

Columbia Missourian eMprint Field Test

Summary of data analysis

The Columbia Missourian conducted a 10-week field test of a weekly eMprint edition from March 6 through May 14, 2005. The field test was sponsored by the Donald W. Reynolds Journalism Institute. It was designed by Roger Fidler, Reynolds Fellow (2004-2005), to gather demographic and usage data that could be used to evaluate the eMprint newspaper concept.

All participants in the field test were required to register and provide basic demographic information. Data from the registration forms and the participants' activity were captured by OverDrive Inc., a Cleveland-based company that also hosted the eMprint Web site.

This summary of the field-test data analysis addresses only those who were active participants. Missourian eMprint staff and associates are excluded.

TOTAL REGISTRATIONS	4,507
Active participants	3,629
Percent who were active participants	80.5%

GENDER	ALL ACTIVE	MISSOURI
Men	65.5%	55.9%
Women	34.5%	44.1%

AGE RANGES BASED ON BIRTH YEARS

Age 34 or younger (1971–1989)	32.3%
Age 35-54 (1951–1970)	44.1%
Age 55 or older (1919–1950)	23.1%
Age not given	0.5%

RESIDENCE ZIP CODES

Columbia (65201–65215)	34.0%
Other	66.0%

TELEPHONE AREA CODES

All Missouri area codes	49.4%
314 (St. Louis)	3.2%
417 (Springfield)	1.5%
573 (Columbia)	39.0%
636 (St. Charles)	1.1%
660 (Sedalia)	1.9%
816 (Kansas City)	2.7%
Other area codes	44.7%
No area code given	5.9%

INCOME RANGES ALL ACTIVE WO/STUDENT

\$150,000 or more	10.5%	12.4%
\$100,000–\$149,999	12.7%	14.9%
\$75,000–\$99,999	13.0%	14.9%
\$50,000–\$74,999	13.9%	15.7%
\$30,000–\$49,999	10.8%	12.0%
Less than \$30,000	10.0%	5.4%
Income not given	29.1%	24.7%

UNIVERSITY OF MISSOURI AFFILIATION

Alumni	17.1%
Faculty & Staff	14.5%
Graduate Students	4.0%
Undergraduate Students	12.6%
No affiliation	51.8%

NEWSPAPER READERSHIP

Rarely read a newspaper	4.6%
Read a newspaper occasionally	9.3%
Read a newspaper only on weekends	3.6%
Read a newspaper several times a week	16.0%
Read at least one newspaper every day	66.5%

NEWSPAPER SUBSCRIPTIONS

Subscribe to one or more newspapers	69.8%
Columbia Missourian	9.6%
Columbia Tribune	12.2%
Kansas City Star	4.3%
St. Louis Post Dispatch	7.8%
The New York Times	13.9%
USA Today	8.2%
Don't subscribe to any newspaper	30.2%

PRIMARY DOWNLOAD LOCATION

At home	43.7%
At office	47.3%
At school	6.3%
Other location	2.7%

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Analysis of age ranges

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Age not given	0.5%

MEAN	BIRTH YEAR	AGE
All active participants	1961	44
Men	1959	46
Woman	1966	39

A) GENDER: ALL ACTIVE PARTICIPANTS

Men:	65.5%
Women:	34.5%

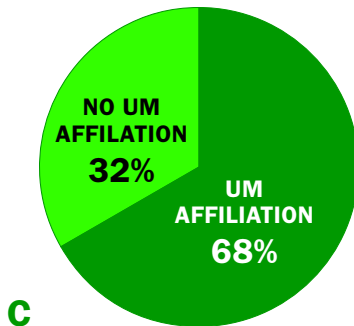
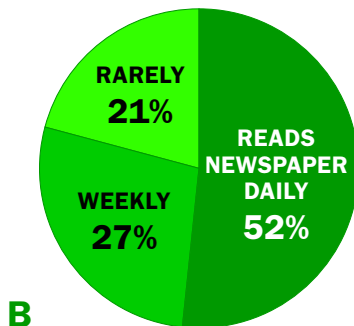
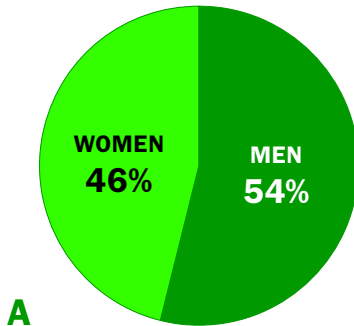
B) NEWSPAPER READERSHIP: ALL ACTIVE

