

GALLUP NEWS SERVICE

September 5, 1997 -- For immediate release

By Lydia Saad

GALLUP POLLS IN BRITAIN AND US RECORD PUBLIC REACTION TO DIANA'S DEATH

PRINCETON, N.J. -- Gallup surveys conducted in Great Britain and the United States on Thursday evening recorded somewhat different views over who is most to blame for Princess Diana's fatal car crash in Paris last week. Over 70% of the citizens of the two countries say both the driver of Diana's car and the photographers who were following it were either "extremely" or "very" responsible for the accident. However the British are more likely than the Americans to assign "extreme" responsibility to the photographers.

Among Am

say that protecting the privacy of celebrities is more important than protecting the public's right to information about celebrities. Also, a majority in both countries believe celebrities deserve special legal protection from photographers, rather than the opposing view that dealing with photographers is the price celebrities must pay for being famous.

But when asked to choose the best approach for dealing with the tabloids, taking into account the freedoms enjoyed by individuals and the press (such as First Amendment rights in the U.S.), only 39% of Americans say passing stronger laws is the best approach, compared to 54% of the British. Americans are more likely to want changes in tabloid coverage of celebrities to come about through public pressure including boycotts

Based on their personal reaction to Diana's death (whether or not respondents felt "upset"), it appears that in England Princess Diana was most popular with women, working class families, and British adults over the age of 50.

SURVEY METHODOLOGY

The results are based on telephone interviews with a randomly selected national sample of approximately 638 adults aged 18 and over in the United States, and 616 adults aged 16 and over in the United Kingdom, including England, Scotland and Wales.

Interviews in both countries were conducted in the early evening on the night of Thursday, September 4. The margin of sampling error for results from each country is plus or minus four percentage points. In addition to sampling error, difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

Table 1.

How would you describe the reaction you had to Diana's death when you first heard about it -- were you as upset as if someone you knew personally had died, or were you, sad, but not as upset as if it were someone you personally knew?

U.S.	U.K.	
%	%	
27	50	Upset
66	46	Sad, but not upset
6	2	NOT SAD (vol.)
1	1	No opinion
100	100	

c. The tabloid press generally, which regularly prints pictures of Diana and other celebrities

U.S.	U.K.	
..%	..%	
.25	.28	Extremely
.35	.36	Very
.21	.23	Not too
.13	.8	Not at all
..6	.5	No opinion
100	100	

d. The public, for buying the tabloid newspapers which carry pictures of Diana and other celebrities

U.S.	U.K.	
..%	..%	
.19	.15	Extremely
.31	.33	Very
.25	.27	Not too
.19	.19	Not at all
..6	.5	No opinion
100	100	

e. Dodi Fayed, Diana's companion who was in the car

U.S.	U.K.	
..%	..%	
..6	---	Extremely
.12	---	Very
.23	---	Not too
.46	---	Not at all
.13	---	No opinion
100	100	