

BUSINESS JOURNALISTS STUDY

May 2010

Prepared For

Donald W. Reynolds National Center
for Business Journalism

Prepared By

Behavior Research Center, Inc.
45 East Monterey Way
Phoenix, Arizona 85012
(602) 258-4554



TABLE OF CONTENTS

	Page
INTRODUCTION	1
STUDY FINDINGS	2
EXPERIENCE OF RESPONDENTS	2
BEATS COVERED	3
BUSINESS NEWSROOM	4
VOLUME OF BUSINESS COVERAGE	5
CHANGES IN BUSINESS JOURNALISTS' JOBS	6
INVESTIGATIVE JOURNALISM	7
JOB SATISFACTION	8
PAY	11
FUTURE IN JOURNALISM	12
SPECIALIZED TRAINING NEEDED	13
USEFUL ONLINE INFORMATION OR TOOLS	14
SOURCES OF MEDIA INDUSTRY NEWS	15
RESPONDENT BACKGROUND: EDUCATION IN BUSINESS OR ECONOMICS	16
SALARY	17

INTRODUCTION

This report was commissioned by the Donald W. Reynolds National Center for Business Journalism and conducted by Behavior Research Center (BRC). The purpose of the study was to explore issues faced by business journalists today.

The information contained in this report is based on 473 in-depth interviews with business journalists throughout the United States. Interviewing was conducted between April 19 and May 6, 2010, by professional interviewers at BRC's state-of-the-art Computer-Assisted Telephone Interviewing (CATI) facility in Phoenix. Interviewing was conducted under the direct supervision of BRC supervisory personnel, who randomly monitor interviews as they are conducted and who validate completed interviews. Prior to beginning the interviews, all interviewers were trained in all aspects of this job, including protocols for open-ended questions and sampling techniques.

Completed interviews were segmented by the type of media each respondent works in. Thus, total completed interviews in each media type are as follows:

- Print: 135
- Broadcast: 88
- Wire service: 139
- Freelance: 67
- Online: 44

When reviewing the results from this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, simply stated, is the difference between the results obtained from a sample and those that would be obtained by surveying the entire universe under consideration. The overall sampling error for this survey is approximately +/-4.6 percent at a 95 percent confidence interval.

Behavior Research Center has presented all of the data germane to the basic research purposes of this project. However, if Donald W. Reynolds National Center for Business Journalism management requires additional data retrieval or interpretation, we stand ready to provide such input.

BEHAVIOR RESEARCH CENTER

STUDY FINDINGS

EXPERIENCE OF RESPONDENTS

As Table 1 demonstrates, respondents to this survey are seasoned veterans of journalism and of business journalism in particular. Overall, respondents have an average of 20 years in journalism and 12.8 years as a business journalist.

TABLE 1

“To begin, for about how long have you been a journalist?”

“And for about how many years have you been a business journalist?”

