



The Sense of Crisis among Science Journalists

A survey conducted on the occasion of WCSJ_09 in London

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A sense of crisis among science journalists?

1 Executive summary

A survey of science journalists and science writers was conducted (N=179) at WCSJ_09 which took place in London, 30 June to 2 July 2009. The study explores the 'sense of crisis' benchmarking UK professionals against overseas colleagues.

The 'crisis of science journalism' is an opinion held by one third, slightly more prevalent overseas than among UK science writers, which comes as a surprise. We conducted this study with the hypothesis that a sense of acute professional crisis was endemic. More so than elsewhere, a crisis of journalism is more clearly the experience in North America.

The average workload of a science journalist is six to eight pieces over two weeks. And over the last 5 years, this workload has increased for 60% of respondents, for many dramatically; only for a few it has decreased. 50% of science journalists are in secure employment, the other half work precariously as free-lancers, in the UK more so than overseas.

For a majority of science journalists, increased work pressures are jeopardising the quality of reportage. Two thirds of them bemoan the rising of 'McNews' and 'Churnalism', the production of standardised materials with limited time for investigations. Low pay is very much the concern of UK science writers, while overseas worry more about the quantity and the quality of news for science. A majority of professionals considers public or private subsidy a solution for the science news desk, provided these funding sources are not of industrial provenance. The output of science journalists increasingly tends towards a balance between print, web and blog, working with personal contacts, press releases, the contents of NATURE, SCIENCE and other scientific journals, scientific conferences and competing media outlets as the main sources. Most believe that the internet has been changing the game, though science, medicine, environment and technology remain the main news topics, in that order of engagement.

UK science journalists are more highly qualified than overseas, more hold PhDs in relevant sciences, but many of them also think that this specialist education is not a necessary condition to be a professional in the field. This could indicate a latent sense of over-qualification among UK science writers.

The ethos of science writing seems to be intact; most believe the primary aim to be translating complex materials and to work for public information but not for public education. The product is deemed to be high quality and the field is expected to get more interesting with future science and technology. Two thirds

expect to be working in the field in 5 year's time, and an even higher proportion of respondents would recommend the career to a young student if asked.

2 The context

There are two societal trends which make an investigation of the situation of science writers and science communicators a pressing issue.¹

Trend 1: decline of the traditional newspaper business model

In North America and Europe the traditional business model of newspapers seems in crisis and leads to a frantic search for viable alternatives (see Manning, 2009). Newspapers have been the mainstay of the societal conversation about politics and science for much of the 19th and 20th century in Western countries. A 400-year-old business model of newsprint was destroyed in only 15 years by the delusion that quality contents come for free. Apparently 7000 newspapers around the world picked up a recent comment by Rupert Murdoch who warned that the publishing industry 'is cannibalising itself' (NZZ Folio, 2009). Newspaper readership, especially among the younger generation, is declining and lost to internet bulletins; in consequence advertising spending also moves to different outlets. Traditional titles are closing down, merging, or are distributed freely in an attempt to woo back readers and advertising revenues. This puts pressure on working conditions, quality of reportage and job security of journalists in general, and specialist writers like science journalists in particular. Specialism is squeezed first. This crisis does not seem to affect the large Asian countries such as China and India; here newspaper reading is expanding. Hence, we need to keep things in perspective on a global scale.

Trend 2: commercialisation of science

Since the 1970s more and more scientific research is conducted under private patronage, and thus operates increasingly under a climate of commercialisation and securing market shares. This puts pressures on science communication. Science writing is less and less following a service ethos of public information and education, and more and more enrolled to push the publicity of particular scientists, research groups, and scientific institutions. The **model of professional PR for science, though not new, is turning into generalised practice** at the expense of other models.

This contributes to the dual risk of 'scientific fraud' on the one hand, because of higher production pressures of scientists and more "bullshit" (sensu Frankfurt, 2005) in the societal conversation about science on the other hand, because of the enforced publicity drive of researchers (see Bauer, 2008). In order not to turn into a festival of misinformation, this situation requires structures of the public

¹ Due to lack of formal funding, this research was sponsored by the authors themselves, in part from leftovers of a previous research project.

sphere which are capable of scrutinising the process of knowledge production outside science itself, and extending the peer review process. For science communication this amounts to a paradigm change (see Bauer, 2008). It is an historical irony that when society is most in need of science communication (trend 2), its basis of independent professionalism is being eroded (trend 1). The weakness of science journalism is the power of science public relations (see Goepfert, 2007).

Earlier in the year, a feature in NATURE (March 19, 2009) sounded the alarm bells on the 'end of science journalism as we knew it' (Brumfield et al, 2009). The traditional business model of newspapers with specialist correspondents, writing for print, in fixed employment positions is an endangered species. Paradoxically, while science news is expanding worldwide, science journalism is under pressure both in terms of employment and in terms of its traditional formats.

From 30 June to 2 July 2009, science writers of the world met in London for the 6th reunion of the *World Conference of Science Journalists*. This was an opportunity to test the climate of opinion. We had contacted the organisers and were given agreement to conduct the current survey among the science writing professionals who were about to gather in London.

This report investigates the climate of opinion among science journalists and science writers. The results do not amount to a complete diagnosis of the situation. The data represent perceptions of the societal trends mentioned above. This data needs to be complemented with information about the structure of the profession: their overall numbers, types, the number of full-time positions in the mass media, the recent increase in PR positions in universities and research institutions, and the trends in salary and working conditions. Others will have to make that information available to reach a full assessment of the situation.

3 The questionnaire instrument

We constructed a questionnaire by consulting other sources such as PEW studies on 'Journalism in the US', a recent NATURE survey, similar in character, and commentaries echoing the NATURE features in newspapers like the NZZ.

Maldidier and Boltanski (1969 and 1970) provided questions allowing us to track long-term changes in the culture of science writing² back to the 1960s. The UK national study Jobs2000 provided items on the employment situation and job satisfaction³, to benchmark the situation of science journalists to that of the entire workforce. The NATURE survey conducted in March 2009 offered several useful

² Questions v03, v08, v17a-f, v19

³ Questions v14 and v37

items to benchmark against their results.⁴ Finally the PEW surveys of how US journalists see journalism of 2004 and 2007 offer useful comparisons of the situation of science journalists with that of all journalists in the US.⁵

The final questionnaire (see Appendix I) is structured into five sections. First, we asked about the **personal and educational background** of the respondents, followed questions about the **current professional situation**, their employment status and country of activities. The third section explores the **working routines and world loads** and how these have changed over the last five years. The fourth section explores views about the **current status of science writing and its likely future**. The fifth and final section asks questions pertaining to the **ethos of science communicators** and what it takes to be a professional in the field. The questionnaire comprises **38 questions** yielding a total of 138 items.

4 Data collection and the profile of respondents

The questionnaire responses were collected in two ways. Firstly, we contacted participants of WCSJ_09, which took place 30 June – 2 July 2009 in London's Central Hall, Westminster. All 800 plus delegates received a hard-copy of the questionnaire in their welcome pack with the invitation to complete and return it to the reception desk. 66 of 800 delegates did so. Secondly, a further 113 responses were obtained on-line via a follow-up e-mail invitation. The on-line survey opened on **30 June 2009**; the cut-off point for the current database was **15 October 2009**. Respondents that reached the survey after this date are not included in this report.

Of the final respondents (N=179), 104 were delegates to the London conference making it a 13% response rate on that part of the sample. The other 75 responded to a snow-balled invitation through science journalist colleagues in the UK, Germany, Sweden, Spain, Korea, China, Nigeria and the US. We have no information of the response rate to that part. By comparison the PEW surveys work with larger samples (e.g. N=538, Sept-Dec 2007), and so did the survey of NATURE 2009 (N=493), and better response rates.

The response rate among conference delegates remained unsatisfactory (13%), despite several follow-up invitations circulated via the organiser's e-mail list. The response rate is even smaller among British delegates than among delegates from overseas. Journalists are a difficult population to reach with a questionnaire and by e-mail; most science writers are probably flooded by e-mail and ignore most of what is not related to a good story. By comparison the response rates of PEW surveys is in the area of 55% (see PEW 2007, 35), while the NATURE 2009 survey provides no information on response rates.

⁴ Questions: v8, v9, v12, v13, v16a – v16k, v21a – v21l, v22, v23, v24a, v25, v26a – v26j, v27, v28 and v38.

⁵ Questions: v6a, v23, v24, v30, c31, v33a – v33k, v35

By way of proviso we need to say that it remains unclear of whom the current survey is representative. It is unlikely to be representative of the delegates of WCSJ_09 nor of the world's science journalists and science writers. To a large extent it is a **haphazard sample**, but some information is better than none, and we are validating some of our results with previous studies to get a better sense of the population involved. Our results might be a further step towards a more systematic picture in any one country or comparisons of several countries of the state of affairs and the perception of the situation of science journalism in the 21st century.

59% of out 179 respondents are from Europe/Russia (19% UK), 14% from North/South America, 12% for Asia/Pacific, 6% from Sub-Saharan Africa, 0.5% (one respondent) from North Africa/Middle East, and for three respondents we do not know their location of work. In comparison, the NATURE survey mobilised 42% responses from US/Canada, 50% from Europe/Russia, 4.5% from Asia, and 3.5% from Latin America. The present sample is more European, less North American, and includes more African and Asian voices.

In this report we will mainly compare UK voices against all others, which we will conveniently call 'overseas'.

58% of our respondents participated at WCSJ_09. This ratio is higher among the UK respondents than among the overseas. This reflects our dual efforts of soliciting responses to our questions via the conference and snowballing via a personal network overseas.

Male and female professionals are equally represented in our study, and two thirds are professional organised as members of a writers' association. The average age of respondents was 40 years (SD=12; median=37 years); US and African respondents were slightly older (average 44 years), than Europeans and Asians.

40% have been on the job for less than 5 years, another 22% for 6-10 years, 15% 11-15 years, and 23% longer than 16 years. Overseas respondents have been on the job for somewhat longer. Compare the NATURE survey, where 22% were on the job for less than 5 years, 21% 6-10 years, 16% 11-15 years, and 41% 16 years and more. While NATURE 2009 reached the 'older work horses', our study surveyed more of the 'new kids on the block'.

Most respondents (85%) have a university degree. In the UK most get their journalism training on the job, while overseas about half of these have a specialist training as 'journalist' or 'science journalists'. 44% of UK respondents have a PhD degree compared to 24% of those overseas.

By political orientation, most science writers identify themselves as left or centre-left (66%), 14% position themselves in the centrally, and 7% to the right. 13% decline to declare themselves. By comparison, PEW regularly asks this question of US journalists, of whom 32 identify themselves as 'liberal', 53% as 'moderate' and 8% as 'conservative'; 7% do not position themselves. By comparison, science journalists seem to be considerably more left-leaning than the average US journalist (see PEW07).

5 Some Basic Results

For a quick run through of some of the basic results of this investigation, we focus on three aspects of the work of science journalists: their working conditions and current practices, their worries and sense of crisis, and the observed differences between UK and overseas respondents in some of these aspects.

