

## News Market Impact Survey B

### ONLINE Fieldwork : 3rd-4th November 2015

Absolutes/col percents

Table 1  
**Q.1a/Q.1b Which, if any, of the following websites or apps do you visit for news at least once a month?**  
**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scotland	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
BBC News website/ apps	684 65%	364 71%	321 60%	65 53%	128 71%	123 71%	125 67%	108 71%	136 58%	151 61%	169 63%	157 68%	93 69%	60 68%	35 67%	20 64%
Facebook website/ apps	346 33%	145 28%	200 37%	54 44%	69 38%	70 41%	67 36%	36 24%	50 21%	84 34%	82 31%	83 36%	38 29%	28 32%	20 39%	11 34%
Google website/ apps	297 28%	158 31%	139 26%	45 37%	65 36%	60 35%	55 29%	39 26%	34 14%	72 29%	62 23%	59 26%	59 44%	23 26%	11 20%	10 32%
The Daily Mail website/ apps	277 26%	130 25%	147 27%	29 24%	56 31%	42 24%	40 22%	46 30%	64 27%	57 23%	75 28%	68 29%	40 30%	21 24%	9 17%	8 26%
Sky News website/ apps	192 18%	121 24%	71 13%	18 15%	37 20%	39 23%	51 28%	22 14%	24 10%	38 15%	42 16%	50 21%	32 23%	15 17%	9 17%	6 20%
The Guardian website/ apps	179 17%	105 21%	74 14%	26 21%	43 24%	32 19%	26 14%	24 16%	26 11%	39 16%	46 17%	40 17%	32 24%	12 13%	7 13%	3 9%
Huffington Post website/ apps	167 16%	78 15%	89 17%	21 17%	25 14%	25 14%	40 21%	30 20%	27 11%	43 17%	37 14%	38 16%	23 17%	11 13%	9 17%	6 19%
Twitter website/ apps	157 15%	86 17%	71 13%	34 27%	43 24%	36 21%	24 13%	12 8%	9 4%	39 16%	35 13%	34 15%	25 19%	10 11%	11 21%	3 9%
Yahoo News website/ apps	145 14%	82 16%	63 12%	13 11%	26 14%	26 15%	26 14%	25 17%	29 12%	25 10%	34 13%	36 16%	23 17%	16 18%	4 8%	6 19%
ITV News website/ apps	124 12%	71 14%	53 10%	16 13%	26 15%	28 16%	18 10%	12 8%	23 10%	28 11%	29 11%	25 11%	20 15%	9 10%	9 16%	4 13%
MSN News website/ apps	118 11%	62 12%	56 10%	17 14%	22 12%	22 13%	15 8%	29 19%	13 5%	29 12%	21 8%	27 12%	26 19%	5 5%	5 9%	6 19%
The Daily Telegraph website/ apps	113 11%	78 15%	35 7%	12 10%	13 7%	14 8%	18 10%	21 14%	35 15%	27 11%	31 12%	28 12%	17 13%	5 5%	4 7%	1 3%
The Independent website/ apps	106 10%	69 13%	38 7%	17 14%	25 14%	20 12%	19 10%	9 6%	17 7%	22 9%	30 11%	29 13%	17 12%	4 4%	3 5%	2 6%
Buzzfeed website/ apps	93 9%	39 8%	54 10%	38 31%	26 14%	17 10%	10 5%	1 1%	1 *	27 11%	24 9%	17 7%	13 10%	3 3%	8 16%	1 3%
The Metro website/ apps	92 9%	56 11%	36 7%	12 10%	24 13%	17 10%	22 12%	9 6%	8 3%	19 8%	20 8%	29 12%	16 12%	5 5%	2 3%	2 7%

