

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

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	8	18	12	9	13	10	13	10	9	10	12	9	13	8	11	10	9	11	11	8
Fairly important	37	39	47	46	34	44	38	45	46	31	42	44	35	38	36	35	34	41	38	39	35
TOTAL IMPORTANT	47	47	65	58	43	57	48	58	56	40	52	56	44	51	44	46	44	50	49	50	43
Not very important	21	24	19	24	26	17	23	19	22	24	21	20	22	24	18	21	19	21	24	20	21
Not at all important	6	8	3	5	8	8	7	5	5	7	6	5	8	6	5	1	4	7	8	6	5
TOTAL NOT IMPORTANT	27	32	22	29	34	25	30	24	27	31	27	25	30	30	23	22	23	28	32	26	26
Don't know	27	22	13	14	23	18	22	19	17	29	21	19	26	20	33	32	33	22	19	24	31

Past performance at the general election according to total share of votes for a party

Very important	11	12	13	11	13	17	12	12	9	11	18	11	10	13	9	14	9	11	13	11	11
Fairly important	38	36	52	51	35	44	37	46	52	34	44	45	36	41	36	39	36	39	41	40	36
TOTAL IMPORTANT	49	48	65	62	48	61	49	58	61	45	62	56	46	54	45	53	45	50	54	51	47
Not very important	19	22	18	21	23	17	24	19	17	21	13	20	21	21	18	14	19	21	20	20	18
Not at all important	6	7	4	4	8	5	5	5	4	8	6	4	8	6	5	2	5	7	7	6	6
TOTAL NOT IMPORTANT	25	29	22	25	31	22	29	24	21	29	19	24	29	27	23	16	24	28	27	26	24
Don't know	26	23	14	13	20	17	22	19	18	26	19	19	25	19	32	31	31	22	19	24	30

Past performance in the most recent devolved, regional or local elections

Very important	8	10	8	10	10	12	9	8	6	12	11	7	9	10	7	15	7	8	9	9	7
Fairly important	40	36	55	50	37	47	38	48	50	33	48	47	38	42	38	37	38	42	42	40	39
TOTAL IMPORTANT	48	46	63	60	47	59	47	56	56	45	59	54	47	52	45	52	45	50	51	49	46
Not very important	19	23	19	21	22	17	23	19	20	21	15	21	19	21	16	16	16	21	22	19	18
Not at all important	6	8	4	5	9	7	8	5	4	6	6	6	8	8	5	3	5	7	8	7	6
TOTAL NOT IMPORTANT	25	31	23	26	31	24	31	24	24	27	21	27	27	29	21	19	21	28	30	26	24
Don't know	27	23	14	14	22	17	23	19	19	28	20	19	27	20	33	30	33	22	19	24	30

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

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	10	9	11	16	9	9	11	10	10	8	12	12	25	6
Fairly important	37	38	33	35	29	34	39	39	39	34	42	44	38	32	27
TOTAL IMPORTANT	47	48	42	46	45	43	48	50	49	44	50	56	50	57	33
Not very important	21	21	24	16	21	23	18	16	22	21	24	20	31	13	12
Not at all important	6	6	5	6	0	7	6	4	6	7	5	6	4	7	3
TOTAL NOT IMPORTANT	27	27	29	22	21	30	24	20	28	28	29	26	35	20	15
Don't know	27	26	30	32	34	27	29	30	22	28	21	18	14	22	53

Past performance at the general election according to total share of votes for a party

Very important	11	11	8	11	12	10	12	14	10	12	10	12	14	15	6
Fairly important	38	39	34	36	33	35	36	40	43	34	42	50	40	44	27
TOTAL IMPORTANT	49	50	42	47	45	45	48	54	53	46	52	62	54	59	33
Not very important	19	19	27	16	22	21	19	15	19	22	21	16	23	13	13
Not at all important	6	6	4	6	2	7	5	4	6	7	6	5	7	4	3
TOTAL NOT IMPORTANT	25	25	31	22	24	28	24	19	25	29	27	21	30	17	16
Don't know	26	26	26	31	31	27	28	28	22	27	21	18	16	24	50

Past performance in the most recent devolved, regional or local elections

Very important	8	9	5	7	10	9	7	12	8	9	8	9	9	8	5
Fairly important	40	39	41	44	44	35	40	39	42	38	41	51	49	46	22
TOTAL IMPORTANT	48	48	46	51	54	44	47	51	50	47	49	60	58	54	27
Not very important	19	19	21	14	15	22	18	16	20	20	22	17	19	19	14
Not at all important	6	7	6	3	5	7	6	5	7	6	7	6	9	5	4
TOTAL NOT IMPORTANT	25	26	27	17	20	29	24	21	27	26	29	23	28	24	18
Don't know	27	26	27	31	26	28	29	28	23	27	23	18	13	22	55

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

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	9	16	12	15	9	9	8	2	18	14	12	8	2
Fairly important	37	37	36	44	42	43	35	27	5	41	40	41	35	13
TOTAL IMPORTANT	47	46	52	56	57	52	44	35	7	59	54	53	43	15
Not very important	21	22	26	20	23	23	20	17	0	26	25	22	19	6
Not at all important	6	6	5	6	6	4	6	8	0	7	5	4	7	1
TOTAL NOT IMPORTANT	27	28	31	26	29	27	26	25	0	33	30	26	26	7
Don't know	27	25	17	18	14	20	31	41	92	9	16	21	31	78

Past performance at the general election according to total share of votes for a party

Very important	11	11	15	12	15	11	9	8	2	23	14	13	8	2
Fairly important	38	37	41	50	44	44	37	28	5	42	41	43	36	13
TOTAL IMPORTANT	49	48	56	62	59	55	46	36	7	65	55	56	44	15
Not very important	19	21	20	16	21	21	20	15	0	20	24	19	19	2
Not at all important	6	6	6	5	5	4	6	9	3	7	5	5	6	8
TOTAL NOT IMPORTANT	25	27	26	21	26	25	26	24	3	27	29	24	25	10
Don't know	26	25	18	18	14	20	29	40	89	8	17	20	30	76

