

# YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Party				E, SE, SW
	Conservative	Labour	Scottish National Party	Other	

How trustworthy or untrustworthy do you rate the news reported by the following news organisations?

## The Guardian

Unweighted base	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	3%	2%	4%	-	10%	3%
Trustworthy	38%	16%	71%	52%	55%	11%
Neither trustworthy nor untrustworthy	16%	17%	13%	14%	19%	21%
Untrustworthy	25%	36%	8%	34%	11%	37%
Very untrustworthy	17%	29%	1%	-	5%	26%
Don't know	1%	-	2%	-	-	2%
<b>Net: Trustworthy</b>	<b>41%</b>	<b>18%</b>	<b>75%</b>	<b>52%</b>	<b>65%</b>	<b>14%</b>
<b>Net: Untrustworthy</b>	<b>42%</b>	<b>65%</b>	<b>9%</b>	<b>34%</b>	<b>16%</b>	<b>63%</b>

## The Times

Unweighted base	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	12%	19%	6%	-	-	17%
Trustworthy	51%	49%	52%	73%	40%	38%
Neither trustworthy nor untrustworthy	26%	23%	31%	14%	35%	33%
Untrustworthy	7%	3%	8%	14%	25%	8%
Very untrustworthy	4%	6%	3%	-	-	4%
Don't know	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>63%</b>	<b>67%</b>	<b>58%</b>	<b>73%</b>	<b>40%</b>	<b>55%</b>
<b>Net: Untrustworthy</b>	<b>11%</b>	<b>9%</b>	<b>11%</b>	<b>14%</b>	<b>25%</b>	<b>11%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Party				
	Conservative	Labour	Scottish National Party	Other	E, SE, SW

### The Telegraph

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	11%	20%	-	-	-	18%
Trustworthy	26%	36%	14%	-	26%	19%
Neither trustworthy nor untrustworthy	30%	23%	36%	32%	55%	29%
Untrustworthy	24%	16%	27%	68%	19%	24%
Very untrustworthy	9%	3%	23%	-	-	6%
Don't know	1%	2%	-	-	-	3%
<b>Net: Trustworthy</b>	<b>37%</b>	<b>56%</b>	<b>14%</b>	<b>-</b>	<b>26%</b>	<b>37%</b>
<b>Net: Untrustworthy</b>	<b>33%</b>	<b>19%</b>	<b>51%</b>	<b>68%</b>	<b>19%</b>	<b>30%</b>

### The Independent

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	4%	1%	9%	-	-	-
Trustworthy	34%	17%	63%	27%	54%	16%
Neither trustworthy nor untrustworthy	32%	36%	14%	73%	35%	42%
Untrustworthy	19%	33%	4%	-	-	23%
Very untrustworthy	8%	11%	5%	-	-	13%
Don't know	3%	2%	5%	-	10%	6%
<b>Net: Trustworthy</b>	<b>38%</b>	<b>18%</b>	<b>72%</b>	<b>27%</b>	<b>54%</b>	<b>16%</b>
<b>Net: Untrustworthy</b>	<b>27%</b>	<b>44%</b>	<b>9%</b>	<b>-</b>	<b>-</b>	<b>36%</b>

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Total	Party				
	Conservative	Labour	Scottish National Party	Other	E, SE, SW

### The i

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	5%	1%	10%	-	25%	8%
Trustworthy	32%	18%	53%	52%	29%	12%
Neither trustworthy nor untrustworthy	32%	36%	25%	48%	17%	38%
Untrustworthy	21%	34%	8%	-	5%	35%
Very untrustworthy	6%	10%	3%	-	-	7%
Don't know	3%	1%	1%	-	23%	-
<b>Net: Trustworthy</b>	<b>37%</b>	<b>19%</b>	<b>62%</b>	<b>52%</b>	<b>54%</b>	<b>19%</b>
<b>Net: Untrustworthy</b>	<b>28%</b>	<b>44%</b>	<b>11%</b>	<b>-</b>	<b>5%</b>	<b>42%</b>

### The Daily Mail

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	3%	4%	3%	-	-	3%
Trustworthy	16%	24%	5%	-	11%	13%
Neither trustworthy nor untrustworthy	22%	37%	4%	-	12%	29%
Untrustworthy	20%	17%	29%	21%	10%	17%
Very untrustworthy	38%	16%	60%	80%	67%	34%
Don't know	1%	2%	-	-	-	3%
<b>Net: Trustworthy</b>	<b>19%</b>	<b>29%</b>	<b>7%</b>	<b>-</b>	<b>11%</b>	<b>16%</b>
<b>Net: Untrustworthy</b>	<b>58%</b>	<b>33%</b>	<b>88%</b>	<b>100%</b>	<b>77%</b>	<b>52%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Party				
	Conservative	Labour	Scottish National Party	Other	E, SE, SW

