

Reader Behavior Scores, local daily newspapers 2008

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Executive summary

This is the fifth in a series of national readership studies that the Readership Institute has conducted by telephone in the same [100 newspaper markets](#). More than 3,000 randomly-selected adults were surveyed in March-April of 2008.

The newspapers are those that participated in the Institute's Impact study of readership in 2000 and have been studied [in various ways in the intervening years](#). They represent a profile of the U.S. daily newspaper population (circulation greater than 10,000) with proportionate representation of small, mid-size and large markets, and their readership.

[Reader Behavior Score](#) (RBS) differs from other readership measures in a couple of ways. RBS measures not just how often a person reads a daily or Sunday newspaper, but also how much time they spend with it and how completely they read it. In this way, RBS gives a fuller picture of how "occupied" a person is with the local daily newspaper. Also, the RBS questionnaire asks respondents which days they tend to look at a newspaper in a typical week, rather than asking whether they read yesterday.

RBS' greatest applicability is with an individual newspaper. It is a useful tracking tool if the organization wants to establish a baseline, then make changes to content, service and/or marketing with particular audience(s) and readership goals in mind, and measure the effects.

Please note that RI researchers have developed a similar tracking tool for online usage, [SUM](#) (Site Usage Measure), which we report in [Local daily newspaper Web sites: Usage and experiences, 2008](#).

We encourage you to use the national and circulation group figures in this report chiefly for interest's sake. They indicate your peers' current performance, but cannot measure how good it could be. The most important thing is to establish a baseline and measure your own progress as major changes are made to the newspaper.

The 2008 study also measured:

- People's "experiences" with their local daily newspaper, or how engaged and involved they are with it.

- Readership and people's civic involvement.
- People's use of the newspaper's Web site and their experiences with the site (see [Local daily newspaper Web sites: Usage and experiences, 2008](#)).

Highlights: Reader Behavior Scores

- Across the adult population (readers and non-readers), RBS is 3.38 on a 1-7 scale, where 1 denotes someone who does not read the local daily newspaper and 7 represents a reader who rates highly on all three dimensions: frequency of reading, time spent with, and completeness of reading the newspaper. This is a statistically significant decrease from the fall of 2006, when RBS was 3.55.
- The difference may be due, in whole or in part, to seasonal effects on reading habits – the 2008 study was done in the spring while the 2006 study was carried out in the fall. We note a higher proportion of non-readers (36%) in the current study, identical to the 2005 study, which was carried out in the winter. Both these studies include a higher proportion of non-readers than the 2002, 2003 and 2005 RBS studies, which were all conducted in the fall or summer.

Although some variation in sample distribution across the surveys is expected, the increased percentage of this year's non-readers indicates the time of year the study is fielded may influence how many people are defined as readers and non-readers.

- Those who *do* read the local daily newspaper are doing so at about the same levels (with respect to time, completeness, and frequency) as compared to past years. Reader-only RBS (non-readers excluded) actually went up to 4.70, compared with 4.61 in 2006, 4.65 in 2005, 4.57 in 2003 and 4.54 in 2002.
- It follows that, among readers, the three RBS components (frequency, time and completeness) are relatively constant.
 - On average, those who read the newspaper spend about 27 minutes per day with the paper during the week and 57 minutes a day on Sunday. The weekday findings are similar to previous results. The weekend time spent, while similar to results from the last four studies, indicates a drop of 7 percentage points from our first study in 2002.
 - Readers complete 60% of the newspaper during a typical weekday and 62% of the Sunday paper – both up 2 percentage points from 2006.
 - Readers read an average of 5.2 days per week – virtually unchanged in the last three studies.
- Readership among the youngest respondents (18-24) dropped to 2.40 from 2.84 in 2006. With the exception of the 2006 study, this continues a trend of decreasing RBS for young people since 2002. RBS for people age 65 or older has actually increased to an all-time high of 4.52.
- Total Reader Behavior Score (TRBS), or readership of all newspapers – not just the local daily – went down slightly from 2006. The percentage of people who read only their local daily newspaper, though fluctuating a bit from study to study, hovers

around the mid-40% range. Interestingly, RBS (that is, readership of the local daily newspaper) among people who read multiple papers increased, indicating that readership of additional papers is not cutting into readership of the local daily paper.

Highlights: Newspaper experiences

- The 2008 study also measured five [experiences](#), which describe how people feel about and react to the newspaper, and are linked with higher or lower levels of readership. They are a measure of people's involvement and engagement with the newspaper. As with RBS, news organizations can establish a baseline measurement, then make changes designed to enhance certain experiences for certain audiences, and measure again.
- We measured "Gives me something to talk about," "Looks out for my interests," "Has useful ads," "Touches and inspires me," and "Trust and credibility" – for both the print newspaper and its Web site. The newspaper experience results echo the RBS results for readers-only, confirming the close relationship between the two measures. In addition, the first three experiences were also measured for newspapers in 2006 and show little change since that study.

Highlights: Readership and civic behavior

- Readership is linked to civic behavior. Heavier readers are more engaged in civic life.
- People generally rate civic activities as fairly important, but only a minority reports engaging in various civic activities, with the exception of voting.
- People who say civic activities are important, and who have participated in various civic activities, have higher RBS. This holds true for all age groups.

Highlights: Newspaper Web sites usage

- Newspaper Web sites continue to have limited penetration in most communities. As we have noted in [earlier reports](#), 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, 62% of respondents have never visited their local daily newspaper's Web site.
- Among all adults, the average SUM for Impact newspapers' Web sites is 1.26. When considering only site users, SUM = 2.54. These scores are much lower than the average RBS (both on a scale of 1-7): 3.38 for all adults and 4.70 for readers only.
- In general, people in smaller markets are less likely to have visited their newspaper's Web site than in larger markets. Web site users tend to be younger, more educated, and have higher incomes. Men report more frequent usage than women.
- The study finds there is a small, but significant, negative relationship between online usage of the newspaper and readership of the newspaper in print. Considering only

people who are both print readers and online users, the higher the SUM, the lower the RBS.

- RBS of the print product among people who read the online version of the paper is lower than for those who don't (4.54 vs. 4.78 on a 7-point scale). This disparity has significantly grown this year, and did not exist when we first measured in 2002.

Highlights: Newspaper Web sites experiences

- People have a lukewarm response to newspaper Web sites on these qualitative dimensions of engagement – they are not very engaged.
- For all but one experience, people rate the print newspaper higher than the same paper's Web site. That is, respondents rated "Gives me something to talk about," "Looks out for my interests," "Ad usefulness," and "Touches and inspires me" higher for the print newspaper than the Web site. These differences in the ratings are statistically significant. Since experiences correlate with behavior, it is not surprising that the higher engagement level with the print product translates into higher readership, whereas lower engagement with the Web sites is reflected in lower usage.
- The experience of "Trust and credibility" received the same rating both in print and online, perhaps suggesting that the brand name is a strong factor that translates to various media outlets.
- In addition, people who are heavy consumers of the brand (i.e., read in print and online), rate the newspaper slightly higher than those who only read the print paper, especially on the "Gives me something to talk about" experience. On the other hand, the online experiences of those who use the paper in print and online are no different than the experiences of those who only use the paper online.

Highlights: Web site usage and civic behavior

- Usage of local daily newspapers' Web sites is linked to civic behavior – in general, heavier users are more engaged in civic life.
- Differences in SUM levels between those who participate in civic activities and those who do not are not as pronounced as the differences in RBS, suggesting that civic involvement has more to do with readership of print newspapers than it does with the use of newspapers' Web sites.

On the following pages are details from the RBS portion of the survey.

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How the study was done

The 2008 study was conducted by Wilkerson and Associates by telephone in the original 100 Impact markets and comprised 3,072 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 a copy of the [questionnaire](#) are located on our Web site at www.readership.org.

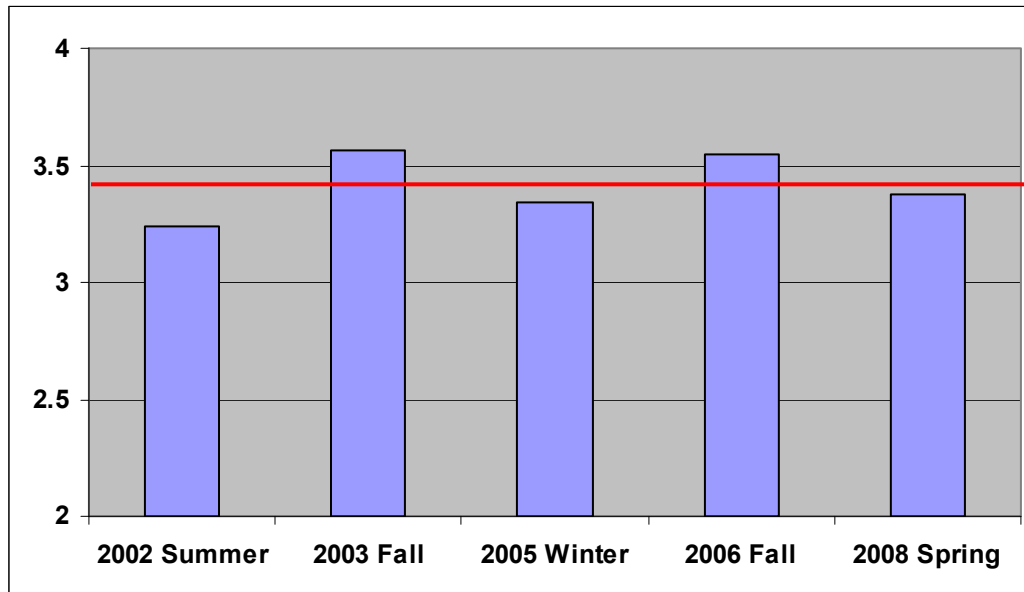
Detailed Reader Behavior Score (RBS) results

RBS: All adults

The 2008 RBS level for all respondents in the national sample is 3.38 (1-7 scale). This represents a statistically significant (though small) decrease from the 2006 study.

The graph below shows RBS levels in the past five studies. While the differences between each year and the subsequent are statistically significant, they are relatively small. Over the last five studies, the average RBS is 3.41 (represented here by a red line).

Average RBS, national sample, all respondents



With this year's results in, we are more convinced that the reason for the small but significant fluctuations in RBS is the impact of seasonality. This year's study was conducted in the spring, and the average RBS is very similar to the 2005 study, which was conducted in late winter (RBS=3.34). Similarly, the 2006 study was carried on in the fall, as was the 2003 study – both finding similar RBS levels (3.55 and 3.56). The fall studies seem to capture higher readership levels, reflected in higher RBS than that of studies conducted in the summer and spring. We suspect that the fall is a time of greater readership, partly boosted by papers' efforts to increase circulation.

RBS by year

Year	RBS	5-study Average 3.41	Season
2008	3.38	-0.03	Spring
2006	3.55	0.14	Fall
2005	3.34	-0.07	Winter
2003	3.56	0.15	Fall
2002	3.24	-0.17	Summer

RBS summary table: All adults

	2008	
	Count	Average RBS
Overall	3,072	3.38
Male	1,504	3.28
Female	1,568	3.48
18 to 24	184	2.40
25 to 34	449	2.46
35 to 44	844	2.86
45 to 54	432	3.39
55 to 64	496	3.98
65 or older	651	4.52
BELOW \$25,000	470	3.37
\$25,000 TO \$49,999	706	3.39
\$50,000 TO \$74,999	581	3.47
\$75,000 OR MORE	999	3.24
Less than high school graduate	152	3.60
Graduated high school (including GED)	718	3.63
Some college	940	3.35
Completed 4-year degree	665	3.23
Working on or completed post graduate	566	3.23
Caucasian	2,511	3.44
African-American	247	3.33
Hispanic	105	2.99
Asian	65	2.95
Other	59	2.77
Mixed / Multi-Racial	18	1.98

In general, RBS levels for each circulation group mirror the trend we see for the sample as a whole – 2003 and 2006 levels are fairly similar and higher than the 2008, 2005 and 2002 levels (with the exception of a slight increase in RBS for papers over 200,000 circulation in 2008, and RBS of 3.85 for papers 100-200,000 circulation in the 2002 study).