Past performance in the most recent devolved, regional or local elections

Very important	8	9	9	9	11	7	8	9	2	18	11	10	6	4
Fairly important	40	39	48	51	47	46	39	28	5	42	48	44	37	9
TOTAL IMPORTANT	48	48	57	60	58	53	47	37	7	60	59	54	43	13
Not very important	19	20	19	17	23	20	19	15	3	18	19	21	19	6
Not at all important	6	7	8	6	6	5	5	10	0	13	5	5	6	5
TOTAL NOT IMPORTANT	25	27	27	23	29	25	24	25	3	31	24	26	25	11
Don't know	27	25	15	18	14	22	30	39	89	10	17	21	31	76

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
	%	%	%	%	%	%	%	%	%	%	%

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	15	10	11	8	5	31	17	10	8	2
Fairly important	37	38	44	42	30	7	38	43	45	31	10
TOTAL IMPORTANT	47	53	54	53	38	12	69	60	55	39	12
Not very important	21	30	20	22	19	4	23	23	24	18	5
Not at all important	6	3	5	6	6	0	5	5	5	7	0
TOTAL NOT IMPORTANT	27	33	25	28	25	4	28	28	29	25	5
Don't know	27	14	21	19	37	83	3	11	16	36	84

Past performance at the general election according to total share of votes for a party

Very important	11	14	14	10	9	5	22	17	12	8	5
Fairly important	38	45	39	42	34	7	44	46	45	33	9
TOTAL IMPORTANT	49	59	53	52	43	12	66	63	57	41	14
Not very important	19	21	22	22	15	4	24	17	23	17	5
Not at all important	6	6	6	6	6	2	4	8	4	7	0
TOTAL NOT IMPORTANT	25	27	28	28	21	6	28	25	27	24	5
Don't know	26	13	20	19	35	81	7	12	16	35	82

Past performance in the most recent devolved, regional or local elections

Very important	8	14	9	8	8	5	21	11	8	7	7
Fairly important	40	44	45	43	34	7	48	51	48	33	7
TOTAL IMPORTANT	48	58	54	51	42	12	69	62	56	40	14
Not very important	19	22	19	23	14	7	19	20	22	17	5
Not at all important	6	7	6	6	6	4	9	7	5	7	3
TOTAL NOT IMPORTANT	25	29	25	29	20	11	28	27	27	24	8
Don't know	27	12	20	20	37	77	3	11	17	36	78

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
	%	%	%	%	%	%	%	%	%	%	%

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	46	14	11	9	4	19	11	10	9	2
Fairly important	37	28	33	44	35	10	31	37	42	37	7
TOTAL IMPORTANT	47	74	47	55	44	14	50	48	52	46	9
Not very important	21	23	31	23	19	7	29	19	25	20	6
Not at all important	6	2	2	5	6	0	7	6	5	6	1
TOTAL NOT IMPORTANT	27	25	33	28	25	7	36	25	30	26	7
Don't know	27	0	20	16	31	78	13	27	18	28	84

Past performance at the general election according to total share of votes for a party

Very important	11	31	17	12	9	6	25	17	11	9	2
Fairly important	38	47	35	44	37	9	36	33	40	40	6
TOTAL IMPORTANT	49	78	52	56	46	15	61	50	51	49	8
Not very important	19	20	29	22	18	8	21	20	24	18	8
Not at all important	6	2	4	5	7	0	8	5	6	6	2
TOTAL NOT IMPORTANT	25	22	33	27	25	8	29	25	30	24	10
Don't know	26	0	16	17	29	77	11	26	19	27	81

Past performance in the most recent devolved, regional or local elections

Very important	8	34	16	9	7	6	20	15	7	7	4
Fairly important	40	47	35	48	37	11	43	36	46	40	4
TOTAL IMPORTANT	48	81	51	57	44	17	63	51	53	47	8
Not very important	19	8	21	23	18	6	15	18	22	19	11
Not at all important	6	10	10	5	7	3	7	9	7	6	0
TOTAL NOT IMPORTANT	25	18	31	28	25	9	22	27	29	25	11
Don't know	27	0	17	16	31	74	15	22	18	28	81

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

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	12	8	2	15	9	2	11	10	5	19	9	2
Fairly important	37	43	31	5	41	37	13	42	36	7	42	37	10
TOTAL IMPORTANT	47	55	39	7	56	46	15	53	46	12	61	46	12
Not very important	21	23	18	0	25	20	6	23	21	4	23	21	5
Not at all important	6	5	7	0	5	6	1	5	6	0	5	6	0
TOTAL NOT IMPORTANT	27	28	25	0	30	26	7	28	27	4	28	27	5
Don't know	27	17	35	92	14	28	78	19	27	83	10	28	84

Past performance at the general election according to total share of votes for a party

Very important	11	13	9	2	17	10	2	14	10	5	18	10	5
Fairly important	38	44	33	5	41	38	13	41	39	7	46	38	9
TOTAL IMPORTANT	49	57	42	7	58	48	15	55	49	12	64	48	14
Not very important	19	21	18	0	23	19	2	21	19	4	19	20	5
Not at all important	6	5	7	3	5	6	8	6	6	2	7	6	0
TOTAL NOT IMPORTANT	25	26	25	3	28	25	10	27	25	6	26	26	5
Don't know	26	17	34	89	14	27	76	18	27	81	11	27	82

Past performance in the most recent devolved, regional or local elections

Very important	8	9	8	2	13	8	4	10	8	5	12	8	7
Fairly important	40	46	34	5	46	39	9	45	39	7	51	39	7
TOTAL IMPORTANT	48	55	42	7	59	47	13	55	47	12	63	47	14
Not very important	19	21	17	3	19	19	6	20	19	7	20	19	5
Not at all important	6	6	7	0	8	6	5	6	6	4	7	6	3
TOTAL NOT IMPORTANT	25	27	24	3	27	25	11	26	25	11	27	25	8
Don't know	27	18	34	89	14	28	76	18	28	77	10	28	78

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
	%	%	%	%	%	%	%

The following questions now focus on how UK broadcasters allocate airtime to political parties. How important, if at all, do you consider each of the following factors as an impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime?

