

YouGov Survey Results

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very frequently	1	1	1	6	2	1	1	3	2	0	1	2	1	2	0	1	0	1	5	2
Fairly frequently	4	2	3	6	4	2	4	7	4	2	2	4	2	3	3	4	3	3	8	3
Not very frequently	13	9	19	12	18	7	16	20	15	12	9	17	8	13	12	17	12	8	24	13
TOTAL AT ALL	18	12	23	24	24	10	21	30	21	14	12	23	11	18	15	22	15	12	37	18
Never	78	88	75	73	75	87	74	56	74	84	88	74	83	78	82	72	83	83	59	79
Don't know	4	1	2	2	1	2	5	14	4	1	1	2	6	4	3	6	2	5	4	4

The Guardian

Very frequently	7	2	16	13	14	2	7	7	8	7	5	9	4	7	5	5	6	4	13	7
Fairly frequently	11	5	18	23	18	5	11	17	13	11	5	14	7	11	8	9	9	9	19	12
Not very frequently	19	17	20	26	22	15	21	26	23	16	14	22	16	19	16	26	18	18	25	18
TOTAL AT ALL	37	24	54	62	54	22	39	50	44	34	24	45	27	37	29	40	33	31	57	37
Never	59	75	43	37	44	76	57	39	51	65	74	52	68	59	67	56	63	65	38	61
Don't know	4	2	3	1	2	2	3	11	4	1	2	2	5	4	3	3	4	4	4	3

The Times

Very frequently	3	3	2	9	4	3	3	2	2	3	5	4	2	3	2	2	2	3	4	4
Fairly frequently	7	8	4	10	8	5	7	10	8	6	4	9	5	7	1	6	5	8	11	8
Not very frequently	23	21	30	32	28	19	23	31	26	19	18	27	17	23	21	20	20	18	38	22
TOTAL AT ALL	33	32	36	51	40	27	33	43	36	28	27	40	24	33	24	28	27	29	53	34
Never	63	66	61	47	58	70	63	43	60	70	72	58	71	63	72	66	69	66	41	64
Don't know	4	2	2	2	1	2	4	14	5	1	1	2	6	4	4	6	4	5	5	2

YouGov Survey Results

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very frequently	1	3	1	3	2	1	2	3	0	3	1	2	1	2	2	2
Fairly frequently	4	8	4	5	6	6	1	8	6	2	5	4	5	8	6	3
Not very frequently	13	27	16	12	26	12	12	15	18	16	18	21	17	24	14	14
TOTAL AT ALL	18	38	21	20	34	19	15	26	24	21	24	27	23	34	22	19
Never	78	61	76	78	65	79	85	74	72	79	76	69	76	67	74	79
Don't know	4	0	3	2	2	2	0	1	4	1	0	4	0	0	4	2

The Guardian

Very frequently	7	16	9	2	18	3	1	11	8	5	8	9	14	16	7	1
Fairly frequently	11	24	14	5	24	10	3	20	8	10	12	17	17	23	13	8
Not very frequently	19	28	24	19	28	29	14	28	28	16	33	22	18	29	28	14
TOTAL AT ALL	37	68	47	26	70	42	18	59	44	31	53	48	49	68	48	23
Never	59	32	52	73	29	56	82	41	56	67	47	51	51	31	51	77
Don't know	4	0	1	1	0	2	1	0	1	2	1	1	1	0	2	1

The Times

Very frequently	3	6	4	4	5	3	3	8	1	1	5	4	2	4	4	4
Fairly frequently	7	16	11	8	12	8	4	16	6	3	14	7	5	16	7	7
Not very frequently	23	39	25	13	38	27	18	34	32	14	31	28	23	34	28	11
TOTAL AT ALL	33	61	40	25	55	38	25	58	39	18	50	39	30	54	39	22
Never	63	39	57	73	44	62	75	41	60	80	49	60	68	45	59	77
Don't know	4	0	3	2	0	1	1	1	1	2	1	1	2	0	2	1

YouGov Survey Results

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very frequently	1	2	2	3	3	1	1	9	2	1	5	2	1	6	2	2
Fairly frequently	4	7	7	1	6	6	3	8	5	4	7	5	3	12	5	4
Not very frequently	13	23	17	11	23	14	17	19	15	20	26	20	14	23	14	15
TOTAL AT ALL	18	32	26	15	32	21	21	36	22	25	38	27	18	41	21	21
Never	78	68	69	82	68	74	77	61	73	75	62	71	81	59	78	79
Don't know	4	0	5	3	0	4	1	3	4	1	0	2	1	0	2	1

The Guardian

Very frequently	7	16	6	3	3	4	12	7	3	11	12	10	6	3	2	10
Fairly frequently	11	24	12	5	13	9	16	15	9	17	17	16	11	12	8	16
Not very frequently	19	29	25	10	22	25	23	38	25	22	25	23	23	41	19	22
TOTAL AT ALL	37	69	43	18	38	38	51	60	37	50	54	49	40	56	29	48
Never	59	31	55	82	61	61	49	39	62	51	44	50	59	42	68	52
Don't know	4	0	2	0	0	1	1	1	1	0	1	1	1	1	3	0

The Times

Very frequently	3	4	3	4	4	4	3	1	3	3	3	4	2	6	5	3
Fairly frequently	7	13	10	6	17	6	7	17	10	8	21	6	9	13	7	7
Not very frequently	23	39	29	10	17	30	28	24	26	29	23	26	30	17	24	27
TOTAL AT ALL	33	56	42	20	38	40	38	42	39	40	47	36	41	36	36	37
Never	63	44	56	79	61	58	61	56	59	59	50	61	58	63	64	63
Don't know	4	0	1	2	1	2	1	1	1	0	3	2	1	1	1	0

YouGov Survey Results

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very frequently	1	8	1	1	2	0	1	2	2	2	4	2	1	2	2	1
Fairly frequently	4	12	9	3	6	5	0	7	4	4	9	5	5	8	7	4
Not very frequently	13	24	18	16	21	16	5	19	16	18	23	19	16	23	22	17
TOTAL AT ALL	18	44	28	20	29	21	6	28	22	24	36	26	22	33	31	22
Never	78	56	68	79	70	75	87	69	75	74	64	70	77	67	65	74
Don't know	4	0	4	1	1	3	7	2	3	1	1	3	1	1	4	4

The Guardian

Very frequently	7	7	3	8	12	8	3	10	7	5	15	9	5	13	8	11
Fairly frequently	11	25	11	12	17	15	3	14	14	11	19	14	6	19	16	9
Not very frequently	19	16	25	22	24	24	15	30	25	25	24	24	13	30	25	19
TOTAL AT ALL	37	48	39	42	53	47	21	54	46	41	58	47	24	62	49	39
Never	59	50	59	58	47	50	79	43	53	59	42	52	75	39	51	61
Don't know	4	2	2	0	0	3	0	3	2	0	0	2	1	0	0	1

The Times

Very frequently	3	7	2	4	6	2	0	3	4	2	9	4	2	8	5	1
Fairly frequently	7	23	8	7	14	9	2	16	10	5	13	8	4	16	10	5
Not very frequently	23	21	23	27	36	32	12	33	30	28	30	25	14	34	28	23
TOTAL AT ALL	33	51	33	38	56	43	14	52	44	35	52	37	20	58	43	29
Never	63	43	63	61	44	56	83	47	55	63	48	61	77	42	57	69
Don't know	4	6	4	0	0	1	3	1	1	1	1	2	3	0	0	3

YouGov Survey Results

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very frequently	1	3	2	6	3	2	2	8	0	0	6	1	3	12	3	2
Fairly frequently	4	6	7	1	8	6	2	11	6	5	8	8	2	14	4	4
Not very frequently	13	27	12	11	24	22	11	27	22	11	29	19	14	16	24	12
TOTAL AT ALL	18	36	21	18	35	30	15	46	28	16	43	28	19	42	31	18
Never	78	64	78	81	63	69	81	52	71	81	54	69	80	52	68	81
Don't know	4	0	1	1	2	1	4	2	0	3	3	3	1	6	2	1

The Guardian

Very frequently	7	14	6	1	21	9	1	22	12	5	8	9	5	14	12	2
Fairly frequently	11	22	12	6	21	14	6	27	19	8	36	15	9	16	14	6
Not very frequently	19	25	23	9	26	20	13	23	22	20	28	27	23	33	20	20
TOTAL AT ALL	37	61	41	16	68	43	20	72	53	33	72	51	37	63	46	28
Never	59	39	58	84	32	57	79	24	47	67	29	47	62	35	52	72
Don't know	4	0	1	0	1	0	0	4	0	0	0	1	1	2	2	0

The Times

Very frequently	3	5	2	4	5	3	4	5	2	1	9	4	4	9	4	5
Fairly frequently	7	12	11	5	14	10	3	18	11	4	15	14	5	20	12	5
Not very frequently	23	29	24	8	33	28	11	30	29	25	42	25	27	37	23	16
TOTAL AT ALL	33	46	37	17	52	41	18	53	42	30	66	43	36	66	39	26
Never	63	53	62	82	48	58	78	45	57	68	34	56	63	31	59	72
Don't know	4	0	1	1	0	0	4	2	1	2	0	1	2	3	1	2

YouGov Survey Results

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very frequently	1	4	2	2	5	2	0	7	1	3
Fairly frequently	4	7	5	3	11	6	5	13	8	2
Not very frequently	13	27	20	13	33	20	15	27	20	14
TOTAL AT ALL	18	38	27	18	49	28	20	47	29	19
Never	78	61	70	79	51	70	79	53	68	79
Don't know	4	0	3	3	0	1	1	0	3	2

The Guardian

Very frequently	7	22	8	2	10	11	4	25	6	2
Fairly frequently	11	22	13	9	26	18	10	32	14	8
Not very frequently	19	27	22	15	22	22	16	17	19	9
TOTAL AT ALL	37	71	43	26	58	51	30	74	39	19
Never	59	28	55	74	37	48	68	26	61	81
Don't know	4	1	1	2	5	2	1	0	1	0

The Times

Very frequently	3	7	4	3	2	3	4	16	2	2
Fairly frequently	7	13	8	5	22	12	6	13	11	5
Not very frequently	23	36	27	20	26	24	21	37	26	12
TOTAL AT ALL	33	56	39	28	50	39	31	66	39	19
Never	63	43	60	70	46	59	68	34	60	78
Don't know	4	1	1	3	3	2	1	1	0	3

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Telegraph																						
Very frequently	2	4	0	2	1	4	3	2	2	2	2	4	3	1	2	4	2	1	2	3	3	
Fairly frequently	6	7	5	7	5	6	6	6	8	6	6	4	7	5	6	2	3	6	4	12	6	
Not very frequently	23	22	26	37	29	16	24	21	26	26	22	16	27	17	22	18	29	19	19	31	24	
TOTAL AT ALL	31	33	31	46	35	26	33	29	36	34	30	24	37	23	30	24	34	26	25	46	33	
Never	66	66	67	52	63	71	64	67	51	62	69	75	61	72	66	74	58	71	71	51	64	
Don't know	4	1	2	1	1	3	3	4	13	4	1	1	2	5	3	2	8	3	4	3	3	
The Independent																						
Very frequently	1	1	2	5	2	1	2	1	1	1	2	1	2	1	2	0	0	1	1	3	1	
Fairly frequently	9	4	15	14	15	4	9	8	11	10	8	6	11	7	9	5	8	7	8	16	10	
Not very frequently	24	20	33	31	32	17	24	24	31	27	23	17	29	18	24	19	27	21	18	36	24	
TOTAL AT ALL	34	25	50	50	49	22	35	33	43	38	33	24	42	26	35	24	35	29	27	55	35	
Never	63	74	47	49	50	77	62	64	48	58	66	75	57	71	62	74	62	67	69	42	63	
Don't know	3	1	2	1	1	2	3	3	9	4	1	1	2	4	3	2	3	4	4	3	2	
The i																						
Very frequently	1	1	2	4	2	1	1	1	1	1	1	2	1	1	1	3	2	1	1	2	1	
Fairly frequently	5	2	9	8	8	3	5	5	5	5	5	3	6	3	5	4	2	3	5	6	6	
Not very frequently	18	13	25	28	27	10	19	16	16	21	18	12	23	11	17	25	21	14	12	25	19	
TOTAL AT ALL	24	16	36	40	37	14	25	22	22	27	24	17	30	15	23	32	25	18	18	33	26	
Never	73	82	61	56	61	83	70	74	69	68	74	81	68	79	73	65	71	79	77	62	71	
Don't know	4	2	3	3	2	3	4	4	9	5	2	2	2	6	4	3	4	4	5	5	3	
The Daily Mail																						
Very frequently	6	12	2	5	3	10	6	6	3	3	5	11	5	6	5	7	6	4	5	6	6	
Fairly frequently	10	14	8	10	9	12	9	10	10	8	10	12	11	9	10	8	7	10	9	12	10	
Not very frequently	22	25	18	27	22	21	22	22	25	23	22	19	24	20	23	19	19	19	21	25	25	
TOTAL AT ALL	38	51	28	42	34	43	37	38	38	34	37	42	40	35	38	34	32	33	35	43	41	
Never	60	49	70	57	65	54	60	59	54	61	63	57	59	61	59	65	65	63	62	52	56	
Don't know	3	1	2	0	1	3	3	3	8	4	1	1	2	4	3	1	3	3	2	5	3	

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291	
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Telegraph																	
	Very frequently	2	3	3	2	2	4	4	5	1	1	6	3	1	2	4	2
	Fairly frequently	6	9	10	4	8	9	5	13	8	5	13	6	5	10	7	4
	Not very frequently	23	38	28	14	35	25	18	33	25	15	36	30	20	35	27	16
	TOTAL AT ALL	31	50	41	20	45	38	27	51	34	21	55	39	26	47	38	22
	Never	66	50	58	79	54	60	73	48	65	78	46	59	74	52	62	77
	Don't know	4	0	1	1	0	2	0	1	1	1	1	1	1	0	1	0
The Independent																	
	Very frequently	1	4	2	4	3	1	1	2	1	3	2	2	1	3	1	1
	Fairly frequently	9	17	10	7	19	11	3	19	8	11	12	10	14	21	8	3
	Not very frequently	24	41	27	25	39	28	16	32	31	20	36	34	28	38	29	18
	TOTAL AT ALL	34	62	39	36	61	40	20	53	40	34	50	46	43	62	38	22
	Never	63	39	58	64	38	58	80	46	59	66	50	54	57	38	61	77
	Don't know	3	0	3	0	0	1	1	0	2	1	0	1	0	0	2	0
The i																	
	Very frequently	1	2	2	4	3	2	1	2	1	2	1	1	1	3	1	2
	Fairly frequently	5	10	6	4	12	3	2	5	6	5	6	6	8	12	4	2
	Not very frequently	18	34	21	7	30	21	10	27	26	19	23	23	30	32	24	8
	TOTAL AT ALL	24	46	29	15	45	26	13	34	33	26	30	30	39	47	29	12
	Never	73	53	68	84	53	72	86	63	66	72	69	67	61	51	68	86
	Don't know	4	0	3	0	2	2	1	2	2	2	1	3	0	2	4	2
The Daily Mail																	
	Very frequently	6	5	5	7	4	5	7	7	3	5	8	6	3	4	5	6
	Fairly frequently	10	10	12	6	11	9	10	15	12	5	16	16	6	11	11	12
	Not very frequently	22	30	23	17	31	28	20	28	31	16	32	24	19	30	25	17
	TOTAL AT ALL	38	45	40	30	46	42	37	50	46	26	56	46	28	45	41	35
	Never	60	55	58	67	54	55	63	50	52	72	43	53	72	56	59	64
	Don't know	3	0	2	3	0	3	1	0	2	1	0	1	0	0	1	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Telegraph																	
	Very frequently	2	3	2	3	9	3	1	3	3	2	2	3	2	8	3	2
	Fairly frequently	6	6	11	8	15	11	3	17	8	5	11	6	6	15	9	4
	Not very frequently	23	39	27	15	21	27	28	24	29	28	32	28	25	27	23	27
	TOTAL AT ALL	31	48	40	26	45	41	32	44	40	35	45	37	33	50	35	33
	Never	66	52	60	72	52	57	67	53	58	65	54	62	66	49	65	66
	Don't know	4	1	1	2	2	1	1	4	1	0	1	1	1	1	0	1
The Independent																	
	Very frequently	1	4	1	2	4	1	2	4	2	1	6	2	1	0	2	2
	Fairly frequently	9	21	12	3	12	9	11	17	8	13	13	10	9	12	7	10
	Not very frequently	24	44	28	19	31	22	31	34	23	33	36	29	25	35	22	28
	TOTAL AT ALL	34	69	41	24	47	32	44	55	33	47	55	41	35	47	31	40
	Never	63	31	57	76	52	68	56	42	66	53	45	56	65	52	66	60
	Don't know	3	0	2	0	2	1	1	2	1	0	0	2	0	2	3	0
The i																	
	Very frequently	1	4	1	1	1	0	2	5	1	2	3	1	0	3	0	2
	Fairly frequently	5	17	5	1	7	4	5	8	4	7	11	5	4	7	4	6
	Not very frequently	18	39	26	10	22	17	23	19	19	26	27	25	18	29	16	21
	TOTAL AT ALL	24	60	32	12	30	21	30	32	24	35	41	31	22	39	20	29
	Never	73	40	65	86	68	77	68	64	73	63	54	66	76	59	76	70
	Don't know	4	0	2	1	2	1	2	4	3	1	4	1	2	3	3	1
The Daily Mail																	
	Very frequently	6	5	8	6	28	8	2	17	9	2	12	4	5	11	10	4
	Fairly frequently	10	7	13	12	26	19	5	22	13	7	21	16	7	24	12	8
	Not very frequently	22	30	27	16	22	35	21	31	33	21	20	27	24	24	23	22
	TOTAL AT ALL	38	42	48	34	76	62	28	70	55	30	53	47	36	59	45	34
	Never	60	58	51	66	23	38	72	28	43	70	46	50	64	39	54	65
	Don't know	3	0	1	1	2	1	1	2	2	0	1	3	1	1	1	0

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Telegraph																	
	Very frequently	2	8	2	4	3	2	4	6	2	3	7	3	4	5	2	3
	Fairly frequently	6	12	9	5	8	7	5	6	7	7	13	5	8	10	8	5
	Not very frequently	23	33	28	26	35	25	15	31	31	21	31	31	14	42	29	19
	TOTAL AT ALL	31	53	39	35	46	34	24	43	40	31	51	39	26	57	39	27
	Never	66	45	59	65	54	66	76	55	60	68	49	60	73	44	60	73
	Don't know	4	2	2	0	0	0	1	2	1	0	0	1	1	0	1	0
The Independent																	
	Very frequently	1	6	3	1	2	0	0	2	1	1	7	1	1	4	2	2
	Fairly frequently	9	31	9	11	14	11	2	16	9	12	21	10	8	11	12	10
	Not very frequently	24	18	24	29	35	26	17	32	30	25	38	31	17	46	25	30
	TOTAL AT ALL	34	55	36	41	51	37	19	50	40	38	66	42	26	61	39	42
	Never	63	45	61	59	48	60	80	50	58	62	33	55	75	38	59	58
	Don't know	3	0	3	0	1	2	1	1	2	0	0	3	0	0	2	0
The i																	
	Very frequently	1	5	1	1	1	1	0	0	1	2	4	2	0	1	2	1
	Fairly frequently	5	14	5	6	10	6	0	8	6	2	13	8	4	7	9	5
	Not very frequently	18	36	21	22	26	22	14	25	24	19	33	23	13	28	23	23
	TOTAL AT ALL	24	55	27	29	37	29	14	33	31	23	50	33	17	36	34	29
	Never	73	41	67	69	62	69	84	63	67	75	47	65	80	62	64	68
	Don't know	4	5	5	1	2	3	2	4	2	2	3	2	3	2	2	2
The Daily Mail																	
	Very frequently	6	3	7	6	6	5	2	8	6	1	12	8	5	7	7	1
	Fairly frequently	10	26	15	10	12	13	8	21	13	7	14	15	8	12	14	7
	Not very frequently	22	20	27	24	31	28	10	25	26	21	28	26	22	34	26	19
	TOTAL AT ALL	38	49	49	40	49	46	20	54	45	29	54	49	35	53	47	27
	Never	60	50	49	61	50	51	78	44	53	70	46	51	65	46	52	72
	Don't know	3	2	1	0	0	2	2	2	2	1	0	1	0	0	0	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255	
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Telegraph																	
	Very frequently	2	4	1	2	2	3	3	4	2	2	5	3	1	3	3	4
	Fairly frequently	6	10	7	7	9	8	4	9	8	6	7	13	4	19	9	4
	Not very frequently	23	31	30	12	37	26	14	30	33	21	24	26	24	36	27	19
	TOTAL AT ALL	31	45	38	21	48	37	21	43	43	29	36	42	29	58	39	27
	Never	66	56	61	78	51	62	79	57	56	69	63	58	71	39	59	73
	Don't know	4	0	1	1	1	0	1	1	1	1	0	1	0	3	1	0
The Independent																	
	Very frequently	1	2	2	5	3	1	3	4	1	0	4	1	1	9	2	4
	Fairly frequently	9	16	12	3	17	11	4	21	14	8	17	17	8	20	13	5
	Not very frequently	24	35	26	15	40	24	10	35	31	25	42	28	24	27	27	17
	TOTAL AT ALL	34	53	40	23	60	36	17	60	46	33	63	46	33	56	42	26
	Never	63	47	58	76	39	63	80	39	53	67	37	52	66	42	56	74
	Don't know	3	0	2	1	1	1	2	2	0	0	0	1	1	2	1	1
The i																	
	Very frequently	1	2	1	4	2	2	3	4	2	1	6	1	2	10	2	4
	Fairly frequently	5	11	5	1	8	8	4	13	7	3	11	9	3	14	10	1
	Not very frequently	18	29	23	7	33	20	4	30	28	11	32	23	15	23	18	10
	TOTAL AT ALL	24	42	29	12	43	30	11	47	37	15	49	33	20	47	30	15
	Never	73	56	69	89	53	69	88	49	62	82	49	65	79	46	70	83
	Don't know	4	2	2	0	4	1	2	3	1	3	2	2	2	6	0	2
The Daily Mail																	
	Very frequently	6	6	8	6	9	7	6	11	5	3	12	5	5	8	4	7
	Fairly frequently	10	10	15	7	12	11	5	15	13	10	5	15	8	12	15	7
	Not very frequently	22	27	25	16	27	25	14	22	22	17	26	23	21	30	23	26
	TOTAL AT ALL	38	43	48	29	48	43	25	48	40	30	43	43	34	50	42	40
	Never	60	57	51	72	52	56	71	49	60	69	52	56	64	43	56	60
	Don't know	3	0	2	0	0	2	3	3	1	1	4	1	2	7	2	0

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The Telegraph

Very frequently	2	3	4	2	1	3	2	6	2	2
Fairly frequently	6	7	10	6	19	8	6	16	5	7
Not very frequently	23	34	22	18	31	28	24	29	25	15
TOTAL AT ALL	31	44	36	26	51	39	32	51	32	24
Never	66	56	63	71	47	59	66	48	67	75
Don't know	4	0	1	3	1	1	2	1	0	1

The Independent

Very frequently	1	3	2	1	5	1	1	7	0	3
Fairly frequently	9	19	10	9	17	15	8	29	15	8
Not very frequently	24	39	24	20	34	24	29	33	25	15
TOTAL AT ALL	34	61	36	30	56	40	38	69	40	26
Never	63	38	63	70	45	58	63	31	59	74
Don't know	3	1	1	0	0	1	0	0	1	1

The i

Very frequently	1	2	1	0	4	1	1	2	1	2
Fairly frequently	5	15	5	2	10	8	2	15	5	2
Not very frequently	18	34	23	16	34	18	21	43	20	10
TOTAL AT ALL	24	51	29	18	48	27	24	60	26	14
Never	73	47	70	79	52	72	73	35	72	83
Don't know	4	1	1	2	0	1	2	5	2	3

The Daily Mail

Very frequently	6	6	6	2	10	6	2	10	7	8
Fairly frequently	10	8	15	12	10	11	9	5	11	9
Not very frequently	22	30	21	22	25	22	18	29	19	21
TOTAL AT ALL	38	44	42	36	45	39	29	44	37	38
Never	60	56	56	62	54	59	69	54	61	61
Don't know	3	0	1	3	2	2	1	1	1	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Express																					
Very frequently	1	2	1	2	1	2	2	1	3	1	1	2	1	1	2	1	1	1	2	2	2
Fairly frequently	4	5	1	7	3	4	4	3	5	3	3	4	4	3	4	4	2	3	1	8	4
Not very frequently	15	18	14	15	16	16	16	15	19	14	16	15	17	14	15	15	23	13	16	19	15
TOTAL AT ALL	20	25	16	24	20	22	22	19	27	18	20	21	22	18	21	20	26	17	19	29	21
Never	76	72	81	75	78	75	75	77	61	78	78	77	76	76	76	79	69	80	75	64	78
Don't know	4	3	2	2	2	3	3	4	11	4	1	2	2	6	4	2	5	4	6	8	1
The Mirror																					
Very frequently	1	1	2	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	4	1
Fairly frequently	6	6	6	7	5	5	5	6	11	5	5	5	5	6	6	6	5	7	5	7	4
Not very frequently	19	15	26	18	22	15	21	17	24	20	19	12	19	18	19	26	14	16	16	24	19
TOTAL AT ALL	26	22	34	26	28	21	27	24	36	26	25	18	25	26	26	33	20	24	22	35	24
Never	71	77	64	72	70	76	69	72	54	68	73	80	72	69	71	66	73	71	72	61	73
Don't know	4	1	2	2	1	2	4	4	10	5	1	1	3	6	4	1	7	4	6	4	2
The Sun																					
Very frequently	3	3	2	2	1	4	3	2	0	3	2	4	3	2	2	9	3	2	2	3	2
Fairly frequently	5	7	4	6	4	6	5	6	12	5	5	5	5	6	6	1	6	7	4	7	5
Not very frequently	16	18	12	17	15	16	18	14	15	20	14	10	16	16	16	7	16	16	15	16	17
TOTAL AT ALL	24	28	18	25	20	26	26	22	27	28	21	19	24	24	24	17	25	25	21	26	24
Never	73	70	80	75	79	71	71	74	61	68	78	81	75	70	72	82	70	72	73	68	74
Don't know	4	2	2	0	1	2	3	4	12	5	1	0	2	5	4	1	5	4	6	6	1
The Star																					
Very frequently	1	1	1	3	1	1	1	1	2	1	0	1	1	1	1	0	0	1	0	2	1
Fairly frequently	2	2	2	4	2	2	3	2	7	2	1	0	2	2	2	0	2	2	2	7	1
Not very frequently	8	8	8	7	6	9	9	7	16	9	8	5	8	9	8	10	8	8	6	12	8
TOTAL AT ALL	11	11	11	14	9	12	13	10	25	12	9	6	11	12	11	10	10	11	8	21	10
Never	85	89	87	83	90	86	83	87	67	83	89	92	87	82	85	88	85	86	86	76	87
Don't know	4	1	2	3	1	2	4	3	9	5	1	2	2	6	4	2	5	3	6	4	3

