

Public First Poll on Media Habits

Fieldwork: 7th Feb - 13th Feb 2024
Interview method: Online Survey
Population represented: UK Adults
Sample size: 2010

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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51 If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC News website 155

52 If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: ITV news 158

53 If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A national broadsheet newspaper 161

54 If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A tabloid national newspaper 164

55 If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local newspaper 167

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(1.A) Which of the following national newspapers - or national newspaper websites - do you get news from in a typical week? Select any that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Express	8%	10%	6%	11%	9%	6%	8%	6%	8%	12%	5%	6%	7%	4%	5%
Financial Times	8%	12%	4%	19%	6%	6%	6%	8%	9%	5%	7%	4%	7%	5%	7%
Independent / The i	8%	10%	7%	11%	9%	5%	10%	8%	9%	8%	7%	10%	6%	8%	5%
N/A - I don't get news from newspapers or newspaper websites in a typical week	30%	26%	34%	18%	30%	42%	28%	36%	29%	34%	32%	27%	29%	34%	42%
Star	3%	4%	2%	3%	2%	2%	3%	2%	5%	2%	0%	6%	3%	3%	4%
Daily Mail / Mail on Sunday	27%	26%	28%	27%	28%	25%	31%	21%	28%	26%	29%	29%	27%	26%	21%
City AM	2%	3%	1%	8%	1%	0%	1%	2%	3%	1%	0%	1%	2%	0%	0%
Guardian / Observer	18%	21%	14%	29%	16%	11%	15%	17%	17%	12%	11%	18%	20%	13%	24%
The Sun / Sun on Sunday	17%	18%	16%	20%	14%	16%	18%	19%	18%	15%	19%	13%	18%	15%	11%
Metro	15%	17%	13%	31%	16%	8%	11%	6%	15%	13%	13%	19%	13%	1%	0%
The Times / Sunday Times	13%	15%	11%	23%	10%	8%	11%	16%	14%	9%	7%	14%	14%	6%	13%
Mirror	13%	15%	11%	15%	13%	8%	11%	14%	13%	11%	16%	19%	6%	13%	19%
Daily Telegraph / Sunday Telegraph	12%	13%	10%	18%	16%	7%	9%	14%	9%	8%	11%	10%	9%	9%	12%
Channel 5 News	10%	10%	9%	12%	10%	8%	8%	11%	14%	6%	12%	11%	8%	6%	7%
Other (Please specify)	5%	5%	5%	4%	5%	3%	5%	2%	3%	2%	2%	5%	10%	6%	7%
Don't know	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which of the following national newspapers - or national newspaper websites - do you get news from in a typical week? Select any that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Express	8%	7%	11%	9%	5%	7%	7%	8%	8%	6%	9%	9%	7%	8%	4%
Financial Times	8%	9%	16%	10%	8%	2%	2%	7%	9%	5%	7%	11%	8%	4%	3%
Independent / The i	8%	10%	11%	12%	8%	4%	6%	5%	12%	7%	4%	14%	12%	4%	5%
N/A - I don't get news from newspapers or newspaper websites in a typical week	30%	25%	28%	29%	31%	34%	33%	28%	29%	34%	26%	25%	31%	25%	43%
Star	3%	7%	4%	3%	3%	1%	2%	3%	3%	3%	2%	4%	2%	3%	1%
Daily Mail / Mail on Sunday	27%	32%	25%	22%	24%	29%	30%	36%	21%	23%	39%	21%	18%	29%	19%
City AM	2%	2%	6%	2%	2%	1%	0%	2%	3%	1%	2%	3%	4%	6%	0%
Guardian / Observer	18%	19%	25%	21%	18%	15%	10%	8%	27%	15%	9%	26%	25%	3%	15%
The Sun / Sun on Sunday	17%	22%	21%	21%	14%	13%	10%	19%	13%	19%	17%	19%	7%	17%	16%
Metro	15%	11%	19%	17%	19%	12%	10%	15%	15%	14%	14%	18%	15%	10%	11%
The Times / Sunday Times	13%	17%	19%	16%	11%	8%	7%	10%	15%	11%	12%	16%	16%	3%	8%
Mirror	13%	20%	20%	13%	7%	11%	9%	11%	15%	14%	9%	20%	5%	17%	11%
Daily Telegraph / Sunday Telegraph	12%	20%	15%	12%	9%	7%	8%	11%	12%	11%	11%	12%	17%	6%	7%
Channel 5 News	10%	18%	14%	11%	8%	5%	5%	9%	10%	10%	8%	14%	5%	4%	6%
Other (Please specify)	5%	2%	4%	3%	6%	8%	5%	5%	4%	6%	5%	5%	2%	3%	4%
Don't know	1%	2%	2%	1%	1%	1%	0%	1%	0%	2%	0%	1%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Which of the following national newspapers - or national newspaper websites - do you get news from in a typical week? Select any that apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Express	8%	9%	8%	9%	6%	11%	6%	8%	6%	5%	9%	10%	10%
Financial Times	8%	16%	6%	4%	4%	9%	10%	8%	2%	5%	13%	17%	16%
Independent / The i	8%	12%	9%	5%	7%	5%	11%	15%	5%	5%	12%	13%	19%
N/A - I don't get news from newspapers or newspaper websites in a typical week	30%	24%	31%	30%	36%	21%	28%	34%	36%	34%	27%	20%	13%
Star	3%	4%	2%	2%	3%	3%	4%	1%	2%	3%	3%	5%	0%
Daily Mail / Mail on Sunday	27%	28%	28%	30%	23%	42%	23%	16%	25%	29%	25%	29%	18%
City AM	2%	4%	2%	1%	1%	1%	3%	4%	0%	1%	3%	5%	7%
Guardian / Observer	18%	28%	19%	12%	9%	10%	23%	25%	8%	12%	25%	32%	52%
The Sun / Sun on Sunday	17%	14%	13%	22%	19%	21%	18%	9%	18%	17%	14%	16%	33%
Metro	15%	15%	16%	14%	14%	14%	18%	17%	12%	11%	16%	21%	25%
The Times / Sunday Times	13%	21%	11%	9%	9%	12%	15%	16%	5%	10%	20%	21%	22%
Mirror	13%	11%	10%	15%	15%	11%	17%	4%	12%	10%	16%	13%	17%
Daily Telegraph / Sunday Telegraph	12%	17%	9%	12%	9%	13%	11%	15%	6%	10%	16%	18%	32%
Channel 5 News	10%	10%	7%	13%	10%	10%	12%	8%	9%	11%	10%	11%	10%
Other (Please specify)	5%	4%	4%	5%	6%	4%	5%	4%	5%	4%	4%	3%	3%
Don't know	1%	0%	1%	0%	2%	1%	2%	1%	2%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Which of the following TV broadcasters do you get news from in a typical week? Select any that apply.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Talk TV	7%	9%	5%	11%	3%	5%	7%	8%	8%	6%	6%	7%	4%	5%	10%
Al Jazeera	7%	8%	5%	12%	5%	6%	6%	6%	9%	5%	6%	7%	6%	3%	2%
BBC News	68%	69%	68%	70%	67%	69%	73%	68%	68%	65%	67%	66%	65%	67%	77%
ITV News	39%	36%	42%	35%	41%	35%	39%	31%	40%	41%	35%	39%	43%	41%	65%
Sky News	33%	37%	29%	38%	31%	26%	28%	36%	35%	32%	35%	36%	33%	34%	27%
Channel 4 News	19%	21%	17%	25%	21%	15%	18%	14%	21%	17%	13%	19%	18%	18%	24%
Channel 5 News	13%	12%	13%	19%	15%	12%	9%	7%	17%	10%	10%	16%	9%	7%	7%
GB News	11%	13%	9%	12%	10%	13%	14%	11%	13%	10%	11%	9%	11%	10%	11%
N/A - I don't news from TV broadcasters in a typical week	11%	10%	11%	12%	9%	10%	10%	13%	9%	12%	16%	10%	13%	11%	0%
Other (please specify)	2%	2%	1%	0%	3%	1%	4%	1%	1%	3%	1%	1%	4%	2%	0%
Don't know	1%	1%	0%	0%	2%	1%	1%	1%	1%	0%	0%	0%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Which of the following TV broadcasters do you get news from in a typical week? Select any that apply.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Talk TV	7%	9%	10%	7%	6%	4%	4%	8%	7%	4%	6%	9%	8%	12%	4%
Al Jazeera	7%	9%	11%	8%	4%	5%	4%	6%	6%	8%	4%	10%	5%	6%	6%
BBC News	68%	59%	65%	65%	69%	71%	77%	65%	73%	66%	71%	70%	75%	40%	58%
ITV News	39%	37%	32%	30%	43%	43%	48%	42%	37%	37%	41%	39%	27%	26%	40%
Sky News	33%	40%	38%	39%	33%	27%	23%	33%	34%	28%	35%	37%	29%	20%	21%
Channel 4 News	19%	20%	25%	18%	22%	17%	13%	17%	23%	15%	16%	23%	24%	16%	13%
Channel 5 News	13%	19%	14%	11%	13%	10%	11%	14%	11%	12%	13%	15%	7%	13%	10%
GB News	11%	9%	10%	11%	12%	12%	12%	16%	8%	9%	14%	10%	8%	51%	8%
N/A - I don't news from TV broadcasters in a typical week	11%	13%	16%	12%	10%	6%	7%	9%	9%	17%	7%	10%	9%	9%	22%
Other (please specify)	2%	0%	1%	1%	1%	2%	4%	2%	2%	1%	3%	1%	4%	0%	1%
Don't know	1%	2%	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll on Media Habits

(2.C) Which of the following TV broadcasters do you get news from in a typical week? Select any that apply.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Talk TV	7%	7%	7%	6%	6%	5%	8%	7%	5%	6%	7%	11%	21%
Al Jazeera	7%	10%	5%	7%	5%	6%	7%	9%	4%	4%	9%	14%	15%
BBC News	68%	76%	70%	66%	60%	73%	72%	77%	65%	66%	72%	76%	61%
ITV News	39%	36%	36%	41%	43%	43%	40%	27%	45%	43%	33%	31%	34%
Sky News	33%	39%	33%	35%	24%	34%	39%	28%	28%	36%	37%	35%	34%
Channel 4 News	19%	22%	17%	20%	17%	16%	22%	19%	16%	19%	20%	22%	29%
Channel 5 News	13%	12%	10%	17%	13%	15%	14%	11%	12%	13%	14%	12%	15%
GB News	11%	10%	10%	14%	11%	12%	8%	9%	12%	11%	11%	14%	13%
N/A - I don't news from TV broadcasters in a typical week	11%	8%	13%	9%	14%	8%	10%	9%	10%	12%	12%	8%	10%
Other (please specify)	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	3%
Don't know	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Thinking about an average week, where do you tend to get most of your news about national issues from? Select up to three.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Local newspaper, which I buy in a shop or have delivered	6%	6%	6%	9%	4%	3%	6%	3%	6%	6%	9%	7%	9%	7%	5%
WhatsApp or other web / phone-based apps that I am a member of	6%	6%	6%	11%	3%	6%	2%	11%	8%	4%	5%	5%	3%	6%	0%
National TV news broadcasts	51%	52%	50%	42%	59%	55%	58%	46%	46%	57%	49%	48%	54%	47%	58%
News blogs	4%	5%	4%	7%	4%	2%	2%	3%	7%	2%	1%	6%	3%	4%	2%
N/A - I don't pay attention to the news in a typical week	3%	3%	3%	2%	1%	4%	3%	1%	3%	2%	7%	4%	2%	4%	9%
A national newspaper website / app (or newspaper websites / apps)	22%	22%	21%	27%	23%	19%	20%	20%	20%	20%	20%	21%	24%	22%	13%
National radio news broadcasts	19%	21%	17%	19%	20%	19%	23%	17%	16%	17%	20%	20%	19%	17%	21%
Commentary on social media (like Facebook, Twitter / X, and so on)	18%	16%	19%	26%	12%	15%	18%	18%	14%	16%	28%	19%	16%	20%	12%
Links on social media to news stories on other platforms	16%	13%	18%	18%	13%	17%	16%	13%	16%	16%	20%	14%	15%	15%	14%
Word of mouth from family and friends	16%	14%	18%	18%	14%	10%	13%	16%	20%	17%	21%	17%	14%	17%	11%
Local radio	15%	16%	15%	13%	15%	19%	10%	13%	15%	16%	14%	15%	14%	15%	43%
Other news websites	14%	16%	11%	13%	14%	17%	14%	16%	12%	14%	7%	12%	18%	13%	5%
A national newspaper (or newspapers), which I buy in a shop or have delivered	13%	14%	13%	12%	14%	10%	18%	14%	10%	14%	14%	15%	14%	15%	8%
A local newspaper website / app (or newspaper websites / apps)	11%	12%	10%	10%	7%	12%	10%	15%	10%	16%	7%	13%	10%	12%	17%
Don't know	1%	1%	1%	1%	0%	1%	0%	1%	2%	0%	1%	0%	0%	0%	0%
Other (Please specify)	2%	2%	1%	1%	3%	3%	1%	3%	2%	1%	0%	1%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Thinking about an average week, where do you tend to get most of your news about national issues from? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Local newspaper, which I buy in a shop or have delivered	6%	8%	8%	7%	4%	4%	5%	6%	6%	5%	6%	7%	6%	3%	4%
WhatsApp or other web / phone-based apps that I am a member of	6%	10%	11%	8%	3%	2%	2%	5%	5%	8%	4%	8%	4%	10%	5%
National TV news broadcasts	51%	22%	28%	40%	63%	73%	73%	60%	53%	38%	64%	45%	55%	47%	44%
News blogs	4%	9%	8%	3%	3%	1%	1%	2%	5%	5%	3%	7%	4%	0%	3%
N/A - I don't pay attention to the news in a typical week	3%	3%	5%	4%	1%	2%	2%	2%	3%	5%	2%	3%	1%	0%	6%
A national newspaper website / app (or newspaper websites / apps)	22%	11%	23%	28%	24%	23%	19%	21%	26%	18%	24%	24%	23%	13%	17%
National radio news broadcasts	19%	7%	13%	18%	24%	25%	25%	21%	23%	12%	23%	17%	27%	17%	12%
Commentary on social media (like Facebook, Twitter / X, and so on)	18%	37%	29%	23%	12%	7%	4%	12%	17%	21%	10%	22%	15%	12%	22%
Links on social media to news stories on other platforms	16%	31%	24%	21%	11%	6%	3%	10%	15%	22%	8%	20%	8%	12%	19%
Word of mouth from family and friends	16%	27%	20%	19%	14%	9%	9%	14%	13%	20%	11%	18%	11%	12%	22%
Local radio	15%	11%	19%	15%	17%	17%	13%	16%	15%	18%	14%	15%	15%	22%	16%
Other news websites	14%	9%	11%	11%	16%	19%	16%	13%	16%	11%	13%	13%	18%	12%	13%
A national newspaper (or newspapers), which I buy in a shop or have delivered	13%	10%	9%	9%	14%	12%	23%	19%	13%	5%	20%	11%	17%	16%	4%
A local newspaper website / app (or newspaper websites / apps)	11%	14%	14%	13%	11%	8%	7%	10%	11%	12%	11%	12%	9%	0%	12%
Don't know	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%
Other (Please specify)	2%	0%	2%	2%	0%	1%	4%	2%	2%	1%	1%	1%	3%	12%	1%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) Thinking about an average week, where do you tend to get most of your news about national issues from? Select up to three.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Local newspaper, which I buy in a shop or have delivered	6%	5%	6%	9%	5%	7%	7%	6%	5%	6%	6%	7%	3%
WhatsApp or other web / phone-based apps that I am a member of	6%	6%	5%	6%	7%	5%	6%	8%	5%	6%	7%	8%	8%
National TV news broadcasts	51%	54%	47%	52%	50%	60%	49%	49%	58%	49%	46%	42%	48%
News blogs	4%	4%	5%	4%	3%	3%	5%	9%	1%	4%	6%	9%	10%
N/A - I don't pay attention to the news in a typical week	3%	1%	4%	2%	6%	2%	3%	2%	4%	3%	2%	2%	0%
A national newspaper website / app (or newspaper websites / apps)	22%	29%	23%	18%	15%	25%	25%	22%	15%	19%	25%	30%	45%
National radio news broadcasts	19%	26%	20%	16%	14%	23%	18%	24%	17%	18%	23%	21%	22%
Commentary on social media (like Facebook, Twitter / X, and so on)	18%	19%	17%	18%	17%	12%	21%	15%	11%	22%	20%	24%	28%
Links on social media to news stories on other platforms	16%	16%	16%	15%	15%	10%	20%	10%	12%	20%	17%	15%	9%
Word of mouth from family and friends	16%	14%	18%	14%	16%	12%	17%	14%	12%	19%	17%	18%	0%
Local radio	15%	12%	16%	19%	15%	14%	15%	10%	16%	19%	13%	12%	11%
Other news websites	14%	16%	15%	12%	11%	13%	14%	17%	14%	13%	16%	14%	16%
A national newspaper (or newspapers), which I buy in a shop or have delivered	13%	18%	13%	12%	10%	24%	11%	13%	16%	10%	12%	16%	24%
A local newspaper website / app (or newspaper websites / apps)	11%	11%	11%	10%	11%	12%	13%	7%	11%	8%	13%	11%	4%
Don't know	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	0%
Other (Please specify)	2%	2%	2%	2%	1%	1%	1%	3%	2%	0%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) You said that you get your news from a physical national newspaper. How do you get this newspaper or newspapers? Select any which apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	274	141	133	35	38	17	34	20	19	23	12	36	22	15	3
Weighted	270	141	129	34	36	16	32	20	18	22	11	34	25	15	5
I buy it from a shop	75%	74%	75%	55%	79%	100%	68%	75%	79%	63%	66%	92%	68%	81%	100%
I have it delivered to my home	19%	20%	18%	26%	19%	0%	30%	29%	16%	17%	24%	11%	19%	13%	0%
I get it for free e.g. from shops, or public transport	13%	15%	11%	34%	14%	0%	12%	16%	10%	16%	0%	17%	0%	6%	0%
I get it through my work	11%	12%	10%	29%	3%	6%	4%	19%	11%	5%	18%	6%	13%	14%	0%
Other (Please Specify)	1%	0%	2%	3%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%
Don't Know	1%	1%	1%	0%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%

Note:

BASE: Get their news from national newspaper that they buy in shop

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) You said that you get your news from a physical national newspaper. How do you get this newspaper or newspapers? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	274	28	26	30	50	37	103	140	110	15	139	69	24	5	11
Weighted	270	27	31	30	48	35	99	138	109	15	136	68	23	5	10
I buy it from a shop	75%	40%	65%	77%	88%	87%	76%	77%	75%	67%	77%	74%	69%	59%	73%
I have it delivered to my home	19%	28%	19%	33%	4%	10%	22%	19%	19%	19%	21%	17%	4%	40%	10%
I get it for free e.g. from shops, or public transport	13%	39%	26%	14%	19%	5%	2%	8%	15%	26%	9%	19%	23%	0%	17%
I get it through my work	11%	46%	18%	21%	6%	3%	1%	6%	12%	33%	4%	15%	26%	21%	28%
Other (Please Specify)	1%	0%	0%	0%	2%	0%	1%	1%	1%	0%	0%	3%	0%	0%	0%
Don't Know	1%	4%	0%	3%	0%	0%	0%	0%	1%	0%	0%	1%	4%	0%	0%

Note:

BASE: Get their news from national newspaper that they buy in shop

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) You said that you get your news from a physical national newspaper. How do you get this newspaper or newspapers? Select any which apply

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	274	99	67	57	51	104	82	18	0	0	65	40	8
Weighted	270	96	70	55	49	102	81	18	0	0	66	40	8
I buy it from a shop	75%	69%	77%	79%	77%	73%	78%	77%	83%	73%	61%	80%	53%
I have it delivered to my home	19%	27%	8%	17%	20%	21%	14%	12%	15%	16%	19%	22%	50%
I get it for free e.g. from shops, or public transport	13%	12%	12%	12%	18%	9%	21%	7%	8%	16%	20%	13%	23%
I get it through my work	11%	14%	12%	12%	2%	6%	12%	29%	5%	11%	24%	5%	24%
Other (Please Specify)	1%	0%	1%	0%	2%	0%	2%	0%	3%	0%	0%	0%	0%
Don't Know	1%	1%	0%	2%	0%	1%	1%	0%	0%	2%	0%	2%	0%

Note:

BASE: Get their news from national newspaper that they buy in shop

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) You said that you get your news from a physical local newspaper. How do you get this newspaper or newspapers? Select any which apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	121	57	64	26	11	4	10	4	11	9	7	15	15	7	2
Weighted	124	62	62	27	10	4	10	4	11	9	7	15	17	7	3
I buy it from a shop	58%	65%	51%	46%	18%	54%	22%	100%	27%	55%	84%	87%	87%	72%	100%
I have it delivered to my home	27%	27%	27%	35%	45%	21%	20%	23%	61%	13%	16%	33%	6%	14%	0%
I get it through my work	21%	23%	18%	41%	18%	0%	9%	0%	17%	35%	16%	20%	13%	14%	0%
I get it for free e.g. from shops, or public transport	21%	17%	25%	27%	38%	25%	39%	0%	30%	21%	0%	26%	6%	0%	0%
Other (Please Specify)	1%	0%	3%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	2%	2%	2%	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	14%	0%

Note:

BASE: Get their news from local newspaper that they buy in shop

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) You said that you get your news from a physical local newspaper. How do you get this newspaper or newspapers? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	121	24	24	25	14	13	21	47	44	13	43	40	8	1	9
Weighted	124	23	28	25	14	12	21	47	47	13	43	41	8	1	9
I buy it from a shop	58%	63%	52%	50%	74%	77%	49%	60%	64%	41%	52%	61%	49%	100%	57%
I have it delivered to my home	27%	33%	27%	32%	6%	8%	41%	29%	30%	15%	36%	25%	26%	0%	21%
I get it through my work	21%	29%	19%	35%	19%	8%	5%	18%	19%	36%	18%	20%	50%	0%	32%
I get it for free e.g. from shops, or public transport	21%	13%	31%	27%	14%	22%	14%	21%	13%	46%	17%	19%	27%	0%	33%
Other (Please Specify)	1%	4%	0%	4%	0%	0%	0%	0%	4%	0%	0%	4%	0%	0%	0%
Don't Know	2%	4%	0%	4%	0%	0%	0%	0%	4%	0%	0%	5%	0%	0%	0%

Note:

BASE: Get their news from local newspaper that they buy in shop

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) You said that you get your news from a physical local newspaper. How do you get this newspaper or newspapers? Select any which apply

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	121	28	27	39	27	30	48	8	0	0	29	16	1
Weighted	124	29	29	39	26	30	49	8	0	0	31	17	1
I buy it from a shop	58%	52%	53%	65%	61%	45%	64%	75%	73%	65%	49%	39%	100%
I have it delivered to my home	27%	38%	16%	22%	36%	46%	22%	40%	26%	17%	28%	41%	100%
I get it through my work	21%	42%	18%	15%	11%	20%	22%	37%	16%	14%	39%	24%	0%
I get it for free e.g. from shops, or public transport	21%	17%	25%	18%	25%	15%	24%	26%	11%	18%	27%	31%	0%
Other (Please Specify)	1%	3%	3%	0%	0%	0%	4%	0%	4%	0%	3%	0%	0%
Don't Know	2%	0%	3%	0%	4%	0%	4%	0%	0%	3%	3%	0%	0%

Note:

BASE: Get their news from local newspaper that they buy in shop

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) You said that you get your news from an online news website or app. Do you pay any subscription fees for these?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	855	444	409	139	112	69	78	65	68	73	26	98	74	42	11
Weighted	856	456	398	138	109	67	74	64	69	71	25	94	84	44	16
Yes, I subscribe to more than one online news source	8%	8%	7%	12%	10%	6%	4%	10%	10%	6%	0%	7%	6%	4%	9%
Yes, I subscribe to one news source	13%	15%	11%	19%	11%	7%	16%	9%	23%	9%	8%	11%	10%	16%	9%
No, I do not pay to access these	78%	77%	80%	68%	76%	87%	79%	79%	64%	86%	92%	81%	84%	79%	83%
Don't Know	1%	1%	1%	0%	2%	0%	2%	1%	3%	0%	0%	1%	0%	0%	0%

Note:

BASE: Get their news online

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) You said that you get your news from an online news website or app. Do you pay any subscription fees for these?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	855	106	146	153	166	121	163	290	401	108	298	283	66	7	94
Weighted	856	102	162	160	160	115	158	286	406	109	294	285	64	7	95
Yes, I subscribe to more than one online news source	8%	14%	13%	11%	7%	2%	2%	7%	10%	4%	5%	12%	6%	0%	3%
Yes, I subscribe to one news source	13%	21%	21%	13%	6%	7%	12%	10%	15%	14%	14%	17%	20%	0%	3%
No, I do not pay to access these	78%	61%	65%	77%	87%	91%	87%	83%	75%	75%	81%	71%	75%	100%	89%
Don't Know	1%	4%	2%	0%	1%	0%	0%	0%	0%	7%	0%	0%	0%	0%	5%

Note:

BASE: Get their news online

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) You said that you get your news from an online news website or app. Do you pay any subscription fees for these?

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	855	278	221	171	182	197	349	63	0	0	261	130	21
Weighted	856	271	234	169	179	196	350	63	0	0	263	131	22
Yes, I subscribe to more than one online news source	8%	14%	3%	5%	6%	7%	9%	8%	4%	1%	11%	17%	24%
Yes, I subscribe to one news source	13%	16%	9%	16%	12%	13%	14%	18%	8%	12%	15%	13%	14%
No, I do not pay to access these	78%	69%	88%	78%	80%	80%	76%	74%	86%	85%	74%	70%	62%
Don't Know	1%	0%	0%	1%	2%	0%	1%	0%	1%	2%	0%	0%	0%

Note:

BASE: Get their news online

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Thinking about an average week, where do you tend to get most of your news about local issues from? Select up to three.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
WhatsApp or other web / phone-based groups that I am a member of	8%	9%	8%	15%	8%	4%	5%	11%	11%	9%	6%	8%	6%	4%	11%
Local TV news	47%	46%	48%	36%	48%	47%	48%	48%	46%	50%	47%	52%	45%	45%	72%
Physical bulletin boards / noticeboards in shops, supermarkets etc	4%	4%	4%	6%	4%	2%	2%	3%	7%	3%	4%	3%	3%	1%	2%
Word of mouth from family and friends	29%	28%	30%	31%	27%	24%	28%	32%	32%	25%	32%	32%	34%	24%	17%
Commentary on social media (like Facebook, Twitter / X, and so on)	27%	23%	30%	34%	22%	28%	19%	27%	24%	28%	32%	29%	27%	26%	22%
Local radio news	22%	25%	20%	17%	22%	25%	20%	18%	24%	21%	15%	21%	28%	22%	53%
A local newspaper website	19%	21%	17%	15%	20%	16%	22%	18%	15%	25%	15%	23%	22%	18%	11%
A local newspaper	17%	19%	16%	19%	19%	13%	19%	12%	18%	14%	13%	20%	20%	15%	17%
Other local news websites / blogs	12%	13%	11%	16%	14%	11%	12%	11%	9%	12%	18%	10%	11%	12%	7%
Other (Please specify)	2%	2%	2%	3%	2%	4%	2%	3%	1%	3%	1%	0%	5%	1%	0%
None of the above	5%	6%	5%	7%	8%	6%	6%	3%	6%	4%	6%	5%	1%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Thinking about an average week, where do you tend to get most of your news about local issues from? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
WhatsApp or other web / phone-based groups that I am a member of	8%	17%	12%	11%	6%	2%	4%	6%	9%	10%	6%	12%	7%	6%	6%
Local TV news	47%	30%	31%	42%	53%	63%	59%	54%	48%	38%	52%	48%	40%	46%	43%
Physical bulletin boards / noticeboards in shops, supermarkets etc	4%	7%	7%	5%	2%	1%	1%	3%	4%	4%	2%	5%	4%	3%	1%
Word of mouth from family and friends	29%	35%	31%	30%	25%	25%	29%	28%	26%	29%	28%	29%	31%	32%	28%
Commentary on social media (like Facebook, Twitter / X, and so on)	27%	50%	39%	33%	21%	13%	10%	20%	27%	27%	19%	33%	15%	24%	31%
Local radio news	22%	14%	21%	23%	25%	27%	23%	25%	23%	20%	23%	22%	21%	34%	19%
A local newspaper website	19%	9%	21%	22%	21%	21%	18%	22%	21%	14%	21%	22%	18%	11%	12%
A local newspaper	17%	16%	19%	15%	16%	15%	20%	19%	17%	14%	20%	17%	20%	15%	11%
Other local news websites / blogs	12%	13%	13%	11%	14%	11%	12%	11%	13%	14%	12%	12%	13%	7%	13%
Other (Please specify)	2%	0%	2%	1%	3%	2%	4%	2%	3%	3%	1%	2%	6%	3%	3%
None of the above	5%	2%	6%	5%	7%	5%	5%	5%	5%	9%	5%	4%	4%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) Thinking about an average week, where do you tend to get most of your news about local issues from? Select up to three.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
WhatsApp or other web / phone-based groups that I am a member of	8%	10%	9%	7%	7%	9%	9%	11%	6%	7%	12%	14%	17%
Local TV news	47%	45%	46%	51%	47%	50%	48%	42%	58%	46%	42%	38%	40%
Physical bulletin boards / noticeboards in shops, supermarkets etc	4%	5%	3%	3%	3%	4%	4%	6%	1%	4%	3%	10%	15%
Word of mouth from family and friends	29%	28%	34%	28%	26%	28%	28%	30%	27%	30%	32%	30%	17%
Commentary on social media (like Facebook, Twitter / X, and so on)	27%	27%	27%	27%	27%	22%	32%	18%	20%	34%	30%	30%	34%
Local radio news	22%	20%	22%	28%	19%	24%	22%	21%	24%	25%	18%	19%	22%
A local newspaper website	19%	22%	18%	18%	17%	22%	22%	17%	18%	15%	22%	21%	20%
A local newspaper	17%	19%	15%	19%	16%	21%	16%	18%	16%	14%	18%	19%	31%
Other local news websites / blogs	12%	14%	12%	11%	11%	13%	12%	13%	10%	9%	15%	16%	10%
Other (Please specify)	2%	3%	2%	2%	2%	1%	2%	6%	2%	1%	2%	5%	3%
None of the above	5%	4%	5%	5%	8%	4%	5%	5%	6%	5%	4%	7%	6%

(8.A) You said that you get your local news from a physical newspaper. How do you get this newspaper or newspapers? Select any which apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	344	182	162	54	51	21	35	17	32	23	11	47	31	15	7
Weighted	344	187	158	55	49	20	33	17	32	22	11	45	35	15	10
I buy it from a shop	49%	54%	43%	32%	39%	63%	42%	53%	35%	50%	36%	60%	73%	53%	86%
I get it for free e.g. from shops, or public transport	31%	27%	35%	57%	34%	38%	34%	12%	32%	14%	17%	30%	14%	13%	14%
I have it delivered to my home	20%	21%	19%	14%	21%	9%	28%	24%	37%	26%	18%	21%	4%	33%	14%
I get it through my work	13%	14%	12%	25%	8%	5%	5%	23%	26%	14%	11%	13%	7%	0%	0%
Don't Know	1%	1%	2%	0%	0%	0%	3%	0%	3%	0%	18%	2%	0%	0%	0%
Other (Please Specify)	2%	3%	2%	0%	4%	0%	3%	0%	6%	0%	0%	2%	6%	0%	0%

Note:

BASE: Get their news about local issues from local newspaper

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) You said that you get your local news from a physical newspaper. How do you get this newspaper or newspapers? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	344	46	60	50	58	43	87	137	141	41	135	101	29	4	29
Weighted	344	45	65	52	56	41	85	136	142	41	132	101	28	4	29
I buy it from a shop	49%	39%	41%	41%	57%	56%	55%	52%	45%	56%	49%	42%	31%	78%	53%
I get it for free e.g. from shops, or public transport	31%	43%	37%	25%	35%	25%	23%	26%	30%	35%	34%	29%	31%	0%	40%
I have it delivered to my home	20%	33%	24%	23%	8%	15%	20%	22%	20%	12%	21%	23%	31%	22%	7%
I get it through my work	13%	17%	27%	23%	11%	0%	1%	10%	14%	16%	9%	16%	18%	0%	10%
Don't Know	1%	0%	3%	2%	0%	2%	1%	1%	1%	2%	0%	3%	0%	0%	3%
Other (Please Specify)	2%	0%	0%	4%	2%	7%	2%	2%	3%	0%	1%	4%	3%	0%	0%

Note:

BASE: Get their news about local issues from local newspaper

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) You said that you get your local news from a physical newspaper. How do you get this newspaper or newspapers? Select any which apply

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	344	103	73	82	84	90	121	25	0	0	95	48	10
Weighted	344	101	77	82	82	88	121	24	0	0	96	47	10
I buy it from a shop	49%	42%	42%	60%	54%	44%	49%	42%	61%	46%	46%	38%	72%
I get it for free e.g. from shops, or public transport	31%	31%	42%	23%	27%	33%	31%	35%	20%	33%	38%	35%	9%
I have it delivered to my home	20%	27%	14%	21%	17%	25%	19%	24%	17%	21%	21%	26%	18%
I get it through my work	13%	19%	13%	9%	8%	14%	18%	12%	9%	3%	20%	20%	33%
Don't Know	1%	1%	0%	1%	3%	1%	2%	0%	1%	5%	0%	2%	0%
Other (Please Specify)	2%	3%	5%	0%	1%	2%	2%	4%	4%	3%	1%	0%	0%

Note:

BASE: Get their news about local issues from local newspaper

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) If you had to choose, which of the following statements is closer to your view? Select one.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
I tend to hear news stories first on social media, before then seeing them in national media outlets	37%	33%	40%	44%	31%	33%	36%	35%	42%	37%	38%	34%	39%	33%	34%
I tend to hear news stories first in national media outlets, before then seeing them on social media	58%	62%	53%	51%	63%	61%	57%	61%	51%	57%	53%	61%	56%	57%	63%
Don't know	6%	5%	7%	5%	6%	6%	6%	4%	7%	6%	9%	4%	5%	10%	2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) If you had to choose, which of the following statements is closer to your view? Select one.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
I tend to hear news stories first on social media, before then seeing them in national media outlets	37%	69%	59%	45%	29%	16%	10%	26%	36%	46%	24%	43%	23%	37%	47%
I tend to hear news stories first in national media outlets, before then seeing them on social media	58%	26%	36%	50%	66%	77%	81%	67%	60%	47%	71%	53%	72%	59%	44%
Don't know	6%	4%	4%	5%	5%	7%	9%	7%	4%	7%	6%	5%	5%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) If you had to choose, which of the following statements is closer to your view? Select one.