### The Express

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	5%	3%	5%	-	25%	8%
Trustworthy	18%	30%	-	-	21%	16%
Neither trustworthy nor untrustworthy	24%	35%	15%	-	12%	38%
Untrustworthy	23%	16%	34%	48%	-	14%
Very untrustworthy	30%	16%	46%	52%	42%	24%
Don't know	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>33%</b>	<b>5%</b>	<b>-</b>	<b>46%</b>	<b>24%</b>
<b>Net: Untrustworthy</b>	<b>53%</b>	<b>32%</b>	<b>80%</b>	<b>100%</b>	<b>42%</b>	<b>38%</b>

### The Mirror

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	4%	2%	9%	-	-	3%
Trustworthy	18%	4%	49%	-	10%	5%
Neither trustworthy nor untrustworthy	23%	21%	31%	-	27%	20%
Untrustworthy	27%	28%	11%	59%	62%	38%
Very untrustworthy	28%	45%	-	41%	-	34%
Don't know	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>6%</b>	<b>57%</b>	<b>-</b>	<b>10%</b>	<b>8%</b>
<b>Net: Untrustworthy</b>	<b>56%</b>	<b>73%</b>	<b>11%</b>	<b>100%</b>	<b>62%</b>	<b>72%</b>

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Fieldwork Dates: 5th - 31st July 2023

Total	Party				
	Conservative	Labour	Scottish National Party	Other	E, SE, SW

### The Sun

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	3%	3%	-	-	25%	8%
Trustworthy	19%	28%	10%	-	-	19%
Neither trustworthy nor untrustworthy	26%	39%	13%	-	10%	35%
Untrustworthy	24%	22%	23%	34%	35%	22%
Very untrustworthy	28%	8%	54%	66%	30%	16%
Don't know	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>32%</b>	<b>10%</b>	<b>-</b>	<b>25%</b>	<b>28%</b>
<b>Net: Untrustworthy</b>	<b>52%</b>	<b>30%</b>	<b>78%</b>	<b>100%</b>	<b>65%</b>	<b>38%</b>

### The Financial Times

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	22%	14%	33%	-	67%	18%
Trustworthy	48%	39%	55%	100%	21%	34%
Neither trustworthy nor untrustworthy	17%	22%	12%	-	12%	26%
Untrustworthy	7%	13%	-	-	-	7%
Very untrustworthy	5%	9%	-	-	-	11%
Don't know	2%	3%	-	-	-	3%
<b>Net: Trustworthy</b>	<b>70%</b>	<b>53%</b>	<b>88%</b>	<b>100%</b>	<b>88%</b>	<b>53%</b>
<b>Net: Untrustworthy</b>	<b>12%</b>	<b>22%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>18%</b>

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Total	Party				
	Conservative	Labour	Scottish National Party	Other	E, SE, SW

### BBC News

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	16%	8%	30%	-	44%	17%
Trustworthy	32%	20%	50%	59%	23%	11%
Neither trustworthy nor untrustworthy	25%	35%	11%	28%	6%	53%
Untrustworthy	14%	21%	2%	-	21%	6%
Very untrustworthy	11%	15%	7%	14%	5%	10%
Don't know	1%	2%	-	-	-	3%
<b>Net: Trustworthy</b>	<b>49%</b>	<b>28%</b>	<b>80%</b>	<b>59%</b>	<b>67%</b>	<b>28%</b>
<b>Net: Untrustworthy</b>	<b>25%</b>	<b>35%</b>	<b>9%</b>	<b>14%</b>	<b>27%</b>	<b>16%</b>

### ITV News

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	13%	9%	24%	-	-	5%
Trustworthy	46%	36%	50%	73%	72%	43%
Neither trustworthy nor untrustworthy	32%	39%	21%	27%	28%	34%
Untrustworthy	3%	4%	1%	-	-	3%
Very untrustworthy	6%	10%	3%	-	-	12%
Don't know	1%	2%	-	-	-	3%
<b>Net: Trustworthy</b>	<b>58%</b>	<b>45%</b>	<b>74%</b>	<b>73%</b>	<b>72%</b>	<b>48%</b>
<b>Net: Untrustworthy</b>	<b>9%</b>	<b>14%</b>	<b>4%</b>	<b>-</b>	<b>-</b>	<b>14%</b>

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Fieldwork Dates: 5th - 31st July 2023

