and the reliability coder coded them independently. The project manager then computed the percentage of coding decision agreement between the independent coder and the team that had previously coded the same video file. The average percent agreement per news source ranged between 73 percent and 78 percent, with an overall average of 75 percent.

Keeping in mind that any code entered represented agreement of the two coders on a team and in some instances a supervisor, the reliability test shows that in 75 percent of the cases an independent observer, who had not been involved in the discussion, agreed too. For this type of work, that is considered an acceptable level of reliability.

Some of the video clips received could not be coded because the quality was inadequate or because those readers could not be eyetracked for technical reasons. That left 582 usable videos.

After all the usable recordings were coded, Excel spreadsheets contained each element in the order it was viewed by each participant. These spreadsheets were sent to Mediamark Research Inc. for analysis.

Data Analysis

From the beginning of the research process, the study was largely influenced by Dr. Sharon Polansky of Mediamark Research Inc., with researcher Susan Weiss of Kanban Consulting. Polansky also led the research of Poynter's 1990 study, published in "Eyes on the News." Working with Quinn, Stark Adam and Ferguson, the staff at Mediamark developed the exit interview and much of the framework for the research itself.

When the researchers at the University of Florida delivered the dataset, Mediamark analyzed the more than 102,000 eye-stopping events on more than 300 unique elements within the publications to identify trends and patterns in reading behavior. They looked at the data to analyze differences between tabloid and broadsheet reading patterns and between print and online reading. To describe these comparisons in statistical terms, they developed a calculation that was specifically effective for print analysis, in which the number of elements viewed was compared with those available to be seen by readers in the study. (See explanation of "more/less than expected" on pages 46-47).

Mediamark also cross-referenced the dataset with demographic information like age, gender and reading frequency.

This book represents the results of their analysis, as interpreted by the authors and other journalists.

Questions asked to recruit print readers

INTRO: "Hello, my name is [name here]. I'm calling from the [newspaper name] and I'm not selling anything. We're doing a quick survey on newspaper reading. Could I speak with the youngest adult male in the household?"

[If no man is available, ask for the youngest adult woman. After the respondent is on the phone, repeat the intro.]

INTRO: "I'd like to ask you a few questions about yourself and about your newspaper reading. This should take less than five minutes of your time."

INTERVIEWER: Note if the respondent is:
[ ] MALE [ ] FEMALE
[Terminate the interview if gender = over quota. Quota = 50/50 M/F]

SCREENING QUESTIONS
1. "Which of the following best describes your age?"

[ ] 17 or younger [Terminate the interview — "I'm sorry, but I have to speak with an adult member of the household — is there someone over 18 currently at home with whom I may speak?" If another individual available, start over.]
[ ] 18-24 years of age [Check quotas]
[ ] 25-34 years of age
[ ] 35-41 years of age
[Quota for 18-41 years of age = 50%]
[ ] 42-49 years of age
[ ] 50-60 years of age
[Quota for 42-60 years of age = 50%. Terminate if age = over quota]
[ ] 61 or older [Terminate the interview. "That's all I have to ask you today, thank you for your time."]

"Now, I'd like to ask a few questions about your newspaper reading":
1. "During the past seven days have you read any edition, daily or Sunday, of the [newspaper name]?"

[ ] Yes
[ ] No [Terminate the interview. "That's all I have to ask you today, thank you for your time."]

2. "Do you usually wear eyeglasses — not contact lenses, but reading eyeglasses — when you read the newspaper?"

[ ] Yes [Terminate the interview. "That's all I have to ask you today, thank you for your time."]
[ ] No

3. "Still thinking about the past seven days, how many issues of the [newspaper name] have you read?"

| [ ] 1 | [ ] 3 | [ ] 5 | [ ] 7 |
| [ ] 2 | [ ] 4 | [ ] 6 | |

[Quota for 1 - 3 times/week = 50%; quota for 4+ times/week = 50%. Terminate if frequency = over quota.]

4. "Which one of the following best describes your present employment status?"
    [ ] Full time (over 35 hours per week)
    [ ] Part time (less than 35 hours per week)
    [ ] Not employed
[Quota = 70% employed, 30% unemployed. Terminate if frequency = over quota.]

Interviewer invites qualified respondents to participate in the study:
"Thank you for your time today. You're eligible to participate in an important, national study to find out how people read newspapers."

