



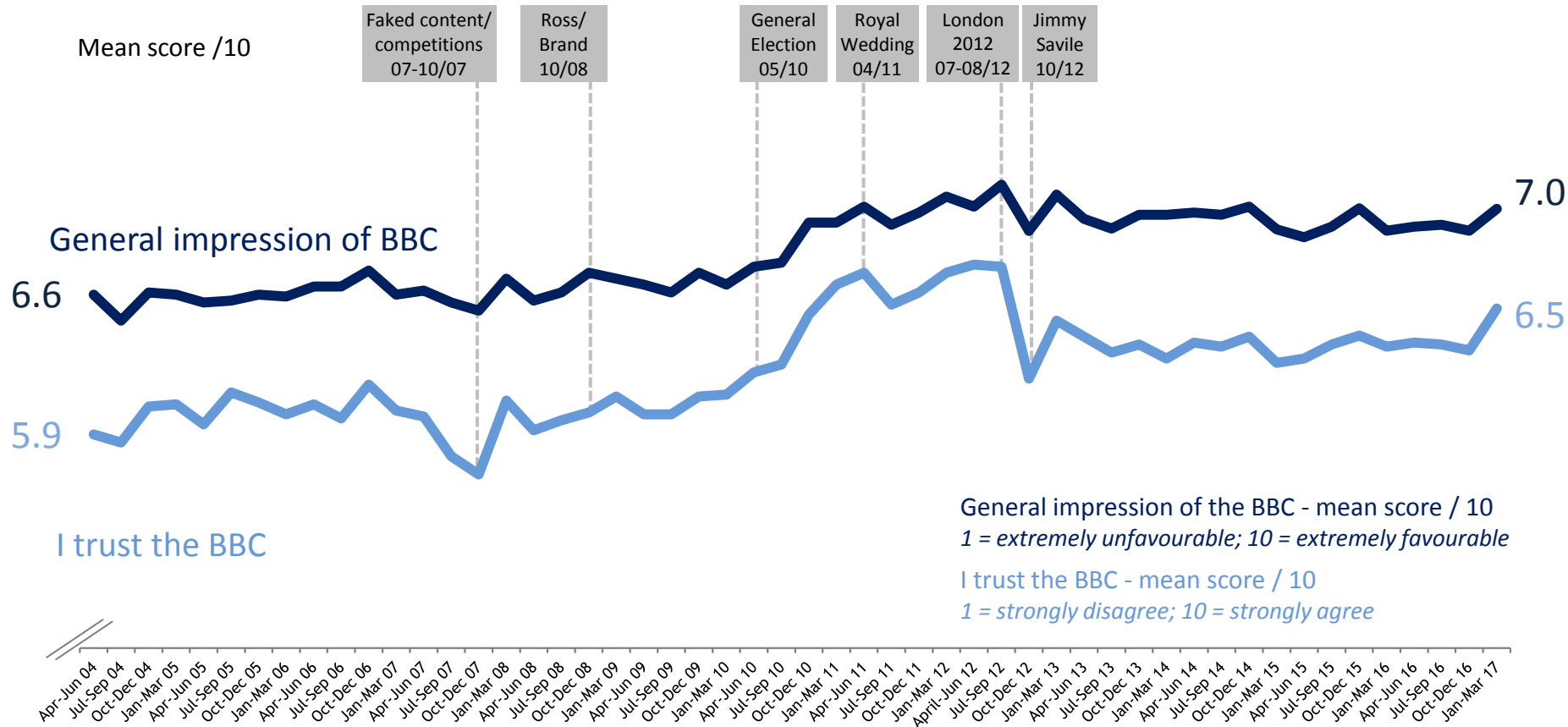
# Public perceptions of the impartiality and trustworthiness of the BBC

November 2017

Public trust in the BBC

- The following data comes from a nationally representative survey by Kantar Media for the BBC. This is an on-going monthly survey of c.1,000 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 also publishes the average general impression score for the year in its Annual Report

