

NORTHWESTERN UNIVERSITY

RESEARCH STUDY



National Family Opinion

P.O. Box 474 Toledo, OH 43654
Toll-Free Number: 1-8005374097
M – F, 8:00 AM TO 11:00 PM EST
Sat & Sun, 10:00 AM to 6:00 PM EST
e-mail address: CAROL@NFOI.COM
[HTTP://MYSURVEY.COM/PRIVACY.CFM](http://mysurvey.com/privacy.cfm)

54898

Dear Respondent,

Researchers at Northwestern University asked NFO WorldGroup to help them get information about your leisure time activities. NFO is a national research organization with general headquarters in Toledo, OH.

The media have an important role in today's world. We would like to know how you use media, newspapers in particular. We will use the information to help newspapers do a better job of serving different people in different ways.

Let the media know what you want

Your household was randomly selected for this study - by completing this questionnaire, you help us represent people like yourself. Your answers will remain confidential and will not be given to companies for mail or telephone sales contacts.

We need your help. Please take the time to help us in this important research study.

Sincerely,

A handwritten signature in black ink that reads 'Carol Adams' in a cursive script.

Carol Adams
Managing Director

In order to have the survey best reflect the opinions of a cross section of people and because there may be several people in your home, please give this questionnaire to the person in your household with the most recent birthday (who is 18 years or older) to complete. If this is not possible, we would appreciate it if you would answer the questions yourself.

1. In either case, please enter the birthday of the person answering this questionnaire (for example, 10/04/64 would be October 4th, 1964).

Month Day Year

We would like to ask you specifically about the (variable print space-name of local daily newspaper)
and
the Sunday (variable print space-name of local Sunday paper)
newspapers.

Please think about the actual printed newspapers and not the website. If you do not read these newspapers, it will be easy for you to tell us.

For the following questions, please think back to a typical or average week during the month of January, 2003.

2. Which days did you read or look into (variable print space-name of local daily newspaper) newspaper in an average 7-day week? **(X ALL That Apply)**
- 1 Monday 3 Wednesday 5 Friday 7 Sunday
 2 Tuesday 4 Thursday 6 Saturday 8 Do not read this newspaper

3. How much time did you spend on an average **weekday (Monday-Friday)** reading or looking into (variable print space-name of local daily newspaper) newspaper?

X ONE Box, then → Estimate Specific # Of Minutes

- 1 Do not read the newspaper NA
 2 1-15 minutes _____
 3 16-30 minutes _____
 4 31-45 minutes _____
 5 46-60 minutes _____
 6 61 minutes or more _____

4. How much of the (variable print space-name of local daily newspaper) newspaper did you read or look into on an **average weekday** and an **average weekend**?

(variable print space-name of local daily newspaper) **Sunday** (variable print space-name of local Sunday newspaper)
(X ONE Box) (X ONE Box)

- | | | | |
|-------------------------|--------------------------|---|--------------------------|
| None/Almost none1 | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| 1/42 | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| 1/23 | <input type="checkbox"/> | 3 | <input type="checkbox"/> |
| 3/44 | <input type="checkbox"/> | 4 | <input type="checkbox"/> |
| All/Almost all5 | <input type="checkbox"/> | 5 | <input type="checkbox"/> |

5. How did you get, if you did, the (variable print space-name of local daily newspaper) newspaper on an **average weekday** and on an **average weekend**?

(variable print space-name of local daily newspaper) **Sunday** (variable print space-name of local Sunday newspaper)
(X ONE Box) (X ONE Box)

- | | | | |
|---|--------------------------|---|--------------------------|
| Do not get newspaper.....1 | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| Delivered to my home.....2 | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| Delivered to my workplace.....3 | <input type="checkbox"/> | 3 | <input type="checkbox"/> |
| Purchased by me or someone in my household at a store, vending machine, or someone selling on the street4 | <input type="checkbox"/> | 4 | <input type="checkbox"/> |
| Read someone else's5 | <input type="checkbox"/> | 5 | <input type="checkbox"/> |

- 6a. How much time, if any, did you spend reading or looking into any part of the (variable print space-name of local daily newspaper) newspaper on an **average weekend plus any time during the week**?

- 6b. And, how much of the total time you spend with (variable print space-name of local daily newspaper) newspaper is spent looking at advertising inserts?

"A" Total Time Looked At/Read
(X ONE Box)

"B" Time Spent Looking At Advertising Inserts
(X ONE Box)

- | | | | |
|---|--------------------------|---|--------------------------|
| None/Do not read newspaper.....1 | <input type="checkbox"/> | 1 | <input type="checkbox"/> |
| Less than 1/2 hour2 | <input type="checkbox"/> | 2 | <input type="checkbox"/> |
| 1/2 hour to less than 1 hour3 | <input type="checkbox"/> | 3 | <input type="checkbox"/> |
| 1 hour to less than 2 hours4 | <input type="checkbox"/> | 4 | <input type="checkbox"/> |
| 2 hours to less than 2 1/2 hours5 | <input type="checkbox"/> | 5 | <input type="checkbox"/> |
| 2 1/2 hours to less than 3 hours6 | <input type="checkbox"/> | 6 | <input type="checkbox"/> |
| 3 hours or more7 | <input type="checkbox"/> | 7 | <input type="checkbox"/> |

7. Please tell us if you are ... 1 Male 2 Female

To get a better picture of how you are using newspapers, we would like to send you another questionnaire similar to this one in the near future. **To show our appreciation for your participation, if you choose to participate in the follow-up survey, we will automatically enter your name in a raffle to win one of three \$1,000 cash prizes.**

Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.