RBS by circulation group

2008	Industry	Circulation size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	3.38	3.42	3.51	3.17	3.53	3.34
Sample Size	3,072	1,046	615	643	308	460
Newspaper Markets	100	34	20	21	10	15

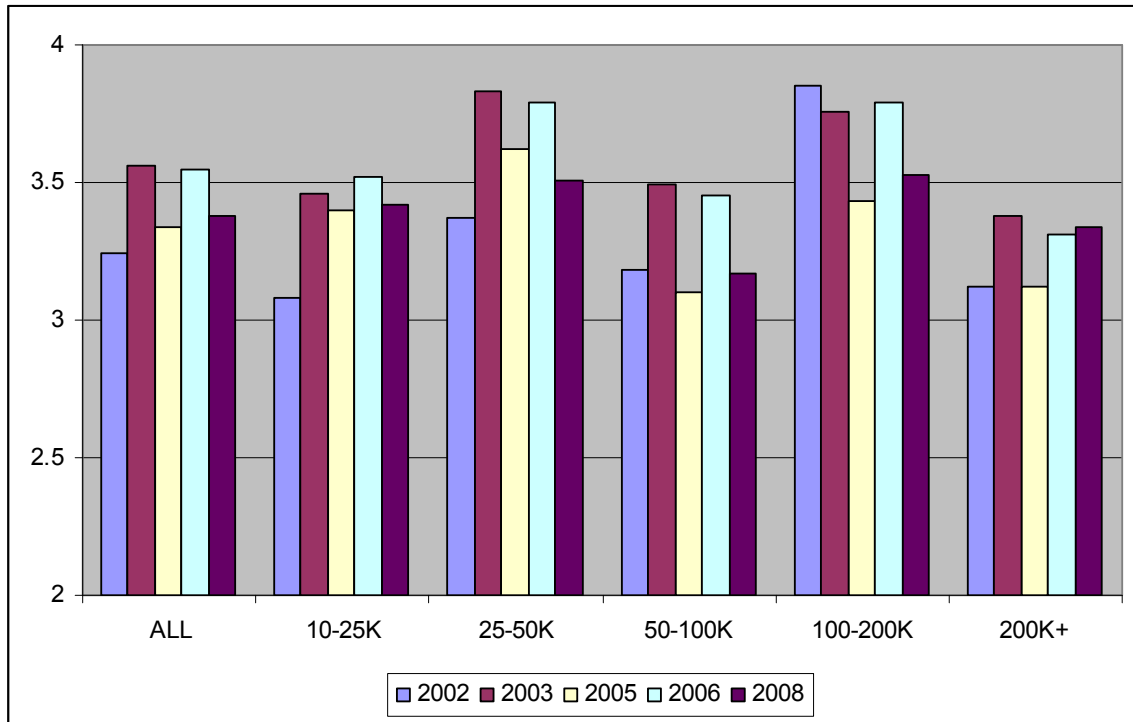
2006	Industry	Circulation size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	3.55	3.52	3.79	3.45	3.79	3.31
Sample Size	3,097	1,063	619	649	306	460
Newspaper Markets	100	34	20	21	10	15

2005	Industry	Circulation size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	3.34	3.40	3.62	3.10	3.43	3.12
Sample Size	3,049	1,035	606	644	308	456
Newspaper Markets	100	33	20	22	10	15

2003	Industry	Circulation size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	3.56	3.46	3.83	3.49	3.76	3.38
Sample Size	3,028	1,002	603	638	301	453
Newspaper Markets	100	33	20	22	10	15

2002	Industry	Circulation size (000)				
		10-25	25-50	50-100	100-200	200+
RBS	3.24	3.08	3.37	3.18	3.85	3.12
Sample Size	3,066	1,073	574	664	301	454
Newspaper Markets	100	33	20	22	10	15

RBS by circulation group



This year, RBS among most age groups has gone down compared to the 2006 study, most significantly among 18-24-year-olds. RBS among people 65 years of age or older, however, has increased slightly.

RBS by age

2008	Industry	Age 18-24	Age 25-44	Age 45-64	65 or older
RBS	3.38	2.40	2.72	3.70	4.52
Sample size	3,056	184	1,292	928	651

2006	Industry	Age 18-24	Age 25-44	Age 45-64	65 or older
RBS	3.55	2.84	3.03	3.88	4.45
Sample size	3,079	216	1,304	957	578

2005	Industry	Age 18-24	Age 25-44	Age 45-64	65 or older
RBS	3.34	2.59	2.83	3.71	4.39
Sample size	3,049	248	1,318	957	490

2003	Industry	Age 18-24	Age 25-44	Age 45-64	65 or older
RBS	3.56	2.68	3.18	3.88	4.44
Sample size	3,028	297	1,264	965	486

2002	Industry	Age 18-24	Age 25-44	Age 45-64	65 or older
RBS	3.24	2.95	2.75	3.63	3.91
Sample size	3,066	235	979	1,016	810

The table below includes more complete demographic information for all five studies.

Comparisons across studies, RBS by demographics

	2008	2006	2005	2003	2002
	Scale 1-7	Scale 1-7	Scale 1-7	Scale 1-7	Scale 1-7
Overall	3.38	3.55	3.34	3.56	3.24
Male	3.28	3.43	3.31	3.58	3.21
Female	3.48	3.67	3.37	3.53	3.26
18-24	2.40	2.84	2.59	2.68	2.95
25-44	2.72	3.03	2.83	3.18	2.75
45-64	3.70	3.88	3.71	3.88	3.63
65 or older	4.52	4.45	4.39	4.44	3.91
BELOW \$25,000	3.37	3.58	3.15	3.39	2.95
\$25,000 TO \$49,999	3.39	3.67	3.39	3.54	3.19
\$50,000 TO \$74,999	3.47	3.49	3.34	3.66	3.07
\$75,000 OR MORE	3.24	3.36	3.33	3.65	3.34
Less than high school graduate	3.60	3.78	3.08	3.43	2.25
Graduated high school	3.63	3.64	3.45	3.79	3.44
Some college	3.35	3.51	3.34	3.43	3.24
Completed 4-year degree	3.23	3.39	3.18	3.4	3.40
Working on or completed post grad	3.23	3.64	3.42	3.7	3.09
Caucasian	3.44	3.64	3.38	3.61	NA
African-American	3.33	3.65	3.43	3.79	NA
Hispanic	2.99	3.21	2.53	3.04	NA
Asian	2.95	2.35	3.12	2.26	NA
Other	2.77	2.98	2.93	2.75	NA
Mixed / Multi-Racial	1.98	3.17	4.02	3.39	NA

Additional age breakouts

	2008	2006	2005	2003	2002
	Scale 1-7	Scale 1-7	Scale 1-7	Scale 1-7	Scale 1-7
Overall	3.38	3.55	3.34	3.56	3.24
18 to 24	2.40	2.84	2.59	NA	NA
25 to 34	2.46	2.86	2.67	NA	NA
35 to 44	2.86	3.14	2.96	NA	NA
45 to 54	3.39	2.84	3.49	NA	NA
55 to 64	3.98	4.04	3.95	NA	NA
65 or older	4.52	4.45	4.39	NA	NA

* Available in 2005 and beyond.

RBS: Readers only

While looking at RBS among the general adult population gives a picture of performance in the market, it is also important to look at what is happening among newspaper readers. When readers are separated from non-readers, it is apparent that the proportion of non-readers in the sample affects overall RBS levels. This year's sample includes 36% non-readers, just as in 2005. When excluding non-readers, we see that overall RBS has been fairly stable since 2002, and has actually gone up a bit in 2008.

Sample make-up: Readers vs. non-readers

	n	Non-readers	Readers
2008	3,072	36%	64%
2006	3,079	29%	71%
2005	3,049	36%	64%
2003	3,028	28%	72%
2002	3,066	31%	69%

RBS among those who read newspapers has remained stable.

RBS among readers

	n	RBS among readers
2008	1,976	4.70
2006	2,193	4.61
2005	1,958	4.65
2003	2,168	4.57
2002	1,828	4.54

Among newspaper readers, female readers and readers with less than a high-school education show slight, steady increases year over year. Not surprisingly, reader-only RBS is highest among the oldest respondents in each of the studies we have conducted. Other demographic factors seem to play a less consistent role.

RBS: Readers only

Newspaper readers only	2008		2006		2005		2003		2002	
	n	RBS	n	RBS	n	RBS	n	RBS	n	RBS
Overall	1,976	4.70	2,193	4.61	1,958	4.65	2,168	4.57	1,828	4.54
Male	927	4.71	1,026	4.56	942	4.65	1,059	4.60	858	4.62
Female	1,049	4.70	1,167	4.65	1016	4.64	1,110	4.54	970	4.47
18-24	96	3.68	137	3.90	134	3.94	182	3.75	180	4.28
25-44	703	4.17	839	4.16	751	4.21	850	4.24	701	4.14
45-64	640	4.92	715	4.85	667	4.88	739	4.76	524	4.74
65 or older	528	5.35	473	5.22	385	5.32	388	5.31	422	5.06
Below \$25,000	294	4.78	310	4.67	276	4.54	396	4.61	200	4.58
\$25,000 TO \$49,999	471	4.58	511	4.61	540	4.57	584	4.47	473	4.49
\$50,000 TO \$74,999	378	4.81	515	4.48	415	4.63	474	4.59	405	4.33
\$75,000 OR MORE	609	4.68	586	4.58	532	4.68	527	4.59	479	4.58
Less than H.S. graduate	104	4.78	118	4.73	89	4.52	119	4.42	64	4.38
Graduated H.S./G.E.D	498	4.79	494	4.71	510	4.65	573	4.71	402	4.68
Some college	592	4.73	674	4.55	600	4.57	670	4.48	604	4.47
College Graduate	405	4.66	490	4.50	379	4.62	421	4.55	457	4.53
Post Graduate	354	4.57	378	4.65	354	4.79	368	4.61	281	4.54
White/Caucasian	1,632	4.76	1731	4.64	1617	4.68	1793	4.60	Not measured	
African American	162	4.54	220	4.60	144	4.46	185	4.51	Not measured	
Hispanic	65	4.23	81	4.39	58	4.19	74	4.11	Not measured	
Asian	37	4.40	24	4.19	28	4.41	15	4.44	Not measured	
Other Group	30	4.43	64	4.21	51	4.49	44	4.42	Not measured	
Mixed, Multi-racial	7	3.72	25	4.44	20	4.69	16	4.26	Not measured	
18 to 24	96	3.68	137	3.90	134	3.94	Not measured		Not measured	
25 to 34	211	4.11	301	4.03	321	4.01	Not measured		Not measured	
35 to 44	492	4.19	537	4.23	430	4.36	Not measured		Not measured	
45 to 54	278	4.71	375	4.71	342	4.77	Not measured		Not measured	
55 to 64	361	5.09	340	5.01	325	5.00	Not measured		Not measured	
65 or older	528	5.35	473	5.22	385	5.32	Not measured		Not measured	

RBS components among readers and all adults

The following tables highlight the three individual components of RBS – frequency, time spent and completeness. The tables include responses by readers only (all non-readers are excluded) as well as the sample as a whole.

Frequency

In the adult population, 47% read on any given weekday and 59% read on a typical Sunday.