Total	Party				
	Conservative	Labour	Scottish National Party	Other	E, SE, SW

### Channel 4 News

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	17%	3%	35%	14%	48%	11%
Trustworthy	35%	21%	51%	72%	29%	20%
Neither trustworthy nor untrustworthy	17%	24%	8%	14%	6%	25%
Untrustworthy	16%	26%	3%	-	11%	29%
Very untrustworthy	15%	25%	3%	-	5%	15%
Don't know	1%	1%	-	-	-	-
<b>Net: Trustworthy</b>	<b>52%</b>	<b>24%</b>	<b>86%</b>	<b>86%</b>	<b>77%</b>	<b>31%</b>
<b>Net: Untrustworthy</b>	<b>31%</b>	<b>51%</b>	<b>5%</b>	<b>-</b>	<b>16%</b>	<b>44%</b>

### Channel 5 News

<b>Unweighted base</b>	108	54	38	7	9	27
<b>Base</b>	108	59	33	9	7	33
Very trustworthy	3%	-	8%	-	-	-
Trustworthy	32%	30%	37%	46%	10%	27%
Neither trustworthy nor untrustworthy	46%	46%	38%	54%	69%	50%
Untrustworthy	11%	13%	9%	-	21%	10%
Very untrustworthy	5%	7%	2%	-	-	9%
Don't know	3%	3%	6%	-	-	3%
<b>Net: Trustworthy</b>	<b>35%</b>	<b>30%</b>	<b>45%</b>	<b>46%</b>	<b>10%</b>	<b>27%</b>
<b>Net: Untrustworthy</b>	<b>16%</b>	<b>21%</b>	<b>11%</b>	<b>-</b>	<b>21%</b>	<b>19%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Party				E, SE, SW
	Conservative	Labour	Scottish National Party	Other	

### GB News

Unweighted base	108	54	38	7	9	27
Base	108	59	33	9	7	33
Very trustworthy	5%	6%	-	-	25%	8%
Trustworthy	19%	31%	1%	-	16%	19%
Neither trustworthy nor untrustworthy	16%	26%	3%	11%	-	33%
Untrustworthy	20%	20%	24%	21%	-	13%
Very untrustworthy	38%	13%	72%	68%	59%	23%
Don't know	2%	3%	-	-	-	3%
Net: Trustworthy	24%	38%	1%	-	41%	27%
Net: Untrustworthy	58%	33%	96%	89%	59%	36%

Cell Contents (Column Percentages)



## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

How trustworthy or untrustworthy do you rate the news reported by the following news organisations?

### The Guardian

Unweighted base	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	3%	-	5%	31%	-	-	-
Trustworthy	38%	55%	45%	-	56%	58%	55%
Neither trustworthy nor untrustworthy	16%	6%	21%	20%	34%	12%	-
Untrustworthy	25%	27%	12%	33%	-	30%	30%
Very untrustworthy	17%	13%	17%	16%	10%	-	15%
Don't know	1%	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>41%</b>	<b>55%</b>	<b>50%</b>	<b>31%</b>	<b>56%</b>	<b>58%</b>	<b>55%</b>
<b>Net: Untrustworthy</b>	<b>42%</b>	<b>39%</b>	<b>29%</b>	<b>49%</b>	<b>10%</b>	<b>30%</b>	<b>45%</b>

### The Times

Unweighted base	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	12%	6%	5%	-	-	-	30%
Trustworthy	51%	70%	55%	64%	24%	76%	52%
Neither trustworthy nor untrustworthy	26%	16%	19%	36%	68%	12%	18%
Untrustworthy	7%	-	13%	-	8%	12%	-
Very untrustworthy	4%	8%	9%	-	-	-	-
Don't know	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>63%</b>	<b>77%</b>	<b>59%</b>	<b>64%</b>	<b>24%</b>	<b>76%</b>	<b>82%</b>
<b>Net: Untrustworthy</b>	<b>11%</b>	<b>8%</b>	<b>21%</b>	<b>-</b>	<b>8%</b>	<b>12%</b>	<b>-</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

### The Telegraph

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	11%	5%	6%	-	-	-	22%
Trustworthy	26%	30%	27%	80%	10%	-	45%
Neither trustworthy nor untrustworthy	30%	20%	39%	20%	33%	39%	17%
Untrustworthy	24%	34%	20%	-	14%	61%	7%
Very untrustworthy	9%	10%	7%	-	44%	-	9%
Don't know	1%	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>37%</b>	<b>36%</b>	<b>33%</b>	<b>80%</b>	<b>10%</b>	<b>-</b>	<b>67%</b>
<b>Net: Untrustworthy</b>	<b>33%</b>	<b>44%</b>	<b>27%</b>	<b>-</b>	<b>58%</b>	<b>61%</b>	<b>16%</b>

