

# YouGov / Cardiff University Survey Results

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Gone up significantly   | 41        | 58        | 13        | 18        | 75        | 13        | 63        | 22        | 23        | 74        | 15        | 25        | 65        | 39        | 42        | 18        | 33        | 48        | 55        | 33        | 51        |
| Gone up a little        | 22        | 22        | 34        | 28        | 12        | 24        | 20        | 27        | 27        | 13        | 20        | 27        | 16        | 23        | 21        | 27        | 22        | 22        | 18        | 26        | 16        |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>80</b> | <b>47</b> | <b>46</b> | <b>87</b> | <b>37</b> | <b>83</b> | <b>49</b> | <b>50</b> | <b>87</b> | <b>35</b> | <b>52</b> | <b>81</b> | <b>62</b> | <b>63</b> | <b>45</b> | <b>55</b> | <b>70</b> | <b>73</b> | <b>59</b> | <b>67</b> |
| Stayed roughly the same | 18        | 11        | 28        | 27        | 4         | 35        | 8         | 26        | 25        | 5         | 39        | 26        | 8         | 18        | 17        | 25        | 20        | 16        | 13        | 20        | 15        |
| Gone down a little      | 6         | 3         | 10        | 13        | 2         | 11        | 2         | 9         | 14        | 2         | 8         | 8         | 2         | 7         | 5         | 9         | 7         | 5         | 4         | 7         | 4         |
| Gone down significantly | 2         | 0         | 3         | 3         | 2         | 5         | 0         | 3         | 2         | 1         | 2         | 3         | 0         | 3         | 2         | 4         | 3         | 1         | 1         | 3         | 2         |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>3</b>  | <b>13</b> | <b>16</b> | <b>4</b>  | <b>16</b> | <b>2</b>  | <b>12</b> | <b>16</b> | <b>3</b>  | <b>10</b> | <b>11</b> | <b>2</b>  | <b>10</b> | <b>7</b>  | <b>13</b> | <b>10</b> | <b>6</b>  | <b>5</b>  | <b>10</b> | <b>6</b>  |
| Don't know              | 12        | 7         | 11        | 11        | 5         | 13        | 8         | 13        | 10        | 5         | 16        | 11        | 8         | 10        | 14        | 18        | 15        | 8         | 8         | 11        | 14        |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should     | 68 | 71 | 80 | 74 | 65 | 75 | 71 | 77 | 70 | 66 | 79 | 77 | 68 | 70 | 66 | 57 | 64 | 76 | 72 | 71 | 64 |
| Should not | 14 | 15 | 11 | 16 | 20 | 9  | 14 | 11 | 14 | 18 | 4  | 11 | 15 | 17 | 11 | 19 | 12 | 14 | 16 | 13 | 15 |
| Don't know | 18 | 14 | 9  | 10 | 16 | 16 | 15 | 12 | 16 | 16 | 17 | 13 | 16 | 13 | 23 | 24 | 24 | 11 | 12 | 16 | 21 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 6         | 7         | 6         | 4         | 12        | 4         | 7         | 5         | 5         | 10        | 2         | 2         | 8         | 8         | 5         | 9         | 7         | 6         | 4         | 5         | 7         |
| Tend to support      | 16        | 19        | 16        | 12        | 21        | 12        | 16        | 15        | 10        | 23        | 10        | 12        | 19        | 14        | 17        | 15        | 15        | 15        | 16        | 15        | 17        |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>26</b> | <b>22</b> | <b>16</b> | <b>33</b> | <b>16</b> | <b>23</b> | <b>20</b> | <b>15</b> | <b>33</b> | <b>12</b> | <b>14</b> | <b>27</b> | <b>22</b> | <b>22</b> | <b>24</b> | <b>22</b> | <b>21</b> | <b>20</b> | <b>20</b> | <b>24</b> |
| Tend to oppose       | 26        | 31        | 26        | 33        | 18        | 30        | 28        | 28        | 33        | 19        | 36        | 29        | 26        | 25        | 27        | 22        | 23        | 27        | 31        | 28        | 23        |
| Strongly oppose      | 32        | 30        | 40        | 43        | 30        | 41        | 34        | 40        | 39        | 24        | 38        | 42        | 30        | 38        | 27        | 27        | 27        | 38        | 38        | 35        | 28        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>61</b> | <b>66</b> | <b>76</b> | <b>48</b> | <b>71</b> | <b>62</b> | <b>68</b> | <b>72</b> | <b>43</b> | <b>74</b> | <b>71</b> | <b>56</b> | <b>63</b> | <b>54</b> | <b>49</b> | <b>50</b> | <b>65</b> | <b>69</b> | <b>63</b> | <b>51</b> |
| Don't know           | 20        | 13        | 12        | 8         | 19        | 13        | 14        | 13        | 14        | 24        | 15        | 14        | 18        | 15        | 25        | 27        | 27        | 14        | 11        | 17        | 24        |

# YouGov / Cardiff University Survey I

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                          | Country     |         |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|--------------------------|-------------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                          | Total       | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| <b>Weighted Sample</b>   | <b>2153</b> | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| <b>Unweighted Sample</b> | <b>2153</b> | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                          | %           | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |           |           |           |           |           |           |           |           |            |            |          |            |            |          |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|----------|------------|------------|----------|
| Gone up significantly   | <b>41</b> | 41        | 40        | 34        | 50        | 44        | 46        | 18        | 44        | 100        | 0          | 0        | 0          | 0          | 0        |
| Gone up a little        | <b>22</b> | 21        | 26        | 23        | 28        | 18        | 26        | 24        | 20        | 0          | 100        | 0        | 0          | 0          | 0        |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>62</b> | <b>66</b> | <b>57</b> | <b>78</b> | <b>62</b> | <b>72</b> | <b>42</b> | <b>64</b> | <b>100</b> | <b>100</b> | <b>0</b> | <b>0</b>   | <b>0</b>   | <b>0</b> |
| Stayed roughly the same | <b>18</b> | 18        | 15        | 21        | 15        | 16        | 14        | 27        | 17        | 0          | 0          | 100      | 0          | 0          | 0        |
| Gone down a little      | <b>6</b>  | 6         | 3         | 5         | 2         | 7         | 2         | 12        | 6         | 0          | 0          | 0        | 100        | 0          | 0        |
| Gone down significantly | <b>2</b>  | 2         | 2         | 3         | 3         | 2         | 2         | 3         | 2         | 0          | 0          | 0        | 0          | 100        | 0        |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>8</b>  | <b>5</b>  | <b>8</b>  | <b>5</b>  | <b>9</b>  | <b>4</b>  | <b>15</b> | <b>8</b>  | <b>0</b>   | <b>0</b>   | <b>0</b> | <b>100</b> | <b>100</b> | <b>0</b> |
| Don't know              | <b>12</b> | 12        | 14        | 15        | 2         | 13        | 11        | 15        | 11        | 0          | 0          | 0        | 0          | 0          | 100      |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |           |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should     | <b>68</b> | 68 | 60 | 68 | 82 | 66 | 69 | 63 | 71 | 67 | 71 | 74 | 78 | 79 | 51 |
| Should not | <b>14</b> | 14 | 17 | 17 | 4  | 16 | 13 | 15 | 13 | 16 | 15 | 10 | 13 | 19 | 9  |
| Don't know | <b>18</b> | 18 | 22 | 15 | 14 | 18 | 19 | 22 | 17 | 16 | 15 | 16 | 9  | 1  | 40 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | <b>6</b>  | 6         | 4         | 6         | 5         | 6         | 8         | 6         | 7         | 9         | 4         | 3         | 3         | 12        | 4         |
| Tend to support      | <b>16</b> | 15        | 23        | 15        | 20        | 18        | 14        | 11        | 15        | 19        | 18        | 11        | 17        | 2         | 9         |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>21</b> | <b>27</b> | <b>21</b> | <b>25</b> | <b>24</b> | <b>22</b> | <b>17</b> | <b>22</b> | <b>28</b> | <b>22</b> | <b>14</b> | <b>20</b> | <b>14</b> | <b>13</b> |
| Tend to oppose       | <b>26</b> | 26        | 19        | 31        | 28        | 23        | 27        | 33        | 25        | 22        | 30        | 34        | 30        | 15        | 21        |
| Strongly oppose      | <b>32</b> | 33        | 26        | 29        | 24        | 35        | 30        | 28        | 35        | 31        | 32        | 34        | 39        | 60        | 27        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>59</b> | <b>45</b> | <b>60</b> | <b>52</b> | <b>58</b> | <b>57</b> | <b>61</b> | <b>60</b> | <b>53</b> | <b>62</b> | <b>68</b> | <b>69</b> | <b>75</b> | <b>48</b> |
| Don't know           | <b>20</b> | 20        | 28        | 20        | 22        | 18        | 21        | 22        | 19        | 20        | 15        | 18        | 11        | 11        | 39        |

# YouGov / Cardiff University Survey I

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Net migration |                 |                         | BBC             |                   |                     |       |            | Sky             |                   |                     |       |            |    |
|-------------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|----|
|                   | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |    |
| Weighted Sample   | 2153          | 1343            | 172                     | 379             | 516               | 653                 | 509   | 428        | 48              | 108               | 253                 | 552   | 1185       | 56 |
| Unweighted Sample | 2153          | 1345            | 176                     | 401             | 576               | 663                 | 505   | 380        | 29              | 112               | 255                 | 589   | 1161       | 36 |
|                   | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          | %  |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |            |            |          |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|------------|------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Gone up significantly   | 41        | 65         | 0          | 0        | 37        | 35        | 44        | 50        | 35        | 44        | 45        | 38        | 40        | 40        |
| Gone up a little        | 22        | 35         | 0          | 0        | 28        | 25        | 19        | 14        | 6         | 20        | 26        | 25        | 20        | 5         |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>100</b> | <b>0</b>   | <b>0</b> | <b>65</b> | <b>60</b> | <b>63</b> | <b>64</b> | <b>41</b> | <b>64</b> | <b>71</b> | <b>63</b> | <b>60</b> | <b>45</b> |
| Stayed roughly the same | 18        | 0          | 0          | 100      | 18        | 21        | 18        | 13        | 11        | 15        | 18        | 19        | 18        | 11        |
| Gone down a little      | 6         | 0          | 72         | 0        | 7         | 7         | 6         | 2         | 3         | 9         | 6         | 6         | 5         | 4         |
| Gone down significantly | 2         | 0          | 28         | 0        | 3         | 2         | 2         | 2         | 5         | 3         | 1         | 2         | 2         | 8         |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>0</b>   | <b>100</b> | <b>0</b> | <b>10</b> | <b>9</b>  | <b>8</b>  | <b>4</b>  | <b>8</b>  | <b>12</b> | <b>7</b>  | <b>8</b>  | <b>7</b>  | <b>12</b> |
| Don't know              | 12        | 0          | 0          | 0        | 7         | 10        | 11        | 18        | 40        | 9         | 5         | 9         | 14        | 32        |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should     | 68 | 69 | 78 | 74 | 77 | 72 | 65 | 58 | 39 | 76 | 70 | 71 | 67 | 47 |
| Should not | 14 | 16 | 15 | 10 | 13 | 14 | 14 | 15 | 15 | 16 | 18 | 15 | 12 | 13 |
| Don't know | 18 | 16 | 7  | 16 | 10 | 14 | 21 | 27 | 46 | 8  | 12 | 14 | 21 | 41 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 6         | 8         | 6         | 3         | 6         | 6         | 7         | 8         | 0         | 11        | 10        | 7         | 5         | 3         |
| Tend to support      | 16        | 18        | 12        | 11        | 16        | 16        | 15        | 16        | 2         | 22        | 24        | 16        | 14        | 8         |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>26</b> | <b>18</b> | <b>14</b> | <b>22</b> | <b>22</b> | <b>22</b> | <b>24</b> | <b>2</b>  | <b>33</b> | <b>34</b> | <b>23</b> | <b>19</b> | <b>11</b> |
| Tend to oppose       | 26        | 25        | 26        | 34        | 33        | 29        | 25        | 16        | 12        | 23        | 22        | 28        | 27        | 13        |
| Strongly oppose      | 32        | 31        | 45        | 34        | 36        | 33        | 32        | 28        | 11        | 32        | 28        | 35        | 33        | 13        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>56</b> | <b>71</b> | <b>68</b> | <b>69</b> | <b>62</b> | <b>57</b> | <b>44</b> | <b>23</b> | <b>55</b> | <b>50</b> | <b>63</b> | <b>60</b> | <b>26</b> |
| Don't know           | 20        | 18        | 11        | 18        | 9         | 15        | 22        | 32        | 75        | 13        | 17        | 14        | 22        | 63        |

# YouGov / Cardiff University Survey I

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | ITV   |                 |                   |                     |       | Channel 4  |                 |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Gone up significantly   | 41        | 55        | 43        | 41        | 37        | 38        | 27        | 26        | 41        | 44        | 39        |
| Gone up a little        | 22        | 22        | 26        | 23        | 19        | 8         | 34        | 23        | 24        | 20        | 11        |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>77</b> | <b>69</b> | <b>64</b> | <b>56</b> | <b>46</b> | <b>61</b> | <b>49</b> | <b>65</b> | <b>64</b> | <b>50</b> |
| Stayed roughly the same | 18        | 11        | 17        | 19        | 18        | 12        | 25        | 27        | 18        | 15        | 11        |
| Gone down a little      | 6         | 4         | 5         | 6         | 6         | 3         | 8         | 9         | 7         | 4         | 3         |
| Gone down significantly | 2         | 0         | 2         | 2         | 3         | 8         | 4         | 5         | 2         | 2         | 7         |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>4</b>  | <b>7</b>  | <b>8</b>  | <b>9</b>  | <b>11</b> | <b>12</b> | <b>14</b> | <b>9</b>  | <b>6</b>  | <b>10</b> |
| Don't know              | 12        | 7         | 7         | 8         | 18        | 32        | 4         | 10        | 8         | 15        | 30        |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|
| Should     | 68 | 73 | 70 | 72 | 64 | 39 | 85 | 79 | 72 | 64 | 40 |
| Should not | 14 | 14 | 16 | 15 | 12 | 19 | 9  | 11 | 15 | 14 | 14 |
| Don't know | 18 | 13 | 14 | 13 | 24 | 42 | 5  | 10 | 13 | 22 | 45 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 6         | 8         | 8         | 6         | 6         | 6         | 20        | 6         | 6         | 6         | 3         |
| Tend to support      | 16        | 22        | 21        | 16        | 13        | 4         | 13        | 15        | 17        | 15        | 6         |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>30</b> | <b>29</b> | <b>22</b> | <b>19</b> | <b>10</b> | <b>33</b> | <b>21</b> | <b>23</b> | <b>21</b> | <b>9</b>  |
| Tend to oppose       | 26        | 27        | 29        | 29        | 22        | 12        | 19        | 22        | 30        | 25        | 13        |
| Strongly oppose      | 32        | 31        | 27        | 36        | 32        | 10        | 42        | 41        | 35        | 29        | 11        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>58</b> | <b>56</b> | <b>65</b> | <b>54</b> | <b>22</b> | <b>61</b> | <b>63</b> | <b>65</b> | <b>54</b> | <b>24</b> |
| Don't know           | 20        | 12        | 16        | 14        | 27        | 68        | 7         | 16        | 11        | 25        | 67        |

# YouGov / Cardiff University Survey I

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Gone up significantly   | 41        | 32        | 45        | 44        | 39        | 40        | 81        | 63        | 53        | 32        | 41        |
| Gone up a little        | 22        | 45        | 22        | 24        | 21        | 10        | 9         | 18        | 22        | 23        | 13        |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>77</b> | <b>67</b> | <b>68</b> | <b>60</b> | <b>50</b> | <b>90</b> | <b>81</b> | <b>75</b> | <b>55</b> | <b>54</b> |
| Stayed roughly the same | 18        | 17        | 18        | 16        | 19        | 10        | 3         | 6         | 12        | 22        | 10        |
| Gone down a little      | 6         | 0         | 2         | 7         | 5         | 5         | 3         | 5         | 5         | 6         | 3         |
| Gone down significantly | 2         | 2         | 0         | 2         | 2         | 7         | 0         | 1         | 2         | 2         | 8         |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>2</b>  | <b>2</b>  | <b>9</b>  | <b>7</b>  | <b>12</b> | <b>3</b>  | <b>6</b>  | <b>7</b>  | <b>8</b>  | <b>11</b> |
| Don't know              | 12        | 3         | 13        | 7         | 14        | 28        | 3         | 7         | 7         | 14        | 25        |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|
| Should     | 68 | 93 | 74 | 71 | 67 | 42 | 72 | 63 | 69 | 70 | 37 |
| Should not | 14 | 0  | 13 | 17 | 13 | 14 | 23 | 16 | 16 | 12 | 21 |
| Don't know | 18 | 7  | 13 | 12 | 20 | 43 | 6  | 20 | 15 | 18 | 42 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 6         | 34        | 12        | 6         | 5         | 4         | 22        | 16        | 7         | 4         | 3         |
| Tend to support      | 16        | 34        | 17        | 18        | 14        | 7         | 30        | 21        | 17        | 14        | 12        |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>68</b> | <b>29</b> | <b>24</b> | <b>19</b> | <b>11</b> | <b>52</b> | <b>37</b> | <b>24</b> | <b>18</b> | <b>15</b> |
| Tend to oppose       | 26        | 4         | 15        | 29        | 26        | 13        | 15        | 16        | 26        | 29        | 7         |
| Strongly oppose      | 32        | 21        | 37        | 33        | 32        | 12        | 22        | 30        | 32        | 34        | 10        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>25</b> | <b>52</b> | <b>62</b> | <b>58</b> | <b>25</b> | <b>37</b> | <b>46</b> | <b>58</b> | <b>63</b> | <b>17</b> |
| Don't know           | 20        | 8         | 19        | 13        | 21        | 65        | 11        | 18        | 19        | 19        | 68        |

# YouGov / Cardiff University Survey I

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 1169                 | 937        | 48               | 361                  | 1737       | 56               | 538                  | 1560       | 55               | 285                  | 1808       | 60 |
| Unweighted Sample | 2153             | 1239                 | 885        | 29               | 367                  | 1750       | 36               | 586                  | 1532       | 35               | 305                  | 1808       | 40 |
|                   | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %  |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Gone up significantly   | 41        | 36        | 47        | 35        | 44        | 40        | 40        | 46        | 39        | 38        | 26        | 43        | 39        |
| Gone up a little        | 22        | 26        | 17        | 6         | 24        | 22        | 5         | 25        | 21        | 8         | 25        | 22        | 11        |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>62</b> | <b>64</b> | <b>41</b> | <b>68</b> | <b>62</b> | <b>45</b> | <b>71</b> | <b>60</b> | <b>46</b> | <b>51</b> | <b>65</b> | <b>50</b> |
| Stayed roughly the same | 18        | 19        | 16        | 11        | 17        | 18        | 11        | 15        | 19        | 12        | 26        | 16        | 11        |
| Gone down a little      | 6         | 7         | 4         | 3         | 7         | 6         | 4         | 5         | 6         | 3         | 9         | 5         | 3         |
| Gone down significantly | 2         | 2         | 2         | 5         | 1         | 2         | 8         | 1         | 2         | 8         | 5         | 2         | 7         |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>9</b>  | <b>6</b>  | <b>8</b>  | <b>8</b>  | <b>8</b>  | <b>12</b> | <b>6</b>  | <b>8</b>  | <b>11</b> | <b>14</b> | <b>7</b>  | <b>10</b> |
| Don't know              | 12        | 9         | 14        | 40        | 6         | 13        | 32        | 7         | 13        | 32        | 9         | 12        | 30        |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should     | 68 | 74 | 62 | 39 | 72 | 68 | 47 | 71 | 68 | 39 | 80 | 67 | 40 |
| Should not | 14 | 14 | 14 | 15 | 18 | 13 | 13 | 15 | 13 | 19 | 11 | 14 | 14 |
| Don't know | 18 | 12 | 24 | 46 | 10 | 19 | 41 | 14 | 18 | 42 | 9  | 18 | 45 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 6         | 6         | 7         | 0         | 10        | 6         | 3         | 8         | 6         | 6         | 9         | 6         | 3         |
| Tend to support      | 16        | 16        | 16        | 2         | 23        | 14        | 8         | 21        | 14        | 4         | 15        | 16        | 6         |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>22</b> | <b>23</b> | <b>2</b>  | <b>33</b> | <b>20</b> | <b>11</b> | <b>29</b> | <b>20</b> | <b>10</b> | <b>24</b> | <b>22</b> | <b>9</b>  |
| Tend to oppose       | 26        | 31        | 21        | 12        | 22        | 27        | 13        | 29        | 25        | 12        | 21        | 27        | 13        |
| Strongly oppose      | 32        | 35        | 30        | 11        | 29        | 33        | 13        | 28        | 34        | 10        | 41        | 31        | 11        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>66</b> | <b>51</b> | <b>23</b> | <b>51</b> | <b>60</b> | <b>26</b> | <b>57</b> | <b>59</b> | <b>22</b> | <b>62</b> | <b>58</b> | <b>24</b> |
| Don't know           | 20        | 13        | 27        | 75        | 16        | 20        | 63        | 15        | 20        | 68        | 14        | 19        | 67        |

# YouGov / Cardiff University Survey I

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total Channel 5  |                      |            | Total GB News    |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 119                  | 1976       | 58               | 262                  | 1836       | 55 |
| Unweighted Sample | 2153             | 125                  | 1989       | 39               | 272                  | 1842       | 39 |
|                   | %                | %                    | %          | %                | %                    | %          | %  |

According to the latest figures, do you think net migration in the UK (people moving into the country vs. people leaving the country) has gone up, down or roughly stayed the same compared to the previous year?

|                         |           |           |           |           |           |           |           |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Gone up significantly   | 41        | 42        | 40        | 40        | 69        | 36        | 41        |
| Gone up a little        | 22        | 27        | 22        | 10        | 15        | 23        | 13        |
| <b>TOTAL GONE UP</b>    | <b>63</b> | <b>69</b> | <b>62</b> | <b>50</b> | <b>84</b> | <b>59</b> | <b>54</b> |
| Stayed roughly the same | 18        | 18        | 18        | 10        | 5         | 20        | 10        |
| Gone down a little      | 6         | 2         | 6         | 5         | 4         | 6         | 3         |
| Gone down significantly | 2         | 0         | 2         | 7         | 1         | 2         | 8         |
| <b>TOTAL GONE DOWN</b>  | <b>8</b>  | <b>2</b>  | <b>8</b>  | <b>12</b> | <b>5</b>  | <b>8</b>  | <b>11</b> |
| Don't know              | 12        | 11        | 12        | 28        | 6         | 13        | 25        |

Do you think all UK broadcasters should or should not be regulated for their impartiality in news and current affairs programming?

|            |    |    |    |    |    |    |    |
|------------|----|----|----|----|----|----|----|
| Should     | 68 | 78 | 68 | 42 | 66 | 69 | 37 |
| Should not | 14 | 10 | 14 | 14 | 19 | 13 | 21 |
| Don't know | 18 | 12 | 18 | 43 | 15 | 18 | 42 |

To what extent would you support or oppose Ofcom relaxing the rules on impartiality in order to allow broadcasters in the UK to be more politically opinionated?

|                      |           |           |           |           |           |           |           |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Strongly support     | 6         | 16        | 6         | 4         | 18        | 5         | 3         |
| Tend to support      | 16        | 21        | 16        | 7         | 24        | 14        | 12        |
| <b>TOTAL SUPPORT</b> | <b>22</b> | <b>37</b> | <b>22</b> | <b>11</b> | <b>42</b> | <b>19</b> | <b>15</b> |
| Tend to oppose       | 26        | 13        | 27        | 13        | 15        | 28        | 7         |
| Strongly oppose      | 32        | 34        | 33        | 12        | 27        | 34        | 10        |
| <b>TOTAL OPPOSE</b>  | <b>58</b> | <b>47</b> | <b>60</b> | <b>25</b> | <b>42</b> | <b>62</b> | <b>17</b> |
| Don't know           | 20        | 17        | 19        | 65        | 15        | 19        | 68        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 36 | 27 | 23 | 44 | 17 | 32 | 23 | 23 | 55 | 16 | 19 | 33 | 30 | 28 | 39 | 30 | 27 | 26 | 28 | 31 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 48 | 62 | 65 | 39 | 67 | 51 | 63 | 61 | 27 | 65 | 65 | 49 | 55 | 47 | 35 | 47 | 59 | 58 | 55 | 47 |
| Don't know                                                                            | 19 | 16 | 11 | 12 | 17 | 15 | 17 | 14 | 16 | 18 | 19 | 15 | 18 | 14 | 24 | 26 | 23 | 14 | 16 | 17 | 22 |

Ofcom is a media regulator and part of its role is to regulate the due impartiality of UK broadcasters, such as the BBC, ITV, Channel 4, Channel 5, Sky News and GB News. This covers all types of programming, including coverage of politics and public and public affairs.

How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 2         | 7         | 2         | 2         | 1         | 3         | 4         | 0         | 2         | 1         | 2         | 2         | 4         | 2         | 7         | 3         | 2         | 1         | 3         | 3         |
| Fairly well        | 30        | 40        | 35        | 40        | 23        | 23        | 39        | 33        | 34        | 17        | 26        | 35        | 28        | 30        | 30        | 22        | 27        | 33        | 35        | 30        | 30        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>42</b> | <b>42</b> | <b>42</b> | <b>25</b> | <b>24</b> | <b>42</b> | <b>37</b> | <b>34</b> | <b>19</b> | <b>27</b> | <b>37</b> | <b>30</b> | <b>34</b> | <b>32</b> | <b>29</b> | <b>30</b> | <b>35</b> | <b>36</b> | <b>33</b> | <b>33</b> |
| Fairly badly       | 27        | 28        | 30        | 32        | 30        | 38        | 29        | 30        | 31        | 32        | 31        | 31        | 28        | 29        | 25        | 26        | 24        | 29        | 30        | 30        | 23        |
| Very badly         | 14        | 8         | 12        | 11        | 23        | 20        | 13        | 13        | 15        | 23        | 19        | 14        | 15        | 18        | 11        | 16        | 12        | 16        | 16        | 14        | 15        |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>36</b> | <b>42</b> | <b>43</b> | <b>53</b> | <b>58</b> | <b>42</b> | <b>43</b> | <b>46</b> | <b>55</b> | <b>50</b> | <b>45</b> | <b>43</b> | <b>47</b> | <b>36</b> | <b>42</b> | <b>36</b> | <b>45</b> | <b>46</b> | <b>44</b> | <b>38</b> |
| Don't know         | 26        | 23        | 16        | 15        | 22        | 16        | 17        | 19        | 20        | 26        | 24        | 18        | 26        | 19        | 32        | 29        | 34        | 20        | 17        | 23        | 30        |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Country |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|-------------------|-------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                   | Total | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| Weighted Sample   | 2153  | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| Unweighted Sample | 2153  | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                   | %     | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 30 | 28 | 27 | 28 | 30 | 29 | 31 | 29 | 34 | 31 | 26 | 20 | 29 | 18 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 51 | 47 | 56 | 54 | 51 | 50 | 48 | 53 | 47 | 53 | 59 | 68 | 54 | 42 |
| Don't know                                                                            | 19 | 19 | 25 | 17 | 17 | 19 | 21 | 21 | 18 | 19 | 16 | 14 | 12 | 17 | 41 |

Ofcom is a media regulator and part of its role is to regulate the due impartiality of UK broadcasters, such as the BBC, ITV, Channel 4, Channel 5, Sky News and GB News. This covers all types of programming, including coverage of politics and public and public affairs.

How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 3         | 3         | 1         | 0         | 4         | 3         | 3         | 3         | 3         | 3         | 1         | 4         | 6         | 2         |
| Fairly well        | 30        | 29        | 28        | 29        | 52        | 28        | 31        | 28        | 30        | 30        | 38        | 32        | 28        | 21        | 13        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>32</b> | <b>31</b> | <b>30</b> | <b>52</b> | <b>32</b> | <b>34</b> | <b>31</b> | <b>33</b> | <b>33</b> | <b>41</b> | <b>33</b> | <b>32</b> | <b>27</b> | <b>15</b> |
| Fairly badly       | 27        | 28        | 26        | 25        | 17        | 24        | 29        | 29        | 29        | 26        | 28        | 30        | 44        | 31        | 18        |
| Very badly         | 14        | 14        | 12        | 16        | 12        | 16        | 13        | 14        | 15        | 16        | 12        | 16        | 14        | 30        | 10        |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>42</b> | <b>38</b> | <b>41</b> | <b>29</b> | <b>40</b> | <b>42</b> | <b>43</b> | <b>44</b> | <b>42</b> | <b>40</b> | <b>46</b> | <b>58</b> | <b>61</b> | <b>28</b> |
| Don't know         | 26        | 25        | 32        | 29        | 20        | 28        | 25        | 27        | 24        | 25        | 19        | 21        | 9         | 13        | 57        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Net migration |               |                 | BBC                     |                 |                   |                     |       | Sky        |                 |                   |                     |       |            |
|-------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153          | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| Unweighted Sample | 2153          | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                   | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 33 | 23 | 26 | 28 | 30 | 27 | 33 | 24 | 38 | 39 | 31 | 25 | 29 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 49 | 64 | 59 | 58 | 58 | 50 | 40 | 15 | 53 | 48 | 53 | 53 | 20 |
| Don't know                                                                            | 19 | 18 | 13 | 14 | 15 | 13 | 22 | 28 | 62 | 9  | 13 | 16 | 22 | 52 |

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How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 3         | 5         | 1         | 5         | 2         | 3         | 1         | 3         | 16        | 3         | 3         | 1         | 2         |
| Fairly well        | 30        | 33        | 26        | 32        | 48        | 34        | 23        | 12        | 18        | 39        | 37        | 32        | 27        | 19        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>36</b> | <b>31</b> | <b>33</b> | <b>53</b> | <b>36</b> | <b>26</b> | <b>13</b> | <b>21</b> | <b>55</b> | <b>40</b> | <b>35</b> | <b>28</b> | <b>21</b> |
| Fairly badly       | 27        | 26        | 40        | 30        | 25        | 31        | 31        | 21        | 12        | 21        | 28        | 29        | 27        | 15        |
| Very badly         | 14        | 14        | 19        | 16        | 9         | 13        | 15        | 23        | 0         | 11        | 12        | 17        | 14        | 4         |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>40</b> | <b>59</b> | <b>46</b> | <b>34</b> | <b>44</b> | <b>46</b> | <b>44</b> | <b>12</b> | <b>32</b> | <b>40</b> | <b>46</b> | <b>41</b> | <b>19</b> |
| Don't know         | 26        | 23        | 10        | 21        | 13        | 20        | 29        | 43        | 67        | 13        | 20        | 18        | 30        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 34 | 31 | 28 | 29 | 29 | 35 | 26 | 27 | 31 | 25 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 54 | 53 | 57 | 47 | 15 | 63 | 66 | 57 | 46 | 14 |
| Don't know                                                                            | 19 | 12 | 16 | 16 | 24 | 56 | 2  | 8  | 16 | 23 | 61 |

Ofcom is a media regulator and part of its role is to regulate the due impartiality of UK broadcasters, such as the BBC, ITV, Channel 4, Channel 5, Sky News and GB News. This covers all types of programming, including coverage of politics and public and public affairs.

How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 12        | 3         | 2         | 2         | 3         | 20        | 5         | 2         | 2         | 2         |
| Fairly well        | 30        | 40        | 40        | 30        | 23        | 16        | 26        | 32        | 35        | 27        | 20        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>52</b> | <b>43</b> | <b>32</b> | <b>25</b> | <b>19</b> | <b>46</b> | <b>37</b> | <b>37</b> | <b>29</b> | <b>22</b> |
| Fairly badly       | 27        | 22        | 27        | 33        | 22        | 13        | 35        | 31        | 31        | 23        | 11        |
| Very badly         | 14        | 9         | 12        | 15        | 17        | 5         | 18        | 20        | 14        | 14        | 8         |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>31</b> | <b>39</b> | <b>48</b> | <b>39</b> | <b>18</b> | <b>53</b> | <b>51</b> | <b>45</b> | <b>37</b> | <b>19</b> |
| Don't know         | 26        | 17        | 18        | 20        | 36        | 63        | 1         | 12        | 18        | 35        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 82 | 38 | 31 | 27 | 25 | 74 | 49 | 35 | 22 | 38 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 18 | 52 | 54 | 52 | 14 | 17 | 36 | 47 | 58 | 9  |
| Don't know                                                                            | 19 | 0  | 10 | 15 | 21 | 61 | 9  | 15 | 18 | 20 | 53 |

Ofcom is a media regulator and part of its role is to regulate the due impartiality of UK broadcasters, such as the BBC, ITV, Channel 4, Channel 5, Sky News and GB News. This covers all types of programming, including coverage of politics and public and public affairs.

How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 46        | 10        | 3         | 2         | 1         | 13        | 7         | 2         | 2         | 0         |
| Fairly well        | 30        | 42        | 30        | 36        | 27        | 20        | 23        | 19        | 33        | 31        | 23        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>88</b> | <b>40</b> | <b>39</b> | <b>29</b> | <b>21</b> | <b>36</b> | <b>26</b> | <b>35</b> | <b>33</b> | <b>23</b> |
| Fairly badly       | 27        | 0         | 25        | 31        | 26        | 10        | 21        | 32        | 29        | 27        | 7         |
| Very badly         | 14        | 8         | 20        | 15        | 14        | 7         | 25        | 22        | 15        | 13        | 3         |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>8</b>  | <b>45</b> | <b>46</b> | <b>40</b> | <b>17</b> | <b>46</b> | <b>54</b> | <b>44</b> | <b>40</b> | <b>10</b> |
| Don't know         | 26        | 5         | 16        | 15        | 31        | 62        | 18        | 19        | 21        | 27        | 67        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 1169                 | 937        | 48               | 361                  | 1737       | 56               | 538                  | 1560       | 55               | 285                  | 1808       | 60 |
| Unweighted Sample | 2153             | 1239                 | 885        | 29               | 367                  | 1750       | 36               | 586                  | 1532       | 35               | 305                  | 1808       | 40 |
|                   | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %  |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 29 | 30 | 24 | 39 | 27 | 29 | 31 | 28 | 29 | 28 | 30 | 25 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 58 | 45 | 15 | 49 | 53 | 20 | 54 | 52 | 15 | 65 | 50 | 14 |
| Don't know                                                                            | 19 | 13 | 25 | 62 | 12 | 20 | 52 | 15 | 20 | 56 | 7  | 20 | 61 |

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How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 3         | 2         | 3         | 7         | 2         | 2         | 5         | 2         | 3         | 8         | 2         | 2         |
| Fairly well        | 30        | 40        | 18        | 18        | 38        | 29        | 19        | 40        | 27        | 16        | 31        | 30        | 20        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>43</b> | <b>20</b> | <b>21</b> | <b>45</b> | <b>31</b> | <b>21</b> | <b>45</b> | <b>29</b> | <b>19</b> | <b>39</b> | <b>32</b> | <b>22</b> |
| Fairly badly       | 27        | 28        | 26        | 12        | 26        | 28        | 15        | 26        | 28        | 13        | 32        | 27        | 11        |
| Very badly         | 14        | 12        | 19        | 0         | 12        | 15        | 4         | 11        | 16        | 5         | 20        | 14        | 8         |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>40</b> | <b>45</b> | <b>12</b> | <b>38</b> | <b>43</b> | <b>19</b> | <b>37</b> | <b>44</b> | <b>18</b> | <b>52</b> | <b>41</b> | <b>19</b> |
| Don't know         | 26        | 17        | 35        | 67        | 18        | 26        | 59        | 17        | 28        | 63        | 10        | 27        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total Channel 5  |                      |            | Total GB News    |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 119                  | 1976       | 58               | 262                  | 1836       | 55 |
| Unweighted Sample | 2153             | 125                  | 1989       | 39               | 272                  | 1842       | 39 |
|                   | %                | %                    | %          | %                | %                    | %          | %  |

Generally speaking, do you think that current politicians should or should not be allowed to present TV and radio current affairs programmes such as discussing subjects covered in that's day news?

|                                                                                       |    |    |    |    |    |    |    |
|---------------------------------------------------------------------------------------|----|----|----|----|----|----|----|
| Should be allowed to present any types of TV and radio current affairs programmes     | 29 | 47 | 28 | 25 | 58 | 25 | 38 |
| Should not be allowed to present any types of TV and radio current affairs programmes | 51 | 45 | 53 | 14 | 29 | 56 | 9  |
| Don't know                                                                            | 19 | 8  | 19 | 61 | 13 | 19 | 53 |

Ofcom is a media regulator and part of its role is to regulate the due impartiality of UK broadcasters, such as the BBC, ITV, Channel 4, Channel 5, Sky News and GB News. This covers all types of programming, including coverage of politics and public and public affairs.

How well or badly do you think broadcasters in the UK are currently complying with the due impartiality guidelines?

|                    |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 17        | 2         | 1         | 9         | 2         | 0         |
| Fairly well        | 30        | 32        | 30        | 20        | 21        | 31        | 23        |
| <b>TOTAL WELL</b>  | <b>33</b> | <b>49</b> | <b>32</b> | <b>21</b> | <b>30</b> | <b>33</b> | <b>23</b> |
| Fairly badly       | 27        | 20        | 28        | 10        | 28        | 27        | 7         |
| Very badly         | 14        | 18        | 14        | 7         | 23        | 14        | 3         |
| <b>TOTAL BADLY</b> | <b>41</b> | <b>38</b> | <b>42</b> | <b>17</b> | <b>51</b> | <b>41</b> | <b>10</b> |
| Don't know         | 26        | 13        | 26        | 62        | 19        | 26        | 67        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

Ofcom has regulated the impartiality of GB News since it launched in June 2021 and was already regulating other major broadcasters including BBC, ITV, Channel 4, Channel 5 and Sky News. Over this time period, the regulator received over 25,000 complaints from the public about the impartiality of these channels. Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

#### BBC

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 6  | 6  | 4  | 8  | 2  | 4  | 4  | 2  | 8  | 1  | 4  | 5  | 6  | 3  | 5  | 4  | 5  | 4  | 4  | 5  |
| Just a few     | 22 | 24 | 31 | 30 | 16 | 26 | 21 | 33 | 27 | 14 | 17 | 30 | 20 | 26 | 19 | 16 | 21 | 25 | 26 | 26 | 16 |
| A quarter      | 14 | 13 | 16 | 20 | 10 | 21 | 13 | 16 | 20 | 10 | 24 | 18 | 13 | 15 | 13 | 12 | 16 | 14 | 12 | 16 | 12 |
| Half           | 10 | 12 | 10 | 8  | 13 | 15 | 14 | 10 | 11 | 9  | 12 | 10 | 11 | 10 | 10 | 12 | 10 | 10 | 10 | 10 | 11 |
| Three quarters | 5  | 4  | 8  | 5  | 7  | 5  | 5  | 5  | 5  | 8  | 2  | 4  | 7  | 5  | 6  | 5  | 5  | 5  | 7  | 5  | 6  |
| Almost all     | 5  | 6  | 4  | 1  | 8  | 5  | 5  | 4  | 1  | 10 | 5  | 3  | 6  | 4  | 6  | 7  | 5  | 5  | 6  | 5  | 6  |
| All            | 2  | 2  | 2  | 0  | 4  | 0  | 3  | 1  | 0  | 5  | 0  | 0  | 4  | 3  | 2  | 4  | 2  | 2  | 2  | 2  | 3  |
| Don't know     | 36 | 32 | 22 | 31 | 32 | 27 | 35 | 27 | 33 | 36 | 38 | 30 | 34 | 31 | 41 | 39 | 38 | 34 | 33 | 33 | 41 |

#### Sky

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 4  | 4  | 4  | 4  | 6  | 2  | 4  | 3  | 3  | 6  | 2  | 4  | 5  | 6  | 3  | 4  | 5  | 4  | 3  | 3  | 5  |
| Just a few     | 25 | 28 | 30 | 28 | 25 | 39 | 27 | 30 | 29 | 25 | 31 | 32 | 24 | 32 | 19 | 21 | 26 | 27 | 24 | 29 | 20 |
| A quarter      | 13 | 14 | 16 | 21 | 13 | 11 | 12 | 16 | 17 | 12 | 11 | 15 | 12 | 14 | 12 | 13 | 13 | 13 | 14 | 15 | 11 |
| Half           | 7  | 5  | 11 | 5  | 7  | 7  | 8  | 9  | 4  | 4  | 4  | 7  | 8  | 6  | 7  | 5  | 5  | 8  | 8  | 6  | 7  |
| Three quarters | 3  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 2  | 3  | 3  | 3  | 5  | 2  | 3  | 3  | 2  | 4  |
| Almost all     | 3  | 4  | 3  | 2  | 1  | 3  | 2  | 2  | 2  | 2  | 5  | 2  | 3  | 2  | 3  | 6  | 2  | 2  | 2  | 3  | 2  |
| All            | 1  | 0  | 2  | 0  | 2  | 0  | 1  | 1  | 0  | 2  | 0  | 0  | 1  | 1  | 1  | 2  | 1  | 1  | 2  | 1  | 1  |
| Don't know     | 45 | 42 | 30 | 37 | 42 | 33 | 44 | 36 | 41 | 46 | 43 | 38 | 44 | 36 | 52 | 44 | 46 | 42 | 45 | 41 | 49 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                          | Country     |         |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|--------------------------|-------------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                          | Total       | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| <b>Weighted Sample</b>   | <b>2153</b> | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| <b>Unweighted Sample</b> | <b>2153</b> | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                          | %           | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

Ofcom has regulated the impartiality of GB News since it launched in June 2021 and was already regulating other major broadcasters including BBC, ITV, Channel 4, Channel 5 and Sky News. Over this time period, the regulator received over 25,000 complaints from the public about the impartiality of these channels. Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

#### BBC

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 4  | 7  | 3  | 4  | 4  | 5  | 7  | 4  | 5  | 4  | 2  | 9  | 5  | 5  |
| Just a few     | 22 | 22 | 19 | 26 | 29 | 24 | 19 | 20 | 22 | 17 | 32 | 26 | 31 | 35 | 11 |
| A quarter      | 14 | 14 | 19 | 16 | 8  | 13 | 11 | 14 | 16 | 10 | 18 | 19 | 23 | 12 | 9  |
| Half           | 10 | 11 | 5  | 8  | 6  | 11 | 12 | 8  | 11 | 12 | 8  | 11 | 12 | 8  | 6  |
| Three quarters | 5  | 6  | 4  | 5  | 5  | 7  | 7  | 6  | 4  | 7  | 4  | 6  | 3  | 5  | 3  |
| Almost all     | 5  | 5  | 7  | 6  | 3  | 6  | 6  | 4  | 5  | 8  | 3  | 4  | 3  | 0  | 6  |
| All            | 2  | 2  | 4  | 1  | 2  | 2  | 2  | 2  | 3  | 4  | 1  | 1  | 0  | 3  | 1  |
| Don't know     | 36 | 36 | 34 | 34 | 42 | 35 | 37 | 39 | 36 | 38 | 30 | 31 | 18 | 32 | 60 |

#### Sky

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 4  | 4  | 7  | 5  | 6  | 4  | 4  | 4  | 3  | 5  | 3  | 3  | 7  | 5  | 3  |
| Just a few     | 25 | 25 | 21 | 28 | 20 | 25 | 23 | 22 | 28 | 21 | 31 | 33 | 35 | 29 | 13 |
| A quarter      | 13 | 13 | 14 | 13 | 12 | 15 | 14 | 14 | 12 | 13 | 15 | 15 | 18 | 5  | 8  |
| Half           | 7  | 7  | 2  | 8  | 6  | 6  | 8  | 6  | 6  | 8  | 6  | 5  | 8  | 4  | 4  |
| Three quarters | 3  | 3  | 1  | 3  | 3  | 3  | 3  | 2  | 3  | 4  | 2  | 3  | 2  | 6  | 1  |
| Almost all     | 3  | 3  | 3  | 1  | 0  | 2  | 3  | 6  | 2  | 3  | 2  | 3  | 5  | 2  | 2  |
| All            | 1  | 1  | 0  | 0  | 0  | 1  | 1  | 1  | 1  | 2  | 1  | 0  | 0  | 0  | 1  |
| Don't know     | 45 | 44 | 52 | 43 | 52 | 43 | 43 | 46 | 45 | 46 | 41 | 37 | 24 | 48 | 67 |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Net migration |               |                 | BBC                     |                 |                   |                     |       | Sky        |                 |                   |                     |       |            |
|-------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153          | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| Unweighted Sample | 2153          | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                   | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

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Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BBC            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| None           | 5  | 4  | 8  | 2  | 3  | 5  | 4  | 7  | 0  | 9  | 4  | 5  | 4  | 0  |
| Just a few     | 22 | 22 | 32 | 26 | 37 | 25 | 19 | 7  | 3  | 20 | 27 | 25 | 21 | 6  |
| A quarter      | 14 | 13 | 20 | 19 | 15 | 17 | 14 | 9  | 0  | 16 | 16 | 15 | 13 | 4  |
| Half           | 10 | 10 | 11 | 11 | 9  | 11 | 12 | 8  | 3  | 14 | 10 | 12 | 9  | 2  |
| Three quarters | 5  | 6  | 4  | 6  | 4  | 6  | 6  | 5  | 0  | 9  | 7  | 7  | 4  | 0  |
| Almost all     | 5  | 6  | 2  | 4  | 4  | 4  | 5  | 10 | 0  | 11 | 7  | 5  | 4  | 1  |
| All            | 2  | 3  | 1  | 1  | 2  | 0  | 2  | 6  | 0  | 7  | 2  | 3  | 2  | 0  |
| Don't know     | 36 | 35 | 22 | 31 | 26 | 32 | 38 | 47 | 94 | 14 | 25 | 28 | 42 | 87 |
| Sky            |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| None           | 4  | 4  | 7  | 3  | 3  | 3  | 4  | 8  | 0  | 16 | 1  | 3  | 4  | 0  |
| Just a few     | 25 | 24 | 33 | 33 | 33 | 30 | 23 | 14 | 0  | 29 | 38 | 33 | 20 | 0  |
| A quarter      | 13 | 14 | 15 | 15 | 16 | 14 | 13 | 11 | 6  | 9  | 17 | 14 | 13 | 3  |
| Half           | 7  | 7  | 7  | 5  | 7  | 7  | 7  | 5  | 0  | 10 | 7  | 8  | 6  | 2  |
| Three quarters | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 1  | 0  | 4  | 3  | 4  | 2  | 0  |
| Almost all     | 3  | 2  | 4  | 3  | 2  | 2  | 3  | 4  | 0  | 8  | 4  | 2  | 2  | 4  |
| All            | 1  | 1  | 0  | 0  | 2  | 0  | 0  | 2  | 0  | 7  | 0  | 1  | 1  | 0  |
| Don't know     | 45 | 44 | 31 | 37 | 34 | 42 | 46 | 55 | 94 | 18 | 30 | 35 | 53 | 91 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

Ofcom has regulated the impartiality of GB News since it launched in June 2021 and was already regulating other major broadcasters including BBC, ITV, Channel 4, Channel 5 and Sky News. Over this time period, the regulator received over 25,000 complaints from the public about the impartiality of these channels.

Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

#### BBC

|                |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 3  | 4  | 5  | 5  | 0  | 10 | 3  | 4  | 5  | 1  |
| Just a few     | 22 | 24 | 25 | 25 | 18 | 8  | 25 | 29 | 28 | 17 | 8  |
| A quarter      | 14 | 15 | 16 | 14 | 13 | 3  | 13 | 14 | 17 | 12 | 5  |
| Half           | 10 | 15 | 11 | 11 | 8  | 4  | 9  | 13 | 12 | 8  | 7  |
| Three quarters | 5  | 8  | 7  | 7  | 3  | 0  | 11 | 8  | 6  | 4  | 0  |
| Almost all     | 5  | 7  | 9  | 4  | 5  | 0  | 10 | 7  | 5  | 5  | 0  |
| All            | 2  | 5  | 2  | 2  | 2  | 3  | 10 | 2  | 1  | 3  | 2  |
| Don't know     | 36 | 25 | 25 | 31 | 45 | 82 | 11 | 22 | 26 | 46 | 77 |

#### Sky

|                |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|
| None           | 4  | 4  | 3  | 4  | 4  | 3  | 10 | 3  | 4  | 5  | 0  |
| Just a few     | 25 | 27 | 32 | 27 | 21 | 3  | 32 | 36 | 29 | 21 | 3  |
| A quarter      | 13 | 17 | 13 | 15 | 12 | 3  | 7  | 11 | 18 | 11 | 8  |
| Half           | 7  | 8  | 7  | 8  | 4  | 4  | 12 | 8  | 8  | 5  | 3  |
| Three quarters | 3  | 3  | 4  | 3  | 2  | 1  | 5  | 6  | 4  | 2  | 0  |
| Almost all     | 3  | 2  | 4  | 3  | 2  | 0  | 3  | 5  | 3  | 2  | 0  |
| All            | 1  | 5  | 1  | 0  | 1  | 0  | 10 | 1  | 0  | 1  | 2  |
| Don't know     | 45 | 33 | 36 | 40 | 54 | 87 | 21 | 31 | 35 | 54 | 84 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

Ofcom has regulated the impartiality of GB News since it launched in June 2021 and was already regulating other major broadcasters including BBC, ITV, Channel 4, Channel 5 and Sky News. Over this time period, the regulator received over 25,000 complaints from the public about the impartiality of these channels.

Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

#### BBC

|                |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 4  | 0  | 5  | 5  | 0  | 10 | 6  | 5  | 4  | 0  |
| Just a few     | 22 | 15 | 21 | 26 | 21 | 10 | 14 | 17 | 17 | 25 | 11 |
| A quarter      | 14 | 10 | 10 | 15 | 15 | 2  | 10 | 8  | 16 | 15 | 0  |
| Half           | 10 | 11 | 11 | 15 | 8  | 6  | 11 | 12 | 15 | 9  | 4  |
| Three quarters | 5  | 13 | 10 | 6  | 5  | 0  | 13 | 9  | 6  | 5  | 0  |
| Almost all     | 5  | 15 | 15 | 6  | 4  | 0  | 12 | 14 | 7  | 4  | 0  |
| All            | 2  | 24 | 4  | 3  | 2  | 3  | 15 | 4  | 4  | 1  | 0  |
| Don't know     | 36 | 9  | 29 | 25 | 40 | 79 | 15 | 29 | 30 | 38 | 85 |

#### Sky

|                |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|
| None           | 4  | 0  | 0  | 5  | 4  | 1  | 7  | 6  | 5  | 4  | 0  |
| Just a few     | 25 | 20 | 28 | 29 | 24 | 8  | 23 | 27 | 22 | 27 | 5  |
| A quarter      | 13 | 4  | 12 | 17 | 12 | 5  | 8  | 17 | 16 | 13 | 5  |
| Half           | 7  | 21 | 5  | 10 | 5  | 3  | 15 | 7  | 8  | 6  | 2  |
| Three quarters | 3  | 0  | 8  | 4  | 2  | 0  | 4  | 4  | 5  | 2  | 0  |
| Almost all     | 3  | 23 | 5  | 2  | 2  | 0  | 8  | 4  | 4  | 2  | 0  |
| All            | 1  | 24 | 3  | 1  | 1  | 2  | 10 | 2  | 1  | 0  | 0  |
| Don't know     | 45 | 9  | 39 | 32 | 50 | 81 | 26 | 34 | 40 | 47 | 89 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 1169                 | 937        | 48               | 361                  | 1737       | 56               | 538                  | 1560       | 55               | 285                  | 1808       | 60 |
| Unweighted Sample | 2153             | 1239                 | 885        | 29               | 367                  | 1750       | 36               | 586                  | 1532       | 35               | 305                  | 1808       | 40 |
|                   | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %  |

Ofcom has regulated the impartiality of GB News since it launched in June 2021 and was already regulating other major broadcasters including BBC, ITV, Channel 4, Channel 5 and Sky News. Over this time period, the regulator received over 25,000 complaints from the public about the impartiality of these channels. Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BBC            |    |    |    |    |    |    |    |    |    |    |    |    |    |
| None           | 5  | 4  | 5  | 0  | 6  | 4  | 0  | 4  | 5  | 0  | 5  | 5  | 1  |
| Just a few     | 22 | 30 | 14 | 3  | 25 | 22 | 6  | 25 | 22 | 8  | 29 | 22 | 8  |
| A quarter      | 14 | 16 | 12 | 0  | 16 | 14 | 4  | 16 | 14 | 3  | 14 | 14 | 5  |
| Half           | 10 | 10 | 10 | 3  | 11 | 10 | 2  | 12 | 10 | 4  | 12 | 10 | 7  |
| Three quarters | 5  | 5  | 6  | 0  | 8  | 5  | 0  | 7  | 5  | 0  | 9  | 5  | 0  |
| Almost all     | 5  | 4  | 7  | 0  | 8  | 5  | 1  | 8  | 4  | 0  | 8  | 5  | 0  |
| All            | 2  | 1  | 4  | 0  | 3  | 2  | 0  | 3  | 2  | 3  | 4  | 2  | 2  |
| Don't know     | 36 | 29 | 42 | 94 | 22 | 37 | 87 | 25 | 38 | 82 | 20 | 37 | 77 |
| Sky            |    |    |    |    |    |    |    |    |    |    |    |    |    |
| None           | 4  | 3  | 5  | 0  | 6  | 4  | 0  | 3  | 4  | 3  | 4  | 4  | 0  |
| Just a few     | 25 | 31 | 19 | 0  | 36 | 24 | 0  | 31 | 24 | 3  | 35 | 24 | 3  |
| A quarter      | 13 | 15 | 12 | 6  | 15 | 13 | 3  | 14 | 13 | 3  | 10 | 14 | 8  |
| Half           | 7  | 7  | 6  | 0  | 8  | 6  | 2  | 7  | 6  | 4  | 9  | 6  | 3  |
| Three quarters | 3  | 3  | 3  | 0  | 3  | 3  | 0  | 4  | 3  | 1  | 6  | 2  | 0  |
| Almost all     | 3  | 2  | 3  | 0  | 5  | 2  | 4  | 4  | 2  | 0  | 4  | 2  | 0  |
| All            | 1  | 1  | 1  | 0  | 2  | 1  | 0  | 2  | 1  | 0  | 3  | 1  | 2  |
| Don't know     | 45 | 38 | 50 | 94 | 26 | 47 | 91 | 35 | 46 | 87 | 29 | 46 | 84 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Total Channel 5  |                      |            | Total GB News    |                      |            |
|-------------------|-------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   | Total | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153  | 119              | 1976                 | 58         | 262              | 1836                 | 55         |
| Unweighted Sample | 2153  | 125              | 1989                 | 39         | 272              | 1842                 | 39         |
|                   | %     | %                | %                    | %          | %                | %                    | %          |

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Roughly what proportion, if any, of these complaints do you think led to the regulator finding each of these broadcasters had broken the rules on impartiality?

#### BBC

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| None           | 5  | 1  | 5  | 0  | 8  | 4  | 0  |
| Just a few     | 22 | 20 | 23 | 10 | 16 | 24 | 11 |
| A quarter      | 14 | 10 | 15 | 2  | 9  | 15 | 0  |
| Half           | 10 | 11 | 10 | 6  | 12 | 10 | 4  |
| Three quarters | 5  | 11 | 5  | 0  | 10 | 5  | 0  |
| Almost all     | 5  | 15 | 5  | 0  | 13 | 4  | 0  |
| All            | 2  | 8  | 2  | 3  | 8  | 2  | 0  |
| Don't know     | 36 | 25 | 35 | 79 | 24 | 36 | 85 |

#### Sky

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| None           | 4  | 0  | 4  | 1  | 6  | 4  | 0  |
| Just a few     | 25 | 26 | 26 | 8  | 26 | 26 | 5  |
| A quarter      | 13 | 10 | 14 | 5  | 14 | 13 | 5  |
| Half           | 7  | 8  | 6  | 3  | 10 | 6  | 2  |
| Three quarters | 3  | 6  | 3  | 0  | 4  | 3  | 0  |
| Almost all     | 3  | 8  | 2  | 0  | 5  | 2  | 0  |
| All            | 1  | 7  | 1  | 2  | 5  | 1  | 0  |
| Don't know     | 45 | 33 | 44 | 81 | 31 | 45 | 89 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

# ITV

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 4  | 4  | 5  | 7  | 6  | 2  | 5  | 3  | 5  | 5  | 2  | 4  | 4  | 6  | 2  | 6  | 4  | 4  | 4  | 4  | 5  |
| Just a few     | 32 | 34 | 42 | 41 | 29 | 43 | 33 | 40 | 40 | 27 | 33 | 40 | 30 | 39 | 25 | 25 | 32 | 35 | 32 | 35 | 27 |
| A quarter      | 12 | 13 | 14 | 9  | 11 | 14 | 11 | 14 | 10 | 9  | 14 | 12 | 12 | 10 | 13 | 11 | 12 | 11 | 12 | 13 | 10 |
| Half           | 5  | 8  | 5  | 4  | 8  | 4  | 8  | 5  | 3  | 8  | 0  | 4  | 7  | 4  | 6  | 5  | 4  | 5  | 7  | 4  | 6  |
| Three quarters | 2  | 2  | 3  | 1  | 2  | 4  | 2  | 2  | 1  | 2  | 5  | 1  | 2  | 1  | 2  | 4  | 1  | 2  | 3  | 2  | 2  |
| Almost all     | 2  | 3  | 2  | 2  | 2  | 0  | 2  | 1  | 1  | 3  | 3  | 1  | 2  | 2  | 2  | 3  | 1  | 2  | 2  | 2  | 1  |
| All            | 1  | 0  | 2  | 0  | 2  | 0  | 1  | 1  | 0  | 2  | 0  | 0  | 1  | 1  | 1  | 3  | 1  | 0  | 1  | 1  | 1  |
| Don't know     | 42 | 35 | 27 | 36 | 40 | 34 | 39 | 33 | 39 | 44 | 43 | 37 | 41 | 36 | 48 | 45 | 45 | 41 | 39 | 39 | 47 |

# Channel 4

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 3  | 9  | 6  | 6  | 4  | 3  | 7  | 4  | 5  | 5  | 6  | 5  | 7  | 3  | 3  | 5  | 6  | 4  | 5  | 6  |
| Just a few     | 30 | 31 | 41 | 37 | 26 | 46 | 31 | 41 | 38 | 20 | 33 | 40 | 27 | 36 | 26 | 25 | 32 | 31 | 30 | 34 | 26 |
| A quarter      | 12 | 14 | 12 | 15 | 12 | 7  | 11 | 11 | 12 | 14 | 9  | 10 | 13 | 11 | 12 | 15 | 10 | 13 | 11 | 13 | 9  |
| Half           | 4  | 4  | 4  | 3  | 8  | 5  | 5  | 5  | 3  | 7  | 3  | 4  | 6  | 4  | 5  | 4  | 3  | 6  | 6  | 4  | 5  |
| Three quarters | 2  | 3  | 5  | 0  | 2  | 2  | 2  | 2  | 1  | 2  | 5  | 1  | 3  | 2  | 2  | 2  | 2  | 2  | 2  | 2  | 3  |
| Almost all     | 2  | 2  | 1  | 1  | 2  | 1  | 1  | 1  | 2  | 2  | 1  | 1  | 1  | 2  | 2  | 2  | 1  | 2  | 2  | 2  | 1  |
| All            | 1  | 0  | 2  | 0  | 2  | 0  | 1  | 1  | 0  | 2  | 0  | 0  | 1  | 2  | 0  | 3  | 1  | 1  | 1  | 1  | 1  |
| Don't know     | 44 | 43 | 26 | 37 | 42 | 34 | 45 | 32 | 41 | 48 | 44 | 38 | 44 | 37 | 51 | 46 | 46 | 41 | 43 | 40 | 50 |

# Channel 5

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 4  | 7  | 5  | 8  | 5  | 3  | 5  | 5  | 8  | 7  | 5  | 5  | 8  | 3  | 5  | 5  | 5  | 5  | 5  | 5  |
| Just a few     | 30 | 34 | 35 | 40 | 29 | 40 | 33 | 40 | 39 | 23 | 28 | 38 | 30 | 36 | 25 | 24 | 31 | 33 | 30 | 34 | 25 |
| A quarter      | 8  | 8  | 10 | 9  | 8  | 10 | 8  | 8  | 6  | 8  | 8  | 8  | 8  | 7  | 8  | 9  | 6  | 9  | 9  | 9  | 7  |
| Half           | 4  | 4  | 7  | 3  | 5  | 4  | 5  | 5  | 3  | 6  | 1  | 4  | 5  | 4  | 4  | 3  | 3  | 5  | 5  | 4  | 5  |
| Three quarters | 2  | 1  | 4  | 1  | 2  | 2  | 2  | 2  | 1  | 2  | 3  | 1  | 3  | 1  | 2  | 2  | 2  | 2  | 2  | 2  | 2  |
| Almost all     | 1  | 2  | 1  | 1  | 2  | 0  | 1  | 1  | 1  | 3  | 2  | 1  | 2  | 1  | 2  | 1  | 1  | 1  | 2  | 2  | 1  |
| All            | 1  | 0  | 2  | 0  | 1  | 0  | 0  | 2  | 0  | 1  | 0  | 0  | 1  | 1  | 1  | 3  | 0  | 0  | 1  | 1  | 1  |
| Don't know     | 48 | 47 | 33 | 42 | 44 | 39 | 47 | 38 | 44 | 48 | 50 | 43 | 46 | 41 | 55 | 53 | 51 | 44 | 47 | 45 | 54 |

# GB News

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 3  | 2  | 2  | 3  | 8  | 1  | 2  | 2  | 2  | 9  | 1  | 2  | 5  | 4  | 3  | 4  | 4  | 3  | 2  | 2  | 5  |
| Just a few     | 11 | 16 | 10 | 6  | 18 | 9  | 15 | 10 | 7  | 13 | 6  | 8  | 15 | 12 | 9  | 7  | 9  | 12 | 14 | 11 | 10 |
| A quarter      | 9  | 12 | 7  | 10 | 12 | 6  | 13 | 7  | 8  | 13 | 6  | 9  | 11 | 9  | 9  | 9  | 8  | 10 | 11 | 10 | 8  |
| Half           | 13 | 14 | 17 | 16 | 12 | 18 | 14 | 16 | 16 | 10 | 13 | 14 | 13 | 15 | 11 | 13 | 13 | 15 | 12 | 14 | 12 |
| Three quarters | 10 | 5  | 16 | 17 | 6  | 18 | 5  | 16 | 16 | 6  | 19 | 14 | 8  | 11 | 8  | 10 | 10 | 9  | 9  | 11 | 8  |
| Almost all     | 12 | 8  | 21 | 17 | 6  | 17 | 8  | 18 | 16 | 6  | 13 | 18 | 7  | 14 | 10 | 12 | 12 | 13 | 9  | 13 | 10 |
| All            | 2  | 1  | 5  | 1  | 2  | 4  | 1  | 4  | 0  | 3  | 5  | 2  | 2  | 3  | 2  | 6  | 2  | 2  | 2  | 3  | 2  |
| Don't know     | 40 | 41 | 22 | 31 | 37 | 27 | 42 | 29 | 36 | 40 | 36 | 33 | 40 | 31 | 48 | 38 | 43 | 36 | 41 | 37 | 45 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Country |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|-------------------|-------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                   | Total | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| Weighted Sample   | 2153  | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| Unweighted Sample | 2153  | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                   | %     | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |
| None              | 4     | 4       | 6     | 4        | 7                | 4                 | 4        | 7      | 3     | 4                                           | 4                | 3                       | 9                  | 4                       | 4          |
| Just a few        | 32    | 32      | 28    | 38       | 24               | 31                | 32       | 29     | 33    | 26                                          | 39               | 43                      | 49                 | 40                      | 13         |
| A quarter         | 12    | 12      | 13    | 10       | 11               | 13                | 10       | 10     | 12    | 12                                          | 14               | 12                      | 8                  | 4                       | 8          |
| Half              | 5     | 5       | 3     | 5        | 3                | 5                 | 6        | 4      | 6     | 8                                           | 3                | 4                       | 2                  | 6                       | 5          |
| Three quarters    | 2     | 2       | 0     | 1        | 2                | 2                 | 4        | 2      | 1     | 3                                           | 2                | 2                       | 1                  | 3                       | 0          |
| Almost all        | 2     | 2       | 1     | 1        | 0                | 2                 | 3        | 3      | 1     | 2                                           | 2                | 1                       | 4                  | 1                       | 1          |
| All               | 1     | 1       | 0     | 0        | 0                | 1                 | 1        | 0      | 2     | 2                                           | 1                | 0                       | 0                  | 0                       | 1          |
| Don't know        | 42    | 42      | 50    | 40       | 53               | 41                | 40       | 45     | 42    | 44                                          | 36               | 35                      | 27                 | 41                      | 68         |
| None              | 5     | 5       | 7     | 6        | 6                | 5                 | 4        | 6      | 4     | 4                                           | 5                | 4                       | 10                 | 5                       | 5          |
| Just a few        | 30    | 31      | 29    | 31       | 19               | 34                | 30       | 28     | 30    | 24                                          | 38               | 42                      | 46                 | 34                      | 13         |
| A quarter         | 12    | 11      | 12    | 12       | 13               | 11                | 11       | 10     | 13    | 13                                          | 12               | 12                      | 7                  | 14                      | 8          |
| Half              | 4     | 5       | 3     | 4        | 6                | 4                 | 6        | 4      | 4     | 6                                           | 3                | 3                       | 2                  | 4                       | 4          |
| Three quarters    | 2     | 2       | 0     | 2        | 2                | 2                 | 2        | 4      | 2     | 3                                           | 2                | 1                       | 3                  | 0                       | 1          |
| Almost all        | 2     | 2       | 3     | 2        | 0                | 1                 | 1        | 2      | 2     | 1                                           | 2                | 1                       | 4                  | 2                       | 1          |
| All               | 1     | 1       | 0     | 0        | 3                | 1                 | 1        | 1      | 1     | 1                                           | 1                | 0                       | 0                  | 0                       | 1          |
| Don't know        | 44    | 44      | 46    | 43       | 51               | 42                | 44       | 45     | 45    | 47                                          | 37               | 36                      | 28                 | 41                      | 67         |
| None              | 5     | 5       | 10    | 5        | 3                | 5                 | 5        | 7      | 4     | 5                                           | 4                | 4                       | 10                 | 8                       | 4          |
| Just a few        | 30    | 31      | 28    | 35       | 21               | 34                | 29       | 29     | 30    | 25                                          | 37               | 41                      | 42                 | 29                      | 15         |
| A quarter         | 8     | 8       | 5     | 7        | 9                | 9                 | 6        | 6      | 9     | 9                                           | 8                | 7                       | 8                  | 5                       | 6          |
| Half              | 4     | 4       | 2     | 4        | 2                | 3                 | 5        | 3      | 5     | 6                                           | 4                | 3                       | 4                  | 4                       | 2          |
| Three quarters    | 2     | 2       | 0     | 3        | 2                | 1                 | 3        | 5      | 1     | 3                                           | 1                | 2                       | 0                  | 6                       | 1          |
| Almost all        | 1     | 1       | 2     | 1        | 0                | 1                 | 2        | 1      | 1     | 1                                           | 2                | 1                       | 2                  | 0                       | 1          |
| All               | 1     | 1       | 0     | 0        | 0                | 1                 | 1        | 0      | 1     | 1                                           | 1                | 1                       | 0                  | 0                       | 0          |
| Don't know        | 48    | 48      | 53    | 46       | 64               | 46                | 49       | 49     | 49    | 50                                          | 42               | 42                      | 34                 | 47                      | 70         |
| None              | 3     | 3       | 5     | 3        | 3                | 3                 | 3        | 4      | 3     | 5                                           | 2                | 2                       | 5                  | 0                       | 1          |
| Just a few        | 11    | 11      | 11    | 9        | 3                | 11                | 12       | 8      | 11    | 14                                          | 11               | 7                       | 14                 | 3                       | 3          |
| A quarter         | 9     | 9       | 6     | 7        | 18               | 9                 | 9        | 8      | 10    | 10                                          | 11               | 10                      | 10                 | 7                       | 4          |
| Half              | 13    | 13      | 16    | 12       | 10               | 13                | 14       | 15     | 12    | 11                                          | 15               | 16                      | 23                 | 16                      | 7          |
| Three quarters    | 10    | 10      | 6     | 10       | 5                | 10                | 10       | 13     | 10    | 7                                           | 12               | 15                      | 12                 | 15                      | 7          |
| Almost all        | 12    | 11      | 10    | 15       | 9                | 14                | 10       | 11     | 11    | 8                                           | 13               | 17                      | 18                 | 19                      | 11         |
| All               | 2     | 2       | 3     | 2        | 0                | 3                 | 3        | 3      | 2     | 2                                           | 2                | 4                       | 1                  | 6                       | 2          |
| Don't know        | 40    | 40      | 42    | 40       | 52               | 38                | 41       | 40     | 40    | 44                                          | 34               | 30                      | 17                 | 36                      | 64         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |                | Net migration |               |                 | BBC                     |                 |                   |                     |       | Sky        |                 |                   |                     |       |            |
|-------------------|----------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   |                | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   |                | 2153          | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| Unweighted Sample |                | 2153          | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                   | %              | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
|                   | None           | 4             | 4             | 8               | 3                       | 4               | 4                 | 4                   | 6     | 0          | 11              | 2                 | 5                   | 4     | 0          |
|                   | Just a few     | 32            | 31            | 47              | 43                      | 39              | 36                | 32                  | 19    | 6          | 31              | 38                | 37                  | 30    | 3          |
|                   | A quarter      | 12            | 13            | 7               | 12                      | 14              | 13                | 10                  | 11    | 0          | 8               | 15                | 13                  | 11    | 0          |
|                   | Half           | 5             | 6             | 3               | 4                       | 5               | 7                 | 5                   | 3     | 0          | 9               | 8                 | 7                   | 4     | 2          |
|                   | Three quarters | 2             | 2             | 2               | 2                       | 3               | 2                 | 2                   | 1     | 0          | 4               | 2                 | 3                   | 2     | 0          |
|                   | Almost all     | 2             | 2             | 3               | 1                       | 2               | 2                 | 1                   | 3     | 0          | 4               | 3                 | 2                   | 1     | 0          |
|                   | All            | 1             | 1             | 0               | 0                       | 2               | 0                 | 0                   | 2     | 0          | 8               | 0                 | 1                   | 1     | 4          |
|                   | Don't know     | 42            | 41            | 31              | 35                      | 32              | 37                | 45                  | 55    | 94         | 26              | 32                | 34                  | 48    | 91         |
|                   | None           | 5             | 5             | 8               | 4                       | 5               | 5                 | 5                   | 5     | 0          | 13              | 5                 | 4                   | 5     | 0          |
|                   | Just a few     | 30            | 29            | 42              | 42                      | 38              | 35                | 29                  | 19    | 0          | 27              | 41                | 38                  | 27    | 5          |
|                   | A quarter      | 12            | 12            | 9               | 12                      | 14              | 12                | 12                  | 10    | 3          | 13              | 12                | 13                  | 11    | 3          |
|                   | Half           | 4             | 5             | 3               | 3                       | 4               | 6                 | 4                   | 4     | 0          | 7               | 5                 | 5                   | 4     | 2          |
|                   | Three quarters | 2             | 3             | 2               | 1                       | 4               | 1                 | 2                   | 2     | 0          | 6               | 3                 | 2                   | 2     | 0          |
|                   | Almost all     | 2             | 2             | 4               | 1                       | 1               | 2                 | 2                   | 2     | 0          | 3               | 3                 | 2                   | 1     | 0          |
|                   | All            | 1             | 1             | 0               | 0                       | 2               | 0                 | 0                   | 2     | 0          | 8               | 0                 | 1                   | 1     | 0          |
|                   | Don't know     | 44            | 43            | 32              | 36                      | 33              | 39                | 46                  | 56    | 97         | 23              | 33                | 34                  | 51    | 90         |
|                   | None           | 5             | 5             | 9               | 4                       | 4               | 5                 | 5                   | 6     | 0          | 12              | 5                 | 5                   | 5     | 0          |
|                   | Just a few     | 30            | 30            | 38              | 41                      | 38              | 34                | 30                  | 19    | 3          | 32              | 36                | 38                  | 27    | 3          |
|                   | A quarter      | 8             | 8             | 7               | 7                       | 9               | 8                 | 7                   | 7     | 0          | 5               | 12                | 7                   | 8     | 0          |
|                   | Half           | 4             | 5             | 4               | 3                       | 5               | 4                 | 5                   | 3     | 0          | 11              | 5                 | 6                   | 3     | 6          |
|                   | Three quarters | 2             | 2             | 2               | 2                       | 2               | 1                 | 3                   | 1     | 0          | 3               | 3                 | 3                   | 1     | 0          |
|                   | Almost all     | 1             | 2             | 2               | 1                       | 2               | 1                 | 1                   | 1     | 0          | 5               | 2                 | 1                   | 1     | 0          |
|                   | All            | 1             | 1             | 0               | 1                       | 2               | 0                 | 0                   | 2     | 0          | 6               | 0                 | 1                   | 1     | 0          |
|                   | Don't know     | 48            | 47            | 38              | 42                      | 37              | 46                | 48                  | 61    | 97         | 25              | 36                | 40                  | 55    | 91         |
|                   | None           | 3             | 4             | 4               | 2                       | 2               | 3                 | 3                   | 6     | 0          | 10              | 2                 | 3                   | 3     | 0          |
|                   | Just a few     | 11            | 13            | 11              | 7                       | 10              | 10                | 12                  | 13    | 0          | 13              | 14                | 14                  | 8     | 4          |
|                   | A quarter      | 9             | 10            | 9               | 10                      | 10              | 10                | 11                  | 7     | 0          | 8               | 15                | 11                  | 8     | 0          |
|                   | Half           | 13            | 12            | 21              | 16                      | 16              | 17                | 12                  | 7     | 0          | 14              | 13                | 16                  | 12    | 5          |
|                   | Three quarters | 10            | 9             | 13              | 15                      | 14              | 11                | 7                   | 5     | 5          | 15              | 13                | 10                  | 9     | 5          |
|                   | Almost all     | 12            | 10            | 18              | 17                      | 14              | 14                | 12                  | 6     | 0          | 13              | 11                | 15                  | 11    | 1          |
|                   | All            | 2             | 2             | 2               | 4                       | 3               | 1                 | 2                   | 4     | 0          | 7               | 2                 | 1                   | 3     | 0          |
|                   | Don't know     | 40            | 40            | 22              | 30                      | 31              | 35                | 42                  | 52    | 95         | 20              | 30                | 30                  | 47    | 85         |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                 |                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-----------------|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                 |                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample |                   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
|                 | Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                 |                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
|                 | None              | 4     | 2               | 4                 | 4                   | 5     | 3          | 8               | 2                 | 4                   | 5     | 0          |
|                 | Just a few        | 32    | 37              | 34                | 37                  | 27    | 4          | 39              | 41                | 39                  | 25    | 7          |
|                 | A quarter         | 12    | 12              | 17                | 12                  | 9     | 0          | 10              | 14                | 14                  | 10    | 0          |
|                 | Half              | 5     | 10              | 8                 | 5                   | 3     | 3          | 6               | 7                 | 6                   | 4     | 3          |
|                 | Three quarters    | 2     | 3               | 3                 | 2                   | 1     | 0          | 2               | 3                 | 2                   | 2     | 0          |
|                 | Almost all        | 2     | 1               | 5                 | 2                   | 1     | 0          | 5               | 4                 | 1                   | 1     | 1          |
|                 | All               | 1     | 6               | 1                 | 0                   | 1     | 0          | 13              | 1                 | 1                   | 1     | 2          |
|                 | Don't know        | 42    | 28              | 29                | 38                  | 54    | 90         | 17              | 28                | 32                  | 52    | 87         |
|                 | None              | 5     | 3               | 6                 | 5                   | 5     | 3          | 16              | 5                 | 4                   | 5     | 1          |
|                 | Just a few        | 30    | 31              | 36                | 34                  | 25    | 1          | 32              | 40                | 39                  | 23    | 0          |
|                 | A quarter         | 12    | 10              | 15                | 13                  | 9     | 6          | 9               | 15                | 14                  | 10    | 5          |
|                 | Half              | 4     | 10              | 5                 | 5                   | 3     | 0          | 4               | 5                 | 6                   | 4     | 0          |
|                 | Three quarters    | 2     | 5               | 3                 | 2                   | 1     | 0          | 3               | 5                 | 3                   | 1     | 0          |
|                 | Almost all        | 2     | 0               | 3                 | 2                   | 1     | 0          | 3               | 3                 | 1                   | 1     | 0          |
|                 | All               | 1     | 6               | 0                 | 1                   | 1     | 0          | 17              | 1                 | 0                   | 1     | 2          |
|                 | Don't know        | 44    | 34              | 32                | 40                  | 54    | 90         | 17              | 26                | 33                  | 55    | 92         |
|                 | None              | 5     | 5               | 6                 | 5                   | 5     | 3          | 12              | 5                 | 5                   | 5     | 0          |
|                 | Just a few        | 30    | 28              | 37                | 35                  | 25    | 3          | 37              | 37                | 39                  | 24    | 4          |
|                 | A quarter         | 8     | 12              | 9                 | 8                   | 7     | 0          | 5               | 9                 | 10                  | 7     | 0          |
|                 | Half              | 4     | 8               | 6                 | 4                   | 3     | 3          | 9               | 5                 | 6                   | 3     | 3          |
|                 | Three quarters    | 2     | 8               | 2                 | 2                   | 1     | 0          | 4               | 4                 | 2                   | 1     | 1          |
|                 | Almost all        | 1     | 1               | 2                 | 1                   | 1     | 0          | 0               | 3                 | 1                   | 1     | 0          |
|                 | All               | 1     | 5               | 1                 | 0                   | 1     | 0          | 13              | 0                 | 0                   | 1     | 2          |
|                 | Don't know        | 48    | 34              | 37                | 45                  | 58    | 92         | 20              | 39                | 36                  | 59    | 90         |
|                 | None              | 3     | 1               | 4                 | 3                   | 4     | 3          | 12              | 1                 | 3                   | 4     | 0          |
|                 | Just a few        | 11    | 10              | 11                | 12                  | 9     | 6          | 7               | 10                | 12                  | 9     | 9          |
|                 | A quarter         | 9     | 10              | 12                | 11                  | 7     | 0          | 3               | 10                | 11                  | 8     | 2          |
|                 | Half              | 13    | 16              | 13                | 16                  | 10    | 0          | 17              | 15                | 18                  | 10    | 2          |
|                 | Three quarters    | 10    | 13              | 10                | 11                  | 8     | 5          | 19              | 15                | 12                  | 7     | 6          |
|                 | Almost all        | 12    | 8               | 15                | 12                  | 11    | 1          | 20              | 19                | 12                  | 10    | 0          |
|                 | All               | 2     | 6               | 2                 | 2                   | 3     | 0          | 10              | 3                 | 2                   | 2     | 0          |
|                 | Don't know        | 40    | 35              | 32                | 33                  | 49    | 85         | 11              | 25                | 29                  | 51    | 82         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |      | Channel 5 |                 |                   |                     |       | GB News    |                 |                   |                     |       |            |
|-------------------|------|-----------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   |      | Total     | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153 | 24        | 95              | 633               | 1344                | 58    | 94         | 168             | 367               | 1469                | 55    |            |
| Unweighted Sample | 2153 | 23        | 102             | 675               | 1314                | 39    | 110        | 162             | 355               | 1487                | 39    |            |
|                   |      | %         | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     |            |
| <hr/>             |      |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
| None              | 4    | 7         | 1               | 5                 | 4                   | 0     | 8          | 6               | 5                 | 4                   | 0     |            |
| Just a few        | 32   | 16        | 30              | 38                | 30                  | 10    | 25         | 31              | 32                | 33                  | 5     |            |
| A quarter         | 12   | 4         | 15              | 15                | 11                  | 0     | 8          | 12              | 13                | 12                  | 0     |            |
| Half              | 5    | 15        | 7               | 7                 | 4                   | 3     | 13         | 8               | 9                 | 4                   | 6     |            |
| Three quarters    | 2    | 3         | 5               | 3                 | 1                   | 0     | 4          | 3               | 3                 | 1                   | 0     |            |
| Almost all        | 2    | 17        | 3               | 2                 | 1                   | 0     | 8          | 3               | 2                 | 1                   | 0     |            |
| All               | 1    | 29        | 3               | 0                 | 1                   | 3     | 10         | 2               | 1                 | 0                   | 0     |            |
| Don't know        | 42   | 9         | 37              | 30                | 47                  | 85    | 24         | 35              | 36                | 44                  | 89    |            |
| <hr/>             |      |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
| None              | 5    | 10        | 2               | 5                 | 5                   | 0     | 7          | 5               | 5                 | 5                   | 0     |            |
| Just a few        | 30   | 19        | 28              | 39                | 28                  | 4     | 22         | 32              | 28                | 32                  | 3     |            |
| A quarter         | 12   | 5         | 12              | 14                | 11                  | 6     | 14         | 11              | 13                | 11                  | 6     |            |
| Half              | 4    | 6         | 11              | 5                 | 4                   | 0     | 10         | 8               | 6                 | 3                   | 2     |            |
| Three quarters    | 2    | 9         | 6               | 3                 | 1                   | 0     | 5          | 4               | 4                 | 1                   | 0     |            |
| Almost all        | 2    | 13        | 4               | 1                 | 1                   | 0     | 4          | 3               | 2                 | 1                   | 0     |            |
| All               | 1    | 29        | 3               | 1                 | 0                   | 2     | 10         | 2               | 1                 | 0                   | 0     |            |
| Don't know        | 44   | 9         | 34              | 31                | 49                  | 88    | 28         | 35              | 40                | 45                  | 89    |            |
| <hr/>             |      |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
| None              | 5    | 3         | 2               | 6                 | 5                   | 0     | 9          | 7               | 5                 | 5                   | 1     |            |
| Just a few        | 30   | 19        | 37              | 40                | 27                  | 7     | 29         | 31              | 28                | 32                  | 5     |            |
| A quarter         | 8    | 2         | 7               | 10                | 7                   | 0     | 7          | 9               | 10                | 8                   | 0     |            |
| Half              | 4    | 9         | 5               | 6                 | 3                   | 3     | 9          | 8               | 5                 | 3                   | 4     |            |
| Three quarters    | 2    | 15        | 7               | 2                 | 1                   | 0     | 5          | 4               | 4                 | 1                   | 0     |            |
| Almost all        | 1    | 12        | 2               | 1                 | 1                   | 1     | 3          | 3               | 2                 | 1                   | 0     |            |
| All               | 1    | 29        | 1               | 1                 | 0                   | 2     | 10         | 1               | 1                 | 0                   | 0     |            |
| Don't know        | 48   | 9         | 38              | 34                | 55                  | 88    | 30         | 36              | 45                | 50                  | 90    |            |
| <hr/>             |      |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
| None              | 3    | 3         | 3               | 4                 | 3                   | 1     | 13         | 5               | 5                 | 2                   | 0     |            |
| Just a few        | 11   | 0         | 8               | 14                | 9                   | 11    | 24         | 24              | 13                | 8                   | 5     |            |
| A quarter         | 9    | 7         | 14              | 13                | 8                   | 3     | 9          | 14              | 14                | 8                   | 0     |            |
| Half              | 13   | 15        | 19              | 15                | 12                  | 1     | 9          | 13              | 15                | 13                  | 2     |            |
| Three quarters    | 10   | 23        | 9               | 12                | 9                   | 4     | 11         | 7               | 8                 | 11                  | 0     |            |
| Almost all        | 12   | 20        | 9               | 12                | 12                  | 0     | 11         | 5               | 7                 | 14                  | 2     |            |
| All               | 2    | 24        | 4               | 2                 | 2                   | 0     | 8          | 1               | 1                 | 3                   | 0     |            |
| Don't know        | 40   | 9         | 33              | 29                | 44                  | 79    | 14         | 31              | 36                | 42                  | 92    |            |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |
|-------------------|-------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   | Total | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153  | 1169             | 937                  | 48         | 361              | 1737                 | 56         | 538              | 1560                 | 55         | 285              | 1808                 | 60         |
| Unweighted Sample | 2153  | 1239             | 885                  | 29         | 367              | 1750                 | 36         | 586              | 1532                 | 35         | 305              | 1808                 | 40         |
|                   | %     | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          |

#### ITV

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 4  | 4  | 5  | 0  | 5  | 4  | 0  | 4  | 4  | 3  | 4  | 4  | 0  |
| Just a few     | 32 | 37 | 26 | 6  | 36 | 32 | 3  | 34 | 32 | 4  | 40 | 31 | 7  |
| A quarter      | 12 | 13 | 10 | 0  | 13 | 12 | 0  | 16 | 11 | 0  | 13 | 12 | 0  |
| Half           | 5  | 6  | 4  | 0  | 8  | 5  | 2  | 8  | 4  | 3  | 6  | 5  | 3  |
| Three quarters | 2  | 2  | 2  | 0  | 2  | 2  | 0  | 3  | 2  | 0  | 3  | 2  | 0  |
| Almost all     | 2  | 2  | 2  | 0  | 3  | 1  | 0  | 4  | 1  | 0  | 4  | 1  | 1  |
| All            | 1  | 1  | 1  | 0  | 2  | 1  | 4  | 2  | 1  | 0  | 3  | 1  | 2  |
| Don't know     | 42 | 34 | 50 | 94 | 30 | 43 | 91 | 29 | 45 | 90 | 26 | 43 | 87 |

#### Channel 4

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 5  | 5  | 0  | 7  | 5  | 0  | 5  | 5  | 3  | 7  | 5  | 1  |
| Just a few     | 30 | 36 | 25 | 0  | 36 | 30 | 5  | 35 | 30 | 1  | 38 | 30 | 0  |
| A quarter      | 12 | 12 | 11 | 3  | 12 | 12 | 3  | 14 | 11 | 6  | 14 | 11 | 5  |
| Half           | 4  | 5  | 4  | 0  | 5  | 4  | 2  | 6  | 4  | 0  | 5  | 5  | 0  |
| Three quarters | 2  | 2  | 2  | 0  | 4  | 2  | 0  | 4  | 2  | 0  | 5  | 2  | 0  |
| Almost all     | 2  | 1  | 2  | 0  | 3  | 1  | 0  | 2  | 1  | 0  | 3  | 1  | 0  |
| All            | 1  | 1  | 1  | 0  | 2  | 1  | 0  | 2  | 1  | 0  | 4  | 1  | 2  |
| Don't know     | 44 | 37 | 50 | 97 | 30 | 45 | 90 | 32 | 46 | 90 | 25 | 45 | 92 |

#### Channel 5

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 5  | 5  | 6  | 0  | 7  | 5  | 0  | 6  | 5  | 3  | 6  | 5  | 0  |
| Just a few     | 30 | 36 | 25 | 3  | 35 | 30 | 3  | 35 | 30 | 3  | 37 | 30 | 4  |
| A quarter      | 8  | 9  | 7  | 0  | 10 | 8  | 0  | 10 | 7  | 0  | 8  | 8  | 0  |
| Half           | 4  | 5  | 4  | 0  | 7  | 4  | 6  | 7  | 3  | 3  | 5  | 4  | 3  |
| Three quarters | 2  | 2  | 2  | 0  | 3  | 2  | 0  | 4  | 1  | 0  | 4  | 2  | 1  |
| Almost all     | 1  | 1  | 1  | 0  | 3  | 1  | 0  | 2  | 1  | 0  | 2  | 1  | 0  |
| All            | 1  | 1  | 1  | 0  | 2  | 1  | 0  | 2  | 1  | 0  | 3  | 0  | 2  |
| Don't know     | 48 | 42 | 54 | 97 | 33 | 50 | 91 | 36 | 51 | 92 | 35 | 49 | 90 |

#### GB News

|                |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|
| None           | 3  | 3  | 4  | 0  | 4  | 3  | 0  | 3  | 3  | 3  | 3  | 3  | 0  |
| Just a few     | 11 | 10 | 12 | 0  | 14 | 10 | 4  | 11 | 11 | 6  | 10 | 11 | 9  |
| A quarter      | 9  | 10 | 9  | 0  | 13 | 9  | 0  | 11 | 9  | 0  | 9  | 10 | 2  |
| Half           | 13 | 16 | 10 | 0  | 14 | 13 | 5  | 14 | 13 | 0  | 15 | 13 | 2  |
| Three quarters | 10 | 13 | 6  | 5  | 14 | 9  | 5  | 11 | 10 | 5  | 16 | 9  | 6  |
| Almost all     | 12 | 14 | 9  | 0  | 11 | 12 | 1  | 13 | 11 | 1  | 19 | 11 | 0  |
| All            | 2  | 2  | 3  | 0  | 4  | 2  | 0  | 3  | 2  | 0  | 5  | 2  | 0  |
| Don't know     | 40 | 33 | 46 | 95 | 27 | 41 | 85 | 33 | 41 | 85 | 23 | 41 | 82 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total Channel 5  |                      |            | Total GB News    |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 119                  | 1976       | 58               | 262                  | 1836       | 55 |
| Unweighted Sample | 2153             | 125                  | 1989       | 39               | 272                  | 1842       | 39 |
|                   | %                | %                    | %          | %                | %                    | %          | %  |