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**Q.1a/Q.1b Which, if any, of the following websites or apps do you visit for news at least once a month?**  
**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scotland	Wales	N Ireland
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
Channel 4 News website/ apps	80 8%	43 8%	37 7%	16 13%	15 8%	22 13%	9 5%	7 4%	12 5%	15 6%	20 7%	15 7%	13 10%	8 9%	8 15%	1 3%
The Mirror website/ apps	75 7%	43 8%	32 6%	9 8%	15 8%	16 9%	15 8%	7 5%	13 5%	21 9%	17 6%	17 7%	11 8%	4 4%	4 7%	1 3%
The Sun website/ apps	64 6%	38 7%	25 5%	7 6%	15 8%	17 10%	11 6%	6 4%	7 3%	14 6%	18 7%	14 6%	10 7%	3 3%	3 6%	2 6%
The Times website/ apps	55 5%	39 8%	16 3%	8 7%	10 6%	12 7%	8 4%	4 3%	12 5%	7 3%	18 7%	13 6%	12 9%	3 3%	2 4%	1 3%
The Daily Express website/ apps	52 5%	32 6%	20 4%	5 4%	11 6%	7 4%	11 6%	7 5%	11 5%	9 4%	17 6%	14 6%	9 6%	1 1%	2 3%	1 3%
The Financial Times website/ apps	35 3%	23 5%	12 2%	5 4%	11 6%	10 6%	7 4%	- -	2 1%	4 2%	10 4%	9 4%	11 8%	1 1%	- -	- -
AOL News website/ apps	35 3%	18 3%	17 3%	1 1%	9 5%	8 5%	8 4%	4 3%	5 2%	6 3%	11 4%	9 4%	4 3%	2 2%	3 5%	- -
CNN website/ apps	34 3%	29 6%	4 1%	4 3%	8 5%	5 3%	8 4%	5 3%	4 2%	5 2%	10 4%	6 3%	8 6%	1 1%	1 2%	3 10%
Al Jazeera website/ apps	29 3%	22 4%	7 1%	2 2%	8 4%	6 3%	4 2%	3 2%	6 3%	5 2%	8 3%	5 2%	5 4%	2 2%	2 4%	1 3%
The Daily Star website/ apps	26 2%	17 3%	8 2%	5 4%	8 4%	7 4%	4 2%	- -	2 1%	6 2%	10 4%	5 2%	2 1%	1 1%	2 4%	- -
Vice news website/ apps	24 2%	18 4%	6 1%	11 9%	5 3%	4 3%	3 1%	1 1%	- -	1 1%	7 3%	10 4%	5 4%	- -	- -	- -
Other news website/ app (please specify)	44 4%	23 5%	20 4%	2 2%	5 3%	3 2%	10 5%	8 5%	16 7%	10 4%	8 3%	10 4%	8 6%	3 3%	4 7%	1 3%
Do not visit news websites	140 13%	60 12%	80 15%	19 15%	16 9%	11 6%	19 10%	20 13%	56 24%	37 15%	43 16%	28 12%	13 10%	10 12%	6 11%	3 10%

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Table 2

**Q.2a How important, if at all, do you think it is that there is trustworthy and impartial news available to read online in the UK?**

**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
NET: Very/ Fairly important	998 95%	486 95%	512 95%	112 92%	172 94%	162 94%	182 97%	142 94%	228 97%	234 95%	250 94%	225 97%	130 96%	83 93%	48 93%	28 93%
Very important	(4) 830 79%	411 80%	419 78%	91 75%	137 75%	136 79%	151 81%	123 81%	192 82%	192 78%	202 76%	194 84%	111 82%	65 73%	40 76%	27 87%
Fairly important	(3) 168 16%	75 15%	93 17%	20 17%	35 19%	27 15%	32 17%	19 12%	36 15%	42 17%	48 18%	31 13%	19 14%	18 20%	9 16%	2 6%
Not very important	(2) 21 2%	13 2%	8 1%	4 4%	4 2%	4 3%	2 1%	3 2%	3 1%	3 1%	7 3%	4 2%	1 1%	3 3%	2 3%	1 3%
Not at all important	(1) 4 *	2 *	2 *	1 1%	1 *	- -	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	1 2%	- -
NET: Not at all/ Not very important	25 2%	14 3%	10 2%	6 5%	5 3%	4 3%	3 1%	3 2%	4 2%	4 2%	8 3%	5 2%	1 1%	3 3%	3 5%	1 3%
Don't know	28 3%	11 2%	17 3%	5 4%	6 3%	6 3%	2 1%	6 4%	4 2%	8 3%	8 3%	3 1%	4 3%	3 3%	1 2%	1 4%
Mean	3.78	3.79	3.78	3.72	3.74	3.79	3.79	3.83	3.81	3.78	3.75	3.82	3.84	3.72	3.70	3.87
Standard deviation	0.48	0.49	0.48	0.58	0.52	0.47	0.46	0.43	0.45	0.47	0.51	0.45	0.39	0.52	0.64	0.42
Standard error	0.02	0.02	0.02	0.06	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.03	0.05	0.09	0.08

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Absolutes/col percents

Table 3

**Q.2b How important, if at all, do you think it is that the BBC provides trustworthy and impartial news online to read on its website and apps?**

