

## Details on each experience

### For more information:

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In 2003, the Readership Institute identified 44 distinct newspaper-reading experiences. Twenty-six are classified as Motivators (experiences that enhance or increase readership). Eighteen are classified as Inhibitors (experiences that have a negative impact on readership).

The full report is titled “Newspaper Experience Report” and can be found at <http://www.readership.org/consumers/NewsExp.htm>.

This document provides support material for the project report. Please read the full report before reading this document.

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This document provides a one-page summary sheet for each of the experiences. The sheet contains the following information:

### 1. The name of the experience

These names encapsulate the experience in a few words.. For example “Regular part of my day” is one of the experiences identified by the research.

### 2. The relative standing of each experience

Each experience is ranked according to its correlation to RBS. (The stronger the correlation to RBS, the higher the ranking.)

	Rank	Correlation to RBS
Motivator	1 of 26	0.46

### 3. Summary that describes main points of the experience

For example:

*Reading the newspaper is a habit for me. I follow a set routine in how and when I read the paper.*

### 4. The statements directly from the questionnaire that make up each experience factor

I usually read this newspaper at the same time every day.

I spend roughly the same amount of time each day reading this newspaper.

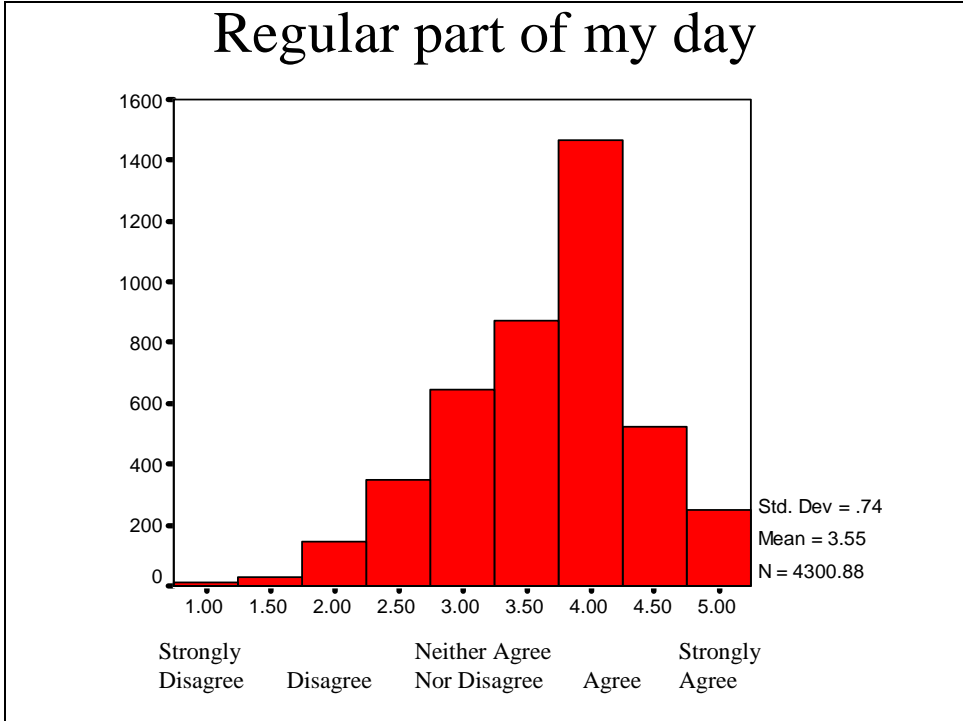
I follow a routine pattern each time I read it, reading the same sections in the same order.

I get this newspaper in basically the same way or from the same place every day.

## 5. Chart showing the distribution of responses to the experience

Each statement was rated on a 1-5 scale where 1 means the respondent strongly disagrees that the experience represents his/her own experience with the paper. A rating of five means the respondent feels the experience strongly reflects his/her own experience.

Note: Respondents did not rate each experience -- they rated each statement separately and RI later combined the statements using factor analysis. These charts represent respondents' average rating for each of the statements that make up the experience.



## 6. Summary of the mean rating for key demographic groups

The sample size was large enough to calculate mean experience ratings for age, gender, education and income. “Readers” is the overall mean score for the entire sample.

“Execs” is the average rating for the given experience by newspaper executives who took the same survey with the instruction to answer as they thought their typical reader would. Executives included the Publisher and department heads of the newsroom, circulation, advertising and marketing. at each of the 100 Impact newspapers.

In general, mean score differences of 0.15 or greater can be considered significant.

	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
1 Score	3.55	3.86	3.39	3.55	3.68	3.60	3.51	3.60	3.50	3.58	3.43	3.50	3.67
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

# **MOTIVATORS**

## Regular part of my day

	Rank	Correlation to RBS
Motivator	1 of 26	0.46

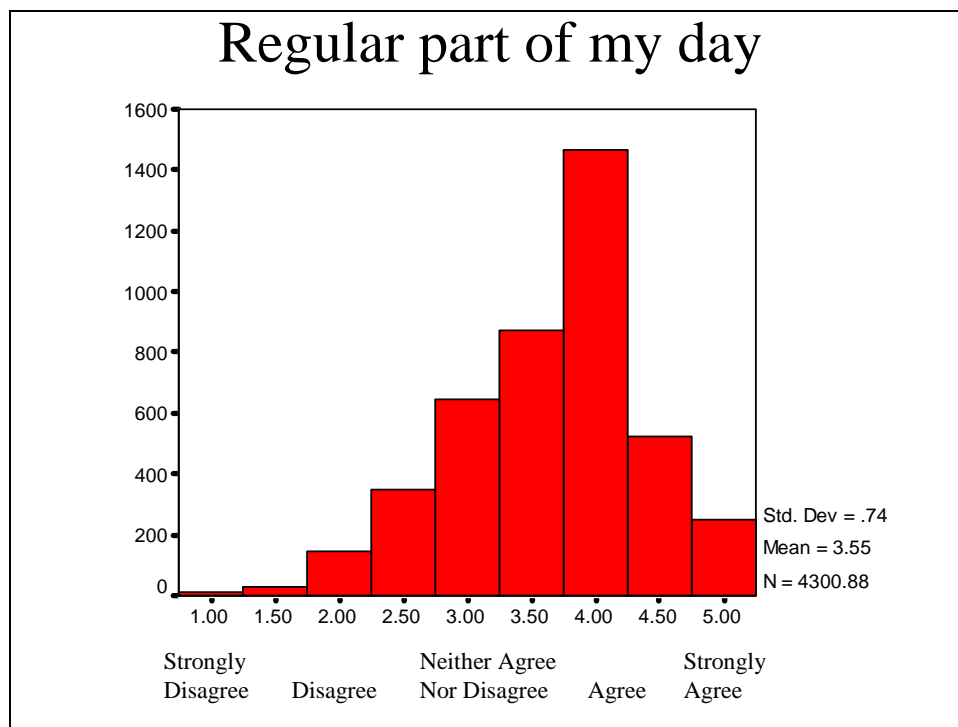
*Reading the newspaper is a habit for me. I follow a set routine in how and when I read the paper.*

I usually read this newspaper at the same time every day.

I spend roughly the same amount of time each day reading this newspaper.

I follow a routine pattern each time I read it, reading the same sections in the same order.

I get this newspaper in basically the same way or from the same place every day.



	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
1													
Score	3.55	3.86	3.39	3.55	3.68	3.60	3.51	3.60	3.50	3.58	3.43	3.50	3.67
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Looks out for my interests

	Rank	Correlation to RBS
Motivator	2 of 26	0.44

*Reading the newspaper helps me to participate and get the most out of being a member of the community. To not read, even for a short time, would be to become socially isolated and disadvantaged. The newspaper acts as a watchdog for citizens and society. It makes me enjoy the community more by helping me plan what I want to see or do.*

Reading this newspaper makes me feel like a better citizen.

I think people who do not read this newspaper or one like it are really at a disadvantage in life.

Reading this newspaper adds to my enjoyment of other things I do.

I feel a little out of it when I don't read this newspaper.

I feel like the day is incomplete if I miss reading this newspaper that day.

Our society would be much weaker without newspapers like this.

You can't go very long without reading it because you will fall behind.

People would be better parents if they read this newspaper.

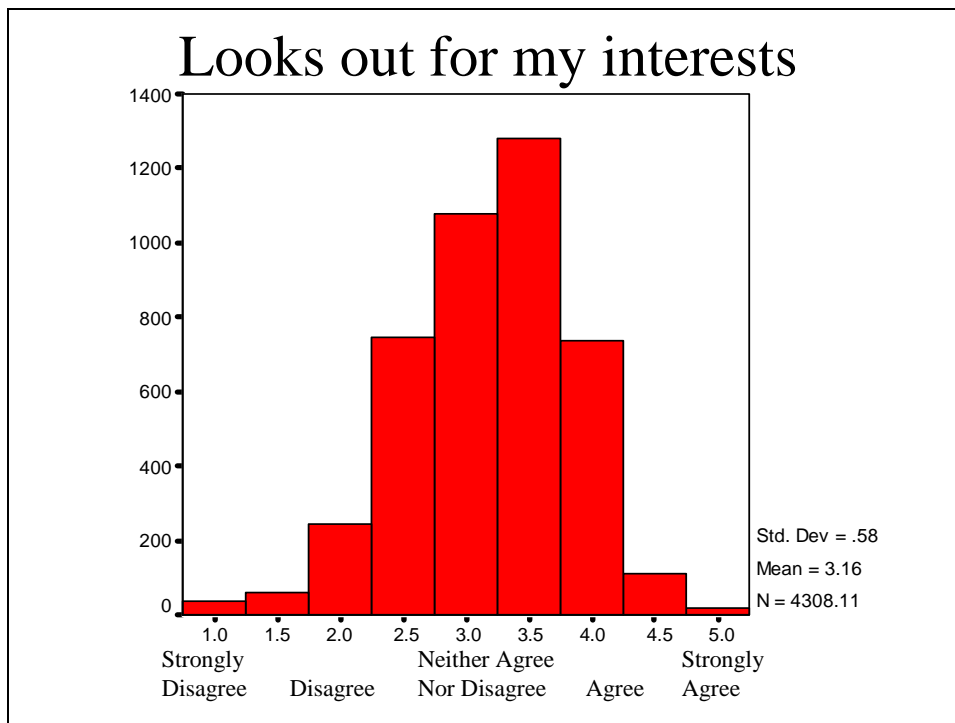
This newspaper helps me make up my mind about things.

I count on this newspaper to investigate wrongdoing.

It helps me plan what I want to see or do.

This newspaper performs a public service as important as the police or fire departments.

This newspaper is the best way of knowing what is going on in my community.



	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.16	3.70	3.00	3.15	3.32	3.14	3.19	3.18	3.15	3.17	3.18	3.14	3.21
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Something to talk about

	Rank	Correlation to RBS
Motivator	3 of 26	0.38

*The newspaper stimulates me to think about things and gives me things to talk about with others. It is important to remember what I read. The newspaper helps me give information to other people—something I really enjoy.*

I bring up things I've read in this newspaper in conversations with many other people.

I like to talk about the national news and current events I read about in it.

I like to talk about the local news I read.

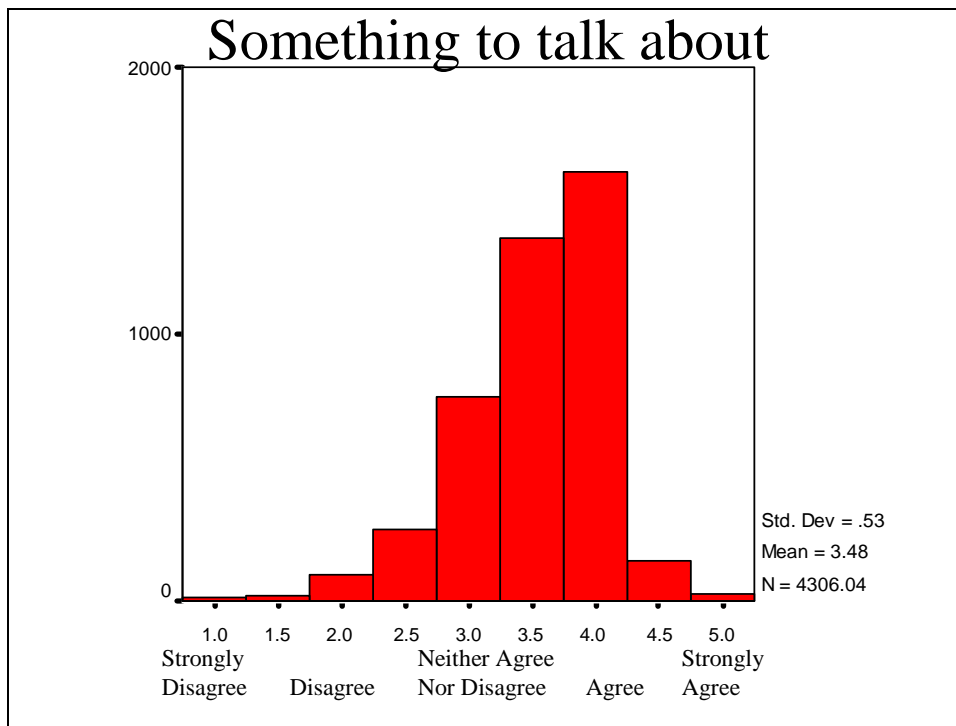
I like to give advice and tips to people I know based on things I've read in this newspaper.

I show things in the newspaper to people in my family.

I remember at least some of the things I have read in this newspaper for a long time.

It is important to me that I remember later what I have read in this newspaper.

I am mentally involved in this newspaper while reading it.



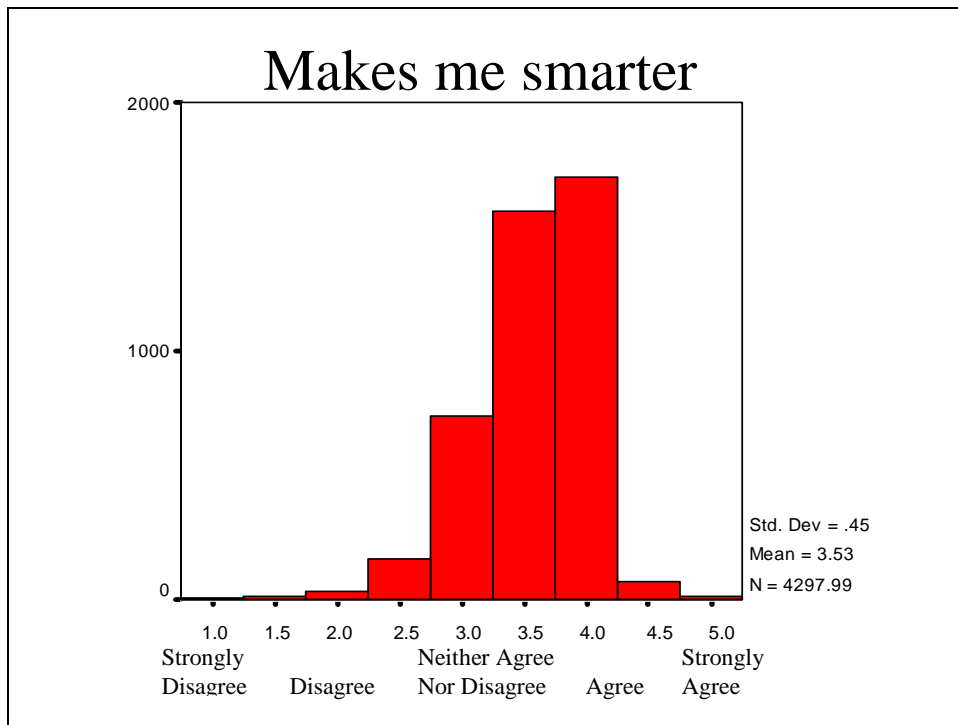
3	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.48	3.81	3.44	3.48	3.52	3.45	3.52	3.47	3.49	3.48	3.46	3.47	3.52
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Makes me smarter**

	Rank	Correlation to RBS
Motivator	4 of 26	0.35

*Reading the newspaper is an educational for me. I learn a lot from both the editorial and the ads. The newspaper is a source of ideas and insight for me. I value the special sections and appreciate the paper's efforts to make stories more understandable. I enjoy stories in other media more because I have read the newspaper.*

- I look at the newspaper as educational. I am gaining something.
- Even if I disagree with things in this newspaper, I feel like I have learned something valuable.
- This newspaper has columns that give good advice.
- I get ideas from this newspaper.
- It has a good variety of writers.
- This newspaper is good at telling stories about things that happen and how they turn out.
- It is an avenue to learning about new products.
- It often addresses issues or topics that I am very concerned about.
- I like this newspaper's use of small side stories and graphics.
- It shows me how other people live their lives.
- I enjoy reading stories in this newspaper that are also being covered on TV or radio.
- I especially like some of the special pages or sections that are regularly in the newspaper.