Past performance at the general election according to the number of politicians a party elected into office

Very important	10	20	10	4	14	10	2
Fairly important	37	32	38	10	35	38	7
TOTAL IMPORTANT	47	52	48	14	49	48	9
Not very important	21	29	21	7	23	21	6
Not at all important	6	2	6	0	6	6	1
TOTAL NOT IMPORTANT	27	31	27	7	29	27	7
Don't know	27	16	26	78	22	26	84

Past performance at the general election according to total share of votes for a party

Very important	11	19	10	6	20	10	2
Fairly important	38	37	39	9	34	40	6
TOTAL IMPORTANT	49	56	49	15	54	50	8
Not very important	19	27	19	8	20	19	8
Not at all important	6	3	6	0	6	6	2
TOTAL NOT IMPORTANT	25	30	25	8	26	25	10
Don't know	26	13	25	77	20	25	81

Past performance in the most recent devolved, regional or local elections

Very important	8	20	8	6	17	7	4
Fairly important	40	38	41	11	38	41	4
TOTAL IMPORTANT	48	58	49	17	55	48	8
Not very important	19	19	19	6	17	19	11
Not at all important	6	10	6	3	8	6	0
TOTAL NOT IMPORTANT	25	29	25	9	25	25	11
Don't know	27	13	26	74	20	26	81

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

Performance according to the latest trends in public opinion surveys

Very important	11	11	10	6	23	10	14	8	7	22	11	7	15	12	11	15	8	11	14	10	12
Fairly important	40	46	45	48	43	45	43	47	46	44	39	41	44	43	38	40	39	43	40	42	38
TOTAL IMPORTANT	51	57	55	54	66	55	57	55	53	66	50	48	59	55	49	55	47	54	54	52	50
Not very important	19	18	26	25	11	25	17	22	22	8	24	27	13	21	17	16	17	19	22	19	17
Not at all important	6	4	8	7	6	7	6	6	7	4	9	8	6	8	5	3	5	7	8	6	6
TOTAL NOT IMPORTANT	25	22	34	32	17	32	23	28	29	12	33	35	19	29	22	19	22	26	30	25	23
Don't know	24	20	11	14	18	13	20	16	18	22	16	18	23	17	30	27	29	20	17	22	27

A political party saying or doing something a news organisation considers important to report

Very important	14	20	13	15	17	16	19	15	9	18	15	14	16	13	14	13	10	14	19	14	14
Fairly important	42	42	52	46	41	49	40	49	50	38	49	46	40	46	38	40	39	47	42	43	40
TOTAL IMPORTANT	56	62	65	61	58	65	59	64	59	56	64	60	56	59	52	53	49	61	61	57	54
Not very important	14	13	17	18	16	14	14	15	18	14	10	16	13	16	12	15	13	14	16	14	13
Not at all important	4	2	4	5	6	4	5	4	5	4	5	5	5	6	3	2	4	6	4	5	4
TOTAL NOT IMPORTANT	18	15	21	23	22	18	19	19	23	18	15	21	18	22	15	17	17	20	20	19	17
Don't know	26	23	13	16	21	17	22	18	18	26	21	19	26	20	33	31	33	20	19	24	30

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	11	23	20	9	15	10	18	20	7	11	18	8	16	10	15	14	13	12	15	10
Ranked second	14	13	19	16	12	14	15	18	17	11	10	19	12	15	14	13	13	17	15	14	15
Ranked third	17	19	18	15	20	19	16	18	15	17	26	17	18	18	16	17	18	15	18	17	17
Ranked fourth	19	22	18	17	22	20	20	19	15	25	20	19	21	19	19	14	18	23	19	18	20
Ranked fifth	15	19	9	14	19	15	17	11	18	20	15	13	17	14	16	14	13	14	18	15	14
Don't know	22	17	12	18	18	18	23	15	15	20	18	16	24	19	24	27	24	18	19	19	25

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

Performance according to the latest trends in public opinion surveys

Very important	11	11	20	3	10	11	12	11	11	16	7	8	13	9	5
Fairly important	40	42	25	39	34	40	42	40	43	39	45	46	43	30	29
TOTAL IMPORTANT	51	53	45	42	44	51	54	51	54	55	52	54	56	39	34
Not very important	19	18	23	21	23	17	15	20	19	15	23	24	23	34	11
Not at all important	6	6	6	6	7	8	6	4	6	5	7	6	13	7	6
TOTAL NOT IMPORTANT	25	24	29	27	30	25	21	24	25	20	30	30	36	41	17
Don't know	24	23	27	31	27	24	25	25	21	26	18	16	9	20	49

A political party saying or doing something a news organisation considers important to report

Very important	14	14	18	12	6	15	13	12	14	16	12	14	9	21	9
Fairly important	42	42	39	38	43	42	38	46	43	40	47	45	54	36	28
TOTAL IMPORTANT	56	56	57	50	49	57	51	58	57	56	59	59	63	57	37
Not very important	14	14	14	15	14	12	13	10	17	13	15	18	17	19	7
Not at all important	4	4	3	4	9	4	7	4	4	5	5	5	6	4	2
TOTAL NOT IMPORTANT	18	18	17	19	23	16	20	14	21	18	20	23	23	23	9
Don't know	26	26	28	30	28	27	28	29	23	27	21	18	14	20	54

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	13	6	13	19	13	13	20	11	10	15	17	30	22	6
Ranked second	14	14	14	15	23	14	15	11	15	14	19	13	10	28	9
Ranked third	17	18	22	10	9	17	13	19	20	16	17	23	16	12	15
Ranked fourth	19	19	21	20	17	19	19	18	18	22	18	18	18	13	12
Ranked fifth	15	15	13	16	17	16	16	12	14	16	14	14	15	13	13
Don't know	22	22	22	26	14	21	25	20	21	23	17	15	10	12	44

