

COOS COUNTY COMPARATIVE MEDIA SURVEY: METHODOLOGY AND RESULTS

MARCH 2002

RESPONDENT & HOUSEHOLD PROFILES
SOURCES OF NEWS & INFORMATION
OPINIONS OF ACCURACY & FAIRNESS
SOURCES RELIED ON MOST



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INTRODUCTION

Southwestern Oregon Publishing Company contracted with the University of Oregon Survey Research Laboratory (OSRL) to conduct the "*Coos County Comparative Media Survey*." This study assesses Coos County and western Douglas County residents' opinions and behavior related to news media, including daily newspapers, weekly newspapers, television, and radio. This benchmark survey intends to provide the groundwork for future media surveys by other publishing companies seeking to assess similar issues.

Working closely with company president Greg Stevens, OSRL planned, pretested and implemented a telephone survey of 405 randomly selected households in Coos County and western Douglas County. This report summarizes the survey methodology and results.

SURVEY METHODOLOGY

This section describes OSRL's procedures for developing and implementing the telephone survey instrument and the random sample required to conduct this representative study of the Coos County area.

SURVEY INSTRUMENT

The survey instrument resulted from intensive meetings between Greg Stevens, Scott Maier (Faculty Fellow in OSRL and associate professor, journalism and communications, UO), Patricia Gwartney (OSRL Director and professor, sociology, UO), who collaborated to identify areas to investigate, to decide key concepts, and to operationalize those concepts into survey questions. To provide points of comparison, a few questions replicate those from previous media surveys and OSRL surveys of Oregon communities. Most questions, however, were original. The instrument included household and individual information needed both to profile respondents and to assess points of variability in the survey results, presented below.

OSRL staff pretested individual questions for clarity, accuracy, validity, and variability of response. They pretested the entire instrument for flow, comprehensiveness, length, and factors

that affect respondents' cooperation and attention. OSRL Project Director Brian Wolf programmed the survey instrument and sample into OSRL's computer-aided telephone interviewing (CATI) system, and OSRL staff pretested the CATI version.

All interviews were completely anonymous. The University of Oregon's Committee for the Protection of Human Subjects approved the study's research design and survey instrument, as required by federal law to safeguard respondents' rights. (See Section 3 of the bound report for significant portions of the human subjects review materials.)

The survey interview began by describing the study and guaranteeing respondents anonymity. The first survey questions selected adults currently residing in Coos County and western Douglas County, and they excluded people employed by newspapers, radio or television. Once these screening questions identified qualifying residents, the ensuing interview comprised the following subject areas:

1. Attention to news - feelings of news' importance, and how closely respondents follow local and state news.
2. Main sources of news and information - for news at the local, county, state, national and international levels, and for information about shopping.
3. Consumption of different mediums' news and information - the local daily newspaper (*The World*), several named local weekly newspapers, television in general, local television station KCBY, radio in general, local radio station KDCQ, and, to a lesser extent, direct mail.
4. Behaviors related to specific news and information sources - frequency of use, number of radio stations listened to daily, and number of television channels watched daily. More detailed survey questions focused on *The World* newspaper, including which sections respondents look at first and which sections they read regularly.
5. Advertising awareness in specific news and information sources - whether respondents remembered noticing specified local business' advertisements on the day preceding the interview in *The World*, on television station KCBY, and on radio station KDCQ, for respondents who consumed each medium the preceding day.
6. Opinions about specific news and information sources - frequency of trusting news accuracy and frequency of assessing news as fair.
7. Lifestyle information - respondent and household participation in outdoor sports, hobbies, and group activities.
8. Demographic and background data - age, sex, labor force participation, socioeconomic status indicators (educational attainment, poverty level), household composition (size, presence of children), and household location (zip code, urban, rural, farm).
9. The survey interview concluded with an open-ended question "Is there anything you would like to add?"

As appropriate to an academic research organization, most OSRL surveys contain experiments or innovations. This instrument innovated by asking questions with strategically varied content each day. Specifically, respondents who read *The World* on the day preceding the interview were asked if they noticed a specified local business' display ad that day. Those who watched KCBY or listened to KDCQ were asked if they saw or heard a particular local business' commercial the preceding day. Greg Stevens supplied OSRL information daily about medium-specific business' ads. OSRL posted the information daily in interviewers' stations and trained them to the content.

Section 2 of the three-ring binder documenting this study provides a facsimile of the survey instrument with embedded "topline" frequency results.

SURVEY SAMPLE

OSRL's sampling procedure employs a random-digit-dialing (RDD) algorithm used in conjunction with our CATI system. Sampling is pre-programmed and accomplished without interviewers' intervention. Telephone numbers are generated randomly by the computer and appear automatically on interviewers' computer screens. Interviewers place telephone calls with a computer keystroke, effectively preventing dialing errors. This sampling system avoids biases encountered from telephone books and similar lists. In addition, new and unlisted telephone numbers have an equal chance of being selected as established numbers.

In order to achieve 405 representative interviews, OSRL randomly generated 2,200 telephone numbers. Altogether, OSRL interviewers dialed those numbers 5,873 times for this study. Those dial attempts distributed as:

- 2% phone slams and refusals;
- 7% completed interviews;
- 17% households eligible for survey but not interviewed (e.g., too busy now and adult not home);
- 21% ineligible (e.g., disconnected, nonworking, nonresidential, and fax/modem); and
- 62% study eligibility or ineligibility could not be ascertained (e.g., busy signal, no answer, and answering machine that does not distinguish a household or business).

For the 2,200 telephone numbers randomly generated for the study, their final distribution was:

- 54% ineligible (disconnected, nonworking, nonresidential, fax/modem, etc.);
- 18% completed interviews;
- 14% unknown (telephone consistently busy, never answered, or answering machine, and thus suitability for interviewing could not be ascertained);
- 7% phone slams;
- 3% initial or final refusal;
- 2% interviews not achieved (respondent "too busy" or not home); and

- 1% unable to interview (chronic illness, away for study duration, or language barrier).
- 0.3% ineligible either due to residence outside the study area, or due to employment by a television station, radio station, daily newspaper, or weekly newspaper in the area.

The final survey response rate was 60% and the refusal rate was 10%¹. OSRL compared Census 2000 data to the survey data on selected demographic parameters, and found no substantial discrepancies. For zip code, age, sex, presence of children in household, households below poverty level, and individuals below poverty level, the index of dissimilarity showed no material differences between the population and the sample, with indexes ranging from 0.1 for poverty levels to 7.8 for age.² Table 1 provides an example of how the indexes of dissimilarity were calculated for Census 2000 Zip Code Tabulation Areas to assess the sample's generalizability.

Section 4 of the bound final report provides a complete sample and response rate report, illustrating the final distribution of dial attempts and sample, as well as response and refusal rates, described above.

Table 1: Example Index of Dissimilarity Calculations

¹ Response rates are calculated in following manner. Completed interview / (Eligible sample + ((Eligible sample / (Eligible sample + Ineligible sample)) * Sample with unknown status)). Source: Robert M. Groves, *Survey Errors and Survey Costs*, 1989.

² The index of dissimilarity is a statistical tool for comparing distributions. It is interpreted as the percentage in the sample that would have to shift to take on the same distribution as the population. Indexes of 10 or larger cause concern.

Census 2000 Populations for Coos County ZCTAs and the Reedsport Area, Douglas County ZCTA*

Place	Census ZCTA*	Popu- lation of Adults Age ≥21	Popu- lation of House- holds	Popu- lation Adults Age ≥21%	Popu- lation of House- holds %	Survey Sample Size	Survey Sample %	Population % minus Sample %, Adults ≥21	Population % minus Sample %, Households
Bandon, Coos County (pt.)	97411	5,398	2,907	10%	10%	47	12%	2%	2%
Coos Bay	97420	20,922	11,249	40%	40%	153	40%	0%	0%
Coquille	97423	5587	2,944	11%	10%	45	12%	1%	1%
Lakeside	97449	1,326	723	3%	3%	19	5%	2%	2%
Myrtle Point	97458	3,944	2,085	7%	7%	24	6%	2%	2%
North Bend	97459	11,073	5,864	21%	21%	67	17%	1%	3%
Reedsport/Winchester Bay, Douglas County	97467	4578	2,585	9%	9%	28	7%	3%	2%
		52,828	28,357	100%	100%	383**	100%	6.6%	6.7%

* ZCTA = Census 2000 Zip Code Tabulation Area

** Note: 22 sample members had zip codes not included in Census ZCTAs.

Indexes of Dissimilarity

DATA COLLECTION

Interviewer training for this survey took place on March 2, 2002; see Section 3 for summary interviewer instructions. Greg Stevens, Southwestern Oregon Publishing Company's President, attended the training session. Only experienced interviewers took part in this study's data collection.

OSRL conducted interviewing from 9:00 a.m. until 9:00 p.m. seven days per week (except Sundays, which start at noon) in order to reach citizens with unusual schedules and to avoid nonresponse biases. The target sample size, n=400, was exceeded March 19th with n=405. Completed interviews averaged 15 minutes. All interviews were conducted in English.

In administering the survey instrument, OSRL's trained interviewers use the CATI system, which enables sampling, interviewing, and data entry interactively and seamlessly. Interviewers use telephone headsets in sound-reduced carrels at computer workstations connected by an NT network. CATI randomly distributes telephone numbers to each workstation. The telephone numbers appear automatically on interviewers' computers and CATI mates them to the pre-programmed survey instruments. Interviewers place telephone calls with a computer keystroke, effectively preventing dialing errors. OSRL automatically strips telephone numbers from the interview data to ensure respondents' anonymity.

The programmed survey instrument contains all survey questions, interviewer probes for consistency, and pre-coded answer categories. As respondents answer questions, interviewers enter the data into the CATI data file. Skip logic is programmed into the system, preventing inappropriate or incorrect questions from being asked. CATI eliminates out-of-range responses and wild codes by validating each response interactively and disallowing entry of inappropriate responses. Thus, the CATI system eliminates many routine and error-prone coding and data entry tasks and enables OSRL to maintain the highest quality control standards.

