

YouGov / 38 Degrees Survey Results

Sample Size: 1731 GB Adults
Fieldwork: 24th - 25th February 2016

	Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1731	488	403	104	166	838	893	201	741	426	364	987	744	207	574	372	418	160
Unweighted Sample	1731	497	435	118	177	756	975	187	733	436	375	1039	692	197	580	391	407	156
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you trust David Cameron's government to protect BBC services (such as BBC news, local radio and sporting events) during the BBC Charter Review process taking place this year?

Trust a lot	3	6	0	1	3	4	2	2	3	4	3	3	3	4	4	3	2	4
Trust to some extent	22	45	11	25	13	22	22	17	18	23	30	25	18	18	28	21	18	16
TOTAL TRUST	25	51	11	26	16	26	24	19	21	27	33	28	21	22	32	24	20	20
Do not trust much	25	22	26	34	28	25	25	22	23	25	29	25	25	25	23	29	24	25
Do not trust at all	28	5	47	29	36	32	24	28	30	31	21	28	28	29	23	27	32	35
TOTAL DO NOT TRUST	53	27	73	63	64	57	49	50	53	56	50	53	53	54	46	56	56	60
Don't know	22	23	16	12	20	17	27	31	26	17	16	19	26	25	22	21	24	20

Thinking about the following media broadcasters (TV and radio), please rank them in order of how much you trust them to give balanced and unbiased reporting, with the 1st being the most trusted and the 7th being the least trusted.

BBC News

Ranked first	58	59	64	69	43	59	57	64	53	58	63	63	51	59	60	61	55	48
Ranked second	15	13	15	19	14	14	16	14	18	14	11	15	16	13	16	11	15	21
Ranked third	10	9	10	5	10	8	10	8	10	11	9	8	12	7	7	11	11	12
Ranked fourth	5	7	2	3	6	5	6	3	5	5	6	5	6	7	5	4	6	6
Ranked fifth	3	2	2	1	5	2	3	4	3	2	2	2	3	4	2	2	4	2
Ranked sixth	2	2	2	2	4	3	2	2	3	2	2	2	3	4	2	2	2	4
Ranked seventh	7	8	6	1	18	9	6	6	7	8	7	6	9	7	8	8	6	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Sky News

Ranked first	15	16	11	6	25	14	15	11	15	16	14	12	18	13	15	15	16	14
Ranked second	15	19	13	7	12	15	16	23	15	12	15	15	16	14	16	16	16	14
Ranked third	17	14	16	20	14	17	17	22	16	18	13	16	17	18	14	14	20	24
Ranked fourth	23	28	20	32	23	22	25	8	19	30	33	26	21	18	24	25	23	25
Ranked fifth	7	7	6	11	7	6	8	9	7	6	7	7	7	9	8	7	6	3
Ranked sixth	5	4	7	5	9	5	6	8	6	3	5	5	6	7	6	5	4	4
Ranked seventh	17	11	27	19	11	21	14	19	21	15	12	20	14	21	17	18	16	15

Channel 4 News

Ranked first	12	8	15	14	11	14	11	16	15	11	6	13	11	13	10	12	11	25
Ranked second	28	24	36	37	18	31	25	34	29	26	25	32	22	36	26	31	25	24
Ranked third	26	31	21	23	29	22	30	19	22	29	35	25	27	20	29	24	28	21
Ranked fourth	22	24	19	18	23	20	23	16	21	24	24	19	25	11	21	22	26	25
Ranked fifth	6	6	5	1	11	7	6	4	8	6	6	4	9	10	7	5	7	3
Ranked sixth	4	4	3	3	4	4	3	8	4	3	2	4	3	9	2	5	3	1
Ranked seventh	2	3	1	4	3	2	2	3	2	2	1	2	2	2	3	1	1	2

ITN News

Ranked first	10	12	8	5	10	8	11	2	9	12	13	8	12	7	10	7	13	11
Ranked second	32	33	27	32	47	30	34	14	26	42	41	29	36	24	33	30	35	35
Ranked third	32	32	36	43	27	35	29	26	33	31	33	37	25	29	33	36	30	26
Ranked fourth	15	14	19	11	9	17	13	30	17	9	10	16	14	24	14	16	13	15
Ranked fifth	5	4	5	3	4	4	5	9	6	3	1	5	4	8	4	4	4	8
Ranked sixth	4	2	4	4	2	4	5	12	5	1	2	4	5	7	4	3	4	4
Ranked seventh	2	2	1	1	1	2	3	8	3	1	0	2	3	2	2	3	3	1

LBC radio news

Ranked first	2	3	1	3	4	2	2	3	2	1	2	2	3	5	2	2	2	0
Ranked second	3	3	4	4	1	4	3	6	3	2	4	4	3	7	3	2	4	2
Ranked third	6	6	8	2	9	8	4	7	6	7	4	6	7	14	6	6	3	6
Ranked fourth	13	10	18	15	15	15	12	11	13	13	15	15	11	15	14	13	12	10
Ranked fifth	29	34	25	33	26	31	26	20	24	33	37	31	26	24	30	30	28	26
Ranked sixth	19	18	18	19	22	18	20	22	18	20	18	19	19	15	19	19	18	26
Ranked seventh	28	27	25	23	22	21	33	31	32	24	21	24	32	19	26	28	32	30

