

## Intro

Hello, and thank you for agreeing to participate in this survey. This study is conducted by a team of researchers led by [Seth Lewis of the University of Oregon](#).

This is an online survey for working journalists, editors, managers, directors, and publishers. If those descriptors do not describe you, kindly close this window and do not complete the survey.

You are invited to participate in a survey examining journalists', editors' and managers' beliefs about the role of journalism and how audience metrics fit into those beliefs. Participants will be contributing to critical knowledge about the ways journalists work. Those who express an interest will be sent a copy of the final study, and you are free to contact the investigators below to discuss the study. You must be at least 18 years old to participate.

This form provides you with information about the study. Participation in this study is voluntary and refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. Also, you may discontinue participation at any time. There are no anticipated risks to participants and your answers will be kept confidential. Participation is free.

I estimate that it will take about 15 minutes of your time to complete the questionnaire. Upon completion, you may choose to be entered in a drawing for either one **\$500 gift card** or one of **10 \$50 gift cards** to Amazon.com!

If you have any questions or would like us to further inform you about the results of this research, please contact Seth Lewis at [sclewis@uoregon.edu](mailto:sclewis@uoregon.edu) or one of the researchers listed below.

This study has been processed by the University of Minnesota Institutional Review board under study number 1610E98104. If you have questions about your rights as a research participant, complaints, concerns, or questions about the research, please contact the Institutional Review Board at (612) 626-5654 or email: [irb@umn.edu](mailto:irb@umn.edu).

Researchers:

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**Statement of Consent:**

I have read the above information and have sufficient information to make a decision about participating in this study. By clicking ">>" below, I affirm that I am at least 18 years old, I am a working journalist, and I consent to participate in this study.

**Metrics Tools**

In this survey, you will be asked questions about yourself and the news organization you work for. If you work for multiple news organizations, please respond with the news organization you work most closely with in mind.

Does your news organization have a parent company (e.g., Gannett Company, Bain Capital, etc.)?

- ☐ No
- ☐ Yes

Does your organization use any of the following web analytics tools? (Check all that apply.)

- ☐ Catalyst
- ☐ Chartbeat
- ☐ comScore
- ☐ CrowdTangle
- ☐ Facebook Insights
- ☐ Google Analytics

- ☐ NewsWhip
- ☐ Omniture
- ☐ Parse.ly
- ☐ Visual Revenue
- ☐ Twitter Analytics
- ☐ An analytics suite developed in-house
- ☐ Other

How often do you use the following web analytics tools in the course of your work?

	Never 1	2	3	4	5	6	Very often 7
» Catalyst	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Chartbeat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» comScore	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» CrowdTangle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Facebook Insights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Google Analytics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» NewsWhip	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Omniture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Parse.ly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Visual Revenue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Twitter Analytics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» An analytics suite developed in-house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
» Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Reference Network

When you think about the following groups and institutions, how important are they in informing how you think web analytics tools (like Chartbeat) and/or audience metrics (like page views) *should* be used by news organizations?

	Not at all important 1	2	3	4	5	6	Very important 7	Not Applicable
My superiors in my organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People at my level in my organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My subordinates in my organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My competitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry blogs and publications (e.g., Columbia Journalism Review)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional organizations (e.g., Society of Professional Journalists)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web analytics companies (e.g., Chartbeat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What kinds of institutions or people do you think were most important in shaping how you think about web analytics tools and/or audience metrics?

## Methods of Learning

To what extent are each of the following influential to your understanding of how web analytics tools and/or audience metrics *should* be used in journalism? (Below, the

phrase "my network" refers to the groups and institutions that help shape your thinking about web analytics tools and/or audience metrics.)

	Not at all influential 1	2	3	4	5	6	Very influential 7	Not Applicable
Watching or reading about how people in my network use or talk about analytics and/or metrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observing how people in my network are treated when they use or talk about analytics and/or metrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asking people in my network for advice on how to use or talk about analytics and/or metrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chatting with people in my network about the ways analytics and/or metrics are used or talked about	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeing how people in my network respond when I use or talk about analytics and/or metrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being punished or rewarded for the ways I use or talk about analytics and/or metrics by people in my network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Metrics Training

What training, if any, have you received in the following areas?

	No training 1	2	3	4	5	6	A lot of training 7	Not Applicable
How to access my organization's web analytics tool(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding what different audience metrics represent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to determine "success"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much formal or informal training have you received from the following sources on how to use web analytics tools or audience metrics?

	No training 1	2	3	4	5	6	A lot of training 7	Not Applicable
Your organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your organization's parent company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A web analytics company (e.g., Chartbeat)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Usefulness of Metrics

Do you have a say over any of the following editorial choices? (Check all that apply.)

- ☐ How prominently stories are displayed (e.g., on the homepage)
- ☐ Which stories are covered
- ☐ How stories are covered
- ☐ How headlines are written
- ☐ How newsroom staff are assigned or deployed
- ☐ How employee performance is measured
- ☐ How stories are promoted (e.g., on social media)

How useful are audience metrics (e.g., page views, time on page) for helping you accomplish the following things?