About a third (34%) say they do not read the local daily newspaper in a typical week. This number is higher than 2006 and accounts for most of the differences in RBS scores in 2008 compared with previous years.

Among readers, 91% say they read on Sunday and approximately 73% read on any given weekday.

Readership: Frequency

Typical daily reading										
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Do not read in a typical week	Average days read
2008	Readers Only	73%	71%	74%	73%	76%	77%	91%	0%	5.2 days
	Adult Population	47%	45%	47%	47%	49%	49%	59%	34%	3.4 days
2006	Readers Only	72%	69%	73%	70%	74%	73%	90%	0%	5.1 days
	Adult Population	51%	49%	51%	50%	52%	51%	64%	29%	3.6 days
2005	Readers Only	71%	70%	72%	72%	75%	75%	90%	0%	5.2 days
	Adult Population	45%	45%	47%	45%	48%	48%	59%	36%	3.4 days
2003	Readers Only	65%	66%	70%	67%	72%	67%	86%	0%	4.9 days
	Adult Population	47%	47%	50%	48%	52%	48%	62%	28%	3.5 days
2002	Readers Only	65%	64%	67%	66%	70%	67%	91%	0%	4.8 days
	Adult Population	41%	40%	42%	42%	46%	42%	59%	31%	3.1 days

Readership: Frequency, Average days read



Time Spent – Weekday

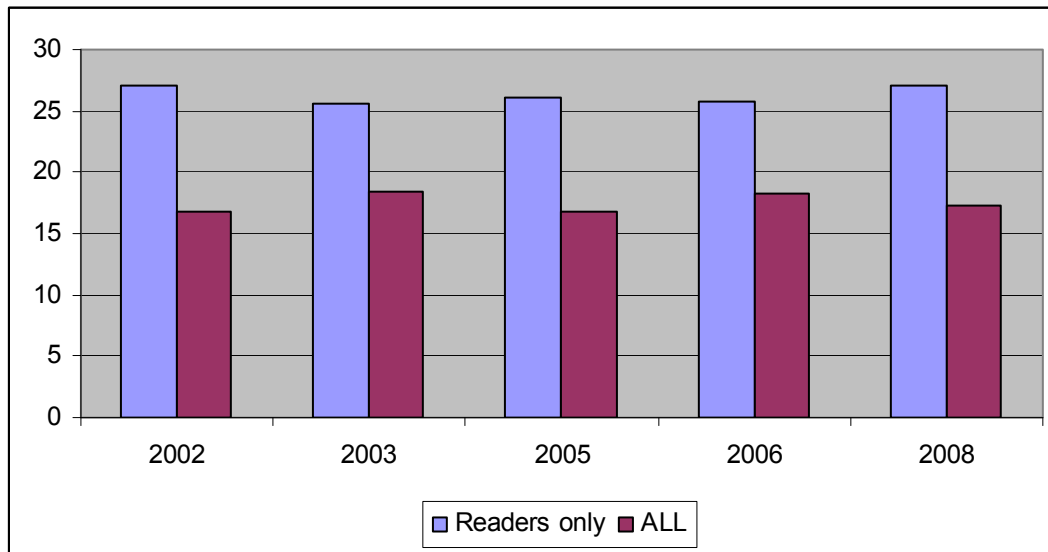
On average, adults spend 17.3 minutes per day with the paper during the week – similar to the 2005 study, and down from 2006. Among readers, time spent with the weekday paper is 27 minutes per day – similar across all five studies.

Readership: Time on weekdays

Weekday time spent reading		None or almost none	1-15 minutes	16-30 minutes	31-45 minutes	46-60 minutes	61 minutes or more	Average minutes
2008	Readers only	12%	19%	29%	22%	12%	6%	27.0
	Adult population	44%	12%	18%	14%	8%	4%	17.3
2006	Readers only	14 %	18%	34%	18%	12%	6%	25.8
	Adult population	39%	12%	24%	12%	8%	4%	18.2
2005	Readers only	15%	17%	31%	21%	11%	6%	26.1
	Adult population	45%	11%	20%	13%	7%	4%	16.8
2003	Readers only	16%	17%	29%	21%	10%	7%	25.6
	Adult population	40%	12%	21%	15%	7%	5%	18.4
2002	Readers only	20%	9%	30%	22%	12%	7%	27.0*
	Adult population	50%	5%	19%	14%	8%	4%	16.8*

*Average time spent percentages are weighted averages of number of people reading multiplied by the midpoint of time spent, i.e., 0 min * 20% + 8 min. * 9% + 23 min. * 30% etc.

Readership: Time, Average minutes read per weekday



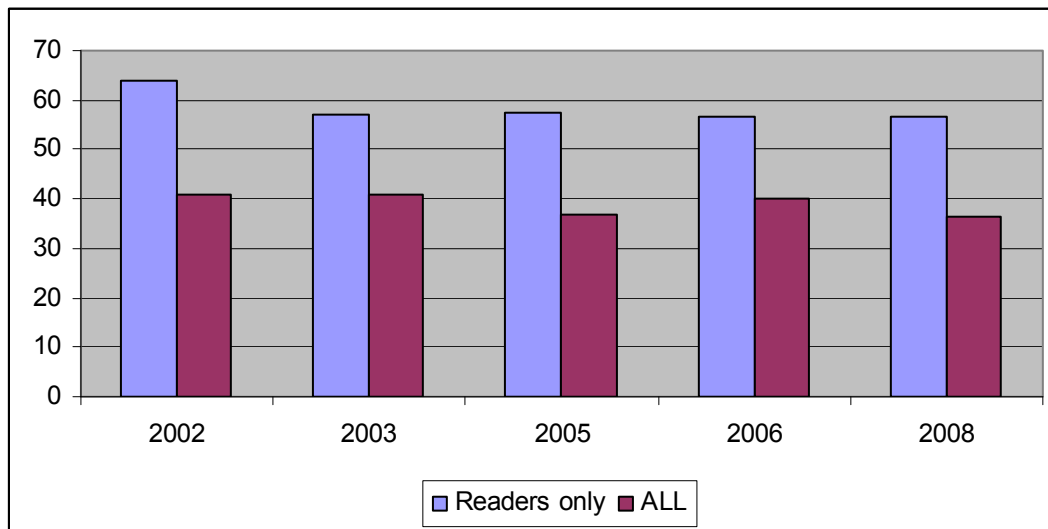
Time Spent – Weekend

On average, newspaper readers spend just under an hour (about 57 minutes) with the Sunday newspaper. This is down by about 7.5 minutes from the 2002 study.

Readership: Time on weekends

Weekend/Sunday time spent reading										
		None or almost none	<½ hour	Half hour - 1 hour	1-1 ½ hours	1 ½ -2 hours	2-2 ½ hours	2 ½-3 hours	3 or more hours	Average minutes
2008	Readers only	12%	19%	28%	20%	12%	5%	3%	1%	56.6
	Adult population	44%	12%	18%	13%	8%	3%	2%	1%	36.4
2006	Readers only	15%	17%	25%	20%	15%	3%	2%	2%	56.5
	Adult population	40%	12%	18 %	14%	10%	2%	2%	1%	40.0
2005	Readers only	15%	17%	25%	21%	13%	4%	3%	2%	57.3
	Adult population	45%	11%	16%	13%	8%	3%	2%	1%	36.8
2003	Readers only	14%	17%	29%	20%	11%	6%	2%	2%	56.9
	Adult population	38%	12%	21%	15%	8%	4%	1%	2%	40.7
2002	Readers only	9%	10%	33%	25%	12%	5%	3%	2%	64.1
	Adult population	41%	7%	21%	17%	7%	3%	2%	2%	41.0

Readership: Time, Average minutes read per weekend



Completeness – Weekday

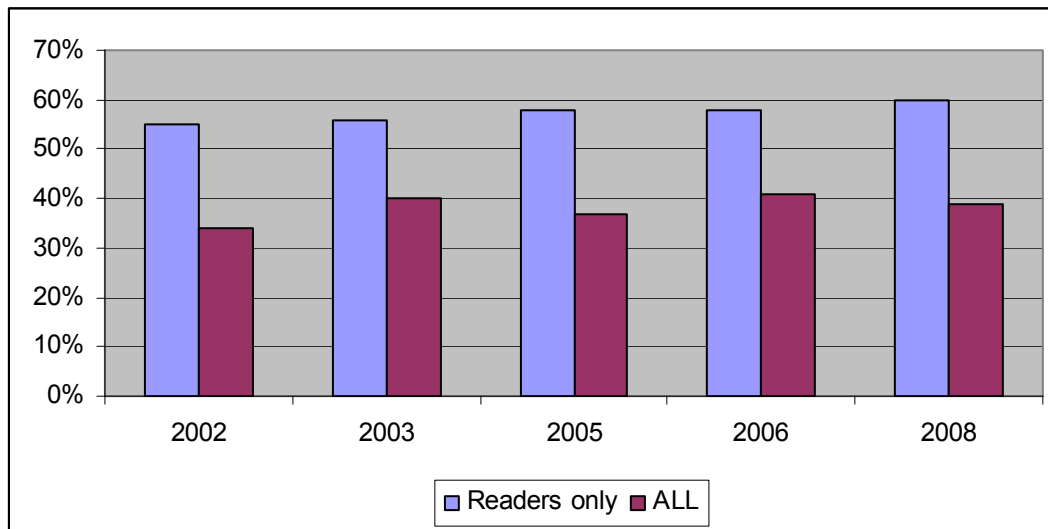
On average, newspaper readers are completing more than half of the newspaper during a typical weekday (60%), about the same as previous years.

Readership: Completeness on weekdays

Weekday completeness of reading							
		None or almost none	1/4	1/2	3/4	Almost all/all	Average completeness*
2008	Readers only	15%	14%	19%	18%	34%	60%
	Adult population	45%	9%	12%	12%	22%	39%
2006	Readers only	19%	13%	19%	16%	33%	58%
	Adult population	42%	9%	13%	12%	24%	41%
2005	Readers only	18%	14%	18%	17%	33%	58%
	Adult population	48%	9%	12%	11%	21%	37%
2003	Readers only	21%	14%	18%	15%	32%	56%
	Adult population	43%	10%	13%	11%	23%	40%
2002	Readers only	23%	12%	18%	19%	28%	55%
	Adult population	51%	7%	11%	12%	18%	34%

*Average completeness percentages are weighted averages of number of people reading multiplied by percentage of paper read, i.e., $0 * 23\% + \frac{1}{4} * 12\% + \frac{1}{2} * 18\%$ etc.

Readership: Completeness, Percent of the newspaper read per weekday



Completeness – Weekend

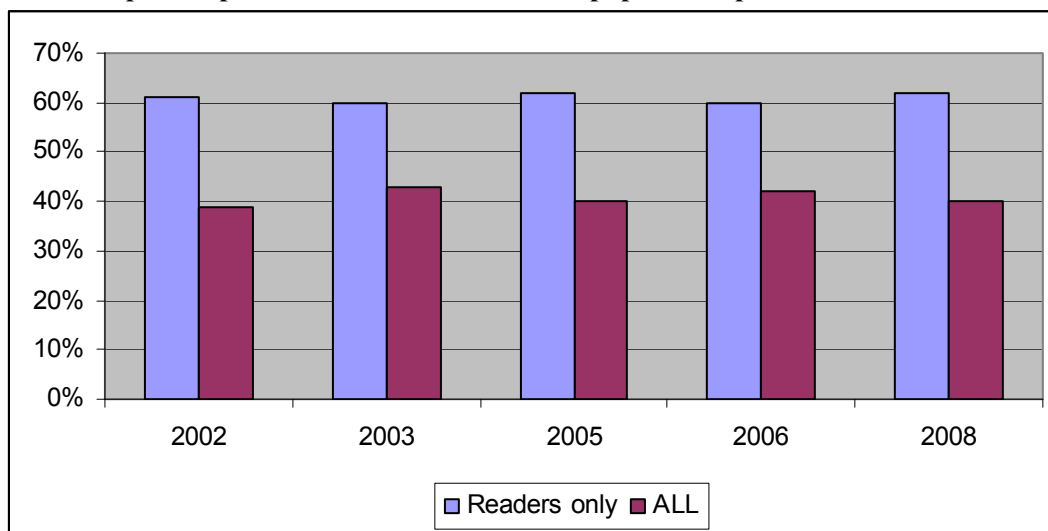
On average, newspaper readers are completing more than half of the newspaper during a typical Sunday (62%), about the same as previous years.

