



# Public opinion on the BBC and BBC News

November 2011

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## Trust

Accuracy and impartiality

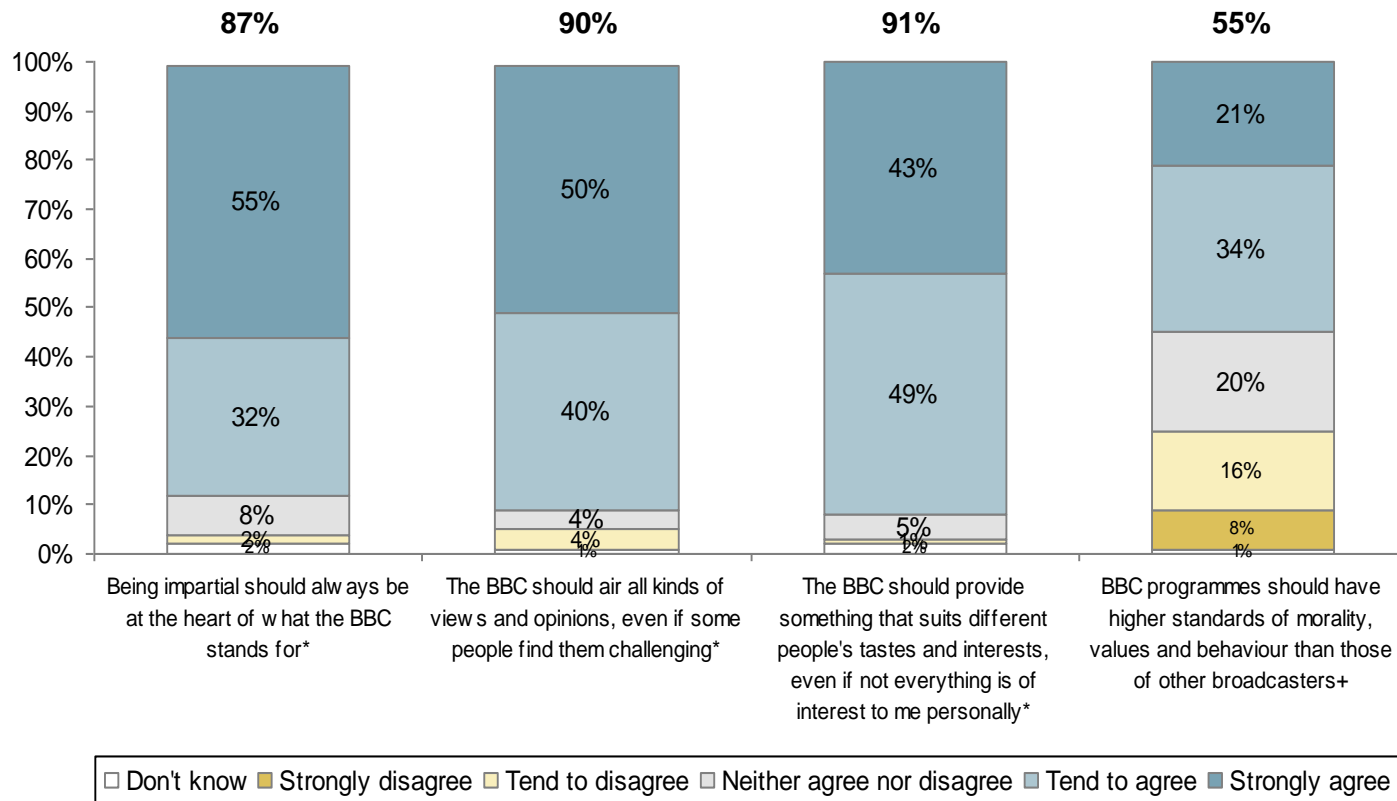
Range of perspectives

Cross-media insight data

# People have high expectations of the BBC in terms of impartiality, internal plurality and providing for all. They also have higher expectations of the BBC in terms of its behaviour than they do of other broadcasters

To what extent do you agree or disagree with:

Net Agree



Question: \*Using this scale, please say the extent to which you agree or disagree with the following statements [statements as per chart]

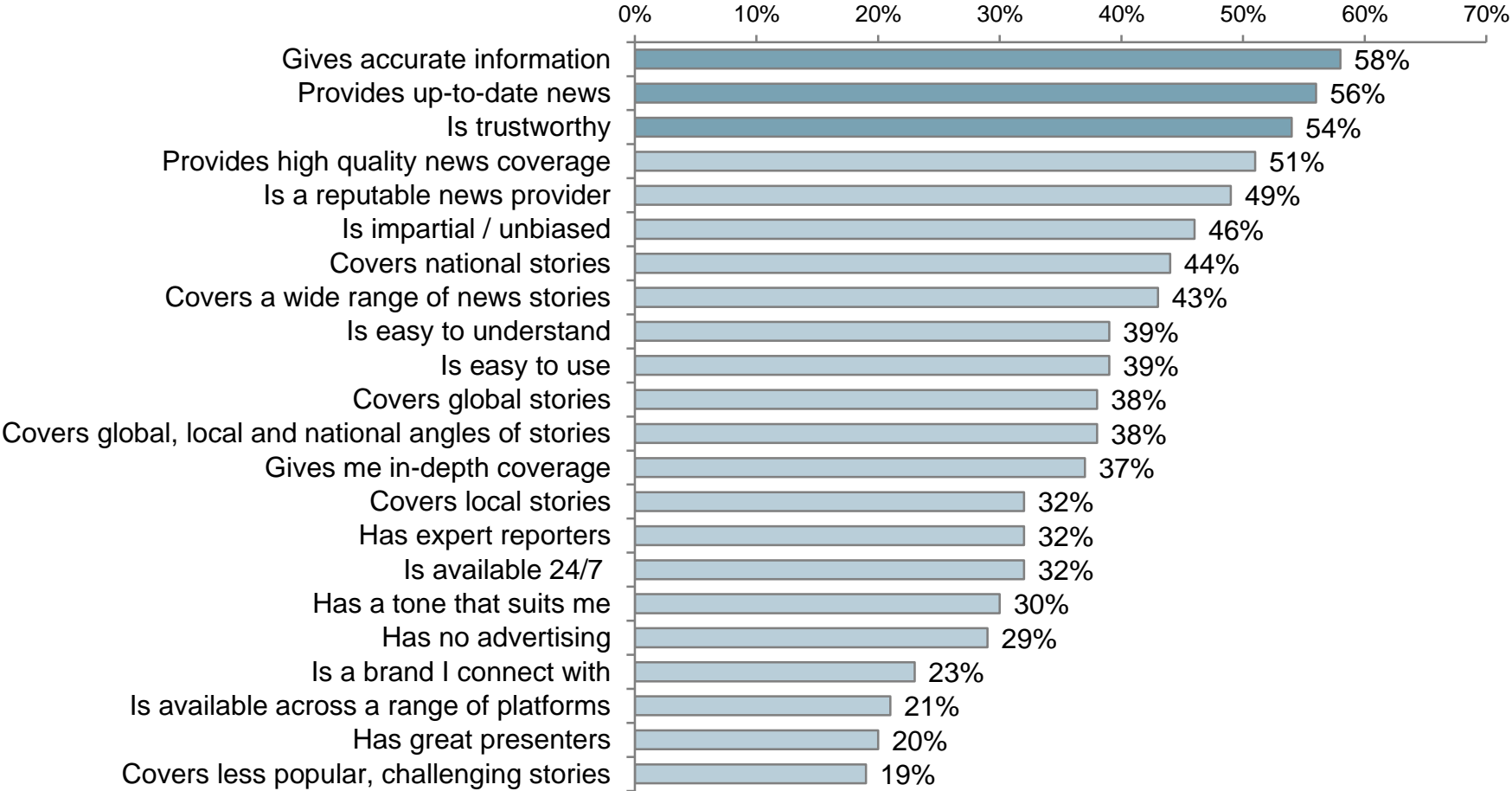
Question: +How much do you agree or disagree with the statement 'BBC programmes should have higher standards of morality, values and behaviour than those of other broadcasters'