RARELY (“I rarely read a newspaper” and “I read a newspaper occasionally”)	14%
WEEKLY (“I read a newspaper only on weekends” and “I read a newspaper several times a week”)	20%
DAILY (“I read at least one newspaper every day”)	66%

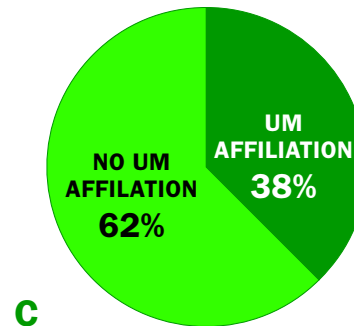
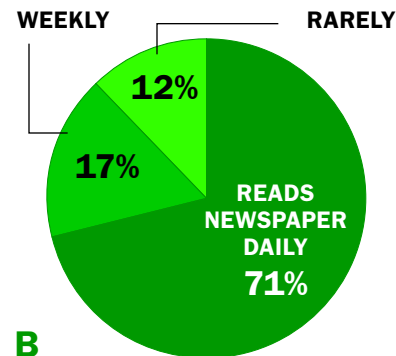
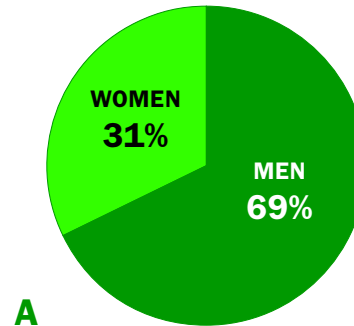
C) UM AFFILIATION: ALL ACTIVE

UM AFFILIATION (Alumni, Faculty & Staff, Undergraduate Students, and Graduate Students)	48%
NO UM AFFILIATION	52%

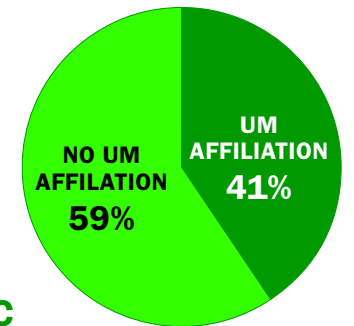
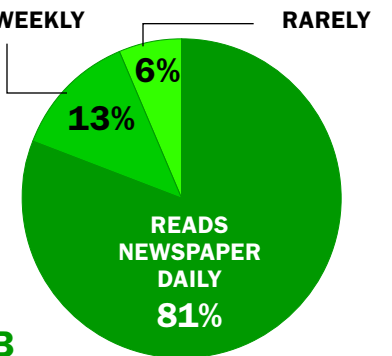
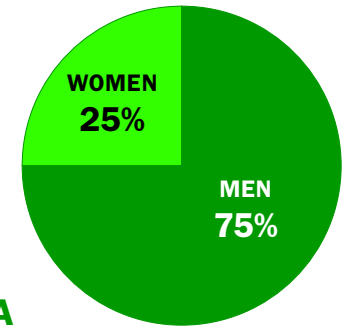
AGE 34 OR YOUNGER (1971–1989)



AGE 35-54 (1951–1970)

