

## Detailed Results of the User Engagement Study

**For more information:**

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### Overview

Studies of tens of thousands of consumers by the Media Management Center and its Readership Institute from 2001 to 2004 identified the experiences that cause people to engage with – or disengage from – print media.

Now, in new research with the Online Publishers Association, we identify 22 experiences that drive Web site usage. This document provides additional detail about the demographic and Web site category differences across the 22 experiences. Before reading this document, you should already be familiar with the research overview and the presentation of results. This information can be found at [www.mediamanagementcenter.org/research/onlineoverview.asp](http://www.mediamanagementcenter.org/research/onlineoverview.asp).

### Summary Table

In the table below experiences are rank ordered, at left, by their impact on usage (those at the top of the list are the strongest drivers of usage). The number in the second column is the regression coefficient from the analysis: the higher the number, the stronger its correlation to usage.

The table also shows, at right, the average (mean) experience level on a 1-5 scale – the level at which the experience is currently felt. The column at far right shows the relative ranking. For instance, most-felt is “A credible safe place”; least-felt is “My guilty pleasure.”

Impact on usage		Experience Summary Sheet	Experience level	
Rank	Score		Mean	Rank
1	0.637	Entertains and absorbs me	3.23	5
2	0.619	Looks out for people like me	3.26	4
3	0.606	Regular part of my day	2.74	17
4	0.560	My personal timeout	2.87	13
5	0.547	A credible, safe place	3.38	1
6	0.544	Connects me with others	2.83	15
7	0.532	Touches me and expands my views	3.02	9
8	0.500	Makes me smarter	3.37	3
9	0.497	Turned on by ads	2.68	18
10	0.491	Easy to use	3.37	2
11	0.482	Helps and improves me	2.98	10
12	0.479	Worth saving and sharing	2.66	19
13	0.477	Tailored for me	2.92	11
14	0.457	Guides me to other media	3.12	7
15	0.455	Makes me feel I belong	2.83	14
16	0.418	A way to fill my time	2.87	12
17	0.406	Gives me something to talk about	3.09	8
18	0.406	My guilty pleasure	2.32	22
19	0.341	Tries to persuade me	2.77	16
20	0.170	Too much	2.58	20
21	0.074	Worries me	2.52	21
22	0.053	Annoyed by the ads	3.20	6

## How to read the rest of this document

There are 22 distinct experiences, describing how people interact with and relate to Web sites. For each we provide six pieces of information:

1. A description of the essence of the experience.
2. A list of the actual statements made by respondents to describe their thoughts and feelings about, benefits from, and relationship with the site. These statements have been grouped together statistically to form the experience.
3. A table showing the average (mean) experience level on a 1-5 scale, along with the rank of how common that experience is compared with the others, and the impact level of the experience on usage on a 0-1 scale, along with the rank of the impact level compared with the others.
4. A diagram showing the experience in relation to other experiences along two dimensions: experience level and impact on usage. This diagram helps prioritize experiences. For example, the experience “My personal time out” ranks about as high as the experience “A credible, safe place” in terms of its impact on usage. However, the level at which “My personal time out” is currently experienced is lower than that of “A credible, safe place” suggesting that “My personal time out” is more actionable and presents a greater opportunity for improvement.
5. A table with a breakdown of demographic and psychographic groups showing which are statistically higher or lower than the mean in their ranking of the experience level and its impact on usage. Each group can receive an upward arrow (▲) or a downward arrow (▼) indicating whether that group’s score was higher or lower than the mean. Groups not statistically different from the mean receive a blank space. For example, the average experience level for “Entertains and absorbs me” is 3.23. Looking at the table we see ▲ next to “Newspaper readers,” indicating that people with higher usage of newspapers tend to have higher levels of this experience than people with lower usage of newspapers. Or, put another way, people who use newspapers a lot are also more likely to feel that the site entertains and absorbs them. In some cases there are exceptions to these differences; these are marked by an asterisk.
6. A text description of how groups are different from each other in their ranking of the experience level and its impact on usage. This text expands on the table above by also specifying the exceptions to the differences. For example, in the table for “Entertains and absorbs me,” “Magazine readers” are marked by ▲, indicating that people with higher usage of magazines have higher levels of this experience than people who use magazines less. However, as indicated by the asterisk, people with higher usage of magazines have a higher experience level, with *all sites except local news sites*.

## Defining the Demographic Groups

The tables below provide detailed information about each experience for the following categories:

**Media usage:** Heavy users of magazines, newspapers, and TV

**Respondent psychographics:** The questionnaire included several questions that asked people to describe themselves as Internet users. These responses were grouped into five types of users. Not every respondent fell into a group. Groups are not mutually exclusive. The group names and the statements that define them are as follows:

### Online Entrepreneurs

- I will probably start an online business of some kind.
- I tend to be one of the first to buy any new tech gadget.
- I am interested in having my own Web site or blog.
- I use my PDA or wireless device to get online information.
- I tend to like sites that aggregate information from a lot of other sites.

### Online Socializers

- I spend almost as much time socializing online as I do in person.
- I know a lot of people online that I've never met in person.
- I like being known as a computer geek.
- I like keeping in touch with people online.

### Online Experts

- I could easily find almost anything I want on the Internet.
- I know more about computers than the average person.

### Online Habitues

- I tend to stick to the same Web sites most of the time.
- I tend to visit the same few sites over and over again.

### Online Enthusiasts

- Because of the Internet, I really don't need newspapers or magazines.
- Given a choice, I prefer to read articles online rather than in print.

**Site categories:** local news, national news, news aggregators, games, entertainment, business, special interest

**Respondent Demographics:** gender, age, income, education, employment status, race, children at home

## **Index of experiences and page numbers**

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## Entertains and absorbs me

### What it means

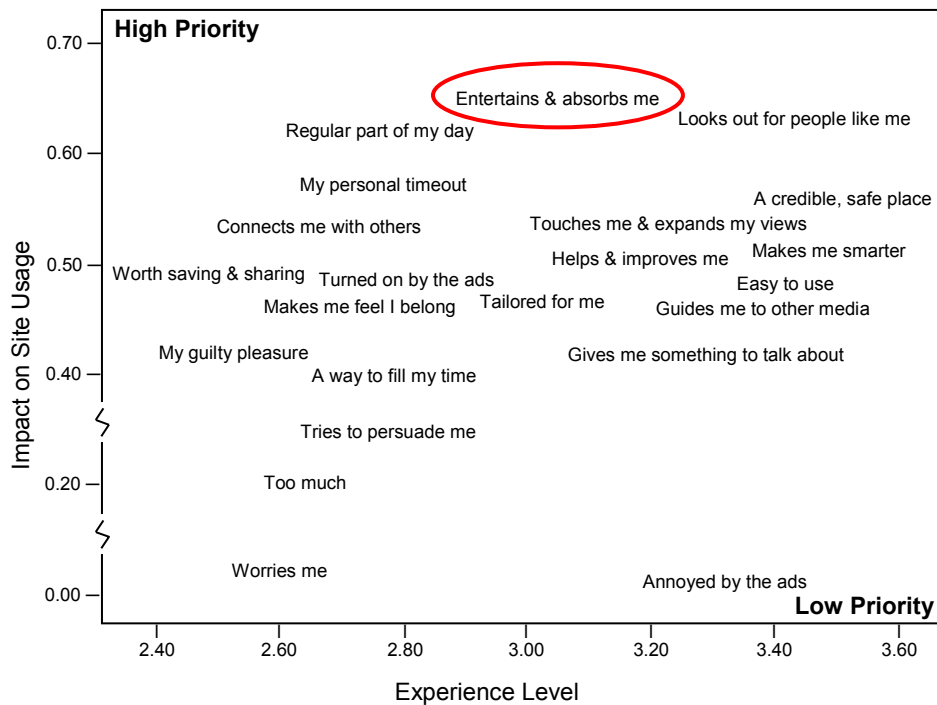
I look forward to visiting this site, have fun while I'm there, and don't want to leave. It has a distinct personality and often surprises me. It's a contrast to the mainstream media.

### Statements respondents use to describe "Entertains and absorbs me"

1. I really do have a lot of fun visiting this site.
2. This site really stimulates my curiosity.
3. This site is definitely entertaining.
4. Once you start surfing around this site, it's hard to leave.
5. Going to this site is something I look forward to.
6. This site is a good balance against the "mainstream media."
7. It usually has something that surprises me.
8. The site has a very distinct personality to it.
9. I enjoy searching for things on this site.
10. Often I go to this site just to see if it has anything new since the last time I checked it.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.23	0.637
<b>Rank</b>	5th	1st

### Relation to other experiences



**How specific groups are different from overall sample**

**Entertains and absorbs me**

	<b>Experience level 3.23</b>		<b>Impact on usage 0.637</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers*	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués*	↑	Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news	↓	National news	
	Aggregators	↓	Aggregators	
	Games		Games	
	Entertainment	↑	Entertainment	
	Business		Business	
	Special interest	↑	Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers	↑	Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## Entertains and absorbs me

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (except for local news Web sites)
- People who watch more **TV**
- **Online entrepreneurs**
- **Online socializers** (especially for games, entertainment, and business Web sites)
- **Online experts** (especially for games and entertainment Web sites, but not national news and special interest Web sites)
- **Online habitués** (for games Web sites only)
- **Online enthusiasts**
- **Entertainment**
- **Special Interest**
- **Women**
- **Homemakers**

### ↓ These groups rate this experience lower than average:

- Users of **National news** Web sites
- Users of **Aggregators** Web sites

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online enthusiasts**

### ↓ This experience has lower impact on usage for:

- **None**

## Looks out for people like me

### What it means

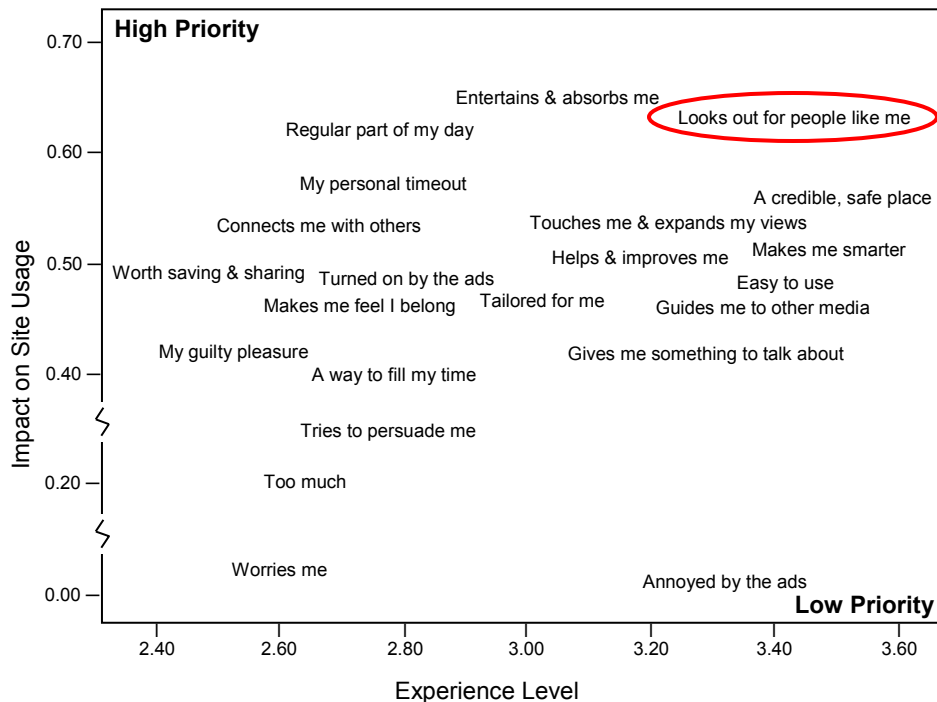
The site cares about people like me and conveys a sense of community. It makes everyday things interesting and simplifies the complex.