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
I tend to hear news stories first on social media, before then seeing them in national media outlets	37%	37%	35%	40%	35%	27%	42%	30%	29%	45%	39%	39%	48%
I tend to hear news stories first in national media outlets, before then seeing them on social media	58%	60%	60%	55%	54%	68%	53%	67%	63%	51%	57%	56%	52%
Don't know	6%	3%	5%	6%	10%	5%	5%	3%	9%	5%	4%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Which, if any, of the following news outlets do you pay subscriptions to access? Select any that apply.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
A national newspaper website	8%	9%	7%	12%	10%	4%	10%	5%	11%	6%	5%	7%	8%	5%	5%
A news podcast	5%	5%	4%	9%	3%	4%	2%	3%	7%	6%	3%	5%	5%	3%	5%
Don't know	40%	35%	45%	33%	40%	40%	41%	39%	40%	44%	47%	37%	41%	46%	43%
A national news magazine website	4%	6%	3%	7%	5%	4%	5%	6%	3%	1%	1%	5%	4%	2%	3%
A specialist news website	4%	4%	3%	6%	3%	2%	2%	5%	4%	3%	3%	6%	3%	2%	0%
A news blog	3%	4%	2%	5%	2%	3%	2%	6%	4%	3%	0%	3%	3%	4%	3%
Other paid-for news channels	3%	3%	2%	6%	2%	3%	2%	1%	3%	1%	4%	3%	3%	2%	0%
BBC News	22%	24%	20%	29%	19%	20%	20%	28%	23%	15%	13%	23%	22%	21%	21%
Sky News	18%	22%	15%	25%	18%	15%	13%	16%	23%	18%	18%	19%	17%	12%	18%
Other (Please specify)	18%	17%	18%	14%	17%	24%	20%	14%	12%	19%	18%	17%	21%	20%	22%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Which, if any, of the following news outlets do you pay subscriptions to access? Select any that apply.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
A national newspaper website	8%	7%	9%	11%	8%	5%	7%	9%	10%	5%	8%	10%	14%	3%	2%
A news podcast	5%	11%	8%	7%	2%	1%	0%	4%	6%	4%	3%	8%	5%	6%	1%
Don't know	40%	41%	36%	42%	44%	43%	36%	39%	37%	42%	37%	39%	29%	35%	51%
A national news magazine website	4%	7%	9%	7%	2%	1%	2%	3%	5%	5%	3%	7%	7%	6%	3%
A specialist news website	4%	5%	7%	6%	2%	1%	0%	3%	4%	3%	3%	5%	4%	4%	1%
A news blog	3%	6%	7%	5%	1%	1%	0%	2%	4%	4%	2%	5%	6%	0%	2%
Other paid-for news channels	3%	4%	3%	3%	2%	3%	1%	2%	3%	4%	2%	3%	3%	9%	3%
BBC News	22%	29%	31%	23%	22%	16%	13%	20%	24%	19%	22%	26%	26%	7%	14%
Sky News	18%	26%	27%	21%	13%	10%	14%	19%	19%	16%	21%	22%	14%	11%	9%
Other (Please specify)	18%	4%	10%	12%	17%	25%	33%	19%	18%	18%	18%	13%	21%	35%	21%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) Which, if any, of the following news outlets do you pay subscriptions to access? Select any that apply.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
A national newspaper website	8%	13%	8%	7%	5%	9%	9%	9%	5%	4%	12%	13%	33%
A news podcast	5%	6%	5%	4%	3%	4%	6%	9%	2%	3%	6%	11%	20%
Don't know	40%	37%	40%	40%	44%	31%	42%	27%	43%	45%	39%	31%	18%
A national news magazine website	4%	6%	4%	4%	3%	5%	6%	4%	3%	2%	6%	7%	20%
A specialist news website	4%	4%	4%	3%	3%	5%	4%	5%	2%	3%	5%	5%	16%
A news blog	3%	5%	3%	3%	3%	3%	4%	6%	2%	3%	5%	6%	14%
Other paid-for news channels	3%	3%	3%	3%	2%	4%	2%	2%	2%	2%	4%	4%	9%
BBC News	22%	25%	24%	21%	17%	25%	25%	31%	18%	18%	23%	33%	45%
Sky News	18%	21%	17%	20%	14%	21%	22%	17%	15%	17%	19%	24%	36%
Other (Please specify)	18%	15%	16%	15%	23%	18%	12%	23%	21%	19%	13%	12%	9%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Thinking about BBC News specifically, how often do you read, listen to, or watch BBC News outlets?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Multiple times a day	28%	33%	23%	28%	28%	25%	32%	25%	16%	30%	25%	30%	30%	31%	29%
Once a day	26%	26%	26%	23%	28%	29%	25%	25%	33%	27%	25%	24%	23%	22%	28%
Multiple times a week	18%	17%	18%	21%	18%	14%	18%	15%	20%	16%	13%	20%	16%	16%	23%
Once a week	7%	6%	8%	10%	6%	7%	8%	10%	9%	7%	10%	6%	5%	5%	6%
Multiple times a month	4%	4%	5%	4%	2%	7%	2%	6%	5%	2%	2%	5%	6%	8%	5%
Once a month	1%	1%	2%	1%	2%	3%	2%	2%	2%	1%	1%	1%	0%	1%	0%
Less often, but still on occasion	6%	4%	8%	5%	6%	4%	8%	9%	8%	7%	10%	4%	7%	5%	2%
Never	9%	8%	9%	7%	10%	8%	6%	7%	7%	10%	14%	9%	14%	10%	7%
Don't know	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	2%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Thinking about BBC News specifically, how often do you read, listen to, or watch BBC News outlets?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Multiple times a day	28%	9%	19%	25%	32%	37%	39%	28%	34%	19%	31%	30%	39%	23%	16%
Once a day	26%	22%	25%	23%	23%	26%	33%	27%	26%	27%	29%	23%	27%	20%	24%
Multiple times a week	18%	23%	22%	19%	20%	15%	10%	18%	17%	17%	17%	19%	18%	13%	17%
Once a week	7%	17%	12%	8%	5%	3%	2%	5%	7%	12%	4%	11%	3%	0%	9%
Multiple times a month	4%	9%	6%	6%	3%	2%	1%	3%	5%	5%	2%	4%	4%	3%	5%
Once a month	1%	3%	1%	2%	2%	0%	0%	1%	1%	2%	1%	1%	1%	0%	3%
Less often, but still on occasion	6%	8%	7%	7%	6%	5%	5%	6%	5%	7%	5%	7%	1%	7%	11%
Never	9%	7%	8%	9%	8%	11%	10%	12%	5%	10%	9%	4%	5%	30%	14%
Don't know	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) Thinking about BBC News specifically, how often do you read, listen to, or watch BBC News outlets?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Multiple times a day	28%	33%	29%	25%	21%	31%	30%	32%	27%	23%	29%	31%	35%
Once a day	26%	27%	23%	28%	25%	29%	24%	33%	29%	24%	24%	28%	16%
Multiple times a week	18%	20%	18%	15%	17%	20%	19%	19%	15%	18%	20%	18%	26%
Once a week	7%	6%	7%	8%	9%	4%	10%	4%	7%	9%	7%	8%	10%
Multiple times a month	4%	2%	6%	5%	4%	4%	4%	4%	4%	4%	5%	4%	9%
Once a month	1%	1%	1%	2%	2%	1%	1%	4%	1%	3%	1%	2%	0%
Less often, but still on occasion	6%	3%	7%	7%	9%	5%	6%	1%	5%	8%	8%	2%	4%
Never	9%	7%	8%	9%	12%	6%	6%	3%	10%	9%	6%	6%	0%
Don't know	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) You said that you read, listen to, or watch BBC News outlets. Which of the following do you read, listen to, or watch? Select any that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1816	873	937	261	245	149	176	131	166	149	72	205	136	88	38
Weighted	1817	901	910	260	235	145	168	130	167	145	69	197	156	90	56
BBC radio shows on catch up / listen again	9%	8%	9%	12%	8%	10%	6%	8%	8%	8%	13%	7%	6%	7%	14%
Politics Live	9%	11%	7%	13%	6%	13%	7%	5%	10%	11%	13%	8%	11%	5%	12%
Radio 4 Today programme in real time	8%	9%	6%	12%	8%	7%	8%	9%	8%	7%	3%	7%	9%	4%	3%
Radio 4 news bulletins on the hour in real time	7%	8%	6%	10%	9%	5%	5%	11%	6%	7%	7%	6%	6%	6%	11%
BBC News website	53%	55%	50%	58%	49%	52%	58%	57%	49%	47%	46%	50%	53%	53%	51%
Other Radio 4 news shows in real time	5%	5%	4%	8%	6%	6%	2%	3%	4%	3%	6%	4%	8%	4%	0%
BBC 1 news bulletins on the hour in real time	37%	37%	37%	28%	44%	38%	41%	32%	35%	37%	44%	34%	38%	34%	51%
Other BBC radio shows in real time	15%	14%	16%	13%	19%	12%	13%	14%	19%	14%	13%	16%	13%	17%	16%
Newsnight	15%	19%	12%	22%	16%	12%	13%	9%	15%	13%	7%	17%	20%	17%	8%
BBC Radio 5 Live in real time	11%	15%	7%	13%	8%	11%	9%	13%	16%	8%	3%	11%	12%	6%	17%
Other (Please specify)	4%	4%	5%	3%	4%	6%	3%	8%	5%	4%	0%	7%	5%	4%	3%
Don't know	6%	5%	7%	7%	7%	4%	3%	4%	9%	8%	10%	8%	4%	5%	6%

Note:

BASE: Use BBC News

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) You said that you read, listen to, or watch BBC News outlets. Which of the following do you read, listen to, or watch? Select any that apply.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1816	266	281	298	319	261	391	633	777	249	624	573	134	20	216
Weighted	1817	257	313	310	309	249	379	624	787	252	611	578	130	20	218
BBC radio shows on catch up / listen again	9%	18%	12%	11%	5%	5%	4%	5%	10%	10%	5%	13%	10%	5%	6%
Politics Live	9%	9%	13%	9%	9%	9%	7%	11%	9%	8%	7%	12%	10%	19%	6%
Radio 4 Today programme in real time	8%	9%	9%	8%	5%	7%	8%	8%	10%	4%	7%	10%	13%	19%	4%
Radio 4 news bulletins on the hour in real time	7%	8%	8%	7%	7%	5%	8%	6%	10%	4%	5%	11%	13%	5%	3%
BBC News website	53%	47%	52%	58%	61%	52%	46%	48%	57%	49%	53%	52%	60%	39%	45%
Other Radio 4 news shows in real time	5%	4%	7%	4%	3%	4%	6%	4%	6%	3%	5%	6%	8%	11%	2%
BBC 1 news bulletins on the hour in real time	37%	22%	26%	34%	38%	52%	48%	43%	38%	27%	44%	34%	36%	20%	35%
Other BBC radio shows in real time	15%	15%	14%	14%	15%	13%	18%	15%	16%	12%	16%	14%	17%	9%	10%
Newsnight	15%	10%	19%	13%	19%	13%	16%	16%	17%	13%	16%	18%	17%	6%	8%
BBC Radio 5 Live in real time	11%	13%	12%	10%	11%	9%	8%	11%	11%	8%	9%	14%	12%	11%	5%
Other (Please specify)	4%	2%	4%	4%	2%	6%	8%	4%	5%	6%	4%	4%	5%	5%	7%
Don't know	6%	6%	7%	8%	6%	6%	4%	6%	5%	9%	4%	7%	1%	15%	11%

Note:

BASE: Use BBC News

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) You said that you read, listen to, or watch BBC News outlets. Which of the following do you read, listen to, or watch? Select any that apply.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	1816	514	450	401	446	405	686	135	0	0	488	223	31
Weighted	1817	502	478	396	436	399	688	133	0	0	494	224	32
BBC radio shows on catch up / listen again	9%	9%	9%	9%	7%	5%	11%	9%	3%	10%	10%	14%	13%
Politics Live	9%	11%	8%	11%	8%	8%	11%	11%	8%	6%	12%	11%	19%
Radio 4 Today programme in real time	8%	13%	7%	4%	6%	8%	8%	12%	5%	5%	12%	10%	18%
Radio 4 news bulletins on the hour in real time	7%	12%	7%	6%	4%	6%	9%	10%	4%	5%	11%	12%	3%
BBC News website	53%	65%	55%	46%	43%	54%	55%	61%	45%	51%	59%	63%	71%
Other Radio 4 news shows in real time	5%	7%	5%	2%	3%	6%	5%	6%	2%	3%	9%	5%	9%
BBC 1 news bulletins on the hour in real time	37%	36%	33%	39%	41%	40%	37%	30%	40%	37%	33%	33%	21%
Other BBC radio shows in real time	15%	16%	14%	17%	12%	18%	15%	16%	13%	17%	18%	10%	14%
Newsnight	15%	19%	15%	16%	10%	16%	18%	16%	11%	15%	17%	15%	25%
BBC Radio 5 Live in real time	11%	15%	9%	10%	8%	9%	13%	14%	8%	9%	12%	13%	28%
Other (Please specify)	4%	3%	5%	3%	6%	3%	4%	7%	5%	5%	4%	3%	7%
Don't know	6%	3%	7%	8%	7%	4%	6%	3%	7%	7%	6%	2%	0%

Note:

BASE: Use BBC News

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) BBC1, BBC2, ITV1, Channel 4, and Channel 5 are known as Public Service Broadcasters . Thinking about the last five years, do you watch these broadcasters for news more or less often than you used to?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Much more often	8%	7%	8%	11%	7%	5%	6%	6%	8%	4%	7%	9%	6%	12%	10%
A bit more often	16%	16%	16%	19%	14%	16%	15%	16%	16%	17%	13%	23%	11%	9%	14%
About the same	47%	46%	47%	40%	50%	49%	51%	46%	43%	53%	46%	37%	50%	51%	57%
A bit less often	11%	11%	11%	11%	10%	10%	8%	15%	11%	9%	14%	13%	9%	15%	12%
Much less often	17%	17%	17%	17%	17%	17%	17%	15%	20%	17%	13%	17%	22%	12%	7%
Don t Know	2%	1%	3%	2%	2%	3%	3%	2%	2%	1%	6%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) BBC1, BBC2, ITV1, Channel 4, and Channel 5 are known as Public Service Broadcasters . Thinking about the last five years, do you watch these broadcasters for news more or less often than you used to?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Much more often	8%	12%	13%	7%	4%	6%	4%	7%	9%	9%	5%	11%	7%	11%	5%
A bit more often	16%	22%	18%	17%	17%	12%	10%	14%	18%	13%	16%	19%	13%	3%	10%
About the same	47%	26%	41%	48%	48%	50%	60%	49%	49%	44%	51%	44%	55%	25%	49%
A bit less often	11%	18%	10%	9%	11%	13%	7%	9%	11%	11%	10%	12%	12%	11%	10%
Much less often	17%	18%	15%	16%	18%	17%	18%	20%	12%	18%	16%	12%	12%	50%	22%
Don t Know	2%	4%	2%	2%	2%	2%	0%	2%	1%	5%	1%	2%	1%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) BBC1, BBC2, ITV1, Channel 4, and Channel 5 are known as Public Service Broadcasters . Thinking about the last five years, do you watch these broadcasters for news more or less often than you used to?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Much more often	8%	9%	6%	8%	7%	8%	10%	5%	7%	7%	7%	11%	20%
A bit more often	16%	21%	14%	17%	12%	18%	19%	19%	10%	17%	16%	25%	20%
About the same	47%	44%	50%	45%	47%	53%	43%	55%	54%	46%	43%	39%	49%
A bit less often	11%	10%	11%	11%	12%	7%	14%	10%	10%	12%	14%	8%	4%
Much less often	17%	15%	17%	17%	19%	14%	12%	9%	16%	16%	19%	15%	7%
Don t Know	2%	1%	2%	1%	4%	1%	2%	1%	3%	2%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) You said that you watched the news on Public Service Broadcasters more often than you used to. Which of the following reasons best explains why? Select up to three.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	473	227	243	85	58	35	39	32	43	34	17	72	27	21	10
Weighted	472	235	235	87	55	34	37	31	43	33	16	69	31	22	14
I am just watching more news in general	44%	40%	48%	34%	52%	54%	46%	40%	49%	37%	34%	42%	46%	56%	42%
There have been more important events going on which I wanted to keep up with	37%	36%	37%	39%	29%	31%	44%	37%	43%	43%	40%	29%	29%	34%	59%
You can trust them more than other broadcasters or other sources of news	25%	26%	25%	27%	19%	28%	18%	42%	32%	15%	42%	25%	20%	10%	38%
You can trust them more than other sources e.g. the internet, social media, newspapers	25%	26%	25%	22%	18%	28%	28%	37%	33%	29%	22%	25%	20%	19%	19%
The quality has gone up	23%	28%	19%	29%	17%	26%	19%	22%	24%	24%	19%	25%	22%	24%	18%
They are cheaper to access than other choices	19%	21%	17%	21%	14%	26%	17%	28%	21%	17%	13%	18%	15%	19%	23%
There are many more news shows on these broadcasters than before	19%	22%	16%	32%	8%	15%	15%	19%	15%	19%	43%	17%	15%	5%	29%
You can trust them more than you used to	16%	19%	13%	16%	23%	17%	18%	7%	9%	17%	5%	14%	19%	22%	19%
They are more entertaining than they used to be	15%	18%	11%	18%	11%	12%	8%	19%	15%	23%	5%	18%	14%	14%	0%
Other (Please specify)	1%	0%	2%	0%	3%	0%	0%	0%	0%	6%	0%	0%	4%	5%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0% 44	0%	0%	0%	6%	1%	0%	0%	0%

(14.B) You said that you watched the news on Public Service Broadcasters more often than you used to. Which of the following reasons best explains why? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	473	100	97	83	77	53	63	150	220	62	149	181	29	4	38
Weighted	472	97	106	84	73	51	61	149	220	62	146	182	28	4	38
I am just watching more news in general	44%	34%	36%	37%	51%	61%	57%	51%	41%	39%	51%	40%	31%	50%	45%
There have been more important events going on which I wanted to keep up with	37%	34%	36%	30%	32%	37%	56%	36%	36%	31%	41%	34%	30%	45%	44%
You can trust them more than other broadcasters or other sources of news	25%	26%	26%	33%	22%	17%	24%	30%	24%	21%	24%	26%	24%	28%	13%
You can trust them more than other sources e.g. the internet, social media, newspapers	25%	22%	21%	33%	29%	22%	23%	24%	27%	19%	28%	20%	42%	28%	26%
The quality has gone up	23%	24%	31%	21%	19%	17%	24%	26%	24%	21%	23%	25%	32%	0%	11%
They are cheaper to access than other choices	19%	12%	33%	10%	19%	21%	19%	15%	21%	21%	19%	21%	17%	22%	21%
There are many more news shows on these broadcasters than before	19%	19%	26%	25%	13%	10%	14%	18%	19%	19%	16%	18%	22%	0%	19%
You can trust them more than you used to	16%	13%	23%	11%	17%	15%	14%	15%	16%	17%	14%	18%	17%	0%	9%
They are more entertaining than they used to be	15%	18%	18%	16%	17%	13%	3%	15%	17%	11%	13%	17%	7%	50%	7%
Other (Please specify)	1%	0%	2%	1%	0%	2%	3%	1%	0%	5%	1%	0%	4%	0%	11%
Don't Know	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	0%	0%	0%

Note:

(14.C) You said that you watched the news on Public Service Broadcasters more often than you used to. Which of the following reasons best explains why? Select up to three.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	473	162	97	114	98	109	216	35	0	0	126	86	12
Weighted	472	160	103	113	95	109	216	34	0	0	125	88	13
I am just watching more news in general	44%	40%	41%	49%	45%	44%	43%	34%	49%	51%	36%	38%	16%
There have been more important events going on which I wanted to keep up with	37%	35%	34%	37%	41%	42%	34%	48%	32%	37%	34%	38%	53%
You can trust them more than other broadcasters or other sources of news	25%	29%	22%	22%	28%	22%	25%	28%	26%	18%	26%	33%	37%
You can trust them more than other sources e.g. the internet, social media, newspapers	25%	30%	16%	28%	24%	26%	28%	20%	25%	26%	27%	21%	18%
The quality has gone up	23%	24%	25%	26%	17%	27%	23%	30%	20%	21%	24%	27%	35%
They are cheaper to access than other choices	19%	21%	25%	19%	11%	18%	20%	22%	19%	13%	21%	22%	36%
There are many more news shows on these broadcasters than before	19%	24%	11%	18%	21%	22%	16%	24%	18%	9%	23%	25%	17%
You can trust them more than you used to	16%	16%	12%	16%	21%	16%	17%	17%	14%	14%	17%	17%	34%
They are more	15%	18%	13%	16%	10%	13%	17%	15%	9%	12%	17%	26%	17%

(15.A) You said you watched the news on Public Service Broadcasters less often than you used to. Which of the following reasons best explains why? Select up to three.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	563	275	287	78	74	45	48	43	57	43	23	67	50	27	8
Weighted	561	280	280	78	72	44	46	42	56	42	22	65	57	27	11
There are fewer news shows on these broadcasters than before	5%	5%	4%	3%	6%	5%	0%	7%	9%	5%	12%	3%	4%	4%	0%
You can't trust them as much as you used to be able to	34%	40%	28%	30%	31%	35%	42%	23%	45%	34%	31%	35%	31%	45%	25%
The quality has gone down	31%	40%	22%	31%	31%	33%	52%	21%	35%	31%	38%	27%	20%	30%	25%
You can't trust them as much as other sources e.g. the internet, social media, newspapers	20%	25%	16%	21%	21%	31%	20%	2%	14%	18%	26%	23%	30%	12%	25%
You can't trust them as much as other broadcasters	18%	20%	16%	26%	16%	18%	20%	10%	21%	12%	18%	18%	14%	15%	39%
They are less entertaining than they used to be	17%	13%	20%	18%	17%	14%	14%	23%	17%	16%	22%	20%	14%	8%	0%
Other (Please specify)	27%	27%	27%	26%	34%	13%	34%	38%	21%	26%	17%	22%	31%	25%	36%
Don't Know	7%	6%	9%	6%	8%	7%	2%	9%	5%	16%	4%	10%	8%	4%	0%

Note:

BASE: Watch Public Service Broadcasters less than they used to

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) You said you watched the news on Public Service Broadcasters less often than you used to. Which of the following reasons best explains why? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	563	103	80	83	101	87	109	212	196	79	181	148	33	18	81
Weighted	561	99	87	87	97	84	106	209	198	81	177	147	33	18	82
There are fewer news shows on these broadcasters than before	5%	11%	4%	8%	2%	2%	2%	2%	5%	11%	4%	6%	3%	6%	4%
You can't trust them as much as you used to be able to	34%	27%	23%	42%	32%	42%	38%	44%	29%	21%	38%	33%	25%	36%	31%
The quality has gone down	31%	23%	23%	30%	28%	36%	44%	41%	26%	26%	46%	19%	34%	32%	20%
You can't trust them as much as other sources e.g. the internet, social media, newspapers	20%	28%	16%	29%	16%	15%	18%	24%	16%	16%	19%	23%	15%	10%	24%
You can't trust them as much as other broadcasters	18%	12%	16%	19%	18%	18%	26%	27%	10%	16%	23%	15%	12%	52%	13%
They are less entertaining than they used to be	17%	28%	23%	14%	16%	8%	10%	14%	13%	22%	14%	15%	12%	10%	21%
Other (Please specify)	27%	20%	35%	15%	30%	35%	27%	24%	33%	28%	25%	29%	35%	21%	27%
Don't Know	7%	5%	3%	12%	8%	10%	6%	4%	10%	11%	6%	6%	6%	0%	12%

Note:

BASE: Watch Public Service Broadcasters less than they used to

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) You said you watched the news on Public Service Broadcasters less often than you used to. Which of the following reasons best explains why? Select up to three.

	Social Grade					Voting Intention			Education				
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	563	139	141	126	154	91	193	27	0	0	169	56	3
Weighted	561	134	148	124	152	89	193	27	0	0	169	55	3
There are fewer news shows on these broadcasters than before	5%	3%	6%	7%	3%	4%	7%	0%	2%	5%	6%	7%	36%
You can't trust them as much as you used to be able to	34%	29%	31%	42%	35%	32%	33%	26%	35%	34%	35%	27%	36%
The quality has gone down	31%	32%	36%	33%	24%	40%	21%	41%	27%	31%	31%	29%	0%
You can't trust them as much as other sources e.g. the internet, social media, newspapers	20%	22%	21%	23%	17%	22%	19%	12%	21%	18%	22%	28%	36%
You can't trust them as much as other broadcasters	18%	12%	23%	23%	15%	18%	12%	8%	19%	18%	16%	16%	0%
They are less entertaining than they used to be	17%	14%	16%	16%	20%	16%	19%	7%	18%	17%	19%	12%	0%
Other (Please specify)	27%	38%	27%	19%	23%	23%	29%	36%	22%	25%	29%	34%	28%
Don't Know	7%	6%	6%	3%	13%	10%	6%	11%	11%	8%	4%	11%	0%

Note:

BASE: Watch Public Service Broadcasters less than they used to

Fieldwork: 7th Feb - 13th Feb 2024

(16.A) Do you tend to trust, or not trust, the news the BBC publishes or broadcasts?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Trust strongly	19%	21%	17%	23%	21%	17%	20%	17%	15%	10%	12%	24%	18%	15%	24%
Trust somewhat	42%	40%	44%	42%	41%	45%	45%	43%	43%	44%	47%	35%	39%	37%	41%
Neither trust nor distrust	18%	16%	21%	18%	19%	18%	14%	17%	19%	22%	17%	19%	17%	26%	12%
Distrust somewhat	10%	12%	9%	7%	9%	9%	12%	13%	10%	10%	12%	12%	11%	11%	11%
Distrust strongly	9%	10%	8%	8%	8%	10%	7%	9%	10%	11%	9%	8%	13%	10%	10%
Don't know	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) Do you tend to trust, or not trust, the news the BBC publishes or broadcasts?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Trust strongly	19%	15%	22%	16%	18%	16%	22%	16%	23%	16%	18%	22%	24%	4%	14%
Trust somewhat	42%	44%	39%	45%	45%	41%	37%	40%	46%	37%	42%	45%	54%	33%	33%
Neither trust nor distrust	18%	18%	19%	17%	18%	17%	20%	18%	16%	24%	17%	18%	10%	10%	24%
Distrust somewhat	10%	16%	8%	8%	8%	11%	11%	10%	10%	11%	10%	8%	6%	13%	13%
Distrust strongly	9%	5%	9%	11%	10%	12%	9%	15%	5%	9%	12%	5%	4%	40%	12%
Don't know	2%	3%	2%	2%	0%	2%	1%	1%	1%	3%	1%	1%	2%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) Do you tend to trust, or not trust, the news the BBC publishes or broadcasts?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Trust strongly	19%	23%	18%	17%	17%	19%	23%	27%	18%	14%	20%	28%	35%
Trust somewhat	42%	46%	44%	38%	37%	46%	46%	51%	37%	45%	43%	45%	47%
Neither trust nor distrust	18%	13%	19%	19%	23%	17%	17%	13%	21%	20%	17%	13%	9%
Distrust somewhat	10%	10%	9%	12%	10%	8%	9%	8%	11%	11%	11%	5%	7%
Distrust strongly	9%	7%	9%	12%	10%	9%	4%	2%	10%	9%	9%	6%	3%
Don't know	2%	1%	2%	2%	3%	0%	1%	0%	2%	1%	1%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) Overall, how would you rate the quality of news that the BBC publishes or broadcasts?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Very good	20%	22%	18%	27%	22%	15%	17%	20%	17%	17%	13%	21%	19%	19%	25%
Good	43%	40%	45%	42%	42%	51%	44%	40%	44%	44%	44%	40%	41%	35%	45%
Neither good nor bad	22%	20%	23%	18%	21%	22%	24%	24%	21%	23%	30%	23%	19%	28%	12%
Bad	7%	8%	6%	6%	8%	6%	7%	5%	8%	5%	5%	9%	9%	7%	5%
Very bad	7%	8%	5%	5%	5%	5%	6%	8%	6%	10%	6%	5%	9%	10%	13%
Don't know	2%	2%	3%	2%	2%	1%	2%	3%	3%	2%	2%	1%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) Overall, how would you rate the quality of news that the BBC publishes or broadcasts?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Very good	20%	15%	20%	19%	19%	21%	24%	18%	24%	16%	19%	24%	27%	11%	15%
Good	43%	43%	43%	48%	45%	39%	38%	39%	48%	38%	43%	46%	50%	29%	34%
Neither good nor bad	22%	27%	21%	17%	22%	21%	23%	22%	18%	28%	22%	19%	15%	6%	31%
Bad	7%	9%	8%	6%	6%	7%	6%	8%	5%	8%	7%	6%	4%	16%	10%
Very bad	7%	2%	6%	8%	7%	10%	6%	11%	4%	6%	9%	4%	3%	37%	8%
Don't know	2%	4%	2%	2%	1%	2%	2%	2%	1%	3%	1%	1%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) Overall, how would you rate the quality of news that the BBC publishes or broadcasts?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Very good	20%	26%	17%	17%	20%	21%	24%	30%	18%	15%	22%	27%	35%
Good	43%	45%	48%	40%	36%	48%	46%	49%	40%	45%	44%	48%	34%
Neither good nor bad	22%	17%	21%	25%	25%	17%	21%	14%	25%	26%	18%	11%	22%
Bad	7%	6%	5%	7%	9%	5%	5%	5%	8%	6%	8%	4%	6%
Very bad	7%	6%	7%	9%	6%	8%	2%	2%	6%	6%	6%	7%	4%
Don't know	2%	1%	1%	3%	4%	0%	1%	0%	3%	2%	1%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) What, if any, do you think are the positive aspects of the way the BBC reports news? Select any that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
It is easily available	53%	53%	54%	52%	54%	54%	57%	54%	52%	57%	57%	48%	54%	48%	54%
It s trustworthy	33%	36%	29%	37%	38%	33%	35%	30%	31%	27%	27%	30%	32%	27%	40%
It is well researched	30%	30%	30%	29%	31%	27%	35%	29%	26%	28%	25%	32%	31%	27%	37%
It covers the right sort of things	27%	27%	28%	28%	32%	27%	21%	28%	22%	31%	18%	28%	29%	30%	28%
It goes into the right sort of detail	25%	25%	24%	26%	23%	25%	21%	27%	20%	29%	21%	28%	28%	17%	30%
I like the presenters and news correspondents	22%	21%	24%	20%	28%	21%	19%	21%	22%	20%	27%	22%	23%	19%	26%
It reflects British values	20%	21%	19%	23%	23%	22%	18%	21%	22%	19%	18%	21%	16%	16%	20%
It s unbiased	19%	22%	17%	23%	17%	15%	20%	17%	14%	15%	17%	23%	22%	18%	39%
It s entertaining	12%	14%	9%	20%	11%	7%	8%	15%	13%	13%	6%	10%	8%	8%	17%
Other (Please specify)	4%	4%	3%	3%	5%	3%	4%	3%	4%	2%	0%	3%	5%	6%	8%
Don't Know	11%	10%	11%	9%	9%	9%	9%	12%	12%	9%	13%	14%	11%	16%	5%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) What, if any, do you think are the positive aspects of the way the BBC reports news? Select any that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
It is easily available	53%	44%	48%	45%	55%	60%	63%	54%	57%	42%	55%	54%	56%	37%	48%
It s trustworthy	33%	28%	30%	34%	35%	33%	35%	28%	40%	27%	33%	36%	47%	6%	27%
It is well researched	30%	24%	30%	30%	32%	27%	33%	28%	35%	23%	31%	31%	38%	20%	23%
It covers the right sort of things	27%	19%	27%	26%	32%	24%	33%	26%	31%	25%	28%	31%	32%	7%	21%
It goes into the right sort of detail	25%	19%	20%	22%	27%	24%	33%	23%	29%	18%	27%	27%	32%	14%	13%
I like the presenters and news correspondents	22%	15%	20%	22%	20%	22%	31%	23%	24%	18%	28%	21%	24%	4%	18%
It reflects British values	20%	19%	20%	26%	19%	16%	21%	21%	20%	21%	24%	18%	17%	23%	18%
It s unbiased	19%	14%	19%	17%	22%	19%	23%	17%	24%	15%	19%	21%	27%	10%	15%
It s entertaining	12%	20%	18%	12%	9%	5%	7%	11%	12%	11%	12%	14%	12%	7%	5%
Other (Please specify)	4%	0%	3%	3%	4%	6%	6%	6%	3%	3%	5%	1%	4%	21%	3%
Don't Know	11%	6%	10%	12%	10%	14%	10%	14%	6%	15%	10%	7%	2%	23%	19%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) What, if any, do you think are the positive aspects of the way the BBC reports news? Select any that apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
It is easily available	53%	56%	53%	52%	50%	56%	56%	55%	52%	53%	55%	51%	57%
It s trustworthy	33%	40%	33%	27%	30%	34%	38%	47%	28%	29%	36%	41%	47%
It is well researched	30%	35%	33%	26%	25%	32%	33%	41%	26%	26%	34%	38%	45%
It covers the right sort of things	27%	34%	24%	24%	27%	31%	31%	33%	26%	26%	27%	33%	29%
It goes into the right sort of detail	25%	30%	24%	22%	23%	30%	27%	32%	25%	21%	27%	26%	31%
I like the presenters and news correspondents	22%	27%	21%	18%	22%	28%	22%	26%	21%	21%	25%	23%	25%
It reflects British values	20%	21%	18%	21%	22%	30%	20%	23%	23%	20%	19%	21%	25%
It s unbiased	19%	22%	19%	18%	17%	21%	23%	22%	19%	16%	20%	24%	31%
It s entertaining	12%	12%	10%	14%	11%	15%	14%	11%	9%	13%	12%	14%	19%
Other (Please specify)	4%	4%	3%	5%	4%	5%	1%	2%	4%	3%	4%	3%	0%
Don't Know	11%	7%	10%	11%	14%	7%	7%	3%	12%	11%	8%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) What, if any, do you think are the negative aspects of the way the BBC reports news? Select any that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
It is poorly researched	9%	10%	8%	9%	9%	10%	9%	9%	9%	10%	6%	11%	9%	11%	8%
I do not like the presenters and news correspondents	9%	11%	7%	9%	6%	7%	12%	10%	10%	8%	5%	10%	8%	9%	13%
It s biased	33%	36%	31%	35%	34%	36%	32%	34%	33%	30%	32%	25%	38%	35%	45%
It is difficult to access	3%	4%	3%	5%	2%	2%	0%	5%	5%	3%	8%	3%	4%	2%	0%
It s untrustworthy	16%	19%	14%	13%	15%	17%	14%	22%	17%	17%	8%	16%	21%	15%	26%
They don t cover the right sort of things	14%	17%	12%	18%	11%	15%	16%	10%	15%	14%	11%	18%	17%	13%	3%
It s boring	13%	13%	13%	11%	13%	12%	17%	12%	15%	13%	11%	13%	15%	10%	13%
They don t go into the right sort of detail	13%	14%	12%	19%	11%	11%	12%	10%	16%	14%	10%	11%	13%	9%	8%
It does not reflect British values	13%	15%	10%	11%	14%	13%	15%	14%	15%	16%	16%	10%	10%	12%	10%
Other (Please specify)	8%	9%	7%	7%	7%	9%	6%	7%	6%	8%	7%	9%	10%	7%	4%
Don't know	32%	29%	36%	29%	36%	30%	32%	31%	28%	33%	37%	36%	31%	35%	34%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) What, if any, do you think are the negative aspects of the way the BBC reports news? Select any that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
It is poorly researched	9%	12%	11%	10%	7%	10%	6%	10%	8%	8%	9%	10%	5%	29%	8%
I do not like the presenters and news correspondents	9%	8%	10%	10%	8%	8%	8%	11%	8%	7%	11%	8%	9%	19%	9%
It s biased	33%	32%	29%	33%	37%	37%	33%	40%	29%	29%	39%	26%	24%	46%	30%
It is difficult to access	3%	9%	5%	4%	2%	1%	1%	2%	4%	5%	2%	5%	3%	3%	4%
It s untrustworthy	16%	19%	18%	18%	13%	19%	13%	19%	13%	17%	16%	13%	8%	40%	18%
They don t cover the right sort of things	14%	21%	18%	12%	12%	16%	9%	15%	13%	14%	13%	16%	15%	22%	13%
It s boring	13%	21%	18%	11%	10%	10%	9%	12%	11%	16%	11%	13%	9%	22%	17%
They don t go into the right sort of detail	13%	17%	19%	11%	8%	14%	10%	13%	13%	11%	12%	15%	18%	9%	9%
It does not reflect British values	13%	13%	12%	12%	11%	17%	13%	20%	9%	10%	19%	9%	7%	38%	10%
Other (Please specify)	8%	1%	5%	8%	6%	10%	13%	7%	10%	6%	7%	8%	11%	9%	6%
Don't know	32%	18%	27%	34%	37%	35%	40%	30%	35%	34%	32%	31%	42%	14%	38%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) What, if any, do you think are the negative aspects of the way the BBC reports news? Select any that apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
It is poorly researched	9%	8%	8%	11%	9%	11%	6%	6%	9%	8%	10%	7%	6%
I do not like the presenters and news correspondents	9%	8%	9%	10%	8%	10%	8%	7%	7%	9%	9%	8%	8%
It s biased	33%	36%	34%	35%	28%	36%	26%	29%	33%	33%	35%	32%	32%
It is difficult to access	3%	4%	3%	3%	4%	4%	4%	3%	3%	3%	4%	4%	7%
It s untrustworthy	16%	16%	16%	18%	16%	13%	13%	10%	15%	16%	18%	15%	15%
They don t cover the right sort of things	14%	14%	15%	17%	11%	10%	15%	16%	12%	15%	17%	13%	21%
It s boring	13%	12%	14%	13%	13%	12%	13%	10%	13%	15%	12%	11%	21%
They don t go into the right sort of detail	13%	16%	11%	11%	12%	11%	14%	12%	10%	15%	14%	11%	14%
It does not reflect British values	13%	11%	13%	17%	11%	17%	8%	11%	14%	9%	12%	15%	10%
Other (Please specify)	8%	10%	6%	7%	7%	6%	8%	11%	8%	4%	10%	6%	13%
Don't know	32%	29%	34%	29%	38%	33%	33%	36%	38%	31%	28%	34%	18%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) Overall, do you think the quality of news that BBC publishes or broadcasts has gone up or down in the last decade, or stayed about the same?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
The quality has gone up a lot	8%	9%	8%	14%	5%	7%	4%	9%	11%	6%	3%	9%	10%	5%	15%
The quality has gone up a little	14%	15%	14%	15%	16%	12%	16%	12%	16%	16%	15%	14%	11%	16%	11%
The quality has stayed about the same	41%	37%	45%	35%	43%	40%	44%	44%	37%	43%	45%	42%	39%	39%	45%
The quality has gone down a little	17%	18%	16%	18%	17%	20%	16%	19%	14%	15%	23%	19%	16%	21%	13%
The quality has gone down a lot	15%	19%	12%	14%	16%	17%	17%	13%	15%	15%	8%	12%	20%	14%	17%
Don't know	4%	3%	6%	4%	3%	4%	3%	3%	7%	5%	7%	5%	3%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) Overall, do you think the quality of news that BBC publishes or broadcasts has gone up or down in the last decade, or stayed about the same?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
The quality has gone up a lot	8%	13%	14%	8%	5%	6%	5%	6%	9%	10%	6%	12%	6%	0%	5%
The quality has gone up a little	14%	22%	18%	16%	13%	10%	10%	12%	16%	14%	14%	17%	13%	11%	11%
The quality has stayed about the same	41%	36%	41%	44%	42%	39%	42%	38%	46%	38%	39%	45%	52%	17%	38%
The quality has gone down a little	17%	17%	13%	14%	19%	19%	21%	18%	18%	15%	19%	16%	16%	17%	17%
The quality has gone down a lot	15%	6%	9%	14%	17%	22%	21%	23%	10%	14%	20%	8%	9%	56%	18%
Don't know	4%	6%	5%	4%	4%	4%	2%	3%	2%	9%	2%	3%	4%	0%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) Overall, do you think the quality of news that BBC publishes or broadcasts has gone up or down in the last decade, or stayed about the same?

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
The quality has gone up a lot	8%	10%	7%	9%	8%	8%	11%	8%	6%	6%	8%	16%	18%
The quality has gone up a little	14%	15%	14%	14%	14%	19%	16%	17%	10%	18%	14%	18%	23%
The quality has stayed about the same	41%	41%	42%	36%	43%	38%	46%	48%	45%	39%	42%	35%	35%
The quality has gone down a little	17%	18%	18%	18%	15%	18%	17%	14%	17%	18%	18%	17%	12%
The quality has gone down a lot	15%	13%	16%	19%	14%	16%	8%	9%	17%	15%	14%	12%	9%
Don't know	4%	2%	4%	4%	6%	1%	3%	4%	5%	4%	3%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) You said the quality of news that the BBC publishes or broadcasts has gone down. Which of the following reasons best explains your view? Select up to three.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	655	359	293	90	88	62	64	46	53	51	26	71	58	34	12
Weighted	653	365	284	90	85	60	61	45	53	49	24	68	65	35	18
The guests are less interesting	9%	8%	10%	10%	13%	7%	5%	4%	9%	14%	4%	8%	11%	9%	0%
There aren't enough long interviews	6%	7%	5%	10%	5%	6%	6%	4%	4%	4%	0%	12%	5%	3%	0%
The BBC has become more biased	59%	60%	57%	57%	63%	61%	62%	67%	56%	59%	65%	44%	66%	37%	74%
It has become too politically correct / woke	52%	53%	51%	45%	59%	53%	67%	48%	58%	56%	54%	42%	47%	49%	41%
The news has become too in-depth and detailed	5%	5%	4%	10%	3%	5%	6%	2%	6%	8%	4%	1%	6%	0%	0%
The format and lay-out of the studios is unpleasant	4%	4%	4%	3%	7%	2%	3%	4%	4%	6%	8%	7%	3%	0%	0%
It has become too opinionated	35%	36%	35%	36%	38%	42%	36%	47%	28%	34%	42%	32%	32%	24%	16%
The quality of presenters / news correspondents has got worse	19%	23%	15%	16%	14%	21%	24%	18%	17%	22%	8%	17%	23%	27%	42%
It has become more right-wing	17%	18%	14%	21%	14%	13%	13%	13%	6%	18%	19%	21%	23%	18%	25%
The news has become less in-depth and detailed	13%	14%	11%	12%	12%	19%	11%	2%	8%	12%	4%	21%	12%	24%	17%
Other (Please specify)	7%	7%	8%	6%	6%	6%	9%	4%	11%	6%	0%	7%	7%	18%	15%
Don't Know	2%	2%	1%	0%	1%	2%	0%	9%	2%	0%	4%	3%	0%	3%	0%

Note:

BASE: Think BBC News quality has dropped

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) You said the quality of news that the BBC publishes or broadcasts has gone down. Which of the following reasons best explains your view? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	655	68	66	89	128	120	184	300	225	79	270	144	36	22	90
Weighted	653	65	75	95	123	116	178	294	229	80	263	144	35	22	92
The guests are less interesting	9%	18%	14%	8%	7%	5%	7%	7%	8%	16%	7%	7%	0%	15%	14%
There aren't enough long interviews	6%	12%	13%	7%	4%	3%	4%	3%	8%	8%	3%	10%	17%	9%	5%
The BBC has become more biased	59%	44%	49%	53%	61%	70%	61%	69%	51%	45%	66%	49%	39%	69%	53%
It has become too politically correct / woke	52%	17%	35%	50%	53%	62%	66%	71%	38%	44%	71%	30%	48%	63%	53%
The news has become too in-depth and detailed	5%	9%	4%	1%	5%	3%	7%	5%	4%	10%	5%	3%	13%	5%	4%
The format and lay-out of the studios is unpleasant	4%	4%	6%	7%	2%	2%	5%	3%	6%	4%	4%	6%	3%	5%	4%
It has become too opinionated	35%	24%	37%	20%	34%	40%	44%	44%	26%	31%	44%	25%	19%	40%	30%
The quality of presenters / news correspondents has got worse	19%	9%	20%	21%	18%	21%	23%	24%	17%	15%	25%	12%	17%	17%	23%
It has become more right-wing	17%	32%	19%	23%	19%	9%	10%	7%	28%	16%	4%	38%	23%	0%	13%
The news has become less in-depth and detailed	13%	14%	16%	16%	12%	12%	12%	7%	20%	14%	8%	24%	27%	9%	8%
Other (Please specify)	7%	0%	6%	7%	6%	14%	8%	6%	10%	8%	9%	4%	14%	4%	8%
Don't Know	2%	3%	0%	3%	2%	2%	1%	1%	1%	6%	0%	1%	0%	4%	6%

Note:

BASE: Think BBC News quality has dropped

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) You said the quality of news that the BBC publishes or broadcasts has gone down. Which of the following reasons best explains your view? Select up to three.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	655	176	164	165	148	150	183	32	0	0	167	69	7
Weighted	653	171	174	162	144	145	182	32	0	0	169	68	7
The guests are less interesting	9%	11%	9%	7%	8%	6%	13%	3%	7%	9%	9%	10%	32%
There aren't enough long interviews	6%	5%	6%	5%	8%	4%	10%	13%	4%	7%	8%	5%	0%
The BBC has become more biased	59%	63%	58%	59%	54%	66%	44%	44%	63%	51%	58%	56%	55%
It has become too politically correct / woke	52%	47%	55%	54%	52%	68%	35%	44%	62%	42%	48%	52%	55%
The news has become too in-depth and detailed	5%	2%	6%	5%	7%	6%	6%	6%	5%	5%	3%	3%	0%
The format and lay-out of the studios is unpleasant	4%	2%	5%	6%	3%	5%	7%	7%	4%	1%	7%	1%	0%
It has become too opinionated	35%	36%	30%	36%	40%	49%	22%	37%	40%	32%	34%	30%	28%
The quality of presenters / news correspondents has got worse	19%	20%	25%	18%	13%	23%	17%	21%	18%	20%	19%	21%	14%
It has become more right-wing	17%	19%	17%	13%	17%	5%	28%	27%	13%	14%	24%	15%	14%
The news has become less in-depth and detailed	13%	15%	16%	9%	13%	8%	20%	21%	7%	15%	17%	13%	31%
Other (Please specify)	7%	7%	9%	8%	5%	6%	6%	3%	6%	9%	7%	10%	14%
Don't Know	2%	2%	1%	1%	3%	0%	2%	3%	4%	2%	1%	1%	0%

Note:

BASE: Think BBC News quality has dropped

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) You said the quality of news that the BBC publishes or broadcasts has gone up. Which of the following reasons best explains your view? Select up to three.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	450	226	223	79	58	32	38	29	48	35	14	52	33	21	11
Weighted	454	237	216	81	55	31	36	29	48	35	14	50	39	21	16
The news has become less in-depth and detailed	7%	9%	6%	12%	5%	0%	5%	11%	6%	7%	0%	9%	6%	10%	12%
The news has become more in-depth and detailed	41%	39%	43%	38%	36%	47%	37%	37%	35%	39%	57%	48%	48%	39%	44%
The quality of presenters / news correspondents has got better	35%	36%	34%	36%	36%	25%	21%	30%	27%	29%	61%	42%	41%	34%	56%
The format and lay out of the studios is more attractive	24%	29%	18%	30%	17%	25%	21%	25%	38%	22%	30%	23%	14%	15%	21%
The guests are more interesting	24%	22%	26%	19%	24%	24%	27%	25%	22%	29%	38%	21%	21%	29%	26%
The BBC has become less biased	23%	27%	19%	18%	27%	25%	31%	27%	29%	19%	22%	23%	13%	19%	27%
There are fewer long interviews	18%	17%	19%	15%	17%	19%	27%	26%	16%	25%	7%	16%	19%	14%	17%
The news has become more opinionated	16%	15%	17%	22%	14%	20%	8%	13%	25%	14%	7%	10%	26%	19%	0%
The news has become less opinionated	15%	16%	13%	15%	17%	12%	21%	3%	16%	20%	8%	15%	10%	14%	18%
It has moved closer to my own political viewpoint	13%	13%	15%	21%	13%	15%	10%	13%	8%	8%	21%	11%	14%	18%	0%
Don't Know	2%	2%	2%	4%	0%	0%	3%	3%	0%	6%	0%	0%	3%	5%	0%

Note:

BASE: Think BBC News quality has risen

(22.B) You said the quality of news that the BBC publishes or broadcasts has gone up. Which of the following reasons best explains your view? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	450	99	100	80	63	47	61	135	197	68	135	172	27	3	42
Weighted	454	97	110	82	61	45	60	135	200	69	134	174	26	3	42
The news has become less in-depth and detailed	7%	11%	9%	11%	0%	4%	5%	6%	7%	8%	5%	9%	11%	0%	8%
The news has become more in-depth and detailed	41%	23%	33%	45%	45%	43%	72%	45%	43%	35%	49%	38%	41%	0%	36%
The quality of presenters / news correspondents has got better	35%	24%	37%	32%	33%	51%	40%	34%	37%	38%	36%	29%	38%	30%	39%
The format and lay out of the studios is more attractive	24%	25%	26%	23%	14%	19%	35%	26%	24%	18%	22%	30%	14%	68%	21%
The guests are more interesting	24%	22%	23%	31%	29%	10%	22%	27%	20%	25%	28%	19%	26%	37%	19%
The BBC has become less biased	23%	31%	21%	17%	19%	24%	25%	17%	24%	27%	21%	25%	22%	0%	27%
There are fewer long interviews	18%	13%	20%	21%	20%	22%	14%	21%	14%	28%	19%	19%	19%	0%	20%
The news has become more opinionated	16%	19%	21%	18%	18%	7%	7%	9%	20%	18%	13%	19%	21%	37%	12%
The news has become less opinionated	15%	14%	15%	17%	12%	19%	10%	17%	16%	8%	16%	15%	4%	0%	13%
It has moved closer to my own political viewpoint	13%	23%	12%	12%	11%	13%	6%	12%	15%	14%	13%	14%	18%	63%	7%
Don't Know	2%	1%	3%	1%	6%	0%	0%	3%	3%	0%	1%	4%	0%	0%	0%

Note:

BASE: Think BBC News quality has risen

Fieldwork: 7th Feb - 13th Feb 2024

(22.C) You said the quality of news that the BBC publishes or broadcasts has gone up. Which of the following reasons best explains your view? Select up to three.

	Social Grade					Voting Intention			Education				
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	450	135	98	104	112	113	195	36	0	0	116	78	12
Weighted	454	135	105	103	109	113	197	35	0	0	118	80	13
The news has become less in-depth and detailed	7%	6%	8%	11%	5%	7%	9%	8%	11%	7%	9%	6%	0%
The news has become more in-depth and detailed	41%	42%	43%	37%	40%	45%	40%	51%	43%	35%	37%	45%	41%
The quality of presenters / news correspondents has got better	35%	30%	39%	37%	34%	38%	32%	40%	33%	38%	39%	27%	22%
The format and lay out of the studios is more attractive	24%	25%	28%	21%	23%	17%	31%	25%	22%	25%	24%	26%	40%
The guests are more interesting	24%	26%	22%	24%	23%	31%	20%	25%	17%	29%	23%	26%	25%
The BBC has become less biased	23%	19%	21%	31%	22%	18%	26%	14%	34%	18%	24%	25%	11%
There are fewer long interviews	18%	17%	19%	17%	20%	16%	20%	21%	19%	16%	18%	17%	27%
The news has become more opinionated	16%	16%	18%	15%	17%	19%	16%	19%	17%	18%	15%	18%	9%
The news has become less opinionated	15%	17%	11%	20%	11%	15%	16%	3%	14%	18%	15%	13%	16%
It has moved closer to my own political viewpoint	13%	16%	8%	16%	13%	16%	12%	13%	9%	11%	16%	16%	16%

(23.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News deliberately avoids news stories they disagree with and / or don't want to report

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	16%	20%	13%	19%	16%	17%	13%	13%	18%	14%	16%	13%	23%	15%	14%
Agree	28%	29%	27%	28%	25%	32%	26%	33%	25%	24%	26%	30%	26%	31%	36%
Neither agree nor disagree	27%	24%	30%	27%	25%	28%	31%	24%	24%	34%	36%	27%	22%	20%	26%
Disagree	16%	16%	17%	15%	22%	16%	17%	13%	19%	15%	7%	17%	18%	15%	15%
Strongly disagree	5%	6%	4%	5%	5%	2%	4%	9%	6%	3%	4%	4%	4%	9%	5%
Not sure	8%	6%	10%	6%	6%	6%	9%	8%	8%	10%	11%	8%	8%	10%	5%
Total Agree:	44%	49%	39%	47%	41%	48%	39%	46%	43%	39%	43%	43%	49%	46%	50%
Total Disagree:	21%	22%	21%	20%	27%	18%	21%	22%	25%	17%	10%	22%	21%	25%	20%
Net:	23%	27%	19%	27%	14%	30%	18%	24%	18%	21%	32%	21%	28%	21%	30%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News deliberately avoids news stories they disagree with and / or don't want to report

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	16%	18%	16%	16%	13%	21%	15%	22%	11%	14%	18%	13%	12%	54%	15%
Agree	28%	41%	30%	28%	29%	22%	21%	27%	26%	28%	28%	28%	21%	22%	27%
Neither agree nor disagree	27%	24%	28%	26%	27%	25%	29%	24%	27%	32%	26%	29%	26%	10%	28%
Disagree	16%	8%	15%	19%	17%	18%	19%	13%	23%	13%	16%	18%	29%	11%	14%
Strongly disagree	5%	3%	5%	5%	6%	6%	5%	5%	6%	3%	5%	6%	4%	4%	3%
Not sure	8%	6%	6%	6%	9%	8%	10%	8%	6%	9%	7%	6%	7%	0%	12%
Total Agree:	44%	58%	46%	44%	41%	42%	36%	49%	38%	42%	46%	41%	34%	76%	42%
Total Disagree:	21%	11%	20%	24%	23%	24%	24%	18%	29%	16%	21%	24%	33%	15%	17%
Net:	23%	47%	26%	20%	19%	18%	13%	31%	9%	26%	25%	17%	0%	61%	25%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News deliberately avoids news stories they disagree with and / or don't want to report

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	16%	14%	14%	20%	17%	17%	11%	13%	17%	15%	17%	17%	13%
Agree	28%	29%	28%	31%	24%	28%	29%	26%	28%	28%	27%	27%	39%
Neither agree nor disagree	27%	24%	30%	23%	29%	27%	30%	24%	28%	28%	25%	25%	12%
Disagree	16%	19%	17%	15%	15%	14%	19%	28%	16%	16%	18%	16%	25%
Strongly disagree	5%	6%	4%	4%	4%	5%	6%	3%	3%	4%	6%	6%	11%
Not sure	8%	7%	7%	7%	10%	8%	6%	6%	8%	9%	7%	10%	0%
Total Agree:	44%	43%	42%	50%	41%	45%	40%	39%	44%	43%	44%	44%	52%
Total Disagree:	21%	26%	21%	19%	19%	20%	25%	31%	19%	20%	24%	22%	35%
Net:	23%	18%	21%	31%	22%	25%	15%	8%	25%	23%	20%	22%	17%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too London-focused

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	10%	11%	8%	7%	6%	11%	7%	6%	11%	15%	12%	11%	16%	11%	5%
Agree	29%	26%	32%	18%	27%	31%	23%	31%	30%	34%	33%	39%	34%	23%	36%
Neither agree nor disagree	29%	31%	27%	33%	28%	32%	33%	32%	28%	28%	25%	23%	25%	35%	30%
Disagree	22%	22%	22%	29%	29%	20%	28%	21%	18%	17%	20%	15%	18%	20%	23%
Strongly disagree	6%	7%	5%	10%	6%	2%	4%	7%	8%	2%	4%	6%	5%	4%	5%
Not sure	4%	3%	6%	4%	4%	4%	4%	3%	6%	5%	6%	5%	2%	7%	2%
Total Agree:	39%	37%	40%	25%	33%	42%	30%	37%	41%	49%	45%	51%	50%	34%	40%
Total Disagree:	28%	29%	27%	39%	35%	22%	32%	28%	26%	19%	24%	21%	23%	24%	28%
Net:	11%	8%	13%	-14%	-2%	19%	-2%	9%	15%	31%	21%	30%	27%	10%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too London-focused

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	10%	11%	9%	9%	9%	10%	10%	13%	8%	5%	10%	10%	9%	19%	6%
Agree	29%	37%	31%	30%	28%	26%	24%	29%	30%	26%	28%	28%	28%	44%	27%
Neither agree nor disagree	29%	26%	30%	27%	27%	32%	33%	28%	29%	31%	31%	29%	29%	19%	29%
Disagree	22%	17%	19%	25%	25%	23%	23%	20%	24%	25%	22%	22%	27%	15%	26%
Strongly disagree	6%	5%	7%	5%	7%	5%	5%	6%	6%	5%	6%	7%	5%	0%	3%
Not sure	4%	4%	5%	3%	5%	4%	4%	3%	3%	7%	3%	4%	3%	3%	9%
Total Agree:	39%	48%	40%	39%	37%	36%	35%	42%	38%	32%	38%	38%	36%	64%	33%
Total Disagree:	28%	22%	26%	31%	32%	28%	28%	27%	30%	30%	29%	29%	32%	15%	29%
Net:	11%	26%	14%	9%	5%	8%	7%	16%	8%	2%	9%	9%	5%	49%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too London-focused

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	10%	9%	9%	13%	9%	9%	9%	7%	9%	9%	8%	10%	7%
Agree	29%	30%	28%	30%	27%	27%	29%	31%	29%	31%	32%	28%	30%
Neither agree nor disagree	29%	27%	30%	29%	30%	32%	28%	27%	30%	32%	26%	27%	33%
Disagree	22%	22%	24%	18%	23%	24%	23%	25%	22%	19%	24%	24%	13%
Strongly disagree	6%	7%	5%	5%	6%	5%	6%	7%	5%	5%	6%	7%	17%
Not sure	4%	4%	4%	4%	5%	3%	4%	3%	5%	4%	3%	5%	0%
Total Agree:	39%	39%	37%	43%	36%	36%	39%	38%	39%	39%	40%	37%	37%
Total Disagree:	28%	29%	29%	23%	29%	29%	30%	33%	26%	24%	31%	30%	31%
Net:	11%	10%	8%	20%	7%	7%	9%	5%	12%	15%	9%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too concerned about attracting young viewers

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	7%	9%	5%	11%	4%	7%	10%	4%	9%	7%	7%	6%	8%	8%	2%
Agree	16%	18%	15%	23%	13%	18%	14%	14%	18%	14%	19%	17%	12%	14%	16%
Neither agree nor disagree	33%	34%	33%	31%	33%	35%	37%	33%	29%	33%	29%	33%	34%	41%	29%
Disagree	29%	25%	32%	20%	34%	28%	31%	28%	29%	28%	33%	31%	29%	22%	36%
Strongly disagree	8%	8%	7%	9%	8%	5%	3%	10%	9%	8%	5%	9%	10%	7%	10%
Not sure	7%	6%	8%	6%	8%	7%	6%	11%	6%	9%	7%	5%	7%	8%	7%
Total Agree:	23%	27%	20%	34%	18%	26%	23%	18%	27%	21%	26%	22%	20%	22%	18%
Total Disagree:	36%	33%	39%	28%	42%	33%	34%	39%	38%	36%	38%	39%	39%	29%	45%
Net:	-13%	-6%	-19%	5%	-25%	-8%	-11%	-21%	-11%	-15%	-12%	-17%	-18%	-7%	-28%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too concerned about attracting young viewers

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	7%	9%	9%	7%	5%	9%	5%	10%	7%	4%	10%	7%	1%	12%	7%
Agree	16%	23%	16%	19%	15%	14%	12%	17%	15%	18%	16%	17%	19%	36%	14%
Neither agree nor disagree	33%	28%	31%	29%	33%	36%	40%	36%	31%	34%	36%	31%	32%	28%	32%
Disagree	29%	28%	30%	28%	32%	25%	28%	23%	33%	25%	25%	31%	35%	7%	27%
Strongly disagree	8%	6%	8%	10%	8%	9%	6%	6%	9%	8%	6%	9%	6%	13%	8%
Not sure	7%	6%	6%	6%	7%	7%	10%	7%	5%	11%	6%	5%	7%	3%	13%
Total Agree:	23%	31%	25%	26%	20%	24%	17%	27%	22%	22%	27%	23%	20%	49%	20%
Total Disagree:	36%	34%	38%	38%	40%	34%	34%	30%	42%	33%	31%	40%	41%	20%	35%
Net:	-13%	-3%	-12%	-12%	-20%	-10%	-16%	-3%	-21%	-11%	-4%	-17%	-20%	29%	-15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too concerned about attracting young viewers

	Social Grade					Voting Intention				Education			
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	7%	10%	6%	8%	5%	10%	6%	2%	7%	5%	8%	11%	17%
Agree	16%	13%	18%	17%	17%	18%	14%	22%	14%	16%	17%	17%	15%
Neither agree nor disagree	33%	32%	31%	34%	35%	34%	33%	33%	36%	34%	30%	30%	31%
Disagree	29%	32%	29%	26%	27%	27%	33%	29%	25%	32%	30%	27%	25%
Strongly disagree	8%	9%	8%	7%	8%	6%	8%	7%	8%	6%	9%	9%	6%
Not sure	7%	5%	8%	7%	8%	5%	5%	7%	9%	7%	5%	7%	6%
Total Agree:	23%	23%	24%	25%	22%	29%	20%	24%	21%	21%	25%	27%	32%
Total Disagree:	36%	40%	37%	33%	34%	33%	42%	36%	33%	38%	39%	36%	31%
Net:	-13%	-18%	-13%	-8%	-12%	-4%	-22%	-12%	-12%	-17%	-14%	-9%	1%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News can always be trusted to report the real truth of a story

