1 1%	-
Metro	4 *	4 *	-	4 1% ^e	-	-	4 *	-	-	-
Yahoo News	4 *	2 *	2 *	1 *	3 1%	-	4 *	-	-	-
Daily Star / Daily Star on Sunday	4 *	3 *	1 *	3 1%	1 *	-	4 *	-	-	-
The I newspaper	4 *	2 *	2 *	-	1 *	2 *	3 *	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i
Overlap formulae used. * small base

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Table 4
Of all the news sources (TV broadcaster, radio, newspaper, magazine or website or app) which ONE source are you most likely to turn to if you want IMPARTIAL NEWS COVERAGE?
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS

	TOTAL	GENDER		AGE			REGION			
		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Daily Express / Sunday Express	3 *	1 *	3 *	- -	- -	3 *	3 *	- -	- -	- -
Belfast Telegraph	3 *	- -	3 *	- -	- -	3 *	- -	- -	- -	3 5%fgh
Other newspaper	3 *	1 *	2 *	- -	1 *	1 *	2 *	1 1%	- -	- -
Buzzfeed	3 *	3 *	- -	3 *	- -	- -	3 *	- -	- -	- -
Other mentions on Asian news (example Ary TV, Asian Sony)	2 *	1 *	2 *	- -	2 *	1 *	2 *	- -	- -	- -
Local newspapers	2 *	- -	2 *	- -	2 *	- -	2 *	- -	- -	- -
Other TV	2 *	- -	2 *	- -	- -	2 *	- -	- -	2 3%fg	- -
The Herald	2 *	1 *	1 *	- -	1 *	1 *	1 *	1 1%	- -	- -
Reuters	2 *	2 *	- -	- -	2 *	- -	2 *	- -	- -	- -
Huffington Post	2 *	2 *	- -	- -	1 *	1 *	2 *	- -	- -	- -
Euro news	2 *	1 *	1 *	- -	1 *	1 *	2 *	- -	- -	- -
RT / Russia Today	2 *	2 *	- -	- -	1 *	* *	2 *	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - fg/hi
Overlap formulae used. * small base

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Table 4
Of all the news sources (TV broadcaster, radio, newspaper, magazine or website or app) which ONE source are you most likely to turn to if you want IMPARTIAL NEWS COVERAGE?
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS

	TOTAL	GENDER		AGE			REGION			
		MALE (a)	FEMALE (b)	15-34 (c)	35-54 (d)	55+ (e)	ENGLAND (f)	SCOTLAND (g)	WALES (h)	NI (i)
Weighted Base	1833	904	928	548	595	690	1528	162	84*	58*
Vice	2 *	1 *	1 *	2 *	-	-	2 *	-	-	-
YouTube	1 *	-	1 *	-	-	1 *	1 *	-	-	-
Would look around different sources	1 *	-	1 *	1 *	-	-	1 *	-	-	-
AOL News	-	-	-	-	-	-	-	-	-	-
Western Mail	-	-	-	-	-	-	-	-	-	-
Daily Record	-	-	-	-	-	-	-	-	-	-
Scotsman / Scotland on Sunday	-	-	-	-	-	-	-	-	-	-
The People	-	-	-	-	-	-	-	-	-	-
Irish News	-	-	-	-	-	-	-	-	-	-
Other	20 1%	16 2%b	5 *	11 2%	4 1%	6 1%	17 1%	1 1%	2 3%	-
Don't know	59 3%	21 2%	38 4%a	31 6%de	8 1%	20 3%	55 4%	2 1%	2 2%	-
None	133 7%	77 9%	56 6%	25 5%	44 7%	64 9%c	117 8%	8 5%	5 6%	2 3%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i
Overlap formulae used. * small base

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Table 5
To what extent do you trust ... as a source of news? Summary Table
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS - SPLIT SAMPLE B

