

NAA Foundation Study

“Growing Lifelong Readers”

Facts at a Glance

The “Growing Lifelong Readers” study was conducted for the Newspaper Association of America Foundation by the independent research firm of Clark, Martire & Bartolomeo, Inc. The research consists of data gathered in a nationally represented survey of 1,500 men and women between the ages of 18 and 34. The sampling error is +/-2.5%. Interviews were conducted between June 17-July 2, 2004. Results were weighted to reflect sex, age, race and region of the more than 67 million young adults in the United States.

Newspapers in the Classroom

- **Six out of 10 (62 percent) of young adults with high exposure to newspapers in the classroom say they now read a weekday newspaper regularly**
- **Of those with no exposure to newspapers in school, 38 percent say they are regular readers today**
- 68 percent say they had some type of exposure to newspapers in high school
- 56 percent had exposure to newspapers in middle/junior high school
- 42 percent had exposure in elementary school
- 51 percent had exposure to newspapers in college
- Among all respondents, 34 percent said newspapers were more enjoyable than traditional textbooks; 31 percent said they benefited more from newspaper involvement over textbooks.

Results of “Growing Lifelong Readers” indicate newspapers in the classroom have a strong impact on young adult readership even when controlling for mother and father’s education, family wealth, the presence of newspapers in the house as a child, and parental readership and discussion of newspaper contents.

Newspaper readership among young adults

Overall, seven out of 10 of young adults say they read the weekday paper in the last week (69 percent) or their Sunday paper in the last month (68 percent). In addition:

- 44 percent read their weekday paper “yesterday”
- 48 percent read a weekday paper regularly
- 46 percent read a Sunday paper regularly

Presence of school newspapers

The presence of school newspapers grows from elementary school to college. Among the respondents:

- 84 percent recalled the presence of school newspapers in college
- 78 percent had a school paper in high school
- 46 percent had a paper in middle/junior school
- 17 percent had a paper in elementary school

Newspapers = Interest in politics, sports

According to "Growing Lifelong Readers," newspaper exposure is associated with greater interest in news, politics and sports. Of those with high exposure to newspapers in the classroom:

- 51 percent of young adults say they are extremely or very interested in the situation in Iraq
- 40 percent are extremely/very interested in the presidential election; 24 percent in politics
- 35 percent say they are extremely/very interested in professional sports
- 51 percent say they almost always/regularly vote in General Elections, 46 percent in primary elections

Of those with high exposure to newspapers:

- 54 percent cite newspapers as their #1 source for local advertising
- 26 percent cite newspapers as their preferred source for news and information

Of those with low exposure to newspapers:

- 44 percent cite newspapers as their preferred source for local ads
- 14 percent cite newspapers as their preferred source for news and information

Newspaper use in school

Most respondents recall positive experiences using newspapers in school:

- 92 percent said newspapers were educational and informative
- 65 percent said newspapers were fun
- 69 percent said papers were entertaining
- 75 percent said newspapers were a welcome change

Of the 68 percent of high school students who said they used newspapers in class:

- 83 percent said they remembered completing a school project that involved using a newspaper
- 82 percent recalled having to read a newspaper for social studies or civics classes
- 77 percent said they had a class where using a newspaper was integrated into the curriculum as part of social studies, reading, math or another subject.

Of the 51 percent of college students who recall using newspapers in class:

- 77 percent said they remembered completing a school project with a newspaper
- 87 percent said they have a class where the professor referred to newspaper articles
- 53 percent said they read a newspaper as a course requirement.

Getting started with newspapers

- For boys, sports (43 percent) are the number one reason that first attracted them to newspapers followed by comics (26 percent) and front-page news (22 percent). The top three categories that attracted girls were comics (28 percent), front-page news (24 percent) and local current events (14 percent). Sports drew 11 percent of females to the newspaper.
- Most respondents (29 percent) say they began reading the newspaper in their teens (at age 14-16); 22 percent say they began reading between the ages of 12 and 13.



CUTLER

Growing Lifelong Readers

The Impact of Student Involvement with Newspapers on Adult Readership



A man in a dark suit is standing on a wooden ladder, watering a large, tall green plant in a terracotta pot. He is holding a blue watering can and pouring water onto the soil. The background is a soft, light-colored gradient.

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• INTRODUCTION •

Industry research shows that for more than three decades, newspapers have been facing a generational challenge. Not only are young people less likely to read newspapers, but also when they do read newspapers, they tend to do so less frequently. Market research indicates that newspaper readership patterns are largely determined by the time a person reaches 25 to 30 years of age.

