

News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 1
Q1. Thinking about news reporting in general, which is more important to you personally?
Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|------------------------------------------------------|------------|-------------|---------------|--------------|--------------|--------------|-------------|-------------|-----------------|--------------|----------------------------|----------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| News coverage that reflects your point of view | 134 13% | 55 11% | 80 15%a | 58 20%e | 51 14%e | 26 6% | 63 11% | 71 15%f | 6 6% | 3 6% | 5 17% | 121 14% |
| News coverage that is impartial | 923 87% | 462 89%b | 460 85% | 238 80% | 302 86% | 383 94%cd | 520 89%g | 402 85% | 84 94% | 47 94% | 25 83% | 767 86% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

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Table 2

Q2. Thinking about news reporting in general, which is more important to society?**Base: All respondents**

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|------------------------------------------------------|------------|-------------|---------------|--------------|--------------|--------------|--------------|-------------|-----------------|--------------|----------------------------|----------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| News coverage that reflects your point of view | 93 9% | 39 8% | 54 10% | 41 14%e | 37 10%e | 15 4% | 37 6% | 56 12%f | 6 6% | 2 4% | 2 7% | 84 9% |
| News coverage that is impartial | 964 91% | 478 92% | 486 90% | 255 86% | 316 90% | 393 96%cd | 546 94%g | 417 88% | 84 94% | 48 96% | 28 93% | 804 91% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

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Table 3
Q3. Where do you go first to find news about what is happening in the UK/world today?
Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|-----------------------|------------|-------------|---------------|--------------|--------------|--------------|-------------|-------------|-----------------|--------------|----------------------------|----------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| BBC News | 524 50% | 265 51% | 259 48% | 124 42% | 166 47% | 234 57%cd | 307 53%g | 216 46% | 49 55% | 26 53% | 17 56% | 431 49% |
| Sky News | 110 10% | 57 11% | 54 10% | 38 13% | 38 11% | 35 9% | 54 9% | 56 12% | 12 13% | 4 8% | 3 9% | 92 10% |
| Twitter | 58 6% | 34 7% | 24 5% | 35 12%de | 14 4% | 10 2% | 28 5% | 30 6% | 6 7% | 2 3% | 1 4% | 49 6% |
| Daily Mail | 55 5% | 18 4% | 37 7%a | 15 5% | 19 5% | 21 5% | 30 5% | 26 5% | 3 3% | 3 6% | - - | 50 6% |
| ITV News | 55 5% | 16 3% | 38 7%a | 11 4% | 21 6% | 23 6% | 21 4% | 34 7%f | 4 4% | 7 13%k | 1 2% | 44 5% |
| Facebook | 37 3% | 11 2% | 26 5%a | 16 6%e | 17 5%e | 4 1% | 15 3% | 22 5% | - - | 2 3% | 1 4%h | 34 4% |
| The Guardian/Observer | 34 3% | 19 4% | 15 3% | 12 4% | 13 4% | 8 2% | 28 5%g | 6 1% | 1 1% | - - | 1 5% | 31 3% |
| GB News | 18 2% | 11 2% | 7 1% | 3 1% | 6 2% | 9 2% | 11 2% | 7 2% | 3 3% | 1 2% | 1 3% | 14 2% |
| The Times | 16 1% | 8 2% | 8 1% | 2 1% | 1 * | 13 3%cd | 11 2% | 4 1% | - - | 1 2% | 1 4%h | 13 1% |
| Channel 4 News | 13 1% | 9 2% | 3 1% | 1 * | 4 1% | 7 2% | 7 1% | 6 1% | 2 2% | 1 3% | 2 5%k | 8 1% |
| The Telegraph | 12 1% | 8 2% | 4 1% | 2 1% | 2 1% | 8 2% | 10 2% | 3 1% | - - | - - | - - | 12 1% |
| Metro | 7 1% | 5 1% | 3 * | 2 1% | 6 2%e | - - | 5 1% | 3 1% | - - | - - | - - | 7 1% |
| The Sun | 7 1% | 3 1% | 4 1% | 1 * | 2 * | 5 1% | 2 * | 5 1% | - - | - - | 1 2% | 7 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

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Table 3
Q3. Where do you go first to find news about what is happening in the UK/world today?
Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|---------------------|------------|----------|------------|-----------|-----------|--------------|----------|-----------|--------------|-----------|----------------------|-------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| Instagram | 7 1% | 2 * | 5 1% | 5 2%e | 2 * | - - | 4 1% | 3 1% | - - | - - | - - | 7 1% |
| LBC | 6 1% | 3 1% | 3 1% | - - | 4 1% | 2 * | 4 1% | 2 * | 1 1% | - - | - - | 5 1% |
| The Independent | 5 * | 4 1% | 1 * | 2 1% | 2 1% | 1 * | 4 1% | 1 * | 1 1% | - - | - - | 4 * |
| Heart | 4 * | - - | 4 1% | 2 1% | - - | 2 * | 2 * | 2 * | - - | - - | - - | 4 * |
| Any local newspaper | 3 * | 1 * | 3 * | 2 1% | 2 * | - - | 1 * | 3 1% | - - | - - | - - | 3 * |
| The i | 3 * | 3 1% | - - | 1 * | - - | 2 * | 2 * | 1 * | - - | 1 2%k | - - | 2 * |
| Capital | 3 * | 2 * | 1 * | 2 1% | 1 * | - - | 1 * | 2 * | - - | - - | - - | 3 * |
| Channel 5 News | 3 * | - - | 3 * | 2 1% | 1 * | - - | 1 * | 2 * | - - | - - | - - | 3 * |
| The Mirror | 3 * | - - | 3 * | 1 * | 2 * | - - | - - | 3 1% | - - | - - | - - | 3 * |
| The Express | 2 * | 2 * | - - | - - | - - | 2 * | 2 * | - - | - - | - - | - - | 2 * |
| Other | 54 5% | 26 5% | 28 5% | 13 4% | 23 7% | 18 4% | 30 5% | 24 5% | 7 8%i | - - | 1 4% | 45 5% |
| Don't know | 19 2% | 11 2% | 9 2% | 7 2% | 7 2% | 5 1% | 4 1% | 15 3%f | 1 1% | 2 4% | 1 2% | 16 2% |