4	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.53	3.72	3.49	3.52	3.59	3.48	3.59	3.55	3.54	3.52	3.54	3.55	3.52
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## People I know

	Rank	Correlation to RBS
Motivator	5 of 26	0.29

*I am interested in detailed local information about people I know, weddings, obituaries and crime in the community.*

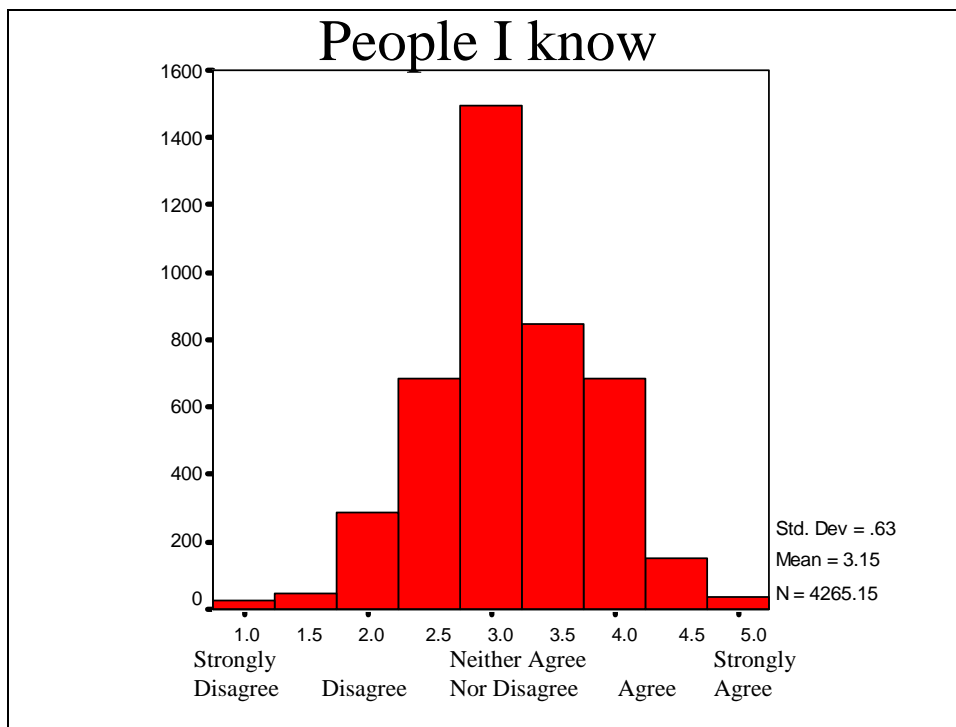
The obituaries are something I always read.

I see stories in this newspaper about people I know.

I see pictures of people in this newspaper that I recognize.

The weddings are something I always read.

I always read the stories about crime in my community.



5	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.15	3.67	3.01	3.12	3.28	3.02	3.26	3.33	3.21	3.05	3.29	3.18	3.07
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Touches & inspires me

	Rank	Correlation to RBS
Motivator	6 of 26	0.26

*The newspaper inspires me both to improve myself and to do new things. It enhances my self-esteem and makes me take pride in the accomplishments of other people. It makes me feel good and touches me emotionally.*

It inspires me in my own life.

Reading this newspaper makes me feel good about myself.

It features people who make you proud.

You learn how to improve yourself in this newspaper.

Some stories touch me deep down.

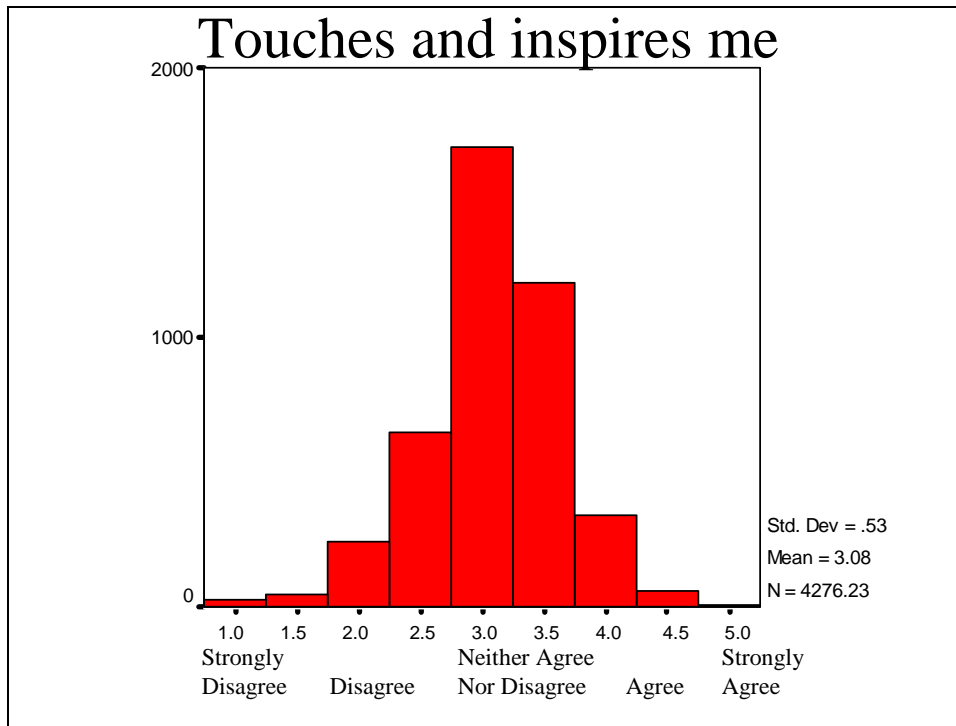
It gets me to try new things.

The newspaper definitely affects me emotionally.

Overall, it leaves you with a good feeling.

It helps me to see that there are good people in the world.

I use this newspaper to know how to make things.



6	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.08	3.29	2.95	3.08	3.16	2.99	3.17	3.18	3.12	3.02	3.18	3.09	3.03
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## High quality, unique content

	Rank	Correlation to RBS
Motivator	7 of 26	0.25

*I feel that the newspaper is a quality product. It is professionally-produced, interesting and has content I can't get elsewhere. I think the newspaper compares favorably to well-known newspapers.*

It is very professional.

They do a good job of covering things. They don't miss things.

R The quality of the writing is only so-so.

The newspaper itself is pretty cool.

R It can be pretty shallow.

R Much of this newspaper is uninteresting.

R The writing style is boring.

This newspaper is worth every penny they charge for it.

Many of the articles really are in-depth.

This newspaper does a good job with follow up stories.

You see things in this newspaper first.

R Sometimes the writing looks like no one has edited it.

R The weekday paper is basically the same old thing from day to day.

Some people think this newspaper is dumb.

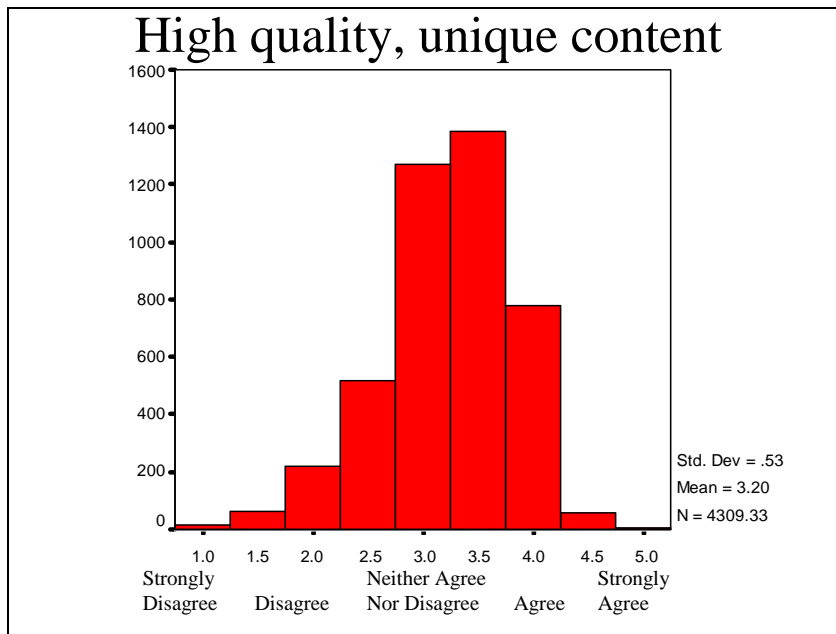
Overall, I would say the quality of the photography is great.

This newspaper compares favorably with the New York Times or the Wall Street Journal.

The front page stories are always worth reading.

This newspaper is basic vanilla.

This newspaper is good in that it has stories that are not covered on TV or radio.



7	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.20	3.31	3.19	3.18	3.27	3.14	3.26	3.35	3.22	3.14	3.24	3.23	3.19
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**I connect with the writers**

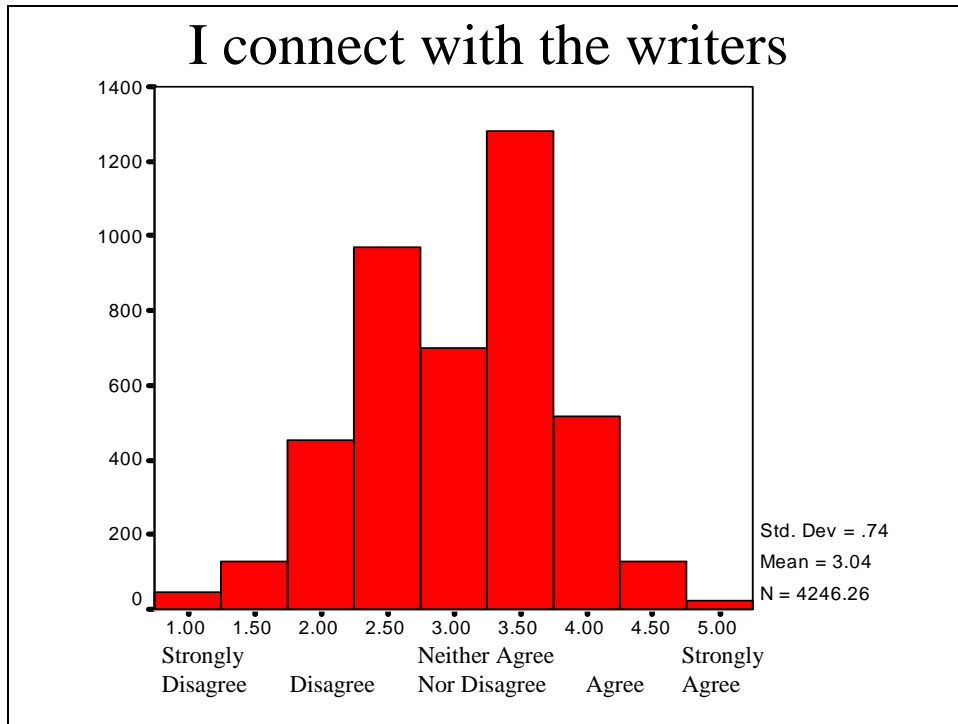
	Rank	Correlation to RBS
Motivator	8 of 26	0.25

*When I read an article, I notice who wrote it. I feel like I get to know certain writers and look forward to their work.*

I look forward to reading certain writers in this newspaper.

I feel like I get to know the people writing the stories.

For most of the articles I read, I notice the source or reporter's name.



8	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.04	3.38	2.88	3.01	3.20	3.00	3.08	2.97	3.09	3.03	3.11	3.04	3.04
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## My personal timeout

	Rank	Correlation to RBS
Motivator	9 of 26	0.24

*For me, reading the newspaper is a way of relaxing and taking a break from more stressful activities. I think of it as a treat to myself. When I read, I get comfortable and just lose myself in it.*

It's a treat for me.

I like to kick back and wind down with it.

My goal is to relax with it.

When I read this newspaper I lose myself in the pleasure of reading it.

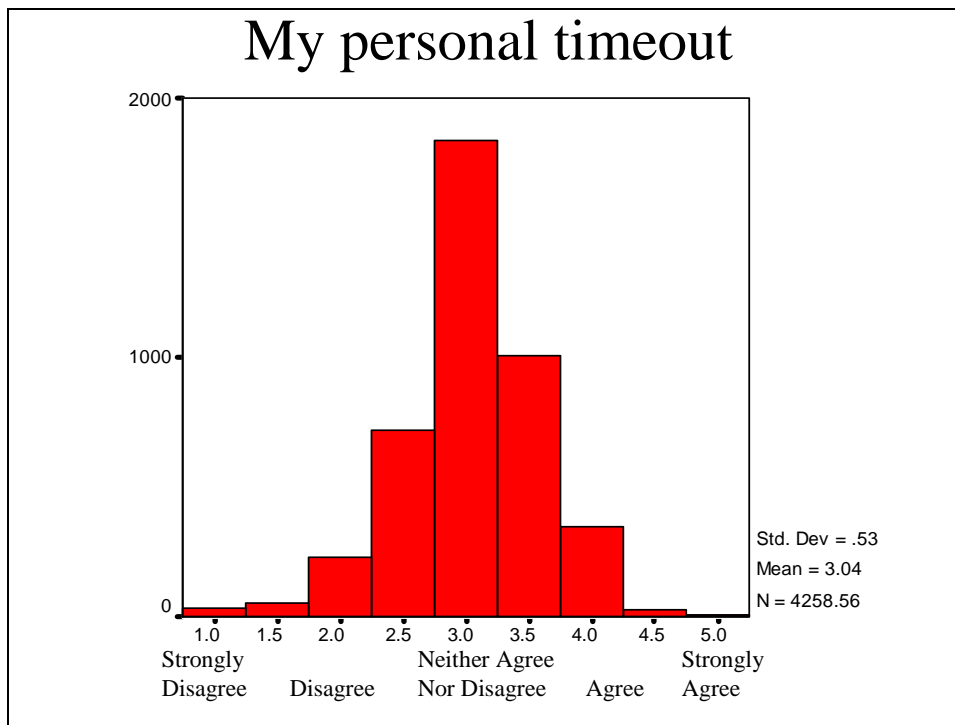
It is my reward for doing other things.

Reading this newspaper is a little bit of a luxury.

It is a quiet time.

I feel less stressed after reading it.

It is important to me to get comfortable when I read it.



9	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.04	3.21	3.02	3.04	3.07	2.99	3.09	3.18	3.07	2.98	3.13	3.06	3.02
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Makes me more interesting

	Rank	Correlation to RBS
Motivator	10 of 26	0.24

*The newspaper makes me more interesting and knowledgeable to other people and gives me a sense of belonging. I want other people to know I read the paper because I feel like it enhances my status. I enjoy sharing the newspaper with others.*

It makes me feel younger.