Readership: Completeness on weekends

Weekend/Sunday completeness of reading							
		None or almost none	1/4	1/2	3/4	Almost all/all	Average completeness*
2008	Readers only	14%	13	18%	20%	35%	62%
	Adult population	45%	8%	12%	13%	22%	40%
2006	Readers only	18.7%	12.8%	19.0%	16.2%	33.3%	60%
	Adult population	42.5%	9.0%	13.4%	11.5%	23.6%	42%
2005	Readers only	15%	12%	18%	18%	36%	62%
	Adult population	46%	8%	12%	11%	23%	40%
2003	Readers only	16%	14%	19%	17%	34%	60%
	Adult population	40%	10%	13%	12%	25%	43%
2002	Readers only	11%	15%	21%	22%	30%	61%
	Adult population	43%	10%	13%	15%	19%	39%

*Average completeness percentages are weighted averages of number of people reading multiplied by percentage of paper read, i.e., 0 * 23% + 1/4 * 12% + 1/2 * 18% etc.

Readership: Completeness, Percent of the newspaper read per weekend



Total RBS (TRBS)

As well as measuring readership of the local daily newspaper, the study assesses usage of other newspapers, such as nationals and weeklies. This is added to the local daily newspaper RBS to comprise Total RBS (TRBS). This year, TRBS is 3.81 compared with 3.89 in 2006, 3.90 in 2005, 4.20 in 2003, and 3.92 in 2002.

TRBS by year

Year	TRBS	4-study average 3.98	Season
2008	3.81	-.17	Spring
2006	3.89	-.09	Fall
2005	3.90	-.08	Winter
2003	4.20	.22	Fall
2002	3.92	-.06	Summer

Tracking over time could reveal any of the following:

- Increased readership of other papers (weeklies, nationals) at the expense of readership of the local daily newspaper
- Decreased or increased reading of both the local daily and other newspapers
- Increased readership of the local newspaper and decreased readership of other papers

This year's survey shows that about 74% of adults read a print newspaper of some kind in an average week – a decrease from previous years.

With the exception of 2006, the percentage of respondents who read only the local paper has been fairly steady – hovering around 45%.

Readership of the local paper vs. other papers

Percentage of population who...	Read only the local paper	Read local paper and other papers	Do not read the local paper, but do read another paper	Do not read any paper
2008	47%	18%	10%	26%
2006	55%	16%	8%	21%
2005	47%	17%	14%	22%
2003	45%	23%	14%	15%
2002	43%	18%	13%	22%

Looking at TRBS can shed light on two questions:

- Are people decreasing their readership of newspapers in general? Apparently not. Five studies measuring TRBS show a fairly stable TRBS, with the exception of the 2003 study which had higher TRBS levels.
- Is overall newspaper readership coming at the expense of the local daily newspaper? No. As indicated earlier, the percentage of people who read only their local paper is stable, and RBS among people who read multiple papers has increased this year, indicating that readership of additional papers is not cutting into readership of the local daily paper. These results are worth watching in future studies to observe the interaction between RBS and TRBS.

Readership of the local paper vs. other papers, by RBS and TRBS

Readership among those who...	Read only the local paper	Read local paper and other papers	Do not read the local paper, but do read another paper	Do not read any paper
2008	RBS: 4.66 TRBS: 4.58	RBS: 4.81 TRBS: 5.74	RBS: 1.00 TRBS: 4.12	RBS: 1.00 TRBS: 1.00
2006	RBS: 4.59 TRBS: 4.59	RBS: 4.49 TRBS: 5.38	RBS: 1.00 TRBS: 3.91	RBS: 1.00 TRBS: 1.00
2005	RBS: 4.62 TRBS: 4.62	RBS: 4.52 TRBS: 5.69	RBS: 1.00 TRBS: 3.92	RBS: 1.00 TRBS: 1.00
2003	RBS: 4.61 TRBS: 4.61	RBS: 4.44 TRBS: 5.60	RBS: 1.00 TRBS: 3.98	RBS: 1.00 TRBS: 1.00
2002	RBS: 4.53 TRBS: 4.53	RBS: 4.56 TRBS: 5.79	RBS: 1.00 TRBS: 3.98	RBS: 1.00 TRBS: 1.00

Method of acquisition

Overall, about 74% of readers obtain their newspaper through home delivery. On Sunday, single-copy sales account for about 19% of newspaper acquisition. During the week, single-copy sales account for about 13%.

How people get the newspaper, Readers only

Method of acquisition*	Year	Weekday	Sunday
It is delivered to my home			
	2008	74%	74%
	2006	72%	71%
	2005	69%	70%
	2003	68%	67%
It is delivered to my workplace			
	2008	5%	1%
	2006	5%	2%
	2005	7%	2%
	2003	6%	2%
It is purchased by me or someone in my household			
	2008	13%	19%
	2006	16%	24%
	2005	15%	23%
	2003	18%	24%
I read someone else's copy			
	2008	5%	6%
	2006	3%	3%
	2005	5%	4%
	2003	6%	6%
I read it on the Internet**			
	2008	0%	0%
	2006	2%	1%
	2005	2%	1%
	2003	2%	1%

* This question was not asked in 2002.

** This question was asked of those who said they read or looked into the paper on a weekday or Sunday. The screening question does not mention the paper's Web site. In addition, the response categories were not read to the respondent, so it seems plausible that very few people would volunteer that they typically "get the paper" by reading it on the Web.

The likelihood of receiving home delivery increases with age.

- Only about 42% of 18-24 year olds (up from 30% in 2006) receive the newspaper at home, while nearly 33% (down from 40% in 2006) purchase the newspaper single copy on weekdays. Note that the small number of people in this category make it difficult to generalize to the larger population.
- Among those aged 65 or older, the method of newspaper acquisition is dramatically different (94% home delivery; unchanged from 2006).

Income and education are correlated to home delivery:

- The lower the annual income or level of education, the less likely respondents are to subscribe for home delivery the more likely they are to purchase via single copy.

Pass-along and Internet readership are too small to observe meaningful differences across demographic groups.

Readership Experiences

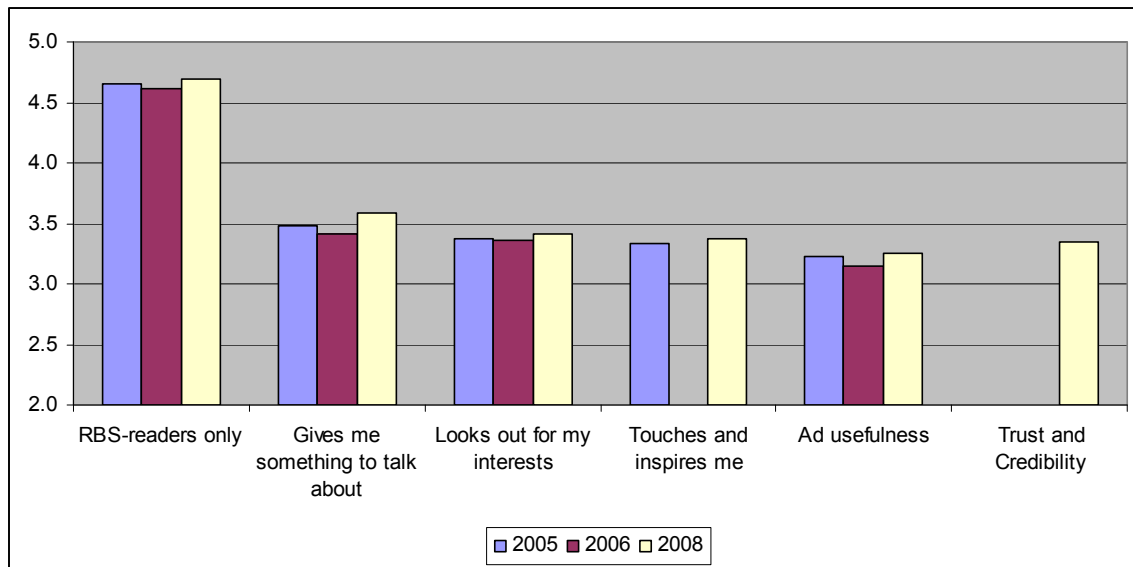
The Readership Institute has quantified the relationships between a wide variety of newspaper-reading experiences and levels of readership. Some experiences motivate reading – the more people have these experiences, the higher their RBS. Others inhibit reading – the more people have these experiences, the less they read. (See more [detail](#) on our Web site). In recent RBS studies, we have been asking about some of these experiences.¹

Experiences were measured by asking newspaper readers to rate how well a series of statements describes their own feelings about their local daily newspaper (by name). The questions are asked on a 1-5 scale, (1 = “strongly disagree” and 5 = “strongly agree”). The complete [list of experiences](#) is on our Web site. The following table outlines the average respondent ratings for each experience. It is useful as a benchmark if you use RI’s methodology for measuring experiences at your newspaper.

With this study we have three data points on three experiences (gives me something to talk about, looks out for my interest, and ad usefulness). When plotting these data alongside the RBS of readers (only readers answered the experience questions), we see that the experience results echo the RBS results for readers-only, confirming the close relationship between the two measures.

This year, we have measured the five experiences for the newspaper with regard to the Web site as well. See our [Web site report](#) for more information.

Experiences and RBS for readers only, 2005, 2006 and 2008



* RBS is measured on a scale of 1-7 and experiences are measured on a scale of 1-5.

¹ We measured four experiences in the 2006 study, eight experiences in 2005, and only one experience in 2003 (“something to talk about”). The 2003 scores are similar to the 2005 results in the table above.

Newspaper Experiences in 2008

2008 newspaper experience factors	Something to talk about	Looks out for my interests	Ad usefulness	Touches and inspires me	Trust and Credibility
Overall	3.59	3.42	3.26	3.38	3.35
Male	3.58	3.40	3.12	3.25	3.33
Female	3.60	3.45	3.38	3.49	3.37
18 to 24	3.76	3.35	3.35	3.15	3.34
25 to 34	3.73	3.43	3.49	3.33	3.42
35 to 44	3.62	3.35	3.39	3.42	3.36
45 to 54	3.58	3.41	3.22	3.33	3.26
55 to 64	3.58	3.40	3.15	3.35	3.32
65 or older	3.49	3.53	3.11	3.44	3.38
BELOW \$25,000	3.57	3.56	3.40	3.51	3.52
\$25,000 TO \$49,999	3.57	3.44	3.39	3.42	3.31
\$50,000 TO \$74,999	3.70	3.52	3.28	3.44	3.40
\$75,000 OR MORE	3.59	3.32	3.12	3.29	3.31
Less than H.S. grad	3.62	3.60	3.41	3.65	3.56
Graduated H.S.	3.58	3.43	3.42	3.39	3.40
Some college	3.59	3.43	3.34	3.40	3.34
4-year degree	3.59	3.34	3.10	3.26	3.27
Post grad	3.61	3.45	2.99	3.40	3.33
White/Caucasian	3.58	3.44	3.23	3.37	3.34
African American	3.69	3.45	3.52	3.49	3.43
Hispanic	3.73	3.27	3.31	3.37	3.42
Asian	3.66	3.37	3.37	3.57	3.58
Other group	3.42	3.18	3.22	3.33	3.13
Mixed / multi-racial	3.72	3.46	3.24	3.19	3.45

* n=1,973, experiences are measured on a scale of 1-5.

