

J18009000-17-04 26-APR - 07-MAY 2019
TRUST, ACCURACY AND IMPARTIALITY IN NEWS MARKET CONTEXT SURVEY
22-May-20

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+ IN THE UNITED KINGDOM

		GENDER		AGE			SOCIAL GRADE		REGION			
TOTAL		MALE	FEMALE	15-34	35-54	55+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	NI
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base	2087	1046	1038	640	551	896	1180	907	1725	193	109	60
Weighted Base	2088	1021	1064	655	676	757	1152	935	1754	175	98*	61*
Very closely	585	345	239	99	198	287	396	189	503	43	28	10
	28%	34%b	22%	15%	29% ^c	38% ^{cd}	34% ^g	20%	29% ^k	25%	29%	16%
Fairly closely	780	362	417	223	249	308	491	290	668	62	33	17
	37%	35%	39%	34%	37%	41% ^c	43% ^g	31%	38%	35%	34%	28%
Not too closely	344	155	188	157	111	75	151	193	290	32	12	10
	16%	15%	18%	24% ^{de}	16% ^e	10%	13%	21% ^f	17%	18%	13%	16%
Not at all closely	123	52	71	59	31	32	45	78	104	11	3	4
	6%	5%	7%	9% ^{de}	5%	4%	4%	8% ^f	6%	6%	3%	7%
I don't follow the news	256	107	148	116	86	54	70	186	189	27	21	20
	12%	10%	14% ^a	18% ^{de}	13% ^e	7%	6%	20% ^f	11%	15%	22% ^h	32% ^{hi}
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Closely [NET]	1365	707	656	322	447	596	886	478	1171	105	61	27
	65%	69% ^b	62%	49%	66% ^c	79% ^{cd}	77% ^g	51%	67% ^k	60% ^k	62% ^k	44%
Not closely [NET]	467	206	259	217	143	107	196	271	394	43	16	14
	22%	20%	24% ^a	33% ^{de}	21% ^e	14%	17%	29% ^f	22%	24%	16%	24%

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

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base	1829	943	884	525	478	826	1105	724	1542	162	84	41
Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
BBC	931	442	488	273	279	379	581	350	797	70	46	18
	51%	48%	53%a	51%	47%	54% ^d	54% ^g	47%	51%	47%	60%	43%
ITV	166	56	110	40	46	80	54	112	137	17	4	7
	9%	6%	12% ^a	7%	8%	11% ^{cd}	5%	15% ^f	9%	12%	5%	18% ^j
Channel 4	69	37	32	19	25	26	50	20	58	7	3	2
	4%	4%	4%	3%	4%	4%	5% ^g	3%	4%	5%	3%	4%
Channel 5	4	2	2	3	-	1	1	3	3	1	-	-
	*	*	*	1%	-	*	*	*	*	1%	-	-
Sky News	112	71	41	31	39	42	65	47	96	10	5	1
	6%	8% ^b	4%	6%	7%	6%	6%	6%	6%	7%	6%	4%
CNN	8	5	3	3	3	1	6	2	6	1	1	-
	*	1%	*	1%	1%	*	1%	*	*	1%	1%	-
Al Jazeera	20	8	11	7	8	4	14	5	18	-	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%
Daily Express /	4	1	2	-	1	2	2	2	2	-	1	-
Sunday Express	*	*	*	-	*	*	*	*	*	-	2% ^h	-
Daily Mail / Mail	23	12	11	7	5	10	13	10	18	2	1	2
on Sunday	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	4%
Daily Star / Daily	3	2	1	1	2	-	-	3	2	1	-	-
Star on Sunday	*	*	*	*	*	-	-	* ^f	*	1%	-	-
Daily Telegraph /	18	7	10	*	3	15	17	1	16	1	-	-
Sunday Telegraph	1%	1%	1%	*	*	2% ^{cd}	2% ^g	*	1%	1%	-	-
Financial Times	4	2	2	3	-	1	4	-	4	-	-	-

