



# Public perceptions of the impartiality and trustworthiness of the BBC

Wave 2

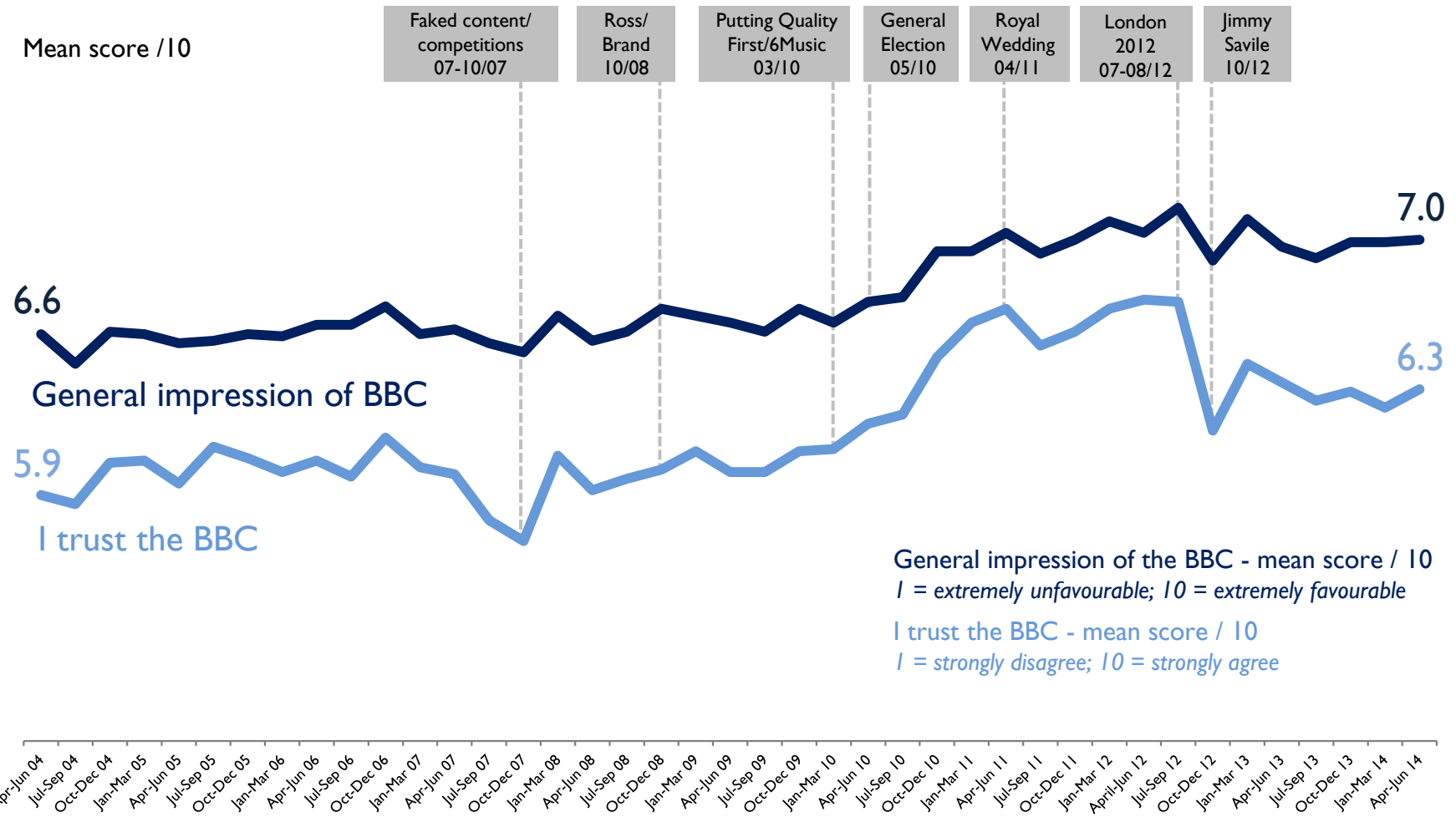
July 2014

Public trust in the BBC

# Survey details

- The following data comes from a nationally representative survey by Kantar Media for the BBC. This is an on-going monthly survey of c1,000 UK adults per month that allows us to gauge public opinion of the BBC on a regular basis
- As part of this survey, Kantar Media has been tracking public perceptions of trust and general impression of the BBC since 2004
- Respondents are asked to rate the following statements:
  - 'I trust the BBC' and give a score on a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree
  - 'Thinking about the BBC as a whole – not just the programmes, but the sort of organisation the BBC is and the way it goes about providing a public broadcasting service. Overall, what do you think of the BBC? On a scale of 1 to 10, where 1 means extremely unfavourable and 10 means extremely favourable, please tell me your general impression of the BBC'
- The BBC publishes the average general impression score for the year in its Annual Report
- Given events in recent years, we are also publishing a breakdown of general impression scores plus the trust scores on a quarterly basis from 2004 onwards

People's trust has shown some recovery since autumn 2012 though remains below early 2012 levels. Over the longer term trust has been rising



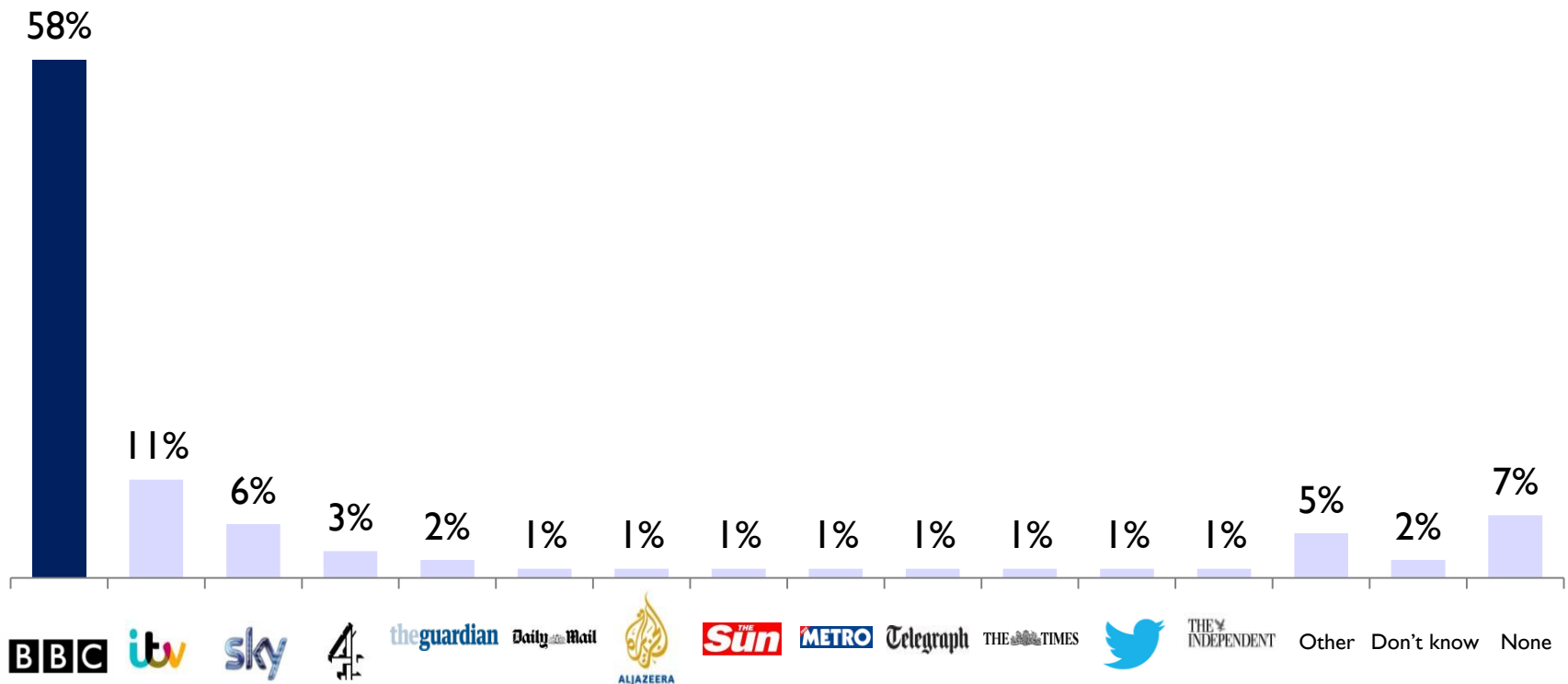
# Public trust in BBC News and perceptions of impartiality

