

What Business Journalists Think about their Local Economy

A research study commissioned
by the Donald W. Reynolds National Center for Business Journalism
Walter Cronkite School of Journalism and Mass Communication
Arizona State University

Survey conducted by Behavior Research Center
January 18-24, 2012

INTRODUCTION

This report was commissioned by the Donald W. Reynolds National Center for Business Journalism and conducted by Behavior Research Center. Its purpose was to begin tracking business journalists' expectations for their local economy and hiring in their own newsrooms.

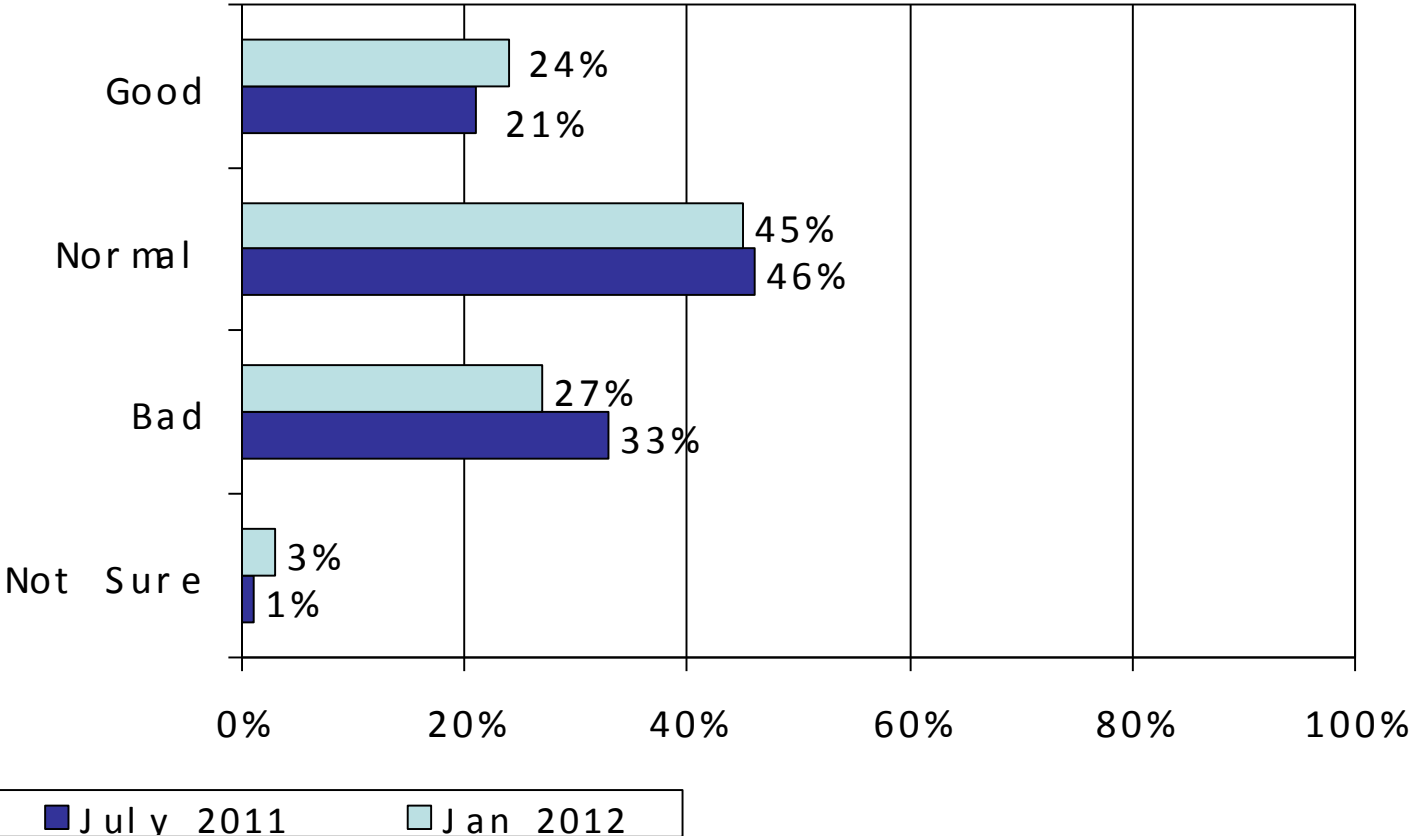
The information is based on 300 phone interviews with randomly selected business journalists throughout the United States. Interviews were conducted January 18-24, 2012.

Total completed interviews in each media are as follows:

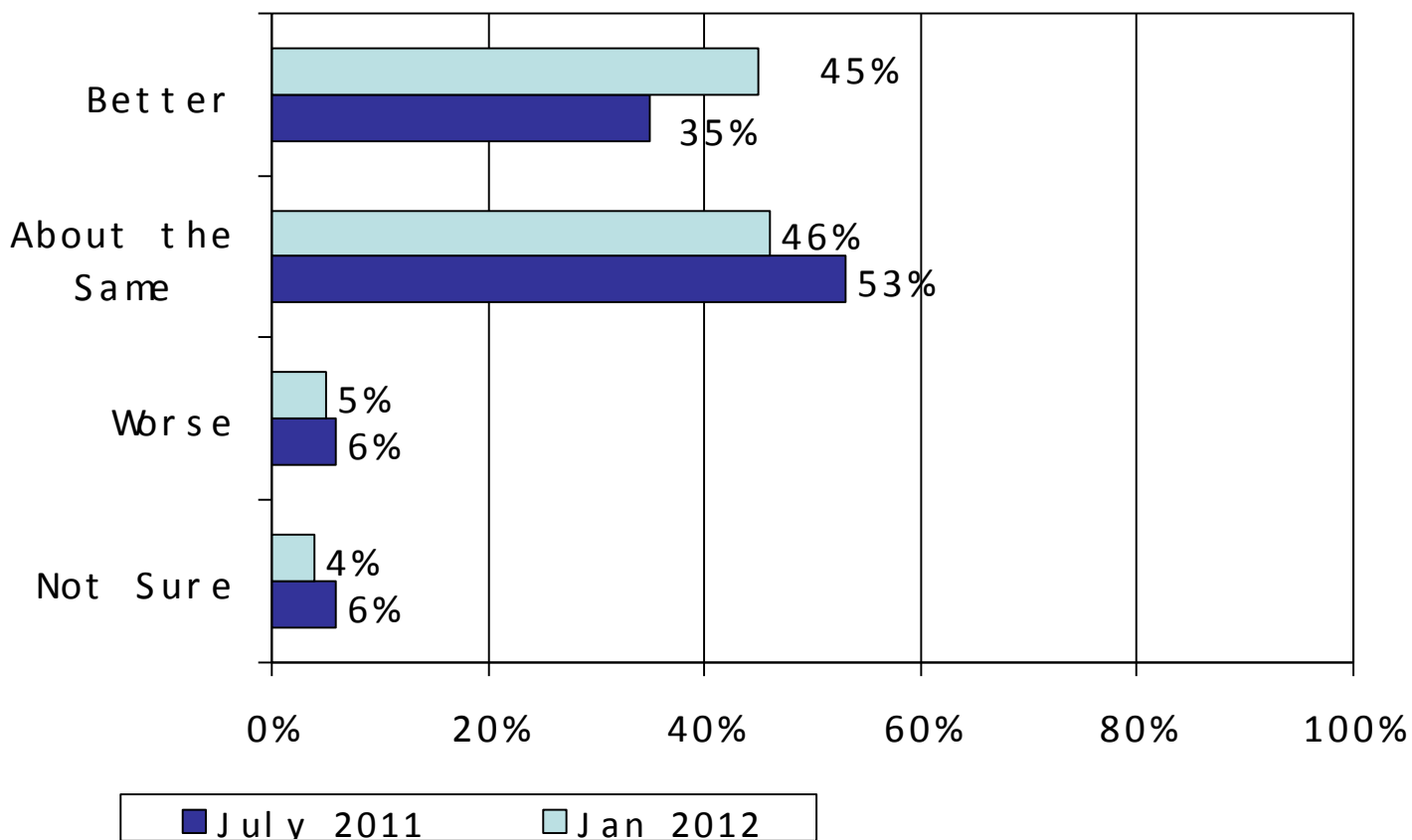
- Print: 87
- Broadcast: 57
- Wire services: 87
- Freelance: 42
- Online: 27