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

Performance according to the latest trends in public opinion surveys

Very important	11	13	12	8	11	10	12	13	2	22	16	13	9	2
Fairly important	40	41	39	46	46	46	40	31	5	46	50	42	38	14
TOTAL IMPORTANT	51	54	51	54	57	56	52	44	7	68	66	55	47	16
Not very important	19	18	26	24	23	21	18	12	0	15	16	21	19	2
Not at all important	6	6	12	6	6	6	6	8	0	9	4	7	6	4
TOTAL NOT IMPORTANT	25	24	38	30	29	27	24	20	0	24	20	28	25	6
Don't know	24	23	12	16	13	18	25	37	92	8	14	17	28	78

A political party saying or doing something a news organisation considers important to report

Very important	14	15	13	14	21	13	11	9	5	24	21	15	11	6
Fairly important	42	42	49	45	48	47	41	30	0	44	41	47	41	8
TOTAL IMPORTANT	56	57	62	59	69	60	52	39	5	68	62	62	52	14
Not very important	14	14	17	18	13	15	16	13	0	18	19	15	13	6
Not at all important	4	5	6	5	4	4	4	7	0	5	3	3	5	0
TOTAL NOT IMPORTANT	18	19	23	23	17	19	20	20	0	23	22	18	18	6
Don't know	26	25	16	18	13	21	28	41	95	10	16	20	30	80

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	11	28	17	15	14	14	9	11	11	12	14	13	11
Ranked second	14	16	15	13	18	17	11	11	2	16	18	15	14	6
Ranked third	17	16	15	23	19	18	17	15	7	23	17	20	15	10
Ranked fourth	19	21	17	18	21	19	20	16	15	23	20	20	18	13
Ranked fifth	15	15	14	14	16	14	17	14	2	18	16	15	15	2
Don't know	22	21	11	15	12	18	21	35	64	9	16	16	25	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
	%	%	%	%	%	%	%	%	%	%	%

Performance according to the latest trends in public opinion surveys

Very important	11	20	11	11	10	5	17	14	10	12	2
Fairly important	40	44	47	45	33	11	32	44	50	34	15
TOTAL IMPORTANT	51	64	58	56	43	16	49	58	60	46	17
Not very important	19	20	19	21	17	4	35	25	20	16	5
Not at all important	6	6	5	7	7	0	11	8	6	6	2
TOTAL NOT IMPORTANT	25	26	24	28	24	4	46	33	26	22	7
Don't know	24	11	19	17	33	80	4	10	14	32	77

A political party saying or doing something a news organisation considers important to report

Very important	14	23	14	15	11	7	20	15	14	13	4
Fairly important	42	50	47	46	35	4	49	54	48	36	6
TOTAL IMPORTANT	56	73	61	61	46	11	69	69	62	49	10
Not very important	14	11	16	16	12	3	22	14	18	11	3
Not at all important	4	3	3	4	6	4	3	4	4	5	5
TOTAL NOT IMPORTANT	18	14	19	20	18	7	25	18	22	16	8
Don't know	26	13	20	19	37	82	6	12	16	35	83

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	11	17	14	11	13	20	21	15	10	9
Ranked second	14	20	15	17	12	1	24	15	17	12	5
Ranked third	17	19	15	20	15	9	19	21	19	15	12
Ranked fourth	19	20	20	21	16	16	15	19	20	19	12
Ranked fifth	15	20	15	15	15	2	15	15	14	16	4
Don't know	22	10	17	15	31	60	7	9	15	28	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
	%	%	%	%	%	%	%	%	%	%	%

Performance according to the latest trends in public opinion surveys

Very important	11	44	22	11	10	2	36	26	12	8	2
Fairly important	40	43	37	48	38	14	42	38	49	40	10
TOTAL IMPORTANT	51	87	59	59	48	16	78	64	61	48	12
Not very important	19	9	18	22	18	5	8	10	19	21	4
Not at all important	6	3	8	5	7	2	4	6	4	7	0
TOTAL NOT IMPORTANT	25	12	26	27	25	7	12	16	23	28	4
Don't know	24	0	15	14	27	77	9	21	16	25	84

A political party saying or doing something a news organisation considers important to report

Very important	14	31	20	16	12	4	26	20	15	12	6
Fairly important	42	52	39	49	40	3	36	37	46	43	7
TOTAL IMPORTANT	56	83	59	65	52	7	62	57	61	55	13
Not very important	14	11	18	17	13	4	18	15	16	13	4
Not at all important	4	6	5	2	5	11	9	6	4	4	1
TOTAL NOT IMPORTANT	18	17	23	19	18	15	27	21	20	17	5
Don't know	26	0	18	16	30	79	11	21	20	27	81

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	11	10	15	12	12	12	7	13	14	10
Ranked second	14	14	16	17	14	7	7	16	12	16	7
Ranked third	17	16	19	18	17	9	19	15	19	17	10
Ranked fourth	19	22	19	22	18	12	23	24	22	18	14
Ranked fifth	15	30	23	15	14	2	28	17	18	13	2
Don't know	22	6	13	14	25	59	11	21	17	23	58

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

Performance according to the latest trends in public opinion surveys

Very important	11	10	12	2	17	10	2	13	10	5	14	11	2
Fairly important	40	46	36	5	49	39	14	46	39	11	42	41	15
TOTAL IMPORTANT	51	56	48	7	66	49	16	59	49	16	56	52	17
Not very important	19	22	15	0	16	20	2	19	19	4	27	18	5
Not at all important	6	6	7	0	6	6	4	5	7	0	8	6	2
TOTAL NOT IMPORTANT	25	28	22	0	22	26	6	24	26	4	35	24	7
Don't know	24	16	30	92	12	25	78	17	24	80	9	24	77

A political party saying or doing something a news organisation considers important to report

