

# YouGov / Financial Times Survey Results

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	
<b>Weighted Sample</b>	<b>2043</b>	668	494	174	720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
<b>Unweighted Sample</b>	<b>2043</b>	663	496	186	796	776	903	1140	193	832	490	528	1193	850	1756	112	175	489	339	244	684	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

## BBC

Very frequently	27	30	29	39	35	26	29	25	18	22	28	40	31	22	27	31	24	25	28	27	29
Fairly frequently	32	33	39	41	37	33	32	33	31	32	34	31	35	29	32	36	33	30	32	37	32
Not very frequently	23	22	20	17	17	24	21	25	23	26	24	17	21	25	24	14	23	25	24	20	24
<b>TOTAL AT ALL</b>	<b>82</b>	<b>85</b>	<b>88</b>	<b>97</b>	<b>89</b>	<b>83</b>	<b>82</b>	<b>83</b>	<b>72</b>	<b>80</b>	<b>86</b>	<b>88</b>	<b>87</b>	<b>76</b>	<b>83</b>	<b>81</b>	<b>80</b>	<b>80</b>	<b>84</b>	<b>84</b>	<b>85</b>
Never	15	14	11	2	10	16	15	15	19	16	14	12	11	19	14	16	19	17	12	12	14
Don't know	3	1	2	1	1	1	3	3	9	4	0	0	2	4	3	3	2	3	4	4	2

## Sky

Very frequently	7	8	7	4	6	9	8	6	6	6	9	6	7	7	7	8	6	6	8	9	6
Fairly frequently	15	16	15	17	16	15	16	13	11	14	17	16	16	12	14	15	17	16	14	16	13
Not very frequently	28	28	31	28	31	26	29	26	26	29	28	24	29	26	27	19	33	27	23	34	28
<b>TOTAL AT ALL</b>	<b>50</b>	<b>52</b>	<b>53</b>	<b>49</b>	<b>53</b>	<b>50</b>	<b>53</b>	<b>45</b>	<b>43</b>	<b>49</b>	<b>54</b>	<b>46</b>	<b>52</b>	<b>45</b>	<b>48</b>	<b>42</b>	<b>56</b>	<b>49</b>	<b>45</b>	<b>59</b>	<b>47</b>
Never	48	47	46	49	46	49	43	52	48	47	45	53	46	51	48	55	41	48	51	38	51
Don't know	3	1	2	2	2	1	4	3	9	4	1	1	2	4	3	3	3	3	4	4	3

## ITV

Very frequently	9	10	8	10	8	11	7	9	4	6	10	13	7	11	8	8	9	7	10	10	8
Fairly frequently	23	25	23	30	25	25	22	24	17	21	24	27	23	22	22	22	28	23	25	22	21
Not very frequently	39	41	44	40	43	39	42	37	29	38	45	39	41	36	40	31	33	40	35	39	43
<b>TOTAL AT ALL</b>	<b>71</b>	<b>76</b>	<b>75</b>	<b>80</b>	<b>76</b>	<b>75</b>	<b>71</b>	<b>70</b>	<b>50</b>	<b>65</b>	<b>79</b>	<b>79</b>	<b>71</b>	<b>69</b>	<b>70</b>	<b>61</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>71</b>	<b>72</b>
Never	27	24	23	18	23	24	26	27	41	31	21	19	27	27	26	36	28	27	25	25	26
Don't know	3	1	2	1	2	1	3	3	10	4	0	1	2	4	3	3	2	3	5	3	2

## Channel 4

Very frequently	4	3	5	8	5	3	4	4	4	4	5	3	4	4	4	3	3	4	3	6	4
Fairly frequently	14	10	19	21	20	10	13	15	15	14	14	16	16	13	14	16	18	11	17	17	13
Not very frequently	37	40	41	37	40	41	39	36	22	35	41	44	38	36	37	31	41	37	35	33	40
<b>TOTAL AT ALL</b>	<b>55</b>	<b>53</b>	<b>65</b>	<b>66</b>	<b>65</b>	<b>54</b>	<b>56</b>	<b>55</b>	<b>41</b>	<b>53</b>	<b>60</b>	<b>63</b>	<b>58</b>	<b>53</b>	<b>55</b>	<b>50</b>	<b>62</b>	<b>52</b>	<b>55</b>	<b>56</b>	<b>57</b>
Never	41	45	33	32	33	44	39	42	49	43	38	37	39	43	41	47	33	44	40	40	41
Don't know	4	1	2	2	2	2	4	3	11	5	1	1	3	5	3	3	5	4	5	4	2

# YouGov / Financial Times Surve

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

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

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

## BBC

Very frequently	27	45	18	8	38	23	17	40	21	10	42	18	10	44	24	12
Fairly frequently	32	38	41	19	38	37	23	39	37	18	38	38	17	39	36	21
Not very frequently	23	13	31	36	18	27	29	15	29	30	13	30	32	12	27	31
<b>TOTAL AT ALL</b>	<b>82</b>	<b>96</b>	<b>90</b>	<b>63</b>	<b>94</b>	<b>87</b>	<b>69</b>	<b>94</b>	<b>87</b>	<b>58</b>	<b>93</b>	<b>86</b>	<b>59</b>	<b>95</b>	<b>87</b>	<b>64</b>
Never	15	4	9	36	6	12	30	5	13	42	6	13	40	6	12	35
Don't know	3	0	1	1	0	0	1	0	1	1	0	1	1	0	1	1

## Sky

Very frequently	7	8	6	7	15	6	2	9	6	6	9	6	5	12	5	7
Fairly frequently	15	14	18	16	24	17	11	17	17	9	16	16	15	19	17	9
Not very frequently	28	30	29	26	34	36	23	30	30	24	29	31	22	25	34	23
<b>TOTAL AT ALL</b>	<b>50</b>	<b>52</b>	<b>53</b>	<b>49</b>	<b>73</b>	<b>59</b>	<b>36</b>	<b>56</b>	<b>53</b>	<b>39</b>	<b>54</b>	<b>53</b>	<b>42</b>	<b>56</b>	<b>56</b>	<b>39</b>
Never	48	47	45	50	25	40	63	43	46	60	45	46	56	43	44	60
Don't know	3	0	2	1	1	1	0	1	1	1	0	1	2	1	1	1

## ITV

Very frequently	9	11	9	4	14	6	4	15	7	2	12	8	2	18	8	2
Fairly frequently	23	25	27	18	27	26	16	32	23	14	26	29	12	30	26	15
Not very frequently	39	43	42	36	43	42	40	41	48	31	46	40	37	40	45	35
<b>TOTAL AT ALL</b>	<b>71</b>	<b>79</b>	<b>78</b>	<b>58</b>	<b>84</b>	<b>74</b>	<b>60</b>	<b>88</b>	<b>78</b>	<b>47</b>	<b>84</b>	<b>77</b>	<b>51</b>	<b>88</b>	<b>79</b>	<b>52</b>
Never	27	20	21	40	16	24	39	11	21	51	15	21	48	11	20	47
Don't know	3	1	1	1	0	1	0	0	1	1	0	1	1	0	1	1

## Channel 4

Very frequently	4	5	4	3	6	4	3	6	4	2	7	3	3	7	4	2
Fairly frequently	14	15	18	12	17	15	13	19	17	8	24	14	6	22	17	9
Not very frequently	37	42	41	32	41	42	32	44	42	29	45	45	26	44	44	30
<b>TOTAL AT ALL</b>	<b>55</b>	<b>62</b>	<b>63</b>	<b>47</b>	<b>64</b>	<b>61</b>	<b>48</b>	<b>69</b>	<b>63</b>	<b>39</b>	<b>76</b>	<b>62</b>	<b>35</b>	<b>73</b>	<b>65</b>	<b>41</b>
Never	41	37	36	51	36	36	51	31	36	59	24	36	63	26	33	56
Don't know	4	1	2	1	0	2	1	1	2	2	0	2	3	1	1	3

