

READERSHIP INSTITUTE

Media Management Center at Northwestern University

July 2004

Content Survey

For more information:

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Dear New Readers Study participant:

This survey will gather general information about the content of your newspaper. It focuses on characteristics that may be related to success in growing and sustaining readership.

All the information you provide will be kept in strict confidence. It will be aggregated with data from other newspaper participants, and then correlated with consumer and workforce data from the New Readers project.

Your participation in this research is essential – and very much appreciated.

Thank you for taking the time to gather this data.

Survey instructions:

Please fill out the questionnaire as completely as possible. Data should be reported for the specified dates in October 2003.

Please do not leave anything blank. If an item should be zero, please enter it as “0.” If you are unable to provide the information, please enter “N/A” for not available. On all questions, your data will be kept strictly confidential.

If you have any questions about the survey, contact Limor Peer at (847) 467-6578 or l-peer@northwestern.edu.

Please return the survey by Friday, December 12, 2003, to:

**Content Survey
Readership Institute
301 Fisk Hall
Northwestern University
1845 Sheridan Road
Evanston, IL 60208-2110**

Or FAX to 847-467-5229

Please make a copy of the survey if you wish to keep the results for your records.

6	Tabloid-Size Pages								
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5. COLUMN INCHES:

In this section, please report the total space in column inches for each day. Note we ask for total column inches for editorial and advertising, and then for specific advertising categories.

		Wed	Sat	Sun	Tue	Fri	Sun	Mon	Thu
	Column Inches	10/1	10/4	10/5	10/7	10/10	10/12	10/13	10/16
7	Total Editorial Column Inches								
8	Total Advertising Column Inches								
9	National Advertising Column Inches								
10	Retail Advertising Column Inches								
11	Unpaid Advertising Column Inches								

6. CLASSIFIEDS LINAGE:

In this section, please report the total space in column inches for each day. Report column inches for all classified advertising as well as the different classified advertising categories. Note that item number 16, "Other," includes all other classifieds categories not listed in the table.

		Wed	Sat	Sun	Tue	Fri	Sun	Mon	Thu
	Classifieds linage	10/1	10/4	10/5	10/7	10/10	10/12	10/13	10/16
12	Total Classifieds Column Inches								
13	Jobs Column Inches								
14	Real Estate Column Inches								
15	Auto Column Inches								
16	Other Column Inches								

7. OBITUARIES AND ANNOUNCEMENTS:

In this section, please indicate the newspaper's policy regarding obituaries and announcements.

	Obituaries and announcements	Paid	Unpaid	Combination
21	Obituaries			

22	Engagement / Wedding / Anniversary / Birth			
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8. SPANISH LANGUAGE:

In this section, please indicate whether the newspaper uses Spanish language for the following content elements:

		Yes	No
23	Spanish Language Stories		
24	Spanish Language Ads		
25	Spanish Language Promotions		
26	Spanish Language Listings		

9. ADVERTISING INSERTS – PART I:

In this section, please report the total number of advertising sections that were pre-printed and inserted into the paper for each day. Report the total number of sections, as well as the number of sections in each of the different categories.

		Wed	Sat	Sun	Tue	Fri	Sun	Mon	Thu
	Advertising Inserts	10/1	10/4	10/5	10/7	10/10	10/12	10/13	10/16
17	Total # Pre-printed Advertising Sections								
18	National Advertising Inserts								
19	Retail Advertising Inserts								
20	Classifieds Advertising Inserts								

10. ADVERTISING INSERTS – PART II:

Please write in the names of up to 15 pre-printed advertising sections for each day. Also indicate whether it is a national advertiser (N), a retail advertiser (R) or classifieds (C) by circling the appropriate letter. If there are more than 15 advertising inserts, please write them in on a separate page and don't forget to note the date for that day.

Wednesday 10/1/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Saturday 10/4/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Sunday 10/5/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Tuesday 10/7/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Friday 10/10/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Sunday 10/12/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Monday 10/13/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	

Thursday 10/16/2003

N=National

R=Retail

C=Classified

Category?		Name of Advertising Insert
N R C	1	
N R C	2	
N R C	3	
N R C	4	
N R C	5	
N R C	6	
N R C	7	
N R C	8	
N R C	9	
N R C	10	
N R C	11	
N R C	12	
N R C	13	
N R C	14	
N R C	15	