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291	
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Express																	
	Very frequently	1	2	2	5	1	3	0	4	1	1	3	1	1	2	2	2
	Fairly frequently	4	3	4	5	5	5	3	4	4	4	8	6	0	5	5	3
	Not very frequently	15	24	19	15	21	21	12	22	23	8	23	22	16	21	18	15
	TOTAL AT ALL	20	29	25	25	27	29	15	30	28	13	34	29	17	28	25	20
	Never	76	70	74	72	72	70	83	69	71	86	66	69	82	72	73	79
	Don't know	4	0	2	3	1	2	2	0	1	1	1	2	1	0	2	1
The Mirror																	
	Very frequently	1	3	1	1	2	2	1	3	0	1	1	2	0	2	0	0
	Fairly frequently	6	7	7	3	8	8	4	8	6	4	8	6	5	5	9	6
	Not very frequently	19	24	28	14	25	23	9	22	22	13	22	25	24	28	17	13
	TOTAL AT ALL	26	34	36	18	35	33	14	33	28	18	31	33	29	35	26	19
	Never	71	66	61	80	65	65	86	67	70	79	69	65	70	64	72	80
	Don't know	4	0	3	1	1	2	0	0	2	2	0	2	1	1	2	0
The Sun																	
	Very frequently	3	3	2	7	2	3	5	2	3	2	3	3	1	3	2	3
	Fairly frequently	5	6	9	3	5	9	4	9	7	1	9	7	4	6	8	1
	Not very frequently	16	18	16	27	20	17	15	18	16	14	27	20	17	17	18	17
	TOTAL AT ALL	24	27	27	37	27	29	24	29	26	17	39	30	22	26	28	21
	Never	73	72	71	60	72	70	76	70	73	82	62	70	77	74	71	79
	Don't know	4	1	2	3	1	1	0	0	2	1	0	1	1	0	1	0
The Star																	
	Very frequently	1	1	1	5	1	0	1	1	1	2	1	2	0	1	1	2
	Fairly frequently	2	2	4	2	2	3	3	3	3	1	2	4	1	3	3	5
	Not very frequently	8	7	11	8	8	14	7	10	11	6	11	12	6	9	13	7
	TOTAL AT ALL	11	10	16	15	11	17	11	14	15	9	14	18	7	13	17	14
	Never	85	89	82	83	88	80	88	85	84	87	86	82	91	87	82	86
	Don't know	4	1	3	1	1	2	1	1	1	3	0	0	2	0	2	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Express																	
	Very frequently	1	2	2	5	2	1	8	3	0	2	2	1	8	1	1	
	Fairly frequently	4	5	8	14	5	1	17	7	2	11	5	3	19	8	3	
	Not very frequently	15	26	16	25	27	14	31	28	13	20	21	15	23	20	16	
	TOTAL AT ALL	20	33	26	44	34	16	56	38	15	33	28	19	50	29	20	
	Never	76	67	72	82	55	66	83	43	61	84	64	70	80	43	69	80
	Don't know	4	0	2	0	2	0	1	2	2	1	3	1	1	7	2	1
The Mirror																	
	Very frequently	1	3	2	6	0	1	3	1	0	8	3	0	6	2	0	
	Fairly frequently	6	5	9	22	9	3	18	7	3	22	11	2	14	10	3	
	Not very frequently	19	32	20	17	23	22	26	23	18	31	29	17	26	20	20	
	TOTAL AT ALL	26	40	31	45	32	26	47	31	21	61	43	19	46	32	23	
	Never	71	60	68	78	52	66	73	51	68	78	39	55	80	52	66	75
	Don't know	4	0	2	1	2	2	0	2	1	0	1	2	1	3	1	1
The Sun																	
	Very frequently	3	3	2	6	4	2	6	6	1	7	5	1	20	5	1	
	Fairly frequently	5	7	8	19	7	3	17	9	1	13	8	4	21	13	3	
	Not very frequently	16	17	16	22	19	14	33	21	14	24	21	15	24	26	15	
	TOTAL AT ALL	24	27	26	47	30	19	56	36	16	44	34	20	65	44	19	
	Never	73	72	72	77	50	69	81	41	63	83	53	66	80	33	55	81
	Don't know	4	1	1	3	0	1	3	2	1	3	1	0	2	1	1	
The Star																	
	Very frequently	1	2	1	4	1	1	8	1	0	6	1	0	4	1	1	
	Fairly frequently	2	2	4	8	5	1	11	3	1	6	2	1	12	3	1	
	Not very frequently	8	11	13	9	13	7	13	15	6	16	14	6	20	17	6	
	TOTAL AT ALL	11	15	18	21	19	9	32	19	7	28	17	7	36	21	8	
	Never	85	85	80	76	80	91	65	81	92	69	81	92	61	77	91	
	Don't know	4	0	2	2	1	0	2	1	0	3	2	1	2	2	0	

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
	Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Express																	
	Very frequently	1	6	2	1	2	1	0	2	1	1	3	3	1	2	1	3
	Fairly frequently	4	33	8	3	5	4	0	7	5	2	3	7	5	7	3	3
	Not very frequently	15	11	25	17	20	22	7	25	20	13	22	20	15	28	21	11
	TOTAL AT ALL	20	50	35	21	27	27	7	34	26	16	28	30	21	37	25	17
	Never	76	47	63	78	71	71	89	61	72	82	70	70	77	62	75	80
	Don't know	4	3	2	1	1	2	3	5	1	1	3	0	3	1	0	3
The Mirror																	
	Very frequently	1	10	3	0	1	3	0	7	1	2	4	0	0	4	2	1
	Fairly frequently	6	20	10	4	6	5	5	12	5	4	5	11	4	7	6	4
	Not very frequently	19	13	21	22	22	30	14	28	26	18	28	20	15	26	25	17
	TOTAL AT ALL	26	43	34	26	29	38	19	47	32	24	37	31	19	37	33	22
	Never	71	52	62	73	70	61	79	51	66	76	62	64	81	63	66	76
	Don't know	4	4	3	0	1	1	2	3	2	1	1	4	1	0	2	2
The Sun																	
	Very frequently	3	18	5	1	3	3	4	5	2	4	6	3	3	6	3	7
	Fairly frequently	5	10	11	5	4	6	4	10	5	5	7	5	3	6	8	2
	Not very frequently	16	28	23	15	17	21	15	27	16	13	20	20	21	24	17	13
	TOTAL AT ALL	24	56	39	21	24	30	23	42	23	22	33	28	27	36	28	22
	Never	73	42	60	78	75	68	76	56	76	77	66	70	72	63	71	77
	Don't know	4	3	2	0	1	2	2	2	1	1	1	2	1	1	1	1
The Star																	
	Very frequently	1	10	2	1	1	0	3	3	1	0	1	1	0	1	1	1
	Fairly frequently	2	13	6	1	1	5	0	6	1	2	6	3	1	5	3	2
	Not very frequently	8	21	19	6	8	11	5	18	9	8	8	13	7	11	12	7
	TOTAL AT ALL	11	44	27	8	10	16	8	27	11	10	15	17	8	17	16	10
	Never	85	54	70	92	89	82	87	71	89	88	84	82	89	81	84	89
	Don't know	4	2	3	1	1	1	4	2	1	2	1	2	3	2	1	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255	
	Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
The Express																	
	Very frequently	1	4	1	2	4	2	1	6	1	2	9	1	0	4	2	2
	Fairly frequently	4	5	6	5	4	5	3	9	4	3	9	7	2	11	10	4
	Not very frequently	15	19	23	9	26	18	10	17	20	14	28	21	15	29	18	11
	TOTAL AT ALL	20	28	30	16	34	25	14	32	25	19	46	29	17	44	30	17
	Never	76	72	70	84	66	73	80	66	75	80	51	69	83	51	69	81
	Don't know	4	1	0	0	1	1	5	3	0	1	2	2	0	5	1	2
The Mirror																	
	Very frequently	1	1	2	1	1	2	3	4	1	1	19	0	0	8	1	1
	Fairly frequently	6	5	8	2	11	7	2	9	7	9	12	11	4	7	10	4
	Not very frequently	19	24	23	12	25	21	13	28	26	15	33	23	17	25	24	13
	TOTAL AT ALL	26	30	33	15	37	30	18	41	34	25	64	34	21	40	35	18
	Never	71	70	65	84	62	69	80	58	65	74	37	62	77	60	63	83
	Don't know	4	0	2	0	1	1	3	0	1	2	0	3	2	1	2	0
The Sun																	
	Very frequently	3	2	4	4	2	5	6	7	1	2	9	3	4	5	4	5
	Fairly frequently	5	5	9	2	6	6	3	11	5	3	19	7	2	18	8	1
	Not very frequently	16	18	14	22	22	17	12	19	14	17	17	19	13	23	19	19
	TOTAL AT ALL	24	25	27	28	30	28	21	37	20	22	45	29	19	46	31	25
	Never	73	74	73	70	68	71	76	64	77	77	55	67	80	53	68	74
	Don't know	4	1	1	1	1	1	3	0	1	1	0	3	1	1	1	1
The Star																	
	Very frequently	1	0	1	4	3	0	2	3	1	0	9	0	1	10	1	3
	Fairly frequently	2	2	5	3	5	3	1	9	2	2	8	4	1	8	3	2
	Not very frequently	8	8	18	4	10	18	10	11	10	8	21	14	6	15	10	7
	TOTAL AT ALL	11	10	24	11	18	21	13	23	13	10	38	18	8	33	14	12
	Never	85	89	75	89	81	78	85	76	85	87	59	81	89	65	85	88
	Don't know	4	1	1	0	2	0	2	1	1	2	2	1	2	2	0	0

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%
The Express										
Very frequently	1	3	1	3	4	1	0	5	3	1
Fairly frequently	4	2	7	3	9	5	4	7	5	5
Not very frequently	15	20	17	16	17	16	24	21	19	13
TOTAL AT ALL	20	25	25	22	30	22	28	33	27	19
Never	76	74	75	76	62	76	73	64	72	79
Don't know	4	0	0	2	8	2	0	3	1	1
The Mirror										
Very frequently	1	3	3	2	6	2	1	4	1	1
Fairly frequently	6	5	8	6	9	5	6	12	10	4
Not very frequently	19	33	19	15	20	27	16	29	21	15
TOTAL AT ALL	26	41	30	23	35	34	23	45	32	20
Never	71	58	70	74	59	66	75	52	66	79
Don't know	4	1	0	3	5	1	2	3	3	1
The Sun										
Very frequently	3	3	5	4	6	4	1	7	1	5
Fairly frequently	5	6	6	6	7	6	3	8	4	2
Not very frequently	16	15	17	17	21	20	16	17	18	20
TOTAL AT ALL	24	24	28	27	34	30	20	32	23	27
Never	73	75	72	70	62	68	79	66	75	71
Don't know	4	1	0	3	3	1	1	2	1	1
The Star										
Very frequently	1	2	1	1	10	0	1	4	1	3
Fairly frequently	2	2	5	1	17	4	1	6	4	4
Not very frequently	8	8	12	9	7	14	11	19	11	8
TOTAL AT ALL	11	12	18	11	34	18	13	29	16	15
Never	85	87	81	86	67	82	85	69	84	83
Don't know	4	1	0	3	0	0	2	2	1	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Financial Times

Very frequently	1	1	2	3	2	1	2	1	3	2	1	0	2	1	2	0	0	1	1	6	1
Fairly frequently	5	4	4	11	5	3	6	3	15	4	4	2	7	2	5	3	6	4	4	11	3
Not very frequently	18	16	26	24	25	13	19	17	17	22	15	14	22	12	18	16	16	16	14	25	18
TOTAL AT ALL	24	21	32	38	32	17	27	21	35	28	20	16	31	15	25	19	22	21	19	42	22
Never	72	77	66	62	67	81	69	75	56	66	78	83	67	79	72	80	71	74	76	53	75
Don't know	4	2	2	0	1	3	4	3	9	6	1	1	2	6	4	0	7	4	5	5	3

The Metro

Very frequently	2	1	2	4	3	1	2	2	1	2	2	1	2	2	2	0	1	2	0	7	2
Fairly frequently	7	8	9	7	7	8	8	7	11	8	6	6	8	7	7	5	7	7	5	16	6
Not very frequently	26	22	39	29	33	21	27	25	24	29	26	21	29	22	27	23	21	26	21	42	24
TOTAL AT ALL	35	31	50	40	43	30	37	34	36	39	34	28	39	31	36	28	29	35	26	65	32
Never	61	69	48	58	56	68	59	63	51	57	64	72	59	64	60	70	65	60	68	34	66
Don't know	4	1	2	2	1	2	4	3	13	4	2	0	2	5	4	1	5	5	5	2	2

The New Statesman

Very frequently	1	1	1	2	1	1	1	1	3	1	0	0	1	0	1	0	0	0	1	5	0
Fairly frequently	2	1	1	4	2	1	2	1	5	2	1	0	2	1	1	2	2	1	1	5	1
Not very frequently	9	5	14	15	14	5	11	7	10	10	10	7	11	7	9	6	12	6	7	18	9
TOTAL AT ALL	12	7	16	21	17	7	14	9	18	13	11	7	14	8	11	8	14	7	9	28	10
Never	85	91	81	77	82	91	81	89	70	84	88	91	85	86	85	91	82	89	87	67	88
Don't know	3	2	3	2	2	2	4	3	13	3	0	2	2	5	3	1	4	3	5	6	2

The Spectator

Very frequently	1	1	1	4	2	1	2	1	2	1	1	1	1	1	1	1	2	1	1	3	1
Fairly frequently	2	2	1	3	2	2	3	2	6	2	1	1	3	1	2	2	2	2	1	5	2
Not very frequently	8	6	10	12	11	5	10	7	11	9	8	5	10	5	8	4	10	8	4	12	9
TOTAL AT ALL	11	9	12	19	15	8	15	10	19	12	10	7	14	7	11	7	14	11	6	20	12
Never	85	89	85	78	83	89	81	88	71	83	87	91	83	87	85	92	83	86	90	74	85
Don't know	4	2	3	2	2	3	4	3	10	4	2	2	3	4	4	1	4	4	3	6	3

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291	
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Financial Times																	
	Very frequently	1	3	2	3	3	1	1	3	1	1	3	1	2	3	1	1
	Fairly frequently	5	11	5	5	7	7	5	7	8	5	4	8	7	4	7	5
	Not very frequently	18	33	19	17	27	22	14	25	27	15	25	25	23	31	21	15
	TOTAL AT ALL	24	47	26	25	37	30	20	35	36	21	32	34	32	38	29	21
	Never	72	53	72	73	63	68	79	65	64	78	68	65	67	62	70	77
	Don't know	4	0	2	2	0	2	1	0	0	3	0	1	1	1	2	2
The Metro																	
	Very frequently	2	3	3	1	2	2	3	2	1	0	3	1	2	4	2	1
	Fairly frequently	7	11	5	13	10	8	7	11	12	8	8	13	6	11	10	8
	Not very frequently	26	36	30	18	39	30	20	33	32	26	35	32	28	40	26	14
	TOTAL AT ALL	35	50	38	32	51	40	30	46	45	34	46	46	36	55	38	23
	Never	61	50	61	65	48	58	70	53	55	65	53	52	63	45	60	77
	Don't know	4	1	2	3	2	2	0	1	1	2	1	1	1	1	2	0
The New Statesman																	
	Very frequently	1	1	0	3	1	0	3	2	0	0	0	2	1	2	1	0
	Fairly frequently	2	2	4	3	2	2	1	3	2	1	1	2	2	4	3	1
	Not very frequently	9	17	14	10	14	13	6	10	12	10	9	13	18	17	11	5
	TOTAL AT ALL	12	20	18	16	17	15	10	15	14	11	10	17	21	23	15	6
	Never	85	78	78	84	82	84	89	85	83	88	89	82	79	77	84	93
	Don't know	3	2	4	0	1	1	1	1	3	1	1	0	0	0	2	1
The Spectator																	
	Very frequently	1	1	3	4	2	3	2	1	2	1	2	3	1	1	3	3
	Fairly frequently	2	4	4	5	2	2	2	2	3	2	1	3	2	1	4	5
	Not very frequently	8	13	14	9	11	12	7	15	9	11	11	13	12	14	10	4
	TOTAL AT ALL	11	18	21	18	15	17	11	18	14	14	14	19	15	16	17	12
	Never	85	82	79	79	84	82	87	81	85	84	84	80	85	82	82	88
	Don't know	4	1	1	3	0	1	1	1	1	2	1	1	0	2	1	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
	Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Financial Times																	
	Very frequently	1	2	2	1	3	1	1	4	1	2	4	1	1	7	1	2
	Fairly frequently	5	6	7	5	14	6	4	13	7	6	16	9	4	8	4	6
	Not very frequently	18	31	22	14	13	24	24	20	26	23	22	26	21	16	17	22
	TOTAL AT ALL	24	39	31	20	30	31	29	37	34	31	42	36	26	31	22	30
	Never	72	61	68	77	68	69	69	60	65	69	56	63	74	66	76	70
	Don't know	4	0	1	2	1	1	1	2	1	1	2	1	0	3	2	1
The Metro																	
	Very frequently	2	4	2	1	3	2	2	6	3	1	8	3	1	4	4	1
	Fairly frequently	7	8	9	10	14	11	7	23	8	5	18	14	6	27	8	6
	Not very frequently	26	45	31	16	28	26	32	27	32	29	33	35	27	32	25	28
	TOTAL AT ALL	35	57	42	27	45	39	41	56	43	35	59	52	34	63	37	35
	Never	61	43	57	72	51	60	59	42	55	63	36	46	66	35	61	64
	Don't know	4	0	1	1	4	1	1	3	2	0	5	1	1	2	1	1
The New Statesman																	
	Very frequently	1	2	2	0	1	0	1	4	1	1	6	0	0	9	0	1
	Fairly frequently	2	3	3	2	4	3	1	9	2	0	3	3	1	13	1	1
	Not very frequently	9	16	13	9	15	10	12	9	6	15	12	17	9	18	5	11
	TOTAL AT ALL	12	21	18	11	20	13	14	22	9	16	21	20	10	40	6	13
	Never	85	79	80	88	79	86	86	77	89	83	78	78	90	58	92	86
	Don't know	3	0	2	1	2	1	0	1	1	1	2	2	0	2	2	1
The Spectator																	
	Very frequently	1	1	4	1	2	4	1	4	1	1	6	2	1	6	0	1
	Fairly frequently	2	3	2	5	9	3	2	10	1	2	4	2	2	7	2	2
	Not very frequently	8	18	13	6	6	8	11	9	10	13	14	13	7	9	8	10
	TOTAL AT ALL	11	22	19	12	17	15	14	23	12	16	24	17	10	22	10	13
	Never	85	78	80	87	82	84	86	73	88	84	75	83	90	74	89	87
	Don't know	4	0	0	1	2	1	1	4	1	0	1	0	1	4	1	0

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
	Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Financial Times																	
	Very frequently	1	4	3	1	3	1	2	5	1	2	9	2	1	6	3	1
	Fairly frequently	5	18	7	4	9	5	2	11	5	5	6	8	8	8	5	8
	Not very frequently	18	19	17	21	28	22	10	23	23	21	30	23	15	22	27	21
	TOTAL AT ALL	24	41	27	26	40	28	14	39	29	28	45	33	24	36	35	30
	Never	72	57	72	73	60	71	83	58	70	71	54	65	75	63	64	66
	Don't know	4	3	2	0	1	1	3	4	0	1	1	2	1	1	2	4
The Metro																	
	Very frequently	2	7	6	1	3	2	1	9	1	0	4	3	2	5	2	0
	Fairly frequently	7	27	13	6	8	9	8	20	10	5	10	11	13	6	7	9
	Not very frequently	26	25	25	30	37	25	20	38	39	21	39	28	19	41	29	21
	TOTAL AT ALL	35	59	44	37	48	36	29	67	50	26	53	42	34	52	38	30
	Never	61	32	55	62	51	63	69	30	49	74	43	57	64	46	61	68
	Don't know	4	9	1	1	1	1	2	2	1	1	4	1	2	2	2	2
The New Statesman																	
	Very frequently	1	5	1	0	1	0	2	4	1	3	5	1	1	3	2	2
	Fairly frequently	2	1	6	1	2	4	1	4	3	1	6	3	3	2	2	4
	Not very frequently	9	21	14	12	13	13	9	11	12	14	28	17	7	22	13	14
	TOTAL AT ALL	12	27	21	13	16	17	12	19	16	18	39	21	11	27	17	20
	Never	85	69	76	86	82	82	88	77	83	81	60	78	88	71	82	79
	Don't know	3	4	3	0	1	1	0	4	1	2	1	2	1	2	1	1
The Spectator																	
	Very frequently	1	9	4	1	1	3	0	5	2	1	3	4	1	9	1	1
	Fairly frequently	2	10	5	3	2	4	4	4	2	1	8	4	3	8	4	3
	Not very frequently	8	12	7	10	13	10	4	16	11	13	21	10	10	23	14	9
	TOTAL AT ALL	11	31	16	14	16	17	8	25	15	15	32	18	14	40	19	13
	Never	85	61	82	86	83	82	91	71	85	82	65	81	85	59	79	86
	Don't know	4	8	2	0	2	1	2	5	0	2	3	1	2	1	2	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255	
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Financial Times																	
	Very frequently	1	3	2	1	6	2	1	7	2	1	7	1	1	8	3	2
	Fairly frequently	5	10	9	5	12	7	6	15	5	8	13	8	6	11	5	6
	Not very frequently	18	28	21	6	21	21	11	29	27	17	34	23	15	24	26	16
	TOTAL AT ALL	24	41	32	12	39	30	18	51	34	26	54	32	22	43	34	24
	Never	72	58	65	88	58	69	78	48	66	73	44	66	77	54	62	75
	Don't know	4	0	2	0	2	1	4	1	0	1	1	2	2	2	3	1
The Metro																	
	Very frequently	2	2	3	3	4	1	0	4	3	1	16	3	2	11	2	2
	Fairly frequently	7	7	11	5	9	14	7	13	11	7	18	13	7	24	11	10
	Not very frequently	26	39	24	23	36	24	18	35	29	23	29	27	24	23	25	19
	TOTAL AT ALL	35	48	38	31	49	39	25	52	43	31	63	43	33	58	38	31
	Never	61	51	61	69	49	59	72	48	55	67	33	55	67	38	61	68
	Don't know	4	1	2	0	2	3	3	0	2	2	4	2	1	5	2	1
The New Statesman																	
	Very frequently	1	2	0	0	1	2	2	4	1	0	17	1	0	14	1	2
	Fairly frequently	2	3	1	2	4	2	3	4	2	1	8	6	1	11	2	4
	Not very frequently	9	16	15	7	19	15	6	24	12	10	20	19	9	16	15	4
	TOTAL AT ALL	12	21	16	9	24	19	11	32	15	11	45	26	10	41	18	10
	Never	85	78	82	92	75	81	88	67	84	88	55	72	88	59	80	89
	Don't know	3	1	2	0	1	1	1	2	0	1	0	2	1	0	2	1
The Spectator																	
	Very frequently	1	2	1	2	4	3	2	4	2	3	6	2	1	4	2	2
	Fairly frequently	2	2	7	3	7	4	1	7	3	3	8	5	2	7	3	1
	Not very frequently	8	15	14	5	15	10	4	10	10	8	27	12	7	15	13	11
	TOTAL AT ALL	11	19	22	10	26	17	7	21	15	14	41	19	10	26	18	14
	Never	85	80	77	91	73	83	90	77	82	86	56	79	88	66	80	86
	Don't know	4	1	2	0	1	1	3	1	3	1	3	2	2	8	2	0

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The Financial Times

Very frequently	1	4	2	1	7	2	3	7	1	1
Fairly frequently	5	10	5	6	8	8	9	11	8	10
Not very frequently	18	29	23	8	33	25	14	32	18	10
TOTAL AT ALL	24	43	30	15	48	35	26	50	27	21
Never	72	55	70	82	45	65	72	48	70	78
Don't know	4	1	0	4	6	1	3	2	3	1

The Metro

Very frequently	2	5	3	1	4	1	2	7	1	2
Fairly frequently	7	8	8	5	12	10	7	13	12	8
Not very frequently	26	44	27	27	35	28	21	37	26	15
TOTAL AT ALL	35	57	38	33	51	39	30	57	39	25
Never	61	43	62	64	45	59	69	39	59	73
Don't know	4	1	1	2	3	2	1	5	2	2

The New Statesman

Very frequently	1	5	0	2	8	2	0	2	1	0
Fairly frequently	2	2	3	0	5	4	1	9	4	2
Not very frequently	9	22	9	10	17	13	14	32	13	8
TOTAL AT ALL	12	29	12	12	30	19	15	43	18	10
Never	85	71	86	87	63	80	84	54	79	89
Don't know	3	1	1	1	7	1	1	2	3	2

The Spectator

Very frequently	1	1	3	2	4	0	1	1	3	4
Fairly frequently	2	3	4	4	6	2	5	6	2	3
Not very frequently	8	17	9	4	23	14	11	17	13	6
TOTAL AT ALL	11	21	16	10	33	16	17	24	18	13
Never	85	77	84	88	60	83	82	75	79	86
Don't know	4	1	0	2	7	0	1	1	2	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reuters																						
Very frequently	1	0	2	2	2	1	1	1	0	2	1	0	1	1	1	1	1	0	1	1	2	
Fairly frequently	6	4	6	11	6	3	7	4	11	6	4	4	7	4	6	2	8	5	5	9	5	
Not very frequently	15	12	22	22	21	11	19	11	17	14	17	13	19	10	16	16	8	12	14	23	16	
TOTAL AT ALL	22	16	30	35	29	15	27	16	28	22	22	17	27	15	23	19	17	17	20	33	23	
Never	74	82	68	62	69	82	68	80	64	71	77	81	70	79	74	81	77	79	76	61	73	
Don't know	4	2	3	2	3	3	4	4	8	6	1	2	3	6	4	1	5	4	5	6	4	
Press Association (also known as PA)																						
Very frequently	1	0	1	3	1	1	1	1	2	1	1	0	1	0	1	0	0	1	1	2	1	
Fairly frequently	4	2	6	9	6	3	5	3	6	5	4	2	5	3	4	1	3	3	2	9	5	
Not very frequently	11	9	14	17	15	8	14	8	9	11	13	9	14	7	11	8	12	11	8	14	10	
TOTAL AT ALL	16	11	21	29	22	12	20	12	17	17	18	11	20	10	16	9	15	15	11	25	16	
Never	78	85	74	67	72	84	73	82	67	76	79	85	74	82	78	86	74	79	82	67	78	
Don't know	6	4	6	5	6	4	7	6	16	7	4	4	5	8	6	5	10	6	7	7	6	
HuffPost																						
Very frequently	1	0	1	1	1	1	1	1	1	1	0	0	1	0	1	0	1	1	0	2	0	
Fairly frequently	3	2	4	7	5	2	4	3	6	4	4	1	4	2	3	5	2	3	4	6	3	
Not very frequently	18	13	29	29	29	11	17	19	17	21	21	12	22	14	18	12	21	18	13	26	19	
TOTAL AT ALL	22	15	34	37	35	14	22	23	24	26	25	13	27	16	22	17	24	22	17	34	22	
Never	73	82	62	61	63	84	73	72	62	70	73	84	70	77	73	77	71	75	76	57	75	
Don't know	5	2	3	2	2	3	5	4	14	5	1	3	4	6	5	6	5	4	7	8	3	
BuzzFeed News																						
Very frequently	1	0	2	2	1	1	1	1	2	1	0	0	1	1	1	1	1	0	0	3	1	
Fairly frequently	5	3	7	6	6	3	5	6	14	6	4	1	6	4	5	4	4	3	6	10	4	
Not very frequently	17	11	26	21	25	9	16	19	25	23	16	6	20	14	18	9	15	18	15	32	15	
TOTAL AT ALL	23	14	35	29	32	13	22	26	41	30	20	7	27	19	24	14	20	21	21	45	20	
Never	73	83	63	69	66	84	75	71	46	66	78	90	71	75	72	80	73	75	75	52	76	
Don't know	4	3	3	1	2	3	4	4	12	4	2	3	2	6	4	6	6	4	3	3	4	

