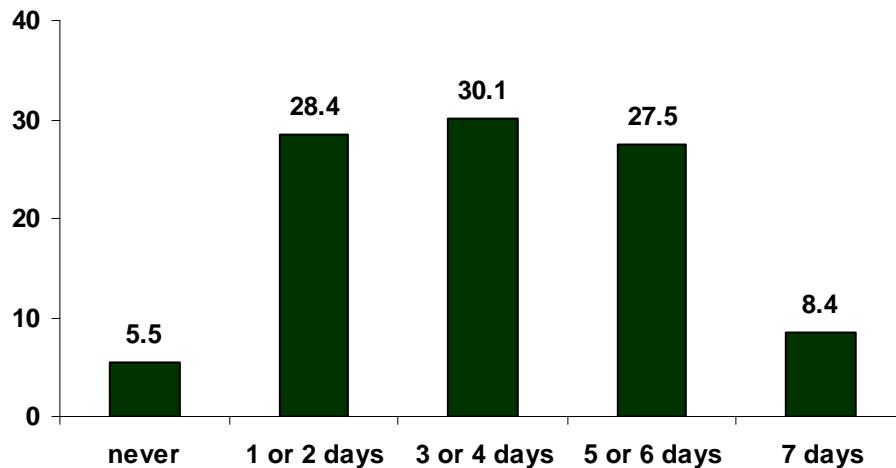


## Penn State Student Newspaper Readership 2007 – University Park

In the spring of 2007, Student Affairs conducted the Student Satisfaction Survey in which 3,304 University Park undergraduate students participated. In addition to the primary content of the survey, students at University Park were also asked a series of questions about their newspaper readership patterns and the Student Newspaper Readership Program.

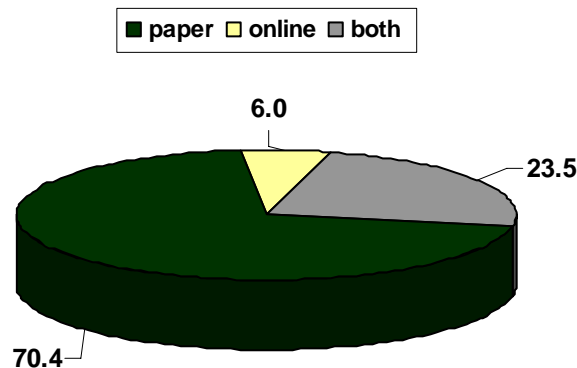
- When asked about their newspaper readership in a typical week, 94.4% responded that they read a newspaper at least one day a week (see Chart 1.)

**Chart 1. Number of Days Students Read the Newspaper (in print or online) in a Typical Week**



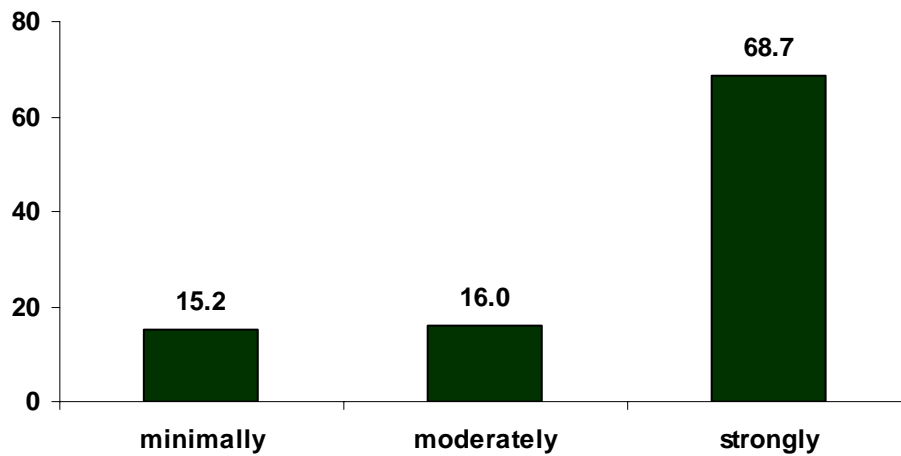
- Despite the increasing use of online news resources, 70.4% indicated they prefer the paper version of the newspaper, and 23.5% prefer both paper and online versions (see Chart 2).

**Chart 2. Newspaper Preference**



- Most students reported that the availability of free newspapers increases their readership; 68.7% reported that free papers strongly increased their readership and 16.0% reported a moderate effect (see Chart 3).

**Chart 3. The Degree to which the Availability of Free Newspapers Increased Students' Readership**



- Approximately 91% indicated that they are likely to read the paper because of their interest in certain coverage (sporting events, political/election news, etc.) (see Table 1).

**Table 1. Reasons Students Read the Paper**

To what extent are you likely to read the paper:	percent likely
For certain coverage that you are interested in	90.8
To be well informed about news items	82.1
As a relaxing way to spend time between classes	80.8
To get more from your college education	52.7

Lack of time (113), disinterest in the news (41), and utilization of other news sources (39) were cited as the most common reasons students do not read a newspaper. Comments included the following:

- I don't enjoy reading for pleasure, and I don't have that much extra time.
- I don't have time or I forget, but I wish I did – every day.
- I don't have time. When I do have any kind of time to read, I prefer to read books.
- I have no time to read a newspaper. It's not that I do not want to, but I feel I could be using that time for something that is of immediate benefit to me.
- Reading the newspaper doesn't interest me.
- With the advent of the Internet, I do not see a reason to read the newspaper when every morning I can get the news by simply opening a Web browser.
- Online news saves paper and is just as accurate, if not more current.

For students who read the paper, most noted that it was to be informed (714), for enjoyment or to be entertained (570), or for specific sections or topics (290). Others mentioned developing skills (115), to pass the time or because they are bored (112) and for class or academic assignments (99).