

**Humanitarian Disasters Survey**  
**ONLINE Fieldwork : 14th January 2011 - 16th January 2011**

Table 1

**Q1. Thinking about the last year, where have you seen or heard coverage about humanitarian disasters overseas (e.g. earthquakes or floods)?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Television	1884	887	997	206	279	343	336	295	425	522	538	389	436	159	83	223	167	181	140	98	182	215	252	184	306	735
	92%	88%	95%	84%	85%	88%	96%	96%	99%	94%	90%	90%	92%	89%	90%	92%	92%	95%	88%	90%	95%	83%	96%	99%	90%	91%
Newspapers	1371	649	721	157	194	251	218	217	335	405	395	274	297	126	59	144	110	136	119	63	129	175	181	129	220	535
	67%	65%	69%	64%	59%	64%	63%	70%	78%	73%	66%	64%	63%	71%	63%	60%	61%	72%	75%	58%	67%	68%	69%	69%	65%	66%
Radio	979	481	498	113	155	171	160	166	214	328	285	194	171	78	48	89	76	102	76	46	97	105	144	117	178	420
	48%	48%	48%	46%	47%	44%	46%	54%	50%	59%	48%	45%	36%	44%	52%	37%	42%	54%	48%	43%	50%	41%	55%	63%	53%	52%
Charity advertising (e.g. posters, flyers etc)	538	220	318	71	72	84	81	93	138	176	157	82	123	49	18	51	47	61	47	18	54	73	74	46	91	197
	26%	22%	30%	29%	22%	21%	23%	30%	32%	32%	26%	19%	26%	27%	19%	21%	26%	32%	30%	17%	28%	28%	28%	25%	27%	24%
Social Media (e.g. Facebook, Twitter etc)	338	147	192	78	81	59	37	44	40	92	109	59	78	43	14	36	34	42	17	11	13	70	31	26	58	132
	16%	15%	18%	32%	25%	15%	11%	14%	9%	17%	18%	14%	17%	24%	15%	15%	19%	22%	11%	11%	7%	27%	12%	14%	17%	16%
Other	126	60	66	15	17	25	11	25	33	42	44	9	31	5	6	9	10	10	10	7	9	15	24	20	23	50
	6%	6%	6%	6%	5%	6%	3%	8%	8%	8%	7%	2%	6%	3%	6%	4%	5%	5%	6%	7%	5%	6%	9%	11%	7%	6%
None of these	76	49	27	26	29	12	5	4	-	7	32	17	20	5	4	13	4	4	5	9	7	16	5	3	9	28
	4%	5%	3%	10%	9%	3%	2%	1%	-	1%	5%	4%	4%	3%	5%	5%	2%	2%	3%	8%	4%	6%	2%	1%	3%	3%

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Table 2

**Q2. Which of the following issues or events, if any, do you recall seeing or hearing about in the last 12 months?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Haiti earthquake	1842	893	949	189	279	351	319	294	411	505	532	390	414	161	79	198	170	178	147	97	179	207	249	178	299	721
	90%	89%	91%	77%	85%	90%	91%	96%	95%	91%	89%	91%	88%	90%	85%	82%	94%	94%	92%	90%	93%	80%	95%	95%	89%	89%
Australian floods	1667	822	845	171	244	328	286	270	369	443	482	350	392	153	73	186	141	160	138	99	151	184	223	160	276	656
	81%	82%	81%	69%	74%	84%	82%	88%	86%	80%	81%	81%	83%	86%	78%	77%	78%	84%	87%	91%	79%	71%	85%	85%	82%	81%
Pakistan flooding	1547	744	803	159	227	274	268	258	361	438	456	301	352	140	68	161	139	157	123	85	138	178	217	140	252	593
	75%	74%	77%	64%	69%	70%	77%	84%	84%	79%	77%	70%	75%	79%	73%	67%	77%	83%	77%	78%	72%	69%	83%	75%	74%	73%
Haiti cholera epidemic	1211	569	643	96	155	213	203	223	321	334	351	243	285	115	53	125	106	113	88	61	107	124	195	123	195	459
	59%	57%	61%	39%	47%	55%	58%	73%	74%	60%	59%	56%	60%	65%	58%	52%	58%	60%	55%	56%	56%	48%	74%	66%	58%	57%
A charity fundraising appeal for starving people	816	342	474	103	118	122	138	151	183	229	229	158	199	81	39	76	77	87	60	45	63	88	123	77	129	276
	40%	34%	45%	42%	36%	31%	39%	49%	43%	41%	38%	37%	42%	46%	42%	31%	43%	46%	38%	41%	33%	34%	47%	41%	38%	34%
A charity fundraising appeal specifically for children affected by disasters	661	306	356	93	88	106	99	122	153	216	179	112	155	67	35	51	51	75	54	33	48	79	104	65	109	228
	32%	30%	34%	38%	27%	27%	28%	40%	36%	39%	30%	26%	33%	37%	38%	21%	28%	39%	34%	30%	25%	31%	40%	35%	32%	28%
A charity fundraising appeal for the victims of drought	625	292	334	71	82	84	107	131	150	189	182	116	138	73	34	59	51	68	44	27	49	73	87	59	108	201
	30%	29%	32%	29%	25%	22%	31%	42%	35%	34%	31%	27%	29%	41%	37%	25%	28%	36%	28%	25%	26%	28%	33%	31%	32%	25%
A charity fundraising appeal for the victims of conflict	539	275	264	54	77	74	81	105	148	162	145	106	126	65	21	43	39	51	32	26	37	61	106	59	75	189
	26%	27%	25%	22%	23%	19%	23%	34%	34%	29%	24%	25%	27%	36%	22%	18%	22%	27%	20%	24%	19%	24%	40%	31%	22%	23%
None of these	74	41	33	24	22	8	7	5	7	7	27	14	25	1	6	15	4	5	5	4	5	20	5	4	15	26
	4%	4%	3%	10%	7%	2%	2%	1%	2%	1%	5%	3%	5%	1%	6%	6%	2%	3%	3%	3%	2%	8%	2%	2%	5%	3%

