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Unweighted Sample	2216	1052	1164	208	455	360	287	906	1308	905	387	510	506	600	213
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How much do you trust each of the following to tell the truth? [Please tick one option per row]															
BBC News journalists															
Trust a great deal	**9**	11	7	11	12	10	9	6	10	7	11	7	8	9	9
Trust a fair amount	**47**	46	47	49	54	49	47	40	50	42	48	49	44	44	53
Do not trust very much	**28**	25	30	22	22	26	25	35	26	30	23	25	31	31	28
Do no trust at all	**12**	14	10	8	6	9	15	16	9	14	12	13	13	11	9
Don't know	**5**	3	6	10	6	5	3	3	4	6	6	6	5	4	2
ITN journalists															
Trust a great deal	**3**	3	3	3	5	3	3	2	3	3	3	2	2	5	1
Trust a fair amount	**44**	44	44	39	49	51	50	37	45	43	45	46	42	44	46
Do not trust very much	**35**	34	35	33	30	31	29	43	36	34	33	31	37	36	38
Do no trust at all	**12**	14	10	12	8	8	14	14	11	13	10	13	12	11	10
Don't know	**6**	5	8	13	8	8	3	4	5	8	9	8	6	4	5
Estate agents															
Trust a great deal	**0**	1	0	2	1	0	0	0	0	1	1	0	1	0	1
Trust a fair amount	**11**	8	13	15	11	7	8	13	12	10	8	10	10	14	11
Do not trust very much	**41**	38	43	39	40	45	39	39	41	39	39	40	39	43	40
Do no trust at all	**42**	48	37	30	41	42	49	43	43	41	45	43	45	37	44
Don't know	**6**	5	7	13	6	6	4	4	4	9	7	6	5	6	4
Family doctors															
Trust a great deal	**34**	36	32	36	31	34	37	34	35	33	29	33	37	35	39
Trust a fair amount	**53**	51	55	47	55	54	48	54	54	52	57	54	48	53	50
Do not trust very much	**9**	9	9	9	8	9	11	9	8	11	10	9	11	8	7
Do no trust at all	**2**	2	2	4	1	2	3	2	2	2	2	2	2	2	3
Don't know	**2**	2	2	4	4	1	1	1	1	3	2	2	2	1	1
Independent Financial Advisors															
Trust a great deal	**3**	4	3	6	7	2	2	2	3	3	3	3	3	4	3
Trust a fair amount	**36**	32	39	37	43	38	33	31	38	32	40	38	32	34	33
Do not trust very much	**36**	38	34	32	30	35	39	40	37	35	33	35	40	34	41
Do no trust at all	**16**	19	15	9	10	15	22	20	15	18	13	15	18	18	17
Don't know	**9**	7	10	15	10	10	4	7	6	12	11	9	7	9	6
Sky News journalists															
Trust a great deal	**3**	3	3	4	4	3	3	1	2	3	3	2	2	4	0
Trust a fair amount	**35**	35	35	36	44	44	35	26	36	33	38	36	33	33	37
Do not trust very much	**35**	34	36	33	32	31	35	41	35	35	30	31	36	40	41
Do no trust at all	**17**	20	14	14	12	14	19	21	17	17	17	18	18	15	15
Don't know	**10**	8	12	14	9	8	9	11	9	11	11	12	11	8	7
Journalists on 'mid-market' newspapers (e.g. Mail, Express)															
Trust a great deal	**1**	1	1	1	0	1	0	1	0	1	1	0	1	1	0
Trust a fair amount	**18**	18	18	15	18	23	18	16	18	18	19	18	17	18	19
Do not trust very much	**49**	46	51	46	50	47	47	50	51	45	46	49	47	52	48
Do no trust at all	**27**	31	23	27	25	24	31	28	26	28	25	28	30	25	29
Don't know	**6**	5	7	11	7	5	3	6	5	7	8	6	6	5	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How much do you trust each of the following to tell the truth? [Please tick one option per row] Cont.															
Journalists on 'upmarket' newspapers (e.g. Times, Telegraph, Guardian)															
Trust a great deal	**4**	4	3	7	5	4	3	3	4	3	4	4	4	4	4
Trust a fair amount	**40**	42	38	42	43	43	38	37	45	34	49	38	34	37	45
Do not trust very much	**35**	35	35	26	34	35	37	37	34	36	27	37	37	38	37
Do no trust at all	**15**	15	16	13	12	13	19	18	12	19	14	15	18	16	12
Don't know	**6**	4	7	12	7	5	3	5	4	7	7	6	7	5	2
Judges															
Trust a great deal	**15**	17	12	19	16	15	14	13	17	11	16	16	14	12	17
Trust a fair amount	**49**	47	50	42	54	48	47	49	53	44	49	47	48	50	51
Do not trust very much	**24**	23	25	22	19	26	28	25	21	28	21	23	26	26	24