#### ITV

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| None           | 4  | 2  | 4  | 0  | 7  | 4  | 0  |
| Just a few     | 32 | 28 | 33 | 10 | 29 | 33 | 5  |
| A quarter      | 12 | 13 | 12 | 0  | 11 | 12 | 0  |
| Half           | 5  | 8  | 5  | 3  | 10 | 5  | 6  |
| Three quarters | 2  | 5  | 2  | 0  | 4  | 2  | 0  |
| Almost all     | 2  | 6  | 2  | 0  | 5  | 1  | 0  |
| All            | 1  | 8  | 1  | 3  | 5  | 0  | 0  |
| Don't know     | 42 | 31 | 42 | 85 | 31 | 43 | 89 |

#### Channel 4

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| None           | 5  | 3  | 5  | 0  | 6  | 5  | 0  |
| Just a few     | 30 | 26 | 31 | 4  | 29 | 32 | 3  |
| A quarter      | 12 | 11 | 12 | 6  | 12 | 12 | 6  |
| Half           | 4  | 10 | 4  | 0  | 9  | 4  | 2  |
| Three quarters | 2  | 7  | 2  | 0  | 4  | 2  | 0  |
| Almost all     | 2  | 6  | 1  | 0  | 3  | 1  | 0  |
| All            | 1  | 8  | 1  | 2  | 5  | 0  | 0  |
| Don't know     | 44 | 29 | 44 | 88 | 32 | 44 | 89 |

#### Channel 5

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| None           | 5  | 2  | 5  | 0  | 8  | 5  | 1  |
| Just a few     | 30 | 34 | 31 | 7  | 30 | 31 | 5  |
| A quarter      | 8  | 6  | 8  | 0  | 8  | 8  | 0  |
| Half           | 4  | 6  | 4  | 3  | 8  | 4  | 4  |
| Three quarters | 2  | 9  | 1  | 0  | 4  | 2  | 0  |
| Almost all     | 1  | 4  | 1  | 1  | 3  | 1  | 0  |
| All            | 1  | 7  | 0  | 2  | 4  | 0  | 0  |
| Don't know     | 48 | 32 | 48 | 88 | 34 | 49 | 90 |

#### GB News

|                |    |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|----|
| None           | 3  | 3  | 3  | 1  | 8  | 3  | 0  |
| Just a few     | 11 | 7  | 11 | 11 | 24 | 9  | 5  |
| A quarter      | 9  | 12 | 9  | 3  | 12 | 9  | 0  |
| Half           | 13 | 18 | 13 | 1  | 12 | 14 | 2  |
| Three quarters | 10 | 12 | 10 | 4  | 8  | 10 | 0  |
| Almost all     | 12 | 11 | 12 | 0  | 7  | 13 | 2  |
| All            | 2  | 8  | 2  | 0  | 3  | 2  | 0  |
| Don't know     | 40 | 28 | 40 | 79 | 25 | 41 | 92 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?  
Labour

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 8         | 15        | 8         | 6         | 7         | 8         | 9         | 6         | 4         | 7         | 7         | 6         | 9         | 4         | 11        | 5         | 7         | 6         | 7         | 5         |
| Fairly well        | 25        | 22        | 42        | 36        | 17        | 26        | 22        | 36        | 31        | 17        | 23        | 34        | 20        | 28        | 22        | 22        | 21        | 28        | 30        | 28        | 21        |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>30</b> | <b>57</b> | <b>44</b> | <b>23</b> | <b>33</b> | <b>30</b> | <b>45</b> | <b>37</b> | <b>21</b> | <b>30</b> | <b>41</b> | <b>26</b> | <b>37</b> | <b>26</b> | <b>33</b> | <b>26</b> | <b>35</b> | <b>36</b> | <b>35</b> | <b>26</b> |
| Fairly badly       | 16        | 17        | 18        | 25        | 16        | 23        | 17        | 20        | 22        | 12        | 31        | 19        | 15        | 18        | 15        | 22        | 13        | 18        | 18        | 18        | 13        |
| Very badly         | 17        | 17        | 6         | 4         | 35        | 19        | 21        | 9         | 8         | 36        | 8         | 12        | 23        | 19        | 14        | 10        | 16        | 19        | 18        | 15        | 19        |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>34</b> | <b>24</b> | <b>29</b> | <b>51</b> | <b>42</b> | <b>38</b> | <b>29</b> | <b>30</b> | <b>48</b> | <b>39</b> | <b>31</b> | <b>38</b> | <b>37</b> | <b>29</b> | <b>32</b> | <b>29</b> | <b>37</b> | <b>36</b> | <b>33</b> | <b>32</b> |
| Don't know         | 36        | 35        | 19        | 27        | 27        | 26        | 31        | 26        | 33        | 31        | 32        | 29        | 36        | 26        | 45        | 35        | 45        | 29        | 28        | 31        | 42        |

Conservative

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 9         | 3         | 2         | 3         | 2         | 6         | 2         | 2         | 1         | 4         | 2         | 3         | 3         | 2         | 5         | 1         | 4         | 3         | 3         | 2         |
| Fairly well        | 24        | 32        | 33        | 33        | 26        | 17        | 32        | 29        | 26        | 27        | 10        | 27        | 28        | 26        | 23        | 17        | 17        | 30        | 33        | 25        | 22        |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>41</b> | <b>36</b> | <b>35</b> | <b>29</b> | <b>19</b> | <b>38</b> | <b>31</b> | <b>28</b> | <b>28</b> | <b>14</b> | <b>29</b> | <b>31</b> | <b>29</b> | <b>25</b> | <b>22</b> | <b>18</b> | <b>34</b> | <b>36</b> | <b>28</b> | <b>24</b> |
| Fairly badly       | 21        | 15        | 26        | 28        | 24        | 29        | 20        | 25        | 24        | 23        | 29        | 25        | 19        | 24        | 18        | 25        | 18        | 21        | 23        | 23        | 18        |
| Very badly         | 15        | 6         | 17        | 10        | 18        | 23        | 9         | 17        | 12        | 15        | 19        | 15        | 13        | 18        | 11        | 14        | 16        | 15        | 11        | 15        | 14        |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>21</b> | <b>43</b> | <b>38</b> | <b>42</b> | <b>52</b> | <b>29</b> | <b>42</b> | <b>36</b> | <b>38</b> | <b>48</b> | <b>40</b> | <b>32</b> | <b>42</b> | <b>29</b> | <b>39</b> | <b>34</b> | <b>36</b> | <b>34</b> | <b>38</b> | <b>32</b> |
| Don't know         | 38        | 38        | 21        | 27        | 29        | 29        | 33        | 28        | 36        | 34        | 38        | 31        | 37        | 29        | 46        | 39        | 47        | 30        | 29        | 34        | 44        |

Reform UK

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 10        | 4         | 4         | 12        | 2         | 10        | 4         | 2         | 12        | 3         | 5         | 8         | 6         | 5         | 5         | 4         | 7         | 7         | 5         | 6         |
| Fairly well        | 19        | 25        | 22        | 19        | 26        | 12        | 25        | 20        | 21        | 24        | 12        | 17        | 24        | 22        | 17        | 18        | 15        | 22        | 25        | 19        | 20        |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>35</b> | <b>26</b> | <b>23</b> | <b>38</b> | <b>14</b> | <b>35</b> | <b>24</b> | <b>23</b> | <b>36</b> | <b>15</b> | <b>22</b> | <b>32</b> | <b>28</b> | <b>22</b> | <b>23</b> | <b>19</b> | <b>29</b> | <b>32</b> | <b>24</b> | <b>26</b> |
| Fairly badly       | 15        | 18        | 18        | 18        | 16        | 14        | 18        | 17        | 15        | 15        | 12        | 18        | 16        | 17        | 14        | 14        | 13        | 18        | 19        | 17        | 13        |
| Very badly         | 25        | 11        | 39        | 32        | 18        | 47        | 14        | 34        | 29        | 15        | 40        | 33        | 16        | 31        | 19        | 33        | 25        | 24        | 20        | 28        | 20        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>29</b> | <b>57</b> | <b>50</b> | <b>34</b> | <b>61</b> | <b>32</b> | <b>51</b> | <b>44</b> | <b>30</b> | <b>52</b> | <b>51</b> | <b>32</b> | <b>48</b> | <b>33</b> | <b>47</b> | <b>38</b> | <b>42</b> | <b>39</b> | <b>45</b> | <b>33</b> |
| Don't know         | 35        | 36        | 18        | 28        | 27        | 25        | 33        | 25        | 32        | 34        | 33        | 28        | 36        | 25        | 45        | 31        | 43        | 29        | 29        | 31        | 41        |

Liberal Democrats

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 2         | 5         | 2         | 1         | 1         | 3         | 4         | 2         | 1         | 0         | 5         | 2         | 1         | 2         | 1         | 3         | 1         | 2         | 2         | 2         | 1         |
| Fairly well        | 21        | 21        | 36        | 34        | 16        | 22        | 22        | 29        | 32        | 12        | 19        | 29        | 19        | 26        | 17        | 17        | 16        | 24        | 30        | 23        | 19        |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>26</b> | <b>38</b> | <b>35</b> | <b>17</b> | <b>25</b> | <b>26</b> | <b>31</b> | <b>33</b> | <b>12</b> | <b>24</b> | <b>31</b> | <b>20</b> | <b>28</b> | <b>18</b> | <b>20</b> | <b>17</b> | <b>26</b> | <b>32</b> | <b>25</b> | <b>20</b> |
| Fairly badly       | 18        | 21        | 25        | 29        | 17        | 23        | 17        | 23        | 22        | 18        | 22        | 22        | 18        | 22        | 15        | 19        | 15        | 21        | 22        | 21        | 15        |
| Very badly         | 11        | 8         | 7         | 4         | 24        | 8         | 12        | 9         | 5         | 24        | 5         | 8         | 15        | 15        | 8         | 6         | 11        | 14        | 11        | 12        | 11        |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>29</b> | <b>32</b> | <b>33</b> | <b>41</b> | <b>31</b> | <b>29</b> | <b>32</b> | <b>27</b> | <b>42</b> | <b>27</b> | <b>30</b> | <b>33</b> | <b>37</b> | <b>23</b> | <b>25</b> | <b>26</b> | <b>35</b> | <b>33</b> | <b>33</b> | <b>26</b> |
| Don't know         | 48        | 46        | 30        | 31        | 42        | 45        | 45        | 38        | 39        | 45        | 49        | 39        | 47        | 36        | 59        | 55        | 57        | 39        | 36        | 43        | 54        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Country |         |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|-------------------|---------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                   | Total   | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| Weighted Sample   | 2153    | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| Unweighted Sample | 2153    | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                   | %       | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?  
Labour

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 7         | 6         | 4         | 5         | 7         | 5         | 7         | 7         | 7         | 9         | 5         | 9         | 8         | 3         |
| Fairly well        | 25        | 25        | 19        | 28        | 23        | 25        | 24        | 30        | 24        | 19        | 32        | 33        | 42        | 25        | 12        |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>32</b> | <b>25</b> | <b>32</b> | <b>28</b> | <b>32</b> | <b>29</b> | <b>37</b> | <b>31</b> | <b>26</b> | <b>41</b> | <b>38</b> | <b>51</b> | <b>33</b> | <b>15</b> |
| Fairly badly       | 16        | 17        | 17        | 14        | 20        | 17        | 17        | 14        | 17        | 15        | 16        | 21        | 20        | 22        | 11        |
| Very badly         | 17        | 16        | 18        | 21        | 18        | 15        | 18        | 14        | 17        | 25        | 12        | 11        | 10        | 24        | 7         |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>33</b> | <b>35</b> | <b>35</b> | <b>38</b> | <b>32</b> | <b>35</b> | <b>28</b> | <b>34</b> | <b>40</b> | <b>28</b> | <b>32</b> | <b>30</b> | <b>46</b> | <b>18</b> |
| Don't know         | 36        | 36        | 40        | 33        | 33        | 36        | 37        | 36        | 35        | 34        | 31        | 31        | 19        | 20        | 67        |

Conservative

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 3         | 2         | 2         | 6         | 3         | 2         | 2         | 3         | 4         | 4         | 1         | 1         | 1         | 1         |
| Fairly well        | 24        | 24        | 25        | 23        | 23        | 24        | 25        | 19        | 25        | 26        | 26        | 27        | 27        | 24        | 9         |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>27</b> | <b>27</b> | <b>25</b> | <b>29</b> | <b>27</b> | <b>27</b> | <b>21</b> | <b>28</b> | <b>30</b> | <b>30</b> | <b>28</b> | <b>28</b> | <b>25</b> | <b>10</b> |
| Fairly badly       | 21        | 21        | 20        | 23        | 16        | 21        | 23        | 22        | 19        | 20        | 21        | 23        | 36        | 21        | 13        |
| Very badly         | 15        | 14        | 11        | 23        | 15        | 13        | 11        | 17        | 15        | 15        | 16        | 14        | 14        | 32        | 8         |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>35</b> | <b>31</b> | <b>46</b> | <b>31</b> | <b>34</b> | <b>34</b> | <b>39</b> | <b>34</b> | <b>35</b> | <b>37</b> | <b>37</b> | <b>50</b> | <b>53</b> | <b>21</b> |
| Don't know         | 38        | 38        | 41        | 29        | 39        | 39        | 40        | 39        | 38        | 36        | 33        | 35        | 22        | 22        | 68        |

Reform UK

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 6         | 4         | 6         | 4         | 6         | 7         | 3         | 6         | 8         | 5         | 2         | 5         | 0         | 3         |
| Fairly well        | 19        | 19        | 26        | 18        | 19        | 19        | 20        | 17        | 20        | 24        | 22        | 17        | 15        | 8         | 7         |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>25</b> | <b>30</b> | <b>24</b> | <b>23</b> | <b>25</b> | <b>27</b> | <b>20</b> | <b>26</b> | <b>32</b> | <b>27</b> | <b>19</b> | <b>20</b> | <b>8</b>  | <b>10</b> |
| Fairly badly       | 15        | 15        | 16        | 17        | 15        | 18        | 17        | 13        | 13        | 16        | 15        | 17        | 26        | 10        | 6         |
| Very badly         | 25        | 25        | 17        | 30        | 21        | 23        | 21        | 29        | 26        | 17        | 26        | 34        | 36        | 64        | 20        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>40</b> | <b>33</b> | <b>47</b> | <b>36</b> | <b>41</b> | <b>38</b> | <b>42</b> | <b>39</b> | <b>33</b> | <b>41</b> | <b>51</b> | <b>62</b> | <b>74</b> | <b>26</b> |
| Don't know         | 35        | 36        | 36        | 29        | 41        | 34        | 36        | 37        | 36        | 34        | 32        | 29        | 18        | 17        | 65        |

Liberal Democrats

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 2         | 2         | 1         | 1         | 1         | 1         | 1         | 2         | 2         | 1         | 2         | 1         | 2         | 1         | 2         |
| Fairly well        | 21        | 21        | 18        | 23        | 24        | 20        | 22        | 24        | 22        | 19        | 26        | 27        | 33        | 23        | 8         |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>23</b> | <b>19</b> | <b>24</b> | <b>25</b> | <b>21</b> | <b>23</b> | <b>26</b> | <b>24</b> | <b>20</b> | <b>28</b> | <b>28</b> | <b>35</b> | <b>24</b> | <b>10</b> |
| Fairly badly       | 18        | 19        | 14        | 19        | 11        | 20        | 20        | 17        | 18        | 17        | 20        | 22        | 32        | 21        | 6         |
| Very badly         | 11        | 10        | 17        | 16        | 16        | 11        | 9         | 9         | 11        | 16        | 10        | 6         | 6         | 21        | 5         |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>29</b> | <b>31</b> | <b>35</b> | <b>27</b> | <b>31</b> | <b>29</b> | <b>26</b> | <b>29</b> | <b>33</b> | <b>30</b> | <b>28</b> | <b>38</b> | <b>42</b> | <b>11</b> |
| Don't know         | 48        | 48        | 50        | 41        | 48        | 48        | 48        | 48        | 48        | 46        | 42        | 45        | 27        | 34        | 78        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Net migration |               |                 | BBC                     |                 |                   |                     |       | Sky        |                 |                   |                     |       |            |
|-------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153          | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| Unweighted Sample | 2153          | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                   | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?  
Labour

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 7         | 9         | 5         | 15        | 5         | 3         | 3         | 0         | 24        | 12        | 6         | 4         | 0         |
| Fairly well        | 25        | 23        | 37        | 33        | 38        | 30        | 20        | 9         | 0         | 34        | 27        | 27        | 24        | 2         |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>30</b> | <b>46</b> | <b>38</b> | <b>53</b> | <b>35</b> | <b>23</b> | <b>12</b> | <b>0</b>  | <b>58</b> | <b>39</b> | <b>33</b> | <b>28</b> | <b>2</b>  |
| Fairly badly       | 16        | 16        | 21        | 21        | 16        | 19        | 19        | 11        | 5         | 14        | 20        | 20        | 15        | 6         |
| Very badly         | 17        | 20        | 14        | 11        | 8         | 17        | 16        | 28        | 10        | 12        | 17        | 21        | 16        | 11        |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>36</b> | <b>35</b> | <b>32</b> | <b>24</b> | <b>36</b> | <b>35</b> | <b>39</b> | <b>15</b> | <b>26</b> | <b>37</b> | <b>41</b> | <b>31</b> | <b>17</b> |
| Don't know         | 36        | 33        | 20        | 31        | 23        | 29        | 42        | 50        | 84        | 16        | 24        | 27        | 42        | 82        |

Conservative

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 4         | 1         | 1         | 6         | 3         | 1         | 1         | 0         | 8         | 7         | 2         | 2         | 0         |
| Fairly well        | 24        | 26        | 26        | 27        | 38        | 27        | 18        | 12        | 0         | 36        | 31        | 24        | 23        | 2         |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>30</b> | <b>27</b> | <b>28</b> | <b>44</b> | <b>30</b> | <b>19</b> | <b>13</b> | <b>0</b>  | <b>44</b> | <b>38</b> | <b>26</b> | <b>25</b> | <b>2</b>  |
| Fairly badly       | 21        | 20        | 32        | 23        | 22        | 25        | 21        | 16        | 3         | 23        | 24        | 26        | 19        | 2         |
| Very badly         | 15        | 15        | 19        | 14        | 10        | 15        | 16        | 18        | 8         | 19        | 14        | 18        | 13        | 9         |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>35</b> | <b>51</b> | <b>37</b> | <b>32</b> | <b>40</b> | <b>37</b> | <b>34</b> | <b>11</b> | <b>42</b> | <b>38</b> | <b>44</b> | <b>32</b> | <b>11</b> |
| Don't know         | 38        | 35        | 22        | 35        | 24        | 30        | 44        | 52        | 90        | 15        | 25        | 30        | 44        | 86        |

Reform UK

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 7         | 4         | 2         | 7         | 5         | 4         | 5         | 3         | 9         | 9         | 5         | 5         | 2         |
| Fairly well        | 19        | 23        | 13        | 17        | 28        | 22        | 16        | 11        | 0         | 35        | 28        | 22        | 16        | 2         |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>30</b> | <b>17</b> | <b>19</b> | <b>35</b> | <b>27</b> | <b>20</b> | <b>16</b> | <b>3</b>  | <b>44</b> | <b>37</b> | <b>27</b> | <b>21</b> | <b>4</b>  |
| Fairly badly       | 15        | 16        | 22        | 17        | 19        | 18        | 14        | 10        | 0         | 24        | 18        | 17        | 14        | 0         |
| Very badly         | 25        | 20        | 44        | 34        | 24        | 26        | 24        | 25        | 21        | 19        | 22        | 28        | 24        | 17        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>36</b> | <b>66</b> | <b>51</b> | <b>43</b> | <b>44</b> | <b>38</b> | <b>35</b> | <b>21</b> | <b>43</b> | <b>40</b> | <b>45</b> | <b>38</b> | <b>17</b> |
| Don't know         | 35        | 33        | 18        | 29        | 22        | 28        | 42        | 49        | 76        | 13        | 23        | 28        | 41        | 79        |

Liberal Democrats

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 2         | 2         | 2         | 1         | 4         | 1         | 0         | 1         | 0         | 5         | 3         | 1         | 1         | 0         |
| Fairly well        | 21        | 21        | 30        | 27        | 34        | 26        | 15        | 10        | 0         | 33        | 31        | 25        | 18        | 2         |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>23</b> | <b>32</b> | <b>28</b> | <b>38</b> | <b>27</b> | <b>15</b> | <b>11</b> | <b>0</b>  | <b>38</b> | <b>34</b> | <b>26</b> | <b>19</b> | <b>2</b>  |
| Fairly badly       | 18        | 18        | 29        | 22        | 24        | 21        | 16        | 12        | 0         | 25        | 24        | 21        | 16        | 0         |
| Very badly         | 11        | 14        | 10        | 6         | 7         | 10        | 12        | 16        | 10        | 15        | 11        | 13        | 10        | 11        |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>32</b> | <b>39</b> | <b>28</b> | <b>31</b> | <b>31</b> | <b>28</b> | <b>28</b> | <b>10</b> | <b>40</b> | <b>35</b> | <b>34</b> | <b>26</b> | <b>11</b> |
| Don't know         | 48        | 45        | 29        | 45        | 32        | 41        | 56        | 62        | 90        | 21        | 32        | 40        | 55        | 88        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?  
Labour

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 15        | 10        | 6         | 4         | 3         | 28        | 15        | 7         | 4         | 0         |
| Fairly well        | 25        | 40        | 31        | 27        | 18        | 3         | 29        | 36        | 31        | 19        | 4         |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>55</b> | <b>41</b> | <b>33</b> | <b>22</b> | <b>6</b>  | <b>57</b> | <b>51</b> | <b>38</b> | <b>23</b> | <b>4</b>  |
| Fairly badly       | 16        | 10        | 16        | 21        | 14        | 5         | 20        | 21        | 21        | 13        | 6         |
| Very badly         | 17        | 11        | 16        | 17        | 18        | 10        | 14        | 11        | 17        | 18        | 11        |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>21</b> | <b>32</b> | <b>38</b> | <b>32</b> | <b>15</b> | <b>34</b> | <b>32</b> | <b>38</b> | <b>31</b> | <b>17</b> |
| Don't know         | 36        | 23        | 27        | 29        | 47        | 79        | 8         | 17        | 25        | 47        | 79        |

Conservative

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 3         | 5         | 3         | 2         | 0         | 3         | 6         | 2         | 2         | 0         |
| Fairly well        | 24        | 41        | 31        | 27        | 16        | 6         | 31        | 26        | 30        | 20        | 6         |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>44</b> | <b>36</b> | <b>30</b> | <b>18</b> | <b>6</b>  | <b>34</b> | <b>32</b> | <b>32</b> | <b>22</b> | <b>6</b>  |
| Fairly badly       | 21        | 16        | 23        | 25        | 17        | 2         | 20        | 30        | 26        | 16        | 2         |
| Very badly         | 15        | 14        | 14        | 15        | 14        | 8         | 37        | 18        | 15        | 12        | 11        |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>30</b> | <b>37</b> | <b>40</b> | <b>31</b> | <b>10</b> | <b>57</b> | <b>48</b> | <b>41</b> | <b>28</b> | <b>13</b> |
| Don't know         | 38        | 25        | 27        | 31        | 51        | 84        | 9         | 20        | 26        | 50        | 81        |

Reform UK

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 9         | 8         | 5         | 4         | 2         | 1         | 9         | 6         | 5         | 0         |
| Fairly well        | 19        | 35        | 26        | 20        | 14        | 0         | 16        | 24        | 23        | 17        | 3         |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>44</b> | <b>34</b> | <b>25</b> | <b>18</b> | <b>2</b>  | <b>17</b> | <b>33</b> | <b>29</b> | <b>22</b> | <b>3</b>  |
| Fairly badly       | 15        | 15        | 18        | 19        | 11        | 3         | 24        | 17        | 20        | 12        | 5         |
| Very badly         | 25        | 16        | 22        | 28        | 25        | 19        | 53        | 35        | 27        | 19        | 20        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>31</b> | <b>40</b> | <b>47</b> | <b>36</b> | <b>22</b> | <b>77</b> | <b>52</b> | <b>47</b> | <b>31</b> | <b>25</b> |
| Don't know         | 35        | 25        | 27        | 28        | 47        | 75        | 6         | 16        | 24        | 47        | 73        |

Liberal Democrats

|                    |           |           |           |           |           |          |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 2         | 1         | 3         | 1         | 1         | 6        | 0         | 3         | 2         | 1         | 3         |
| Fairly well        | 21        | 37        | 29        | 25        | 12        | 0        | 42        | 35        | 28        | 13        | 2         |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>38</b> | <b>32</b> | <b>26</b> | <b>13</b> | <b>6</b> | <b>42</b> | <b>38</b> | <b>30</b> | <b>14</b> | <b>5</b>  |
| Fairly badly       | 18        | 20        | 21        | 22        | 15        | 0        | 32        | 25        | 23        | 14        | 0         |
| Very badly         | 11        | 11        | 10        | 12        | 11        | 9        | 20        | 8         | 11        | 11        | 11        |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>31</b> | <b>31</b> | <b>34</b> | <b>26</b> | <b>9</b> | <b>52</b> | <b>33</b> | <b>34</b> | <b>25</b> | <b>11</b> |
| Don't know         | 48        | 31        | 38        | 40        | 61        | 85       | 6         | 30        | 36        | 60        | 85        |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?  
Labour

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 60        | 9         | 8         | 5         | 0         | 25        | 7         | 5         | 6         | 0         |
| Fairly well        | 25        | 24        | 27        | 30        | 23        | 10        | 18        | 21        | 26        | 26        | 7         |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>84</b> | <b>36</b> | <b>38</b> | <b>28</b> | <b>10</b> | <b>43</b> | <b>28</b> | <b>31</b> | <b>32</b> | <b>7</b>  |
| Fairly badly       | 16        | 9         | 17        | 21        | 15        | 4         | 14        | 11        | 21        | 17        | 2         |
| Very badly         | 17        | 4         | 17        | 18        | 16        | 11        | 34        | 37        | 20        | 13        | 12        |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>13</b> | <b>34</b> | <b>39</b> | <b>31</b> | <b>15</b> | <b>48</b> | <b>48</b> | <b>41</b> | <b>30</b> | <b>14</b> |
| Don't know         | 36        | 3         | 30        | 22        | 41        | 75        | 8         | 24        | 29        | 39        | 80        |

Conservative

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 12        | 4         | 4         | 2         | 0         | 10        | 7         | 1         | 2         | 0         |
| Fairly well        | 24        | 28        | 23        | 32        | 21        | 6         | 28        | 26        | 29        | 23        | 7         |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>40</b> | <b>27</b> | <b>36</b> | <b>23</b> | <b>6</b>  | <b>38</b> | <b>33</b> | <b>30</b> | <b>25</b> | <b>7</b>  |
| Fairly badly       | 21        | 18        | 22        | 26        | 19        | 5         | 23        | 28        | 22        | 20        | 4         |
| Very badly         | 15        | 33        | 21        | 15        | 14        | 8         | 24        | 15        | 16        | 14        | 9         |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>51</b> | <b>43</b> | <b>41</b> | <b>33</b> | <b>13</b> | <b>47</b> | <b>43</b> | <b>38</b> | <b>34</b> | <b>13</b> |
| Don't know         | 38        | 9         | 30        | 23        | 44        | 81        | 15        | 24        | 33        | 41        | 80        |

Reform UK

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 3         | 6         | 7         | 5         | 1         | 19        | 11        | 4         | 4         | 5         |
| Fairly well        | 19        | 36        | 26        | 26        | 16        | 6         | 33        | 28        | 23        | 17        | 6         |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>39</b> | <b>32</b> | <b>33</b> | <b>21</b> | <b>7</b>  | <b>52</b> | <b>39</b> | <b>27</b> | <b>21</b> | <b>11</b> |
| Fairly badly       | 15        | 22        | 15        | 20        | 14        | 3         | 14        | 20        | 20        | 14        | 3         |
| Very badly         | 25        | 29        | 24        | 25        | 25        | 19        | 20        | 18        | 20        | 27        | 13        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>51</b> | <b>39</b> | <b>45</b> | <b>39</b> | <b>22</b> | <b>34</b> | <b>38</b> | <b>40</b> | <b>41</b> | <b>16</b> |
| Don't know         | 35        | 9         | 29        | 22        | 41        | 71        | 13        | 23        | 32        | 37        | 74        |

Liberal Democrats

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 2         | 6         | 2         | 2         | 1         | 3         | 2         | 4         | 1         | 1         | 3         |
| Fairly well        | 21        | 30        | 31        | 33        | 16        | 2         | 22        | 21        | 26        | 21        | 3         |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>36</b> | <b>33</b> | <b>35</b> | <b>17</b> | <b>5</b>  | <b>24</b> | <b>25</b> | <b>27</b> | <b>22</b> | <b>6</b>  |
| Fairly badly       | 18        | 26        | 16        | 22        | 18        | 1         | 21        | 18        | 18        | 19        | 2         |
| Very badly         | 11        | 21        | 10        | 12        | 11        | 10        | 32        | 23        | 12        | 8         | 11        |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>47</b> | <b>26</b> | <b>34</b> | <b>29</b> | <b>11</b> | <b>53</b> | <b>41</b> | <b>30</b> | <b>27</b> | <b>13</b> |
| Don't know         | 48        | 17        | 41        | 32        | 55        | 84        | 24        | 34        | 42        | 51        | 82        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 1169                 | 937        | 48               | 361                  | 1737       | 56               | 538                  | 1560       | 55               | 285                  | 1808       | 60 |
| Unweighted Sample | 2153             | 1239                 | 885        | 29               | 367                  | 1750       | 36               | 586                  | 1532       | 35               | 305                  | 1808       | 40 |
|                   | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %  |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?  
Labour

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 9         | 3         | 0         | 16        | 5         | 0         | 11        | 5         | 3         | 17        | 5         | 0         |
| Fairly well        | 25        | 34        | 15        | 0         | 29        | 25        | 2         | 33        | 23        | 3         | 35        | 24        | 4         |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>43</b> | <b>18</b> | <b>0</b>  | <b>45</b> | <b>30</b> | <b>2</b>  | <b>44</b> | <b>28</b> | <b>6</b>  | <b>52</b> | <b>29</b> | <b>4</b>  |
| Fairly badly       | 16        | 18        | 15        | 5         | 19        | 16        | 6         | 15        | 17        | 5         | 21        | 16        | 6         |
| Very badly         | 17        | 13        | 21        | 10        | 15        | 17        | 11        | 15        | 18        | 10        | 12        | 18        | 11        |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>31</b> | <b>36</b> | <b>15</b> | <b>34</b> | <b>33</b> | <b>17</b> | <b>30</b> | <b>35</b> | <b>15</b> | <b>33</b> | <b>34</b> | <b>17</b> |
| Don't know         | 36        | 26        | 45        | 84        | 22        | 37        | 82        | 26        | 38        | 79        | 15        | 38        | 79        |

Conservative

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 4         | 1         | 0         | 7         | 2         | 0         | 5         | 2         | 0         | 5         | 2         | 0         |
| Fairly well        | 24        | 32        | 16        | 0         | 32        | 23        | 2         | 33        | 22        | 6         | 27        | 24        | 6         |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>36</b> | <b>17</b> | <b>0</b>  | <b>39</b> | <b>25</b> | <b>2</b>  | <b>38</b> | <b>24</b> | <b>6</b>  | <b>32</b> | <b>26</b> | <b>6</b>  |
| Fairly badly       | 21        | 23        | 18        | 3         | 23        | 21        | 2         | 21        | 21        | 2         | 28        | 20        | 2         |
| Very badly         | 15        | 13        | 17        | 8         | 15        | 15        | 9         | 14        | 15        | 8         | 22        | 13        | 11        |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>36</b> | <b>35</b> | <b>11</b> | <b>38</b> | <b>36</b> | <b>11</b> | <b>35</b> | <b>36</b> | <b>10</b> | <b>50</b> | <b>33</b> | <b>13</b> |
| Don't know         | 38        | 28        | 48        | 90        | 22        | 40        | 86        | 26        | 40        | 84        | 18        | 40        | 81        |

Reform UK

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 6         | 5         | 3         | 9         | 5         | 2         | 8         | 5         | 2         | 7         | 5         | 0         |
| Fairly well        | 19        | 25        | 14        | 0         | 30        | 18        | 2         | 28        | 17        | 0         | 22        | 19        | 3         |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>31</b> | <b>19</b> | <b>3</b>  | <b>39</b> | <b>23</b> | <b>4</b>  | <b>36</b> | <b>22</b> | <b>2</b>  | <b>29</b> | <b>24</b> | <b>3</b>  |
| Fairly badly       | 15        | 19        | 12        | 0         | 20        | 15        | 0         | 17        | 15        | 3         | 18        | 15        | 5         |
| Very badly         | 25        | 25        | 24        | 21        | 21        | 25        | 17        | 20        | 26        | 19        | 38        | 23        | 20        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>44</b> | <b>36</b> | <b>21</b> | <b>41</b> | <b>40</b> | <b>17</b> | <b>37</b> | <b>41</b> | <b>22</b> | <b>56</b> | <b>38</b> | <b>25</b> |
| Don't know         | 35        | 25        | 46        | 76        | 20        | 37        | 79        | 27        | 37        | 75        | 14        | 37        | 73        |

Liberal Democrats

|                    |           |           |           |           |           |           |           |           |           |          |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| Very well          | 2         | 2         | 1         | 0         | 4         | 1         | 0         | 2         | 1         | 6        | 2         | 1         | 3         |
| Fairly well        | 21        | 29        | 13        | 0         | 31        | 20        | 2         | 31        | 19        | 0        | 36        | 20        | 2         |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>31</b> | <b>14</b> | <b>0</b>  | <b>35</b> | <b>21</b> | <b>2</b>  | <b>33</b> | <b>20</b> | <b>6</b> | <b>38</b> | <b>21</b> | <b>5</b>  |
| Fairly badly       | 18        | 22        | 14        | 0         | 24        | 18        | 0         | 20        | 18        | 0        | 26        | 18        | 0         |
| Very badly         | 11        | 9         | 14        | 10        | 12        | 11        | 11        | 10        | 12        | 9        | 10        | 11        | 11        |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>31</b> | <b>28</b> | <b>10</b> | <b>36</b> | <b>29</b> | <b>11</b> | <b>30</b> | <b>30</b> | <b>9</b> | <b>36</b> | <b>29</b> | <b>11</b> |
| Don't know         | 48        | 37        | 59        | 90        | 29        | 50        | 88        | 36        | 50        | 85       | 25        | 50        | 85        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total Channel 5  |                      |            | Total GB News    |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 119                  | 1976       | 58               | 262                  | 1836       | 55 |
| Unweighted Sample | 2153             | 125                  | 1989       | 39               | 272                  | 1842       | 39 |
|                   | %                | %                    | %          | %                | %                    | %          | %  |

How well or badly do you think the main UK  
broadcasters are currently scrutinising the policies of  
the following political parties?

Labour

|                    |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 6         | 19        | 6         | 0         | 14        | 6         | 0         |
| Fairly well        | 25        | 27        | 25        | 10        | 20        | 26        | 7         |
| <b>TOTAL WELL</b>  | <b>31</b> | <b>46</b> | <b>31</b> | <b>10</b> | <b>34</b> | <b>32</b> | <b>7</b>  |
| Fairly badly       | 16        | 15        | 17        | 4         | 12        | 17        | 2         |
| Very badly         | 17        | 14        | 17        | 11        | 36        | 14        | 12        |
| <b>TOTAL BADLY</b> | <b>33</b> | <b>29</b> | <b>34</b> | <b>15</b> | <b>48</b> | <b>31</b> | <b>14</b> |
| Don't know         | 36        | 25        | 35        | 75        | 18        | 37        | 80        |

Conservative

|                    |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 3         | 5         | 3         | 0         | 8         | 2         | 0         |
| Fairly well        | 24        | 24        | 25        | 6         | 27        | 24        | 7         |
| <b>TOTAL WELL</b>  | <b>27</b> | <b>29</b> | <b>28</b> | <b>6</b>  | <b>35</b> | <b>26</b> | <b>7</b>  |
| Fairly badly       | 21        | 21        | 21        | 5         | 26        | 21        | 4         |
| Very badly         | 15        | 23        | 14        | 8         | 18        | 14        | 9         |
| <b>TOTAL BADLY</b> | <b>36</b> | <b>44</b> | <b>35</b> | <b>13</b> | <b>44</b> | <b>35</b> | <b>13</b> |
| Don't know         | 38        | 26        | 37        | 81        | 21        | 39        | 80        |

Reform UK

|                    |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 5         | 5         | 6         | 1         | 14        | 4         | 5         |
| Fairly well        | 19        | 28        | 19        | 6         | 30        | 18        | 6         |
| <b>TOTAL WELL</b>  | <b>24</b> | <b>33</b> | <b>25</b> | <b>7</b>  | <b>44</b> | <b>22</b> | <b>11</b> |
| Fairly badly       | 15        | 17        | 16        | 3         | 18        | 15        | 3         |
| Very badly         | 25        | 25        | 25        | 19        | 19        | 26        | 13        |
| <b>TOTAL BADLY</b> | <b>40</b> | <b>42</b> | <b>41</b> | <b>22</b> | <b>37</b> | <b>41</b> | <b>16</b> |
| Don't know         | 35        | 25        | 35        | 71        | 19        | 36        | 74        |

Liberal Democrats

|                    |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 2         | 3         | 1         | 3         | 3         | 1         | 3         |
| Fairly well        | 21        | 31        | 21        | 2         | 21        | 22        | 3         |
| <b>TOTAL WELL</b>  | <b>23</b> | <b>34</b> | <b>22</b> | <b>5</b>  | <b>24</b> | <b>23</b> | <b>6</b>  |
| Fairly badly       | 18        | 18        | 19        | 1         | 19        | 19        | 2         |
| Very badly         | 11        | 12        | 11        | 10        | 26        | 9         | 11        |
| <b>TOTAL BADLY</b> | <b>29</b> | <b>30</b> | <b>30</b> | <b>11</b> | <b>45</b> | <b>28</b> | <b>13</b> |
| Don't know         | 48        | 36        | 47        | 84        | 30        | 49        | 82        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

## Greens

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 3         | 2         | 0         | 1         | 5         | 2         | 1         | 1         | 0         | 6         | 2         | 1         | 2         | 1         | 3         | 1         | 1         | 2         | 1         | 1         |
| Fairly well        | 16        | 18        | 29        | 21        | 11        | 19        | 16        | 22        | 23        | 9         | 18        | 21        | 14        | 19        | 14        | 15        | 12        | 19        | 21        | 18        | 13        |
| <b>TOTAL WELL</b>  | <b>17</b> | <b>21</b> | <b>31</b> | <b>21</b> | <b>12</b> | <b>24</b> | <b>18</b> | <b>23</b> | <b>24</b> | <b>9</b>  | <b>24</b> | <b>23</b> | <b>15</b> | <b>21</b> | <b>15</b> | <b>18</b> | <b>13</b> | <b>20</b> | <b>23</b> | <b>19</b> | <b>14</b> |
| Fairly badly       | 17        | 15        | 26        | 27        | 15        | 24        | 17        | 24        | 22        | 15        | 22        | 23        | 15        | 21        | 14        | 20        | 14        | 19        | 20        | 19        | 15        |
| Very badly         | 13        | 13        | 10        | 7         | 26        | 11        | 15        | 11        | 6         | 25        | 8         | 11        | 16        | 17        | 10        | 10        | 11        | 17        | 14        | 14        | 12        |
| <b>TOTAL BADLY</b> | <b>30</b> | <b>28</b> | <b>36</b> | <b>34</b> | <b>41</b> | <b>35</b> | <b>32</b> | <b>35</b> | <b>28</b> | <b>40</b> | <b>30</b> | <b>34</b> | <b>31</b> | <b>38</b> | <b>24</b> | <b>30</b> | <b>25</b> | <b>36</b> | <b>34</b> | <b>33</b> | <b>27</b> |
| Don't know         | 52        | 51        | 35        | 44        | 48        | 40        | 50        | 41        | 47        | 51        | 47        | 42        | 55        | 42        | 61        | 52        | 61        | 44        | 43        | 47        | 58        |

## SNP

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 4         | 1         | 0         | 1         | 2         | 2         | 1         | 0         | 0         | 3         | 2         | 1         | 2         | 1         | 2         | 0         | 1         | 2         | 1         | 1         |
| Fairly well        | 12        | 10        | 22        | 15        | 10        | 10        | 13        | 17        | 17        | 6         | 6         | 15        | 11        | 15        | 10        | 9         | 10        | 14        | 17        | 14        | 10        |
| <b>TOTAL WELL</b>  | <b>13</b> | <b>14</b> | <b>23</b> | <b>15</b> | <b>11</b> | <b>12</b> | <b>15</b> | <b>18</b> | <b>17</b> | <b>6</b>  | <b>9</b>  | <b>17</b> | <b>12</b> | <b>17</b> | <b>11</b> | <b>11</b> | <b>10</b> | <b>15</b> | <b>19</b> | <b>15</b> | <b>11</b> |
| Fairly badly       | 14        | 17        | 20        | 21        | 13        | 17        | 15        | 19        | 19        | 14        | 16        | 18        | 14        | 17        | 11        | 10        | 11        | 16        | 17        | 15        | 12        |
| Very badly         | 12        | 8         | 10        | 6         | 21        | 11        | 12        | 11        | 6         | 21        | 8         | 11        | 14        | 15        | 9         | 9         | 11        | 15        | 12        | 12        | 13        |
| <b>TOTAL BADLY</b> | <b>26</b> | <b>25</b> | <b>30</b> | <b>27</b> | <b>34</b> | <b>28</b> | <b>27</b> | <b>30</b> | <b>25</b> | <b>35</b> | <b>24</b> | <b>29</b> | <b>28</b> | <b>32</b> | <b>20</b> | <b>19</b> | <b>22</b> | <b>31</b> | <b>29</b> | <b>27</b> | <b>25</b> |
| Don't know         | 61        | 62        | 47        | 57        | 55        | 61        | 58        | 53        | 57        | 59        | 68        | 55        | 61        | 52        | 69        | 70        | 68        | 53        | 53        | 58        | 65        |

## Plaid Cymru

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 0         | 2         | 0         | 0         | 0         | 0         | 1         | 0         | 1         | 0         | 1         | 1         | 0         | 1         | 0         | 0         | 0         | 1         | 1         | 0         | 0         |
| Fairly well        | 9         | 12        | 18        | 10        | 6         | 8         | 10        | 13        | 11        | 4         | 4         | 11        | 8         | 11        | 7         | 6         | 7         | 11        | 13        | 10        | 8         |
| <b>TOTAL WELL</b>  | <b>9</b>  | <b>14</b> | <b>18</b> | <b>10</b> | <b>6</b>  | <b>8</b>  | <b>11</b> | <b>13</b> | <b>12</b> | <b>4</b>  | <b>5</b>  | <b>12</b> | <b>8</b>  | <b>12</b> | <b>7</b>  | <b>6</b>  | <b>7</b>  | <b>12</b> | <b>14</b> | <b>10</b> | <b>8</b>  |
| Fairly badly       | 12        | 10        | 17        | 17        | 11        | 14        | 13        | 14        | 14        | 11        | 15        | 16        | 11        | 14        | 10        | 11        | 9         | 13        | 15        | 13        | 10        |
| Very badly         | 10        | 7         | 10        | 5         | 20        | 9         | 11        | 9         | 5         | 22        | 7         | 8         | 13        | 13        | 7         | 7         | 9         | 13        | 9         | 10        | 10        |
| <b>TOTAL BADLY</b> | <b>22</b> | <b>17</b> | <b>27</b> | <b>22</b> | <b>31</b> | <b>23</b> | <b>24</b> | <b>23</b> | <b>19</b> | <b>33</b> | <b>22</b> | <b>24</b> | <b>24</b> | <b>27</b> | <b>17</b> | <b>18</b> | <b>18</b> | <b>26</b> | <b>24</b> | <b>23</b> | <b>20</b> |
| Don't know         | 69        | 69        | 55        | 67        | 62        | 68        | 65        | 63        | 69        | 64        | 72        | 64        | 68        | 62        | 75        | 76        | 75        | 62        | 61        | 67        | 71        |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

