

Highlights from the
MAGAZINE READER EXPERIENCE STUDY
TOOL KIT

The 39 Magazine Experiences
and
Magazine Usage Drivers by Demographics

Media Management Center
of Northwestern University



Magazine Publishers of America

The 39 Magazine Experiences

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How to read the following table:

Column A highlights the name of each of the 39 experiences found in the Reader Experience Study. Each of the experiences that is not italicized is a motivator. The four experiences that are italicized are *inhibitors*. (The more readers note the presence of the *inhibitors*, the lower their magazine usage.)

Column B shows the correlation between the experience and magazine usage as measured by RUM (Reader Usage Measure). The higher the correlation, the more these experiences drive readership. Negative correlations drive readership down. The larger the negative correlation, the more this experience has a negative impact on RUM.

39 Experiences for Overall Magazine Readers

COLUMN A

COLUMN B

Experience	Correlation
I get value for my time and money	0.74
<i>It disappoints me</i>	-0.73
It makes me smarter	0.68
It's my personal timeout	0.55
I often reflect on it	0.53
The stories absorb me	0.51
I learn things first here	0.50
It's part of my routine	0.49
I find the magazine high-quality and sophisticated	0.42
I trust it	0.42
I feel good when I read it	0.42
It's relevant and useful to me	0.41
It's brief and easy for me to read	0.41
I build relationships by talking about and sharing it	0.41
I find unique and surprising things	0.38
It improves me, and helps me try new things	0.35
I save and refer to it	0.32
I keep or share articles	0.30
I think others in the household would enjoy the magazine	0.30
It's for people like me	0.30
It grabs me visually	0.29
I'm inspired	0.29
I get a sense of place	0.28
I'm touched	0.27
I feel I know the writers	0.26
I like seeing people of color in this magazine	0.25
<i>This magazine irritates me</i>	-0.24
I like its seasonality	0.23
I like some of the ads a lot	0.22
<i>I dislike some of the ads</i>	-0.19
It helps me keep track of celebrities	0.16
I relate to the ads	0.13
It requires me to focus	0.13
I read the ads	0.13
It reinforces my faith	0.06
It helps me look good; it's sensual, even sexy	0.06
I want more ad information	0.03
This magazine's Web site is important to me	0.01
<i>It leaves me feeling bad</i>	-0.01
Averages	0.26

In the sections that follow, there are references to lifestage and place of usage/method of getting the magazine. Age cohorts and acquisition are defined, as follows:

Generation:

Gen Y: People born between 1977 and 1990. Technically Gen Y covers the generation born between 1977 and 1995. However, this study includes only people age 13 and over.

Gen X : People born between 1965 and 1976

Young Boomers: People born between 1956 and 1964

Old Boomers: People born between 1946 and 1955

Over 58 years old: People born prior to 1946

Acquisition:

Subscriber: Respondent either typically subscribes to the magazine or lives in the household with the subscriber

Newsstand: Respondent either typically buys magazine on newsstand or lives in the household with the newsstand buyer

Public Place: Respondent typically obtains copy from someone outside his/her household

Buyer: Respondent typically obtains copy via subscription or on newsstand

Non-buyer: Respondent typically obtains copy from a source other than on the newsstand or via subscription

For the key segments from the global/national study, the following is a summary of the Benchmark RUM (Reader Usage Measure) scores and the accorded response bases:

Benchmark RUM scores from the national survey

	Respondents	RUM
Overall	4,347	2.93
Gen Y	428	2.87
Gen X	916	2.93
Young Boomers	702	2.96
Older Boomers	867	2.94
Over 58 Years Old	1,362	2.96
Male	1,654	2.95
Female	2,631	2.90
Caucasian	3,436	2.96
African American	460	2.75
Hispanic	298	2.98
Other Ethnic Group	144	2.77
Subscriber	2,273	3.11
Newsstand	643	3.03
Public Place	754	2.13
Buyer	2,523	3.13
Non-buyer	1,147	2.42

39 Experiences Detailed with Their Consumer Descriptors

This section—highlighting the detailed descriptions of the 39 magazine experiences—provides two more pieces of information. The sentence in italics is Northwestern University’s our research team’s best effort to describe the overall experience in their words.

The bulleted statements make up each experience and come directly from the consumer questionnaire. These are the statements that respondents rated. Cluster analysis revealed which statements statistically “go together.” Correlating the overall rating (the average of all the statements that make up each experience) to RUM resulted in the correlation score. This document first reviews the motivators and then the inhibitors, in order of strength.

EXPERIENCE NAME	CORRELATION
I get value for my time and money	0.74

Readers experience the magazine as worth the time and money they spend on it. Because of this they look forward to the magazine and expect to continue reading it. They really want to read it and do not expect to ever find it boring. The value of the magazine would make it a good gift.

- It’s time well spent
- It’s worth every penny they charge for it
- I feel like I am getting a very good deal on this magazine
- I look forward to getting this magazine
- I expect to continue reading this magazine for a long time
- It’s hard to put down when I am really into it
- I want to read it cover-to-cover
- It’s never boring to read an issue
- I would think of it as a possible gift for a friend

The 35 Motivators

EXPERIENCE NAME	CORRELATION
It makes me smarter	0.68

Readers experience the magazine as stimulating their thinking about things that concern them. They feel they learn and get ideas from the magazine. They believe it's important to remember what they have read in the magazine.

- It addresses issues or topics of special concern to me
- I look at the magazine as educational; I am gaining something
- The magazine stimulates my thinking about things
- It updates me on things I try to keep up with
- I am mentally involved in the magazine while reading it
- Even if I disagree with things in the magazine, I feel like I have learned something
- I get ideas from the magazine
- I remember at least some of the things I have read in the magazine for a long time
- It's important to me that I remember later what I have read in the magazine

EXPERIENCE NAME	CORRELATION
It's my personal timeout	0.55

Readers experience the magazine as a way of relaxing. The magazine is an escape, reward, a luxury. It takes the reader's mind off the stresses of life and provides a quiet, comfortable time.

- It's a treat for me
- I like to kick back and wind down with it
- It's a quiet time
- Re-reading the magazine is my time alone
- My goal is to relax with the magazine
- When I read this magazine, I lose myself in the pleasure of reading it
- It's an escape
- I feel less stressed after reading it
- It's my reward for doing other things
- Reading this magazine is a little bit of a luxury
- The magazine takes my mind off other things that are going on
- It's important to me to get comfortable when I read it

EXPERIENCE NAME	CORRELATION
I often reflect on it	0.53

Readers experience the magazine as something they want to reflect on by reading more, re-reading, and/or pausing to think. They tend to use the table of contents to think about what they should read.