A big reason I read it is to make myself more interesting to other people.

Reading this newspaper is a little like belonging to a group.

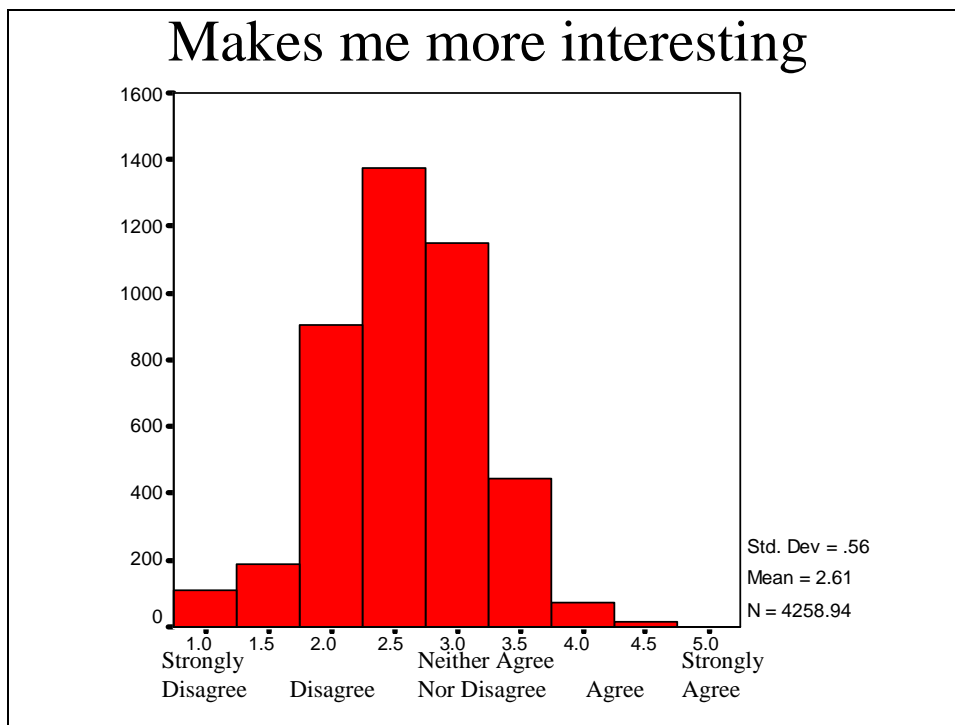
I like for other people to know that I read this newspaper.

The newspaper helps me understand or talk to the opposite sex better.

This newspaper deals with the same situations I find myself in.

I like to have the newspaper around so that others might read it.

I read this newspaper so I don't look foolish or uneducated.



	10	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.61	3.01	2.50	2.59	2.71	2.57	2.65	2.71	2.65	2.56	2.71	2.61	2.58	
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02	

## Commands my attention

	Rank	Correlation to RBS
Motivator	11 of 26	0.23

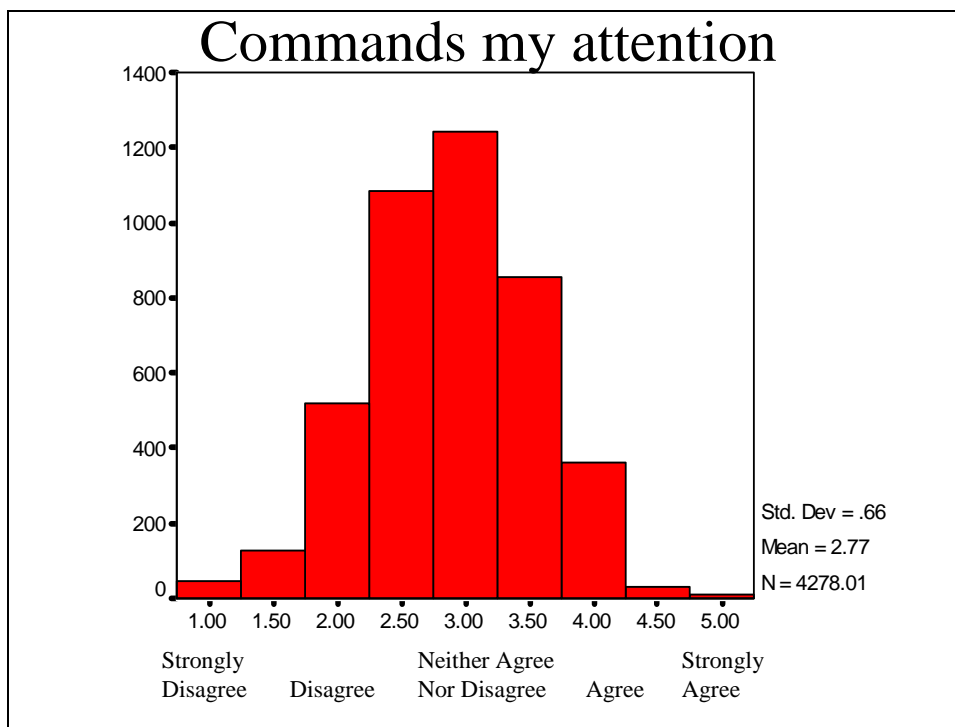
*When I read the paper, I really get into it. It is hard to put down and annoying when I get interrupted.*

It is hard to put it down when I am really into it.

When I read this newspaper, I get so involved that sometimes I don't even notice things going on around me.

I get a little annoyed if someone tries to talk to me or asks me a question when I am reading this newspaper.

It gets me excited about things.



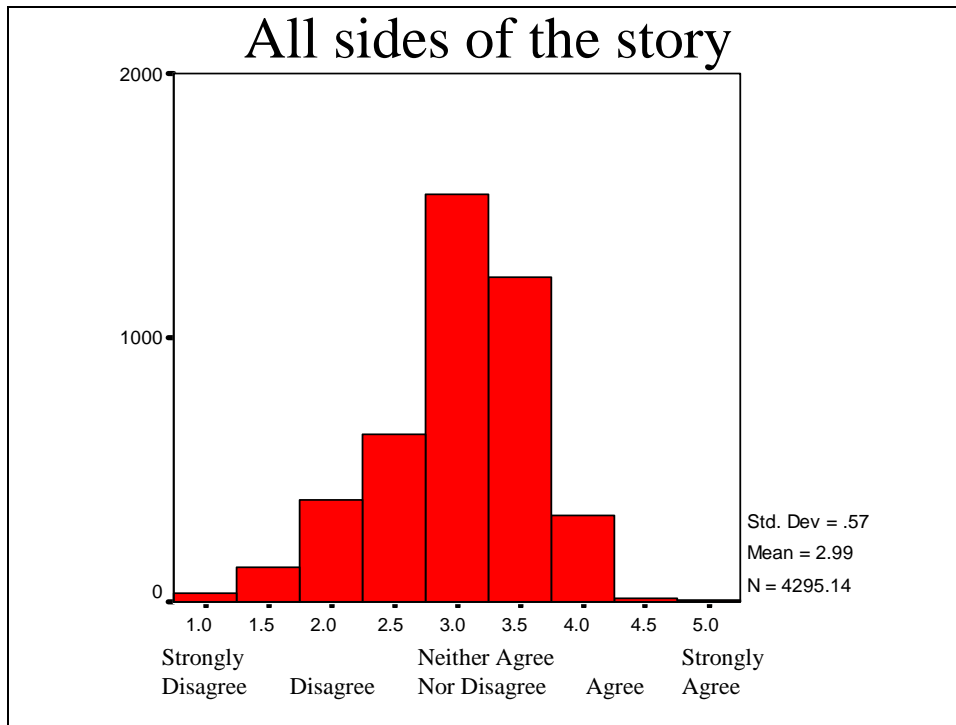
11	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.77	3.13	2.84	2.73	2.80	2.79	2.76	2.80	2.79	2.75	2.89	2.75	2.76
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## All sides of the story

	Rank	Correlation to RBS
Motivator	12 of 26	0.20

*The newspaper gives me different points of view. It seems to me to be accurate, fair and balanced, I can count on it to tell the truth and not sensationalize things.*

- R This newspaper only gives you one side of a story.  
It is unbiased in its reporting.  
I trust it to tell the truth.
- R This newspaper has a particular agenda that it is pushing.  
This newspaper offers a variety of different perspectives.
- R I think the people who publish this newspaper take themselves way too seriously.  
You don't have to worry about accuracy with this newspaper.
- R This newspaper needs a more diverse staff.  
It does not sensationalize things.  
It fits my own political views.
- R Newspapers print primarily what the establishment wants them to.
- R I think a lot of people take this newspaper way too seriously.



	12	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		2.99	3.25	3.01	2.97	3.04	2.93	3.06	3.15	3.01	2.94	3.08	3.00	2.99
Average		3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

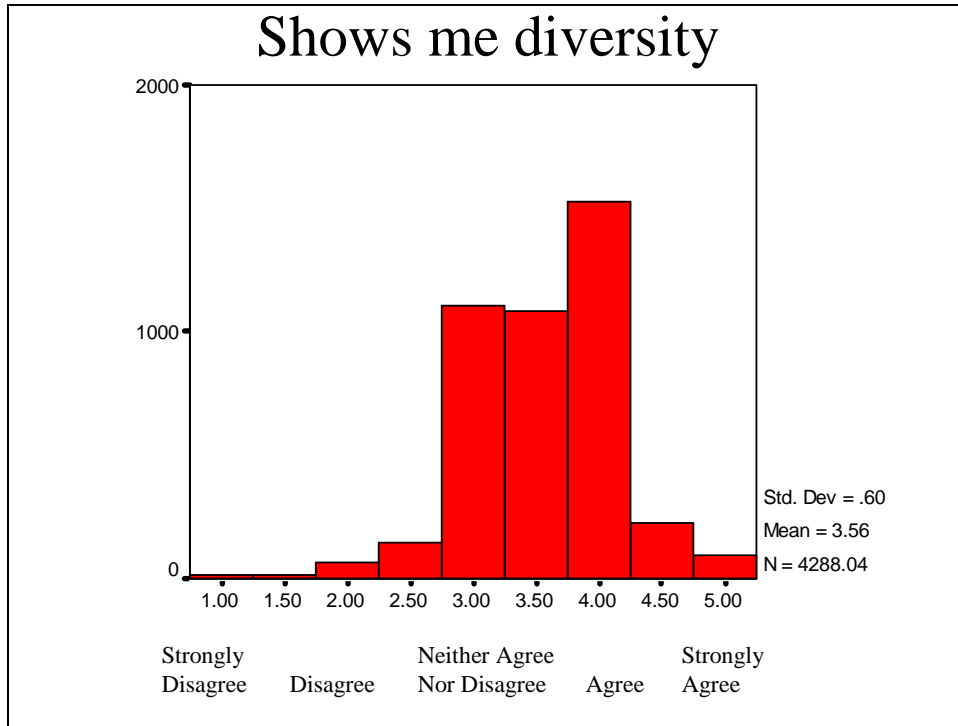
**Shows me diversity**

	Rank	Correlation to RBS
Motivator	13 of 26	0.19

*I feel the newspaper includes people of color and represents minorities.*

This newspaper includes people of color.

R This newspaper does not do a very good job of representing minorities.



	13	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		3.56	3.47	3.51	3.55	3.64	3.57	3.56	3.56	3.58	3.56	3.42	3.56	3.61
Average		3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Taking a stand

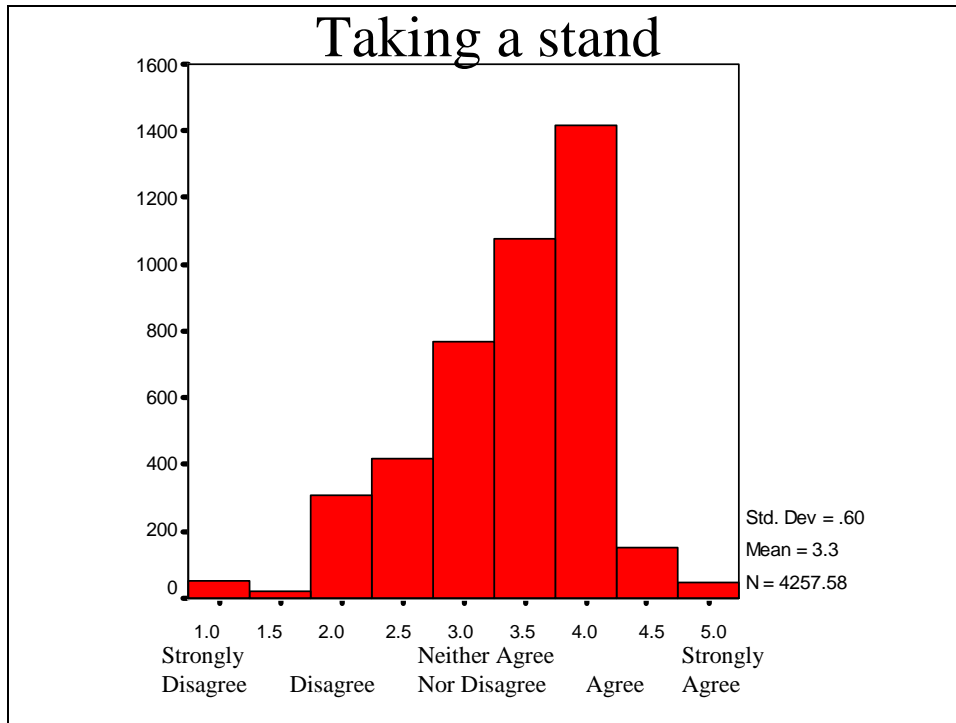
	Rank	Correlation to RBS
Motivator	14 of 26	0.19

*I like to hear other people's opinions. I would like to see the newspaper to take positions on more issues.*

I like the stories in the paper about the opinions of readers.

R I never read the editorials.

I would like to see this newspaper take a stand on more issues.



14	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.30	3.64	3.14	3.29	3.43	3.31	3.28	3.30	3.33	3.28	3.38	3.36	3.23
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## My dining companion

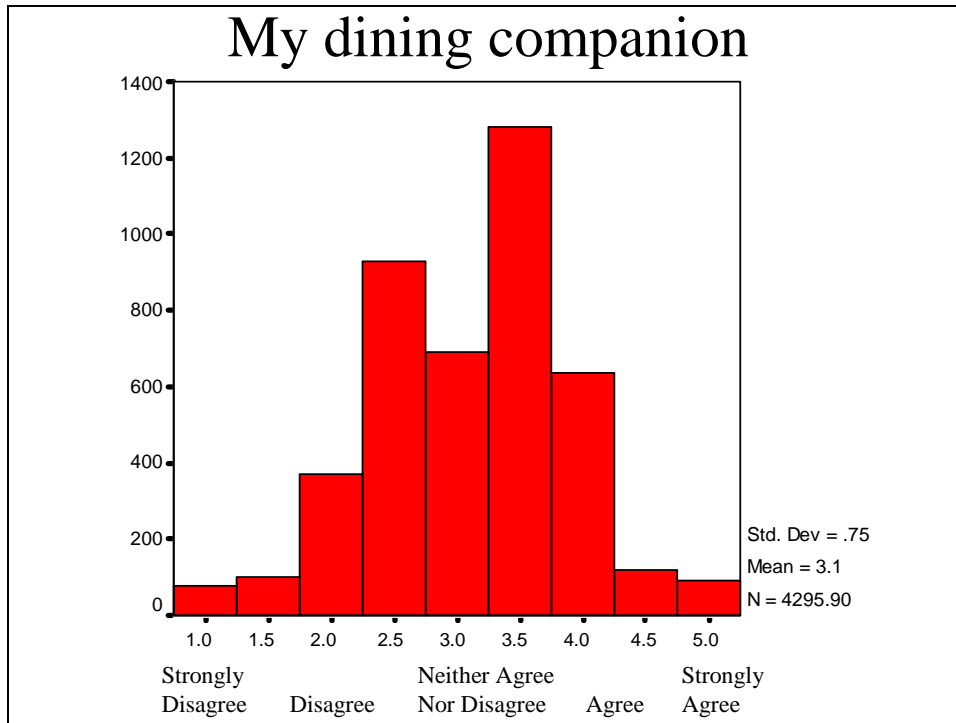
	Rank	Correlation to RBS
Motivator	15 of 26	0.17

*I like to read the newspaper and have a meal or snack at the same time.*

I like to read this newspaper with breakfast or lunch.