Source: \*Ipsos MORI for the BBC, 1,024 UK adults 15+, August 2010. +Ipsos MORI for the BBC, 2,206 UK adults 16+, 2009

# Accuracy, being up to date and trustworthiness are the most important factors that influence people's choice of news provider

To what extent, if at all, do the following qualities influence your choice of news provider?

% saying 'a great deal'

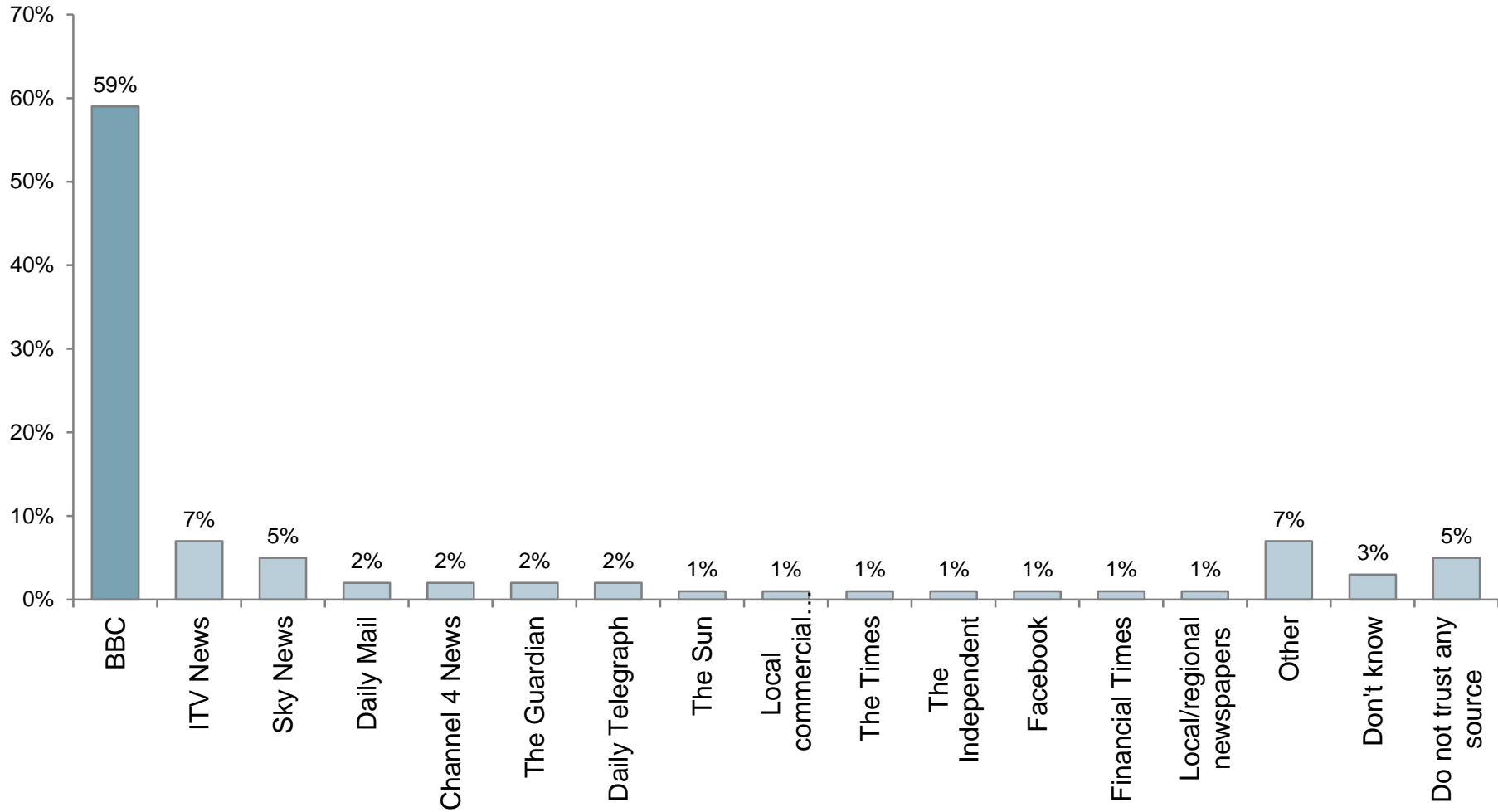


Question: To what extent, if at all, do the following qualities influence your choice of news provider? Scale of: 'A great deal', 'A fair amount', 'Not very much', 'Not at all', 'Don't know'. % saying 'a great deal'

Source: OLR for the BBC, 4,639 UK adults 18+, February 2010

# The BBC is the source of news that people trust the most

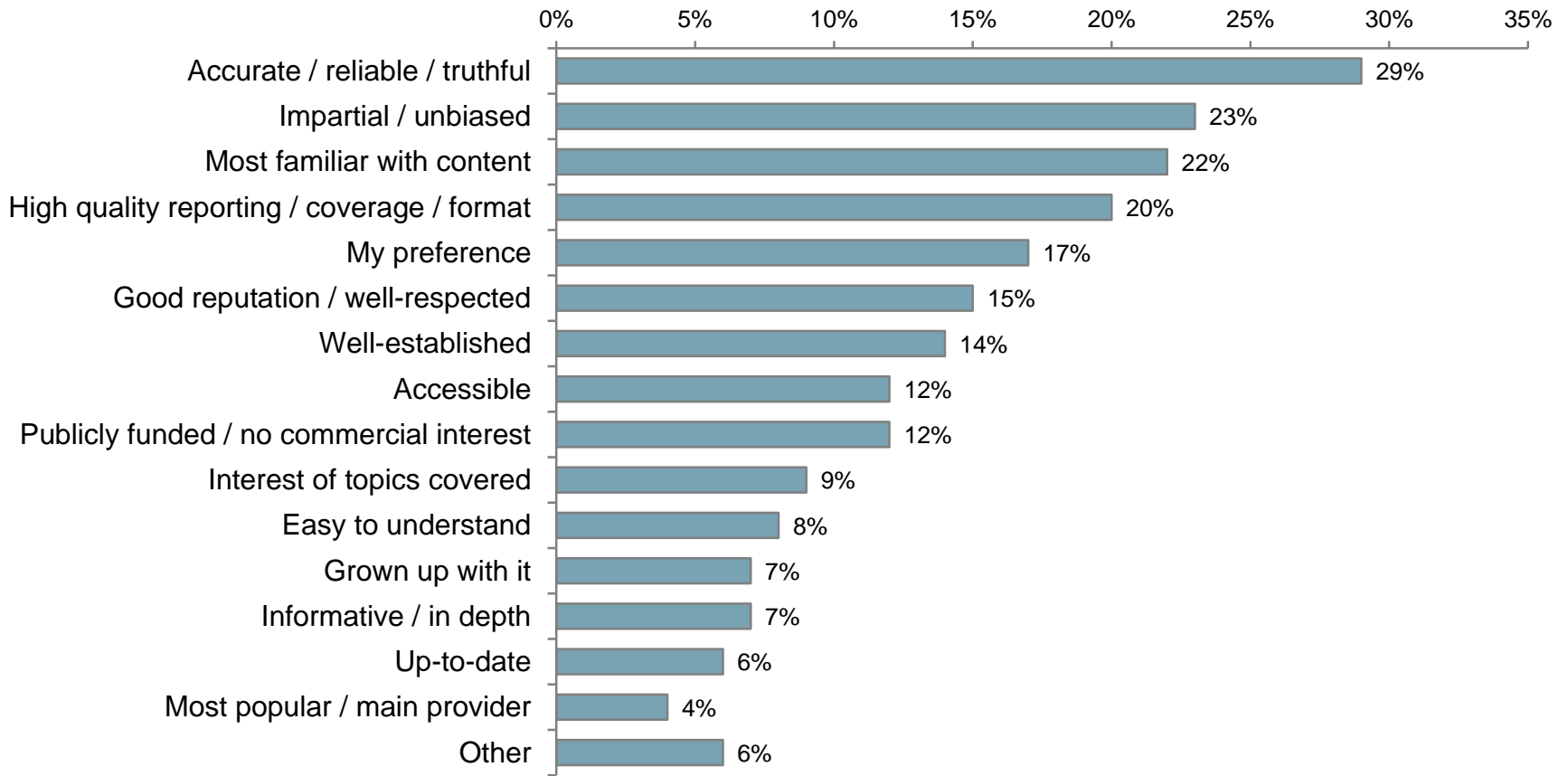
Of all the news sources, which ONE source, if any, do you trust the most?  
Open-ended



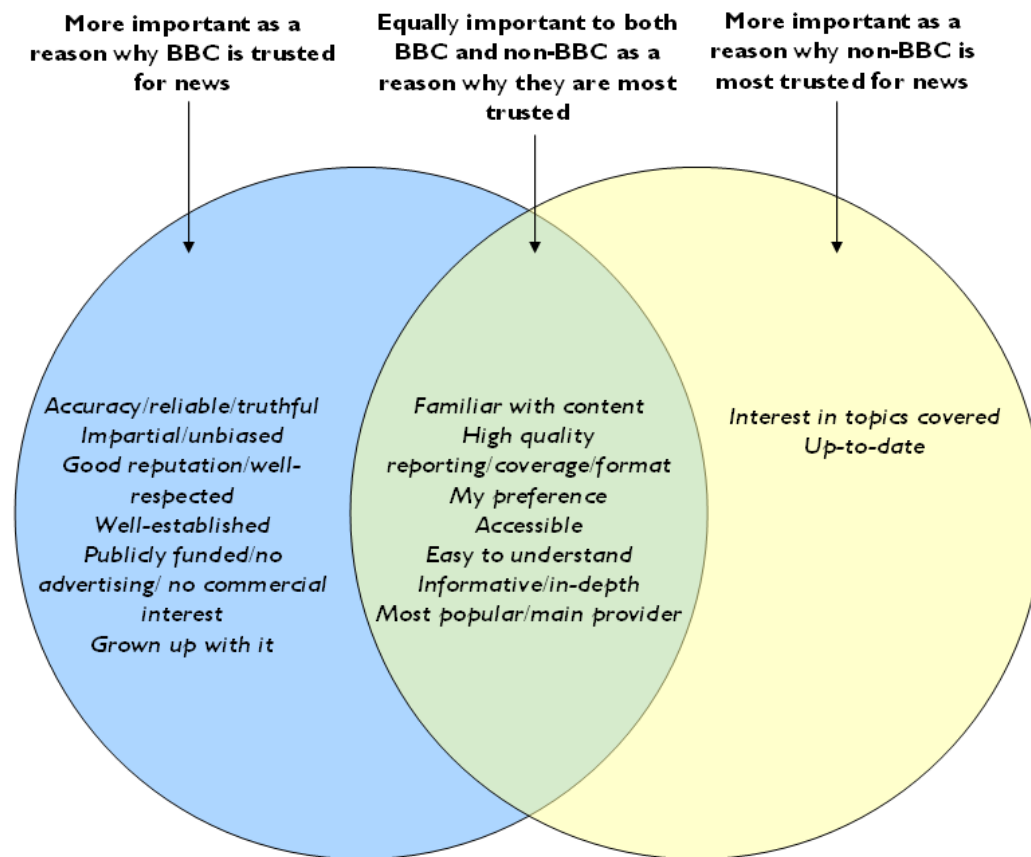
## When those who trust the BBC the most for news are asked why, they cite the accuracy and impartiality of coverage most often

Why do you trust [ ] the most for news? Open-ended question

AMONG THOSE WHO TRUST THE BBC THE MOST FOR NEWS



# Comparing the reasons why the BBC and other providers are trusted most for news, accuracy, impartiality, reputation, public funding and being long-standing appear more important as reasons why the BBC is most trusted for news



This slide is a visual presentation of the data:

- Those reasons cited proportionately more as a reason for trusting BBC news the most are in the blue circle
- Those reasons cited proportionately more as a reason for trusting other providers the most are in the yellow circle
- Reasons where there was no significant difference in the proportion of citations for the BBC and other providers are in the central green circle

# Drivers analysis of what drives trust in BBC news

- In addition to asking people who trust the BBC the most for news, the reasons for this (see previous slide), a drivers analysis was also undertaken to try to understand further what characteristics drive trust in BBC news
- For the drivers analysis, all respondents were asked :

*To what extent do you trust [INSERT SOURCE - BBC] as a source of news? Please give your answer on a scale of one to ten where one means you do not trust it at all and ten means you trust it a great deal*

- They were also asked how applicable they thought the following statements were in relation to BBC News on a scale of 1 (doesn't apply at all) to 10 (totally applicable):

*I am going to read out a list of phrases that might be used to describe BBC News coverage. For each phrase, I'd like you to tell me how much you personally think that the phrase applies to BBC News coverage. Please give your answer on a scale of one to ten where 1 means you think the phrase does not apply at all and 10 means you think that the phrase is totally applicable.*

## **BBC News (randomised)**

- is impartial and unbiased
- reports the news accurately
- is trustworthy
- is funded by the public
- has no commercial interest
- is regulated and accountable
- admits when it has got something wrong
- takes the time to verify its sources/the story
- is the first to break the news
- has reporters/presenters I like
- has expert presenters / reporters
- reports live at the scene of the event as it happens
- has reporters all over the UK and the world
- has news coverage I like to watch
- does not sensationalise the news
- shows a range of different perspectives on a story
- provides in-depth coverage
- is open and transparent about itself as an organisation
- holds powerful people to account
- is not funded by advertisers



## Results of the drivers analysis of what drives trust in BBC news

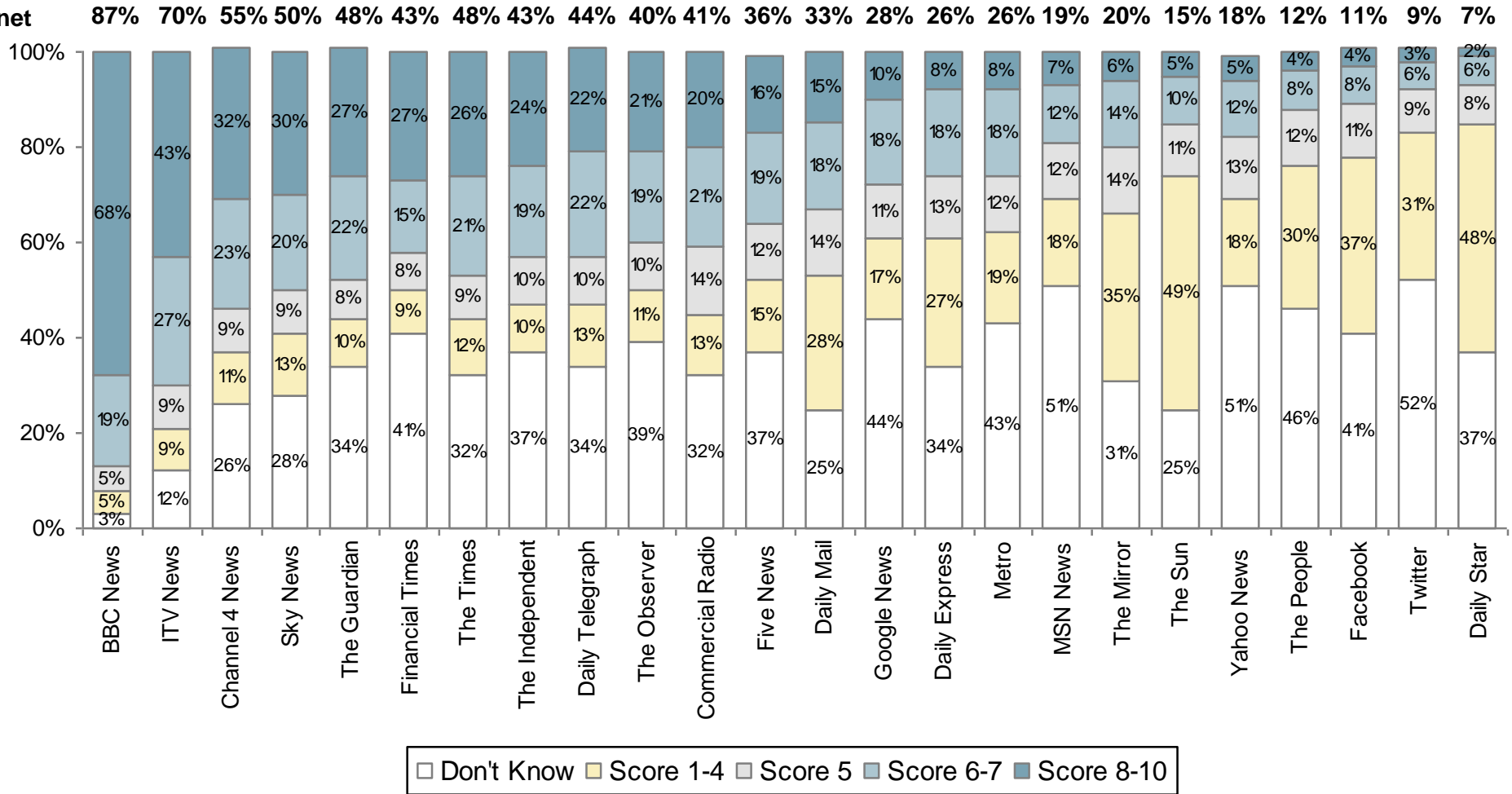
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- The drivers analysis showed that:
- **Reporting news accurately** is the biggest driver of trust in BBC news
- After this comes a basket of characteristics that have a bearing on levels of trust in BBC news:
  - **Appeal of coverage:** news the individual likes to watch, in-depth coverage, expert reporters, breaking the news
  - **Balance in BBC coverage:** Covering a range of perspectives, impartiality, holding the powerful to account
  - **BBC funding and governance:** regulated and accountable, not funded by advertising, admitting when mistakes are made

# When comparing equally a number of different news providers, BBC News is more trusted as a source of news

To what extent do you trust [ ] as a source of news? AMONGST ALL ADULTS  
Scale: 1 = do not trust at all; 10 = trust a great deal

6-10  
net

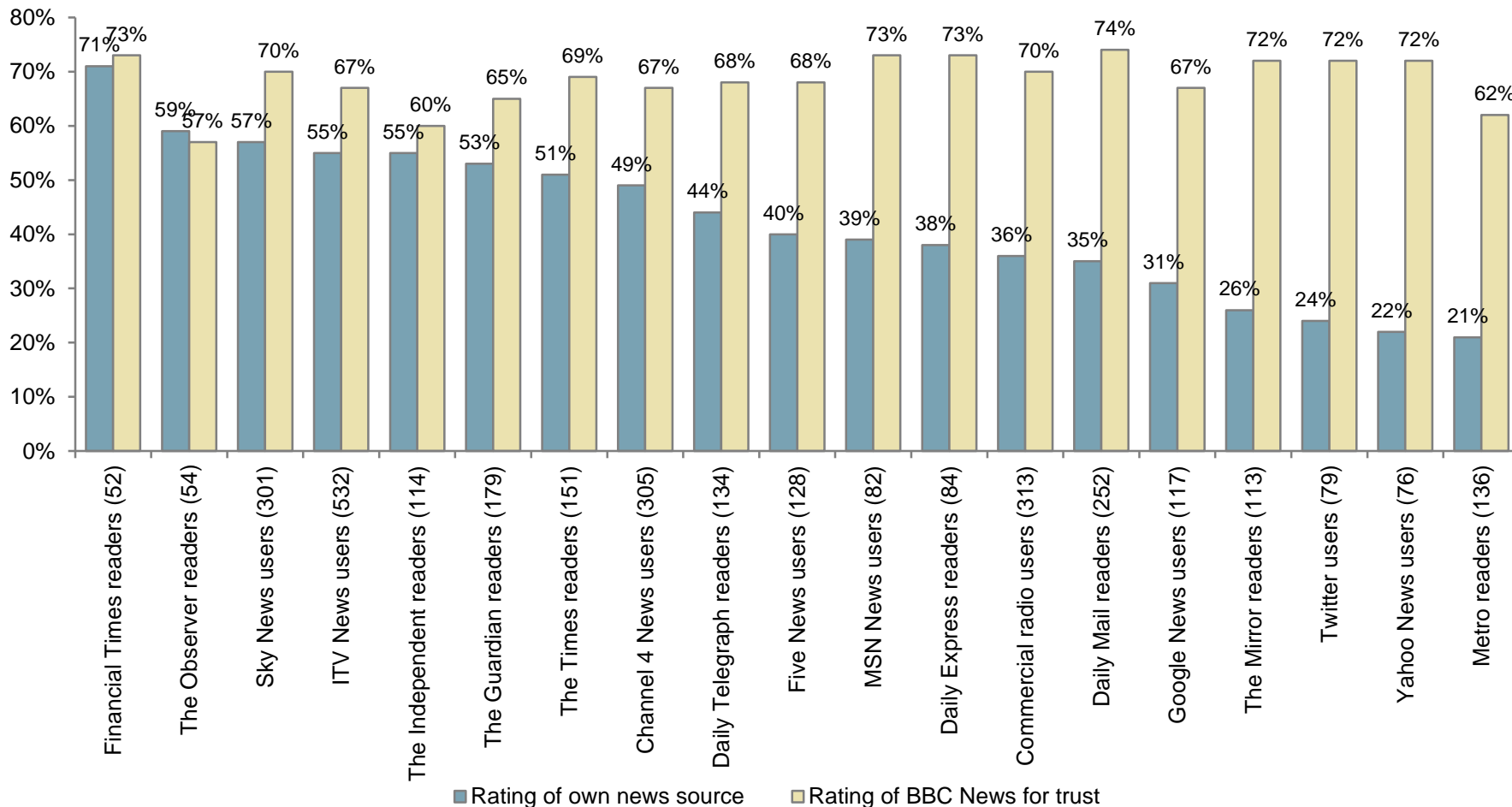


Question: To what extent do you trust [ ] as a source of news?  
Ipsos MORI for BBC, UK adults 16+ who follow news (963), November 2011. Newspaper titles include the Sunday editions

# When users of other news sources are asked to rate them on trust, they almost always rate the BBC higher than that source

% rating each  
8 or more out of 10

To what extent do you trust [ ] as a source of news?  
Scale: 1 = do not trust at all; 10 = trust a great deal



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Trust

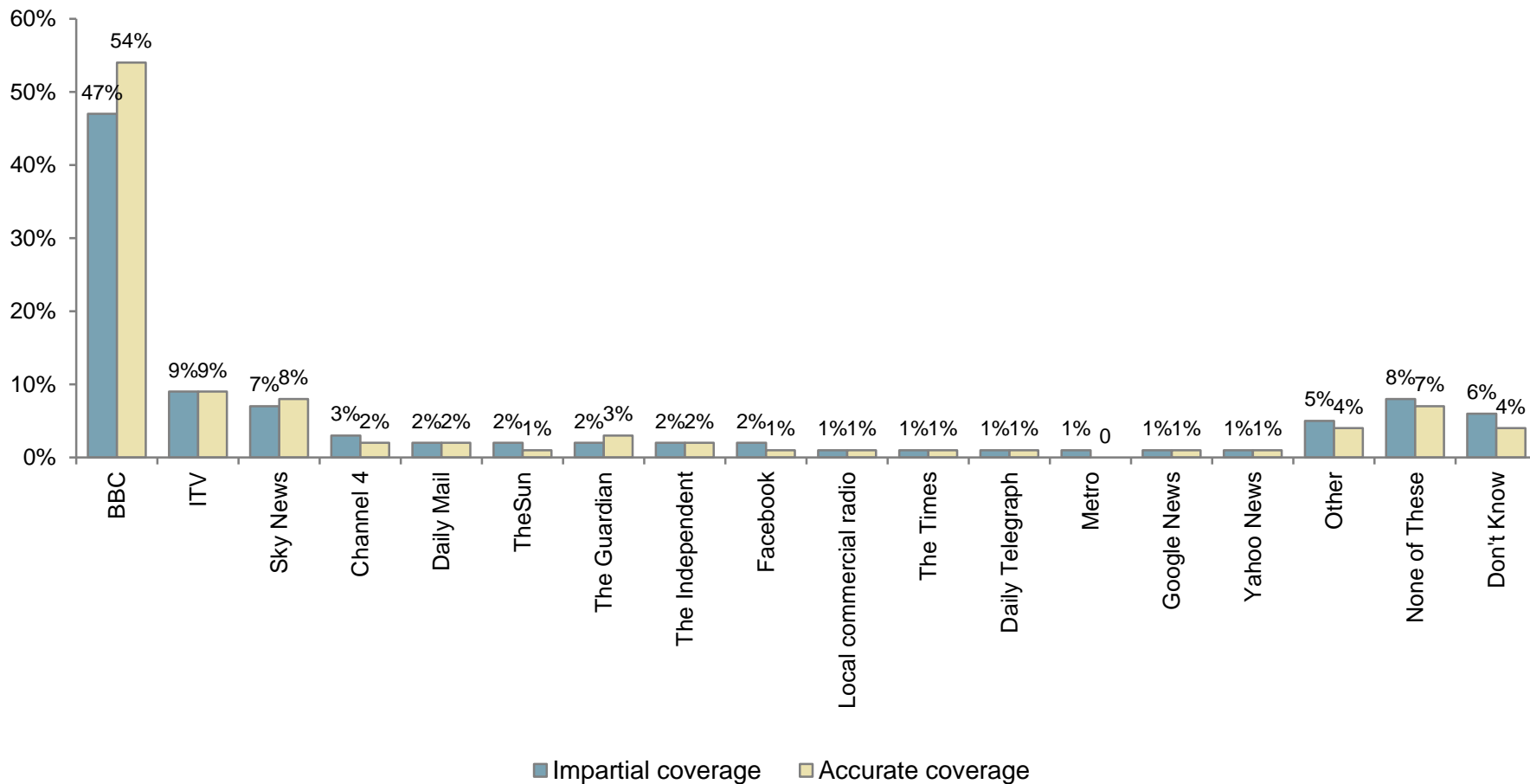
**Accuracy and impartiality**

Range of perspectives

Cross-media insight data

# The BBC is seen by people as the leading source to turn to for accurate and impartial coverage

Of all the sources of news, which ONE source are you most likely to turn to if you want...



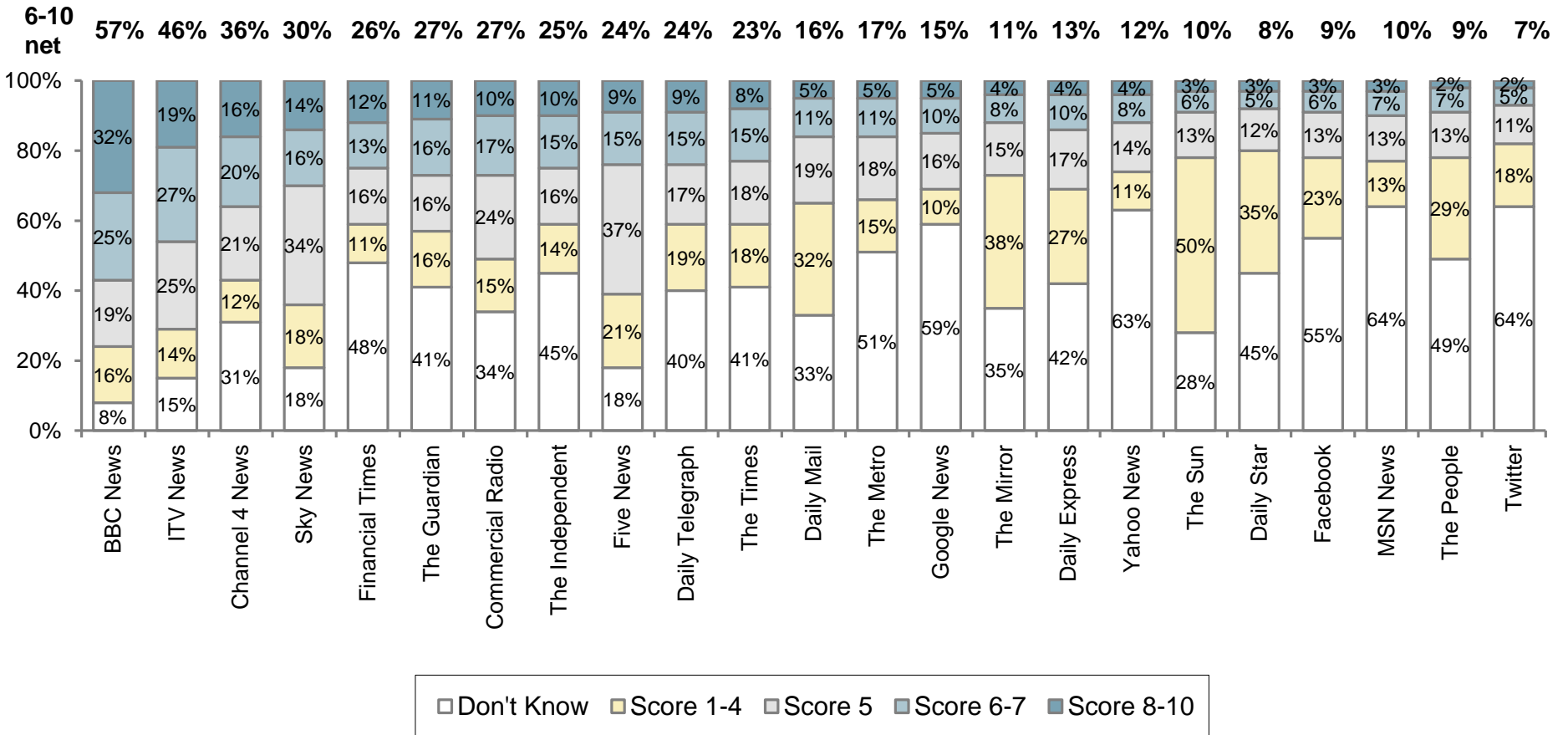
Question: Of all the sources of news below, which ONE source are you most likely to turn to if you want impartial news coverage?

Question: Of all the sources of news below, which ONE source are you most likely to turn to for news that is accurate?

Source: Source: Ipsos MORI for the BBC, 2,044 UK adults 15+, August 2011

# When comparing equally a number of different news providers, people rate the BBC as the most impartial

Using a scale of 1 to 10, where 1 is very biased and 10 is very impartial, how biased or impartial so you think each of these news sources is? AMONGST ALL ADULTS



Question: I'm now going to show you another list of news sources. Using a scale from 1-10 where 1 is very biased and 10 is very impartial, how biased or impartial do you think each of the following news sources is?

Source: Ipsos MORI for BBC, 2,044 UK adults 15+, August 2011. Newspaper titles include the Sunday editions

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Trust

Accuracy and impartiality

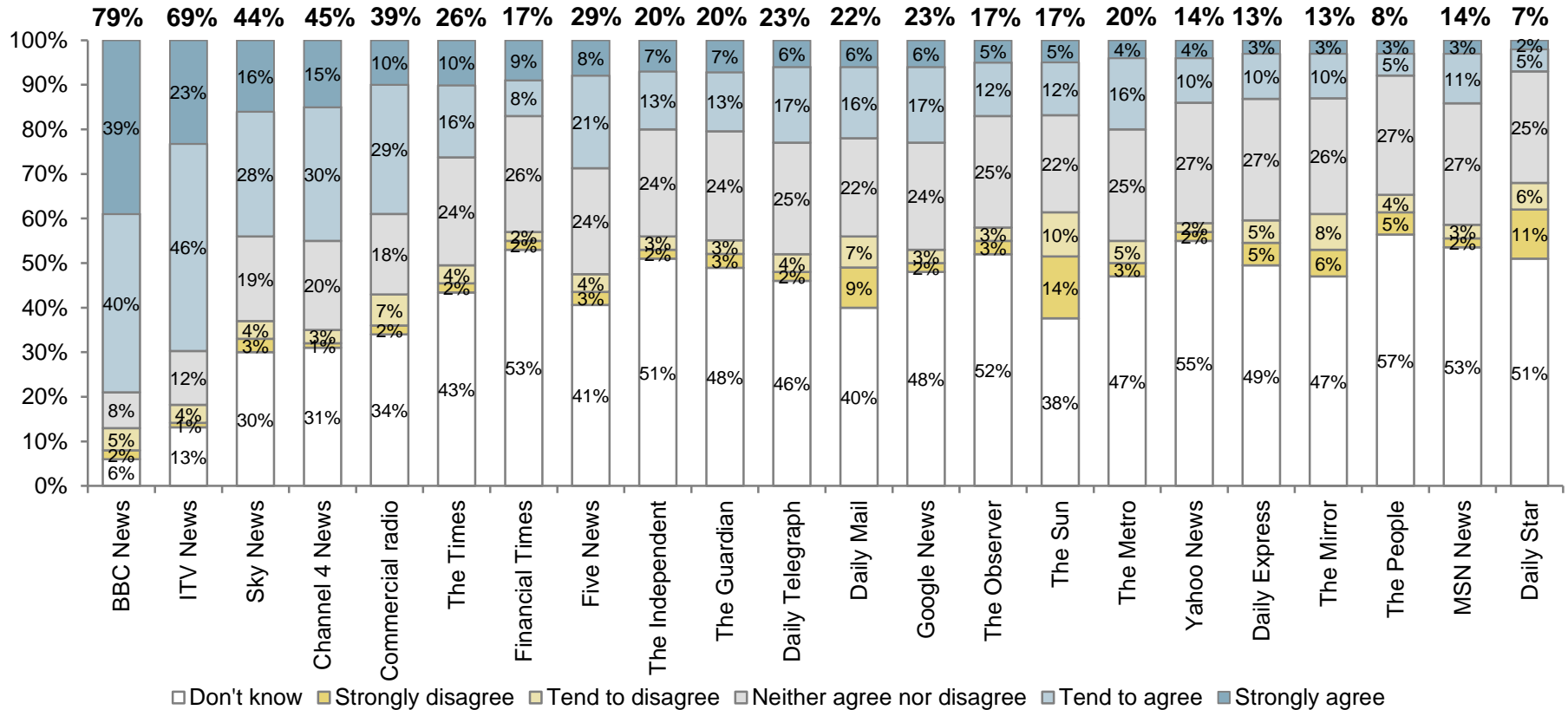
**Range of perspectives**

Cross-media insight data

# The BBC leads in terms of the proportion of the UK public overall who think it shows a range of perspectives when reporting a news story

To what extent do you agree or disagree with the following statement:  
[Provider] shows a range of perspectives when reporting a news story  
AMONGST ALL ADULTS

## Net Agree

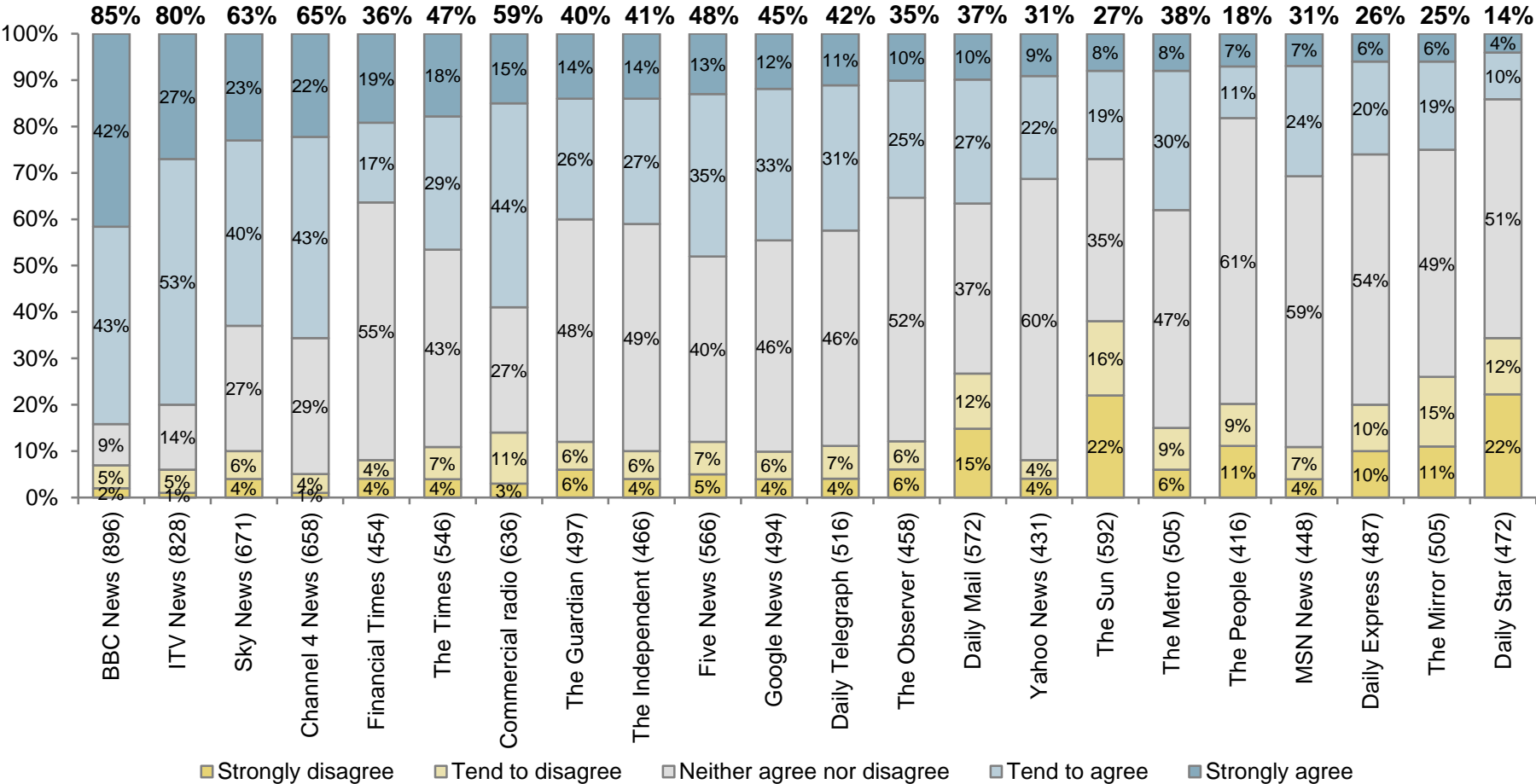




# Excluding those saying 'Don't know', significantly more people believe that the BBC shows a range of perspectives when reporting a news story compared with the next nearest provider (ITV News)

To what extent do you agree or disagree with the following statement:  
 [Provider] shows a range of perspectives when reporting a news story  
 AMONGST ADULTS EXPRESSING AN OPINION

### Net Agree



Question: To what extent do you agree or disagree with the following statement: [Provider] shows a range of perspectives when reporting a news story  
 Source: ICM for BBC, GB adults 18+ who give a rating on the scale, November 2011. Newspaper titles include the Sunday editions

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Trust

Accuracy and impartiality

Range of perspectives

**Cross-media insight data**

## Cross-Media Insight Survey (CMI)

Since 2008, GfK has been running for the BBC what we believe to be the only continuous cross-media survey. Each week a sample of 650 UK adults (a different 650 each week) record their media consumption across television, radio, online, teletext, red button, mobile and on-demand. This Cross-Media Insight survey (CMI) is representative of the UK population 16+, and respondents complete the survey each day for a week, either online or over the telephone. Each day for the week that they are involved in the survey, they record what television, radio and online content they consumed the previous day. This daily survey covers:

- 88 television channels ( 16 at a programme level and the remainder at a channel level)
- 75 radio stations (c50 stations at a programme level; the remainder at a station level)
- c100 websites.

Then, in an additional survey at the end of the week, respondents state whether during that week they consumed any content via teletext, red button, mobile, on-demand or DVD, and they record their newspaper readership that week.

From the point of view of news, each day of the week respondents indicate which, if any, news programmes they watched the previous day on terrestrial television channels; which rolling news channels they watched; and any news websites visited. At the end of the week, they state whether during that week they consumed news through teletext, red button or mobile and from which news providers this content came; and which, if any, daily or Sunday newspapers they read that week. Whilst the survey is extensive, covering well over 100 pieces of news output, there are still some limitations in the data collected. For example, the survey does not itemise the bulletins on BBC radio or on commercial radio, nor does it itemise the one-minute news summary on BBC One or the news output on BBC Three. However, reasonable assumptions can be made on the likelihood of individuals having consumed news on these services by using their responses on the times at which they use these services and/or their responses on the length of time they use them for.

No methodology is perfect in any research, and that is inevitably the case in an area as complex as cross-media measurement. To this end, CMI reveals some methodological points about asking respondents to record their news consumption on a daily basis. For example, the reach figures for television news from CMI (captured through the respondents indicating what they watched yesterday) can be lower for all television channels than that measured by BARB through metered data.

# Initial plurality data from CMI

3.2

news providers (retail)  
used each week per  
adult on average

9%

of UK adults use only the  
BBC for news in an  
average week

c.46%

of those 9% who are  
aged 16-34

Retail providers defined as:

- BBC News (all platforms)
- ITV News (all platforms)
- C4 News (all platforms)
- Five News (all platforms)
- Sky News (all platforms)
- Any commercial radio
- News Corps (= any Sun, Times, Sunday Times, Fox News inc channel, newspaper, website)
- DMGT (= Daily Mail, Mail on Sunday inc newspaper, website)
- Trinity Mirror (= Daily Mirror, Sunday Mirror, The People, Daily Record, inc newspaper, website)
- Guardian Media Group (= The Guardian, The Observer, inc newspaper, website)
- Northern and Shell (= Daily Star, Daily Express, Sunday Express, Daily Star Sunday, inc newspaper, website)
- Telegraph Media Group (=Daily Telegraph, Sunday Telegraph, inc newspaper, website)
- Lebedev Foundation (= Independent, Independent on Sunday, inc newspaper, website)
- Pearson (= Financial Times)
- Others (includes Metro, online news aggregators (AOL News, Google News, Yahoo News, MSN News), CNN (channel, website), Bloomberg, CNBC, Euronews, Al Jazeera)

Source: GfK for the BBC, Cross-Media Insight survey (CMI), 8,450 UK adults 16+, quarter 3 2011. Given that CMI records lower reach for television news than BARB, it is possible that this is an under-estimation of the number of news retail providers used per adult