- I often re-read articles to get the most out of them
- It always leaves me wanting more
- I often pause while reading it to think about what I am reading
- It would be interesting to go back through old issues to see how things have changed
- I find the table of contents interesting

EXPERIENCE NAME	CORRELATION
The stories absorb me	0.51

Readers experience the articles in the magazine as good stories that they want to finish to the end. They feel that it would be difficult not to get something from the stories.

- It has good stories about things that happen and how they turn out
- It tries to include different sides of a story
- I value the way it presents the opinions of readers
- When I am reading a story in this magazine, I always want to find out how it ends
- Almost anyone could get something out of this magazine

EXPERIENCE NAME	CORRELATION
I learn things first here	0.50

Readers experience the magazine as being cool, in that it has things first, including new products, and it does a good job in bringing a lot of things together.

- The magazine itself is pretty cool
- You see things here first
- They pack a lot of information into it
- It's an avenue to learning about new products

EXPERIENCE NAME	CORRELATION
It's part of my routine	0.49

Readers experience the magazine as a routine and are comfortable that they know where to find things.

- I have settled into a routine while reading this magazine
- I always go through the same routine when I first get it
- I know the layout of the magazine well and where to find things

EXPERIENCE NAME	CORRELATION
I find the magazine high-quality and sophisticated	0.42

Readers experience the magazine as covering things in depth and in a professional and sophisticated way.

- It's very professional
- The articles really are in-depth
- The magazine is very sophisticated
- They do a good job of covering things; they don't miss things

EXPERIENCE NAME	CORRELATION
I trust it	0.42

Readers experience the magazine as telling the truth in an accurate, unbiased and un-sensational way.

- I trust it to tell the truth
- It does not sensationalize things
- You don't have to worry about accuracy with the magazine
- The magazine gives good advice
- It's unbiased in its reporting

EXPERIENCE NAME	CORRELATION
I feel good when I read it	0.42

Readers experience the magazine as improving their mood. It's funny or weird and makes them feel good and worry-free.

- It makes me laugh
- Overall, it leaves you with a good feeling
- I like stories in the magazine about weird things that can happen
- When reading this magazine, I am worry-free

EXPERIENCE NAME	CORRELATION
It's relevant and useful to me	0.41

Readers experience the magazine as relevant to their personal life. It leads them to new experiences and helps them to plan things they do or see. And it helps them to enjoy what they do more.

- The magazine leads me to new experiences
- It helps me plan what I see or do
- The magazine is relevant to my everyday life
- I can picture myself at the scene of the events and places described
- Reading this magazine adds to my enjoyment of other things I do

EXPERIENCE NAME	CORRELATION
It's brief and easy for me to read	0.41

Readers experience the magazine as a way to fill time. It can be read when the reader does not have much time and it can be picked up and put down without losing much.

- None of the articles are too long
- I like the short pieces you can read quickly
- If I don't have a lot of time, this magazine is perfect
- In reading the magazine, I always have a good sense of what I haven't read and what I want to read later
- It's easy to put down and come back to

EXPERIENCE NAME	CORRELATION
I build relationships by talking about and sharing it	0.41

Readers experience the magazine in terms of social relationships. They want others around them to read the magazine. Reading gives them a sense of social belonging and things to talk about that make them more interesting to others.

- I like to have the magazine around so that others might read it
- I show some things in the magazine to people in my family so they will understand
- Reading this magazine is a little like belonging to an organization or a group
- I bring up things I've read in the magazine in conversations with many other people
- A big reason I read is to make myself more interesting to other people
- I like for other people to know that I read this magazine

EXPERIENCE NAME	CORRELATION
I find unique and surprising things	0.38

Readers experience the magazine as always surprising and having unusual things. It's thus something you have to keep up with.

- It always has something that surprises me
- Some things you would only see in this magazine
- You can't go very long without reading it because you will far behind

EXPERIENCE NAME	CORRELATION
It improves me, and helps me try new things	0.35

Readers experience the magazine as improving their lives by getting them to try new things and by giving them tips on the right way to do things. In the same way, the magazine helps them to buy more too.

- The magazine gets me to try new things
- It shows me how to do things the right way
- I really like the tips in the magazine
- I use the magazine to learn how to make things
- It probably makes me more likely to buy the things I see in the magazine
- It helps me make up my mind and make decisions
- It makes me want to go shopping

EXPERIENCE NAME	CORRELATION
I save and refer to it	0.32

Readers experience the magazine as collecting. The magazine is a resource or reference. They like to save and read back issues.

- I save back issues for a period of time
- I sometimes go back to old issues to find things
- I collect the magazine

EXPERIENCE NAME	CORRELATION
I keep or share articles	0.30

Readers experience the magazine as easy to use. They tear out and send articles to others. They like to carry the magazine with them.

- I like to send people things from the magazine
- I tear out articles to keep
- I routinely carry the magazine with me

EXPERIENCE NAME	CORRELATION
I think others in the household would like it	0.30

Readers experience the magazine as having a female focus.

- Someone of the opposite sex would think it interesting
- Other people in my house enjoy the magazine
- This magazine is directed entirely toward females (this is a reverse factor question)

EXPERIENCE NAME	CORRELATION
It's for people like me	0.30

Readers experience the magazine as being for people like them, average people, and about situations they can identify with.

- The magazine deals with the same situations I find myself in with my friends
- It's mainly for people like me
- I like that it focuses on average people
- It fits my own political views

EXPERIENCE NAME	CORRELATION
It grabs me visually	0.29

Readers experience the magazine in a highly visual way. They spend time on and like the pictures. The pictures make them want to read.

- I look at the pictures and think, "Wow"
- I like to look at the pictures for awhile
- I sometimes show a picture in it to someone else
- The cover really makes me want to read the magazine
- The magazine uses pictures even if I don't read the story
- I like to look at the pictures even if I don't read the story
- Most often I look at the pictures before reading the article
- While I am reading the magazine, I like to picture things in my own mind

EXPERIENCE NAME	CORRELATION
I'm inspired	0.29

Readers experience the magazine as inspiring them to do things that others have done. It makes them feel good about themselves and value what they have.

- It inspires me in my own life
- It makes me feel like I can do things
- Reading this magazine makes me feel good about myself
- It makes me value what I have
- Reading it makes me want to match what others have done

EXPERIENCE NAME	CORRELATION
I get a sense of place	0.28

Readers experience the magazine as being taken to places in the magazine and feeling what they are like.

- This magazine gives me a feel for what different places are like
- The magazine makes me feel like I am there

EXPERIENCE NAME	CORRELATION
I'm touched	0.27

Readers experience the magazine as touching them emotionally. They see things about people that are good and that make them proud.

- Some articles touch me deep down
- It helps me to see that there are good people in the world
- The magazine definitely affects me emotionally
- It features people who make you proud

EXPERIENCE NAME	CORRELATION
I feel I know the writers	0.26

Readers experience the magazine as knowing writers in the magazine and getting to know people in the articles.

