

User behavior on local daily newspapers' Web sites

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Executive summary

The Readership Institute has conducted studies of [100 newspaper markets](#) in the United States to measure Reader Behavior Scores since 2000.

In 2006, we also asked respondents about their local daily newspaper's Web sites. We asked whether and how people use the site, how their site usage relates to their print readership, and what important interactive capabilities the site should have.

As part of the 2006 study, we also have reports about [readership and people's "experiences"](#) with their local daily newspaper (or how engaged and involved they are with it), and about [civic involvement and trust](#).

Highlights

- Newspaper Web sites continue to have limited penetration in most communities. The potential to develop a strong and differentiated local online brand and to establish usage among groups who don't read the newspaper much or who prefer to get their news and information online is largely unexploited. Overall, 67% of respondents have never visited their local daily newspaper's Web site (up 3 percentage points from 2005, but down from 70% in 2003).
- People in smaller markets are less likely to have visited their newspaper's Web site than in larger markets
- RBS of the print product among people who read the online version of the paper is lower than those who don't (4.49 vs. 4.66 on a 7-point scale) in the last three studies (this disparity did not exist when we first measured in 2002).
 - For a small but growing number of people, newspapers are being replaced by their Web sites. Of those who use the newspaper's Web site, 27% report they use it instead of the newspaper itself – up from 22% in 2003 and about the same as 2005 (26%).
- Those who do access the newspaper's Web site tend to be younger, more educated, and higher income than those who do not. Men and women access the sites to the same extent, but men report more frequent usage.

- Reading/viewing, linking, and searching are some of the most common behaviors on newspaper Web sites.
- Some of the least common online behaviors are contributing content, communicating with reporters and bloggers, and requesting news alerts sent to mobile devices and RSS feeds. This may be more a reflection of what sites offer than users' inclinations to use such features.
- The many things that people do on newspaper Web sites cluster into five categories: consume information, manage services, express opinion, monitor conversation, and trade goods. Consuming information is the most prevalent behavior on newspaper Web sites, followed by trading goods.
- Younger people and people with lower income tend to engage in trading goods and monitoring conversation more than older and wealthier people. Less educated people also tend to engage in trading goods more than higher educated people, but they consume information less.
- Younger people and people with lower income consider the ability to manage services and control or pull information to be more important than do older and wealthier people. Younger people also ascribe more importance to being able to consume and seek information than do older people
- The study suggests that newspaper Web sites under-perform in managing services; consumers generally rate it as a fairly important thing to be able to do on the site, but few report doing it.

Below are detailed results from this study. We explain how the study was done, who uses local daily newspapers' Web sites, online usage vs. print readership, what people do on a newspaper Web site, and what features people say are important on newspapers' Web sites.

How the study was done

The 2006 study was conducted by Wilkerson and Associates by telephone in the original 100 Impact markets and comprised 3,097 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 [Impact newspapers](#) and the [questionnaire](#) for this study are located on our Web site at www.readership.org.

Detailed results

To date, newspaper Web sites have achieved relatively low levels of penetration in their markets compared with the penetration of the print product. On average, 67% of respondents have never accessed their newspaper's Web site, and only 10% have visited the site within the past week.

The last time accessed the newspaper Web site*

	2006	2005	2003
	%	%	%
Today	2	3	2
Yesterday	2	2	2
Within the last 7 days	6	7	5
Within the last 14 days	2	3	2
Within the last 30 days	2	3	4
Longer than 30 days	18	18	15
Never accessed Web site	67	64	70
Total	100	100	100

* This question was not asked in 2002.

In 2006 we also analyzed the data by circulation. We find that local daily newspapers with higher circulation have better penetration in their markets. Web sites of newspapers with 100-200,000 or over 200,000 circulation enjoy more access in their market than smaller newspapers. For example, 59% of respondents in markets with newspapers of 100-200,000 circulation said they never accessed the newspaper's Web site, compared with 67-71% of respondents in markets with smaller newspapers. Similarly, 12% of respondents reported they visited the Web sites of newspapers with 100-200,000 circulation within the last 7 days, compared with much smaller numbers for papers of other sizes.