This research project resulted from NAA Foundation’s desire to assess the impact its newspaper programs are having on building future readership. The NAA Foundation strives to develop tomorrow’s readers through support of educational programs, quality youth journalism and the scholastic press.

• METHODOLOGY •

The study is based on a nationally represented sample of 1,500 men and women between the ages of 18 and 34.

The sample was obtained through a national random digit dial sample of households with telephones. All households were screened for the presence of an 18-to-34-year-old. The data were weighted to reflect the sex, age, race and region of the more than 67 million young adults in the United States.

Interviewing for the study was conducted between June 17 and July 2, 2004. The average interview length was 15 minutes.

Survey results shown on total are accurate within a range of plus or minus 2.5 percentage points. All statistical testing was conducted at the 90 percent

confidence level, meaning you can be 90 percent confident that the differences indicated are real and not the result of random fluctuation.

	Unweighted Sample	Weighted Universe
Northeast	284	12,180,000
Midwest	339	14,980,000
South	535	24,140,000
West	342	15,730,000
Total Age 18-34	1,500	67,030,000



• O V E R V I E W •

The following are the major findings emerging from this study of the impact of student involvement with newspapers on adult readership.

1. Use of Newspapers in School

Newspapers are widely used in school on either a formal or an informal basis. For example, among those who attended high school, 68 percent say they had some type of exposure to newspapers in school.

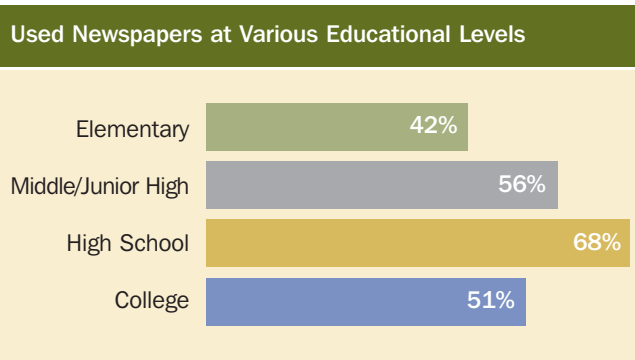
2. Exposure to Newspapers Is Often Informal

Much of the exposure to newspapers in school is quite informal and involves such things as:

- Cutting out articles and stories and bringing them to school
- Having a class where a teacher referred to newspaper articles
- Talking about newspaper articles in class.

3. Distribution of Newspapers in the Classroom Is Much Less Common

Generally speaking, only about four out of ten 18-to-34-year-olds who claim they used newspapers at various educational levels actually had newspapers distributed to them in their classroom—the figure is slightly higher in high school (50 percent).



4. Newspaper Involvement Index

In order to assess the impact of formal programs, we created an index of exposure to two key types of efforts in elementary, middle and high school:

- Distribution of newspapers in the classroom
- Having newspapers integrated into the curriculum as part of social studies, reading, math or another subject.

These two items were combined into an index with scores that ran from six (exposed to both types of efforts at all three levels) to zero—no exposure at any level.

Newspaper Involvement Index Score

The Newspaper Involvement Index scores were divided into three levels:

High: These individuals had the greatest exposure to formal newspaper involvement programs, from elementary school through high school.

Medium: These individuals had *some* exposure. Typically newspapers were part of the curriculum, but were not distributed.

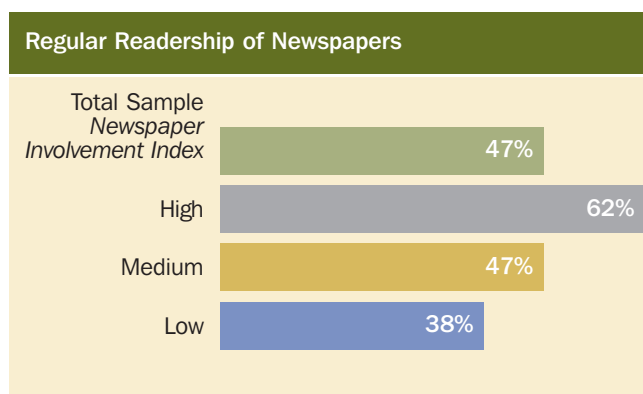
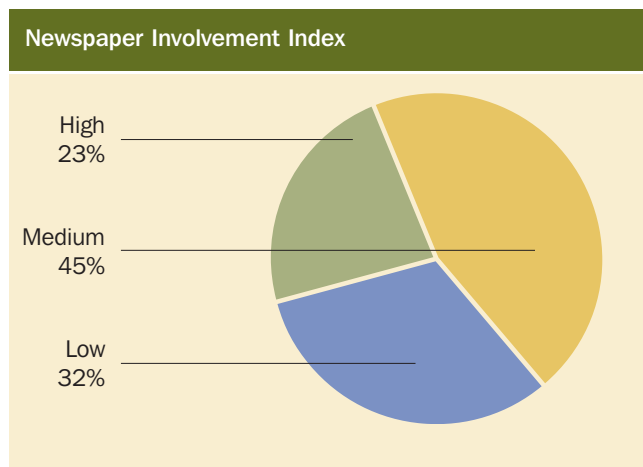
Low: These individuals had no exposure to a formal curriculum or to newspapers being distributed in the classroom.

