

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

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?

Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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?

Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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%
Net: At all	74%	80%	68%	77%	71%	72%	73%	76%	77%	74%	79%	71%	70%

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?

Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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%

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

Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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%
Net: Good	14%	15%	12%	12%	16%	14%	13%	14%	13%	14%	15%	13%	17%
Net: Bad	23%	25%	21%	26%	20%	22%	23%	25%	27%	23%	15%	24%	15%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

Do you know what is meant by product placement?

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Yes	48%	54%	60%	49%	50%	37%	100%	-	-
No	36%	39%	26%	33%	34%	42%	-	100%	-
Not sure	17%	7%	14%	18%	16%	21%	-	-	100%

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?

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
All the time	17%	30%	24%	16%	16%	10%	28%	6%	9%
Occasionally	40%	43%	49%	48%	38%	33%	50%	30%	35%
Rarely	16%	14%	12%	12%	22%	18%	15%	17%	19%
Never	11%	4%	4%	9%	9%	20%	4%	22%	11%
Don't Know	12%	7%	9%	12%	13%	15%	3%	21%	21%
Not applicable - I do not watch films or TV shows	3%	2%	2%	2%	1%	5%	2%	3%	5%
Net: At all	74%	87%	85%	76%	76%	61%	92%	54%	63%

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?

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Yes	32%	33%	38%	33%	32%	27%	53%	9%	18%
No	64%	66%	58%	61%	64%	69%	43%	89%	72%
Not sure	4%	2%	4%	6%	4%	4%	3%	2%	10%

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

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Very good	3%	5%	3%	3%	3%	2%	3%	3%	3%
Good	11%	15%	18%	10%	10%	7%	9%	13%	10%
Neither good nor bad	50%	43%	49%	52%	50%	51%	54%	47%	44%
Bad	16%	19%	13%	20%	14%	16%	20%	12%	16%
Very Bad	7%	3%	6%	3%	9%	9%	9%	5%	6%
Don't know	13%	14%	11%	13%	14%	15%	5%	21%	22%
Net: Good	14%	20%	21%	13%	13%	9%	13%	16%	13%
Net: Bad	23%	23%	19%	22%	23%	25%	29%	16%	21%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

Do you know what is meant by product placement?

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Yes	48%	78%	59%	43%	15%	10%	27%	64%	59%
No	36%	14%	27%	38%	68%	61%	42%	23%	26%
Not sure	17%	9%	14%	20%	16%	29%	31%	13%	14%

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?

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
All the time	17%	100%	-	-	-	-	-	29%	23%
Occasionally	40%	-	100%	-	-	-	-	71%	55%
Rarely	16%	-	-	100%	-	-	-	-	22%
Never	11%	-	-	-	100%	-	-	-	-
Don't Know	12%	-	-	-	-	100%	-	-	-
Not applicable - I do not watch films or TV shows	3%	-	-	-	-	-	100%	-	-
Net: At all	74%	100%	100%	100%	-	-	-	100%	100%

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?

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Yes	32%	48%	38%	31%	13%	9%	14%	41%	39%
No	64%	49%	59%	66%	84%	82%	69%	56%	58%
Not sure	4%	2%	3%	3%	3%	9%	17%	3%	3%

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

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Very good	3%	10%	2%	2%	1%	-	3%	5%	4%
Good	11%	13%	13%	10%	6%	6%	2%	13%	12%
Neither good nor bad	50%	40%	55%	58%	51%	40%	29%	50%	52%
Bad	16%	20%	20%	14%	11%	6%	10%	20%	19%
Very Bad	7%	14%	4%	7%	8%	2%	18%	7%	7%
Don't know	13%	4%	6%	9%	23%	45%	37%	5%	6%
Net: Good	14%	23%	15%	12%	7%	6%	6%	18%	16%
Net: Bad	23%	34%	24%	21%	19%	9%	28%	27%	26%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

Do you know what is meant by product placement?

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Yes	48%	81%	32%	38%
No	36%	10%	49%	19%
Not sure	17%	9%	19%	43%

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?

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
All the time	17%	26%	13%	10%
Occasionally	40%	49%	37%	30%
Rarely	16%	16%	17%	14%
Never	11%	5%	15%	8%
Don't Know	12%	3%	15%	27%
Not applicable - I do not watch films or TV shows	3%	1%	3%	12%
Net: At all	74%	91%	67%	53%

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?

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Yes	32%	100%	-	-
No	64%	-	100%	-
Not sure	4%	-	-	100%

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

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Very good	3%	6%	2%	1%
Good	11%	11%	11%	2%
Neither good nor bad	50%	55%	48%	45%
Bad	16%	18%	16%	9%
Very Bad	7%	8%	6%	5%
Don't know	13%	3%	17%	37%
Net: Good	14%	17%	13%	3%
Net: Bad	23%	26%	22%	14%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

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

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

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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%
Net: Positive	9%	8%	10%	6%	11%	8%	9%	7%	11%	9%	10%	8%	14%
Net: Negative	12%	13%	10%	14%	10%	10%	13%	12%	13%	14%	3%	12%	12%

Product placement means that UK TV will become more like the US : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	16%	17%	15%	17%	15%	15%	15%	16%	15%	17%	7%	17%	21%
Agree	39%	38%	41%	39%	40%	39%	37%	43%	40%	38%	39%	40%	46%
Neither agree nor disagree	27%	28%	26%	28%	26%	27%	29%	29%	23%	28%	29%	27%	21%
Disagree	9%	9%	9%	10%	9%	10%	10%	7%	11%	10%	6%	8%	9%
Strongly disagree	1%	2%	1%	1%	2%	1%	1%	*	1%	1%	8%	2%	-
Don't know	7%	6%	8%	5%	9%	7%	7%	5%	10%	6%	12%	7%	3%
Net: Agree	55%	55%	55%	56%	55%	54%	52%	59%	55%	56%	46%	57%	67%
Net: Disagree	11%	11%	11%	11%	11%	11%	11%	8%	12%	11%	14%	9%	9%