The last time accessed the newspaper Web site, by circulation

	2006	Circulation Size (000)				
		Industry	10-25	25-50	50-100	100-200
Sample Size	3097	1063	619	649	306	460
Newspaper Markets	100	34	20	21	10	15
	%	%	%	%	%	%
Today	2	3	2	3	2	3
Yesterday	2	2	2	1	3	2
Within the last 7 days	6	4	4	6	12	7
Within the last 14 days	2	3	0	2	2	2
Within the last 30 days	2	3	2	1	2	2
Longer than 30 days	18	17	18	19	19	19
Never accessed Web site	67	68	71	67	59	64
Total	100	100	100	100	100	100

Who uses the local daily newspaper Web site?

The table below shows RBS scores and demographic information for those who have *never* used the newspaper's Web site compared to those who have. The two columns on the right compare those who used the site within the last 30 days with those who have used it longer than 30 days ago.

Readership of the print newspaper (measured by RBS) is slightly higher for those who have never used the newspaper's Web site compared to those who have (this is for all respondents, including non-readers). However, recent users of the newspaper Web site have a statistically significant higher RBS than those who have never used it, indicating that among those who use both the print newspaper and its Web site, heavier users tend to consume more types of media.

Gender is about evenly split among those who never accessed the newspaper's Web site, but slightly more women say they accessed the newspaper's Web site at some point than do men (52.6% compared with 47.4%). However, women are more likely to be infrequent users of the site (i.e., to report non-recent access).

In terms of age, those who have never accessed the newspaper's site tend to be older – almost a quarter are over 65 years old. In the same vein, older people report accessing the Web site less recently than younger people.

Income and education also play a role in access to the newspaper's Web site: Those who have never accessed the newspaper's Web site have lower levels of income and education. However, income and education do not seem to play a large role in how recently the site was accessed.

Results for race/ethnicity should be interpreted with caution due to small sample sizes for some of the groups. More Whites report having accessed the Web site at some point (82.4%) than not (74.4%), but a greater proportion of Whites reports accessing the site less recently, rather than more recently. Among minority groups, a greater proportion of those identifying as African-Americans, Asians and multi-racial report accessing the Web site within the last 30 days than longer than 30 days.

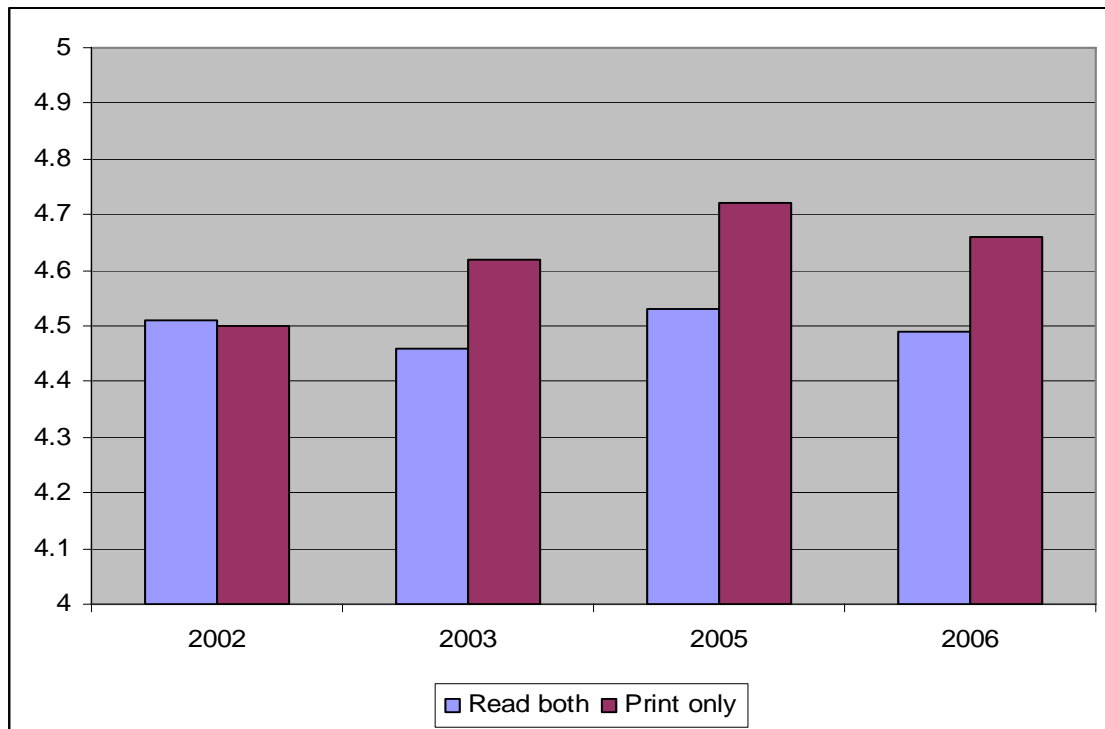
Newspaper Web site usage, by demographics