I think of reading this newspaper as strictly an early morning activity.

I like to have something to eat or drink when I read this paper.



15	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.11	3.28	3.03	3.10	3.20	3.14	3.09	3.05	3.13	3.12	3.04	3.06	3.19
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Turned on by surprise and humor

	Rank	Correlation to RBS
Motivator	16 of 26	0.17

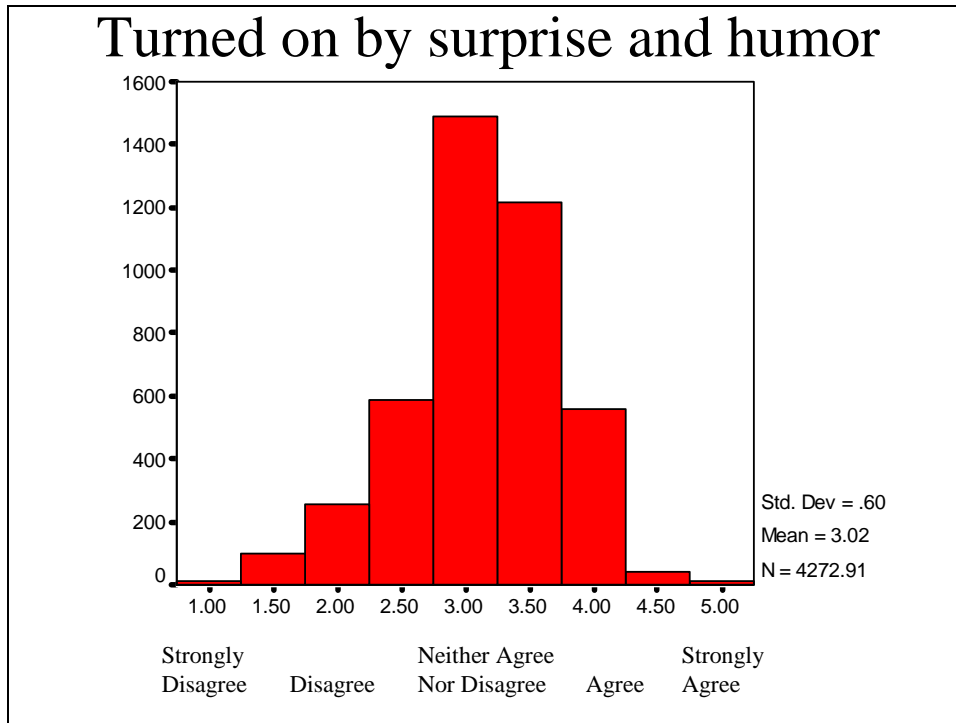
*I enjoy the surprise and unexpected news that the newspaper brings – offbeat stories, funny stories, stories about celebrities.*

I like the stories in this newspaper about the weird things that can happen.

It often makes me laugh.

I am very interested in the stories about celebrities.

It always has something that surprises me.



16	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.02	3.27	3.04	2.99	3.05	2.95	3.09	3.17	3.12	2.90	3.18	3.03	2.94
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Clip & save**

	Rank	Correlation to RBS
Motivator	17 of 26	0.16

*I enjoy keeping and filing stories and sending them to others. There's something satisfying about the physical nature of the newspaper.*

I tear out articles to keep.

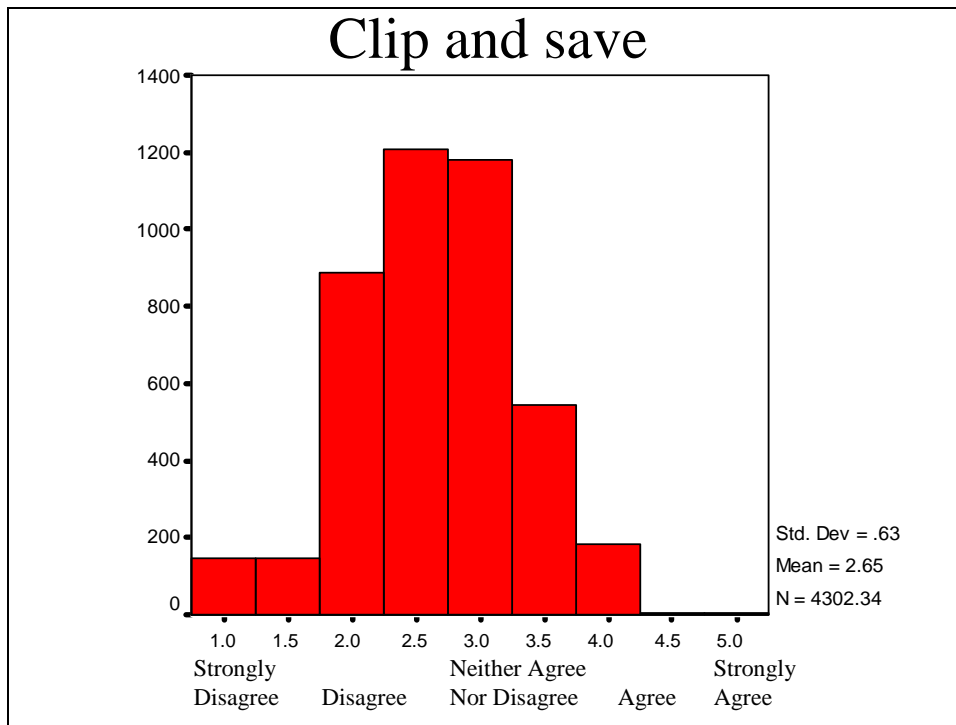
I like to send people articles from this newspaper.

I save back copies for a period of time.

I keep a file of stories I have clipped from this newspaper and other sources.

I sometimes wish I could go back to old issues to find things.

I like the touch and feel of this newspaper while reading it.



	17	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.65		3.26	2.54	2.64	2.75	2.58	2.73	2.71	2.71	2.60	2.81	2.68	2.58
Average	3.03		3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Grabs me visually

	Rank	Correlation to RBS
Motivator	18 of 26	0.16

*Photos make a strong impact on me – they draw my attention and make me want to read further.*

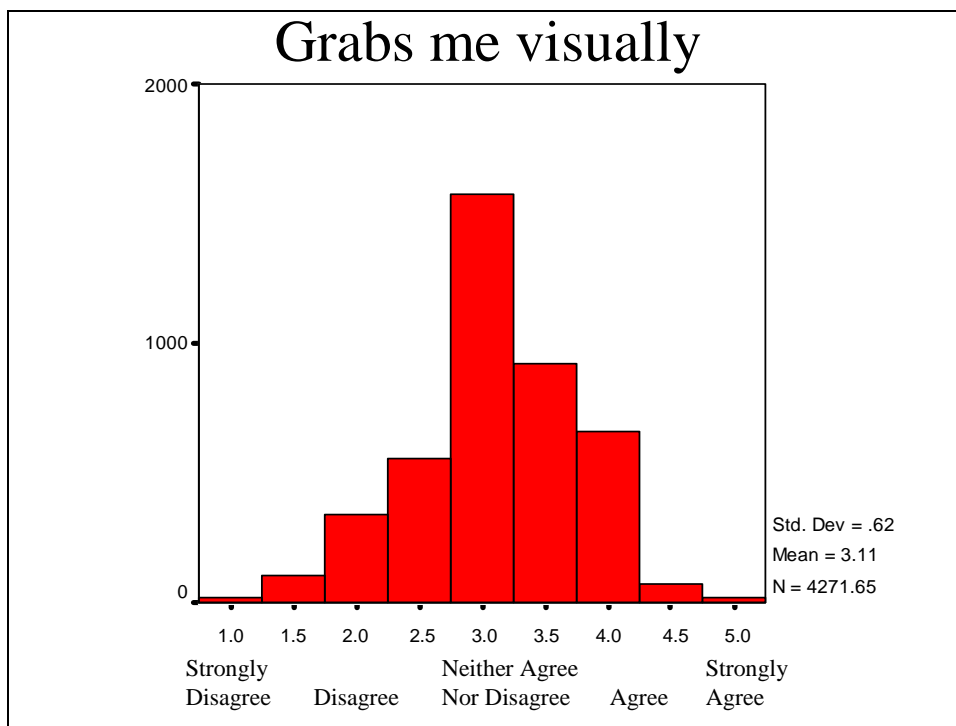
I look at the pictures and think "Wow."

I like to look at the pictures for awhile.

I sometimes show a picture in the paper to someone else.

The pictures on the front page really make me want to read this newspaper.

Often I look at the pictures before reading a story.



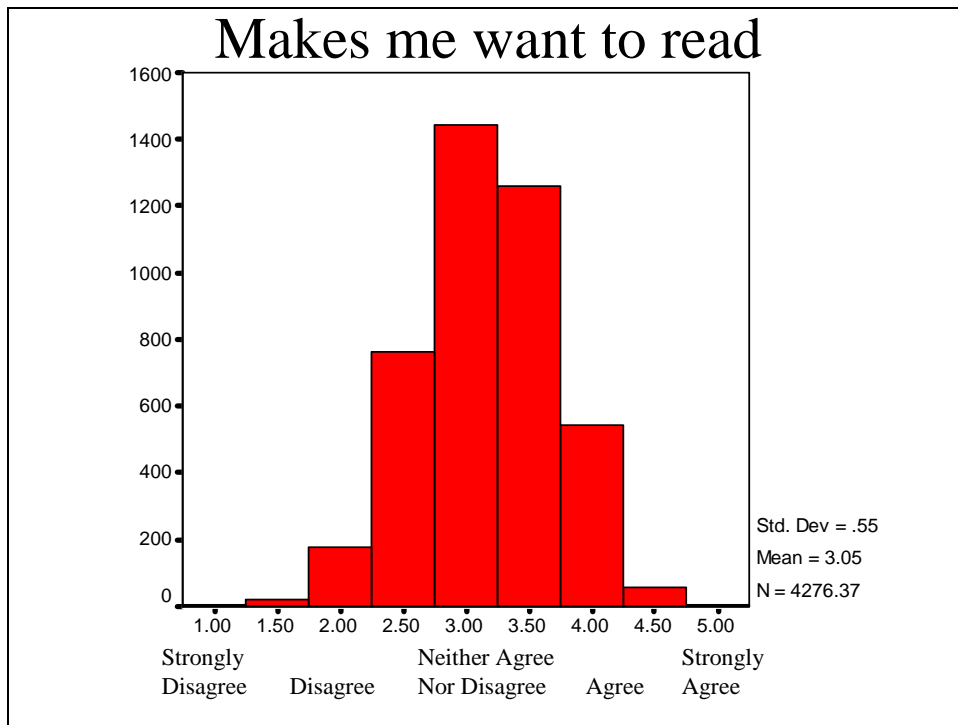
18	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.11	3.55	3.09	3.09	3.17	3.01	3.22	3.27	3.17	3.03	3.23	3.13	3.06
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Makes me want to read**

	Rank	Correlation to RBS
Motivator	19 of 26	0.14

*Big news events bring me into the newspaper. Front-page stories usually interest me most. I like to know what's in the rest of the paper before I dig in.*

I am more likely to read this newspaper if there is a big story going on.  
 The stories featured on the front page are usually the ones I most want to read.  
 I like to get a sense of what is in it before I start reading.  
 I find the index or lists of stories useful.



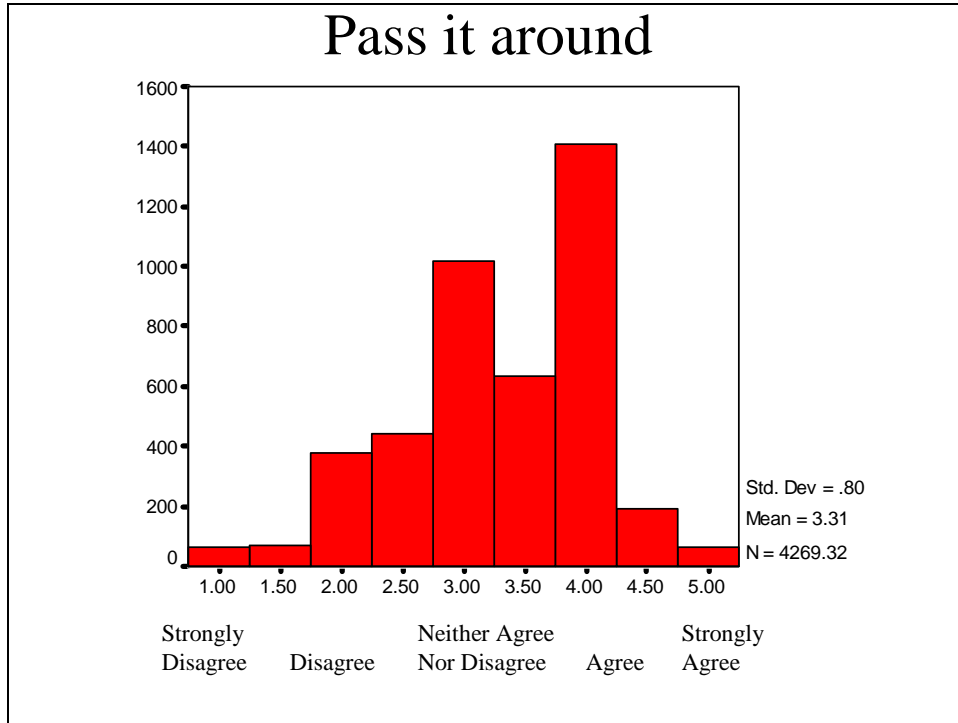
	19	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		3.05	3.49	3.06	3.05	3.05	2.97	3.13	3.08	3.10	3.01	3.12	3.07	2.99
Average		3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Pass it around**

	Rank	Correlation to RBS
Motivator	20 of 26	0.10

*I share the newspaper with others around me.*

I typically read a section while someone else reads another section of the paper.  
Other people in my home enjoy this newspaper.



