

**Table I. Comparison of socio-demographic information in surveys (%).**

<b>Authors</b>		Dingerkus et al.	Stahel & Schoen
<b>Year of survey</b>		2015	2017
<b>Estimated population (N)</b>		10'500 (or less)	10'500 (or less)
<b>Sample (N)</b>		909	637
<b>Region</b>	German speaking	73	81
	French speaking	19	13
	Italian speaking	8	6
	Total %	100	100
<b>Sex</b>	Female	39	35
<b>Age</b>	Mean Age	42	46
<b>Education</b>	Compulsory	9	2
	Secondary	11	19
	Tertiary studies	66	74
	Doctorate	3	5
	Some university studies, no degree	10	**
	Total %	100	100
<b>Media type*</b>	Television	10	12
	Radio	18	13
	(Professional, news) magazine	9	33
	Press agency	3	6
	Online-only media	5	12
	Commuter/tabloid newspaper and subscription newspapers	43	49
	Online (of offline media title) and other media type mix (no main)	11.9	**
	Total %	100	(multiple response)
<b>Employment</b>	Freelance	8	10
<b>Hierarchical role</b>	(Partial) managing role (chief editor, sectional chief etc.)	27	33
	Other (Trainee or Editor)	73	65
	Total %	100	100

\*The comparability of these values is limited due to differing data collection (exclusive vs. non-exclusive categories)

\*\* Data not collected in the survey.

Note: Slight differences may be ascribed to structural transformations in the media landscape within the last few years.