	NEVER used	EVER used	USED within last 30 days	USED longer than 30 days
	n=2028	n=981	n=424	n=557
RBS	3.51	3.63	3.71	3.57
	%	%	%	%
Male	49.10	47.40	52.00	44.00
Female	50.10	52.60	48.00	56.00
18 to 24	6.71	8.16	9.09	7.46
25 to 34	13.25	20.67	23.84	18.26
35 to 44	24.39	30.19	29.98	30.35
45 to 54	15.71	18.40	17.88	18.81
55 to 64	14.91	13.14	10.50	15.15
65 or older	23.65	8.30	6.83	9.42
BELOW \$25,000	18.67	8.79	9.51	8.25
\$25,000 TO \$49,999	23.87	21.91	22.84	21.20
\$50,000 TO \$74,999	20.84	23.53	21.94	24.75
\$75,000 OR MORE	23.13	36.00	35.68	36.24
Less than H.S. grad	6.73	1.87	2.28	1.55
Graduated H.S. (including G.E.D)	26.41	14.26	13.61	14.76
Some college	29.36	33.48	30.24	35.95
College degree	21.21	27.07	27.60	26.68
Post-grad	14.51	21.85	24.16	20.09
White/Caucasian	74.40	82.42	79.77	84.44
African American	11.31	6.49	7.45	5.77
Hispanic	4.63	3.18	2.53	3.67
Asian	2.12	1.28	1.49	1.12
Or a member of another group	3.40	3.29	3.00	3.50
Mixed, Multi-racial	1.58	0.78	1.37	0.34

Online usage vs. print readership

Among those who read the print newspaper, we see a pattern of greater readership (i.e., higher RBS scores) for those who read the print paper only, compared with those who read the print and online products. This indicates that online readership may be substituting for some 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. But beginning in 2003, there is a noticeable and statistically significant difference between the two groups: Readers who also read online score lower on RBS than those who read the newspaper but do not visit its Web site.

RBS for print readers only vs. print and online readers



The 2006 study establishes that this pattern is stable. The table below shows that the gap between those who read the print newspaper only and those who read the print and online versions has remained fairly stable since 2003.

RBS for print readers only vs. print and online readers

RBS among those who...	Read both print and online version of the local paper	Read only the print version of the local paper – does not read online	Difference in RBS
2006	4.49	4.66	0.17
2005	4.53	4.72	0.19
2003	4.46	4.62	0.16
2002	4.51	4.50	-0.01

People who had visited their newspaper's Web site (by name) within the past 14 days were asked a set of questions. Of the 3,097 respondents, 358 qualified for this section.

Totals are outlined below for your information and to benchmark your own results.

Do people use the print newspaper less because of the newspaper's Web site?

	2006	2005	2003
People who access site within the past 14 days	358	414	355
% of total respondents	12%	14%	12%
More often	6%	6%	8%
Less often	25%	22%	19%
About the same as before you started reading (newspaper Web site)	68%	71%	71%

Do people use the print newspaper instead of the newspaper's Web site?

	2006	2005	2003
People who access site within the past 14 days	358	414	355
% of total respondents	12%	14%	12%
I use (newspaper Web site) instead of reading the newspaper	27%	26%	22%
I use (newspaper Web site) or read the newspaper, depending on what's available*	21%	35%	32%
I use (newspaper Web site) for some types of information and use the newspaper for other types of information	52%	38%	44%

* The wording of this response category changed this year. In previous years it was: "I use (newspaper Web site) in addition to reading the newspaper."

These results indicate that the proportion of people who substitute the print newspaper with the online version remains about a quarter (among those who have accessed the site within the last 14 days).

What do people do on the newspaper's Web site?