The overall sampling error for this survey is +/- 5 percent at a 95 percent confidence interval.

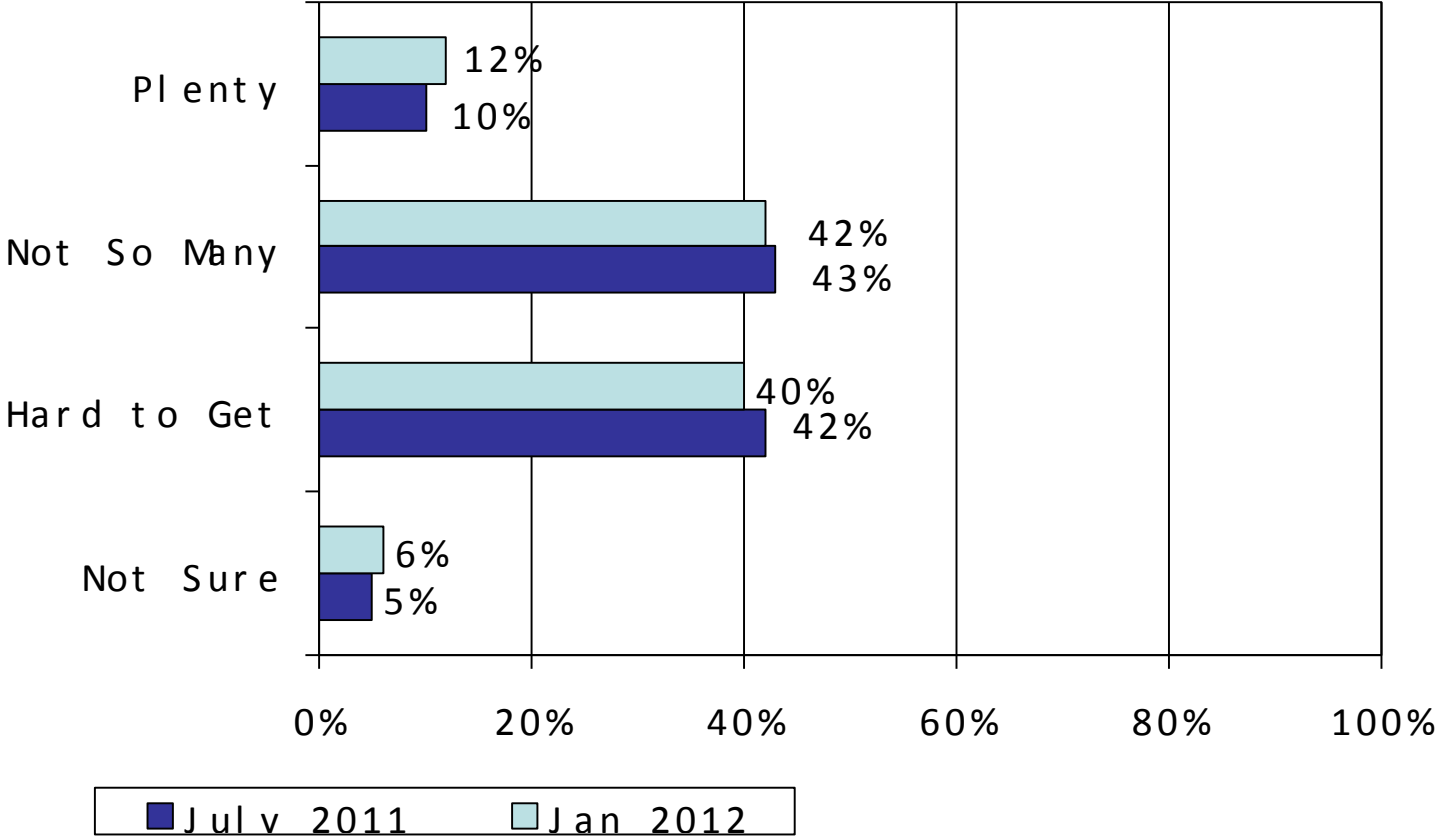
“To begin, would you rate the general business conditions in your area as good, normal or bad?”