### Statements respondents use to describe “Looks out for people like me”

1. The people who run this site really seem to care about their visitors.
2. This site has a strong sense of community to it.
3. This site tends to implement the newest technologies.
4. This site covers everyday topics in interesting ways.
5. This site really seems to look out for people like me.
6. This site does a good job of boiling things down to the important information.
7. This site keeps me informed about things to do.
8. This is a very interactive site.
9. This site offers a variety of different perspectives.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.26	0.619
<b>Rank</b>	4 <sup>th</sup>	2 <sup>nd</sup>

### Relation to other experiences



## How specific groups are different

### Looks out for people like me

	<b>Experience level</b> <b>3.26</b>		<b>Impact on usage</b> <b>0.619</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués*	↑	Online habitués	↑
	Online enthusiasts		Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers	↑	Homemakers	
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	↓
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## Looks out for people like me

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games and entertainment Web sites)
- People who watch more **TV**
- **Online entrepreneurs** (especially for games, entertainment, and business Web sites)
- **Online socializers** (especially for national news, games, entertainment, and business Web sites)
- **Online experts** (but varies across Web sites)
- **Online habitués** (for games Web sites only)
- **Women**
- **Homemakers**

### ↓ These groups rate this experience lower than average:

- **None**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Students**

### ↓ This experience has lower impact on usage for:

- **White people**

## Regular part of my day

### What it means

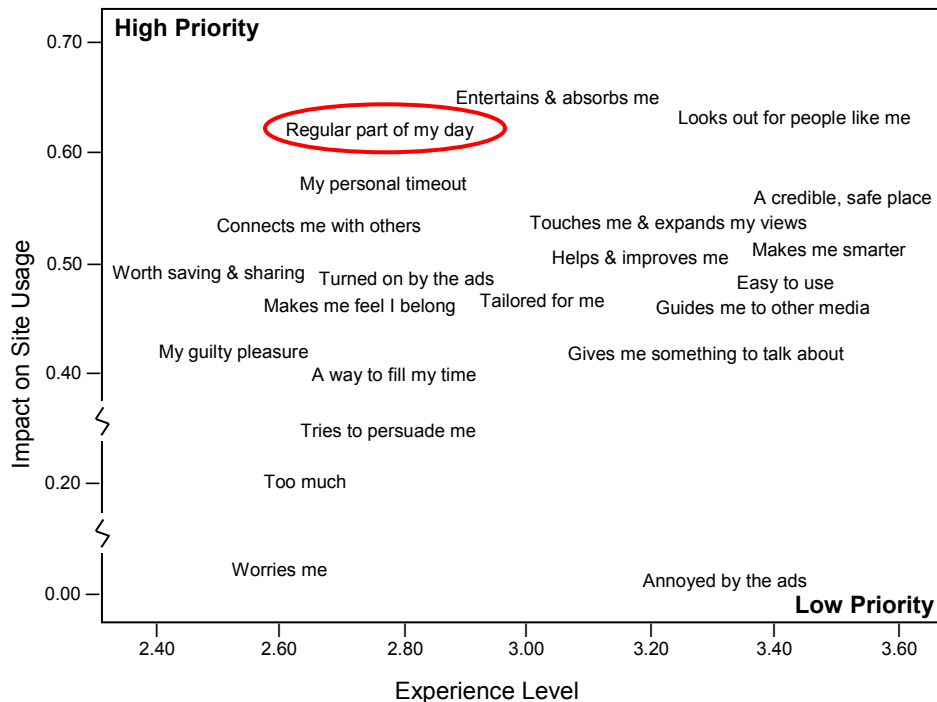
Visiting this site is a consistent part of my daily routine.

### Statements respondents use to describe “Regular part of my day”

1. It’s part of my routine.
2. I use it as a big part of getting my news for the day.
3. This is one of the sites I always go to anytime I am surfing the Web.
4. It helps me to get my day started in the morning.
5. I like to have this Web site open on my desktop while I am doing other things.
6. There are features on this site that I regularly follow.
7. I tend to go to this site at the same time or times each day.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.74	0.606
<b>Rank</b>	17 <sup>th</sup>	3 <sup>rd</sup>

### Relation to other experiences



How specific groups are different

Regular part of my day

	Experience level 2.74		Impact on usage 0.606	
Other media use	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
Online use motivation / psychographic	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués		Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
Site categories	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest	↓	Special interest	
Gender	Women	↑	Women	
	Men		Men	
Age	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
Income	More		More	
	Less		Less	
Education	More	↓	More	
	Less		Less	
Employment status	Homemakers		Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
Race	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
Kids at home	More		More	
	Fewer		Fewer	

## Regular part of my day

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- People who watch more **TV**
- **Online entrepreneurs** (especially for games and entertainment Web sites)
- **Online socializers** (especially for games and entertainment Web sites)
- **Online experts** (but varies across Web sites)
- **Online enthusiasts**
- **Women**

### ↓ These groups rate this experience lower than average:

- Users of **Special Interest** Web sites
- People ages **55-64**
- People ages **65+**
- People with **more education**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online enthusiast**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**

## My personal timeout

### What it means

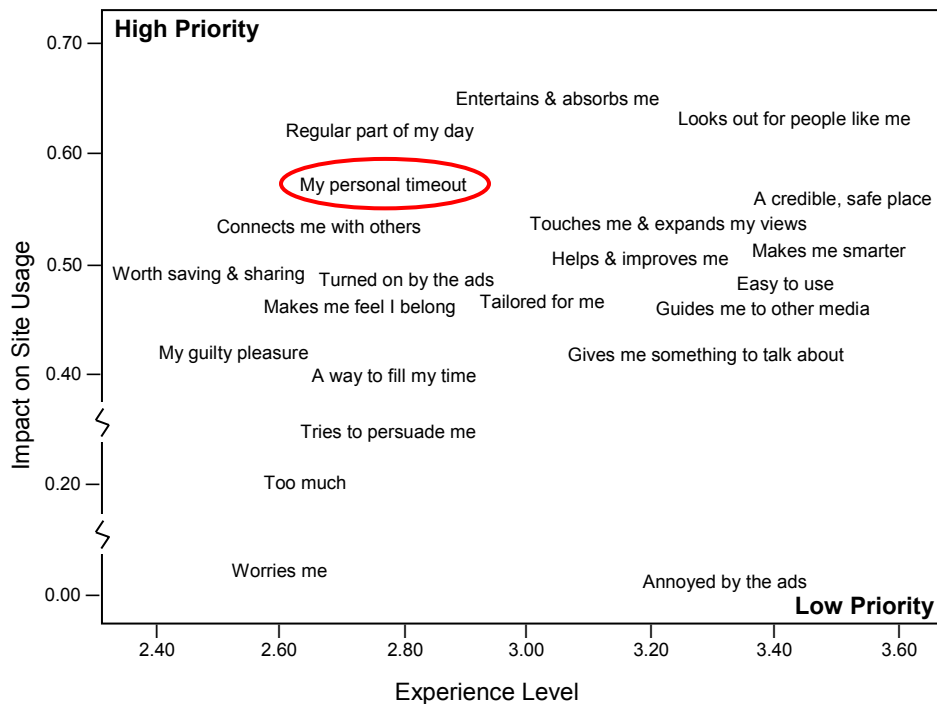
Visiting this site is relaxing and rewarding for me. It lightens my mood and holds my attention.

### Statements respondents use to describe “My personal timeout”

1. It’s a treat for me.
2. Going to this site improves my mood, makes me happier.
3. I like to kick back and wind down with it.
4. I like to go to this site when I am eating or taking a break.
5. While I am on this site, I don’t think about other sites I might go to.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.87	0.560
<b>Rank</b>	13 <sup>th</sup>	4 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

My personal timeout				
	Experience level 2.87		Impact on usage 0.560	
Other media use	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
Online use motivation / psychographic	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués	↑	Online habitués	↑
	Online enthusiasts		Online enthusiasts	
Site categories	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
Gender	Women	↑	Women	
	Men		Men	
Age	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
Income	More		More	
	Less		Less	
Education	More		More	
	Less		Less	
Employment status	Homemakers		Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
Race	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
Kids at home	More		More	
	Fewer		Fewer	

## My personal timeout

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- People who watch more **TV**
- **Online entrepreneurs** (especially for games and entertainment Web sites)
- **Online socializers** (especially for games and entertainment Web sites, but not for national news and business Web sites)
- **Online experts** (but varies across Web sites)
- **Online habitués**
- **Women**

### ↓ These groups rate this experience lower than average:

- People ages **55-64**
- People ages **65+**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online habitués**

### ↓ This experience has lower impact on usage for:

- **None**

## A credible, safe place

### What it means

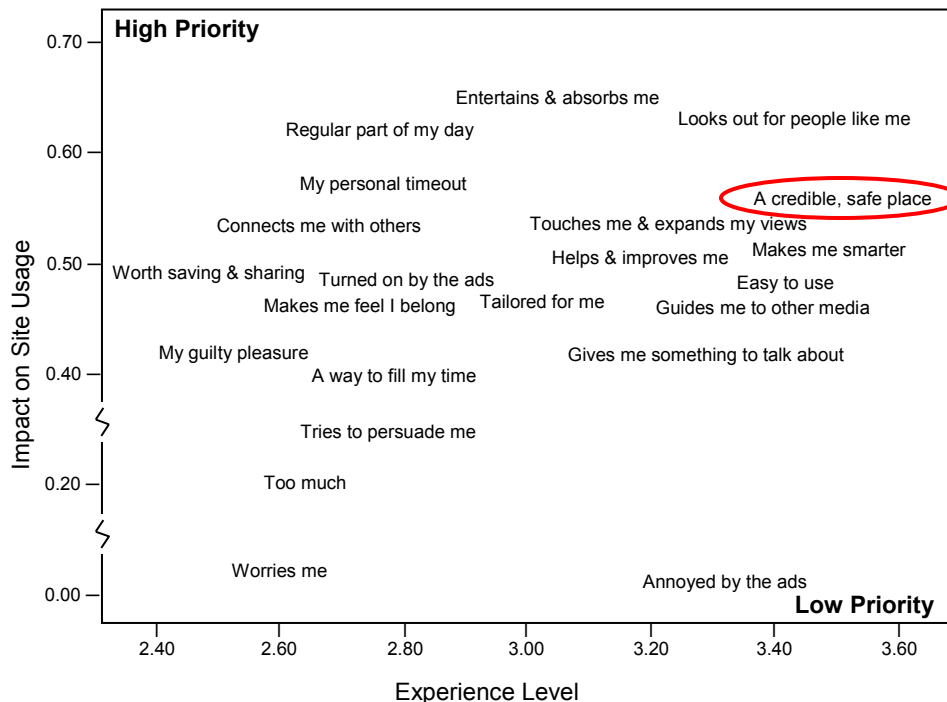
I trust this site's information and its ability to provide what's important. I feel safe using the site and giving it information.