	MEAN NUMBER OF YEARS	
	As a Journalist	As a Business Journalist
Total	20.0	12.8
<u>MEDIA</u>		
Print	21.1	10.0
Broadcast	20.8	13.3
Wire service	16.7	14.0
Freelance	23.9	16.7
Online	18.9	10.7
<u>GENDER</u>		
Male	21.4	13.5
Female	17.2	11.4
<u>POSITION</u>		
Editor/supervisor	22.1	13.5
Reporter/other	18.5	12.3
<u>AGE</u>		
Under 35	6.6	5.6
35 to 54	18.0	12.1
55+	30.0	17.8
<u>AREA</u>		
North	17.8	12.9
South	19.9	13.4
Midwest	22.6	11.5
West	21.7	12.9

~~~~~

## BEATS COVERED

Seventy-seven percent of respondents report that they cover one or more beats. This compares to 72 percent five years ago. Among those with one or more beats, the average covered is 3.2 currently compared to 2.8 five years ago. Print journalists have experienced the greatest increase in the number of beats covered during that time – from 2.4 to 4.0. Among wire service and broadcast/online journalists, the average number of beats has declined in the last five years.

TABLE 2

ASKED OF REPORTERS

*“How many beats do you currently cover?”*

*“How many beats did you cover five years ago?”*

|               | AMONG JOURNALISTS WITH ONE<br>OR MORE BEATS: |             | PERCENT WITH ONE<br>OR MORE BEATS: |             |
|---------------|----------------------------------------------|-------------|------------------------------------|-------------|
|               | MEAN NUMBER OF<br>BEATS COVERED              |             |                                    |             |
|               | Currently                                    | 5 Years Ago | Current                            | 5 Years Ago |
| Total         | 3.2                                          | 2.8         | 77%                                | 72%         |
| <u>MEDIA</u>  |                                              |             |                                    |             |
| Print         | 4.0                                          | 2.4         | 95                                 | 96          |
| Broadcast     | 2.3                                          | 3.0         | 66                                 | 55          |
| Wire service  | 2.5                                          | 2.7         | 82                                 | 67          |
| Freelance     | 3.4                                          | 3.3         | 51                                 | 60          |
| Online        | 3.5                                          | 3.5         | 72                                 | 73          |
| <u>GENDER</u> |                                              |             |                                    |             |
| Male          | 3.3                                          | 2.8         | 78                                 | 73          |
| Female        | 3.0                                          | 2.7         | 76                                 | 70          |
| <u>AGE</u>    |                                              |             |                                    |             |
| Under 35      | 2.6                                          | 2.5         | 92                                 | 68          |
| 35 to 54      | 3.2                                          | 2.6         | 79                                 | 82          |
| 55+           | 3.5                                          | 3.4         | 60                                 | 59          |
| <u>AREA</u>   |                                              |             |                                    |             |
| North         | 2.8                                          | 2.4         | 82                                 | 66          |
| South         | 3.0                                          | 2.8         | 68                                 | 71          |
| Midwest       | 2.9                                          | 2.3         | 72                                 | 74          |
| West          | 3.9                                          | 3.5         | 80                                 | 83          |

~~~~~

BUSINESS NEWSROOM

In the next series of questions, we asked respondents how many people are covering business at least half their time in their newsroom currently, how many did so five years ago and how many they expected to be doing so five years from now. As may be seen in Table 3, a number of curious and conflicting trends emerge. For instance, while overall there has been an increase in the average number of business journalists per newsroom in the past five years, respondents expect that average to drop in the coming five years. However, print journalists expect the average to bounce back in the next five years to a number that exceeds what it was five years ago.

TABLE 3

“About how many others in your newsroom cover business at least 50 percent of the time?”

“In your newsroom, about how many were there covering business five years ago?”

“And five years from now, about how many do you think will be covering business in your newsroom?”

	MEAN NUMBER OF PEOPLE IN NEWSROOM COVERING BUSINESS		
	Currently	5 Years Ago	5 Years From Now
Total	54.2	41.4	45.0
<u>MEDIA</u>			
Print	9.3	11.1	14.1
Broadcast	26.2	30.1	19.6
Wire service	146.4	108.7	135.6
Freelance	63.6	60.4	14.2
Online	16.3	17.9	15.2
<u>GENDER</u>			
Male	63.4	45.2	47.3
Female	37.0	32.5	39.9
<u>POSITION</u>			
Editor/supervisor	54.7	43.5	37.7
Reporter/other	53.8	39.6	51.3
<u>AREA</u>			
North	115.3	85.9	99.6
South	11.6	18.1	19.7
Midwest	9.8	10.5	9.5
West	27.0	26.5	12.6

~~~~~

## VOLUME OF BUSINESS COVERAGE

Overall, 62 percent of respondents say that volume of business coverage in their outlet has remained constant or increased over the past five years... a percent that rises to 89 percent among broadcasters, 72 percent over wire services and to 76 percent among online journalists. In contrast, among freelance journalists the figure drops to 40 percent and among print media, it drops to 38 percent.

TABLE 4

*“Overall, has your media outlet increased, decreased or kept the volume of its business coverage about the same over the last five years?”*

|                   | Increased | Kept About<br>the Same | Decreased | Not<br>Sure |
|-------------------|-----------|------------------------|-----------|-------------|
| Total             | 35%       | 27%                    | 31%       | 7%          |
| <u>MEDIA</u>      |           |                        |           |             |
| Print             | 16        | 22                     | 59        | 3           |
| Broadcast         | 50        | 39                     | 8         | 3           |
| Wire service      | 52        | 20                     | 16        | 12          |
| Freelance         | 15        | 25                     | 45        | 15          |
| Online            | 38        | 38                     | 22        | 2           |
| <u>POSITION</u>   |           |                        |           |             |
| Editor/supervisor | 40        | 28                     | 24        | 8           |
| Reporter/other    | 31        | 26                     | 36        | 7           |
| <u>AREA</u>       |           |                        |           |             |
| North             | 45        | 24                     | 19        | 12          |
| South             | 35        | 22                     | 40        | 3           |
| Midwest           | 18        | 28                     | 46        | 8           |
| West              | 27        | 35                     | 34        | 4           |

