

CONSUMERS, MEDIA & U.S. NEWSPAPERS

RESULTS FROM THE IMPACT STUDY

READERSHIP INSTITUTE
Media Management Center at Northwestern University

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This report is based on data from 37,000 consumers in 100 newspaper markets across the United States. It is part of the Impact study, fielded during the summer of 2000 and conducted by the Readership Institute of Northwestern University.

Newspaper readers and non-readers responded to the survey. The sample was weighted for age, gender and readership based on a 2,000 person survey of non-respondents and census statistics. For more details on the exact methodology, see Appendix A.

This report offers a descriptive picture of U.S. media consumption including use of newspapers, magazines, television and the Internet. This report also offers a snapshot of the demographics of information consumers and their preferences. While “The Power to Grow Readership” identifies ways to increase readership, this report attempts only to describe the current patterns of media use.

There are 12 sections in this report. Included in each section is a table describing demographic groups and their scores as they pertain to various questions asked on the survey. In this report we present results for several groups: gender, age, and heavy and light readers. We defined heavy and light readers by giving each respondent a Reader Behavior Score¹ and dividing all respondents into four groups: non-readers, light readers, moderate readers and heavy readers. For purposes of this report we are focusing on heavy vs. light readers.

	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Sample Size*	17651	18775	1588	7347	14839	2553	9631	9110	8976

* Variations in segment totals due to weighting and question non-response

¹ A Reader Behavior Score is a number between one and seven that reflects each respondent’s time spent with the newspaper, completeness of reading and the number of days read per week. Moderate readers (those with an RBS between 3.5 and 6.0) typically spend between 16-30 minutes per day reading the paper, read about ½ of the paper on about 5 days of the week. For exact instructions on how to calculate an RBS score visit www.readership.org

OVERALL MEDIA USE

The average American spends slightly more than 28 minutes per day reading newspapers, generally reading one publication. When reading the newspaper, people are less likely to be doing other tasks at the same time than when they are using television, radio and magazines. Women spend slightly less time reading newspapers and using the Internet than men. Minutes spent reading increases steadily with age, with readers younger than 23 spending 18 minutes per day and increasing to 58 minutes per day for readers older than 60.

Newspapers reach many consumers who don't turn to other media for news. Overall 34.5 percent of people do not watch local TV news, and 50.5 percent do not watch national TV news. In comparison, 81.2 percent of Americans read a newspaper during any 7-day week. Among light readers, 37 percent of light readers do not watch local TV news, and a higher percentage do not watch national TV news, read news magazines or go to news internet sites.

Newspaper readers tend to focus on one daily newspaper while radio and Internet users spread their time over a variety of different outlets. The average American visits 7.2 websites each week. Younger people visit a greater variety of websites (an average of 11.4 per week) than do their older counterparts. Light readers visit more websites than do heavy readers.

Overall, people feel that newspapers are "extremely or very" different from other media competitors. Thirty-four percent say newspapers are "extremely or very" different from TV and 46.5 percent say they're different from the Internet. On the whole, respondents feel that newspapers are most different from magazines and the Internet. Interestingly, light readers feel that newspapers are more distinctive from other media than heavy readers – with the exception of the Internet. Young readers feel that the Internet is more like newspapers than other groups.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Minutes per day spent										
Local Daily Newspaper	22.2	23.4	21.6	13.8	13.8	19.2	22.8	56.4	56.4	7.8
Any Daily Newspaper	28.2	30.6	25.8	18.0	17.4	24.0	30.0	57.6	57.6	15.6
Magazines	19.8	20.4	20.4	20.4	18.6	19.8	19.8	24.0	24.0	18
Internet	32.4	42	22.2	43.8	46.2	36.6	28.2	13.8	27.6	35.4
Television	191.3	180.0	201.6	192.6	163.8	168.0	188.4	246.6	216.8	171.3
Radio	191.4	191.4	190.8	231.6	207.0	195.6	187.2	166.2	182.6	204.5
Number of outlets										
Different papers read/week	1.28	1.33	1.23	1.22	1.12	1.32	1.33	1.36	1.6	1.3
Different radio stations/week	3.0	3.2	2.8	3.7	3.7	3.0	2.4	2.4	2.6	3.1
Websites visited/week	7.2	9.8	4.7	12.3	11.5	7.8	5.1	2.0	6.3	9.3
Percent never/rarely doing other tasks at the same time										
% Newspapers	26.9	28.2	26.6	26.2	20.9	25.1	30.3	36.5	38.8	28.3
% Magazines	26.6	30.3	25.4	26.4	24.4	26.2	28.9	32.7	30.1	26.1
% Television	11.5	15.6	7.7	10.2	8.3	10.2	10.1	16.4	11.2	11.3
% Radio	2.5	2.4	2.8	3.3	1.5	1.1	1.9	5.7	2.8	1.6

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Percent saying newspapers are "extremely or very" different from competitive media										
% Television	34.2	35.4	33.3	36.3	34.0	36.7	34.0	30.0	30.4	37.1
% Radio	41.1	42.1	40.2	48.1	40.8	43.2	44.4	34.3	38.0	43.5
% Magazines	50.5	49.2	51.7	53.3	51.4	52.0	51.4	45.1	51.2	51.1
% Internet	46.5	49.4	43.2	42.9	41.0	49.3	50.8	46.9	48.5	45.7
Percent using media for news*										
% Newspaper Reading	81.2	81.3	81.1	81.6	75.1	82.2	80.7	84.7	99.9	88.8
% Local TV News	65.5	63.7	68.5	44.9	58.3	64.0	70.3	78.2	77.5	63.1
% National TV News	49.5	54.4	45.9	33.3	35.2	45.5	56.6	69.4	62.9	41.3
% News Magazines	21.3	24.7	18.1	21.6	15.8	18.8	23.2	29.4	30.3	16.7
% Newspaper Websites	19.0	23.6	14.3	15.5	23.6	21.7	17.4	10.7	18.7	19.8
% TV News Websites	10.9	11.2	10.6	17.2	14.3	11.3	7.9	6.4	10.6	10.9
% Magazine Websites	11.6	13.8	9.3	22.3	18.2	11.8	7.5	3.6	10.2	12.9
* Regularly read or watch during any 7-day week										

OVERALL NEWSPAPER² USE AND SATISFACTION

Not surprisingly, RBS increases steadily with age. Young people pick up the paper fewer days per week and, as we saw in the previous table, spend less time with the newspaper on an average day. Sunday is the best-read day of the week – regardless of age, gender or reading type. Friday is the second-best read of the week – particularly with young people. Tuesday is the weakest day of the week overall and in all groups with the exception of those older than 60.

When asked to give their overall rating of their local newspaper 42.9 percent of Americans said it was “excellent or very good.” Only 5.2 percent rated it as “poor.” Men, in general, are more critical of the newspaper than women. Not surprisingly, light readers have a lower opinion of the newspaper than do heavy readers. At first glance it appears that satisfaction increases with age however this difference reflects effects of gender rather than age.