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reuters																
Very frequently	1	1	3	3	2	1	0	1	0	2	0	2	2	2	1	3
Fairly frequently	6	12	7	6	7	7	4	7	6	8	5	7	9	9	6	6
Not very frequently	15	27	19	13	26	20	12	23	21	16	21	21	21	24	20	19
TOTAL AT ALL	22	40	29	22	35	28	16	31	27	26	26	30	32	35	27	28
Never	74	56	68	78	64	69	85	67	70	74	72	69	68	62	69	72
Don't know	4	3	3	0	2	3	0	2	2	0	2	2	1	2	3	1
Press Association (also known as PA)																
Very frequently	1	2	1	5	1	0	1	1	1	2	0	1	2	1	1	3
Fairly frequently	4	11	8	7	8	3	2	6	5	4	4	7	6	8	4	2
Not very frequently	11	19	13	10	18	14	8	15	19	9	17	15	13	18	15	9
TOTAL AT ALL	16	32	22	22	27	17	11	22	25	15	21	23	21	27	20	14
Never	78	63	72	74	68	78	84	73	70	83	76	75	76	66	76	85
Don't know	6	5	7	4	6	5	4	4	5	2	3	3	3	6	4	2
HuffPost																
Very frequently	1	1	1	2	1	0	3	1	0	1	0	1	1	1	1	1
Fairly frequently	3	6	5	4	7	7	1	5	3	5	3	4	6	6	3	2
Not very frequently	18	31	20	16	31	22	13	23	27	13	29	24	24	30	19	17
TOTAL AT ALL	22	38	26	22	39	29	17	29	30	19	32	29	31	37	23	20
Never	73	59	70	77	60	69	81	70	67	80	67	70	68	62	75	80
Don't know	5	2	3	1	1	2	3	1	3	1	0	1	2	1	2	0
BuzzFeed News																
Very frequently	1	1	0	4	1	0	1	2	0	2	1	1	1	2	1	2
Fairly frequently	5	7	10	9	6	7	3	7	6	6	3	5	6	7	6	8
Not very frequently	17	29	23	12	29	20	11	27	22	13	23	25	21	24	21	10
TOTAL AT ALL	23	37	33	25	36	27	15	36	28	21	27	31	28	33	28	20
Never	73	63	66	72	63	70	82	63	70	77	72	68	72	66	72	79
Don't know	4	0	1	2	1	3	3	1	1	2	1	1	0	1	1	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Weighted Sample		4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237
Unweighted Sample		4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
Reuters																	
	Very frequently	1	1	1	3	1	2	2	2	1	1	0	1	1	6	1	2
	Fairly frequently	6	10	11	5	11	7	7	21	5	5	16	5	6	12	5	5
	Not very frequently	15	27	20	11	14	22	18	12	19	22	18	22	16	12	13	19
	TOTAL AT ALL	22	38	32	19	26	31	27	35	25	28	34	28	23	30	19	26
	Never	74	60	66	81	73	67	72	65	73	70	66	67	75	70	79	73
	Don't know	4	2	1	1	1	3	2	0	3	1	0	5	2	0	2	1
Press Association (also known as PA)																	
	Very frequently	1	2	2	3	2	1	1	4	0	0	1	0	1	3	1	1
	Fairly frequently	4	9	5	1	13	6	3	12	4	3	8	5	4	15	3	5
	Not very frequently	11	22	15	9	12	15	13	16	11	15	23	14	12	17	11	13
	TOTAL AT ALL	16	33	22	13	27	22	17	32	15	18	32	19	17	35	15	19
	Never	78	60	75	84	68	74	78	60	79	76	55	74	81	60	80	78
	Don't know	6	7	3	2	6	4	4	8	6	6	12	6	2	4	4	3
HuffPost																	
	Very frequently	1	1	2	0	0	1	1	3	0	0	0	1	0	4	0	1
	Fairly frequently	3	9	4	2	9	4	3	12	5	3	12	4	4	9	4	4
	Not very frequently	18	35	24	14	22	17	24	12	15	26	31	25	19	16	13	24
	TOTAL AT ALL	22	45	30	16	31	22	28	27	20	29	43	30	23	29	17	29
	Never	73	54	67	84	69	73	71	73	77	69	56	66	75	71	77	71
	Don't know	5	1	3	0	0	5	1	0	3	1	1	3	1	0	6	1
BuzzFeed News																	
	Very frequently	1	2	2	2	2	0	1	4	1	0	5	0	0	4	1	1
	Fairly frequently	5	8	7	2	12	10	4	19	5	4	16	6	5	13	5	5
	Not very frequently	17	28	25	10	17	17	21	17	15	21	33	24	18	27	17	18
	TOTAL AT ALL	23	38	34	14	31	27	26	40	21	25	54	30	23	44	23	24
	Never	73	61	65	85	66	71	71	60	75	74	46	66	76	56	73	75
	Don't know	4	1	1	1	3	3	2	0	3	1	0	4	1	0	4	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reuters																
Very frequently	1	6	0	2	1	1	0	2	1	2	2	0	1	4	1	1
Fairly frequently	6	14	7	6	7	6	2	13	3	10	8	8	6	9	9	8
Not very frequently	15	9	21	16	23	19	9	18	21	10	28	21	13	21	23	19
TOTAL AT ALL	22	29	28	24	31	26	11	33	25	22	38	29	20	34	33	28
Never	74	71	72	75	67	71	89	65	72	76	60	67	80	63	66	70
Don't know	4	0	1	1	2	3	0	2	2	2	2	3	0	2	1	2
Press Association (also known as PA)																
Very frequently	1	0	4	1	2	0	0	3	1	1	1	2	1	1	2	0
Fairly frequently	4	27	7	3	4	5	5	10	4	6	18	9	6	10	7	8
Not very frequently	11	21	12	12	16	15	5	14	12	11	20	17	13	22	15	14
TOTAL AT ALL	16	48	23	16	22	20	10	27	17	18	39	28	20	33	24	22
Never	78	49	71	81	74	77	82	67	79	78	56	69	78	65	72	73
Don't know	6	3	6	3	4	3	7	7	4	4	5	4	2	2	5	4
HuffPost																
Very frequently	1	7	2	0	1	1	0	3	1	0	2	1	0	2	1	1
Fairly frequently	3	15	6	3	6	4	4	4	4	5	8	5	2	5	3	3
Not very frequently	18	14	19	23	26	19	12	30	22	15	32	24	15	30	22	21
TOTAL AT ALL	22	36	27	26	33	24	16	37	27	20	42	30	17	37	26	25
Never	73	62	70	72	65	75	79	63	71	76	58	67	81	61	73	72
Don't know	5	2	3	1	1	2	4	0	1	4	0	2	2	2	1	3
BuzzFeed News																
Very frequently	1	11	2	1	1	2	0	7	1	0	5	1	1	4	1	1
Fairly frequently	5	9	10	3	5	8	4	11	4	5	9	8	4	4	8	6
Not very frequently	17	23	17	21	22	17	13	25	22	15	23	17	11	29	20	20
TOTAL AT ALL	23	43	29	25	28	27	17	43	27	20	37	26	16	37	29	27
Never	73	57	69	74	71	71	80	55	71	77	62	72	82	62	70	70
Don't know	4	0	2	1	1	3	3	2	3	2	0	2	2	2	1	3

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust		
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reuters																
	Very frequently	1	2	1	2	2	3	5	1	1	6	1	2	3	1	3
	Fairly frequently	6	14	5	4	21	9	17	10	6	16	13	7	24	10	5
	Not very frequently	15	30	24	7	23	23	31	29	15	29	23	20	15	27	7
	TOTAL AT ALL	22	46	30	13	46	34	53	40	22	51	37	29	42	38	15
	Never	74	52	68	86	52	64	44	60	77	49	61	70	58	59	84
	Don't know	4	1	2	0	3	2	3	1	1	0	3	1	0	2	1
Press Association (also known as PA)																
	Very frequently	1	3	0	3	3	1	5	1	2	8	1	2	14	0	3
	Fairly frequently	4	10	7	2	18	6	19	7	1	20	13	3	20	8	4
	Not very frequently	11	23	18	8	27	18	20	17	12	29	16	12	12	18	10
	TOTAL AT ALL	16	36	25	13	48	25	44	25	15	57	30	17	46	26	17
	Never	78	60	73	83	47	72	48	71	80	32	65	80	45	71	78
	Don't know	6	5	2	3	4	3	8	4	5	11	5	3	8	3	6
HuffPost																
	Very frequently	1	2	0	1	1	1	5	1	0	10	1	0	6	1	0
	Fairly frequently	3	8	5	3	6	6	15	5	2	7	8	3	13	4	1
	Not very frequently	18	33	28	9	40	20	47	34	15	40	30	18	23	28	16
	TOTAL AT ALL	22	43	33	13	47	27	67	40	17	57	39	21	42	33	17
	Never	73	57	65	85	52	71	32	58	81	43	59	76	58	66	79
	Don't know	5	1	2	2	1	2	1	2	1	0	2	2	0	1	4
BuzzFeed News																
	Very frequently	1	1	0	3	2	1	4	1	1	10	1	1	11	1	2
	Fairly frequently	5	6	9	6	14	9	15	6	3	25	11	3	18	4	6
	Not very frequently	17	24	18	10	27	22	35	27	13	41	32	18	32	30	13
	TOTAL AT ALL	23	31	27	19	43	32	54	34	17	76	44	22	61	35	21
	Never	73	69	71	81	57	67	44	65	81	21	55	76	33	63	79
	Don't know	4	0	2	1	0	1	3	1	3	3	1	2	6	2	0

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%
Reuters										
Very frequently	1	2	1	1	2	0	4	4	1	3
Fairly frequently	6	12	8	8	18	8	12	20	9	8
Not very frequently	15	28	17	7	21	26	14	24	24	8
TOTAL AT ALL	22	42	26	16	41	34	30	48	34	19
Never	74	56	72	83	55	64	68	50	63	79
Don't know	4	1	2	1	3	2	3	2	3	1
Press Association (also known as PA)										
Very frequently	1	4	1	1	3	1	0	5	1	2
Fairly frequently	4	7	8	5	12	8	9	13	7	6
Not very frequently	11	22	11	8	18	13	11	30	14	10
TOTAL AT ALL	16	33	20	14	33	22	20	48	22	18
Never	78	62	78	82	62	75	77	45	76	77
Don't know	6	5	2	5	5	2	3	8	2	5
HuffPost										
Very frequently	1	2	2	1	5	1	0	2	2	0
Fairly frequently	3	5	4	2	16	6	2	21	7	2
Not very frequently	18	33	19	18	30	22	19	34	20	15
TOTAL AT ALL	22	40	25	21	51	29	21	57	29	17
Never	73	58	73	77	48	68	78	44	70	81
Don't know	5	2	1	2	1	3	0	0	1	2
BuzzFeed News										
Very frequently	1	3	0	0	5	0	1	3	1	2
Fairly frequently	5	7	7	6	13	10	7	12	6	7
Not very frequently	17	28	19	15	28	21	16	40	20	10
TOTAL AT ALL	23	38	26	21	46	31	24	55	27	19
Never	73	60	74	73	54	67	75	43	70	79
Don't know	4	1	0	5	0	2	2	1	2	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Insider																					
Very frequently	0	0	0	2	0	1	1	0	0	1	0	0	1	0	1	0	0	0	0	2	1
Fairly frequently	2	1	2	4	2	2	2	2	7	2	1	0	2	2	2	1	3	1	1	7	1
Not very frequently	9	5	10	10	10	5	10	8	20	11	7	3	10	8	9	11	10	10	6	14	8
TOTAL AT ALL	11	6	12	16	12	8	13	10	27	14	8	3	13	10	12	12	13	11	7	23	10
Never	85	91	86	82	86	90	84	86	64	82	89	95	84	85	85	86	82	85	89	73	87
Don't know	4	3	2	2	2	3	4	4	9	4	3	2	3	5	4	2	5	3	4	4	4
Private Eye																					
Very frequently	2	1	4	3	3	2	2	2	3	2	3	1	3	1	2	2	2	2	2	4	2
Fairly frequently	4	2	3	11	5	3	5	3	6	3	4	3	4	3	4	0	5	3	3	8	4
Not very frequently	13	10	21	21	22	8	15	12	10	15	13	10	17	8	13	10	14	14	10	18	13
TOTAL AT ALL	19	13	28	35	30	13	22	17	19	20	20	14	24	12	19	12	21	19	15	30	19
Never	77	85	70	63	68	85	74	81	69	76	78	85	74	82	77	84	76	78	81	66	79
Don't know	4	2	2	2	1	2	4	3	12	4	2	1	2	5	4	4	4	4	5	4	3
Vice																					
Very frequently	1	0	1	2	1	1	1	0	3	1	0	0	1	0	1	1	0	0	1	3	0
Fairly frequently	3	1	5	4	4	1	4	2	14	4	1	0	4	3	4	0	4	3	2	10	2
Not very frequently	10	5	17	11	14	5	13	8	21	15	7	2	13	7	10	11	11	10	9	18	8
TOTAL AT ALL	14	6	23	17	19	7	18	10	38	20	8	2	18	10	15	12	15	13	12	31	10
Never	81	92	74	79	78	91	77	85	52	74	92	96	80	84	81	86	81	83	81	63	86
Don't know	4	2	3	4	3	3	4	4	11	6	1	2	3	5	4	2	5	4	7	7	3
The New European																					
Very frequently	1	0	1	2	0	1	1	1	2	2	0	0	1	1	1	0	1	1	0	1	1
Fairly frequently	2	0	3	3	3	1	2	1	6	2	2	1	2	1	2	4	3	1	1	4	1
Not very frequently	6	3	10	11	11	2	8	4	10	7	6	4	8	4	6	8	7	4	6	12	5
TOTAL AT ALL	9	3	14	16	14	4	11	6	18	11	8	5	11	6	9	12	11	6	7	17	7
Never	87	94	84	81	84	93	83	90	69	85	92	93	86	89	87	87	85	90	89	74	89
Don't know	4	2	2	3	2	3	5	3	13	5	0	2	3	5	4	1	4	4	4	8	3

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291	
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Insider																	
	Very frequently	0	0	4	0	0	2	0	1	2	0	1	0	1	0	2	
	Fairly frequently	2	3	6	2	2	2	5	2	2	2	4	2	2	3	1	
	Not very frequently	9	15	12	16	13	7	12	13	8	15	14	10	15	11	10	
	TOTAL AT ALL	11	18	17	22	18	15	17	16	12	17	19	12	18	14	13	
	Never	85	80	78	76	80	82	89	81	81	88	82	78	87	81	82	86
	Don't know	4	2	4	2	1	3	1	1	3	0	1	2	0	1	4	0
Private Eye																	
	Very frequently	2	5	3	2	5	0	3	3	1	2	0	2	4	5	1	2
	Fairly frequently	4	5	6	10	5	5	6	5	7	6	2	6	8	6	5	7
	Not very frequently	13	24	19	16	17	17	9	15	17	15	18	15	24	22	19	16
	TOTAL AT ALL	19	34	28	28	27	22	18	23	25	23	20	23	36	33	25	25
	Never	77	65	70	70	71	77	80	77	74	75	80	77	63	67	74	74
	Don't know	4	1	2	2	1	1	2	0	2	2	0	0	1	1	1	0
Vice																	
	Very frequently	1	2	1	2	1	0	2	2	0	0	0	1	2	1	1	0
	Fairly frequently	3	7	4	8	5	4	3	5	5	5	3	8	3	4	4	4
	Not very frequently	10	16	15	15	16	17	7	13	14	16	10	12	14	15	14	17
	TOTAL AT ALL	14	25	20	25	22	21	12	20	19	21	13	21	19	20	19	21
	Never	81	74	79	75	78	75	86	80	79	79	86	79	79	80	78	77
	Don't know	4	1	2	0	1	4	2	1	2	0	1	1	2	1	3	1
The New European																	
	Very frequently	1	1	1	7	1	0	0	1	1	1	1	1	1	1	1	2
	Fairly frequently	2	4	4	2	2	2	1	4	2	3	2	2	2	3	4	2
	Not very frequently	6	12	7	6	11	11	2	8	8	10	7	9	11	12	9	5
	TOTAL AT ALL	9	17	12	15	14	13	3	13	11	14	10	12	14	16	14	9
	Never	87	81	85	84	84	83	94	85	87	85	89	86	85	82	84	88
	Don't know	4	2	3	0	2	3	2	3	2	1	1	1	1	2	2	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
Weighted Sample		4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237
Unweighted Sample		4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Insider																	
	Very frequently	0	0	0	3	0	0	1	1	1	0	1	0	0	4	0	1
	Fairly frequently	2	3	5	2	4	4	2	13	1	1	10	2	1	7	2	2
	Not very frequently	9	13	13	6	14	13	9	14	8	8	12	13	7	18	8	10
	TOTAL AT ALL	11	16	18	11	18	17	12	28	10	9	23	15	8	29	10	13
	Never	85	82	78	88	81	81	87	68	88	90	72	82	90	68	86	86
	Don't know	4	1	3	1	1	2	2	4	2	1	4	4	1	3	3	1
Private Eye																	
	Very frequently	2	5	3	2	3	1	3	5	0	4	10	2	1	6	2	3
	Fairly frequently	4	6	3	4	9	3	5	13	3	5	4	6	2	11	5	4
	Not very frequently	13	23	19	11	12	15	21	13	12	19	21	19	10	14	11	16
	TOTAL AT ALL	19	34	25	17	24	19	29	31	15	28	35	27	13	31	18	23
	Never	77	65	73	83	75	80	69	68	84	73	64	72	85	69	81	77
	Don't know	4	1	2	1	1	1	1	1	1	0	1	2	1	0	1	1
Vice																	
	Very frequently	1	1	1	0	4	0	1	4	0	0	4	1	0	2	1	1
	Fairly frequently	3	5	3	1	9	3	3	14	7	3	8	3	2	6	2	4
	Not very frequently	10	14	18	14	16	7	13	7	6	14	18	14	11	10	7	13
	TOTAL AT ALL	14	20	22	15	29	10	17	25	13	17	30	18	13	18	10	18
	Never	81	78	74	84	70	87	82	73	85	81	68	79	85	82	89	82
	Don't know	4	1	4	1	1	4	1	2	2	2	1	3	1	0	2	1
The New European																	
	Very frequently	1	2	1	2	1	1	1	3	1	0	5	0	0	4	0	1
	Fairly frequently	2	4	3	2	7	3	1	9	1	2	4	3	1	4	3	1
	Not very frequently	6	12	12	7	15	4	7	13	5	8	16	9	3	21	4	7
	TOTAL AT ALL	9	18	16	11	23	8	9	25	7	10	25	12	4	29	7	9
	Never	87	82	81	87	71	89	90	73	90	88	69	87	93	68	90	90
	Don't know	4	1	2	1	5	3	1	2	2	1	6	1	2	3	3	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335
	Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
Insider																	
	Very frequently	0	0	0	0	0	3	1	0	2	2	0	2	1	0	2	
	Fairly frequently	2	13	4	1	3	4	2	5	2	3	7	4	3	1	5	1
	Not very frequently	9	9	13	8	10	11	4	13	11	8	11	10	9	20	12	11
	TOTAL AT ALL	11	22	17	9	13	15	9	19	13	13	20	14	14	22	17	14
	Never	85	75	78	89	84	83	90	77	86	85	76	83	85	77	80	82
	Don't know	4	2	5	2	2	1	1	3	1	3	4	2	2	1	3	4
Private Eye																	
	Very frequently	2	14	2	3	4	1	0	5	1	3	11	3	2	6	2	3
	Fairly frequently	4	7	7	4	5	6	6	6	4	6	7	8	9	2	7	10
	Not very frequently	13	16	16	16	18	15	9	14	18	16	24	17	15	24	18	17
	TOTAL AT ALL	19	37	25	23	27	22	15	25	23	25	42	28	26	32	27	30
	Never	77	64	74	77	72	77	82	74	77	73	58	69	75	66	73	67
	Don't know	4	0	2	1	1	1	3	0	1	1	0	3	0	1	0	3
Vice																	
	Very frequently	1	4	2	0	1	0	0	3	0	0	5	1	1	1	0	1
	Fairly frequently	3	13	6	2	4	7	3	8	2	7	7	3	6	2	2	8
	Not very frequently	10	19	10	11	13	11	12	16	13	14	18	12	11	21	10	9
	TOTAL AT ALL	14	36	18	13	18	18	15	27	15	21	30	16	18	24	12	18
	Never	81	63	79	86	81	80	83	70	83	78	69	80	83	75	86	81
	Don't know	4	0	3	1	1	1	2	3	2	1	1	3	0	1	1	0
The New European																	
	Very frequently	1	8	4	1	1	0	0	5	1	1	3	1	2	0	1	2
	Fairly frequently	2	7	4	1	2	4	0	3	2	1	7	4	1	1	4	4
	Not very frequently	6	18	6	8	10	8	8	10	8	12	17	13	7	14	13	10
	TOTAL AT ALL	9	33	14	10	13	12	8	18	11	14	27	18	10	15	18	16
	Never	87	64	83	89	87	85	91	81	87	84	71	79	89	83	80	81
	Don't know	4	3	3	1	1	3	1	2	2	2	2	3	1	1	2	3

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
	Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
	Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
Insider																	
	Very frequently	0	0	3	1	0	5	1	0	0	2	0	1	2	1	2	
	Fairly frequently	2	4	3	5	3	5	1	4	3	2	24	4	1	16	4	2
	Not very frequently	9	13	15	7	14	14	8	22	19	11	11	22	11	31	21	8
	TOTAL AT ALL	11	17	18	15	18	19	14	27	22	13	37	26	13	49	26	12
	Never	85	81	78	84	78	79	85	68	76	87	58	70	86	48	71	87
	Don't know	4	2	3	1	4	1	2	5	2	1	4	3	1	4	2	1
Private Eye																	
	Very frequently	2	4	2	2	6	2	0	10	1	1	16	2	1	13	3	1
	Fairly frequently	4	4	7	6	6	7	4	8	4	6	12	7	5	6	7	8
	Not very frequently	13	23	18	10	27	16	10	18	18	14	15	19	14	15	15	10
	TOTAL AT ALL	19	31	27	18	39	25	14	36	23	21	43	28	20	34	25	19
	Never	77	69	71	82	61	75	85	61	75	77	57	71	77	66	73	81
	Don't know	4	1	1	1	0	0	2	3	1	2	0	0	2	0	1	0
Vice																	
	Very frequently	1	2	1	2	2	1	0	7	1	0	8	2	0	6	1	1
	Fairly frequently	3	3	5	5	8	5	5	10	5	0	14	7	3	21	6	8
	Not very frequently	10	17	11	10	14	12	10	22	18	15	22	18	14	19	18	10
	TOTAL AT ALL	14	22	17	17	24	18	15	39	24	15	44	27	17	46	25	19
	Never	81	77	79	82	75	81	85	58	75	85	51	71	81	49	72	81
	Don't know	4	2	4	1	2	2	1	4	2	0	4	3	1	4	3	1
The New European																	
	Very frequently	1	1	1	4	1	1	4	3	1	1	8	2	2	10	1	3
	Fairly frequently	2	4	5	0	6	4	3	10	3	0	10	6	1	5	1	3
	Not very frequently	6	12	10	5	16	11	3	17	11	7	28	11	5	27	17	4
	TOTAL AT ALL	9	17	16	9	23	16	10	30	15	8	46	19	8	42	19	10
	Never	87	81	80	90	74	82	88	66	82	91	54	78	89	58	77	90
	Don't know	4	2	5	1	2	2	2	3	3	2	0	3	4	0	4	1

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Private Eye Trust			Vice Trust			The New European Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
		%	%	%	%	%	%	%	%	%	
Weighted Sample		4044	392	442	303	133	358	298	143	325	282
Unweighted Sample		4044	397	454	287	122	361	293	149	328	269
Insider											
	Very frequently	0	1	1	2	2	2	0	1	0	2
	Fairly frequently	2	5	3	2	20	1	2	9	4	1
	Not very frequently	9	14	12	3	25	17	15	25	17	8
	TOTAL AT ALL	11	20	16	7	47	20	17	35	21	11
	Never	85	78	84	91	53	77	80	63	76	87
	Don't know	4	2	1	1	0	3	3	2	3	1
Private Eye											
	Very frequently	2	10	1	0	7	3	1	19	2	2
	Fairly frequently	4	11	4	5	12	6	4	12	3	5
	Not very frequently	13	40	16	7	26	17	12	32	14	7
	TOTAL AT ALL	19	61	21	12	45	26	17	63	19	14
	Never	77	39	77	86	55	73	82	37	80	86
	Don't know	4	0	1	1	0	1	1	0	1	1
Vice											
	Very frequently	1	3	2	1	7	1	0	8	0	0
	Fairly frequently	3	4	4	6	27	5	5	9	3	5
	Not very frequently	10	16	8	6	33	27	11	18	18	9
	TOTAL AT ALL	14	23	14	13	67	33	16	35	21	14
	Never	81	75	83	86	33	65	83	63	77	85
	Don't know	4	1	2	2	0	2	1	2	2	1
The New European											
	Very frequently	1	2	0	0	8	1	1	6	1	1
	Fairly frequently	2	4	2	1	2	6	3	15	3	2
	Not very frequently	6	9	7	5	18	10	7	33	12	5
	TOTAL AT ALL	9	15	9	6	28	17	11	54	16	8
	Never	87	84	89	91	72	80	86	44	81	89
	Don't know	4	1	1	2	0	3	2	1	2	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South		
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very trustworthy	5	4	7	9	7	3	5	5	9	5	4	4	7	2	5	3	2	3	4	15	5
Trustworthy	23	22	28	36	33	16	24	22	20	25	23	20	29	14	23	22	26	20	17	39	21
TOTAL TRUSTWORTHY	28	26	35	45	40	19	29	27	29	30	27	24	36	16	28	25	28	23	21	54	26
Neither trustworthy nor untrustworthy	19	19	20	15	20	18	21	17	19	18	19	20	18	20	19	17	22	18	19	19	19
Untrustworthy	6	6	5	2	4	7	9	4	11	6	5	6	5	8	6	2	8	6	9	3	7
Very untrustworthy	5	4	4	3	2	7	6	3	2	6	4	4	4	5	4	9	4	7	4	2	4
TOTAL UNTRUSTWORTHY	11	10	9	5	6	14	15	7	13	12	9	10	9	13	10	11	12	13	13	5	11
Don't know	42	46	37	35	33	48	35	49	39	39	45	47	37	50	42	47	39	46	47	22	45
NET TRUST	17	16	26	40	34	5	14	20	16	18	18	14	27	3	18	14	16	10	8	49	15

