



# Public perceptions of the impartiality and trustworthiness of the BBC

Data for public release

May 2013

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# Public trust in the BBC

## Survey details

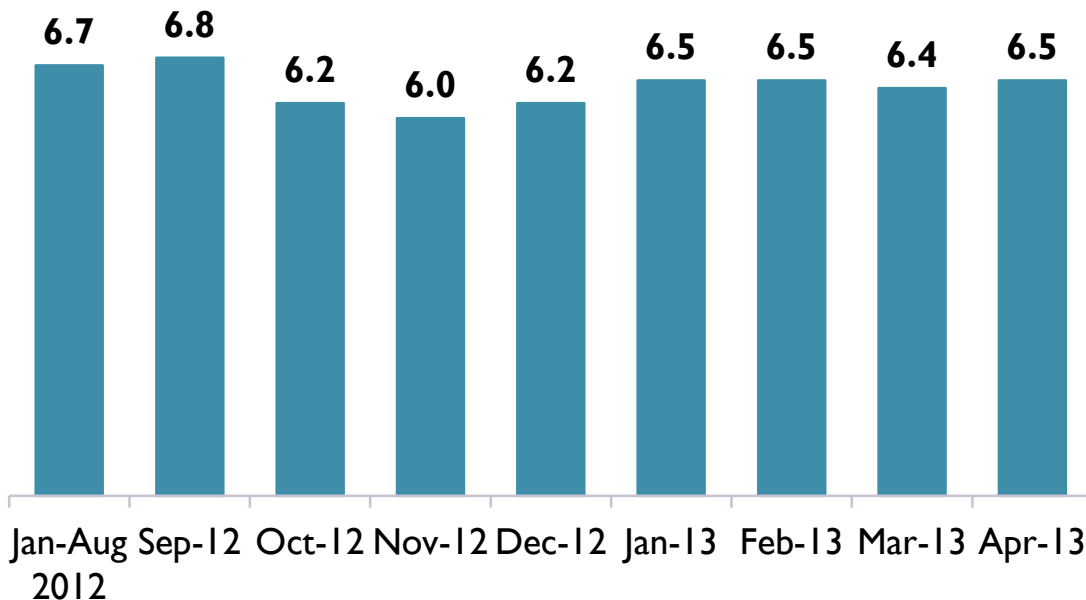
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- The following data comes from a nationally representative survey by Kantar Media for the BBC. This is an on-going monthly survey of c1,000 UK adults per month that allows us to gauge public opinion on the BBC on a regular basis
- As part of this survey, Kantar Media has been tracking public perceptions of trust in the BBC since 2004
- Respondents are asked the extent to which they agree or disagree with the statement, '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. This data allows us to track any increases or decreases in trust scores over time
- The BBC publishes the average trust score for the year in its Annual Report
- Given recent events, we are also publishing a breakdown of BBC scores for trust over 2012 and 2013 to date

Events at the BBC in the autumn of 2012 led to some loss of public trust in the BBC at the time. Scores are recovering and are now closer to the level they were at this time last year

### I trust the BBC

Mean score out of 10 (1 = strongly disagree; 10 = strongly agree)



- From January-August 2012 the average trust score for the BBC was **6.7** out of 10
- In September 2012, reflecting the success of the BBC's coverage of the Olympics, scores reached **6.8**
- Given events in the autumn, scores in October dropped to **6.2** and then to **6.0** in November
- From December scores started to rise and, at **6.5** in April, are now closer to the average for this time last year

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# Public trust in BBC News and perceptions of impartiality