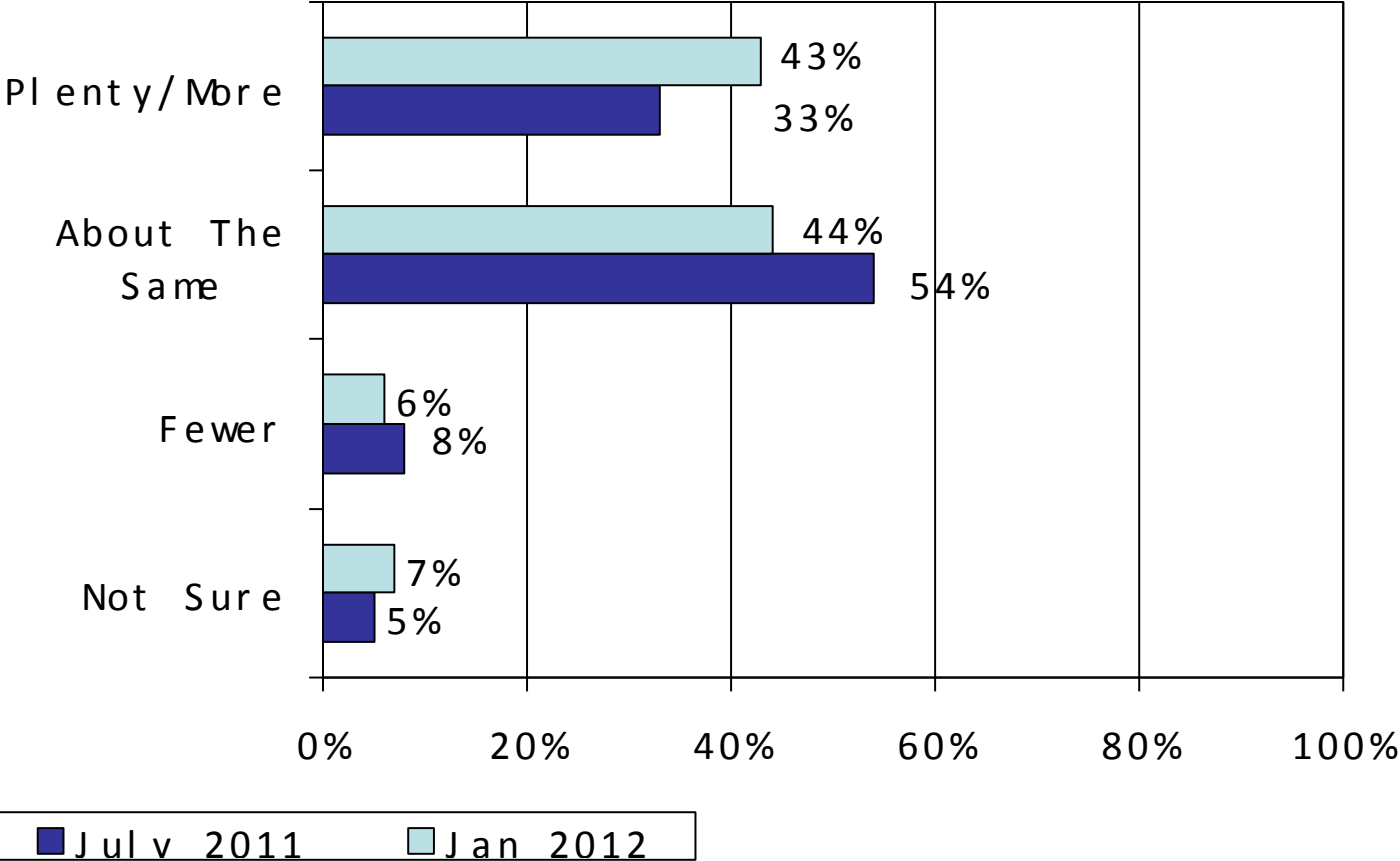
“Do you think the general business conditions in your area will be better, about the same or worse six months from now?”



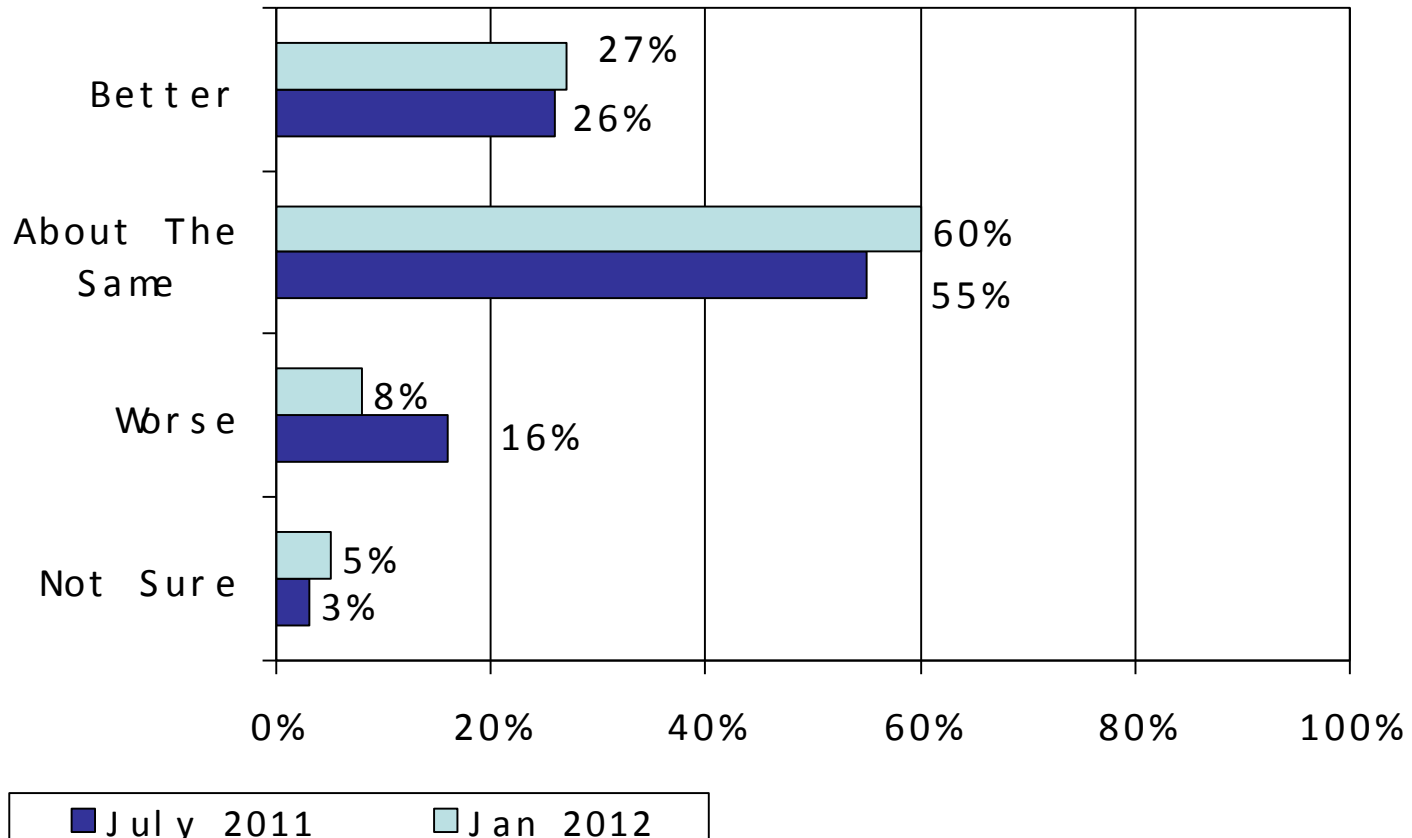
“What would you say about the availability of jobs in your area right now – would you say there are plenty, that there are not so many or that they are hard to get?”



