

YouGov / NEON Survey Results

Sample Size: 1700 GB Adults

Fieldwork: 29th - 30th September 2020

	Vote In 2019 GE				2016 EU Ref		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1700	576	422	153	631	673	826	874	185	709	410	396	969	731	204	571	369	410	146
Unweighted Sample	1700	621	466	161	726	712	735	965	127	722	420	431	964	736	181	571	376	414	158
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In which of the following ways do you think the chair of Ofcom should be appointed?

By the UK Government	9	17	3	3	6	13	11	6	5	7	10	13	9	8	10	9	9	8	6
By a vote in Parliament	8	11	8	10	8	10	12	5	2	7	11	10	8	8	8	9	9	8	6
By a referendum	7	9	8	3	7	9	7	8	7	7	9	8	7	8	5	8	8	7	9
Ofcom should run their own independent recruitment process	49	43	59	65	61	45	47	50	44	50	49	48	54	42	53	51	46	43	56
Other	2	1	2	2	1	2	2	2	2	2	2	2	1	3	1	2	3	2	1
Don't know	25	19	20	16	17	21	21	29	40	28	18	20	20	31	24	21	26	31	22

There are some reports that Paul Dacre, previous editor of the Daily Mail Newspaper, will be offered the role of Chairman of Ofcom. To what extent, if at all, would you support or oppose this appointment?

Strongly support	3	8	1	0	0	7	5	2	0	1	5	6	3	3	3	2	5	3	2
Tend to support	5	10	2	2	2	7	6	4	6	3	3	9	6	4	6	5	4	6	2
TOTAL SUPPORT	8	18	3	2	2	14	11	6	6	4	8	15	9	7	9	7	9	9	4
Neither support nor oppose	26	35	15	20	20	35	29	24	17	25	29	32	24	29	21	29	29	25	23
Tend to oppose	13	10	18	20	17	11	12	14	14	14	16	9	14	12	13	14	11	15	13
Strongly oppose	21	6	39	38	35	10	24	19	24	25	20	15	25	17	25	20	21	18	30
TOTAL OPPOSE	34	16	57	58	52	21	36	33	38	39	36	24	39	29	38	34	32	33	43
Don't know	31	32	25	21	25	30	25	37	39	32	27	29	28	35	32	30	31	34	29

And if you had to choose, would you say it is more important that the person chosen to be Chair of Ofcom is politically neutral, or that they are influential in UK media and culture?

Being politically neutral is more important	71	74	77	88	80	72	72	70	61	70	77	71	74	67	68	75	68	66	80
Being influential in UK media and culture is more important	9	13	6	6	8	12	11	7	7	8	9	12	10	8	12	9	10	9	6
Don't know	20	14	17	6	12	16	16	24	33	22	14	16	17	24	20	17	22	25	14