The Guardian

Very trustworthy	6	3	12	10	11	3	7	6	5	7	7	5	8	5	7	4	6	5	7	13	6
Trustworthy	27	18	39	47	39	15	26	28	36	30	25	20	32	20	27	23	28	27	22	32	28
TOTAL TRUSTWORTHY	33	21	51	57	50	18	33	34	41	37	32	25	40	25	34	27	34	32	29	45	34
Neither trustworthy nor untrustworthy	21	24	19	20	21	22	22	20	20	20	21	23	21	21	21	21	22	20	22	24	20
Untrustworthy	11	15	7	4	7	14	14	8	11	10	9	14	10	11	11	12	10	10	12	8	11
Very untrustworthy	7	12	3	2	3	14	10	5	0	8	8	9	6	9	7	8	7	9	5	5	8
TOTAL UNTRUSTWORTHY	18	27	10	6	10	28	24	13	11	18	17	23	16	20	18	20	17	19	17	13	19
Don't know	28	29	21	17	19	33	22	33	27	25	30	29	22	35	27	32	27	30	32	17	27
NET TRUST	15	-6	41	51	40	-10	9	21	30	19	15	2	24	5	16	7	17	13	12	32	15

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTW ORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very trustworthy	5	18	0	0	13	1	0	12	3	2	10	4	5	12	1	3
Trustworthy	23	82	0	0	46	22	14	50	23	8	50	26	24	53	19	7
TOTAL TRUSTWORTHY	28	100	0	0	59	23	14	62	26	10	60	30	29	65	20	10
Neither trustworthy nor untrustworthy	19	0	100	0	15	54	16	13	54	13	13	50	15	14	55	13
Untrustworthy	6	0	0	57	3	4	27	3	5	31	3	4	19	3	4	30
Very untrustworthy	5	0	0	43	0	1	25	0	0	30	1	2	18	1	2	33
TOTAL UNTRUSTWORTHY	11	0	0	100	3	5	52	3	5	61	4	6	37	4	6	63
Don't know	42	0	0	0	22	17	17	21	14	17	24	15	18	18	18	13
NET TRUST	17	100	0	-100	56	18	-38	59	21	-51	56	24	-8	61	14	-53

The Guardian

Very trustworthy	6	15	4	4	19	0	0	14	4	5	9	4	10	19	1	2
Trustworthy	27	59	24	7	81	0	0	59	19	10	63	25	25	66	16	6
TOTAL TRUSTWORTHY	33	74	28	11	100	0	0	73	23	15	72	29	35	85	17	8
Neither trustworthy nor untrustworthy	21	15	54	9	0	100	0	14	61	13	15	57	13	10	67	6
Untrustworthy	11	7	12	42	0	0	59	8	9	41	6	7	29	3	10	39
Very untrustworthy	7	1	3	35	0	0	41	2	4	31	3	4	22	1	3	46
TOTAL UNTRUSTWORTHY	18	8	15	77	0	0	100	10	13	72	9	11	51	4	13	85
Don't know	28	3	3	3	0	0	0	4	2	1	3	3	1	1	2	1
NET TRUST	15	66	13	-66	100	0	-100	63	10	-57	63	18	-16	81	4	-77

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very trustworthy	5	16	4	3	13	3	7	11	4	7	12	5	5	17	3	6
Trustworthy	23	54	25	10	31	25	31	37	29	31	39	30	26	35	22	31
TOTAL TRUSTWORTHY	28	70	29	13	44	28	38	48	33	38	51	35	31	52	25	37
Neither trustworthy nor untrustworthy	19	14	56	14	16	42	20	15	44	20	16	38	18	24	45	19
Untrustworthy	6	2	3	32	5	4	8	9	4	12	5	5	10	4	4	9
Very untrustworthy	5	1	2	29	2	1	7	2	0	10	4	0	9	8	1	6
TOTAL UNTRUSTWORTHY	11	3	5	61	7	5	15	11	4	22	9	5	19	12	5	15
Don't know	42	14	11	12	34	25	27	25	18	20	24	22	31	13	25	29
NET TRUST	17	67	24	-48	37	23	23	37	29	16	42	30	12	40	20	22

The Guardian

Very trustworthy	6	23	2	2	11	3	11	9	4	10	25	5	5	8	1	9
Trustworthy	27	59	23	10	49	25	34	64	31	33	52	33	32	46	24	34
TOTAL TRUSTWORTHY	33	82	25	12	60	28	45	73	35	43	77	38	37	54	25	43
Neither trustworthy nor untrustworthy	21	11	63	7	15	50	20	12	45	20	11	43	21	19	49	22
Untrustworthy	11	4	9	36	9	8	18	2	10	19	6	6	16	12	9	14
Very untrustworthy	7	1	1	45	4	8	10	5	5	13	1	3	14	8	5	8
TOTAL UNTRUSTWORTHY	18	5	10	81	13	16	28	7	15	32	7	9	30	20	14	22
Don't know	28	2	1	1	12	7	8	7	6	6	5	10	12	7	12	12
NET TRUST	15	77	15	-69	47	12	17	66	20	11	70	29	7	34	11	21

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very trustworthy	5	19	4	7	12	1	1	14	7	6	13	5	4	14	7	10
Trustworthy	23	37	23	31	47	13	3	37	32	21	63	25	10	63	29	19
TOTAL TRUSTWORTHY	28	56	27	38	59	14	4	51	39	27	76	30	14	77	36	29
Neither trustworthy nor untrustworthy	19	13	50	17	15	59	7	13	38	20	12	52	15	11	47	18
Untrustworthy	6	12	5	10	4	9	41	6	5	19	3	5	34	1	6	21
Very untrustworthy	5	5	3	8	1	3	38	2	3	19	2	1	29	2	1	21
TOTAL UNTRUSTWORTHY	11	17	8	18	5	12	79	8	8	38	5	6	63	3	7	42
Don't know	42	15	16	27	22	15	10	28	15	15	6	12	8	9	10	11
NET TRUST	17	39	19	20	54	2	-75	43	31	-11	71	24	-49	74	29	-13

The Guardian

Very trustworthy	6	19	4	8	14	5	4	20	7	4	18	5	4	13	9	7
Trustworthy	27	50	19	37	49	16	5	51	30	17	57	25	13	62	28	22
TOTAL TRUSTWORTHY	33	69	23	45	63	21	9	71	37	21	75	30	17	75	37	29
Neither trustworthy nor untrustworthy	21	24	59	17	19	58	13	12	39	22	14	59	13	16	51	11
Untrustworthy	11	2	8	16	8	15	33	4	11	30	8	8	29	4	9	27
Very untrustworthy	7	3	6	12	4	4	45	3	6	22	1	1	40	4	2	31
TOTAL UNTRUSTWORTHY	18	5	14	28	12	19	78	7	17	52	9	9	69	8	11	58
Don't know	28	2	5	10	6	2	1	10	7	4	2	2	1	1	1	2
NET TRUST	15	64	9	17	51	2	-69	64	20	-31	66	21	-52	67	26	-29

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very trustworthy	5	10	2	3	14	5	3	14	6	4	18	5	8	21	7	2
Trustworthy	23	50	19	5	59	26	4	51	34	17	44	29	27	38	30	16
TOTAL TRUSTWORTHY	28	60	21	8	73	31	7	65	40	21	62	34	35	59	37	18
Neither trustworthy nor untrustworthy	19	18	54	15	13	47	18	20	41	16	12	44	19	15	48	13
Untrustworthy	6	1	7	40	1	5	26	3	6	27	10	7	13	16	8	28
Very untrustworthy	5	1	5	31	1	2	32	1	2	21	4	2	18	4	1	30
TOTAL UNTRUSTWORTHY	11	2	12	71	2	7	58	4	8	48	14	9	31	20	9	58
Don't know	42	19	13	7	12	14	17	12	11	14	12	13	16	6	7	11
NET TRUST	17	58	9	-63	71	24	-51	61	32	-27	48	25	4	39	28	-40

The Guardian

Very trustworthy	6	16	6	4	17	6	1	21	10	4	17	7	4	18	9	0
Trustworthy	27	52	14	4	55	27	7	52	31	18	48	36	24	55	27	18
TOTAL TRUSTWORTHY	33	68	20	8	72	33	8	73	41	22	65	43	28	73	36	18
Neither trustworthy nor untrustworthy	21	17	55	9	17	49	10	15	44	14	21	42	19	11	47	10
Untrustworthy	11	6	14	36	5	10	33	7	10	33	10	6	25	8	12	32
Very untrustworthy	7	3	5	42	1	4	42	2	2	27	0	2	24	4	2	36
TOTAL UNTRUSTWORTHY	18	9	19	78	6	14	75	9	12	60	10	8	49	12	14	68
Don't know	28	6	5	6	5	5	6	3	3	4	3	6	5	4	2	3
NET TRUST	15	59	1	-70	66	19	-67	64	29	-38	55	35	-21	61	22	-50

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

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

[Respondents shown 12 randomly selected media organisations; n=2052-2160]

The Economist

Very trustworthy	5	11	5	3	14	5	4	16	4	4
Trustworthy	23	44	23	19	46	25	20	57	31	7
TOTAL TRUSTWORTHY	28	55	28	22	60	30	24	73	35	11
Neither trustworthy nor untrustworthy	19	23	50	15	15	55	22	13	54	24
Untrustworthy	6	6	5	30	13	5	25	7	3	28
Very untrustworthy	5	2	2	19	5	2	17	3	1	27
TOTAL UNTRUSTWORTHY	11	8	7	49	18	7	42	10	4	55
Don't know	42	14	15	13	8	8	13	4	7	10
NET TRUST	17	47	21	-27	42	23	-18	63	31	-44

The Guardian

Very trustworthy	6	20	5	2	19	7	2	29	5	2
Trustworthy	27	54	28	17	39	29	20	54	25	12
TOTAL TRUSTWORTHY	33	74	33	19	58	36	22	83	30	14
Neither trustworthy nor untrustworthy	21	11	50	17	18	48	15	14	57	9
Untrustworthy	11	10	7	31	14	7	32	2	7	37
Very untrustworthy	7	2	5	28	1	6	26	1	2	37
TOTAL UNTRUSTWORTHY	18	12	12	59	15	13	58	3	9	74
Don't know	28	4	5	5	9	3	5	0	4	4
NET TRUST	15	62	21	-40	43	23	-36	80	21	-60

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Times

Very trustworthy	4	4	4	3	5	4	3	4	3	3	4	5	5	3	4	3	5	2	3	8	4
Trustworthy	26	30	25	41	31	23	25	27	33	24	26	26	31	19	27	19	24	23	26	31	28
TOTAL TRUSTWORTHY	30	34	29	44	36	27	28	31	36	27	30	31	36	22	31	22	29	25	29	39	32
Neither trustworthy nor untrustworthy	25	25	28	24	28	25	27	24	20	25	25	28	26	24	25	25	24	25	22	28	26
Untrustworthy	9	6	11	8	11	7	11	7	10	10	9	7	10	8	9	5	10	9	10	10	9
Very untrustworthy	7	6	8	5	6	8	10	4	3	9	7	5	6	9	7	6	8	9	4	6	7
TOTAL UNTRUSTWORTHY	16	12	19	13	17	15	21	11	13	19	16	12	16	17	16	11	18	18	14	16	16
Don't know	29	28	25	19	19	33	24	33	31	29	29	29	22	38	28	42	30	31	34	18	27
NET TRUST	14	22	10	31	19	12	7	20	23	8	14	19	20	5	15	11	11	7	15	23	16

The Telegraph

Very trustworthy	2	4	2	1	3	3	3	2	1	2	4	3	3	1	2	0	5	2	3	4	2
Trustworthy	22	31	17	21	21	23	21	23	24	21	22	22	24	19	23	18	17	20	19	26	25
TOTAL TRUSTWORTHY	24	35	19	22	24	26	24	25	25	23	26	25	27	20	25	18	22	22	22	30	27
Neither trustworthy nor untrustworthy	25	26	23	30	26	25	24	25	23	24	23	29	26	22	25	22	22	24	25	29	24
Untrustworthy	15	8	22	27	20	11	17	12	13	16	15	12	17	12	15	13	17	15	14	18	14
Very untrustworthy	9	6	12	3	10	8	12	6	6	10	10	8	9	10	9	12	10	11	8	9	7
TOTAL UNTRUSTWORTHY	24	14	34	30	30	19	29	18	19	26	25	20	26	22	24	25	27	26	22	27	21
Don't know	27	25	24	17	19	30	23	31	34	27	26	26	21	36	27	34	30	29	32	15	27
NET TRUST	0	21	-15	-8	-6	7	-5	7	6	-3	1	5	1	-2	1	-7	-5	-4	0	3	6

The Independent

Very trustworthy	4	3	6	7	7	2	4	4	4	4	5	4	5	3	4	3	5	3	5	9	3
Trustworthy	26	22	35	38	36	17	23	28	26	27	27	21	30	20	26	22	22	23	24	34	27
TOTAL TRUSTWORTHY	30	25	41	45	43	19	27	32	30	31	32	25	35	23	30	25	27	26	29	43	30
Neither trustworthy nor untrustworthy	27	30	26	26	27	28	28	26	26	25	27	32	30	24	27	26	30	26	27	32	26
Untrustworthy	8	9	6	6	7	10	11	5	11	9	7	8	8	9	8	11	11	9	8	4	9
Very untrustworthy	6	7	4	2	2	9	8	4	2	7	5	6	4	7	6	7	5	7	5	2	6
TOTAL UNTRUSTWORTHY	14	16	10	8	9	19	19	9	13	16	12	14	12	16	14	18	16	16	13	6	15
Don't know	29	29	23	21	20	34	26	33	30	28	29	30	23	38	29	31	27	33	30	20	30
NET TRUST	16	9	31	37	34	0	8	23	17	15	20	11	23	7	16	7	11	10	16	37	15

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Times

Very trustworthy	4	12	2	0	10	2	1	13	0	0	12	2	1	12	1	1
Trustworthy	26	58	18	9	57	17	14	87	0	0	74	16	10	60	19	12
TOTAL TRUST WORTHY	30	70	20	9	67	19	15	100	0	0	86	18	11	72	20	13
Neither trustworthy nor untrustworthy	25	24	66	11	18	70	17	0	100	0	10	77	21	15	70	12
Untrustworthy	9	5	8	35	6	6	38	0	0	57	1	2	34	6	5	32
Very untrustworthy	7	0	2	42	2	4	26	0	0	43	1	1	32	3	4	43
TOTAL UNTRUST WORTHY	16	5	10	77	8	10	64	0	0	100	2	3	66	9	9	75
Don't know	29	2	3	2	7	2	4	0	0	0	2	1	3	4	1	1
NET TRUST	14	65	10	-68	59	9	-49	100	0	-100	84	15	-55	63	11	-62

The Telegraph

Very trustworthy	2	6	1	1	4	0	2	9	1	0	10	0	0	5	1	1
Trustworthy	22	45	16	7	45	16	11	63	8	2	90	0	0	52	13	4
TOTAL TRUST WORTHY	24	51	17	8	49	16	13	72	9	2	100	0	0	57	14	5
Neither trustworthy nor untrustworthy	25	24	62	13	20	65	15	14	71	5	0	100	0	19	62	9
Untrustworthy	15	19	11	38	18	9	41	7	14	45	0	0	62	16	14	46
Very untrustworthy	9	3	7	42	5	5	29	1	5	46	0	0	38	6	8	38
TOTAL UNTRUST WORTHY	24	22	18	80	23	14	70	8	19	91	0	0	100	22	22	84
Don't know	27	4	3	0	7	3	2	6	1	1	0	0	0	2	2	2
NET TRUST	0	29	-1	-72	26	2	-57	64	-10	-89	100	0	-100	35	-8	-79

The Independent

Very trustworthy	4	9	2	1	13	0	1	13	1	2	9	3	5	14	0	0
Trustworthy	26	62	19	7	61	11	4	56	15	12	66	22	22	86	0	0
TOTAL TRUST WORTHY	30	71	21	8	74	11	5	69	16	14	75	25	27	100	0	0
Neither trustworthy nor untrustworthy	27	20	69	14	16	81	20	19	75	14	15	68	23	0	100	0
Untrustworthy	8	4	8	38	4	4	35	6	6	31	2	5	28	0	0	60
Very untrustworthy	6	1	0	36	1	0	34	0	1	35	1	0	18	0	0	40
TOTAL UNTRUST WORTHY	14	5	8	74	5	4	69	6	7	66	3	5	46	0	0	100
Don't know	29	4	2	3	6	3	6	5	3	6	7	2	4	0	0	0
NET TRUST	16	66	13	-66	69	7	-64	63	9	-52	72	20	-19	100	0	-100

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY		
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Times																	
	Very trustworthy	4	10	2	1	12	2	4	10	6	3	14	2	4	19	4	4
	Trustworthy	26	53	23	10	56	31	29	57	32	29	51	27	33	36	31	33
	TOTAL TRUSTWORTHY	30	63	25	11	68	33	33	67	38	32	65	29	37	55	35	37
	Neither trustworthy nor untrustworthy	25	21	65	14	12	53	26	11	54	25	15	57	22	27	55	26
	Untrustworthy	9	10	5	31	4	2	18	7	4	20	8	5	16	7	4	13
	Very untrustworthy	7	3	4	43	2	1	13	6	0	17	3	1	12	0	0	12
	TOTAL UNTRUSTWORTHY	16	13	9	74	6	3	31	13	4	37	11	6	28	7	4	25
	Don't know	29	3	1	1	14	11	11	9	4	6	8	8	12	11	7	13
	NET TRUST	14	50	16	-63	62	30	2	54	34	-5	54	23	9	48	31	12
The Telegraph																	
	Very trustworthy	2	7	1	4	17	1	2	11	2	2	10	1	3	14	3	2
	Trustworthy	22	44	17	6	50	32	20	54	32	18	46	25	29	41	26	23
	TOTAL TRUSTWORTHY	24	51	18	10	67	33	22	65	34	20	56	26	32	55	29	25
	Neither trustworthy nor untrustworthy	25	18	61	11	16	52	25	23	57	23	17	47	22	29	51	24
	Untrustworthy	15	21	12	35	7	5	27	7	4	32	17	12	21	5	6	23
	Very untrustworthy	9	6	7	42	0	1	16	1	1	19	5	6	14	0	3	15
	TOTAL UNTRUSTWORTHY	24	27	19	77	7	6	43	8	5	51	22	18	35	5	9	38
	Don't know	27	3	1	2	9	9	10	3	3	7	5	9	11	11	12	13
	NET TRUST	0	24	-1	-67	60	27	-21	57	29	-31	34	8	-3	50	20	-13
The Independent																	
	Very trustworthy	4	17	0	1	14	2	6	15	3	5	11	4	6	16	1	5
	Trustworthy	26	71	18	4	45	22	32	47	25	36	51	30	30	47	25	32
	TOTAL TRUSTWORTHY	30	88	18	5	59	24	38	62	28	41	62	34	36	63	26	37
	Neither trustworthy nor untrustworthy	27	6	78	13	20	57	26	22	62	24	22	49	27	30	56	26
	Untrustworthy	8	1	4	39	5	5	14	7	5	15	6	4	15	3	3	13
	Very untrustworthy	6	0	0	43	1	2	9	2	0	12	0	2	10	0	1	9
	TOTAL UNTRUSTWORTHY	14	1	4	82	6	7	23	9	5	27	6	6	25	3	4	22
	Don't know	29	4	1	1	14	13	14	7	5	8	11	10	13	4	14	15
	NET TRUST	16	87	14	-77	53	17	15	53	23	14	56	28	11	60	22	15

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY		
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Times																	
	Very trustworthy	4	18	4	4	10	1	0	10	3	4	18	2	2	17	3	1
	Trustworthy	26	48	23	34	55	12	1	51	30	20	54	20	12	58	27	18
	TOTAL TRUSTWORTHY	30	66	27	38	65	13	1	61	33	24	72	22	14	75	30	19
	Neither trustworthy nor untrustworthy	25	21	62	23	25	72	7	18	49	20	18	70	15	16	63	23
	Untrustworthy	9	4	4	16	4	10	42	5	8	23	4	5	30	5	4	29
	Very untrustworthy	7	3	0	14	2	4	47	2	2	30	3	2	38	2	2	27
	TOTAL UNTRUSTWORTHY	16	7	4	30	6	14	89	7	10	53	7	7	68	7	6	56
	Don't know	29	6	6	9	5	2	3	14	7	3	2	1	2	3	1	1
	NET TRUST	14	59	23	8	59	-1	-88	54	23	-29	65	15	-54	68	24	-37
The Telegraph																	
	Very trustworthy	2	28	2	2	5	0	0	10	2	2	10	2	3	14	2	1
	Trustworthy	22	46	19	28	41	8	6	42	23	16	49	20	13	48	23	10
	TOTAL TRUSTWORTHY	24	74	21	30	46	8	6	52	25	18	59	22	16	62	25	11
	Neither trustworthy nor untrustworthy	25	24	64	24	26	67	10	18	47	13	14	59	15	21	56	14
	Untrustworthy	15	0	7	22	17	12	40	12	15	31	23	10	32	14	10	43
	Very untrustworthy	9	3	3	14	6	10	42	4	7	33	1	7	36	4	7	31
	TOTAL UNTRUSTWORTHY	24	3	10	36	23	22	82	16	22	64	24	17	68	18	17	74
	Don't know	27	0	5	10	5	2	2	14	7	5	3	3	1	1	2	1
	NET TRUST	0	71	11	-6	23	-14	-76	36	3	-46	35	5	-52	44	8	-63
The Independent																	
	Very trustworthy	4	18	3	5	8	1	1	12	4	1	16	3	1	15	5	3
	Trustworthy	26	46	20	34	52	12	11	47	33	16	59	22	14	55	25	23
	TOTAL TRUSTWORTHY	30	64	23	39	60	13	12	59	37	17	75	25	15	70	30	26
	Neither trustworthy nor untrustworthy	27	24	67	27	25	69	10	19	49	29	19	63	18	20	58	23
	Untrustworthy	8	4	5	14	6	10	29	7	5	26	2	8	30	6	6	25
	Very untrustworthy	6	2	2	10	2	3	47	4	0	23	2	1	34	0	2	23
	TOTAL UNTRUSTWORTHY	14	6	7	24	8	13	76	11	5	49	4	9	64	6	8	48
	Don't know	29	6	3	11	8	4	2	12	8	4	2	3	4	5	4	3
	NET TRUST	16	58	16	15	52	0	-64	48	32	-32	71	16	-49	64	22	-22

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255	
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Times																	
	Very trustworthy	4	7	4	3	9	4	0	8	6	2	20	4	4	16	4	2
	Trustworthy	26	49	16	6	48	24	8	48	23	21	51	25	28	51	26	22
	TOTAL TRUST WORTHY	30	56	20	9	57	28	8	56	29	23	71	29	32	67	30	24
	Neither trustworthy nor untrustworthy	25	26	63	8	31	59	6	24	57	18	19	53	21	19	59	14
	Untrustworthy	9	8	9	35	3	5	30	9	7	29	4	7	18	9	7	30
	Very untrustworthy	7	2	6	43	4	3	47	0	3	25	1	5	22	0	2	29
	TOTAL UNTRUST WORTHY	16	10	15	78	7	8	77	9	10	54	5	12	40	9	9	59
	Don't know	29	9	2	5	5	6	9	11	4	5	4	6	7	5	2	3
	NET TRUST	14	46	5	-69	50	20	-69	47	19	-31	66	17	-8	58	21	-35
The Telegraph																	
	Very trustworthy	2	5	1	2	5	2	1	10	2	2	5	2	1	9	3	1
	Trustworthy	22	39	13	6	37	17	5	28	19	12	35	22	24	48	19	16
	TOTAL TRUST WORTHY	24	44	14	8	42	19	6	38	21	14	40	24	25	57	22	17
	Neither trustworthy nor untrustworthy	25	24	61	9	24	61	11	23	51	20	19	49	21	17	57	14
	Untrustworthy	15	18	13	44	23	10	36	22	17	32	26	16	23	19	13	30
	Very untrustworthy	9	6	9	30	8	6	38	9	8	28	13	6	23	3	7	35
	TOTAL UNTRUST WORTHY	24	24	22	74	31	16	74	31	25	60	39	22	46	22	20	65
	Don't know	27	8	2	8	4	4	9	8	3	6	2	5	7	4	2	4
	NET TRUST	0	20	-8	-66	11	3	-68	7	-4	-46	1	2	-21	35	2	-48
The Independent																	
	Very trustworthy	4	10	2	1	10	3	2	13	4	2	20	3	2	30	5	2
	Trustworthy	26	52	15	6	56	20	7	59	31	15	47	27	28	45	27	13
	TOTAL TRUST WORTHY	30	62	17	7	66	23	9	72	35	17	67	30	30	75	32	15
	Neither trustworthy nor untrustworthy	27	23	59	15	24	68	11	20	53	20	21	55	20	15	57	20
	Untrustworthy	8	7	10	28	4	5	32	2	7	32	5	6	18	5	8	26
	Very untrustworthy	6	1	4	47	1	0	42	1	0	27	4	2	23	3	0	38
	TOTAL UNTRUST WORTHY	14	8	14	75	5	5	74	3	7	59	9	8	41	8	8	64
	Don't know	29	7	9	2	5	4	6	5	4	4	2	7	10	2	3	1
	NET TRUST	16	54	3	-68	61	18	-65	69	28	-42	58	22	-11	67	24	-49

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The Times

Very trustworthy	4	7	3	4	11	2	3	15	4	2
Trustworthy	26	42	23	17	34	21	21	43	20	12
TOTAL TRUSTWORTHY	30	49	26	21	45	23	24	58	24	14
Neither trustworthy nor untrustworthy	25	25	59	19	31	61	15	31	65	12
Untrustworthy	9	11	7	27	14	8	27	8	5	26
Very untrustworthy	7	5	4	29	6	4	30	1	3	41
TOTAL UNTRUSTWORTHY	16	16	11	56	20	12	57	9	8	67
Don't know	29	9	4	5	4	3	4	2	2	6
NET TRUST	14	33	15	-35	25	11	-33	49	16	-53