	BBC News	ITV News	Channel 4 News	Five News	Sky News	Al Jazeera	Any commercial radio	The Daily Mail / Mail on Sunday	The Sun / Sun on Sunday	The Guardian / The Observer	The Mirror / Sunday Mirror	The Times / Sunday Times	The Independent / Independent on Sunday	The i Times	The Financial Times	The Daily Telegraph / Sunday Telegraph	The Daily Express / Sunday Express	The Daily Star / Daily Star on Sunday	The People	The Metro	Facebook	Google News	Twitter	Yahoo News	MSN News	Huffington Post	Buzzfeed	Vice
Unweighted Base	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933
Weighted Base	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922
1 - Do not trust it at all	21 2%	22 2%	15 2%	21 2%	38 4%	83 9%	37 4%	125 14%	236 26%	30 3%	99 11%	30 3%	31 3%	33 4%	21 2%	33 4%	103 11%	188 20%	120 13%	42 5%	178 19%	52 6%	142 15%	66 7%	68 7%	68 7%	107 12%	75 8%
2	13 1%	9 1%	9 1%	24 3%	24 3%	23 2%	15 2%	67 7%	78 9%	17 2%	49 5%	11 1%	12 1%	13 1%	10 1%	21 2%	45 5%	66 7%	42 5%	34 4%	76 8%	22 2%	56 6%	33 4%	30 3%	27 3%	35 4%	22 2%
3	25 3%	24 3%	17 2%	17 2%	35 4%	23 2%	31 3%	59 6%	94 10%	29 3%	85 9%	28 3%	18 2%	22 2%	23 2%	29 3%	67 7%	84 9%	53 6%	43 5%	92 10%	45 5%	57 6%	46 5%	33 4%	46 5%	47 5%	31 3%
4	29 3%	39 4%	48 5%	50 5%	37 4%	28 3%	45 5%	61 7%	67 7%	26 3%	86 9%	39 4%	36 4%	31 3%	23 3%	53 6%	64 7%	81 9%	43 5%	56 6%	69 8%	42 5%	40 4%	48 5%	70 8%	35 4%	58 6%	30 3%
5	99 11%	169 18%	193 21%	264 29%	197 21%	215 23%	222 24%	194 21%	139 15%	186 20%	222 24%	196 21%	223 24%	224 24%	173 19%	197 21%	209 23%	175 19%	197 21%	236 26%	173 19%	226 25%	191 21%	209 23%	209 23%	214 23%	200 22%	206 22%
6	77 8%	118 13%	82 9%	76 8%	86 9%	56 6%	84 9%	89 10%	57 6%	79 9%	64 7%	82 9%	69 7%	78 8%	60 7%	90 10%	64 7%	32 3%	38 4%	93 10%	49 5%	81 9%	46 5%	59 6%	52 6%	62 7%	33 4%	29 3%
7	121 13%	152 17%	129 14%	82 9%	111 12%	55 6%	129 14%	69 8%	25 3%	89 10%	39 4%	115 12%	125 14%	62 7%	90 10%	105 11%	55 6%	10 1%	34 4%	84 9%	37 4%	77 8%	32 4%	52 6%	45 5%	49 5%	33 4%	20 2%
8	258 28%	162 18%	152 17%	59 6%	125 14%	33 4%	67 7%	31 3%	10 1%	119 13%	21 2%	103 11%	80 9%	47 5%	110 12%	84 9%	23 3%	11 1%	11 1%	34 4%	27 3%	51 6%	23 2%	16 2%	11 1%	35 4%	1 *	12 1%
9	159 17%	86 9%	62 7%	23 2%	40 4%	10 1%	19 2%	16 2%	4 *	65 7%	5 1%	46 5%	31 3%	17 2%	61 7%	31 3%	12 1%	2 *	3 *	9 1%	5 1%	10 1%	4 *	4 *	5 1%	10 1%	1 *	3 *
10 - Trust a great deal	92 10%	41 4%	27 3%	14 1%	32 3%	8 1%	15 2%	8 1%	5 1%	21 2%	4 *	18 2%	13 1%	6 1%	24 3%	21 2%	6 1%	1 *	- -	6 1%	3 *	6 1%	1 *	3 *	1 *	2 *	- -	- -
Don't know	26 3%	99 11%	188 20%	290 31%	195 21%	389 42%	256 28%	201 22%	208 23%	260 28%	248 27%	256 28%	283 31%	388 42%	326 35%	260 28%	273 30%	271 29%	380 41%	284 31%	212 23%	310 34%	330 36%	385 42%	398 43%	373 40%	405 44%	493 54%
Mean	7.23	6.53	6.37	5.53	5.92	4.75	5.59	4.36	3.24	6.10	4.17	5.97	5.80	5.36	6.26	5.71	4.34	3.31	3.88	5.03	3.66	5.08	3.84	4.52	4.43	4.70	3.87	4.20

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Table 6
How biased or impartial do you think this news source is? Summary Table
BASE: ALL ADULTS 15+ WHO FOLLOW THE NEWS - SPLIT SAMPLE A