# YouGov / Financial Times Surve

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

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

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

Organization	Frequency	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	
BBC	Very frequently	27	36	21	25	36	22	22	41	23	15	20	23	30
	Fairly frequently	32	25	36	29	37	36	25	36	34	23	31	37	33
	Not very frequently	23	20	28	23	18	26	27	13	27	28	22	26	23
	<b>TOTAL AT ALL</b>	<b>82</b>	<b>81</b>	<b>85</b>	<b>77</b>	<b>91</b>	<b>84</b>	<b>74</b>	<b>90</b>	<b>84</b>	<b>66</b>	<b>73</b>	<b>86</b>	<b>86</b>
	Never	15	18	14	23	8	14	26	9	15	33	26	14	14
Don't know	3	1	1	0	0	1	1	1	1	0	1	1	0	
Sky	Very frequently	7	15	7	8	14	8	6	13	7	7	10	9	8
	Fairly frequently	15	19	15	17	17	18	13	18	18	13	15	17	15
	Not very frequently	28	33	31	25	34	31	24	33	30	23	30	29	32
	<b>TOTAL AT ALL</b>	<b>50</b>	<b>67</b>	<b>53</b>	<b>50</b>	<b>65</b>	<b>57</b>	<b>43</b>	<b>64</b>	<b>55</b>	<b>43</b>	<b>55</b>	<b>55</b>	<b>55</b>
	Never	48	33	45	50	35	42	55	35	43	56	44	43	45
Don't know	3	1	2	0	1	2	1	1	2	1	1	2	0	
ITV	Very frequently	9	16	8	3	12	7	6	12	8	4	12	9	4
	Fairly frequently	23	26	25	21	29	27	13	29	26	19	27	28	19
	Not very frequently	39	35	44	42	40	42	42	42	42	36	34	40	47
	<b>TOTAL AT ALL</b>	<b>71</b>	<b>77</b>	<b>77</b>	<b>66</b>	<b>81</b>	<b>76</b>	<b>61</b>	<b>83</b>	<b>76</b>	<b>59</b>	<b>73</b>	<b>77</b>	<b>70</b>
	Never	27	21	22	34	18	23	38	16	22	40	26	21	29
Don't know	3	2	1	0	1	1	1	1	2	0	1	1	1	
Channel 4	Very frequently	4	7	5	3	6	4	4	6	3	4	5	3	5
	Fairly frequently	14	16	14	19	25	14	12	19	15	15	14	17	19
	Not very frequently	37	38	41	32	39	42	33	41	44	30	36	39	40
	<b>TOTAL AT ALL</b>	<b>55</b>	<b>61</b>	<b>60</b>	<b>54</b>	<b>70</b>	<b>60</b>	<b>49</b>	<b>66</b>	<b>62</b>	<b>49</b>	<b>55</b>	<b>59</b>	<b>64</b>
	Never	41	37	38	46	29	38	49	32	35	50	43	40	36
Don't know	4	3	2	0	0	2	2	2	3	1	2	2	1	

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	
<b>Weighted Sample</b>	<b>2043</b>	668	494	174	720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
<b>Unweighted Sample</b>	<b>2043</b>	663	496	186	796	776	903	1140	193	832	490	528	1193	850	1756	112	175	489	339	244	684	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Channel 5**

Very frequently	1	2	1	2	1	2	2	1	2	1	1	1	1	2	1	2	1	1	1	4	1
Fairly frequently	8	8	6	13	8	8	8	8	9	7	8	9	7	9	8	8	8	5	11	9	8
Not very frequently	33	37	34	28	35	36	33	32	20	27	39	41	33	32	33	28	33	34	34	28	34
<b>TOTAL AT ALL</b>	<b>42</b>	<b>47</b>	<b>41</b>	<b>43</b>	<b>44</b>	<b>46</b>	<b>43</b>	<b>41</b>	<b>31</b>	<b>35</b>	<b>48</b>	<b>51</b>	<b>41</b>	<b>43</b>	<b>42</b>	<b>38</b>	<b>42</b>	<b>39</b>	<b>46</b>	<b>41</b>	<b>43</b>
Never	55	53	56	56	55	53	54	56	61	61	51	47	57	53	55	59	55	57	50	54	56
Don't know	3	1	2	1	2	1	3	3	8	5	0	1	2	4	3	3	3	3	4	5	2

**TalkTV / TalkRadio**

Very frequently	2	3	2	4	2	3	3	1	2	2	2	3	2	2	2	1	0	1	1	6	3
Fairly frequently	5	7	3	6	4	6	6	3	5	5	5	5	4	5	5	5	3	3	5	9	4
Not very frequently	13	17	13	10	12	15	15	12	9	13	15	14	14	13	13	7	15	12	13	18	13
<b>TOTAL AT ALL</b>	<b>20</b>	<b>27</b>	<b>18</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>24</b>	<b>16</b>	<b>16</b>	<b>20</b>	<b>22</b>	<b>22</b>	<b>20</b>	<b>20</b>	<b>20</b>	<b>13</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>33</b>	<b>20</b>
Never	76	73	80	79	81	74	72	81	75	76	77	77	77	76	76	82	78	79	76	63	78
Don't know	4	1	3	1	2	2	4	3	10	5	1	1	3	4	3	4	3	4	5	4	2

**LBC**

Very frequently	2	2	4	4	3	3	3	2	3	2	4	2	3	2	2	4	2	1	2	7	2
Fairly frequently	5	4	5	11	7	4	6	3	3	7	4	3	6	3	5	5	3	3	4	12	4
Not very frequently	12	10	14	12	12	12	12	11	15	11	13	10	14	9	12	7	11	11	8	22	11
<b>TOTAL AT ALL</b>	<b>19</b>	<b>16</b>	<b>23</b>	<b>27</b>	<b>22</b>	<b>19</b>	<b>21</b>	<b>16</b>	<b>21</b>	<b>20</b>	<b>21</b>	<b>15</b>	<b>23</b>	<b>14</b>	<b>19</b>	<b>16</b>	<b>16</b>	<b>15</b>	<b>14</b>	<b>41</b>	<b>17</b>
Never	77	81	73	73	76	80	74	80	70	75	78	84	75	81	77	81	81	81	81	56	79
Don't know	4	2	3	1	2	2	4	4	10	5	2	1	3	5	4	3	3	4	5	4	3

**Times Radio**

Very frequently	1	1	1	4	1	1	1	1	2	1	1	1	2	0	1	0	0	1	1	4	1
Fairly frequently	2	1	2	6	4	1	3	2	3	3	1	1	3	2	2	2	2	1	2	7	1
Not very frequently	8	6	8	13	8	8	9	8	10	8	8	8	9	7	8	6	9	7	8	10	9
<b>TOTAL AT ALL</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>23</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>11</b>	<b>15</b>	<b>12</b>	<b>10</b>	<b>10</b>	<b>14</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>9</b>	<b>11</b>	<b>21</b>	<b>11</b>
Never	84	90	86	75	85	88	82	86	70	82	89	88	83	85	84	89	85	86	84	72	86
Don't know	4	2	3	1	2	2	5	4	15	5	1	2	3	6	4	3	4	5	5	6	3

