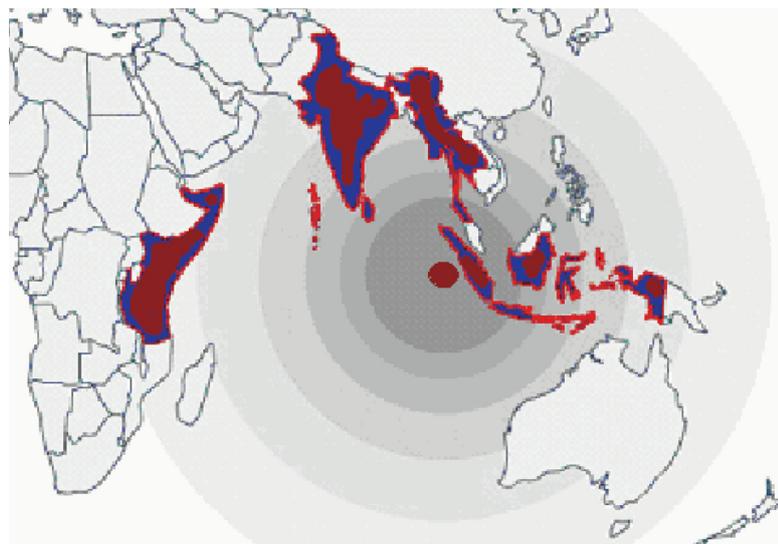


## Tsunami Evaluation Coalition (TEC)

The International Community's Funding of the Tsunami Emergency and Relief



# Funding from the General Public

Spain

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## **Background**

This study has been carried out in the framework of the Tsunami Evaluation Coalition (TEC) in relation to the International Community's Funding of Tsunami Emergency Relief Efforts.

The tsunami catastrophe that struck Asia on December 26, 2004 is one of the worst natural disasters in modern history. Although the major impact was felt in India, Indonesia, the Maldives, Sri Lanka, and Thailand, several other countries were affected including Myanmar and Somalia, or touched by the tsunami including Bangladesh, Kenya, Malaysia, Seychelles and Tanzania. More than 250,000 people died and thousands were injured. Overall, an estimated 1.5 to 5 million people were directly or indirectly affected. Damage and destruction of infrastructure destroyed people's livelihoods, and left many homeless and without adequate water and healthcare facilities.

The world – governments and people – responded with unprecedented generosity in solidarity with the rescue and relief efforts of the affected communities and local and national authorities. More than \$6 billion has been pledged for humanitarian emergency relief and reconstruction assistance to tsunami-affected areas. This has been instrumental in reducing or mitigating the consequences of the disaster, and in boosting the current recovery and reconstruction efforts.

This evaluation is part of the overall evaluation carried out by the TEC. It is a thematic evaluation of the funding response by the various governments, UN agencies, NGOs and INGOs.

The purpose of this specific evaluation is to understand the motivation and nature of the tremendous outpouring of generosity from the general public, and the implications of this for future mega-disaster response operations. In particular, this study seeks to answer the following questions:

- How generously did the public give and why? Is there any significant geographical, social or other pattern to the giving within the country?
- Which type of agencies benefited most from the public giving and what is the relationship between their traditional constituency and this new one?
- What have been the public's main concerns about how funds are spent? How do organizations report on spending to contributors?
- Explore the role of the Internet in giving. Has it significantly changed the way people donate?

- Explore the legal relationship between individuals' giving and the obligation of agencies to spend on tsunami relief.

This report on funding by the Spanish public aims to understand the nature and mechanisms of the overall response to the tsunami disaster in Spain.

This study does not pretend to be a comprehensive and systematic compilation of the global Spanish media coverage of the tsunami. Nevertheless, tables and figures presented in this report reflect fairly the quantitative coverage of the crisis and offer valuable analytical instruments to understand why there has been such a rapid reaction and how the huge media coverage had an impact on the public response.

## **Methodology**

In order to address the questions of interest for the TEC, a two-fold approach has been used. On one hand, a specific survey of a representative sample of the population was carried out, and on the other, a quantitative and qualitative analysis of media coverage was done.

### a) Survey

The survey was commissioned by DARA and carried out by the OPINA Institute. Previous opinion polls on tsunami donations were available in Spain, and DARA's survey intended to address specific points of interest for the TEC. Previous surveys realized by the Centre for Sociologic Studies (CIS) and by the Coordinating Committee of Spanish NGOs for Development (CONGDE) were also analyzed in order to compare and balance some outcomes of the DARA/OPINA study<sup>1</sup>.

The methodology employed for the survey was based on Computer Assisted Telephone Interviews (CATI) of a sample representative of the Spanish population. The survey was carried out on October 19<sup>th</sup> and 20<sup>th</sup>, 2005. A total of 2,000 interviews were realized, 254 of those corresponded to individuals that donated funds for the tsunami emergency. The confidence interval for this sample of 254 interviews of donors is 95%. The tables and results of OPINA's survey are presented in Annex 2.

### b) Analysis of the media

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<sup>1</sup> CIS: "May 2001 Barometer" (study nº2.419); CONGDE: Report of CONGDE about the social perception of Development NGO: that is the way they see us", March 2005.

Based on the considerations mentioned below (see the Introduction), an analysis of media coverage appeared relevant, and DARA's evaluation team requested Taylor Nelson Sofres (TNS) to provide the following information:

- A national and local television retrospective on the tsunami from December 26, 2004 to January 31, 2005. The results of the retrospectives were presented in an Excel table providing the name of the media, the program in which the news was broadcasted, the date and hour of broadcasting (beginning and end), duration of the news, and a summary of the news' content.
- A national and local radio retrospective on the tsunami from December 26, 2004 to January 31, 2005.

In order to have comparative elements, TNS was also asked to provide:

- A national and local television retrospective on hurricane Katrina from August 25, 2005 to September 30, 2005.
- A national and local radio retrospective on hurricane Katrina from August 25, 2005 to September 30, 2005.
- Audiences of all the television news where the tsunami was mentioned from December 26, 2004 to January 31, 2005.
- Audiences of all the television news in which Hurricane Katrina was mentioned from August 25, 2005 to September 30, 2005.
- General audiences of all television news in 2004 and 2005.
- Audience of a program on the tsunami broadcasted of TVE 1 (public television) January 23, 2005 and comparative audiences on competitive channels (La 2, Antena 3, and Telecinco). In-depth findings and analysis of tsunami media coverage are attached in Annex 3.

### **1. *Limitations***

The study does not include an analysis of newspaper coverage of the tsunami crisis. This is due to the fact that an organism that systematically evaluates the activity of the press and provides compiled information on the print run of the newspapers, the number of pages, articles dedicated to a specific event, and the journalistic treatment of the subjects does not exist in Spain.

Furthermore, the two television channels that organized fundraising operations did not want to communicate all the comprehensive elements of their campaigns. Antena 3 refused to provide the curve of the donation that the Spanish Red Cross received, and TVE 1 could not facilitate the last updated figures of the funds collected throughout the campaign.

Finally, an in-depth qualitative study would have requested a more detailed approach of the dialectic of the media and a systematic statistical treatment based on aims, actors, dates, media type, hours of broadcasting, terminology, etc. Such an analysis was not intended within the framework of this study.

# I. Introduction

The tsunami that hit Asian and African countries on December 26, 2004 killed more than 250,000 people and stripped millions of every possession. Humanitarian agencies and donors responded quickly to the humanitarian emergency situation by sending (or reinforcing) emergency teams and making financial commitments.

This study addresses some aspects related to the response of the general public in Spain to the tsunami disaster. According to reports by NGOs, a total of 89 million euros were donated to NGOs for this purpose. While the generosity has been qualified as unprecedented, reasons that triggered donations in this case are not fully understood. We intend to provide some insight on the reasons that prompted the Spanish public to donate.

The tsunami disaster dominated headlines much longer than any other disaster in modern history<sup>2</sup>. In Spain, this intensive coverage of the crisis was followed by an unprecedented chain of solidarity promoted, among others, by the media and particularly by television channels. TV news, entertainment programs, TV magazines, and sport and youth programs called for Spanish generosity and applauded their solidarity.

The central role played by the media illustrates the complex relations between humanitarian aid and the media: it seems that for the general public a humanitarian crisis does not exist unless it is covered by the media.<sup>3</sup>

The aim of this study is to:

- a) Analyze the motivation of the public to donate to tsunami affected countries and victims,
- b) Contribute to defining the profile of the general public donor,
- c) Provide information on donor expectations on transparency and accountability, and

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<sup>2</sup> An analysis of media coverage is provided in Annex 3, including comparison with other news (Hurricane Katrina coverage)

<sup>3</sup> UN Secretary General Kofi Annan stated in 2003: "People respond generously when they see on their television screens a hungry child, a dying mother, a desperate father. But let us not forget that many of the world's most serious crises happen far from the cameras".

- d) Analyze and correlate media coverage of the tsunami and the important wave of donations by the Spanish population to support aid agencies in the field, by evaluating the quantitative coverage of the Spanish media (television, radio and internet) after the tsunami, and the thematic and qualitative components of media coverage based on one month of TV reports.

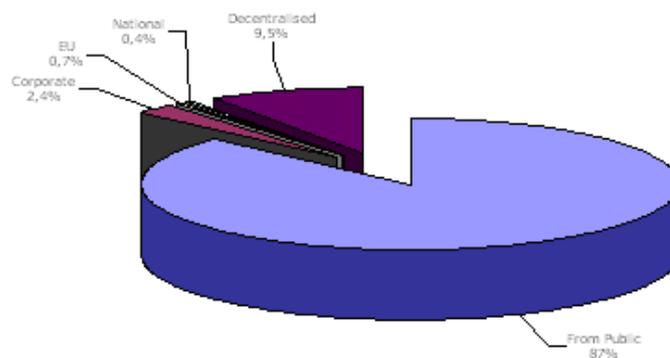
## II. Key Findings

Based on the specific Terms of Reference formulated by the TEC, the Spanish case study came to the following results:

Publics' generosity: donations, motivations, and profiles.

DARA's *Review of Spanish NGO Funding for the Tsunami Emergency and Relief Operation*<sup>4</sup> shows that the total amount collected by the Spanish NGOs in response to the tsunami is a bit more than 89 million euro. Data on the origin of funds can be visualised as follows:

**Figure 1. Origin of Funds**

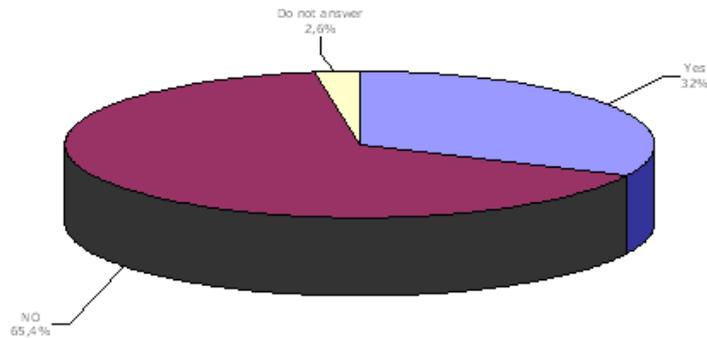


This chart illustrates the key role played by the Spanish population in the fundraising operation that followed the tsunami disaster. The CIS barometer of May 2001, illustrated a common tendency – after a natural catastrophe more than 50% of the Spanish population usually makes a donation.

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<sup>4</sup> See "Review of Spanish NGO Funding for The Tsunami Emergency and Relief Operation". Authors: Agustín Moya, Silvia Hidalgo, and Virginia Tortella.

**Figure 2. Did you make a donation after the tsunami disaster?**



The result of the OPINA poll gives us a contrasting figure. It shows that 32% of the Spanish population answered affirmatively to the question “Did you make a donation after the tsunami disaster?” This figure contradicts the study of CONGDE (March 2005) in which almost 60% of the Spanish population answered affirmatively to the question “Did you in a way or another contribute to the aid campaigns to help the victims of the tsunami?”

This difference of results can be explained by the following elements:

- OPINA’s survey used a panel of 2,000 individuals, while CONGDE’s sample was of 800 individuals. This allows us to believe that OPINA’s survey gives a more accurate picture of the mobilization of Spanish public opinion after the tsunami,
- CONGDE’s poll was conducted in March 2005, closer to heart of the event. It is very possible that the answer of some of the individuals interviewed expressed more an intention (“I would like to make a donation”) than a reality (“I have made a donation”).

A similar survey realized in France shows an identical phenomenon. One month after the Tsunami, 46% of the individuals interviewed by Optimus answered that they had made a donation. The same question asked by IFOP in November 2005 gave a figure of 32%.

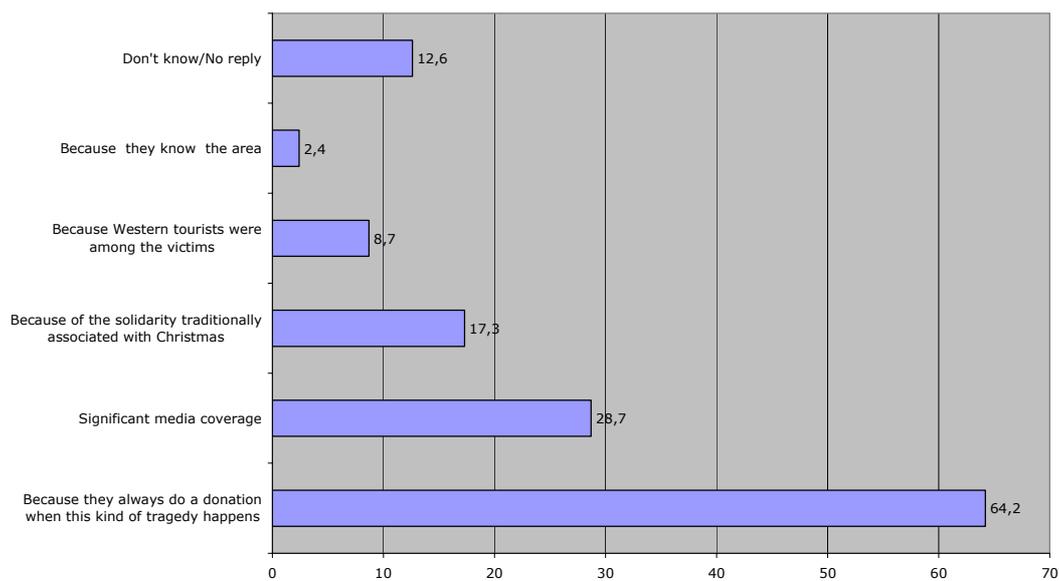
To finalize this point, an identical poll realized by US Today/Gallup/CNN in October 2005 showed that 33% of the American public donated to humanitarian agencies implementing aid programs in Asia after the Tsunami.