The Telegraph

Very trustworthy	2	5	1	1	6	3	2	11	2	2
Trustworthy	22	25	21	20	25	18	17	24	16	11
TOTAL TRUSTWORTHY	24	30	22	21	31	21	19	35	18	13
Neither trustworthy nor untrustworthy	25	22	56	16	31	57	14	17	65	12
Untrustworthy	15	30	13	29	23	10	32	32	10	37
Very untrustworthy	9	12	6	30	10	8	30	13	6	32
TOTAL UNTRUSTWORTHY	24	42	19	59	33	18	62	45	16	69
Don't know	27	6	3	4	5	4	6	2	1	6
NET TRUST	0	-12	3	-38	-2	3	-43	-10	2	-56

The Independent

Very trustworthy	4	10	4	3	14	1	0	27	2	0
Trustworthy	26	51	25	18	40	29	16	47	23	11
TOTAL TRUSTWORTHY	30	61	29	21	54	30	16	74	25	11
Neither trustworthy nor untrustworthy	27	21	53	22	29	58	26	22	63	17
Untrustworthy	8	7	7	29	10	7	29	4	7	31
Very untrustworthy	6	2	2	23	2	2	26	0	2	37
TOTAL UNTRUSTWORTHY	14	9	9	52	12	9	55	4	9	68
Don't know	29	9	8	6	5	3	3	0	3	3
NET TRUST	16	52	20	-31	42	21	-39	70	16	-57

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The i

Very trustworthy	3	2	5	4	5	2	4	2	1	2	4	4	3	2	2	7	5	2	3	3	2
Trustworthy	17	12	26	30	29	11	17	16	11	22	16	12	21	11	17	16	14	16	14	20	18
TOTAL TRUSTWORTHY	20	14	31	34	34	13	21	18	12	24	20	16	24	13	19	23	19	18	17	23	20
Neither trustworthy nor untrustworthy	22	24	23	24	24	22	23	22	27	20	23	24	23	21	23	22	20	18	22	30	24
Untrustworthy	7	8	6	5	6	8	8	6	8	6	8	8	7	7	7	8	7	7	8	5	7
Very untrustworthy	6	8	4	2	3	9	9	4	4	7	5	7	5	8	6	9	7	9	5	5	6
TOTAL UNTRUSTWORTHY	13	16	10	7	9	17	17	10	12	13	13	15	12	15	13	17	14	16	13	10	13
Don't know	45	47	35	35	33	47	39	50	49	44	44	45	41	50	45	39	47	49	48	37	43
NET TRUST	7	-2	21	27	25	-4	4	8	0	11	7	1	12	-2	6	6	5	2	4	13	7

The Daily Mail

Very trustworthy	2	2	2	1	2	2	3	1	4	1	3	2	2	2	2	2	4	1	3	2	2
Trustworthy	8	13	4	8	5	12	7	8	13	5	8	10	8	8	8	6	8	8	8	10	7
TOTAL TRUSTWORTHY	10	15	6	9	7	14	10	9	17	6	11	12	10	10	10	8	12	9	11	12	9
Neither trustworthy nor untrustworthy	23	34	13	19	16	31	22	23	20	20	21	32	22	24	23	34	18	19	22	27	24
Untrustworthy	19	18	19	26	22	17	17	20	13	19	20	18	20	16	18	15	23	18	21	14	19
Very untrustworthy	28	13	49	36	44	16	33	24	27	35	27	19	33	21	28	25	29	30	24	35	27
TOTAL UNTRUSTWORTHY	47	31	68	62	66	33	50	44	40	54	47	37	53	37	46	40	52	48	45	49	46
Don't know	20	20	14	11	11	23	18	22	22	20	22	18	14	29	21	18	19	24	22	13	20
NET TRUST	-37	-16	-62	-53	-59	-19	-40	-35	-23	-48	-36	-25	-43	-27	-36	-32	-40	-39	-34	-37	-37

The Express

Very trustworthy	1	1	1	2	1	1	1	1	3	1	1	1	1	1	1	1	2	1	1	3	1
Trustworthy	7	8	5	9	5	9	6	8	11	6	7	8	7	8	7	6	7	10	5	9	6
TOTAL TRUSTWORTHY	8	9	6	11	6	10	7	9	14	7	8	9	8	9	8	7	9	11	6	12	7
Neither trustworthy nor untrustworthy	22	31	14	19	18	29	22	22	19	18	22	31	23	21	22	28	20	19	23	24	24
Untrustworthy	20	20	25	27	26	18	19	21	20	20	20	21	25	14	20	18	20	20	19	20	21
Very untrustworthy	19	12	31	24	30	12	23	15	12	22	21	15	20	17	19	17	19	19	15	15	21
TOTAL UNTRUSTWORTHY	39	32	56	51	56	30	42	36	32	42	41	36	45	31	39	35	39	39	34	35	42
Don't know	30	27	25	18	20	31	27	33	36	33	28	26	23	39	30	31	32	31	36	28	27
NET TRUST	-31	-23	-50	-40	-50	-20	-35	-27	-18	-35	-33	-27	-37	-22	-31	-28	-30	-28	-28	-23	-35

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The i																
Very trustworthy	3	7	3	1	10	0	1	8	1	3	6	2	2	8	0	0
Trustworthy	17	41	11	4	39	9	5	33	15	12	39	15	23	48	3	2
TOTAL TRUSTWORTHY	20	48	14	5	49	9	6	41	16	15	45	17	25	56	3	2
Neither trustworthy nor untrustworthy	22	21	58	9	18	64	13	19	59	12	18	58	20	15	67	7
Untrustworthy	7	5	9	32	4	4	27	4	5	25	3	5	19	2	6	36
Very untrustworthy	6	1	0	42	1	1	36	1	2	35	2	1	23	1	1	46
TOTAL UNTRUSTWORTHY	13	6	9	74	5	5	63	5	7	60	5	6	42	3	7	82
Don't know	45	23	19	12	28	22	19	35	18	13	32	19	12	27	23	10
NET TRUST	7	42	5	-69	44	4	-57	36	9	-45	40	11	-17	53	-4	-80
The Daily Mail																
Very trustworthy	2	3	2	2	3	2	1	5	0	1	6	0	0	3	2	0
Trustworthy	8	13	6	6	14	5	6	16	4	3	18	5	2	14	5	3
TOTAL TRUSTWORTHY	10	16	8	8	17	7	7	21	4	4	24	5	2	17	7	3
Neither trustworthy nor untrustworthy	23	22	45	12	19	50	20	26	49	4	31	45	6	19	47	12
Untrustworthy	19	23	19	24	22	20	30	26	17	27	26	20	22	22	18	26
Very untrustworthy	28	37	27	51	41	21	42	23	28	65	18	28	67	42	28	56
TOTAL UNTRUSTWORTHY	47	60	46	75	63	41	72	49	45	92	44	48	89	64	46	82
Don't know	20	1	2	5	1	1	2	3	1	1	2	2	2	1	1	2
NET TRUST	-37	-44	-38	-67	-46	-34	-65	-28	-41	-88	-20	-43	-87	-47	-39	-79
The Express																
Very trustworthy	1	4	0	2	2	2	1	3	0	2	3	1	1	3	2	1
Trustworthy	7	11	7	8	15	3	3	14	4	4	21	8	2	14	5	5
TOTAL TRUSTWORTHY	8	15	7	10	17	5	4	17	4	6	24	9	3	17	7	6
Neither trustworthy nor untrustworthy	22	25	48	9	25	53	20	31	55	6	32	52	5	21	51	8
Untrustworthy	20	29	22	33	24	24	35	25	22	34	24	21	36	30	20	34
Very untrustworthy	19	23	19	45	24	13	35	15	17	52	9	15	50	27	16	49
TOTAL UNTRUSTWORTHY	39	52	41	78	48	37	70	40	39	86	33	36	86	57	36	83
Don't know	30	7	4	4	10	5	7	12	3	1	11	4	5	5	6	3
NET TRUST	-31	-37	-34	-68	-31	-32	-66	-23	-35	-80	-9	-27	-83	-40	-29	-77

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The i																	
	Very trustworthy	3	15	0	0	12	1	3	8	3	4	13	1	2	13	1	3
	Trustworthy	17	85	0	0	26	15	21	37	19	23	34	20	20	32	17	22
	TOTAL TRUSTWORTHY	20	100	0	0	38	16	24	45	22	27	47	21	22	45	18	25
	Neither trustworthy nor untrustworthy	22	0	100	0	24	51	21	16	53	21	20	50	20	29	54	20
	Untrustworthy	7	0	0	52	3	3	13	3	3	15	3	2	13	1	4	10
	Very untrustworthy	6	0	0	48	2	3	10	4	1	14	1	1	12	2	2	10
	TOTAL UNTRUSTWORTHY	13	0	0	100	5	6	23	7	4	29	4	3	25	3	6	20
	Don't know	45	0	0	0	32	27	31	31	21	22	29	25	33	22	22	34
	NET TRUST	7	100	0	-100	33	10	1	38	18	-2	43	18	-3	42	12	5
The Daily Mail																	
	Very trustworthy	2	6	2	2	21	0	0	15	2	0	17	1	0	25	1	0
	Trustworthy	8	14	8	2	79	0	0	57	7	2	49	10	4	39	12	5
	TOTAL TRUSTWORTHY	10	20	10	4	100	0	0	72	9	2	66	11	4	64	13	5
	Neither trustworthy nor untrustworthy	23	19	48	9	0	100	0	18	74	9	7	54	17	23	66	15
	Untrustworthy	19	21	17	30	0	0	40	4	12	33	8	10	28	5	9	29
	Very untrustworthy	28	40	23	56	0	0	60	4	6	55	19	22	47	4	4	46
	TOTAL UNTRUSTWORTHY	47	61	40	86	0	0	100	8	18	88	27	32	75	9	13	75
	Don't know	20	0	1	1	0	0	0	3	0	0	1	3	3	4	8	4
	NET TRUST	-37	-41	-30	-82	100	0	-100	64	-9	-86	39	-21	-71	55	0	-70
The Express																	
	Very trustworthy	1	4	1	0	11	0	0	15	0	0	12	2	0	15	1	0
	Trustworthy	7	17	6	5	52	7	2	85	0	0	46	8	4	50	8	5
	TOTAL TRUSTWORTHY	8	21	7	5	63	7	2	100	0	0	58	10	4	65	9	5
	Neither trustworthy nor untrustworthy	22	22	52	7	19	69	8	0	100	0	13	53	17	25	69	18
	Untrustworthy	20	22	21	35	8	12	38	0	0	52	6	17	34	5	8	33
	Very untrustworthy	19	29	17	52	2	3	40	0	0	48	18	15	31	0	2	29
	TOTAL UNTRUSTWORTHY	39	51	38	87	10	15	78	0	0	100	24	32	65	5	10	62
	Don't know	30	6	4	1	8	8	12	0	0	0	5	6	13	5	12	15
	NET TRUST	-31	-30	-31	-82	53	-8	-76	100	0	-100	34	-22	-61	60	-1	-57

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
	Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The i																	
	Very trustworthy	3	12	3	3	7	1	0	9	2	2	14	2	3	11	4	4
	Trustworthy	17	30	12	23	38	6	3	41	20	12	48	18	5	44	20	17
	TOTAL TRUSTWORTHY	20	42	15	26	45	7	3	50	22	14	62	20	8	55	24	21
	Neither trustworthy nor untrustworthy	22	35	60	22	20	61	7	11	51	16	18	59	16	19	56	18
	Untrustworthy	7	1	4	12	4	10	30	2	5	25	3	9	30	6	4	24
	Very untrustworthy	6	5	1	13	3	4	56	4	2	28	2	1	39	2	3	27
	TOTAL UNTRUSTWORTHY	13	6	5	25	7	14	86	6	7	53	5	10	69	8	7	51
	Don't know	45	17	20	28	28	17	4	34	20	17	16	11	7	17	13	10
	NET TRUST	7	36	10	1	38	-7	-83	44	15	-39	57	10	-61	47	17	-30
The Daily Mail																	
	Very trustworthy	2	26	4	1	4	1	1	5	1	3	12	2	2	8	1	1
	Trustworthy	8	31	8	6	14	2	4	25	8	2	24	7	5	23	9	7
	TOTAL TRUSTWORTHY	10	57	12	7	18	3	5	30	9	5	36	9	7	31	10	8
	Neither trustworthy nor untrustworthy	23	26	65	19	24	54	10	25	39	11	23	50	15	27	50	9
	Untrustworthy	19	5	8	29	24	18	28	15	22	27	13	20	29	20	18	23
	Very untrustworthy	28	12	14	42	31	24	57	23	28	57	26	20	48	20	19	60
	TOTAL UNTRUSTWORTHY	47	17	22	71	55	42	85	38	50	84	39	40	77	40	37	83
	Don't know	20	0	2	3	2	1	0	7	2	0	2	2	1	1	2	1
	NET TRUST	-37	40	-10	-64	-37	-39	-80	-8	-41	-79	-3	-31	-70	-9	-27	-75
The Express																	
	Very trustworthy	1	16	0	1	1	0	1	4	0	3	5	2	1	3	1	0
	Trustworthy	7	48	8	6	13	4	2	28	5	4	18	6	5	18	7	4
	TOTAL TRUSTWORTHY	8	64	8	7	14	4	3	32	5	7	23	8	6	21	8	4
	Neither trustworthy nor untrustworthy	22	28	74	20	29	51	6	21	44	9	25	55	9	30	50	6
	Untrustworthy	20	0	6	35	25	19	32	18	26	38	21	19	35	26	20	33
	Very untrustworthy	19	4	7	31	23	19	56	16	16	42	29	15	48	20	17	54
	TOTAL UNTRUSTWORTHY	39	4	13	66	48	38	88	34	42	80	50	34	83	46	37	87
	Don't know	30	4	5	8	9	8	3	12	9	3	2	3	2	2	4	2
	NET TRUST	-31	60	-5	-59	-34	-34	-85	-2	-37	-73	-27	-26	-77	-25	-29	-83

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The i																
Very trustworthy	3	7	2	2	8	2	1	10	3	4	10	3	1	18	3	1
Trustworthy	17	39	9	4	42	11	4	43	21	11	39	19	17	40	15	7
TOTAL TRUSTWORTHY	20	46	11	6	50	13	5	53	24	15	49	22	18	58	18	8
Neither trustworthy nor untrustworthy	22	21	58	8	22	65	11	22	53	10	24	53	17	19	63	8
Untrustworthy	7	5	7	29	7	5	28	2	4	28	2	4	20	5	6	36
Very untrustworthy	6	2	4	49	1	4	47	1	2	31	1	2	22	3	3	36
TOTAL UNTRUSTWORTHY	13	7	11	78	8	9	75	3	6	59	3	6	42	8	9	72
Don't know	45	27	20	7	19	13	10	22	16	15	23	20	23	14	11	12
NET TRUST	7	39	0	-72	42	4	-70	50	18	-44	46	16	-24	50	9	-64
The Daily Mail																
Very trustworthy	2	3	2	4	6	3	2	9	2	2	16	1	1	18	1	1
Trustworthy	8	11	7	8	16	7	3	20	7	3	15	7	6	29	7	4
TOTAL TRUSTWORTHY	10	14	9	12	22	10	5	29	9	5	31	8	7	47	8	5
Neither trustworthy nor untrustworthy	23	25	48	7	18	52	11	15	41	13	14	46	15	18	49	18
Untrustworthy	19	18	19	30	22	16	26	19	20	29	19	17	27	14	18	33
Very untrustworthy	28	41	22	46	36	20	54	34	29	49	32	25	48	19	22	40
TOTAL UNTRUSTWORTHY	47	59	41	76	58	36	80	53	49	78	51	42	75	33	40	73
Don't know	20	3	3	4	1	1	4	3	1	5	4	3	4	2	3	4
NET TRUST	-37	-45	-32	-64	-36	-26	-75	-24	-40	-73	-20	-34	-68	14	-32	-68
The Express																
Very trustworthy	1	1	0	3	5	1	1	5	1	1	5	3	1	19	0	1
Trustworthy	7	15	9	2	15	9	5	19	6	4	38	6	5	33	10	3
TOTAL TRUSTWORTHY	8	16	9	5	20	10	6	24	7	5	43	9	6	52	10	4
Neither trustworthy nor untrustworthy	22	23	51	7	26	50	8	20	48	14	12	47	15	17	48	14
Untrustworthy	20	27	20	36	25	20	32	20	20	32	16	16	36	14	20	39
Very untrustworthy	19	23	17	49	24	13	47	27	19	45	22	18	33	13	18	38
TOTAL UNTRUSTWORTHY	39	50	37	85	49	33	79	47	39	77	38	34	69	27	38	77
Don't know	30	11	3	3	5	6	8	9	6	4	6	11	11	3	4	5
NET TRUST	-31	-34	-28	-80	-29	-23	-73	-23	-32	-72	5	-25	-63	25	-28	-73

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The i

Very trustworthy	3	11	1	2	10	2	3	11	1	2
Trustworthy	17	41	21	10	30	18	11	49	13	6
TOTAL TRUSTWORTHY	20	52	22	12	40	20	14	60	14	8
Neither trustworthy nor untrustworthy	22	21	58	12	22	65	14	22	69	10
Untrustworthy	7	6	6	32	8	4	36	6	8	32
Very untrustworthy	6	1	2	30	4	3	24	4	3	43
TOTAL UNTRUSTWORTHY	13	7	8	62	12	7	60	10	11	75
Don't know	45	22	12	14	26	9	11	7	6	8
NET TRUST	7	45	14	-50	28	13	-46	50	3	-67

The Daily Mail

Very trustworthy	2	5	2	3	11	2	2	12	1	5
Trustworthy	8	9	6	9	18	8	4	19	4	7
TOTAL TRUSTWORTHY	10	14	8	12	29	10	6	31	5	12
Neither trustworthy nor untrustworthy	23	13	54	20	8	48	20	9	56	15
Untrustworthy	19	23	15	25	20	13	32	16	13	29
Very untrustworthy	28	49	22	39	39	28	41	44	23	41
TOTAL UNTRUSTWORTHY	47	72	37	64	59	41	73	60	36	70
Don't know	20	1	1	4	4	2	2	1	3	3
NET TRUST	-37	-58	-29	-52	-30	-31	-67	-29	-31	-58

The Express

Very trustworthy	1	4	0	2	10	1	2	7	0	4
Trustworthy	7	11	7	3	18	10	3	22	2	7
TOTAL TRUSTWORTHY	8	15	7	5	28	11	5	29	2	11
Neither trustworthy nor untrustworthy	22	14	53	24	14	48	14	16	61	11
Untrustworthy	20	24	18	33	28	21	39	14	19	37
Very untrustworthy	19	38	14	34	17	15	36	37	14	37
TOTAL UNTRUSTWORTHY	39	62	32	67	45	36	75	51	33	74
Don't know	30	9	7	5	13	4	6	4	4	4
NET TRUST	-31	-47	-25	-62	-17	-25	-70	-22	-31	-63

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Mirror

Very trustworthy	1	1	1	1	1	1	1	1	3	1	1	1	1	1	1	0	4	1	1	2	1
Trustworthy	7	5	10	9	8	5	9	6	13	7	8	6	8	6	7	6	6	10	6	12	5
TOTAL TRUSTWORTHY	8	6	11	10	9	6	10	7	16	8	9	7	9	7	8	6	10	11	7	14	6
Neither trustworthy nor untrustworthy	23	21	27	27	24	24	25	21	15	22	26	25	22	24	24	24	15	23	22	25	24
Untrustworthy	25	32	23	26	28	26	24	26	24	25	24	27	27	22	25	23	28	22	27	22	27
Very untrustworthy	20	18	21	19	23	17	21	19	20	23	19	16	23	17	20	17	22	19	16	22	23
TOTAL UNTRUSTWORTHY	45	50	44	45	51	43	45	45	44	48	43	43	50	39	45	40	50	41	43	44	50
Don't know	24	23	18	18	16	26	20	27	26	23	22	26	18	30	23	30	25	26	28	17	21
NET TRUST	-37	-44	-33	-35	-42	-37	-35	-38	-28	-40	-34	-36	-41	-32	-37	-34	-40	-30	-36	-30	-44

The Sun

Very trustworthy	2	2	2	2	1	2	2	2	3	2	3	2	2	2	2	3	3	2	2	2	2
Trustworthy	4	4	2	2	3	3	4	3	5	4	3	3	4	3	4	6	4	5	1	7	3
TOTAL TRUSTWORTHY	6	6	4	4	4	5	6	5	8	6	6	5	6	5	6	9	7	7	3	9	5
Neither trustworthy nor untrustworthy	15	19	12	14	12	20	16	15	11	13	16	20	13	18	15	19	13	15	16	17	15
Untrustworthy	23	28	19	27	25	24	21	25	19	22	25	25	26	19	24	17	19	24	22	20	26
Very untrustworthy	36	27	51	41	49	27	41	31	36	41	35	27	40	30	35	35	44	33	33	38	36
TOTAL UNTRUSTWORTHY	59	55	70	68	74	51	62	56	55	63	60	52	66	49	59	52	63	57	55	58	62
Don't know	20	20	13	14	10	23	17	23	27	18	17	23	14	28	20	20	17	21	27	16	18
NET TRUST	-53	-49	-66	-64	-70	-46	-56	-51	-47	-57	-54	-47	-60	-44	-53	-43	-56	-50	-52	-49	-57

The Star

Very trustworthy	1	1	2	0	1	1	2	1	2	1	2	1	2	1	1	1	2	1	2	1	1
Trustworthy	2	1	3	5	2	2	2	2	5	3	1	1	2	2	2	3	2	3	2	5	1
TOTAL TRUSTWORTHY	3	2	5	5	3	3	4	3	7	4	3	2	4	3	3	4	4	4	4	6	2
Neither trustworthy nor untrustworthy	15	15	13	17	14	17	15	16	14	16	14	17	14	17	16	14	13	16	18	16	15
Untrustworthy	23	28	22	24	25	24	22	23	22	20	25	25	24	20	22	21	25	24	18	22	24
Very untrustworthy	30	29	37	31	38	27	34	26	23	34	32	24	34	24	29	26	36	28	26	31	32
TOTAL UNTRUSTWORTHY	53	57	59	55	63	51	56	49	45	54	57	49	58	44	51	47	61	52	44	53	56
Don't know	29	26	24	24	20	30	25	32	35	27	26	32	23	36	29	35	22	29	34	25	27
NET TRUST	-50	-55	-54	-50	-60	-48	-52	-46	-38	-50	-54	-47	-54	-41	-48	-43	-57	-48	-40	-47	-54

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTW ORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Mirror																
Very trustworthy	1	1	2	1	2	1	1	4	0	2	3	1	0	2	1	1
Trustworthy	7	14	6	6	18	4	3	14	5	4	15	4	7	15	6	3
TOTAL TRUSTWORTHY	8	15	8	7	20	5	4	18	5	6	18	5	7	17	7	4
Neither trustworthy nor untrustworthy	23	30	48	12	25	47	11	22	51	9	25	49	20	26	42	11
Untrustworthy	25	28	28	33	28	27	36	37	26	34	39	22	31	35	29	32
Very untrustworthy	20	23	17	47	22	18	47	19	15	49	16	19	38	20	18	52
TOTAL UNTRUSTWORTHY	45	51	45	80	50	45	83	56	41	83	55	41	69	55	47	84
Don't know	24	3	0	2	5	4	3	5	3	3	3	4	4	2	3	1
NET TRUST	-37	-36	-37	-73	-30	-40	-79	-38	-36	-77	-37	-36	-62	-38	-40	-80
The Sun																
Very trustworthy	2	2	2	2	1	2	2	4	4	2	4	2	0	3	1	1
Trustworthy	4	8	5	5	9	3	5	5	2	1	11	6	1	8	4	0
TOTAL TRUSTWORTHY	6	10	7	7	10	5	7	9	6	3	15	8	1	11	5	1
Neither trustworthy nor untrustworthy	15	14	36	7	11	34	12	18	33	4	21	34	6	13	32	5
Untrustworthy	23	29	24	29	27	30	29	33	31	22	32	21	23	27	30	27
Very untrustworthy	36	45	32	52	49	29	49	36	28	71	30	35	68	48	30	65
TOTAL UNTRUSTWORTHY	59	74	56	81	76	59	78	69	59	93	62	56	91	75	60	92
Don't know	20	2	2	5	2	1	3	4	2	1	3	2	3	1	2	2
NET TRUST	-53	-64	-49	-74	-66	-54	-71	-60	-53	-90	-47	-48	-90	-64	-55	-91
The Star																
Very trustworthy	1	2	0	2	3	1	0	3	2	0	4	1	0	3	1	1
Trustworthy	2	4	2	2	4	2	0	4	1	1	6	2	0	5	2	1
TOTAL TRUSTWORTHY	3	6	2	4	7	3	0	7	3	1	10	3	0	8	3	2
Neither trustworthy nor untrustworthy	15	14	42	10	10	43	11	16	42	4	13	39	7	13	40	8
Untrustworthy	23	27	21	24	29	22	28	31	24	28	37	23	25	30	25	25
Very untrustworthy	30	42	28	55	43	24	50	35	24	60	29	28	57	37	24	62
TOTAL UNTRUSTWORTHY	53	69	49	79	72	46	78	66	48	88	66	51	82	67	49	87
Don't know	29	11	7	7	12	8	10	10	7	6	12	7	11	11	8	3
NET TRUST	-50	-63	-47	-75	-65	-43	-78	-59	-45	-87	-56	-48	-82	-59	-46	-85

