

# YouGov / 38 Degrees Survey Results

Sample Size: 1557 GB Adults  
Fieldwork: 8th - 9th March 2017

	EU vote 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	
<b>Weighted Sample</b>	<b>1557</b>	612	665	439	364	93	152	754	803	181	665	385	327	887	670	187	517	335	375
Unweighted Sample	1557	737	634	454	391	109	149	666	891	183	592	427	355	948	609	139	547	348	370
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rupert Murdoch, through his company News UK, currently owns a number of popular media outlets in the UK including the newspapers The Sun, The Times and The Sunday Times. He formerly owned the News of the World. Through his other company 21<sup>st</sup> Century Fox, he has recently put in a bid to take 100% ownership over Sky.

Do you think giving 21st Century Fox 100% ownership of Sky would or would not give Rupert Murdoch too much power over the UK's media?

Giving 21st Century Fox 100% ownership of Sky TV would give Rupert Murdoch too much power over the UK's media	<b>68</b>	76	67	71	79	75	64	73	63	59	62	73	79	73	61	70	66	66	68
Giving 21st Century Fox 100% ownership of Sky TV would NOT give Rupert Murdoch too much power over the UK's media	<b>9</b>	8	10	10	6	9	12	11	6	10	9	8	7	10	6	10	10	6	8
Don't know	<b>24</b>	16	23	19	15	16	24	16	31	31	29	19	14	17	33	20	24	28	23

Ofcom, a regulatory body, can stop people owning media organisations if it finds they are not fit and proper to do so. In your opinion, would you say that Rupert Murdoch and other 21st Century Fox executives are fit and proper to take 100% ownership of Sky?

Are fit and proper to take 100% ownership of Sky	<b>9</b>	8	11	13	7	9	9	12	6	12	10	10	6	11	7	10	12	8	7
Are NOT fit and proper take 100% ownership of Sky	<b>61</b>	71	60	59	71	71	58	65	57	53	56	64	70	64	57	62	57	57	65
Don't know	<b>30</b>	22	29	28	22	20	33	23	37	35	34	26	24	26	36	29	31	34	28

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	Total	Scotland
<b>Weighted Sample</b>	<b>1557</b>	<b>143</b>
Unweighted Sample	1557	153
	%	%

Rupert Murdoch, through his company News UK, currently owns a number of popular media outlets in the UK including the newspapers The Sun, The Times and The Sunday Times. He formerly owned the News of the World. Through his other company 21<sup>st</sup> Century Fox, he has recently put in a bid to take 100% ownership over Sky.

**Do you think giving 21st Century Fox 100% ownership of Sky would or would not give Rupert Murdoch too much power over the UK's media?**

Giving 21st Century Fox 100% ownership of Sky TV would give Rupert Murdoch too much power over the UK's media	<b>68</b>	75
Giving 21st Century Fox 100% ownership of Sky TV would NOT give Rupert Murdoch too much power over the UK's media	<b>9</b>	6
Don't know	<b>24</b>	20

**Ofcom, a regulatory body, can stop people owning media organisations if it finds they are not fit and proper to do so. In your opinion, would you say that Rupert Murdoch and other 21st Century Fox executives are fit and proper to take 100% ownership of Sky?**

Are fit and proper to take 100% ownership of Sky	<b>9</b>	6
Are NOT fit and proper take 100% ownership of Sky	<b>61</b>	72
Don't know	<b>30</b>	23

Sample Size: 1557 GB Adults  
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	EU vote 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
<b>Weighted Sample</b>	<b>1557</b>	612	665	439	364	93	152	754	803	181	665	385	327	887	670	187	517	335	375
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Do you think Rupert Murdoch, through his company 21st Century Fox, should or should not be allowed to take 100% ownership of Sky?**

Should be allowed	<b>7</b>	6	9	10	7	6	5	9	5	10	7	7	6	8	5	9	9	5	6
Should NOT be allowed	<b>69</b>	79	68	71	78	81	65	74	65	55	65	73	81	72	65	65	67	69	72
Don't know	<b>24</b>	15	24	19	15	13	30	18	30	34	29	20	13	20	30	26	25	26	22

**Generally speaking, to what extent, if at all, do you trust Rupert Murdoch?**

A great deal	<b>0</b>	1	0	0	1	0	0	1	0	3	0	0	0	1	0	0	1	0	0
A fair amount	<b>4</b>	3	5	5	3	2	5	4	3	4	3	4	4	4	3	4	4	3	5
<b>TOTAL TRUST</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>3</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>5</b>
Not very much	<b>35</b>	32	40	44	30	33	36	36	33	26	32	37	42	34	35	32	35	35	38
Not at all	<b>43</b>	54	39	37	56	54	36	47	38	42	40	45	45	46	38	42	43	40	41
<b>TOTAL NOT TRUST</b>	<b>78</b>	<b>86</b>	<b>79</b>	<b>81</b>	<b>86</b>	<b>87</b>	<b>72</b>	<b>83</b>	<b>71</b>	<b>68</b>	<b>72</b>	<b>82</b>	<b>87</b>	<b>80</b>	<b>73</b>	<b>74</b>	<b>78</b>	<b>75</b>	<b>79</b>
Don't know	<b>19</b>	11	16	14	10	11	23	12	25	26	25	13	9	15	24	21	18	22	16

**Taking everything into account, do you feel that Rupert Murdoch, through his media ownership, has too much, not enough or about the right amount of power and influence over British Politics?**

Too much influence	<b>60</b>	72	57	57	73	72	57	67	53	54	55	63	69	63	55	61	59	56	61
Not enough influence	<b>1</b>	1	1	1	1	2	0	1	2	5	1	0	1	2	1	4	1	1	1
About the right amount of influence	<b>5</b>	4	7	6	4	3	8	6	4	6	6	6	3	6	4	4	5	5	5
Not applicable, I do not feel Rupert Murdoch has any influence over British Politics	<b>10</b>	6	14	14	7	8	12	9	11	5	10	11	13	10	11	9	12	11	9
Don't know	<b>24</b>	17	21	22	15	15	23	16	30	30	28	20	15	20	29	22	23	27	24

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	Total	Scotland
<b>Weighted Sample</b>	<b>1557</b>	143
Unweighted Sample	1557	153
	%	%

**Do you think Rupert Murdoch, through his company 21st Century Fox, should or should not be allowed to take 100% ownership of Sky?**

Should be allowed	<b>7</b>	5
Should NOT be allowed	<b>69</b>	76
Don't know	<b>24</b>	20

**Generally speaking, to what extent, if at all, do you trust Rupert Murdoch?**

A great deal	<b>0</b>	1
A fair amount	<b>4</b>	2
<b>TOTAL TRUST</b>	<b>4</b>	<b>3</b>
Not very much	<b>35</b>	27
Not at all	<b>43</b>	55
<b>TOTAL NOT TRUST</b>	<b>78</b>	<b>82</b>
Don't know	<b>19</b>	15

**Taking everything into account, do you feel that Rupert Murdoch, through his media ownership, has too much, not enough or about the right amount of power and influence over British Politics?**

Too much influence	<b>60</b>	69
Not enough influence	<b>1</b>	3
About the right amount of influence	<b>5</b>	5
Not applicable, I do not feel Rupert Murdoch has any influence over British Politics	<b>10</b>	6
Don't know	<b>24</b>	18