Very important	14	17	10	5	22	12	6	16	13	7	16	14	4
Fairly important	42	48	36	0	41	43	8	48	41	4	53	41	6
TOTAL IMPORTANT	56	65	46	5	63	55	14	64	54	11	69	55	10
Not very important	14	14	14	0	19	13	6	14	14	3	16	14	3
Not at all important	4	4	5	0	4	5	0	3	5	4	3	5	5
TOTAL NOT IMPORTANT	18	18	19	0	23	18	6	17	19	7	19	19	8
Don't know	26	17	34	95	14	27	80	18	27	82	11	27	83

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	14	12	11	12	13	11	16	12	13	21	12	9
Ranked second	14	18	11	2	18	14	6	16	14	1	17	14	5
Ranked third	17	18	16	7	19	17	10	16	18	9	20	17	12
Ranked fourth	19	20	18	15	21	19	13	20	19	16	18	19	12
Ranked fifth	15	15	15	2	17	15	2	16	15	2	15	15	4
Don't know	22	15	28	64	14	22	59	15	23	60	9	23	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
	%	%	%	%	%	%	%

Performance according to the latest trends in public opinion surveys

Very important	11	26	10	2	29	9	2
Fairly important	40	38	41	14	39	41	10
TOTAL IMPORTANT	51	64	51	16	68	50	12
Not very important	19	17	19	5	9	20	4
Not at all important	6	7	6	2	5	7	0
TOTAL NOT IMPORTANT	25	24	25	7	14	27	4
Don't know	24	12	23	77	17	23	84

A political party saying or doing something a news organisation considers important to report

Very important	14	22	13	4	22	13	6
Fairly important	42	42	43	3	37	43	7
TOTAL IMPORTANT	56	64	56	7	59	56	13
Not very important	14	16	14	4	16	14	4
Not at all important	4	5	4	11	7	4	1
TOTAL NOT IMPORTANT	18	21	18	15	23	18	5
Don't know	26	15	25	79	18	26	81

Please rank each of the following factors based on what you consider as the most impartial way of balancing party-political perspectives when UK broadcasters are allocating airtime, where 1 is the most important and 5 is the least important.

Past performance at the general election according to the number of politicians a party elected into office.

Ranked first	13	10	13	12	9	14	10
Ranked second	14	15	15	7	13	15	7
Ranked third	17	19	17	9	17	17	10
Ranked fourth	19	20	19	12	23	18	14
Ranked fifth	15	24	15	2	21	14	2
Don't know	22	11	21	59	17	21	58

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

Past performance at the general election according to total share of votes for a party.

Ranked first	13	8	20	13	13	17	12	16	14	9	18	18	10	15	11	10	13	13	14	14	12
Ranked second	18	22	24	26	15	17	19	22	25	16	24	21	17	19	17	19	18	17	19	20	16
Ranked third	19	25	19	19	18	24	21	18	24	23	14	19	21	20	19	21	19	20	20	21	17
Ranked fourth	16	15	14	16	18	16	12	16	14	18	16	15	15	15	17	12	16	18	15	15	17
Ranked fifth	12	13	11	9	17	8	13	13	8	14	10	11	13	12	12	11	10	13	13	10	14
Don't know	22	17	12	18	18	18	23	15	15	20	18	16	24	19	24	27	24	18	19	19	25

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	9	6	7	9	8	8	6	4	9	7	8	8	8	7	7	7	8	8	7	8
Ranked second	16	14	16	15	16	20	12	16	17	13	25	17	13	16	16	16	17	13	16	16	15
Ranked third	19	16	27	25	19	18	18	23	22	17	20	23	18	20	18	13	17	24	20	20	18
Ranked fourth	18	24	20	19	19	21	20	19	23	20	20	18	19	19	18	24	16	18	22	19	18
Ranked fifth	18	21	19	17	20	15	18	21	19	20	10	18	19	19	17	14	19	19	16	19	16
Don't know	22	17	12	18	18	18	23	15	15	20	18	16	24	19	24	27	24	18	19	19	25

Performance according to the latest trends in public opinion surveys

Ranked first	20	16	13	17	30	18	17	15	19	32	20	14	24	21	19	21	21	20	19	19	21
Ranked second	16	22	17	14	20	14	17	17	16	19	10	16	18	17	15	12	15	19	18	16	16
Ranked third	12	13	12	15	11	11	13	13	13	10	11	14	10	11	13	10	12	11	12	11	12
Ranked fourth	13	16	18	14	9	12	16	17	15	7	14	16	11	14	12	15	14	13	12	16	11
Ranked fifth	17	15	27	22	11	27	15	23	21	11	27	23	14	17	16	15	14	19	20	18	15
Don't know	22	17	12	18	18	18	23	15	15	20	18	16	24	19	24	27	24	18	19	19	25

A political party saying or doing something a news organisation considers important to report

Ranked first	25	39	25	25	21	24	31	29	27	23	25	27	26	21	28	20	21	28	29	25	24
Ranked second	14	12	12	11	18	17	14	13	10	20	13	11	17	14	14	14	13	16	14	14	14
Ranked third	11	10	12	9	14	10	9	12	10	13	11	12	10	13	9	12	10	12	11	11	11
Ranked fourth	12	7	17	16	13	13	9	13	18	10	12	15	10	14	10	8	13	9	14	13	9
Ranked fifth	17	15	21	20	15	18	14	17	20	14	21	19	13	19	15	19	19	16	14	18	16
Don't know	22	17	12	18	18	18	23	15	15	20	18	16	24	19	24	27	24	18	19	19	25

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

Past performance at the general election according to total share of votes for a party.

