

## Reader Behavior Scores, local daily newspapers 2005

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### Executive summary

This is the third in a series of national readership studies that the Readership Institute has carried out, by telephone, in the original 100 Impact newspaper markets. More than 3,000 randomly-selected adults were surveyed in February-March of 2005.

RBS is a multi-dimensional readership tracking tool that allows newspapers to establish a baseline measurement for the frequency, completeness and amount of time consumers spend with the local daily newspaper. Newspapers can then make changes to content, service and/or marketing and measure the effects.

### Highlights

- Across the adult population (readers and non-readers), RBS is 3.34 on a 1-7 scale, where 1 denotes someone who does not read the local daily newspaper and 7 represents a reader who is heavy on all three dimensions of frequency, time spent with and completeness of reading. That is a statistically significant decrease from 2003, when RBS was 3.56. But the 2005 results are very similar to those of 2002 (3.24) — perhaps indicating that 2003 is an outlier. Future measurement will help determine what the actual trend is.
- The drop in RBS can be explained primarily in the number of nonreaders in the study. This year's sample includes 36% non-readers, compared to only 28% in 2003 and 31% in 2002. Although variation in sample distribution across the surveys is expected, the increased percentage of this year's non-readers is statistically significant vs. both previous years, indicating that a smaller percentage of the general population may be reading the local daily newspaper compared to previous years.
- Those who do read are doing so at about the same levels (in time, completeness, and frequency) compared to past years. Reader-only RBS (non-readers excluded) is 4.65 vs. 4.57 in 2003 and 4.54 in 2002.
- Readership among the youngest respondents (18-24) has dropped from 2.95 in 2002 to 2.68 in 2003 to 2.59 in 2005. The other age cohorts are down from the 2003 levels, but above those of the 2002 study.

- On average, readers spend about 26 minutes per day with the paper during the week and 57 minutes a day on Sunday. Both findings are similar to 2003 results.
  - Readers complete 58 percent (up about 2%) of the newspaper during a typical weekday and 62 percent of the Sunday paper—about the same as last year’s results.
  - Readers read an average of 5.2 days per week—up slightly from previous years.
- Total Reader Behavior Score (TRBS), or readership of any newspaper—not just the local daily – is exactly where it was in 2002. The percentage of people who read only their local daily newspaper is up slightly. In addition, RBS among people who read multiple papers is flat over the past three years, indicating that readership of additional papers is not coming at the expense of readership of the local daily paper.
- Newspaper Web sites have small but growing penetration in most communities. Overall, 64 percent of respondents have never visited their newspaper’s Web site but this is down from 70% last year. In addition, RBS among people who read the online version of the paper is significantly lower than those who don’t (4.53 vs. 4.72). This disparity did not exist when we first measured in 2002.
  - For a small but growing number of people, the site may be replacing the newspaper. Of those who use the newspaper’s Web site, 26% report they use it instead of the newspaper itself—up from 22% in 2003.
- The study also measured several readership experiences. These scores can serve as benchmarks for individual newspapers who want to begin measuring and working to improve the experiences that have a strong relationship with higher readership.
- This year, a few questions about respondents’ perceptions about the political and social preferences of the newspaper’s staff were added. We found that most people (56%) think the staff has moderate preferences or do not know. In addition, most respondents report that their readership is unaffected by their perceptions of the staff’s preferences. However, about 12% of all respondents say that the staff’s preferences (and their effect on how they report the news) make them want to read less—8% because the staff is too liberal and 4% because the staff is too conservative.

We encourage you to use the national and circulation group figures in this report chiefly for interest’s sake. While they indicate current achievement, they do not and cannot measure what is possible. The most important thing is to establish a baseline and measure your own progress as major changes are made to the newspaper.

### How the study was done

The 2005 study was conducted by Wilkerson and Associates by telephone in the original 100 Impact markets and comprised 3,049 telephone interviews. All results have been weighted by age and gender to accurately reflect the markets included in the study.

Note: A list of the newspapers can be found at

[http://www.readership.org/institute/quick\\_guide/paper\\_list.htm](http://www.readership.org/institute/quick_guide/paper_list.htm), and the questionnaire is located at <http://www.readership.org/consumers/rbs/data/rbs2005questionnaire.pdf>.

### Detailed Study Results

In 2003, we recorded a substantial increase in RBS. However, in this measurement, RBS has returned to roughly the same level it was in 2002.

In general, scores across all circulation groups were higher in 2003 than they were in 2002, but dropped in 2005 (average RBS for newspapers in the 50-100K and 100-200K categories have fallen below their 2002 levels.)

2002	Industry	Circulation Size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	<b>3.24</b>	3.08	3.37	3.18	3.85	3.12
Sample Size	3066	1073	574	664	301	454
Newspaper Markets	100	33	20	22	10	15

2003	Industry	Circulation Size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	<b>3.56</b>	3.46	3.83	3.49	3.76	3.38
Sample Size	3028	1002	603	638	301	453
Newspaper Markets	100	33	20	22	10	15

2005	Industry	Circulation Size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	<b>3.34</b>	3.40	3.62	3.10	3.43	3.12
Sample Size	3049	1035	606	644	308	456
Newspaper Markets	100	33	20	22	10	15

RBS among 18-24-year-olds has decreased every year, significantly from 2002-2003.

<b>2002</b>	<b>Industry</b>	<b>Age 18-24</b>	<b>Age 25-44</b>	<b>Age 45-64</b>	<b>65 or older</b>
RBS	3.24	2.95	2.75	3.63	3.91
Sample size	3066	235	979	1016	810

<b>2003</b>	<b>Industry</b>	<b>Age 18-24</b>	<b>Age 25-44</b>	<b>Age 45-64</b>	<b>65 or older</b>
RBS	3.56	2.68	3.18	3.88	4.44
Sample size	3028	297	1264	965	486

<b>2005</b>	<b>Industry</b>	<b>Age 18-24</b>	<b>Age 25-44</b>	<b>Age 45-64</b>	<b>65 or older</b>
RBS	3.34	2.59	2.83	3.71	4.39
Sample size	3049	248	1318	957	490

### RBS Summary Table: All Adults

	2005	
	Count	Avg RBS
Overall	3049	3.34
Male	1486	3.31
Female	1563	3.37
18 to 24	248	2.59
25 to 34	580	2.67
35 to 44	738	2.96
45 to 54	517	3.49
55 to 64	440	3.95
65 or older	490	4.39
BELOW \$25,000	453	3.15
\$25,000 TO \$49,999	805	3.39
\$50,000 TO \$74,999	643	3.34
\$75,000 OR MORE	841	3.33
Less than high school graduate	151	3.08
Graduated high school (including GED)	758	3.45
Some college	915	3.34
Completed 4-year degree	628	3.18
Working on or completed post graduate	554	3.42
Caucasian	2500	3.38
African-American	205	3.43
Hispanic	122	2.53
Asian	46	3.12
Other	92	2.93
Mixed / Multi-Racial	25	4.02

## RBS Comparisons Across Studies

		2002	2003	2005
	<b>Overall</b>	<b>3.24</b>	<b>3.56</b>	<b>3.34</b>
Gender	Male	3.21	3.58	3.31
	Female	3.26	3.53	3.37
Age	18-24	2.95	2.68	2.59
	25-44	2.75	3.18	2.83
	45-64	3.63	3.88	3.71
	65 or older	3.91	4.44	4.39
Income	BELOW \$25,000	2.95	3.39	3.15
	\$25,000 TO \$49,999	3.19	3.54	3.39
	\$50,000 TO \$74,999	3.07	3.66	3.34
	\$75,000 OR MORE	3.34	3.65	3.33
Education	Less than high school graduate	2.25	3.43	3.08
	Graduated high school	3.44	3.79	3.45
	Some college	3.24	3.43	3.34
	Completed 4-year degree	3.40	3.4	3.18
	Working on or completed post grad	3.09	3.7	3.42
Ethnicity	Caucasian	NA	3.61	3.38
	African-American	NA	3.79	3.43
	Hispanic	NA	3.04	2.53
	Asian	NA	2.26	3.12
	Other	NA	2.75	2.93
	Mixed / Multi-Racial	NA	3.39	4.02

### Additional Age Breakouts—new in 2005

Age	18 to 24	NA	NA	2.59
	25 to 34	NA	NA	2.67
	35 to 44	NA	NA	2.96
	45 to 54	NA	NA	3.49
	55 to 64	NA	NA	3.95
	65 or older	NA	NA	4.39

### Readers Only

While looking at RBS among the general adult population gives a picture of performance in the market, it's also important to look at what's happening among newspaper readers. When readers are separated from non-readers, it is apparent what is driving the decrease in RBS. This year's sample includes 36% non-readers, compared to only 28% in 2003. When excluding non-readers, we see that overall RBS has actually increased since 2002.