Product placement will detract from my viewing experience : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	8%	10%	7%	9%	8%	8%	8%	9%	5%	10%	4%	11%	10%
Agree	16%	19%	14%	16%	17%	15%	17%	18%	19%	17%	11%	12%	24%
Neither agree nor disagree	35%	38%	33%	32%	38%	36%	34%	37%	34%	35%	29%	40%	28%
Disagree	25%	20%	30%	30%	22%	26%	28%	23%	23%	25%	28%	25%	24%
Strongly disagree	7%	8%	6%	7%	7%	8%	7%	7%	9%	6%	6%	6%	11%
Don't know	8%	6%	9%	6%	9%	8%	5%	5%	10%	6%	22%	6%	4%
Net: Agree	25%	29%	21%	25%	25%	23%	26%	27%	24%	27%	15%	23%	34%
Net: Disagree	32%	28%	37%	36%	29%	33%	35%	31%	31%	31%	34%	31%	34%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

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

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Much more positive	1%	3%	1%	2%	1%	*	1%	1%	*
More positive	8%	16%	12%	10%	4%	4%	6%	11%	6%
Neither positive nor negative	70%	58%	64%	68%	79%	73%	71%	69%	68%
More negative	8%	10%	11%	8%	5%	8%	11%	5%	7%
Much more negative	3%	2%	2%	2%	4%	5%	5%	3%	1%
Don't know	9%	11%	9%	11%	8%	9%	6%	11%	17%
Net: Positive	9%	19%	13%	12%	5%	4%	7%	13%	6%
Net: Negative	12%	12%	13%	10%	9%	13%	16%	7%	9%

Product placement means that UK TV will become more like the US : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	16%	13%	12%	9%	15%	21%	18%	14%	14%
Agree	39%	42%	33%	44%	36%	41%	42%	38%	35%
Neither agree nor disagree	27%	21%	32%	29%	33%	23%	26%	27%	30%
Disagree	9%	15%	12%	10%	8%	7%	10%	8%	9%
Strongly disagree	1%	2%	1%	2%	*	1%	1%	2%	*
Don't know	7%	8%	10%	5%	7%	7%	2%	12%	12%
Net: Agree	55%	55%	45%	53%	52%	62%	60%	52%	49%
Net: Disagree	11%	16%	13%	13%	8%	8%	12%	10%	9%

Product placement will detract from my viewing experience : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	8%	6%	7%	5%	10%	10%	10%	7%	8%
Agree	16%	21%	15%	18%	13%	16%	18%	16%	13%
Neither agree nor disagree	35%	35%	33%	36%	35%	36%	34%	35%	41%
Disagree	25%	23%	27%	27%	28%	24%	28%	24%	22%
Strongly disagree	7%	7%	8%	7%	8%	6%	8%	7%	5%
Don't know	8%	8%	10%	6%	6%	7%	3%	11%	12%
Net: Agree	25%	27%	22%	23%	23%	27%	28%	23%	21%
Net: Disagree	32%	30%	35%	34%	35%	30%	35%	31%	27%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

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

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Much more positive	1%	5%	*	1%	1%	1%	2%	2%	1%
More positive	8%	10%	8%	8%	6%	6%	-	9%	9%
Neither positive nor negative	70%	63%	73%	77%	73%	66%	39%	70%	72%
More negative	8%	12%	9%	8%	6%	3%	6%	10%	10%
Much more negative	3%	6%	2%	2%	4%	2%	9%	4%	3%
Don't know	9%	4%	7%	4%	11%	23%	43%	6%	6%
Net: Positive	9%	15%	9%	9%	6%	6%	2%	10%	10%
Net: Negative	12%	19%	11%	10%	10%	5%	16%	14%	13%

Product placement means that UK TV will become more like the US : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	16%	27%	12%	15%	18%	12%	16%	16%	16%
Agree	39%	36%	46%	37%	39%	30%	28%	43%	41%
Neither agree nor disagree	27%	22%	28%	28%	26%	30%	27%	26%	27%
Disagree	9%	9%	11%	13%	5%	3%	1%	11%	11%
Strongly disagree	1%	1%	1%	3%	2%	*	-	1%	1%
Don't know	7%	4%	2%	4%	10%	25%	27%	3%	3%
Net: Agree	55%	63%	57%	52%	57%	42%	44%	59%	57%
Net: Disagree	11%	11%	12%	16%	8%	3%	1%	12%	13%

Product placement will detract from my viewing experience : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	8%	17%	6%	6%	7%	8%	12%	9%	8%
Agree	16%	19%	18%	18%	14%	8%	20%	18%	18%
Neither agree nor disagree	35%	27%	35%	33%	42%	44%	32%	33%	33%
Disagree	25%	23%	31%	29%	21%	14%	5%	29%	29%
Strongly disagree	7%	10%	6%	11%	7%	1%	1%	7%	8%
Don't know	8%	4%	4%	4%	9%	24%	29%	4%	4%
Net: Agree	25%	36%	24%	23%	21%	17%	32%	27%	26%
Net: Disagree	32%	33%	37%	40%	28%	15%	7%	36%	37%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

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

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Much more positive	1%	2%	1%	2%
More positive	8%	4%	9%	6%
Neither positive nor negative	70%	75%	68%	57%
More negative	8%	8%	8%	5%
Much more negative	3%	5%	3%	-
Don't know	9%	5%	10%	30%
Net: Positive	9%	7%	10%	8%
Net: Negative	12%	13%	11%	5%

Product placement means that UK TV will become more like the US : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	16%	17%	16%	9%
Agree	39%	41%	39%	31%
Neither agree nor disagree	27%	27%	27%	27%
Disagree	9%	11%	9%	2%
Strongly disagree	1%	2%	1%	-
Don't know	7%	1%	9%	31%
Net: Agree	55%	58%	54%	40%
Net: Disagree	11%	13%	10%	2%

Product placement will detract from my viewing experience : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	8%	10%	8%	5%
Agree	16%	16%	17%	14%
Neither agree nor disagree	35%	36%	35%	36%
Disagree	25%	27%	25%	15%
Strongly disagree	7%	9%	6%	2%
Don't know	8%	2%	9%	28%
Net: Agree	25%	26%	24%	19%
Net: Disagree	32%	36%	32%	17%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