In the 2006 study we listed 38 online usage behaviors (i.e., things people can do on typical newspaper Web sites) and asked respondents who have visited the site in the last 30 days to indicate whether they have *ever* done them. A total of 424 respondents told us what they do on the site:

Newspaper Web site usage behaviors (n=424)

	% YES	Rank
Read a story	87.48	1
Search (NEWSPAPER WEB SITE) for information	87.02	2
Read headlines or a story summary only	81.63	3
Click on links to "related stories"	64.90	4
Look at photos or graphics or a slide show	61.38	5
Search classified ads	60.36	6
Click on a link inside a story	54.65	7
Look at an ad (text or graphic)	54.25	8
Read other people's comments to the story	43.03	9
Print a story	41.43	10
Email a story to others	38.73	11
Click on a link to video or audio	36.16	12
Search the site for an ad	35.53	13
Vote in a poll related to a story	34.40	14
Click on a link in an ad	31.40	15
Click on links to "most emailed" or "most read" stories	26.49	16
Save story to personal file (maintained on site, or your own computer)	21.59	17
Read a blog on the site	21.16	18
Send an email to the (NEWSPAPER WEB SITE)	19.47	19
Rate a story	17.83	20
Place a classified ad	17.51	21
Post an announcement of a birth, marriage or death	16.68	22
Email a reporter	15.54	23
Read other people's comments to the blog	14.17	24
Post your own comment to the story	11.93	25
Email the ad to others	11.73	26
Request a vacation stop for a print subscription	9.67	27
Click on a link in a blog	9.54	28
Request, or change status of, print subscription (e.g., days subscribed)	8.62	29
Contribute to a reporter's story	6.64	30
Subscribe to an RSS feed or other news summary sent to your computer	6.44	31
Send a report, story, photo, or video to the (NEWSPAPER WEBSITE)	5.54	32
Make a purchase online after clicking on an ad	5.53	33
Post a comment to a blog	3.91	34
Email a blog post or URL to others	3.87	35
Download podcast related to a story and listen on portable music player	3.10	36
Request breaking news alerts sent to your cell phone	2.17	37
Email the blogger	1.80	38

The low ranking of some online activities such as “post a comment to a blog” may indicate one of two things: either many sites do not have blogs, or few users post comments to blogs on newspaper sites.

We recommend caution when interpreting users’ behavior on these sites – some of the least common online behaviors on newspaper Web sites are contributing content, communicating with reporters and bloggers, and requesting news alerts sent to mobile devices and RSS feeds. This may be more an indication of what sites offer than what users want.

Our analysis confirms that this may be the case: While some behaviors are common to the same extent across the board, and some are inconsistent across different circulation strata, certain behaviors are more common on sites of larger newspapers. These include hyper-text and linking activities (especially with audio and visuals), blog-related behaviors, and service activities:

- Clicking on related stories
- Emailing stories to others
- Linking to most popular stories
- Sending emails to the site
- Looking at photos, graphics, or slide shows
- Linking to video or audio
- Emailing reporters
- Reading blogs
- Reading other people’s comments on blogs
- Posting comments on blogs
- Linking in blogs
- Post comments on blogs
- Email a blog post to others
- Email a blogger
- Requesting changes to subscription status
- Requesting vacation stops

Other behaviors are more common on Web sites of smaller newspapers:

- Place classified ads
- Post an announcement of birth, marriage, or death
- Send a report, story, photo, or video to the site

Again, we urge caution when interpreting these results as the number of newspapers in each circulation strata is not large enough – and the number of respondents who use the Web site in each market is too small – to reach statistically significant conclusions. In addition, content analysis of the sites’ features would provide a more accurate reading of the variation in what sites offer.