### The Independent

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	4%	6%	10%	-	8%	-	-
Trustworthy	34%	33%	46%	31%	31%	35%	53%
Neither trustworthy nor untrustworthy	32%	27%	22%	69%	41%	65%	6%
Untrustworthy	19%	8%	17%	-	10%	-	41%
Very untrustworthy	8%	20%	6%	-	-	-	-
Don't know	3%	6%	-	-	10%	-	-
<b>Net: Trustworthy</b>	<b>38%</b>	<b>39%</b>	<b>55%</b>	<b>31%</b>	<b>39%</b>	<b>35%</b>	<b>53%</b>
<b>Net: Untrustworthy</b>	<b>27%</b>	<b>28%</b>	<b>23%</b>	<b>-</b>	<b>10%</b>	<b>-</b>	<b>41%</b>

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Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

### The i

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	5%	-	5%	-	8%	-	7%
Trustworthy	32%	39%	47%	31%	36%	58%	28%
Neither trustworthy nor untrustworthy	32%	27%	25%	53%	24%	42%	30%
Untrustworthy	21%	19%	15%	16%	10%	-	24%
Very untrustworthy	6%	15%	3%	-	-	-	11%
Don't know	3%	-	5%	-	23%	-	-
<b>Net: Trustworthy</b>	<b>37%</b>	<b>39%</b>	<b>52%</b>	<b>31%</b>	<b>44%</b>	<b>58%</b>	<b>35%</b>
<b>Net: Untrustworthy</b>	<b>28%</b>	<b>34%</b>	<b>18%</b>	<b>16%</b>	<b>10%</b>	<b>-</b>	<b>35%</b>

### The Daily Mail

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	3%	7%	6%	-	-	-	-
Trustworthy	16%	16%	8%	33%	10%	-	41%
Neither trustworthy nor untrustworthy	22%	14%	14%	36%	10%	-	43%
Untrustworthy	20%	30%	34%	31%	-	29%	-
Very untrustworthy	38%	33%	38%	-	81%	71%	16%
Don't know	1%	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>19%</b>	<b>23%</b>	<b>14%</b>	<b>33%</b>	<b>10%</b>	<b>-</b>	<b>41%</b>
<b>Net: Untrustworthy</b>	<b>58%</b>	<b>63%</b>	<b>72%</b>	<b>31%</b>	<b>81%</b>	<b>100%</b>	<b>16%</b>

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Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

### The Express

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	5%	-	3%	-	-	-	9%
Trustworthy	18%	27%	8%	64%	-	-	39%
Neither trustworthy nor untrustworthy	24%	15%	15%	36%	33%	-	28%
Untrustworthy	23%	23%	43%	-	14%	43%	7%
Very untrustworthy	30%	35%	30%	-	52%	57%	16%
Don't know	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>27%</b>	<b>11%</b>	<b>64%</b>	<b>-</b>	<b>-</b>	<b>48%</b>
<b>Net: Untrustworthy</b>	<b>53%</b>	<b>58%</b>	<b>73%</b>	<b>-</b>	<b>67%</b>	<b>100%</b>	<b>23%</b>

### The Mirror

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	4%	-	3%	-	14%	-	7%
Trustworthy	18%	17%	42%	-	32%	11%	7%
Neither trustworthy nor untrustworthy	23%	41%	20%	84%	31%	-	23%
Untrustworthy	27%	23%	15%	16%	13%	53%	22%
Very untrustworthy	28%	19%	21%	-	10%	36%	41%
Don't know	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>17%</b>	<b>45%</b>	<b>-</b>	<b>46%</b>	<b>11%</b>	<b>14%</b>
<b>Net: Untrustworthy</b>	<b>56%</b>	<b>42%</b>	<b>36%</b>	<b>16%</b>	<b>22%</b>	<b>89%</b>	<b>63%</b>

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Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

### The Sun

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	3%	-	3%	-	-	-	-
Trustworthy	19%	37%	3%	-	-	-	48%
Neither trustworthy nor untrustworthy	26%	19%	36%	31%	19%	-	15%
Untrustworthy	24%	24%	26%	49%	-	41%	21%
Very untrustworthy	28%	21%	32%	20%	81%	59%	16%
Don't know	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>37%</b>	<b>6%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>48%</b>
<b>Net: Untrustworthy</b>	<b>52%</b>	<b>45%</b>	<b>58%</b>	<b>69%</b>	<b>81%</b>	<b>100%</b>	<b>37%</b>

### The Financial Times

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	22%	30%	31%	-	31%	-	21%
Trustworthy	48%	50%	39%	64%	46%	100%	53%
Neither trustworthy nor untrustworthy	17%	15%	14%	36%	24%	-	8%
Untrustworthy	7%	5%	6%	-	-	-	18%
Very untrustworthy	5%	-	6%	-	-	-	-
Don't know	2%	-	3%	-	-	-	-
<b>Net: Trustworthy</b>	<b>70%</b>	<b>80%</b>	<b>70%</b>	<b>64%</b>	<b>76%</b>	<b>100%</b>	<b>74%</b>
<b>Net: Untrustworthy</b>	<b>12%</b>	<b>5%</b>	<b>13%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>18%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

