



# **Conflict around the clock**

**Audience reactions to media coverage of the 2003 Iraq war**

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## **Acknowledgement**

Kam Atwal for analysis of BARB data

October 2003

ISBN: 0-9544055-3-6

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# 1 EXECUTIVE SUMMARY

## **Amount of coverage**

Approaching 37% of viewers thought the amount of coverage was 'about right', while around a third (34%) felt there was a bit too much and 27% considered there was far too much.

Viewers who did not support the war without the backing of the United Nations or who thought it wrong were more likely to feel there was far too much coverage (38% and 57% respectively).

## **Level of interest**

Despite the fact that many felt there was too much television coverage, most viewers claimed to be interested in it (77%). Those who thought the war should have happened sooner showed a stronger than average level of interest in the television coverage, as did men, 55-65+s and ABs.

Audiences for the news on the main terrestrial channels have been declining, in line with a reduction in viewing share across the board for these channels due to increased competition. But at times of world crisis and key events, there is a surge of interest in the news. News viewing in analogue terrestrial homes rose by 84%, from 171 minutes per week to 315 minutes per week after war broke out.

Despite the additional news services available to them, multichannel viewers are traditionally lighter news viewers. But during the war, news viewing in cable and satellite homes underwent a huge 145% increase, up from an average of 118 minutes per week prior to the outbreak of war, to 289 minutes.

Almost a quarter of young people (16-24s) said they hardly ever watched a main evening news programme prior to the war, but 40% claimed to be watching more once war broke out.

## **Favoured news services**

At moments of world significance, audiences tend to turn to the BBC for their coverage. Overall, BBC1's *Ten O'Clock News* was more popular than ITV1's rescheduled main evening news at 9pm, averaging a monthly audience of 6.2m viewers for March and April, compared to ITV1's 4.6 m for the same period.

ITV1 succeeded in pulling in the single largest audience on 24th March 2003 of 9.2m viewers to its 9pm programme.

Channel 4 News at 7pm attracted a peak audience of 2m viewers (roughly double normal numbers), while *Five News* at its peak achieved an audience of 0.7m.

The rolling news services came into their own as the war became a 24-hour news event. Sky News outstripped the competition from the other dedicated news channels, achieving a 29% share of all news viewing at the expense of the key public service broadcasters BBC1 and ITV1.

Sky News tended to attract younger audiences with 20% of 16-24s saying that they favoured this dedicated news channel for their coverage.

### **Impartiality**

Fifty-two per cent considered the television coverage was balanced; 24% disagreed and 24% were unsure. Those who considered there was too much television coverage were considerably less likely to regard it as balanced (39%), whereas 74% of those who thought the amount was 'about right' considered it fair to all sides.

Greater numbers (62%) thought the radio coverage was balanced.

Channel 4 and Five were regarded as showing the fairest coverage. CNN's coverage was considered the least fair with 53% perceiving it to be biased towards America and Britain. A quarter felt there was a bias towards the US and the UK on BBC1, ITV1 and Sky News.

Much stronger bias was perceived in the coverage of certain newspapers. Only 34% of readers thought *The Mirror* was fair to all parties, with 43% perceiving it to be biased against the anti-war lobby. Over four in ten readers felt that *The Daily Mail*, *The Daily Express* and *The Sun* were biased towards the USA/UK.

A minority of listeners perceived bias on Radio 4 and Radio 5 Live's news coverage towards America and Britain (16%).

Not surprisingly, the television coverage was felt to favour the Labour party; 65% felt its position regarding the war was well explained compared to the position of the Conservative party (58%) and the Liberal Democrats (48%).

### **Style and content of coverage**

Sixty-nine per cent of viewers agreed that 'embedded' reporters – reporters who worked alongside the troops – were an important and relevant way of showing the reality of war. Ten per cent more Labour voters agreed with this view (76%) than Conservatives or Liberal Democrat supporters.

Sixty-seven per cent of viewers agreed that 'embedded' reporters assisted their understanding of the war. However, just over half (52%) thought that this kind of reporting can make war seem too much like fiction and make it easy to forget that people are dying.

And there was concern over the ability of reporters travelling with troops to remain impartial. Only just over half (52%) of viewers felt that 'embedded' reporters were able to remain fair and objective in their reporting, with many unsure (33%) about their impartiality, and 15% disagreeing that they could remain impartial. To some extent 'embedded' reporters appear to have undermined audiences' confidence in the accuracy and honesty of news reports.

Fewer (36%) agreed that reporters had coloured the coverage with too much about their personality; 33% disagreed and 30% were unsure.

Views were more mixed and contradictory when it came to whether images of the prisoners of war should have been broadcast. A majority (63%) felt that the feelings of the families involved should be paramount, but a not dissimilar proportion (57%) considered it was legitimate news and with appropriate warnings should have been broadcast.

## 2 INTRODUCTION

Coverage of the war in Iraq was the most media intensive in history. During the last Gulf War, the closest television came to 'live' front-line reporting was via reporters such as John Simpson and Brent Sadler under the bombs in Baghdad. This time, satellite phones and mobile dishes meant real military engagements were being transmitted, as they happened, on 24-hour news channels across the UK, America and throughout the Arab world.

This dawning of an era of instant news has brought with it a number of new issues. To some extent, the Allied military authorities lost control of information flow. Front-line reporters were filing 'live' reports in the middle of battle, where they were unable to assess the broader picture. A spokesman for Centcom (the Allied central command in Qatar) was quoted in the *Sunday Times* on 30 March 2003 as saying: "*They're reporting every fire-fight as if it's a major incident, every pinprick as if it's a mortal wound.*" The situation was supposed to be controlled by having 'embedded' reporters travelling with and working alongside the troops. But the 'embedded personal' – some 500 reporters – were operating in a very competitive broadcast environment. In some instances they were reporting 'live', unchecked, and ahead of Centcom's press briefings. There is no doubt that this led to some inaccurate reporting. For example, the port of Umm Qsar 'fell' to British forces at least three times before it was actually taken, and the discovery of evidence of 'large scale atrocity' in a mortuary turned out to be unreturned bodies from the Iran-Iraq war.

How did the immediacy of the reporting affect viewers and listeners? Did audiences feel they were receiving a valuable service or did they have reservations about the credibility, and accuracy of the various news sources? Did they feel that reporters were able to remain objective and impartial while relying on troops for their safety and witnessing events as they unfolded at such close quarters? This research sought to understand audiences' responses to the way in which the war on Iraq was covered by the media. It also looks at news consumption and how this changed once war broke out.

Jane Sancho  
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### **3** **METHODOLOGY**

A self completion postal survey about news coverage of the war on Iraq was conducted during the week beginning 7 April 2003 using an industry panel of over 4000 viewers. This was the week when Baghdad fell to the advancing US forces. The panel are recruited to be representative of the UK population in terms of age, sex and social economic class. They are required to complete a viewing diary each week and to answer a weekly postal questionnaire about different broadcast issues. They are not primed as to the nature of the questions nor asked to change their viewing habits in any way. In most respects, therefore, they can be considered representative of the general public, although being on a panel of this kind may indicate a greater sense of public duty and conscientiousness than average.

## 4 FINDINGS

The survey sought to obtain public responses to media coverage of the war on Iraq, particularly television news coverage. In order to set responses in context, information was obtained about individuals' political allegiance and voting behaviour, as well as their attitudes towards the war in general.

In addition, analysis is provided of news viewing during the period of the war to add context to public opinion.

## 5 POLITICAL ALLEGIANCE AND VOTING BEHAVIOUR

At 59%, turnout for the 2001 General Election was the lowest since 1918. In order to encourage honesty about voting behaviour, respondents were informed that many people did not manage to vote in the General Election in 2001 and asked if they themselves had done so. The vast majority claimed that they had voted (84%), 15% said they had not and two per cent were not eligible to vote at the time. There is a reluctance on the part of the public to admit to not having voted, but it is likely that panel members are more conscientious than average.

Forty-two per cent claimed to have voted Labour, 29% Conservative, 20% Liberal Democrat with the remainder split between the minor parties (see Table 1 for the full list of responses together with the true national figures, which are broadly similar). Those aged 25-34 were far more likely to have voted Labour than Conservative (47% versus 22% respectively), as were DEs; 54% said they voted Labour compared to 23% who declared they had voted Conservative.

**TABLE 1 PARTY VOTED FOR IN 2001 GENERAL ELECTION**

Party	Total %	National Profile %
Labour	42	40.7
Conservative	29	31.7
Liberal Democrat	20	18.3
Scottish National Party	2	1.8
The UK Independence Party	2	1.5
Plaid Cymru	1	0.7
The Green Party	1	0.6
Other	3	

*Survey Base: 2,977*

Respondents were asked whether they would call themselves a very strong, fairly strong or not very strong supporter of the party they voted for in 2001. There was no difference in the stated strength of support for Labour and Conservative voters with 14% claiming to be very strong supporters, 46% fairly strong and 41% not very strong. Liberal Democrat voters were less likely to claim to be very strong supporters (6%), and more likely to claim to be not very strong followers of the party (66%). This was also the case with the minor parties.

Respondents were asked if they had since changed allegiance to the party they voted for in the 2001 General Election. Fourteen per cent said that they had, while the majority (86%) had not. Those aged 25-34 (20%) and Labour voters (21%) were most likely to have switched. The majority said they had switched allegiance more than six months ago (62%), but a significant minority (38%) claimed to have changed allegiance within the last few months or within the last few weeks, particularly young people (46% of 16-24s).

The main reason given for switching party allegiance appears to be a general disillusionment with the party (49%), or because they disagreed with party (domestic) policies (17%). But over a quarter (26%) said it was because they disagreed with their party's stance on the war with Iraq. This was especially the case for 16-24s (38%), those aged over 65 years (38%) and DEs (33%). A far higher proportion of Labour voters (30%) and Liberal Democrat voters (31%) said they had changed allegiance because they disagreed with their parties' stance on the war compared to Conservative voters (8%). (Note: caution must be used in looking at these breakdowns which involve small numbers.)