Newspaper Web site usage behaviors, by circulation

	2006	Circulation Size (000)				
	% YES	10-25	25-50	50-100	100-200	200+
Sample Size	424	140	66	82	65	71
Newspaper Markets	100	34	20	21	10	15
Read a story	87.48	86.33	89.39	90.12	84.62	88.73
Search site for information	87.02	81.43	89.39	87.65	90.77	91.55
Read headlines or a story summary only	81.63	74.10	82.09	85.37	82.81	90.14
Click on links to "related stories"	64.90	58.57	55.22	67.07	72.31	76.06
Look at photos or graphics or a slide show	61.38	54.35	57.58	53.09	69.23	80.28
Search classified ads	60.36	59.29	55.22	67.90	67.69	50.70
Click on a link inside a story	54.65	51.08	44.78	58.54	64.06	57.75
Look at an ad (text or graphic)	54.25	59.29	42.42	65.43	47.69	47.89
Read other people's comments to the story	43.03	48.20	34.85	38.75	46.88	42.25
Print a story	41.43	31.65	49.25	36.59	49.23	50.70
Email a story to others	38.73	38.85	37.88	32.93	36.07	49.30
Click on a link to video or audio	36.16	23.74	31.82	39.02	44.62	53.62
Search the site for an ad	35.53	35.71	27.27	46.84	33.85	30.43
Vote in a poll related to a story	34.40	40.29	25.76	29.63	30.77	38.57
Click on a link in an ad	31.40	32.37	22.39	39.51	30.77	29.58
Click on links to "most emailed" or "most read" stories	26.49	27.86	17.91	28.40	18.46	37.14
Save story to personal file	21.59	18.71	26.87	22.22	21.54	21.13
Read a blog on the site	21.16	20.71	12.12	21.25	26.15	26.09
Send an email to the site	19.47	18.71	21.21	8.64	23.08	28.17
Rate a story	17.83	21.58	7.58	22.22	17.19	15.49
Place a classified ad	17.51	24.46	17.91	15.85	6.25	15.49
Post an announcement of a birth, marriage or death	16.68	17.99	13.64	19.51	16.92	14.08
Email a reporter	15.54	7.91	17.91	14.63	20.31	25.35
Read other people's comments to the blog	14.17	14.29	4.48	13.41	16.92	21.13
Post your own comment to the story	11.93	10.07	9.09	10.98	12.31	18.57
Email the ad to others	11.73	11.51	4.55	17.07	9.38	12.86
Request a vacation stop for a print subscription	9.67	3.60	7.58	9.88	13.85	18.57
Click on a link in a blog	9.54	8.57	3.03	8.64	10.77	17.14
Request, or change status of, print subscription	8.62	4.32	3.03	13.58	7.69	16.90
Contribute to a reporter's story	6.64	5.76	7.46	7.41	7.69	5.63
Subscribe to an RSS feed or other news summary	6.44	4.32	7.58	4.88	12.31	5.63
Send a report, story, photo, or video to the site	5.54	6.47	10.45	3.66	6.15	1.41
Make a purchase online after clicking on an ad	5.53	7.19	4.48	6.17	1.54	7.04
Post a comment to a blog	3.91	1.44	1.49	3.66	6.15	8.45
Email a blog post or URL to others	3.87	2.14	1.49	1.22	6.15	11.27
Download podcast to portable music player	3.10	3.57	1.49	2.44	4.62	4.23
Request breaking news alerts sent to your cell phone	2.17	2.14	3.03	2.44	1.54	2.82
Email the blogger	1.80	0.72	1.49	0.00	1.61	7.04

We combined all 38 items of online news behavior to form an “online sophistication” index, which measures how many of the possible online news behaviors the respondent ever performed on the Web site (i.e., the scale adds up the number of items for which the respondent answered “yes”).

On average, respondents’ online sophistication is quite limited in terms of how much they do on newspapers’ Web sites. For those who have accessed the newspaper’s Web site within the last 30 days, the average “online sophistication” score is 10.7 on a scale of 0 to 38. This means that the average person utilizes less than a third of 38 things it is possible, in theory, to do on a newspaper’s Web site.

While users of larger papers are a bit more sophisticated, there are no statistically significant differences in online sophistication between Web users of different size newspapers.

Online sophistication index, by circulation

2006		Circulation Size (000)				
Scale 0-38	ALL	10-25	25-50	50-100	100-200	200+
Sample Size	n=424*	140	66	82	65	71
Online Sophistication Index	10.7	10.2	9.5	10.9	11.2	12.2

The table below shows that younger and more educated people score a bit higher on the “online sophistication index,” meaning they are more active on the site, exhibiting a greater variety of online usage behaviors.

Online sophistication index, by demographics

	USED within last 30 days
Scale 0-38	n=424*
Total	10.70
Male	10.97
Female	10.39
18 to 24	12.54
25 to 34	10.90
35 to 44	10.82
45 to 54	10.58
55 to 64	10.65
65 or older	7.69
BELOW \$25,000	11.19
\$25,000 TO \$49,999	11.76
\$50,000 TO \$74,999	9.46
\$75,000 OR MORE	10.90
Less than H.S. grad	7.73
Graduated H.S. (including G.E.D)	9.90
Some college	11.04
College degree	10.91
Post-grad	11.11
White/Caucasian	10.36
African American	14.69
Hispanic	9.87
Asian	10.91
Or a member of another group	14.30
Mixed, Multi-racial	9.61

* Sub-groups are small and interpretation of results should be made with caution.

