

More British People Trust Television Stations To Tell Them The Truth Than Newspapers

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according to research from Kantar.com, the online home of the global research company Kantar.

Eight out of 10 people identified a broadcaster they trusted but fewer than six out of 10 could name a newspaper they believed in, the study found.

Key Numbers

- 1% people trust what Channel 5 tells them
- 80% people could identify a broadcaster they trusted

However, both television and newspapers are judged to be far more reliable sources of news than Twitter or Facebook, including for breaking news stories.

The most trusted broadcaster was the BBC which 58.9% of people said they believed, compared to just 1% of people who trusted what Channel 5 tells them.

The Guardian and Observer were Britain's most trusted papers followed by the Mail/Mail on Sunday and the Times/Sunday Times.

Other findings included:

- Over 80% of 18- to 34-year-olds think they will be buying newspapers in five years' time
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- Perhaps unsurprisingly, men prefer sports news and women prefer features and showbiz, but good news was what women wanted in a newspaper
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- More than half the people questioned said the Leveson Inquiry had reduced their trust in the media but almost 11% of the population did not know what it was
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- More than twice as many people preferred to read the headlines online (on iPad, mobile or PC) than in print
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- And almost four people in 10 had shared news items through Facebook
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- The research was carried out by Kantar who questioned 1,000 men and women across England, Scotland and Wales to mark the launch of a ground-breaking new home for data on Britain: kantar.com.

Source: Kantar

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