

Premier Media Group, Media Consumption Poll – 20th December 2019

Methodology: Savanta ComRes interviewed 2,018 GB adults aged 18+ online from the 18th to 20th December 2019. Data were weighted to be demographically representative of GB adults. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com

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News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 1
Q1. Where do you tend to get most of your news from?
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
Watching TV	1219 60%	613 62%	606 59%	94 42%	130 37%	154 48%D	234 65%CDE	210 70%CDE	396 85%CDEFG	224 39%	388 57%I	606 79%IJ	336 61%	325 57%	268 65%Mo	290 59%	180 54%	443 53%
Listening to the radio	743 37%	395 40%B	349 34%	63 28%	95 27%	113 35%d	154 43%CDE	124 41%CD	196 42%CDe	157 27%	266 39%I	320 42%I	227 41%O	208 37%O	162 40%O	146 30%	122 37%	334 40%
Social media (Facebook/ Twitter/ Instagram etc.)	688 34%	287 29%	401 39%A	154 69%DEFGH	188 54%EFHG	134 42%FGH	116 32%GH	50 17%H	46 10%	341 60%JK	250 37%K	96 13%	160 29%	207 37%L	135 33%	185 38%L	156 47%Q	315 38%
Reading newspapers online	663 33%	355 36%B	308 30%	56 25%	137 39%CFgh	113 35%C	116 32%c	89 30%	153 33%c	193 34%	228 34%	242 32%	218 40%NO	198 35%nO	120 29%	126 26%	122 37%	285 34%
News websites (e.g. Huffington Post, Buzzfeed, Breitbart)	569 28%	324 33%B	245 24%	81 36%FGH	117 34%fgH	109 34%FgH	94 26%H	80 27%H	87 19%	198 35%K	204 30%K	168 22%	193 35%NO	186 33%NO	93 23%	97 20%	99 30%	272 33%
Reading physical copies of newspapers	421 21%	224 23%b	197 19%	18 8%	34 10%	42 13%	70 20%CDE	64 22%CDE	192 41%CDEFG	53 9%	112 17%I	256 33%IJ	144 26%MNO	93 16%	79 19%	105 21%m	55 16%	141 17%
Other	73 4%	44 4%b	29 3%	6 3%	24 7%CEFH	8 2%	9 2%	16 5%efH	11 2%	30 5%J	16 2%	27 3%	16 3%	20 4%	17 4%	20 4%	7 2%	29 4%
None of these	31 2%	15 2%	16 2%	6 3%FgH	13 4%FGH	7 2%fH	2 1%	2 1%	1 *	19 3%JK	9 1%k	3 *	4 1%	9 2%	10 2%L	8 2%	6 2%	13 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 2
Q1. Where do you tend to get most of your news from?
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
Watching TV	1219 60%	104 59%i	69 69%degIkl	1045 60%	46 55%	155 67%eGIkl	95 56%	115 64%l	71 48%	121 62%l	158 58%i	164 58%i	119 66%egIkl
Listening to the radio	743 37%	55 31%	40 40%E	648 37%	20 24%	80 35%e	69 41%aE	69 39%E	53 36%e	73 38%E	109 40%aE	102 36%e	72 40%aE
Social media (Facebook/ Twitter/ Instagram etc.)	688 34%	73 42%DflJlM	36 36%	578 33%	36 42%ijm	74 32%	65 39%m	63 35%	43 29%	59 31%	93 34%	92 32%	53 30%
Reading newspapers online	663 33%	54 31%	34 34%	575 33%	25 30%	79 34%i	50 30%	70 39%gIm	37 25%	65 34%	100 37%lm	95 34%	52 29%
News websites (e.g. Huffington Post, Buzzfeed, Breitbart)	569 28%	48 27%	23 22%	498 29%	17 20%	56 24%	57 34%bEFI	64 35%BEFI	29 20%	59 31%eI	82 30%eI	86 31%eI	48 27%
Reading physical copies of newspapers	421 21%	35 20%	17 17%	369 21%	12 14%	40 17%	33 19%	43 24%e	25 17%	36 19%	85 31%ABEFGJlM	61 22%	34 19%
Other	73 4%	11 6%DghJM	9 9%DFGHJM	53 3%	4 4%J	6 3%	3 2%	4 2%	8 6%Jm	1 1%	12 4%J	11 4%J	4 2%
None of these	31 2%	4 2%l	3 3%l	24 1%	1 1%	2 1%	4 2%l	2 1%	1 *	4 2%	6 2%l	1 *	4 2%l

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 3

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Summary**Base: All respondents**

	Source							
	Sky News	Channel Four News	Channel Five News	BBC Television News	Radio 5 Live	ITV News	LBC	Newspapers generally
Unweighted base	2018	2018	2018	2018	2018	2018	2018	2018
Weighted base	2018	2018	2018	2018	2018	2018	2018	2018
NET: A great extent/ some extent	1108 55%	1235 61%	962 48%	1400 69%	784 39%	1481 73%	455 23%	867 43%
A great extent (4)	268 13%	320 16%	140 7%	584 29%	179 9%	369 18%	86 4%	109 5%
Some extent (3)	839 42%	915 45%	822 41%	816 40%	606 30%	1112 55%	369 18%	758 38%
Not very much (2)	339 17%	280 14%	352 17%	305 15%	281 14%	263 13%	255 13%	700 35%
Not at all (1)	210 10%	192 10%	179 9%	230 11%	191 9%	106 5%	226 11%	324 16%
NET: Not very much/ not at all	549 27%	472 23%	531 26%	535 27%	472 23%	369 18%	481 24%	1024 51%
Don't know	361 18%	311 15%	525 26%	83 4%	762 38%	168 8%	1082 54%	127 6%
Mean	2.70	2.80	2.62	2.91	2.61	2.94	2.34	2.35
Standard deviation	0.89	0.87	0.81	0.96	0.91	0.75	0.94	0.83
Standard error	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 4
Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?
Sky News
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	1108 55%	542 55%	566 55%	121 54%	194 56%	174 54%	208 58% ^H	172 58% ^h	238 51%	316 55%	382 56%	410 54%	303 55%	308 54%	231 57%	265 54%	193 58%	473 57%
A great extent	(4) 13%	268 13%	128 14%	30 13%	40 12%	38 12%	62 17% ^{dEh}	39 13%	59 13%	70 12%	100 15%	98 13%	76 14%	70 12%	51 12%	70 14%	44 13%	115 14%
Some extent	(3) 42%	839 42%	414 42%	426 41%	92 41%	154 44%	136 42%	146 41%	133 45% ^h	179 38%	246 43%	282 42%	312 41%	227 41%	238 42%	180 44%	195 40%	358 43%
Not very much	(2) 17%	339 17%	184 19% ^B	155 15%	37 17%	74 21% ^H	54 17%	62 17% ^h	51 17%	62 13%	111 19% ^K	116 17%	112 15%	97 18%	101 18%	60 15%	82 17%	152 18%
Not at all	(1) 10%	210 10%	116 12% ^b	94 9%	26 12% ^h	41 12% ^{gh}	48 15% ^{GH}	38 11%	22 7%	35 7%	67 12% ^K	86 13% ^K	56 7%	60 11%	59 10%	38 9%	53 11%	90 11%
NET: Not very much/ not at all	549 27%	300 31% ^B	249 24%	64 28% ^H	115 33% ^{GH}	102 32% ^{GH}	101 28% ^H	72 24%	96 21%	178 31% ^K	203 30% ^K	168 22%	158 29%	160 28%	98 24%	134 27%	95 29%	241 29%
Don't know	361 18%	143 14%	219 21% ^A	39 18% ^d	40 11%	47 15%	48 13%	55 18% ^D	133 28% ^{CDEFG}	79 14%	95 14%	187 24% ^{IJ}	91 16%	99 17%	81 20%	91 19%	44 13%	117 14%
Mean	2.70	2.66	2.75 ^A	2.67	2.63	2.59	2.75 ^E	2.78 ^{dE}	2.79 ^{DE}	2.64	2.68	2.78 ^{Ij}	2.69	2.68	2.74	2.71	2.70	2.70
Standard deviation	0.89	0.90	0.87	0.91	0.87	0.93	0.92	0.82	0.86	0.89	0.93	0.84	0.90	0.88	0.86	0.91	0.88	0.89
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.05	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 5

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Sky News

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	1108 55%	103 59%	52 52%	952 55%	41 49%	145 62% bEGJLM	86 51%	107 60% l	80 55%	101 52%	157 57%	142 50%	93 52%
A great extent	(4) 268 13%	25 14%	13 13%	230 13%	11 13%	35 15% m	17 10%	27 15% m	25 17% gM	23 12%	37 14%	39 14% m	15 9%
Some extent	(3) 839 42%	78 45%	39 39%	722 41%	30 36%	110 47% eiL	69 41%	81 45% l	55 37%	78 40%	119 44% l	102 36%	78 43%
Not very much	(2) 339 17%	29 17%	14 14%	296 17%	16 18%	34 15%	26 15%	31 17%	28 19%	33 17%	48 18%	50 18%	32 18%
Not at all	(1) 210 10%	15 9%	11 11%	184 11%	11 13%	21 9%	27 16% aFhiM	15 8%	13 9%	20 10%	30 11%	33 12%	14 8%
NET: Not very much/ not at all	549 27%	45 25%	24 24%	480 28%	27 32%	55 23%	52 31%	46 26%	41 28%	53 28%	78 29%	82 29%	46 25%
Don't know	361 18%	28 16%	24 24% FhK	309 18%	17 20%	33 14%	31 18%	26 15%	26 17%	39 20% k	38 14%	59 21% fk	41 23% FhK
Mean	2.70	2.76g	2.72	2.70	2.61	2.80G	2.55	2.78g	2.76g	2.67	2.70	2.66	2.68
Standard deviation	0.89	0.85	0.92	0.89	0.95	0.85	0.94	0.85	0.91	0.89	0.89	0.93	0.80
Standard error	0.02	0.07	0.10	0.02	0.12	0.06	0.08	0.07	0.08	0.07	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 6