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

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Table 4

Q4. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about the current tensions between Russia and Ukraine?
Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-----------------------|------------|------------|-----------------------|-----------------------|-----------------------|-------------------------|-------------------------|------------|----------------------|----------------------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| BBC News | 466 44% | 243 47% | 223 41% | 129 44% | 138 39% | 199 49% ^d | 275 47% ^g | 191 40% | 36 40% | 21 43% | 14 49% | 395 44% |
| Sky News | 117 11% | 60 12% | 57 11% | 38 13% | 43 12% | 36 9% | 57 10% | 60 13% | 10 12% | 4 8% | 4 13% | 99 11% |
| ITV News | 67 6% | 22 4% | 45 8% ^a | 8 3% | 23 7% ^c | 35 9% ^c | 35 6% | 32 7% | 6 6% | 6 12% | 1 4% | 54 6% |
| The Guardian/Observer | 49 5% | 22 4% | 27 5% | 13 4% | 20 6% | 16 4% | 35 6% ^g | 14 3% | 4 4% | 2 3% | 1 2% | 42 5% |
| Channel 4 News | 40 4% | 22 4% | 18 3% | 5 2% | 18 5% ^c | 16 4% | 22 4% | 17 4% | 7 8% ^k | 2 4% | 2 8% | 28 3% |
| GB News | 28 3% | 17 3% | 11 2% | 3 1% | 10 3% | 16 4% ^c | 15 3% | 13 3% | 4 4% | 1 2% | 1 5% | 22 2% |
| Daily Mail | 27 3% | 12 2% | 14 3% | 6 2% | 9 2% | 12 3% | 11 2% | 15 3% | 2 2% | 1 2% | 1 2% | 23 3% |
| Twitter | 26 2% | 17 3% | 9 2% | 13 4% ^e | 9 2% | 4 1% | 14 2% | 12 2% | 2 2% | - | 1 2% | 23 3% |
| The Telegraph | 19 2% | 13 2% | 6 1% | 3 1% | 3 1% | 13 3% ^d | 15 3% ^g | 4 1% | - | - | - | 19 2% |
| The Times | 18 2% | 5 1% | 12 2% | 2 1% | 1 * | 14 3% ^{cd} | 10 2% | 7 2% | - | 1 2% | 1 2% | 16 2% |
| The i | 10 1% | 6 1% | 4 1% | 2 1% | - | 8 2% ^d | 8 1% | 2 * | 1 1% | 2 4% ^k | - | 6 1% |
| The Independent | 10 1% | 6 1% | 4 1% | 4 1% | 5 1% | 1 * | 6 1% | 4 1% | - | - | - | 10 1% |
| Facebook | 9 1% | 1 * | 8 2% ^a | 5 2% ^e | 4 1% ^e | - | 3 1% | 6 1% | - | - | 1 2% | 9 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

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Table 4

Q4. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about the current tensions between Russia and Ukraine?

Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-------------------------------------|------------|----------|------------|-----------|-----------|----------|--------------|-----------|--------------|-----------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| The Sun | 6 1% | 2 * | 4 1% | 2 1% | 2 * | 2 1% | 3 1% | 3 1% | - - | 1 2% | - - | 5 1% |
| Instagram | 6 1% | 3 1% | 3 1% | 3 1%e | 3 1% | - | 2 * | 3 1% | 1 1% | 1 2% | - - | 4 * |
| LBC | 5 1% | 2 * | 4 1% | 1 * | 3 1% | 2 * | 4 1% | 2 * | - - | - - | - - | 5 1% |
| Metro | 4 * | 1 * | 3 1% | 2 1% | 2 * | - - | 1 * | 3 1% | - - | - - | - - | 4 * |
| Channel 5 News | 4 * | 2 * | 2 * | 1 * | 2 1% | 1 * | 2 * | 2 * | - - | - - | - - | 4 * |
| The Mirror | 3 * | 1 * | 3 * | 1 * | 3 1% | - - | 2 * | 2 * | - - | - - | 1 3%k | 3 * |
| Any local newspaper | 3 * | 2 * | 2 * | 3 1%de | - - | - - | 2 * | 2 * | - - | - - | - - | 3 * |
| Capital | 3 * | 3 1% | - - | 3 1% | - - | - - | 1 * | 2 * | - - | - - | - - | 3 * |
| The Express | 1 * | 1 * | - - | - - | - - | 1 * | - - | 1 * | - - | - - | - - | 1 * |
| Heart | 1 * | - - | 1 * | 1 * | - - | - - | - - | 1 * | - - | - - | - - | 1 * |
| Other | 32 3% | 21 4% | 11 2% | 9 3% | 12 3% | 10 3% | 16 3% | 16 3% | 5 5% | 1 2% | 1 2% | 26 3% |
| I am not interested in this subject | 41 4% | 8 2% | 32 6%a | 15 5%e | 18 5%e | 7 2% | 13 2% | 27 6%f | 5 5% | 3 5% | 1 2% | 33 4% |
| Don't know | 65 6% | 27 5% | 38 7% | 24 8%e | 26 7%e | 15 4% | 30 5% | 35 7% | 7 8% | 4 8% | 2 6% | 52 6% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