## BBC

|                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 24        | 30        | 37        | 39        | 16        | 25        | 30        | 32        | 35        | 14        | 25        | 32        | 22        | 25        | 23        | 21        | 15        | 28        | 36        | 28        | 19        |
| Fairly frequently                        | 30        | 33        | 32        | 37        | 25        | 35        | 32        | 32        | 36        | 22        | 36        | 35        | 28        | 33        | 28        | 36        | 29        | 30        | 30        | 32        | 29        |
| <b>TOTAL FREQUENTLY</b>                  | <b>54</b> | <b>63</b> | <b>69</b> | <b>76</b> | <b>41</b> | <b>60</b> | <b>62</b> | <b>64</b> | <b>71</b> | <b>36</b> | <b>61</b> | <b>67</b> | <b>50</b> | <b>58</b> | <b>51</b> | <b>57</b> | <b>44</b> | <b>58</b> | <b>66</b> | <b>60</b> | <b>48</b> |
| Not very frequently                      | 24        | 24        | 22        | 16        | 27        | 24        | 23        | 24        | 17        | 32        | 21        | 21        | 24        | 22        | 26        | 19        | 26        | 27        | 19        | 23        | 25        |
| Never                                    | 20        | 13        | 8         | 8         | 30        | 14        | 15        | 11        | 12        | 31        | 14        | 11        | 24        | 18        | 21        | 21        | 26        | 15        | 14        | 17        | 24        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>44</b> | <b>37</b> | <b>30</b> | <b>24</b> | <b>57</b> | <b>38</b> | <b>38</b> | <b>35</b> | <b>29</b> | <b>63</b> | <b>35</b> | <b>32</b> | <b>48</b> | <b>40</b> | <b>47</b> | <b>40</b> | <b>52</b> | <b>42</b> | <b>33</b> | <b>40</b> | <b>49</b> |
| Don't know                               | 2         | 1         | 1         | 0         | 2         | 2         | 0         | 1         | 0         | 1         | 3         | 1         | 2         | 2         | 2         | 4         | 4         | 0         | 0         | 1         | 4         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                          | Country     |         |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|--------------------------|-------------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                          | Total       | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| <b>Weighted Sample</b>   | <b>2153</b> | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| <b>Unweighted Sample</b> | <b>2153</b> | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                          | %           | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

#### Greens

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 0         | 2         | 3         | 1         | 1         | 1         | 2         | 1         | 1         | 1         | 3         | 6         | 0         |
| Fairly well        | 16        | 16        | 15        | 18        | 16        | 14        | 19        | 19        | 15        | 14        | 21        | 21        | 22        | 21        | 5         |
| <b>TOTAL WELL</b>  | <b>17</b> | <b>17</b> | <b>15</b> | <b>20</b> | <b>19</b> | <b>15</b> | <b>20</b> | <b>20</b> | <b>17</b> | <b>15</b> | <b>22</b> | <b>22</b> | <b>25</b> | <b>27</b> | <b>5</b>  |
| Fairly badly       | 17        | 17        | 17        | 20        | 16        | 21        | 14        | 19        | 16        | 15        | 18        | 22        | 34        | 22        | 9         |
| Very badly         | 13        | 13        | 15        | 18        | 9         | 11        | 14        | 10        | 15        | 17        | 13        | 10        | 9         | 22        | 6         |
| <b>TOTAL BADLY</b> | <b>30</b> | <b>30</b> | <b>32</b> | <b>38</b> | <b>25</b> | <b>32</b> | <b>28</b> | <b>29</b> | <b>31</b> | <b>32</b> | <b>31</b> | <b>32</b> | <b>43</b> | <b>44</b> | <b>15</b> |
| Don't know         | 52        | 52        | 54        | 42        | 56        | 53        | 52        | 50        | 53        | 53        | 47        | 46        | 31        | 28        | 79        |

#### SNP

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 0         | 4         | 0         | 0         | 1         | 1         | 1         | 1         | 1         | 1         | 3         | 3         | 1         |
| Fairly well        | 12        | 12        | 13        | 19        | 9         | 13        | 11        | 15        | 10        | 10        | 17        | 15        | 16        | 12        | 4         |
| <b>TOTAL WELL</b>  | <b>13</b> | <b>13</b> | <b>13</b> | <b>23</b> | <b>9</b>  | <b>13</b> | <b>12</b> | <b>16</b> | <b>11</b> | <b>11</b> | <b>18</b> | <b>16</b> | <b>19</b> | <b>15</b> | <b>5</b>  |
| Fairly badly       | 14        | 13        | 14        | 19        | 9         | 15        | 15        | 9         | 13        | 13        | 15        | 15        | 22        | 22        | 8         |
| Very badly         | 12        | 11        | 12        | 21        | 16        | 9         | 12        | 10        | 12        | 15        | 13        | 8         | 9         | 25        | 6         |
| <b>TOTAL BADLY</b> | <b>26</b> | <b>24</b> | <b>26</b> | <b>40</b> | <b>25</b> | <b>24</b> | <b>27</b> | <b>19</b> | <b>25</b> | <b>28</b> | <b>28</b> | <b>23</b> | <b>31</b> | <b>47</b> | <b>14</b> |
| Don't know         | 61        | 63        | 61        | 37        | 66        | 62        | 62        | 65        | 63        | 61        | 55        | 60        | 50        | 39        | 81        |

#### Plaid Cymru

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 0         | 0         | 1         | 1         | 0         | 0         | 0         | 0         | 1         | 1         | 0         | 0         | 0         | 0         | 0         |
| Fairly well        | 9         | 8         | 14        | 13        | 6         | 8         | 10        | 10        | 7         | 8         | 12        | 11        | 8         | 11        | 4         |
| <b>TOTAL WELL</b>  | <b>9</b>  | <b>8</b>  | <b>15</b> | <b>14</b> | <b>6</b>  | <b>8</b>  | <b>10</b> | <b>10</b> | <b>8</b>  | <b>9</b>  | <b>12</b> | <b>11</b> | <b>8</b>  | <b>11</b> | <b>4</b>  |
| Fairly badly       | 12        | 11        | 17        | 11        | 14        | 13        | 12        | 9         | 10        | 11        | 12        | 14        | 18        | 10        | 7         |
| Very badly         | 10        | 10        | 13        | 12        | 13        | 10        | 11        | 7         | 10        | 13        | 9         | 7         | 10        | 26        | 4         |
| <b>TOTAL BADLY</b> | <b>22</b> | <b>21</b> | <b>30</b> | <b>23</b> | <b>27</b> | <b>23</b> | <b>23</b> | <b>16</b> | <b>20</b> | <b>24</b> | <b>21</b> | <b>21</b> | <b>28</b> | <b>36</b> | <b>11</b> |
| Don't know         | 69        | 70        | 55        | 64        | 67        | 69        | 67        | 74        | 71        | 67        | 67        | 67        | 64        | 53        | 86        |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

#### BBC

|                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 24        | 24        | 18        | 25        | 23        | 24        | 20        | 22        | 27        | 22        | 31        | 24        | 30        | 28        | 15        |
| Fairly frequently                        | 30        | 30        | 34        | 29        | 38        | 30        | 27        | 32        | 31        | 26        | 35        | 36        | 37        | 29        | 25        |
| <b>TOTAL FREQUENTLY</b>                  | <b>54</b> | <b>54</b> | <b>52</b> | <b>54</b> | <b>61</b> | <b>54</b> | <b>47</b> | <b>54</b> | <b>58</b> | <b>48</b> | <b>66</b> | <b>60</b> | <b>67</b> | <b>57</b> | <b>40</b> |
| Not very frequently                      | 24        | 24        | 19        | 25        | 22        | 24        | 27        | 22        | 23        | 26        | 21        | 24        | 24        | 17        | 22        |
| Never                                    | 20        | 20        | 23        | 18        | 18        | 21        | 23        | 18        | 18        | 24        | 13        | 15        | 7         | 21        | 30        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>44</b> | <b>44</b> | <b>42</b> | <b>43</b> | <b>40</b> | <b>45</b> | <b>50</b> | <b>40</b> | <b>41</b> | <b>50</b> | <b>34</b> | <b>39</b> | <b>31</b> | <b>38</b> | <b>52</b> |
| Don't know                               | 2         | 2         | 7         | 4         | 0         | 2         | 3         | 5         | 1         | 2         | 1         | 1         | 1         | 5         | 7         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                          | Net migration |               |                 |                         | BBC             |                   |                     |       |            | Sky             |                   |                     |       |            |
|--------------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                          | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| <b>Weighted Sample</b>   | <b>2153</b>   | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| <b>Unweighted Sample</b> | <b>2153</b>   | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                          | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

#### Greens

|                    |           |           |           |           |           |           |           |           |          |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 4         | 1         | 3         | 1         | 1         | 2         | 0        | 5         | 1         | 1         | 1         | 0         |
| Fairly well        | 16        | 16        | 22        | 21        | 28        | 19        | 11        | 6         | 0        | 31        | 22        | 19        | 13        | 2         |
| <b>TOTAL WELL</b>  | <b>17</b> | <b>17</b> | <b>26</b> | <b>22</b> | <b>31</b> | <b>20</b> | <b>12</b> | <b>8</b>  | <b>0</b> | <b>36</b> | <b>23</b> | <b>20</b> | <b>14</b> | <b>2</b>  |
| Fairly badly       | 17        | 16        | 31        | 22        | 22        | 23        | 13        | 10        | 9        | 23        | 24        | 20        | 15        | 8         |
| Very badly         | 13        | 16        | 13        | 10        | 14        | 12        | 13        | 17        | 0        | 15        | 15        | 14        | 13        | 2         |
| <b>TOTAL BADLY</b> | <b>30</b> | <b>32</b> | <b>44</b> | <b>32</b> | <b>36</b> | <b>35</b> | <b>26</b> | <b>27</b> | <b>9</b> | <b>38</b> | <b>39</b> | <b>34</b> | <b>28</b> | <b>10</b> |
| Don't know         | 52        | 51        | 30        | 46        | 34        | 46        | 62        | 66        | 91       | 26        | 38        | 45        | 58        | 89        |

#### SNP

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 3         | 1         | 2         | 1         | 1         | 1         | 0         | 2         | 2         | 1         | 1         | 0         |
| Fairly well        | 12        | 13        | 15        | 15        | 23        | 13        | 9         | 5         | 0         | 26        | 17        | 14        | 10        | 2         |
| <b>TOTAL WELL</b>  | <b>13</b> | <b>14</b> | <b>18</b> | <b>16</b> | <b>25</b> | <b>14</b> | <b>10</b> | <b>6</b>  | <b>0</b>  | <b>28</b> | <b>19</b> | <b>15</b> | <b>11</b> | <b>2</b>  |
| Fairly badly       | 14        | 13        | 22        | 15        | 18        | 18        | 12        | 7         | 0         | 22        | 16        | 17        | 12        | 0         |
| Very badly         | 12        | 14        | 13        | 8         | 10        | 11        | 13        | 16        | 11        | 15        | 13        | 14        | 11        | 11        |
| <b>TOTAL BADLY</b> | <b>26</b> | <b>27</b> | <b>35</b> | <b>23</b> | <b>28</b> | <b>29</b> | <b>25</b> | <b>23</b> | <b>11</b> | <b>37</b> | <b>29</b> | <b>31</b> | <b>23</b> | <b>11</b> |
| Don't know         | 61        | 59        | 47        | 60        | 48        | 58        | 66        | 71        | 89        | 35        | 51        | 55        | 67        | 87        |

#### Plaid Cymru

|                    |           |           |           |           |           |           |           |           |          |           |           |           |           |          |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|----------|
| Very well          | 0         | 1         | 0         | 0         | 1         | 0         | 0         | 0         | 0        | 0         | 1         | 0         | 0         | 0        |
| Fairly well        | 9         | 9         | 9         | 11        | 15        | 10        | 7         | 3         | 4        | 22        | 11        | 9         | 7         | 5        |
| <b>TOTAL WELL</b>  | <b>9</b>  | <b>10</b> | <b>9</b>  | <b>11</b> | <b>16</b> | <b>10</b> | <b>7</b>  | <b>3</b>  | <b>4</b> | <b>22</b> | <b>12</b> | <b>9</b>  | <b>7</b>  | <b>5</b> |
| Fairly badly       | 12        | 11        | 15        | 14        | 15        | 15        | 10        | 7         | 0        | 15        | 17        | 14        | 10        | 0        |
| Very badly         | 10        | 12        | 14        | 7         | 10        | 8         | 11        | 14        | 0        | 16        | 13        | 11        | 9         | 2        |
| <b>TOTAL BADLY</b> | <b>22</b> | <b>23</b> | <b>29</b> | <b>21</b> | <b>25</b> | <b>23</b> | <b>21</b> | <b>21</b> | <b>0</b> | <b>31</b> | <b>30</b> | <b>25</b> | <b>19</b> | <b>2</b> |
| Don't know         | 69        | 67        | 61        | 67        | 59        | 67        | 73        | 76        | 96       | 47        | 58        | 65        | 74        | 93       |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

#### BBC

|                                          |           |           |           |           |            |            |            |            |          |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 24        | 25        | 29        | 24        | 100        | 0          | 0          | 0          | 0        | 58        | 28        | 27        | 20        | 0         |
| Fairly frequently                        | 30        | 29        | 35        | 36        | 0          | 100        | 0          | 0          | 0        | 21        | 45        | 34        | 27        | 10        |
| <b>TOTAL FREQUENTLY</b>                  | <b>54</b> | <b>54</b> | <b>64</b> | <b>60</b> | <b>100</b> | <b>100</b> | <b>0</b>   | <b>0</b>   | <b>0</b> | <b>79</b> | <b>73</b> | <b>61</b> | <b>47</b> | <b>10</b> |
| Not very frequently                      | 24        | 24        | 22        | 24        | 0          | 0          | 100        | 0          | 0        | 14        | 17        | 30        | 24        | 3         |
| Never                                    | 20        | 20        | 11        | 15        | 0          | 0          | 0          | 100        | 0        | 6         | 9         | 9         | 29        | 4         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>44</b> | <b>44</b> | <b>33</b> | <b>39</b> | <b>0</b>   | <b>0</b>   | <b>100</b> | <b>100</b> | <b>0</b> | <b>20</b> | <b>26</b> | <b>39</b> | <b>53</b> | <b>7</b>  |
| Don't know                               | 2         | 1         | 2         | 1         | 0          | 0          | 0          | 0          | 100      | 0         | 0         | 0         | 0         | 83        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

#### Greens

|                    |           |           |           |           |           |          |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 2         | 1         | 2         | 1         | 3        | 6         | 1         | 2         | 1         | 0         |
| Fairly well        | 16        | 34        | 23        | 18        | 8         | 3        | 34        | 28        | 22        | 9         | 4         |
| <b>TOTAL WELL</b>  | <b>17</b> | <b>36</b> | <b>24</b> | <b>20</b> | <b>9</b>  | <b>6</b> | <b>40</b> | <b>29</b> | <b>24</b> | <b>10</b> | <b>4</b>  |
| Fairly badly       | 17        | 14        | 20        | 20        | 14        | 9        | 35        | 28        | 21        | 12        | 7         |
| Very badly         | 13        | 13        | 12        | 15        | 13        | 0        | 15        | 11        | 14        | 13        | 6         |
| <b>TOTAL BADLY</b> | <b>30</b> | <b>27</b> | <b>32</b> | <b>35</b> | <b>27</b> | <b>9</b> | <b>50</b> | <b>39</b> | <b>35</b> | <b>25</b> | <b>13</b> |
| Don't know         | 52        | 36        | 45        | 45        | 63        | 85       | 10        | 31        | 41        | 65        | 82        |

#### SNP

|                    |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 2         | 1         | 1         | 0         | 1         | 3         | 1         | 1         | 0         |
| Fairly well        | 12        | 27        | 17        | 13        | 7         | 3         | 25        | 23        | 16        | 7         | 4         |
| <b>TOTAL WELL</b>  | <b>13</b> | <b>28</b> | <b>19</b> | <b>14</b> | <b>8</b>  | <b>3</b>  | <b>26</b> | <b>26</b> | <b>17</b> | <b>8</b>  | <b>4</b>  |
| Fairly badly       | 14        | 15        | 15        | 17        | 10        | 0         | 28        | 19        | 19        | 9         | 2         |
| Very badly         | 12        | 12        | 10        | 13        | 12        | 13        | 22        | 10        | 12        | 12        | 13        |
| <b>TOTAL BADLY</b> | <b>26</b> | <b>27</b> | <b>25</b> | <b>30</b> | <b>22</b> | <b>13</b> | <b>50</b> | <b>29</b> | <b>31</b> | <b>21</b> | <b>15</b> |
| Don't know         | 61        | 45        | 56        | 56        | 70        | 85        | 24        | 45        | 52        | 72        | 80        |

#### Plaid Cymru

|                    |           |           |           |           |           |          |           |           |           |           |          |
|--------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|----------|
| Very well          | 0         | 1         | 1         | 0         | 0         | 3        | 0         | 2         | 0         | 0         | 0        |
| Fairly well        | 9         | 21        | 12        | 10        | 5         | 6        | 24        | 17        | 12        | 5         | 7        |
| <b>TOTAL WELL</b>  | <b>9</b>  | <b>22</b> | <b>13</b> | <b>10</b> | <b>5</b>  | <b>9</b> | <b>24</b> | <b>19</b> | <b>12</b> | <b>5</b>  | <b>7</b> |
| Fairly badly       | 12        | 10        | 15        | 15        | 8         | 0        | 24        | 16        | 16        | 8         | 0        |
| Very badly         | 10        | 13        | 10        | 10        | 11        | 0        | 17        | 14        | 10        | 10        | 1        |
| <b>TOTAL BADLY</b> | <b>22</b> | <b>23</b> | <b>25</b> | <b>25</b> | <b>19</b> | <b>0</b> | <b>41</b> | <b>30</b> | <b>26</b> | <b>18</b> | <b>1</b> |
| Don't know         | 69        | 55        | 63        | 66        | 76        | 91       | 34        | 51        | 63        | 78        | 91       |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

#### BBC

|                                          |           |           |           |           |           |          |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 24        | 58        | 31        | 26        | 13        | 3        | 54        | 39        | 29        | 16        | 3         |
| Fairly frequently                        | 30        | 18        | 51        | 33        | 20        | 6        | 32        | 49        | 36        | 23        | 7         |
| <b>TOTAL FREQUENTLY</b>                  | <b>54</b> | <b>76</b> | <b>82</b> | <b>59</b> | <b>33</b> | <b>9</b> | <b>86</b> | <b>88</b> | <b>65</b> | <b>39</b> | <b>10</b> |
| Not very frequently                      | 24        | 15        | 13        | 33        | 23        | 0        | 11        | 9         | 27        | 26        | 7         |
| Never                                    | 20        | 9         | 6         | 8         | 44        | 8        | 3         | 3         | 7         | 35        | 8         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>44</b> | <b>24</b> | <b>19</b> | <b>41</b> | <b>67</b> | <b>8</b> | <b>14</b> | <b>12</b> | <b>34</b> | <b>61</b> | <b>15</b> |
| Don't know                               | 2         | 0         | 0         | 0         | 0         | 84       | 0         | 0         | 0         | 0         | 75        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|             |                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|             |                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
|             | Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
|             | Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|             |                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
| Greens      |                   |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|             | Very well         | 1     | 2               | 2                 | 2                   | 1     | 0          | 3               | 1                 | 2                   | 1     | 0          |
|             | Fairly well       | 16    | 39              | 29                | 24                  | 12    | 4          | 18              | 16                | 17                  | 16    | 6          |
|             | TOTAL WELL        | 17    | 41              | 31                | 26                  | 13    | 4          | 21              | 17                | 19                  | 17    | 6          |
|             | Fairly badly      | 17    | 23              | 18                | 23                  | 15    | 9          | 21              | 16                | 18                  | 18    | 5          |
|             | Very badly        | 13    | 26              | 9                 | 14                  | 13    | 6          | 26              | 27                | 15                  | 11    | 2          |
|             | TOTAL BADLY       | 30    | 49              | 27                | 37                  | 28    | 15         | 47              | 43                | 33                  | 29    | 7          |
|             | Don't know        | 52    | 9               | 42                | 38                  | 59    | 80         | 32              | 39                | 49                  | 54    | 87         |
| SNP         |                   |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|             | Very well         | 1     | 9               | 2                 | 1                   | 1     | 0          | 2               | 2                 | 1                   | 1     | 0          |
|             | Fairly well       | 12    | 27              | 19                | 19                  | 9     | 4          | 18              | 17                | 11                  | 12    | 6          |
|             | TOTAL WELL        | 13    | 36              | 21                | 20                  | 10    | 4          | 20              | 19                | 12                  | 13    | 6          |
|             | Fairly badly      | 14    | 28              | 16                | 19                  | 12    | 0          | 18              | 14                | 16                  | 13    | 2          |
|             | Very badly        | 12    | 21              | 7                 | 13                  | 12    | 13         | 20              | 21                | 15                  | 10    | 11         |
|             | TOTAL BADLY       | 26    | 49              | 23                | 32                  | 24    | 13         | 38              | 35                | 31                  | 23    | 13         |
|             | Don't know        | 61    | 15              | 56                | 49                  | 67    | 82         | 42              | 47                | 57                  | 64    | 81         |
| Plaid Cymru |                   |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|             | Very well         | 0     | 0               | 2                 | 0                   | 0     | 0          | 0               | 1                 | 0                   | 0     | 0          |
|             | Fairly well       | 9     | 36              | 17                | 14                  | 6     | 7          | 12              | 10                | 10                  | 8     | 8          |
|             | TOTAL WELL        | 9     | 36              | 19                | 14                  | 6     | 7          | 12              | 11                | 10                  | 8     | 8          |
|             | Fairly badly      | 12    | 23              | 11                | 17                  | 10    | 0          | 12              | 13                | 15                  | 11    | 2          |
|             | Very badly        | 10    | 17              | 9                 | 11                  | 10    | 2          | 27              | 20                | 12                  | 8     | 2          |
|             | TOTAL BADLY       | 22    | 40              | 20                | 28                  | 20    | 2          | 39              | 33                | 27                  | 19    | 4          |
|             | Don't know        | 69    | 24              | 61                | 58                  | 74    | 90         | 50              | 55                | 62                  | 72    | 87         |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

|                                   |  |    |    |    |    |    |    |    |    |    |    |    |
|-----------------------------------|--|----|----|----|----|----|----|----|----|----|----|----|
| BBC                               |  |    |    |    |    |    |    |    |    |    |    |    |
| Very frequently                   |  | 24 | 80 | 32 | 33 | 19 | 4  | 28 | 15 | 23 | 26 | 4  |
| Fairly frequently                 |  | 30 | 11 | 40 | 36 | 28 | 8  | 16 | 35 | 30 | 31 | 12 |
| TOTAL FREQUENTLY                  |  | 54 | 91 | 72 | 69 | 47 | 12 | 44 | 50 | 53 | 57 | 16 |
| Not very frequently               |  | 24 | 10 | 14 | 25 | 25 | 5  | 25 | 22 | 34 | 22 | 6  |
| Never                             |  | 20 | 0  | 14 | 6  | 27 | 9  | 31 | 27 | 12 | 21 | 1  |
| TOTAL NOT VERY FREQUENTLY / NEVER |  | 44 | 10 | 28 | 31 | 52 | 14 | 56 | 49 | 46 | 43 | 7  |
| Don't know                        |  | 2  | 0  | 0  | 0  | 0  | 75 | 0  | 0  | 0  | 0  | 77 |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |
|-------------------|-------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   | Total | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153  | 1169             | 937                  | 48         | 361              | 1737                 | 56         | 538              | 1560                 | 55         | 285              | 1808                 | 60         |
| Unweighted Sample | 2153  | 1239             | 885                  | 29         | 367              | 1750                 | 36         | 586              | 1532                 | 35         | 305              | 1808                 | 40         |
|                   | %     | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          |

#### Greens

|                    |           |           |           |          |           |           |           |           |           |          |           |           |           |
|--------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| Very well          | 1         | 2         | 1         | 0        | 2         | 1         | 0         | 1         | 2         | 3        | 2         | 1         | 0         |
| Fairly well        | 16        | 23        | 8         | 0        | 24        | 15        | 2         | 25        | 13        | 3        | 29        | 14        | 4         |
| <b>TOTAL WELL</b>  | <b>17</b> | <b>25</b> | <b>9</b>  | <b>0</b> | <b>26</b> | <b>16</b> | <b>2</b>  | <b>26</b> | <b>15</b> | <b>6</b> | <b>31</b> | <b>15</b> | <b>4</b>  |
| Fairly badly       | 17        | 22        | 12        | 9        | 24        | 16        | 8         | 18        | 17        | 9        | 29        | 16        | 7         |
| Very badly         | 13        | 13        | 15        | 0        | 15        | 13        | 2         | 12        | 14        | 0        | 12        | 14        | 6         |
| <b>TOTAL BADLY</b> | <b>30</b> | <b>35</b> | <b>27</b> | <b>9</b> | <b>39</b> | <b>29</b> | <b>10</b> | <b>30</b> | <b>31</b> | <b>9</b> | <b>41</b> | <b>30</b> | <b>13</b> |
| Don't know         | 52        | 40        | 64        | 91       | 35        | 54        | 89        | 43        | 54        | 85       | 27        | 55        | 82        |

#### SNP

|                    |           |           |           |           |           |           |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 1         | 1         | 0         | 2         | 1         | 0         | 1         | 1         | 0         | 2         | 1         | 0         |
| Fairly well        | 12        | 17        | 7         | 0         | 20        | 11        | 2         | 19        | 10        | 3         | 23        | 11        | 4         |
| <b>TOTAL WELL</b>  | <b>13</b> | <b>18</b> | <b>8</b>  | <b>0</b>  | <b>22</b> | <b>12</b> | <b>2</b>  | <b>20</b> | <b>11</b> | <b>3</b>  | <b>25</b> | <b>12</b> | <b>4</b>  |
| Fairly badly       | 14        | 18        | 10        | 0         | 18        | 13        | 0         | 15        | 14        | 0         | 21        | 13        | 2         |
| Very badly         | 12        | 11        | 14        | 11        | 14        | 12        | 11        | 11        | 12        | 13        | 12        | 12        | 13        |
| <b>TOTAL BADLY</b> | <b>26</b> | <b>29</b> | <b>24</b> | <b>11</b> | <b>32</b> | <b>25</b> | <b>11</b> | <b>26</b> | <b>26</b> | <b>13</b> | <b>33</b> | <b>25</b> | <b>15</b> |
| Don't know         | 61        | 53        | 69        | 89        | 46        | 63        | 87        | 53        | 63        | 85        | 41        | 63        | 80        |

#### Plaid Cymru

|                    |           |           |           |          |           |           |          |           |           |          |           |           |          |
|--------------------|-----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|
| Very well          | 0         | 1         | 0         | 0        | 0         | 0         | 0        | 1         | 0         | 3        | 1         | 0         | 0        |
| Fairly well        | 9         | 13        | 5         | 4        | 14        | 8         | 5        | 14        | 7         | 6        | 19        | 8         | 7        |
| <b>TOTAL WELL</b>  | <b>9</b>  | <b>14</b> | <b>5</b>  | <b>4</b> | <b>14</b> | <b>8</b>  | <b>5</b> | <b>15</b> | <b>7</b>  | <b>9</b> | <b>20</b> | <b>8</b>  | <b>7</b> |
| Fairly badly       | 12        | 15        | 8         | 0        | 17        | 11        | 0        | 14        | 11        | 0        | 18        | 11        | 0        |
| Very badly         | 10        | 9         | 12        | 0        | 14        | 10        | 2        | 11        | 10        | 0        | 15        | 10        | 1        |
| <b>TOTAL BADLY</b> | <b>22</b> | <b>24</b> | <b>20</b> | <b>0</b> | <b>31</b> | <b>21</b> | <b>2</b> | <b>25</b> | <b>21</b> | <b>0</b> | <b>33</b> | <b>21</b> | <b>1</b> |
| Don't know         | 69        | 63        | 74        | 96       | 55        | 71        | 93       | 61        | 71        | 91       | 48        | 71        | 91       |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

#### BBC

|                                          |           |            |            |          |           |           |           |           |           |          |           |           |           |
|------------------------------------------|-----------|------------|------------|----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| Very frequently                          | 24        | 44         | 0          | 0        | 37        | 22        | 0         | 38        | 20        | 3        | 42        | 22        | 3         |
| Fairly frequently                        | 30        | 56         | 0          | 0        | 38        | 29        | 10        | 43        | 27        | 6        | 46        | 29        | 7         |
| <b>TOTAL FREQUENTLY</b>                  | <b>54</b> | <b>100</b> | <b>0</b>   | <b>0</b> | <b>75</b> | <b>51</b> | <b>10</b> | <b>81</b> | <b>47</b> | <b>9</b> | <b>88</b> | <b>51</b> | <b>10</b> |
| Not very frequently                      | 24        | 0          | 54         | 0        | 16        | 26        | 3         | 13        | 28        | 0        | 9         | 27        | 7         |
| Never                                    | 20        | 0          | 46         | 0        | 8         | 23        | 4         | 6         | 25        | 8        | 3         | 23        | 8         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>44</b> | <b>0</b>   | <b>100</b> | <b>0</b> | <b>24</b> | <b>49</b> | <b>7</b>  | <b>19</b> | <b>53</b> | <b>8</b> | <b>12</b> | <b>50</b> | <b>15</b> |
| Don't know                               | 2         | 0          | 0          | 100      | 0         | 0         | 83        | 0         | 0         | 84       | 0         | 0         | 75        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total Channel 5  |                      |            | Total GB News    |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 119                  | 1976       | 58               | 262                  | 1836       | 55 |
| Unweighted Sample | 2153             | 125                  | 1989       | 39               | 272                  | 1842       | 39 |
|                   | %                | %                    | %          | %                | %                    | %          | %  |

#### Greens

|                    |           |           |           |           |           |           |          |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Very well          | 1         | 2         | 1         | 0         | 2         | 1         | 0        |
| Fairly well        | 16        | 31        | 15        | 4         | 17        | 16        | 6        |
| <b>TOTAL WELL</b>  | <b>17</b> | <b>33</b> | <b>16</b> | <b>4</b>  | <b>19</b> | <b>17</b> | <b>6</b> |
| Fairly badly       | 17        | 19        | 18        | 9         | 18        | 18        | 5        |
| Very badly         | 13        | 12        | 14        | 6         | 27        | 12        | 2        |
| <b>TOTAL BADLY</b> | <b>30</b> | <b>31</b> | <b>32</b> | <b>15</b> | <b>45</b> | <b>30</b> | <b>7</b> |
| Don't know         | 52        | 35        | 52        | 80        | 36        | 53        | 87       |

#### SNP

|                    |           |           |           |           |           |           |           |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well          | 1         | 4         | 1         | 0         | 2         | 1         | 0         |
| Fairly well        | 12        | 21        | 12        | 4         | 17        | 12        | 6         |
| <b>TOTAL WELL</b>  | <b>13</b> | <b>25</b> | <b>13</b> | <b>4</b>  | <b>19</b> | <b>13</b> | <b>6</b>  |
| Fairly badly       | 14        | 18        | 14        | 0         | 16        | 14        | 2         |
| Very badly         | 12        | 10        | 12        | 13        | 20        | 11        | 11        |
| <b>TOTAL BADLY</b> | <b>26</b> | <b>28</b> | <b>26</b> | <b>13</b> | <b>36</b> | <b>25</b> | <b>13</b> |
| Don't know         | 61        | 48        | 61        | 82        | 45        | 62        | 81        |

#### Plaid Cymru

|                    |           |           |           |          |           |           |          |
|--------------------|-----------|-----------|-----------|----------|-----------|-----------|----------|
| Very well          | 0         | 2         | 0         | 0        | 1         | 0         | 0        |
| Fairly well        | 9         | 21        | 8         | 7        | 11        | 9         | 8        |
| <b>TOTAL WELL</b>  | <b>9</b>  | <b>23</b> | <b>8</b>  | <b>7</b> | <b>12</b> | <b>9</b>  | <b>8</b> |
| Fairly badly       | 12        | 13        | 12        | 0        | 13        | 12        | 2        |
| Very badly         | 10        | 10        | 10        | 2        | 23        | 9         | 2        |
| <b>TOTAL BADLY</b> | <b>22</b> | <b>23</b> | <b>22</b> | <b>2</b> | <b>36</b> | <b>21</b> | <b>4</b> |
| Don't know         | 69        | 54        | 69        | 90       | 53        | 70        | 87       |

How frequently, if at all, do you read, watch, or listen to news reported by the following platforms?

#### BBC

|                                          |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 24        | 42        | 23        | 4         | 20        | 25        | 4         |
| Fairly frequently                        | 30        | 34        | 31        | 8         | 28        | 31        | 12        |
| <b>TOTAL FREQUENTLY</b>                  | <b>54</b> | <b>76</b> | <b>54</b> | <b>12</b> | <b>48</b> | <b>56</b> | <b>16</b> |
| Not very frequently                      | 24        | 13        | 25        | 5         | 24        | 24        | 6         |
| Never                                    | 20        | 11        | 21        | 9         | 28        | 19        | 1         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>44</b> | <b>24</b> | <b>46</b> | <b>14</b> | <b>52</b> | <b>43</b> | <b>7</b>  |
| Don't know                               | 2         | 0         | 0         | 75        | 0         | 0         | 77        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