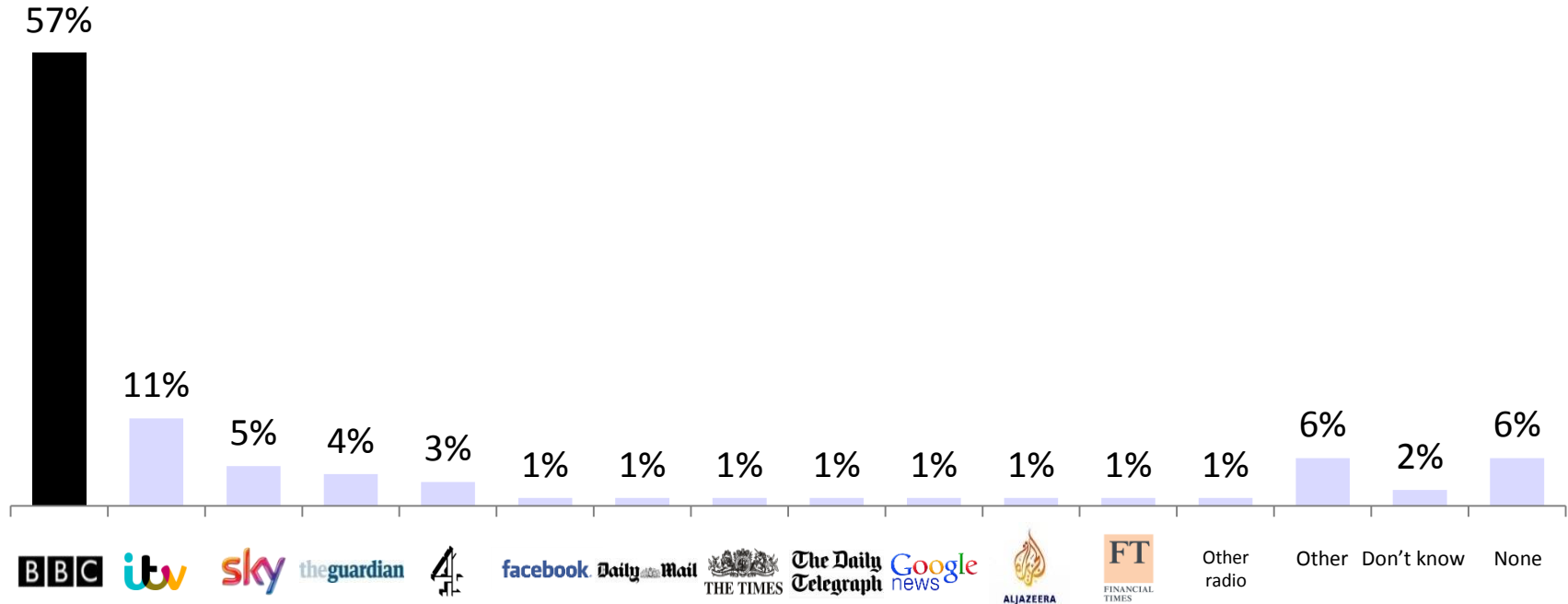
People's trust has shown some recovery since autumn 2012 though remains a little below early 2012 levels.  
Trust is higher now than in 2004



