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A Qualitative study of future high value news media audiences

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A Qualitative Study of Future High Value News Media Audiences

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R·I·T

Printing Industry Center
An Alfred P. Sloan Foundation Center

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Executive Summary

The objective of this research was to study the news media usage habits of future college graduates. Research has shown that people with above average education levels are heavier consumers of news media than the general population. Typically, those with above average education have more discretionary income than the population at large. Therefore, this segment of the population is of particular interest to news media organizations as well as their advertisers.

The objectives of this research were:

1. To gain a deeper understanding of the news media usage habits of future high-value users.

2. To discover new usage patterns that would be valuable to news media organizations, their advertisers, and their supporting businesses.

3. To confirm or deny current assumptions about future news media usage habits.

Research found that contrary to popular opinion, younger readers emulate their older counterparts by viewing news at regular times, and the home continues to be the place where news is most often viewed. For young adults at home, the overwhelming choice of platform was the Internet. However, findings indicated that outside the home the availability of print media, particularly if it is free, played an important role in media choice. With the exception of checking weather and sports, mobile devices played a smaller role in news media consumption than expected.

Findings also indicated any scheme to shift the cost of producing news from advertisers to users would meet with resistance. Young adults exhibited a willingness to move from one platform to another in search of free content. Also, there is evidence that users considered news and Internet access a bundle that has already been paid for through their Internet service provider.

Introduction

Considerable quantitative research has been done on the consumption habits of news media audiences. However, there is a lack of deep understanding of the portion of the audience that will be of high-value to newspaper organizations and their advertisers in the near future. A high-value component of the future news media audience is college students. They have above average education levels, which will correspond to above average income and more discretionary spending. Therefore, the goal of this research was to conduct a qualitative analysis of this high value component of the news media audience.

Pew Research (2008) notes, "As in the past, highly educated and high-income workers are far more likely than those with less education and lower incomes to say that it is important for their job to keep up with the news" (p. 63). In addition, more educated readers have a greater propensity to obtain news from online sources than their less educated counterparts, Pew Research comments, "Currently, 44% of college graduates say they get news online every day, compared with just 11% of those with a high school education or less" (p. 4).

Research Objectives

The objectives of this research were:

1. To gain a deeper understanding of the news media usage habits of future high-value users.

2. To discover new usage patterns that would be valuable to news media organizations, their advertisers, and their supporting businesses.

3. To confirm or deny current assumptions about future news media usage habits.

Background

The Business Model

It is often said that the problem with the news business is a lack of audience. However, as Conan (2008) points out "The problem in the news business is not an audience problem; it's a revenue problem…the Internet is turning out to be not a very good platform for delivering the kind of advertising that has subsidized news." Revenue is a problem because the traditional newspaper business model, much like the industrial age business model, is based on scarcity. Using news as a scarce resource, newspapers derived revenue from three sources: subscriptions, single copy sales, and advertising. However, with the arrival of the Internet, news is no longer a scarcity. Since most content is freely available, the new Internet based business model relies on only the last of the three traditional revenues sources — advertising (Isaacson, 2009). Moreover, as other media compete for advertising, print advertising has fallen to the extent that it no longer supports the newspaper. Newspapers could save about forty percent of their operating costs by not publishing a print edition, but unfortunately, newspapers still derive ninety percent of their advertising revenue from print (Conan, 2008).

In addition to advertising revenue, another challenge is subscriber payment for content that is no longer a scarcity. Initially, most newspaper organizations made the decision to give content away as a means of building online audience. However, as Isaacson (2009) comments, younger people are reading content from traditional news sources more than ever, but they are not paying for it. If one organization charges for content, the user will simply go to another source rather than pay. By giving away content news organizations believed they would attract audience, which, in turn, would drive advertising revenue. Unfortunately, they were only half right. Lack of online advertising revenue has driven news organizations to search for alternative revenue sources. One alternative is to unbundle content and charge for the portion the user consumes. This is similar to the iTunes model that allows users to download and pay for single songs. Whatever business model emerges, it is imperative that news organizations attract users who will financially support the organization.

Young Adult Readers

The prediction of the future news media consumption habits of high-value younger readers is challenging. At first glance it appears that they are simply moving away from print media to the Internet and mobile devices. Unfortunately, this picture is vague and does little to enlighten those organizations that depend on developing an accurate picture of the future. To understand the reading habits of high-value young adults it is necessary to examine three distinct but intertwined aspects of news media consumption: news content, news delivery platform, and the context that the first two variables are used within. The first two variables, content and delivery platform, are closely connected. David Daugherty, former vice president of audience research for Gannett, commented it is impossible to separate the news content from the delivery platform

(personal communication, December 18, 2008). Also, to a great extent the context of usage determines the platform used and content consumed. To illustrate, the preferred platform when one is driving an automobile is typically an audio device, and the content consumed is often dependent on the time of day and the duration of the drive. In spite of the difficulty in separating these three intertwined components, it is necessary to examine each one individually.

News Media Platforms

It is obvious that more news is being viewed on online, and that young adults are on the leading edge of this transformation. As Rosenstiel comments "the next generation is interested in the news, but they want it in a different platform and they want it in a different way" (Conan, 2008). Therefore, newspapers and other traditional media organizations are attempting to become platform agnostic. As the Newspaper Association of America (2008) points out "in order to survive, newspapers will need to think of themselves as multiplatform packaged story providers in their local markets" (p. 2). Accordingly, in a recent survey Pew Research (2008) found that "Overall, 15% of Americans say they have a smart phone, such as an iPhone or a Blackberry. More than a third of smart phone owners say they get news from these devices" (p. 5). Additionally, electronic readers such as the Amazon Kindle are providing users the opportunity to download and read news.