### BBC News

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	16%	36%	18%	-	8%	11%	7%
Trustworthy	32%	17%	43%	31%	58%	52%	46%
Neither trustworthy nor untrustworthy	25%	12%	13%	20%	14%	25%	6%
Untrustworthy	14%	27%	18%	33%	20%	-	15%
Very untrustworthy	11%	8%	8%	16%	-	12%	26%
Don't know	1%	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>49%</b>	<b>53%</b>	<b>61%</b>	<b>31%</b>	<b>66%</b>	<b>63%</b>	<b>53%</b>
<b>Net: Untrustworthy</b>	<b>25%</b>	<b>34%</b>	<b>26%</b>	<b>49%</b>	<b>20%</b>	<b>12%</b>	<b>41%</b>

### ITV News

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	13%	13%	12%	-	10%	11%	30%
Trustworthy	46%	46%	52%	47%	36%	65%	33%
Neither trustworthy nor untrustworthy	32%	23%	29%	53%	54%	24%	30%
Untrustworthy	3%	10%	3%	-	-	-	-
Very untrustworthy	6%	8%	3%	-	-	-	7%
Don't know	1%	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>58%</b>	<b>59%</b>	<b>64%</b>	<b>47%</b>	<b>46%</b>	<b>76%</b>	<b>63%</b>
<b>Net: Untrustworthy</b>	<b>9%</b>	<b>18%</b>	<b>6%</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>7%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

### Channel 4 News

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	17%	12%	26%	31%	27%	23%	7%
Trustworthy	35%	35%	33%	-	54%	64%	45%
Neither trustworthy nor untrustworthy	17%	16%	17%	20%	10%	12%	8%
Untrustworthy	16%	15%	16%	33%	10%	-	-
Very untrustworthy	15%	21%	5%	16%	-	-	40%
Don't know	1%	-	3%	-	-	-	-
<b>Net: Trustworthy</b>	<b>52%</b>	<b>47%</b>	<b>59%</b>	<b>31%</b>	<b>81%</b>	<b>88%</b>	<b>52%</b>
<b>Net: Untrustworthy</b>	<b>31%</b>	<b>36%</b>	<b>21%</b>	<b>49%</b>	<b>10%</b>	<b>-</b>	<b>40%</b>

### Channel 5 News

<b>Unweighted base</b>	108	15	32	5	9	8	12
<b>Base</b>	108	12	26	2	7	10	18
Very trustworthy	3%	6%	4%	-	14%	-	-
Trustworthy	32%	16%	30%	31%	17%	52%	52%
Neither trustworthy nor untrustworthy	46%	51%	47%	36%	58%	48%	26%
Untrustworthy	11%	28%	6%	33%	10%	-	15%
Very untrustworthy	5%	-	3%	-	-	-	8%
Don't know	3%	-	10%	-	-	-	-
<b>Net: Trustworthy</b>	<b>35%</b>	<b>22%</b>	<b>34%</b>	<b>31%</b>	<b>31%</b>	<b>52%</b>	<b>52%</b>
<b>Net: Untrustworthy</b>	<b>16%</b>	<b>28%</b>	<b>9%</b>	<b>33%</b>	<b>10%</b>	<b>-</b>	<b>22%</b>

# YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Region					
	L	NE, NW, YH	NI	Wales	Scotland	EM, WM

## GB News

Unweighted base	108	15	32	5	9	8	12
Base	108	12	26	2	7	10	18
Very trustworthy	5%	-	5%	-	-	-	8%
Trustworthy	19%	28%	8%	49%	10%	-	39%
Neither trustworthy nor untrustworthy	16%	15%	6%	-	10%	10%	8%
Untrustworthy	20%	14%	35%	-	8%	18%	23%
Very untrustworthy	38%	43%	43%	51%	73%	72%	23%
Don't know	2%	-	3%	-	-	-	-
Net: Trustworthy	24%	28%	13%	49%	10%	-	46%
Net: Untrustworthy	58%	57%	78%	51%	81%	90%	46%

Cell Contents (C)



# YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

How trustworthy or untrustworthy do you rate the news reported by the following news organisations?