A similar pattern emerges when consumers were asked about the overall value of the local newspaper and its ability to meet or exceed their expectations. Almost 40 percent of Americans say their local newspaper is a “good or extremely good” value. More than 75 percent also say that their local newspaper meets or exceeds their expectations. Men have a lower opinion of newspapers overall than women. Controlling for gender, older people have a lower opinion of the paper’s value and ability to meet their expectation than do younger people. Again heavy readers have a higher opinion of the newspaper than do light readers.

When asked if they intend to read the paper more, less or about the same in the future, more than 75 percent of Americans say they will read the paper more than they do now or about the same. Only 6.4 percent of people say they expect to read the newspaper less than they do now. Young people, in particular, intend to read the paper more than they do right now. Almost 27 percent of people younger than 23 say that they expect to read the newspaper “much more or somewhat more” in the future than they do now.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Overall newspaper use										
Days/week reading	3.4	3.6	3.8	2.7	2.5	3.3	3.8	4.4	6.9	1.6
Times picking up paper/day	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.5	1.2
Daily reading										
% Monday	47.1	50.5	43.8	35.3	32.6	44.3	53.3	63.2	98.0	15.5
% Tuesday	45.2	48.1	42.3	30.1	28.8	42.1	52.5	63.4	97.5	12.2
% Wednesday	48.6	51.0	46.3	34.5	34.3	46.1	54.7	64.5	98.8	17.3
% Thursday	46.5	49.3	43.9	35.1	30.2	44.0	52.6	63.7	97.8	14.5
% Friday	50.2	52.8	47.8	39.0	36.8	47.6	56.6	65.2	99.2	20.7
% Saturday	47.8	49.9	45.8	36.7	33.0	45.4	52.9	63.8	95.7	20.3
% Sunday	66.5	65.4	67.6	61.3	60.9	67.0	66.6	71.5	99.2	68.8

² The Impact study of readership asked respondents about their use of any newspaper and also about their use of a specific local newspaper. These local newspapers were mentioned by name on the survey questionnaires distributed in their home markets. Results in the following section about newspaper use are derived from the questions about these specific local newspapers. These newspapers were selected (for details read Appendix A) to represent all local U.S. daily newspapers.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Overall rating										
% Excellent	8.4	7.3	9.4	8.9	6.0	7.4	8.7	11.5	14.2	5.4
% Very Good	33.5	30.0	36.6	36.9	32.0	32.1	34.2	35.9	40.9	34.8
% Good	37.2	36.3	38.0	38.4	44.4	36.0	33.9	34.1	32.8	40.5
% Fair	15.8	18.5	13.1	13.6	13.5	18.2	17.5	13.6	10.4	15.0
% Poor	5.2	7.8	2.8	2.1	4.1	6.3	5.6	4.9	1.7	4.4
Paper's ability to meet expectations										
% Greatly exceeded	3.2	2.1	4.2	5.4	3.4	2.6	2.7	3.7	4.4	3.1
% Somewhat exceeded	9.7	8.4	11.1	12.7	9.3	9.4	8.5	10.4	12.7	8.5
% Met/Would meet	62.6	59.2	65.8	64.9	68.0	60.4	61.7	61.5	63.7	66.4
% Fallen somewhat short	17.9	21.1	14.7	13.8	14.5	19.8	18.4	18.1	16.9	16.6
% Fallen greatly short	6.6	9.2	4.2	3.2	4.8	7.7	8.6	6.3	2.3	5.4
Value for the money										
% Extremely Good	6.0	5.1	7.0	6.1	5.5	5.3	7.6	7.2	10.2	4.4
% Very Good	31.6	28.1	34.8	33.2	30.0	29.7	30.5	36.1	43.0	30.4
% Somewhat Good	46.1	46.5	45.8	48.3	50.3	47.3	42.5	41.4	40.2	50.1
% Not Very Good	11.2	13.8	8.8	9.7	10.7	12.3	12.7	9.8	5.8	11.7
% Not at All Good	5.0	6.6	3.6	2.7	3.5	5.4	6.7	5.5	0.9	3.4
Intention to read in future										
% Much more	1.3	1.0	1.7	4.2	1.6	1.2	0.4	1.2	1.8	1.0
% Somewhat more	8.2	6.0	10.1	22.7	12.6	7.5	4.2	4.3	3.7	12.2
% About the same	65.5	66.8	64.2	46.6	60.3	66.0	71.1	70.6	91.2	70.1
% Somewhat less	3.4	4.1	2.9	6.3	3.7	3.7	2.8	2.4	2.4	6.1
% Much less	3.0	3.3	2.7	4.7	4.4	3.1	1.9	1.7	0.8	4.9
% Do not read	18.5	18.9	18.4	15.5	17.4	18.5	19.6	19.7	0.0	5.7

WEEKDAY NEWSPAPER USE³

Thirty nine percent of people spend between 16 and 30 minutes reading the newspaper each day Monday through Saturday. Young people spend less time with the newspaper than older people. In fact, the amount of time spent with the paper increases with age.

About half of the respondents report reading at least half of the newspaper. The completeness with which people read the newspaper also increases with age. Ninety percent of people older than 60 say that they read more than half the newspaper compared to fifty two percent of people younger than 23.

Most people read the newspaper before noon – 65 percent. Significantly, 39.4 percent of readers say that they read the newspaper after 5 p.m. Please note that respondents were allowed to mark more than one time per day reading the newspaper.

Most readers receive their newspaper through home delivery. Importantly 8.2 percent of readers do not purchase the newspaper but report that they read it regularly, suggesting the importance of pass-along readership. People younger than 23 are more likely to acquire the newspaper through single-copy sales.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Weekday time spent reading										
Do not read	13.8	2.8	4.2	3.8	5.8	4.3	2.5	1.2	0.0	17.0
% 1-15 minutes	21.2	20.7	21.8	31.9	31.3	26.2	19.2	8.0	4.9	53.0
% 16-30 minutes	33.5	2.8	4.2	40.0	41.1	42.5	45.4	30.0	34.6	21.7
% 31-45 minutes	16.9	20.7	21.8	14.6	15.0	17.4	19.5	26.6	28.5	6.9
% 46-60 minutes	9.9	37.8	39.3	6.8	5.2	7.5	9.9	21.1	20.5	1.3
% 61 minutes or more	4.6	20.4	19.2	3.0	1.6	2.0	3.4	13.1	11.5	0.1
Weekday completeness										
None	13.1	4.2	5.3	7.6	8.5	5.4	2.5	1.9	0	25.3
% 1/4	18.1	20.1	16.7	40.8	28.7	20.1	15.6	8.1	0.1	52.0
% 1/2	16.7	18.6	18.6	21.6	24.8	19.7	16.8	13.7	3.5	11.7
% 3/4	17.1	18.6	20.0	14.0	15.8	20.7	19.3	20.3	20.3	5.5
% all	34.0	38.5	39.4	16.0	22.2	34.0	45.8	56.0	76.1	5.6
Weekday reading time†										
% before 9 a.m.	45.0	49.8	40.4	28.8	32.0	42.4	53.2	58.3	64.7	15.9
% 9 a.m. - noon	20.0	19.5	20.4	25.4	19.6	17.1	14.5	24.9	22.9	14.0
% noon- 5 p.m.	14.5	15.5	13.6	21.4	17.9	14.6	10.3	11.8	14.2	12.0
% 5-7 p.m.	19.0	20.1	18.1	27.9	16.9	20.4	21.7	16.4	21.6	10.7
% 7-10 p.m.	16.0	16.1	15.8	12.4	13.4	17.9	17.6	15.0	20.5	8.0
% 10 p.m. or later	4.4	4.7	4.1	3.2	4.9	4.9	3.7	3.4	4.5	2.3
Acquisition method										
% Do not get paper	12.1	3.2	4.1	3.5	6.5	4.3	2.5	1.6	0.4	16.6
% Home delivery	62.4	69.6	72.1	55.3	51.9	67.7	76.9	85.4	87.4	28.4
% Work delivery	4.5	5.7	4.0	6.6	10.9	5.6	3.5	0.9	2.4	9.6
% Single-copy	12.8	13.7	12.2	23.5	16.1	14.4	10.6	8.6	7.6	23.3
% pass-along	8.2	7.8	7.5	11.1	14.6	8.0	6.5	3.6	2.3	22.1

