

APPENDIX: News Content, Advertising, and Service Charts

For more information:

Todd McCauley
 Mary Nesbitt, m-nesbitt@northwestern.edu, 847-467-4285

The charts at the back of this document show how different reader groups rate news and advertising content and service in the 52 New Readers newspapers.

Results are broken down by 10 demographic groups:

- 18-24 year olds
- 25-34 year olds
- 18-34 year olds
- 35+ year olds
- Caucasians
- African Americans
- Hispanics/Latinos
- Asians/Pacific Islanders
- males
- females

News Content

These findings are based on a set of questions, found in section 16 of the reader survey, (http://www.readership.org/new_readers/data/survey.pdf) which asked readers to assess the importance of and satisfaction with different kinds of news and editorial content using the following format:

Q16. WHAT DO YOU THINK ABOUT (name of newspaper)'S CONTENT?

Please rate this newspaper on each of the following kinds of content. To answer use a 5-point rating scale for which a "1" means that it is "poor" and a "5" means it is "excellent". Then please indicate how important each is to you personally. **(X ONE Box In EACH Column For EACH Item)**

| | Content Of The Paper | | | | | | | | |
|---|----------------------|---|---|---|-----------|------------------|------|-------|--|
| | Content Of The Paper | | | | | Importance To Me | | | |
| | Poor | ↔ | | | Excellent | Little/None | Some | A Lot | |
| Advice columns | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | |
| Arts (e.g., dance, classical music, museums, etc.)..... | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | |
| Business and Personal Finance | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | |
| Cars/Auto | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | |
| Etc... | | | | | | | | | |

Using factor analysis, the 42 different content items that readers responded to were reduced to 16 separate categories. Using factor analysis helps us understand what topics tend to "go together" in readers' minds.

HARD NEWS

- 11 environment
- 15 government: local/state
- 16 government: national
- 17 government: international
- 25 natural disasters/accidents
- 41 war/international conflict

COMMUNITY

- 7 community announcements
- 10 education
- 12 everyday people
- 27 obituaries
- 29 parenting and relationships
- 32 religion/spirituality

LIFESTYLE & FEATURES

- 13 fashion and beauty
- 14 Food
- 18 health, fitness, medicine
- 19 home, garden, real estate
- 31 recreation/outdoors
- 33 science and technology

MOVIES, MUSIC & ART

- 2 Arts
- 22 movies
- 23 music: clubs, concerts, acts
- 24 music: news and reviews

SPORTS

- 34 sports: local
- 36 sports: pro
- 37 sports: international

EDITORIALS

- 8 editorial cartoons
- 9 editorials
- 21 letters to editor
- 28 opinion columns

BUSINESS & STOCKS

- 3 business/finance
- 38 stock listings

CARS & JOBS

- 4 cars/auto
- 20 jobs career

ADVICE

- 1 advice columns

COMICS

- 6 comics

POLICE / CRIME / COURTS

- 30 police/crime/courts

TV

- 39 TV

TRAVEL

- 40 Travel

WEATHER

- 42 weather

NEWS FROM MY COUNTRY

- 26 news from my country of birth

CELEBRITY NEWS

- 5 celebrity news

Advertising Content

These findings are based on a set of questions, found in section 19 of the reader survey, which asked readers to assess the importance of and satisfaction with different kinds of advertising content using the following format:

Q19. WHAT DO YOU THINK ABOUT THE ADVERTISING IN (NAME OF NEWSPAPER)

Please rate the advertising in this newspaper. To answer, use a 5-point rating scale where a "1" means that you find that particular kind of advertising in this newspaper "poor" and a "5" means you find it "excellent." Then please indicate how important each is to you personally.

| | Advertising | | | | | Importance To Me | | |
|---|-------------|---|---|---|-----------|------------------|------|-------|
| | Poor | ↔ | | | Excellent | Little/None | Some | A Lot |
| Activities (local entertainment, clubs, concerts, etc.) | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 |
| Apparel | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 |
| Appliances (washing machines, toasters)..... | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 |
| Auto (car, car parts, shops)..... | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 |
| Etc. | | | | | | | | |

Factor analysis reduced 26 kinds of ad content to six groups:

ADV: FOOD, CLOTHING, BASICS

- 2 apparel
- 5 department stores (Sears, JCP)
- 6 discount stores (Target, Wal-Mart)
- 11 food or groceries
- 16 personal accessories (jewelry, cosmetics)
- 26 ad booklets inserted into newspaper

ADV: HOME IMPROVEMENT AND FURNISHINGS

- 3 Appliances
- 12 Furniture
- 13 home improvements

ADV: SERVICES

- 7 education (schools, classes, courses)
- 10 financial (insurance, banks, loans)
- 14 medical and health
- 15 non-profit

