



Does our news reflect the world we live in?

12th – 19th March 2021

Sample of 22,450 voters

If you want more information of the exact split of the sample size across the different categories below, please contact us at lara@votesforschools.com.

VoteTopic Overview:

Question Primary KS1:

“Do we hear about enough world news?”

Question Primary KS2:

“Do we decide the news we see?”

Question Secondary:

“Does our news reflect the world we live in?”

Question Secondary 16+ & College:

“Does our news reflect the world we live in?”

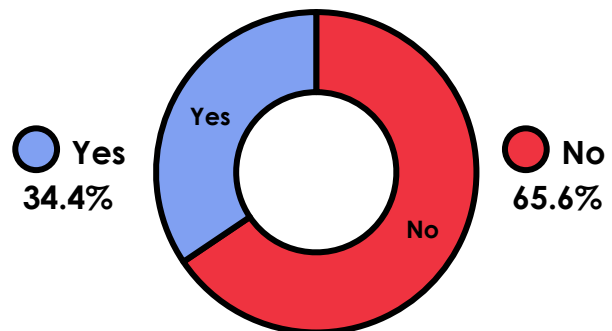
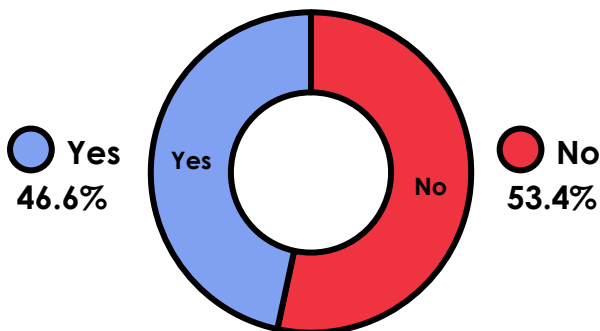
Grand Total

Primary KS1: “Do we hear about enough world news?”

Yes 46.63%
No 53.37%

Primary KS2: “Do we decide the news we see?”

Yes 34.44%
No 65.56%



Be informed.



Be curious.

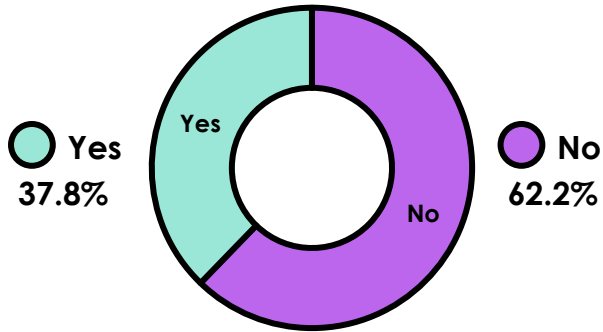


Be heard.



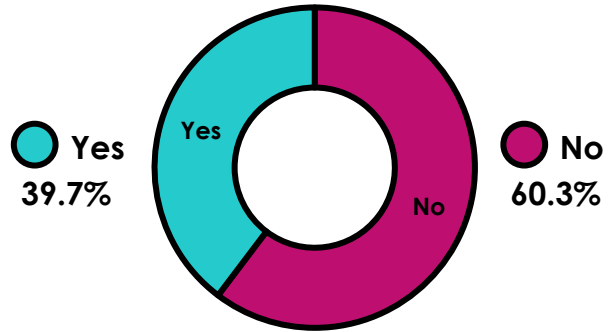
Secondary:
 "Does our news reflect the world we live in?"

Yes 37.76%
 No 62.24%



Secondary 16+ & College:
 "Does our news reflect the world we live in?"

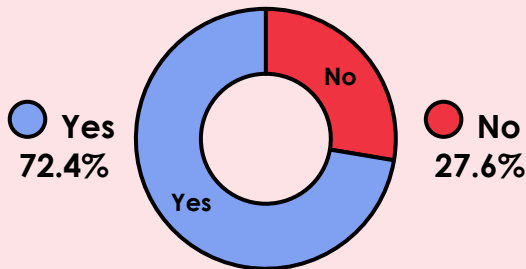
Yes 39.69%
 No 60.31%



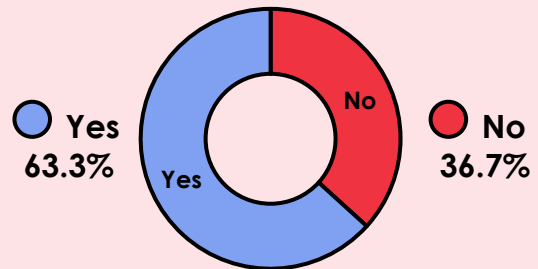
How does this compare to previous VoteTopics?

At the beginning of 2021, during the week of 01st – 08th Jan, we **asked our voters if good news was overlooked in 2020**. This were the results earlier this year:

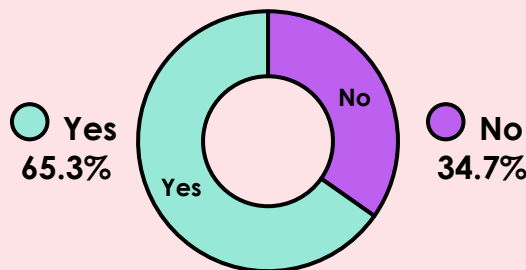
Primary KS1:
 "Did we miss a lot of good news in 2020?"