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Table 3

**Q3. Thinking in particular of children affected by humanitarian disasters, by comparison with other disaster victims, do you think there is generally too much media coverage about children, too little media coverage or is it about right?**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Too much	353	218	135	56	53	68	72	44	60	86	121	65	81	23	16	57	31	31	20	19	45	38	36	37	55	151
	17%	22%	13%	23%	16%	17%	21%	14%	16%	20%	15%	17%	13%	18%	24%	17%	16%	12%	18%	24%	15%	14%	20%	16%	19%	
Too little	265	128	137	40	52	54	45	31	42	68	78	58	61	39	14	35	20	22	14	12	16	46	23	23	41	109
	13%	13%	13%	16%	16%	14%	13%	10%	10%	12%	13%	13%	13%	22%	15%	15%	11%	12%	9%	11%	9%	18%	9%	12%	12%	13%
About right	1189	540	649	105	177	210	198	199	301	349	316	261	263	104	45	126	106	112	102	65	107	135	179	109	201	450
	58%	54%	62%	43%	54%	54%	57%	65%	70%	63%	53%	61%	56%	58%	49%	52%	58%	59%	64%	60%	56%	52%	68%	58%	59%	56%
Don't know	243	119	125	45	46	57	34	34	27	50	80	47	67	13	17	23	24	25	24	13	23	39	25	18	41	100
	12%	12%	12%	18%	14%	15%	10%	11%	6%	9%	13%	11%	14%	7%	19%	10%	13%	13%	15%	12%	12%	15%	9%	10%	12%	12%

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Table 4

**Q4. Generally speaking, do you think media reporting of humanitarian response to each of the following has been mainly positive stories or mainly negative stories, or do you think it is portrayed neutrally? Summary**

Absolutes/col percents

**Base : All respondents**

	Haiti earthquake	Pakistan floods	Children in Haiti	Children in Pakistan
Unweighted Base	2051	2051	2051	2051
Weighted Base	2051	2051	2051	2051
Positive	652 32%	501 24%	603 29%	386 19%
Negative	471 23%	440 21%	418 20%	389 19%
Neutral	866 42%	920 45%	842 41%	881 43%
Haven't seen or heard of this	62 3%	189 9%	187 9%	395 19%

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Table 5

**Q4. Generally speaking, do you think media reporting of humanitarian response to each of the following has been mainly positive stories or mainly negative stories, or do you think it is portrayed neutrally? Haiti earthquake**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Positive	652	298	353	77	77	100	111	92	196	197	168	117	170	56	34	97	60	56	37	36	60	80	92	42	96	265
	32%	30%	34%	31%	23%	26%	32%	30%	45%	36%	28%	27%	36%	31%	37%	40%	33%	30%	23%	33%	31%	35%	22%	29%	33%	
Negative	471	237	234	75	76	88	81	69	82	141	156	89	86	33	21	49	45	31	39	24	45	68	66	50	73	200
	23%	24%	22%	30%	23%	23%	23%	22%	19%	25%	26%	21%	18%	19%	23%	20%	25%	16%	24%	22%	23%	26%	25%	27%	21%	25%
Neutral	866	437	428	73	165	190	150	141	147	206	253	213	193	85	35	89	71	99	78	42	79	96	102	90	154	332
	42%	44%	41%	30%	50%	49%	43%	46%	34%	37%	43%	49%	41%	48%	37%	37%	39%	52%	49%	39%	41%	37%	39%	48%	46%	41%
Haven't seen or heard of this	62	32	30	22	10	11	6	7	6	10	18	11	23	4	3	5	5	3	6	6	9	14	3	5	15	14
	3%	3%	3%	9%	3%	3%	2%	2%	1%	2%	3%	3%	5%	2%	3%	2%	3%	2%	3%	6%	5%	5%	1%	2%	4%	2%