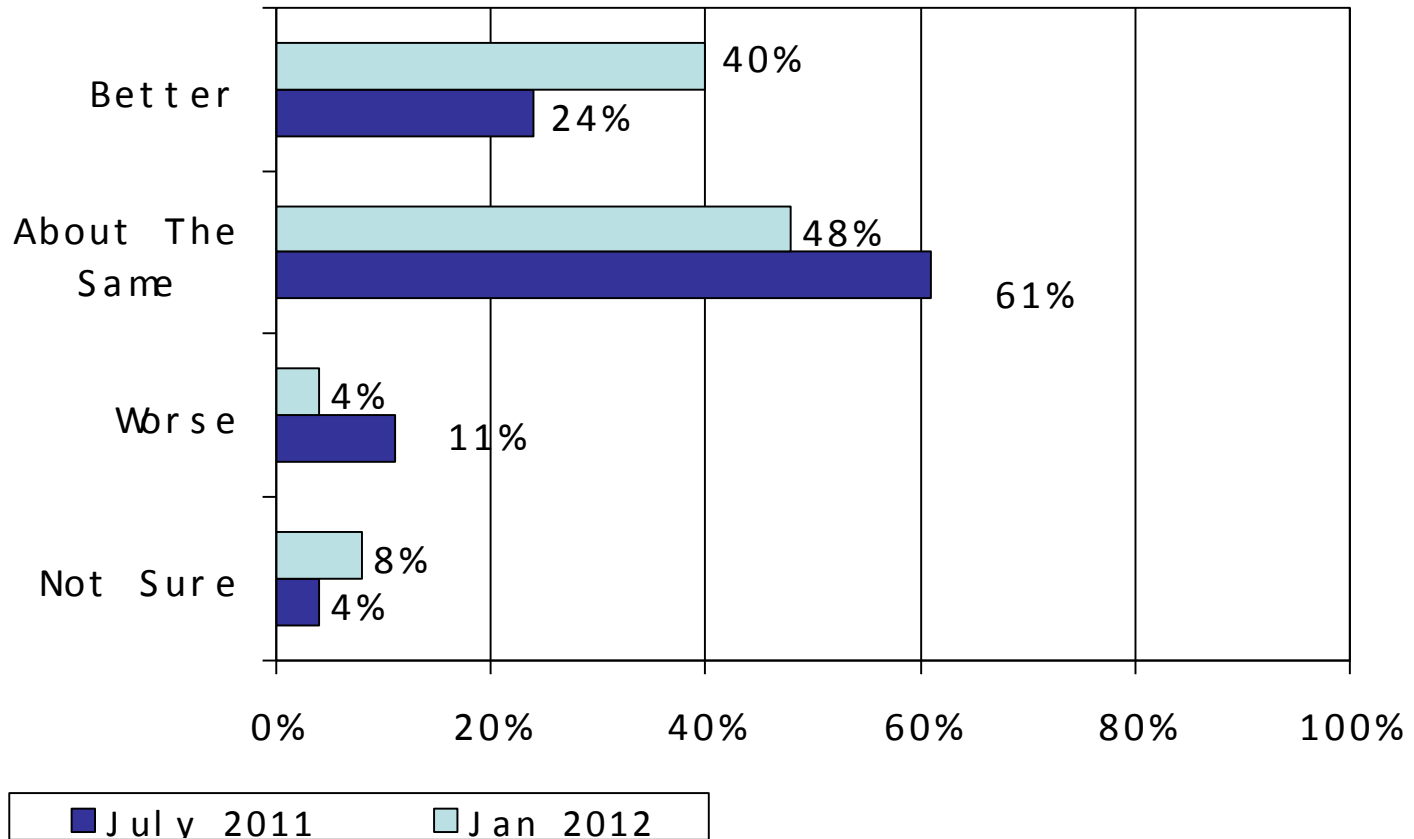
“Do you think there will be more, about the same number or fewer jobs available in your area six months from now?”



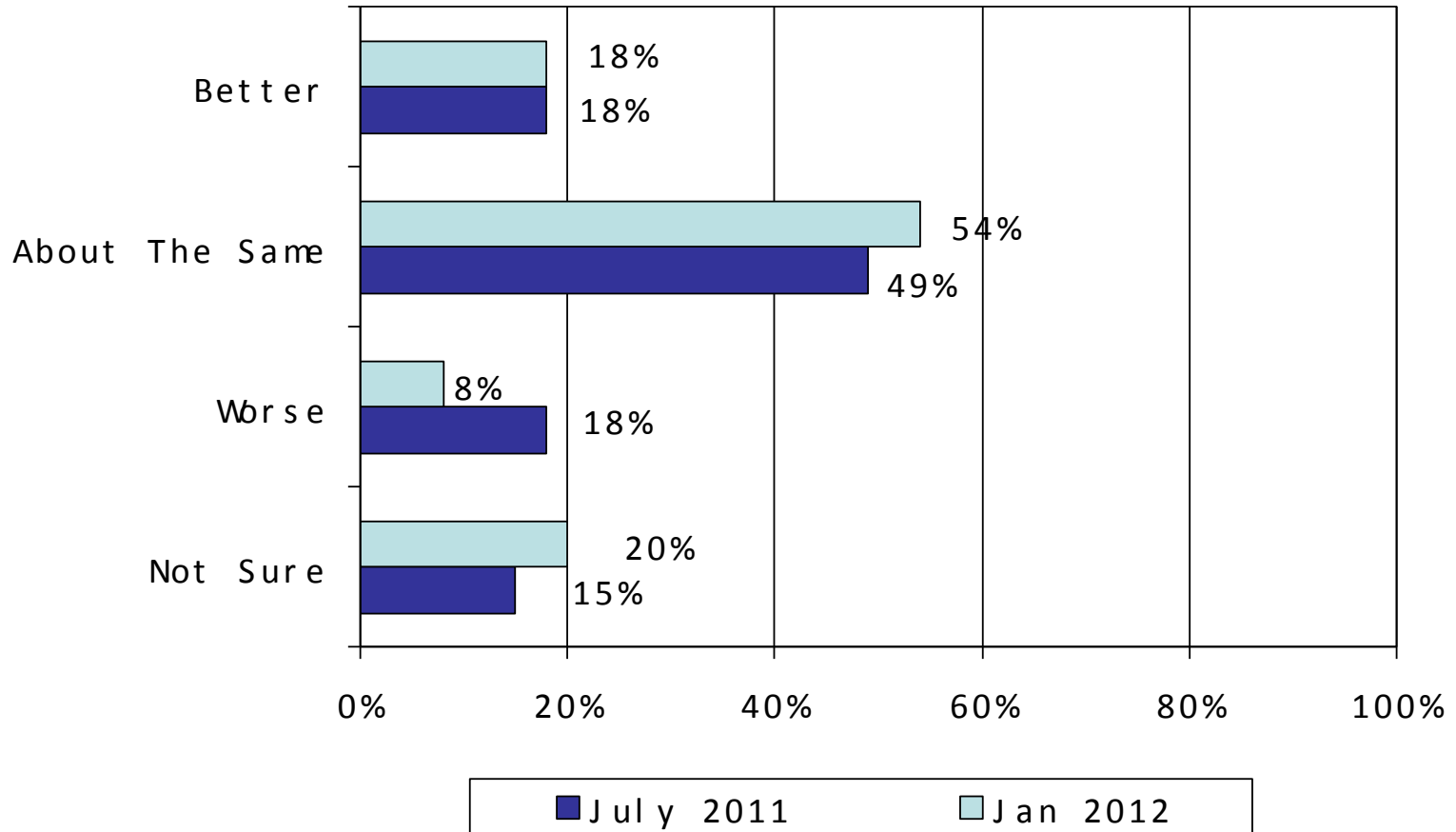
“What would you say about the residential real estate market in your area? Compared to six months ago, is it better, about the same or worse?”



