

Introduce yourself by saying that you are working ~~xxxx~~ on a newspaper survey that is trying to find out what people like and don't like about the newspapers in New York.

1- GENERAL QUESTIONS

What newspaper or newspapers do you read-----? In the morning -----?
In the afternoon -----? Why do you read that paper -----? How often
do you read paper, every day -----? Or how many days in week-----?

(We want a full history of the papers read regularly. In suburban areas be sure to find out whether the family takes a local suburban paper regularly.)

WOMEN READERS

When interviewing women be sure to adapt these opening questions to them, particularly if they are housewives who stay home. Ask do you buy any papers yourself or do you read what is brought home by your husband or someone else in the family -----?

READING HABIT

With women ask ~~whether~~ when do you do most of your newspaper reading -----?
What time of the day is the best time for you to read-----? Does she read AM
paper in the morning (~~is~~ is it delivered to the house) or is it brought home
at night-----?

Try to take women through her day, when does she get news etc. and how,
newspapers, radio, TV -----?

READING HABIT

How many years have you been reading it ^{the paper you buy?} -----? How did you get started
reading ^{it} the ~~paper you buy~~ -----? What paper did your father and mother read -----?
What ~~kind~~ kind of work was your father in -----?

If a difference shows up between paper read by parents and person interviewed,
ask why did you change from the paper your family read -----? When did you make
the change? -----? Also note any differences in parents reading pattern between
husbands and wives -----? Did marriage change pattern -----?

Have you read any other newspapers at any time -----? When was that and what
did you read -----? Why did you drop the paper you did -----?

(Note that the price of the W-T and other afternoon papers was raised in March 1957.)

How did you feel about the raise in price of the afternoon papers-----?

Did that affect your buying of the paper at the time -----?

LIKES AND DISLIKES

As a basis of probing into why people like the paper they do ask what part of the paper do ^{you} they read first -----? Then what -----?

After person has indicated preference ask, why are you so interested in that-----?

Are there any parts of the paper that you skip -----? Like what -----?

Why-----? (What does your wife, or husband if talking to wife, like to read most in the paper -----? How about the children-----?)

Probe as thoroughly as you can for what people like or dislike in the paper.

Where do you read the paper -----? ~~if~~ How much time do you spend reading the paper-----? Is that pretty much the same each day-----? Did you ever spend more or less time than now-----? Why did you cut down (or increase) your reading time-----?

(Check whether explanation can be competition of new leisure activities, TV listening reading of news magazines)

How much time do you spend listening to TV.....?

As another way of probing into people's likes and dislikes say:

Take yesterday's paper as an example, what interested you most in yesterday's paper....? Or what did you like most in the paper? What story or features that you read do you remember? Did anything irritate you about the paper? What did you like least.....?

With World-Telegram readers ask ~~what~~ What do you feel can be done to make the W*T more interesting, or more entertaining and more informative?

At some point in the interview ask What would you like to see more of in the papers.....? Less of

Is there anything you would like to see added to the World-Telegram....?

For example, what columnist not now in the World Telegram would you like to see added ..?

Would you like to see more pictures used ...? Less of them...? Do you think the paper shows political bias.....?

After the first round of questioning you should classify in your mind the person being interviewed as falling into one or more categories such as:

A reader of AM papers only, or AM and PM papers, or only PM.

A W-Telegram reader, a Post reader or Journal American reader, or a family of split newspaper loyalties.

A A regular W-Telegram reader or an occasional reader. A "regular" reader is one who takes the paper at least 3 times a week.

A present W-T reader or a former W-T reader.

A newspaper shifter — someone who has changed his paper in recent years.

A suburban or city reader.

A woman, man or teenage reader : also young marrieds or older people.

MORNING PAPER READERS

Why Don't you READ A P.M. PAPER - ? Did you ever Read one when
With people who read only AM papers, ask why did you drop it.....? Note here particularly the possible effect of the price increase of PM papers.)

What do you think of afternoon papers generally in contrast to morning papers..?

(Beyond this comparison of attitudes toward AM and PM papers our interest in persons who read only AM papers is not high. After these questions are asked you should ask the background questions and then cut the interview off.)

ATTITUDES TOWARD PM PAPERS

Take the three afternoon papers which do you like best? Why...? How would you describe the differences in the three papers? What is the Journal-American like....? The Post? The World-Telegram? How would you describe the papers ...? What kind of people read it....?

If necessary you might ask what kind of people run each of the papers....?

We want to probe as deeply as we can about the specific things in the papers ~~th~~ that people like or dislike. On this adjust your questioning to the type of reader you're dealing with, whether they take only one afternoon paper and never any others, whether they read other afternoon papers occasionally; whether they are families with split ~~newspaper~~ newspaper loyalties where more than one paper is read.

To classify the person interviewed ask of the three afternoon papers is there any that ~~you~~ you read sometimes? That you never read....? (Then pick up questions to ask of occasional readers.)

The questioning should be ^{guided} guided to yield what it is in each paper that the reader likes and dislikes, what pulls him towards a paper, what repels him.

EDITION -CONSCIOUSNESS

With all PM readers ask what time of the day do you buy the paper? Do you look for a particular edition? If they do, why....? If they don't care about editions why...? What do you do if that edition is not available /....? What do you do if the paper you prefer most is not available...? Do you buy another afternoon paper or none...? Which paper do you usually buy if you can't get a W-T....? If you can't get a J.-Amer....? If you can't get a Post...?

HEADLINE DISPLAY

Another influence in the choice of afternoon papers may be how they are displayed on newstands and the reaction to different editions.