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Table 6

**Q4. Generally speaking, do you think media reporting of humanitarian response to each of the following has been mainly positive stories or mainly negative stories, or do you think it is portrayed neutrally? Pakistan floods**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Positive	501	249	252	55	65	71	94	69	147	150	122	85	144	49	25	83	50	45	33	25	42	61	58	31	75	189
	24%	25%	24%	22%	20%	18%	27%	22%	34%	27%	21%	20%	30%	27%	27%	34%	28%	24%	20%	23%	22%	24%	22%	17%	22%	23%
Negative	440	193	248	77	72	82	63	68	79	122	145	78	96	38	21	42	42	34	39	23	29	67	63	44	75	177
	21%	19%	24%	31%	22%	21%	18%	22%	18%	22%	24%	18%	20%	21%	22%	17%	23%	18%	25%	21%	15%	26%	24%	23%	22%	22%
Neutral	920	460	461	77	159	194	162	146	182	239	276	213	192	85	34	97	73	103	67	52	94	102	129	84	150	370
	45%	46%	44%	31%	49%	50%	47%	47%	42%	43%	46%	50%	41%	48%	36%	40%	40%	55%	42%	48%	49%	40%	49%	45%	45%	46%
Haven't seen or heard of this	189	104	85	38	32	43	29	25	23	43	52	55	39	7	13	20	16	7	21	9	28	28	13	28	37	74
	9%	10%	8%	15%	10%	11%	8%	8%	5%	8%	9%	13%	8%	4%	15%	8%	9%	4%	13%	8%	14%	11%	5%	15%	11%	9%

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Table 7

**Q4. Generally speaking, do you think media reporting of humanitarian response to each of the following has been mainly positive stories or mainly negative stories, or do you think it is portrayed neutrally? Children in Haiti**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Positive	603	275	328	74	79	85	99	87	180	183	155	106	158	51	33	87	56	51	39	31	63	71	87	35	91	236
	29%	27%	31%	30%	24%	22%	28%	28%	42%	33%	26%	25%	34%	28%	35%	36%	31%	27%	24%	29%	33%	28%	33%	18%	27%	29%
Negative	418	204	215	69	65	86	70	66	62	112	138	86	83	38	19	42	40	39	32	21	28	64	49	46	72	171
	20%	20%	21%	28%	20%	22%	20%	22%	14%	20%	23%	20%	18%	21%	20%	18%	22%	20%	20%	20%	15%	25%	19%	25%	21%	21%
Neutral	842	424	418	66	151	184	153	120	168	214	243	200	184	80	33	85	68	88	75	43	83	96	105	87	142	335
	41%	42%	40%	27%	46%	47%	44%	39%	39%	39%	41%	46%	39%	45%	36%	35%	37%	46%	47%	40%	43%	37%	40%	46%	42%	41%
Haven't seen or heard of this	187	102	85	37	33	35	26	35	21	44	59	38	46	10	8	27	18	12	13	13	18	28	22	19	33	68
	9%	10%	8%	15%	10%	9%	8%	11%	5%	8%	10%	9%	10%	5%	9%	11%	10%	6%	8%	12%	9%	11%	8%	10%	10%	8%

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Table 8

**Q4. Generally speaking, do you think media reporting of humanitarian response to each of the following has been mainly positive stories or mainly negative stories, or do you think it is portrayed neutrally? Children in Pakistan**

Absolutes/col percents

Base : All respondents

	Gender		Age						SEG				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Positive	386	184	202	45	59	60	63	50	110	112	96	74	104	38	21	64	39	38	27	24	25	44	44	21	58	152
	19%	18%	19%	18%	18%	15%	18%	16%	26%	20%	16%	17%	22%	22%	23%	27%	21%	20%	22%	13%	17%	17%	11%	17%	19%	
Negative	389	178	210	75	59	59	71	61	64	102	128	74	85	42	15	34	36	38	28	20	31	54	51	40	72	145
	19%	18%	20%	30%	18%	15%	20%	20%	15%	18%	21%	17%	18%	23%	16%	14%	20%	20%	17%	19%	16%	21%	20%	21%	21%	18%
Neutral	881	434	447	73	149	191	152	129	186	240	261	194	187	73	37	96	68	87	70	51	88	110	115	86	144	354
	43%	43%	43%	30%	46%	49%	44%	42%	43%	43%	44%	45%	40%	41%	40%	40%	37%	46%	44%	47%	46%	43%	44%	46%	43%	44%
Haven't seen or heard of this	395	208	186	53	62	79	63	68	71	100	110	89	96	26	19	47	38	26	34	14	47	50	53	40	63	159
	19%	21%	18%	22%	19%	20%	18%	22%	16%	18%	18%	21%	20%	14%	21%	19%	21%	14%	21%	13%	24%	19%	20%	22%	19%	20%



