



MEDIA CONSUMPTION PATHWAYS IN AN EVOLVING WORLD

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INTRODUCTION

It is no longer new news that today's media landscape is quite complex and changing at a rapid pace. It is widely known and understood that consumers have more choice and more control over what media they use, when and how. And there is nothing new in the understanding that consumers can be less loyal and are sampling a great number of the many options, be they product, brand or media offerings, available to them today.

What is new, however, is how these changes have caused and continue to cause, a fundamental shift in how we evaluate, plan, buy and measure the effectiveness of our communication activities for our marketing clients. Today's focus is centered on a thorough and deep understanding of the target customer - their motivations, behaviors, attitudes and relationships to both the brands and media they consume. Today's communications planning is about developing an understanding of the target that goes far beyond traditional media planning and buying practices.

Our paper will illuminate some of the differences that we see in consumers and which we believe are fundamental to successfully connecting with them in today's media landscape. Using a combination of previous research done by PHD, existing syndicated data from MRI and new research we have collaborated on, we will illustrate that unlike previous generations, the media behaviors, attitudes and relationships of Gen Y are often different than previous generations and need to be considered differently in the design of communications plans. In a world where consumers continue to control more of the media experience, in terms of content and context, understanding media consumption, relationships and pathways are critical to surrounding the consumer with a relevant and lasting brand experience.

Research conducted by PHD in the first quarter of 2007 on behalf of two clients highlighted some of the key generational differences we see as they relate to "new" media. By new media we are referring to a variety of primarily digital media offerings, ranging from broadband internet access, to Bluetooth technologies, to TV on phone (a full detailed list in Appendix 1). Among our learning:

- Most "emergent" media are actually mainstream and fairly widely penetrated. But adoption of use is not the same as embracing the technology. Gen Y is much more passionate about emergent media where older consumers are more reluctant adopters.
- Boomers use new media as extensions of traditional media behaviors, while Gen X are more likely to have adopted new media behaviors
 - The most hyped media (social networks, video sharing) are heavily skewed to Gen Y and have limited Gen X/Boomer adoption
 - Boomer groups use consumer generated content, however they are more likely to be passive users, choosing to view but not create content.
 - GenX and Boomers see media as the domain of the "specialists" while Gen Y do not feel constrained by traditional media creators; as evidenced by their interest in blogs, social media, personalized web, RSS

MRI has also started to explore the new ways in which individuals consume media. More specifically, in the 2007 Omnibus Recontact Study, MRI included a measure to evaluate if an initial media consumption event, be it via a traditional or non-traditional medium, pushed the user to consume another media (for example, if reading or looking into a printed magazine pushed the reader to watching television, listening to radio, going onto the Web, etc.). Initial analysis of this data indicates that there are generational differences, in particular relating to Gen Y, in this media pathways view. Especially in pushing these individuals to non-traditional media (i.e., websites in general, magazine websites in particular, blogs, Web TV, iPods, etc.).



Additionally, in the readership section of the MRI National Study, magazine readers are probed for any actions they have taken as a result of having read or looked into a given magazine. Two of the response options for this question are “visited the magazine’s website” and “visited another website.” These particular actions taken options point at possible pathways of media consumption; that is, one medium (magazines) pushing readers to another medium.

While our respective learning has helped us to understand generational differences in digital media adoption, use and preference, for the purposes of this paper PHD and MRI undertook new research to explore whether the same differences held true for the print media and their digital extensions. Importantly, what would this learning teach us about how to connect with consumers and create a meaningful experience, for both our client’s brands as well as the media brand?

METHODOLOGY

Focus groups were conducted to explore potential differences in media consumption by different generational groups. Because the information collected through these groups is based on a small group of respondents, it is not projectable to the entire population. The intent of this research was to investigate our “going-in” hypotheses and to develop some new hypotheses and patterns of behavior that may ultimately be tested in a larger scale study.