Ranked first	13	13	10	12	15	13	14	14	13	11	16	14	13	25	11
Ranked second	18	19	18	15	16	16	16	25	20	16	19	22	25	19	15
Ranked third	19	19	16	21	19	21	18	21	18	20	23	20	21	27	9
Ranked fourth	16	16	16	15	25	17	17	13	15	16	15	17	21	9	14
Ranked fifth	12	11	18	11	12	13	10	7	13	14	10	12	9	8	7
Don't know	22	22	22	26	14	21	25	20	21	23	17	15	10	12	44

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	7	12	9	11	5	6	7	9	8	7	9	8	5	4
Ranked second	16	15	14	18	15	17	15	17	14	15	15	19	16	26	11
Ranked third	19	19	17	15	33	18	19	21	19	17	22	21	26	21	14
Ranked fourth	18	19	15	16	14	20	19	17	20	18	20	20	19	22	14
Ranked fifth	18	18	20	16	14	19	17	18	18	19	19	17	21	14	13
Don't know	22	22	22	26	14	21	25	20	21	23	17	15	10	12	44

Performance according to the latest trends in public opinion surveys

Ranked first	20	20	31	18	20	23	19	17	19	25	17	17	14	14	16
Ranked second	16	16	9	14	23	14	18	14	18	16	18	17	23	4	11
Ranked third	12	12	11	15	13	13	13	9	11	13	11	10	10	24	11
Ranked fourth	13	14	12	11	19	12	10	18	14	10	15	18	19	25	7
Ranked fifth	17	17	15	17	11	17	15	23	17	13	21	23	23	21	12
Don't know	22	22	22	26	14	21	25	20	21	23	17	15	10	12	44

A political party saying or doing something a news organisation considers important to report

Ranked first	25	25	19	23	21	25	24	23	27	24	28	28	25	22	18
Ranked second	14	14	22	12	9	18	11	13	12	16	11	15	15	11	9
Ranked third	11	11	11	13	12	10	12	10	11	12	10	11	17	3	7
Ranked fourth	12	11	14	12	12	11	11	14	12	10	15	12	12	19	9
Ranked fifth	17	17	12	15	32	16	18	20	17	16	18	19	21	33	13
Don't know	22	22	22	26	14	21	25	20	21	23	17	15	10	12	44

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

Past performance at the general election according to total share of votes for a party.

Ranked first	13	13	16	14	16	16	12	7	8	15	16	14	12	8
Ranked second	18	17	24	22	21	18	19	17	0	19	17	20	18	3
Ranked third	19	21	23	20	22	22	18	16	10	23	21	21	18	8
Ranked fourth	16	16	18	17	16	17	17	13	5	22	17	18	15	5
Ranked fifth	12	13	9	12	13	10	13	12	14	12	13	10	12	16
Don't know	22	21	11	15	12	18	21	35	64	9	16	16	25	59

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	8	7	9	7	7	8	9	5	10	9	8	7	6
Ranked second	16	15	19	19	16	16	16	13	16	20	15	18	14	14
Ranked third	19	19	24	21	22	21	19	15	3	16	22	20	19	2
Ranked fourth	18	19	20	20	22	19	19	14	0	20	18	20	18	3
Ranked fifth	18	19	19	17	21	18	18	14	13	24	20	19	16	15
Don't know	22	21	11	15	12	18	21	35	64	9	16	16	25	59

Performance according to the latest trends in public opinion surveys

Ranked first	20	22	14	17	17	18	23	25	7	24	22	20	20	6
Ranked second	16	17	17	17	19	19	16	11	6	14	21	18	15	5
Ranked third	12	12	14	10	14	11	13	9	10	18	12	12	11	12
Ranked fourth	13	12	21	18	17	14	11	11	13	16	16	13	13	16
Ranked fifth	17	15	23	23	21	21	15	10	0	18	13	22	16	1
Don't know	22	21	11	15	12	18	21	35	64	9	16	16	25	59

A political party saying or doing something a news organisation considers important to report

Ranked first	25	25	24	28	33	27	22	15	5	31	25	28	23	9
Ranked second	14	15	14	15	14	12	17	13	13	20	12	13	14	13
Ranked third	11	11	13	11	11	10	12	10	7	11	12	11	11	8
Ranked fourth	12	12	14	12	12	13	12	10	4	10	13	13	11	3
Ranked fifth	17	16	24	19	17	19	16	16	8	19	21	19	16	7
Don't know	22	21	11	15	12	18	21	35	64	9	16	16	25	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
	%	%	%	%	%	%	%	%	%	%	%

Past performance at the general election according to total share of votes for a party.

Ranked first	13	20	12	15	11	10	22	18	16	10	11
Ranked second	18	18	18	19	18	3	22	22	19	17	8
Ranked third	19	19	23	21	17	8	24	25	20	18	8
Ranked fourth	16	19	17	18	13	7	18	14	19	14	4
Ranked fifth	12	14	14	12	10	12	7	11	11	13	10
Don't know	22	10	17	15	31	60	7	9	15	28	59

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	5	7	9	7	4	4	7	8	8	3
Ranked second	16	19	16	16	14	17	16	20	18	13	13
Ranked third	19	17	22	20	18	3	29	24	21	17	0
Ranked fourth	18	26	20	20	16	0	20	23	19	18	7
Ranked fifth	18	24	17	21	14	17	24	17	20	16	17
Don't know	22	10	17	15	31	60	7	9	15	28	59

Performance according to the latest trends in public opinion surveys

Ranked first	20	15	20	20	22	6	7	16	21	22	6
Ranked second	16	20	19	19	12	5	18	17	18	15	0
Ranked third	12	19	12	12	10	15	9	13	13	11	17
Ranked fourth	13	12	12	15	13	14	27	18	14	11	15
Ranked fifth	17	23	19	19	13	0	33	26	20	12	3
Don't know	22	10	17	15	31	60	7	9	15	28	59

A political party saying or doing something a news organisation considers important to report

Ranked first	25	39	27	28	19	8	40	29	26	23	12
Ranked second	14	13	14	15	14	14	12	16	12	15	15
Ranked third	11	15	10	12	9	6	13	9	13	10	5
Ranked fourth	12	13	14	12	11	3	14	16	14	10	3
Ranked fifth	17	10	18	19	17	10	14	21	20	14	6
Don't know	22	10	17	15	31	60	7	9	15	28	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
	%	%	%	%	%	%	%	%	%	%	%

Past performance at the general election according to total share of votes for a party.

