

(13.13)

The next five questions give different options for changes to the Business section. Please rate each. - Retaining Business as a separate section largely as it is and combining California coverage in the Main News (A) section.

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Not at all acceptable

Very acceptable

Retaining Business as a separate section, but changing its focus to include more personal finance and money management tips - including more consumer-oriented coverage of technology, autos, health care and investing. The section would be renamed Money, and broaden its scope beyond traditional business and industry stories.

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Not at all acceptable

Very acceptable

(15.15)

Combining the the weekday Business section with Sports. There would be no reduction in coverage, but the section would no longer stand alone except on Sundays.

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Not at all acceptable

Very acceptable

(16.16)

No separate Business section on Mondays. Breaking business news would appear in the Main News (A) section. There would be slight reduction in coverage on Monday, but increased coverage all other days.

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Not at all acceptable

Very acceptable

(17.17)

No daily Business section, but an expanded Sunday section focusing on personal finance and real estate. Daily, national economic news/stock information would be in Main, local business in California, entertainment industry stories in Calendar.

This option would not involve any reduction in staff or in the amount of news being covered.

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Not at all acceptable

Very acceptable