SURVEY RESULTS

This section presents an executive summary of the telephone survey's main findings about Coos County and western Douglas County households and residents. More detailed analysis may be conducted by examining the banner tables in Section 6 of the three-ring binder and the raw Excel data file. Before presenting the substantive findings, we provide a demographic, social, and economic context for the results of the randomly selected households and survey respondents, illustrated in Figures 1 and Figure 2.

PROFILES OF RANDOMLY SELECTED HOUSEHOLDS AND SURVEY RESPONDENTS

Household Size and Composition: The number of persons in households ranged from one to eight, with a modal household size of two persons and an average of 2.4 persons. Almost two-thirds of households (63%) contained one or two persons. Just 29% of households contained children.³

³ The federal estimate for Coos County's percent of households with persons under 18 was 28.9%; see <http://quickfacts.census.gov/qfd/states/41/41011.html>.

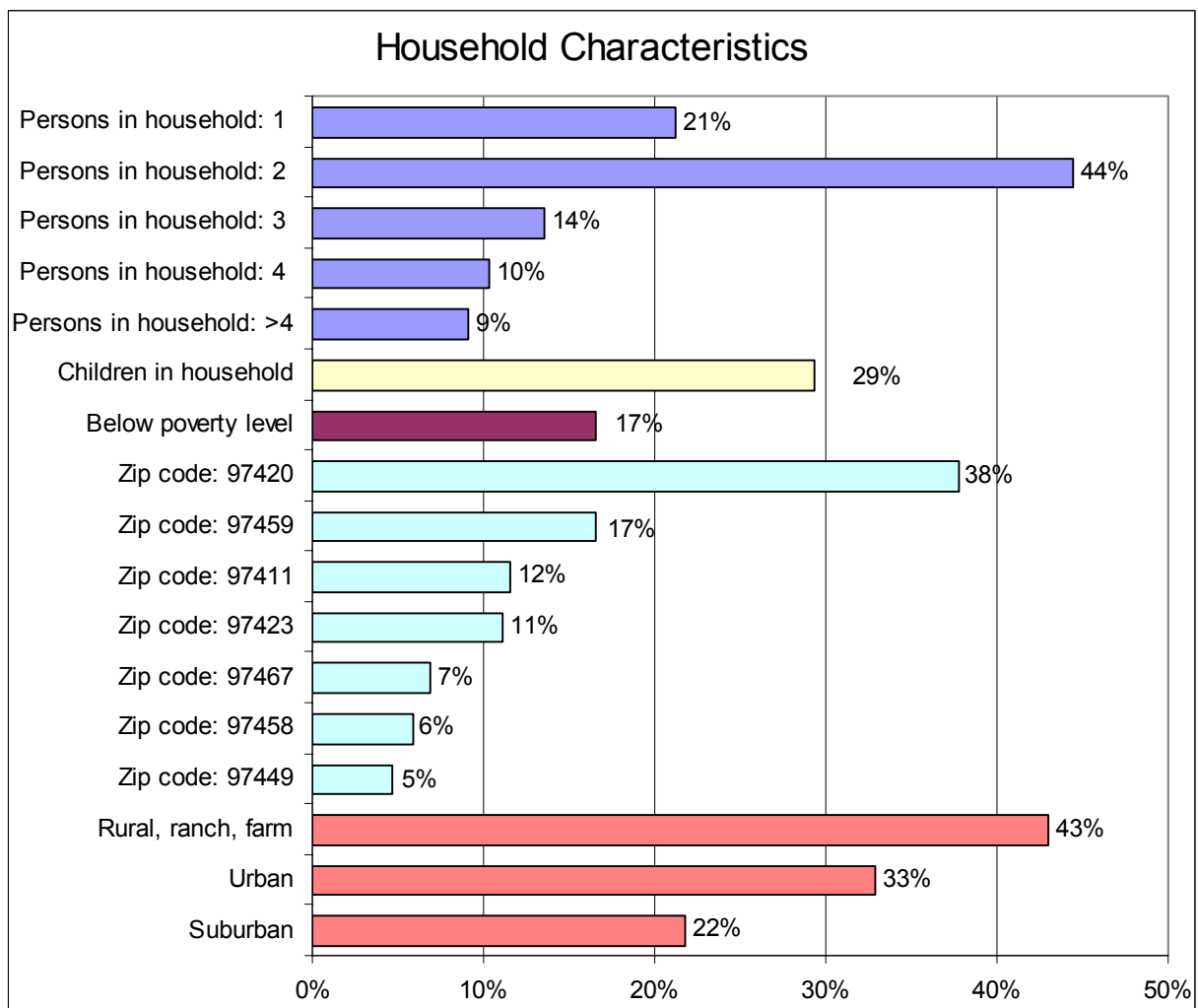
Economic Status Indicator: To reduce respondent burden, the survey asked a single indicator of household economic status, namely poverty level. Federal poverty thresholds are contingent upon household size; thus, for each household size, one to eight persons, interviewers asked respondents:

“Was your household income before taxes from all sources in 2001 above or below _____?”

PROBE: Please include money from jobs [wages, salary, tips, bonuses], interest, dividends, child support, alimony, welfare, social security, disability and retirement payments, net income from a business, farm or rent, or any other money income received by members of your family. Do not include lump-sum payments, such as money from an inheritance or sale of a home.”

The CATI system automatically filled in the blank with the appropriate poverty threshold for household size. For single person households in 2001, the poverty threshold was \$8,350. For two-person households, the poverty threshold was \$11,250; for three-person households -

Figure 1: Household Characteristics



\$14,150; for four-person households - \$17,050; for five-person households - \$19,950; for six-person households - \$22,850; for seven-person households - \$25,750; and for eight-person households the poverty threshold was \$28,650 in 2001.⁴

Fully 16.5% of respondents said their households' income level was below the poverty threshold, 75% said it was above, 3% did not know, and 4% refused to answer.⁵ Nineteen percent of women and 13% of men had household incomes below poverty level. By comparison, Oregon's 2001 poverty level was 11.2% - significantly lower than the state's 12.8% average poverty level in the three preceding years. The nation's poverty level in 2001 was 11.3%, and its three-year average for 1998-2000 was 11.9%.⁶

Location: The survey instrument contained two indicators of geographic location: respondents' postal zip code and self-defined place description as urban, suburban, or rural/farm/ranch. One-third of all respondents said they lived in an urban area, 22% in a suburban area, and fully 43% said they lived in a rural area or on a farm or ranch. Urban residents were disproportionately college educated and retired, while rural residents were disproportionately out of the labor force (i.e., homemakers, unemployed, disabled, and students).

Zip code 97420, for Coos Bay, Charleston and Eastside areas, contained a plurality of survey respondents at 38%, followed by 17% in zip code 97459 for North Bend, 12% in 97411 for Bandon, 11% in 97423 for Coquille, 7% in 97467 for Reedsport, 6% in 97458 for Myrtle Point and Remote, 5% in 97449 for Lakeside, and 3% distributed over four zip codes representing the disperse communities of Gardiner, Broadbent, Norway, and Powers. Two percent of the respondents did not know or refused to provide their zip code.

The four zip codes that accounted for 78% of the sample showed substantially different demographic profiles. Respondents in the broader **Coos Bay zip code** were disproportionately college educated, in the age group 60 and greater, retired, lacking children in the household, readers of *The World* in the preceding week, and above poverty level compared to the entire survey sample of Coos County and western Douglas County. In the **North Bend zip code**, respondents showed disproportionately more persons ages 18 to 39, employed, with children, more radio listeners, and fewer retirees. **Bandon zip code** respondents showed disproportionately higher percentages with "some college" but no degree, in the age groups 50 to 59 and 70 and greater, retired, lacking children, with high refusals to the poverty question, and who did not read *The World* in the preceding week. **Coquille zip code** respondents had disproportionately higher percentages stop their education with high school, more ages 30 to 59, with children, fewer employed, more below poverty level, more readers of *The World* in the preceding week, more radio listeners, and fewer television watchers.

Data for the smaller zip code areas are less reliable, but show interesting patterns. Respondents in the **Lakeside zip code**, for example, were disproportionately older, retirees, above poverty level, and readers of *The World*, but least likely to watch television or listen to the radio. **Myrtle Point and Remote zip code** respondents had disproportionately fewer college degrees, were more often ages 40 to 49 and 60 to 69, more often in child-free households, more likely to

⁴ Poverty levels, and how they are constructed, may be found at <http://www.census.gov/hhes/www/poverty.html>.

⁵ Coos County's federal poverty level in 2000 was 16.7%; see <http://quickfacts.census.gov/qfd/states/41/41011.html>.