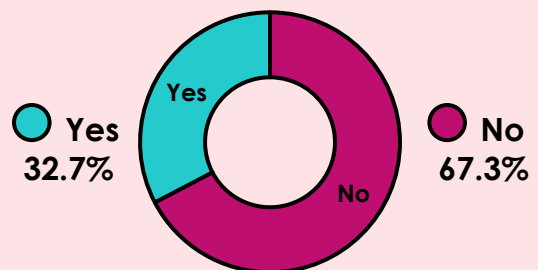
Primary KS2:
 "Was good news overlooked in 2020?"



Secondary:
 "Was good news overlooked in 2020?"



Secondary 16+ & College:
 "Was good news highlighted enough in 2020?"



Be informed.



Be curious.

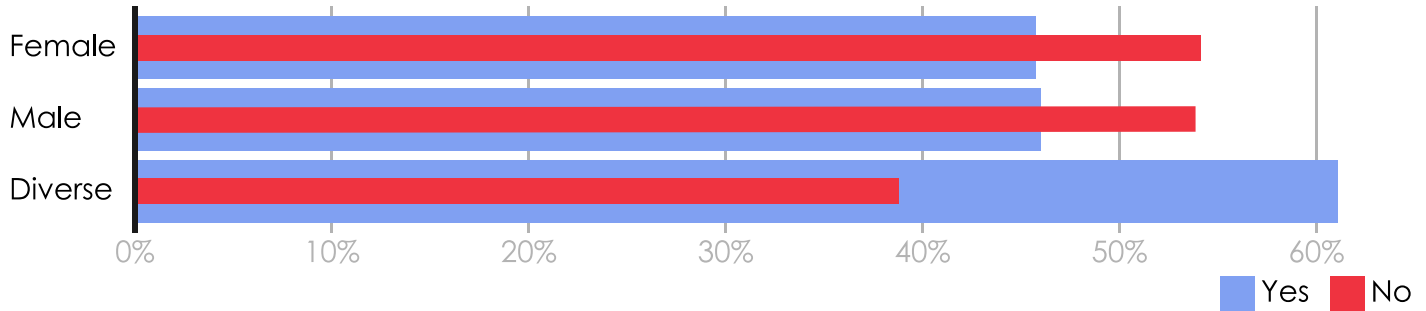


Be heard.

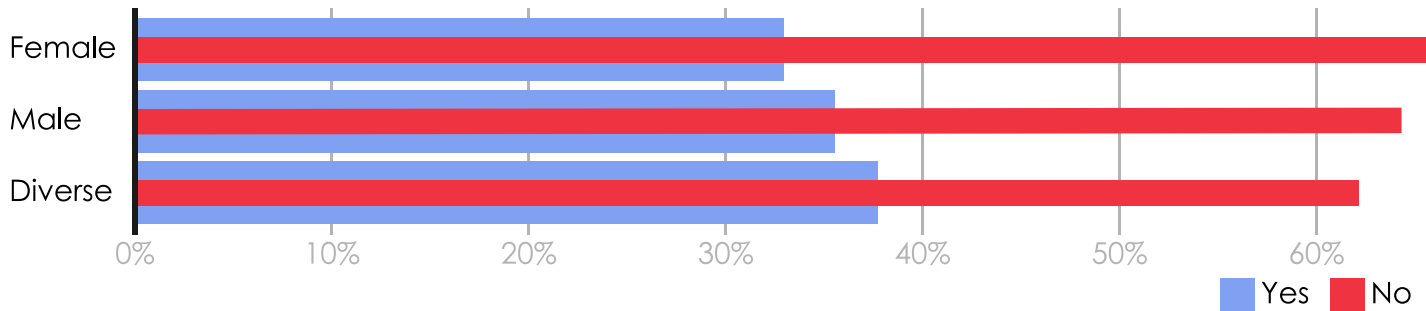


Gender

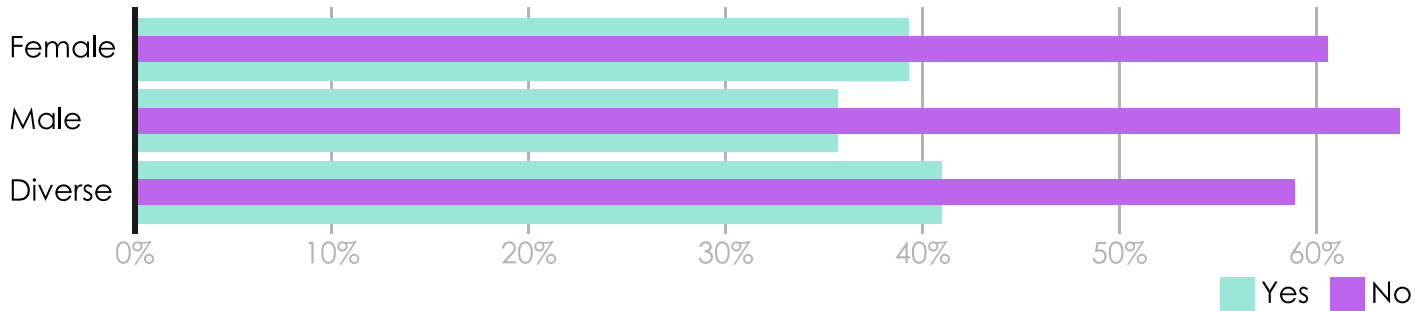
Primary KS1: "Do we hear about enough world news?"