The Internet is a powerful source for obtaining news because of its timeliness and its free content. Pew Research (2008) reports that the percentage of 50-64 year olds that obtain news online is about the same as the percentage of 18-24 year olds (p. 5). The use of the Internet to obtain news is definitely a multigenerational phenomenon. Moving forward it is clear that most news will be consumed online rather than in print.
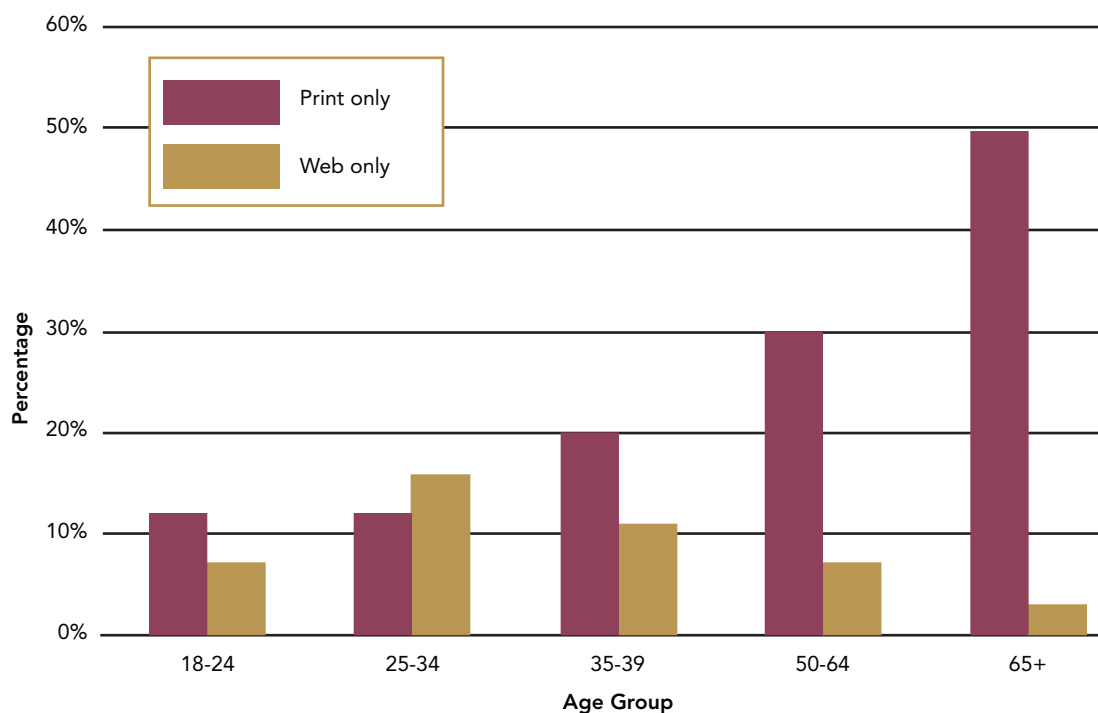
Figure 1. Percent of adults who read a newspaper yesterday by media type
(Pew Research Center, 2008)

News Content

As Pew Research (2008) points out "Young people, who generally spend less time with the news than do older people, are far less likely than their elders to get news in the morning, and particularly at the dinner hour" (p. 10). At first glance it might be said that younger readers are less interested in the news than their older counterparts. Pew Research comments "In spite of the increasing variety of ways to get the news, the proportion of young people getting no news on a typical day has increased substantially over the past decade. Thirty-four percent of those younger than twenty-five say they get no news on a typical day, up from 25% in 1998" (p. 5). The acquisition of news content as well as the nature of the content itself appears to be splitting demographically by age. To demographers, age — translated into "lifestages" — is the single biggest determinant of behavior (Morris et al., 2002). As Daugherty points out "younger adults have less appetite for what we consider to be traditional news and want less detail about significant events than newspapers have historically provided" (personal communication, December 18, 2008).

In general, younger readers are less interested in news for two reasons: first there is the perception that current events have less influence on their lives, and second, younger readers feel overwhelmed with the proliferation of news stories available. Pew Research notes (2008) the percentage of people who enjoy keeping up with the news drops for younger readers. Younger readers, particularly those in the 25-34 age group, are too

busy to keep up with news. The number of readers who feel overwhelmed with news peaks in the 18-24 and the 50+ age groups (p. 31). Also, younger readers engage in a "too much reflex" when confronted with news stories that contain too many details and fail to get to the essence of the story (Figu et al., 2008, p. 4). As Franklin says, the key is to provide content that is relevant to readers (Conan, 2008).

News Context

Pew Research (2008) indicates that 78% of people under twenty-five get news throughout the day rather than getting news at a regular daily time. In contrast 55% of people over fifty obtain news at a regular time during the day. These younger "news grazers" are less inclined to rely on traditional media sources. Pew research indicates that fifty-seven percent of people that obtain news at a regular time rely on a newspaper, while 39% of people who get news from time to time use a newspaper (p. 34). The habit of obtaining news throughout the day has changed because of the availability of rapid news updates through electronic sources. Mayer (2009) comments that the very nature of the web changes the way in which news is presented to the reader. Mayer goes on to argue that technology has changed the basic unit of consumption for news, which she describes as the "atomic unit," from a published product to a single story. "The atomic unit of consumption for existing media is almost always disrupted by emerging media. For example, digital music caused consumers to think about their purchases as individual songs rather than as full albums" (p. 2).

Social Networking and News

Social networking uses much the same technology as other electronic media to form online communities. Pew Research (2008) declares, "Social networking sites are very popular with young people, but they have not become a major source of news. Just 10% of those with social networking profiles say they regularly get news from these sites" (p. 5). However, the use of social networking sites such as Facebook and Twitter to obtain news content depends on one's definition of news. Social networks do not provide the in-depth news coverage that traditional media provides. However, they excel in directing users to breaking news events, and spreading news virally.

The use of social networks for news might be put into the category of technique driving technology. Tenner (2003) points out that the development of new techniques for using existing technology often drives improvements in the technology itself (p. 6). Also, social networks must account for the cultural aspects of the community. For example, Europeans frequently use mobile devices to check for news, sports, weather, and financial information. However, in Europe there is little use of Twitter, which is quite popular in the U.S. (P. Tailefor, director for North America Agence France-Presse, personal communication, April 6, 2009). Consequently, more time is needed before it can be determined whether social networks will be effective in news distribution.

