

Newspaper Readership - Off Campus

September 1998

[Purpose](#) ■ [Highlights](#) ■ [Findings](#)



Purpose

The purposes for this survey were to determine factors that affect newspaper readership on the part of students currently living off campus and to monitor impact of the newspaper readership project for those who lived in the residence halls last year.

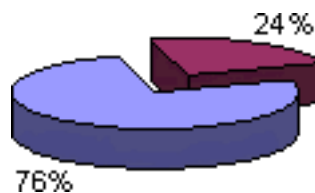
Highlights

More off-campus students reported that the 'proximity of pick-up' influenced their decision to read newspapers than cost, choice of papers, or location of on campus lock boxes.

Almost all students (93%) access news through television with printed newspapers (89%) the second most often chosen media.

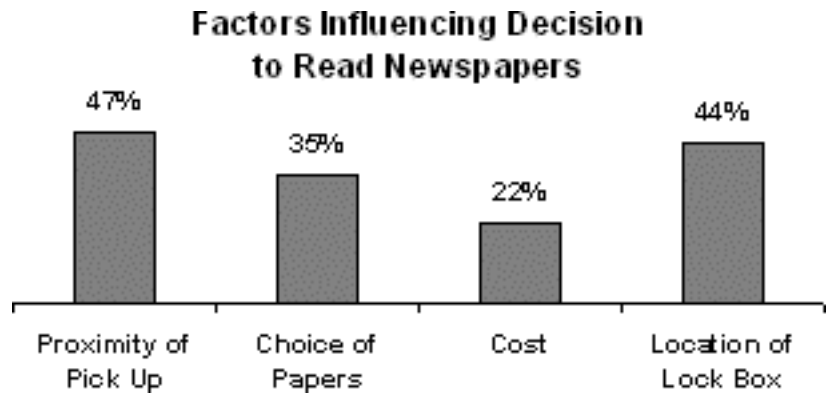
Participation Rate

- N = 808 (76%) agreed to participate
- N = 250 (24%) did not agree to participate



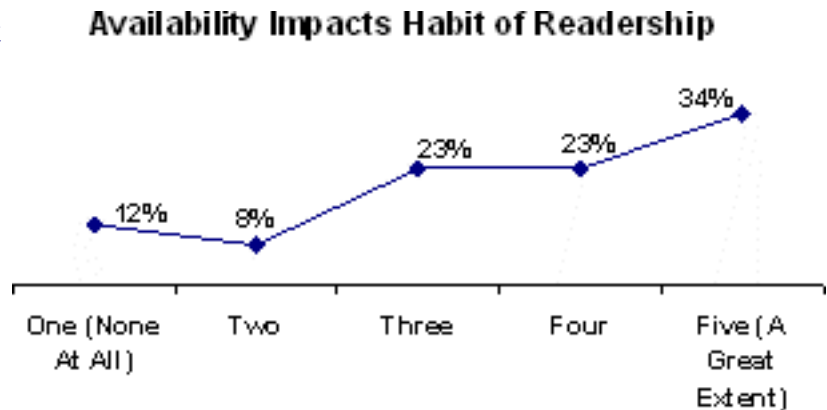
Findings

● Students were asked to what extent various factors influenced their decision to read newspapers regularly. Proximity of pick up was chosen by more students than cost, choice of papers, or location of on-campus lock box.



● More of the women (46%) than of the men (36%) said that 'choice' of newspapers available had no impact.*

● A majority of students (57%) felt that availability of newspapers contributed to developing the habit of reading papers on a regular basis.