Size of the Groups

The smallest of the three groups is those with the greatest involvement with newspapers in school (23 percent of all young adults). The largest group (45 percent) is those with a moderate level of involvement. One in three (32 percent) had no newspaper involvement in school.

5. Impact of Newspaper Involvement on Current Newspaper Readership

In order to assess the potential impact of student newspaper involvement on adult newspaper readership, we looked at regular newspaper readership among individuals who were categorized as high, medium or low on the Newspaper Involvement Index and found that there is a *very* strong relationship. **More than six out of ten of those with high newspaper exposure during childhood are regular readers as adults, compared to only 38 percent of those with**



no exposure. This is a huge difference, one that is highly significant statistically.

This same relationship holds for regular Sunday readership and “yesterday” readership.

6. Is the Apparent Impact of Student Involvement Real, or Is It Due to Some Other Factor?

The obvious question that emerges from this very strong relationship between the Newspaper Involvement Index and adult newspaper readership is whether the apparent relationship is caused by some other factor such as parental background factors, family income, etc.

More than six out of ten of those with high newspaper exposure during childhood are regular readers as adults, compared to only 38 percent of those with no exposure.

In order to control for these other factors, we examined the impact of high/medium/low exposure when all of the obvious background factors were equal. For example, if we control for family income by eliminating those individuals who said their families were more affluent than average or less affluent than average, we find that the impact of newspaper exposure is quite significant even among only those of average family income. The results of this analysis indicate that the strong impact of childhood newspaper exposure holds even when one controls for:

- Father’s education
- Mother’s education
- Newspapers in the household as a child
- Parents readership and discussion of newspaper contents
- And, family’s wealth.

7. Other Consequences of Newspaper Involvement

In addition to exploring the potential impact of newspaper involvement on adult newspaper readership, the current study also explored the potential impact on young adults and their:

- Media preferences for news and information
- Interest in news, politics and sports
- Voting.

The results indicate that newspaper exposure among students:

- Is associated with young adults’ preference for newspapers over other media
- Is associated with greater interest in news, politics and professional sports

- Is *not* strongly associated with a greater likelihood of voting, though it *is* directionally tied once you control for age.

8. School Newspaper Readership

School newspapers become increasingly common through middle school into high school. Where available, the majority of students read them at least occasionally. Just over one out of two recall their school newspapers as excellent/good, rising to seven out of ten in college.

9. Participation in School Newspaper Production

Relatively few students actually recall personal involvement with their school newspapers.

Conclusions

This study is the first comprehensive look at the potential impact of newspaper involvement programs on adult newspaper readership. The results make clear that newspaper involvement programs have an impact:

- They are associated with higher levels of adult newspaper readership
- They are associated with higher levels of interest in news
- They are associated with a stronger preference for newspapers as a source of news and information.

The results make clear that newspaper involvement programs have an impact.



• D E T A I L E D F I N D I N G S •

1. Newspaper Usage in School

Types of Newspaper Usage Recalled in Elementary School

Forty-two percent recall using newspapers in the classroom in elementary school. Although 43 percent recall having newspapers distributed in the classroom, all of the potential uses explored are very widespread. For example, 84 percent recall cutting out articles and bringing them to school.

Recall Types of Newspaper Usage in Elementary School

Forty-two Percent Recall Any Newspaper Usage

(Base: Attended Elementary School)

Types of Use Recalled*	Yes	No	Not Sure
Cutting out articles or stories and bringing them to school	84%	15%	1%
Have a class where a teacher referred to newspaper articles	80	17	3
Talking about newspaper articles in class	80	17	3
Completing a school project that involved using a newspaper	77	20	3
Having a class where using a newspaper was integrated into the curriculum as part of social studies, reading, math or another subject	70	27	3
Reading a newspaper for social studies or civics	68	29	3
Having a class where newspapers were distributed to the students	43	54	3

* Based on the 42 percent who recalled using newspapers in school.