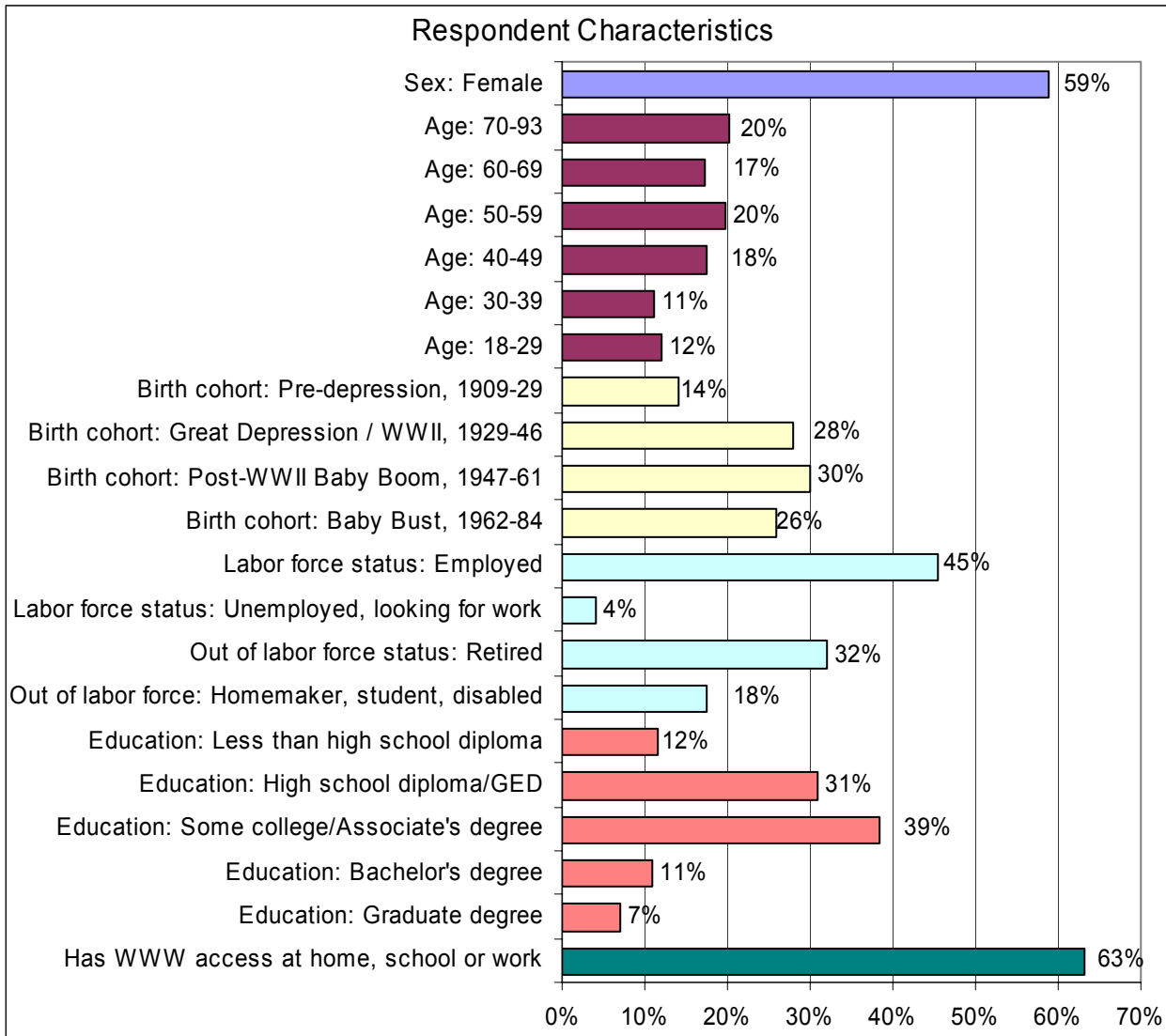
⁶ See <http://www.census.gov/prod/2001pubs/p60-214.pdf> and http://ferret.bls.census.gov/macro/032001/pov/new25_001.htm.

be out of the labor force or unemployed, but less likely to be retired, had higher poverty levels, had more radio listeners, had fewer television viewers, and had fewer readers of *The World* compared to the entire sample of Coos County and western Douglas County.

Respondents' Characteristics: The average survey respondent was age 53, and the age distribution ranged from a low of 18 to a high of 93. More specifically, 12% of the survey respondents were ages 18 to 29, 11% ages 30 to 39, 18% ages 40 to 49, 20 % ages 50 to 59, 17% ages 60 to 69, 20% ages 70 to 93. Comparison of the survey sample to the Coos County population showed that the average age of the adult population is 50, indicating that the sample was slightly older than the population. Further, the sample slightly under-represented those ages 25 to 44 and slightly over-represented those ages 60 to 64.

The sample's sex composition was 58.8% female and 41.2% male, while the population is

Figure 2: Respondent Characteristics



51.2% female and 48.8% male. Such sex disparities are common in household surveys, for women tend to be more survey compliant, more often at home, and more likely to answer household telephones. Importantly, neither the sex composition nor the age composition of the sample was outside the sample's 95% confidence intervals.

A different way of looking at the sample's age composition is by birth cohort, defined by birth year. Birth cohorts share common historical, economic, cultural and social histories. In this sample, 14% were born prior to the Great Depression (before 1929), 28% were born during the Great Depression and World War II era, 30% were born in the post World War II Baby Boom, and 26% may be considered part of the Baby Bust cohort.

For labor force status, 45% of respondents were employed, 4% unemployed and looking for work, and fully half were out of the labor force. The latter included 32% retired, 7.4% keeping house, 2.0% taking classes, 6.2% unable to work due to disability, 0.5% volunteering unpaid only, and 1.5% doing nothing, hanging out not looking for work.

In educational attainment, over four-fifths of Coos County area respondents attended college. Thirty-nine percent attended “some college” or completed an associate’s degree, 11% achieved a bachelor’s degree, and 7% finished master’s, doctorate, or professional degrees. Thirty-one percent stopped their education with a high school diploma or GED and just 12% did not complete high school. Respondents who were age 60 and older attained, on average, lower educational levels than younger respondents.

Fully 63% of Coos County area respondents said they were able to connect to the Internet or World Wide Web at their home, on the job, or at school. Another 2% volunteered that they were able to, but choose not to.

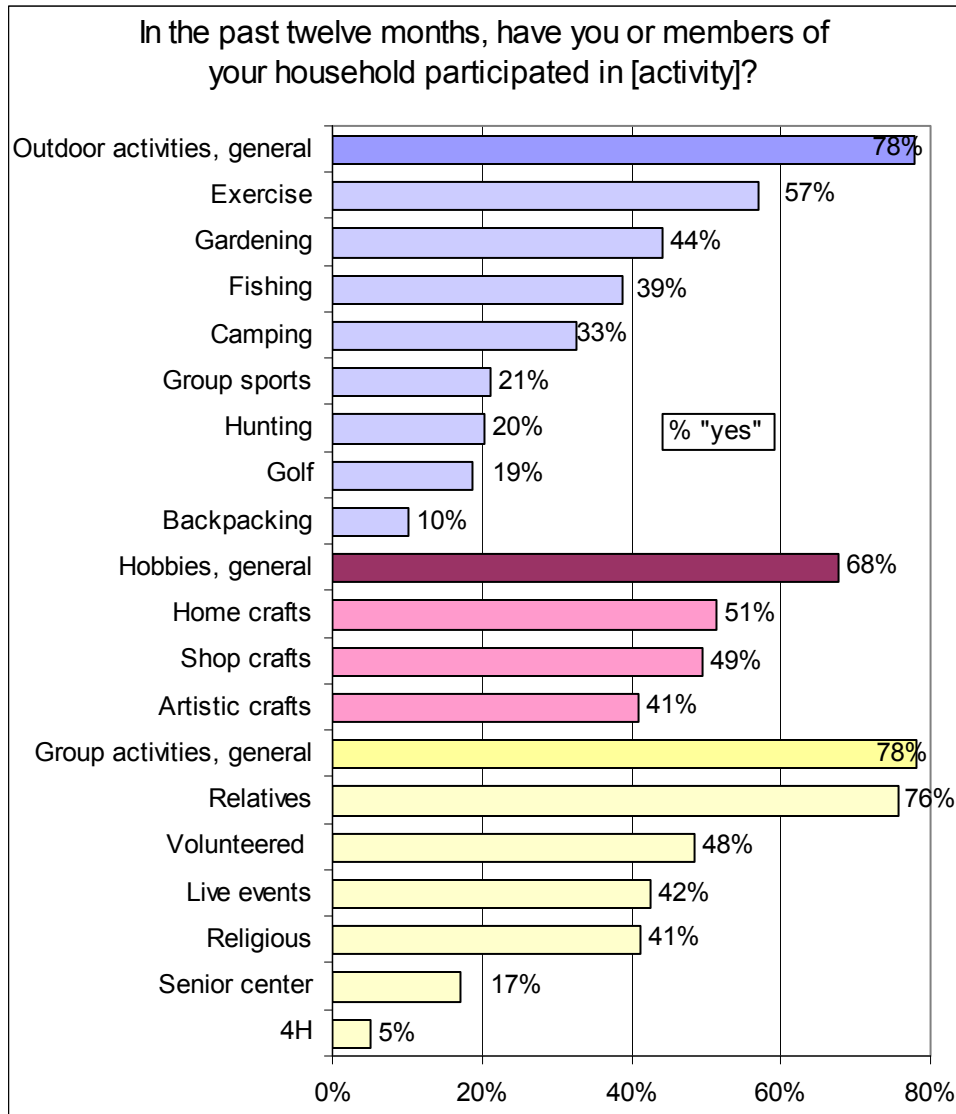
Respondent and Household Lifestyle Activities: The survey included a series of questions about both respondents’ and their household members’ involvement in outdoor activities, hobbies, and group events over the preceding 12 months. Figure 3 summarizes the results.

Over three-quarters of Coos County area households and survey respondents reported taking part in various outdoor activities, including exercise and fitness programs 57%, gardening 44%, fishing 39%, camping 33%, group sports 21%, hunting 20%, golf 19%, and backpacking 10%. To an open-ended “other” question, several respondents additionally volunteered bicycle riding as an outdoor activity in which they participated over the past year.

Participation in outdoors activities increases with educational attainment and the presence of children in the household, but decreases with age. Readers of *The World* more often reported participating in outdoor activities than non-readers did (79% vs. 74%). Television watchers less often participated in outdoor activities than non-watchers (77% vs. 87%). Radio listeners much more often participated in outdoor activities (83% vs. 65%).

Over three-quarters of survey respondents and their household engaged in some sort of group activity in the 12 months preceding their interview. These included getting together with friends and relatives 76%, volunteer work 48%, attending plays, concerts, and other live events 42%, attending devotional and religious services 41%, taking part in senior center activities 17%, and taking part in 4H activities 5%.

Figure 3: Lifestyle Activities



Over two-thirds engaged in hobbies in the past twelve months. Fifty-one percent mentioned home crafts, such as knitting, canning, gourmet cooking, quilting, and sewing; 49% mentioned shop crafts, such as carpentry, home improvements, or do-it-yourself projects; and 41% mentioned artistic works, such as playing a musical instrument, singing, writing, drawing or painting.

