

## Complete List of Newspaper Experiences

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The New Readers study reveals that readers “experience” newspapers in many distinct and measurable ways that are closely linked with whether they read more, or whether they read less.

Many of the experiences identified in the study are associated with higher readership (Motivators); some are negative and linked with lower readership (Inhibitors).

The research identifies 22 Motivators that have a positive impact on readership and drive it to varying degrees. In other words, the more people have these experiences, the more they tend to read. Making the newspaper significantly “more” of any one or several of the high-potential experiences should have positive results on readership.

There are 12 Inhibitors, with a negative correlation with Reading Behavior Scores. In other words, the more people have these experiences, the less they tend to read. In most cases, respondents’ level of agreement with the various Inhibitors was fairly low, meaning that most respondents do not have these experiences as much as they do the Motivators. But remember this is a study of readers – people with Reader Behavior Scores of 2 or more. Light readers in the sample tended to experience the Inhibitors more strongly, and it is likely that non-readers or light readers with an RBS of less than 2 would be even more negative.

### MEASURING THE EXPERIENCES

Experiences are evaluated in two ways:

- **Impact on Readership:** The number represents the strength of the relationship between this experience and readership (time, completeness and frequency, as measured by RBS). Those with higher correlations have stronger potential to increase readership. Think of this as an indicator of potential or opportunity.
- **Current Experience Rating:** This number indicates how strongly readers tend to agree that they have this experience with their local daily newspaper. Think of this as a measure of current performance.

## Impact on Readership

To read this chart, look first at the “impact on readership” column. This number represents the strength of the impact of the experience on RBS. Results for key demographic groups are listed across the rows.

Experience	Type	Impact on Overall Readership	18-24	25-34	Hispanic/Latino	Asian/Pacific Islander	African American
Enjoy reading	Motivator	0.94	0.94	0.94	0.94	0.94	0.94
Looks out for my civic and personal interests	Motivator	0.81	0.81	0.81	0.60	0.57	0.64
Makes me smarter	Motivator	0.69	0.69	0.69	0.69	0.69	0.69
Regular part of my day	Motivator	0.60	0.47	0.50	0.60	0.60	0.60
People I know	Motivator	0.59	0.20	0.45	0.59	0.59	0.59
Something to talk about	Motivator	0.56	0.56	0.56	0.56	0.56	0.56
Touches and inspires me	Motivator	0.55	0.55	0.55	0.55	0.55	0.55
I connect with writers	Motivator	0.49	0.49	0.49	0.49	0.49	0.49
High quality content	Motivator	0.45	0.45	0.45	0.45	0.45	0.45
Good service	Motivator	0.45	0.45	0.45	0.45	0.45	0.45
Turned on by surprise and humor	Motivator	0.42	0.42	0.42	0.42	0.42	0.42
My personal timeout	Motivator	0.41	0.41	0.41	0.41	0.41	0.41
Makes me more interesting	Motivator	0.34	0.34	0.34	0.34	0.34	0.34
Value for my money	Motivator	0.34	0.59	0.36	0.37	0.00	0.28
Clip and save	Motivator	0.32	0.32	0.32	0.32	0.32	0.32
Commands my attention	Motivator	0.31	0.31	0.31	0.34	0.09	0.37
Grabs me visually	Motivator	0.31	0.31	0.31	0.31	0.31	0.31
My dining companion	Motivator	0.30	0.45	0.38	0.30	0.30	0.30
All sides of the story	Motivator	0.29	0.29	0.29	0.29	0.29	0.29
Like to critique	Motivator	0.24	0.24	0.24	0.24	0.24	0.24
Makes me anxious	Motivator	0.12	0.12	0.12	-0.08	0.01	0.07
Ad usefulness	Motivator	0.08	0.35	0.14	0.08	0.08	0.08
<i>Annoyed and unimpressed by ads</i>	<i>Inhibitor</i>	-0.08	-0.40	-0.23	-0.08	-0.08	-0.08
<i>Reading on the web</i>	<i>Inhibitor</i>	-0.16	-0.16	-0.16	-0.16	-0.16	-0.16
<i>Gender bias</i>	<i>Inhibitor</i>	-0.25	-0.25	-0.25	-0.25	-0.25	-0.25
<i>Unappealing stories</i>	<i>Inhibitor</i>	-0.26	-0.48	-0.21	-0.26	-0.26	-0.26
<i>Uninformative ads</i>	<i>Inhibitor</i>	-0.26	-0.52	-0.30	-0.26	-0.26	-0.26
<i>Discriminates and stereotypes</i>	<i>Inhibitor</i>	-0.31	-0.33	-0.14	-0.19	-0.15	-0.08
<i>Lack of local focus</i>	<i>Inhibitor</i>	-0.34	-0.22	-0.19	-0.15	0.00	-0.25
<i>Awkward to handle</i>	<i>Inhibitor</i>	-0.34	-0.36	-0.20	-0.23	-0.08	-0.41
<i>Too much</i>	<i>Inhibitor</i>	-0.38	-0.38	-0.38	-0.38	-0.38	-0.38
<i>Skim and scan</i>	<i>Inhibitor</i>	-0.42	-0.42	-0.42	-0.42	-0.42	-0.42
<i>Drowning in news</i>	<i>Inhibitor</i>	-0.46	-0.41	-0.26	-0.46	-0.46	-0.46
<i>Wasting my time</i>	<i>Inhibitor</i>	-0.73	-0.73	-0.73	-0.73	-0.73	-0.73

