

## Press Gazette poll: The most trusted news brands

- \* 12 months on from Hutton, BBC is still most trusted for news
- \* Sky News is most trusted 24-hour channel
- \* Guardian, Mail, Telegraph and Times head newspaper list
- \* Increasing number trust web sites
- \* Newsnight the most trusted programme

Twelve months after the damning verdict of Lord Hutton, a Press Gazette poll has shown that the BBC is still the first place most of the public turn to when they want to find news reports they can trust.

Press Gazette commissioned YouGov to poll a representative sample of more than 2,000 members of the public. We asked them to name one newspaper, magazine, broadcast news programme or news web site that they considered to be trustworthy.

The BBC, with 624 mentions, polled more than five times its nearest rivals. This will allay fears within the corporation that its reputation for fair reporting had been damaged by Hutton's verdict that its editorial systems were "defective" and by critics such as Alastair Campbell, which accused it of "unforgivable lying".

But Sky News's position at second on the list shows that it can lay claim to being the most trusted of the 24-hour news channels. It polled 112 mentions, compared to 51 who specifically named BBC News 24.

Channel 4 News was the most trusted terrestrial non-BBC news programme.

National newspapers also fared well, with seven of them making it into the Top Ten. The Guardian and The Daily Mail, with 110 mentions each, just pipped the Telegraph (106) and The Times (104). The Sun and the Mirror's appearance in the Top Ten gives lie to the assumption that red-top tabloids are considered wholly untrustworthy.

ENDS

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The research was conducted online by YouGov Ltd. Fieldwork ran from 7th to 10th January 2005. A sample of 2,178 GB adults aged 18+ were interviewed.  
[www.YouGov.com](http://www.YouGov.com)

For further information about YouGov's methodology, *click here*

### Notes to editors

Press Gazette is the weekly magazine for journalists. The results appear in its 21 January edition.

Please name ONE newspaper, magazine, broadcast news programme or news web site which you consider to be trustworthy. (*Open end responses*)

Press Gazette/YouGov un-weighted trust survey tables

<b>News brand Top 10</b>	<b>No. of mentions</b>
BBC	624
Sky News	112
The Daily Mail	110
The Guardian	110
The Daily Telegraph	106
The Times	104
ITN (inc ITV News and C4 News)	75
The Independent	63
The Sun	37
The Daily Mirror	33

#### **Newspapers/magazines**

The Daily Mail	110
The Guardian	110
The Daily Telegraph	106
The Times	104
The Independent	63
The Sun	37
The Mirror	33
Regional Newspaper	20
Daily Express	15
Glasgow Herald	12
The Observer	12
The Scotsman	10
The Financial Times	9
The Daily Record	8
The Sunday Times	7
The Economist	6
Private Eye	4
Reuter's	4
Daily Star	4
Metro	3
Evening Standard	2
Mail on Sunday	2
Morning Star	2
News of the World	2
The Spectator	2
Sunday Telegraph	2
Time	2
The Week	2

**BBC**

BBC	216
BBC News	154
BBC News Online	78
BBC News 24	51
Newsnight	39
BBC1 News	25
Radio 4 Today programme	16
Radio 4	13
BBC TV News	8
Radio 5 Live	6
Panorama	3
Radio 4 PM programme	3
BBC World News	2
BBCi	2
Ceefax	2

**Other broadcast/web sites**

Sky News	112
C4 News	38
ITV News	20
ITN	17
CNN	7
ITV regional news	5
Tonight with Trevor McDonald	4
Euronews	3
Fox News	3
GMTV	3
Google	3
MSN	2

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<http://www.yougov.com>