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**PROJECT FOR EXCELLENCE IN JOURNALISM**

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FOR RELEASE: MONDAY, MARCH 17, 2008, 12:01 A.M.

**The Web: Alarming, Appealing and a Challenge to Journalistic Values**  
**FINANCIAL WOES NOW OVERSHADOW ALL OTHER CONCERNS**  
**FOR JOURNALISTS**

*Including a commentary on the findings by:*

Tom Rosenstiel and Amy Mitchell of the Project for Excellence in Journalism

***FOR FURTHER INFORMATION CONTACT:***

Andrew Kohut, Director  
Michael Dimock, Associate Director  
Carroll Doherty, Associate Director  
Pew Research Center for the People & the Press  
202/419-4350  
<http://www.people-press.org>

Tom Rosenstiel, Director  
Amy Mitchell, Deputy Director  
Project for Excellence in Journalism  
202/419-3650  
<http://www.journalism.org>

## The Web: Alarming, Appealing and a Challenge to Journalistic Values

### FINANCIAL WOES NOW OVERSHADOW ALL OTHER CONCERNS FOR JOURNALISTS

The financial crisis facing news organizations is so grave that it is now overshadowing concerns about the quality of news coverage, the flagging credibility of the news media, and other problems that have been very much on the minds of journalists over the past decade.

An ever larger majority of journalists at national media outlets – 62% – says that journalism is going in the wrong direction, an increase from the 51% who expressed this view in 2004. Half of internet journalists and about the same proportion of local journalists (49%) also take a negative view of the state of their profession.

<i>Most important problem facing journalism...</i>	National --Journalists--			Local --Journalists--		
	<b>1999</b>	<b>2004</b>	<b>2007</b>	<b>1999</b>	<b>2004</b>	<b>2007</b>
	%	%	%	%	%	%
Business and financial	25	30	55	25	35	52
Quality of coverage	<b>44</b>	<b>41</b>	22	<b>39</b>	33	21
Media environment	24	15	20	19	7	18
Loss of credibility	30	28	9	34	23	9
Ethics and standards	11	5	3	10	6	4

Open-ended question, multiple responses accepted; top category for each year shown in bold.

Soaring economic worries underlie these sour assessments. In an open-ended format, 55% of journalists at national news organizations cite a financial or economic concern as the most important problem facing journalism, up from just 30% in 2004. The proportion of local journalists citing an economic problem also has increased sharply since 2004 (from 35% to 52%). In addition, about half of internet journalists (48%) – those who work for web-only news organizations or the websites of print, broadcast or cable news outlets – point to a financial concern as the greatest problem facing the profession.

As financial concerns have risen, fewer journalists cite the quality of coverage and the loss of credibility with the public as the most important problems facing journalism. Among national journalists, just 22% mention the quality of coverage as the biggest problem facing the profession, down from 41% in 2004. The proportion of local journalists citing the quality of coverage also has declined since 2004, from 33% to 21%.

For many, the financial problems confronting journalism are directly tied to the rise of journalism on the internet. Overall, 16% of national journalists – including 26% of those working in print – cite the current business model for journalism, or the specific challenge of making a profit from web journalism, as the most important problem facing journalism.

However, the national and local journalists surveyed make clear distinctions between the internet’s impact on the news business, which they view with alarm, and the ways that the Web has transformed journalism, many of which the journalists view quite positively.

The survey of journalists was conducted Sept. 17-Dec. 3, 2007 among 585 reporters, editors and news executives by the Pew Research Center for the People & the Press and the Project for Excellence in Journalism.

Large majorities of national, local and internet journalists say it is good thing that citizens are able to post comments on news organizations’ websites. In addition, majorities in all three groups say that video-streaming websites, with YouTube by far the most well-known, have been a good thing for journalism.

Perhaps more surprising is that most national and local journalists also express positive opinions about news aggregating websites, such as Google News and Yahoo News, which have been blamed for contributing to audience declines for traditional news organizations. Notably, fewer local print journalists (53%)

view news aggregating sites as a good thing for journalism than do local TV journalists (71%) or national journalists (67%).

Overall, internet journalists have more positive impressions of internet-driven innovations than do journalists who work for national and local print, TV and radio news organizations. For instance, only about a third of national (35%) and local journalists (36%) have a positive view of citizens posting news content on news organizations’ websites; by contrast, 54% of internet journalists say this is a good thing for journalism.

There is an even bigger gap in how national, local and internet journalists view the impact of news ranking sites such as reddit.com and digg.com. Nearly two-thirds of internet

### About The Project

The survey of journalists is based on interviews with 585 national and local reporters, producers, editors and executives across the country. In most cases, the responses of national and local journalists are reported separately.

The internet component of the sample was drawn from both online-only news organizations as well as from national and local news outlets with a significant Web presence.

The report addresses current issues facing journalism and updates trends from earlier surveys conducted in 1995, 1999 and 2004.

### YouTube, Google News Viewed Positively, Greater Skepticism about “Citizen Journalism”

	<u>National</u>	<u>Local</u>	<u>Internet</u>
<i>“Good thing” for journalism:</i>	%	%	%
Users posting <i>comments</i> on news sites	76	70	83
Video-streaming sites (YouTube)	68	64	81
News aggregating sites (Google News)	67	62	73
Rankings of most emailed/read stories	54	56	66
Journalists hosting their own blogs	50	56	69
Citizens starting news websites	52	51	76
Users posting <i>news content</i> on news sites	35	36	54
News ranking sites (reddit.com/digg.com)	34	24	65

journalists (65%) say that reddit, digg and other sites that rank the popularity of news stories are a good thing for journalism. Only about a third of national journalists (34%) and even fewer local journalists (24%) agree.

The survey finds that while journalists welcome many of the new technologies that have revolutionized journalism, they are divided about the internet's overall impact on the traditional values of their profession. National journalists are evenly split about whether the internet's rise will strengthen or weaken traditional journalistic values. On balance, more local journalists say the internet will weaken (45%), rather than strengthen (34%), those values. Even among internet journalists themselves, only about half (49%) say the Web will enhance journalistic values.

	<u>Strengthen</u> %	<u>Weaken</u> %	<u>No effect/DK</u> %
National	41	42	17=100
Local	34	45	20=99
Internet	49	30	21=100
<i>Age*</i>			
22-34	49	32	19=100
35-54	41	39	20=100
55+	32	52	16=100

\* Based on total sample (N=585).

Older journalists generally see the internet weakening journalistic values. About half of journalists ages 55 and older (52%) express this view. By comparison, a 49% plurality of younger journalists (ages 22-34) says the internet's rise will strengthen journalistic values.

Those who believe that the internet will strengthen journalistic values cite several factors for this. They assert that the Web increases journalistic transparency and enables journalists to provide more detailed coverage. People who say that the internet weakens the traditional values of journalists most often cite increasing time pressures and diminished quality control in online journalism as the internet's biggest negatives.

<i>Percent giving an A or B to...</i>	<u>National</u> %	<u>Local</u> %	<u>Internet</u> %
National newspapers	92	82	82
Your news organization	85	77	65
National news orgs' websites	82	74	78
Online-only news sites (Salon/Slate)	68	47	76
News aggregator sites (Google/Yahoo)	65	53	72
Local news orgs' websites	51	65	49
Typical newspaper	43	62	54
Network TV news	41	55	39
Cable TV News	42	33	38
Bloggers on current events	33	21	50
Local TV news	17	40	25

The surveyed journalists give the highest performance ratings to major national newspapers – 92% of national journalists, and 82% of local and internet journalists, give national newspapers grades of A or B. The grades for the websites of national news organizations are nearly as positive. Roughly eight-in-ten national journalists (82%), and nearly as many internet (78%) and local journalists (74%), give grades of A or B to these sites.

Online-only news sites, such as the magazines Slate and Salon, also are highly regarded, at least among internet and national journalists; 76% of internet journalists give these sites an A or B, as do 68% of national journalists. However, just 47% of local journalists give high marks to online-only news sites. Local journalists, especially those working in print, also give lower grades to news aggregator sites, such as Google News and Yahoo News, than do national or internet journalists.

In addition, while half of internet journalists give high marks to bloggers who write about current events, just a third of national journalists and 21% of local journalists do so. Nonetheless, the proportion of national journalists giving high marks to bloggers is twice the number giving similar ratings to local TV news (33% vs. 17%).

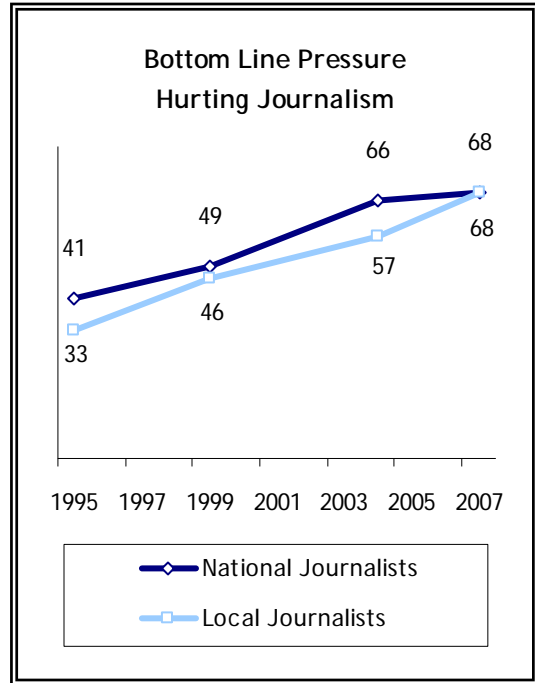
Most of the news professionals surveyed say that even in this era of online news, journalists still fulfill their traditional role as the “gatekeepers” of news and information. Majorities of national (64%), local (63%) and internet journalists (58%) believe that journalists still serve as information gatekeepers – and those who express this opinion overwhelmingly see this as a good thing.

The survey also finds:

- Large majorities of local print journalists (82%) and national print journalists (69%) say staffs at their news organizations have decreased over the past three years. Internet journalists are not exempt from downsizing; 52% say staffs at their newsrooms have decreased over the past three years.
- About half of internet journalists say that corporate owners and advertising concerns exert at least a fair amount of influence over news coverage decisions. Perceptions of commercial pressure are less common among print and TV/radio journalists.
- The journalists surveyed are less optimistic about the future of nightly network news than of printed newspapers. About four-in-ten national journalists (42%) say they expect nightly network broadcasts to survive for only another 10 years or less; just 17% say printed newspapers will disappear that quickly.

## Section I: Impact of Financial and Business Pressures

A growing proportion of journalists believe that increased bottom-line pressure is not just changing the ways things get done in newsrooms. In addition, it is *hurting* the quality of news coverage. Roughly two-thirds of internet (69%), national and local journalists (68% each) say that increased bottom-line pressure is seriously hurting the quality of news coverage, rather than just changing the way news organizations operate.



The proportion of national and local journalists saying commercial pressure is negatively affecting coverage has climbed dramatically since the 1990s. In 1999, just 49% of national journalists and 46% of local journalists said that intensified bottom-line pressure was having a negative effect on news coverage.

### Print Journalists Face Staff Cuts

Journalists, particularly those who work in print and online, say that financial pressure on their news organizations has increased in recent years. The sense of growing pressure is overwhelming in print newsrooms: 87% of national print journalists and 88% of local print journalists say financial pressure has grown in the past three years. About eight-in-ten internet journalists (79%) also think financial pressure has increased.

<i>Financial pressure on your org. has...</i>	---National---		---Local---		
	Print %	TV/Radio %	Print %	TV %	Internet %
Increased	87	61	88	73	79
Decreased	2	4	2	2	3
Stayed the same	9	33	9	22	17
DK/Refused	2	2	2	3	2
	100	100	101	100	101

Somewhat fewer TV and radio journalists at the national and local level say that the financial strain on their news organizations has increased in the past three years. However, the perception that financial pressure is growing is widespread here as well – 73% of local broadcast journalists and 61% of their national counterparts say pressure is growing.

Large proportions of print journalists report that there have been staffing cutbacks in their newsrooms in the past three years. Fully 82% of local print journalists and 69% of national print journalists say that the reporting and editorial staffs at their news organizations have decreased over the past three years.

Yet a majority of internet journalists (52%) also say that the staffs at their organizations have been reduced over the past three years.

Staff Reductions Widespread in Print, Internet Journalists Not Exempt					
	---National---		---Local---		
	Print	TV/Radio	Print	TV	Internet
<i>Over past 3 yrs, staff at your org. has...</i>	%	%	%	%	%
Increased	8	45	2	23	25
Decreased	69	22	82	28	52
Stayed the same	21	30	16	47	20
DK/Refused	2	3	1	2	3
	100	100	101	100	100
	---National---		---Local---		
	Print	TV/Radio	Print	TV	Internet
<i>Your job likely to be eliminated?</i>	%	%	%	%	%
Very likely	7	3	4	2	3
Somewhat likely	27	22	24	15	22
Not too likely	38	42	45	33	47
Not at all likely	25	32	26	49	27
DK/Refused	3	1	1	2	2
	100	100	100	101	101

Far fewer journalists who work in TV or radio (broadcast or cable news outlets) say the staffs in their newsrooms have been decreased. In fact, nearly half of those surveyed from national TV and radio outlets (45%) say staffs at their organizations have increased when compared with three years ago. A plurality of local TV journalists (47%) says the staff in their newsroom has stayed the same when compared with three years ago.

Most journalists do not expect to see their own positions eliminated in the next three years, but substantial minorities are concerned. For example, 34% of national print journalists and 28% of local print journalists say it is very or somewhat likely that their jobs will be cut in the next few years. A quarter of internet journalists and national TV and radio journalists say the same.

In addition, relatively few journalists feel very secure in their current positions. About half of local TV journalists (49%) say it is “not at all likely” that their job will be eliminated, but much smaller percentages of other local and national journalists express the same level of confidence that their positions will not be eliminated.

## Reasons for Declining Audiences

Large majorities of journalists blame changes in the media environment for the erosion in news audiences in recent years. More than eight-in-ten local journalists (84%), and comparable proportions of internet (82%) and national journalists (81%), say that the public’s wider range of news choices is a major factor for why some types of news media have lost audience.