Do no trust at all	**8**	8	7	7	6	6	8	9	5	11	6	9	9	8	4
Don't know	**5**	4	5	10	5	5	3	4	4	6	7	5	4	4	3
Television															
Trust a great deal	**1**	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Trust a fair amount	**34**	33	36	30	38	41	34	30	37	31	35	34	33	34	38
Do not trust very much	**48**	49	46	45	49	45	45	51	48	48	49	45	48	49	47
Do no trust at all	**12**	14	11	13	7	9	16	15	11	14	10	15	13	12	12
Don't know	**5**	4	5	10	6	3	4	3	3	6	5	5	5	5	2
Tabloid journalists															
Trust a great deal	**0**	1	0	2	0	0	0	0	0	1	1	0	1	0	0
Trust a fair amount	**6**	6	7	5	6	9	5	6	6	7	9	4	5	7	5
Do not trust very much	**36**	34	38	36	40	38	34	33	37	35	37	38	31	38	35
Do no trust at all	**52**	56	49	44	49	50	57	56	53	51	47	51	57	50	58
Don't know	**5**	4	7	12	6	4	4	5	4	7	6	6	6	5	2
Second hand car salesmen															
Trust a great deal	**0**	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Trust a fair amount	**4**	4	4	6	4	3	4	4	4	4	5	5	2	5	4
Do not trust very much	**35**	35	35	35	38	38	34	33	36	35	37	33	34	38	31
Do no trust at all	**55**	56	54	48	51	55	57	58	56	54	51	55	59	51	63
Don't know	**6**	5	6	10	7	5	5	4	4	8	6	7	5	6	2
Plumbers															
Trust a great deal	**2**	1	2	4	1	1	1	1	2	2	2	2	1	1	1
Trust a fair amount	**28**	25	30	23	26	27	24	32	31	24	23	27	26	31	33
Do not trust very much	**47**	50	44	46	48	47	51	45	48	46	47	47	48	47	45
Do no trust at all	**17**	18	15	14	15	19	21	16	15	19	17	17	19	14	18
Don't know	**7**	6	8	12	9	6	3	6	5	9	10	7	5	7	3
Politicians															
Trust a great deal	**0**	0	0	1	0	0	0	0	0	0	0	1	0	0	0
Trust a fair amount	**10**	11	9	9	11	12	10	9	11	9	12	11	9	8	10
Do not trust very much	**39**	39	40	43	41	41	40	36	41	37	42	34	37	41	45
Do no trust at all	**47**	46	47	39	41	44	48	53	45	49	41	50	50	47	43
Don't know	**4**	3	4	8	7	3	1	3	3	5	4	5	4	4	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
We would like you to think about the use of premium-rate phone lines by TV companies, in particular TV phone-ins used for competitions…															
On a scale of 0 to 10, where 10 means 'very trustworthy' and 0 means 'not at all trustworthy', how trustworthy do you think TV phone-in competitions are?															
0 – not at all trustworthy	**52**	54	50	36	46	51	62	57	51	54	49	50	55	52	59
1	**12**	12	12	12	11	13	10	13	13	11	12	13	11	13	10
2	**11**	11	12	15	11	12	11	10	12	11	12	12	10	12	11
3	**8**	7	8	9	10	9	6	6	8	7	8	7	7	8	9
4	**3**	3	3	4	5	3	3	3	3	3	4	3	4	4	2
5	**4**	3	5	7	6	4	1	5	4	5	6	5	5	3	4
6	**2**	2	1	1	4	2	1	1	2	2	1	2	1	3	2
7	**1**	1	1	3	1	1	1	1	1	1	1	1	1	0	2
8	**1**	1	1	1	2	1	1	0	1	1	1	1	1	1	0
9	**1**	1	1	3	1	0	1	0	1	1	1	1	1	1	1
10 – very trustworthy	**2**	2	1	3	0	1	1	2	1	2	1	2	2	2	1
Don't know	**3**	2	3	4	4	3	2	3	3	3	4	4	2	3	1
To what extent do you agree or disagree with the following statement?															
TV phone-in competitions are difficult to trust as there is no way of telling whether or not people have a fair chance of winning'															
Strongly agree	**72**	73	72	62	65	70	77	79	72	73	72	68	72	76	75
Agree	**20**	20	20	25	26	23	17	16	21	19	19	24	22	17	19
Neither agree nor disagree	**4**	3	5	3	6	5	4	3	4	4	5	4	4	5	4
Disagree	**1**	1	1	4	1	1	1	0	1	1	1	1	1	1	0
Strongly disagree	**0**	1	0	1	1	0	1	0	1	0	0	1	0	0	0
Don't know	**2**	2	2	5	2	1	0	1	1	2	2	2	1	2	1
Have you ever entered into a TV phone-in competition?															
Yes – I have	**44**	38	50	38	48	48	52	38	41	48	39	45	45	47	45
No – I have not	**53**	60	48	56	49	50	46	60	57	50	59	52	52	51	53
Don't know/ can't remember	**2**	3	2	6	3	2	2	2	2	3	2	3	3	2	2

