

## Reader Behavior Scores, local daily newspapers 2006

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### Executive summary

This is the fourth in a series of national readership studies that the Readership Institute has conducted by telephone in [100 newspaper markets](#). More than 3,000 randomly-selected adults were surveyed in September-October of 2006.

The newspapers are those that participated in the Institute's Impact study of readership in 2000 and have been studied [in various ways in the intervening years](#). They represent a profile of the U.S. daily newspaper population (circulation greater than 10,000) with proportionate representation of small, mid-size and large markets, and their readership.

[Reader Behavior Scores](#) (RBS) differ from other readership measures in a couple of ways. RBS measures not just how often a person reads a daily or Sunday newspaper, but also how much time they spend with it and how completely they read. In this way it gives a fuller picture of how "occupied" a person is with the local daily newspaper. Also, the RBS questionnaire asks respondents which days they tend to look at a newspaper in a typical week, rather than asking whether they read yesterday.

RBS' greatest applicability is with an individual newspaper. It is a useful tracking tool if the newspaper wants to establish a baseline, then make changes to content, service and/or marketing with particular audience(s) and readership goals in mind, and measure the effects.

Please note that Institute researchers have developed a similar tracking tool for online, [SUM](#) (Site Usage Measure).

We encourage you to use the national and circulation group figures in this report chiefly for interest's sake. They indicate your peers' current performance, but cannot measure how good it could be. The most important thing is to establish a baseline and measure your own progress as major changes are made to the newspaper.

The 2006 study also measured:

- People's "experiences" with their local daily newspaper, or how engaged and involved they are with it
- [Their use of the newspaper's Web site](#)
- [People's civic involvement and trust.](#)

## Highlights: Reader Behavior Scores

- Across the adult population (readers and non-readers), RBS is 3.55 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: frequency of reading, time spent with, and completeness of reading the newspaper. This is a statistically significant increase from 2005, when RBS was 3.34.
- The difference may be due, in whole or part, to the seasonal effect on reading habits – the 2006 study was in fall while 2005 was carried out in spring. We note fewer non-readers (29%) in the current study, lower than in 2005 and 2002 (36% and 31%, respectively) and similar to the 2003 study (28%) which was also carried out in fall.

Although some variation in sample distribution across the surveys is expected, the decreased percentage of this year's non-readers indicates the time of year the study is fielded may influence how many people are defined as readers and non-readers.

- Those who do read the local daily newspaper are doing so at about the same levels (with respect to time, completeness, and frequency) as compared to past years. Reader-only RBS (non-readers excluded) is 4.61 compared with 4.65 in 2005, 4.57 in 2003 and 4.54 in 2002.
- The three RBS components (frequency, time and completeness – with the exception of weekend time for readers) are relatively constant or show slight increases, for readers and for the entire sample.
  - On average, readers spend about 26 minutes per day with the paper during the week and 57 minutes a day on Sunday. The weekday finding is similar to previous results. The weekend time spent, while similar to results from the last three studies, indicates a drop of 7 percentage points - from our first study in 2002.
  - Readers complete 58% of the newspaper during a typical weekday (up about 2%) and 62% 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.
- Readership among the youngest respondents (18-24) has risen to 2.84 from 2.59 in 2005, and 2.68 in 2003. However it was 2.95 in 2002.
- Total Reader Behavior Score (TRBS), or readership of all newspapers – not just the local daily – is exactly where it was in 2005. The percentage of people who read only their local daily newspaper is up slightly. In addition, for the past three years, RBS among people who read multiple papers is flat, indicating that readership of additional papers is not cutting into readership of the local daily paper.

### **Highlights: Reader experiences**

- The study also measured four [experiences](#), which describe how people feel about and react to the newspaper and are linked with higher or lower levels of readership. They are a measure of people's involvement and engagement with the newspaper. As with RBS, newspapers can establish a baseline measurement, then make changes designed to enhance certain experiences for certain audiences, and measure again.
- We measured "Gives me something to talk about," "Looks out for my interests," "Makes me smarter," and "Has useful ads," and found that these experience levels were not much changed from 2005.
- When comparing 2006 to 2005, the experience results echo the RBS results for readers-only, confirming the close relationship between the two measures.

### **Highlights: Newspaper Web sites** (click [here](#) for the complete report)

- Newspaper Web sites continue to have limited penetration in most communities. The potential to develop a strong and differentiated local online brand and to establish usage among groups who don't read the newspaper much or who prefer to get their news and information online is largely unexploited. Overall, 67% of respondents have never visited their local daily newspaper's Web site.
- RBS of the print product among people who read the online version of the paper is lower than those who don't. Of those who use the newspaper's Web site, 27% report they use it instead of the newspaper itself.
- Web site users tend to be younger, more educated, and have higher income. Men report more frequent usage than women.
- Reading/viewing, linking and searching are some of the most common behaviors on newspaper Web sites.
- Some of the least common online behaviors are contributing content, communicating with reporters and bloggers, and requesting news alerts sent to mobile devices and RSS feeds. This may be more a reflection of what sites offer than users' inclinations to use such features.
- Younger people and people with lower income tend to engage in trading goods and monitoring conversation more than older and wealthier people. Less educated people also tend to engage in trading goods more than higher educated people, but they consume information less.
- Younger people and people with lower income consider the ability to manage services and control or pull information to be more important than do older and wealthier people. Younger people also ascribe more importance to being able to consume and seek information.

- The study suggests that newspaper Web sites under-perform in managing services: consumers generally rate it as a fairly important thing to be able to do on the site, but few report doing it.

**Highlights: Trust and civic behavior** (click [here](#) for the complete report)

- Trust in newspapers is relatively high – about 75% say they trust their local daily newspaper most of the time or just about always – and is positively correlated with RBS.
- Readership is linked to civic behavior. Heavier readers are more engaged in civic life, have more trust in their local newspaper, and in elected officials (though not in the institution of government).
- People generally rate civic activities as fairly important, but only a minority reports engaging in various civic activities, with the exception of voting.
- Younger people tend to put more importance on activities like volunteering and donating money to worthy causes, while older people rate activities like elections and keeping up with local and national issues as more important.
- People who say civic activities are important, and who have participated in various civic activities, have higher RBS. This holds true for all age groups.
- Trust in elected officials is positively correlated with RBS, but trust in government is not.

On the following pages are details from the RBS portion of the survey.

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## How the study was done

The 2006 study was conducted by Wilkerson and Associates by telephone in the original 100 Impact markets and comprised 3,097 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 [Impact newspapers](#) and a copy of the [questionnaire](#) are located on our Web site at [www.readership.org](http://www.readership.org).

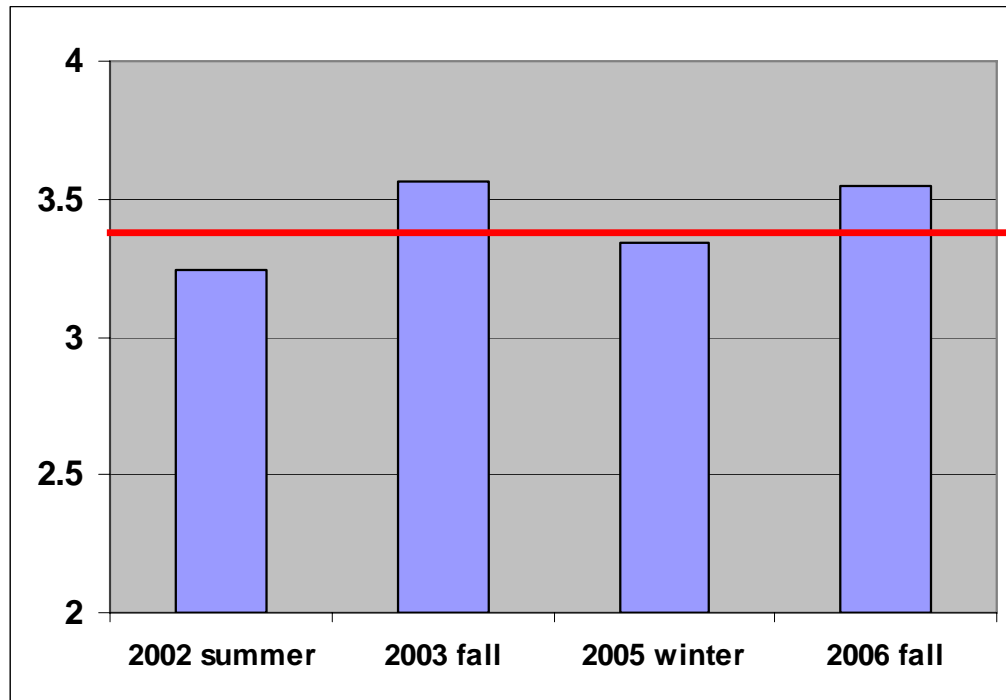
## Detailed Reader Behavior Score (RBS) results

### All adults

The 2006 RBS level for all respondents in the national sample is 3.55 (1-7 scale). This represents a statistically significant (though small) increase from the 2005 study.

The graph below shows RBS levels in the past four studies. While the differences between each year and the subsequent are statistically significant, they are relatively small. Over the last four studies, the average RBS is 3.42 (represented here by a red line).

### Average RBS, national sample, all respondents



One possibility for the small but significant fluctuations in RBS might be the impact of seasonality. This year's study was conducted in the fall, as was the 2003 study – both finding similar RBS levels (3.55 and 3.56). The RBS for these years is higher than that of the 2002 and 2005 studies, which were conducted in the summer and spring. We

suspect that the fall is a time of greater readership, partly boosted by papers' efforts to increase circulation.

