

**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	
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	
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	
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	
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		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	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		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	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		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	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		
				Print	Broadcast	Print	Broadcast	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	2007	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.	Exec	Sr.	Jour	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	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.	Exec	Sr.	Jour	Exec	Sr.	Jour	Exec	Sr.	Jour
	2007	2007	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	Print	Broadcast	Print	Broadcast	Print	Broadcast	
	2007	1999	2007	1999	2007	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	Print	Broadcast	Print	Broadcast	
	2007	1999	2007	1999	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	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