†excludes newspapers published in the afternoon

³ Results reflect only people who say that they typically read their local Impact paper on at least one day Monday-Saturday

WEEKEND/SUNDAY NEWSPAPER USE⁴

Newspaper readers say they spend more time reading the newspaper on Weekend/Sunday than during the week. More than forty percent of readers reported reading the Sunday newspaper for more than an hour. As we observed with weekday reading, older people tend to spend more time reading the newspaper than younger people. Men and women spend about the same amount of time reading the newspaper although women are more likely to complete reading the newspaper. Older people are also more likely to complete the newspaper than younger people.

About 74 percent of the readers said they read the Weekend/Sunday paper on Sunday morning. Women are more likely than men to read the newspaper on Sunday afternoon or evening, or during other times of the week, similar to light readers and younger readers.

Fifty percent said they acquired the paper through home delivery. Not surprisingly the single-copy sales rate is higher on Sundays than during the week.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Sunday time spent reading										
% Do not read	3.5	2.5	4.3	9.9	5.8	2.8	2.5	2.1	0.7	9.4
% less than 30 min	16.8	17.0	16.7	27.2	22.6	17.9	13.9	10.4	6.0	31.3
% 30-60 min	33.5	34.8	32.3	30.8	36.7	36.1	35.5	27.7	24.7	35.4
% 1 hr to 2 hours	32.4	33.0	31.8	23.2	27.1	32.4	33.6	36.9	43.4	20.0
% 2 hours to 2 1/2 hours	7.8	7.4	8.2	4.4	4.6	6.3	8.1	12.4	13.1	3.4
% 2 1/2 hours to 3 hours	2.7	2.4	2.9	1.7	1.7	1.8	2.9	4.6	4.9	0.3
% 3 hours or more	3.4	2.9	3.8	2.9	1.5	2.6	3.6	5.9	7.4	0.2
Sunday completeness										
% None	2.9	3.0	2.8	2.8	5.7	2.7	1.8	1.5	0.2	9.9
% 1/4	16.5	18.3	14.9	32.9	23.3	16.9	13.7	9.6	0.3	37.0
% 1/2	21.8	22.1	21.5	31.4	25.9	23.4	17.4	16.4	6.8	27.7
% 3/4	21.2	20.4	22.0	14.5	19.6	22.6	22.2	21.2	22.0	12.1
% all	37.6	36.3	38.8	18.3	25.6	34.4	44.8	51.3	70.6	13.3
Weekend reading time										
% Sat morning	14.9	15.6	14.1	13.5	9.2	12.4	16.4	21.8	19.1	7.8
% Sat afternoon	4.9	4.3	5.5	13.4	4.4	4.5	4.8	4.4	4.2	4.8
% Sat evening	5.2	4.8	5.5	6.0	3.8	5.7	5.3	5.2	4.5	5.2
% Sunday morning	73.5	78.6	68.9	59.1	67.1	75.2	75.2	77.4	82.7	57.9
% Sunday afternoon	36.3	32.3	39.9	45.3	40.9	34.9	32.4	34.6	35.3	39.1
% Sunday evening	23.9	22.7	25.0	23.0	25.5	25.8	21.1	20.7	23.9	22.8
% Other times in week	13.2	10.5	15.8	17.2	11.9	15.0	12.7	11.1	11.0	13.9
Sunday										
% Home delivery	70.1	71.0	69.2	52.7	53.6	68.9	76.8	83.9	88.3	39.3
% Work delivery	1.4	1.5	1.3	1.5	2.2	1.8	0.6	0.4	0.5	2.5
% Single-copy	21.4	21.3	21.5	28.7	30.9	23.4	17.6	12.0	8.9	41.4
% pass-along	4.7	4.2	5.2	11.5	8.1	4.1	3.9	2.5	1.8	9.9

⁴ Results in this section reflect only people who say that they typically read a Sunday newspaper.

EDITORIAL CONTENT PREFERENCES & SATISFACTION

Survey respondents were asked how important each of 26 different types of content are to them on a scale of 1-3. Overall, most people give an average rating of two, “somewhat important,” to most content areas. Heavy readers rate content as more important to them overall than light readers. Age and gender don’t influence importance ratings significantly.

If we look at areas in which subgroups report higher or lower than average importance we see the following patterns:

- Men think that arts and fashion coverage is not very important to them. Auto and sports coverage are more important than average.
- Women rate sports as less important than average. Community announcements, fashion, food and ordinary people stories are rated as more important than average.
- Respondents younger than 23 rate business and home coverage as less important than average. Education, fashion, jobs, movies and pop music coverage is more important than average.
- Respondents older than sixty say that many of those same areas, jobs, movies, parenting and pop music coverage are less important than average to them. In contrast, obituaries are listed as most important.
- Heavy readers rate business, food, health, accidents, obituaries, ordinary people, police/crime, sports and television coverage as more important than average.