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TOTAL		MALE	FEMALE	15-34	35-54	55+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	NI
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
	*	*	*	1%	-	*	*	-	*	-	-	-
Guardian / The	74	43	30	13	34	26	61	13	69	4	*	-
Observer	4%	5%	3%	2%	6%c	4%	6%g	2%	4%	3%	1%	-
Independent /	15	7	9	6	6	4	7	8	10	1	4	1
Independent on	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	5%h	3%
Sunday												
Metro	4	3	1	2	-	3	1	4	4	1	-	-
	*	*	*	*	-	*	*	1%	*	*	-	-
Mirror / Sunday	1	1	-	1	-	-	-	1	1	-	-	-
Mirror	*	*	-	*	-	-	-	*	*	-	-	-
The People	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sun / Sun on	8	3	5	3	2	3	2	6	8	-	-	-
Sunday	*	*	1%	1%	*	*	*	1%	1%	-	-	-
Times / Sunday	24	14	11	2	9	13	21	3	21	1	*	1
Times	1%	2%	1%	*	1%	2%c	2%g	*	1%	1%	1%	3%
Daily Record	2	-	2	2	-	-	-	2	-	2	-	-
	*	-	*	*	-	-	-	*	-	1%h	-	-
Scotsman /	-	-	-	-	-	-	-	-	-	-	-	-
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k
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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
Belfast Telegraph	2	1	1	1	-	1	1	1	2	-	-	-
	*	*	*	*	-	*	*	*	*	-	-	-
Irish News	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Western Mail	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	18	5	13	9	9	-	6	12	14	3	1	-
	1%	1%	1%	2%e	2%e	-	1%	2%f	1%	2%	1%	-
Twitter	22	15	7	14	7	1	14	7	18	3	-	1
	1%	2%	1%	3%e	1%e	*	1%	1%	1%	2%	-	2%
Google News	38	20	18	23	12	4	16	22	36	-	1	1
	2%	2%	2%	4%e	2%e	1%	2%	3%f	2%	-	1%	3%i
Yahoo News	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
AOL News	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
MSN News	3	2	2	-	1	2	3	-	2	1	-	-
	*	*	*	-	*	*	*	-	*	1%	-	-
Huffington Post	1	1	-	-	1	-	-	1	-	1	-	-
	*	*	-	-	*	-	-	*	-	1%h	-	-
Buzzfeed	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Vice	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Apple app	2	2	-	2	-	-	2	-	2	-	-	-
	*	*	-	*	-	-	*	-	*	-	-	-
France 24	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
Friends/family	2	2	-	1	1	-	1	1	2	-	-	-
	*	*	-	*	*	-	*	*	*	-	-	-
i newspaper/The i	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
LBC	4	2	2	-	2	2	3	1	3	-	1	-
	*	*	*	-	*	*	*	*	*	-	1%	-
Local newspaper	6	1	5	3	2	1	1	5	6	-	1	-
	*	*	1%	1%	*	*	*	1% ^f	*	-	1%	-
Manchester Evening	1	-	1	-	-	1	-	1	1	-	-	-
	*	-	*	-	-	*	-	*	*	-	-	-
News 24	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
Reuters	3	3	-	2	-	1	3	-	3	-	-	-
	*	*	-	*	-	*	*	-	*	-	-	-
RT (Russia Today)	5	5	-	1	3	1	4	1	5	-	-	-
	*	1% ^b	-	*	*	*	*	*	*	-	-	-

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Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
S4C	1	1	-	-	-	1	1	-	-	-	1	-
	*	*	-	-	-	*	*	-	-	-	1%h	-
The National	1	1	-	-	-	1	1	*	-	1	-	-
	*	*	-	-	-	*	*	*	-	1%h	-	-
The Economist	5	5	-	2	2	1	5	-	5	-	-	-
	*	1%b	-	*	*	*	*	-	*	-	-	-
YouTube	3	2	1	3	*	-	3	1	2	-	1	1
	*	*	*	1%	*	-	*	*	*	-	1%h	2%h
Website/Internet/ online	4	1	2	3	1	-	-	4	4	-	-	-
	*	*	*	*	*	-	-	*f	*	-	-	-
(unspecified)												
Yorkshire Evening Post	1	1	-	1	-	-	1	-	1	-	-	-
	*	*	-	*	-	-	*	-	*	-	-	-
A variety/ combination	3	2	1	-	2	1	2	1	3	-	-	-
	*	*	*	-	*	*	*	*	*	-	-	-
STV	4	2	2	-	2	2	1	3	-	4	-	-
	*	*	*	-	*	*	*	*	-	3%h	-	-
Radio (unspecified)	8	6	2	-	6	2	3	4	4	3	-	-
	*	1%	*	-	1%c	*	*	1%	*	2%h	-	-
Euronews	2	2	-	-	2	-	-	2	2	-	-	-
	*	*	-	-	*	-	-	*	*	-	-	-
Indian news channel	1	-	1	1	-	-	1	-	1	-	-	-
	*	-	*	*	-	-	*	-	*	-	-	-
Other	17	13	4	10	3	4	7	11	15	1	-	1

