

## YouGov Survey Results

Sample Size: 2019  
Fieldwork: 8th - 9th July 2010

**All GB Adults**  
Unweighted Sample

Total	Voting intention			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>2019</b>	675	544	268	984	1035	243	516	693	567	1038	979	257	661	430	493	177
<b>2019</b>	641	544	268	969	1050	135	518	805	561	1186	831	301	631	394	489	204
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Ofcom, the media watchdog, has recently announced plans to relax the rules on allowing product placement in TV shows. Product placement will be allowed in films, TV series, entertainment shows and sports programmes whereas they will remain banned from Children's TV and News. Ofcom said its proposals were designed "to enable commercial broadcasters to access new revenue streams where possible, whilst protecting audiences" whilst critics argue that product placement may blur the line which separates editorial content from commercial messages.

To what extent do you support or oppose Ofcom's decision to relax its rules on product placement?

Strongly support	5	6	5	5	7	3	6	7	4	3	5	4	7	5	4	4	4
Tend to support	36	41	35	38	38	34	40	39	33	35	36	36	32	36	36	37	40
<b>TOTAL SUPPORT</b>	<b>41</b>	<b>47</b>	<b>40</b>	<b>43</b>	<b>45</b>	<b>37</b>	<b>46</b>	<b>46</b>	<b>37</b>	<b>38</b>	<b>41</b>	<b>40</b>	<b>39</b>	<b>41</b>	<b>40</b>	<b>41</b>	<b>44</b>
Tend to oppose	26	26	29	29	26	27	19	23	29	29	29	23	27	29	22	26	27
Strongly oppose	14	11	15	15	17	11	8	10	17	15	16	12	18	12	14	14	12
<b>TOTAL OPPOSE</b>	<b>40</b>	<b>37</b>	<b>44</b>	<b>44</b>	<b>43</b>	<b>38</b>	<b>27</b>	<b>33</b>	<b>46</b>	<b>44</b>	<b>45</b>	<b>35</b>	<b>45</b>	<b>41</b>	<b>36</b>	<b>40</b>	<b>39</b>
Don't know	19	17	16	13	13	25	27	20	17	18	14	25	17	19	23	19	16

Product placement is already allowed in film and television shows in the USA. How often, if at all, would you say you have noticed product placement in US films or TV shows?

All the time	14	14	16	14	16	12	17	19	13	10	16	12	15	16	10	14	13
Occasionally	37	40	37	42	40	34	37	41	39	30	40	34	43	37	37	34	38
Rarely	23	25	24	27	25	22	21	22	25	24	24	23	20	22	27	23	26
Never	8	8	8	4	7	10	4	6	8	14	6	11	6	7	7	12	10
Don't know	8	5	7	7	5	10	7	8	7	7	6	9	8	7	8	8	5
Not applicable - I never watch US films or television shows	10	8	9	7	7	12	14	5	8	15	9	10	9	10	11	9	8

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

**Broadcasters will have to tell viewers if a show produced in the UK contains product placement through the use of an on-air symbol in the corner of the screen at the start and end of the programme. Which of the following best reflects your view?**

This will be a distraction from the programme and is unnecessary  
 This will be a distraction, but it is necessary that viewers are made aware of product placement  
 This will not be a distraction and it is necessary that viewers are made aware of product placement  
 This will not be a distraction, but is not necessary anyway  
 Don't know

<b>35</b>	38	33	35	39	31	29	35	38	32	35	35	35	34	33	39	29
<b>20</b>	20	23	21	20	21	19	17	20	23	22	18	23	20	19	19	22
<b>18</b>	20	17	19	17	19	14	18	18	20	20	16	20	19	19	15	18
<b>17</b>	16	17	18	16	17	16	20	16	16	17	17	15	19	16	14	20
<b>10</b>	6	10	7	8	12	21	10	8	9	6	15	7	8	13	13	11