	Not at all useful 1	2	3	4	5	6	Very useful 7
Decide if a fellow journalist or their work was "successful"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide how prominently to display stories (e.g., on the homepage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide which stories to cover	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide how to cover stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide how to write headlines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide how staffers are assigned or deployed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide how to measure the performance of employees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decide how to promote a story on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the single most useful audience metric for your day-to-day work?

How useful are the following audience metrics in helping you decide **if a journalist or their work was "successful"**?

	Not useful at all 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics in helping you decide **how prominently to display stories (e.g., on the homepage)**?

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics in helping you decide **which stories to cover?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics in helping you decide **how to cover stories?**



	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics in helping you decide **how to write headlines?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics in helping you decide **how newsroom staff are assigned or deployed?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics in helping you decide **how to measure the performance of employees?**





	Not at all useful 1	2	3	4	5	6	Very useful 7
Provide entertainment and relaxation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide information people need to make political decisions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide the kind of news that attracts the largest audience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **monitor and scrutinize business**?

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **monitor and scrutinize political leaders**?

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **motivate people to participate in political discussion**?

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **provide advice, orientation, and direction for daily life?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **provide entertainment and relaxation?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **provide information people need to make political decisions?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How useful are the following audience metrics to your ability to **provide the kind of news that attracts the largest audience?**

	Not at all useful 1	2	3	4	5	6	Very useful 7
New/Returning Visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page Views	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Sharing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time-on-Page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics

Finally, I have some questions about you and the organization you work most closely with.

Please enter your job title.

Do you work in a supervisory or managerial role at your organization? (For example, as an editor, producer, director, or publisher.)

☐ No

Which of the following best describes your current employment status?

☐ Full-time employment

☐ Part-time employment

☐ Freelancer

☐ Unemployed

☐ Other

- ☐ Full-time employment
- ☐ Part-time employment
- ☐ Freelancer
- ☐ Unemployed
- ☐ Other

For how many years have you worked as a professional journalist?

▼

[illegible][illegible][illegible]

	1	2	3	4	5	6	7
Advertising revenue	○	○	○	○	○	○	○

Not at all  
important

1

2

3

4

5

6

Very  
important  
7

Subscription revenue  
or donations

☐☐☐☐☐☐☐

Which of the following best describes your organization?

☐ For-profit

☐ Non-profit

Which of the following options best describes your organization's primary media vehicle?

☐ Magazine

☐ Newspaper

☐ Online Media

☐ Television

☐ Radio

☐ Other

About how many full-time news and editorial workers are employed at your organization? If you are unsure, please provide your best estimate.

☐ 1-5 journalists

☐ 6-10 journalists

☐ 11-20 journalists

☐ 21-50 journalists

☐ More than 50 journalists



Is your organization (or parent company) publicly traded?

- ☐ No
- ☐ Yes

In what year were you born?

Which of the following genders do you most identify with?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Do not wish to disclose

What is the highest level of school you have completed or the highest degree you have received?

- ☐ Some years of high school
- ☐ High school graduate or GED (includes technical/vocational training that doesn't count towards college credit)
- ☐ Some years of college or technical school degree
- ☐ Four-year college degree/bachelor's degree
- ☐ Master's degree
- ☐ Doctorate (e.g., Ph.D., M.D., J.D., or equivalent)

You said you received a college degree. What is the highest degree you have received in journalism?

- ☐ None of my degrees are in journalism
- ☐ College/bachelor's degree
- ☐ Master's degree
- ☐ Doctorate (e.g., Ph.D., M.D., J.D., or equivalent)

Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican, Argentinian, or Spaniard?

- ☐ No
- ☐ Yes

Which of the following racial categories do you most identify with?

- ☐ Asian or Asian-American
- ☐ Black or African-American
- ☐ Native American, American Indian, or Alaska Native
- ☐ Native Hawaiian/Other Pacific Islanders
- ☐ White
- ☐ Other

Do you consider yourself:

Strong  
Liberal

1

☐

2

☐

3

☐

Middle of the  
road

4

☐

5

☐

6

☐

Strong  
Conservative

7

☐

What was your total household income from all sources in 2017, before taxes?

- ☐ Less than \$20,000

- ☐ \$20,000 to less than \$40,000
- ☐ \$40,000 to less than \$60,000
- ☐ \$60,000 to less than \$80,000
- ☐ \$80,000 to less than \$100,000
- ☐ \$100,000 to less than \$120,000
- ☐ \$120,000 to less than \$140,000
- ☐ \$140,000 to less than \$160,000
- ☐ \$160,000 to less than \$180,000
- ☐ \$180,000 to less than \$200,000
- ☐ \$200,000 or more

Thank you for participating in this survey!

If you would like to be entered into a drawing for either one \$500 gift card or one of 10 \$50 gift cards to Amazon.com, please enter your email address. (Note: Your answer to this question will not be used in connection with your other responses; your email address will not be used for any purpose other than entering the gift card drawing and notifying the winners.)

Would you like to receive a copy of my research findings when I publish them? If so, I'll e-mail them to you at the above address.

- ☐ No
- ☐ Yes