~~~~~

CHANGES IN BUSINESS JOURNALISTS' JOBS

Next, we read respondents a list of ways their jobs may have changed in the past five years and asked if each applied to them. Taken as a whole, the changes listed in Table 5 reflect a major evolutionary step in the business. Over nine in ten (92%) indicate they have learned new skills, and eight in ten (78%) agree their workload has increased. Three-fourths (75%) now use social media, and three-fourths (77%) of print journalists must first file for the web.

TABLE 5

"Next, I'm going to read some ways other business journalists have told us their jobs have changed in the past five years. As I read each, please tell me if your own job has changed in that way in the past five years." (READ EACH; ROTATE SEQUENCE)

	<u>% Yes</u>	MEDIA				
		Total	Print	Broadcast	Wire Service	Freelance Online
You have learned new skills	92%	88%	96%	91%	90%	98%
Your workload has increased	78	91	85	73	49	87
You use social media	75	77	84	71	64	80
You have fewer copy editors	55	79	46	38	54	51
You first file your story for the Web	54	77	34	39	46	82
You blog	52	48	52	53	49	64
You cover more beats	50	66	51	36	36	62
Your benefits have been reduced	49	75	44	35	42	33
You take photos	47	51	50	28	63	62
You have fewer opportunities for training	45	68	43	29	36	44
You have fewer assignment editors	43	62	34	27	52	40
You gather audio	39	30	73	30	24	51
You observe a reduction in the overall quality of your media outlet's business coverage	34	52	21	22	43	27
You shoot video	29	31	35	24	21	44

~~~~~

## INVESTIGATIVE JOURNALISM

Overall, 60 percent of journalists say they are doing more or about the same level of investigative journalism as they were doing five years ago. However, 36 percent report they are doing less. Broadcast and wire service journalists are among the most likely to say they are doing more investigative reporting.

TABLE 6

*“Are you doing more, about the same or less investigative journalism than you did five years ago?”*

|                   | More | About the Same | Less | Not Sure |
|-------------------|------|----------------|------|----------|
| Total             | 21%  | 39%            | 36%  | 4%       |
| <u>MEDIA</u>      |      |                |      |          |
| Print             | 14   | 35             | 49   | 2        |
| Broadcast         | 26   | 35             | 38   | 1        |
| Wire service      | 32   | 39             | 20   | 9        |
| Freelance         | 10   | 42             | 43   | 5        |
| Online            | 11   | 53             | 36   | 0        |
| <u>GENDER</u>     |      |                |      |          |
| Male              | 20   | 41             | 35   | 4        |
| Female            | 22   | 34             | 40   | 4        |
| <u>POSITION</u>   |      |                |      |          |
| Editor/supervisor | 22   | 38             | 35   | 5        |
| Reporter/other    | 20   | 39             | 37   | 4        |
| <u>AREA</u>       |      |                |      |          |
| North             | 31   | 38             | 24   | 7        |
| South             | 17   | 45             | 36   | 2        |
| Midwest           | 15   | 38             | 46   | 1        |
| West              | 12   | 35             | 49   | 4        |

~~~~~

JOB SATISFACTION

Overall, the same percentage of respondents are more satisfied with their jobs as are less satisfied, compared to five years ago. Job satisfaction has declined among print and freelance business journalists, while it has increased among those in broadcast/online and wire service work. Another view of these results is that compared to five years ago, seven of ten respondents are about as satisfied with their job as a business journalist or find the work more satisfying.