Participants for the groups were selected on the basis of two characteristics: age and tendency toward either traditional or non-traditional media (specifically print) usage. The three age categories of interest for this research were Gen Y (ages 18-29), Gen X (ages 30-44) and Boomers (ages 45-60). An individual fell into either the traditional or non-traditional group based on the print usage information they gave for a typical week during the screening process. “Traditional” print media consumption was defined as the reading or looking into printed copies of magazines and newspapers in their original manifestations, while “non-traditional” print media consumption was defined as the reading or looking into electronically-based manifestations of the traditional versions. In most cases, an individual consumed both traditional and non-traditional print media in a typical week. Their group qualification, however, was determined by the more prevalent behaviors of the two in a typical week.

Individuals in the New York Metropolitan area were randomly dialed in order to be screened. A total of six focus groups were conducted (two from each generational group and, within each generational group, one each of traditionally based media consumption and non-traditionally based media consumption). Nine participants were included in each group with a total of 54 participants in all of the focus groups. Respondents received \$75 for participating in a focus group.

The six focus groups took place over the course of three evenings in August 2007 (two on each of the three evenings) in New York, New York. Each focus group lasted about ninety minutes and was both video and audio taped. Transcripts were generated for each group.

The focus group guide began with a warm-up question and lead respondents to the two significant portions of the focus group: the newspaper section and the magazine section. These two sections were rotated so that half of the time, the magazine questions were asked first followed by the newspaper questions and the other half of the time this order was reversed. The same questions guided each of these two sections focusing on how each are read, when they are read, weekday vs. weekend reading habits, print vs. online reading habits, and actions taken as a result of reading.

In selecting participants for the focus groups, we attempted to get an even split of females and males and a good mix of different educational and household incomes levels. Overall, of the 54 focus group participants, 30 or 60% were female while 24 or 40% were male. Of the 18 Gen Y participants, 10 were female while 8 were male. The Gen X gender split broke out to 11 female and 7 male. There was an even split of female and male Boomers (nine of each). Breaking up the traditional vs. non-traditional respondents by gender shows that we got about an even split of females and males in the traditional print media usage group (52% vs. 48%, respectively), whereas the non-traditional group split was a bit more skewed toward females (59% vs. 41%, respectively).



In terms of education and household income, the overall sample was skewed toward college graduated or more (54% had graduated college and 19% had graduated college plus). All participants had at least graduated from high school. There was also a skew toward higher household incomes with about 56% of the participants living in households with \$75,000 or more total income.

Table 1 compares some of the media usage information collected during the screening interview by traditional or non-traditional group affiliation. We reviewed this data prior to the focus groups to help ensure the validity of our screening.

Table 1
Average Minutes Spent Per Week by Medium and Generational Group

	Traditional	Non-Traditional
Newspaper (Gen Y)	263	113
Newspaper (Gen X)	373	100
Newspaper (Boomer)	480	93
Magazine (Gen Y)	357	67
Magazine (Gen X)	230	67
Magazine (Boomer)	280	53
Online Newspaper (Gen Y)	62	333
Online Newspaper (Gen X)	77	327
Online Newspaper (Boomer)	97	293
Online Magazine (Gen Y)	33	207
Online Magazine (Gen X)	33	127
Online Magazine (Boomer)	33	160
Podcasts (Gen Y)	28	227
Podcasts (Gen X)	80	47
Podcasts (Boomer)	33	80

FINDINGS

A few major themes emerged from our research. Specifically:

- **Navigation** – consumers are looking for help in navigating the increasing amount of content available to them. Generational differences emerge in terms of both how they navigate through the options and the number of options they consider.
- **Convenience** – everyone is busy and convenience is important to all, particularly as it relates to media usage, which is largely considered, at least for print media, as something that is necessary to keep up with.
- **Informational** – similar to convenience, consumers of print media say that information and keeping up with what is going on is of critical importance. How they obtain this information, and how they use different sources to stay informed vary across both generations as well as orientation (i.e., tradition versus non-traditional) but being current is important to all.
- **Entertainment** – most media is still considered a form of entertainment, whether to relax, or to be inspired.

