

2005 National RBS Study

INTRODUCTION

Hello, my name is ____ with _____, a national research firm. Today we are conducting a brief survey among consumers regarding newspaper readership.

May I please speak to a male member of this household who is 18 years of age or older?
(IF NO MALE AVAILABLE, SPEAK TO FEMALE)

- 01 –MALE 18 OR OLDER (CONTINUE WITH SURVEY)
- 02 – FEMALE 18 OR OLDER (CONTINUE WITH SURVEY)
- 05 – BUSINESS/GOVERNMENT PHONE
- 06 – RESPONDENT NOT AVAILABLE BEFORE APRIL 25
- 07 – LANGUAGE BARRIER/SICK
- 08 – DESIGNATED RESPONDENT NOT HOME
- 09 – REFUSAL
- 10 – NO ONE 18+ LIVING IN HOUSEHOLD

SCREENER

QA What is the zip code of your residence? _____ (ALLOW ONLY 5 NUMERICAL CHARACTERS)

(IF RESPONDENT REFUSES OR IF ZIPCODE MENTIONED IS NOT PART OF CORE MARKET, TERMINATE WITH POLITE EXIT)

MAIN QUESTIONNAIRE

Q1. I am going to ask you about which days you read or look into the (NAME OF NEWSPAPER). In an average 7-day week, do you read or look into the (NAME OF NEWSPAPER) on...(READ LIST – PAUSING AFTER EACH DAY FOR A RESPONSE – HIDE DAYS OF WEEK NEWSPAPER IS NOT PUBLISHED)

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday
- F. Saturday
- G. Sunday

01 Read
02 Do not read
99 Don't know/Refused

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "In an **average** week, do you **usually** read or look into the (newspaper) on (day)?"

If refused for any day, skip to polite ending – does not count toward quota.
Discontinue after first refusal.

(ASK Q2-Q3 ONLY IF RESPONDENT READS ON SUNDAY OR SUNDAY EQUIVALENT. OTHERWISE SKIP TO Q4)

Q2. Now I am going to ask you about the time you spend reading or looking into any part of the (Sunday/Sunday equivalent) (NAME OF PAPER), including advertising inserts. Would you say you (READ CHOICES – ROTATE)?

01 Spend less than an hour (**GO TO Q2a**)

or do you ...

02 Spend an hour or more (**GO TO Q2b**)

99 DON'T KNOW/REFUSED (**CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA**)

Please include any time you spend on (Sunday/Sunday equivalent) plus any time spent looking into the (Sunday/Sunday equivalent) paper during the week.

NOTE: This question should be asked by reading the choices 1 and 2, followed by the phrase "Please include any time you spend on Sunday plus any time spent looking into the (Sunday/Sunday equivalent) paper during the week."

If the respondent refuses or give a "don't know" or "it depends" response, re-ask "Do you usually spend less than an hour or spend an hour or more?"

Q2a. [IF LESS THAN ONE HOUR] On average, do you spend more or less than a half hour?

01 Less ½ hour

02 Half hour to less than 1 hour

99 DON'T KNOW/REFUSED (**CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA**)

Q2b. [IF AN HOUR OR MORE] On average, do you spend an hour to less than 1 and ½ hours, 1 and ½ hours to less than 2 hours, 2 hours to less than 2 and ½ hours, 2 and ½ hours to less than 3 hours, or 3 hours or more?

03 One hour to less than 1 ½ hours

04 1 ½ hours to less than 2 hours

05 Two hours to less than 2 ½ hours

06 2 ½ hours to less than 3 hours

07 Three hours or more

99 DON'T KNOW/REFUSED (**CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA**)

Q3. How much of the (NAME OF NEWSPAPER) do you read or look into on an average (Sunday/Sunday equivalent)? Would you say you read or look into...(READ LIST)?

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSAL (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response, re-ask "Would you say you usually read (repeat choices)?"

(Ask Q4-Q6 only if respondent reads at least one weekday or Saturday in Q1. If no weekday or Saturday is read, skip to Q7)

Q4. How much time do you spend on an average weekday, (READ WEEKDAYS PUBLISHED), reading or looking into the (NAME OF NEWSPAPER)? On average would you say you spend less than 30 minutes or more than 30 minutes?

- [IF 30 MINUTES OR LESS] On average, do you spend 15 minutes or less, or more than 15 minutes?
- [IF MORE THAN 30 MINUTES] On average, do you spend 31-45 minutes, 46-60 minutes, or more than 60 minutes?

01 1-15 minutes

02 16-30 minutes

03 31-45 minutes

04 46-60 minutes

05 More than 60 minutes

99 DON'T KNOW / REFUSED (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On average, would you say you spend.....(repeat choices)?"