Working conditions and current working practices

45% of respondents are in full-time employment, 5% in part-time employment, 25% are full-time freelancers, 14% are part-time freelancers and 8% unknown. By comparison, the NATURE sample reported 55% in full employment, 5% part-timers, 24% free-lancers and 13% part-time freelances, 3% unknown. The picture is fairly consistent, **about 50% of science writers are in secure employment and about 50% are free-lancers and hence in a more precarious situation.**

55% of respondents did not experience any employment change in the last five years, others moved from part-time to full-time (8%), full-time to part-time (7%) and employed to self-employed (18%), and from self-employed to employment (7%). Among overseas we find more full-timers, in the UK more free-lancers.

Considering the main topic areas of their reportage, respondents can be grouped (by hierarchical cluster analysis of v15a to v15f) into three tendencies towards '**health & medicine**' (HM 41%), '**science & technology**' (ST 24%) and '**business & social science**' (BS 12%), though the range of work of these grouping are overlapping. The rest does not show a clear centre of gravity in their topics, and can therefore be considered '**generalists**' (GE, 24%). The degree of specialisation is higher among HM and ST than among BS and GE, counting the number of times respondents have identified that they never write about a particular topic in the list of medicine, science, technology, environment, social science, and business. The operational hierarchy of news topics is science, before medicine and health, environment and technology, followed by business and social science related topics. This ranking is similar to that of NATURE 2009.

Among the respondents we find that 70% write mainly for print, 12% mainly for radio, 10% for Television. On the new media, 37% of respondents write mainly for websites, 17% mainly blog, 7% write books or pod-casts, and 4% do mainly

exhibition work. Considering multiple lines of outputs, 92% write for print, 71% for the web, and 53% blog as well. NATURE reported 84% print, 77% web, and 32% blog activities. In sum, **the work of a science writer is tending towards a balance between print, web and blog.**

In terms of story sources, we observe very similar results to NATURE (March 2009): a clear hierarchy of importance. **Personal contacts, press releases, the contents of NATURE, SCIENCE and other scientific journals, scientific conferences and competing media outlets** are the main fonts of science writing. To a lesser extent science blogs, exhibitions, media centres, social networking sites, and news wires services comes into the picture. Which sources are ‘frequently used’ when writing stories? Personal contacts (33%), press releases (27%), list of contents of specialist science journals (22%) are followed by NATURE (18%) and SCIENCE (19%), scientific meetings and conferences (18%). News in competitor media outlets (16%), news wires (12%), media series like Alpha-Galileo, social network sites and blogs (each about 10%) also figures as a prominent source. Contrary to expectations, scientists are only for 5% of respondents a frequent source.

Press releases are shunned by 5% of respondents, while wire services are avoided by 23%, social network sites by 38% and media centres by 40%. 11% report never to consult NATURE or SCIENCE. With regard to quoting press releases, 45% report doing that more frequently over the last five years, while 28% report increasing caution in that respect.

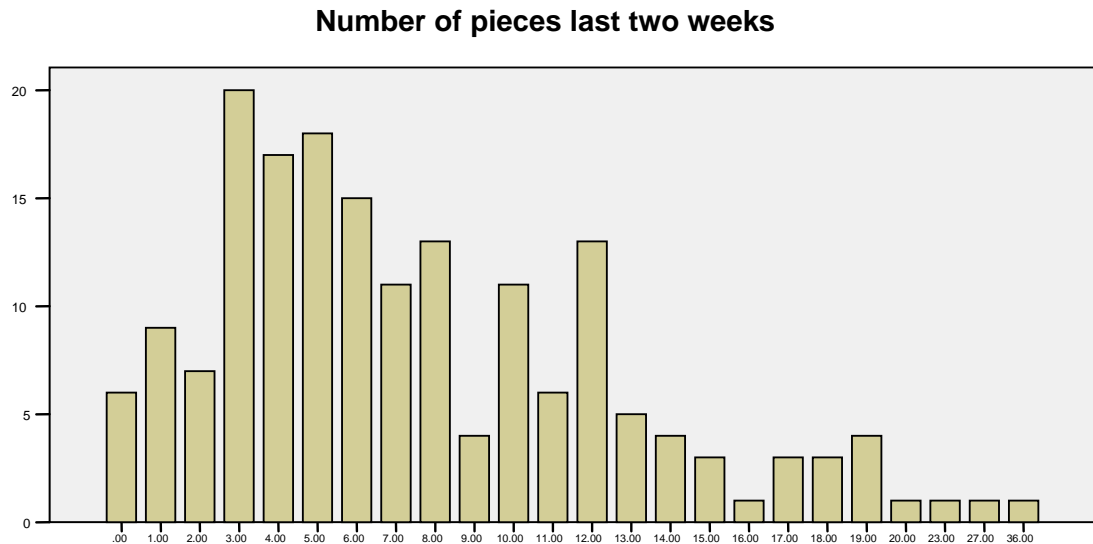


Figure 1: The number of pieces in work over the last two weeks

To determine the workload of our respondents, we asked for various outlets, how many pieces they were working on over the last two weeks. Figure 1 shows the distribution of the workload among the respondents ranging from 0 to 36 pieces.

On average respondents report between seven and eight pieces in production in the last two weeks (Median=6, SD=5.5). The most frequent response is three items over two weeks; the maximum is 36. Different specialities of science journalism report no different workloads, whether the focus is health or science & technology, journalists are equally busy.

60% of respondents experienced an increase in workload over the last five years, of which a quarter perceives a dramatic increase. 17% report no change, and 11% a decrease in workload. Similar levels of work intensification are reported by NATURE 2009, 19% reported a dramatic increase, 61% an increase, 29% no change, and 12% a decrease in weekly workload.

The absolute level and the increase in workload give rise to a potential sense of crisis. 60% expect working pressures to harm the quality of science writing, while only 8% see no danger in that respect, and 13% see a change in working conditions, but no harm to quality. Compare PEW2007 which reports that 68% of US journalists expect work pressures to harm the quality of writing. In our survey, 75% attribute these changes to new technology and agree with the statement 'the internet is changing the value of journalism', so do 83% of all US journalists (PEW07). However, opinions are split over whether the 24 hour news cycle which comes with the internet has weakened journalism in general: 48% believe so, 28% do not, 25% do not know. PEW2007 reports that 47% of all journalists are blaming the news cycle, and 52% do not.

A sense of crisis for one third of science journalists

Contrary to news reports, the sense of **crisis is not pertinent among science journalists**. A majority of respondents (65%) disagree with the statement 'science journalism is a dying profession'. UK writers are not different from overseas colleagues. Also the overwhelming majority (77%) would happily recommend the career of the science journalist to a young student who might ask for advice. NATURE respondents were slightly less optimistic: 60% would recommend a career, while 27% were not sure, and 14% would not advise taking up science journalism in this day and age. This probably reflects their more senior and more US based sample.

Asked whether 'science journalism is in crisis', again, two thirds of our respondents disagree with this statement; equally about two thirds are satisfied with their work as science journalists. This sense of crisis and dissatisfaction is slightly higher among overseas than UK journalists.

Two thirds of respondents expect to work in the profession in 5 years' time, while one third considers that unlikely or does not venture an opinion. Similar feelings were prevalent among all US journalists of whom 28% felt secure about the jobs and 40% probably secure, while 30% felt insecure in December 2007 (PEW07).

Asking our respondents directly, whether 'all considered science journalism was on the right track', 27% agreed, 17% thought it moved on the wrong track, and 52% had no clear view on this. Among US journalists, a strong sense of crisis is evident: 62% belief that journalism is moving on the wrong track (PEW07). Asked whether 'newspapers are a thing of the past' 50% of our respondents beg to disagree and 8% very much so. Two thirds also consider claims of the 'death of print journalism' as exaggerated.

Overall, we conclude that **one third of respondents have an acute sense of crisis**, while two thirds do not share that perception. Science journalists in general seem to have a lesser sense of crisis than US journalists expressed in 2007 in the PEW survey.

Asked whether their current employer had over the last 5 years cut or expanded the science desk, 28% report increased hiring, 28% report cuts and 30% experienced not changes (12% did not answer). PEW07 carried a similar question and reported 48% experiencing cuts, 24% expansion, and 25% no change. The employment situation in the US seems to be worse than elsewhere. There may be no majority of science journalist with an acute sense of crisis among the respondents, there are however widespread concerns about trends in the profession.

The pride of the profession seems intact: two thirds expect the future to bring more interesting science and technology, and 60% think that science writing is the most existing field of journalism, and 55% think that science journalism is a 'high quality product'. Only about 30% agree that science journalism has become a job of cutting and pasting from NATURE and SCIENCE. Most see their role mainly as providers of 'public information' (50%), and as 'translators of complex materials' (30%); only few aspire to a role as 'watchdog' (5%), entertainer (3%), or educator (12%). None in the UK subscribes to the latter mission.

However, the absence of an acute sense of crisis does not mean the absence of major worries. We find that two thirds bemoan 'McNews' and 'Churnalism', the thoughtless reproduction of press releases and the churning out of prepared materials due to time pressures at work. An equal proportion worries about science news being driven by PR agencies and efforts. Note that 45% report increased usage of press releases over the last five years. 50% of respondents regret that too little is written on the process of science instead of results. Low pay is a concern for 56% of UK respondents, but only 32% among overseas. 44% worry about declining quality of writing, 26% about job security, and 14% about the type of assignments they might get.

Opinions are split on whether the future will see more libel suits against science journalists and on whether the centre of gravity of science journalism is moving from general news outlets to specialist media such as blogs and websites, as suggested for example by the NATURE feature of March 2009. Opinions are equally split on whether science reporting is critical enough or not. 58% think science journalism is not critical enough, 31% think it is fair, and only 3% think it is too critical. Here Science writers do not differ from other journalists. PEW07 reported a similar distribution among all US journalists: 55% believing that news is not critical enough, 35% thinking it is fair and 8% that it is too critical.

One of the solutions discussed in relation to a 'crisis of journalism' in general and specifically for science journalism is sponsorship of a science news desk. This is a very unusual step, but seriously discussed for example in Switzerland (see NZZ, 2008). 44% of respondents struggle with the fact that science news is unpopular with their editors, while 33% see no barriers in the news room. 21% are agnostic on this point. Outside sponsorship of science writing might be able to shore up an important news topic that is otherwise an 'endangered species'. Asked directly whether sponsorship of the news desk would be a solution, 55% agree to such an arrangement to save a science news desk. There is a clear majority for this among UK respondents (59% yes), but not among the overseas (41% yes). 45% (UK 41%, overseas 58% no) worry that such a solution jeopardises the independence of reporting. Asked which sponsorship might be acceptable, most respondents see a government agency, a national university, a charitable foundation, national or otherwise, as a suitable source of subsidy. Thumbs down for such a sponsorship clearly goes to the pharmaceutical or any other national or international industry as these are often interested parties in the science news process.

Some differences between UK and overseas journalists

There are few significant differences between UK and overseas journalists in our study. But as any statistically minded person knows, some differences can be expected by pure chance, and we only observe a relative small number of respondents in the UK and overseas (see tables in Appendix IV). Some of these observed differences are however worth mentioning as a kind of benchmark comparison.