### Statements respondents use to describe "A credible, safe place"

1. I trust it to tell the truth.
2. I value the factual information on this site.
3. If something is important, I am confident it would be on this site.
4. I feel safe in using this site.
5. Typically I agree with things on this site.
6. I would trust this site with any information I give it.
7. I think of this site as a source of information about specific things.
8. It is unbiased information.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.38	0.547
<b>Rank</b>	1 <sup>st</sup>	5 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### A credible, safe place

	<b>Experience level</b> <b>3.38</b>		<b>Impact on usage</b> <b>0.547</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts	↑	Online experts	
	Online habitués	↑	Online habitués	↑
	Online enthusiasts	↑	Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More*	↓	More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers	↑	Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## A credible, safe place

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- People who watch more **TV**
- **Online entrepreneurs** (especially for national news, games, entertainment, and business Web sites)
- **Online socializers** (especially for national news, games, entertainment, and business Web sites)
- **Online experts**
- **Online habitués**
- **Online enthusiasts**
- **Women**
- **Homemakers**

### ↓ These groups rate this experience lower than average:

- People with **more income** (for local news, national news, and aggregators Web sites)

### ↑ This experience has a stronger impact on usage for:

- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online habitués**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**

## Connects me with others

### What it means

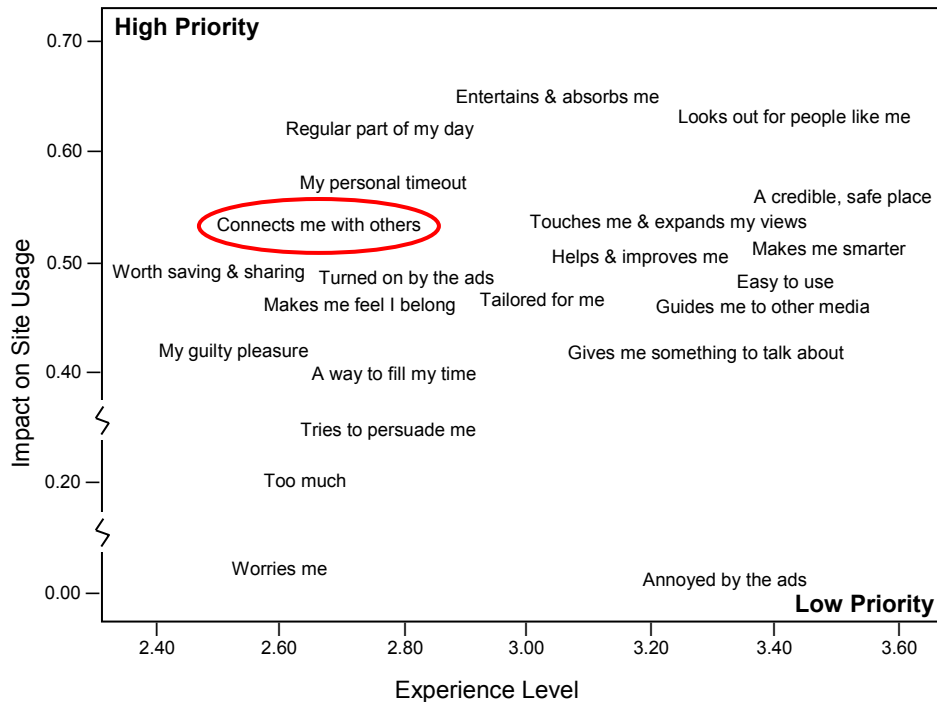
Getting input from others is a big reason why I like this site. Visitors are knowledgeable. I've gotten interested in causes I wouldn't have known about.

### Statements respondents use to describe "Connects me with others"

1. I'm as interested in input from other users as I am in the regular content on this site.
2. A big reason I like this site is what I get from other users.
3. I'd like to meet other people who regularly visit this site.
4. I've gotten interested in causes I otherwise wouldn't have because of this site.
5. This site does a good job of getting its visitors to contribute or provide feedback.
6. Overall, the visitors to this site are pretty knowledgeable about the topics it covers.
7. Whenever I visit this site, I also go to a couple of other specific sites. For me, they make a good "package."

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.83	0.544
<b>Rank</b>	15 <sup>th</sup>	6 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

<b>Connects me with others</b>				
	<b>Experience level 2.83</b>		<b>Impact on usage 0.544</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués	↓	Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women		Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More	↓	More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	↓
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## Connects me with others

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (except for local news Web sites)
- People who watch more **TV**
- **Online entrepreneurs** (but varies across Web sites)
- **Online socializers** (especially for games and entertainment Web sites)
- **Online experts** (but only for aggregators, games, entertainment, and business Web sites)
- **Online enthusiasts**

### ↓ These groups rate this experience lower than average:

- **Online habitués**
- People ages **55-64**
- People ages **65+**
- People with **more education**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online enthusiasts**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**
- **White people**

## Touches me and expands my views

### What it means

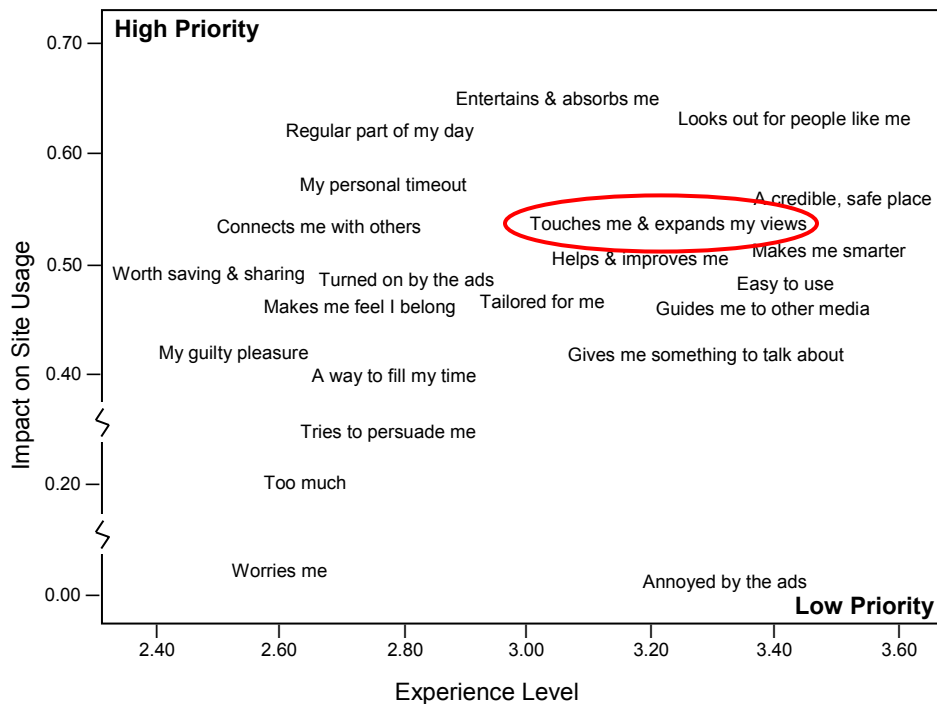
I'm stimulated to think about things in new ways. It gives me inspiration in my own life and makes me feel more interesting.

### Statements respondents use to describe "Touches me and expands my views"

1. This site makes me think of things in new ways.
2. It inspires me in my own life.
3. This site stimulates my thinking about lots of different topics.
4. This site makes me a more interesting person.
5. Some stories on this site touch me deep down.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.02	0.532
<b>Rank</b>	9 <sup>th</sup>	7 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### Touches me and expands my views

	<b>Experience level</b> <b>3.02</b>		<b>Impact on usage</b> <b>0.532</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués		Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games	↓	Games	
	Entertainment	↓	Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## **Touches me and expands my views**

### **↑ These groups rate this experience higher than average:**

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games and entertainment Web sites)
- People who watch more **TV**
- **Online entrepreneurs** (especially for games and entertainment Web sites)
- **Online socializers** (especially for games and entertainment Web sites)
- **Online experts** (but varies across Web sites)
- **Online enthusiasts**
- **Women**

### **↓ These groups rate this experience lower than average:**

- Users of **Games** Web sites
- Users of **Entertainment** Web sites

### **↑ This experience has a stronger impact on usage for:**

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online enthusiasts**

### **↓ This experience has lower impact on usage for:**

- **None**

## Makes me smarter

### What it means

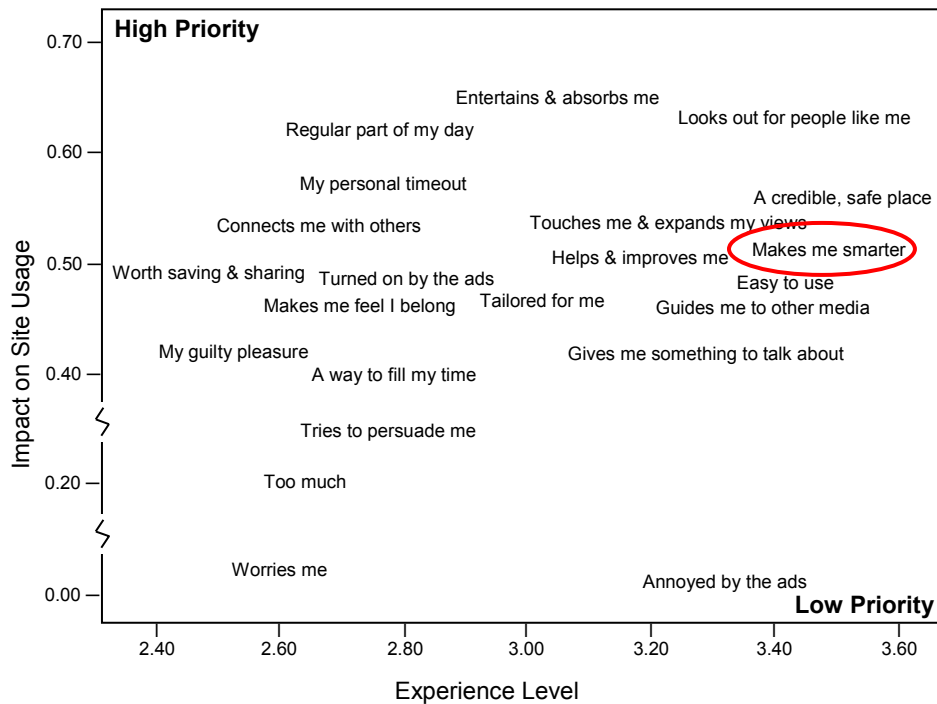
The site makes me smarter and up-to-date on things I care about. It has depth and seems very professional.