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	10%	11%	9%	14%	11%	9%	7%	10%	9%	5%	4%	11%	12%	11%	16%
Agree	37%	37%	38%	36%	43%	32%	42%	37%	36%	34%	41%	38%	33%	34%	32%
Neither agree nor disagree	26%	24%	28%	27%	21%	29%	29%	27%	23%	35%	24%	25%	25%	27%	22%
Disagree	14%	14%	14%	12%	11%	19%	13%	14%	17%	9%	17%	16%	14%	14%	14%
Strongly disagree	10%	12%	8%	9%	10%	10%	7%	9%	9%	14%	9%	8%	15%	11%	15%
Not sure	3%	2%	4%	2%	4%	2%	3%	3%	6%	4%	5%	2%	1%	3%	2%
Total Agree:	47%	48%	46%	50%	54%	41%	49%	47%	44%	38%	45%	49%	45%	45%	47%
Total Disagree:	24%	26%	22%	21%	21%	29%	19%	23%	27%	23%	26%	23%	29%	25%	29%
Net:	23%	22%	25%	30%	32%	12%	30%	24%	18%	15%	19%	26%	16%	21%	19%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News can always be trusted to report the real truth of a story

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	10%	6%	15%	12%	9%	9%	9%	7%	13%	11%	10%	12%	12%	3%	9%
Agree	37%	37%	36%	39%	37%	38%	36%	35%	41%	32%	37%	41%	48%	17%	30%
Neither agree nor disagree	26%	28%	25%	25%	27%	22%	29%	25%	26%	30%	26%	26%	27%	32%	25%
Disagree	14%	20%	11%	12%	13%	14%	14%	15%	11%	11%	14%	12%	7%	18%	17%
Strongly disagree	10%	7%	10%	11%	11%	13%	9%	14%	7%	10%	11%	7%	4%	30%	12%
Not sure	3%	3%	3%	2%	3%	4%	3%	3%	1%	5%	3%	2%	1%	0%	7%
Total Agree:	47%	42%	50%	51%	46%	47%	45%	43%	54%	43%	46%	53%	60%	20%	39%
Total Disagree:	24%	27%	22%	22%	24%	27%	23%	29%	19%	21%	25%	19%	11%	48%	30%
Net:	23%	16%	29%	29%	23%	20%	22%	14%	35%	22%	21%	34%	49%	-28%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News can always be trusted to report the real truth of a story

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	10%	13%	7%	8%	11%	12%	11%	16%	8%	7%	11%	17%	27%
Agree	37%	38%	42%	32%	35%	40%	42%	45%	37%	37%	39%	39%	28%
Neither agree nor disagree	26%	26%	24%	29%	26%	22%	27%	23%	26%	28%	26%	24%	25%
Disagree	14%	12%	15%	16%	13%	13%	12%	11%	14%	15%	13%	10%	16%
Strongly disagree	10%	10%	9%	12%	10%	10%	5%	4%	11%	9%	10%	8%	3%
Not sure	3%	2%	3%	3%	4%	2%	2%	1%	4%	4%	2%	1%	0%
Total Agree:	47%	51%	49%	40%	47%	52%	54%	61%	45%	44%	49%	57%	56%
Total Disagree:	24%	21%	23%	28%	23%	24%	17%	15%	25%	25%	23%	18%	19%
Net:	23%	30%	26%	12%	24%	28%	37%	45%	20%	19%	26%	39%	37%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too politically-correct / woke

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	18%	22%	14%	17%	16%	23%	18%	18%	16%	14%	23%	16%	20%	20%	23%
Agree	26%	26%	26%	24%	32%	23%	28%	28%	27%	29%	23%	21%	23%	24%	22%
Neither agree nor disagree	27%	25%	29%	26%	25%	27%	28%	25%	24%	36%	24%	32%	27%	22%	19%
Disagree	17%	15%	19%	19%	18%	16%	18%	20%	18%	9%	21%	17%	15%	16%	15%
Strongly disagree	8%	10%	6%	10%	5%	8%	6%	7%	8%	6%	6%	8%	9%	10%	14%
Not sure	5%	3%	7%	4%	4%	2%	3%	3%	7%	5%	4%	5%	5%	8%	7%
Total Agree:	44%	48%	40%	42%	47%	46%	46%	46%	43%	43%	45%	38%	43%	45%	44%
Total Disagree:	25%	25%	24%	28%	23%	24%	23%	27%	26%	15%	27%	25%	24%	26%	29%
Net:	19%	23%	16%	13%	24%	22%	22%	19%	18%	28%	19%	13%	19%	19%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too politically-correct / woke

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	18%	10%	15%	17%	20%	23%	23%	30%	12%	13%	28%	10%	10%	60%	15%
Agree	26%	28%	24%	26%	26%	25%	26%	30%	24%	24%	31%	25%	25%	23%	26%
Neither agree nor disagree	27%	28%	28%	25%	27%	25%	28%	22%	27%	35%	25%	28%	22%	7%	30%
Disagree	17%	21%	20%	19%	16%	12%	14%	11%	22%	16%	11%	21%	29%	11%	16%
Strongly disagree	8%	8%	9%	7%	6%	12%	6%	4%	11%	6%	4%	12%	7%	0%	5%
Not sure	5%	4%	4%	6%	5%	4%	4%	4%	4%	6%	2%	5%	7%	0%	9%
Total Agree:	44%	38%	39%	43%	45%	47%	49%	59%	36%	37%	58%	34%	35%	83%	40%
Total Disagree:	25%	30%	29%	26%	22%	24%	19%	15%	33%	21%	15%	34%	36%	11%	21%
Net:	19%	8%	10%	16%	23%	24%	30%	45%	3%	16%	43%	0%	0%	72%	19%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is too politically-correct / woke

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	18%	17%	18%	22%	16%	26%	9%	10%	22%	14%	16%	20%	12%
Agree	26%	28%	24%	28%	23%	33%	24%	31%	25%	27%	25%	26%	30%
Neither agree nor disagree	27%	23%	27%	27%	31%	25%	29%	22%	28%	31%	23%	24%	14%
Disagree	17%	19%	20%	12%	16%	10%	24%	24%	15%	17%	20%	16%	24%
Strongly disagree	8%	10%	8%	7%	7%	4%	10%	7%	5%	7%	11%	10%	20%
Not sure	5%	3%	4%	4%	7%	2%	4%	6%	5%	4%	5%	5%	0%
Total Agree:	44%	46%	42%	50%	39%	59%	34%	41%	48%	41%	41%	45%	42%
Total Disagree:	25%	28%	27%	19%	23%	13%	34%	30%	20%	24%	31%	26%	44%
Net:	19%	17%	14%	31%	16%	46%	0%	11%	27%	17%	10%	20%	-2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is politically neutral

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	7%	9%	5%	12%	7%	6%	5%	7%	5%	2%	5%	8%	8%	10%	11%
Agree	26%	26%	27%	30%	28%	19%	26%	30%	28%	22%	25%	27%	24%	22%	27%
Neither agree nor disagree	28%	26%	31%	26%	28%	32%	32%	24%	32%	34%	27%	29%	20%	30%	24%
Disagree	21%	22%	21%	18%	22%	26%	21%	23%	17%	21%	29%	18%	25%	22%	21%
Strongly disagree	13%	15%	10%	12%	11%	15%	13%	12%	10%	14%	8%	14%	19%	11%	15%
Not sure	4%	2%	6%	2%	4%	2%	3%	4%	7%	6%	6%	4%	4%	5%	2%
Total Agree:	33%	35%	32%	42%	35%	25%	31%	37%	33%	25%	30%	35%	32%	32%	38%
Total Disagree:	34%	37%	31%	31%	33%	41%	34%	35%	28%	35%	37%	32%	44%	33%	36%
Net:	-1%	-3%	1%	11%	2%	-16%	-3%	2%	5%	-11%	-7%	3%	-12%	-1%	2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is politically neutral

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	7%	7%	10%	9%	6%	7%	6%	7%	8%	5%	8%	10%	7%	0%	4%
Agree	26%	28%	32%	24%	29%	21%	22%	20%	32%	23%	22%	33%	39%	10%	17%
Neither agree nor disagree	28%	31%	24%	29%	28%	30%	29%	24%	29%	35%	27%	28%	32%	14%	34%
Disagree	21%	24%	20%	21%	20%	21%	23%	25%	18%	21%	24%	18%	10%	34%	28%
Strongly disagree	13%	8%	10%	13%	14%	17%	15%	19%	10%	9%	17%	9%	8%	43%	10%
Not sure	4%	3%	5%	4%	4%	3%	5%	4%	2%	7%	2%	3%	4%	0%	9%
Total Agree:	33%	35%	41%	33%	34%	28%	29%	27%	41%	28%	30%	42%	46%	10%	20%
Total Disagree:	34%	31%	30%	34%	34%	38%	38%	44%	28%	30%	40%	26%	18%	77%	37%
Net:	-1%	4%	12%	-1%	0%	-11%	-9%	-17%	13%	-2%	-10%	16%	27%	-67%	-17%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News is politically neutral

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	7%	8%	6%	7%	8%	10%	9%	8%	7%	5%	7%	10%	26%
Agree	26%	32%	25%	23%	24%	27%	33%	37%	22%	26%	29%	33%	25%
Neither agree nor disagree	28%	24%	32%	28%	29%	27%	29%	26%	30%	30%	26%	26%	14%
Disagree	21%	19%	22%	22%	22%	20%	19%	20%	23%	22%	21%	18%	27%
Strongly disagree	13%	14%	12%	15%	11%	15%	7%	6%	14%	12%	13%	10%	9%
Not sure	4%	3%	4%	3%	6%	1%	3%	2%	5%	4%	3%	3%	0%
Total Agree:	33%	40%	31%	31%	32%	36%	42%	46%	29%	31%	37%	43%	51%
Total Disagree:	34%	34%	34%	38%	33%	35%	26%	26%	36%	34%	34%	28%	35%
Net:	-1%	6%	-3%	-7%	-1%	1%	16%	19%	-7%	-3%	3%	14%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) To what extent do you agree or disagree with the following statements about the BBC?: BBC News always tries to be balanced

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	11%	12%	9%	15%	10%	10%	10%	9%	8%	6%	4%	13%	14%	10%	16%
Agree	38%	35%	41%	39%	43%	36%	42%	37%	39%	39%	35%	33%	32%	34%	35%
Neither agree nor disagree	23%	22%	25%	22%	22%	25%	23%	26%	23%	26%	25%	28%	18%	29%	20%
Disagree	15%	17%	13%	12%	13%	18%	15%	18%	17%	13%	22%	13%	17%	11%	14%
Strongly disagree	11%	12%	9%	10%	10%	10%	7%	7%	10%	13%	8%	10%	17%	12%	15%
Not sure	3%	2%	4%	2%	3%	1%	3%	3%	3%	4%	7%	3%	3%	4%	0%
Total Agree:	48%	47%	49%	54%	52%	47%	52%	46%	47%	45%	38%	46%	46%	44%	51%
Total Disagree:	25%	29%	22%	22%	23%	28%	23%	25%	27%	26%	30%	23%	34%	23%	29%
Net:	23%	18%	28%	32%	30%	19%	29%	20%	21%	20%	9%	23%	12%	21%	22%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) To what extent do you agree or disagree with the following statements about the BBC?: BBC News always tries to be balanced

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	11%	8%	14%	12%	10%	12%	9%	9%	13%	10%	11%	13%	12%	0%	7%
Agree	38%	36%	38%	37%	40%	33%	40%	34%	43%	33%	37%	41%	53%	20%	30%
Neither agree nor disagree	23%	30%	23%	24%	24%	21%	21%	22%	21%	31%	20%	25%	19%	16%	30%
Disagree	15%	18%	12%	15%	12%	16%	17%	17%	13%	12%	16%	12%	7%	24%	18%
Strongly disagree	11%	5%	10%	10%	12%	15%	11%	16%	7%	9%	13%	7%	6%	40%	9%
Not sure	3%	3%	3%	3%	3%	4%	3%	2%	2%	5%	2%	2%	3%	0%	6%
Total Agree:	48%	45%	52%	49%	50%	45%	48%	43%	56%	43%	48%	53%	66%	20%	37%
Total Disagree:	25%	23%	23%	25%	24%	30%	28%	33%	20%	21%	29%	19%	13%	64%	27%
Net:	23%	21%	29%	24%	26%	15%	21%	10%	36%	22%	19%	34%	53%	-44%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) To what extent do you agree or disagree with the following statements about the BBC?: BBC News always tries to be balanced

	Social Grade					Voting Intention			Education				
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	11%	13%	8%	9%	11%	12%	13%	14%	11%	7%	12%	14%	29%
Agree	38%	40%	41%	35%	34%	43%	42%	47%	32%	39%	40%	43%	22%
Neither agree nor disagree	23%	19%	24%	25%	27%	19%	25%	20%	26%	27%	21%	19%	22%
Disagree	15%	16%	14%	15%	15%	13%	13%	11%	16%	14%	15%	13%	12%
Strongly disagree	11%	11%	10%	12%	9%	12%	5%	5%	11%	10%	10%	8%	13%
Not sure	3%	2%	3%	3%	4%	1%	2%	3%	4%	3%	2%	2%	3%
Total Agree:	48%	53%	49%	45%	45%	55%	55%	62%	43%	46%	52%	58%	50%
Total Disagree:	25%	27%	24%	27%	24%	25%	18%	15%	27%	24%	25%	21%	25%
Net:	23%	26%	25%	17%	22%	29%	37%	46%	15%	23%	27%	36%	26%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Thinking about the British media more broadly, do you tend to trust the content of stories in national newspapers, on national radio or on national TV shows?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Always	5%	5%	5%	9%	7%	2%	2%	4%	4%	4%	5%	6%	6%	6%	3%
Mostly	34%	35%	34%	36%	38%	34%	39%	37%	37%	31%	33%	29%	30%	34%	31%
Sometimes	40%	39%	41%	39%	38%	44%	43%	38%	34%	43%	34%	45%	42%	39%	46%
Rarely	11%	12%	11%	8%	12%	12%	9%	14%	14%	12%	18%	12%	11%	8%	12%
Never	5%	5%	4%	5%	2%	5%	3%	3%	4%	5%	6%	4%	9%	8%	3%
Don't know	4%	3%	5%	3%	3%	3%	4%	5%	6%	4%	5%	4%	2%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Thinking about the British media more broadly, do you tend to trust the content of stories in national newspapers, on national radio or on national TV shows?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Always	5%	6%	10%	5%	5%	3%	3%	4%	5%	7%	5%	7%	4%	0%	5%
Mostly	34%	36%	30%	29%	36%	35%	40%	35%	37%	29%	38%	36%	37%	14%	27%
Sometimes	40%	37%	36%	48%	41%	39%	41%	41%	41%	38%	41%	39%	45%	40%	39%
Rarely	11%	13%	13%	11%	10%	13%	10%	10%	11%	12%	10%	11%	10%	23%	13%
Never	5%	2%	7%	5%	5%	6%	4%	5%	4%	7%	3%	4%	3%	23%	8%
Don't know	4%	6%	5%	2%	4%	5%	3%	4%	2%	7%	3%	2%	1%	0%	9%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) Thinking about the British media more broadly, do you tend to trust the content of stories in national newspapers, on national radio or on national TV shows?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Always	5%	7%	4%	5%	5%	6%	7%	6%	4%	3%	6%	8%	25%
Mostly	34%	38%	33%	35%	32%	42%	36%	39%	33%	34%	32%	44%	28%
Sometimes	40%	38%	44%	39%	40%	38%	42%	42%	39%	44%	44%	36%	37%
Rarely	11%	12%	10%	11%	12%	9%	10%	12%	12%	12%	12%	6%	8%
Never	5%	3%	5%	6%	5%	3%	3%	2%	6%	3%	4%	3%	3%
Don't know	4%	2%	5%	3%	6%	2%	3%	1%	6%	4%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) You said that you sometimes do not trust the content of stories in national newspapers, on national radio or on national TV shows. Which of the following reasons best explains why? Select up to three.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1131	536	590	143	142	101	104	77	95	101	48	141	99	55	25
Weighted	1135	556	574	144	136	98	100	76	95	98	46	136	113	56	37
News outlets exaggerate to get more readers and views or get more clicks on their website	38%	36%	40%	35%	41%	44%	41%	45%	35%	44%	42%	33%	38%	29%	35%
News reporters just do as the newspaper owners tell them	29%	31%	26%	29%	29%	28%	22%	24%	27%	36%	32%	29%	27%	28%	39%
News outlets need to create the news in order to sell	29%	28%	29%	29%	26%	34%	27%	33%	38%	29%	24%	28%	28%	25%	12%
News outlets are too close to Government and other politicians so don't report things that will upset them	28%	29%	27%	33%	25%	22%	28%	23%	31%	30%	32%	26%	38%	21%	27%
News outlets don't try hard enough to be balanced	27%	29%	25%	28%	25%	25%	28%	26%	27%	27%	22%	28%	28%	29%	21%
Newspapers don't report things that would upset the businesses that pay to advertise in them	25%	26%	24%	23%	27%	23%	25%	28%	24%	20%	22%	24%	29%	22%	31%
News reporters and commentators are all part of the same establishment as the politicians	20%	22%	17%	22%	18%	21%	22%	21%	18%	15%	14%	19%	24%	20%	16%
News outlets don't have the resources to investigate stories like they used to	12%	13%	11%	12%	12%	15%	17%	9%	10%	12%	9%	15%	8%	9%	16%

(31.B) You said that you sometimes do not trust the content of stories in national newspapers, on national radio or on national TV shows. Which of the following reasons best explains why? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1131	150	172	209	194	172	234	417	456	159	376	324	81	26	151
Weighted	1135	145	190	220	189	163	228	411	465	162	368	328	79	26	153
News outlets exaggerate to get more readers and views or get more clicks on their website	38%	32%	32%	41%	39%	43%	42%	39%	39%	35%	39%	35%	46%	32%	45%
News reporters just do as the newspaper owners tell them	29%	23%	30%	26%	29%	24%	37%	30%	31%	24%	27%	32%	29%	29%	28%
News outlets need to create the news in order to sell	29%	24%	26%	21%	29%	33%	38%	32%	28%	27%	36%	24%	26%	15%	25%
News outlets are too close to Government and other politicians so don't report things that will upset them	28%	40%	30%	28%	28%	26%	22%	24%	30%	29%	23%	29%	26%	33%	33%
News outlets don't try hard enough to be balanced	27%	22%	27%	27%	30%	27%	27%	29%	26%	25%	31%	22%	29%	41%	24%
Newspapers don't report things that would upset the businesses that pay to advertise in them	25%	21%	28%	25%	24%	23%	26%	21%	29%	22%	23%	25%	25%	28%	25%
News reporters and commentators are all part of the same establishment as the politicians	20%	26%	16%	21%	20%	21%	17%	20%	17%	23%	19%	19%	19%	34%	19%
News outlets don't have the resources to investigate stories like they used to	12%	15%	12%	14%	11%	12%	10%	11%	12%	11%	11%	14%	14%	7%	13%
Other (Please specify)	2%	0%	1%	1%	2%	4%	2%	3%	1%	2%	2%	1%	1%	7%	2%

(31.C) You said that you sometimes do not trust the content of stories in national newspapers, on national radio or on national TV shows. Which of the following reasons best explains why? Select up to three.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	1131	297	287	250	292	217	394	76	0	0	307	107	15
Weighted	1135	289	307	248	286	213	399	75	0	0	313	107	15
News outlets exaggerate to get more readers and views or get more clicks on their website	38%	38%	42%	39%	34%	37%	39%	44%	36%	42%	41%	34%	42%
News reporters just do as the newspaper owners tell them	29%	28%	26%	33%	29%	26%	29%	25%	31%	29%	28%	25%	33%
News outlets need to create the news in order to sell	29%	27%	31%	27%	29%	37%	29%	36%	27%	28%	30%	24%	12%
News outlets are too close to Government and other politicians so don't report things that will upset them	28%	33%	21%	31%	29%	21%	32%	28%	23%	31%	28%	34%	46%
News outlets don't try hard enough to be balanced	27%	34%	27%	26%	20%	28%	21%	27%	26%	23%	30%	32%	14%
Newspapers don't report things that would upset the businesses that pay to advertise in them	25%	25%	26%	22%	26%	21%	26%	24%	25%	25%	24%	26%	48%
News reporters and commentators are all part of the same establishment as the politicians	20%	19%	19%	22%	20%	17%	17%	18%	19%	17%	19%	25%	54%

(32.A) Which of the following words or terms would you use to describe the established British media our national newspapers and broadcasters? Select any that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Weak	9%	10%	7%	10%	5%	9%	7%	6%	10%	9%	11%	10%	11%	7%	2%
Uncaring	9%	11%	7%	9%	9%	10%	6%	11%	8%	8%	8%	9%	12%	5%	7%
Caring	7%	7%	6%	9%	6%	4%	5%	9%	6%	5%	7%	7%	6%	8%	7%
Moral	7%	8%	7%	8%	9%	4%	8%	9%	8%	5%	7%	8%	10%	3%	2%
Offensive	6%	8%	4%	6%	6%	7%	4%	7%	8%	4%	1%	7%	8%	3%	2%
Poor	6%	8%	5%	5%	4%	7%	5%	8%	6%	4%	6%	8%	9%	6%	10%
Harmless	4%	6%	3%	6%	4%	4%	5%	3%	5%	2%	7%	4%	5%	5%	2%
Informative	35%	32%	39%	39%	41%	28%	41%	32%	37%	33%	34%	36%	31%	31%	28%
Biased	30%	31%	28%	28%	25%	33%	28%	34%	31%	32%	31%	27%	35%	24%	37%
Politically correct / woke	27%	31%	24%	26%	25%	30%	33%	24%	25%	28%	26%	24%	34%	23%	31%
Misleading	24%	26%	23%	21%	23%	25%	21%	20%	20%	26%	28%	27%	30%	27%	34%
Trustworthy	20%	22%	18%	25%	22%	16%	22%	23%	22%	15%	14%	17%	21%	18%	12%
Balanced	20%	21%	19%	24%	23%	15%	16%	23%	23%	20%	19%	20%	20%	19%	10%
Untrustworthy	19%	22%	16%	18%	20%	21%	15%	21%	20%	20%	20%	19%	22%	17%	19%
Rich	14%	15%	14%	16%	14%	9%	13%	18%	15%	13%	11%	18%	16%	14%	13%
Right-wing	13%	16%	9%	17%	12%	10%	9%	12%	10%	13%	10%	16%	15%	10%	15%
Strong	13%	14%	13%	18%	13%	14%	16%	15%	14%	12%	12%	12%	11%	9%	6%
Harmful	11%	11%	10%	11%	13%	9%	6%	9%	9%	10%	14%	14%	11%	9%	21%
Left-wing	10%	13%	6%	9%	8%	15%	10%	9%	10%	11%	7%	9%	8%	7%	14%
Immoral	10%	12%	8%	10%	10%	7%	5%	14%	9%	12%	8%	12%	12%	10%	3%
None of the above	4%	3%	5%	3%	4%	4%	3%	4%	4%	6%	6%	5%	3%	4%	3%
Don't know	6%	4%	8%	5%	5%	9%	7%	6%	5%	4%	4%	7%	3%	10%	2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Which of the following words or terms would you use to describe the established British media our national newspapers and broadcasters? Select any that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Weak	9%	7%	10%	12%	7%	9%	7%	9%	7%	11%	9%	6%	7%	30%	10%
Uncaring	9%	9%	13%	8%	8%	8%	7%	10%	8%	9%	7%	10%	7%	16%	10%
Caring	7%	10%	8%	8%	5%	3%	7%	7%	6%	6%	5%	9%	8%	7%	5%
Moral	7%	10%	10%	9%	5%	6%	6%	7%	8%	7%	7%	9%	8%	3%	4%
Offensive	6%	9%	5%	6%	5%	6%	3%	5%	6%	6%	4%	8%	4%	12%	4%
Poor	6%	8%	8%	5%	5%	6%	6%	7%	6%	6%	6%	6%	3%	23%	5%
Harmless	4%	11%	7%	4%	2%	2%	1%	4%	4%	5%	4%	6%	3%	0%	4%
Informative	35%	31%	32%	30%	35%	39%	43%	37%	36%	34%	39%	35%	39%	30%	34%
Biased	30%	32%	24%	29%	31%	34%	29%	31%	29%	26%	29%	27%	27%	47%	32%
Politically correct / woke	27%	19%	17%	29%	28%	35%	33%	38%	21%	25%	36%	17%	27%	50%	27%
Misleading	24%	26%	24%	25%	21%	30%	21%	25%	24%	23%	24%	23%	17%	41%	24%
Trustworthy	20%	20%	21%	18%	20%	16%	24%	20%	21%	18%	23%	20%	23%	10%	16%
Balanced	20%	20%	19%	19%	18%	19%	25%	21%	22%	15%	22%	23%	30%	10%	13%
Untrustworthy	19%	21%	19%	18%	19%	23%	17%	20%	17%	22%	18%	18%	12%	35%	22%
Rich	14%	25%	15%	16%	14%	9%	10%	12%	15%	14%	11%	19%	12%	17%	12%
Right-wing	13%	16%	12%	15%	12%	14%	10%	6%	19%	9%	5%	22%	16%	4%	8%
Strong	13%	18%	18%	14%	11%	10%	11%	13%	13%	13%	12%	16%	14%	3%	10%
Harmful	11%	13%	13%	14%	9%	12%	6%	10%	11%	10%	10%	13%	11%	13%	10%
Left-wing	10%	7%	8%	9%	10%	12%	11%	14%	8%	7%	14%	6%	6%	33%	8%
Immoral	10%	12%	11%	12%	9%	10%	6%	10%	10%	8%	8%	12%	7%	19%	9%
None of the above	4%	2%	3%	3%	5%	4%	5%	2%	5%	5%	4%	3%	5%	3%	5%
Don't know	6%	5%	7%	5%	8%	4%	6%	5%	4%	12%	4%	5%	3%	0%	11%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) Which of the following words or terms would you use to describe the established British media our national newspapers and broadcasters? Select any that apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Weak	9%	8%	9%	10%	8%	9%	6%	7%	8%	9%	8%	7%	4%
Uncaring	9%	8%	10%	9%	9%	7%	9%	8%	9%	8%	9%	7%	0%
Caring	7%	8%	6%	5%	8%	8%	8%	6%	6%	7%	7%	10%	12%
Moral	7%	10%	6%	7%	8%	10%	7%	7%	6%	6%	8%	13%	11%
Offensive	6%	7%	5%	5%	6%	3%	7%	7%	5%	7%	6%	6%	3%
Poor	6%	6%	6%	7%	6%	5%	6%	4%	7%	6%	6%	5%	0%
Harmless	4%	4%	4%	6%	4%	6%	5%	3%	2%	5%	4%	8%	6%
Informative	35%	39%	36%	30%	36%	43%	39%	40%	34%	35%	37%	38%	36%
Biased	30%	31%	31%	32%	25%	26%	27%	22%	28%	31%	33%	23%	31%
Politically correct / woke	27%	30%	26%	29%	24%	36%	19%	20%	28%	27%	26%	28%	11%
Misleading	24%	24%	25%	25%	23%	20%	23%	16%	23%	24%	24%	21%	20%
Trustworthy	20%	24%	17%	18%	21%	27%	23%	26%	18%	18%	20%	25%	39%
Balanced	20%	20%	20%	19%	21%	28%	21%	27%	19%	18%	20%	26%	20%
Untrustworthy	19%	18%	20%	21%	19%	14%	17%	16%	20%	18%	19%	16%	19%
Rich	14%	15%	11%	19%	14%	8%	19%	14%	9%	14%	16%	19%	10%
Right-wing	13%	17%	13%	10%	11%	5%	19%	18%	9%	9%	18%	14%	13%
Strong	13%	13%	14%	13%	14%	17%	16%	16%	13%	12%	14%	16%	19%
Harmful	11%	11%	13%	10%	9%	8%	11%	9%	8%	12%	12%	10%	16%
Left-wing	10%	9%	10%	12%	7%	15%	5%	8%	9%	9%	11%	9%	14%
Immoral	10%	11%	10%	10%	8%	7%	9%	10%	8%	8%	13%	10%	10%
None of the above	4%	2%	5%	4%	4%	4%	3%	1%	4%	4%	4%	4%	0%
Don't know	6%	4%	5%	5%	9%	3%	5%	3%	8%	6%	4%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) How do you think the people that run media outlets choose the stories they report on? Select any which apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
They choose what they think will get the most interest from readers	44%	41%	47%	40%	50%	43%	49%	43%	41%	47%	45%	47%	47%	37%	31%
They just choose the most obviously important news of the day	31%	30%	33%	28%	37%	35%	36%	29%	28%	30%	32%	29%	35%	25%	27%
They think about what will generate controversy	31%	31%	30%	29%	27%	35%	30%	29%	28%	33%	28%	34%	30%	32%	39%
They choose what their advertisers want to see and hear	26%	27%	23%	28%	29%	22%	24%	27%	26%	29%	23%	24%	25%	15%	33%
They choose only those stories that back up their own opinions	25%	30%	21%	26%	22%	24%	28%	26%	27%	24%	23%	26%	26%	22%	35%
They think about how best to hold the Government and other politicians to account	17%	18%	17%	20%	15%	18%	16%	20%	16%	16%	20%	18%	15%	17%	18%
They choose what will make politicians happy	17%	18%	16%	19%	16%	14%	17%	18%	17%	16%	21%	17%	18%	15%	16%
They choose what is quick and easy to report	17%	18%	16%	20%	14%	18%	19%	14%	13%	22%	13%	14%	18%	13%	20%
They choose what will make their readers angry	13%	16%	10%	15%	10%	8%	13%	17%	15%	13%	13%	16%	14%	10%	8%
They think about how to make the country (or the world) a better place	10%	11%	8%	17%	9%	5%	10%	6%	11%	7%	13%	8%	8%	9%	8%
Other (Please specify)	1%	2%	1%	1%	2%	1%	2%	2%	0%	1%	0%	0%	2%	2%	2%
Don't know	9%	8%	10%	9%	7%	11%	6%	9%	10%	6%	7%	10%	7%	15%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) How do you think the people that run media outlets choose the stories they report on? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
They choose what they think will get the most interest from readers	44%	35%	38%	39%	48%	48%	54%	46%	45%	39%	46%	42%	49%	35%	46%
They just choose the most obviously important news of the day	31%	26%	27%	25%	30%	32%	46%	34%	31%	29%	34%	30%	39%	20%	25%
They think about what will generate controversy	31%	26%	32%	34%	34%	33%	25%	28%	32%	33%	29%	34%	26%	32%	32%
They choose what their advertisers want to see and hear	26%	25%	26%	26%	26%	26%	24%	24%	26%	27%	24%	24%	27%	35%	27%
They choose only those stories that back up their own opinions	25%	22%	22%	25%	23%	34%	28%	29%	26%	20%	26%	25%	26%	47%	22%
They think about how best to hold the Government and other politicians to account	17%	17%	20%	15%	15%	14%	21%	20%	18%	12%	21%	18%	16%	20%	12%
They choose what will make politicians happy	17%	22%	19%	22%	17%	16%	10%	15%	18%	18%	11%	22%	14%	29%	17%
They choose what is quick and easy to report	17%	15%	19%	17%	18%	13%	16%	17%	17%	16%	17%	18%	13%	13%	14%
They choose what will make their readers angry	13%	14%	15%	16%	12%	16%	7%	11%	15%	12%	11%	15%	10%	18%	13%
They think about how to make the country (or the world) a better place	10%	15%	15%	10%	7%	4%	7%	7%	10%	10%	8%	13%	9%	3%	8%
Other (Please specify)	1%	1%	1%	1%	1%	3%	1%	1%	1%	0%	1%	1%	1%	3%	0%
Don't know	9%	5%	6%	8%	10%	10%	11%	8%	7%	13%	10%	6%	6%	3%	14%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) How do you think the people that run media outlets choose the stories they report on? Select any which apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
They choose what they think will get the most interest from readers	44%	50%	41%	42%	43%	47%	46%	50%	43%	43%	49%	42%	59%
They just choose the most obviously important news of the day	31%	33%	30%	30%	33%	33%	33%	38%	32%	31%	34%	31%	33%
They think about what will generate controversy	31%	33%	34%	30%	25%	29%	35%	27%	27%	31%	34%	31%	32%
They choose what their advertisers want to see and hear	26%	25%	24%	25%	27%	22%	25%	29%	25%	25%	27%	23%	24%
They choose only those stories that back up their own opinions	25%	28%	26%	27%	20%	23%	23%	24%	23%	24%	28%	26%	24%
They think about how best to hold the Government and other politicians to account	17%	15%	17%	21%	16%	25%	17%	22%	16%	14%	17%	22%	34%
They choose what will make politicians happy	17%	18%	14%	20%	18%	10%	20%	15%	17%	17%	16%	20%	16%
They choose what is quick and easy to report	17%	17%	18%	16%	16%	16%	18%	14%	15%	13%	19%	18%	17%
They choose what will make their readers angry	13%	14%	14%	13%	12%	10%	13%	11%	12%	12%	15%	14%	17%
They think about how to make the country (or the world) a better place	10%	9%	11%	10%	9%	12%	11%	11%	7%	10%	10%	14%	13%
Other (Please specify)	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%	1%	2%	3%
Don't know	9%	5%	10%	6%	13%	9%	6%	6%	10%	9%	7%	6%	0%