Majorities also point to the rise of specialized news outlets, which allow people to get only the news they want. In the 1999 survey of journalists, just 40% of national and local journalists said specialized news outlets were a major factor for declining audiences; currently,

<i>Major reasons for lost audience/readership:</i>	<u>National</u> %	<u>Local</u> %	<u>Internet</u> %
Wider range of news choices	81	84	82
Specialized news outlets	57	55	53
Americans are too busy	47	51	44
News orgs. focus too much on scandal	42	34	39
Public not interested in serious news	35	24	31
Stories not meaningful to average people	33	41	36
Coverage is too boring and static	18	25	19

57% of national journalists and 55% of local journalists view this as a major reason for diminished news audiences.

About half of national, local and internet journalists say the fact that “Americans are too busy these days” is a major reason for smaller news audiences. Fewer journalists blame specific aspects of news coverage – an overemphasis on scandal and sensationalism, reporting stories that are not meaningful to average people, and providing coverage that is boring and static.

TV and radio journalists are more likely than others to say that a focus on scandal is a main factor behind smaller news audiences. Six-in-ten national TV and radio journalists cite this as a major reason for why audiences have declined, compared with just 28% of their print counterparts. Similarly, more than twice as many local TV journalists as local print journalists say an excessive focus on scandal is a major factor for the decline in news viewership and readership.



## Commercial Influences on Coverage

The vast majority of national and local journalists say that owners and advertisers do not have much influence over which stories get covered or emphasized by their news organizations. About a quarter see owners or advertisers having a great deal or a fair amount of influence over coverage.

Internet journalists, however, are far more likely to say that both corporate owners and advertising concerns have substantial influence on news coverage. Nearly half of internet journalists (48%) say that corporate owners have a great deal or fair amount of influence over coverage, while 46% say the same about advertisers. This is especially notable, considering that most of the internet journalists in the sample work for the online operations of traditional print and broadcast outlets.

<i>How much influence?</i>	<u>National</u>	<u>Local</u>	<u>Internet</u>
<i>Corporate owners</i>	%	%	%
Great deal/fair amount	26	25	48
Not very much/at all	72	72	50
Don't know	<u>2</u>	<u>2</u>	<u>2</u>
	100	99	100
<i>Advertising concerns</i>			
Great deal/fair amount	25	23	46
Not very much/not at all	74	77	53
Don't know	<u>1</u>	<u>0</u>	<u>1</u>
	100	100	100

## Divided Over Management's Priorities

Journalists have a fairly skeptical view of the commitment of their news organization's senior managers to the public interest. Only about half of the national, local and internet journalists surveyed say their news organization's top management gives higher priority to the public interest than to the organization's financial performance.

Among local journalists, a large majority of news executives (65%) says that their organization's senior managers place greater priority on serving the public's interest than on financial performance. Editors and reporters at local news organizations disagree; only about a third (34%) say top managers at their news outlets place a higher priority on the public interest, while 56% say they are more concerned with the organization's financial performance.

	<u>Public interest</u>	<u>Financial performance</u>	<u>DK</u>
	%	%	%
National	49	46	5=100
Local	47	45	8=100
Internet	45	51	4=100
<i>Among local...</i>			
Executive	65	28	7=100
Senior editor	52	42	6=100
Editor/reporter	34	56	9=99

## Journalism as a Career

The concerns that journalists express about job security and financial problems are reflected in views of whether they would like to see a son or daughter follow them into the field. Majorities of national (63%), internet (57%) and local journalists (53%) say that if they had a son or daughter they would want him or her to become a journalist.

Those who say they would like their children to become journalists point to the public-service aspects of journalism as well as the chance to do work that is important and intellectually challenging. Other journalists point to the opportunity to do meaningful and fun work.

Journalists who would not like to see a child enter journalism most frequently cite the financial problems facing the industry. Nearly half (45%) cite the uncertainty in the field or the decline of journalism. An additional 30% mention low pay or job insecurity, while 15% cite the long hours required in journalism and the stress that this places on one's personal and family life.

### Why a Young Person Should Become a Journalist

	%
Make a difference/serve society	37
Noble/important calling	23
Intellectually challenging	18
Satisfying, meaningful work	14
Work is exciting, fun	12
Field needs bright people	7

Based on those who would like son/daughter to go into journalism (N=338).  
Open-ended question, multiple responses accepted.

### Why a Young Person Should *Not* Become a Journalist

	%
Uncertainty/industry decline	45
Low pay/job insecurity	30
Long hours/stress/family life	15
No longer noble or effective	10
Rise of 'infotainment' / bottom-line pressure	8

Based on those who would *not* like son/daughter to go into journalism (N=215).  
Open-ended question, multiple responses accepted.

## Section II: The Changing Media Environment

Journalists express generally positive opinions about technology-driven changes in news production and delivery. By and large, they are most positive about the changes that give a reader or viewer more news choices and input, but that do not compromise the journalist’s role as the key provider and interpreter of news. Indeed, most journalists still see themselves in the role of news gatekeeper, and they think that it is good for society for them to continue playing this role.

Solid majorities of national and local journalists – in print as well as TV and radio – say that journalists still serve as the gatekeepers of news and information. Even most internet journalists (58%) say that traditional journalists have kept their role as news gatekeepers.

	---National---		---Local---		
	Print	TV/Radio	Print	TV	Internet
	%	%	%	%	%
Still serve as gatekeepers	66	63	67	60	58
<i>Good for society</i>	64	58	65	56	54
<i>Bad for society</i>	1	3	1	2	4
Lost role as gatekeepers	30	35	33	34	39
<i>Good for society</i>	9	7	14	6	20
<i>Bad for society</i>	20	25	16	28	18
DK/Refused	4	2	0	6	3
	100	100	100	100	100

Among those who believe that journalists still retain their role as gatekeeper, the overwhelming majority – more than 90% of each group – says it is a good thing for society that they continue filling that role. However, the minority that believes journalists have lost their gatekeeper role are more divided over the implications of this change.

Overall, 39% of internet news professionals say that traditional journalists have lost their role as gatekeepers for news and information. Internet journalists who express this view are evenly split over whether this is good for society or bad for society (20% good vs. 18% bad). In addition, a third of local print journalists say journalists no longer are gatekeepers; local print journalists who say this also are divided over whether this is a positive or negative development.

## The Web and Journalistic Values

Fewer than half of internet (49%), national (41%) and local journalists (34%) say that the rise of the internet will strengthen journalistic values. Those who say the rise of the internet will strengthen values mention the openness and transparency of the internet, as well as the public's ability to weigh in on the quality of the news, both on the news outlet's website and other places online. Others say that in the wide-open internet, a trusted news brand will do well. Still others note that the Web allows journalists to tell stories more completely than they can in a more traditional format.

### Why the Web Strengthens Journalistic Values\*

	%
Transparency/accountability	33
More detail/variety of media	15
Provides competition	12
Quality stands out online	11
Encourages timeliness	6

\* Based on those who say rise of internet strengthens journalistic values (N=233). Open-ended question, multiple responses accepted.

Those who say the rise of the internet will weaken traditional journalistic values point to the pressure to get material up quickly, perhaps too quickly. They worry that the time pressure – driven in part by the need to produce content for both the traditional medium and the Web – lowers the quality of reporting and editing, including fact checking. Others worry about the difficulty of determining the veracity of much online coverage with which traditional news organizations much compete. Some do not think their online competitors hold themselves to high standards.

### Why the Web Weakens Journalistic Values\*

	%
No time for fact-checking/reporting	28
Lack of sourcing/lower standards	23
Hurts news financial model	10
Too many voices, too little control	8
Traditional standards declining	7

\* Based on those who say rise of internet weakens journalistic values (N=238). Open-ended question, multiple responses accepted.

## Future of Network TV, Newspapers

Journalists express mixed views about the future of two traditional news mainstays – network news broadcasts and printed newspapers. In general, the outlook is more negative for nightly network news broadcasts than for printed newspapers.

Roughly four-in-ten national (42%) and internet journalists (39%), and 29% of local journalists, say they expect the three nightly network news broadcasts will survive for another 10 years or less. Still, more journalists in each category expect the broadcasts to endure for 10 to 20 years, or even longer.

### Predicting the Future of Network News and Newspapers

	National	Local	Internet
	%	%	%
<i>Networks will continue nightly broadcasts for...</i>			
Less than 10 years	42	29	39
10-20 years	30	38	36
More than 20 years	23	30	21
Don't know	5	3	3
	100	100	99
<i>Most newspapers will print on paper for...</i>			
Less than 10 years	17	20	17
10-20 years	48	42	44
More than 20 years	32	34	37
Don't know	3	4	2
	100	100	100

About one-in-five national, local and internet journalists believe that printed newspapers will be around for another decade or less. A plurality in each group says newspapers will be printed on paper for another 10 to 20 years. A third or more in each say that printed newspapers will survive for more than 20 years.

National and local print journalists are more bullish about the prospects for printed newspapers than are their TV and radio counterparts. Just 11% of national print journalists, and 9% of local print journalists, say that printed newspapers will be around for only 10 years or less. That compares with 25% of national TV and radio journalists and 30% of local TV journalists.

### Managing the Transition to the Web

Most journalists believe their news organization’s leaders have done a good job in managing the transition to the internet. Majorities of national (65%), local (63%) and internet journalists (54%) rate the performance of their news organization’s executives as good or excellent in this regard.

Despite industry concerns about the future of print newspapers and traditional newscasts, most journalists working for traditional media outlets say they continue to spend most of their work hours putting out the paper or preparing the newscast, rather than working on content for their news outlet’s websites. However, most do report that they spend at least *some* of their time producing unique content for news websites, and the amount of time varies widely by news medium.

A sizable minority of national print journalists (26%) says they spend half or more of their time producing unique content for their organization’s website. That compares with 9% of national TV and radio journalists and just 6% of the local journalists surveyed. As expected, most internet journalists (60%) spend the bulk of their time producing unique web content.

Most journalists do not believe that dividing their time across different media is eroding the quality of their work. In fact, large majorities of both national and local journalists say dividing their time either makes their work better or has had no effect on the quality of their work. Even among national print journalists, who spend a relatively high proportion of their time producing web content, 45% say dividing time across media has improved the quality of their work; 38% say it has made no difference; while just 18% believe it has made their work worse.

Web News Contributions Not Hurting Quality of Work		
<i>Dividing your time across media makes your work*...</i>	<u>National</u> %	<u>Local</u> %
Better	48	46
Worse	16	21
No difference	35	30
DK/Refused	<u>1</u>	<u>3</u>
	100	100

\*Asked of journalists who said they spend 10-90% of their time working on content unique to their news outlets’ websites.

## TV, Print Still a Higher Priority

Even as news organizations increase the quantity and diversity of content on their websites, most journalists say the traditional medium, and not the website, is the priority where they work.

The vast majority of national and local TV and radio journalists say that the on-air presentation is the top priority at their news organizations (81% national, 80% local). Smaller majorities of print journalists say that the print edition is more important than the website at their news outlets. Nearly two-thirds of local print journalists (63%) – but only about half of national print journalists (53%) – say that the print edition is the higher priority at their news organization.

<b>Print, On-Air Presentations Higher Priority than Websites</b>		
	<i>TV/Radio</i>	
<i>Your news org. 's</i>	<u>National</u>	<u>Local</u>
<i>higher priority:</i>	%	%
Website	9	10
On-air presentation	81	80
Both/Equal (VOL)	6	8
Don't know	<u>3</u>	<u>3</u>
	99	101
	<i>Print</i>	
<i>Your news org. 's</i>	<u>National</u>	<u>Local</u>
<i>higher priority:</i>	%	%
Website	27	18
Print edition	53	63
Both/Equal (VOL)	14	14
Don't know	<u>6</u>	<u>5</u>
	100	100

## Section III: The State of Journalism and Views on Performance

Reporters, editors and executives at national news organizations have become considerably more pessimistic about the state of their profession since 2004. By roughly two-to-one (62%-32%), more national journalists say that journalism is going in the wrong direction rather than the right direction. In 2004, 51% said things were going in the wrong direction while 43% gave a positive assessment.

National TV and radio journalists, who expressed very negative views of the state of journalism in 2004, have become gloomier. Currently, 69% say that journalism is going in the wrong direction, up from 61% in 2004.

% saying journalism going in "wrong direction"	2004	2007
	%	%
National	51	62
Print	42	56
TV/radio	61	69
Local	46	49
Print	43	47
TV	49	51
Internet	n/a	50
<i>Among national...</i>		
Senior editor	52	48
Editor/reporter	54	68
<i>Among local...</i>		
Executive	49	32
Senior editor	36	49
Editor/reporter	51	58

As a group, local news executives, editors and reporters offer a more upbeat assessment of journalism. Still, a slight plurality of local journalists (49%) says things are going in the wrong direction.

Nearly six-in-ten editors and reporters (58%) at local news organizations say journalism is going in the wrong direction, compared with just 32% of local news executives. Roughly two-thirds of national editors and reporters (68%) say things are going in the wrong direction, compared with 48% of senior editors.

### Changing Perceptions of Press Problems

Reflecting the impact of the financial crisis facing the news business, the top concerns expressed by journalists have changed dramatically in recent years. More than twice as many national and local journalists now cite a financial issue as the most important problem facing journalism than cite any other concern. The problems that were mentioned frequently in 1999 and 2004 – particularly concerns over the quality of coverage and the loss of credibility with the public – are cited far less frequently today.

Currently, just 22% of national journalists and 21% of local journalists cite quality concerns as the biggest problems facing journalism, down from 41% and 33%, respectively, in 2004.

The decline in the proportions of national and local journalists citing credibility issues has been even more striking. Just 9% of national journalists mention the loss of credibility as the biggest problem confronting journalism today; more than triple that percentage cited credibility in 1999 and 2004 (30% and 28%, respectively). There has been a comparable decline in the percentage of local journalists citing credibility concerns (from 34% in 1999 to 23% in 2004, and 9% currently).