SPECIFIC LEARNING

Desert island pick

When asked, “If you could have one type of media only, what would that be and why,” about two-thirds of group participants indicated that online, or electronic media, would be their choice. The remainder split their responses amongst radio, TV, newspaper/magazines and film. Interestingly, the online response was not exclusive to the non-traditional groups; a number of traditional media consumers felt that online was a more comprehensive source of information than any single offline medium and thus would not want to be without it.

Several participants stated a close second place pick to their number one choice. In most cases the second to online was print (newspaper and magazines) for the tactile and portability aspects of print. In one case a Gen X, traditional-media consumer indicated that newspapers were the second choice to TV.

Parents reading habits & their influence on you

Most participants agreed that their parents’ media habits, or the habits of the household in which they grew up, had an impact on their media habits today. For instance, one participant said that he still has to have the newspaper from the area in which he grew up, even though he no longer lives in that particular area. Many of the participants’ media habits were clearly sourced from their parents, though a good number indicated that they had modified their media habits to fit their current lifestyle and in recognition of the value that they saw in online as a medium that was not available when they were young.

Many in the groups noted that there were fewer media choices available in their home when they were growing up than there are today, and several said that the media that was available then was more thoroughly consumed than it is today.

Older generational groups had successively older media habits passed down to them. Parents of Boomers tended to read more newspapers. Parents of Gen Y may have only read newspapers on the weekends. TV appeared to be a greater part of the mix for Generation X and Gen Y parents. Only the Gen Y had the Internet passed on to them from their parents.

Reasons for reading magazines

Regardless of any digital orientation, Boomers were more likely to describe a personal relationship with print media, particularly magazines. Boomers appeared to be more likely to carve out time to read magazines, to read cover-to-cover and to save back issues.

Gen X and Gen Y were more functional in their consumption of print; searching for topical information versus consuming the “title”. They were particularly recalcitrant when it came to subscribing and holding on to magazines:

Now it’s down to maybe one or two days a week and it comes to a point that I have subscriptions lasting me for years, comes to a point where my magazines will pile up at home to a point I will get a new issue and toss the older one without reading it.

--Gen X

Most of the time I just look through it and if I see one or two articles that I like I’ll read it and then I’ll just toss it.

--Gen Y

Separately, another Gen Y participant highlighted the tension between subscriptions and online content:

It just piles up and it costs money and you don’t have to necessarily have to subscribe online.

The research participants chose magazines for much the same content as they can get in other media (e.g., entertainment, news, self-fulfillment), but chose magazines over other media for a variety of reasons. In some cases, the

expectation was that magazines more deeply considered a topic than other media, or that it transcended the more in-the-moment media, like newspapers and TV.

The Gen Y traditional group was largely consuming print versions as a function of their lifestyle; for instance, students who were not in front of a computer all day.

In other cases, the traditional form was more desirable than competing media. Magazines are more portable than TV, radio and the Internet, and even slightly more portable than newspapers. Participants cited reading while traveling, or commuting, while in bed, or in the bathroom. Further, magazines were credited with a greater readability than the Internet for comparable material.

Participants also noted less tangible aspects of magazines that they felt were superior to other media, ranging from tactile and visual attributes, to their ability to let you escape and relax for an extended period of time.

Many participants noted that they went to online versions of magazines and even read and subscribed to online versions of magazines, but among all of the groups there was a prevalent feeling that the online versions of many magazines were less complete. When asked about finding more information on a topic seen in a magazine, Google was a source cited more often than the magazine's own website.

Reasons for Reading Newspapers

Many of our research participants came to newspapers on a regular, if not daily, basis out of a desire to stay in touch with the world around them. It provided them with an up-to-date snapshot of current events, from politics to gossip and from sports to business, all the typical content that newspapers readers have found valuable. Newspapers provide readers with a sense of connectedness. Yet, for some it was described as merely a comforting ritual that helps to pass time during Sunday morning breakfast, or a Monday morning commute.