## 6 STANCE ON THE WAR

Respondents were asked what their overall attitude was towards the war on Iraq at the beginning of the war. Almost a third (30%) said that whilst they would have preferred all diplomatic avenues to have been explored further, and for any action to have happened with full United Nations support, they felt that military action was always inevitable and was probably the right thing to do. Those aged 35-44 (36%) were most likely to hold this view, as were Labour voters - 33% compared to 27% of Conservatives and Liberal Democrats.

Twenty-eight per cent thought the invasion should have happened sooner; that the Iraq regime had been ignoring the United Nations for 12 years and would have continued to play games and represent a real danger to world peace and therefore they agreed that the invasion of Iraq was the right thing to do. Men (33%) were more likely to hold this opinion than women (24%), as were Conservative voters; 37% versus 28% Labour and 23% Liberal Democrat.

Twenty-three per cent considered that while they did not support Saddam Hussain, the war was wrong on the grounds that it should only have happened with the support of the United Nations. They believed that unless the international community was prepared to treat all countries that did not comply with the United Nations resolutions the same, they could not pick and choose when to invade a country. There were no significant demographic differences amongst those holding this view, although there was a slight bias towards respondents being AB (28%). But there was a link with political allegiance. Liberal Democrats were more likely to take this stance (30%), and 39% of those who switched parties due to the war held this view.

Ten per cent of the sample said that they believed that the Americans and the British wanted the war and had not given diplomacy and the weapon inspectors enough time. However, once the invasion began they fully supported it.

And 10% thought the war a disgrace and that George Bush and Tony Blair represented a greater threat to world peace than Saddam Hussain. They believed they were always going to invade and had shown a complete disregard for the views of others and for the Iraqi people. There were no significant differences across demographic groups. Those supporting any of the minor parties were most likely to hold this view (18%), and there was a strong link with those who had switched parties due to the war (34% held this viewpoint).

## 7 INTEREST IN COVERAGE

Most viewers (77%) had some interest in news coverage of the war. Thirty-four per cent said they were very interested in it. There was a strong sex bias with 40% of men claiming high interest compared to 28% of women. And strong interest was associated with older people (41% of over 55s), and professionals (39% of ABs). A further 43% said they were quite interested in the coverage, particularly 25-34s (47%).

Interest in the war was not linked to political allegiance to any of the three main parties, although those who voted for one of the minor parties showed less interest in the news coverage (68% versus average of 79% for the three main parties). Those who thought the war should have happened sooner (46%) or who had switched political allegiance to their party because of the war (43%), showed a higher level than average (34%) of strong interest in the news coverage. Strong interest in the news coverage was also associated with the view that there was too little coverage of the war on television (65%) (see chapter 8).

Just under a quarter (23%) were either not very or not at all interested in news coverage of the war. These were more likely to be women (28%), 16-24s (33%) and DEs (27%). And they were much more likely to disapprove of the war (49%).

## 8 OPINION OF THE AMOUNT OF COVERAGE

The sample was asked what they thought generally about the amount of television coverage devoted to the war on Iraq. Approaching four in 10 viewers (37%) thought the amount of coverage was 'about right', while around a third (34%) thought there was a bit too much, and 27% thought there was far too much. Very few thought there was not enough (2%). These figures are almost identical to those gathered as part of The British Life and Internet Project<sup>1</sup>.

Those who thought there was far too much coverage were more likely to consider the war a disgrace (57%) or to hold the view that a war without the backing of the United Nations was wrong (38%).

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<sup>1</sup> *The British Life and Internet Project comprises a consortium consisting of researchers from the University of Sheffield and City University, eDigitalResearch, and the Independent Newspaper Group.*

# 9 NEWS RATINGS

In order to look at claimed news consumption in context, some analysis of the actual ratings is provided.

## 9.1 BBC1 AND ITV1 LATE EVENING NEWS

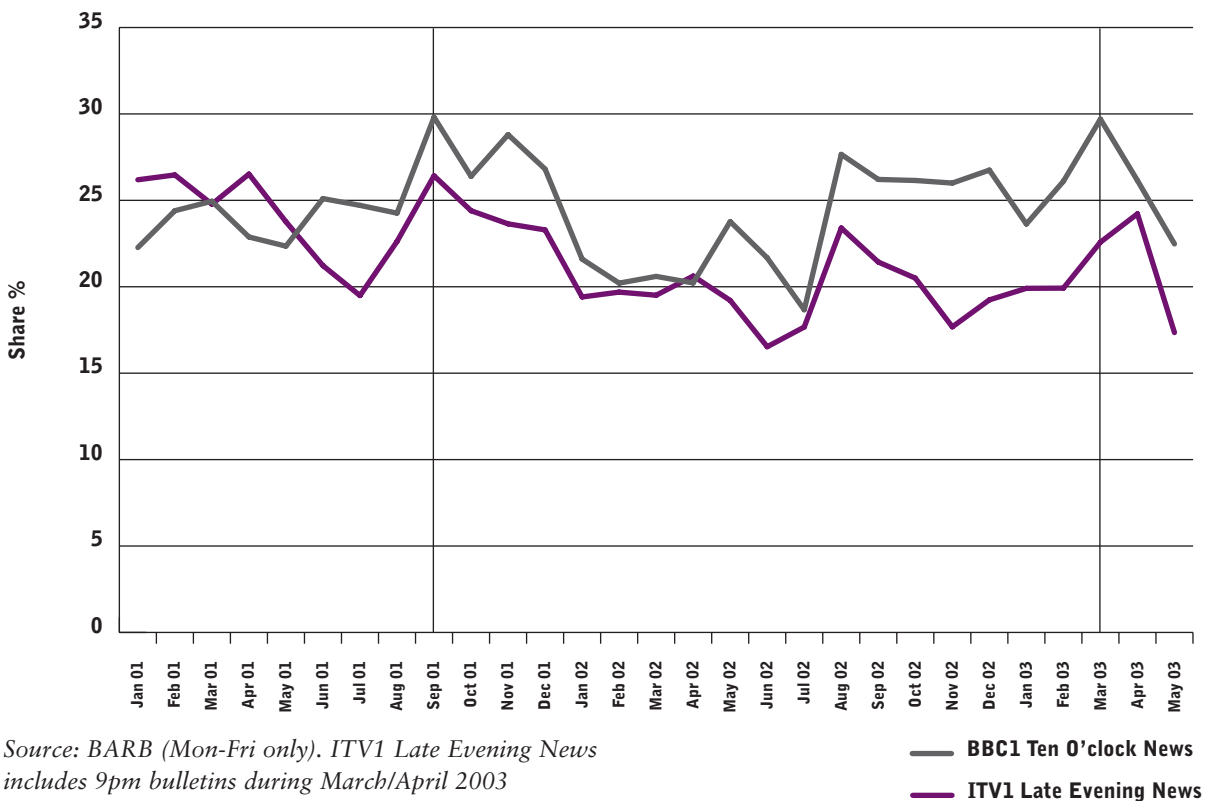
For the duration of the war, ITV1 ran its main evening bulletin at 9pm with shorter updates at the usual 10pm slot. Trends in audience share across the late evening bulletins on BBC1 & ITV1 show that overall BBC1's *Ten O'clock News* was more popular than ITV1's late evening news. See Chart 1. Figures for the chart are provided in Appendix II.

BBC1's average monthly audience peaked at 6.2m (29.7% share) in March 2003 – on par with its performance in September 2001 (5.8m, 29.8% share) when world attention was focused on the terrorist attacks on the Twin Towers in New York.

ITV1's late evening monthly news audience peaked in April 2003 with 4.6m viewers (24.2% share). On a daily basis, however, the performance of the bulletins during the war varied dramatically with ITV1's 9pm bulletin on 24 March 2003 pulling in the largest single audience of all the regular news bulletins with 9.2m viewers.

Viewing of the main evenings news for both channels tailed off after the American troops took Baghdad.

CHART 1 LATE EVENING NATIONAL NEWS PERFORMANCE: AUDIENCE SHARE



Source: BARB (Mon-Fri only). ITV1 Late Evening News includes 9pm bulletins during March/April 2003