## The Guardian

Unweighted base	108	2	29	19	33	25	83	77	31
Base	108	6	20	23	34	26	82	71	37
Very trustworthy	3%	-	-	3%	2%	7%	2%	3%	2%
Trustworthy	38%	36%	39%	36%	47%	29%	41%	26%	63%
Neither trustworthy nor untrustworthy	16%	-	13%	17%	24%	10%	18%	17%	15%
Untrustworthy	25%	64%	37%	8%	18%	33%	23%	28%	21%
Very untrustworthy	17%	-	11%	36%	7%	21%	15%	25%	-
Don't know	1%	-	-	-	2%	-	1%	1%	-
Net: Trustworthy	41%	36%	39%	39%	49%	35%	43%	29%	65%
Net: Untrustworthy	42%	64%	48%	44%	24%	55%	38%	53%	21%

## The Times

Unweighted base	108	2	29	19	33	25	83	77	31
Base	108	6	20	23	34	26	82	71	37
Very trustworthy	12%	-	11%	19%	3%	21%	9%	10%	16%
Trustworthy	51%	64%	49%	48%	41%	66%	47%	52%	50%
Neither trustworthy nor untrustworthy	26%	36%	34%	15%	41%	6%	32%	26%	24%
Untrustworthy	7%	-	3%	8%	15%	-	9%	7%	7%
Very untrustworthy	4%	-	3%	10%	-	7%	3%	5%	3%
Don't know	-	-	-	-	-	-	-	-	-
Net: Trustworthy	63%	64%	61%	67%	44%	87%	56%	62%	66%
Net: Untrustworthy	11%	-	6%	18%	15%	7%	13%	12%	10%

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

### The Telegraph

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	11%	-	16%	6%	10%	15%	10%	17%	-
Trustworthy	26%	-	31%	31%	27%	21%	27%	26%	25%
Neither trustworthy nor untrustworthy	30%	36%	28%	24%	32%	30%	29%	26%	36%
Untrustworthy	24%	64%	13%	34%	22%	16%	26%	22%	28%
Very untrustworthy	9%	-	12%	6%	9%	13%	8%	8%	12%
Don't know	1%	-	-	-	-	4%	-	1%	-
<b>Net: Trustworthy</b>	<b>37%</b>	<b>-</b>	<b>47%</b>	<b>36%</b>	<b>37%</b>	<b>36%</b>	<b>37%</b>	<b>43%</b>	<b>25%</b>
<b>Net: Untrustworthy</b>	<b>33%</b>	<b>64%</b>	<b>25%</b>	<b>39%</b>	<b>30%</b>	<b>29%</b>	<b>34%</b>	<b>30%</b>	<b>39%</b>

### The Independent

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	4%	-	3%	5%	4%	3%	4%	3%	5%
Trustworthy	34%	36%	24%	34%	37%	39%	33%	22%	58%
Neither trustworthy nor untrustworthy	32%	64%	37%	26%	35%	22%	35%	38%	20%
Untrustworthy	19%	-	26%	19%	13%	26%	17%	23%	12%
Very untrustworthy	8%	-	3%	15%	8%	6%	8%	10%	2%
Don't know	3%	-	7%	-	2%	4%	3%	4%	2%
<b>Net: Trustworthy</b>	<b>38%</b>	<b>36%</b>	<b>26%</b>	<b>39%</b>	<b>41%</b>	<b>42%</b>	<b>37%</b>	<b>25%</b>	<b>63%</b>
<b>Net: Untrustworthy</b>	<b>27%</b>	<b>-</b>	<b>30%</b>	<b>35%</b>	<b>21%</b>	<b>32%</b>	<b>25%</b>	<b>33%</b>	<b>15%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

**The i**

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	5%	-	3%	6%	9%	3%	6%	6%	5%
Trustworthy	32%	36%	26%	37%	34%	29%	33%	23%	50%
Neither trustworthy nor untrustworthy	32%	-	38%	15%	35%	46%	28%	35%	27%
Untrustworthy	21%	64%	28%	33%	7%	15%	23%	27%	11%
Very untrustworthy	6%	-	-	10%	11%	3%	7%	6%	8%
Don't know	3%	-	6%	-	2%	3%	2%	4%	-
<b>Net: Trustworthy</b>	<b>37%</b>	<b>36%</b>	<b>29%</b>	<b>42%</b>	<b>43%</b>	<b>32%</b>	<b>39%</b>	<b>29%</b>	<b>54%</b>
<b>Net: Untrustworthy</b>	<b>28%</b>	<b>64%</b>	<b>28%</b>	<b>43%</b>	<b>19%</b>	<b>18%</b>	<b>31%</b>	<b>32%</b>	<b>19%</b>

**The Daily Mail**

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	3%	-	-	-	3%	10%	1%	4%	2%
Trustworthy	16%	-	24%	11%	16%	15%	16%	17%	13%
Neither trustworthy nor untrustworthy	22%	-	21%	20%	20%	33%	19%	27%	13%
Untrustworthy	20%	-	12%	32%	25%	15%	22%	17%	26%
Very untrustworthy	38%	100%	43%	37%	35%	23%	42%	34%	45%
Don't know	1%	-	-	-	-	4%	-	1%	-
<b>Net: Trustworthy</b>	<b>19%</b>	<b>-</b>	<b>24%</b>	<b>11%</b>	<b>19%</b>	<b>25%</b>	<b>17%</b>	<b>21%</b>	<b>15%</b>
<b>Net: Untrustworthy</b>	<b>58%</b>	<b>100%</b>	<b>55%</b>	<b>68%</b>	<b>61%</b>	<b>38%</b>	<b>64%</b>	<b>51%</b>	<b>71%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