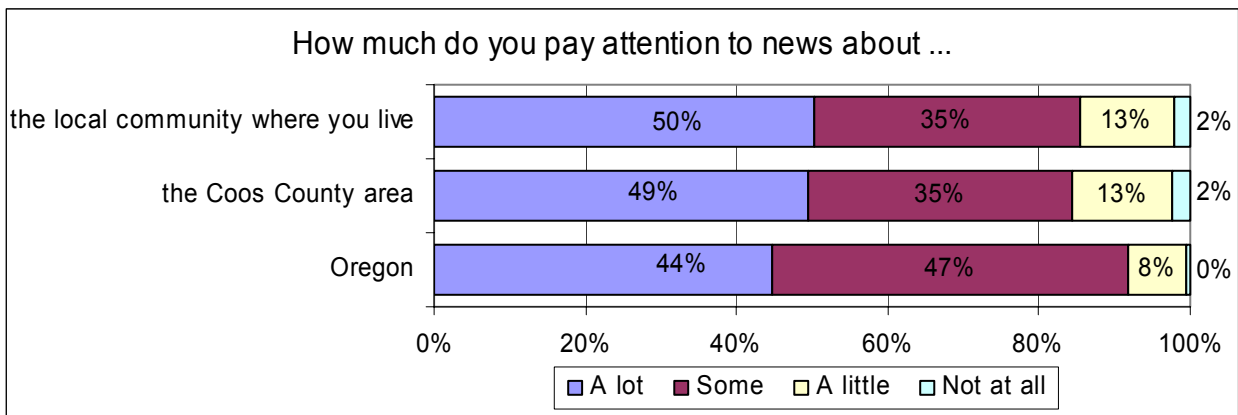
With this profile of Coos County area households and survey respondents in mind, we next turn to an analysis of respondents' exposure, attention to, and use of the news media.

NEWS MEDIA EXPOSURE AND USE

The survey began with general questions about the news media. The first question asked respondents how important it is to them "to stay on top of news, events, and other things going on in the Coos County area and [their] community." Over half, 51%, answered "very important," 39% said "somewhat important," 7% said "not very important," just 2% said "not at all important," and 1% volunteered "it depends."

The next questions concerned how closely respondents “follow the news these days.” Specific questions asked respondents “how much [they] pay attention to news about the local community where [they] live,” “how much [they] pay attention to news about the Coos County area, and “how much [they] pay attention to news about Oregon.” Figure 4 summarizes the results.

Figure 4: Attention to News



Half the survey respondents pay “a lot” of attention to news about their local community, 35% pay “some” attention to it, 13% pay “a little” attention, and 2% attend “not at all” to local community news. Respondents’ attention to news about the Coos County area were nearly identical: 49% “a lot,” 35% “some,” 13% “a little,” and 2% “not at all.” For news about the state, however, respondents’ attention differs: 44% attend “a lot” to news about Oregon, 37% attend “some,” 8% attend “a little,” and fewer than 1% attend “not at all” to state news.

At this point in the survey contingency questions directed respondents to question groups appropriate to the local news media they consume, covering television, daily newspapers, radio, and weekly newspapers; Figure 5 summarizes the results.

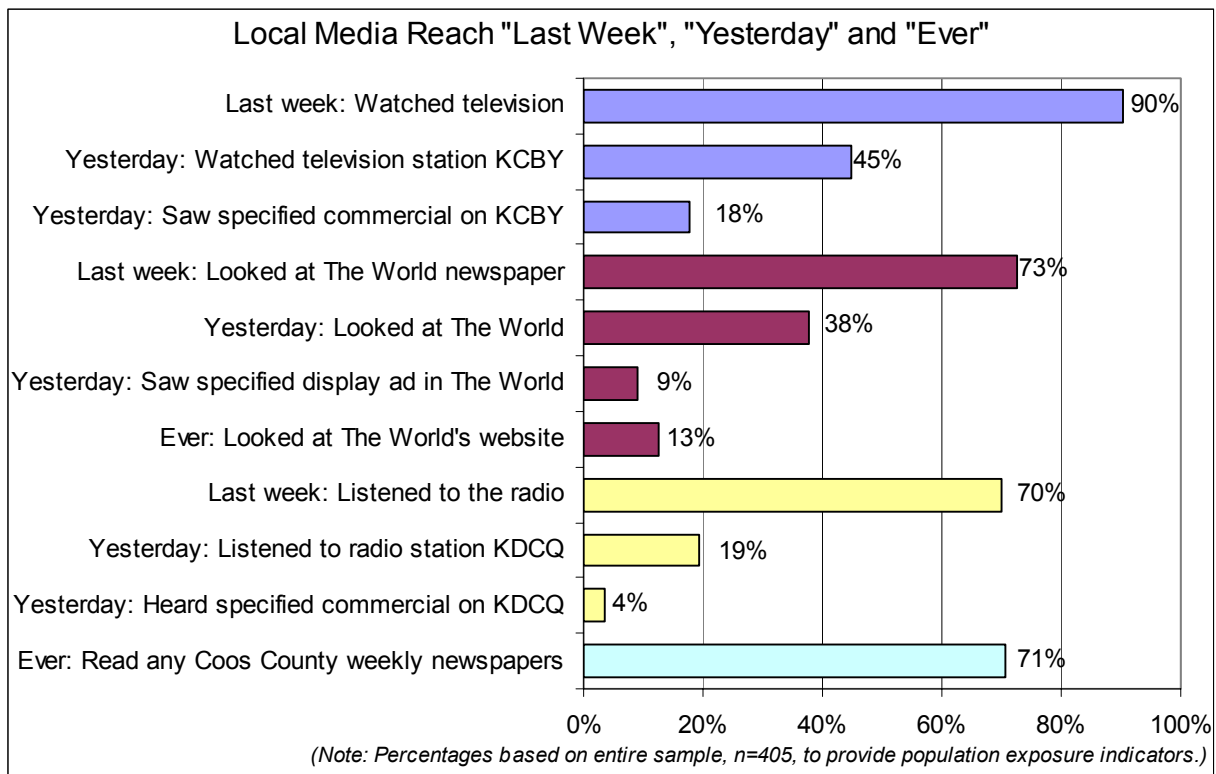
Fully 90% of all survey respondents “watched television at all in the last week, not including videos, DVDs and games for any length of time.” On the day preceding the survey interview,

45% of all respondents tuned to local television station KCBY. And 18% of all respondents remembered seeing the commercial for a specified business name on KCBY that day.

We can examine the same results in a different way, by changing the denominator from *all survey respondents* to *television watchers in a time* frame of interest. In that case, 49% of those who watched television in the week before the interview also tuned to KCBY on the day before the interview. Of those, 49% remembered seeing the specified business' commercial on KCBY.

Seventy-three percent of all survey respondents said they “looked at the local daily newspaper, *The World*, at all in the past week.” Thirty-eight percent of all survey respondents looked at *The World* on the day before the interview (or, on Mondays, *The World's* weekend edition). Nine percent of all survey respondents remembered seeing the display advertisement for a specified business name in *The World* that day.

Figure 5: Local News Media Reach, by Time Reference and Medium



Changing the percentages' denominator to those who looked at *The World* in the preceding week, the results show that 52% also read *The World* on the preceding day. Of those who read *The World* on the preceding day, 24% remembered seeing the specified business' display advertisement.

Figure 5 also shows that 13% of all survey respondents said they had “ever looked at *The World* newspaper's World Wide Web site on the Internet.” Just 3%, however, “regularly read

The World newspaper’s website.” Among those who looked at *The World* in the week before their interview, 17% ever visited *The World*’s website; of those, 24% regularly read it.⁷

Seventy percent of all survey respondents “listened to the radio at all ... for any length of time” in the week preceding their interview. Nineteen percent of all respondents listened to radio station KDCQ on the day before the interview. And 4% of all respondents remembered hearing the radio commercial for a specified business name on KDCQ that day.

Of the 70% who listened to the radio in the preceding week, 28% listened to station KDCQ on the day preceding their interview. Of those who listened to KDCQ on the preceding day, 19% remembered hearing the specified business’ commercial.

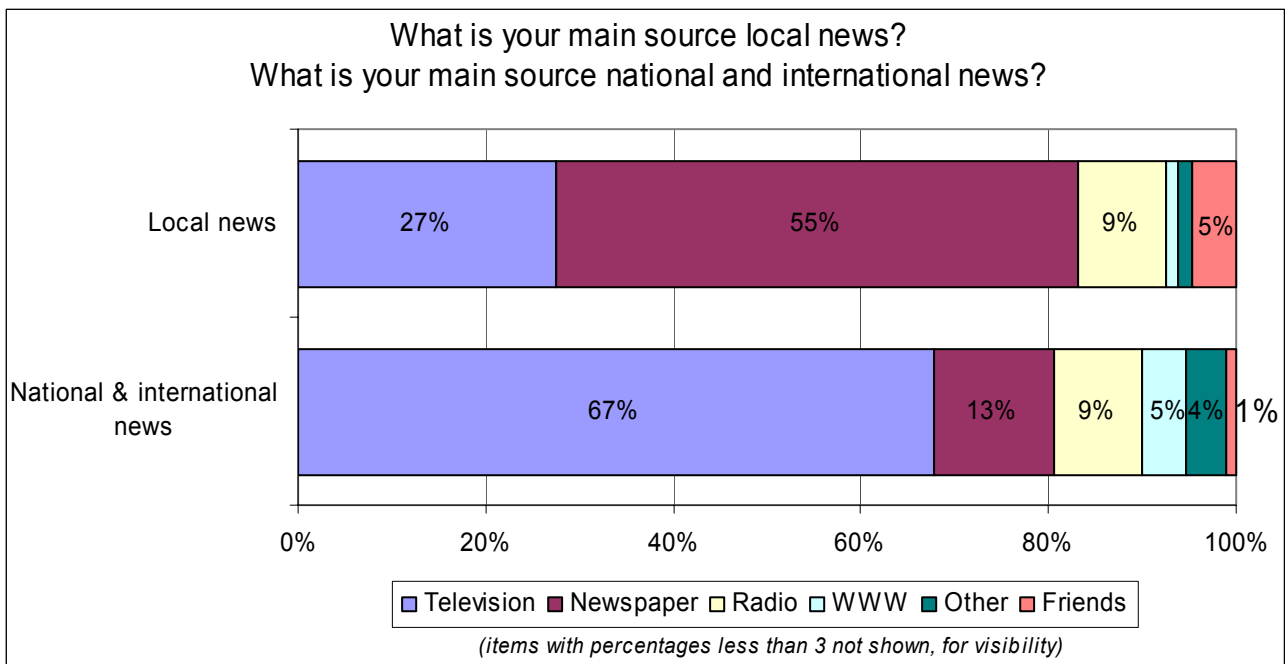
In summary, these results for the Coos County and western Douglas County area indicate that local television station KCBY’s reach exceeds that of the local daily newspaper, *The World*, but *The World*’s reach exceeds that of the local radio station KDCQ. Later sections discuss the depth of respondents’ exposure to these media as well.

