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40% of people in the UK believe the BBC to be politically biased, according to a new poll

A significant number of people in the UK (40%) believe the BBC is biased, while a further 37% say the broadcaster is neutral/balanced, BMG Research has revealed.

The research into the public perception of the UK's largest news broadcasters found ITV is considered to be the most neutral or balanced, with 45% of people feeling this way, while Channel 4 follows closely with 41%.

Interestingly, criticism of the BBC – which has an obligation to provide impartial coverage – came from all angles, with people believing it to be biased towards both left and right-wing parties.

Of the 1,005GB adults asked, 41% of those with left-wing views found the UK's largest broadcaster to be right-leaning, while 52% of those who consider themselves to be on the right found it to be biased to the left.

“These results shed a little light on how people see the main broadcasters, but although more people say that the BBC is biased than neutral/balanced, people's personal perspectives definitely matter.

“It seems that, to some degree, many people are basing their assessment of the neutrality of BBC on their own personal views. Perhaps they themselves are being a little biased,” Dr. Michael Turner - Head of Polling - BMG Research

For more on this poll, you can find a full write-up and a breakdown of the results [here](#).

Notes to editors

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