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?**Channel Four News****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	1235 61%	591 60%	643 62%	121 54%	204 58%	197 61%	229 64% ^C	208 69% ^{CDEH}	276 59%	325 57%	426 63% ⁱ	484 63% ^I	337 61%	374 66% ^{NO}	241 59%	283 58%	208 62%	526 63%
A great extent	(4) 16%	320 19% ^B	136 13%	21 9%	43 12%	60 19% ^{CD}	73 20% ^{CDh}	51 17% ^C	72 15% ^C	64 11%	133 20% ^{Ik}	123 16% ^I	97 18% ^o	99 17% ^o	59 14%	65 13%	63 19%	133 16%
Some extent	(3) 45%	407 41%	507 49% ^A	100 45%	161 46%	136 42%	156 44%	157 52% ^{EFH}	204 44%	261 46%	293 43%	361 47%	240 44%	275 49%	182 44%	218 44%	145 43%	393 47%
Not very much	(2) 14%	280 15%	137 13%	36 16%	58 17% ^g	45 14%	46 13%	33 11%	62 13%	94 16% ^k	91 13%	95 12%	87 16% ^{Mn}	63 11%	48 12%	82 17% ^{MN}	41 12%	129 16%
Not at all	(1) 10%	112 11% ^B	79 8%	25 11%	41 12% ^h	32 10%	37 10%	23 8%	35 7%	66 12% ^K	68 10% ^k	57 7%	51 9%	46 8%	45 11%	50 10%	33 10%	79 9%
NET: Not very much/ not at all	472 23%	256 26% ^B	216 21%	61 27% ^{Gh}	99 28% ^{GH}	77 24%	83 23%	56 19%	97 21%	160 28% ^K	160 23%	152 20%	138 25% ^M	109 19%	93 23%	133 27% ^M	74 22%	208 25%
Don't know	311 15%	137 14%	174 17% ^a	41 18% ^{fg}	46 13%	50 15%	45 13%	36 12%	93 20% ^{DFG}	88 15%	94 14%	129 17%	76 14%	84 15%	76 19% ^L	75 15%	51 15%	98 12%
Mean	2.80	2.78	2.81	2.64	2.68	2.83 ^{Cd}	2.85 ^{CD}	2.90 ^{CD}	2.84 ^{CD}	2.67	2.84 ^I	2.86 ^I	2.81	2.89 ^{nO}	2.76	2.72	2.84	2.79
Standard deviation	0.87	0.93	0.81	0.86	0.88	0.91	0.91	0.81	0.84	0.87	0.91	0.83	0.88	0.84	0.90	0.87	0.90	0.86
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 7

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Channel Four News

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	1235 61%	103 59%	58 57%	1074 62%	48 57%	150 64%L	102 60%	110 61%	99 67%L	116 60%	174 64%l	157 55%	118 65%L
A great extent	(4) 320 16%	32 18%	13 13%	276 16%	12 14%	33 14%	31 18%	23 13%	23 16%	24 13%	54 20%hj	46 16%	30 17%
Some extent	(3) 915 45%	71 41%	45 45%	798 46%	36 43%	117 50%aL	71 42%	88 49%l	76 52%agL	92 47%l	121 44%	111 39%	87 49%L
Not very much	(2) 280 14%	31 18%I	13 13%	237 14%	16 19%i	34 15%	22 13%	23 13%	14 9%	23 12%	38 14%	45 16%i	23 13%
Not at all	(1) 192 10%	8 4%	10 10%	174 10%A	9 10%	17 7%	16 9%a	18 10%a	14 9%	21 11%A	29 10%A	35 12%Af	17 10%a
NET: Not very much/ not at all	472 23%	39 22%	22 22%	411 24%	25 29%i	51 22%	38 23%	40 23%	27 18%	44 23%	66 24%	80 28%I	40 22%
Don't know	311 15%	34 19%Km	20 20%Km	257 15%	12 14%	32 14%	30 17%	29 16%	21 14%	34 18%k	32 12%	46 16%	22 12%
Mean	2.80	2.90l	2.76	2.79	2.71	2.83	2.83	2.76	2.86	2.75	2.83	2.71	2.83
Standard deviation	0.87	0.81	0.87	0.88	0.88	0.80	0.90	0.85	0.84	0.87	0.91	0.95	0.87
Standard error	0.02	0.07	0.09	0.02	0.11	0.06	0.07	0.07	0.08	0.06	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 8

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?**Channel Five News****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	962 48%	464 47%	498 48%	97 44%	147 42%	149 46%	174 49%	171 57%	224 48%	245 43%	322 47%	395 52%	245 44%	282 50%	194 47%	242 49%	154 46%	397 48%
A great extent	(4) 140 7%	72 7%	68 7%	9 4%	26 8%	16 5%	35 10%	26 9%	27 6%	35 6%	52 8%	53 7%	38 7%	39 7%	31 8%	32 7%	28 8%	55 7%
Some extent	(3) 822 41%	393 40%	429 42%	89 40%	121 35%	133 41%	138 39%	145 48%	197 42%	210 37%	271 40%	342 45%	207 38%	243 43%	163 40%	210 43%	126 38%	342 41%
Not very much	(2) 352 17%	178 18%	175 17%	38 17%	74 21%	59 18%	75 21%	43 14%	63 14%	112 20%	134 20%	106 14%	109 20%	96 17%	64 16%	83 17%	58 17%	170 21%
Not at all	(1) 179 9%	102 10%	77 7%	27 12%	48 14%	39 12%	27 8%	15 5%	22 5%	75 13%	66 10%	37 5%	47 8%	47 8%	42 10%	43 9%	35 10%	82 10%
NET: Not very much/ not at all	531 26%	279 28%	252 24%	65 29%	122 35%	98 30%	102 29%	58 19%	86 18%	188 33%	200 29%	143 19%	156 28%	144 25%	106 26%	126 26%	93 28%	252 30%
Don't know	525 26%	241 24%	284 27%	61 27%	79 23%	76 24%	82 23%	70 23%	157 34%	140 25%	157 23%	227 30%	151 27%	142 25%	110 27%	123 25%	87 26%	182 22%
Mean	2.62	2.58	2.65	2.49	2.47	2.51	2.66	2.80	2.74	2.47	2.59	2.76	2.59	2.64	2.61	2.63	2.60	2.57
Standard deviation	0.81	0.84	0.78	0.83	0.90	0.84	0.82	0.72	0.72	0.87	0.83	0.72	0.82	0.80	0.85	0.80	0.87	0.82
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.04	0.03	0.04	0.04	0.05	0.04	0.06	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 9

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Channel Five News

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	962 48%	79 45%	48 48%	835 48%	41 48%	120 52%l	77 46%	94 52%l	75 51%	97 50%	121 45%	123 44%	86 48%
A great extent	(4) 140 7%	18 10%bM	4 4%	119 7%	10 12%BjM	14 6%	11 6%	11 6%	12 8%M	10 5%	22 8%M	21 7%m	6 3%
Some extent	(3) 822 41%	62 35%	44 44%	716 41%	30 36%	106 46%akL	66 39%	83 46%akl	62 42%	86 44%akl	99 36%	102 36%	81 45%akl
Not very much	(2) 352 17%	32 18%	16 15%	304 17%	14 16%	40 17%	28 17%	31 17%	21 14%	30 15%	59 22%i	49 17%	32 18%
Not at all	(1) 179 9%	12 7%	6 6%	161 9%	12 14%a	22 9%	17 10%	15 8%	11 7%	18 9%	21 8%	30 11%	16 9%
NET: Not very much/ not at all	531 26%	44 25%	22 21%	465 27%	25 30%	62 27%	46 27%	46 25%	32 22%	47 24%	81 30%	79 28%	48 26%
Don't know	525 26%	52 30%f	31 31%f	441 25%	19 22%	50 22%	47 27%	40 22%	40 27%	50 26%	70 26%	80 28%	46 25%
Mean	2.62	2.69	2.66	2.61	2.59	2.62	2.58	2.65	2.71	2.62	2.61	2.56	2.57
Standard deviation	0.81	0.83	0.72	0.82	0.95	0.80	0.84	0.78	0.80	0.79	0.82	0.87	0.75
Standard error	0.02	0.08	0.08	0.02	0.12	0.06	0.07	0.07	0.08	0.06	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 10

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

BBC Television News

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	1400 69%	675 69%	725 70%	147 66%	230 66%	210 65%	255 71%e	221 74%cdE	337 72%dE	377 66%	465 68%	558 73%lJ	406 74%NO	412 73%nO	275 67%	307 63%	243 73%	571 69%
A great extent	(4) 29%	313 32%B	271 26%	67 30%De	70 20%	73 23%	115 32%DE	100 33%DE	159 34%DE	137 24%	188 28%	259 34%lJ	180 33%O	174 31%O	115 28%	114 23%	108 32%	234 28%
Some extent	(3) 40%	362 37%	454 44%A	81 36%	160 46%CH	137 42%	140 39%	121 40%	178 38%	241 42%	277 41%	298 39%	225 41%	237 42%	160 39%	193 39%	136 41%	338 41%
Not very much	(2) 15%	143 15%	162 16%	32 14%	55 16%	45 14%	44 12%	49 16%	81 17%f	87 15%	89 13%	129 17%j	75 14%	83 15%	60 15%	88 18%l	41 12%	124 15%
Not at all	(1) 11%	126 13%b	104 10%	26 11%	40 11%	46 14%GH	51 14%GH	26 9%	40 9%	66 11%	98 14%K	66 9%	55 10%	52 9%	52 13%m	70 14%lM	37 11%	100 12%
NET: Not very much/ not at all	535 27%	269 27%	267 26%	58 26%	95 27%	91 28%	96 27%	75 25%	121 26%	152 27%	187 28%	196 26%	130 24%	135 24%	112 27%	158 32%LM	78 23%	223 27%
Don't know	83 4%	41 4%	42 4%	19 8%FGH	24 7%FGH	21 7%FGH	7 2%	3 1%	9 2%	43 8%JK	28 4%K	12 2%	15 3%	20 4%	22 5%L	25 5%l	12 4%	37 4%
Mean	2.91	2.91	2.90	2.92	2.80	2.78	2.91	3.00DE	3.00DE	2.85	2.85	3.00lJ	2.99nO	2.98O	2.87	2.75	2.98	2.89
Standard deviation	0.96	1.00	0.92	0.99	0.92	0.98	1.02	0.93	0.94	0.95	1.00	0.93	0.94	0.92	0.99	0.99	0.96	0.97
Standard error	0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 11