- I feel like I get to know the people writing the articles
- I look forward to reading certain writers

EXPERIENCE NAME	CORRELATION
I like seeing people of color in this magazine	0.25

Readers experience the magazine as including people of color.

- This magazine includes people of color
- I like seeing people of color in this magazine

EXPERIENCE NAME	CORRELATION
I like its seasonality	0.23

Readers experience the magazine as connecting to holidays and the time of year.

- They do a nice job of gearing things to the time of the year
- I particularly like to read articles connected to holidays

EXPERIENCE NAME	CORRELATION
I like some of the ads a lot	0.22

Readers experience the ads in the magazine as varying in interest. They like ads for unusual things or unusual ads.

- I read the ads for unusual things
- Advertising in this magazine says something about the brand being advertised
- I like how colorful the ads are
- Some of the ads interest me a lot; some do not interest me at all
- I read the ads because they are there

EXPERIENCE NAME	CORRELATION
It helps me keep track of celebrities	0.16

Readers experience the magazine as a way of celebrity watching. They like to see the “normal” lives of celebrities. This makes them more interested in checking out the cover of the magazine.

- I am very interested in the stories about celebrities
- You see how normal some well-known people can be
- I like to check out who is on the cover

EXPERIENCE NAME	CORRELATION
I relate to the ads	0.13

Readers experience the ads as relating to them and to the subject of the magazine.

- The ads are for someone like me
- Mostly the ads are for products related to the subject matter of the articles

EXPERIENCE NAME	CORRELATION
It requires me to focus	0.13

Readers experience the magazine in such a way that they cannot read if distractions, such as a TV, are present.

- I can read the magazine and watch TV at the same time (R)(R means the correlation is reversed; the reader does the opposite of the statement)
- I can't read it when there are too many distractions

EXPERIENCE NAME	CORRELATION
I read the ads	0.13

Readers experience the magazine as ads being a valuable part of the magazine. They consciously try to look at the ads and like the ads as much as the articles.

- I look at most of the ads
- I like the ads just as much as the articles
- I make a special effort to skip over and avoid the ads (R)
- I read the ads because they are there

EXPERIENCE NAME	CORRELATION
It reinforces my faith	0.06

Readers experience the magazine as reinforcing their religious beliefs.

- I think of the magazine as faith based
- The magazine reinforces my religious faith

EXPERIENCE NAME	CORRELATION
It helps me look good; it's sensual, even sexy	0.06

Readers experience the magazine in terms of sexual attraction. They like the sexual content of the magazine and/or they find the magazine helps them to become more sexually attractive.

- There are things in the magazine I find very sexy
- You could get an erotic dream or daydreams from reading this magazine
- There is a sensual aspect to the magazine
- The magazine helps me to understand the opposite sex better
- Occasionally the magazine tries to shock you
- You learn how to improve your appearance
- The magazine makes you want to get in shape
- It's more for single people

EXPERIENCE NAME	CORRELATION
I want more ad information	0.03

Readers experience a need for more detailed information in the ads.

- The ads could use more information about where to buy things
- The ads should include more information about prices

EXPERIENCE NAME	CORRELATION
This magazine's Web site is important to me	0.01

Readers experience the Web as an important part of the magazine and tend to read print less because of this.

- For me, the magazine's web site is an important part of the magazine
- I sometimes use the Internet to follow up on things I have read about in the magazine
- I read the magazine in print less than before because of the Internet

THE FOUR INHIBITORS

EXPERIENCE NAME	CORRELATION
<i>It disappoints me</i>	-0.73

Readers experience the magazine as too similar from issue to issue. It tends to be shallow or to cover too much and is not worth remembering. Consequently, the reader reads the magazine in a superficial and selective way. He or she tends not to finish articles and is conscious of reading less.

- Sometimes I feel it's the same from issue to issue
- I find myself reading less of the magazine than I used to
- It can be pretty shallow
- I find my mind wandering while reading this magazine
- I try to skim the articles I look at as quickly as I can
- Some of the articles I start but don't finish
- After finishing the magazine, I find it easy to put it out of my mind
- It tries to cover too much; they should split it up
- I only read the articles that I especially want to read
- It's mainly good for when I don't have anything else to do
- While I am reading the magazine, the activity going on in the room around me is also on my mind
- Some people would think this magazine is dumb

EXPERIENCE NAME	CORRELATION
<i>This magazine irritates me</i>	-0.24

Readers experience the magazine as not coming in a timely way and as annoying to find things in. They are also irritated by some of the articles.

- It's hard to follow in this magazine because they are continued on too many pages
- The page numbers are very hard to use
- Sometimes it comes too late to be relevant
- I know they will have articles on topics I cannot stand
- I wish I had more control over when I get it

EXPERIENCE NAME	CORRELATION
<i>I dislike some of the ads</i>	-0.19

Readers experience the ads as intrusive. The ads tend to get in the way of reading the magazine. Moreover, the ads tend to be too similar, or for things that are not relevant.

- The number of ads makes it harder to read the articles
- Sometimes the ads are over-the-top or weird
- I don't like that the ads are trying to sell me things
- All too often, the ads are sexist
- The ads are so similar in style they blend together
- Too many of the ads in the magazine are for things I am not going to buy
- Sometimes it's hard to tell whether something is an article or whether it's advertising

EXPERIENCE NAME	CORRELATION
<i>It leaves me feeling bad</i>	-0.01

Readers experience the magazine as making them worry about things and leaving them feeling bad.

- Some of the stories make me feel bad
- I worry about what I am reading about

Magazine Usage Drivers by Demographic

January 2004

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This report summarizes the magazine usage driver findings by demographic group. To summarize such a large volume of data, we have used the following convention:

Male: (Sample Size 1654)

Male	Overall Rank	Name	Overall Correlation	Male
1	2	<i>It disappoints me</i>	-0.73	0.97

- The first column ranks the experience in descending order for the demographic group in question.
- The second column shows where that experience falls in rank order for all respondents.
- The third column is the experience in question. (The Media Management Center has also developed a report that shows the specific statements from the questionnaire that make up each experience.)
- The fourth column shows the overall correlation between the experience and magazine readership.

Note: As outlined in the explanation above, the correlation measures the strength of the relationship between the experience and magazine readership. Higher correlations indicate strong relationships between the experience and magazine readership. The correlation measures the “bang for the buck” you can expect to receive by improving that particular reading experience.

- The fifth column shows the correlation between the experience and magazine readership exclusively for the demographic group in question. By comparing the overall correlation to the subgroup correlation, you can identify particularly strong drivers for the group you are interested in.