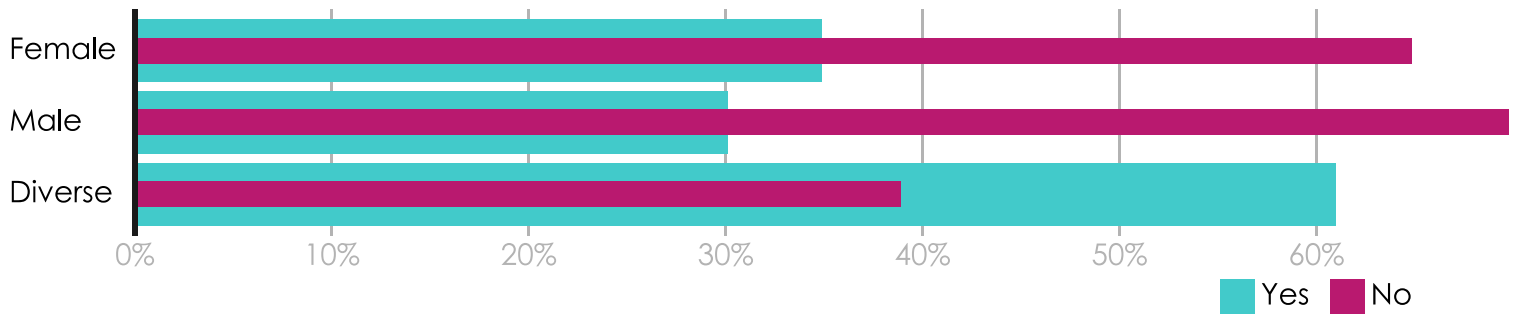
Primary KS2: "Do we decide the news we see?"



Secondary: "Does our news reflect the world we live in?"



Secondary 16+ & College: "Does our news reflect the world we live in?"



Primary KS1: "Do we hear about enough world news?"

	Yes	No
Female	45.83%	54.17%
Male	46.05%	53.95%
Diverse*	61.22%	38.78%



Be informed.



Be curious.



Be heard.



Primary KS2: "Do we decide the news we see?"

	Yes	No
Female	32.99%	67.01%
Male	35.60%	64.40%
Diverse*	37.77%	62.23%

Secondary: "Does our news reflect the world we live in?"

	Yes	No
Female	39.33%	60.67%
Male	35.73%	64.27%
Diverse*	41.00%	59.00%

16+ & College: "Does our news reflect the world we live in?"

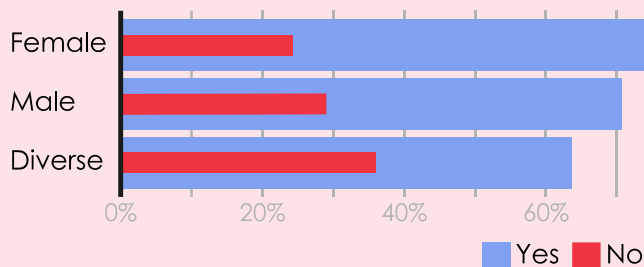
	Yes	No
Female	35.02%	64.98%
Male	30.13%	69.87%
Diverse*	61.03%	38.97%

*Votes collected as "Diverse" include students that identify as gender diverse, as well as students that wish not to disclose or were not able to specify their gender.

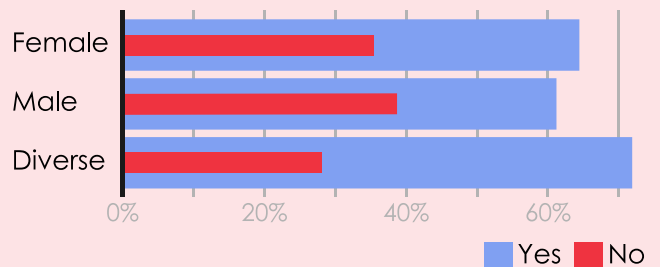
How does this compare to previous VoteTopics?

This were the results in early 2021 when we asked voters about good news in 2020:

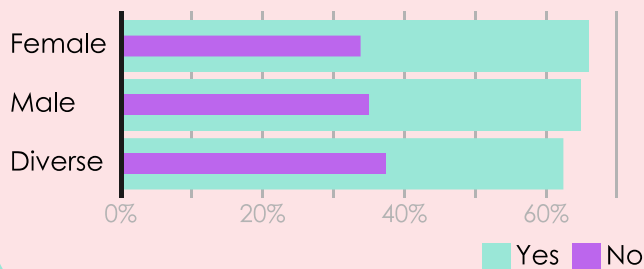
Primary KS1: "Did we miss a lot of good news in 2020?"