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample 2023</b>	<b>2043</b>	901	500	437	583	603	316	792	641	235	772	554	222	469	635	243
<b>Unweighted Sample 2023</b>	<b>2043</b>	913	498	435	592	599	313	819	631	231	797	543	218	489	633	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Channel 5</b>																
Very frequently	1	2	1	2	3	1	2	2	1	1	2	1	1	5	1	0
Fairly frequently	8	8	11	6	10	9	7	11	8	8	11	10	7	18	8	8
Not very frequently	33	36	38	27	35	39	28	39	39	23	39	41	23	44	43	23
<b>TOTAL AT ALL</b>	<b>42</b>	<b>46</b>	<b>50</b>	<b>35</b>	<b>48</b>	<b>49</b>	<b>37</b>	<b>52</b>	<b>48</b>	<b>32</b>	<b>52</b>	<b>52</b>	<b>31</b>	<b>67</b>	<b>52</b>	<b>31</b>
Never	55	54	49	64	52	50	63	48	50	68	48	47	67	33	47	68
Don't know	3	0	1	1	0	1	1	0	1	1	0	1	2	0	1	2
<b>TalkTV / TalkRadio</b>																
Very frequently	2	2	1	4	2	2	3	2	2	4	2	1	6	3	1	4
Fairly frequently	5	5	4	7	5	5	7	4	5	9	3	6	10	6	4	9
Not very frequently	13	12	16	17	15	17	17	15	14	18	13	17	19	15	18	18
<b>TOTAL AT ALL</b>	<b>20</b>	<b>19</b>	<b>21</b>	<b>28</b>	<b>22</b>	<b>24</b>	<b>27</b>	<b>21</b>	<b>21</b>	<b>31</b>	<b>18</b>	<b>24</b>	<b>35</b>	<b>24</b>	<b>23</b>	<b>31</b>
Never	76	81	77	71	78	75	71	78	78	68	81	74	62	76	75	67
Don't know	4	1	2	2	0	1	1	1	1	1	0	1	2	1	2	2
<b>LBC</b>																
Very frequently	2	2	2	4	4	3	2	3	2	4	4	2	2	3	2	3
Fairly frequently	5	5	4	5	8	5	5	7	3	6	7	3	8	8	4	6
Not very frequently	12	12	10	16	13	15	14	12	13	12	14	13	14	11	14	14
<b>TOTAL AT ALL</b>	<b>19</b>	<b>19</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>21</b>	<b>22</b>	<b>18</b>	<b>22</b>	<b>25</b>	<b>18</b>	<b>24</b>	<b>22</b>	<b>20</b>	<b>23</b>
Never	77	80	81	73	74	77	78	77	80	77	74	81	74	76	78	75
Don't know	4	1	3	2	1	2	2	2	1	2	2	2	2	2	2	1
<b>Times Radio</b>																
Very frequently	1	2	1	1	2	1	1	2	1	2	2	1	2	2	1	1
Fairly frequently	2	2	3	3	3	3	2	3	2	2	2	2	4	3	2	5
Not very frequently	8	10	9	8	10	9	10	10	9	9	9	11	10	11	11	9
<b>TOTAL AT ALL</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>14</b>	<b>16</b>	<b>16</b>	<b>14</b>	<b>15</b>
Never	84	86	85	86	84	84	86	85	85	84	86	84	80	83	84	80
Don't know	4	1	3	3	2	2	1	1	3	2	1	2	4	1	2	5

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample</b>	<b>2043</b>	178	474	298	267	443	275	236	407	226	262	387	565
<b>Unweighted Sample</b>	<b>2043</b>	181	461	289	272	437	258	240	395	219	266	375	561
	%	%	%	%	%	%	%	%	%	%	%	%	%

**Channel 5**

Very frequently	1	4	1	1	3	1	3	5	1	2	3	1	1
Fairly frequently	8	12	11	8	12	9	7	12	9	10	12	11	6
Not very frequently	33	39	37	28	38	35	26	35	41	23	36	37	31
<b>TOTAL AT ALL</b>	<b>42</b>	<b>55</b>	<b>49</b>	<b>37</b>	<b>53</b>	<b>45</b>	<b>36</b>	<b>52</b>	<b>51</b>	<b>35</b>	<b>51</b>	<b>49</b>	<b>38</b>
Never	55	44	50	62	47	53	62	46	48	64	48	49	61
Don't know	3	1	1	1	0	2	1	2	2	1	1	1	1

**TalkTV / TalkRadio**

Very frequently	2	15	1	2	4	2	5	5	3	2	8	1	2
Fairly frequently	5	22	7	3	6	7	6	12	4	7	14	5	3
Not very frequently	13	25	25	15	22	21	13	19	21	16	21	22	15
<b>TOTAL AT ALL</b>	<b>20</b>	<b>62</b>	<b>33</b>	<b>20</b>	<b>32</b>	<b>30</b>	<b>24</b>	<b>36</b>	<b>28</b>	<b>25</b>	<b>43</b>	<b>28</b>	<b>20</b>
Never	76	38	66	79	67	68	74	62	70	75	55	71	80
Don't know	4	1	2	0	0	2	2	1	2	1	2	1	1

**LBC**

Very frequently	2	7	2	5	13	2	2	4	2	4	5	1	5
Fairly frequently	5	12	6	7	20	6	3	15	3	8	7	5	8
Not very frequently	12	18	17	17	30	18	12	18	19	13	16	14	17
<b>TOTAL AT ALL</b>	<b>19</b>	<b>37</b>	<b>25</b>	<b>29</b>	<b>63</b>	<b>26</b>	<b>17</b>	<b>37</b>	<b>24</b>	<b>25</b>	<b>28</b>	<b>20</b>	<b>30</b>
Never	77	60	73	71	37	72	81	60	74	74	69	78	69
Don't know	4	3	2	0	0	2	2	3	2	1	3	2	1

**Times Radio**

Very frequently	1	4	2	2	4	1	2	7	1	2	3	1	2
Fairly frequently	2	6	3	4	4	4	4	10	2	3	4	3	3
Not very frequently	8	17	13	9	14	13	9	27	14	7	14	13	8
<b>TOTAL AT ALL</b>	<b>11</b>	<b>27</b>	<b>18</b>	<b>15</b>	<b>22</b>	<b>18</b>	<b>15</b>	<b>44</b>	<b>17</b>	<b>12</b>	<b>21</b>	<b>17</b>	<b>13</b>
Never	84	68	78	85	75	79	82	53	78	88	75	79	86
Don't know	4	5	5	0	3	3	3	3	5	1	4	3	1

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	
<b>Weighted Sample 2043</b>	668	494	174		720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
<b>Unweighted Sample 2043</b>	663	496	186		796	776	903	1140	193	832	490	528	1193	850	1756	112	175	489	339	244	684	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**GB News**

Very frequently	4	9	2	1	1	9	5	3	3	2	5	7	4	4	4	2	3	3	3	6	5
Fairly frequently	6	9	3	6	4	9	6	5	3	5	6	8	6	6	6	8	2	6	6	10	4
Not very frequently	13	18	11	6	10	17	15	12	10	14	13	14	12	15	14	8	14	12	14	15	14
<b>TOTAL AT ALL</b>	<b>23</b>	<b>36</b>	<b>16</b>	<b>13</b>	<b>15</b>	<b>35</b>	<b>26</b>	<b>20</b>	<b>16</b>	<b>21</b>	<b>24</b>	<b>29</b>	<b>22</b>	<b>25</b>	<b>24</b>	<b>18</b>	<b>19</b>	<b>21</b>	<b>23</b>	<b>31</b>	<b>23</b>
Never	73	63	81	86	82	63	69	76	72	74	74	70	75	70	72	78	75	74	73	64	74
Don't know	4	2	3	2	2	2	4	4	12	5	1	2	4	5	4	4	6	4	4	4	3

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

**BBC**

Very trustworthy	14	12	14	23	19	10	17	10	16	12	13	15	16	10	14	10	14	15	12	19	12
Trustworthy	30	29	34	43	38	25	27	34	35	30	30	31	35	25	30	31	34	26	29	35	32
<b>TOTAL TRUSTWORTHY</b>	<b>44</b>	<b>41</b>	<b>48</b>	<b>66</b>	<b>57</b>	<b>35</b>	<b>44</b>	<b>44</b>	<b>51</b>	<b>42</b>	<b>43</b>	<b>46</b>	<b>51</b>	<b>35</b>	<b>44</b>	<b>41</b>	<b>48</b>	<b>41</b>	<b>41</b>	<b>54</b>	<b>44</b>
Neither trustworthy nor untrustworthy	24	27	23	21	21	26	22	26	18	22	26	29	22	27	25	24	21	25	24	20	27
Untrustworthy	12	14	12	5	8	17	12	11	10	11	14	10	12	11	12	13	8	13	14	11	10
Very untrustworthy	10	12	7	3	7	13	12	7	5	10	11	10	7	13	9	11	13	9	9	8	10
<b>TOTAL UNTRUSTWORTHY</b>	<b>22</b>	<b>26</b>	<b>19</b>	<b>8</b>	<b>15</b>	<b>30</b>	<b>24</b>	<b>18</b>	<b>15</b>	<b>21</b>	<b>25</b>	<b>20</b>	<b>19</b>	<b>24</b>	<b>21</b>	<b>24</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>19</b>	<b>20</b>
Don't know	10	7	10	4	7	8	9	11	16	14	6	5	8	13	10	11	10	11	13	7	9
<b>NET TRUST</b>	<b>22</b>	<b>15</b>	<b>29</b>	<b>58</b>	<b>42</b>	<b>5</b>	<b>20</b>	<b>26</b>	<b>36</b>	<b>21</b>	<b>18</b>	<b>26</b>	<b>32</b>	<b>11</b>	<b>23</b>	<b>17</b>	<b>27</b>	<b>19</b>	<b>18</b>	<b>35</b>	<b>24</b>