Things you should recall when reviewing these charts

1. There are 39 experiences overall. Because magazines should focus primarily on the experiences with the most potential to drive magazine usage for the targeted subgroup, these charts identify the top 15 experiences for each subgroup.
 - a. Not surprisingly, the strongest drivers are common to many of the demographic groups.
 - b. In fact, as stated elsewhere, three experiences are at or near the top for almost every group. These include:
 - i. I get value for my time and money
 - ii. *It disappoints me*
 - iii. It makes me smarter
 - c. To draw attention to these experiences, the names of these three have been underlined in each chart.
 - d. Sample sizes are listed in parenthesis.
2. A few of the experiences thwart magazine usage. This means that the more readers experience this experience, the less they read. *The names of the inhibiting experiences are highlighted in italics.*
3. Statistical analysis shows that differences of 0.1 or greater are statistically significant.
 - a. Cases where the correlation for a specific demographic group is **stronger** than the correlation for all respondents overall are **bolded**. The interpretation is that, for the particular demographic group, this experience is a relatively strong driver.
 - b. Cases where the correlation for a specific demographic group is weaker than the correlation for all respondents overall are underlined. The interpretation is that, for the particular demographic group, this experience is a relatively weak driver.
4. Benchmark RUM scores from the national survey along with respondent counts can be found/referenced in section 2-B of the tool kit.

Our Recommendation: Review the following tables looking first at the strongest drivers for the demographic group in question. Results are already ranked in descending order to facilitate this kind of review. Look at the **bold** or underlined correlations only after acknowledging where the experience fits into the overall picture.

For example, the selection taken from the chart for males shows that “I get value for my time and money” has a correlation of .81. Even though “I think others in the household...” is **bold**, “value for the money” is still a much stronger readership driver. The highlight simply indicates that *compared to other demographic subgroups* “I think others in the household...” is a significantly stronger driver for males.

Male	Overall Rank	Name	Overall Correlation	Male
2	1	<u>I get value for my time and money</u>	0.74	0.81
13	19	I think others in the household would enjoy the magazine	0.30	0.46

For your reference, all 39 experiences are listed at the end of this report, ranked by overall correlation to readership, and explanations of the various reader segments are listed on page 3, the 39 Magazine Experiences.

Gender

Male: (Sample Size 1654)

Male	Overall Rank	Name	Overall Correlation	Male
1	2	<u>It disappoints me</u>	-0.73	-0.97
2	1	<u>I get value for my time and money</u>	0.74	0.81
3	3	<u>It makes me smarter</u>	0.68	0.78
4	6	The stories absorb me	0.51	0.63
5	7	I learn things first here	0.50	0.61
6	5	I often reflect on it	0.53	0.58
7	4	It's my personal timeout	0.55	0.50
8	12	It's relevant and useful to me	0.41	0.49
9	10	I trust it	0.42	0.48
10	14	I build relationships by talking about and sharing it	0.41	0.47
11	8	It's part of my routine	0.49	0.47
12	9	I find the magazine high-quality and sophisticated	0.42	0.46
13	19	I think others in the household would enjoy the magazine	0.30	0.46
14	15	I find unique and surprising things	0.38	0.43

Female: (Sample Size 2631)

Female	Overall Rank	Name	Overall Correlation	Female
1	1	<u>I get value for my time and money</u>	0.74	0.71
2	3	<u>It makes me smarter</u>	0.68	0.60
3	4	It's my personal timeout	0.55	0.59
4	2	<u>It disappoints me</u>	-0.73	-0.56
5	11	I feel good when I read it	0.42	0.49
6	6	The stories absorb me	0.51	0.49
7	8	It's part of my routine	0.49	0.48
8	5	I often reflect on it	0.53	0.48
9	7	I learn things first here	0.50	0.45
10	9	I find the magazine high-quality and sophisticated	0.42	0.44
11	14	I build relationships by talking about and sharing it	0.41	0.44
12	10	I trust it	0.42	0.41
13	12	It's relevant and useful to me	0.41	0.38
14	13	It's brief and easy for me to read	0.41	0.37
15	16	It improves me, and helps me try new things	0.35	0.36

Age Cohort

Generation Y: People born between 1977 and 1990. Technically Gen Y covers the generation born between 1977 and 1995. However, this study includes only people age 13 and over. (Sample Size 428)

Gen Y	Overall Rank	Name	Overall Correlation	Gen Y
1	1	<u>I get value for my time and money</u>	0.74	0.88
2	2	<u>It disappoints me</u>	-0.73	-0.87
3	3	<u>It makes me smarter</u>	0.68	0.72
4	6	The stories absorb me	0.51	0.68
5	11	I feel good when I read it	0.42	0.64
6	14	I build relationships by talking about and sharing it	0.41	0.64
7	5	I often reflect on it	0.53	0.63
8	4	It's my personal timeout	0.55	0.61
9	7	I learn things first here	0.50	0.56
10	9	I find the magazine high-quality and sophisticated	0.42	0.55
11	24	I'm touched	0.27	0.53
12	16	It improves me, and helps me try new things	0.35	0.53
13	12	It's relevant and useful to me	0.41	0.52
14	8	It's part of my routine	0.49	0.51
15	17	I save and refer to it	0.32	0.47

Generation X: People born between 1965 and 1976 (Sample Size 916)

Gen X	Overall Rank	Name	Overall Correlation	Gen X
1	1	<u>I get value for my time and money</u>	0.74	0.77
2	3	<u>It makes me smarter</u>	0.68	0.71
3	2	<u>It disappoints me</u>	-0.73	-0.66
4	7	I learn things first here	0.50	0.59
5	11	I feel good when I read it	0.42	0.58
6	13	It's brief and easy for me to read	0.41	0.57
7	12	It's relevant and useful to me	0.41	0.56
8	10	I trust it	0.42	0.54
9	6	The stories absorb me	0.51	0.54
10	5	I often reflect on it	0.53	0.54
11	4	It's my personal timeout	0.55	0.51
12	14	I build relationships by talking about and sharing it	0.41	0.47
13	9	I find the magazine high-quality and sophisticated	0.42	0.46
14	16	It improves me, and helps me try new things	0.35	0.45
15	8	It's part of my routine	0.49	0.42

Young Boomers: People born between 1956 and 1964 (Sample Size 702)

Boomer Young	Overall Rank	Name	Overall Correlation	Boomer Young
1	3	<u>It makes me smarter</u>	0.68	0.70
2	2	<u>It disappoints me</u>	-0.73	-0.68
3	1	<u>I get value for my time and money</u>	0.74	<u>0.63</u>
4	4	It's my personal timeout	0.55	0.54
5	6	The stories absorb me	0.51	0.48
6	7	I learn things first here	0.50	0.47
7	8	It's part of my routine	0.49	0.43
8	10	I trust it	0.42	0.42
9	9	I find the magazine high-quality and sophisticated	0.42	0.41
10	5	I often reflect on it	0.53	<u>0.39</u>
11	14	I build relationships by talking about and sharing it	0.41	0.35
12	19	I think others in the household would enjoy the magazine	0.30	0.32
13	13	It's brief and easy for me to read	0.41	0.32
14	17	I save and refer to it	0.32	0.31
15	12	It's relevant and useful to me	0.41	<u>0.29</u>