— BBC1 Ten O'clock News  
 — ITV1 Late Evening News

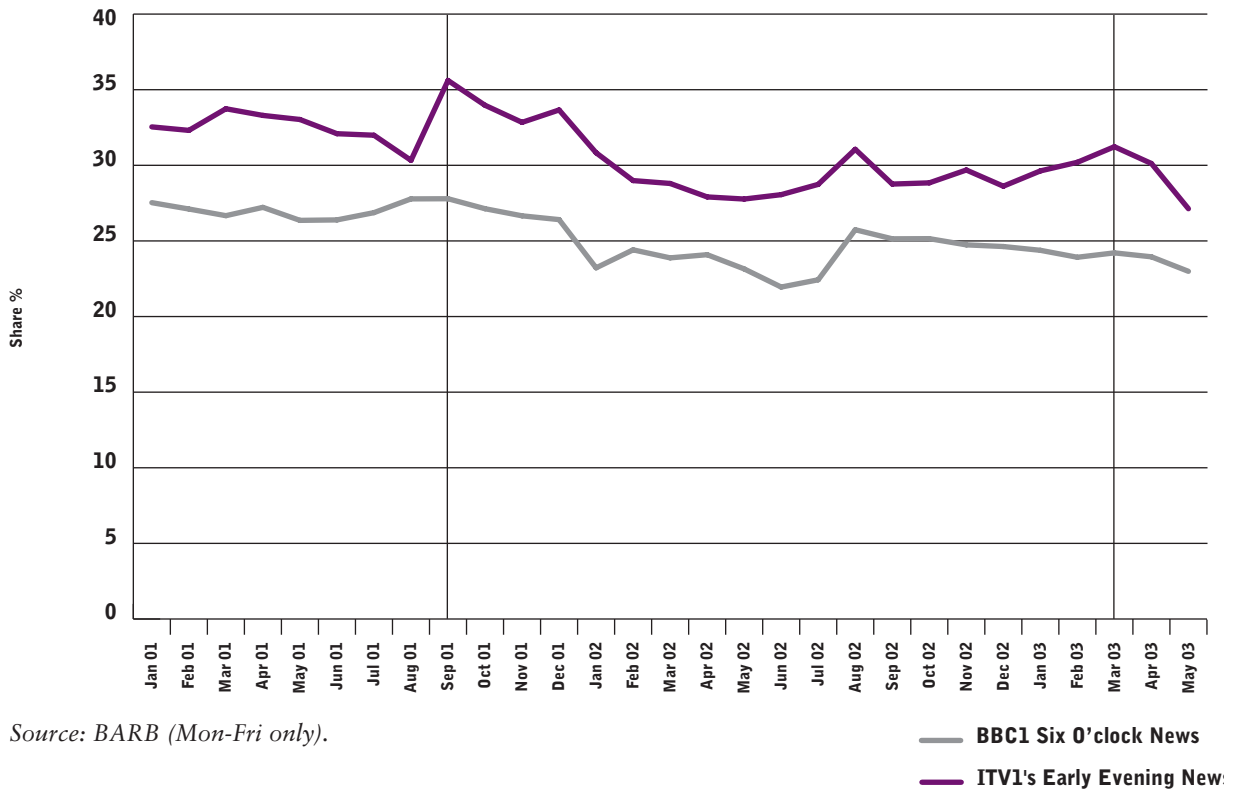
### 9.2 BBC1 AND ITV1 EARLY EVENING NEWS

In general, there has been a downwards trend in news viewing to both BBC1's and ITV1's early evening bulletins. But key world events draw renewed interest in news. At such times, audiences tend to turn to the BBC for news coverage. The peak in share experienced by BBC1's *Six O'clock News* in September 2001 and March/April 2003 demonstrates how this bulletin has benefited more than ITV1's *Early Evening News* on occasions of international significance. BBC1 audiences for the early evening bulletin peaked at 7.3m viewers on 20th March 2003. ITV1's highest audience figure for its *Early Evening News* programme was 6.5m on 21 March 2003. See Chart 2. Figures are provided in Appendix II.

But the peak in share in BBC1's early evening news in 2003 does not match that seen in September 2001. It is interesting to note that this is reversed where the 24-hour news channels are concerned. The dedicated news channels gained a huge increase in audiences during the period of the war, over and above what they achieved following September 11th.

ITV1's early evening bulletin may have suffered from the fact that it is scheduled against the BBC1's regional news which benefited by inheriting viewers from the increase in audience to its early evening national news programme.

CHART 2 EARLY EVENING NATIONAL NEWS PERFORMANCE: AUDIENCE SHARE



Source: BARB (Mon-Fri only).

### 9.3 CHANNEL 4 NEWS AND FIVE NEWS

During the period of the war, Channel 4 replaced its political current affairs programme, *Powerhouse*, with a daily edition of *Channel 4 News at Noon*. The regular Channel 4 news programme at 7pm continued to provide more analytical coverage of the war than other news programmes, although unfolding events often made it more reactive than usual.

Chart 3 looks at the trends in audience share across the evening bulletins on Channel 4 (7pm) and Five (5.30pm and 7.30pm). Channel 4 News has experienced a steady increase in share since 2002, peaking at 6% in March/April 2003. During the war on Iraq, audiences to Channel 4 News peaked at 2m viewers (8.5%) on 20th March 2003. See chart 3. Figures for chart 3 are provided in Appendix II.

Five's 5.30pm programme has consistently attracted a greater share of viewers than the 7.30pm bulletin. The gap in share between the two has been widening over the past year or so as audiences to the 5.30pm bulletin have risen and the 7.30pm news has lost share. Audiences to the 5.30pm bulletin peaked in April 2003 at 5% (0.7m viewers).

CHART 3 CHANNEL 4 & FIVE NATIONAL NEWS PERFORMANCE: AUDIENCE SHARE



Source: BARB (Mon-Fri only).

— Channel 4 News  
 — Five News: 1730  
 — Five News: 1930

**9.4 ROLLING NEWS SERVICES**

The war became a 24-hour news event. All the rolling news stations were competing for viewers and there were times when ‘facts’ were being reported before confirmation. On the other hand, there were many occasions when endless words about the conflict were being transmitted, even when nothing had happened. A cartoon in the *Evening Standard* illustrates this perfectly: a newscaster is asking an interviewee, “Not much has happened in the last 30 seconds – can you comment on that?”

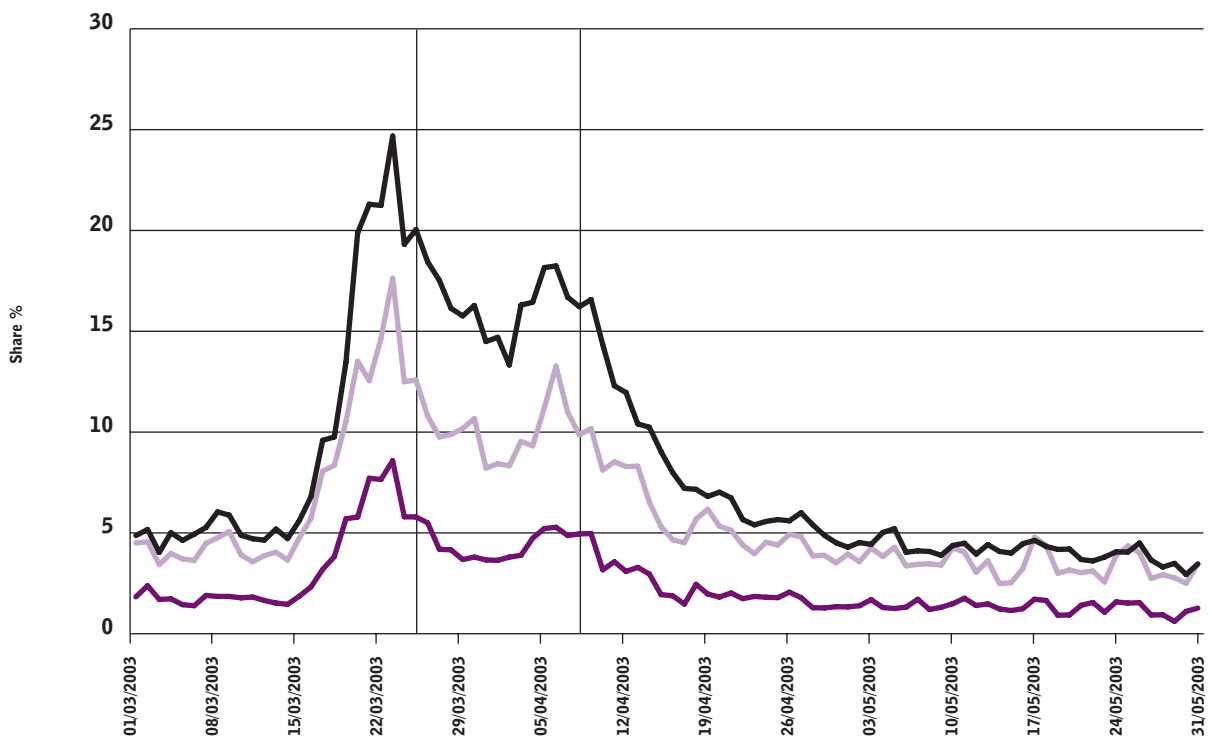
The two American channels licensed in the UK, Fox News and CNN, adopted a firmly pro-Allied stance for the duration of the war. While some dissenting voices were heard, Fox (especially) carried a narrower range of views than other news outlets, which raised concerns about objectivity among some viewers.

In the UK, Sky News was the favoured rolling news service. It outperformed all 24-hour news channels with reach peaking at 28% in March 2003 (see Chart 4). A feature of its coverage was a healthy scepticism about claim and counter claim. It seemed very at home with the rolling news format and provided more simultaneous on-screen information than any other channel.

BBC News 24 made more of a point of concentrating on interviews and analysis than its ITV and Sky News rivals. It seemed to be an attempt to be the rolling news 'programme of record', but was no less prone to 'fog of war' inaccuracy than other services.

ITV News paradoxically had the smallest budget but the biggest stars. It relied heavily on re-running pieces by the familiar faces from the main ITN services, and also drafted in Alastair Stewart, Angela Ripon and Carol Barnes as presenters with 'gravitas'.

CHART 4 24-HOUR NEWS CHANNELS: DAILY CHANNEL REACH MARCH-MAY 2003



Source: BARB Multichannel Individuals  
(Mon-Sun All Day, 3+ consecutive minutes)

— Sky News  
— BBC News 24  
— ITV1 News

# 10 CLAIMED NEWS CONSUMPTION

## 10.1 MAIN SOURCE OF INTERNATIONAL NEWS

When asked which was their one main source for international news, 67% named television, 16% newspapers, 13% radio, 1% the internet and 1% said another source; 2% said they had no interest in international affairs. There was little difference amongst multichannel viewers – slightly more named television as their main source of worldwide news (69%). ABC1s were less likely (62%) than C2DEs (71%) to name television as their main source.

## 10.2 USAGE OF NEWS PRIOR TO THE START OF WAR

Respondents were asked how often they used various sources of media before war broke out. Forty-two per cent (46% of men versus 38% of women) said they watched a main evening news programme on television every day, 18% at least four times a week and 16% at least twice a week (see Table 2 for full list of responses). Thirteen per cent said they hardly ever watched a main evening news programme, rising to almost a quarter of 16-24s (24%). Watching the news in the morning on television was a much less frequent activity. Half hardly ever did this, while 23% said they watched the news every morning.