Editorial content importance ratings on a 3-point scale with 1 meaning not important and 3 meaning very important.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Mean content importance	2.0	1.9	2.0	2.0	2.0	2.0	2.0	2.0	2.1	1.9
Arts	2.0	1.8	2.1	2.0	2.0	2.0	2.0	1.9	2.0	2.0
Auto	1.6	1.8	1.5	1.7	1.7	1.6	1.6	1.6	1.7	1.6
Business	2.1	2.2	2.0	1.9	2.1	2.1	2.1	2.1	2.3	2.0
Community Announcements	1.8	1.7	2.0	1.9	1.8	1.8	1.8	1.8	1.9	1.8
Education	2.1	2.0	2.2	2.3	2.2	2.2	2.1	2.0	2.2	2.1
Environment	2.1	2.1	2.2	2.1	2.1	2.1	2.1	2.1	2.2	2.1
Fashion	1.6	1.4	1.9	1.8	1.6	1.5	1.6	1.6	1.7	1.6
Food	1.9	1.8	2.1	1.9	1.9	1.9	1.9	2.0	2.1	1.8
Health	2.1	2.0	2.2	2.1	2.1	2.1	2.1	2.2	2.3	2.1
Home	2.0	1.9	2.1	1.8	2.0	2.0	2.0	1.9	2.1	1.9
Jobs	1.9	1.9	2.0	2.2	2.1	2.0	1.8	1.5	1.8	2.0
Movies	2.0	2.0	2.2	2.3	2.2	2.1	2.0	1.8	2.0	2.1
Accidents	2.2	2.2	2.3	2.3	2.2	2.2	2.2	2.3	2.4	2.1
Obituaries	1.8	1.7	1.9	1.7	1.6	1.7	1.8	2.0	2.0	1.6
Ordinary People	1.9	1.8	2.1	1.9	1.9	1.9	1.9	2.0	2.1	1.9
Parenting	1.9	1.8	2.0	1.9	1.9	1.9	1.8	1.7	1.9	1.8
Police	2.0	2.0	2.1	2.1	2.0	2.0	2.0	2.1	2.2	1.9
Politics	2.1	2.2	2.1	2.0	2.0	2.1	2.2	2.2	2.3	2.0
Pop Music	1.7	1.6	1.7	2.0	1.8	1.7	1.5	1.5	1.7	1.7
Religion	1.8	1.7	1.9	1.7	1.8	1.8	1.8	1.9	1.9	1.8
Science	2.1	2.2	2.0	2.1	2.1	2.1	2.1	2.0	2.1	2.0
Sports	2.0	2.2	1.8	2.0	2.0	2.0	1.9	2.1	2.2	1.9
Television	2.0	1.9	2.0	2.0	1.9	1.9	2.0	2.1	2.2	1.9
Travel	2.0	1.9	2.0	1.9	2.0	2.0	2.0	2.0	2.1	1.9
War	2.2	2.2	2.1	2.2	2.1	2.1	2.2	2.2	2.3	2.1
Weather	2.3	2.2	2.3	2.3	2.2	2.2	2.2	2.3	2.4	2.2

Editorial content satisfaction ratings on a 5-point scale with 1 being poor and 5 being excellent.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Mean content satisfaction	3.4	3.2	3.5	3.5	3.3	3.3	3.3	3.6	3.6	3.3
Arts	3.5	3.3	3.7	3.6	3.4	3.4	3.5	3.7	3.7	3.4
Auto	3.4	3.2	3.5	3.5	3.3	3.3	3.3	3.5	3.6	3.3
Business	3.5	3.4	3.7	3.7	3.4	3.4	3.5	3.8	3.8	3.4
Community Announcements	3.5	3.4	3.7	3.6	3.5	3.4	3.5	3.7	3.7	3.4
Education	3.3	3.1	3.5	3.6	3.2	3.1	3.2	3.6	3.5	3.2
Environment	3.2	3.1	3.4	3.4	3.1	3.1	3.2	3.5	3.5	3.2
Fashion	3.0	2.8	3.3	3.0	3.0	3.0	3.1	3.2	3.2	3.0
Food	3.4	3.2	3.6	3.4	3.3	3.4	3.4	3.7	3.7	3.3
Health	3.3	3.1	3.5	3.4	3.1	3.2	3.3	3.6	3.6	3.2
Home	3.5	3.3	3.7	3.4	3.5	3.4	3.5	3.6	3.7	3.4
Jobs	3.5	3.4	3.7	3.9	3.6	3.5	3.5	3.5	3.6	3.6
Movies	3.7	3.5	3.9	4.0	3.7	3.6	3.6	3.7	3.8	3.7
Accidents	3.8	3.6	3.9	3.9	3.7	3.7	3.8	4.1	4.1	3.7
Obituaries	3.6	3.4	3.8	3.6	3.5	3.5	3.7	4.0	4.0	3.5
Ordinary People	3.2	3.0	3.3	3.2	3.1	3.0	3.2	3.5	3.5	3.1
Parenting	3.0	2.8	3.2	3.0	2.9	2.9	3.0	3.2	3.2	2.9
Police	3.4	3.3	3.6	3.6	3.4	3.3	3.5	3.7	3.7	3.3
Politics	3.5	3.3	3.6	3.7	3.4	3.4	3.5	3.7	3.8	3.4
Pop Music	2.9	2.8	3.1	3.1	2.9	2.9	2.8	3.0	3.1	2.9
Religion	2.9	2.8	3.1	2.9	2.8	2.8	2.9	3.2	3.2	2.8
Science	3.1	2.9	3.2	3.2	3.0	3.0	3.0	3.3	3.3	3.0
Sports	3.7	3.6	3.9	4.1	3.7	3.6	3.6	4.0	4.0	3.7
Television	3.5	3.3	3.7	3.7	3.4	3.4	3.4	3.8	3.7	3.5
Travel	3.3	3.1	3.5	3.4	3.3	3.2	3.2	3.5	3.5	3.3
War	3.4	3.2	3.5	3.5	3.3	3.2	3.3	3.6	3.6	3.3
Weather	3.6	3.4	3.7	3.8	3.5	3.4	3.5	3.9	3.8	3.5

ADVERTISING CONTENT PREFERENCES & SATISFACTION

Overall, people rate the advertising content as slightly more important than the editorial content. Women, light readers and young people, particularly, rate the advertising content as being very important to them.

Women and heavy readers rate advertising inserts for food and groceries and clothing and non-supermarket stores as being more important than average to them. Men rate the same areas as being less important than average to them. Young people and light readers rate classified advertising as more important to them than average.

Advertising satisfaction follows the same basic pattern as it does for content satisfaction. Women and heavy readers say that they are more satisfied than men and light readers. On the whole, however, people say that they are significantly more satisfied with the advertising content in newspapers than the editorial content.

In the tables below, importance is rated on a 3-point scale with 1 meaning not important and 3 meaning very important. Satisfaction is measured on a 5-point scale with 1 meaning poor and 5 meaning excellent.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Mean advertising importance	2.0	1.9	2.2	2.2	1.2	2.0	2.0	2.0	2.2	2.1
Ads/inserts for food & groceries	2.2	2.0	2.4	2.2	2.2	2.2	2.2	2.3	2.4	2.2
Clothing & non-supermarket stores	2.0	1.8	2.3	2.2	2.1	2.0	2.0	2.0	2.2	2.0
Classified ads	1.9	1.9	2.0	2.3	2.2	2.0	1.9	1.6	1.8	2.1
Entertainment & sporting events	2.1	2.1	2.2	2.3	2.2	2.1	2.1	2.0	2.2	2.1
Mean advertising satisfaction	3.9	3.7	4.1	4.0	3.8	3.8	3.8	4.0	4.1	3.8
Ads/inserts for food & groceries	4.0	3.8	4.2	4.0	4.0	3.9	4.0	4.3	4.3	4.0
Clothing & non-supermarket stores	3.9	3.6	4.1	3.9	3.8	3.8	3.8	4.0	4.1	3.8
Classified ads	3.8	3.6	4.0	4.0	3.9	3.7	3.8	3.9	4.0	3.8
Entertainment & sporting events	3.7	3.6	3.9	3.9	3.6	3.6	3.7	4.0	4.0	3.7
Weekend time spent reading ads⁵										
% none	20.9	23.4	18.4	22.8	16.7	18.6	22.3	26.1	19.3	24.5
% less than 30 min	52.2	56.2	48.3	48.7	51.9	55.9	53.6	46.9	50.5	51.7
% 30-60 min	20.4	15.7	24.8	22.5	25.4	19.5	18.0	18.6	22.1	18.6
% 1 hr to 2 hours	5.1	3.7	6.5	5.9	4.8	4.3	5.4	6.5	6.4	3.9
% 2 hours to 2.5 hours	.7	.5	.9	.1	.8	.6	.4	1.1	.9	.3
% 2.5 hours to 3 hours	.4	.2	.7	.1	.1	.8	.1	.3	.2	.9
% 3 hours or more	.3	.2	.4	.0	.3	.3	.1	.4	.6	.1