A sense of crisis seems to be slightly more prevalent overseas than among UK science writers; though that sense of crisis is more prevalent in the US as documented by the PEW studies: it might have spilled over to other places by 2009.

The training background of UK and overseas science journalists is slightly different. Overseas, more professionals have a specialist training in journalism but hold less often a PhD degree than those in the UK.

The level of professional satisfaction is slightly lower among overseas respondents, mainly in regard to press freedom, access to information, direct access to scientist and in some cases also personal safety.

UK respondents are newer to the job than those overseas; and overseas journalists are more likely to be in a permanent full-time position. While UK journalists worry about their job security, those overseas worry more about the quality of science writing. This might reflect the more precarious job situation in the UK compared to overseas.

UK science journalists believe that there is sufficient 'science stuff' in the news, while most overseas consider the amount of science coverage insufficient. A similar disparity can be observed with regard to the quality of science news: for most UK respondents the science reportage is good or very good (53%), while overseas, a only minority (37%) think so.

Overseas science journalists are more likely to see their mission in education than UK writers, for whom translation and information are the key points. Overseas respondents disagree with UK colleagues on what makes a 'good science journalists'. UK professionals consider training in relevant sciences less important than their counterparts overseas; the same is true for holding a science degree. More split on this issue is opinion in the UK, where a science degree is normally expected from a science journalist. Considering that UK respondents are more likely qualified to the level of PhD, it appears that some UK journalists feel overqualified because in practice their PhD was not a necessary qualification for their current job.

Needless to say, that not least on the last point, further research might be needed.

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Appendix I: Questionnaire as used in print at WCSJ and on-line

World Conference of Science Journalists

London, 30 June-2 July 2009

Dear Colleague,

Welcome to WCSJ 2009 in London. The organizers would like to ask you a few questions about your professional situation, your working practices, and the future of the profession. It should take you less than 10 minutes to answer these questions.

Please complete and return the questionnaire to the **conference registration desk**, or answer on-line at:

http://www.psych.lse.ac.uk/surveys/wcsj_2009_questionnaire/

If you would like to know the results, please leave us an e-mail address and we will send you a report.

Contact e-mail:

Thank you,

Martin W Bauer (LSE, Methodology Institute); m.bauer@lse.ac.uk

Today's Date

Q1 Are you part of WCSJ 2009 in London, and did you participate in previous conferences? Please mark all the years you participated	London 2009	<input type="checkbox"/>	Brazil 2002	<input type="checkbox"/>
	Melbourne 2007	<input type="checkbox"/>	Budapest 1999	<input type="checkbox"/>
	Montreal 2004	<input type="checkbox"/>	Tokyo 1992	<input type="checkbox"/>

Q2 What is your training background? Please mark the ONE that best describes your background, and specify further if needed:	Journalistic training on the job	<input type="checkbox"/>
	Journalism school	<input type="checkbox"/>
	University degree + training on the job	<input type="checkbox"/>
	University degree + general journalism training	<input type="checkbox"/>
	University degree + specialist science journalism training	<input type="checkbox"/>

If University degree, please state your highest degree: First degree Master PhD

If University degree, please also state your last degree subject:

Q3 Are you a member of a national Science Journalism Association or any another professional journalism body?	Yes	<input type="checkbox"/>
	No, was previously	<input type="checkbox"/>
	No, never was	<input type="checkbox"/>

Q4 How old are you? (In years) <input type="text"/>	Q5 Are you: Male <input type="checkbox"/> Female <input type="checkbox"/>
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Q6 How would you position yourself politically on a left-right spectrum? Would you say you are:	Left	<input type="checkbox"/>	Centre-right	<input type="checkbox"/>
	Centre-left	<input type="checkbox"/>	Right	<input type="checkbox"/>
	Centre	<input type="checkbox"/>	Other (Please specify)	<input type="checkbox"/>
	<input type="text"/>			

Q7 How do you describe yourself professionally? Please specify	<input type="text"/>
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Q8 Is science journalism your main activity, or are you otherwise employed?	Science journalism is my main occupation	<input type="checkbox"/>
	I am a scientist, who writes occasionally for the wider public	<input type="checkbox"/>
	I am a Public Relations officer working with journalists	<input type="checkbox"/>
	My main employment is other, please specify	<input type="checkbox"/>
<input type="text"/>		

Q9 For which world region do you mainly report? Tick only ONE	Europe/Russia	<input type="checkbox"/>	USA and Canada	<input type="checkbox"/>
	Asia/Pacific	<input type="checkbox"/>	Northern Africa and Middle East	<input type="checkbox"/>
	South and Central America	<input type="checkbox"/>	Sub-Saharan and Southern Africa	<input type="checkbox"/>
	<input type="text"/>			

Q10 In which country are you based?	<input type="text"/>
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Q11 To what extent are you satisfied or dissatisfied with the situation in your country regarding

	Completely Satisfied	Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied	Completely Dissatisfied	Not Applicable
Freedom of the press / freedom of expression	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to information from government agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access to scientists as sources for your work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety in the discharge of your duties as a journalist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 How long have you worked in science journalism?	Less than 5 years	<input type="checkbox"/>	11-15 years	<input type="checkbox"/>
	6-10 years	<input type="checkbox"/>	More than 15 years	<input type="checkbox"/>

Q13 What best describes your current professional employment position?	Part-time freelance	<input type="checkbox"/>
	Full-time freelance	<input type="checkbox"/>
	Part-time staff	<input type="checkbox"/>
	Full-time staff	<input type="checkbox"/>
	Other (please specify)	<input type="checkbox"/>
<input type="text"/>		

Q14 How has your present employment changed over the last five years? Please mark as appropriate	No change	<input type="checkbox"/>
	From part-time to full-time contract	<input type="checkbox"/>
	From full-time to part-time contract	<input type="checkbox"/>
	From employed to self employed	<input type="checkbox"/>
	From self employed to employed	<input type="checkbox"/>

Q15 What topic areas do you primarily cover? Please rate all areas

	Mainly	Occasionally	Never	Don't Know	Not Applicable
Health and medicine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social science	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q16 In which of these media does your work appear? Please rate all

	Mainly	Occasionally	Never	Don't Know	Not Applicable
Print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q17 Whom do you consider your audience? Please indicate your focus for each of these audiences

	Mainly	Occasionally	Never	Don't Know	Not Applicable
The general, wider public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A special interest public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A scientific audience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your fellow journalists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Politicians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q18 How do you know about your audiences and whether you reach them? Please mark all that apply	I have no feedback at all	<input type="checkbox"/>
	Occasional letters from readers	<input type="checkbox"/>
	Click stream ratings from internet	<input type="checkbox"/>
	Regular audience research of my outlet	<input type="checkbox"/>
	From friends and family	<input type="checkbox"/>
	Other (please specify below):	<input type="checkbox"/>
<input type="text"/>		

Q19 How would you define your role as science journalist vis-à-vis your audience, tick only the ONE that BEST describes your ethos	To translate complex material	<input type="checkbox"/>	To mobilize the public	<input type="checkbox"/>
	To entertain	<input type="checkbox"/>	To be a public watchdog	<input type="checkbox"/>
	To inform	<input type="checkbox"/>	Other (please specify below):	<input type="checkbox"/>
	To educate	<input type="checkbox"/>	<input type="text"/>	

Q20 Think of the last TWO WEEKS, how many stories, items or packages were you working on for the following outlets?

	One	Two	Three	Four	Five	More than five
Article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotional text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q21 How often do you get story ideas from the following sources? Please answer for each source

	Frequently	Occasionally	Never	Don't Know	Not Applicable
Press release/press officers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other media outlets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Nature</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Science</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other science journal's contents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Science Media Centre etc</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social networking (Facebook, Twitter, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog by a working scientist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newswire/press agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Alphagalileo/Eurekaalert	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22 How often do you use images or b-roll from a press release or press office?

Frequently Occasionally Never Don't Know Not Applicable

Q23 Do you believe you will be working as a science, environment, technology or health journalist in FIVE YEAR'S TIME?

Yes, certainly No, probably not Don't know
 Yes, probably Certainly not Not applicable

Q24 Compared to FIVE YEARS AGO, has your primary publication/ employer...? Please chose ONE

Hired more science, environment, health and technology staff
 Cut its science, environment, health and technology staff
 Made no changes
 Other, please specify

Q25 Compared to FIVE YEARS AGO, has the number of stories, items or packages you work on in a given week...

Increased dramatically Stayed Decreased Don't
 Increased the same Decreased dramatically know

Q26 Think of your journalistic work FIVE YEARS AGO. For each of these media, did your work appear more often, less often, the same or it never appeared at that time?

	More often	Less often	The same	Never	Don't know	Not applicable
Print	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Video podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Book	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q27 Compared to FIVE YEARS AGO, have your direct quotes of press release or press officers.....

Increased Become less frequent Don't know
 The same frequency Never use such quotes Not applicable

Q28 The following statements are made about the future of Science Journalism, please indicate for each of them whether you agree or disagree with them considering the context you are working in

Totally agree	Agree	Neither agree nor disagree	Disagree	Totally disagree	Don't know	Not Applicable
Science journalism is a dying profession						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Libel suits against science journalists are increasingly common and make it a risky activity						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too few people are reporting on the process of science as opposed to the results of scientific research						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism is in crisis						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science Public Relations is driving the science news and reportage						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism is a high quality product						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The proliferation of press releases from journals, universities and researchers, combined with budget cuts in newsrooms, leads to "McNews" and "churnalism"						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Profits and jobs are moving from general outlets to more specialized publications						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As science and technology gets more interesting, so does science journalism						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism is primarily "cut, paste and translate" from US and UK science outlets						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism is unpopular among editors and publishers						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism needs to get more journalistic, i.e. more society and less science						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stories are now considered stale if they are more than a few days old						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism is the most exciting field in journalism						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Science journalism's pay rate favors people without financial commitments						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q29 How would you grade the science reporting in the country where you are working, both in terms of quantity and of quality?

<i>Quantity</i>	Too much stuff Insufficient coverage	<input type="checkbox"/>	Sufficient coverage Don't know	<input type="checkbox"/>	Not applicable	<input type="checkbox"/>
<i>Quality</i>	Very good Good Fair	<input type="checkbox"/>	Bad Very bad	<input type="checkbox"/>	Don't know Not applicable	<input type="checkbox"/>

Q30 Do you think that the tone of science news and reportage in general is...?

Too critical Not critical enough Generally fair Don't Know Not Applicable

Q31 Do you think that working pressures are harming the quality of science stories?

Harming Not harming Just changing Don't Know Not Applicable

Q32 My main worry about science journalism currently is ... pick ONE

The quality of writing

The type of job assignments I can get

Job security; to have a job next year at all

Other, please specify

Q33 Here are some criticisms often made of the print media in general. For each one of these, do you think this is a valid criticism, or not?