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Absolutes/col percents

Table 5

Q5. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about the reasons behind the current rise in the cost of living?
Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|--------------|------------|--------------|-----------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| BBC News | 434 41% | 223 43% | 211 39% | 124 42% | 142 40% | 168 41% | 248 42% | 186 39% | 42 47% | 19 38% | 11 38% | 361 41% |
| Sky News | 102 10% | 52 10% | 49 9% | 33 11% | 39 11% | 30 7% | 51 9% | 50 11% | 10 11% | 3 6% | 3 11% | 86 10% |
| ITV News | 71 7% | 27 5% | 45 8%a | 6 2% | 28 8%c | 38 9%c | 33 6% | 39 8% | 2 2% | 5 10% | 2 6% | 63 7% |
| The Guardian/Observer | 46 4% | 29 6% | 17 3% | 15 5% | 17 5% | 15 4% | 30 5% | 16 3% | 2 2% | 3 7% | 2 8% | 39 4% |
| Channel 4 News | 45 4% | 20 4% | 24 4% | 6 2% | 18 5%c | 20 5% | 26 4% | 18 4% | 6 6% | 3 6% | 3 10%k | 33 4% |
| Daily Mail | 40 4% | 14 3% | 26 5% | 5 2% | 13 4% | 22 5%c | 22 4% | 18 4% | 3 3% | 2 4% | - - | 36 4% |
| GB News | 33 3% | 21 4% | 11 2% | 5 2% | 11 3% | 17 4% | 19 3% | 14 3% | 4 4% | 1 2% | 1 5% | 27 3% |
| The Times | 23 2% | 11 2% | 12 2% | 4 1% | 2 * | 17 4%cd | 14 2% | 8 2% | 1 1% | 2 4% | 1 2% | 19 2% |
| Twitter | 23 2% | 14 3% | 8 2% | 10 3%e | 9 3% | 4 1% | 9 2% | 14 3% | 1 1% | 1 2% | 1 2% | 20 2% |
| Facebook | 18 2% | 3 1% | 15 3%a | 12 4%de | 5 1% | 1 * | 6 1% | 12 2% | 1 1% | 1 2% | 1 2% | 16 2% |
| The Independent | 17 2% | 6 1% | 11 2% | 7 2% | 3 1% | 6 2% | 13 2%g | 3 1% | - - | - - | - - | 17 2% |
| The Telegraph | 15 1% | 9 2% | 6 1% | 2 1% | 5 1% | 8 2% | 12 2%g | 3 1% | - - | - - | - - | 15 2% |
| Any local newspaper | 11 1% | 7 1% | 4 1% | 7 2%de | 2 * | 2 1% | 6 1% | 5 1% | - - | 2 5%hk | 1 3% | 8 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

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Absolutes/col percents

Table 5

Q5. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about the reasons behind the current rise in the cost of living?
Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-------------------------------------|------------|----------|------------|------------|-----------|-----------|--------------|----------|--------------|-----------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| The Sun | 11 1% | 6 1% | 5 1% | 3 1% | 5 1% | 3 1% | 4 1% | 7 1% | - - | 1 2% | - - | 10 1% |
| The i | 9 1% | 5 1% | 4 1% | 1 * | - - | 8 2%cd | 8 1%g | 1 * | 1 1% | 1 2% | - - | 7 1% |
| LBC | 6 1% | 2 * | 4 1% | 2 1% | 2 1% | 1 * | 1 * | 4 1% | 1 1% | - - | - - | 5 1% |
| Instagram | 5 * | 2 * | 3 1% | 3 1%e | 2 * | - - | 2 * | 3 1% | - - | 1 2% | - - | 4 * |
| Metro | 5 * | 4 1% | 1 * | 3 1% | 2 1% | - - | 3 1% | 2 * | - - | 1 2% | - - | 4 * |
| The Express | 4 * | 4 1% | - - | 2 1% | 1 * | 1 * | - - | 4 1%f | 1 1% | - - | - - | 3 * |
| Channel 5 News | 3 * | 1 * | 2 * | 1 * | 1 * | 1 * | 1 * | 2 * | - - | - - | - - | 3 * |
| The Mirror | 3 * | - - | 3 * | - - | 2 * | 1 * | - - | 3 1% | - - | - - | - - | 3 * |
| Capital | 2 * | 2 * | - - | 2 1% | - - | - - | 1 * | 1 * | - - | - - | - - | 2 * |
| Heart | 2 * | - - | 2 * | 2 1% | - - | - - | - - | 2 * | - - | - - | - - | 2 * |
| Other | 36 3% | 15 3% | 21 4% | 7 2% | 11 3% | 18 4% | 24 4% | 11 2% | 4 4% | 1 2% | 1 2% | 30 3% |
| I am not interested in this subject | 15 1% | 6 1% | 9 2% | 7 2% | 4 1% | 3 1% | 9 2% | 6 1% | 1 1% | - - | 1 4% | 13 1% |
| Don't know | 81 8% | 35 7% | 46 9% | 29 10%e | 30 9% | 22 5% | 37 6% | 44 9% | 10 12% | 3 6% | 2 7% | 66 7% |

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Table 6

Q6. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about climate change?

Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-----------------------|------------|-----------------------|------------|-----------------------|-----------------------|------------------------|--------------|------------------------|--------------|-----------|-----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| BBC News | 420 40% | 212 41% | 208 39% | 114 38% | 133 38% | 173 42% | 253 43%g | 167 35% | 37 41% | 18 37% | 10 35% | 354 40% |
| Sky News | 92 9% | 54 10% | 38 7% | 28 9% | 35 10% | 29 7% | 38 7% | 54 11% ^f | 10 11% | 4 8% | 3 10% | 74 8% |
| The Guardian/Observer | 59 6% | 27 5% | 31 6% | 19 6% | 17 5% | 22 5% | 35 6% | 23 5% | 4 4% | 3 7% | 1 2% | 51 6% |
| ITV News | 57 5% | 21 4% | 37 7% | 9 3% | 14 4% | 34 8% ^{cd} | 32 6% | 25 5% | 2 2% | 4 8% | 1 4% | 50 6% |
| Channel 4 News | 44 4% | 30 6% ^b | 14 3% | 7 2% | 21 6% ^c | 16 4% | 27 5% | 17 4% | 5 6% | 2 4% | 4 12% ^k | 33 4% |
| Twitter | 30 3% | 18 4% | 12 2% | 15 5% ^e | 9 3% | 6 2% | 12 2% | 18 4% | 3 4% | 1 2% | 1 2% | 26 3% |
| Daily Mail | 27 3% | 13 2% | 14 3% | 4 1% | 7 2% | 16 4% | 12 2% | 15 3% | 2 2% | 3 6% | - | 22 3% |
| GB News | 26 2% | 16 3% | 10 2% | 2 1% | 11 3% ^c | 14 3% ^c | 17 3% | 9 2% | 2 2% | 1 2% | 1 3% | 23 3% |
| The Times | 17 2% | 7 1% | 10 2% | 1 * | 2 1% | 13 3% ^{cd} | 11 2% | 6 1% | - | 1 2% | 1 4% ^h | 14 2% |
| The Independent | 13 1% | 5 1% | 8 2% | 7 2% | 4 1% | 3 1% | 8 1% | 5 1% | - | - | - | 13 2% |
| The Telegraph | 10 1% | 3 1% | 7 1% | 3 1% | 3 1% | 4 1% | 8 1% | 3 1% | 1 1% | - | - | 9 1% |
| Instagram | 9 1% | 4 1% | 4 1% | 6 2% ^e | 3 1% | - | 3 1% | 6 1% | 1 1% | 1 2% | - | 7 1% |
| The Sun | 9 1% | 4 1% | 5 1% | 2 1% | 4 1% | 3 1% | 4 1% | 4 1% | - | - | - | 9 1% |

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Table 6

Q6. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about climate change?

Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-------------------------------------|------------|----------|------------|-----------|-----------|----------|--------------|-----------|--------------|-----------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| The i | 8 1% | 5 1% | 3 1% | 1 * | - - | 7 2%d | 6 1% | 2 * | - - | 1 2% | - - | 7 1% |
| Any local newspaper | 6 1% | 2 * | 4 1% | 6 2%de | - - | - - | 3 * | 3 1% | - - | - - | - - | 6 1% |
| Facebook | 6 1% | 1 * | 5 1% | 4 1%e | 2 * | - - | 2 * | 4 1% | 1 1% | - - | 1 2% | 4 * |
| Channel 5 News | 5 * | - - | 5 1%a | 2 1% | 4 1% | - - | 1 * | 4 1% | - - | - - | - - | 5 1% |
| Metro | 5 * | 1 * | 4 1% | 4 1%e | 1 * | - - | 4 1% | 1 * | - - | - - | - - | 5 1% |
| LBC | 4 * | 3 1% | 1 * | 2 1% | 1 * | 1 * | 2 * | 2 * | 1 1% | - - | - - | 3 * |
| The Express | 4 * | 3 1% | 1 * | 1 * | - - | 3 1% | 1 * | 3 1% | - - | - - | - - | 4 * |
| The Mirror | 4 * | 1 * | 3 * | 1 * | 3 1% | - - | 1 * | 3 1% | - - | - - | - - | 4 * |
| Heart | 2 * | - - | 2 * | 1 * | - - | 1 * | - - | 2 * | - - | - - | - - | 2 * |
| Capital | 1 * | - - | 1 * | 1 * | - - | - - | 1 * | - - | - - | - - | - - | 1 * |
| Other | 24 2% | 11 2% | 13 2% | 6 2% | 7 2% | 11 3% | 16 3% | 8 2% | 3 3% | 1 2% | - - | 20 2% |
| I am not interested in this subject | 73 7% | 38 7% | 35 6% | 22 7% | 31 9% | 20 5% | 35 6% | 38 8% | 7 7% | 3 5% | 4 12% | 60 7% |
| Don't know | 104 10% | 39 7% | 65 12%a | 30 10% | 42 12% | 32 8% | 52 9% | 52 11% | 11 12% | 6 12% | 4 13% | 83 9% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

Prepared by Yonder

.YONDER

News Impartiality Poll

ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 7

Q7. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about the lifting of Covid restrictions?

Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-----------------------|------------|-------------|---------------|--------------|--------------|------------|--------------|-------------|-----------------|--------------|----------------------------|----------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| BBC News | 512 48% | 255 49% | 256 47% | 146 49% | 158 45% | 208 51% | 299 51%g | 213 45% | 50 55% | 24 48% | 12 42% | 426 48% |
| Sky News | 102 10% | 48 9% | 54 10% | 33 11% | 37 11% | 32 8% | 53 9% | 50 10% | 9 10% | 3 6% | 2 8% | 88 10% |
| ITV News | 74 7% | 26 5% | 47 9%a | 10 3% | 26 7%c | 37 9%c | 33 6% | 40 9% | 3 4% | 6 11% | 2 8% | 62 7% |
| The Guardian/Observer | 36 3% | 21 4% | 15 3% | 12 4% | 14 4% | 10 2% | 22 4% | 14 3% | 3 3% | 2 3% | 1 5% | 30 3% |
| GB News | 35 3% | 21 4% | 14 3% | 4 1% | 14 4%c | 16 4%c | 20 3% | 14 3% | 3 3% | 1 2% | 1 3% | 30 3% |
| Channel 4 News | 32 3% | 18 3% | 14 3% | 7 2% | 10 3% | 14 4% | 19 3% | 13 3% | 4 5% | 2 4% | 2 7% | 24 3% |
| Twitter | 32 3% | 20 4% | 12 2% | 10 3% | 13 4% | 9 2% | 16 3% | 15 3% | 4 5% | - | 1 2% | 27 3% |
| Daily Mail | 27 3% | 12 2% | 16 3% | 5 2% | 11 3% | 12 3% | 12 2% | 15 3% | 2 2% | 2 3% | 1 3% | 23 3% |
| The Times | 17 2% | 7 1% | 10 2% | 5 2% | 1 * | 12 3%d | 11 2% | 6 1% | 1 1% | 1 2% | 1 2% | 14 2% |
| The Telegraph | 17 2% | 10 2% | 7 1% | 4 1% | 5 1% | 8 2% | 13 2% | 4 1% | - | - | - | 17 2% |
| Facebook | 15 1% | 2 * | 13 2%a | 7 2%e | 8 2%e | - | 6 1% | 9 2% | 2 2% | 1 2% | 1 2% | 12 1% |
| Any local newspaper | 14 1% | 7 1% | 6 1% | 8 3%d | 2 * | 4 1% | 8 1% | 5 1% | 2 2% | - | - | 12 1% |
| The Sun | 12 1% | 6 1% | 6 1% | 3 1% | 5 1% | 4 1% | 4 1% | 7 2% | - | 1 2% | 1 2% | 10 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

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News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 7

Q7. Which ONE news source are you most likely to turn to if you wanted impartial news coverage about the lifting of Covid restrictions?

Base: All respondents

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-------------------------------------|------------|----------|------------|-----------|-----------|----------|--------------|-----------|--------------|-----------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| Instagram | 7 1% | 3 1% | 4 1% | 5 2%e | 2 * | - - | 2 * | 4 1% | - - | 1 2% | - - | 5 1% |
| LBC | 6 1% | 3 1% | 3 1% | 2 1% | 4 1% | 1 * | 4 1% | 3 1% | - - | - - | - - | 6 1% |
| The Independent | 6 1% | 1 * | 5 1% | 3 1% | 2 1% | 1 * | 4 1% | 2 * | - - | - - | - - | 6 1% |
| The i | 5 * | 4 1% | 1 * | - - | - - | 5 1%d | 4 1% | 1 * | - - | 1 2% | - - | 4 * |
| Metro | 4 * | 3 1% | 1 * | 1 * | 2 1% | 1 * | 3 * | 1 * | - - | - - | - - | 4 * |
| Channel 5 News | 2 * | 1 * | 1 * | 1 * | - - | 1 * | - - | 2 * | - - | - - | - - | 2 * |
| The Mirror | 2 * | 1 * | 1 * | - - | 2 1% | - - | - - | 2 * | 1 1% | - - | - - | 1 * |
| Heart | 1 * | - - | 1 * | 1 * | - - | - - | 1 * | - - | - - | - - | - - | 1 * |
| The Express | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Capital | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| Other | 39 4% | 19 4% | 20 4% | 9 3% | 15 4% | 15 4% | 22 4% | 16 3% | 5 5% | 2 4% | 2 5% | 30 3% |
| I am not interested in this subject | 14 1% | 6 1% | 8 2% | 7 2%e | 6 2% | 2 * | 3 1% | 11 2%f | - - | 2 3% | 1 2% | 12 1% |
| Don't know | 49 5% | 24 5% | 25 5% | 16 5% | 17 5% | 16 4% | 24 4% | 25 5% | 2 2% | 2 4% | 3 11%h | 42 5% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

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News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 8

Q8. Which statement best describes your understanding of news about...?

Summary

Base: All respondents

| | Topics | | | |
|-------------------------------|-------------------------------------------------|-----------------------------------------------------------|----------------|-----------------------------------|
| | The current tensions between Russia and Ukraine | The reasons behind the current rise in the cost of living | Climate change | The lifting of Covid restrictions |
| Unweighted base | 1057 | 1057 | 1057 | 1057 |
| Weighted base | 1057 | 1057 | 1057 | 1057 |
| NET: Understand it | 608 58% | 816 77% | 887 84% | 912 86% |
| I understand it very well | 147 14% | 199 19% | 209 20% | 267 25% |
| I understand it fairly well | 461 44% | 617 58% | 678 64% | 645 61% |
| I don't understand it well | 354 33% | 191 18% | 117 11% | 108 10% |
| I don't understand it at all | 71 7% | 31 3% | 22 2% | 20 2% |
| NET: Don't understand it | 424 40% | 222 21% | 139 13% | 128 12% |
| Don't know/ prefer not to say | 25 2% | 19 2% | 32 3% | 17 2% |

