Public opinion on the BBC and BBC News

November 2011
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:

- Being impartial should always be at the heart of what the BBC stands for*
- The BBC should air all kinds of views and opinions, even if some people find them challenging*
- The BBC should provide something that suits different people's tastes and interests, even if not everything is of interest to me personally*
- BBC programmes should have higher standards of morality, values and behaviour than those of other broadcasters+

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

Net Agree

<table>
<thead>
<tr>
<th>Statement</th>
<th>87%</th>
<th>90%</th>
<th>91%</th>
<th>55%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Being impartial should always be at the heart of what the BBC stands for*</td>
<td>55%</td>
<td>32%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>The BBC should air all kinds of views and opinions, even if some people find them challenging*</td>
<td>50%</td>
<td>40%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>The BBC should provide something that suits different people's tastes and interests, even if not everything is of interest to me personally*</td>
<td>43%</td>
<td>49%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>BBC programmes should have higher standards of morality, values and behaviour than those of other broadcasters+</td>
<td>21%</td>
<td>34%</td>
<td>20%</td>
<td>16%</td>
</tr>
</tbody>
</table>
To what extent, if at all, do the following qualities influence your choice of news provider? % saying ‘a great deal’

- Gives accurate information: 58%
- Provides up-to-date news: 56%
- Is trustworthy: 54%
- Provides high quality news coverage: 51%
- Is a reputable news provider: 49%
- Is impartial / unbiased: 46%
- Covers national stories: 44%
- Covers a wide range of news stories: 43%
- Is easy to understand: 39%
- Is easy to use: 39%
- Covers global stories: 38%
- Covers global, local and national angles of stories: 38%
- Gives me in-depth coverage: 37%
- Covers local stories: 32%
- Has expert reporters: 32%
- Is available 24/7: 32%
- Has a tone that suits me: 30%
- Has no advertising: 29%
- Is a brand I connect with: 23%
- Is available across a range of platforms: 21%
- Has great presenters: 20%
- Covers less popular, challenging stories: 19%

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

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

- Accurate / reliable / truthful: 29%
- Impartial / unbiased: 23%
- Most familiar with content: 22%
- High quality reporting / coverage / format: 20%
- My preference: 17%
- Good reputation / well-respected: 15%
- Well-established: 14%
- Accessible: 12%
- Publicly funded / no commercial interest: 12%
- Interest of topics covered: 9%
- Easy to understand: 8%
- Grown up with it: 7%
- Informative / in depth: 7%
- Up-to-date: 6%
- Most popular / main provider: 4%
- Other: 6%

Question: Why do you trust [ ] the most for news? Open-ended
Source: Ipsos MORI for the BBC, UK adults 16+, 572 who trust the BBC the most for news, November 2011
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

Source: Ipsos MORI for the BBC, UK adults 16+, 572 who trust the BBC the most for news, 262 who trust non-BBC providers the most for news, November 2011
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

• 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

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.

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

% rating each 8 or more out of 10

Question: To what extent do you trust [ ] as a source of news?
Ipsos MORI for BBC, UK adults 16+ who follow news (number of users per provider follows the provider name in the chart), November 2011. Insufficient sample to report on the People. Newspaper titles include the Sunday editions. Significance testing at the 95% level.
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 impartial news coverage?

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 do you think each of the following 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.
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

| Source                | 79% | 69% | 44% | 45% | 39% | 26% | 17% | 29% | 20% | 20% | 23% | 22% | 23% | 17% | 17% | 20% | 14% | 13% | 13% | 8% | 14% | 7% |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| BBC News              | 39% | 23% | 16% | 15% | 10% | 10% | 9%  | 8%  | 7%  | 7%  | 6%  | 6%  | 6%  | 5%  | 5%  | 4%  | 4%  | 3%  | 3%  | 5%  | 5%  | 5%  | 5%  |
| ITV News              | 46% | 28% | 30% | 29% | 26% | 24% | 24% | 24% | 25% | 22% | 24% | 22% | 25% | 22% | 25% | 27% | 27% | 26% | 27% | 27% | 27% | 27% |
| Sky News              | 19% | 18% | 20% | 18% | 43% | 53% | 41% | 51% | 48% | 46% | 40% | 43% | 48% | 46% | 40% | 38% | 47% | 49% | 47% | 57% | 53% | 51% |
| Channel 4 News        | 20% | 19% | 20% | 34% | 31% | 33% | 34% | 24% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% | 33% |
| Commercial radio      | 16% | 10% | 10% | 9%  | 8%  | 7%  | 7%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  | 6%  |
| The Times             | 15% | 16% | 21% | 13% | 13% | 17% | 16% | 17% | 16% | 17% | 16% | 17% | 16% | 17% | 16% | 17% | 16% | 17% | 16% | 17% | 16% | 17% |
| Financial Times       | 39% | 45% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% | 44% |
| Five News             | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| The Independent       | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% |
| The Guardian          | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| Daily Telegraph       | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% | 39% |
| Daily Mail            | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| Google News           | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| The Observer          | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| The Sun               | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| The Metro             | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| Yahoo News            | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| Daily Express         | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| The Mirror            | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| The People            | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| MSN News              | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |
| Daily Star            | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% | 45% |

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

Source: ICM for BBC, 1,003 GB adults 18+, November 2011. Newspaper titles include the Sunday editions
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

<table>
<thead>
<tr>
<th>Provider</th>
<th>Strongly disagree</th>
<th>Tend to disagree</th>
<th>Neither agree nor disagree</th>
<th>Tend to agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC News (896)</td>
<td>42%</td>
<td>3%</td>
<td>55%</td>
<td>48%</td>
<td>5%</td>
</tr>
<tr>
<td>ITV News (828)</td>
<td>53%</td>
<td>4%</td>
<td>43%</td>
<td>49%</td>
<td>6%</td>
</tr>
<tr>
<td>Sky News (671)</td>
<td>27%</td>
<td>6%</td>
<td>29%</td>
<td>27%</td>
<td>17%</td>
</tr>
<tr>
<td>Channel 4 News (658)</td>
<td>36%</td>
<td>4%</td>
<td>43%</td>
<td>48%</td>
<td>5%</td>
</tr>
<tr>
<td>Financial Times (454)</td>
<td>55%</td>
<td>7%</td>
<td>3%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>The Times (546)</td>
<td>17%</td>
<td>4%</td>
<td>27%</td>
<td>26%</td>
<td>29%</td>
</tr>
<tr>
<td>Commercial radio (636)</td>
<td>63%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>The Guardian (497)</td>
<td>11%</td>
<td>4%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>The Independent (466)</td>
<td>14%</td>
<td>4%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Five News (566)</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Google News (494)</td>
<td>35%</td>
<td>6%</td>
<td>46%</td>
<td>46%</td>
<td>27%</td>
</tr>
<tr>
<td>Daily Telegraph (516)</td>
<td>14%</td>
<td>4%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>The Observer (458)</td>
<td>15%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Daily Mail (572)</td>
<td>12%</td>
<td>4%</td>
<td>4%</td>
<td>16%</td>
<td>47%</td>
</tr>
<tr>
<td>Yahoo News (431)</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>60%</td>
<td>37%</td>
</tr>
<tr>
<td>The Sun (592)</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
<td>47%</td>
<td>22%</td>
</tr>
<tr>
<td>The Metro (505)</td>
<td>9%</td>
<td>6%</td>
<td>11%</td>
<td>61%</td>
<td>19%</td>
</tr>
<tr>
<td>The People (416)</td>
<td>7%</td>
<td>4%</td>
<td>10%</td>
<td>59%</td>
<td>20%</td>
</tr>
<tr>
<td>MSN News (448)</td>
<td>10%</td>
<td>15%</td>
<td>10%</td>
<td>54%</td>
<td>19%</td>
</tr>
<tr>
<td>Daily Express (487)</td>
<td>12%</td>
<td>2%</td>
<td>4%</td>
<td>49%</td>
<td>51%</td>
</tr>
<tr>
<td>The Mirror (505)</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>51%</td>
<td>12%</td>
</tr>
<tr>
<td>Daily Star (472)</td>
<td>12%</td>
<td>2%</td>
<td>4%</td>
<td>49%</td>
<td>51%</td>
</tr>
</tbody>
</table>

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

Title 17
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 (50 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.