	20	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.31		3.63	3.40	3.27	3.31	3.30	3.32	3.19	3.37	3.30	3.10	3.24	3.43
Average	3.03		3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Ad credibility

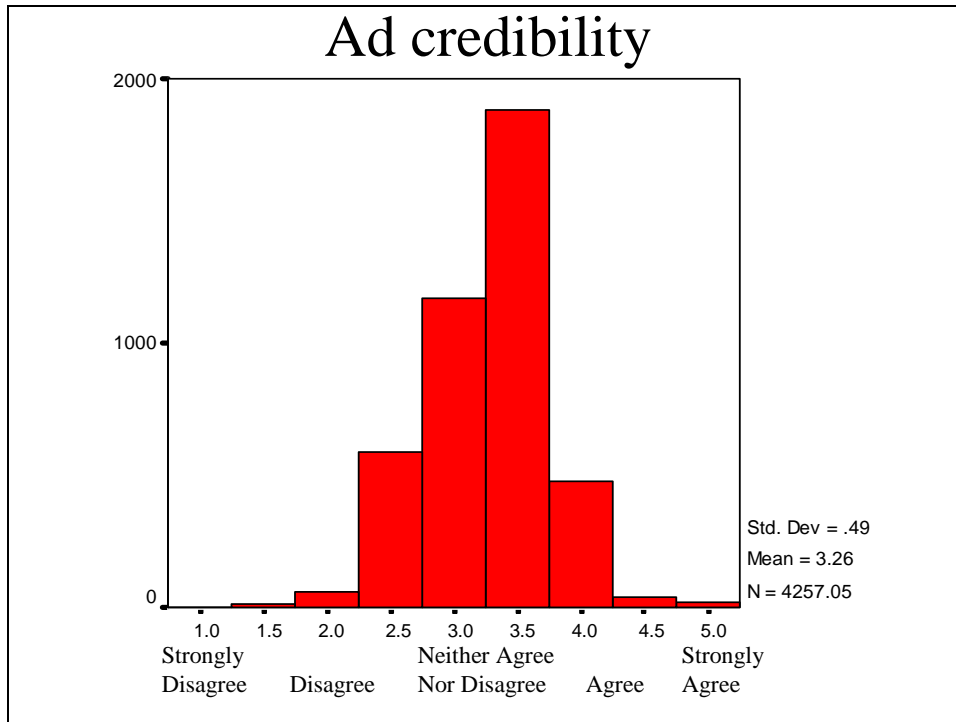
	Rank	Correlation to RBS
Motivator	21 of 26	0.08

*Seeing advertising in this newspaper makes me think more highly of the advertiser.*

Advertising in this newspaper says something about the product or store being advertised.

I think of this newspaper itself as a brand name.

Many of the ads are for products related to the section of the newspaper they are in.



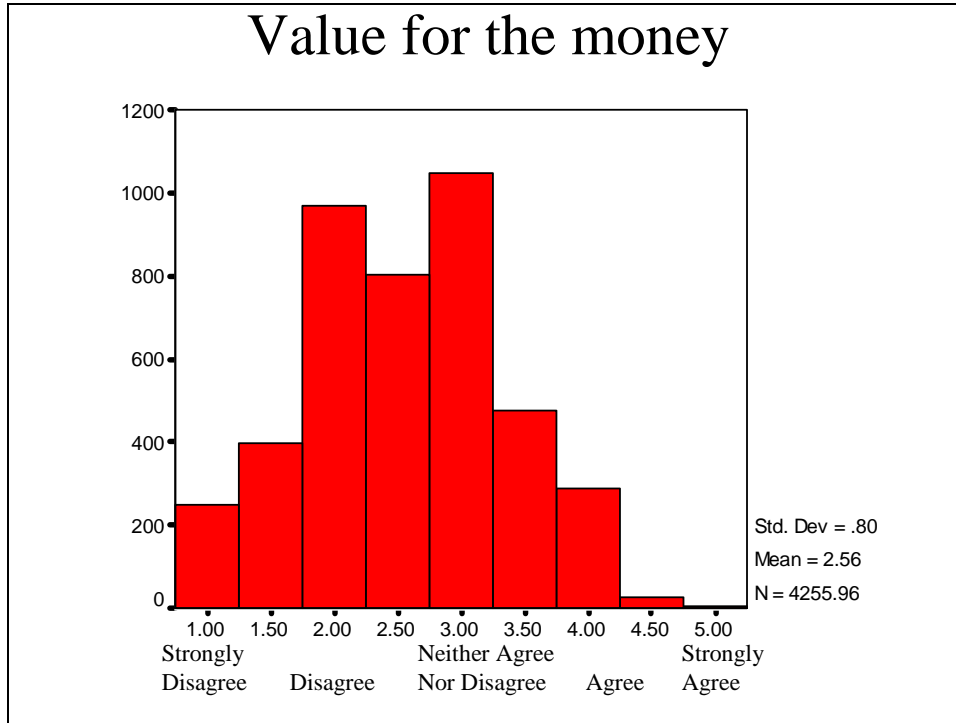
	21	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		3.26	3.48	3.20	3.25	3.33	3.26	3.26	3.27	3.26	3.26	3.26	3.26	3.27
Average		3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## Value for my money

	Rank	Correlation to RBS
Motivator	22 of 26	0.08

*The newspaper gives me good value for money.*

The newsstand price could probably be higher and sales would be the same.  
Even if this newspaper cost twice as much as it does now, I would still read it.



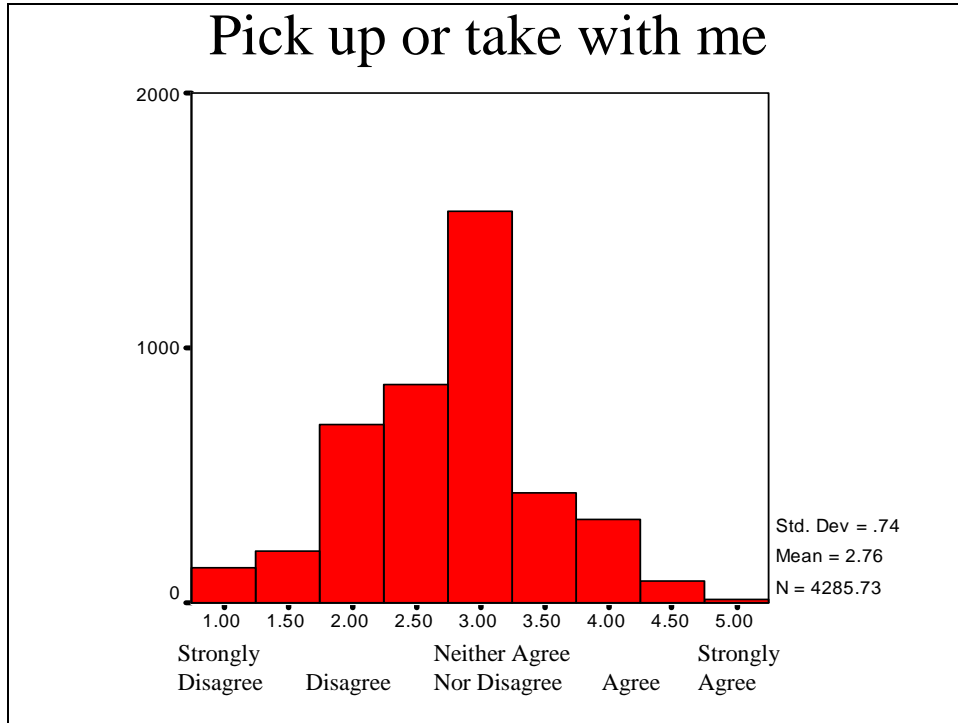
	22	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.56		2.48	2.58	2.53	2.59	2.49	2.63	2.58	2.54	2.57	2.65	2.53	2.62
Average	3.03		3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Pick up or take with me**

	Rank	Correlation to RBS
Motivator	23 of 26	0.05

*Being able to get or read the newspaper as I go about my daily business is important to me.*

I will often pick up this newspaper if I am somewhere that has newspapers lying around.  
I routinely carry this newspaper with me.



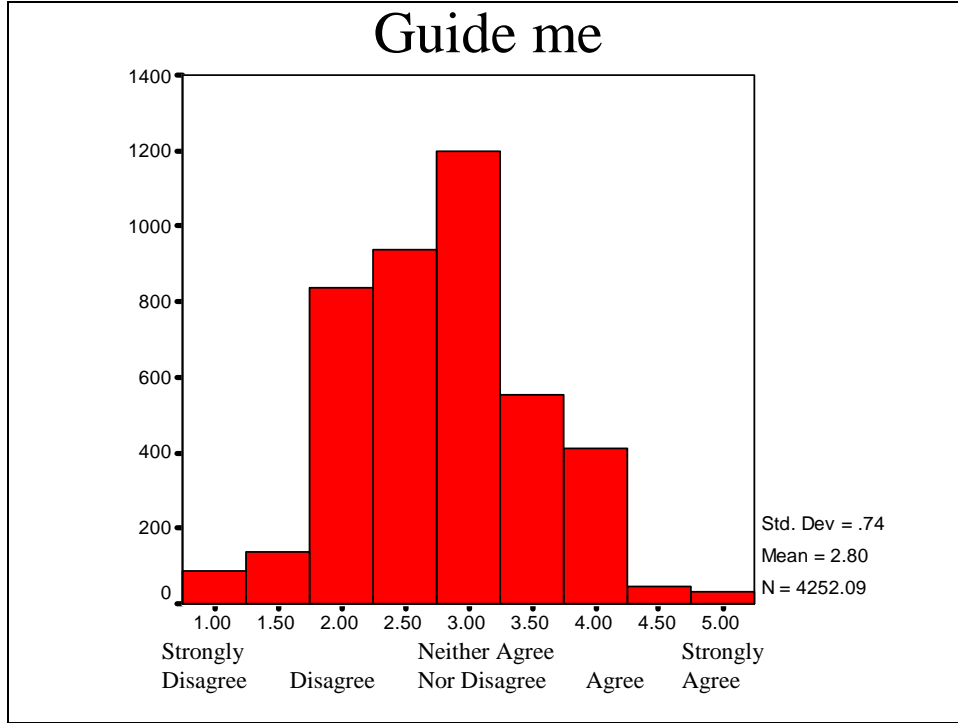
23	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.76	3.15	2.93	2.79	2.59	2.75	2.78	2.72	2.81	2.75	2.77	2.76	2.81
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Guide me**

	Rank	Correlation to RBS
Motivator	24 of 26	0.05

*I like the TV and movie guides and would like to see similar guides for other things.*

It could use more guides or schedules, like the TV guide, but for other things.  
The TV or movie guides alone are reason enough to look at this newspaper.



24	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.80	3.01	2.85	2.73	2.87	2.68	2.91	2.88	2.90	2.71	3.00	2.76	2.72
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

## News junkie

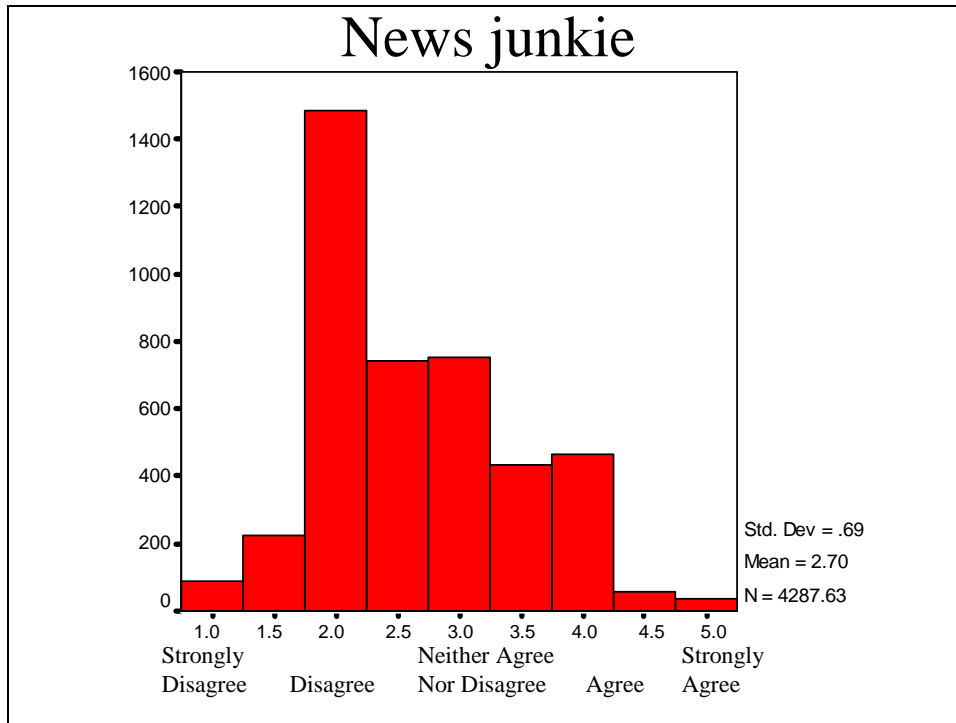
	Rank	Correlation to RBS
Motivator	25 of 26	0.01

*I'm addicted to news and try to get as much of it as I can. I prefer hard news over soft news.*

I have to read another newspaper in addition to this one.

I read this newspaper mostly because I am a "news junkie."

I want more hard news in it and less human interest or soft stuff.



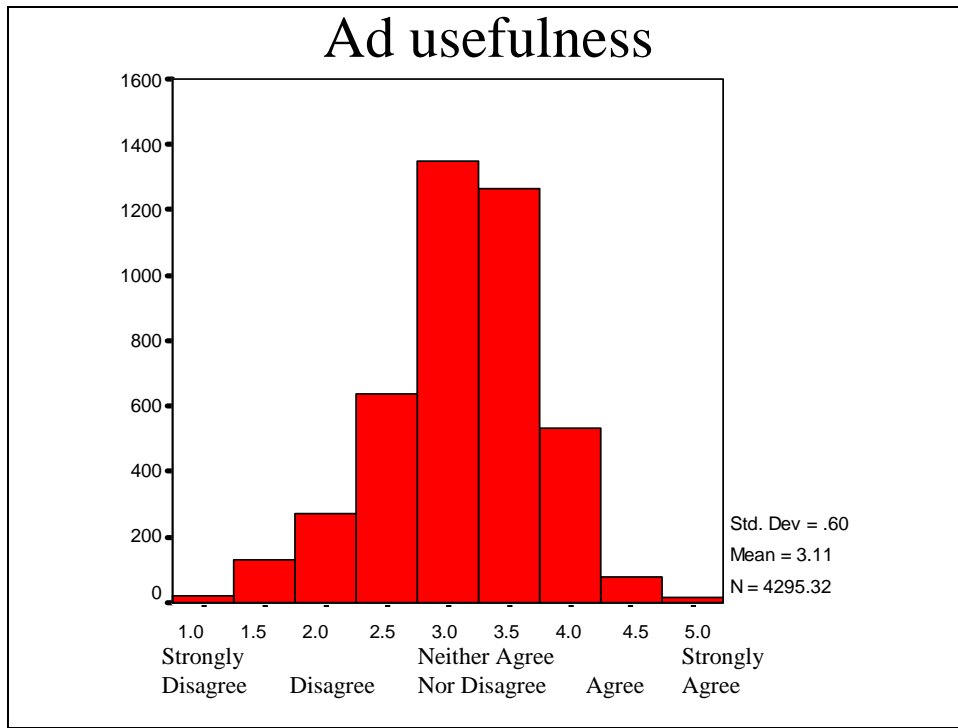
25	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.70	2.75	2.63	2.73	2.72	2.83	2.57	2.54	2.64	2.79	2.66	2.63	2.80
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

**Ad usefulness**

	Rank	Correlation to RBS
Motivator	26 of 26	0.01

*I find the ads quite useful, especially for knowing what is on sale and finding new things. I like the ads as much as the news stories and read the classifieds even if I'm not looking for a specific item.*

- I look at most of the ads.
- I use the ads to know what is on sale.
- I like the ads just as much or more than the stories.
- I like the ads for unusual things.
- It makes me want to go shopping.
- The ads are for someone like me.
- I value the coupons in this newspaper.
- I read or look at the classifieds even if I'm not shopping for anything.
- I look at the ads in this newspaper because they are there.



	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
26													
Score	3.11	3.57	3.15	3.11	3.09	2.94	3.28	3.29	3.20	3.00	3.24	3.16	3.05
Average	3.03	3.32	2.99	3.02	3.08	2.99	3.07	3.08	3.06	3.00	3.09	3.03	3.02

# INHIBITORS

## Wasting my time

	Rank	Correlation to RBS
Inhibitor	1 of 18	0.47

*Reading the newspaper is a waste of time and I am reading less than I used to. The content doesn't grip me and it's not relevant to my life. I can get the news from other sources.*

To some extent I feel my time has been wasted after reading this newspaper.