⁵ Results reflect only people who say that they typically read newspapers

NEWSPAPER SERVICE PREFERENCES & SATISFACTION

Survey respondents were asked a series of questions about the newspaper's service. As we saw with editorial and advertising content, heavy readers and older readers rate service as more important than light readers and younger readers. Overall, the condition and completeness of the newspaper at delivery is the most important service factor followed by delivery time and placement, billing and overall customer service.

Light and young readers rate ease of single copy purchase as more important to them than other readers.

As we saw with editorial and advertising content, heavy readers are significantly more satisfied with newspapers' performance than light readers. Older respondents are more satisfied than younger respondents and women are more satisfied than men.

In the tables below, importance is rated on a 3-point scale with 1 meaning not important and 3 meaning very important. Satisfaction is measured on a 10-point scale with 1 meaning poor and 10 meaning excellent.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Mean importance of service	2.30	2.3	2.4	2.3	2.3	2.3	2.3	2.3	2.5	2.2
When/how paper is delivered	2.5	2.5	2.6	2.3	2.4	2.5	2.6	2.7	2.8	2.3
Home delivery cost	2.4	2.3	2.5	2.3	2.4	2.4	2.4	2.5	2.6	2.3
Billing accuracy	2.5	2.5	2.6	2.4	2.5	2.5	2.5	2.6	2.7	2.4
Customer service	2.5	2.4	2.6	2.3	2.5	2.5	2.5	2.6	2.7	2.4
Ease of single copy purchasing	1.9	1.8	1.9	2.1	2.0	1.9	1.8	1.7	1.7	2.1
Condition/completeness at delivery	2.6	2.6	2.7	2.6	2.6	2.6	2.6	2.7	2.9	2.6
Telemarketing calls	1.6	1.6	1.7	1.8	1.7	1.7	1.6	1.5	1.6	1.7
Quality of paper, ink, type size	2.3	2.3	2.4	2.3	2.2	2.3	2.4	2.5	2.6	2.2
Mean satisfaction with service	7.1	7.0	7.4	7.2	6.9	7.0	7.0	7.7	7.9	6.9
When/how paper is delivered	7.4	7.3	7.6	7.6	7.0	7.2	7.3	8.2	8.4	7.0
Home delivery cost	6.8	6.6	7.0	6.7	6.5	6.6	6.8	7.5	7.7	6.4
Billing accuracy	7.8	7.6	8.0	7.5	7.3	7.6	7.8	8.6	8.8	7.3
Customer service	7.3	7.0	7.5	7.1	6.7	7.0	7.2	8.2	8.3	6.7
Ease of single copy purchasing	8.0	7.8	8.2	8.1	8.0	8.0	7.7	8.0	8.3	8.1
Condition/completeness at delivery	8.0	7.9	8.1	7.9	7.6	7.9	8.1	8.5	8.7	7.9
Telemarketing calls	4.3	4.1	4.4	4.6	4.3	4.3	4.0	4.3	4.7	4.0
Quality of paper, ink, type size	7.4	7.2	7.6	7.9	7.2	7.2	7.2	7.7	7.9	7.3

USE OF OTHER MEDIA: TELEVISION

This section provides information about television viewing habits and preferences. Generally, Americans view about three hours of television per day. Less than 2% of the respondents said they do not watch television. Viewers turn to television primarily for Local News, Movies, National News, and Sports, and they are more likely than not to be doing other tasks while watching television.

Women watch a bit more television than men, and a large proportion of women report doing other tasks while watching television “most of the time.” Men and women significantly differ in what they regularly watch on television: men report watching much more Sports, Business and Financial, Science and Nature, Documentaries, and National News programs than women. Women, on the other hand, report watching more Drama, Daytime Talk, Game Show, Food, Gardening and Decorating, Soap Opera, and Religion programs than men.

While age groups 24-34 and 35-54 spend slightly less time watching television than the general average (less than 3 hours per day), people over 60 spend an average of four hours per day watching television. Those younger than 23 and age 54-60 watch three hours of television per day. Business and Financial News, Biographies, Documentaries, Local News, National News, News Magazines, Religious Programs, Travel, and Sports are more popular with older viewers. Dramas, Daytime Talk Shows, Late Night Talk Shows, Movies, Music/Variety, Situation Comedies, and Soap Operas are more popular with younger viewers.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
TV hours per day	3.2	3.0	3.4	3.1	2.7	2.8	3.2	4.1	3.6	2.9
Percent watching program types:										
% Do not watch TV	1.5	1.8	1.2	1.6	1.8	1.8	2.1	0.5	0.9	1.4
% Biographies	30.8	31.3	31.0	21.2	27.1	31.7	34.6	34.1	35.7	27.4
% Business/Financial	19.5	26.8	13.0	7.1	14.5	18.6	23.5	26.7	25.9	14.8
% Documentaries	34.2	40.9	28.4	25.0	31.5	35.2	41.3	35.9	38.0	31.9
% Dramas	38.7	31.2	46.6	40.8	44.3	39.2	36.4	35.4	40.2	38.6
% Daytime Talk	15.9	8.8	22.9	28.3	13.4	14.1	13.3	19.7	16.9	15.5
% Game Shows	31.0	26.0	36.2	34.0	23.7	25.2	32.4	45.2	37.2	28.2
% Food	17.7	14.6	21.0	16.7	14.3	17.5	22.6	20.0	20.7	16.6
% Garden/Decorating	17.9	12.8	23.0	12.5	18.4	18.7	26.1	15.8	19.0	17.4
% Home/Shopping	4.5	2.5	6.4	5.2	3.6	4.6	6.1	4.4	4.7	4.3
% Late Night Talk Shows	18.8	20.5	17.7	33.3	21.1	18.7	17.7	15.9	19.8	18.6
% Local News	65.5	63.7	68.5	44.9	58.3	64.0	70.3	78.2	77.5	63.1
% Movies	60.8	60.5	62.2	71.6	62.0	61.0	64.2	59.1	61.2	61.0
% Music/Variety	21.3	20.1	22.8	48.5	26.9	19.4	15.7	17.5	19.4	23.1
% National News	49.5	54.4	45.9	33.3	35.2	45.5	56.6	69.4	62.9	41.3
% News Magazines	31.4	29.5	33.9	24.9	25.2	31.0	32.0	39.2	39.9	27.6
% Religion Programs	10.4	8.5	12.3	4.7	4.1	8.0	13.7	18.5	10.5	10.1
% Science/Nature	33.4	42.1	25.8	29.9	35.3	37.6	33.8	27.4	31.9	34.1
% Situation Comedy	37.2	36.3	38.8	48.3	53.0	41.3	28.5	21.2	33.5	40.0
% Soap Operas	13.8	5.7	22.5	23.3	14.1	12.4	12.9	16.2	15.8	13.6
% Sports	44.8	61.1	30.2	35.2	43.7	44.7	42.6	49.4	55.4	40.0
% Travel	13.8	15.4	12.6	9.7	10.6	11.5	16.6	20.3	16.5	12.7