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Don't know	1%	1%b	*	2%de	*	1%	1%	1%	1%	1%	-	2%
	40	18	22	13	13	13	21	18	38	1	-	-
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	-	-
None	142	81	61	31	62	50	81	61	123	9	7	4
	8%	9%	7%	6%	10%ce	7%	8%	8%	8%	6%	9%	9%

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	53%	51%	54%	51%	50%	56%	55%g	48%	53%	50%	64%ik	38%
ITV	160	57	102	40	45	75	56	104	132	14	3	9
	9%	6%	11%a	7%	8%	11%	5%	14%f	8%	10%	4%	23%hij
Channel 4	66	40	26	18	22	26	52	14	57	6	3	-
	4%	4%	3%	3%	4%	4%	5%g	2%	4%	4%	4%	-
Channel 5	6	2	4	4	2	1	1	5	5	1	-	-
	*	*	*	1%	*	*	*	1%f	*	1%	-	-
Sky News	118	64	54	33	41	44	68	50	100	13	5	1
	6%	7%	6%	6%	7%	6%	6%	7%	6%	9%	6%	2%
CNN	8	4	4	5	2	1	6	2	7	1	1	-
	*	*	*	1%e	*	*	1%	*	*	1%	1%	-
Al Jazeera	21	13	8	9	6	6	12	9	18	1	-	2
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	6%hi
Daily Express /	5	2	2	-	2	3	2	3	2	2	1	-
Sunday Express	*	*	*	-	*	*	*	*	*	1%h	2%h	-
Daily Mail / Mail	19	9	10	6	3	10	11	8	13	2	2	2
on Sunday	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	4%h
Daily Star / Daily	1	-	1	1	-	-	-	1	-	1	-	-
Star on Sunday	*	-	*	*	-	-	-	*	-	1%h	-	-
Daily Telegraph /	14	9	5	2	-	11	10	3	12	2	-	-
Sunday Telegraph	1%	1%	*	*	-	2%d	1%	*	1%	1%	-	-
Financial Times	6	4	2	1	3	2	6	-	6	-	-	-

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
	*	*	*	*	*	*	1%	-	*	-	-	-
Guardian / The	67	37	30	13	28	25	57	9	61	5	*	-
Observer	4%	4%	3%	2%	5%	4%	5%g	1%	4%	3%	1%	-
Independent /	13	6	7	6	4	2	6	6	8	-	4	1
Independent on	1%	1%	1%	1%	1%	*	1%	1%	*	-	5%hi	3%
Sunday												
Metro	5	4	1	4	-	1	2	3	5	-	-	-
	*	*	*	1%	-	*	*	*	*	-	-	-
Mirror / Sunday	-	-	-	-	-	-	-	-	-	-	-	-
Mirror	-	-	-	-	-	-	-	-	-	-	-	-
The People	2	1	1	1	1	-	-	2	2	-	-	-
	*	*	*	*	*	-	-	*	*	-	-	-
Sun / Sun on	8	3	5	5	1	3	3	6	6	3	-	-
Sunday	*	*	1%	1%	*	*	*	1%	*	2%h	-	-
Times / Sunday	17	9	8	4	3	10	15	2	15	-	*	1
Times	1%	1%	1%	1%	1%	1%	1%g	*	1%	-	1%	3%i
Daily Record	*	*	-	-	-	*	-	*	-	*	-	-
	*	*	-	-	-	*	-	*	-	*	-	-
Scotsman /	1	-	1	-	1	-	1	-	1	-	-	-
Scotland on Sunday	*	-	*	-	*	-	*	-	*	-	-	-