Types of Newspaper Usage Recalled in Middle/Junior High School

The majority (56 percent) of those who attended middle/junior high school recall using newspapers in the classroom. As in elementary school, apart from actually distributing newspapers in the classroom (which 44 percent recall), all of the potential uses explored were *very* widespread. For example, 91 percent recall talking about newspaper articles in class.

Recall Types Of Newspaper Usage in Middle/Junior High School

Fifty-six Percent Recall Any Newspaper Usage

(Base: Attended Middle/Junior High School)

Types of Use Recalled*	Yes	No	Not Sure
Talking about newspaper articles in class	91%	8%	1%
Have a class where a teacher referred to newspaper articles	88	10	2
Cutting out articles or stories and bringing them to school	85	14	1
Reading a newspaper for social studies or civics	80	18	2
Completing a school project that involved using a newspaper	80	19	1
Having a class where using the a newspaper was integrated into the curriculum as part of social studies, reading, math or another subject	74	23	3
Having a class where newspapers were distributed to the students	44	53	3

* Based on the 56 percent who recalled using newspapers in middle/junior high school.

Types of Newspaper Usage Recalled in High School

More than two thirds of respondents recall using newspapers in high school. Among those who used newspapers in high school, 50 percent recall a class where newspapers were distributed and 33 percent recall taking a course that covered journalism or newspaper production.

Recall Types of Newspaper Usage in High School

Sixty-eight Percent Recall Any Newspaper Usage

(Base: Attended High School)

Types of Use Recalled*	Yes	No	Not Sure
Talking about newspaper articles in class	92%	7%	1%
Have a class where a teacher referred to newspaper articles	91	8	1
Completing a school project that involved using a newspaper	83	16	1
Reading a newspaper for social studies or civics	82	17	1
Cutting out articles or stories and bringing them to school	82	17	1
Having a class where using the a newspaper was integrated into the curriculum as part of social studies, reading, math or another subject	77	22	1
Having a class where newspapers were distributed to the students	50	49	1
Taking a journalism or newspaper production class	33	67	<0.5

* Based on the 68 percent who recalled using newspapers in high school.

2. Defining and Profiling the Newspaper Involvement Index

The Creation of a Measure of Involvement with Newspapers Among Students: The Newspaper Involvement Index

The types of newspaper usage that represent the most formal, organized approach to newspapers among students are:

- Having a class where newspapers were distributed to the students
- Having a class where using a newspaper was integrated into the curriculum as part of social studies, reading, math or another subject.

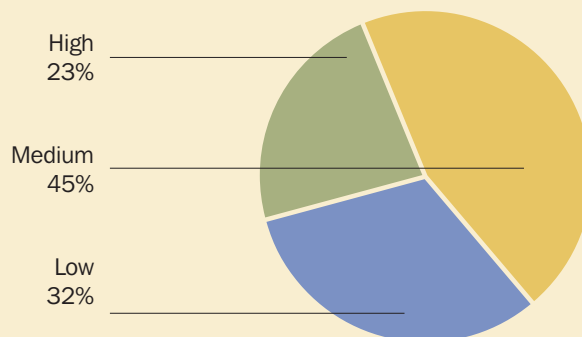
Our Newspaper Involvement Index measures the frequency with which these two types of involvement took place in elementary, middle/junior high school and high school (college involvement is not included since some respondents are still in college).

The measure of involvement is divided into three categories:

- **High (4+)** – those whose number of “yes” responses for the two types of involvement equaled four or more across all three levels of schooling (elementary through high school).
- **Medium (1-3)** – those whose number of “yes” responses for the two types of involvement equaled between one and three across all three levels of schooling.
- **Low (0)** – those who did not have a “yes” response for either of the two types of involvement across all three levels of schooling.

Size of the Newspaper Involvement Index Groups

Slightly fewer than one in four 18-to-34-year-olds can be characterized as high on the Newspaper Involvement Index; 45 percent are medium and 32 percent are low.



Newspaper Involvement Index

- **High Score on the Index.** Those who emerged with high ratings on the Index had very widespread exposure to the integration of newspapers into the school curriculum at every level of education and a majority had newspapers distributed in their classroom at every level.
- **Low Score on the Index.** At the other extreme, those who emerged with a low rating on the Newspaper Involvement Index had no exposure to newspapers at any level of school.
- **Medium Score on the Index.** Those in the middle, with a medium score on the Index tended to have newspapers integrated into the curriculum but tended *not* to have newspapers distributed in their classroom.

The presence of a school newspaper grows from elementary school through college and readership grows as well.

Two Items Defining the Newspaper Involvement Index*

Newspaper Involvement Index

	Total	High	Medium	Low
Newspapers Distributed in Classrooms in:				
Elementary	43%	70%	22%	0%
Middle School	44	82	20	0
High School	50	91	35	0

Newspapers Integrated into the Curriculum in:

Elementary	70	86	63	0
Middle School	74	97	68	0
High School	77	97	82	0

* Based on those who recall using newspapers in respective school.