Research Methodology

Two assumptions were made for the methodology of this study. First, after graduation young adults will establish careers and live independently in a community. Consequently, news will have a greater impact on their lives, and their interest in news will grow. Second, the method by which this group consumes news media will continue to fragment among different platforms, locations, and times.

The objectives of this research were:

1. To gain a deeper understanding of the news media usage habits of future high-value users.

2. To discover new usage patterns that would be valuable to news media organizations, their advertisers, and their supporting businesses.

3. To confirm or deny current assumptions about future news media usage habits.

User Profile

This research sought to explore the news usage habits of a specific group of consumers rather than the average user. Therefore, a user profile was created to effectively design research questions and evaluate results. Table 1 shows the user profile established for this research.

Table 1. User profile

Age	26 years old
Location	Urban
Education	College degree (undergraduate)
Attitude toward technology	Positive, early adopter
Career motivation	High
Stage in career	Growth
Job experience	3 years
Work environment	Office
Lifestyle	Living independently
Family	Relational status undefined, no children

Design

To accomplish the stated objectives the questionnaire was divided into two components. The first was a short survey instrument that asked participants to indicate the categories of news content they consume, such as local news, business, weather, etc. Next, respondents are asked to map the category of news to a specific platform that included print, web, and mobile devices. Finally, respondents were asked to indicate the day of week and the time of day this combination of platform and content was used. In addition to

providing useful data, the initial set of mapping questions also served the purpose of focusing the group's attention on the subject.

In the second research component the participants were presented with a scenario where students were asked to imagine themselves five years after graduation. They were then asked to imagine that they had a satisfying career in a location in another part of the country. Based on this scenario, students were asked four questions.

1. The community you live in has no print newspaper or newspaper owned website. From what source would you obtain news?

2. Draw a simple chart to show how you search through and determine the news content that you will view.

3. Would you make a micropayment (10¢) to view certain types of online content?

4. Would you make a micropayment (10¢) if content you could obtain free were filtered according to your interests?

Participants were encouraged not to think about their responses, but instead to record their initial thoughts. Additionally, participants were asked to phrase their responses in terms of anticipated needs to avoid the limitation of current choices. The survey instrument was then tested with the cooperation of several groups of students at the Rochester Institute of Technology.

Data Collection and Analysis

The survey and focus group questions were conducted in person with small groups of college students at the Rochester Institute of Technology. Students were from a variety of majors, and both male and female students participated. In all, thirty-eight students participated in the study. The results from questions that provided quantitative data were displayed in tabular or graphical form. Results that provided qualitative information were coded and grouped into categories. As responses were categorized, subcategories were added as necessary. Comments from group members that frequently occur were presented, and novel comments that merit further study were noted.

Summary of Findings

The responses to the survey questions as well as any additional information provided is summarized below. Responses were grouped by individual questions with additional information following. Supporting data is located in the Appendix.

Question 1: Using the key below, for each device, indicate the three most common categories of news content you view on that device. Next, indicate the primary location you use each device. Then, indicate the day and time you most often view that content.

Type of Content

World News (WN)	Business (B)	Science & Technology (ST)
National News (NN)	Sports (S)	Political (P)
Local News (LN)	Entertainment (E)	Health (H)
Weather (W)	Lifestyle (L)	Religion (R)
Art & Culture (AC)	Financial (F)	

Location	Day	Time
Home (H)	Mon.-Fri. (D)	Indicate as 9AM, 2PM, etc.
Work (W)	Sat.-Sun. (S)	
School (S)		
Traveling (T)		

Enter 3 choices for each device. Type of content can be used more than once.

Device	Type of Content	Location	Day	Time
Print				
Website				
Mobile Device				
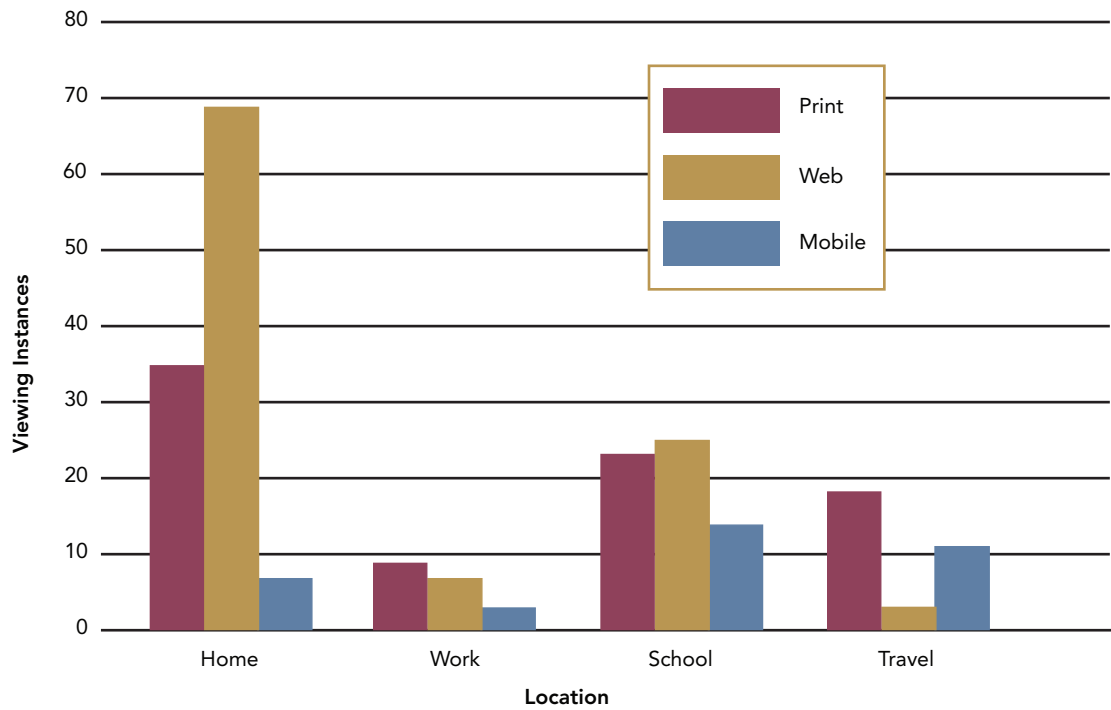
Figure 2. Viewing location by media type