Note:

(34.A) Which of the following stories do you think the established British media our national newspapers and broadcasters give insufficient attention to, if any? Select any which apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
What is happening in the NHS	36%	34%	37%	38%	34%	36%	35%	34%	30%	35%	35%	39%	37%	42%	29%
What is happening in working-class communities	31%	30%	31%	26%	24%	38%	27%	29%	31%	31%	31%	33%	36%	35%	39%
What is happening outside London	29%	28%	29%	22%	19%	33%	26%	26%	29%	37%	32%	35%	36%	31%	25%
The scale and impact of legal and illegal immigration	28%	30%	26%	27%	30%	30%	30%	28%	30%	28%	21%	26%	29%	28%	32%
The long-term military threats we face	25%	26%	23%	23%	24%	22%	27%	28%	26%	22%	27%	24%	24%	26%	28%
The impact and threat of climate change	25%	23%	28%	30%	28%	20%	21%	26%	19%	22%	27%	25%	30%	33%	23%
What is happening in countries outside the UK	23%	26%	20%	26%	26%	22%	24%	29%	18%	22%	25%	26%	13%	21%	17%
What is happening in the countryside	21%	21%	22%	18%	20%	28%	21%	25%	20%	20%	13%	23%	23%	25%	12%
The challenges of a multicultural society	20%	22%	19%	27%	18%	22%	18%	15%	22%	24%	12%	19%	25%	19%	10%
What is happening in diverse communities	18%	17%	19%	23%	16%	15%	16%	13%	18%	16%	13%	19%	18%	13%	24%
N/A - The British media gives sufficient attention to all issues	10%	9%	11%	10%	16%	9%	13%	10%	9%	8%	7%	7%	8%	5%	7%
Other (Please specify)	2%	3%	1%	2%	2%	2%	3%	2%	2%	3%	0%	2%	1%	4%	2%
Don't know	9%	7%	10%	7%	8%	10%	8%	7%	11%	12%	14%	9%	4%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) Which of the following stories do you think the established British media our national newspapers and broadcasters give insufficient attention to, if any? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
What is happening in the NHS	36%	36%	37%	34%	32%	32%	40%	33%	37%	34%	32%	40%	30%	45%	35%
What is happening in working-class communities	31%	30%	30%	31%	32%	35%	27%	31%	30%	28%	29%	33%	18%	47%	31%
What is happening outside London	29%	26%	22%	26%	29%	35%	33%	33%	28%	21%	30%	27%	26%	50%	26%
The scale and impact of legal and illegal immigration	28%	20%	24%	23%	30%	29%	40%	40%	22%	21%	40%	20%	17%	46%	26%
The long-term military threats we face	25%	24%	21%	22%	22%	25%	32%	29%	23%	21%	30%	22%	22%	31%	20%
The impact and threat of climate change	25%	29%	25%	28%	25%	19%	26%	19%	31%	24%	17%	30%	33%	19%	25%
What is happening in countries outside the UK	23%	31%	28%	19%	20%	21%	21%	20%	25%	22%	19%	27%	27%	13%	21%
What is happening in the countryside	21%	18%	16%	19%	21%	28%	24%	25%	20%	18%	23%	20%	26%	23%	17%
The challenges of a multicultural society	20%	20%	19%	21%	20%	20%	21%	21%	21%	17%	22%	20%	19%	34%	18%
What is happening in diverse communities	18%	20%	25%	16%	17%	18%	12%	16%	20%	15%	13%	21%	16%	25%	14%
N/A - The British media gives sufficient attention to all issues	10%	3%	8%	9%	10%	13%	15%	11%	10%	8%	12%	8%	12%	3%	11%
Other (Please specify)	2%	0%	2%	2%	3%	3%	2%	2%	3%	1%	2%	2%	3%	6%	2%
Don't know	9%	5%	8%	9%	11%	10%	8%	8%	6%	14%	7%	6%	6%	3%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) Which of the following stories do you think the established British media our national newspapers and broadcasters give insufficient attention to, if any? Select any which apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
What is happening in the NHS	36%	37%	33%	39%	34%	28%	40%	30%	35%	37%	35%	33%	32%
What is happening in working-class communities	31%	29%	32%	34%	27%	25%	34%	20%	31%	30%	35%	25%	33%
What is happening outside London	29%	27%	31%	32%	26%	27%	28%	30%	28%	29%	30%	28%	10%
The scale and impact of legal and illegal immigration	28%	24%	27%	34%	30%	38%	22%	24%	34%	24%	26%	24%	27%
The long-term military threats we face	25%	24%	22%	28%	24%	30%	23%	22%	25%	24%	22%	20%	27%
The impact and threat of climate change	25%	28%	26%	23%	24%	19%	29%	35%	18%	28%	29%	28%	35%
What is happening in countries outside the UK	23%	26%	20%	25%	22%	23%	25%	32%	18%	23%	24%	30%	29%
What is happening in the countryside	21%	19%	22%	24%	19%	23%	20%	30%	21%	19%	23%	18%	26%
The challenges of a multicultural society	20%	23%	20%	21%	17%	22%	19%	22%	18%	17%	24%	27%	25%
What is happening in diverse communities	18%	21%	17%	15%	16%	16%	19%	19%	11%	16%	22%	24%	29%
N/A - The British media gives sufficient attention to all issues	10%	9%	11%	7%	12%	13%	10%	11%	14%	9%	7%	7%	9%
Other (Please specify)	2%	3%	2%	1%	2%	1%	2%	2%	2%	1%	3%	3%	6%
Don't know	9%	6%	9%	7%	12%	6%	6%	5%	11%	10%	6%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) And, which of the following stories do you think the established British media our national newspapers and broadcasters give too much attention to, if any? Select any which apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1623	794	822	232	208	132	148	118	141	131	66	189	139	84	35
Weighted	1627	821	799	232	199	128	142	117	142	127	63	182	158	86	51
What is happening outside London	8%	9%	7%	13%	6%	6%	8%	8%	7%	6%	7%	8%	6%	7%	0%
What is happening in the countryside	8%	10%	6%	9%	8%	7%	13%	11%	7%	8%	11%	8%	2%	4%	12%
What is happening in working-class communities	7%	7%	7%	11%	7%	5%	8%	7%	6%	8%	3%	6%	6%	3%	7%
The scale and impact of legal and illegal immigration	23%	23%	24%	25%	25%	19%	20%	17%	28%	17%	21%	24%	31%	22%	22%
What is happening in countries outside the UK	18%	16%	21%	10%	16%	23%	14%	17%	22%	20%	23%	18%	24%	18%	23%
The impact and threat of climate change	18%	21%	14%	14%	16%	22%	24%	16%	17%	20%	10%	14%	21%	18%	29%
What is happening in diverse communities	17%	18%	15%	18%	19%	19%	13%	20%	16%	17%	18%	15%	16%	16%	6%
The challenges of a multicultural society	15%	15%	15%	15%	11%	18%	14%	16%	13%	17%	23%	13%	13%	19%	12%
The long-term military threats we face	11%	11%	11%	15%	11%	12%	10%	9%	13%	7%	18%	11%	7%	6%	12%
What is happening in the NHS	10%	10%	10%	11%	9%	11%	9%	12%	10%	6%	8%	10%	11%	8%	12%
None of the above	20%	20%	21%	20%	21%	17%	24%	19%	19%	19%	21%	25%	22%	19%	9%
Don't know	7%	6%	9%	6%	7%	8%	6%	10%	7%	11%	9%	6%	5%	8%	14%

Note:

BASE: Answered previous question

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) And, which of the following stories do you think the established British media our national newspapers and broadcasters give too much attention to, if any? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1623	268	260	265	274	225	331	581	672	217	548	517	114	27	183
Weighted	1627	259	289	278	266	215	321	573	684	220	538	520	111	27	186
What is happening outside London	8%	15%	11%	9%	6%	3%	3%	5%	8%	12%	7%	9%	9%	0%	7%
What is happening in the countryside	8%	15%	16%	9%	6%	2%	1%	5%	9%	10%	6%	12%	6%	7%	8%
What is happening in working-class communities	7%	8%	11%	10%	4%	5%	3%	6%	7%	10%	5%	10%	6%	0%	7%
The scale and impact of legal and illegal immigration	23%	29%	25%	24%	24%	24%	14%	10%	32%	24%	12%	33%	23%	9%	20%
What is happening in countries outside the UK	18%	18%	15%	20%	17%	20%	19%	22%	15%	17%	21%	17%	6%	33%	15%
The impact and threat of climate change	18%	12%	14%	11%	21%	24%	24%	25%	12%	17%	24%	12%	13%	35%	16%
What is happening in diverse communities	17%	18%	15%	19%	18%	14%	17%	19%	15%	18%	21%	15%	16%	32%	13%
The challenges of a multicultural society	15%	14%	14%	18%	16%	13%	14%	17%	14%	15%	17%	15%	15%	19%	10%
The long-term military threats we face	11%	16%	17%	14%	7%	7%	5%	7%	12%	12%	8%	13%	8%	10%	12%
What is happening in the NHS	10%	11%	12%	13%	10%	6%	7%	11%	9%	10%	11%	10%	4%	7%	8%
None of the above	20%	13%	18%	16%	19%	23%	33%	24%	21%	14%	23%	15%	29%	17%	24%
Don't know	7%	8%	4%	6%	9%	7%	11%	7%	7%	10%	7%	6%	7%	4%	13%

Note:

BASE: Answered previous question

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) And, which of the following stories do you think the established British media our national newspapers and broadcasters give too much attention to, if any? Select any which apply

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1623	463	387	382	386	343	613	115	0	0	446	206	27
Weighted	1627	453	412	378	378	340	615	114	0	0	451	207	28
What is happening outside London	8%	8%	6%	9%	8%	10%	8%	9%	4%	8%	9%	10%	4%
What is happening in the countryside	8%	6%	8%	8%	10%	10%	10%	8%	8%	6%	9%	12%	8%
What is happening in working-class communities	7%	5%	10%	7%	6%	7%	9%	6%	6%	8%	7%	10%	4%
The scale and impact of legal and illegal immigration	23%	31%	24%	18%	19%	11%	29%	31%	17%	23%	29%	26%	27%
What is happening in countries outside the UK	18%	15%	20%	21%	17%	20%	16%	9%	24%	17%	14%	17%	19%
The impact and threat of climate change	18%	19%	15%	21%	16%	22%	12%	9%	24%	15%	15%	14%	19%
What is happening in diverse communities	17%	16%	15%	19%	17%	24%	15%	12%	20%	15%	15%	19%	11%
The challenges of a multicultural society	15%	13%	16%	17%	14%	20%	13%	17%	15%	16%	13%	18%	7%
The long-term military threats we face	11%	11%	10%	11%	11%	10%	12%	13%	9%	10%	13%	13%	18%
What is happening in the NHS	10%	11%	11%	8%	9%	13%	10%	7%	7%	9%	10%	13%	11%
None of the above	20%	21%	19%	20%	22%	20%	19%	27%	17%	23%	22%	17%	29%
Don't know	7%	5%	7%	9%	10%	5%	7%	5%	10%	7%	7%	5%	0%

Note:

BASE: Answered previous question

Fieldwork: 7th Feb - 13th Feb 2024

(36.A) To what extent do you agree or disagree with the following statements?: British media outlets are independent and unbiased

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	5%	7%	4%	13%	4%	4%	4%	5%	4%	1%	3%	5%	5%	3%	5%
Agree	20%	20%	19%	19%	23%	15%	19%	17%	22%	19%	24%	20%	18%	19%	21%
Neither agree nor disagree	29%	26%	32%	31%	25%	25%	32%	30%	26%	35%	23%	32%	30%	32%	24%
Disagree	28%	27%	29%	21%	29%	39%	32%	26%	27%	28%	32%	27%	27%	31%	35%
Strongly disagree	14%	16%	11%	13%	14%	12%	10%	14%	16%	15%	13%	10%	20%	11%	16%
Not sure	4%	3%	5%	3%	5%	5%	3%	8%	6%	2%	5%	6%	0%	4%	0%
Total Agree:	25%	28%	22%	33%	27%	19%	23%	22%	26%	20%	27%	25%	23%	22%	26%
Total Disagree:	42%	43%	40%	34%	43%	51%	42%	40%	42%	43%	45%	37%	47%	42%	51%
Net:	-17%	-16%	-18%	-1%	-16%	-33%	-19%	-18%	-16%	-23%	-18%	-12%	-24%	-20%	-25%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) To what extent do you agree or disagree with the following statements?: British media outlets are independent and unbiased

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	5%	8%	10%	7%	3%	3%	2%	5%	6%	5%	6%	6%	4%	6%	4%
Agree	20%	29%	23%	19%	20%	13%	15%	18%	21%	16%	18%	25%	22%	7%	11%
Neither agree nor disagree	29%	23%	25%	26%	32%	29%	37%	27%	30%	36%	30%	28%	33%	13%	31%
Disagree	28%	26%	25%	27%	29%	30%	31%	30%	28%	24%	29%	27%	26%	36%	32%
Strongly disagree	14%	9%	14%	17%	13%	19%	11%	15%	12%	10%	12%	11%	12%	34%	13%
Not sure	4%	4%	4%	4%	4%	6%	3%	4%	3%	8%	4%	3%	3%	3%	9%
Total Agree:	25%	37%	32%	26%	23%	16%	18%	24%	27%	21%	25%	30%	26%	13%	15%
Total Disagree:	42%	36%	39%	44%	41%	49%	42%	45%	40%	34%	42%	38%	39%	71%	46%
Net:	-17%	2%	-7%	-18%	-18%	-34%	-24%	-22%	-14%	-13%	-17%	-8%	-13%	-58%	-31%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.C) To what extent do you agree or disagree with the following statements?: British media outlets are independent and unbiased

	Social Grade					Voting Intention			Education				
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	5%	7%	4%	7%	4%	9%	5%	7%	4%	4%	7%	9%	15%
Agree	20%	18%	22%	16%	20%	21%	24%	23%	18%	20%	18%	25%	30%
Neither agree nor disagree	29%	28%	26%	29%	34%	31%	30%	24%	31%	29%	30%	26%	16%
Disagree	28%	29%	30%	30%	24%	25%	30%	30%	28%	31%	28%	25%	21%
Strongly disagree	14%	15%	13%	13%	13%	11%	8%	14%	13%	13%	15%	10%	19%
Not sure	4%	2%	4%	4%	5%	3%	3%	2%	6%	3%	3%	4%	0%
Total Agree:	25%	26%	26%	23%	24%	30%	29%	30%	23%	24%	25%	35%	44%
Total Disagree:	42%	44%	43%	43%	37%	36%	38%	44%	41%	44%	42%	34%	40%
Net:	-17%	-19%	-17%	-20%	-13%	-5%	-10%	-14%	-18%	-20%	-18%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) To what extent do you agree or disagree with the following statements?: British media outlets can be trusted to tell the truth

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	6%	7%	5%	10%	6%	3%	4%	7%	4%	4%	3%	5%	7%	6%	9%
Agree	26%	28%	25%	30%	30%	23%	32%	23%	31%	20%	25%	27%	21%	26%	11%
Neither agree nor disagree	33%	29%	36%	30%	33%	34%	37%	26%	25%	43%	29%	32%	35%	36%	31%
Disagree	21%	20%	22%	19%	17%	27%	16%	25%	26%	16%	27%	22%	23%	12%	37%
Strongly disagree	11%	14%	8%	9%	12%	10%	7%	14%	9%	14%	13%	9%	13%	15%	12%
Not sure	3%	3%	4%	2%	3%	3%	4%	5%	4%	4%	4%	4%	1%	5%	0%
Total Agree:	32%	34%	30%	40%	36%	25%	36%	30%	35%	24%	28%	32%	28%	32%	20%
Total Disagree:	32%	34%	30%	27%	29%	37%	23%	40%	36%	29%	40%	31%	36%	27%	49%
Net:	0%	0%	0%	13%	7%	-12%	13%	-10%	0%	-5%	-12%	2%	-8%	5%	-28%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) To what extent do you agree or disagree with the following statements?: British media outlets can be trusted to tell the truth

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	6%	8%	9%	8%	3%	4%	3%	5%	6%	6%	6%	7%	5%	7%	4%
Agree	26%	25%	29%	25%	28%	21%	28%	26%	28%	26%	30%	28%	36%	7%	18%
Neither agree nor disagree	33%	32%	28%	29%	35%	34%	37%	33%	33%	34%	33%	32%	33%	19%	34%
Disagree	21%	25%	20%	21%	19%	25%	19%	20%	22%	20%	18%	21%	16%	28%	26%
Strongly disagree	11%	8%	11%	14%	12%	12%	9%	14%	9%	9%	10%	9%	8%	40%	13%
Not sure	3%	3%	3%	3%	3%	3%	4%	3%	2%	5%	3%	3%	2%	0%	6%
Total Agree:	32%	33%	38%	33%	31%	25%	32%	31%	34%	32%	36%	35%	41%	14%	21%
Total Disagree:	32%	32%	31%	35%	31%	37%	27%	33%	31%	29%	28%	30%	24%	67%	39%
Net:	0%	0%	7%	-2%	0%	-12%	4%	-3%	4%	3%	7%	5%	17%	-54%	-17%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) To what extent do you agree or disagree with the following statements?: British media outlets can be trusted to tell the truth

	Social Grade					Voting Intention				Education			
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	6%	6%	6%	5%	7%	8%	7%	6%	6%	5%	6%	8%	15%
Agree	26%	27%	26%	27%	25%	35%	28%	32%	26%	23%	27%	37%	21%
Neither agree nor disagree	33%	34%	32%	30%	35%	30%	34%	30%	32%	35%	31%	28%	28%
Disagree	21%	22%	22%	23%	18%	17%	22%	20%	21%	22%	22%	18%	23%
Strongly disagree	11%	10%	11%	14%	10%	8%	7%	11%	12%	11%	11%	7%	13%
Not sure	3%	2%	3%	2%	6%	2%	2%	1%	4%	4%	2%	3%	0%
Total Agree:	32%	33%	32%	32%	31%	43%	35%	38%	32%	28%	34%	45%	36%
Total Disagree:	32%	32%	33%	36%	28%	25%	29%	30%	32%	33%	33%	25%	36%
Net:	0%	1%	-1%	-4%	4%	18%	6%	8%	-1%	-6%	0%	20%	-1%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) To what extent do you agree or disagree with the following statements?: The British media holds the Government and other politicians to account

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	6%	7%	5%	11%	7%	5%	4%	1%	6%	2%	8%	7%	7%	2%	5%
Agree	33%	33%	32%	35%	36%	32%	35%	30%	37%	35%	34%	28%	23%	33%	33%
Neither agree nor disagree	29%	28%	31%	30%	28%	29%	30%	32%	30%	31%	24%	29%	29%	34%	20%
Disagree	20%	19%	20%	14%	16%	22%	20%	21%	16%	19%	22%	23%	27%	18%	33%
Strongly disagree	9%	11%	6%	8%	10%	9%	6%	8%	7%	8%	7%	8%	13%	9%	9%
Not sure	4%	2%	5%	2%	3%	3%	5%	7%	6%	4%	6%	5%	0%	5%	0%
Total Agree:	38%	40%	37%	45%	43%	37%	38%	31%	42%	37%	42%	35%	30%	35%	38%
Total Disagree:	28%	30%	27%	22%	26%	31%	27%	30%	23%	28%	29%	31%	40%	27%	42%
Net:	10%	10%	10%	24%	17%	6%	12%	2%	19%	9%	13%	4%	-10%	8%	-5%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) To what extent do you agree or disagree with the following statements?: The British media holds the Government and other politicians to account

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	6%	7%	9%	9%	3%	3%	4%	5%	6%	7%	6%	7%	3%	3%	5%
Agree	33%	31%	29%	29%	34%	34%	37%	33%	36%	27%	38%	31%	44%	14%	22%
Neither agree nor disagree	29%	27%	30%	30%	30%	26%	33%	30%	27%	36%	30%	27%	24%	25%	37%
Disagree	20%	25%	18%	18%	21%	22%	17%	19%	21%	14%	16%	22%	18%	30%	18%
Strongly disagree	9%	7%	9%	11%	9%	9%	7%	9%	8%	8%	7%	9%	9%	28%	11%
Not sure	4%	3%	5%	3%	4%	6%	2%	3%	3%	7%	3%	3%	1%	0%	8%
Total Agree:	38%	38%	38%	38%	37%	37%	41%	38%	42%	34%	44%	39%	47%	17%	27%
Total Disagree:	28%	32%	27%	29%	30%	31%	24%	29%	29%	22%	23%	31%	27%	58%	29%
Net:	10%	6%	11%	9%	7%	6%	17%	10%	13%	12%	21%	8%	20%	-41%	-2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) To what extent do you agree or disagree with the following statements?: The British media holds the Government and other politicians to account

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	6%	7%	3%	7%	7%	8%	7%	6%	6%	4%	6%	11%	16%
Agree	33%	35%	33%	31%	30%	46%	33%	40%	32%	30%	33%	36%	33%
Neither agree nor disagree	29%	26%	29%	28%	35%	27%	29%	27%	32%	30%	29%	26%	32%
Disagree	20%	21%	20%	21%	17%	12%	21%	17%	17%	22%	21%	16%	9%
Strongly disagree	9%	9%	9%	10%	6%	5%	7%	9%	9%	9%	9%	6%	6%
Not sure	4%	2%	5%	3%	5%	2%	3%	2%	5%	4%	2%	4%	4%
Total Agree:	38%	42%	37%	38%	37%	54%	40%	46%	38%	35%	39%	47%	49%
Total Disagree:	28%	30%	30%	31%	23%	18%	28%	26%	26%	31%	30%	22%	15%
Net:	10%	12%	7%	7%	13%	36%	11%	20%	12%	3%	9%	24%	33%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) To what extent do you agree or disagree with the following statements?: The British media treats politicians with too much respect

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	12%	14%	9%	13%	11%	10%	9%	11%	8%	10%	12%	13%	21%	11%	8%
Agree	30%	29%	32%	31%	29%	28%	31%	26%	32%	29%	32%	34%	28%	28%	44%
Neither agree nor disagree	35%	33%	37%	33%	34%	40%	38%	30%	34%	40%	30%	31%	37%	38%	31%
Disagree	17%	18%	15%	16%	20%	17%	15%	24%	17%	14%	20%	14%	11%	19%	15%
Strongly disagree	3%	4%	2%	3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	2%	2%
Not sure	4%	2%	5%	3%	3%	3%	3%	6%	5%	4%	4%	6%	2%	2%	0%
Total Agree:	42%	43%	41%	44%	40%	38%	40%	36%	41%	39%	43%	47%	48%	39%	51%
Total Disagree:	20%	22%	18%	19%	23%	20%	18%	27%	20%	17%	23%	16%	13%	21%	17%
Net:	23%	22%	23%	25%	16%	18%	22%	9%	20%	22%	20%	31%	36%	17%	34%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) To what extent do you agree or disagree with the following statements?: The British media treats politicians with too much respect

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	12%	13%	14%	15%	8%	12%	9%	12%	11%	10%	9%	14%	10%	28%	10%
Agree	30%	38%	37%	35%	27%	28%	21%	28%	32%	31%	23%	36%	31%	17%	30%
Neither agree nor disagree	35%	29%	30%	28%	38%	33%	47%	36%	34%	39%	39%	32%	31%	24%	37%
Disagree	17%	13%	12%	17%	18%	20%	19%	18%	18%	12%	21%	13%	23%	29%	14%
Strongly disagree	3%	4%	3%	2%	4%	4%	2%	4%	2%	1%	5%	2%	3%	3%	1%
Not sure	4%	3%	3%	4%	5%	4%	2%	3%	3%	7%	2%	3%	3%	0%	9%
Total Agree:	42%	51%	51%	50%	35%	40%	30%	40%	43%	41%	32%	50%	41%	44%	40%
Total Disagree:	20%	17%	16%	18%	22%	23%	21%	22%	21%	14%	26%	15%	25%	32%	14%
Net:	23%	35%	36%	32%	13%	17%	9%	18%	22%	27%	6%	34%	16%	13%	26%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) To what extent do you agree or disagree with the following statements?: The British media treats politicians with too much respect

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	12%	14%	9%	13%	11%	9%	12%	13%	12%	10%	13%	12%	11%
Agree	30%	29%	29%	34%	29%	21%	35%	30%	27%	28%	32%	35%	28%
Neither agree nor disagree	35%	32%	37%	33%	38%	40%	33%	34%	40%	39%	32%	27%	33%
Disagree	17%	19%	18%	14%	15%	23%	15%	16%	16%	17%	17%	16%	24%
Strongly disagree	3%	4%	3%	3%	1%	5%	2%	4%	2%	3%	3%	5%	4%
Not sure	4%	2%	3%	3%	6%	2%	2%	2%	4%	5%	2%	5%	0%
Total Agree:	42%	43%	38%	47%	40%	30%	48%	43%	38%	37%	45%	47%	39%
Total Disagree:	20%	23%	21%	17%	16%	28%	17%	20%	17%	19%	21%	21%	28%
Net:	23%	20%	17%	30%	24%	2%	30%	23%	21%	18%	24%	26%	11%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) To what extent do you agree or disagree with the following statements?: The British media and politicians tend to agree with each other

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	8%	10%	7%	11%	10%	7%	5%	6%	7%	6%	8%	8%	12%	9%	5%
Agree	29%	29%	28%	31%	22%	30%	30%	28%	33%	28%	34%	29%	27%	22%	36%
Neither agree nor disagree	33%	32%	34%	35%	32%	32%	36%	30%	27%	37%	27%	32%	34%	34%	32%
Disagree	22%	23%	21%	15%	28%	24%	21%	26%	22%	21%	16%	23%	21%	22%	26%
Strongly disagree	4%	4%	4%	4%	3%	4%	3%	3%	6%	3%	7%	3%	3%	6%	0%
Not sure	5%	3%	7%	5%	5%	4%	5%	7%	5%	4%	7%	5%	4%	6%	0%
Total Agree:	37%	39%	34%	42%	32%	36%	35%	34%	40%	34%	42%	37%	39%	31%	42%
Total Disagree:	26%	26%	25%	19%	31%	28%	24%	29%	28%	25%	23%	26%	23%	29%	26%
Net:	11%	13%	9%	23%	1%	8%	11%	5%	13%	9%	19%	11%	15%	2%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) To what extent do you agree or disagree with the following statements?: The British media and politicians tend to agree with each other

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	8%	9%	10%	14%	7%	7%	5%	7%	8%	10%	5%	11%	6%	12%	9%
Agree	29%	42%	37%	30%	26%	22%	18%	27%	27%	31%	22%	33%	27%	36%	27%
Neither agree nor disagree	33%	27%	30%	30%	35%	34%	37%	33%	32%	34%	36%	31%	29%	35%	33%
Disagree	22%	14%	15%	19%	24%	25%	31%	22%	25%	15%	26%	19%	25%	10%	20%
Strongly disagree	4%	2%	3%	4%	3%	7%	4%	6%	3%	2%	6%	2%	5%	3%	4%
Not sure	5%	5%	5%	3%	5%	6%	6%	4%	4%	8%	4%	4%	8%	4%	8%
Total Agree:	37%	51%	47%	44%	33%	28%	22%	35%	36%	41%	28%	44%	33%	48%	36%
Total Disagree:	26%	17%	18%	23%	27%	32%	35%	28%	28%	17%	32%	21%	30%	13%	23%
Net:	11%	34%	29%	21%	6%	-3%	-13%	6%	7%	24%	-4%	23%	4%	34%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) To what extent do you agree or disagree with the following statements?: The British media and politicians tend to agree with each other

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	8%	10%	7%	9%	8%	5%	9%	10%	7%	7%	10%	10%	12%
Agree	29%	27%	30%	30%	28%	24%	31%	30%	27%	28%	32%	29%	37%
Neither agree nor disagree	33%	31%	32%	33%	35%	35%	31%	32%	33%	36%	30%	32%	14%
Disagree	22%	26%	23%	19%	20%	27%	23%	20%	22%	20%	22%	20%	30%
Strongly disagree	4%	3%	3%	5%	3%	6%	1%	3%	5%	5%	3%	2%	7%
Not sure	5%	3%	5%	4%	7%	4%	4%	5%	6%	5%	4%	7%	0%
Total Agree:	37%	37%	37%	39%	35%	29%	40%	40%	34%	35%	41%	39%	49%
Total Disagree:	26%	29%	26%	24%	22%	32%	25%	24%	27%	25%	25%	23%	36%
Net:	11%	8%	10%	15%	13%	-3%	16%	16%	7%	10%	16%	17%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) To what extent do you agree or disagree with the following statements?: The media and politicians look out for each other's interests

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	13%	16%	10%	16%	13%	11%	10%	12%	12%	11%	9%	14%	21%	10%	12%
Agree	36%	34%	37%	33%	31%	39%	38%	39%	37%	35%	40%	36%	33%	30%	47%
Neither agree nor disagree	29%	30%	29%	29%	31%	27%	34%	24%	24%	34%	24%	29%	28%	38%	29%
Disagree	14%	13%	14%	14%	17%	11%	11%	15%	17%	11%	14%	13%	14%	12%	10%
Strongly disagree	3%	4%	2%	3%	3%	4%	2%	3%	3%	3%	6%	2%	2%	3%	2%
Not sure	5%	3%	7%	4%	6%	8%	4%	7%	7%	4%	7%	6%	2%	6%	0%
Total Agree:	49%	50%	47%	50%	43%	50%	49%	51%	50%	47%	49%	50%	54%	40%	59%
Total Disagree:	17%	17%	17%	18%	20%	16%	14%	19%	20%	15%	20%	15%	16%	16%	12%
Net:	32%	33%	31%	32%	23%	34%	35%	32%	30%	32%	29%	35%	38%	25%	47%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) To what extent do you agree or disagree with the following statements?: The media and politicians look out for each other's interests

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	13%	13%	13%	19%	11%	14%	10%	12%	13%	16%	11%	15%	12%	32%	12%
Agree	36%	37%	45%	37%	36%	31%	20%	35%	35%	34%	33%	38%	31%	37%	37%
Neither agree nor disagree	29%	28%	25%	24%	28%	31%	38%	31%	28%	28%	31%	27%	32%	19%	28%
Disagree	14%	15%	10%	13%	17%	14%	14%	13%	16%	12%	16%	14%	16%	7%	12%
Strongly disagree	3%	4%	3%	3%	3%	3%	3%	4%	2%	3%	5%	2%	3%	3%	2%
Not sure	5%	4%	4%	4%	6%	7%	6%	4%	5%	7%	5%	4%	6%	3%	9%
Total Agree:	49%	50%	58%	56%	46%	45%	39%	48%	48%	51%	43%	53%	43%	69%	49%
Total Disagree:	17%	18%	13%	16%	19%	17%	16%	17%	18%	15%	20%	16%	19%	10%	14%
Net:	32%	32%	45%	39%	27%	28%	23%	31%	30%	36%	23%	37%	24%	59%	35%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) To what extent do you agree or disagree with the following statements?: The media and politicians look out for each other's interests