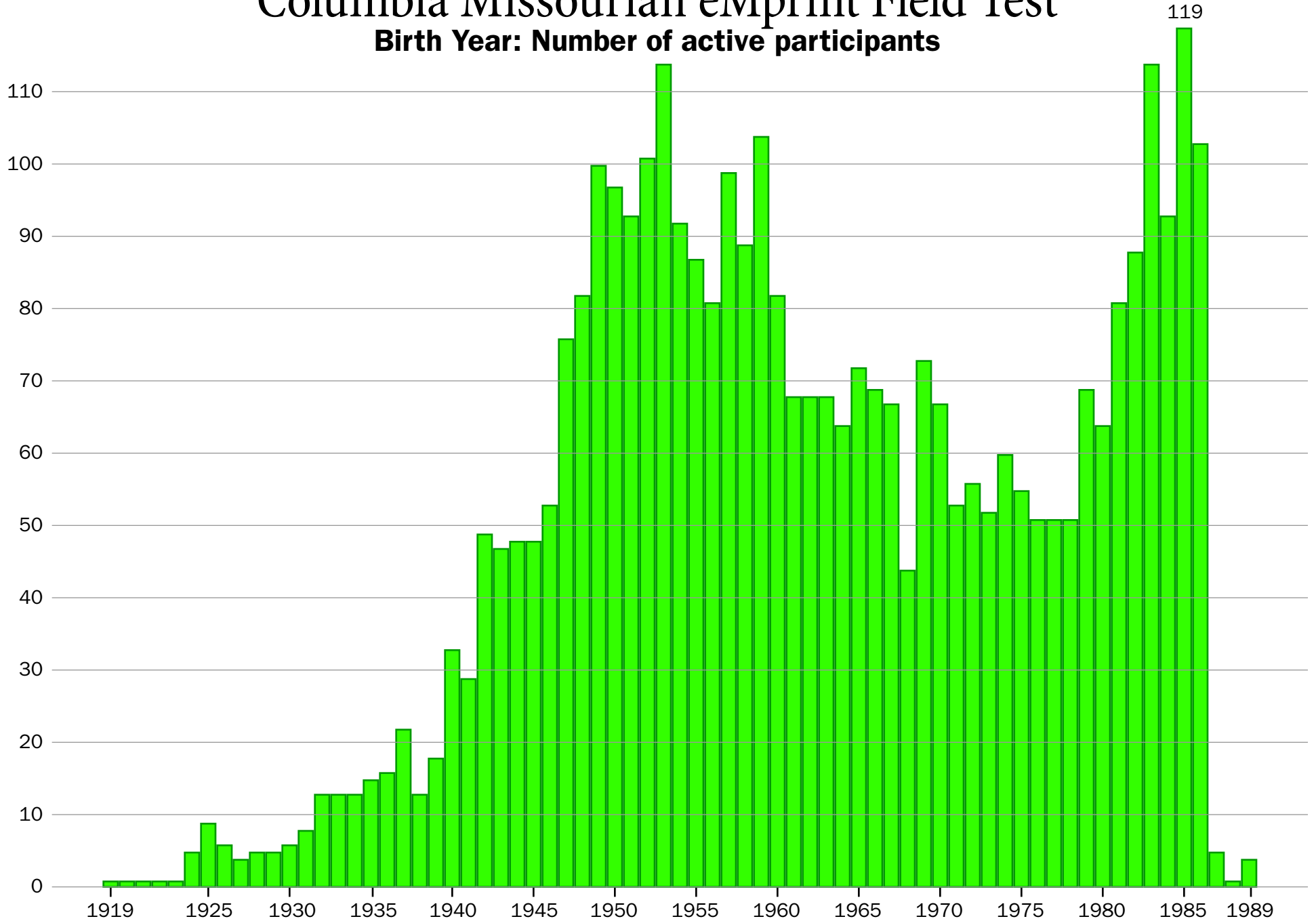


AGE 55 OR OLDER (1919–1950)



Columbia Missourian eMprint Field Test

Birth Year: Number of active participants



Columbia Missourian eMprint Field Test

Analysis of downloads

DOWNLOADS: DAY OF WEEK

Sunday	31.1%
Monday	27.0%
Tuesday	15.5%
Wednesday	12.1%
Thursday	8.1%
Friday	4.4%
Saturday	2.0%

LOCATION

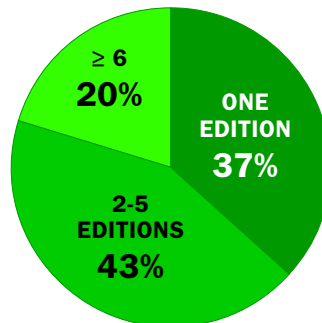
ALL ACTIVE MISSOURI

At home	43.8%	49.8%
At office	47.3%	38.2%
At school	6.3%	9.7%
Other location	2.7%	2.3%