For the older participants, there was a great deal of passion and ceremony associated with reading a newspaper. For these readers, newspapers are part of the social fabric for which reading them is a duty of participating in society.

One Baby Boomer noted, *"I guess I got kind of instilled with a sense of responsibility, like if I haven't picked it up for a couple days I kind of feel kind of bad because it's like you have a basic sense of what's going on in the world at large."*

Younger readers see the value of the printed news and can articulate it as well as the older readers, but are quick to articulate the relative interchangeability of the print and online versions. Many Gen Y noted their ability to switch between print, online and even news over their phones.

When asked which they would keep, printed, or electronic, one Gen Y summed it up this way:

I'd say keep online and get rid of the printed. I think it's funny, we were talking at work the other day, my manager said how he would never get rid of his Sunday routine of reading the paper no matter how much online develops or takes over. He just needs his Sunday paper to sit down and relax and read the entire thing. I think my mom is kind of like that, too. I'd say I don't need printed. If it wasn't there and they completely decided, all right, well it's not financially sound, we're not printing papers anymore, just go to our website, it wouldn't bother me.

Further punctuating this interchangeability of forms, some participants from each of the generational groups indicated that they were consuming the same media vehicle (e.g., *The New York Times*) in both online and offline forms, depending on the relative availability.

Form, Function and Place

Ritual and current day passion for new media aside, there are some pragmatic reasons that arose within all of the generational groups that determine a reader's choice of online versus offline. Much of print's strength comes from the obvious portability and practicality in the commute as well as in the bathroom. Many talked about reading in bed. On the other hand, many of our participants spend a portion of their day in front of a computer, for work, school and

recreation. Grabbing a few headlines in a short break at work is far less conspicuous than reading a newspaper or magazine.

While these place- and situation-based rationales were predictable, at least two Gen Y participants commented that they were comfortable, and even happy, with reading the news over their phone while on a commute.

CONCLUSIONS

As stated earlier, the purpose of this research was to uncover patterns in generational differences in print-media consumption, especially clues to Gen Y's likely long-term behavior and the related pathways between media types for all generational groups. While our expectation was not to be able to predict the future, we hoped to see some evidence that there was both a shift in youthful media behavior and likely trends that could provide guidance to media decisions.

Though we view our findings as preliminary, we feel that some attitudes and behavior reported in our groups are worth exploring in future research.

It is our belief that the similarities between the generations for their media choices can tell us as much about their likely future choices as do the differences. It was interesting to hear the exact same reasons for choosing media played out across the groups. They looked to media to entertain and to pass time. They chose media to help them indulge their passions. More importantly, members of all the groups used media to satisfy their desires to be informed and responsible members of society.

Furthermore, the adoption of new media is not the exclusive domain of Gen Y. We saw a high degree of integration of new media within Boomers' and Gen Xers' daily routines. In the focus groups these generations articulated both rational and emotional reasons for using the online medium as part of their regular mix of media. Many, even ones in the Boomer, traditional-media group, said that they would choose to keep online if they had a choice of only one medium.

But adoption of more discrete examples of new media presented itself in different ways by age. In separate research conducted by PHD, the adoption of new media by Boomers tended to be more as an extension of their traditional media behaviors (e.g., HDTV, digital cable, online radio), versus Gen Y who outstrip the older generations in social media (e.g., blogs, social networking, video sharing).

Other differences between the generational groups were striking as well. The media habits of Gen Y do not appear to be as fixed as those of Baby Boomers, or even those of Generation X. Some behaviors were left over from their parents (e.g., the parents' gift subscription to Newsweek). Some referenced their behavior of sampling media (e.g., at the newsstand, online, etc.) without solid commitment to many media vehicles.

- To us, Boomers' passion for their media choices was far more pronounced than that of Gen Y. One Boomer referred to newspapers as, "part of the social fabric". This was particularly noticeable when juxtaposed with Gen Ys' pragmatic, take-it-or-leave-it attitude toward newsprint.