News Impartiality Poll

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Absolutes/col percents

Table 9
Q8. Which statement best describes your understanding of news about...?
The current tensions between Russia and Ukraine
Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|-------------------------------|------------|----------|------------|-----------|-----------|--------------|----------|----------|--------------|-----------|----------------------|-------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: Understand it | 608 | 350 | 259 | 129 | 202 | 278 | 353 | 255 | 45 | 33 | 17 | 514 |
| | 58% | 68%b | 48% | 44% | 57%c | 68%cd | 60%g | 54% | 50% | 66% | 57% | 58% |
| I understand it very well | 147 | 93 | 54 | 38 | 48 | 61 | 90 | 57 | 14 | 6 | 5 | 122 |
| | 14% | 18%b | 10% | 13% | 14% | 15% | 15% | 12% | 16% | 13% | 16% | 14% |
| I understand it fairly well | 461 | 256 | 205 | 92 | 153 | 216 | 262 | 199 | 30 | 26 | 12 | 392 |
| | 44% | 50%b | 38% | 31% | 44%c | 53%cd | 45% | 42% | 34% | 53%h | 41% | 44% |
| I don't understand it well | 354 | 134 | 220 | 129 | 112 | 112 | 187 | 167 | 37 | 13 | 9 | 295 |
| | 33% | 26% | 41%a | 43%de | 32% | 28% | 32% | 35% | 41% | 26% | 31% | 33% |
| I don't understand it at all | 71 | 23 | 47 | 25 | 31 | 15 | 38 | 32 | 6 | 4 | 3 | 59 |
| | 7% | 4% | 9%a | 8%e | 9%e | 4% | 7% | 7% | 6% | 7% | 8% | 7% |
| NET: Don't understand it | 424 | 157 | 267 | 154 | 143 | 127 | 225 | 199 | 42 | 16 | 12 | 354 |
| | 40% | 30% | 49%a | 52%de | 41%e | 31% | 39% | 42% | 47% | 33% | 40% | 40% |
| Don't know/ prefer not to say | 25 | 10 | 15 | 13 | 8 | 4 | 6 | 19 | 3 | 1 | 1 | 20 |
| | 2% | 2% | 3% | 4%e | 2% | 1% | 1% | 4%f | 3% | 2% | 4% | 2% |

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

News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 10

Q8. Which statement best describes your understanding of news about...?**The reasons behind the current rise in the cost of living****Base: All respondents**

| | Gender | | Age | | | Social Grade | | Region | | | | |
|-------------------------------|------------|------------------|------------------|-------------------|------------------|-------------------|------------------|------------------|-----------------|--------------|----------------------------|----------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: Understand it | 816 | 428 | 388 | 191 | 278 | 347 | 469 | 347 | 75 | 38 | 22 | 681 |
| | 77% | 83% ^b | 72% | 65% | 79% ^c | 85% ^{cd} | 80% ^g | 73% | 84% | 76% | 74% | 77% |
| I understand it very well | 199 | 108 | 92 | 38 | 74 | 87 | 112 | 88 | 16 | 11 | 6 | 167 |
| | 19% | 21% | 17% | 13% | 21% ^c | 21% ^c | 19% | 19% | 17% | 22% | 19% | 19% |
| I understand it fairly well | 617 | 321 | 296 | 153 | 203 | 261 | 357 | 260 | 60 | 26 | 16 | 515 |
| | 58% | 62% ^b | 55% | 52% | 58% | 64% ^c | 61% ^g | 55% | 66% | 53% | 54% | 58% |
| I don't understand it well | 191 | 66 | 125 | 80 | 58 | 53 | 96 | 95 | 11 | 10 | 5 | 164 |
| | 18% | 13% | 23% ^a | 27% ^{de} | 16% | 13% | 16% | 20% | 12% | 21% | 18% | 18% |
| I don't understand it at all | 31 | 16 | 15 | 15 | 10 | 6 | 11 | 20 | 2 | 2 | 1 | 26 |
| | 3% | 3% | 3% | 5% ^e | 3% | 1% | 2% | 4% ^f | 2% | 3% | 5% | 3% |
| NET: Don't understand it | 222 | 82 | 140 | 95 | 68 | 58 | 107 | 115 | 13 | 12 | 7 | 190 |
| | 21% | 16% | 26% ^a | 32% ^{de} | 19% | 14% | 18% | 24% ^f | 14% | 24% | 22% | 21% |
| Don't know/ prefer not to say | 19 | 6 | 13 | 10 | 7 | 3 | 8 | 11 | 2 | - | 1 | 16 |
| | 2% | 1% | 2% | 3% ^e | 2% | 1% | 1% | 2% | 2% | - | 4% | 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 11

Q8. Which statement best describes your understanding of news about...?**Climate change****Base: All respondents**

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|-------------------------------|------------|------------------|------------------|-----------------|--------------|------------------|------------------|------------------|-----------------|--------------|----------------------------|----------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: Understand it | 887 | 443 | 443 | 239 | 290 | 357 | 515 | 371 | 71 | 41 | 22 | 753 |
| | 84% | 86% | 82% | 81% | 82% | 87% ^c | 88% ^g | 78% | 79% | 82% | 75% | 85% |
| I understand it very well | 209 | 118 | 91 | 53 | 68 | 88 | 118 | 91 | 12 | 11 | 5 | 181 |
| | 20% | 23% ^b | 17% | 18% | 19% | 21% | 20% | 19% | 14% | 22% | 17% | 20% |
| I understand it fairly well | 678 | 325 | 352 | 186 | 222 | 270 | 397 | 280 | 58 | 30 | 17 | 572 |
| | 64% | 63% | 65% | 63% | 63% | 66% | 68% ^g | 59% | 65% | 61% | 58% | 64% |
| I don't understand it well | 117 | 46 | 71 | 35 | 45 | 37 | 48 | 69 | 15 | 5 | 5 | 91 |
| | 11% | 9% | 13% ^a | 12% | 13% | 9% | 8% | 15% ^f | 16% | 11% | 17% | 10% |
| I don't understand it at all | 22 | 15 | 7 | 9 | 6 | 7 | 11 | 11 | 2 | 3 | 1 | 17 |
| | 2% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 3% | 5% | 2% | 2% |
| NET: Don't understand it | 139 | 60 | 78 | 44 | 50 | 45 | 59 | 80 | 17 | 8 | 6 | 108 |
| | 13% | 12% | 15% | 15% | 14% | 11% | 10% | 17% ^f | 19% | 16% | 19% | 12% |
| Don't know/ prefer not to say | 32 | 13 | 18 | 13 | 12 | 6 | 9 | 22 | 2 | 1 | 2 | 27 |
| | 3% | 3% | 3% | 4% ^e | 3% | 2% | 2% | 5% ^f | 2% | 2% | 6% | 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 12