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

BBC Television News

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	1400 69%	123 70%e	69 69%	1208 69%	48 57%	159 69%e	114 67%	132 74%E	104 71%e	134 69%e	187 69%e	194 69%e	135 75%E
A great extent	(4) 584 29%	43 25%	28 28%	513 29%	20 23%	67 29%	58 34%ae	46 26%	44 30%	58 30%	79 29%	93 33%a	47 26%
Some extent	(3) 816 40%	80 45%Gl	41 41%	695 40%	29 34%	92 40%	56 33%	86 48%eGL	60 41%	76 39%	108 40%	100 36%	88 49%EfGjkL
Not very much	(2) 305 15%	29 17%	14 14%	263 15%	11 13%	36 16%	21 13%	25 14%	18 12%	33 17%	53 19%gi	40 14%	25 14%
Not at all	(1) 230 11%	19 11%	10 10%	201 12%	22 26%ABFGHIJKL2%	29 12%	24 14%k	16 9%	18 12%	19 10%	22 8%	34 12%	17 10%
NET: Not very much/ not at all	535 27%	48 27%	24 24%	463 27%	33 39%aBfgHIjklM	65 28%	45 27%	41 23%	36 24%	52 27%	75 27%	75 26%	42 24%
Don't know	83 4%	5 3%	8 8%daM	70 4%	3 4%	8 3%	10 6%M	6 3%	7 5%m	9 4%m	10 4%	14 5%M	2 1%
Mean	2.91	2.86E	2.94E	2.91	2.57	2.88E	2.93E	2.93E	2.93E	2.93E	2.93E	2.94E	2.93E
Standard deviation	0.96	0.92	0.94	0.97	1.13	0.98	1.05	0.89	0.97	0.95	0.92	1.00	0.89
Standard error	0.02	0.07	0.09	0.02	0.13	0.06	0.08	0.07	0.08	0.07	0.06	0.06	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 12
Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?
Radio 5 Live
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	784 39%	451 46%B	333 32%	85 38%	132 38%	135 42%H	151 42%H	125 42%H	156 33%	217 38%	286 42%K	281 37%	219 40%	237 42%O	156 38%	172 35%	143 43%	341 41%
A great extent	(4) 179 9%	115 12%B	64 6%	18 8%	20 6%	30 9%	36 10%d	35 12%D	40 9%	38 7%	66 10%i	75 10%i	50 9%	49 9%	36 9%	44 9%	38 11%	76 9%
Some extent	(3) 606 30%	336 34%B	269 26%	67 30%	112 32%H	105 33%H	115 32%H	90 30%	116 25%	179 31%	220 32%K	206 27%	170 31%	188 33%O	121 29%	127 26%	106 32%	265 32%
Not very much	(2) 281 14%	154 16%B	127 12%	28 13%	67 19%ceGH	42 13%	54 15%	36 12%	53 11%	95 17%K	96 14%	89 12%	93 17%M	64 11%	55 13%	69 14%	48 15%	132 16%
Not at all	(1) 191 9%	97 10%	94 9%	28 12%GH	44 13%GH	40 12%GH	35 10%gH	17 6%	27 6%	72 13%K	75 11%K	44 6%	37 7%	54 9%	45 11%L	55 11%L	26 8%	97 12%p
NET: Not very much/ not at all	472 23%	251 25%B	221 21%	56 25%gH	111 32%fGH	82 25%GH	90 25%GH	53 18%	80 17%	167 29%K	172 25%K	133 17%	130 24%	117 21%	100 25%	124 25%	74 22%	229 28%p
Don't know	762 38%	283 29%	479 46%A	82 37%	106 30%	105 33%	117 33%	121 40%DeF	230 49%CDEFG	188 33%	222 33%	351 46%IJ	202 37%	213 38%	153 37%	195 40%	116 35%	261 31%
Mean	2.61	2.67B	2.55	2.54	2.44	2.58	2.63D	2.81CDEF	2.72cD	2.48	2.60i	2.76IJ	2.66	2.65	2.57	2.54	2.71q	2.56
Standard deviation	0.91	0.91	0.91	0.95	0.88	0.95	0.91	0.86	0.88	0.91	0.93	0.87	0.85	0.90	0.94	0.96	0.89	0.93
Standard error	0.03	0.03	0.04	0.08	0.06	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.05	0.06	0.06	0.06	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 13

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Radio 5 Live

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	784 39%	68 39%	38 38%	678 39%	39 46%l	89 38%	67 40%	68 38%	63 43%l	80 41%	104 38%	95 34%	74 41%
A great extent	(4) 179 9%	22 13%dfJM	7 7%	149 9%	8 10%	17 7%	20 12%Jm	16 9%	16 11%j	10 5%	24 9%	27 9%j	11 6%
Some extent	(3) 606 30%	45 26%	31 31%	529 30%	30 36%l	72 31%	47 28%	52 29%	47 32%	70 36%AL	80 30%	68 24%	62 35%aL
Not very much	(2) 281 14%	21 12%	15 15%	244 14%	9 11%	34 15%	23 14%	24 13%	16 11%	21 11%	43 16%	44 16%	29 16%
Not at all	(1) 191 9%	16 9%	5 5%	170 10%	11 13%Bf	16 7%	17 10%	22 12%bf	15 10%	20 11%b	28 10%	27 10%	13 7%
NET: Not very much/ not at all	472 23%	37 21%	20 20%	414 24%	20 24%	50 22%	41 24%	46 26%	31 21%	41 21%	71 26%	71 25%	42 24%
Don't know	762 38%	70 40%	43 42%	649 37%	26 30%	93 40%	62 36%	65 36%	53 36%	73 38%	97 36%	116 41%e	64 36%
Mean	2.61	2.70	2.69	2.60	2.60	2.65	2.65	2.54	2.68	2.57	2.58	2.57	2.62
Standard deviation	0.91	0.98	0.79	0.91	0.96	0.84	0.96	0.97	0.93	0.87	0.91	0.95	0.82
Standard error	0.03	0.10	0.10	0.03	0.13	0.07	0.09	0.10	0.10	0.07	0.07	0.07	0.07

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 14

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

ITV News

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	1481 73%	704 72%	776 75%a	152 68%	230 66%	217 67%	275 77%CDE	242 81%CDE	365 78%CDE	381 67%	492 72%I	607 79%IJ	386 70%	426 75%l	301 74%	367 75%	256 77%Q	588 71%
A great extent	(4) 18%	369 19%	182 18%	41 18%	46 13%	47 15%	81 23%DE	62 21%De	92 20%De	87 15%	128 19%	154 20%I	91 17%	110 19%	80 19%	88 18%	69 21%	144 17%
Some extent	(3) 55%	1112 53%	522 57%a	111 49%	184 53%	169 53%	195 54%	180 60%Cde	274 59%Ce	295 51%	364 54%	453 59%IJ	295 54%	316 56%	222 54%	280 57%	187 56%	443 53%
Not very much	(2) 13%	263 13%	130 13%	27 12%	55 16%G	47 15%g	49 14%	28 9%	57 12%	82 14%	96 14%	85 11%	87 16%n	69 12%	48 12%	59 12%	44 13%	120 14%
Not at all	(1) 5%	106 7%B	66 4%	12 5%	32 9%FGH	23 7%fgH	15 4%	12 4%	12 3%	44 8%K	38 6%K	24 3%	28 5%	26 5%	26 6%	26 5%	12 4%	51 6%
NET: Not very much/ not at all	369 18%	196 20%b	173 17%	38 17%	87 25%cFGH	70 22%GH	63 18%	40 13%	70 15%	126 22%K	134 20%K	110 14%	115 21%m	95 17%	74 18%	85 17%	56 17%	171 21%
Don't know	168 8%	84 9%	84 8%	34 15%dFGH	32 9%f	36 11%FGH	19 5%	17 6%	31 7%	66 12%jK	54 8%	48 6%	50 9%	46 8%	34 8%	38 8%	21 6%	73 9%
Mean	2.94	2.91	2.97	2.95D	2.77	2.84	3.01DE	3.04DE	3.02DE	2.84	2.93i	3.03IJ	2.90	2.98l	2.95	2.95	3.00q	2.90
Standard deviation	0.75	0.80	0.71	0.78	0.82	0.79	0.75	0.70	0.68	0.81	0.77	0.69	0.75	0.74	0.79	0.74	0.72	0.78
Standard error	0.02	0.03	0.02	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.03	0.02	0.03	0.03	0.04	0.04	0.04	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 15

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

ITV News

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	1481 73%	132 75%	71 71%	1278 73%	59 70%	180 78%L	125 74%	133 74%	110 75%	141 73%	196 72%	191 68%	142 79%L
A great extent	(4) 369 18%	29 16%	14 14%	326 19%	13 15%	42 18%	32 19%	39 22%m	33 22%m	39 20%	52 19%	51 18%	25 14%
Some extent	(3) 1112 55%	103 58%l	57 57%	952 55%	46 55%	138 59%L	93 55%	94 52%	77 53%	102 53%	144 53%	140 50%	117 65%gHIJKL
Not very much	(2) 263 13%	23 13%	11 11%	229 13%	9 11%	25 11%	25 14%	21 12%	22 15%	27 14%	38 14%	39 14%	23 13%
Not at all	(1) 106 5%	9 5%	5 4%	92 5%	9 11%FGikM	9 4%	3 2%	13 7%G	6 4%	10 5%	12 5%	23 8%fGm	6 3%
NET: Not very much/ not at all	369 18%	32 18%	15 15%	321 18%	18 22%	34 15%	28 16%	34 19%	29 19%	37 19%	51 19%	61 22%f	29 16%
Don't know	168 8%	12 7%	14 14%DafhIM	142 8%	7 8%	18 8%	16 10% <small>m</small>	13 7%	9 6%	16 8%	26 9% <small>m</small>	30 11% <small>M</small>	9 5%
Mean	2.94	2.92	2.93	2.95	2.82	2.99e	3.00e	2.96	2.98	2.95	2.96	2.87	2.94
Standard deviation	0.75	0.74	0.70	0.76	0.85	0.70	0.68	0.82	0.77	0.77	0.75	0.84	0.65
Standard error	0.02	0.06	0.07	0.02	0.10	0.05	0.05	0.07	0.07	0.05	0.05	0.05	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 16

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?**LBC****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	455 23%	280 28%B	175 17%	43 19%	63 18%	86 27%CDH	106 30%CDH	71 24%h	86 19%	106 19%	192 28%IK	158 21%	123 22%	139 24%	91 22%	103 21%	79 24%	211 25%
A great extent	(4) 86 4%	51 5%b	35 3%	8 3%	11 3%	15 5%	22 6%h	15 5%	16 3%	19 3%	37 5%	31 4%	22 4%	21 4%	18 4%	26 5%	25 8%Q	33 4%
Some extent	(3) 369 18%	229 23%B	140 14%	35 16%	52 15%	70 22%CDH	84 24%CDH	57 19%	70 15%	87 15%	155 23%IK	127 17%	101 18%	118 21%o	73 18%	77 16%	54 16%	178 21%p
Not very much	(2) 255 13%	153 16%B	103 10%	27 12%	49 14%	46 14%h	43 12%	43 14%h	48 10%	76 13%	89 13%	90 12%	88 16%MnO	66 12%	48 12%	53 11%	42 13%	119 14%
Not at all	(1) 226 11%	115 12%	111 11%	46 21%EFGH	67 19%eFGH	42 13%GH	34 10%GH	13 4%	24 5%	113 20%JK	76 11%K	37 5%	52 9%	67 12%	50 12%	57 12%	45 14%	106 13%
NET: Not very much/ not at all	481 24%	268 27%B	213 21%	73 33%FGH	116 33%FGH	88 27%fGH	77 21%H	55 19%	72 15%	189 33%JK	165 24%K	127 17%	140 25%	133 23%	99 24%	110 22%	87 26%	225 27%
Don't know	1082 54%	436 44%	645 62%A	108 48%	170 49%	149 46%	175 49%	172 58%cDEF	308 66%CDEFG	278 48%	324 48%	480 63%IJ	288 52%	296 52%	220 54%	278 57%	166 50%	396 48%
Mean	2.34	2.39B	2.26	2.03	2.05	2.34CD	2.51CDe	2.58CDE	2.49CD	2.04	2.43I	2.53I	2.35	2.34	2.31	2.34	2.35	2.32
Standard deviation	0.94	0.92	0.97	0.99	0.96	0.94	0.93	0.82	0.88	0.97	0.94	0.85	0.89	0.94	0.97	1.00	1.04	0.93
Standard error	0.03	0.04	0.05	0.10	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.06	0.07	0.07	0.08	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 17