<i>Most important problem facing journalism...</i>	---National---		---Local---		Internet
	2004	2007	2004	2007	2007
<b>Business and financial</b>	30	55	35	52	48
Business model/survival/					
getting web to pay	--	16	--	8	13
Lack of resources/cutbacks	8	10	9	11	12
Bottom-line emphasis	5	8	9	5	7
Declining audience	9	8	8	10	7
<b>Quality of Coverage</b>	41	22	33	21	25
Sensationalism	8	6	5	5	3
Lack of investigative journ.	3	6	4	2	4
Reporting accurately	8	2	10	2	2
<b>Media Environment</b>	15	20	7	18	18
Competition with websites	--	9	--	5	3
24/7 news cycle	2	4	0	2	1
<b>Loss of Credibility</b>	28	9	23	9	9
<b>Ethics and Standards</b>	5	3	6	4	3

Open-ended question, multiple responses accepted.

### Valid Criticisms of the Press

Substantial proportions of national and local journalists across media say the criticism that news organizations have cut back too much on the scope of coverage is a valid one. More than eight-in-ten internet (85%) and national journalists (82%) say this represents a legitimate criticism of the press, as do 73% of local journalists.

Comparably large percentages say the complaint that the press pays too little attention to complex issues represents a valid criticism. In addition, 64% of national journalists, 60% of internet journalists and 54% of local journalists say that the distinction between reporting and commentary has seriously eroded.

	National	Local	Internet
	%	%	%
<i>A valid criticism of the press...</i>			
Scope of news coverage cut too much	82	73	85
Too little attention to complex issues	78	83	81
Blurring of reporting and commentary	64	54	60
24-hour news cycle hurting journalism	47	45	40
Journalists are out of touch w/ public	41	49	47
Ideological views showing too often	38	33	36
Factual errors and sloppy reporting	31	43	38
The press is too cynical	27	31	27
Reporters too close to sources	23	18	30

Smaller percentages say that other criticisms made of the press – that journalists let their ideological views influence reporting or that news reports are rife with factual errors – are valid. Fewer than four-in-ten believe that journalists let ideology show in their reporting too frequently,



while smaller percentages agree with the criticism concerning factual errors and sloppy reporting.

During the 1990s, the critique that the press is “too cynical” was widely regarded as valid by national and local journalists. In both 1995 and 1999, majorities in both groups agreed with this criticism. However, the proportion of journalists saying this criticism is valid declined in 2004, and has fallen again in the current survey. Currently, just 27% of national journalists and 31% of those who work at local news outlets say the criticism that that the press is too cynical is valid.

<i>% saying press is “too cynical” is valid criticism</i>	1995	1999	2004	2007
	%	%	%	%
National journalists	54	53	37	27
Local journalists	53	51	40	31

### Journalism’s Strengths

Many journalists continue to mention the quality and timeliness of news coverage when asked what the press is doing especially well, while a growing proportion cites the press’s adaptation to the Web as a journalistic strength. In 2004, this was mentioned relatively infrequently as something the press did particularly well.

	---National---		---Local---		Internet
	2004	2007	2004	2007	2007
	%	%	%	%	%
<b>Quality of Coverage</b> (Scope, relevance, depth Insight, clarity, accuracy)	25	19	31	18	14
<b>Timeliness and Speed</b> (Breaking news and live coverage)	23	19	24	16	10
<b>Adapting to the Web</b>	5	17	2	22	27
<b>Serving as Watchdog</b> (Investigative reporting)	11	15	7	16	9
<b>Other Strengths</b>					
Local news and issues	1	7	9	12	2
Public accessibility	--	4	--	3	15
Foreign reporting	6	4	1	4	1
War/Terrorism Coverage	9	3	4	1	0

Open-ended question, multiple responses accepted.

More than one-in-five local journalists (22%) now cite the way in which the press is adapting to the internet as something journalism does especially well, up from just 2% in 2004. The proportion of national journalists mentioning this as a journalistic strength has more than tripled since 2004, from 5% to 17%. National print journalists are more likely than their colleagues in radio and television to point to adaptation to the Web as a particularly positive development in journalism (22% vs. 11%).

Overall, about as many national and local journalists now cite the press’s adaptation to the Web as a strength as mention the quality of coverage and timeliness and speed, which were cited most frequently in 2004. In addition, 27% of internet journalists point to the adaptation to

the Web as a particular strength of journalism, far more than the proportion citing any other factor.

A number of journalists also cite the press’s watchdog role as a journalistic strength. Notably, the proportion of local journalists pointing to the watchdog role as something the press is doing particularly well has more than doubled since 2004, from 7% to 16%. Most of the increase has come among local print journalists; 23% of local journalists now cite the watchdog role of the press as something journalism is doing especially well, compared with 9% in 2004. Far fewer local TV journalists cite the watchdog role as a journalistic strength (9% today, 5% in 2004).

Somewhat fewer internet journalists mention the press’s watchdog role as a strength of journalism compared with national or local journalists. At the same time, 15% of internet journalists point to public accessibility as something journalism does particularly well; just 4% of national journalists and 3% of local journalists mention public accessibility as something journalism does especially well.

### Shared Values?

Most executives and senior editors at national news organizations (55%) believe that the reporters at their outlets share “a great deal” of their professional values. By contrast, just 30% of reporters and less-senior editors say that owners and top editors at their organizations share a great deal of their professional values.

Compared with national news executives and senior editors, fewer of those in the top ranks at local and internet news organizations say that reporters in their organizations share their professional values. In addition, just 23% of local line editors and reporters say that the owners and top editors at their news organizations share their professional values.

### Striking the Balance

As in previous surveys, journalists are divided over how well the press does in striking a balance between what audiences want to know and what is important for them to know. Currently, 40% of national journalists say journalism has done a good or excellent job in striking this balance, while 60% say the profession does only a fair or poor job in this regard. In 2004, 50% of national journalists

How Much Do Reporters Share Your Values?*			
	<u>National</u>	<u>Local</u>	<u>Internet</u>
	%	%	%
Great deal	55	38	38
Fair amount	36	56	48
Not much	5	4	12
Not at all	0	1	0
Don't know	<u>4</u>	<u>1</u>	<u>2</u>
	100	100	100

How Much Do Owners and Top Editors Share Your Values?***			
	<u>National</u>	<u>Local</u>	<u>Internet</u>
	%	%	%
Great deal	30	23	34
Fair amount	45	63	49
Not much	21	10	15
Not at all	4	3	0
Don't know	<u>0</u>	<u>1</u>	<u>2</u>
	100	100	100

\* Asked of senior editors and executives.  
 \*\* Asked of editors and reporters.

gave journalism good marks for striking the balance between what people want to know and what they need to know. The current measure is in line with opinion among national journalists in 2000 (37% excellent/good).

Half of local journalists say the profession has done well in striking the balance between what people want and need in the way of information, which is largely unchanged from past surveys. Internet journalists express about the same views as do national journalists (40% positive/59% negative).

### Views of Iraq, Bush Coverage

Journalists express mixed views of press coverage of the war in Iraq. Those working at national news organizations, which are responsible for nearly all war coverage, offer the most favorable assessments. Nearly six-in-ten national journalists (58%) rate Iraq coverage as excellent or good, while 42% say it is only fair or poor.

Modest Ratings For Quality of Iraq Coverage			
	<u>National</u>	<u>Local</u>	<u>Internet</u>
	%	%	%
Excellent	6	3	1
Good	52	46	37
Only fair	35	40	49
Poor	<u>7</u>	<u>11</u>	<u>13</u>
	100	100	100

About as many local journalists rate Iraq coverage negatively as positively (49% excellent/good vs. 51% only fair/poor). In addition, a solid majority of internet journalists (62%) give a negative assessment of coverage of the war.

Most national and internet journalists say that the press has not been critical enough in the way that it has covered the Bush administration. Majorities in both groups – 54% of national journalists and 57% of internet journalists – say the press has gone too easy on the Bush administration. By contrast, just 41% of local journalists believe the press has not been critical enough in its coverage of the administration. Opinions about the way the press has covered Bush have changed little since 2004.

### Journalists' Ideology

As was the case in 2004, majorities of the national and local journalists surveyed describe themselves as political moderates; 53% of national journalists and 58% of local journalists say they are moderates. About a third of national journalists (32%), and 23% of local journalists, describe themselves as liberals. Relatively small minorities of national and local journalists call themselves conservatives (8% national, 14% local).

Internet journalists as a group tend to be more liberal than either national or local journalists. Fewer than half (46%) call themselves moderates, while 39% are self-described liberals and just 9% are conservatives.

Among the population as a whole, 36% call themselves conservatives – more than triple the percentage of national and internet journalists, and more than double the percentage of local journalists. About four-in-ten (39%) characterize their political views as moderate, while 19% are self-described liberals, based on surveys conducted in 2007 by the Pew Research Center for the People & the Press.

## 2008 Journalist Survey – A Commentary on the Findings

By Tom Rosenstiel and Amy Mitchell, Project for Excellence in Journalism

### Introduction

Journalists have become markedly more pessimistic about the future of their profession.

But their concerns are taking a distinctly new turn. Rather than worrying as much about quality, they are now focused on economic survival. And in that new focus, we see signs of new openness to change.

Journalists are ready – even eager – to embrace new technologies. They think a range of new digital activities, from blogs to citizen media, are good for journalism. They even think, by two-to-one, that splitting their time across multiple platforms is a positive change rather than a problem that is taking time from their reporting or spreading them thin. These are all attitudes hard to imagine a few years ago.

It is also striking what is not here in these numbers. The fears of a decade ago in journalism have faded. News people are less concerned about credibility. They are not as worried about cynicism. They do not feel as isolated. It is possible that technology has helped alleviate these concerns, but it is also possible that there are simply bigger problems today, problems that are more concrete and less cultural.

The problems are about money. The crisis in journalism in 2008, journalists now more clearly believe, is a crisis of a broken economic model. And cutbacks in the newsroom, covering fewer things is now a concern front and center instead of how they are covered.

Those concerns will either be solved or journalism as people traditionally think of it – reporters out in the community bearing witness to facts – will shrink substantially.

### Pessimism

Certainly there is a clear but complex sense of pessimism pervading journalism. It cuts across print, television and radio and across local and national journalists. At the national level, more than six-in-ten journalists and senior executives now think journalism is headed in the wrong direction; less than a third are optimistic. TV and radio journalists at national news networks, many of whom entered 2007 with hopes of growth as online video became more widely used, are among the most pessimistic of all. All of these numbers are up from 2004.

Online journalists working for established news outlets see things in a slightly better light, but even they are more negative than positive. Half see journalism headed in the wrong direction (versus 42% who said things are moving forward.)

Only one group, local news executives, is generally optimistic (65%).

## Technology

What is most striking, though, is not the level of pessimism but its character. The worry is not that new technology is undermining the quality of journalism.

To the contrary, look inside what journalists say and they are largely optimistic about what technology brings to the craft. When asked to name what in particular they see as the industry's *strengths*, those naming adapting to Web more than tripled among national journalists and increased ten-fold among those at the local level. And near the top of the list are two direct results of technology – timeliness and speed. About one-in-five named these as something the industry is doing especially well.

Journalists also distinguish among various innovations in Web content. The vast majority now sees great value in having a place on the Web site where users can post comments. Smaller majorities say that citizen-started Web sites are a good thing. (Print journalists are slightly more accepting of the practice than are TV and radio journalists.) And they are less upbeat about users posting content directly onto news sites. Yet even here a sizable minority is positively inclined, with nearly four-in-ten TV and radio or print journalists seeing it as a good thing.

In another area, the popular practice of ranking the most popular news stories, journalists (except for those working online) express more comfort with news organizations ranking their own material (such as most emailed or most viewed) than with Web sites that rank news from a multitude of sources. More than half (and two-thirds of online journalists) said ranking of a news organization's own material was a good thing, while only a quarter to a third felt this way about separate news-ranking Web sites that pull content from many different sources.

The journalists here do not sense that the internet has become all-consuming or that new technology has become the core of what they do. That is evident in the fact that majorities of both print and broadcast outlets say their organizations' main focus is still the legacy media.

And that is borne out in how journalists spend their time. A good portion of those surveyed still work only or mostly on the original product. Around a quarter spend *no* time on the Web product. (This holds true for journalists at both the national and local levels.) The multimedia work also appears to be going on more at a national level. National journalists are more than

three times as likely as local to devote half or more of their time there (19% versus 6% of local). And it is perhaps a harbinger of the future that national print journalists are the most likely to be multimedia. More than a quarter of them (26%) spend at least half of their time producing Web content. This was true of just 9% of national TV and radio journalists.

Nor did we find evidence, as some might have expected, that journalists resent having to split their time. Those who do straddle technologies tend to see it as a good thing. About half say it has improved their work, twice the number that has doubts. This could be self-selecting. The doubters may have resisted or even taken buyouts. But, one way or another, the profession is becoming more accepting.

One reason may be that technology is putting journalists more in touch with audiences, at least at the national level. In the early part of this decade, as news organizations became more centralized and journalists found themselves spending more time reporting from their computers and often living outside the main city area, there was a growing sense of disconnect between journalists and their audiences. In 1999, 57% of national journalists surveyed agreed that journalists were out of touch with their audience. That has now dropped to 41%. At the local level, journalists did not reveal as much of a shift. Perhaps this is partly due to less advanced Web sites of local news outlets as well as to differing expectations at the local level. Most readers of the Washington Post or viewers of NBC Nightly News do not expect to see those reporters in the neighborhood supermarket. But viewers of the local television station in Iowa or Oregon very well may.

And that connects to another change – the decline in concern over journalistic cynicism. In 2004, roughly four-in-ten said cynicism of the press was a valid criticism. That number has now dropped down to three-in-ten. Technology, while posing profound economic problems, seems in some ways to have alleviated the concerns about disconnection and isolation, key elements of what many considered the credibility crisis of a decade ago.

### **Print vs. Broadcast**

If one sector seems more affected and unsure of the Web's value, it is, at least according to these responses, the print industry. Journalists at national newspapers expressed the greatest sense of change in their daily work and the most uncertainty of the Web's ultimate impact on journalism. More than a quarter (28%) of national print journalists say their news organizations place greater emphasis on the Web (versus 9% of national TV and radio journalists). They also expressed less confidence in their leaders' skill with the transition. While 72% of national TV and radio journalists say their leaders are doing a good or excellent job in the transition to the Web, 59% of national print journalists expressed this view.

