

YouGov Survey Results

Opinion of Journalists

Prepared for Press Gazette

Sample Size: 2178

Fieldwork: 07-11 January 2005

%

Do you agree or disagree with the statement: 'Journalism makes a positive contribution to life in Britain'?

Agree strongly	8
Agree	44
Disagree	25
Disagree strongly	7
Don't know / no opinion	16
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"agree strongly" plus "agree"	52
"Disagree strongly" plus "disagree"	32

Thinking of the Tsunami (Indian Ocean disaster) appeal, how much were you influenced to donate by the reports from journalists in the press and/or on TV and Radio?

Journalists' reports strongly influenced me to donate	28
Journalists' reports slightly influenced me to donate	19
Journalists' reports did not influence me	29
I have not (yet) made a donation	23
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"influenced strongly" plus "influenced slightly"	47