TABLE 7

"All things considered, would you say your job as a business journalist today is more satisfying than it was five years ago, is it less satisfying or does it give you about the same satisfaction?"

	More Satisfying	About the Same	Less Satisfying	Not Sure
Total	26%	44%	26%	4%
<u>MEDIA</u>				
Print	17	45	31	7
Broadcast	31	48	21	1
Wire service	34	39	22	5
Freelance	19	42	37	2
Online	33	47	20	0
<u>GENDER</u>				
Male	26	46	25	3
Female	27	38	29	6
<u>POSITION</u>				
Editor/supervisor	27	46	22	5
Reporter/other	26	42	29	3
<u>AGE</u>				
Under 35	27	42	22	9
35 to 54	28	44	25	3
55+	21	44	33	2
<u>AREA</u>				
North	29	45	22	4
South	29	42	23	6
Midwest	18	43	33	6
West	23	43	32	2

~~~~~

Those more satisfied with their jobs than they were five years ago cite an increased quality in their work, more business and economic stories of interest, variety and new technologies as reasons for their increased satisfaction.

TABLE 8

*“Specifically, why do you find your work more satisfying now than it was five years ago?”* (RECORD ALL MENTIONS)

N = 124

|                                                               |              |
|---------------------------------------------------------------|--------------|
| <u>QUALITY OF WORK (NET)</u>                                  | <u>(45%)</u> |
| More experienced/doing more on my own                         | 15           |
| Work more challenging/rewarding                               | 11           |
| More opportunities                                            | 6            |
| More variety of tasks                                         | 3            |
| Using more technology/skills                                  | 3            |
| More feedback/input                                           | 2            |
| More time to do work                                          | 2            |
| Quality better                                                | 2            |
| Lots of changes                                               | 2            |
| Doing more editing                                            | 2            |
| <u>ARTICLES/STORIES (NET)</u>                                 | <u>(27%)</u> |
| More business/economic stories of interest                    | 13           |
| More variety/choices                                          | 10           |
| More investigative/in-depth/analytical stories                | 6            |
| Financial crisis/real estate crisis                           | 3            |
| More interviews                                               | 1            |
| <u>RESOURCES (NET)</u>                                        | <u>(17%)</u> |
| New methods of presentation/Internet/<br>reaching new readers | 10           |
| More demand for news                                          | 6            |
| Staff reasons (more support/new editor, etc.)                 | 5            |
| More technology/tools available                               | 4            |
| Personal reasons (got promoted/now full-time)                 | 4            |
| Industry dynamics/growing                                     | 3            |
| Easier/faster access to information                           | 2            |
| More contact/meeting new people                               | 2            |
| More blogging                                                 | 1            |
| Miscellaneous single mentions                                 | 5            |

Totals exceed 100% due to multiple responses

~~~~~

Those less satisfied with their jobs than five years ago cite internal pressures that reduce the quality of their work, including an increase in workload and reduced time and commitment from superiors to do the job. Pay/benefit reductions and a tighter job market are mentioned by one-fourth (25%).

