YouGov Survey Results

Sample Size: 2062

	Total	Gender		Social Grade		Region							
		Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you know what is meant by product placement?

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Yes	48%	57%	38%	55%	42%	45%	46%	48%	51%	49%	62%	45%	33%
No	36%	27%	44%	31%	39%	41%	33%	36%	32%	37%	24%	34%	47%
Not sure	17%	16%	18%	14%	19%	15%	21%	16%	17%	14%	14%	21%	20%

Product placement allows companies to pay for a product to be featured in TV programmes and Films and is currently only allowed in US films and TV programmes shown in the UK. How often, if at all, have you noticed product placement in US films or TV shows?

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
All the time	17%	21%	13%	16%	17%	15%	18%	15%	20%	19%	8%	16%	18%
Occasionally	40%	43%	39%	44%	38%	40%	43%	38%	39%	37%	52%	41%	46%
Rarely	16%	16%	16%	18%	15%	17%	13%	23%	17%	17%	19%	14%	6%
Never	11%	10%	13%	12%	11%	12%	12%	8%	10%	13%	10%	13%	14%
Don't Know	12%	8%	16%	8%	15%	14%	12%	15%	12%	9%	11%	11%	16%
Not applicable - I do not watch films or TV shows	3%	2%	3%	2%	3%	2%	2%	2%	2%	4%	-	5%	1%

Do you know that on the 28th Feb the laws in the UK are changing to allow product placement in UK films and TV programmes?

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Yes	32%	40%	24%	35%	29%	32%	34%	33%	32%	29%	39%	29%	23%
No	64%	56%	72%	62%	67%	64%	61%	65%	64%	67%	54%	66%	75%
Not sure	4%	4%	4%	4%	4%	4%	6%	2%	3%	4%	7%	5%	2%

Sample Size: 2062

	Total	Gender		Social Grade		Region							
		Male	**Female**	**ABC1**	**C2DE**	**North**	**Midlands**	**East**	**London**	**South**	**Wales**	**Scotland**	**Northern Ireland**
		%	%	%	%	%	%	%	%	%	%	%	%

Do you think this will be a good or a bad thing?

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Very good	3%	4%	2%	1%	4%	4%	3%	1%	3%	3%	3%	2%	9%
Good	11%	11%	10%	10%	11%	10%	10%	13%	10%	12%	12%	11%	8%
Neither good nor bad	50%	50%	50%	52%	48%	53%	50%	46%	48%	50%	50%	48%	45%
Bad	16%	16%	16%	18%	14%	15%	17%	16%	19%	17%	11%	17%	4%
Very Bad	7%	9%	5%	8%	6%	6%	6%	9%	8%	7%	3%	7%	10%
Don't know	13%	9%	17%	10%	16%	12%	13%	16%	12%	12%	20%	15%	24%

How will your perceptions of a brand be affected if you saw it on a UK TV show or film you watch?

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Much more positive	1%	1%	1%	1%	2%	1%	2%	*	-	1%	3%	1%	3%
More positive	8%	6%	9%	6%	9%	7%	8%	7%	11%	7%	6%	6%	12%
Neither positive nor negative	70%	71%	69%	72%	69%	74%	68%	70%	66%	69%	71%	72%	65%
More negative	8%	9%	8%	10%	7%	7%	10%	8%	11%	9%	2%	8%	10%
Much more negative	3%	5%	2%	4%	3%	4%	3%	4%	2%	5%	1%	4%	2%
Don't know	9%	8%	11%	8%	10%	7%	10%	11%	11%	8%	17%	8%	8%

All figures, unless otherwise stated, are from YouGov Plc.

Sample Size: 2062

	Total	Gender		Social Grade		Region							
		Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
		%	%	%	%	%	%	%	%	%	%	%	%

Which types of products, if any, do you think are acceptable to be "placed" in films and TV programmes? (Please tick all that apply.)