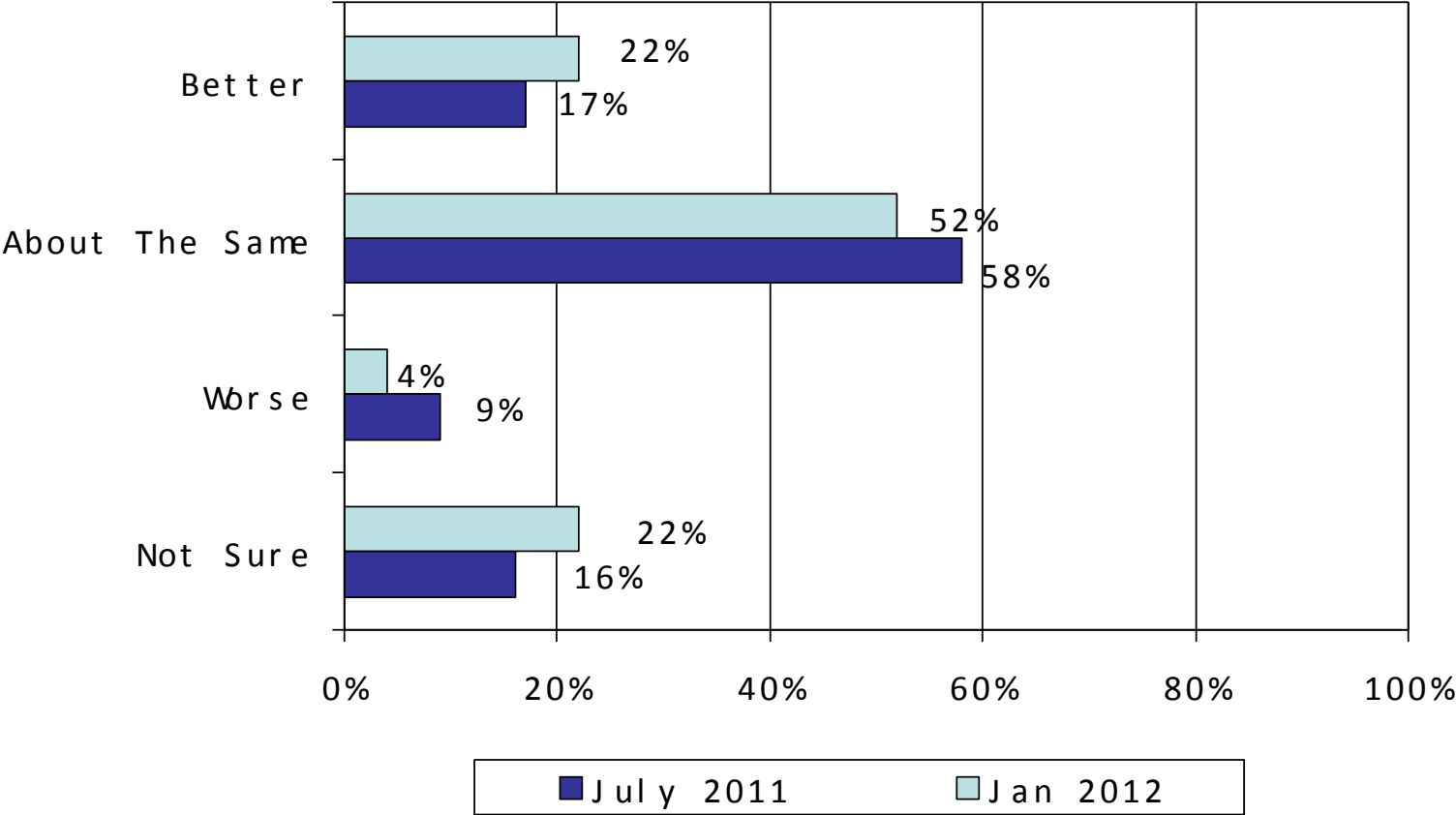
“And do you think the residential real estate market in your area six months from now will be better, about the same or worse than it is today?”



“What would you say about the commercial real estate market in your area? Compared to six months ago, is it better, about the same or worse?”