Totally agree	Agree	Neither agree nor disagree	Disagree	Totally disagree	Don't know	Not Applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The distinction between reporting and commentary has seriously eroded						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News reports are increasingly full of factual errors and sloppy reporting						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too little attention is paid to complex issues						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Newspapers are a thing of the past						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Predictions of the 'death of print journalism' are greatly exaggerated						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The internet is changing the values of journalism						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The press is too cynical						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Totally agree **Agree** **Neither agree nor disagree** **Disagree** **Totally disagree** **Don't know** **Not Applicable**

Journalists have become out-of-touch with their audiences

Journalists are letting their ideology bias their reporting, and this is bad

The press is too timid these days

The emergence of the 24 hour news cycle is weakening journalism

The posting of internet links is too often to material that is unvetted or unfiltered

Q34 Imagine a situation where a national or an international news wire service does not have a science desk, or can no longer afford to have one. They are looking for a sponsor to set one up or keep it open. Do you think that such a sponsorship arrangement would be a good idea?

A

NO, news sponsorship jeopardizes independent reporting
 YES, if necessary to have a science desk at all

If YES, go to b), if NO go to next question

B

Who in your preference should sponsor this science news desk?

	A suitable sponsor	Not a suitable sponsor	Don't know	Not applicable
A government agency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The leading national university	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The national pharmaceutical industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other national industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A foreign industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A national charitable foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A foreign charitable foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q35 Considering all the trends mentioned in previous questions, where do you think science journalism is moving?

On the right track On the wrong track Don't know Not applicable

Q36 Here are a number of statements that define 'good science journalism', please indicate how important in your view any of these is to make a good science journalist these days

Very important	Important	Neither important nor unimportant	Unimportant	Totally unimportant	Don't know	Not Applicable
Training for online media, especially video podcasting						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reporting the facts accurately						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To be passionate about science						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have reasonable numeracy and grasp of statistics						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Possess a university degree in a scientific discipline						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do investigative journalism of science						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train in the fields of science you cover to be able to better present the science						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use more images and photos						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify)						
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

.....

Q37 Overall, how satisfied are you with your work as a science journalist?

Completely satisfied	<input type="checkbox"/>	Neither satisfied	<input type="checkbox"/>	Dissatisfied	<input type="checkbox"/>	Don't Know	<input type="checkbox"/>
Satisfied	<input type="checkbox"/>	nor dissatisfied	<input type="checkbox"/>	Completely dissatisfied	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

Q38 On balance would you recommend a career in science, health, environment or technology journalism to a young student?

Yes, certainly	<input type="checkbox"/>	Probably not	<input type="checkbox"/>	Don't Know	<input type="checkbox"/>
Yes, probably	<input type="checkbox"/>	Definitely not	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

Thank you for your cooperation !

Appendix II: Reminder for the on-line questionnaire

Dear _____

You recently attended the WCSJ. Several sessions at the conference addressed a 'crisis' in science journalism, as have a recent series of features in *Nature*. We at the London School of Economics have been investigating this issue for some time, and now the Department of Business, Innovation and Skills (DBIS)'s Media Expert Group joins the investigation of this sense of 'crisis'.

We have produced a short questionnaire on your working conditions and evaluation of the situation past and present. We urge you to complete this questionnaire, if you have not already done so, as soon as possible. It will take no longer than 10 minutes of your time to complete on-line at http://www.psych.lse.ac.uk/surveys/wcsj_2009_questionnaire/

Yours sincerely,

Martin W Bauer and Susan Howard
STePS (Science, Technology and the Public Sphere)
London School of Economics and Political Science

Appendix III Selected top line results from NATURE 2009

Here we include those results of the NATURE (March 2009) survey which are comparable to the present LSE-WCSJ_09 survey; data exist only as EXCELL format with topline results; no cross-tabulations are possible. Data are generously provided by Geoff Brumfield of NATURE.

Regions journalists work in [v09]

USA and Canada	42.0%	206
Europe/Russia	49.7%	244
Asia/Pacific	4.9%	24
South/Central America	3.5%	17
Africa	0.0%	0
	answered	491
	NA	2

Q2. What best describes your current position? [v13]

Part-time freelance	13.2%	65
Full-time freelance	23.5%	116
Part-time staff	5.3%	26
Full-time staff	54.6%	269
Other (please specify)	3.4%	17
	answered question	493
	NA	0

Q3. How long have you worked as a journalist? [v12]

0-5 years	22.2%	109
6-10 years	20.8%	102
11-15 years	16.3%	80
16 years or more	40.6%	199
	answered question	490
	NA	3

Q4. What areas do you primarily cover? Please select all that apply [v15a-v15f]

Health and medicine	61.2%	298
Science	86.2%	420
Technology	36.8%	179
Environment	48.0%	234
	answered question	487
	NA	6

Q6. In which of these media does your work appear? Please select all that apply [v26a-v26j]

Print	83.7%	407
Radio	15.6%	76
Television	8.4%	41
Podcast	15.0%	73
Video podcast	5.3%	26
Blog	31.5%	153
Web story	76.5%	372
Other (please specify)	5.1%	25
	answered question	486
	NA	7

Q8. In the past five years, has your primary publication...? [v24]

Hired more science, environment, health and technology staff	26.9%	125
Cut its science, environment, health and technology staff	29.2%	136
Made no changes	34.4%	160
Other (please specify)	9.5%	44
	answered	465
	NA	28

Q9. In the past five years, has the number of items you work on in a given week... [v25]

Increased dramatically	18.5%	87
Increased somewhat	40.6%	191
Stayed the same	28.9%	136
Decreased somewhat	8.5%	40
Decreased dramatically	3.6%	17
	answered question	471
	NA	22

Q10. How often do you get story ideas from the following sources? [v21a-v21n]

Answer Options	Frequently	Sometimes	Rarely	Never	Response Count
Press release/press officers	54%	37%	9%	1%	460
Conferences	28%	48%	21%	2%	456
Other media outlets	26%	50%	21%	3%	439
Science journal's table of contents	54%	31%	11%	4%	457
Personal contacts	35%	48%	16%	1%	449
Social networking (Facebook, Twitter, etc.)	1%	8%	27%	65%	420
Blog by a working scientist	4%	20%	39%	37%	421
Other blogs	8%	25%	35%	32%	421
					answered question
					464
					NA
					29

Q12. How often do you use direct quotes or clips from a press release or press office? [v21a]

Frequently	13.8%	64
Sometimes	24.8%	115
Rarely	35.6%	165
Never	25.7%	119
	answered question	463
	NA	30

Q13. How often do you use images or b-roll from a press release or press office? [v22]

Frequently	18.6%	86
Sometimes	37.0%	171
Rarely	22.1%	102
Never	22.3%	103
	answered question	462
	NA	31

Q14. Do you believe you will be working as a science, environment, technology or health journalist in five years time? [v23]

Yes	67.9%	313
No	6.3%	29
Unsure	25.8%	119
	answered question	461
	NA	32

Q15. Would you recommend a career in science, health, environment or technology journalism to a student? [v38]

Yes	59.8%	275
No	13.5%	62
Unsure	26.7%	123
	answered question	460
	NA	33

Appendix IV: Codebook WCSJ 2009

V001a London 2009	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	28	82.4%	76
No answer	6	17.6%	69	47.6%
Total	34	100.0%	145	100.0%

V001b Melbourne 2007	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	0	.0%	13
No answer	34	100.0%	132	91.0%
Total	34	100.0%	145	100.0%

V001c Montreal 2004	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	0	.0%	10
No answer	34	100.0%	135	93.1%
Total	34	100.0%	145	100.0%

V001d Brazil 2002	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	0	.0%	4
No answer	34	100.0%	141	97.2%
Total	34	100.0%	145	100.0%

V001e Budapest 1999	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	1	2.9%	4
No answer	33	97.1%	141	97.2%
Total	34	100.0%	145	100.0%

V002a Training Background	UK		Other Country	
	Number	Percentage	Number	Percentage
	Journalistic training on the job	2	5.9%	9
Journalism school	2	5.9%	14	9.7%
University degree and training on the job	18	52.9%	49	33.8%
University degree and general journalism training	6	17.6%	25	17.2%
University degree and specialist science journalism training	6	17.6%	47	32.4%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V002b Highest Degree	UK		Other Country	
	Number	Percentage	Number	Percentage
	First degree	8	23.5%	37
Master	9	26.5%	62	42.8%
PhD	15	44.1%	37	25.5%
No answer	2	5.9%	9	6.2%
Total	34	100.0%	145	100.0%

V003 Science Journalism Association/Other Professional Journalism Body	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	25	73.5%	93
No, was previously	3	8.8%	8	5.5%
No, never was	6	17.6%	44	30.3%
Total	34	100.0%	145	100.0%

V004 Gender	UK		Other Country	
	Number	Percentage	Number	Percentage
	Male	16	47.1%	77
Female	18	52.9%	68	46.9%
Total	34	100.0%	145	100.0%

V006a Left-Right Spectrum	UK		Other Country	
	Number	Percentage	Number	Percentage
	Left	8	23.5%	33
Centre left	18	52.9%	59	40.7%
Centre	4	11.8%	20	13.8%
Centre right	1	2.9%	9	6.2%
Right	0	.0%	3	2.1%
Other	3	8.8%	10	6.9%
No answer	0	.0%	11	7.6%
Total	34	100.0%	145	100.0%

V008 Main Profession	UK		Other Country	
	Number	Percentage	Number	Percentage
	Science journalism is my main occupation	9	26.5%	25
I am a scientist who writes occasionally for the wider public	1	2.9%	0	.0%
I am a public relations officer working with journalists	2	5.9%	7	4.8%
My main employment is other	2	5.9%	17	11.7%
No answer	20	58.8%	96	66.2%
Total	34	100.0%	145	100.0%

V009 World Region	UK		Other Country	
	Number	Percentage	Number	Percentage
	Europe/Russia	31	91.2%	75
Asia/Pacific	0	.0%	21	14.5%
South and Central America	0	.0%	13	9.0%
USA and Canada	1	2.9%	24	16.6%
Northern Africa and Middle East	0	.0%	1	.7%
Sub-Saharan and Southern Africa	1	2.9%	10	6.9%
No answer	1	2.9%	1	.7%
Total	34	100.0%	145	100.0%

V011a Satisfaction: freedom of the press	UK		Other Country	
	Number	Percentage	Number	Percentage
	Completely satisfied	7	20.6%	28
Very satisfied	12	35.3%	40	27.6%
Satisfied	5	14.7%	42	29.0%
Neither satisfied nor dissatisfied	5	14.7%	9	6.2%
Dissatisfied	5	14.7%	20	13.8%
Very dissatisfied	0	.0%	3	2.1%
Completely dissatisfied	0	.0%	3	2.1%
DK	0	.0%	0	.0%
NA	0	.0%	0	.0%
Total	34	100.0%	145	100.0%

V011b Satisfaction: access to information	UK		Other Country	
	Number	Percentage	Number	Percentage
	Completely satisfied	1	2.9%	3
Very satisfied	1	2.9%	18	12.4%
Satisfied	19	55.9%	52	35.9%
Neither satisfied nor dissatisfied	6	17.6%	28	19.3%
Dissatisfied	6	17.6%	25	17.2%
Very dissatisfied	1	2.9%	11	7.6%
Completely dissatisfied	0	.0%	5	3.4%
DK	0	.0%	0	.0%
NA	0	.0%	3	2.1%
Total	34	100.0%	145	100.0%