Forty one per cent said they listened to the news on the radio every day in the morning. This was an activity that was particularly prevalent amongst older people (52% of 65+s). A similar proportion said they hardly ever listened to the news on the radio in the morning (37%), increasing to 48% of 16-24s and 53% of DEs. Listening to the news on the radio at other times of the day, e.g. in the afternoon or evening was more infrequent. Twenty per cent said they did this every day, while over half (53%) claimed that they hardly ever did.

There were very few using the Internet to catch up with the news before war broke out. Just 3% said they used it as a news source on a daily basis while 6% said they did so less than once a week. Users of the internet tended to be more up market (13% of ABs versus 4% of DEs), male (11% versus 6% of women), and aged 25-44 (12%). Use of the internet as a source for world news was found to be much higher amongst a sample of internet users – 16% said it was their main source for news about international events.<sup>2</sup>

Half of respondents said they read a newspaper every day, especially over 65s (64%) and men (54% versus 45% of women). Those aged 25-34 were the least likely to read a newspaper; 22% said they hardly ever read one.

Seventy-six per cent said they hardly ever got news text updates, but a small minority (9%) said they received these every day.

Forty-eight per cent of multichannel viewers were frequent users of a dedicated 24-hour news channel, watching either daily or at least twice a week. Thirty-six per cent said they hardly ever watched one of these channels .

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<sup>2</sup> *The Public and Media Coverage of the War on Iraq*, Gunter, B., Russell, C., and Nicholas, D.

**TABLE 2 CLAIMED FREQUENCY OF DIFFERENT FORMS OF NEWS CONSUMPTION PRIOR TO WAR BREAKING OUT**

News consumption	Every day %	At least 4 times a week %	At least twice a week %	Less than once a week %	Hardly ever %
Read a newspaper	50	10	14	11	16
Watch a main evening news programme on TV	42	18	16	11	13
Listen to the news on the radio in the morning	41	12	6	5	37
Watch news on TV in the morning	23	11	7	9	50
Listen to the news on the radio in the afternoon/evening	20	11	9	7	53
Watch a dedicated 24-hour news channel eg BBC News 24, Sky News, CNN etc	20	11	17	16	36
Get news text updates	9	4	5	7	76
Use the Internet to catch up with the news	3	3	3	6	85

*Base: 1801 - 3759*

### **10.3 USAGE OF NEWS AFTER WAR BROKE OUT**

#### **10.3i Television**

Respondents were asked to assess how, if at all, their news consumption had changed once the war had started on Iraq. Thirty per cent said they watched the main evening news more, while 58% said their viewing remained the same and 12% said they watched less news in the evening.

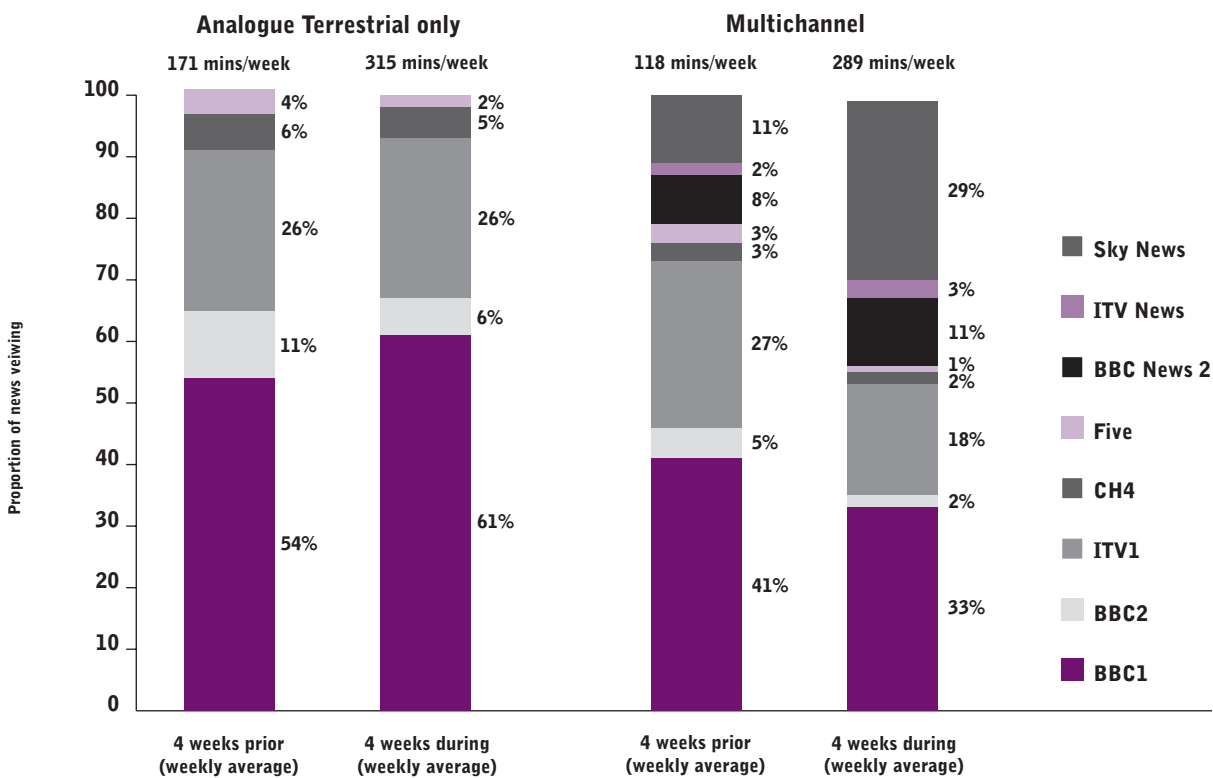
Those with a declared interest in news coverage were more likely to say they watched the main evening news more (38%). Increased viewing of a main evening news programme was also associated with those viewers who thought there was too little coverage of the war (68%). Young people especially claimed to have watched more of the evening news after war broke out (40% of 16-24s).

A significant proportion (27%) said they watched more morning bulletins, while 16% said they watched less, particularly 65+s (27%). Again, increased viewing in the mornings was strongly linked to an interest in the coverage (33%) and a view that there was too little coverage on television (45%).

Analysis shows that multichannel viewers are lighter news viewers than analogue terrestrial viewers, even though they have greater choice in terms of news channels. But data during the war confirms that news viewing in cable and satellite homes increased hugely by 145%, up from 118 minutes per week prior to the outbreak of war, to 289 minutes per week (see Chart 5). National news viewing in homes with just the five terrestrial channels also rose significantly from 171 minutes per week to 315 minutes per week – an increase of 84%.

Prior to the war, BBC1 accounted for 41% of the share of news viewing in multichannel homes, and ITV1 was the second most important source, accounting for 27% of news viewing. But during the war, the dedicated news channels came into their own, stealing significant share from the public service broadcasters. Sky News, in particular, made its mark accounting for 29% of all news viewing; a huge increase from 11% before the war. BBC News 24's share of viewing, on the other hand, was augmented only slightly, up three per centage points to 11%.

CHART 5 24-HOUR NEWS CHANNELS: DAILY CHANNEL REACH MARCH-MAY 2003



Source: BARB (Based on National News genre. BBC1 includes 'Big Day' classified as 'Docu-Human Interest')  
 4 weeks prior: 17/02/03-16/03/03. 4 weeks during: 17/03/03-13/04/03

**10.3ii Radio**

People appear to have been seeking out visual coverage of the war on Iraq. There were few claiming to have altered their consumption of news on the radio; 76% said they listened to the radio in the morning just as frequently as prior to the break out of war, with 16% saying they listened less and a small proportion (8%) claimed to have increased their radio listening, particularly ABs (12%). Figures were similar for radio listening in the afternoons and evening

### **10.3iii Newspapers**

Ten per cent said they read newspapers more during the period of the war, but the same proportion (11%) said they read less. Most people said their readership of newspapers remained the same (79%). Increased readership was associated with increased viewing of news coverage (20%), and a view that there was too little coverage on television (31%). People with a keen interest in the war, therefore, were utilizing different news sources.

### **10.3iv Internet**

When it came to use of the internet for news, the majority said they used this source as much as they did before the war (62%), while a significant proportion said they used it less (31%). Six per cent said they used the internet more after war was declared, particularly 16-24s (11%).

### **10.3v News text updates**

Most respondents (66%) said they received the same number of news texts updates on their mobile phones once war had started as they had done previously. A quarter (26%) said they got fewer updates than before, perhaps relying on other news sources, while just 8% said they received more.

## **10.4 CHANNEL VIEWED FOR NEWS COVERAGE OF THE WAR**

The sample was asked which one channel they usually watched for their news coverage (more than twice a week), which channel/s they watched for their news coverage during the war in Iraq, and then which one channel they watched the most for news coverage of the war.

What table 3 below shows is that, prior to the war, BBC1 had a strong lead in terms of being the most popular channel for news; 77% said they usually watched it. However, once war broke out multichannel viewers, in particular, increased their consumption of alternative sources and said they dipped in and out of other news programmes, especially the rolling news services.

When it came to which channel viewers said they relied on most, BBC1 again was top in terrestrial homes with 64% claiming to watch it most. ITV1 was some way behind as the second favoured news source (22%). BARB ratings show that in multichannel homes BBC1 and ITV1 lost a significant share of the audience news, which ties in with respondents' claims to be watching more of the rolling news services, especially Sky News.

In terms of demographics, older (58% of 65+s), and more affluent viewers (54% of ABC1s) said they watched BBC1 most for news of the war. The rolling news services tended to attract younger audiences. Twenty per cent of 16-24s said they favoured Sky News for their coverage of the war.

