

BACKGROUND:

- ❑ Survey of ~1,000+ Consumers in the US. This is our second Volume. First volume was completed in June of 2020.

FINDINGS:

News Consumption Remains Higher Than Normal

- ❑ Respondents are still consuming the news more often than what they perceive to be as normal. The data pulled back a touch compared to June of 2020, but the declines were modest and still represent considerably higher than “normal” levels. The percentage of respondents who follow New York Times content increased relative to our June of 2020 survey.
 - ❑ **Why More?** | Consumers cite a variety of reasons ranging from COVID, the election, the fact that they are home more and have more time, and that there is so much going on right now that they feel they need to be following.
 - ❑ **Why Less?** | Of the minority who are decreasing news consumption – the top reasons for the reduction are “negativity” and “fake news”.

Willingness To Pay For News Content Increases

- ❑ Since our survey in June of 2020, consumer willingness to pay for news content increased. The % of New York Times readers who pay for a subscription increased q/q.

COVID Remains an Influential Reason To Consume More News and Pay for News

- ❑ Our surveys continue to show a strong connection between concern with COVID and paying for news subscriptions, including the New York Times. Consumers clearly agree that they have more of a need to read/follow the news while COVID is still a concern and BEFORE they get the COVID vaccine.

Respondents Don't See a Change of Political Power as a Reason to Reduce News Consumption

- ❑ Consumers do not feel that they change their news consumption based upon whether they support the current President and/or the party who currently controls Congress. As far as self-reported and planned behavior goes, consumers do not expect to reduce news consumption because we have a new President in the US.
- ❑ Lastly – we would note that compared to our June of 2020 survey a higher percentage of respondents identified as democrats in our current survey.

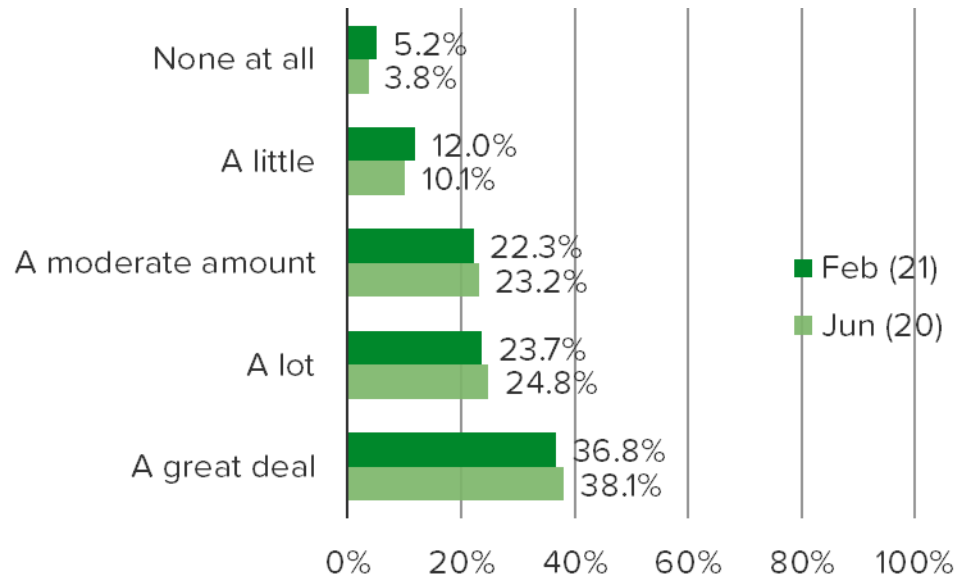


Charts



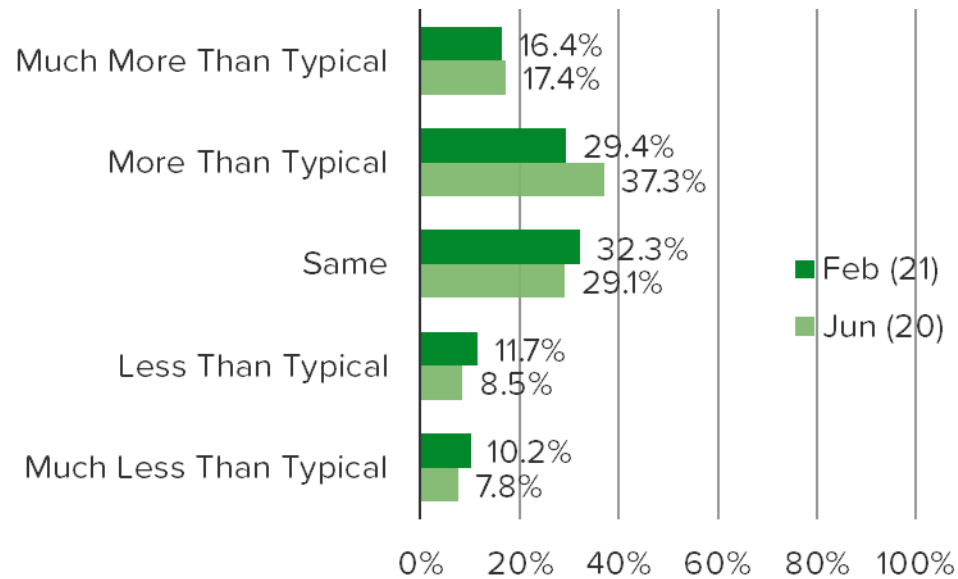
How closely do you follow the news?