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

LBC

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	455 23%	39 22%	14 13%	403 23%B	14 16%	43 18%	34 20%	29 16%	22 15%	44 23%bi	112 41%ABEFGHIJLM	70 5%BhI	36 20%
A great extent	(4) 86 4%	7 4%	3 3%	76 4%	6 8%FHIM	5 2%	7 4%	4 2%	2 1%	7 4%	31 11%ABFGHIJLM	10 4%	4 2%
Some extent	(3) 369 18%	32 18%e	11 11%	326 19%B	7 8%	38 16%	27 16%	26 14%	20 13%	36 19%bE	80 30%ABEFGHIJLM	60 1%BEhi	32 18%e
Not very much	(2) 255 13%	18 10%	9 9%	228 13%	6 7%	27 12%	18 11%	23 13%	12 8%	25 13%	56 21%ABEFGHIJLM	39 14%	21 11%
Not at all	(1) 226 11%	13 8%	11 11%	202 12%	14 16%a	25 11%	24 14%a	18 10%	16 11%	24 13%	28 10%	32 11%	21 12%
NET: Not very much/ not at all	481 24%	31 18%	20 20%	430 25%a	20 24%	52 22%	43 25%	41 23%	28 19%	50 26%a	84 31%ABFhIm	71 25%	42 23%
Don't know	1082 54%	105 60%dKl	67 67%DgJKL	909 52%	51 60%K	137 59%Kl	93 55%K	110 61%jKL	98 66%GJKLm	100 52%K	76 28%	142 50%K	102 57%K
Mean	2.34	2.46	2.17	2.33	2.19	2.24	2.22	2.22	2.16	2.29	2.58BFGHIJLM	2.34	2.24
Standard deviation	0.94	0.92	0.99	0.94	1.18	0.91	1.00	0.89	0.93	0.95	0.92	0.91	0.91
Standard error	0.03	0.11	0.16	0.03	0.21	0.09	0.11	0.11	0.13	0.09	0.07	0.08	0.10

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 18

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Newspapers generally

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: A great extent/ some extent	867 43%	417 42%	450 44%	81 36%	123 35%	131 41%	142 40%	133 44% ^{cD}	258 55% ^{CDEFG}	204 36%	273 40%	390 51% ^{IJ}	258 47% ⁿ	240 42%	167 41%	203 41%	142 43%	352 42%
A great extent	(4) 5%	109 5%	59 6%	16 7% ^E	18 5%	9 3%	18 5%	15 5%	33 7% ^E	34 6%	27 4%	48 6% ^j	35 6% ^m	22 4%	26 6% ^m	27 6%	20 6%	50 6%
Some extent	(3) 38%	758 37%	392 38%	65 29%	105 30%	122 38% ^{Cd}	124 35%	118 39% ^{CD}	225 48% ^{CDEFG}	170 30%	245 36% ^I	342 45% ^{IJ}	223 40% ⁿ	218 38%	141 34%	176 36%	122 37%	302 36%
Not very much	(2) 35%	700 34%	364 35%	69 31%	142 41% ^{CH}	109 34%	128 36%	112 37% ^h	142 30%	210 37%	236 35%	253 33%	196 35%	202 36%	135 33%	168 34%	118 35%	290 35%
Not at all	(1) 16%	324 18% ^b	150 15%	38 17% ^H	63 18% ^H	57 18% ^H	67 19% ^H	47 16% ^h	51 11%	101 18% ^K	124 18% ^K	99 13%	82 15%	83 15%	75 18%	83 17%	48 14%	142 17%
NET: Not very much/ not at all	1024 51%	509 52%	515 50%	107 48%	205 59% ^{CeH}	166 51% ^H	195 54% ^H	159 53% ^H	193 41%	311 54% ^K	360 53% ^K	352 46%	278 50%	285 50%	210 51%	251 51%	166 50%	431 52%
Don't know	127 6%	59 6%	68 7%	36 16% ^{DEFGH}	21 6% ^G	26 8% ^{GH}	21 6% ^{Gh}	7 2%	15 3%	57 10% ^{jk}	47 7% ^K	23 3%	16 3%	43 8% ^L	33 8% ^L	36 7% ^L	25 8%	48 6%
Mean	2.35	2.32	2.37	2.32	2.24	2.28	2.28	2.35	2.53 ^{CDEFG}	2.27	2.28	2.46 ^{IJ}	2.39	2.34	2.31	2.32	2.37	2.33
Standard deviation	0.83	0.84	0.82	0.89	0.82	0.81	0.84	0.81	0.79	0.85	0.82	0.80	0.82	0.79	0.87	0.84	0.82	0.84
Standard error	0.02	0.03	0.03	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.05	0.03

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 19

Q2. To what extent, if at all, do you trust each of the following to deliver impartial, accurate news coverage?

Newspapers generally

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: A great extent/ some extent	867 43%	82 46%e	40 40%	746 43%	29 35%	94 40%	74 44%	81 45%	58 39%	83 43%	130 48%e	122 43%	75 42%
A great extent	(4) 109 5%	14 8%i	7 7%	88 5%	4 4%	14 6%	7 4%	9 5%	5 3%	11 6%	14 5%	16 6%	8 5%
Some extent	(3) 758 38%	67 38%	33 33%	657 38%	26 30%	79 34%	67 39%	72 40%	53 36%	72 37%	116 42%ef	107 38%	66 37%
Not very much	(2) 700 35%	57 32%	35 34%	609 35%	30 35%	89 38%g	50 30%	62 35%	60 41%Gl	67 34%	96 35%	89 32%	66 37%
Not at all	(1) 324 16%	21 12%	15 15%	288 17%	17 20%	40 17%	35 21%Ak	27 15%	23 16%	30 15%	35 13%	49 17%	31 17%
NET: Not very much/ not at all	1024 51%	78 44%	50 49%	896 51%	47 55%	129 56%A	85 50%	90 50%	84 57%A	96 50%	131 48%	138 49%	97 54%a
Don't know	127 6%	16 9%fik	11 11%DFhIKM	100 6%	9 10%fik	9 4%	11 6%	9 5%	6 4%	14 7%	12 4%	22 8%f	8 5%
Mean	2.35	2.47dEfgim	2.36	2.33	2.21	2.31	2.29	2.36	2.28	2.36	2.42e	2.34	2.30
Standard deviation	0.83	0.84	0.85	0.82	0.85	0.84	0.86	0.81	0.78	0.83	0.79	0.85	0.82
Standard error	0.02	0.07	0.08	0.02	0.10	0.06	0.07	0.07	0.07	0.06	0.05	0.05	0.06

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 20

Q3. Broadcasters have a legal duty to be impartial in the way they present news to listeners and viewers, while websites and newspapers do not have such a duty. To what extent, if at all, does this put you off trusting websites and newspapers, compared with broadcasters?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: More likely to trust news coverage from broadcasters than from websites and newspapers	1109 55%	528 54%	581 56%	109 49%	189 54%	170 53%	199 56%	178 60%Ce	263 56%c	298 52%	369 54%	441 58%i	321 58%O	328 58%O	219 53%	240 49%	196 59%	459 55%
I am much more likely to trust news coverage from broadcasters than from websites and newspapers (+2)	616 31%	305 31%	312 30%	53 24%	92 26%	101 31%c	112 31%c	116 39%CD	142 30%e	145 25%	214 31%l	258 34%l	149 27%	196 34%L	127 31%	145 30%	106 32%	260 31%
I am slightly more likely to trust news coverage from broadcasters than from websites and newspapers (+1)	493 24%	223 23%	270 26%a	57 25%	97 28%eg	69 21%	86 24%	62 21%	122 26%	153 27%	155 23%	184 24%	172 31%MNO	133 23%	92 23%	95 19%	91 27%	199 24%
It makes no difference to whether or not I trust news coverage from broadcasters more than from websites and newspapers (o)	642 32%	321 33%	320 31%	74 33%	104 30%	103 32%	113 32%	97 33%	151 32%	178 31%	216 32%	248 32%	175 32%	176 31%	127 31%	163 33%	93 28%	274 33%
I am slightly less likely to trust news coverage from broadcasters than from websites and newspapers (-1)	52 3%	32 3%b	20 2%	4 2%	10 3%	6 2%	10 3%	3 1%	18 4%G	14 3%	17 2%	21 3%	21 4%No	17 3%	6 2%	8 2%	9 3%	24 3%
I am much less likely to trust news coverage from broadcasters than from websites and newspapers (-2)	57 3%	34 3%	24 2%	8 4%	5 2%	11 3%	9 2%	8 3%	17 4%	13 2%	19 3%	25 3%	10 2%	13 2%	16 4%L	19 4%l	5 2%	20 2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

Prepared by Savanta ComRes

Savanta:
ComRes

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 20

Q3. Broadcasters have a legal duty to be impartial in the way they present news to listeners and viewers, while websites and newspapers do not have such a duty. To what extent, if at all, does this put you off trusting websites and newspapers, compared with broadcasters?

Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Less likely to trust news coverage from broadcasters than from websites and newspapers	110 5%	66 7%B	44 4%	12 5%	16 4%	17 5%	19 5%	11 4%	35 7%G	28 5%	36 5%	46 6%	31 6%	29 5%	22 5%	28 6%	14 4%	44 5%
Don't know	158 8%	70 7%	88 9%	28 13%fGH	41 12%fGH	32 10%GH	27 7%gH	12 4%	18 4%	69 12%jK	59 9%K	30 4%	24 4%	33 6%	42 10%LM	59 12%LM	29 9%	54 6%
Mean	0.84	0.80	0.87	0.73	0.84	0.84	0.86	0.96CH	0.79	0.80	0.85	0.85	0.81	0.90	0.83	0.79	0.93	0.84
Standard deviation	1.02	1.06	0.98	1.02	0.95	1.05	1.01	1.02	1.05	0.98	1.03	1.04	0.95	1.01	1.06	1.07	0.96	1.01
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.05	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 21

Q3. Broadcasters have a legal duty to be impartial in the way they present news to listeners and viewers, while websites and newspapers do not have such a duty. To what extent, if at all, does this put you off trusting websites and newspapers, compared with broadcasters?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: More likely to trust news coverage from broadcasters than from websites and newspapers	1109 55%	92 52%	62 61%	955 55%	42 50%	125 54%	100 59%	98 54%	79 53%	107 55%	144 53%	149 53%	111 62%aekl
I am much more likely to trust news coverage from broadcasters than from websites and newspapers (+2)	616 31%	43 25%	35 35%a	538 31%	26 31%	79 34%ak	48 28%	58 32%	50 34%a	63 33%	70 26%	83 29%	61 34%ak
I am slightly more likely to trust news coverage from broadcasters than from websites and newspapers (+1)	493 24%	49 28%f	27 27%	417 24%	16 19%	46 20%	52 31%eFlj	40 22%	29 20%	44 23%	74 27%f	66 24%	50 28%fi
It makes no difference to whether or not I trust news coverage from broadcasters more than from websites and newspapers (0)	642 32%	59 34%	26 26%	556 32%	24 29%	78 33%	46 27%	63 35%	49 33%	62 32%	85 31%	99 35%	51 28%
I am slightly less likely to trust news coverage from broadcasters than from websites and newspapers (-1)	52 3%	1 1%	3 3%	49 3%	4 5%a	5 2%	2 1%	5 3%	3 2%	5 3%	10 4%a	8 3%	6 3%
I am much less likely to trust news coverage from broadcasters than from websites and newspapers (-2)	57 3%	6 3%	2 2%	49 3%	5 6%G	9 4%	2 1%	8 4%	3 2%	4 2%	8 3%	7 3%	5 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Savanta ComRes

Savanta:
ComRes

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 21

Q3. Broadcasters have a legal duty to be impartial in the way they present news to listeners and viewers, while websites and newspapers do not have such a duty. To what extent, if at all, does this put you off trusting websites and newspapers, compared with broadcasters?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Less likely to trust news coverage from broadcasters than from websites and newspapers	110 5%	7 4%	5 5%	98 6%	9 10%aGi	14 6%	4 2%	13 7%g	6 4%	9 5%	18 7%g	15 5%	10 6%
Don't know	158 8%	18 10%HM	8 8%	132 8%	9 11%Hm	16 7%	19 11%HM	6 4%	13 9%hm	15 8%h	25 9%Hm	19 7%	8 4%
Mean	0.84	0.78	0.97	0.84	0.72	0.84	0.94	0.78	0.89	0.88	0.77	0.80	0.91
Standard deviation	1.02	0.98	1.00	1.03	1.18	1.08	0.90	1.08	1.01	1.01	1.01	1.01	1.01
Standard error	0.02	0.08	0.10	0.03	0.14	0.07	0.07	0.09	0.09	0.07	0.07	0.06	0.07

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 22

Q4. To what extent, if at all, do you agree or disagree with these statements?

Summary

Base: All respondents

	Statements						
	If Sky News were to launch a news radio station, I would likely listen to it at least once a week	LBC seems able to make the presentation of news interesting and informative	The UK is over-dependent on the BBC as a source for news	If LBC were to launch a TV news channel, I would likely watch it at least once a week	Sky News seems able to make the presentation of news interesting and informative	There are already too many news radio stations	The BBC TV licensing system should be scrapped or substantially reformed
Unweighted base	2018	2018	2018	2018	2018	2018	2018
Weighted base	2018	2018	2018	2018	2018	2018	2018
NET: Agree	359 18%	366 18%	951 47%	347 17%	750 37%	819 41%	1361 67%
Strongly agree (+2)	80 4%	103 5%	399 20%	96 5%	137 7%	188 9%	843 42%
Somewhat agree (+1)	279 14%	264 13%	551 27%	251 12%	613 30%	630 31%	517 26%
Neither (0)	331 16%	308 15%	338 17%	303 15%	442 22%	544 27%	191 9%
Somewhat disagree (-1)	351 17%	79 4%	362 18%	224 11%	144 7%	243 12%	144 7%
Strongly disagree (-2)	623 31%	98 5%	198 10%	430 21%	128 6%	82 4%	161 8%
NET: Disagree	973 48%	177 9%	561 28%	655 32%	271 13%	325 16%	305 15%
Don't know	355 18%	1167 58%	169 8%	714 35%	554 27%	330 16%	161 8%
Mean	-0.70	0.23	0.32	-0.49	0.33	0.36	0.94
Standard deviation	1.26	1.14	1.30	1.32	1.06	1.02	1.28
Standard error	0.03	0.04	0.03	0.04	0.03	0.02	0.03

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 23

Q4. To what extent, if at all, do you agree or disagree with these statements?
If Sky News were to launch a news radio station, I would likely listen to it at least once a week
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	359 18%	206 21%B	153 15%	42 19%H	64 18%H	70 22%GH	87 24%dGH	44 15%	52 11%	106 19%K	157 23%iK	96 13%	106 19%	99 18%	68 17%	85 17%	88 26%Q	164 20%
Strongly agree	(+2) 80 4%	48 5%b	32 3%	9 4%h	17 5%H	16 5%H	23 6%GH	8 3%	7 2%	26 4%K	39 6%K	15 2%	18 3%	21 4%	11 3%	30 6%lN	19 6%	42 5%
Somewhat agree	(+1) 279 14%	158 16%B	121 12%	33 15%h	48 14%	53 16%H	65 18%GH	36 12%	45 10%	81 14%k	118 17%K	80 11%	88 16%O	79 14%	56 14%	56 11%	69 21%Q	122 15%
Neither	(o) 331 16%	169 17%	162 16%	36 16%	55 16%	60 19%	68 19%h	46 15%	66 14%	92 16%	128 19%K	112 15%	93 17%	89 16%	82 20%mo	67 14%	51 15%	158 19%
Somewhat disagree	(-1) 351 17%	158 16%	193 19%	34 15%	52 15%	49 15%	58 16%	66 22%cDEF	91 19%	86 15%	107 16%	157 20%lJ	96 17%	97 17%	75 18%	82 17%	60 18%	132 16%
Strongly disagree	(-2) 623 31%	314 32%	308 30%	66 30%	110 32%	99 31%	93 26%	100 34%F	154 33%F	176 31%	192 28%	254 33%J	175 32%n	195 34%N	106 26%	147 30%	89 27%	244 29%
NET: Disagree	973 48%	472 48%	502 49%	100 45%	162 47%	149 46%	151 42%	167 56%CDEF	245 52%ceF	263 46%	299 44%	411 54%lJ	271 49%	292 51%N	182 44%	229 47%	149 45%	376 45%
Don't know	355 18%	138 14%	217 21%A	45 20%efg	67 19%e	44 14%	52 14%	43 14%	104 22%EFG	112 20%J	96 14%	147 19%J	81 15%	87 15%	78 19%l	108 22%LM	44 13%	134 16%
Mean	-0.70	-0.63B	-0.77	-0.65H	-0.68H	-0.58GH	-0.44DGH	-0.84	-0.94	-0.67K	-0.5iiK	-0.90	-0.68	-0.76	-0.63	-0.68	-0.45	-0.59
Standard deviation	1.26	1.30	1.21	1.28	1.30	1.30	1.31	1.18	1.13	1.29	1.31	1.15	1.25	1.26	1.19	1.32	1.32	1.28
Standard error	0.03	0.04	0.04	0.10	0.09	0.08	0.07	0.07	0.06	0.06	0.05	0.04	0.06	0.06	0.06	0.07	0.08	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 24

Q4. To what extent, if at all, do you agree or disagree with these statements?
If Sky News were to launch a news radio station, I would likely listen to it at least once a week
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	359 18%	35 20%EG	13 13%	311 18%	8 9%	39 17%	19 11%	45 25%BefGJL	30 21%EG	30 16%	61 22%BEGjl	46 16%	32 18%eg
Strongly agree	(+2) 80 4%	6 3%	3 3%	72 4%	2 3%	5 2%	8 4%	13 7%Fi	3 2%	10 5%f	14 5%f	11 4%	6 3%
Somewhat agree	(+1) 279 14%	29 16%EG	10 10%	239 14%	6 7%	34 15%eG	11 7%	32 18%bEGJ	27 18%bEGJ	20 10%	47 17%EGj	35 12%g	27 15%eG
Neither	(o) 331 16%	29 17%	19 19%	283 16%	15 17%	34 15%	33 20%i	30 17%	18 12%	31 16%	43 16%	46 16%	33 18%
Somewhat disagree	(-1) 351 17%	34 19%	16 16%	300 17%	14 17%	43 18%	33 20%	29 16%	24 16%	41 21%k	38 14%	46 16%	32 18%
Strongly disagree	(-2) 623 31%	50 28%	31 31%	541 31%	34 40%ahKM	78 34%	54 32%	51 28%	52 36%	59 30%	76 28%	87 31%	50 28%
NET: Disagree	973 48%	84 48%	48 47%	842 48%	48 57%hKm	121 52%K	87 51%k	80 45%	76 52%k	100 51%k	114 42%	134 47%	81 45%
Don't know	355 18%	28 16%	21 21%	306 18%	14 16%	39 17%	30 18%	24 13%	23 15%	33 17%	54 20%	57 20%h	33 19%
Mean	-0.70	-0.63E	-0.80	-0.70	-1.03	-0.80	-0.82	-0.47bEFGijl	-0.77	-0.73	-0.53EFg	-0.73e	-0.63E
Standard deviation	1.26	1.24	1.19	1.26	1.14	1.21	1.19	1.35	1.27	1.25	1.33	1.26	1.23
Standard error	0.03	0.10	0.13	0.03	0.14	0.09	0.10	0.12	0.11	0.09	0.09	0.08	0.09

