



38 Degrees
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London
EC1R 0NE

Sabrina Basran
Project Manager
Competition and Markets Authority
Victoria House
Southampton Row
London
WC1B 4AD

24 October 2017

Dear Ms. Basran,

38 Degrees is a campaigning community which brings together millions of ordinary people from across the UK. Over 300,000 of our members have taken part in a campaign to stop 21st Century Fox's proposed takeover of Sky. More than 45,000 38 Degrees members have made individual submissions directly to CMA's investigation of the 21st Century Fox/Sky merger.

This submission, from the 38 Degrees office, supplements and supports those individual submissions from 38 Degrees members. It consists of 3 rounds of public opinion polling commissioned by 38 Degrees, funded by donations from 38 Degrees members - and conducted by independent polling company YouGov. It is relevant to your investigations as it demonstrates that the concerns submitted by our members relating to media plurality and broadcasting standards reflect broader public opinion on both topics.

Assessment of impact on media plurality

As identified in the CMA's issues statement, published 10 October 2017, one of the areas assessed under your investigation will be 'whether there will be a sufficient plurality of persons with control of the media enterprises serving audiences in the UK following the Transaction'.

In relation to media plurality, we'd like to highlight the following results from our public opinion polling:

1. Consistently large numbers of the public surveyed in March, July and now October of this year, believe the merger would give Rupert Murdoch too much power over UK's media. The most recent round of YouGov polling we commissioned identified that 66% of the public feel this would be the case.
2. More than 61% of the public believe that Rupert Murdoch currently has too much power and influence over British politics – this compares to just 1% of people who believe that, through his media ownership, he hasn't got enough influence.

Assessment of impact on broadcasting standards

With respect to the CMA's investigation on "whether the merged entity post-Transaction will have a genuine commitment to broadcasting standards objectives", YouGov's polling indicated:

1. 68% of the public do not believe that Rupert Murdoch and his company can be trusted to have a commitment to neutral and fair reporting at Sky News.
2. 61% of the public do not believe Rupert Murdoch and his companies can be trusted to uphold corporate standards –for example by ensuring their employees are treated fairly, will not experience racial or sexual discrimination, and his companies do not engage in criminal activities.

We believe that, taken together, these poll results provide strong evidence that the British public are against the acquisition of Sky by 21st Century Fox.

The full results tables from all three rounds of polling are attached to this letter.

Yours sincerely,

Maggie Chao
Campaigner



"Daily Polling"

FIELDWORK DATES: 8TH - 9TH MARCH 2017

Prepared by YouGov plc

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YouGov / 38 Degrees Survey Results

Sample Size: 1603 GB Adults
Fieldwork: 19th - 20th October 2017

	Vote in 2017			EU Ref 2016		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	1603	550	526	98	608	659	779	824	181	675	380	367	914	689	215	519	343	386	139	
Unweighted Sample	1603	580	561	108	732	687	690	913	144	684	434	341	995	608	146	543	374	392	148	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Rupert Murdoch, through his company News UK, currently owns a number of popular media outlets including the newspapers The Sun, The Times and The Sunday Times in the UK, and Fox News in the US. He also formerly owned News of the World. Through his other company 21st Century Fox, he has recently put in a bid to take 100% ownership of television company 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 would give Rupert Murdoch too much power over the UK's media	66	64	77	70	75	66	66	67	61	63	67	76	69	63	65	67	65	67	71
Giving 21st Century Fox 100% ownership of Sky would NOT give Rupert Murdoch too much power over the UK's media	7	9	3	9	5	9	10	4	8	7	8	4	7	6	8	6	8	6	8
Don't know	27	27	20	21	20	25	24	29	31	30	25	20	23	31	26	27	28	28	21

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	8	11	5	7	6	10	11	6	8	10	10	3	8	8	8	7	10	7	10
Should NOT be allowed	69	68	76	74	76	69	71	67	65	63	70	80	71	65	66	69	69	68	71
Don't know	23	20	19	20	17	20	19	28	27	27	20	17	20	27	26	24	22	24	18

Sample Size: 1603 GB Adults
Fieldwork: 19th - 20th October 2017

	Vote in 2017			EU Ref 2016		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	1603	550	526	98	608	659	779	824	181	675	380	367	914	689	215	519	343	386	139
Unweighted Sample	1603	580	561	108	732	687	690	913	144	684	434	341	995	608	146	543	374	392	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The markets watchdog, the Competition and Markets Authority (CMA) is currently investigating Rupert Murdoch's 21st Century Fox/Sky merger. They will then recommend whether the deal should go ahead. As part of their investigation, they'll report on whether Rupert Murdoch and his company 21st Century Fox will have a commitment to broadcasting standards, including a commitment to press neutrality and fair and unbiased reporting at Sky News.

Taking everything into account, do you feel that Rupert Murdoch and his company can or cannot be trusted to have a commitment to fair and neutral reporting at Sky News?