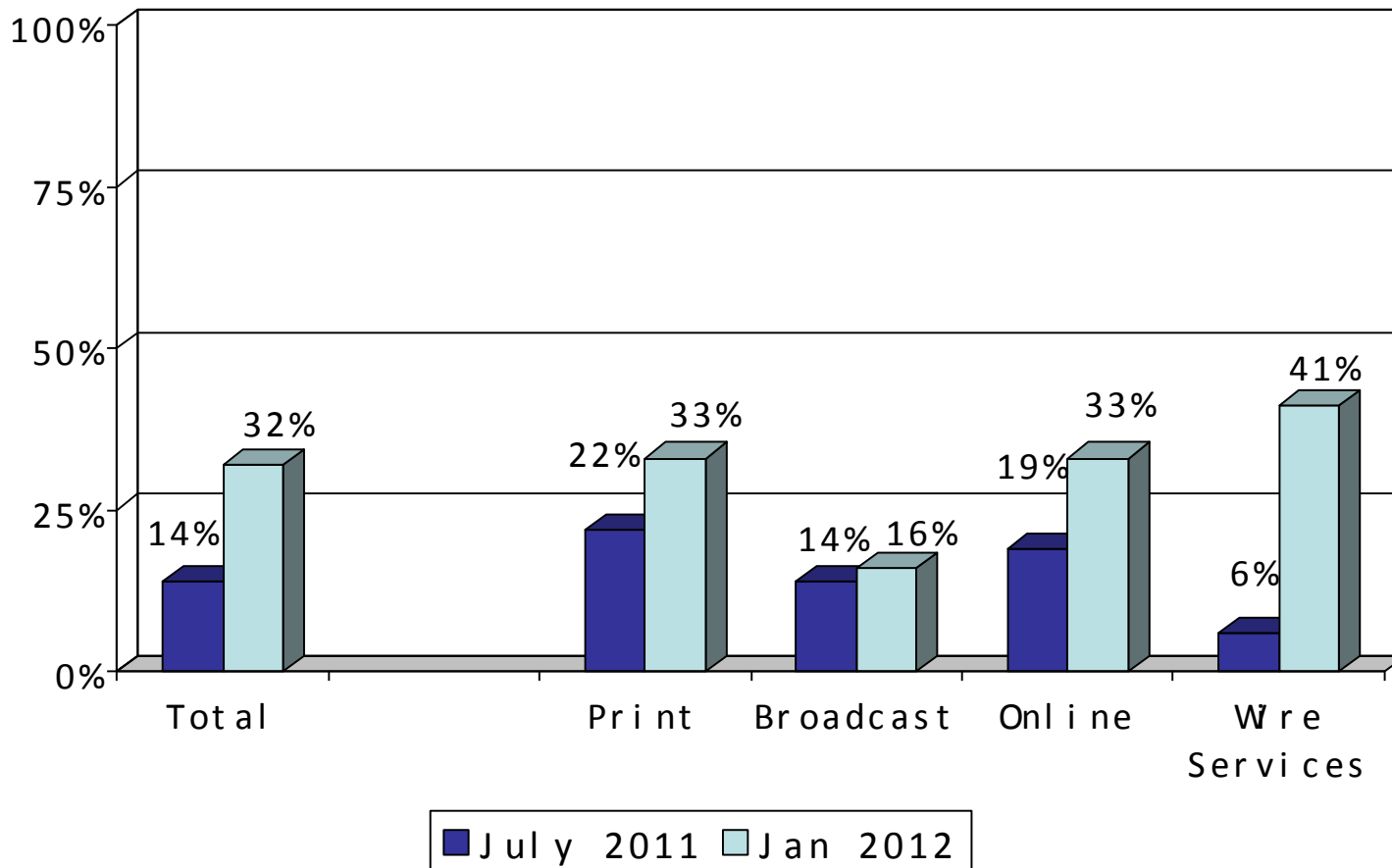


“And do you think the commercial real estate market in your area six months from now will be better, about the same or worse than it is today?”

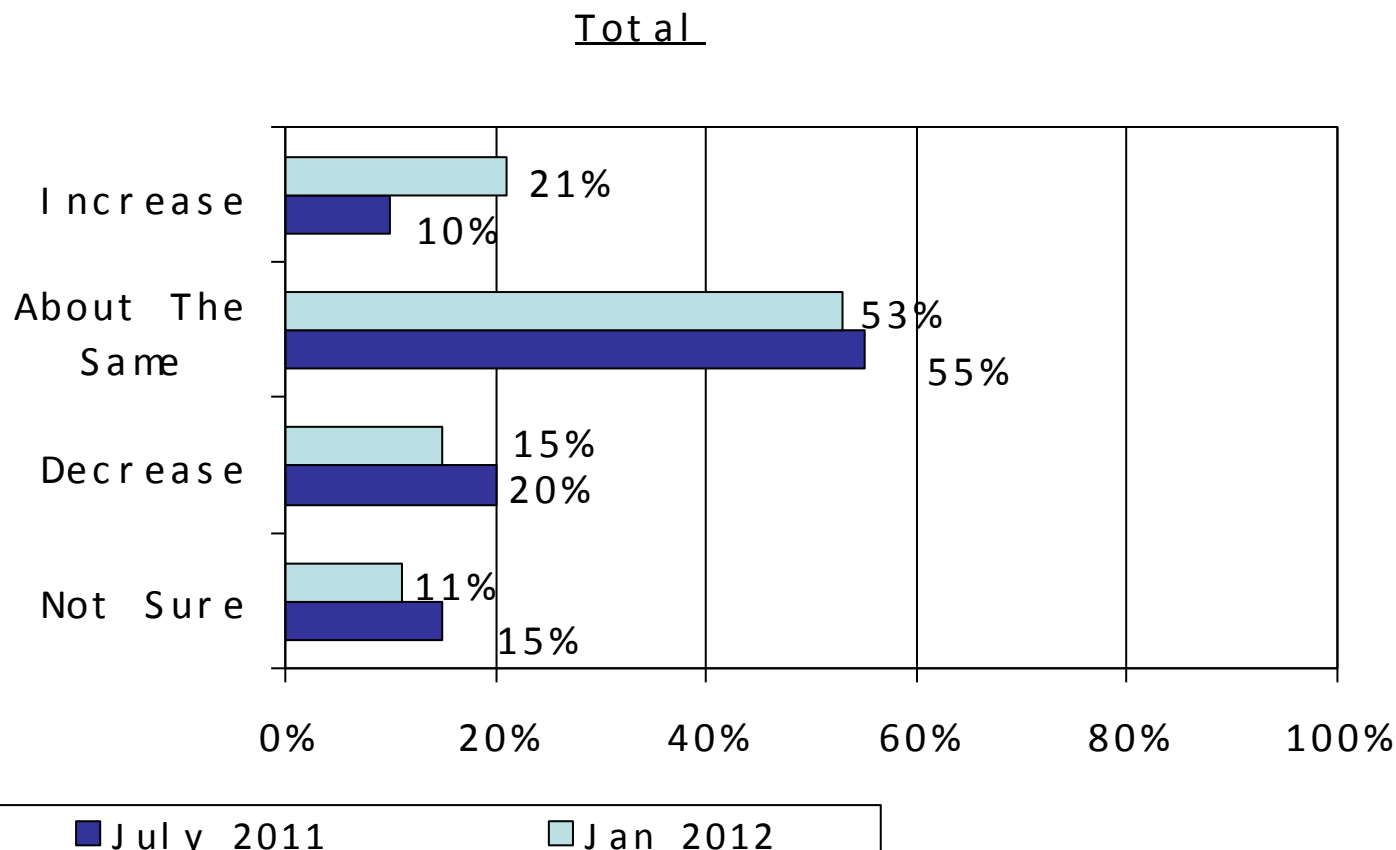


“I’d like to talk a little more about your own newsroom. Is your newsroom currently hiring full-time journalists?”