"You'll be tested with state-of-the-art video equipment that tracks and records the movement of your eye as you read. You'll also answer questions in an exit interview about your newspaper use. This will take, at most, about 90 minutes of your time."

"As our way of saying 'thank you,' we'll give you a check for $100 when you've completed both the video recording of your reading and the exit interview survey."

"This study is being held at the [ADDRESS]. At [DATE & TIME]."

• Schedule appointment. Collect name, telephone and postal address.
• Instruct the respondent: Do not read the [newspaper name] the day you come to the study. [Appointments must be confirmed.]
• Postal letter — include reminder not to read [newspaper name] on the study day, and that $100 is the incentive.
• Phone call day before — reminder not to read [newspaper name] on the study day, and that $100 is the incentive.

Questions asked to recruit online readers

INTRO: "Hello, my name is [name here]. I'm calling from the [newspaper name] and I'm not selling anything. We're doing a quick survey on Internet usage. Could I speak with the youngest adult male in the household?"

[If no man is available, ask for the youngest adult woman. After the respondent is on the phone, repeat the intro.]

INTRO: "I'd like to ask you a few questions about yourself and about how you use the Internet. This should take less than five minutes of your time."

INTERVIEWER: Note if the respondent is:
    [ ] MALE   [ ] FEMALE
[Terminate the interview if gender = over quota. Quota = 50/50 M/F]

SCREENING QUESTIONS
1. "Which of the following best describes your age?"
    [ ] 17 or younger [Terminate the interview — "I'm sorry, but I have to speak
        with an adult member of the household — is there someone over 18
        currently at home with whom I may speak?" If another individual available,
        start over.]
    [ ] 18-24 years of age [Check quotas]
    [ ] 25-34 years of age
    [ ] 35-41 years of age

    [ ] 42-49 years of age
    [ ] 50-60 years of age
        [Quota for 42-60 years of age = 50%]
    [ ] 61 or older [Terminate the interview. "That's all I have to ask you today, thank
        you for your time."]

"Now, I'd like to ask a few questions about your newspaper reading":

1. "The Web site of the [newspaper name] is [Web site]. During the past seven days have you visited the [Web site]?"
    [ ] Yes
    [ ] No [Terminate the interview. "That's all I have to ask you today, thank you for
        your time."]

2. "Do you usually wear eyeglasses — not contact lenses, but reading eyeglasses — when you read your computer screen?"
    [ ] Yes [Terminate the interview. "That's all I have to ask you today, thank you
        for your time."]
    [ ] No

3. "Still thinking about the past week, how many days during the past seven days have you visited [Web site]? Would you say you have been to the site ..."
    [ ] 1 - 3 days   [ ] All seven days — I check the site every day
    [ ] 4 - 6 days
[Quota 1 - 3 days/week = 50%; 4+ days/week = 50%. Terminate if frequency = over quota.]

4. "Which one of the following best describes your present employment status?"
    [ ] Full time [over 35 hours per week]
    [ ] Part time [less than 35 hours per week]
    [ ] Not employed
[Quota = 70% employed, 30% unemployed. Terminate if frequency = over quota.]

Interviewer invites qualified respondents to participate in the study:
"Thank you for your time today. You're eligible to participate in an important, national study to find out how people read online."

"You'll be tested with state-of-the-art video equipment that tracks and records the movement of your eye as you read. You'll also answer questions in an exit interview about your Internet use. This will take, at most, about 90 minutes of your time."

"As our way of saying 'thank you,' we'll give you a check for $100 when you've completed both the video recording of your reading and the exit interview survey."

"This study is being held at the [ADDRESS]. At [DATE & TIME]."

• Schedule appointment. Collect name, telephone and postal address.
• Instruct the respondent: Do not read the [Web site] the day you come to the study. [Appointments must be confirmed.]
• Postal letter — include reminder not to visit [Web site] on the study day, and that $100 is the incentive.
• Phone call day before — reminder not to visit [Web site] on the study day, and that $100 is the incentive.