It is not clear whether that means that Gen Y are still sampling media and have yet to become media brand loyal, or if growing up with a multitude of media choices casts them as forever fickle. And while these are but two theories, we continue to feel that Gen Y will continue to break new media ground as they age.

IMPLICATIONS

While we believe that many of the findings we have concluded above need further examination through additional research, there are a number of preliminary implications in this learning for both publishers and media planners. Specifically, for publishers:



- Acknowledge the navigational approach that consumers take in looking for information and entertainment. Link to similar topics in other books within your publisher family. Consumers, especially younger consumers, are in search of topical information – this is a way to leverage your content and potentially build your brand among a generation that is still developing brand relationships. According to Alan Wurtzel, President, Research and Development for NBC, “brand equity and value can be built based upon solid navigation”.
- Use sponsored search. As mentioned earlier, consumers “search” a topic. While Boomers may seek your content because of the relationship they have with you, younger generations do not exhibit the same behavior. They will “discover” your brand through their accustomed search/navigational approach to finding what they want/need.

For planners/agencies:

- Apply understanding of consumer information seeking and navigation pathways in designing communications plans that surround the target. Beyond the typical time spent, “engagement” and reach/frequency metrics, seek to understand why they use the media they use and how and where those choices drive them.
- Acknowledge the understanding that Gen Y is comfortable with constant distractions, using them as a means to remain interested, stimulated and always seeking out what is more intriguing.



APPENDIX #1 - PHD RESEARCH – NEW MEDIA MEASURED

Broadband Internet Connection
Text Message on phone
Instant Messaging
Online video
iPod
Online social sites
Video Game
Digital Cable TV
iTunes
Online Video Sharing Sites
Wi-Fi
Alternate Browsers
Online TV
Personalized Web Page
Video On Demand
Blogs
Online Radio
Digital Video Recorder
HDT
Blue Tooth Technologies
Satellite TV
Audio books, books on tape
Desktop Widgets
Website on phone
Podcasts
Satellite Radio
PDA/s/Smart Phone
Dial-Up Internet Connection
In-car satellite navigation
Videophone/IP Phone
RSS Feeds
Online Movies
TV on phone

APPENDIX 2 – SAMPLE DETAILS - EXPLANATORY

It is important to note, of the 27 participants defined as “traditionalists”, 17 or 63% indicated that they spent no time in a typical week either reading online newspapers and/or reading online magazines. Conversely, each “traditionalist” indicated some time spent with both traditional newspapers and magazines in a typical week. Therefore, most interestingly is the time spent information with traditional newspapers and magazines for this group. In the case of newspapers, there is a clear order in terms of time in comparing the generational groups with Boomers consuming the most traditional newspapers in a typical week (on average eight hours), followed by the Gen X group with slightly over six hours and Gen Y spending the least amount of time about four and a half hours a week.

For traditional magazines, the pattern is less clear in terms of generational groups. Gen Y “traditionalists” spend the most time in a typical week with traditional magazines (almost six hours) versus almost five hours for Boomer “traditionalists” and almost four hours for Gen X “traditionalists”.

So, while all the “traditionalists” indicated some time spent with both traditional newspapers and magazines in a typical week, five of the “non-traditionalists” (about 19%) indicated only one or the other (online newspapers or online magazines). Also, nine out of the 27 “non-traditionalists”, or one-third, indicated that they read either a traditional newspaper or a traditional magazine but not both. Looking at the three electronic-based media options in the table above, one can see that Gen Y spend more time on average with these media in a typical week. Online newspapers yield the closest times spent across generational groups with both Gen Y and Gen X groups spending, on average, over five hours and Boomers spending, on average, almost five hours.