3. Parental and Family Background Factors and Involvement with Newspapers

18-to-34-year-old respondents say that when growing up:

- 67 percent had parents who read a newspaper regularly
- 66 percent had discussions about events in newspapers a few times a week or more
- 59 percent say their parents were average in terms of income
- One out of two say their mother and father were high school graduates.

Frequency of Parents' Readership During Respondent's Middle and High School Years

(Base: Total)

	Total
Almost every day	46%
Regularly	21
Occasionally	18
Hardly ever/never/not sure	15

Frequency of Discussion at Home About Events in Newspapers When Growing Up

(Base: Those Answering)

	Total
Almost every day	30%
A few times a week	36
Very infrequently	15
Seldom or never	19

Educational Level Of Respondent and Parents

(Base: Those Answering)

Education	Respondent	Father	Mother
High school grad or less	33%	53%	53%
Some college or more	33	15	19
College graduate	34	32	28

Parental and Family Background Factors and the Newspaper Involvement Index

Generally speaking, there are only limited associations between parental and family background factors and the Newspaper Involvement Index. Newspaper exposure is not tied, for example, to parents' education. Even the association between parents' readership

when growing up and exposure to newspapers in school when growing up is limited.

There is an association between a family's reading and discussing newspaper contents and newspaper involvement. Perhaps this was a consequence of student newspaper programs.

Parental and Family Background Factors and Newspaper Involvement Index

Newspaper Involvement Index

	Total	High	Medium	Low
Father's Education				
High school or less	53%	51%	52%	53%
Some college	15	16	15	16
College graduate	32	33	33	31
Mother's Education				
High school or less	53	50	53	57
Some college	19	20	19	17
College graduate	28	30	28	26
Parents Read Newspaper				
Almost everyday	46	48	48	42
Regularly	21	24	18	22
Occasionally	18	17	19	18
Hardly ever/never/not sure	15	11	15	18
Parents Read and Discussed Newspaper				
Almost everyday	30	37	29	24
A few times a week	36	39	37	33
Very infrequently	15	13	16	16
Seldom or never	19	11	18	27

4. Evaluation of Usage of Newspapers in School

Respondents describe using newspapers in school in very positive terms—as not only educational (92 percent) and informative (92 percent), but also often: fun (65 percent), entertaining (69 percent) and a welcome change (75 percent). Those most involved with newspapers as students (high on the Index) tend to be most positive in their evaluations.

Respondents also often describe using newspapers more positively than using traditional textbooks including:

- 34 percent who say it was more enjoyable
- 31 percent who say they got more out of it.

Description of Using Newspaper as Part of Coursework When in School

(Base: Total)

Newspaper Involvement Index

Saw newspaper as:	Total	High	Medium	Low
Educational	92%	97%	96%	82%
Informative	92	97	95	83
Useful	91	98	94	81
Relevant	86	94	88	77
A welcome change	75	86	78	65
Entertaining	69	85	69	58
Fun	65	78	66	53
Boring	25	24	24	27

Comparison of Enjoyment of Newspapers Versus Traditional Textbooks in School

(Base: Total Answering)

Newspaper Involvement Index

Enjoyed using a newspaper	Total	High	Medium	Low
More	34%	41%	36%	25%
Same	53	49	53	57
Less	13	10	11	18
Net Difference (More-Less)	+21	+31	+25	+7

Comparison of Benefits from Newspapers Versus Traditional Textbooks in School

(Base: Total Answering)

Newspaper Involvement Index

Benefits from a newspaper	Total	High	Medium	Low
More	31%	37%	33%	24%
Same	55	53	54	55
Less	14	10	13	21
Net Difference (More-Less)	+17	+27	+20	+3

5. Getting Started with Newspapers

Among males, sports (43 percent) leads as the reason that first attracted them to newspapers, followed by comics (26 percent) and front page news (22 percent). Women cite comics (28 percent) and news (24 percent), followed by a variety of other factors. Most young adults say they began reading in their mid-teens.