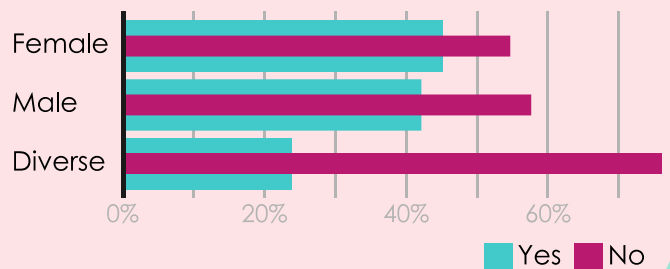
Primary KS2: "Was good news overlooked in 2020?"



Secondary: "Was good news overlooked in 2020?"



Secondary 16+ & College: "Was good news highlighted enough in 2020?"



Be informed.



Be curious.



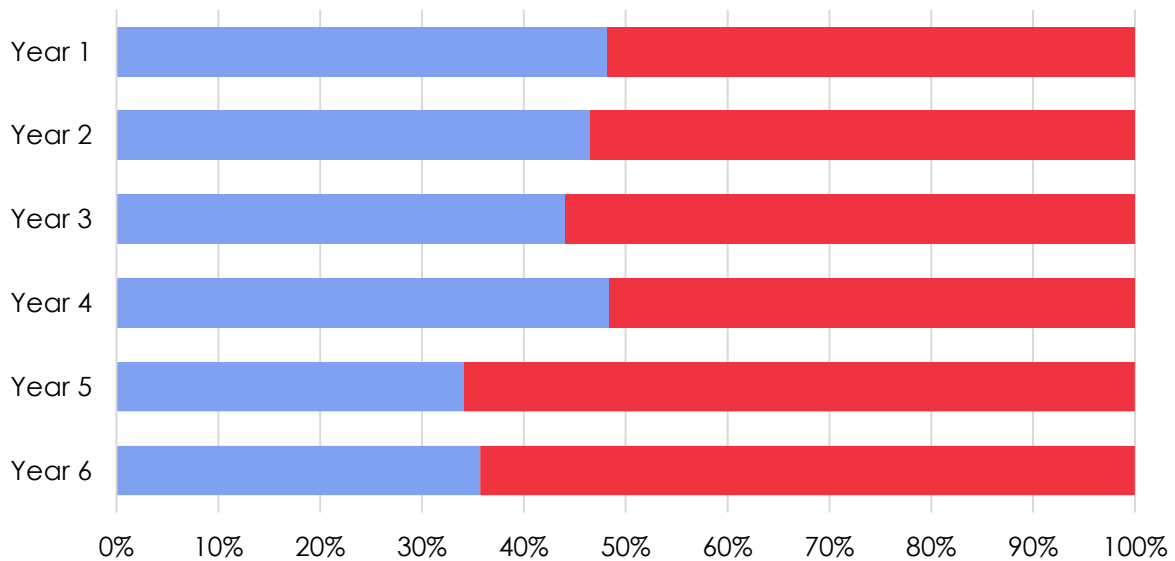
Be heard.



Age

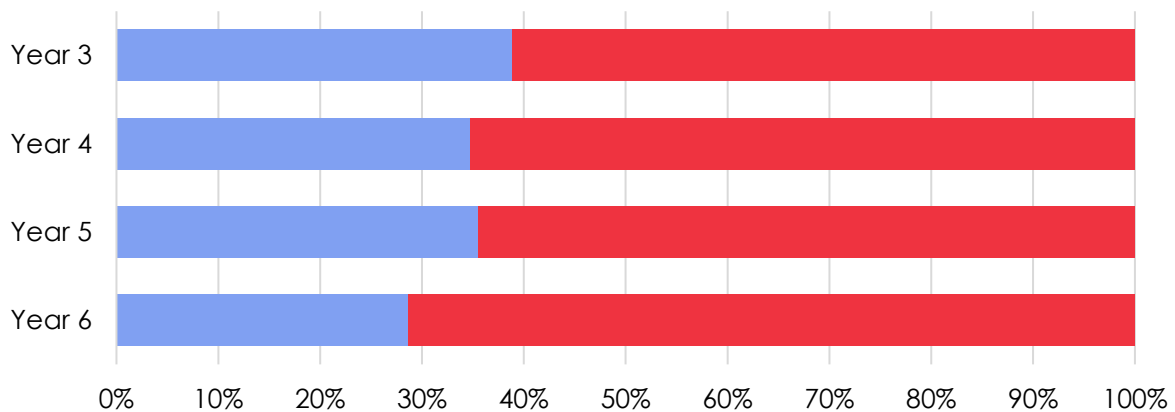
Primary KS1: "Do we hear about enough world news?"

Year Group	Yes	No
Year 1	48.23%	51.77%
Year 2	46.54%	53.46%
Year 3	44.10%	55.90%
Year 4	48.39%	51.61%
Year 5	34.09%	65.91%
Year 6	35.71%	64.29%
Vertical Tutor Group	50.00%	50.00%



Primary KS2: "Do we decide the news we see?"