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	13%	16%	11%	16%	10%	10%	14%	10%	12%	11%	13%	19%	16%
Agree	36%	31%	38%	36%	37%	32%	38%	32%	34%	38%	37%	32%	28%
Neither agree nor disagree	29%	28%	29%	28%	31%	32%	28%	32%	31%	28%	29%	24%	29%
Disagree	14%	17%	13%	12%	12%	16%	16%	16%	13%	15%	14%	16%	20%
Strongly disagree	3%	4%	3%	3%	2%	6%	2%	2%	3%	4%	2%	2%	7%
Not sure	5%	4%	6%	3%	7%	4%	3%	8%	7%	5%	4%	6%	0%
Total Agree:	49%	48%	48%	53%	47%	42%	52%	42%	46%	49%	51%	51%	45%
Total Disagree:	17%	20%	16%	16%	14%	22%	17%	18%	16%	19%	16%	19%	26%
Net:	32%	27%	32%	37%	32%	20%	35%	24%	30%	30%	35%	33%	18%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) To what extent do you agree or disagree with the following statements?: The people who work for media outlets tend to be the same sorts of people who go into politics

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Strongly agree	10%	12%	8%	11%	10%	10%	8%	7%	10%	8%	7%	12%	16%	9%	9%
Agree	37%	37%	37%	41%	33%	36%	38%	32%	35%	41%	36%	38%	38%	34%	39%
Neither agree nor disagree	32%	32%	32%	32%	31%	34%	35%	35%	27%	35%	29%	28%	29%	33%	36%
Disagree	12%	12%	13%	11%	16%	11%	11%	12%	16%	9%	15%	10%	13%	13%	14%
Strongly disagree	2%	2%	1%	1%	2%	2%	2%	4%	3%	0%	4%	1%	1%	1%	2%
Not sure	7%	5%	9%	4%	7%	7%	6%	11%	8%	7%	10%	10%	3%	9%	0%
Total Agree:	47%	49%	45%	52%	43%	46%	46%	39%	45%	49%	43%	51%	54%	43%	48%
Total Disagree:	14%	14%	14%	11%	18%	13%	13%	15%	20%	9%	19%	12%	14%	15%	16%
Net:	33%	35%	31%	41%	25%	33%	32%	24%	25%	40%	24%	39%	40%	29%	32%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) To what extent do you agree or disagree with the following statements?: The people who work for media outlets tend to be the same sorts of people who go into politics

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Strongly agree	10%	11%	13%	10%	10%	10%	7%	11%	10%	10%	8%	12%	8%	15%	8%
Agree	37%	37%	40%	41%	36%	36%	32%	37%	39%	32%	37%	40%	38%	47%	30%
Neither agree nor disagree	32%	30%	29%	29%	32%	34%	35%	32%	29%	38%	34%	28%	32%	28%	35%
Disagree	12%	13%	11%	12%	11%	11%	16%	11%	14%	10%	12%	12%	16%	6%	15%
Strongly disagree	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%	3%	2%	1%	0%	1%
Not sure	7%	6%	6%	5%	8%	7%	8%	7%	6%	9%	6%	6%	6%	3%	11%
Total Agree:	47%	49%	53%	52%	46%	47%	39%	48%	49%	42%	45%	52%	45%	62%	38%
Total Disagree:	14%	16%	12%	14%	14%	12%	17%	13%	16%	11%	15%	13%	17%	6%	16%
Net:	33%	33%	42%	37%	32%	35%	21%	35%	33%	31%	30%	39%	28%	56%	22%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) To what extent do you agree or disagree with the following statements?: The people who work for media outlets tend to be the same sorts of people who go into politics

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Strongly agree	10%	12%	8%	13%	8%	8%	10%	8%	10%	8%	11%	11%	20%
Agree	37%	38%	38%	35%	35%	37%	41%	37%	36%	38%	39%	36%	32%
Neither agree nor disagree	32%	30%	32%	32%	33%	32%	30%	32%	31%	33%	30%	29%	30%
Disagree	12%	14%	12%	11%	13%	14%	12%	16%	13%	14%	13%	12%	9%
Strongly disagree	2%	1%	1%	3%	2%	3%	1%	3%	1%	1%	2%	4%	0%
Not sure	7%	5%	8%	5%	10%	5%	6%	4%	9%	7%	5%	7%	9%
Total Agree:	47%	50%	47%	48%	43%	45%	51%	46%	46%	45%	50%	47%	52%
Total Disagree:	14%	15%	14%	14%	14%	18%	14%	18%	14%	15%	15%	16%	9%
Net:	33%	34%	33%	34%	29%	27%	37%	27%	32%	31%	35%	31%	43%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) There will be a General Election this year, by no later than December. Thinking about the political coverage in the media, which of the following would you like to see more of? Select any which apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
More debates on the long-term future of the country	37%	38%	36%	41%	39%	42%	43%	37%	30%	34%	32%	32%	36%	38%	19%
More in-depth, documentary-style reports on important issues	31%	30%	31%	30%	27%	34%	37%	32%	29%	30%	29%	28%	36%	25%	29%
More news about poorer, working-class communities	30%	30%	30%	26%	26%	32%	26%	27%	31%	34%	27%	34%	37%	33%	24%
More news about the impact of legal and illegal immigration	27%	29%	25%	22%	31%	29%	30%	22%	31%	32%	24%	25%	21%	28%	26%
More commentary from independent experts	26%	27%	26%	27%	24%	26%	30%	28%	26%	21%	26%	27%	29%	20%	28%
More news about my local area or others like it	26%	24%	27%	20%	22%	28%	27%	20%	22%	27%	28%	33%	30%	21%	42%
More comment from those who have lived experience of an issue	25%	23%	27%	28%	23%	24%	29%	20%	24%	23%	26%	24%	29%	27%	20%
More news and comment about the struggles of those who are disadvantaged	25%	24%	25%	23%	23%	22%	26%	23%	25%	24%	23%	30%	31%	22%	20%
More debates between the party leaders	24%	26%	21%	29%	24%	23%	22%	23%	23%	19%	22%	27%	18%	25%	31%
More news about the military threats Britain and our allies face	23%	24%	21%	19%	24%	27%	25%	25%	27%	23%	23%	20%	17%	23%	16%
More news about the diverse, ethnically-mixed communities in Britain	15%	15%	15%	20%	17%	15%	12%	14%	16%	12%	7%	19%	12%	15%	15%
More polling on who is likely to win the next election	11%	12%	10%	14%	10%	13%	13%	10%	11%	7%	10%	13%	12%	3%	5%
None of the above	7%	8%	7%	7%	11%	7%	8%	8%	5%	6%	10%	7%	7%	7%	4%
Don't know	6%	5%	7%	6%	5%	7%	6%	10%	9%	9%	6%	5%	1%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) There will be a General Election this year, by no later than December. Thinking about the political coverage in the media, which of the following would you like to see more of? Select any which apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
More debates on the long-term future of the country	37%	29%	36%	33%	37%	39%	43%	37%	40%	30%	37%	39%	41%	42%	32%
More in-depth, documentary-style reports on important issues	31%	23%	30%	26%	33%	31%	38%	30%	34%	25%	30%	31%	38%	17%	24%
More news about poorer, working-class communities	30%	32%	26%	32%	31%	34%	27%	30%	32%	24%	24%	37%	23%	27%	25%
More news about the impact of legal and illegal immigration	27%	17%	21%	20%	23%	32%	44%	40%	19%	24%	41%	18%	16%	54%	23%
More commentary from independent experts	26%	17%	26%	23%	31%	27%	32%	24%	32%	20%	26%	29%	33%	20%	19%
More news about my local area or others like it	26%	21%	23%	20%	28%	34%	29%	28%	26%	18%	27%	28%	25%	29%	16%
More comment from those who have lived experience of an issue	25%	25%	28%	26%	26%	23%	23%	23%	27%	22%	23%	29%	23%	19%	20%
More news and comment about the struggles of those who are disadvantaged	25%	22%	24%	29%	22%	27%	25%	21%	29%	23%	19%	33%	19%	23%	23%
More debates between the party leaders	24%	21%	22%	24%	29%	21%	25%	25%	24%	20%	26%	26%	26%	18%	15%
More news about the military threats Britain and our allies face	23%	23%	18%	16%	17%	21%	36%	29%	20%	16%	30%	19%	21%	25%	16%
More news about the diverse, ethnically-mixed communities in Britain	15%	20%	19%	16%	15%	12%	11%	12%	17%	14%	11%	21%	14%	11%	13%
More polling on who is likely to win the next election	11%	15%	17%	12%	9%	8%	6%	11%	11%	9%	10%	13%	15%	20%	7%
None of the above	7%	3%	6%	6%	6%	12%	11%	8%	6%	9%	8%	5%	6%	3%	14%
Don't know	6%	6%	6%	6%	10%	5%	4%	6%	4%	11%	4%	5%	5%	0%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) There will be a General Election this year, by no later than December. Thinking about the political coverage in the media, which of the following would you like to see more of? Select any which apply

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
More debates on the long-term future of the country	37%	44%	37%	33%	31%	35%	40%	38%	32%	36%	42%	36%	46%
More in-depth, documentary-style reports on important issues	31%	36%	28%	27%	29%	31%	32%	33%	29%	28%	33%	37%	44%
More news about poorer, working-class communities	30%	27%	28%	32%	32%	21%	36%	24%	31%	31%	30%	30%	19%
More news about the impact of legal and illegal immigration	27%	23%	24%	31%	31%	39%	19%	20%	32%	22%	24%	26%	19%
More commentary from independent experts	26%	36%	26%	20%	21%	25%	27%	29%	23%	22%	31%	35%	38%
More news about my local area or others like it	26%	20%	27%	29%	27%	25%	26%	32%	30%	29%	24%	19%	25%
More comment from those who have lived experience of an issue	25%	26%	26%	25%	23%	22%	28%	29%	23%	24%	30%	27%	20%
More news and comment about the struggles of those who are disadvantaged	25%	25%	22%	25%	27%	16%	31%	21%	24%	22%	27%	27%	26%
More debates between the party leaders	24%	29%	26%	22%	19%	25%	27%	23%	22%	22%	24%	32%	21%
More news about the military threats Britain and our allies face	23%	20%	20%	28%	24%	33%	21%	20%	24%	22%	20%	21%	19%
More news about the diverse, ethnically-mixed communities in Britain	15%	17%	15%	17%	12%	13%	20%	12%	13%	12%	20%	19%	16%
More polling on who is likely to win the next election	11%	13%	10%	12%	8%	12%	13%	13%	6%	12%	13%	14%	24%
None of the above	7%	6%	7%	7%	10%	8%	5%	6%	11%	9%	5%	5%	0%
Don't know	6%	4%	6%	5%	10%	2%	5%	6%	8%	6%	5%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) And thinking about the political coverage in the media, which of the following would you like to see less of? Select any that apply

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1736	838	891	247	229	142	164	117	155	141	70	203	145	87	36
Weighted	1737	864	866	246	220	138	156	116	156	137	67	195	165	89	53
More news about the military threats Britain and our allies face	9%	10%	8%	10%	6%	11%	9%	10%	9%	11%	13%	9%	7%	8%	11%
More comment from those who have lived experience of an issue	9%	10%	8%	8%	9%	6%	10%	14%	9%	11%	10%	7%	11%	9%	9%
More news and comment about the struggles of those who are disadvantaged	8%	9%	8%	10%	7%	9%	5%	8%	4%	8%	10%	8%	10%	12%	13%
More polling on who is likely to win the next election	23%	23%	24%	21%	24%	28%	26%	17%	28%	23%	30%	18%	24%	28%	20%
More debates between the party leaders	20%	19%	20%	19%	20%	23%	17%	16%	18%	24%	20%	20%	24%	13%	17%
More news about the diverse, ethnically-mixed communities in Britain	18%	20%	16%	17%	17%	23%	17%	20%	14%	18%	27%	12%	21%	17%	32%
More commentary from independent experts	14%	15%	13%	16%	14%	10%	12%	16%	11%	18%	12%	16%	14%	12%	7%
More news about the impact of legal and illegal immigration	14%	14%	15%	19%	10%	13%	11%	12%	17%	12%	16%	15%	20%	9%	14%
More debates on the long-term future of the country	12%	11%	12%	14%	7%	7%	11%	13%	14%	11%	15%	15%	11%	10%	8%
More news about poorer, working-class communities	11%	11%	11%	15%	9%	7%	10%	15%	10%	11%	12%	8%	12%	11%	14%
More news about my local area or others like it	10%	11%	8%	10%	9%	8%	13%	13%	9%	14%	12%	9%	5%	8%	6%
More in-depth, documentary-style reports on important issues	10%	11%	9%	9%	10%	10%	8%	7%	12%	10%	10%	12%	9%	9%	8%
None of the above	15%	15%	15%	13%	18%	18%	16%	11%	15%	10%	8%	17%	16%	10%	17%
Don't know	7%	5%	9%	6%	6%	6%	9%	10%	6%	5%	6%	8%	5%	16%	8%

Note:

BASE: Answered previous question

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) And thinking about the political coverage in the media, which of the following would you like to see less of? Select any that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	1736	262	271	287	297	245	374	627	732	224	610	547	127	29	180
Weighted	1737	253	299	300	288	233	364	619	742	227	597	551	124	29	182
More news about the military threats Britain and our allies face	9%	10%	11%	12%	8%	7%	7%	7%	10%	10%	7%	12%	7%	3%	10%
More comment from those who have lived experience of an issue	9%	9%	8%	10%	8%	9%	11%	11%	8%	8%	9%	10%	8%	6%	9%
More news and comment about the struggles of those who are disadvantaged	8%	4%	7%	7%	9%	8%	13%	12%	7%	7%	12%	5%	6%	15%	5%
More polling on who is likely to win the next election	23%	17%	22%	24%	15%	29%	32%	27%	21%	23%	26%	21%	21%	18%	23%
More debates between the party leaders	20%	20%	22%	17%	17%	19%	22%	18%	21%	21%	19%	19%	17%	28%	22%
More news about the diverse, ethnically-mixed communities in Britain	18%	15%	18%	18%	20%	15%	22%	23%	15%	18%	22%	14%	19%	33%	19%
More commentary from independent experts	14%	18%	17%	14%	8%	12%	14%	15%	13%	16%	13%	15%	16%	30%	11%
More news about the impact of legal and illegal immigration	14%	18%	15%	15%	19%	12%	8%	7%	19%	16%	8%	19%	20%	6%	12%
More debates on the long-term future of the country	12%	20%	12%	15%	9%	6%	8%	10%	12%	13%	11%	14%	12%	7%	10%
More news about poorer, working-class communities	11%	19%	13%	14%	8%	3%	7%	11%	9%	13%	9%	13%	6%	21%	10%
More news about my local area or others like it	10%	17%	17%	10%	5%	4%	5%	7%	10%	10%	9%	10%	12%	7%	9%
More in-depth, documentary-style reports on important issues	10%	12%	11%	12%	7%	8%	8%	10%	10%	8%	10%	13%	11%	6%	5%
None of the above	15%	5%	13%	10%	17%	22%	20%	18%	15%	9%	16%	14%	13%	3%	16%
Don't know	7%	6%	4%	9%	7%	11%	8%	7%	7%	9%	8%	6%	6%	16%	10%

Note:

BASE: Answered previous question

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) And thinking about the political coverage in the media, which of the following would you like to see less of? Select any that apply

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	1736	498	426	392	415	385	662	122	0	0	472	214	30
Weighted	1737	486	454	387	405	379	664	120	0	0	477	214	31
More news about the military threats Britain and our allies face	9%	10%	8%	10%	8%	7%	10%	7%	8%	8%	11%	11%	6%
More comment from those who have lived experience of an issue	9%	10%	10%	10%	8%	10%	10%	7%	10%	9%	8%	9%	17%
More news and comment about the struggles of those who are disadvantaged	8%	9%	8%	9%	7%	12%	6%	6%	9%	7%	8%	9%	10%
More polling on who is likely to win the next election	23%	26%	20%	23%	24%	27%	20%	19%	27%	21%	24%	20%	12%
More debates between the party leaders	20%	19%	19%	22%	19%	21%	19%	22%	19%	18%	22%	16%	16%
More news about the diverse, ethnically-mixed communities in Britain	18%	18%	20%	17%	18%	22%	16%	14%	20%	18%	16%	22%	20%
More commentary from independent experts	14%	13%	14%	14%	15%	17%	15%	14%	16%	13%	14%	12%	23%
More news about the impact of legal and illegal immigration	14%	20%	13%	14%	9%	7%	18%	22%	7%	15%	20%	16%	27%
More debates on the long-term future of the country	12%	12%	11%	12%	11%	13%	13%	12%	11%	9%	11%	19%	4%
More news about poorer, working-class communities	11%	11%	10%	11%	12%	13%	11%	6%	9%	12%	10%	15%	14%
More news about my local area or others like it	10%	9%	9%	13%	8%	9%	10%	11%	8%	11%	11%	10%	15%
More in-depth, documentary-style reports on important issues	10%	10%	11%	9%	9%	12%	12%	8%	9%	9%	10%	15%	7%
None of the above	15%	12%	16%	15%	16%	13%	14%	18%	15%	13%	14%	17%	9%
Don't know	7%	5%	8%	7%	9%	6%	7%	5%	10%	8%	6%	5%	3%

Note:

BASE: Answered previous question

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) If a TV news outlet was to be considered impartial in its approach to news, which of the following things do you think that news outlet would offer? Select any that apply.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Having presenters and commentators that explain both sides of every story	45%	45%	46%	44%	52%	47%	50%	35%	39%	40%	49%	44%	50%	52%	38%
Holding guests to account when they disregard objective facts or truth	41%	42%	39%	36%	44%	46%	46%	38%	35%	39%	30%	39%	48%	35%	46%
Promoting objective facts and truth through all their reporting	38%	38%	38%	41%	41%	39%	39%	37%	31%	36%	37%	35%	41%	34%	41%
Having roughly the same number of guests from different political viewpoints	34%	34%	34%	31%	34%	35%	41%	29%	34%	32%	41%	31%	36%	36%	28%
Not having presenters who come from party political backgrounds	33%	32%	34%	34%	29%	35%	34%	32%	29%	35%	29%	33%	38%	31%	40%
Giving more prominence to guests and commentators who are experts in the areas being covered	28%	28%	27%	31%	27%	27%	32%	27%	28%	21%	29%	28%	30%	25%	15%
Having a diverse set of presenters and guests (a wide gender, ethnic, age mix etc)	27%	24%	30%	29%	27%	33%	24%	23%	28%	27%	22%	28%	25%	26%	29%
Not taking money from businesses through advertising	25%	25%	24%	28%	27%	25%	21%	23%	21%	27%	29%	22%	23%	24%	25%
Giving more prominence to guests and commentators who have lived experience of an issue	25%	24%	26%	26%	24%	30%	26%	22%	25%	25%	18%	28%	26%	26%	22%
Doing more to report the struggles of those who are disadvantaged	23%	22%	24%	25%	21%	25%	24%	19%	21%	21%	31%	23%	25%	26%	20%
Choosing stories to report on that purely reflect what the big news stories of the day are	21%	21%	21%	21%	23%	22%	18%	16%	23%	20%	25%	22%	25%	15%	17%
Don't know	11%	10%	12%	10%	9%	10%	10%	17%	14%	15%	12%	12%	8%	11%	10%
Other (Please specify)	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) If a TV news outlet was to be considered impartial in its approach to news, which of the following things do you think that news outlet would offer? Select any that apply.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Having presenters and commentators that explain both sides of every story	45%	24%	37%	41%	45%	57%	62%	52%	47%	32%	55%	41%	53%	40%	35%
Holding guests to account when they disregard objective facts or truth	41%	26%	32%	37%	40%	47%	56%	43%	46%	27%	44%	41%	44%	37%	30%
Promoting objective facts and truth through all their reporting	38%	25%	32%	39%	39%	41%	49%	39%	42%	28%	40%	37%	48%	44%	31%
Having roughly the same number of guests from different political viewpoints	34%	22%	22%	31%	34%	47%	46%	39%	35%	25%	39%	31%	39%	37%	28%
Not having presenters who come from party political backgrounds	33%	23%	29%	28%	34%	34%	44%	34%	36%	26%	34%	32%	37%	30%	29%
Giving more prominence to guests and commentators who are experts in the areas being covered	28%	23%	26%	27%	24%	28%	35%	27%	31%	20%	28%	28%	37%	25%	23%
Having a diverse set of presenters and guests (a wide gender, ethnic, age mix etc)	27%	26%	23%	27%	28%	31%	28%	23%	32%	22%	23%	33%	31%	14%	22%
Not taking money from businesses through advertising	25%	16%	23%	24%	24%	28%	30%	25%	27%	19%	23%	26%	32%	25%	20%
Giving more prominence to guests and commentators who have lived experience of an issue	25%	21%	25%	26%	24%	26%	28%	25%	26%	24%	25%	26%	26%	26%	23%
Doing more to report the struggles of those who are disadvantaged	23%	21%	24%	25%	22%	22%	24%	21%	25%	21%	17%	30%	22%	19%	19%
Choosing stories to report on that purely reflect what the big news stories of the day are	21%	20%	20%	21%	22%	16%	24%	24%	20%	17%	22%	20%	21%	33%	16%
Don't know	11%	11%	10%	10%	15%	14%	9%	12%	8%	17%	10%	9%	2%	6%	24%
Other (Please specify)	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) If a TV news outlet was to be considered impartial in its approach to news, which of the following things do you think that news outlet would offer? Select any that apply.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative	Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Having presenters and commentators that explain both sides of every story	45%	50%	45%	44%	41%	52%	43%	47%	45%	43%	45%	49%	46%
Holding guests to account when they disregard objective facts or truth	41%	46%	39%	38%	37%	41%	41%	47%	38%	36%	45%	40%	53%
Promoting objective facts and truth through all their reporting	38%	49%	36%	33%	32%	37%	38%	43%	32%	34%	41%	48%	62%
Having roughly the same number of guests from different political viewpoints	34%	35%	33%	35%	33%	39%	31%	35%	34%	32%	36%	33%	18%
Not having presenters who come from party political backgrounds	33%	35%	33%	34%	29%	34%	33%	31%	33%	34%	32%	32%	34%
Giving more prominence to guests and commentators who are experts in the areas being covered	28%	35%	26%	27%	21%	29%	29%	34%	23%	25%	33%	34%	52%
Having a diverse set of presenters and guests (a wide gender, ethnic, age mix etc)	27%	28%	29%	27%	24%	22%	34%	31%	24%	26%	31%	25%	42%
Not taking money from businesses through advertising	25%	27%	24%	25%	22%	21%	26%	30%	23%	21%	28%	26%	34%
Giving more prominence to guests and commentators who have lived experience of an issue	25%	27%	24%	27%	23%	26%	26%	25%	25%	22%	27%	27%	32%
Doing more to report the struggles of those who are disadvantaged	23%	23%	21%	24%	25%	15%	28%	18%	22%	23%	24%	25%	20%
Choosing stories to report on that purely reflect what the big news stories of the day are	21%	21%	21%	22%	20%	24%	21%	24%	17%	23%	21%	25%	20%
Don't know	11%	6%	13%	10%	16%	9%	9%	4%	16%	12%	9%	8%	0%
Other (Please specify)	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Which of the following Public Service Broadcasters do you consider to be impartial in their approach to news, if any? Select any that apply

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
BBC1	36%	39%	34%	39%	41%	31%	35%	40%	33%	32%	25%	38%	35%	33%	34%
ITV1 (and equivalent outside England)	23%	24%	23%	23%	26%	19%	26%	19%	24%	18%	20%	25%	27%	22%	27%
Channel 4 (and equivalent outside England)	23%	27%	20%	30%	24%	22%	24%	19%	19%	21%	19%	20%	22%	19%	41%
BBC2	20%	24%	17%	27%	19%	17%	20%	26%	16%	17%	20%	17%	25%	14%	27%
Channel 5	15%	16%	14%	21%	16%	12%	17%	12%	16%	9%	14%	12%	14%	13%	9%
Don't Know	15%	10%	19%	12%	15%	14%	15%	13%	18%	19%	14%	14%	12%	22%	9%
None of the above	29%	30%	27%	29%	26%	34%	30%	28%	30%	28%	36%	27%	30%	25%	19%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Which of the following Public Service Broadcasters do you consider to be impartial in their approach to news, if any? Select any that apply

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
BBC1	36%	29%	39%	34%	37%	39%	38%	33%	43%	29%	37%	39%	54%	24%	26%
ITV1 (and equivalent outside England)	23%	20%	20%	24%	25%	24%	25%	24%	25%	20%	24%	25%	22%	12%	19%
Channel 4 (and equivalent outside England)	23%	17%	22%	25%	29%	25%	21%	19%	31%	16%	20%	27%	36%	3%	15%
BBC2	20%	19%	21%	20%	22%	20%	20%	16%	27%	12%	18%	23%	38%	11%	10%
Channel 5	15%	19%	14%	12%	13%	13%	16%	14%	16%	13%	15%	17%	19%	6%	9%
Don't Know	15%	21%	15%	12%	13%	12%	16%	14%	11%	20%	11%	12%	11%	6%	25%
None of the above	29%	21%	26%	31%	28%	32%	33%	37%	21%	32%	36%	21%	14%	55%	36%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) Which of the following Public Service Broadcasters do you consider to be impartial in their approach to news, if any? Select any that apply

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
BBC1	36%	42%	37%	32%	32%	40%	40%	52%	34%	33%	37%	46%	47%
ITV1 (and equivalent outside England)	23%	25%	20%	23%	25%	25%	28%	24%	27%	24%	20%	23%	22%
Channel 4 (and equivalent outside England)	23%	32%	22%	17%	20%	22%	27%	32%	19%	21%	27%	29%	36%
BBC2	20%	27%	23%	16%	15%	23%	23%	33%	15%	16%	26%	29%	35%
Channel 5	15%	17%	13%	14%	14%	16%	17%	19%	12%	14%	17%	15%	20%
Don't Know	15%	11%	12%	16%	21%	10%	15%	10%	15%	17%	13%	11%	9%
None of the above	29%	27%	32%	30%	27%	31%	20%	16%	32%	26%	27%	27%	21%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) With the coming General Election in mind, and thinking about the media and social media broadly, how easy or difficult is it to access impartial information through the media and social media about the election ahead of time?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Very easy	10%	12%	8%	14%	11%	7%	10%	9%	11%	8%	11%	8%	10%	12%	7%
Quite easy	28%	29%	26%	33%	27%	21%	26%	28%	28%	25%	37%	29%	26%	27%	22%
Neither easy nor difficult	30%	29%	30%	25%	29%	34%	34%	25%	31%	34%	24%	28%	29%	34%	31%
Quite difficult	20%	18%	21%	18%	22%	26%	14%	24%	16%	19%	14%	25%	19%	14%	28%
Very difficult	7%	6%	7%	5%	7%	5%	8%	7%	7%	7%	8%	5%	10%	4%	7%
Don't know	6%	5%	7%	5%	4%	8%	8%	7%	8%	7%	6%	4%	6%	9%	5%
Total Easy:	38%	42%	34%	47%	38%	27%	36%	37%	38%	33%	48%	37%	36%	39%	30%
Total Difficult:	26%	25%	28%	22%	29%	31%	22%	31%	23%	26%	22%	30%	30%	18%	35%
Net:	11%	17%	6%	25%	9%	-4%	15%	6%	16%	8%	26%	7%	6%	21%	-5%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) With the coming General Election in mind, and thinking about the media and social media broadly, how easy or difficult is it to access impartial information through the media and social media about the election ahead of time?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Very easy	10%	14%	16%	12%	8%	6%	6%	9%	12%	9%	10%	11%	11%	11%	6%
Quite easy	28%	39%	33%	29%	27%	22%	18%	24%	30%	25%	27%	32%	27%	20%	23%
Neither easy nor difficult	30%	23%	23%	28%	32%	32%	37%	32%	29%	30%	30%	30%	32%	10%	32%
Quite difficult	20%	14%	19%	19%	20%	23%	24%	22%	20%	16%	20%	19%	19%	41%	18%
Very difficult	7%	4%	4%	7%	6%	10%	8%	8%	5%	6%	7%	5%	6%	15%	6%
Don't know	6%	6%	5%	6%	6%	7%	7%	6%	3%	15%	5%	3%	4%	3%	14%
Total Easy:	38%	53%	49%	41%	36%	28%	24%	32%	42%	33%	37%	43%	38%	31%	29%
Total Difficult:	26%	18%	23%	25%	26%	33%	32%	30%	26%	22%	28%	24%	26%	56%	25%
Net:	11%	34%	26%	16%	10%	-5%	-8%	2%	16%	11%	9%	18%	13%	-25%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) With the coming General Election in mind, and thinking about the media and social media broadly, how easy or difficult is it to access impartial information through the media and social media about the election ahead of time?

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Very easy	10%	11%	8%	12%	10%	12%	11%	12%	8%	11%	10%	13%	31%
Quite easy	28%	28%	29%	27%	27%	31%	32%	32%	26%	28%	29%	34%	23%
Neither easy nor difficult	30%	25%	29%	32%	33%	28%	30%	28%	32%	30%	27%	24%	19%
Quite difficult	20%	24%	21%	16%	17%	17%	18%	17%	18%	20%	22%	18%	21%
Very difficult	7%	7%	7%	7%	4%	7%	4%	7%	6%	6%	8%	5%	3%
Don't know	6%	4%	6%	6%	9%	4%	4%	4%	9%	5%	6%	5%	3%
Total Easy:	38%	39%	36%	39%	37%	43%	43%	44%	34%	39%	38%	47%	54%
Total Difficult:	26%	32%	28%	23%	21%	25%	23%	24%	24%	25%	29%	23%	24%
Net:	11%	7%	8%	15%	15%	19%	21%	20%	10%	13%	9%	24%	30%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) You said it was difficult to access impartial information about the election. Which of the following reasons best explains why? Select up to three.

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	534	237	293	64	80	51	42	45	41	43	19	70	47	18	14
Weighted	532	243	285	63	76	50	39	44	41	41	18	67	54	19	21
Politicians lie and exaggerate all the time so you can never get the truth	55%	49%	59%	41%	60%	67%	62%	56%	63%	61%	63%	44%	54%	32%	47%
There is too much fake news these days	44%	46%	43%	44%	44%	53%	41%	47%	47%	40%	53%	38%	46%	50%	36%
There are always at least two sides to every story, so getting impartial information is always hard	34%	32%	36%	40%	32%	35%	50%	29%	21%	37%	31%	30%	36%	49%	14%
Media outlets are too close to Government and other politicians	30%	32%	28%	36%	29%	26%	29%	26%	19%	33%	11%	39%	39%	11%	41%
Media and social media outlets tend to promote the most outrageous guests and views	28%	32%	24%	36%	24%	26%	30%	37%	37%	25%	11%	30%	15%	16%	36%
There are no standard views of objective truth and facts on the media anymore	24%	24%	24%	20%	25%	29%	17%	18%	31%	26%	32%	18%	32%	18%	22%
There is no such thing as impartial information	20%	23%	18%	15%	18%	25%	22%	23%	15%	16%	27%	24%	26%	16%	16%
The challenges facing the country and the world are so complex it s hard to get to the truth	19%	19%	19%	15%	17%	26%	19%	24%	14%	16%	31%	21%	13%	22%	23%
Other (Please specify)	1%	1%	1%	2%	0%	2%	0%	0%	0%	0%	0%	3%	2%	0%	0%
Don't Know	1%	0%	1%	0%	0%	0%	0%	0%	5%	2%	0%	2%	0%	6%	0%

(48.B) You said it was difficult to access impartial information about the election. Which of the following reasons best explains why? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	534	53	72	83	90	96	140	221	213	60	192	148	37	17	62
Weighted	532	52	79	87	88	92	136	216	215	62	186	148	35	17	63
Politicians lie and exaggerate all the time so you can never get the truth	55%	33%	45%	51%	61%	64%	59%	59%	56%	41%	56%	56%	62%	60%	48%
There is too much fake news these days	44%	23%	43%	43%	45%	57%	45%	48%	45%	36%	50%	41%	45%	28%	46%
There are always at least two sides to every story, so getting impartial information is always hard	34%	27%	28%	22%	28%	40%	47%	41%	31%	27%	45%	26%	25%	50%	29%
Media outlets are too close to Government and other politicians	30%	21%	33%	36%	37%	34%	22%	23%	38%	32%	21%	36%	34%	50%	32%
Media and social media outlets tend to promote the most outrageous guests and views	28%	38%	29%	35%	24%	22%	26%	23%	32%	23%	27%	38%	27%	21%	14%
There are no standard views of objective truth and facts on the media anymore	24%	28%	32%	23%	22%	22%	21%	24%	22%	27%	23%	25%	16%	18%	26%
There is no such thing as impartial information	20%	15%	23%	24%	13%	23%	21%	20%	21%	26%	20%	20%	19%	22%	22%
The challenges facing the country and the world are so complex it's hard to get to the truth	19%	30%	14%	13%	22%	16%	22%	20%	15%	23%	20%	17%	20%	24%	24%
Other (Please specify)	1%	0%	0%	0%	1%	1%	2%	1%	0%	1%	0%	1%	0%	5%	1%
Don't Know	1%	2%	1%	2%	0%	0%	1%	0%	0%	5%	1%	0%	0%	0%	5%

Note:

(48.C) You said it was difficult to access impartial information about the election. Which of the following reasons best explains why? Select up to three.