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Mirror																	
	Very trustworthy	1	4	1	1	9	1	0	11	0	0	13	0	0	19	0	0
	Trustworthy	7	19	8	3	43	2	5	40	5	5	87	0	0	45	5	4
	TOTAL TRUSTWORTHY	8	23	9	4	52	3	5	51	5	5	100	0	0	64	5	4
	Neither trustworthy nor untrustworthy	23	24	51	7	22	55	15	22	55	17	0	100	0	27	77	15
	Untrustworthy	25	32	22	33	12	33	35	18	28	38	0	0	55	4	13	40
	Very untrustworthy	20	17	17	55	8	4	40	5	9	38	0	0	45	4	2	35
	TOTAL UNTRUSTWORTHY	45	49	39	88	20	37	75	23	37	76	0	0	100	8	15	75
	Don't know	24	4	1	2	7	6	5	4	3	2	0	0	0	1	4	5
	NET TRUST	-37	-26	-30	-84	32	-34	-70	28	-32	-71	100	0	-100	56	-10	-71
The Sun																	
	Very trustworthy	2	6	3	0	12	4	0	15	3	0	16	4	0	35	0	0
	Trustworthy	4	8	5	2	27	3	1	29	4	1	35	3	1	65	0	0
	TOTAL TRUSTWORTHY	6	14	8	2	39	7	1	44	7	1	51	7	1	100	0	0
	Neither trustworthy nor untrustworthy	15	14	38	7	20	46	4	15	44	3	10	53	5	0	100	0
	Untrustworthy	23	24	23	23	22	28	27	19	32	31	15	17	35	0	0	39
	Very untrustworthy	36	47	31	68	10	14	66	15	17	64	21	20	59	0	0	61
	TOTAL UNTRUSTWORTHY	59	71	54	91	32	42	93	34	49	95	36	37	94	0	0	100
	Don't know	20	2	1	1	10	7	2	8	1	1	3	3	1	0	0	0
	NET TRUST	-53	-57	-46	-89	7	-35	-92	10	-42	-94	15	-30	-93	100	0	-100
The Star																	
	Very trustworthy	1	2	2	1	11	2	1	10	2	0	10	1	0	23	1	1
	Trustworthy	2	6	3	1	10	2	1	21	3	0	30	2	0	30	2	1
	TOTAL TRUSTWORTHY	3	8	5	2	21	4	2	31	5	0	40	3	0	53	3	2
	Neither trustworthy nor untrustworthy	15	14	44	6	19	41	7	14	44	5	14	51	4	27	67	4
	Untrustworthy	23	28	21	26	25	30	29	27	24	31	13	20	34	10	18	35
	Very untrustworthy	30	39	25	65	14	13	51	14	20	58	16	15	55	3	4	50
	TOTAL UNTRUSTWORTHY	53	67	46	91	39	43	80	41	44	89	29	35	89	13	22	85
	Don't know	29	10	5	2	21	12	11	14	7	6	17	11	6	6	9	10
	NET TRUST	-50	-59	-41	-89	-18	-39	-78	-10	-39	-89	11	-32	-89	40	-19	-83

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
The Mirror																	
	Very trustworthy	1	11	2	0	1	0	2	3	0	2	4	0	1	5	0	1
	Trustworthy	7	65	6	4	14	1	3	31	5	3	24	6	3	22	6	6
	TOTAL TRUSTWORTHY	8	76	8	4	15	1	5	34	5	5	28	6	4	27	6	7
	Neither trustworthy nor untrustworthy	23	16	79	16	27	57	5	25	42	10	33	54	12	28	48	18
	Untrustworthy	25	5	8	42	34	22	29	23	32	32	23	24	39	24	26	31
	Very untrustworthy	20	0	4	34	20	18	58	9	18	51	13	14	43	20	15	39
	TOTAL UNTRUSTWORTHY	45	5	12	76	54	40	87	32	50	83	36	38	82	44	41	70
	Don't know	24	3	1	3	5	1	3	9	2	2	2	2	2	1	4	4
	NET TRUST	-37	71	-4	-72	-39	-39	-82	2	-45	-78	-8	-32	-78	-17	-35	-63
The Sun																	
	Very trustworthy	2	30	3	0	2	1	3	3	2	3	7	2	2	7	3	2
	Trustworthy	4	41	7	1	6	3	4	17	3	3	15	4	5	21	2	4
	TOTAL TRUSTWORTHY	6	71	10	1	8	4	7	20	5	6	22	6	7	28	5	6
	Neither trustworthy nor untrustworthy	15	9	74	7	17	39	5	20	26	5	12	39	6	12	35	7
	Untrustworthy	23	8	10	37	32	19	25	28	35	20	25	27	30	24	28	26
	Very untrustworthy	36	10	6	54	41	37	63	26	32	68	33	28	55	32	30	60
	TOTAL UNTRUSTWORTHY	59	18	16	91	73	56	88	54	67	88	58	55	85	56	58	86
	Don't know	20	2	0	1	1	1	1	6	3	0	8	1	2	5	2	1
	NET TRUST	-53	53	-6	-90	-65	-52	-81	-34	-62	-82	-36	-49	-78	-28	-53	-80
The Star																	
	Very trustworthy	1	39	0	0	2	2	1	7	1	1	7	0	2	6	1	2
	Trustworthy	2	61	0	0	3	2	0	11	0	1	9	1	0	8	2	1
	TOTAL TRUSTWORTHY	3	100	0	0	5	4	1	18	1	2	16	1	2	14	3	3
	Neither trustworthy nor untrustworthy	15	0	100	0	14	44	2	20	28	2	16	42	8	18	40	9
	Untrustworthy	23	0	0	43	30	23	29	25	29	31	25	24	31	26	24	27
	Very untrustworthy	30	0	0	57	40	26	66	28	32	61	32	29	54	30	28	55
	TOTAL UNTRUSTWORTHY	53	0	0	100	70	49	95	53	61	92	57	53	85	56	52	82
	Don't know	29	0	0	0	10	4	2	9	9	4	11	4	5	12	5	6
	NET TRUST	-50	100	0	-100	-65	-45	-94	-35	-60	-90	-41	-52	-83	-42	-49	-79

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Mirror																
Very trustworthy	1	1	1	4	3	2	0	5	0	1	5	0	0	10	1	1
Trustworthy	7	15	6	3	14	8	4	27	6	4	47	8	4	40	10	2
TOTAL TRUSTWORTHY	8	16	7	7	17	10	4	32	6	5	52	8	4	50	11	3
Neither trustworthy nor untrustworthy	23	23	48	6	24	52	9	28	46	8	28	48	10	18	55	7
Untrustworthy	25	32	23	35	32	24	30	20	26	35	8	23	42	18	17	36
Very untrustworthy	20	25	21	48	23	11	51	17	17	48	7	15	40	8	15	50
TOTAL UNTRUSTWORTHY	45	57	44	83	55	35	81	37	43	83	15	38	82	26	32	86
Don't know	24	4	3	4	3	4	6	3	4	3	5	5	4	6	2	3
NET TRUST	-37	-41	-37	-76	-38	-25	-77	-5	-37	-78	37	-30	-78	24	-21	-83
The Sun																
Very trustworthy	2	2	4	4	3	3	1	4	3	1	18	3	1	13	3	1
Trustworthy	4	7	2	2	4	7	3	16	2	1	22	5	2	25	6	3
TOTAL TRUSTWORTHY	6	9	6	6	7	10	4	20	5	2	40	8	3	38	9	4
Neither trustworthy nor untrustworthy	15	11	34	6	14	34	6	13	29	6	8	34	5	7	35	6
Untrustworthy	23	30	25	30	30	23	20	20	28	33	11	24	33	18	21	35
Very untrustworthy	36	43	32	56	44	29	65	41	35	58	40	28	58	34	33	51
TOTAL UNTRUSTWORTHY	59	73	57	86	74	52	85	61	63	91	51	52	91	52	54	86
Don't know	20	7	3	2	5	3	5	5	2	2	1	5	1	3	2	3
NET TRUST	-53	-64	-51	-80	-67	-42	-81	-41	-58	-89	-11	-44	-88	-14	-45	-82
The Star																
Very trustworthy	1	2	1	1	1	2	1	5	4	0	9	2	1	14	3	2
Trustworthy	2	4	4	1	3	5	0	9	0	1	19	2	0	20	4	0
TOTAL TRUSTWORTHY	3	6	5	2	4	7	1	14	4	1	28	4	1	34	7	2
Neither trustworthy nor untrustworthy	15	10	40	6	12	43	5	20	37	8	19	44	6	15	44	7
Untrustworthy	23	30	26	34	31	25	32	25	24	28	22	19	28	19	17	33
Very untrustworthy	30	41	21	56	42	20	56	29	28	56	25	23	55	23	27	52
TOTAL UNTRUSTWORTHY	53	71	47	90	73	45	88	54	52	84	47	42	83	42	44	85
Don't know	29	13	8	2	10	5	6	11	8	6	7	9	10	9	4	6
NET TRUST	-50	-65	-42	-88	-69	-38	-87	-40	-48	-83	-19	-38	-82	-8	-37	-83

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The Mirror

Very trustworthy	1	2	0	1	6	1	1	6	0	2
Trustworthy	7	21	7	2	37	8	4	37	6	3
TOTAL TRUSTWORTHY	8	23	7	3	43	9	5	43	6	5
Neither trustworthy nor untrustworthy	23	29	48	14	13	52	12	30	59	10
Untrustworthy	25	21	25	41	19	21	44	11	19	37
Very untrustworthy	20	20	19	40	12	15	36	14	13	46
TOTAL UNTRUSTWORTHY	45	41	44	81	31	36	80	25	32	83
Don't know	24	7	2	2	12	3	3	2	2	2
NET TRUST	-37	-18	-37	-78	12	-27	-75	18	-26	-78

The Sun

Very trustworthy	2	6	3	5	7	2	2	12	1	2
Trustworthy	4	8	5	4	16	6	1	18	2	2
TOTAL TRUSTWORTHY	6	14	8	9	23	8	3	30	3	4
Neither trustworthy nor untrustworthy	15	11	35	7	5	38	5	9	41	8
Untrustworthy	23	20	24	35	12	20	40	14	22	29
Very untrustworthy	36	53	30	49	52	31	49	48	29	56
TOTAL UNTRUSTWORTHY	59	73	54	84	64	51	89	62	51	85
Don't know	20	2	2	1	7	2	3	0	4	3
NET TRUST	-53	-59	-46	-75	-41	-43	-86	-32	-48	-81

The Star

Very trustworthy	1	3	2	2	13	2	0	13	0	1
Trustworthy	2	7	3	1	17	4	0	14	1	1
TOTAL TRUSTWORTHY	3	10	5	3	30	6	0	27	1	2
Neither trustworthy nor untrustworthy	15	10	42	13	17	44	14	18	49	8
Untrustworthy	23	24	21	34	16	22	34	20	25	28
Very untrustworthy	30	47	26	48	31	21	49	27	22	55
TOTAL UNTRUSTWORTHY	53	71	47	82	47	43	83	47	47	83
Don't know	29	10	5	3	6	6	4	9	2	6
NET TRUST	-50	-61	-42	-79	-17	-37	-83	-20	-46	-81

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Financial Times

Very trustworthy	9	8	10	20	12	7	10	8	8	9	10	8	12	5	9	8	7	7	9	14	9
Trustworthy	31	34	36	37	40	27	29	32	27	32	31	31	37	22	31	27	27	28	29	36	33
TOTAL TRUSTWORTHY	40	42	46	57	52	34	39	40	35	41	41	39	49	27	40	35	34	35	38	50	42
Neither trustworthy nor untrustworthy	19	20	18	18	19	21	22	17	20	18	23	19	19	20	19	24	23	17	20	21	19
Untrustworthy	5	5	5	1	4	6	5	4	4	5	4	5	5	5	5	1	3	7	3	4	5
Very untrustworthy	5	5	5	0	3	6	7	4	4	5	5	6	4	8	5	7	4	8	4	4	5
TOTAL UNTRUSTWORTHY	10	10	10	1	7	12	12	8	8	10	9	11	9	13	10	8	7	15	7	8	10
Don't know	31	28	26	24	21	34	26	35	37	32	27	31	24	40	30	32	36	34	34	21	30
NET TRUST	30	32	36	56	45	22	27	32	27	31	32	28	40	14	30	27	27	20	31	42	32

The Metro

Very trustworthy	2	2	2	1	1	2	1	2	2	2	2	2	2	2	2	2	2	2	2	5	0
Trustworthy	13	11	17	19	15	10	13	13	17	16	12	6	13	12	12	12	15	14	7	19	11
TOTAL TRUSTWORTHY	15	13	19	20	16	12	15	14	19	18	14	8	15	14	14	14	17	16	9	24	11
Neither trustworthy nor untrustworthy	32	33	37	37	40	30	33	31	21	32	35	34	36	27	33	22	26	34	31	39	31
Untrustworthy	10	9	12	11	12	10	10	11	8	13	10	8	12	9	10	7	12	10	10	11	11
Very untrustworthy	8	8	7	3	5	9	10	6	8	9	5	7	7	9	7	8	11	6	8	6	8
TOTAL UNTRUSTWORTHY	18	17	19	14	17	19	20	17	16	22	15	15	19	18	17	15	23	16	18	17	19
Don't know	36	38	26	30	27	38	32	39	44	29	36	44	31	41	35	49	34	34	41	20	38
NET TRUST	-3	-4	0	6	-1	-7	-5	-3	3	-4	-1	-7	-4	-4	-3	-1	-6	0	-9	7	-8

The New Statesman

Very trustworthy	1	1	3	1	2	1	2	0	0	2	1	2	2	1	1	1	1	0	2	4	1
Trustworthy	8	8	11	16	12	7	9	8	6	7	10	10	10	6	9	3	8	7	7	14	8
TOTAL TRUSTWORTHY	9	9	14	17	14	8	11	8	6	9	11	12	12	7	10	4	9	7	9	18	9
Neither trustworthy nor untrustworthy	21	23	20	21	23	22	22	20	20	17	23	26	22	19	20	21	23	17	19	25	23
Untrustworthy	7	8	6	4	6	8	9	5	6	6	9	8	7	7	7	9	7	9	7	5	6
Very untrustworthy	7	9	4	1	3	9	10	5	7	9	6	6	6	8	7	14	6	8	7	6	7
TOTAL UNTRUSTWORTHY	14	17	10	5	9	17	19	10	13	15	15	14	13	15	14	23	13	17	14	11	13
Don't know	55	51	56	57	54	54	48	62	60	59	52	49	53	57	55	52	55	59	58	45	55
NET TRUST	-5	-8	4	12	5	-9	-8	-2	-7	-6	-4	-2	-1	-8	-4	-19	-4	-10	-5	7	-4

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Financial Times

Very trustworthy	9	24	2	4	22	7	2	22	4	2	24	6	8	19	4	3
Trustworthy	31	61	29	11	51	29	24	59	32	12	56	32	29	58	31	17
TOTAL TRUSTWORTHY	40	85	31	15	73	36	26	81	36	14	80	38	37	77	35	20
Neither trustworthy nor untrustworthy	19	9	60	19	11	48	21	8	54	16	8	53	19	10	55	20
Untrustworthy	5	1	3	29	1	3	20	1	2	26	2	4	16	3	2	21
Very untrustworthy	5	1	0	28	2	3	26	0	0	36	1	0	19	1	1	32
TOTAL UNTRUSTWORTHY	10	2	3	57	3	6	46	1	2	62	3	4	35	4	3	53
Don't know	31	4	5	9	13	10	7	11	7	7	9	6	9	9	6	7
NET TRUST	30	83	28	-42	70	30	-20	80	34	-48	77	34	2	73	32	-33

The Metro

Very trustworthy	2	3	0	2	5	0	1	5	0	1	6	1	1	4	1	2
Trustworthy	13	23	11	10	27	9	4	26	11	6	28	11	9	26	8	10
TOTAL TRUSTWORTHY	15	26	11	12	32	9	5	31	11	7	34	12	10	30	9	12
Neither trustworthy nor untrustworthy	32	42	63	22	35	60	30	34	64	21	33	66	30	45	59	14
Untrustworthy	10	15	13	24	8	13	26	11	11	24	10	8	23	9	12	26
Very untrustworthy	8	3	8	40	3	6	25	3	4	39	3	2	26	2	6	41
TOTAL UNTRUSTWORTHY	18	18	21	64	11	19	51	14	15	63	13	10	49	11	18	67
Don't know	36	14	6	2	22	12	13	22	10	10	20	13	11	14	14	8
NET TRUST	-3	8	-10	-52	21	-10	-46	17	-4	-56	21	2	-39	19	-9	-55

The New Statesman

Very trustworthy	1	3	0	2	3	1	0	4	0	2	4	0	1	3	1	0
Trustworthy	8	25	6	3	20	5	4	18	7	2	18	5	9	22	5	3
TOTAL TRUSTWORTHY	9	28	6	5	23	6	4	22	7	4	22	5	10	25	6	3
Neither trustworthy nor untrustworthy	21	22	56	11	18	51	10	15	54	8	18	53	16	19	51	14
Untrustworthy	7	3	7	29	5	6	24	5	6	27	4	7	21	4	7	27
Very untrustworthy	7	4	3	41	3	3	33	2	3	36	5	2	23	3	2	35
TOTAL UNTRUSTWORTHY	14	7	10	70	8	9	57	7	9	63	9	9	44	7	9	62
Don't know	55	43	27	15	50	34	28	56	30	25	51	33	30	49	33	21
NET TRUST	-5	21	-4	-65	15	-3	-53	15	-2	-59	13	-4	-34	18	-3	-59

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Financial Times																
Very trustworthy	9	23	6	4	20	8	11	20	10	12	24	11	12	17	8	10
Trustworthy	31	61	29	14	49	31	38	49	41	38	56	33	38	42	33	41
TOTAL TRUSTWORTHY	40	84	35	18	69	39	49	69	51	50	80	44	50	59	41	51
Neither trustworthy nor untrustworthy	19	7	57	21	6	46	20	9	39	17	3	43	17	12	46	19
Untrustworthy	5	1	2	21	3	2	7	4	2	11	5	1	8	11	3	7
Very untrustworthy	5	0	1	36	1	2	10	0	0	13	1	1	11	0	0	7
TOTAL UNTRUSTWORTHY	10	1	3	57	4	4	17	4	2	24	6	2	19	11	3	14
Don't know	31	8	5	4	21	11	14	17	8	8	11	11	13	18	10	16
NET TRUST	30	83	32	-39	65	35	32	65	49	26	74	42	31	48	38	37
The Metro																
Very trustworthy	2	5	1	1	9	1	0	11	1	0	9	3	1	9	1	0
Trustworthy	13	31	6	4	32	14	12	41	13	12	47	14	10	37	19	13
TOTAL TRUSTWORTHY	15	36	7	5	41	15	12	52	14	12	56	17	11	46	20	13
Neither trustworthy nor untrustworthy	32	36	71	17	29	55	37	19	65	33	20	63	35	24	57	37
Untrustworthy	10	12	9	29	4	3	17	13	5	21	7	7	17	15	5	14
Very untrustworthy	8	1	4	42	3	4	13	2	3	16	3	1	15	3	1	13
TOTAL UNTRUSTWORTHY	18	13	13	71	7	7	30	15	8	37	10	8	32	18	6	27
Don't know	36	14	9	6	24	23	22	13	13	17	14	13	22	12	17	23
NET TRUST	-3	23	-6	-66	34	8	-18	37	6	-25	46	9	-21	28	14	-14
The New Statesman																
Very trustworthy	1	7	0	0	6	0	1	5	1	1	12	1	1	15	0	1
Trustworthy	8	26	8	3	27	9	7	19	8	10	25	14	7	27	6	8
TOTAL TRUSTWORTHY	9	33	8	3	33	9	8	24	9	11	37	15	8	42	6	9
Neither trustworthy nor untrustworthy	21	23	56	16	17	44	17	19	47	17	13	45	17	23	54	20
Untrustworthy	7	5	7	31	5	4	11	7	2	15	5	4	11	10	3	10
Very untrustworthy	7	1	3	40	4	5	11	3	3	15	2	3	12	9	2	9
TOTAL UNTRUSTWORTHY	14	6	10	71	9	9	22	10	5	30	7	7	23	19	5	19
Don't know	55	38	27	10	41	38	53	46	38	41	43	34	52	16	34	51
NET TRUST	-5	27	-2	-68	24	0	-14	14	4	-19	30	8	-15	23	1	-10

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust		
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Financial Times																
Very trustworthy	9	20	9	12	22	0	0	24	10	5	30	8	6	23	9	8
Trustworthy	31	43	29	42	78	0	0	48	41	21	58	30	13	64	31	26
TOTAL TRUSTWORTHY	40	63	38	54	100	0	0	72	51	26	88	38	19	87	40	34
Neither trustworthy nor untrustworthy	19	19	54	18	0	100	0	12	37	22	8	54	18	9	52	16
Untrustworthy	5	3	0	8	0	0	47	1	2	22	2	3	24	0	2	19
Very untrustworthy	5	0	1	9	0	0	53	2	2	25	1	2	37	1	2	26
TOTAL UNTRUSTWORTHY	10	3	1	17	0	0	100	3	4	47	3	5	61	1	4	45
Don't know	31	15	7	11	0	0	0	13	8	6	1	4	2	3	4	5
NET TRUST	30	60	37	37	100	0	-100	69	47	-21	85	33	-42	86	36	-11
The Metro																
Very trustworthy	2	22	4	1	3	1	1	12	0	0	13	1	4	12	1	2
Trustworthy	13	48	17	14	26	8	4	88	0	0	24	9	7	35	9	8
TOTAL TRUSTWORTHY	15	70	21	15	29	9	5	100	0	0	37	10	11	47	10	10
Neither trustworthy nor untrustworthy	32	12	64	37	43	61	15	0	100	0	40	71	17	29	68	23
Untrustworthy	10	5	2	17	9	12	34	0	0	58	15	11	32	11	12	30
Very untrustworthy	8	2	1	12	3	7	44	0	0	42	2	5	37	1	4	31
TOTAL UNTRUSTWORTHY	18	7	3	29	12	19	78	0	0	100	17	16	69	12	16	61
Don't know	36	10	12	19	16	11	3	0	0	0	6	4	3	12	7	6
NET TRUST	-3	63	18	-14	17	-10	-73	100	0	-100	20	-6	-58	35	-6	-51
The New Statesman																
Very trustworthy	1	19	2	1	2	0	1	7	1	1	15	0	0	11	1	1
Trustworthy	8	43	10	11	18	4	1	16	10	6	85	0	0	57	7	8
TOTAL TRUSTWORTHY	9	62	12	12	20	4	2	23	11	7	100	0	0	68	8	9
Neither trustworthy nor untrustworthy	21	7	57	19	22	61	9	14	44	15	0	100	0	17	75	11
Untrustworthy	7	3	5	11	3	9	25	5	5	21	0	0	49	1	6	26
Very untrustworthy	7	5	4	13	3	4	50	5	2	28	0	0	51	1	1	41
TOTAL UNTRUSTWORTHY	14	8	9	24	6	13	75	10	7	49	0	0	100	2	7	67
Don't know	55	23	23	45	51	23	14	52	38	29	0	0	0	13	10	13
NET TRUST	-5	54	3	-12	14	-9	-73	13	4	-42	100	0	-100	66	1	-58

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Financial Times

Very trustworthy	9	23	3	6	24	6	5	23	9	8	24	6	11	19	5	4
Trustworthy	31	56	27	9	58	28	7	55	40	22	49	37	31	52	38	18
TOTAL TRUSTWORTHY	40	79	30	15	82	34	12	78	49	30	73	43	42	71	43	22
Neither trustworthy nor untrustworthy	19	12	57	10	9	57	12	10	40	17	19	45	19	18	47	12
Untrustworthy	5	1	4	26	2	3	26	2	3	20	4	1	11	8	5	29
Very untrustworthy	5	1	4	41	1	2	39	1	1	27	1	2	19	0	4	33
TOTAL UNTRUSTWORTHY	10	2	8	67	3	5	65	3	4	47	5	3	30	8	9	62
Don't know	31	7	5	9	6	4	11	8	6	5	3	8	9	3	2	5
NET TRUST	30	77	22	-52	79	29	-53	75	45	-17	68	40	12	63	34	-40

The Metro

Very trustworthy	2	2	3	0	4	2	0	6	1	2	16	1	2	20	1	3
Trustworthy	13	21	7	11	25	10	8	39	12	9	48	12	11	37	7	3
TOTAL TRUSTWORTHY	15	23	10	11	29	12	8	45	13	11	64	13	13	57	8	6
Neither trustworthy nor untrustworthy	32	39	66	16	43	64	17	32	66	25	14	70	28	23	72	20
Untrustworthy	10	13	8	25	12	14	26	11	8	24	13	5	26	9	9	37
Very untrustworthy	8	4	6	43	2	2	38	5	2	34	2	5	22	7	3	33
TOTAL UNTRUSTWORTHY	18	17	14	68	14	16	64	16	10	58	15	10	48	16	12	70
Don't know	36	21	9	6	15	9	11	7	10	7	7	8	11	4	7	5
NET TRUST	-3	6	-4	-57	15	-4	-56	29	3	-47	49	3	-35	41	-4	-64

The New Statesman

Very trustworthy	1	3	0	1	3	1	0	6	0	0	7	2	2	12	1	1
Trustworthy	8	22	5	1	30	6	3	27	9	5	40	11	5	35	9	6
TOTAL TRUSTWORTHY	9	25	5	2	33	7	3	33	9	5	47	13	7	47	10	7
Neither trustworthy nor untrustworthy	21	22	59	5	25	66	6	25	54	15	13	54	16	16	65	12
Untrustworthy	7	4	9	37	5	9	35	4	6	24	5	7	17	6	6	32
Very untrustworthy	7	3	5	47	2	4	45	0	3	31	4	2	23	4	4	43
TOTAL UNTRUSTWORTHY	14	7	14	84	7	13	80	4	9	55	9	9	40	10	10	75
Don't know	55	45	23	9	34	13	10	38	27	25	31	26	38	28	16	7
NET TRUST	-5	18	-9	-82	26	-6	-77	29	0	-50	38	4	-33	37	0	-68

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The Financial Times

Very trustworthy	9	16	9	7	21	8	7	26	7	6
Trustworthy	31	54	30	20	40	31	24	59	32	16
TOTAL TRUSTWORTHY	40	70	39	27	61	39	31	85	39	22
Neither trustworthy nor untrustworthy	19	13	52	19	17	51	20	11	56	18
Untrustworthy	5	6	2	18	3	4	16	1	2	23
Very untrustworthy	5	2	4	30	2	2	27	3	1	33
TOTAL UNTRUSTWORTHY	10	8	6	48	5	6	43	4	3	56
Don't know	31	10	3	7	18	4	6	1	3	3
NET TRUST	30	62	33	-21	56	33	-12	81	36	-34

The Metro

Very trustworthy	2	8	2	1	12	1	3	12	1	4
Trustworthy	13	24	12	13	34	8	7	22	11	10
TOTAL TRUSTWORTHY	15	32	14	14	46	9	10	34	12	14
Neither trustworthy nor untrustworthy	32	34	62	25	29	69	22	46	76	18
Untrustworthy	10	11	7	30	9	8	33	11	7	25
Very untrustworthy	8	6	7	25	6	7	27	3	2	37
TOTAL UNTRUSTWORTHY	18	17	14	55	15	15	60	14	9	62
Don't know	36	18	10	6	9	7	8	6	5	6
NET TRUST	-3	15	0	-41	31	-6	-50	20	3	-48

The New Statesman

Very trustworthy	1	5	0	1	10	0	2	14	0	2
Trustworthy	8	24	8	4	19	12	5	37	9	4
TOTAL TRUSTWORTHY	9	29	8	5	29	12	7	51	9	6
Neither trustworthy nor untrustworthy	21	23	59	12	14	61	13	27	74	13
Untrustworthy	7	6	7	28	4	4	31	8	9	30
Very untrustworthy	7	3	5	34	6	7	33	0	3	43
TOTAL UNTRUSTWORTHY	14	9	12	62	10	11	64	8	12	73
Don't know	55	38	21	21	47	17	16	15	5	8
NET TRUST	-5	20	-4	-57	19	1	-57	43	-3	-67