**RBS by year**

<b>Year</b>	<b>RBS</b>	<b>4-study Average 3.42</b>	<b>Season</b>
<b>2006</b>	3.55	.13	Fall
<b>2005</b>	3.34	-.08	Winter
<b>2003</b>	3.56	.14	Fall
<b>2002</b>	3.24	-.18	Summer

**RBS: All adults****RBS summary table: All adults**

	2006	
	Count	Average RBS
Overall	3079	3.55
Male	1505	3.43
Female	1592	3.67
18 to 24	216	2.84
25 to 34	491	2.86
35 to 44	813	3.14
45 to 54	509	2.84
55 to 64	448	4.04
65 or older	578	4.45
BELOW \$25,000	482	3.36
\$25,000 TO \$49,999	716	3.58
\$50,000 TO \$74,999	673	3.67
\$75,000 OR MORE	843	3.49
Less than high school graduate	158	3.78
Graduated high school (including GED)	694	3.64
Some college	951	3.51
Completed 4-year degree	716	3.39
Working on or completed post graduate	522	3.64
Caucasian	2393	3.64
African-American	299	3.65
Hispanic	125	3.21
Asian	55	2.35
Other	103	2.98
Mixed / Multi-Racial	40	3.17

In general, RBS levels for each circulation group mirror the trend we see for the sample as a whole – 2003 and 2006 levels are fairly similar and higher than the 2005 and 2002 levels (with the exception of an RBS of 3.85 for papers 100-200,000 circulation).

### RBS by circulation group

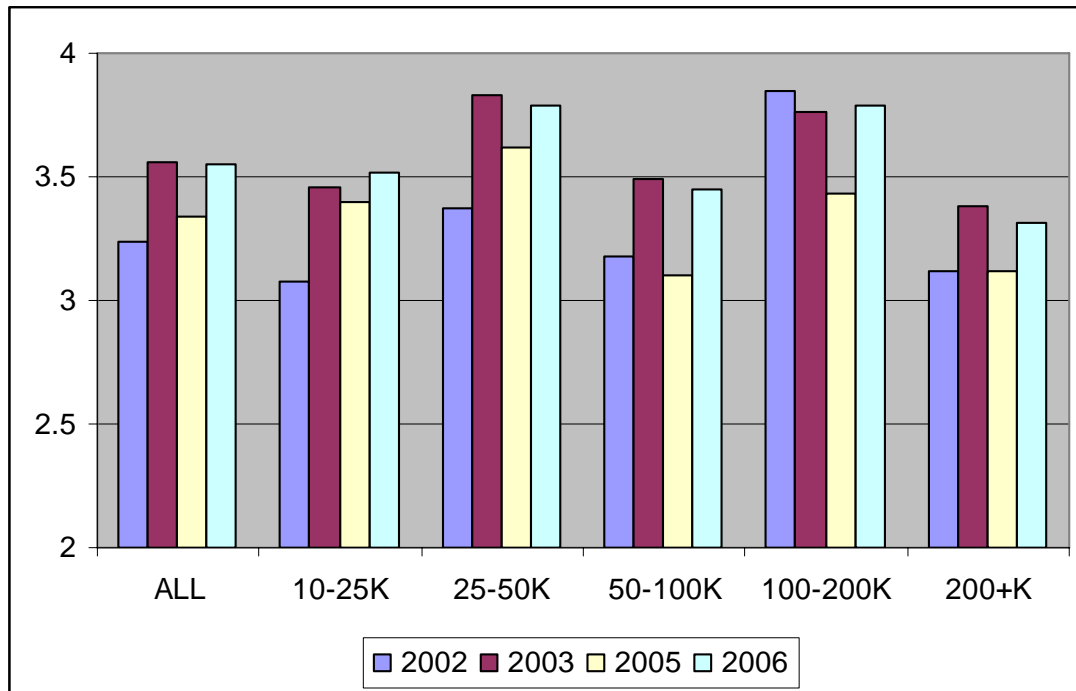
<b>2006</b>	<b>Industry</b>	<b>Circulation size (000)</b>				
		10-25	25-50	50-100	100-200	200+
RBS	<b>3.55</b>	<b>3.52</b>	<b>3.79</b>	<b>3.45</b>	<b>3.79</b>	<b>3.31</b>
Sample Size	3097	1063	619	649	306	460
Newspaper Markets	100	34	20	21	10	15

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

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

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

### RBS by circulation group



This year, RBS among all age groups has gone up compared to the 2005 study, most significantly among 18-24-year-olds.

### RBS by age

2006	Industry	Age 18-24	Age 25-44	Age 45-64	65 or older
RBS	3.55	2.84	3.03	3.88	4.45
Sample size	3079	216	1304	957	578

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

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

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

The table below includes more complete demographic information for all four studies.

**Comparisons across studies, RBS by demographics**

	<b>2006</b>	<b>2005</b>	<b>2003</b>	<b>2002</b>
	Scale 1-7	Scale 1-7	Scale 1-7	Scale 1-7
<b>Overall</b>	<b>3.55</b>	<b>3.34</b>	<b>3.56</b>	<b>3.24</b>
Male	3.43	3.31	3.58	3.21
Female	3.67	3.37	3.53	3.26
18-24	2.84	2.59	2.68	2.95
25-44	3.03	2.83	3.18	2.75
45-64	3.88	3.71	3.88	3.63
65 or older	4.45	4.39	4.44	3.91
BELOW \$25,000	3.58	3.15	3.39	2.95
\$25,000 TO \$49,999	3.67	3.39	3.54	3.19
\$50,000 TO \$74,999	3.49	3.34	3.66	3.07
\$75,000 OR MORE	3.36	3.33	3.65	3.34
Less than high school graduate	3.78	3.08	3.43	2.25
Graduated high school	3.64	3.45	3.79	3.44
Some college	3.51	3.34	3.43	3.24
Completed 4-year degree	3.39	3.18	3.4	3.40
Working on or completed post grad	3.64	3.42	3.7	3.09
Caucasian	3.64	3.38	3.61	NA
African-American	3.65	3.43	3.79	NA
Hispanic	3.21	2.53	3.04	NA
Asian	2.35	3.12	2.26	NA
Other	2.98	2.93	2.75	NA
Mixed / Multi-Racial	3.17	4.02	3.39	NA

**Additional age breakouts: New in 2005**

	<b>2006</b>	<b>2005</b>	<b>2003</b>	<b>2002</b>
	Scale 1-7	Scale 1-7	Scale 1-7	Scale 1-7
<b>Overall</b>	<b>3.55</b>	<b>3.34</b>	<b>3.56</b>	<b>3.24</b>
18 to 24	2.84	2.59	NA	NA
25 to 34	2.86	2.67	NA	NA
35 to 44	3.14	2.96	NA	NA
45 to 54	2.84	3.49	NA	NA
55 to 64	4.04	3.95	NA	NA
65 or older	4.45	4.39	NA	NA

## **RBS: Readers only**

While looking at RBS among the general adult population gives a picture of performance in the market, it is also important to look at what is happening among newspaper readers. When readers are separated from non-readers, it is apparent that the proportion of non-readers in the sample affects overall RBS levels. This year's sample includes 29% non-readers, similar to 2003 (28%). When excluding non-readers, we see that overall RBS has been fairly stable since 2002.

### **Sample make-up: Readers vs. non-readers**

	<b>Non-readers</b>	<b>Readers</b>
<b>2006</b>	29%	71%
<b>2005</b>	36%	64%
<b>2003</b>	28%	72%
<b>2002</b>	31%	69%

RBS among those who read newspapers has remained stable.

### **RBS among readers**

	<b>n</b>	<b>RBS among readers</b>
<b>2006</b>	2193	4.61
<b>2005</b>	1958	4.65
<b>2003</b>	2168	4.57
<b>2002</b>	1828	4.54

Among newspaper readers, female readers show slight increases year over year. Not surprisingly, reader-only RBS is highest among the oldest respondents in each of the studies we have conducted. Other demographic factors seem to play a less consistent role.

**RBS: Readers only**

Newspaper readers only	2006		2005		2003		2002	
	n	RBS	n	RBS	n	RBS	n	RBS
Overall	2193	4.61	1958	4.65	2168	4.57	1828	4.54
Male	1026	4.56	942	4.65	1059	4.60	858	4.62
Female	1167	4.65	1016	4.64	1110	4.54	970	4.47
18-24	137	3.90	134	3.94	182	3.75	180	4.28
25-44	839	4.16	751	4.21	850	4.24	701	4.14
45-64	715	4.85	667	4.88	739	4.76	524	4.74
65 or older	473	5.22	385	5.32	388	5.31	422	5.06
Below \$25,000	310	4.67	276	4.54	396	4.61	200	4.58
\$25,000 TO \$49,999	511	4.61	540	4.57	584	4.47	473	4.49
\$50,000 TO \$74,999	515	4.48	415	4.63	474	4.59	405	4.33
\$75,000 OR MORE	586	4.58	532	4.68	527	4.59	479	4.58
Less than H.S. graduate	118	4.73	89	4.52	119	4.42	64	4.38
Graduated H.S. / G.E.D	494	4.71	510	4.65	573	4.71	402	4.68
Some college	674	4.55	600	4.57	670	4.48	604	4.47
College Graduate	490	4.50	379	4.62	421	4.55	457	4.53
Post Graduate	378	4.65	354	4.79	368	4.61	281	4.54
White/Caucasian	1731	4.64	1617	4.68	1793	4.60	Not measured	
African American	220	4.60	144	4.46	185	4.51	Not measured	
Hispanic	81	4.39	58	4.19	74	4.11	Not measured	
Asian	24	4.19	28	4.41	15	4.44	Not measured	
Other Group	64	4.21	51	4.49	44	4.42	Not measured	
Mixed, Multi-racial	25	4.44	20	4.69	16	4.26	Not measured	
18 to 24	137	3.90	134	3.94	Not measured		Not measured	
25 to 34	301	4.03	321	4.01	Not measured		Not measured	
35 to 44	537	4.23	430	4.36	Not measured		Not measured	
45 to 54	375	4.71	342	4.77	Not measured		Not measured	
55 to 64	340	5.01	325	5.00	Not measured		Not measured	
65 or older	473	5.22	385	5.32	Not measured		Not measured	

## RBS components among readers and all adults

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

### Frequency

In the adult population, 51% read on any given weekday and 64% read on a typical Sunday.