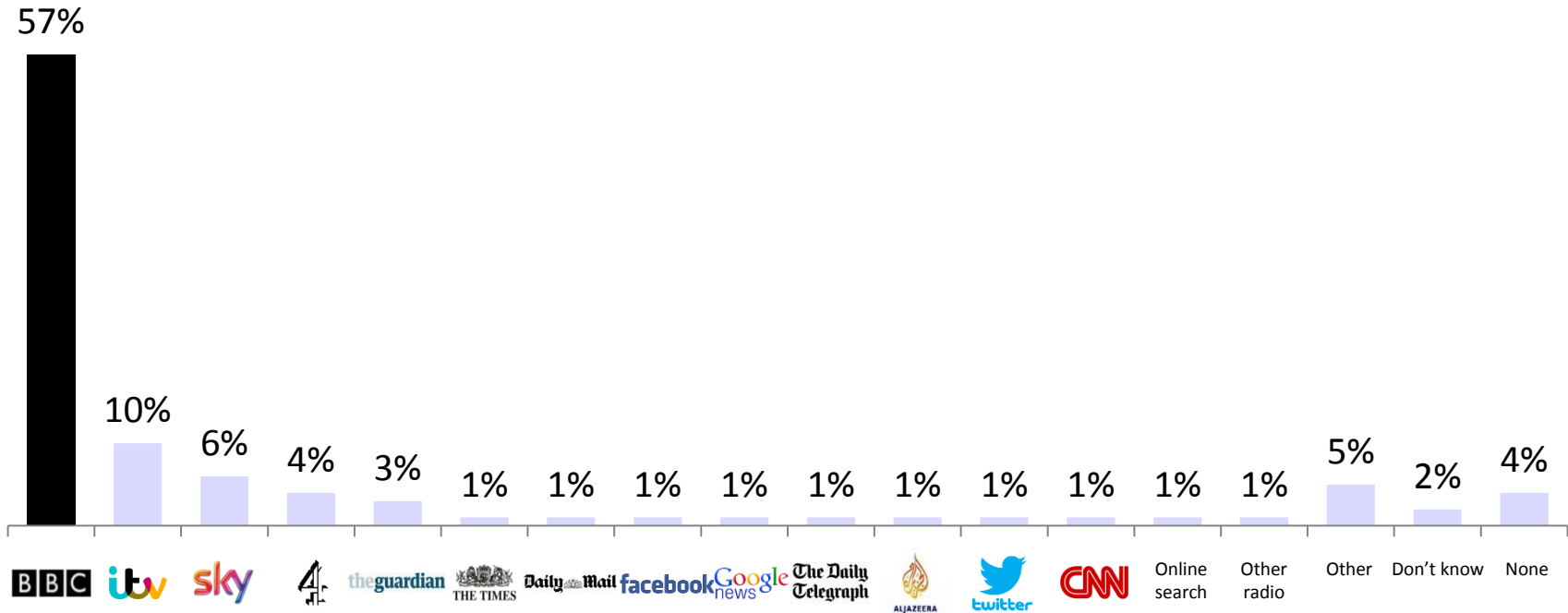
# Public trust in BBC News and perceptions of impartiality

- The following data comes from a nationally representative survey conducted for the BBC by Ipsos MORI. In total, 2,018 UK adults aged 15+ were interviewed using a face-to-face omnibus survey and the data was weighted to reflect a nationally representative profile of the UK. Fieldwork was carried out between 27<sup>th</sup> January–7<sup>th</sup> February 2017
- 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

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?