### Statements respondents use to describe “Makes me smarter”

1. It is time well spent.
2. Even if I disagree with information on this site, I feel I have learned something valuable.
3. I look at this site as educational. I am gaining something.
4. They do a good job covering important topics. They don't miss things.
5. It addresses issues or topics of special concern to me.
6. This site goes really in-depth.
7. It has a very professional image.
8. It updates me on the things I try to keep up with.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.37	0.500
<b>Rank</b>	3 <sup>rd</sup>	8 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

<b>Makes me smarter</b>				
	<b>Experience level</b> <b>3.37</b>		<b>Impact on usage</b> <b>0.500</b>	
<b>Other media use</b>	Newspaper readers*	↑	Newspaper readers	↑
	Magazine readers		Magazine readers	↑
	TV viewers*	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts	↑	Online experts	↑
	Online habitués		Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news	↑	Local news	
	National news	↑	National news	
	Aggregators		Aggregators	
	Games	↓	Games	
	Entertainment	↓	Entertainment	
	Business	↑	Business	
	Special interest	↑	Special interest	
<b>Gender</b>	Women		Women	
	Men		Men	
<b>Age</b>	18-24		18-24	↑
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	↓
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers*	↑	Homemakers	
	Students		Students	↑
	Employed*	↑	Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## Makes me smarter

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership (especially for games and entertainment Web sites)
- People who watch more **TV** (but varies across Web sites)
- **Online entrepreneurs** (especially for national news, games, entertainment, and business Web sites)
- **Online socializers** (especially for national news, games, entertainment, and business Web sites)
- **Online experts**
- **Online enthusiasts**
- Users of **Local news** Web sites
- Users of **National News** Web sites
- Users of **Business** Web sites
- Users of **Special Interest** Web sites
- **Homemakers** (especially for local news and aggregators Web sites)
- **Employed** people (especially for local news and aggregators Web sites)

### ↓ These groups rate this experience lower than average:

- Users of **Games** Web sites
- Users of **Entertainment** Web sites

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online enthusiasts**
- People ages **18-24**
- **Students**

### ↓ This experience has lower impact on usage for:

- People ages **65+**

## Turned on by ads

### What it means

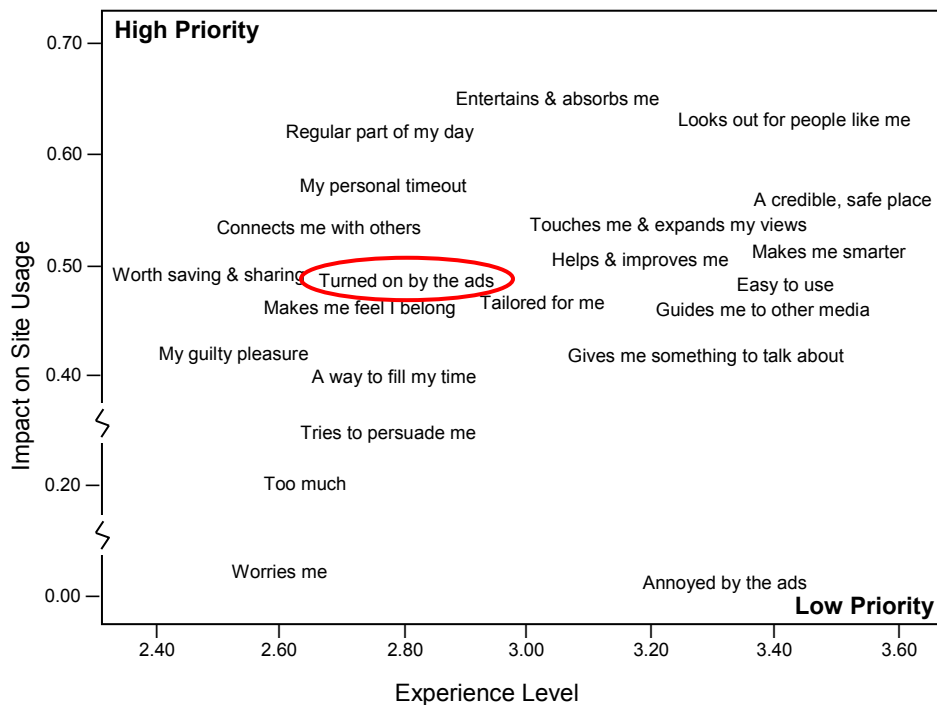
For me, ads are an important part of this site and are for things I care about. They give me gift ideas and help me plan what to do for entertainment.

### Statements respondents use to describe “Turned on by ads”

1. I click on the ads from this site more often than most other sites I visit.
2. This site has ads about things I actually care about.
3. I like the ads just as much or more than the other things on this site.
4. This site makes me want to shop.
5. I get a lot of gift ideas from this site.
6. I like the ads for unusual things.
7. This site helps me plan what I’m going to do for entertainment.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.68	0.497
<b>Rank</b>	18 <sup>th</sup>	9 <sup>th</sup>

### Relation to other experiences



How specific groups are different

Turned on by ads

	Experience level 2.68		Impact on usage 0.497	
Other media use	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
Online use motivation / psychographic	Online entrepreneurs	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués		Online habitués	
Site categories	Local news		Local news	
	National news	↓	National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
Gender	Women		Women	
	Men		Men	
Age	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
Income	More		More	↑
	Less		Less	
Education	More	↓	More	
	Less		Less	
Employment status	Homemakers		Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
Race	White		White	↓
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
Kids at home	More		More	
	Fewer		Fewer	

## Turned on by ads

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (but only for games and entertainment Web sites)
- People who watch more **TV**
- **Online entrepreneurs**
- **Online socializers** (especially for games, entertainment, and business Web sites)
- **Online experts** (but only for aggregators and games Web sites, and this varies across sites)
- **Online enthusiasts**

### ↓ These groups rate this experience lower than average:

- Users of **National news** Web sites
- People ages **55-64**
- People ages **65+**
- People with **more education**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- People with **more income**

### ↓ This experience has lower impact on usage for:

- **White** people

## Easy to use

### What it means

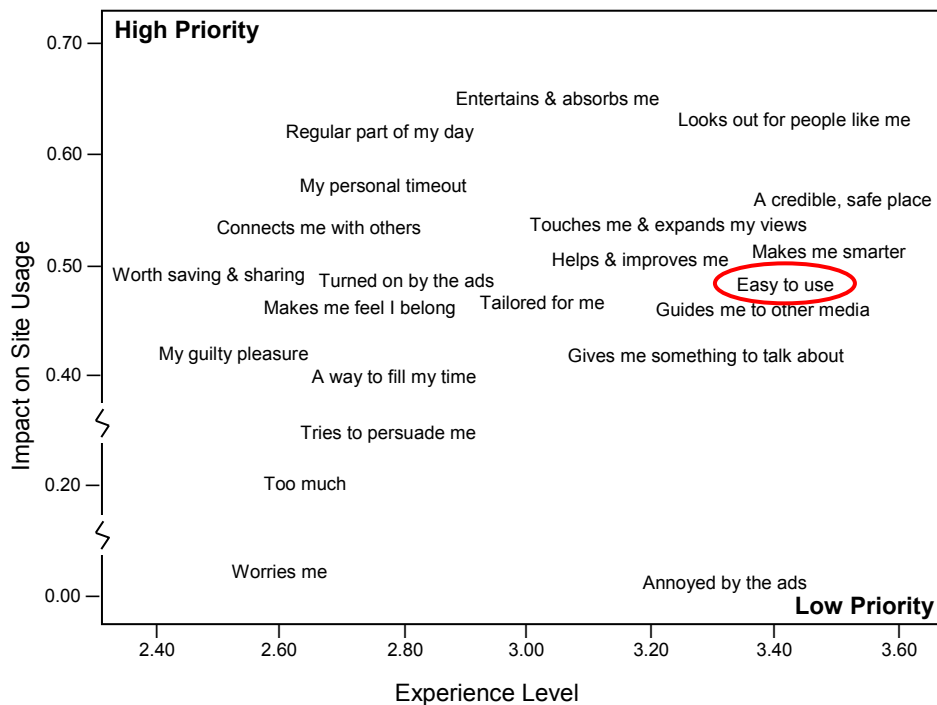
It's easy to find what you're looking for and the content is clear and straightforward. I enjoy that there is also serendipity.

### Statements respondents use to describe "Easy to use"

1. You can get what you want on this site without having to go through a lot of uninteresting stuff.
2. While I am using this site, I can easily picture what is being described.
3. This site is very clean and straightforward.
4. I am mentally involved when using this site.
5. I like that you can just happen to come across interesting things on this site.
6. This site has an international perspective.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.37	0.491
<b>Rank</b>	2 <sup>nd</sup>	10 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

Easy to use				
	Experience level 3.37		Impact on usage 0.491	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers		TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	
	Online socializers*	↑	Online socializers	
	Online experts*	↑	Online experts	↑
	Online habitués		Online habitués	
	Online enthusiasts*	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	↑
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	↓
<b>Income</b>	More	↓	More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers	↑	Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## Easy to use

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- **Online entrepreneurs** (especially for national news, games, entertainment, and business Web sites)
- **Online socializers** (but only for games and entertainment Web sites)
- **Online experts** (especially for games, entertainment, and business Web sites)
- **Online enthusiasts** (but only for games Web sites)
- **Women**
- **Homemakers**

### ↓ These groups rate this experience lower than average:

- People with **more income**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online experts**
- **Online enthusiasts**
- People ages **18-24**

### ↓ This experience has lower impact on usage for:

- People ages **65+**

## Helps and improves me

### What it means

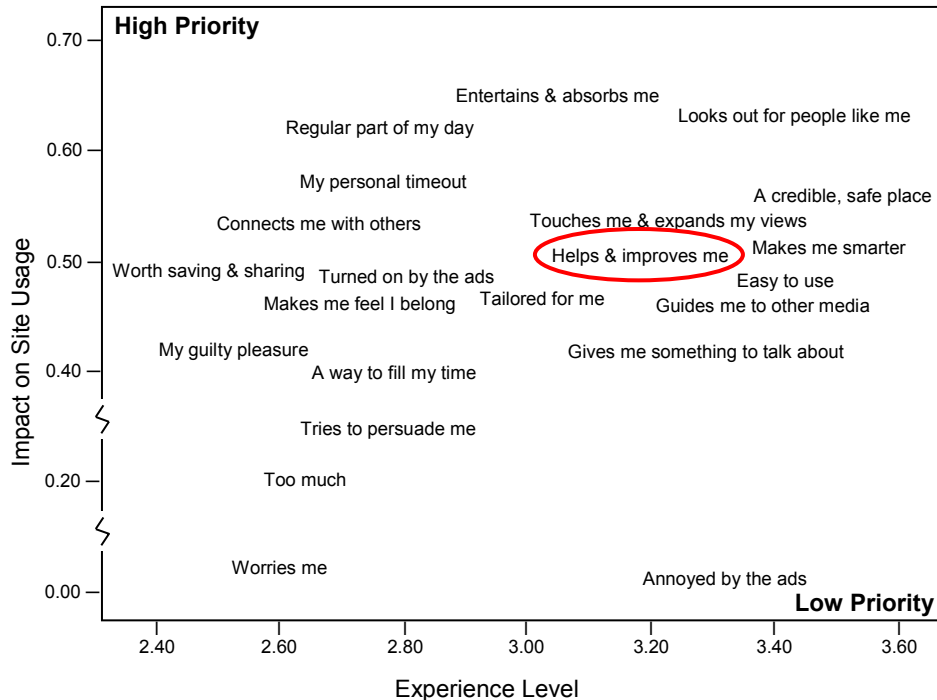
The site helps me make good decisions and to improve myself. I give others tips and advice from what I've learned.