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

There is already enough advertising on TV without product placement : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	26%	28%	23%	27%	24%	26%	25%	29%	23%	25%	17%	29%	25%
Agree	33%	30%	36%	34%	32%	34%	31%	32%	36%	35%	26%	29%	27%
Neither agree nor disagree	29%	31%	28%	28%	30%	27%	31%	32%	27%	27%	30%	31%	47%
Disagree	5%	4%	6%	5%	5%	4%	5%	3%	6%	5%	6%	6%	1%
Strongly disagree	1%	2%	1%	1%	2%	2%	*	*	*	2%	5%	*	-
Don't know	6%	5%	7%	5%	7%	6%	6%	4%	8%	5%	15%	5%	-
Net: Agree	58%	58%	59%	61%	56%	60%	57%	61%	59%	60%	44%	58%	52%
Net: Disagree	6%	6%	6%	6%	6%	7%	6%	3%	6%	7%	11%	6%	1%

I see products featured in TV programmes and films all the time, this will make no difference to me' : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	12%	14%	11%	13%	12%	13%	10%	13%	13%	12%	7%	15%	11%
Agree	33%	31%	36%	37%	31%	34%	33%	29%	34%	32%	41%	33%	33%
Neither agree nor disagree	32%	33%	32%	30%	35%	32%	31%	39%	28%	33%	30%	32%	45%
Disagree	11%	12%	9%	12%	10%	10%	12%	8%	13%	13%	2%	11%	3%
Strongly disagree	3%	4%	2%	2%	4%	2%	3%	6%	2%	3%	2%	2%	9%
Don't know	8%	6%	10%	7%	9%	8%	10%	4%	10%	7%	17%	7%	-
Net: Agree	46%	45%	46%	49%	43%	48%	44%	42%	47%	44%	48%	48%	43%
Net: Disagree	14%	16%	12%	14%	13%	12%	15%	15%	15%	16%	4%	13%	12%

A logo telling me that product placement is going on at the beginning and end of a TV programme or film does not make it any more acceptable : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	15%	18%	13%	17%	14%	16%	15%	16%	15%	16%	8%	18%	17%
Agree	30%	29%	31%	34%	27%	29%	30%	29%	28%	29%	37%	31%	33%
Neither agree nor disagree	37%	36%	38%	34%	40%	38%	38%	42%	37%	36%	30%	37%	37%
Disagree	8%	7%	8%	8%	7%	7%	7%	6%	10%	10%	4%	7%	2%
Strongly disagree	2%	3%	1%	2%	2%	2%	1%	2%	1%	3%	5%	2%	3%
Don't know	8%	7%	9%	5%	10%	8%	9%	5%	8%	7%	17%	6%	8%
Net: Agree	45%	47%	44%	51%	41%	46%	45%	45%	43%	45%	45%	49%	50%
Net: Disagree	10%	10%	9%	10%	9%	9%	8%	8%	11%	13%	8%	8%	4%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

There is already enough advertising on TV without product placement : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	26%	19%	21%	20%	22%	34%	27%	24%	25%
Agree	33%	39%	30%	35%	32%	31%	34%	34%	27%
Neither agree nor disagree	29%	26%	33%	33%	34%	25%	30%	26%	34%
Disagree	5%	7%	7%	4%	5%	4%	5%	6%	3%
Strongly disagree	1%	1%	1%	3%	1%	1%	2%	1%	2%
Don't know	6%	8%	8%	5%	5%	5%	2%	10%	9%
Net: Agree	58%	57%	51%	55%	55%	66%	61%	58%	52%
Net: Disagree	6%	8%	8%	7%	6%	5%	6%	7%	5%

I see products featured in TV programmes and films all the time, this will make no difference to me' : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	12%	16%	11%	10%	11%	13%	15%	10%	10%
Agree	33%	29%	35%	33%	35%	33%	37%	29%	31%
Neither agree nor disagree	32%	32%	29%	35%	34%	32%	29%	35%	38%
Disagree	11%	12%	11%	12%	10%	9%	12%	10%	8%
Strongly disagree	3%	3%	4%	2%	3%	4%	3%	3%	2%
Don't know	8%	9%	10%	7%	6%	9%	4%	12%	11%
Net: Agree	46%	44%	46%	44%	47%	46%	52%	39%	41%
Net: Disagree	14%	15%	15%	14%	13%	13%	15%	13%	10%

A logo telling me that product placement is going on at the beginning and end of a TV programme or film does not make it any more acceptable : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	15%	14%	13%	10%	18%	19%	19%	12%	13%
Agree	30%	21%	26%	30%	29%	35%	30%	30%	29%
Neither agree nor disagree	37%	41%	37%	41%	39%	33%	35%	40%	39%
Disagree	8%	10%	11%	10%	6%	5%	9%	7%	4%
Strongly disagree	2%	2%	3%	2%	2%	2%	3%	*	3%
Don't know	8%	13%	11%	6%	6%	7%	4%	11%	12%
Net: Agree	45%	35%	38%	40%	47%	54%	50%	41%	42%
Net: Disagree	10%	12%	14%	12%	8%	7%	12%	8%	7%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

There is already enough advertising on TV without product placement : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	26%	34%	21%	22%	35%	24%	25%	25%	24%
Agree	33%	27%	38%	37%	28%	26%	21%	35%	35%
Neither agree nor disagree	29%	28%	32%	32%	23%	27%	24%	31%	31%
Disagree	5%	5%	6%	4%	5%	3%	-	6%	5%
Strongly disagree	1%	2%	1%	3%	2%	-	-	1%	2%
Don't know	6%	4%	2%	3%	7%	21%	30%	3%	3%
Net: Agree	58%	61%	59%	59%	63%	49%	46%	60%	60%
Net: Disagree	6%	8%	7%	6%	7%	3%	-	7%	7%

I see products featured in TV programmes and films all the time, this will make no difference to me' : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	12%	21%	12%	10%	11%	5%	6%	15%	14%
Agree	33%	34%	42%	34%	19%	20%	14%	40%	38%
Neither agree nor disagree	32%	24%	29%	35%	41%	43%	33%	28%	29%
Disagree	11%	13%	11%	14%	9%	4%	8%	11%	12%
Strongly disagree	3%	4%	2%	3%	7%	1%	5%	3%	3%
Don't know	8%	4%	3%	4%	12%	26%	35%	3%	4%
Net: Agree	46%	55%	54%	44%	30%	25%	20%	55%	52%
Net: Disagree	14%	17%	13%	16%	16%	6%	12%	14%	15%