## Survey details

- The following data comes from a nationally representative survey conducted for the BBC by Ipsos MORI. In total, 2,043 UK adults aged 15+ were interviewed using a face-to-face omnibus and the data was weighted to reflect a nationally representative profile of the UK. Fieldwork was carried out between 21<sup>st</sup>–27<sup>th</sup> February 2014
- This survey looks specifically at levels of public trust in news provision and people's perceptions of the impartiality of news
- The survey was designed to understand the range of scores that the public gives to news providers in terms of trust and impartiality, and how the BBC performs in comparison with the wider market

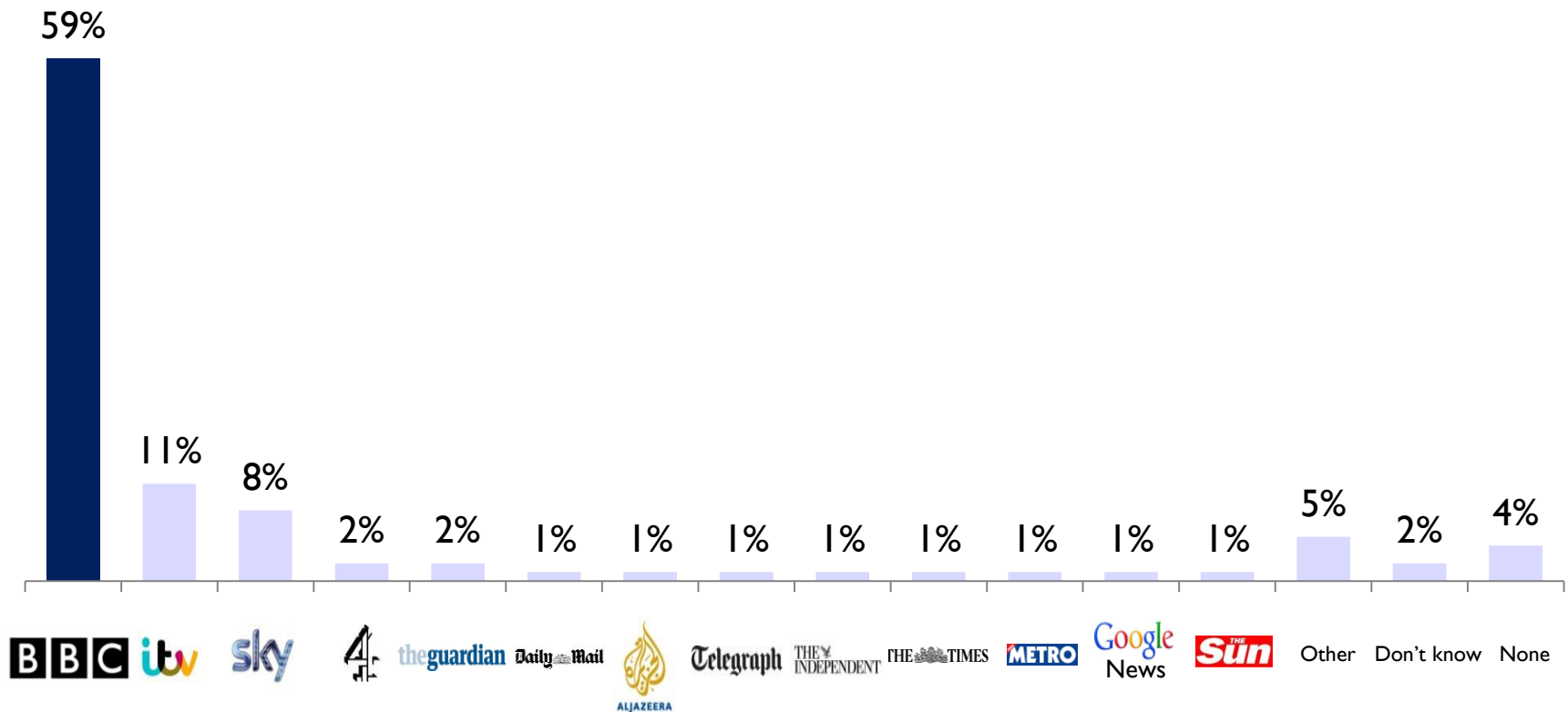
# In comparison with other news providers, the BBC remains by far the most trusted source of news in the UK