TABLE 3 CLAIMED CHANNEL VIEWING FOR NEWS

Base: 1197	Total Terrestrial %		
	a I usually watch this channel for news	b I have watched this channel for news coverage during the war	c I have watched this channel most for news coverage during the war
BBC1	82	65	64
ITV1	42	60	22
BBC2	9	33	3
Channel 4	14	32	5
Five	6	16	1

Base: 1197	Total Terrestrial %		
	a I usually watch this channel for news	b I have watched this channel for news coverage during the war	c I have watched most for news coverage during the war
BBC1	73	57	32
ITV1	41	51	16
Sky News	22	43	26
BBC2	6	18	2
BBC News 24	24	46	19
Channel 4	6	19	1
Five	4	12	*
CNN	4	20	1
ITV News Channel	4	21	3
Other	1	4	1

\* = less than 0.5%

# 11 PERCEIVED QUALITY OF TELEVISION NEWS

Respondents were asked to rate the quality of the television news coverage they watched on the different channels. They were asked how often it was accurate, informative, balanced and interesting.

Multichannel viewers of news services on the dedicated channels had a tendency to rate them more highly on all four measures compared to viewers of the news services on the terrestrial channels. This may be linked to the fact that because viewers subscribe to these services they are inclined to believe they are worth paying for and therefore to rate them more highly.

Out of the four measures, each channel achieved the highest endorsements for being accurate and informative. Five tended to be seen as slightly less accurate and informative than other channels. All of the channels were perceived by almost three quarters of viewers to be balanced always or most of the time. (See Table 4 for full list of responses).

TABLE 4 **PERCEIVED QUALITY OF DIFFERENT CHANNELS' TELEVISION NEWS**

	Always %	Mostly %	Sometimes %	Hardly ever %
Base: 924 -3240				
<b>BBC1/2's news coverage is....</b>				
Accurate	19	67	12	1
Informative	31	58	10	1
Balanced	20	54	21	5
Interesting	22	49	26	3
<b>ITV1's news coverage is....</b>				
Accurate	19	66	14	1
Informative	25	60	14	1
Balanced	18	55	24	3
Interesting	20	50	26	3
<b>Channel 4's news coverage is....</b>				
Accurate	22	64	13	1
Informative	28	57	13	1
Balanced	20	57	20	3
Interesting	23	50	24	3
<b>Five's news coverage is....</b>				
Accurate	16	61	20	2
Informative	20	56	22	3
Balanced	17	55	25	4
Interesting	18	48	30	4
<b>Sky News' coverage is....</b>				
Accurate	32	57	10	1
Informative	43	49	8	1
Balanced	32	49	17	3
Interesting	36	48	15	1
<b>BBC News 24's coverage is....</b>				
Accurate	29	59	11	1
Informative	40	49	10	*
Balanced	32	44	19	5
Interesting	34	44	18	4
<b>ITV News Channel's coverage is....</b>				
Accurate	28	58	13	2
Informative	36	49	14	1
Balanced	28	51	17	4
Interesting	29	47	21	3

*Note: only those who watched the news on the channel were asked to comment on its quality*

## 12 OPINION OF THE BALANCE AND FAIRNESS OF DIFFERENT MEDIA

Users of different media for news were asked to assess whether they felt coverage had been fair to all involved or biased to a particular point of view. They were asked to do this for individual television channels, radio stations and newspapers.

Table 5 shows that Channel 4 and Five were perceived to show the fairest coverage, while a quarter thought the BBC and ITV1 were biased towards the Americans and British. Whereas Sky News was felt by 75% of those who watched it to provide fair coverage to all, CNN was only thought to do so by 46% of its viewers, with over half (53%) perceiving it to be biased towards the Americans and British.

Certain newspapers were considered to be strongly biased, for example, 43% thought *The Mirror* was biased towards the anti-war lobby and a quarter felt its coverage was unfair to Tony Blair. Over half (53%) thought *The Sun* was biased towards the USA/UK. Additionally, between a quarter and four in ten consumers thought *The Times*, *The Daily Telegraph*, *The Daily Mail* and *The Daily Express* were biased towards the USA/UK.

Lower numbers (16%) perceived bias towards America and Britain on either Radio 4 or Radio 5 Live.

With regard to the television coverage, perceived bias towards the Americans and British tended to be linked to being Liberal Democrat or to holding a political allegiance towards one of the minor parties. It was also linked to having switched party allegiance due to the war, and to either the stance that the war was wrong without the backing of the United Nations, or that the war was a disgrace.

Perceived bias in the television coverage towards the anti-war lobby was found to be related to being a Conservative voter, and to the stance that the war should have happened sooner.

Those who felt that there had been the right amount of coverage (or too little), and who had a keen interest in watching the news during the war were more likely to be satisfied that it had been fair to all.

TABLE 5 **CONSUMERS' VIEWS OF THE FAIRNESS OF DIFFERENT MEDIA**

	Fair to all	Biased towards USA/UK	Biased towards Iraqi gov	Biased towards anti-war lobby	Unfair to Tony Blair	Unfair to George Bush	Unfair to Iraqi people
	%	%	%	%	%	%	%
<b>Television (Base: 471-3185)</b>							
BBC1	66	25	4	8	5	4	5
BBC2	69	21	4	8	4	4	4
ITV1	70	25	1	4	2	1	3
Channel 4	77	16	3	6	3	3	2
Five	77	17	2	5	3	3	3
Sky News	75	25	*	2	1	*	3
CNN	46	53	1	2	*	1	6
ITV News channel	74	22	1	2	2	1	2
BBC News 24	68	23	3	8	4	3	3
<b>Radio (Base: 344-506)</b>							
Radio 4	75	15	3	6	3	3	3
Radio 5 Live	73	16	4	7	5	4	4
<b>Newspapers (Base: 229-834)</b>							
The Guardian	69	11	5	17	8	6	2
The Times	68	25	3	3	3	2	3
The Independent	67	11	4	16	4	2	2
Daily Telegraph	64	30	2	3	4	2	3
The Daily Mail	51	40	2	4	7	3	5
The Daily Express	56	39	2	3	3	2	7
The Mirror	34	14	15	43	24	18	4
The Sun	41	53	3	2	3	3	5

*Note: only those who said they watched, listened to, or read a news source were asked to comment on its fairness*

*\*indicates percentage less than 0.5%*

# 13

## ATTITUDES TOWARDS DIFFERENT ASPECTS OF THE TELEVISION NEWS COVERAGE

Regardless of whether or not respondents agreed with particular individuals' or groups' points of view, they were asked to judge how well they thought different perspectives were explained in the television coverage.

### 13.1 FAIRNESS TO ALL PARTIES/GROUPS

Most viewers thought that the key leaders driving the war, namely Tony Blair and President Bush, had their viewpoints explained well in the television coverage. Similarly, the majority felt that the US and UK military had their stance represented well.

With regard to the political parties, the coverage was thought to favour the Labour party. Greater numbers (65%) felt its position regarding the war was well explained, while fewer felt this was the case for the Conservative party (58%) and still fewer thought the Liberal Democrats' views were represented (48%) well.

While the British public's opinions were regarded to be well explained by six in ten viewers, the views of the American public were thought to be less well understood. And the majority considered that the viewpoints of other groups, such as the Iraqi government, the United Nations and the Iraqi people were not well explained. (See Table 6.)

**TABLE 6 VIEWERS' OPINIONS ON HOW WELL THE VIEWPOINTS OF PARTICULAR INDIVIDUALS/GROUPS WERE EXPLAINED ON TELEVISION**

Base = 3495	Well %	Not Well %
Tony Blair	84	16
The US/UK military	82	18
President Bush	79	21
The Labour party	65	35
The British public	61	39
The Conservative party	58	42
The peace protestors in the UK	57	43
The Liberal Democrats	48	52
The American public	47	53
The Iraqi government	47	53
The humanitarian aid organisation	43	57
The United Nations	39	61
The Iraqi people	38	62
The views of those governments that opposed the war	38	62
The peace protestors in the USA	35	65
The views of neighbouring Arabic/Muslim countries	29	71
The Israeli point of view	24	76

Respondents were asked whether they agreed or disagreed with a range of statements about the coverage of the war on television. These included views about whether the coverage was felt to be balanced and fair or whether it was biased towards a group, and about the role of television news in a time of war.

### **13.2 ROLE OF TELEVISION NEWS**

Eight in 10 viewers agree that they turn to television news for information about both sides of an argument, with 75% agreeing that it should inform audiences of the facts without any political agenda. Views were more mixed when it came to balance. Just over half (53%) felt that overall the coverage was balanced. Viewers who felt that there was about the right amount of coverage were far more inclined to see it as balanced (74%), while those who felt there was too much were considerably less likely to regard it to be so (39%). Around a quarter disagreed that the coverage was balanced, rising to 36% of those who voted for one of the minor parties, and 50% of those holding the view that the war was a disgrace.

Fewer (41%) felt that the coverage was fair to all people, with 35% agreeing that it was pro-American and 32% that it was pro-Tony Blair. A quarter considered there was too little coverage of people with anti-war opinions, although greater numbers disagreed (39%). A minority (15%) felt that the coverage discriminated against the Iraqi people. In each case, there were substantial numbers who were unable to give an opinion one way or the other.

A third agreed that during a time of war, the television companies have a duty to support the government, with an almost identical number (32%) disagreeing and another 36% unable to decide. Labour and Conservative voters were more likely to agree (38%) that television should support the government during war time, while Liberal Democrats were more likely to disagree (40%).

### **13.3 VIEWS OF THE POSITION OF THE UK AND USA GOVERNMENTS**

Just over four in 10 viewers agreed that the British and American governments were being as honest as they were able, withholding information only for reasons of security. More people were unable to express an opinion about this (35%), and 23% disagreed. Slightly fewer actively agreed that the UK and USA governments were censoring information from the public to hide the truth (32%), but many more were uncertain of whether they were or not (41%); 27% disagreed that they were involved in censorship. (See Table 7.)