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All who HAVE entered	979	402	577	93	212	191	181	302	493	484	182	197	240	270	91
Unweighted Sample	944	380	564	80	217	171	143	333	519	423	140	219	220	273	92
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A recent series of 'TV phone-in scandals' have come to light where winners for contests were chosen before the phone lines actually closed.															
Taking this into consideration, which ONE of the following BEST applies to you?															
I have had less faith in TV phone-in competitions since these series of events but WILL still continue to enter into TV phone-in competitions	10	10	9	12	11	8	10	8	10	10	8	10	8	12	11
I have had less faith in TV phone-in competitions since these series of events and will NOT continue to enter into TV competitions	79	77	80	63	72	83	85	82	79	78	78	79	80	79	78
I have as much faith in TV phone-in competitions as I did before these series of events and will continue to enter into TV competitions	3	4	3	9	6	4	1	1	3	4	4	3	3	4	1
None of the above	6	7	6	9	8	5	3	7	7	6	7	6	7	4	9
Don't know	2	2	2	7	3	1	1	2	1	3	3	2	2	2	2

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

We would now like you to think about how much you trust the content of TV programmes. By 'trust' we mean how much of the programme you think is a true representation of what actually happened (e.g. raw material) and how much of it is down to editing.

Which ONE of the following statements BEST describes each of the following types of TV programmes and the way raw material is edited?

News															
Generally truthful, with honest editing	**36**	33	39	40	42	39	36	30	37	35	34	37	37	36	36
Partially truthful, but with some distortion at the editing stage	**56**	58	54	51	50	56	56	61	58	54	58	56	56	54	59
Generally misleading as a result of severe and dishonest editing	**5**	6	4	4	4	2	5	7	3	7	4	5	4	6	4
Don't know	**3**	2	3	5	3	2	3	2	1	4	3	3	2	3	1
Sports Programmes															
Generally truthful, with honest editing	**51**	54	49	50	60	57	49	45	53	48	54	52	49	52	47
Partially truthful, but with some distortion at the editing stage	**33**	34	32	30	28	27	38	37	32	34	30	32	34	33	38
Generally misleading as a result of severe and dishonest editing	**1**	2	0	2	1	0	0	2	1	2	0	1	1	1	1
Don't know	**15**	10	19	19	10	15	13	17	14	16	16	15	16	13	14
Current Affairs															
Generally truthful, with honest editing	**23**	24	23	21	25	24	25	22	26	20	23	23	22	23	29
Partially truthful, but with some distortion at the editing stage	**63**	63	63	58	61	65	61	65	64	62	65	63	63	63	60
Generally misleading as a result of severe and dishonest editing	**8**	9	7	8	7	5	7	10	7	9	5	8	10	9	7
Don't know	**6**	4	8	13	8	6	6	2	3	9	8	6	6	5	4
Reality Television Programmes															
Generally truthful, with honest editing	**2**	2	3	4	1	2	2	3	1	3	2	3	1	3	2
Partially truthful, but with some distortion at the editing stage	**30**	26	34	34	35	36	29	24	30	30	32	31	33	25	29
Generally misleading as a result of severe and dishonest editing	**60**	64	56	56	58	56	61	63	62	58	59	57	58	65	60
Don't know	**8**	9	7	6	6	5	8	10	7	9	7	9	8	7	9
Documentaries															
Generally truthful, with honest editing	**33**	31	35	38	32	32	35	31	32	33	32	32	35	32	31
Partially truthful, but with some distortion at the editing stage	**59**	60	58	50	59	60	58	62	62	56	60	59	57	58	63
Generally misleading as a result of severe and dishonest editing	**5**	6	4	6	4	4	5	5	4	6	3	5	4	6	5
Don't know	**3**	3	4	7	5	4	2	2	2	5	4	4	4	4	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
We would like you to think about television producers. By this we mean individuals who are responsible for the coverage of programmes you view on television…															
How has your level of trust in television producers changed in the LAST 12 months?															
My level of trust in television producers has INCREASED A LOT	**0**	0	0	1	0	1	0	0	0	0	1	0	1	0	0
My level of trust in television producers has INCREASED A LITTLE	**2**	2	2	5	2	2	0	1	2	2	3	1	1	1	1
My level of trust in television producers has stayed the SAME	**40**	37	43	34	47	43	38	38	41	39	41	38	38	42	41
My level of trust in television producers has DECREASED A LITTLE	**32**	34	30	33	32	30	31	33	34	29	29	36	34	29	35
My level of trust in television producers has DECREASED A LOT	**20**	24	17	17	12	21	25	23	18	23	20	20	20	22	18
Don't know	**6**	4	8	10	7	3	5	6	5	7	6	6	6	6	6

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