Respondents’ main source of local community news differs greatly from their main source of national and international news; see Figure 6. Over half, 55%, rely on the local daily newspaper, *The World*, for their local news; just 27% rely on television and 9% on radio for local news.

Respondents with some college education or a college degree were much more likely to rely on *The World* for local news than high school educated respondents. Specifically, 64% of those with college degrees gave *The World* as their main source of local news, 61% of those with “some college”, and just 46% of those with a high school education. For comparison, just 18% of those with college degrees gave television as their main source of local news, compared to 22% of those with “some college”, and 36% of those with a high school education.

Figure 6: Main Sources of Local News and National/International News

⁷ N.B.: This figure represents 12 persons.



Retired persons read *The World* for local news more than employed respondents or those unemployed or out of the labor force (62% for retirees, 54% for employed persons, and 48% for others). Besides retirees, the results show age disparities in the local newspaper as the main source of local news, i.e., 55% of those ages 18 to 29, 58% of those ages 30 to 39, and 48% of those ages 40 to 59. Presence of children in the household makes no difference. But income status does: 57% of those above poverty level gave *The World* as their main source of local news compared to 49% of those below.

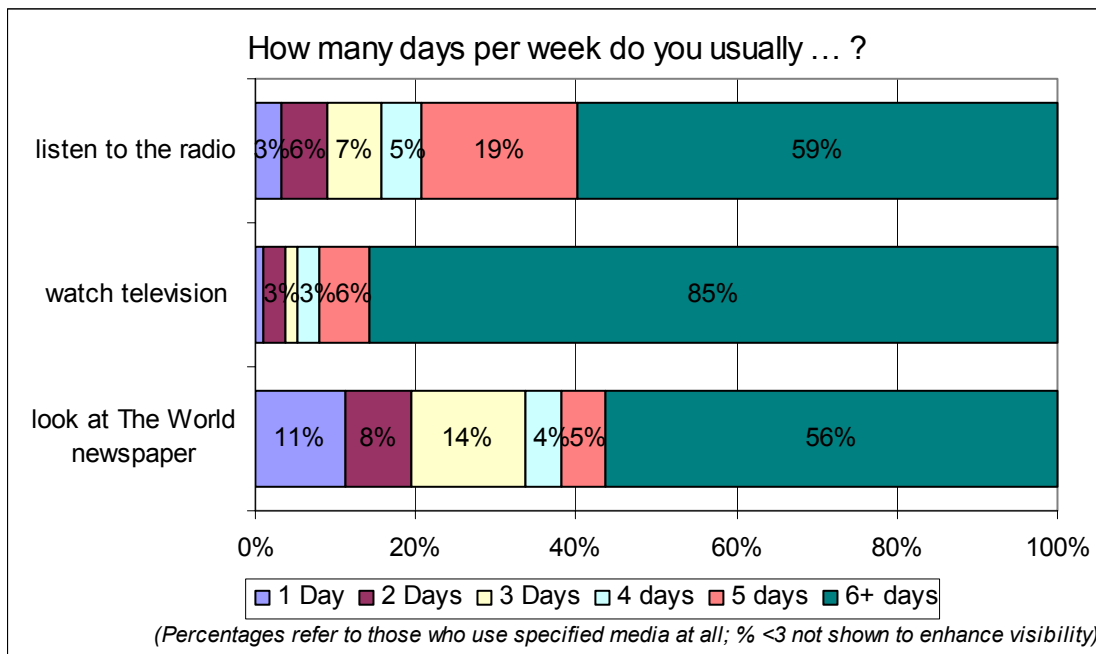
Of those who rely on *The World* for local news, 82% reported looking at it in the preceding week; just 55% of them watched television and 56% listened to the radio in the preceding week. In contrast, 98% of those who said television was their main source of local news watched it in the preceding week, and 87% of those who said radio was their main source of local news listened to it in the preceding week.

For national and international news, however, 67% rely on television, 13% on *The World*, 9% on radio, and 5% on the World Wide Web. From this point on, the survey focused respondents' news sources in greater detail, beginning with daily and weekly newspaper readership.

Daily Newspapers: Seventy-three percent of all survey respondents answered affirmatively to the question “Have you looked at the local daily newspaper, *The World*, at all in the past week?” These included 70% of those with a high school education and 74% of those with some college or a college degree. In addition, 78% of retirees, 71% of employed persons, and 68% of those out of the labor force or unemployed looked at *The World* in the preceding week.

Readership of *The World* in the preceding week increased steadily with age: 57% of those ages 18 to 29, 67% of those ages 30 to 39, 75% of those ages 40 to 49, 76% of those ages 50 to 59, 77% of those ages 60 to 69, and 78% of those age 70 and greater. By income status, 77% of those above poverty level read *The World* in the preceding week, compared to 64% of those below poverty level. Across other media, 74% of those who looked at *The World* in the preceding week also watched television in the preceding week, and 69% also listened to the radio in the preceding week.

Figure 7: Frequency of News Media Exposure



To assess the depth of news media exposure, the survey instrument asked respondents the number of days per week they usually listen to the radio, watch television, and look at the local newspaper, *The World*. Figure 7 summarizes the results.

Fifty-six percent of respondents read *The World* every day. Those most likely to read *The World* every day had college degrees (72%), were retired (75%), ages 70 and older (83%), did not have children (68%), listened to the radio (62%), and were above poverty level. Those least likely to read *The World* every day were those ages 30 to 39 (30%), below the poverty line (33%), and with children in the household (37%).

In response to the question “What part of the paper do you usually look at first when you look at *The World*?” most readers answered “the front page” (74%); see Figure 8.

Few variations in these results stand out. However, employed persons and those ages 18 to 39 were disproportionately most likely to read the classified ads first. Television watchers most often read the comics first. Respondents below poverty level most often read the obituaries first. Those who often read high school sports first had children in the household, were ages 30 to 49 years old, and were employed.

The next question group asked readers of *The World* which newspaper sections they “regularly read”. The interview script instructed interviewers to emphasize the word “regularly.” Figure 9 portrays the results.

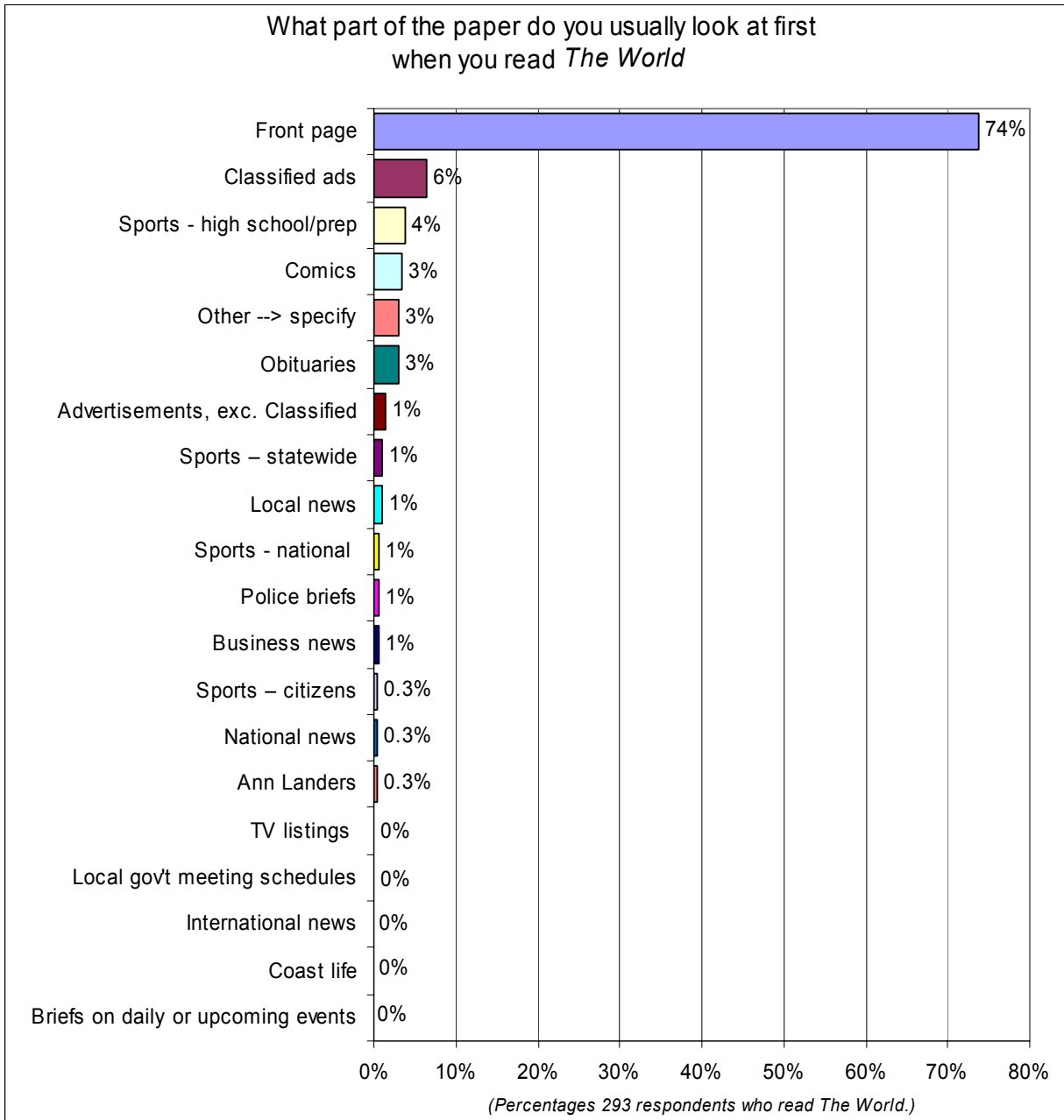
Fully 90% of respondents who read *The World* said that they regularly read the local news; 66% regularly read obituaries; 59% regularly read the classified advertisements; 56% regularly read display advertisements; 49% regularly read the briefs about upcoming events or meetings; 46% regularly read *View Magazine* that comes with the weekend edition of *The World*; 45% regularly read the comics; 43% regularly read sports; 30% kept *View Magazine* around after the weekend to refer to it later; and 16% regularly read the television listings. In answer to the question “Is there any other part of *The World* that you regularly read?” 41% answered affirmatively. To the follow-up question “What part is that?” they provided open-ended answers, which may be found in the bound report’s section entitled “Narrative Answers to Open-ended Questions.”