Ranked first	13	27	19	14	12	9	14	14	11	14	3
Ranked second	18	6	18	21	18	4	17	17	17	19	3
Ranked third	19	27	22	23	18	10	19	19	18	20	12
Ranked fourth	16	21	18	16	16	8	22	13	19	15	9
Ranked fifth	12	13	10	13	12	11	18	15	18	9	16
Don't know	22	6	13	14	25	59	11	21	17	23	58

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	9	5	9	7	3	10	6	9	7	7
Ranked second	16	28	23	16	15	15	16	18	17	15	13
Ranked third	19	15	23	19	20	3	22	20	20	19	2
Ranked fourth	18	17	19	22	17	2	20	12	21	19	2
Ranked fifth	18	25	17	20	16	19	22	24	16	17	18
Don't know	22	6	13	14	25	59	11	21	17	23	58

Performance according to the latest trends in public opinion surveys

Ranked first	20	14	24	19	21	9	29	28	24	18	12
Ranked second	16	24	18	18	15	1	28	15	21	15	2
Ranked third	12	21	13	15	10	15	15	15	13	11	9
Ranked fourth	13	19	16	13	13	16	10	15	11	14	14
Ranked fifth	17	17	17	22	15	0	7	8	14	20	3
Don't know	22	6	13	14	25	59	11	21	17	23	58

A political party saying or doing something a news organisation considers important to report

Ranked first	25	33	29	30	23	9	25	25	27	25	9
Ranked second	14	23	12	14	14	14	22	14	16	13	17
Ranked third	11	14	10	12	10	5	14	10	13	10	9
Ranked fourth	12	15	15	13	11	3	14	16	10	12	3
Ranked fifth	17	9	21	17	17	11	15	15	17	18	4
Don't know	22	6	13	14	25	59	11	21	17	23	58

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

Past performance at the general election according to total share of votes for a party.

Ranked first	13	16	10	8	15	13	8	14	13	10	19	12	11
Ranked second	18	19	18	0	18	19	3	18	19	3	22	18	8
Ranked third	19	22	17	10	21	19	8	22	19	8	24	19	8
Ranked fourth	16	17	15	5	18	16	5	17	16	7	15	16	4
Ranked fifth	12	11	12	14	13	11	16	14	11	12	11	12	10
Don't know	22	15	28	64	14	22	59	15	23	60	9	23	59

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	7	8	5	9	7	6	6	8	4	6	8	3
Ranked second	16	16	15	16	17	15	14	17	15	17	20	15	13
Ranked third	19	21	17	3	20	19	2	21	19	3	25	19	0
Ranked fourth	18	21	17	0	19	19	3	22	18	0	22	18	7
Ranked fifth	18	19	16	13	21	17	15	19	17	17	18	18	17
Don't know	22	15	28	64	14	22	59	15	23	60	9	23	59

Performance according to the latest trends in public opinion surveys

Ranked first	20	17	24	7	22	20	6	19	21	6	14	21	6
Ranked second	16	19	13	6	19	16	5	19	15	5	18	16	0
Ranked third	12	12	11	10	14	11	12	14	11	15	12	12	17
Ranked fourth	13	15	11	13	16	13	16	12	14	14	20	12	15
Ranked fifth	17	21	13	0	15	18	1	20	16	0	27	16	3
Don't know	22	15	28	64	14	22	59	15	23	60	9	23	59

A political party saying or doing something a news organisation considers important to report

Ranked first	25	30	19	5	27	25	9	30	23	8	31	24	12
Ranked second	14	13	15	13	15	14	13	14	14	14	15	14	15
Ranked third	11	11	11	7	12	11	8	12	11	6	10	11	5
Ranked fourth	12	13	11	4	12	12	3	14	11	3	16	11	3
Ranked fifth	17	18	16	8	20	17	7	16	18	10	20	17	6
Don't know	22	15	28	64	14	22	59	15	23	60	9	23	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
	%	%	%	%	%	%	%

Past performance at the general election according to total share of votes for a party.

Ranked first	13	20	13	9	14	13	3
Ranked second	18	16	19	4	17	19	3
Ranked third	19	23	19	10	19	20	12
Ranked fourth	16	19	16	8	16	16	9
Ranked fifth	12	11	12	11	16	11	16
Don't know	22	11	21	59	17	21	58

Past performance in the most recent devolved, regional or local elections.

Ranked first	7	6	8	3	7	7	7
Ranked second	16	24	15	15	17	16	13
Ranked third	19	22	19	3	20	19	2
Ranked fourth	18	18	19	2	15	19	2
Ranked fifth	18	18	18	19	23	17	18
Don't know	22	11	21	59	17	21	58

Performance according to the latest trends in public opinion surveys

Ranked first	20	22	20	9	28	19	12
Ranked second	16	19	16	1	20	16	2
Ranked third	12	14	12	15	15	12	9
Ranked fourth	13	17	13	16	13	13	14
Ranked fifth	17	17	17	0	7	19	3
Don't know	22	11	21	59	17	21	58

A political party saying or doing something a news organisation considers important to report

Ranked first	25	30	25	9	25	25	9
Ranked second	14	14	14	14	17	13	17
Ranked third	11	11	11	5	12	11	9
Ranked fourth	12	15	12	3	15	11	3
Ranked fifth	17	19	17	11	15	18	4
Don't know	22	11	21	59	17	21	58

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

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	10	7	6	30	7	13	8	7	39	3	6	19	17	10	19	12	12	14	11	16
There should be more airtime for the party that has more MPs	12	1	36	20	1	23	3	26	17	1	18	21	6	14	11	16	13	12	10	15	8
There should be equal airtime for both parties	60	76	51	65	60	65	67	59	68	52	72	65	63	59	61	49	54	67	69	62	58
Don't know	14	13	6	9	9	5	16	6	8	8	7	8	12	10	19	17	21	10	7	12	18