And, in thinking about the internet's impact on the core values of the profession, print journalists voiced the greatest skepticism. Most – 44% of nationals and 55% of locals – think it will weaken journalistic values. In TV and radio, the largest groups (49% of national and 40% of local) say it will strengthen in the end.

As a result, working more with the new technology, as print people are more likely to do, is associated with worrying more about their effects.

### **A Quality Product**

That is related to one of the other major threads in the findings. Journalists in this survey are much less concerned than three years ago or eight years earlier about issues of quality and credibility. In earlier years the quality of the coverage was the chief concern among those surveyed. In 1999, 44% named issues of quality as the top problem facing journalism as did 41% in 2004. Now half as many, or about two-in-ten, place these issues at the top. The same drop occurred among local journalists, falling from 33% in 2004 to 21% in 2007.

Concerns about the lack of credibility declined even more, falling from 28% of national journalists and 23% of locals naming it as the top problem in 2004 to just 9% for both groups this year.

Yet this does not mean that journalists are now satisfied. Less than 20% of journalists named the quality of coverage as something that journalism “is doing especially well these days.”

But these concerns over quality may now be more concerned with resources than with the attitudes or professionalism of the journalist. Indeed, this concern is overwhelmingly shared. More than eight-in-ten journalists surveyed agree that news organizations have cut back too much on the scope of their reporting and that too little attention is paid to complex issues.

What seems to be happening instead is that other, more pressing issues have evolved – namely those of money and bottom-line pressures.

### **Economics**

In 2007, concerns about the economics of the business have eclipsed all others, more than double any other issue. These anxieties, moreover, are felt across all the groups of journalists, and those working on the Web or in print report the greatest worry.

The concern is not just what changing economics *might* do. Journalists believe business cutbacks have already hurt their news organization. About three-quarters of print and online journalists



say this. The concern is closer to two-thirds in broadcast. As far as journalists are concerned, in other words, the cutting has gone beyond fat into muscle.

And they believe this problem is getting worse. Nearly nine-in-ten print journalists say the economic pressures they feel have increased. And it is not as though the online parts of the operations are growing are immune. Online journalists are nearly as likely as print to feel more economic pressure than a few years ago (79%).

The pressure is not felt as acutely in television and radio (61% of national and 73% of local reported increased pressures), the industry that so far still holds the greatest advertising appeal.

In short, journalists have begun to embrace the technology for what it can do for their journalism. They are uneasy about what this might do to journalism values. But their biggest worry is that the economic model of the Web won't evolve to the point that it will support the gathering of news at a magnitude that people have come to recognize.

### **Divisions within Newsrooms**

One other pressure point also continues. There remains a significant divide between those who manage newsrooms – the executives and editors of news organizations – and the reporters and line editors and producers who work for them.

This divide first can be seen in the questions about values. More than half (55%) of national executives felt their reporters substantially shared their values. Only 30% of reporters feel this way about their top owners and editors. And the gap is even greater between executives and newsroom staff. At the local level, only 23% reporters felt their bosses shared their values, versus 47% of executives and 31% of senior editors who felt this way about their reporters.

The divide can also be seen in how the line journalists rank their leaders. Just 12% of national reporters and 6% of local gave their leaders a rating of excellent (over half of executives offered this highest mark about themselves). And when asked specifically about the leadership's transition to the internet, executives again gave more positive assessments than did newsroom staff.

This concern over values also extends to how journalists see the influence of corporate ownership. Even greater divides exist over the influence of corporate owners in story selection. Reporters were five to six times as likely to say that corporate owners had a great deal of influence over coverage (11% of national and 13% of local journalists versus not a single national executive and 2% of local executives.) Very similar divides existed over the influence that advertising concerns have on content.

The divisions exist throughout the way both sides view the industry's problems. Journalists, for instance, see the pressure of the never-ending news cycle as a problem. Majorities sense this as a valid criticism. Majorities of both executives and senior editors say it is not.

Executives also see greater potential in user-generated content. Whether based on economics or the content itself, about half of executives (47% national and 53% local) say users posting content on a news organization's Web site is a good thing. Only a quarter of reporters feel this way (28% national and 25% local). Executives were also more approving of citizens starting their own Web sites.

Perhaps some of this has to do with job security. Those in the newsroom were more likely to report staff cuts compared with three years ago. And, looking ahead, they have a greater sense of those cuts heading their way. Only about 30% of staff reporters and senior editors say it is not at all likely that they will lose their jobs in the next three years, compared with more than half of corporate executives.

But despite all these differences, there is one main area of consensus. Majorities at all levels agree that financial pressures have increased over the past three years and are hurting – not just changing – the industry.

To some extent, newsrooms may simply be places where reporters are skeptical of leadership. Skepticism is part of the reporter's makeup. But it is not so obvious that a generation ago that skepticism came through to reporters' own editors and bosses – even in some cases owners. There may even have been a bit of heroism. Think of Ben Bradlee or Katharine Graham in Washington, Otis Chandler in Los Angeles, or Richard Salant at CBS.

Does it matter? Perhaps not. But it may. This gap between those who work in newsrooms and those lead them could represent an impediment to an industry that clearly must innovate and experiment to resolve its problems.

## ABOUT THE PROJECTS

This survey is a joint effort of the Pew Research Center for the People & the Press and the Project for Excellence in Journalism. Both organizations are sponsored by the Pew Charitable Trusts and are projects of the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world

**The Pew Research Center for the People & the Press** is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director  
Scott Keeter, Director of Survey Research  
Carroll Doherty and Michael Dimock, Associate Directors  
Kim Parker, Senior Researcher  
Juliana Menasce Horowitz, Robert Suls, Shawn Neidorf, Leah Christian and Jocelyn Kiley, Research Associates  
Kathleen Holzwart, Research Analyst  
James Albrittain and Alec Tyson, Research Assistants

**The Project for Excellence in Journalism** is a research organization that specializes in using empirical methods to evaluate and study the performance of the press. It is non partisan, non ideological and non political.

The Project's goal is to help both the journalists who produce the news and the citizens who consume it develop a better understanding of what the press is delivering. The Project has put special emphasis on content analysis in the belief that quantifying what is occurring in the press, rather than merely offering criticism and analysis, is a better approach to understanding.

## Methodological Report

### **Journalists Survey 2007**

Prepared by Princeton Survey Research Associates  
for the Pew Research Center for the People & the Press and the Project  
for Excellence in Journalism

December 2007

The Journalists Survey 2007, sponsored by the Pew Research Center for the People & the Press and the Project for Excellence in Journalism, is based on interviews with 585 news business executives, senior editors and producers, and working journalists and was conducted under the direction of Princeton Survey Research Associates International (PSRAI). Specifically, PSRAI interviewed 79 news business executives, 208 senior editors and producers, and 298 working journalists from nine different media categories: top 17 daily newspapers; top 18-100 daily newspapers; national news magazines; national television and cable networks; local TV stations; national radio networks; news services; wire services; and Internet news web sites.<sup>1</sup>

Interviewing was conducted using a dual-mode approach allowing respondents to participate either by conducting a telephone interview or by completing the survey online. Interviews were completed from September 17 to December 3, 2007, with 130 interviews done by telephone and 455 interviews done online.

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<sup>1</sup> All media types were categorized as “national” or “local” media. National media consisted of the top 17 daily newspapers, national news magazines, national TV and cable networks, national radio networks, news services, and wire services. Local media consisted of the top 18-100 daily newspapers and local TV stations. Internet media was also divided into “national” and “local” components.

## Sampling

Independent random samples were drawn from each of the nine media groups. Sampling procedures are detailed below.<sup>2</sup>

Sample was selected at each organization by general title

### **National Sample**

#### Executive Level

TV/Radio: President/CEO, Vice President, General Manager, Station Manager

Print: Publisher, President/CEO, Vice President

#### Senior Editors and Producers

TV/Radio: News Division Executive, Executive Producer

Print: Assistant Managing Editor, Managing Editor, Executive Editor, Section Editor

#### Working Journalists

TV/Radio: Bureau Chief, Senior Producer, Correspondent, Anchor

Print: Bureau Chief, Senior Editor, Columnist, Associate Editor, Reporter, Correspondent, Assignment editor

### **Local Sample**

#### Executive Level

TV: President/CEO, Vice President, General Manager, Station Manager

Print: Publisher, President/CEO, Vice President

#### Senior Editors and Producers

TV: News Director

Print: Assistant Managing Editor, Managing Editor, Executive Editor, Business, Metro and Editorial Section Editors

#### Working Journalists

TV: Producer, Correspondent

Print: National Editor, Editor, Reporter, Senior Editor, National and Foreign Editors, Associate Editors, Columnist

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<sup>2</sup> Ethnic media were not included in the sampling frame for any of the nine media types, unless otherwise specified.

The national and local news media samples were divided into subgroups, defined by the type of news media organization and the respondent's position within a given organization. Targets were set for the number of interviews to be completed per subgroup within a segment.

**Table 1: Sampling Targets**

	Executives	Senior Editors and Producers	Working Journalists and Editors	Total
Daily Papers - Top 17	12	21	34	67
Daily Papers - 18-100	30	35	50	115
News Magazines	3	7	11	21
TV/Cable TV Networks	14	24	33	71
Local TV Stations	30	35	50	115
Radio Networks	4	8	18	30
News Services	0	4	7	11
Wire Services	2	3	3	8
Internet - National	0	20	30	50
Internet - Local	0	20	30	50
<b>Total</b>	<b>95</b>	<b>177</b>	<b>266</b>	<b>538</b>

### Top 17 Daily Newspapers + Christian Science Monitor

The Top 17 Daily Newspaper sample frame was defined as the top 17 daily newspapers in circulation as listed in the most recent version of *Cision Media Source* (formerly *Bacons Media Source*). *The Christian Science Monitor* was also included in this national daily papers frame, even though it was not listed among the top 17 newspapers in circulation. The entire frame included 18 newspapers.

Circulation	Organization
2,278,022	USA Today
2,062,312	The Wall Street Journal
1,120,420	The New York Times
815,723	Los Angeles Times
724,748	New York Post
718,174	Daily News
699,130	The Washington Post
566,827	Chicago Tribune
503,114	Houston Chronicle
433,731	The Arizona Republic
411,919	The Dallas Morning News
398,231	Newsday
386,564	San Francisco Chronicle
382,503	The Boston Globe
372,629	The Star-Ledger
357,399	Atlanta Journal-Constitution
352,593	Philadelphia Inquirer
58,313	Christian Science Monitor

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

### Top 18-100 Daily Newspapers

The Top 18-100 Daily Newspaper sample frame was defined as the top 18-100 daily newspapers in circulation as listed in the most recent version of *Cision Media Source*. The entire frame included 83 newspapers.

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each randomly selected organization.

### National News Magazines

The news magazine sample frame included the nation's three national publications: Newsweek, Time and U.S. News and World Report.

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

### National TV and Cable Networks

Eleven networks were included in the National Television and Cable Networks sample frame. The sample frame included only each network's own news operations and not independent newsrooms or news programs operated by affiliate stations.

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**Table 3: National Television and Cable Networks**

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1. ABC
  2. CBS
  3. NBC
  4. PBS
  5. CNN
  6. C-SPAN
  7. *CNN Headline News*
  8. MSNBC
  9. FOX Cable News
  10. Telemundo
  11. Univision
- 

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

### Local TV stations

The Local TV stations sample frame was defined as all local television stations in the top 100 media markets that also have a news director.

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each randomly selected organization.

### National Radio Networks

Seven national radio networks were included in this sample frame. The sample frame included only the networks' own news operations and not independent newsrooms or news programs operated by affiliate stations.

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**Table 4: National Radio Networks**

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1. Associated Press Radio
  2. ABC Radio Networks
  3. CBS Radio Networks
  4. USA Radio Network
  5. American Urban Radio Networks
  6. National Public Radio
  7. Public Radio International
- 

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.



### **News Services**

Seven news services were included in this sample frame.

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**Table 5: News Services**

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1. Copley
  2. Cox
  3. Gannett
  4. Hearst
  5. McClatchy-Tribune
  6. Newhouse
  7. Scripps-Howard
- 

Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

### **Wire Services**

Three wire services were included in the Wire Services sample frame: *Associated Press*; *Bloomberg News* and *Reuters America*. Sample was drawn from the online database *Cision Media Source*. Executives, senior editors/producers and working journalists were selected at random. In order to fill the quotas as closely as possible, we started by sampling one executive from each organization.

## Internet

Internet media were divided into national and local components. Websites chosen for the sample frame were limited to those that do at least some news reporting and had a minimum threshold of 250,000 visitors per month. To make the frame as comprehensive as possible, online-only organizations were also included.

Twenty-six national organizations, typically but not exclusively linked to traditional media outlets like daily newspapers or TV/Cable networks, were included in the sample frame.

**Table 6: National Internet Media**

Type of media	Organization	Visitors/Month
TV	MSNBC.com	30,000,000
TV	CNN.com	23,496,897
TV	foxnews.com	8,184,466
TV	ABCNews.com	6,385,201
TV	CBSNews.com	4,463,625
Radio	npr.org	2,741,496
TV	C-SPAN.org	347,817
TV	The Newshour With Jim Lehrer	256,451
Print	The New York Times	14,496,295
Print	USATODAY.com	9,461,451
Print	washingtonpost.com	7,943,529
Print	The Wall Street Journal Online	4,059,093
Print	The Christian Science Monitor	926,753
Print	Newsweek.MSNBC.com	8,553,000
Print	Time.com	3,631,929
Print	usnews.com	1,074,340
Wire	Reuters	5,565,152
Wire	Bloomberg.com	1,928,797
Online only	Salon.com	1,616,695
Online only	Slate	4,742,771
Online only	Yahoo! News	35,000,000
Online only	AOL News	n/a
Online only	NewsMax.com	3,116,214
Online only	The Huffington Post	593,814
Online only	The Post Chronicle	1,140,333
Online only	National Ledger	1,149,420

Local internet websites also had to meet the general Internet media criteria. These were websites of print, radio or TV media, or online-only news organizations. There were 190 organizations in the sample frame.