Posed to all respondents.



Over the past few months, have you been consuming more or less news content compared to what you typically consume?

Posed to all respondents.



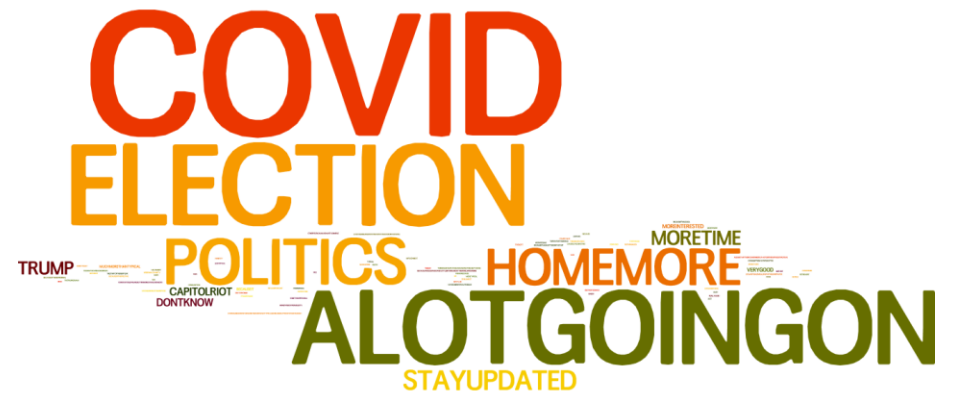
Why has your consumption changed?

Posed to all respondents.

Why Less?



Why More?