USE OF OTHER MEDIA: RADIO

This section provides information about how americans listen to the radio. The average American listens to the radio three hours per day, turns to an average of 3 different radio stations per week, and, for the most part, does something else while listening to the radio. Less than 8 percent of the respondents say they do not listen to the radio.

Men are more likely to listen to the radio, and they report listening to a slightly larger number of stations than do women.

How much one listens to the radio varies by age: the older the respondents, the fewer hours they spend listening to the radio and the fewer stations they listen to.

Light readers report listening to the radio more, but also doing other tasks while listening to the radio.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Hours/day listening to radio	3.2	3.2	3.2	3.9	3.4	3.3	3.1	2.8	3.0	3.4
Different stations/week	3.0	3.2	2.8	3.7	3.7	3.0	2.4	2.4	2.6	3.1
Radio Stations										
% Do not listen to radio	7.5	6.5	8.4	3.4	3.3	3.8	7.1	17.3	10.2	3.8
% Easy listening	30.1	26.4	33.7	18.5	31.4	33.9	34.5	23.9	30.9	31.4
% Adult contemporary	13.4	13.0	13.8	16.2	18.3	16.3	8.8	5.7	12.3	15.0
% New Rock	15.8	19.0	12.7	38.2	32.8	16.5	4.1	0.9	10.3	20.2
% Top 40	20.4	18.8	21.9	29.9	37.5	22.7	10.4	4.5	16.3	23.9
% Classical	16.4	16.9	15.9	12.3	12.7	14.7	20.9	21.5	17.6	14.4
% Country	23.0	21.2	24.8	22.1	27.4	23.1	24.3	19.4	23.1	24.9
% Oldies	31.5	30.4	32.5	26.1	22.8	34.7	43.6	31.0	35.7	29.0
% Religion	13.0	11.1	14.7	9.0	12.9	13.4	15.0	12.2	9.6	14.8
% Rock -mid 70s to present	26.6	28.8	24.4	36.2	41.0	35.7	13.9	2.8	18.8	31.5
% Spanish	2.6	2.8	2.3	9.0	3.6	2.1	3.7	1.2	0.9	2.3
% Funk, rap, hip hop	8.6	7.7	9.6	46.1	17.5	6.4	2.2	0.8	4.2	11.5
% Talk radio	43.2	53.1	33.8	20.9	39.1	44.5	46.0	47.8	48.7	40.4
% Other	8.9	9.3	8.4	15.9	8.3	9.5	10.8	6.5	7.4	10.2

USE OF OTHER MEDIA: MAGAZINES

This section provides information about Americans' magazine reading habits and preferences. The average American spends about two hours per week reading magazines. Less than 20% of the respondents report that they do not read magazines at all, and a majority of those that do read magazines say they simultaneously do another task. In general, more people said they regularly read Special Interest/Hobby, Women's, and Other magazines. News and Sports followed.

Women are more likely than men to say they do something else while reading magazines, and over 50% of the women say they read Women's magazines. More women than men read Celebrity magazines. More men read Business, Computer, Men's, News, Political/Cultural, Sports, Trade/Professional, and Other.

More younger people report not reading magazines at all, while older people report spending more hours reading magazines, and rarely or never doing any other task while reading magazines. Women's magazines are more popular with younger people, as are Celebrity, Men's, and Sports magazines. Ages 35-54 and 55-59 report reading Business, Computer, Special Interest/Hobby, and Trade/Professional in greater numbers than younger or older readers. Older magazine readers are distinguished in that they are more likely to read News and Other magazines.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Hours reading magazines/week	2.3	2.4	2.4	2.4	2.2	2.2	2.3	2.8	2.8	2.1
Reading by types of magazines										
% Business	16.5	23.9	9.5	10.7	15.4	17.6	18.0	16.3	19.4	14.5
% Computer	9.7	15.0	4.7	8.3	9.9	12.4	9.0	6.0	8.8	9.8
% Celebrity	13.9	7.4	20.2	25.3	17.5	14.9	9.7	9.1	14.7	14.3
% Men's	8.2	15.5	1.2	14.1	13.0	8.1	5.3	4.1	8.0	8.4
% News	21.3	24.7	18.1	21.6	15.8	18.8	23.2	29.4	30.3	16.7
% Political & cultural	11.0	12.6	9.4	11.7	8.5	9.8	11.4	14.6	14.1	9.0
% Special Interest/Hobby	29.4	30.7	28.2	26.0	29.2	31.6	32.4	26.1	32.3	28.3
% Sports	17.9	28.4	7.9	20.4	18.4	18.4	15.4	16.9	23.4	14.8
% Trade/professional	15.6	20.8	10.6	6.6	13.7	20.4	21.1	9.6	15.7	16.3
% Women's	28.8	2.9	53.5	37.5	29.5	27.6	26.7	29.3	32.3	29.8
% Other	28.0	22.0	33.8	29.3	27.3	24.7	29.4	32.9	30.4	28.7

USE OF OTHER MEDIA: INTERNET

The growing use of the Internet can be seen clearly in Impact's results. The typical American uses the Internet 3.8 hours per week with men spending more time than women and young people spending more time than older people. Light readers spend slightly more time online than do heavy readers.

The average person visits 7.2 Web sites per week. The number of sites visited increases with the amount of time spent on the Internet.

If we focus on the types of sites visited, newspaper Web sites are clearly outperforming those of other media. Newspaper Web sites have been visited by an average of 16 percent of all people nationally, significantly more than for television news or magazine Web sites. Interestingly, light readers are more likely to have visited a newspaper Web site than heavy readers.