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Table 9

**Q5. How do you feel about the level of coverage that voluntary or charity organisations receive in the media for their work in tackling humanitarian disasters?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
There is too much coverage	291	171	121	46	40	57	56	43	49	82	94	54	61	24	18	44	33	23	19	9	29	44	19	29	59	120
	14%	17%	12%	19%	12%	15%	16%	14%	11%	15%	16%	13%	13%	13%	19%	18%	18%	12%	12%	9%	15%	17%	7%	16%	18%	15%
There is too little coverage	630	294	336	86	104	115	103	94	128	189	206	104	131	65	19	68	47	69	41	41	51	79	88	63	90	253
	31%	29%	32%	35%	32%	30%	30%	31%	30%	34%	35%	24%	28%	37%	20%	28%	26%	36%	25%	38%	27%	31%	33%	34%	27%	31%
There is about the right amount of coverage	1130	540	590	114	184	217	190	170	254	283	295	273	280	89	56	129	101	98	100	58	112	135	156	94	189	437
	55%	54%	56%	47%	56%	56%	54%	55%	59%	51%	50%	63%	59%	50%	60%	54%	56%	52%	63%	54%	59%	52%	59%	51%	56%	54%

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Table 10

**Q6. Have you been prompted to take any action regarding humanitarian disasters due to media coverage?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
I have not taken any action	906	512	394	123	149	167	179	127	160	188	274	206	238	59	48	121	88	84	84	53	92	105	88	84	146	370
	44%	51%	38%	50%	45%	43%	51%	41%	37%	34%	46%	48%	50%	33%	52%	50%	48%	44%	52%	49%	48%	41%	33%	45%	43%	46%
I have donated money to a charity	745	296	449	68	110	133	112	124	197	262	215	124	143	90	28	79	53	76	46	37	66	81	117	73	123	292
	36%	29%	43%	28%	34%	34%	32%	40%	46%	47%	36%	29%	30%	50%	30%	33%	29%	40%	29%	34%	34%	31%	44%	39%	36%	36%
I have discussed with friends and/or family	594	245	348	68	94	112	88	102	130	179	183	112	120	69	20	57	52	53	37	26	38	92	96	54	89	220
	29%	24%	33%	28%	29%	29%	25%	33%	30%	32%	31%	26%	25%	38%	22%	24%	29%	28%	23%	23%	20%	36%	36%	29%	26%	27%
I have watched a documentary or read an article	546	221	325	55	62	80	81	100	167	172	156	89	129	53	17	46	43	46	39	28	36	72	109	57	75	191
	27%	22%	31%	22%	19%	21%	23%	32%	39%	31%	26%	21%	27%	30%	18%	19%	24%	24%	25%	25%	19%	28%	42%	31%	22%	24%
I have found out more information about the disaster	219	106	113	35	39	37	26	33	47	66	79	37	36	27	6	18	19	20	10	16	17	32	37	18	33	86
	11%	11%	11%	14%	12%	10%	8%	11%	11%	12%	13%	9%	8%	15%	6%	7%	10%	10%	6%	15%	9%	12%	14%	9%	10%	11%
I have commented online, tweeted, emailed or blogged	88	46	42	15	18	22	13	5	16	22	25	21	20	16	-	9	8	7	5	4	4	18	17	1	15	32
	4%	5%	4%	6%	5%	6%	4%	2%	4%	4%	4%	5%	4%	9%	-	4%	5%	4%	3%	4%	2%	7%	6%	1%	4%	4%
I have volunteered	33	20	13	13	5	6	3	4	1	17	10	2	5	2	1	3	1	5	2	3	-	10	6	2	6	15
	2%	2%	1%	5%	2%	2%	1%	1%	*	3%	2%	*	1%	1%	1%	1%	3%	1%	3%	-	4%	2%	1%	2%	2%	
I have visited a disaster area	12	6	5	5	6	1	*	-	-	6	5	-	1	1	*	-	-	2	-	1	3	1	3	-	1	5
	1%	1%	1%	2%	2%	*	*	-	-	1%	1%	-	*	*	-	-	1%	-	1%	2%	*	1%	-	*	1%	
Other	31	19	12	4	5	5	3	11	3	7	9	5	10	1	1	-	1	6	3	2	3	4	8	2	2	14
	2%	2%	1%	2%	1%	1%	1%	4%	1%	1%	2%	1%	2%	*	1%	-	*	3%	2%	2%	2%	1%	3%	1%	1%	2%