EYETRACK07 CODEBOOK FOR ONLINE

FIRST TWO VARIABLES CODED AT THE TOP RIGHT OF EACH PAGE

SOURCE / Variable 1

Star Tribune	1
St. Petersburg Times	2
Rocky Mountain News	3
Philadelphia Daily News	4
www.startribune.com	5
www.sptimes.com	6

DAY OF WEEK / Variable 2

Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5

SECTION TYPE / Variable 4
(choose one for each section above)

Business (includes technology/real estate)	0
Features (includes home/health/science/travel/ puzzles/horoscope/games/comics)	1
A section (includes national/intn'l/politics)	2
Local (includes courts/crime/education/ environment/politics)	3
Sports	4

DATE / Variable 5
(UF coders will code from the paper)

xx/xx/xx

NOTE: ROTATING, MOVING OR CHANGING GETS A "4" IN FRONT OF THE NUMBER

NOTE: IF AN ELEMENT IS "CLICKED" ON, A "5" WILL BE PUT IN FRONT OF THE NUMBER

SPECIFIC TO NEWS SITES

Audio link	700
Video link	701
Interactive graphic	702
Underlined link (color or b/w) highlighted words within a story	704
Podcast	706
Drop-down box	707
Most read stories	708
Most e-mailed stories	709
Photo gallery	710
Traffic report	711

ADVERTISING ONLINE

Horiz. banner ad above nav.	620
Horiz. banner ad below nav.	621
Vert. banner ad	622
Display-sized ad	623
Small ad	624
Pop-up ad	625
Wallpaper ad	626

		TEASER w/ AN IMAGE
Teaser / related stories	712	722
Search function	713	
Clickable story list	714	
Blog	715	

DEFINITIONS

For coding online news sites.

18. Audio
Audio only, no video.

19. Video
This code will be used if a subject looks at a link or at the video itself. Might also include audio.

20. Podcast
A multimedia file which uses syndication feeds for playback on mobile devices and PCs. This code will be used if subject looks at a link or engages with the podcast itself.

21. Blog
A journal-style entry, displayed in reverse chronological order. This code will be used if subject looks at link or at the blog itself.

22. Most-read or "top" stories
A list of stories that have been tallied by the Web site editors as the most-often read stories.

23. Most-e-mailed stories
A list of stories that have been tallied by the Web site editors as the stories most often passed along to another reader, via e-mail.

24. Photo gallery
A collection of photographs of an event or story coverage taken either by a staff photojournalist, other newsroom staffer or submitted by people in the community. This code will be used if a subject looks at a link or at the photo gallery itself.

25. Horizontal banner ad
An ad or group of ads that take up at least half of the width of the pages, positioned above or below the navigation bar.

26. Vertical banner ad
A vertical ad, likely 1 grid unit wide by at least three times its depth.

Note: We define "grid unit" as the narrowest measurement into which text, photos, graphics or ads are aligned.

27. Display-sized ad
Any ad that is at least two grid units wide by an equal depth.

28. Small ad
Any ad that is approximately one grid unit wide by an equal depth. This may also be a text-only ad link.

29. Pop-up ad
Any ad of any shape or size that appears suddenly on the site.

30. Wallpaper ad
Ads that appear in repeated pattern behind the actual news site.

31. Clickable story list
A listing of story headlines that, when clicked, jump immediately to the story.

Appendix B

EyeTrack07 exit interview for print readers

1. Thinking about the past seven days, how many issues of the [newspaper name] have you read? (Please select one answer.)

[ ] 1   [ ] 3   [ ] 5   [ ] 7
[ ] 2   [ ] 4   [ ] 6

2. Where do you usually read your copy of [newspaper name]? (Select all that apply.)

[ ] At home   [ ] Where I work   [ ] Elsewhere

3. About how many different times, in total, do you read or look into a single day's issue of the [newspaper name] before you are finished with the issue? (Select one.)

[ ] 1 time   [ ] 4 - 5 times   [ ] 10 times or more
[ ] 2 - 3 times   [ ] 6 - 9 times

4. Considering all the times you may pick it up, about how much time, in total, do you spend reading an average issue of the [newspaper name]? (Select one.)

[ ] Less than 15 minutes   [ ] 45 minutes to less than one hour
[ ] 15 minutes to less than 30 minutes   [ ] One hour or more
[ ] 30 minutes to less than 45 minutes

5. How long have you been a reader of the [newspaper name]? (Select one answer.)

[ ] Less than a year   [ ] 3 to less than 5 years
[ ] 1 to less than 3 years   [ ] 5 years or longer

PRINT/READING STYLE

6. How often do you read these different sections of the [newspaper name], using a scale of 1 to 4, where 4 = "always" and 1 = "never"? [Customized for each paper.]