R Reading this paper is time well spent.

I wouldn't really care if this newspaper went away. I'd get my news some other way.

R I look forward to getting this newspaper.

I spend less time with this newspaper because it is always so negative.

I find myself reading less of this newspaper than I used to.

There are some days I get this newspaper when I really don't want it.

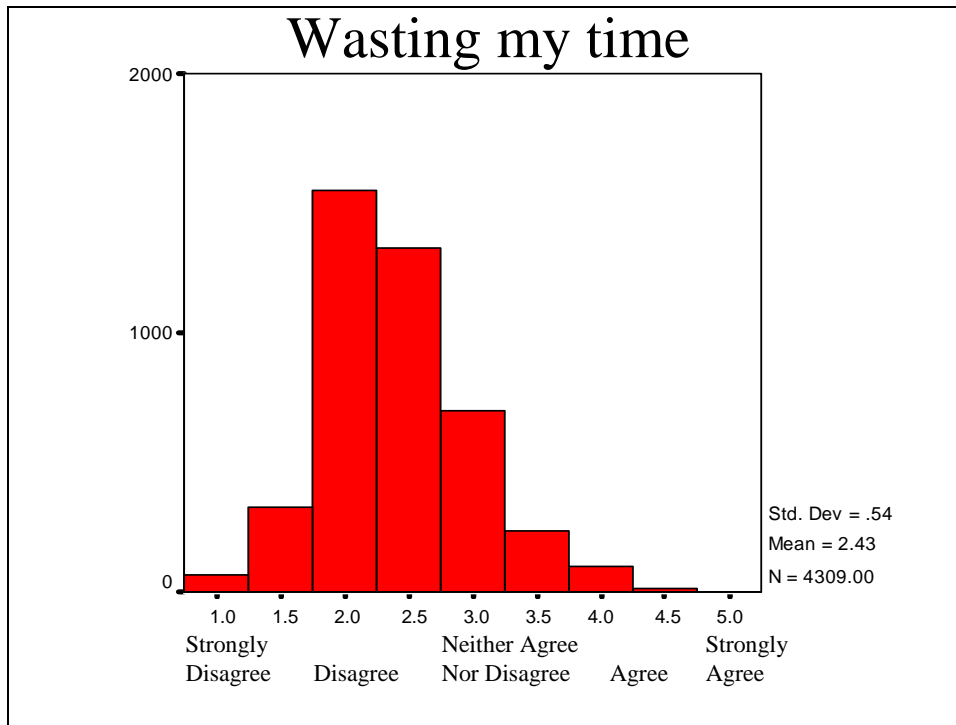
Reading this newspaper is more like work than fun.

I often pick up this newspaper mostly because I am bored.

I have my life to live and for the most part things in this newspaper are not part of it.

This newspaper is aimed primarily at less active people.

I find my mind wandering while reading it.



1	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.43	2.33	2.50	2.45	2.32	2.46	2.39	2.39	2.44	2.43	2.47	2.41	2.40
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

**Skim & scan**

	Rank	Correlation to RBS
Inhibitor	1 of 18	0.47

*I “taste” the newspaper -- skimming headlines and stories, going only to sections I want to read, and preferring short stories.*

For most stories, I just read the headlines or the first paragraph or so.

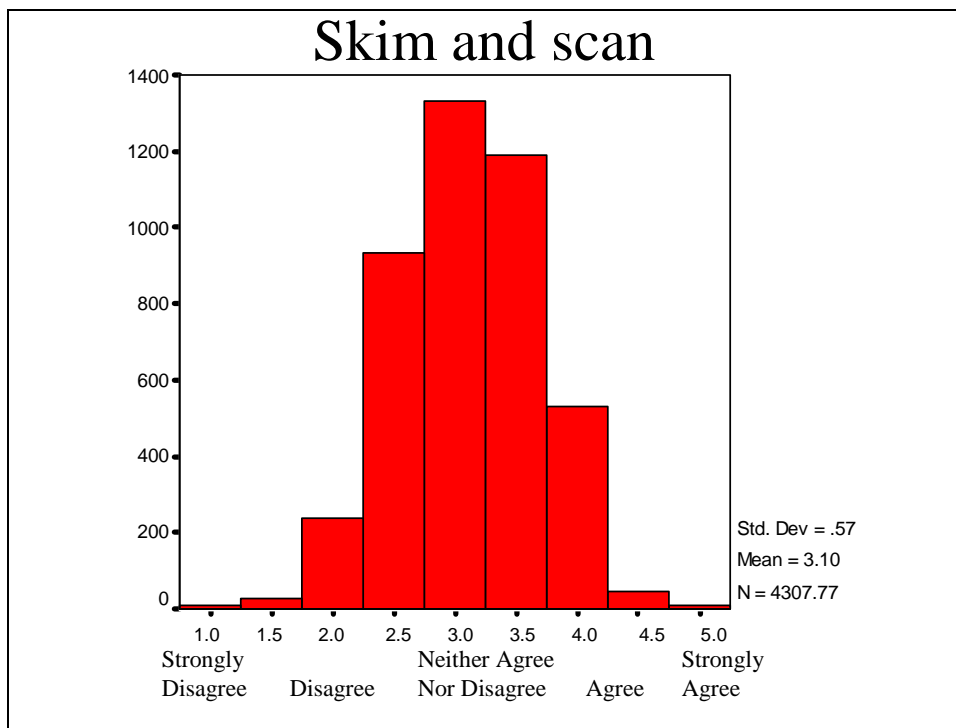
I try to skim the articles I look at as quickly as I can.

Many of the stories I start but don't finish.

I only read the stories that I especially want to read.

I basically read it for a few of the sections.

I like the short pieces I can read quickly.



	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.10	3.42	3.19	3.10	3.05	3.07	3.14	3.06	3.09	3.13	3.02	3.10	3.12
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

## Drowning in news

	Rank	Correlation to RBS
Inhibitor	3 of 18	0.29

*The newspaper is becoming too much for me – I feel like I am drowning in a flood of news. I feel pressed for time and my mind wanders as I read it. Often I don't even open the newspaper.*

Unread copies of this newspaper tend to pile up in my house.

I sometimes let copies of this newspaper pile up and then read several in one sitting.

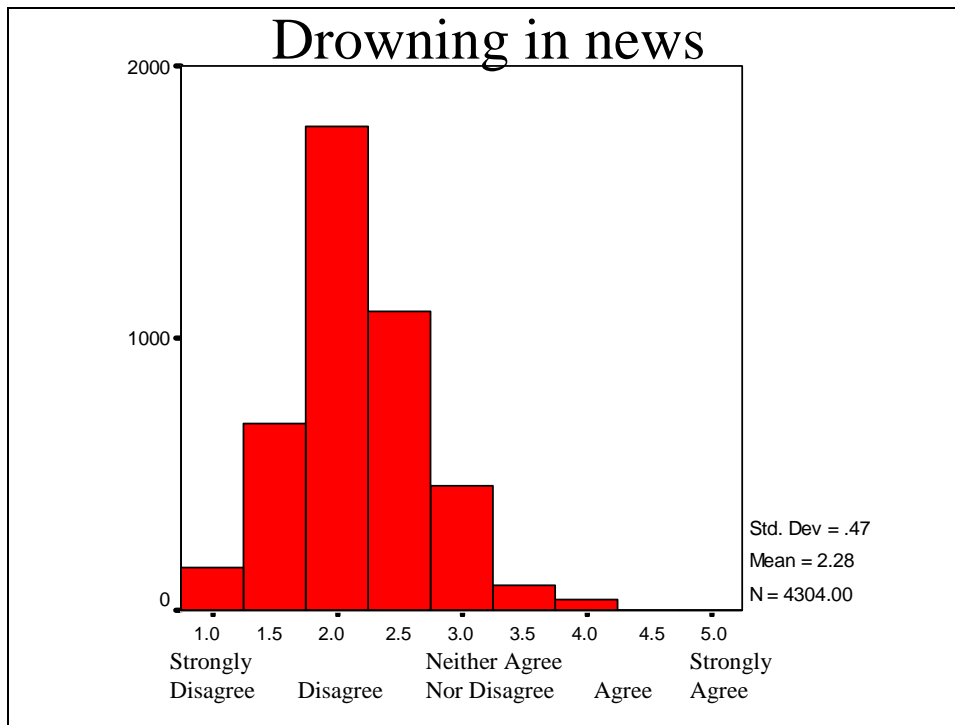
I make my decision whether or not to read it or not based on what I saw on the TV the night before.

I tend to daydream while reading it.

Reading this newspaper makes me feel like I am drowning in the flood of news that comes out each day.

I feel pressured for time when I am reading this newspaper.

I prefer to read it outside my home.



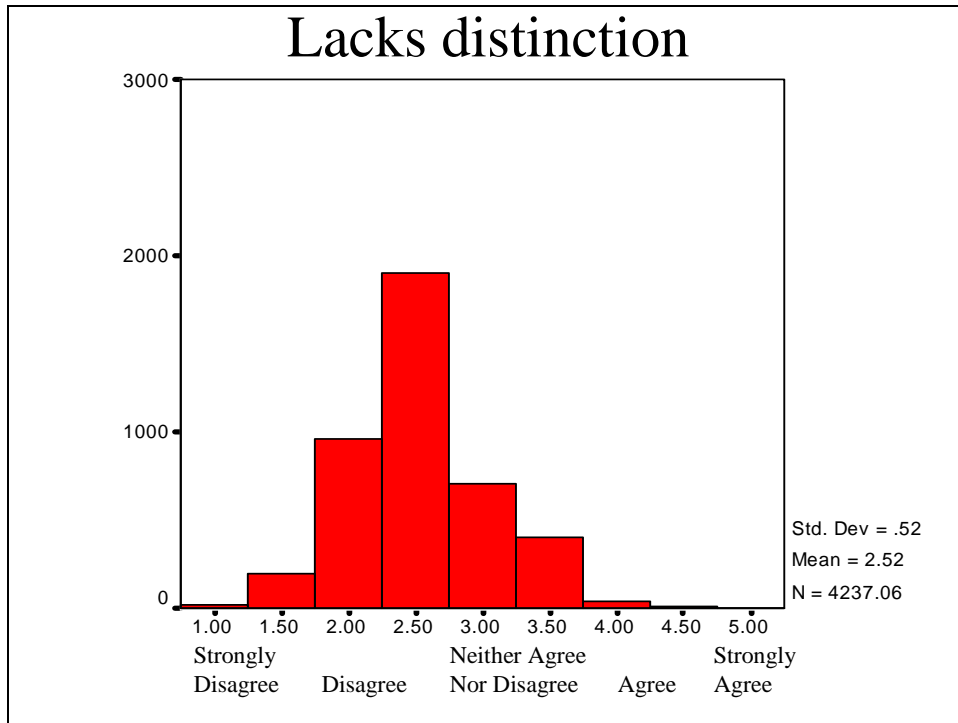
	3	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.28	2.28	2.48	2.34	2.31	2.19	2.27	2.29	2.32	2.31	2.26	2.38	2.27	2.26
Average	2.66	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

**Lacks distinction**

	Rank	Correlation to RBS
Inhibitor	4 of 18	0.24

*The newspaper doesn't convey a distinct personality or a presence in the community.*

- R This newspaper has a distinct personality of its own.
- R This newspaper is very visible in my community.
- R There really isn't much difference between this newspaper and most other newspapers.



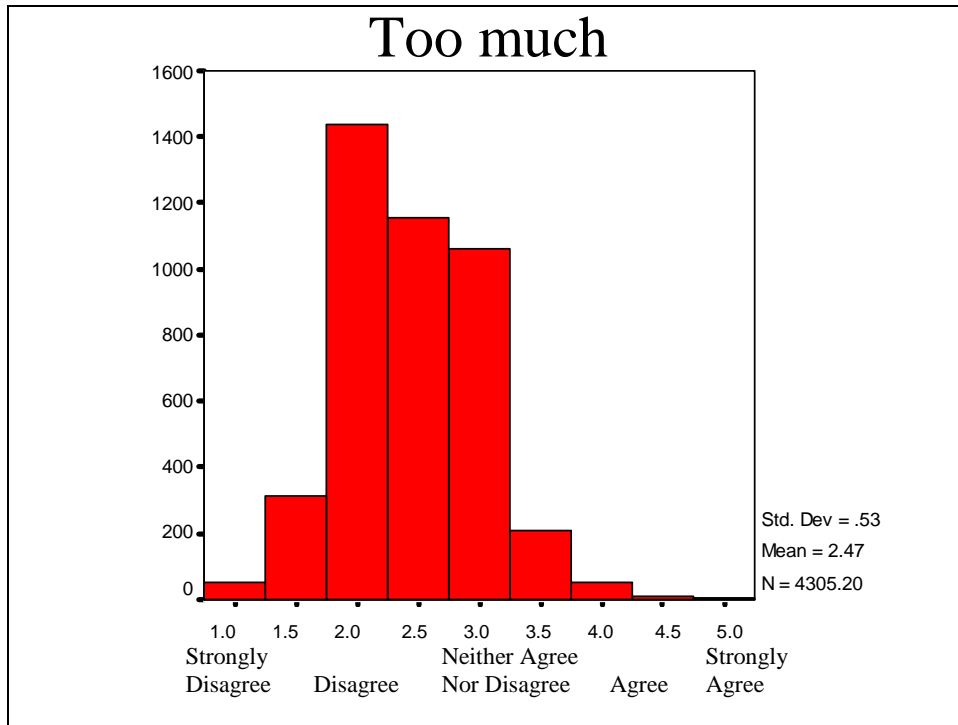
4	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.52	2.41	2.56	2.54	2.48	2.54	2.50	2.52	2.50	2.54	2.52	2.51	2.54
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

**Too much**

	Rank	Correlation to RBS
Inhibitor	5 of 18	0.20

*The newspaper has too many pages overall and the stories are too long.*

- I wish this newspaper had fewer pages.
- It has too many special sections.
- It tries to cover too much.
- The Sunday paper is way too big.
- Too many of the articles are too long.



	5	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.47	2.50	2.38	2.46	2.53	2.47	2.46	2.56	2.50	2.42	2.53	2.49	2.40	
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64	

**Awkward to handle**

	Rank	Correlation to RBS
Inhibitor	6 of 18	0.19

*The newspaper is awkward to handle and takes up too much space.*

The size of it takes up too much space when I am reading it.  
I find it difficult to fold and unfold.



6	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.41	2.44	2.39	2.43	2.37	2.39	2.43	2.40	2.41	2.41	2.41	2.44	2.37
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

**Lack of local focus**

	Rank	Correlation to RBS
Inhibitor	7 of 18	0.16

*The newspaper does not have enough local news and flavor in it. This paper could be from anywhere.*

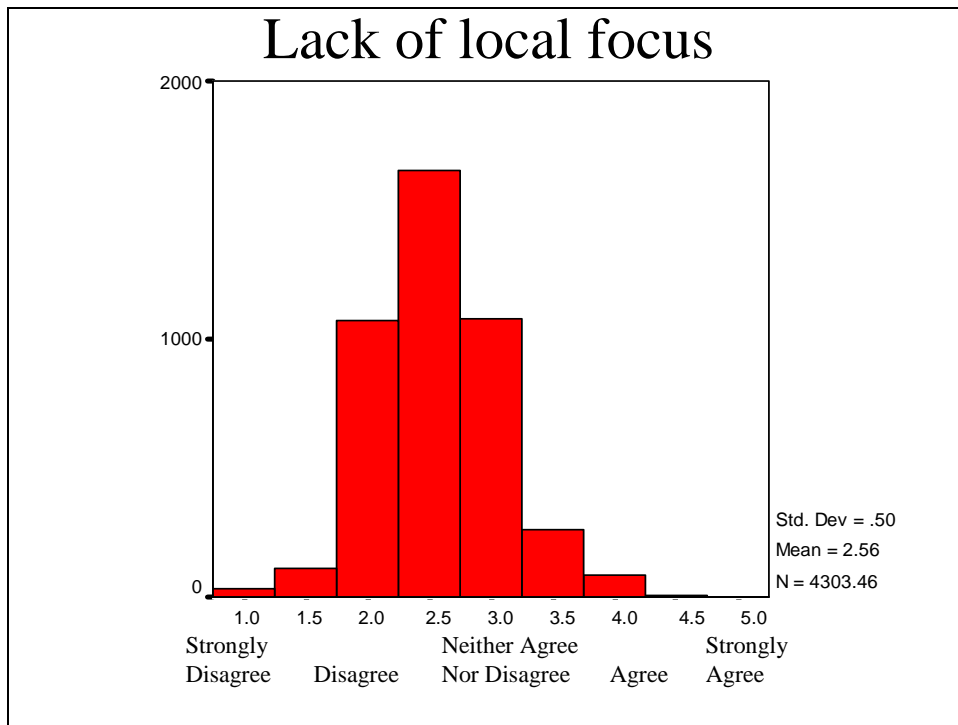
This paper does not have a lot of really local news.