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
Belfast Telegraph	1	1	-	1	-	-	-	1	1	-	-	-
	*	*	-	*	-	-	-	*	*	-	-	-
Irish News	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Western Mail	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	28	13	15	14	13	1	12	16	21	5	1	1
	2%	1%	2%	3%e	2%e	*	1%	2%	1%	3%	1%	3%
Twitter	17	13	4	9	7	1	10	6	17	-	-	-
	1%	1%b	*	2%e	1%e	*	1%	1%	1%	-	-	-
Google News	27	14	13	12	13	2	12	15	26	-	1	-
	1%	2%	1%	2%e	2%e	*	1%	2%	2%	-	1%	-
Yahoo News	2	2	-	1	-	1	1	1	2	-	-	-
	*	*	-	*	-	*	*	*	*	-	-	-
AOL News	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
MSN News	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
Huffington Post	3	3	-	2	1	-	1	1	1	2	-	-
	*	*	-	*	*	-	*	*	*	1%h	-	-
Buzzfeed	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Vice	5	2	3	3	3	-	5	-	5	-	-	-
	*	*	*	*	*	-	*	-	*	-	-	-

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TRUST, ACCURACY AND IMPARTIALITY IN NEWS MARKET CONTEXT SURVEY
22-May-20

Table 3

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BASE: ALL ADULTS AGED 15+ IN THE UNITED KINGDOM WHO FOLLOW THE NEWS

		GENDER		AGE			SOCIAL GRADE		REGION			
TOTAL		MALE	FEMALE	15-34	35-54	55+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	NI
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Apple app	2	2	1	2	-	-	2	1	2	-	-	-
	*	*	*	*	-	-	*	*	*	-	-	-
Bloomberg	2	2	-	-	2	-	2	-	2	-	-	-
	*	*	-	-	*	-	*	-	*	-	-	-
France 24	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
Friends/family	*	*	-	*	-	-	*	-	*	-	-	-
	*	*	-	*	-	-	*	-	*	-	-	-
i newspaper/The i	*	*	-	-	-	*	*	-	*	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
LBC	2	1	2	-	2	1	2	1	2	-	-	-
	*	*	*	-	*	*	*	*	*	-	-	-
Local newspaper	7	1	6	1	1	4	1	6	6	-	2	-
	*	*	1%	*	*	1%	*	1% ^f	*	-	2% ^h	-
Local radio	1	-	1	-	1	-	1	-	1	-	-	-
	*	-	*	-	*	-	*	-	*	-	-	-
News 24	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
Reuters	2	2	-	2	-	-	2	-	2	-	-	-
	*	*	-	*	-	-	*	-	*	-	-	-

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

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
RT (Russia Today)	5	4	1	-	3	2	4	1	4	1	-	-
	*	*	*	-	*	*	*	*	*	1%	-	-
The National	1	1	-	-	-	1	1	*	-	1	-	-
	*	*	-	-	-	*	*	*	-	1%h	-	-
The Economist	2	2	-	1	-	1	2	-	2	-	-	-
	*	*	-	*	-	*	*	-	*	-	-	-
The New York Times	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
YouTube	4	3	*	1	2	-	3	1	3	-	-	1
	*	*	*	*	*	-	*	*	*	-	-	2%h
Website/Internet/ online	9	6	3	4	4	1	5	3	8	-	1	-
	*	1%	*	1%	1%	*	*	*	1%	-	1%	-
(unspecified)												
Yorkshire Evening	1	1	-	-	-	1	1	-	1	-	-	-
Post	*	*	-	-	-	*	*	-	*	-	-	-
A variety/ combination	4	2	2	-	3	1	3	1	4	-	-	-
	*	*	*	-	*	*	*	*	*	-	-	-
STV	4	1	3	-	2	2	-	4	-	4	-	-
	*	*	*	-	*	*	-	1%f	-	3%h	-	-
National	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Radio	10	6	4	2	6	3	4	6	6	4	-	-
(unspecified)	1%	1%	*	*	1%	*	*	1%	*	3%h	-	-
Indian news	1	1	1	1	-	-	1	-	1	-	-	-

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		GENDER		AGE			SOCIAL GRADE		REGION			
TOTAL		MALE	FEMALE	15-34	35-54	55+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	NI
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
channel	*	*	*	*	-	-	*	-	*	-	-	-
Other	18	11	8	8	5	5	7	11	16	*	-	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	5%hi
Don't know	50	20	30	21	13	17	27	23	49	1	-	1
	3%	2%	3%	4%	2%	2%	3%	3%	3%	*	-	2%
None	120	64	55	27	50	43	61	58	107	5	3	4
	7%	7%	6%	5%	8% ^c	6%	6%	8%	7%	3%	4%	9%