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Spectator

Very trustworthy	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	2	0
Trustworthy	8	8	8	16	11	7	8	9	8	7	8	9	10	5	8	9	6	8	6	13	8
TOTAL TRUSTWORTHY	9	9	9	17	12	8	10	10	9	8	9	10	11	6	9	10	7	9	8	15	8
Neither trustworthy nor untrustworthy	22	24	21	26	24	22	22	21	24	20	21	24	22	22	22	16	25	16	21	26	24
Untrustworthy	9	7	10	7	9	9	11	7	9	9	8	8	9	8	8	9	9	8	8	10	9
Very untrustworthy	8	7	8	4	7	8	11	5	6	10	8	5	8	8	7	10	9	8	8	7	7
TOTAL UNTRUSTWORTHY	17	14	18	11	16	17	22	12	15	19	16	13	17	16	15	19	18	16	16	17	16
Don't know	53	53	51	47	48	53	47	58	52	53	54	52	51	56	53	55	50	59	55	43	52
NET TRUST	-8	-5	-9	6	-4	-9	-12	-2	-6	-11	-7	-3	-6	-10	-6	-9	-11	-7	-8	-2	-8

Reuters

Very trustworthy	6	4	7	12	9	4	8	4	4	6	7	5	8	4	6	5	8	6	6	11	4
Trustworthy	22	25	27	29	30	19	25	20	14	20	27	25	27	17	23	14	19	18	19	30	27
TOTAL TRUSTWORTHY	28	29	34	41	39	23	33	24	18	26	34	30	35	21	29	19	27	24	25	41	31
Neither trustworthy nor untrustworthy	18	19	17	19	17	20	21	16	20	17	17	22	19	17	18	20	20	18	18	21	17
Untrustworthy	5	6	5	1	4	6	5	5	7	5	5	4	5	6	5	3	4	5	7	3	5
Very untrustworthy	5	6	3	2	2	8	6	4	5	6	5	3	4	7	5	7	6	6	3	2	6
TOTAL UNTRUSTWORTHY	10	12	8	3	6	14	11	9	12	11	10	7	9	13	10	10	10	11	10	5	11
Don't know	43	40	41	36	38	44	35	51	50	46	39	41	38	50	43	52	43	47	48	33	41
NET TRUST	18	17	26	38	33	9	22	15	6	15	24	23	26	8	19	9	17	13	15	36	20

Press Association (also known as PA)

Very trustworthy	3	3	5	5	5	2	5	2	3	4	4	1	5	2	3	3	4	3	3	6	3
Trustworthy	12	12	14	18	19	9	14	10	9	11	12	15	14	9	12	9	12	11	8	16	13
TOTAL TRUSTWORTHY	15	15	19	23	24	11	19	12	12	15	16	16	19	11	15	12	16	14	11	22	16
Neither trustworthy nor untrustworthy	19	19	19	21	20	21	20	19	17	16	21	24	19	19	19	21	25	17	18	21	19
Untrustworthy	6	7	6	3	5	7	7	5	9	5	5	7	6	6	6	4	7	6	7	4	6
Very untrustworthy	6	8	3	2	3	9	9	4	7	8	6	4	5	9	6	13	7	8	5	3	6
TOTAL UNTRUSTWORTHY	12	15	9	5	8	16	16	9	16	13	11	11	11	15	12	17	14	14	12	7	12
Don't know	53	51	52	51	49	51	45	60	54	56	52	49	51	55	54	49	45	54	59	50	53
NET TRUST	3	0	10	18	16	-5	3	3	-4	2	5	5	8	-4	3	-5	2	0	-1	15	4

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Spectator

Very trustworthy	1	3	0	0	2	0	0	3	0	1	5	0	1	2	0	0
Trustworthy	8	23	6	3	18	7	4	19	5	3	18	7	6	20	6	4
TOTAL TRUSTWORTHY	9	26	6	3	20	7	4	22	5	4	23	7	7	22	6	4
Neither trustworthy nor untrustworthy	22	24	52	14	22	51	13	21	53	9	22	51	17	23	49	15
Untrustworthy	9	10	10	28	8	7	24	6	9	28	5	5	29	8	11	30
Very untrustworthy	8	6	6	40	6	2	31	4	6	33	2	4	25	6	4	35
TOTAL UNTRUSTWORTHY	17	16	16	68	14	9	55	10	15	61	7	9	54	14	15	65
Don't know	53	35	26	16	45	33	28	47	27	27	48	32	22	41	30	16
NET TRUST	-8	10	-10	-65	6	-2	-51	12	-10	-57	16	-2	-47	8	-9	-61

Reuters

Very trustworthy	6	15	5	0	15	3	1	12	5	1	13	4	9	18	3	1
Trustworthy	22	45	23	5	44	20	14	40	23	16	43	25	22	42	23	16
TOTAL TRUSTWORTHY	28	60	28	5	59	23	15	52	28	17	56	29	31	60	26	17
Neither trustworthy nor untrustworthy	18	12	48	20	11	46	20	13	48	17	11	46	17	11	43	21
Untrustworthy	5	1	6	32	2	4	21	2	2	22	2	3	15	2	4	17
Very untrustworthy	5	1	2	35	1	0	25	1	1	24	1	0	16	0	1	32
TOTAL UNTRUSTWORTHY	10	2	8	67	3	4	46	3	3	46	3	3	31	2	5	49
Don't know	43	24	15	9	28	27	20	32	21	21	29	21	20	27	26	13
NET TRUST	18	58	20	-62	56	19	-31	49	25	-29	53	26	0	58	21	-32

Press Association (also known as PA)

Very trustworthy	3	10	2	1	8	1	0	5	6	1	7	1	8	8	1	0
Trustworthy	12	35	10	4	23	10	5	23	12	5	23	15	12	27	11	5
TOTAL TRUSTWORTHY	15	45	12	5	31	11	5	28	18	6	30	16	20	35	12	5
Neither trustworthy nor untrustworthy	19	21	47	14	18	43	14	19	46	8	16	50	13	16	45	7
Untrustworthy	6	2	8	27	2	4	26	2	2	23	3	5	19	2	3	26
Very untrustworthy	6	1	4	37	1	2	27	1	1	33	1	1	21	2	1	38
TOTAL UNTRUSTWORTHY	12	3	12	64	3	6	53	3	3	56	4	6	40	4	4	64
Don't know	53	31	29	17	47	40	28	50	33	30	50	28	28	46	38	24
NET TRUST	3	42	0	-59	28	5	-48	25	15	-50	26	10	-20	31	8	-59

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
The Spectator																
Very trustworthy	1	5	1	1	7	1	0	7	0	1	4	0	1	10	0	1
Trustworthy	8	20	7	6	23	10	8	16	11	9	23	9	7	30	8	9
TOTAL TRUSTWORTHY	9	25	8	7	30	11	8	23	11	10	27	9	8	40	8	10
Neither trustworthy nor untrustworthy	22	26	59	14	22	48	18	24	46	20	18	44	20	16	51	22
Untrustworthy	9	9	10	29	7	4	13	7	3	19	9	7	12	5	6	11
Very untrustworthy	8	7	3	39	4	1	13	4	2	16	5	5	12	9	1	11
TOTAL UNTRUSTWORTHY	17	16	13	68	11	5	26	11	5	35	14	12	24	14	7	22
Don't know	53	32	20	12	37	35	47	42	38	36	42	34	47	30	35	46
NET TRUST	-8	9	-5	-61	19	6	-18	12	6	-25	13	-3	-16	26	1	-12
Reuters																
Very trustworthy	6	18	4	2	7	6	7	11	4	10	13	7	8	5	3	6
Trustworthy	22	48	25	14	33	25	27	40	25	27	41	25	28	42	17	29
TOTAL TRUSTWORTHY	28	66	29	16	40	31	34	51	29	37	54	32	36	47	20	35
Neither trustworthy nor untrustworthy	18	10	51	17	17	44	17	19	42	18	14	39	16	19	42	18
Untrustworthy	5	2	3	23	5	3	8	3	3	12	4	1	8	4	3	7
Very untrustworthy	5	1	1	34	6	0	7	3	0	12	4	2	9	4	1	7
TOTAL UNTRUSTWORTHY	10	3	4	57	11	3	15	6	3	24	8	3	17	8	4	14
Don't know	43	21	17	10	31	22	34	24	26	22	25	26	31	26	35	33
NET TRUST	18	63	25	-41	29	28	19	45	26	13	46	29	19	39	16	21
Press Association (also known as PA)																
Very trustworthy	3	12	3	1	11	2	4	7	3	5	3	3	6	10	2	4
Trustworthy	12	33	12	8	21	10	14	26	16	15	30	15	14	12	13	14
TOTAL TRUSTWORTHY	15	45	15	9	32	12	18	33	19	20	33	18	20	22	15	18
Neither trustworthy nor untrustworthy	19	14	53	12	20	49	15	20	41	15	20	41	13	41	47	18
Untrustworthy	6	2	3	28	3	4	10	5	4	14	3	2	11	8	4	7
Very untrustworthy	6	1	3	38	3	2	10	3	1	14	3	3	11	0	1	9
TOTAL UNTRUSTWORTHY	12	3	6	66	6	6	20	8	5	28	6	5	22	8	5	16
Don't know	53	38	26	13	42	33	47	39	35	37	41	36	45	29	33	47
NET TRUST	3	42	9	-57	26	6	-2	25	14	-8	27	13	-2	14	10	2

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Spectator

Very trustworthy	1	14	0	1	2	0	0	7	1	0	7	0	0	12	0	0
Trustworthy	8	32	11	10	17	5	1	23	6	5	50	6	1	88	0	0
TOTAL TRUSTWORTHY	9	46	11	11	19	5	1	30	7	5	57	6	1	100	0	0
Neither trustworthy nor untrustworthy	22	23	55	22	22	61	10	16	47	19	18	76	10	0	100	0
Untrustworthy	9	6	4	14	10	8	24	8	7	20	11	7	30	0	0	53
Very untrustworthy	8	10	4	13	4	5	52	3	4	26	6	1	51	0	0	47
TOTAL UNTRUSTWORTHY	17	16	8	27	14	13	76	11	11	46	17	8	81	0	0	100
Don't know	53	14	25	40	45	21	13	43	34	30	8	8	7	0	0	0
NET TRUST	-8	30	3	-16	5	-8	-75	19	-4	-41	40	-2	-80	100	0	-100

Reuters

Very trustworthy	6	12	7	8	10	2	1	11	6	6	18	7	3	21	7	8
Trustworthy	22	33	14	30	45	18	5	33	27	18	59	23	11	48	27	19
TOTAL TRUSTWORTHY	28	45	21	38	55	20	6	44	33	24	77	30	14	69	34	27
Neither trustworthy nor untrustworthy	18	24	50	16	14	57	15	13	37	14	11	57	18	15	51	22
Untrustworthy	5	3	2	9	2	3	23	6	3	17	1	2	32	2	4	17
Very untrustworthy	5	2	2	8	1	2	44	2	3	21	2	1	35	0	1	28
TOTAL UNTRUSTWORTHY	10	5	4	17	3	5	67	8	6	38	3	3	67	2	5	45
Don't know	43	26	25	28	28	18	13	34	26	23	9	10	3	14	10	6
NET TRUST	18	40	17	21	52	15	-61	36	27	-14	74	27	-53	67	29	-18

Press Association (also known as PA)

Very trustworthy	3	9	1	5	7	1	1	11	2	3	14	4	3	16	2	5
Trustworthy	12	13	12	15	24	6	3	19	17	8	42	15	5	40	18	8
TOTAL TRUSTWORTHY	15	22	13	20	31	7	4	30	19	11	56	19	8	56	20	13
Neither trustworthy nor untrustworthy	19	46	59	17	17	58	9	17	39	16	15	61	17	17	54	21
Untrustworthy	6	1	3	11	3	6	29	4	4	21	1	2	35	0	3	24
Very untrustworthy	6	3	2	11	1	2	42	3	2	22	3	1	35	2	2	29
TOTAL UNTRUSTWORTHY	12	4	5	22	4	8	71	7	6	43	4	3	70	2	5	53
Don't know	53	28	23	42	47	28	16	46	35	31	25	17	5	24	21	13
NET TRUST	3	18	8	-2	27	-1	-67	23	13	-32	52	16	-62	54	15	-40

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Spectator

Very trustworthy	1	2	0	0	4	0	0	5	1	1	6	1	1	13	1	0
Trustworthy	8	20	7	2	27	8	1	24	13	7	26	10	8	33	13	7
TOTAL TRUSTWORTHY	9	22	7	2	31	8	1	29	14	8	32	11	9	46	14	7
Neither trustworthy nor untrustworthy	22	25	57	10	27	61	9	21	57	16	26	52	17	29	64	14
Untrustworthy	9	9	13	25	10	14	33	17	9	24	9	11	17	5	9	28
Very untrustworthy	8	6	6	50	4	5	46	7	4	33	5	6	27	5	4	37
TOTAL UNTRUSTWORTHY	17	15	19	75	14	19	79	24	13	57	14	17	44	10	13	65
Don't know	53	37	18	12	28	12	10	26	16	19	28	20	31	14	9	14
NET TRUST	-8	7	-12	-73	17	-11	-78	5	1	-49	18	-6	-35	36	1	-58

Reuters

Very trustworthy	6	21	0	0	22	1	2	16	6	3	14	10	8	16	6	3
Trustworthy	22	79	0	0	61	23	3	53	29	16	42	26	20	57	24	5
TOTAL TRUSTWORTHY	28	100	0	0	83	24	5	69	35	19	56	36	28	73	30	8
Neither trustworthy nor untrustworthy	18	0	100	0	12	68	11	14	50	21	19	45	20	10	59	17
Untrustworthy	5	0	0	50	2	2	29	4	4	24	1	5	14	7	4	32
Very untrustworthy	5	0	0	50	0	1	45	1	1	26	1	2	20	3	2	36
TOTAL UNTRUSTWORTHY	10	0	0	100	2	3	74	5	5	50	2	7	34	10	6	68
Don't know	43	0	0	0	3	6	11	12	11	10	23	12	17	8	6	6
NET TRUST	18	100	0	-100	81	21	-69	64	30	-31	54	29	-6	63	24	-60

Press Association (also known as PA)

Very trustworthy	3	11	1	2	22	0	0	13	2	1	13	6	3	13	3	3
Trustworthy	12	41	10	1	78	0	0	44	16	9	26	19	10	28	16	5
TOTAL TRUSTWORTHY	15	52	11	3	100	0	0	57	18	10	39	25	13	41	19	8
Neither trustworthy nor untrustworthy	19	16	70	5	0	100	0	15	55	14	31	49	16	29	64	14
Untrustworthy	6	1	5	34	0	0	48	1	3	26	7	2	15	4	4	32
Very untrustworthy	6	1	2	50	0	0	52	2	3	31	2	3	25	2	1	36
TOTAL UNTRUSTWORTHY	12	2	7	84	0	0	100	3	6	57	9	5	40	6	5	68
Don't know	53	30	12	9	0	0	0	25	22	18	21	21	31	24	12	10
NET TRUST	3	50	4	-81	100	0	-100	54	12	-47	30	20	-27	35	14	-60

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

The Spectator

Very trustworthy	1	5	0	1	9	0	1	8	0	3
Trustworthy	8	17	14	5	20	10	8	26	15	3
TOTAL TRUSTWORTHY	9	22	14	6	29	10	9	34	15	6
Neither trustworthy nor untrustworthy	22	27	59	20	13	61	14	25	65	11
Untrustworthy	9	11	8	25	12	7	32	17	10	34
Very untrustworthy	8	10	3	34	9	6	31	12	6	36
TOTAL UNTRUSTWORTHY	17	21	11	59	21	13	63	29	16	70
Don't know	53	30	15	16	36	15	13	12	4	13
NET TRUST	-8	1	3	-53	8	-3	-54	5	-1	-64

Reuters

Very trustworthy	6	15	8	3	10	7	5	22	6	3
Trustworthy	22	44	27	13	44	28	17	43	26	12
TOTAL TRUSTWORTHY	28	59	35	16	54	35	22	65	32	15
Neither trustworthy nor untrustworthy	18	19	48	19	16	51	21	18	56	18
Untrustworthy	5	2	3	29	11	3	27	3	5	27
Very untrustworthy	5	2	3	27	1	5	17	2	2	36
TOTAL UNTRUSTWORTHY	10	4	6	56	12	8	44	5	7	63
Don't know	43	18	11	10	18	7	12	12	4	4
NET TRUST	18	55	29	-40	42	27	-22	60	25	-48

Press Association (also known as PA)

Very trustworthy	3	10	3	4	9	3	3	16	4	5
Trustworthy	12	22	16	8	21	9	11	38	13	5
TOTAL TRUSTWORTHY	15	32	19	12	30	12	14	54	17	10
Neither trustworthy nor untrustworthy	19	26	57	11	22	66	15	30	69	12
Untrustworthy	6	4	4	29	2	6	33	2	3	31
Very untrustworthy	6	1	2	33	2	6	23	0	6	40
TOTAL UNTRUSTWORTHY	12	5	6	62	4	12	56	2	9	71
Don't know	53	35	19	15	44	11	14	14	6	8
NET TRUST	3	27	13	-50	26	0	-42	52	8	-61

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

HuffPost

Very trustworthy	1	0	2	2	2	1	1	1	1	3	1	2	1	1	1	0	4	1	1	2	1
Trustworthy	8	4	14	16	13	4	9	8	11	10	7	5	10	6	8	8	7	8	6	18	7
TOTAL TRUSTWORTHY	9	4	16	18	15	5	10	9	14	11	9	6	11	7	9	8	11	9	7	20	8
Neither trustworthy nor untrustworthy	23	21	28	28	29	19	24	21	19	23	24	22	24	21	22	30	23	21	20	26	23
Untrustworthy	11	11	12	9	9	13	13	10	15	12	9	10	11	12	12	5	12	13	13	10	11
Very untrustworthy	7	9	5	1	4	11	10	5	4	8	8	8	7	8	7	8	9	9	6	5	7
TOTAL UNTRUSTWORTHY	18	20	17	10	13	24	23	15	19	20	17	18	18	20	19	13	21	22	19	15	18
Don't know	49	54	39	43	42	52	44	54	50	46	50	53	47	53	50	49	44	49	54	39	51
NET TRUST	-9	-16	-1	8	2	-19	-13	-6	-5	-9	-8	-12	-7	-13	-10	-5	-10	-13	-12	5	-10

BuzzFeed News

Very trustworthy	1	0	1	1	1	1	1	1	2	1	1	0	1	1	1	0	2	0	1	3	0
Trustworthy	4	2	8	5	6	3	4	5	8	6	4	1	5	4	4	4	5	4	3	10	3
TOTAL TRUSTWORTHY	5	2	9	6	7	4	5	6	10	7	5	1	6	5	5	4	7	4	4	13	3
Neither trustworthy nor untrustworthy	23	18	26	26	27	18	23	23	27	25	22	17	24	21	23	22	27	19	21	32	23
Untrustworthy	14	12	16	15	15	12	14	14	19	17	8	11	15	12	14	12	14	14	15	14	13
Very untrustworthy	10	12	8	7	7	13	14	7	12	13	8	8	10	11	10	11	11	12	11	7	10
TOTAL UNTRUSTWORTHY	24	24	24	22	22	25	28	21	31	30	16	19	25	23	24	23	25	26	26	21	23
Don't know	48	55	42	46	44	54	45	51	33	38	57	62	45	51	48	50	41	51	50	34	50
NET TRUST	-19	-22	-15	-16	-15	-21	-23	-15	-21	-23	-11	-18	-19	-18	-19	-19	-18	-22	-22	-8	-20

Insider

Very trustworthy	1	1	1	1	1	1	2	1	5	1	1	0	1	2	1	0	2	0	2	4	1
Trustworthy	4	2	4	4	4	2	5	4	10	4	4	1	4	4	4	5	3	5	3	6	3
TOTAL TRUSTWORTHY	5	3	5	5	5	3	7	5	15	5	5	1	5	6	5	5	5	5	5	10	4
Neither trustworthy nor untrustworthy	17	15	19	15	18	15	18	16	21	17	15	17	18	16	17	15	16	16	15	22	18
Untrustworthy	7	8	6	6	4	9	8	5	8	7	5	8	7	7	7	5	5	8	8	6	6
Very untrustworthy	5	7	4	1	2	7	7	4	6	6	4	5	4	7	5	9	4	5	5	4	6
TOTAL UNTRUSTWORTHY	12	15	10	7	6	16	15	9	14	13	9	13	11	14	12	14	9	13	13	10	12
Don't know	65	67	67	73	70	66	60	70	50	64	71	69	66	64	65	67	71	65	66	58	67
NET TRUST	-7	-12	-5	-2	-1	-13	-8	-4	1	-8	-4	-12	-6	-8	-7	-9	-4	-8	-8	0	-8

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
HuffPost																
Very trustworthy	1	2	1	0	3	1	1	1	0	1	3	1	1	3	1	1
Trustworthy	8	22	10	3	19	6	3	14	7	3	15	9	11	20	6	1
TOTAL TRUST WORTHY	9	24	11	3	22	7	4	15	7	4	18	10	12	23	7	2
Neither trustworthy nor untrustworthy	23	31	46	14	29	49	13	23	52	14	24	51	22	28	48	11
Untrustworthy	11	10	12	37	11	10	30	12	12	33	8	14	22	8	13	37
Very untrustworthy	7	4	4	33	3	5	30	4	2	31	5	2	21	2	2	36
TOTAL UNTRUST WORTHY	18	14	16	70	14	15	60	16	14	64	13	16	43	10	15	73
Don't know	49	31	27	13	36	29	23	46	27	18	46	24	23	39	30	14
NET TRUST	-9	10	-5	-67	8	-8	-56	-1	-7	-60	5	-6	-31	13	-8	-71
BuzzFeed News																
Very trustworthy	1	1	0	3	2	1	0	2	0	1	1	0	0	2	0	0
Trustworthy	4	11	4	4	9	4	3	9	3	1	6	3	7	10	4	3
TOTAL TRUST WORTHY	5	12	4	7	11	5	3	11	3	2	7	3	7	12	4	3
Neither trustworthy nor untrustworthy	23	27	55	19	29	44	11	22	47	16	23	48	23	25	47	12
Untrustworthy	14	17	16	19	14	12	21	17	16	23	14	17	21	19	12	22
Very untrustworthy	10	9	6	40	5	7	38	9	4	40	10	4	25	6	6	45
TOTAL UNTRUST WORTHY	24	26	22	59	19	19	59	26	20	63	24	21	46	25	18	67
Don't know	48	35	19	14	41	32	28	41	29	19	46	29	24	38	31	18
NET TRUST	-19	-14	-18	-52	-8	-14	-56	-15	-17	-61	-17	-18	-39	-13	-14	-64
Insider																
Very trustworthy	1	3	0	3	3	2	1	2	0	0	3	1	1	2	0	0
Trustworthy	4	7	4	6	10	1	3	6	3	2	8	2	4	8	2	3
TOTAL TRUST WORTHY	5	10	4	9	13	3	4	8	3	2	11	3	5	10	2	3
Neither trustworthy nor untrustworthy	17	21	46	13	16	40	12	17	45	12	15	42	15	18	40	12
Untrustworthy	7	4	4	27	4	4	23	6	5	25	6	6	17	3	7	23
Very untrustworthy	5	3	4	31	2	3	24	3	2	24	3	2	20	3	2	32
TOTAL UNTRUST WORTHY	12	7	8	58	6	7	47	9	7	49	9	8	37	6	9	55
Don't know	65	62	42	20	65	49	36	65	44	37	67	46	44	66	48	30
NET TRUST	-7	3	-4	-49	7	-4	-43	-1	-4	-47	2	-5	-32	4	-7	-52

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
HuffPost																	
	Very trustworthy	1	5	1	0	9	1	1	14	1	0	12	1	1	18	2	0
	Trustworthy	8	22	9	1	19	6	10	15	7	11	31	11	7	22	7	10
	TOTAL TRUSTWORTHY	9	27	10	1	28	7	11	29	8	11	43	12	8	40	9	10
	Neither trustworthy nor untrustworthy	23	29	57	10	20	45	26	19	45	21	20	45	22	24	48	26
	Untrustworthy	11	12	7	38	5	7	17	7	9	21	11	5	19	3	6	17
	Very untrustworthy	7	2	2	39	3	3	10	3	2	14	2	1	14	3	1	10
	TOTAL UNTRUSTWORTHY	18	14	9	77	8	10	27	10	11	35	13	6	33	6	7	27
	Don't know	49	30	24	11	45	38	36	42	36	33	24	37	37	29	37	37
	NET TRUST	-9	13	1	-76	20	-3	-16	19	-3	-24	30	6	-25	34	2	-17
BuzzFeed News																	
	Very trustworthy	1	4	0	1	8	0	0	8	1	0	9	1	0	13	0	0
	Trustworthy	4	10	5	1	11	3	5	17	2	5	27	6	2	22	3	5
	TOTAL TRUSTWORTHY	5	14	5	2	19	3	5	25	3	5	36	7	2	35	3	5
	Neither trustworthy nor untrustworthy	23	28	56	10	22	47	22	22	46	19	24	49	20	28	54	21
	Untrustworthy	14	16	13	27	12	9	21	12	12	24	9	8	24	5	7	20
	Very untrustworthy	10	5	3	46	4	5	15	4	5	19	5	1	18	6	0	17
	TOTAL UNTRUSTWORTHY	24	21	16	73	16	14	36	16	17	43	14	9	42	11	7	37
	Don't know	48	37	22	15	43	36	36	38	35	34	27	34	36	27	35	38
	NET TRUST	-19	-7	-11	-71	3	-11	-31	9	-14	-38	22	-2	-40	24	-4	-32
Insider																	
	Very trustworthy	1	3	2	0	7	1	1	8	1	0	6	1	0	11	1	1
	Trustworthy	4	12	2	3	18	3	3	20	3	4	21	3	3	26	2	5
	TOTAL TRUSTWORTHY	5	15	4	3	25	4	4	28	4	4	27	4	3	37	3	6
	Neither trustworthy nor untrustworthy	17	15	51	12	14	37	15	16	35	15	19	41	13	27	42	17
	Untrustworthy	7	3	3	35	3	5	10	3	4	15	2	3	11	6	3	11
	Very untrustworthy	5	2	1	29	2	4	7	2	4	10	2	1	12	2	2	7
	TOTAL UNTRUSTWORTHY	12	5	4	64	5	9	17	5	8	25	4	4	23	8	5	18
	Don't know	65	66	40	21	55	50	65	50	53	56	50	51	61	27	50	60
	NET TRUST	-7	10	0	-61	20	-5	-13	23	-4	-21	23	0	-20	29	-2	-12