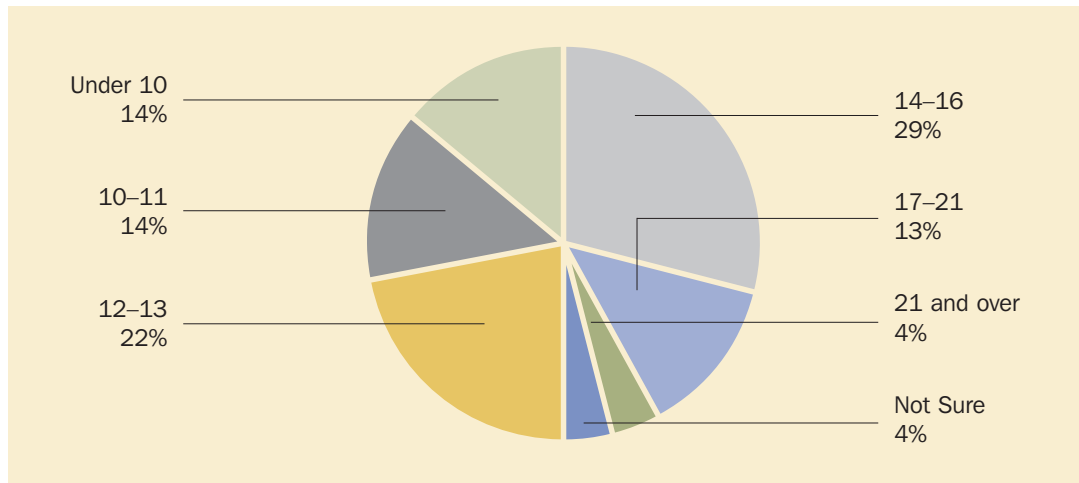
Parts of the Newspaper That First Attracted Respondent to Newspapers

(Base: Total Answering)

	Total	Male	Female
Sports	27%	43%	11%
Comics	27	26	28
Front page/news	23	22	24
Local current events	11	8	14
Classified ads	9	8	11
Entertainment	8	5	10
Other ads	4	3	4
National news	4	4	4
Movies/movie listings	3	3	3
Puzzles and games	2	2	2
Ads for cars	2	3	1
News from your school	2	2	1
Contests	1	1	1
Content specifically for children (e.g. mini page)	1	1	1
Local high school sports	1	1	1
Content specifically for teens	1	1	<0.5
Other	12	10	15
No answer	6	3	4

Age When Began to Read a Newspaper

(Base: Total)



Reasons Began to Read a Newspaper

(Base: Total)*

	Total	Male	Female
The Content	57%	60%	53%
Specific Sections	30	35	25
• Sports	12	20	4
• Comics	9	10	8
• Classifieds	3	3	3
• Other specific sections	11	9	14
News/Information	26	25	27
Specific topics	16	15	16
• Local news	7	6	7
• Current events	6	5	6
• World news	4	4	4
• Other specific topics	3	3	2
To know the news/what's going on	10	10	9
Things of interest to me	4	3	4
Family members	14	12	17
For school	10	9	12
It's available around the house	4	5	4

* Major mentions – mentions of 2 percent or less in total not shown.

6. School Newspapers

The presence of a school newspaper grows from elementary school through college and readership grows as well. Among all respondents:

- 17 percent had a school paper in elementary school
- 46 percent in middle/junior high
- 78 percent in high school
- 84 percent in college.

In high school and college, a majority of respondents read their school paper on at least an occasional basis. School newspaper readership tends to be higher among females.

A majority rated their school newspapers excellent or good and seven out of ten rated their college newspaper excellent or good. Relatively few young adults were personally involved with school newspapers, though 17 percent (22 percent among those who had a high school paper) claim to have been involved with their school paper at some point in time during high school.

Readership of School Newspapers Among Those Who Recall School Having a Newspaper

(Base: Attended Respective Schools)

	Elementary	Middle/ Junior High	High School	College
Recall School Having a Newspaper	17%	46%	78%	84%
Frequency of Reading School Newspaper^{1*}				
Regularly	26	38	47	42
Occasionally	30	31	26	27
Hardly ever	21	19	15	18
Never	23	12	12	13

¹ Recall school having newspaper. * Based on those answering.

Personal Involvement with School Newspaper

(Base: Total)

	Elementary	Middle/ Junior High	High School	College
Did You Work on Your School Newspaper?*				
Yes	17%	15%	22%	8%
No	83	85	78	92

* Recall having a school newspaper.

7. Impact of Newspaper Exposure as a Student on Current Newspaper Readership

When we examine the relationship between newspaper exposure as a student and current newspaper readership patterns, we find that there is a *very* strong relationship. Individuals with a high level of newspaper exposure as students are *much* more likely to be current regular readers of a newspaper. For example:

- 62 percent of those with high exposure read a weekday newspaper regularly versus only 38 percent of those with no exposure when they were students.