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Table 11

**Q7. How strongly do you agree or disagree with each of the following statements?**  
**Summary**

Absolutes/col percents

Base : All respondents

		News coverage of humanitarian disasters is generally fair and neutral	I find media coverage of children affected by disasters particularly compelling	I am likely to donate to appeals from charities following natural disasters	I find media coverage of humanitarian disasters distressing and I try to avoid it	I find media coverage focused on an individual or family most compelling, particularly when the story is revisited later	Media coverage of humanitarian disasters is often too sentimental or sensationalist, when it should simply report the facts
Unweighted Base		2051	2051	2051	2051	2051	2051
Weighted Base		2051	2051	2051	2051	2051	2051
Agree strongly	(4)	186 9%	196 10%	143 7%	128 6%	157 8%	338 16%
Agree	(3)	1409 69%	1059 52%	901 44%	523 26%	1038 51%	866 42%
Disagree	(2)	402 20%	703 34%	778 38%	1212 59%	729 36%	788 38%
Disagree strongly	(1)	54 3%	94 5%	228 11%	188 9%	128 6%	59 3%
Mean		2.84	2.66	2.47	2.29	2.60	2.72
Standard deviation		0.61	0.71	0.78	0.72	0.72	0.77
Standard error		0.01	0.02	0.02	0.02	0.02	0.02

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Table 12

**Q7. How strongly do you agree or disagree with each of the following statements?**  
**News coverage of humanitarian disasters is generally fair and neutral**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740	
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811	
Agree strongly	(4)	186 9%	91 9%	95 9%	30 12%	22 7%	35 9%	25 7%	33 11%	40 9%	63 11%	29 5%	36 8%	57 12%	17 9%	7 7%	31 13%	12 6%	21 11%	15 9%	4 4%	15 8%	27 10%	24 9%	15 8%	20 6%	79 10%
Agree	(3)	1409 69%	676 67%	733 70%	136 55%	232 71%	277 71%	243 70%	208 68%	313 73%	383 69%	422 71%	305 71%	300 64%	134 75%	66 71%	161 67%	131 72%	129 68%	110 69%	81 74%	133 69%	170 66%	172 65%	122 65%	255 76%	540 67%
Disagree	(2)	402 20%	214 21%	188 18%	74 30%	67 20%	69 18%	68 20%	60 20%	64 15%	97 18%	127 21%	78 18%	100 21%	25 14%	14 15%	43 18%	34 19%	36 19%	34 21%	22 20%	41 21%	51 20%	59 22%	43 23%	56 16%	175 22%
Disagree strongly	(1)	54 3%	24 2%	30 3%	6 2%	7 2%	8 2%	13 4%	6 2%	14 3%	10 2%	17 3%	11 3%	15 3%	3 2%	6 2%	5 2%	4 2%	3 2%	1 *	2 2%	3 2%	11 4%	9 3%	8 4%	8 2%	17 2%
Mean		2.84	2.83	2.85	2.78	2.82	2.87	2.80	2.87	2.88	2.90	2.78	2.85	2.84	2.92	2.79	2.91	2.83	2.89	2.87	2.80	2.83	2.82	2.80	2.77	2.85	2.84
Standard deviation		0.61	0.61	0.60	0.69	0.57	0.58	0.61	0.61	0.60	0.60	0.57	0.59	0.66	0.54	0.66	0.62	0.56	0.59	0.56	0.53	0.58	0.66	0.64	0.65	0.54	0.61
Standard error		0.01	0.02	0.02	0.05	0.03	0.03	0.03	0.03	0.02	0.03	0.04	0.03	0.04	0.07	0.04	0.04	0.04	0.04	0.05	0.05	0.04	0.04	0.05	0.03	0.02	

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Table 13

**Q7. How strongly do you agree or disagree with each of the following statements?**  
**I find media coverage of children affected by disasters particularly compelling**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740	
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811	
Agree strongly	(4)	196	81	115	26	21	38	32	26	52	61	36	42	58	25	9	35	10	21	12	8	6	35	26	9	29	62
		10%	8%	11%	11%	6%	10%	9%	9%	12%	11%	6%	10%	12%	14%	10%	15%	6%	11%	7%	7%	3%	13%	10%	5%	9%	8%
Agree	(3)	1059	472	586	130	178	194	151	149	256	264	312	214	269	103	33	118	101	87	91	56	99	140	135	95	165	406
		52%	47%	56%	53%	54%	50%	43%	48%	60%	48%	52%	50%	57%	58%	35%	49%	56%	46%	57%	52%	52%	54%	51%	51%	49%	50%
Disagree	(2)	703	393	310	81	115	143	141	117	105	212	219	148	124	47	43	75	63	73	52	44	68	76	93	69	132	297
		34%	39%	30%	33%	35%	37%	40%	38%	24%	38%	37%	34%	26%	26%	46%	31%	35%	38%	33%	41%	35%	30%	35%	37%	39%	37%
Disagree strongly	(1)	94	58	35	8	14	14	25	16	17	28	27	21	2	8	13	7	9	5	*	19	7	9	14	12	46	
		5%	6%	3%	3%	4%	4%	7%	5%	4%	3%	5%	6%	4%	1%	8%	5%	5%	3%	*	10%	3%	3%	8%	4%	6%	
Mean		2.66	2.57	2.75	2.71	2.63	2.66	2.54	2.61	2.80	2.67	2.60	2.63	2.77	2.85	2.47	2.73	2.63	2.63	2.69	2.66	2.48	2.78	2.68	2.52	2.62	2.60
Standard deviation		0.71	0.72	0.69	0.70	0.67	0.70	0.76	0.72	0.69	0.71	0.68	0.74	0.72	0.66	0.79	0.77	0.65	0.74	0.65	0.62	0.72	0.70	0.70	0.69	0.71	
Standard error		0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.05	0.08	0.05	0.05	0.05	0.05	0.06	0.06	0.04	0.04	0.05	0.04	0.03