	Social Grade					Voting Intention			Education				
	Total	AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	534	177	140	104	110	108	166	34	0	0	155	57	8
Weighted	532	172	147	103	107	105	166	33	0	0	155	56	8
Politicians lie and exaggerate all the time so you can never get the truth	55%	50%	51%	70%	51%	51%	55%	49%	58%	54%	53%	48%	72%
There is too much fake news these days	44%	45%	46%	42%	44%	47%	42%	52%	51%	40%	38%	50%	24%
There are always at least two sides to every story, so getting impartial information is always hard	34%	30%	28%	40%	40%	51%	30%	30%	37%	35%	29%	35%	15%
Media outlets are too close to Government and other politicians	30%	33%	30%	31%	25%	12%	34%	28%	25%	30%	31%	32%	76%
Media and social media outlets tend to promote the most outrageous guests and views	28%	34%	32%	24%	17%	31%	37%	24%	29%	26%	32%	30%	49%
There are no standard views of objective truth and facts on the media anymore	24%	24%	23%	21%	28%	30%	23%	12%	23%	23%	33%	15%	0%
There is no such thing as impartial information	20%	17%	22%	20%	24%	16%	21%	30%	25%	16%	17%	32%	13%
The challenges facing the country and the world are so complex it's hard to get to the	19%	19%	19%	19%	18%	23%	14%	21%	19%	15%	20%	20%	0%

(49.A) Which media outlets do you think will give you the best chance of accessing fair and impartial information about the election? Select up to three.

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
WhatsApp groups and other phone-based apps I am a member of	8%	8%	6%	9%	6%	6%	4%	8%	13%	7%	6%	7%	6%	9%	10%
Public Service Broadcasters (BBC1, BBC2, ITV, Channel 4, Channel 5)	42%	44%	40%	44%	46%	39%	41%	39%	35%	38%	45%	42%	44%	46%	48%
National newspapers	23%	26%	20%	31%	27%	13%	31%	19%	25%	16%	22%	20%	22%	25%	6%
Social media channels	22%	22%	21%	31%	17%	21%	18%	22%	26%	19%	20%	22%	21%	15%	18%
Local newspapers	19%	19%	19%	22%	18%	17%	22%	16%	20%	15%	17%	17%	20%	21%	26%
Other news websites and blogs I visit	12%	14%	10%	17%	11%	11%	12%	7%	13%	8%	14%	10%	14%	15%	10%
Other broadcasters	11%	12%	9%	12%	9%	11%	10%	11%	13%	7%	6%	14%	12%	11%	9%
None of the above	13%	13%	13%	10%	14%	11%	13%	12%	13%	18%	15%	15%	13%	8%	12%
Don't Know	11%	7%	15%	7%	10%	15%	11%	12%	11%	16%	13%	12%	9%	13%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Which media outlets do you think will give you the best chance of accessing fair and impartial information about the election? Select up to three.

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
WhatsApp groups and other phone-based apps I am a member of	8%	15%	12%	10%	4%	3%	2%	6%	8%	7%	5%	11%	6%	6%	4%
Public Service Broadcasters (BBC1, BBC2, ITV, Channel 4, Channel 5)	42%	31%	39%	37%	44%	47%	51%	39%	50%	34%	45%	43%	57%	29%	30%
National newspapers	23%	24%	26%	22%	20%	18%	27%	24%	24%	20%	28%	23%	28%	14%	16%
Social media channels	22%	40%	37%	31%	15%	7%	4%	15%	22%	27%	14%	29%	17%	19%	24%
Local newspapers	19%	24%	22%	23%	17%	14%	16%	18%	19%	20%	19%	21%	17%	12%	14%
Other news websites and blogs I visit	12%	15%	13%	13%	14%	10%	8%	11%	13%	9%	10%	15%	9%	17%	10%
Other broadcasters	11%	16%	8%	9%	10%	13%	9%	11%	9%	13%	12%	10%	6%	19%	9%
None of the above	13%	6%	12%	11%	13%	17%	16%	18%	10%	12%	16%	10%	10%	16%	16%
Don't Know	11%	8%	8%	11%	12%	13%	13%	11%	9%	15%	9%	9%	10%	6%	20%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) Which media outlets do you think will give you the best chance of accessing fair and impartial information about the election? Select up to three.

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
WhatsApp groups and other phone-based apps I am a member of	8%	10%	7%	6%	6%	6%	9%	11%	6%	7%	8%	12%	3%
Public Service Broadcasters (BBC1, BBC2, ITV, Channel 4, Channel 5)	42%	48%	39%	39%	41%	48%	46%	57%	40%	41%	45%	44%	56%
National newspapers	23%	26%	23%	21%	22%	34%	25%	29%	20%	21%	23%	29%	54%
Social media channels	22%	21%	22%	23%	20%	19%	26%	22%	15%	21%	25%	33%	27%
Local newspapers	19%	20%	17%	21%	18%	21%	22%	15%	16%	21%	20%	21%	35%
Other news websites and blogs I visit	12%	12%	13%	11%	11%	10%	14%	13%	9%	9%	15%	15%	16%
Other broadcasters	11%	9%	10%	13%	11%	10%	9%	10%	10%	11%	10%	12%	16%
None of the above	13%	10%	14%	15%	13%	13%	10%	8%	15%	15%	11%	7%	6%
Don't Know	11%	9%	11%	11%	13%	7%	9%	4%	15%	13%	7%	9%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC TV news

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	21%	25%	18%	24%	27%	23%	19%	18%	25%	14%	15%	20%	25%	20%	15%
Probably	40%	40%	40%	41%	43%	38%	45%	45%	37%	45%	47%	38%	33%	35%	38%
Probably not	18%	16%	20%	16%	15%	20%	16%	16%	13%	20%	13%	22%	23%	20%	24%
Definitely not	13%	14%	13%	13%	12%	13%	11%	14%	14%	16%	16%	11%	15%	20%	14%
Don't know	7%	5%	9%	6%	3%	6%	9%	8%	11%	6%	8%	9%	5%	5%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC TV news

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	21%	17%	22%	20%	17%	25%	27%	25%	21%	17%	24%	23%	22%	13%	11%
Probably	40%	47%	37%	43%	37%	37%	41%	37%	45%	34%	42%	41%	51%	36%	35%
Probably not	18%	19%	19%	20%	18%	16%	15%	15%	19%	21%	15%	19%	17%	16%	23%
Definitely not	13%	13%	13%	10%	18%	16%	12%	16%	10%	18%	14%	10%	6%	35%	18%
Don't know	7%	5%	10%	7%	9%	6%	4%	7%	5%	10%	5%	7%	4%	0%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC TV news

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	21%	26%	19%	21%	20%	27%	24%	31%	19%	15%	23%	29%	42%
Probably	40%	41%	43%	39%	37%	41%	41%	46%	39%	42%	43%	39%	25%
Probably not	18%	17%	16%	18%	20%	15%	19%	15%	17%	21%	16%	16%	16%
Definitely not	13%	11%	14%	15%	14%	13%	9%	7%	18%	14%	12%	7%	8%
Don't know	7%	5%	8%	6%	9%	5%	6%	1%	7%	8%	5%	8%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC News website

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	22%	26%	18%	28%	27%	18%	20%	18%	26%	13%	20%	22%	23%	15%	15%
Probably	40%	40%	40%	37%	40%	43%	46%	41%	38%	43%	40%	39%	38%	38%	34%
Probably not	18%	16%	19%	17%	18%	19%	13%	21%	13%	19%	12%	18%	20%	20%	22%
Definitely not	13%	13%	13%	11%	11%	11%	11%	13%	13%	17%	19%	13%	13%	19%	20%
Don't know	7%	5%	10%	6%	4%	8%	10%	7%	10%	8%	10%	8%	6%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC News website

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	22%	22%	26%	19%	17%	23%	23%	22%	23%	16%	24%	25%	20%	13%	12%
Probably	40%	42%	35%	45%	37%	37%	43%	38%	45%	32%	42%	40%	47%	32%	34%
Probably not	18%	20%	16%	18%	19%	16%	17%	16%	17%	23%	16%	17%	21%	20%	21%
Definitely not	13%	13%	14%	11%	15%	16%	12%	16%	9%	18%	12%	11%	6%	35%	19%
Don't know	7%	4%	9%	7%	11%	8%	6%	7%	6%	11%	6%	8%	5%	0%	14%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: BBC News website

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	22%	26%	21%	22%	19%	27%	25%	30%	18%	17%	24%	33%	33%
Probably	40%	42%	42%	40%	36%	41%	41%	46%	38%	40%	41%	40%	35%
Probably not	18%	17%	15%	17%	21%	17%	16%	13%	17%	20%	17%	14%	19%
Definitely not	13%	10%	14%	14%	15%	10%	10%	9%	17%	15%	12%	5%	4%
Don't know	7%	5%	8%	7%	10%	5%	6%	3%	9%	8%	5%	8%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: ITV news

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	19%	22%	16%	21%	21%	19%	20%	18%	22%	12%	13%	18%	25%	19%	5%
Probably	44%	44%	44%	45%	45%	47%	45%	47%	38%	46%	51%	44%	43%	36%	45%
Probably not	18%	17%	19%	18%	18%	18%	15%	18%	14%	22%	14%	20%	18%	18%	32%
Definitely not	12%	11%	12%	11%	11%	10%	10%	11%	16%	13%	16%	10%	7%	21%	12%
Don't know	7%	5%	9%	5%	5%	6%	11%	7%	10%	7%	5%	9%	7%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: ITV news

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	19%	17%	19%	17%	16%	20%	23%	23%	18%	14%	22%	21%	17%	20%	11%
Probably	44%	47%	42%	45%	40%	44%	47%	42%	48%	39%	45%	44%	52%	48%	39%
Probably not	18%	21%	19%	20%	20%	15%	14%	15%	19%	20%	15%	20%	18%	10%	18%
Definitely not	12%	11%	11%	11%	14%	15%	10%	12%	10%	16%	11%	9%	7%	23%	19%
Don't know	7%	4%	10%	7%	10%	6%	6%	8%	5%	12%	6%	6%	6%	0%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: ITV news

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	19%	22%	16%	21%	17%	26%	21%	23%	18%	14%	19%	24%	47%
Probably	44%	45%	47%	43%	42%	45%	47%	46%	42%	46%	46%	43%	21%
Probably not	18%	19%	15%	19%	19%	14%	19%	18%	17%	21%	18%	19%	12%
Definitely not	12%	10%	14%	11%	12%	10%	9%	10%	16%	11%	12%	6%	8%
Don't know	7%	4%	9%	6%	10%	5%	5%	4%	8%	8%	5%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A national broadsheet newspaper

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	14%	16%	13%	18%	18%	14%	14%	9%	18%	10%	12%	13%	16%	15%	5%
Probably	41%	43%	38%	40%	42%	41%	42%	39%	40%	39%	44%	41%	42%	35%	41%
Probably not	22%	20%	24%	22%	20%	22%	23%	23%	16%	24%	13%	22%	23%	29%	28%
Definitely not	15%	15%	15%	12%	12%	13%	12%	19%	16%	17%	21%	15%	13%	16%	19%
Don't know	8%	6%	10%	7%	8%	10%	8%	9%	11%	11%	10%	8%	6%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A national broadsheet newspaper

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	14%	9%	15%	15%	11%	18%	17%	17%	15%	10%	19%	15%	12%	16%	8%
Probably	41%	39%	42%	45%	40%	36%	41%	42%	44%	33%	44%	42%	47%	30%	31%
Probably not	22%	27%	20%	20%	21%	23%	22%	20%	21%	24%	19%	23%	24%	26%	23%
Definitely not	15%	17%	13%	13%	17%	16%	13%	13%	13%	20%	11%	14%	13%	29%	21%
Don't know	8%	7%	9%	8%	11%	8%	7%	8%	6%	13%	7%	7%	5%	0%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A national broadsheet newspaper

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	14%	18%	12%	15%	13%	20%	15%	18%	14%	9%	15%	23%	30%
Probably	41%	43%	45%	37%	37%	43%	43%	47%	35%	40%	45%	43%	39%
Probably not	22%	20%	19%	24%	25%	20%	23%	17%	22%	27%	19%	19%	15%
Definitely not	15%	13%	14%	16%	15%	10%	13%	13%	20%	14%	15%	8%	3%
Don't know	8%	5%	10%	9%	10%	6%	7%	4%	9%	10%	6%	7%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A tabloid national newspaper

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	12%	15%	10%	15%	14%	10%	10%	10%	17%	8%	12%	13%	10%	15%	8%
Probably	32%	33%	31%	32%	31%	35%	36%	28%	31%	34%	30%	32%	34%	32%	17%
Probably not	26%	25%	27%	23%	29%	25%	23%	28%	20%	28%	25%	30%	27%	24%	33%
Definitely not	22%	21%	23%	22%	19%	23%	20%	25%	21%	21%	24%	19%	23%	24%	34%
Don't know	7%	6%	9%	7%	6%	6%	11%	8%	11%	8%	9%	6%	6%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A tabloid national newspaper

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	12%	10%	14%	13%	8%	15%	14%	15%	12%	9%	16%	14%	10%	16%	7%
Probably	32%	35%	31%	33%	28%	28%	37%	37%	31%	26%	38%	31%	33%	26%	26%
Probably not	26%	28%	27%	26%	25%	25%	26%	23%	27%	27%	23%	28%	25%	25%	25%
Definitely not	22%	19%	21%	21%	28%	25%	19%	18%	25%	24%	17%	21%	27%	29%	27%
Don't know	7%	8%	7%	7%	11%	7%	5%	7%	5%	13%	6%	6%	5%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A tabloid national newspaper

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	12%	15%	10%	14%	11%	18%	13%	14%	12%	7%	13%	19%	33%
Probably	32%	30%	36%	33%	30%	39%	32%	35%	30%	31%	32%	31%	25%
Probably not	26%	25%	25%	27%	28%	24%	28%	21%	26%	32%	24%	24%	22%
Definitely not	22%	26%	21%	19%	21%	14%	21%	27%	24%	20%	25%	19%	13%
Don't know	7%	4%	8%	8%	10%	5%	6%	3%	7%	9%	6%	7%	6%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local newspaper

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	22%	25%	19%	23%	22%	24%	23%	21%	25%	12%	22%	19%	30%	23%	7%
Probably	46%	45%	46%	42%	51%	47%	48%	45%	40%	50%	40%	49%	40%	45%	51%
Probably not	17%	17%	17%	23%	16%	14%	12%	17%	13%	22%	15%	15%	16%	13%	20%
Definitely not	9%	8%	10%	7%	7%	9%	8%	11%	11%	10%	14%	9%	9%	14%	9%
Don't know	7%	5%	8%	5%	4%	6%	9%	6%	10%	6%	9%	7%	6%	4%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local newspaper

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	22%	16%	21%	21%	18%	26%	27%	25%	23%	16%	25%	22%	21%	20%	14%
Probably	46%	45%	44%	50%	44%	43%	47%	49%	47%	37%	49%	47%	50%	41%	34%
Probably not	17%	23%	17%	15%	18%	15%	14%	11%	17%	23%	14%	18%	18%	16%	22%
Definitely not	9%	12%	9%	7%	11%	10%	7%	8%	7%	15%	7%	7%	7%	20%	14%
Don't know	7%	5%	8%	6%	9%	6%	5%	6%	6%	10%	5%	6%	3%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local newspaper

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	22%	23%	19%	26%	19%	28%	23%	23%	21%	17%	21%	28%	44%
Probably	46%	45%	50%	45%	43%	47%	47%	52%	46%	44%	49%	41%	27%
Probably not	17%	19%	14%	15%	18%	15%	18%	13%	15%	20%	16%	18%	16%
Definitely not	9%	8%	9%	8%	11%	6%	8%	7%	13%	10%	8%	6%	0%
Don't know	7%	4%	8%	6%	8%	4%	4%	5%	5%	9%	6%	6%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local news blog that you have heard of

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Definitely	15%	16%	13%	15%	13%	16%	15%	13%	21%	11%	11%	15%	19%	17%	5%
Probably	39%	41%	37%	41%	41%	41%	40%	34%	37%	39%	38%	40%	36%	31%	33%
Probably not	22%	22%	22%	22%	23%	22%	18%	26%	18%	22%	24%	24%	21%	21%	33%
Definitely not	15%	14%	16%	14%	15%	14%	15%	17%	12%	16%	19%	12%	17%	18%	17%
Don't know	9%	7%	11%	7%	8%	7%	12%	10%	12%	12%	8%	9%	7%	13%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local news blog that you have heard of

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Definitely	15%	16%	16%	14%	12%	15%	15%	16%	16%	9%	17%	17%	10%	20%	8%
Probably	39%	40%	43%	46%	37%	34%	32%	39%	40%	36%	39%	41%	46%	28%	30%
Probably not	22%	24%	22%	21%	23%	21%	23%	20%	23%	24%	22%	22%	20%	19%	24%
Definitely not	15%	14%	10%	11%	16%	18%	20%	16%	13%	18%	14%	11%	18%	26%	21%
Don't know	9%	6%	10%	8%	13%	11%	10%	10%	8%	12%	8%	9%	6%	6%	17%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) If a newspaper or TV news reporter stopped you on your street asking about a local story (for example a new housing development planned for your neighbourhood), would you answer their questions if they were from the following outlets?: A local news blog that you have heard of

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Definitely	15%	16%	13%	16%	14%	19%	16%	16%	14%	12%	15%	21%	22%
Probably	39%	38%	41%	40%	36%	37%	42%	46%	39%	37%	42%	38%	29%
Probably not	22%	24%	21%	22%	22%	23%	22%	18%	21%	23%	22%	21%	20%
Definitely not	15%	15%	14%	14%	17%	13%	14%	16%	18%	16%	14%	10%	10%
Don't know	9%	7%	11%	9%	11%	8%	7%	4%	8%	13%	7%	9%	19%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: BBC News

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	17%	21%	13%	20%	14%	19%	18%	18%	20%	18%	13%	17%	12%	21%	17%
Generally supports the Conservative Party	20%	20%	21%	23%	19%	19%	16%	19%	12%	17%	25%	21%	32%	17%	29%
Does not generally support either	32%	36%	29%	33%	36%	31%	34%	31%	34%	30%	25%	34%	33%	30%	27%
Don't Know	30%	23%	37%	25%	31%	30%	32%	33%	34%	34%	37%	29%	23%	32%	26%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: BBC News

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	17%	15%	19%	14%	17%	20%	18%	25%	12%	15%	27%	13%	10%	48%	10%
Generally supports the Conservative Party	20%	25%	24%	25%	20%	16%	13%	18%	23%	17%	14%	28%	21%	16%	13%
Does not generally support either	32%	29%	25%	27%	32%	37%	42%	28%	40%	27%	32%	34%	48%	16%	24%
Don't Know	30%	30%	32%	34%	31%	27%	26%	29%	25%	42%	27%	26%	21%	19%	52%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: BBC News

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	17%	20%	18%	17%	14%	28%	12%	12%	16%	14%	20%	19%	9%
Generally supports the Conservative Party	20%	21%	20%	23%	18%	16%	25%	22%	21%	21%	18%	20%	41%
Does not generally support either	32%	38%	33%	30%	28%	33%	36%	45%	29%	32%	37%	31%	38%
Don't Know	30%	21%	30%	30%	39%	23%	28%	22%	33%	33%	26%	30%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: ITV news

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	14%	15%	14%	19%	11%	14%	16%	14%	17%	12%	11%	18%	9%	15%	8%
Generally supports the Conservative Party	9%	10%	8%	12%	8%	5%	6%	9%	10%	10%	10%	8%	13%	10%	5%
Does not generally support either	37%	42%	31%	32%	41%	34%	35%	36%	32%	32%	34%	37%	45%	39%	53%
Don't Know	40%	32%	47%	37%	39%	47%	42%	41%	40%	45%	45%	37%	33%	36%	35%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: ITV news

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	14%	24%	19%	14%	11%	13%	9%	15%	13%	16%	17%	17%	8%	27%	8%
Generally supports the Conservative Party	9%	16%	14%	12%	5%	5%	4%	6%	11%	8%	8%	11%	13%	7%	5%
Does not generally support either	37%	25%	26%	31%	41%	45%	49%	38%	41%	27%	38%	37%	48%	31%	28%
Don't Know	40%	35%	41%	43%	43%	37%	38%	41%	34%	50%	37%	35%	31%	35%	59%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: ITV news

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	14%	14%	15%	17%	13%	18%	15%	11%	12%	12%	16%	16%	21%
Generally supports the Conservative Party	9%	11%	9%	8%	9%	10%	10%	12%	7%	10%	9%	12%	16%
Does not generally support either	37%	42%	36%	36%	33%	39%	39%	41%	36%	36%	40%	35%	35%
Don't Know	40%	33%	41%	39%	46%	33%	36%	36%	45%	42%	35%	36%	28%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Channel 4 News

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	17%	20%	14%	24%	13%	16%	16%	10%	17%	19%	12%	19%	15%	22%	27%
Generally supports the Conservative Party	8%	9%	7%	11%	8%	6%	7%	9%	11%	5%	12%	9%	11%	6%	2%
Does not generally support either	33%	38%	29%	32%	36%	32%	33%	38%	29%	30%	30%	35%	39%	25%	36%
Don't Know	41%	32%	49%	33%	43%	47%	44%	43%	43%	46%	46%	38%	35%	47%	34%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Channel 4 News

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	17%	19%	24%	19%	14%	17%	11%	19%	17%	12%	19%	19%	12%	49%	10%
Generally supports the Conservative Party	8%	20%	12%	8%	5%	3%	5%	8%	7%	13%	8%	10%	8%	7%	4%
Does not generally support either	33%	21%	22%	31%	41%	41%	40%	31%	42%	24%	33%	36%	44%	7%	26%
Don't Know	41%	40%	41%	42%	40%	39%	44%	43%	34%	51%	41%	35%	36%	37%	59%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Channel 4 News

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	17%	18%	19%	19%	14%	20%	18%	17%	16%	13%	22%	19%	26%
Generally supports the Conservative Party	8%	10%	7%	9%	8%	11%	7%	11%	7%	9%	7%	11%	14%
Does not generally support either	33%	42%	34%	28%	28%	32%	39%	42%	31%	32%	36%	35%	36%
Don't Know	41%	31%	40%	44%	51%	37%	36%	30%	47%	45%	35%	36%	24%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Times

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	8%	9%	7%	11%	7%	8%	7%	8%	12%	6%	5%	8%	5%	4%	16%
Generally supports the Conservative Party	38%	42%	34%	39%	37%	36%	38%	36%	33%	40%	32%	42%	42%	38%	36%
Does not generally support either	15%	17%	13%	18%	16%	16%	16%	15%	12%	11%	19%	12%	13%	15%	7%
Don't Know	39%	32%	47%	32%	40%	40%	40%	40%	43%	43%	43%	38%	39%	43%	41%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Times

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	8%	19%	13%	8%	5%	4%	3%	7%	7%	9%	7%	12%	4%	22%	4%
Generally supports the Conservative Party	38%	24%	28%	35%	37%	50%	50%	39%	46%	23%	42%	41%	47%	31%	20%
Does not generally support either	15%	19%	15%	16%	15%	12%	12%	14%	14%	16%	15%	15%	16%	13%	15%
Don't Know	39%	38%	45%	41%	43%	33%	35%	40%	33%	52%	36%	32%	33%	34%	61%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Times

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	8%	9%	7%	8%	8%	8%	10%	4%	6%	7%	8%	12%	21%
Generally supports the Conservative Party	38%	47%	37%	34%	32%	40%	40%	43%	36%	35%	40%	40%	49%
Does not generally support either	15%	15%	17%	14%	12%	17%	16%	18%	12%	14%	17%	15%	13%
Don't Know	39%	29%	38%	43%	48%	35%	34%	34%	46%	44%	34%	33%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Sunday Times

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	9%	11%	7%	14%	6%	8%	6%	13%	10%	5%	5%	10%	9%	9%	9%
Generally supports the Conservative Party	35%	39%	31%	35%	35%	35%	36%	32%	32%	36%	31%	40%	38%	33%	31%
Does not generally support either	15%	17%	13%	16%	15%	15%	12%	19%	15%	14%	22%	13%	14%	12%	10%
Don't Know	41%	33%	49%	35%	43%	43%	46%	36%	43%	45%	43%	37%	39%	45%	49%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Sunday Times

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	9%	22%	16%	8%	5%	3%	2%	7%	9%	10%	7%	13%	8%	12%	5%
Generally supports the Conservative Party	35%	21%	26%	32%	35%	44%	49%	36%	42%	22%	38%	37%	49%	39%	21%
Does not generally support either	15%	20%	15%	15%	15%	14%	10%	15%	13%	16%	15%	15%	12%	7%	14%
Don't Know	41%	36%	44%	45%	45%	38%	38%	42%	36%	52%	40%	35%	32%	42%	60%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Sunday Times

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	9%	10%	7%	12%	7%	11%	10%	8%	7%	10%	9%	10%	24%
Generally supports the Conservative Party	35%	41%	35%	33%	31%	34%	38%	42%	34%	32%	37%	35%	41%
Does not generally support either	15%	16%	17%	13%	13%	17%	15%	16%	14%	16%	16%	15%	19%
Don't Know	41%	34%	41%	43%	49%	38%	37%	35%	45%	43%	38%	40%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Sunday Telegraph

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	8%	9%	7%	12%	4%	8%	6%	12%	10%	6%	7%	6%	7%	10%	8%
Generally supports the Conservative Party	39%	45%	33%	39%	43%	43%	39%	32%	32%	42%	36%	40%	43%	33%	41%
Does not generally support either	12%	14%	11%	15%	12%	8%	12%	19%	10%	10%	13%	15%	10%	13%	6%
Don't Know	41%	32%	49%	34%	41%	42%	43%	38%	47%	42%	44%	39%	39%	44%	46%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Sunday Telegraph

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	8%	19%	14%	8%	5%	3%	2%	7%	7%	9%	7%	12%	6%	13%	5%
Generally supports the Conservative Party	39%	25%	26%	34%	41%	51%	54%	40%	49%	21%	42%	41%	58%	39%	22%
Does not generally support either	12%	17%	17%	13%	10%	9%	8%	11%	10%	18%	12%	13%	11%	7%	11%
Don't Know	41%	39%	44%	45%	45%	37%	36%	42%	34%	52%	40%	35%	24%	41%	62%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Sunday Telegraph

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	8%	9%	5%	11%	7%	10%	9%	7%	5%	7%	10%	10%	17%
Generally supports the Conservative Party	39%	48%	39%	36%	33%	39%	41%	52%	38%	35%	41%	39%	44%
Does not generally support either	12%	12%	14%	12%	11%	15%	12%	11%	10%	13%	11%	17%	17%
Don't Know	41%	31%	42%	41%	50%	36%	38%	29%	46%	46%	37%	33%	21%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Mail on Sunday

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	9%	9%	9%	13%	8%	7%	6%	7%	10%	7%	12%	9%	9%	9%	5%
Generally supports the Conservative Party	39%	44%	34%	40%	40%	43%	39%	39%	33%	42%	34%	40%	39%	37%	35%
Does not generally support either	12%	14%	11%	12%	13%	11%	11%	12%	14%	9%	14%	12%	16%	16%	10%
Don't Know	40%	33%	47%	36%	39%	39%	43%	42%	43%	42%	40%	39%	36%	38%	51%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Mail on Sunday

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	9%	17%	12%	10%	5%	4%	6%	8%	9%	9%	8%	13%	7%	12%	5%
Generally supports the Conservative Party	39%	19%	29%	33%	45%	54%	51%	42%	47%	21%	45%	41%	53%	49%	19%
Does not generally support either	12%	19%	15%	16%	10%	8%	8%	11%	10%	18%	12%	13%	9%	3%	13%
Don't Know	40%	44%	44%	42%	40%	34%	35%	39%	33%	52%	35%	34%	32%	36%	63%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Mail on Sunday

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	9%	10%	7%	9%	8%	11%	11%	7%	7%	7%	11%	10%	21%
Generally supports the Conservative Party	39%	48%	39%	36%	31%	43%	41%	46%	37%	37%	41%	40%	28%
Does not generally support either	12%	11%	15%	12%	12%	14%	13%	13%	12%	13%	12%	13%	28%
Don't Know	40%	31%	39%	42%	48%	32%	35%	34%	44%	43%	35%	37%	24%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Daily Telegraph

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	8%	9%	7%	13%	4%	7%	5%	11%	11%	9%	6%	9%	6%	5%	8%
Generally supports the Conservative Party	39%	44%	33%	37%	40%	41%	39%	33%	32%	39%	34%	42%	43%	37%	42%
Does not generally support either	13%	15%	12%	19%	14%	10%	11%	16%	12%	9%	16%	12%	11%	15%	13%
Don't Know	40%	32%	48%	30%	41%	42%	45%	40%	45%	43%	44%	37%	39%	43%	38%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Daily Telegraph

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	8%	16%	14%	10%	4%	3%	4%	8%	7%	9%	6%	11%	11%	13%	4%
Generally supports the Conservative Party	39%	23%	29%	33%	41%	52%	51%	39%	48%	20%	40%	41%	59%	46%	22%
Does not generally support either	13%	22%	18%	16%	12%	8%	6%	11%	12%	18%	13%	15%	7%	0%	14%
Don't Know	40%	39%	40%	41%	43%	37%	39%	42%	32%	53%	40%	32%	24%	41%	60%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Daily Telegraph

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	8%	9%	7%	9%	7%	11%	9%	10%	7%	6%	10%	11%	15%
Generally supports the Conservative Party	39%	48%	38%	34%	32%	38%	40%	51%	35%	38%	40%	40%	54%
Does not generally support either	13%	12%	16%	14%	12%	15%	15%	10%	12%	14%	14%	15%	16%
Don't Know	40%	31%	39%	42%	48%	36%	36%	29%	46%	42%	36%	34%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Guardian

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	29%	37%	22%	41%	26%	30%	28%	31%	26%	26%	24%	25%	27%	34%	28%
Generally supports the Conservative Party	19%	19%	20%	16%	15%	17%	17%	17%	19%	27%	21%	26%	23%	15%	19%
Does not generally support either	15%	15%	15%	15%	20%	13%	14%	16%	12%	9%	14%	14%	17%	12%	12%
Don't Know	37%	30%	44%	27%	40%	40%	41%	36%	43%	39%	40%	35%	32%	40%	40%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Guardian

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	29%	20%	29%	27%	33%	34%	31%	28%	38%	15%	33%	30%	45%	41%	14%
Generally supports the Conservative Party	19%	24%	17%	19%	17%	19%	21%	23%	17%	17%	19%	23%	18%	31%	13%
Does not generally support either	15%	18%	15%	18%	14%	13%	11%	11%	15%	18%	11%	17%	16%	6%	16%
Don't Know	37%	38%	39%	36%	36%	35%	37%	38%	30%	50%	37%	30%	22%	22%	57%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Guardian

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	29%	41%	31%	24%	19%	31%	32%	43%	20%	26%	39%	34%	61%
Generally supports the Conservative Party	19%	16%	17%	25%	21%	23%	20%	15%	22%	20%	16%	17%	17%
Does not generally support either	15%	16%	16%	13%	13%	13%	15%	16%	14%	15%	14%	18%	9%
Don't Know	37%	27%	36%	38%	47%	34%	33%	27%	44%	39%	32%	32%	12%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Observer