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 25

Q4. To what extent, if at all, do you agree or disagree with these statements?
LBC seems able to make the presentation of news interesting and informative
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	366 18%	245 25%B	122 12%	41 18%H	73 21%H	71 22%H	74 21%H	54 18%H	54 12%	114 20%K	145 21%K	108 14%	102 18%	112 20%	75 18%	78 16%	74 22%	178 21%
Strongly agree (+2)	103 5%	69 7%B	34 3%	10 4%	17 5%	20 6%h	24 7%H	16 5%	16 3%	27 5%	44 6%k	32 4%	26 5%	31 5%	19 5%	28 6%	25 8%	47 6%
Somewhat agree (+1)	264 13%	176 18%B	87 8%	31 14%H	56 16%H	51 16%H	50 14%H	38 13%H	38 8%	87 15%K	101 15%K	75 10%	76 14%	81 14%o	56 14%	50 10%	49 15%	131 16%
Neither (o)	308 15%	163 17%	145 14%	42 19%H	50 14%	55 17%h	61 17%H	44 15%	57 12%	92 16%	116 17%K	100 13%	77 14%	80 14%	68 17%	82 17%	48 14%	147 18%
Somewhat disagree (-1)	79 4%	44 4%	35 3%	10 5%	20 6%g	11 4%	14 4%	8 3%	15 3%	30 5%k	26 4%	23 3%	22 4%	25 4%	12 3%	20 4%	8 2%	41 5%p
Strongly disagree (-2)	98 5%	49 5%	49 5%	13 6%H	24 7%H	18 6%H	19 5%H	14 5%H	10 2%	37 6%K	37 5%K	24 3%	24 4%	32 6%	19 5%	23 5%	17 5%	42 5%
NET: Disagree	177 9%	93 9%	84 8%	24 11%H	44 13%gH	30 9%H	33 9%H	22 7%	25 5%	67 12%K	63 9%K	47 6%	46 8%	57 10%	31 8%	42 9%	25 8%	83 10%
Don't know	1167 58%	484 49%	683 66%A	117 52%	183 52%	167 52%	190 53%	179 60%dEf	331 71%CEFG	300 52%	356 52%	511 67%LJ	326 59%	318 56%	236 58%	288 59%	185 56%	424 51%
Mean	0.23	0.34B	0.07	0.13	0.13	0.28	0.28	0.28	0.26	0.13	0.28	0.27	0.25	0.22	0.25	0.20	0.38	0.24
Standard deviation	1.14	1.12	1.14	1.12	1.19	1.14	1.15	1.15	1.05	1.16	1.15	1.09	1.13	1.18	1.10	1.15	1.18	1.11
Standard error	0.04	0.05	0.06	0.11	0.10	0.09	0.09	0.10	0.09	0.08	0.06	0.07	0.07	0.08	0.08	0.08	0.10	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 26

Q4. To what extent, if at all, do you agree or disagree with these statements?
LBC seems able to make the presentation of news interesting and informative

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	366 18%	20 11%	9 9%	338 19%AB	8 10%	45 19%ABei	30 18%B	25 14%	17 12%	28 14%	103 38%ABEFGHIJLMo	57 20%ABEIm	24 14%
Strongly agree (+2)	103 5%	5 3%	1 1%	97 6%b	2 3%	11 5%h	12 7%aBH	2 1%	7 5%h	8 4%	37 13%ABEFgHIJLM	10 3%	8 4%
Somewhat agree (+1)	264 13%	15 9%	7 7%	241 14%ab	6 7%	34 15%abeIm	19 11%	23 13%	10 7%	20 10%	66 24%ABEFGHIJLM	47 7%ABEIJM	17 9%
Neither (o)	308 15%	28 16%	13 13%	267 15%	9 10%	26 11%	26 16%	30 17%	28 19%fL	32 17%l	54 20%eFL	31 11%	30 17%l
Somewhat disagree (-1)	79 4%	4 2%	3 2%	72 4%	1 1%	7 3%	9 5%	8 5%	3 2%	12 6%aei	12 4%	11 4%	8 5%
Strongly disagree (-2)	98 5%	3 2%	4 4%	91 5%a	11 13%ABFHJLM	8 4%	10 6%A	8 4%	6 4%	6 3%	18 7%A	15 5%a	8 4%
NET: Disagree	177 9%	7 4%	6 6%	163 9%A	12 14%Afi	16 7%	19 11%A	16 9%a	9 6%	18 9%A	31 11%A	26 9%A	16 9%a
Don't know	1167 58%	121 69%DCjkl	73 72%DfGhJKLm	973 56%	56 66%K	146 63%K	94 55%K	108 60%K	93 63%K	115 59%K	85 31%	168 59%K	110 61%K
Mean	0.23	0.27	-0.01	0.23	-0.40	0.36h	0.17	0.05	0.17	0.15	0.48gHJLM	0.22	0.12
Standard deviation	1.14	0.91	1.08	1.15	1.40	1.11	1.23	1.02	1.11	1.07	1.17	1.16	1.12
Standard error	0.04	0.13	0.19	0.04	0.27	0.12	0.14	0.13	0.15	0.11	0.09	0.11	0.13

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 27

Q4. To what extent, if at all, do you agree or disagree with these statements?**The UK is over-dependent on the BBC as a source for news****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	951 47%	439 45%	512 50%A	101 45%	172 49%	159 49%	165 46%	137 46%	216 46%	273 48%	324 48%	354 46%	242 44%	271 48%	202 49%	236 48%	161 48%	394 47%
Strongly agree	(+2) 399 20%	196 20%	204 20%	43 19%	71 20%	74 23%	70 20%	53 18%	89 19%	114 20%	144 21%	142 19%	97 18%	112 20%	85 21%	105 21%	68 20%	168 20%
Somewhat agree	(+1) 551 27%	243 25%	309 30%A	58 26%	101 29%	86 27%	94 26%	85 28%	127 27%	159 28%	180 27%	212 28%	145 26%	159 28%	117 28%	131 27%	94 28%	227 27%
Neither	(o) 338 17%	170 17%	168 16%	36 16%	52 15%	61 19%h	70 20%h	52 17%	67 14%	88 15%	131 19%ik	119 16%	82 15%	82 14%	74 18%	99 20%LM	57 17%	141 17%
Somewhat disagree	(-1) 362 18%	189 19%	173 17%	37 17%	50 14%	51 16%	65 18%	61 20%d	97 21%De	88 15%	116 17%	158 21%lj	121 22%NO	110 19%no	60 15%	71 14%	69 21%	150 18%
Strongly disagree	(-2) 198 10%	126 13%B	72 7%	13 6%	29 8%	19 6%	38 11%cE	35 12%CE	65 14%CDE	42 7%	57 8%	100 13%IJ	76 14%NO	63 11%nO	31 8%	27 6%	27 8%	77 9%
NET: Disagree	561 28%	315 32%B	245 24%	50 23%	80 23%	70 22%	103 29%E	96 32%CDE	161 35%CEf	130 23%	173 25%	257 34%IJ	198 36%mNO	174 31%NO	91 22%	98 20%	96 29%	226 27%
Don't know	169 8%	61 6%	108 10%A	37 17%EFGH	45 13%FGH	32 10%FGH	20 5%	13 5%	22 5%	82 14%JK	52 8%K	35 5%	30 5%	40 7%	42 10%Lm	57 12%LM	18 6%	69 8%
Mean	0.32	0.21	0.43A	0.43GH	0.44GH	0.49FGH	0.28	0.21	0.18	0.44K	0.38K	0.19	0.12	0.28l	0.45Lm	0.50LM	0.34	0.34
Standard deviation	1.30	1.35	1.24	1.24	1.27	1.23	1.30	1.31	1.36	1.26	1.27	1.34	1.35	1.33	1.25	1.20	1.27	1.29
Standard error	0.03	0.04	0.04	0.09	0.08	0.07	0.07	0.08	0.06	0.06	0.05	0.05	0.06	0.06	0.06	0.06	0.07	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 28

Q4. To what extent, if at all, do you agree or disagree with these statements?**The UK is over-dependent on the BBC as a source for news****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	951 47%	94 53%bGJM	41 41%	816 47%	48 57%BGJIM	108 47%	70 41%	82 46%	76 52%g	82 42%	145 53%BGJIM	128 45%	76 42%
Strongly agree	(+2) 399 20%	39 22%j	19 19%	341 20%	30 35%ABFGHIJKLM7%	40 17%	27 16%	36 20%	32 22%	29 15%	59 22%j	59 21%	30 16%
Somewhat agree	(+1) 551 27%	55 31%	22 22%	474 27%	18 21%	68 29%	44 26%	46 25%	44 30%	53 27%	86 32%bl	69 25%	46 26%
Neither	(o) 338 17%	26 15%	14 14%	297 17%	13 16%	38 16%	34 20%I	44 24%abfIKLm	16 11%	37 19%I	41 15%	44 16%	29 16%
Somewhat disagree	(-1) 362 18%	24 14%	25 24%AegK	313 18%	10 12%	42 18%	27 16%	36 20%k	33 22%aeK	38 20%k	37 14%	55 20%k	34 19%
Strongly disagree	(-2) 198 10%	13 7%	7 7%	178 10%	6 7%	24 10%	22 13%H	11 6%	13 9%	20 10%	28 10%	27 10%	27 15%AbeHL
NET: Disagree	561 28%	37 21%	32 32%ae	491 28%a	16 19%	66 29%	49 29%	47 26%	46 31%ae	58 30%ae	65 24%	82 29%a	61 34%AEK
Don't know	169 8%	18 10%H	14 13%dHim	137 8%	7 8%	19 8%h	16 10%h	7 4%	9 6%	16 8%h	22 8%	28 10%H	13 7%
Mean	0.32	0.52dfGJM	0.25	0.30	0.72BFGHIJLM	0.27	0.17	0.35	0.36	0.19	0.44giM	0.30	0.11
Standard deviation	1.30	1.25	1.31	1.30	1.31	1.29	1.31	1.21	1.32	1.26	1.30	1.32	1.36
Standard error	0.03	0.10	0.13	0.03	0.15	0.09	0.10	0.10	0.11	0.09	0.09	0.08	0.10