TABLE 9

“Specifically, why do you find your work less satisfying now than it was five years ago?” (RECORD ALL MENTIONS)

N = 124

<u>QUALITY OF WORK (NET)</u>	<u>(43%)</u>
Less time to do quality/in-depth reporting	24
Less commitment to quality journalism	7
Fewer opportunities	7
Current tasks not making use of my skills	2
Publications more sensitive/political	2
Less analysis	1
Fewer chances to specialize	1
Work less challenging	1
<u>WORKLOAD/JOB SATISFACTION (NET)</u>	<u>(42%)</u>
Too much to do/more pressure	23
Demand changed for stories I do	3
Less time/space available for stories	2
Fewer markets/outlets for publication	2
Less reader/viewer interest	2
More competition	1
Less freedom to pursue things	1
Covering beat I don't like	3
Less word count for stories	2
Doing more superficial stories	2
Advertising more important	2
Doing fewer stories	1
<u>JOB/PAY ISSUES (NET)</u>	<u>(25%)</u>
Pay cuts/lower pay	12
Fewer jobs/harder to get	8
Younger journalists undercutting pay	2
Lost my job	2
Traveling less	1
Benefits cut	1
Staff reductions	7
Insufficient resources	7
Industry in trouble/dying	2
Miscellaneous single mentions	7

Totals exceed 100% due to multiple responses

~~~~~

**PAY**

Next, we asked respondents if their own pay has increased, decreased or remained about the same in the past two years. The results here are quite similar to those found on the job-satisfaction question (Table 7). Overall, about the same percentage have experienced pay decreases as have received increases, but the patterns from Table 7 are consistent: in general, print and freelance journalists are more likely to have experienced pay cuts while broadcast/online and wire service journalists are more likely to have experienced increases.

**TABLE 10**

*“Has your own pay increased, decreased or stayed about the same in the past two years or so?”*

|                   | Increased | Stayed About<br>the Same | Decreased | Not<br>Sure |
|-------------------|-----------|--------------------------|-----------|-------------|
| Total             | 31%       | 34%                      | 32%       | 3%          |
| <u>MEDIA</u>      |           |                          |           |             |
| Print             | 20        | 41                       | 38        | 1           |
| Broadcast         | 41        | 32                       | 25        | 2           |
| Wire service      | 40        | 35                       | 21        | 4           |
| Freelance         | 20        | 31                       | 49        | 0           |
| Online            | 36        | 20                       | 36        | 9           |
| <u>GENDER</u>     |           |                          |           |             |
| Male              | 33        | 34                       | 30        | 3           |
| Female            | 29        | 34                       | 35        | 2           |
| <u>POSITION</u>   |           |                          |           |             |
| Editor/supervisor | 31        | 34                       | 31        | 4           |
| Reporter/other    | 32        | 34                       | 33        | 1           |
| <u>AGE</u>        |           |                          |           |             |
| Under 35          | 54        | 37                       | 9         | 0           |
| 35 to 54          | 32        | 33                       | 33        | 2           |
| 55+               | 19        | 38                       | 42        | 1           |
| <u>AREA</u>       |           |                          |           |             |
| North             | 39        | 35                       | 21        | 5           |
| South             | 33        | 28                       | 36        | 3           |
| Midwest           | 24        | 37                       | 39        | 0           |
| West              | 22        | 36                       | 42        | 0           |

~~~~~

FUTURE IN JOURNALISM

Despite the changes and frustrations noted earlier in this report, fully half (50%) see themselves staying in business journalism in the next five years, while 22 percent see themselves staying in journalism but not business journalism, 19 percent see themselves leaving the field and nine percent are unsure.

TABLE 11

“All things considered, in the next five years do you see yourself staying in business journalism, do you see yourself staying in journalism but not business journalism or do you see yourself leaving journalism altogether?”