A logo telling me that product placement is going on at the beginning and end of a TV programme or film does not make it any more acceptable : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	15%	25%	14%	12%	16%	11%	18%	17%	16%
Agree	30%	27%	32%	36%	28%	23%	25%	30%	32%
Neither agree nor disagree	37%	30%	40%	36%	37%	41%	30%	37%	37%
Disagree	8%	9%	8%	10%	7%	2%	1%	9%	9%
Strongly disagree	2%	3%	2%	3%	2%	-	-	3%	3%
Don't know	8%	5%	4%	3%	11%	23%	26%	4%	4%
Net: Agree	45%	52%	45%	48%	44%	34%	43%	47%	47%
Net: Disagree	10%	13%	10%	13%	8%	2%	1%	11%	11%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

There is already enough advertising on TV without product placement : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	26%	26%	25%	20%
Agree	33%	33%	34%	14%
Neither agree nor disagree	29%	31%	28%	36%
Disagree	5%	5%	5%	2%
Strongly disagree	1%	3%	1%	2%
Don't know	6%	1%	7%	25%
Net: Agree	58%	60%	59%	34%
Net: Disagree	6%	8%	6%	5%

I see products featured in TV programmes and films all the time, this will make no difference to me' : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	12%	15%	11%	8%
Agree	33%	39%	32%	18%
Neither agree nor disagree	32%	28%	34%	38%
Disagree	11%	12%	10%	6%
Strongly disagree	3%	2%	4%	3%
Don't know	8%	3%	10%	28%
Net: Agree	46%	54%	43%	25%
Net: Disagree	14%	15%	14%	9%

A logo telling me that product placement is going on at the beginning and end of a TV programme or film does not make it any more acceptable : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	15%	20%	14%	10%
Agree	30%	29%	31%	24%
Neither agree nor disagree	37%	37%	38%	33%
Disagree	8%	9%	7%	5%
Strongly disagree	2%	3%	2%	-
Don't know	8%	2%	9%	28%
Net: Agree	45%	49%	44%	34%
Net: Disagree	10%	12%	9%	5%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

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

Product placement negatively affects the integrity of a show : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	11%	13%	10%	13%	10%	10%	10%	14%	12%	13%	4%	13%	14%
Agree	22%	23%	20%	24%	20%	23%	22%	25%	22%	23%	13%	20%	9%
Neither agree nor disagree	38%	38%	38%	34%	41%	37%	41%	37%	35%	39%	34%	37%	45%
Disagree	18%	16%	20%	19%	16%	18%	17%	14%	19%	17%	18%	18%	24%
Strongly disagree	3%	4%	3%	3%	4%	4%	2%	4%	2%	3%	6%	4%	3%
Don't know	8%	7%	9%	7%	9%	7%	8%	6%	10%	6%	26%	8%	6%
Net: Agree	33%	36%	30%	36%	30%	33%	32%	38%	34%	35%	16%	33%	23%
Net: Disagree	21%	19%	22%	22%	20%	22%	19%	18%	21%	20%	24%	22%	27%

Products which have been paid to feature on TV will look forced and awkward : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	10%	12%	8%	10%	10%	9%	9%	13%	11%	13%	2%	9%	13%
Agree	29%	32%	27%	30%	29%	30%	32%	29%	30%	29%	24%	24%	34%
Neither agree nor disagree	35%	35%	36%	34%	36%	35%	38%	37%	33%	34%	31%	45%	25%
Disagree	14%	12%	16%	16%	12%	15%	13%	12%	15%	14%	14%	11%	16%
Strongly disagree	2%	2%	1%	1%	2%	3%	1%	1%	1%	2%	5%	1%	1%
Don't know	10%	8%	11%	9%	11%	9%	8%	8%	11%	8%	23%	10%	10%
Net: Agree	39%	44%	35%	40%	39%	38%	40%	42%	41%	42%	27%	33%	47%
Net: Disagree	15%	14%	17%	17%	14%	18%	13%	13%	15%	16%	19%	12%	17%

Having real products in TV programmes will make them much more realistic : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	2062	992	1070	928	1134	495	329	189	258	457	101	176	57
Strongly agree	5%	6%	4%	4%	6%	5%	6%	7%	3%	5%	5%	4%	8%
Agree	33%	30%	35%	32%	33%	34%	32%	32%	34%	30%	43%	29%	35%
Neither agree nor disagree	37%	38%	35%	36%	37%	39%	37%	36%	36%	37%	25%	40%	35%
Disagree	14%	13%	14%	16%	12%	12%	14%	13%	13%	16%	8%	18%	14%
Strongly disagree	6%	8%	4%	7%	5%	4%	6%	7%	5%	7%	5%	4%	9%
Don't know	6%	5%	7%	5%	7%	6%	6%	6%	8%	5%	14%	6%	-
Net: Agree	37%	36%	39%	36%	39%	39%	38%	38%	37%	35%	48%	33%	43%
Net: Disagree	20%	21%	18%	23%	17%	16%	20%	20%	19%	24%	13%	21%	23%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

Product placement negatively affects the integrity of a show : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	11%	13%	12%	7%	10%	13%	15%	8%	8%
Agree	22%	21%	17%	26%	22%	22%	27%	16%	18%
Neither agree nor disagree	38%	35%	34%	38%	41%	39%	32%	44%	43%
Disagree	18%	19%	23%	18%	17%	15%	19%	17%	16%
Strongly disagree	3%	2%	3%	4%	3%	4%	4%	3%	2%
Don't know	8%	9%	11%	7%	8%	8%	3%	13%	13%
Net: Agree	33%	34%	29%	33%	32%	35%	42%	24%	26%
Net: Disagree	21%	22%	26%	22%	19%	19%	23%	20%	18%

Products which have been paid to feature on TV will look forced and awkward : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	10%	13%	11%	7%	10%	11%	12%	8%	8%
Agree	29%	38%	26%	33%	27%	27%	35%	23%	24%
Neither agree nor disagree	35%	25%	31%	37%	39%	39%	31%	39%	40%
Disagree	14%	14%	20%	13%	13%	12%	13%	15%	12%
Strongly disagree	2%	1%	2%	3%	1%	2%	2%	2%	1%
Don't know	10%	10%	11%	7%	11%	10%	6%	13%	14%
Net: Agree	39%	50%	36%	40%	37%	38%	48%	32%	32%
Net: Disagree	15%	15%	21%	17%	13%	14%	15%	17%	14%