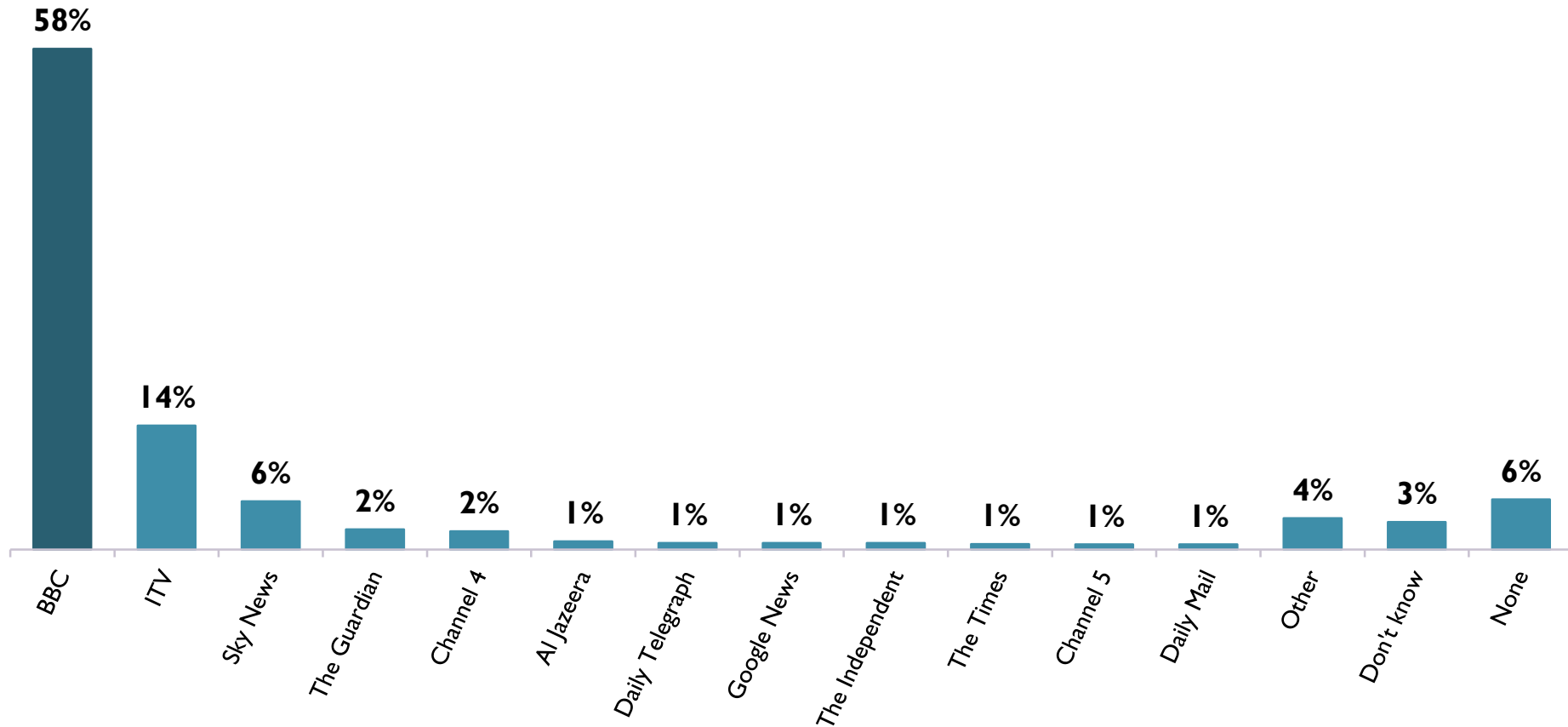
## Survey details

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- The following data comes from a nationally representative survey conducted for the BBC by Ipsos MORI. In total, 2,033 UK adults aged 15+ were interviewed face-to-face during February 2013
- 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