	BBC News	ITV News	Channel 4 News	Five News	Sky News	Al Jazeera	Any commercial radio	The Daily Mail / Mail on Sunday	The Sun / Sun on Sunday	The Guardian / The Observer	The Mirror / Sunday Mirror	The Times / Sunday Times	The Independent / Independent on Sunday	The i Times	The Financial Times	The Daily Telegraph / Sunday Telegraph	The Daily Express / Sunday Express	The Daily Star / Daily Star on Sunday	The People	The Metro	Facebook	Google News	Twitter	Yahoo News	MSN News	Huffington Post	Buzzfeed	Vice
Unweighted Base	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904	904
Weighted Base	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911	911
1 - Is very biased	27 3%	10 1%	10 1%	7 1%	24 3%	31 3%	14 2%	113 12%	159 17%	23 3%	58 6%	23 3%	19 2%	8 1%	17 2%	27 3%	60 7%	109 12%	59 6%	14 2%	111 12%	13 1%	80 9%	16 2%	13 1%	20 2%	40 4%	14 2%
2	22 2%	17 2%	13 1%	14 2%	31 3%	23 2%	17 2%	83 9%	114 13%	22 2%	78 9%	21 2%	14 2%	19 2%	9 1%	37 4%	66 7%	97 11%	52 6%	25 3%	58 6%	24 3%	57 6%	20 2%	31 3%	27 3%	33 4%	18 2%
3	45 5%	34 4%	34 4%	40 4%	46 5%	47 5%	29 3%	73 8%	94 10%	63 7%	114 13%	56 6%	39 4%	27 3%	25 3%	70 8%	72 8%	72 8%	54 6%	42 5%	84 9%	39 4%	56 6%	38 4%	30 3%	29 3%	45 5%	22 2%
4	78 9%	55 6%	50 5%	48 5%	69 8%	44 5%	47 5%	79 9%	74 8%	66 7%	85 9%	64 7%	54 6%	40 4%	54 6%	82 9%	83 9%	67 7%	56 6%	63 7%	54 6%	42 5%	37 4%	51 6%	37 4%	49 5%	60 7%	22 2%
5	158 17%	225 25%	226 25%	276 30%	217 24%	211 23%	257 28%	192 21%	153 17%	181 20%	202 22%	188 21%	222 24%	227 25%	192 21%	209 23%	224 25%	176 19%	219 24%	269 29%	226 25%	265 29%	221 24%	250 27%	261 29%	241 26%	229 25%	250 27%
6	90 10%	113 12%	88 10%	71 8%	91 10%	55 6%	90 10%	62 7%	33 4%	75 8%	45 5%	90 10%	74 8%	56 6%	60 7%	62 7%	55 6%	35 4%	39 4%	72 8%	37 4%	63 7%	33 4%	49 5%	48 5%	60 7%	29 3%	21 2%
7	130 14%	119 13%	106 12%	54 6%	72 8%	35 4%	75 8%	48 5%	27 3%	91 10%	39 4%	71 8%	80 9%	61 7%	71 8%	78 9%	36 4%	17 2%	20 2%	64 7%	26 3%	44 5%	25 3%	24 3%	31 3%	42 5%	22 2%	17 2%
8	169 19%	128 14%	97 11%	33 4%	72 8%	21 2%	62 7%	23 3%	16 2%	78 9%	10 1%	90 10%	70 8%	36 4%	69 8%	48 5%	11 1%	10 1%	7 1%	27 3%	28 3%	33 4%	18 2%	13 1%	19 2%	29 3%	6 1%	8 1%
9	88 10%	38 4%	45 5%	10 1%	27 3%	6 1%	24 3%	13 1%	7 1%	20 2%	7 1%	25 3%	15 2%	14 2%	36 4%	13 1%	2 *	2 *	3 *	10 1%	17 2%	11 1%	10 1%	5 1%	2 *	8 1%	1 *	1 *
10 - Is very impartial	60 7%	32 3%	13 1%	3 *	15 2%	6 1%	15 2%	4 *	1 *	11 1%	5 1%	2 *	7 1%	9 1%	15 2%	4 *	2 *	2 *	- *	8 1%	5 1%	2 *	9 1%	2 *	2 *	- *	- *	5 1%
Don't know	44 5%	140 15%	229 25%	356 39%	248 27%	431 47%	281 31%	221 24%	234 26%	280 31%	269 30%	281 31%	318 35%	414 45%	362 40%	281 31%	299 33%	325 36%	402 44%	317 35%	265 29%	374 41%	364 40%	443 49%	438 48%	406 45%	446 49%	533 58%
Mean	6.35	6.08	5.93	5.24	5.43	4.82	5.61	4.10	3.42	5.44	4.10	5.44	5.49	5.40	5.79	5.00	4.20	3.60	4.13	5.14	4.11	5.11	4.24	4.81	4.88	5.00	4.32	4.83

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Table 7
How accurate do you think each of the following news sources is? Summary Table
BASE: ALL ADULTS AGED 15+ WHO FOLLOW THE NEWS