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Table 14

**Q7. How strongly do you agree or disagree with each of the following statements?**  
**I am likely to donate to appeals from charities following natural disasters**

Absolutes/col percents

**Base : All respondents**

	Gender			Age						SEG				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740	
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811	
Agree strongly	(4)	143	56	87	30	26	21	14	23	30	55	40	25	23	17	4	25	6	19	11	6	8	20	19	7	19	61
		7%	6%	8%	12%	8%	5%	4%	7%	10%	7%	6%	5%	10%	4%	11%	3%	10%	7%	6%	4%	8%	8%	7%	4%	6%	8%
Agree	(3)	901	399	502	115	168	160	136	128	194	247	274	181	199	97	37	79	66	71	75	48	77	142	125	85	161	344
		44%	40%	48%	47%	51%	41%	39%	41%	45%	45%	46%	42%	42%	55%	40%	33%	36%	37%	47%	44%	40%	55%	48%	45%	48%	42%
Disagree	(2)	778	419	359	84	106	169	136	120	164	203	222	161	192	55	35	108	77	71	61	50	77	76	96	70	128	303
		38%	42%	34%	34%	32%	43%	39%	39%	38%	37%	37%	37%	41%	31%	38%	45%	42%	38%	38%	46%	40%	30%	36%	37%	38%	37%
Disagree strongly	(1)	228	131	97	17	27	40	63	38	44	49	58	64	57	9	16	29	32	28	12	4	29	20	24	25	30	102
		11%	13%	9%	7%	8%	10%	18%	12%	10%	9%	10%	15%	12%	5%	17%	12%	18%	15%	7%	4%	15%	8%	9%	13%	9%	13%
Mean		2.47	2.38	2.55	2.64	2.59	2.42	2.29	2.44	2.49	2.56	2.50	2.39	2.40	2.69	2.31	2.42	2.25	2.42	2.54	2.51	2.34	2.63	2.53	2.39	2.50	2.45
Standard deviation		0.78	0.78	0.77	0.78	0.76	0.75	0.80	0.80	0.77	0.79	0.76	0.81	0.76	0.71	0.81	0.83	0.79	0.86	0.74	0.67	0.79	0.74	0.76	0.76	0.74	0.81
Standard error		0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.08	0.05	0.06	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.04	0.03	

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Table 15

**Q7. How strongly do you agree or disagree with each of the following statements?**  
**I find media coverage of humanitarian disasters distressing and I try to avoid it**

Absolutes/col percents

Base : All respondents

	Gender			Age						SEG				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740	
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811	
Agree strongly	(4)	128 6%	69 7%	60 6%	26 11%	24 7%	27 7%	21 6%	10 3%	19 4%	37 7%	35 6%	22 5%	34 7%	8 5%	7 8%	33 14%	7 4%	14 7%	11 3%	3 2%	3 10%	25 10%	6 2%	11 6%	12 4%	70 9%
Agree	(3)	523 26%	244 24%	279 27%	85 34%	104 32%	99 26%	86 25%	59 19%	90 21%	114 21%	141 24%	133 31%	134 28%	48 27%	26 28%	51 21%	48 27%	36 19%	54 34%	37 34%	50 26%	86 33%	51 19%	36 19%	94 28%	202 25%
Disagree	(2)	1212 59%	603 60%	609 58%	112 45%	168 51%	233 60%	195 56%	204 66%	300 70%	342 62%	372 63%	233 54%	265 56%	107 60%	43 46%	139 58%	108 60%	115 61%	86 54%	60 56%	126 66%	122 47%	183 69%	123 66%	203 60%	444 55%
Disagree strongly	(1)	188 9%	90 9%	98 9%	23 10%	32 10%	30 8%	46 13%	35 11%	21 5%	61 11%	46 8%	42 10%	38 8%	16 9%	16 18%	18 8%	18 10%	25 13%	8 5%	8 8%	12 6%	26 10%	24 9%	17 9%	29 9%	94 12%
Mean		2.29	2.29	2.29	2.46	2.37	2.32	2.24	2.14	2.25	2.23	2.28	2.31	2.35	2.27	2.26	2.41	2.24	2.20	2.43	2.32	2.23	2.43	2.15	2.23	2.26	2.31
Standard deviation		0.72	0.72	0.71	0.81	0.76	0.71	0.75	0.65	0.61	0.73	0.69	0.72	0.73	0.68	0.84	0.82	0.68	0.76	0.70	0.66	0.59	0.80	0.59	0.69	0.66	0.79
Standard error		0.02	0.02	0.02	0.06	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.08	0.05	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.05	0.04	0.03	