### Statements respondents use to describe "Helps and improves me"

1. You learn how to improve yourself from this site.
2. This site helps me make good purchase decisions.
3. This site provides information that helps me make important decisions.
4. This site helps me better manage my money.
5. This site provides a lot of "how-to" information.
6. I give advice and tips to people I know based on things I've read on this site.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.98	0.482
<b>Rank</b>	10 <sup>th</sup>	11 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### Helps and improves me

	<b>Experience level</b> 2.98		<b>Impact on usage</b> 0.482	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts		Online experts	
	Online habitués		Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment	↓	Entertainment	
	Business	↑	Business	
	Special interest		Special interest	
<b>Gender</b>	Women		Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More*	↑	More	
	Fewer		Fewer	

## Helps and improves me

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (except for local news Web sites)
- People with higher **TV** use
- **Online entrepreneurs** (but only for national news, games, entertainment, and business Web sites)
- **Online socializers** (but only for games and entertainment Web sites)
- **Online enthusiasts**
- Users of **Business** Web sites
- People with **more kids** (but only for games and entertainment Web sites)

### ↓ These groups rate this experience lower than average:

- Users of **Entertainment** Web sites

### ↑ This experience has a stronger impact on usage for:

- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online enthusiasts**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**

## Worth saving and sharing

### What it means

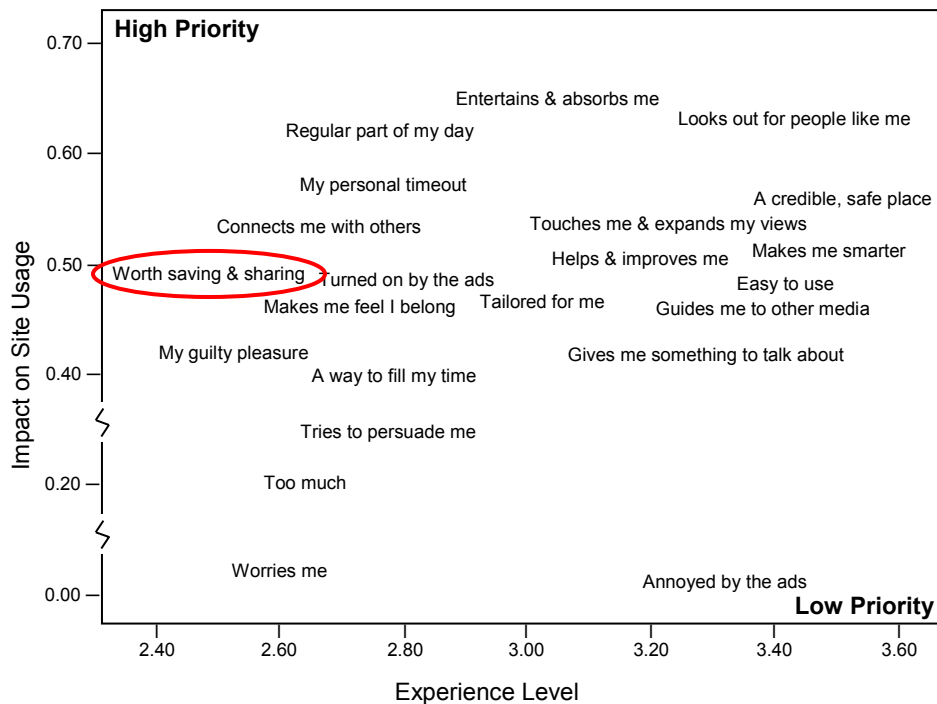
I save things I read on it, either for myself or to share with others.

### Statements respondents use to describe “Worth saving and sharing”

1. Often I save articles on this site to keep and go back to.
2. In one way or another, I save a lot of articles I find on this site.
3. I like to send things I see on this site to other people.
4. I’ll often email articles to myself so I can keep them for future reference.
5. People will call or email to tell me to check out something on this site.
6. I usually like to discuss this site with someone else as I read through it.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.66	0.479
<b>Rank</b>	19 <sup>th</sup>	12 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### Worth saving and sharing

	Experience level 2.66		Impact on usage 0.479	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	
	Online habitués	↓	Online habitués	
	Online enthusiasts	↑	Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	↑
	25-34		25-34	↑
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed*	↓	Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	↓
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More*	↑	More	
	Fewer		Fewer	

## Worth saving and sharing

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (except for local news Web sites)
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers** (especially for entertainment Web sites)
- **Online experts** (but varies across Web sites)
- **Online enthusiasts**
- **Women**
- People with **more kids** (but varies across Web sites)

### ↓ These groups rate this experience lower than average:

- People ages **55-64**
- People ages **65+**
- **Unemployed** people (especially for national news and aggregator Web sites)

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- People ages **18-24**
- People ages **25-34**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**
- **White** people

## Tailored for me

### What it means

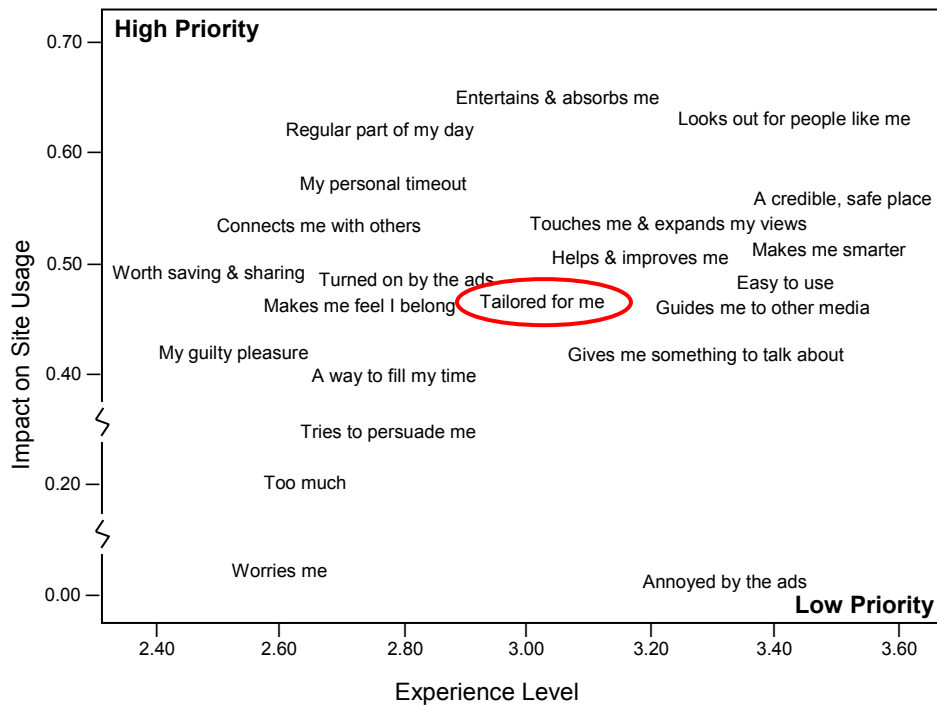
I feel as if this is “my site” and that I accomplish something when I spend time there. Much of the content is unique.

### Statements respondents use to describe “Tailored for me”

1. In some ways, I feel like this really is “my site.”
2. Spending time on this site gives me a sense of accomplishment.
3. This site has a lot of stuff you won’t find anywhere else.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.92	0.477
<b>Rank</b>	11 <sup>th</sup>	13 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

Tailored for me				
	Experience level 2.92		Impact on usage 0.477	
Other media use	Newspaper readers	↑	Newspaper readers	
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
Online use motivation / psychographic	Online entrepreneurs	↑	Online entrepreneurs	↑
	Online socializers	↑	Online socializers	↑
	Online experts*	↑	Online experts	
	Online habitués	↓	Online habitués	
	Online enthusiasts*	↑	Online enthusiasts	↑
Site categories	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
Gender	Women		Women	
	Men		Men	
Age	18-24		18-24	↑
	25-34		25-34	↑
	35-54		35-54	
	55-64		55-64	
	65+		65+	
Income	More		More	↑
	Less		Less	
Education	More		More	
	Less		Less	
Employment status	Homemakers		Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
Race	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
Kids at home	More		More	
	Fewer		Fewer	

## Tailored for me

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts** (but varies across Web sites)
- **Online enthusiasts** (but varies across Web sites)

### ↓ These groups rate this experience lower than average:

- **Online habitués**

### ↑ This experience has a stronger impact on usage for:

- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online enthusiasts**
- People ages **18-24**
- People ages **25-34**
- People with **more income**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**

## Guides me to other media

### What it means

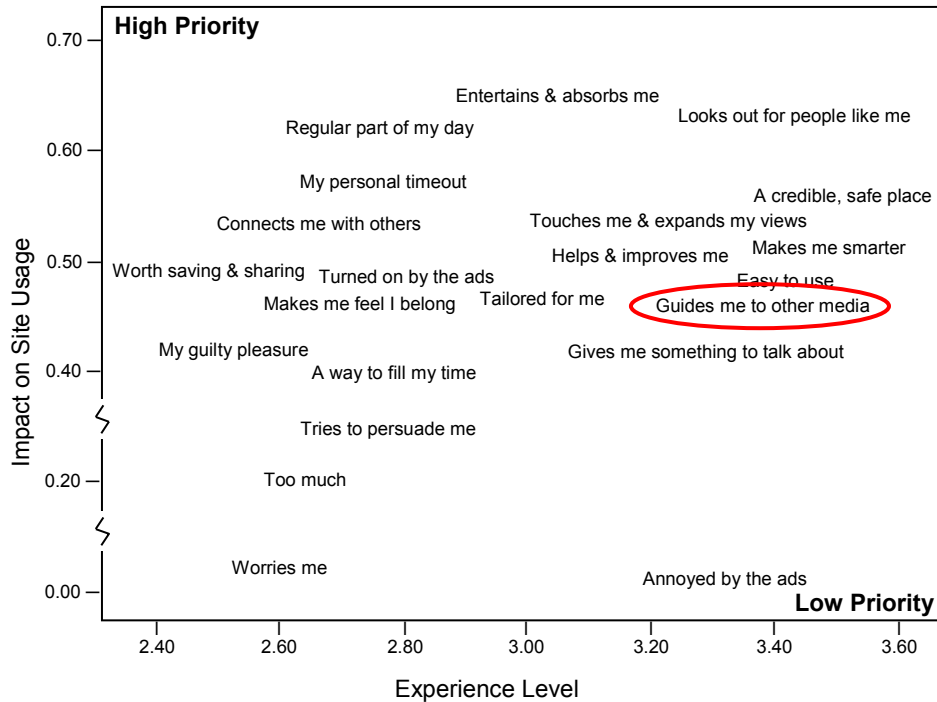
This site points me to other good sites and helps me enjoy other media more.