Q8. Which statement best describes your understanding of news about...?**The lifting of Covid restrictions****Base: All respondents**

| | Gender | | Age | | | Social Grade | | Region | | | | |
|-------------------------------|------------|-------------|---------------|-------------------|------------------|------------------|-------------|-----------------|-----------------|--------------|----------------------------|----------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: Understand it | 912 | 445 | 467 | 238 | 310 | 364 | 514 | 398 | 78 | 41 | 27 | 766 |
| | 86% | 86% | 86% | 80% | 88% ^c | 89% ^c | 88% | 84% | 87% | 82% | 91% | 86% |
| I understand it very well | 267 | 135 | 132 | 70 | 88 | 109 | 156 | 112 | 24 | 10 | 5 | 228 |
| | 25% | 26% | 24% | 24% | 25% | 27% | 27% | 24% | 27% | 20% | 16% | 26% |
| I understand it fairly well | 645 | 310 | 335 | 168 | 222 | 255 | 358 | 287 | 54 | 31 | 22 | 538 |
| | 61% | 60% | 62% | 57% | 63% | 62% | 61% | 61% | 60% | 62% | 75% | 61% |
| I don't understand it well | 108 | 49 | 59 | 43 | 32 | 33 | 55 | 53 | 9 | 8 | 1 | 90 |
| | 10% | 9% | 11% | 15% ^{de} | 9% | 8% | 9% | 11% | 10% | 16% | 4% | 10% |
| I don't understand it at all | 20 | 13 | 7 | 6 | 6 | 7 | 11 | 9 | 2 | 1 | 1 | 17 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| NET: Don't understand it | 128 | 62 | 66 | 50 | 38 | 40 | 65 | 63 | 11 | 9 | 2 | 107 |
| | 12% | 12% | 12% | 17% ^{de} | 11% | 10% | 11% | 13% | 12% | 18% | 5% | 12% |
| Don't know/ prefer not to say | 17 | 10 | 7 | 8 | 5 | 4 | 4 | 13 | 1 | - | 1 | 15 |
| | 2% | 2% | 1% | 3% | 1% | 1% | 1% | 3% ^f | 1% | - | 4% | 2% |

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

News Impartiality Poll
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Absolutes/col percents

Table 13

Q9. How closely, if at all, would you say you follow the news?**Base: All respondents**

| | UK Average | Gender | | Age | | | Social Grade | | Region | | | |
|--------------------|------------|-------------|-------------|-------------|-------------|--------------|--------------|-------------|--------------|-----------|----------------------|-------------|
| | | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: Closely | 833 79% | 440 85%b | 393 73% | 198 67% | 275 78%c | 361 88%cd | 485 83%g | 348 73% | 71 78% | 38 77% | 23 77% | 701 79% |
| Very closely | 248 23% | 134 26% | 113 21% | 30 10% | 85 24%c | 133 33%cd | 141 24% | 107 23% | 15 17% | 10 20% | 7 24% | 215 24% |
| Fairly closely | 585 55% | 306 59%b | 280 52% | 168 57% | 190 54% | 228 56% | 345 59%g | 241 51% | 55 61% | 28 57% | 16 54% | 486 55% |
| Not too closely | 184 17% | 57 11% | 128 24%a | 83 28%de | 62 18%e | 40 10% | 89 15% | 96 20%f | 15 17% | 10 19% | 5 17% | 154 17% |
| Not at all closely | 39 4% | 19 4% | 20 4% | 16 5%e | 15 4% | 8 2% | 10 2% | 29 6%f | 4 4% | 2 3% | 2 5% | 32 4% |
| NET: Not closely | 223 21% | 76 15% | 147 27%a | 98 33%de | 77 22%e | 48 12% | 98 17% | 125 26%f | 19 22% | 11 23% | 7 23% | 186 21% |
| Don't know | 1 * | 1 * | - - | - - | 1 * | - - | - - | 1 * | - - | - - | - - | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

*** small base**

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Absolutes/col percents

Table 14

Q10. How much, if at all, do you trust the information that comes from each of the following?

Summary**Base: All respondents**

| | Source | | |
|-------------------------------|-----------------------------|--------------------------|--------------|
| | National news organisations | Local news organisations | Social media |
| Unweighted base | 1057 | 1057 | 1057 |
| Weighted base | 1057 | 1057 | 1057 |
| NET: A lot/ some | 788 75% | 753 71% | 247 23% |
| A lot | 174 16% | 82 8% | 33 3% |
| Some | 614 58% | 671 63% | 214 20% |
| Not too much | 187 18% | 232 22% | 416 39% |
| Not at all | 65 6% | 45 4% | 371 35% |
| NET: Not too much/ not at all | 252 24% | 277 26% | 787 74% |
| Don't know | 17 2% | 27 3% | 23 2% |

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Absolutes/col percents

Table 15

Q10. How much, if at all, do you trust the information that comes from each of the following?