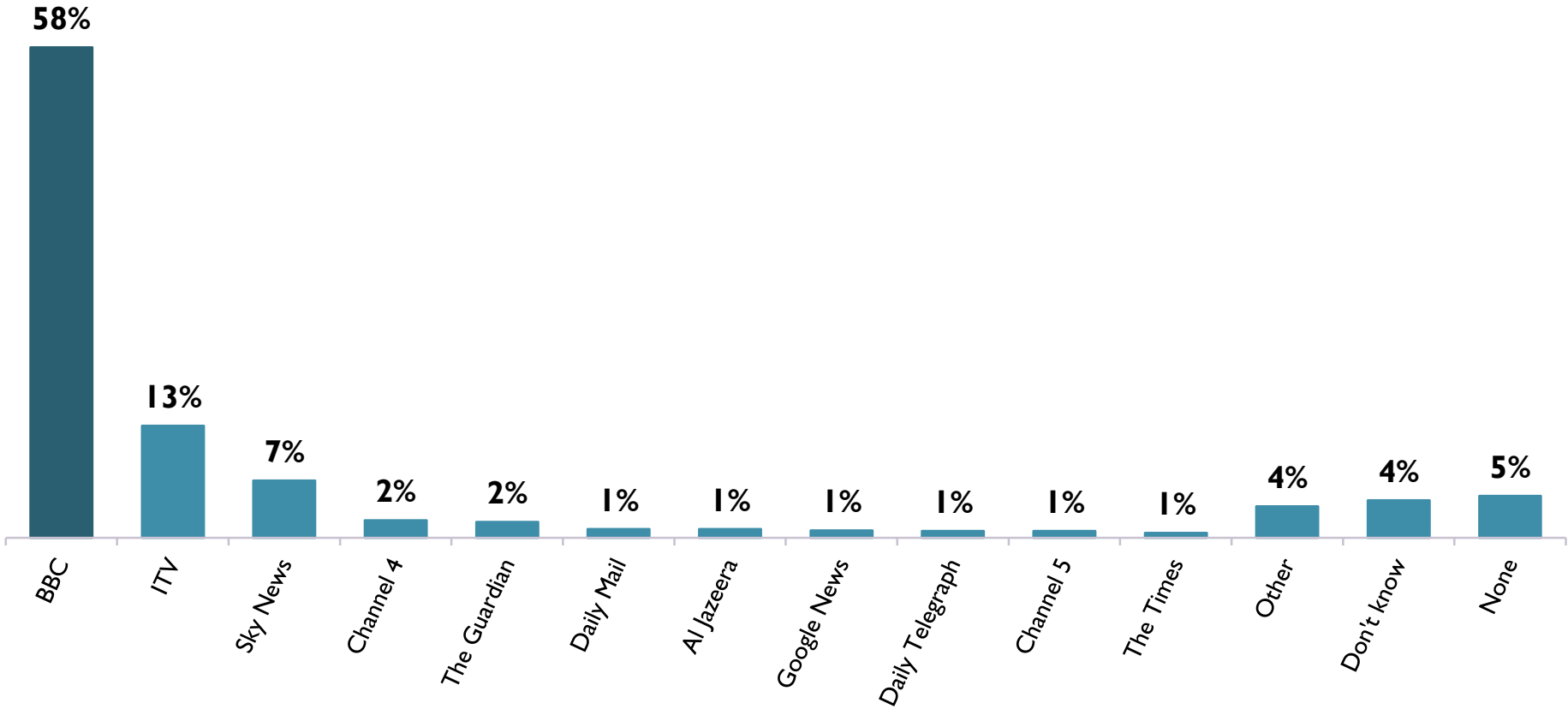
## The BBC is the news source that the public say they trust the most

Of all the news sources, 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, which ONE source are you most likely to turn to if you want accurate news coverage?  
Open-ended