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	19%	25%	13%	28%	17%	21%	14%	19%	18%	14%	15%	16%	20%	18%	17%
Generally supports the Conservative Party	19%	19%	19%	15%	15%	19%	17%	18%	16%	25%	20%	22%	24%	22%	17%
Does not generally support either	16%	18%	14%	18%	19%	11%	18%	17%	15%	15%	19%	18%	15%	12%	10%
Don't Know	46%	38%	54%	38%	49%	50%	51%	47%	51%	45%	46%	44%	40%	48%	55%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Observer

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	19%	16%	21%	18%	20%	22%	17%	18%	23%	13%	19%	21%	31%	31%	10%
Generally supports the Conservative Party	19%	20%	14%	17%	16%	19%	26%	21%	20%	12%	20%	22%	19%	24%	9%
Does not generally support either	16%	21%	17%	18%	15%	15%	13%	14%	17%	17%	15%	19%	15%	7%	17%
Don't Know	46%	43%	48%	48%	50%	44%	44%	46%	40%	58%	46%	38%	36%	38%	64%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Observer

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	19%	29%	19%	13%	12%	20%	20%	28%	12%	14%	27%	25%	40%
Generally supports the Conservative Party	19%	15%	17%	22%	22%	21%	21%	15%	22%	18%	15%	15%	22%
Does not generally support either	16%	18%	18%	15%	14%	16%	18%	20%	14%	16%	17%	20%	16%
Don't Know	46%	38%	46%	50%	53%	43%	41%	37%	52%	52%	41%	40%	21%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Financial Times

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	7%	8%	6%	11%	4%	7%	6%	8%	11%	6%	8%	6%	7%	4%	5%
Generally supports the Conservative Party	32%	35%	29%	27%	28%	33%	30%	32%	28%	36%	31%	37%	40%	32%	30%
Does not generally support either	20%	25%	15%	24%	23%	19%	20%	20%	17%	14%	23%	18%	18%	20%	25%
Don't Know	41%	32%	50%	38%	46%	40%	44%	40%	43%	44%	38%	39%	36%	44%	39%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Financial Times

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	7%	15%	12%	9%	3%	4%	2%	6%	7%	7%	5%	9%	9%	17%	4%
Generally supports the Conservative Party	32%	25%	22%	30%	33%	37%	41%	35%	35%	19%	36%	35%	31%	33%	20%
Does not generally support either	20%	19%	20%	19%	23%	21%	18%	18%	23%	17%	21%	20%	28%	15%	16%
Don't Know	41%	41%	45%	43%	41%	38%	38%	40%	35%	57%	38%	36%	32%	35%	60%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: Financial Times

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	7%	8%	5%	10%	7%	8%	8%	9%	5%	6%	9%	9%	16%
Generally supports the Conservative Party	32%	35%	31%	31%	30%	37%	32%	31%	32%	25%	31%	35%	31%
Does not generally support either	20%	23%	24%	18%	15%	20%	21%	28%	19%	22%	23%	17%	31%
Don't Know	41%	34%	40%	42%	48%	34%	39%	32%	44%	47%	37%	39%	22%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The I / Independent

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	15%	19%	12%	21%	15%	18%	17%	15%	15%	13%	7%	16%	11%	14%	10%
Generally supports the Conservative Party	15%	15%	15%	16%	12%	14%	10%	11%	16%	19%	17%	20%	21%	12%	5%
Does not generally support either	26%	30%	23%	27%	28%	22%	27%	30%	26%	22%	25%	26%	28%	22%	36%
Don't Know	43%	36%	50%	37%	45%	46%	46%	44%	43%	46%	51%	38%	40%	52%	49%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The I / Independent

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	15%	19%	15%	19%	13%	12%	14%	16%	17%	10%	16%	21%	15%	34%	6%
Generally supports the Conservative Party	15%	20%	18%	16%	12%	12%	12%	16%	15%	12%	14%	18%	16%	24%	8%
Does not generally support either	26%	19%	22%	23%	29%	33%	30%	23%	33%	22%	26%	28%	39%	6%	21%
Don't Know	43%	42%	45%	42%	46%	42%	43%	45%	35%	56%	43%	34%	30%	36%	65%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The I / Independent

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	15%	19%	16%	14%	11%	17%	17%	14%	10%	11%	19%	21%	13%
Generally supports the Conservative Party	15%	12%	16%	16%	15%	16%	16%	14%	15%	15%	13%	14%	28%
Does not generally support either	26%	34%	26%	23%	22%	26%	30%	42%	23%	26%	31%	28%	38%
Don't Know	43%	35%	43%	47%	51%	40%	38%	30%	51%	48%	37%	37%	21%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Daily Mail

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	12%	12%	11%	14%	9%	11%	9%	12%	15%	10%	11%	12%	11%	11%	17%
Generally supports the Conservative Party	41%	48%	36%	44%	43%	45%	39%	41%	37%	41%	36%	42%	44%	42%	39%
Does not generally support either	12%	13%	12%	14%	12%	10%	14%	12%	8%	9%	15%	18%	9%	15%	2%
Don't Know	35%	28%	42%	28%	37%	35%	38%	36%	40%	40%	38%	29%	37%	32%	41%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Daily Mail

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	12%	19%	13%	16%	8%	6%	8%	11%	12%	11%	9%	17%	10%	19%	8%
Generally supports the Conservative Party	41%	28%	33%	35%	46%	54%	51%	42%	49%	25%	46%	44%	53%	42%	21%
Does not generally support either	12%	20%	14%	13%	11%	8%	9%	12%	10%	16%	14%	12%	10%	9%	12%
Don't Know	35%	32%	40%	36%	35%	33%	33%	35%	28%	48%	31%	28%	28%	29%	60%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Daily Mail

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	12%	13%	9%	14%	11%	13%	13%	12%	10%	10%	11%	15%	20%
Generally supports the Conservative Party	41%	51%	41%	37%	35%	45%	43%	52%	38%	40%	46%	41%	53%
Does not generally support either	12%	11%	15%	12%	11%	15%	13%	9%	12%	13%	12%	13%	20%
Don't Know	35%	25%	35%	37%	43%	27%	31%	26%	40%	36%	31%	32%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Express

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	11%	12%	11%	14%	10%	14%	10%	11%	10%	14%	6%	10%	13%	8%	12%
Generally supports the Conservative Party	32%	40%	25%	35%	30%	31%	28%	28%	31%	33%	26%	38%	38%	30%	35%
Does not generally support either	13%	14%	12%	14%	14%	7%	10%	18%	12%	10%	18%	13%	13%	18%	8%
Don't Know	44%	34%	52%	37%	47%	48%	53%	44%	47%	42%	50%	39%	36%	44%	45%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Express

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	11%	16%	14%	13%	6%	10%	10%	12%	12%	9%	11%	14%	14%	14%	7%
Generally supports the Conservative Party	32%	22%	27%	28%	34%	40%	40%	32%	40%	21%	33%	37%	45%	50%	13%
Does not generally support either	13%	20%	15%	16%	12%	9%	7%	12%	11%	16%	13%	13%	6%	3%	15%
Don't Know	44%	42%	44%	44%	48%	41%	42%	44%	37%	55%	42%	36%	35%	32%	64%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Express

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	11%	12%	10%	13%	10%	14%	12%	17%	11%	11%	11%	14%	14%
Generally supports the Conservative Party	32%	42%	32%	27%	27%	30%	35%	39%	29%	28%	36%	38%	45%
Does not generally support either	13%	9%	16%	14%	12%	15%	15%	9%	12%	14%	14%	13%	15%
Don't Know	44%	37%	42%	45%	52%	41%	39%	35%	48%	47%	39%	36%	27%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Sun

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	21%	20%	22%	18%	23%	21%	20%	19%	19%	21%	22%	29%	23%	19%	15%
Generally supports the Conservative Party	32%	40%	24%	40%	28%	35%	32%	32%	29%	32%	25%	27%	27%	30%	50%
Does not generally support either	14%	15%	13%	15%	14%	11%	10%	13%	16%	10%	15%	13%	17%	16%	7%
Don't Know	33%	26%	41%	27%	35%	32%	37%	36%	36%	37%	39%	30%	33%	34%	28%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Sun

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	21%	19%	18%	21%	19%	20%	28%	27%	21%	15%	27%	21%	22%	22%	14%
Generally supports the Conservative Party	32%	27%	30%	30%	30%	40%	34%	28%	41%	20%	31%	39%	41%	41%	15%
Does not generally support either	14%	21%	17%	16%	13%	10%	6%	13%	10%	18%	11%	14%	10%	21%	15%
Don't Know	33%	32%	36%	33%	38%	30%	31%	33%	28%	46%	31%	26%	28%	16%	55%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Sun

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	21%	22%	20%	24%	19%	30%	20%	19%	21%	20%	20%	19%	19%
Generally supports the Conservative Party	32%	41%	33%	24%	26%	28%	36%	43%	27%	28%	37%	37%	44%
Does not generally support either	14%	10%	15%	16%	13%	14%	14%	11%	15%	15%	13%	11%	19%
Don't Know	33%	27%	31%	35%	42%	29%	30%	27%	37%	36%	29%	33%	18%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Mirror

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	40%	46%	34%	36%	41%	46%	39%	34%	37%	47%	37%	41%	35%	43%	48%
Generally supports the Conservative Party	11%	13%	10%	19%	9%	10%	10%	7%	11%	7%	10%	14%	12%	6%	14%
Does not generally support either	10%	11%	9%	13%	10%	7%	9%	12%	6%	10%	11%	9%	13%	11%	2%
Don't Know	39%	31%	47%	31%	39%	37%	41%	46%	46%	35%	43%	36%	40%	40%	36%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Mirror

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	40%	22%	24%	33%	39%	54%	61%	49%	43%	22%	50%	38%	50%	67%	23%
Generally supports the Conservative Party	11%	19%	22%	14%	7%	5%	4%	7%	14%	10%	7%	17%	12%	11%	6%
Does not generally support either	10%	16%	11%	13%	10%	6%	5%	9%	8%	14%	9%	11%	7%	7%	9%
Don't Know	39%	43%	42%	41%	44%	35%	20%	34%	34%	53%	34%	33%	31%	15%	62%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Mirror

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	40%	45%	37%	40%	37%	48%	38%	43%	44%	33%	40%	36%	48%
Generally supports the Conservative Party	11%	15%	12%	11%	7%	9%	14%	14%	8%	10%	13%	16%	23%
Does not generally support either	10%	9%	12%	8%	10%	12%	12%	8%	9%	12%	10%	11%	6%
Don't Know	39%	30%	39%	41%	45%	32%	36%	35%	39%	44%	36%	38%	22%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Star

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Generally supports the Labour Party	23%	24%	22%	21%	22%	31%	22%	20%	21%	25%	19%	29%	24%	17%	17%
Generally supports the Conservative Party	15%	18%	12%	22%	13%	12%	10%	10%	18%	14%	17%	15%	14%	16%	24%
Does not generally support either	16%	18%	14%	20%	14%	14%	16%	21%	16%	14%	16%	14%	16%	20%	12%
Don't Know	46%	40%	51%	38%	51%	43%	51%	49%	45%	47%	49%	43%	46%	47%	46%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Star

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Generally supports the Labour Party	23%	18%	19%	18%	19%	29%	34%	32%	21%	13%	33%	19%	23%	45%	11%
Generally supports the Conservative Party	15%	18%	19%	17%	13%	14%	11%	10%	21%	13%	8%	23%	25%	8%	7%
Does not generally support either	16%	22%	18%	19%	16%	14%	10%	14%	16%	17%	16%	16%	10%	16%	17%
Don't Know	46%	43%	44%	46%	53%	42%	45%	43%	42%	57%	42%	42%	41%	31%	65%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.C) From what you have seen and heard, and from your own experience, which of these news outlets or newspapers would you consider to generally support the Labour Party or the Conservative Party, if any?: The Star

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Generally supports the Labour Party	23%	24%	22%	27%	21%	33%	19%	21%	25%	22%	22%	17%	13%
Generally supports the Conservative Party	15%	20%	16%	12%	11%	9%	19%	24%	12%	13%	17%	24%	34%
Does not generally support either	16%	17%	19%	16%	13%	19%	17%	15%	14%	17%	19%	17%	13%
Don't Know	46%	40%	44%	45%	55%	38%	44%	40%	49%	47%	42%	41%	39%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Which of the following comes closest to your view?

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
I would like all my news sources to be unbiased	72%	74%	70%	69%	71%	77%	73%	67%	70%	71%	71%	73%	73%	69%	81%
I don't mind when a news source is biased as long as it's open about its bias	22%	21%	22%	26%	23%	15%	22%	23%	22%	21%	20%	19%	22%	24%	17%
Don't Know	7%	5%	8%	5%	6%	7%	5%	10%	8%	8%	8%	8%	5%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Which of the following comes closest to your view?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
I would like all my news sources to be unbiased	72%	58%	68%	69%	80%	75%	78%	76%	71%	66%	75%	69%	71%	83%	73%
I don't mind when a news source is biased as long as it's open about its bias	22%	32%	22%	24%	14%	19%	20%	19%	24%	20%	21%	24%	26%	13%	15%
Don't Know	7%	10%	10%	8%	6%	6%	2%	5%	5%	14%	4%	8%	3%	3%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.C) Which of the following comes closest to your view?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPHil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
I would like all my news sources to be unbiased	72%	73%	75%	72%	68%	75%	71%	73%	74%	71%	71%	72%	73%
I don't mind when a news source is biased as long as it's open about its bias	22%	23%	19%	22%	22%	21%	22%	27%	18%	23%	23%	23%	20%
Don't Know	7%	4%	7%	6%	10%	4%	7%	1%	9%	6%	6%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) In your view, which of the following news programmes would provide the most unbiased coverage?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
A news programme which brings on non-political experts	30%	33%	27%	29%	30%	32%	30%	28%	31%	31%	38%	32%	29%	29%	14%
A news programme which brings on people from all sides of the political spectrum	45%	45%	45%	44%	48%	47%	50%	47%	40%	35%	33%	42%	49%	47%	64%
Neither of the above would be unbiased	17%	17%	16%	22%	15%	12%	12%	17%	17%	23%	19%	13%	17%	14%	15%
Don't Know	9%	6%	12%	6%	7%	9%	8%	8%	13%	10%	11%	13%	4%	10%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) In your view, which of the following news programmes would provide the most unbiased coverage?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
A news programme which brings on non-political experts	30%	35%	32%	29%	26%	26%	31%	28%	32%	27%	28%	32%	37%	32%	27%
A news programme which brings on people from all sides of the political spectrum	45%	43%	45%	45%	47%	45%	45%	48%	46%	36%	50%	44%	42%	43%	34%
Neither of the above would be unbiased	17%	13%	15%	15%	19%	18%	18%	17%	15%	22%	16%	15%	15%	16%	21%
Don't Know	9%	9%	8%	10%	9%	12%	5%	7%	7%	15%	6%	8%	5%	9%	17%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.C) In your view, which of the following news programmes would provide the most unbiased coverage?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
A news programme which brings on non-political experts	30%	36%	26%	30%	28%	29%	30%	41%	28%	26%	33%	29%	41%
A news programme which brings on people from all sides of the political spectrum	45%	46%	48%	44%	42%	51%	47%	40%	41%	48%	46%	48%	40%
Neither of the above would be unbiased	17%	13%	17%	18%	18%	15%	14%	12%	20%	16%	14%	14%	12%
Don't Know	9%	5%	9%	9%	12%	5%	8%	6%	12%	9%	6%	8%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) In your view, which of the following news programmes would provide the most informative coverage?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
A news programme which brings on non-political experts	30%	31%	29%	30%	27%	33%	27%	30%	34%	31%	34%	27%	36%	24%	18%
A news programme which brings on people from all sides of the political spectrum	50%	51%	49%	50%	53%	48%	54%	50%	41%	45%	48%	53%	49%	55%	65%
Neither of the above would be informative	11%	11%	11%	13%	9%	12%	8%	11%	10%	13%	11%	10%	14%	9%	13%
Don't Know	9%	7%	11%	6%	10%	7%	11%	10%	15%	11%	8%	10%	2%	12%	5%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) In your view, which of the following news programmes would provide the most informative coverage?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
A news programme which brings on non-political experts	30%	39%	32%	28%	28%	28%	26%	27%	35%	24%	28%	31%	42%	41%	23%
A news programme which brings on people from all sides of the political spectrum	50%	42%	49%	50%	51%	51%	55%	55%	49%	44%	56%	48%	43%	46%	47%
Neither of the above would be informative	11%	10%	10%	14%	10%	12%	10%	12%	8%	17%	9%	12%	7%	6%	15%
Don't Know	9%	9%	9%	9%	10%	9%	8%	7%	8%	15%	7%	9%	7%	6%	15%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.C) In your view, which of the following news programmes would provide the most informative coverage?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
A news programme which brings on non-political experts	30%	35%	29%	29%	27%	28%	29%	41%	25%	27%	33%	36%	48%
A news programme which brings on people from all sides of the political spectrum	50%	50%	49%	52%	49%	58%	52%	46%	51%	51%	52%	46%	46%
Neither of the above would be informative	11%	9%	11%	12%	12%	8%	12%	7%	13%	13%	9%	8%	3%
Don't Know	9%	6%	11%	8%	12%	6%	8%	5%	11%	10%	7%	10%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) In your view, which of the following news programmes would provide the most entertaining coverage?

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
A news programme which brings on non-political experts	25%	25%	25%	27%	24%	22%	22%	29%	29%	25%	33%	23%	26%	26%	15%
A news programme which brings on people from all sides of the political spectrum	42%	46%	39%	43%	44%	44%	49%	36%	41%	34%	40%	45%	41%	37%	47%
Neither of the above would be entertaining	23%	22%	24%	23%	24%	24%	20%	25%	19%	27%	15%	22%	27%	28%	22%
Don't Know	10%	8%	12%	7%	8%	10%	9%	10%	11%	14%	12%	11%	6%	10%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) In your view, which of the following news programmes would provide the most entertaining coverage?

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
A news programme which brings on non-political experts	25%	36%	27%	29%	21%	21%	19%	23%	26%	25%	23%	29%	29%	30%	22%
A news programme which brings on people from all sides of the political spectrum	42%	43%	45%	39%	46%	39%	40%	44%	42%	36%	45%	42%	40%	47%	35%
Neither of the above would be entertaining	23%	14%	20%	19%	23%	27%	33%	26%	22%	24%	24%	20%	23%	19%	27%
Don't Know	10%	7%	8%	12%	9%	13%	9%	7%	10%	15%	8%	9%	8%	3%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.C) In your view, which of the following news programmes would provide the most entertaining coverage?

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Undergraduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
A news programme which brings on non-political experts	25%	25%	26%	27%	22%	22%	28%	28%	23%	23%	27%	26%	45%
A news programme which brings on people from all sides of the political spectrum	42%	46%	40%	44%	38%	49%	44%	39%	40%	43%	44%	46%	34%
Neither of the above would be entertaining	23%	22%	24%	20%	27%	22%	20%	24%	27%	24%	21%	18%	15%
Don't Know	10%	7%	10%	9%	13%	7%	8%	9%	10%	10%	9%	10%	6%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Poorer people in the UK

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	10%	10%	9%	11%	8%	8%	10%	15%	10%	5%	11%	11%	6%	17%	6%
Favours this group the right amount	25%	26%	24%	31%	27%	27%	28%	25%	25%	27%	22%	20%	22%	21%	17%
Overly unfavourable to this group	41%	41%	41%	36%	38%	45%	33%	40%	42%	43%	49%	44%	48%	42%	54%
Don't know	24%	22%	26%	23%	26%	19%	30%	21%	23%	25%	18%	25%	24%	19%	23%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Poorer people in the UK

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	10%	14%	12%	9%	8%	8%	7%	10%	10%	8%	12%	10%	8%	14%	5%
Favours this group the right amount	25%	27%	27%	23%	24%	21%	28%	29%	25%	22%	34%	23%	25%	17%	18%
Overly unfavourable to this group	41%	43%	37%	42%	41%	48%	39%	38%	46%	34%	33%	48%	39%	48%	38%
Don't know	24%	16%	24%	25%	26%	23%	26%	23%	20%	35%	22%	18%	28%	22%	40%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Poorer people in the UK

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	10%	12%	9%	10%	8%	15%	9%	10%	7%	9%	12%	11%	16%
Favours this group the right amount	25%	27%	26%	28%	21%	38%	24%	28%	25%	25%	24%	29%	34%
Overly unfavourable to this group	41%	44%	41%	41%	40%	27%	47%	43%	40%	42%	44%	38%	38%
Don't know	24%	18%	24%	22%	31%	20%	20%	19%	28%	24%	20%	23%	13%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Non-white people in the UK

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	23%	27%	19%	17%	24%	23%	25%	26%	28%	18%	19%	24%	26%	25%	33%
Favours this group the right amount	27%	28%	27%	28%	29%	32%	28%	30%	26%	31%	32%	24%	24%	22%	20%
Overly unfavourable to this group	26%	24%	27%	34%	22%	22%	20%	21%	23%	28%	28%	24%	27%	28%	32%
Don't know	24%	21%	27%	21%	25%	23%	27%	23%	23%	23%	21%	29%	24%	25%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Non-white people in the UK

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	23%	20%	17%	22%	22%	29%	28%	33%	18%	16%	33%	16%	17%	52%	17%
Favours this group the right amount	27%	29%	30%	25%	25%	26%	30%	29%	29%	24%	32%	27%	35%	17%	19%
Overly unfavourable to this group	26%	35%	29%	29%	25%	20%	18%	15%	33%	24%	14%	36%	27%	16%	23%
Don't know	24%	16%	24%	24%	27%	25%	25%	23%	20%	36%	21%	20%	21%	16%	41%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Non-white people in the UK

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	23%	22%	23%	26%	22%	33%	15%	24%	27%	20%	22%	20%	20%
Favours this group the right amount	27%	30%	26%	28%	26%	32%	29%	32%	27%	31%	23%	24%	45%
Overly unfavourable to this group	26%	29%	25%	26%	22%	16%	33%	31%	19%	25%	32%	33%	26%
Don't know	24%	18%	26%	20%	30%	20%	23%	13%	27%	24%	23%	23%	9%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Women

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	15%	21%	9%	18%	16%	14%	10%	18%	15%	12%	14%	12%	15%	21%	24%
Favours this group the right amount	40%	44%	37%	41%	40%	41%	48%	37%	38%	48%	48%	38%	35%	37%	28%
Overly unfavourable to this group	20%	15%	25%	21%	16%	22%	15%	23%	20%	18%	15%	18%	24%	20%	30%
Don't know	25%	20%	29%	21%	28%	23%	27%	22%	26%	22%	23%	32%	26%	21%	18%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Women

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	15%	16%	20%	16%	12%	14%	14%	16%	14%	14%	18%	14%	16%	30%	11%
Favours this group the right amount	40%	43%	39%	36%	41%	41%	42%	43%	42%	33%	46%	41%	44%	35%	31%
Overly unfavourable to this group	20%	24%	17%	24%	20%	20%	16%	16%	23%	17%	14%	26%	17%	13%	14%
Don't know	25%	17%	25%	23%	27%	25%	28%	25%	21%	37%	22%	19%	22%	22%	44%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Women

	Total	Social Grade				Voting Intention				Education			
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	15%	17%	15%	15%	14%	20%	12%	18%	14%	16%	18%	12%	19%
Favours this group the right amount	40%	43%	37%	45%	38%	48%	41%	48%	41%	40%	38%	44%	51%
Overly unfavourable to this group	20%	22%	22%	17%	17%	12%	23%	17%	16%	18%	23%	21%	21%
Don't know	25%	18%	27%	23%	32%	20%	24%	17%	29%	26%	21%	23%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: White British people

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	21%	20%	22%	32%	19%	18%	15%	15%	22%	16%	23%	25%	20%	20%	22%
Favours this group the right amount	33%	35%	32%	33%	33%	35%	33%	35%	32%	35%	35%	31%	38%	26%	27%
Overly unfavourable to this group	23%	27%	20%	16%	24%	29%	30%	25%	24%	27%	25%	18%	19%	31%	29%
Don't know	22%	19%	25%	20%	23%	19%	21%	25%	22%	22%	18%	26%	23%	23%	22%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: White British people

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	21%	35%	29%	21%	20%	12%	12%	11%	27%	20%	11%	30%	24%	11%	19%
Favours this group the right amount	33%	35%	31%	34%	32%	30%	37%	34%	36%	28%	37%	34%	42%	17%	23%
Overly unfavourable to this group	23%	15%	17%	23%	23%	33%	29%	35%	17%	18%	33%	16%	15%	54%	19%
Don't know	22%	15%	24%	22%	24%	25%	22%	20%	20%	34%	19%	20%	20%	19%	39%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: White British people

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	21%	24%	21%	18%	19%	12%	28%	26%	13%	22%	27%	30%	37%
Favours this group the right amount	33%	38%	30%	35%	31%	39%	36%	41%	33%	33%	33%	33%	40%
Overly unfavourable to this group	23%	21%	25%	28%	21%	32%	15%	19%	31%	22%	20%	15%	19%
Don't know	22%	17%	24%	19%	28%	16%	22%	15%	24%	23%	21%	22%	3%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: UK Businesses

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	20%	21%	18%	22%	17%	15%	22%	17%	18%	24%	16%	19%	22%	23%	22%
Favours this group the right amount	42%	45%	40%	46%	43%	46%	40%	44%	41%	39%	51%	40%	36%	38%	40%
Overly unfavourable to this group	11%	12%	10%	11%	12%	10%	10%	12%	13%	12%	9%	8%	13%	15%	5%
Don't know	27%	23%	32%	20%	28%	29%	29%	27%	29%	25%	25%	33%	29%	23%	33%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: UK Businesses

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	20%	25%	20%	22%	19%	17%	16%	15%	24%	15%	14%	25%	24%	20%	14%
Favours this group the right amount	42%	37%	45%	40%	40%	41%	47%	46%	42%	34%	50%	42%	43%	45%	29%
Overly unfavourable to this group	11%	18%	11%	12%	8%	13%	7%	11%	10%	13%	12%	11%	8%	13%	11%
Don't know	27%	20%	25%	27%	33%	29%	29%	27%	23%	38%	24%	21%	25%	23%	46%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: UK Businesses

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	20%	24%	16%	20%	18%	12%	23%	19%	15%	17%	23%	25%	38%
Favours this group the right amount	42%	43%	43%	41%	41%	54%	43%	49%	43%	41%	43%	41%	43%
Overly unfavourable to this group	11%	12%	12%	13%	8%	12%	10%	13%	9%	12%	12%	9%	10%
Don't know	27%	21%	29%	26%	33%	22%	24%	19%	33%	30%	23%	25%	10%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: New migrants to the UK

	Gender			Region											
	Total	Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	24%	27%	21%	17%	24%	28%	26%	25%	27%	21%	19%	25%	24%	27%	30%
Favours this group the right amount	22%	24%	21%	28%	24%	21%	21%	18%	22%	27%	30%	17%	21%	17%	15%
Overly unfavourable to this group	30%	29%	30%	34%	28%	27%	25%	33%	30%	26%	32%	28%	30%	29%	39%
Don't know	24%	20%	29%	21%	24%	24%	28%	24%	21%	26%	19%	29%	26%	28%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: New migrants to the UK

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	24%	19%	21%	20%	22%	28%	31%	37%	16%	20%	34%	15%	16%	61%	20%
Favours this group the right amount	22%	26%	27%	23%	21%	18%	19%	24%	23%	16%	27%	24%	24%	10%	11%
Overly unfavourable to this group	30%	40%	29%	32%	32%	28%	21%	15%	41%	27%	18%	40%	37%	17%	27%
Don't know	24%	14%	24%	25%	26%	26%	29%	24%	20%	37%	21%	21%	23%	12%	42%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: New migrants to the UK

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	24%	22%	22%	30%	22%	32%	16%	21%	29%	21%	21%	19%	10%
Favours this group the right amount	22%	23%	22%	23%	22%	29%	24%	26%	21%	22%	23%	23%	37%
Overly unfavourable to this group	30%	38%	29%	27%	24%	20%	38%	35%	20%	32%	36%	37%	49%
Don't know	24%	17%	27%	21%	32%	19%	22%	18%	30%	25%	19%	22%	4%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Conservative MPs

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	29%	30%	28%	33%	25%	26%	24%	25%	28%	27%	31%	30%	37%	35%	33%
Favours this group the right amount	28%	30%	27%	32%	33%	29%	30%	28%	26%	30%	32%	27%	21%	19%	26%
Overly unfavourable to this group	15%	19%	12%	13%	15%	15%	16%	18%	19%	12%	12%	13%	15%	17%	17%
Don't know	27%	21%	33%	21%	27%	30%	30%	29%	27%	31%	25%	29%	27%	29%	23%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Conservative MPs

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	29%	37%	29%	32%	28%	26%	25%	22%	37%	20%	14%	43%	39%	30%	21%
Favours this group the right amount	28%	29%	31%	25%	26%	27%	30%	33%	27%	22%	38%	25%	30%	23%	15%
Overly unfavourable to this group	15%	15%	11%	15%	15%	17%	17%	19%	14%	11%	23%	12%	8%	22%	10%
Don't know	27%	19%	29%	27%	30%	30%	28%	26%	22%	47%	25%	21%	23%	25%	54%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Conservative MPs

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	29%	33%	28%	30%	26%	10%	40%	38%	22%	29%	37%	28%	21%
Favours this group the right amount	28%	29%	26%	30%	28%	43%	26%	31%	32%	26%	24%	35%	35%
Overly unfavourable to this group	15%	17%	17%	15%	11%	25%	9%	13%	14%	15%	15%	12%	37%
Don't know	27%	21%	29%	25%	34%	21%	24%	17%	32%	30%	24%	25%	7%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Labour MPs

	Total	Gender		Region											
		Male	Female	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	2010	959	1043	282	272	165	190	142	180	166	84	230	159	99	41
Weighted	2010	989	1013	281	261	161	181	141	181	161	80	221	181	101	60
Overly favourable to this group	19%	20%	17%	18%	17%	23%	21%	20%	22%	14%	14%	21%	13%	21%	15%
Favours this group the right amount	34%	35%	33%	36%	38%	33%	34%	30%	32%	33%	43%	28%	36%	32%	32%
Overly unfavourable to this group	16%	18%	14%	19%	13%	13%	12%	15%	16%	19%	15%	20%	16%	14%	18%
Don't know	32%	26%	37%	27%	31%	31%	33%	35%	30%	34%	27%	31%	35%	33%	35%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Labour MPs

	Total	Age						EU 2016 Vote			2019				
		18-24	25-34	35-44	45-54	55-64	65+	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	
Unweighted	2010	290	309	328	352	296	435	729	820	280	691	602	142	30	255
Weighted	2010	280	342	342	341	282	423	720	830	283	676	607	138	30	257
Overly favourable to this group	19%	18%	17%	18%	18%	20%	19%	26%	15%	12%	27%	13%	16%	52%	11%
Favours this group the right amount	34%	37%	34%	35%	30%	31%	36%	35%	35%	31%	38%	35%	38%	16%	25%
Overly unfavourable to this group	16%	23%	16%	16%	16%	13%	13%	9%	23%	9%	8%	27%	17%	10%	9%
Don't know	32%	22%	33%	30%	36%	35%	32%	30%	28%	48%	27%	26%	29%	22%	55%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.C) Do you think the national news media in general is overly favourable or unfavourable to the following groups?: Labour MPs

	Total	Social Grade				Voting Intention			Education				
		AB	C1	C2	DE	Conservative Labour	Liberal Democrats	GCSE or equivalent	A Level or equivalent	University Under-graduate Degree (BA/BSc)	University Postgraduate Degree (MA/MSc/MPhil)	Doctorate (PhD/DPhil)	
Unweighted	2010	555	491	447	511	432	730	140	480	444	521	242	31
Weighted	2010	541	521	441	501	425	732	138	477	443	526	243	32
Overly favourable to this group	19%	17%	21%	19%	17%	27%	10%	21%	18%	17%	19%	15%	21%
Favours this group the right amount	34%	34%	34%	39%	31%	41%	36%	42%	35%	34%	32%	35%	53%
Overly unfavourable to this group	16%	22%	13%	15%	13%	9%	25%	16%	13%	14%	20%	20%	10%
Don't know	32%	27%	32%	27%	39%	23%	29%	21%	35%	34%	29%	30%	16%

Note:

BASE: All Respondents

Fieldwork: 7th Feb - 13th Feb 2024

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions