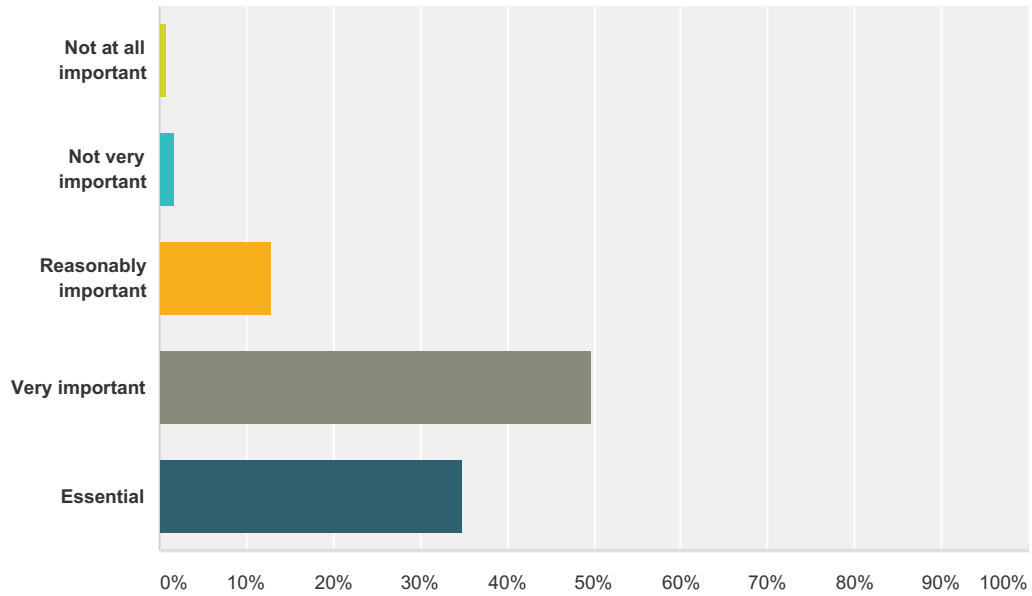


Q1 How important are good-quality and free-to-use images in helping a media release or PR pitch to get the attention of a journalist?

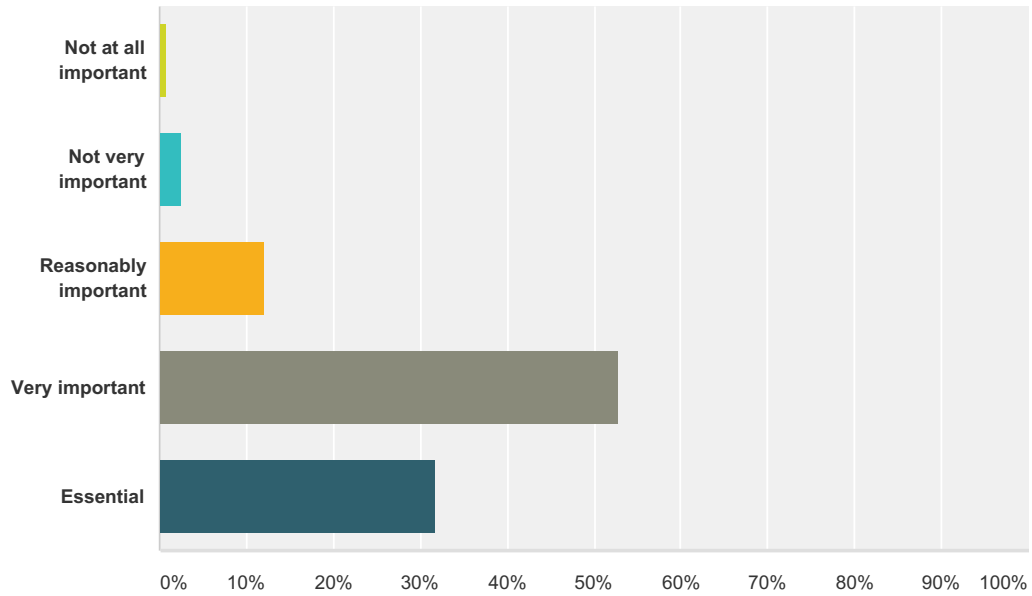
Answered: 123 Skipped: 0



Answer Choices	Responses
Not at all important	0.81% 1
Not very important	1.63% 2
Reasonably important	13.01% 16
Very important	49.59% 61
Essential	34.96% 43
Total	123

Q2 How important are good-quality and free to use images in helping a story make it into the printed product (newspaper or magazine)?

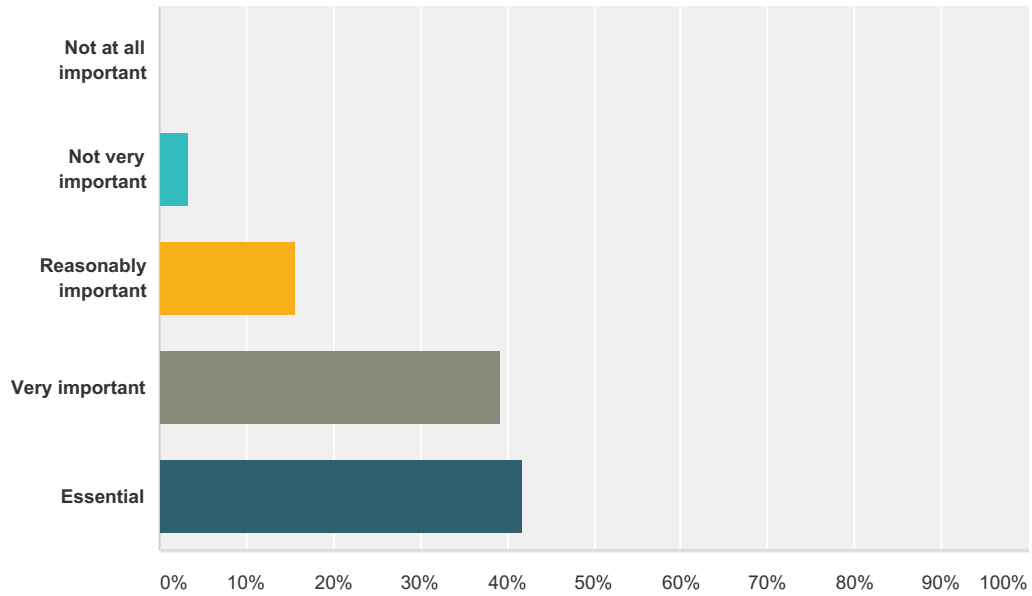
Answered: 123 Skipped: 0



Answer Choices	Responses	Count
Not at all important	0.81%	1
Not very important	2.44%	3
Reasonably important	12.20%	15
Very important	52.85%	65
Essential	31.71%	39
Total		123

Q3 How important are good-quality and free to use images in helping a story make it into the web or online version of your news product?