Year Group	Yes	No
Year 3	38.83%	61.17%
Year 4	34.75%	65.25%
Year 5	35.53%	64.47%
Year 6	28.67%	71.33%
Vertical Tutor Group	44.44%	55.56%



Be informed.



Be curious.

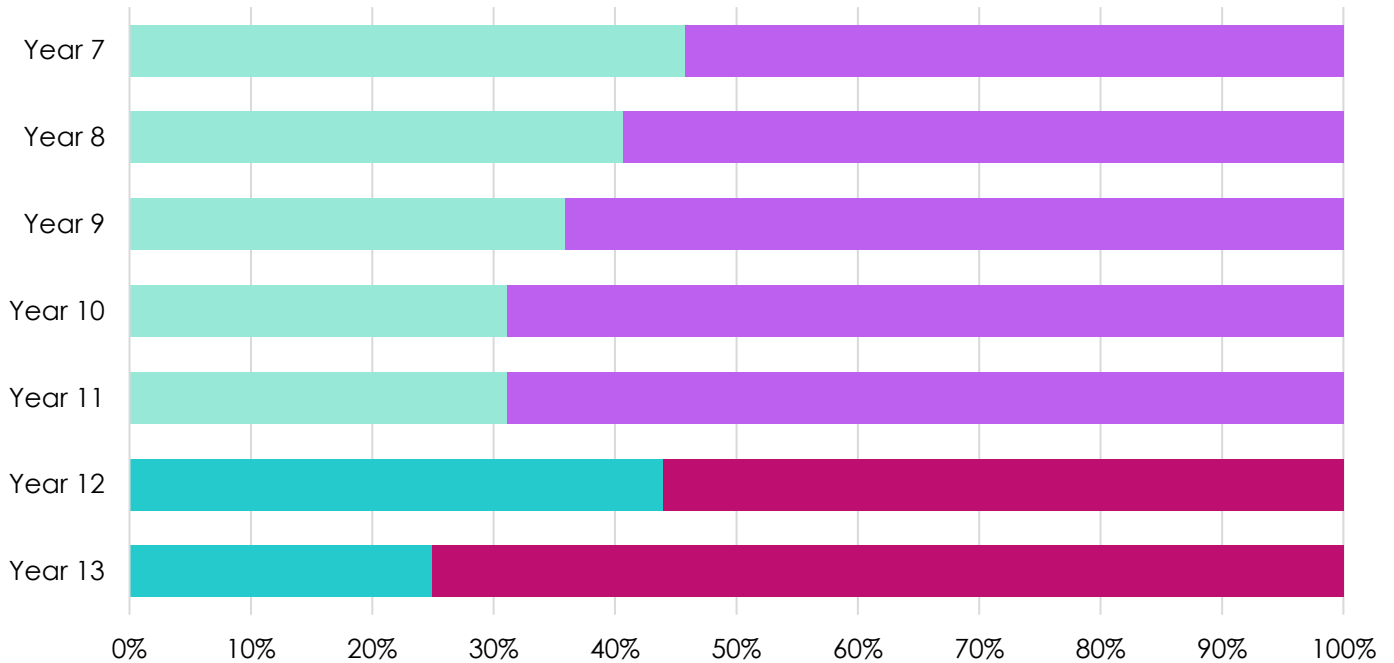


Be heard.



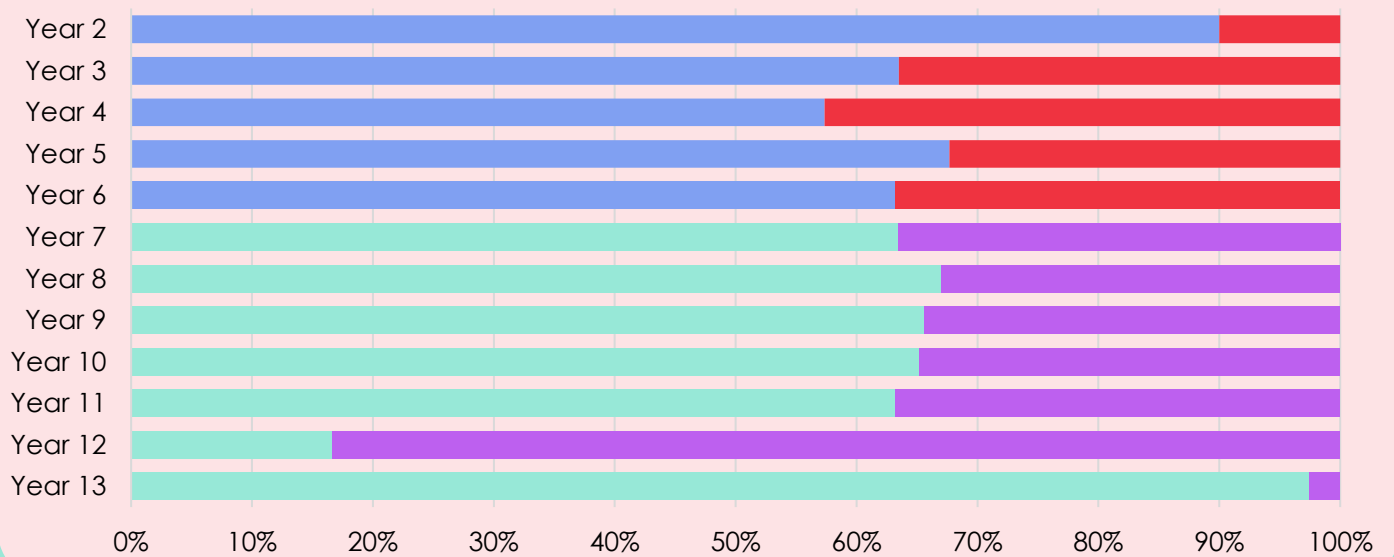
Secondary & College: "Does our news reflect the world we live in?"