Older Boomers: People born between 1946 and 1955 (Sample Size 867)

Older Boomers	Overall Rank	Name	Overall Correlation	Older Boomers
1	1	<u>I get value for my time and money</u>	0.74	0.71
2	2	<u>It disappoints me</u>	-0.73	-0.70
3	3	<u>It makes me smarter</u>	0.68	0.62
4	8	It's part of my routine	0.49	0.56
5	5	I often reflect on it	0.53	0.50
6	4	It's my personal timeout	0.55	0.48
7	6	The stories absorb me	0.51	0.46
8	7	I learn things first here	0.50	0.44
9	9	I find the magazine high-quality and sophisticated	0.42	0.44
10	15	I find unique and surprising things	0.38	0.40
11	14	I build relationships by talking about and sharing it	0.41	0.40
12	13	It's brief and easy for me to read	0.41	0.37
13	21	It grabs me visually	0.29	0.35
14	10	I trust it	0.42	0.33
15	25	I feel I know the writers	0.26	0.32

Over 58 Years Old: People born prior to 1946 (Sample Size 1362)

	Overall		Overall	
58+	Rank	Name	Correlation	Age 58+
1	2	<u><i>It disappoints me</i></u>	-0.73	-0.72
2	1	<u>I get value for my time and money</u>	0.74	0.72
3	3	<u>It makes me smarter</u>	0.68	0.67
4	5	I often reflect on it	0.53	0.55
5	6	The stories absorb me	0.51	0.53
6	13	It's brief and easy for me to read	0.41	0.51
7	4	It's my personal timeout	0.55	0.51
8	8	It's part of my routine	0.49	0.48
9	7	I learn things first here	0.50	0.44
10	11	I feel good when I read it	0.42	0.42
11	10	I trust it	0.42	0.41
12	15	I find unique and surprising things	0.38	0.38
13	9	I find the magazine high-quality and sophisticated	0.42	0.38
14	12	It's relevant and useful to me	0.41	0.35
15	14	I build relationships by talking about and sharing it	0.41	0.34

Gender and Age

Gen Y Females: (Sample Size 273)

Gen Y Female	Overall Rank	Name	Overall Correlation	FgenY
1	1	<u>I get value for my time and money</u>	0.74	0.81
2	11	I feel good when I read it	0.42	0.72
3	4	It's my personal timeout	0.55	0.60
4	9	I find the magazine high-quality and sophisticated	0.42	0.60
5	14	I build relationships by talking about and sharing it	0.41	0.58
6	5	I often reflect on it	0.53	-0.57
7	2	<u>It disappoints me</u>	-0.73	<u>0.57</u>
8	3	<u>It makes me smarter</u>	0.68	<u>0.56</u>
9	6	The stories absorb me	0.51	0.54
10	21	It grabs me visually	0.29	0.50
11	15	I find unique and surprising things	0.38	0.46
12	16	It improves me, and helps me try new things	0.35	0.44
13	24	I'm touched	0.27	0.44
14	7	I learn things first here	0.50	0.44
15	10	I trust it	0.42	0.42

Gen X Females: (Sample Size 593)

Gen X Female	Overall Rank	Name	Overall Correlation	FgenX
1	1	<u>I get value for my time and money</u>	0.74	0.74
2	3	<u>It makes me smarter</u>	0.68	0.65
3	4	It's my personal timeout	0.55	0.61
4	11	I feel good when I read it	0.42	0.57
5	2	<u>It disappoints me</u>	-0.73	<u>-0.56</u>
6	8	It's part of my routine	0.49	0.54
7	13	It's brief and easy for me to read	0.41	0.53
8	7	I learn things first here	0.50	0.52
9	5	I often reflect on it	0.53	0.52
10	6	The stories absorb me	0.51	0.48
11	10	I trust it	0.42	0.47
12	12	It's relevant and useful to me	0.41	0.46
13	14	I build relationships by talking about and sharing it	0.41	0.45
14	25	I feel I know the writers	0.26	0.43
15	24	I'm touched	0.27	0.40

Females Gen X and Gen Y Combined: (Sample Size 866)

Female Gen XY	Overall Rank	Name	Overall Correlation	Female Gen XY
1	1	<u>I get value for my time and money</u>	0.74	0.78
2	3	<u>It makes me smarter</u>	0.68	0.63
3	11	I feel good when I read it	0.42	0.63
4	4	It's my personal timeout	0.55	0.62
5	2	<u>It disappoints me</u>	-0.73	<u>-0.56</u>
6	5	I often reflect on it	0.53	0.55
7	14	I build relationships by talking about and sharing it	0.41	0.52
8	6	The stories absorb me	0.51	0.52
9	9	I find the magazine high-quality and sophisticated	0.42	0.50
10	7	I learn things first here	0.50	0.48
11	8	It's part of my routine	0.49	0.46
12	10	I trust it	0.42	0.46
13	24	I'm touched	0.27	0.43
14	12	It's relevant and useful to me	0.41	0.42
15	16	It improves me, and helps me try new things	0.35	0.41

Gen Y Male: (Sample Size 152)

Gen Y Male	Overall Rank	Name	Overall Correlation	Gen Y Male
1	2	<u>It disappoints me</u>	-0.73	-1.30
2	1	<u>I get value for my time and money</u>	0.74	0.96
3	3	<u>It makes me smarter</u>	0.68	0.92
4	6	The stories absorb me	0.51	0.88
5	27	<i>This magazine irritates me</i>	0.24	0.79
6	14	I build relationships by talking about and sharing it	0.41	0.75
7	7	I learn things first here	0.50	0.74
8	20	It's for people like me	0.30	0.73
9	12	It's relevant and useful to me	0.41	0.71
10	8	It's part of my routine	0.49	0.71
11	5	I often reflect on it	0.53	0.68
12	4	It's my personal timeout	0.55	0.62
13	24	I'm touched	0.27	0.61
14	17	I save and refer to it	0.32	0.60
15	19	I think others in the household would enjoy the magazine	0.30	0.58

Gen X Male: (Sample Size 323)