Always			Never	
4	3	2	1	First or main news section
4	3	2	1	Section B with metro and city news
4	3	2	1	Sports section
4	3	2	1	Business section
4	3	2	1	Features section (comics, crossword, features)
4	3	2	1	Neighborhood section (community stories)
4	3	2	1	Classified section
4	3	2	1	Advertising inserts/store circulars

7. When do you usually read the [newspaper name]? (Please select one answer.)

[ ] In the morning   [ ] Afternoon   [ ] No particular time
[ ] Lunchtime   [ ] Evening

8. Thinking about the print edition of the [newspaper name], indicate, on a scale of 1 to 4 where 4 = "always" and 1 = "never," about how often do you do the following:

Always			Never	
4	3	2	1	While I am reading a news story in the print edition of the [newspaper name], I will go online to get more information or for clarification
4	3	2	1	When I see a Web link (like "get more information at www.moreinfo.com") in a news story I am reading in the print edition of the [newspaper name], I will write it down and visit the link at a later time

9. On a scale of 1 to 4 where 4 = "always" and 1 = "never," please indicate how you usually read the [newspaper name].

Always			Never	
4	3	2	1	I start with the first page and turn the pages one at a time, from one end of the issue to the other, looking at nearly every page
4	3	2	1	I pull out the sections I want to read and skip the rest of the paper
4	3	2	1	I look at the headlines on the front page and read articles that interest me
4	3	2	1	I look at the advertising
4	3	2	1	I read the sections that interest me from front to back [keep adjacent w/ back to front]
4	3	2	1	I read the sections that interest me from back to front [keep adjacent w/ front to back]
4	3	2	1	When I'm reading an article that continues on another page, I usually turn immediately to the page and finish
4	3	2	1	When I'm reading an article that continues on another page, I usually finish reading it when I get to the page it continues on

Attitudes

10. Thinking about the [newspaper name], please tell us how much you agree or disagree with these statements, using a scale of 1 to 4, where 4 = "agree completely" and 1 = "disagree completely." [ROTATE]

Agree Completely			Disagree Completely	
4	3	2	1	When I read the [newspaper name], I usually pay complete attention
4	3	2	1	I depend upon the [newspaper name] for news and information
4	3	2	1	The [newspaper name] is an important source of entertainment for me
4	3	2	1	Advertising in the [newspaper name] provides me with useful information
4	3	2	1	Advertising in the [newspaper name] influences my purchase decisions
4	3	2	1	I believe what I see and read in the [newspaper name]
4	3	2	1	I enjoy reading the [newspaper name] for news and information
4	3	2	1	The [newspaper name] provides all the news I need
4	3	2	1	I consider the [newspaper name] to be my newspaper

11. Thinking about the edition of the [newspaper name] that you read here today, what one story stands out to you as the biggest or most important news story of the day? [Respondents typed in their answers.]

12. Thinking about the edition of the [newspaper name] that you read here today, how would you rate the quality of the following elements of your reading experience?

It is just right	Could be somewhat better	Could be a lot better	
[　]	[　]	[　]	Story content
[　]	[　]	[　]	Story length
[　]	[　]	[　]	Ease of reading story text
[　]	[　]	[　]	Photos that accompany stories
[　]	[　]	[　]	Illustrations (like tables or charts) that help explain the stories

13. Thinking about the edition of the [newspaper name] that you read here today, would you like to see more, less or the same quantity of the following...?

More	Same	Less	
[ ]	[ ]	[ ]	Short, brief summaries of important stories
[ ]	[ ]	[ ]	Illustrations (like tables or charts)
[ ]	[ ]	[ ]	Local news features
[ ]	[ ]	[ ]	National news features
[ ]	[ ]	[ ]	International/world news features
[ ]	[ ]	[ ]	Business news features
[ ]	[ ]	[ ]	Entertainment news features
[ ]	[ ]	[ ]	Health/medical news features
[ ]	[ ]	[ ]	Sports news features
[ ]	[ ]	[ ]	Photographs that accompany the stories

14. How did the time you were allowed to spend reading today compare with the time you usually spend reading the [newspaper name]? (Please select one answer.)

[ ] Much more than usual   [ ] About the same   [ ] Much less than usual

15. Did the equipment used in the study, or your knowledge that your reading was being watched, bother you or distract you from reading normally? (Please select one answer.)