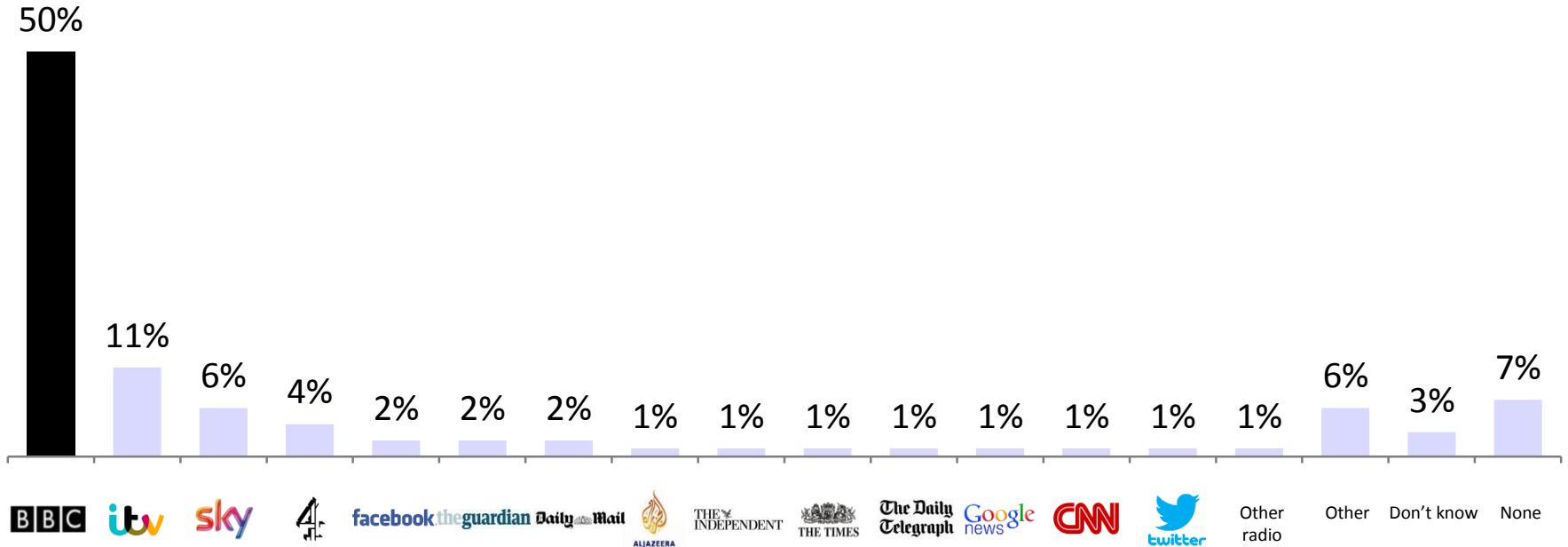


Of all the news sources (TV broadcaster, radio, newspaper, magazine or website), which **ONE** source are you most likely to turn to if you want accurate news coverage?





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?

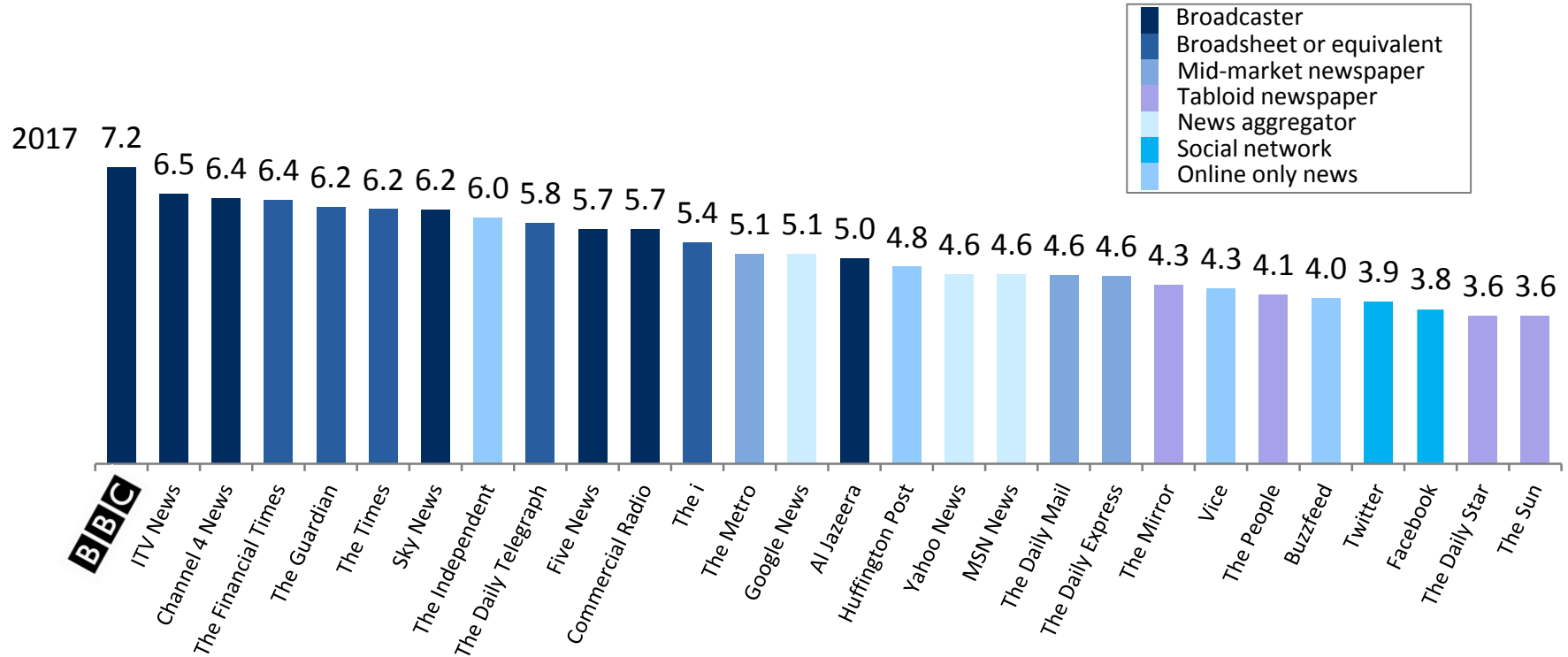


When people rate a number of different news providers, broadcasters and broadsheet newspapers emerge as the most trusted while tabloid newspapers and social networks are least trusted

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



How accurate do you think each of the following news sources is?  
Mean score / 10: 1 = not at all accurate; 10 = very accurate



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