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

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		GENDER		AGE			SOCIAL GRADE		REGION			
TOTAL		MALE	FEMALE	15-34	35-54	55+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	NI
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Unweighted Base	1829	943	884	525	478	826	1105	724	1542	162	84	41
Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
BBC	813	404	409	226	248	339	510	303	687	67	42	18
	44%	44%	45%	42%	42%	48%cd	47%g	40%	44%	45%	54%	42%
ITV	179	65	114	54	37	88	69	110	151	14	5	9
	10%	7%	12%a	10%d	6%	13%d	6%	15%f	10%	10%	7%	21%hj
Channel 4	94	58	36	19	37	37	66	28	83	8	1	2
	5%	6%b	4%	4%	6%	5%	6%g	4%	5%	6%	1%	4%
Channel 5	8	4	4	4	1	3	3	5	7	1	*	-
	*	*	*	1%	*	*	*	1%	*	1%	*	-
Sky News	108	67	41	26	41	40	57	51	88	11	8	1
	6%	7%b	4%	5%	7%	6%	5%	7%	6%	7%	10%	2%
CNN	7	1	6	4	3	-	3	4	5	1	1	-
	*	*	1%	1%e	*	-	*	*	*	1%	1%	-
Al Jazeera	27	15	12	9	11	7	16	11	23	2	-	2
	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	-	6%h
Daily Express /	2	1	1	-	-	2	*	2	1	-	1	-
Sunday Express	*	*	*	-	-	*	*	*	*	-	2%h	-
Daily Mail / Mail	18	5	14	5	4	9	13	5	16	-	2	-
on Sunday	1%	1%	2%a	1%	1%	1%	1%	1%	1%	-	3%i	-
Daily Star / Daily	-	-	-	-	-	-	-	-	-	-	-	-
Star on Sunday	-	-	-	-	-	-	-	-	-	-	-	-
Daily Telegraph /	9	5	4	*	2	7	8	1	9	-	-	-
Sunday Telegraph	*	1%	*	*	*	1%	1%	*	1%	-	-	-
Financial Times	7	6	1	3	3	1	5	1	7	-	-	-

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		GENDER		AGE			SOCIAL GRADE		REGION			
TOTAL		MALE	FEMALE	15-34	35-54	55+	ABC1	C2DE	ENGLAND	SCOTLAND	WALES	NI
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
	*	1%	*	*	*	*	1%	*	*	-	-	-
Guardian / The	52	24	28	9	18	25	46	7	49	2	*	-
Observer	3%	3%	3%	2%	3%	4% ^c	4% ^g	1%	3%	2%	1%	-
Independent /	20	8	12	5	12	4	13	8	14	2	4	1
Independent on	1%	1%	1%	1%	2% ^e	1%	1%	1%	1%	1%	5% ^h	3%
Sunday												
Metro	3	2	1	1	1	1	-	3	3	-	-	-
	*	*	*	*	*	*	-	*	*	-	-	-
Mirror / Sunday	1	-	1	1	-	-	-	1	-	-	1	-
Mirror	*	-	*	*	-	-	-	*	-	-	2% ^h	-
The People	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Sun / Sun on	9	6	4	6	2	1	3	7	7	2	-	-
Sunday	1%	1%	*	1% ^e	*	*	*	1%	*	1%	-	-
Times / Sunday	17	10	6	6	1	9	14	2	14	-	1	1
Times	1%	1%	1%	1%	*	1%	1% ^g	*	1%	-	1%	3% ⁱ
Daily Record	2	1	2	2	-	1	-	2	-	2	-	-
	*	*	*	*	-	*	-	*	-	2% ^h	-	-
Scotsman /	-	-	-	-	-	-	-	-	-	-	-	-
Scotland on Sunday	-	-	-	-	-	-	-	-	-	-	-	-