APPENDIX # 3 – RESEARCH VERBATIMS

Magazine Verbatims

Magazines are optional: Some magazines are going for like \$10 or more. So that's more like an optional choice and it has to be more eye-catching than a newspaper, which you really need to know what's going on in the world every day. (B)

More deeply considered topics: Or to read a story you wanted to read, more developed, that you saw in a newspaper that just wasn't covered in the type of depth that you wanted to see it covered. (B)

- Great articles. Lengthy articles. Just learning something new. Not about current events. Just learning about, you know, something in Africa or something. Like this going to...you know, just about anything and they're all lengthy. (Y)

- So I'm sure like if it came out in a magazine article it will be a little more...there would be more background of why it happened. (X)

- Well for me US News it's once a week I get that and they really have some great topics that really like I don't see in the newspaper. (X)

- It always throws another thought in there for me. You know it's more in-depth and sometimes it helps me form opinions, change opinions. (X)

More focused: You're like inundated with stuff you don't care about. With a magazine usually you buy it because it's something that interests you. (B)

Escapism: I see it as an enjoyment. It's a time-out. It's a cup of coffee, something I look forward to, my time alone. (B)

- And that might be after, if let's say like the other day I finished doing some gardening and by then I was exhausted. So then I went inside into the air conditioning and I figured, let me take some time out. Some me-time. Then I opened up the magazine and so forth. Or maybe if let's say I'm cooking and that's all I'm doing and in between I might read a little here and there, or right before I go to bed depending. But there's no set time, it varies day to day or week to week. (B)

- But magazines would be when I'm at home on my own time and generally what happens is, I'm working on something else, usually writing something and it's an escape, so I go in and read the magazines just to get away from what I have to do and that would engage me on the online reading. (B)

- Whenever I have a half-hour, an hour to kill in the day, whenever I'm home I would just pick up the magazines, whatever is laying around, whatever came in, just read it, flip through the articles, read whatever's interesting, and then just toss it. (Y)

Pleasure: Online articles are kind of like informative, tell you what's happening. But the magazine articles seem to be written with a certain style, different than the ones online. I think online is a necessity and copy is a pleasure. (B)

Ritual: It's a ritual. (B)

Treasured: I get them in print form and I read them in print form. They're things I like to hold and keep. (B)

Relaxation: Print would be in a comfortable chair, at the pool, when you don't want to devote that much attention; you can't devote that much attention to a book. If I'm reading I like to read a novel. But if I don't have that time, then I enjoy flipping through a magazine, skimming the articles. But I'm always in a comfortable position. I'm never rushing through it. I'm going to devote a relaxing amount of time. (B)

- But the magazines I buy and I read from cover to cover and that relaxes me before I go to sleep. (B)

- I tend to do most of my reading in the evening. That's usually after I'm in school or whatever I'm doing during the day. I usually have my magazine. I sit at a desk with a hard chair... (Y)

Commitment: But a magazine, I won't even start a magazine unless I knew I would read, and I'm not saying finish it, but I would devote a substantial amount of time to read a certain amount of articles and I know which ones I would want to read first from the regular writers and I'll look at the feature articles. So I'd have to have a fair amount, let's say at least 30 minutes undisturbed before I even started reading the magazine. If I didn't have it I wouldn't even bother starting. I would wait for a time that I had. (B)

Lack of Commitment: I think that's a big thing, too. Online it's free. So if I see something in the grocery store I'll pick up the magazine and wait to pay for my groceries for like five minutes and read it in the store rather than actually buy the magazine and take it home. (Y)

- Most of the time I just look through it and if I see one or two articles that I like I'll read it and then I'll just toss it. (Y)

- A lot less than I used to. I used to read magazines up until a couple years ago almost daily. Now it's down to maybe one or two days a week and it comes to a point that I have subscriptions lasting me for years, comes to a point where my magazines will pile up at home to a point I will get a new issue and toss the older one without reading it. (X)

- Sometimes they just grab me, honestly. I'm at the bus and there's something like that because I'll take the bus a lot. An article or I guess a topic, and article or something I'm interested in or a topic about some issue. (X)