	Stay in Business Journalism	Stay in Journalism but Not Business Journalism	Leave Journalism	Not Sure
Total	50%	22%	19%	9%
<u>MEDIA</u>				
Print	44	24	22	10
Broadcast	44	28	19	8
Wire service	53	18	17	12
Freelance	52	27	15	6
Online	64	9	20	7
<u>GENDER</u>				
Male	49	23	18	10
Female	52	21	19	8
<u>POSITION</u>				
Editor/supervisor	53	22	18	7
Reporter/other	47	23	19	11
<u>AGE</u>				
Under 35	49	19	24	8
35 to 54	53	21	16	10
55+	43	27	24	6
<u>AREA</u>				
North	56	16	17	11
South	50	24	19	7
Midwest	40	28	21	11
West	47	27	19	7

~~~~~

## SPECIALIZED TRAINING NEEDED

Respondents were asked what kinds of specialized training would be helpful to them in their job. As may be seen in Table 12, significant percentages mention a large number of skill sets they admit would be helpful to them, and only 20 percent do not mention any. Multimedia skills (28%), social media training (23%) and computer-assisted reporting (CAR) (21%) are mentioned most often.

TABLE 12

*“What kinds of specialized training would be helpful to you in your job?”* (PRE-CODE; RECORD ALL MENTIONS)

|                                     | Total | MEDIA |           |              |           |        |
|-------------------------------------|-------|-------|-----------|--------------|-----------|--------|
|                                     |       | Print | Broadcast | Wire Service | Freelance | Online |
| Multimedia skills                   | 28%   | 39%   | 26%       | 24%          | 19%       | 29%    |
| Social media                        | 23    | 31    | 27        | 14           | 16        | 24     |
| Computer-assisted reporting         | 21    | 33    | 19        | 14           | 13        | 22     |
| Economics                           | 19    | 23    | 23        | 17           | 8         | 20     |
| Accounting/financial                | 18    | 28    | 14        | 17           | 8         | 20     |
| Investigative reporting             | 18    | 33    | 16        | 10           | 13        | 11     |
| Writing for the Web                 | 13    | 18    | 10        | 9            | 10        | 16     |
| Entrepreneurship                    | 12    | 20    | 14        | 8            | 5         | 13     |
| Writing skills                      | 12    | 19    | 13        | 8            | 6         | 11     |
| Source development                  | 12    | 15    | 11        | 8            | 12        | 13     |
| Reporting/interviewing techniques   | 11    | 16    | 15        | 8            | 5         | 9      |
| Supervising skills                  | 10    | 18    | 11        | 6            | 0         | 9      |
| Math                                | 9     | 16    | 9         | 6            | 2         | 11     |
| Online training/tools               | 4     | 4     | 3         | 4            | 5         | 0      |
| Web production/design               | 3     | 2     | 1         | 2            | 3         | 7      |
| Video shooting/production           | 3     | 2     | 1         | 2            | 9         | 4      |
| Fundamentals of business journalism | 2     | 2     | 1         | 1            | 5         | 0      |
| Foreign languages                   | 1     | 0     | 3         | 0            | 3         | 0      |
| Blogs                               | 1     | 1     | 1         | 0            | 3         | 0      |
| Shorthand                           | 1     | 0     | 0         | 0            | 5         | 0      |
| Photography                         | 1     | 0     | 0         | 1            | 2         | 2      |
| Sales/marketing                     | 1     | 0     | 2         | 1            | 0         | 0      |
| Excel spread sheets                 | 1     | 1     | 0         | 1            | 0         | 2      |
| Other                               | 1     | 1     | 1         | 1            | 7         | 1      |
| Not sure                            | 20    | 12    | 16        | 29           | 19        | 24     |

Totals exceed 100% due to multiple responses

~~~~~

USEFUL ONLINE INFORMATION OR TOOLS

As we found when we asked respondents about specialized training that would be helpful to them, they offer a wide variety of online information or tools that would be valuable to them in their work, starting with a listing or directory of online resources (34%). Again, just 24 percent can offer no suggestions for such services.

TABLE 13

ASKED OF ALL RESPONDENTS

“What online information or tools would be most valuable to you in your work?” (PRE-CODE; RECORD ALL MENTIONS)