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Table 16

Absolutes/col percents

**Q7. How strongly do you agree or disagree with each of the following statements?****I find media coverage focused on an individual or family most compelling, particularly when the story is revisited later****Base : All respondents**

	Gender			Age						SEG				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740	
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811	
Agree strongly	(4)	157	63	94	33	23	25	22	25	30	41	30	38	15	10	20	13	26	10	7	8	22	16	11	17	59	
		8%	6%	9%	13%	7%	6%	6%	8%	7%	9%	7%	8%	8%	10%	8%	7%	14%	6%	7%	4%	8%	6%	6%	5%	7%	
Agree	(3)	1038	470	567	125	175	214	172	124	227	263	296	245	235	91	36	127	88	95	92	54	99	127	133	96	168	417
		51%	47%	54%	51%	53%	55%	49%	40%	53%	47%	50%	57%	50%	51%	39%	53%	48%	50%	58%	50%	51%	49%	50%	51%	50%	51%
Disagree	(2)	729	393	335	70	110	135	131	127	155	201	221	133	174	68	36	85	67	59	48	44	73	90	96	63	135	269
		36%	39%	32%	28%	34%	35%	38%	41%	36%	36%	37%	31%	37%	38%	39%	35%	37%	31%	30%	40%	38%	35%	37%	33%	40%	33%
Disagree strongly	(1)	128	78	50	18	20	16	23	31	19	43	37	23	25	4	11	10	13	10	9	4	13	20	18	18	17	65
		6%	8%	5%	7%	6%	4%	7%	10%	4%	8%	6%	5%	5%	2%	12%	4%	7%	5%	6%	3%	7%	8%	7%	9%	5%	8%
Mean		2.60	2.52	2.67	2.70	2.61	2.64	2.55	2.46	2.62	2.57	2.57	2.65	2.61	2.65	2.48	2.65	2.56	2.72	2.65	2.60	2.53	2.59	2.56	2.54	2.55	2.58
Standard deviation		0.72	0.73	0.70	0.79	0.71	0.67	0.71	0.79	0.68	0.76	0.71	0.69	0.71	0.66	0.84	0.69	0.73	0.76	0.69	0.67	0.68	0.75	0.71	0.75	0.67	0.74
Standard error		0.02	0.02	0.02	0.06	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.05	0.08	0.04	0.05	0.05	0.05	0.06	0.05	0.05	0.04	0.05	0.04	0.03	



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Table 17

Absolutes/col percents

**Q7. How strongly do you agree or disagree with each of the following statements?**  
**Media coverage of humanitarian disasters is often too sentimental or sensationalist, when it should simply report the facts**

**Base : All respondents**

	Gender			Age						SEG				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate	
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740	
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811	
Agree strongly	(4)	338 16%	206 20%	132 13%	42 17%	47 14%	59 15%	47 13%	63 20%	80 18%	78 14%	106 18%	75 17%	79 17%	16 9%	12 13%	55 23%	32 18%	24 12%	20 11%	12 24%	46 18%	45 13%	35 22%	40 11%	38 19%	150
Agree	(3)	866 42%	460 46%	406 39%	104 42%	154 47%	164 42%	150 43%	123 40%	171 40%	233 42%	245 41%	183 42%	204 43%	85 48%	40 44%	86 36%	67 37%	91 48%	83 52%	52 48%	60 31%	121 47%	117 45%	63 33%	142 42%	344 42%
Disagree	(2)	788 38%	318 32%	470 45%	92 37%	122 37%	159 41%	137 39%	107 35%	172 40%	226 41%	226 38%	161 37%	177 37%	74 41%	35 37%	90 38%	74 41%	66 35%	52 33%	42 39%	82 43%	83 32%	107 41%	82 44%	153 45%	289 36%
Disagree strongly	(1)	59 3%	22 2%	38 4%	9 3%	6 2%	8 2%	15 4%	14 5%	8 2%	17 3%	18 3%	13 3%	12 3%	3 2%	5 6%	10 4%	7 4%	9 5%	4 2%	3 2%	3 2%	9 3%	4 2%	2 1%	5 1%	27 3%
Mean		2.72	2.85	2.60	2.73	2.74	2.71	2.66	2.76	2.75	2.67	2.74	2.74	2.64	2.64	2.77	2.69	2.68	2.76	2.67	2.78	2.79	2.69	2.76	2.63	2.76	
Standard deviation		0.77	0.76	0.75	0.78	0.72	0.74	0.76	0.83	0.77	0.75	0.78	0.77	0.76	0.67	0.78	0.85	0.81	0.75	0.70	0.83	0.77	0.72	0.80	0.70	0.79	
Standard error		0.02	0.03	0.02	0.06	0.04	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.08	0.05	0.06	0.05	0.07	0.07	0.05	0.04	0.06	0.04	0.03	