GenX Male	Overall Rank	Name	Overall Correlation	GenX Male
1	2	<u><i>It disappoints me</i></u>	-0.73	-0.83
2	1	<u>I get value for my time and money</u>	0.74	0.82
3	3	<u>It makes me smarter</u>	0.68	0.75
4	7	I learn things first here	0.50	0.69
5	12	It's relevant and useful to me	0.41	0.68
6	13	It's brief and easy for me to read	0.41	0.65
7	6	The stories absorb me	0.51	0.64
8	10	I trust it	0.42	0.63
9	11	I feel good when I read it	0.42	0.61
10	19	I think others in the household would enjoy the magazine	0.30	0.61
11	5	I often reflect on it	0.53	0.58
12	16	It improves me, and helps me try new things	0.35	0.56
13	9	I find the magazine high-quality and sophisticated	0.42	0.55
14	15	I find unique and surprising things	0.38	0.51
15	21	It grabs me visually	0.29	0.50

Males Gen X and Gen Y Combined: (Sample Size 475)

Male Gen XY	Overall Rank	Name	Overall Correlation	Male Gen XY
1	2	<u><i>It disappoints me</i></u>	-0.73	-1.08
2	1	<u>I get value for my time and money</u>	0.74	0.90
3	3	<u>It makes me smarter</u>	0.68	0.82
4	6	The stories absorb me	0.51	0.74
5	7	I learn things first here	0.50	0.71
6	12	It's relevant and useful to me	0.41	0.70
7	5	I often reflect on it	0.53	0.62
8	14	I build relationships by talking about and sharing it	0.41	0.60
9	11	I feel good when I read it	0.42	0.59
10	16	It improves me, and helps me try new things	0.35	0.58
11	19	I think others in the household would enjoy the magazine	0.30	0.56
12	10	I trust it	0.42	0.56
13	27	<i>This magazine irritates me</i>	-0.24	-0.53
14	9	I find the magazine high-quality and sophisticated	0.42	0.52
15	20	It's for people like me	0.30	0.52

Male Boomers and Older: (Sample Size 1167)

Male Boomer+	Overall Rank	Name	Overall Correlation	Male Boomer+
1	2	<u>It disappoints me</u>	-0.73	-0.88
2	3	<u>It makes me smarter</u>	0.68	0.75
3	1	<u>I get value for my time and money</u>	0.74	0.73
4	5	I often reflect on it	0.53	0.56
5	6	The stories absorb me	0.51	0.54
6	7	I learn things first here	0.50	0.49
7	4	It's my personal timeout	0.55	0.49
8	8	It's part of my routine	0.49	0.46
9	9	I find the magazine high-quality and sophisticated	0.42	0.41
10	10	I trust it	0.42	0.41
11	13	It's brief and easy for me to read	0.41	0.40
12	15	I find unique and surprising things	0.38	0.38
13	19	I think others in the household would enjoy the magazine	0.30	0.37
14	14	I build relationships by talking about and sharing it	0.41	0.37
15	20	It's for people like me	0.30	0.30

Female Boomers and Older: (Sample Size 1750)

Female Boomer+	Overall Rank	Name	Overall Correlation	Female Boomer+
1	1	<u>I get value for my time and money</u>	0.74	0.71
2	3	<u>It makes me smarter</u>	0.68	0.60
3	4	It's my personal timeout	0.55	0.59
4	2	<u>It disappoints me</u>	-0.73	<u>-0.56</u>
5	11	I feel good when I read it	0.42	0.49
6	6	The stories absorb me	0.51	0.49
7	8	It's part of my routine	0.49	0.48
8	5	I often reflect on it	0.53	0.48
9	7	I learn things first here	0.50	0.45
10	9	I find the magazine high-quality and sophisticated	0.42	0.44
11	14	I build relationships by talking about and sharing it	0.41	0.44
12	10	I trust it	0.42	0.41
13	12	It's relevant and useful to me	0.41	0.38
14	13	It's brief and easy for me to read	0.41	0.37
15	16	It improves me, and helps me try new things	0.35	0.36

Ethnicity

Hispanic: (Sample Size 298)

Hispanic	Overall Rank	Name	Overall Correlation	Hispanic
1	2	<u><i>It disappoints me</i></u>	-0.73	-0.85
2	3	<u><i>It makes me smarter</i></u>	0.68	0.69
3	1	<u><i>I get value for my time and money</i></u>	0.74	0.65
4	6	The stories absorb me	0.51	0.59
5	11	I feel good when I read it	0.42	0.48
6	7	I learn things first here	0.50	0.46
7	16	It improves me, and helps me try new things	0.35	0.39
8	27	<i>This magazine irritates me</i>	-0.24	-0.37
9	19	I think others in the household would enjoy the magazine	0.30	0.37
10	12	It's relevant and useful to me	0.41	0.37
11	30	<i>I dislike some of the ads</i>	-0.19	-0.37
12	5	I often reflect on it	0.53	<u>0.36</u>
13	9	I find the magazine high-quality and sophisticated	0.42	0.34
14	34	I read the ads	0.13	0.34
15	13	It's brief and easy for me to read	0.41	0.33

African American: (Sample Size 460)

Black	Overall Rank	Name	Overall Correlation	African American
1	3	<u><i>It makes me smarter</i></u>	0.68	0.67
2	1	<u><i>I get value for my time and money</i></u>	0.74	<u>0.58</u>
3	6	The stories absorb me	0.51	0.49
4	2	<u><i>It disappoints me</i></u>	-0.73	<u>-0.47</u>
5	14	I build relationships by talking about and sharing it	0.41	0.44
6	24	I'm touched	0.27	0.44
7	21	It grabs me visually	0.29	0.42
8	12	It's relevant and useful to me	0.41	0.41
9	23	I get a sense of place	0.28	0.40
10	19	I think others in the household would enjoy the magazine	0.30	0.40
11	15	I find unique and surprising things	0.38	0.38
12	8	It's part of my routine	0.49	<u>0.38</u>
13	4	It's my personal timeout	0.55	<u>0.36</u>
14	7	I learn things first here	0.50	<u>0.36</u>
15	11	I feel good when I read it	0.42	0.35

Caucasian: (Sample Size 3436)

Caucasian	Overall Rank	Name	Overall Correlation	Caucasian
1	1	<u>I get value for my time and money</u>	0.74	0.79
2	2	<u>It disappoints me</u>	-0.73	-0.77
3	3	<u>It makes me smarter</u>	0.68	0.68
4	5	I often reflect on it	0.53	0.60
5	4	It's my personal timeout	0.55	0.59
6	6	The stories absorb me	0.51	0.58
7	7	I learn things first here	0.50	0.56
8	8	It's part of my routine	0.49	0.51
9	9	I find the magazine high-quality and sophisticated	0.42	0.50
10	14	I build relationships by talking about and sharing it	0.41	0.49
11	11	I feel good when I read it	0.42	0.47
12	10	I trust it	0.42	0.46
13	12	It's relevant and useful to me	0.41	0.46
14	15	I find unique and surprising things	0.38	0.40
15	13	It's brief and easy for me to read	0.41	0.40