	<b>Non-readers</b>	<b>Readers</b>	<b>RBS among Readers</b>
<b>2002</b>	31%	69%	4.54
<b>2003</b>	28%	72%	4.57
<b>2005</b>	36%	64%	4.65

Although variation in sample distribution across the surveys is expected, the increased percentage of this year's non-readers is statistically significant vs. both previous years, and seems to indicate that a lower percentage of the population reads a local daily newspaper than did in 2002 and 2003. However, more data points are needed to establish a trend.

Among newspaper readers, female readers show slight increases year over year. Affluent and highly educated readers also have slightly increasing RBS scores. Not surprisingly, reader-only RBS is highest among the oldest respondents in each of the studies we have conducted.

<b>Newspaper Readers Only</b>	<b>2002</b>	<b>RBS</b>		<b>2003</b>	<b>RBS</b>		<b>2005</b>	<b>RBS</b>
Overall	1828	4.54		2168	4.57		1958	4.65
Male	858	4.62		1059	4.60		942	4.65
Female	970	4.47		1110	4.54		1016	4.64
18-24	180	4.28		182	3.75		134	3.94
25-44	701	4.14		850	4.24		751	4.21
45-64	524	4.74		739	4.76		667	4.88
65 or older	422	5.06		388	5.31		385	5.32
Below \$25,000	200	4.58		396	4.61		276	4.54
\$25,000 TO \$49,999	473	4.49		584	4.47		540	4.57
\$50,000 TO \$74,999	405	4.33		474	4.59		415	4.63
\$75,000 OR MORE	479	4.58		527	4.59		532	4.68
Less than H.S. graduate	64	4.38		119	4.42		89	4.52
Graduated H.S. / G.E.D	402	4.68		573	4.71		510	4.65
Some college	604	4.47		670	4.48		600	4.57
College Graduate	457	4.53		421	4.55		379	4.62
Post Graduate	281	4.54		368	4.61		354	4.79
White/Caucasian	Not measured			1793	4.6		1617	4.68
African American	Not measured			185	4.51		144	4.46
Hispanic	Not measured			74	4.11		58	4.19
Asian	Not measured			15	4.44		28	4.41
Other Group	Not measured			44	4.42		51	4.49
Mixed, Multi-racial	Not measured			16	4.26		20	4.69
18 to 24	Not measured			Not measured			134	3.94
25 to 34	Not measured			Not measured			321	4.01
35 to 44	Not measured			Not measured			430	4.36
45 to 54	Not measured			Not measured			342	4.77
55 to 64	Not measured			Not measured			325	5.00
65 or older	Not measured			Not measured			385	5.32

## RBS Components Among Readers and All Adults

The following tables highlight the individual components of RBS – time, completeness and frequency. The tables include responses by readers only (all non-readers excluded) as well as the sample as a whole.

### Frequency

In the adult population, 46 percent read on any given weekday and about 60 percent read on a typical Sunday. Just over a third (36%) say they do not read the local daily newspaper in a typical week. This number is substantially higher than previous studies and accounts for most of the differences in RBS scores in 2005 vs. the other years.

Among readers, 90 percent say they read on Sunday and approximately 70 percent read on any given weekday.

<b>Typical Daily Reading</b>						
	<b>2002</b>		<b>2003</b>		<b>2005</b>	
	Readers Only	Adult Population	Readers Only	Adult Population	Readers Only	Adult Population
Monday	65%	41%	65%	47%	71%	45%
Tuesday	64%	40%	66%	47%	70%	45%
Wednesday	67%	42%	70%	50%	72%	47%
Thursday	66%	42%	67%	48%	72%	45%
Friday	70%	46%	72%	52%	75%	48%
Saturday	67%	42%	67%	48%	75%	48%
Sunday	91%	59%	86%	62%	90%	59%
Do Not Read in a Typical Week	0%	31%	0%	28%	0%	36%
Avg Days Read	4.8 days	3.1 days	4.9 days	3.5 days	5.2 days	3.4 days

### Time Spent – Weekday

On average, adults spend 16.8 minutes per day with the paper during the week—the same results from the 2002 study, and slightly down from 2003. Among readers, time spent with the weekday paper is at about 26 minutes per day—very similar across all three studies.

<b>Weekday Time Spent Reading</b>						
	<b>2002</b>		<b>2003</b>		<b>2005</b>	
	Readers Only	Adult Population	Readers Only	Adult Population	Readers Only	Adult Population
None or almost none	20%	50%	16%	40%	15%	45%
1-15 minutes	9%	5%	17%	12%	17%	11%
16-30 minutes	30%	19%	29%	21%	31%	20%
31-45 minutes	22%	14%	21%	15%	21%	13%
46-60 minutes	12%	8%	10%	7%	11%	7%
61 minutes or more	7%	4%	7%	5%	6%	4%
Avg minutes	27.0*	16.8*	25.6	18.4	26.1	16.8

(\*Average time spent percentages are weighted averages of number of people reading multiplied by the midpoint of time spent, i.e., 0 min x 20% + 8 min. x 9% + 23 min. x 30% etc.)

### Time Spent – Weekend

On average, newspaper readers spend just under an hour (57 minutes) with the Sunday newspaper. This is down by an average of about seven minutes from 2002 study.

<b>Weekend/Sunday Time Spent Reading</b>						
	<b>2002</b>		<b>2003</b>		<b>2005</b>	
	Readers Only	Adult Population	Readers Only	Adult Population	Readers Only	Adult Population
None or almost none	9%	41%	14%	38%	15%	45%
<½ hour	10%	7%	17%	12%	17%	11%
Half hour - 1 hour	33%	21%	29%	21%	25%	16%
1-1 ½ hours	25%	17%	20%	15%	21%	13%
1 ½ -2 hours	12%	7%	11%	8%	13%	8%
2-2 ½ hours	5%	3%	6%	4%	4%	3%
2 ½-3 hours	3%	2%	2%	1%	3%	2%
3 or more hours	2%	2%	2%	2%	2%	1%
Avg minutes	64.1	41.0	56.9	40.7	57.3	36.8

### Completeness – Weekday

On average, newspaper readers are completing more than half of the newspaper during a typical weekday (58 percent), a little higher than previous years.

<b>Weekday Completeness of Reading</b>						
	<b>2002</b>		<b>2003</b>		<b>2005</b>	
	Readers Only	Adult Population	Readers Only	Adult Population	Readers Only	Adult Population
None or almost none	23%	51%	21%	43%	18%	48%
¼	12%	7%	14%	10%	14%	9%
½	18%	11%	18%	13%	18%	12%
¾	19%	12%	15%	11%	17%	11%
Almost all/all	28%	18%	32%	23%	33%	21%
Avg completeness	55%*	34%*	56%	40%	58%	37%

(\*Average completeness percentages are weighted averages of number of people reading multiplied by percentage of paper read, i.e.,  $0 \times 23\% + \frac{1}{4} \times 12\% + \frac{1}{2} \times 18\%$  etc.)

### Completeness – Weekend

On average, newspaper readers are completing more than half of the newspaper during a typical Sunday (62 percent), about the same as previous years.

<b>Weekend/Sunday Completeness of Reading</b>						
	<b>2002</b>		<b>2003</b>		<b>2005</b>	
	Readers Only	Adult Population	Readers Only	Adult Population	Readers Only	Adult Population
None or almost none	11%	43%	16%	40%	15%	46%
¼	15%	10%	14%	10%	12%	8%
½	21%	13%	19%	13%	18%	12%
¾	22%	15%	17%	12%	18%	11%
Almost all/all	30%	19%	34%	25%	36%	23%
Avg completeness	61%	39%	60%	43%	62%	40%

### **Total RBS (TRBS)**

As well as measuring readership of the local daily newspaper, the study assesses usage of other newspapers, such as nationals and weeklies. This is added to local daily newspaper RBS to comprise Total RBS (TRBS). This year, TRBS is 3.90—vs.3.92 in 2002 and 4.20 in 2003.

Tracking over time could reveal any of the following:

- Increased readership of other papers (weeklies, nationals) at the expense of readership of the local daily newspaper
- Decreased or increased reading of both the local daily and other newspapers
- Increased readership of the local newspaper and decreased readership of other papers

This year's survey shows that about 78 percent of adults read a newspaper of some kind in an average week – down about 7 percent from 2003. Although there is a lower percentage of readers in this year's sample compared to last year, the percentage of respondents who read only the local paper has actually increased slightly—from 43% in 2002 to 47% in 2005.

Breakouts for readership of the local paper vs. other papers are as follows:

Percentage of population who...	<b>Read only the local paper</b>	<b>Read local paper and other papers</b>	<b>Do not read the local paper, but do read another paper</b>	<b>Do not read any paper</b>
<b>2002</b>	43%	18%	13%	22%
<b>2003</b>	45%	23%	14%	15%
<b>2005</b>	47%	17%	14%	22%

Looking at TRBS scores can shed light on two questions:

- Are people increasing their readership of newspapers in general? Apparently not. Although there was an uptick in the 2003 results, TRBS levels are now similar to 2002.
- Is overall newspaper readership coming at the expense of the local daily newspaper? No. As indicated earlier, the percentage of people who read only their local paper is actually up slightly and RBS among people who read multiple papers is flat—not declining—over the past three years. These results are worth watching in future studies to observe the interaction between RBS and TRBS.

Results are as follows:

Readership among those who...	<b>Read only the local paper</b>	<b>Read local paper and other papers</b>	<b>Do not read the local paper, but do read another paper</b>	<b>Do not read any paper</b>
<b>2002</b>	RBS: 4.53 TRBS: 4.53	RBS: 4.56 TRBS: 5.79	RBS: 1.00 TRBS: 3.98	RBS: 1.00 TRBS: 1.00
<b>2003</b>	RBS: 4.61 TRBS: 4.61	RBS: 4.44 TRBS: 5.60	RBS: 1.00 TRBS: 3.98	RBS: 1.00 TRBS: 1.00
<b>2005</b>	RBS: 4.62 TRBS: 4.62	RBS: 4.52 TRBS: 5.69	RBS: 1.00 TRBS: 3.92	RBS: 1.00 TRBS: 1.00

### Method of Acquisition

Overall, about 70 percent of readers obtain their newspaper through home delivery. On Sunday, single-copy sales account for about 23 percent of newspaper acquisition. During the week, single-copy accounts for about 15 percent.

#### **\*How do you get the (Name of Newspaper) on an average...?**

(Includes only newspaper readers)

<b>2003</b>	weekday	Sunday
It is delivered to my home	68%	67%
It is delivered to my workplace	6	2
It is purchased by me or someone in my household	18	24
I read someone else's copy	6	6
I read it on the Internet	2	1

*\*This question was not asked in 2002.*

<b>2005</b>	weekday	Sunday
It is delivered to my home	69%	70%
It is delivered to my workplace	7	2
It is purchased by me or someone in my household	15	23
I read someone else's copy	5	4
I read it on the Internet	2	1

This year's findings about method of acquisition do not differ statistically from last year's results. The likelihood of receiving home delivery increases with age.

- Only 35 percent of 18-24 year olds receive the newspaper at home, while 36 percent purchase the newspaper single copy.
- Among those 65+, acquisition is dramatically different (93 percent home delivery).

Method of acquisition also differs substantially by ethnicity.

- Home delivery is also inversely correlated to income – the lower the annual income, the more likely respondents are to purchase via single copy.

Pass-along and Internet readership are too small to observe meaningful differences across demographic groups.

## Readership Experiences

RI has quantified the relationships between a wide variety of newspaper-reading experiences and levels of readership. Some motivate reading – the more people have these experiences, the higher their RBS. Others inhibit reading – the more people have these experiences, the less they read. (See [www.readership.org/consumers/NewsExp.htm](http://www.readership.org/consumers/NewsExp.htm) for more detail). We asked about several of these experiences in the 2005 RBS survey.<sup>1</sup>

The experiences were measured by asking newspaper readers to rate how well a series of statements describes their own feelings about their local daily newspaper (by name). The questions are asked on 1-5 scale, (1=“strongly disagree” and 5=“strongly agree.”) For a complete list, see [www.readership.org/new\\_readers/data/all\\_experiences.pdf](http://www.readership.org/new_readers/data/all_experiences.pdf). The following table outlines the average respondent ratings for each experience. It is useful as a benchmark if you use RI’s methodology for measuring experiences at your newspaper.

<b>2005 Experience Factors</b>	Something to talk about	Looks out for my interests	Makes me smarter	Touches & inspires me	Ad usefulness	Too much	Discriminates & Stereotypes
Overall	3.48	3.37	3.72	3.33	3.22	2.25	2.27
Male	3.46	3.34	3.67	3.23	3.08	2.26	2.25
Female	3.50	3.41	3.77	3.42	3.35	2.24	2.30
18 to 24	3.61	3.42	3.82	3.44	3.36	2.29	2.25
25 to 34	3.45	3.16	3.69	3.26	3.35	2.28	2.28
35 to 44	3.44	3.32	3.69	3.30	3.26	2.21	2.29
45 to 54	3.53	3.40	3.73	3.33	3.20	2.22	2.33
55 to 64	3.51	3.42	3.75	3.35	3.17	2.24	2.23
65 or older	3.45	3.55	3.74	3.38	3.09	2.29	2.24
BELOW \$25,000	3.51	3.43	3.79	3.46	3.38	2.35	2.36
\$25,000 TO \$49,999	3.52	3.39	3.74	3.40	3.31	2.30	2.27
\$50,000 TO \$74,999	3.49	3.38	3.75	3.32	3.22	2.23	2.30
\$75,000 OR MORE	3.47	3.36	3.68	3.25	3.08	2.16	2.21
Less than H.S. grad	3.74	3.68	3.91	3.67	3.55	2.41	2.44
Graduated H.S.	3.49	3.38	3.76	3.42	3.31	2.33	2.26
Some college	3.45	3.31	3.71	3.30	3.31	2.23	2.26
4-year degree	3.49	3.38	3.72	3.29	3.14	2.20	2.29
Post grad	3.46	3.40	3.65	3.21	2.94	2.19	2.26
White/Caucasian	3.47	3.38	3.72	3.32	3.18	2.24	2.23
African American	3.59	3.26	3.78	3.40	3.64	2.29	2.66
Hispanic	3.61	3.43	3.79	3.41	3.41	2.14	2.14
Asian	3.50	3.35	3.52	3.30	3.33	2.54	2.58
Other group	3.40	3.19	3.54	3.26	3.24	2.26	2.41
Mixed / multi-racial	3.68	3.51	3.70	3.55	3.07	2.18	2.14

<sup>1</sup> The only one of these experiences measured in 2003 was “something to talk about.” The 2003 scores are similar to the 2005 results in the table above.

### The Newspaper Web site

To date, newspaper Web sites have achieved relatively low levels of penetration. On average, 64 percent of respondents have never accessed their newspaper's Web site, and fewer than 12 percent have visited within the past week. But although penetration is low, it is rising. Last year, 70% of respondents had never been to the newspaper's site and only 9% had visited in the past week. (This question was not asked in 2002.)

#### When was the last time you accessed (name of newspaper Web site)?

	2003	2005
Today	2%	3%
Yesterday	2%	2%
Within the last 7 days	5%	7%
Within the last 14 days	2%	3%
Within the last 30 days	4%	3%
Longer than 30 days	15%	18%
Never accessed Web site	70%	64%
Total	100%	100%

Online readership may be starting to take away from readership of the print product. In 2002, the RBS for exclusively print readers was about the same as for readers who read both print and online. This year, there is a noticeable difference between the two groups. Readers who also read online show an RBS score 0.19 lower than those who do not visit the newspaper Web site.

RBS among those who...	Read both the print and online version of the local paper	Read only the print version of the local paper—does not read online
2002	Average RBS: 4.51	Average RBS: 4.50
2003	Average RBS: 4.46	Average RBS: 4.62
2005	Average RBS: 4.53	Average RBS: 4.72

People who had visited their newspaper's Web site (by name) within the past 14 days were asked this set of questions. Of the 3,049 respondents, 414 qualified for this section. Totals are outlined below for your information and to benchmark your own results.

<b>Which of these statements describes how you use (newspaper Web site)?</b>	<b>2003</b>	<b>2005</b>
People who access site within the past 14 days	355	414
% of total respondents	12%	14%
I use (newspaper Web site) instead of reading the newspaper	22%	26%
I use (newspaper Web site) in addition to reading the newspaper	32%	35%
I use (newspaper Web site) for some types of information and use the newspaper for other types of information	44%	38%

<b>Since you started reading (newspaper Web site) do you read the printed newspaper...?</b>	<b>2003</b>	<b>2005</b>
People who access site within the past 14 days	355	414
% of total respondents	12%	14%
More often	8%	6%
Less often, or	19%	22%
About the same as before you started reading (newspaper Web site)	71%	71%

### **Perceived Political Preferences at the Newspaper**

Three questions in the 2005 survey probed whether respondents perceive political and social preferences of newspaper staff and how this perception affects their readership. The questions were as follows. (In all cases, respondents could answer “Don’t know.”)

**Q1. Whether you read the newspaper or not, in your opinion, do the political and social preferences of the staff at (name of newspaper) generally tend to be more liberal, more conservative, or moderate?**

**(If Liberal or Conservative) ...Would you say they tend to be very (liberal / conservative) or just somewhat (liberal/ conservative)?**

**Very liberal  
Somewhat liberal  
Moderate  
Somewhat conservative  
Very conservative**

**Q2. Do you think the staff at (NAME OF NEWSPAPER) let their own political and social preferences influence the way they report the news (READ CHOICES)?**

**Often  
Sometimes  
Seldom, or  
Never**

**Q3. Overall, how do the political and social preferences of the staff at (NAME OF NEWSPAPER) affect your readership of the newspaper? (READ CHOICES)**

**Makes me want to read the newspaper more,  
Makes me want to read the newspaper less, or  
Has no impact on how much I want to read the newspaper**

Over half (56%) either say they “don’t know” what the staff’s political preferences are or believe they are moderate; 25% believe they are liberal; and 18% say conservative.

Non-readers are somewhat less likely to perceive political preferences and more likely not to have an opinion on the question.

**Whether you read the newspaper or not, in your opinion, do the political and social preferences of the staff at (Name of newspaper) generally tend to be more liberal, more conservative, or moderate?**

	<b>Overall</b>	<b>Reader</b>	<b>Nonreader</b>
<b>Total Liberal</b>	<b>25%</b>	<b>27%</b>	<b>23%</b>
Very Liberal	9%	10%	9%
Somewhat Liberal	16%	17%	14%
<b>Total Conservative</b>	<b>18%</b>	<b>20%</b>	<b>14%</b>
Somewhat Conservative	12%	14%	9%
Very Conservative	6%	6%	5%
<b>Moderate</b>	<b>38%</b>	<b>45%</b>	<b>27%</b>
<b>Don't know</b>	<b>18%</b>	<b>9%</b>	<b>36%</b>

As indicated, about 43% of respondents (1314 of the 3049 respondents) believe staff members of their newspaper have a particular political tendency. Of those people, 59% see liberal and 41% see conservative tendencies.

Of people who believe the staff at the newspaper has a political tendency.	<b>Overall</b>	<b>Reader</b>	<b>Nonreader</b>
<b>Liberal</b>	59%	57%	62%
<b>Conservative</b>	41%	43%	38%

This perception of newspapers is fairly consistent across demographic groups with a few notable exceptions. People of color are more likely than others to view the newspaper staff as conservative while older, affluent, and less educated respondents are slightly more likely to view the paper as liberal.

	Respondents		View staff as liberal	View staff as conservative
Overall	1314		59%	41%
Male	689		60	40
Female	625		57	43
18 to 24	87		54	46
25 to 34	232		51	49
35 to 44	312		58	42
45 to 54	253		58	42
55 to 64	199		68	32
65 or older	222		63	37
BELOW \$25,000	158		54	46
\$25,000 TO \$49,999	317		54	46
\$50,000 TO \$74,999	289		58	42
\$75,000 OR MORE	446		62	38
Less than high school	48		67	33
Graduated HS / G.E.D	289		60	40
Some college	386		59	41
4-year degree	299		57	43
Post-graduate	279		57	43
White/Caucasian	1115		61	39
African American	74		38	62
Hispanic	46		40	60
Asian	17		52	48
Other	31		49	51
Multi-racial	8		67	33

The key factor in explaining respondents' perceptions of the newspaper staff is their own political views. People tend to view the newspaper staff's political views as different from their own. While this particularly true for conservatives, it also holds true for liberals. Not surprisingly, this is most felt by the most politically sensitive respondents—75% of the very conservative respondents and 57% of the very liberal believe the staff has political preferences opposite to their own.

People who classify themselves as...	% of sample	Number of respondents	Believe the staff at the newspaper tends to be...	
			Liberal	Conservative
<b>Very Liberal</b>	8%	240	43%	<b>57%</b>
<b>Somewhat Liberal</b>	16%	501	47%	<b>53%</b>
<b>Moderate</b>	31%	931	49%	51%
<b>Somewhat Conservative</b>	26%	780	<b>68%</b>	32%
<b>Very Conservative</b>	13%	400	<b>75%</b>	25%
<b>No opinion</b>	6%	197	64%	36%

**Do political preferences influence the way the news is reported?**

Overall, over half (57%) of the respondents (regardless of their own political persuasion) believe employees at their newspaper often or sometimes let their own political and social preferences influence the way they report the news. In this case, conservatives are somewhat more likely than others to hold this view; liberals and moderates respond in a similar way.

**Do you think the staff at (NAME OF NEWSPAPER) let their own political and social preferences influence the way they report the news?**

		Respondents who classify themselves as...		
	Overall	Liberal	Conservative	Moderate
<b>Often or sometimes</b>	<b>57%</b>	<b>54%</b>	<b>64%</b>	<b>53%</b>
Often	23%	21%	28%	20%
Sometimes	34%	33%	36%	33%
<b>Seldom or never</b>	<b>29%</b>	<b>32%</b>	<b>24%</b>	<b>31%</b>
Seldom	17%	20%	15%	16%
Never	12%	12%	9%	14%
<b>Don't know / Refused</b>	<b>14%</b>	<b>14%</b>	<b>12%</b>	<b>17%</b>

Eighty-one percent of people who believe the newspaper staff tends to be liberal (primarily people who classify themselves as conservatives) and 71% of people who see the newspaper staff as conservative say the newspaper staff lets political preferences often or sometimes color the way they report the news. Respondents who believe the staff tends to be moderate – well over half of the sample – are split on the question, with 43% saying often or sometimes, and 35% seldom or never.

		Respondents who believe the staff at their newspaper tends to be...		
	Overall	Liberal N=769	Conservative N=543	Moderate N=1735
<b>Often or sometimes</b>	<b>57%</b>	<b>81%</b>	<b>71%</b>	<b>43%</b>
Often	23%	44%	29%	13%
Sometimes	34%	37%	42%	30%
<b>Seldom or never</b>	<b>29%</b>	<b>16%</b>	<b>25%</b>	<b>35%</b>
Seldom	17%	11%	16%	19%
Never	12%	5%	9%	16%
<b>Don't know / Refused</b>	<b>14%</b>	<b>3%</b>	<b>4%</b>	<b>22%</b>

### How do these perceptions affect readership?

Nearly three quarters (73%) report that their perception of staff preferences has no impact on their newspaper readership. Among those who perceive the newspaper staff to be liberal, one-third report it makes them want to read less; 22% of those who perceive conservative tendencies say it makes them want to read less.

### Overall, how do the political and social preferences of the staff at (NAME OF NEWSPAPER) affect your readership of the newspaper?

	Overall	Respondents who believe the staff at their newspaper tends to be...		
		Liberal N=769	Conservative N=543	Moderate N=1735
Makes me want to read the newspaper more,	7%	6%	9%	7%
Makes me want to read the newspaper less, or	16%	32%	22%	6%
Has no impact on how much I want to read the newspaper	73%	60%	68%	80%
Don't Know / Refused	4%	1%	1%	7%

Another way of summarizing these results:

- 8% (245 respondents) of the total number of survey respondents report the liberal bias they perceive in the newspaper's staff makes them want to read the newspaper less. Of these respondents, 137 are readers and 107 are nonreaders. As a group, their average RBS score is 3.02. (4.61 among readers only).
- 4% (119 respondents) of the total number of survey respondents report the conservative bias they perceive in the newspaper's staff makes them want to read the newspaper less. Of these respondents, 59 are readers and 55 are nonreaders. As a group, their average RBS score is 2.74 (4.35 among readers only).

Both groups are relatively small and one interpretation of the results is that in local daily newspapers generally, perceived bias does not seem to have a major effect on readership. While we did not ask about respondents about their perceptions of other media, it may be that consumers see their local daily newspaper as less politicized than some other media outlets. Another interpretation is that 12% may constitute a segment, or sub-segments, for whom content can be created and promoted.

## Appendix 1 – Summary of RBS and TRBS

The following tables provide a summary of the RBS and TRBS scores, along with sample sizes for the demographic categories measured in this study. Summaries for the 2002 and 2003 studies are also included.

2005		Count	Mean RBS	Mean TRBS
	<b>Overall</b>	<b>3049</b>	<b>3.34</b>	<b>3.9</b>
Gender	Male	1486	3.31	3.88
	Female	1563	3.37	3.93
Age	18 to 24	248	2.59	3.1
	25 to 34	580	2.67	3.17
	35 to 44	738	2.96	3.57
	45 to 54	517	3.49	4.09
	55 to 64	440	3.95	4.6
	65 or older	490	4.39	4.89
Income	BELOW \$25,000	453	3.15	3.46
	\$25,000 TO \$49,999	805	3.39	3.87
	\$50,000 TO \$74,999	643	3.34	3.9
	\$75,000 OR MORE	841	3.33	4.1
Education	Less than H.S. grad	151	3.08	3.42
	Graduated H.S. (including G.E.D)	758	3.45	3.83
	Some college	915	3.34	3.79
	College degree	628	3.18	3.99
	Post-grad	554	3.42	4.25
Ethnicity	White/Caucasian	2500	3.38	3.98
	African American	205	3.43	3.79
	Hispanic	122	2.53	2.76
	Asian	46	3.12	4.07
	Other Group	92	2.93	3.42
	Mixed / Multi-racial	25	4.02	4.36

2002		Count	Mean RBS	Mean TRBS
	<b>Overall</b>	<b>3066</b>	<b>3.24</b>	<b>4.01</b>
Gender	Male	1446	3.21	3.99
	Female	1620	3.26	4.02
Age	18-24	235	2.95	3.14
	25-44	979	2.75	3.5
	45-64	1016	3.63	4.16
	65 or older	810	3.91	4.7
Income	BELOW \$25,000	528	2.95	3.67
	\$25,000 TO \$49,999	835	3.19	3.87
	\$50,000 TO \$74,999	647	3.07	4.13
	\$75,000 OR MORE	603	3.34	4.22
Education	Less than high school graduate	206	2.25	3.33
	Graduated high school	813	3.44	4.07
	Some college	957	3.24	3.98
	Completed 4-year degree	611	3.40	4.07
	Working on or completed post grad	427	3.09	4.22

2003		Count	Mean RBS	Mean TRBS
	<b>Overall</b>	<b>3028</b>	<b>3.56</b>	<b>4.20</b>
Gender	Male	1475	3.58	4.27
	Female	1553	3.53	4.13
Age	18-24	297	2.68	3.32
	25-44	1264	3.18	3.83
	45-64	965	3.88	4.56
	65 or older	486	4.44	4.96
Income	BELOW \$25,000	598	3.39	3.88
	\$25,000 TO \$49,999	800	3.54	4.1
	\$50,000 TO \$74,999	640	3.66	4.33
	\$75,000 OR MORE	715	3.65	4.46
Education	Less than high school graduate	167	3.43	3.68
	Graduated high school	760	3.79	4.22
	Some college	958	3.43	4.11
	Completed 4-year degree	622	3.4	4.14
	Working on or completed post grad	491	3.7	4.6
Ethnicity	Caucasian	2476	3.61	4.26
	African-American	233	3.79	4.19
	Hispanic	113	3.04	3.54
	Asian	41	2.26	3.44
	Other	86	2.75	3.85
	Mixed / Multi-Racial	21	3.39	3.73

## **Appendix 2 – RBS Components by Demographics**

For additional reference, this report includes tables highlighting the components of RBS – time, frequency and completeness – by demographics among the adult population.

### **General Demographic Findings**

The tables indicate that – not surprisingly – the demographic most responsible for differences in reading behavior is age. The oldest age group (65+) scores significantly higher than other respondents on all readership elements. There are some differences by gender—primarily pertaining to higher Sunday readership for females. The other demographics result in far fewer distinctions in readership behavior and are not included in these breakouts.

Overall results are provided by circulation group as follows:

- Circ group 1: newspapers with circulation of between 10,000 and 24,999
- Circ group 2: newspapers with circulation of between 25,000 and 49,999
- Circ group 3: newspapers with circulation of between 50,000 and 99,999
- Circ group 4: newspapers with circulation of between 100,000 and 199,999
- Circ group 5: newspapers with circulation of 200,000+

## 2005 Telephone Study RBS Results by Circ Group

Typical Daily Reading						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3066	n=1446	n=1620	n=235	n=979	n=1016
Monday	45.3%	49.3%	50.2%	41.6%	43.6%	36.9%
Tuesday	45.1%	50.0%	49.2%	39.8%	41.8%	38.2%
Wednesday	46.5%	51.3%	51.2%	41.4%	44.2%	37.9%
Thursday	45.4%	49.9%	50.6%	40.1%	43.6%	37.3%
Friday	48.4%	51.9%	53.5%	44.1%	46.9%	40.9%
Saturday	47.9%	52.6%	52.3%	42.9%	47.1%	40.4%
Sunday	58.5%	57.5%	64.5%	52.8%	61.5%	58.5%
Do Not Read	35.4%	33.1%	30.3%	41.2%	35.0%	37.4%
<b>Avg days read</b>	<b>3.36</b>	<b>3.7</b>	<b>3.74</b>	<b>3.03</b>	<b>3.29</b>	<b>2.9</b>

Weekday Time Spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3066	n=1446	n=1620	n=235	n=979	n=1016
Do not read	45%	40.8%	40.1%	49.9%	48.4%	53.3%
1-15 minutes	10.8%	15.1%	9.2%	9.8%	5.0%	8.4%
16-30 minutes	19.7%	22.3%	22.9%	17.4%	17.4%	14.2%
31-45 minutes	13.2%	12.8%	14.7%	13.8%	12.8%	11.7%
46-60 minutes	7.3%	5.7%	8.6%	7.0%	8.7%	8.7%
61 minutes or more	3.8%	3.4%	4.3%	2.2%	7.6%	3.7%
<b>Avg minutes</b>	<b>16.8</b>	<b>16.4</b>	<b>19.0</b>	<b>15.1</b>	<b>19.0</b>	<b>15.4</b>

Weekday Completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3066	n=1446	n=1620	n=235	n=979	n=1016
None	47.6%	42.8%	42.0%	52.4%	50.2%	57.2%
1/4	8.8%	9.4%	8.1%	8.2%	9.1%	9.3%
1/2	11.8%	12.0%	13.1%	12.8%	8.1%	10.9%
3/4	10.7%	10.2%	11.6%	9.1%	12.9%	11.3%
Almost all/all	21.1%	25.6%	25.3%	17.6%	19.7%	11.3%
<b>Avg completeness</b>	<b>37%</b>	<b>42%</b>	<b>43%</b>	<b>33%</b>	<b>36%</b>	<b>28%</b>

Weekend/Sunday Time Spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3066	n=1446	n=1620	n=235	n=979	n=1016
None	45.3%	52.7%	35.9%	47.5%	38.7%	42.1%
<1/2 hour	11.1%	13.8%	12.5%	10.0%	5.8%	7.9%
Half hour - 1 hour	16.2%	14.1%	19.5%	16.8%	17.2%	15.2%
1-1 1/2 hours	13.3%	9.8%	16.3%	11.9%	18.1%	16.1%
1 1/2 -2 hours	8.3%	5.7%	9.1%	7.9%	13.1%	10.4%
2-2 1/2 hours	2.8%	1.7%	3.3%	3.4%	3.2%	3.8%
2 1/2-3 hours	1.6%	1.2%	1.8%	1.4%	2.1%	2.6%
3 or more hours	1.4%	1.1%	1.5%	1.2%	1.8%	1.9%
<b>Avg minutes</b>	<b>36.8</b>	<b>27.9</b>	<b>42.7</b>	<b>35.4</b>	<b>47.1</b>	<b>44.0</b>

Weekend/Sunday Completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3066	n=1446	n=1620	n=235	n=979	n=1016
Nnone	45.7%	52.5%	37.2%	48.3%	38.6%	42.6%
1/4	7.9%	5.5%	7.6%	7.6%	10.4%	12.2%
1/2	11.6%	8.2%	13.3%	12.8%	11.7%	15.5%
3/4	11.4%	10.9%	12.1%	9.5%	13.0%	13.2%
Almost all/all	23.4%	22.8%	29.8%	21.7%	26.3%	16.5%
<b>Avg completeness</b>	<b>40%</b>	<b>37%</b>	<b>47%</b>	<b>37%</b>	<b>44%</b>	<b>37%</b>

## 2005 Telephone Study RBS Results by Age

Typical Daily Reading								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3066		248	580	738	517	440	490
Monday	45.3%		30.0%	28.7%	34.5%	50.1%	59.6%	71.2%
Tuesday	45.1%		27.6%	26.9%	35.3%	50.2%	59.1%	71.7%
Wednesday	46.5%		30.6%	29.8%	36.7%	50.9%	60.1%	72.0%
Thursday	45.4%		26.8%	27.9%	35.8%	51.0%	59.7%	71.4%
Friday	48.4%		31.0%	30.6%	40.9%	52.1%	61.9%	73.2%
Saturday	47.9%		27.9%	31.2%	39.0%	52.7%	62.7%	72.8%
Sunday	58.5%		44.9%	47.4%	52.6%	61.2%	69.3%	75.0%
Do Not Read	35.4%		43.1%	44.2%	41.5%	33.6%	26.1%	21.4%
<b>Avg days read</b>	<b>3.36</b>		<b>2.29</b>	<b>2.2</b>	<b>2.76</b>	<b>3.64</b>	<b>4.31</b>	<b>5.03</b>

Weekday Time Spent								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3066		248	580	738	517	440	490
Do not read	45%		58.4%	60.0%	52.7%	41.2%	32.5%	25.5%
1-15 minutes	10.8%		9.2%	10.4%	10.8%	14.1%	12.4%	6.7%
16-30 minutes	19.7%		12.9%	13.8%	21.8%	20.2%	23.4%	22.5%
31-45 minutes	13.2%		9.6%	9.1%	9.7%	15.3%	18.5%	19.0%
46-60 minutes	7.3%		4.4%	5.8%	3.7%	6.4%	8.0%	16.4%
61 minutes or more	3.8%		5.5%	0.9%	1.2%	2.8%	5.3%	9.9%
<b>Avg minutes</b>	<b>16.8</b>		<b>13.3</b>	<b>11.1</b>	<b>12.3</b>	<b>16.7</b>	<b>21.1</b>	<b>28.3</b>

Weekday Completeness								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3066		248	580	738	517	440	490
None	47.6%		61.6%	62.8%	54.7%	43.7%	34.9%	26.5%
1/4	8.8%		11.4%	9.2%	9.7%	8.7%	7.1%	8.1%
1/2	11.8%		13.6%	10.2%	11.6%	13.3%	10.9%	12.5%
3/4	10.7%		5.8%	7.6%	7.5%	10.8%	15.0%	16.9%
Almost all/all	21.1%		7.6%	10.1%	16.6%	23.5%	32.1%	35.9%
<b>Avg completeness</b>	<b>37%</b>		<b>22%</b>	<b>23%</b>	<b>30%</b>	<b>40%</b>	<b>51%</b>	<b>57%</b>

Weekend/Sunday Time Spent								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3066		248	580	738	517	440	490
None	45.3%		58.0%	55.8%	50.7%	43.3%	35.4%	29.0%
<1/2 hour	11.1%		7.0%	11.1%	11.0%	11.7%	11.0%	12.1%
Half hour - 1 hour	16.2%		12.0%	12.4%	16.2%	18.3%	18.1%	18.7%
1-1 1/2 hours	13.3%		9.7%	9.7%	10.7%	14.5%	17.6%	18.1%
1 1/2 - 2 hours	8.3%		8.3%	6.5%	7.2%	7.8%	10.8%	10.8%
2-2 1/2 hours	2.8%		4.0%	2.9%	1.8%	2.0%	2.5%	5.1%
2 1/2-3 hours	1.6%		0.5%	1.4%	1.0%	1.2%	2.3%	3.5%
3 or more hours	1.4%		0.4%	0.1%	1.4%	1.2%	2.2%	2.8%
<b>Avg minutes</b>	<b>36.8</b>		<b>29.5</b>	<b>27.8</b>	<b>31.3</b>	<b>35.9</b>	<b>45.8</b>	<b>53.0</b>

Weekend/Sunday Completeness								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3066		248	580	738	517	440	490
None	45.7%		58.9%	56.6%	51.4%	43.0%	35.4%	29.1%
1/4	7.9%		10.8%	8.7%	7.1%	6.8%	7.1%	8.8%
1/2	11.6%		11.7%	10.4%	10.5%	13.8%	12.0%	11.8%
3/4	11.4%		6.7%	9.8%	10.3%	12.6%	14.0%	13.9%
Almost all/all	23.4%		11.9%	14.5%	20.7%	23.7%	31.5%	36.4%
<b>Avg completeness</b>	<b>40%</b>		<b>25%</b>	<b>29%</b>	<b>35%</b>	<b>42%</b>	<b>50%</b>	<b>55%</b>

## 2005 Telephone Study RBS Results by Gender

<b>Typical Daily Reading</b>			
	Industry	Male	Female
	n=3066	1486	1563
Monday	45.3%	46.8%	43.8%
Tuesday	45.1%	46.3%	44.0%
Wednesday	46.5%	47.5%	45.5%
Thursday	45.4%	45.7%	45.2%
Friday	48.4%	49.7%	47.2%
Saturday	47.9%	48.6%	47.2%
Sunday	58.5%	58.2%	58.8%
Do Not Read	35.4%	36.1%	34.8%
<b>Avg days read</b>	<b>3.36</b>	<b>3.41</b>	<b>3.31</b>

<b>Weekday Time Spent</b>			
	Industry	Male	Female
	n=3066	1486	1563
Do not read	45%	45.2%	45.2%
1-15 minutes	10.8%	11.1%	10.5%
16-30 minutes	19.7%	19.5%	19.9%
31-45 minutes	13.2%	13.9%	12.5%
46-60 minutes	7.3%	6.7%	7.9%
61 minutes or more	3.8%	3.6%	3.9%
<b>Avg minutes</b>	<b>16.8</b>	<b>16.5</b>	<b>16.9</b>

<b>Weekday Completeness</b>			
	Industry	Male	Female
	n=3066	1486	1563
None	47.6%	47.7%	47.4%
1/4	8.8%	9.4%	8.3%
1/2	11.8%	11.5%	12.1%
3/4	10.7%	11.5%	9.9%
Almost all/all	21.1%	20.0%	22.2%
<b>Avg completeness</b>	<b>37%</b>	<b>37%</b>	<b>38%</b>

<b>Weekend/Sunday Time Spent</b>			
	Industry	Male	Female
	n=3066	1486	1563
None	45.3%	45.6%	45.0%
<1/2 hour	11.1%	12.0%	10.2%
Half hour - 1 hour	16.2%	17.2%	15.2%
1-1 1/2 hours	13.3%	12.0%	14.5%
1 1/2 -2 hours	8.3%	8.4%	8.2%
2-2 1/2 hours	2.8%	2.4%	3.3%
2 1/2-3 hours	1.6%	1.2%	2.1%
3 or more hours	1.4%	1.1%	1.6%
<b>Avg minutes</b>	<b>36.8</b>	<b>34.8</b>	<b>38.7</b>

<b>Weekend/Sunday Completeness</b>			
	Industry	Male	Female
	n=3066	1486	1563
None	45.7%	46.1%	45.3%
1/4	7.9%	9.4%	6.4%
1/2	11.6%	11.5%	11.7%
3/4	11.4%	11.3%	11.5%
Almost all/all	23.4%	21.6%	25.1%
<b>Avg completeness</b>	<b>40%</b>	<b>38%</b>	<b>41%</b>

### **Appendix 3 – RBS Component Averages by Readers Only**

When looking at readers only, RBS has not changed significantly from 2002 to 2005. Overall RBS scores are about equal between genders. However, females are generally stronger Sunday readers.

When looking exclusively at readers, age again reveals some interesting reading behaviors. With non-readers removed from the sample, the overall findings are magnified. Readership has declined dramatically among 18-24 year olds. The oldest respondents (age 65+) score dramatically higher than all other readers on every RBS component.

Young readers are spending an average of 21 minutes with the weekday paper and 51 minutes with the Sunday paper – about 16 minutes less than the oldest readers. Not surprisingly, 65+ readers lead all readers in every category by statistically significant margins.

Education and income do correlate to overall RBS. However, the reader-only analysis indicates that these characteristics do not produce statistically different results for time, frequency or completeness of readership. Simply put, once someone is reading the newspaper, income and education don't substantially change how he or she reads the paper. As a result, these factors are not highlighted in detail.

## 2005 Telephone Study RBS Results by Circ Group — Readers Only

Typical Daily Reading						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	1958	675	419	379	200	285
Monday	68.5%	76.1%	72.6%	70.8%	67.2%	59.0%
Tuesday	70.2%	76.7%	71.2%	67.7%	64.3%	61.0%
Wednesday	72.4%	78.8%	74.1%	70.4%	68.1%	60.5%
Thursday	70.8%	76.6%	73.2%	68.1%	67.0%	59.6%
Friday	75.4%	79.5%	77.4%	74.9%	72.2%	65.4%
Saturday	70.9%	81.2%	75.0%	72.9%	72.4%	64.6%
Sunday	85.7%	85.7%	93.3%	89.8%	94.7%	93.4%
Do Not Read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.20</b>	<b>5.54</b>	<b>5.36</b>	<b>5.15</b>	<b>5.06</b>	<b>4.63</b>

Weekday Time Spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	1958	675	419	379	200	285
Do not read	15%	9.1%	13.4%	14.8%	20.6%	25.4%
1-15 minutes	16.8%	23.1%	13.4%	16.7%	7.8%	13.5%
16-30 minutes	30.7%	34.3%	33.2%	29.5%	26.7%	22.7%
31-45 minutes	20.6%	19.6%	21.3%	23.4%	19.7%	18.6%
46-60 minutes	11.4%	8.7%	12.5%	11.9%	13.5%	13.9%
61 minutes or more	5.9%	5.2%	6.3%	3.7%	11.7%	5.9%
<b>Avg minutes</b>	<b>26.1</b>	<b>25.1</b>	<b>27.6</b>	<b>25.7</b>	<b>29.3</b>	<b>24.6</b>

Weekday Completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	1958	675	419	379	200	285
None	18.3%	12.3%	16.0%	19.0%	23.4%	31.6%
1/4	13.7%	14.4%	11.7%	14.0%	14.0%	14.9%
1/2	18.4%	18.4%	19.0%	21.7%	12.5%	17.4%
3/4	16.6%	15.6%	16.7%	15.4%	19.8%	18.0%
Almost all/all	32.9%	39.3%	36.6%	29.9%	30.3%	18.1%
<b>Avg completeness</b>	<b>58%</b>	<b>64%</b>	<b>62%</b>	<b>56%</b>	<b>55%</b>	<b>44%</b>

Weekend/Sunday Time Spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	1958	675	419	379	200	285
None	14.7%	27.4%	7.3%	10.7%	5.6%	7.5%
<1/2 hour	17.2%	21.2%	18.2%	17.0%	9.0%	12.7%
Half hour - 1 hour	25.3%	21.7%	28.2%	28.5%	26.5%	24.3%
1-1 1/2 hours	20.7%	15.0%	23.6%	20.3%	27.8%	25.7%
1 1/2 - 2 hours	12.9%	8.7%	13.2%	13.5%	20.2%	16.7%
2-2 1/2 hours	4.4%	2.5%	4.8%	5.7%	4.9%	6.0%
2 1/2-3 hours	2.6%	1.8%	2.6%	2.3%	3.3%	4.1%
3 or more hours	2.1%	1.6%	2.1%	2.0%	2.7%	3.1%
<b>Avg minutes</b>	<b>57.3</b>	<b>42.8</b>	<b>61.8</b>	<b>60.2</b>	<b>72.5</b>	<b>70.4</b>

Weekend/Sunday Completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	1958	675	419	379	200	285
None	15.4%	27.1%	9.2%	12.2%	5.6%	8.3%
1/4	12.2%	8.5%	10.9%	12.8%	16.1%	19.6%
1/2	18.1%	12.6%	19.2%	21.8%	18.0%	24.7%
3/4	17.8%	16.8%	17.5%	16.2%	20.0%	21.1%
Almost all/all	36.4%	35.0%	43.2%	36.9%	40.4%	26.3%
<b>Avg completeness</b>	<b>62%</b>	<b>56%</b>	<b>69%</b>	<b>63%</b>	<b>68%</b>	<b>59%</b>

## 2005 Telephone Study RBS Results by Age — Readers Only

<b>Typical Daily Reading</b>							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=3066	134	321	430	342	325	385
Monday	68.5%	55.6%	51.8%	59.7%	75.3%	80.9%	90.8%
Tuesday	70.2%	51.2%	48.7%	60.6%	75.8%	80.0%	91.2%
Wednesday	72.4%	56.8%	53.9%	63.0%	76.9%	81.3%	91.5%
Thursday	70.8%	49.8%	50.4%	61.5%	77.1%	80.8%	90.8%
Friday	75.4%	57.4%	55.4%	70.1%	78.7%	83.8%	93.1%
Saturday	70.9%	50.7%	56.9%	67.3%	80.0%	84.8%	92.4%
Sunday	85.7%	80.5%	85.0%	88.8%	92.8%	93.4%	95.3%
Do Not Read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.20</b>	<b>4.02</b>	<b>3.95</b>	<b>4.72</b>	<b>5.49</b>	<b>5.83</b>	<b>6.4</b>

<b>Weekday Time Spent</b>							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	1958	134	321	430	342	325	385
Do not read	15%	22.8%	27.6%	18.8%	11.2%	8.6%	5.2%
1-15 minutes	16.8%	17.1%	18.8%	18.5%	21.3%	16.7%	8.5%
16-30 minutes	30.7%	23.9%	25.0%	37.5%	30.5%	31.7%	28.6%
31-45 minutes	20.6%	17.8%	16.5%	16.7%	23.1%	25.0%	24.1%
46-60 minutes	11.4%	8.1%	10.6%	6.4%	9.6%	10.8%	20.9%
61 minutes or more	5.9%	10.3%	1.6%	2.1%	4.3%	7.2%	12.6%
<b>Avg minutes</b>	<b>26.1</b>	<b>24.8</b>	<b>20.0</b>	<b>21.1</b>	<b>25.3</b>	<b>28.6</b>	<b>36.0</b>

<b>Weekday Completeness</b>							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	1958	134	321	430	342	325	385
None	18.3%	28.7%	32.7%	22.2%	14.9%	11.9%	6.6%
1/4	13.7%	21.2%	16.7%	16.6%	13.1%	9.6%	10.3%
1/2	18.4%	25.2%	18.5%	19.8%	20.1%	14.7%	15.9%
3/4	16.6%	10.7%	13.8%	12.9%	16.3%	20.3%	21.5%
Almost all/all	32.9%	14.2%	18.3%	28.4%	35.6%	43.5%	45.7%
<b>Avg completeness</b>	<b>58%</b>	<b>40%</b>	<b>42%</b>	<b>52%</b>	<b>61%</b>	<b>68%</b>	<b>72%</b>

<b>Weekend/Sunday Time Spent</b>							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	1958	134	321	430	342	325	385
None	14.7%	22.2%	20.1%	15.5%	14.3%	12.6%	9.7%
<1/2 hour	17.2%	13.1%	20.2%	18.9%	17.7%	14.9%	15.3%
Half hour - 1 hour	25.3%	22.2%	22.5%	27.8%	27.7%	24.5%	23.8%
1-1 1/2 hours	20.7%	18.0%	17.6%	18.3%	22.0%	23.9%	23.1%
1 1/2 -2 hours	12.9%	15.4%	11.8%	12.3%	11.7%	14.6%	13.8%
2-2 1/2 hours	4.4%	7.3%	5.2%	3.1%	3.0%	3.4%	6.4%
2 1/2-3 hours	2.6%	1.0%	2.5%	1.7%	1.7%	3.1%	4.4%
3 or more hours	2.1%	0.8%	0.2%	2.5%	1.8%	3.0%	3.5%
<b>Avg minutes</b>	<b>57.3</b>	<b>54.7</b>	<b>50.3</b>	<b>53.6</b>	<b>54.3</b>	<b>61.9</b>	<b>67.4</b>

<b>Weekend/Sunday Completeness</b>							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	1958	134	321	430	342	325	385
None	15.4%	23.8%	21.4%	16.6%	13.9%	12.5%	9.8%
1/4	12.2%	20.1%	15.8%	12.2%	10.3%	9.7%	11.2%
1/2	18.1%	21.7%	18.9%	18.1%	20.8%	16.3%	15.1%
3/4	17.8%	12.5%	17.7%	17.6%	19.1%	19.0%	17.7%
Almost all/all	36.4%	22.0%	26.3%	35.5%	35.9%	42.6%	46.3%
<b>Avg completeness</b>	<b>62%</b>	<b>47%</b>	<b>53%</b>	<b>61%</b>	<b>63%</b>	<b>67%</b>	<b>70%</b>

## 2005 Telephone Study RBS Results by Gender — Readers Only

Typical Daily Reading			
	Industry	Male	Female
	n=3066	942	1016
Monday	68.5%	73.7%	67.9%
Tuesday	70.2%	73.0%	67.7%
Wednesday	72.4%	75.0%	70.0%
Thursday	70.8%	72.1%	69.5%
Friday	75.4%	78.4%	72.6%
Saturday	70.9%	77.1%	72.5%
Sunday	85.7%	91.1%	89.8%
Do Not Read	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.20</b>	<b>5.34</b>	<b>5.08</b>

Weekday Time Spent			
	Industry	Male	Female
	1958	942	1016
Do not read	15%	13.6%	15.7%
1-15 minutes	16.8%	17.4%	16.2%
16-30 minutes	30.7%	30.8%	30.6%
31-45 minutes	20.6%	21.9%	19.3%
46-60 minutes	11.4%	10.5%	12.2%
61 minutes or more	5.9%	5.7%	6.1%
<b>Avg minutes</b>	<b>26.1</b>	<b>26.1</b>	<b>26.1</b>

Weekday Completeness			
	Industry	Male	Female
	1958	942	1016
None	18.3%	17.5%	19.1%
1/4	13.7%	14.8%	12.8%
1/2	18.4%	18.1%	18.7%
3/4	16.6%	18.1%	15.2%
Almost all/all	32.9%	31.5%	34.2%
<b>Avg completeness</b>	<b>58%</b>	<b>58%</b>	<b>58%</b>

Weekend/Sunday Time Spent			
	Industry	Male	Female
	1958	942	1016
None	14.7%	14.1%	15.3%
<1/2 hour	17.2%	19.0%	15.7%
Half hour - 1 hour	25.3%	27.2%	23.5%
1-1 1/2 hours	20.7%	19.0%	22.3%
1 1/2 -2 hours	12.9%	13.3%	12.6%
2-2 1/2 hours	4.4%	3.7%	5.0%
2 1/2-3 hours	2.6%	1.9%	3.2%
3 or more hours	2.1%	1.8%	2.5%
<b>Avg minutes</b>	<b>57.3</b>	<b>54.9</b>	<b>59.5</b>

Weekend/Sunday Completeness			
	Industry	Male	Female
	1958	942	1016
None	15.4%	15.0%	15.8%
1/4	12.2%	14.9%	9.8%
1/2	18.1%	18.2%	18.0%
3/4	17.8%	17.9%	17.7%
Almost all/all	36.4%	34.0%	38.6%
<b>Avg completeness</b>	<b>62%</b>	<b>60%</b>	<b>63%</b>