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
HuffPost																	
	Very trustworthy	1	15	3	0	2	1	0	7	0	0	5	1	0	6	0	0
	Trustworthy	8	28	10	10	15	4	3	24	9	8	31	11	3	23	9	12
	TOTAL TRUST WORTHY	9	43	13	10	17	5	3	31	9	8	36	12	3	29	9	12
	Neither trustworthy nor untrustworthy	23	26	52	22	28	49	9	19	45	12	22	58	14	31	57	16
	Untrustworthy	11	6	6	18	11	13	30	12	12	24	7	12	34	12	12	27
	Very untrustworthy	7	2	3	13	3	4	50	3	3	33	3	2	39	4	2	34
	TOTAL UNTRUST WORTHY	18	8	9	31	14	17	80	15	15	57	10	14	73	16	14	61
	Don't know	49	23	27	37	39	29	9	35	31	22	33	16	10	25	20	11
	NET TRUST	-9	35	4	-21	3	-12	-77	16	-6	-49	26	-2	-70	13	-5	-49
BuzzFeed News																	
	Very trustworthy	1	19	1	0	1	2	0	9	1	0	7	0	2	6	0	1
	Trustworthy	4	19	4	4	10	4	3	18	2	4	12	3	1	12	5	3
	TOTAL TRUST WORTHY	5	38	5	4	11	6	3	27	3	4	19	3	3	18	5	4
	Neither trustworthy nor untrustworthy	23	29	63	18	23	48	6	19	42	10	26	58	13	28	54	22
	Untrustworthy	14	3	6	22	19	15	25	18	15	31	13	13	31	12	15	22
	Very untrustworthy	10	7	3	19	7	7	52	6	7	34	5	8	44	11	3	37
	TOTAL UNTRUST WORTHY	24	10	9	41	26	22	77	24	22	65	18	21	75	23	18	59
	Don't know	48	23	22	36	40	23	14	31	33	21	37	19	10	31	22	15
	NET TRUST	-19	28	-4	-37	-15	-16	-74	3	-19	-61	1	-18	-72	-5	-13	-55
Insider																	
	Very trustworthy	1	8	1	1	2	1	2	5	1	1	10	1	1	7	2	0
	Trustworthy	4	33	4	4	7	4	2	18	3	5	14	3	3	15	5	4
	TOTAL TRUST WORTHY	5	41	5	5	9	5	4	23	4	6	24	4	4	22	7	4
	Neither trustworthy nor untrustworthy	17	26	50	14	18	45	14	9	36	11	15	56	10	21	52	15
	Untrustworthy	7	0	4	11	4	5	26	4	6	28	1	5	34	4	6	22
	Very untrustworthy	5	5	3	10	2	2	40	0	2	21	8	3	34	4	1	28
	TOTAL UNTRUST WORTHY	12	5	7	21	6	7	66	4	8	49	9	8	68	8	7	50
	Don't know	65	27	39	62	67	43	17	63	52	34	53	31	18	49	33	31
	NET TRUST	-7	36	-2	-16	3	-2	-62	19	-4	-43	15	-4	-64	14	0	-46

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
HuffPost																
Very trustworthy	1	4	1	2	5	1	0	13	0	0	16	0	1	9	0	0
Trustworthy	8	21	7	3	28	6	2	87	0	0	58	11	5	38	10	2
TOTAL TRUSTWORTHY	9	25	8	5	33	7	2	100	0	0	74	11	6	47	10	2
Neither trustworthy nor untrustworthy	23	27	58	9	27	64	9	0	100	0	12	75	14	28	73	7
Untrustworthy	11	10	15	37	11	12	35	0	0	61	0	5	36	5	9	47
Very untrustworthy	7	3	6	46	3	3	48	0	0	39	0	1	31	5	1	39
TOTAL UNTRUSTWORTHY	18	13	21	83	14	15	83	0	0	100	0	6	67	10	10	86
Don't know	49	35	13	2	25	15	6	0	0	0	14	8	13	15	6	5
NET TRUST	-9	12	-13	-78	19	-8	-81	100	0	-100	74	5	-61	37	0	-84
BuzzFeed News																
Very trustworthy	1	1	0	0	3	1	3	6	0	0	17	0	0	17	0	0
Trustworthy	4	10	5	1	10	7	0	28	2	0	83	0	0	31	5	0
TOTAL TRUSTWORTHY	5	11	5	1	13	8	3	34	2	0	100	0	0	48	5	0
Neither trustworthy nor untrustworthy	23	26	50	15	35	57	9	29	73	7	0	100	0	31	69	5
Untrustworthy	14	16	16	30	15	18	23	16	14	35	0	0	57	9	15	46
Very untrustworthy	10	7	8	50	5	3	53	1	2	52	0	0	43	2	4	46
TOTAL UNTRUSTWORTHY	24	23	24	80	20	21	76	17	16	87	0	0	100	11	19	92
Don't know	48	41	21	4	32	15	11	20	10	6	0	0	0	11	7	3
NET TRUST	-19	-12	-19	-79	-7	-13	-73	17	-14	-87	100	0	-100	37	-14	-92
Insider																
Very trustworthy	1	2	0	1	6	1	2	6	1	0	23	1	0	23	0	0
Trustworthy	4	10	3	3	7	6	0	18	6	3	28	8	3	77	0	0
TOTAL TRUSTWORTHY	5	12	3	4	13	7	2	24	7	3	51	9	3	100	0	0
Neither trustworthy nor untrustworthy	17	18	57	9	21	58	7	19	57	10	17	58	14	0	100	0
Untrustworthy	7	3	10	37	4	9	38	2	3	34	0	2	27	0	0	55
Very untrustworthy	5	1	3	43	2	0	43	1	2	29	0	0	23	0	0	45
TOTAL UNTRUSTWORTHY	12	4	13	80	6	9	81	3	5	63	0	2	50	0	0	100
Don't know	65	66	28	7	60	26	9	54	32	24	32	31	33	0	0	0
NET TRUST	-7	8	-10	-76	7	-2	-79	21	2	-60	51	7	-47	100	0	-100

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%
HuffPost										
Very trustworthy	1	4	1	0	13	2	0	12	0	0
Trustworthy	8	23	8	4	30	15	5	41	7	4
TOTAL TRUSTWORTHY	9	27	9	4	43	17	5	53	7	4
Neither trustworthy nor untrustworthy	23	26	60	14	29	68	10	29	80	12
Untrustworthy	11	17	11	36	7	7	48	6	9	39
Very untrustworthy	7	4	1	34	0	2	32	0	1	37
TOTAL UNTRUSTWORTHY	18	21	12	70	7	9	80	6	10	76
Don't know	49	26	20	11	21	7	5	11	2	8
NET TRUST	-9	6	-3	-66	36	8	-75	47	-3	-72
BuzzFeed News										
Very trustworthy	1	4	0	1	15	0	1	14	0	1
Trustworthy	4	12	3	3	20	3	2	23	4	1
TOTAL TRUSTWORTHY	5	16	3	4	35	3	3	37	4	2
Neither trustworthy nor untrustworthy	23	32	60	8	32	76	11	37	75	9
Untrustworthy	14	18	14	32	14	13	43	5	17	34
Very untrustworthy	10	4	6	43	1	3	41	3	1	46
TOTAL UNTRUSTWORTHY	24	22	20	75	15	16	84	8	18	80
Don't know	48	30	17	13	18	5	2	17	3	8
NET TRUST	-19	-6	-17	-71	20	-13	-81	29	-14	-78
Insider										
Very trustworthy	1	7	0	1	16	0	1	10	0	1
Trustworthy	4	14	3	1	31	6	1	29	3	2
TOTAL TRUSTWORTHY	5	21	3	2	47	6	2	39	3	3
Neither trustworthy nor untrustworthy	17	17	61	11	27	75	14	24	80	8
Untrustworthy	7	5	4	34	2	6	40	2	5	43
Very untrustworthy	5	1	2	30	0	5	26	0	2	35
TOTAL UNTRUSTWORTHY	12	6	6	64	2	11	66	2	7	78
Don't know	65	57	29	23	25	9	17	35	10	12
NET TRUST	-7	15	-3	-62	45	-5	-64	37	-4	-75

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	4044	1322	979	344	1425	1506	1957	2087	425	1670	999	951	2305	1739	3490	202	352	975	671	489	1355	
Unweighted Sample	4044	1389	972	375	1656	1543	1782	2262	326	1705	1033	980	2360	1684	3477	207	360	969	675	436	1397	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Private Eye

Very trustworthy	5	2	9	7	8	2	5	4	4	4	6	3	5	4	5	3	5	4	4	7	5
Trustworthy	14	9	22	26	23	9	16	12	9	16	14	11	17	9	13	16	17	11	12	20	13
TOTAL TRUSTWORTHY	19	11	31	33	31	11	21	16	13	20	20	14	22	13	18	19	22	15	16	27	18
Neither trustworthy nor untrustworthy	20	24	20	20	22	22	23	19	14	20	24	21	21	19	21	24	19	21	20	25	19
Untrustworthy	8	11	8	4	6	10	9	7	11	6	8	11	8	9	8	8	8	7	9	7	9
Very untrustworthy	6	7	4	2	4	8	7	5	5	6	6	7	5	8	6	6	3	6	6	6	7
TOTAL UNTRUSTWORTHY	14	18	12	6	10	18	16	12	16	12	14	18	13	17	14	14	11	13	15	13	16
Don't know	47	48	37	41	37	48	40	54	58	48	41	47	44	52	47	43	48	51	50	36	48
NET TRUST	5	-7	19	27	21	-7	5	4	-3	8	6	-4	9	-4	4	5	11	2	1	14	2

Vice

Very trustworthy	1	0	1	1	1	1	1	1	5	1	1	0	1	2	1	0	2	1	2	3	1
Trustworthy	5	1	8	7	6	2	7	4	11	8	3	0	7	3	5	2	7	4	6	12	3
TOTAL TRUSTWORTHY	6	1	9	8	7	3	8	5	16	9	4	0	8	5	6	2	9	5	8	15	4
Neither trustworthy nor untrustworthy	17	15	20	21	19	16	19	16	26	19	13	15	18	16	17	22	14	15	16	25	17
Untrustworthy	8	7	8	7	7	8	10	7	10	9	6	7	7	9	8	9	12	8	7	7	8
Very untrustworthy	6	8	4	3	4	9	8	4	5	7	5	7	5	8	6	5	6	7	7	3	7
TOTAL UNTRUSTWORTHY	14	15	12	10	11	17	18	11	15	16	11	14	12	17	14	14	18	15	14	10	15
Don't know	62	68	59	62	63	65	55	68	43	56	72	69	62	62	62	63	59	65	63	49	64
NET TRUST	-8	-14	-3	-2	-4	-14	-10	-6	1	-7	-7	-14	-4	-12	-8	-12	-9	-10	-6	5	-11

The New European

Very trustworthy	2	1	2	2	2	1	2	2	4	1	3	1	2	1	2	0	3	1	3	4	1
Trustworthy	5	1	10	10	10	1	5	5	5	5	6	4	6	3	5	7	6	3	4	10	4
TOTAL TRUSTWORTHY	7	2	12	12	2	7	7	7	9	6	9	5	8	4	7	7	9	4	7	14	5
Neither trustworthy nor untrustworthy	15	15	17	16	17	15	17	14	17	16	14	15	16	15	15	18	14	13	13	22	16
Untrustworthy	6	8	5	5	4	9	8	4	5	7	5	6	5	7	6	7	6	7	8	3	6
Very untrustworthy	7	11	4	1	3	12	9	6	5	7	6	9	5	10	7	9	6	10	8	3	7
TOTAL UNTRUSTWORTHY	13	19	9	6	7	21	17	10	10	14	11	15	10	17	13	16	12	17	16	6	13
Don't know	64	64	62	66	65	62	59	70	63	63	66	65	65	63	65	59	64	66	65	58	67
NET TRUST	-6	-17	3	6	5	-19	-10	-3	-1	-8	-2	-10	-2	-13	-6	-9	-3	-13	-9	8	-8

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	The Economist Trust			The Guardian Trust			The Times Trust			The Telegraph Trust			The Independent Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	599	404	232	702	440	375	634	534	342	499	506	488	618	567	291
Unweighted Sample	4044	615	412	211	719	453	373	652	545	330	511	531	502	641	570	279
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Private Eye																
Very trustworthy	5	7	9	7	11	2	4	5	4	5	3	3	12	11	3	3
Trustworthy	14	32	14	9	26	8	9	23	13	13	21	13	22	27	12	11
TOTAL TRUSTWORTHY	19	39	23	16	37	10	13	28	17	18	24	16	34	38	15	14
Neither trustworthy nor untrustworthy	20	19	47	12	19	49	16	18	49	15	22	51	19	21	44	17
Untrustworthy	8	7	7	30	6	8	26	7	8	20	8	6	13	6	8	24
Very untrustworthy	6	3	2	29	2	4	25	4	4	33	2	2	18	3	3	31
TOTAL UNTRUSTWORTHY	14	10	9	59	8	12	51	11	12	53	10	8	31	9	11	55
Don't know	47	32	21	14	35	29	20	43	23	15	44	25	15	32	30	15
NET TRUST	5	29	14	-43	29	-2	-38	17	5	-35	14	8	3	29	4	-41
Vice																
Very trustworthy	1	1	1	4	2	0	1	1	1	1	2	0	2	1	0	0
Trustworthy	5	14	5	9	10	6	4	8	6	7	7	8	7	9	6	5
TOTAL TRUSTWORTHY	6	15	6	13	12	6	5	9	7	8	9	8	9	10	6	5
Neither trustworthy nor untrustworthy	17	17	46	11	17	37	11	13	40	14	15	41	13	19	39	13
Untrustworthy	8	7	12	27	7	8	24	9	5	26	7	7	19	5	9	30
Very untrustworthy	6	5	4	31	4	4	23	3	3	28	4	1	17	3	4	32
TOTAL UNTRUSTWORTHY	14	12	16	58	11	12	47	12	8	54	11	8	36	8	13	62
Don't know	62	56	33	18	61	45	37	66	44	25	67	43	42	63	42	19
NET TRUST	-8	3	-10	-45	1	-6	-42	-3	-1	-46	-2	0	-27	2	-7	-57
The New European																
Very trustworthy	2	5	1	4	4	1	1	4	2	0	4	1	2	6	0	0
Trustworthy	5	13	4	4	12	3	0	7	6	2	6	3	10	12	5	2
TOTAL TRUSTWORTHY	7	18	5	8	16	4	1	11	8	2	10	4	12	18	5	2
Neither trustworthy nor untrustworthy	15	18	40	6	13	39	8	13	40	8	13	44	12	14	39	10
Untrustworthy	6	3	11	34	3	3	23	3	5	25	4	3	20	1	7	24
Very untrustworthy	7	2	5	37	2	2	32	4	3	33	3	4	19	3	2	36
TOTAL UNTRUSTWORTHY	13	5	16	71	5	5	55	7	8	58	7	7	39	4	9	60
Don't know	64	59	39	17	66	51	36	69	45	30	70	45	38	63	47	28
NET TRUST	-6	13	-11	-63	11	-1	-54	4	0	-56	3	-3	-27	14	-4	-58

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The i Trust			The Daily Mail Trust			The Express Trust			The Mirror Trust			The Sun Trust			
Total		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUSTWORTHY	
Weighted Sample	4044	421	480	284	214	491	1005	177	463	805	177	480	946	124	324	1237	
Unweighted Sample	4044	447	487	275	208	496	1052	176	471	845	164	476	986	113	325	1274	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Private Eye																	
	Very trustworthy	5	16	5	3	4	2	7	10	1	8	16	6	4	13	2	7
	Trustworthy	14	29	12	6	24	8	22	24	9	20	36	16	12	25	11	16
	TOTAL TRUSTWORTHY	19	45	17	9	28	10	29	34	10	28	52	22	16	38	13	23
	Neither trustworthy nor untrustworthy	20	23	55	13	20	48	17	19	45	17	18	43	21	25	49	20
	Untrustworthy	8	7	6	29	13	8	9	7	13	13	3	6	13	14	4	11
	Very untrustworthy	6	1	1	37	2	3	9	2	3	13	3	1	11	4	2	9
	TOTAL UNTRUSTWORTHY	14	8	7	66	15	11	18	9	16	26	6	7	24	18	6	20
	Don't know	47	24	21	11	37	32	35	38	29	29	25	27	39	19	32	38
	NET TRUST	5	37	10	-57	13	-1	11	25	-6	2	46	15	-8	20	7	3
Vice																	
	Very trustworthy	1	3	1	1	5	0	1	6	0	0	4	1	1	9	0	1
	Trustworthy	5	9	5	5	13	2	7	15	4	8	26	3	4	20	2	6
	TOTAL TRUSTWORTHY	6	12	6	6	18	2	8	21	4	8	30	4	5	29	2	7
	Neither trustworthy nor untrustworthy	17	18	53	11	18	38	16	21	37	16	16	38	15	26	43	16
	Untrustworthy	8	7	7	33	4	7	11	5	4	13	3	3	16	4	4	13
	Very untrustworthy	6	2	1	30	3	4	8	4	4	13	3	4	10	3	1	9
	TOTAL UNTRUSTWORTHY	14	9	8	63	7	11	19	9	8	26	6	7	26	7	5	22
	Don't know	62	61	34	20	58	48	57	50	50	50	47	51	55	38	50	54
	NET TRUST	-8	3	-2	-57	11	-9	-11	12	-4	-18	24	-3	-21	22	-3	-15
The New European																	
	Very trustworthy	2	7	1	2	14	1	1	10	1	1	14	0	0	25	0	1
	Trustworthy	5	16	7	3	10	2	8	14	4	8	18	8	3	19	4	7
	TOTAL TRUSTWORTHY	7	23	8	5	24	3	9	24	5	9	32	8	3	44	4	8
	Neither trustworthy nor untrustworthy	15	11	49	12	8	38	11	4	37	12	11	39	10	11	42	13
	Untrustworthy	6	4	4	24	3	4	8	11	4	12	2	2	11	5	5	8
	Very untrustworthy	7	1	2	42	12	4	10	8	3	14	8	4	12	5	2	10
	TOTAL UNTRUSTWORTHY	13	5	6	66	15	8	18	19	7	26	10	6	23	10	7	18
	Don't know	64	60	37	17	54	50	61	54	52	54	48	48	63	34	47	60
	NET TRUST	-6	18	2	-61	9	-5	-9	5	-2	-17	22	2	-20	34	-3	-10

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

		The Star Trust			The Financial Times Trust			The Metro Trust			The New Statesman Trust			The Spectator Trust			
		TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	76	325	1113	844	414	214	302	671	377	204	434	302	190	447	335	
Unweighted Sample	4044	68	318	1161	878	428	199	300	710	370	207	444	292	198	457	326	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Private Eye																	
	Very trustworthy	5	10	3	8	8	1	2	9	3	8	17	6	4	14	5	9
	Trustworthy	14	37	8	18	24	10	11	23	15	7	41	14	8	32	18	16
	TOTAL TRUSTWORTHY	19	47	11	26	32	11	13	32	18	15	58	20	12	46	23	25
	Neither trustworthy nor untrustworthy	20	28	51	17	20	53	11	18	41	16	17	55	17	29	51	14
	Untrustworthy	8	0	9	14	6	11	23	12	8	25	6	7	29	7	10	20
	Very untrustworthy	6	8	3	10	4	2	45	1	4	22	3	1	35	1	2	31
	TOTAL UNTRUSTWORTHY	14	8	12	24	10	13	68	13	12	47	9	8	64	8	12	51
	Don't know	47	18	25	33	38	23	8	36	28	22	16	17	7	17	14	10
	NET TRUST	5	39	-1	2	22	-2	-55	19	6	-32	49	12	-52	38	11	-26
Vice																	
	Very trustworthy	1	11	0	1	2	1	1	7	0	1	6	1	0	6	1	1
	Trustworthy	5	31	5	4	9	4	2	16	6	5	13	4	5	13	3	7
	TOTAL TRUSTWORTHY	6	42	5	5	11	5	3	23	6	6	19	5	5	19	4	8
	Neither trustworthy nor untrustworthy	17	27	50	14	17	43	11	10	33	13	21	54	13	19	50	13
	Untrustworthy	8	0	7	13	6	8	22	10	7	27	5	6	32	5	8	28
	Very untrustworthy	6	0	5	10	5	5	39	1	3	25	4	3	32	10	2	27
	TOTAL UNTRUSTWORTHY	14	0	12	23	11	13	61	11	10	52	9	9	64	15	10	55
	Don't know	62	31	32	58	61	39	24	56	50	28	50	32	18	47	36	24
	NET TRUST	-8	42	-7	-18	0	-8	-58	12	-4	-46	10	-4	-59	4	-6	-47
The New European																	
	Very trustworthy	2	30	1	1	4	1	0	10	2	0	12	0	1	11	1	3
	Trustworthy	5	23	7	5	12	4	2	7	7	5	19	7	2	15	7	9
	TOTAL TRUSTWORTHY	7	53	8	6	16	5	2	17	9	5	31	7	3	26	8	12
	Neither trustworthy nor untrustworthy	15	5	53	14	16	48	4	11	31	6	15	58	13	25	52	15
	Untrustworthy	6	0	5	9	3	7	24	7	3	19	4	3	32	3	4	21
	Very untrustworthy	7	11	2	12	4	5	46	6	4	27	6	6	40	4	3	30
	TOTAL UNTRUSTWORTHY	13	11	7	21	7	12	70	13	7	46	10	9	72	7	7	51
	Don't know	64	30	32	59	61	35	24	60	52	43	44	25	13	41	32	22
	NET TRUST	-6	42	1	-15	9	-7	-68	4	2	-41	21	-2	-69	19	1	-39

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Reuters Trust			PA Trust			HuffPost Trust			Buzzfeed Trust			Insider Trust			
	Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY
Weighted Sample	4044	598	387	210	334	422	274	203	481	394	111	482	510	111	360	255
Unweighted Sample	4044	609	398	198	349	429	251	207	497	386	107	478	507	104	371	241
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Private Eye																
Very trustworthy	5	8	4	1	11	4	2	13	4	3	25	7	3	25	5	1
Trustworthy	14	28	14	6	29	18	7	34	17	17	24	17	14	43	13	8
TOTAL TRUSTWORTHY	19	36	18	7	40	22	9	47	21	20	49	24	17	68	18	9
Neither trustworthy nor untrustworthy	20	23	51	12	26	57	9	17	54	12	11	55	18	12	67	10
Untrustworthy	8	5	11	38	10	6	32	4	6	25	7	4	21	6	6	40
Very untrustworthy	6	2	3	38	3	2	43	2	3	30	2	1	23	0	3	38
TOTAL UNTRUSTWORTHY	14	7	14	76	13	8	75	6	9	55	9	5	44	6	9	78
Don't know	47	34	16	5	21	13	8	30	16	12	30	16	21	14	6	4
NET TRUST	5	29	4	-69	27	14	-66	41	12	-35	40	19	-27	62	9	-69
Vice																
Very trustworthy	1	1	1	1	3	1	0	6	1	0	17	0	0	19	2	0
Trustworthy	5	9	4	6	11	6	2	20	7	3	28	9	4	37	8	1
TOTAL TRUSTWORTHY	6	10	5	7	14	7	2	26	8	3	45	9	4	56	10	1
Neither trustworthy nor untrustworthy	17	21	47	14	14	57	15	29	51	10	9	57	12	15	62	14
Untrustworthy	8	8	9	36	11	9	32	4	5	33	7	6	31	4	7	45
Very untrustworthy	6	3	6	30	4	2	34	3	1	34	4	1	29	4	4	37
TOTAL UNTRUSTWORTHY	14	11	15	66	15	11	66	7	6	67	11	7	60	8	11	82
Don't know	62	58	33	12	57	25	17	38	36	21	34	27	24	22	17	4
NET TRUST	-8	-1	-10	-59	-1	-4	-64	19	2	-64	34	2	-56	48	-1	-81
The New European																
Very trustworthy	2	4	1	2	5	4	1	9	1	0	28	1	1	25	2	1
Trustworthy	5	12	7	2	21	7	0	24	7	2	23	10	2	27	9	0
TOTAL TRUSTWORTHY	7	16	8	4	26	11	1	33	8	2	51	11	3	52	11	1
Neither trustworthy nor untrustworthy	15	16	46	11	19	55	11	12	53	8	12	56	13	9	65	7
Untrustworthy	6	4	7	36	6	4	29	5	5	26	0	3	19	3	5	39
Very untrustworthy	7	3	7	46	3	4	46	2	3	35	5	2	24	5	1	43
TOTAL UNTRUSTWORTHY	13	7	14	82	9	8	75	7	8	61	5	5	43	8	6	82
Don't know	64	60	33	3	47	26	13	49	32	29	33	27	42	31	19	9
NET TRUST	-6	9	-6	-78	17	3	-74	26	0	-59	46	6	-40	44	5	-81

Sample Size: 4044 adults in GB
Fieldwork: 16th - 18th May 2023

	Private Eye Trust			Vice Trust			The New European Trust			
Total	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	TOTAL TRUST WORTHY	Neither	TOTAL UNTRUST WORTHY	
Weighted Sample	4044	392	442	303	133	358	298	143	325	282
Unweighted Sample	4044	397	454	287	122	361	293	149	328	269
	%	%	%	%	%	%	%	%	%	%

Private Eye

Very trustworthy	5	25	0	0	18	5	2	22	3	2
Trustworthy	14	75	0	0	39	14	7	53	8	6
TOTAL TRUSTWORTHY	19	100	0	0	57	19	9	75	11	8
Neither trustworthy nor untrustworthy	20	0	100	0	12	68	12	16	78	9
Untrustworthy	8	0	0	57	3	4	41	1	5	37
Very untrustworthy	6	0	0	43	0	1	30	0	2	42
TOTAL UNTRUSTWORTHY	14	0	0	100	3	5	71	1	7	79
Don't know	47	0	0	0	27	7	8	7	3	5
NET TRUST	5	100	0	-100	54	14	-62	74	4	-71

Vice

Very trustworthy	1	5	1	0	18	0	0	13	0	0
Trustworthy	5	16	3	1	82	0	0	24	4	3
TOTAL TRUSTWORTHY	6	21	4	1	100	0	0	37	4	3
Neither trustworthy nor untrustworthy	17	18	59	7	0	100	0	24	79	11
Untrustworthy	8	4	6	45	0	0	57	3	9	42
Very untrustworthy	6	3	2	32	0	0	43	2	1	40
TOTAL UNTRUSTWORTHY	14	7	8	77	0	0	100	5	10	82
Don't know	62	54	29	15	0	0	0	35	6	5
NET TRUST	-8	14	-4	-76	100	0	-100	32	-6	-79

The New European

Very trustworthy	2	7	1	0	25	1	1	27	0	0
Trustworthy	5	18	4	1	13	8	1	73	0	0
TOTAL TRUSTWORTHY	7	25	5	1	38	9	2	100	0	0
Neither trustworthy nor untrustworthy	15	10	59	7	10	68	10	0	100	0
Untrustworthy	6	2	5	31	3	4	34	0	0	46
Very untrustworthy	7	4	1	38	3	3	34	0	0	54
TOTAL UNTRUSTWORTHY	13	6	6	69	6	7	68	0	0	100
Don't know	64	60	30	23	47	16	20	0	0	0
NET TRUST	-6	19	-1	-68	32	2	-66	100	0	-100