## Current Experience Ratings

Readers reacted to the experiences' constituent statements on the following five-point scale.

Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
1	2	3	4	5

As the table indicates, the average scores are generally positive, but fairly tepid – all hovering right around “neither agree nor disagree”.

Experience	Type	Overall	White non-Hispanic	African American	Hispanic/Latino	Asian/Pacific Islander	18-24	25-34	35+
Enjoy reading	<i>Motivator</i>	3.41	3.39	3.49	3.42	3.37	3.23	3.33	3.46
Looks out for my civic and personal interests	Motivator	3.16	3.16	3.11	3.14	3.26	3.00	3.00	3.23
Makes me smarter	Motivator	3.56	3.53	3.65	3.58	3.60	3.48	3.51	3.59
Regular part of my day	Motivator	3.44	3.51	3.24	3.33	3.47	3.19	3.28	3.54
People I know	Motivator	2.67	2.68	2.82	2.66	2.36	2.48	2.47	2.78
Something to talk about	Motivator	3.28	3.23	3.41	3.35	3.31	3.24	3.21	3.32
Touches and inspires me	Motivator	3.12	3.08	3.23	3.18	3.20	3.09	3.05	3.15
I connect with writers	Motivator	2.90	2.86	3.03	2.93	2.92	2.77	2.71	2.98
High quality content	Motivator	3.27	3.21	3.40	3.35	3.32	3.33	3.28	3.25
Good service	Motivator	3.70	3.72	3.71	3.67	3.62	3.61	3.66	3.73
Turned on by surprise and humor	Motivator	3.12	3.07	3.22	3.19	3.14	3.22	3.12	3.09
My personal timeout	Motivator	2.80	2.74	2.88	2.92	2.92	2.79	2.79	2.81
Makes me more interesting	Motivator	2.48	2.44	2.48	2.55	2.63	2.48	2.39	2.51
Value for my money	Motivator	3.01	2.95	3.14	3.08	3.06	3.03	3.06	2.99
Clip and save	Motivator	2.56	2.49	2.79	2.65	2.53	2.58	2.46	2.59
Commands my attention	Motivator	2.74	2.70	2.76	2.85	2.81	2.85	2.72	2.73
Grabs me visually	Motivator	2.98	2.92	3.10	3.09	3.05	3.12	2.95	2.96
My dining companion	Motivator	3.25	3.23	3.12	3.37	3.26	3.24	3.27	3.24
All sides of the story	Motivator	3.05	3.02	3.10	3.09	3.10	3.13	3.08	3.02
Like to critique	Motivator	2.94	2.90	2.96	3.00	2.99	2.94	2.92	2.94
Makes me anxious	Motivator	3.25	3.26	3.27	3.20	3.23	3.21	3.28	3.25
Ad usefulness	Motivator	3.27	3.21	3.41	3.34	3.34	3.31	3.44	3.21
<i>Annoyed and unimpressed by ads</i>	<i>Inhibitor</i>	2.73	2.77	2.48	2.71	2.81	2.66	2.65	2.76
<i>Reading on the web</i>	<i>Inhibitor</i>	2.38	2.27	2.46	2.57	2.66	2.64	2.63	2.25
<i>Gender bias</i>	<i>Inhibitor</i>	2.64	2.64	2.56	2.62	2.81	2.68	2.68	2.62
<i>Unappealing stories</i>	<i>Inhibitor</i>	2.72	2.73	2.68	2.72	2.77	2.80	2.70	2.71
<i>Uninformative ads</i>	<i>Inhibitor</i>	2.96	3.00	2.78	2.94	3.03	2.99	2.92	2.97
<i>Discriminates and stereotypes</i>	<i>Inhibitor</i>	2.58	2.44	3.03	2.67	2.82	2.65	2.52	2.59
<i>Lack of local focus</i>	<i>Inhibitor</i>	2.46	2.44	2.45	2.48	2.61	2.51	2.46	2.45
<i>Awkward to handle</i>	<i>Inhibitor</i>	2.75	2.71	2.74	2.79	2.94	2.86	2.83	2.70