**TABLE 7 ATTITUDES TOWARDS DIFFERENT ASPECTS OF THE TELEVISION COVERAGE**

Base: 3524-3643	Agree	Neither agree nor disagree	Disagree
Survey conducted week beginning 7 April 2003	%	%	%
<b>Role of Television</b>			
I look to television news to both inform me and give me both sides of the argument	82	13	4
The news should just inform people of the facts without any political agenda	75	16	8
In a time of war, the television companies have a duty to support the government	33	36	32
<b>Fairness</b>			
Overall the coverage is balanced	52	24	24
The coverage is fair to all people	41	33	26
There was too little coverage of people with anti-war opinions	24	36	39
<b>Bias</b>			
The coverage is pro-American	35	38	26
The coverage is pro-Tony Blair	32	41	27
The coverage discriminates against the Iraqi people	15	37	48
<b>Censorship</b>			
The UK/US governments were being as honest as they were able: the only information withheld was for legitimate security reasons	42	35	23
The UK/US governments were censoring the information available to the public in order to hide the truth	32	41	27

**13.4 ATTITUDES TOWARDS THE RADIO NEWS COVERAGE**

Compared to television, fewer (59%) felt that they relied on radio to inform them and to give them both sides of the story, but this is likely to do with the fact that not all of the sample were radio listeners. Over a third said they neither agreed nor disagreed with this statement (see Table 8).

Ten per cent more people said they thought the radio coverage was balanced (62%) compared to television. And fewer felt the coverage on the radio was pro-American (20%), or pro-Tony Blair (20%) compared to television (35% and 32% respectively).

**TABLE 8 ATTITUDES TOWARDS DIFFERENT ASPECTS OF RADIO NEWS COVERAGE**

Base: 3524-3643	Agree	Neither agree nor disagree	Disagree
	%	%	%
<b>Role of radio</b>			
I look to radio to inform me and give me both sides of the argument			
<b>Fairness</b>	59	36	6
The news should just inform people of the facts without any political agenda	67	26	7
Overall the coverage is balanced	62	32	7
The UK/US governments were being as honest as they were able: the only information withheld was for legitimate security reasons	42	35	23
<b>Bias</b>			
The coverage is fair to all parties	48	40	11
The coverage is pro-American	20	52	28
In a time of war, the radio stations have a duty to support the government	28	43	30
The coverage is pro-Tony Blair	20	53	27
<b>Censorship</b>			
The UK/US governments were censoring the information available to the public in order to hide the truth	32	41	27
There was too little coverage of people with anti-war opinions	19	47	34
The coverage discriminates against the Iraqi people	10	47	43

## 14 VIEWS ON 'EMBEDDED' REPORTERS

One particular feature of the media coverage was that reports were brought from 'embedded' reporters – reporters from different networks that travelled with a British or American army division as they went through Iraq. Using devices such as video 'phones these reporters were able to send back pictures of the war from the front line, as the action happened. This lent an immediacy to the reporting, but sometimes resulted in misinformation.

Some debated whether this rendered the coverage less accurate and impartial, and critics were suggestive that it may have glamoured the conflict making it seem heroic and exciting to audiences. Some of these issues were put to viewers. The results show that, for the most part, viewers accepted the role embedded reporters played, but they raised uncertainty for a significant minority about how this may have compromised their ability to provide fair and balanced coverage of events. (See Table 9.)

The majority (69%) agreed that this was an important and relevant way to show people the reality of war; just 13% disagreed. Labour voters were more likely to agree (76%) than Conservatives (66%), or Liberal Democrats (67%). A similar proportion (67%) agreed that these embedded reporters assisted their understanding of the war and that the reports, while restricted, were still informative. Just 19% felt they were a bad idea and should be banned from future media coverage of wars. Those who believed the war was a disgrace were most likely to be against this kind of coverage (33%)

Just over half of respondents (54%) agreed that embedded reporters added a new and exciting element to the coverage, with almost a third (27%) unsure of their opinion and 19% disagreeing. However, a similar proportion (52%) agreed that this kind of reporting can make war seem too much like fiction and make it easy to forget that people are dying. Approaching a third (30%) disagreed with this view and 19% were not sure.

There is some evidence that embedded reporters have undermined public confidence in the impartiality of news reports. Only 52% felt that the reporters travelling with the troops were able to remain fair and objective in their reporting. Labour voters (58%) and those who felt the war was inevitable (60%) were the most convinced. But a third were unsure about this while a minority (15%) disagreed.

Smaller minorities considered that reporters had become partial, or wrapped up in their own celebrity status conferred on them from being at the front of the conflict. Thirty-six per cent agreed that reporters had coloured their coverage with too much about their personality (33% disagreed), and 30% agreed that these correspondents lost their objectivity through being too close to the action (34% disagreed). Only a minority agreed that they were just a promotional mouthpiece for the army (19%), with many more disagreeing (47%). And a minority (16%) thought that they were just 'playing soldiers' and offering offensive escapism rather than proper journalism (16%), while over half (55%) disagreed.

**TABLE 9 VIEWS ON 'EMBEDDED' REPORTERS**

Base: 3541	Agree	Neither agree nor disagree	Disagree
Survey conducted week beginning 7 April 2003	%	%	%
These reporters are showing the reality of war – warts and all. It is an important and relevant way to show people the truth	69	19	13
I find these correspondents a useful element in my overall understanding of the war. I appreciate that they are under restrictions, but their reports are still informative	67	22	9
These reporters add a new and exciting element to the coverage – you feel like you're really there	54	27	19
Whilst it can be exciting to watch, this sort of reporting makes war seem too much like fiction: it is too easy to forget that people are dying	52	19	30
These reporters have been able to remain fair and objective in their reporting, even though they are travelling with the troops	52	33	15
The reporters make the coverage too much about their personality and their celebrity. They should just be there to report, not to make a name for themselves.	36	31	33
These correspondents lose their objectivity as they are too close to the action	30	35	34
These reporters are just a promotional mouthpiece for the army	19	32	49
I think the 'embedded' correspondents are a bad idea, and should be banned from future coverage	19	33	47
These reporters are just 'playing soldiers'. This isn't journalism, but offensive escapism	16	29	55

# 15 VIEWS ON REPORTING ‘CONJECTURE’

During wartime it is often hard to get coherent and reliable information and both sides will have their own perspective on ‘the truth’. Reporting restrictions to protect each side’s military operations will also be in place. In these circumstances, the media is often left with a decision as to what to cover. Should they report conjecture and rumour, or should they only report confirmed facts. (See Table 10.)

The above was explained to respondents who were then given a short list of statements and asked to say whether they felt the statement was true or false and whether they thought it was right or wrong for the television companies to have reported on these circumstances before there was conclusive proof available.

In each instance, the majority believed the statement to be true, with views split only on whether the discovery of chemical protection suits was proof that Iraq was going to use chemical weapons; 52% thought the find was proof, rising to 64% of DEs, whilst 48% thought it was not, rising to 64% of ABs. Those who thought the war should have happened sooner were much more likely to believe that the discovery was proof that the Iraqis planned to use these weapons (74%), and to hold the view that it was right to report the details (82%). Those who had switched political allegiance due to the war, or who considered the war a disgrace, were less likely to find this a credible link (66% and 78% respectively and greater numbers felt it was wrong to report it (23% and 38% respectively).

Overall, most viewers felt that it had been right to report each circumstance, presumably because they believed the information to be true, with slightly more (23%) thinking it had been wrong to report that Iraqis had executed prisoners of war, especially older people (65+) and ABs (28%).

The over 65s were more sceptical too of whether Iraqi troops were forcing local people to fight; 32% thought this was false.

**TABLE 10 VIEWS ON TRUTH OF DIFFERENT INFORMATION AND WHETHER IT WAS RIGHT TO HAVE BROADCAST IT**

Base: 3541	True %	False %	Right to report %	Wrong to report %	Not sure %
UK/US bombs had hit civilian targets in Baghdad	92	8	83	8	9
The Iraqis had executed prisoners of war	75	25	61	23	15
Iraqi troops were forcing the local population to fight at gunpoint	76	24	69	12	19
The discovery of Iraqi chemical protection suits proved that Iraq was going to use chemical weapons	52	48	68	16	16

## 16 VIEWS ON THE USE OF GRAPHIC WAR IMAGES

One of the most controversial aspects of the coverage was the use of images of dead people and/or pictures of prisoners of war. The Qatar-based Arab news channel Al Jazeera was attacked in the British media, first for showing graphic images of dead Allied soldiers, and then for featuring pictures of Allied prisoners of war. Al Jazeera's stated policy is to show the consequences of war even handedly. Such stark images are common on all Arab television stations, perhaps because of the familiarity with violent images from the Israeli-Palestinian conflict. The pictures of the prisoners of war were subsequently used by all the British stations; the ones of dead soldiers were not. Respondents were asked whether they agreed or disagreed with the media covering these incidents. (See Table 11.)

The findings show a degree of dilemma amongst viewers. Three quarters agreed that once a television company has made a moral decision not to show something, that they should stand by it, regardless of what any other television company in the UK is doing. Conservative voters were the most inclined to take the moral high ground (80%). In principle, however, just over half (55%) of respondents considered that if coverage was available on other foreign channels in the UK, then in fairness it should be available on other domestic services.

A majority (63%) felt that the feelings of the families involved should be paramount and that if coverage was likely to upset them, then the images should not be broadcast. Just over one in five (21%) were unclear of their view and 15% disagreed. Thirty-seven per cent agreed that they should never have been broadcast, but an almost identical number (38%) disagreed, and a quarter were unsure. These opinions have to be mediated alongside the viewpoint of a 57% majority that it was legitimate news and with appropriate warnings should therefore have been broadcast. Just over a quarter disagreed (26%). Those who claimed to have switched party allegiance due to the war were more inclined to see the pictures as legitimate news (73%), as were those who had got behind the war once it had started (67%).