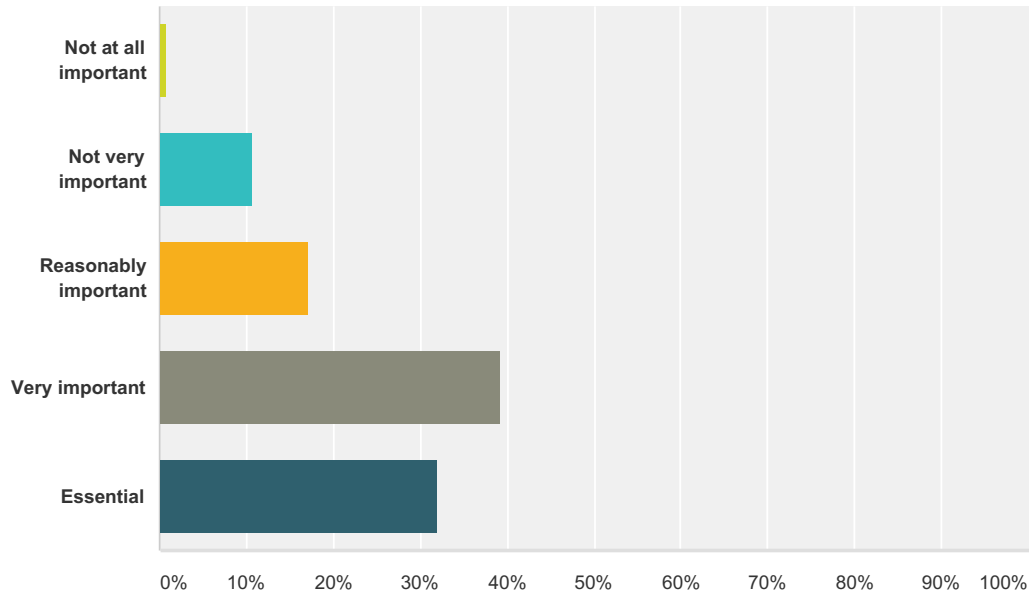
Answered: 122 Skipped: 1



Answer Choices	Responses
Not at all important	0.00% 0
Not very important	3.28% 4
Reasonably important	15.57% 19
Very important	39.34% 48
Essential	41.80% 51
Total	122

Q4 How important are good-quality and free-to-use images when it comes to a story being promoted via your news organisation's social media channels, especially Facebook?

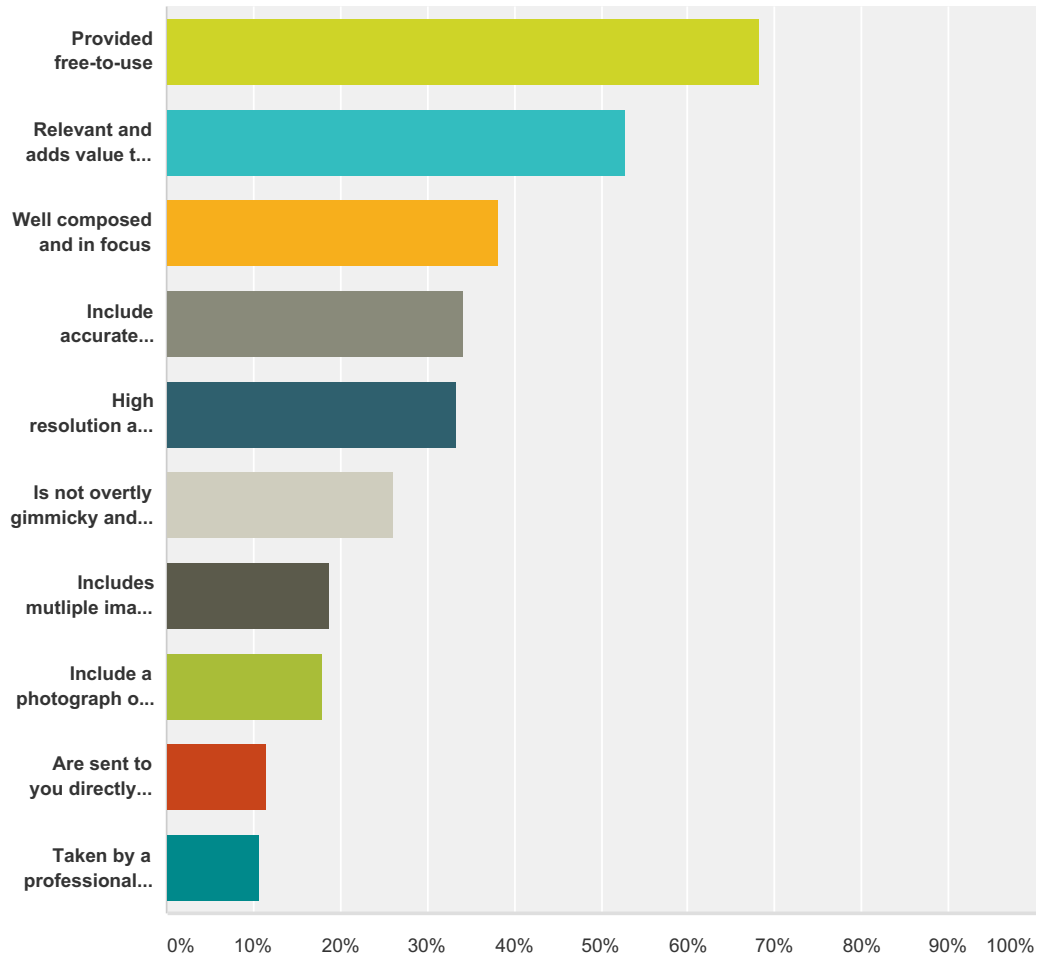
Answered: 122 Skipped: 1



Answer Choices	Responses
Not at all important	0.82% 1
Not very important	10.66% 13
Reasonably important	17.21% 21
Very important	39.34% 48
Essential	31.97% 39
Total	122