<i>Too much</i>	<i>Inhibitor</i>	2.51	2.48	2.51	2.52	2.68	2.62	2.52	2.48
<i>Skim and scan</i>	<i>Inhibitor</i>	2.96	2.98	2.81	2.89	3.19	3.09	3.06	2.89
<i>Drowning in news</i>	<i>Inhibitor</i>	2.26	2.21	2.31	2.33	2.47	2.45	2.36	2.19
<i>Wasting my time</i>	<i>Inhibitor</i>	2.42	2.43	2.38	2.42	2.51	2.55	2.51	2.38

## STATEMENTS THAT COMPRISE EXPERIENCES

### Motivators

#### Enjoy reading

- I don't mind reading this newspaper even if it takes extra effort.
- I feel excited when I pick up the newspaper.
- I enjoy actively reading, more than just watching or listening.
- When I start the paper, I want to finish it.
- I am a reader.

#### Looks out for my civic and personal interests

- Reading this newspaper makes me feel like a better citizen.
- I think people who do not read this newspaper or one like it are really at a disadvantage in life.
- Reading this newspaper adds to my enjoyment of other things I do.
- I feel like the day is incomplete if I miss reading this paper.
- Our society would be much weaker without newspapers.
- People would be better parents if they read this newspaper.
- I count on this newspaper to investigate wrongdoing.
- I feel like the money I spend on this newspaper is a good thing for my community.
- It gives me ideas about how to help in the community.

#### Makes me smarter

- I look at the newspaper as educational. I gain something.
- Even if I disagree with things in this newspaper, I feel like I have learned something valuable.
- This newspaper has columns that give good advice.
- This newspaper is good at telling stories about things that happen and how they turn out.
- It is a way to learn about new products.
- It shows me how other people live their lives.
- I learn about things to do or places to go.

#### Regular part of my day

I usually read this newspaper at the same time every day.

I follow a routine pattern each time I read it, reading the same sections in the same order.

I get this newspaper in basically the same way or from the same place every day.

### **People I know**

The obituaries are something I always read.

I see stories in this newspaper about people I know.

The weddings are something I always read.

### **Something to talk about**

I bring up things I've read in this newspaper in conversations with many other people.

I like to talk about the national news and current events I read about in it.

I like to give advice and tips to people I know based on things I've read in this newspaper.

I show things in the newspaper to people in my family.

Part of my role among friends or family is to keep them informed because I read the newspaper.

### **Touches and inspires me**

It inspires me in my own life.

Reading this newspaper makes me feel good about myself.

It features people who make you proud.

You learn how to improve yourself in this newspaper.

Some stories touch me deep down.

### **I connect with writers**

I look forward to reading certain writers in this newspaper.

I feel like I get to know the people writing the stories.

For most of the articles I read, I notice the source or reporter's name.

### **High quality content**

It is very professional.

They do a good job of covering things. They don't miss things.

The newspaper itself is pretty cool.

Much of this newspaper is uninteresting.

This newspaper is worth every penny they charge for it.

Many of the articles really are in-depth.

This newspaper does a good job with follow-up stories.

**Good service**

I always get it when I want it.

I always get the newspaper in good condition.

This newspaper offers very good service.

I don't have problems getting the paper delivered to my home because of where I live.

I do not have to deal with my paper being missing or stolen.

I would probably not read the paper more even if it were easier for me to get it.

**Turned on by surprise and humor**

I like the stories in this newspaper about the weird things that can happen.

It often makes me laugh.

I am very interested in the stories about celebrities.

It always has something that surprises me.

**My personal timeout**

It's a treat for me.

I like to kick back and wind down with it.

When I read this newspaper I lose myself in the pleasure of reading it.

It is my reward for doing other things.

I feel less stressed after reading it.

Reading it is a way of not being bothered by whatever else is going on.

**Makes me more interesting**

It makes me feel younger.

A big reason I read it is to make myself more interesting to other people.

Reading this newspaper is a little like belonging to a group.

I like for other people to know that I read this newspaper.

The newspaper helps me understand or talk to the opposite sex better.

**Value for my money**

Overall, this newspaper provides pretty good value for the money.

I save more money from its ads and coupons than I spend on the paper.

The newsstand price could probably be higher and sales would be the same.

Even if this newspaper cost twice as much as it does now, I would still read it.