V011c Satisfaction: access to scientists	UK		Other Country	
	Number	Percentage	Number	Percentage
	Completely satisfied	5	14.7%	15
Very satisfied	10	29.4%	46	31.7%
Satisfied	18	52.9%	50	34.5%
Neither satisfied nor dissatisfied	0	.0%	17	11.7%
Dissatisfied	0	.0%	11	7.6%
Very dissatisfied	0	.0%	3	2.1%
Completely dissatisfied	0	.0%	0	.0%
DK	0	.0%	0	.0%
NA	1	2.9%	2	1.4%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V011d Satisfaction: personal safety	UK		Other Country	
	Number	Percentage	Number	Percentage
	Completely satisfied	15	44.1%	42
Very satisfied	8	23.5%	46	31.7%
Satisfied	4	11.8%	22	15.2%
Neither satisfied nor dissatisfied	2	5.9%	19	13.1%
Dissatisfied	0	.0%	7	4.8%
Very dissatisfied	0	.0%	4	2.8%
Completely dissatisfied	0	.0%	1	.7%
DK	0	.0%	0	.0%
NA	5	14.7%	2	1.4%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V012 Time in Science Journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
	Less than five years	17	50.0%	53
Six to ten years	8	23.5%	31	21.4%
Eleven to fifteen years	3	8.8%	23	15.9%
More than fifteen years	6	17.6%	35	24.1%
No answer	0	.0%	3	2.1%
Total	34	100.0%	145	100.0%

V013a Current Employment Position	UK		Other Country	
	Number	Percentage	Number	Percentage
	Part time freelance	7	20.6%	18
Full time freelance	13	38.2%	32	22.1%
Part time staff	0	.0%	8	5.5%
Full time staff	13	38.2%	73	50.3%
Other	1	2.9%	14	9.7%
Total	34	100.0%	145	100.0%

V014 Changes to Employment	UK		Other Country	
	Number	Percentage	Number	Percentage
	No change	19	55.9%	82
From part time to full time	1	2.9%	13	9.0%
From full time to part time	2	5.9%	10	6.9%
From employed to self employed	7	20.6%	25	17.2%
From self employed to employed	3	8.8%	9	6.2%
No answer	2	5.9%	6	4.1%
Total	34	100.0%	145	100.0%

V015a Topic areas covered: health and medicine	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	6	17.6%	63
Occasionally	15	44.1%	63	43.4%
Never	7	20.6%	8	5.5%
DK	0	.0%	0	.0%
N/A	3	8.8%	3	2.1%
No answer	3	8.8%	8	5.5%
Total	34	100.0%	145	100.0%

V015b Topic areas covered: science	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	20	58.8%	97
Occasionally	9	26.5%	41	28.3%
Never	1	2.9%	1	.7%
DK	0	.0%	0	.0%
N/A	1	2.9%	1	.7%
No answer	3	8.8%	5	3.4%
Total	34	100.0%	145	100.0%

V015c Topic areas covered: technology	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	10	29.4%	32
Occasionally	18	52.9%	91	62.8%
Never	3	8.8%	9	6.2%
DK	0	.0%	0	.0%
N/A	1	2.9%	3	2.1%
No answer	2	5.9%	10	6.9%
Total	34	100.0%	145	100.0%

V015d Topic areas covered: environment	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	10	29.4%	47
Occasionally	15	44.1%	82	56.6%
Never	6	17.6%	7	4.8%
DK	0	.0%	0	.0%
N/A	1	2.9%	4	2.8%
No answer	2	5.9%	5	3.4%
Total	34	100.0%	145	100.0%

V015e Topic areas covered: business	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	6	17.6%	12
Occasionally	18	52.9%	55	37.9%
Never	6	17.6%	52	35.9%
DK	0	.0%	2	1.4%
N/A	1	2.9%	8	5.5%
No answer	3	8.8%	16	11.0%
Total	34	100.0%	145	100.0%

V015f Topic areas covered: social science	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	3	8.8%	14
Occasionally	18	52.9%	91	62.8%
Never	8	23.5%	21	14.5%
DK	0	.0%	1	.7%
N/A	2	5.9%	5	3.4%
No answer	3	8.8%	13	9.0%
Total	34	100.0%	145	100.0%

V016a Media: Print	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	22	64.7%	104
Occasionally	9	26.5%	30	20.7%
Never	1	2.9%	9	6.2%
DK	0	.0%	0	.0%
N/A	0	.0%	1	.7%
No answer	2	5.9%	1	.7%
Total	34	100.0%	145	100.0%

V016b Media: Radio	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	4	11.8%	17
Occasionally	9	26.5%	49	33.8%
Never	14	41.2%	50	34.5%
DK	1	2.9%	5	3.4%
N/A	1	2.9%	12	8.3%
No answer	5	14.7%	12	8.3%
Total	34	100.0%	145	100.0%

V016c Media: Television	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	1	2.9%	16
Occasionally	3	8.8%	33	22.8%
Never	19	55.9%	64	44.1%
DK	1	2.9%	4	2.8%
N/A	3	8.8%	14	9.7%
No answer	7	20.6%	14	9.7%
Total	34	100.0%	145	100.0%

V016d Media: Podcast	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	2	5.9%	10
Occasionally	12	35.3%	27	18.6%
Never	12	35.3%	71	49.0%
DK	1	2.9%	8	5.5%
N/A	1	2.9%	11	7.6%
No answer	6	17.6%	18	12.4%
Total	34	100.0%	145	100.0%

V016e Media: Video Podcast	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	0	.0%	2
Occasionally	5	14.7%	21	14.5%
Never	20	58.8%	80	55.2%
DK	1	2.9%	9	6.2%
N/A	1	2.9%	12	8.3%
No answer	7	20.6%	21	14.5%
Total	34	100.0%	145	100.0%

V016f Media: Blog	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	6	17.6%	23
Occasionally	14	41.2%	52	35.9%
Never	7	20.6%	42	29.0%
DK	1	2.9%	5	3.4%
N/A	1	2.9%	6	4.1%
No answer	5	14.7%	17	11.7%
Total	34	100.0%	145	100.0%

V016g Media: Web Story	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	18	52.9%	48
Occasionally	8	23.5%	54	37.2%
Never	5	14.7%	25	17.2%
DK	0	.0%	6	4.1%
N/A	0	.0%	4	2.8%
No answer	3	8.8%	8	5.5%
Total	34	100.0%	145	100.0%

V016h Media: Book	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	4	11.8%	7
Occasionally	7	20.6%	58	40.0%
Never	17	50.0%	53	36.6%
DK	1	2.9%	4	2.8%
N/A	2	5.9%	9	6.2%
No answer	3	8.8%	14	9.7%
Total	34	100.0%	145	100.0%

V016i Media: Exhibition	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	2	5.9%	5
Occasionally	5	14.7%	38	26.2%
Never	18	52.9%	66	45.5%
DK	1	2.9%	4	2.8%
N/A	2	5.9%	14	9.7%
No answer	6	17.6%	18	12.4%
Total	34	100.0%	145	100.0%

V016k Media: Other	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	1	2.9%	6
Occasionally	1	2.9%	5	3.4%
Never	5	14.7%	10	6.9%
DK	0	.0%	3	2.1%
N/A	4	11.8%	20	13.8%
No answer	23	67.6%	101	69.7%
Total	34	100.0%	145	100.0%

V017a Audience: general, wider public	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	19	55.9%	101
Occasionally	11	32.4%	36	24.8%
Never	2	5.9%	1	.7%
DK	0	.0%	1	.7%
N/A	0	.0%	0	.0%
No answer	2	5.9%	6	4.1%
Total	34	100.0%	145	100.0%

V017b Audience: special interest public	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	11	32.4%	55
Occasionally	20	58.8%	71	49.0%
Never	1	2.9%	4	2.8%
DK	0	.0%	4	2.8%
N/A	1	2.9%	3	2.1%
No answer	1	2.9%	8	5.5%
Total	34	100.0%	145	100.0%

V017c Audience: scientific audience	UK		Other Country	
	Number	Percentage	Number	Percentage
Mainly	11	32.4%	30	20.7%
Occasionally	17	50.0%	84	57.9%
Never	2	5.9%	14	9.7%
DK	0	.0%	5	3.4%
N/A	2	5.9%	3	2.1%
No answer	2	5.9%	9	6.2%
Total	34	100.0%	145	100.0%

V017d Audience: your fellow journalists	UK		Other Country	
	Number	Percentage	Number	Percentage
Mainly	0	.0%	22	15.2%
Occasionally	17	50.0%	70	48.3%
Never	9	26.5%	22	15.2%
DK	2	5.9%	9	6.2%
N/A	2	5.9%	7	4.8%
No answer	4	11.8%	15	10.3%
Total	34	100.0%	145	100.0%

V017e Audience: politicians	UK		Other Country	
	Number	Percentage	Number	Percentage
Mainly	3	8.8%	18	12.4%
Occasionally	15	44.1%	68	46.9%
Never	9	26.5%	28	19.3%
DK	2	5.9%	12	8.3%
N/A	3	8.8%	3	2.1%
No answer	2	5.9%	16	11.0%
Total	34	100.0%	145	100.0%

V017f Audience: other	UK		Other Country	
	Number	Percentage	Number	Percentage
	Mainly	2	5.9%	10
Occasionally	0	.0%	4	2.8%
Never	1	2.9%	5	3.4%
DK	0	.0%	4	2.8%
N/A	3	8.8%	15	10.3%
No answer	28	82.4%	107	73.8%
Total	34	100.0%	145	100.0%

V018a Reaching audiences: no feedback at all	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	6	17.6%	9
No answer	28	82.4%	136	93.8%
Total	34	100.0%	145	100.0%

V018b Reaching audiences: occasional letters	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	22	64.7%	97
No answer	12	35.3%	48	33.1%
Total	34	100.0%	145	100.0%

V018c Reaching audiences: click stream ratings	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	18	52.9%	62
No answer	16	47.1%	83	57.2%
Total	34	100.0%	145	100.0%

V018d Reaching audiences: regular research	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	8	23.5%	42
No answer	26	76.5%	103	71.0%
Total	34	100.0%	145	100.0%

V018e Reaching audiences: friends and family	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	10	29.4%	42
No answer	24	70.6%	103	71.0%
Total	34	100.0%	145	100.0%

V018f Reaching audiences: other feedback	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes	7	20.6%	30
No answer	27	79.4%	115	79.3%
Total	34	100.0%	145	100.0%