Experience: Something to talk about

	2008	2006	2005
Overall	3.59	3.42	3.48
Male	3.58	3.36	3.46
Female	3.60	3.47	3.50
18 to 24	3.76	3.41	3.61
25 to 34	3.73	3.42	3.45
35 to 44	3.62	3.42	3.44
45 to 54	3.58	3.46	3.53
55 to 64	3.58	3.42	3.51
65 or older	3.49	3.37	3.45
BELOW \$25,000	3.57	3.49	3.51
\$25,000 TO \$49,999	3.57	3.45	3.52
\$50,000 TO \$74,999	3.70	3.40	3.49
\$75,000 OR MORE	3.59	3.39	3.47
Less than H.S. grad	3.62	3.54	3.74
Graduated H.S.	3.58	3.50	3.49
Some college	3.59	3.39	3.45
4-year degree	3.59	3.35	3.49
Post grad	3.61	3.39	3.46
White/Caucasian	3.58	3.37	3.47
African American	3.69	3.68	3.59
Hispanic	3.73	3.62	3.61
Asian	3.66	3.50	3.50
Other group	3.42	3.36	3.40
Mixed / multi-racial	3.72	3.57	3.68

* Experiences are measured on a scale of 1-5.

Experience: Looks out for my interests

	2008	2006	2005
Overall	3.42	3.36	3.37
Male	3.40	3.31	3.34
Female	3.45	3.41	3.41
18 to 24	3.35	3.26	3.42
25 to 34	3.43	3.14	3.16
35 to 44	3.35	3.26	3.32
45 to 54	3.41	3.38	3.40
55 to 64	3.40	3.47	3.42
65 or older	3.53	3.54	3.55
BELOW \$25,000	3.56	3.43	3.43
\$25,000 TO \$49,999	3.44	3.43	3.39
\$50,000 TO \$74,999	3.52	3.30	3.38
\$75,000 OR MORE	3.32	3.34	3.36
Less than H.S. grad	3.60	3.49	3.68
Graduated H.S.	3.43	3.41	3.38
Some college	3.43	3.33	3.31
4-year degree	3.34	3.30	3.38
Post grad	3.45	3.38	3.40
White/Caucasian	3.44	3.36	3.38
African American	3.45	3.40	3.26
Hispanic	3.27	3.41	3.43
Asian	3.37	3.41	3.35
Other group	3.18	3.28	3.19
Mixed / multi-racial	3.46	3.31	3.51

* Experiences are measured on a scale of 1-5.

Experience: Ad usefulness

	2008	2006	2005
Overall	3.26	3.15	3.22
Male	3.12	2.91	3.08
Female	3.38	3.35	3.35
18 to 24	3.35	3.32	3.36
25 to 34	3.49	3.25	3.35
35 to 44	3.39	3.27	3.26
45 to 54	3.22	3.12	3.20
55 to 64	3.15	3.07	3.17
65 or older	3.11	2.96	3.09
BELOW \$25,000	3.40	3.33	3.38
\$25,000 TO \$49,999	3.39	3.21	3.31
\$50,000 TO \$74,999	3.28	3.16	3.22
\$75,000 OR MORE	3.12	3.04	3.08
Less than H.S. grad	3.41	3.51	3.55
Graduated H.S.	3.42	3.32	3.31
Some college	3.34	3.16	3.31
4-year degree	3.10	3.06	3.14
Post grad	2.99	2.87	2.94
White/Caucasian	3.23	3.08	3.18
African American	3.52	3.55	3.64
Hispanic	3.31	3.42	3.41
Asian	3.37	3.01	3.33
Other group	3.22	3.12	3.24
Mixed / multi-racial	3.24	3.24	3.07

* Experiences are measured on a scale of 1-5.

Experience: Touches & inspires me

	2008	2005
Overall	3.38	3.33
Male	3.25	3.23
Female	3.49	3.42
18 to 24	3.15	3.44
25 to 34	3.33	3.26
35 to 44	3.42	3.30
45 to 54	3.33	3.33
55 to 64	3.35	3.35
65 or older	3.44	3.38
BELOW \$25,000	3.51	3.46
\$25,000 TO \$49,999	3.42	3.40
\$50,000 TO \$74,999	3.44	3.32
\$75,000 OR MORE	3.29	3.25
Less than H.S. grad	3.65	3.67
Graduated H.S.	3.39	3.42
Some college	3.40	3.30
4-year degree	3.26	3.29
Post grad	3.40	3.21
White/Caucasian	3.37	3.32
African American	3.49	3.40
Hispanic	3.37	3.41
Asian	3.57	3.30
Other group	3.33	3.26
Mixed / multi-racial	3.19	3.55

* Experiences are measured on a scale of 1-5.

Civic behavior and news consumption in print

In 2008, we continue to examine the relationship between media behavior and civic activities. We asked respondents about their participation in civic activities and its importance to them and looked at their relationship to readership and usage.

Three questions in the Readership Institute's 2008 study gauge people's level of civic involvement and its perceived importance. Other research has shown that civic involvement often relates to newspaper use. Here we asked how important certain civic activities were, whether respondents participated in a number of civic activities, and whether they voted in recent elections and plan to vote in upcoming elections.

Results in 2008 are very similar to the [previous study](#):

- We asked respondents to rate the importance of five civic activities and, on average, all were rated as fairly important (between 3.23 and 3.79 on a 5 point scale).
- Generally, older people rate some civic activities higher than younger people (i.e., elections, keeping up with local and with national issues), and others lower (e.g., doing volunteer work and donating money). The youngest group, 18-24 year olds, however, consistently rated all civic activities very high.
- Women generally rate these activities higher than men, except for keeping up with state and national issues.
- Higher income and education correlated with higher importance ratings.
- Race and ethnicity are not a factor in importance ratings.

How important is it for you, personally, to participate in the following activities?

2008	n	Elections	Keeping up with local / community events	Keeping up with state and national issues	Doing volunteer work or community service	Donating money to worthy causes
		Scale 1-5	Scale 1-5	Scale 1-5	Scale 1-5	Scale 1-5
Overall	3,072	3.79	3.27	3.58	3.23	3.38
Male	1,504	3.74	3.18	3.58	3.09	3.29
Female	1,568	3.83	3.35	3.57	3.37	3.46
18 to 24	184	3.79	3.26	3.65	3.49	3.48
25 to 34	449	3.48	3.13	3.39	3.27	3.48
35 to 44	844	3.72	3.26	3.54	3.22	3.37
45 to 54	432	3.86	3.33	3.62	3.28	3.38
55 to 64	496	3.98	3.33	3.73	3.31	3.42
65 or older	651	3.89	3.30	3.60	3.06	3.24
BELOW \$25,000	470	3.49	3.09	3.37	3.06	3.12
\$25,000 TO \$49,999	706	3.66	3.18	3.53	3.16	3.27
\$50,000 TO \$74,999	581	3.89	3.34	3.69	3.27	3.40
\$75,000 OR MORE	999	3.99	3.38	3.67	3.39	3.56
Less than H.S. grad	152	3.42	3.10	3.29	2.98	3.29
Graduated H.S./G.E.D	718	3.47	3.13	3.33	2.99	3.19
Some college	940	3.81	3.25	3.59	3.22	3.35
College degree	665	3.96	3.34	3.72	3.36	3.43
Post-grad	566	4.07	3.44	3.82	3.51	3.64
White/Caucasian	2,511	3.80	3.28	3.60	3.24	3.39
African American	247	3.89	3.39	3.60	3.25	3.40
Hispanic	105	3.74	3.33	3.39	3.40	3.52
Asian	65	3.46	2.98	3.51	3.17	3.05
Another group	59	3.47	3.04	3.45	2.93	3.17
Mixed, Multi-racial	18	4.05	2.82	3.51	3.49	3.67

* Mean response where 1 = “Not at all important” and 5 = “Extremely important”

While civic activities are seen as important, a fairly small proportion of the sample (between 3.7% and 40.5%) reports actually engaging in civic activities as measured in this study.

The exception is voting: 78% report voting in the 2004 presidential elections, and 86% said they plan to vote in the 2008 elections. Survey research literature establishes that people tend to over-report voting, and so the high numbers in this study come as no surprise. In fact, over 80% of our sample in the 2006 study said they plan to vote in the 2006 congressional elections, and only about 68% report actually doing so here.

Researchers often attribute vote over-reporting to respondents' desire to offer a socially desirable response. The literature is less clear about the extent and nature of over-reporting of other civic activities. In any case, if over-reporting is occurring we can assume that even fewer people participate in civic activities, reinforcing our point that there is a gap between how important people think civic activities are and how much they actually do it.

In the last 12 months, have you...

2008	n	Contacted an elected political official	Attended a political meeting or rally	Participated in a protest, march or demonstration	Signed a petition, in paper or on the Internet	Volunteered in an organization affiliated with religion	Participated in organized project to solve a community problem	Given money to any organization totaling more than \$500
		% YES	% YES	% YES	% YES	% YES	% YES	% YES
Overall	3,072	27.1	15.2	3.7	32.5	40.5	26.9	34.5
Male	1,504	28.3	16.1	4.0	28.9	38.7	28.0	36.4
Female	1,568	25.9	14.4	3.3	36.0	42.1	25.8	32.7
18 to 24	184	14.7	12.8	9.0	25.0	28.1	22.4	12.9
25 to 34	449	20.9	12.0	4.8	34.1	36.4	26.7	30.5
35 to 44	844	26.0	13.2	1.9	35.6	41.9	27.0	36.9
45 to 54	432	31.5	19.7	4.3	37.7	46.8	31.3	43.9
55 to 64	496	37.4	20.7	4.1	36.3	39.0	34.2	36.4
65 or older	651	25.6	13.6	3.0	23.1	41.7	19.8	32.5
BELOW \$25,000	470	14.0	8.6	3.9	20.2	30.0	16.5	11.0
\$25,000 TO \$49,999	706	22.3	11.6	4.5	31.2	34.4	22.0	22.3
\$50,000 TO \$74,999	581	31.8	16.2	4.5	37.3	42.3	31.0	34.2
\$75,000 OR MORE	999	33.5	20.3	3.2	37.2	48.1	33.9	54.3
Less than H.S. grad	152	6.6	2.2	1.4	14.9	21.6	11.3	7.6
Graduated H.S./G.E.D	718	14.7	8.3	3.8	18.7	31.1	17.0	19.3
Some college	940	23.0	13.7	3.1	32.4	38.4	22.7	32.7
College degree	665	35.9	18.0	2.6	38.8	53.0	32.6	45.4
Post-grad	566	45.2	26.4	6.5	48.1	46.3	43.9	51.9
White/Caucasian	2,511	28.1	15.1	3.4	33.9	42.6	27.4	36.6
African American	247	17.2	17.4	6.6	26.7	36.5	27.5	21.3
Hispanic	105	23.1	11.9	1.9	28.0	33.2	21.4	33.3
Asian	65	11.2	10.3	1.3	13.4	13.7	16.2	16.4
Another group	59	34.1	11.1	10.1	30.2	23.6	26.2	31.5
Mixed, Multi-racial	18	51.4	41.5	0.0	36.6	22.8	39.6	25.1

Did you, or do you plan to, vote in...