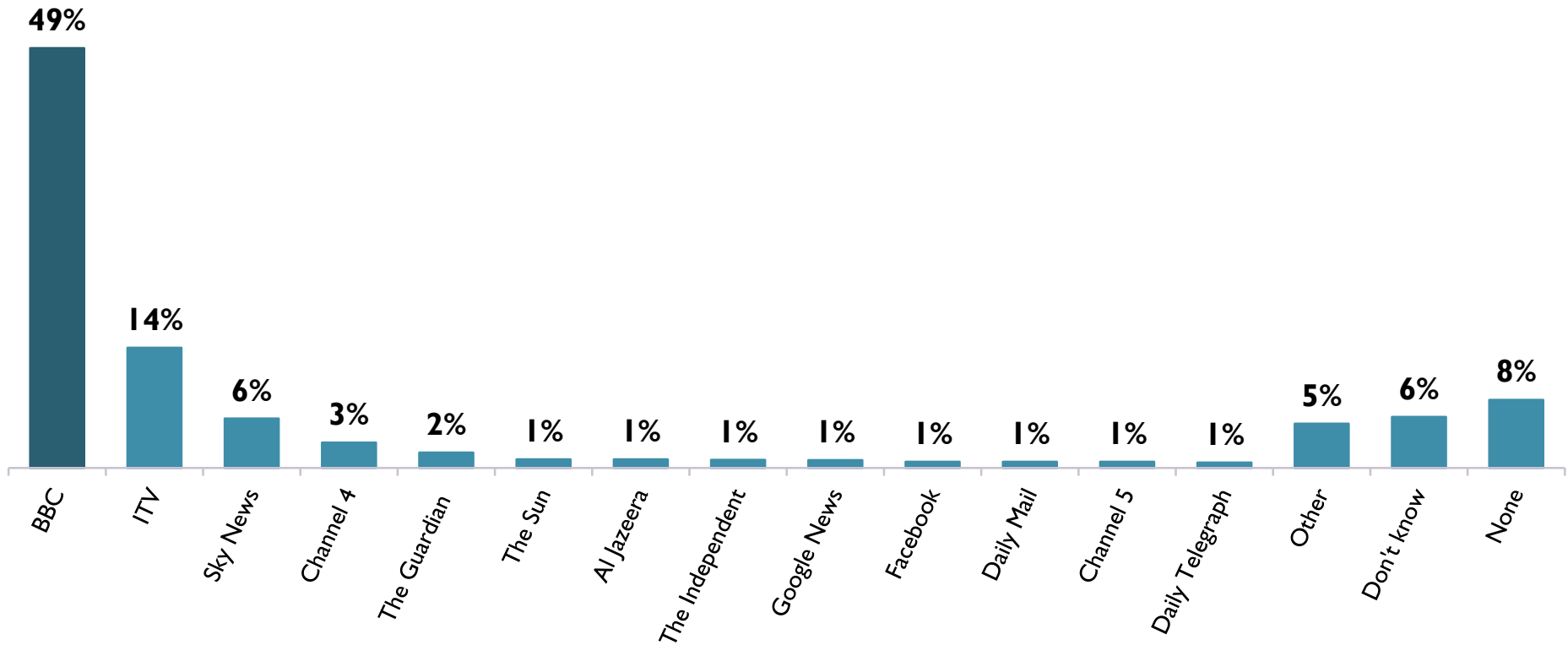


Question: Of all the news sources (TV broadcaster, radio, newspaper, magazine or website), which one source are you most likely to turn to if you want accurate news coverage? Open-ended. Ipsos MORI for the BBC, UK adults 16+ who follow the news (1,873) interviewed face-to-face, February 2013. Newspaper titles include the Sunday editions



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

Of all the news sources, which ONE source are you most likely to turn to if you want impartial news coverage?  
Open-ended