Q5 Please select the three factors that you would consider most important when receiving images with a PR pitch or media release:

Answered: 123 Skipped: 0

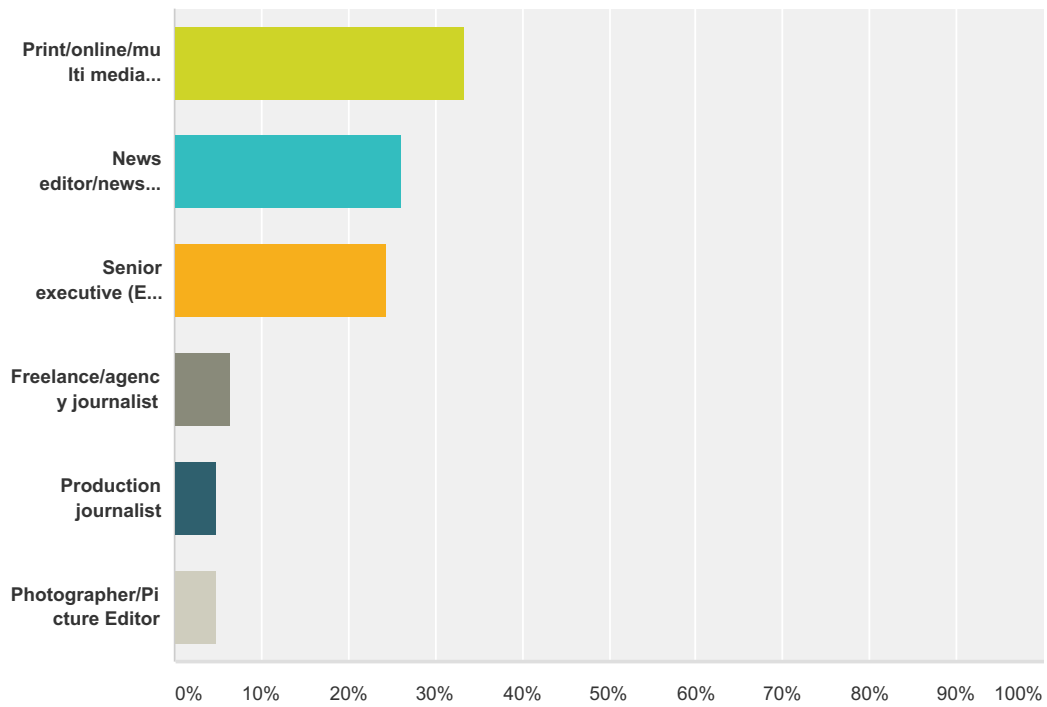


Answer Choices	Responses
Provided free-to-use	68.29% 84
Relevant and adds value to the accompanying story	52.85% 65
Well composed and in focus	38.21% 47
Include accurate caption information, including correctly spelled names etc	34.15% 42
High resolution and in a standard format, such as tiff or jpeg	33.33% 41
Is not overtly gimmicky and/or stuffed with client logos and branding	26.02% 32
Includes multiple images which offer variety in both shape and subject matter	18.70% 23
Include a photograph of at least one person quoted in the media release	17.89% 22
Are sent to you directly and do not have to be downloaded from a third party site	11.38% 14

Taken by a professional photographer known within the Scottish media	10.57%	13
Total Respondents: 123		

Q6 Please select which of the below is closest to describing your news role:

Answered: 123 Skipped: 0



Answer Choices	Responses
Print/online/multi media journalist	33.33% 41
News editor/news coordinator	26.02% 32
Senior executive (E.g. Asst Ed, Dept Ed or Editor)	24.39% 30
Freelance/agency journalist	6.50% 8
Production journalist	4.88% 6
Photographer/Picture Editor	4.88% 6
Total	123