- They just tend to be in certain spots like offices and so forth. They're very interesting to pick up and file through, but that's really the only reason I usually look at magazines at all. Occasionally I'll go to maybe a magazine stand and just kind of browse through them, but I won't buy any and I probably won't read anything more than like an article or two. (X)

- But the weekends I don't really read a lot. Sometimes on Sundays because I'll be at home and read it. But I don't read on Saturdays either. I'm too busy to be able to sit down to read it. (Y)

- I read printed newspapers and magazine and I have for years but I think I'm going more towards online than... (Y)

- I usually...I'll get my subscriptions during the week but I'll see it on the weekend. I'll usually sit on the couch and have the TV on just for background noise. (X)

- At home I'm relaxing. Don't get too much time to read magazines...I'm relaxing most of the time.

Transcends In-the-Moment Media: So if I'm looking, for example, for something on fashion – I know that the fashion probably won't change within a day or so. I can consult my magazines because I know the trends will be constant for that whole month. (Y)

Newspaper Verbatims

Crux of the issue: I'd say keep online and get rid of the printed. I think it's funny, we were talking at work the other day, my manager said how he would never get rid of his Sunday routine of reading the paper no matter how much online develops or takes over. He just needs his Sunday paper to sit down and relax and read the entire thing. I think my mom is kind of like that, too. I'd say I don't need printed. If it wasn't there and they completely decided, all right, well it's not financially sound, we're not printing papers anymore, just go to our website, it wouldn't bother me. (Y)

Immediacy: I also think that after 9/11 that sort of gave everybody more urgency to keep track of what's going on, almost the immediacy of it. (B)

Keeping in touch: Find out what's going on in the world. (B)

- It's a necessity. (B)

- I guess I got kind of instilled with a sense of responsibility, like if I haven't picked it up for a couple days I kind of feel kind of bad because it's like you have a basic sense of what's going on in the world at large. (B)

- Just really to get the news and to also, I don't know, because I'm not working now I feel very disconnected after a few days. That's my only link to things that are going on. (X)

- I read opinions and what in-depth parts of what I think the news happened so I understand what's really going on. (B)

Consumerism: I also read it for the coupons because there's coupons in there sometimes. Sales. (B)

Weekend Relaxation: On the weekends you're home and relaxed and reading it, I think the paper on the weekends because it's a Sunday. (B)

Commute: I actually read it less on the weekends because I'm on the train, captive, nothing else to do. Weekends I have plenty else to do. (B)

Competition for Attention: The radio is on, on the couch, having coffee and reading the paper. (Y)

- Sometimes I get it on the train. There's a paper laying there and you pick it up. On the way I'm not really focused on that. But Yahoo News, I'll probably be eating breakfast or whatever, just like kind of looking through, taking a look. (Y)

- The Daily News I'll read when I'm reading breakfast, but I'm not very focused on it. Eating breakfast and reading at the same time. And on CNN I'm focused on that. What was the other? (Y)

- CNN, it's online, and at home and usually it's in the evenings and I'm not doing anything. I'm looking for specific articles. If I'm at school because it's different during the school year, it'll be in between classes at the library in the middle of the day, not doing anything else but reading that article. (Y)

Blend: I might just spend a few minutes with the paper, and that's where the internet is useful, like Jeff was saying. Go to the New York Times.com and you're logged in and pretty much everything is available to you. So I supplement reading the paper. So during the week it's sort of a blend. But on the weekend I think people treasure their time when they're taking their time reading the newspaper. It's a different experience. (B)

- I'll look at the pictures, like flip through a magazine, flip through a newspaper, look at the pictures. But I'm not going to do that on a website. I'm not like, oh, let me find a picture on a website. I'm more likely to read the content on the website, whereas less likely to read the content in the paper. (Y)

Communal: But my boyfriend and I, we share the paper. But when one of us is reading online we won't share the article on the computer. We'll both look at something together with the paper or switch back and forth. You really can't do that with the computer. (Y)