	BBC News	ITV News	Channel 4 News	Five News	Sky News	Al Jazeera	Any commercial radio	The Daily Mail / Mail on Sunday	The Sun / Sun on Sunday	The Guardian / The Observer	The Mirror / Sunday Mirror	The Times / Sunday Times	The Independent / Independent on Sunday	The i Times	The Financial Times	The Daily Telegraph / Sunday Telegraph	The Daily Express / Sunday Express	The Daily Star / Daily Star on Sunday	The People	The Metro	Facebook	Google News	Twitter	Yahoo News	MSN News	Huffington Post	Buzzfeed	Vice
Unweighted Base	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933	933
Weighted Base	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922	922
1 - not at all accurate	15 2%	14 2%	10 1%	13 1%	26 3%	56 6%	25 3%	94 10%	162 18%	17 2%	76 8%	17 2%	21 2%	33 4%	19 2%	21 2%	75 8%	136 15%	90 10%	34 4%	156 17%	45 5%	112 12%	56 6%	57 6%	56 6%	82 9%	67 7%
2	10 1%	5 1%	4 *	11 1%	5 1%	14 1%	16 2%	53 6%	80 9%	12 1%	51 6%	12 1%	12 1%	14 1%	11 1%	17 2%	35 4%	79 9%	40 4%	29 3%	81 9%	27 3%	63 7%	34 4%	30 3%	24 3%	39 4%	29 3%
3	13 1%	20 2%	15 2%	24 3%	28 3%	26 3%	33 4%	65 7%	98 11%	19 2%	81 9%	25 3%	14 2%	17 2%	12 1%	24 3%	68 7%	90 10%	57 6%	39 4%	91 10%	40 4%	69 7%	42 5%	44 5%	45 5%	51 6%	32 3%
4	22 2%	44 5%	37 4%	51 5%	42 5%	29 3%	42 5%	75 8%	84 9%	22 2%	79 9%	27 3%	29 3%	34 4%	11 1%	36 4%	60 7%	68 7%	49 5%	54 6%	54 6%	42 5%	53 6%	56 6%	39 4%	26 3%	49 5%	25 3%
5	128 14%	175 19%	203 22%	254 28%	191 21%	215 23%	233 25%	203 22%	173 19%	195 21%	241 26%	196 21%	205 22%	233 25%	186 20%	217 24%	222 24%	178 19%	215 23%	248 27%	172 19%	228 25%	183 20%	213 23%	226 25%	222 24%	207 22%	207 22%
6	77 8%	123 13%	98 11%	85 9%	103 11%	53 6%	108 12%	90 10%	48 5%	88 9%	72 8%	97 11%	100 11%	69 7%	65 7%	97 11%	86 9%	47 5%	50 5%	98 11%	63 7%	90 10%	45 5%	79 9%	70 8%	58 6%	40 4%	35 4%
7	157 17%	171 19%	134 15%	96 10%	123 13%	55 6%	114 12%	74 8%	25 3%	115 13%	47 5%	104 11%	102 11%	71 8%	90 10%	121 13%	56 6%	27 3%	29 3%	76 8%	32 3%	64 7%	36 4%	40 4%	42 5%	53 6%	21 2%	14 1%
8	257 28%	155 17%	141 15%	66 7%	123 13%	34 4%	77 8%	42 5%	14 2%	126 14%	16 2%	122 13%	102 11%	47 5%	121 13%	87 9%	23 2%	7 1%	11 1%	41 4%	24 3%	46 5%	18 2%	18 2%	20 2%	35 4%	7 1%	14 2%
9	152 16%	86 9%	63 7%	23 2%	51 6%	8 1%	23 2%	10 1%	6 1%	46 5%	4 *	50 5%	27 3%	17 2%	69 7%	25 3%	6 1%	2 *	3 *	4 *	7 1%	9 1%	2 *	3 *	1 *	4 *	1 *	4 *
10 - very accurate	60 7%	27 3%	25 3%	9 1%	23 3%	7 1%	11 1%	5 1%	3 *	17 2%	3 *	16 2%	11 1%	3 *	18 2%	13 1%	6 1%	1 *	-	5 *	6 1%	7 1%	4 *	3 *	1 *	1 *	-	1 *
Don't know	29 3%	101 11%	192 21%	291 32%	204 22%	424 46%	240 26%	212 23%	227 25%	263 29%	250 27%	254 28%	298 32%	383 42%	319 35%	264 29%	286 31%	287 31%	378 41%	295 32%	236 26%	323 35%	336 36%	378 41%	391 42%	398 43%	425 46%	495 54%
Mean	7.17	6.53	6.43	5.68	6.15	4.97	5.67	4.56	3.58	6.21	4.33	6.16	5.96	5.37	6.38	5.83	4.55	3.59	4.10	5.08	3.76	5.08	3.93	4.58	4.58	4.77	4.01	4.25