Other Ethnic Group: (Sample Size 144)

Race:	Overall Rank	Name	Overall Correlation	Other Ethnic Group
Other	3	<u>It makes me smarter</u>	0.68	0.98
	1	<u>I get value for my time and money</u>	0.74	0.91
	2	<u>It disappoints me</u>	-0.73	-0.86
	13	It's brief and easy for me to read	0.41	0.62
	7	I learn things first here	0.50	0.61
	5	I often reflect on it	0.53	0.60
	8	It's part of my routine	0.49	0.58
	10	I trust it	0.42	0.56
	30	<i>I dislike some of the ads</i>	-0.19	-0.53
	4	It's my personal timeout	0.55	0.53
	11	I feel good when I read it	0.42	0.52
	29	I like some of the ads a lot	0.22	0.47
	9	I find the magazine high-quality and sophisticated	0.42	0.43
	27	<i>This magazine irritates me</i>	-0.24	-0.42
	6	The stories absorb me	0.51	0.42

Ethnicity and Gender

For this section, we have included all males (or all females) to show how various ethnic groups differ not only from the population as a whole but also from their Caucasian counterparts.

African American Male: (Sample Size 144)

African American Male	Overall Rank	Name	Overall Correlation	African American Male	African American Male
1	3	<u>It makes me smarter</u>	0.68	0.78	0.92
2	1	<u>I get value for my time and money</u>	0.74	0.81	0.82
3	2	<u>It disappoints me</u>	-0.73	-0.97	-0.77
4	12	It's relevant and useful to me	0.41	0.49	0.68
5	6	The stories absorb me	0.51	0.63	0.62
6	27	<i>This magazine irritates me</i>	-0.24	-0.35	-0.59
7	23	I get a sense of place	0.28	0.29	0.59
8	17	I save and refer to it	0.32	0.39	0.55
9	24	I'm touched	0.27	0.28	0.53
10	7	I learn things first here	0.50	0.61	0.53
11	15	I find unique and surprising things	0.38	0.43	0.50
12	20	It's for people like me	0.30	0.41	0.48
13	16	It improves me, and helps me try new things	0.35	0.40	0.47
14	19	I think others in the household would enjoy the magazine	0.30	0.46	0.46
15	21	It grabs me visually	0.29	0.28	0.44

African American Female: (Sample Size 300)

African American Female	Overall Rank	Name	Overall Correlation	African American Female	African American Female
1	3	<u>It makes me smarter</u>	0.68	0.60	<u>0.54</u>
2	6	The stories absorb me	0.51	0.49	0.49
3	14	I build relationships by talking about and sharing it	0.41	0.44	0.47
4	13	It's brief and easy for me to read	0.41	0.37	0.46
5	1	<u>I get value for my time and money</u>	0.74	0.71	<u>0.45</u>
6	24	I'm touched	0.27	0.35	0.45
7	4	It's my personal timeout	0.55	0.59	<u>0.43</u>
8	26	I like seeing people of color in this magazine	0.25	0.30	0.43
9	8	It's part of my routine	0.49	0.48	0.41
10	10	I trust it	0.42	0.41	0.41
11	11	I feel good when I read it	0.42	0.49	0.40
12	21	It grabs me visually	0.29	0.32	0.39
13	5	I often reflect on it	0.53	0.48	<u>0.39</u>
14	28	I like its seasonality	0.23	0.28	0.37
15	15	I find unique and surprising things	0.38	0.34	0.35

Hispanic Male: (Sample Size 116)

Hispanic Male	Overall Rank	Name	Overall Correlation	Male	Hispanic Male
1	2	<u><i>It disappoints me</i></u>	-0.73	-0.97	-1.06
2	3	<u><i>It makes me smarter</i></u>	0.68	0.78	0.80
3	1	<u><i>I get value for my time and money</i></u>	0.74	0.81	<u>0.61</u>
4	7	I learn things first here	0.50	0.61	0.61
5	30	<i>I dislike some of the ads</i>	-0.19	-0.29	-0.59
6	6	The stories absorb me	0.51	0.63	0.58
7	27	<i>This magazine irritates me</i>	-0.24	-0.35	-0.55
8	19	I think others in the household would enjoy the magazine	0.30	0.46	0.46
9	39	<i>It leaves me feeling bad</i>	-0.01	-0.05	-0.36
10	15	I find unique and surprising things	0.38	0.43	0.30
11	5	I often reflect on it	0.53	0.58	<u>0.30</u>
12	38	This magazine's Web site is important to me	0.01	0.05	0.29
13	36	It helps me look good; it's sensual, even sexy	0.06	0.01	0.27
14	17	I save and refer to it	0.32	0.39	0.27
15	14	I build relationships by talking about and sharing it	0.41	0.47	<u>0.26</u>

Hispanic Female: (Sample Size 182)

Hispanic Female	Overall Rank	Name	Overall Correlation	Female	Hispanic Female
1	1	<u><i>I get value for my time and money</i></u>	0.74	0.71	0.66
2	2	<u><i>It disappoints me</i></u>	-0.73	<u>-0.56</u>	<u>-0.65</u>
3	4	It's my personal timeout	0.55	0.59	0.61
4	11	I feel good when I read it	0.42	0.49	0.60
5	6	The stories absorb me	0.51	0.49	0.55
6	3	<u><i>It makes me smarter</i></u>	0.68	0.60	<u>0.55</u>
7	12	It's relevant and useful to me	0.41	0.38	0.42
8	26	I like seeing people of color in this magazine	0.25	0.30	0.41
9	5	I often reflect on it	0.53	0.48	<u>0.41</u>
10	28	I like its seasonality	0.23	0.28	0.40
11	10	I trust it	0.42	0.41	0.39
12	16	It improves me, and helps me try new things	0.35	0.36	0.39
13	8	It's part of my routine	0.49	0.48	<u>0.37</u>
14	34	I read the ads	0.13	0.14	0.35
15	22	I'm inspired	0.29	0.29	0.34

Acquisition

Although the method by which a magazine was acquired is not a demographic group, it is an issue the industry has expressed considerable interest in. As a result, the Media Management Center ran the same experimental analysis by method of acquisition. As the tables show, the way readers obtain magazines does not have a strong impact on the readership drivers, based on the following definitions:

Subscriber: Respondent either typically subscribes to the magazine or lives in the household with the subscriber

Newsstand: Respondent either typically buys magazine on newsstand or lives in the household with the newsstand buyer

Reads In Public: Respondent typically obtains copy from someone outside outside his/her household

Buyers: Respondent typically obtains copy via subscription or on newsstand

Don't buy: Respondent typically obtains copy from a source other than on the newsstand or via subscription

Subscriber: (Sample Size 2273)