## Humanitarian Disasters Survey

### ONLINE Fieldwork : 14th January 2011 - 16th January 2011

Table 18

**Q8. If you donated money to a cause following a humanitarian disaster in the last 12 months did you hear from the agency, to which you donated, how your money was / is being spent?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Yes, I received a personal communication	92	61	31	15	11	26	7	11	22	41	12	21	18	9	3	16	4	8	5	5	5	28	6	5	23	36
	5%	6%	3%	6%	3%	7%	2%	3%	5%	7%	2%	5%	4%	5%	3%	6%	2%	4%	3%	4%	3%	11%	2%	3%	7%	4%
Yes, I received a general communication to donors	131	64	67	15	29	33	17	24	13	55	33	29	15	18	4	17	4	15	11	5	8	21	18	11	32	59
	6%	6%	6%	6%	9%	8%	5%	8%	3%	10%	5%	7%	3%	10%	4%	7%	2%	8%	7%	4%	4%	8%	7%	6%	9%	7%
No, but I did receive a thank you response for my donation	179	85	93	31	34	29	20	31	34	61	53	33	32	21	5	17	24	23	4	8	10	27	28	11	27	78
	9%	8%	9%	13%	10%	7%	6%	10%	8%	11%	9%	8%	7%	12%	6%	7%	13%	12%	2%	7%	5%	11%	11%	6%	8%	10%
No, but I read about it on their website	121	63	58	21	23	22	18	14	23	33	40	28	21	6	5	18	12	8	6	4	16	25	15	6	21	53
	6%	6%	6%	8%	7%	6%	5%	5%	5%	6%	7%	6%	4%	4%	5%	8%	6%	4%	3%	4%	8%	10%	6%	3%	6%	6%
No, but when I donated the money I was aware where my money would be spent	360	122	238	18	42	53	62	66	118	103	120	51	87	40	17	39	26	31	26	16	30	34	56	46	57	127
	18%	12%	23%	7%	13%	14%	18%	22%	27%	19%	20%	12%	18%	23%	18%	16%	14%	16%	16%	15%	16%	13%	21%	25%	17%	16%
No, I didn't hear anything	1167	610	557	146	189	227	224	162	220	261	338	269	299	83	60	134	112	105	109	71	122	123	140	107	179	458
	57%	61%	53%	59%	58%	58%	64%	53%	51%	47%	57%	63%	63%	47%	64%	56%	62%	56%	68%	65%	63%	48%	53%	57%	53%	56%

**Humanitarian Disasters Survey**  
**ONLINE Fieldwork : 14th January 2011 - 16th January 2011**

Table 19

**Q9. Do you think media coverage of how aid is being spent in response to humanitarian disasters in the last year has generally been positive, negative or neutral?**

Absolutes/col percents

**Base : All respondents**

	Gender		Age							SEG				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorks & Hum 'side	West Midlands	East Midlands	Wales	East-ern	Lon-don	South East	South West	Pub-lic	Pri-vate
Unweighted Base	2051	924	1127	171	349	364	374	331	462	623	459	271	364	173	99	245	181	198	162	109	159	253	281	191	345	740
Weighted Base	2051	1005	1046	246	328	390	349	308	431	554	595	431	472	178	93	241	181	190	159	109	192	258	263	187	338	811
Positive	484	228	256	74	74	93	78	58	107	160	132	101	91	51	16	56	32	59	36	19	37	83	51	44	92	207
	24%	23%	24%	30%	23%	24%	22%	19%	25%	29%	22%	23%	19%	28%	17%	23%	18%	31%	22%	18%	19%	32%	19%	24%	27%	25%
Negative	545	276	268	57	64	86	96	96	145	133	164	107	140	42	24	59	53	46	43	35	58	50	77	59	81	180
	27%	27%	26%	23%	19%	22%	27%	31%	34%	24%	28%	25%	30%	23%	26%	24%	29%	24%	27%	32%	30%	19%	29%	31%	24%	22%
Neutral	1023	501	522	114	190	211	175	154	179	261	299	223	240	86	53	126	96	85	81	55	97	125	135	84	165	424
	50%	50%	50%	46%	58%	54%	50%	50%	42%	47%	50%	52%	51%	48%	57%	52%	53%	45%	51%	50%	50%	48%	51%	45%	49%	52%