

How to Use the Tables

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Data from the New Readers content analysis of 52 U.S. daily newspapers are presented in 29 tables. Each table has a unique number and a brief description of its contents – whether it contains information about the newspaper as a whole or focuses on stories, promotions or ads only and whether the data presented is a seven-day average, a Monday to Saturday average, or a Sunday average. The tables contain descriptive data and consist primarily of the percentages of occurrences (i.e., the frequency) of the various content elements measured.

In most tables, the first line of data provides a reference point to the newspapers included in the analysis. The column labeled “All” refers to the average for all 52 participating New Readers newspapers. The columns to the right refer to categories of newspapers based on circulation size. The second line of data in each table provides the average total number of cases analyzed and is the number from which the percentages were calculated. When appropriate, headings mark groups of items (e.g., Geographic Focus).

Each line of data is numbered. Following the tables is a set of definitions, which explain each line of data. Use the numbers to find the correct definition.