Senior editors/producers and working journalists were selected at random; executives were not sampled for Internet media.

## Contact Procedures

Interviews were conducted by elite interviewers at Princeton Data Source. Respondents were sent advance letters in the mail explaining the purpose of the study and encouraging their participation. The advance letters included a web address and password so respondents could complete the interview online. A follow-up email was also sent to everyone in the sample who had a valid email address. Advance letters were sent in three waves to ease administration and to help time initial phone calls.

TV and radio media – that is, national television and cable networks, local TV stations, and national radio networks – were included in the first wave, for which advance letters were mailed on Thursday, September 13, 2007. Email reminders were sent on Wednesday, September 19, 2007 to those in this first wave who had not yet completed the survey. Phone interviewing for those who had not yet completed the survey and did not receive an email reminder began on Thursday, September 20, 2007 – a week after the mailing of the advance letters. Calling for the remainder of this first batch began on Monday, September 24, 2007.

Daily newspapers, news magazines, news services and wire services were included in the second wave, for which advance letters were mailed on Thursday, September 20, 2007. Email reminders were sent on Wednesday, September 26, 2007 to those in this second wave who had not yet completed the survey. Phone interviewing for those who had not yet completed the survey and did not receive an email reminder began on Thursday, September 27, 2007 – a week after the mailing of the advance letters. Calling for the remainder of this second batch began on Monday, October 1, 2007.

Internet media were included in the third wave, for which advance letters were mailed on Thursday, October 11, 2007. Email reminders were sent on Wednesday, October 17, 2007 to those in this third wave who had not yet completed the survey. Phone interviewing for those who had not yet completed the survey and did not receive an email reminder began on Thursday, October 18, 2007 – a week after the mailing of the advance letters. Calling for the remainder of this third batch began on Monday, October 22, 2007.

Quota tracking and progress were monitored daily. Additional or replacement sample was released as necessary.

Interviewers made 50 calls or more to respondents to complete an interview. Interviewers were available to conduct interviews during the regular workday or in the evening and on weekends as necessary. Interviewers accommodated respondents' schedules and arranged appointments. In addition, respondents were given a toll-free phone number to call to schedule an appointment or complete an interview at their convenience.

## Final Sample Composition

Table 7 shows the number of interviews that were completed in each of the target groups. In parenthesis are the initial targets used for sampling.

**Table 7: Final Sampling Composition**

	Executives	Senior Editors and Producers	Working Journalists and Editors	Total
Daily Papers - Top 17	7 (12)	27 (21)	42 (34)	76 (67)
Daily Papers - 18-100	28 (30)	38 (35)	54 (50)	120 (115)
News Magazines	2 (3)	8 (7)	11 (11)	21 (21)
TV/Cable TV Networks	5 (14)	21 (24)	29 (33)	55 (71)
Local TV Stations	32 (30)	39 (35)	54 (50)	125 (115)
Radio Networks	4 (4)	11 (8)	27 (18)	42 (30)
News Services	0 (0)	8 (4)	10 (7)	18 (11)
Wire Services	1 (1)	4 (3)	5 (3)	10 (8)
Internet - National	0 (0)	26 (20)	36 (30)	62 (50)
Internet - Local	0 (0)	26 (20)	30 (30)	56 (50)
<b>Total</b>	<b>79 (95)</b>	<b>208 (177)</b>	<b>298</b>	<b>585</b>

## Sample Disposition and Outcome Rates

Table 8 reports the sample disposition of all sampled telephone numbers ever dialed, broken out by category. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI, it is calculated by taking the product of three component rates:

Contact rate – the proportion of working numbers where a request for interview was made – of 96 percent for the combined sample.

Cooperation rate – the proportion of contacted numbers where consent for interview was at least initially obtained, versus those refused – of 55 percent for the combined sample.

Completion rate – the proportion of initially cooperating and eligible interviews that were completed – of 91 percent for the combined sample.

Thus, the overall response rate for this survey was 48 percent.

**Table 8: Sample Disposition**

Total	Daily Papers - Top 17	Daily Papers - 18-100	News Magazines	TV/Cable TV Networks	Local TV Stations	Radio Networks	News Services	Wire Services	Internet - National/Local	
1238	157	208	49	219	244	67	27	28	239	Total Numbers Dialed
5	0	1	1	1	1	0	0	0	1	Bad number
17	3	2	0	10	1	0	0	0	1	No such person
1216	154	205	48	208	242	67	27	28	237	Working numbers
98.2%	98.1%	98.6%	98.0%	95.0%	99.2%	100.0%	100.0%	100.0%	99.2%	Working Rate
21	1	4	1	3	1	0	0	0	11	No Answer
22	4	5	0	5	2	2	0	0	4	Answering Machine
1173	149	196	47	200	239	65	27	28	222	Contacted numbers
96.5%	96.8%	95.6%	97.9%	96.2%	98.8%	97.0%	100.0%	100.0%	93.7%	Contact Rate
292	38	31	8	74	44	9	5	9	74	Callback
240	33	39	15	62	50	12	2	7	20	Refusal
641	78	126	24	64	145	44	20	12	128	Cooperating numbers
54.6%	52.3%	64.3%	51.1%	32.0%	60.7%	67.7%	74.1%	42.9%	57.7%	Cooperation Rate
56	2	6	3	9	20	2	2	2	10	Incomplete Interview
585	76	120	21	55	125	42	18	10	118	Completes
91.3%	97.4%	95.2%	87.5%	85.9%	86.2%	95.5%	90.0%	83.3%	92.2%	Completion Rate
48.1%	49.4%	58.5%	43.8%	26.4%	51.7%	62.7%	66.7%	35.7%	49.8%	Response Rate

**PEW RESEARCH CENTER FOR THE PEOPLE AND THE PRESS**  
**2007 SURVEY OF JOURNALISTS**  
**FINAL TOPLINE**  
**September 17 - December 3, 2007**

- Results are reported separately for national, local, and internet journalists. Further breakdowns by medium (*Print* includes newspapers, magazines, wire services and news services. *Broadcast* includes national TV and radio news, and local TV news) and by employment level (*Executives* include presidents, CEOs, general managers and publishers; *Senior editors and producers*; and *working journalists and editors*). See *Survey Methodology* section for complete sample descriptions.
- Due to rounding, percentages may not total 100%. The topline “total” columns always show 100%, however, because they are based on unrounded numbers.
- When the number of respondents in a category is less than one half of one percent (<0.5), the figure is rounded to zero (0%).

	National	Local	Internet	National		Local		National			Local		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
2007 N	222	245	118	125	97	120	125	19	79	124	60	77	108

**Q.1 AND Q.2 OPEN-ENDED RESULTS SHOWN AT THE END OF THE TOPLINE**

Q.3 Thinking about journalism overall in the U.S. today, do you think it is generally going in the right direction or the wrong direction?

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Right direction	32	43	47	51	42	37	25	48	45	16	44	26	65	42	40
Wrong direction	62	51	49	46	50	56	69	47	51	79	48	68	32	49	58
DK/Refused	7	6	4	3	8	7	6	5	4	5	8	6	3	9	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.4 Thinking more generally about the news media, what grade A, B, C, D, or F would you give [INSERT ITEM, DO NOT RANDOMIZE] for its overall news coverage these days? What grade A, B, C, D, or F would you give [NEXT ITEM] for (its/their) overall coverage these days? a. network television news

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1995	2007	2004	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	2	4	2	7	8	4	3	1	4	2	11	0	4	2	7	5	7
"B"	39	39	46	48	44	45	36	33	46	41	55	21	41	40	47	45	51
"C"	40	44	38	32	36	41	44	44	34	36	28	42	46	35	37	39	24
"D"	13	11	8	9	10	6	14	17	8	13	5	26	8	15	7	6	11
"F"	3	1	0	1	2	1	3	2	4	2	0	11	1	3	2	0	1
DK/Refused	3	1	6	4	0	3	2	3	3	8	1	0	1	5	2	4	6
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

b. local television news

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1995	2007	2004	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	1	1	1	7	4	4	3	1	2	0	14	0	1	2	7	8	6
"B"	16	20	13	33	28	34	22	11	23	20	45	21	16	15	47	32	25
"C"	39	39	37	34	39	34	33	43	34	38	30	37	52	31	30	29	40
"D"	27	31	30	19	23	19	31	31	23	30	9	26	23	31	12	26	19
"F"	11	7	13	5	6	6	10	9	14	8	2	16	5	15	3	3	8
DK/Refused	5	2	6	2	0	1	2	5	4	3	1	0	3	6	2	3	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

c. the major national newspapers

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1995	2007	2004	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	34	26	23	27	24	18	31	36	31	29	26	26	32	36	23	26	31
"B"	58	67	71	55	57	68	51	58	58	58	53	63	61	55	60	56	52
"C"	7	6	4	13	15	12	16	6	8	13	14	5	6	8	10	18	11
"D"	0	1	0	3	4	1	2	0	1	1	5	0	0	1	5	0	4
"F"	1	0	0	0	0	0	0	0	2	0	1	5	1	0	2	0	0
DK/Refused	0	0	2	1	1	2	1	0	0	0	2	0	0	0	0	0	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

d. the typical daily newspaper

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1995	2007	2004	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	3	2	1	9	6	2	7	2	3	8	10	5	4	2	7	5	12
"B"	40	46	35	53	52	44	47	45	34	63	45	47	42	38	55	58	49
"C"	48	43	47	32	35	45	36	47	48	28	36	42	47	49	30	32	32
"D"	5	4	6	5	5	7	10	2	7	3	8	5	3	6	8	4	5
"F"	1	0	0	0	1	0	0	0	2	0	0	0	3	0	0	0	0
DK/Refused	4	3	10	1	1	2	1	3	5	0	2	0	3	6	0	0	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

e. cable TV news channels

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	4	5	6	7	6	2	6	3	9	0	6	3	3	8	6
"B"	38	38	27	41	32	42	34	28	27	37	42	36	28	26	28
"C"	35	38	42	32	36	38	32	43	42	42	39	31	48	42	40
"D"	15	17	14	15	16	14	18	13	16	11	10	19	13	17	13
"F"	5	2	7	3	8	4	7	8	5	11	3	6	7	4	8
DK/Refused	2	1	4	2	3	1	3	6	2	0	0	3	0	4	6
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

f. national news organizations for their websites

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	21	18	15	13	25	21	21	11	19	26	22	19	10	13	19
"B"	61	51	59	44	53	59	63	64	54	68	61	60	57	64	57
"C"	14	18	18	20	19	15	11	16	20	5	15	14	23	17	16
"D"	1	2	2	3	3	2	1	3	2	0	0	2	2	4	2
"F"	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
DK/Refused	4	11	5	19	1	3	4	6	5	0	3	5	8	3	6
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

g. local news organizations for their websites

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	5	12	8	6	4	6	18	5	5	6	12	5	18
"B"	46	53	41	46	46	60	46	42	56	40	60	57	46
"C"	30	27	29	31	28	26	29	37	24	32	23	30	28
"D"	6	7	12	6	6	8	6	11	6	5	5	8	6
"F"	0	0	3	0	1	1	0	5	0	0	0	0	1
DK/Refused	13	0	8	11	14	0	1	0	9	17	0	0	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

h. online-only news websites such as Salon and Slate

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	13	7	24	13	12	4	9	16	13	12	3	5	9
"B"	55	40	52	58	52	45	34	47	49	60	42	43	36
"C"	17	26	15	17	18	28	25	21	24	12	30	26	24
"D"	4	5	3	4	4	5	5	5	4	4	7	5	4
"F"	1	1	0	0	3	1	1	11	0	1	0	3	0
DK/Refused	10	22	7	9	11	18	26	0	10	11	18	18	27
Total	100	100	100	100	100	100	100	100	100	100	100	100	100



i. news aggregator websites such as Google News and Yahoo News

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	17	21	25	18	15	13	29	11	16	18	17	21	23
"B"	48	32	47	41	57	26	38	53	48	47	35	34	30
"C"	24	29	19	29	18	41	18	16	29	22	33	27	29
"D"	5	7	5	5	4	11	4	21	0	5	8	8	6
"F"	2	2	2	3	0	3	1	0	4	1	3	3	0
DK/Refused	5	9	3	5	6	8	10	0	3	8	3	8	12
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

j. bloggers who write about current events

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	2	4	9	1	4	3	6	0	1	3	0	4	7
"B"	31	17	41	30	33	15	19	37	33	29	17	17	18
"C"	36	43	31	40	31	48	39	42	34	36	48	44	40
"D"	18	20	10	18	19	21	20	11	23	17	23	21	19
"F"	5	7	4	6	5	7	7	11	5	5	10	6	6
DK/Refused	7	8	5	6	8	8	8	0	4	10	2	8	11
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

k. (Name of respondent's news organization)

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1995	2007	2004	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
"A"	34	22	20	17	14	13	21	30	39	14	20	68	27	34	15	13	21
"B"	51	61	67	60	59	69	44	54	46	63	57	32	62	47	67	70	48
"C"	9	14	9	20	21	16	14	8	9	21	18	0	6	11	17	13	26
"D"	1	2	0	2	3	1	5	2	1	1	2	0	1	2	2	1	2
"F"	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0
DK/Refused	5	0	4	2	3	1	16	6	3	2	2	0	4	6	0	3	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.5 Would you say the press has been too critical, not critical enough, or fair in the way it has covered the Bush administration?

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Too critical	6	9	11	19	7	7	4	7	16	21	4	5	13	8	13
Not critical enough	54	55	41	37	57	54	54	48	34	32	56	56	35	40	44
Fair	37	35	45	42	33	35	39	41	49	47	32	39	48	49	40
DK/Refused	3	2	3	2	3	3	3	5	1	0	9	0	3	3	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.6 In your opinion, is increased bottom line pressure seriously hurting the quality of news coverage these days or is it mostly just changing the way news organizations do things?