CAN be trusted	5	6	3	5	4	6	7	3	4	5	9	2	5	5	8	6	4	5	3
CANNOT be trusted	68	64	77	73	77	66	73	64	65	64	67	79	70	66	62	69	68	69	72
Don't know	27	29	20	22	19	28	20	33	32	31	24	19	25	29	29	26	28	26	25

The CMA will also report on whether Rupert Murdoch, through his company 21st Century Fox will have a commitment to corporate standards, for example by ensuring their employees are treated fairly, will not experience racial or sexual discrimination, and his companies do not engage in criminal activities.

Taking everything into account, do you feel that Rupert Murdoch and his companies can or cannot be trusted to uphold these corporate standards?

CAN be trusted	8	11	4	7	7	9	9	6	8	8	9	6	9	6	9	9	6	7	9
CANNOT be trusted	61	55	69	66	69	58	67	56	55	59	62	68	62	61	57	61	65	58	67
Don't know	31	34	26	27	24	33	24	37	36	33	30	26	29	33	34	30	29	35	25

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

Too much influence	61	57	71	68	73	59	65	58	53	59	61	70	65	56	59	63	60	61	63
Not enough influence	1	1	1	0	0	1	2	0	5	1	0	0	1	1	0	0	3	1	1
About the right amount of influence	6	8	3	8	4	8	6	5	2	5	8	4	5	6	4	5	6	7	2
Not applicable, I do not feel Rupert Murdoch has any influence over British Politics	8	12	5	4	5	11	8	8	7	8	8	9	7	9	9	7	9	8	10
Don't know	24	22	20	20	18	21	19	29	33	27	22	17	21	28	28	24	23	23	24

YouGov / 38 Degrees Survey Results

Sample Size: 1648 GB Adults
Fieldwork: 5th - 6th July 2017

	Vote in 2017			EU Ref 2016		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 1648	565	541	101	648	704	798	850	191	704	407	346	939	709	221	534	353	397	143
Unweighted Sample 1648	544	584	120	744	708	732	916	165	666	443	374	996	652	133	578	355	415	167
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

8-9 March | 5-6 July

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 also formerly owned the News of the World. Through his other company, 21st Century Fox, he has recently put in a bid to take 100% ownership over television company 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 would give Rupert Murdoch too much power over the UK's media	67	74	73	82	86	86	71	78	70	74	69	75	83	78	69	80	72	73	71	80
Giving 21st Century Fox 100% ownership of Sky would NOT give Rupert Murdoch too much power over the UK's media	9	7	10	4	6	3	10	8	6	3	9	6	5	7	7	8	8	7	5	6
Don't know	24	19	17	14	8	12	19	15	24	22	22	19	12	16	24	12	20	20	24	14

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	7	7	10	4	4	3	10	8	6	5	7	7	7	7	7	12	8	7	3	6
Should NOT be allowed	69	76	76	83	87	87	74	79	73	74	71	79	85	79	72	76	75	77	74	85
Don't know	24	17	14	13	9	9	16	13	21	21	21	14	8	14	21	12	17	16	22	10

Sample Size: 1648 GB Adults
Fieldwork: 5th - 6th July 2017

	Vote in 2017			EU Ref 2016		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	1648	565	541	101	648	704	798	850	191	704	407	346	939	709	221	534	353	397	143
Unweighted Sample	1648	544	584	120	744	708	732	916	165	666	443	374	996	652	133	578	355	415	167
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The Culture Secretary Karen Bradley is currently deciding whether Rupert Murdoch's proposed Sky takeover bid should go ahead. One of her options is to ask the Competition and Markets Authority (CMA) to carry out an investigation into whether the takeover would harm media diversity in the UK - because it could concentrate more media ownership in Rupert Murdoch's hands and reduce the range of media owners in the UK. Do you think Karen Bradley should or should not ask the CMA to launch an investigation of Rupert Murdoch's Sky takeover bid?

Should launch an investigation	76	77	82	89	89	72	77	74	77	73	77	79	79	70	78	75	74	72	85
Should NOT launch an investigation	6	9	2	3	3	9	7	4	4	4	7	8	6	5	5	6	7	4	6
Don't know	19	13	16	8	9	19	16	22	18	23	17	13	15	24	17	19	19	24	9

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

	8-9 March	5-6 July																		
Too much influence	60	67	60	80	78	82	61	71	63	70	65	66	71	70	62	68	66	67	63	82
Not enough influence	1	1	1	1	1	0	1	0	1	1	1	0	0	1	0	1	1	1	0	1
About the right amount of influence	5	8	14	2	6	4	11	10	5	5	7	9	8	7	8	8	8	7	7	6
Not applicable, I do not feel Rupert Murdoch has any influence over British Politics	10	7	10	5	4	4	10	6	8	6	6	8	10	7	8	15	6	7	7	3
Don't know	24	18	15	12	11	11	17	12	22	18	21	17	10	15	21	9	20	18	23	8