**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
NET: Very/ Fairly important	993 95%	487 95%	506 94%	115 94%	173 95%	165 96%	179 96%	138 91%	223 95%	237 96%	245 92%	226 97%	128 95%	81 91%	47 91%	29 96%
Very important	(4) 816 78%	409 80%	407 76%	80 65%	133 73%	131 76%	153 82%	127 84%	192 82%	188 76%	207 78%	188 81%	101 75%	65 74%	41 79%	26 84%
Fairly important	(3) 177 17%	78 15%	99 18%	35 29%	40 22%	34 19%	26 14%	11 7%	31 13%	48 20%	39 15%	37 16%	26 20%	16 18%	7 13%	4 13%
Not very important	(2) 20 2%	10 2%	10 2%	2 2%	1 1%	1 *	3 1%	7 5%	6 3%	6 2%	5 2%	4 2%	1 1%	4 4%	-	-
Not at all important	(1) 8 1%	3 1%	5 1%	2 2%	-	1 *	2 1%	1 1%	2 1%	-	4 2%	-	2 1%	-	2 4%	-
NET: Not at all/ Not very important	28 3%	14 3%	15 3%	5 4%	1 1%	2 1%	5 2%	8 5%	8 3%	6 2%	9 4%	4 2%	3 2%	4 4%	2 4%	-
Don't know	29 3%	11 2%	18 3%	2 2%	8 4%	6 3%	4 2%	5 3%	5 2%	4 2%	11 4%	3 1%	4 3%	4 4%	3 5%	1 4%
Mean	3.76	3.78	3.74	3.61	3.75	3.77	3.80	3.81	3.79	3.75	3.76	3.80	3.74	3.72	3.75	3.87
Standard deviation	0.52	0.50	0.53	0.63	0.45	0.47	0.50	0.54	0.52	0.49	0.57	0.44	0.55	0.55	0.66	0.34
Standard error	0.02	0.02	0.02	0.06	0.03	0.03	0.04	0.05	0.03	0.03	0.04	0.03	0.05	0.06	0.09	0.06

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Absolutes/col percents

Table 4

**Q.2c Do you think that the BBC should or should not continue to provide news coverage online to read on its website and apps as it does now?**

**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scotland	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
NET: Definitely/ Probably should	874 83%	441 86%	433 80%	101 83%	155 85%	150 87%	155 83%	123 81%	189 80%	198 80%	224 84%	199 86%	113 84%	73 83%	38 73%	28 90%
Definitely should	(+2) 699 67%	357 70%	342 64%	75 62%	126 69%	120 70%	127 68%	98 65%	152 65%	158 64%	177 66%	157 68%	95 70%	60 67%	31 60%	22 73%
Probably should	(+1) 174 17%	84 16%	91 17%	26 21%	29 16%	30 18%	28 15%	25 17%	37 16%	40 16%	48 18%	42 18%	19 14%	14 16%	7 13%	5 17%
No view either way	(0) 126 12%	45 9%	81 15%	18 15%	17 10%	11 7%	21 11%	21 14%	36 15%	40 16%	28 11%	23 10%	10 7%	11 13%	11 21%	2 7%
Probably should not	(-1) 11 1%	7 1%	4 1%	- -	- -	4 3%	2 1%	1 1%	4 2%	1 *	3 1%	3 1%	3 2%	1 1%	- -	1 3%
Definitely should not	(-2) 10 1%	8 2%	2 *	1 1%	1 *	1 *	5 2%	2 2%	- -	2 1%	5 2%	1 *	1 1%	- -	1 2%	- -
NET: Definitely/ Probably should not	21 2%	15 3%	6 1%	1 1%	1 *	5 3%	6 3%	3 2%	4 2%	3 1%	7 3%	4 2%	4 3%	1 1%	1 2%	1 3%
Don't know	30 3%	11 2%	19 3%	1 1%	8 5%	5 3%	4 2%	4 3%	6 3%	4 2%	6 2%	6 3%	7 6%	3 3%	3 5%	- -
Mean	1.51	1.55	1.48	1.44	1.61	1.58	1.48	1.46	1.47	1.45	1.50	1.56	1.60	1.54	1.36	1.60
Standard deviation	0.82	0.84	0.81	0.82	0.71	0.77	0.92	0.88	0.82	0.85	0.87	0.76	0.78	0.77	0.95	0.76
Standard error	0.03	0.04	0.04	0.08	0.05	0.06	0.07	0.07	0.05	0.06	0.05	0.05	0.07	0.08	0.13	0.14