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Heart radio news

Ranked first	2	1	1	0	3	1	2	1	3	1	0	1	2	1	2	1	2	0
Ranked second	3	4	3	1	3	4	3	2	5	2	3	3	4	5	3	3	3	4
Ranked third	5	4	4	5	6	5	5	10	6	3	2	4	5	4	5	6	4	5
Ranked fourth	12	10	11	9	14	11	12	20	14	9	7	10	14	13	12	12	12	12
Ranked fifth	21	19	25	25	24	22	21	25	22	20	19	22	20	17	22	25	20	17
Ranked sixth	33	33	33	35	21	35	32	30	35	32	35	33	34	31	33	34	34	38
Ranked seventh	24	29	24	25	28	22	25	12	17	32	34	26	21	29	23	19	26	24

Capital radio news

Ranked first	2	1	1	2	3	2	1	3	2	0	1	1	2	2	1	2	3	2
Ranked second	3	4	2	0	5	2	3	7	3	2	1	3	3	1	3	5	3	1
Ranked third	5	4	4	3	5	4	5	8	7	2	3	4	6	8	6	3	4	6
Ranked fourth	9	7	12	11	9	9	9	14	10	10	5	10	9	13	10	8	9	6
Ranked fifth	29	28	32	25	24	28	30	30	29	30	28	28	31	28	26	28	31	41
Ranked sixth	32	37	32	32	39	31	33	18	30	38	37	33	30	28	34	32	35	23
Ranked seventh	20	21	17	26	16	23	17	21	19	18	25	21	18	19	22	22	16	21

Thinking about the following sources of news, please rank them in order of how much you trust them to give balanced and unbiased reporting of news stories, with the 1st being the most trusted and the 8th being the least trusted.

BBC

Ranked first	50	50	58	67	41	51	49	46	49	50	55	56	43	50	54	51	48	42
Ranked second	13	14	13	13	10	12	14	18	12	14	12	13	14	19	13	13	11	14
Ranked third	8	9	4	9	6	8	8	7	8	6	9	7	10	7	8	6	8	11
Ranked fourth	8	7	6	6	10	6	9	10	7	7	8	8	7	8	7	7	8	7
Ranked fifth	6	4	5	2	4	5	6	5	7	7	3	4	8	4	4	5	8	9
Ranked sixth	4	5	4	0	6	4	4	4	4	4	4	4	4	4	3	5	5	3
Ranked seventh	4	3	5	1	5	4	4	3	5	4	3	3	5	4	4	4	3	8
Ranked eighth	7	7	4	2	17	8	6	7	7	8	7	5	10	4	8	7	9	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Family members

Ranked first	18	16	17	11	24	18	19	12	21	19	16	15	23	18	18	16	20	23
Ranked second	18	18	17	13	19	19	16	17	17	18	19	18	18	18	18	18	17	18
Ranked third	14	17	16	18	11	17	12	18	14	14	13	16	12	13	16	16	14	9
Ranked fourth	16	16	16	17	15	16	15	19	15	15	15	16	15	16	16	17	13	16
Ranked fifth	17	17	16	27	15	15	19	14	15	18	23	16	18	18	17	17	17	16
Ranked sixth	9	8	10	10	9	9	10	11	9	10	8	11	8	9	9	8	12	10
Ranked seventh	5	4	5	4	4	4	5	8	5	5	3	5	5	4	5	4	6	5
Ranked eighth	2	2	3	1	2	2	3	2	3	1	3	2	3	5	2	4	2	1

Colleagues

Ranked first	1	1	2	1	0	2	1	5	1	2	0	1	2	4	1	1	1	1
Ranked second	6	4	6	4	5	7	5	10	6	6	4	6	5	4	6	6	4	9
Ranked third	15	11	14	10	18	16	15	14	16	14	16	15	17	16	16	14	15	15
Ranked fourth	17	17	18	21	19	20	14	16	17	17	16	18	16	21	15	18	16	16
Ranked fifth	17	22	18	20	14	19	16	20	18	16	15	19	15	17	18	19	16	15
Ranked sixth	21	21	20	23	20	17	24	17	20	20	24	20	22	20	20	20	22	20
Ranked seventh	15	16	13	14	17	13	17	15	13	16	18	15	15	9	17	14	17	14
Ranked eighth	7	8	9	7	6	6	9	3	9	8	6	7	9	9	6	8	7	10