[ ] Not at all, my reading was completely unaffected
[ ] It bothered me at first, but then I forgot about it, and read like I usually do
[ ] I never forgot I was being tested, but it didn't really bother me or change my reading
[ ] It bothered or distracted me a lot; my reading was very different from usual

Questions for online readers only

(Online test respondents are asked 16-29, prototype questions and 30-40)

16. Thinking about the past seven days, how many days have you visited the [newspaper name] Web site? (Please select one answer.)

[ ] 1 day   [ ] 3 days   [ ] 5 days   [ ] 7 days — I check the
[ ] 2 days   [ ] 4 days   [ ] 6 days   site every day

17. Where are you when you usually visit the [newspaper name] Web site? (Please select all that apply.)
[ ] At home   [ ] Where I work   [ ] Elsewhere

17a. How do you find or navigate to the [newspaper name] Web site?
[ ] Type in the URL or use search function
[ ] Site is "bookmarked"/one of my "favorites"
[ ] Site is set as my home page

18. About how many different times, in total, do you usually visit the [newspaper name] Web site on a typical day? [Please select one answer.]
[ ] 1 time   [ ] 4 - 5 times   [ ] 10 times or more
[ ] 2 - 3 times   [ ] 6 - 9 times

19. Why do you usually visit the [newspaper name] Web site? (Please select all that apply.)

[ ] Follow a developing or breaking local news story
[ ] Follow a developing or breaking national or international news story
[ ] Check sports scores
[ ] Check the weather
[ ] See if anything has changed since the last time I looked
[ ] Just curious
[ ] Read the columnists
[ ] Participate in a survey or opinion poll
[ ] Participate in a chat room or community forum
[ ] E-mail or write to a columnist or reporter
[ ] Read television or movie reviews
[ ] Check television or movie listings
[ ] Read restaurant reviews/find a restaurant
[ ] Find entertainment — nightlife/club scene, music/dance performances, etc.
[ ] Other

20. In general, how much time do you spend with the [newspaper name] Web site during a typical visit? (Please select one answer.)

[ ] Less than 15 minutes
[ ] 15 minutes to less than 30 minutes
[ ] 30 minutes to less than 45 minutes
[ ] 45 minutes to less than one hour
[ ] More than one hour

21. How long have you been visiting the [newspaper name] Web site? (Select one.)

[ ] Less than a year   [ ] 3 to less than 5 years
[ ] 1 to less than 3 years   [ ] 5 years or longer

Online/Style

22. When you visit the [newspaper name] Web site, please indicate, using a scale of 1 to 4 where 4 = "always" and 1 = "never," how often you do the following:

Always 4	3	2	Never 1	
4	3	2	1	Visit regular sections/feature pages that interest me (e.g.," money," "sports," "news")
4	3	2	1	Scan the home page, and then read what's of interest in-depth
4	3	2	1	Read headlines, then jump to articles of interest via hyperlinks
4	3	2	1	Print out all/part of the articles that interest me and then read it in hard copy

23. Thinking about the [newspaper name] Web site, indicate, using a scale of 1 to 4 where 4 = "always" and 1 = "never," how often you do the following:

Always			Never	
4	3	2	1	While I am reading a news story on the [newspaper name] Web site, I will look at a local newspaper to get more information or clarification
4	3	2	1	When I see a Web link (like "get more information at www.moreinfo.com") in a news story I am reading on the [newspaper name] Web site, I will write it down and visit the link later
4	3	2	1	When I see a Web link (like "get more information at www.moreinfo.com") in a news story I am reading on the [newspaper name] Web site, I will immediately go to the cited Web link

Attitudes

24. Thinking about the [newspaper name] Web site, please indicate, using a scale of 1 to 4 where 4 = "agree completely" and 1 = "disagree completely," how much you agree or disagree with these statements:

Agree completely			Disagree completely	
4	3	2	1	When I use the [newspaper name] Web site, I am usually paying complete attention.
4	3	2	1	I depend upon the [newspaper name] Web site for news and information
4	3	2	1	The [newspaper name] Web site is an important source of entertainment for me
4	3	2	1	The advertising on [newspaper name] Web site provides me with useful information
4	3	2	1	The advertising on [newspaper name] Web site influences my purchase decisions
4	3	2	1	I believe what I see and read on the Web site
4	3	2	1	I enjoy using the [newspaper name] Web site for news and information
4	3	2	1	The [newspaper name] Web site tells me everything I need to know

25. Thinking about the content of the [newspaper name] Web site that you read here today, what one story stands out to you as the biggest or most important news story of the day? [Respondents typed in their answers]

26. Thinking about the content of the [newspaper name] Web site that you read here today, how would you rate the quality of the following elements of your reading experience?

