

Reference: 02287298

Information Requests
information.requests@ofcom.org.uk

30 September 2026

Freedom of Information request: Right to know request

Thank you for your request for information about organisations that responded to media consultations.

We received this request on 23 September 2026 and we have considered your request under the Freedom of Information Act 2000.

Your request

Recent reporting has suggested that Ofcom data shows that "GB News viewers score the channel more highly for trustworthiness than viewers of the BBC, Sky News, ITV and Channel 4 score those channels" and "GB News was also ranked by its viewers above all other British broadcasters for the range of viewpoints on offer and scored first equal with Sky for impartiality".

Previously Ofcom disclosed where campaigning groups and organisations have been involved in these consultations and surveys, e.g. in the 'Politicians presenting

news: Statement on proposed amendment to Rule 5.3 of the Ofcom Broadcasting Code' document online, which detailed a significant number of responses from 'Friends of GB News' (now 'Backing GB News').

Please disclose any campaigns groups or interest organisations that may have been involved in the consultation/survey responses regarding trustworthiness and impartiality of broadcasters that informed this most recent news reporting.

Our response

The survey that recent reporting is referring to is the News Consumption Survey. This was conducted on behalf of Ofcom by the market research agency Critical Research, who are an accredited Market Research Society Company Partner and were appointed following a tender process. The report was produced in-house by Ofcom's research team.

Participants were members of the public and responses were kept anonymous. They were asked about where they receive their news and their opinion about those news brands and channels.

We can confirm that no campaign groups or interest organisations were involved in responding to or conducting this research, or in the production of the report.

Yours sincerely,

Information Requests

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Switchboard: 0300 123 3000 or 020 7981 3000
www.ofcom.org.uk

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner's Office](#).