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
Belfast Telegraph	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Irish News	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Western Mail	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	38	9	28	27	9	2	19	18	29	7	1	1
	2%	1%	3%a	5%de	1%e	*	2%	2%	2%	4%h	1%	3%
Twitter	23	15	8	15	6	2	13	9	19	2	1	1
	1%	2%	1%	3%e	1%	*	1%	1%	1%	1%	1%	2%
Google News	41	24	18	21	16	4	18	23	38	1	-	3
	2%	3%	2%	4%e	3%e	1%	2%	3%	2%	1%	-	6%ij
Yahoo News	4	2	2	1	2	1	3	1	4	-	-	-
	*	*	*	*	*	*	*	*	*	-	-	-
AOL News	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
MSN News	5	2	3	1	-	4	3	2	5	-	-	-
	*	*	*	*	-	1%	*	*	*	-	-	-
Huffington Post	4	2	2	2	2	-	4	1	2	2	-	-
	*	*	*	*	*	-	*	*	*	1%h	-	-
Buzzfeed	*	*	-	*	-	-	*	-	*	-	-	-
	*	*	-	*	-	-	*	-	*	-	-	-
Vice	2	1	1	2	-	-	2	-	2	-	-	-
	*	*	*	*	-	-	*	-	*	-	-	-

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Apple app	3	2	1	2	-	1	2	1	3	-	-	-
	*	*	*	*	-	*	*	*	*	-	-	-
Bloomberg	1	1	-	-	1	-	1	-	-	1	-	-
	*	*	-	-	*	-	*	-	-	1%h	-	-
Fox News	1	1	-	-	-	1	1	-	1	-	-	-
	*	*	-	-	-	*	*	-	*	-	-	-
i newspaper/The i	2	1	1	-	-	2	1	1	2	-	-	-
	*	*	*	-	-	*	*	*	*	-	-	-
LBC	4	2	2	-	2	2	2	2	3	-	1	-
	*	*	*	-	*	*	*	*	*	-	1%	-
Local/local news	1	-	-	-	-	1	1	-	1	-	-	-
(unspecified)	*	-	-	-	-	*	*	-	*	-	-	-
Local newspaper	5	-	5	1	1	3	1	4	3	1	1	-
	*	-	1%a	*	*	*	*	1%	*	1%	1%	-
Local radio	2	1	1	-	2	-	2	-	1	1	-	-
	*	*	*	-	*	-	*	-	*	1%h	-	-
Reuters	3	3	*	1	2	1	3	-	3	-	-	-
	*	*	*	*	*	*	*	-	*	-	-	-
RT (Russia Today)	2	1	1	-	1	2	1	1	2	1	-	-
	*	*	*	-	*	*	*	*	*	1%	-	-

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Weighted Base	1832	914	916	539	590	703	1082	749	1565	148	77*	42*
The National	*	*	-	-	-	*	-	*	-	*	-	-
	*	*	-	-	-	*	-	*	-	*	-	-
The Economist	2	2	-	1	-	1	2	-	2	-	-	-
	*	*	-	*	-	*	*	-	*	-	-	-
The New York Times	*	*	-	-	-	*	-	*	*	-	-	-
	*	*	-	-	-	*	-	*	*	-	-	-
TV (unspecified)	1	-	1	1	-	-	-	1	-	1	-	-
	*	-	*	*	-	-	-	*	-	1%h	-	-
YouTube	2	2	-	*	1	-	1	*	2	-	-	-
	*	*	-	*	*	-	*	*	*	-	-	-
Website/Internet/ online	7	3	5	4	3	-	3	4	7	-	-	-
(unspecified)	*	*	*	1%e	*	-	*	1%	*	-	-	-
A variety/ combination	3	2	1	-	3	1	3	1	3	-	-	-
	*	*	*	-	*	*	*	*	*	-	-	-
STV	2	1	1	-	1	1	-	2	-	2	-	-
	*	*	*	-	*	*	-	*	-	1%h	-	-
Radio	9	6	3	-	6	3	3	5	4	4	-	-
(unspecified)	*	1%	*	-	1%c	*	*	1%	*	3%h	-	-
Euronews	3	-	3	1	-	2	3	-	3	-	-	-
	*	-	*	*	-	*	*	-	*	-	-	-
Indian news channel	2	2	1	1	2	-	1	2	2	-	-	-
	*	*	*	*	*	-	*	*	*	-	-	-
Other	23	19	4	10	11	3	12	11	22	*	-	1

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		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)
Don't know	1%	2%b	*	2%e	2%e	*	1%	1%	1%	*	-	2%
	99	43	56	31	31	38	56	43	93	4	1	1
	5%	5%	6%	6%	5%	5%	5%	6%	6%	3%	2%	2%
None	158	84	73	35	70	52	94	64	142	8	6	2
	9%	9%	8%	7%	12%ce	7%	9%	9%	9%	6%	8%	4%

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