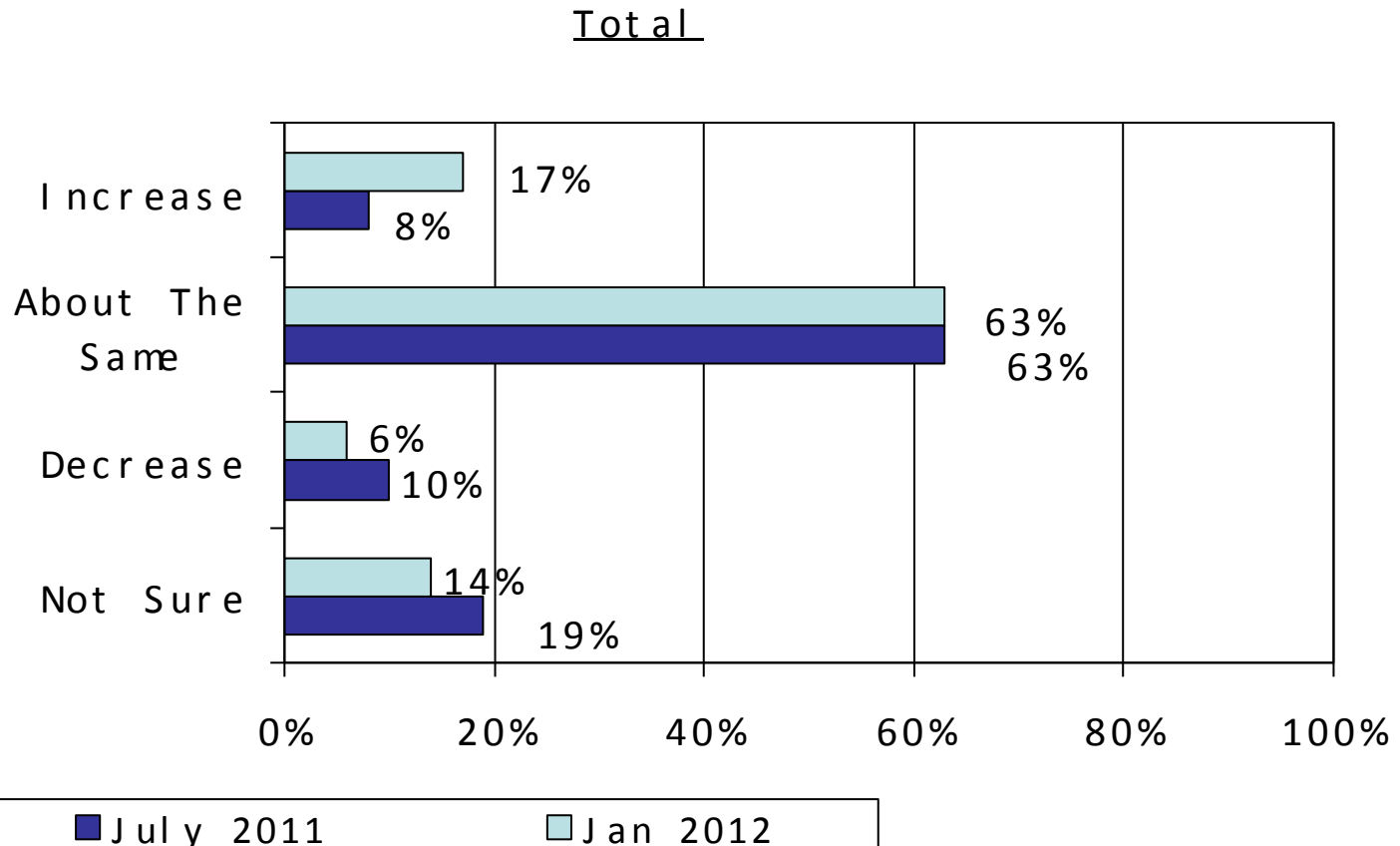
% Yes, Newsroom is Hiring



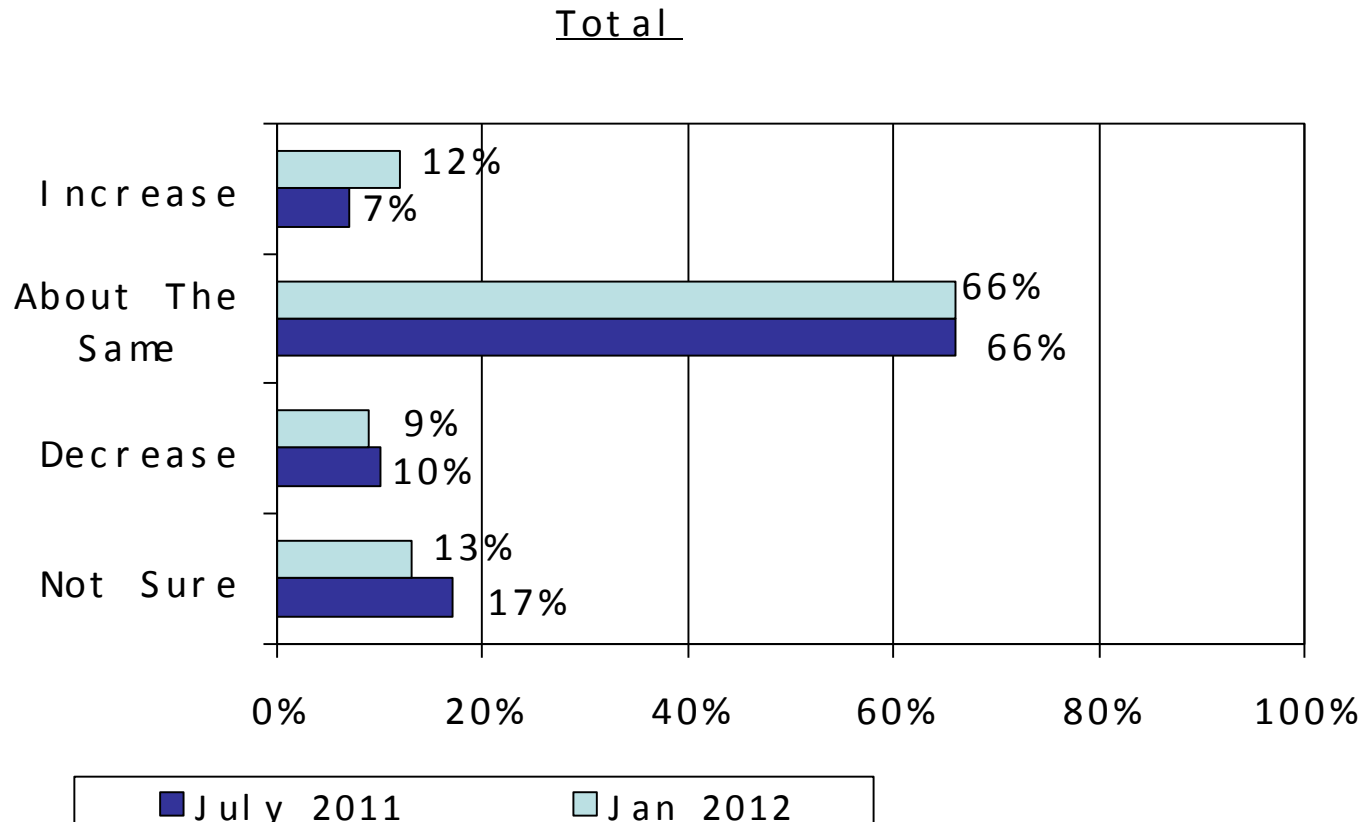
“In the past six months or so, has the number of journalists employed in your newsroom increased, stayed about the same or decreased?”



“And do you think the number of journalists employed in your newsroom will increase, stay about the same or decrease in the next six months?”