Having real products in TV programmes will make them much more realistic : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Strongly agree	5%	10%	10%	4%	2%	3%	6%	4%	3%
Agree	33%	39%	37%	33%	31%	29%	33%	33%	30%
Neither agree nor disagree	37%	26%	30%	44%	40%	39%	35%	37%	40%
Disagree	14%	14%	12%	11%	15%	16%	16%	11%	13%
Strongly disagree	6%	4%	4%	4%	8%	7%	7%	5%	4%
Don't know	6%	8%	7%	5%	5%	6%	2%	10%	10%
Net: Agree	37%	49%	47%	37%	33%	32%	39%	37%	32%
Net: Disagree	20%	18%	16%	14%	22%	23%	23%	16%	17%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

Product placement negatively affects the integrity of a show : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	11%	22%	10%	8%	9%	7%	16%	13%	12%
Agree	22%	22%	26%	20%	17%	14%	20%	25%	24%
Neither agree nor disagree	38%	29%	37%	42%	43%	44%	30%	34%	36%
Disagree	18%	19%	20%	20%	16%	8%	3%	20%	20%
Strongly disagree	3%	4%	3%	4%	5%	1%	2%	3%	3%
Don't know	8%	4%	4%	6%	10%	24%	28%	4%	5%
Net: Agree	33%	44%	35%	28%	26%	22%	36%	38%	36%
Net: Disagree	21%	23%	23%	24%	21%	10%	5%	23%	23%

Products which have been paid to feature on TV will look forced and awkward : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	10%	19%	8%	7%	10%	7%	14%	11%	10%
Agree	29%	36%	34%	26%	23%	17%	18%	35%	33%
Neither agree nor disagree	35%	24%	34%	39%	41%	45%	35%	31%	33%
Disagree	14%	13%	16%	18%	11%	7%	1%	15%	16%
Strongly disagree	2%	3%	2%	2%	2%	-	-	2%	2%
Don't know	10%	5%	6%	8%	12%	24%	31%	6%	6%
Net: Agree	39%	55%	42%	33%	33%	24%	33%	46%	43%
Net: Disagree	15%	16%	17%	20%	13%	7%	1%	17%	18%

Having real products in TV programmes will make them much more realistic : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Strongly agree	5%	9%	5%	4%	5%	2%	2%	6%	6%
Agree	33%	30%	39%	33%	24%	27%	9%	36%	36%
Neither agree nor disagree	37%	32%	34%	40%	44%	39%	42%	33%	35%
Disagree	14%	15%	15%	15%	14%	7%	11%	15%	15%
Strongly disagree	6%	10%	5%	4%	7%	4%	8%	6%	6%
Don't know	6%	4%	2%	3%	7%	21%	28%	3%	3%
Net: Agree	37%	38%	44%	37%	29%	29%	10%	42%	41%
Net: Disagree	20%	25%	20%	20%	20%	11%	19%	21%	21%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

Product placement negatively affects the integrity of a show : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	11%	15%	10%	5%
Agree	22%	24%	20%	20%
Neither agree nor disagree	38%	32%	41%	29%
Disagree	18%	23%	16%	14%
Strongly disagree	3%	5%	3%	3%
Don't know	8%	2%	10%	28%
Net: Agree	33%	39%	30%	25%
Net: Disagree	21%	27%	18%	18%

Products which have been paid to feature on TV will look forced and awkward : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	10%	13%	9%	6%
Agree	29%	33%	28%	24%
Neither agree nor disagree	35%	32%	37%	35%
Disagree	14%	14%	14%	7%
Strongly disagree	2%	3%	1%	-
Don't know	10%	5%	11%	27%
Net: Agree	39%	45%	37%	31%
Net: Disagree	15%	17%	15%	7%

Having real products in TV programmes will make them much more realistic : To what extent do you agree or disagree with the following statements about Product Placement in the UK.

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Strongly agree	5%	7%	4%	3%
Agree	33%	35%	32%	22%
Neither agree nor disagree	37%	36%	37%	33%
Disagree	14%	14%	14%	14%
Strongly disagree	6%	7%	5%	2%
Don't know	6%	1%	8%	25%
Net: Agree	37%	42%	36%	25%
Net: Disagree	20%	21%	19%	16%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

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

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

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

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
Cereals	39%	49%	42%	41%	38%	33%	43%	35%	33%
Cars	38%	42%	45%	37%	39%	32%	42%	35%	30%
Household appliances	35%	32%	41%	38%	36%	31%	38%	31%	32%
Hot drinks	34%	36%	40%	38%	37%	28%	39%	30%	30%
Milk	34%	38%	40%	41%	36%	27%	40%	29%	30%
Kitchen products	34%	32%	42%	38%	34%	29%	40%	29%	29%
Yoghurts	33%	36%	41%	35%	33%	26%	37%	30%	25%
Biscuits	32%	38%	39%	36%	33%	25%	38%	27%	28%
Sauces	32%	35%	41%	34%	31%	25%	37%	26%	29%
Butter & Margarine	31%	33%	37%	35%	33%	26%	38%	26%	24%
Condiments	30%	31%	36%	32%	30%	25%	36%	23%	25%
Ice cream	30%	36%	38%	32%	32%	22%	35%	26%	24%
Clothing	30%	40%	40%	33%	31%	21%	34%	28%	24%
Consumer electronics	30%	35%	38%	31%	30%	25%	36%	25%	26%
Health & Beauty	30%	33%	38%	36%	29%	22%	33%	28%	25%
Carbonated Drinks	29%	37%	38%	34%	31%	20%	35%	23%	27%
Salad Dressings	28%	29%	35%	31%	29%	22%	33%	23%	23%
Fashion/Jewellery	27%	37%	35%	29%	26%	18%	30%	24%	22%
Entertainment Products	27%	34%	39%	30%	28%	19%	32%	24%	22%
Travel (airlines, package holidays)	26%	27%	32%	29%	25%	22%	29%	23%	23%
Other foods	24%	26%	32%	25%	27%	17%	28%	20%	18%
Fast Foods	21%	23%	30%	23%	25%	12%	24%	17%	18%
Alcohol	19%	28%	30%	20%	20%	10%	21%	16%	17%
Financial services/products	13%	16%	20%	16%	11%	8%	13%	12%	13%
Cigarettes	8%	13%	9%	8%	7%	5%	10%	5%	6%
Other	2%	3%	1%	2%	2%	2%	3%	1%	3%
None of these	19%	9%	15%	15%	20%	26%	22%	16%	17%
Don't know	23%	20%	21%	26%	26%	22%	16%	28%	32%