List of online resources	34%
Directory of sources with ratings by other business journalists	17
Investigative business journalism	16
Links to work of other business journalists	15
Tips on avoiding common mistakes in business journalism	14
Daily story-idea chat	12
Recognizing the best in business journalism and how to do it	11
Ask a question and get an answer	10
Discussion boards facilitated by experts	10
Job openings	10
Live chats with top business journalists	9
Live chats with experienced beat reporters	9
Tutorials on how to use Excel/Access	9
Career advice	8
Business-beat basics	8
Podcasts on how to cover breaking news	8
Tutorials on how to cover business news	8
Tips on gathering business audio	7
Tips on taking business photos	7
Tips on taking business video	7
Videos on covering business news	6
Entrepreneurship info	6
Games/simulations that teach you about business	4
Social media tips	1
Access to Lexis/Nexis	1
Miscellaneous single mentions	7
Not sure	24

Totals exceed 100% due to multiple responses

~~~~~

## SOURCES OF MEDIA INDUSTRY NEWS

No single source dominates when respondents mention where they get their news about what is happening in the media industry, although Poynter.org/Romenesko is mentioned by over one-fourth (27%). As may be noted by the percentages in Table 21, it is apparent that most respondents use multiple sources. BusinessJournalism.org is mentioned by five percent.

TABLE 14

*“In general, where do you get your news on what is happening in the media industry?”* (PRE-CODE; RECORD ALL MENTIONS)

|                                  |     |
|----------------------------------|-----|
| Poynter.org/Romenesko            | 27% |
| New York Times                   | 17  |
| Wall Street Journal              | 15  |
| Online/websites – no detail      | 13  |
| Columbia Journalism Review       | 12  |
| MediaBistro                      | 9   |
| Gorkana                          | 8   |
| Editor & Publisher               | 7   |
| Twitter                          | 7   |
| Word of mouth                    | 7   |
| American Journalism Review       | 6   |
| BusinessJournalism.org           | 5   |
| Facebook                         | 5   |
| SABEW.org                        | 3   |
| Talking Biz News                 | 3   |
| Other newspapers                 | 3   |
| AP/wire services                 | 3   |
| Crain’s NewsPro                  | 2   |
| Google                           | 2   |
| CNN                              | 2   |
| Blogs                            | 2   |
| Other                            | 14  |
| None – don’t look for media news | 5   |
| Not sure                         | 2   |

Total exceeds 100% due to multiple responses

~~~~~

RESPONDENT BACKGROUND: EDUCATION IN BUSINESS OR ECONOMICS

Just over half of respondents have had training or formal education in business or economics. Such experience is strongest among wire service journalists (62%) and freelance journalists. It also rises with years one has been a journalist and as might be expected, with age.

TABLE 15

"Have you ever had any training or formal education in business or economics?"

	<u>% Yes</u>
Total	52%
<u>MEDIA</u>	
Print	43
Broadcast	50
Wire service	62
Freelance	57
Online	44
<u>GENDER</u>	
Male	53
Female	51
<u>POSITION</u>	
Editor/supervisor	52
Reporter/other	52
<u>AGE</u>	
Under 35	39
35 to 54	51
55+	60
<u>AREA</u>	
North	52
South	53
Midwest	53
West	52
<u>YEARS AS JOURNALIST</u>	
Under 10	48
10 to 19	49
20 to 29	52
30+	58

~~~~~

**SALARY**

The median base salary was just over \$60,000 per year. Print journalists have the lowest base while the wire service journalists have the highest. Years of experience is a key determiner in base salary except for freelance journalists with 30 years or more of experience.

TABLE 16

*“Which of the following ranges best describes your current base salary?” (READ EACH UNTIL ANSWERED)*

## BASE MEDIAN SALARY

| <u>MEDIA TYPE</u> | <u>Years of Experience</u> |              |              |            |
|-------------------|----------------------------|--------------|--------------|------------|
|                   | <u>&lt; 10</u>             | <u>10-19</u> | <u>20-29</u> | <u>30+</u> |
| Print             | \$32,800                   | \$50,600     | \$53,800     | \$57,500   |
| Broadcast         | 51,000                     | 65,000       | 60,000       | 70,000     |
| Wire Service      | 70,000                     | 102,500      | 100,000      | 100,000    |
| Freelance         | 40,000                     | 57,500       | 63,300       | 47,500     |
| Online            | 50,000                     | 55,000       | 60,000       | 65,000     |

~~~~~