**Sky**

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

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample 2023</b>	2043	901	500	437	583	603	316	792	641	235	772	554	222	469	635	243
<b>Unweighted Sample 2023</b>	2043	913	498	435	592	599	313	819	631	231	797	543	218	489	633	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**GB News**

Very frequently	4	2	2	11	4	4	10	3	3	15	3	2	16	4	3	12
Fairly frequently	6	4	6	10	5	8	7	5	7	11	4	8	11	6	6	10
Not very frequently	13	12	16	17	16	15	16	14	16	15	13	18	18	15	18	15
<b>TOTAL AT ALL</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>38</b>	<b>25</b>	<b>27</b>	<b>33</b>	<b>22</b>	<b>26</b>	<b>41</b>	<b>20</b>	<b>28</b>	<b>45</b>	<b>25</b>	<b>27</b>	<b>37</b>
Never	73	80	74	61	73	71	66	76	72	59	79	69	53	73	71	60
Don't know	4	1	3	1	2	2	1	2	2	1	1	3	3	2	2	2

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

**BBC**

Very trustworthy	14	31	0	0	30	8	4	28	6	1	27	6	3	32	9	5
Trustworthy	30	69	0	0	48	21	17	53	16	6	50	19	5	50	23	10
<b>TOTAL TRUSTWORTHY</b>	<b>44</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>78</b>	<b>29</b>	<b>21</b>	<b>81</b>	<b>22</b>	<b>7</b>	<b>77</b>	<b>25</b>	<b>8</b>	<b>82</b>	<b>32</b>	<b>15</b>
Neither trustworthy nor untrustworthy	24	0	100	0	12	51	12	10	55	9	11	55	12	9	49	13
Untrustworthy	12	0	0	55	4	13	31	4	14	34	7	14	29	4	13	26
Very untrustworthy	10	0	0	45	4	6	36	3	7	49	4	6	50	4	6	45
<b>TOTAL UNTRUSTWORTHY</b>	<b>22</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>8</b>	<b>19</b>	<b>67</b>	<b>7</b>	<b>21</b>	<b>83</b>	<b>11</b>	<b>20</b>	<b>79</b>	<b>8</b>	<b>19</b>	<b>71</b>
Don't know	10	0	0	0	2	0	1	2	1	0	1	1	2	2	1	1
<b>NET TRUST</b>	<b>22</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>70</b>	<b>10</b>	<b>-46</b>	<b>74</b>	<b>1</b>	<b>-76</b>	<b>66</b>	<b>5</b>	<b>-71</b>	<b>74</b>	<b>13</b>	<b>-56</b>

**Sky**

Very trustworthy	4	8	2	1	15	0	0	9	1	1	8	2	1	13	1	1
Trustworthy	24	42	12	11	85	0	0	48	10	7	45	13	5	52	18	7
<b>TOTAL TRUSTWORTHY</b>	<b>28</b>	<b>50</b>	<b>14</b>	<b>12</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>57</b>	<b>11</b>	<b>8</b>	<b>53</b>	<b>15</b>	<b>6</b>	<b>65</b>	<b>19</b>	<b>8</b>
Neither trustworthy nor untrustworthy	30	20	61	27	0	100	0	17	62	18	21	63	18	13	61	19
Untrustworthy	9	5	7	26	0	0	61	5	10	35	7	9	35	5	8	34
Very untrustworthy	6	2	1	23	0	0	39	2	3	35	3	3	35	3	3	35
<b>TOTAL UNTRUSTWORTHY</b>	<b>15</b>	<b>7</b>	<b>8</b>	<b>49</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>7</b>	<b>13</b>	<b>70</b>	<b>10</b>	<b>12</b>	<b>70</b>	<b>8</b>	<b>11</b>	<b>69</b>
Don't know	27	23	17	14	0	0	0	19	14	4	16	11	5	15	9	4
<b>NET TRUST</b>	<b>13</b>	<b>43</b>	<b>6</b>	<b>-37</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>50</b>	<b>-2</b>	<b>-62</b>	<b>43</b>	<b>3</b>	<b>-64</b>	<b>57</b>	<b>8</b>	<b>-61</b>



Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample 2023</b>	2043	178	474	298	267	443	275	236	407	226	262	387	565
<b>Unweighted Sample 2023</b>	2043	181	461	289	272	437	258	240	395	219	266	375	561
	%	%	%	%	%	%	%	%	%	%	%	%	%

**GB News**

Very frequently	4	17	4	4	5	4	9	4	5	6	27	1	1
Fairly frequently	6	15	8	5	8	9	6	10	6	8	22	8	3
Not very frequently	13	20	21	13	18	19	13	18	20	13	21	28	11
<b>TOTAL AT ALL</b>	<b>23</b>	<b>52</b>	<b>33</b>	<b>22</b>	<b>31</b>	<b>32</b>	<b>28</b>	<b>32</b>	<b>31</b>	<b>27</b>	<b>70</b>	<b>37</b>	<b>15</b>
Never	73	46	63	77	68	66	71	65	65	73	28	61	85
Don't know	4	1	3	0	1	2	1	2	3	0	2	2	0

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

**BBC**

Very trustworthy	14	23	13	11	28	12	10	34	10	5	15	12	16
Trustworthy	30	39	23	21	44	22	18	47	23	12	32	21	30
<b>TOTAL TRUSTWORTHY</b>	<b>44</b>	<b>62</b>	<b>36</b>	<b>32</b>	<b>72</b>	<b>34</b>	<b>28</b>	<b>81</b>	<b>33</b>	<b>17</b>	<b>47</b>	<b>33</b>	<b>46</b>
Neither trustworthy nor untrustworthy	24	10	43	18	9	45	15	10	49	14	12	50	20
Untrustworthy	12	12	13	23	11	13	24	3	13	28	16	11	17
Very untrustworthy	10	15	8	27	7	7	31	4	5	41	24	5	16
<b>TOTAL UNTRUSTWORTHY</b>	<b>22</b>	<b>27</b>	<b>21</b>	<b>50</b>	<b>18</b>	<b>20</b>	<b>55</b>	<b>7</b>	<b>18</b>	<b>69</b>	<b>40</b>	<b>16</b>	<b>33</b>
Don't know	10	1	1	0	1	1	1	2	1	0	1	1	1
<b>NET TRUST</b>	<b>22</b>	<b>35</b>	<b>15</b>	<b>-18</b>	<b>54</b>	<b>14</b>	<b>-27</b>	<b>74</b>	<b>15</b>	<b>-52</b>	<b>7</b>	<b>17</b>	<b>13</b>