Ask when you are ~~is~~ about to buy an afternoon paper on the newstand do you compare the papers to decide which to buy ...? If so what pulls you to one paper ~~over~~ over the others.....? A story one may have? The latest scores....? The latest race results ...? Latest stocks....? How about the headlines ...? Which newspaper usually has the biggest headline ...? Which do you usually like the most....? Which one has better pictures....?

SPLIT LOYALTIES

In some families there may be split loyalties, with someone buying two PM papers regularly or with different family members favoring different afternoon papers. Such persons are particularly worth interviewing to get a picture of the conflict of interests that will pull people towards a particular paper. With such readers probe as deeply and as specifically as you ~~can~~ can to find out what they like or dislike in each paper.

ONLY ONE PM PAPER

If person reads only one PM paper ask what would you say are the best things in the paper....? And what do other papers do better....?

What paper would you buy if you were most interested in sports....? Stock market reports....? Food...? Advertising? Department store advertising? Foreign News....? Washington News....? Local news.....? Women's page....? Fashions...? Society.....? Schools....? Cooking....? Movies.....? TV.....? Science....? Health....? ~~xxxxxxx~~ Crime News....? Labor News....? City Hall News....?

WOMEN READERS

If woman ^{buys} brings own newspaper be sure to ask why she picks the paper she prefers...? Also when she ~~buys~~ buys it...? Also ask questions about her consciousness of editions..?

With women ask, how about the special features in the paper that are supposed to interest women. Do you read them....? Society news? Fashions....? Cooking and recipies....? Women's page? Advertisements....?

Which of the papers has the advertisements you look for most....? ~~Say for food...~~ Say for food, which gives you the best ffood ads....? Clothes? What department stores do you shop at most.....?

(Then pick up checklist)

With both ~~xxxx~~ men and women readers use the checklist which follows to get their reactions to.....the three papers. As they list their ratings, note the main things on which the W-T is weak and question them on these in more detail after you have gone through the list.

If the list ~~is~~ has to be shortened ~~is~~ be sure to ask about the ^{items} items that fit in with the age or sex of the reader. Women being interviewed, for example, should be asked about women's page; society; fashions; cooking; advertisements plus other items.

As an example of the probing that should follow this check-list, take the columnist item. This ~~is~~ could be followed up on with questions like, you say you like this paper for its columnists; which columnists do you like most.....? Why.....? Are there any you dislike.....? Why...../?

TEENAGERS

If family has a teenager ask person you are interviewing does your son (or daughter) read the newspaper much? What parts of the paper does he like most..? Like least...?

What interests your son(or daughter) most....? TV....? Sports....? Movies..?

How old was he (or she) when he read his first newspaper....?

Ask teenagers themselves, what parts of the paper do you read....?

If you were buying your own paper which would you buy...? Do you ever buy a paper yourself...?

How old were you when you read your first newspaper....?

Is there any feature that appeals particularly to teenagers....?

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Introduce yourself by saying that you are working on a newspaper survey that is trying to find out what people like and don't like about the newspapers in New York.

1 - We want to know what newspapers people read, whether they read them regularly or occasionally, and who buys the paper, the husband, wife, etc?

(If paper is read three out of the five weekdays, the person can be classed as a regular reader.)

ASK: What newspaper or newspapers do you read _____? In the morning _____? In the afternoon _____? Why do you read that paper _____?

With evening papers mentioned, ASK: How often do you read the paper, every day or how many days a week _____?

In suburban areas, Staten Island or Queens, be sure to find out whether the family takes the local paper regularly _____.

Also ASK: Does your husband (if interviewing wife, or vice versa) read any other papers _____?

ASK: Who buys the papers mentioned and where _____?

Be sure to find out whether husband goes into Manhattan to work. _____?

What papers does he bring home _____?

What papers does the wife buy herself _____?

ASK housewives who stay home: Do you buy any papers yourself or do you read what is brought home by your husband or someone else in the family _____?

2 - Reading Habits and Parental Influence

ASK: How many years have you been reading the paper you buy, _____?

How did you get started reading it _____?

What paper did your father and mother read _____?

What kind of work was your father in _____?

(If a difference shows up between paper read by parents and person interviewed, ask: Why did you change from the paper your family read _____?

When did you make the change _____?

Among the possible reasons for such a change that are worth probing for are: (a) marriage, (b) a change of address, (c) a change of economic status, (d) a change in reading taste.

In probing into these influences, try to date when the reading change took place and then see what happened to person about that time. (b) With wives,

ASK: How long have you been married _____? What papers did you read before you were married? _____?

(b) How long have you lived in this area _____? Where did you live before _____? Did you read any

different papers where you lived before _____?

(c) What line of work or business is your husband in _____?

How long has he had his present job, noting if a change in job status coincides with a change in reading habits _____?

Have you read any other newspapers at any time _____?

When was that and what did you read _____?

Why did you drop the paper you did _____?

This question of how much of the parent's attitudes spills over onto the next generation is something we want to explore pretty fully. We would like to see whether this same pattern holds for others as in voting or car buying.

You might begin by saying, "I see you read the same papers as your father. I'm curious == does that influence hold for other things? Say in your voting, whom did you go for for President last time, in 1956 _____? In 1952 _____? How did you vote when Roosevelt was running?"

How did your father vote, was he for Roosevelt or against him?

Then switch to: "How about cars" _____?
What kind of car do you have _____? Make _____?
Year _____? Bought new or used _____?
What kind of car did your father have _____?