|           |                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Sky       | Very frequently                          | 5         | 7         | 11        | 3         | 5         | 3         | 6         | 8         | 4         | 5         | 3         | 5         | 5         | 6         | 4         | 8         | 4         | 5         | 6         | 5         | 5         |
|           | Fairly frequently                        | 12        | 16        | 14        | 13        | 15        | 9         | 16        | 11        | 9         | 13        | 4         | 11        | 12        | 14        | 10        | 18        | 10        | 12        | 12        | 13        | 10        |
|           | <b>TOTAL FREQUENTLY</b>                  | <b>17</b> | <b>23</b> | <b>25</b> | <b>16</b> | <b>20</b> | <b>12</b> | <b>22</b> | <b>19</b> | <b>13</b> | <b>18</b> | <b>7</b>  | <b>16</b> | <b>17</b> | <b>20</b> | <b>14</b> | <b>26</b> | <b>14</b> | <b>17</b> | <b>18</b> | <b>18</b> | <b>15</b> |
|           | Not very frequently                      | 26        | 27        | 27        | 30        | 28        | 27        | 27        | 26        | 27        | 27        | 26        | 28        | 26        | 27        | 24        | 18        | 23        | 30        | 28        | 27        | 24        |
|           | Never                                    | 55        | 49        | 47        | 54        | 50        | 59        | 51        | 53        | 59        | 53        | 64        | 55        | 54        | 50        | 59        | 51        | 58        | 52        | 54        | 54        | 57        |
|           | <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>81</b> | <b>76</b> | <b>74</b> | <b>84</b> | <b>78</b> | <b>86</b> | <b>78</b> | <b>79</b> | <b>86</b> | <b>80</b> | <b>90</b> | <b>83</b> | <b>80</b> | <b>77</b> | <b>83</b> | <b>69</b> | <b>81</b> | <b>82</b> | <b>81</b> | <b>81</b> | <b>81</b> |
|           | Don't know                               | 3         | 1         | 1         | 0         | 2         | 2         | 0         | 1         | 0         | 2         | 3         | 1         | 2         | 2         | 3         | 5         | 5         | 0         | 0         | 1         | 4         |
| ITV       | Very frequently                          | 6         | 8         | 9         | 6         | 8         | 3         | 8         | 8         | 5         | 8         | 3         | 7         | 8         | 5         | 7         | 3         | 3         | 7         | 13        | 6         | 7         |
|           | Fairly frequently                        | 19        | 21        | 25        | 19        | 21        | 13        | 21        | 21        | 14        | 19        | 10        | 17        | 22        | 19        | 18        | 16        | 14        | 22        | 23        | 18        | 20        |
|           | <b>TOTAL FREQUENTLY</b>                  | <b>25</b> | <b>29</b> | <b>34</b> | <b>25</b> | <b>29</b> | <b>16</b> | <b>29</b> | <b>29</b> | <b>19</b> | <b>27</b> | <b>13</b> | <b>24</b> | <b>30</b> | <b>24</b> | <b>25</b> | <b>19</b> | <b>17</b> | <b>29</b> | <b>36</b> | <b>24</b> | <b>27</b> |
|           | Not very frequently                      | 38        | 45        | 36        | 48        | 36        | 44        | 44        | 36        | 47        | 38        | 43        | 45        | 37        | 39        | 37        | 34        | 34        | 44        | 41        | 41        | 34        |
|           | Never                                    | 35        | 25        | 28        | 27        | 32        | 38        | 26        | 34        | 33        | 35        | 40        | 30        | 31        | 34        | 35        | 41        | 45        | 26        | 22        | 34        | 35        |
|           | <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>73</b> | <b>70</b> | <b>64</b> | <b>75</b> | <b>68</b> | <b>82</b> | <b>70</b> | <b>70</b> | <b>80</b> | <b>73</b> | <b>83</b> | <b>75</b> | <b>68</b> | <b>73</b> | <b>72</b> | <b>75</b> | <b>79</b> | <b>70</b> | <b>63</b> | <b>75</b> | <b>69</b> |
|           | Don't know                               | 3         | 1         | 2         | 0         | 2         | 2         | 1         | 1         | 0         | 1         | 3         | 1         | 2         | 2         | 3         | 5         | 4         | 1         | 0         | 1         | 4         |
| Channel 4 | Very frequently                          | 2         | 1         | 8         | 3         | 0         | 2         | 1         | 6         | 3         | 0         | 3         | 4         | 1         | 3         | 2         | 5         | 1         | 3         | 3         | 3         | 2         |
|           | Fairly frequently                        | 11        | 10        | 18        | 19        | 7         | 14        | 8         | 15        | 16        | 4         | 19        | 14        | 8         | 14        | 7         | 16        | 9         | 10        | 12        | 12        | 9         |
|           | <b>TOTAL FREQUENTLY</b>                  | <b>13</b> | <b>11</b> | <b>26</b> | <b>22</b> | <b>7</b>  | <b>16</b> | <b>9</b>  | <b>21</b> | <b>19</b> | <b>4</b>  | <b>22</b> | <b>18</b> | <b>9</b>  | <b>17</b> | <b>9</b>  | <b>21</b> | <b>10</b> | <b>13</b> | <b>15</b> | <b>15</b> | <b>11</b> |
|           | Not very frequently                      | 36        | 38        | 43        | 39        | 39        | 42        | 41        | 39        | 39        | 32        | 37        | 43        | 37        | 37        | 36        | 29        | 30        | 43        | 43        | 38        | 33        |
|           | Never                                    | 48        | 49        | 30        | 39        | 52        | 41        | 48        | 39        | 43        | 62        | 39        | 38        | 52        | 43        | 52        | 46        | 55        | 43        | 41        | 45        | 51        |
|           | <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>84</b> | <b>87</b> | <b>73</b> | <b>78</b> | <b>91</b> | <b>83</b> | <b>89</b> | <b>78</b> | <b>82</b> | <b>94</b> | <b>76</b> | <b>81</b> | <b>89</b> | <b>80</b> | <b>88</b> | <b>75</b> | <b>85</b> | <b>86</b> | <b>84</b> | <b>83</b> | <b>84</b> |
|           | Don't know                               | 3         | 2         | 1         | 0         | 2         | 2         | 1         | 2         | 0         | 1         | 3         | 2         | 2         | 3         | 3         | 5         | 5         | 1         | 1         | 1         | 4         |
| Channel 5 | Very frequently                          | 1         | 1         | 5         | 0         | 1         | 0         | 1         | 3         | 0         | 1         | 1         | 0         | 1         | 2         | 1         | 4         | 1         | 1         | 0         | 2         | 0         |
|           | Fairly frequently                        | 4         | 5         | 5         | 5         | 6         | 4         | 5         | 6         | 6         | 5         | 1         | 4         | 5         | 5         | 4         | 3         | 3         | 4         | 7         | 4         | 5         |
|           | <b>TOTAL FREQUENTLY</b>                  | <b>5</b>  | <b>6</b>  | <b>10</b> | <b>5</b>  | <b>7</b>  | <b>4</b>  | <b>6</b>  | <b>9</b>  | <b>6</b>  | <b>6</b>  | <b>2</b>  | <b>4</b>  | <b>6</b>  | <b>7</b>  | <b>5</b>  | <b>7</b>  | <b>4</b>  | <b>5</b>  | <b>7</b>  | <b>6</b>  | <b>5</b>  |
|           | Not very frequently                      | 29        | 36        | 32        | 36        | 32        | 27        | 37        | 28        | 33        | 26        | 26        | 31        | 33        | 30        | 29        | 26        | 21        | 35        | 40        | 30        | 29        |
|           | Never                                    | 62        | 57        | 57        | 58        | 59        | 68        | 56        | 61        | 61        | 67        | 69        | 64        | 59        | 61        | 64        | 61        | 71        | 60        | 51        | 63        | 61        |
|           | <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>91</b> | <b>93</b> | <b>89</b> | <b>94</b> | <b>91</b> | <b>95</b> | <b>93</b> | <b>89</b> | <b>94</b> | <b>93</b> | <b>95</b> | <b>95</b> | <b>92</b> | <b>91</b> | <b>93</b> | <b>87</b> | <b>92</b> | <b>95</b> | <b>91</b> | <b>93</b> | <b>90</b> |
|           | Don't know                               | 3         | 1         | 1         | 0         | 2         | 2         | 1         | 2         | 0         | 1         | 3         | 1         | 2         | 2         | 3         | 6         | 4         | 0         | 0         | 1         | 5         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |                                   |       | Country |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|-------------------|-----------------------------------|-------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                   |                                   | Total | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| Weighted Sample   |                                   | 2153  | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| Unweighted Sample |                                   | 2153  | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                   |                                   | %     | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |
| Sky               | Very frequently                   | 5     | 5       | 4     | 8        | 4                | 8                 | 3        | 5      | 4     | 5                                           | 5                | 4                       | 8                  | 7                       | 4          |
|                   | Fairly frequently                 | 12    | 12      | 11    | 11       | 13               | 12                | 13       | 11     | 11    | 13                                          | 14               | 12                      | 13                 | 3                       | 5          |
|                   | TOTAL FREQUENTLY                  | 17    | 17      | 15    | 19       | 17               | 20                | 16       | 16     | 15    | 18                                          | 19               | 16                      | 21                 | 10                      | 9          |
|                   | Not very frequently               | 26    | 26      | 25    | 22       | 28               | 26                | 28       | 26     | 25    | 24                                          | 30               | 27                      | 29                 | 24                      | 19         |
|                   | Never                             | 55    | 55      | 52    | 56       | 55               | 52                | 54       | 54     | 59    | 55                                          | 51               | 55                      | 49                 | 57                      | 66         |
|                   | TOTAL NOT VERY FREQUENTLY / NEVER | 81    | 81      | 77    | 78       | 83               | 78                | 82       | 80     | 84    | 79                                          | 81               | 82                      | 78                 | 81                      | 85         |
| Don't know        |                                   | 3     | 2       | 8     | 4        | 0                | 2                 | 2        | 5      | 1     | 3                                           | 1                | 2                       | 2                  | 9                       | 7          |
| ITV               | Very frequently                   | 6     | 6       | 4     | 7        | 8                | 8                 | 5        | 4      | 6     | 9                                           | 6                | 4                       | 4                  | 1                       | 4          |
|                   | Fairly frequently                 | 19    | 18      | 23    | 22       | 24               | 21                | 18       | 15     | 17    | 20                                          | 22               | 18                      | 18                 | 13                      | 12         |
|                   | TOTAL FREQUENTLY                  | 25    | 24      | 27    | 29       | 32               | 29                | 23       | 19     | 23    | 29                                          | 28               | 22                      | 22                 | 14                      | 16         |
|                   | Not very frequently               | 38    | 39      | 29    | 36       | 39               | 37                | 38       | 36     | 41    | 38                                          | 40               | 41                      | 42                 | 37                      | 26         |
|                   | Never                             | 35    | 35      | 36    | 31       | 30               | 32                | 37       | 40     | 34    | 31                                          | 30               | 35                      | 35                 | 40                      | 51         |
|                   | TOTAL NOT VERY FREQUENTLY / NEVER | 73    | 74      | 65    | 67       | 69               | 69                | 75       | 76     | 75    | 69                                          | 70               | 76                      | 77                 | 77                      | 77         |
| Don't know        |                                   | 3     | 2       | 7     | 4        | 0                | 2                 | 2        | 5      | 2     | 2                                           | 1                | 2                       | 1                  | 9                       | 7          |
| Channel 4         | Very frequently                   | 2     | 2       | 1     | 4        | 3                | 3                 | 1        | 4      | 2     | 2                                           | 4                | 3                       | 3                  | 4                       | 1          |
|                   | Fairly frequently                 | 11    | 11      | 8     | 13       | 17               | 10                | 10       | 11     | 11    | 7                                           | 12               | 17                      | 17                 | 23                      | 9          |
|                   | TOTAL FREQUENTLY                  | 13    | 13      | 9     | 17       | 20               | 13                | 11       | 15     | 13    | 9                                           | 16               | 20                      | 20                 | 27                      | 10         |
|                   | Not very frequently               | 36    | 37      | 33    | 35       | 29               | 38                | 35       | 35     | 37    | 37                                          | 40               | 38                      | 43                 | 27                      | 25         |
|                   | Never                             | 48    | 48      | 51    | 44       | 49               | 47                | 51       | 45     | 48    | 52                                          | 44               | 41                      | 35                 | 38                      | 59         |
|                   | TOTAL NOT VERY FREQUENTLY / NEVER | 84    | 85      | 84    | 79       | 78               | 85                | 86       | 80     | 85    | 89                                          | 84               | 79                      | 78                 | 65                      | 84         |
| Don't know        |                                   | 3     | 2       | 7     | 4        | 2                | 2                 | 3        | 5      | 2     | 3                                           | 1                | 2                       | 1                  | 9                       | 7          |
| Channel 5         | Very frequently                   | 1     | 1       | 1     | 1        | 0                | 2                 | 0        | 2      | 1     | 1                                           | 2                | 1                       | 0                  | 1                       | 0          |
|                   | Fairly frequently                 | 4     | 4       | 1     | 5        | 9                | 4                 | 5        | 4      | 4     | 5                                           | 4                | 4                       | 2                  | 0                       | 5          |
|                   | TOTAL FREQUENTLY                  | 5     | 5       | 2     | 6        | 9                | 6                 | 5        | 6      | 5     | 6                                           | 6                | 5                       | 2                  | 1                       | 5          |
|                   | Not very frequently               | 29    | 30      | 32    | 29       | 20               | 29                | 30       | 27     | 31    | 32                                          | 32               | 27                      | 37                 | 29                      | 16         |
|                   | Never                             | 62    | 62      | 60    | 61       | 68               | 62                | 62       | 63     | 63    | 60                                          | 60               | 66                      | 59                 | 61                      | 73         |
|                   | TOTAL NOT VERY FREQUENTLY / NEVER | 91    | 92      | 92    | 90       | 88               | 91                | 92       | 90     | 94    | 92                                          | 92               | 93                      | 96                 | 90                      | 89         |
| Don't know        |                                   | 3     | 2       | 7     | 4        | 2                | 2                 | 2        | 5      | 2     | 3                                           | 1                | 2                       | 2                  | 9                       | 6          |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                                          |           | Net migration |                 |                         | BBC             |                   |                     |           |            | Sky             |                   |                     |            |            |
|------------------------------------------|-----------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-----------|------------|-----------------|-------------------|---------------------|------------|------------|
|                                          | Total     | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never     | Don't know | Very frequently | Fairly frequently | Not very frequently | Never      | Don't know |
| Weighted Sample                          | 2153      | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428       | 48         | 108             | 253               | 552                 | 1185       | 56         |
| Unweighted Sample                        | 2153      | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380       | 29         | 112             | 255               | 589                 | 1161       | 36         |
|                                          | %         | %             | %               | %                       | %               | %                 | %                   | %         | %          | %               | %                 | %                   | %          | %          |
| <b>Sky</b>                               |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |            |            |
| Very frequently                          | 5         | 5             | 8               | 4                       | 12              | 4                 | 3                   | 2         | 0          | 100             | 0                 | 0                   | 0          | 0          |
| Fairly frequently                        | 12        | 13            | 10              | 12                      | 14              | 17                | 9                   | 5         | 0          | 0               | 100               | 0                   | 0          | 0          |
| <b>TOTAL FREQUENTLY</b>                  | <b>17</b> | <b>18</b>     | <b>18</b>       | <b>16</b>               | <b>26</b>       | <b>21</b>         | <b>12</b>           | <b>7</b>  | <b>0</b>   | <b>100</b>      | <b>100</b>        | <b>0</b>            | <b>0</b>   | <b>0</b>   |
| Not very frequently                      | 26        | 26            | 27              | 27                      | 28              | 29                | 33                  | 12        | 0          | 0               | 0                 | 100                 | 0          | 0          |
| Never                                    | 55        | 54            | 51              | 55                      | 45              | 49                | 55                  | 81        | 3          | 0               | 0                 | 0                   | 100        | 0          |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>81</b> | <b>80</b>     | <b>78</b>       | <b>82</b>               | <b>73</b>       | <b>78</b>         | <b>88</b>           | <b>93</b> | <b>3</b>   | <b>0</b>        | <b>0</b>          | <b>100</b>          | <b>100</b> | <b>0</b>   |
| Don't know                               | 3         | 2             | 4               | 2                       | 0               | 1                 | 0                   | 1         | 97         | 0               | 0                 | 0                   | 0          | 100        |
| <b>ITV</b>                               |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |            |            |
| Very frequently                          | 6         | 8             | 3               | 4                       | 15              | 4                 | 4                   | 3         | 0          | 30              | 8                 | 6                   | 4          | 2          |
| Fairly frequently                        | 19        | 21            | 16              | 18                      | 24              | 31                | 10                  | 5         | 0          | 26              | 36                | 26                  | 11         | 9          |
| <b>TOTAL FREQUENTLY</b>                  | <b>25</b> | <b>29</b>     | <b>19</b>       | <b>22</b>               | <b>39</b>       | <b>35</b>         | <b>14</b>           | <b>8</b>  | <b>0</b>   | <b>56</b>       | <b>44</b>         | <b>32</b>           | <b>15</b>  | <b>11</b>  |
| Not very frequently                      | 38        | 39            | 41              | 41                      | 41              | 41                | 53                  | 15        | 0          | 32              | 45                | 50                  | 33         | 2          |
| Never                                    | 35        | 31            | 36              | 35                      | 19              | 23                | 33                  | 76        | 3          | 12              | 10                | 17                  | 51         | 1          |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>73</b> | <b>70</b>     | <b>77</b>       | <b>76</b>               | <b>60</b>       | <b>64</b>         | <b>86</b>           | <b>91</b> | <b>3</b>   | <b>44</b>       | <b>55</b>         | <b>67</b>           | <b>84</b>  | <b>3</b>   |
| Don't know                               | 3         | 2             | 3               | 2                       | 0               | 0                 | 0                   | 1         | 97         | 0               | 1                 | 0                   | 0          | 86         |
| <b>Channel 4</b>                         |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |            |            |
| Very frequently                          | 2         | 2             | 3               | 3                       | 6               | 3                 | 1                   | 0         | 0          | 17              | 3                 | 3                   | 1          | 0          |
| Fairly frequently                        | 11        | 9             | 19              | 17                      | 18              | 17                | 4                   | 2         | 0          | 19              | 25                | 13                  | 6          | 1          |
| <b>TOTAL FREQUENTLY</b>                  | <b>13</b> | <b>11</b>     | <b>22</b>       | <b>20</b>               | <b>24</b>       | <b>20</b>         | <b>5</b>            | <b>2</b>  | <b>0</b>   | <b>36</b>       | <b>28</b>         | <b>16</b>           | <b>7</b>   | <b>1</b>   |
| Not very frequently                      | 36        | 38            | 38              | 38                      | 45              | 43                | 42                  | 12        | 0          | 42              | 47                | 54                  | 27         | 6          |
| Never                                    | 48        | 49            | 36              | 41                      | 32              | 36                | 52                  | 84        | 6          | 21              | 25                | 30                  | 65         | 9          |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>84</b> | <b>87</b>     | <b>74</b>       | <b>79</b>               | <b>77</b>       | <b>79</b>         | <b>94</b>           | <b>96</b> | <b>6</b>   | <b>63</b>       | <b>72</b>         | <b>84</b>           | <b>92</b>  | <b>15</b>  |
| Don't know                               | 3         | 2             | 3               | 2                       | 0               | 1                 | 1                   | 1         | 94         | 1               | 1                 | 1                   | 1          | 84         |
| <b>Channel 5</b>                         |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |            |            |
| Very frequently                          | 1         | 1             | 0               | 1                       | 4               | 0                 | 0                   | 0         | 0          | 14              | 3                 | 0                   | 0          | 0          |
| Fairly frequently                        | 4         | 5             | 1               | 4                       | 6               | 6                 | 3                   | 3         | 0          | 8               | 14                | 5                   | 2          | 1          |
| <b>TOTAL FREQUENTLY</b>                  | <b>5</b>  | <b>6</b>      | <b>1</b>        | <b>5</b>                | <b>10</b>       | <b>6</b>          | <b>3</b>            | <b>3</b>  | <b>0</b>   | <b>22</b>       | <b>17</b>         | <b>5</b>            | <b>2</b>   | <b>1</b>   |
| Not very frequently                      | 29        | 32            | 35              | 27                      | 40              | 35                | 31                  | 10        | 0          | 42              | 45                | 52                  | 15         | 2          |
| Never                                    | 62        | 60            | 59              | 66                      | 50              | 58                | 65                  | 86        | 9          | 35              | 37                | 43                  | 82         | 13         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>91</b> | <b>92</b>     | <b>94</b>       | <b>93</b>               | <b>90</b>       | <b>93</b>         | <b>96</b>           | <b>96</b> | <b>9</b>   | <b>77</b>       | <b>82</b>         | <b>95</b>           | <b>97</b>  | <b>15</b>  |
| Don't know                               | 3         | 2             | 4               | 2                       | 0               | 1                 | 1                   | 1         | 91         | 1               | 1                 | 0                   | 1          | 84         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                                          |           | ITV             |                   |                     |            |            | Channel 4       |                   |                     |            |            |
|------------------------------------------|-----------|-----------------|-------------------|---------------------|------------|------------|-----------------|-------------------|---------------------|------------|------------|
|                                          | Total     | Very frequently | Fairly frequently | Not very frequently | Never      | Don't know | Very frequently | Fairly frequently | Not very frequently | Never      | Don't know |
| Weighted Sample                          | 2153      | 136             | 402               | 817                 | 743        | 55         | 53              | 232               | 780                 | 1028       | 60         |
| Unweighted Sample                        | 2153      | 157             | 429               | 853                 | 679        | 35         | 62              | 243               | 822                 | 986        | 40         |
|                                          | %         | %               | %                 | %                   | %          | %          | %               | %                 | %                   | %          | %          |
| <b>Sky</b>                               |           |                 |                   |                     |            |            |                 |                   |                     |            |            |
| Very frequently                          | 5         | 24              | 7                 | 4                   | 2          | 0          | 35              | 9                 | 6                   | 2          | 1          |
| Fairly frequently                        | 12        | 16              | 23                | 14                  | 3          | 4          | 15              | 27                | 15                  | 6          | 4          |
| <b>TOTAL FREQUENTLY</b>                  | <b>17</b> | <b>40</b>       | <b>30</b>         | <b>18</b>           | <b>5</b>   | <b>4</b>   | <b>50</b>       | <b>36</b>         | <b>21</b>           | <b>8</b>   | <b>5</b>   |
| Not very frequently                      | 26        | 24              | 36                | 34                  | 13         | 1          | 27              | 32                | 38                  | 16         | 6          |
| Never                                    | 55        | 35              | 33                | 48                  | 82         | 8          | 23              | 33                | 40                  | 75         | 10         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>81</b> | <b>59</b>       | <b>69</b>         | <b>82</b>           | <b>95</b>  | <b>9</b>   | <b>50</b>       | <b>65</b>         | <b>78</b>           | <b>91</b>  | <b>16</b>  |
| Don't know                               | 3         | 1               | 1                 | 0                   | 0          | 87         | 0               | 0                 | 0                   | 0          | 79         |
| <b>ITV</b>                               |           |                 |                   |                     |            |            |                 |                   |                     |            |            |
| Very frequently                          | 6         | 100             | 0                 | 0                   | 0          | 0          | 36              | 10                | 8                   | 3          | 3          |
| Fairly frequently                        | 19        | 0               | 100               | 0                   | 0          | 0          | 27              | 47                | 24                  | 9          | 1          |
| <b>TOTAL FREQUENTLY</b>                  | <b>25</b> | <b>100</b>      | <b>100</b>        | <b>0</b>            | <b>0</b>   | <b>0</b>   | <b>63</b>       | <b>57</b>         | <b>32</b>           | <b>12</b>  | <b>4</b>   |
| Not very frequently                      | 38        | 0               | 0                 | 100                 | 0          | 0          | 34              | 31                | 59                  | 26         | 5          |
| Never                                    | 35        | 0               | 0                 | 0                   | 100        | 0          | 4               | 11                | 10                  | 62         | 7          |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>73</b> | <b>0</b>        | <b>0</b>          | <b>100</b>          | <b>100</b> | <b>0</b>   | <b>38</b>       | <b>42</b>         | <b>69</b>           | <b>88</b>  | <b>12</b>  |
| Don't know                               | 3         | 0               | 0                 | 0                   | 0          | 100        | 0               | 0                 | 0                   | 0          | 83         |
| <b>Channel 4</b>                         |           |                 |                   |                     |            |            |                 |                   |                     |            |            |
| Very frequently                          | 2         | 14              | 4                 | 2                   | 0          | 0          | 100             | 0                 | 0                   | 0          | 0          |
| Fairly frequently                        | 11        | 18              | 27                | 9                   | 4          | 1          | 0               | 100               | 0                   | 0          | 0          |
| <b>TOTAL FREQUENTLY</b>                  | <b>13</b> | <b>32</b>       | <b>31</b>         | <b>11</b>           | <b>4</b>   | <b>1</b>   | <b>100</b>      | <b>100</b>        | <b>0</b>            | <b>0</b>   | <b>0</b>   |
| Not very frequently                      | 36        | 45              | 46                | 56                  | 10         | 0          | 0               | 0                 | 100                 | 0          | 0          |
| Never                                    | 48        | 22              | 23                | 32                  | 85         | 9          | 0               | 0                 | 0                   | 100        | 0          |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>84</b> | <b>67</b>       | <b>69</b>         | <b>88</b>           | <b>95</b>  | <b>9</b>   | <b>0</b>        | <b>0</b>          | <b>100</b>          | <b>100</b> | <b>0</b>   |
| Don't know                               | 3         | 1               | 0                 | 0                   | 1          | 90         | 0               | 0                 | 0                   | 0          | 100        |
| <b>Channel 5</b>                         |           |                 |                   |                     |            |            |                 |                   |                     |            |            |
| Very frequently                          | 1         | 11              | 2                 | 0                   | 0          | 0          | 28              | 2                 | 0                   | 0          | 1          |
| Fairly frequently                        | 4         | 15              | 13                | 3                   | 0          | 0          | 8               | 24                | 3                   | 1          | 0          |
| <b>TOTAL FREQUENTLY</b>                  | <b>5</b>  | <b>26</b>       | <b>15</b>         | <b>3</b>            | <b>0</b>   | <b>0</b>   | <b>36</b>       | <b>26</b>         | <b>3</b>            | <b>1</b>   | <b>1</b>   |
| Not very frequently                      | 29        | 43              | 46                | 44                  | 4          | 2          | 41              | 41                | 59                  | 5          | 4          |
| Never                                    | 62        | 30              | 39                | 53                  | 95         | 10         | 23              | 32                | 37                  | 94         | 9          |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>91</b> | <b>73</b>       | <b>85</b>         | <b>97</b>           | <b>99</b>  | <b>12</b>  | <b>64</b>       | <b>73</b>         | <b>96</b>           | <b>99</b>  | <b>13</b>  |
| Don't know                               | 3         | 1               | 0                 | 0                   | 1          | 88         | 0               | 1                 | 0                   | 0          | 86         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

Fieldwork: 5th - 6th October 2023

|                                   |                     | Channel 5 |                 |                   |                     |       | GB News    |                 |                   |                     |       |            |
|-----------------------------------|---------------------|-----------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                                   |                     | Total     | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample                   |                     | 2153      | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample                 |                     | 2153      | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                                   |                     | %         | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
| Sky                               |                     |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                                   | Very frequently     | 5         | 65              | 9                 | 7                   | 3     | 1          | 23              | 8                 | 9                   | 3     | 0          |
|                                   | Fairly frequently   | 12        | 27              | 38                | 18                  | 7     | 4          | 16              | 31                | 18                  | 8     | 7          |
| TOTAL FREQUENTLY                  |                     | 17        | 92              | 47                | 25                  | 10    | 5          | 39              | 39                | 27                  | 11    | 7          |
|                                   | Not very frequently | 26        | 2               | 27                | 46                  | 17    | 3          | 26              | 34                | 39                  | 22    | 4          |
|                                   | Never               | 55        | 6               | 25                | 29                  | 72    | 12         | 34              | 27                | 34                  | 67    | 4          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 81        | 8               | 52                | 75                  | 89    | 15         | 60              | 61                | 73                  | 89    | 8          |
|                                   | Don't know          | 3         | 0               | 1                 | 0                   | 1     | 81         | 0               | 0                 | 0                   | 1     | 85         |
| ITV                               |                     |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                                   | Very frequently     | 6         | 62              | 22                | 9                   | 3     | 2          | 14              | 8                 | 8                   | 5     | 2          |
|                                   | Fairly frequently   | 19        | 28              | 53                | 30                  | 12    | 3          | 27              | 25                | 24                  | 17    | 6          |
| TOTAL FREQUENTLY                  |                     | 25        | 90              | 75                | 39                  | 15    | 5          | 41              | 33                | 32                  | 22    | 8          |
|                                   | Not very frequently | 38        | 5               | 22                | 57                  | 32    | 1          | 33              | 41                | 51                  | 36    | 9          |
|                                   | Never               | 35        | 6               | 3                 | 4                   | 53    | 10         | 26              | 24                | 16                  | 42    | 1          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 73        | 11              | 25                | 61                  | 85    | 11         | 59              | 65                | 67                  | 78    | 10         |
|                                   | Don't know          | 3         | 0               | 0                 | 0                   | 0     | 83         | 0               | 1                 | 0                   | 0     | 82         |
| Channel 4                         |                     |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                                   | Very frequently     | 2         | 63              | 4                 | 3                   | 1     | 0          | 11              | 2                 | 1                   | 2     | 0          |
|                                   | Fairly frequently   | 11        | 20              | 59                | 15                  | 6     | 2          | 11              | 15                | 11                  | 11    | 2          |
| TOTAL FREQUENTLY                  |                     | 13        | 83              | 63                | 18                  | 7     | 2          | 22              | 17                | 12                  | 13    | 2          |
|                                   | Not very frequently | 36        | 3               | 29                | 73                  | 21    | 5          | 31              | 43                | 55                  | 32    | 7          |
|                                   | Never               | 48        | 10              | 8                 | 8                   | 72    | 4          | 46              | 38                | 32                  | 55    | 7          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 84        | 13              | 37                | 81                  | 93    | 9          | 77              | 81                | 87                  | 87    | 14         |
|                                   | Don't know          | 3         | 4               | 0                 | 0                   | 0     | 89         | 0               | 2                 | 1                   | 0     | 83         |
| Channel 5                         |                     |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                                   | Very frequently     | 1         | 100             | 0                 | 0                   | 0     | 0          | 14              | 2                 | 0                   | 0     | 0          |
|                                   | Fairly frequently   | 4         | 0               | 100               | 0                   | 0     | 0          | 7               | 15                | 5                   | 3     | 3          |
| TOTAL FREQUENTLY                  |                     | 5         | 100             | 100               | 0                   | 0     | 0          | 21              | 17                | 5                   | 3     | 3          |
|                                   | Not very frequently | 29        | 0               | 0                 | 100                 | 0     | 0          | 28              | 43                | 53                  | 23    | 5          |
|                                   | Never               | 62        | 0               | 0                 | 0                   | 100   | 0          | 51              | 39                | 41                  | 73    | 9          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 91        | 0               | 0                 | 100                 | 100   | 0          | 79              | 82                | 94                  | 96    | 14         |
|                                   | Don't know          | 3         | 0               | 0                 | 0                   | 0     | 100        | 0               | 2                 | 0                   | 0     | 83         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                                   |                     | Total BBC |                  |                      | Total Sky  |                  |                      | Total ITV  |                  |                      | Total Channel 4 |                  |                      |            |
|-----------------------------------|---------------------|-----------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|-----------------|------------------|----------------------|------------|
|                                   |                     | Total     | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know      | Total frequently | Total not frequently | Don't know |
| Weighted Sample                   |                     | 2153      | 1169             | 937                  | 48         | 361              | 1737                 | 56         | 538              | 1560                 | 55              | 285              | 1808                 | 60         |
| Unweighted Sample                 |                     | 2153      | 1239             | 885                  | 29         | 367              | 1750                 | 36         | 586              | 1532                 | 35              | 305              | 1808                 | 40         |
|                                   |                     | %         | %                | %                    | %          | %                | %                    | %          | %                | %                    | %               | %                | %                    | %          |
| Sky                               |                     |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                                   | Very frequently     | 5         | 7                | 2                    | 0          | 30               | 0                    | 0          | 11               | 3                    | 0               | 14               | 4                    | 1          |
|                                   | Fairly frequently   | 12        | 16               | 7                    | 0          | 70               | 0                    | 0          | 21               | 9                    | 4               | 24               | 10                   | 4          |
|                                   | TOTAL FREQUENTLY    | 17        | 23               | 9                    | 0          | 100              | 0                    | 0          | 32               | 12                   | 4               | 38               | 14                   | 5          |
|                                   | Not very frequently | 26        | 29               | 23                   | 0          | 0                | 32                   | 0          | 33               | 24                   | 1               | 31               | 25                   | 6          |
|                                   | Never               | 55        | 48               | 67                   | 3          | 0                | 68                   | 0          | 34               | 64                   | 8               | 31               | 60                   | 10         |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 81        | 77               | 90                   | 3          | 0                | 100                  | 0          | 67               | 88                   | 9               | 62               | 85                   | 16         |
| Don't know                        |                     | 3         | 0                | 0                    | 97         | 0                | 0                    | 100        | 1                | 0                    | 87              | 0                | 0                    | 79         |
| ITV                               |                     |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                                   | Very frequently     | 6         | 9                | 3                    | 0          | 15               | 5                    | 2          | 25               | 0                    | 0               | 15               | 5                    | 3          |
|                                   | Fairly frequently   | 19        | 28               | 8                    | 0          | 33               | 16                   | 9          | 75               | 0                    | 0               | 43               | 15                   | 1          |
|                                   | TOTAL FREQUENTLY    | 25        | 37               | 11                   | 0          | 48               | 21                   | 11         | 100              | 0                    | 0               | 58               | 20                   | 4          |
|                                   | Not very frequently | 38        | 41               | 36                   | 0          | 41               | 38                   | 2          | 0                | 52                   | 0               | 31               | 40                   | 5          |
|                                   | Never               | 35        | 21               | 52                   | 3          | 10               | 41                   | 1          | 0                | 48                   | 0               | 10               | 39                   | 7          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 73        | 62               | 88                   | 3          | 51               | 79                   | 3          | 0                | 100                  | 0               | 41               | 79                   | 12         |
| Don't know                        |                     | 3         | 0                | 0                    | 97         | 1                | 0                    | 86         | 0                | 0                    | 100             | 0                | 0                    | 83         |
| Channel 4                         |                     |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                                   | Very frequently     | 2         | 4                | 1                    | 0          | 7                | 2                    | 0          | 6                | 1                    | 0               | 19               | 0                    | 0          |
|                                   | Fairly frequently   | 11        | 17               | 3                    | 0          | 23               | 9                    | 1          | 25               | 6                    | 1               | 81               | 0                    | 0          |
|                                   | TOTAL FREQUENTLY    | 13        | 21               | 4                    | 0          | 30               | 11                   | 1          | 31               | 7                    | 1               | 100              | 0                    | 0          |
|                                   | Not very frequently | 36        | 44               | 29                   | 0          | 45               | 35                   | 6          | 46               | 34                   | 0               | 0                | 43                   | 0          |
|                                   | Never               | 48        | 34               | 67                   | 6          | 24               | 54                   | 9          | 23               | 58                   | 9               | 0                | 57                   | 0          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 84        | 78               | 96                   | 6          | 69               | 89                   | 15         | 69               | 92                   | 9               | 0                | 100                  | 0          |
| Don't know                        |                     | 3         | 1                | 1                    | 94         | 1                | 1                    | 84         | 1                | 0                    | 90              | 0                | 0                    | 100        |
| Channel 5                         |                     |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                                   | Very frequently     | 1         | 2                | 0                    | 0          | 6                | 0                    | 0          | 4                | 0                    | 0               | 7                | 0                    | 1          |
|                                   | Fairly frequently   | 4         | 6                | 3                    | 0          | 12               | 3                    | 1          | 13               | 2                    | 0               | 21               | 2                    | 0          |
|                                   | TOTAL FREQUENTLY    | 5         | 8                | 3                    | 0          | 18               | 3                    | 1          | 17               | 2                    | 0               | 28               | 2                    | 1          |
|                                   | Not very frequently | 29        | 37               | 21                   | 0          | 44               | 27                   | 2          | 46               | 25                   | 2               | 41               | 28                   | 4          |
|                                   | Never               | 62        | 55               | 75                   | 9          | 36               | 69                   | 13         | 37               | 73                   | 10              | 30               | 69                   | 9          |
| TOTAL NOT VERY FREQUENTLY / NEVER |                     | 91        | 92               | 96                   | 9          | 80               | 96                   | 15         | 83               | 98                   | 12              | 71               | 97                   | 13         |
| Don't know                        |                     | 3         | 1                | 1                    | 91         | 1                | 0                    | 84         | 1                | 0                    | 88              | 0                | 0                    | 86         |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Total Channel 5  |                      |            | Total GB News    |                      |            |
|-------------------|-------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   | Total | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153  | 119              | 1976                 | 58         | 262              | 1836                 | 55         |
| Unweighted Sample | 2153  | 125              | 1989                 | 39         | 272              | 1842                 | 39         |
|                   | %     | %                | %                    | %          | %                | %                    | %          |

#### Sky

|                                          |           |           |           |           |           |           |          |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| Very frequently                          | 5         | 20        | 4         | 1         | 13        | 4         | 0        |
| Fairly frequently                        | 12        | 36        | 11        | 4         | 26        | 10        | 7        |
| <b>TOTAL FREQUENTLY</b>                  | <b>17</b> | <b>56</b> | <b>15</b> | <b>5</b>  | <b>39</b> | <b>14</b> | <b>7</b> |
| Not very frequently                      | 26        | 22        | 27        | 3         | 31        | 26        | 4        |
| Never                                    | 55        | 21        | 58        | 12        | 30        | 60        | 4        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>81</b> | <b>43</b> | <b>85</b> | <b>15</b> | <b>61</b> | <b>86</b> | <b>8</b> |
| Don't know                               | 3         | 1         | 0         | 81        | 0         | 0         | 85       |

#### ITV

|                                          |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 6         | 30        | 5         | 2         | 10        | 6         | 2         |
| Fairly frequently                        | 19        | 48        | 17        | 3         | 26        | 18        | 6         |
| <b>TOTAL FREQUENTLY</b>                  | <b>25</b> | <b>78</b> | <b>22</b> | <b>5</b>  | <b>36</b> | <b>24</b> | <b>8</b>  |
| Not very frequently                      | 38        | 19        | 40        | 1         | 38        | 39        | 9         |
| Never                                    | 35        | 4         | 37        | 10        | 25        | 37        | 1         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>73</b> | <b>23</b> | <b>77</b> | <b>11</b> | <b>63</b> | <b>76</b> | <b>10</b> |
| Don't know                               | 3         | 0         | 0         | 83        | 1         | 0         | 82        |

#### Channel 4

|                                          |           |           |           |          |           |           |           |
|------------------------------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| Very frequently                          | 2         | 16        | 2         | 0        | 5         | 2         | 0         |
| Fairly frequently                        | 11        | 51        | 9         | 2        | 14        | 11        | 2         |
| <b>TOTAL FREQUENTLY</b>                  | <b>13</b> | <b>67</b> | <b>11</b> | <b>2</b> | <b>19</b> | <b>13</b> | <b>2</b>  |
| Not very frequently                      | 36        | 24        | 38        | 5        | 39        | 37        | 7         |
| Never                                    | 48        | 8         | 51        | 4        | 41        | 50        | 7         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>84</b> | <b>32</b> | <b>89</b> | <b>9</b> | <b>80</b> | <b>87</b> | <b>14</b> |
| Don't know                               | 3         | 1         | 0         | 89       | 1         | 1         | 83        |

#### Channel 5

|                                          |           |            |            |          |           |           |           |
|------------------------------------------|-----------|------------|------------|----------|-----------|-----------|-----------|
| Very frequently                          | 1         | 20         | 0          | 0        | 6         | 0         | 0         |
| Fairly frequently                        | 4         | 80         | 0          | 0        | 12        | 3         | 3         |
| <b>TOTAL FREQUENTLY</b>                  | <b>5</b>  | <b>100</b> | <b>0</b>   | <b>0</b> | <b>18</b> | <b>3</b>  | <b>3</b>  |
| Not very frequently                      | 29        | 0          | 32         | 0        | 37        | 29        | 5         |
| Never                                    | 62        | 0          | 68         | 0        | 43        | 67        | 9         |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>91</b> | <b>0</b>   | <b>100</b> | <b>0</b> | <b>80</b> | <b>96</b> | <b>14</b> |
| Don't know                               | 3         | 0          | 0          | 100      | 1         | 0         | 83        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

#### GB News

|                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 4         | 2         | 4         | 0         | 15        | 0         | 4         | 3         | 0         | 19        | 0         | 0         | 9         | 6         | 3         | 5         | 2         | 5         | 7         | 4         | 5         |
| Fairly frequently                        | 8         | 12        | 3         | 1         | 22        | 2         | 13        | 3         | 3         | 20        | 2         | 3         | 12        | 10        | 6         | 8         | 7         | 7         | 10        | 7         | 9         |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>14</b> | <b>7</b>  | <b>1</b>  | <b>37</b> | <b>2</b>  | <b>17</b> | <b>6</b>  | <b>3</b>  | <b>39</b> | <b>2</b>  | <b>3</b>  | <b>21</b> | <b>16</b> | <b>9</b>  | <b>13</b> | <b>9</b>  | <b>12</b> | <b>17</b> | <b>11</b> | <b>14</b> |
| Not very frequently                      | 17        | 21        | 13        | 14        | 25        | 7         | 20        | 11        | 12        | 23        | 7         | 13        | 21        | 18        | 16        | 15        | 16        | 19        | 18        | 16        | 19        |
| Never                                    | 68        | 64        | 78        | 84        | 36        | 91        | 61        | 81        | 84        | 37        | 88        | 83        | 56        | 65        | 71        | 67        | 71        | 68        | 65        | 72        | 63        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>85</b> | <b>91</b> | <b>98</b> | <b>61</b> | <b>98</b> | <b>81</b> | <b>92</b> | <b>96</b> | <b>60</b> | <b>95</b> | <b>96</b> | <b>77</b> | <b>83</b> | <b>87</b> | <b>82</b> | <b>87</b> | <b>87</b> | <b>83</b> | <b>88</b> | <b>82</b> |
| Don't know                               | 3         | 1         | 2         | 0         | 2         | 1         | 0         | 2         | 0         | 2         | 2         | 1         | 2         | 2         | 3         | 5         | 4         | 1         | 1         | 1         | 4         |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 10        | 14        | 10        | 4         | 4         | 9         | 9         | 7         | 2         | 5         | 7         | 5         | 8         | 5         | 11        | 4         | 7         | 8         | 7         | 5         |
| Fairly trustworthy                    | 42        | 52        | 54        | 56        | 32        | 36        | 50        | 51        | 50        | 31        | 34        | 48        | 40        | 40        | 44        | 37        | 37        | 47        | 48        | 46        | 36        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>62</b> | <b>68</b> | <b>66</b> | <b>36</b> | <b>40</b> | <b>59</b> | <b>60</b> | <b>57</b> | <b>33</b> | <b>39</b> | <b>55</b> | <b>45</b> | <b>48</b> | <b>49</b> | <b>48</b> | <b>41</b> | <b>54</b> | <b>56</b> | <b>53</b> | <b>41</b> |
| Neither trustworthy nor untrustworthy | 26        | 20        | 20        | 24        | 28        | 36        | 21        | 25        | 26        | 34        | 35        | 27        | 26        | 27        | 26        | 21        | 28        | 25        | 26        | 24        | 29        |
| Fairly untrustworthy                  | 12        | 10        | 6         | 6         | 19        | 11        | 10        | 8         | 11        | 13        | 12        | 8         | 13        | 12        | 11        | 14        | 12        | 11        | 10        | 11        | 12        |
| Very untrustworthy                    | 7         | 3         | 2         | 0         | 13        | 7         | 6         | 2         | 2         | 14        | 4         | 4         | 9         | 8         | 5         | 3         | 9         | 6         | 5         | 4         | 9         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>13</b> | <b>8</b>  | <b>6</b>  | <b>32</b> | <b>18</b> | <b>16</b> | <b>10</b> | <b>13</b> | <b>27</b> | <b>16</b> | <b>12</b> | <b>22</b> | <b>20</b> | <b>16</b> | <b>17</b> | <b>21</b> | <b>17</b> | <b>15</b> | <b>15</b> | <b>21</b> |
| Don't know                            | 7         | 5         | 3         | 3         | 5         | 5         | 4         | 4         | 3         | 6         | 10        | 5         | 6         | 5         | 10        | 13        | 10        | 5         | 3         | 6         | 9         |

#### Radio

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 11        | 14        | 12        | 3         | 5         | 9         | 10        | 9         | 4         | 5         | 10        | 6         | 8         | 6         | 6         | 5         | 9         | 8         | 8         | 5         |
| Fairly trustworthy                    | 42        | 45        | 53        | 52        | 37        | 40        | 45        | 50        | 48        | 33        | 39        | 48        | 40        | 41        | 43        | 37        | 39        | 47        | 44        | 45        | 37        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>56</b> | <b>67</b> | <b>64</b> | <b>40</b> | <b>45</b> | <b>54</b> | <b>60</b> | <b>57</b> | <b>37</b> | <b>44</b> | <b>58</b> | <b>46</b> | <b>49</b> | <b>49</b> | <b>43</b> | <b>44</b> | <b>56</b> | <b>52</b> | <b>53</b> | <b>42</b> |
| Neither trustworthy nor untrustworthy | 27        | 26        | 19        | 26        | 29        | 32        | 25        | 25        | 27        | 31        | 30        | 28        | 28        | 27        | 27        | 23        | 27        | 28        | 27        | 25        | 29        |
| Fairly untrustworthy                  | 8         | 5         | 6         | 3         | 12        | 8         | 6         | 5         | 7         | 11        | 6         | 5         | 10        | 8         | 8         | 10        | 9         | 7         | 6         | 8         | 8         |
| Very untrustworthy                    | 5         | 3         | 2         | 0         | 9         | 5         | 3         | 2         | 2         | 9         | 4         | 3         | 6         | 6         | 3         | 3         | 7         | 2         | 4         | 3         | 7         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>8</b>  | <b>8</b>  | <b>3</b>  | <b>21</b> | <b>13</b> | <b>9</b>  | <b>7</b>  | <b>9</b>  | <b>20</b> | <b>10</b> | <b>8</b>  | <b>16</b> | <b>14</b> | <b>11</b> | <b>13</b> | <b>16</b> | <b>9</b>  | <b>10</b> | <b>11</b> | <b>15</b> |
| Don't know                            | 12        | 11        | 6         | 7         | 11        | 10        | 11        | 7         | 7         | 12        | 15        | 7         | 11        | 10        | 14        | 21        | 13        | 8         | 11        | 11        | 14        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                          | Country     |         |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|--------------------------|-------------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                          | Total       | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| <b>Weighted Sample</b>   | <b>2153</b> | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| <b>Unweighted Sample</b> | <b>2153</b> | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                          | %           | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

#### GB News

|                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 4         | 5         | 4         | 3         | 2         | 5         | 5         | 3         | 5         | 9         | 2         | 1         | 2         | 0         | 1         |
| Fairly frequently                        | 8         | 8         | 12        | 6         | 4         | 5         | 12        | 8         | 8         | 12        | 7         | 3         | 6         | 5         | 4         |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>13</b> | <b>16</b> | <b>9</b>  | <b>6</b>  | <b>10</b> | <b>17</b> | <b>11</b> | <b>13</b> | <b>21</b> | <b>9</b>  | <b>4</b>  | <b>8</b>  | <b>5</b>  | <b>5</b>  |
| Not very frequently                      | 17        | 17        | 16        | 14        | 21        | 17        | 18        | 11        | 19        | 22        | 17        | 11        | 15        | 16        | 9         |
| Never                                    | 68        | 68        | 62        | 73        | 73        | 70        | 62        | 73        | 67        | 54        | 73        | 84        | 75        | 70        | 80        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>85</b> | <b>78</b> | <b>87</b> | <b>94</b> | <b>87</b> | <b>80</b> | <b>84</b> | <b>86</b> | <b>76</b> | <b>90</b> | <b>95</b> | <b>90</b> | <b>86</b> | <b>89</b> |
| Don't know                               | 3         | 2         | 7         | 4         | 0         | 2         | 2         | 6         | 1         | 3         | 1         | 2         | 1         | 9         | 5         |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 7         | 11        | 4         | 0         | 9         | 6         | 5         | 6         | 9         | 6         | 4         | 11        | 4         | 2         |
| Fairly trustworthy                    | 42        | 43        | 28        | 38        | 51        | 39        | 43        | 51        | 42        | 37        | 52        | 48        | 43        | 35        | 33        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>50</b> | <b>39</b> | <b>42</b> | <b>51</b> | <b>48</b> | <b>49</b> | <b>56</b> | <b>48</b> | <b>46</b> | <b>58</b> | <b>52</b> | <b>54</b> | <b>39</b> | <b>35</b> |
| Neither trustworthy nor untrustworthy | 26        | 26        | 23        | 31        | 32        | 27        | 24        | 22        | 26        | 25        | 25        | 28        | 25        | 22        | 30        |
| Fairly untrustworthy                  | 12        | 11        | 17        | 11        | 10        | 12        | 11        | 7         | 13        | 15        | 9         | 11        | 13        | 9         | 5         |
| Very untrustworthy                    | 7         | 7         | 9         | 6         | 7         | 6         | 8         | 9         | 5         | 10        | 3         | 5         | 2         | 14        | 6         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>18</b> | <b>26</b> | <b>17</b> | <b>17</b> | <b>18</b> | <b>19</b> | <b>16</b> | <b>18</b> | <b>25</b> | <b>12</b> | <b>16</b> | <b>15</b> | <b>23</b> | <b>11</b> |
| Don't know                            | 7         | 7         | 12        | 9         | 0         | 7         | 8         | 5         | 8         | 5         | 5         | 3         | 7         | 15        | 24        |

#### Radio

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 7         | 7         | 6         | 4         | 8         | 6         | 7         | 7         | 8         | 8         | 6         | 9         | 3         | 2         |
| Fairly trustworthy                    | 42        | 43        | 37        | 34        | 48        | 40        | 43        | 42        | 44        | 37        | 52        | 48        | 45        | 37        | 30        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>50</b> | <b>44</b> | <b>40</b> | <b>52</b> | <b>48</b> | <b>49</b> | <b>49</b> | <b>51</b> | <b>45</b> | <b>60</b> | <b>54</b> | <b>54</b> | <b>40</b> | <b>32</b> |
| Neither trustworthy nor untrustworthy | 27        | 27        | 20        | 31        | 30        | 29        | 25        | 23        | 27        | 28        | 25        | 26        | 25        | 22        | 30        |
| Fairly untrustworthy                  | 8         | 7         | 16        | 6         | 13        | 7         | 8         | 6         | 8         | 11        | 5         | 8         | 8         | 7         | 2         |
| Very untrustworthy                    | 5         | 5         | 5         | 5         | 1         | 5         | 5         | 8         | 3         | 6         | 3         | 4         | 1         | 18        | 5         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>12</b> | <b>21</b> | <b>11</b> | <b>14</b> | <b>12</b> | <b>13</b> | <b>14</b> | <b>11</b> | <b>17</b> | <b>8</b>  | <b>12</b> | <b>9</b>  | <b>25</b> | <b>7</b>  |
| Don't know                            | 12        | 12        | 15        | 18        | 4         | 11        | 14        | 14        | 10        | 11        | 8         | 9         | 11        | 13        | 30        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                          | Net migration |               |                 |                         | BBC             |                   |                     |       |            | Sky             |                   |                     |       |            |
|--------------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                          | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| <b>Weighted Sample</b>   | <b>2153</b>   | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| <b>Unweighted Sample</b> | <b>2153</b>   | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                          | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

#### GB News

|                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 4         | 6         | 2         | 1         | 5         | 2         | 5         | 7         | 0         | 20        | 6         | 4         | 3         | 0         |
| Fairly frequently                        | 8         | 10        | 6         | 3         | 5         | 9         | 7         | 11        | 0         | 12        | 21        | 10        | 4         | 0         |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>16</b> | <b>8</b>  | <b>4</b>  | <b>10</b> | <b>11</b> | <b>12</b> | <b>18</b> | <b>0</b>  | <b>32</b> | <b>27</b> | <b>14</b> | <b>7</b>  | <b>0</b>  |
| Not very frequently                      | 17        | 20        | 15        | 11        | 16        | 17        | 25        | 10        | 3         | 29        | 27        | 26        | 10        | 0         |
| Never                                    | 68        | 61        | 74        | 84        | 73        | 70        | 62        | 72        | 8         | 38        | 45        | 59        | 83        | 16        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>81</b> | <b>89</b> | <b>95</b> | <b>89</b> | <b>87</b> | <b>87</b> | <b>82</b> | <b>11</b> | <b>67</b> | <b>72</b> | <b>85</b> | <b>93</b> | <b>16</b> |
| Don't know                               | 3         | 2         | 3         | 2         | 0         | 1         | 1         | 0         | 89        | 0         | 2         | 0         | 0         | 84        |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |           |           |           |           |           |          |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 8         | 9         | 4         | 19        | 4         | 3         | 1         | 0        | 30        | 4         | 6         | 5         | 0         |
| Fairly trustworthy                    | 42        | 42        | 41        | 48        | 62        | 51        | 34        | 17        | 8        | 43        | 57        | 46        | 38        | 12        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>50</b> | <b>50</b> | <b>52</b> | <b>81</b> | <b>55</b> | <b>37</b> | <b>18</b> | <b>8</b> | <b>73</b> | <b>61</b> | <b>52</b> | <b>43</b> | <b>12</b> |
| Neither trustworthy nor untrustworthy | 26        | 25        | 24        | 28        | 14        | 30        | 34        | 27        | 6        | 17        | 27        | 25        | 28        | 11        |
| Fairly untrustworthy                  | 12        | 13        | 12        | 11        | 3         | 10        | 17        | 20        | 0        | 7         | 10        | 13        | 12        | 3         |
| Very untrustworthy                    | 7         | 7         | 5         | 5         | 1         | 2         | 5         | 22        | 8        | 2         | 0         | 6         | 9         | 7         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>20</b> | <b>17</b> | <b>16</b> | <b>4</b>  | <b>12</b> | <b>22</b> | <b>42</b> | <b>8</b> | <b>9</b>  | <b>10</b> | <b>19</b> | <b>21</b> | <b>10</b> |
| Don't know                            | 7         | 5         | 9         | 3         | 2         | 3         | 7         | 13        | 78       | 2         | 2         | 4         | 8         | 67        |