YouGov Survey Results

Sample Size: 2062
Fieldwork: 22nd - 24th February

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	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

	2062	337	835	357	248	226	59	1172	1529
Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
Cereals	39%	38%	46%	45%	24%	24%	14%	44%	44%
Cars	38%	41%	44%	42%	28%	18%	17%	43%	43%
Household appliances	35%	37%	41%	34%	27%	25%	20%	40%	38%
Hot drinks	34%	35%	41%	38%	24%	21%	9%	39%	39%
Milk	34%	36%	42%	36%	25%	20%	12%	40%	39%
Kitchen products	34%	37%	40%	36%	24%	20%	15%	39%	38%
Yoghurts	33%	34%	38%	35%	26%	20%	9%	37%	37%
Biscuits	32%	33%	40%	37%	20%	15%	13%	38%	38%
Sauces	32%	35%	38%	35%	23%	15%	7%	37%	37%
Butter & Margarine	31%	34%	37%	35%	24%	16%	9%	36%	36%
Condiments	30%	33%	36%	30%	23%	14%	9%	35%	34%
Ice cream	30%	32%	36%	35%	20%	15%	9%	35%	35%
Clothing	30%	37%	35%	31%	22%	17%	9%	35%	34%
Consumer electronics	30%	34%	36%	32%	19%	18%	12%	36%	35%
Health & Beauty	30%	33%	34%	33%	23%	19%	9%	33%	33%
Carbonated Drinks	29%	33%	36%	32%	17%	16%	9%	35%	34%
Salad Dressings	28%	30%	33%	29%	22%	14%	9%	32%	31%
Fashion/Jewellery	27%	32%	30%	27%	20%	18%	10%	31%	30%
Entertainment Products	27%	34%	31%	29%	16%	16%	13%	32%	32%
Travel (airlines, package holidays)	26%	30%	29%	29%	19%	16%	10%	29%	29%
Other foods	24%	27%	29%	25%	16%	13%	7%	28%	28%
Fast Foods	21%	22%	26%	22%	12%	10%	6%	25%	24%
Alcohol	19%	27%	23%	18%	10%	6%	2%	25%	23%
Financial services/products	13%	18%	13%	12%	13%	9%	8%	14%	14%
Cigarettes	8%	12%	9%	8%	4%	1%	4%	10%	9%
Other	2%	3%	2%	3%	2%	1%	2%	2%	2%
None of these	19%	24%	16%	19%	22%	16%	27%	18%	19%
Don't know	23%	13%	17%	21%	31%	46%	51%	16%	17%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

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

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
Cereals	39%	46%	36%	29%
Cars	38%	43%	35%	26%
Household appliances	35%	40%	33%	22%
Hot drinks	34%	42%	31%	26%
Milk	34%	42%	31%	24%
Kitchen products	34%	41%	31%	29%
Yoghurts	33%	38%	30%	26%
Biscuits	32%	38%	30%	22%
Sauces	32%	40%	28%	20%
Butter & Margarine	31%	39%	28%	28%
Condiments	30%	37%	26%	22%
Ice cream	30%	36%	28%	19%
Clothing	30%	35%	28%	23%
Consumer electronics	30%	37%	27%	21%
Health & Beauty	30%	34%	28%	23%
Carbonated Drinks	29%	35%	27%	18%
Salad Dressings	28%	35%	25%	19%
Fashion/Jewellery	27%	30%	25%	21%
Entertainment Products	27%	32%	26%	21%
Travel (airlines, package holidays)	26%	31%	24%	14%
Other foods	24%	31%	21%	12%
Fast Foods	21%	26%	19%	8%
Alcohol	19%	22%	18%	3%
Financial services/products	13%	15%	12%	8%
Cigarettes	8%	10%	7%	1%
Other	2%	3%	2%	4%
None of these	19%	18%	19%	19%
Don't know	23%	16%	25%	40%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

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.)

Unweighted Base	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
All	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%
None of these	16%	18%	15%	19%	14%	15%	15%	15%	14%	19%	16%	17%	13%
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%
Don't know	33%	27%	39%	30%	36%	38%	33%	34%	31%	30%	36%	35%	21%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

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

	2062	173	298	305	368	918	1019	701	342
Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
ITV	30%	24%	38%	35%	32%	26%	35%	27%	22%
Sky1	29%	28%	34%	30%	29%	26%	37%	22%	20%
ITV 2	26%	26%	34%	27%	26%	22%	32%	21%	20%
C4	23%	17%	31%	28%	24%	17%	28%	20%	14%
FIVER	23%	25%	32%	25%	20%	19%	29%	18%	15%
E4	22%	26%	32%	25%	20%	15%	26%	19%	13%
C5	21%	19%	31%	24%	23%	16%	30%	15%	11%
Sky2	21%	21%	23%	22%	22%	19%	28%	15%	14%
Living	21%	22%	24%	23%	22%	19%	27%	17%	14%
MTV	20%	28%	28%	22%	19%	12%	27%	14%	12%
Virgin 1	19%	18%	18%	23%	21%	17%	24%	14%	14%
Dave	17%	16%	20%	17%	18%	15%	22%	12%	13%
More 4	17%	16%	20%	18%	17%	15%	21%	15%	10%
FilmFour	17%	21%	20%	18%	19%	13%	20%	15%	15%
Sky Sports	16%	14%	18%	16%	17%	15%	18%	14%	16%
None of these	16%	7%	14%	14%	17%	21%	18%	14%	15%
G.O.L.D	15%	13%	17%	17%	16%	12%	19%	12%	10%
Sky News	9%	10%	11%	7%	9%	8%	9%	9%	8%
Discovery	8%	5%	10%	9%	10%	7%	10%	6%	6%
Don't know	33%	32%	28%	33%	38%	34%	26%	39%	43%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