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Cereals	39%	36%	41%	39%	39%	37%	39%	36%	40%	41%	46%	34%	38%
Cars	38%	40%	35%	39%	36%	32%	39%	36%	38%	41%	42%	38%	43%
Household appliances	35%	31%	38%	37%	33%	34%	35%	34%	34%	35%	38%	35%	42%
Hot drinks	34%	32%	36%	37%	32%	31%	35%	34%	36%	37%	42%	31%	32%
Milk	34%	32%	37%	36%	33%	32%	36%	34%	35%	34%	47%	32%	38%
Kitchen products	34%	32%	36%	37%	32%	30%	34%	33%	38%	35%	39%	31%	39%
Yoghurts	33%	29%	36%	34%	31%	32%	32%	33%	33%	33%	37%	27%	35%
Biscuits	32%	31%	34%	33%	32%	31%	31%	31%	33%	35%	34%	29%	36%
Sauces	32%	30%	33%	34%	30%	31%	33%	30%	32%	33%	30%	28%	38%
Butter & Margarine	31%	29%	34%	34%	29%	30%	34%	29%	30%	33%	44%	25%	33%
Condiments	30%	27%	32%	33%	27%	28%	31%	29%	28%	31%	34%	24%	37%
Ice cream	30%	28%	32%	32%	29%	29%	28%	29%	33%	33%	27%	26%	36%
Clothing	30%	30%	30%	31%	29%	26%	32%	30%	33%	32%	31%	28%	31%
Consumer electronics	30%	31%	29%	32%	29%	27%	32%	30%	32%	33%	35%	28%	28%
Health & Beauty	30%	26%	33%	30%	29%	26%	33%	28%	29%	31%	28%	28%	44%
Carbonated Drinks	29%	28%	30%	33%	27%	28%	30%	30%	30%	30%	37%	26%	34%
Salad Dressings	28%	25%	30%	30%	26%	26%	29%	28%	27%	29%	32%	25%	26%
Fashion/Jewellery	27%	25%	28%	28%	26%	24%	26%	26%	30%	27%	30%	25%	38%
Entertainment Products	27%	28%	27%	28%	27%	25%	26%	27%	30%	30%	31%	28%	20%
Travel (airlines, package holidays)	26%	26%	26%	28%	24%	21%	25%	27%	26%	29%	32%	28%	37%
Other foods	24%	21%	26%	26%	22%	22%	27%	25%	22%	25%	21%	22%	26%
Fast Foods	21%	21%	20%	22%	20%	21%	23%	20%	22%	21%	18%	16%	17%
Alcohol	19%	20%	17%	19%	19%	17%	23%	18%	20%	18%	18%	17%	17%
Financial services/products	13%	15%	11%	11%	14%	9%	18%	11%	15%	14%	9%	10%	17%
Cigarettes	8%	10%	6%	7%	8%	7%	8%	6%	9%	8%	7%	5%	8%
Other	2%	3%	2%	2%	2%	4%	2%	2%	1%	1%	2%	2%	-
None of these	19%	21%	17%	23%	16%	17%	15%	21%	18%	23%	13%	23%	21%
Don't know	23%	23%	23%	20%	25%	27%	25%	23%	22%	19%	21%	22%	13%

Sample Size: 2062

	Total	Gender		Social Grade		Region							
		Male	**Female**	**ABC1**	**C2DE**	**North**	**Midlands**	**East**	**London**	**South**	**Wales**	**Scotland**	**Northern Ireland**
		%	%	%	%	%	%	%	%	%	%	%	%

On which, if any, of the following commercial TV Channels would you consider product placement to be most appropriate? (Please select all that apply.)

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
ITV	30%	33%	27%	33%	28%	28%	27%	30%	31%	31%	42%	29%	41%
Sky1	29%	34%	24%	30%	28%	26%	26%	32%	35%	30%	29%	24%	36%
ITV 2	26%	30%	22%	28%	24%	24%	27%	23%	30%	27%	27%	26%	29%
C4	23%	25%	20%	26%	19%	21%	23%	19%	24%	22%	35%	23%	29%
FIVER	23%	27%	19%	24%	22%	21%	23%	18%	27%	23%	25%	23%	26%
E4	22%	21%	22%	24%	19%	18%	21%	19%	23%	24%	27%	20%	26%
C5	21%	25%	18%	23%	20%	19%	24%	17%	23%	22%	27%	21%	27%
Sky2	21%	26%	16%	22%	20%	19%	21%	23%	24%	20%	22%	19%	30%
Living	21%	23%	20%	23%	20%	20%	20%	21%	24%	22%	28%	18%	28%
MTV	20%	23%	17%	20%	20%	18%	20%	17%	26%	20%	23%	14%	23%
Virgin 1	19%	23%	15%	20%	18%	18%	18%	18%	22%	17%	26%	19%	25%
Dave	17%	21%	14%	18%	16%	17%	17%	12%	20%	17%	17%	18%	18%
More 4	17%	18%	15%	20%	14%	16%	15%	14%	18%	17%	22%	17%	24%
FilmFour	17%	20%	15%	17%	17%	15%	18%	15%	17%	19%	21%	17%	12%
Sky Sports	16%	20%	12%	16%	16%	16%	15%	18%	20%	15%	14%	11%	18%
G.O.L.D	15%	18%	12%	17%	13%	15%	15%	11%	12%	15%	23%	14%	18%
Sky News	9%	11%	7%	8%	9%	8%	8%	8%	13%	8%	9%	8%	11%
Discovery	8%	10%	6%	10%	7%	7%	8%	6%	10%	8%	12%	8%	5%
None of these	16%	18%	15%	19%	14%	15%	15%	15%	14%	19%	16%	17%	13%
Don't know	33%	27%	39%	30%	36%	38%	33%	34%	31%	30%	36%	35%	21%

	Total	Gender		Social Grade		Region							
		Male	**Female**	**ABC1**	**C2DE**	**North**	**Midlands**	**East**	**London**	**South**	**Wales**	**Scotland**	**Northern Ireland**
		%	%	%	%	%	%	%	%	%	%	%	%

On which, if any, of the following types/genres of programme do you think product placement is most acceptable? (Please tick all that apply.)