**Sky**

Very trustworthy	4	16	3	2	12	3	3	14	3	1	9	5	3
Trustworthy	24	43	20	20	50	19	14	46	18	10	35	17	26
<b>TOTAL TRUSTWORTHY</b>	<b>28</b>	<b>59</b>	<b>23</b>	<b>22</b>	<b>62</b>	<b>22</b>	<b>17</b>	<b>60</b>	<b>21</b>	<b>11</b>	<b>44</b>	<b>22</b>	<b>29</b>
Neither trustworthy nor untrustworthy	30	20	61	24	21	64	19	21	67	19	25	62	28
Untrustworthy	9	10	8	27	7	7	32	8	8	32	12	7	20
Very untrustworthy	6	6	4	23	3	3	28	2	2	34	12	2	13
<b>TOTAL UNTRUSTWORTHY</b>	<b>15</b>	<b>16</b>	<b>12</b>	<b>50</b>	<b>10</b>	<b>10</b>	<b>60</b>	<b>10</b>	<b>10</b>	<b>66</b>	<b>24</b>	<b>9</b>	<b>33</b>
Don't know	27	5	4	3	7	4	5	9	3	4	7	7	10
<b>NET TRUST</b>	<b>13</b>	<b>43</b>	<b>11</b>	<b>-28</b>	<b>52</b>	<b>12</b>	<b>-43</b>	<b>50</b>	<b>11</b>	<b>-55</b>	<b>20</b>	<b>13</b>	<b>-4</b>

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	
<b>Weighted Sample</b>	<b>2043</b>	668	494	174	720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
<b>Unweighted Sample</b>	<b>2043</b>	663	496	186	796	776	903	1140	193	832	490	528	1193	850	1756	112	175	489	339	244	684	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**ITV**

Very trustworthy	6	5	5	9	7	5	7	5	8	5	5	7	6	5	6	5	8	7	4	8	5
Trustworthy	33	33	40	44	43	30	31	34	25	32	36	36	37	27	33	35	34	33	31	37	32
<b>TOTAL TRUSTWORTHY</b>	<b>39</b>	<b>38</b>	<b>45</b>	<b>53</b>	<b>50</b>	<b>35</b>	<b>38</b>	<b>39</b>	<b>33</b>	<b>37</b>	<b>41</b>	<b>43</b>	<b>43</b>	<b>32</b>	<b>39</b>	<b>40</b>	<b>42</b>	<b>40</b>	<b>35</b>	<b>45</b>	<b>37</b>
Neither trustworthy nor untrustworthy	31	33	30	33	28	35	32	31	31	28	34	35	29	35	31	30	33	29	29	28	36
Untrustworthy	6	8	4	3	4	9	8	5	7	6	7	6	7	6	7	6	5	7	8	7	5
Very untrustworthy	5	6	4	4	3	7	6	4	3	6	5	5	4	7	5	5	3	5	6	4	5
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>14</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>16</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>10</b>
Don't know	18	15	17	7	15	15	15	21	27	24	13	11	17	20	19	19	16	20	21	16	17
<b>NET TRUST</b>	<b>28</b>	<b>24</b>	<b>37</b>	<b>46</b>	<b>43</b>	<b>19</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>25</b>	<b>29</b>	<b>32</b>	<b>32</b>	<b>19</b>	<b>27</b>	<b>29</b>	<b>34</b>	<b>28</b>	<b>21</b>	<b>34</b>	<b>27</b>

**Channel 4**

Very trustworthy	8	4	14	16	14	5	10	6	8	8	8	8	10	5	8	11	8	8	6	13	7
Trustworthy	30	25	40	40	42	24	28	31	29	29	32	29	34	24	29	28	35	31	27	32	28
<b>TOTAL TRUSTWORTHY</b>	<b>38</b>	<b>29</b>	<b>54</b>	<b>56</b>	<b>56</b>	<b>29</b>	<b>38</b>	<b>37</b>	<b>37</b>	<b>37</b>	<b>40</b>	<b>37</b>	<b>44</b>	<b>29</b>	<b>37</b>	<b>39</b>	<b>43</b>	<b>39</b>	<b>33</b>	<b>45</b>	<b>35</b>
Neither trustworthy nor untrustworthy	27	31	21	26	22	33	27	27	22	25	28	33	23	32	28	25	24	25	28	22	31
Untrustworthy	6	8	3	3	3	8	8	4	7	6	5	6	5	6	6	4	5	7	6	9	5
Very untrustworthy	5	7	2	3	3	7	6	4	2	6	6	4	4	7	5	5	2	5	6	5	5
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>15</b>	<b>5</b>	<b>6</b>	<b>6</b>	<b>15</b>	<b>14</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>11</b>	<b>9</b>	<b>7</b>	<b>12</b>	<b>12</b>	<b>14</b>	<b>10</b>
Don't know	24	25	19	12	17	24	20	28	32	26	20	22	23	26	24	28	25	24	27	20	23
<b>NET TRUST</b>	<b>27</b>	<b>14</b>	<b>49</b>	<b>50</b>	<b>50</b>	<b>14</b>	<b>24</b>	<b>29</b>	<b>28</b>	<b>25</b>	<b>29</b>	<b>27</b>	<b>35</b>	<b>16</b>	<b>26</b>	<b>30</b>	<b>36</b>	<b>27</b>	<b>21</b>	<b>31</b>	<b>25</b>

**Channel 5**

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

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample</b>	<b>2043</b>	901	500	437	583	603	316	792	641	235	772	554	222	469	635	243
<b>Unweighted Sample</b>	<b>2043</b>	913	498	435	592	599	313	819	631	231	797	543	218	489	633	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>ITV</b>																
Very trustworthy	6	12	2	1	14	3	2	15	0	0	12	2	1	18	2	1
Trustworthy	33	60	14	12	64	20	15	85	0	0	64	16	7	70	24	7
<b>TOTAL TRUSTWORTHY</b>	<b>39</b>	<b>72</b>	<b>16</b>	<b>13</b>	<b>78</b>	<b>23</b>	<b>17</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>76</b>	<b>18</b>	<b>8</b>	<b>88</b>	<b>26</b>	<b>8</b>
Neither trustworthy nor untrustworthy	31	16	71	31	13	66	26	0	100	0	17	73	14	8	67	20
Untrustworthy	6	1	4	23	2	5	28	0	0	56	2	5	36	2	3	35
Very untrustworthy	5	1	1	21	1	2	24	0	0	44	1	1	39	0	2	35
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>2</b>	<b>5</b>	<b>44</b>	<b>3</b>	<b>7</b>	<b>52</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>3</b>	<b>6</b>	<b>75</b>	<b>2</b>	<b>5</b>	<b>70</b>
Don't know	18	11	8	12	6	5	5	0	0	0	4	3	2	1	2	2
<b>NET TRUST</b>	<b>28</b>	<b>70</b>	<b>11</b>	<b>-31</b>	<b>75</b>	<b>16</b>	<b>-35</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>73</b>	<b>12</b>	<b>-67</b>	<b>86</b>	<b>21</b>	<b>-62</b>
<b>Channel 4</b>																
Very trustworthy	8	14	4	4	16	7	5	16	4	2	22	0	0	20	5	3
Trustworthy	30	51	14	15	55	20	19	58	17	6	78	0	0	68	22	12
<b>TOTAL TRUSTWORTHY</b>	<b>38</b>	<b>65</b>	<b>18</b>	<b>19</b>	<b>71</b>	<b>27</b>	<b>24</b>	<b>74</b>	<b>21</b>	<b>8</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>88</b>	<b>27</b>	<b>15</b>
Neither trustworthy nor untrustworthy	27	16	61	24	14	58	20	13	63	15	0	100	0	6	67	12
Untrustworthy	6	2	4	19	2	4	23	2	4	32	0	0	54	1	2	35
Very untrustworthy	5	0	2	21	0	3	26	1	1	39	0	0	46	0	1	36
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>2</b>	<b>6</b>	<b>40</b>	<b>2</b>	<b>7</b>	<b>49</b>	<b>3</b>	<b>5</b>	<b>71</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>1</b>	<b>3</b>	<b>71</b>
Don't know	24	17	16	16	13	9	6	11	12	6	0	0	0	4	3	2
<b>NET TRUST</b>	<b>27</b>	<b>63</b>	<b>12</b>	<b>-21</b>	<b>69</b>	<b>20</b>	<b>-25</b>	<b>71</b>	<b>16</b>	<b>-63</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>87</b>	<b>24</b>	<b>-56</b>
<b>Channel 5</b>																
Very trustworthy	3	6	1	1	8	1	1	7	1	2	7	1	2	14	0	0
Trustworthy	20	37	7	7	44	9	10	45	5	2	46	5	2	86	0	0
<b>TOTAL TRUSTWORTHY</b>	<b>23</b>	<b>43</b>	<b>8</b>	<b>8</b>	<b>52</b>	<b>10</b>	<b>11</b>	<b>52</b>	<b>6</b>	<b>4</b>	<b>53</b>	<b>6</b>	<b>4</b>	<b>100</b>	<b>0</b>	<b>0</b>
Neither trustworthy nor untrustworthy	31	22	62	27	21	64	22	21	66	14	22	77	10	0	100	0
Untrustworthy	7	3	5	19	3	5	27	2	6	34	4	4	38	0	0	58
Very untrustworthy	5	1	2	20	0	2	26	0	2	37	1	1	39	0	0	42
<b>TOTAL UNTRUSTWORTHY</b>	<b>12</b>	<b>4</b>	<b>7</b>	<b>39</b>	<b>3</b>	<b>7</b>	<b>53</b>	<b>2</b>	<b>8</b>	<b>71</b>	<b>5</b>	<b>5</b>	<b>77</b>	<b>0</b>	<b>0</b>	<b>100</b>
Don't know	34	31	24	25	24	18	13	24	20	11	20	13	9	0	0	0
<b>NET TRUST</b>	<b>11</b>	<b>39</b>	<b>1</b>	<b>-31</b>	<b>49</b>	<b>3</b>	<b>-42</b>	<b>50</b>	<b>-2</b>	<b>-67</b>	<b>48</b>	<b>1</b>	<b>-73</b>	<b>100</b>	<b>0</b>	<b>-100</b>