Q5. How much of the (NAME OF NEWSPAPER) do you read or look into on an average weekday, (READ WEEKDAYS PUBLISHED)? (READ LIST)

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSAL (CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On an average weekday, how much of the (newspaper) do you read or look into? (repeat choices)?"

Q6. How do you get (NAME OF NEWSPAPER) on an average weekday?

(DO NOT READ LIST UNLESS THERE IS CONFUSION. IF SO, READ RESPONSES AND HAVE RESPONDENT PICK THE ONE THAT BEST REPRESENTS HIM/HER.)

01 IT IS DELIVERED TO MY HOME

02 IT IS DELIVERED TO MY WORKPLACE

03 IT IS PURCHASED BY ME OR SOMEONE IN MY HOUSEHOLD AT A STORE,
VENDING MACHINE, OR SOMEONE SELLING IT ON THE STREET

04 I READ SOMEONE ELSE'S COPY

05 I READ IT ON THE INTERNET

91 OTHER

99 DON'T KNOW/REFUSED

(Ask Q7 only if respondent reads on Sunday or Sunday equivalent. Otherwise skip to skip to Q8)

Q7. How do you get (NAME OF NEWSPAPER) on an average (Sunday/Sunday equivalent)?

(DO NOT READ LIST UNLESS THERE IS CONFUSION. IF SO, READ RESPONSES AND HAVE RESPONDENT PICK THE ONE THAT BEST REPRESENTS HIM/HER.)

01 IT IS DELIVERED TO MY HOME

02 IT IS DELIVERED TO MY WORKPLACE

03 IT IS PURCHASED BY ME OR SOMEONE IN MY HOUSEHOLD AT A STORE,
VENDING MACHINE, OR SOMEONE SELLING IT ON THE STREET

04 I READ SOMEONE ELSE'S COPY

05 I READ IT ON THE INTERNET

91 OTHER

99 DON'T KNOW/REFUSED

TRBS (TOTAL READER BEHAVIOR SCORE) BATTERY

Q8. In a typical 7-day week, do you regularly read any other papers besides (NAME OF NEWSPAPER)

YES

NO (GO TO Q14)

DON'T KNOW / REFUSAL (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

Q9. For the next few questions please think about all the other newspapers you read, besides (NAME OF PAPER). In an average 7-day week, do you read or look into any newspaper besides (NAME OF NEWSPAPER) on...(READ LIST, PAUSING AFTER EACH DAY. RECORD ANSWER FOR EACH DAY OF WEEK.)

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday
- F. Saturday
- G. Sunday

01 Read

02 Do not read

99 Don't know/Refused

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "In an average week, do you usually read or look into the (newspaper) on (day)?"

If refused for any day, skip to polite ending – does not count toward quota.
Discontinue after first refusal.

(Ask Q10-Q11 only if respondent reads on Sunday; Q9G=1. If Q9G does not = 1, skip to Q12.)

Q10. Now I am going to ask you about the time you spend reading or looking into any part of **all the Sunday newspapers you typically read besides** (NAME OF PAPER), including advertising inserts. In total, would you say you...

01 Spend less than an hour **(GO TO Q10a)**

or do you ...

02 Spend an hour or more **(GO TO Q10b)**

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Please include any time you spend on Sunday plus any time spent looking into the Sunday paper during the week.

NOTE: This question should be asked by reading the choices 1 and 2, followed by the phrase "Please include any time you spend on Sunday plus any time spent looking into the Sunday paper during the week."

If the respondent refuses or give a "don't know" or "it depends" response, re-ask "Do you usually spend less than an hour or spend an hour or more?"

Q10a. [IF LESS THAN AN HOUR] On average, do you spend more or less than a half hour?

01 Less ½ hour

02 Half hour to less than 1 hour

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Q10b. [IF AN HOUR OR MORE] On average, do you spend an hour to less than 1 and ½ hours, 1 and ½ hours to less than 2 hours, 2 hours to less than 2 and ½ hours, 2 and ½ hours to less than 3 hours, or 3 hours or more?

03 One hour to less than 1 ½ hours

04 1 ½ hours to less than 2 hours

05 Two hours to less than 2 ½ hours

06 2 ½ hours to less than 3 hours

07 Three hours or more

99 DON'T KNOW/REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

Q11. How much of **all the Sunday newspapers you typically read besides** (NAME OF PAPER) do you read or look into on an average Sunday? Would you say you read or look into...(READ LIST)

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSAL **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On **average**, how much of these newspapers do you read or look into? (repeat choices)?"