The main characteristics of those who gave to the Indian Ocean earthquake and tsunami aid appeal are as follows:

- Giving is proportionally higher in the South and East of Spain, followed by Madrid and the central region.

- People who said they gave were for the most part aged 35 to 49 (37.8%). It is interesting to note that people aged 50 to 64 made donations in higher percentages than the average.
- There are no significant differences according to sex (51.2% of donations were made by women).
- There are no significant differences according to occupation, although the percentage of contributions is slightly higher among those who do not work (52.3%) and in particular among those who said they have a private income. This fact is directly related to the average age obtained (43.6% of the retired made a donation). Among those who work, the percentage of business owners who made a contribution to the appeal was also higher than the average (55.2%).

**Figure 3. Factors that influenced Spanish contributions after the tsunami**



The factor that most influenced those who responded to the appeal was that they always make donations when this type of tragedy happens (64.2%). Significant media coverage of the tragedy influenced 30% of the Spanish donors. To a lesser extent “Christmas’ spirit” was also an influential factor (17.3%).

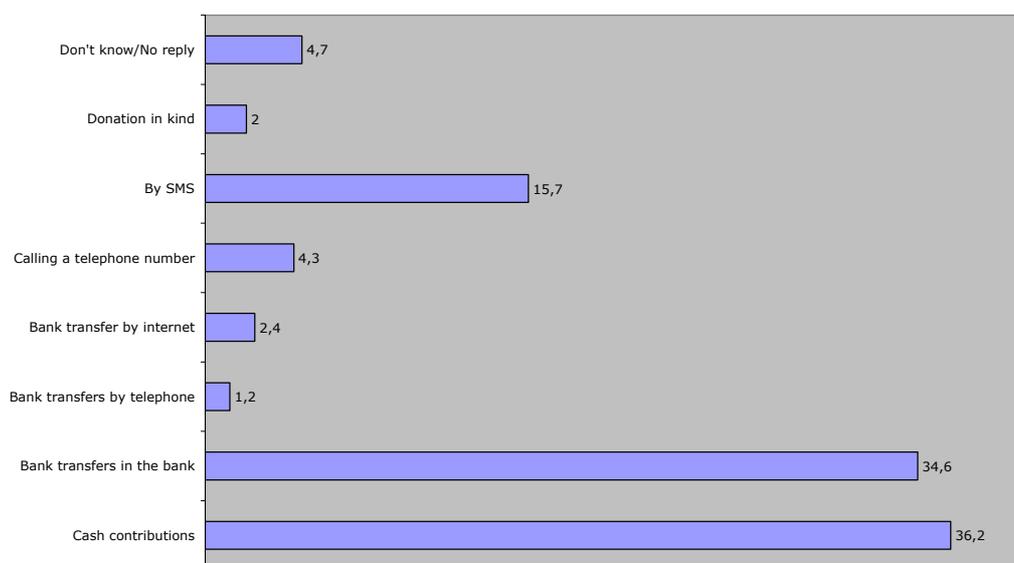
Although 64% of the donors seem to be regular ones, the influence of the media in this case was very significant, and media coverage judged exceptional. DARA proposes elements of analysis of the media coverage through the study by SOFRES. Findings are included in Annex 3.

## Forms the public used in giving

Cash contributions and bank transfers made directly in the bank were the most common means of contribution. New technologies also played an important role, as 15.7% of those who made a contribution used SMS to make their direct donation. SMS became the most relevant technique in the tsunami fundraising campaign. This emerging tool is especially valuable for its possibilities for social dissemination and involving young people, even though it has certain limitations that were underlined by the study (only 16% of the people aged 18 to 34 made a donation).

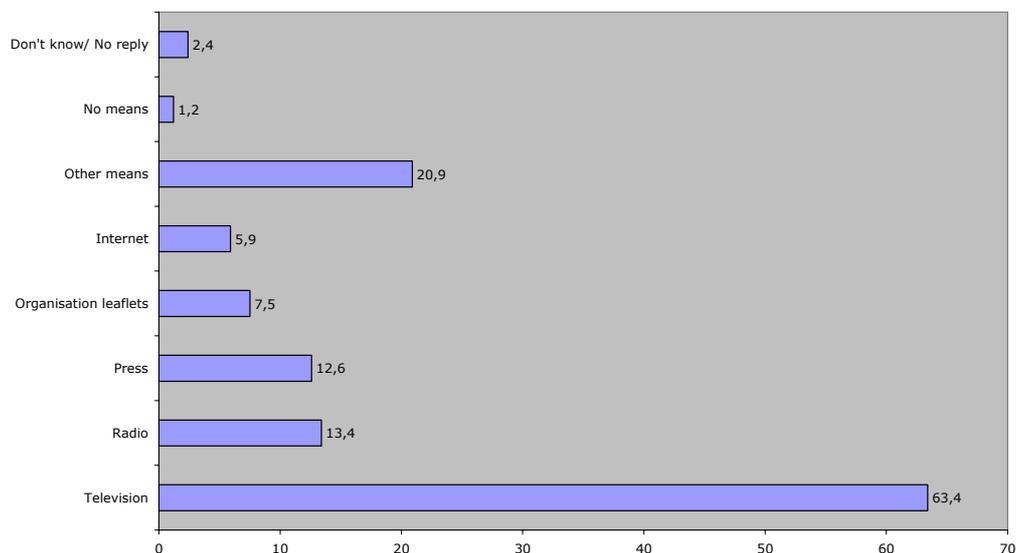
Results from the survey reflect that the means used by the public in Spain to make their donations were as follows:

**Figure 4. Means used by the public to donate in the tsunami response**



In Spain, media, and especially television, was a decisive communication instrument for fundraising campaigns after the tsunami. When respondents were asked about the media or channels through which they found out about the fundraising appeal of the humanitarian organization to which they made their main donation, the following results were obtained:

**Figure 5. Channels through which the public found out about the fundraising appeal to which they contributed**



As a matter of fact, coverage of the disaster temporally increased news channel ratings during the usually dormant year-end period. The media had a critical role to play in keeping the public informed about the impact of the tsunami and about aid efforts of humanitarian agencies. Covering a top news story such as the tsunami disaster does not end with reporting on the catastrophe (strength of the wave, casualties, wounded, etc.) but almost starts when the aggression (storm, wave, earthquake etc.) is over.

Additionally, it is interesting to observe that just after the tsunami, traditional information mechanisms to obtain information did not work because of the surprise nature of the event, and because of the logistic problems met by the media to rapidly reach the affected areas. Consequently, direct witnesses and/or victims of the disaster provided the firsts images of the tragedy – local population and tourists equipped with digital and video cameras. The strength of these images recorded by frightened video amateurs and broadcasted as they arrived to televisions had an extremely powerful impact on viewers.

The imperfect quality of the trembling images that often were accompanied by screams and horrified comments of the video amateur became extraordinary live documents for TV channels. The homemade videos turned out to be one of the hits of the media coverage that could find its sources in the complex mixed feelings that this kind of images produce – morbidity, curiosity, compassion, self-identification, etc.

Throughout the tsunami crisis, media (particularly television channels) positioned themselves as a fundamental link in the global chain of solidarity – free advertisements, calls for donations, partnership with humanitarian organizations, etc.

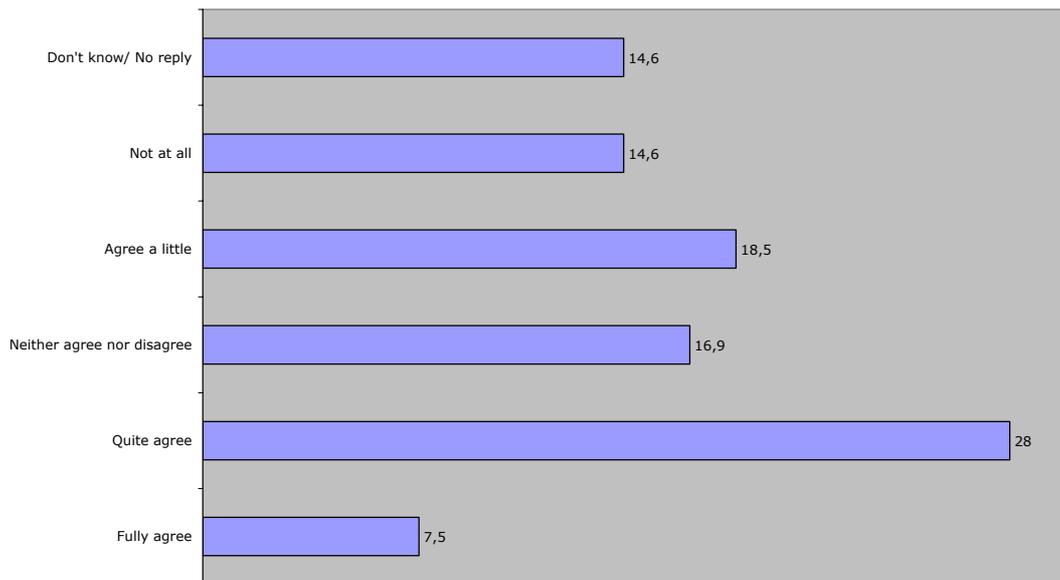
In Spain, two campaigns illustrate the pro-active role played by some media after the tsunami – those by Antena 3 (“A Solidarity Bridge”) and those by TVE 1 (“United for Asia”). Both channels designed a fundraising operation in partnership with humanitarian agencies. During one week, reports on the relief effort developed by partners on the field were shown, announcements from partner agencies were freely broadcasted, and messages motivating the public to make a SMS donation were regularly publicized. All together, both campaigns gathered more than 11.6 million euros.<sup>5</sup>

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<sup>5</sup> See Annex 3.

To the survey question: "Could you indicate to what extent you agree or disagree with the following statement: Media coverage after the tsunami was out of proportion", the response was:

**Figure 6. Agreement/disagreement with the statement "Media coverage after the tsunami was out of proportion"**



More than a third of the respondents quite agree or fully agree with the statement: "media coverage after the tsunami was out of proportion." This proportion was similar to that of respondents who agreed a little or not at all with this statement. This division is reflected in the average, which stands at 2.94 (neither agree nor disagree).

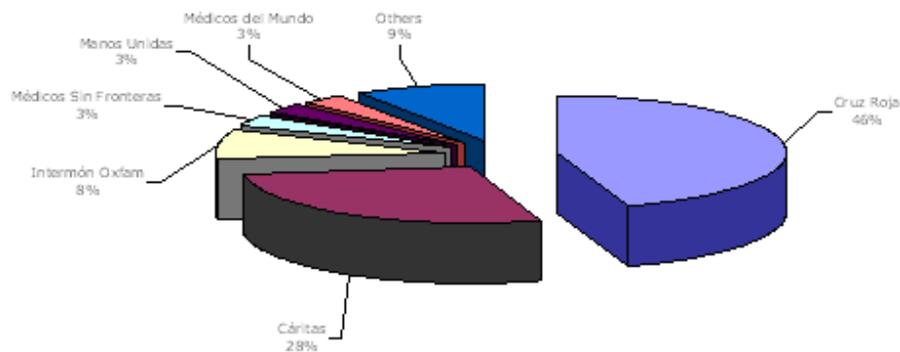
It is to be noted that the response of the public became an event in itself, generating news and media interest, and creating participatory dynamics in TV and radio programs. Donations were triggered by this participatory mechanism. Nearly 40% of the news related to the tsunami addressed the response by the public.

It is foreseeable that during Christmas 2005 the media will return to the affected region for the traditional "one year after" coverage. In this respect, the media have a critical role to play in keeping the public informed about the tsunami aid effort: the transparency of financial operations, the situation of the most vulnerable, the specific needs of most penalized groups like women or children, etc.

## Agencies that benefited from public giving

The agency that most benefited from public giving after the tsunami was the Spanish Red Cross (a total of 40,200,000.00 € collected). Traditional aid agencies such as Caritas, Intermón Oxfam, and Doctors Without Borders received also significant donations from the Spanish public.

**Figure 7. Donations received by Spanish Humanitarian Agencies\***



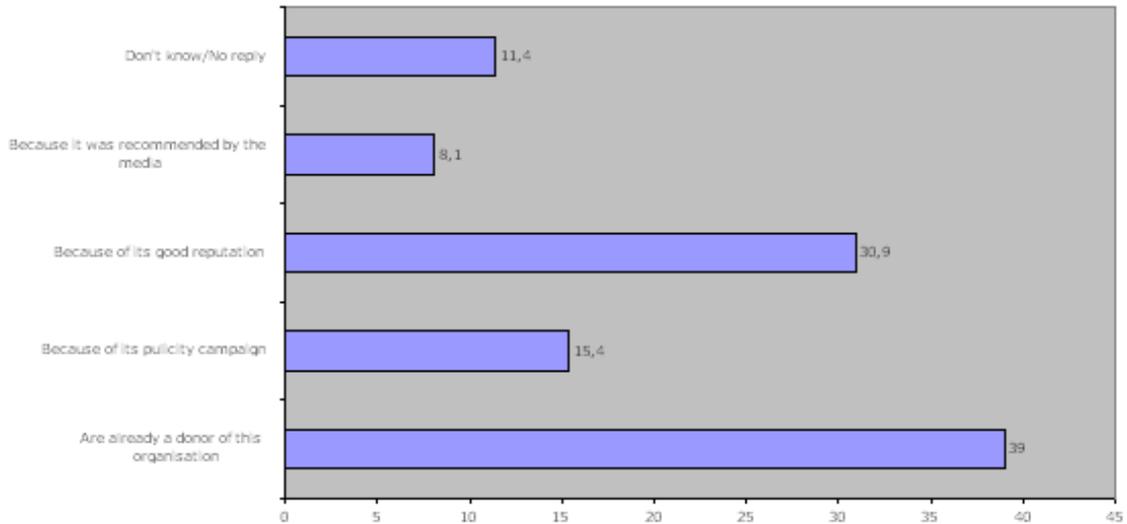
\*Source DARA's study of Spanish NGO Funding for The Tsunami Emergency and Relief Operation.

As show in Figure 1, an average of 87% of the funds received by Spanish humanitarian agencies are from the Spanish population. In some cases, the amounts collected raised 50% of previous annual general budgets. As a consequence, Spanish humanitarian agencies will have to redistribute their resources by field of activity and geographical priorities.

Furthermore, Spanish NGOs dedicate 13%, on average, of their annual expenditure to projects in Asia. As a result of the tsunami response, this figure will increase in the coming years (see DARA's report of Spanish NGO Funding for The Tsunami Emergency and Relief Operation). Finally, Spanish humanitarian agencies explained that the specificity of the tsunami disaster and its circumstances prevent any possible comparison with previous responses to humanitarian crisis.

## Public's concerns about spending of funds and NGO reporting

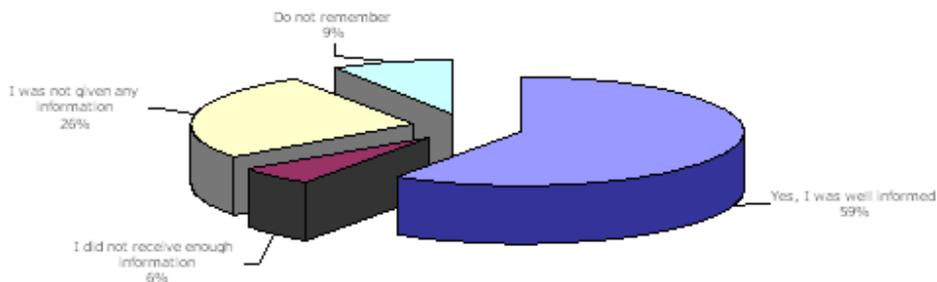
**Figure 8. Reasons for Spanish public funding of aid agencies after the tsunami**



This chart shows the main criteria that survey respondents used to select the humanitarian agency they donated to after the tsunami. All together, almost 70% of the people interviewed reported donating according to the good reputation of the agency or because they are already donors to this organization. The trust factor is a determinant issue for the public in deciding the organization to which they will donate.

The answer provided to the question: “Do you think that the aid organization you made a donation to provides clear information about how your donation is being used?” is portrayed in the figure below.

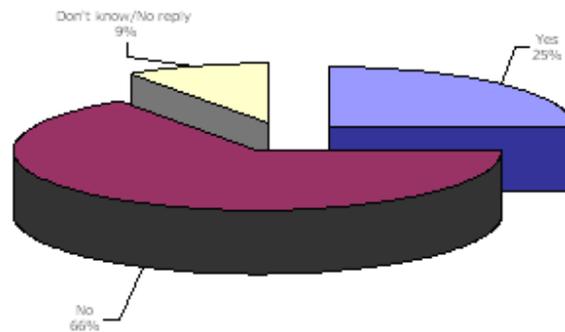
**Figure 9. Do you think that the organization you donated for provides clear information about how your donation is being used?**



Almost 60% considered that they were informed properly while 32% considered that they were not informed enough or not at all informed. The CONGDE study carried out in March 2005 shows that 40.82% of the Spanish people considered that NGOs are not transparent in the way they use funds. It seems that, in the eyes of the public, Spanish humanitarian agencies gained more in credibility and transparency.

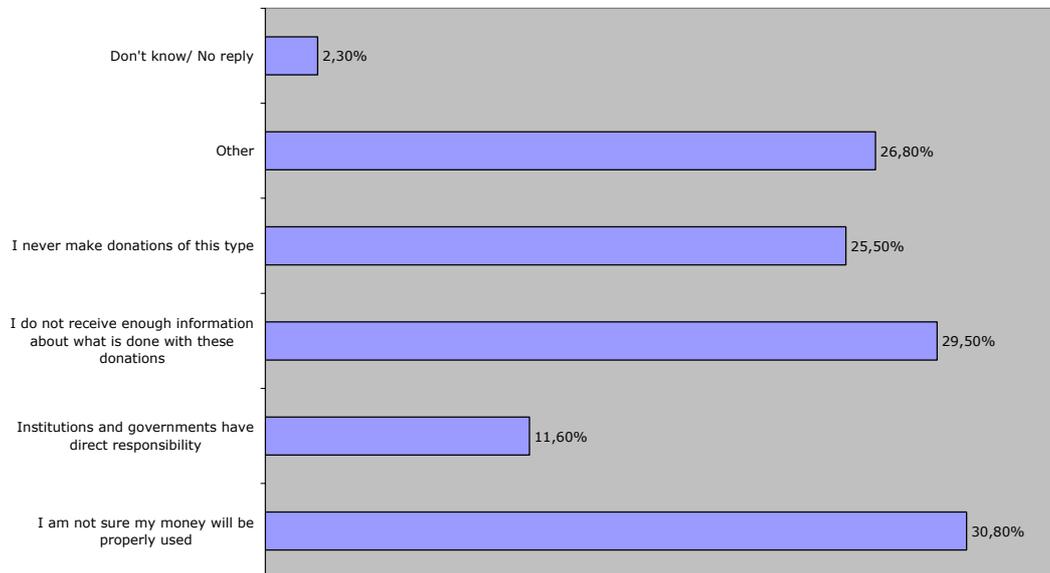
When asked if they would be interested in receiving more information about how their donation was used the answers confirmed the figures of the previous question: 66% do not need to receive more information about how their donation was used, while 25% asked for more information.

**Figure 10. Would you be interested in receiving more information about how your donation is being used?**



In contrast, it is interesting to observe that information and money management are the main reasons for not making a donation. When non-donors were asked by OPINA "Tell me if the reasons which I will read affected your decision not to make a contribution," most respondents pointed out the lack of confidence regarding management of the donated funds (30.8%), followed by the lack of information concerning the management of donations (29.5%).

**Figure 11. Reasons that affected the decision not to make a contribution**

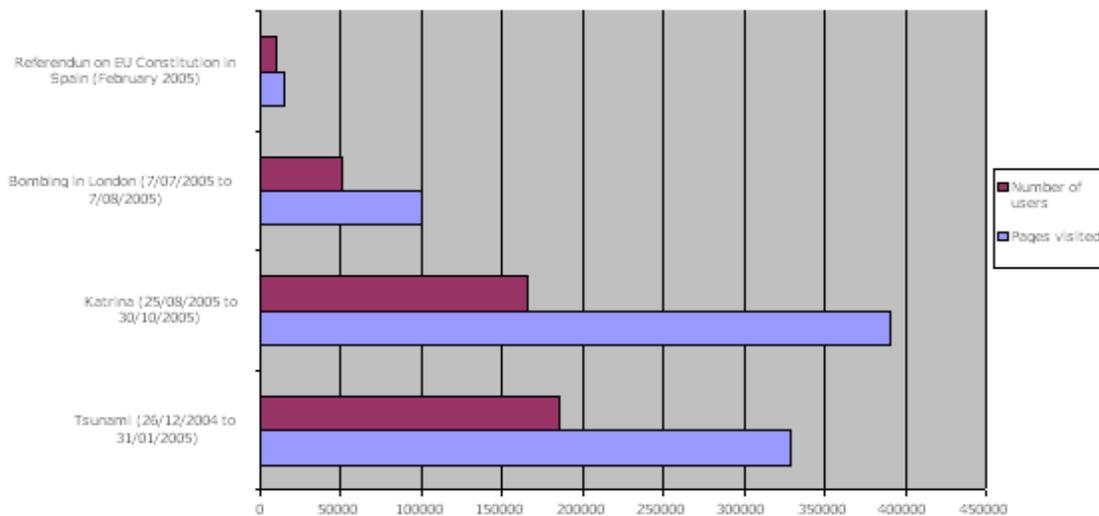


Spanish aid agencies contacted by DARA's evaluation team of Spanish NGO Funding for the Tsunami Emergency and Relief Operation explained that they followed their regular and usual policies regarding communication and accountability to their donors. No specific measures were implemented to communicate actions undertaken, but most of the NGOs provided information through their websites.

## Role of the Internet in giving

According to the findings of this study, online donations represented 5.9% of global donations. However, comparative figures from previous crisis are not available to value whether Internet changed donors' behavior.

**Figure 12. Comparative Internet traffic density**



Source: Yahoo Spain

Yahoo Spain's News page counted more users and more pages visited in the wake of Hurricane Katrina than during the tsunami emergency. In both cases, the Internet played an important role in guiding users during their donation, offering links and routing 18% of the traffic to humanitarian pages<sup>6</sup>.

Additionally, it should be underlined that throughout the tsunami crisis, the Internet was used as a tool to find thousands of missing persons. The most popular site for this purpose was Family-links, of the International Committee of the Red Cross. A section devoted to the Tsunami disaster was available next to those on Somalia, Liberia, Haiti or Bosnia. Besides the ICRC website, local cyber-coffees, local tourist offices, and bloggers started similar initiatives.

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<sup>6</sup> In the United States, the percentage of visits to humanitarian web sites increased by 180% after the tsunami (Source Internet Hitwise USA Inc).

Blogs<sup>7</sup> were also a communication instrument after the tsunami disaster. In Spain, the blog phenomenon remains modest due to the late implementation of the Internet in the country. Figures on blogs, pages visited, and users do not exist. However, the consultation of existing blogs, the reading of chats, and interviews with bloggers provide us with the following information:

- After the tsunami, bloggers showed high efficiency in providing on-line information, photographs, videos, and aid agencies' links. Within a couple of hours "how to help" links with frequent updates were posted.
- Inhabitants of the affected regions and well-equipped tourists caught in a trap emerged as an important source of news, providing a groundcover of the events that was not always available otherwise. Internet allowed them to share their experience, to tell what they saw without going through the traditional media. For some of the most enthusiastic bloggers, the tsunami confirmed the emergence of the journalist citizen.
- Newspapers and television tried then to acquire the dissemination rights of photos or motion pictures.
- The rest of images taken by tourists were sent through Internet exchange file systems (peer to peer). Bloggers started then to list these images and to create databases.

This democratization of image collectors (digital video camera) and of transmission instruments (Internet, blogs) will possibly mark the eruption of independent and flexible information providers with different priorities and concerns than those of TV networks, corporate groups, or political institutions: speed in the transmission of news (no need, for example, to double-check or even check the content), alternative and critical views, and solidarity with the victims.

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<sup>7</sup> Weblogs or blogs (short for Weblog) are web pages serving as personal journals for an individual. Most of the time they are updated on a daily basis.

### III. Conclusions

The core donors from the general public seem to be the usual contributors to humanitarian causes, mobilized in this case by the dimension of the tragedy and by media coverage.

The media exhibited leadership in setting up fundraising campaigns and directing funding flows to some NGOs. NGOs were not coordinated on a single platform; none conveyed their own message to the public.

The media played a central role when the tsunami devastated the coasts of Asia and Africa by informing the public and generating fundraising campaigns, sometimes in partnership with humanitarian agencies operating in the region. Media treatment of the crisis had a clear impact on the urgent and compassionate response of the public.

From the analysis of media coverage it seems that the participatory nature of TV and radio coverage was an added factor that prompted donations. The public was involved in debates, and competition and reports of donations became part of the news (an event within the event).

A comparative analysis of the audience shows that the post-tsunami TV audience was the largest in 2005, ahead of Katrina and the average audience of general news.

The “tsunami-generosity” phenomenon pointed out the capacity (or willingness) of the media to present itself as leaders and actors in solidarity.

The media did not encounter difficulties in portraying the tsunami crisis: there were no complex political forces at work, no war, the victims are for the most part poor, and they could not be blamed for what happened to them. Traditionally, public opinion is more willing to give for this kind of cause.

It is difficult to measure the impact that the tsunami response might have on other humanitarian emergencies. This study does not provide data to affirm that the response to the tsunami will, or has already, reduced the assistance given to other beneficiaries who are sometimes in long-term need (called by some UN officials “silent tsunamis”). Unfortunately, media focus often dictates where money is spent.

The Spanish public apparently did not desire further information on the use of funds, and do not show concern about the adequateness or accountability of the aid provided by their support.

The scope of the donations, and the importance and rapidity of the mobilization have created a precedent in the complex relations between the public, humanitarian organizations and the media. In this respect, the tsunami will probably offer new perspectives.

## **IV. Annex 1: OPINA/DARA study on Spanish public donations and motivations after the tsunami<sup>8</sup>**

### *2. Overall aims*

The main aim of this survey is to inquire into the motivation and expectations that led certain people to donate funds for the tsunami victims.

At the same time, in order to widen the scope of the survey outcomes, the sample was designed such that the percentage of Spaniards both contributing and not contributing could be quantified. Those who gave and those who did not were asked different questions:

- For those who donated, the main aim, as outlined above, will be fulfilled and, additionally, a profile will be created of the typical Spanish contributor. The survey will also outline the institutions and organizations which received donations and trace motivation and factors that influenced donations etc.
- Regarding those who did not give, reasons for this type of action will be investigated and a typical profile created.

The most noteworthy results of the survey are put forward in this report. The full survey can be found in the statistical tables in Annex 1.

### *3. Technical information*

Quantitative methodology was employed using Computer Assisted Telephone Interviewing (CATI) of the Spanish population as a whole.

- Fieldwork: October 19-20, 2005.
- Analysis universe: Spanish population over 18, living in homes with a telephone.
- Sample design: 2,000 interviews were carried out, proportional to the population distribution in Spain.

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<sup>8</sup> This Annex shows survey data not reflected already in the body of the report.

- Sampling method: stratified multi-stage sampling
- Primary units: TOWN. Random proportional selection within each Autonomous Region (Comunidad Autónoma). Population size quotas were followed in order to mirror the real distribution in Spain.
- Secondary Units: HOMES. Through random selection of telephone numbers.
- Final units: INDIVIDUALS. Cross-referenced quotas of sex and age were used. The 2001 Spanish population census was taken as the benchmark for designing these quotas.

Margin of error for the total sample it is  $\pm 2.19\%$ .

#### *4. Donor profile: Summary*

The main characteristics of those who gave to the Indian Ocean Earthquake and Tsumani aid appeal are as follows:

- ✓ Giving is proportionally higher in the South and East of Spain, followed by Madrid and the central region.
- ✓ People who said they had given were between the ages of 35 and 49. Of interest is the fact that people from age 50 to 64 made donations in higher percentages than the median.
- ✓ There are no significant differences according to sex.
- ✓ The level of education is slightly lower than the Spanish average.
- ✓ They are married or living with a partner.

There are no significant differences according to occupation, although the percentage of contributions is slightly higher among those who do not work and in particular among those who said they have a private income. This fact is directly related to the average age obtained. Among those who work, the percentage of business people who made a contribution to the appeal was also higher than the average.

#### *5. Non-donor profile: Summary*

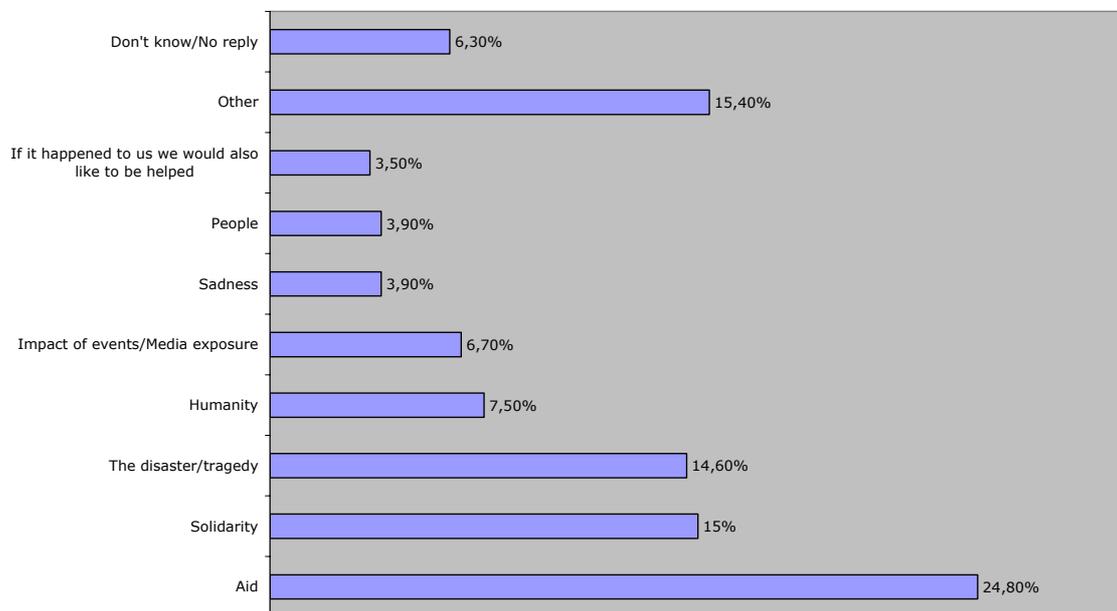
The main characteristics of those who did not give to the tsunami aid appeal are as follows:

- ✓ They are more numerous percentage-wise in Catalonia and in the Northwest.
- ✓ They are between the ages of 35 and 49 although those between 25 to 34 also stand out.
- ✓ There are no significant differences according to sex.
- ✓ The level of education is slightly higher than the Spanish average, although the percentage of people with no studies who did not give is also worthy of note. This fact is directly related to a slightly below average income level.
- ✓ Married or living with a partner although the percentages are lower than the average. The percentage of single people who did not give is significantly higher.

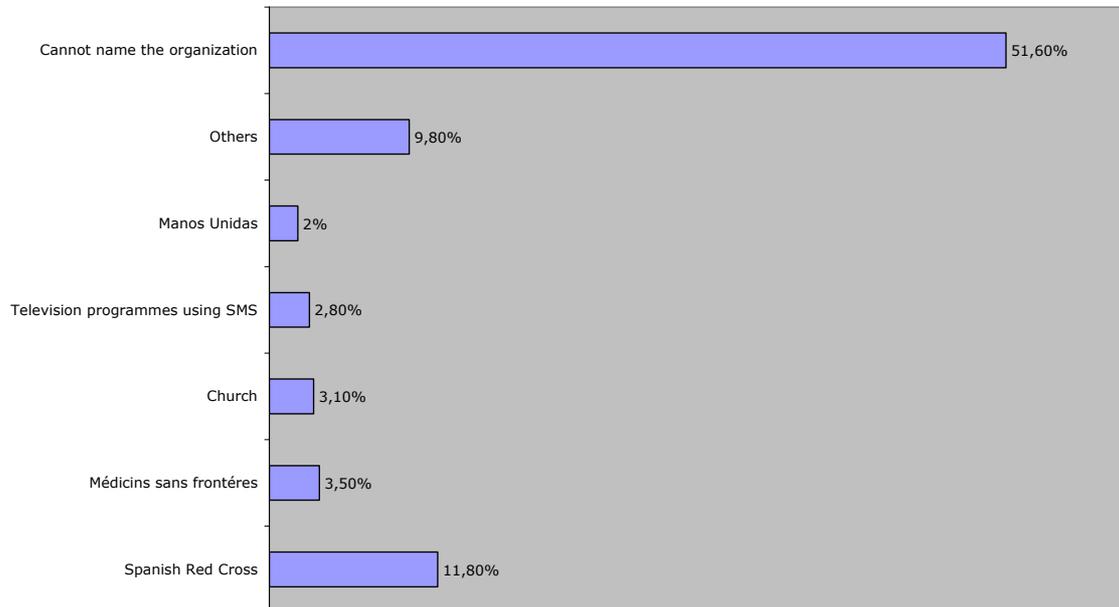
There are no significant differences according to occupation although the percentage is slightly higher among those who do not work, mainly among students.

## 6. *Questions to donors*

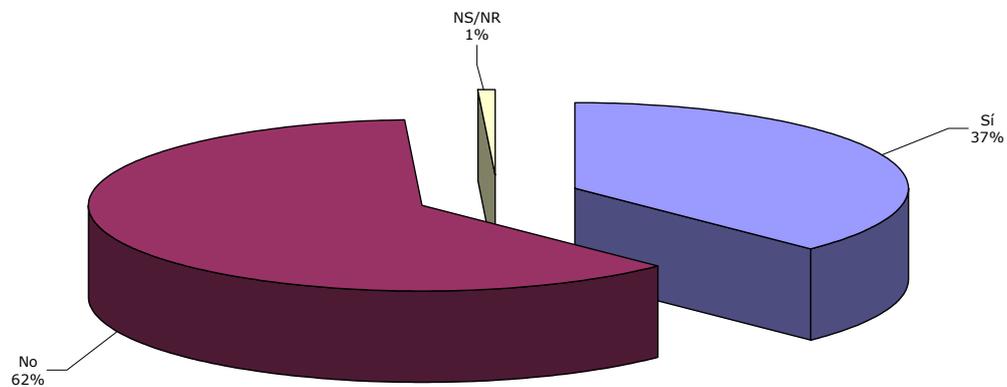
- What reason or reasons led you to make a donation?



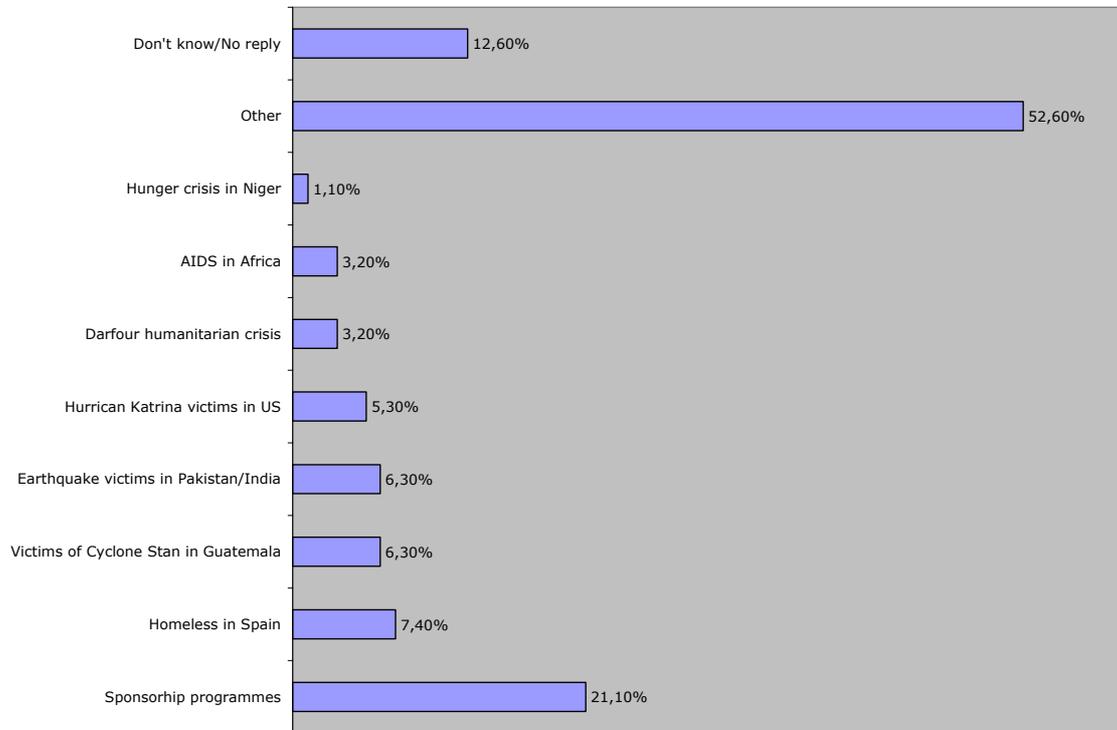
- What humanitarian organization did you give to in aid of the tsunami victims?



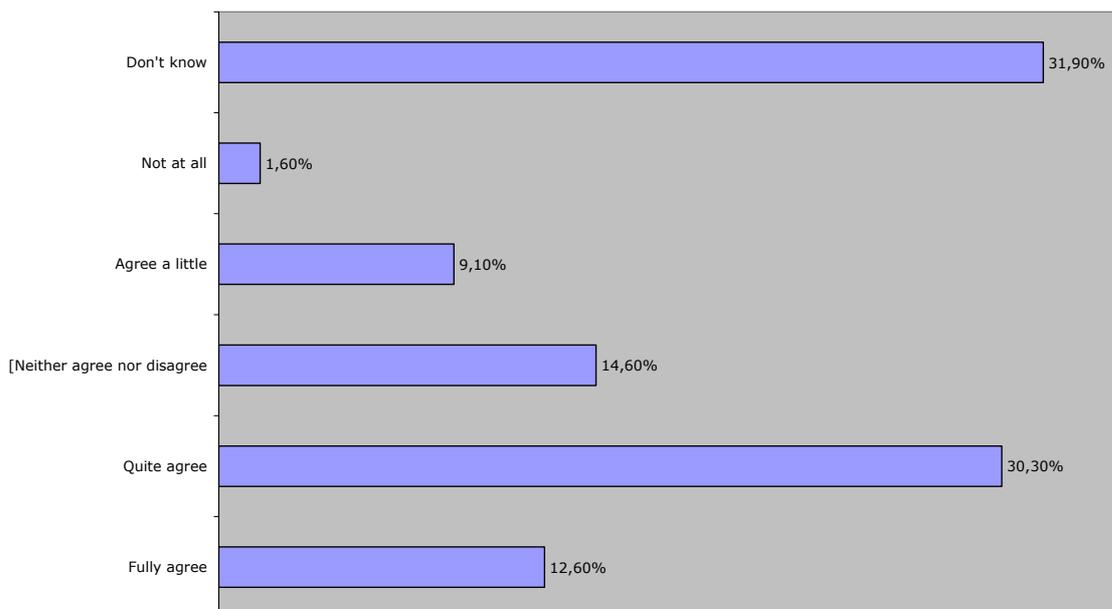
- Apart from the tsunami appeal, have you made a donation to any NGO during last year?



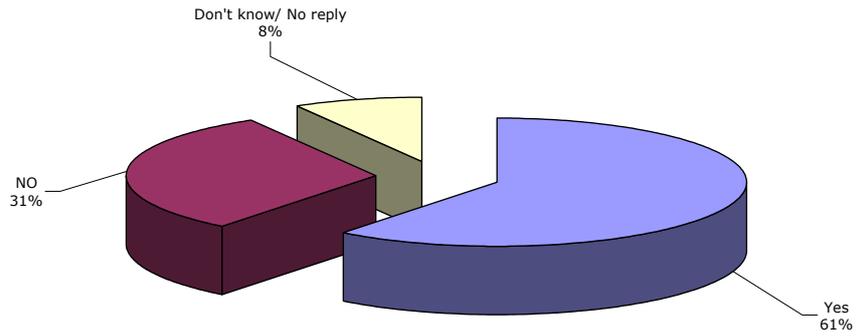
- To what appeal or appeals have you made donations?



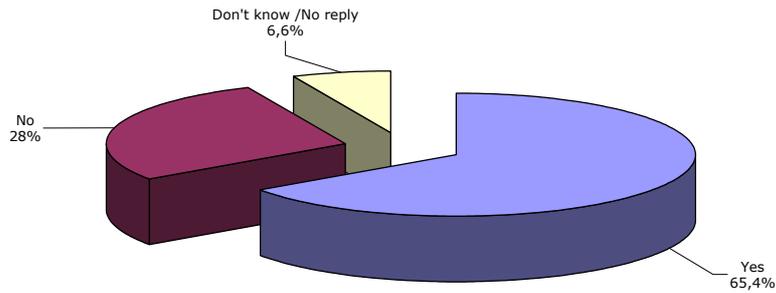
- Could you tell me to what extent you agree or disagree with the following statement:  
"Aid funds for the tsunami victims were properly used."



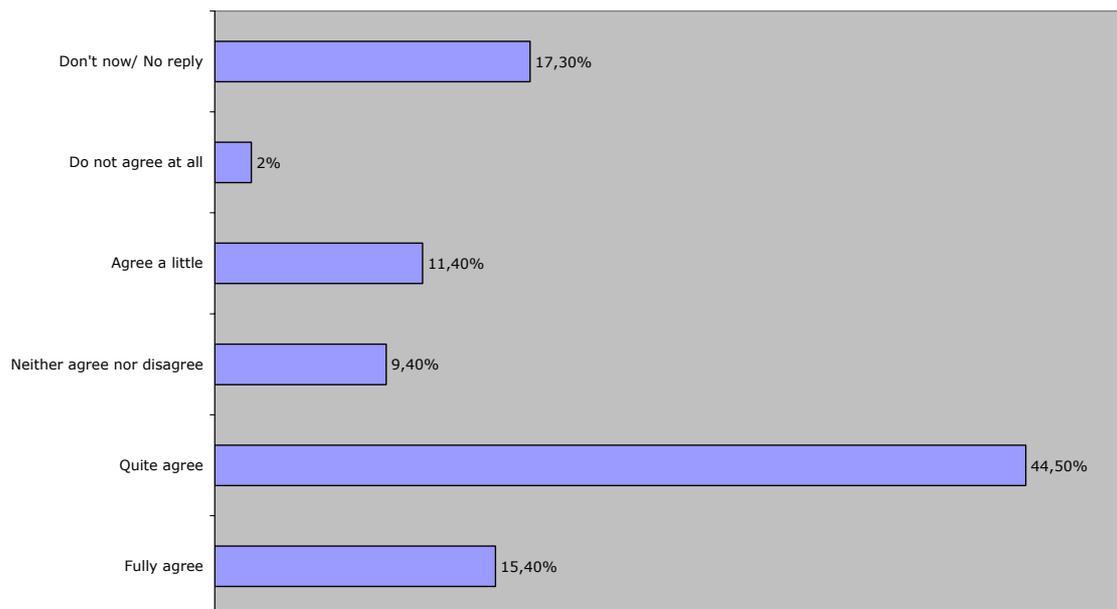
- Would you like to know how Spain acted at all levels in response to the tsunami (Spanish agencies, army, NGOs, etc)?



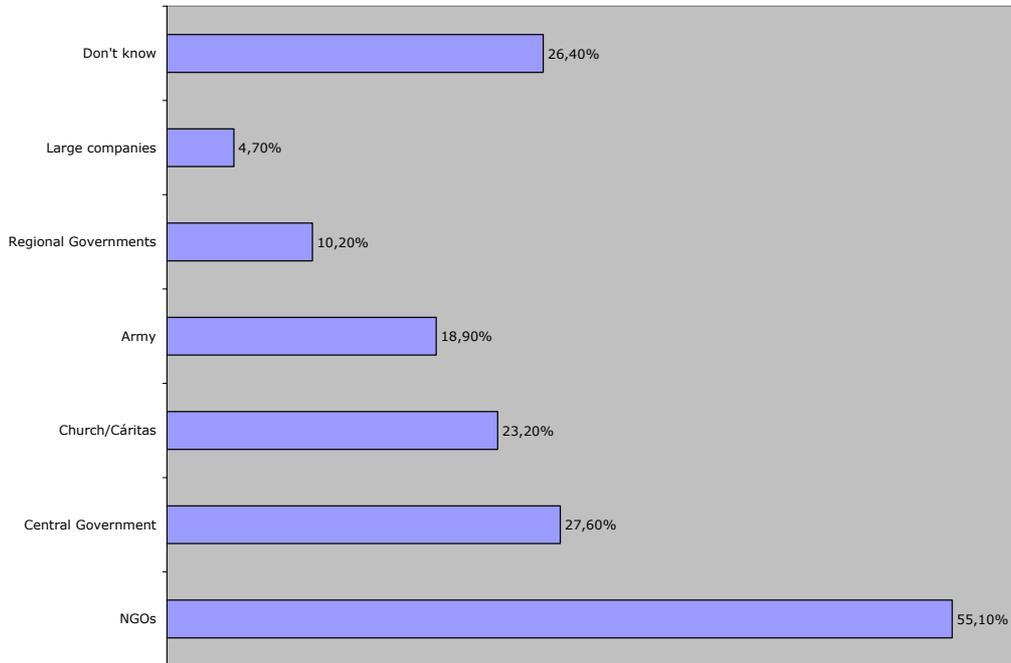
- Would you agree if the aid organization used your tsunami donation for another humanitarian program not related to the tidal wave?



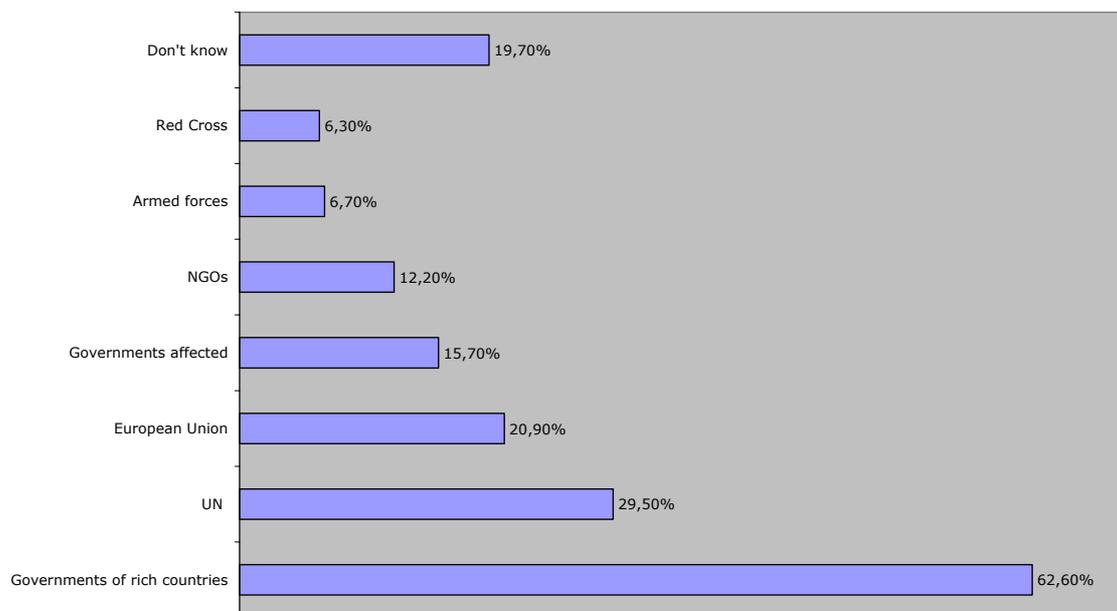
- Could you tell me to what extent you agree or disagree with the following statement: "Spanish society did everything that was necessary to respond to the disaster."



- Of the organisms and institutions that I will read to you now, which one do you think has contributed most to the Spanish response to the tsunami?

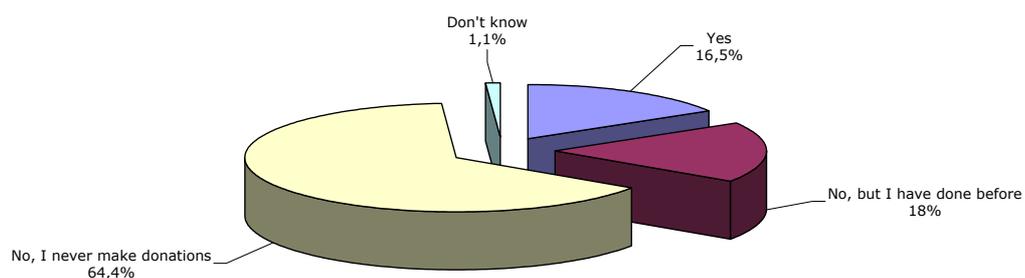


- In your opinion, who has the greatest responsibility when it comes to responding to this type of catastrophe?

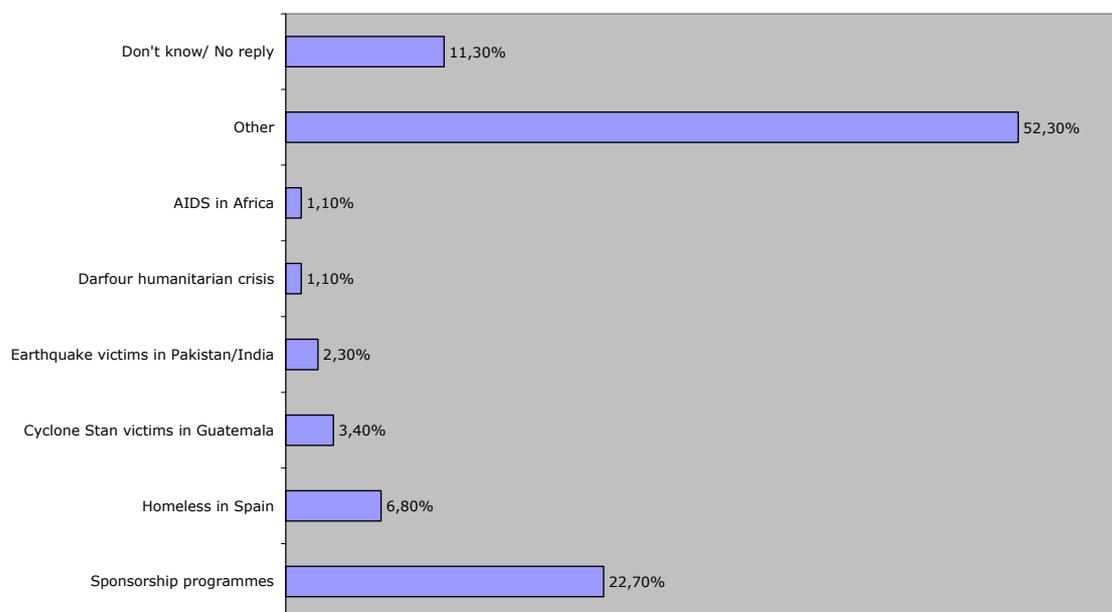


## 7. Reasons for not making a donation

- Since the tsunami, have you made a contribution to any NGO?



- Which appeal have you made a contribution to?



## V. Annex 2. OPINA Institute survey for DARA

	Colaboró		Zona									Sexo		Edad				
	Sí	No	Sur	Centro	Noroeste	Cataluña	Levante	Madrid	Norte	Canarias	Hombre	Mujer	18-24	25-34	35-49	50-64	+64	
<u>Base: Total entrevistas</u>	2000	640	1308	420	276	210	312	304	266	128	84	962	1038	254	391	538	389	428
<b>Zona</b>																		
Sur	21.0	24.5	19.3	100.0	-	-	-	-	-	-	-	21.2	20.8	23.6	24.0	21.2	19.0	18.2
Centro	13.8	13.6	13.8	-	100.0	-	-	-	-	-	-	13.9	13.7	9.1	9.5	15.6	11.8	20.1
Noroeste	10.5	7.8	11.6	-	-	100.0	-	-	-	-	-	10.2	10.8	9.8	9.5	9.7	10.8	12.6
Cataluña	15.6	12.2	17.4	-	-	-	100.0	-	-	-	-	15.6	15.6	15.7	14.8	14.9	17.0	15.9
Levante	15.2	17.7	13.8	-	-	-	-	100.0	-	-	-	15.3	15.1	16.9	15.9	15.2	15.7	13.1
Madrid	13.3	14.4	12.9	-	-	-	-	-	100.0	-	-	13.1	13.5	14.2	14.3	13.0	13.9	11.7
Norte	6.4	6.1	6.7	-	-	-	-	-	-	100.0	-	6.3	6.5	6.3	6.6	5.9	7.7	5.6
Canarias	4.2	3.8	4.5	-	-	-	-	-	-	-	100.0	4.4	4.0	4.3	5.4	4.5	4.1	2.8
<b>1. Sexo del entrevistado</b>																		
Hombre	48.1	45.6	49.5	48.6	48.6	46.7	48.1	48.4	47.4	47.7	50.0	100.0	-	50.0	50.4	50.2	47.8	42.5
Mujer	51.9	54.4	50.5	51.4	51.4	53.3	51.9	51.6	52.6	52.3	50.0	-	100.0	50.0	49.6	49.8	52.2	57.5
<b>2. Edad</b>																		
18-24 años	12.7	11.1	13.7	14.3	8.3	11.9	12.8	14.1	13.5	12.5	13.1	13.2	12.2	100.0	-	-	-	-
25-34 años	19.6	17.3	21.2	22.4	13.4	17.6	18.6	20.4	21.1	20.3	25.0	20.5	18.7	-	100.0	-	-	-
35-49 años	26.9	27.2	26.4	27.1	30.4	24.8	25.6	27.0	26.3	25.0	28.6	28.1	25.8	-	-	100.0	-	-
50-64 años	19.4	23.0	17.8	17.6	16.7	20.0	21.2	20.1	20.3	23.4	19.0	19.3	19.6	-	-	-	100.0	-
+de 64 años	21.4	21.4	20.9	18.6	31.2	25.7	21.8	18.4	18.8	18.8	14.3	18.9	23.7	-	-	-	-	100.0
<b>3. ¿Colaboró usted de alguna manera en la campaña de ayuda por la catástrofe del maremoto Tsunami del 26 de diciembre de 2004?</b>																		
Sí	32.0	100.0	-	37.4	31.5	23.8	25.0	37.2	34.6	30.5	28.6	30.4	33.5	28.0	28.4	32.3	37.8	32.0
No	65.4	-	100.0	60.0	65.6	72.4	73.1	59.2	63.5	68.0	70.2	67.3	63.7	70.5	70.8	64.1	59.9	64.0
No recuerda	2.6	-	-	2.6	2.9	3.8	1.9	3.6	1.9	1.6	1.2	2.4	2.8	1.6	0.8	3.5	2.3	4.0

	Sexo	
	Hom bre	Mujer

Base: no colaboró

533

191

342

**NO COLABORÓ**

**4. Dígame si los motivos que le leeré a continuación han influido o no en su decisión de no hacer un donativo.**

No confío en que mi dinero sea bien empleado	30.8	28.8	31.9
La responsabilidad directa es de las Instituciones y gobiernos	11.6	12.6	11.1
No recibo suficiente información de lo que se hace con estas donaciones	29.5	25.7	31.6
Nunca hago donaciones de este tipo	25.5	26.7	24.9
Otros	26.8	25.7	27.5
No sabe	2.1	2.1	2.0
No responde	0.2	-	0.3

**5. ¿Desde el Tsunami, ha colaborado usted con alguna ONG?**

Sí	16.5	15.7	17.0
No, pero lo ha hecho antes	18.0	16.8	18.7
No, nunca colaboro con ONG	64.4	67.5	62.6
No sabe	1.1	-	1.8

**6. ¿A qué campaña ha aportado su colaboración?**

<u>Base: colaborado con otras</u>	88	30	58
Programas de apadrinamiento	22.7	26.7	20.7
Situaciones de exclusión en España	6.8	10.0	5.2
Víctimas Ciclón Stan en Guatemala	3.4	3.3	3.4
Víctimas Terremoto Pakistan/India	2.3	-	3.4
Crisis humanitaria Darfour (Sudán)	1.1	-	1.7
SIDA en África	1.1	-	1.7
Otra	52.3	56.7	50.0
No sabe	10.2	6.7	12.1
No responde	1.1	-	1.7

TOTAL	Sexo	
	Hom bre	Mujer
254	79	175

Base: colaboró

## COLABORÓ

### 7. ¿Cuál o cuáles fueron los motivos que le impulsaron a realizar una donación?

Ayuda	24.8	19.0	27.4
Solidaridad	15.0	19.0	13.1
El desastre/tragedia	14.6	12.7	15.4
Humanidad	7.5	11.4	5.7
Impacto de los acontecimientos/Medios comunicación	6.7	6.3	6.9
Pena	3.9	3.8	4.0
Gente	3.9	3.8	4.0
Pensar que al revés también nos gustaría que nos ayudaran	3.5	3.8	3.4
Lástima	2.8	1.3	3.4
Compasión	2.0	2.5	1.7
Caridad	1.6	1.3	1.7
Pobreza	1.2	1.3	1.1
Otros	7.9	10.1	6.9
NS/NC	6.3	5.1	6.9

### 8. ¿Podría decirme si alguno de los factores que le leeré a continuación pudieron influir en su decisión de hacer una donación?

La importante cobertura mediática	28.7	27.8	29.1
El hecho que turistas occidentales fueron víctimas del maremoto	8.7	7.6	9.1
El hecho que usted conoce la zona afectada [por turismo/trabajo]	2.4	2.5	2.3
Por el espíritu solidario propio de las Navidades	17.3	15.2	18.3
Porque siempre hace donaciones cuando ocurren este tipo de tragedias	64.2	62.0	65.1
NS/NC	12.6	13.9	12.0

	Sexo	
	Hom bre	Mujer

Base: colaboró

254

79

175

**9.¿A qué organización humanitaria hizo usted la principal contribución a las víctimas del Tsunami?**

Cruz Roja Española	11.8	11.4	12.0
Caritas	9.8	7.6	10.9
Entidades bancarias	5.5	5.1	5.7
Médicos sin Fronteras	3.5	5.1	2.9
Iglesia	3.1	1.3	4.0
Programa televisión con SMS	2.8	6.3	1.1
Manos Unidas	2.0	-	2.9
Unicef	1.6	1.3	1.7
Pueblo/Organización popular	1.6	1.3	1.7
Intermón Oxfam	1.2	2.5	0.6
Fundación Vicente Ferrer	0.8	2.5	-
Ayuda en Acción	0.8	-	1.1
Médicos del Mundo	0.8	1.3	0.6
Colegio	0.8	1.3	0.6
Bomberos sin Fronteras	0.4	-	0.6
Mensajeros de la Paz	0.4	1.3	-
Centro comercial	0.4	1.3	-
Otros	1.2	1.3	1.1
<u>Total contesta organización</u>	48.4	50.6	47.4
NS/NC	51.6	49.4	52.6

**10.¿Por qué motivo eligió esta organización humanitaria?**

Base: contesta ONG

123

40

83

Ya es donante de ésta	39.0	27.5	44.6
Por la campaña de comunicación que realizó	15.4	22.5	12.0
Por la buena reputación que tiene	30.9	30.0	31.3
Porque la aconsejaron los medios de comunicación	8.1	12.5	6.0
NS/NC	11.4	10.0	12.0

	Sexo		
	TOTAL	Hom bre	Mujer
<u>Base colaboró</u>	254	79	175
<b>11.¿Considera que la organización humanitaria a la que hicieron el donativo les informa bien de la utilización de su donación?</b>			
<u>Base contesta ONG</u>	123	40	83
Sí, me informa bien	59.3	60.0	59.0
Me informa insuficientemente	5.7	2.5	7.2
No me ha informado en ningún momento	26.0	32.5	22.9
NS/NC	8.9	5.0	10.8
<b>12.¿Le interesaría recibir información sobre como se ha utilizado su donación?</b>			
<u>Base no informado</u>	32	13	19
Sí	25.0	23.1	26.3
No	65.6	69.2	63.2
NS/NC	9.4	7.7	10.5
<b>13.¿Cómo hizo usted su contribución?</b>			
<u>Base colaboró</u>	254	79	175
Donación en efectivo	36.2	29.1	39.4
Transferencia bancaria en el banco o cajero	34.6	34.2	34.9
Transferencia bancaria llamando por teléfono	1.2	-	1.7
Transferencia bancaria a través de internet	2.4	5.1	1.1
Llamando a un número de teléfono	4.3	3.8	4.6
Mediante SMS	15.7	22.8+	12.6-
Entrega de material (ropa, alimentos)	2.0	1.3	2.3
NS/NC	4.7	5.1	4.6
<b>14.¿Podría indicarme hasta qué punto está usted de acuerdo o en desacuerdo con la siguiente afirmación: "La cobertura mediática después del Tsunami fue desproporcionada"</b>			
[5] Totalmente de acuerdo	7.5	6.3	8.0
[4] Bastante de acuerdo	28.0	26.6	28.6
[3] Ni de acuerdo/desacuerdo	16.9	12.7	18.9
[2] Poco de acuerdo	18.5	20.3	17.7
[1] Nada de acuerdo	14.6	20.3	12.0
NS/NC	14.6	13.9	14.9
Media	2.94	2.75	3.03
Desviación típica	1.26	1.32	1.22

	Sexo	
	Hom bre	Mujer

Base:colaboró

254 79 175

**15.¿Mediante qué medios o canales conoció usted la campaña de recaudación de fondos de la organización humanitaria a la que hizo usted la principal contribución?**

Televisión	63.4	60.8	64.6
Radio	13.4	12.7	13.7
Prensa	12.6	12.7	12.6
Folletos de la organización	7.5	5.1	8.6
Internet	5.9	7.6	5.1
Otros medios	20.9	17.7	22.3
Ningún medio	1.2	1.3	1.1
NS/NC	2.4	5.1	1.1

**16.Independientemente de la campaña del Tsunami, ¿ha colaborado en el último año con alguna ONG?**

Sí	37.4	39.2	36.6
No	61.8	60.8	62.3
NS/NC	0.8	-	1.1

**17.¿A qué campaña o campañas ha aportado su colaboración?**

Base:ha colaborado en otras campañas

95 31 64

Programas de apadrinamiento	21.1	16.1	23.4
Situaciones de exclusión en España	7.4	3.2	9.4
Víctimas Ciclón Stan en Guatemala	6.3	3.2	7.8
Víctimas Terremoto Pakistan/India	6.3	3.2	7.8
Víctimas Huracán Katrina EEUU	5.3	3.2	6.3
Crisis humanitaria Darfour (Sudán)	3.2	3.2	3.1
SIDA en África	3.2	3.2	3.1
Crisis nutricional en Níger	1.1	3.2	-
Otra	52.6	64.5	46.9
NS/NC	12.6	6.5	15.6

	Sexo	
	Hom bre	Mujer

Base:colaboró

254

79

175

**18.¿Podría indicarme hasta qué punto está usted de acuerdo o en desacuerdo con la siguiente afirmación:**

**"Los fondos para ayudar a las víctimas del Tsunami fueron bien utilizados"**

Base:colaboró

254

79

175

[5] Totalmente de acuerdo

12.6

19.0+

9.7-

[4] Bastante de acuerdo

30.3

35.4

28.0

[3] Ni de acuerdo/desacuerdo

14.6

6.3-

18.3+

[2] Poco de acuerdo

9.1

10.1

8.6

[1] Nada de acuerdo

1.6

2.5

1.1

NS/NC

31.9

26.6

34.3

Media

3.64

3.79

3.56

Desviación típica

1.01

1.09

0.96

**19.¿Le interesaría saber como España ha actuado a todos los niveles en la respuesta al Tsunami (acción de las agencias españolas, el ejército, ONGs,etc.)?**

Sí

60.6

58.2

61.7

No

31.1

35.4

29.1

NS/NC

8.3

6.3

9.1

**20.¿Aceptaría usted que la organización humanitaria emplease su donación para el Tsunami en otro programa humanitario necesario pero no relacionado con el maremoto?**

Sí

65.4

60.8

67.4

No

28.0

30.4

26.9

NS/NC

6.7

8.9

5.7

**21.¿Podría indicarme hasta qué punto está usted de acuerdo o en desacuerdo con la siguiente afirmación:**

**"La sociedad española hizo lo necesario para responder al desastre"**

[5] Totalmente de acuerdo

15.4

15.2

15.4

[4] Bastante de acuerdo

44.5

46.8

43.4

[3] Ni de acuerdo/desacuerdo

9.4

6.3

10.9

[2] Poco de acuerdo

11.4

13.9

10.3

[1] Nada de acuerdo

2.0

5.1

0.6

NS/NC

17.3

12.7

19.4

Media

3.72

3.61

3.78

Desviación típica

1.00

1.13

0.93

	Sexo	
	Hom bre	Mujer

Base: colaboró

254

79

175

**22. De los organismos o instituciones que le leeré a continuación, ¿cuál cree usted que ha contribuido más a la respuesta española al Tsunami?**

Las ONGs	40.6	41.8	40.0
El Gobierno central	11.4	12.7	10.9
La Iglesia/Cáritas	9.1	6.3	10.3
Las fuerzas armadas	7.9	11.4	6.3
Las Comunidades Autónomas	3.1	3.8	2.9
Las grandes empresas	1.6	2.5	1.1
<u>Contesta</u>	73.6	78.5	71.4
Ninguna	0.4	1.3	-
NS/NC	26.0	20.3	28.6

**23. ¿Y la segunda que más ha contribuido?**

Base: contesta primera ha contribuido

187

62

125

El Gobierno central	21.9	24.2	20.8
Las ONGs	19.8	17.7	20.8
La Iglesia/Cáritas	19.3	21.0	18.4
Las fuerzas armadas	15.0	14.5	15.2
Las Comunidades Autónomas	9.6	16.1+	6.4-
Las grandes empresas	4.3	1.6	5.6
<u>Contesta</u>	-	-	-
Ninguna	1.1	1.6	0.8
NS/NC	9.1	3.2-	12.0+

**22/23. Total organismos o instituciones ha contribuido a la respuesta española al Tsunami?**

Base: colaboró

254

79

175

Las ONGs	55.1	55.7	54.9
El Gobierno central	27.6	31.6	25.7
La Iglesia/Cáritas	23.2	22.8	23.4
Las fuerzas armadas	18.9	22.8	17.1
Las Comunidades Autónomas	10.2	16.5+	7.4-
Las grandes empresas	4.7	3.8	5.1
Ninguna	0.4	1.3	-
NS/NC	26.0	20.3	28.6

	Sexo	
	Hom bre	Mujer

Base:colaboró

254

79

175

**24.¿En su opinión, a quién corresponde la mayor responsabilidad a la hora de responder a este tipo de catástrofes?**

Los gobiernos de los países ricos

47.6

45.6

48.6

La ONU

13.4

24.1+

8.6-

A los gobiernos afectados

8.3

6.3

9.1

La Unión Europea

5.9

2.5

7.4

Las ONGs

2.4

3.8

1.7

La Cruz Roja

2.0

2.5

1.7

Las fuerzas armadas

0.8

-

1.1

Contesta

80.3

84.8

78.3

NS/NC

19.7

15.2

21.7

**25.¿Y la segunda?**

Base:contesta primera mayor responsabilidad

204

67

137

La ONU

20.1

19.4

20.4

Los gobiernos de los países ricos

18.6

23.9

16.1

La Unión Europea

18.6

26.9+

14.6-

Las ONGs

12.3

13.4

11.7

A los gobiernos afectados

9.3

7.5

10.2

Las fuerzas armadas

7.4

1.5

10.2

La Cruz Roja

5.4

4.5

5.8

NS/NC

8.3

3.0

10.9

**24/25.Total mayor responsabilidad a la hora de responder a este tipo de catástrofes**

Base:colaboró

254

79

175

Los gobiernos de los países ricos

62.6

65.8

61.1

La ONU

29.5

40.5+

24.6-

La Unión Europea

20.9

25.3

18.9

A los gobiernos afectados

15.7

12.7

17.1

Las ONGs

12.2

15.2

10.9

Las fuerzas armadas

6.7

1.3-

9.1+

La Cruz Roja

6.3

6.3

6.3

NS/NC

19.7

15.2

21.7

TOTAL	Colaboró		Zona									Sexo		Edad				
	Sí	No	Sur	Centro	Noroeste	Cataluña	Levante	Madrid	Norte	Canarias	Hombre	Mujer	18-24	25-34	35-49	50-64	+64	
1948	640	1308	409	268	202	306	293	261	126	83	939	1009	250	388	519	360	411	

Base: recuerda~

## IDENTIFICADORES

### 26.¿Cuál es su nivel de estudios máximo alcanzado?

Sin estudios	3.8	2.5	4.4	6.4	3.7	3.0	4.9	3.4	0.4	2.4	3.6	2.4	5.1	-	0.5	0.6	5.0	12.2
Elementales	8.5	7.2	9.2	10.8	14.2	7.9	5.2	7.8	6.9	4.0	7.2	5.9	11.0	-	0.5	2.7	10.0	27.3
Primarios	24.6	26.3	23.8	26.9	23.9	30.2	26.5	24.9	18.8	21.4	16.9	22.0	27.0	5.6	9.5	20.8	38.9	41.8
Bachiller elemental, EGB, FP1	20.0	17.5	21.2	18.3	19.0	21.3	18.0	17.4	22.6	28.6	22.9	17.9	21.9	27.6	19.6	27.4	19.7	6.6
Bachiller superior, BUP, FP2	19.9	20.6	19.6	17.8	17.5	17.8	21.2	22.2	22.6	21.4	19.3	21.7	18.2	41.2	28.6	20.4	12.1	5.4
Universitario grado medio	8.2	9.2	7.7	8.8	9.0	6.9	7.5	7.5	6.9	7.9	15.7	10.0	6.5	11.2	14.7	6.9	6.8	3.2
Universitario grado superior	13.7	15.0	13.1	10.0	11.6	11.4	14.7	16.0	19.5	14.3	13.3	18.0	9.7	13.2	25.3	19.7	5.8	2.9
No contesta	1.3	1.7	1.1	1.0	1.1	1.5	2.0	0.7	2.3	-	1.2	2.0	0.6	1.2	1.3	1.5	1.6	0.7

### 27.Estado civil

Soltero/a	27.0	21.3	29.8	27.4	22.8	29.2	27.1	26.6	28.0	30.2	26.5	31.8	22.5	91.6	47.7	11.9	7.4	5.4
Casado/a-viviendo en pareja	61.6	66.3	59.3	60.4	66.8	59.4	61.4	64.2	59.4	57.9	60.2	59.9	63.2	6.8	49.5	79.4	80.0	66.9
Separado/a-divorciado/a	3.0	3.3	2.9	2.0	2.2	1.0	3.9	3.4	3.8	5.6	4.8	2.8	3.3	0.8	1.5	5.0	3.9	2.4
Viudo/a	7.2	8.1	6.8	9.0	7.1	8.4	6.5	5.5	6.9	6.3	7.2	3.9	10.3	-	0.3	2.1	7.4	24.6
No contesta	1.1	1.1	1.1	1.2	1.1	2.0	1.0	0.3	1.9	-	1.2	1.6	0.7	0.8	1.0	1.5	1.3	0.7

### 28.¿En qué situación ocupacional se encuentra usted?

Trabaja jornada completa	38.1	37.5	38.5	35.7	37.3	32.7	40.2	36.9	41.4	40.5	49.4	52.0	25.3	33.2	58.2	57.2	34.5	1.5
Trabaja media jornada	8.1	7.8	8.2	7.8	6.3	7.9	8.8	9.6	8.0	7.9	7.2	4.4	11.5	9.2	11.9	12.3	5.8	0.5
No trabaja	52.3	53.3	51.8	55.3	54.9	57.4	50.3	52.2	47.5	50.8	42.2	41.5	62.3	56.4	28.6	27.7	57.9	98.1
No contesta	1.5	1.4	1.5	1.2	1.5	2.0	0.7	1.4	3.1	0.8	1.2	2.1	0.9	1.2	1.3	2.7	1.8	-

### 29.¿En qué situación se encuentra usted?

Base: no trabaja	1019	341	678	226	147	116	154	153	124	64	35	390	629	141	111	144	220	403
Jubilado/pensionista	43.6	43.4	43.7	37.2	49.0	44.8	53.2	40.5	41.9	42.2	37.1	65.9	29.7	0.7	3.6	7.6	42.3	83.1
En paro	11.7	10.6	12.2	11.9	9.5	11.2	12.3	11.8	13.7	7.8	17.1	14.1	10.2	14.2	35.1	25.0	10.0	0.5
Vive de rentas	0.5	0.6	0.4	0.4	-	0.9	0.6	-	0.8	-	2.9	0.3	0.6	-	-	0.7	1.8	-
Ama de casa	30.2	33.7	28.5	33.6	32.7	29.3	22.1	35.3	25.0	34.4	25.7	0.3	48.8	3.5	39.6	66.0	45.5	15.9
Estudiante	13.6	11.4	14.7	15.9	8.8	13.8	11.0	12.4	17.7	15.6	17.1	19.0	10.3	81.6	20.7	-	-	0.2
No contesta	0.4	0.3	0.4	0.9	-	-	0.6	-	0.8	-	-	0.5	0.3	-	0.9	0.7	0.5	0.2

TOTAL	Colaboró		Zona										Sexo		Edad				
	Sí	No	Sur	Centro	Noroeste	Cataluña	Levante	Madrid	Norte	Canarias	Hombr	Mujer	18-24	25-34	35-49	50-64	+64		

Base recuerda~

1948 640 1308 409 268 202 306 293 261 126 83 939 1009 250 388 519 380 411

### 30.¿Qué trabajo desarrolla usted?

<u>Base trabaja</u>	900	290	610	178	117	82	150	136	129	61	47	529	371	106	272	361	153	8
Profesión liberal	7.4	6.9	7.7	14.6	5.1	7.3	7.3	3.7	7.0	3.3	4.3	8.7	5.7	6.6	5.9	6.1	14.4	-
Empresario	3.2	5.5	2.1	5.6	1.7	1.2	4.0	3.7	2.3	1.6	2.1	4.3	1.6	0.9	3.7	3.9	2.0	12.5
Autónomo	10.3	8.6	11.1	9.6	8.5	18.3	10.7	11.8	7.8	6.6	10.6	9.5	11.6	10.4	10.3	9.1	13.7	-
Directiva/cuadro	3.0	3.4	2.8	2.2	3.4	4.9	2.0	2.2	3.9	3.3	4.3	3.6	2.2	2.8	4.0	2.5	2.0	12.5
Empleado: sector servicios	67.9	67.2	68.2	59.0	70.9	61.0	72.0	71.3	70.5	68.9	74.5	63.5	74.1	70.8	70.6	71.2	55.6	25.0
Obrero	6.9	5.9	7.4	8.4	8.5	6.1	3.3	5.9	7.0	13.1	4.3	8.7	4.3	8.5	3.3	6.9	10.5	37.5
No contesta	1.2	2.4	0.7	0.6	1.7	1.2	0.7	1.5	1.6	3.3	-	1.7	0.5	-	2.2	0.3	2.0	12.5

### 31.¿En qué sector de actividad?

<u>Base trabaja</u>	900	290	610	178	117	82	150	136	129	61	47	529	371	106	272	361	153	8
Agricultura	3.9	2.1	4.8	9.6	4.3	8.5	0.7	2.2	-	-	4.3	3.4	4.6	0.9	2.6	2.8	10.5	12.5
Industria	17.0	20.0	15.6	10.1	13.7	29.3	20.7	22.1	12.4	18.0	14.9	21.0	11.3	18.9	14.0	18.8	17.6	-
Servicios/Comercio/hotelaría	52.2	47.9	54.3	53.4	48.7	47.6	51.3	51.5	58.9	47.5	57.4	44.4	63.3	63.2	57.4	48.2	45.8	37.5
Construcción	6.3	4.8	7.0	6.7	7.7	4.9	9.3	3.7	6.2	4.9	4.3	9.5	1.9	10.4	5.5	5.8	5.9	12.5
Administración pública	18.2	22.1	16.4	16.9	21.4	8.5	16.7	19.1	20.2	26.2	19.1	18.5	17.8	6.6	16.2	23.5	17.0	25.0
No contesta	2.3	3.1	2.0	3.4	4.3	1.2	1.3	1.5	2.3	3.3	-	3.2	1.1	-	4.4	0.8	3.3	12.5

## VI. Annex 3. Media Coverage Analysis

From the survey it becomes clear that media coverage had an important influence in the donation pattern of the general public for the tsunami. As highlighted in the core document:

- Media coverage was judged excessive by the public
- A majority of the public found out about the fundraising appeal of humanitarian organizations through television and radio (almost 77 % altogether)

We will focus particularly on the television and radio coverage of the crisis (the reasons why newspapers could not be included in the study are mentioned above). In Spain, two important fundraising operations were organized by the television channels, Antena 3 and TVE 1 which used SMS to collect funds. To be successful, a SMS based fundraising operation needs important media coverage. These campaigns were shaped on the following manner:

The campaign of Antena 3 (private TV channel), called “A Solidarity Bridge,” started on January 4, 2005 and finished on January 11, 2005. During this time period all television news and entertainment programs offered the Spanish Red Cross a free promotional space, gave the audience a SMS number<sup>9</sup> and encouraged viewers to make a donation to that humanitarian agency. Throughout the study, Antena 3 was asked about their selection of the Spanish Red Cross based on the criteria applied in the study, and about the reasons why they did not open the partnership to other humanitarian agencies. The response regarding the Spanish Red Cross was that this organization has an excellent reputation, vast experience, and an international presence. No explanation was given about the absence of other NGOs. The campaign collected the following:

- 8,030,961 euros from the 7,692,491 SMS messages sent by Antena 3 viewers.
- 3,400,000 euros of telephone donations received by the Spanish Red Cross during the development of the campaign.
- In total, “A Solidarity Bridge” collected 11,4 millions euros in one week.

The campaign of TVE 1 (public TV channel), called “United for Asia,” started on January 17, 2005 and finished on January 23, 2005. A daily program called “This is Life” was giving

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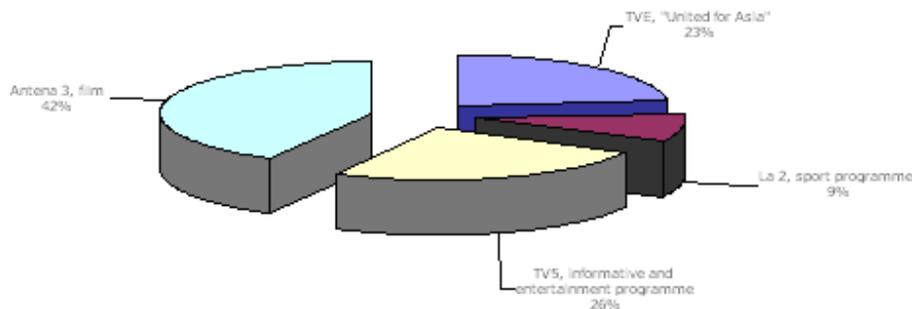
<sup>9</sup> The initiative counted with the collaboration of the mobile phone carriers Amena, Movilisto, Telefónica Móviles, and Vodafone.

information on the situation in Asia and encouraging viewers to dial an SMS number (5152 followed by the word ASIA). The benefits of this operation were to be distributed among UNICEF, Save the Children, the Spanish Red Cross, Intermón Oxfam, and Action Against Hunger.

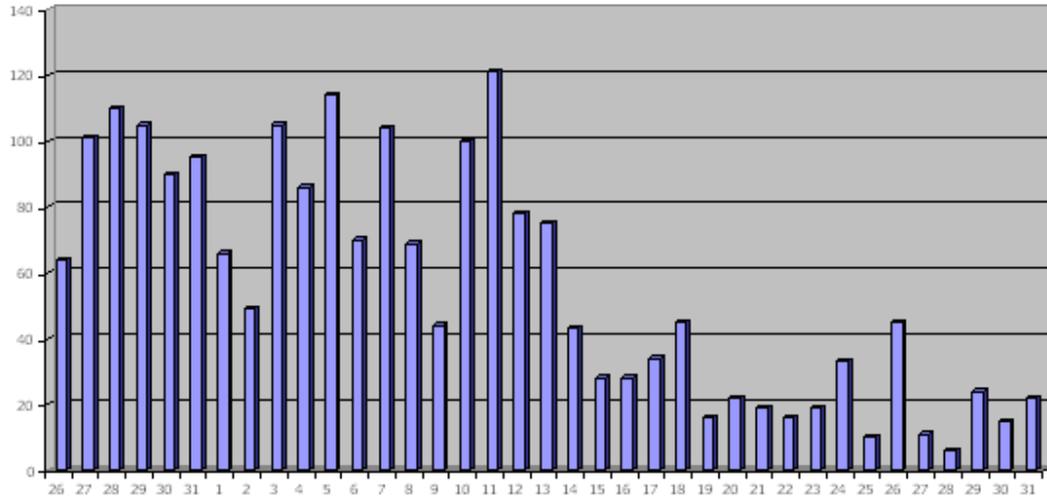
The highlight of this campaign was a special informative program broadcasted on January 23rd in the presence of representatives of each humanitarian organization, reporting their actions in the field. As a result of this campaign, 250,000 euros (200,000 SMS and 3,000 phone calls) were collected and distributed to the aforementioned organizations. The lateness of the campaign, a certain lack of coordination and cohesion among the different actors and the fact that Spanish public opinion already generously participated in previous campaigns (like the one of Antena 3) can explain the relative modesty of the funds raised by "United for Asia."

TVE could not provide a breakdown of the funds by partner organization.

**Figure 1. Average audience of TV programs on January 23, 2005**

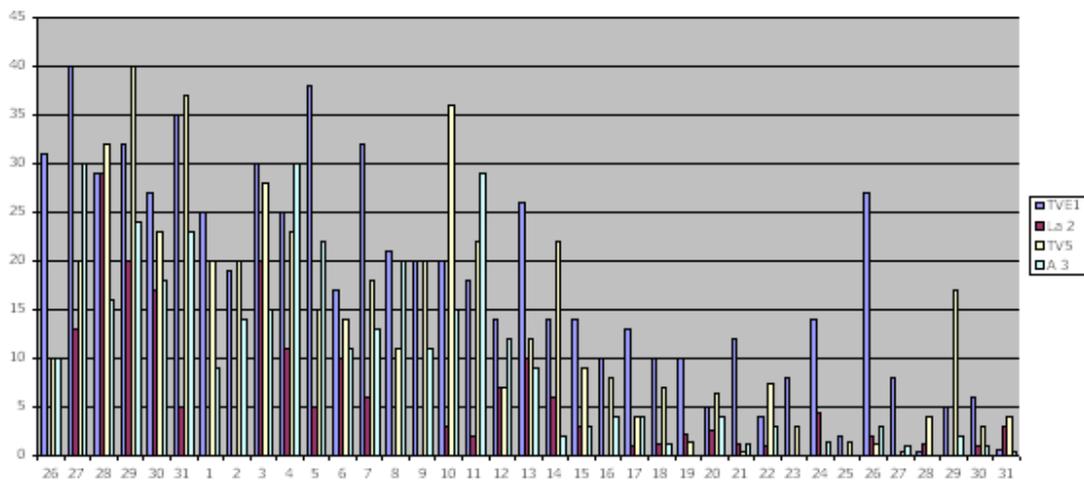


**Figure 2. TV tsunami coverage by 14 channels (December 26, 2004 to January 31, 2005)**



This chart shows the coverage in minutes of the tsunami crisis by five national and nine local Spanish televisions. The coverage goes up and down from December 26th to January 13th. Then the coverage decreases constantly with an ultimate peak on January 26th. On this symbolic date, one month after the tsunami, few television channels dedicated time to the tsunami and its consequences.

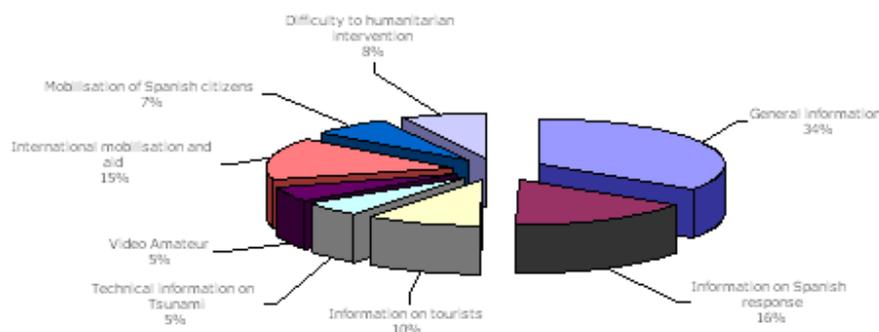
**Figure 3. Minutes dedicated to the tsunami on the main Spanish TV channels (December 26, 2005 to January 31, 2005)**



This second chart shows the minutes that the main Spanish television channels dedicated to the tsunami in their news programs. From December 26th to 31st, channels broadcasted an average of 286 minutes on the tsunami disaster, which represents 48 minutes per day and 12 minutes per day per channel.

Since January first, the coverage of the tsunami decreases constantly with sporadic changes (e.g. January 10, 2005 on TV5 and January 26, 2005 on TVE). The broadcast of new images (mostly amateur ones), the multiple angles of treatments of the tragedy, and the balance of deaths which was increasing daily allowed TV channels to maintain the public interest for two weeks. Then, slowly but surely information on the tsunami was substituted by new current affairs.

**Figure 4. Main topics developed by Spanish national TV channels on the tsunami**



The above chart describes the journalistic topics developed by the five national television channels<sup>10</sup> in their reporting on the tsunami. Not surprisingly, the largest segment represents the general information on the tsunami (34%) with facts, destruction, and a balance of deaths and wounded.

The second most important segment (16%) represents reporting on the Spanish response to the tsunami: NGO and Spanish Red Cross activities, Spanish government donations, and troop activity.

Important publicity is also given to the international community's response and solidarity (15%): solidarity concerts, United Nations call for solidarity, response of other countries, aid collected throughout the world. etc.

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<sup>10</sup> TVE, La 2, Antena 3, TV 5 and Canal +.

The chart also shows that 10% of the reporting covered the situation of tourists during the tsunami crisis. This media coverage focusing more on the plight of tourists than locals has been criticised by intellectuals and journalists during the crisis. Jeremy Seabrook wrote in the Guardian: "For westerners, it was clear that their lives have a different order of importance (...) When we distinguish between "locals" who have died and westerners, "locals" all too easily becomes a euphemism for what were once referred to as natives. Whatever tourism's merits, it risks reinforcing the imperial sensibility."

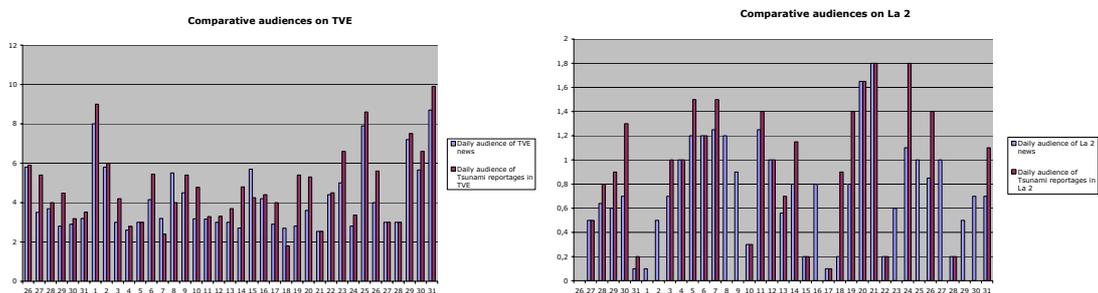
Spanish television dedicated 8% of their reporting to the difficulties met by humanitarian actors: mainly logistic problems (transport, accessibility to the beneficiaries), epidemics, and lack of coordination. This segment includes critical reporting on victims' different levels of satisfaction with the aid distribution and efficiency.

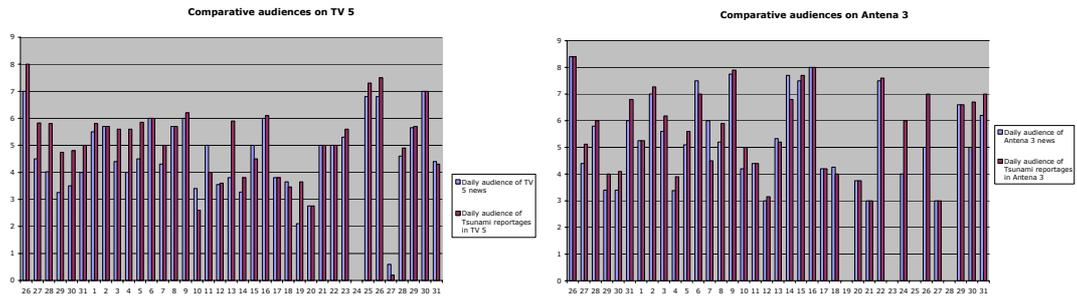
Starting January fifth, Spanish television started to dedicate more reporting to Spanish public mobilization and generosity (giant paella sold to support tsunami victims in Valencia, a fundraising operation in the Real Madrid stadium, retired people collecting money in their elderly house, etc.). All together, themes on donation, mobilization and generosity represent 38% of the media coverage.

Mobilization and generosity became an event within the event. Spanish television portrayed the attention to the exceptional character of the response, not only in Spain but also all over the world, as the positive side to globalization showing both humanity and concern.

The rest of the coverage was made up of scientific reporting (5%) on the tsunami (what a tsunami is, alert systems, whether it is possible that a tsunami happens in Spain, prevention issues, etc.), and amateur videos broadcasted on television.

**Figure 5. Comparative audiences of the four main nationwide TV channels**



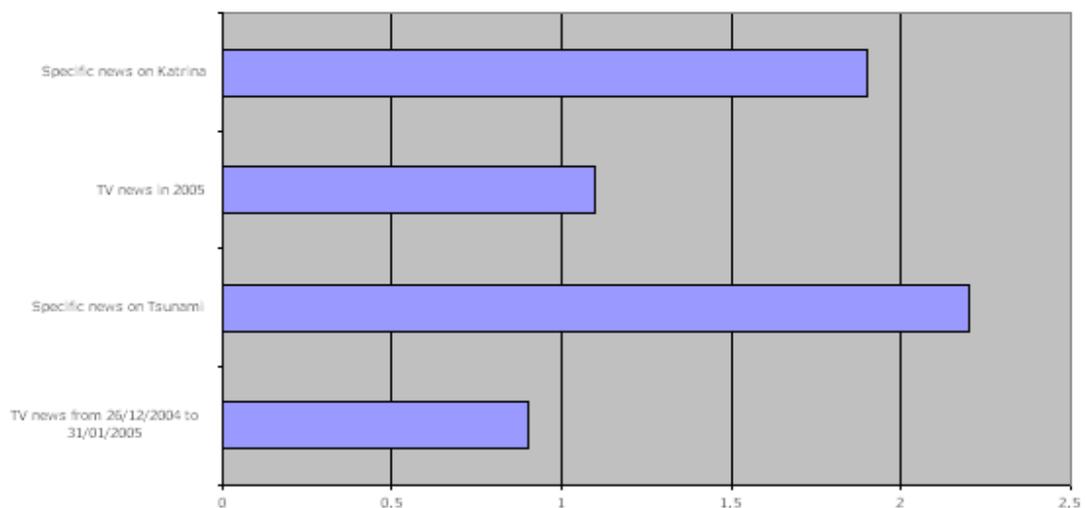


These charts illustrate the cumulative audience per day of TV news of four Spanish television channels compared to the cumulative audience during the same day of specific news on the tsunami. It should be noted that the majority of the news audience of the tsunami (purple bars) is equal to or superior to TV news audiences (blue bars). This indicator shows a constant interest of the public opinion in the tsunami disaster and its consequences.

Table 1. TV Programs and Coverage		
	TV Programs	TV Coverage in hours
Tsunami	2,119	64
Katrina	1,418	51

In comparison with Hurricane Katrina that devastated the News Orleans region in August 2005, the tsunami had more important media coverage on Spanish television in terms of the number of news programs aired (2,119) and in terms of time on the air (64 hours)

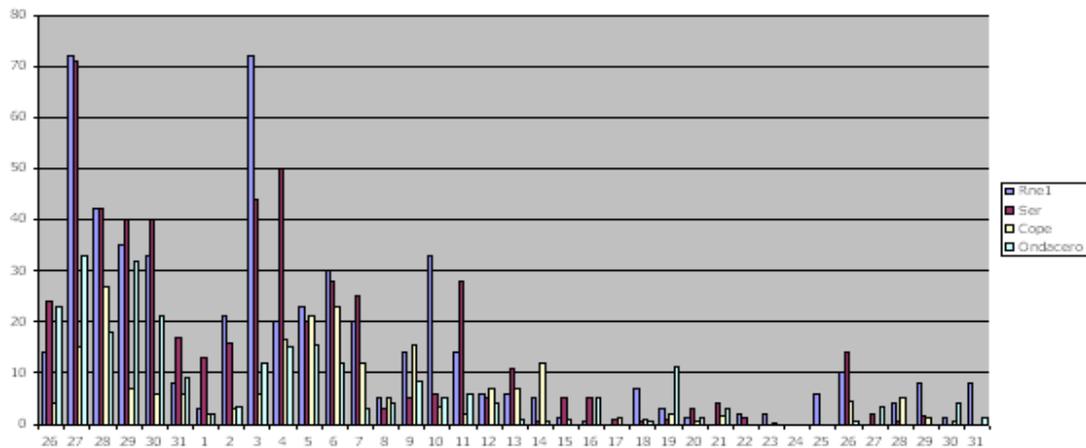
Figure 6. TV Channels' comparative audiences



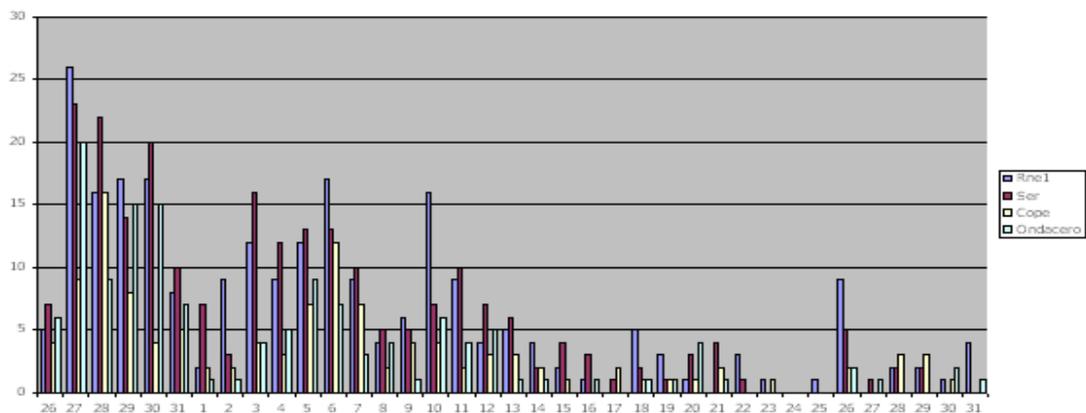
This chart shows the average audience of the specific news on the tsunami compared to the average audience of the TV news in 2005, to the average audience of the news on Hurricane Katrina and on the average audience of television news from December 26, 2004 to January 31, 2005. The largest audience was that of the tsunami, and the second was news on Hurricane Katrina. Both are important media events with dramatic pictures, human stories, and major media presence. They are news requiring sympathy and human interest.

The attention paid by Spanish radio was particularly important from December 26<sup>th</sup> to January 11<sup>th</sup>. During this time period 1,278 minutes were dedicated to tsunami coverage, meaning 79 minutes per day and 19 minutes per day per radio station.

**Figure 7. Minutes devoted to the tsunami by the main Spanish radio stations (December 26, 2004 to January 31, 2005)**



**Figure 8. Programs on the tsunami broadcasted by the main Spanish radio stations (December 26, 2004 to January 31, 2005)**



The table below shows that radio stations in Spain dedicated more time and more programs to the tsunami than to Hurricane Katrina, despite the fact that American news networks were in New Orleans doing non-stop coverage of the hurricane and providing images worldwide.

<b>Table 2. Radio Programs and Coverage</b>		
	<b>Radio Programs</b>	<b>Radio Coverage in hours</b>
Tsunami	1,592	53
Katrina	1,195	47

As mentioned above, almost 40% of the media coverage of the tsunami treated the wave of solidarity that mobilized citizens, local communities and governments all over the world. This crisis stimulated a global solidarity response from the public where the media played a pro-active role by initiating fundraising campaigns. The media was not dependent on good stories from the field, but found their own good stories at home. In comparison, Hurricane Katrina appeared in the media as an “American humanitarian crisis” badly managed and coordinated by the US authorities. The vast media and public mobilization that we observed after the tsunami did not exist at the same scale after Hurricane Katrina.

As said previously, the “event within the event” created by the media about public generosity after the tsunami is probably one of the key factors that can explain the difference in coverage between the two disasters.