It is just right	Could be somewhat better	Could be a lot better	
[ ]	[ ]	[ ]	Story content
[ ]	[ ]	[ ]	Story length
[ ]	[ ]	[ ]	Ease of reading story text
[ ]	[ ]	[ ]	Photos that accompany stories
[ ]	[ ]	[ ]	Illustrations (like tables or charts) that help explain the stories

27. Thinking about the content of the [newspaper name] Web site that you read here today, would you like to see more, less or the same quantity of the following?

More	Same	Less	
[ ]	[ ]	[ ]	Short, brief summaries of important stories
[ ]	[ ]	[ ]	Illustrations (like tables or charts)
[ ]	[ ]	[ ]	Local news features
[ ]	[ ]	[ ]	National news features
[ ]	[ ]	[ ]	International/world news features
[ ]	[ ]	[ ]	Business news features
[ ]	[ ]	[ ]	Entertainment news features
[ ]	[ ]	[ ]	Health/medical news features
[ ]	[ ]	[ ]	Sports news features

28. How did the time you were allowed to spend reading today compare with the time you usually spend with [newspaper name] Web site? (Please select one answer.)

[ ] Much more than usual
[ ] About the same
[ ] Much less than usual

29. Did the equipment used in the study, or your knowledge that your reading was being watched bother you or distract you from reading normally? (Please select one answer.)

[ ] Not at all, my reading was completely unaffected
[ ] It bothered me at first, but then I forgot about it, and read like I usually do
[ ] I never forgot I was being tested, but it didn't really bother me or change my reading
[ ] It bothered or distracted me a lot; my reading was very different from usual

Prototype questions, all respondents

Response options marked 'CA' are the correct answer. All response options should be rotated.

Facts/Reader comprehension

Now we'd like to ask you some questions about the page you were given to read that presented information about bird flu.

1. Why is Alaska being watched as the next place for bird flu to appear? (Please select one answer.)

[ ] Because it is a cooler climate where flu germs can live longer
[ ] (CA) Because it is a crossroads of 3 migratory patterns that could bring birds carrying the disease
[ ] Because bird flu has already appeared in areas close to the Alaskan borders and may be present on birds flying into Alaska

2. Where did bird flu first appear? (Please select one answer.)

[ ] (CA) Hong Kong   [ ] Vietnam   [ ] Turkey

3. From what scientists know now, how does one get bird flu? (Select one.)
[ ] (CA) From close direct contact with infected birds
[ ] From close direct contact with an infected person
[ ] From being in an area where infected birds are flying

4. What are the primary symptoms of bird flu in humans? (Select one.)
[ ] Severe nausea and vomiting leading to dehydration
[ ] Internal bleeding
[ ] (CA) Acute respiratory distress including pneumonia

5. So far, in how many countries has bird flu been found? (Select one.)

[ ] 75 to 124   [ ] 125 or more   [ ] (CA) less than 75

6. How many people have died from bird flu since it first appeared? (Select one.)
[ ] (CA) 100 to 199   [ ] 200 or more   [ ] Less than 100

7. Has the U.S. government made plans to get flu vaccine in the event of a bird flu pandemic? (Select one.)
[ ] (CA) Yes   [ ] No   [ ] I don't know

8. If an infected bird is cooked thoroughly, is it safe to eat? (Select one.)
[ ] (CA) Yes   [ ] No   [ ] I don't know

9. Bird flu is being compared to the 1918 Spanish Epidemic. About how many people died in the 1918 Spanish flu pandemic? (Select one.)
[ ] About 2 million   [ ] (CA) About 40 million   [ ] About 80 million

Attitudinal Array

10. Thinking about the information you read about bird flu, please indicate, using a scale of 1 to 4 where 4 = "agree completely" and 1 = "disagree completely," how much you agree or disagree with the following statements:

Agree completely			Disagree completely	
4	3	2	1	I found the story so compelling I couldn't stop reading it
4	3	2	1	After reading about bird flu, I want to talk to my doctor to get more information
4	3	2	1	I learned something new about bird flu
4	3	2	1	I feel that the topic of bird flu was covered — thoroughly
4	3	2	1	I want to find out more about bird flu
4	3	2	1	I'm worried about getting bird flu

News Acquisition

30. We'd like to know where you get your news information. On a scale of 1 to 4 where 4 = "always" and 1 = "never," please indicate how often you use each of the following sources for news information.