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

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

**ITV**

Very trustworthy	6	17	4	4	14	3	4	17	3	2	12	4	4
Trustworthy	33	46	26	29	57	25	18	57	21	16	37	26	35
<b>TOTAL TRUSTWORTHY</b>	<b>39</b>	<b>63</b>	<b>30</b>	<b>33</b>	<b>71</b>	<b>28</b>	<b>22</b>	<b>74</b>	<b>24</b>	<b>18</b>	<b>49</b>	<b>30</b>	<b>39</b>
Neither trustworthy nor untrustworthy	31	16	60	21	15	61	24	17	65	20	25	59	30
Untrustworthy	6	8	7	21	4	5	25	2	7	29	11	5	13
Very untrustworthy	5	9	2	22	3	2	24	3	2	31	12	2	10
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>17</b>	<b>9</b>	<b>43</b>	<b>7</b>	<b>7</b>	<b>49</b>	<b>5</b>	<b>9</b>	<b>60</b>	<b>23</b>	<b>7</b>	<b>23</b>
Don't know	18	4	2	3	6	4	6	5	2	2	4	3	8
<b>NET TRUST</b>	<b>28</b>	<b>46</b>	<b>21</b>	<b>-10</b>	<b>64</b>	<b>21</b>	<b>-27</b>	<b>69</b>	<b>15</b>	<b>-42</b>	<b>26</b>	<b>23</b>	<b>16</b>

**Channel 4**

Very trustworthy	8	15	6	13	21	5	6	19	5	7	8	3	15
Trustworthy	30	46	22	27	54	22	22	56	18	18	33	20	38
<b>TOTAL TRUSTWORTHY</b>	<b>38</b>	<b>61</b>	<b>28</b>	<b>40</b>	<b>75</b>	<b>27</b>	<b>28</b>	<b>75</b>	<b>23</b>	<b>25</b>	<b>41</b>	<b>23</b>	<b>53</b>
Neither trustworthy nor untrustworthy	27	15	60	17	15	60	17	13	65	18	23	61	22
Untrustworthy	6	6	6	18	3	6	22	3	5	25	12	5	10
Very untrustworthy	5	9	3	22	1	3	27	2	3	30	14	2	9
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>15</b>	<b>9</b>	<b>40</b>	<b>4</b>	<b>9</b>	<b>49</b>	<b>5</b>	<b>8</b>	<b>55</b>	<b>26</b>	<b>7</b>	<b>19</b>
Don't know	24	9	3	2	6	5	6	6	3	1	9	8	5
<b>NET TRUST</b>	<b>27</b>	<b>46</b>	<b>19</b>	<b>0</b>	<b>71</b>	<b>18</b>	<b>-21</b>	<b>70</b>	<b>15</b>	<b>-30</b>	<b>15</b>	<b>16</b>	<b>34</b>

**Channel 5**

Very trustworthy	3	13	3	3	9	2	4	12	2	1	7	3	3
Trustworthy	20	41	16	11	41	12	12	46	11	7	33	15	17
<b>TOTAL TRUSTWORTHY</b>	<b>23</b>	<b>54</b>	<b>19</b>	<b>14</b>	<b>50</b>	<b>14</b>	<b>16</b>	<b>58</b>	<b>13</b>	<b>8</b>	<b>40</b>	<b>18</b>	<b>20</b>
Neither trustworthy nor untrustworthy	31	20	66	27	24	69	18	19	74	22	25	65	33
Untrustworthy	7	8	6	25	4	7	25	7	5	32	8	4	15
Very untrustworthy	5	7	2	23	2	2	28	2	2	32	11	2	11
<b>TOTAL UNTRUSTWORTHY</b>	<b>12</b>	<b>15</b>	<b>8</b>	<b>48</b>	<b>6</b>	<b>9</b>	<b>53</b>	<b>9</b>	<b>7</b>	<b>64</b>	<b>19</b>	<b>6</b>	<b>26</b>
Don't know	34	12	6	12	19	8	13	14	7	6	16	10	21
<b>NET TRUST</b>	<b>11</b>	<b>39</b>	<b>11</b>	<b>-34</b>	<b>44</b>	<b>5</b>	<b>-37</b>	<b>49</b>	<b>6</b>	<b>-56</b>	<b>21</b>	<b>12</b>	<b>-6</b>

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	
<b>Weighted Sample</b>	<b>2043</b>	668	494	174	720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
<b>Unweighted Sample</b>	<b>2043</b>	663	496	186	796	776	903	1140	193	832	490	528	1193	850	1756	112	175	489	339	244	684	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**TalkTV / TalkRadio**

Very trustworthy	2	2	1	1	1	2	3	1	2	2	2	1	2	2	2	2	1	2	2	4	2
Trustworthy	7	10	5	4	6	10	7	7	6	6	7	8	7	7	7	4	5	6	7	10	7
<b>TOTAL TRUSTWORTHY</b>	<b>9</b>	<b>12</b>	<b>6</b>	<b>5</b>	<b>7</b>	<b>12</b>	<b>10</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>6</b>	<b>6</b>	<b>8</b>	<b>9</b>	<b>14</b>	<b>9</b>
Neither trustworthy nor untrustworthy	23	24	22	21	21	25	25	21	22	25	22	22	22	25	24	15	21	23	22	28	24
Untrustworthy	7	6	10	7	9	7	9	6	7	8	8	6	9	6	7	10	9	7	7	12	6
Very untrustworthy	7	5	9	12	8	7	11	4	5	9	8	3	7	7	7	13	3	8	8	7	6
<b>TOTAL UNTRUSTWORTHY</b>	<b>14</b>	<b>11</b>	<b>19</b>	<b>19</b>	<b>17</b>	<b>14</b>	<b>20</b>	<b>10</b>	<b>12</b>	<b>17</b>	<b>16</b>	<b>9</b>	<b>16</b>	<b>13</b>	<b>14</b>	<b>23</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>19</b>	<b>12</b>
Don't know	53	52	52	55	55	50	46	61	58	50	52	60	54	53	53	55	61	53	55	40	56
<b>NET TRUST</b>	<b>-5</b>	<b>1</b>	<b>-13</b>	<b>-14</b>	<b>-10</b>	<b>-2</b>	<b>-10</b>	<b>-2</b>	<b>-4</b>	<b>-9</b>	<b>-7</b>	<b>0</b>	<b>-7</b>	<b>-4</b>	<b>-5</b>	<b>-17</b>	<b>-6</b>	<b>-7</b>	<b>-6</b>	<b>-5</b>	<b>-3</b>