### Statements respondents use to describe “Guides me to other media”

1. This site often leads me to other good sites.
2. I enjoy other media more because of this site.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.12	0.457
<b>Rank</b>	7 <sup>th</sup>	14 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### Guides me to other media

	<b>Experience level</b> 3.12		<b>Impact on usage</b> 0.457	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	
	Online habitués*	↑↓	Online habitués	
	Online enthusiasts*	↑	Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	↑
	25-34		25-34	↑
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers	↑	Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed	↓	Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## Guides me to other media

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- People with higher **TV** use
- **Online entrepreneurs** (especially for games and business Web sites)
- **Online socializers** (especially for entertainment Web sites)
- **Online experts** (but varies across Web sites)
- **Online habitués** (but only for games Web sites. Habitués rank this experience lower for local news Web sites.)
- **Online enthusiasts** (but only for games Web sites)
- **Women**
- **Homemakers**

### ↓ These groups rate this experience lower than average:

- **Online habitués** (but only for local news Web sites. Habitués rank this experience higher for games Web sites.)
- **Unemployed** people

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- People ages **18-24**
- People ages **25-34**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**

## Makes me feel I belong

### What it means

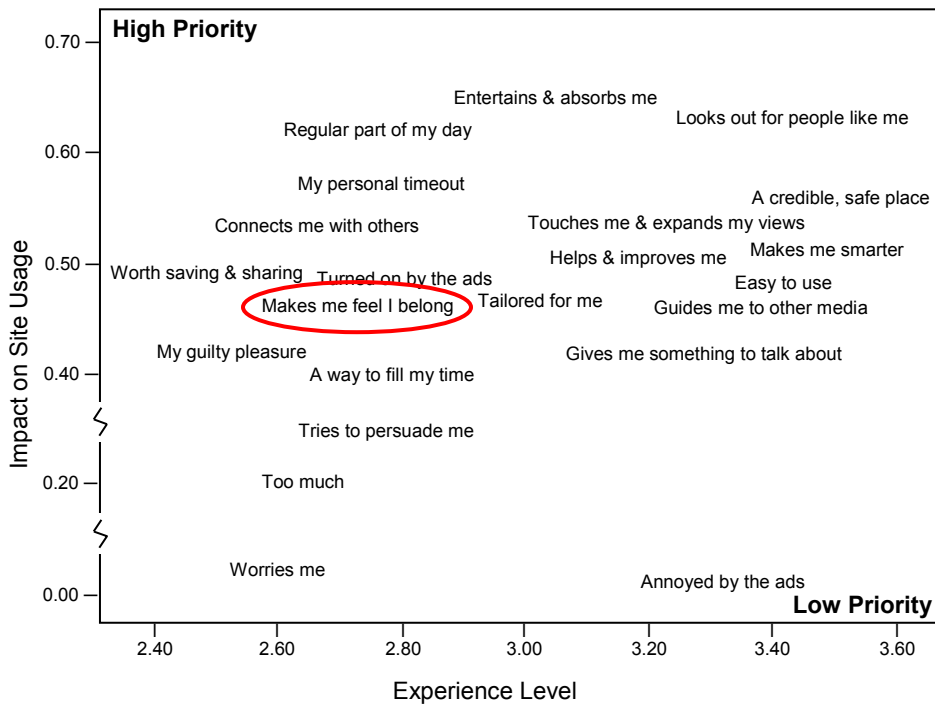
I find my values reflected here and feel more a part of my community. It makes me feel like a better citizen.

### Statements respondents use to describe “Makes me feel I belong”

1. Using this site makes me feel like a better citizen.
2. Using this site makes a difference in my life.
3. It makes me more a part of my community.
4. This site reflects my values.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.83	0.455
<b>Rank</b>	14 <sup>th</sup>	15 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### Makes me feel I belong

	<b>Experience level</b> <b>2.83</b>		<b>Impact on usage</b> <b>0.455</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers	↑	Magazine readers	↑
	TV viewers		TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	↑
	Online habitués		Online habitués	
	Online enthusiasts	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games	↓	Games	
	Entertainment	↓	Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	↑
	25-34		25-34	↑
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	↓
	Students		Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More*	↑	More	
	Fewer		Fewer	

## Makes me feel I belong

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- **Online entrepreneurs** (but only for games and entertainment Web sites)
- **Online socializers** (but only for games and entertainment Web sites)
- **Online experts** (but varies across Web sites)
- **Online enthusiasts**
- **Women**
- People with **more kids** (but only for games and entertainment Web sites)

### ↓ These groups rate this experience lower than average:

- Users of **Games** Web sites
- Users of **Entertainment** Web sites

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online experts**
- **Online enthusiasts**
- People ages **18-24**
- People ages **25-34**
- **Students**

### ↓ This experience has lower impact on usage for:

- **Homemakers**

## A way to fill my time

### What it means

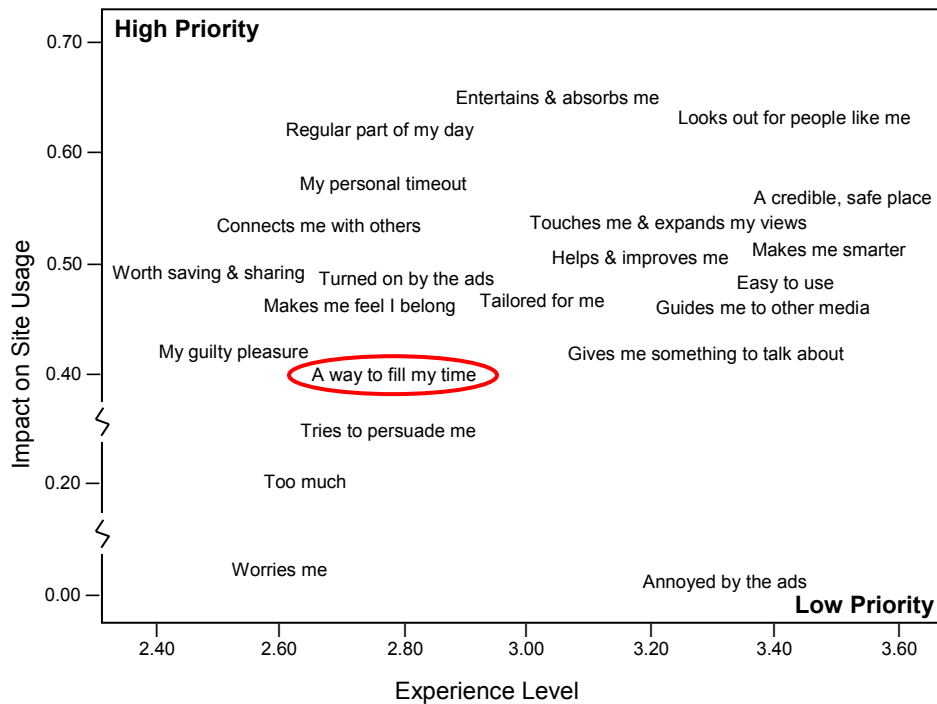
If I'm bored or waiting on something, I'll go to this site. I'll follow up on what I hear others talking about.

### Statements respondents use to describe "A way to fill my time"

1. I often use this site when I am bored.
2. Sometimes I will hear people talking about something and go to this site to see what they are talking about.
3. I often will use this site when I am on the phone or waiting on something.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.87	0.418
<b>Rank</b>	12 <sup>th</sup>	16 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### A way to fill my time

	Experience level 2.87		Impact on usage 0.418	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers	↑	Online socializers	↑
	Online experts*	↑	Online experts	
	Online habitués		Online habitués	
	Online enthusiasts	↑	Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest	↓	Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	↑
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More*	↑↓	More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed	↓	Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	↓
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## A way to fill my time

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for entertainment Web sites)
- People with higher **TV** use
- **Online entrepreneurs** (especially for games and business Web sites)
- **Online socializers**
- **Online experts** (but varies across Web sites)
- **Online enthusiasts**
- **Women**
- People with **more education** (but only for games Web sites. They rank this experience lower for local news Web sites.)

### ↓ These groups rate this experience lower than average:

- Users of **Special interest** Web sites
- People ages **55-64**
- People ages **65+**
- People with **more education** (but only for local news Web sites. They rank this experience higher for games Web sites.)
- **Unemployed** people

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Men**

### ↓ This experience has lower impact on usage for:

- **White** people

## Gives me something to talk about

### What it means

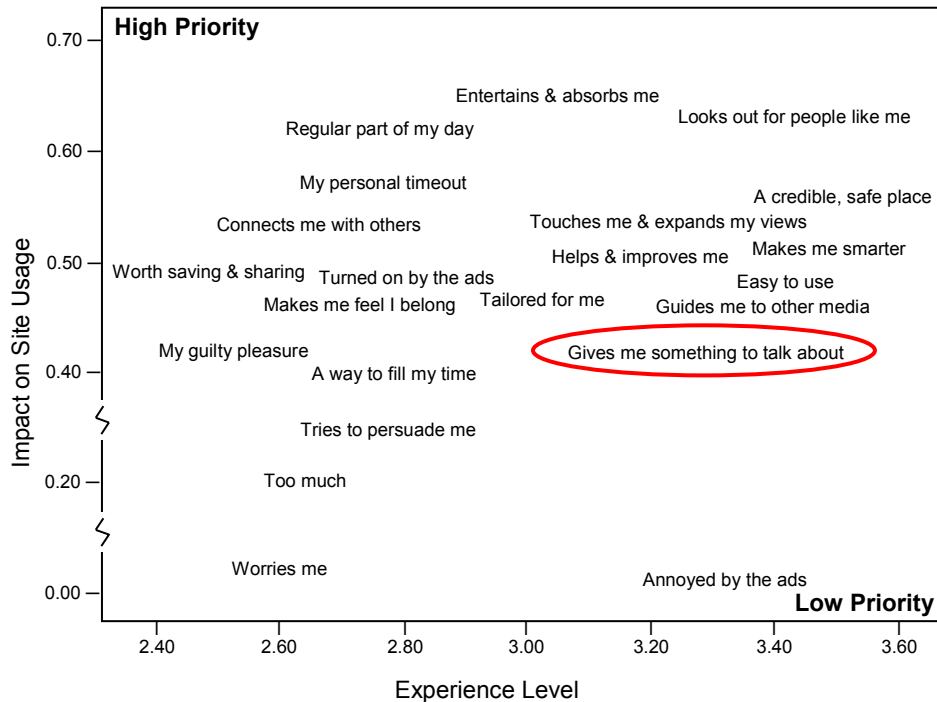
I use things from this site in conversations with other people.

### Statements respondents use to describe “Gives me something to talk about”

1. I bring up things I have seen on this site in conversations with other people.
2. This site often gives me something to bring up in conversation.
3. I use things from this site in discussions or arguments with people I know.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.09	0.406
<b>Rank</b>	8 <sup>th</sup>	17 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

### Gives me something to talk about

	<b>Experience level</b> <b>3.09</b>		<b>Impact on usage</b> <b>0.406</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	
	Magazine readers*	↑	Magazine readers	
	TV viewers	↑	TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers	↑	Online socializers	↑
	Online experts*	↑	Online experts	
	Online habitués		Online habitués	
	Online enthusiasts*	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
<b>Gender</b>	Women	↑	Women	
	Men		Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers*	↑	Homemakers	↓
	Students		Students	↑
	Employed*	↑	Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	↓
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More		More	
	Fewer		Fewer	

## **Gives me something to talk about**

### **↑ These groups rate this experience higher than average:**

- People with higher **newspaper** readership
- People with higher **magazine** readership (especially for games Web sites)
- People with higher **TV** use
- **Online entrepreneurs** (especially for national news, games, entertainment, and business Web sites)
- **Online socializers**
- **Online experts** (but varies across Web sites)
- **Online enthusiasts** (but only for games Web sites)
- **Women**
- **Homemakers** (but only for local news, aggregators, and entertainment Web sites)
- **Employed** people (but only aggregators and entertainment Web sites)

### **↓ These groups rate this experience lower than average:**

- People ages **55-64**
- People ages **65+**

### **↑ This experience has a stronger impact on usage for:**

- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online enthusiasts**
- **Students**