Newspaper Readership Among Those With High, Medium and Low Exposure to Newspapers as a Student

(Base: Total)

Newspaper Involvement Index

	Total	High	Medium	Low
Weekday Readership				
Yesterday	44%	52%	43%	38%
Regular	48	62	47	38
Sunday Readership				
Last Sunday	52	61	51	46
Regular	46	51	47	39

Controlling for Other Factors

The question that arises is this: is this strong relationship between student exposure to newspapers and adult readership *caused* by the childhood programs or was it caused by some other family background factor such as parents’ income or education or household newspaper readership?

In order to address this issue, we explored the relationship between weekday newspaper readership and the Newspaper Involvement Index while controlling

for other factors. For example, we control for family’s income by examining the current readership among only those who say their family’s wealth was average. We find that among those with uniformly average wealth, the relationship between the Newspaper Involvement Index and adult readership remains highly significant. *Therefore we can say that student newspaper programs appear to have an impact even when we control for parents’ income.* The same is true for father’s education, mother’s education, parents’ newspaper readership and household’s discussion of newspaper content.

Therefore we can say that student newspaper programs appear to have an impact even when we control for parents’ income.

Newspaper Readership and Newspaper-type Exposure: Overall and Controlling for Various Background Factors

(Base: Total)

Newspaper Involvement Index

	Total	High	Medium	Low
Total				
Yesterday	44%	52%	43%	38%
Regular	48	62	47	38
Father Is a High School Graduate or Less				
Yesterday	44	52	43	40
Regular	46	62	44	37
Father – Some College or More				
Yesterday	46	56	44	40
Regular	52	67	53	41
Mother Is a High School Graduate or Less				
Yesterday	45	54	45	39
Regular	48	66	48	37
Mother – Some College or More				
Yesterday	42	52	39	39
Regular	48	59	46	40
Parents Read and Discussed the Newspaper a Few Times a Week				
Yesterday	51	54	50	48
Regular	57	66	58	46
Parents Read Newspaper Almost Everyday				
Yesterday	57	64	56	53
Regular	61	72	59	54
Family's Wealth Was Average				
Yesterday	42	48	41	39
Regular	46	60	44	38

Impact of Newspaper Involvement at Various Educational Levels

If we examine the impact of newspaper involvement in elementary, middle and high school separately, we find that high involvement is associated with higher adult readership for every level of school. However, the impact appears to be slightly greater at the middle and high school levels.

Newspaper Readership Among Those with High, Medium and Low Exposure to Newspapers During Elementary School

(Base: Total)

Elementary School Index*

	Total	High	Medium	Low
Weekday Readership				
Yesterday	44%	46%	49%	41%
Regular	48	56	50	45
Sunday Readership				
Last Sunday	52	60	52	50
Regular	46	52	48	44

* Same items as overall Newspaper Involvement Index.

Newspaper Readership Among Those with High, Medium and Low Exposure to Newspapers During Middle/Junior High School

(Base: Total)

Middle/Junior High School Index*

	Total	High	Medium	Low
Weekday Readership				
Yesterday	44%	51%	45%	40%
Regular	48	61	48	42
Sunday Readership				
Last Sunday	52	60	55	47
Regular	46	50	47	43

* Same items as overall Newspaper Involvement Index.

The impact of exposure to newspaper involvement programs appears equally strong among 18-to-24-year-olds and 25-to-34-year-olds—suggesting that the impact does not decline over time.

Newspaper Readership Among Those with High, Medium and Low Exposure to Newspapers During High School

(Base: Total)

High School Index*

	Total	High	Medium	Low
Weekday Readership				
Yesterday	44%	50%	46%	38%
Regular	48	61	50	37
Sunday Readership				
Last Sunday	52	60	55	45
Regular	46	53	50	38

* Same items as overall Newspaper Involvement Index.

Impact of Exposure Does Not Decline with Age

The impact of exposure to newspaper involvement programs appears equally strong among 18-to-24-year-olds and 25-to-34-year-olds—suggesting that the impact does not decline over time.

Newspaper Readership Among Those with High, Medium and Low Exposure to Newspapers Among 18-to-24-Year-Olds

(Base: Total)

Newspaper Involvement Index

	Total	High	Medium	Low
Weekday Readership				
Yesterday	41%	50%	38%	35%
Regular	48	62	44	36
Sunday Readership				
Regular	42	42	44	36

Newspaper Readership Among Those with High, Medium and Low Exposure to Newspapers Among 25-to-34-Year-Olds

(Base: Total)

Newspaper Involvement Index

	Total	High	Medium	Low
Weekday Readership				
Yesterday	45%	54%	46%	39%
Regular	47	62	49	38
Sunday Readership				
Regular	48	62	50	40

8. Exploring Other Potential Impacts of Newspaper Involvement Programs

In addition to newspaper readership, newspaper involvement programs could be hypothesized to impact:

- Preference for newspapers over other media as a source of news and information
- News and feature interests
- Voting/civic involvement.