**LBC**

Very trustworthy	3	3	3	3	2	2	3	2	4	3	3	1	3	2	3	2	1	3	2	7	2
Trustworthy	11	10	14	17	13	11	12	9	9	11	11	9	13	7	11	10	5	7	10	20	11
<b>TOTAL TRUSTWORTHY</b>	<b>14</b>	<b>13</b>	<b>17</b>	<b>20</b>	<b>15</b>	<b>13</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>10</b>	<b>16</b>	<b>9</b>	<b>14</b>	<b>12</b>	<b>6</b>	<b>10</b>	<b>12</b>	<b>27</b>	<b>13</b>
Neither trustworthy nor untrustworthy	22	22	22	25	21	23	22	21	15	23	22	22	21	23	22	23	19	18	20	25	25
Untrustworthy	8	7	10	2	7	8	9	6	11	9	7	4	8	7	8	5	5	8	9	13	6
Very untrustworthy	6	5	5	6	6	6	8	4	3	8	6	4	5	7	6	8	7	7	5	5	5
<b>TOTAL UNTRUSTWORTHY</b>	<b>14</b>	<b>12</b>	<b>15</b>	<b>8</b>	<b>13</b>	<b>14</b>	<b>17</b>	<b>10</b>	<b>14</b>	<b>17</b>	<b>13</b>	<b>8</b>	<b>13</b>	<b>14</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>15</b>	<b>14</b>	<b>18</b>	<b>11</b>
Don't know	52	53	46	47	51	51	45	59	57	46	51	60	50	55	51	53	63	56	55	30	52
<b>NET TRUST</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>12</b>	<b>2</b>	<b>-1</b>	<b>-2</b>	<b>1</b>	<b>-1</b>	<b>-3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>-5</b>	<b>0</b>	<b>-1</b>	<b>-6</b>	<b>-5</b>	<b>-2</b>	<b>9</b>	<b>2</b>

**Times Radio**

Very trustworthy	2	2	2	1	2	2	3	1	4	2	2	2	3	1	2	0	2	1	3	4	1
Trustworthy	10	7	10	19	12	8	10	9	11	12	7	6	11	7	9	11	10	7	7	15	10
<b>TOTAL TRUSTWORTHY</b>	<b>12</b>	<b>9</b>	<b>12</b>	<b>20</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>10</b>	<b>15</b>	<b>14</b>	<b>9</b>	<b>8</b>	<b>14</b>	<b>8</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>10</b>	<b>19</b>	<b>11</b>
Neither trustworthy nor untrustworthy	20	20	19	19	17	21	21	19	22	19	21	19	18	23	20	17	17	19	20	23	21
Untrustworthy	6	5	6	4	6	6	7	4	4	7	6	5	6	5	6	5	8	6	6	6	5
Very untrustworthy	5	4	4	4	3	6	7	3	5	6	6	3	4	7	5	6	4	7	6	5	4
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>14</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>12</b>	<b>8</b>	<b>10</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>9</b>
Don't know	57	62	57	53	59	58	52	63	54	53	59	65	58	57	57	60	59	60	58	47	58
<b>NET TRUST</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>12</b>	<b>5</b>	<b>-2</b>	<b>-1</b>	<b>3</b>	<b>6</b>	<b>1</b>	<b>-3</b>	<b>0</b>	<b>4</b>	<b>-4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-5</b>	<b>-2</b>	<b>8</b>	<b>2</b>

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample</b>	<b>2043</b>	901	500	437	583	603	316	792	641	235	772	554	222	469	635	243
<b>Unweighted Sample</b>	<b>2043</b>	913	498	435	592	599	313	819	631	231	797	543	218	489	633	232
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>TalkTV / TalkRadio</b>																
Very trustworthy	2	2	1	2	3	2	3	3	1	3	3	2	2	4	2	2
Trustworthy	7	10	3	8	15	4	6	11	3	10	11	3	10	16	4	9
<b>TOTAL TRUSTWORTHY</b>	<b>9</b>	<b>12</b>	<b>4</b>	<b>10</b>	<b>18</b>	<b>6</b>	<b>9</b>	<b>14</b>	<b>4</b>	<b>13</b>	<b>14</b>	<b>5</b>	<b>12</b>	<b>20</b>	<b>6</b>	<b>11</b>
Neither trustworthy nor untrustworthy	23	19	41	22	19	48	18	18	44	17	17	51	19	19	50	17
Untrustworthy	7	6	6	15	8	6	22	7	6	25	8	7	24	4	8	27
Very untrustworthy	7	4	4	19	4	6	26	6	4	29	8	3	30	4	5	32
<b>TOTAL UNTRUSTWORTHY</b>	<b>14</b>	<b>10</b>	<b>10</b>	<b>34</b>	<b>12</b>	<b>12</b>	<b>48</b>	<b>13</b>	<b>10</b>	<b>54</b>	<b>16</b>	<b>10</b>	<b>54</b>	<b>8</b>	<b>13</b>	<b>59</b>
Don't know	53	58	45	33	52	34	26	56	41	16	53	35	15	52	32	13
<b>NET TRUST</b>	<b>-5</b>	<b>2</b>	<b>-6</b>	<b>-24</b>	<b>6</b>	<b>-6</b>	<b>-39</b>	<b>1</b>	<b>-6</b>	<b>-41</b>	<b>-2</b>	<b>-5</b>	<b>-42</b>	<b>12</b>	<b>-7</b>	<b>-48</b>
<b>LBC</b>																
Very trustworthy	3	4	1	2	5	2	2	5	1	2	4	2	2	6	2	1
Trustworthy	11	17	4	9	23	8	7	20	5	6	22	5	3	23	9	6
<b>TOTAL TRUSTWORTHY</b>	<b>14</b>	<b>21</b>	<b>5</b>	<b>11</b>	<b>28</b>	<b>10</b>	<b>9</b>	<b>25</b>	<b>6</b>	<b>8</b>	<b>26</b>	<b>7</b>	<b>5</b>	<b>29</b>	<b>11</b>	<b>7</b>
Neither trustworthy nor untrustworthy	22	16	40	21	17	47	14	16	42	15	16	48	16	13	48	16
Untrustworthy	8	6	5	18	6	6	27	4	7	29	6	6	29	5	5	30
Very untrustworthy	6	3	3	17	2	3	25	3	3	28	4	2	32	4	3	30
<b>TOTAL UNTRUSTWORTHY</b>	<b>14</b>	<b>9</b>	<b>8</b>	<b>35</b>	<b>8</b>	<b>9</b>	<b>52</b>	<b>7</b>	<b>10</b>	<b>57</b>	<b>10</b>	<b>8</b>	<b>61</b>	<b>9</b>	<b>8</b>	<b>60</b>
Don't know	52	54	47	33	47	35	25	53	41	19	48	37	18	49	34	17
<b>NET TRUST</b>	<b>0</b>	<b>12</b>	<b>-3</b>	<b>-24</b>	<b>20</b>	<b>1</b>	<b>-43</b>	<b>18</b>	<b>-4</b>	<b>-49</b>	<b>16</b>	<b>-1</b>	<b>-56</b>	<b>20</b>	<b>3</b>	<b>-53</b>
<b>Times Radio</b>																
Very trustworthy	2	4	1	0	5	1	1	4	1	1	4	1	1	6	1	1
Trustworthy	10	18	4	3	19	7	7	18	5	4	19	5	5	24	6	7
<b>TOTAL TRUSTWORTHY</b>	<b>12</b>	<b>22</b>	<b>5</b>	<b>3</b>	<b>24</b>	<b>8</b>	<b>8</b>	<b>22</b>	<b>6</b>	<b>5</b>	<b>23</b>	<b>6</b>	<b>6</b>	<b>30</b>	<b>7</b>	<b>8</b>
Neither trustworthy nor untrustworthy	20	15	40	17	14	45	12	12	41	16	12	48	15	11	47	12
Untrustworthy	6	3	4	17	3	5	23	3	4	28	4	5	27	2	5	30
Very untrustworthy	5	1	3	18	2	2	24	2	3	29	3	3	29	2	3	29
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>4</b>	<b>7</b>	<b>35</b>	<b>5</b>	<b>7</b>	<b>47</b>	<b>5</b>	<b>7</b>	<b>57</b>	<b>7</b>	<b>8</b>	<b>56</b>	<b>4</b>	<b>8</b>	<b>59</b>
Don't know	57	60	49	43	57	40	33	60	45	22	57	39	23	56	38	21
<b>NET TRUST</b>	<b>1</b>	<b>18</b>	<b>-2</b>	<b>-32</b>	<b>19</b>	<b>1</b>	<b>-39</b>	<b>17</b>	<b>-1</b>	<b>-52</b>	<b>16</b>	<b>-2</b>	<b>-50</b>	<b>26</b>	<b>-1</b>	<b>-51</b>