V019a Role	UK		Other Country	
	Number	Percentage	Number	Percentage
	To translate complex material	11	32.4%	33
To entertain	1	2.9%	4	2.8%
To inform	17	50.0%	69	47.6%
To educate	0	.0%	17	11.7%
To mobilise the public	0	.0%	5	3.4%
To be a public watchdog	1	2.9%	11	7.6%
Other	4	11.8%	5	3.4%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V020a Amount of output: article	UK		Other Country	
	Number	Percentage	Number	Percentage
	None	5	14.7%	29
One	8	23.5%	26	17.9%
Two	6	17.6%	24	16.6%
Three	6	17.6%	19	13.1%
Four	0	.0%	14	9.7%
Five	2	5.9%	9	6.2%
More than five	7	20.6%	23	15.9%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V020b Amount of output: blog	UK		Other Country	
	Number	Percentage	Number	Percentage
	None	15	44.1%	87
One	8	23.5%	21	14.5%
Two	3	8.8%	12	8.3%
Three	3	8.8%	6	4.1%
Four	1	2.9%	4	2.8%
Five	0	.0%	2	1.4%
More than five	4	11.8%	11	7.6%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020c Amount of output: website	UK		Other Country	
	Number	Percentage	Number	Percentage
	None	13	38.2%	62
One	7	20.6%	24	16.6%
Two	5	14.7%	14	9.7%
Three	4	11.8%	8	5.5%
Four	1	2.9%	10	6.9%
Five	0	.0%	7	4.8%
More than five	4	11.8%	18	12.4%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020d Amount of output: podcast	UK		Other Country	
	Number	Percentage	Number	Percentage
	None	27	79.4%	108
One	3	8.8%	22	15.2%
Two	2	5.9%	7	4.8%
Three	2	5.9%	2	1.4%
Four	0	.0%	0	.0%
Five	0	.0%	1	.7%
More than five	0	.0%	3	2.1%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020e Amount of output: promotional text	UK		Other Country	
	Number	Percentage	Number	Percentage
	None	26	76.5%	110
One	5	14.7%	21	14.5%
Two	1	2.9%	6	4.1%
Three	0	.0%	2	1.4%
Four	1	2.9%	0	.0%
Five	0	.0%	1	.7%
More than five	1	2.9%	3	2.1%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020f Amount of output: press release	UK		Other Country	
	Number	Percentage	Number	Percentage
	None	28	82.4%	100
One	3	8.8%	22	15.2%
Two	1	2.9%	8	5.5%
Three	1	2.9%	4	2.8%
Four	0	.0%	2	1.4%
Five	1	2.9%	2	1.4%
More than five	0	.0%	5	3.4%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020g Amount of output: exhibition	UK		Other Country	
	Number	Percentage	Number	Percentage
None	31	91.2%	127	87.6%
One	3	8.8%	10	6.9%
Two	0	.0%	1	.7%
Three	0	.0%	2	1.4%
Four	0	.0%	0	.0%
Five	0	.0%	0	.0%
More than five	0	.0%	3	2.1%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020h Amount of output: book	UK		Other Country	
	Number	Percentage	Number	Percentage
None	26	76.5%	108	74.5%
One	7	20.6%	25	17.2%
Two	1	2.9%	4	2.8%
Three	0	.0%	3	2.1%
Four	0	.0%	1	.7%
Five	0	.0%	1	.7%
More than five	0	.0%	1	.7%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V020j Amount of output: other	UK		Other Country	
	Number	Percentage	Number	Percentage
None	0	.0%	0	.0%
One	0	.0%	2	28.6%
Two	0	.0%	2	28.6%
Three	1	100.0%	1	14.3%
Four	0	.0%	1	14.3%
Five	0	.0%	0	.0%
More than five	0	.0%	1	14.3%
Total	1	100.0%	7	100.0%

V021a Story ideas: press release/press officers	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	10	29.4%	38
Occasionally	19	55.9%	82	56.6%
Never	1	2.9%	7	4.8%
DK	0	.0%	1	.7%
N/A	2	5.9%	5	3.4%
No answer	2	5.9%	12	8.3%
Total	34	100.0%	145	100.0%

V021b Story ideas: conferences	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	5	14.7%	27
Occasionally	21	61.8%	97	66.9%
Never	3	8.8%	7	4.8%
DK	1	2.9%	0	.0%
N/A	2	5.9%	4	2.8%
No answer	2	5.9%	10	6.9%
Total	34	100.0%	145	100.0%

V021c Story ideas: other media outlets	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	5	14.7%	24
Occasionally	19	55.9%	81	55.9%
Never	5	14.7%	5	3.4%
DK	0	.0%	2	1.4%
N/A	1	2.9%	8	5.5%
No answer	4	11.8%	25	17.2%
Total	34	100.0%	145	100.0%

V021d Story ideas: Nature	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	5	14.7%	27
Occasionally	19	55.9%	80	55.2%
Never	6	17.6%	16	11.0%
DK	0	.0%	0	.0%
N/A	2	5.9%	8	5.5%
No answer	2	5.9%	14	9.7%
Total	34	100.0%	145	100.0%

V021e Story ideas: Science	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	5	14.7%	29
Occasionally	16	47.1%	80	55.2%
Never	7	20.6%	16	11.0%
DK	1	2.9%	1	.7%
N/A	3	8.8%	7	4.8%
No answer	2	5.9%	12	8.3%
Total	34	100.0%	145	100.0%

V021f Story ideas: other science journal	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	7	20.6%	33
Occasionally	20	58.8%	82	56.6%
Never	1	2.9%	9	6.2%
DK	1	2.9%	2	1.4%
N/A	3	8.8%	4	2.8%
No answer	2	5.9%	15	10.3%
Total	34	100.0%	145	100.0%

V021g Story ideas: exhibition	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	0	.0%	2
Occasionally	16	47.1%	68	46.9%
Never	11	32.4%	43	29.7%
DK	1	2.9%	1	.7%
N/A	4	11.8%	7	4.8%
No answer	2	5.9%	24	16.6%
Total	34	100.0%	145	100.0%

V021h Story ideas: science media centre	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	2	5.9%	7
Occasionally	7	20.6%	37	25.5%
Never	19	55.9%	59	40.7%
DK	1	2.9%	9	6.2%
N/A	4	11.8%	9	6.2%
No answer	1	2.9%	24	16.6%
Total	34	100.0%	145	100.0%

V021i Story ideas: personal contacts	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	13	38.2%	46
Occasionally	15	44.1%	82	56.6%
Never	3	8.8%	5	3.4%
DK	1	2.9%	0	.0%
N/A	1	2.9%	5	3.4%
No answer	1	2.9%	7	4.8%
Total	34	100.0%	145	100.0%

V021j Story ideas: social networking	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	3	8.8%	11
Occasionally	12	35.3%	50	34.5%
Never	15	44.1%	53	36.6%
DK	0	.0%	4	2.8%
N/A	1	2.9%	9	6.2%
No answer	3	8.8%	18	12.4%
Total	34	100.0%	145	100.0%

V021k Story ideas: blog by working scientist	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	4	11.8%	6
Occasionally	23	67.6%	89	61.4%
Never	4	11.8%	19	13.1%
DK	0	.0%	2	1.4%
N/A	2	5.9%	7	4.8%
No answer	1	2.9%	22	15.2%
Total	34	100.0%	145	100.0%

V021l Story ideas: newswire/press agency	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	3	8.8%	19
Occasionally	14	41.2%	52	35.9%
Never	9	26.5%	32	22.1%
DK	4	11.8%	12	8.3%
N/A	3	8.8%	14	9.7%
No answer	1	2.9%	16	11.0%
Total	34	100.0%	145	100.0%

V021m Story ideas: Alphagalileo/Eurekaalert	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	5	14.7%	12
Occasionally	8	23.5%	24	16.6%
Never	8	23.5%	41	28.3%
DK	8	23.5%	25	17.2%
N/A	4	11.8%	23	15.9%
No answer	1	2.9%	20	13.8%
Total	34	100.0%	145	100.0%

V021n Story ideas: other blogs	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	2	5.9%	4
Occasionally	9	26.5%	34	23.4%
Never	5	14.7%	39	26.9%
DK	7	20.6%	19	13.1%
N/A	7	20.6%	27	18.6%
No answer	4	11.8%	22	15.2%
Total	34	100.0%	145	100.0%

V022 Images or b-roll	UK		Other Country	
	Number	Percentage	Number	Percentage
	Frequently	3	8.8%	27
Occasionally	12	35.3%	58	40.0%
Never	9	26.5%	28	19.3%
DK	3	8.8%	9	6.2%
N/A	6	17.6%	18	12.4%
No answer	1	2.9%	5	3.4%
Total	34	100.0%	145	100.0%

V023 Five years time - still working in field	UK		Other Country	
	Number	Percentage	Number	Percentage
	Yes, certainly	7	20.6%	43
Yes, probably	13	38.2%	59	40.7%
No, probably not	3	8.8%	19	13.1%
Certainly not	0	.0%	2	1.4%
DK	9	26.5%	21	14.5%
N/A	1	2.9%	0	.0%
No answer	1	2.9%	1	.7%
Total	34	100.0%	145	100.0%

V024a Changes to publication/employer in last five years	UK		Other Country	
	Number	Percentage	Number	Percentage
	Hired more science, environment, health and technology staff	9	26.5%	42
Cut its science, environment, health and technology staff	10	29.4%	41	28.3%
Made no changes	8	23.5%	46	31.7%
Other	4	11.8%	9	6.2%
No answer	3	8.8%	7	4.8%
Total	34	100.0%	145	100.0%

V025 Amount of output change over last five years	UK		Other Country	
	Number	Percentage	Number	Percentage
	Increased dramatically	5	14.7%	21
Increased	11	32.4%	70	48.3%
Stayed the same	5	14.7%	24	16.6%
Decreased	3	8.8%	13	9.0%
Decreased dramatically	2	5.9%	3	2.1%
DK	7	20.6%	11	7.6%
No answer	1	2.9%	3	2.1%
Total	34	100.0%	145	100.0%

V026a Media output change: print	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	10	29.4%	62
Less often	6	17.6%	18	12.4%
The same	7	20.6%	31	21.4%
Never	0	.0%	6	4.1%
DK	0	.0%	0	.0%
N/A	11	32.4%	22	15.2%
No answer	0	.0%	6	4.1%
Total	34	100.0%	145	100.0%

V026b Media output change: radio	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	6	17.6%	18
Less often	4	11.8%	18	12.4%
The same	4	11.8%	13	9.0%
Never	3	8.8%	36	24.8%
DK	0	.0%	3	2.1%
N/A	17	50.0%	40	27.6%
No answer	0	.0%	17	11.7%
Total	34	100.0%	145	100.0%

V026c Media output change: television	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	3	8.8%	15
Less often	2	5.9%	13	9.0%
The same	1	2.9%	14	9.7%
Never	7	20.6%	40	27.6%
DK	0	.0%	4	2.8%
N/A	21	61.8%	41	28.3%
No answer	0	.0%	18	12.4%
Total	34	100.0%	145	100.0%

V026d Media output change: podcast	UK		Other Country	
	Number	Percentage	Number	Percentage
More often	4	11.8%	10	6.9%
Less often	5	14.7%	7	4.8%
The same	2	5.9%	11	7.6%
Never	4	11.8%	43	29.7%
DK	0	.0%	7	4.8%
N/A	19	55.9%	45	31.0%
No answer	0	.0%	22	15.2%
Total	34	100.0%	145	100.0%

V026e Media output change: video podcast	UK		Other Country	
	Number	Percentage	Number	Percentage
More often	1	2.9%	7	4.8%
Less often	6	17.6%	4	2.8%
The same	2	5.9%	9	6.2%
Never	5	14.7%	45	31.0%
DK	0	.0%	8	5.5%
N/A	19	55.9%	48	33.1%
No answer	1	2.9%	24	16.6%
Total	34	100.0%	145	100.0%