ADV: CLASSIFIEDS

- 17 real estate (buy or rent)
- 22 class: jobs employment
- 23 class: autos
- 24 class: real estate
- 25 class: goods services

ADV: AUTO & TECH GADGETS

- 4 auto (car, car parts, shops)
- 8 electronics (TV, radio, DVD)
- 20 telecommunications (phone, wireless)

ADV: PLACES TO GO AND THINGS TO DO

- 1 activities (local entertainment, clubs, concerts)
- 9 entertainment (movies, theater, restaurants)
- 18 recreation (equipment, outdoor, acts, clubs)
- 19 sports (goods, clubs)
- 21 Travel

Service

These findings are based on a set of questions, found in section 14 of the reader survey, which asked readers to assess the importance of and satisfaction with different aspects of service using the following format:

WHAT DO YOU THINK ABOUT (NAME OF NEWSPAPER)'S SERVICE?

14. Please rate this newspaper on each of the following kinds of SERVICE. To answer use a 5-point rating scale for which a "1" means that it is "poor" and a "5" means it is "excellent". Then please indicate how important each is to you personally. **(X ONE Box In EACH Column For EACH Item)**

| | Content Of The Paper | | | | | | | | |
|--|----------------------|---|---|-----------|---|------------------|---|-------|--|
| | Newspaper Service | | | | | Importance To Me | | | |
| | Poor | ↔ | | Excellent | 1 | 2 | 3 | A Lot | |
| It's easy to reach the person I need at the paper | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | |
| Completeness of the paper – including advertising inserts..... | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | |
| Etc. | | | | | | | | | |

The 18 service-related items were combined into six factors:

SUBSCRIBER: QUALITY, VALUE, OPTIONS

- 2 completeness of paper
- 3 quality of paper, ink, type size
- 5 cost of home delivery
- 6 accuracy of bill
- 9 variety of subscription packs
- 11 variety of payment options

SUBSCRIBER: CONVENIENCE, PLEASANT INTERACTION

- 1 easy to reach the person I need
- 4 treatment when I contact newspaper
- 8 easy to stop/start
- 13 online start/stop
- 14 receive follow-up call after complaint
- 15 easy to get missed paper redelivered

SUBSCRIBER: DELIVERY

- 7 newspaper placed where I want it
- 10 arrives in good condition
- 12 delivery early enough

NONSUBSCRIBER: CONVENIENCE

- 16 easy to buy at vending machine
- 17 available when I want it
- 18 can find at location convenient to me

NONSUBSCRIBER: INTERACTION

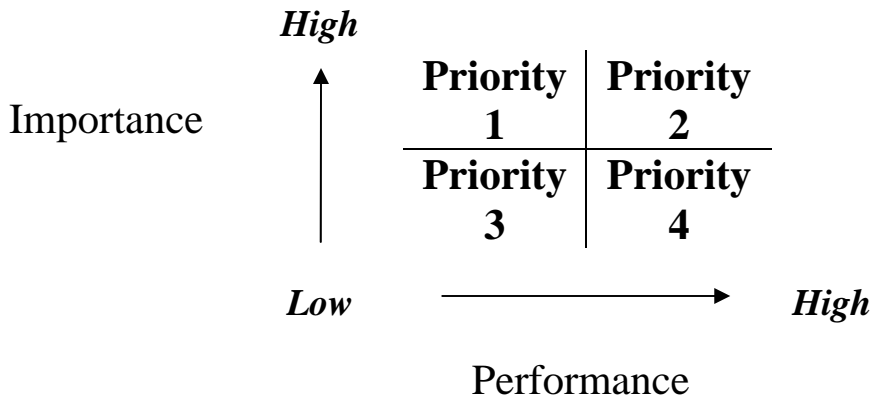
- 1 easy to reach the person I need
- 4 treatment when I contact newspaper

NONSUBSCRIBER: QUALITY

- 2 completeness of paper
- 3 quality of paper, ink, type size

Priority Analysis

We rank ordered the results for each demographic group and identified the elements above and below the average importance and satisfaction ratings. This analysis resulted in the following quadrant.



- First priorities are rated high in importance and low in satisfaction. Coded yellow.
- Second priorities are items rated high in importance and high in satisfaction. Coded blue.
- Third priorities are items rated low in importance and low in satisfaction. Coded red.
- Fourth priority items rated low in importance and high in satisfaction. Coded green.

