

## Who calls the shots - Politicians or Journalists?

*The newsstand is mightier than the dispatch box, according to research amongst 515 members of YouGovStone's panel of influential people. 7 out of 10 influentials think that journalists and commentators have far more influence on the public than politicians and 2 out of 3 think that the media's influence is growing while that of politicians is diminishing.*

### Media Increasingly Calling the Shots

We asked our panel of influentials to rate politicians, the media, business, and the general public as to whether their influence on UK politics is increasing, decreasing, or staying the same. According to respondents, the media is growing in influence the most whilst politicians are decreasing in influence.

*"When it come to politics in the UK, do you believe the influence of the following is increasing, decreasing, or staying the same?"*

	Increasing	Staying the same	Decreasing
<b>Politicians</b>	14%	41%	43%
<b>Media</b>	67%	28%	5%
<b>General public</b>	25%	39%	35%
<b>Business</b>	38%	49%	11%

Base: 515 YouGovStone "influentials" Aug/Sept 2008

### Mainstream Media vs. Bloggers

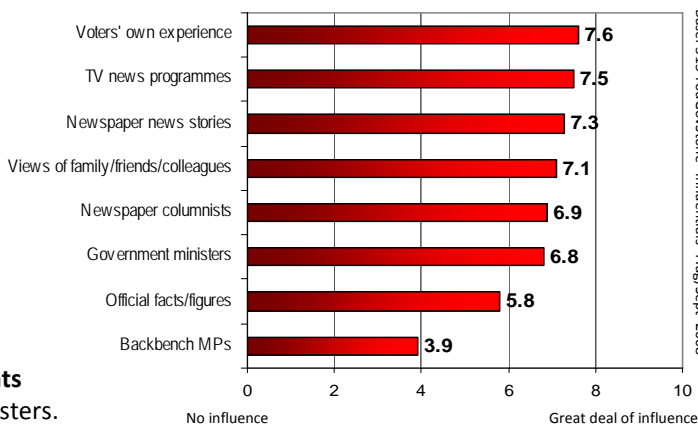
71% of the panel agreed that in general, journalists and commentators have far more influence on the public than politicians. The jury is still out on the power of the blogosphere as exactly half (50%) of our panel agreed that some bloggers are highly influential.

### Voters are Swung By: Media, family and friends

We asked the panel on a scale of 0 to 10, where 0 means no influence and 10 means a great deal of influence, how much impact they thought various information sources (e.g. family, friends, television news programmes, newspapers) have on the way voters view politics, government, and the way public services are run.

Perhaps unsurprisingly it is believed that voters' experiences and family or friends are virtually as influential as television news programmes and newspaper stories.

*"How much influence do you think each of the following have on the way voters generally view politics, government, and the way public services are run?"*



### Government Ministers are Swung By: Media, polls and events

Voters' daily lives have limited influence on government ministers.

That's according to our panel who said that political events, television news bulletins, stories in the papers, and opinion polls have much more influence on those political issues of most concern to government ministers than the daily lives of voters. On a scale from 0 to 10, where 0 means no influence and 10 means a great deal of influence, political events scored highest (7.4 mean score) and the lives of daily voters scored lowest (4.3 mean score).

In the broadsheet vs. tabloid battle, stories in upmarket papers (e.g. Times, Telegraph, Guardian, FT) were rated of near equal influence on political issues when compared to mid/down market newspapers (e.g. The Sun and Mirror). They scored a 7 and 7.1 mean score of influence respectively.

*The online survey was completed between August 27<sup>th</sup> – September 3<sup>rd</sup> 2008 by 515 influential people.*