Always			Never	
4	3	2	1	Radio
4	3	2	1	Morning television news programs (like "Good Morning America," "The Today Show")
4	3	2	1	Prime-time television news programs (like "60 Minutes," "Primetime")
4	3	2	1	Local television news
4	3	2	1	National television news
4	3	2	1	Daily newspapers
4	3	2	1	Internet
4	3	2	1	News magazines (like *Newsweek*, *TIME*)

31. Using a 4-point scale where 4 = "most trusted" and 1 = "not at all trusted," please indicate how much you trust each of the following news sources:

Most trusted			Not trusted at all	
4	3	2	1	Radio
4	3	2	1	Morning television news programs (like "Good Morning America," "The Today Show")
4	3	2	1	Prime-time television news programs (like "60 Minutes," "Primetime")
4	3	2	1	Local television news
4	3	2	1	National television news
4	3	2	1	Daily newspapers
4	3	2	1	Internet
4	3	2	1	News magazines (like *Newsweek*, *TIME*)

32. If you were looking for information about a breaking or important news story, say, a natural disaster or a political crisis — where would you go first to find information? (Please select one answer.)

[ ] Radio
[ ] Morning television news programs (like "Good Morning America," "The Today Show")
[ ] Primetime television news programs (like "60 Minutes, "Primetime")
[ ] Local television news
[ ] National television news
[ ] Daily newspapers
[ ] Internet
[ ] News magazines (like *Newsweek, TIME*)

33. Please indicate, using a scale of 1 to 4 where 4 = "agree completely" and 1 = "disagree completely," how much you agree or disagree with the following statements:

Agree completely   Disagree completely

4	3	2	1	I like to stay informed about national government and politics
4	3	2	1	Environmental issues are very important to me
4	3	2	1	Staying on top of the news makes me a better person
4	3	2	1	I mostly keep up with news about my local community
4	3	2	1	I stay informed about local and national events because it is my civic duty
4	3	2	1	I'm just one person — it doesn't matter if I'm up on the news
4	3	2	1	A story in the news has motivated me to donate clothing, supplies, money, or time

Demographics

We just have a few more questions about you. Please be assured that all of the information we are collecting is held in confidence — the information collected in this survey is used only for statistical and classification purposes in aggregated or summary form and is NOT shared, sold or used on an individual basis.

34. Are you...?
[ ] Male [ ] Female

35. What is your age?
[Drop-down list, individual years, 18 through 60]

36. What is the highest level of education you have completed or the highest degree you have received? (Please select one answer.)
[ ] Less than high school graduate
[ ] Graduated high school or received equivalent degree (e.g., GED)
[ ] Attended college but did not graduate
[ ] Associate's degree (vocational or academic)
[ ] Bachelor's degree (e.g., BA, BS, AB)
[ ] Master's degree (e.g., MA, MS, MSW, MBA)

37. What is your current marital status? (Please select one answer.)
[ ] Single, never married
[ ] Married/Domestic Partnership
[ ] Widowed, divorced or separated

38. Which one of the following best describes your present employment status? (Please select one answer.)
[ ] Employed full time (35 or more hours per week)
[ ] Employed part time (less than 35 hours per week)
[ ] Temporarily unemployed
[ ] Full-time student
[ ] Retired
[ ] Homemaker
[ ] Other

39. How many children under the age of 18 are currently living with you? (Please select one answer.)

[ ] None   [ ] 2   [ ] 4
[ ] 1   [ ] 3   [ ] 5 or more

40. What is the total combined annual income, before taxes, of all the members of your household, including yourself? This includes money received from all sources such as jobs, pensions, interest, dividends and so on. This information is completely confidential, and is used only in combination with other responses for analysis. (Please select one answer.)

[ ] Under $10,000   [ ] $100,000 - $124,999
[ ] $10,000 - $19,999   [ ] $125,000 - $149,999
[ ] $20,000 - $29,999   [ ] $150,000 - $174,999
[ ] $30,000 - $49,999   [ ] $175,000 - $199,999
[ ] $50,000 - $74,999   [ ] $200,000 or more
[ ] $75,000 - $99,999   [ ] Prefer not to answer