A considerable proportion of viewers (45%) felt that the media was making a judgement in deciding that these images were offensive.

**TABLE 11 VIEWS ON THE USE OF IMAGES OF PRISONERS OF WAR**

Base: 3541	Agree	Neither agree nor disagree	Disagree
	%	%	%
Once a UK television company has made a moral decision to not show something, they should stand by it, regardless of whether another television channel in the UK has decided to show the same images	75	19	6
In these circumstances, the only thing that matters is the feelings of the families of those involved in the war. If this coverage is likely to upset them, these images should not be shown.	63	21	15
It was legitimate news and, with appropriate warnings, I think they should have been screened as part of the television coverage	57	17	26
Once an image is aired on a foreign news channel, be it Al Jazeera or CNN, that is available within the UK, I think it is only fair that these images are available on domestic channels too	55	22	22
The outcry over these scenes was biased in itself. The media made a judgement on my behalf that the displaying of the prisoners of war was offensive	45	35	20
These pictures should never have been allowed on our screens	37	25	38

# 17 CONCLUSIONS

New technology has brought with it a new, more vital means of reporting military activities as they happen. Media coverage of the war on Iraq was relayed into homes all round the world straight from the front line.

British viewers' responses to the coverage were found to be linked to their political allegiance, to their interest in the war, and to their view on whether the war was justified. On the whole, reactions have been positive. The majority felt that embedded reporters added a new dimension to the reporting, but there is evidence that they have increased public uncertainty over whether their reports can be considered wholly objective and impartial. This is an area where broadcasters and regulators need to be particularly vigilant.

Sky News was the broadcaster which benefited most from the public's surge of interest in the news. Its round-the-clock coverage served audience needs well, particularly younger viewers (16-24s) whose waning interest in news, prior to the war, had been widely documented.

The war lasted barely four weeks. For all broadcasters, it was a steep learning curve in using the technology of instant news. Some mistakes were made and lessons have been learnt. On the whole, however, the public have never been better served in terms of the range and immediacy of coverage and the diversity of views on offer.

# 18 APPENDIX I

## MEDIA COVERAGE OF THE WAR IN IRAQ

### SURVEY QUESTIONNAIRE

The following questionnaire is from the Independent Television Commission (the ITC). They are interested in your views of the coverage of the war in Iraq by the media. In order to help us interpret and understand your answers in more detail we would like to ask some questions about your political beliefs and about your overall opinion about the war in Iraq.

As with all answers you give us, please note that the information that you give will be used in the strictest confidence.

**Q1** As we write this questionnaire the war in Iraq is obviously on-going. To help us understand your answers in the full context of current events, can you tell us on what day of the week you are filling this in?  
(Please place a cross in one box only)

Monday       Thursday       Sunday   
Tuesday       Friday   
Wednesday       Saturday

**Q2** Talking to people about the General Election in 2001 we found that a lot of people did not manage to vote. Did you manage to vote in the 2001 General Election?  
(Please place a cross in one box only)

Yes       Please answer Question 3 onwards  
No       Please go to Question 8 onwards  
I was not eligible to vote in 2001       Please go to Question 8 onwards

**Q3** Which party did you vote for in the 2001 General Election?  
(Please place a cross in one box only)

Labour       Plaid Cymru   
Conservative       The UK Independence Party   
Liberal Democrat       The Green Party   
Scottish National Party       Other

**Q4** Would you call yourself a very strong, fairly strong or not very strong supporter of the party you voted for in the 2001 General Election? (Please place a cross in one box only)

A very strong supporter   
A fairly strong supporter   
Not a very strong supporter

**Q5** Have you since changed your allegiance for the party you voted for in the 2001 General Election?  
(Please place a cross in one box only)

- Yes  Please answer Question 6 onwards  
No  Please go to Question 8 onwards

**Q6** How long ago did you switch allegiance?  
(Please place a cross in one box only)

- Over a year ago   
Six months ago   
Within the last few months   
Within the last few weeks

**Q7** What was ONE main reason why you switched allegiance?  
(Please place a cross in one box only)

- I was disillusioned with the party generally   
I disagreed with the party's domestic policies   
I disagreed with the party's stance on the war with Iraq   
Other reason (please write-in below)

**Q8** Thinking about your overall attitude towards the war in Iraq at the beginning of the war, which ONE of the following statements best reflects your feelings? Even if you think that you identify with more than one statement, please try and choose just the one that is the closest to your overall opinion. (Please place a cross in one box only)

The invasion should have happened sooner; the Iraq regime had been ignoring the United Nations for 12 years and would have continued to play games and represent a real danger to world peace. The invasion of Iraq was the right thing to do

Whilst I would have preferred all diplomatic avenues to have been explored further, and for any action to have happened with full United Nations support, I felt that military action was always inevitable and was probably the right thing to do

I believe that the Americans and British wanted this war and did not give diplomacy and the weapon inspectors enough time. That said, once the invasion begun, I was fully supportive of it

Whilst I am not a supporter of Saddam Hussain, this war was wrong. It should only have happened with the support of the United Nations and unless the international community is prepared to treat all countries that do not comply with the United Nations resolutions the same, they cannot pick and choose when to invade a country.

This war was a disgrace. George Bush and Tony Blair represent a greater threat to world peace than Saddam Hussain. They were always going to invade and they have shown a complete disregard for the views of others and for the Iraqi people

**Q9** Thinking about your behaviour before the war started in Iraq, how frequently do you usually do each of the following activities? (Please place a cross in one box on each line across)

	Every day	At least 4 times a week	At least twice a week	Less than once a week	Hardly ever
Watch a main evening news programme on TV (e.g. the 6pm or 9-10pm shows)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to the news on the radio in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use the Internet to catch up with the news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get news text updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch news on TV in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to the news on the radio in the afternoon/evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch a dedicated 24-hour news channel (e.g. BBC News 24, Sky News, CNN etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q10** What is your ONE main source for international news?  
(Please place a cross in one box only)

Radio	<input type="checkbox"/>	Television	<input type="checkbox"/>	I have no interest in international affairs	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Talking to people	<input type="checkbox"/>		
Magazine	<input type="checkbox"/>	Internet	<input type="checkbox"/>		
Other source	<input type="checkbox"/>				

(Please specify below)

**Q11** Once the war had started in Iraq, how, if at all, did your behaviour change for each of the following activities? (Please place a cross in one box on each line across)

	I did this more than before	Did this the same amount as before	Did this less than before
Watch a main evening news programme on TV (e.g. the 6pm or 9-10pm shows)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to the news on the radio in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use the Internet to catch up with the news	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Read a newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get news text updates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch news on TV in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listen to the news on the radio in the afternoon/evening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q12** Generally speaking, how interested are you in the news coverage of the war in Iraq? (Please place a cross in one box only)

Very interested	<input type="checkbox"/>	Not very interested	<input type="checkbox"/>
Quite interested	<input type="checkbox"/>	Not at all interested	<input type="checkbox"/>

**Q13** For each of the following television channels, please tell us:  
 a. If you usually watch them for their news coverage, that is more than twice a week  
 b. If you have watched this channel for their news coverage during the war in Iraq  
 c. Which ONE television channel you have watched most for your news coverage of the war in Iraq?  
 (Please place a cross in the applicable boxes)

	a. I usually watch this channel for news	b. I have watched this channel for news coverage during the war	c. I have watched this channel <u>most</u> for news coverage during the war
BBC1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Five	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CNN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV News Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC News 24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other channel (Please write in)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q14** What do you think generally about the amount of television coverage devoted to the war in Iraq on television? (Please place a cross in one box only)

- Far too little
- Not quite enough
- About the right amount
- A bit too much
- Far too much

**Q15** Whether or not you agree with their point of view, how well do you think the different viewpoints of each of the following groups are being explained in the coverage on television? (Please place a cross in one box on each line across)

	Very well	Quite well	Not very well	Not at all well
President Bush	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tony Blair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Iraqi government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The United Nations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Iraqi people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The American public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The British public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The views of neighbouring Arabic / Muslim countries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The US / UK military	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The views of those governments that opposed the war	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The peace protestors in the USA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Labour Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Conservative Party	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Liberal Democrats	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The humanitarian aid organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The peace protesters in the UK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Israeli point of view	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q16a** How much do you agree or disagree with each of the following statements about the coverage of the war on television? (Please place a cross in one box on each line across)

	Agree	Agree strongly	Neither agree nor disagree	Disagree	Disagree strongly
Overall the coverage is balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage is fair to all parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage discriminates against the Iraqi people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage is pro-American	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage is pro-Tony Blair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a time of war, the television companies have a duty to support the government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q16b** How much do you agree or disagree with each of the following statements about the coverage of the war on television? (Please place a cross in one box on each line across)

	Agree	Agree strongly	Neither agree nor disagree	Disagree	Disagree strongly
The news should just inform people of the facts without any political agenda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look to the television news to both inform me and give me both sides of the argument	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was too little coverage of people with anti-war opinions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The UK/USA governments were censoring the information available to the public in order to hide the truth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The UK/USA government were being as honest as they were able; the only information withheld was for legitimate security reasons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q17** For each of the following channels, stations and papers on which you have watched, read or listened to coverage of the war in Iraq, do you think that overall the coverage has been fair to all parties or biased to a particular point of view? If you think it was biased, which point of view has the coverage been biased towards/against? (You may place a cross in more than one box)

	Coverage has been fair to all	Biased towards USA/UK	Biased towards the Iraqi gov.	Biased towards the anti-war lobby	Unfair to Tony Blair	Unfair to George Bush	Unfair to Iraqi people	
BBC1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Five	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky News	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CNN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV News Channel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC News 24	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio 4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio 5 Live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Sun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Mirror	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Daily Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily Telegraph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Guardian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Daily Express	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Independent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q18** For each of the following channels, please can you rate the quality of their news coverage in terms of how often you feel it is accurate, informative, balanced and interesting. For each aspect, do you think the channel is like that always, mostly, sometimes or hardly ever? (Please place a cross in one box on each line across)

	Always	Mostly	Sometimes	Hardly Ever	Don't watch this channel
BBC1/2's news coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV1's news coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Channel 4's news coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Five's news coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sky News' coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BBC News 24's coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ITV News Channels' coverage is...					
Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q19** How much do you agree or disagree with each of the following statements about the coverage of the war on radio? (Please place a cross in one box on each line across)

	Agree	Agree strongly	Neither agree nor disagree	Disagree	Disagree strongly
Overall the coverage is balanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage is fair to all parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage discriminates against the Iraqi people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The coverage is pro-American	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> ®
The coverage is pro-Tony Blair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a time of war, the radio station have a duty to support the government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The news should just inform people of the facts without any political agenda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I look to the radio to both inform me and give me both sides of the argument	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There was too little coverage of people with anti-war opinions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

During wartime it is often hard to get coherent and reliable information. Both sides will have their own perspective on "the truth" and there will be a number of reporting restrictions in place to protect each side's military operations. In these circumstances the media is often left with a decision as to what to cover - should they report rumour and conjecture or should they only report the facts as given to them by both sides?