	National				Local				Internet	National		Local		National			Local		
	2007	2004	1999	1995	2007	2004	1999	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Hurting	68	66	49	41	68	57	46	33	69	70	65	74	62	63	66	70	53	68	76
Just changing	25	29	41	38	29	34	46	50	24	22	29	23	34	37	23	24	45	29	19
Neither/No effect (VOL.)	1	1	1	4	0	3	2	6	0	1	1	0	1	0	1	0	0	1	
Both (VOL.)	4	3	9	11	2	4	6	7	3	3	4	2	3	0	5	3	2	3	
Other/DK	3	1	1	6	1	1	1	4	3	4	1	2	0	0	5	2	0	1	
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Q.7 Here are some criticisms made of the press. For each one of these criticisms, do you think this is a valid criticism of the news media overall, or not? a. The distinction between reporting and commentary has seriously eroded.

	National				Local				Internet	National		Local		National			Local		
	2007	2004	1999	1995	2007	2004	1999	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	64	64	68	53	54	59	68	44	60	54	77	48	61	74	54	69	50	49	60
Not a valid criticism	34	35	30	44	46	40	32	53	38	44	22	53	39	26	44	29	50	51	40
DK/Refused	1	1	1	2	0	1	0	3	2	2	1	0	0	0	1	2	0	0	0
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

b. News reports are increasingly full of factual errors and sloppy reporting.

	National				Local				Internet	National		Local		National			Local		
	2007	2004	1999	1995	2007	2004	1999	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	31	45	40	29	43	47	55	40	38	34	27	32	54	26	25	35	35	43	47
Not a valid criticism	68	53	58	65	56	52	42	59	62	65	71	68	46	74	73	63	65	57	51
DK/Refused	1	1	2	5	1	0	3	1	0	1	2	1	1	0	1	2	0	0	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

c. Too little attention is paid to complex issues.

	National				Local				Internet	National		Local		National			Local		
	2007	2004	1999	1995	2007	2004	1999	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	78	79	71	80	83	77	72	75	81	75	82	81	86	68	80	79	73	88	85
Not a valid criticism	21	21	27	17	17	22	28	22	19	23	18	19	14	32	20	19	27	12	15
DK/Refused	1	1	2	2	0	0	0	3	0	2	0	0	0	0	0	2	0	0	0
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

d. The press is too cynical.

	National				Local				Internet	National		Local		National			Local		
	2007	2004	1999	1995	2007	2004	1999	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	27	37	53	54	31	40	51	53	27	28	26	31	32	47	28	23	47	30	24
Not a valid criticism	73	63	45	44	67	59	48	45	73	71	74	68	66	53	72	76	53	70	73
DK/Refused	0	0	2	2	1	1	1	2	0	1	0	1	2	0	0	1	0	0	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

e. Journalists are out-of-touch with their audiences.

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1999	2007	2004	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	41	47	57	49	44	51	47	45	35	57	42	53	43	37	62	57	37
Not a valid criticism	58	50	41	49	55	48	51	53	64	43	56	47	54	61	38	42	61
DK/Refused	2	3	2	1	1	0	2	2	1	1	2	0	3	2	0	1	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

f. Journalists are letting their ideological views show in their reporting too frequently.

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	38	45	33	44	36	34	43	27	40	47	34	39	32	34	34
Not a valid criticism	60	53	66	56	64	64	56	72	60	53	65	59	68	65	65
DK/Refused	2	2	1	1	0	2	1	2	0	0	1	2	0	1	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

g. The 24-hour news cycle is weakening journalism.

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	47	42	45	40	40	43	52	37	54	32	35	56	28	47	54
Not a valid criticism	52	57	54	59	58	54	48	63	46	68	63	42	72	53	45
DK/Refused	1	1	0	1	2	2	0	1	0	0	1	2	0	0	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

h. News organizations have cut back too much on the scope of what they're covering.

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	82	73	85	86	77	73	74	74	77	86	60	71	82
Not a valid criticism	17	26	14	13	23	27	25	26	22	13	40	29	16
DK/Refused	1	1	1	2	0	1	1	0	1	1	0	0	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

i. Reporters are too close to their sources.

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Valid criticism	23	18	30	23	24	16	21	21	24	23	17	17	20
Not a valid criticism	75	79	68	74	76	82	77	79	75	75	83	79	77
DK/Refused	1	2	3	2	0	3	2	0	1	2	0	4	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.8 How good a job does journalism do striking a balance between what audiences want to know and what's important for them to know? (READ CHOICES)

	National				Local				Internet	National		Local		National			Local		
	2007	2004	2000	1999	2007	2004	2000	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Excellent	1	4	2	4	0	4	2	6	0	2	0	0	1	5	1	0	0	0	1
Good	39	46	35	45	50	44	33	49	40	38	40	50	50	37	39	40	53	49	49
Only fair	54	43	55	45	45	45	58	42	48	57	51	45	46	47	56	54	45	45	45
Poor	6	6	5	5	4	5	5	4	11	3	9	5	3	11	4	6	2	5	5
DK/Refused	0	2	3	2	0	2	3	0	1	0	0	0	0	0	0	0	0	0	0
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.9 All things considered, how would you rate the press for its coverage of Iraq: [READ]?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Excellent	6	3	1	6	6	1	5	11	5	6	2	4	3
Good	52	46	37	50	55	53	38	47	56	51	43	42	50
Only fair	35	40	49	36	34	38	43	42	33	35	48	44	33
Poor	7	11	13	8	5	8	14	0	6	8	7	10	14
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.10 In your opinion, to what extent do corporate owners influence news organizations' decisions about which stories to cover or emphasize?

	National		Local		Internet	National		Local		National			Local		
	2007	2000	2007	2000	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
A great deal	8	5	7	13	6	6	10	6	9	0	4	11	2	4	13
A fair amount	18	28	18	31	42	14	23	15	22	11	16	20	7	16	27
Not very much	64	60	53	48	48	71	55	55	52	63	67	62	60	53	50
Not at all	8	4	19	4	2	6	10	22	17	21	11	4	30	27	7
DK/Refused	2	2	2	3	2	2	2	3	1	5	1	2	2	0	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.11 In your opinion, to what extent do advertising concerns influence news organizations' decisions about which stories to cover or emphasize?

	National		Local		Internet	National		Local		National			Local		
	2007	2000	2007	2000	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
A great deal	7	3	7	7	7	4	11	3	10	5	4	10	2	1	13
A fair amount	18	19	16	27	39	20	15	12	19	5	14	23	8	10	23
Not very much	61	66	51	54	44	62	60	57	46	63	63	59	52	58	46
Not at all	13	10	26	11	9	13	12	28	25	26	18	7	38	30	17
DK/Refused	1	1	0	1	1	2	1	1	0	0	1	2	0	0	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.12 Do you think that it is a good thing or a bad thing if some daily news organizations have a decidedly ideological point of view in their coverage of the news?

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	19	22	16	21	25	23	13	14	18	32	13	21	20	16	15
Bad thing	75	72	79	75	71	70	81	81	78	63	78	75	72	82	81
DK/Refused	6	6	4	5	4	6	5	5	4	5	9	4	8	3	4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.13 Please tell me if you think each of the following is a good thing or a bad thing for journalism, or if it is not having an effect. First [INSERT ITEM; RANDOMIZE] a. Video-streaming websites such as YouTube

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	68	64	81	66	70	65	64	79	71	64	53	69	68
Bad thing	10	11	5	7	13	10	13	0	6	14	15	6	13
No effect	19	22	14	22	14	24	21	16	18	20	30	22	19
DK/Refused	4	2	0	5	2	1	2	5	5	2	2	3	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

b. News aggregating websites such as Google News and Yahoo News

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	67	62	73	64	70	53	71	79	70	63	57	66	63
Bad thing	14	16	12	18	7	23	10	21	6	17	27	14	12
No effect	16	17	14	13	20	19	14	0	20	15	17	16	18
DK/Refused	4	4	2	5	3	4	5	0	4	5	0	4	7
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

c. News ranking websites such as reddit.com and digg.com

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	34	24	65	36	32	25	22	53	43	26	22	29	21
Bad thing	12	14	5	14	10	13	15	21	9	13	13	14	14
No effect	37	44	24	37	38	45	43	26	32	43	52	40	43
DK/Refused	16	18	6	14	20	18	19	0	16	19	13	17	22
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

d. Users posting comments on news organizations' websites

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	76	70	83	80	70	73	66	89	78	72	80	74	61
Bad thing	8	14	10	6	11	14	14	0	8	10	8	13	18
No effect	14	14	6	11	16	10	18	11	13	15	12	12	18
DK/Refused	3	2	1	3	2	3	2	0	1	4	0	1	4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

e. Users posting news content on news organizations' websites

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	35	36	54	35	35	36	37	47	43	28	53	39	25
Bad thing	45	49	36	42	47	49	49	32	41	49	35	43	61
No effect	17	12	8	18	14	12	12	21	15	17	12	13	11
DK/Refused	4	3	2	4	3	3	2	0	1	6	0	5	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

f. Citizens starting their own news websites

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	52	51	76	54	48	58	43	63	56	48	53	58	44
Bad thing	18	25	8	15	22	20	30	16	14	21	22	22	30
No effect	28	23	14	28	28	20	26	21	28	29	25	19	25
DK/Refused	2	1	2	2	2	2	0	0	3	2	0	0	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

g. Journalists hosting their own blogs

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	50	56	69	51	48	58	54	53	56	46	60	60	51
Bad thing	26	24	15	26	26	21	28	26	23	28	22	23	27
No effect	20	18	15	18	24	18	18	16	20	21	17	16	21
DK/Refused	4	1	1	5	2	3	0	5	1	5	2	1	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

h. Rankings of the most-read or most-emailed stories on news organizations' web sites

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Good thing	54	56	66	56	52	58	54	63	53	53	62	55	53
Bad thing	16	11	11	11	22	10	11	21	11	18	7	8	15
No effect	29	32	23	30	27	32	33	16	33	28	32	38	29
DK/Refused	1	2	0	2	0	1	2	0	3	1	0	0	4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Now, thinking about your own news organization...Q.14 Overall, how would you rate the quality of leadership in your news organization? Would you say it is excellent, good, only fair, or poor?

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1999	2007	2004	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Excellent	21	30	35	22	22	24	15	18	26	18	26	53	28	12	48	25	6
Good	51	41	44	47	47	51	43	53	48	44	50	37	51	53	45	51	46
Only fair	21	22	15	21	21	21	25	23	19	28	15	11	19	24	7	16	33
Poor	6	5	5	7	6	4	13	6	7	8	6	0	3	10	0	3	14
DK/Refused	0	2	0	2	4	0	4	1	0	3	2	0	0	1	0	6	0
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.15 How well is your news organization's leadership managing the transition to the internet? Would you say they are doing an excellent job, a good job, only a fair job, or a poor job?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Excellent	20	22	19	18	23	18	26	21	25	16	25	29	15
Good	45	41	35	41	49	38	45	68	43	42	53	29	44
Only fair	28	29	26	34	22	37	21	11	29	31	18	35	30
Poor	6	9	11	6	6	8	9	0	3	10	3	8	12
Does not apply, Web-only organization (VOL.)	0	0	8	1	0	0	0	0	0	1	0	0	0
DK/Refused	0	0	1	1	0	0	0	0	0	1	0	0	0
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.16 Compared to three years ago, has the reporting and editorial staff at your news organization increased, decreased, or stayed the same?

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Increased	24	18	13	23	25	8	45	2	23	47	20	23	13	19	7
Decreased	48	37	54	43	52	69	22	82	28	21	48	52	43	49	64
Stayed the same	25	40	32	31	20	21	30	16	47	32	30	20	43	31	26
DK/Refused	3	4	1	4	3	2	3	1	2	0	1	4	0	0	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.17 Thinking about your own job, how likely do you think it is that your position will be eliminated in the next three years?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Very likely	5	3	3	7	3	4	2	0	6	6	0	1	6
Somewhat likely	25	20	22	27	22	24	15	5	27	27	12	22	22
Not too likely	40	39	47	38	42	45	33	37	43	38	33	40	41
Not at all likely	28	38	27	25	32	26	49	53	23	27	53	36	30
DK/Refused	2	1	2	3	1	1	2	5	1	2	2	0	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.18 What percentage of your time is spent producing content unique to your news organization's website?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
0	23	27	6	25	20	31	24	37	30	15	45	22	21
1-9	13	15	3	9	18	12	18	0	13	15	12	17	16
10-24	23	32	14	20	28	32	33	16	15	30	22	32	38
25-49	12	11	14	10	15	10	11	21	10	12	3	17	10
50-74	9	3	18	11	6	3	2	11	11	7	3	0	5
75-99	4	2	25	5	2	3	2	0	4	4	0	1	5
100	6	1	17	10	1	1	1	5	1	9	0	1	1
DK/Refused	11	9	3	11	10	8	9	11	15	8	15	9	5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100



IF BETWEEN 10% AND 90% ASK:Q.19 Would you say dividing your time across different media is making the work you produce better or worse, or making no difference?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Better	48	46	60	45	52	43	49	78	59	38	71	54	34
Worse	16	21	5	18	14	24	19	0	9	22	24	18	23
No difference	35	30	33	38	32	29	31	22	28	40	6	26	39
DK/Refused	1	3	1	0	2	3	2	0	3	0	0	3	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Q.19 N	106	117	73	56	50	58	59	9	32	65	17	39	61

FOR PRINT COMPANIES (NOT INCLUDING WIRES AND NEWS SERVICES): Q.20 What is the higher priority in your news organization, the website or the print edition?

	PRINT COMPANIES (NOT INCLUDING WIRES AND NEWS SERVICES)								
	National	Local	Internet	National			Local		
	2007	2007	2007	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007
Website	27	18	12	22	26	28	11	24	19
Print edition	53	63	74	56	40	60	46	66	69
Both/Equal priority (VOL.)	14	14	4	22	23	8	39	8	6
Does not apply (VOL.)	0	0	2	0	0	0	0	0	0
Other/DK	6	5	8	0	11	4	4	3	7
Total	100	100	100	100	100	100	100	100	100

	National	Local	Internet	National			Local		
	2007	2007	2007	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007
Q.20 N	97	120	50	9	35	53	28	38	54

FOR BROADCAST/CABLE COMPANIES:Q.21 What is the higher priority in your news organization, the website or the on air presentation?

