

YouGov / Regional Moorland Groups Results

Sample Size: 6495 Adults in the UK

Fieldwork: 30th November - 3rd December 2025

December 2025

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country				Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
Weighted Sample	6495	1131	1611	585	682	360	2299	2312	3150	3345	681	2683	1611	1520	3696	2758	5436	338	539	182	1494	1033	747	2163
Unweighted Sample	6495	1065	1735	651	754	374	2583	2337	2801	3694	493	2462	1716	1824	3837	2633	5532	323	514	126	1521	1058	649	2304
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the individuals, groups and organisations who the BBC talk to or feature, how wide or narrow a number of individuals and organisations do you think the BBC tends to rely on when covering rural issues?

A very wide group	3	3	4	3	1	3	3	2	3	2	4	3	3	3	3	3	3	2	3	2	3	2	3	3
A fairly wide group	18	17	21	21	11	20	20	14	18	17	28	17	16	16	20	15	18	21	16	19	16	17	20	18
TOTAL WIDE GROUP	21	20	25	24	12	23	23	16	21	19	32	20	19	19	23	18	21	23	19	21	19	19	23	21
A fairly narrow group	32	37	35	38	30	35	35	33	32	33	33	30	33	36	34	31	32	31	34	29	31	33	31	34
A very narrow group	15	18	10	9	32	11	12	22	19	12	5	14	18	19	13	17	15	14	18	17	15	16	13	15
TOTAL NARROW GROUP	47	55	45	47	62	46	47	55	51	45	38	44	51	55	47	48	47	45	52	46	46	49	44	49
Don't know	32	25	31	29	26	31	30	28	27	36	30	36	30	27	30	34	32	32	30	33	35	32	33	30

Thinking about how the BBC reports on issues relating to rural areas of Britain, do you think these reports are or are not biased?

Yes - they are biased in favour of rural areas	7	5	10	7	8	8	8	7	8	6	7	8	6	6	7	7	7	10	5	4	8	7	8	6
Yes - they are biased against rural areas	23	31	15	15	43	17	15	32	25	20	23	20	23	28	21	25	23	22	23	25	21	25	19	24
No, they are not biased	24	24	30	34	13	28	33	17	28	20	28	23	24	24	27	20	24	25	24	26	23	23	26	24
Don't know	46	41	45	44	37	47	44	44	38	54	43	49	47	41	44	49	46	43	48	45	48	45	46	46

How accurately or inaccurately do you think the BBC represents each of the following?
Rural areas in Britain

Very accurately	2	2	3	2	1	2	3	2	3	2	3	2	2	2	3	2	2	2	2	1	2	2	4	2
Fairly accurately	29	30	35	39	18	31	37	23	31	27	38	26	28	30	32	25	29	27	31	28	27	27	32	30
TOTAL ACCURATELY	31	32	38	41	19	33	40	25	34	29	41	28	30	32	35	27	31	29	33	29	29	29	36	32
Fairly inaccurately	22	28	18	18	28	23	19	26	23	21	22	20	22	26	21	22	22	24	23	20	21	23	19	22
Very inaccurately	10	11	6	6	26	4	5	17	12	7	4	9	11	12	8	12	10	9	9	17	10	11	6	10
TOTAL INACCURATELY	32	39	24	24	54	27	24	43	35	28	26	29	33	38	29	34	32	33	32	37	31	34	25	32
Don't know	37	29	38	35	27	39	36	33	31	43	33	43	37	30	36	40	38	38	34	35	41	37	39	36

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	Living in Urban / Rural / Town and Fringe				
	Total	Urban	Town and Fringe	Rural	NI
Weighted Sample	6495	4834	695	784	182
Unweighted Sample	6495	4823	732	814	126
	%	%	%	%	%

Thinking about the individuals, groups and organisations who the BBC talk to or feature, how wide or narrow a number of individuals and organisations do you think the BBC tends to rely on when covering rural issues?

A very wide group	3	3	3	3	2
A fairly wide group	18	18	17	19	19
TOTAL WIDE GROUP	21	21	20	22	21
A fairly narrow group	32	31	37	35	29
A very narrow group	15	15	15	18	17
TOTAL NARROW GROUP	47	46	52	53	46
Don't know	32	34	28	24	33

Thinking about how the BBC reports on issues relating to rural areas of Britain, do you think these reports are or are not biased?

Yes - they are biased in favour of rural areas	7	8	4	4	4
Yes - they are biased against rural areas	23	21	28	28	25
No, they are not biased	24	23	25	27	26
Don't know	46	48	43	41	45

How accurately or inaccurately do you think the BBC represents each of the following?
Rural areas in Britain

Very accurately	2	2	1	2	1
Fairly accurately	29	29	29	32	28
TOTAL ACCURATELY	31	31	30	34	29
Fairly inaccurately	22	20	30	26	20
Very inaccurately	10	9	10	11	17
TOTAL INACCURATELY	32	29	40	37	37
Don't know	37	40	30	29	35

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		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	North	Midlands	London	South
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
People living in rural areas of Britain																									
	Very accurately	2	1	3	1	1	1	2	2	2	1	2	2	2	2	2	2	2	3	1	1	2	2	2	
	Fairly accurately	28	29	35	37	17	31	35	22	29	26	34	25	27	29	30	24	28	27	28	23	27	26	32	28
	TOTAL ACCURATELY	30	30	38	38	18	32	37	24	31	27	36	27	29	31	32	26	30	29	31	24	28	28	34	30
	Fairly inaccurately	23	28	19	19	29	23	20	26	24	22	26	21	22	27	23	23	23	26	25	23	22	24	19	24
	Very inaccurately	11	13	6	6	27	5	6	18	13	8	4	10	13	13	9	12	10	9	11	19	10	11	8	11
	TOTAL INACCURATELY	34	41	25	25	56	28	26	44	37	30	30	31	35	40	32	35	33	35	36	42	32	35	27	35
	Don't know	37	29	37	36	26	40	36	32	31	43	33	43	36	30	36	40	38	36	34	35	41	37	38	36

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*

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Unweighted Sample	6495	4823	732	814	126
	%	%	%	%	%

People living in rural areas of Britain

Very accurately	2	2	2	2	1
Fairly accurately	28	28	27	29	23
TOTAL ACCURATELY	30	30	29	31	24
Fairly inaccurately	23	21	30	26	23
Very inaccurately	11	10	11	12	19
TOTAL INACCURATELY	34	31	41	38	42
Don't know	37	39	30	30	35

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*