Figure 2 shows that respondents viewed news content mostly at home whether using print or Internet platforms, whereas mobile devices were used more away from home.
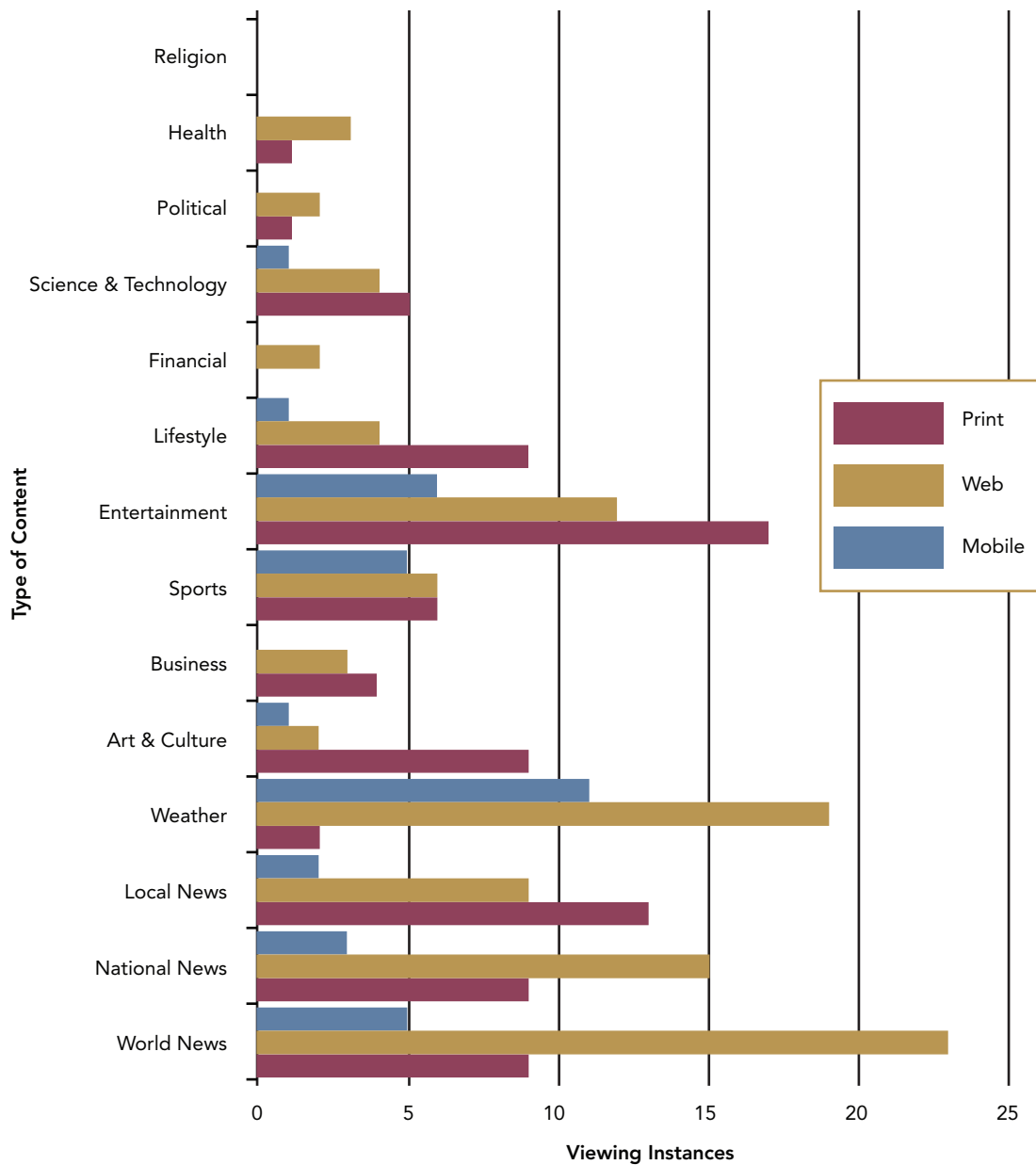
Figure 3. Type of content viewed by media type

World news, national news, and weather were the most viewed news items on the web. On the other hand, local news, arts & culture, and entertainment news were mostly viewed using print media. While mobile devices were not used more than other devices in any category, they were mostly used for viewing news relating to weather, lifestyle, sports, and world news.
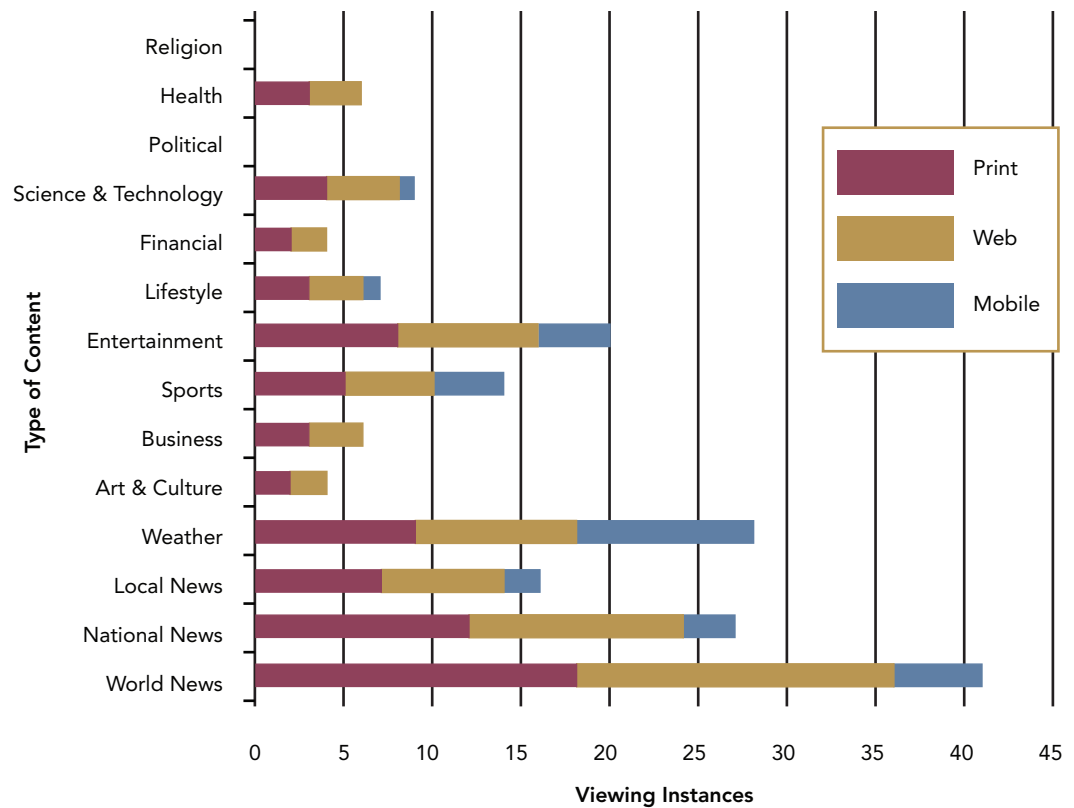
Figure 4. Weekday viewing habits