(Ask Q12-Q13 only if respondent reads at least one weekday or Saturday in Q9. If no weekday is read, skip to Q14)

Q12. How much time do you spend on an average weekday, Monday through Saturday, reading or looking into **all the newspapers you typically read besides** (NAME OF PAPER)? In total would you say you typically spend less than 30 minutes or more than 30 minutes?

- [IF 30 MINUTES OR LESS] On average, do you spend 15 minutes or less, or more than 15 minutes?
- [IF MORE THAN 30 MINUTES] On average, do you spend 31-45 minutes, 46-60 minutes, or more than 60 minutes?

01 1-15 minutes

02 16-30 minutes

03 31-45 minutes

04 46-60 minutes

05 More than 60 minutes

99 DON'T KNOW / REFUSED **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On **average**, would you say you spend.....(repeat choices)?"

Q13. How much of **all the newspapers you typically read besides** (NAME OF PAPER) do you read or look into on an average weekday, Monday through Saturday? (READ LIST)

00 Almost none

01 About one quarter

02 About one half

03 About three-quarters

04 Almost all or all

99 DON'T KNOW / REFUSAL **(CLEAR FOR BEST ESTIMATE. IF STILL DK/REF, SKIP TO POLITE EXIT – DOES NOT COUNT TOWARD QUOTA)**

NOTE: If the respondent refuses or gives a "don't know" or "it depends" response for any day, re-ask "On average , how much of these newspapers do you read or look into? (repeat choices)?"

NEWSPAPER WEBSITE QUESTIONS

Now I would like to ask you a few questions about the (NEWSPAPER NAME) 's website (NAME OF WEBSITE).

Q14. When was the last time you accessed (NAME OF WEBSITE)?

[DO NOT READ CHOICES UNLESS RESPONDENT NEEDS IT]

01 TODAY

02 YESTERDAY

03 WITHIN THE LAST 7 DAYS

04 WITHIN THE LAST 14 DAYS

05 WITHIN THE LAST 30 DAYS (GO TO Q17)

06 LONGER THAN 30 DAYS (GO TO Q17)

07 NEVER ACCESSED WEBSITE (GO TO Q17)

99 DON'T KNOW/NOT SURE (GO TO Q17)

Q15. Which of these statements describes how you use (newspaper website)?

01 I use (newspaper website) instead of reading the newspaper

02 I use (newspaper website) in addition to reading the newspaper

03 I use (newspaper website) for some types of information and use the newspaper for other types of information

99 DON'T KNOW / REFUSED

Q16. Since you started reading (NEWSPAPER WEBSITE), do you read the printed newspaper (READ LIST)?

- 01 More often
- 02 Less often, or
- 03 About the same as before you started reading (NEWSPAPER WEBSITE)
- 99 DON'T KNOW / REFUSED

(ASK Q17 ONLY TO THOSE WHO READ NEWSPAPER AT LEAST ONE DAY IN Q1. OTHERWISE SKIP TO Q18)

Q.17 Now I would like to read a list of statements about how some people describe reading the newspaper. For each statement I read, please indicate how much you agree or disagree that the statement describes your feelings about (NAME OF NEWSPAPER)."

The first statement is (READ STATEMENT – RANDOMIZE ORDER OF SECTIONS AND RANDOMIZE STATEMENTS WITHIN SECTION). Do you strongly disagree, disagree, neither agree nor disagree, agree, or strongly agree that this statement describes your feelings about (NAME OF NEWSPAPER)?

- 01 Strongly Disagree
- 02 Disagree
- 03 Neither Agree nor Disagree
- 04 Agree
- 05 Strongly Agree
- 99 DON'T KNOW/REFUSAL

NOTE: SECTION TITLES ("something to talk about", looks out for my interests", etc.) ARE FOR OUR BENEFIT. DO NOT READ TO RESPONDENTS OR INCLUDE IN THE BATTERY OF QUESTIONS.

SECTION A (Something to talk about)

- A. I bring up things I've read in this newspaper in conversations with many other people.
- B. I like to talk about the national news and current events I read about in it.
- C. I like to give advice and tips to people I know based on things I've read in this newspaper.
- D. I show things in the newspaper to people in my family.
- E. Part of my role among friends or family is to keep them informed because I read the newspaper.

SECTION B (Looks out for my civic and personal interests)

- F. Reading this newspaper makes me feel like a better citizen.
- G. I think people who do not read this newspaper or one like it are really at a disadvantage in life.
- H. Reading this newspaper adds to my enjoyment of other things I do.
- I. I feel like the day is incomplete if I miss reading this paper.
- J. Our society would be much weaker without newspapers.
- K. People would be better parents if they read this newspaper.
- L. I count on this newspaper to investigate wrongdoing.
- M. I feel like the money I spend on this newspaper is a good thing for my community.
- N. It gives me ideas about how to help in the community.