Regular readers of *The World*’s local news showed no substantial group differences. However, regular readers of the obituaries in *The World* increased steadily with age, from 50% of those ages 18 to 29 up to 78% of those age 70 and greater. Also, women more often read obituaries than men did, at 74% compared to 53%.

Regular readers of *The World*’s briefs about upcoming events and meetings (49%) showed a few group differences. Survey respondents ages 18 to 29 least often regularly read the briefs (36%), followed by those who attained a high school education (38%), those in households below poverty level (42%), and those with children in the home (44%). College educated respondents most often reported regularly reading the briefs (61%). Women read the briefs more often than men did (58% vs. 38%).⁸

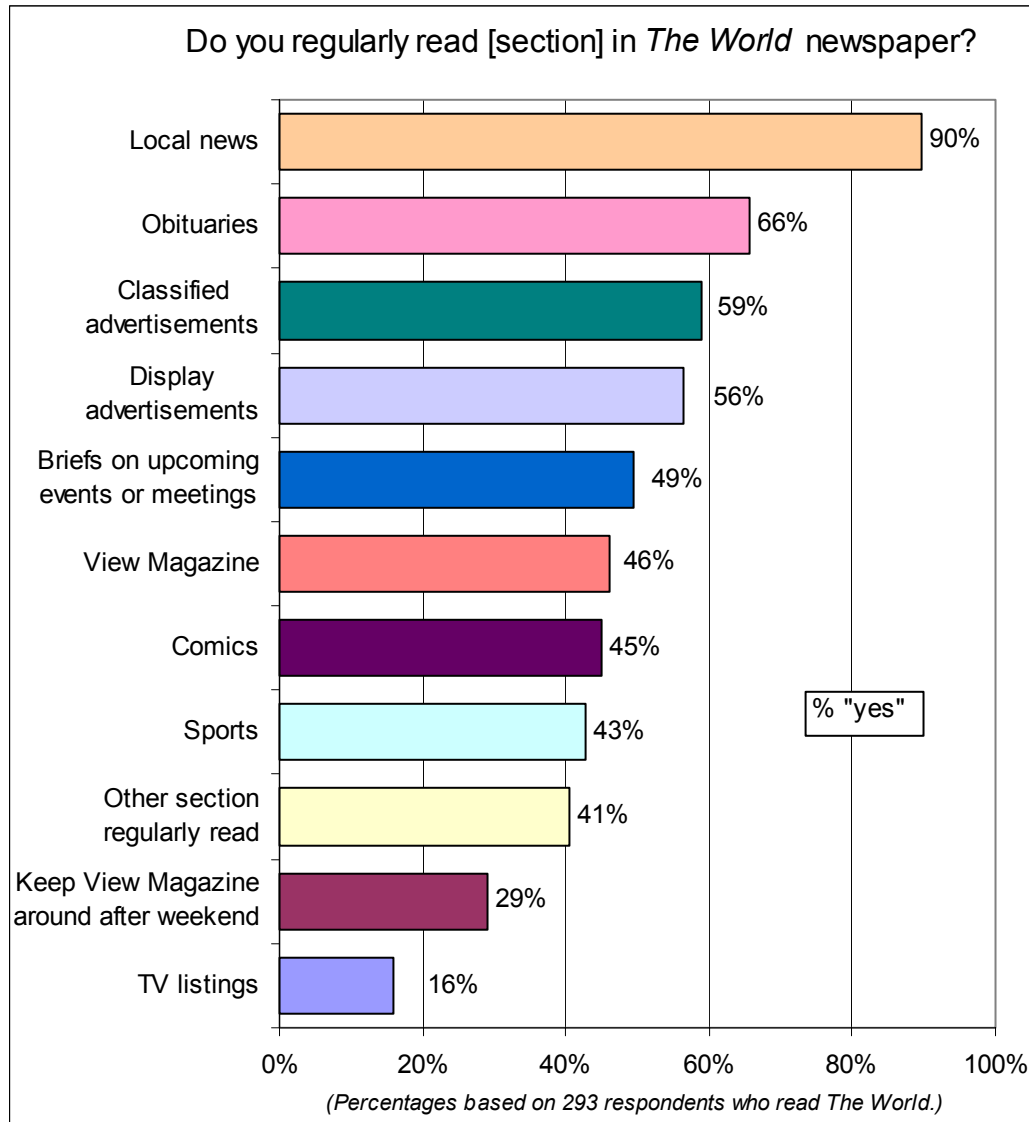
Figure 8: Sections of *The World* Readers Look at First

⁸ In addition, 59% to 75% of respondents who refused to answer demographic questions regularly read briefs about upcoming events and meetings, but just two to ten respondents refused to answer those questions.



Regular reading of the display ads and classified ads showed important group differences. Regular display ad reading, 56% overall, varied inversely with education, from 63% of those with a high school education down to 46% of those with a college degree. Employed persons much less often reported regularly reading display ads than persons out of the labor force or unemployed (49% vs. 70%). Television watchers in the preceding week more often read display ads than non-television watchers (57% vs. 50%). But radio listeners in the preceding week less often read display ads than non-listeners (54% vs. 61%). Finally, respondents in households below poverty level more often read display ads than those above poverty level did (71% vs. 54%).

Figure 9: Sections of *The World* Readers Look at Regularly



Regular reading of the classified ads, 59% overall, varied positively with education, i.e., 55% of high school educated respondents compared to 61% of college degreed respondents. But it varied inversely with age, from 82% of those ages 18 to 29 down to 28% of those age 70 and more. Unlike the display ads findings, television watchers in the preceding week less often read the classified ads than non-watchers (57% vs. 79%). Also unlike the display ads findings, radio listeners in the preceding week more often read the classified ads than non-listeners (64% vs. 49%). As with display ads, respondents in households below poverty level more often read the classified ads than those above poverty level (71% vs. 58%). Likewise, those with children in the household more often read the classified ads than those without children (70% vs. 57%).

While 45% of *The World* readers regularly read the comics section, the survey results show substantial cross-group variation. The propensity to regularly read the comics varied directly with educational attainment, from 39% among the high school educated to 50% of those with

college degrees. Regularly reading the comics also tended to vary directly with age, from 39% of those ages 18 to 29, up to 50% of those ages 70 and greater. Only 44% of television watchers regularly read the comics, compared to 54% of those who did not watch television in the preceding week. But 49% of those who listened to the radio in the preceding week reported regularly reading the comics, compared to just 38% of non-listeners. Surprisingly, just 38% of those with children in the home regularly read the comics, compared to 45% of those without children in the home.

Forty-three percent of *The World* readers regularly read the sports section, including 59% of men and just 31% of women. Among age groups, 56% of those ages 70 and older regularly read the sports section, compared to just 29% of those ages 50 to 59. The groups least likely to regularly read sports in *The World* were non-television watchers (29%) and persons in households below poverty level (33%).

Regular reading of *View Magazine*, that comes with the weekend edition of *The World*, increased steadily with age, from 18% of those ages 18 to 29 to 66% of those age 70 and greater. Women read *View Magazine* regularly more than men (53% vs. 38%), as did retirees (58%), persons in households below poverty level (52%) and those who did not listen to the radio in the preceding week (56%). Respondents with children in the household much less often regularly read *View Magazine* than those in child-free households (49% vs. 36%). Keeping *View Magazine* “around after the weekend, in order to refer to it later” was most predominant with respondents ages 30 to 39 (86%) and those below poverty level (86%),

While just 16% of respondents said that they regularly read television listings, those who most often did so were retired (25%), ages 60 and older (over 20%), and not radio listeners (22%). Those who least often reported regularly reading the television listings were employed (9%), ages 18 to 39 (7%), with children in the home (11%), and of course did not watch television in the preceding week (zero).