2008	n	The November 2004 (Bush/Kerry) presidential elections	The 2006 congressional elections	The 2008 presidential elections
		% YES	% YES	% YES
Overall	3,072	78.4	67.8	86.3
Male	1,504	76.9	67.8	84.9
Female	1,568	79.9	67.8	87.7
18 to 24	184	28.5	22.4	71.9
25 to 34	449	68.5	48.6	79.3
35 to 44	844	76.4	63.7	84.5
45 to 54	432	86.2	76.0	89.6
55 to 64	496	88.3	81.7	91.1
65 or older	651	89.0	82.8	91.7
BELOW \$25,000	470	60.6	50.5	72.8
\$25,000 TO \$49,999	706	70.6	58.3	80.7
\$50,000 TO \$74,999	581	86.1	73.5	91.8
\$75,000 OR MORE	999	86.7	77.8	93.4
Less than H.S. grad	152	41.2	30.8	59.2
Graduated H.S./G.E.D	718	64.4	54.8	77.6
Some college	940	80.3	69.2	87.7
College degree	665	89.9	76.6	94.2
Post-grad	566	89.2	80.7	93.4
White/Caucasian	2,511	81.7	70.2	87.8
African American	247	64.1	57.0	85.5
Hispanic	105	61.9	49.1	69.6
Asian	65	48.3	44.5	70.9
Another group	59	60.7	52.4	70.8
Mixed, Multi-racial	18	76.0	81.7	100.0

Next, we tested whether civic involvement is correlated with readership. We found that it is – both in terms of the importance attached to it and actual behavior.

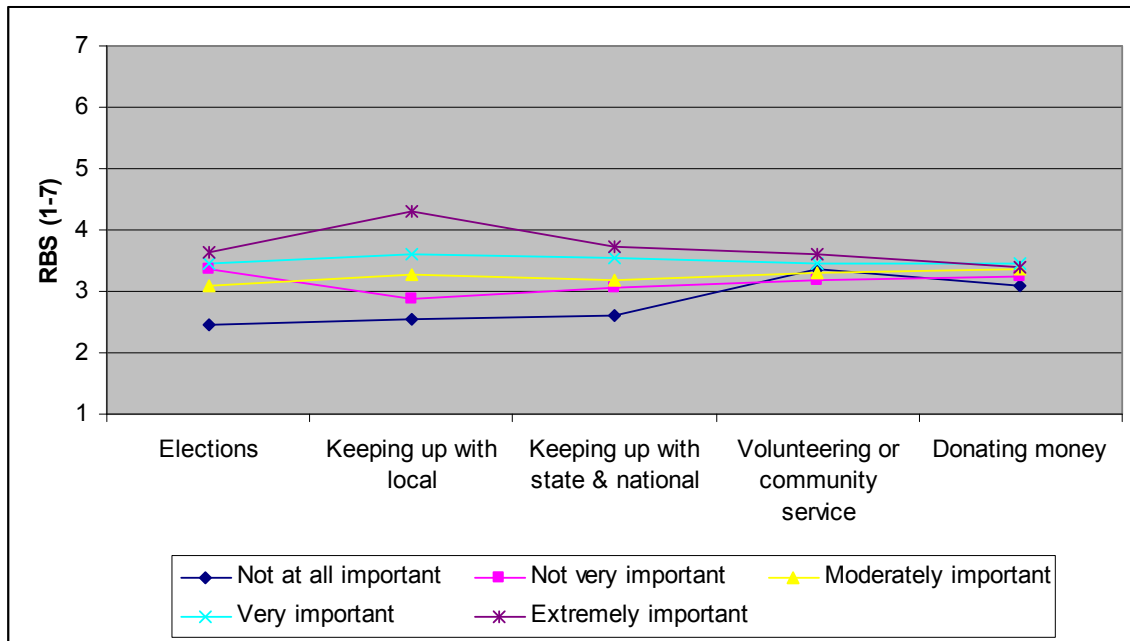
People who say civic activities are important have higher RBS:

RBS and importance of civic activities, 2008

2008	Not at all important	Not very important	Moderately important	Very important	Extremely important
Elections	2.46	3.37	3.09	3.46	3.64
Keeping up with local/ community events	2.56	2.88	3.26	3.60	4.29
Keeping up with state and national issues	2.61	3.05	3.18	3.54	3.72
Doing volunteer work or community service	3.37	3.19	3.31	3.45	3.61
Donating money to worthy causes	3.10	3.25	3.37	3.46	3.39

* n=3,072, RBS is measured on a scale of 1-7.

For each civic activity, the more important it is, the higher the RBS (2008):



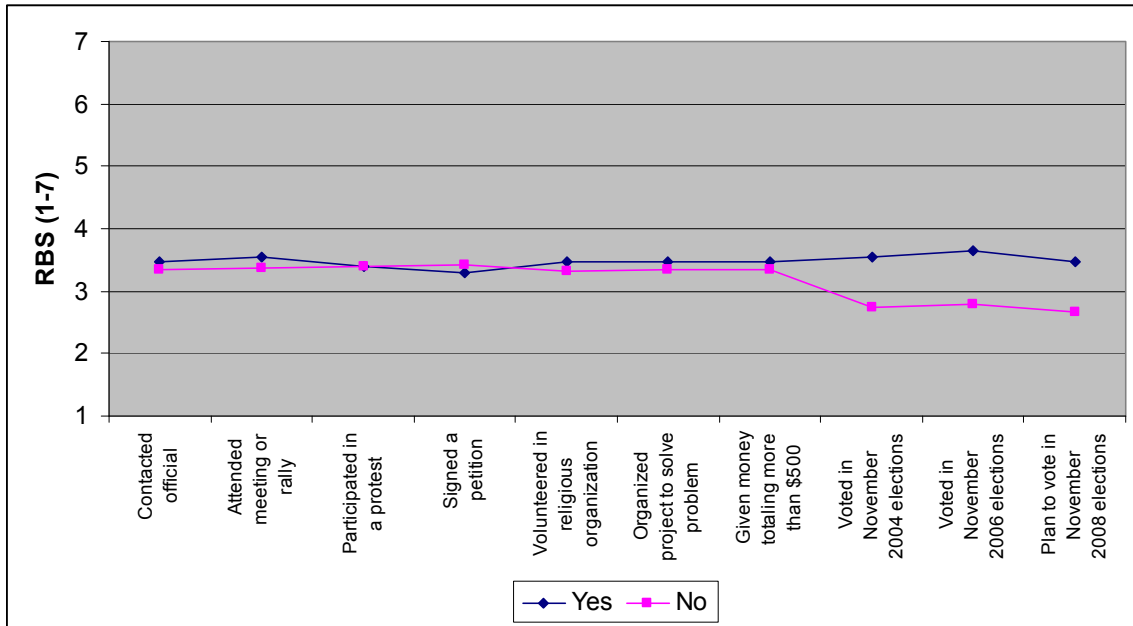
This holds true regardless of age. The correlation between RBS and civic participation is found in every age group.

As well, people who say they participated in various civic activities have higher RBS:

RBS and participation in civic activities

2008	RBS (1-7)	
	YES	NO
Contacted an elected political official	3.48	3.34
Attended a political meeting or rally	3.53	3.36
Participated in a protest, march or demonstration	3.40	3.38
Signed a petition, in paper or on the Internet	3.30	3.42
Volunteered in an organization affiliated with religion	3.47	3.31
Participated in an organized project to try to solve a community problem	3.46	3.35
Given money to any organization or causes altogether totaling more than \$500	3.46	3.34
Voted in the November 2004 (Bush/Kerry) presidential elections	3.56	2.74
Voted in the 2006 congressional elections	3.65	2.78
Plan to vote in the 2008 presidential elections	3.48	2.67

For each civic activity (except “Signed a petition”) those who said they did it have a higher RBS than those who said they did not (2008):



This holds true regardless of age. The correlation between RBS and civic participation is found in every age group.

In sum, our study confirms a relationship between readership and civic involvement. Differences in RBS are greatest between those who vote and those who don't, suggesting that this manifestation of civic involvement is particularly sensitive to newspaper use. The study does not test for causality (i.e., whether readership leads to more civic involvement).

Appendix 1 – Summary of RBS and TRBS

The following tables provide a summary of the RBS and TRBS scores, along with sample sizes for the demographic categories measured in this study. Summaries for the 2002, 2003, 2005 and 2006 studies are also included.

2008		Count	Mean RBS	Mean TRBS
	Overall	3,072	3.38	3.81
Gender	Male	1,504	3.28	3.75
	Female	1,568	3.48	3.87
Age	18 to 24	184	2.40	2.64
	25 to 34	449	2.46	2.78
	35 to 44	844	2.86	3.27
	45 to 54	432	3.39	3.97
	55 to 64	496	3.98	4.46
	65 or older	651	4.52	4.95
Income	BELOW \$25,000	470	3.37	3.71
	\$25,000 TO \$49,999	706	3.39	3.67
	\$50,000 TO \$74,999	581	3.47	3.88
	\$75,000 OR MORE	999	3.24	3.83
Education	Less than H.S. grad	152	3.60	3.74
	Graduated H.S. (including G.E.D)	718	3.63	3.89
	Some college	940	3.35	3.76
	College degree	665	3.23	3.74
	Post-grad	566	3.23	3.87
Ethnicity	White/Caucasian	2,511	3.44	3.89
	African American	247	3.33	3.59
	Hispanic	105	2.99	3.18
	Asian	65	2.95	3.39
	Other Group	59	2.77	3.24
	Mixed / Multi-racial	18	1.98	2.45

2006		Count	Mean RBS	Mean TRBS
	Overall	2,690	3.52	3.89
Gender	Male	1,304	3.40	3.82
	Female	1,386	3.64	3.96
Age	18 to 24	182	2.66	3.08
	25 to 34	436	2.77	3.16
	35 to 44	701	3.17	3.45
	45 to 54	438	3.71	4.12
	55 to 64	391	4.02	4.40
	65 or older	507	4.42	4.84
Income	BELOW \$25,000	418	3.32	3.66
	\$25,000 TO \$49,999	603	3.53	3.85
	\$50,000 TO \$74,999	590	3.63	3.93
	\$75,000 OR MORE	743	3.47	4.01
Education	Less than H.S. grad	138	3.70	3.86
	Graduated H.S. (including G.E.D)	570	3.62	3.88
	Some college	830	3.48	3.83
	College degree	634	3.38	3.80
	Post-grad	472	3.61	4.15
Ethnicity	White/Caucasian	2,053	3.62	3.99
	African American	267	3.55	3.77
	Hispanic	122	3.24	3.68
	Asian	51	2.48	2.83
	Other Group	87	2.84	3.63
	Mixed / Multi-racial	35	2.95	3.39

2005		Count	Mean RBS	Mean TRBS
	Overall	3,049	3.34	3.9
Gender	Male	1,486	3.31	3.88
	Female	1,563	3.37	3.93
Age	18 to 24	248	2.59	3.1
	25 to 34	580	2.67	3.17
	35 to 44	738	2.96	3.57
	45 to 54	517	3.49	4.09
	55 to 64	440	3.95	4.6
	65 or older	490	4.39	4.89
Income	BELOW \$25,000	453	3.15	3.46
	\$25,000 TO \$49,999	805	3.39	3.87
	\$50,000 TO \$74,999	643	3.34	3.9
	\$75,000 OR MORE	841	3.33	4.1
Education	Less than H.S. grad	151	3.08	3.42
	Graduated H.S. (including G.E.D)	758	3.45	3.83
	Some college	915	3.34	3.79
	College degree	628	3.18	3.99
	Post-grad	554	3.42	4.25
Ethnicity	White/Caucasian	2,500	3.38	3.98
	African American	205	3.43	3.79
	Hispanic	122	2.53	2.76
	Asian	46	3.12	4.07
	Other Group	92	2.93	3.42
	Mixed / Multi-racial	25	4.02	4.36