Subscriber	Overall Rank	Name	Overall Correlation	Subscriber
1	2	<u><i>It disappoints me</i></u>	-0.73	-0.72
2	1	<u>I get value for my time and money</u>	0.74	0.67
3	3	<u>It makes me smarter</u>	0.68	0.64
4	5	I often reflect on it	0.53	0.53
5	4	It's my personal timeout	0.55	0.52
6	6	The stories absorb me	0.51	0.51
7	7	I learn things first here	0.50	0.50
8	11	I feel good when I read it	0.42	0.43
9	9	I find the magazine high-quality and sophisticated	0.42	0.42
10	14	I build relationships by talking about and sharing it	0.41	0.41
11	12	It's relevant and useful to me	0.41	0.40
12	8	It's part of my routine	0.49	<u>0.37</u>
13	15	I find unique and surprising things	0.38	0.37
14	10	I trust it	0.42	0.36
15	16	It improves me, and helps me try new things	0.35	0.33

Newsstand: (Sample Size 643)

Newsstand	Overall Rank	Name	Overall Correlation	Single Copy
1	1	<u>I get value for my time and money</u>	0.74	0.72
2	2	<u>It disappoints me</u>	-0.73	<u>-0.63</u>
3	3	<u>It makes me smarter</u>	0.68	0.60
4	5	I often reflect on it	0.53	0.47
5	7	I learn things first here	0.50	0.47
6	14	I build relationships by talking about and sharing it	0.41	0.46
7	11	I feel good when I read it	0.42	0.46
8	4	It's my personal timeout	0.55	<u>0.45</u>
9	6	The stories absorb me	0.51	0.43
10	17	I save and refer to it	0.32	0.43
11	8	It's part of my routine	0.49	0.42
12	12	It's relevant and useful to me	0.41	0.41
13	16	It improves me, and helps me try new things	0.35	0.40
14	9	I find the magazine high-quality and sophisticated	0.42	0.40
15	10	I trust it	0.42	0.36

Public Place: (Sample Size 754)

Reads in Public	Overall Rank	Name	Overall Correlation in Public	Reads
1	1	<u>I get value for my time and money</u>	0.74	<u>0.57</u>
2	3	<u>It makes me smarter</u>	0.68	<u>0.50</u>
3	2	<u>It disappoints me</u>	-0.73	<u>-0.47</u>
4	6	The stories absorb me	0.51	0.46
5	13	It's brief and easy for me to read	0.41	0.43
6	5	I often reflect on it	0.53	<u>0.39</u>
7	11	I feel good when I read it	0.42	0.35
8	4	It's my personal timeout	0.55	<u>0.33</u>
9	7	I learn things first here	0.50	<u>0.32</u>
10	8	It's part of my routine	0.49	<u>0.32</u>
11	19	I think others in the household would enjoy the magazine	0.30	0.32
12	10	I trust it	0.42	<u>0.32</u>
13	24	I'm touched	0.27	0.30
14	14	I build relationships by talking about and sharing it	0.41	<u>0.29</u>
15	26	I like seeing people of color in this magazine	0.25	0.28

Buyers: (Sample Size 2523)

Buyers	Overall Rank	Name	Overall Correlation	Buyers
1	2	<u><i>It disappoints me</i></u>	-0.73	-0.73
2	1	<u>I get value for my time and money</u>	0.74	0.68
3	3	<u>It makes me smarter</u>	0.68	0.65
4	5	I often reflect on it	0.53	0.52
5	7	I learn things first here	0.50	0.51
6	4	It's my personal timeout	0.55	0.51
7	6	The stories absorb me	0.51	0.49
8	11	I feel good when I read it	0.42	0.45
9	9	I find the magazine high-quality and sophisticated	0.42	0.42
10	14	I build relationships by talking about and sharing it	0.41	0.41
11	12	It's relevant and useful to me	0.41	0.40
12	8	It's part of my routine	0.49	<u>0.38</u>
13	10	I trust it	0.42	0.36
14	15	I find unique and surprising things	0.38	0.35
15	16	It improves me and helps me try new things	0.35	0.34

Non-buyer: (Sample Size 1147)

Non-buyer	Overall Rank	Name	Overall Correlation	Non-buyer
1	1	<u>I get value for my time and money</u>	0.74	0.67
2	3	<u>It makes me smarter</u>	0.68	<u>0.57</u>
3	2	<u><i>It disappoints me</i></u>	-0.73	<u>-0.56</u>
4	6	The stories absorb me	0.51	0.52
5	19	I think others in the household would enjoy the magazine	0.30	0.43
6	5	I often reflect on it	0.53	<u>0.43</u>
7	8	It's part of my routine	0.49	0.41
8	7	I learn things first here	0.50	<u>0.40</u>
9	13	It's brief and easy for me to read	0.41	0.40
10	4	It's my personal timeout	0.55	<u>0.40</u>
11	14	I build relationships by talking about and sharing it	0.41	0.40
12	11	I feel good when I read it	0.42	0.39
13	10	I trust it	0.42	0.37
14	12	It's relevant and useful to me	0.41	0.35
15	9	I find the magazine high-quality and sophisticated	0.42	0.35

Comprehensive List of Experiences

Overall Rank	Name	Overall Correlation to Readership
1	<u>I get value for my time and money</u>	0.74
2	<i>It disappoints me</i>	-0.73
3	<u>It makes me smarter</u>	0.68
4	It's my personal timeout	0.55
5	I often reflect on it	0.53
6	The stories absorb me	0.51
7	I learn things first here	0.50
8	It's part of my routine	0.49
9	I find the magazine high-quality and sophisticated	0.42
10	I trust it	0.42
11	I feel good when I read it	0.42
12	It's relevant and useful to me	0.41
13	It's brief and easy for me to read	0.41
14	I build relationships by talking about and sharing it	0.41
15	I find unique and surprising things	0.38
16	It improves me, and helps me try new things	0.35
17	I save and refer to it	0.32
18	I keep or share articles	0.30
19	I think others in the household would enjoy the magazine	0.30
20	It's for people like me	0.30
21	It grabs me visually	0.29
22	I'm inspired	0.29
23	I get a sense of place	0.28
24	I'm touched	0.27
25	I feel I know the writers	0.26
26	I like seeing people of color in this magazine	0.25
27	<i>This magazine irritates me</i>	-0.24
28	I like its seasonality	0.23
29	I like some of the ads a lot	0.22
30	<i>I dislike some of the ads</i>	-0.19
31	It helps me keep track of celebrities	0.16
32	I relate to the ads	0.13
33	It requires me to focus	0.13
34	I read the ads	0.13
35	It reinforces my faith	0.06
36	It helps me look good; it's sensual, even sexy	0.06
37	I want more ad information	0.03
38	This magazine's Web site is important to me	0.01
39	<i>It leaves me feeling bad</i>	-0.01