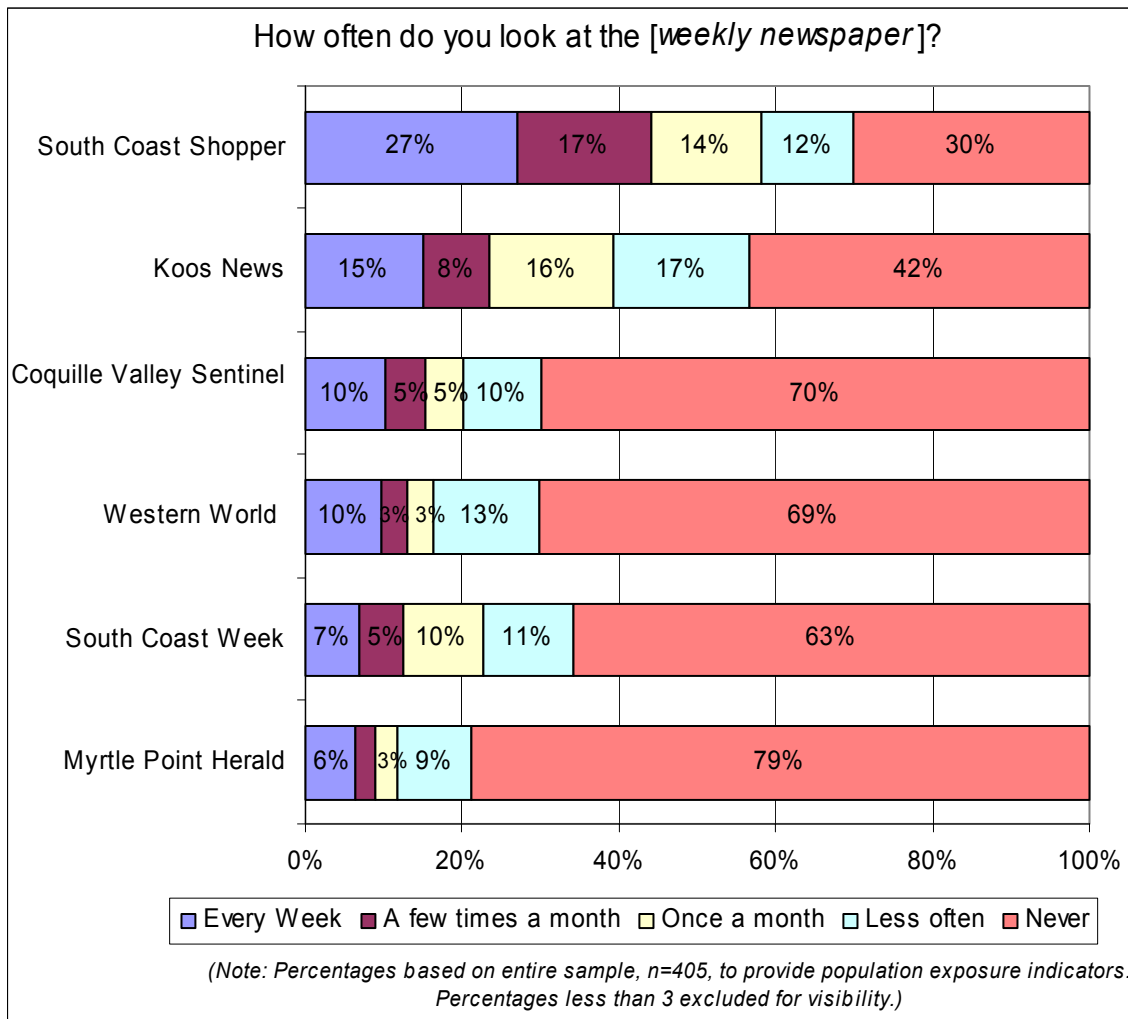
Weekly Newspapers: Referring back to Figure 5, 71% of all survey respondents replied affirmatively to the question “Have you ever looked at any of the weekly newspapers in the Coos County area, such as the *Koos News*, *Western World*, *South Coast Shopper*, *Coquille Valley Sentinel*, *South Coast Week*, or *Myrtle Point Herald*?”⁹ Answers to this question varied significantly by geographic location (as defined by zip code), including 91% of respondents in Myrtle Point and Remote, 90% in Coquille, 89% in Bandon, 80% in Powers, 76% in North Bend, 73% in the Coos Bay area, 71% in Lakeside, and 60% in Reedsport-Gardiner area.

As Figure 10 indicates, respondents across all Coos County and western Douglas County looked at the *South Coast Shopper* most frequently, with 27% indicating that they read it “every week,” 17% “a few times each month,” 14% “once a month,” 12% “less often than that,” and 30% “never.” The next most frequently read weekly newspaper was the *Koos News*, with 15% of all respondents saying they read it “every week” and 8% “a few times each month.” Between 63% and 79% of all respondents “never” looked at all other weeklies.

⁹ Note, due to a CATI programming error that was quickly corrected on the first day of data collection, 30 respondents were skipped past this question and directly into the questions about the frequency with which they look at each weekly newspaper in the area. This error might affect the answers to this yes/no question, but it does not affect the sample-based results presented in Figure 10.

But the weekly newspapers read by survey respondents varied significantly by geographic location. In Coquille, 85% of respondents read the *Coquille Valley Sentinel* once per month or more, as did four of the five respondents in Powers who read weeklies at all. In Bandon, 79% read the *Western World* once per month or more. In Myrtle Point and Remote, 59% read the *Myrtle Point Herald* once per month or more, as did most or all of those few respondents in Powers and Broadbent. In Coquille, North Bend, Lakeside, Myrtle Point and Remote, 50% to 59% read the *Koos News* once per month or more. *South Coast Week* was read once per month or more by 35% of Coos Bay area respondents and by 24% to 29% of respondents in Bandon, Coquille, Lakeside, and North Bend.

Figure 10: Frequency of Reading Weekly Newspapers



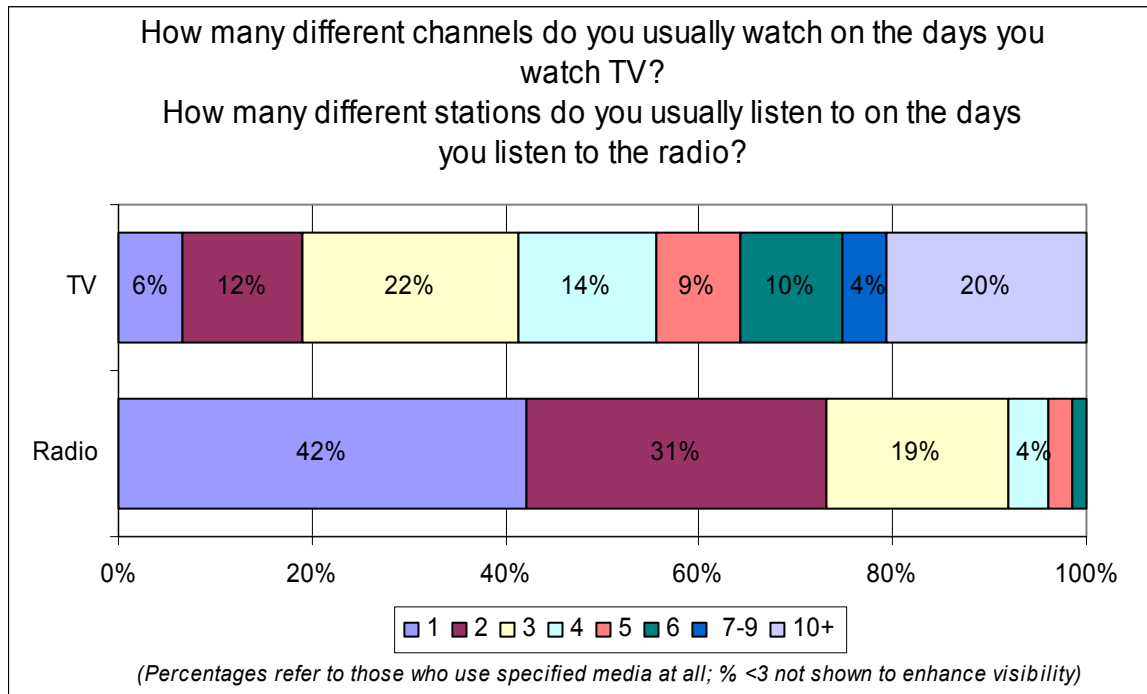
The *South Coast Shopper* was the most frequently read weekly across all locations, with 55% to 88% of respondents indicating that they read it once per month or more. The *South Coast Shopper* was read every week by 57% of respondents in Lakeside, 46% in Coquille, 46% in North Bend, 35% in Coquille, 25% in Reedsport, and 21% in Bandon.

Television: As noted before, 90% of the survey respondents watched television in the preceding week, and 49% watched local station KCBY the day before the interview (see Figure 5). The respondents who most frequently reported watching television in the preceding week and watching KCBY on the preceding day were retired, in the highest age groups, and did not listen to the radio in the preceding week. Respondents ages 18 to 29 least often watched television, both in the preceding week and on the preceding day.

Overall, 85% of respondents watched television six or more days per week (see Figure 7). Retirees more frequently watched television seven days per week than any other group, at 90%. Respondents ages 30 to 39 were least likely to watch television seven days per week, at 66%.

On the days that they watched television, a plurality of respondents, 22%, watched three different channels; see Figure 11. However, 20% watched ten or more channels each day, 12% watched two channels, and 10% watched six channels. Those who watched ten or more channels were most often high school educated, unemployed or out of the labor force, age 18 to 29, and living below the poverty level. Those who watched three channels were most often college degreed and ages 30 to 49.

Figure 11: Number of Television Channels and Radio Stations Per Day



Radio: As noted before, 70% of the survey respondents listened to the radio in the preceding week, and 19% listened to local station KDCQ the day before the interview (see Figure 5). Those who most often listened to the radio in the preceding week were non-television watchers (85%), employed (85%), ages 18 to 29 (90%) and to a lesser extent ages 30 to 49 (83%), with children in the home (85%). Those who most often listened to KDCQ on the day before the

interview also were non-television watchers (33%) and employed (32%), but they tended to be ages 40 to 59 (35%) and *not* have children in the home (32%). Those least likely to listen to the radio in the preceding week were elderly retirees (43%-45%). Those least likely to listen to KDCQ on the day before the interview fit the same profile, but also tended to have college degrees.

Overall, 59% of respondents listened to the radio six or more days per week. Those most likely to listen to the radio seven days per week were ages 18 to 29 (68%), non-television watchers (64%), and persons in households below the poverty line (61%).

Forty-two percent of radio listeners are loyal to one station all day. These survey respondents are most often retired, in older age groups, and high school educated. Another 31% listen to two stations per day, and 19% listen to three stations per day.

NEWS MEDIA TRUST & FAIRNESS

Near the end of the comparative media section of the survey respondents were asked “how they feel about how the media present the news.” Radio listeners, television watchers, and readers of *The World* were asked a pair of questions for each medium concerning the frequency with which they “trust the accuracy of the news” and “think that the news ... is fair.” Answer categories were “always,” “often,” “sometimes,” and “rarely,” but a handful of respondents volunteered “it varies” and “never” for each news medium. Figure 12 summarizes the results.

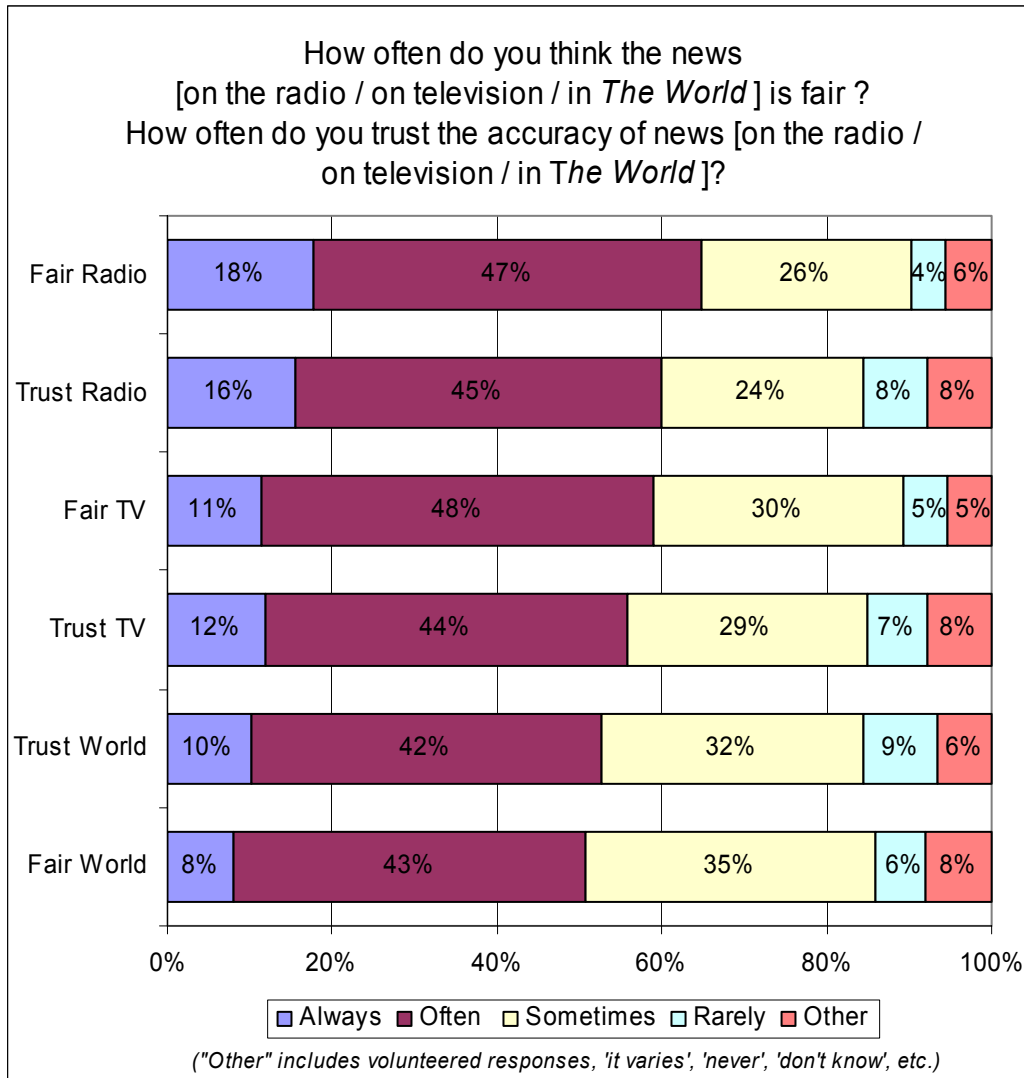
Respondents rated their “usual radio station” highest in trust and fairness, with over three-fifths answering “always” or “often”, roughly one-sixth answering “sometimes”, and just 4% to 6% volunteering “rarely” or “never”. Respondents rated their “usual television station” next highest, with 56% to 59% answering “always” or “often”, just under one-third answering “sometimes”, and just 4% to 8% volunteering “rarely” or “never”. Results for the local newspaper, *The World*, were very similar, with just over half answering “always” or “often”, roughly one-third answering “sometimes”, and just 5% to 9% volunteering “rarely” or “never”. All media tended to have more respondents skeptical about trust in news accuracy than skeptical about fairness.

Few patterns are readily apparent across media. For example, those who disproportionately trust radio’s news accuracy are ages 30-49, those who live alone, and those below poverty level. Those who disproportionately trust television’s news accuracy are ages 18-39. Those who disproportionately trust *The World*’s news accuracy are ages 18-29, those with children in the home, and those below poverty level.

Survey respondents most likely to say that a medium is fair show no apparent similarities to those who trust news accuracy. Those who think television is “rarely” fair as disproportionately older, retired, and not readers of *The World* in the preceding week. But those who “often”

and those who live alone. Persons below poverty level disproportionately say *The World* is “always” fair.

Figure 12: Belief in News Fairness and Trust, by Medium



NEWS AND INFORMATION SOURCES RELIED ON MOST

The comparative media part of the survey concluded by asking what source of news and information respondents rely upon most and what source of information they rely on most to make shopping decisions. Figure 13 displays the results.

For news and information, Coos County area residents most rely on television, at 57% (20% KCBY and 37% another station). Fourteen percent rely on *The World* and 5% on another daily newspaper. And 12% rely on a radio station (just 1% KDCQ). Those most likely to rely on *The World* are women (17% compared to 9% of men), those below poverty level (21% compared to 13% of those above poverty level), and of course those who read *The World* in the preceding week (19% compared to 1% of those who did not). Interestingly, 55% of those who read *The World* in the preceding week relied on television as their main source of news.

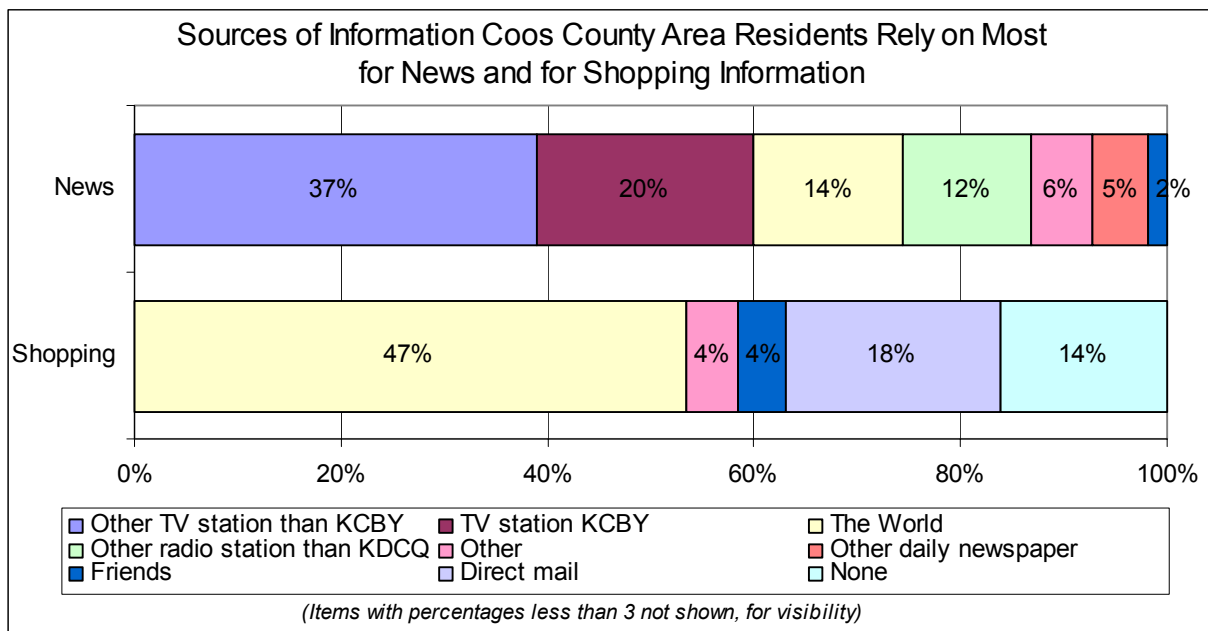
In great contrast, for shopping information, Coos County area residents most relied on *The World*, at 47% of all respondents. The next closest was 18% who said they rely on direct mail,

and 14% who said they had no main source of shopping information. Women were much more likely to rely on *The World* for shopping information than men, at 53% compared to 47%, just as they were much more likely to rely on direct mail, at 22% compared to 13%. Others who relied heavily on *The World* for shopping information were retirees, persons ages 50-69, and those who did not listen to the radio in the preceding week. Others who relied heavily on direct mail lived alone and persons who did not read *The World* in the preceding week.

Buried in the middle of the survey were three brief questions that asked respondents about shopping-related information sources. The first question, “Do you regularly open and read the flyers, letters and postcards that grocery stores and other businesses send to your mailbox at home?” was answered affirmatively by 65% of respondents. Women more often opened such flyers (73%, vs. 53% men), as well as elderly retirees (72%), persons with children in the home (70%), and persons in households below the poverty level (76%).

A follow-up open-ended question asked “How would you prefer to receive advertising and promotional information from local businesses, if at all?” Respondents’ answers may be found in the bound report’s section entitled “Narrative Answers to Open-ended Questions.” Notable patterns appear to be those who prefer not to receive such information at all, those who prefer to receive it in *The World*, and those who prefer to receive it in the mail; however, no formal tallies have been made.

Figure 13: News and Shopping Information Sources Relied on Most



ENDNOTE

A great deal more information could be drawn from these data, but the available budget constrained the possible analyses. For example, if indexes of lifestyle activities were created and cross-tabulated with media use, the results would enable media and advertisers to better

understand particular audience types. This survey innovated in ascertaining media consumers' awareness of specific advertisements that changed daily. But further analysis could provide information about day of the week when advertising "reach" in different media is most and least effective.