2003		Count	Mean RBS	Mean TRBS
	Overall	3,028	3.56	4.20
Gender	Male	1,475	3.58	4.27
	Female	1,553	3.53	4.13
Age	18-24	297	2.68	3.32
	25-44	1,264	3.18	3.83
	45-64	965	3.88	4.56
	65 or older	486	4.44	4.96
Income	BELOW \$25,000	598	3.39	3.88
	\$25,000 TO \$49,999	800	3.54	4.1
	\$50,000 TO \$74,999	640	3.66	4.33
	\$75,000 OR MORE	715	3.65	4.46
Education	Less than high school graduate	167	3.43	3.68
	Graduated high school	760	3.79	4.22
	Some college	958	3.43	4.11
	Completed 4-year degree	622	3.4	4.14
	Working on or completed post grad	491	3.7	4.6
Ethnicity	Caucasian	2,476	3.61	4.26
	African-American	233	3.79	4.19
	Hispanic	113	3.04	3.54
	Asian	41	2.26	3.44
	Other	86	2.75	3.85
	Mixed / Multi-Racial	21	3.39	3.73

2002		Count	Mean RBS	Mean TRBS
	Overall	3,066	3.24	4.01
Gender	Male	1,446	3.21	3.99
	Female	1,620	3.26	4.02
Age	18-24	235	2.95	3.14
	25-44	979	2.75	3.5
	45-64	1,016	3.63	4.16
	65 or older	810	3.91	4.7
Income	BELOW \$25,000	528	2.95	3.67
	\$25,000 TO \$49,999	835	3.19	3.87
	\$50,000 TO \$74,999	647	3.07	4.13
	\$75,000 OR MORE	603	3.34	4.22
Education	Less than high school graduate	206	2.25	3.33
	Graduated high school	813	3.44	4.07
	Some college	957	3.24	3.98
	Completed 4-year degree	611	3.40	4.07
	Working on or completed post grad	427	3.09	4.22

Appendix 2 – RBS components by demographics

For additional reference, this report includes tables highlighting the three components of RBS – time, frequency and completeness – by demographics among the adult population.

General demographic findings

The tables indicate that – not surprisingly – the demographic most responsible for differences in reading behavior is age. The oldest age group (65+) scores significantly higher than other respondents on all readership elements. There are some differences by gender – primarily pertaining to higher Sunday readership for women. The other demographics result in far fewer distinctions in readership behavior and are not included in these breakouts.

Overall results are provided by circulation group as follows:

- Circulation group 1: newspapers with circulation between 10,000 and 24,999
- Circulation group 2: newspapers with circulation between 25,000 and 49,999
- Circulation group 3: newspapers with circulation between 50,000 and 99,999
- Circulation group 4: newspapers with circulation between 100,000 and 199,999
- Circulation group 5: newspapers with circulation of 200,000 or more

2008 telephone study: RBS results by circ group

Typical daily reading						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3,072	1,046	615	643	308	460
Monday	46.5%	50.5%	47.3%	43.9%	43.4%	43.1%
Tuesday	45.5%	51.7%	46.1%	41.1%	42.7%	38.4%
Wednesday	47.3%	52.8%	49.2%	43.1%	41.1%	42.7%
Thursday	47.2%	52.9%	48.3%	42.6%	42.2%	42.3%
Friday	49.2%	53.2%	50.7%	44.8%	48.5%	44.6%
Saturday	49.3%	50.9%	51.6%	46.4%	51.5%	45.6%
Sunday	59.1%	56.9%	62.2%	53.9%	63.6%	63.3%
Do not read	35.7%	37.0%	33.9%	39.7%	32.6%	31.6%
Avg days read	3.38	3.52	3.53	3.16	3.33	3.20

Weekday time spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3,072	1,046	615	643	308	460
Do not read	43.6%	41.6%	42.7%	47.4%	41.4%	45.4%
1-15 minutes	12.0%	15.3%	11.1%	9.8%	10.7%	9.3%
16-30 minutes	18.3%	18.7%	20.4%	19.1%	14.3%	16.3%
31-45 minutes	14.2%	14.1%	14.7%	13.4%	15.3%	14.3%
46-60 minutes	7.9%	7.0%	8.0%	7.5%	10.7%	8.9%
61 minutes or more	3.9%	3.3%	3.3%	2.8%	7.5%	5.7%
Avg minutes	17.3	16.6	17.5	16.0	20.6	18.4

Weekday completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3,072	1,046	615	643	308	460
None	45.4%	42.5%	44.5%	48.9%	43.8%	49.5%
1/4	9.0%	8.2%	9.0%	8.5%	8.8%	11.9%
1/2	12.0%	10.2%	11.6%	14.4%	12.3%	13.2%
3/4	11.6%	13.1%	9.8%	11.2%	12.0%	10.8%
Almost all/all	21.9%	25.9%	25.2%	16.9%	23.1%	14.5%
Avg completeness	39%	43%	41%	35%	40%	32%

Weekend/Sunday time spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3,072	1,046	615	643	308	460
None	43.6%	50.8%	37.7%	46.1%	36.4%	36.7%
<1/2 hour	12.4%	14.0%	11.4%	10.1%	15.9%	11.1%
Half hour - 1 hour	17.9%	17.0%	20.3%	19.0%	15.3%	16.7%
1-1 1/2 hours	12.6%	9.7%	16.6%	11.7%	11.7%	15.7%
1 1/2 -2 hours	7.6%	4.4%	9.4%	7.2%	11.0%	10.4%
2-2 1/2 hours	3.1%	1.9%	2.4%	4.2%	4.9%	3.9%
2 1/2-3 hours	2.1%	1.8%	1.6%	1.1%	3.2%	4.1%
3 or more hours	.7%	.5%	.5%	.6%	1.6%	1.3%
Avg minutes	36.4	28.2	40.1	35.1	44.7	46.5

Weekend/Sunday completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=3,072	1,046	615	643	308	460
None	44.9%	51.5%	39.0%	47.7%	36.8%	39.3%
1/4	8.2%	6.3%	6.5%	9.0%	8.5%	13.7%
1/2	11.5%	8.9%	12.7%	8.6%	17.6%	16.1%
3/4	13.0%	11.2%	13.7%	14.5%	13.4%	13.7%
Almost all/all	22.4%	22.2%	28.1%	20.2%	23.8%	17.2%
Avg completeness	40%	37%	46%	38%	45%	39%

2008 telephone study: RBS results by age

Typical daily reading							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=3,056	184	449	844	432	496	651
Monday	46.5%	23.3%	24.3%	33.1%	46.8%	62.4%	73.8%
Tuesday	45.5%	22.4%	22.6%	30.9%	47.0%	60.5%	74.1%
Wednesday	47.3%	24.5%	25.1%	33.8%	48.1%	61.8%	75.1%
Thursday	47.2%	23.9%	24.7%	33.1%	48.8%	62.7%	74.6%
Friday	49.2%	25.7%	27.7%	35.5%	50.6%	63.4%	76.4%
Saturday	49.3%	23.9%	27.4%	37.1%	50.0%	63.9%	76.2%
Sunday	59.2%	43.6%	42.6%	51.2%	60.1%	68.5%	77.3%
Do not read	35.6%	48.0%	53.0%	41.6%	35.6%	27.2%	18.9%
Avg days read	3.38	1.82	1.90	2.51	3.45	4.34	5.18

Weekday time spent							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=3,056	184	449	844	432	496	651
Do not read	43.5%	65.2%	65.3%	51.8%	43.3%	31.1%	21.4%
1-15 minutes	12.0%	8.2%	11.4%	14.6%	13.2%	13.9%	8.0%
16-30 minutes	18.3%	12.0%	9.8%	16.7%	21.3%	23.2%	22.3%
31-45 minutes	14.2%	9.8%	6.2%	10.4%	14.4%	17.4%	23.3%
46-60 minutes	8.0%	1.1%	6.2%	4.4%	4.9%	8.9%	17.1%
61 minutes or more	4.0%	3.8%	1.1%	2.0%	3.0%	5.5%	8.0%
Avg minutes	17.4	10.1	9.5	12.6	15.9	21.4	29.0

Weekday completeness							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=3,056	184	449	844	432	496	651
None	45.4%	65.2%	68.4%	53.5%	46.2%	32.7%	22.5%
1/4	9.0%	12.0%	7.3%	12.7%	6.5%	6.5%	8.3%
1/2	12.0%	14.7%	9.6%	12.5%	11.5%	11.9%	12.9%
3/4	11.6%	3.3%	5.6%	9.0%	15.5%	16.5%	15.2%
Almost all/all	21.9%	4.9%	9.1%	12.3%	20.3%	32.5%	41.1%
Avg completeness	39%	17%	20%	28%	39%	52%	61%

Weekend/Sunday time spent							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=3,056	184	449	844	432	496	651
None	43.6%	59.2%	60.4%	50.7%	42.5%	35.1%	25.5%
<1/2 hour	12.4%	13.6%	12.1%	11.7%	13.2%	13.9%	11.4%
Half hour - 1 hour	17.8%	11.4%	12.8%	16.8%	20.1%	21.6%	20.1%
1-1 1/2 hours	12.6%	6.0%	6.3%	12.5%	11.3%	11.7%	20.6%
1 1/2 -2 hours	7.6%	8.2%	4.0%	4.9%	7.2%	10.5%	11.5%
2-2 1/2 hours	3.1%	1.6%	2.2%	1.9%	3.0%	3.4%	5.5%
2 1/2-3 hours	2.2%	0.0%	2.2%	1.1%	1.6%	3.4%	3.5%
3 or more hours	0.8%	0.0%	0.0%	0.5%	1.2%	.4%	1.8%
Avg minutes	36.5	22.6	23.3	29.0	35.8	42.6	55.1

Weekend/Sunday completeness							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=3,056	184	449	844	432	496	651
None	44.8%	59.2%	61.2%	52.8%	43.9%	36.1%	26.5%
1/4	8.2%	8.7%	9.8%	9.0%	6.7%	5.8%	8.6%
1/2	11.6%	19.6%	9.4%	10.2%	12.5%	10.7%	12.8%
3/4	12.9%	3.8%	6.5%	13.6%	14.8%	16.5%	14.9%
Almost all/all	22.5%	8.7%	13.2%	14.4%	22.2%	30.8%	37.2%
Avg completeness	40%	23%	25%	32%	41%	50%	57%

2008 telephone study: RBS results by gender

Typical daily reading			
	Industry	Male	Female
	n=3,072	1,504	1,568
Monday	46.5%	46.2%	46.8%
Tuesday	45.5%	45.7%	45.2%
Wednesday	47.3%	47.3%	47.3%
Thursday	47.2%	47.6%	46.8%
Friday	49.2%	49.0%	49.3%
Saturday	49.3%	47.5%	51.0%
Sunday	59.1%	56.5%	61.5%
Do not read	35.7%	38.4%	33.1%
Avg days read	3.38	3.34	3.41

Weekday time spent			
	Industry	Male	Female
	n=3,072	1,504	1,568
Do not read	43.6%	45.2%	41.9%
1-15 minutes	12.0%	11.3%	12.6%
16-30 minutes	18.4%	17.5%	19.2%
31-45 minutes	14.3%	13.6%	14.9%
46-60 minutes	7.9%	8.2%	7.7%
61 minutes or more	3.9%	4.3%	3.6%
Avg minutes	17.3	17.2	17.5

Weekday completeness			
	Industry	Male	Female
	n=3,072	1,504	1,568
None	45.5%	47.3%	43.7%
1/4	9.1%	8.5%	9.6%
1/2	12.0%	12.3%	11.7%
3/4	11.6%	11.8%	11.4%
Almost all/all	21.9%	20.1%	23.7%
Avg completeness	39%	37%	40%

Weekend/Sunday time spent			
	Industry	Male	Female
	n=3,072	1,504	1,568
None	43.6%	46.0%	41.3%
<1/2 hour	12.4%	13.8%	11.0%
Half hour - 1 hour	17.9%	16.8%	18.9%
1-1 1/2 hours	12.6%	12.1%	13.1%
1 1/2 -2 hours	7.6%	6.4%	8.6%
2-2 1/2 hours	3.1%	2.3%	3.9%
2 1/2-3 hours	2.1%	1.9%	2.4%
3 or more hours	0.7%	0.7%	0.8%
Avg minutes	36.4	32.9	39.8

Weekend/Sunday completeness			
	Industry	Male	Female
	n=3,072	1,504	1,568
None	44.9%	47.4%	42.6%
1/4	8.2%	8.4%	8.1%
1/2	11.5%	11.3%	11.7%
3/4	13.0%	13.4%	12.6%
Almost all/all	22.4%	19.6%	25.0%
Avg completeness	40%	37%	42%

Appendix 3 – RBS component averages by readers only

When looking at readers only, RBS has increased slightly from 2002 to 2008. Overall RBS scores are about equal between genders. However, women are generally stronger Sunday readers.