Year Group	Yes	No
Year 7	45.77%	54.23%
Year 8	40.63%	59.37%
Year 9	35.89%	64.11%
Year 10	31.11%	68.89%
Year 11	31.08%	68.92%
Year 12	43.92%	56.08%
Year 13	24.91%	75.09%
Vertical Tutor Group	53.85%	46.15%



How does this compare to previous VoteTopics?

This were the results in early 2021 for Primary KS2 and Secondary voters who were asked "Was good news overlooked in 2020?":



Be informed.



Be curious.



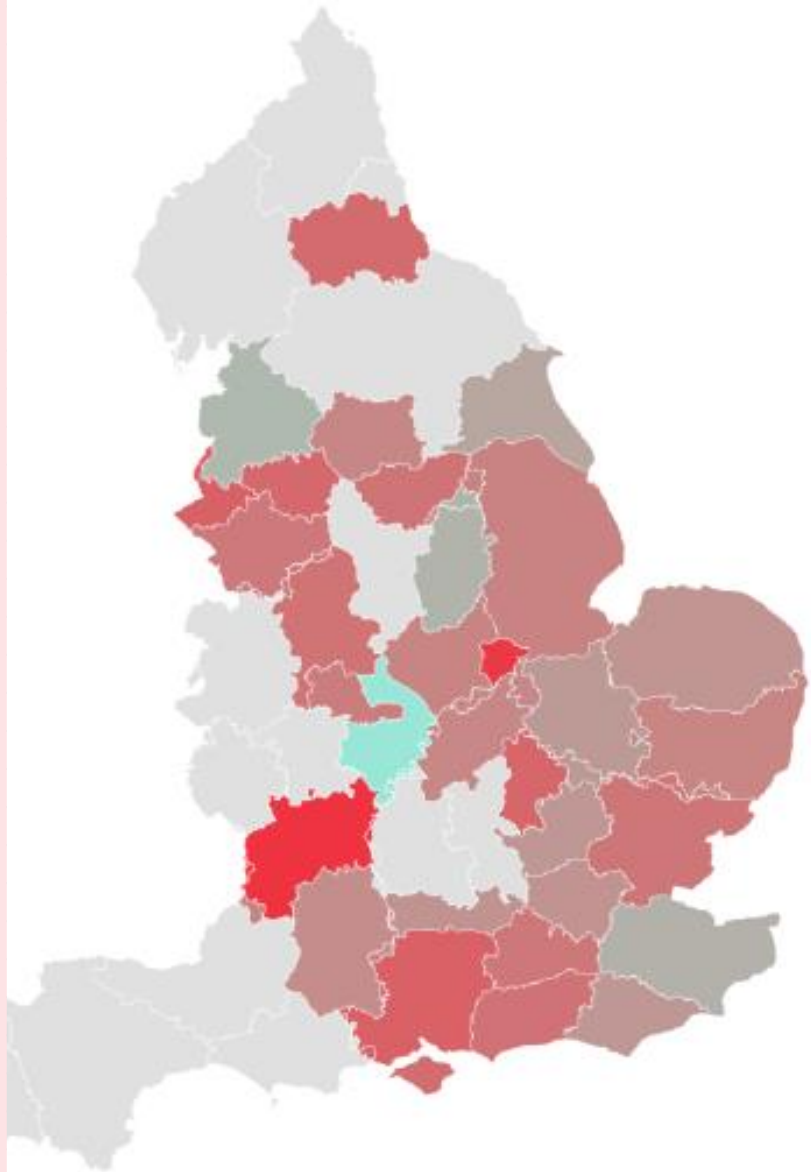
Be heard.