V026f Media output change: blog	UK		Other Country	
	Number	Percentage	Number	Percentage
More often	5	14.7%	31	21.4%
Less often	6	17.6%	18	12.4%
The same	1	2.9%	11	7.6%
Never	4	11.8%	29	20.0%
DK	0	.0%	5	3.4%
N/A	17	50.0%	32	22.1%
No answer	1	2.9%	19	13.1%
Total	34	100.0%	145	100.0%

V026g Media output change: web story	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	7	20.6%	40
Less often	7	20.6%	22	15.2%
The same	5	14.7%	15	10.3%
Never	2	5.9%	13	9.0%
DK	0	.0%	6	4.1%
N/A	13	38.2%	31	21.4%
No answer	0	.0%	18	12.4%
Total	34	100.0%	145	100.0%

V026h Media output change: book	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	4	11.8%	15
Less often	0	.0%	16	11.0%
The same	4	11.8%	19	13.1%
Never	6	17.6%	32	22.1%
DK	0	.0%	3	2.1%
N/A	19	55.9%	39	26.9%
No answer	1	2.9%	21	14.5%
Total	34	100.0%	145	100.0%

V026i Media output change: exhibition	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	2	5.9%	13
Less often	0	.0%	8	5.5%
The same	3	8.8%	12	8.3%
Never	4	11.8%	40	27.6%
DK	0	.0%	7	4.8%
N/A	23	67.6%	43	29.7%
No answer	2	5.9%	22	15.2%
Total	34	100.0%	145	100.0%

V026j Media output change: other	UK		Other Country	
	Number	Percentage	Number	Percentage
	More often	0	.0%	2
Less often	0	.0%	3	2.1%
The same	1	2.9%	1	.7%
Never	1	2.9%	9	6.2%
DK	0	.0%	2	1.4%
N/A	16	47.1%	32	22.1%
No answer	16	47.1%	96	66.2%
Total	34	100.0%	145	100.0%

V027 Direct quotes from press release/press officers	UK		Other Country	
	Number	Percentage	Number	Percentage
	Increased	3	8.8%	32
The same frequency	8	23.5%	38	26.2%
Became less frequent	5	14.7%	16	11.0%
Never used such quotes	7	20.6%	21	14.5%
DK	0	.0%	7	4.8%
N/A	11	32.4%	27	18.6%
No answer	0	.0%	4	2.8%
Total	34	100.0%	145	100.0%

V028a Future: science journalism is a dying profession	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	2
Agree	3	8.8%	11	7.6%
Neither agree nor disagree	8	23.5%	17	11.7%
Disagree	16	47.1%	67	46.2%
Totally disagree	6	17.6%	40	27.6%
DK	0	.0%	7	4.8%
N/A	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028b Future: libel suits more common	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	6
Agree	6	17.6%	19	13.1%
Neither agree nor disagree	8	23.5%	23	15.9%
Disagree	7	20.6%	43	29.7%
Totally disagree	1	2.9%	18	12.4%
DK	11	32.4%	33	22.8%
N/A	0	.0%	3	2.1%
Total	34	100.0%	145	100.0%

V028c Future: too few people report on process	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	6	17.6%	25
Agree	10	29.4%	65	44.8%
Neither agree nor disagree	8	23.5%	23	15.9%
Disagree	4	11.8%	16	11.0%
Totally disagree	1	2.9%	4	2.8%
DK	5	14.7%	10	6.9%
N/A	0	.0%	1	.7%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028d Future: crisis	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	9
Agree	8	23.5%	45	31.0%
Neither agree nor disagree	10	29.4%	32	22.1%
Disagree	13	38.2%	42	29.0%
Totally disagree	0	.0%	8	5.5%
DK	2	5.9%	8	5.5%
N/A	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028e Future: PR driving news and reportage	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	3	8.8%	13
Agree	19	55.9%	70	48.3%
Neither agree nor disagree	3	8.8%	26	17.9%
Disagree	6	17.6%	23	15.9%
Totally disagree	0	.0%	1	.7%
DK	3	8.8%	10	6.9%
N/A	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V028f Future: high quality	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	3	8.8%	30
Agree	17	50.0%	52	35.9%
Neither agree nor disagree	11	32.4%	39	26.9%
Disagree	3	8.8%	13	9.0%
Totally disagree	0	.0%	0	.0%
DK	0	.0%	9	6.2%
N/A	0	.0%	1	.7%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028g Future: McNews	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	4	11.8%	17
Agree	19	55.9%	70	48.3%
Neither agree nor disagree	5	14.7%	24	16.6%
Disagree	1	2.9%	14	9.7%
Totally disagree	0	.0%	5	3.4%
DK	5	14.7%	14	9.7%
N/A	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028h Future: specialisation	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	3	8.8%	6
Agree	9	26.5%	52	35.9%
Neither agree nor disagree	9	26.5%	32	22.1%
Disagree	2	5.9%	14	9.7%
Totally disagree	0	.0%	2	1.4%
DK	11	32.4%	35	24.1%
N/A	0	.0%	2	1.4%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V028i Future: more interesting science	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	8	23.5%	24
Agree	14	41.2%	67	46.2%
Neither agree nor disagree	9	26.5%	33	22.8%
Disagree	3	8.8%	16	11.0%
Totally disagree	0	.0%	2	1.4%
DK	0	.0%	3	2.1%
N/A	0	.0%	0	.0%
Total	34	100.0%	145	100.0%

V028j Future: cut and paste from UK/US	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	4
Agree	8	23.5%	27	18.6%
Neither agree nor disagree	9	26.5%	23	15.9%
Disagree	11	32.4%	51	35.2%
Totally disagree	2	5.9%	26	17.9%
DK	3	8.8%	11	7.6%
N/A	0	.0%	2	1.4%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028k Future: unpopular with editors	UK		Other Country	
	Number	Percentage	Number	Percentage
Totally agree	0	.0%	18	12.4%
Agree	10	29.4%	41	28.3%
Neither agree nor disagree	10	29.4%	28	19.3%
Disagree	6	17.6%	37	25.5%
Totally disagree	1	2.9%	7	4.8%
DK	7	20.6%	13	9.0%
N/A	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V028l Future: more society less science	UK		Other Country	
	Number	Percentage	Number	Percentage
Totally agree	4	11.8%	18	12.4%
Agree	10	29.4%	45	31.0%
Neither agree nor disagree	6	17.6%	27	18.6%
Disagree	12	35.3%	34	23.4%
Totally disagree	1	2.9%	13	9.0%
DK	0	.0%	8	5.5%
N/A	1	2.9%	0	.0%
Total	34	100.0%	145	100.0%

V028m Future: stories stale after few days	UK		Other Country	
	Number	Percentage	Number	Percentage
Totally agree	5	14.7%	6	4.1%
Agree	17	50.0%	44	30.3%
Neither agree nor disagree	6	17.6%	28	19.3%
Disagree	2	5.9%	46	31.7%
Totally disagree	0	.0%	10	6.9%
DK	4	11.8%	11	7.6%
N/A	0	.0%	0	.0%
Total	34	100.0%	145	100.0%

V028n Future: exciting	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	6	17.6%	31
Agree	14	41.2%	39	26.9%
Neither agree nor disagree	6	17.6%	47	32.4%
Disagree	7	20.6%	18	12.4%
Totally disagree	0	.0%	1	.7%
DK	1	2.9%	7	4.8%
N/A	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V028o Future: low pay	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	8	23.5%	11
Agree	11	32.4%	36	24.8%
Neither agree nor disagree	6	17.6%	39	26.9%
Disagree	4	11.8%	14	9.7%
Totally disagree	0	.0%	3	2.1%
DK	5	14.7%	37	25.5%
N/A	0	.0%	4	2.8%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V029a Quantity of science journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
	Too much stuff	1	2.9%	1
Sufficient coverage	22	64.7%	41	28.3%
Insufficient coverage	9	26.5%	100	69.0%
DK	1	2.9%	1	.7%
N/A	0	.0%	2	1.4%
No answer	1	2.9%	0	.0%
Total	34	100.0%	145	100.0%

V029b Quality of science journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
	Very good	9	26.5%	3
Good	9	26.5%	51	35.2%
Fair	12	35.3%	69	47.6%
Bad	2	5.9%	11	7.6%
Very bad	1	2.9%	9	6.2%
DK	0	.0%	0	.0%
N/A	0	.0%	2	1.4%
No answer	1	2.9%	0	.0%
Total	34	100.0%	145	100.0%

V030 Tone of science news/reportage	UK		Other Country	
	Number	Percentage	Number	Percentage
	Too critical	0	.0%	5
Not critical enough	19	55.9%	86	59.3%
Generally fair	12	35.3%	44	30.3%
DK	3	8.8%	5	3.4%
N/A	0	.0%	5	3.4%
Total	34	100.0%	145	100.0%

V031 Working pressures	UK		Other Country	
	Number	Percentage	Number	Percentage
	Harming	19	55.9%	87
Not harming	1	2.9%	13	9.0%
Just changing	7	20.6%	17	11.7%
DK	7	20.6%	24	16.6%
N/A	0	.0%	3	2.1%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V032a Worry about science journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
	Quality of writing	8	23.5%	70
Type of job assignments I can get	7	20.6%	18	12.4%
Job security; to have a job next year at all	11	32.4%	36	24.8%
Other	7	20.6%	20	13.8%
No answer	1	2.9%	1	.7%
Total	34	100.0%	145	100.0%

V033a Criticisms of print media: eroded distinction of report and comment	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	7
Agree	10	29.4%	50	34.5%
Neither agree nor disagree	8	23.5%	42	29.0%
Disagree	11	32.4%	32	22.1%
Totally disagree	1	2.9%	3	2.1%
DK	3	8.8%	9	6.2%
N/A	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V033b Criticisms of print media: factual errors, slopping writing	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	2	5.9%	11
Agree	10	29.4%	48	33.1%
Neither agree nor disagree	8	23.5%	37	25.5%
Disagree	8	23.5%	35	24.1%
Totally disagree	2	5.9%	2	1.4%
DK	4	11.8%	10	6.9%
N/A	0	.0%	0	.0%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V033c Criticisms of print media: little attention paid to complex issues	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	8	23.5%	29
Agree	12	35.3%	79	54.5%
Neither agree nor disagree	7	20.6%	18	12.4%
Disagree	4	11.8%	13	9.0%
Totally disagree	1	2.9%	2	1.4%
DK	2	5.9%	2	1.4%
N/A	0	.0%	0	.0%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V033d Criticisms of print media: newspapers are a thing of the past	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	2
Agree	3	8.8%	16	11.0%
Neither agree nor disagree	7	20.6%	43	29.7%
Disagree	19	55.9%	66	45.5%
Totally disagree	2	5.9%	13	9.0%
DK	2	5.9%	4	2.8%
N/A	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V033e Criticisms of print media: 'death of print journalism' is exaggerated	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	3	8.8%	19
Agree	15	44.1%	67	46.2%
Neither agree nor disagree	8	23.5%	17	11.7%
Disagree	3	8.8%	24	16.6%
Totally disagree	0	.0%	3	2.1%
DK	5	14.7%	14	9.7%
N/A	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V033f Criticisms of print media: internet is changing journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	8	23.5%	34
Agree	20	58.8%	71	49.0%
Neither agree nor disagree	6	17.6%	19	13.1%
Disagree	0	.0%	17	11.7%
Totally disagree	0	.0%	1	.7%
DK	0	.0%	2	1.4%
N/A	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V033g Criticisms of print media: press is too cynical	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	2	5.9%	10
Agree	5	14.7%	17	11.7%
Neither agree nor disagree	11	32.4%	46	31.7%
Disagree	15	44.1%	59	40.7%
Totally disagree	1	2.9%	7	4.8%
DK	0	.0%	4	2.8%
N/A	0	.0%	1	.7%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V033h Criticisms of print media: journalists out of touch with audience	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	0	.0%	3
Agree	5	14.7%	27	18.6%
Neither agree nor disagree	10	29.4%	48	33.1%
Disagree	15	44.1%	48	33.1%
Totally disagree	2	5.9%	7	4.8%
DK	2	5.9%	12	8.3%
N/A	0	.0%	0	.0%
Total	34	100.0%	145	100.0%