**Clip and save**

- I tear out articles to keep.
- I like to send people articles from this newspaper.
- I save back copies for a period of time.
- I keep a file of stories I have clipped from this newspaper and other sources.
- I give articles to other people as "I told you so's."
- I occasionally like to paste things on the wall or other places.
- I keep copies of articles that might be historically important.

**Commands my attention**

- When I read this newspaper, I get so involved that sometimes I don't even notice things going on around me.
- I get a little annoyed if someone tries to talk to me or asks me a question when I am reading this newspaper.

**Grabs me visually**

- I look at the pictures and think "Wow."
- I like to look at the pictures for awhile.
- I sometimes show a picture in the paper to someone else.
- The pictures on the front page really make me want to read this newspaper.

**My dining companion**

- I like to read this newspaper with breakfast or lunch.
- I like to have something to eat or drink when I read this paper.

**All sides of the story**

- It is unbiased in its reporting.
- I trust it to tell the truth.
- This newspaper offers a variety of different perspectives.
- You don't have to worry about accuracy with this newspaper.

**Like to critique**

- I evaluate how good a job the newspaper is doing as I read it.
- I often compare this newspaper with other papers.
- I am a critical person.
- I have had many conversations with people about how good this newspaper is.

**Makes me anxious**

I worry about what I am reading about.  
Some of the stories make me feel bad.

### **Ad usefulness**

I look at most of the ads.  
I use the ads to know what is on sale.  
I like the ads just as much or more than the stories.  
I like the ads for unusual things.  
It makes me want to go shopping.  
I value the coupons in this newspaper.

### **Inhibitors**

#### ***Wasting my time***

*To some extent I feel my time has been wasted after reading this newspaper.*  
*I don't look forward to getting this newspaper.*  
*I spend less time with this newspaper because it is always so negative.*  
*I find myself reading less of this newspaper than I used to.*  
*There are some days I get this newspaper when I really don't want it.*  
*Reading this newspaper is more like work than fun.*

#### ***Drowning in news***

*Unread copies of this newspaper tend to pile up in my house.*  
*I sometimes let copies of this newspaper pile up and then read several in one sitting.*  
*I make my decision whether or not to read it or not based on what I saw on the TV the night before.*  
*Reading this newspaper makes me feel like I am drowning in the flood of news that comes out each day.*  
*I don't feel that it really matters whether I read or not.*

#### ***Skim and scan***

*For most stories, I just read the headlines or the first paragraph or so.*  
*I try to skim the articles I look at as quickly as I can.*  
*Many of the stories I start but don't finish.*  
*I basically read it for a few of the sections.*

#### ***Too much***

*I wish this newspaper had fewer pages.*  
*It has too many special sections.*  
*It tries to cover too much.*  
*Too many of the articles are too long.*

**Awkward to handle**

*The size of it takes up too much space when I am reading it.*

*Tabloid style newspapers are more reader-friendly.*

*I find it difficult to carry or go through the newspaper when I am on the move.*

**Lack of local focus**

*This paper does not have a lot of really local news.*

*This newspaper does not have a local flavor. It could be from anywhere.*

*You could move this newspaper to another city and it would not make any difference.*

**Discriminates and stereotypes**

*I worry that other people reading this paper will get the wrong impression of minority groups.*

*This newspaper perpetuates racial or ethnic stereotypes.*

*This newspaper is basically about white America.*

*This paper is sometimes unfair in its stories about minorities.*

*They only target minorities for their money. They don't really care about them.*

*This paper has a history of discrimination against minorities.*

**Uninformative ads**

*The ads should include more information about prices.*

*The ads make it look like things are always on sale.*

*I wish this newspaper did not have advertising in it.*

*The ads are largely irrelevant to me.*

**Unappealing stories**

*This newspaper will often have stories on topics I cannot stand.*

*Gossip is a big part of this newspaper.*

*Occasionally this newspaper tries to shock you.*

*I am bothered by stories in this newspaper that take up too much space.*

**Gender bias**

*This newspaper is directed more toward males.*

*This newspaper is directed more toward females.*

**Reading on the web**

*I like to read this newspaper on the Internet.*

*I save articles I read on the Internet from this newspaper.*

*I sometimes use the Internet to follow up on things I have read about in this newspaper.*

*I read this newspaper in print less than before because of the Internet.  
For me, this newspaper's Web site is an important part of the newspaper.*

***Annoyed and unimpressed by ads***

*The number of ads makes it harder to read the stories.  
The ads are so similar they blend together.  
I make a special effort to skip over and avoid looking at ads.  
I hate the inserts they put in it.  
All too often the ads are dull or boring.*