

Sample Size: 2043 adults in GB
Fieldwork: 20th - 21st 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	2043	668	494	174	720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
Unweighted Sample	2043	663	496	186	796	776	903	1140	193	832	490	528	1193	850	1756	112	175	489	339	244	684	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

GB News

Very trustworthy	3	6	2	1	1	6	5	2	4	3	5	3	3	4	3	2	3	3	3	4	3
Trustworthy	9	16	3	5	6	15	10	9	8	7	10	14	9	10	10	8	8	9	8	12	11
TOTAL TRUSTWORTHY	12	22	5	6	7	21	15	11	12	10	15	17	12	14	13	10	11	12	11	16	14
Neither trustworthy nor untrustworthy	19	23	15	14	14	22	19	19	14	20	17	20	17	21	19	16	16	16	23	19	20
Untrustworthy	10	9	12	13	11	10	13	8	11	11	12	6	13	7	11	9	9	12	9	15	9
Very untrustworthy	17	6	32	28	29	8	22	13	19	21	17	10	20	14	17	18	20	20	15	20	15
TOTAL UNTRUSTWORTHY	27	15	44	41	40	18	35	21	30	32	29	16	33	21	28	27	29	32	24	35	24
Don't know	41	40	36	38	39	39	31	49	44	37	39	47	38	44	40	47	44	41	42	29	42
NET TRUST	-15	7	-39	-35	-33	3	-20	-10	-18	-22	-14	1	-21	-7	-15	-17	-18	-20	-13	-19	-10

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

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	Total	BBC Trust			Sky Trust			ITV Trust			Channel 4 Trust			Channel 5 Trust		
		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	2043	901	500	437	583	603	316	792	641	235	772	554	222	469	635	243
Unweighted Sample	2043	913	498	435	592	599	313	819	631	231	797	543	218	489	633	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

GB News

Very trustworthy	3	3	2	8	5	2	7	3	3	9	3	2	12	5	3	7
Trustworthy	9	11	5	16	15	9	13	13	8	17	11	9	19	17	7	14
TOTAL TRUSTWORTHY	12	14	7	24	20	11	20	16	11	26	14	11	31	22	10	21
Neither trustworthy nor untrustworthy	19	14	39	14	15	40	11	15	36	11	12	43	12	15	40	10
Untrustworthy	10	10	8	17	12	9	22	11	9	25	12	11	23	9	11	26
Very untrustworthy	17	18	15	27	17	18	36	18	17	29	28	12	25	15	18	33
TOTAL UNTRUSTWORTHY	27	28	23	44	29	27	58	29	26	54	40	23	48	24	29	59
Don't know	41	44	32	18	37	23	11	41	28	9	35	23	9	38	20	10
NET TRUST	-15	-14	-16	-20	-9	-16	-38	-13	-15	-28	-26	-12	-17	-2	-19	-38

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Total	TalkTV/TalkRadio Trust			LBC Trust			Times Radio Trust			GB News 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
Weighted Sample 2043	178	474	298	267	443	275	236	407	226	262	387	565
Unweighted Sample 2043	181	461	289	272	437	258	240	395	219	266	375	561
	%	%	%	%	%	%	%	%	%	%	%	%

GB News

Very trustworthy	3	19	2	3	8	3	4	7	3	4	26	0	0
Trustworthy	9	38	11	5	22	9	11	25	9	10	74	0	0
TOTAL TRUSTWORTHY	12	57	13	8	30	12	15	32	12	14	100	0	0
Neither trustworthy nor untrustworthy	19	12	57	7	13	56	10	20	57	8	0	100	0
Untrustworthy	10	7	10	29	12	11	25	11	11	30	0	0	37
Very untrustworthy	17	7	13	52	29	15	42	14	14	47	0	0	63
TOTAL UNTRUSTWORTHY	27	14	23	81	41	26	67	25	25	77	0	0	100
Don't know	41	16	6	4	17	7	8	22	6	2	0	0	0
NET TRUST	-15	43	-10	-73	-11	-14	-52	7	-13	-63	100	0	-100

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