Figure 4 shows the weekday viewing habits of respondents. Responses represent instances of viewing; therefore, a respondent could indicate more than one platform. World news, national news, local news, entertainment, and sports were the most viewed categories of news. The division between those using the web and those using print media is roughly equal in all categories. However, mobile devices played an equally important role in viewing weather and sports.
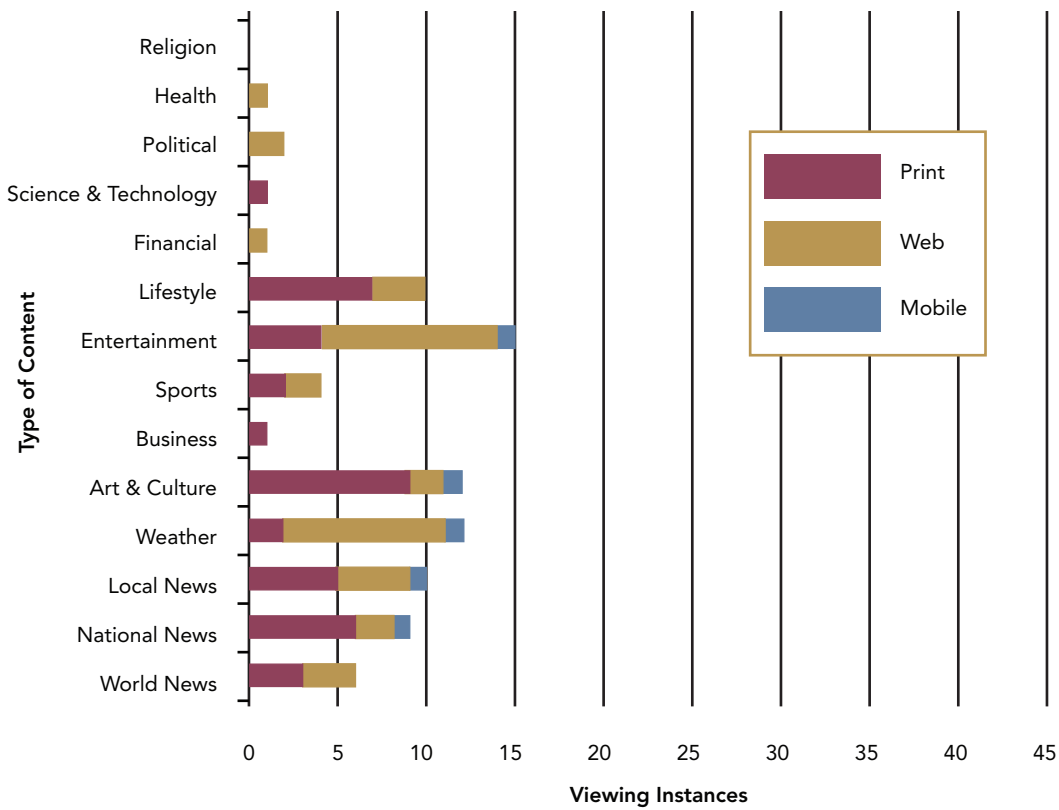
Figure 5. Weekend viewing habits