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

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

**TalkTV / TalkRadio**

Very trustworthy	2	22	0	0	8	1	1	8	1	0	11	1	0
Trustworthy	7	78	0	0	22	7	4	28	6	1	29	5	4
<b>TOTAL TRUSTWORTHY</b>	<b>9</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>8</b>	<b>5</b>	<b>36</b>	<b>7</b>	<b>1</b>	<b>40</b>	<b>6</b>	<b>4</b>
Neither trustworthy nor untrustworthy	23	0	100	0	23	68	16	23	71	20	25	70	19
Untrustworthy	7	0	0	51	8	8	29	8	8	33	5	3	21
Very untrustworthy	7	0	0	49	10	4	32	6	3	38	5	2	21
<b>TOTAL UNTRUSTWORTHY</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>18</b>	<b>12</b>	<b>61</b>	<b>14</b>	<b>11</b>	<b>71</b>	<b>10</b>	<b>5</b>	<b>42</b>
Don't know	53	0	0	0	29	12	19	27	10	8	26	19	34
<b>NET TRUST</b>	<b>-5</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>12</b>	<b>-4</b>	<b>-56</b>	<b>22</b>	<b>-4</b>	<b>-70</b>	<b>30</b>	<b>1</b>	<b>-38</b>

**LBC**

Very trustworthy	3	11	2	3	20	0	0	8	2	2	7	1	3
Trustworthy	11	34	11	13	80	0	0	34	8	6	23	7	16
<b>TOTAL TRUSTWORTHY</b>	<b>14</b>	<b>45</b>	<b>13</b>	<b>16</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>42</b>	<b>10</b>	<b>8</b>	<b>30</b>	<b>8</b>	<b>19</b>
Neither trustworthy nor untrustworthy	22	21	64	17	0	100	0	22	68	19	20	64	20
Untrustworthy	8	5	5	28	0	0	57	5	6	31	8	5	18
Very untrustworthy	6	3	4	28	0	0	43	5	2	34	8	2	14
<b>TOTAL UNTRUSTWORTHY</b>	<b>14</b>	<b>8</b>	<b>9</b>	<b>56</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>10</b>	<b>8</b>	<b>65</b>	<b>16</b>	<b>7</b>	<b>32</b>
Don't know	52	26	14	11	0	0	0	26	13	9	34	20	28
<b>NET TRUST</b>	<b>0</b>	<b>37</b>	<b>4</b>	<b>-40</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>32</b>	<b>2</b>	<b>-57</b>	<b>14</b>	<b>1</b>	<b>-13</b>

**Times Radio**

Very trustworthy	2	13	2	1	9	3	2	17	0	0	7	1	2
Trustworthy	10	35	10	9	28	9	7	83	0	0	22	11	9
<b>TOTAL TRUSTWORTHY</b>	<b>12</b>	<b>48</b>	<b>12</b>	<b>10</b>	<b>37</b>	<b>12</b>	<b>9</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>29</b>	<b>12</b>	<b>11</b>
Neither trustworthy nor untrustworthy	20	17	61	16	16	63	12	0	100	0	18	60	18
Untrustworthy	6	1	6	28	4	6	26	0	0	53	5	2	17
Very untrustworthy	5	0	4	26	3	3	27	0	0	47	6	2	14
<b>TOTAL UNTRUSTWORTHY</b>	<b>11</b>	<b>1</b>	<b>10</b>	<b>54</b>	<b>7</b>	<b>9</b>	<b>53</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>11</b>	<b>4</b>	<b>31</b>
Don't know	57	33	18	20	39	16	27	0	0	0	41	23	41
<b>NET TRUST</b>	<b>1</b>	<b>47</b>	<b>2</b>	<b>-44</b>	<b>30</b>	<b>3</b>	<b>-44</b>	<b>100</b>	<b>0</b>	<b>-100</b>	<b>18</b>	<b>8</b>	<b>-20</b>

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	
<b>Weighted Sample 2043</b>	668	494	174		720	761	989	1054	214	844	505	480	1165	878	1763	102	178	492	339	247	684	
<b>Unweighted Sample 2043</b>	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
<b>TOTAL TRUSTWORTHY</b>	<b>12</b>	<b>22</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>21</b>	<b>15</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>17</b>	<b>12</b>	<b>14</b>	<b>13</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>16</b>	<b>14</b>
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
<b>TOTAL UNTRUSTWORTHY</b>	<b>27</b>	<b>15</b>	<b>44</b>	<b>41</b>	<b>40</b>	<b>18</b>	<b>35</b>	<b>21</b>	<b>30</b>	<b>32</b>	<b>29</b>	<b>16</b>	<b>33</b>	<b>21</b>	<b>28</b>	<b>27</b>	<b>29</b>	<b>32</b>	<b>24</b>	<b>35</b>	<b>24</b>
Don't know	41	40	36	38	39	39	31	49	44	37	39	47	38	44	40	47	44	41	42	29	42
<b>NET TRUST</b>	<b>-15</b>	<b>7</b>	<b>-39</b>	<b>-35</b>	<b>-33</b>	<b>3</b>	<b>-20</b>	<b>-10</b>	<b>-18</b>	<b>-22</b>	<b>-14</b>	<b>1</b>	<b>-21</b>	<b>-7</b>	<b>-15</b>	<b>-17</b>	<b>-18</b>	<b>-20</b>	<b>-13</b>	<b>-19</b>	<b>-10</b>

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



Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

	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
<b>Weighted Sample</b>	<b>2043</b>	901	500	437	583	603	316	792	641	235	772	554	222	469	635	243
<b>Unweighted Sample</b>	<b>2043</b>	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
<b>TOTAL TRUSTWORTHY</b>	<b>12</b>	<b>14</b>	<b>7</b>	<b>24</b>	<b>20</b>	<b>11</b>	<b>20</b>	<b>16</b>	<b>11</b>	<b>26</b>	<b>14</b>	<b>11</b>	<b>31</b>	<b>22</b>	<b>10</b>	<b>21</b>
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
<b>TOTAL UNTRUSTWORTHY</b>	<b>27</b>	<b>28</b>	<b>23</b>	<b>44</b>	<b>29</b>	<b>27</b>	<b>58</b>	<b>29</b>	<b>26</b>	<b>54</b>	<b>40</b>	<b>23</b>	<b>48</b>	<b>24</b>	<b>29</b>	<b>59</b>
Don't know	41	44	32	18	37	23	11	41	28	9	35	23	9	38	20	10
<b>NET TRUST</b>	<b>-15</b>	<b>-14</b>	<b>-16</b>	<b>-20</b>	<b>-9</b>	<b>-16</b>	<b>-38</b>	<b>-13</b>	<b>-15</b>	<b>-28</b>	<b>-26</b>	<b>-12</b>	<b>-17</b>	<b>-2</b>	<b>-19</b>	<b>-38</b>

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

Sample Size: 2043 adults in GB  
Fieldwork: 20th - 21st May 2023

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
<b>Weighted Sample 2043</b>	178	474	298	267	443	275	236	407	226	262	387	565
<b>Unweighted Sample 2043</b>	181	461	289	272	437	258	240	395	219	266	375	561
	%	%	%	%	%	%	%	%	%	%	%	%

**GB News**

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

*\*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.*