#### Radio

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 8         | 8         | 6         | 16        | 6         | 4         | 2         | 3         | 26        | 7         | 7         | 5         | 0         |
| Fairly trustworthy                    | 42        | 42        | 43        | 48        | 60        | 49        | 35        | 20        | 8         | 42        | 51        | 47        | 39        | 13        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>50</b> | <b>51</b> | <b>54</b> | <b>76</b> | <b>55</b> | <b>39</b> | <b>22</b> | <b>11</b> | <b>68</b> | <b>58</b> | <b>54</b> | <b>44</b> | <b>13</b> |
| Neither trustworthy nor untrustworthy | 27        | 27        | 24        | 26        | 17        | 29        | 33        | 30        | 3         | 22        | 29        | 27        | 28        | 4         |
| Fairly untrustworthy                  | 8         | 9         | 8         | 8         | 2         | 6         | 11        | 15        | 0         | 4         | 7         | 8         | 8         | 3         |
| Very untrustworthy                    | 5         | 5         | 6         | 4         | 1         | 2         | 3         | 15        | 10        | 2         | 1         | 2         | 7         | 9         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>14</b> | <b>14</b> | <b>12</b> | <b>3</b>  | <b>8</b>  | <b>14</b> | <b>30</b> | <b>10</b> | <b>6</b>  | <b>8</b>  | <b>10</b> | <b>15</b> | <b>12</b> |
| Don't know                            | 12        | 10        | 12        | 9         | 5         | 7         | 15        | 18        | 75        | 4         | 6         | 8         | 13        | 71        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

#### GB News

|                                          |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 4         | 10        | 6         | 4         | 3         | 0         | 20        | 5         | 4         | 4         | 0         |
| Fairly frequently                        | 8         | 10        | 11        | 8         | 5         | 4         | 5         | 11        | 9         | 6         | 7         |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>20</b> | <b>17</b> | <b>12</b> | <b>8</b>  | <b>4</b>  | <b>25</b> | <b>16</b> | <b>13</b> | <b>10</b> | <b>7</b>  |
| Not very frequently                      | 17        | 22        | 22        | 23        | 8         | 3         | 10        | 17        | 26        | 11        | 6         |
| Never                                    | 68        | 58        | 61        | 64        | 83        | 11        | 65        | 67        | 60        | 78        | 11        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>80</b> | <b>83</b> | <b>87</b> | <b>91</b> | <b>14</b> | <b>75</b> | <b>84</b> | <b>86</b> | <b>89</b> | <b>17</b> |
| Don't know                               | 3         | 1         | 1         | 1         | 0         | 82        | 0         | 0         | 1         | 0         | 77        |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 22        | 8         | 6         | 4         | 0         | 30        | 11        | 6         | 5         | 0         |
| Fairly trustworthy                    | 42        | 59        | 57        | 47        | 28        | 11        | 43        | 54        | 48        | 36        | 13        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>81</b> | <b>65</b> | <b>53</b> | <b>32</b> | <b>11</b> | <b>73</b> | <b>65</b> | <b>54</b> | <b>41</b> | <b>13</b> |
| Neither trustworthy nor untrustworthy | 26        | 12        | 25        | 28        | 29        | 7         | 15        | 23        | 27        | 28        | 8         |
| Fairly untrustworthy                  | 12        | 3         | 7         | 13        | 14        | 3         | 9         | 8         | 12        | 12        | 3         |
| Very untrustworthy                    | 7         | 2         | 1         | 3         | 14        | 11        | 4         | 3         | 3         | 10        | 13        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>5</b>  | <b>8</b>  | <b>16</b> | <b>28</b> | <b>14</b> | <b>13</b> | <b>11</b> | <b>15</b> | <b>22</b> | <b>16</b> |
| Don't know                            | 7         | 2         | 1         | 4         | 11        | 68        | 0         | 1         | 3         | 9         | 63        |

#### Radio

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 19        | 7         | 7         | 5         | 0         | 31        | 10        | 7         | 5         | 2         |
| Fairly trustworthy                    | 42        | 50        | 57        | 46        | 29        | 13        | 39        | 57        | 48        | 35        | 16        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>69</b> | <b>64</b> | <b>53</b> | <b>34</b> | <b>13</b> | <b>70</b> | <b>67</b> | <b>55</b> | <b>40</b> | <b>18</b> |
| Neither trustworthy nor untrustworthy | 27        | 15        | 23        | 29        | 30        | 6         | 24        | 21        | 27        | 29        | 9         |
| Fairly untrustworthy                  | 8         | 2         | 6         | 8         | 10        | 0         | 3         | 5         | 9         | 8         | 1         |
| Very untrustworthy                    | 5         | 3         | 0         | 2         | 10        | 15        | 0         | 2         | 2         | 7         | 11        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>5</b>  | <b>6</b>  | <b>10</b> | <b>20</b> | <b>15</b> | <b>3</b>  | <b>7</b>  | <b>11</b> | <b>15</b> | <b>12</b> |
| Don't know                            | 12        | 11        | 6         | 8         | 16        | 65        | 3         | 4         | 8         | 15        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

#### GB News

|                                          |           |           |           |           |           |           |            |            |            |            |          |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|----------|
| Very frequently                          | 4         | 54        | 7         | 4         | 4         | 0         | 100        | 0          | 0          | 0          | 0        |
| Fairly frequently                        | 8         | 12        | 27        | 11        | 5         | 6         | 0          | 100        | 0          | 0          | 0        |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>66</b> | <b>34</b> | <b>15</b> | <b>9</b>  | <b>6</b>  | <b>100</b> | <b>100</b> | <b>0</b>   | <b>0</b>   | <b>0</b> |
| Not very frequently                      | 17        | 7         | 20        | 31        | 11        | 2         | 0          | 0          | 100        | 0          | 0        |
| Never                                    | 68        | 26        | 44        | 53        | 80        | 13        | 0          | 0          | 0          | 100        | 0        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>33</b> | <b>64</b> | <b>84</b> | <b>91</b> | <b>15</b> | <b>0</b>   | <b>0</b>   | <b>100</b> | <b>100</b> | <b>0</b> |
| Don't know                               | 3         | 0         | 2         | 0         | 0         | 79        | 0          | 0          | 0          | 0          | 100      |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 56        | 10        | 7         | 5         | 0         | 16        | 6         | 7         | 6         | 0         |
| Fairly trustworthy                    | 42        | 34        | 55        | 50        | 39        | 14        | 40        | 36        | 37        | 45        | 19        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>90</b> | <b>65</b> | <b>57</b> | <b>44</b> | <b>14</b> | <b>56</b> | <b>42</b> | <b>44</b> | <b>51</b> | <b>19</b> |
| Neither trustworthy nor untrustworthy | 26        | 10        | 23        | 23        | 29        | 8         | 20        | 26        | 28        | 27        | 8         |
| Fairly untrustworthy                  | 12        | 0         | 8         | 13        | 12        | 3         | 13        | 21        | 17        | 9         | 5         |
| Very untrustworthy                    | 7         | 0         | 2         | 3         | 8         | 13        | 11        | 9         | 6         | 6         | 7         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>0</b>  | <b>10</b> | <b>16</b> | <b>20</b> | <b>16</b> | <b>24</b> | <b>30</b> | <b>23</b> | <b>15</b> | <b>12</b> |
| Don't know                            | 7         | 0         | 1         | 3         | 7         | 62        | 1         | 2         | 4         | 7         | 62        |

#### Radio

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 42        | 8         | 8         | 6         | 0         | 13        | 6         | 7         | 7         | 0         |
| Fairly trustworthy                    | 42        | 45        | 55        | 48        | 39        | 18        | 40        | 36        | 38        | 44        | 20        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>87</b> | <b>63</b> | <b>56</b> | <b>45</b> | <b>18</b> | <b>53</b> | <b>42</b> | <b>45</b> | <b>51</b> | <b>20</b> |
| Neither trustworthy nor untrustworthy | 27        | 9         | 26        | 24        | 29        | 5         | 24        | 30        | 30        | 27        | 9         |
| Fairly untrustworthy                  | 8         | 5         | 5         | 9         | 8         | 0         | 9         | 13        | 13        | 6         | 2         |
| Very untrustworthy                    | 5         | 0         | 2         | 2         | 6         | 10        | 4         | 6         | 4         | 5         | 9         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>5</b>  | <b>7</b>  | <b>11</b> | <b>14</b> | <b>10</b> | <b>13</b> | <b>19</b> | <b>17</b> | <b>11</b> | <b>11</b> |
| Don't know                            | 12        | 0         | 5         | 8         | 12        | 67        | 11        | 8         | 8         | 12        | 61        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |
|-------------------|-------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   | Total | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153  | 1169             | 937                  | 48         | 361              | 1737                 | 56         | 538              | 1560                 | 55         | 285              | 1808                 | 60         |
| Unweighted Sample | 2153  | 1239             | 885                  | 29         | 367              | 1750                 | 36         | 586              | 1532                 | 35         | 305              | 1808                 | 40         |
|                   | %     | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          |

#### GB News

|                                          |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very frequently                          | 4         | 4         | 6         | 0         | 10        | 3         | 0         | 7         | 4         | 0         | 7         | 4         | 0         |
| Fairly frequently                        | 8         | 7         | 9         | 0         | 18        | 6         | 0         | 10        | 7         | 4         | 10        | 7         | 7         |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>11</b> | <b>15</b> | <b>0</b>  | <b>28</b> | <b>9</b>  | <b>0</b>  | <b>17</b> | <b>11</b> | <b>4</b>  | <b>17</b> | <b>11</b> | <b>7</b>  |
| Not very frequently                      | 17        | 17        | 18        | 3         | 28        | 15        | 0         | 22        | 16        | 3         | 16        | 18        | 6         |
| Never                                    | 68        | 72        | 67        | 8         | 43        | 75        | 16        | 60        | 73        | 11        | 67        | 70        | 11        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>89</b> | <b>85</b> | <b>11</b> | <b>71</b> | <b>90</b> | <b>16</b> | <b>82</b> | <b>89</b> | <b>14</b> | <b>83</b> | <b>88</b> | <b>17</b> |
| Don't know                               | 3         | 1         | 0         | 89        | 1         | 0         | 84        | 1         | 0         | 82        | 0         | 0         | 77        |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |          |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 10        | 2         | 0        | 12        | 6         | 0         | 12        | 5         | 0         | 15        | 5         | 0         |
| Fairly trustworthy                    | 42        | 56        | 26        | 8        | 53        | 41        | 12        | 58        | 38        | 11        | 52        | 41        | 13        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>66</b> | <b>28</b> | <b>8</b> | <b>65</b> | <b>47</b> | <b>12</b> | <b>70</b> | <b>43</b> | <b>11</b> | <b>67</b> | <b>46</b> | <b>13</b> |
| Neither trustworthy nor untrustworthy | 26        | 23        | 31        | 6        | 24        | 27        | 11        | 21        | 28        | 7         | 21        | 27        | 8         |
| Fairly untrustworthy                  | 12        | 7         | 18        | 0        | 9         | 12        | 3         | 6         | 14        | 3         | 8         | 12        | 3         |
| Very untrustworthy                    | 7         | 2         | 13        | 8        | 1         | 8         | 7         | 1         | 8         | 11        | 3         | 7         | 13        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>9</b>  | <b>31</b> | <b>8</b> | <b>10</b> | <b>20</b> | <b>10</b> | <b>7</b>  | <b>22</b> | <b>14</b> | <b>11</b> | <b>19</b> | <b>16</b> |
| Don't know                            | 7         | 3         | 10        | 78       | 2         | 7         | 67        | 2         | 7         | 68        | 1         | 7         | 63        |

#### Radio

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 10        | 3         | 3         | 13        | 6         | 0         | 10        | 6         | 0         | 14        | 6         | 2         |
| Fairly trustworthy                    | 42        | 54        | 28        | 8         | 48        | 41        | 13        | 55        | 38        | 13        | 54        | 41        | 16        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>64</b> | <b>31</b> | <b>11</b> | <b>61</b> | <b>47</b> | <b>13</b> | <b>65</b> | <b>44</b> | <b>13</b> | <b>68</b> | <b>47</b> | <b>18</b> |
| Neither trustworthy nor untrustworthy | 27        | 24        | 32        | 3         | 27        | 28        | 4         | 21        | 30        | 6         | 22        | 28        | 9         |
| Fairly untrustworthy                  | 8         | 4         | 13        | 0         | 6         | 8         | 3         | 5         | 9         | 0         | 5         | 9         | 1         |
| Very untrustworthy                    | 5         | 1         | 9         | 10        | 1         | 5         | 9         | 1         | 6         | 15        | 2         | 5         | 11        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>5</b>  | <b>22</b> | <b>10</b> | <b>7</b>  | <b>13</b> | <b>12</b> | <b>6</b>  | <b>15</b> | <b>15</b> | <b>7</b>  | <b>14</b> | <b>12</b> |
| Don't know                            | 12        | 6         | 16        | 75        | 5         | 12        | 71        | 8         | 12        | 65        | 3         | 12        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total Channel 5  |                      |            | Total GB News    |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 119                  | 1976       | 58               | 262                  | 1836       | 55 |
| Unweighted Sample | 2153             | 125                  | 1989       | 39               | 272                  | 1842       | 39 |
|                   | %                | %                    | %          | %                | %                    | %          | %  |

#### GB News

|                                          |           |           |           |           |            |            |          |
|------------------------------------------|-----------|-----------|-----------|-----------|------------|------------|----------|
| Very frequently                          | 4         | 16        | 4         | 0         | 36         | 0          | 0        |
| Fairly frequently                        | 8         | 24        | 7         | 6         | 64         | 0          | 0        |
| <b>TOTAL FREQUENTLY</b>                  | <b>12</b> | <b>40</b> | <b>11</b> | <b>6</b>  | <b>100</b> | <b>0</b>   | <b>0</b> |
| Not very frequently                      | 17        | 18        | 17        | 2         | 0          | 20         | 0        |
| Never                                    | 68        | 41        | 72        | 13        | 0          | 80         | 0        |
| <b>TOTAL NOT VERY FREQUENTLY / NEVER</b> | <b>85</b> | <b>59</b> | <b>89</b> | <b>15</b> | <b>0</b>   | <b>100</b> | <b>0</b> |
| Don't know                               | 3         | 1         | 0         | 79        | 0          | 0          | 100      |

How trustworthy or untrustworthy do you rate the news reported by the following media platforms?

#### TV

|                                       |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 19        | 6         | 0         | 10        | 6         | 0         |
| Fairly trustworthy                    | 42        | 51        | 42        | 14        | 37        | 43        | 19        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>70</b> | <b>48</b> | <b>14</b> | <b>47</b> | <b>49</b> | <b>19</b> |
| Neither trustworthy nor untrustworthy | 26        | 20        | 27        | 8         | 24        | 27        | 8         |
| Fairly untrustworthy                  | 12        | 7         | 12        | 3         | 18        | 11        | 5         |
| Very untrustworthy                    | 7         | 2         | 7         | 13        | 9         | 6         | 7         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>19</b> | <b>9</b>  | <b>19</b> | <b>16</b> | <b>27</b> | <b>17</b> | <b>12</b> |
| Don't know                            | 7         | 0         | 6         | 62        | 1         | 7         | 62        |

#### Radio

|                                       |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 7         | 14        | 7         | 0         | 9         | 7         | 0         |
| Fairly trustworthy                    | 42        | 53        | 42        | 18        | 38        | 43        | 20        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>49</b> | <b>67</b> | <b>49</b> | <b>18</b> | <b>47</b> | <b>50</b> | <b>20</b> |
| Neither trustworthy nor untrustworthy | 27        | 22        | 28        | 5         | 28        | 27        | 9         |
| Fairly untrustworthy                  | 8         | 5         | 8         | 0         | 11        | 8         | 2         |
| Very untrustworthy                    | 5         | 2         | 5         | 10        | 5         | 4         | 9         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>7</b>  | <b>13</b> | <b>10</b> | <b>16</b> | <b>12</b> | <b>11</b> |
| Don't know                            | 12        | 4         | 11        | 67        | 9         | 11        | 61        |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

Fieldwork: 5th - 6th October 2023

|                                       |       | Westminster VI |     |         |           |       | Vote in 2024 GE |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Social Grade |      |
|---------------------------------------|-------|----------------|-----|---------|-----------|-------|-----------------|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|--------------|------|
|                                       | Total | Con            | Lab | Lib Dem | Reform UK | Green | Con             | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | ABC1         | C2DE |
| Weighted Sample                       | 2153  | 216            | 289 | 223     | 459       | 208   | 375             | 534 | 194     | 226       | 122   | 762         | 766   | 1044   | 1109   | 226   | 889   | 534   | 504 | 1224         | 919  |
| Unweighted Sample                     | 2153  | 196            | 320 | 244     | 473       | 225   | 316             | 612 | 215     | 280       | 129   | 897         | 739   | 914    | 1239   | 184   | 757   | 576   | 636 | 1311         | 836  |
|                                       | %     | %              | %   | %       | %         | %     | %               | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %            | %    |
| Print newspapers                      |       |                |     |         |           |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |              |      |
| Very trustworthy                      | 3     | 5              | 8   | 4       | 1         | 3     | 4               | 5   | 4       | 1         | 3     | 3           | 3     | 4      | 2      | 6     | 3     | 2     | 3   | 4            | 2    |
| Fairly trustworthy                    | 25    | 40             | 34  | 30      | 21        | 18    | 34              | 29  | 29      | 20        | 18    | 30          | 23    | 24     | 27     | 25    | 21    | 27    | 31  | 28           | 22   |
| TOTAL TRUSTWORTHY                     | 28    | 45             | 42  | 34      | 22        | 21    | 38              | 34  | 33      | 21        | 21    | 33          | 26    | 28     | 29     | 31    | 24    | 29    | 34  | 32           | 24   |
| Neither trustworthy nor untrustworthy | 31    | 32             | 26  | 36      | 34        | 27    | 30              | 29  | 32      | 34        | 32    | 29          | 33    | 29     | 32     | 28    | 30    | 32    | 32  | 30           | 31   |
| Fairly untrustworthy                  | 19    | 12             | 16  | 19      | 21        | 28    | 16              | 18  | 19      | 21        | 24    | 19          | 19    | 20     | 18     | 17    | 21    | 18    | 17  | 19           | 19   |
| Very untrustworthy                    | 12    | 6              | 11  | 5       | 15        | 15    | 7               | 12  | 9       | 16        | 11    | 12          | 13    | 16     | 8      | 11    | 14    | 13    | 10  | 10           | 14   |
| TOTAL UNTRUSTWORTHY                   | 31    | 18             | 27  | 24      | 36        | 43    | 23              | 30  | 28      | 37        | 35    | 31          | 32    | 36     | 26     | 28    | 35    | 31    | 27  | 29           | 33   |
| Don't know                            | 10    | 5              | 5   | 6       | 8         | 8     | 8               | 8   | 7       | 8         | 11    | 8           | 8     | 7      | 12     | 14    | 12    | 7     | 7   | 9            | 11   |
| Online news                           |       |                |     |         |           |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |              |      |
| Very trustworthy                      | 2     | 6              | 5   | 3       | 1         | 0     | 4               | 3   | 3       | 1         | 0     | 2           | 2     | 3      | 1      | 3     | 2     | 1     | 2   | 3            | 1    |
| Fairly trustworthy                    | 26    | 28             | 37  | 33      | 23        | 21    | 26              | 35  | 28      | 22        | 21    | 30          | 21    | 27     | 25     | 31    | 26    | 25    | 24  | 30           | 21   |
| TOTAL TRUSTWORTHY                     | 28    | 34             | 42  | 36      | 24        | 21    | 30              | 38  | 31      | 23        | 21    | 32          | 23    | 30     | 26     | 34    | 28    | 26    | 26  | 33           | 22   |
| Neither trustworthy nor untrustworthy | 33    | 30             | 31  | 34      | 34        | 34    | 31              | 33  | 37      | 36        | 33    | 34          | 34    | 34     | 33     | 33    | 31    | 36    | 36  | 32           | 35   |
| Fairly untrustworthy                  | 21    | 19             | 16  | 20      | 24        | 31    | 20              | 16  | 22      | 25        | 25    | 21          | 21    | 20     | 21     | 18    | 23    | 19    | 20  | 20           | 22   |
| Very untrustworthy                    | 8     | 9              | 7   | 3       | 10        | 8     | 8               | 7   | 3       | 9         | 10    | 6           | 10    | 10     | 7      | 5     | 8     | 12    | 7   | 7            | 10   |
| TOTAL UNTRUSTWORTHY                   | 29    | 28             | 23  | 23      | 34        | 39    | 28              | 23  | 25      | 34        | 35    | 27          | 31    | 30     | 28     | 23    | 31    | 31    | 27  | 27           | 32   |
| Don't know                            | 9     | 9              | 5   | 7       | 8         | 6     | 10              | 6   | 7       | 8         | 11    | 7           | 11    | 6      | 13     | 10    | 10    | 7     | 11  | 8            | 11   |
| Social Media                          |       |                |     |         |           |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |              |      |
| Very trustworthy                      | 1     | 1              | 4   | 0       | 1         | 1     | 0               | 3   | 0       | 1         | 1     | 0           | 1     | 2      | 0      | 5     | 1     | 1     | 0   | 1            | 1    |
| Fairly trustworthy                    | 6     | 8              | 5   | 2       | 8         | 5     | 6               | 5   | 3       | 9         | 2     | 3           | 7     | 5      | 7      | 8     | 7     | 5     | 3   | 6            | 7    |
| TOTAL TRUSTWORTHY                     | 7     | 9              | 9   | 2       | 9         | 6     | 6               | 8   | 3       | 10        | 3     | 3           | 8     | 7      | 7      | 13    | 8     | 6     | 3   | 7            | 8    |
| Neither trustworthy nor untrustworthy | 20    | 16             | 16  | 19      | 25        | 17    | 18              | 18  | 22      | 26        | 21    | 17          | 21    | 20     | 20     | 23    | 21    | 18    | 18  | 19           | 22   |
| Fairly untrustworthy                  | 30    | 28             | 34  | 33      | 28        | 35    | 30              | 35  | 32      | 23        | 24    | 32          | 30    | 27     | 33     | 36    | 31    | 28    | 29  | 31           | 29   |
| Very untrustworthy                    | 34    | 36             | 37  | 40      | 30        | 36    | 36              | 35  | 38      | 33        | 43    | 42          | 33    | 40     | 29     | 19    | 31    | 41    | 39  | 36           | 32   |
| TOTAL UNTRUSTWORTHY                   | 64    | 64             | 71  | 73      | 58        | 71    | 66              | 70  | 70      | 56        | 67    | 74          | 63    | 67     | 62     | 55    | 62    | 69    | 68  | 67           | 61   |
| Don't know                            | 9     | 11             | 4   | 5       | 7         | 6     | 10              | 5   | 5       | 8         | 9     | 6           | 10    | 7      | 11     | 9     | 8     | 7     | 11  | 8            | 10   |
| Podcasts                              |       |                |     |         |           |       |                 |     |         |           |       |             |       |        |        |       |       |       |     |              |      |
| Very trustworthy                      | 1     | 2              | 5   | 0       | 1         | 1     | 1               | 3   | 1       | 1         | 1     | 1           | 1     | 2      | 1      | 4     | 1     | 1     | 1   | 2            | 1    |
| Fairly trustworthy                    | 10    | 6              | 16  | 11      | 8         | 13    | 8               | 13  | 8       | 12        | 11    | 13          | 6     | 9      | 10     | 14    | 12    | 8     | 4   | 11           | 8    |
| TOTAL TRUSTWORTHY                     | 11    | 8              | 21  | 11      | 9         | 14    | 9               | 16  | 9       | 13        | 12    | 14          | 7     | 11     | 11     | 18    | 13    | 9     | 5   | 13           | 9    |
| Neither trustworthy nor untrustworthy | 29    | 32             | 29  | 37      | 25        | 30    | 28              | 29  | 40      | 24        | 34    | 31          | 26    | 32     | 27     | 29    | 32    | 29    | 23  | 30           | 28   |
| Fairly untrustworthy                  | 15    | 10             | 19  | 17      | 16        | 22    | 13              | 19  | 17      | 10        | 16    | 17          | 14    | 15     | 16     | 16    | 16    | 12    | 16  | 16           | 14   |
| Very untrustworthy                    | 13    | 14             | 13  | 10      | 13        | 14    | 13              | 12  | 10      | 12        | 15    | 13          | 14    | 17     | 10     | 12    | 13    | 12    | 15  | 13           | 13   |
| TOTAL UNTRUSTWORTHY                   | 28    | 24             | 32  | 27      | 29        | 36    | 26              | 31  | 27      | 22        | 31    | 30          | 28    | 32     | 26     | 28    | 29    | 24    | 31  | 29           | 27   |
| Don't know                            | 32    | 37             | 18  | 25      | 38        | 19    | 37              | 24  | 24      | 41        | 23    | 25          | 39    | 26     | 37     | 26    | 25    | 37    | 41  | 29           | 36   |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                                       | Country     |           |           |           |                  | Region in England |           |           |           | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|---------------------------------------|-------------|-----------|-----------|-----------|------------------|-------------------|-----------|-----------|-----------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                                       | Total       | England   | Wales     | Scotland  | Northern Ireland | North             | Midlands  | London    | South     | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| <b>Weighted Sample</b>                | <b>2153</b> | 1802      | 112       | 179       | 60               | 495               | 342       | 248       | 717       | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| <b>Unweighted Sample</b>              | <b>2153</b> | 1812      | 121       | 171       | 49               | 535               | 347       | 188       | 742       | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                                       | %           | %         | %         | %         | %                | %                 | %         | %         | %         | %                                           | %                | %                       | %                  | %                       | %          |
| <b>Print newspapers</b>               |             |           |           |           |                  |                   |           |           |           |                                             |                  |                         |                    |                         |            |
| Very trustworthy                      | 3           | 3         | 3         | 2         | 0                | 3                 | 2         | 5         | 3         | 3                                           | 5                | 3                       | 2                  | 0                       | 2          |
| Fairly trustworthy                    | 25          | 26        | 17        | 22        | 33               | 25                | 29        | 25        | 26        | 24                                          | 29               | 29                      | 31                 | 13                      | 18         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>28</b>   | <b>29</b> | <b>20</b> | <b>24</b> | <b>33</b>        | <b>28</b>         | <b>31</b> | <b>30</b> | <b>29</b> | <b>27</b>                                   | <b>34</b>        | <b>32</b>               | <b>33</b>          | <b>13</b>               | <b>20</b>  |
| Neither trustworthy nor untrustworthy | 31          | 30        | 28        | 32        | 36               | 25                | 28        | 38        | 33        | 31                                          | 30               | 33                      | 20                 | 23                      | 34         |
| Fairly untrustworthy                  | 19          | 19        | 22        | 16        | 17               | 24                | 17        | 17        | 18        | 19                                          | 22               | 18                      | 22                 | 30                      | 12         |
| Very untrustworthy                    | 12          | 12        | 18        | 14        | 12               | 13                | 13        | 9         | 11        | 15                                          | 8                | 11                      | 14                 | 30                      | 9          |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>31</b>   | <b>31</b> | <b>40</b> | <b>30</b> | <b>29</b>        | <b>37</b>         | <b>30</b> | <b>26</b> | <b>29</b> | <b>34</b>                                   | <b>30</b>        | <b>29</b>               | <b>36</b>          | <b>60</b>               | <b>21</b>  |
| Don't know                            | 10          | 9         | 12        | 15        | 1                | 9                 | 10        | 5         | 10        | 8                                           | 7                | 6                       | 10                 | 5                       | 26         |
| <b>Online news</b>                    |             |           |           |           |                  |                   |           |           |           |                                             |                  |                         |                    |                         |            |
| Very trustworthy                      | 2           | 2         | 1         | 3         | 0                | 3                 | 3         | 2         | 2         | 3                                           | 2                | 1                       | 2                  | 0                       | 1          |
| Fairly trustworthy                    | 26          | 26        | 27        | 24        | 22               | 25                | 26        | 37        | 24        | 22                                          | 31               | 28                      | 33                 | 33                      | 20         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>28</b>   | <b>28</b> | <b>28</b> | <b>27</b> | <b>22</b>        | <b>28</b>         | <b>29</b> | <b>39</b> | <b>26</b> | <b>25</b>                                   | <b>33</b>        | <b>29</b>               | <b>35</b>          | <b>33</b>               | <b>21</b>  |
| Neither trustworthy nor untrustworthy | 33          | 33        | 30        | 40        | 40               | 31                | 32        | 34        | 34        | 32                                          | 34               | 37                      | 32                 | 20                      | 35         |
| Fairly untrustworthy                  | 21          | 20        | 28        | 18        | 27               | 20                | 18        | 16        | 23        | 22                                          | 22               | 21                      | 19                 | 21                      | 16         |
| Very untrustworthy                    | 8           | 9         | 4         | 6         | 7                | 11                | 10        | 7         | 8         | 12                                          | 5                | 7                       | 6                  | 18                      | 6          |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>29</b>   | <b>29</b> | <b>32</b> | <b>24</b> | <b>34</b>        | <b>31</b>         | <b>28</b> | <b>23</b> | <b>31</b> | <b>34</b>                                   | <b>27</b>        | <b>28</b>               | <b>25</b>          | <b>39</b>               | <b>22</b>  |
| Don't know                            | 9           | 9         | 11        | 10        | 5                | 10                | 11        | 5         | 9         | 10                                          | 6                | 5                       | 7                  | 8                       | 22         |
| <b>Social Media</b>                   |             |           |           |           |                  |                   |           |           |           |                                             |                  |                         |                    |                         |            |
| Very trustworthy                      | 1           | 1         | 1         | 1         | 0                | 1                 | 1         | 3         | 1         | 1                                           | 2                | 1                       | 0                  | 0                       | 0          |
| Fairly trustworthy                    | 6           | 6         | 9         | 6         | 2                | 6                 | 6         | 9         | 5         | 7                                           | 5                | 5                       | 1                  | 15                      | 6          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>7</b>    | <b>7</b>  | <b>10</b> | <b>7</b>  | <b>2</b>         | <b>7</b>          | <b>7</b>  | <b>12</b> | <b>6</b>  | <b>8</b>                                    | <b>7</b>         | <b>6</b>                | <b>1</b>           | <b>15</b>               | <b>6</b>   |
| Neither trustworthy nor untrustworthy | 20          | 20        | 20        | 25        | 20               | 19                | 21        | 20        | 19        | 20                                          | 20               | 20                      | 17                 | 12                      | 22         |
| Fairly untrustworthy                  | 30          | 29        | 32        | 37        | 41               | 28                | 30        | 32        | 29        | 28                                          | 33               | 35                      | 34                 | 35                      | 22         |
| Very untrustworthy                    | 34          | 35        | 29        | 20        | 36               | 37                | 33        | 31        | 37        | 34                                          | 34               | 35                      | 40                 | 36                      | 29         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>64</b>   | <b>64</b> | <b>61</b> | <b>57</b> | <b>77</b>        | <b>65</b>         | <b>63</b> | <b>63</b> | <b>66</b> | <b>62</b>                                   | <b>67</b>        | <b>70</b>               | <b>74</b>          | <b>71</b>               | <b>51</b>  |
| Don't know                            | 9           | 9         | 9         | 11        | 2                | 8                 | 10        | 6         | 9         | 9                                           | 5                | 4                       | 7                  | 3                       | 20         |
| <b>Podcasts</b>                       |             |           |           |           |                  |                   |           |           |           |                                             |                  |                         |                    |                         |            |
| Very trustworthy                      | 1           | 2         | 1         | 0         | 0                | 1                 | 2         | 3         | 1         | 1                                           | 3                | 1                       | 0                  | 3                       | 0          |
| Fairly trustworthy                    | 10          | 10        | 12        | 7         | 16               | 9                 | 8         | 13        | 10        | 7                                           | 12               | 11                      | 20                 | 15                      | 6          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>11</b>   | <b>12</b> | <b>13</b> | <b>7</b>  | <b>16</b>        | <b>10</b>         | <b>10</b> | <b>16</b> | <b>11</b> | <b>8</b>                                    | <b>15</b>        | <b>12</b>               | <b>20</b>          | <b>18</b>               | <b>6</b>   |
| Neither trustworthy nor untrustworthy | 29          | 29        | 21        | 33        | 35               | 26                | 30        | 37        | 27        | 27                                          | 30               | 32                      | 30                 | 32                      | 29         |
| Fairly untrustworthy                  | 15          | 15        | 18        | 12        | 14               | 15                | 14        | 17        | 15        | 13                                          | 16               | 20                      | 18                 | 15                      | 12         |
| Very untrustworthy                    | 13          | 13        | 13        | 12        | 6                | 15                | 13        | 9         | 14        | 14                                          | 14               | 12                      | 11                 | 11                      | 11         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>28</b>   | <b>28</b> | <b>31</b> | <b>24</b> | <b>20</b>        | <b>30</b>         | <b>27</b> | <b>26</b> | <b>29</b> | <b>27</b>                                   | <b>30</b>        | <b>32</b>               | <b>29</b>          | <b>26</b>               | <b>23</b>  |
| Don't know                            | 32          | 31        | 35        | 36        | 29               | 34                | 32        | 22        | 33        | 37                                          | 26               | 24                      | 21                 | 25                      | 42         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                                       | Net migration |               |                 |                         | BBC             |                   |                     |           |            | Sky             |                   |                     |           |            |
|---------------------------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-----------|------------|-----------------|-------------------|---------------------|-----------|------------|
|                                       | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never     | Don't know | Very frequently | Fairly frequently | Not very frequently | Never     | Don't know |
| <b>Weighted Sample</b>                | <b>2153</b>   | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428       | 48         | 108             | 253               | 552                 | 1185      | 56         |
| <b>Unweighted Sample</b>              | <b>2153</b>   | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380       | 29         | 112             | 255               | 589                 | 1161      | 36         |
|                                       | %             | %             | %               | %                       | %               | %                 | %                   | %         | %          | %               | %                 | %                   | %         | %          |
| <b>Print newspapers</b>               |               |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 3             | 4             | 2               | 3                       | 7               | 3                 | 2                   | 1         | 0          | 17              | 4                 | 3                   | 2         | 0          |
| Fairly trustworthy                    | 25            | 26            | 26              | 29                      | 41              | 27                | 20                  | 13        | 3          | 36              | 32                | 25                  | 24        | 7          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>28</b>     | <b>30</b>     | <b>28</b>       | <b>32</b>               | <b>48</b>       | <b>30</b>         | <b>22</b>           | <b>14</b> | <b>3</b>   | <b>53</b>       | <b>36</b>         | <b>28</b>           | <b>26</b> | <b>7</b>   |
| Neither trustworthy nor untrustworthy | 31            | 31            | 21              | 33                      | 28              | 33                | 35                  | 27        | 8          | 20              | 33                | 34                  | 30        | 7          |
| Fairly untrustworthy                  | 19            | 20            | 24              | 18                      | 14              | 21                | 20                  | 23        | 3          | 15              | 21                | 22                  | 18        | 5          |
| Very untrustworthy                    | 12            | 12            | 19              | 11                      | 7               | 10                | 12                  | 23        | 16         | 9               | 5                 | 9                   | 15        | 15         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>31</b>     | <b>32</b>     | <b>43</b>       | <b>29</b>               | <b>21</b>       | <b>31</b>         | <b>32</b>           | <b>46</b> | <b>19</b>  | <b>24</b>       | <b>26</b>         | <b>31</b>           | <b>33</b> | <b>20</b>  |
| Don't know                            | 10            | 8             | 9               | 6                       | 4               | 6                 | 10                  | 14        | 70         | 2               | 6                 | 7                   | 10        | 66         |
| <b>Online news</b>                    |               |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 2             | 3             | 1               | 1                       | 5               | 1                 | 1                   | 1         | 0          | 13              | 2                 | 2                   | 1         | 0          |
| Fairly trustworthy                    | 26            | 25            | 33              | 28                      | 37              | 28                | 22                  | 16        | 0          | 40              | 36                | 26                  | 23        | 5          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>28</b>     | <b>28</b>     | <b>34</b>       | <b>29</b>               | <b>42</b>       | <b>29</b>         | <b>23</b>           | <b>17</b> | <b>0</b>   | <b>53</b>       | <b>38</b>         | <b>28</b>           | <b>24</b> | <b>5</b>   |
| Neither trustworthy nor untrustworthy | 33            | 33            | 29              | 37                      | 32              | 37                | 34                  | 32        | 14         | 29              | 35                | 34                  | 34        | 11         |
| Fairly untrustworthy                  | 21            | 22            | 20              | 21                      | 15              | 24                | 23                  | 22        | 3          | 11              | 19                | 24                  | 21        | 4          |
| Very untrustworthy                    | 8             | 9             | 10              | 7                       | 6               | 5                 | 9                   | 16        | 13         | 5               | 5                 | 6                   | 10        | 17         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>29</b>     | <b>31</b>     | <b>30</b>       | <b>28</b>               | <b>21</b>       | <b>29</b>         | <b>32</b>           | <b>38</b> | <b>16</b>  | <b>16</b>       | <b>24</b>         | <b>30</b>           | <b>31</b> | <b>21</b>  |
| Don't know                            | 9             | 8             | 8               | 5                       | 5               | 5                 | 11                  | 13        | 70         | 1               | 4                 | 7                   | 10        | 63         |
| <b>Social Media</b>                   |               |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 1             | 2             | 0               | 1                       | 3               | 1                 | 0                   | 1         | 0          | 13              | 2                 | 0                   | 0         | 0          |
| Fairly trustworthy                    | 6             | 6             | 5               | 5                       | 4               | 4                 | 9                   | 8         | 0          | 11              | 9                 | 7                   | 5         | 3          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>7</b>      | <b>8</b>      | <b>5</b>        | <b>6</b>                | <b>7</b>        | <b>5</b>          | <b>9</b>            | <b>9</b>  | <b>0</b>   | <b>24</b>       | <b>11</b>         | <b>7</b>            | <b>5</b>  | <b>3</b>   |
| Neither trustworthy nor untrustworthy | 20            | 20            | 16              | 20                      | 19              | 19                | 19                  | 26        | 3          | 16              | 25                | 19                  | 21        | 2          |
| Fairly untrustworthy                  | 30            | 30            | 35              | 35                      | 28              | 37                | 34                  | 22        | 14         | 23              | 32                | 33                  | 30        | 20         |
| Very untrustworthy                    | 34            | 34            | 39              | 35                      | 41              | 35                | 30                  | 30        | 13         | 34              | 27                | 35                  | 36        | 13         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>64</b>     | <b>64</b>     | <b>74</b>       | <b>70</b>               | <b>69</b>       | <b>72</b>         | <b>64</b>           | <b>52</b> | <b>27</b>  | <b>57</b>       | <b>59</b>         | <b>68</b>           | <b>66</b> | <b>33</b>  |
| Don't know                            | 9             | 8             | 6               | 4                       | 6               | 4                 | 8                   | 13        | 70         | 3               | 6                 | 6                   | 8         | 62         |
| <b>Podcasts</b>                       |               |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 1             | 2             | 1               | 1                       | 4               | 1                 | 0                   | 1         | 0          | 12              | 2                 | 1                   | 1         | 0          |
| Fairly trustworthy                    | 10            | 9             | 18              | 11                      | 12              | 9                 | 11                  | 7         | 3          | 14              | 18                | 10                  | 8         | 3          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>11</b>     | <b>11</b>     | <b>19</b>       | <b>12</b>               | <b>16</b>       | <b>10</b>         | <b>11</b>           | <b>8</b>  | <b>3</b>   | <b>26</b>       | <b>20</b>         | <b>11</b>           | <b>9</b>  | <b>3</b>   |
| Neither trustworthy nor untrustworthy | 29            | 28            | 30              | 32                      | 27              | 34                | 28                  | 27        | 11         | 24              | 32                | 31                  | 29        | 11         |
| Fairly untrustworthy                  | 15            | 14            | 17              | 20                      | 15              | 15                | 18                  | 13        | 0          | 9               | 13                | 16                  | 16        | 0          |
| Very untrustworthy                    | 13            | 14            | 11              | 12                      | 13              | 13                | 10                  | 18        | 8          | 11              | 12                | 12                  | 14        | 12         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>28</b>     | <b>28</b>     | <b>28</b>       | <b>32</b>               | <b>28</b>       | <b>28</b>         | <b>28</b>           | <b>31</b> | <b>8</b>   | <b>20</b>       | <b>25</b>         | <b>28</b>           | <b>30</b> | <b>12</b>  |
| Don't know                            | 32            | 33            | 22              | 24                      | 30              | 28                | 33                  | 33        | 78         | 30              | 25                | 30                  | 32        | 74         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                  |                                       |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|------------------|---------------------------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                  |                                       | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
|                  | Weighted Sample                       | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
|                  | Unweighted Sample                     | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                  |                                       | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
| Print newspapers |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                  | Very trustworthy                      | 3     | 11              | 3                 | 3                   | 3     | 0          | 20              | 4                 | 3                   | 2     | 0          |
|                  | Fairly trustworthy                    | 25    | 32              | 32                | 29                  | 18    | 3          | 26              | 33                | 27                  | 24    | 7          |
|                  | TOTAL TRUSTWORTHY                     | 28    | 43              | 35                | 32                  | 21    | 3          | 46              | 37                | 30                  | 26    | 7          |
|                  | Neither trustworthy nor untrustworthy | 31    | 26              | 34                | 31                  | 31    | 8          | 19              | 30                | 34                  | 30    | 13         |
|                  | Fairly untrustworthy                  | 19    | 12              | 18                | 22                  | 19    | 5          | 14              | 19                | 22                  | 18    | 6          |
|                  | Very untrustworthy                    | 12    | 13              | 10                | 9                   | 17    | 20         | 17              | 13                | 9                   | 14    | 16         |
|                  | TOTAL UNTRUSTWORTHY                   | 31    | 25              | 28                | 31                  | 36    | 25         | 31              | 32                | 31                  | 32    | 22         |
|                  | Don't know                            | 10    | 7               | 3                 | 7                   | 12    | 63         | 3               | 2                 | 6                   | 12    | 59         |
| Online news      |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                  | Very trustworthy                      | 2     | 9               | 2                 | 2                   | 1     | 0          | 16              | 3                 | 2                   | 2     | 0          |
|                  | Fairly trustworthy                    | 26    | 31              | 28                | 29                  | 22    | 6          | 30              | 34                | 27                  | 24    | 5          |
|                  | TOTAL TRUSTWORTHY                     | 28    | 40              | 30                | 31                  | 23    | 6          | 46              | 37                | 29                  | 26    | 5          |
|                  | Neither trustworthy nor untrustworthy | 33    | 24              | 37                | 34                  | 34    | 18         | 36              | 34                | 35                  | 33    | 18         |
|                  | Fairly untrustworthy                  | 21    | 18              | 22                | 22                  | 20    | 4          | 10              | 19                | 24                  | 20    | 6          |
|                  | Very untrustworthy                    | 8     | 8               | 7                 | 7                   | 10    | 11         | 5               | 7                 | 7                   | 10    | 12         |
|                  | TOTAL UNTRUSTWORTHY                   | 29    | 26              | 29                | 29                  | 30    | 15         | 15              | 26                | 31                  | 30    | 18         |
|                  | Don't know                            | 9     | 10              | 5                 | 6                   | 12    | 62         | 2               | 3                 | 6                   | 11    | 58         |
| Social Media     |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                  | Very trustworthy                      | 1     | 8               | 3                 | 0                   | 0     | 0          | 22              | 2                 | 0                   | 0     | 1          |
|                  | Fairly trustworthy                    | 6     | 7               | 5                 | 6                   | 7     | 3          | 7               | 5                 | 6                   | 7     | 3          |
|                  | TOTAL TRUSTWORTHY                     | 7     | 15              | 8                 | 6                   | 7     | 3          | 29              | 7                 | 6                   | 7     | 4          |
|                  | Neither trustworthy nor untrustworthy | 20    | 16              | 24                | 19                  | 21    | 5          | 11              | 20                | 20                  | 21    | 6          |
|                  | Fairly untrustworthy                  | 30    | 22              | 35                | 35                  | 26    | 16         | 20              | 33                | 35                  | 28    | 16         |
|                  | Very untrustworthy                    | 34    | 39              | 28                | 35                  | 36    | 14         | 38              | 35                | 34                  | 34    | 13         |
|                  | TOTAL UNTRUSTWORTHY                   | 64    | 61              | 63                | 70                  | 62    | 30         | 58              | 68                | 69                  | 62    | 29         |
|                  | Don't know                            | 9     | 8               | 5                 | 5                   | 10    | 62         | 3               | 4                 | 5                   | 10    | 60         |
| Podcasts         |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                  | Very trustworthy                      | 1     | 8               | 2                 | 0                   | 1     | 0          | 19              | 2                 | 1                   | 1     | 0          |
|                  | Fairly trustworthy                    | 10    | 8               | 13                | 9                   | 9     | 6          | 20              | 16                | 10                  | 7     | 11         |
|                  | TOTAL TRUSTWORTHY                     | 11    | 16              | 15                | 9                   | 10    | 6          | 39              | 18                | 11                  | 8     | 11         |
|                  | Neither trustworthy nor untrustworthy | 29    | 17              | 30                | 31                  | 30    | 11         | 28              | 35                | 29                  | 29    | 9          |
|                  | Fairly untrustworthy                  | 15    | 14              | 11                | 16                  | 17    | 1          | 10              | 17                | 17                  | 15    | 1          |
|                  | Very untrustworthy                    | 13    | 14              | 9                 | 14                  | 14    | 9          | 9               | 11                | 14                  | 14    | 8          |
|                  | TOTAL UNTRUSTWORTHY                   | 28    | 28              | 20                | 30                  | 31    | 10         | 19              | 28                | 31                  | 29    | 9          |
|                  | Don't know                            | 32    | 39              | 34                | 29                  | 29    | 73         | 15              | 19                | 30                  | 35    | 71         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                     |                                       |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|---------------------|---------------------------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                     |                                       | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample     |                                       | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample   |                                       | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                     |                                       | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
| Print newspapers    |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                     | Very trustworthy                      | 3     | 52              | 4                 | 3                   | 2     | 0          | 12              | 3                 | 4                   | 2     | 0          |
|                     | Fairly trustworthy                    | 25    | 32              | 37                | 27                  | 25    | 3          | 30              | 23                | 24                  | 26    | 5          |
| TOTAL TRUSTWORTHY   |                                       | 28    | 84              | 41                | 30                  | 27    | 3          | 42              | 26                | 28                  | 28    | 5          |
|                     | Neither trustworthy nor untrustworthy | 31    | 0               | 33                | 33                  | 31    | 10         | 29              | 32                | 33                  | 31    | 10         |
|                     | Fairly untrustworthy                  | 19    | 5               | 16                | 22                  | 18    | 12         | 10              | 27                | 21                  | 19    | 7          |
|                     | Very untrustworthy                    | 12    | 11              | 5                 | 10                  | 14    | 14         | 12              | 10                | 12                  | 12    | 18         |
| TOTAL UNTRUSTWORTHY |                                       | 31    | 16              | 21                | 32                  | 32    | 26         | 22              | 37                | 33                  | 31    | 25         |
|                     | Don't know                            | 10    | 0               | 4                 | 5                   | 10    | 61         | 7               | 5                 | 5                   | 9     | 60         |
| Online news         |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                     | Very trustworthy                      | 2     | 36              | 5                 | 2                   | 1     | 0          | 13              | 1                 | 3                   | 1     | 0          |
|                     | Fairly trustworthy                    | 26    | 38              | 34                | 27                  | 25    | 7          | 31              | 30                | 25                  | 26    | 9          |
| TOTAL TRUSTWORTHY   |                                       | 28    | 74              | 39                | 29                  | 26    | 7          | 44              | 31                | 28                  | 27    | 9          |
|                     | Neither trustworthy nor untrustworthy | 33    | 3               | 39                | 34                  | 34    | 19         | 26              | 38                | 38                  | 33    | 13         |
|                     | Fairly untrustworthy                  | 21    | 16              | 14                | 24                  | 20    | 4          | 17              | 22                | 21                  | 21    | 5          |
|                     | Very untrustworthy                    | 8     | 7               | 4                 | 7                   | 9     | 11         | 8               | 6                 | 8                   | 9     | 16         |
| TOTAL UNTRUSTWORTHY |                                       | 29    | 23              | 18                | 31                  | 29    | 15         | 25              | 28                | 29                  | 30    | 21         |
|                     | Don't know                            | 9     | 0               | 4                 | 7                   | 9     | 59         | 4               | 3                 | 6                   | 10    | 57         |
| Social Media        |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                     | Very trustworthy                      | 1     | 55              | 3                 | 0                   | 0     | 1          | 16              | 1                 | 1                   | 0     | 0          |
|                     | Fairly trustworthy                    | 6     | 11              | 10                | 7                   | 6     | 3          | 12              | 15                | 9                   | 4     | 3          |
| TOTAL TRUSTWORTHY   |                                       | 7     | 66              | 13                | 7                   | 6     | 4          | 28              | 16                | 10                  | 4     | 3          |
|                     | Neither trustworthy nor untrustworthy | 20    | 9               | 23                | 20                  | 21    | 5          | 24              | 27                | 20                  | 20    | 5          |
|                     | Fairly untrustworthy                  | 30    | 0               | 33                | 35                  | 29    | 16         | 17              | 33                | 32                  | 31    | 20         |
|                     | Very untrustworthy                    | 34    | 25              | 24                | 33                  | 36    | 13         | 22              | 20                | 33                  | 37    | 17         |
| TOTAL UNTRUSTWORTHY |                                       | 64    | 25              | 57                | 68                  | 65    | 29         | 39              | 53                | 65                  | 68    | 37         |
|                     | Don't know                            | 9     | 0               | 7                 | 5                   | 8     | 61         | 9               | 4                 | 5                   | 8     | 56         |
| Podcasts            |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                     | Very trustworthy                      | 1     | 45              | 4                 | 0                   | 1     | 0          | 16              | 2                 | 1                   | 1     | 0          |
|                     | Fairly trustworthy                    | 10    | 25              | 9                 | 12                  | 8     | 5          | 11              | 12                | 12                  | 9     | 6          |
| TOTAL TRUSTWORTHY   |                                       | 11    | 70              | 13                | 12                  | 9     | 5          | 27              | 14                | 13                  | 10    | 6          |
|                     | Neither trustworthy nor untrustworthy | 29    | 17              | 32                | 30                  | 29    | 11         | 19              | 35                | 30                  | 29    | 10         |
|                     | Fairly untrustworthy                  | 15    | 2               | 12                | 16                  | 16    | 2          | 8               | 11                | 17                  | 16    | 6          |
|                     | Very untrustworthy                    | 13    | 11              | 17                | 11                  | 14    | 9          | 6               | 10                | 12                  | 14    | 7          |
| TOTAL UNTRUSTWORTHY |                                       | 28    | 13              | 29                | 27                  | 30    | 11         | 14              | 21                | 29                  | 30    | 13         |
|                     | Don't know                            | 32    | 0               | 27                | 30                  | 31    | 73         | 39              | 30                | 28                  | 31    | 72         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |                                       | Total BBC |                  |                      | Total Sky  |                  |                      | Total ITV  |                  |                      | Total Channel 4 |                  |                      |            |
|-------------------|---------------------------------------|-----------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|-----------------|------------------|----------------------|------------|
|                   |                                       | Total     | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know      | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153                                  | 1169      | 937              | 48                   | 361        | 1737             | 56                   | 538        | 1560             | 55                   | 285             | 1808             | 60                   |            |
| Unweighted Sample | 2153                                  | 1239      | 885              | 29                   | 367        | 1750             | 36                   | 586        | 1532             | 35                   | 305             | 1808             | 40                   |            |
|                   |                                       | %         | %                | %                    | %          | %                | %                    | %          | %                | %                    | %               | %                | %                    |            |
| Print newspapers  |                                       |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                   | Very trustworthy                      | 3         | 5                | 2                    | 0          | 8                | 2                    | 0          | 5                | 3                    | 0               | 7                | 3                    | 0          |
|                   | Fairly trustworthy                    | 25        | 33               | 17                   | 3          | 33               | 24                   | 7          | 32               | 24                   | 3               | 32               | 25                   | 7          |
|                   | TOTAL TRUSTWORTHY                     | 28        | 38               | 19                   | 3          | 41               | 26                   | 7          | 37               | 27                   | 3               | 39               | 28                   | 7          |
|                   | Neither trustworthy nor untrustworthy | 31        | 31               | 31                   | 8          | 29               | 32                   | 7          | 32               | 31                   | 8               | 28               | 32                   | 13         |
|                   | Fairly untrustworthy                  | 19        | 18               | 22                   | 3          | 19               | 19                   | 5          | 16               | 20                   | 5               | 18               | 20                   | 6          |
|                   | Very untrustworthy                    | 12        | 8                | 17                   | 16         | 6                | 13                   | 15         | 11               | 12                   | 20              | 14               | 12                   | 16         |
|                   | TOTAL UNTRUSTWORTHY                   | 31        | 26               | 39                   | 19         | 25               | 32                   | 20         | 27               | 32                   | 25              | 32               | 32                   | 22         |
|                   | Don't know                            | 10        | 5                | 12                   | 70         | 5                | 9                    | 66         | 4                | 9                    | 63              | 2                | 9                    | 59         |
| Online news       |                                       |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                   | Very trustworthy                      | 2         | 3                | 1                    | 0          | 5                | 1                    | 0          | 4                | 1                    | 0               | 5                | 2                    | 0          |
|                   | Fairly trustworthy                    | 26        | 32               | 19                   | 0          | 37               | 24                   | 5          | 28               | 26                   | 6               | 34               | 25                   | 5          |
|                   | TOTAL TRUSTWORTHY                     | 28        | 35               | 20                   | 0          | 42               | 25                   | 5          | 32               | 27                   | 6               | 39               | 27                   | 5          |
|                   | Neither trustworthy nor untrustworthy | 33        | 34               | 33                   | 14         | 33               | 34                   | 11         | 34               | 34                   | 18              | 34               | 34                   | 18         |
|                   | Fairly untrustworthy                  | 21        | 20               | 23                   | 3          | 16               | 22                   | 4          | 21               | 21                   | 4               | 18               | 22                   | 6          |
|                   | Very untrustworthy                    | 8         | 5                | 12                   | 13         | 5                | 9                    | 17         | 7                | 9                    | 11              | 7                | 9                    | 12         |
|                   | TOTAL UNTRUSTWORTHY                   | 29        | 25               | 35                   | 16         | 21               | 31                   | 21         | 28               | 30                   | 15              | 25               | 31                   | 18         |
|                   | Don't know                            | 9         | 5                | 12                   | 70         | 3                | 9                    | 63         | 6                | 9                    | 62              | 3                | 9                    | 58         |
| Social Media      |                                       |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                   | Very trustworthy                      | 1         | 2                | 1                    | 0          | 5                | 0                    | 0          | 4                | 0                    | 0               | 6                | 0                    | 1          |
|                   | Fairly trustworthy                    | 6         | 4                | 9                    | 0          | 10               | 5                    | 3          | 5                | 6                    | 3               | 6                | 6                    | 3          |
|                   | TOTAL TRUSTWORTHY                     | 7         | 6                | 10                   | 0          | 15               | 5                    | 3          | 9                | 6                    | 3               | 12               | 6                    | 4          |
|                   | Neither trustworthy nor untrustworthy | 20        | 19               | 22                   | 3          | 22               | 20                   | 2          | 22               | 20                   | 5               | 18               | 21                   | 6          |
|                   | Fairly untrustworthy                  | 30        | 33               | 28                   | 14         | 29               | 31                   | 20         | 32               | 30                   | 16              | 31               | 31                   | 16         |
|                   | Very untrustworthy                    | 34        | 38               | 30                   | 13         | 29               | 35                   | 13         | 31               | 36                   | 14              | 36               | 34                   | 13         |
|                   | TOTAL UNTRUSTWORTHY                   | 64        | 71               | 58                   | 27         | 58               | 66                   | 33         | 63               | 66                   | 30              | 67               | 65                   | 29         |
|                   | Don't know                            | 9         | 5                | 10                   | 70         | 5                | 8                    | 62         | 6                | 8                    | 62              | 4                | 8                    | 60         |
| Podcasts          |                                       |           |                  |                      |            |                  |                      |            |                  |                      |                 |                  |                      |            |
|                   | Very trustworthy                      | 1         | 2                | 1                    | 0          | 5                | 1                    | 0          | 4                | 1                    | 0               | 5                | 1                    | 0          |
|                   | Fairly trustworthy                    | 10        | 10               | 9                    | 3          | 17               | 8                    | 3          | 12               | 9                    | 6               | 17               | 8                    | 11         |
|                   | TOTAL TRUSTWORTHY                     | 11        | 12               | 10                   | 3          | 22               | 9                    | 3          | 16               | 10                   | 6               | 22               | 9                    | 11         |
|                   | Neither trustworthy nor untrustworthy | 29        | 31               | 28                   | 11         | 29               | 30                   | 11         | 27               | 30                   | 11              | 34               | 29                   | 9          |
|                   | Fairly untrustworthy                  | 15        | 15               | 16                   | 0          | 12               | 16                   | 0          | 12               | 17                   | 1               | 15               | 16                   | 1          |
|                   | Very untrustworthy                    | 13        | 13               | 14                   | 8          | 11               | 13                   | 12         | 11               | 14                   | 9               | 10               | 14                   | 8          |
|                   | TOTAL UNTRUSTWORTHY                   | 28        | 28               | 30                   | 8          | 23               | 29                   | 12         | 23               | 31                   | 10              | 25               | 30                   | 9          |
|                   | Don't know                            | 32        | 29               | 33                   | 78         | 26               | 32                   | 74         | 35               | 29                   | 73              | 18               | 33                   | 71         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