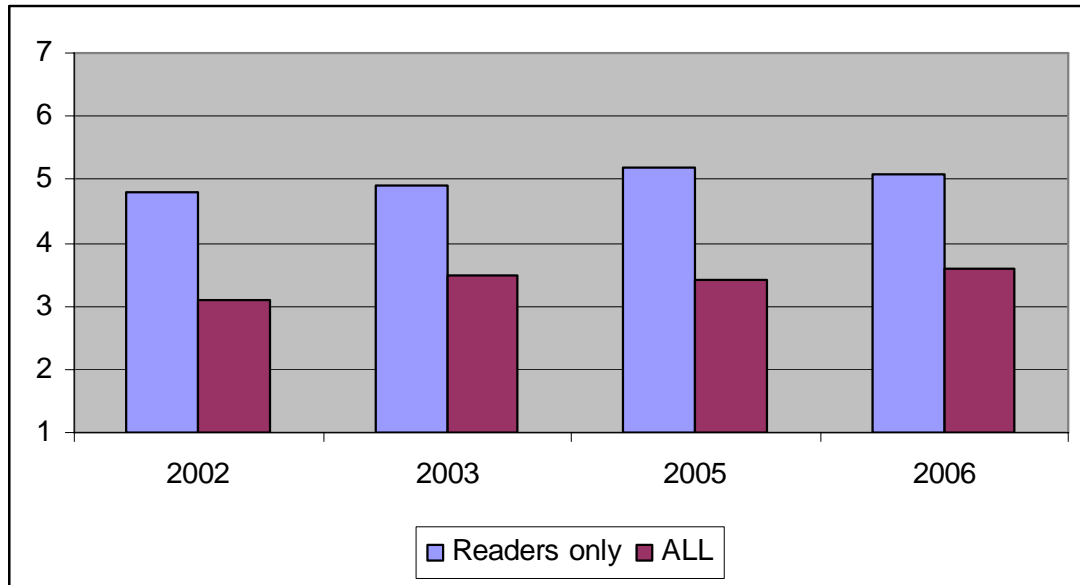
Less than a third (29%) say they do not read the local daily newspaper in a typical week. This number is lower than 2005 and accounts for most of the differences in RBS scores in 2006 vs. the other years.

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

### Readership: Frequency

Typical daily reading										
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Do not read in a typical week	Average days read
<b>2006</b>	Readers Only	72%	69%	73%	70%	74%	73%	90%	0%	5.1 days
	Adult Population	51%	49%	51%	50%	52%	51%	64%	29%	3.6 days
<b>2005</b>	Readers Only	71%	70%	72%	72%	75%	75%	90%	0%	5.2 days
	Adult Population	45%	45%	47%	45%	48%	48%	59%	36%	3.4 days
<b>2003</b>	Readers Only	65%	66%	70%	67%	72%	67%	86%	0%	4.9 days
	Adult Population	47%	47%	50%	48%	52%	48%	62%	28%	3.5 days
<b>2002</b>	Readers Only	65%	64%	67%	66%	70%	67%	91%	0%	4.8 days
	Adult Population	41%	40%	42%	42%	46%	42%	59%	31%	3.1 days

**Readership: Frequency, Average days read**



## Time Spent – Weekday

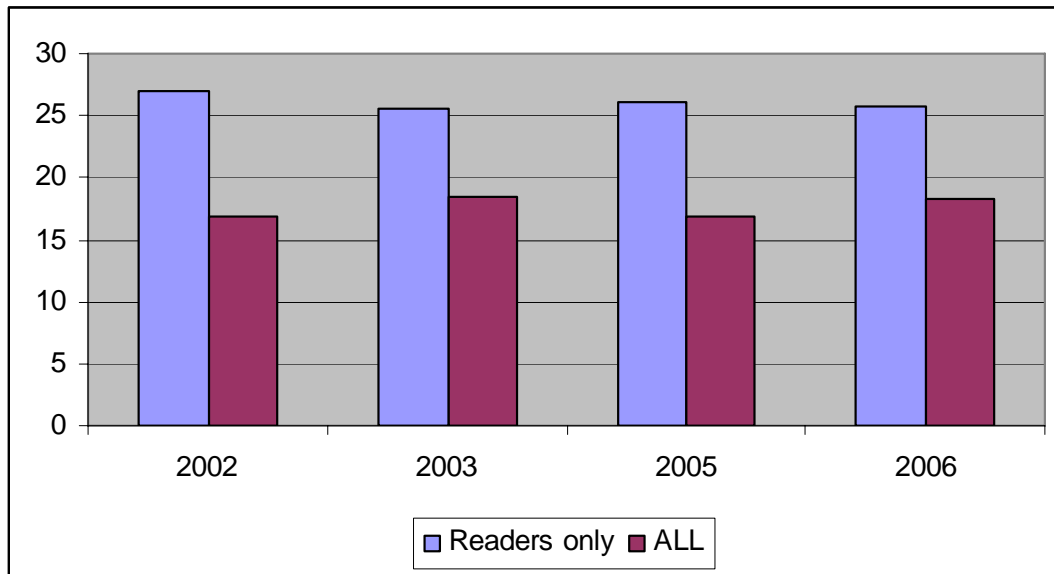
On average, adults spend 18.2 minutes per day with the paper during the week – similar to the 2003 study, and up from 2005. Among readers, time spent with the weekday paper is at about 26 minutes per day – similar across all four studies.

### Readership: Time on weekdays

Weekday time spent reading								
		None or almost none	1-15 minutes	16-30 minutes	31-45 minutes	46-60 minutes	61 minutes or more	Average minutes
2006	Readers only	14 %	18%	34%	18%	12%	6%	25.8
	Adult population	39%	12%	24%	12%	8%	4%	18.2
2005	Readers only	15%	17%	31%	21%	11%	6%	26.1
	Adult population	45%	11%	20%	13%	7%	4%	16.8
2003	Readers only	16%	17%	29%	21%	10%	7%	25.6
	Adult population	40%	12%	21%	15%	7%	5%	18.4
2002	Readers only	20%	9%	30%	22%	12%	7%	27.0*
	Adult population	50%	5%	19%	14%	8%	4%	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 \* 20% + 8 min. \* 9% + 23 min. \* 30% etc.

### Readership: Time, Average minutes read per weekday



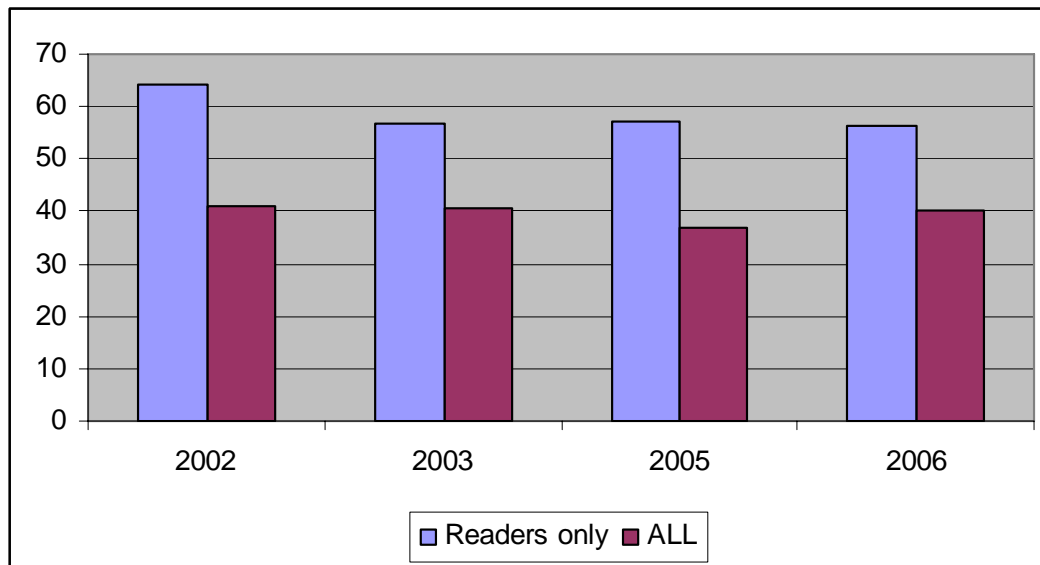
## Time Spent – Weekend

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

### Readership: Time on weekends

Weekend/Sunday time spent reading										
		None or almost none	<½ hour	Half hour - 1 hour	1-1 ½ hours	1 ½-2 hours	2-2 ½ hours	2 ½-3 hours	3 or more hours	Average minutes
2006	Readers only	15%	17%	25%	20%	15%	3%	2%	2%	56.5
	Adult population	40%	12%	18 %	14%	10%	2%	2%	1%	40.0
2005	Readers only	15%	17%	25%	21%	13%	4%	3%	2%	57.3
	Adult population	45%	11%	16%	13%	8%	3%	2%	1%	36.8
2003	Readers only	14%	17%	29%	20%	11%	6%	2%	2%	56.9
	Adult population	38%	12%	21%	15%	8%	4%	1%	2%	40.7
2002	Readers only	9%	10%	33%	25%	12%	5%	3%	2%	64.1
	Adult population	41%	7%	21%	17%	7%	3%	2%	2%	41.0

### Readership: Time, Average minutes read per weekend



## Completeness – Weekday

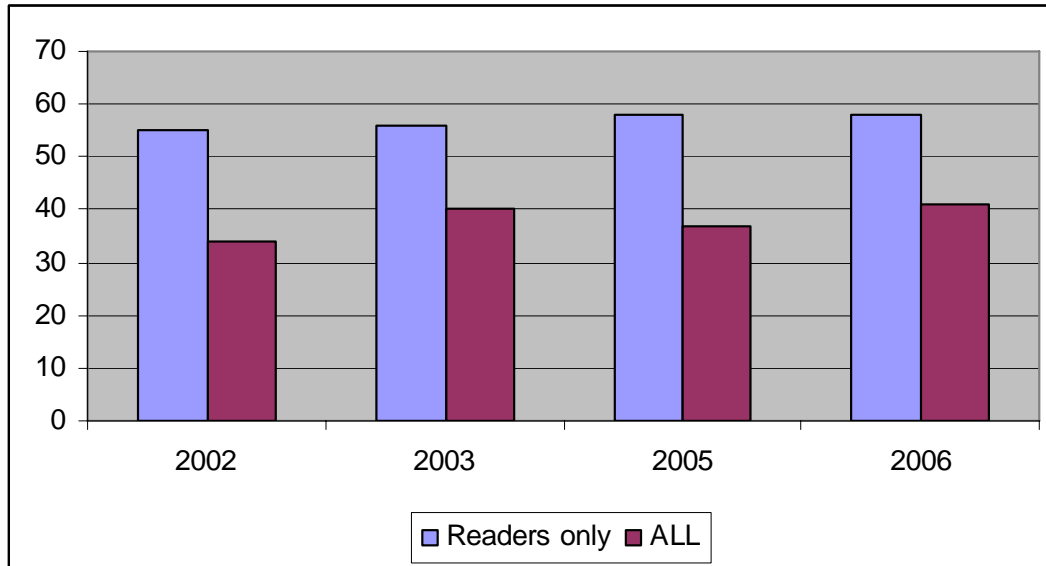
On average, newspaper readers are completing more than half of the newspaper during a typical weekday (58%), about the same as previous years.

### Readership: Completeness on weekdays

Weekday completeness of reading							
		None or almost none	¼	½	¾	Almost all/all	Average completeness*
2006	Readers only	19%	13%	19%	16%	33%	58%
	Adult population	42%	9%	13%	12%	24%	41%
2005	Readers only	18%	14%	18%	17%	33%	58%
	Adult population	48%	9%	12%	11%	21%	37%
2003	Readers only	21%	14%	18%	15%	32%	56%
	Adult population	43%	10%	13%	11%	23%	40%
2002	Readers only	23%	12%	18%	19%	28%	55%
	Adult population	51%	7%	11%	12%	18%	34%

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

### Readership: Completeness, Percent of the newspaper read per weekday



## Completeness – Weekend

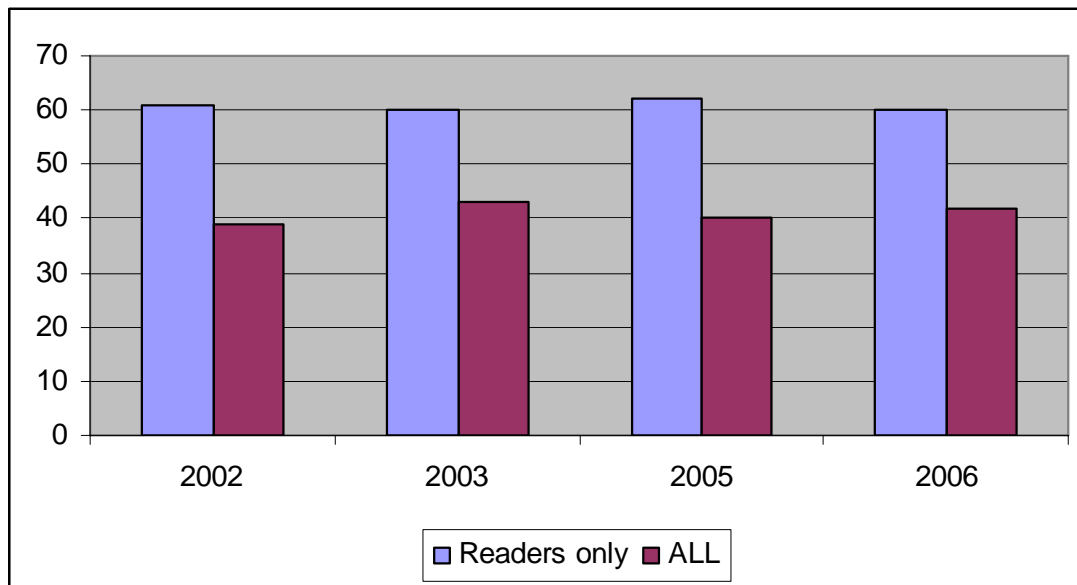
On average, newspaper readers are completing more than half of the newspaper during a typical Sunday (60%), about the same as previous years.

### Readership: Completeness on weekends

Weekend/Sunday completeness of reading							
		None or almost none	¼	½	¾	Almost all/all	Average completeness*
2006	Readers only	18.7%	12.8%	19.0%	16.2%	33.3%	60%
	Adult population	42.5%	9.0%	13.4%	11.5%	23.6%	42%
2005	Readers only	15%	12%	18%	18%	36%	62%
	Adult population	46%	8%	12%	11%	23%	40%
2003	Readers only	16%	14%	19%	17%	34%	60%
	Adult population	40%	10%	13%	12%	25%	43%
2002	Readers only	11%	15%	21%	22%	30%	61%
	Adult population	43%	10%	13%	15%	19%	39%

\*Average completeness percentages are weighted averages of number of people reading multiplied by percentage of paper read, i.e., 0 \* 23% + ¼ \* 12% + ½ \* 18% etc.

### Readership: Completeness, Percent of the newspaper read per weekend



## 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 the local daily newspaper RBS to comprise Total RBS (TRBS). This year, TRBS is 3.89 compared with 3.90 in 2005, 4.20 in 2003 and 3.92 in 2002.

### TRBS by year

Year	TRBS	4-study average 3.98	Season
2006	3.89	-.09	Fall
2005	3.90	-.08	Winter
2003	4.20	.22	Fall
2002	3.92	-.06	Summer

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 79% of adults read a newspaper of some kind in an average week – about the same as 2005 and down about 6% 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 been steadily increasing – from 43% in 2002 to 55% in 2006.

### Readership of the local paper vs. other papers

Percentage of population who...	Read only the local paper	Read local paper and other papers	Do not read the local paper, but do read another paper	Do not read any paper
2006	55%	16%	8%	21%
2005	47%	17%	14%	22%
2003	45%	23%	14%	15%
2002	43%	18%	13%	22%

Looking at TRBS scores can shed light on two questions:

- Are people decreasing their readership of newspapers in general? Apparently not. Four studies measuring TRBS show a stable TRBS, with the exception of the 2003 study which had higher TRBS levels.

- 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.

**Readership of the local paper vs. other papers, by RBS and TRBS**

Readership among those who...	Read only the local paper	Read local paper and other papers	Do not read the local paper, but do read another paper	Do not read any paper
<b>2006</b>	RBS: 4.59 TRBS: 4.59	RBS: 4.49 TRBS: 5.38	RBS: 1.00 TRBS: 3.91	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
<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>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

## Method of acquisition

Overall, about 70% of readers obtain their newspaper through home delivery. On Sunday, single-copy sales account for about 24% of newspaper acquisition. During the week, single-copy sales account for about 16%.

### How people get the newspaper, Readers only

Method of acquisition	Year	Weekday	Sunday
It is delivered to my home			
	<b>2006</b>	72%	71%
	<b>2005</b>	69%	70%
	<b>2003</b>	68%	67%
It is delivered to my workplace			
	<b>2006</b>	5%	2%
	<b>2005</b>	7%	2%
	<b>2003</b>	6%	2%
It is purchased by me or someone in my household			
	<b>2006</b>	16%	24%
	<b>2005</b>	15%	23%
	<b>2003</b>	18%	24%
I read someone else's copy			
	<b>2006</b>	3%	3%
	<b>2005</b>	5%	4%
	<b>2003</b>	6%	6%
I read it on the Internet			
	<b>2006</b>	2%	1%
	<b>2005</b>	2%	1%
	<b>2003</b>	2%	1%

\* This question was not asked in 2002.

The likelihood of receiving home delivery increases with age.

- Only about 30% of 18-24 year olds receive the newspaper at home, while nearly 40% purchase the newspaper single copy on weekdays.
- Among those aged 65 or older, the method of newspaper acquisition is dramatically different (94% home delivery).

Income and education are inversely correlated to home delivery:

- The lower the annual income or level of education, 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.

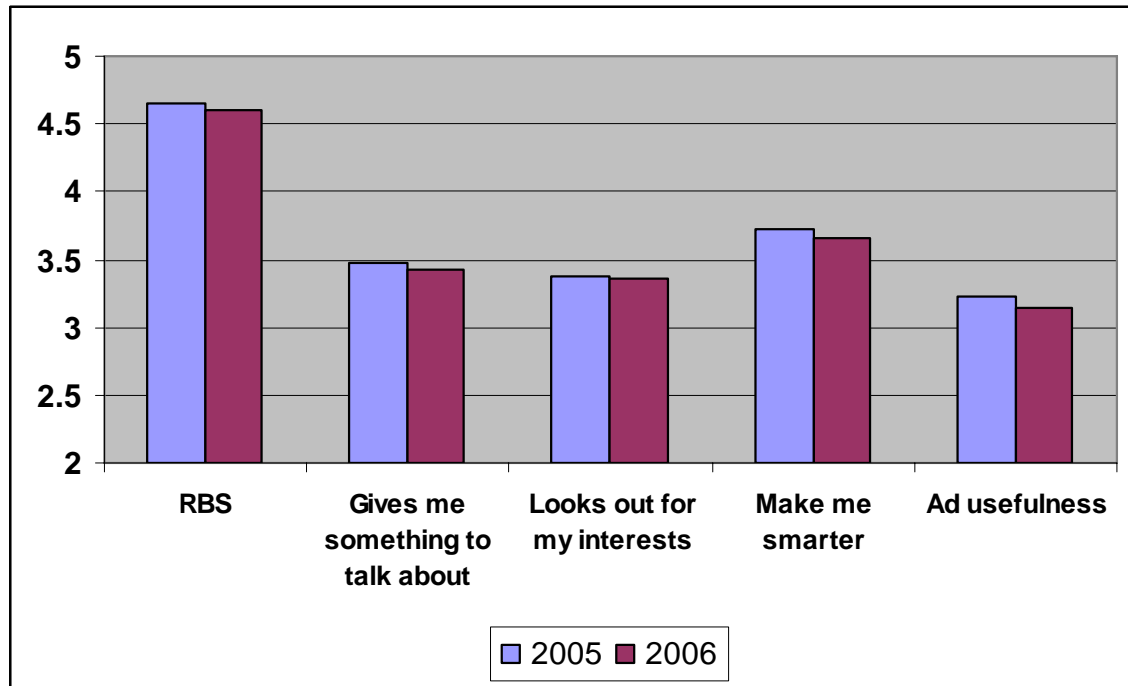
## Readership Experiences

The Readership Institute has quantified the relationships between a wide variety of newspaper-reading experiences and levels of readership. Some experiences 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 more [detail](#) on our Web site). We asked readers about four of these experiences in the 2006 RBS survey,<sup>1</sup> and saw little change from the 2005 results.

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 a 1-5 scale, (1 = “strongly disagree” and 5 = “strongly agree”). The complete [list of experiences](#) is on our Web site. 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.

Although we have only two years worth of data on the four experiences, when plotting these data for 2005 and 2006, alongside the RBS of readers (only readers answered the experience questions), we see that the experience results echo the RBS results for readers-only, confirming the close relationship between the two measures.

### Experiences and RBS for readers only, 2005 and 2006



\* RBS is measured on a scale of 1-7 and the four experiences are measured on a scale of 1-5.

<sup>1</sup> We measured eight experiences in the 2005 study and only one experience in 2003 (“something to talk about”). The 2003 scores are similar to the 2005 results in the table above.

## Experiences in 2006

2006 experience factors	Something to talk about	Looks out for my interests	Makes me smarter	Ad usefulness
Overall	3.42	3.36	3.66	3.15
Male	3.36	3.31	3.58	2.91
Female	3.47	3.41	3.74	3.35
18 to 24	3.41	3.26	3.70	3.32
25 to 34	3.42	3.14	3.65	3.25
35 to 44	3.42	3.26	3.66	3.27
45 to 54	3.46	3.38	3.69	3.12
55 to 64	3.42	3.47	3.67	3.07
65 or older	3.37	3.54	3.64	2.96
BELOW \$25,000	3.49	3.43	3.74	3.33
\$25,000 TO \$49,999	3.45	3.43	3.71	3.21
\$50,000 TO \$74,999	3.40	3.30	3.63	3.16
\$75,000 OR MORE	3.39	3.34	3.65	3.04
Less than H.S. grad	3.54	3.49	3.77	3.51
Graduated H.S.	3.50	3.41	3.74	3.32
Some college	3.39	3.33	3.64	3.16
4-year degree	3.35	3.30	3.61	3.06
Post grad	3.39	3.38	3.65	2.87
White/Caucasian	3.37	3.36	3.63	3.08
African American	3.68	3.40	3.85	3.55
Hispanic	3.62	3.41	3.80	3.42
Asian	3.50	3.41	3.61	3.01
Other group	3.36	3.28	3.66	3.12
Mixed / multi-racial	3.57	3.31	3.74	3.24

### Experiences in 2005

2005 experience factors	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

### Experience: Something to talk about

	2006	2005
Overall	3.42	3.48
Male	3.36	3.46
Female	3.47	3.50
18 to 24	3.41	3.61
25 to 34	3.42	3.45
35 to 44	3.42	3.44
45 to 54	3.46	3.53
55 to 64	3.42	3.51
65 or older	3.37	3.45
BELOW \$25,000	3.49	3.51
\$25,000 TO \$49,999	3.45	3.52
\$50,000 TO \$74,999	3.40	3.49
\$75,000 OR MORE	3.39	3.47
Less than H.S. grad	3.54	3.74
Graduated H.S.	3.50	3.49
Some college	3.39	3.45
4-year degree	3.35	3.49
Post grad	3.39	3.46
White/Caucasian	3.37	3.47
African American	3.68	3.59
Hispanic	3.62	3.61
Asian	3.50	3.50
Other group	3.36	3.40
Mixed / multi-racial	3.57	3.68

**Experience: Looks out for my interests**

	<b>2006</b>	<b>2005</b>
Overall	3.36	3.37
Male	3.31	3.34
Female	3.41	3.41
18 to 24	3.26	3.42
25 to 34	3.14	3.16
35 to 44	3.26	3.32
45 to 54	3.38	3.40
55 to 64	3.47	3.42
65 or older	3.54	3.55
BELOW \$25,000	3.43	3.43
\$25,000 TO \$49,999	3.43	3.39
\$50,000 TO \$74,999	3.30	3.38
\$75,000 OR MORE	3.34	3.36
Less than H.S. grad	3.49	3.68
Graduated H.S.	3.41	3.38
Some college	3.33	3.31
4-year degree	3.30	3.38
Post grad	3.38	3.40
White/Caucasian	3.36	3.38
African American	3.40	3.26
Hispanic	3.41	3.43
Asian	3.41	3.35
Other group	3.28	3.19
Mixed / multi-racial	3.31	3.51

**Experience: Makes me smarter**

	<b>2006</b>	<b>2005</b>
Overall	3.66	3.72
Male	3.58	3.67
Female	3.74	3.77
18 to 24	3.70	3.82
25 to 34	3.65	3.69
35 to 44	3.66	3.69
45 to 54	3.69	3.73
55 to 64	3.67	3.75
65 or older	3.64	3.74
BELOW \$25,000	3.74	3.79
\$25,000 TO \$49,999	3.71	3.74
\$50,000 TO \$74,999	3.63	3.75
\$75,000 OR MORE	3.65	3.68
Less than H.S. grad	3.77	3.91
Graduated H.S.	3.74	3.76
Some college	3.64	3.71
4-year degree	3.61	3.72
Post grad	3.65	3.65
White/Caucasian	3.63	3.72
African American	3.85	3.78
Hispanic	3.80	3.79
Asian	3.61	3.52
Other group	3.66	3.54
Mixed / multi-racial	3.74	3.70

**Experience: Ad usefulness**

	<b>2006</b>	<b>2005</b>
Overall	3.15	3.22
Male	2.91	3.08
Female	3.35	3.35
18 to 24	3.32	3.36
25 to 34	3.25	3.35
35 to 44	3.27	3.26
45 to 54	3.12	3.20
55 to 64	3.07	3.17
65 or older	2.96	3.09
BELOW \$25,000	3.33	3.38
\$25,000 TO \$49,999	3.21	3.31
\$50,000 TO \$74,999	3.16	3.22
\$75,000 OR MORE	3.04	3.08
Less than H.S. grad	3.51	3.55
Graduated H.S.	3.32	3.31
Some college	3.16	3.31
4-year degree	3.06	3.14
Post grad	2.87	2.94
White/Caucasian	3.08	3.18
African American	3.55	3.64
Hispanic	3.42	3.41
Asian	3.01	3.33
Other group	3.12	3.24
Mixed / multi-racial	3.24	3.07

## 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, 2003 and 2005 studies are also included.

2006		Count	Mean RBS	Mean TRBS
	<b>Overall</b>	<b>2690</b>	<b>3.52</b>	<b>3.89</b>
Gender	Male	1304	3.40	3.82
	Female	1386	3.64	3.96
Age	18 to 24	182	2.66	3.08
	25 to 34	436	2.77	3.16
	35 to 44	701	3.17	3.45
	45 to 54	438	3.71	4.12
	55 to 64	391	4.02	4.40
	65 or older	507	4.42	4.84
Income	BELOW \$25,000	418	3.32	3.66
	\$25,000 TO \$49,999	603	3.53	3.85
	\$50,000 TO \$74,999	590	3.63	3.93
	\$75,000 OR MORE	743	3.47	4.01
Education	Less than H.S. grad	138	3.70	3.86
	Graduated H.S. (including G.E.D)	570	3.62	3.88
	Some college	830	3.48	3.83
	College degree	634	3.38	3.80
	Post-grad	472	3.61	4.15
Ethnicity	White/Caucasian	2053	3.62	3.99
	African American	267	3.55	3.77
	Hispanic	122	3.24	3.68
	Asian	51	2.48	2.83
	Other Group	87	2.84	3.63
	Mixed / Multi-racial	35	2.95	3.39

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

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

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

## **Appendix 2 – RBS components by demographics**

For additional reference, this report includes tables highlighting the three 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:

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

## 2006 telephone study: RBS results by circ group

Typical daily reading							
	Industry		circ 1	circ 2	circ 3	circ 4	circ 5
	n=3097		1063	619	649	306	460
Monday	50.9%		52.0%	57.6%	47.6%	54.5%	41.9%
Tuesday	49.1%		51.4%	56.3%	44.6%	50.4%	39.6%
Wednesday	51.3%		53.4%	56.2%	47.6%	53.3%	44.0%
Thursday	49.7%		51.3%	55.1%	45.8%	53.8%	41.4%
Friday	52.5%		53.6%	57.4%	50.0%	54.1%	45.9%
Saturday	51.1%		52.1%	56.8%	49.0%	56.2%	41.2%
Sunday	63.7%		61.4%	67.5%	60.9%	70.2%	62.7%
Do not read	29.2%		30.3%	25.7%	30.7%	24.1%	32.6%
<b>Avg days read</b>	<b>3.60</b>		<b>3.54</b>	<b>4.04</b>	<b>3.45</b>	<b>3.93</b>	<b>3.17</b>

Weekday time spent							
	Industry		circ 1	circ 2	circ 3	circ 4	circ 5
	n=3097		1063	619	649	306	460
Do not read	39.1%		38.3%	34.2%	40.7%	33.2%	49.0%
1-15 minutes	12.4%		14.6%	13.4%	11.7%	12.4%	7.2%
16-30 minutes	23.7%		24.4%	24.2%	25.3%	24.4%	19.1%
31-45 minutes	12.4%		11.9%	14.7%	11.1%	13.7%	11.5%
46-60 minutes	8.2%		7.3%	9.8%	7.1%	10.7%	8.0%
61 minutes or more	4.1%		3.5%	3.7%	4.2%	5.5%	5.2%
<b>Avg minutes</b>	<b>18.2</b>		<b>17.4</b>	<b>19.8</b>	<b>17.4</b>	<b>21.2</b>	<b>17.0</b>

Weekday completeness							
	Industry		circ 1	circ 2	circ 3	circ 4	circ 5
	n=3097		1063	619	649	306	460
None	42.5%		41.0%	38.0%	44.4%	37.1%	52.8%
1/4	9.0%		10.1%	6.1%	9.2%	10.4%	9.3%
1/2	13.5%		14.5%	14.1%	11.9%	14.0%	12.2%
3/4	11.5%		9.6%	13.2%	12.3%	15.3%	9.6%
Almost all/all	23.6%		24.9%	28.6%	22.2%	23.1%	16.1%
<b>Avg completeness</b>	<b>41%</b>		<b>42%</b>	<b>47%</b>	<b>40%</b>	<b>44%</b>	<b>32%</b>

Weekend/Sunday time spent							
	Industry		circ 1	circ 2	circ 3	circ 4	circ 5
	n=3097		1063	619	649	306	460
None	39.9%		48.6%	32.5%	39.1%	29.8%	37.3%
<1/2 hour	12.0%		13.3%	15.5%	10.2%	10.5%	7.8%
Half hour - 1 hour	17.9%		16.5%	20.5%	18.2%	18.7%	16.7%
1-1 1/2 hours	14.4%		11.9%	14.7%	16.1%	16.1%	16.3%
1 1/2 -2 hours	10.4%		5.5%	11.5%	11.6%	18.7%	13.4%
2-2 1/2 hours	2.4%		1.6%	2.9%	2.0%	3.0%	3.5%
2 1/2-3 hours	1.7%		1.4%	1.1%	1.5%	2.3%	3.3%
3 or more hours	1.3%		1.1%	1.3%	1.2%	1.0%	1.7%
<b>Avg minutes</b>	<b>40.0</b>		<b>30.6</b>	<b>42.8</b>	<b>41.5</b>	<b>51.4</b>	<b>48.4</b>

Weekend/Sunday completeness							
	Industry		circ 1	circ 2	circ 3	circ 4	circ 5
	n=3097		1063	619	649	306	460
None	41.9%		50.8%	34.1%	40.7%	31.4%	40.3%
1/4	8.5%		5.6%	8.1%	8.9%	14.7%	11.3%
1/2	12.9%		10.6%	13.7%	12.0%	14.1%	17.4%
3/4	11.5%		8.4%	12.1%	12.3%	14.7%	14.8%
Almost all/all	25.2%		24.6%	32.0%	26.0%	25.2%	16.3%
<b>Avg completeness</b>	<b>42%</b>		<b>38%</b>	<b>50%</b>	<b>43%</b>	<b>47%</b>	<b>39%</b>

## 2006 telephone study: RBS results by age

Typical daily reading								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3055		216	491	813	509	448	578
Monday	50.9%		38.7%	33.0%	39.1%	54.9%	61.9%	75.5%
Tuesday	49.1%		34.6%	30.3%	35.4%	54.4%	62.0%	75.1%
Wednesday	51.3%		34.1%	33.9%	40.0%	55.4%	63.5%	75.3%
Thursday	49.7%		30.6%	32.6%	36.1%	55.1%	63.4%	75.1%
Friday	52.5%		37.3%	35.3%	40.0%	56.6%	65.8%	76.7%
Saturday	51.1%		30.2%	35.1%	38.9%	55.8%	64.1%	75.2%
Sunday	63.7%		48.3%	52.0%	59.1%	67.8%	71.4%	76.0%
Do not read	29.2%		36.6%	38.6%	33.9%	26.4%	24.2%	18.2%
<b>Avg days read</b>	<b>3.60</b>		<b>2.47</b>	<b>2.47</b>	<b>2.82</b>	<b>3.91</b>	<b>4.43</b>	<b>5.19</b>

Weekday time spent								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3055		216	491	813	509	448	578
Do not read	39.1%		49.1%	54.7%	47.9%	35.6%	29.2%	20.2%
1-15 minutes	12.5%		13.0%	10.6%	15.1%	14.5%	11.6%	9.2%
16-30 minutes	23.7%		17.6%	22.4%	20.9%	29.1%	27.2%	23.7%
31-45 minutes	12.4%		9.3%	6.3%	9.7%	10.8%	15.6%	21.5%
46-60 minutes	8.2%		7.9%	3.3%	4.7%	7.1%	10.9%	16.4%
61 minutes or more	4.1%		3.2%	2.8%	1.6%	2.9%	5.4%	9.0%
<b>Avg minutes</b>	<b>18.2</b>		<b>14.8</b>	<b>11.9</b>	<b>13.2</b>	<b>17.6</b>	<b>22.5</b>	<b>29.0</b>

Weekday completeness								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3055		216	491	813	509	448	578
None	42.4%		52.5%	57.4%	52.2%	38.3%	32.1%	23.7%
1/4	9.1%		15.7%	8.8%	7.5%	9.0%	8.0%	10.0%
1/2	13.5%		12.4%	12.4%	13.9%	13.0%	14.7%	13.8%
3/4	11.5%		6.5%	8.8%	8.6%	14.9%	12.2%	16.4%
Almost all/all	23.5%		12.9%	12.6%	17.8%	24.8%	33.0%	36.0%
<b>Avg completeness</b>	<b>41%</b>		<b>28%</b>	<b>28%</b>	<b>33%</b>	<b>45%</b>	<b>52%</b>	<b>58%</b>

Weekend/Sunday time spent								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3055		216	491	813	509	448	578
None	39.9%		54.6%	51.3%	44.4%	36.0%	32.0%	28.2%
<1/2 hour	12.0%		12.5%	12.0%	12.8%	14.1%	11.6%	9.2%
Half hour - 1 hour	18.0%		18.1%	17.1%	16.6%	18.9%	20.4%	18.0%
1-1 1/2 hours	14.3%		11.1%	11.4%	11.7%	15.3%	15.4%	19.7%
1 1/2 -2 hours	10.5%		2.8%	4.9%	10.9%	10.4%	13.9%	14.9%
2-2 1/2 hours	2.3%		0.5%	1.2%	2.0%	2.2%	4.3%	3.1%
2 1/2-3 hours	1.7%		0.0%	1.6%	1.0%	1.6%	1.6%	3.8%
3 or more hours	1.2%		0.5%	0.4%	0.6%	1.6%	0.9%	3.1%
<b>Avg minutes</b>	<b>40.0</b>		<b>22.9</b>	<b>28.3</b>	<b>35.0</b>	<b>41.4</b>	<b>47.2</b>	<b>56.3</b>

Weekend/Sunday completeness								
	Industry		18-24	25-34	35-44	45-54	55-64	65+
	n=3055		216	491	813	509	448	578
None	41.9%		57.4%	52.8%	46.7%	37.1%	34.4%	30.1%
1/4	8.6%		7.9%	10.8%	6.2%	8.6%	7.8%	11.2%
1/2	12.8%		12.5%	13.2%	13.2%	12.8%	12.3%	12.3%
3/4	11.6%		5.6%	10.6%	9.9%	13.8%	14.7%	13.1%
Almost all/all	25.1%		16.7%	12.6%	24.1%	27.7%	30.8%	33.3%
<b>Avg completeness</b>	<b>42%</b>		<b>29%</b>	<b>30%</b>	<b>40%</b>	<b>47%</b>	<b>50%</b>	<b>52%</b>

## 2006 telephone study: RBS results by gender

Typical daily reading			
	Industry	Male	Female
	n=3097	1505	1592
Monday	50.9%	51.2%	50.7%
Tuesday	49.1%	49.7%	48.5%
Wednesday	51.3%	50.1%	52.5%
Thursday	49.7%	49.6%	49.8%
Friday	52.5%	51.7%	53.2%
Saturday	51.1%	49.0%	53.0%
Sunday	63.7%	60.7%	66.6%
Do not read	29.2%	31.8%	26.7%
<b>Avg days read</b>	<b>3.60</b>	<b>3.54</b>	<b>3.66</b>

Weekday time spent			
	Industry	Male	Female
	n=3097	1505	1592
Do not read	39.1%	40.7%	37.5%
1-15 minutes	12.4%	13.3%	11.6%
16-30 minutes	23.7%	22.8%	24.5%
31-45 minutes	12.4%	11.3%	13.5%
46-60 minutes	8.2%	7.6%	8.8%
61 minutes or more	4.2%	4.3%	4.0%
<b>Avg minutes</b>	<b>18.2</b>	<b>17.4</b>	<b>19.0</b>

Weekday completeness			
	Industry	Male	Female
	n=3097	1505	1592
None	42.5%	43.6%	41.4%
1/4	9.0%	9.8%	8.3%
1/2	13.4%	14.0%	12.9%
3/4	11.5%	11.1%	11.9%
Almost all/all	23.6%	21.6%	25.4%
<b>Avg completeness</b>	<b>41%</b>	<b>39%</b>	<b>43%</b>

Weekend/Sunday time spent			
	Industry	Male	Female
	n=3097	1505	1592
None	39.9%	42.9%	37.0%
<1/2 hour	12.0%	12.7%	11.4%
Half hour - 1 hour	17.9%	18.3%	17.5%
1-1 1/2 hours	14.4%	12.6%	16.1%
1 1/2 -2 hours	10.4%	8.5%	12.2%
2-2 1/2 hours	2.4%	1.9%	2.8%
2 1/2-3 hours	1.7%	2.0%	1.5%
3 or more hours	1.3%	1.0%	1.5%
<b>Avg minutes</b>	<b>40.0</b>	<b>36.3</b>	<b>43.5</b>

Weekend/Sunday completeness			
	Industry	Male	Female
	n=3097	1505	1592
None	41.8%	44.7%	39.1%
1/4	8.5%	9.8%	7.3%
1/2	12.9%	13.5%	12.2%
3/4	11.5%	10.5%	12.5%
Almost all/all	25.3%	21.5%	28.8%
<b>Avg completeness</b>	<b>42%</b>	<b>39%</b>	<b>46%</b>

### **Appendix 3 – RBS component averages by readers only**

When looking at readers only, RBS has not changed significantly from 2002 to 2006. 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 23 minutes with the weekday paper and 36 minutes with the Sunday paper – about 33 minutes less than the oldest readers. Not surprisingly, 65+ readers lead all readers in just about every category by statistically significant margins.

Education and income do correlate to overall RBS. However, the reader-only analysis indicates that these characteristics make a difference for time spent on weekdays – people with lower education and income spend about 30 minutes on weekdays reading the paper, compared to about 24 minutes spent by people with higher education and income. Education and income do not, however, produce statistically different results for frequency or completeness of readership. Simply put, once someone is reading the newspaper, income and education don't substantially change how often or how completely he or she reads the paper.

## 2006 telephone study: RBS results by circ group – Readers only

Typical daily reading						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=2193	741	460	450	232	310
Monday	71.9%	74.8%	77.6%	68.6%	71.9%	62.2%
Tuesday	69.4%	73.8%	75.8%	64.4%	66.4%	58.8%
Wednesday	72.5%	76.7%	75.7%	68.6%	70.3%	65.2%
Thursday	70.2%	73.6%	74.2%	66.1%	70.9%	61.5%
Friday	74.1%	76.9%	77.2%	72.2%	71.3%	68.1%
Saturday	72.7%	76.3%	77.0%	70.7%	74.1%	61.2%
Sunday	89.6%	86.9%	90.8%	87.9%	92.5%	93.1%
Do not read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.09</b>	<b>5.07</b>	<b>5.44</b>	<b>4.99</b>	<b>5.18</b>	<b>4.70</b>

Weekday time spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=2193	741	460	450	232	310
Do not read	14.0%	11.5%	11.5%	14.4%	12.0%	24.4%
1-15 minutes	17.5%	20.9%	18.0%	16.9%	16.3%	10.6%
16-30 minutes	33.5%	35.0%	32.5%	36.4%	32.2%	28.3%
31-45 minutes	17.5%	17.1%	19.7%	16.0%	18.0%	17.0%
46-60 minutes	11.6%	10.5%	13.2%	10.2%	14.2%	11.9%
61 minutes or more	5.8%	5.0%	5.0%	6.0%	7.3%	7.7%
<b>Avg minutes</b>	<b>25.7</b>	<b>25.0</b>	<b>26.7</b>	<b>25.2</b>	<b>27.9</b>	<b>25.3</b>

Weekday completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=2193	741	460	450	232	310
None	18.8%	15.4%	16.5%	19.8%	17.2%	30.0%
1/4	12.8%	14.4%	8.3%	13.3%	13.7%	13.9%
1/2	19.0%	20.8%	18.9%	17.1%	18.5%	18.1%
3/4	16.2%	13.7%	17.8%	17.8%	20.2%	14.2%
Almost all/all	33.3%	35.7%	38.5%	32.0%	30.5%	23.9%
<b>Avg completeness</b>	<b>58%</b>	<b>60%</b>	<b>63%</b>	<b>57%</b>	<b>58%</b>	<b>47%</b>

Weekend/Sunday time spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=2193	741	460	450	232	310
None	15.1%	26.3%	9.1%	12.1%	7.4%	7.1%
<1/2 hour	17.0%	19.1%	20.9%	14.7%	13.9%	11.6%
Half hour - 1 hour	25.3%	23.7%	27.6%	26.3%	24.7%	24.8%
1-1 1/2 hours	20.3%	17.1%	19.8%	23.2%	21.2%	24.1%
1 1/2 - 2 hours	14.7%	7.8%	15.4%	16.7%	24.7%	19.9%
2-2 1/2 hours	3.3%	2.3%	3.9%	2.9%	3.9%	5.1%
2 1/2-3 hours	2.5%	2.0%	1.5%	2.2%	3.0%	4.8%
3 or more hours	1.8%	1.6%	1.7%	1.8%	1.3%	2.6%
<b>Avg minutes</b>	<b>56.5</b>	<b>43.9</b>	<b>57.6</b>	<b>59.9</b>	<b>67.8</b>	<b>71.8</b>

Weekend/Sunday completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=2193	741	460	450	232	310
None	17.9%	29.4%	11.1%	14.4%	9.5%	11.6%
1/4	12.0%	8.0%	10.9%	12.9%	19.4%	16.7%
1/2	18.2%	15.2%	18.5%	17.3%	18.5%	25.7%
3/4	16.3%	12.0%	16.3%	17.8%	19.4%	21.9%
Almost all/all	35.6%	35.4%	43.1%	37.6%	33.2%	24.1%
<b>Avg completeness</b>	<b>60%</b>	<b>54%</b>	<b>67%</b>	<b>63%</b>	<b>62%</b>	<b>58%</b>

## 2006 telephone study: RBS results by age – Readers only

Typical daily reading							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=2164	137	301	537	375	340	473
Monday	71.9%	61.4%	53.5%	59.0%	74.2%	82.0%	92.6%
Tuesday	69.4%	54.6%	49.4%	53.6%	73.9%	81.8%	91.8%
Wednesday	72.5%	53.7%	55.2%	60.4%	75.3%	83.7%	92.1%
Thursday	70.2%	48.3%	53.2%	54.6%	74.8%	83.6%	91.9%
Friday	74.1%	58.8%	57.6%	60.4%	76.8%	86.8%	93.8%
Saturday	72.7%	49.1%	57.8%	59.3%	76.4%	84.8%	92.2%
Sunday	89.6%	76.3%	86.3%	87.1%	92.1%	93.9%	92.9%
Do not read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.09</b>	<b>3.89</b>	<b>4.02</b>	<b>4.26</b>	<b>5.31</b>	<b>5.85</b>	<b>6.34</b>

Weekday time spent							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=2164	137	301	537	375	340	473
Do not read	14.0%	19.7%	26.2%	21.2%	12.5%	6.8%	2.5%
1-15 minutes	17.7%	20.4%	17.2%	22.9%	19.7%	15.3%	11.2%
16-30 minutes	33.5%	27.7%	36.4%	31.7%	39.5%	35.9%	29.0%
31-45 minutes	17.5%	14.6%	10.3%	14.7%	14.7%	20.6%	26.2%
46-60 minutes	11.6%	12.4%	5.3%	7.1%	9.6%	14.4%	20.1%
61 minutes or more	5.8%	5.1%	4.6%	2.4%	4.0%	7.1%	11.0%
<b>Avg minutes</b>	<b>25.7</b>	<b>23.4</b>	<b>19.5</b>	<b>20.0</b>	<b>23.9</b>	<b>29.6</b>	<b>35.5</b>

Weekday completeness							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=2164	137	301	537	375	340	473
None	18.6%	25.4%	30.6%	27.6%	16.3%	10.3%	6.8%
1/4	12.8%	24.6%	14.3%	11.4%	12.3%	10.6%	12.3%
1/2	19.1%	19.6%	20.3%	21.0%	17.6%	19.4%	16.9%
3/4	16.3%	10.1%	14.3%	13.0%	20.3%	16.2%	20.1%
Almost all/all	33.1%	20.3%	20.6%	27.0%	33.6%	43.5%	44.0%
<b>Avg completeness</b>	<b>58%</b>	<b>44%</b>	<b>45%</b>	<b>50%</b>	<b>61%</b>	<b>68%</b>	<b>71%</b>

Weekend/Sunday time spent							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=2164	137	301	537	375	340	473
None	15.2%	28.5%	20.6%	15.8%	13.1%	10.3%	12.3%
<1/2 hour	17.0%	19.7%	19.6%	19.4%	19.2%	15.3%	11.2%
Half hour - 1 hour	25.4%	28.5%	27.9%	25.1%	25.6%	26.8%	22.0%
1-1 1/2 hours	20.2%	17.5%	18.6%	17.7%	20.8%	20.4%	24.1%
1 1/2 - 2 hours	14.8%	4.4%	8.0%	16.6%	14.1%	18.3%	18.2%
2-2 1/2 hours	3.3%	0.7%	2.0%	3.0%	2.9%	5.6%	3.8%
2 1/2-3 hours	2.5%	0.0%	2.7%	1.5%	2.1%	2.1%	4.7%
3 or more hours	1.8%	0.7%	0.7%	.9%	2.1%	1.2%	3.8%
<b>Avg minutes</b>	<b>56.5</b>	<b>36.0</b>	<b>46.1</b>	<b>53.0</b>	<b>56.2</b>	<b>62.2</b>	<b>68.9</b>

Weekend/Sunday completeness							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=2164	137	301	537	375	340	473
None	17.9%	32.4%	23.4%	19.4%	14.7%	13.5%	14.4%
1/4	12.2%	12.5%	17.5%	9.3%	11.7%	10.3%	13.7%
1/2	18.0%	19.9%	21.5%	19.9%	17.3%	16.2%	15.0%
3/4	16.5%	8.8%	17.2%	14.9%	18.7%	19.4%	16.1%
Almost all/all	35.4%	26.5%	20.5%	36.5%	37.6%	40.6%	40.8%
<b>Avg completeness</b>	<b>60%</b>	<b>46%</b>	<b>48%</b>	<b>60%</b>	<b>63%</b>	<b>66%</b>	<b>64%</b>

## 2006 telephone study: RBS results by gender – Readers only

Typical daily reading			
	Industry	Male	Female
	n=2193	1026	1167
Monday	71.9%	75.1%	69.1%
Tuesday	69.4%	73.0%	66.2%
Wednesday	72.5%	73.5%	71.6%
Thursday	70.2%	72.8%	67.9%
Friday	74.1%	75.9%	72.6%
Saturday	72.7%	72.5%	72.9%
Sunday	89.6%	88.2%	90.7%
Do not read	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.09</b>	<b>5.20</b>	<b>5.00</b>

Weekday time spent			
	Industry	Male	Female
	n=2193	1026	1167
Do not read	14.0%	13.1%	14.7%
1-15 minutes	17.6%	19.5%	15.9%
16-30 minutes	33.5%	33.4%	33.5%
31-45 minutes	17.6%	16.6%	18.4%
46-60 minutes	11.6%	11.1%	12.0%
61 minutes or more	5.9%	6.3%	5.5%
<b>Avg minutes</b>	<b>25.7</b>	<b>25.6</b>	<b>25.9</b>

Weekday completeness			
	Industry	Male	Female
	n=2193	1026	1167
None	18.7%	17.2%	20.1%
1/4	12.8%	14.3%	11.4%
1/2	19.0%	20.5%	17.6%
3/4	16.2%	16.3%	16.2%
Almost all/all	33.3%	31.7%	34.7%
<b>Avg completeness</b>	<b>58%</b>	<b>58%</b>	<b>58%</b>

Weekend/Sunday time spent			
	Industry	Male	Female
	n=2193	1026	1167
None	15.1%	16.3%	14.1%
<1/2 hour	17.0%	18.6%	15.5%
Half hour - 1 hour	25.3%	26.9%	23.9%
1-1 1/2 hours	20.3%	18.5%	21.9%
1 1/2 -2 hours	14.7%	12.5%	16.7%
2-2 1/2 hours	3.3%	2.8%	3.8%
2 1/2-3 hours	2.5%	2.9%	2.1%
3 or more hours	1.8%	1.5%	2.1%
<b>Avg minutes</b>	<b>56.5</b>	<b>53.3</b>	<b>59.4</b>

Weekend/Sunday completeness			
	Industry	Male	Female
	n=2193	1026	1167
None	18.9%	16.9%	17.8%
1/4	14.3%	10.0%	12.0%
1/2	19.8%	16.7%	18.2%
3/4	15.4%	17.1%	16.3%
Almost all/all	31.5%	39.3%	35.7%
<b>Avg completeness</b>	<b>60%</b>	<b>57%</b>	<b>63%</b>

## 2006 telephone study: RBS results by income – Readers only

Typical daily reading					
	Industry	<\$25K	\$25-\$50K	\$50-\$75K	>\$75K
	n=1923	310	511	515	586
Monday	70.8%	74.5%	76.5%	65.4%	68.8%
Tuesday	68.2%	68.4%	72.6%	65.2%	66.8%
Wednesday	71.2%	72.1%	75.1%	66.5%	71.5%
Thursday	68.9%	70.6%	71.8%	64.3%	69.6%
Friday	73.3%	73.3%	76.0%	69.6%	74.2%
Saturday	71.5%	70.4%	72.9%	64.9%	76.7%
Sunday	89.6%	84.7%	88.4%	91.9%	91.1%
Do not read	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.02</b>	<b>5.01</b>	<b>5.19</b>	<b>4.79</b>	<b>5.09</b>

Weekday time spent					
	Industry	<\$25K	\$25-\$50K	\$50-\$75K	>\$75K
	n=1923	310	511	515	586
Do not read	14.6%	10.0%	13.5%	19.8%	13.5%
1-15 minutes	17.4%	14.1%	15.0%	17.6%	21.2%
16-30 minutes	33.6%	26.7%	34.3%	33.3%	37.0%
31-45 minutes	17.0%	25.7%	16.8%	15.1%	14.3%
46-60 minutes	11.4%	16.4%	12.7%	9.5%	9.4%
61 minutes or more	5.9%	7.1%	7.8%	4.7%	4.6%
<b>Avg minutes</b>	<b>25.4</b>	<b>30.3</b>	<b>27.3</b>	<b>22.8</b>	<b>23.5</b>

Weekday completeness					
	Industry	<\$25K	\$25-\$50K	\$50-\$75K	>\$75K
	n=1923	310	511	515	586
None	19.4%	16.8%	16.8%	25.4%	17.8%
1/4	13.1%	12.3%	11.7%	12.6%	15.0%
1/2	19.0%	18.4%	24.2%	16.3%	17.3%
3/4	16.3%	11.6%	14.6%	18.8%	18.1%
Almost all/all	32.2%	41.0%	32.6%	26.8%	31.8%
<b>Avg completeness</b>	<b>57%</b>	<b>62%</b>	<b>59%</b>	<b>52%</b>	<b>58%</b>

Weekend/Sunday time spent					
	Industry	<\$25K	\$25-\$50K	\$50-\$75K	>\$75K
	n=1923	310	511	515	586
None	15.0%	20.4%	19.0%	11.0%	12.3%
<1/2 hour	17.3%	14.6%	16.7%	17.2%	19.3%
Half hour - 1 hour	25.5%	21.4%	26.5%	26.6%	25.9%
1-1 1/2 hours	19.9%	16.2%	18.4%	21.5%	21.7%
1 1/2 -2 hours	14.6%	17.2%	12.4%	15.5%	14.5%
2-2 1/2 hours	3.4%	3.6%	2.2%	4.5%	3.6%
2 1/2-3 hours	2.6%	5.5%	1.8%	2.3%	1.9%
3 or more hours	1.7%	1.3%	3.1%	1.4%	.9%
<b>Avg minutes</b>	<b>56.3</b>	<b>58.7</b>	<b>52.9</b>	<b>59.2</b>	<b>55.6</b>

Weekend/Sunday completeness					
	Industry	<\$25K	\$25-\$50K	\$50-\$75K	>\$75K
	n=1923	310	511	515	586
None	17.9%	25.7%	21.3%	14.2%	14.0%
1/4	12.4%	8.0%	14.7%	11.5%	13.5%
1/2	18.3%	13.5%	18.8%	19.6%	19.3%
3/4	16.2%	13.8%	12.9%	19.4%	17.6%
Almost all/all	35.2%	38.9%	32.3%	35.3%	35.6%
<b>Avg completeness</b>	<b>60%</b>	<b>58%</b>	<b>55%</b>	<b>63%</b>	<b>62%</b>

## 2006 telephone study: RBS results by education – Readers only

Typical daily reading						
	Industry	<HS Grad	HS Grad	Some Col	Col Grad	Grad Sch
	n=2154	118	494	674	490	378
Monday	71.8%	77.1%	75.0%	67.2%	69.3%	77.3%
Tuesday	69.2%	74.3%	71.8%	65.5%	67.1%	73.5%
Wednesday	72.3%	76.9%	73.9%	68.3%	71.6%	77.0%
Thursday	70.0%	73.7%	72.2%	66.3%	66.6%	77.1%
Friday	74.1%	80.8%	76.1%	70.2%	71.2%	80.1%
Saturday	72.5%	76.0%	76.4%	68.5%	70.5%	76.2%
Sunday	89.5%	84.5%	89.9%	90.0%	89.6%	89.7%
Do not read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Avg days read</b>	<b>5.08</b>	<b>5.29</b>	<b>5.19</b>	<b>4.85</b>	<b>4.97</b>	<b>5.42</b>

Weekday time spent						
	Industry	<HS Grad	HS Grad	Some Col	Col Grad	Grad Sch
	n=2154	118	494	674	490	378
Do not read	14.0%	9.4%	13.3%	16.3%	15.9%	9.8%
1-15 minutes	17.6%	12.8%	15.4%	15.0%	20.8%	22.4%
16-30 minutes	33.6%	30.8%	32.1%	31.6%	36.0%	36.9%
31-45 minutes	17.3%	23.1%	18.4%	19.0%	13.6%	15.8%
46-60 minutes	11.6%	19.7%	14.1%	10.7%	9.2%	10.8%
61 minutes or more	5.8%	4.3%	6.7%	7.4%	4.5%	4.2%
<b>Avg minutes</b>	<b>25.7</b>	<b>30.2</b>	<b>27.5</b>	<b>26.2</b>	<b>22.8</b>	<b>24.7</b>

Weekday completeness						
	Industry	<HS Grad	HS Grad	Some Col	Col Grad	Grad Sch
	n=2154	118	494	674	490	378
None	18.8%	15.3%	17.8%	20.6%	21.2%	14.8%
1/4	12.8%	6.8%	11.1%	13.8%	14.9%	12.4%
1/2	19.0%	29.7%	19.8%	17.2%	16.3%	21.1%
3/4	16.3%	8.5%	15.0%	16.2%	17.8%	18.7%
Almost all/all	33.1%	39.8%	36.2%	32.2%	29.8%	33.0%
<b>Avg completeness</b>	<b>58%</b>	<b>63%</b>	<b>60%</b>	<b>56%</b>	<b>55%</b>	<b>61%</b>

Weekend/Sunday time spent						
	Industry	<HS Grad	HS Grad	Some Col	Col Grad	Grad Sch
	n=2154	118	494	674	490	378
None	15.1%	20.5%	17.2%	13.6%	13.4%	15.3%
<1/2 hour	17.0%	15.4%	13.9%	17.2%	19.3%	18.3%
Half hour - 1 hour	25.4%	20.5%	24.4%	27.4%	24.0%	26.2%
1-1 1/2 hours	20.3%	19.7%	20.2%	20.0%	20.4%	20.9%
1 1/2 -2 hours	14.7%	10.3%	14.7%	15.1%	16.7%	12.4%
2-2 1/2 hours	3.4%	5.1%	4.4%	3.0%	3.1%	2.6%
2 1/2-3 hours	2.5%	6.0%	3.2%	1.9%	1.6%	2.4%
3 or more hours	1.8%	2.6%	1.8%	1.8%	1.4%	1.9%
<b>Avg minutes</b>	<b>56.5</b>	<b>58.3</b>	<b>58.5</b>	<b>56.4</b>	<b>55.9</b>	<b>54.4</b>

Weekend/Sunday completeness						
	Industry	<HS Grad	HS Grad	Some Col	Col Grad	Grad Sch
	n=2154	118	494	674	490	378
None	17.8%	22.2%	19.2%	17.7%	16.1%	17.2%
1/4	12.2%	12.8%	10.9%	11.1%	13.1%	14.6%
1/2	18.1%	12.0%	19.0%	19.6%	18.8%	15.1%
3/4	16.6%	11.1%	13.0%	16.5%	18.0%	21.4%
Almost all/all	35.3%	41.9%	37.9%	35.2%	34.1%	31.7%
<b>Avg completeness</b>	<b>60%</b>	<b>59%</b>	<b>60%</b>	<b>60%</b>	<b>60%</b>	<b>59%</b>