**Q20** Please can you say for each of the circumstances below, whether you think:  
 a. The statement is true or false  
 b. Whether or not you think it was right or wrong for the television companies to have reported on these circumstances before there was conclusive proof available to the public (Please place a cross in one box on each line across for both section A and section B)

	Section A		Section B		
	True	False	It was right to report this	It was wrong to report this	Not sure
The discovery of Iraqi chemical protection suits proved that Iraq was planning to use chemical weapons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Iraqi's had executed prisoners of war	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
UK/USA bombs had hit civilian targets in Baghdad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Iraqi troops were forcing the local population to fight at gunpoint	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

As we write this questionnaire, one of the most controversial aspects of the coverage is the showing on television of UK / USA prisoners of war by the Iraqis.

**Q21** How much do you agree or disagree with these statements about the television coverage of the UK/ USA prisoners of war being shown held by the Iraqis? Please remember we are not asking about whether you feel it was right or wrong for the Iraqis to do this, but how the television media covered these incidents. (Please place a cross in one box on each line across)

	Agree	Agree strongly	Neither agree nor disagree	Disagree	Disagree strongly
These pictures should never have been allowed on our screens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was legitimate news and, with the appropriate warnings, I think that they should have been screened as part of the television coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once an image is aired on a foreign news channel, be it Al Jazeera or CNN, that is available within the UK, I think it is only fair that these images are available on domestic channels too	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a UK television company has made a moral decision to not show something, they should stand by it regardless of whether another channel in the UK has decided to broadcast the same images	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The outcry over these scenes was biased in itself. The media made a judgment on my behalf that the displaying of the prisoners of war was offensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In these circumstances, the only thing that matters is the feelings of the families of those involved in the war. If this coverage is likely to upset them, these images should not be shown	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

One particular aspect of the television coverage that has been commented on is the number of "embedded" reporters – reporters from different networks that are traveling with a UK/USA army division as they go through Iraq. Using devices such as video phones they are able to send back pictures of the war from the front, as it happens, and have been able to show a number of graphic images of the war in progress.

**Q22** How much do you agree or disagree with these statements about the "embedded" reporters and correspondents that travel and report from the front line for different television channels?  
(Please place a cross in one box on each line across)

	Agree	Agree strongly	Neither agree nor disagree	Disagree	Disagree strongly
These reporters add a new and exciting element to the coverage – you feel like you're really there	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These correspondents lose their objectivity as they are too close to the action	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These reporters are just a promotional mouthpiece for the army	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These reporters are showing the reality of war – warts and all. It is an important and relevant way to show people the truth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These reporters are just "playing soldiers"! This isn't journalism, but offensive escapism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whilst it can be exciting to watch, this sort of reporting makes war seem too much like fiction; it is too easy to forget that people are dying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These reporters have been able to remain fair and objective in their reporting, even though they are travelling with the troops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
These reporters make the coverage too much about their personality and celebrity. They should just be there to report, not to make a name for themselves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the "embedded" correspondents are a bad idea, and should be banned from future coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I find these correspondents a useful element in my overall understanding of the war. I appreciate that they are under restrictions, but their reports are still informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# 19 APPENDIX II

**Chart 1**

Monthly figures	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Aug-01	Sep-01	Oct-01
Audience (000s)	4832.3	5119.6	5241.2	4760.0	4360.8	5063.27	5020.15	4601.37	5785.3	5290.15
% Share	22.3	24.4	25.0	22.9	22.4	25.1	24.71	24.26	29.81	26.39
Audience (000s)	3993.0	5153.1	4756.1	4876.5	4288.4	3992.1	3642.09	3673.83	5231.03	4532.44
% Share	26.2	26.5	24.8	26.5	23.8	21.2	19.49	22.62	26.42	24.4

Monthly figures	Nov-01	Dec-01	Jan-02	Feb-02	Mar-02	Apr-02	May-02	Jun-02	Jul-02	Aug-02
Audience (000s)	5560.38	5253.59	4519	4220	4033	4053	4836	4555	3952	5460
% Share	28.8	26.81	21.6	20.21	20.6	20.22	23.77	21.67	18.67	27.66
Audience (000s)	4030.65	3804.21	3625	3414	3074	3113	3054	3176	3449	4298
% Share	23.64	23.29	19.41	19.69	19.51	20.62	19.21	16.53	17.67	23.4

Monthly figures	Sep-02	Oct-02	Nov-02	Dec-02	Jan-03	Feb-03	Mar-03	Apr-03	May-03
Audience (000s)	5053	5284	5375	5469	5215	5624	6164	5284	4705
% Share	26.21	26.15	26	26.75	23.63	26.1	29.7	26.15	22.48
Audience (000s)	3404	3289	3271	3642	3848	3491	4764	4610	2795
% Share	21.43	20.5	17.68	19.24	19.91	19.92	22.58	24.22	17.35

**Chart 2**

Monthly figures	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Aug-01	Sep-01	Oct-01
Audience (000s)	BBC1 10 O'clock News	6766.4	6455.5	6569.6	5905.3	5155.8	4920.47	4601.31	6338.01	6124.03
% Share	BBC1 10 O'clock News	32.5	32.3	33.7	33.3	33.0	31.99	30.33	35.61	33.97
Audience (000s)	ITV1 Late Evening News	6073.1	5775.2	5561.5	5162.5	4417.4	4380.22	4498.06	5119.09	5246.36
% Share	ITV1 Late Evening News	27.5	27.1	26.7	27.2	26.4	26.87	27.78	27.79	27.13

Monthly figures	Nov-01	Dec-01	Jan-02	Feb-02	Mar-02	Apr-02	May-02	Jun-02	Jul-02	Aug-02
Audience (000s)	BBC1 10 O'clock News	6512.67	6433.94	5834	5494	5145	4616	4605	4584	4803
% Share	BBC1 10 O'clock News	32.84	33.66	30.83	28.99	28.8	27.91	28.06	28.74	31.06
Audience (000s)	ITV1 Late Evening News	5501.45	5244.97	4471	4743	4337	4005	3701	3797	4195
% Share	ITV1 Late Evening News	26.66	26.41	23.22	24.41	23.88	24.09	21.95	22.43	25.74

Monthly figures	Sep-02	Oct-02	Nov-02	Dec-02	Jan-03	Feb-03	Mar-03	Apr-03	May-03	
Audience (000s)	BBC1 10 O'clock News	4679	5293	5912	5629	6201	6190	6072	5285	4526
% Share	BBC1 10 O'clock News	28.76	28.84	29.69	28.62	29.63	30.2	31.2	30.12	27.13
Audience (000s)	ITV1 Late Evening News	4291	4814	5049	5003	5280	5104	4945	4386	4004
% Share	ITV1 Late Evening News	25.14	25.15	24.74	24.63	24.38	23.92	24.2	23.95	22.99

**Chart 3**

Monthly figures	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01	Jul-01	Aug-01	Sep-01	Oct-01
Audience (000s)	972.0	935.0	1037.0	886.0	855.0	887.0	847.0	858.0	1354.0	1259.0
% Share	4.2	4.2	4.7	4.4	4.8	4.8	4.8	4.7	6.6	6.0
Audience (000s)	457.0	379.0	403.0	450.0	414.0	365.0	398.0	384.0	481.0	505.0
% Share	2.1	2.0	2.1	2.5	2.7	2.3	2.7	2.6	2.9	2.9

Monthly figures	Nov-01	Dec-01	Jan-02	Feb-02	Mar-02	Apr-02	May-02	Jun-02	Jul-02	Aug-02
Audience (000s)	1155.0	1072.0	958.9	955.9	860.6	934.4	906.4	889.9	897.0	909.0
% Share	5.3	5.2	4.4	4.4	4.2	4.9	4.8	4.8	4.7	5.0
Audience (000s)	496.0	581.0	475.4	527.2	418.6	453.9	445.5	484.0	396.0	406.0
% Share	2.6	3.2	2.5	2.8	2.3	2.8	2.7	3.0	2.4	2.5

Monthly figures	Sep-02	Oct-02	Nov-02	Dec-02	Jan-03	Feb-03	Mar-03	Apr-03	May-03
Audience (000s)	934.8	1096.0	1141.0	1113.0	1149.0	1305	1385	1256	967
% Share	4.8	5.1	5.2	5.0	4.8	5.51	6.0	6.02	4.91
Audience (000s)	378.1	485.0	496.0	452.0	494.0	500.0	464.0	478	422
% Share	2.3	2.6	2.5	2.3	2.3	2.4	2.3	2.69	2.59