V033i Criticisms of print media: journalists' ideology biases reporting	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	1	2.9%	5
Agree	7	20.6%	44	30.3%
Neither agree nor disagree	11	32.4%	47	32.4%
Disagree	9	26.5%	31	21.4%
Totally disagree	2	5.9%	9	6.2%
DK	4	11.8%	6	4.1%
N/A	0	.0%	2	1.4%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V033j Criticisms of print media: press is too timid	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	0	.0%	11
Agree	13	38.2%	45	31.0%
Neither agree nor disagree	8	23.5%	45	31.0%
Disagree	12	35.3%	25	17.2%
Totally disagree	1	2.9%	3	2.1%
DK	0	.0%	10	6.9%
N/A	0	.0%	4	2.8%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%

V033k Criticisms of print media: 24 hour news weakens journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	5	14.7%	17
Agree	10	29.4%	48	33.1%
Neither agree nor disagree	6	17.6%	33	22.8%
Disagree	9	26.5%	32	22.1%
Totally disagree	1	2.9%	5	3.4%
DK	3	8.8%	8	5.5%
N/A	0	.0%	1	.7%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V033I Criticisms of print media: internet material is too often unvetted	UK		Other Country	
	Number	Percentage	Number	Percentage
	Totally agree	4	11.8%	15
Agree	11	32.4%	53	36.6%
Neither agree nor disagree	9	26.5%	31	21.4%
Disagree	7	20.6%	22	15.2%
Totally disagree	0	.0%	1	.7%
DK	3	8.8%	15	10.3%
N/A	0	.0%	5	3.4%
No answer	0	.0%	3	2.1%
Total	34	100.0%	145	100.0%

V034a Sponsorship of science desk	UK		Other Country	
	Number	Percentage	Number	Percentage
	No	20	58.8%	60
Yes	14	41.2%	84	57.9%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V034b Who should sponsor: government agency	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	10	29.4%	51
Not a suitable sponsor	4	11.8%	32	22.1%
DK	1	2.9%	11	7.6%
NA	1	2.9%	1	.7%
No answer	18	52.9%	50	34.5%
Total	34	100.0%	145	100.0%

V034c Who should sponsor: leading national university	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	11	32.4%	66
Not a suitable sponsor	4	11.8%	22	15.2%
DK	1	2.9%	8	5.5%
NA	0	.0%	0	.0%
No answer	18	52.9%	49	33.8%
Total	34	100.0%	145	100.0%

V034d Who should sponsor: foreign university (not on paper Q)	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	5	14.7%	29
Not a suitable sponsor	3	8.8%	20	13.8%
DK	3	8.8%	11	7.6%
NA	0	.0%	1	.7%
No answer	23	67.6%	84	57.9%
Total	34	100.0%	145	100.0%

V034e Who should sponsor: national pharmaceutical industry	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	1	2.9%	13
Not a suitable sponsor	14	41.2%	74	51.0%
DK	0	.0%	3	2.1%
NA	1	2.9%	3	2.1%
No answer	18	52.9%	52	35.9%
Total	34	100.0%	145	100.0%

V034f Who should sponsor: other national industry	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	3	8.8%	21
Not a suitable sponsor	9	26.5%	55	37.9%
DK	3	8.8%	11	7.6%
NA	1	2.9%	4	2.8%
No answer	18	52.9%	54	37.2%
Total	34	100.0%	145	100.0%

V034g Who should sponsor: foreign industry	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	1	2.9%	17
Not a suitable sponsor	11	32.4%	58	40.0%
DK	3	8.8%	13	9.0%
NA	1	2.9%	3	2.1%
No answer	18	52.9%	54	37.2%
Total	34	100.0%	145	100.0%

V034h Who should sponsor: national charitable foundation	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	12	35.3%	82
Not a suitable sponsor	2	5.9%	7	4.8%
DK	1	2.9%	5	3.4%
NA	1	2.9%	1	.7%
No answer	18	52.9%	50	34.5%
Total	34	100.0%	145	100.0%

V034i Who should sponsor: foreign charitable foundation	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	9	26.5%	66
Not a suitable sponsor	4	11.8%	16	11.0%
DK	3	8.8%	9	6.2%
NA	1	2.9%	1	.7%
No answer	17	50.0%	53	36.6%
Total	34	100.0%	145	100.0%

V034k Who should sponsor: other	UK		Other Country	
	Number	Percentage	Number	Percentage
	A suitable sponsor	0	.0%	12
Not a suitable sponsor	1	2.9%	1	.7%
DK	2	5.9%	4	2.8%
NA	1	2.9%	11	7.6%
No answer	30	88.2%	117	80.7%
Total	34	100.0%	145	100.0%

V035 Where is science journalism moving	UK		Other Country	
	Number	Percentage	Number	Percentage
	On the right track	9	26.5%	40
On the wrong track	4	11.8%	26	17.9%
DK	20	58.8%	73	50.3%
NA	1	2.9%	5	3.4%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036a What makes a good science journalist: online media training	UK		Other Country	
	Number	Percentage	Number	Percentage
	Very important	6	17.6%	35
Important	15	44.1%	61	42.1%
Neither important nor unimportant	11	32.4%	32	22.1%
Unimportant	1	2.9%	9	6.2%
Totally unimportant	1	2.9%	2	1.4%
DK	0	.0%	5	3.4%
NA	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036b What makes a good science journalist: reporting the facts	UK		Other Country	
	Number	Percentage	Number	Percentage
	Very important	33	97.1%	113
Important	1	2.9%	28	19.3%
Neither important nor unimportant	0	.0%	1	.7%
Unimportant	0	.0%	1	.7%
Totally unimportant	0	.0%	0	.0%
DK	0	.0%	1	.7%
NA	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

	UK		Other Country	
	Number	Percentage	Number	Percentage
Very important	16	47.1%	67	46.2%
Important	9	26.5%	56	38.6%
Neither important nor unimportant	6	17.6%	17	11.7%
Unimportant	0	.0%	2	1.4%
Totally unimportant	2	5.9%	0	.0%
DK	0	.0%	2	1.4%
NA	1	2.9%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036d What makes a good science journalist: numeracy/grasp of statistics	UK		Other Country	
	Number	Percentage	Number	Percentage
Very important	19	55.9%	59	40.7%
Important	14	41.2%	68	46.9%
Neither important nor unimportant	0	.0%	9	6.2%
Unimportant	1	2.9%	5	3.4%
Totally unimportant	0	.0%	0	.0%
DK	0	.0%	3	2.1%
NA	0	.0%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036e What makes a good science journalist: science degree	UK		Other Country	
	Number	Percentage	Number	Percentage
Very important	5	14.7%	9	6.2%
Important	10	29.4%	46	31.7%
Neither important nor unimportant	6	17.6%	59	40.7%
Unimportant	10	29.4%	24	16.6%
Totally unimportant	2	5.9%	3	2.1%
DK	0	.0%	3	2.1%
NA	0	.0%	0	.0%
No answer	1	2.9%	1	.7%
Total	34	100.0%	145	100.0%

V036f What makes a good science journalist: investigative journalism	UK		Other Country	
	Number	Percentage	Number	Percentage
Very important	10	29.4%	50	34.5%
Important	16	47.1%	59	40.7%
Neither important nor unimportant	5	14.7%	25	17.2%
Unimportant	2	5.9%	3	2.1%
Totally unimportant	0	.0%	1	.7%
DK	0	.0%	6	4.1%
NA	1	2.9%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036g What makes a good science journalist: trained in relevant science	UK		Other Country	
	Number	Percentage	Number	Percentage
	Very important	2	5.9%	33
Important	10	29.4%	52	35.9%
Neither important nor unimportant	13	38.2%	36	24.8%
Unimportant	6	17.6%	18	12.4%
Totally unimportant	3	8.8%	3	2.1%
DK	0	.0%	1	.7%
NA	0	.0%	1	.7%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036h What makes a good science journalist: using images	UK		Other Country	
	Number	Percentage	Number	Percentage
	Very important	7	20.6%	42
Important	14	41.2%	64	44.1%
Neither important nor unimportant	9	26.5%	24	16.6%
Unimportant	3	8.8%	8	5.5%
Totally unimportant	0	.0%	1	.7%
DK	0	.0%	5	3.4%
NA	1	2.9%	0	.0%
No answer	0	.0%	1	.7%
Total	34	100.0%	145	100.0%

V036j What makes a good science journalist: other	UK		Other Country	
	Number	Percentage	Number	Percentage
Very important	1	2.9%	15	10.3%
Important	1	2.9%	2	1.4%
Neither important nor unimportant	1	2.9%	1	.7%
Unimportant	0	.0%	1	.7%
Totally unimportant	0	.0%	0	.0%
DK	0	.0%	7	4.8%
NA	4	11.8%	7	4.8%
No answer	27	79.4%	112	77.2%
Total	34	100.0%	145	100.0%

V037 Satisfied with work as science journalist	UK		Other Country	
	Number	Percentage	Number	Percentage
Completely satisfied	1	2.9%	17	11.7%
Satisfied	22	64.7%	84	57.9%
Neither satisfied nor dissatisfied	3	8.8%	30	20.7%
Dissatisfied	3	8.8%	7	4.8%
Completely dissatisfied	0	.0%	1	.7%
DK	0	.0%	1	.7%
NA	4	11.8%	4	2.8%
No answer	1	2.9%	1	.7%
Total	34	100.0%	145	100.0%

V038 Recommend a career as science journalist	UK		Other Country	
	Number	Percentage	Number	Percentage
Yes, certainly	9	26.5%	49	33.8%
Yes, probably	17	50.0%	64	44.1%
Probably not	6	17.6%	18	12.4%
Definitely not	1	2.9%	6	4.1%
DK	1	2.9%	6	4.1%
NA	0	.0%	0	.0%
No answer	0	.0%	2	1.4%
Total	34	100.0%	145	100.0%