Looking at sites that offer content that newspapers have carried, traditionally including sports, financial services, and job listings we see the clear impact of the Internet. Overall 15 percent of respondents say that they visit a sports site in a typical seven-day week. Looking at people who say that sports content is "very important" to them, the number jumps to 40 percent. Overall, 20 percent of respondents visit a Web site for financial services in a seven-day week, but of people who say business content is very important to them, the number jumps to 43 percent. Ten percent of people overall say that they have looked at a jobs website, but of people who say that jobs is very important to them, 29 percent visit the Internet for the same information.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Hours/week using the Internet	3.8	4.9	2.6	4.8	5.5	4.2	3.3	1.6	3.2	4.1
Web sites visited per week	7.2	9.8	4.7	12.3	11.5	7.8	5.1	2.0	6.3	9.3
% Do not use Internet	29.0	25.0	33.1	19.3	16.9	21.1	29.2	58.4	25.0	24.6
% Auction	10.6	12.8	8.2	15.5	15.1	11.3	9.1	4.1	8.9	12.1
% Automobile	10.5	15.4	5.5	17.7	14.3	11.4	8.8	4.0	9.8	11.9
% Computer/Software	13.4	20.5	6.2	13.0	16.5	16.1	10.6	6.3	11.1	15.3
% Educational	21.4	19.9	23.0	32.0	25.4	24.6	19.7	9.6	19.7	24.9
% Financial Services	23.5	32.2	14.7	10.5	25.7	27.1	24.7	17.0	23.4	23.3
% Food/Cooking	12.1	7.6	16.6	9.4	13.8	13.2	14.4	8.0	13.1	13.0
% Game	12.9	13.5	123.0	25.7	16.2	13.2	9.1	7.6	11.8	14.6
% Health/Fitness	13.5	9.7	17.3	11.6	15.0	15.6	11.4	9.0	13.5	14.5
% Home Improvement	7.9	8.8	7.0	3.2	10.4	9.6	8.2	3.2	7.9	7.4
% Job Listings	11.2	12.2	10.2	15.6	17.2	13.1	6.9	2.0	8.2	14.0
% Magazines	11.6	13.8	9.3	22.3	18.2	11.8	7.5	3.6	10.2	12.9
% Newspapers	19.0	23.6	14.3	15.5	23.6	21.7	17.4	10.7	18.7	19.8
% Music Only	10.2	12.2	8.1	35.4	16.2	9.5	4.1	2.2	6.2	13.8
% Retail Shopping	18.4	15.3	21.5	25.7	25.3	20.6	14.5	7.0	15.8	19.7
% Real Estate	7.2	7.4	7.0	6.8	8.6	8.9	5.9	3.1	6.7	8.9
% Sports	18.1	28.2	7.8	20.8	25.0	20.3	12.1	8.4	19.6	18.1
% Special Interest/Hobby	29.5	32.7	26.3	33.4	39.1	32.7	29.4	13.2	25.1	31.9
% Television News	10.9	11.2	10.6	17.2	14.3	11.3	7.9	6.4	10.6	10.9
% Travel Related	23.8	22.8	24.8	21.1	28.0	26.0	27.0	15.3	25.7	24.6
% Other	23.4	22.8	24.0	34.0	28.7	25.3	24.7	11.6	18.2	27.9

GENERAL LIFESTYLE & DEMOGRAPHICS

Focusing on the differences between heavy readers and light readers, this survey confirms many previously observed patterns. Men tend to read more heavily than women. Heavy readers tend to have lived in the community longer, tend to be older and more affluent. Traditionally, newspaper readers have also tended to be more educated than non-readers. A growing group of educated young people who choose not to read newspapers is changing that image slightly. We see that the educational levels of both heavy readers and light readers are similar. Many college graduates are choosing not to read the newspaper.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Gender										
% Male	48.8	100.0	0.0	34.8	47.0	51.6	50.4	47.9	50.2	46.6
% Female	51.2	0.0	100.0	65.2	53.0	48.4	49.6	52.1	49.8	53.4
Age										
% <23	4.4	3.2	5.6	100	0	0	0	0	1.7	6.3
% 23-34	20.4	19.7	21.2	0	100	0	0	0	9.1	28.2
% 35-54	41.3	43.6	39.0	0	0	100	0	0	34.9	45.1
% 55-59	7.1	7.3	6.9	0	0	0	100	0	8.6	5.6
% 60+	26.8	26.2	27.3	0	0	0	0	100	45.8	14.8
Years in living in town	20.2	19.9	20.5	12.7	11.5	16.4	25.0	32.4	26.8	16.2
Education										
% Grade School	1.4	1.2	1.6	1.6	0.4	0.7	1.1	3.5	1.0	1.5
% Some High School	4.0	3.7	4.4	9.4	2.1	2.3	3.9	7.9	4.3	3.1
% High School Graduate	17.5	12.6	22.4	27.8	10.5	14.7	19.5	26.3	19.2	17.3
% Special/technical College	4.4	4.0	4.7	3.8	3.4	5.1	4.4	4.0	4.1	4.8
% Some College	23.6	22.4	24.6	36.5	23.4	22.5	24.9	22.5	24.4	25.0
% College Graduate	23.6	25.7	21.4	14.7	33.5	25.9	16.4	14.4	20.1	24.3
% Some Post-graduate	7.9	8.4	7.3	2.6	7.6	8.9	9.3	6.8	7.4	7.4
% Post-graduate degree	17.7	21.9	13.6	3.6	19.1	19.9	20.6	14.5	19.4	16.6
Employment status										
% Full time	57.0	68.2	45.7	36.3	73.5	76.5	70.6	11.4	44.9	65.1
% Part-time	7.6	3.2	12.1	10.9	8.6	9.2	8.7	3.4	6.7	9.4
% Homemaker	6.9	0.3	13.7	3.8	10.6	7.4	6.0	4.0	5.8	6.9
% Student	2.8	2.3	3.4	39.0	4.3	0.6	0.7	0.4	0.9	4.0
% Disabled	1.8	1.8	1.8	0.4	0.4	2.0	2.8	2.5	1.5	1.5
% Retired Working Part Time	2.2	2.6	1.8	0.0	0.0	0.4	2.3	7.2	3.8	1.2
% Retired	18.9	19.7	18.2	2.2	0.1	1.3	7.4	68.5	34.2	9.0
% Not employed	2.7	2.1	3.4	7.4	2.5	2.7	1.5	2.6	2.2	2.9
Marital status										
% Married	59.8	64.3	54.9	15.7	52.4	68.3	67.8	57.3	65.6	56.7
% Widowed	8.4	4.1	12.9	0.2	0.3	1.4	3.2	28.0	12.6	5.2
% Legally separated	0.8	0.8	0.8	0.0	0.5	1.2	1.1	0.6	0.5	0.8
% Divorced	10.7	9.1	12.3	1.1	4.5	13.5	23.1	9.4	8.9	11.7
% Single (never married)	20.4	21.7	19.1	83.0	42.3	15.7	4.8	4.7	12.4	25.6