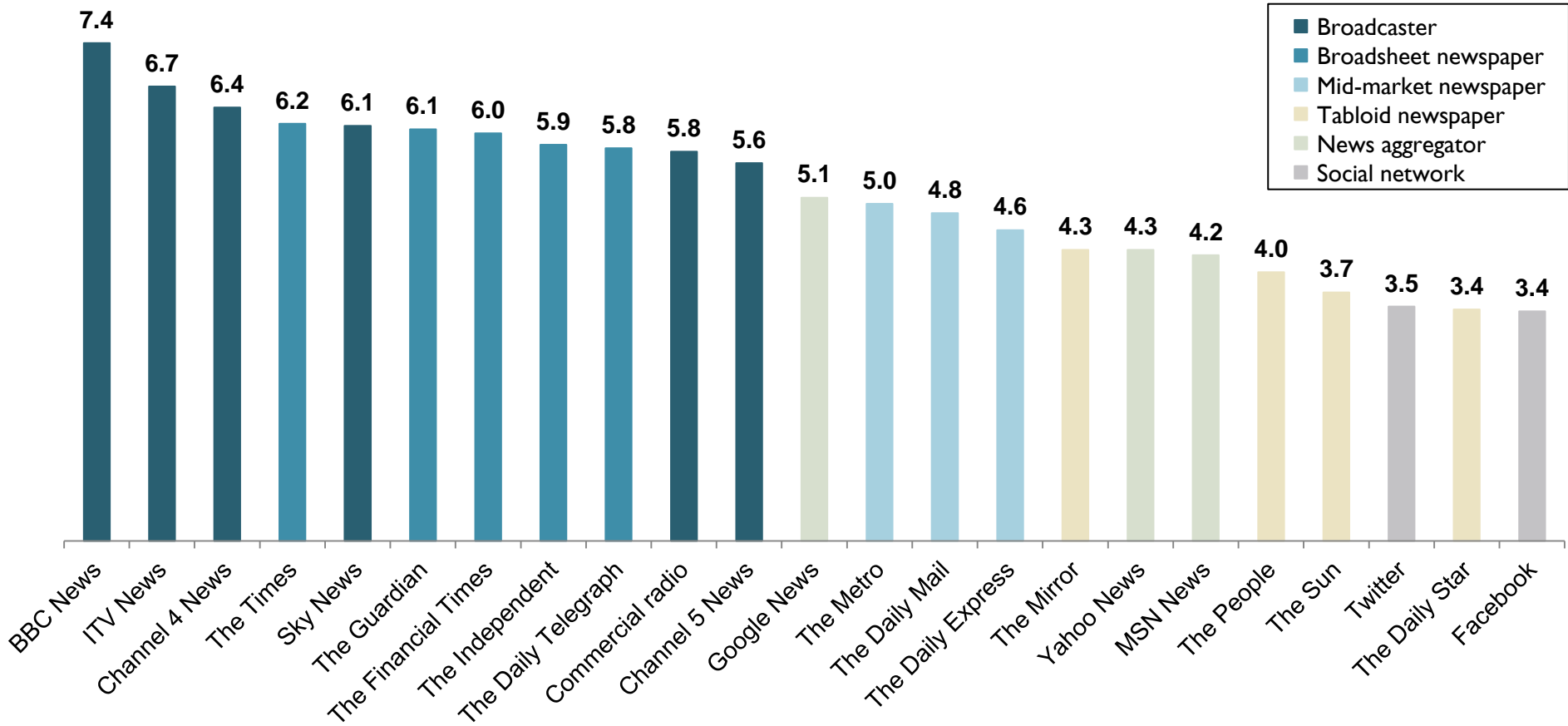


# When people rate a number of different news providers it is broadcasters and broadsheet newspapers that emerge as the most trusted while tabloid newspapers and social networks are least trusted

To what extent do you trust [insert source] as a news source?