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

	2062	337	835	357	248	226	59	1172	1529
Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
ITV	30%	33%	35%	36%	22%	15%	7%	35%	35%
Sky1	29%	33%	34%	30%	19%	15%	10%	34%	33%
ITV 2	26%	30%	31%	30%	18%	12%	4%	31%	31%
C4	23%	22%	29%	27%	14%	11%	-	27%	27%
FIVER	23%	30%	27%	25%	15%	7%	2%	28%	27%
E4	22%	27%	26%	25%	13%	9%	2%	26%	26%
C5	21%	25%	28%	22%	11%	8%	2%	27%	26%
Sky2	21%	25%	26%	22%	16%	7%	3%	26%	25%
Living	21%	27%	26%	20%	14%	11%	3%	26%	25%
MTV	20%	26%	24%	20%	11%	6%	1%	25%	24%
Virgin 1	19%	22%	23%	21%	15%	6%	2%	23%	22%
Dave	17%	23%	21%	16%	10%	7%	1%	22%	20%
More 4	17%	19%	20%	20%	13%	6%	-	20%	20%
FilmFour	17%	21%	20%	17%	13%	7%	1%	21%	20%
Sky Sports	16%	21%	17%	16%	13%	11%	6%	18%	18%
None of these	16%	21%	14%	15%	18%	14%	27%	16%	16%
G.O.L.D	15%	14%	18%	15%	12%	7%	-	17%	17%
Sky News	9%	10%	10%	10%	6%	7%	2%	10%	10%
Discovery	8%	9%	9%	9%	7%	3%	-	9%	9%
Don't know	33%	19%	29%	32%	43%	56%	53%	26%	27%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

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

Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
ITV	30%	39%	27%	18%
Sky1	29%	38%	25%	14%
ITV 2	26%	35%	23%	12%
C4	23%	29%	20%	10%
FIVER	23%	33%	19%	9%
E4	22%	27%	20%	10%
C5	21%	32%	17%	13%
Sky2	21%	31%	17%	12%
Living	21%	28%	19%	11%
MTV	20%	28%	16%	9%
Virgin 1	19%	26%	16%	15%
Dave	17%	26%	13%	13%
More 4	17%	21%	15%	11%
FilmFour	17%	20%	16%	14%
Sky Sports	16%	20%	14%	13%
None of these	16%	15%	17%	14%
G.O.L.D	15%	20%	12%	11%
Sky News	9%	11%	8%	6%
Discovery	8%	11%	7%	6%
Don't know	33%	25%	36%	54%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

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.)

	2062	967	1095	1210	852	451	272	215	296	498	52	229	49
Unweighted Base													
All	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%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

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

Unweighted Base	2062	173	298	305	368	918	1019	701	342
All	2062	248	345	340	396	734	980	739	343
British soaps	41%	35%	46%	40%	42%	39%	47%	35%	32%
Films	28%	33%	34%	29%	26%	23%	33%	25%	21%
DIY/home/garden improvement	26%	19%	24%	27%	27%	28%	30%	22%	22%
Drama	26%	22%	30%	27%	29%	24%	32%	21%	19%
British comedy	24%	24%	27%	26%	26%	21%	29%	22%	17%
British Drama	24%	19%	28%	25%	24%	23%	28%	21%	17%
Family entertainment	24%	23%	27%	29%	26%	20%	27%	23%	18%
Quiz/Game Shows	17%	16%	17%	15%	20%	16%	20%	14%	13%
Sports	15%	15%	18%	15%	16%	14%	17%	14%	13%
Music	13%	17%	16%	16%	15%	8%	17%	10%	9%
Science/technology	8%	10%	7%	10%	6%	7%	9%	7%	7%
Animation	7%	8%	7%	4%	7%	7%	7%	6%	5%
Documentaries	7%	8%	7%	7%	8%	7%	7%	8%	8%
Arts	5%	6%	5%	6%	5%	5%	7%	4%	4%
Nature/Wildlife	4%	6%	3%	5%	5%	4%	4%	5%	4%
Local News	4%	5%	4%	4%	5%	4%	4%	4%	4%
National News	3%	4%	5%	4%	3%	3%	4%	3%	3%
World News	3%	4%	3%	4%	3%	3%	3%	4%	4%
None of these	16%	7%	12%	13%	15%	23%	18%	14%	14%
Don't know	23%	25%	21%	26%	25%	20%	15%	28%	34%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

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

	2062	337	835	357	248	226	59	1172	1529
Unweighted Base	2062	337	835	357	248	226	59	1172	1529
All	2062	348	834	338	235	250	57	1182	1520
British soaps	41%	37%	49%	50%	31%	21%	10%	45%	46%
Films	28%	31%	32%	32%	20%	15%	10%	32%	32%
DIY/home/garden improvement	26%	27%	28%	34%	23%	13%	8%	28%	29%
Drama	26%	28%	30%	32%	20%	12%	6%	30%	30%
British comedy	24%	27%	29%	30%	16%	12%	6%	28%	28%
British Drama	24%	21%	29%	28%	19%	12%	10%	27%	27%
Family entertainment	24%	24%	30%	29%	15%	13%	7%	28%	28%
Quiz/Game Shows	17%	19%	20%	17%	12%	10%	7%	19%	19%
Sports	15%	19%	17%	14%	12%	12%	8%	17%	17%
Music	13%	17%	16%	14%	7%	4%	-	17%	16%
Science/technology	8%	10%	8%	8%	8%	5%	6%	9%	8%
Animation	7%	8%	8%	7%	4%	4%	1%	8%	8%
Documentaries	7%	8%	6%	12%	7%	6%	2%	7%	8%
Arts	5%	10%	4%	6%	5%	2%	5%	6%	6%
Nature/wildlife	4%	6%	3%	7%	5%	4%	-	4%	5%
Local News	4%	5%	3%	6%	3%	4%	2%	4%	4%
National News	3%	4%	3%	6%	3%	2%	4%	3%	4%
World News	3%	3%	3%	4%	4%	3%	2%	3%	3%
None of these	16%	22%	13%	14%	20%	14%	27%	15%	15%
Don't know	23%	17%	17%	18%	27%	47%	46%	17%	17%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