Of all the news sources (TV broadcaster, radio, newspaper, magazine or website), which **ONE** source are you most likely to turn to for news you trust the most? Open-ended



# The BBC is also the source that the public say they are most likely to turn to for accurate news coverage

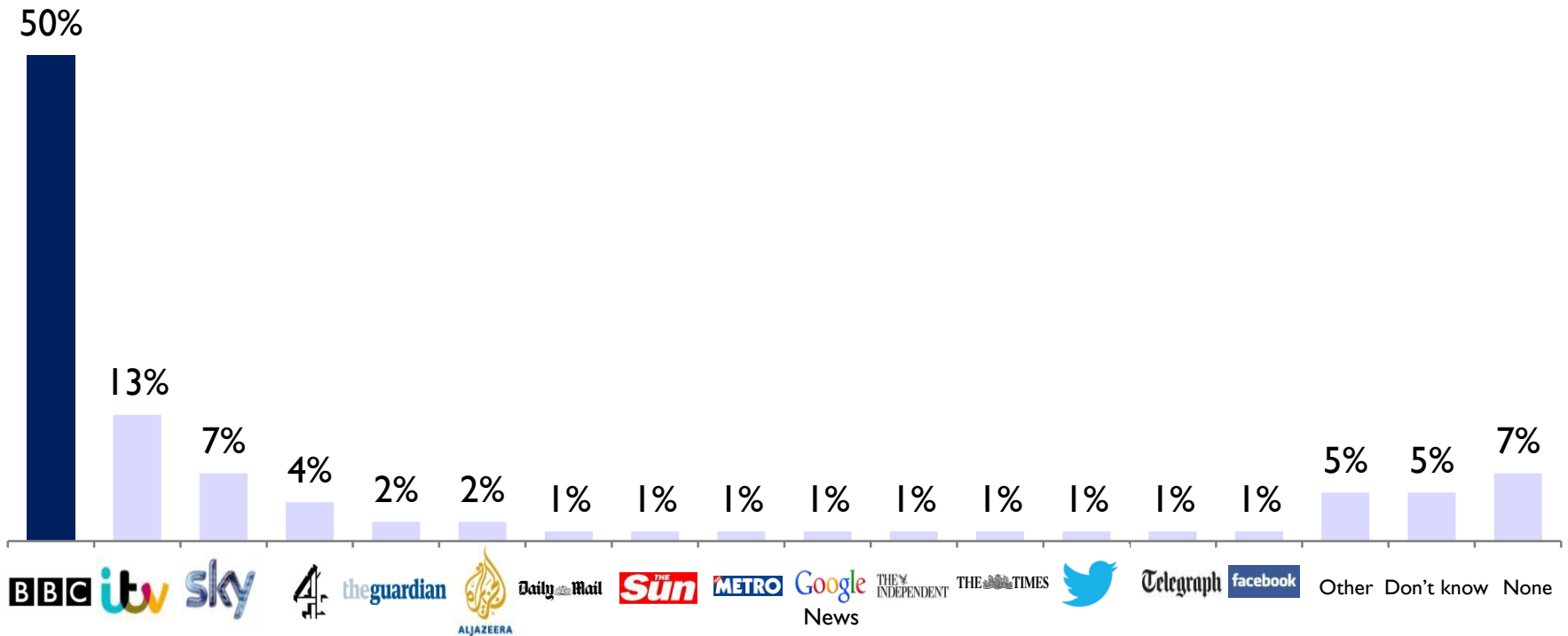
Of all the news sources (TV broadcaster, radio, newspaper, magazine or website), which **ONE** source are you most likely to turn to if you want accurate news coverage? Open-ended