### The Express

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	5%	-	-	-	5%	13%	2%	3%	9%
Trustworthy	18%	-	24%	11%	16%	24%	16%	21%	10%
Neither trustworthy nor untrustworthy	24%	-	22%	34%	28%	19%	26%	28%	18%
Untrustworthy	23%	-	18%	28%	25%	27%	22%	20%	30%
Very untrustworthy	30%	100%	36%	27%	25%	18%	34%	29%	33%
Don't know	-	-	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>-</b>	<b>24%</b>	<b>11%</b>	<b>21%</b>	<b>37%</b>	<b>18%</b>	<b>24%</b>	<b>19%</b>
<b>Net: Untrustworthy</b>	<b>53%</b>	<b>100%</b>	<b>54%</b>	<b>55%</b>	<b>50%</b>	<b>44%</b>	<b>56%</b>	<b>48%</b>	<b>62%</b>

### The Mirror

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	4%	-	-	9%	-	8%	2%	4%	3%
Trustworthy	18%	36%	19%	10%	28%	6%	22%	14%	25%
Neither trustworthy nor untrustworthy	23%	-	32%	20%	17%	32%	20%	16%	37%
Untrustworthy	27%	64%	31%	22%	25%	25%	28%	26%	30%
Very untrustworthy	28%	-	18%	40%	30%	29%	28%	40%	5%
Don't know	-	-	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>36%</b>	<b>19%</b>	<b>18%</b>	<b>28%</b>	<b>14%</b>	<b>24%</b>	<b>18%</b>	<b>28%</b>
<b>Net: Untrustworthy</b>	<b>56%</b>	<b>64%</b>	<b>49%</b>	<b>62%</b>	<b>54%</b>	<b>54%</b>	<b>56%</b>	<b>66%</b>	<b>35%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

### The Sun

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	3%	-	-	-	5%	7%	2%	3%	5%
Trustworthy	19%	-	13%	26%	18%	21%	18%	16%	24%
Neither trustworthy nor untrustworthy	26%	-	30%	24%	24%	32%	24%	28%	21%
Untrustworthy	24%	64%	24%	30%	24%	10%	28%	24%	24%
Very untrustworthy	28%	36%	34%	19%	29%	29%	28%	29%	27%
Don't know	-	-	-	-	-	-	-	-	-
<b>Net: Trustworthy</b>	<b>22%</b>	<b>-</b>	<b>13%</b>	<b>26%</b>	<b>23%</b>	<b>29%</b>	<b>20%</b>	<b>19%</b>	<b>28%</b>
<b>Net: Untrustworthy</b>	<b>52%</b>	<b>100%</b>	<b>58%</b>	<b>50%</b>	<b>53%</b>	<b>39%</b>	<b>57%</b>	<b>53%</b>	<b>51%</b>

### The Financial Times

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	22%	36%	28%	26%	14%	21%	22%	16%	34%
Trustworthy	48%	64%	57%	30%	57%	41%	50%	46%	51%
Neither trustworthy nor untrustworthy	17%	-	13%	19%	16%	21%	15%	20%	9%
Untrustworthy	7%	-	3%	10%	9%	7%	7%	8%	5%
Very untrustworthy	5%	-	-	15%	3%	3%	5%	7%	-
Don't know	2%	-	-	-	-	7%	-	3%	-
<b>Net: Trustworthy</b>	<b>70%</b>	<b>100%</b>	<b>84%</b>	<b>56%</b>	<b>71%</b>	<b>62%</b>	<b>72%</b>	<b>62%</b>	<b>85%</b>
<b>Net: Untrustworthy</b>	<b>12%</b>	<b>-</b>	<b>3%</b>	<b>25%</b>	<b>12%</b>	<b>10%</b>	<b>13%</b>	<b>16%</b>	<b>5%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

### BBC News

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	16%	-	17%	32%	12%	12%	18%	11%	28%
Trustworthy	32%	36%	37%	15%	42%	31%	33%	25%	46%
Neither trustworthy nor untrustworthy	25%	64%	17%	25%	27%	20%	27%	30%	16%
Untrustworthy	14%	-	25%	16%	4%	18%	12%	19%	2%
Very untrustworthy	11%	-	4%	11%	15%	15%	10%	13%	8%
Don't know	1%	-	-	-	-	4%	-	1%	-
<b>Net: Trustworthy</b>	<b>49%</b>	<b>36%</b>	<b>53%</b>	<b>47%</b>	<b>54%</b>	<b>43%</b>	<b>51%</b>	<b>36%</b>	<b>74%</b>
<b>Net: Untrustworthy</b>	<b>25%</b>	<b>-</b>	<b>29%</b>	<b>28%</b>	<b>19%</b>	<b>33%</b>	<b>22%</b>	<b>33%</b>	<b>10%</b>