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Housing status										
% Single-family Dwelling	82.4	81.4	83.1	77.6	73.5	85.8	88.7	82.8	87.0	80.6
% Multi-unit Apartment	17.6	18.6	16.9	22.4	26.5	14.2	11.3	17.2	13.0	19.4
Household income										
% Less than \$15,000	7.1	5.2	9.3	14.1	4.0	4.5	4.9	13.7	6.1	7.2
% \$15,000-24,999	9.9	7.7	12.3	15.3	8.6	5.4	8.0	18.5	10.1	9.2
% \$25,000-34,999	11.8	10.9	12.7	10.7	14.4	8.1	9.7	16.7	12.2	11.8
% \$35,000-44,999	10.8	10.3	11.3	9.2	12.7	9.8	9.6	11.6	11.9	11.2
% \$45,000-54,999	12.2	13.5	10.8	12.5	14.9	12.1	13.5	9.7	11.5	12.5
% \$55,000-64,999	10.0	10.2	9.7	7.6	11.3	10.7	8.8	8.5	9.7	9.1
% \$65,000-74,999	8.6	9.5	7.6	8.2	8.5	11.0	8.1	4.7	7.5	9.5
% \$75,000-84,999	6.8	7.5	6.0	6.0	6.7	8.5	7.3	3.6	6.3	8.2
% \$85,000-94,999	5.3	5.3	5.3	4.7	4.8	6.9	7.1	2.7	5.5	6.3
% \$95,000-104,999	4.6	5.1	4.1	3.0	4.7	6.0	5.1	2.3	4.6	4.8
% \$105,000-114,999	2.3	2.6	1.9	1.1	2.2	3.2	3.0	0.9	2.5	2.0
% \$115,000-124,999	1.6	1.8	1.5	0.8	1.5	2.0	2.6	1.0	1.8	1.1
% \$125,000+	9.0	10.5	7.4	6.9	5.8	11.9	12.5	6.1	10.3	7.2
Race										
% White/Caucasian	87.0	87.1	86.9	67.6	83.2	86.7	91.2	92.5	92.2	85.3
% African-American or Black	5.2	3.9	6.6	10.1	5.2	5.2	5.0	4.7	3.9	5.6
% Asian	3.5	4.0	2.9	11.7	5.7	3.3	1.7	1.1	1.4	3.9
% Other	4.3	5.0	3.7	10.7	5.9	4.8	2.2	1.8	2.4	5.2
% of Hispanic Descent	4.8	4.8	4.7	13.2	6.2	4.8	3.0	2.6	2.7	5.5

The survey also asked about leisure time and overall satisfaction with life. Generally, Americans say they work an average of about 40 hours a week, with about 12 hours free time during the week and about 12 hours free time during the weekend. Commuting to and from work takes 50 minutes on average.

There are differences, however, between men and women in their report of how their time is divided: men report more hours of working than women, but also more free time. Free time is defined in our survey as time away from work not spent on household tasks or chores.

Perhaps not surprisingly, age also matters: people in the age groups 23-34 and 35-54 work more than other age groups and have less free time.

Heavy readers report more free time and fewer working hours than do light readers. While there may be something to the perceived time-starvation of light readers, it's noteworthy that light readers still report more than 20 hours of free time each week.

Respondents younger than 23 have the highest satisfaction with life, while those aged 23-34 have the lowest satisfaction ratings of any age group.

	Total	Men	Women	Age <23	Age 23-34	Age 35-54	Age 55-59	Age 60+	Heavy Readers	Light Readers
Satisfaction with life	2.6	2.6	2.7	2.7	2.5	2.7	2.6	2.7	2.6	2.7
Working hours per week	40.4	43.5	36.6	34.7	41.5	41.6	39.8	32.9	39.4	40.8
Commute time in minutes	49.0	51.9	45.5	39.4	51.2	50.5	45.3	42.4	44.5	49.8
Free time hours Monday-Fri	11.7	13.1	10.3	14.4	10.0	10.0	12.3	15.9	13.3	10.4
Free time hours Weekend	12.1	13.4	10.8	14.2	12.8	11.4	12.0	12.2	12.1	11.7

APPENDIX A: SURVEY METHODOLOGY

We used data from a multi-stage probability sample of the general U.S. population. The data were collected as part of the Impact study conducted by the Readership Institute at Northwestern University. The sample was designed to be both representative of the population and of newspapers. Technical details of the sampling procedures are given below.

The first step of the sampling process was to select a representative sample of daily newspapers in the United States. We compiled a sampling frame using lists of newspapers from the Newspaper Association of America (NAA), the Audit Bureau of Circulation (ABC) and Editor and Publisher. We excluded newspapers with the following characteristics: (1) average daily circulation under 10,000; (2) non-English language; (3) specialty newspapers such as *Investor's Business Daily*; (4) national newspapers (i.e., *New York Times*, *Wall Street Journal*, or *USA Today*). In total, the sampling frame consisted of 846 newspapers.

We stratified the sampling frame into six strata by applying k-means clustering to structure data from ABC, household counts from the US Postal Service, and demographic data from Claritas and the US Census. In defining the strata we needed to identify the “market” for each newspaper. We defined home counties as those counties that make up 80% of total circulation. The strata were defined using the average daily circulation, number of households in the home counties, Claritas’ measure of urbanicity averaged over the home counties, number of competitive daily newspapers in the DMA, and a measure of market penetration in the home counties. Characteristics of six strata are summarized in Table 1.

We drew simple random samples without replacement from each stratum so that we would have approximately the same number of newspapers from each stratum. The final list of participating newspapers included 18 from small town, 20 from small town/city+, 14 from small city local, 17 from city local, 15 from city regional, and 17 from big city.

Stratum	N	Circ	HHs	Zips	County	Urban	Pene	Comp
Small town	278	15,464	36,529	11.9	1.3	2.0	1.3	6.2
Small town/city +	162	36,500	68,897	30.6	3.6	1.6	1.3	3.7
Small city local	184	29,763	131,281	21.8	1.3	2.9	0.8	12.0
City local	81	96,864	212,684	34.4	1.5	3.0	1.2	9.2
City regional	64	111,397	219,378	59.2	6.1	2.0	1.2	3.4
Big city	77	366,887	956,606	112.7	3.3	3.6	0.9	10.2

The second step of the sampling procedure was to draw a random sample of consumers from each of the 100 newspaper markets. We drew names randomly from the zip codes accounting for 80% of circulation within each newspaper’s home market. The sampling frame was lists of names compiled from a direct marketing list provider. We mailed 115,890 surveys between June 1, 2000 and July 15, 2000. The number of surveys mailed to each market was selected to produce approximately the same number of respondents. Surveys were allocated to zip codes within a market in proportion to a number of people living in the zip code. The individual in the household 18 years or older with the most recent birthday was asked to complete the survey. An incentive of \$3 was attached to each survey, and responders were entered into drawings for 15 cash prizes. In total 37,036 responded, giving a response rate of 37%. The distribution of the number of responses in each market was normal shaped with a mean of 337, standard deviation of 46, minimum of 271, and a maximum of 472. Response rates in individual markets varied between 25% and 50% with a standard deviation of 6%.

The last step in the sampling procedure was to do a telephone survey of nonresponders. This was done to determine if nonresponders were systematically different from responders. Over the phone, we administered an abridged version of the mail survey to a random sample of 2000 nonresponders to the mail survey,

approximately 20 from each market. We found that nonresponders were more likely to be nonreaders. The results of the phone survey were accordingly used to compute sampling weights to correct for this in the main survey. It turned out that 74% of the nonresponders were “readers,” meaning they look at a newspaper during a typical 7-day week, while 93% of responders were readers.

Respondents to the mail survey were also weighted based on age and sex to make the sample more representative. Weights were computed to reflect a random sample from the United States using data from phone survey, Claritas, and the 1990 Census.