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 29

Q4. To what extent, if at all, do you agree or disagree with these statements?
If LBC were to launch a TV news channel, I would likely watch it at least once a week
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	347 17%	225 23%B	122 12%	36 16%	58 17%	55 17%h	75 21%H	64 21%H	58 12%	94 16%	131 19%	122 16%	97 18%	109 19%o	70 17%	71 15%	66 20%	161 19%
Strongly agree	(+2) 96 5%	58 6%B	38 4%	11 5%	9 3%	19 6%d	23 7%Dh	17 6%d	17 4%	20 3%	42 6%l	34 4%	26 5%	23 4%	21 5%	27 5%	22 7%	40 5%
Somewhat agree	(+1) 251 12%	168 17%B	83 8%	26 11%	49 14%H	37 11%	52 15%H	47 16%H	41 9%	74 13%	88 13%	88 11%	71 13%o	86 15%O	49 12%	45 9%	44 13%	121 15%
Neither	(o) 303 15%	144 15%	159 15%	29 13%	55 16%	48 15%	62 17%h	49 16%	60 13%	84 15%	110 16%	109 14%	68 12%	75 13%	80 20%LM	79 16%l	47 14%	137 16%
Somewhat disagree	(-1) 224 11%	124 13%b	100 10%	22 10%	25 7%	33 10%	50 14%D	33 11%	62 13%D	46 8%	83 12%l	95 12%l	70 13%	58 10%	43 11%	53 11%	43 13%	95 11%
Strongly disagree	(-2) 430 21%	224 23%	206 20%	43 19%	72 21%	74 23%F	59 17%	66 22%f	116 25%F	115 20%	133 20%	182 24%j	130 24%N	134 24%N	71 17%	96 19%	65 19%	170 20%
NET: Disagree	655 32%	348 35%B	307 30%	65 29%	97 28%	107 33%	109 30%	99 33%	178 38%CDF	162 28%	216 32%	277 36%lj	200 36%No	193 34%n	114 28%	148 30%	107 32%	265 32%
Don't know	714 35%	268 27%	446 43%A	93 42%FG	140 40%FG	112 35%	112 31%	87 29%	170 37%G	233 41%JK	224 33%	257 34%	187 34%	190 34%	146 36%	191 39%	112 34%	268 32%
Mean	-0.49	-0.40B	-0.60	-0.47h	-0.49H	-0.50h	-0.28eH	-0.40H	-0.74	-0.48	-0.38K	-0.60	-0.57	-0.52	-0.36L	-0.49	-0.38	-0.41
Standard deviation	1.32	1.35	1.27	1.34	1.30	1.36	1.30	1.34	1.27	1.31	1.33	1.31	1.33	1.34	1.27	1.31	1.35	1.31
Standard error	0.04	0.05	0.05	0.12	0.10	0.09	0.08	0.09	0.07	0.08	0.06	0.06	0.07	0.07	0.07	0.08	0.09	0.05

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 30

Q4. To what extent, if at all, do you agree or disagree with these statements?
If LBC were to launch a TV news channel, I would likely watch it at least once a week
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	347 17%	24 14%	15 14%	308 18%	8 10%	37 16%	21 13%	33 18%	20 14%	27 14%	91 33% ABEFGHJLM	47 17%	23 13%
Strongly agree	(+2) 96 5%	9 5%	5 5%	82 5%	5 5%	7 3%	10 6% h	3 2%	4 3%	8 4%	31 11% AbFgHJLM	10 3%	4 2%
Somewhat agree	(+1) 251 12%	15 9%	9 9%	226 13%	4 5%	29 13% eg	12 7%	30 17% aEGj	16 11%	19 10%	60 22% ABEFGHJLM	37 13% Eg	19 10%
Neither	(o) 303 15%	19 11%	15 15%	269 15%	13 15%	32 14%	27 16%	19 10%	22 15%	26 13%	52 19% AH	54 19% AHj	24 13%
Somewhat disagree	(-1) 224 11%	17 10%	13 13%	194 11%	10 12%	23 10%	22 13%	26 14%	14 9%	18 10%	24 9%	33 12%	25 14% k
Strongly disagree	(-2) 430 21%	31 18%	20 20%	380 22%	22 26%	56 24%	38 22%	31 18%	36 24%	52 27% aHK	48 18%	59 21%	38 21%
NET: Disagree	655 32%	48 27%	33 33%	574 33%	32 37% k	79 34% k	59 35% k	57 32%	50 34%	70 36% aK	72 26%	92 32%	63 35% k
Don't know	714 35%	84 48% DFGiJKLm	38 38% K	591 34%	32 38% K	84 36% K	62 37% K	71 39% K	56 38% K	70 36% K	57 21%	90 32% K	69 39% K
Mean	-0.49	-0.50	-0.53	-0.49	-0.77	-0.62	-0.61	-0.48	-0.66	-0.70	0.01 M	ABEFGHJL-0.49	-0.66
Standard deviation	1.32	1.37	1.31	1.32	1.30	1.30	1.31	1.25	1.29	1.33	1.37	1.25	1.23
Standard error	0.04	0.14	0.16	0.04	0.18	0.11	0.12	0.13	0.13	0.11	0.10	0.09	0.11

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 31

Q4. To what extent, if at all, do you agree or disagree with these statements?
Sky News seems able to make the presentation of news interesting and informative
Base: All respondents

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	750 37%	391 40%B	359 35%	84 38%H	139 40%H	138 43%GH	151 42%GH	100 34%	138 29%	224 39%K	289 42%K	238 31%	216 39%	207 36%	151 37%	177 36%	137 41%	337 40%
Strongly agree (+2)	137 7%	69 7%	68 7%	11 5%	26 8%	22 7%	39 11%CeGH	16 5%	23 5%	37 7%	60 9%K	39 5%	36 7%	33 6%	29 7%	39 8%	32 10%q	52 6%
Somewhat agree (+1)	613 30%	322 33%B	291 28%	73 33%H	113 32%H	116 36%GH	112 31%H	84 28%	115 25%	186 33%K	228 34%K	199 26%	180 33%	174 31%	122 30%	138 28%	105 32%	284 34%
Neither (0)	442 22%	228 23%	213 21%	46 21%	66 19%	70 22%	85 24%	76 26%d	98 21%	113 20%	155 23%	174 23%	107 19%	126 22%	94 23%	116 24%	73 22%	187 22%
Somewhat disagree (-1)	144 7%	88 9%B	56 5%	17 8%	29 8%	23 7%	27 8%	18 6%	30 6%	46 8%	50 7%	48 6%	43 8%	48 9%n	21 5%	31 6%	26 8%	61 7%
Strongly disagree (-2)	128 6%	71 7%	57 6%	11 5%	27 8%	25 8%	20 6%	18 6%	26 6%	38 7%	45 7%	44 6%	40 7%o	40 7%	26 6%	21 4%	16 5%	55 7%
NET: Disagree	271 13%	159 16%B	113 11%	28 12%	56 16%	48 15%	47 13%	36 12%	57 12%	84 15%	95 14%	92 12%	84 15%O	88 16%nO	48 12%	52 11%	42 13%	116 14%
Don't know	554 27%	206 21%	348 34%A	65 29%EF	87 25%	67 21%	74 21%	86 29%EF	175 37%CDEFG	152 27%J	141 21%	261 34%LJ	144 26%	147 26%	118 29%	146 30%	81 24%	192 23%
Mean	0.33	0.30	0.38	0.36	0.31	0.34	0.43h	0.30	0.27	0.33	0.39	0.28	0.31	0.27	0.36	0.42m	0.44	0.34
Standard deviation	1.06	1.08	1.05	1.00	1.13	1.08	1.07	1.02	1.05	1.08	1.07	1.04	1.10	1.07	1.06	1.01	1.04	1.05
Standard error	0.03	0.04	0.04	0.08	0.08	0.07	0.06	0.07	0.06	0.06	0.04	0.04	0.05	0.05	0.06	0.06	0.07	0.04

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 32

Q4. To what extent, if at all, do you agree or disagree with these statements?
Sky News seems able to make the presentation of news interesting and informative
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	750 37%	68 39%g	36 36%	646 37%	36 42%G	107 46%bGJKLM	48 28%	79 44%GJIM	61 41%Gjm	62 32%	99 36%	98 35%	57 32%
Strongly agree (+2)	137 7%	12 7%	7 7%	118 7%	4 5%	22 10%gj	8 5%	14 8%	7 5%	9 5%	22 8%	21 8%	11 6%
Somewhat agree (+1)	613 30%	56 32%	29 29%	528 30%	31 37%Gm	85 37%GjKLM	40 23%	65 36%GjLM	54 37%GjLM	53 27%	77 28%	77 27%	46 26%
Neither (o)	442 22%	39 22%	20 20%	382 22%	21 25%	41 17%	42 25%f	42 23%	29 20%	51 26%F	59 22%	62 22%	35 19%
Somewhat disagree (-1)	144 7%	11 6%	8 7%	125 7%	9 11%Hi	12 5%	13 7%	7 4%	7 5%	12 6%	21 8%	25 9%h	20 11%FHIj
Strongly disagree (-2)	128 6%	10 6%	7 7%	110 6%	6 8%	11 5%	12 7%	10 6%	7 5%	15 8%	20 7%	16 5%	12 7%
NET: Disagree	271 13%	22 12%	15 15%	235 13%	16 18%fhi	23 10%	25 15%	17 9%	14 9%	27 14%	41 15%	41 14%	32 18%FHI
Don't know	554 27%	46 26%e	30 30%E	479 27%	12 14%	61 26%E	55 32%Eh	42 23%	43 29%E	54 28%E	74 27%E	82 29%E	55 31%E
Mean	0.33	0.38	0.29	0.33	0.25	0.56beGJKLM	0.16	0.48GJM	0.45Gjm	0.20	0.30	0.31	0.19
Standard deviation	1.06	1.04	1.12	1.06	1.05	1.02	1.07	1.00	0.96	1.06	1.12	1.07	1.12
Standard error	0.03	0.10	0.13	0.03	0.13	0.08	0.10	0.09	0.10	0.08	0.08	0.08	0.09

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 33

Q4. To what extent, if at all, do you agree or disagree with these statements?**There are already too many news radio stations****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	819 41%	383 39%	436 42%	91 41%	161 46%FG	129 40%	135 38%	112 37%	190 41%	252 44%j	264 39%	302 39%	195 35%	221 39%	166 41%	236 48%LMN	148 44%	342 41%
Strongly agree (+2)	188 9%	87 9%	101 10%	16 7%	47 13%CFGH	41 13%eFGH	27 8%	21 7%	37 8%	63 11%k	68 10%	58 8%	39 7%	46 8%	40 10%	63 13%LM	32 10%	78 9%
Somewhat agree (+1)	630 31%	296 30%	334 32%	75 34%	115 33%	88 27%	108 30%	91 30%	153 33%	190 33%	197 29%	244 32%	156 28%	175 31%	126 31%	173 35%L	116 35%	265 32%
Neither (0)	544 27%	285 29%b	260 25%	41 18%	76 22%	88 27%C	113 32%CD	99 33%CDh	127 27%C	117 20%	201 30%I	226 29%I	158 29%	149 26%	115 28%	123 25%	87 26%	231 28%
Somewhat disagree (-1)	243 12%	119 12%	124 12%	28 12%	35 10%	44 14%g	51 14%G	26 9%	58 12%	63 11%	95 14%k	85 11%	87 16%NO	82 14%NO	38 9%	35 7%	35 10%	113 14%
Strongly disagree (-2)	82 4%	47 5%	35 3%	12 6%eH	15 4%	8 2%	21 6%EH	16 5%eH	10 2%	28 5%	29 4%	26 3%	28 5%O	22 4%	22 5%O	11 2%	16 5%	34 4%
NET: Disagree	325 16%	166 17%	159 15%	40 18%	50 14%	52 16%	72 20%dGH	42 14%	69 15%	90 16%	124 18%k	111 14%	115 21%NO	104 18%O	60 15%O	46 9%	51 15%	147 18%
Don't know	330 16%	151 15%	179 17%	52 23%eFGh	61 17%F	54 17%F	36 10%	46 16%F	81 17%F	113 20%J	90 13%	127 17%j	84 15%	93 16%	68 17%	85 17%	47 14%	111 13%
Mean	0.36	0.31	0.40a	0.31	0.50FG	0.41F	0.21	0.30	0.38F	0.43j	0.30	0.35	0.20	0.30	0.36L	0.60LMN	0.39	0.33
Standard deviation	1.02	1.02	1.01	1.08	1.07	1.02	1.03	0.98	0.95	1.07	1.03	0.96	1.03	1.01	1.04	0.94	1.03	1.02
Standard error	0.02	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.06	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 34