### ITV News

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	13%	-	20%	26%	4%	9%	14%	8%	20%
Trustworthy	46%	100%	39%	26%	59%	38%	48%	39%	58%
Neither trustworthy nor untrustworthy	32%	-	34%	27%	33%	40%	29%	38%	19%
Untrustworthy	3%	-	7%	4%	-	3%	3%	4%	-
Very untrustworthy	6%	-	-	17%	4%	7%	6%	8%	3%
Don't know	1%	-	-	-	-	4%	-	1%	-
<b>Net: Trustworthy</b>	<b>58%</b>	<b>100%</b>	<b>59%</b>	<b>52%</b>	<b>63%</b>	<b>47%</b>	<b>62%</b>	<b>48%</b>	<b>78%</b>
<b>Net: Untrustworthy</b>	<b>9%</b>	<b>-</b>	<b>7%</b>	<b>21%</b>	<b>4%</b>	<b>10%</b>	<b>9%</b>	<b>12%</b>	<b>3%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

### Channel 4 News

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	17%	36%	11%	18%	17%	15%	17%	15%	21%
Trustworthy	35%	-	41%	30%	39%	36%	34%	22%	60%
Neither trustworthy nor untrustworthy	17%	-	22%	13%	18%	19%	16%	21%	9%
Untrustworthy	16%	64%	20%	18%	6%	13%	17%	22%	2%
Very untrustworthy	15%	-	5%	21%	20%	15%	15%	19%	8%
Don't know	1%	-	-	-	-	3%	-	1%	-
<b>Net: Trustworthy</b>	<b>52%</b>	<b>36%</b>	<b>53%</b>	<b>48%</b>	<b>56%</b>	<b>51%</b>	<b>52%</b>	<b>37%</b>	<b>80%</b>
<b>Net: Untrustworthy</b>	<b>31%</b>	<b>64%</b>	<b>25%</b>	<b>39%</b>	<b>25%</b>	<b>28%</b>	<b>32%</b>	<b>41%</b>	<b>10%</b>

### Channel 5 News

<b>Unweighted base</b>	108	2	29	19	33	25	83	77	31
<b>Base</b>	108	6	20	23	34	26	82	71	37
Very trustworthy	3%	-	4%	5%	3%	-	3%	-	8%
Trustworthy	32%	64%	35%	35%	21%	35%	31%	31%	34%
Neither trustworthy nor untrustworthy	46%	36%	36%	40%	62%	37%	48%	44%	48%
Untrustworthy	11%	-	20%	14%	6%	12%	11%	13%	8%
Very untrustworthy	5%	-	-	6%	5%	8%	4%	7%	-
Don't know	3%	-	5%	-	2%	8%	2%	4%	3%
<b>Net: Trustworthy</b>	<b>35%</b>	<b>64%</b>	<b>39%</b>	<b>40%</b>	<b>24%</b>	<b>35%</b>	<b>35%</b>	<b>31%</b>	<b>42%</b>
<b>Net: Untrustworthy</b>	<b>16%</b>	<b>-</b>	<b>20%</b>	<b>19%</b>	<b>12%</b>	<b>20%</b>	<b>15%</b>	<b>20%</b>	<b>8%</b>

## YouGov - MP media trust

Fieldwork Dates: 5th - 31st July 2023

Total	Year Elected						Gender	
	Pre 1997	1997-2009	2010-2014	2015-2019	2019-	MPs re-elected in 2019 General Election	Male	Female

### GB News

Unweighted base	108	2	29	19	33	25	83	77	31
Base	108	6	20	23	34	26	82	71	37
Very trustworthy	5%	-	3%	-	5%	12%	3%	5%	5%
Trustworthy	19%	-	33%	15%	23%	9%	22%	24%	8%
Neither trustworthy nor untrustworthy	16%	-	17%	19%	15%	19%	16%	21%	7%
Untrustworthy	20%	-	7%	36%	20%	21%	20%	11%	38%
Very untrustworthy	38%	100%	40%	29%	38%	32%	40%	37%	42%
Don't know	2%	-	-	-	-	7%	-	3%	-
Net: Trustworthy	24%	-	36%	15%	28%	21%	25%	29%	13%
Net: Untrustworthy	58%	100%	47%	65%	57%	53%	60%	47%	80%

Cell Contents (C)