

## Reader Behavior Scores, local daily newspapers 2003

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### Executive summary

Many newspapers now measure Reader Behavior Scores (RBS) in their markets in addition to other readership and circulation metrics. To support them and provide benchmarks at the national and circulation-group level, the Readership Institute carried out a telephone RBS survey of more than 3,000 adults, randomly selected in the original 100 Impact newspaper markets, in July 2002 and again in October-November 2003.

RBS is a 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. Being able to track changes in three dimensions of readership – frequency, time and completeness – also gives insight into where attention is needed.

### Highlights:

- Across the adult population (readers and non-readers), RBS rose in 2003 to 3.56 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 increase from 2002, when RBS was 3.24.
- A higher percentage of the population reads the local daily newspaper than did in 2002. While both the 2002 and 2003 surveys include about 3,000 randomly selected respondents, this year's survey includes 3.3% fewer non-readers than in 2002. This is a statistically significant difference, indicating that more people now read the local daily newspaper than did 18 months ago. (Statistics tell us the true percentage could be anywhere from 1% to 5.6%.) While these results are encouraging, a few more measurement points will be needed to establish any kind of trend.
- While the survey indicates that a higher percentage of the population is reading the paper, levels among readers have remained flat. Reader-only RBS (RBS with all non-readers excluded) is 4.57 vs. 4.54 in 2002.

- Age is the primary demographic characteristic associated with level of readership, with older people reading more. For readers and the adult population as a whole, RBS has dropped among the youngest group (18-24) and has strengthened among other age groups – especially 65-plus. This underlines a key challenge for newspapers, since, historically, younger adults do not become appreciably better newspaper readers as they age.
- Among readers, Sunday readership seems to have slipped slightly since 2002. Among readers, both Sunday frequency and Sunday time spent are down slightly.
  - As in 2002, men tend to be heavier readers of the weekday newspaper, and women tend to be heavier readers on Sundays.
- On average, readers spend about 26 minutes per day with the paper during the week (down from 27 in 2002) and 57 minutes a day on Sunday (down from 64 in 2002).
  - They complete 56 percent of the newspaper during a typical weekday and 60 percent of the Sunday paper—about the same as last year’s results.
  - They read an average of 4.9 days per week—about the same as in 2002.
- RBS rose among all circulation groups except for newspapers with circulation between 100,000 and 200,000.
- Total Reader Behavior Score (TRBS), or readership of any newspaper—not just the local daily – is up. The increase does not seem to be at the expense of local daily readership
- Newspaper Web sites have yet to penetrate deeply into most communities. Overall, more than 70 percent of respondents have never visited their newspaper’s Web site.
- Adults who read the newspaper as children or whose parents read a newspaper report higher levels of readership now than do their counterparts who did not grow up with a newspaper in the home. In addition, 18-44-year-old respondents who reported they had newspapers in the classroom as elementary or junior high school students have higher readership now than those who did not.
- The Readership Institute also measured two readership experiences – “something to talk about” and “touches and inspires me.” 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.

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 one’s own progress as major changes are made to the newspaper’s content, its brand and service.**

## How the study was conducted

The 2003 study was conducted during October and November by Wilkerson and Associates in the original 100 Impact markets and comprised 3,028 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 [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 [www.readership.org/consumers/rbs/main.htm](http://www.readership.org/consumers/rbs/main.htm).

## Detailed Study Results

Across the industry, RBS has increased from 3.24 in 2002 to 3.56 in 2003 on a 7-point scale. This calculation includes readers and non-readers. The increase is statistically significant.

In terms of circulation groups, readership increased in all but the 100-200K group.

2002	Circulation Size (000)					
	Industry	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	Circulation Size (000)					
	Industry	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

As expected, older adults tend to have higher RBS scores than their younger counterparts. There was a significant decrease in RBS among 18-24-year-olds. RBS scores for all other groups improved noticeably from 2002 to 2003. Even with those improvements, there is a marked difference between RBS scores between those over and under age 45.

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

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

**RBS Summary Table: All Adults**

<b>2003</b>	<b>Count</b>	<b>Mean RBS</b>
Overall	3028	3.56
Male	1475	3.58
Female	1553	3.53
18-24	297	2.68
25-44	1264	3.18
45-64	965	3.88
65 or older	486	4.44
BELOW \$25,000	598	3.39
\$25,000 TO \$49,999	800	3.54
\$50,000 TO \$74,999	640	3.66
\$75,000 OR MORE	715	3.65
Less than high school graduate	167	3.43
Graduated high school (including GED)	760	3.79
Some college	958	3.43
Completed 4-year degree	622	3.40
Working on or completed post graduate	491	3.70
Caucasian	2476	3.61
African-American	233	3.79
Hispanic	113	3.04
Asian	41	2.26
Other	86	2.75
Mixed / Multi-Racial	21	3.39

## 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 excluding non-readers, we see that overall RBS has remained flat – 4.57 vs. 4.54 in 2002.

	Non-readers		Readers	RBS among Readers
2002	31%		69%	4.54
2003	28%		72%	4.57

As indicated in the report summary, a key contributor to the overall increase in RBS is the percentage of readers in this year's sample (72 percent vs. 69 percent). This percentage increase is statistically significant and seems to indicate that a higher percentage of the population reads a local daily newspaper than did in 2002. However, more than two data points are needed to establish a trend.

Among newspaper readers, age is a primary factor in determining readership levels. Reader-only RBS among young readers has dropped significantly among 18-24-year-olds and has increased among the oldest readers and mid- to high-level incomes.

<b>Newspaper Readers Only</b>	2002	RBS		2003	RBS
Overall	1828	4.54		2168	4.57
Male	858	4.62		1059	4.60
Female	970	4.47		1110	4.54
18-24	180	4.28		182	3.75
25-44	701	4.14		850	4.24
45-64	524	4.74		739	4.76
65 or older	422	5.06		388	5.31
Below \$25,000	200	4.58		396	4.61
\$25,000 TO \$49,999	473	4.49		584	4.47
\$50,000 TO \$74,999	405	4.33		474	4.59
\$75,000 OR MORE	479	4.58		527	4.59
Less than high school graduate	64	4.38		119	4.42
Graduated high school / G.E.D	402	4.68		573	4.71
Some college	604	4.47		670	4.48
College Graduate	457	4.53		421	4.55
Post Graduate	281	4.54		368	4.61
White/Caucasian				1793	4.60
African American				185	4.51
Hispanic				74	4.11
Asian				15	4.44
Or a member of another group				44	4.42
Mixed, Multi-racial				16	4.26

## 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, 47 percent read on any given weekday and more than 60 percent read on a typical Sunday. Less than a third (28 percent) say they do not read the local daily newspaper in a typical week.

Among readers, 86 percent say they read on Sunday and approximately 65 percent read on any given weekday. As indicated, more adults are reading in 2003 than did in 2002.

	2002		2003	
	Readers Only	Adult Population	Readers Only	Adult Population
Monday	65%	41%	65%	47%
Tuesday	64%	40%	66%	47%
Wednesday	67%	42%	70%	50%
Thursday	66%	42%	67%	48%
Friday	70%	46%	72%	52%
Saturday	67%	42%	67%	48%
Sunday	91%	59%	86%	62%
Do Not Read in a Typical Week	0%	31%	0%	28%
Avg Days Read	4.8 days	3.1 days	4.9 days	3.5 days

## Time Spent – Weekday

On average, adults spend 18.4 minutes per day with the paper during the week, up from 16.8 minutes in 2002. Among readers, time spent with the weekday paper has dropped about 1½ minutes – from 27 minutes to 25.6 minutes.

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

(\*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 more than seven minutes from 2002 respondents. This drop comes primarily from the increase among people spending no/almost no time or less than a half hour with the newspaper.

Among the entire sample (where readership overall is up), time spent with the Sunday newspaper is flat compared to last year.

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

## Completeness – Weekday

On average, newspaper readers are completing more than half of the newspaper during a typical weekday (56 percent), about the same as last year.

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

(\*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 (60 percent), about the same as last year.

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

## Total RBS (TRBS)

As well as measuring readership of the local daily newspaper, the Institute asked a series of questions to assess readership (time, completeness, and frequency) of other newspapers, such as national and weekly newspapers. Readership of other papers was added to local daily newspaper RBS to comprise Total RBS (TRBS).

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

Currently, about 85 percent of adults read a newspaper of some kind in an average week – up about 7 percent from 2002. Breakouts for readership of the local paper vs. other papers are as follows:

<b>2002</b>	<b>Read other papers</b>	<b>Do not read other papers</b>
Percentage of population who...		
<b>Read local paper</b>	18%	43%
<b>Do not read local paper</b>	13%	22%

<b>2003</b>	<b>Read other papers</b>	<b>Do not read other papers</b>
Percentage of population who...		
<b>Read local paper</b>	23%	45%
<b>Do not read local paper</b>	14%	15%

Looking at TRBS scores can shed light on two questions:

- Are people increasing their readership of newspapers in general? Yes, overall newspaper readership (TRBS) is up from 3.92 in 2002 to 4.20 in 2003.
- Is that readership coming at the expense of the local daily newspaper? Apparently not. As indicated earlier, overall RBS has risen by .32 and reader-only RBS has remained flat. However, when looking just at the group of readers who read both the local daily and at least one other newspaper, we observe that both RBS and TRBS have dropped slightly. These results are worth watching in future studies to observe the interaction between RBS and TRBS.

Results are as follows:

<b>2002</b>	<b>Read other papers</b>	<b>Do not read other papers</b>
Strength of readership among those who...		
<b>Read local paper</b>	Average RBS: 4.56 Average TRBS: 5.79	Average RBS: 4.53 Average TRBS: 4.53
<b>Do not read local paper</b>	Average RBS: 1.00 Average TRBS: 3.98	Average RBS: 1.00 Average TRBS: 1.00

<b>2003</b>	<b>Read other papers</b>	<b>Do not read other papers</b>
Strength of readership among those who...		
<b>Read local paper</b>	Average RBS: 4.44 Average TRBS: 5.60	Average RBS: 4.61 Average TRBS: 4.61
<b>Do not read local paper</b>	Average RBS: 1.00 Average TRBS: 3.98	Average RBS: 1.00 Average TRBS: 1.00

## Other Findings of Interest

### Method of Acquisition

Overall, about 70 percent of readers obtain their newspaper through home delivery. On Sunday, single-copy sales account for about 24 percent of newspaper acquisition. During the week, single-copy accounts for about 18 percent.

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

(Includes only newspaper readers)

	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.*

Not surprisingly, the likelihood of receiving home delivery increases with age.

- Only 36 percent of 18-24 year olds receive the newspaper at home, while 41 percent purchase the newspaper single copy.
- Among those 65+, acquisition is dramatically different (90 percent home delivery).

Method of acquisition also differs substantially by ethnicity.

- More than 71 percent of Caucasians are subscribers vs. only 36 percent of African Americans, 51 percent of Hispanics, and 62 percent of Asians. (However, note that sample sizes are very small for Hispanics and Asians.)

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.

## Noticing a Difference in the Newspaper

As a way to gauge how well changes in the newspaper are being noticed and accepted by the public, newspapers may want to include the following question in readership surveys. The Institute asked this question in 2003, but not in 2002.

**Have you noticed any differences in the (name of Newspaper) over the past few months?**

	Percent
YES	17.5
NO	81.2
DON'T KNOW/REFUSED	1.3
Total	100.0

Of the people who noticed a change, nearly 60 percent are heavy readers while 17 percent of light readers say they have noticed a difference. These findings underscore the importance of promoting these changes both inside and outside the paper to light and/or infrequent readers. It also indicates the need to be bolder in implementing changes that are specifically targeted to light readers, who tend to skew younger.

<b>Have you noticed any differences in the (name of Newspaper) over the past few months?</b>			
	rbs category		Total
	Light reader (RBS 1.1-4.9)	Heavy reader (RBS 5.0+)	
YES	198	309	527
	37.6%	58.6%	100.0%
	16.6%	31.8%	17.4%
NO	991	661	2457
	40.3%	26.9%	100.0%
	83.2%	68.0%	81.3%
Total	1191	972	3023
	39.4%	32.2%	100.0%
	100.0%	100.0%	100.0%

Note: How to read the crosstab

1. The first number in each box is the actual number of respondents in each box.
2. The second number is the percentage across. (i.e., all respondents who said "Yes")
3. The third number is the percentage down (i.e., all light readers)

We also asked a follow-up question to gauge readers' reaction to the difference they perceived. Please note that we don't know what kind of changes were made at the various newspapers (or if any changes had taken place at all).

Overall, reaction to the changes (among the minority of respondents who noticed) is moderately favorable.

**Overall, how would you rate those changes?**

(asked only of those who answered yes to previous question)

	Percent
Very Negative	8.9
Somewhat negative	15.7
Neither positive nor negative	18.9
Somewhat positive	33.5
Very positive	22.9
Total	100.0

About 55 percent say the changes are positive vs. about 25 percent who say the changes are negative.

Among those who have noticed the changes, it appears that reaction of light readers is similar to that of heavy readers.

## Readership Experiences

Work done by the Institute earlier in 2003 established a strong relationship between a wide variety of newspaper-reading experiences and levels of readership. Several experiences motivate reading – meaning that the more people have these experiences, the higher their RBS. (See [www.readership.org/consumers/NewsExp.htm](http://www.readership.org/consumers/NewsExp.htm)). We asked about two of these experiences in the RBS survey: “something to talk about” and “touches and inspires me.”

The experiences were measured by asking respondents to rate how well a series of statements describes their own feeling about their local daily newspaper (by name). The questions are asked using a scale of 1 to 5 where 1 means “strongly disagree” and 5 means “strongly agree.”

### **Something to talk about      Correlation to RBS .39      3<sup>rd</sup> highest motivator**

RI researchers summarize the essence of this experience as follows:

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

The statements for “something to talk about” include:

- I bring up things I've read in this newspaper in conversations with many other people.
- I like to talk about the national news and current events I read about in it.
- I like to talk about the local news I read.
- I like to give advice and tips to people I know based on things I've read in this newspaper.
- I show things in the newspaper to people in my family.
- I remember at least some of the things I have read in this newspaper for a long time.
- It is important to me that I remember later what I have read in this newspaper.
- I am mentally involved in this newspaper while reading it.

### **Touches & inspires me      Correlation to RBS=.26      6<sup>th</sup> highest motivator**

RI researchers summarize the essence of this experience as follows:

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

The statements for “touches and inspires me” include:

- It inspires me in my own life.
- Reading this newspaper makes me feel good about myself.
- It features people who make you proud.
- You learn how to improve yourself in this newspaper.
- Some stories touch me deep down.
- It gets me to try new things.
- The newspaper definitely affects me emotionally.
- Overall, it leaves you with a good feeling.
- It helps me to see that there are good people in the world.
- I use this newspaper to know how to make things.

These questions were asked of readers only. The following table outlines the average respondent ratings for each experience. This information is most useful as a benchmark to measure the success of various efforts to enhance these experiences among your readers over time.

		<b>Something to talk about</b>	<b>Touches &amp; inspires me</b>
<b>Overall</b>		<b>Average 3.50</b>	<b>Average 3.10</b>
Gender	Male	3.48	3.02
	Female	3.52	3.19
Age	18-24	3.52	3.05
	25-44	3.52	3.11
	45-64	3.48	3.08
	65 or older	3.51	3.17
Household Income	Below \$25,000	3.56	3.24
	\$25,000 TO \$49,999	3.52	3.16
	\$50,000 TO \$74,999	3.58	3.15
	\$75,000 OR MORE	3.44	2.96
Education	Less than high school graduate	3.45	3.22
	Graduated high school	3.55	3.22
	Some college	3.52	3.12
	Completed a 4-year degree	3.49	3.06
	Post grad	3.43	2.93
Ethnicity	White/Caucasian	3.49	3.09
	African American	3.62	3.25
	Hispanic	3.52	3.15
	Asian	3.33	3.20
	Member of another group	3.45	3.03
	Mixed	3.65	3.24

## News Consumption in Childhood

Results of this study indicate there is a statistically significant relationship between in-home news consumption growing up and newspaper readership today.

Respondents who read a daily newspaper while growing up, lived in a home where newspapers were read or discussed regularly, or who watched news on television with parents are better readers of both their local newspaper (as measured by RBS) and of newspapers in general (as measured by TRBS) than their counterparts.

Not surprisingly, those who read newspapers growing up have the highest readership scores (both RBS and TRBS) now.

The following tables highlight the readership scores for each group.

**When you were growing up, how often did you read any part of a daily newspaper?**

	Percent	RBS	TRBS
Almost every day	28.1%	3.84	4.64
A few times per week	31.2	3.67	4.31
A few times per month	12.8	3.16	3.73
Less than once a month	3.9	3.18	3.67
Seldom or never	23.3	3.35	3.87
Total	100.0	3.56	4.20

**When you were growing up, to what extent was a newspaper read or discussed by people in your home?**

	Percent	RBS	TRBS
Almost every day	41.5%	3.63	4.36
A few times per week	26.6	3.63	4.32
A few times per month	8.8	3.25	3.95
Less than once a month	2.2	3.06	3.56
Seldom or never	19.7	3.53	3.91
Total	100.0	3.56	4.20

**When you were growing up, how often did you watch news on television—either national network news or local news—with your parents or other adults living in the household?  
(analysis excludes respondents 65+)**

	Percent	RBS	TRBS
Almost every day	52.0	3.47	4.19
A few times per week	23.5	3.46	4.14
A few times per month	7.2	3.24	3.84
Less than once a month	1.8	3.23	3.72
Seldom or never	15.2	3.55	4.14
Total	100.0	3.56	4.20

The national RBS survey included several questions to measure respondents’ exposure to school-related newspaper initiatives. Although the question was asked of all respondents, we conducted this analysis only on adults less than 44 years old, who are more likely to have been exposed to Newspaper In Education-related programs.

Among 18-44-year-old respondents, those who had exposure to newspapers in school have slightly higher readership levels today.

**When you were in elementary or junior high school, did you...**

<b>18-44-year-old respondents</b>	Yes			No			Difference	
	N=	RBS	TRBS	N=	RBS	TRBS	RBS	TRBS
Take a civics class that explained how government works?	1183	3.12	3.79	369	2.94	3.53	+0.18	+0.26
Complete a project that involved reading the newspaper?	1128	3.14	3.77	411	2.94	3.6	+0.20	+0.17
Have a class where the teacher used or referred to articles in the newspapers?	1237	3.09	3.74	300	3.02	3.69	+0.07	+0.05
Talk about news and current events in class discussions?	1364	3.09	3.74	193	3.02	3.65	+0.07	+0.09
Cut out stories from newspapers to create a scrapbook or journal?	869	3.2	3.82	675	2.91	3.61	+0.29	+0.21
Regularly talk about news events with your friends in informal settings or outside the classroom?	723	3.08	3.83	826	3.08	3.64	+0.00	+0.19
Have a class where newspapers were distributed and read?	671	3.17	3.79	868	3.02	3.67	+0.15	+0.12

\* Between 1-3% of respondents answered “Do not remember” for each question.

## The Newspaper Web site

To date, newspaper Web sites have achieved relatively low levels of penetration. On average, 70 percent of respondents have never accessed their newspaper's Web site, and fewer than 10 percent have visited within the past week.

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

	Percent
Today	2%
Yesterday	2
Within the last 7 days	5
Within the last 14 days	2
Within the last 30 days	4
Longer than 30 days	15
Never accessed Web site	70
Total	100

Although penetration of online newspaper readership is still very low, 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 register an RBS score 0.16 lower than those who do not visit the newspaper Web site.

<b>2002</b>	<b>Read the online version of the paper</b>	<b>Do not read the online version of the paper</b>
Strength of readership among those who...		
<b>Read the print version of the local paper</b>	Average RBS: 4.51	Average RBS: 4.50

<b>2003</b>	<b>Read the online version of the paper</b>	<b>Do not read the online version of the paper</b>
Strength of readership among those who...		
<b>Read the print version of the local paper</b>	Average RBS: 4.46	Average RBS: 4.62

People who had visited their newspaper's Web site (by name) within the past 14 days were asked this set of questions. Only 355 of the 3,028 respondents qualified for this section. Totals are outlined below for your information and to benchmark your own results. Sample sizes are too small for any subgroup analysis.

<b>Which of these statements describes how you use (newspaper Web site)?</b>	
(N=355 people who access site with past 14 days)	
I use (newspaper Web site) instead of reading the newspaper	22%
I use (newspaper Web site) in addition to reading the newspaper	32
I use (newspaper Web site) for some types of information and use the newspaper for other types of information	44

<b>Since you started reading (newspaper Web site) do you read the printed newspaper...?</b>	
(N=355 people who access site with past 14 days)	
More often	8%
Less often, or	19
About the same as before you started reading (newspaper Web site)	71

**In a typical week, which of the following days do you access (newspaper Web site)?**

(N=355 people who access site with past 14 days)	
Monday	41%
Tuesday	35%
Wednesday	41%
Thursday	35%
Friday	51%
Saturday	31%
Sunday	29%

**During a typical weekday (Monday to Friday) how many times per day do you typically access (newspaper Web site)?**

(N=255 people who access site on a weekday)	
	Percent
None	6%
Once	75
Twice	12
More than twice	7

**During a typical weekday (Monday to Friday) how much time do you spend on an average visit to (newspaper Web site)?**

(N=255 people who access site on a weekday)	Percent
Less than a minute	5
1-2 minutes	3
3-5 minutes	23
6-10 minutes	21
11-15 minutes	21
16-30 minutes	20
31-45 minutes	6
46-60 minutes	1
More than 60 minutes	1

**During a typical weekday (Monday to Friday) what times of day do you usually access (newspaper Web site)? (MULTIPLE RESPONSES ACCEPTED)**

(N=255 people who access site on a weekday)	Percent
From 6 AM to before 8 AM	18
From 8 AM to before 10 AM	39
From 10 AM to before 1 PM	32
From 1 PM to before 6 PM	30
From 6 PM to before 9 PM	24
From 9 PM to before Midnight	13
From Midnight to before 6 AM	6

### **Weekend Usage of (newspaper Web site)**

**During a typical weekend (Saturday and Sunday) how many times per day do you typically access (newspaper Web site)?**

(N=141 people who access site on a weekend)	
	Percent
None	12
Once	65
Twice	16
More than twice	7

**During a typical weekend (Saturday or Sunday) how much time do you spend on an average visit to (newspaper Web site)?**

(N=141 people who access site on a weekend)	
	Percent
Less than a minute	9
1-2 minutes	4
3-5 minutes	15
6-10 minutes	18
11-15 minutes	17
16-30 minutes	23
31-45 minutes	6
46-60 minutes	3
More than 60 minutes	3

**During a typical weekend (Saturday or Sunday) what times of day do you usually access (newspaper Web site)? (MULTIPLE RESPONSES ACCEPTED)**

(N=141 people who access site on a weekend)	
	Percent
From 6 AM to before 8 AM	10
From 8 AM to before 10 AM	24
From 10 AM to before 1 PM	35
From 1 PM to before 6 PM	31
From 6 PM to before 9 PM	21
From 9 PM to before Midnight	16
From Midnight to before 6 AM	11

## Appendix 1 – Summary of RBS and TRBS

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.

The other demographics result in far fewer distinctions in readership behavior. Gender and income levels do not yield statistical differences in reading behavior, but females do report higher time, completeness and frequency for Sunday readership, while males report higher readership for the weekday product.

**2003 Telephone Study RBS Results by Demographics by Circulation**

Frequency						
	Industry n=3028	10-25K n=1446	25-50K n=1620	50-100K n=235	100-200K n=979	200K+ n=1016
Monday	46.7%	43.5%	55.8%	46.9%	49.9%	39.0%
Tuesday	47.0%	48.7%	51.7%	45.4%	48.9%	37.5%
Wednesday	50.1%	50.5%	56.6%	48.7%	51.6%	41.2%
Thursday	47.8%	49.2%	53.8%	44.8%	51.2%	38.4%
Friday	51.5%	51.9%	57.1%	50.3%	51.8%	44.4%
Saturday	47.9%	43.9%	52.6%	50.8%	53.5%	42.9%
Sunday	61.6%	49.2%	70.1%	63.7%	72.0%	67.7%
Do Not Read	28.4%	30.4%	24.4%	29.8%	24.6%	29.4%
Avg days read	3.5	3.4	4.0	3.5	3.8	3.1

Weekday Time Spent						
	Industry n=3028	10-25K n=1446	25-50K n=1620	50-100K n=235	100-200K n=979	200K+ n=1016
Do not read	40.0%	39.2%	35.0%	40.7%	39.5%	47.5%
1-15 minutes	12.4%	17.1%	13.0%	10.8%	7.1%	6.8%
16-30 minutes	20.8%	20.1%	22.0%	21.0%	21.0%	20.6%
31-45 minutes	14.9%	13.9%	15.8%	15.2%	18.3%	13.1%
46-60 minutes	7.0%	5.8%	7.9%	7.3%	9.3%	6.8%
61 minutes or more	4.9%	3.9%	6.3%	5.0%	4.8%	5.2%
Avg minutes	18.4	16.8	20.4	18.6	20.5	17.3

Weekday Completeness						
	Industry n=3028	10-25K n=1446	25-50K n=1620	50-100K n=235	100-200K n=979	200K+ n=1016
None	43.1%	42.3%	37.9%	44.1%	41.6%	50.8%
¼	10.2%	10.7%	8.8%	10.7%	10.4%	10.9%
½	13.2%	11.1%	14.1%	14.4%	16.5%	12.8%
¾	10.8%	9.1%	13.9%	11.0%	10.6%	10.8%
Almost all/all	22.7%	26.8%	25.3%	19.8%	20.9%	14.7%
Avg completeness	40%	42%	45%	38%	40%	32%

Weekend/Sunday Time Spent						
	Industry n=3028	10-25K n=1446	25-50K n=1620	50-100K n=235	100-200K n=979	200K+ n=1016
None	38.2%	50.3%	29.9%	28.0%	32.3%	32.9%
<1/2 hour	12.0%	13.5%	13.0%	7.2%	10.9%	14.4%
half hour - 1 hour	20.6%	16.9%	23.4%	21.7%	20.7%	22.4%
1-1½ hours	14.6%	12.0%	16.5%	17.4%	16.9%	16.3%
1½ -2 hours	7.5%	3.4%	9.9%	13.5%	8.6%	8.3%
2-2 ½ hours	4.4%	2.5%	3.7%	8.0%	7.4%	3.3%
2 ½-3 hours	1.2%	0.6%	1.7%	1.3%	1.7%	1.2%
3 or more hours	1.5%	0.8%	1.9%	2.9%	1.5%	1.2%
Avg minutes	40.7	28.1	46.6	56.5	48.3	41.9

Weekend/Sunday Completeness						
	Industry n=3028	10-25K n=1446	25-50K n=1620	50-100K n=235	100-200K n=979	200K+ n=1016
None	39.9%	51.7%	31.2%	30.3%	35.3%	34.9%
¼	9.9%	6.7%	10.0%	11.9%	15.6%	9.4%
½	13.3%	10.7%	13.8%	16.7%	16.2%	12.1%
¾	12.3%	9.6%	11.6%	19.3%	13.9%	16.6%
Almost all/all	24.6%	21.3%	33.4%	21.8%	19.0%	27.0%
Avg completeness	43%	36%	52%	48%	41%	48%

### 2003 Telephone Study RBS Results by Demographics

Frequency	Industry n=3028	Male n=1475	Female n=1553	18-24 n=297	25-44 n=1264	45-64 n=965	65+ n=486
Monday	46.7%	49.8%	43.8%	24.9%	35.9%	56.5%	68.4%
Tuesday	47.0%	50.5%	43.6%	24.2%	34.4%	58.1%	71.4%
Wednesday	50.1%	52.7%	47.7%	27.4%	38.5%	60.7%	72.8%
Thursday	47.8%	50.7%	45.0%	24.6%	35.7%	58.4%	71.9%
Friday	51.5%	53.9%	49.2%	28.6%	40.7%	61.1%	74.1%
Saturday	47.9%	49.6%	46.4%	27.5%	37.8%	57.2%	68.1%
Sunday	61.6%	61.6%	61.7%	50.2%	56.5%	66.9%	71.7%
Do Not Read	28.4%	28.2%	28.5%	38.8%	32.8%	23.4%	20.3%
Avg days read	3.5	3.7	3.4	2.1	2.8	4.2	5.0

#### Weekday Time Spent

	Industry n=3028	Male n=1475	Female n=1553	18-24 n=297	25-44 n=1264	45-64 n=965	65+ n=486
Do not read	40.0%	37.9%	42.0%	56.5%	48.4%	32.1%	23.7%
1-15 minutes	12.4%	12.0%	12.7%	13.6%	12.3%	13.6%	9.4%
16-30 minutes	20.8%	21.7%	19.9%	10.4%	20.1%	26.4%	18.2%
31-45 minutes	14.9%	14.8%	15.0%	11.6%	11.6%	15.3%	24.4%
46-60 minutes	7.0%	8.1%	6.0%	2.7%	4.9%	8.6%	12.2%
61 minutes or more	4.9%	5.5%	4.4%	5.2%	2.7%	4.0%	12.1%
Avg minutes	18.4	19.5	17.3	12.7	14.3	20.1	28.8

#### Weekday Completeness

	Industry n=3028	Male n=1475	Female n=1553	18-24 n=297	25-44 n=1264	45-64 n=965	65+ n=486
none	43.1%	40.7%	45.3%	61.9%	51.3%	35.4%	25.6%
¼	10.2%	11.9%	8.6%	16.1%	9.4%	10.6%	7.8%
½	13.2%	13.7%	12.7%	11.8%	13.8%	12.8%	13.3%
¾	10.8%	11.5%	10.2%	2.5%	8.5%	13.6%	17.0%
Almost all/all	22.7%	22.2%	23.2%	7.7%	17.0%	27.6%	36.3%
Avg completeness	40%	41%	39%	20%	33%	47%	58%

#### Weekend/Sunday Time Spent

	Industry n=3028	Male n=1475	Female n=1553	18-24 n=297	25-44 n=1264	45-64 n=965	65+ n=486
none	38.2%	38.3%	38.1%	48.7%	43.5%	32.9%	28.2%
< ½ hour	12.0%	13.2%	10.8%	15.0%	11.1%	14.4%	7.9%
Half hour - 1 hour	20.6%	21.2%	20.0%	19.0%	19.4%	22.4%	21.5%
1-1½ hours	14.6%	14.3%	14.9%	5.4%	12.5%	16.3%	21.9%
1½ - 2 hours	7.5%	7.1%	7.9%	4.3%	6.8%	8.3%	9.9%
2- 2½ hours	4.4%	3.4%	5.4%	4.2%	4.7%	3.3%	6.0%
2½ - 3 hours	1.2%	1.3%	1.2%	1.4%	1.0%	1.2%	1.7%
3 or more hours	1.5%	1.2%	1.7%	2.0%	1.0%	1.2%	2.9%
Avg minutes	40.7	38.7	42.6	31.1	36.8	41.9	54.1

#### Weekend/Sunday Completeness

	Industry n=3028	Male n=1475	Female n=1553	18-24 n=297	25-44 n=1264	45-64 n=965	65+ n=486
none	39.9%	40.1%	39.9%	53.1%	44.7%	34.9%	29.5%
¼	9.9%	10.6%	9.1%	14.7%	10.1%	9.4%	7.2%
½	13.3%	14.1%	12.4%	13.2%	15.0%	12.1%	11.7%
¾	12.3%	13.2%	11.5%	4.7%	9.3%	16.6%	16.1%
Almost all/all	24.6%	22.0%	27.1%	14.3%	20.9%	27.0%	35.5%
Avg completeness	43%	42%	44%	28%	38%	48%	55%

**2003 Telephone Study RBS Results by Demographics**

Frequency	Industry n=3028	BELOW \$25K n=598	\$25 TO \$49K n=800	\$50 TO \$74K n=640	\$75K+ n=715
Monday	46.7%	42.1%	44.7%	46.8%	51.9%
Tuesday	47.0%	42.8%	44.8%	47.4%	51.1%
Wednesday	50.1%	46.6%	48.7%	51.9%	51.9%
Thursday	47.8%	42.2%	46.4%	48.6%	52.2%
Friday	51.5%	46.0%	49.6%	53.2%	55.1%
Saturday	47.9%	41.2%	44.6%	50.2%	54.5%
Sunday	61.6%	54.9%	61.2%	63.7%	67.5%
Do Not Read	28.4%	33.7%	26.9%	26.0%	26.4%
Avg days read	3.5	3.2	3.4	3.6	3.8

**Weekday Time Spent**

	Industry n=3028	BELOW \$25K n=598	\$25 TO \$49K n=800	\$50 TO \$74K n=640	\$75K+ n=715
Do not read	40.0%	44.3%	40.3%	36.5%	37.9%
1-15 minutes	12.4%	11.0%	12.6%	12.1%	13.4%
16-30 minutes	20.8%	15.2%	17.3%	24.5%	26.7%
31-45 minutes	14.9%	14.8%	17.0%	15.2%	12.6%
46-60 minutes	7.0%	6.4%	8.3%	7.2%	5.9%
61 minutes or more	4.9%	8.3%	4.5%	4.5%	3.5%
Avg minutes	18.4	18.9	18.8	19.1	17.4

**Weekday Completeness**

	Industry n=3028	BELOW \$25K n=598	\$25 TO \$49K n=800	\$50 TO \$74K n=640	\$75K+ n=715
none	43.1%	46.9%	44.5%	38.7%	41.2%
¼	10.2%	10.4%	10.1%	10.1%	10.9%
½	13.2%	11.6%	11.6%	17.0%	14.2%
¾	10.8%	8.0%	11.7%	11.3%	12.6%
Almost all/all	22.7%	23.1%	22.1%	22.9%	21.1%
Avg completeness	40%	38%	39%	42%	40%

**Weekend/Sunday Time Spent**

	Industry n=3028	BELOW \$25K n=598	\$25 TO \$49K n=800	\$50 TO \$74K n=640	\$75K+ n=715
none	38.2%	44.7%	38.6%	36.1%	32.5%
<½ hour	12.0%	10.7%	10.4%	12.7%	14.8%
Half hour - 1 hour	20.6%	18.8%	18.4%	20.8%	25.3%
1-1 ½ hours	14.6%	12.5%	15.9%	14.5%	14.1%
1 ½ -2 hours	7.5%	4.8%	9.2%	8.7%	6.7%
2-2 ½ hours	4.4%	4.8%	5.1%	5.0%	3.6%
2 ½-3 hours	1.2%	1.3%	1.5%	1.0%	1.2%
3 or more hours	1.5%	2.4%	0.90%	1.2%	1.8%
Avg minutes	40.7	37.6	42.5	41.9	41.5

**Weekend/Sunday Completeness**

	Industry n=3028	BELOW \$25K n=598	\$25 TO \$49K n=800	\$50 TO \$74K n=640	\$75K+ n=715
none	39.9%	46.6%	40.5%	37.4%	34.9%
¼	9.9%	8.4%	10.0%	7.9%	13.4%
½	13.3%	14.0%	11.5%	13.9%	14.8%
¾	12.3%	7.4%	13.2%	12.5%	14.4%
Almost all/all	24.6%	23.6%	24.8%	28.3%	22.5%
Avg completeness	43%	38%	43%	47%	44%

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

When looking at readers only, RBS has not changed significantly from 2002 to 2003. Overall RBS scores are about equal between genders. However, females generally read less frequently, spend less time, and read less completely during the week, but are 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 (from 4.28 last year to 3.75 this year) and has increased for 65+ respondents (from 5.06 to 5.31). Other than these age-related differences, RBS scores are very similar from 2002 to 2003.

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.

As we saw in the total market analysis, 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.

	2002 Readers Only	2003 Readers Only		2002 Readers Only	2003 Readers Only
RBS	4.54	4.57			
Male	4.62	4.60	< High School graduate	4.38	4.42
Female	4.47	4.54	High school grad or GED	4.68	4.71
			Some college	4.47	4.48
Age 18-24	4.28	3.75	Completed 4-year degree	4.53	4.55
Age 25-44	4.14	4.24	Graduate work or degree	4.54	4.61
Age 45-64	4.74	4.76			
65 or older	5.06	5.31	White / Caucasian		4.60
			African American		4.51
BELOW \$25,000	4.58	4.61	Hispanic		4.11
\$25,000 TO \$49,999	4.49	4.47	Asian		4.44
\$50,000 TO \$74,999	4.33	4.59	Other		4.42
\$75,000 OR MORE	4.58	4.59	Mixed / Multi-racial		4.26

\* Readers are defined as anyone with an RBS score greater than 1.0.

**2003 Telephone Study RBS Results by Demographics—Readers Only**

Frequency	Readers n=2168	Male n=1059	Female n=1110	18-24 n=182	25-44 n=850	45-64 n=739	65+ n=388
Monday	65.2%	69.4%	61.3%	40.7%	53.4%	73.8%	85.8%
Tuesday	65.6%	70.3%	61.0%	39.5%	51.1%	75.8%	89.6%
Wednesday	70.0%	73.4%	66.7%	44.8%	57.3%	79.2%	91.3%
Thursday	66.8%	70.7%	63.0%	40.2%	53.2%	76.3%	90.2%
Friday	71.9%	75.1%	68.8%	46.7%	60.5%	79.8%	92.9%
Saturday	66.9%	69.1%	64.9%	45.0%	56.2%	74.7%	85.4%
Sunday	86.1%	85.8%	86.3%	82.1%	84.0%	87.3%	89.9%
Do Not Read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avg days read	4.9	5.1	4.7	3.4	4.2	5.5	6.3

**Weekday Time Spent**

	Readers n=2168	Male n=1059	Female n=1110	18-24 n=182	25-44 n=850	45-64 n=739	65+ n=388
Do not read	16.2%	13.4%	18.9%	28.9%	23.1%	11.4%	4.4%
1-15 minutes	17.3%	16.8%	17.8%	22.3%	18.3%	17.8%	11.8%
16-30 minutes	29.0%	30.2%	27.9%	17.0%	29.8%	34.5%	22.8%
31-45 minutes	20.9%	20.7%	21.0%	19.0%	17.3%	19.9%	30.6%
46-60 minutes	9.8%	11.3%	8.3%	4.4%	7.4%	11.2%	15.2%
61 minutes or more	6.8%	7.6%	6.1%	8.4%	4.1%	5.2%	15.2%
Avg minutes	25.6	27.1	24.2	20.7	21.4	26.2	36.1

**Weekday Completeness**

	Readers n=2168	Male n=1059	Female n=1110	18-24 n=182	25-44 n=850	45-64 n=739	65+ n=388
None	20.5%	17.3%	23.6%	37.8%	27.6%	15.6%	6.6%
¼	14.3%	16.6%	12.0%	26.3%	14.0%	13.9%	9.8%
½	18.4%	19.1%	17.7%	19.3%	20.5%	16.8%	16.7%
¾	15.1%	16.1%	14.2%	4.1%	12.6%	17.7%	21.3%
Almost all/all	31.7%	30.9%	32.5%	12.5%	25.3%	36.0%	45.6%
Avg completeness	56%	57%	55%	32%	49%	61%	72%

**Weekend/Sunday Time Spent**

	Readers n=2168	Male n=1059	Female n=1110	18-24 n=182	25-44 n=850	45-64 n=739	65+ n=388
None	13.7%	14.1%	13.4%	16.1%	16.0%	12.4%	10.1%
<½ hour	16.7%	18.4%	15.1%	24.5%	16.5%	18.7%	9.9%
Half hour - 1 hour	28.7%	29.5%	28.0%	31.1%	28.8%	29.3%	26.9%
1-1 ½ hours	20.4%	20.0%	20.9%	8.8%	18.6%	21.3%	27.5%
1 ½ -2 hours	10.5%	9.9%	11.0%	7.0%	10.1%	10.8%	12.4%
2-2 ½ hours	6.2%	4.7%	7.5%	6.9%	6.9%	4.3%	7.5%
2 ½-3 hours	1.7%	1.7%	1.7%	2.3%	1.6%	1.6%	2.1%
3 or more hours	2.1%	1.7%	2.4%	3.3%	1.5%	1.6%	3.6%
Avg minutes	56.9	53.8	59.6	51.0	54.8	54.8	67.6

**Weekend/Sunday Completeness**

	Readers n=2168	Male n=1059	Female n=1110	18-24 n=182	25-44 n=850	45-64 n=739	65+ n=388
None	16.1%	16.4%	15.9%	23.4%	17.8%	15.0%	11.7%
¼	13.8%	14.8%	12.8%	24.1%	15.0%	12.2%	9.0%
½	18.5%	19.7%	17.4%	21.6%	22.3%	15.8%	14.6%
¾	17.2%	18.4%	16.0%	7.6%	13.8%	21.7%	20.2%
Almost all/all	34.4%	30.7%	37.9%	23.3%	31.1%	35.3%	44.5%
Avg completeness	60%	58%	62%	46%	56%	63%	69%

**2003 Telephone Study RBS Results by Demographics—Readers Only**

	Readers n=2168	BELOW \$25K n=396	\$25 TO \$49K n=584	\$50 TO \$74K n=474	\$75K+ n=527
Frequency					
Monday	65.2%	63.5%	61.2%	63.3%	70.5%
Tuesday	65.6%	64.5%	61.3%	64.0%	69.4%
Wednesday	70.0%	70.3%	66.7%	70.1%	70.5%
Thursday	66.8%	63.7%	63.5%	65.7%	70.9%
Friday	71.9%	69.5%	67.9%	71.9%	74.7%
Saturday	66.9%	62.1%	61.0%	67.8%	74.0%
Sunday	86.1%	82.9%	83.8%	86.1%	91.7%
Do Not Read	0.0%	0.0%	0.0%	0.0%	0.0%
Avg days read	4.9	4.8	4.7	4.9	5.2

**Weekday Time Spent**

	Readers n=2168	BELOW \$25K n=396	\$25 TO \$49K n=584	\$50 TO \$74K n=474	\$75K+ n=527
Do not read	16.2%	15.9%	18.3%	14.2%	15.7%
1-15 minutes	17.3%	16.6%	17.2%	16.4%	18.3%
16-30 minutes	29.0%	22.9%	23.7%	33.1%	36.2%
31-45 minutes	20.9%	22.4%	23.3%	20.5%	17.1%
46-60 minutes	9.8%	9.7%	11.3%	9.7%	8.0%
61 minutes or more	6.8%	12.5%	6.2%	6.1%	4.7%
Avg minutes	25.6	28.6	25.7	25.8	23.5

**Weekday Completeness**

	Readers n=2168	BELOW \$25K n=396	\$25 TO \$49K n=584	\$50 TO \$74K n=474	\$75K+ n=527
none	20.5%	20.0%	24.1%	17.3%	20.3%
¼	14.3%	15.7%	13.8%	13.6%	14.8%
½	18.4%	17.5%	15.9%	22.9%	19.3%
¾	15.1%	12.0%	16.0%	15.3%	17.0%
Almost all/all	31.7%	34.8%	30.2%	30.9%	28.6%
Avg completeness	56%	56%	54%	57%	55%

**Weekend/Sunday Time Spent**

	Readers n=2168	BELOW \$25K n=396	\$25 TO \$49K n=584	\$50 TO \$74K n=474	\$75K+ n=527
none	13.7%	16.7%	16.0%	13.8%	8.3%
<½ hour	16.7%	16.1%	14.2%	17.1%	20.1%
Half hour - 1 hour	28.7%	28.4%	25.2%	28.1%	34.3%
1-1 ½ hours	20.4%	18.8%	21.8%	19.6%	19.1%
1 ½ -2 hours	10.5%	7.2%	12.5%	11.8%	9.2%
2-2 ½ hours	6.2%	7.2%	7.0%	6.7%	4.9%
2 ½-3 hours	1.7%	2.0%	2.1%	1.3%	1.6%
3 or more hours	2.1%	3.6%	1.2%	1.6%	2.5%
Avg minutes	56.9	56.7	58.1	56.5	56.4

**Weekend/Sunday Completeness**

	Readers n=2168	BELOW \$25K n=396	\$25 TO \$49K n=584	\$50 TO \$74K n=474	\$75K+ n=527
none	16.1%	19.4%	18.5%	15.4%	11.7%
¼	13.8%	12.7%	13.7%	10.7%	18.2%
½	18.5%	21.1%	15.7%	18.8%	20.0%
¾	17.2%	11.2%	18.1%	16.9%	19.5%
Almost all/all	34.4%	35.6%	34.0%	38.2%	30.6%
Avg completeness	60%	58%	59%	63%	60%