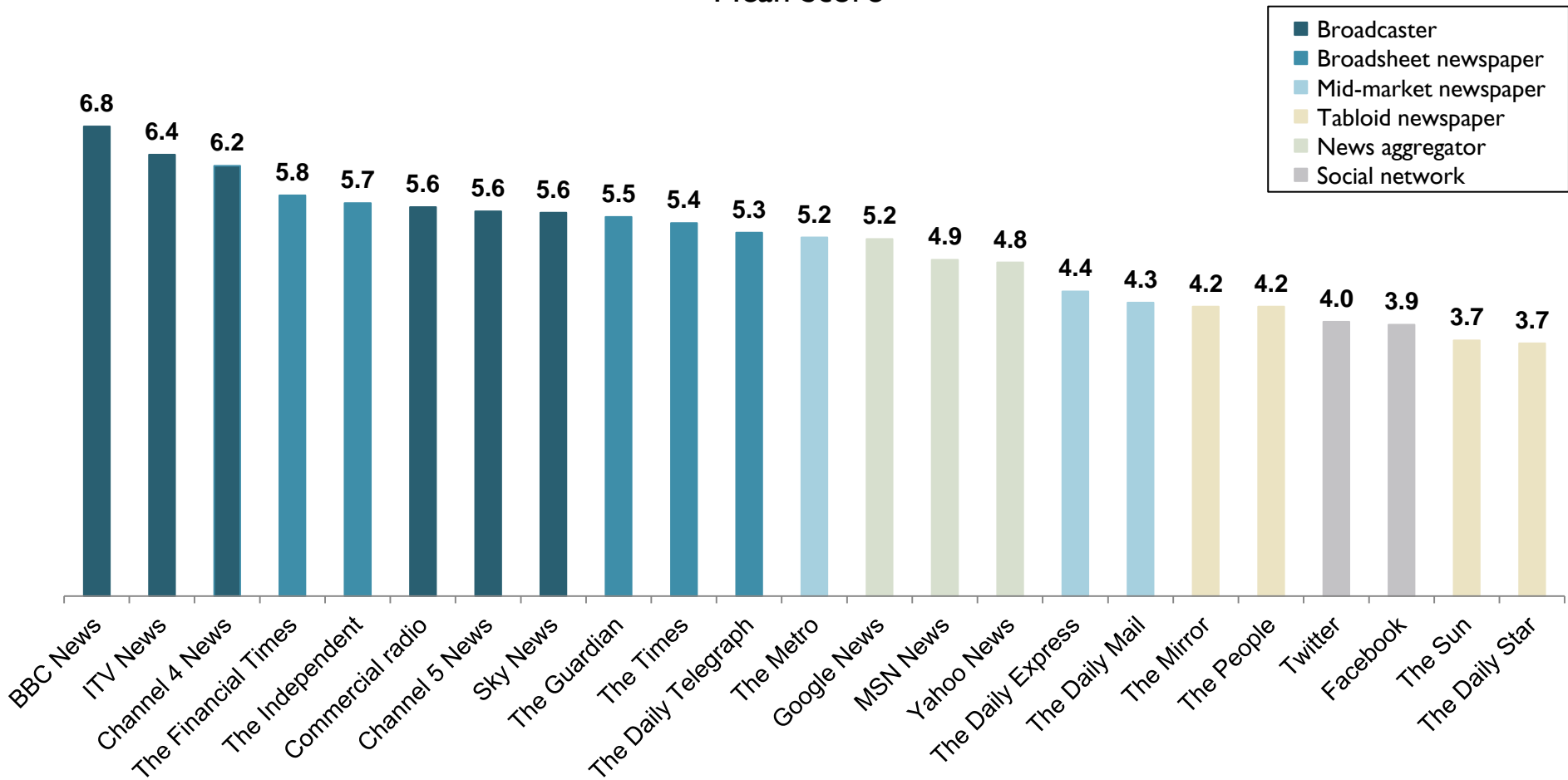
Scale: 1 = do not trust at all; 10 = trust a great deal

Mean Score



# And broadcasters and broadsheet newspapers also receive the highest scores for impartiality while tabloid newspapers and social networks have the lowest scores

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



Question: Using a scale of 1 to 10 where 1 is very biased and 10 is very impartial, how biased or impartial do you think each of the following news sources is?  
 Ipsos MORI for BBC, UK adults 16+ who follow news (half sample answering about impartiality: 919) interviewed face-to-face, February 2013. Newspaper titles include the Sunday editions