### **↓ This experience has lower impact on usage for:**

- **Homemakers**
- **White** people

## My guilty pleasure

### What it means

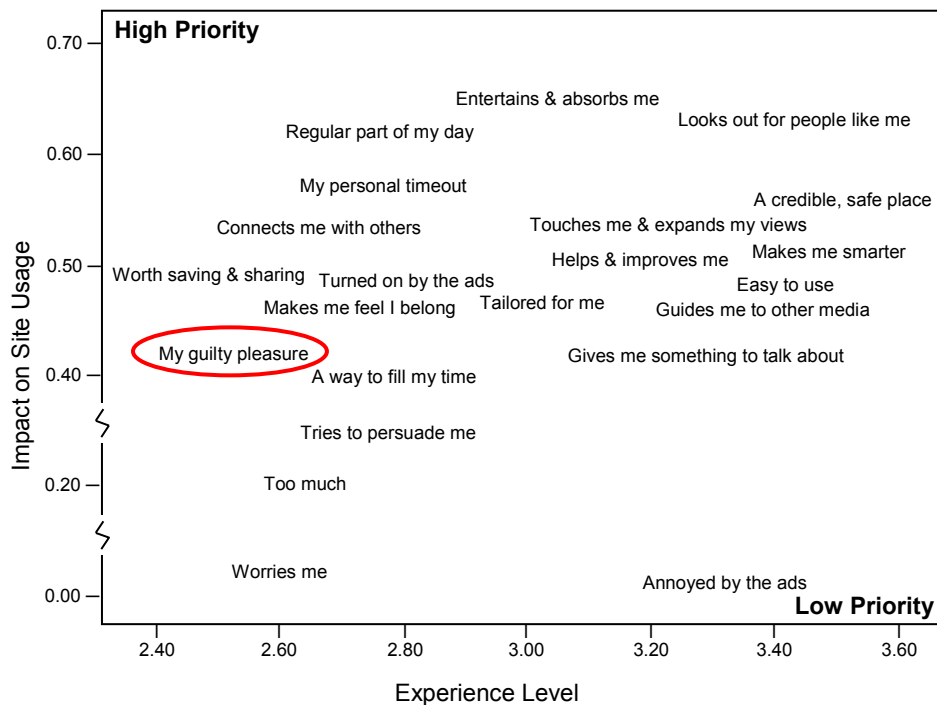
I really enjoy talking with people on or about this site – so much so that I feel guilty about the time I devote to it.

### Statements respondents use to describe “My guilty pleasure”

1. I do quite a bit of socializing on this site.
2. I contribute to the conversation on this site.
3. I often feel guilty about the amount of time I spend on this site.
4. I am interested in communicating with other people who use this site.
5. I should probably cut back on the amount of time I spend on this site.
6. Not that the things are bad, but I would not want other people around me to see everything I look at on this site.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.32	0.406
<b>Rank</b>	22 <sup>nd</sup>	18 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

<b>My guilty pleasure</b>				
	<b>Experience level 2.32</b>		<b>Impact on usage 0.406</b>	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers		Magazine readers	↑
	TV viewers		TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts*	↑	Online experts	
	Online habitués		Online habitués	
	Online enthusiasts*	↑	Online enthusiasts	↑
<b>Site categories</b>	Local news		Local news	
	National news		National news	↓
	Aggregators		Aggregators	↓
	Games	↑	Games	
	Entertainment		Entertainment	↑
	Business		Business	↑
	Special interest	↓	Special interest	
<b>Gender</b>	Women		Women	
	Men		Men	↑
<b>Age</b>	18-24		18-24	↑
	25-34		25-34	↑
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More	↓	More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	↓
	Students	↑	Students	↑
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More	↑	More	
	Fewer		Fewer	

## My guilty pleasure

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- **Online entrepreneurs** (but varies across Web sites)
- **Online socializers** (especially for games and entertainment Web sites)
- **Online experts** (but varies across Web sites)
- **Online enthusiasts** (but varies across Web sites)
- Users of **Games** Web sites
- **Students**
- People with **more kids**

### ↓ These groups rate this experience lower than average:

- Users of **Special interest** Web sites
- People ages **55-64**
- People ages **65+**
- People with **more education**

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- **Online enthusiasts**
- Users of **Entertainment** Web sites
- Users of **Business** Web sites
- **Men**
- People ages **18-24**
- People ages **25-34**
- **Students**

### ↓ This experience has lower impact on usage for:

- Users of **National news** Web sites
- Users of **Aggregators** Web sites
- **Homemakers**

## Tries to persuade me

### What it means

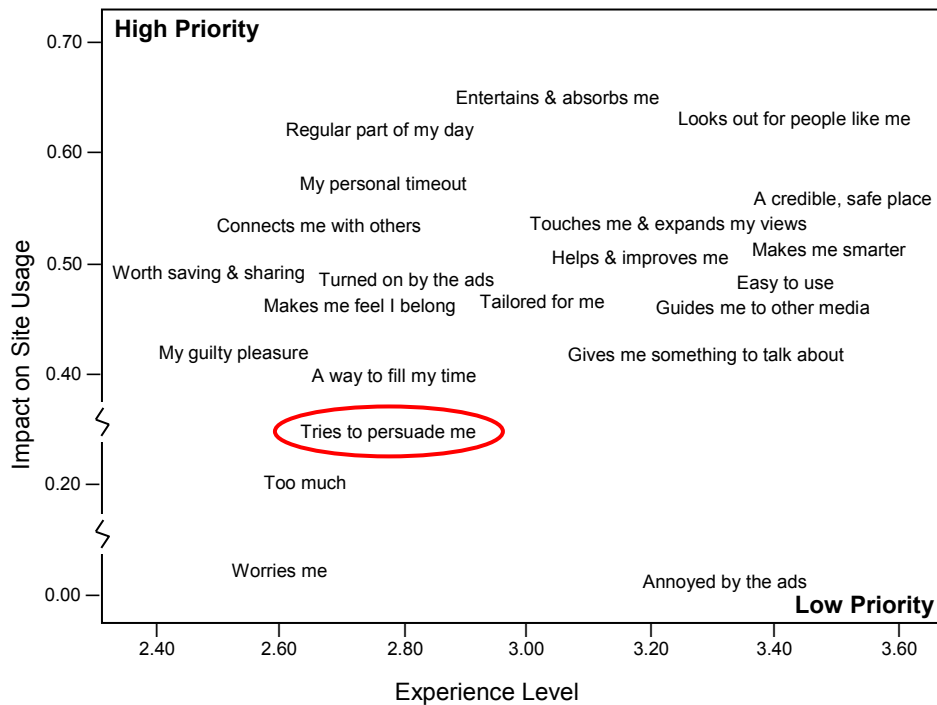
The site has a predictable slant and tries to persuade users.

### Statements respondents use to describe “Tries to persuade me”

1. They always take the same slant on issues at this site.
2. This site should be updated more often.
3. They do more than just report what’s going on. They try to persuade you.
4. I wish this site had more conservative views.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.77	0.341
<b>Rank</b>	16 <sup>th</sup>	19 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

		<b>Tries to persuade me</b>		
		<b>Experience level</b> 2.77	<b>Impact on usage</b> 0.341	
<b>Other media use</b>	Newspaper readers	↑	Newspaper readers	↑
	Magazine readers*	↑	Magazine readers	↑
	TV viewers		TV viewers	↑
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	↑
	Online socializers*	↑	Online socializers	↑
	Online experts	↑	Online experts	
	Online habitués*	↑	Online habitués	
	Online enthusiasts*	↑	Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	↓
	Aggregators		Aggregators	↓
	Games		Games	
	Entertainment		Entertainment	↑
	Business		Business	↑
	Special interest	↓	Special interest	
<b>Gender</b>	Women*	↑ ↓	Women	
	Men	↑	Men	
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More*		More	
	Fewer		Fewer	

## Tries to persuade me

### ↑ These groups rate this experience higher than average:

- People with higher **newspaper** readership
- People with higher **magazine** readership (but only for games Web sites)
- **Online entrepreneurs** (especially for games Web sites)
- **Online socializers** (especially for games and entertainment Web sites)
- **Online experts**
- **Online habitués** (especially for games Web sites)
- **Online enthusiasts** (especially for games Web sites)
- **Women** (but only for aggregators and entertainment Web sites. Women rate this experience lower for national news Web sites.)
- **Men**

### ↓ These groups rate this experience lower than average:

- Users of **Special interest** Web sites
- **Women** (but only for national news Web sites. Women rate this experience higher for aggregators and entertainment Web sites.)

### ↑ This experience has a stronger impact on usage for:

- People with higher **newspaper** readership
- People with higher **magazine** readership
- People with higher **TV** use
- **Online entrepreneurs**
- **Online socializers**
- Users of **Entertainment** Web sites
- Users of **Business** Web sites

### ↓ This experience has lower impact on usage for:

- Users of **National news** Web sites
- Users of **Aggregators** Web sites

## Too much

### What it means

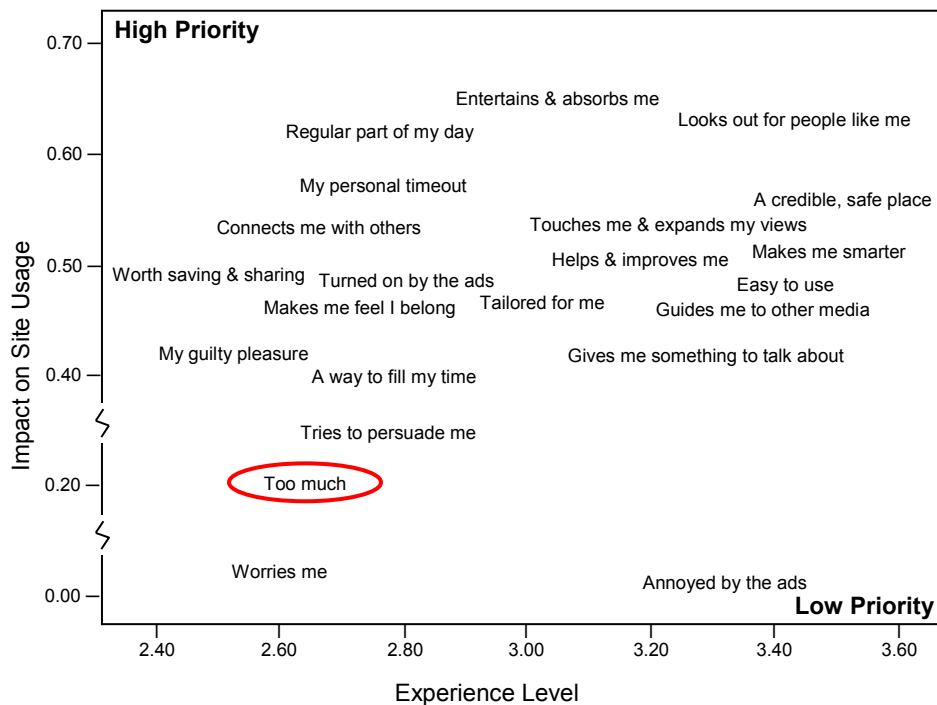
I feel as if I'm drowning in all the stuff on this site. I get distracted and feel that I've wasted my time.