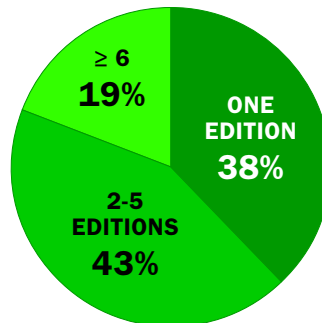
DOWNLOADS PER EDITION

Week 1: March 6	2,572
Week 2: March 13	1,797
Week 3: March 20	1,580
Week 4: March 27	1,455
Week 5: April 3	1,212
Week 6: April 10	1,124
Week 7: April 17	1,157
Week 8: April 24	1,149
Week 9: May 1	972
Week 10: May 8	1,123
TOTAL DOWNLOADS	14,141

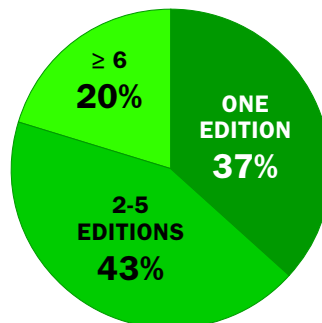
GENDER



MEN

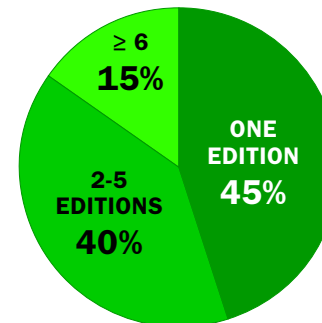


WOMEN

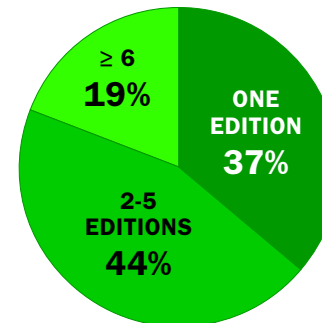


ALL

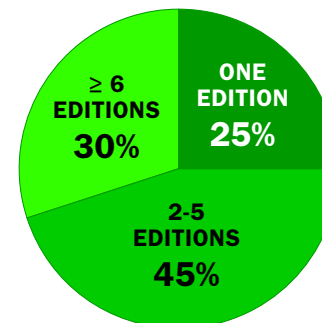
AGE RANGES



AGE 34 OR YOUNGER

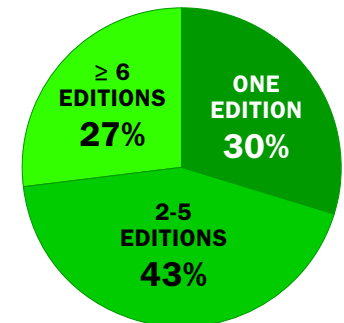


AGE 35-54

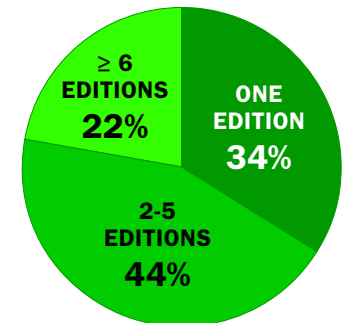


AGE 55 OR OLDER

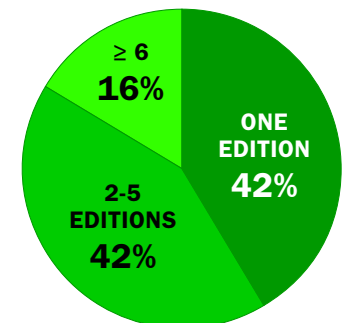
UM AFFILIATION



UM ALUMNI



FACULTY, STAFF & STUDENTS



NO UM AFFILIATION

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Comparison of edition files



Week 1 March 6, 2005
Pages: 126 Size: 12.8 MB



Week 2 March 13, 2005
Pages: 114 Size: 10.2 MB



Week 3 March 20, 2005
Pages: 106 Size: 8.6 MB



Week 4 March 27, 2005
Pages: 111 Size: 8.6 MB



Week 5 April 3, 2005
Pages: 118 Size: 8.6 MB



Week 6 April 10, 2005
Pages: 126 Size: 9.6 MB



Week 7 April 17, 2005
Pages: 116 Size: 9.1 MB



Week 8 April 24, 2005
Pages: 115 Size: 9.4 MB



Week 9 May 1, 2005
Pages: 114 Size: 9.5 MB



Week 10 May 8, 2005
Pages: 117 Size: 10.2 MB