Location

Total:

	Yes	No
Guernsey*	100%	0.00%
Warwickshire	65.07%	34.93%
Lancashire	52.70%	47.30%
Nottinghamshire	51.35%	48.65%
Kent	50.55%	49.45%
East Riding of Yorkshire	47.74%	52.26%
Greater London	44.59%	55.41%
Cambridgeshire	44.44%	55.56%
Hertfordshire	43.90%	56.10%
East Sussex	43.87%	56.13%
Norfolk	43.03%	56.97%
Berkshire	42.63%	57.37%
London	41.98%	58.02%
Wiltshire	40.83%	59.17%
Northamptonshire	39.60%	60.40%
West Yorkshire	39.17%	60.83%
Suffolk	38.89%	61.11%
Leicestershire	38.62%	61.38%
Bristol	38.42%	61.58%
Lincolnshire	38.06%	61.94%
West Midlands	36.56%	63.44%
Cheshire	35.61%	64.39%
Surrey	35.13%	64.87%
Essex	34.68%	65.32%
South Yorkshire	34.46%	65.54%
Staffordshire	34.04%	65.96%
West Sussex	33.98%	66.02%
Isle of Wight	32.17%	67.83%
Durham	31.77%	68.23%
Greater Manchester	31.27%	68.73%
Bedfordshire	30.56%	69.44%
Merseyside	29.20%	70.80%
Hampshire	28.90%	71.10%
North Yorkshire	22.81%	77.19%
Rutland	18.42%	81.58%
Gloucestershire	16.67%	83.33%
Cumbria*	0.00%	100%
Derbyshire*	0.00%	100%



Yes (max. 65%)  No (max. 83%)

*Regions with fewer than 10 votes are not displayed on this or the following maps. These regions are marked with a * in the tables.



Be informed.



Be curious.



Be heard.

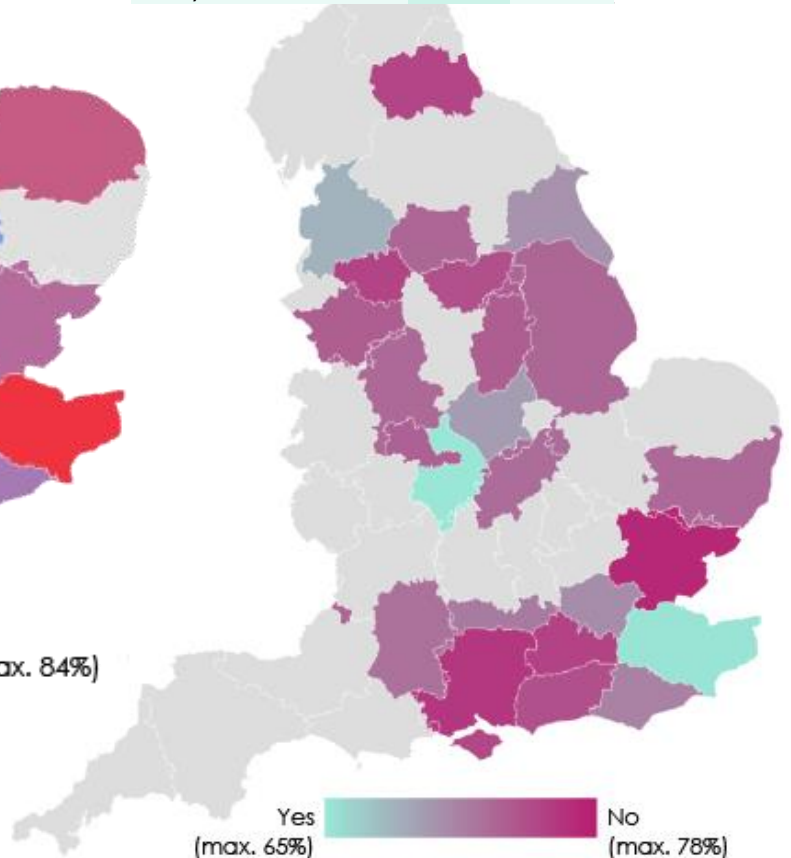
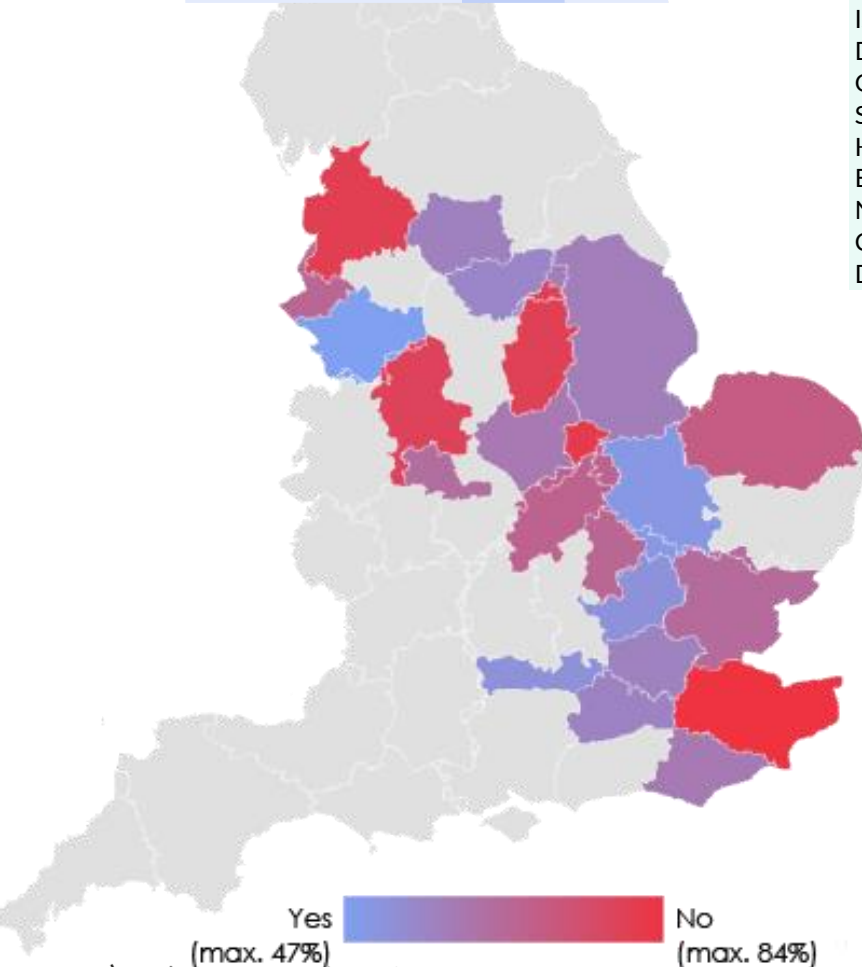