This newspaper does not have a local flavor. It could be from anywhere.

Too many of the stories are wire service stories.

This newspaper needs more stories like the ones in the free newspapers that you can pick up.

I like reading about what is going on in my community, but I don't really care about national or international news that much.



7	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.56	2.58	2.53	2.57	2.56	2.55	2.57	2.72	2.61	2.48	2.70	2.58	2.50
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

## Reading on the Web

	Rank	Correlation to RBS
Inhibitor	8 of 18	0.16

*I enjoy reading the newspaper online. I save articles I've read and. I use the Internet to follow things I've seen in print. My readership of the printed newspaper has declined.*

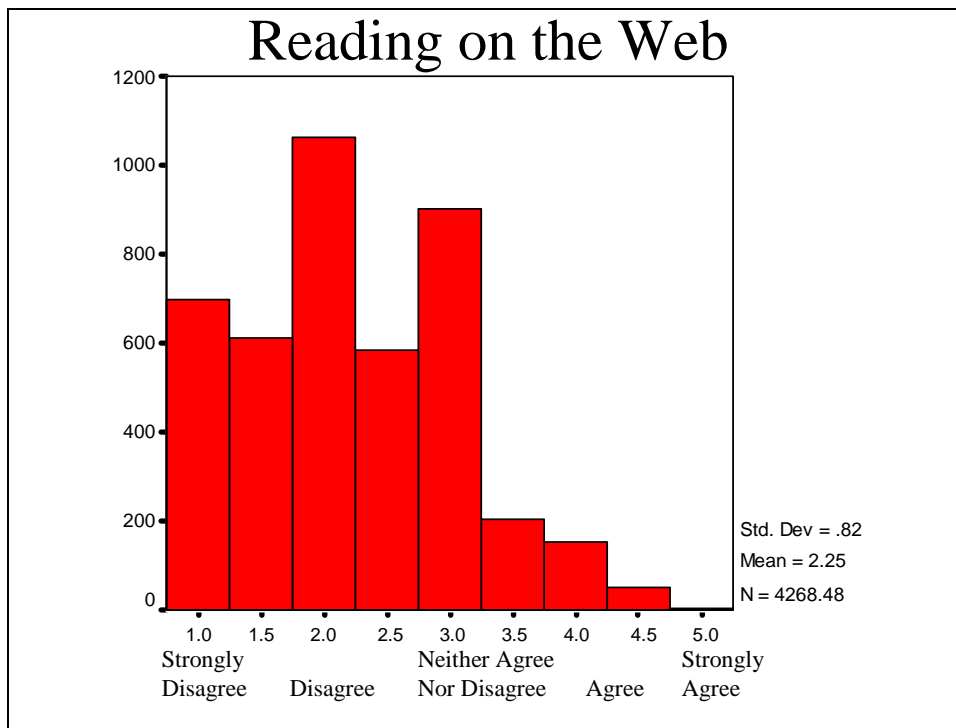
I like to read this newspaper on the Internet.

I save articles I read on the Internet from this newspaper.

I sometimes use the Internet to follow up on things I have read about in this newspaper.

I read this newspaper in print less than before because of the Internet.

For me, this newspaper's Web site is an important part of the newspaper.



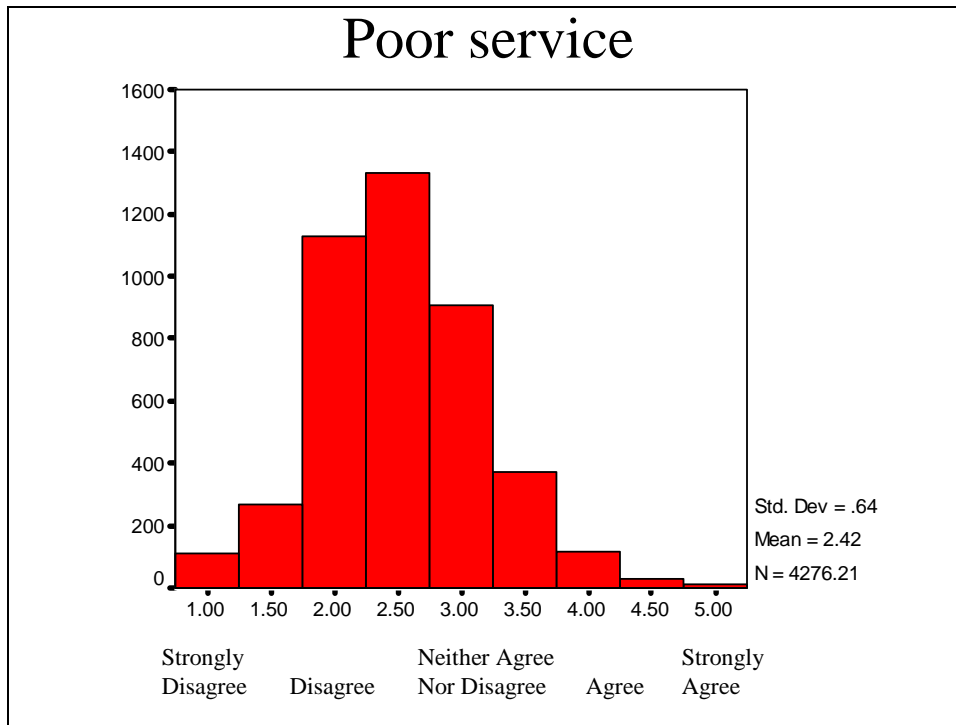
8	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.25	2.84	2.37	2.25	2.15	2.24	2.26	2.20	2.24	2.28	2.28	2.17	2.30
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

**Poor service**

	Rank	Correlation to RBS
Inhibitor	9 of 18	0.15

*Getting the newspaper when I want it, and in good condition, is a problem.*

- R I always get it when I want it.
- R I always get the newspaper in good condition.
- I wish I had more control over when I get the paper.
- R If I happened to have a problem getting a copy, it would be easy to get a replacement.



9	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.42	2.53	2.45	2.44	2.35	2.46	2.38	2.36	2.47	2.40	2.50	2.41	2.39
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

## Unappealing stories

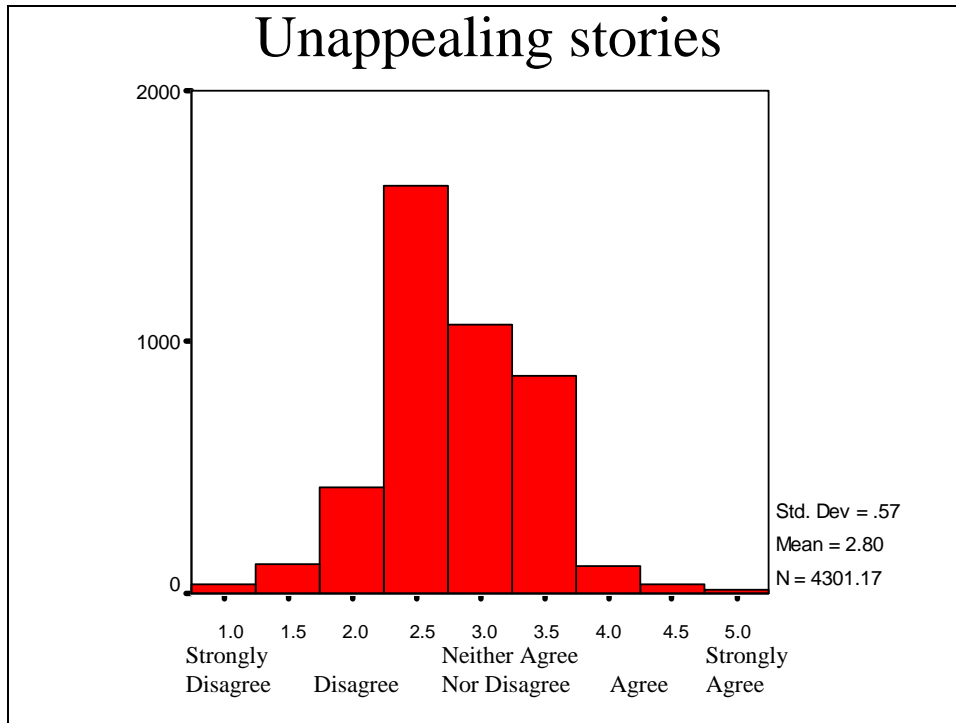
	Rank	Correlation to RBS
Inhibitor	10 of 18	0.13

*The newspaper covers topics that don't appeal to me and sometimes offend.*

This newspaper will often have stories on topics I cannot stand.

Gossip is a big part of this newspaper.

Occasionally this newspaper tries to shock you.



10	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.80	2.75	2.80	2.80	2.80	2.86	2.75	2.80	2.83	2.79	2.84	2.80	2.76
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

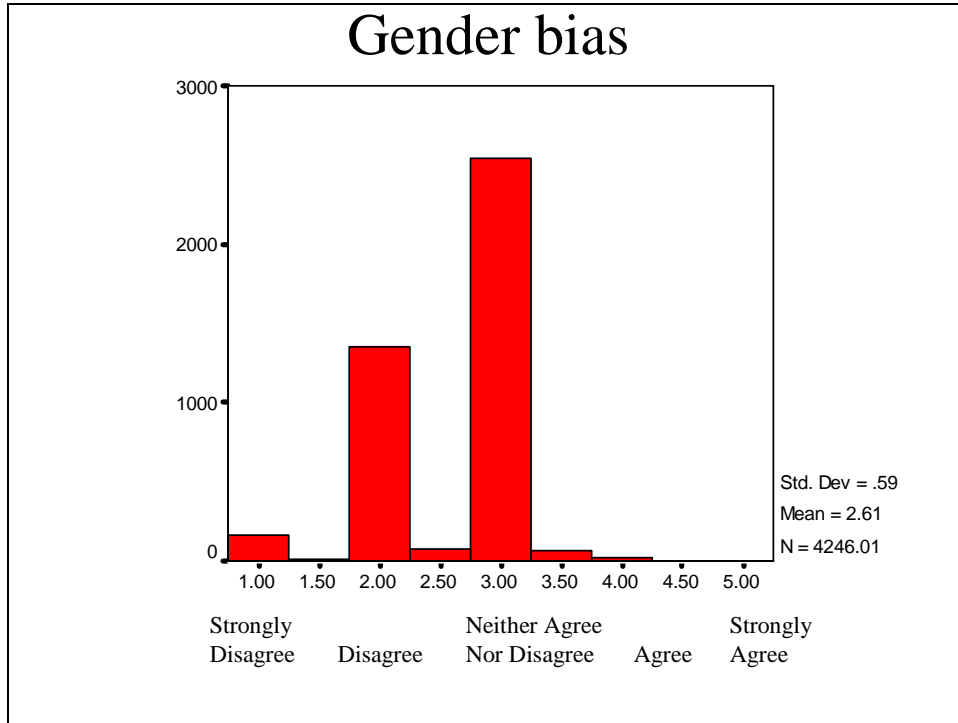
**Gender bias**

	Rank	Correlation to RBS
Inhibitor	11 of 18	0.13

*The newspaper caters to one gender or the other.*

This newspaper is directed more toward males.

This newspaper is directed more toward females.



11	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.61	2.69	2.62	2.62	2.57	2.66	2.55	2.49	2.53	2.69	2.60	2.59	2.62
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

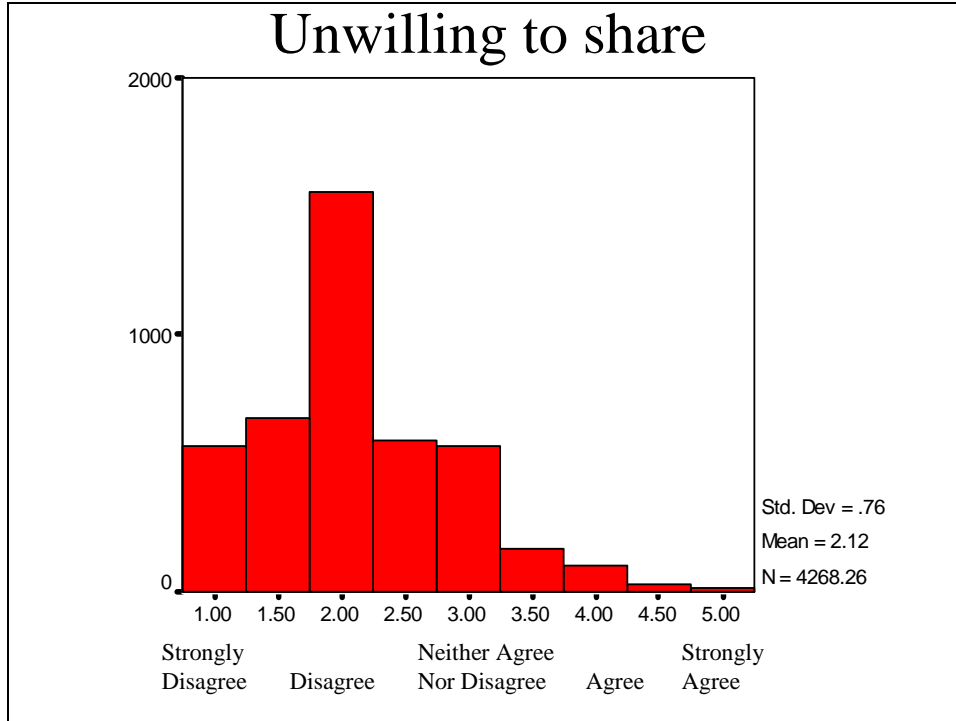
## Unwilling to share

	Rank	Correlation to RBS
Inhibitor	12 of 18	0.05

*I don't like sharing the paper with someone else.*

I sometimes argue with family members or co-workers over who gets to read sections of the paper first.

I get irritated if someone else reads it before I do.



	12	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.12	2.68	2.12	2.18	2.03	2.08	2.16	2.15	2.12	2.12	2.27	2.10	2.12	
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64	

## Annoyed & unimpressed by ads

	Rank	Correlation to RBS
Inhibitor	13 of 18	0.04

*The volume of ads is off-putting to me. They lack distinctiveness and are boring. Often they have no relevance to my needs.*

The number of ads makes it harder to read the stories.

The ads are so similar they blend together.

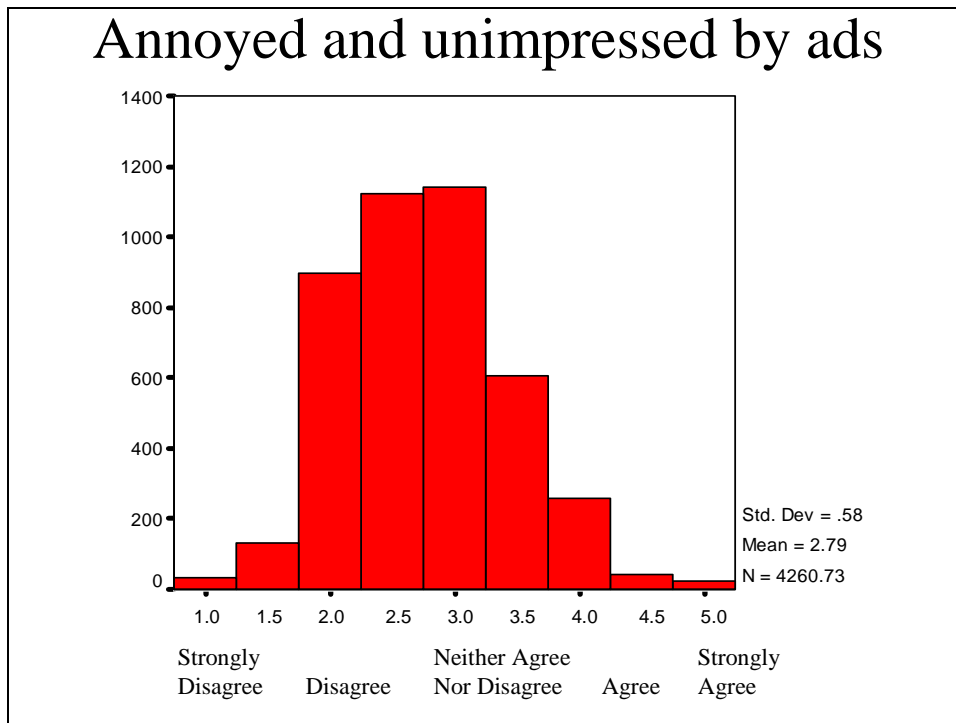
I make a special effort to skip over and avoid looking at ads.

I hate the inserts they put in it.

All too often the ads are dull or boring.

Too many of the ads in the newspaper are for things I am not going to buy.

Sometimes it is difficult to tell whether something is a story or an advertisement.



	13	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		2.79	2.56	2.67	2.79	2.86	2.89	2.70	2.72	2.72	2.86	2.79	2.78	2.81
Average		2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

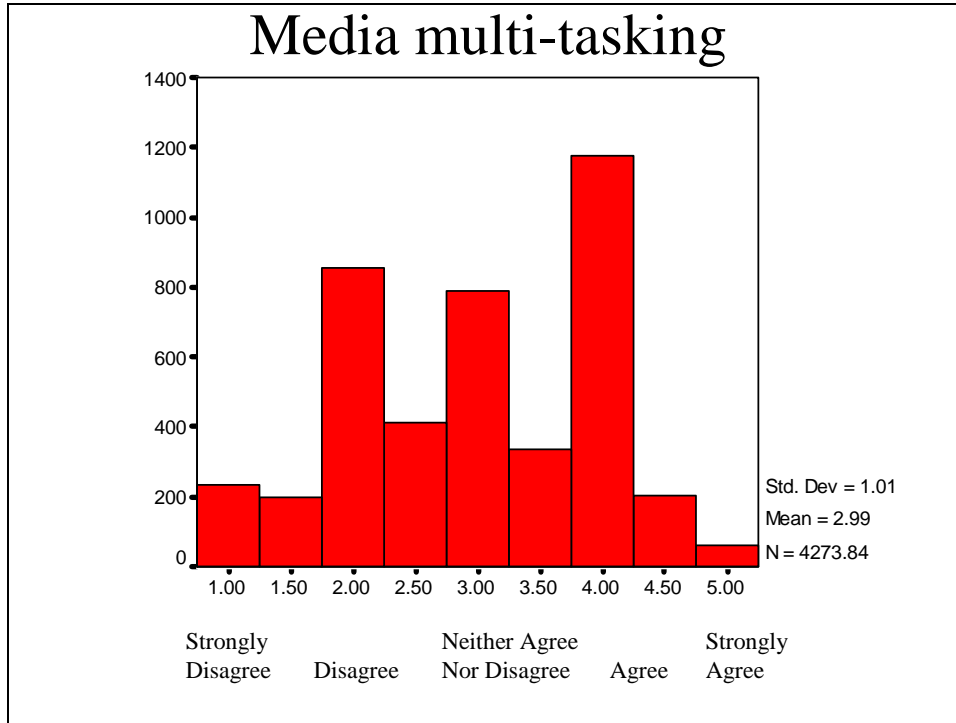
## Media multi-tasking

	Rank	Correlation to RBS
Inhibitor	14 of 18	0.03

*I read the newspaper while using other media at the same time.*

I often read this newspaper and watch TV at the same time.

The TV or radio is often on in the background when I read this paper.



14	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	2.99	3.17	3.08	3.00	2.93	2.89	3.09	2.99	3.09	2.92	3.06	3.06	2.92
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

## Uninformative ads

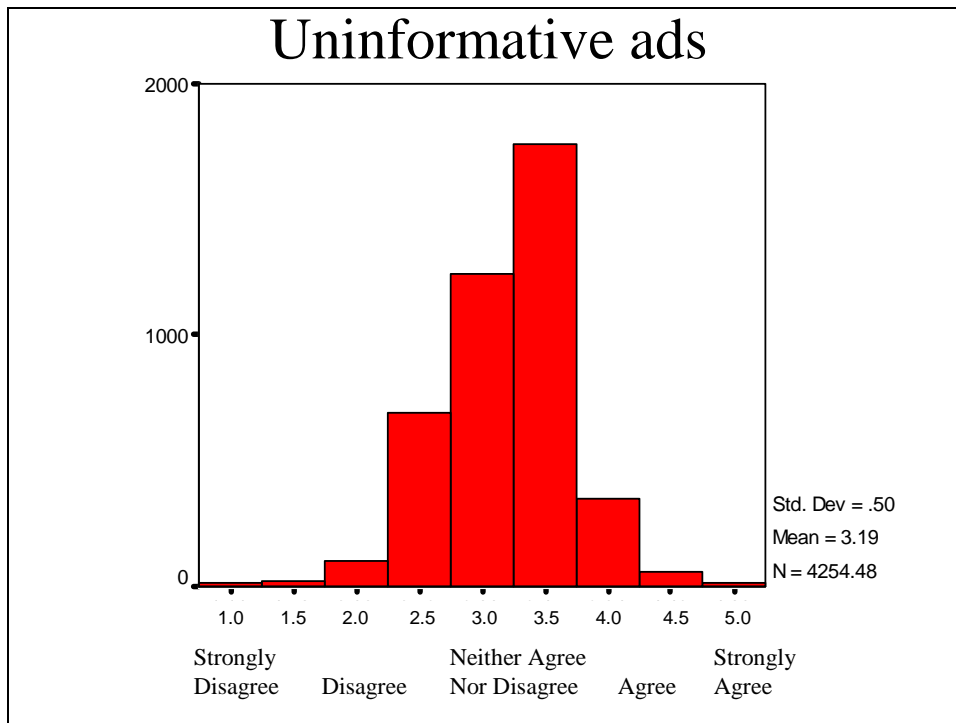
	Rank	Correlation to RBS
Inhibitor	15 of 18	0.03

*I want more information in ads about prices and more ads for things that are new to me.*

The ads should include more information about prices.

The ads make it look like things are always on sale.

The ads are mostly for things I already know about.



15	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.19	3.17	3.10	3.24	3.19	3.21	3.18	3.16	3.17	3.21	3.18	3.19	3.21
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

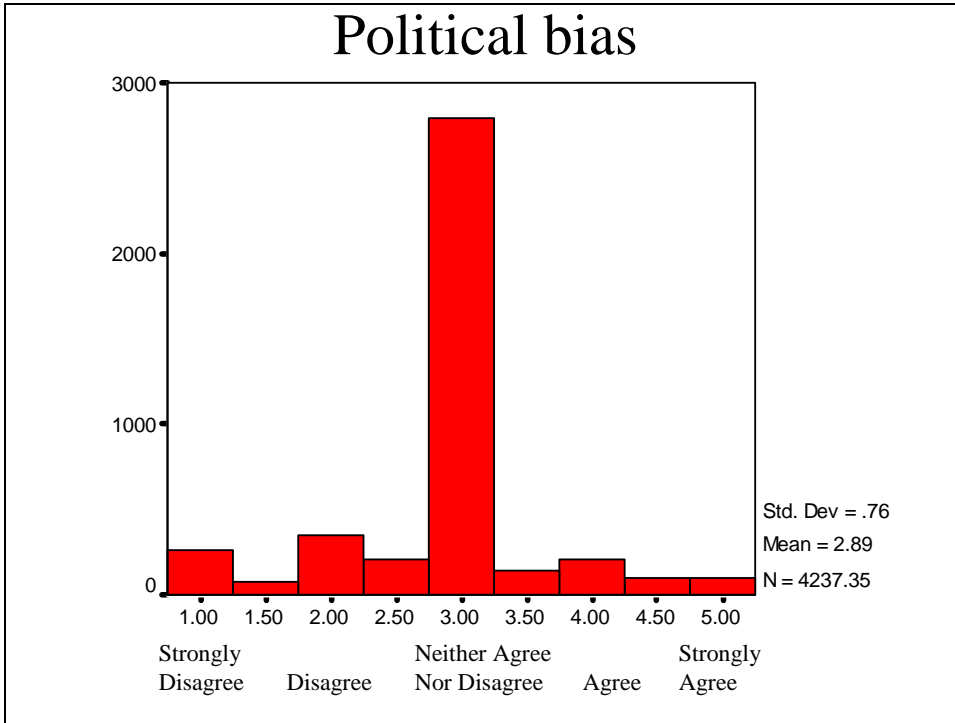
**Political bias**

	Rank	Correlation to RBS
Inhibitor	16 of 18	0.02

*I think the newspaper is too partisan.*

It is too liberal.

It is too conservative.



	16	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		2.89	2.82	2.91	2.87	2.89	2.80	2.98	2.92	2.89	2.88	2.98	2.89	2.88
Average		2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

**Makes me anxious**

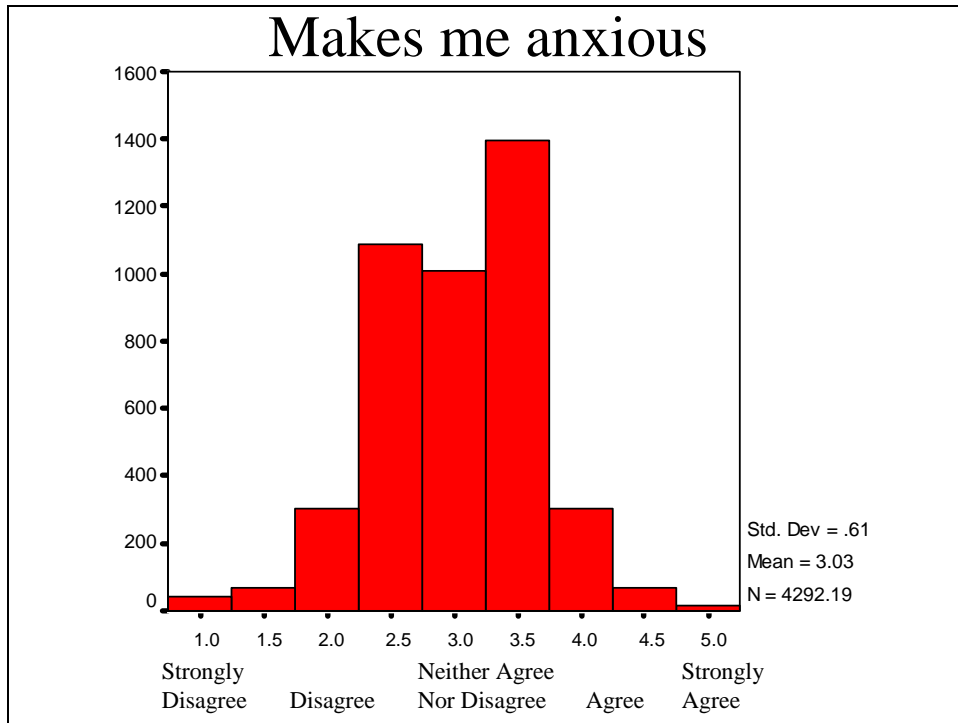
	Rank	Correlation to RBS
Inhibitor	17 of 18	0.01

*The newspaper makes me fearful and depressed.*

I worry about what I am reading about.

Some of the stories make me feel bad.

Much of what you read in this newspaper is scary.



17	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score	3.03	3.29	3.08	3.01	3.03	2.94	3.11	3.11	3.01	3.01	3.04	3.05	3.00
Average	2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64

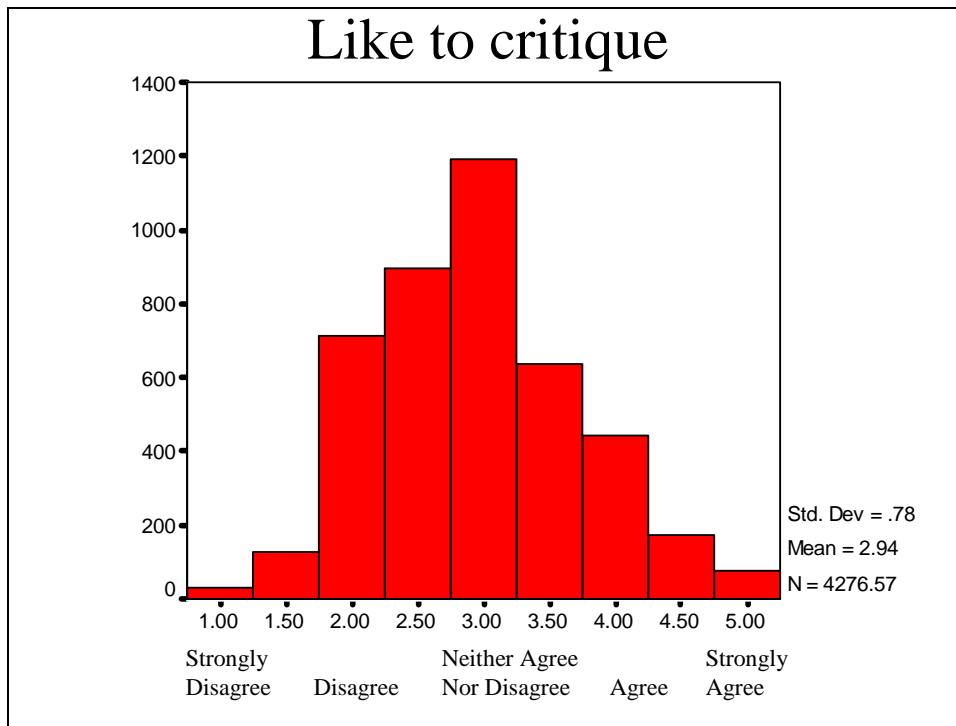
## Like to critique

	Rank	Correlation to RBS
Inhibitor	18 of 18	0.01

*I critique the newspaper as I read it and am bothered by errors.*

I often critique this newspaper as I read it.

The number of misspelled words and punctuation mistakes bothers me.



	18	Readers	Execs	Gen XY	Boomer	59+	Male	Female	HS	Some College	College Grad	<\$35K	\$35-75K	\$75K+
Score		2.94	3.43	2.89	2.95	2.94	2.98	2.90	2.67	2.92	3.04	2.95	2.89	2.95
Average		2.66	2.78	2.67	2.67	2.62	2.65	2.66	2.64	2.66	2.66	2.70	2.65	2.64