Fieldwork: 5th - 6th October 2025

|                   |                                       | Total Channel 5 |                  |                      | Total GB News |                  |                      |            |
|-------------------|---------------------------------------|-----------------|------------------|----------------------|---------------|------------------|----------------------|------------|
|                   |                                       | Total           | Total frequently | Total not frequently | Don't know    | Total frequently | Total not frequently | Don't know |
| Weighted Sample   |                                       | 2153            | 119              | 1976                 | 58            | 262              | 1836                 | 55         |
| Unweighted Sample |                                       | 2153            | 125              | 1989                 | 39            | 272              | 1842                 | 39         |
|                   |                                       | %               | %                | %                    | %             | %                | %                    | %          |
| Print newspapers  |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 3               | 14               | 3                    | 0             | 6                | 3                    | 0          |
|                   | Fairly trustworthy                    | 25              | 36               | 25                   | 3             | 26               | 26                   | 5          |
|                   | TOTAL TRUSTWORTHY                     | 28              | 50               | 28                   | 3             | 32               | 29                   | 5          |
|                   | Neither trustworthy nor untrustworthy | 31              | 27               | 31                   | 10            | 31               | 31                   | 10         |
|                   | Fairly untrustworthy                  | 19              | 14               | 20                   | 12            | 21               | 19                   | 7          |
|                   | Very untrustworthy                    | 12              | 6                | 13                   | 14            | 11               | 12                   | 18         |
|                   | TOTAL UNTRUSTWORTHY                   | 31              | 20               | 33                   | 26            | 32               | 31                   | 25         |
|                   | Don't know                            | 10              | 3                | 8                    | 61            | 5                | 9                    | 60         |
| Online news       |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 2               | 11               | 2                    | 0             | 6                | 2                    | 0          |
|                   | Fairly trustworthy                    | 26              | 35               | 26                   | 7             | 31               | 26                   | 9          |
|                   | TOTAL TRUSTWORTHY                     | 28              | 46               | 28                   | 7             | 37               | 28                   | 9          |
|                   | Neither trustworthy nor untrustworthy | 33              | 32               | 34                   | 19            | 34               | 34                   | 13         |
|                   | Fairly untrustworthy                  | 21              | 14               | 22                   | 4             | 20               | 21                   | 5          |
|                   | Very untrustworthy                    | 8               | 5                | 9                    | 11            | 7                | 8                    | 16         |
|                   | TOTAL UNTRUSTWORTHY                   | 29              | 19               | 31                   | 15            | 27               | 29                   | 21         |
|                   | Don't know                            | 9               | 3                | 8                    | 59            | 3                | 9                    | 57         |
| Social Media      |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 1               | 14               | 0                    | 1             | 7                | 0                    | 0          |
|                   | Fairly trustworthy                    | 6               | 10               | 6                    | 3             | 14               | 5                    | 3          |
|                   | TOTAL TRUSTWORTHY                     | 7               | 24               | 6                    | 4             | 21               | 5                    | 3          |
|                   | Neither trustworthy nor untrustworthy | 20              | 20               | 20                   | 5             | 26               | 20                   | 5          |
|                   | Fairly untrustworthy                  | 30              | 26               | 31                   | 16            | 27               | 31                   | 20         |
|                   | Very untrustworthy                    | 34              | 24               | 35                   | 13            | 21               | 36                   | 17         |
|                   | TOTAL UNTRUSTWORTHY                   | 64              | 50               | 66                   | 29            | 48               | 67                   | 37         |
|                   | Don't know                            | 9               | 6                | 7                    | 61            | 5                | 8                    | 56         |
| Podcasts          |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 1               | 12               | 1                    | 0             | 7                | 1                    | 0          |
|                   | Fairly trustworthy                    | 10              | 12               | 10                   | 5             | 12               | 10                   | 6          |
|                   | TOTAL TRUSTWORTHY                     | 11              | 24               | 11                   | 5             | 19               | 11                   | 6          |
|                   | Neither trustworthy nor untrustworthy | 29              | 29               | 30                   | 11            | 29               | 30                   | 10         |
|                   | Fairly untrustworthy                  | 15              | 10               | 16                   | 2             | 10               | 16                   | 6          |
|                   | Very untrustworthy                    | 13              | 16               | 13                   | 9             | 9                | 14                   | 7          |
|                   | TOTAL UNTRUSTWORTHY                   | 28              | 26               | 29                   | 11            | 19               | 30                   | 13         |
|                   | Don't know                            | 32              | 22               | 31                   | 73            | 33               | 30                   | 72         |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

#### BBC

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 15        | 18        | 29        | 27        | 6         | 14        | 17        | 21        | 23        | 4         | 15        | 21        | 11        | 17        | 13        | 19        | 11        | 17        | 18        | 18        | 11        |
| Fairly trustworthy                    | 33        | 39        | 42        | 46        | 20        | 38        | 36        | 42        | 40        | 17        | 45        | 42        | 29        | 32        | 34        | 31        | 30        | 37        | 36        | 35        | 31        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>48</b> | <b>57</b> | <b>71</b> | <b>73</b> | <b>26</b> | <b>52</b> | <b>53</b> | <b>63</b> | <b>63</b> | <b>21</b> | <b>60</b> | <b>63</b> | <b>40</b> | <b>49</b> | <b>47</b> | <b>50</b> | <b>41</b> | <b>54</b> | <b>54</b> | <b>53</b> | <b>42</b> |
| Neither trustworthy nor untrustworthy | 18        | 17        | 15        | 17        | 20        | 19        | 17        | 18        | 17        | 20        | 16        | 15        | 19        | 18        | 18        | 13        | 19        | 17        | 18        | 16        | 20        |
| Fairly untrustworthy                  | 12        | 13        | 7         | 6         | 18        | 13        | 14        | 10        | 11        | 18        | 11        | 10        | 15        | 12        | 13        | 11        | 13        | 11        | 13        | 12        | 12        |
| Very untrustworthy                    | 13        | 9         | 4         | 1         | 31        | 9         | 11        | 5         | 6         | 34        | 3         | 7         | 19        | 16        | 11        | 12        | 15        | 13        | 11        | 11        | 17        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>25</b> | <b>22</b> | <b>11</b> | <b>7</b>  | <b>49</b> | <b>22</b> | <b>25</b> | <b>15</b> | <b>17</b> | <b>52</b> | <b>14</b> | <b>17</b> | <b>34</b> | <b>28</b> | <b>24</b> | <b>23</b> | <b>28</b> | <b>24</b> | <b>24</b> | <b>23</b> | <b>29</b> |
| Don't know                            | 8         | 4         | 3         | 4         | 7         | 6         | 5         | 4         | 3         | 7         | 10        | 5         | 7         | 5         | 11        | 15        | 12        | 4         | 4         | 7         | 10        |

#### Sky

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 5         | 8         | 11        | 5         | 3         | 2         | 7         | 6         | 5         | 3         | 2         | 4         | 5         | 6         | 4         | 10        | 4         | 4         | 5         | 6         | 3         |
| Fairly trustworthy                    | 28        | 33        | 40        | 36        | 25        | 28        | 30        | 38        | 37        | 20        | 18        | 34        | 25        | 29        | 28        | 26        | 27        | 33        | 26        | 31        | 26        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>33</b> | <b>41</b> | <b>51</b> | <b>41</b> | <b>28</b> | <b>30</b> | <b>37</b> | <b>44</b> | <b>42</b> | <b>23</b> | <b>20</b> | <b>38</b> | <b>30</b> | <b>35</b> | <b>32</b> | <b>36</b> | <b>31</b> | <b>37</b> | <b>31</b> | <b>37</b> | <b>29</b> |
| Neither trustworthy nor untrustworthy | 25        | 26        | 20        | 26        | 25        | 28        | 24        | 23        | 21        | 33        | 28        | 24        | 26        | 26        | 23        | 22        | 24        | 25        | 27        | 24        | 26        |
| Fairly untrustworthy                  | 12        | 11        | 13        | 9         | 13        | 19        | 9         | 14        | 15        | 10        | 15        | 14        | 11        | 13        | 12        | 13        | 14        | 10        | 11        | 11        | 13        |
| Very untrustworthy                    | 9         | 4         | 4         | 4         | 16        | 6         | 9         | 4         | 4         | 15        | 6         | 6         | 12        | 11        | 6         | 6         | 10        | 10        | 7         | 7         | 10        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>21</b> | <b>15</b> | <b>17</b> | <b>13</b> | <b>29</b> | <b>25</b> | <b>18</b> | <b>18</b> | <b>19</b> | <b>25</b> | <b>21</b> | <b>20</b> | <b>23</b> | <b>24</b> | <b>18</b> | <b>19</b> | <b>24</b> | <b>20</b> | <b>18</b> | <b>18</b> | <b>23</b> |
| Don't know                            | 21        | 18        | 12        | 19        | 19        | 18        | 21        | 15        | 18        | 18        | 30        | 18        | 21        | 15        | 27        | 24        | 21        | 18        | 24        | 21        | 22        |

#### ITV

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 8         | 9         | 16        | 12        | 4         | 7         | 8         | 13        | 8         | 5         | 6         | 9         | 6         | 8         | 7         | 9         | 5         | 9         | 10        | 8         | 7         |
| Fairly trustworthy                    | 37        | 41        | 48        | 55        | 27        | 36        | 39        | 47        | 47        | 22        | 38        | 47        | 33        | 36        | 37        | 31        | 33        | 42        | 41        | 40        | 33        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>45</b> | <b>50</b> | <b>64</b> | <b>67</b> | <b>31</b> | <b>43</b> | <b>47</b> | <b>60</b> | <b>55</b> | <b>27</b> | <b>44</b> | <b>56</b> | <b>39</b> | <b>44</b> | <b>44</b> | <b>40</b> | <b>38</b> | <b>51</b> | <b>51</b> | <b>48</b> | <b>40</b> |
| Neither trustworthy nor untrustworthy | 26        | 23        | 20        | 22        | 31        | 27        | 27        | 22        | 25        | 32        | 28        | 22        | 27        | 26        | 25        | 24        | 24        | 27        | 28        | 25        | 27        |
| Fairly untrustworthy                  | 9         | 9         | 7         | 5         | 14        | 13        | 9         | 8         | 8         | 14        | 9         | 7         | 11        | 10        | 8         | 10        | 10        | 8         | 8         | 9         | 10        |
| Very untrustworthy                    | 6         | 6         | 1         | 0         | 13        | 2         | 6         | 2         | 1         | 12        | 0         | 3         | 8         | 7         | 4         | 3         | 8         | 5         | 4         | 4         | 8         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>15</b> | <b>15</b> | <b>8</b>  | <b>5</b>  | <b>27</b> | <b>15</b> | <b>15</b> | <b>10</b> | <b>9</b>  | <b>26</b> | <b>9</b>  | <b>10</b> | <b>19</b> | <b>17</b> | <b>12</b> | <b>13</b> | <b>18</b> | <b>13</b> | <b>12</b> | <b>13</b> | <b>18</b> |
| Don't know                            | 15        | 12        | 7         | 7         | 12        | 16        | 11        | 9         | 12        | 14        | 20        | 11        | 13        | 12        | 18        | 22        | 20        | 9         | 9         | 14        | 16        |



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Country |         |       |          |                  | Region in England |          |        |       | Do you think net migration in the UK has... |                  |                         |                    |                         |            |
|-------------------|---------|---------|-------|----------|------------------|-------------------|----------|--------|-------|---------------------------------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                   | Total   | England | Wales | Scotland | Northern Ireland | North             | Midlands | London | South | Gone up significantly                       | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| Weighted Sample   | 2153    | 1802    | 112   | 179      | 60               | 495               | 342      | 248    | 717   | 873                                         | 470              | 379                     | 124                | 48                      | 258        |
| Unweighted Sample | 2153    | 1812    | 121   | 171      | 49               | 535               | 347      | 188    | 742   | 863                                         | 482              | 401                     | 128                | 48                      | 231        |
|                   | %       | %       | %     | %        | %                | %                 | %        | %      | %     | %                                           | %                | %                       | %                  | %                       | %          |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

|            |                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|------------|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>BBC</b> |                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|            | Very trustworthy                      | 15        | 15        | 13        | 11        | 17        | 16        | 13        | 15        | 15        | 13        | 17        | 17        | 24        | 17        | 10        |
|            | Fairly trustworthy                    | 33        | 34        | 26        | 28        | 34        | 32        | 32        | 43        | 34        | 28        | 41        | 40        | 37        | 29        | 26        |
|            | <b>TOTAL TRUSTWORTHY</b>              | <b>48</b> | <b>49</b> | <b>39</b> | <b>39</b> | <b>51</b> | <b>48</b> | <b>45</b> | <b>58</b> | <b>49</b> | <b>41</b> | <b>58</b> | <b>57</b> | <b>61</b> | <b>46</b> | <b>36</b> |
|            | Neither trustworthy nor untrustworthy | 18        | 18        | 13        | 22        | 15        | 18        | 18        | 13        | 19        | 17        | 19        | 18        | 15        | 10        | 21        |
|            | Fairly untrustworthy                  | 12        | 12        | 16        | 13        | 12        | 12        | 14        | 9         | 11        | 14        | 13        | 11        | 9         | 18        | 9         |
|            | Very untrustworthy                    | 13        | 13        | 19        | 14        | 17        | 13        | 14        | 13        | 12        | 21        | 6         | 10        | 7         | 19        | 8         |
|            | <b>TOTAL UNTRUSTWORTHY</b>            | <b>25</b> | <b>25</b> | <b>35</b> | <b>27</b> | <b>29</b> | <b>25</b> | <b>28</b> | <b>22</b> | <b>23</b> | <b>35</b> | <b>19</b> | <b>21</b> | <b>16</b> | <b>37</b> | <b>17</b> |
|            | Don't know                            | 8         | 8         | 13        | 11        | 6         | 9         | 8         | 7         | 8         | 7         | 5         | 5         | 8         | 7         | 25        |
| <b>Sky</b> |                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|            | Very trustworthy                      | 5         | 5         | 6         | 4         | 2         | 6         | 4         | 4         | 5         | 5         | 5         | 4         | 8         | 3         | 3         |
|            | Fairly trustworthy                    | 28        | 29        | 22        | 25        | 32        | 27        | 28        | 31        | 30        | 24        | 35        | 35        | 35        | 30        | 18        |
|            | <b>TOTAL TRUSTWORTHY</b>              | <b>33</b> | <b>34</b> | <b>28</b> | <b>29</b> | <b>34</b> | <b>33</b> | <b>32</b> | <b>35</b> | <b>35</b> | <b>29</b> | <b>40</b> | <b>39</b> | <b>43</b> | <b>33</b> | <b>21</b> |
|            | Neither trustworthy nor untrustworthy | 25        | 25        | 19        | 29        | 27        | 25        | 28        | 22        | 23        | 26        | 27        | 25        | 13        | 14        | 24        |
|            | Fairly untrustworthy                  | 12        | 12        | 18        | 11        | 7         | 13        | 11        | 9         | 13        | 11        | 11        | 15        | 22        | 13        | 9         |
|            | Very untrustworthy                    | 9         | 9         | 11        | 6         | 12        | 8         | 9         | 12        | 8         | 13        | 4         | 6         | 4         | 21        | 9         |
|            | <b>TOTAL UNTRUSTWORTHY</b>            | <b>21</b> | <b>21</b> | <b>29</b> | <b>17</b> | <b>19</b> | <b>21</b> | <b>20</b> | <b>21</b> | <b>21</b> | <b>24</b> | <b>15</b> | <b>21</b> | <b>26</b> | <b>34</b> | <b>18</b> |
|            | Don't know                            | 21        | 21        | 23        | 26        | 20        | 21        | 20        | 20        | 21        | 20        | 19        | 16        | 19        | 19        | 37        |
| <b>ITV</b> |                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|            | Very trustworthy                      | 8         | 8         | 7         | 7         | 3         | 10        | 7         | 7         | 7         | 8         | 9         | 6         | 10        | 2         | 8         |
|            | Fairly trustworthy                    | 37        | 37        | 29        | 35        | 52        | 35        | 36        | 44        | 37        | 33        | 44        | 44        | 46        | 42        | 22        |
|            | <b>TOTAL TRUSTWORTHY</b>              | <b>45</b> | <b>45</b> | <b>36</b> | <b>42</b> | <b>55</b> | <b>45</b> | <b>43</b> | <b>51</b> | <b>44</b> | <b>41</b> | <b>53</b> | <b>50</b> | <b>56</b> | <b>44</b> | <b>30</b> |
|            | Neither trustworthy nor untrustworthy | 26        | 26        | 22        | 27        | 19        | 25        | 28        | 21        | 27        | 27        | 26        | 26        | 16        | 12        | 29        |
|            | Fairly untrustworthy                  | 9         | 9         | 9         | 7         | 7         | 11        | 9         | 8         | 9         | 11        | 9         | 8         | 12        | 10        | 4         |
|            | Very untrustworthy                    | 6         | 5         | 12        | 4         | 8         | 4         | 7         | 7         | 5         | 9         | 2         | 3         | 0         | 21        | 5         |
|            | <b>TOTAL UNTRUSTWORTHY</b>            | <b>15</b> | <b>14</b> | <b>21</b> | <b>11</b> | <b>15</b> | <b>15</b> | <b>16</b> | <b>15</b> | <b>14</b> | <b>20</b> | <b>11</b> | <b>11</b> | <b>12</b> | <b>31</b> | <b>9</b>  |
|            | Don't know                            | 15        | 14        | 19        | 19        | 12        | 15        | 14        | 13        | 15        | 13        | 11        | 13        | 16        | 14        | 33        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Net migration |               |                 | BBC                     |                 |                   |                     |       | Sky        |                 |                   |                     |       |            |
|-------------------|---------------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total         | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153          | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428   | 48         | 108             | 253               | 552                 | 1185  | 56         |
| Unweighted Sample | 2153          | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380   | 29         | 112             | 255               | 589                 | 1161  | 36         |
|                   | %             | %             | %               | %                       | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

|     |                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-----|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BBC | Very trustworthy                      | 15 | 14 | 22 | 17 | 36 | 14 | 7  | 2  | 0  | 33 | 12 | 17 | 14 | 0  |
|     | Fairly trustworthy                    | 33 | 33 | 34 | 40 | 48 | 44 | 28 | 8  | 8  | 36 | 43 | 33 | 32 | 12 |
|     | TOTAL TRUSTWORTHY                     | 48 | 47 | 56 | 57 | 84 | 58 | 35 | 10 | 8  | 69 | 55 | 50 | 46 | 12 |
|     | Neither trustworthy nor untrustworthy | 18 | 18 | 13 | 18 | 10 | 22 | 25 | 14 | 5  | 9  | 24 | 18 | 18 | 1  |
|     | Fairly untrustworthy                  | 12 | 13 | 12 | 11 | 3  | 11 | 20 | 17 | 0  | 11 | 11 | 13 | 12 | 10 |
|     | Very untrustworthy                    | 13 | 16 | 10 | 10 | 2  | 6  | 12 | 40 | 14 | 9  | 9  | 16 | 14 | 12 |
|     | TOTAL UNTRUSTWORTHY                   | 25 | 29 | 22 | 21 | 5  | 17 | 32 | 57 | 14 | 20 | 20 | 29 | 26 | 22 |
|     | Don't know                            | 8  | 6  | 8  | 5  | 1  | 2  | 9  | 19 | 74 | 2  | 3  | 4  | 10 | 65 |
| Sky | Very trustworthy                      | 5  | 5  | 6  | 4  | 11 | 3  | 4  | 1  | 0  | 38 | 9  | 3  | 2  | 0  |
|     | Fairly trustworthy                    | 28 | 28 | 33 | 35 | 41 | 34 | 24 | 13 | 3  | 37 | 56 | 39 | 18 | 5  |
|     | TOTAL TRUSTWORTHY                     | 33 | 33 | 39 | 39 | 52 | 37 | 28 | 14 | 3  | 75 | 65 | 42 | 20 | 5  |
|     | Neither trustworthy nor untrustworthy | 25 | 26 | 13 | 25 | 20 | 30 | 26 | 22 | 12 | 15 | 23 | 33 | 23 | 12 |
|     | Fairly untrustworthy                  | 12 | 11 | 19 | 15 | 7  | 12 | 16 | 15 | 3  | 7  | 8  | 11 | 15 | 2  |
|     | Very untrustworthy                    | 9  | 9  | 9  | 6  | 4  | 4  | 8  | 21 | 12 | 2  | 1  | 6  | 12 | 17 |
|     | TOTAL UNTRUSTWORTHY                   | 21 | 20 | 28 | 21 | 11 | 16 | 24 | 36 | 15 | 9  | 9  | 17 | 27 | 19 |
|     | Don't know                            | 21 | 20 | 19 | 16 | 17 | 16 | 22 | 27 | 69 | 1  | 3  | 8  | 31 | 64 |
| ITV | Very trustworthy                      | 8  | 8  | 8  | 6  | 18 | 6  | 5  | 2  | 0  | 29 | 8  | 8  | 6  | 0  |
|     | Fairly trustworthy                    | 37 | 37 | 45 | 44 | 54 | 47 | 28 | 14 | 0  | 37 | 47 | 41 | 34 | 3  |
|     | TOTAL TRUSTWORTHY                     | 45 | 45 | 53 | 50 | 72 | 53 | 33 | 16 | 0  | 66 | 55 | 49 | 40 | 3  |
|     | Neither trustworthy nor untrustworthy | 26 | 26 | 15 | 26 | 17 | 28 | 33 | 25 | 16 | 19 | 29 | 30 | 24 | 12 |
|     | Fairly untrustworthy                  | 9  | 10 | 11 | 8  | 3  | 8  | 14 | 14 | 3  | 4  | 9  | 10 | 10 | 4  |
|     | Very untrustworthy                    | 6  | 7  | 6  | 3  | 1  | 2  | 4  | 19 | 8  | 2  | 1  | 3  | 8  | 14 |
|     | TOTAL UNTRUSTWORTHY                   | 15 | 17 | 17 | 11 | 4  | 10 | 18 | 33 | 11 | 6  | 10 | 13 | 18 | 18 |
|     | Don't know                            | 15 | 12 | 15 | 13 | 7  | 9  | 16 | 26 | 74 | 8  | 6  | 7  | 19 | 67 |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | ITV             |                   |                     |       |            | Channel 4       |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

#### BBC

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 15        | 33        | 15        | 17        | 11        | 0         | 38        | 24        | 17        | 11        | 0         |
| Fairly trustworthy                    | 33        | 34        | 45        | 36        | 26        | 8         | 26        | 44        | 36        | 31        | 8         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>48</b> | <b>67</b> | <b>60</b> | <b>53</b> | <b>37</b> | <b>8</b>  | <b>64</b> | <b>68</b> | <b>53</b> | <b>42</b> | <b>8</b>  |
| Neither trustworthy nor untrustworthy | 18        | 13        | 18        | 19        | 18        | 3         | 14        | 12        | 21        | 18        | 7         |
| Fairly untrustworthy                  | 12        | 7         | 13        | 12        | 13        | 3         | 9         | 13        | 12        | 13        | 6         |
| Very untrustworthy                    | 13        | 9         | 6         | 12        | 19        | 23        | 13        | 7         | 10        | 17        | 18        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>25</b> | <b>16</b> | <b>19</b> | <b>24</b> | <b>32</b> | <b>26</b> | <b>22</b> | <b>20</b> | <b>22</b> | <b>30</b> | <b>24</b> |
| Don't know                            | 8         | 5         | 2         | 4         | 13        | 64        | 0         | 0         | 4         | 11        | 62        |

#### Sky

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 5         | 15        | 5         | 5         | 3         | 0         | 30        | 7         | 5         | 3         | 0         |
| Fairly trustworthy                    | 28        | 37        | 39        | 33        | 17        | 4         | 29        | 43        | 35        | 22        | 3         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>33</b> | <b>52</b> | <b>44</b> | <b>38</b> | <b>20</b> | <b>4</b>  | <b>59</b> | <b>50</b> | <b>40</b> | <b>25</b> | <b>3</b>  |
| Neither trustworthy nor untrustworthy | 25        | 21        | 28        | 25        | 24        | 16        | 21        | 18        | 27        | 25        | 16        |
| Fairly untrustworthy                  | 12        | 4         | 8         | 14        | 15        | 3         | 8         | 11        | 13        | 13        | 4         |
| Very untrustworthy                    | 9         | 5         | 4         | 6         | 14        | 13        | 4         | 5         | 6         | 11        | 14        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>21</b> | <b>9</b>  | <b>12</b> | <b>20</b> | <b>29</b> | <b>16</b> | <b>12</b> | <b>16</b> | <b>19</b> | <b>24</b> | <b>18</b> |
| Don't know                            | 21        | 19        | 15        | 18        | 25        | 64        | 7         | 16        | 14        | 26        | 63        |

#### ITV

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 8         | 36        | 11        | 6         | 3         | 0         | 30        | 14        | 8         | 5         | 0         |
| Fairly trustworthy                    | 37        | 46        | 57        | 42        | 21        | 3         | 40        | 53        | 44        | 29        | 6         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>45</b> | <b>82</b> | <b>68</b> | <b>48</b> | <b>24</b> | <b>3</b>  | <b>70</b> | <b>67</b> | <b>52</b> | <b>34</b> | <b>6</b>  |
| Neither trustworthy nor untrustworthy | 26        | 12        | 23        | 30        | 25        | 17        | 21        | 20        | 28        | 26        | 19        |
| Fairly untrustworthy                  | 9         | 1         | 5         | 11        | 11        | 2         | 1         | 8         | 9         | 11        | 2         |
| Very untrustworthy                    | 6         | 2         | 2         | 3         | 12        | 9         | 4         | 2         | 3         | 9         | 9         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>15</b> | <b>3</b>  | <b>7</b>  | <b>14</b> | <b>23</b> | <b>11</b> | <b>5</b>  | <b>10</b> | <b>12</b> | <b>20</b> | <b>11</b> |
| Don't know                            | 15        | 3         | 2         | 8         | 28        | 68        | 3         | 3         | 7         | 21        | 65        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Channel 5       |                   |                     |       |            | GB News         |                   |                     |       |            |
|-------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   | 2153  | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample | 2153  | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

#### BBC

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 15        | 53        | 18        | 18        | 13        | 0         | 14        | 9         | 13        | 17        | 1         |
| Fairly trustworthy                    | 33        | 30        | 38        | 35        | 33        | 13        | 17        | 23        | 32        | 37        | 9         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>48</b> | <b>83</b> | <b>56</b> | <b>53</b> | <b>46</b> | <b>13</b> | <b>31</b> | <b>32</b> | <b>45</b> | <b>54</b> | <b>10</b> |
| Neither trustworthy nor untrustworthy | 18        | 12        | 20        | 18        | 18        | 2         | 12        | 23        | 19        | 18        | 9         |
| Fairly untrustworthy                  | 12        | 3         | 11        | 13        | 12        | 4         | 14        | 18        | 14        | 11        | 7         |
| Very untrustworthy                    | 13        | 2         | 12        | 11        | 14        | 21        | 40        | 24        | 17        | 9         | 15        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>25</b> | <b>5</b>  | <b>23</b> | <b>24</b> | <b>26</b> | <b>25</b> | <b>54</b> | <b>42</b> | <b>31</b> | <b>20</b> | <b>22</b> |
| Don't know                            | 8         | 0         | 1         | 4         | 9         | 60        | 3         | 3         | 6         | 8         | 59        |

#### Sky

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 5         | 53        | 13        | 5         | 3         | 1         | 16        | 8         | 7         | 4         | 0         |
| Fairly trustworthy                    | 28        | 24        | 40        | 37        | 25        | 3         | 30        | 31        | 31        | 28        | 6         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>33</b> | <b>77</b> | <b>53</b> | <b>42</b> | <b>28</b> | <b>4</b>  | <b>46</b> | <b>39</b> | <b>38</b> | <b>32</b> | <b>6</b>  |
| Neither trustworthy nor untrustworthy | 25        | 10        | 27        | 26        | 25        | 11        | 17        | 23        | 27        | 25        | 18        |
| Fairly untrustworthy                  | 12        | 5         | 5         | 12        | 13        | 8         | 8         | 14        | 12        | 13        | 2         |
| Very untrustworthy                    | 9         | 0         | 3         | 6         | 10        | 14        | 19        | 11        | 8         | 8         | 14        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>21</b> | <b>5</b>  | <b>8</b>  | <b>18</b> | <b>23</b> | <b>22</b> | <b>27</b> | <b>25</b> | <b>20</b> | <b>21</b> | <b>16</b> |
| Don't know                            | 21        | 8         | 11        | 14        | 24        | 63        | 9         | 14        | 14        | 23        | 60        |

#### ITV

|                                       |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 8         | 50        | 17        | 9         | 6         | 0         | 11        | 5         | 9         | 8         | 0         |
| Fairly trustworthy                    | 37        | 28        | 49        | 44        | 34        | 9         | 31        | 33        | 33        | 40        | 11        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>45</b> | <b>78</b> | <b>66</b> | <b>53</b> | <b>40</b> | <b>9</b>  | <b>42</b> | <b>38</b> | <b>42</b> | <b>48</b> | <b>11</b> |
| Neither trustworthy nor untrustworthy | 26        | 9         | 24        | 28        | 26        | 11        | 29        | 27        | 30        | 25        | 14        |
| Fairly untrustworthy                  | 9         | 2         | 7         | 9         | 10        | 2         | 11        | 16        | 12        | 8         | 6         |
| Very untrustworthy                    | 6         | 5         | 2         | 4         | 7         | 10        | 16        | 8         | 5         | 5         | 10        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>15</b> | <b>7</b>  | <b>9</b>  | <b>13</b> | <b>17</b> | <b>12</b> | <b>27</b> | <b>24</b> | <b>17</b> | <b>13</b> | <b>16</b> |
| Don't know                            | 15        | 6         | 1         | 6         | 18        | 68        | 2         | 11        | 10        | 16        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Total BBC        |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |    |
|-------------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|----|
| Total             | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |    |
| Weighted Sample   | 2153             | 1169                 | 937        | 48               | 361                  | 1737       | 56               | 538                  | 1560       | 55               | 285                  | 1808       | 60 |
| Unweighted Sample | 2153             | 1239                 | 885        | 29               | 367                  | 1750       | 36               | 586                  | 1532       | 35               | 305                  | 1808       | 40 |
|                   | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %  |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>BBC</b>                            |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very trustworthy                      | 15        | 24        | 4         | 0         | 18        | 15        | 0         | 20        | 14        | 0         | 27        | 14        | 0         |
| Fairly trustworthy                    | 33        | 46        | 19        | 8         | 41        | 32        | 12        | 42        | 31        | 8         | 41        | 33        | 8         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>48</b> | <b>70</b> | <b>23</b> | <b>8</b>  | <b>59</b> | <b>47</b> | <b>12</b> | <b>62</b> | <b>45</b> | <b>8</b>  | <b>68</b> | <b>47</b> | <b>8</b>  |
| Neither trustworthy nor untrustworthy | 18        | 16        | 20        | 5         | 19        | 18        | 1         | 17        | 19        | 3         | 12        | 19        | 7         |
| Fairly untrustworthy                  | 12        | 8         | 19        | 0         | 11        | 13        | 10        | 12        | 13        | 3         | 12        | 12        | 6         |
| Very untrustworthy                    | 13        | 4         | 25        | 14        | 9         | 14        | 12        | 7         | 15        | 23        | 8         | 14        | 18        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>25</b> | <b>12</b> | <b>44</b> | <b>14</b> | <b>20</b> | <b>27</b> | <b>22</b> | <b>19</b> | <b>28</b> | <b>26</b> | <b>20</b> | <b>26</b> | <b>24</b> |
| Don't know                            | 8         | 2         | 14        | 74        | 2         | 8         | 65        | 2         | 9         | 64        | 0         | 8         | 62        |
| <b>Sky</b>                            |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very trustworthy                      | 5         | 7         | 3         | 0         | 18        | 2         | 0         | 8         | 4         | 0         | 11        | 4         | 0         |
| Fairly trustworthy                    | 28        | 37        | 19        | 3         | 50        | 25        | 5         | 39        | 26        | 4         | 41        | 27        | 3         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>33</b> | <b>44</b> | <b>22</b> | <b>3</b>  | <b>68</b> | <b>27</b> | <b>5</b>  | <b>47</b> | <b>30</b> | <b>4</b>  | <b>52</b> | <b>31</b> | <b>3</b>  |
| Neither trustworthy nor untrustworthy | 25        | 26        | 24        | 12        | 21        | 26        | 12        | 26        | 25        | 16        | 19        | 26        | 16        |
| Fairly untrustworthy                  | 12        | 10        | 16        | 3         | 7         | 14        | 2         | 7         | 14        | 3         | 11        | 13        | 4         |
| Very untrustworthy                    | 9         | 4         | 14        | 12        | 1         | 10        | 17        | 4         | 10        | 13        | 5         | 9         | 14        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>21</b> | <b>14</b> | <b>30</b> | <b>15</b> | <b>8</b>  | <b>24</b> | <b>19</b> | <b>11</b> | <b>24</b> | <b>16</b> | <b>16</b> | <b>22</b> | <b>18</b> |
| Don't know                            | 21        | 17        | 24        | 69        | 3         | 24        | 64        | 16        | 21        | 64        | 14        | 21        | 63        |
| <b>ITV</b>                            |           |           |           |           |           |           |           |           |           |           |           |           |           |
| Very trustworthy                      | 8         | 11        | 4         | 0         | 14        | 7         | 0         | 18        | 5         | 0         | 17        | 6         | 0         |
| Fairly trustworthy                    | 37        | 50        | 22        | 0         | 44        | 36        | 3         | 54        | 32        | 3         | 51        | 36        | 6         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>45</b> | <b>61</b> | <b>26</b> | <b>0</b>  | <b>58</b> | <b>43</b> | <b>3</b>  | <b>72</b> | <b>37</b> | <b>3</b>  | <b>68</b> | <b>42</b> | <b>6</b>  |
| Neither trustworthy nor untrustworthy | 26        | 23        | 29        | 16        | 26        | 26        | 12        | 20        | 28        | 17        | 20        | 27        | 19        |
| Fairly untrustworthy                  | 9         | 6         | 14        | 3         | 8         | 10        | 4         | 4         | 11        | 2         | 7         | 10        | 2         |
| Very untrustworthy                    | 6         | 1         | 11        | 8         | 2         | 6         | 14        | 2         | 7         | 9         | 2         | 6         | 9         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>15</b> | <b>7</b>  | <b>25</b> | <b>11</b> | <b>10</b> | <b>16</b> | <b>18</b> | <b>6</b>  | <b>18</b> | <b>11</b> | <b>9</b>  | <b>16</b> | <b>11</b> |
| Don't know                            | 15        | 8         | 20        | 74        | 6         | 15        | 67        | 2         | 17        | 68        | 3         | 15        | 65        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |       | Total Channel 5  |                      |            | Total GB News    |                      |            |
|-------------------|-------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   | Total | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   | 2153  | 119              | 1976                 | 58         | 262              | 1836                 | 55         |
| Unweighted Sample | 2153  | 125              | 1989                 | 39         | 272              | 1842                 | 39         |
|                   | %     | %                | %                    | %          | %                | %                    | %          |

How trustworthy or untrustworthy do you rate the news reported by the following media organizations?