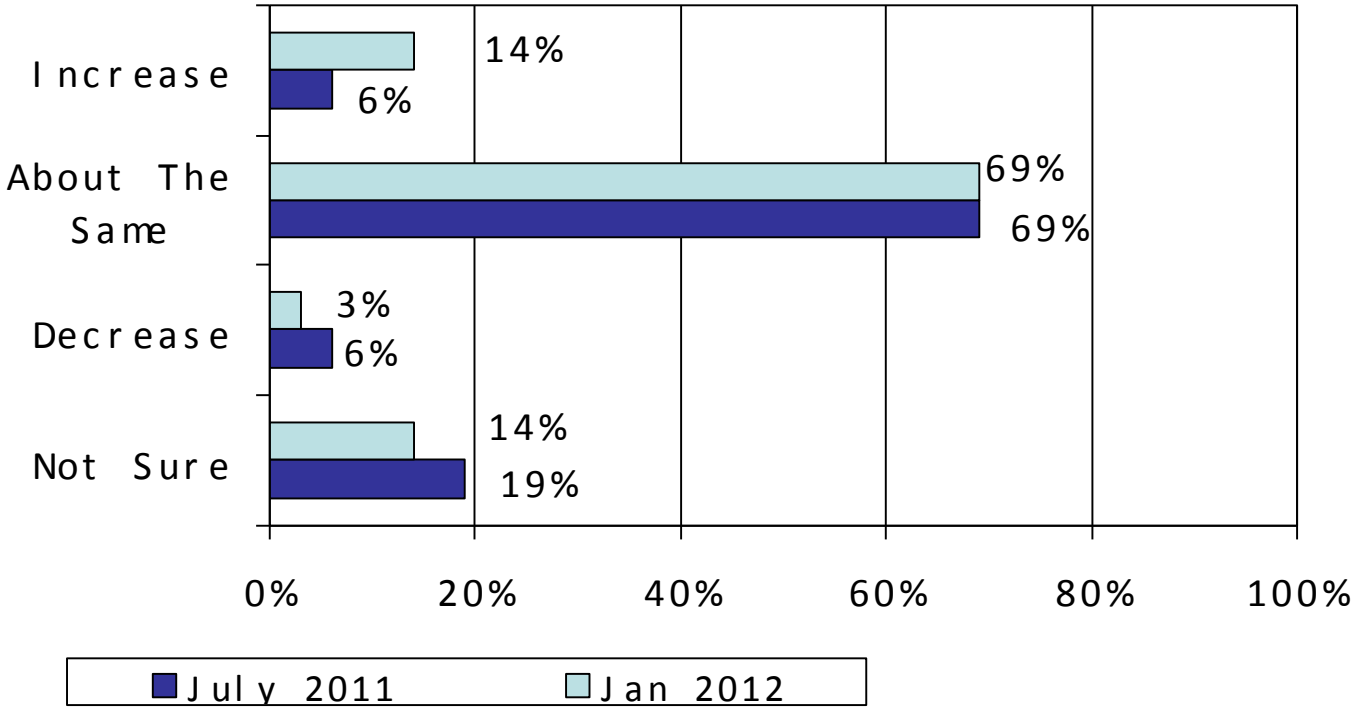


“In the past six months or so, has the number of journalists devoted to covering business in your newsroom increased, stayed about the same or decreased?”

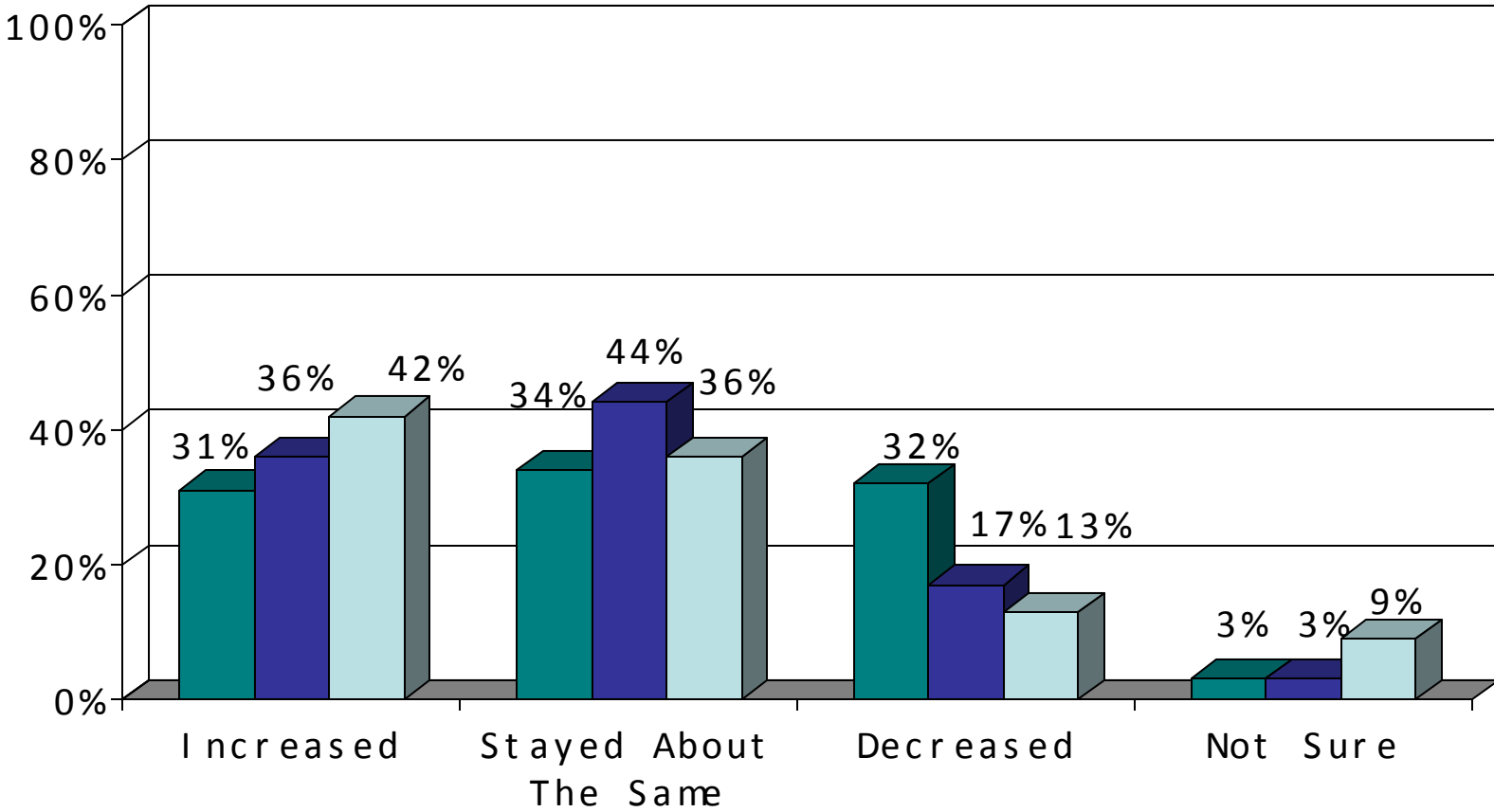


“And do you think the number of journalists devoted to covering business in your newsroom will increase, stay about the same or decrease in the next six months?”

Total



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



■ May 2010 ■ July 2011 ■ Jan 2012

Base Median Salaries

Aggregate 2010-2012

N = 1,073