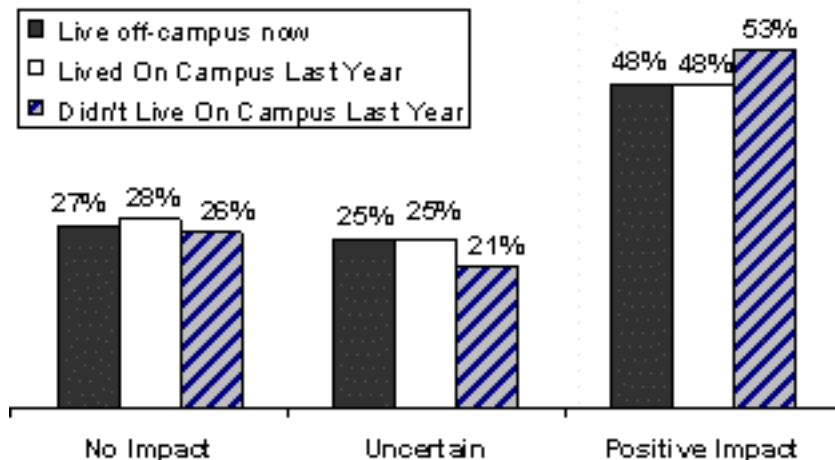
● About a fifth (17%) of students' instructors this semester required that they read newspapers on a regular basis. The New York Times (N=75) and the Wall Street Journal (N=48) were the two newspapers most often required. Of those instructors who did not require a newspaper, 54% referred to news articles as part of class discussions or presentations.



● About half the students (47%) felt that reading newspapers regularly added to their overall Penn State education.

● Those who lived on campus last year where newspapers were distributed did not differ significantly from those who did not live in a residence hall last year when evaluating the impact of readership on their Penn State education.

Reading Newspapers Contributed to Overall Education



● Students were asked how they currently accessed the news. Television was the source of news for almost all (93%) of the students, followed by printed newspapers (89%).

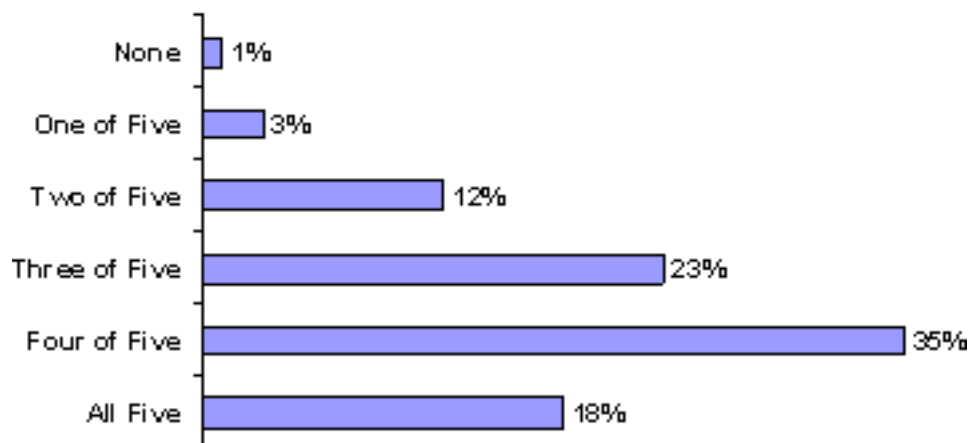
Media Used to Access News

- 93% Television
- 89% Printed newspapers
- 67% Magazines
- 52% Internet
- 48% Radio

● Males were more likely to use the internet and females more likely to get news through magazines.* Non-minority students were more likely than minority students to use radio to get the news.*

● Of the total sample, less than 1% failed to access news through any of these media and 18% used all five media.

Media Accessed for News



- Students were asked how many days during the week (Monday through Friday) they usually read each of four newspapers.
- Students who lived in a residence hall last year where newspapers were distributed were more likely than those who had not to read the Centre Daily Times* and less likely to read the Collegian.*

Days per Week
(Monday through Friday)

Centre Daily Times

56% None
19% One
10% Two
5% Three
2% Four
8% Five

Average Number of Days/Week = 2.3

Daily Collegian

8% None
10% One
11% Two
19% Three
19% Four
34% Five

Average Number of Days/Week = 3.6

New York Times

78% None
11% One
3% Two
3% Three
1% Four
4% Five

Average Number of Days/Week =2.3

USA Today

69%	None
16%	One
6%	Two
4%	Three
1%	Four
4%	Five

Average Number of Days/Week =2.0

Some of the other newspapers individual students reported reading on a regular basis included:

- Wall Street Journal (56)
- Philadelphia Inquirer (23)
- Pittsburgh Post Gazette (17)
- Harrisburg Patriot (2)
- NY Daily News (3)
- Altoona Mirror (3)
- Washington Post (7)

(* Statistically significant at the .05 level)

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