When looking exclusively at readers, age again reveals some interesting reading behaviors. With non-readers removed from the sample, the overall findings are magnified. Readership is dramatically lower among 18-24 year olds. The oldest respondents (age 65+) score dramatically higher than all other readers on every RBS component.

The youngest readers are spending an average of 20 minutes with the weekday paper and 43 minutes with the Sunday paper – about 25 minutes less than the oldest readers. Not surprisingly, 65+ readers lead all readers in just about every category by statistically significant margins.

2008 telephone study: RBS results by circ group – Readers only

Typical daily reading						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=1,976	659	407	388	208	315
Monday	72.8%	81.9%	71.5%	72.7%	64.4%	63.0%
Tuesday	70.7%	82.0%	69.7%	68.2%	63.4%	56.2%
Wednesday	73.6%	83.7%	74.3%	71.5%	60.9%	62.5%
Thursday	73.4%	84.0%	73.0%	70.7%	62.5%	61.8%
Friday	76.4%	84.4%	76.6%	74.3%	71.9%	65.2%
Saturday	77.1%	81.3%	79.6%	76.9%	76.4%	66.6%
Sunday	91.2%	88.3%	94.0%	89.4%	94.4%	92.5%
Do not read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avg days read	5.3	5.6	5.3	5.2	4.9	4.7

Weekday time spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=1,976	659	407	388	208	315
Do not read	12.3%	7.3%	13.3%	12.9%	13.0%	20.3%
1-15 minutes	18.6%	24.3%	16.7%	16.2%	15.9%	13.7%
16-30 minutes	28.5%	29.7%	30.8%	31.7%	21.3%	23.8%
31-45 minutes	22.1%	22.5%	22.2%	22.2%	22.7%	21.0%
46-60 minutes	12.4%	11.1%	12.1%	12.4%	15.9%	13.0%
61 minutes or more	6.1%	5.2%	4.9%	4.6%	11.1%	8.3%
Avg minutes	27.0	26.4	26.4	26.6	30.6	26.9

Weekday completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=1,976	659	407	388	208	315
None	3.3%	1.6%	3.1%	2.9%	3.9%	7.5%
1/4	16.0%	14.1%	15.6%	16.2%	15.0%	21.8%
1/2	21.3%	17.5%	20.2%	27.4%	21.1%	24.2%
3/4	20.5%	22.4%	17.0%	21.2%	20.6%	19.8%
Almost all/all	38.8%	44.4%	44.0%	32.2%	39.4%	26.6%
Avg completeness	60%	68%	61%	57%	60%	47%

Weekend/Sunday time spent						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=1,976	659	407	388	208	315
None	12.4%	21.9%	5.9%	10.6%	5.8%	7.6%
<1/2 hour	19.3%	22.2%	17.2%	16.8%	23.6%	16.2%
Half hour - 1 hour	27.8%	27.0%	30.7%	31.5%	22.6%	24.4%
1-1 1/2 hours	19.5%	15.3%	25.1%	19.4%	17.3%	22.9%
1 1/2 -2 hours	11.7%	7.0%	14.3%	11.9%	16.3%	15.2%
2-2 1/2 hours	4.8%	3.0%	3.7%	7.0%	7.2%	5.7%
2 1/2-3 hours	3.3%	2.9%	2.5%	1.8%	4.8%	6.0%
3 or more hours	1.2%	0.8%	0.7%	1.0%	2.4%	1.9%
Avg minutes	56.6	44.7	60.6	58.3	66.3	68.0

Weekend/Sunday completeness						
	Industry	circ 1	circ 2	circ 3	circ 4	circ 5
	n=1,976	659	407	388	208	315
None	14.4%	23.0%	7.9%	13.2%	6.3%	11.4%
1/4	12.8%	10.0%	9.8%	15.0%	12.6%	20.0%
1/2	17.9%	14.1%	19.2%	14.2%	26.1%	23.5%
3/4	20.1%	17.7%	20.6%	24.0%	19.8%	20.0%
Almost all/all	34.8%	35.2%	42.5%	33.6%	35.3%	25.1%
Avg completeness	62%	58%	70%	62%	66%	57%

2008 telephone study: RBS results by age – Readers only

Typical daily reading							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=1,967	96	211	492	278	361	528
Monday	72.7%	45.7%	51.9%	57.3%	73.1%	85.9%	91.0%
Tuesday	70.6%	43.0%	48.1%	52.9%	72.9%	83.1%	91.4%
Wednesday	73.5%	47.1%	53.5%	57.9%	74.6%	84.9%	92.6%
Thursday	73.3%	46.0%	52.5%	56.6%	75.7%	86.1%	92.0%
Friday	76.4%	49.4%	58.9%	60.9%	78.6%	87.0%	94.2%
Saturday	77.0%	47.3%	58.7%	63.9%	78.0%	88.1%	94.0%
Sunday	91.2%	80.2%	90.4%	86.9%	92.0%	93.7%	95.6%
Do not read	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avg days read	5.2	3.5	4.0	4.3	5.4	6.0	6.4

Weekday time spent							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=1,967	96	211	492	278	361	528
Do not read	12.3%	33.3%	26.4%	17.5%	11.9%	5.3%	3.0%
1-15 minutes	18.7%	15.6%	24.1%	25.0%	20.5%	19.2%	9.8%
16-30 minutes	28.4%	22.9%	20.8%	28.7%	33.1%	31.9%	27.5%
31-45 minutes	22.1%	18.8%	13.2%	17.9%	22.3%	23.9%	28.8%
46-60 minutes	12.4%	2.1%	13.2%	7.5%	7.6%	12.2%	21.0%
61 minutes or more	6.2%	7.3%	2.4%	3.5%	4.7%	7.5%	9.8%
Avg minutes	27.0	19.5	20.1	21.5	24.7	29.3	35.7

Weekday completeness							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=1,967	96	211	492	278	361	528
None	3.3%		9.0%	3.4%	5.3%	2.3%	1.6%
1/4	16.0%	34.4%	21.2%	26.4%	11.4%	9.4%	10.5%
1/2	21.3%	42.2%	27.6%	25.9%	20.3%	17.3%	16.4%
3/4	20.6%	9.4%	16.0%	18.7%	27.2%	24.0%	19.3%
Almost all/all	38.9%	14.1%	26.3%	25.6%	35.8%	47.1%	52.2%
Avg completeness	60%	33%	42%	49%	61%	72%	75%

Weekend/Sunday time spent							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=1,967	96	211	492	278	361	528
None	12.3%	21.9%	15.7%	15.6%	10.8%	10.8%	8.1%
<1/2 hour	19.2%	26.0%	25.7%	20.0%	20.4%	19.1%	14.0%
Half hour - 1 hour	27.7%	21.9%	27.1%	28.7%	31.2%	29.6%	24.8%
1-1 1/2 hours	19.6%	11.5%	13.3%	21.5%	17.6%	16.1%	25.4%
1 1/2 -2 hours	11.8%	15.6%	8.6%	8.3%	11.1%	14.4%	14.2%
2-2 1/2 hours	4.8%	3.1%	4.8%	3.2%	4.7%	4.7%	6.8%
2 1/2-3 hours	3.4%	0.0%	4.8%	1.8%	2.5%	4.7%	4.4%
3 or more hours	1.2%	0.0%	0.0%	0.8%	1.8%	0.6%	2.3%
Avg minutes	56.7	43.4	49.6	49.7	55.6	58.4	68.0

Weekend/Sunday completeness							
	Industry	18-24	25-34	35-44	45-54	55-64	65+
	n=1,967	96	211	492	278	361	528
None	14.3%	21.9%	17.5%	19.1%	12.9%	12.2%	9.3%
1/4	12.7%	16.7%	20.9%	15.4%	10.4%	8.0%	10.6%
1/2	18.0%	37.5%	19.9%	17.5%	19.4%	14.7%	15.7%
3/4	20.0%	7.3%	13.7%	23.4%	22.9%	22.7%	18.4%
Almost all/all	34.9%	16.7%	28.0%	24.6%	34.4%	42.4%	45.9%
Avg completeness	62%	45%	54%	55%	64%	69%	70%

2008 telephone study: RBS results by gender – Readers only

Typical daily reading			
	Industry	Male	Female
	n=1,976	927	1,049
Monday	72.8%	75.5%	70.4%
Tuesday	70.7%	74.2%	67.6%
Wednesday	73.6%	76.8%	70.8%
Thursday	73.4%	77.2%	70.0%
Friday	76.4%	79.5%	73.7%
Saturday	77.1%	77.7%	76.5%
Sunday	91.2%	90.7%	91.5%
Do not read	0.0%	0.0%	0.0%
Avg days read	5.3	5.4	5.1

Weekday time spent			
	Industry	Male	Female
	n=1,976	927	1,049
Do not read	12.3%	11.2%	13.3%
1-15 minutes	18.6%	18.3%	18.9%
16-30 minutes	28.5%	28.3%	28.7%
31-45 minutes	22.2%	22.0%	22.3%
46-60 minutes	12.3%	13.3%	11.5%
61 minutes or more	6.1%	6.9%	5.3%
Avg minutes	27.0	27.9	26.2

Weekday completeness			
	Industry	Male	Female
	n=1,976	927	1,049
None	3.2%	3.6%	2.9%
1/4	16.1%	15.6%	16.5%
1/2	21.3%	22.5%	20.2%
3/4	20.5%	21.5%	19.6%
Almost all/all	38.9%	36.7%	40.8%
Avg completeness	60%	60%	60%

Weekend/Sunday time spent			
	Industry	Male	Female
	n=1,976	927	1,049
None	12.3%	12.4%	12.3%
<1/2 hour	19.2%	22.4%	16.4%
Half hour - 1 hour	27.8%	27.3%	28.2%
1-1 1/2 hours	19.6%	19.6%	19.5%
1 1/2 -2 hours	11.7%	10.5%	12.9%
2-2 1/2 hours	4.8%	3.7%	5.8%
2 1/2-3 hours	3.3%	3.0%	3.6%
3 or more hours	1.2%	1.1%	1.2%
Avg minutes	56.6	53.4	59.4

Weekend/Sunday completeness			
	Industry	Male	Female
	n=1,976	927	1,049
None	14.4%	14.6%	14.2%
1/4	12.8%	13.6%	12.1%
1/2	17.9%	18.3%	17.5%
3/4	20.1%	21.7%	18.8%
Almost all/all	34.8%	31.8%	37.4%
Avg completeness	62%	61%	63%