Do not infer from this analysis that Priority 3 and Priority 4 items should be ignored or dropped. The analysis simply gives insight into areas needing more immediate attention.

| CONTENT FACTOR | Content Item from the Questionnaire | All | male | female | 18-24 | 25-34 | 35+ | White | African American | Hispanic/Latino | Asian/Pacific Islander |
|-----------------------|-------------------------------------|-----|------|--------|-------|-------|-----|-------|------------------|-----------------|------------------------|
| Advice | advice columns | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P2 |
| Business & Stocks | business/finance | P2 | P2 | P4 | P4 | P2 | P2 | P2 | P2 | P2 | P4 |
| Business & Stocks | stock listings | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P3 |
| Cars & Jobs | jobs career | P2 | P4 | P2 | P2 | P2 | P4 | P4 | P2 | P2 | P3 |
| Cars & Jobs | cars/auto | P4 | P4 | P3 | P4 | P4 | P3 | P4 | P4 | P4 | P3 |
| Celebrity news | celebrity news | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P2 |
| Comics | comics | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P4 | P2 | P2 |
| Community | education | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P3 |
| Community | everyday people | P1 | P3 | P1 | P3 | P3 | P1 | P1 | P1 | P1 | P4 |
| Community | community announcements | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P2 |
| Community | parenting and relationships | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Community | religion/spirituality | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P1 | P3 | P3 |
| Community | obituaries | P4 | P4 | P4 | P3 | P4 | P4 | P4 | P4 | P3 | P1 |
| Editorials | editorial cartoons | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Editorials | editorials | P3 | P1 | P3 | P3 | P3 | P1 | P1 | P4 | P3 | P2 |
| Editorials | letters to editor | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Editorials | opinion columns | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Hard News | environment | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P2 |
| Hard News | govt: international | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P2 |
| Hard News | govt: local/state | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P3 |
| Hard News | govt: national | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P4 |
| Hard News | natural disasters/accidents | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P3 |
| Hard News | war/international conflict | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Lifestyle & features | recreation/outdoors | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P3 | P1 | P2 |
| Lifestyle & features | science and technology | P1 | P1 | P3 | P1 | P3 | P1 | P1 | P3 | P1 | P2 |
| Lifestyle & features | food | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P3 |
| Lifestyle & features | health, fitness, medicine | P2 | P1 | P2 | P1 | P1 | P2 | P1 | P2 | P2 | P3 |
| Lifestyle & features | home, garden, real estate | P2 | P4 | P2 | P3 | P2 | P2 | P2 | P2 | P2 | P3 |
| Lifestyle & features | fashion and beauty | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P4 |
| Movies, Music & Art | Arts | P2 | P4 | P2 | P4 | P2 | P2 | P2 | P2 | P2 | P3 |
| Movies, Music & Art | movies | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P1 |
| Movies, Music & Art | music: clubs, concerts, acts | P2 | P4 | P2 | P2 | P2 | P4 | P4 | P2 | P2 | P1 |
| Movies, Music & Art | music: news and reviews | P3 | P3 | P3 | P2 | P1 | P3 | P3 | P2 | P1 | P2 |
| News from my country | news from my country of birth | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Police, crime, courts | police/crime/courts | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P2 | P1 | P2 |
| Sports | sports: pro | P2 | P2 | P4 | P2 | P2 | P2 | P2 | P2 | P2 | P3 |
| Sports | sports: international | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P1 |
| Sports | sports: local | P3 | P4 | P3 | P4 | P3 | P3 | P3 | P4 | P4 | P1 |
| Sports | sports: college | P4 | P2 | P3 | P4 | P4 | P4 | P4 | P4 | P4 | P4 |
| Travel | Travel | P2 | P2 | P2 | P3 | P2 | P2 | P2 | P2 | P2 | P2 |
| TV | TV | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P1 |
| Weather | Weather | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |

| AD FACTOR | Ad Item from the Questionnaire | All | male | female | 18-24 | 25-34 | 35+ | White | African American | Hispanic/Latino | Asian/Pacific Islander |
|-----------------------------------|---|-----|------|--------|-------|-------|-----|-------|------------------|-----------------|------------------------|
| Auto & Tech Gadgets | Electronics (TV, radio, DVD players) | P2 | P2 | P4 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Auto & Tech Gadgets | Telecommunications (phone and wireless) | P3 | P3 | P3 | P4 | P3 | P3 | P3 | P3 | P3 | P3 |
| Auto & Tech Gadgets | Auto (car, car parts, shops) | P4 | P2 | P4 | P2 | P4 | P4 | P4 | P4 | P4 | P4 |
| Classifieds | Real Estate (to buy or rent) | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 |
| Classifieds | Classified ads for jobs and employment opportunities | P4 | P4 | P4 | P2 | P2 | P4 | P4 | P2 | P2 | P2 |
| Classifieds | Classified ads for automobiles | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 |
| Classifieds | Classified ads for real estate | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 |
| Classifieds | Classified ads for goods and services | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P3 | P4 | P4 |
| Food, Clothing, Basics | Department Stores (Marshall Field's, Macy's, etc.) | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Food, Clothing, Basics | Discount Stores (Target, Wal-Mart, etc.) | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Food, Clothing, Basics | Food or groceries (supermarkets, grocery stores) | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Food, Clothing, Basics | Advertising booklets that are inserted into the newspaper | P2 | P2 | P2 | P4 | P2 | P2 | P2 | P2 | P2 | P2 |
| Food, Clothing, Basics | Personal accessories (jewelry and cosmetics) | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Food, Clothing, Basics | Apparel | P1 | P3 | P1 | P1 | P1 | P1 | P1 | P1 | P3 | P1 |
| Home improvements and furnishings | Appliances (washing machines, toasters) | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Home improvements and furnishings | Furniture | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Home improvements and furnishings | Home improvements | P3 | P1 | P3 | P3 | P3 | P1 | P1 | P3 | P3 | P3 |
| Places to go and things to do | Entertainment (movies, theater, restaurants) | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Places to go and things to do | Travel | P2 | P2 | P2 | P3 | P2 | P2 | P2 | P4 | P2 | P2 |
| Places to go and things to do | Recreation (equipment, outdoor activities, clubs or groups) | P3 | P1 | P3 | P1 | P1 | P3 | P3 | P3 | P3 | P3 |
| Places to go and things to do | Sports (sporting goods, fitness clubs) | P3 | P2 | P3 | P2 | P3 | P3 | P3 | P3 | P4 | P3 |
| Places to go and things to do | Activities (local entertainment, clubs, concerts, etc.) | P1 | P1 | P1 | P1 | P1 | P2 | P1 | P2 | P1 | P1 |
| Services | Education (schools, classes, courses) | P3 | P3 | P1 | P1 | P3 | P3 | P3 | P1 | P1 | P1 |
| Services | Financial (insurance, banks, loans) | P3 | P1 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P1 |
| Services | Non-Profit (churches, volunteer, donations) | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Services | Medical & health (doctors, hospitals, procedures) | P1 | P1 | P1 | P3 | P3 | P1 | P1 | P1 | P1 | P1 |

| Factor | | All | male | female | 18-24 | 25-34 | 35+ | White | African American | Hispanic/Latino | Asian/Pacific Islander |
|---|---|-----|------|--------|-------|-------|-----|-------|------------------|-----------------|------------------------|
| Subscriber: Convenience, Pleasant Interaction | It's easy to reach the person I need at the paper | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Subscriber: Convenience, Pleasant Interaction | I am treated well when I contact the newspaper | P2 | P3 | P2 | P3 | P1 | P2 | P2 | P2 | P1 | P1 |
| Subscriber: Convenience, Pleasant Interaction | It is easy to stop and start | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P2 |
| Subscriber: Convenience, Pleasant Interaction | Online starting, stopping, and customer service | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Subscriber: Convenience, Pleasant Interaction | Receiving a follow-up call after a service complaint | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Subscriber: Convenience, Pleasant Interaction | It is easy to get a missed paper redelivered | P1 | P1 | P1 | P1 | P1 | P2 | P1 | P2 | P1 | P1 |
| Subscriber: Delivery | The paper is placed where I would like it | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 |
| Subscriber: Delivery | The paper arriving in good condition | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Subscriber: Delivery | Early enough delivery to be useful | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Subscriber: Quality, Value, Options | Completeness of the paper – including advertising inserts | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Subscriber: Quality, Value, Options | Quality of the newspaper's paper, ink and type size | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 |
| Subscriber: Quality, Value, Options | The cost of home delivery | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 |
| Subscriber: Quality, Value, Options | The accuracy of my bill | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Subscriber: Quality, Value, Options | Variety of subscription packages | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Subscriber: Quality, Value, Options | Variety of payment options | P3 | P4 | P3 | P4 | P4 | P3 | P3 | P3 | P4 | P4 |

| SERVICE FACTOR— NONSUBSCRIBER | Service Item from the Questionnaire | All | male | female | 18- 24 | 25- 34 | 35+ | White | African American | Hispanic/ Latino | Asian/ Pacific Islander |
|--|---|-----|------|--------|-----------|-----------|-----|-------|---------------------|---------------------|-------------------------------|
| Nonsubscriber: Quality of newspaper | Completeness of the paper – including advertising inserts | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 | P1 |
| Nonsubscriber: Quality of newspaper | Quality of the newspaper's paper, ink and type size | P3 | P1 | P3 | P3 | P3 | P1 | P3 | P1 | P3 | P3 |
| Nonsubscriber: Interaction | I am treated well when I contact the newspaper | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Nonsubscriber: Interaction | It's easy to reach the person I need at the paper | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 | P3 |
| Nonsubscriber: Convenience | Easy to buy at a store or vending machine | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 | P4 |
| Nonsubscriber: Convenience | It is available when I want it | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |
| Nonsubscriber: Convenience | I can find it at a location that is convenient for me | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 | P2 |