National news organisations

Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|----------------------------------|------------|-----------------------|-------------------------|--------------|-------------------------|-------------------------|-------------------------|-----------------------|------------------------|--------------|----------------------------|-------------------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: A lot/ some | 788 75% | 375 73% | 413 76% | 207 70% | 267 76% | 314 77% ^c | 451 77% ^g | 336 71% | 56 62% | 37 75% | 21 70% | 673 76% ^h |
| A lot | 174 16% | 95 18% | 79 15% | 50 17% | 53 15% | 71 17% | 100 17% | 73 16% | 8 8% | 8 17% | 2 8% | 156 18% ^h |
| Some | 614 58% | 280 54% | 334 62% ^a | 157 53% | 214 61% ^c | 244 60% | 351 60% | 263 55% | 49 54% | 29 58% | 19 63% | 518 58% |
| Not too much | 187 18% | 94 18% | 93 17% | 62 21% | 60 17% | 65 16% | 96 16% | 91 19% | 27 30% ^k | 10 19% | 5 16% | 146 16% |
| Not at all | 65 6% | 42 8% ^b | 23 4% | 19 6% | 22 6% | 24 6% | 32 5% | 34 7% | 5 6% | 2 4% | 3 10% | 56 6% |
| NET: Not too much/ not at all | 252 24% | 137 26% | 116 21% | 81 27% | 82 23% | 89 22% | 128 22% | 125 26% | 32 35% ^k | 12 23% | 8 26% | 202 23% |
| Don't know | 17 2% | 5 1% | 12 2% | 8 3% | 4 1% | 5 1% | 5 1% | 12 3% ^f | 2 2% | 1 2% | 1 4% | 13 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

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Absolutes/col percents

Table 16

Q10. How much, if at all, do you trust the information that comes from each of the following?

Local news organisations

Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|----------------------------------|------------|-------------|---------------|--------------|--------------|--------------|-------------|-------------|-----------------|--------------|----------------------------|----------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: A lot/ some | 753 71% | 360 70% | 392 73% | 201 68% | 251 71% | 301 74% | 418 72% | 334 71% | 63 70% | 32 65% | 21 71% | 637 72% |
| A lot | 82 8% | 42 8% | 40 7% | 22 7% | 36 10%e | 24 6% | 37 6% | 44 9% | 9 11% | 4 9% | 3 11% | 65 7% |
| Some | 671 63% | 319 62% | 352 65% | 179 61% | 214 61% | 277 68% | 381 65% | 290 61% | 53 59% | 28 56% | 18 59% | 572 64% |
| Not too much | 232 22% | 123 24% | 109 20% | 69 23% | 82 23% | 81 20% | 132 23% | 100 21% | 24 27% | 17 34%k | 7 22% | 185 21% |
| Not at all | 45 4% | 28 5% | 17 3% | 13 4% | 12 3% | 19 5% | 22 4% | 23 5% | 2 2% | 1 2% | 2 5% | 40 4% |
| NET: Not too much/ not at all | 277 26% | 151 29%b | 126 23% | 83 28% | 94 27% | 100 24% | 154 26% | 122 26% | 26 29% | 18 35% | 8 27% | 225 25% |
| Don't know | 27 3% | 5 1% | 22 4%a | 12 4% | 8 2% | 7 2% | 11 2% | 17 4% | 1 1% | - | 1 2% | 26 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base

News Impartiality Poll
ONLINE Fieldwork : 21st February 2022

Absolutes/col percents

Table 17

Q10. How much, if at all, do you trust the information that comes from each of the following?

Social media

Base: All respondents

| | Gender | | Age | | | Social Grade | | Region | | | | |
|----------------------------------|------------|-------------|---------------|--------------|--------------|--------------|-------------|-------------|-----------------|--------------|----------------------------|----------------|
| | UK Average | Male (a) | Female (b) | 18-34 (c) | 35-54 (d) | 55+ (e) | ABC1 (f) | C2DE (g) | Scotland (h) | Wales (i) | Northern Ireland (j) | England (k) |
| Unweighted base | 1057 | 518 | 539 | 315 | 370 | 372 | 509 | 548 | 82 | 52 | 45 | 878 |
| Weighted base | 1057 | 517 | 540 | 296 | 353 | 408 | 583 | 474 | 90* | 50* | 30* | 888 |
| NET: A lot/ some | 247 23% | 118 23% | 129 24% | 105 35%de | 98 28%e | 44 11% | 125 21% | 122 26% | 11 12% | 7 13% | 8 26% | 221 25%h |
| A lot | 33 3% | 21 4% | 12 2% | 24 8%de | 8 2%e | 1 * | 17 3% | 16 3% | 1 1% | - | - | 31 4% |
| Some | 214 20% | 97 19% | 117 22% | 81 27%e | 90 25%e | 44 11% | 108 19% | 106 22% | 10 11% | 7 13% | 8 26%h | 190 21%h |
| Not too much | 416 39% | 199 39% | 217 40% | 120 41% | 146 42% | 149 37% | 229 39% | 187 39% | 40 44% | 24 48% | 9 31% | 343 39% |
| Not at all | 371 35% | 190 37% | 181 34% | 67 23% | 102 29% | 202 50%cd | 218 37% | 153 32% | 36 40% | 18 36% | 12 40% | 305 34% |
| NET: Not too much/ not at all | 787 74% | 389 75% | 398 74% | 187 63% | 248 70%c | 352 86%cd | 447 77% | 340 72% | 76 84%k | 42 84% | 21 70% | 649 73% |
| Don't know | 23 2% | 10 2% | 13 2% | 4 2% | 6 2% | 12 3% | 12 2% | 11 2% | 3 3% | 1 2% | 1 4% | 18 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g - h/i/j/k

* small base