#### BBC

|                                       |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 15        | 25        | 15        | 0         | 11        | 16        | 1         |
| Fairly trustworthy                    | 33        | 36        | 34        | 13        | 21        | 36        | 9         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>48</b> | <b>61</b> | <b>49</b> | <b>13</b> | <b>32</b> | <b>52</b> | <b>10</b> |
| Neither trustworthy nor untrustworthy | 18        | 19        | 18        | 2         | 19        | 18        | 9         |
| Fairly untrustworthy                  | 12        | 9         | 13        | 4         | 16        | 12        | 7         |
| Very untrustworthy                    | 13        | 10        | 13        | 21        | 30        | 11        | 15        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>25</b> | <b>19</b> | <b>26</b> | <b>25</b> | <b>46</b> | <b>23</b> | <b>22</b> |
| Don't know                            | 8         | 1         | 7         | 60        | 3         | 8         | 59        |

#### Sky

|                                       |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 5         | 21        | 4         | 1         | 11        | 4         | 0         |
| Fairly trustworthy                    | 28        | 37        | 29        | 3         | 31        | 29        | 6         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>33</b> | <b>58</b> | <b>33</b> | <b>4</b>  | <b>42</b> | <b>33</b> | <b>6</b>  |
| Neither trustworthy nor untrustworthy | 25        | 23        | 25        | 11        | 21        | 25        | 18        |
| Fairly untrustworthy                  | 12        | 5         | 13        | 8         | 12        | 13        | 2         |
| Very untrustworthy                    | 9         | 3         | 9         | 14        | 14        | 8         | 14        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>21</b> | <b>8</b>  | <b>22</b> | <b>22</b> | <b>26</b> | <b>21</b> | <b>16</b> |
| Don't know                            | 21        | 11        | 21        | 63        | 12        | 21        | 60        |

#### ITV

|                                       |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 8         | 24        | 7         | 0         | 8         | 8         | 0         |
| Fairly trustworthy                    | 37        | 45        | 37        | 9         | 32        | 38        | 11        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>45</b> | <b>69</b> | <b>44</b> | <b>9</b>  | <b>40</b> | <b>46</b> | <b>11</b> |
| Neither trustworthy nor untrustworthy | 26        | 21        | 26        | 11        | 27        | 26        | 14        |
| Fairly untrustworthy                  | 9         | 6         | 10        | 2         | 14        | 9         | 6         |
| Very untrustworthy                    | 6         | 3         | 6         | 10        | 11        | 5         | 10        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>15</b> | <b>9</b>  | <b>16</b> | <b>12</b> | <b>25</b> | <b>14</b> | <b>16</b> |
| Don't know                            | 15        | 2         | 14        | 68        | 8         | 15        | 59        |

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   | Westminster VI |     |     |         |           | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Social Grade |      |      |
|-------------------|----------------|-----|-----|---------|-----------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|--------------|------|------|
|                   | Total          | Con | Lab | Lib Dem | Reform UK | Green           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+          | ABC1 | C2DE |
| Weighted Sample   | 2153           | 216 | 289 | 223     | 459       | 208             | 375 | 534 | 194     | 226       | 122         | 762    | 766    | 1044 | 1109   | 226   | 889   | 534   | 504          | 1224 | 919  |
| Unweighted Sample | 2153           | 196 | 320 | 244     | 473       | 225             | 316 | 612 | 215     | 280       | 129         | 897    | 739    | 914  | 1239   | 184   | 757   | 576   | 636          | 1311 | 836  |
|                   | %              | %   | %   | %       | %         | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %            | %    | %    |

#### Channel 4

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 9         | 5         | 21        | 18        | 2         | 10        | 6         | 17        | 16        | 2         | 9         | 16        | 5         | 12        | 6         | 9         | 8         | 11        | 8         | 11        | 6         |
| Fairly trustworthy                    | 33        | 33        | 48        | 45        | 21        | 47        | 32        | 44        | 40        | 18        | 47        | 44        | 27        | 33        | 33        | 26        | 33        | 37        | 33        | 36        | 29        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>42</b> | <b>38</b> | <b>69</b> | <b>63</b> | <b>23</b> | <b>57</b> | <b>38</b> | <b>61</b> | <b>56</b> | <b>20</b> | <b>56</b> | <b>60</b> | <b>32</b> | <b>45</b> | <b>39</b> | <b>35</b> | <b>41</b> | <b>48</b> | <b>41</b> | <b>47</b> | <b>35</b> |
| Neither trustworthy nor untrustworthy | 24        | 30        | 20        | 22        | 28        | 18        | 28        | 21        | 21        | 29        | 17        | 20        | 27        | 24        | 25        | 25        | 23        | 25        | 25        | 22        | 27        |
| Fairly untrustworthy                  | 8         | 8         | 3         | 2         | 15        | 7         | 9         | 6         | 5         | 16        | 5         | 4         | 11        | 8         | 8         | 10        | 8         | 7         | 8         | 8         | 8         |
| Very untrustworthy                    | 6         | 6         | 2         | 0         | 15        | 1         | 7         | 2         | 2         | 14        | 1         | 3         | 10        | 8         | 4         | 3         | 7         | 6         | 6         | 5         | 8         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>14</b> | <b>14</b> | <b>5</b>  | <b>2</b>  | <b>30</b> | <b>8</b>  | <b>16</b> | <b>8</b>  | <b>7</b>  | <b>30</b> | <b>6</b>  | <b>7</b>  | <b>21</b> | <b>16</b> | <b>12</b> | <b>13</b> | <b>15</b> | <b>13</b> | <b>14</b> | <b>13</b> | <b>16</b> |
| Don't know                            | 20        | 17        | 7         | 14        | 19        | 17        | 18        | 11        | 17        | 21        | 22        | 13        | 20        | 15        | 24        | 28        | 21        | 13        | 20        | 18        | 22        |

#### Channel 5

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 3         | 5         | 7         | 5         | 1         | 4         | 4         | 5         | 4         | 2         | 3         | 3         | 3         | 4         | 2         | 7         | 2         | 3         | 4         | 4         | 3         |
| Fairly trustworthy                    | 24        | 27        | 33        | 40        | 20        | 21        | 27        | 31        | 38        | 17        | 15        | 30        | 23        | 25        | 24        | 18        | 21        | 30        | 27        | 26        | 22        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>27</b> | <b>32</b> | <b>40</b> | <b>45</b> | <b>21</b> | <b>25</b> | <b>31</b> | <b>36</b> | <b>42</b> | <b>19</b> | <b>18</b> | <b>33</b> | <b>26</b> | <b>29</b> | <b>26</b> | <b>25</b> | <b>23</b> | <b>33</b> | <b>31</b> | <b>30</b> | <b>25</b> |
| Neither trustworthy nor untrustworthy | 31        | 32        | 31        | 28        | 32        | 32        | 34        | 32        | 24        | 32        | 34        | 32        | 32        | 30        | 31        | 24        | 30        | 34        | 30        | 30        | 31        |
| Fairly untrustworthy                  | 8         | 6         | 9         | 5         | 14        | 8         | 7         | 7         | 7         | 14        | 5         | 6         | 11        | 8         | 8         | 8         | 9         | 6         | 8         | 8         | 8         |
| Very untrustworthy                    | 5         | 6         | 1         | 1         | 9         | 2         | 5         | 2         | 2         | 8         | 0         | 3         | 7         | 6         | 4         | 3         | 7         | 4         | 5         | 4         | 7         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>12</b> | <b>10</b> | <b>6</b>  | <b>23</b> | <b>10</b> | <b>12</b> | <b>9</b>  | <b>9</b>  | <b>22</b> | <b>5</b>  | <b>9</b>  | <b>18</b> | <b>14</b> | <b>12</b> | <b>11</b> | <b>16</b> | <b>10</b> | <b>13</b> | <b>12</b> | <b>15</b> |
| Don't know                            | 28        | 24        | 19        | 21        | 24        | 34        | 24        | 23        | 25        | 27        | 44        | 26        | 25        | 26        | 31        | 40        | 30        | 23        | 27        | 27        | 30        |

#### GB News

|                                       |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very trustworthy                      | 5         | 3         | 5         | 1         | 14        | 0         | 5         | 3         | 1         | 19        | 0         | 1         | 9         | 6         | 3         | 7         | 3         | 5         | 6         | 4         | 5         |
| Fairly trustworthy                    | 13        | 18        | 7         | 4         | 31        | 4         | 21        | 7         | 4         | 26        | 4         | 6         | 19        | 12        | 14        | 13        | 11        | 16        | 14        | 12        | 14        |
| <b>TOTAL TRUSTWORTHY</b>              | <b>18</b> | <b>21</b> | <b>12</b> | <b>5</b>  | <b>45</b> | <b>4</b>  | <b>26</b> | <b>10</b> | <b>5</b>  | <b>45</b> | <b>4</b>  | <b>7</b>  | <b>28</b> | <b>18</b> | <b>17</b> | <b>20</b> | <b>14</b> | <b>21</b> | <b>20</b> | <b>16</b> | <b>19</b> |
| Neither trustworthy nor untrustworthy | 18        | 21        | 9         | 16        | 25        | 11        | 21        | 13        | 18        | 29        | 9         | 12        | 24        | 17        | 19        | 15        | 17        | 19        | 19        | 16        | 20        |
| Fairly untrustworthy                  | 14        | 17        | 18        | 24        | 9         | 10        | 15        | 17        | 22        | 8         | 15        | 18        | 12        | 18        | 11        | 15        | 14        | 15        | 16        | 15        | 14        |
| Very untrustworthy                    | 29        | 14        | 50        | 43        | 6         | 60        | 14        | 44        | 38        | 3         | 54        | 48        | 12        | 34        | 24        | 32        | 33        | 29        | 19        | 33        | 23        |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>43</b> | <b>31</b> | <b>68</b> | <b>67</b> | <b>15</b> | <b>70</b> | <b>29</b> | <b>61</b> | <b>60</b> | <b>11</b> | <b>69</b> | <b>66</b> | <b>24</b> | <b>52</b> | <b>35</b> | <b>47</b> | <b>47</b> | <b>44</b> | <b>35</b> | <b>48</b> | <b>37</b> |
| Don't know                            | 21        | 28        | 12        | 13        | 15        | 14        | 24        | 15        | 17        | 15        | 18        | 15        | 24        | 13        | 29        | 20        | 21        | 17        | 27        | 20        | 23        |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |                                       | Country |         |       |          | Region in England |       |          |        | Do you think net migration in the UK has... |                       |                  |                         |                    |                         |            |
|-------------------|---------------------------------------|---------|---------|-------|----------|-------------------|-------|----------|--------|---------------------------------------------|-----------------------|------------------|-------------------------|--------------------|-------------------------|------------|
|                   |                                       | Total   | England | Wales | Scotland | Northern Ireland  | North | Midlands | London | South                                       | Gone up significantly | Gone up a little | Stayed roughly the same | Gone down a little | Gone down significantly | Don't know |
| Weighted Sample   | 2153                                  | 1802    | 112     | 179   | 60       | 495               | 342   | 248      | 717    | 873                                         | 470                   | 379              | 124                     | 48                 | 258                     |            |
| Unweighted Sample | 2153                                  | 1812    | 121     | 171   | 49       | 535               | 347   | 188      | 742    | 863                                         | 482                   | 401              | 128                     | 48                 | 231                     |            |
|                   | %                                     | %       | %       | %     | %        | %                 | %     | %        | %      | %                                           | %                     | %                | %                       | %                  | %                       |            |
| Channel 4         |                                       |         |         |       |          |                   |       |          |        |                                             |                       |                  |                         |                    |                         |            |
|                   | Very trustworthy                      | 9       | 9       | 8     | 10       | 12                | 9     | 6        | 10     | 10                                          | 5                     | 11               | 11                      | 18                 | 20                      | 9          |
|                   | Fairly trustworthy                    | 33      | 33      | 28    | 35       | 32                | 33    | 31       | 40     | 33                                          | 27                    | 38               | 46                      | 43                 | 34                      | 21         |
|                   | TOTAL TRUSTWORTHY                     | 42      | 42      | 36    | 45       | 44                | 42    | 37       | 50     | 43                                          | 32                    | 49               | 57                      | 61                 | 54                      | 30         |
|                   | Neither trustworthy nor untrustworthy | 24      | 25      | 21    | 25       | 22                | 24    | 28       | 21     | 25                                          | 28                    | 24               | 19                      | 15                 | 4                       | 28         |
|                   | Fairly untrustworthy                  | 8       | 8       | 12    | 4        | 4                 | 8     | 9        | 6      | 8                                           | 10                    | 8                | 5                       | 7                  | 7                       | 3          |
|                   | Very untrustworthy                    | 6       | 6       | 10    | 5        | 6                 | 6     | 7        | 5      | 6                                           | 10                    | 3                | 3                       | 2                  | 15                      | 5          |
|                   | TOTAL UNTRUSTWORTHY                   | 14      | 14      | 22    | 9        | 10                | 14    | 16       | 11     | 14                                          | 20                    | 11               | 8                       | 9                  | 22                      | 8          |
|                   | Don't know                            | 20      | 19      | 21    | 20       | 24                | 19    | 19       | 19     | 19                                          | 19                    | 16               | 16                      | 15                 | 20                      | 34         |
| Channel 5         |                                       |         |         |       |          |                   |       |          |        |                                             |                       |                  |                         |                    |                         |            |
|                   | Very trustworthy                      | 3       | 4       | 3     | 1        | 0                 | 5     | 3        | 4      | 3                                           | 3                     | 3                | 2                       | 6                  | 0                       | 5          |
|                   | Fairly trustworthy                    | 24      | 24      | 26    | 27       | 20                | 22    | 23       | 24     | 26                                          | 22                    | 30               | 30                      | 22                 | 34                      | 13         |
|                   | TOTAL TRUSTWORTHY                     | 27      | 28      | 29    | 28       | 20                | 27    | 26       | 28     | 29                                          | 25                    | 33               | 32                      | 28                 | 34                      | 18         |
|                   | Neither trustworthy nor untrustworthy | 31      | 30      | 28    | 30       | 39                | 32    | 33       | 28     | 29                                          | 31                    | 32               | 31                      | 29                 | 14                      | 30         |
|                   | Fairly untrustworthy                  | 8       | 9       | 9     | 3        | 2                 | 9     | 8        | 7      | 9                                           | 10                    | 7                | 8                       | 10                 | 8                       | 2          |
|                   | Very untrustworthy                    | 5       | 5       | 8     | 5        | 8                 | 5     | 7        | 6      | 5                                           | 8                     | 3                | 3                       | 0                  | 15                      | 5          |
|                   | TOTAL UNTRUSTWORTHY                   | 13      | 14      | 17    | 8        | 10                | 14    | 15       | 13     | 14                                          | 18                    | 10               | 11                      | 10                 | 23                      | 7          |
|                   | Don't know                            | 28      | 28      | 27    | 33       | 32                | 27    | 26       | 32     | 28                                          | 26                    | 25               | 25                      | 33                 | 29                      | 45         |
| GB News           |                                       |         |         |       |          |                   |       |          |        |                                             |                       |                  |                         |                    |                         |            |
|                   | Very trustworthy                      | 5       | 5       | 6     | 1        | 4                 | 4     | 6        | 4      | 5                                           | 8                     | 3                | 1                       | 4                  | 0                       | 3          |
|                   | Fairly trustworthy                    | 13      | 13      | 18    | 9        | 19                | 14    | 16       | 9      | 13                                          | 21                    | 10               | 8                       | 8                  | 7                       | 5          |
|                   | TOTAL TRUSTWORTHY                     | 18      | 18      | 24    | 10       | 23                | 18    | 22       | 13     | 18                                          | 29                    | 13               | 9                       | 12                 | 7                       | 8          |
|                   | Neither trustworthy nor untrustworthy | 18      | 18      | 10    | 21       | 18                | 18    | 17       | 15     | 19                                          | 21                    | 23               | 9                       | 5                  | 3                       | 19         |
|                   | Fairly untrustworthy                  | 14      | 15      | 15    | 15       | 8                 | 12    | 16       | 16     | 15                                          | 12                    | 18               | 20                      | 15                 | 13                      | 8          |
|                   | Very untrustworthy                    | 29      | 28      | 24    | 33       | 37                | 29    | 22       | 37     | 28                                          | 15                    | 30               | 48                      | 54                 | 65                      | 27         |
|                   | TOTAL UNTRUSTWORTHY                   | 43      | 43      | 39    | 48       | 45                | 41    | 38       | 53     | 43                                          | 27                    | 48               | 68                      | 69                 | 78                      | 35         |
|                   | Don't know                            | 21      | 21      | 27    | 23       | 14                | 22    | 22       | 18     | 21                                          | 24                    | 16               | 14                      | 14                 | 12                      | 38         |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.



Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                                       |           | Net migration |                 |                         | BBC             |                   |                     |           |            | Sky             |                   |                     |           |            |
|---------------------------------------|-----------|---------------|-----------------|-------------------------|-----------------|-------------------|---------------------|-----------|------------|-----------------|-------------------|---------------------|-----------|------------|
|                                       | Total     | Total gone up | Total gone down | Roughly stayed the same | Very frequently | Fairly frequently | Not very frequently | Never     | Don't know | Very frequently | Fairly frequently | Not very frequently | Never     | Don't know |
| Weighted Sample                       | 2153      | 1343          | 172             | 379                     | 516             | 653               | 509                 | 428       | 48         | 108             | 253               | 552                 | 1185      | 56         |
| Unweighted Sample                     | 2153      | 1345          | 176             | 401                     | 576             | 663               | 505                 | 380       | 29         | 112             | 255               | 589                 | 1161      | 36         |
|                                       | %         | %             | %               | %                       | %               | %                 | %                   | %         | %          | %               | %                 | %                   | %         | %          |
| <b>Channel 4</b>                      |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 9         | 7             | 19              | 11                      | 18              | 9                 | 7                   | 2         | 3          | 24              | 8                 | 10                  | 8         | 0          |
| Fairly trustworthy                    | 33        | 31            | 40              | 46                      | 49              | 40                | 27                  | 14        | 11         | 37              | 42                | 36                  | 31        | 10         |
| <b>TOTAL TRUSTWORTHY</b>              | <b>42</b> | <b>38</b>     | <b>59</b>       | <b>57</b>               | <b>67</b>       | <b>49</b>         | <b>34</b>           | <b>16</b> | <b>14</b>  | <b>61</b>       | <b>50</b>         | <b>46</b>           | <b>39</b> | <b>10</b>  |
| Neither trustworthy nor untrustworthy | 24        | 27            | 12              | 19                      | 18              | 28                | 30                  | 23        | 2          | 22              | 29                | 30                  | 22        | 7          |
| Fairly untrustworthy                  | 8         | 10            | 7               | 5                       | 3               | 7                 | 10                  | 13        | 0          | 5               | 7                 | 7                   | 9         | 3          |
| Very untrustworthy                    | 6         | 7             | 6               | 3                       | 1               | 2                 | 5                   | 19        | 8          | 5               | 1                 | 4                   | 8         | 7          |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>14</b> | <b>17</b>     | <b>13</b>       | <b>8</b>                | <b>4</b>        | <b>9</b>          | <b>15</b>           | <b>32</b> | <b>8</b>   | <b>10</b>       | <b>8</b>          | <b>11</b>           | <b>17</b> | <b>10</b>  |
| Don't know                            | 20        | 18            | 17              | 16                      | 11              | 14                | 21                  | 29        | 77         | 7               | 13                | 13                  | 23        | 74         |
| <b>Channel 5</b>                      |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 3         | 3             | 4               | 2                       | 7               | 2                 | 3                   | 1         | 0          | 16              | 4                 | 3                   | 3         | 0          |
| Fairly trustworthy                    | 24        | 25            | 25              | 30                      | 39              | 28                | 19                  | 9         | 3          | 31              | 33                | 29                  | 20        | 5          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>27</b> | <b>28</b>     | <b>29</b>       | <b>32</b>               | <b>46</b>       | <b>30</b>         | <b>22</b>           | <b>10</b> | <b>3</b>   | <b>47</b>       | <b>37</b>         | <b>32</b>           | <b>23</b> | <b>5</b>   |
| Neither trustworthy nor untrustworthy | 31        | 31            | 25              | 31                      | 28              | 34                | 34                  | 26        | 12         | 26              | 37                | 36                  | 28        | 8          |
| Fairly untrustworthy                  | 8         | 9             | 10              | 8                       | 3               | 8                 | 11                  | 11        | 0          | 3               | 7                 | 8                   | 9         | 3          |
| Very untrustworthy                    | 5         | 6             | 4               | 3                       | 2               | 2                 | 4                   | 17        | 8          | 3               | 1                 | 3                   | 7         | 11         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>13</b> | <b>15</b>     | <b>14</b>       | <b>11</b>               | <b>5</b>        | <b>10</b>         | <b>15</b>           | <b>28</b> | <b>8</b>   | <b>6</b>        | <b>8</b>          | <b>11</b>           | <b>16</b> | <b>14</b>  |
| Don't know                            | 28        | 26            | 32              | 25                      | 21              | 26                | 29                  | 36        | 77         | 21              | 18                | 21                  | 33        | 73         |
| <b>GB News</b>                        |           |               |                 |                         |                 |                   |                     |           |            |                 |                   |                     |           |            |
| Very trustworthy                      | 5         | 6             | 3               | 1                       | 5               | 3                 | 5                   | 7         | 0          | 17              | 6                 | 3                   | 4         | 0          |
| Fairly trustworthy                    | 13        | 17            | 7               | 8                       | 12              | 13                | 15                  | 15        | 0          | 19              | 23                | 15                  | 10        | 3          |
| <b>TOTAL TRUSTWORTHY</b>              | <b>18</b> | <b>23</b>     | <b>10</b>       | <b>9</b>                | <b>17</b>       | <b>16</b>         | <b>20</b>           | <b>22</b> | <b>0</b>   | <b>36</b>       | <b>29</b>         | <b>18</b>           | <b>14</b> | <b>3</b>   |
| Neither trustworthy nor untrustworthy | 18        | 22            | 5               | 9                       | 16              | 18                | 20                  | 18        | 5          | 11              | 20                | 20                  | 18        | 4          |
| Fairly untrustworthy                  | 14        | 14            | 14              | 20                      | 18              | 18                | 13                  | 9         | 6          | 15              | 17                | 16                  | 13        | 4          |
| Very untrustworthy                    | 29        | 20            | 57              | 48                      | 33              | 31                | 28                  | 22        | 13         | 30              | 18                | 32                  | 30        | 17         |
| <b>TOTAL UNTRUSTWORTHY</b>            | <b>43</b> | <b>34</b>     | <b>71</b>       | <b>68</b>               | <b>51</b>       | <b>49</b>         | <b>41</b>           | <b>31</b> | <b>19</b>  | <b>45</b>       | <b>35</b>         | <b>48</b>           | <b>43</b> | <b>21</b>  |
| Don't know                            | 21        | 21            | 14              | 14                      | 16              | 18                | 20                  | 29        | 76         | 8               | 15                | 13                  | 25        | 72         |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

Fieldwork: 5th - 6th October 2023

|                   |                                       | ITV   |                 |                   |                     |       | Channel 4  |                 |                   |                     |       |            |
|-------------------|---------------------------------------|-------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   |                                       | Total | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   |                                       | 2153  | 136             | 402               | 817                 | 743   | 55         | 53              | 232               | 780                 | 1028  | 60         |
| Unweighted Sample |                                       | 2153  | 157             | 429               | 853                 | 679   | 35         | 62              | 243               | 822                 | 986   | 40         |
|                   |                                       | %     | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
| Channel 4         |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                   | Very trustworthy                      | 9     | 20              | 9                 | 10                  | 6     | 1          | 69              | 24                | 8                   | 3     | 2          |
|                   | Fairly trustworthy                    | 33    | 42              | 45                | 36                  | 23    | 10         | 23              | 56                | 44                  | 21    | 10         |
|                   | TOTAL TRUSTWORTHY                     | 42    | 62              | 54                | 46                  | 29    | 11         | 92              | 80                | 52                  | 24    | 12         |
|                   | Neither trustworthy nor untrustworthy | 24    | 20              | 29                | 27                  | 21    | 6          | 6               | 14                | 33                  | 23    | 7          |
|                   | Fairly untrustworthy                  | 8     | 2               | 5                 | 8                   | 10    | 0          | 1               | 4                 | 5                   | 11    | 2          |
|                   | Very untrustworthy                    | 6     | 6               | 1                 | 4                   | 12    | 9          | 0               | 1                 | 3                   | 10    | 6          |
|                   | TOTAL UNTRUSTWORTHY                   | 14    | 8               | 6                 | 12                  | 22    | 9          | 1               | 5                 | 8                   | 21    | 8          |
|                   | Don't know                            | 20    | 10              | 11                | 14                  | 27    | 74         | 0               | 1                 | 7                   | 31    | 72         |
| Channel 5         |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                   | Very trustworthy                      | 3     | 15              | 4                 | 2                   | 3     | 0          | 25              | 6                 | 3                   | 2     | 0          |
|                   | Fairly trustworthy                    | 24    | 36              | 37                | 27                  | 14    | 3          | 25              | 41                | 33                  | 15    | 3          |
|                   | TOTAL TRUSTWORTHY                     | 27    | 51              | 41                | 29                  | 17    | 3          | 50              | 47                | 36                  | 17    | 3          |
|                   | Neither trustworthy nor untrustworthy | 31    | 22              | 34                | 35                  | 27    | 15         | 26              | 28                | 36                  | 28    | 17         |
|                   | Fairly untrustworthy                  | 8     | 3               | 5                 | 9                   | 10    | 0          | 1               | 7                 | 7                   | 9     | 3          |
|                   | Very untrustworthy                    | 5     | 5               | 2                 | 3                   | 10    | 7          | 4               | 2                 | 3                   | 8     | 6          |
|                   | TOTAL UNTRUSTWORTHY                   | 13    | 8               | 7                 | 12                  | 20    | 7          | 5               | 9                 | 10                  | 17    | 9          |
|                   | Don't know                            | 28    | 19              | 19                | 24                  | 37    | 76         | 19              | 16                | 18                  | 37    | 71         |
| GB News           |                                       |       |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                   | Very trustworthy                      | 5     | 10              | 5                 | 3                   | 5     | 6          | 19              | 5                 | 3                   | 5     | 5          |
|                   | Fairly trustworthy                    | 13    | 16              | 19                | 14                  | 10    | 0          | 3               | 12                | 14                  | 14    | 2          |
|                   | TOTAL TRUSTWORTHY                     | 18    | 26              | 24                | 17                  | 15    | 6          | 22              | 17                | 17                  | 19    | 7          |
|                   | Neither trustworthy nor untrustworthy | 18    | 19              | 17                | 19                  | 18    | 4          | 5               | 11                | 20                  | 19    | 5          |
|                   | Fairly untrustworthy                  | 14    | 12              | 18                | 16                  | 12    | 5          | 18              | 17                | 17                  | 12    | 5          |
|                   | Very untrustworthy                    | 29    | 19              | 23                | 32                  | 31    | 14         | 53              | 44                | 31                  | 23    | 14         |
|                   | TOTAL UNTRUSTWORTHY                   | 43    | 31              | 41                | 48                  | 43    | 19         | 71              | 61                | 48                  | 35    | 19         |
|                   | Don't know                            | 21    | 24              | 18                | 16                  | 24    | 70         | 3               | 10                | 14                  | 27    | 69         |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

Fieldwork: 5th - 6th October 2023

|                   |                                       | Channel 5 |                 |                   |                     |       | GB News    |                 |                   |                     |       |            |
|-------------------|---------------------------------------|-----------|-----------------|-------------------|---------------------|-------|------------|-----------------|-------------------|---------------------|-------|------------|
|                   |                                       | Total     | Very frequently | Fairly frequently | Not very frequently | Never | Don't know | Very frequently | Fairly frequently | Not very frequently | Never | Don't know |
| Weighted Sample   |                                       | 2153      | 24              | 95                | 633                 | 1344  | 58         | 94              | 168               | 367                 | 1469  | 55         |
| Unweighted Sample |                                       | 2153      | 23              | 102               | 675                 | 1314  | 39         | 110             | 162               | 355                 | 1487  | 39         |
|                   |                                       | %         | %               | %                 | %                   | %     | %          | %               | %                 | %                   | %     | %          |
| Channel 4         |                                       |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                   | Very trustworthy                      | 9         | 46              | 14                | 11                  | 7     | 0          | 11              | 4                 | 6                   | 11    | 0          |
|                   | Fairly trustworthy                    | 33        | 35              | 52                | 41                  | 29    | 11         | 26              | 27                | 28                  | 36    | 16         |
|                   | TOTAL TRUSTWORTHY                     | 42        | 81              | 66                | 52                  | 36    | 11         | 37              | 31                | 34                  | 47    | 16         |
|                   | Neither trustworthy nor untrustworthy | 24        | 6               | 22                | 30                  | 23    | 6          | 23              | 30                | 33                  | 23    | 4          |
|                   | Fairly untrustworthy                  | 8         | 5               | 9                 | 6                   | 9     | 2          | 10              | 13                | 10                  | 7     | 2          |
|                   | Very untrustworthy                    | 6         | 0               | 0                 | 4                   | 8     | 7          | 17              | 8                 | 9                   | 4     | 9          |
|                   | TOTAL UNTRUSTWORTHY                   | 14        | 5               | 9                 | 10                  | 17    | 9          | 27              | 21                | 19                  | 11    | 11         |
|                   | Don't know                            | 20        | 8               | 3                 | 8                   | 24    | 73         | 14              | 18                | 14                  | 20    | 69         |
| Channel 5         |                                       |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                   | Very trustworthy                      | 3         | 62              | 11                | 4                   | 1     | 0          | 10              | 2                 | 4                   | 3     | 0          |
|                   | Fairly trustworthy                    | 24        | 21              | 58                | 36                  | 17    | 3          | 22              | 25                | 25                  | 25    | 7          |
|                   | TOTAL TRUSTWORTHY                     | 27        | 83              | 69                | 40                  | 18    | 3          | 32              | 27                | 29                  | 28    | 7          |
|                   | Neither trustworthy nor untrustworthy | 31        | 8               | 23                | 38                  | 29    | 16         | 29              | 35                | 36                  | 29    | 14         |
|                   | Fairly untrustworthy                  | 8         | 8               | 4                 | 7                   | 9     | 2          | 9               | 12                | 10                  | 7     | 4          |
|                   | Very untrustworthy                    | 5         | 0               | 1                 | 3                   | 7     | 6          | 10              | 4                 | 5                   | 5     | 7          |
|                   | TOTAL UNTRUSTWORTHY                   | 13        | 8               | 5                 | 10                  | 16    | 8          | 19              | 16                | 15                  | 12    | 11         |
|                   | Don't know                            | 28        | 0               | 3                 | 12                  | 36    | 73         | 19              | 22                | 20                  | 30    | 68         |
| GB News           |                                       |           |                 |                   |                     |       |            |                 |                   |                     |       |            |
|                   | Very trustworthy                      | 5         | 53              | 11                | 4                   | 4     | 3          | 64              | 11                | 3                   | 1     | 0          |
|                   | Fairly trustworthy                    | 13        | 22              | 26                | 16                  | 11    | 2          | 29              | 57                | 25                  | 5     | 0          |
|                   | TOTAL TRUSTWORTHY                     | 18        | 75              | 37                | 20                  | 15    | 5          | 93              | 68                | 28                  | 6     | 0          |
|                   | Neither trustworthy nor untrustworthy | 18        | 4               | 19                | 19                  | 18    | 9          | 3               | 21                | 30                  | 16    | 4          |
|                   | Fairly untrustworthy                  | 14        | 0               | 14                | 18                  | 13    | 4          | 2               | 7                 | 18                  | 16    | 7          |
|                   | Very untrustworthy                    | 29        | 16              | 14                | 27                  | 32    | 13         | 2               | 2                 | 12                  | 38    | 10         |
|                   | TOTAL UNTRUSTWORTHY                   | 43        | 16              | 28                | 45                  | 45    | 17         | 4               | 9                 | 30                  | 54    | 17         |
|                   | Don't know                            | 21        | 6               | 15                | 16                  | 22    | 69         | 0               | 3                 | 11                  | 25    | 79         |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

|                   |                                       | Total BBC |                  |                      |            | Total Sky        |                      |            | Total ITV        |                      |            | Total Channel 4  |                      |            |
|-------------------|---------------------------------------|-----------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|------------------|----------------------|------------|
|                   |                                       | Total     | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know | Total frequently | Total not frequently | Don't know |
| Weighted Sample   |                                       | 2153      | 1169             | 937                  | 48         | 361              | 1737                 | 56         | 538              | 1560                 | 55         | 285              | 1808                 | 60         |
| Unweighted Sample |                                       | 2153      | 1239             | 885                  | 29         | 367              | 1750                 | 36         | 586              | 1532                 | 35         | 305              | 1808                 | 40         |
|                   |                                       | %         | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          | %                | %                    | %          |
| Channel 4         |                                       |           |                  |                      |            |                  |                      |            |                  |                      |            |                  |                      |            |
|                   | Very trustworthy                      | 9         | 13               | 5                    | 3          | 13               | 8                    | 0          | 12               | 8                    | 1          | 33               | 5                    | 2          |
|                   | Fairly trustworthy                    | 33        | 44               | 21                   | 11         | 40               | 32                   | 10         | 44               | 30                   | 10         | 50               | 31                   | 10         |
|                   | TOTAL TRUSTWORTHY                     | 42        | 57               | 26                   | 14         | 53               | 40                   | 10         | 56               | 38                   | 11         | 83               | 36                   | 12         |
|                   | Neither trustworthy nor untrustworthy | 24        | 24               | 27                   | 2          | 27               | 24                   | 7          | 27               | 24                   | 6          | 12               | 27                   | 7          |
|                   | Fairly untrustworthy                  | 8         | 5                | 12                   | 0          | 7                | 8                    | 3          | 4                | 9                    | 0          | 4                | 9                    | 2          |
|                   | Very untrustworthy                    | 6         | 2                | 12                   | 8          | 3                | 7                    | 7          | 2                | 7                    | 9          | 1                | 7                    | 6          |
|                   | TOTAL UNTRUSTWORTHY                   | 14        | 7                | 24                   | 8          | 10               | 15                   | 10         | 6                | 16                   | 9          | 5                | 16                   | 8          |
|                   | Don't know                            | 20        | 13               | 25                   | 77         | 11               | 20                   | 74         | 11               | 21                   | 74         | 1                | 21                   | 72         |
| Channel 5         |                                       |           |                  |                      |            |                  |                      |            |                  |                      |            |                  |                      |            |
|                   | Very trustworthy                      | 3         | 4                | 2                    | 0          | 8                | 3                    | 0          | 7                | 2                    | 0          | 9                | 2                    | 0          |
|                   | Fairly trustworthy                    | 24        | 33               | 14                   | 3          | 33               | 23                   | 5          | 36               | 21                   | 3          | 38               | 23                   | 3          |
|                   | TOTAL TRUSTWORTHY                     | 27        | 37               | 16                   | 3          | 41               | 26                   | 5          | 43               | 23                   | 3          | 47               | 25                   | 3          |
|                   | Neither trustworthy nor untrustworthy | 31        | 31               | 31                   | 12         | 34               | 31                   | 8          | 31               | 31                   | 15         | 28               | 31                   | 17         |
|                   | Fairly untrustworthy                  | 8         | 6                | 11                   | 0          | 6                | 9                    | 3          | 4                | 9                    | 0          | 6                | 8                    | 3          |
|                   | Very untrustworthy                    | 5         | 2                | 10                   | 8          | 1                | 6                    | 11         | 3                | 6                    | 7          | 2                | 6                    | 6          |
|                   | TOTAL UNTRUSTWORTHY                   | 13        | 8                | 21                   | 8          | 7                | 15                   | 14         | 7                | 15                   | 7          | 8                | 14                   | 9          |
|                   | Don't know                            | 28        | 24               | 32                   | 77         | 19               | 29                   | 73         | 19               | 30                   | 76         | 17               | 29                   | 71         |
| GB News           |                                       |           |                  |                      |            |                  |                      |            |                  |                      |            |                  |                      |            |
|                   | Very trustworthy                      | 5         | 4                | 6                    | 0          | 9                | 4                    | 0          | 6                | 4                    | 6          | 8                | 4                    | 5          |
|                   | Fairly trustworthy                    | 13        | 12               | 15                   | 0          | 22               | 12                   | 3          | 18               | 12                   | 0          | 11               | 14                   | 2          |
|                   | TOTAL TRUSTWORTHY                     | 18        | 16               | 21                   | 0          | 31               | 16                   | 3          | 24               | 16                   | 6          | 19               | 18                   | 7          |
|                   | Neither trustworthy nor untrustworthy | 18        | 17               | 19                   | 5          | 18               | 18                   | 4          | 18               | 18                   | 4          | 9                | 20                   | 5          |
|                   | Fairly untrustworthy                  | 14        | 18               | 11                   | 6          | 17               | 14                   | 4          | 17               | 14                   | 5          | 17               | 14                   | 5          |
|                   | Very untrustworthy                    | 29        | 32               | 25                   | 13         | 22               | 31                   | 17         | 22               | 31                   | 14         | 46               | 26                   | 14         |
|                   | TOTAL UNTRUSTWORTHY                   | 43        | 50               | 36                   | 19         | 39               | 45                   | 21         | 39               | 45                   | 19         | 63               | 40                   | 19         |
|                   | Don't know                            | 21        | 17               | 24                   | 76         | 13               | 21                   | 72         | 19               | 20                   | 70         | 9                | 22                   | 69         |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

Sample Size: 2153 Adults in the UK  
Fieldwork: 5th - 6th October 2025

Fieldwork: 5th - 6th October 2023

|                   |                                       | Total Channel 5 |                  |                      | Total GB News |                  |                      |            |
|-------------------|---------------------------------------|-----------------|------------------|----------------------|---------------|------------------|----------------------|------------|
|                   |                                       | Total           | Total frequently | Total not frequently | Don't know    | Total frequently | Total not frequently | Don't know |
| Weighted Sample   |                                       | 2153            | 119              | 1976                 | 58            | 262              | 1836                 | 55         |
| Unweighted Sample |                                       | 2153            | 125              | 1989                 | 39            | 272              | 1842                 | 39         |
|                   |                                       | %               | %                | %                    | %             | %                | %                    | %          |
| Channel 4         |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 9               | 20               | 9                    | 0             | 7                | 10                   | 0          |
|                   | Fairly trustworthy                    | 33              | 48               | 33                   | 11            | 26               | 35                   | 16         |
|                   | TOTAL TRUSTWORTHY                     | 42              | 68               | 42                   | 11            | 33               | 45                   | 16         |
|                   | Neither trustworthy nor untrustworthy | 24              | 19               | 25                   | 6             | 27               | 25                   | 4          |
|                   | Fairly untrustworthy                  | 8               | 8                | 8                    | 2             | 12               | 7                    | 2          |
|                   | Very untrustworthy                    | 6               | 0                | 7                    | 7             | 11               | 5                    | 9          |
|                   | TOTAL UNTRUSTWORTHY                   | 14              | 8                | 15                   | 9             | 23               | 12                   | 11         |
|                   | Don't know                            | 20              | 4                | 19                   | 73            | 16               | 18                   | 69         |
| Channel 5         |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 3               | 21               | 2                    | 0             | 5                | 3                    | 0          |
|                   | Fairly trustworthy                    | 24              | 51               | 23                   | 3             | 24               | 25                   | 7          |
|                   | TOTAL TRUSTWORTHY                     | 27              | 72               | 25                   | 3             | 29               | 28                   | 7          |
|                   | Neither trustworthy nor untrustworthy | 31              | 20               | 32                   | 16            | 33               | 31                   | 14         |
|                   | Fairly untrustworthy                  | 8               | 5                | 8                    | 2             | 11               | 8                    | 4          |
|                   | Very untrustworthy                    | 5               | 1                | 6                    | 6             | 6                | 5                    | 7          |
|                   | TOTAL UNTRUSTWORTHY                   | 13              | 6                | 14                   | 8             | 17               | 13                   | 11         |
|                   | Don't know                            | 28              | 3                | 29                   | 73            | 21               | 28                   | 68         |
| GB News           |                                       |                 |                  |                      |               |                  |                      |            |
|                   | Very trustworthy                      | 5               | 19               | 4                    | 3             | 30               | 1                    | 0          |
|                   | Fairly trustworthy                    | 13              | 25               | 13                   | 2             | 47               | 9                    | 0          |
|                   | TOTAL TRUSTWORTHY                     | 18              | 44               | 17                   | 5             | 77               | 10                   | 0          |
|                   | Neither trustworthy nor untrustworthy | 18              | 16               | 18                   | 9             | 14               | 19                   | 4          |
|                   | Fairly untrustworthy                  | 14              | 12               | 15                   | 4             | 5                | 16                   | 7          |
|                   | Very untrustworthy                    | 29              | 15               | 30                   | 13            | 2                | 33                   | 10         |
|                   | TOTAL UNTRUSTWORTHY                   | 43              | 27               | 45                   | 17            | 7                | 49                   | 17         |
|                   | Don't know                            | 21              | 13               | 20                   | 69            | 2                | 22                   | 79         |

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.