Each of these areas was explored.

Preference for Newspapers as a News and Information Source Greater Among Those Exposed to Newspaper Involvement Programs

Newspapers are seen as the number one source of local advertising and entertainment. Television has an edge as *the* source of local sports and a large lead as young people’s overall preferred source of news and information. Interestingly, those with a high level of newspaper exposure as students are somewhat *more* likely to cite newspapers as their preferred source for *all* types of news and information.

Preferred Source of Local Advertising

(Base: Total Answering)

Newspaper Involvement Index

	Total	High	Medium	Low
Newspaper	50%	54%	52%	44%
Television	27	24	26	30
Radio	13	11	13	14
Internet	6	8	5	6
Magazines	2	3	2	3
Other	2	<0.5	2	3

Preferred Source of Entertainment Listings

(Base: Total Answering)

Newspaper Involvement Index

	Total	High	Medium	Low
Newspaper	49%	53%	51%	44%
Daily newspaper	26	29	27	23
Sunday newspaper	9	9	9	8
Weekly newspapers	14	15	15	13
The Internet	20	17	21	21
Television	13	14	10	16
Radio	13	11	13	14
Magazines	1	2	1	1
Other	4	3	4	4

Preferred Source of Local Sports

(Base: Total Answering)

Newspaper Involvement Index

	Total	High	Medium	Low
Television	47%	46%	45%	50%
Newspaper	37	41	38	33
Radio	7	7	7	8
Internet	7	5	8	7
Magazines	1	1	1	1
Other	1	<0.5	1	1

Preferred Source of News and Information

(Base: Total Answering)

Newspaper Involvement Index

	Total	High	Medium	Low
Television	44%	42%	42%	47%
Internet	21	19	21	23
Newspaper	20	26	22	14
Radio	12	10	12	12
Magazines	2	2	2	3
Other	1	1	1	1

Current Events, News and Feature Interests

Individuals with high exposure to newspapers as students are more likely to be interested in politics and sports as young adults including:

- The situation in Iraq
- Professional sports
- Local government.

News and Feature Interests

(Base: Total Answering)

Newspaper Involvement Index

	Total	High	Medium	Low
The situation in Iraq	49%	51%	53%	44%
The Presidential election	39	40	41	26
Professional sports	33	35	37	26
Politics	23	26	23	21
Local government	15	24	18	14

News and Feature Interests by Topic

(Base: Total Answering)

	Extremely/Very Interested	Interested	Not too Interested	Not at all Interested
The situation in Iraq	49%	35%	10%	6%
The Presidential election	39	30	17	14
Professional sports	33	23	21	23
Politics	23	32	25	20
Local government	18	33	31	18

Adult Behavior Associated with Readership of School Newspapers

The availability and readership of school newspapers is associated with:

- Greater interest in politics
- Higher newspaper readership as an adult.

However, since readership of newspapers involves a self-selection process, this association may not be *caused* by exposure to school newspapers.

School Newspaper Recall and Interest in Politics

(Base: Total)

Recall School Newspaper in:

Extremely/Very Interested	Total	Elementary	Middle/ Junior High	High School	College
The situation in Iraq	49%	41%	50%	50%	52%
The Presidential election	39	34	39	40	44
Politics	23	19	22	24	27
Local government	18	21	19	19	20

School Newspaper Recall and Voting in Elections

(Base: Total)

Recall School Newspaper in:

	Total	Elementary	Middle/ Junior High	High School	College
Almost Always/Regularly:					
General Election	55%	45%	52%	55%	65%
Primary Election	45	40	44	45	53

School Newspaper Readership and Voting in Elections

(Base: Total)

Read School Newspaper Regularly/Occasionally in:

	Total	Elementary	Middle/ Junior High	High School	College
Almost Always/Regularly:					
General Election	55%	58%	56%	58%	70%
Primary Election	45	49	48	48	56

Newspaper Readership Among Those Who Recall School Having a Newspaper

(Base: Recall School Having a Newspaper)

Read School Newspaper Regularly/Occasionally in:

	Total	Elementary	Middle/ Junior High	High School	College
Weekday Readership:					
Yesterday	44%	50%	50%	48%	52%
Regularly	48	60	55	54	58
Sunday Readership:					
Last Sunday	52	49	56	57	60
Regularly	46	52	53	51	53

Those with a high level of newspaper exposure as students are somewhat *more* likely to cite newspapers as their preferred source for *all* types of news and information.





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