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

	2062	661	1322	79
Unweighted Base	2062	661	1322	79
All	2062	650	1329	83
British soaps	41%	52%	36%	23%
Films	28%	36%	24%	17%
DIY/home/garden improvement	26%	32%	23%	16%
Drama	26%	35%	23%	14%
British comedy	24%	30%	22%	13%
British Drama	24%	32%	21%	12%
Family entertainment	24%	30%	22%	10%
Quiz/Game Shows	17%	23%	14%	9%
Sports	15%	20%	13%	13%
Music	13%	19%	11%	6%
Science/technology	8%	8%	8%	9%
Animation	7%	9%	6%	3%
Documentaries	7%	8%	7%	5%
Arts	5%	9%	4%	6%
Nature/wildlife	4%	5%	4%	3%
Local News	4%	4%	4%	3%
National News	3%	4%	3%	4%
World News	3%	3%	3%	3%
None of these	16%	15%	16%	20%
Don't know	23%	14%	26%	47%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

...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
All except those who said all genres were acceptable	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%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	Age					Do you know what is meant by product placement?		
	18 to 24	25 to 34	35 to 44	45 to 54	55+	Yes	No	Not sure

...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.)

	Unweighted Base	2046	172	295	303	366	910	1009	698	339
All except those who said all genres were acceptable		2044	246	340	338	393	728	969	734	340
National News	52%		40%	47%	45%	56%	61%	64%	42%	41%
World News	50%		43%	46%	45%	53%	55%	63%	37%	43%
Local News	48%		38%	44%	44%	49%	54%	59%	37%	39%
Documentaries	42%		38%	37%	34%	46%	46%	53%	31%	35%
Nature/wildlife	35%		31%	31%	26%	39%	41%	44%	28%	28%
Science/technology	27%		22%	23%	18%	30%	33%	35%	19%	21%
Arts	23%		13%	21%	13%	25%	30%	29%	17%	19%
Animation	19%		12%	24%	16%	23%	20%	24%	15%	17%
Family entertainment	19%		13%	18%	15%	20%	24%	21%	16%	21%
British Drama	16%		13%	10%	9%	19%	21%	18%	14%	15%
Drama	14%		11%	9%	8%	16%	18%	15%	12%	14%
Sports	14%		11%	14%	7%	15%	18%	16%	13%	12%
Quiz/Game Shows	13%		8%	13%	10%	13%	17%	15%	12%	12%
Music	12%		4%	9%	6%	15%	18%	15%	10%	10%
Films	11%		9%	10%	7%	11%	14%	12%	10%	10%
British comedy	10%		8%	11%	6%	11%	12%	12%	8%	11%
British soaps	9%		7%	7%	6%	8%	12%	9%	9%	7%
DIY/home/garden improvement	9%		10%	7%	7%	9%	10%	11%	6%	7%
None of these	6%		3%	6%	8%	6%	6%	5%	6%	7%
Don't know	20%		25%	20%	23%	21%	17%	11%	28%	29%

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?							
	All the time	Occasionally	Rarely	Never	Don't Know	Not applicable - I do not watch films or TV shows	Net 1-2	Net 1-3

...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.)

	Unweighted Base	2046	334	827	355	247	224	59	1161	1516
All except those who said all genres were acceptable		2044	343	828	336	234	247	57	1170	1506
National News	52%	53%	61%	56%	47%	30%	31%	58%	58%	
World News	50%	53%	58%	53%	41%	28%	28%	57%	56%	
Local News	48%	51%	55%	51%	43%	26%	28%	54%	53%	
Documentaries	42%	45%	49%	40%	36%	24%	28%	48%	46%	
Nature/wildlife	35%	39%	42%	33%	27%	19%	25%	42%	40%	
Science/technology	27%	28%	31%	27%	22%	17%	20%	30%	29%	
Arts	23%	26%	26%	24%	19%	10%	17%	26%	25%	
Animation	19%	23%	22%	20%	14%	12%	10%	22%	22%	
Family entertainment	19%	25%	18%	21%	22%	13%	17%	20%	20%	
British Drama	16%	18%	15%	14%	20%	12%	18%	16%	16%	
Drama	14%	16%	13%	12%	18%	10%	10%	14%	14%	
Sports	14%	15%	14%	16%	15%	8%	17%	15%	15%	
Quiz/Game Shows	13%	14%	14%	15%	15%	10%	7%	14%	14%	
Music	12%	13%	13%	14%	13%	6%	11%	13%	13%	
Films	11%	13%	11%	10%	13%	11%	8%	11%	11%	
British comedy	10%	13%	11%	9%	12%	4%	10%	11%	11%	
British soaps	9%	13%	7%	9%	11%	8%	6%	9%	9%	
DIY/home/garden improvement	9%	11%	9%	8%	8%	8%	10%	9%	9%	
None of these	6%	7%	4%	6%	10%	6%	9%	5%	5%	
Don't know	20%	15%	13%	16%	21%	49%	42%	14%	14%	

YouGov Survey Results

Sample Size: 2062

Fieldwork: 22nd - 24th February

Total	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?		
	Yes	No	Not sure

...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.)

	Unweighted Base	2046	654	1315	77
All except those who said all genres were acceptable		2044	642	1320	81
National News	52%		65%	47%	41%
World News	50%		63%	45%	38%
Local News	48%		61%	42%	38%
Documentaries	42%		52%	37%	32%
Nature/wildlife	35%		41%	33%	27%
Science/technology	27%		34%	24%	16%
Arts	23%		26%	21%	17%
Animation	19%		21%	19%	11%
Family entertainment	19%		20%	20%	16%
British Drama	16%		16%	16%	12%
Drama	14%		14%	13%	15%
Sports	14%		16%	14%	10%
Quiz/Game Shows	13%		14%	14%	8%
Music	12%		12%	12%	8%
Films	11%		12%	11%	9%
British comedy	10%		11%	10%	12%
British soaps	9%		9%	9%	7%
DIY/home/garden improvement	9%		10%	9%	4%
None of these	6%		5%	7%	6%
Don't know	20%		11%	23%	50%