Figure 5 shows the weekend viewing habits of respondents. In general, all news consumption was less during the weekend. Print media gained viewing percentage in all areas except entertainment and weather, where web viewing increased substantially.
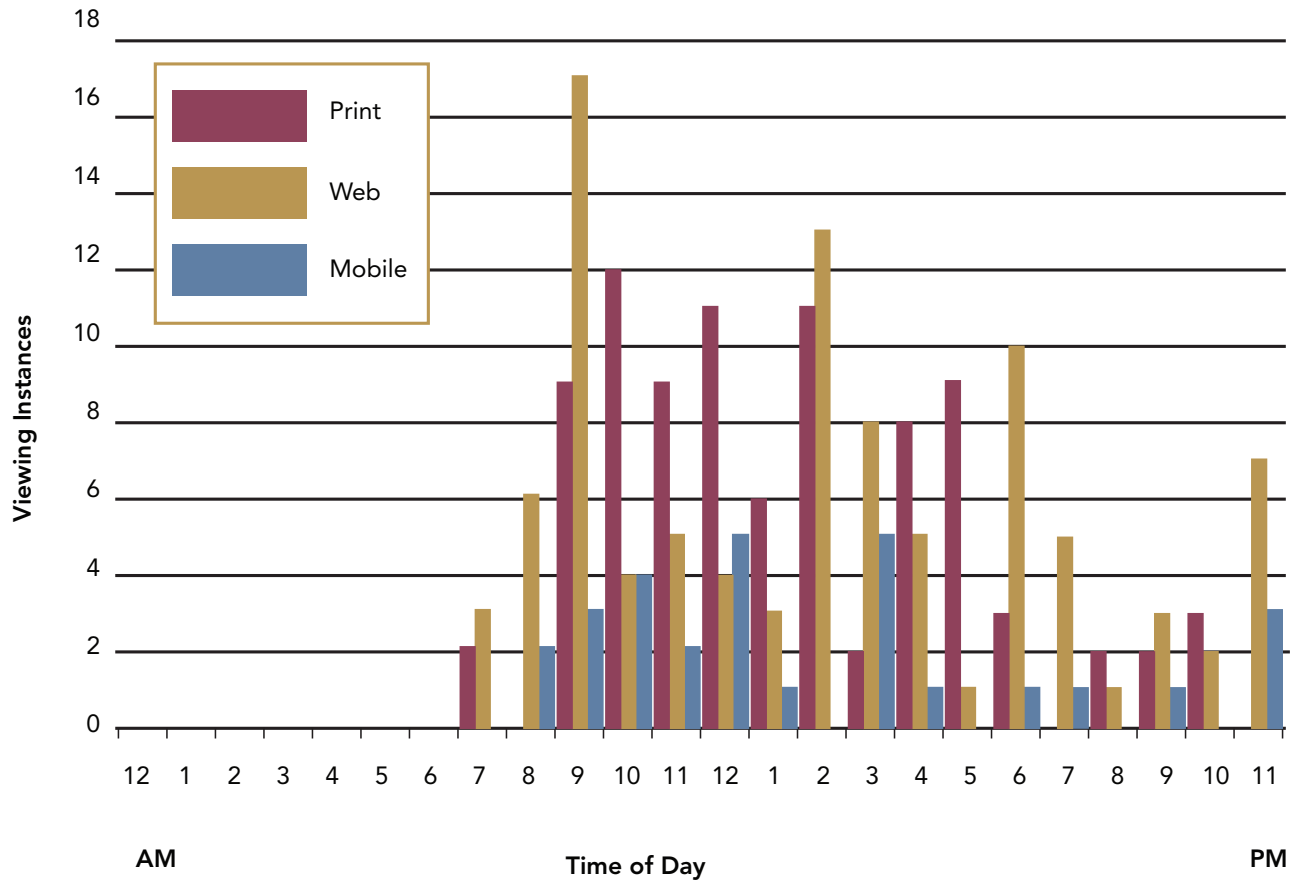
Figure 6. Viewing times by media type

Figure 6 shows viewing times by media type. Respondents were allowed to enter more than one viewing time, so each response is a viewing instance rather than a person. Web media exhibits the largest spike in viewing instances at 9:00 AM, while print media exhibits the largest spike in viewing instances at 10:00 AM. Smaller spikes in web viewing of news media viewing occur at 2:00 and 6:00 PM, while print media shows additional spikes at 12:00 and 2:00 PM. Overall, respondents used web-based media more at specific times than either print or mobile devices.

Question 2: Do you read newspapers that are provided free on campus? If yes, why?

Table 2. Use of free school newspapers

Yes	No
17	21

Several users who read newspapers distributed free on campus said they did so because the newspaper was free. Many users also said that they liked the easy to read physical interface that a print newspaper provides. Some cited relevant local news content as a reason for reading the newspaper. One respondent said she liked to be seen reading a printed newspaper and felt smart while reading.

Scenario Based Questions

The next four questions asked respondents to consider this scenario before answering each question:

> "Picture yourself five years after graduation from college working in another city.
>
> You have a satisfying career and enjoy the place where you live. However, there are national and local news events that will affect the quality of your life."

Question 1a: The community has no print newspaper or newspaper owned website. From what source would you obtain news?

Again, those that gave multiple responses were counted more than once.

Table 3. Alternative news sources

Television	22
Web	21
Other People	6
Radio	3
National Newspaper	3
Closest Newspaper	2
Magazine	2
Phone	2
Social Network	1
E-mail	1
Flyers	1

Table 3 indicates that the majority of respondents would turn to television or the web if no print or newspaper website were available. In general, respondents said they would look to other sources regardless of platform.

Question 2a: Draw a simple chart to show how you search through and determine the news content that you will view.

Question 2 was qualitative in nature. Like responses were coded and summed according to the following categories.

Table 4. Question 2 coding scheme

1	Photo	11	Perceived Reliability
2	Scope	12	Relevance to user
3	Headline	13	News Provider
4	Interesting	14	Automatically Filter
5	Type of Media	15	Front Page
6	News Category	16	Other People
7	Perceived Quality	17	Related Story
8	Browsing	18	Perceived Importance
9	Specific Content	19	Other Criteria
10	Breaking News		

Respondents varied in their degree of searching content from a minimum of three levels to a maximum of six. To chart the most popular search patterns the top three choices for all six levels were selected. If a choice appeared in one level it was eliminated from subsequent levels and the next highest choice was selected. For example, if News Category was selected in level one it was eliminated from all other levels and the next most popular choice was selected. No unique responses remained after five levels. Table 5 shows the most common searching patterns. The most likely initial choice was Type of Media followed by News Provider, and then News Category.

Table 5. Common search patterns

If Level 1	Then Level 2	Then Level 3	Then Level 4	Then Level 5
Type of Media	News Category	Interesting or Provider	Specific Content, Other People, Breaking News, or Perceived Importance	Perceived Reliability
News Provider	News Category	Interesting	Specific Content or Breaking News	Perceived Reliability
News Category	Headline or Type of Media	Interesting or Provider	Specific Content, Other People, Breaking News, or Perceived Importance	Perceived Reliability

Question 3: Would you make a micropayment (10¢) to view certain types of online content?

Table 6. Respondent willingness to make micropayment for content

Yes	No
13	24

Table 6 shows that by an almost a two to one margin respondents would not be willing to make a micropayment of 10¢ for online content. The majority of those that responded no said that they had an expectation of free news on the Internet. Two respondents commented that they already paid for Internet access, why should they pay again for content. Others said they would go to alternative news sources such as television in search of free news. Those that said they would pay indicated that it would need to be something they couldn't get elsewhere, or related to their career. Others indicated that acceptance of a micropayment would be based on the amount of payment and how often a payment was required. One respondent said he would only pay for content if he received it on an e-reader, but would definitely not pay for online content.

Question 4: Would you make a micropayment (10¢) if content you could obtain free were filtered according to your interests?