Q4. To what extent, if at all, do you agree or disagree with these statements?**There are already too many news radio stations****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	819 41%	77 44%	34 33%	708 41%	38 45%	85 36%	67 39%	77 43%	59 40%	79 41%	112 41%	113 40%	79 44%b
Strongly agree	(+2) 188 9%	20 11%	6 6%	163 9%	14 17%BHikLM	26 11%	17 10%	13 7%	12 8%	21 11%	25 9%	21 8%	13 7%
Somewhat agree	(+1) 630 31%	57 33%	28 28%	545 31%	24 28%	59 25%	50 29%	64 36%F	47 32%	58 30%	87 32%	92 32%	66 37%F
Neither	(0) 544 27%	44 25%	34 34%fm	466 27%	23 27%	57 24%	54 32%	47 26%	43 29%	51 27%	72 27%	76 27%	43 24%
Somewhat disagree	(-1) 243 12%	15 8%	12 12%	216 12%	8 9%	37 16%A	19 11%	20 11%	15 10%	20 10%	38 14%	34 12%	26 14%a
Strongly disagree	(-2) 82 4%	13 7%dfg	2 2%	67 4%	4 5%	6 3%	5 3%	10 5%	6 4%	6 3%	9 3%	10 4%	10 6%
NET: Disagree	325 16%	27 16%	14 14%	283 16%	12 14%	43 19%	24 14%	29 16%	21 14%	26 14%	47 17%	44 16%	36 20%j
Don't know	330 16%	27 16%	19 18%	284 16%	12 14%	47 20%M	25 15%	27 15%	24 17%	37 19%m	41 15%	50 18%m	21 12%
Mean	0.36	0.38	0.27	0.36	0.50	0.33	0.38	0.33	0.36	0.43	0.34	0.34	0.29
Standard deviation	1.02	1.10	0.90	1.01	1.10	1.05	0.97	1.02	0.98	1.01	1.01	0.98	1.05
Standard error	0.02	0.09	0.09	0.03	0.13	0.08	0.08	0.09	0.09	0.08	0.07	0.07	0.08

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 35

Q4. To what extent, if at all, do you agree or disagree with these statements?**The BBC TV licensing system should be scrapped or substantially reformed****Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
NET: Agree	1361 67%	647 66%	713 69%	99 44%	216 62%C	229 71%CD	264 74%CD	227 76%CDh	325 70%CD	315 55%	494 73%I	552 72%I	349 63%	358 63%	285 70%LM	369 75%LMn	229 69%	563 68%
Strongly agree (+2)	843 42%	414 42%	429 42%	40 18%	141 40%C	148 46%C	165 46%C	141 47%C	208 45%C	180 31%	313 46%I	350 46%I	184 33%	200 35%	194 47%LM	265 54%LMn	122 37%	355 43%p
Somewhat agree (+1)	517 26%	233 24%	285 28%a	59 26%	76 22%	81 25%	99 28%d	85 29%d	117 25%	135 23%	180 26%	203 26%	165 30%NO	158 28%NO	90 22%	104 21%	106 32%Q	209 25%
Neither (o)	191 9%	87 9%	105 10%	44 20%DEFGH	37 10%H	32 10%H	30 8%	22 7%	26 6%	81 14%JK	62 9%k	49 6%	47 9%	59 10%	43 10%	43 9%	32 10%	91 11%
Somewhat disagree (-1)	144 7%	74 8%	70 7%	20 9%	20 6%	18 6%	20 6%	19 6%	48 10%DEFg	40 7%	38 6%	67 9%J	58 10%NO	45 8%O	25 6%o	17 3%	22 7%	49 6%
Strongly disagree (-2)	161 8%	115 12%B	46 4%	12 5%	24 7%	18 6%	30 8%	28 9%e	49 10%CE	36 6%	48 7%	77 10%IJ	61 11%NO	63 11%NO	22 5%	16 3%	30 9%	63 8%
NET: Disagree	305 15%	189 19%B	116 11%	32 14%	44 13%	36 11%	49 14%	47 16%	97 21%cDEFg	76 13%	86 13%	144 19%IJ	118 21%NO	108 19%NO	46 11%O	32 7%	53 16%	112 13%
Don't know	161 8%	62 6%	99 10%A	49 22%dEFGH	52 15%EFGH	25 8%FGH	14 4%G	3 1%	18 4%G	102 18%JK	39 6%K	21 3%	36 7%	43 8%	36 9%	46 9%	19 6%	65 8%
Mean	0.94	0.82	1.05A	0.54	0.98C	1.09CH	1.02C	0.99C	0.86C	0.81	1.05Ik	0.91	0.69	0.74	1.10LM	1.32LMN	0.86	0.97
Standard deviation	1.28	1.40	1.15	1.17	1.26	1.18	1.26	1.29	1.38	1.24	1.22	1.35	1.36	1.36	1.19	1.03	1.28	1.26
Standard error	0.03	0.05	0.04	0.09	0.08	0.07	0.07	0.07	0.06	0.06	0.05	0.05	0.06	0.06	0.06	0.05	0.07	0.05

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 36

Q4. To what extent, if at all, do you agree or disagree with these statements?**The BBC TV licensing system should be scrapped or substantially reformed****Base: All respondents**

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (i)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
NET: Agree	1361 67%	119 68%	64 63%	1178 68%	63 75%jkl	166 72%jkl	109 64%	131 73%jkl	108 73%jkl	123 64%	173 64%	174 62%	130 72%jkl
Strongly agree	(+2) 843 42%	80 46%	41 40%	722 41%	47 56%bGHIJKLm	112 48%GiJL	62 37%	74 41%	55 37%	73 38%	113 41%	110 39%	77 43%
Somewhat agree	(+1) 517 26%	38 22%	23 23%	456 26%	16 19%	54 23%	47 28%	57 32%aEfkl	53 36%ABEFjkl	50 26%	60 22%	65 23%	53 30%ek
Neither	(0) 191 9%	21 12%	8 8%	162 9%	6 7%	26 11%	23 14%ijk	16 9%	10 7%	15 8%	22 8%	28 10%	16 9%
Somewhat disagree	(-1) 144 7%	10 6%	12 12%aFhM	123 7%	5 6%	12 5%	11 7%	10 5%	10 7%	19 10%fm	26 9%fm	21 8%	9 5%
Strongly disagree	(-2) 161 8%	14 8%	10 10%I	137 8%	5 6%	12 5%	16 10%fl	13 7%	5 3%	21 11%FI	19 7%	33 12%FIk	13 7%
NET: Disagree	305 15%	23 13%	22 21%dFhIM	260 15%	10 12%	24 10%	28 16%f	23 13%	14 10%	40 21%aFhIM	45 17%fi	54 19%FIIm	22 12%
Don't know	161 8%	12 7%	8 8%	141 8%	5 6%	16 7%	9 5%	10 6%	15 10%	16 8%	32 12%fGhm	26 9%	12 6%
Mean	0.94	0.99	0.78	0.94	1.20bGJL	1.12BGJL	0.79	0.99	1.09bGJL	0.76	0.92	0.77	1.03gjl
Standard deviation	1.28	1.27	1.40	1.28	1.22	1.16	1.31	1.21	1.05	1.39	1.31	1.40	1.21
Standard error	0.03	0.10	0.14	0.03	0.14	0.08	0.10	0.10	0.09	0.10	0.09	0.09	0.09

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 37

Q5. If you had to choose, which of these statements would you say most accords with your view?**Base: All respondents**

	Total	Gender		Age									Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2018	979	1039	203	281	341	382	316	495	484	723	811	581	534	459	444	313	831
Weighted base	2018	985	1033	224	349	323	357	299	466	573	680	765	551	567	410	490	333	832
I would prefer to receive news free from commercial broadcasters than pay for it via the BBC licence fee	1002 50%	461 47%	541 52%A	106 47%H	194 56%cH	172 53%H	204 57%CGH	150 50%H	176 38%	300 52%K	377 55%K	326 43%	225 41%	267 47%L	221 54%LM	289 59%LM	192 58%	449 54%
I would prefer to pay for news via the BBC licence fee than receive it free from commercial broadcasters	464 23%	273 28%B	191 19%	48 21%	65 19%	54 17%	67 19%	71 24%E	159 34%CDEFG	112 20%	121 18%	231 30%IJ	183 33%MNO	151 27%NO	67 16%	64 13%	70 21%	170 20%
Neither	368 18%	183 19%	185 18%	25 11%	56 16%	62 19%C	64 18%C	62 21%C	100 21%Cd	81 14%	125 18%i	161 21%I	104 19%	98 17%	79 19%	88 18%	46 14%	140 17%
Don't know	183 9%	68 7%	115 11%A	46 20%DEFGH	34 10%g	34 11%FGH	22 6%	17 6%	31 7%	80 14%JK	56 8%	47 6%	39 7%	51 9%	43 11%l	49 10%	25 7%	72 9%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

News Sources Survey
ONLINE Fieldwork: 18th to 20th December 2019

Absolutes/col percents

Table 38

Q5. If you had to choose, which of these statements would you say most accords with your view?

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2018	164	111	1743	80	237	174	159	146	221	244	272	210
Weighted base	2018	176	101*	1742	85*	232	170	180	147	194	272	283	180
I would prefer to receive news free from commercial broadcasters than pay for it via the BBC licence fee	1002 50%	93 53%gM	52 51%	857 49%	44 52%	124 53%gM	73 43%	89 49%	74 50%	91 47%	152 56%GjM	137 48%	75 42%
I would prefer to pay for news via the BBC licence fee than receive it free from commercial broadcasters	464 23%	39 22%i	24 24%I	401 23%	14 16%	41 18%	53 31%aEFl	43 24%I	19 13%	47 24%I	67 25%fl	72 25%eFI	46 26%eFI
Neither	368 18%	31 17%	15 15%	323 19%	19 23%gk	49 21%gk	23 13%	35 19%	29 20%	34 18%	39 14%	49 17%	44 25%BGjkl
Don't know	183 9%	13 8%	10 10%	160 9%	8 9%	19 8%	21 12%K	14 8%	25 17%AFHKLM	22 11%K	15 5%	25 9%	14 8%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**