	Total	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Base	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
British soaps	41%	40%	41%	45%	37%	37%	42%	36%	42%	42%	53%	39%	44%
Films	28%	29%	27%	28%	27%	25%	24%	27%	29%	33%	32%	26%	23%
DIY/home/garden improvement	26%	27%	25%	26%	25%	23%	24%	24%	27%	29%	36%	25%	20%
Drama	26%	27%	26%	28%	24%	27%	25%	19%	28%	28%	32%	23%	21%
British comedy	24%	24%	25%	26%	23%	24%	25%	17%	28%	25%	27%	22%	26%
British Drama	24%	25%	22%	26%	22%	27%	23%	17%	23%	24%	31%	20%	29%
Family entertainment	24%	25%	24%	24%	24%	21%	24%	19%	26%	28%	34%	22%	24%
Quiz/Game Shows	17%	19%	14%	15%	18%	14%	16%	15%	19%	18%	22%	15%	20%
Sports	15%	18%	13%	15%	16%	13%	14%	17%	22%	15%	20%	10%	20%
Music	13%	15%	11%	12%	14%	11%	14%	9%	16%	16%	14%	13%	10%
Science/technology	8%	10%	6%	7%	9%	8%	7%	6%	9%	8%	8%	9%	7%
Animation	7%	8%	5%	6%	7%	5%	7%	4%	9%	8%	7%	5%	11%
Documentaries	7%	8%	7%	7%	8%	9%	7%	7%	6%	7%	6%	8%	11%
Arts	5%	7%	4%	5%	6%	4%	6%	3%	6%	8%	5%	4%	5%
Nature/wildlife	4%	6%	3%	3%	6%	5%	4%	3%	4%	5%	4%	4%	8%
Local News	4%	5%	3%	3%	5%	3%	5%	4%	5%	5%	1%	3%	8%
National News	3%	5%	2%	3%	4%	3%	4%	4%	2%	4%	1%	2%	11%
World News	3%	4%	2%	2%	4%	2%	2%	3%	3%	4%	1%	2%	12%
None of these	16%	18%	14%	19%	14%	15%	16%	14%	14%	19%	12%	18%	14%
Don't know	23%	20%	25%	17%	28%	26%	28%	22%	22%	18%	26%	22%	12%

…and on which, if any, of the following types/genres of programme do you think product placement is least acceptable? (Please tick all that apply.)

	Total	Gender		Social Grade		Region							
		Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
	%	%	%	%	%	%	%	%	%	%	%	%	%
Unweighted Base	2046	954	1092	1204	842	449	269	213	293	493	51	229	49
Base	2044	977	1067	924	1120	493	325	187	256	451	99	176	57
National News	52%	53%	52%	58%	48%	50%	50%	54%	53%	55%	52%	57%	47%
World News	50%	52%	49%	56%	45%	50%	47%	49%	50%	54%	46%	52%	39%
Local News	48%	49%	47%	54%	43%	49%	48%	47%	45%	51%	45%	47%	36%
Documentaries	42%	46%	38%	47%	38%	38%	41%	39%	48%	45%	43%	40%	38%
Nature/wildlife	35%	37%	34%	39%	33%	34%	31%	35%	40%	40%	29%	36%	32%
Science/technology	27%	30%	24%	32%	23%	27%	22%	27%	28%	30%	22%	30%	26%
Arts	23%	25%	21%	25%	20%	22%	22%	21%	27%	23%	20%	26%	15%
Animation	19%	20%	19%	21%	18%	18%	21%	23%	19%	18%	24%	21%	16%
Family entertainment	19%	17%	22%	22%	18%	18%	20%	24%	21%	20%	9%	19%	20%
British Drama	16%	16%	16%	17%	14%	15%	16%	18%	12%	19%	15%	16%	10%
Drama	14%	14%	14%	15%	13%	12%	13%	14%	14%	17%	9%	14%	12%
Sports	14%	18%	11%	16%	13%	15%	13%	17%	11%	17%	10%	16%	5%
Quiz/Game Shows	13%	12%	14%	16%	11%	14%	11%	17%	12%	14%	17%	13%	7%
Music	12%	13%	12%	15%	10%	11%	10%	14%	11%	15%	11%	12%	17%
Films	11%	12%	10%	12%	11%	9%	13%	12%	9%	13%	12%	9%	14%
British comedy	10%	12%	9%	11%	10%	9%	9%	14%	12%	11%	14%	11%	1%
British soaps	9%	9%	9%	9%	9%	10%	8%	9%	10%	8%	6%	10%	6%
DIY/home/garden improvement	9%	10%	7%	10%	8%	9%	7%	11%	7%	10%	11%	11%	2%
None of these	6%	8%	5%	6%	6%	5%	7%	2%	6%	7%	7%	6%	17%
Don't know	20%	17%	23%	16%	24%	21%	25%	22%	17%	17%	27%	18%	8%