Table 7. Respondent willingness to pay for filtering of free content

Yes	No
7	31

Table 7 shows that few respondents would pay to have news content filtered according to their preferences. Those that responded negatively indicated that they did not want content filtered because filtering would eliminate differing opinions and news that was outside their scope of viewing. Others responded that filtering was already available for free so why bother to pay. Another concern was that any filtering mechanism would eventually be linked to advertising. Those that indicated they would pay for filtering content said that they would pay if they could obtain better quality news (quality was undefined), or the filter saved time and effort. One user indicated she would accept advertising in return for filtering as long as there was no direct payment.

Analysis of Findings

Location and Time

Two important trends emerged from the data on news media consumption. First, the most common location for viewing news media is in the home. Second, the Internet is the choice of platform young adults use for viewing news media. Even if school and work viewing were combined, based on the assumption that future news viewing at work would be the sum of both, more news would still be consumed in the home. Print media played a greater role away from home, most likely due to availability of print and its low-tech interface. As expected, mobile devices play a greater role when the user is away from home.

News events from outside respondents' immediate locale were viewed mostly on web sites, while local, art & culture, and entertainment were mostly viewed in print. The likely reason for the difference is that in most markets the dominant print news media is local and has the resources to do a more thorough job of covering local events. On the other hand, major web news organizations have the resources necessary to cover world and national events. Even though weather is a local phenomenon most weather is viewed on the web. Again, this is probably due to the resources available to major weather services. Instances of viewing sports are almost equally distributed between all three types of platforms. This indicates that a portion of users check sports throughout the day regardless of location.

Responses to Monday–Friday viewing habits (Figure 4) showed that during the week the use of print and web media to view different types of content was roughly equal. Interestingly, this presents a different view than Figure 3 where respondents expressed a preference for platform depending on content. Since respondents were asked about their daily viewing habits it appears that even though they have a preferred platform for certain types of content, they nevertheless use multiple platforms to view that content throughout the day. Therefore, content alone is not the deciding factor viewers use when choosing a platform. Other criteria could include availability of media, time of day, location, and available time. Mobile devices challenged print and the web for viewing weather, sports, and entertainment. One explanation is that mobile devices are more frequently used for updates of continuing events rather than in-depth reading.

Figure 5 showed that news consumption diminishes substantially on the weekend. The use of mobile devices diminishes more than web on print platforms. Since work and school transportation diminishes on the weekend, data supports that the use of mobile devices is closely related to time away from home. In addition, some areas of print viewing gain over the web. This may be related to users having more leisure time on the weekend. Examining viewing habits throughout the day, web viewing of news shows pronounced spikes in viewing at 9:00 AM, 2:00 PM, 6:00 PM, and 11:00 PM. It appears that younger news viewers maintain a regular schedule, much as their older counterparts; however, they choose the web over print as their primary platform.

Analysis of Scenario Based Questions

When students were asked to imagine themselves in a place where there was no local newspaper or newspaper website, the majority of respondents said they would go to television or another website in search of free content. Both print and mobile platforms fared poorly as alternative choices. However, a positive response to the use of free newspapers on campus shows that the availability of free newspapers plays a significant role in their use.

Responses varied when students were asked how they filter news content. However, regardless of platform, a general pattern emerged. Half of the respondents indicated the Type of Media was the initial step in their selection of news source. After Type of Media, News Category was the next most important criteria. After a News Category was chosen the selection process came down to news that interested the user, and news that the user considered important based on external forces.

Respondents clearly did not want to make a micropayment of 10¢ for content. Two respondents commented that they did not want to pay for news since they already paid for Internet access. This raised the possibility that young adults are not necessarily averse to paying for news, but as with other platforms there is an expectation of content with platform. For instance, there is an expectation of text when a magazine is purchased, or an expectation of programming when subscribing to cable TV. Additionally, any micropayment scheme must take into account young adults penchant to jump from one platform to another to obtain free news. There was little support for any form of paid news filtering mechanism.

Conclusion

Younger readers still maintain the habits of their elders in consuming news at regular times throughout the day. However, their platform of choice is the Internet. This poses a significant problem for the traditional advertising-supported business model of news organizations because it has become clear that the old advertising model does not work on the web. Shifting costs to end users through any micropayment scheme will be difficult since there is an expectation of free content with Internet access. News organizations may need to move upstream to charge news aggregators and Internet service providers for the use of their content.

It appears that availability of media plays an important role in user choice. The ubiquity of computers in the home makes the Internet the de facto choice for news consumption at home. However, the availability of print media away from the home, in particular if it is free, plays a significant role in its use. Free print distribution to high value markets may prove valuable while traditional news organizations search for a digital business model.

Mobile devices played a smaller role than print or the web in news media consumption. Device availability may have played a role in this result. As younger adults enter the corporate world they will have greater need for mobile devices and, in turn, use them more to consume news.

Limitations of Research

One limitation of this research was the small size of the sample group. The study of college students involved getting approval from the human subjects research department of each college. This slowed the research process, and given the available time, limited the sample size.

Another limitation was asking subjects to make choices based on a future scenario. Often, it is difficult for subjects to respond to a set of conditions that they are not actually experiencing.

Recommendations for Further Research

There were indications that younger users consider Internet access and content to be bundled. An area for further research would be to determine this group's expectations of free content with Internet access.

This research found a strong willingness on the part of users to switch media platforms. Therefore, another area to explore is how younger users differentiate news coming from different types of media.

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Appendix: Data in Tabular Form

Question 1: For each device, indicate the three most common categories of news content you view on that device. Next, indicate the primary location you use each device. Then, indicate the day and time you most often view that content.