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Absolutes/col percents

Table 5  
**Gender**  
**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scot-land	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
Male	511 49%	511 100%	-	47 39%	77 43%	94 54%	108 58%	79 52%	106 45%	105 43%	139 52%	114 49%	62 46%	46 52%	27 53%	18 58%
Female	539 51%	-	539 100%	75 61%	105 57%	78 46%	79 42%	73 48%	129 55%	141 57%	127 48%	119 51%	72 54%	42 48%	24 47%	13 42%

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Table 6  
**Age**  
**Base: All respondents**

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scotland	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
18-24	122 12%	47 9%	75 14%	100% -	- -	- -	- -	- -	- -	39 16%	27 10%	19 8%	19 14%	6 7%	10 19%	1 4%
25-34	182 17%	77 15%	105 19%	- -	182 100%	- -	- -	- -	- -	47 19%	49 18%	36 16%	31 23%	11 13%	8 16%	- -
35-44	172 16%	94 18%	78 15%	- -	- -	172 100%	- -	- -	- -	34 14%	53 20%	33 14%	25 19%	12 13%	7 13%	8 27%
45-54	187 18%	108 21%	79 15%	- -	- -	- -	187 100%	- -	- -	48 20%	47 18%	41 18%	17 12%	15 16%	12 24%	7 24%
55-64	151 14%	79 15%	73 14%	- -	- -	- -	- -	151 100%	- -	34 14%	33 12%	34 15%	25 18%	17 19%	2 4%	7 24%
65+	235 22%	106 21%	129 24%	- -	- -	- -	- -	- -	235 100%	45 18%	57 21%	69 30%	19 14%	28 31%	13 25%	6 20%
Average age	47.28	48.01	46.59	21.14	29.85	39.56	49.79	59.70	69.96	45.08	46.23	50.58	43.73	52.26	45.46	53.41

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Table 7  
GO Region  
Base: All respondents

	Gender			Age						Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	North	Mid-lands	South (excl. London)	London	Scotland	Wales	N Ireland
Unweighted base	1050	517	533	100	189	189	199	142	231	222	253	250	143	96	55	31
Weighted base	1050	511	539	122	182	172	187	151	235	246	266	232	134	89	52	31
Scotland	89	46	42	6	11	12	15	17	28	-	-	-	-	89	-	-
	8%	9%	8%	5%	6%	7%	8%	11%	12%	-	-	-	-	100%	-	-
North East	43	18	25	5	9	4	14	7	3	43	-	-	-	-	-	-
	4%	4%	5%	4%	5%	2%	8%	4%	1%	17%	-	-	-	-	-	-
North West	117	53	64	24	21	12	17	19	24	117	-	-	-	-	-	-
	11%	10%	12%	20%	11%	7%	9%	13%	10%	48%	-	-	-	-	-	-
Yorkshire & Humberside	87	34	52	10	17	17	17	8	18	87	-	-	-	-	-	-
	8%	7%	10%	8%	9%	10%	9%	5%	7%	35%	-	-	-	-	-	-
West Midlands	92	42	50	16	17	17	10	16	17	-	92	-	-	-	-	-
	9%	8%	9%	13%	9%	10%	5%	10%	7%	-	34%	-	-	-	-	-
East Midlands	75	45	30	7	14	18	17	7	12	-	75	-	-	-	-	-
	7%	9%	6%	6%	8%	11%	9%	4%	5%	-	28%	-	-	-	-	-
Wales	52	27	24	10	8	7	12	2	13	-	-	-	-	-	52	-
	5%	5%	5%	8%	4%	4%	7%	1%	5%	-	-	-	-	-	100%	-
Eastern	99	52	47	4	18	18	20	10	28	-	99	-	-	-	-	-
	9%	10%	9%	3%	10%	10%	11%	7%	12%	-	37%	-	-	-	-	-
London	134	62	72	19	31	25	17	25	19	-	-	-	134	-	-	-
	13%	12%	13%	15%	17%	14%	9%	16%	8%	-	-	-	100%	-	-	-
South East	143	68	74	10	24	20	22	19	48	-	-	143	-	-	-	-
	14%	13%	14%	8%	13%	12%	11%	13%	20%	-	-	61%	-	-	-	-
South West	90	45	44	9	13	13	19	15	21	-	-	90	-	-	-	-
	9%	9%	8%	7%	7%	8%	10%	10%	9%	-	-	39%	-	-	-	-
Northern Ireland	31	18	13	1	-	8	7	7	6	-	-	-	-	-	-	31
	3%	3%	2%	1%	-	5%	4%	5%	3%	-	-	-	-	-	-	100%