SECTION C (Makes me smarter)

- O. I look at the newspaper as educational. I gain something.
- P. Even if I disagree with things in this newspaper, I feel like I have learned something valuable.
- Q. This newspaper has columns that give good advice.
- R. This newspaper is good at telling stories about things that happen and how they turn out.
- S. It is a way to learn about new products.
- T. It shows me how other people live their lives.
- U. I learn about things to do or places to go.

SECTION D (Touches and inspires me)

- V. It inspires me in my own life.
- W. Reading this newspaper makes me feel good about myself.
- X. It features people who make you proud.
- Y. You learn how to improve yourself in this newspaper.
- Z. Some stories touch me deep down.

SECTION E (Ad usefulness)

- AA. I look at most of the ads.
- BB. I use the ads to know what is on sale.
- CC. I like the ads just as much or more than the stories.
- DD. I like the ads for unusual things.
- EE. It makes me want to go shopping.
- FF. I value the coupons in this newspaper.

SECTION F (Too much)

- GG. I wish this newspaper had fewer pages.
- HH. It has too many special sections.
- II. It tries to cover too much.
- JJ. Too many of the articles are too long.

SECTION G (Discriminates and stereotypes)

- KK. I worry that other people reading this paper will get the wrong impression of minority groups.
- LL. This newspaper perpetuates racial or ethnic stereotypes.
- MM. This newspaper is basically about white America.
- NN. This paper is sometimes unfair in its stories about minorities.
- OO. They only target minorities for their money. They don't really care about them.
- PP. This paper has a history of discrimination against minorities.

Questions 18-21 Deleted

- Q22. I would like to change topics now and ask you a few questions about your perceptions of the staff at (NAME OF NEWSPAPER). Whether you read the newspaper or not, in your opinion, do the political and social preferences of the staff at (Name) 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)?

- 01 VERY LIBERAL
- 02 SOMEWHAT LIBERAL
- 03 MODERATE
- 04 SOMEWHAT CONSERVATIVE
- 05 VERY CONSERVATIVE
- 99 DON'T KNOW / REFUSED

- Q23. 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)?

- 01 Often
- 02 Sometimes
- 03 Seldom, or
- 04 Never
- 99 DON'T KNOW / REFUSED

- Q24. Overall, how do the political and social preferences of the staff at (NAME OF NEWSPAPER) affect your readership of the newspaper? Would you say it (READ CHOICES)?

- 01 Makes me want to read the newspaper more,
- 02 Makes me want to read the newspaper less, or
- 03 Has no impact on how much I want to read the newspaper
- 04 DON'T KNOW / REFUSED

Demographics

Thank you for your time, we are almost finished. The following questions are for classification purposes only.

D1. Which of the following best describes your age range?

- 01 18 to 24
- 02 25 to 34
- 03 35 to 44
- 04 45 to 54
- 05 55 to 64
- 06 65 or older
- 99 REFUSED

D2. Is your total household income from all sources and before taxes above or below \$50,000?

- [IF BELOW \$50K ASK:] Is it above or below \$25,000?
- [IF ABOVE \$50K ASK:] Is it above or below \$75,000?

- 01 Below \$25,000
- 02 \$25,000 to \$49,999
- 03 \$50,000 to \$74,999
- 04 \$75,000 or more
- 99 REFUSED

D3. Please stop me when I read the last grade or level of school that you completed. (READ CHOICES)

(IF RESPONDENT SAYS "HIGH SCHOOL" OR "COLLEGE", CLEAR WITH "Did you graduate or not?")

- 01 Less than high school graduate
- 02 Graduated high school (including GED)
- 03 Some college but did not complete a 4-year degree (2yr.AA, Assoc. degree or 3 yr RN)
- 04 Completed 4-year degree
- 05 Working on or completed post graduate work or post graduate degree
- 99 DON'T KNOW / REFUSED

D4. How would you describe your views on most political matters? Would you say (READ CHOICES)?

01 Very Liberal

02 Somewhat Liberal

03 Moderate

04 Somewhat Conservative

05 Very Conservative

98 NOT INTERESTED IN POLITICS / NO OPINION / NONE OF THE ABOVE

99 DON'T KNOW / REFUSED

D5. Which of the following best describes your ethnic background? (READ CHOICES)

1. White / Caucasian

2. African American

3. Hispanic

4. Asian

5. Or a member of another group

6. MIXED, MULTI-RACIAL

7. REFUSED

Closing

Thank you very much for your time. Those are all the questions I have. In case my supervisor calls to verify my work, my name is _____.

May I have your first name for our records? _____

Did I reach you at (VERIFY PHONE NUMBER)?

Thank you!

POLITE EXIT: *Thank you for your time. Goodbye.*