Print

Category	Home	Work	School	Travel	Mon-Fri	Sat-Sun	AM 12	AM 1	AM 2	AM 3	AM 4	AM 5	AM 6	AM 7	AM 8	AM 9	AM 10	AM 11	PM 12	PM 1	PM 2	PM 3	PM 4	PM 5	PM 6	PM 7	PM 8	PM 9	PM 10	PM 11	Various times
World News	3	2	3	1	6	3										3		2	1	1	1						1				
National News	2	2	4	1	3	6								1		1	3	3			2		2					1			
Local News	5	2	4	2	11	5								1		2		1	3	1	1			5					1		
Weather	1	1			1	2												1													
Art & Culture	2		5	2	9	9										2	2		2	3		1	1		1			1	1		1
Business	3	1			3	1											2		1						1						
Sports	2		2	2	3	2													1		3		1								
Entertainment	8	1	3	5	11	4										1	1	1	2	1	3		3	2							
Lifestyle	3		1	5	3	7											3	1		1	1		1	1							
Financial																															
Science & Technology	5				4	1													1			1			1		1				
Political	1																												1		
Health			1		1																			1							
Religion																															
Total	35	9	23	18	55	40	0	0	0	0	0	0	0	2	0	9	12	9	11	6	11	2	8	9	3	0	2	2	3	0	1

Web

Category	Home	Work	School	Travel	Mon-Fri	Sat-Sun	AM												PM												Various times
							12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	
World News	15	3	5		18	3										2	1	1	2		1	1	4	1		2	1			1	3	4
National News	11		4		12	2									1	1		1	1	1		1		1	1	2	1		1			
Local News	5	2	2		7	4									1		2					2	3	1		2	1				1	
Weather	14		3	2	9	9										3	5	2				3									2	1
Art & Culture	2				2	2																1				1						
Business	2		1		3														1			1					1					
Sports	4	1	1		5	2									1		9			1		1	1									1
Entertainment	8	1	3		8	10																1		1		2	1	1	2	1	1	2
Lifestyle	3		1		3	3														1												1
Financial	1			1	2	1															1											
Science & Technology	2		2		4														1	1		1				1						
Political	1		1			2																		1								1
Health	1		2		3	1															1	1										1
Religion																																
Total	69	7	25	3	76	39	0	0	0	0	0	0	0	3	6	17	4	5	4	3	13	8	5	1	10	5	1	3	2	7	11

Mobile

Category	Home	Work	School	Travel	Mon-Fri	Sat-Sun	AM 12	AM 1	AM 2	AM 3	AM 4	AM 5	AM 6	AM 7	AM 8	AM 9	AM 10	AM 11	PM 12	PM 1	PM 2	PM 3	PM 4	PM 5	PM 6	PM 7	PM 8	PM 9	PM 10	PM 11	Various times
World News	1		2	2	5												1	1				1						1		1	
National News	1		2		3	1										1	1														
Local News	1		1		2	1												1													
Weather	2	1	4	4	10	1									2	1	1		3			1	1			1					
Art & Culture			1			1													1												
Business																															
Sports		1	2	2	4												1			1		1									
Entertainment	2	1	1	2	4	1													1			2			1					1	
Lifestyle			1		1											1															
Financial																															
Science & Technology				1	1																									1	
Political																															
Health																															
Religion																															
Total	7	3	14	11	30	5	0	0	0	0	0	0	0	0	2	3	4	2	5	1	0	5	1	0	1	1	0	1	0	3	0

Question 2: Do you read newspapers that are provided free on campus?

Yes	No
17	21

Question 1a: The community has no print newspaper or newspaper owned website From what source would you obtain news?

TV	Web	Other People	Radio	National Newspaper	Closest Newspaper	Magazine	Phone	Social Network	E-mail	Flyers
TV (BBC)	Web (world news)	Word of mouth	Radio	National paper	Closest newspaper	Magazines	Phone	Social Network	E-mail	Flyers
TV	Web	Word of mouth	Radio	NY Times	Regional newspaper	Magazines	Pager			
TV (local news)	Web	Family	Radio	National paper						
TV (local news)	Web	Neighbors								
TV	Web	People								
TV	Web	At Scene								
TV	Web									
TV	Web (Google news)									
TV (local news)	Web									
TV	Web (world news)									
TV	Web (CNN)									
TV (local)	Web (Yahoo)									
TV	Web									
TV	Web									
TV (local news)	Web (Other newspapers)									
TV	Web (Search engine)									
TV(CNN)	Web (Search engine)									
TV	Web (News sites)									
TV (CNN)	Web									
TV	Web (CNN)									
TV (World news, BBC)	City Website									
TV										
22	21	6	3	3	2	2	2	1	1	1

Question 2a: Draw a simple chart to show how you search through and determine the news content that you will view.

Level 1		Level 2		Level 3		Level 4		Level 5	
Type of Media	15	News Category	9	Provider	5	Other Criteria*	2	Perceived Reliability	2
		Headline	5	Interest	5	Specific Content	1		
		Browse	4	Perceived Importance	3	Other People	1		
						Perceived Importance	1		
						Breaking News	1		

Level 1		Level 2		Level 3		Level 4		Level 5	
News Provider	10	News Category	9	Interest	5	Specific Content	1	Perceived Reliability	2
		Headline	5	Perceived Importance	3	Other People	1		
		Type of Media	5	Perceived Quality	1	Breaking News	1		
				Browsing	1				
				Relevance to User	1				
				Photo	1				
				Other Criteria*	1				

Level 1		Level 2		Level 3		Level 4		Level 5	
News Category	5	Headline	5	Provider	5	Other Criteria*	2	Perceived Reliability	2
		Type of Media	5	Interest	5	Specific Content	1		
		Browse	4	Perceived Importance	3	Other People	1		
						Perceived Importance	1		
						Breaking News	1		

Other Criteria was eliminated from analysis because of the diversity of responses.

Question 3: Would you make a micropayment (10¢) to view certain types of online content?

Yes	No
13	24

Question 4: Would you make a micropayment (10¢) if content you could obtain free were filtered according to your interests?

Yes	No
7	31

Demographic Information

	M	F
Gender	14	24
Major		
Arts & Music	2	12
Business		1
Communication	2	
Computer		
Engineering	3	
Education		
Health professions		
Language, Literature		
Liberal arts	1	
Legal		
Math and Science	1	
Philosophy, Religion		
Social science		
Other (Specify)		
Graphic Arts	1	1
Photography		2
Publishing	1	4
Information Technology		1
Packaging Science	3	3