	BROADCAST/CABLE COMPANIES										
	National		Local		Internet	National			Local		
						Exec	Sr.	Jour	Exec	Sr.	Jour
	2007		2007		2007	2007	2007	2007	2007	2007	2007
Website	9	10	27		11	9	9	0	5	19	
On air presentation	81	80	70		78	78	84	97	74	74	
Both/Equal priority (VOL.)	6	8	0		11	9	4	3	18	4	
Does not apply (VOL.)	0	1	0		0	0	0	0	0	2	
Other/DK	3	2	3		0	3	4	0	3	2	
Total	100	100	100		100	100	100	100	100	100	

	National		Local		Internet	National			Local		
						Exec	Sr.	Jour	Exec	Sr.	Jour
	2007		2007		2007	2007	2007	2007	2007	2007	2007
Q.21 N	97	125	33		9	32	56	32	39	54	

ASK JOURNALISTS ONLY:Q.22 How much do you think owners and top editors in your news organization share your professional values? A great deal, a fair amount, not much or not at all?

	JOURNALISTS								
	National		Local		Internet	National		Local	
						Print	Broadcast	Print	Broadcast
	2007		1999		2007	2007	2007	2007	2007
A great deal	30	38	23	26	34	30	30	20	26
A fair amount	45	46	63	55	49	48	41	65	61
Not much	21	12	10	17	15	20	21	13	7
Not at all	4	3	3	1	0	2	7	2	4
DK/Refused	0	2	1	1	2	0	0	0	2
Total	100	100	100	100	100	100	100	100	100

	National		Local		Internet	National		Local	
						Print	Broadcast	Print	Broadcast
	2007		1999		2007	2007	2007	2007	2007
Q.22 N	116	118	108	110	47	60	56	54	54

ASK SENIOR EDITORS AND EXECUTIVES ONLY: Q.23 How much do you think reporters in your news organization share your professional values? A great deal, a fair amount, not much or not at all?

	SENIOR EDITORS AND EXECUTIVES												
	National		Local		Internet	National		Local		National		Local	
	2007	1999	2007	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Exec	Sr.
	2007	1999	2007	1999	2007	2007	2007	2007	2007	2007	2007	2007	2007
A great deal	55	53	38	31	38	61	46	39	37	74	51	47	31
A fair amount	36	41	56	58	48	28	46	56	56	21	39	48	62
Not much	5	3	4	8	12	7	2	5	4	0	6	3	5
Not at all	0	1	1	1	0	0	0	0	1	0	0	2	0
DK/Refused	4	2	1	3	2	4	5	0	1	5	4	0	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

	National		Local		Internet	National		Local		National		Local	
	2007	1999	2007	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Exec	Sr.
	2007	1999	2007	1999	2007	2007	2007	2007	2007	2007	2007	2007	2007
Q.23 N	98	119	137	144	52	57	41	66	71	19	79	60	77

ASK ALL:Q.24 All things considered, what is the higher priority of your news organization's top management? [READ AND ROTATE]

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Serving the public interest	49	47	45	51	45	46	49	74	47	46	65	52	34
Financial performance	46	45	51	46	46	48	42	21	49	48	28	42	56
DK/Refused	5	8	4	3	8	7	9	5	4	6	7	6	9
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.25 Over the past three years, has financial pressure at your news organization increased, decreased or stayed the same?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Increased	76	80	79	87	61	88	73	68	75	77	75	73	88
Decreased	3	2	3	2	4	2	2	11	1	3	2	4	1
Stayed the same	19	16	17	9	33	9	22	21	20	19	22	19	9
DK/Refused	2	2	2	2	2	2	3	0	4	1	2	4	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.26 On balance, do you think the rise of the internet will strengthen or weaken the traditional values of journalism, or have no effect?

	National			Local			National			Local			
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Strengthen	41	34	49	34	49	28	40	53	52	32	35	35	33
Weaken	42	45	30	44	39	55	35	32	33	49	42	48	44
No effect	14	16	18	19	8	13	20	16	14	15	20	12	18
DK/Refused	3	4	3	2	3	4	5	0	1	4	3	5	5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

**Q.27A AND Q.27B OPEN-ENDED RESULTS SHOWN AT THE END OF THE TOPLINE**

ASK ALL:Q.28 For each of the following, please indicate whether you think it is a major reason, a minor reason, or not a reason some types of news media have lost audience or readership. [READ IN ORDER] a. The press does not pay enough attention to stories that are meaningful to average Americans

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1999	2007	2004	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Major reason	33	39	41	41	49	42	36	34	32	43	38	47	37	28	42	44	38
Minor reason	42	38	40	38	35	40	40	42	42	40	37	21	43	44	43	35	38
Not a reason	22	21	18	18	14	18	23	22	23	16	21	32	16	24	13	16	23
DK/Refused	3	1	2	2	2	0	1	3	3	1	4	0	4	3	2	5	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

b. The public is not interested in serious news

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1999	2007	2004	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Major reason	35	30	22	24	24	26	31	35	35	27	22	26	24	44	20	19	31
Minor reason	36	36	42	36	43	43	40	38	34	44	29	58	34	34	43	32	35
Not a reason	26	33	35	37	32	31	28	25	28	28	46	16	37	21	35	44	33
DK/Refused	3	1	1	2	1	0	1	2	3	1	3	0	5	2	2	4	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

c. Specialized news outlets allow people to get only the news they want

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1999	2007	2004	1999	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	
Major reason	57	45	40	55	42	40	53	55	59	52	58	53	49	62	42	58	59
Minor reason	34	43	43	33	40	50	31	35	32	35	30	37	37	31	48	30	26
Not a reason	6	10	17	10	17	9	14	6	6	12	9	11	9	4	8	8	13
DK/Refused	3	2	1	2	1	0	2	3	3	2	3	0	5	2	2	4	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

d. News organizations focus too much on sensational stories and scandals

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Major reason	42	37	34	43	39	28	60	20	48	47	30	48	28	27	43
Minor reason	37	38	44	39	42	47	25	51	37	32	47	32	50	49	36
Not a reason	17	23	19	17	19	22	10	28	11	21	16	17	20	19	19
DK/Refused	4	1	3	1	1	2	5	2	4	0	6	2	2	4	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

e. News coverage is too boring and static for a fast-paced society

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Major reason	18	15	25	22	19	18	18	33	18	11	25	15	23	27	25
Minor reason	50	45	44	41	47	54	44	47	42	53	39	56	50	38	45
Not a reason	29	39	27	35	32	26	34	17	37	37	32	27	23	31	26
DK/Refused	3	1	4	2	2	2	4	3	4	0	4	3	3	4	4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

f. Americans are too busy these days

	National		Local		Internet	National		Local		National			Local		
	2007	2004	2007	2004	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
						2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Major reason	47	47	51	50	44	47	47	55	48	37	38	55	45	55	53
Minor reason	36	34	33	32	42	38	34	33	34	63	37	31	40	34	30
Not a reason	14	18	12	16	13	14	15	11	14	0	22	12	13	8	15
DK/Refused	2	1	3	1	1	2	3	2	4	0	4	2	2	4	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

g. People have a wider range of choices for their news

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Major reason	81	84	82	82	79	85	84	84	82	80	78	87	86
Minor reason	15	11	14	14	18	13	10	16	11	18	18	8	9
Not a reason	2	2	3	2	1	3	2	0	3	2	0	3	3
DK/Refused	2	2	1	2	2	0	5	0	4	1	3	3	2
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.29 Given the rise of the internet, some say traditional journalists have lost their role as the gatekeepers of news and information. Others say that even with the rise of the internet, journalists still serve as the gatekeepers. Which of these comes closer to your view?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Journalists have lost their role as news gatekeepers	32	34	39	30	35	33	34	21	33	34	42	22	38
Journalists still serve as news gatekeepers	64	63	58	66	63	67	60	79	63	63	57	71	61
DK/Refused	3	3	3	4	2	0	6	0	4	3	2	6	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

IF 1 IN Q.29, ASK:Q.30a On balance, do you think journalists losing their role as gatekeepers is generally good or generally bad for society?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Generally good for society	25	30	50	29	21	43	19	25	38	17	28	35	29
Generally bad for society	68	65	46	66	71	48	81	75	54	76	68	65	63
Don't know/refused (VOL.)	7	5	4	5	9	10	0	0	8	7	4	0	7
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.30a N	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
	72	83	46	38	34	40	43	4	26	42	25	17	41

IF 2 IN Q.29, ASK:Q.30b On balance, do you think journalists continuing to serve as gatekeepers is generally good or generally bad for society?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Generally good for society	95	95	93	98	92	98	93	87	94	97	91	98	95
Generally bad for society	3	3	7	1	5	1	4	7	4	1	6	2	2
Don't know/refused (VOL.)	2	2	0	1	3	1	3	7	2	1	3	0	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.30b N	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
	143	155	68	82	61	80	75	15	50	78	34	55	66

ASK ALL:Q.31 If you had a son or daughter, would you like to see him or her go into journalism as a career, or not?

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Yes	63	53	57	62	64	49	58	79	62	61	68	56	44
No	32	40	39	32	32	44	36	16	30	35	27	38	49
DK/Refused	5	7	4	6	4	7	6	5	8	3	5	6	7
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

### Q.32 AND Q.33 OPEN-ENDED RESULTS SHOWN AT THE END OF THE TOPLINE

ASK ALL:ROTATE Q.34 AND Q.35 Q.34 Thinking about the future of newspapers, how long do you think most newspapers will continue printing on paper? [READ IN ORDER]

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Less than 10 years	17	20	17	11	25	9	30	26	20	14	15	18	24
10 to 20 years	48	42	44	50	45	41	43	32	43	53	42	45	40
More than 20 years	32	34	37	35	28	48	22	42	34	29	42	31	32
DK/Refused	3	4	2	4	2	3	5	0	3	4	2	5	4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.35 Thinking about the future of television news, how long do you think all three major networks - ABC, CBS and NBC - will continue to broadcast a nightly national newscast? [READ IN ORDER]

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Less than 10 years	42	29	39	44	39	33	26	53	43	40	35	36	20
10 to 20 years	30	38	36	25	37	38	38	37	30	29	32	31	45
More than 20 years	23	30	21	26	19	28	33	11	23	25	32	27	31
DK/Refused	5	3	3	5	5	3	4	0	4	6	2	5	3
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

Q.36 How often do you, yourself, hear from your readers, listeners or viewers? Would you say...[READ IN ORDER]

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
				2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Every day	37	69	64	37	38	65	74	47	46	31	77	81	57
Several times a week	31	20	20	34	26	24	17	32	30	31	17	9	31
A few times a month	24	8	12	22	28	11	5	21	16	30	5	6	10
A few times a year	3	0	3	2	3	0	0	0	1	4	0	0	0
Less often	2	0	0	2	3	0	1	0	3	2	0	0	1
DK/Refused	3	2	1	3	2	0	4	0	4	2	2	4	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

ATTEND Do you go to church, synagogue or some other place to worship... (READ CHOICES)

	National				Local				Internet	National		Local		National			Local		
	2007	2004	1999	1995	2007	2004	1999	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
										2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Every week	8	13	14	10	14	22	22	18	10	9	7	13	16	11	13	5	15	12	16
Almost every week	9	9	5	9	12	14	10	17	8	12	6	9	15	11	9	10	15	13	10
Once or twice a month	12	12	15	13	11	7	15	12	5	7	18	10	12	11	15	10	10	13	10
A few times a year	39	42	41	44	31	32	30	34	31	36	42	32	31	58	32	40	28	25	38
Never	29	23	23	23	27	24	23	18	45	34	23	34	21	11	29	31	25	32	25
DK/Refused	3	1	1	1	4	1	0	0	2	2	4	3	5	0	3	4	7	5	1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

IDEOL How would you describe your political thinking. Would you say you are:

	National			Local			Internet	National		Local		National			Local		
	2007	2004	1995	2007	2004	1995	2007	Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
								2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
Very liberal	8	4	2	2	2	2	5	9	6	3	2	5	1	12	0	4	3
Liberal	24	29	20	21	21	12	34	26	21	25	17	11	20	28	5	25	27
Moderate	53	54	64	58	61	64	46	50	56	53	62	63	59	47	73	52	53
Conservative	6	7	4	13	11	17	8	2	10	14	13	5	10	3	18	10	13
Very conservative	2	0	1	1	1	1	1	4	0	0	2	5	0	3	0	1	1
DK/Refused	8	5	8	5	4	4	6	8	7	4	6	11	9	6	3	8	4
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100



**OPEN-ENDED QUESTION RESPONSES TO Q.1, Q.2, Q.27a, Q.27b, Q.32 and Q.33.**

Q.1 What do you feel is the most important problem facing journalism today? (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, Q REFERS TO JOURNALISM “IN GENERAL.”)