Primary KS2: "Do we decide the news we see?"

	Yes	No
Cheshire	46.67%	53.33%
Cambridgeshire	44.44%	55.56%
Hertfordshire	42.50%	57.50%
Berkshire	42.41%	57.59%
South Yorkshire	39.36%	60.64%
London	38.55%	61.45%
Surrey	38.55%	61.45%
West Yorkshire	37.98%	62.02%
Lincolnshire	37.22%	62.78%
East Sussex	36.00%	64.00%
Greater London	35.90%	64.10%
Leicestershire	35.60%	64.40%
West Midlands	32.58%	67.42%
Essex	31.96%	68.04%
Merseyside	30.70%	69.30%
Bedfordshire	30.56%	69.44%
Northamptonshire	29.63%	70.37%
Norfolk	27.52%	72.48%
Staffordshire	20.65%	79.35%
Nottinghamshire	20.00%	80.00%
Lancashire	19.35%	80.65%
Rutland	18.42%	81.58%
Kent	16.05%	83.95%
Gloucestershire*	0.00%	100%

Secondary & College: "Does our news reflect the world we live in?"

	Yes	No
Guernsey*	100%	0.00%
Hertfordshire*	100%	0.00%
Norfolk*	87.50%	12.50%
Warwickshire	65.07%	34.93%
Kent	64.50%	35.50%
Lancashire	54.23%	45.77%
Greater London	50.00%	50.00%
Leicestershire	50.00%	50.00%
East Riding of Yorkshire	47.74%	52.26%
London	46.49%	53.51%
East Sussex	44.23%	55.77%
Berkshire	42.72%	57.28%
Wiltshire	40.83%	59.17%
Northamptonshire	39.88%	60.12%
Staffordshire	39.07%	60.93%
Suffolk	38.89%	61.11%
West Yorkshire	38.57%	61.43%
Lincolnshire	38.56%	61.44%
Bristol	38.42%	61.58%
West Midlands	37.41%	62.59%
Nottinghamshire	36.67%	63.33%
Cheshire	36.67%	63.33%
West Sussex	33.98%	66.02%
South Yorkshire	33.77%	66.23%
Isle of Wight	32.17%	67.83%
Durham	31.77%	68.23%
Greater Manchester	31.27%	68.73%
Surrey	31.21%	68.79%
Hampshire	28.90%	71.10%
Essex	25.71%	74.29%
North Yorkshire	22.42%	77.58%
Cumbria*	0.00%	100%
Derbyshire*	0.00%	100%





Primary KS2 Pupils' Comments: "Do we decide the news we see?"

"We **have a choice** whether or not we would like **to be up-to-date with the news** but unfortunately we don't get to decide what news we are exposed to."

Primary School, London

"We feel that newspaper journalists will write **articles based on what they feel of most interest to the readers**. However, we all have **interests in different things** and what may be an interest to others is not the same for us."

Primary School, Greater London

"Journalists **choose what they write about**. We don't get to decide what happens in the world so we **can't decide what is reported** in the newspapers. We pick the newspaper we want to read but **the paper picks the stories** it writes about and all the papers write the same stories."

Primary School, Norfolk

Students' Comments: "Does our news reflect the world we live in?"

"It **depends on the news sources** you watch and read. I like being up to date about what's going on around the world and if you simply navigate through the different news sources, you should **find lots of information about what's happening in different countries and areas of the world**."

Secondary School, West Midlands

"I believe that the news does not reflect the world we live in because **99% of the time they focus on the negatives**, and never bother to tell us about the positive things that are happening."

Secondary School, West Midlands

"I don't often see stories about **countries outside the UK**."

Secondary School, Staffordshire

"The news does not reflect the world we live in for several reasons. To begin with, **most new publications have a political bias** which can distort the information by included bias. Furthermore, the news does not cover nearly the **amount of events that occur in the world**."

College, Leicestershire



Be informed.



Be curious.



Be heard.