### Statements respondents use to describe "Too much"

1. Using this site makes me feel like I am drowning in the flood of information that comes out each day.
2. This site tries to cover too much.
3. Sometimes I am frustrated that I can't get things to work right on this site.
4. I get distracted on this site; there are different things all over the place.
5. I sometimes feel my time has been wasted after using this site.
6. I find my mind wandering when I am on this site.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.58	0.170
<b>Rank</b>	20 <sup>th</sup>	20 <sup>th</sup>

### Relation to other experiences



## How specific groups are different

	<b>Too much</b>			
	<b>Experience level</b>		<b>Impact on usage</b>	
	<b>2.58</b>		<b>0.170</b>	
<b>Other media use</b>	Newspaper readers		Newspaper readers	
	Magazine readers	↑	Magazine readers	
	TV viewers		TV viewers	
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs	
	Online socializers*	↑	Online socializers	↑
	Online experts		Online experts	
	Online habitués*	↑	Online habitués	↑
	Online enthusiasts*	↑	Online enthusiasts	
<b>Site categories</b>	Local news		Local news	
	National news		National news	
	Aggregators		Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest	↓	Special interest	
<b>Gender</b>	Women		Women	
	Men		Men	↑
<b>Age</b>	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64	↓	55-64	
	65+	↓	65+	
<b>Income</b>	More		More	
	Less		Less	
<b>Education</b>	More		More	
	Less		Less	
<b>Employment status</b>	Homemakers		Homemakers	
	Students	↑	Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
<b>Race</b>	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
<b>Kids at home</b>	More*	↑↓	More	
	Fewer		Fewer	

## Too much

### ↑ These groups rate this experience higher than average:

- People with higher **magazine** readership
- **Online entrepreneurs** (especially for games and entertainment Web sites)
- **Online socializers** (except for local news and national news Web sites)
- **Online habitués** (especially for national news, games, and business Web sites)
- **Online enthusiasts** (especially for games Web sites)
- **Students**
- People with **more kids** (but only for games Web sites. They rate this experience lower for local news and business Web sites.)

### ↓ These groups rate this experience lower than average:

- Users of **Special interest** Web sites
- People ages **55-64**
- People ages **65+**
- People with **more kids** (but only for local news and business Web sites. They rate this experience higher for games Web sites.)

### ↑ This experience has a stronger impact on usage for:

- **Online socializers**
- **Online habitués**
- **Men**

### ↓ This experience has lower impact on usage for:

- **None**

## Worries me

### What it means

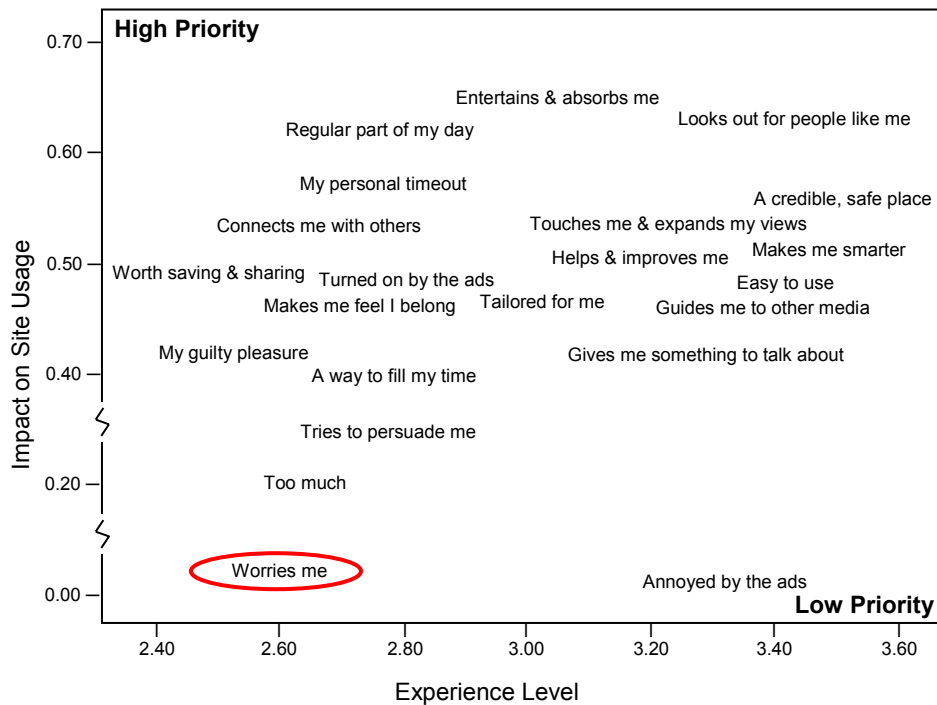
The site bothers me because I can't trust its accuracy. It has a negative tone and covers things I dislike.

### Statements respondents use to describe "Worries me"

1. I sometimes don't go to this site because I know it will be sad or negative.
2. They will often cover topics I can't stand.
3. I worry about the accuracy of stories on this site.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	2.52	0.074
<b>Rank</b>	21 <sup>st</sup>	21 <sup>st</sup>

### Relation to other experiences



## How specific groups are different

		<b>Worries me</b>	
	<b>Experience level</b> <b>2.52</b>		<b>Impact on usage</b> <b>0.074</b>
<b>Other media use</b>	Newspaper readers		Newspaper readers
	Magazine readers		Magazine readers
	TV viewers		TV viewers
<b>Online use motivation / psychographic</b>	Online entrepreneurs*	↑	Online entrepreneurs
	Online socializers*	↑	Online socializers
	Online experts		Online experts
	Online habitués	↑	Online habitués
	Online enthusiasts	↑	Online enthusiasts
<b>Site categories</b>	Local news		Local news
	National news		National news
	Aggregators		Aggregators
	Games		Games
	Entertainment		Entertainment
	Business		Business
	Special interest	↓	Special interest
<b>Gender</b>	Women		Women
	Men	↑	Men
<b>Age</b>	18-24		18-24
	25-34		25-34
	35-54		35-54
	55-64		55-64
	65+		65+
<b>Income</b>	More		More
	Less		Less
<b>Education</b>	More		More
	Less		Less
<b>Employment status</b>	Homemakers		Homemakers
	Students		Students
	Employed		Employed
	Unemployed		Unemployed
	Retired		Retired
<b>Race</b>	White		White
	African American		African American
	Hispanic		Hispanic
	Other		Other
<b>Kids at home</b>	More*	↑↓	More
	Fewer		Fewer

## Worries me

### ↑ These groups rate this experience higher than average:

- **Online entrepreneurs** (especially for games Web sites)
- **Online socializers** (especially for games Web sites)
- **Online habitués**
- **Online enthusiasts**
- **Men**
- People with **more kids** (but only for games Web sites. They rate this experience lower for local news Web sites.)

### ↓ These groups rate this experience lower than average:

- Users of **Special interest** Web sites
- People with **more kids** (but only for local news Web sites. They rate this experience higher for games Web sites.)

### ↑ This experience has a stronger impact on usage for:

- **Online socializers**
- **Men**
- People ages **18-24**

### ↓ This experience has lower impact on usage for:

- **Women**

## Annoyed by the ads

### What it means

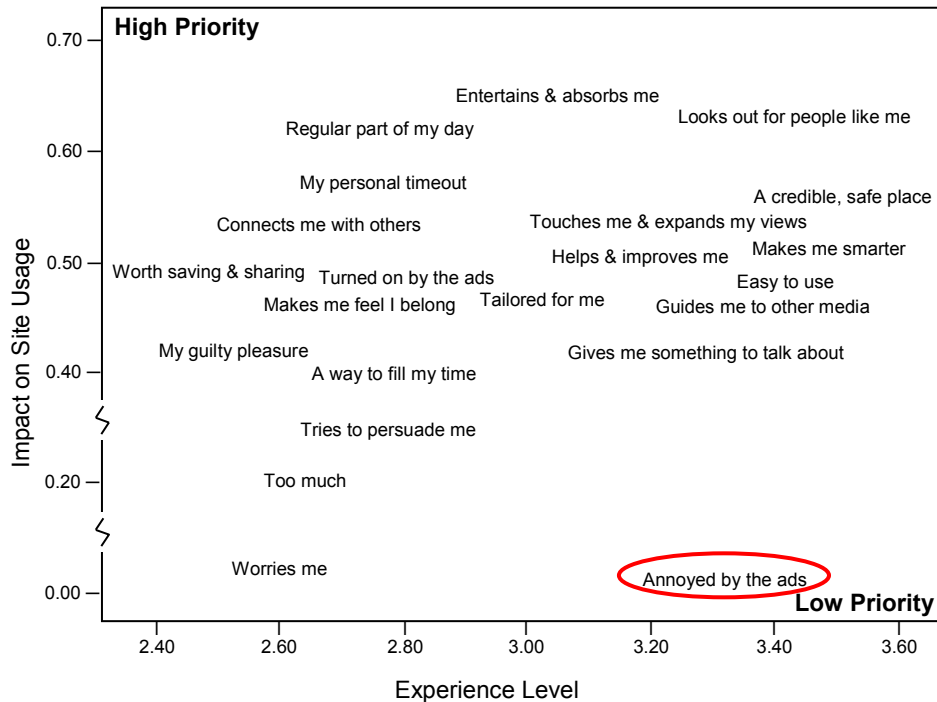
The ads are intrusive and distracting. I tend to avoid them.

### Statements respondents use to describe “Annoyed by the ads”

1. I am annoyed because too many of the ads on this site have too much movement.
2. I don't like the number of popup ads on this site.
3. I don't really look at the ads on this site.

	Average experience level (5-point scale)	Impact on usage
<b>Value</b>	3.20	0.053
<b>Rank</b>	6 <sup>th</sup>	22 <sup>nd</sup>

### Relation to other experiences



## How specific groups are different

Annoyed by the ads				
	Experience level 3.20		Impact on usage 0.053	
Other media use	Newspaper readers		Newspaper readers	▼
	Magazine readers		Magazine readers	▼
	TV viewers*	▼	TV viewers	
Online use motivation / psychographic	Online entrepreneurs*	▲	Online entrepreneurs	
	Online socializers*	▲	Online socializers	
	Online experts	▲	Online experts	
	Online habitués	▲	Online habitués	
	Online enthusiasts	▲	Online enthusiasts	
Site categories	Local news		Local news	
	National news		National news	
	Aggregators	▲	Aggregators	
	Games		Games	
	Entertainment		Entertainment	
	Business		Business	
	Special interest		Special interest	
Gender	Women		Women	
	Men		Men	▲
Age	18-24		18-24	
	25-34		25-34	
	35-54		35-54	
	55-64		55-64	
	65+		65+	
Income	More		More	
	Less		Less	
Education	More	▼	More	
	Less		Less	
Employment status	Homemakers		Homemakers	
	Students		Students	
	Employed		Employed	
	Unemployed		Unemployed	
	Retired		Retired	
Race	White		White	
	African American		African American	
	Hispanic		Hispanic	
	Other		Other	
Kids at home	More*	▼	More	
	Fewer		Fewer	

## **Annoyed by the ads**

### **↑ These groups rate this experience higher than average:**

- **Online entrepreneurs** (but only for local news Web sites)
- **Online socializers** (but only for games Web sites)
- **Online experts**
- **Online habitués**
- **Online enthusiasts**
- Users of **Aggregators** Web sites

### **↓ These groups rate this experience lower than average:**

- People with higher **TV** use (but only for special interest Web sites)
- People with **more education**
- People with **more kids** (especially for local news, national news, entertainment, and business Web sites)

### **↑ This experience has a stronger impact on usage for:**

- **Men**

### **↓ This experience has lower impact on usage for:**

- People with higher **newspaper** readership
- People with higher **magazine** readership