To help interpret how people use newspaper's Web site, we categorized the 38 behaviors into five types. We did not include behaviors that less than 5% of the sample report ever doing or behaviors that did not fall neatly in one category, resulting in 29 behaviors categorized. Using a statistical procedure called factor analysis we found there are five types of behavior on newspaper Web sites:

1. **CONSUME INFORMATION** – is composed of seven items and captures the idea that people consume content online in a passive way, similar to the way they would use the print newspaper. It also addresses the ability of users to use digital features such as hypertext and the search function to find additional information of interest. This is fairly passive behavior, as the Web's architecture allows users to access additional information with minimal effort. This factor includes:
 - Read a story
 - Read headlines or story summaries only
 - Look at photos or graphics or a slide show
 - Search site for information
 - Click on a link to a related story
 - Click on a link inside a story
 - Click on a link to video or audio(Coefficient $\alpha = .745$)

2. **EXPRESS OPINION** – comprises 10 items and focuses on those digital features that enable conversation between the user and other people or enable a user to express his or her opinion or preference. The idea is that people use the Web site to participate in, and talk about, the news. This factor includes:
 - Contribute to a reporter's story
 - Email a reporter
 - Post your own comment to a story
 - Send an email to the site
 - Send a report, a story, a photo, or a video to the paper's Web site
 - Email a story
 - Vote in a poll related to a story
 - Rate a story
 - Email an ad to others
 - Post an announcement to the paper's Web site(Coefficient $\alpha = .735$)

3. **MONITOR CONVERSATION** – Four items grouped together to form this factor. It refers to the observation, or monitoring, of the conversation or preferences of others on the site. This factor acknowledges the ongoing commentary and conversation on the site, but the user prefers to be a spectator rather than a participant. It includes:
 - Read other people's comments on blog
 - Read a blog on the site
 - Click on a link in a blog
 - Click on a link to "most emailed" or "most read" stories(Coefficient $\alpha = .788$)

4. **TRADE GOODS** – includes four items that describe behavior that is focused on commerce through advertising. Here the user behaves as a consumer of goods, using the Web site as the marketplace. This factor includes:
- Search the site for an ad
 - Look at an ad
 - Click on a link in an ad
 - Search classified ads
- (Coefficient $\alpha = .723$)
5. **MANAGE SERVICES** – includes three items and refers to the consumer’s ability to manage the relationship with the newspaper as a service provider . It has elements of both customer service and customer control (i.e., “pulling” information rather than having information “pushed” at them). This factor includes:
- Request a vacation stop for a print subscription
 - Request a print subscription or change status of subscription
 - Subscribe to a RSS feed or other news summary
- (Coefficient $\alpha = .603$)

Each of these variables, on a scale of 0-10, measures the extent to which a particular type of behavior is performed by the respondent (0 = no behaviors performed, 10 = all behaviors performed).

The types of behavior users are most likely to engage in are, in descending order:

1. Consume information
2. Trade goods
3. Monitor conversation
4. Express opinion
5. Manage services

Younger people and people with lower income tend to engage in behaviors associated with trading goods and monitoring conversation more than older and wealthier people. Less educated people also tend to engage in behaviors associated with trading goods more than higher educated people, but they consume information less. Gender does not play a role in the type of behavior people engage in on newspaper Web sites. Similarly, online usage behaviors associated with expressing opinion and managing services are not affected by demographics.

Types of online usage behavior on newspaper Web sites, by demographics

	n	Consume information	Trade goods	Express opinion	Monitor conversation	Manage services
		Scale 0-10	Scale 0-10	Scale 0-10	Scale 0-10	Scale 0-10
Overall	424	6.77	4.55	1.79	1.78	.76
Female	220	6.52	4.66	1.74	1.75	.75
Male	203	6.99	4.45	1.83	1.82	.76
Under 35	140	7.05	5.20*	1.70	2.49*	.67
Over 35	276	6.63	4.30*	1.83	1.44*	.79
Under \$50,000	195	6.87	5.37*	1.92	2.45*	.59
Over \$50,000	219	6.87	4.28*	1.72	1.45*	.76
No college	137	6.42*	5.34*	1.64	1.73	.61
College graduate	244	7.14*	3.92*	1.96	1.89	.88

* Difference within pair is statistically significant.

What features do people say are important in their newspaper's Web site?

Newspaper Web sites may vary in what they offer users (for example, some sites may have blogs by reporters, columnists or citizens and some do not; some may allow comments to a story and some do not). Accordingly, we asked respondents to rate how important it is for them to be able to do certain things on the newspapers' Web site.

Consistent with the behavior results above, the next table shows that people rate information consuming and seeking as most important (we did not ask about trading goods).

Importance ratings of online activities

	Scale 1-5	Rank
Search for past stories	3.11	1
Be able to link to additional information and resources	2.82	2
Search for information about topics, people, products or services	2.73	3
Be able to link to similar news or information	2.73	4
Choose how to get news and information from this site (for example, email briefing, RSS)	2.45	5
Manipulate the information on site (like put in a zip code to get specific weather)	2.41	6
Be able to see how other people voted on an issue or read their comments	2.24	7
Vote or comment on an issue	2.16	8
Customize what news and information you get	2.15	9
Respond to something you saw on the site by emailing staff	2.12	10
Have a say in which stories are presented	1.97	11
Respond to something you saw on the site by posting a comment on a story	1.90	12
Go to an area on the site that is for users only (for communicating or posting materials)	1.86	13
Add information to the site (like text, photo)	1.74	14
Interact with other people through the site (like on a discussion board)	1.69	15

These 15 items were also categorized using factor analysis for easier interpretation of the results. We found three categories of behaviors people say are important. These mirror, to some extent, three of the five online usage behavior factors described earlier:

1. **CONSUMING INFORMATION (IMPORTANCE)** – Four items that focus on finding and receiving information:
 - Search for past stories
 - Search for information about topics, people, products or services
 - Be able to link to additional information and resources
 - Be able to link to similar news or information(Coefficient $\alpha = .792$)

2. **EXPRESS OPINION (IMPORTANCE)** – Six items relating to expressing opinion and preferences:
 - Vote or comment on an issue
 - Be able to see how other people voted on an issue or read their comments
 - Respond to something you saw on the site by emailing staff
 - Respond to something you saw on the site by posting a comment on a story
 - Add information to the site (like text, photo)
 - Interact with other people through the site (like on a discussion board)(Coefficient $\alpha = .869$)

3. **MANAGE SERVICES (IMPORTANCE)** – Five items relating to customer service and information control:
 - Customize what news and information you get
 - Choose how to get news and information from this site (for example, email briefing, RSS)
 - Choose how to get news and information from this site (for example, email briefing, RSS)
 - Manipulate the information on site (like put in a zip code to get specific weather)
 - Go to an area on the site that is for users only (for communicating or posting materials)(Coefficient $\alpha = .802$)

Each of these variables, on a scale of 1-5, measures how important a particular type of behavior is to the respondent (1 = not at all important, 5 = extremely important).

We found that respondents rate consume information as the most important, followed by manage services and express opinion.

Note that manage services is the least practiced behavior, but one rated fairly important, suggesting that newspaper Web sites under-perform in this area.

Comparing online usage behavior and importance rating on newspaper Web sites

	Importance rank	Behavior rank
Consume information	1	1
Manage services	2	5
Express opinion	3	3

* Items related to Monitor conversation and Trade goods were not included in the importance rating question, only in the behavior question.

Younger people and people with lower income tend to rate the ability to manage services and control information as more important than older and wealthier people. Younger people also rate their ability to consume and seek information as more important than older people. Gender and education do not play a role in the degree of importance people ascribe to their ability to do certain things on newspaper Web sites. Importance of online usage behaviors associated with expressing opinions is not affected by demographics.

Types of online usage behavior on newspaper Web sites, by demographics

	n	Consume information importance	Express opinion importance	Manage services importance
		Scale 1-5	Scale 1-5	Scale 1-5
Overall	424	2.85	2.01	2.17
Female	220	2.88	2.06	2.25
Male	203	2.82	1.96	2.10
Under 35	140	2.98*	2.03	2.30*
Over 35	276	2.79*	2.00	2.11*
Under \$50,000	195	2.98	2.16	2.39*
Over \$50,000	219	2.81	1.96	2.07*
No college	137	2.77	2.02	2.17
College graduate	244	2.94	2.01	2.19

* Difference within pair is statistically significant.