Friends

Ranked first	4	3	4	3	2	5	3	6	5	3	3	3	5	4	3	4	4	6
Ranked second	15	11	17	10	15	16	14	10	19	12	12	13	17	20	12	13	18	13
Ranked third	16	16	16	19	16	17	15	10	16	17	16	16	15	14	16	17	14	20
Ranked fourth	17	17	15	17	21	18	15	20	17	17	15	18	15	15	18	20	13	14
Ranked fifth	17	17	16	21	17	16	17	19	14	17	19	18	14	18	18	14	17	17
Ranked sixth	16	18	16	16	14	15	17	17	15	18	17	17	16	14	17	16	18	16
Ranked seventh	12	16	11	12	10	9	14	12	11	11	15	12	12	11	11	13	12	11
Ranked eighth	4	3	5	3	5	3	5	7	3	5	4	3	5	4	5	3	4	3

Social media

Ranked first	5	4	5	2	5	4	5	9	5	4	3	5	5	6	4	5	5	4
Ranked second	5	3	5	2	7	4	5	5	5	4	3	4	5	3	3	4	6	7
Ranked third	7	3	8	3	9	8	5	16	7	5	4	6	8	13	6	7	5	6
Ranked fourth	9	8	9	7	7	8	10	9	9	9	8	8	10	9	8	9	9	12
Ranked fifth	11	9	12	11	13	13	10	13	12	11	10	10	14	9	11	12	12	12
Ranked sixth	8	7	10	9	8	7	9	8	8	9	6	8	8	8	9	8	6	9
Ranked seventh	16	15	19	22	16	15	18	16	17	15	18	18	14	20	16	18	15	13
Ranked eighth	39	50	32	45	35	40	39	25	36	44	48	41	36	33	43	36	41	37

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

National tabloid newspapers

Ranked first	2	3	1	0	3	1	2	2	2	1	3	1	3	3	2	2	2	1
Ranked second	5	6	3	4	10	5	5	4	4	4	8	3	7	1	7	4	5	2
Ranked third	10	11	7	4	15	9	10	9	9	11	11	9	11	8	8	9	13	10
Ranked fourth	11	12	11	13	7	10	12	7	11	13	11	11	11	10	11	10	13	7
Ranked fifth	8	9	6	7	11	8	9	9	8	9	8	8	9	6	9	9	6	13
Ranked sixth	12	10	10	13	16	13	12	14	12	11	14	11	15	17	13	8	12	13
Ranked seventh	22	25	24	26	19	24	20	14	24	24	21	23	20	23	21	24	22	20
Ranked eighth	30	24	38	33	20	30	30	42	32	27	23	34	24	32	29	34	26	34

National broadsheet newspapers

Ranked first	11	15	10	10	10	10	11	11	9	11	13	12	9	10	11	10	10	14
Ranked second	26	32	27	36	19	23	29	24	24	30	30	31	21	27	30	26	24	22
Ranked third	12	12	12	16	12	11	12	10	12	12	13	12	12	11	11	12	13	9
Ranked fourth	8	6	8	7	7	8	8	8	9	5	8	8	8	9	8	7	7	10
Ranked fifth	9	10	11	4	9	9	9	4	11	9	9	10	9	11	11	8	9	9
Ranked sixth	13	12	13	13	15	16	11	14	14	13	11	13	14	11	12	15	15	13
Ranked seventh	15	11	13	12	21	17	14	22	15	15	13	12	20	14	14	16	17	17
Ranked eighth	5	2	5	3	6	6	5	8	5	5	4	3	8	8	4	5	5	7

Local and regional newspapers

Ranked first	8	7	4	7	13	8	9	9	8	10	7	7	10	6	7	10	9	10
Ranked second	13	12	12	18	14	14	12	12	12	13	14	11	14	8	11	15	15	13
Ranked third	18	21	22	21	13	14	23	17	17	21	18	20	16	19	18	18	18	20
Ranked fourth	16	17	17	13	14	13	18	11	15	16	18	14	17	12	17	12	19	18
Ranked fifth	14	12	16	9	17	15	14	18	15	13	14	15	13	17	13	16	15	10
Ranked sixth	16	17	16	16	13	18	14	15	17	14	16	16	15	17	17	19	10	15
Ranked seventh	10	10	10	10	8	13	7	11	10	10	9	11	9	16	12	7	7	12
Ranked eighth	5	4	3	6	9	6	4	7	6	2	4	5	5	6	5	4	6	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How important to British culture do you think it is that the BBC holds the broadcasting rights for sporting events including the FA Cup Final, The Wimbledon Tennis Finals and The Grand National?

Very important	28	33	35	32	25	32	25	25	26	32	31	32	23	28	30	29	25	29
Fairly important	28	28	28	39	23	27	30	30	29	26	28	29	27	34	28	31	26	21
TOTAL IMPORTANT	56	61	63	71	48	59	55	55	55	58	59	61	50	62	58	60	51	50
Not very important	19	22	15	12	23	20	19	15	19	20	22	19	20	18	18	17	23	22
Not important at all	15	12	14	10	24	17	13	11	15	16	15	12	18	9	16	14	17	15
TOTAL NOT IMPORTANT	34	34	29	22	47	37	32	26	34	36	37	31	38	27	34	31	40	37
Don't know	9	6	8	6	6	5	13	18	10	6	4	7	11	11	9	8	8	13