

YouGov / 38 Degrees Survey Results

Sample Size: 1576 GB Adults
Fieldwork: 27th - 28th March 2017

	EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North
Weighted Sample	1576	619	673	444	369	95	151	763	813	183	673	389	331	898	678	189	523	339	380
Unweighted Sample	1576	748	654	486	375	98	168	702	874	185	652	432	307	994	582	182	556	326	361
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much confidence, if any, do you have that broadcasting in the UK serves the public good?

A great deal	10	14	8	12	13	13	4	12	9	13	9	10	11	12	8	17	11	10	8
A fair amount	43	49	39	52	46	55	34	39	47	34	41	49	48	45	41	43	44	43	46
TOTAL A GREAT DEAL / FAIR AMOUNT	53	63	47	64	59	68	38	51	56	47	50	59	59	57	49	60	55	53	54
Not much	29	24	35	27	26	24	37	31	27	23	29	30	31	28	30	24	29	33	26
None at all	7	4	9	3	6	4	14	10	4	8	7	6	5	7	7	5	5	6	8
TOTAL NOT MUCH / NONE AT ALL	36	28	44	30	32	28	51	41	31	31	36	36	36	35	37	29	34	39	34
Don't know	11	9	9	6	8	4	11	9	12	21	14	5	5	8	14	11	11	8	12

Rupert Murdoch, through his company 21st Century Fox, has put in a bid to take 100% ownership of Sky, one of the UK's biggest private broadcasters.

Do you think you would have more or less confidence that broadcasting was serving the public good if 21st Century Fox was allowed to take control over Sky?

Would have much more confidence that broadcasting serves the public good	3	2	2	2	3	1	5	3	3	8	3	2	1	3	3	7	2	2	3
Would have a little more confidence that broadcasting serves the public good	4	5	3	4	4	1	4	5	4	8	4	2	3	4	4	7	3	5	3
TOTAL MORE CONFIDENCE	7	7	5	6	7	2	9	8	7	16	7	4	4	7	7	14	5	7	6
Would have a little less confidence that broadcasting serves the public good	15	14	16	24	14	10	13	18	12	14	15	14	16	18	11	16	15	15	15
Would have much less confidence that broadcasting serves the public good	40	49	38	38	49	55	36	43	37	28	35	46	50	41	38	38	45	38	36
TOTAL LESS CONFIDENCE	55	63	54	62	63	65	49	61	49	42	50	60	66	59	49	54	60	53	51
Would make no difference to my confidence that broadcasting serves the public good	20	16	24	21	15	23	26	18	22	17	22	20	18	19	22	16	17	21	24
Don't know	18	13	16	11	15	10	17	13	23	25	21	16	11	15	22	16	18	19	19

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	Total	Scotland
Weighted Sample	1576	145
Unweighted Sample	1576	151
	%	%

How much confidence, if any, do you have that broadcasting in the UK serves the public good?

A great deal	10	7
A fair amount	43	35
TOTAL A GREAT DEAL / FAIR AMOUNT	53	42
Not much	29	33
None at all	7	12
TOTAL NOT MUCH / NONE AT ALL	36	45
Don't know	11	14

Rupert Murdoch, through his company 21st Century Fox, has put in a bid to take 100% ownership of Sky, one of the UK's biggest private broadcasters.

Do you think you would have more or less confidence that broadcasting was serving the public good if 21st Century Fox was allowed to take control over Sky?

Would have much more confidence that broadcasting serves the public good	3	1
Would have a little more confidence that broadcasting serves the public good	4	4
TOTAL MORE CONFIDENCE	7	5
Would have a little less confidence that broadcasting serves the public good	15	12
Would have much less confidence that broadcasting serves the public good	40	42
TOTAL LESS CONFIDENCE	55	54
Would make no difference to my confidence that broadcasting serves the public good	20	26
Don't know	18	15

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The media watchdog Ofcom is currently investigating Rupert Murdoch's 21st Century Fox/Sky merger. They will then report on whether the deal should go ahead.

As the media watchdog, Ofcom has a role to protect public confidence in broadcasting.

If Ofcom allow 21st Century Fox's takeover of Sky to go ahead, do you think they will or will not be failing to protect public confidence in broadcasting?

Will be protecting public confidence in broadcasting	12	11	12	16	9	6	15	13	11	17	15	8	8	13	12	13	13	12	12
Will be failing to protect public confidence in broadcasting	54	61	55	54	64	65	50	59	49	40	47	62	64	55	52	51	57	51	51
Don't know	34	28	33	30	27	29	35	28	40	43	37	30	28	32	37	36	31	37	36

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If Ofcom allow 21st Century Fox's takeover of Sky to go ahead, do you think they will or will not be failing to protect public confidence in broadcasting?

Will be protecting public confidence in broadcasting	12	10
Will be failing to protect public confidence in broadcasting	54	59
Don't know	34	31