	National			Local			Internet	National		Local	
	2007	2004	1999	2007	2004	1999	2007	Print	Broadcast	Print	Broadcast
								2007	2007	2007	2007
<b>ECONOMIC/BUSINESS PRESSURES (NET)</b>	<b>55</b>	<b>30</b>	<b>25</b>	<b>52</b>	<b>35</b>	<b>25</b>	<b>48</b>	<b>68</b>	<b>38</b>	<b>66</b>	<b>38</b>
Business model issues/Economic survival/Getting Web to pay for journalism	16	--	--	8	--	--	13	26	4	14	2
Other economic/business (misc.)	11	1	--	9	2	--	10	17	4	17	2
Lack of resources/Financial cutbacks	10	8	3	11	9	4	12	10	11	13	9
Too much bottom line emphasis/Profit	8	5	8	5	9	7	7	8	8	7	4
Declining audience/Attracting audience	8	9	14	10	8	11	7	10	5	17	4
Staffing problems/Not enough trained journalists	7	5	*	11	3	6	4	10	4	11	12
Commercialization/Ratings focus	3	3	6	4	4	6	3	0	7	0	7
Corporate ownership and consolidation	3	5	2	3	4	2	4	2	4	3	4
Not enough time to do good work	1	1	--	2	2	--	0	1	0	2	3
<b>QUALITY OF COVERAGE (NET)</b>	<b>22</b>	<b>41</b>	<b>44</b>	<b>21</b>	<b>33</b>	<b>39</b>	<b>25</b>	<b>19</b>	<b>26</b>	<b>10</b>	<b>31</b>
Sensationalism/Tabloid/Infotainment	6	8	8	5	5	12	3	3	10	1	8
Lack investigative journalism/assertiveness	6	3	--	2	4	--	4	8	4	1	3
Other quality of coverage (misc.)	5	7	2	6	3	*	6	5	6	3	9
Reporting accurately/factually	2	8	10	2	10	10	2	2	3	1	3
News not relevant/Out of touch	2	7	12	2	7	6	5	2	2	2	2
Dumbing down of news	2	--	--	1	--	--	1	2	2	2	1
Lack of depth/context	1	6	--	4	4	--	5	0	3	1	7
Lack of objectivity/balanced stories	1	5	12	1	4	6	1	1	0	1	1
Quality of writing	1	1	3	1	1	3	0	0	1	0	2
Lack of restraint	0	2	8	0	*	5	1	0	0	0	0
Follow fads/Pack journalism	0	1	4	0	0	3	0	0	0	0	0
<b>MEDIA ENVIRONMENT (NET)</b>	<b>20</b>	<b>15</b>	<b>24</b>	<b>18</b>	<b>7</b>	<b>19</b>	<b>18</b>	<b>15</b>	<b>26</b>	<b>20</b>	<b>17</b>
Competition with websites/No longer gatekeepers	9	--	--	5	--	--	3	4	14	5	6
24/7 News cycle	4	2	4	2	0	3	1	3	5	2	2
Need to adapt to changes in tech society	3	3	--	7	2	--	13	5	1	10	3
Too much competition/fragmentation	3	5	17	1	2	15	1	3	2	2	0
Negative impact of pressure to be first/rush to break news	3	5	--	4	2	--	2	2	4	2	6
Other media environment (misc.)	2	1	--	1	*	--	1	2	3	1	1
Too much news/Overload	1	2	6	*	1	3	0	1	1	0	1

Q.1 CONTINUED...	National			Local			Internet	National		Local	
								Print	Broadcast	Print	Broadcast
	2007	2004	1999	2007	2004	1999	2007	2007	2007	2007	2007
CREDIBILITY (NET)	9	28	30	9	23	34	9	6	11	11	6
ETHICS AND STANDARDS	3	5	11	4	6	10	3	2	3	3	4
CONFUSION BETWEEN OPINION AND REPORTING	2	3	4	2	1	3	2	0	5	0	4
PUBLIC LACKS INTEREST/APATHY	1	4	3	2	3	3	2	1	1	3	0
PUBLIC MISTAKES TABLOID TV FOR REGULAR NEWSCASTS	1	0	4	1	0	4	3	0	3	0	2
BLURRING DEFINITION OF JOURNALISM	1	--	--	2	--	--	0	1	0	1	2
LIMITS ON PRESS FREEDOM/GOVERNMENT INACCESSIBLE	1	3	--	4	3	--	1	1	2	2	6
UNDUE CRITICISM OF THE PRESS	1	2	--	*	*	--	0	0	1	1	0
ARROGANCE	0	*	1	0	0	0	1	0	0	0	0
OTHER	6	5	8	6	10	14	7	7	5	4	8
NONE	0	--	--	0	--	--	0	0	0	0	0
NO ANSWER	1	1	3	2	3	2	2	0	1	2	2

Q.2 What do you think journalism is doing especially WELL these days? (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, Q REFERS TO JOURNALISM "IN GENERAL.")

	National		Local		Internet	National		Local	
						Print	Broadcast	Print	Broadcast
	2007	2004	2007	2004	2007	2007	2007	2007	2007
MISCELLANEOUS (NET)	25	--	28	--	43	29	20	29	26
Adapting to the Web/Technology/Multimedia	17	5	22	2	27	22	11	24	20
Interacting with/Responding to/Being accessible to the public	4	--	3	--	15	5	3	2	4
Coverage of itself/Self-policing	2	2	*	3	3	2	2	1	0
Wide variety of media and sources	1	6	2	2	1	1	2	2	2
Fairness/Balance/Lack of bias	1	2	1	3	0	1	2	1	1
Diversity of viewpoints/Wide range of perspectives	1	2	1	5	2	0	2	2	1
Informing the public	1	2	0	3	0	1	0	0	0
Efficient/Does a lot with limited resources	1	1	1	1	0	1	0	0	2
Innovation in response to declining audience	0	1	*	1	0	0	0	1	0
COVERAGE OF SPECIFIC TOPICS (NET)	20	20	19	18	13	20	21	18	20
Local news and issues	7	1	12	9	2	12	1	12	13
Foreign reporting/International news	4	6	4	1	1	0	8	2	6
War/Terrorism/Foreign policy	3	9	1	4	0	1	6	0	2
Election/Politics	3	2	2	1	3	5	1	3	2
Entertainment/Cultural news	2	--	1	--	3	2	2	2	0

Q.2 CONTINUED...	National		Local		Internet	National		Local	
	2007	2004	2007	2004	2007	Print 2007	Broadcast 2007	Print 2007	Broadcast 2007
	Other topics (misc.)	2	3	1	3	5	2	1	2
Sports	1	0	*	1	2	1	2	1	0
Economic issues/Business news	1	1	0	1	1	1	1	0	0
National news	1	--	1	--	2	0	1	0	2
<b>QUALITY OF COVERAGE (NET)</b>	<b>19</b>	<b>25</b>	<b>18</b>	<b>31</b>	<b>14</b>	<b>18</b>	<b>22</b>	<b>18</b>	<b>18</b>
Other quality (misc.)	7	4	9	7	7	6	8	8	10
Insightful analysis/Explaining what is behind the news	6	3	2	3	3	6	5	3	1
Depth of coverage	2	4	2	2	1	2	2	1	3
Relevant to people's lives	2	3	2	5	1	2	2	1	2
Graphics/Color/Design/Presentation	2	1	2	3	3	2	2	3	0
Accuracy	1	2	0	1	0	1	2	0	0
Volume/Scope of coverage	1	5	0	6	0	0	1	0	0
Covering trends/changes	0	2	0	1	0	0	0	0	0
Good writing	0	1	1	2	0	0	0	2	1
Relevant to important issues of the day	0	1	1	1	0	0	0	1	2
<b>TIMELINESS AND SPEED (NET)</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>24</b>	<b>10</b>	<b>18</b>	<b>21</b>	<b>12</b>	<b>20</b>
Breaking news/Speed	17	19	15	17	9	17	17	12	18
On site live coverage	2	3	1	6	0	1	4	1	2
24-Hour news cycle	1	1	*	4	2	2	1	0	1
Adapting to the Web/Using multimedia	0	--	0	--	0	0	0	0	0
Other timeliness and speed (misc.)	0	*	0	0	0	0	0	0	0
<b>WATCHDOG ROLE (NET)</b>	<b>15</b>	<b>11</b>	<b>16</b>	<b>7</b>	<b>9</b>	<b>18</b>	<b>11</b>	<b>23</b>	<b>9</b>
Investigative reporting	9	7	9	3	8	9	8	15	3
Watchdog	6	4	6	5	3	8	4	8	5
Other watchdog (misc.)	1	--	2	--	0	2	0	3	2
<b>OTHER (NET)</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>11</b>	<b>5</b>	<b>12</b>
Other	6	--	4	--	7	6	7	2	6
Sarcastic comments (e.g. "making money")	4	--	5	--	5	3	4	3	6
<b>NOT ANSWER (NET)</b>	<b>8</b>	<b>10</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>8</b>
None/Not much/Nothing	5	--	4	--	6	3	6	5	3
No answer	3	--	5	--	4	4	2	4	5

**IF “STRENGTHEN” (1 IN Q.26) ASK:**

Q.27a Why do you feel that way? [**WEB VERSION:** Why do you think the internet will strengthen the traditional values of journalism?] (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, Q REFERS TO “HOW THE RISE OF THE INTERNET AFFECTS THE TRADITIONAL VALUES OF JOURNALISM”)

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print 2007	Broadcast 2007	Print 2007	Broadcast 2007	Exec 2007	Sr. 2007	Jour 2007	Exec 2007	Sr. 2007	Jour 2007
<i>Number of respondents:</i>	91	84	58	43	48	34	50	10	41	40	21	27	36
Provides transparency and accountability/Greater two-way relationship with audience/Relevant to audience	30	30	43	35	25	24	34	20	37	25	19	37	31
Allows journalists to provide more details/More in-depth/Variety	17	16	12	21	13	6	22	20	22	10	33	4	14
Quality news will stand out/news has to be high quality to stand out	11	8	16	12	10	15	4	10	12	10	10	7	8
Provides competition	10	20	5	5	15	29	14	20	7	10	19	15	25
Just another platform to with journalistic values should be applied	9	4	3	9	8	0	6	20	7	8	0	7	3
Makes journalism more accessible	9	2	5	9	8	0	4	10	5	13	0	4	3
Attracts young people/It's where the audience is	7	6	2	5	8	9	4	0	10	5	5	7	6
Encourages timeliness/immediacy	3	7	9	5	2	9	6	0	5	3	0	11	8
Great reporting tool	3	1	2	2	4	0	2	0	2	5	0	0	3
Other	14	10	17	16	13	12	8	20	12	15	19	11	3
No answer	2	4	7	2	2	3	4	0	0	5	5	4	3

**IF “WEAKEN” (2 IN Q.26) ASK:**

Q.27b Why do you feel that way? [**WEB VERSION:** Why do you think the internet will weaken the traditional values of journalism?] (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, Q REFERS TO “HOW THE RISE OF THE INTERNET AFFECTS THE TRADITIONAL VALUES OF JOURNALISM”)

	National	Local	Internet	National		Local		National			Local		
	2007	2007	2007	Print 2007	Broadcast 2007	Print 2007	Broadcast 2007	Exec 2007	Sr. 2007	Jour 2007	Exec 2007	Sr. 2007	Jour 2007
<i>Number of respondents:</i>	93	110	35	55	38	66	44	6	26	61	25	37	48
Pressure to post too quickly/No time for fact checking or in-depth reporting	31	30	14	40	18	30	30	17	27	34	12	32	38
Lacks sourcing information/Difficult to discern fact from rumor/No quality control/Lowers audience standards	22	25	23	18	26	20	32	33	27	18	28	24	23
Focuses on readers want, not what they need/Erodes public service journalism	11	1	11	11	11	0	2	0	12	12	0	0	2
Hurts financial model/Cannot support extensive news staffs	9	11	11	9	8	14	7	17	12	7	16	16	4
Online competitors don’t always live up to standards of fairness, accuracy/aren’t always qualified	9	6	6	11	5	9	2	0	4	12	8	5	6
Everyone has a voice/Takes control from journalists/Lack of editing or filters	7	8	9	4	11	8	9	17	4	7	8	8	8
Opinion often treated as fact	4	7	3	2	8	8	7	17	0	5	12	5	6
Favors the salacious and celebrity-driven story/Shallow and superficial	4	5	11	4	5	8	0	0	8	3	4	3	6
Audiences look only for what they are interested in/agree with	3	2	6	4	3	3	0	0	0	5	4	0	2
Other	16	11	17	11	24	11	11	17	15	16	12	11	10
No answer	2	4	3	2	3	3	5	0	4	2	4	3	4

**IF “YES (1 IN Q.31) ASK:**

Q.32 Why? [**WEB VERSION:** Why would you like to see a son or daughter go into journalism as a career?] (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, Q REFERS TO THE PROFESSION, NOT YOUR SPECIFIC PLACE OF EMPLOYMENT)

	National	Local	Internet	National		Local		National			Local		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
<i>Number of respondents:</i>	140	131	67	78	62	59	72	15	49	76	41	43	47
Journalists can make a difference in/serve society and the public good/Journalism is key to democracy	36	41	31	40	31	46	36	53	41	29	42	44	36
It's challenging/intellectual/Offers a chance to witness history/Provides opportunity to learn many new things	20	15	19	15	26	12	18	13	22	20	10	16	19
Journalism is noble/honorable/an important calling	19	22	33	19	19	19	25	13	14	24	15	26	26
Journalism is exciting/interesting/fun	16	11	8	19	13	14	8	7	29	11	10	9	13
Journalism is satisfying/fulfilling/rewarding/meaningful work	14	15	13	18	10	17	13	13	16	13	7	21	15
Journalism needs bright, passionate young people	6	6	8	4	10	3	8	7	4	8	5	9	4
There will always be a place/jobs for people who provide good information and analysis or who can tell stories/be innovative or creative	4	7	0	6	2	10	4	0	10	1	12	7	2
It's a good or great job/industry/career/field/It's been great for me/I love my job	4	6	3	4	5	5	7	7	2	5	5	7	6
Other	20	14	18	19	21	15	13	7	10	29	20	7	15
No answer	4	5	5	4	5	3	6	7	0	7	10	2	2

**IF “NO” (2 IN Q.31), ASK:**

Q.33 Why not? [**WEB VERSION:** Why would you not like to see a son or daughter go into journalism as a career?] (OPEN-ENDED; RECORD VERBATIM RESPONSE; PROBE FOR CLARITY: INTERVIEWER NOTE: IF NECESSARY, Q REFERS TO THE PROFESSION, NOT YOUR SPECIFIC PLACE OF EMPLOYMENT)

	National	Local	Internet	National		Local		National			Local		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007	2007
<i>Number of respondents:</i>	71	98	46	40	31	53	45	3	24	44	16	29	53
Uncertainty/Decline facing the industry/Difficult transitions	52	45	33	70	29	51	38	33	54	52	50	45	43
Low pay/Can earn more in another field/Job insecurity	28	32	28	30	26	36	27	33	25	30	38	21	36
Long hours/Many demands/Stress/Hard on personal and family life	13	18	11	10	16	6	33	0	17	11	6	28	17
Profession not about journalism anymore because of rise of infotainment and/or bottom-line pressures	9	9	4	8	10	8	11	0	8	9	0	14	9
Journalism is no longer noble/effective/It's not a good way to serve the public/It's not fulfilling/doesn't demand respect	7	8	20	5	10	8	9	0	8	7	6	7	9
Other	18	16	28	10	29	17	16	33	13	21	44	10	11
No answer	4	2	2	3	7	4	0	0	8	2	0	7	0