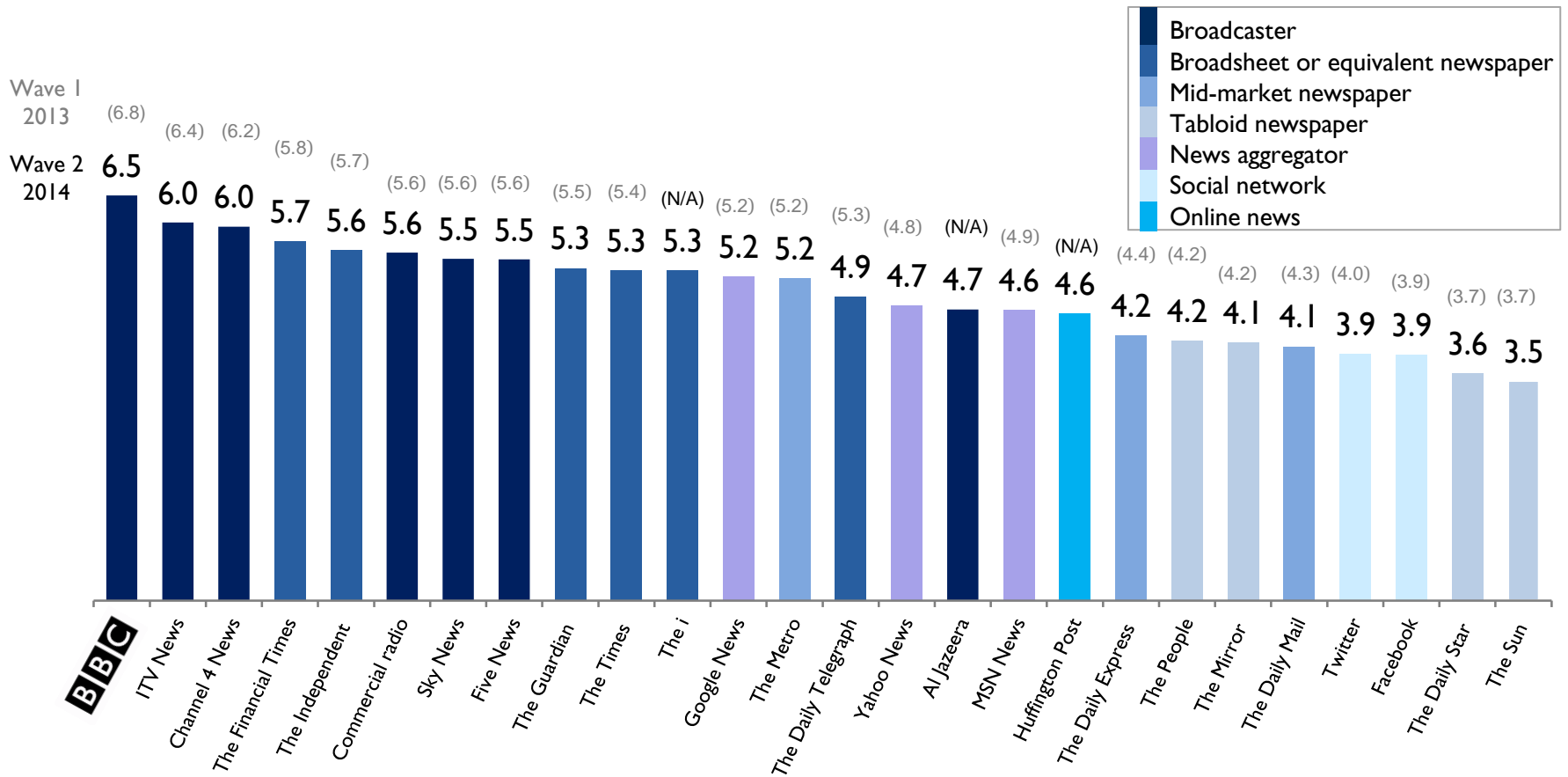
# And the BBC is the news source people turn to for impartial news coverage

Of all the news sources (TV broadcaster, radio, newspaper, magazine or website), which **ONE** source are you most likely to turn to if you want impartial news coverage? Open-ended



# When people rate different news providers in turn, broadcasters and broadsheet newspapers receive the highest scores for impartiality. Tabloid newspapers are seen as the least impartial

How biased or impartial do you think each of the following news sources is?  
 Mean score / 10: 1 = very biased; 10 = very impartial



# When people rate a number of different news providers, it is broadcasters and broadsheet newspapers that emerge as the most trusted while tabloid newspapers and social networks are least trusted

To what extent do you trust [insert source] as a news source?  
 Mean score / 10: 1 = do not trust at all; 10 = trust a great deal

