

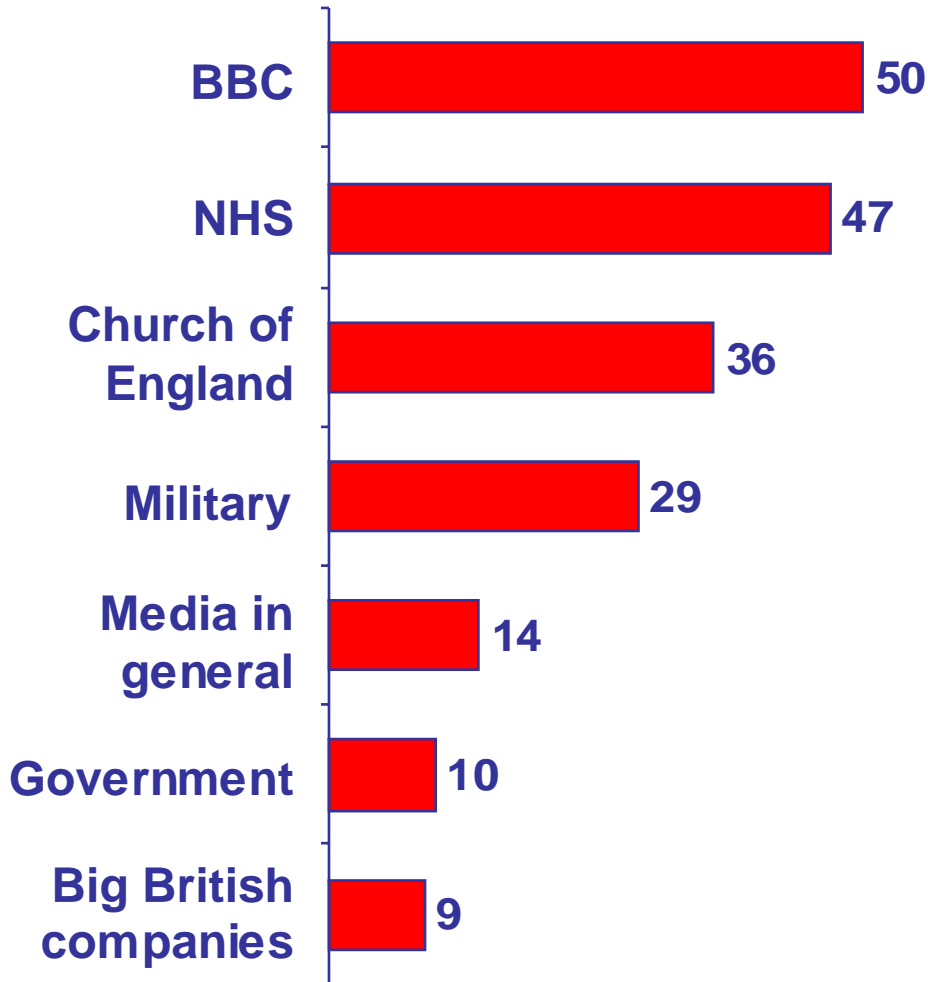
# BBC Survey on Trust

Results of a telephone survey conducted by Ipsos MORI among a representative sample of 1,070 adults in the UK, 3rd to 6th January, 2008

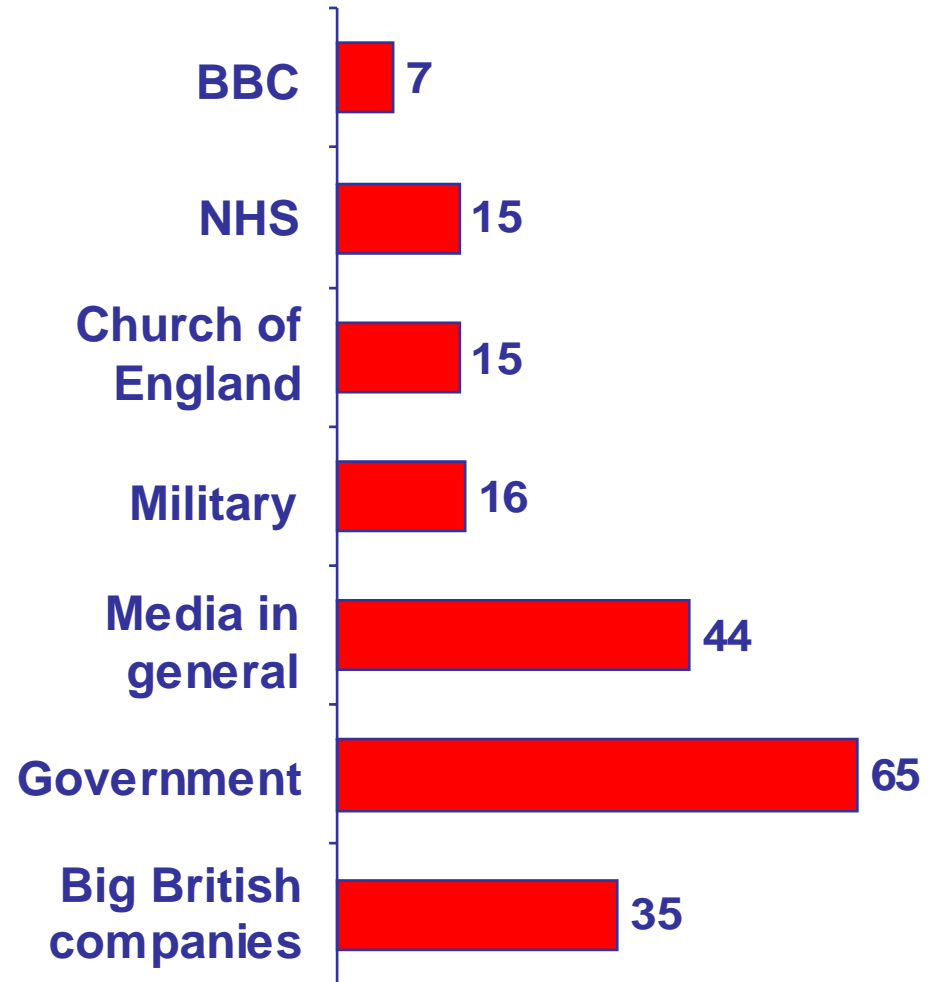


# Which of these organisations do you trust the most? Next most? Trust the least? Next least?

% Trust most / next most



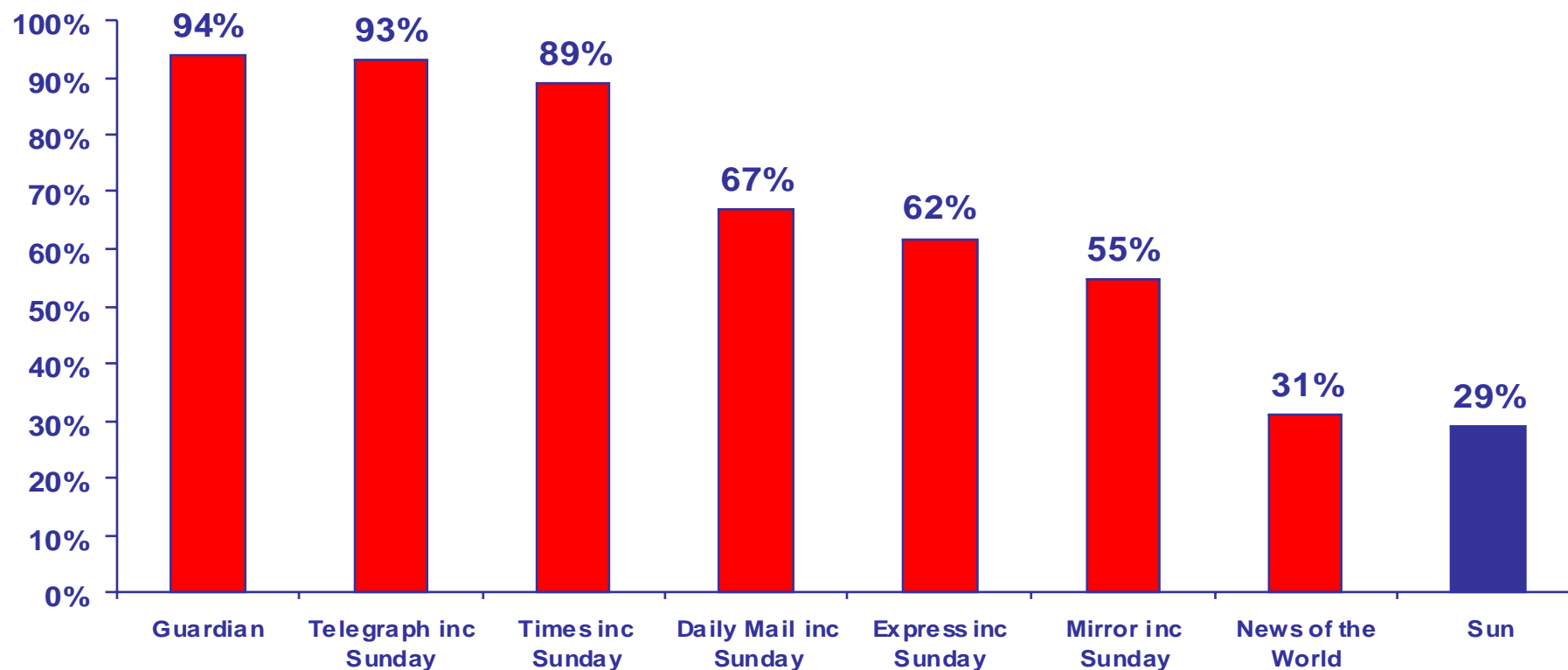
% Trust least / next least



# Trust in newspapers

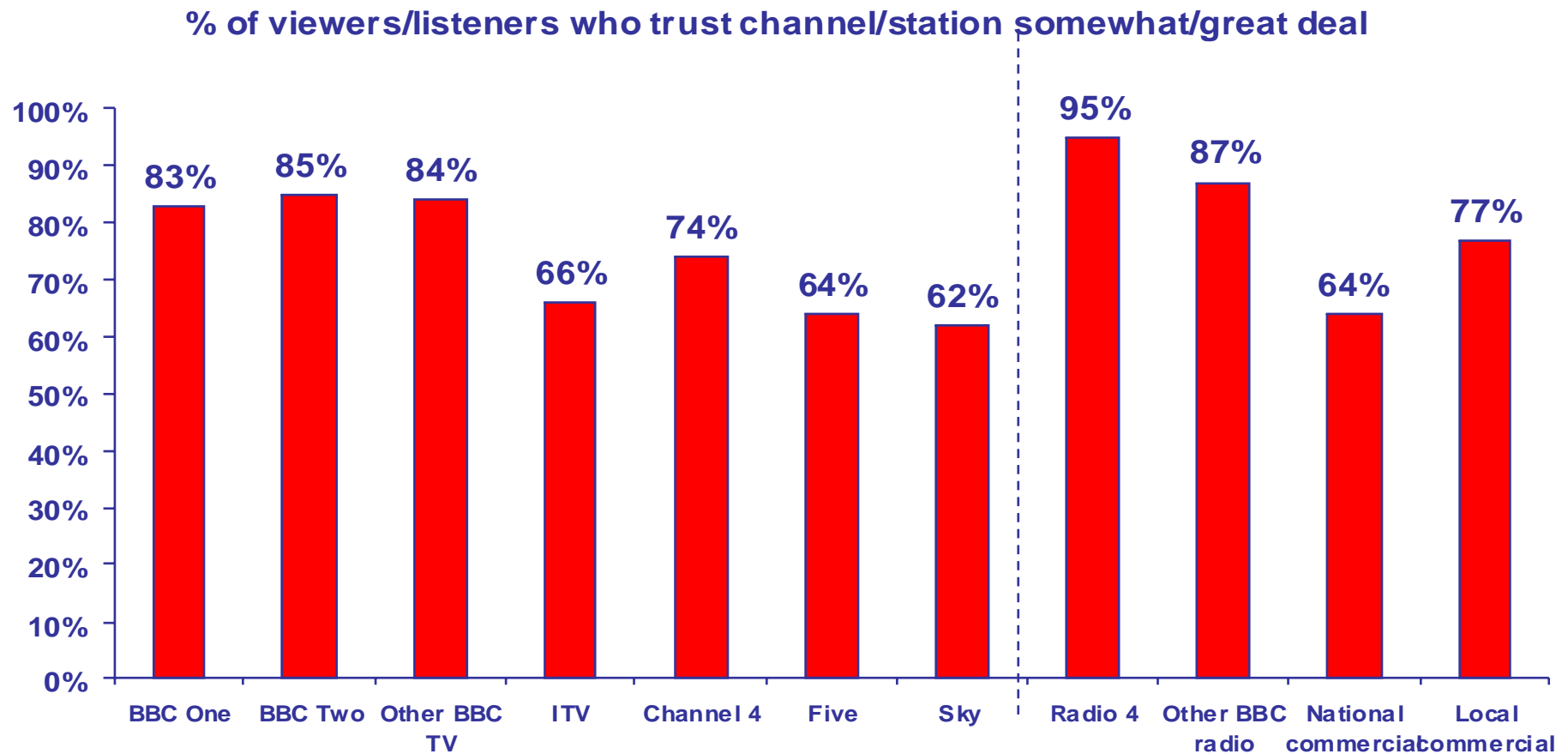
*Q. To what extent do you trust ... (newspaper read in past week or two) ... to tell the truth?*

**% of papers' own readers who trust it 'somewhat or a great deal'**



# Trust in TV and radio stations

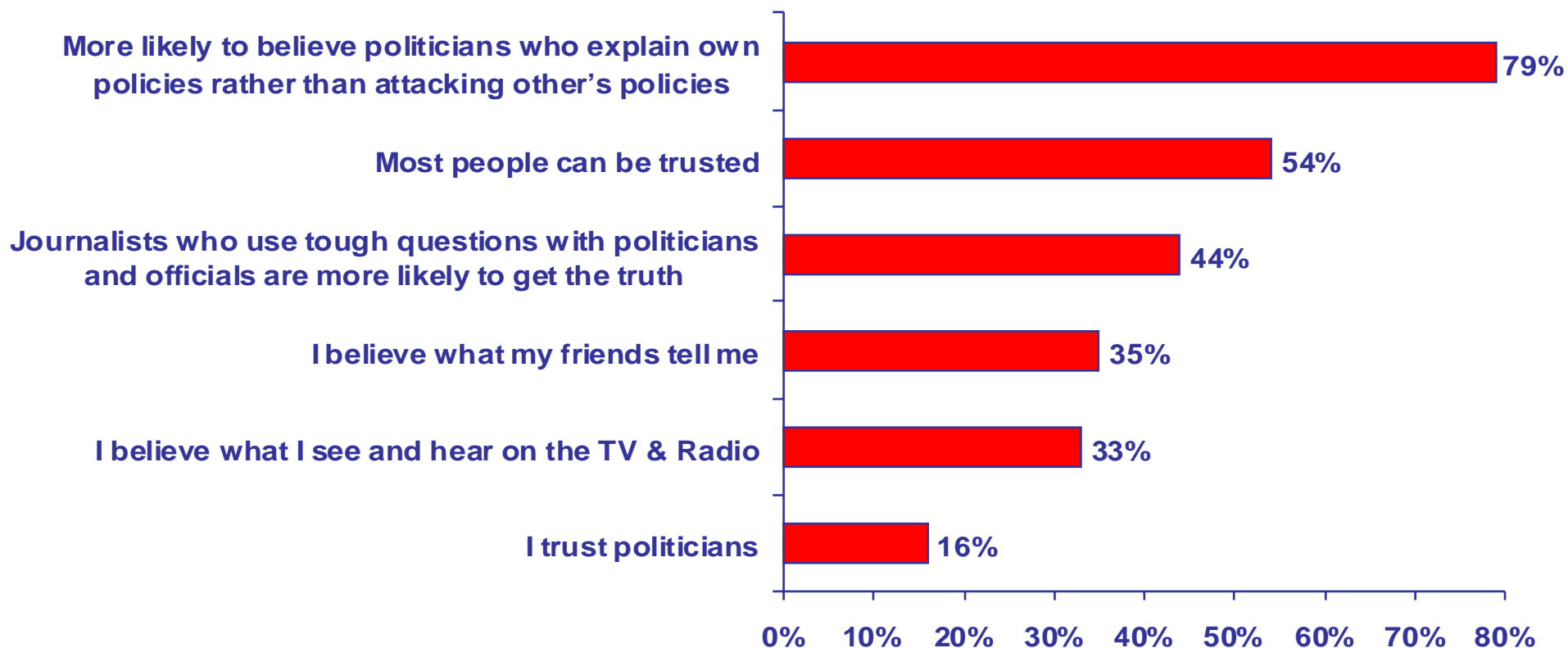
*Q. To what extent do you trust ... (TV or radio station watched/listened to regularly) ... to tell the truth?*



# Who else do people trust?

**Q. On balance, do you agree or disagree with the following statements?**

**% who agree that**



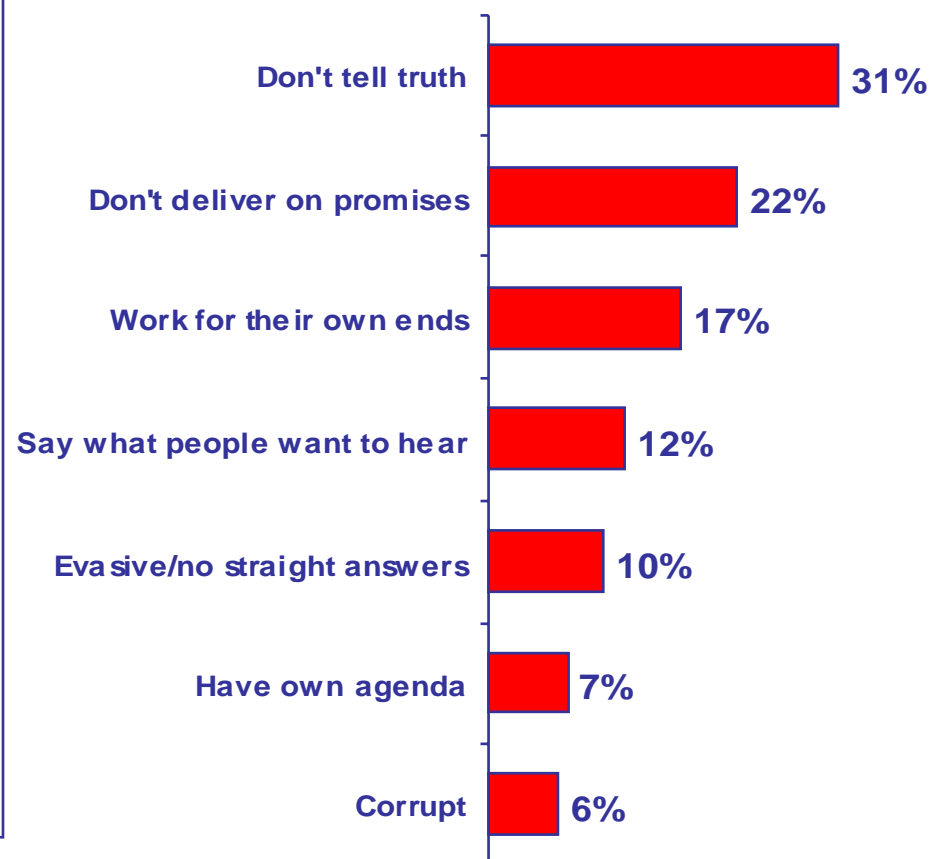
# Trust in politicians

**Q. On balance, do you agree or disagree with the following statement ...  
“In general, I tend to trust politicians”**

**83% disagree, 16% agree; trust is:**

- Highest amongst men (19% vs 13% for women), Labour party supporters (23%), those in London (21%) and SE England (20%).
- Lowest in the North of England (90% disagree) and amongst those who believe Diana’s death was a conspiracy (92%)
- The 16% who trust politicians more likely to:
  - Be worried about global warming
  - Think most people can be trusted
  - Believe what friends and TV/radio tell them
  - Think asking tough questions of politicians elicits the truth
- The 83% who disagree are more likely to:
  - Think Britain accepts too many asylum seekers
  - Support the death penalty for certain kinds of murder
  - Think TV competitions are fixed

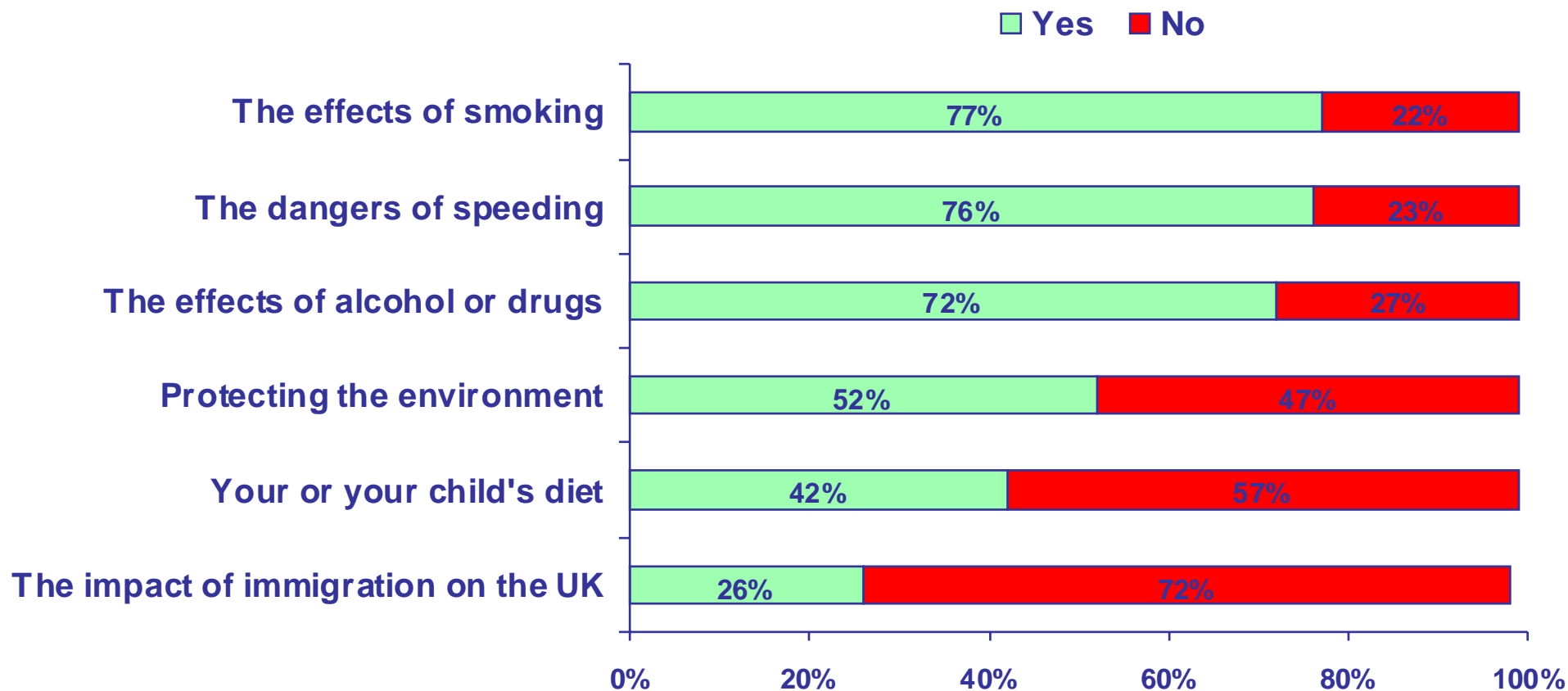
**Why don't you trust politicians?**



# Trust in government advice

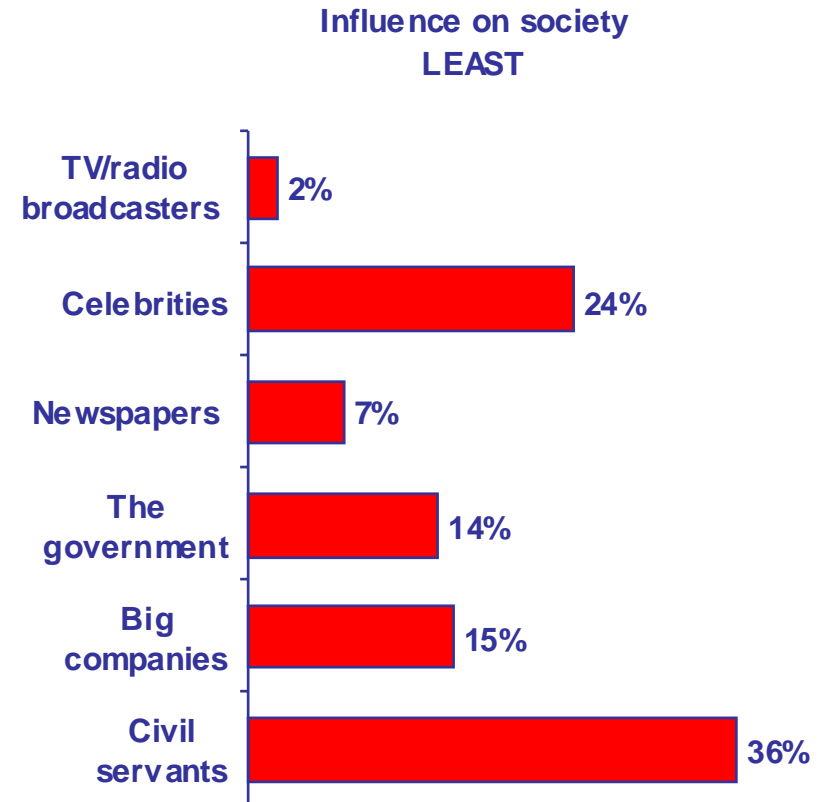
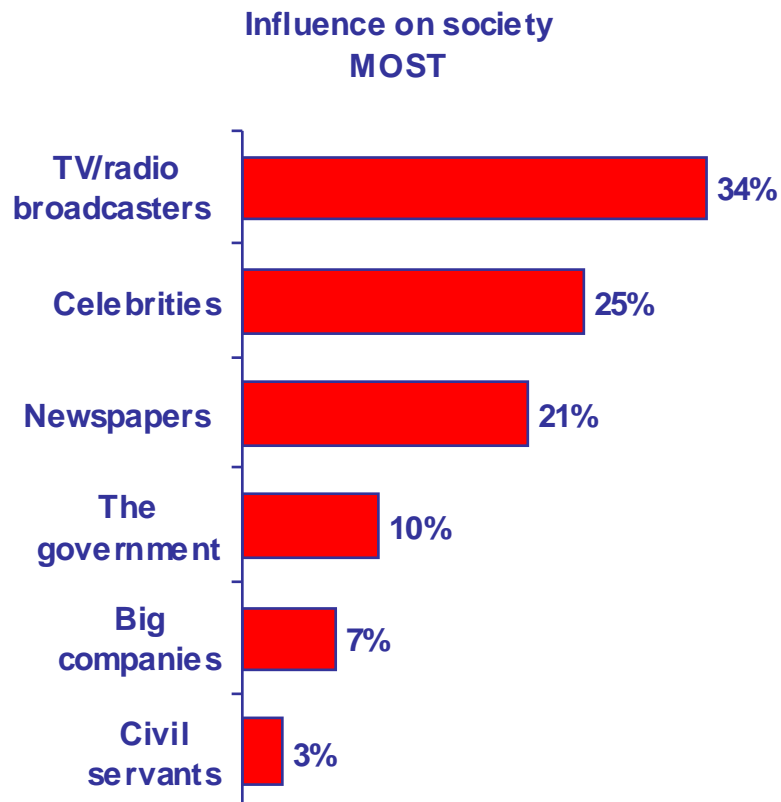
*Q. Which of the following would you trust the government's advice on?*

Would you trust government advice on...



# Most powerful influences

**Q** *Thinking of what affects and influences society and people's day to day lives in Britain today, which of the following has the most powerful influence, and which has the least?*

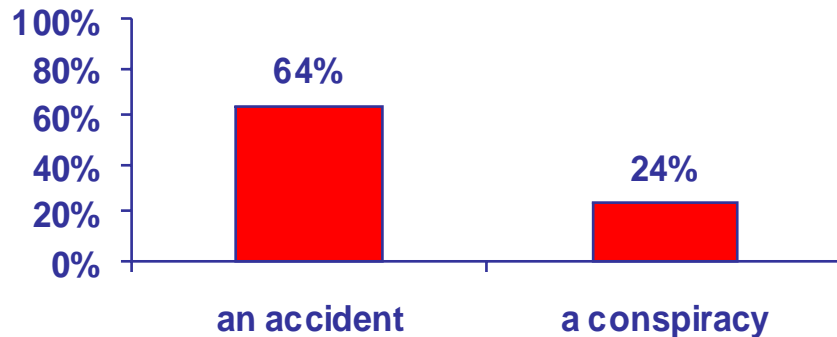




# Conspiracy theories

***A quarter of the UK (24%) believe the death of Princess Diana was a conspiracy rather than an accident.  
Just 6% believe that those behind 9/11 were US rather than foreign terrorists.***

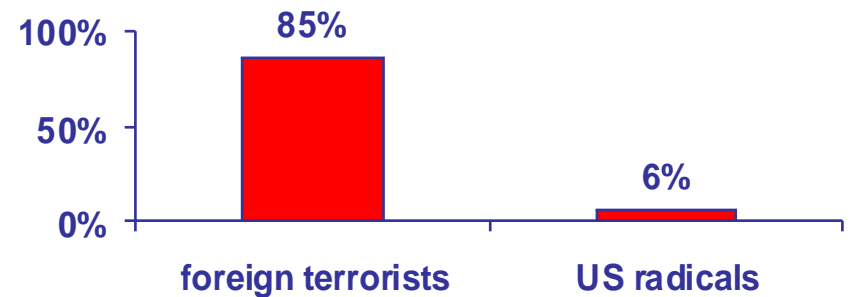
% who believe Diana's death was...



## ■ Conspiracy theorists:

- Those who don't trust politicians (27%).
- Red top tabloid readers (36%)
- Londoners (30%)

% who believe the people behind 9/11 were...



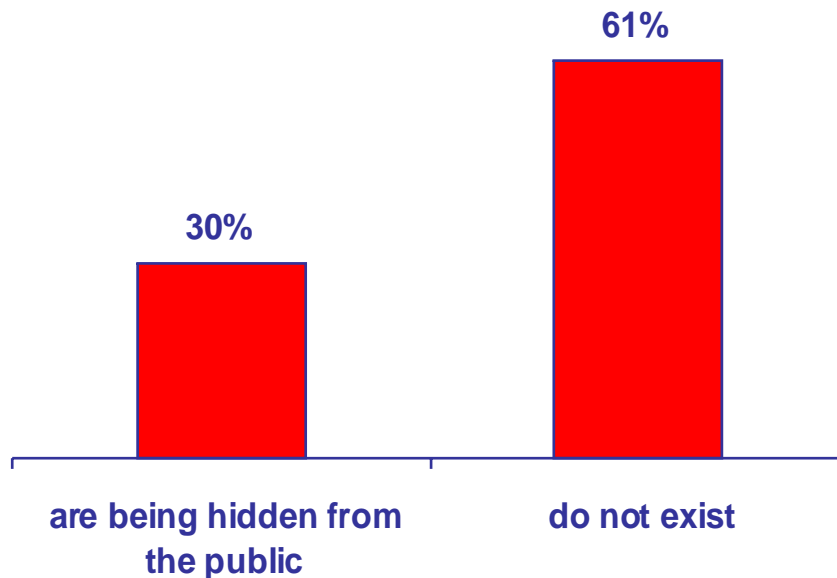
- Two thirds (65%) of those from an ethnic minority background believe those behind 9/11 were foreign terrorists.

# UFOs and climate change

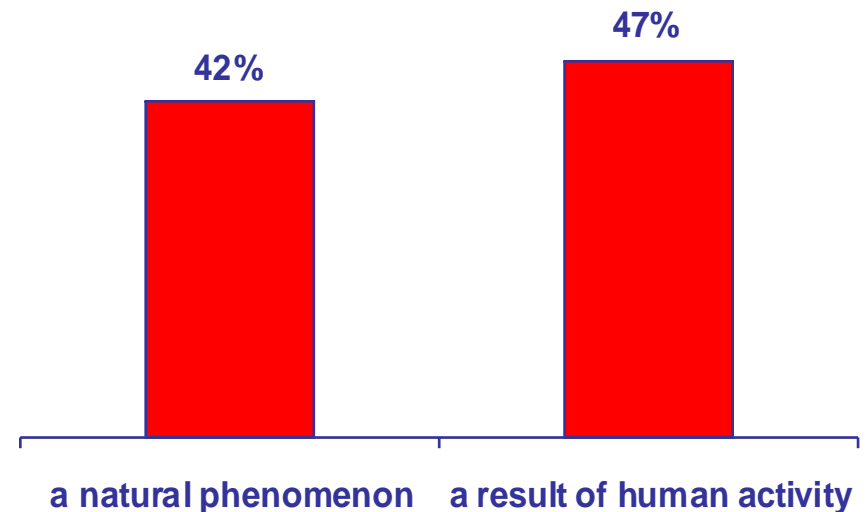
*Almost a third of the UK (30%) believe evidence of UFO landings is being hidden from the public whilst 61% do not.*

*People are divided on whether global warming is a natural phenomenon or a result of human activity*

% who believe that evidence of UFO landings...



% who believe climate change and global warming is...



# Ghosts, witches and wizards

***Women much more likely than men to believe in ghosts, witches and the afterlife.***

- Those who trust politicians (33%), Radio 4 listeners (27%) and quality newspaper readers (28%) significantly less likely to believe in ghosts than the UK overall (42%).
- Those significantly more likely to believe in ghosts include those who vote in TV polls such as X Factor and Strictly (55%) and those who believe Diana's death was a conspiracy (60%).
- There are no correlations with party political affiliation nor whether or not voted in the last election.
- Those from a minority ethnic background were more likely to believe in both witches (27%) and life after death (65%), but no more so than the UK average to believe in ghosts.

Q2: please tell me which of the following you believe in:

