

# 2003 National RBS Study

## INTRODUCTION

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

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

- 01 – MALE 18 OR OLDER (CONTINUE WITH SURVEY)
- 02 – FEMALE 18 OR OLDER (CONTINUE WITH SURVEY)
- 05 – BUSINESS/GOVERNMENT PHONE
- 06 – RESPONDENT NOT AVAILABLE BEFORE NOVEMBER 14
- 07 – LANGUAGE BARRIER/SICK
- 08 – DESIGNATED RESPONDENT NOT HOME
- 09 – REFUSAL
- 10 – NO ONE 18+ LIVING IN HOUSEHOLD

## SCREENER

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

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

## MAIN QUESTIONNAIRE

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

	<u>Read</u>	<u>Not Read/ DK</u>	<u>Refused</u>
A. Monday	1	2	3
B. Tuesday	1	2	3
C. Wednesday	1	2	3
D. Thursday	1	2	3
E. Friday	1	2	3
F. Saturday	1	2	3
G. Sunday	1	2	3

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

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

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

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

- 1 - Spend less than an hour  
or do you ...
- 2 - Spend an hour or more

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

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

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

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

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

- 1 Less ½ hour
- 2 ½ hour to less than 1 hour
- 3 1 hour to less than 1 ½ hours
- 4 1 ½ hours to less than 2 hours
- 5 2 hours to less than 2 ½ hours
- 6 2 ½ hours to less than 3 hours
- 7 3 hours or more
- 8 DON'T KNOW/REFUSED (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

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

- 0 – Almost none
- 1 – About one quarter
- 2 – About one half
- 3 – About three-quarters
- 4 – Almost all or all
- 5 – DON'T KNOW / REFUSAL (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

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

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

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

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

1. 1-15 minutes
2. 16-30 minutes
3. 31-45 minutes
4. 46-60 minutes
5. More than 60 minutes
6. DON'T KNOW / REFUSED (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

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

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

- 0 – Almost none
- 1 – About one quarter
- 2 – About one half
- 3 – About three quarters
- 4 – Almost all or all
- 5– DON'T KNOW / REFUSED (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

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

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

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

1. IT IS DELIVERED TO MY HOME
2. IT IS DELIVERED TO MY WORKPLACE
3. IT IS PURCHASED BY ME OR SOMEONE IN MY HOUSEHOLD AT A STORE, VENDING MACHINE, OR SOMEONE SELLING IT ON THE STREET
4. I READ SOMEONE ELSE'S COPY
5. I READ IT ON THE INTERNET
6. OTHER

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

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

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

1. IT IS DELIVERED TO MY HOME
2. IT IS DELIVERED TO MY WORKPLACE
3. IT IS PURCHASED BY ME OR SOMEONE IN MY HOUSEHOLD AT A STORE, VENDING MACHINE, OR SOMEONE SELLING IT ON THE STREET
4. I READ SOMEONE ELSE'S COPY
5. I READ IT ON THE INTERNET
6. OTHER

---

**TRBS (TOTAL READER BEHAVIOR SCORE) BATTERY**

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

- 1 YES
- 2 NO (GO TO Q14)
- 3 DON'T KNOW / REFUSAL (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

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

	<u>Read</u>	<u>Not Read/ Dk</u>	<u>Refused</u>
A. Monday	1	2	3
B. Tuesday	1	2	3
C. Wednesday	1	2	3
D. Thursday	1	2	3
E. Friday	1	2	3
F. Saturday	1	2	3
G. Sunday	1	2	3

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

If refused to any day, skip to polite ending -- does not count toward quota. Term after first refusal.

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

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

- 1 - Spend less than an hour  
Or do you ...
- 2 - Spend an hour or more

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

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

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

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

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

- 1 Less ½ hour
- 2 ½ hour to less than 1 hour
- 3 1 hour to less than 1 ½ hours
- 4 1 ½ hours to less than 2 hours
- 5 2 hours to less than 2 ½ hours
- 6 2 ½ hours to less than 3 hours
- 7 3 hours or more
- 8 DON'T KNOW / REFUSAL (SKIP TO POLITE ENDING – DOES NOT COUNT TOWARD QUOTA)

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

0 – Almost none

1 – About one quarter

2 – About one half

3 – About three-quarters

4 – Almost all or all

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

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

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

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

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

1. 1-15 minutes

2. 16-30 minutes

3. 31-45 minutes

4. 46-60 minutes

5. More than 60 minutes

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

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

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

0 – Almost none

1 – About one quarter

2 – About one half

3 – About three quarters

4 – Almost all or all

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

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

### **INTERNET QUESTIONS**

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

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

#### **[DO NOT READ CHOICES UNLESS RESPONDENT NEEDS IT]**

1 - Today

2 -Yesterday

3 - Within the last 7 days

4 - Within the last 14 days

5 - Within the last 30 days (GO TO Q24)

6 - Longer than 30 days (GO TO Q24)

7 - Never accessed website (GO TO Q24)

8 - DON'T KNOW/NOT SURE (GO TO Q24)

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

1. I use (newspaper website) instead of reading the newspaper

2. I use (newspaper website) in addition to reading the newspaper

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

4. DON'T KNOW / REFUSED

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

1. More often
2. Less often, or
3. About the same as before you started reading (NEWSPAPER WEBSITE)
4. DON'T KNOW / REFUSED

Q17. In a typical week, which of the following days do you access (INSERT WEBSITE NAME)?

	<u>Yes</u>	<u>No</u>	<u>Dk/Ref</u>
A. Monday	1	2	3
B. Tuesday	1	2	3
C. Wednesday	1	2	3
D. Thursday	1	2	3
E. Friday	1	2	3
F. Saturday	1	2	3
G. Sunday	1	2	3

**(ASK Q18 – Q20 IF WEBSITE IS ACCESSED ON ANY WEEKDAY MONDAY – FRIDAY. OTHERWISE SKIP TO Q21)**

Q18. During a typical weekday (Monday to Friday) how many times per day do you typically access (INSERT WEBSITE NAME)? (DO NOT READ LIST)

0. NONE
1. ONCE
2. TWICE
3. 3 TIMES
4. 4 TIMES
5. 5 TIMES
6. 6-10 TIMES
7. 11 TIMES OR MORE
8. DON'T KNOW/REFUSED/NO ANSWER

Q19. During a typical weekday (Monday to Friday) how much time do you spend on an average visit to (INSERT WEBSITE NAME)? (READ CHOICES)

1. Less than a minute
2. 1-2 minutes
3. 3-5 minutes
4. 6-10 minutes
5. 11-15 minutes
6. 16-30 minutes
7. 31-45 minutes
8. 46-60 minutes
9. More than 60 minutes
10. DON'T KNOW / REFUSAL (DO NOT READ)

Q20. During a typical weekday (Monday to Friday) what times of day do you usually access (INSERT WEBSITE NAME)?

	<u>Yes</u>	<u>No</u>	<u>Dk/Ref</u>
A. From 6 AM to before 8 AM	1	2	3
B. From 8 AM to before 10 AM	1	2	3
C. From 10 AM to before 1 PM	1	2	3
D. From 1 PM to before 6 PM	1	2	3
E. From 6 PM to before 9 PM	1	2	3
F. From 9 PM to before 12 midnight	1	2	3
G. From 12 midnight to before 6 AM	1	2	3

**(ASK Q21 – Q23 IF WEBSITE IS ACCESSED ON SATURDAY OR SUNDAY. OTHERWISE SKIP TO Q24)**

Q21. During a typical weekend (Saturday and Sunday) how many times per day do you typically access (INSERT WEBSITE NAME) (DO NOT READ LIST)

0. NONE
1. ONCE
2. TWICE
3. 3 TIMES
4. 4 TIMES
5. 5 TIMES
6. 6-10 TIMES
7. 11 TIMES OR MORE
8. DON'T KNOW/REFUSED/NO ANSWER

Q22. During a typical weekend (Saturday and Sunday) how much time do you spend on an average visit to (INSERT WEBSITE NAME)? (READ CHOICES)

1. Less than a minute
2. 1-2 minutes
3. 3-5 minutes
4. 6-10 minutes
5. 11-15 minutes
6. 16-30 minutes
7. 31-45 minutes
8. 46-60 minutes
9. More than 60 minutes
10. DON'T KNOW/REFUSAL

Q23. During a typical weekend (Saturday and Sunday) what times of day do you usually access (INSERT WEBSITE NAME)?

	<u>Yes</u>	<u>No</u>	<u>Dk/Ref</u>
A. From 6 AM to before 8 AM	1	2	3
B. From 8 AM to before 10 AM	1	2	3
C. From 10 AM to before 1 PM	1	2	3
D. From 1 PM to before 6 PM	1	2	3
E. From 6 PM to before 9 PM	1	2	3
F. From 9 PM to before 12 midnight	1	2	3
G. From 12 midnight to before 6 AM	1	2	3

Q24. Have you noticed any differences in the (NAME OF PAPER) over the past few months? (DO NOT READ CHOICES)

- 1 - YES
- 2 - NO (GO TO Q25)
- 3 - DK/REFUSED (GO TO Q25)

Q24a. Overall, how would you rate those changes? Would you say (READ CHOICES)?

- 5 - Very positive
- 4 - Somewhat positive
- 3 - Neither positive nor negative
- 2 - Somewhat negative
- 1 - Very negative
- 6 - DK / REFUSED

**(ASK Q25 ONLY TO THOSE WHO READ NEWSPAPER AT LEAST ONE DAY IN Q1. OTHERWISE SKIP TO Q26)**

Q.25 Now I would like to read a list of statements about how some people describe reading the newspaper. For each statement I read, please indicate how much you agree or disagree that the statement describes your feelings about (NAME OF NEWSPAPER).”

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

- 1 Strongly Disagree
- 2 Disagree
- 3 Neither Agree nor Disagree
- 4 Agree
- 5 Strongly Agree
- 6 DON'T KNOW/REFUSAL

- A I bring up things I've read in this newspaper in conversations with many other people.
- B I like to talk about the national news and current events I read about in it.
- C I like to talk about the local news I read.
- D I like to give advice and tips to people I know based on things I've read in this newspaper.
- E I show things in the newspaper to people in my family.
- F I remember at least some of the things I have read in this newspaper for a long time.
- G It is important to me that I remember later what I have read in this newspaper.
- H I am mentally involved in this newspaper while reading it.
  
- I It inspires me in my own life.
- J Reading this newspaper makes me feel good about myself.
- K It features people who make you proud.
- L You learn how to improve yourself in this newspaper.
- M Some stories touch me deep down.
- N It gets me to try new things.
- O The newspaper definitely affects me emotionally.
- P Overall, it leaves you with a good feeling.
- Q It helps me to see that there are good people in the world.
- R I use this newspaper to know how to make things.

Now I have a few questions about when you were younger.

Q26. When you were growing up, to what extent was a newspaper read or discussed by people in your home? (READ CHOICES)

1. Almost every day
2. A few times per week
3. A few times per month
4. Less than once a month
5. Seldom or never
6. DO NOT REMEMBER / DON'T KNOW
7. REFUSED

Q28. When you were growing up, how often did you read any part of a daily newspaper? (READ CHOICES)

1. Almost every day
2. A few times per week
3. A few times per month
4. Less than once a month
5. Seldom or never
6. DO NOT REMEMBER / DON'T KNOW
7. REFUSED

Q29. 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? (READ CHOICES)

1. Almost every day
2. A few times per week
3. A few times per month
4. Less than once a month
5. Seldom or never
6. DO NOT REMEMBER / DON'T KNOW
7. REFUSED

Q30. I am going to read a list of things you may have done in elementary or junior high school.

1. YES
2. NO
3. DO NOT REMEMBER / DON'T KNOW
4. REFUSED

When you were in elementary or junior high school, did you (READ STATEMENTS – RANDOMIZE ORDER)

- A. Take a civics class that explained how government works?
- B. Complete a project that involved reading the newspaper?
- C. Have a class where the teacher used or referred to articles in the newspapers
- D. Talk about news and current events in class discussions?
- E. Cut out stories from newspapers to create a scrapbook or journal?
- F. Regularly talk about news events with your friends in informal or settings outside the classroom?
- G. Have a class where newspapers were distributed and read?

### **Demographics**

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

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

- 1 18-24
- 2 25-44
- 3 45-64
- 4 65 or older
- 5 REFUSED

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

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

- 1 Below \$25,000
- 2 \$25,000 to \$49,999
- 3 \$50,000 to \$74,999
- 4 \$75,000 or more
- 5 REFUSED

D3. Please stop me when I read the last grade or level of school that you completed.  
(Probe if respondent says "high school" or "college" ask "Did you graduate or not?")

- 1-Less than high school graduate
- 2-Graduated high school (including GED)
- 3-Some college but did not complete a 4-year degree (2yr.AA, Assoc. degree or 3 yr RN)
- 4-Completed 4-year degree
- 5-Working on or completed post graduate work or post graduate degree
- 6-DON'T KNOW
- 7-REFUSED

D4. Which of the following best describes your ethnic background? (READ CHOICES)

- 1. White / Caucasian
- 2. African American
- 3. Hispanic
- 4. Asian
- 5. Or a member of another group
- 6. MIXED, MULTI-RACIAL
- 7. REFUSED

**Closing**

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

May I have you first name for our records? \_\_\_\_\_

Did I reach you at (VERIFY PHONE NUMBER)?

Thank you!

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