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

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	13	9	14	13	15	12	11	13	18	8	11	13	17	6
There should be more airtime for the party that has more MPs	12	13	8	6	14	10	8	24	14	2	18	22	31	34	9
There should be equal airtime for both parties	60	60	66	58	47	61	66	47	61	65	61	61	52	32	48
Don't know	14	13	17	21	26	13	15	18	11	14	13	6	4	17	36

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

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	15	14	11	11	10	15	19	6	18	15	13	13	9
There should be more airtime for the party that has more MPs	12	7	32	22	18	15	11	4	6	17	11	13	12	8
There should be equal airtime for both parties	60	64	47	61	67	62	60	54	12	64	64	62	60	19
Don't know	14	14	7	6	5	13	14	23	76	1	10	11	16	64

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
	%	%	%	%	%	%	%	%	%	%	%

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	16	8	14	15	11	24	7	13	15	3
There should be more airtime for the party that has more MPs	12	8	16	14	10	0	31	24	16	6	8
There should be equal airtime for both parties	60	70	63	64	55	18	46	61	63	60	21
Don't know	14	6	13	8	20	71	0	8	7	19	68

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
	%	%	%	%	%	%	%	%	%	%	%

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	33	15	13	13	6	51	35	16	7	8
There should be more airtime for the party that has more MPs	12	47	10	13	12	4	9	2	9	15	0
There should be equal airtime for both parties	60	20	56	66	59	21	39	52	67	63	16
Don't know	14	0	18	8	16	69	1	11	7	15	76

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

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	10	17	6	16	13	9	10	14	11	10	14	3
There should be more airtime for the party that has more MPs	12	16	8	6	13	12	8	14	12	0	25	10	8
There should be equal airtime for both parties	60	64	57	12	64	61	19	65	60	18	58	62	21
Don't know	14	9	18	76	8	14	64	11	14	71	6	14	68

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
	%	%	%	%	%	%	%

Imagine a situation where one party has 4 MPs but has been leading the polls for several months, and has been the best performing party in the latest regional and local elections. Another party has 72 MPs but is in fourth place in the polls.

Thinking about the airtime UK broadcaster's allocate to parties in this situation, which of the following best reflects your view?

[Asked to a representative half of the sample; 1077]

There should be more airtime for the party leading the polls	13	19	13	6	41	9	8
There should be more airtime for the party that has more MPs	12	18	12	4	4	14	0
There should be equal airtime for both parties	60	49	62	21	47	63	16
Don't know	14	15	13	69	7	14	76

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

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	29	7	0	68	5	31	10	2	64	5	7	40	26	18	13	21	24	26	20	25
There should be more airtime for the Liberal Democrats	21	6	41	46	0	40	8	33	31	1	44	34	7	20	21	32	21	18	19	23	17
There should be equal airtime for Reform and the Liberal Democrats	40	50	40	47	28	47	44	43	58	30	44	49	36	42	37	33	36	47	42	41	38
Don't know	18	15	12	7	4	8	17	15	9	5	8	11	17	11	23	23	23	11	13	16	20

*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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	22	26	18	22	23	29	10	23	40	16	6	14	6	5
There should be more airtime for the Liberal Democrats	21	20	26	25	14	18	17	30	19	5	25	41	35	41	21
There should be equal airtime for Reform and the Liberal Democrats	40	39	32	43	52	40	34	32	43	41	42	38	40	53	31
Don't know	18	18	16	15	11	19	20	28	14	13	17	14	11	0	44

*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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	31	12	6	17	17	27	32	7	28	25	25	20	9
There should be more airtime for the Liberal Democrats	21	13	37	41	30	25	15	10	0	21	17	25	20	0
There should be equal airtime for Reform and the Liberal Democrats	40	42	44	38	43	46	38	28	16	45	46	41	38	20
Don't know	18	14	7	14	9	11	19	29	77	6	12	10	21	70

*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

		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
	%	%	%	%	%	%	%	%	%	%	%

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	37	21	22	21	6	8	12	20	27	10
There should be more airtime for the Liberal Democrats	21	17	20	22	21	5	52	36	21	16	0
There should be equal airtime for Reform and the Liberal Democrats	40	42	44	46	31	24	37	43	47	35	27
Don't know	18	4	15	9	27	64	3	9	12	22	62

*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

		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
	%	%	%	%	%	%	%	%	%	%	%

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	49	24	23	22	8	74	45	38	13	9
There should be more airtime for the Liberal Democrats	21	32	12	22	21	6	7	5	12	26	4
There should be equal airtime for Reform and the Liberal Democrats	40	19	54	43	38	23	17	41	41	41	17
Don't know	18	0	10	12	19	64	2	8	9	20	70

*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
%	%	%	%	%	%	%	%	%	%	%	%	%

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	17	29	7	26	22	9	25	22	6	11	24	10
There should be more airtime for the Liberal Democrats	21	27	13	0	18	22	0	19	22	5	39	18	0
There should be equal airtime for Reform and the Liberal Democrats	40	45	34	16	46	39	20	44	39	24	42	40	27
Don't know	18	10	24	77	10	18	70	12	18	64	8	18	62

*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 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
	%	%	%	%	%	%	%

In the 2024 General Election the Liberal Democrats had 72 MPs elected and approximately 3.5 million voted for the party. Reform UK had 5 MPs elected and 4 million people voted for the party. But over recent months, Reform UK has been ahead of all the other parties across the UK for the last few months according to the latest trends in opinion polls, and the Liberal Democrats are in fourth place. Reform UK was also the best performing party in the latest 2025 regional and local elections.

Given this political context and thinking about UK broadcasters' allocation of airtime to parties, which of the following best reflects your view?

[Asked to a representative half of the sample; 1076]

There should be more airtime for Reform	22	29	22	8	55	18	9
There should be more airtime for the Liberal Democrats	21	16	21	6	6	23	4
There should be equal airtime for Reform and the Liberal Democrats	40	47	40	23	33	41	17
Don't know	18	8	17	64	6	18	70

*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.