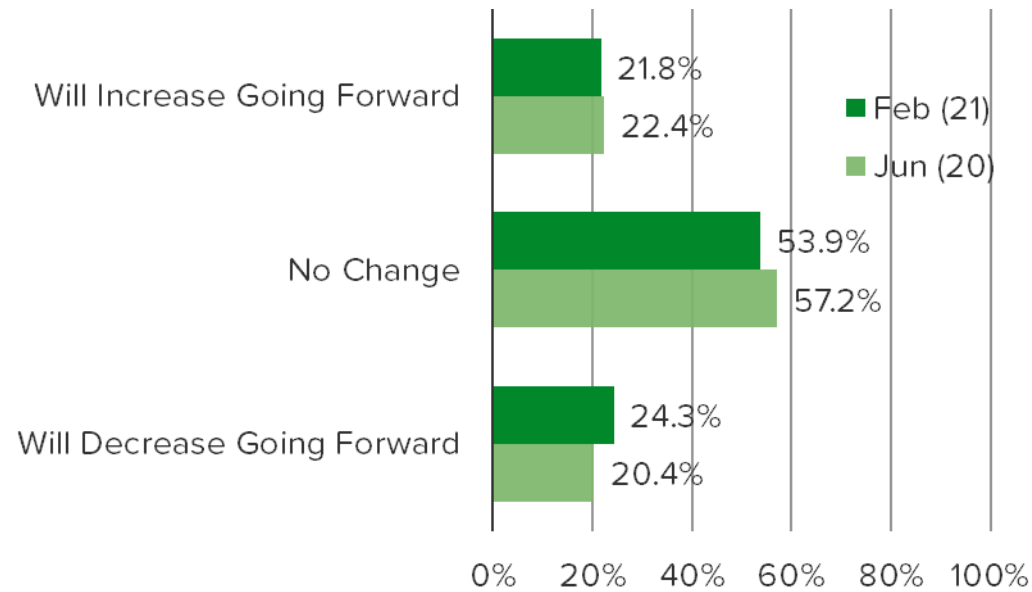
N=669

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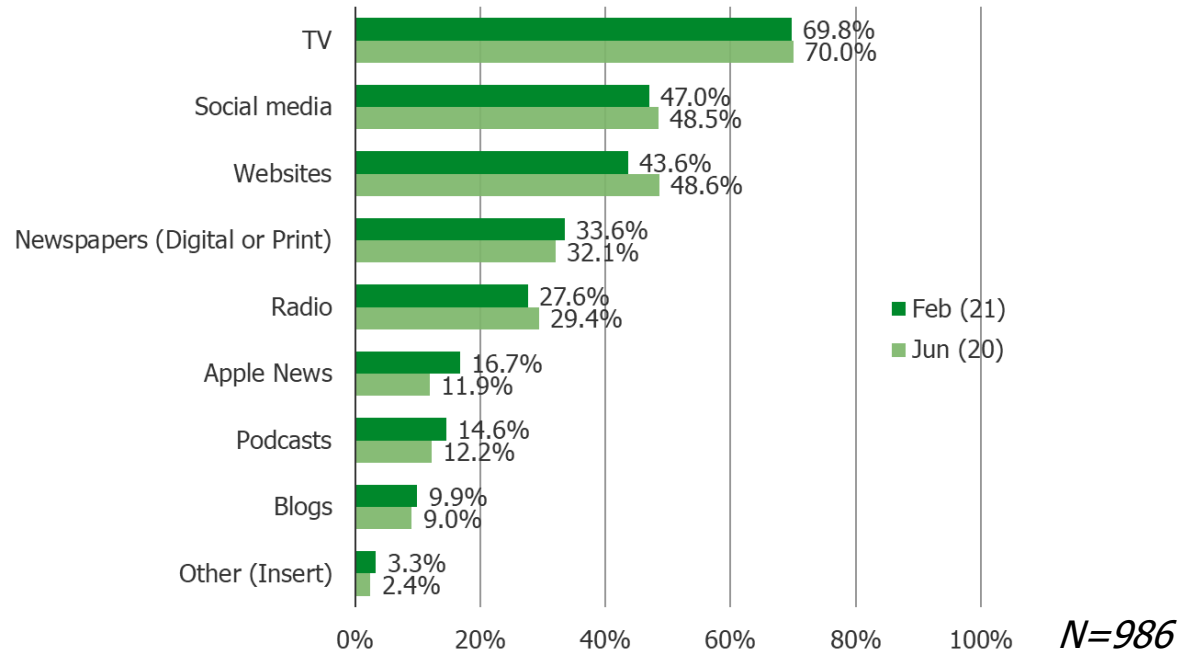
Going forward, do you expect to change how much news you consume?

Posed to all respondents.



How do you typically get your news? (Select ALL that apply)

Posed to all respondents.



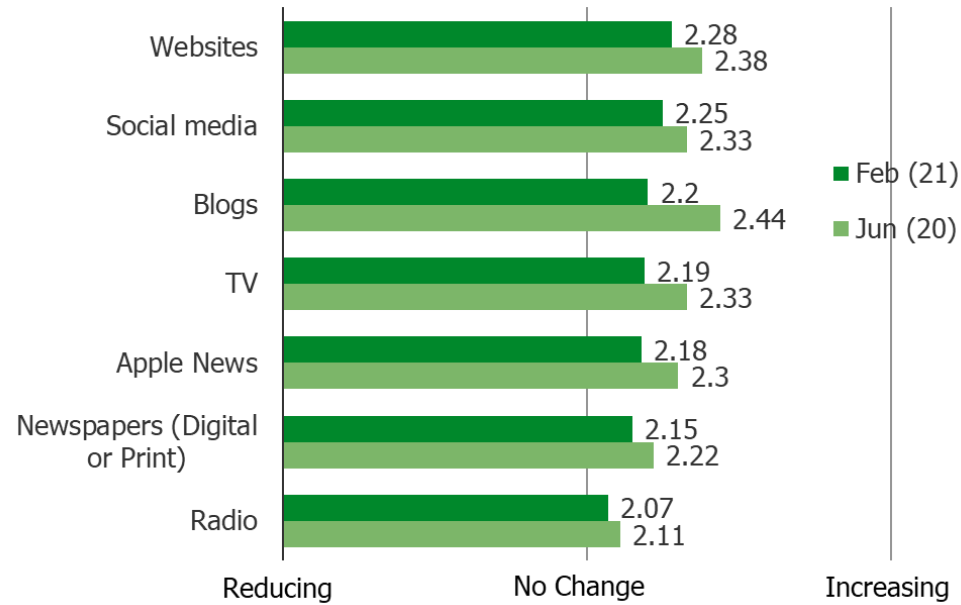
February 2021 Data Cross-Tabbed By Age

Age	Social media	Newspapers (Digital or Print)	Blogs	Websites	TV	Radio	Apple News	Podcasts	Other (Insert)
18-24	66.7%	15.2%	13.1%	44.4%	47.5%	20.2%	21.2%	18.2%	6.1%
25-34	62.0%	24.0%	12.3%	44.7%	65.4%	29.1%	17.3%	19.6%	3.9%
35-44	61.1%	39.3%	15.2%	43.2%	68.1%	32.3%	27.2%	17.9%	3.9%
45-54	43.9%	31.0%	6.4%	46.8%	74.3%	21.1%	17.0%	11.7%	1.8%
55-64	24.4%	42.9%	8.4%	51.3%	72.3%	30.3%	5.9%	10.9%	2.5%
65-74	17.8%	42.2%	1.5%	34.8%	83.0%	26.7%	5.2%	7.4%	2.2%
75+	3.9%	42.3%	3.9%	26.9%	92.3%	34.6%	0.0%	7.7%	0.0%



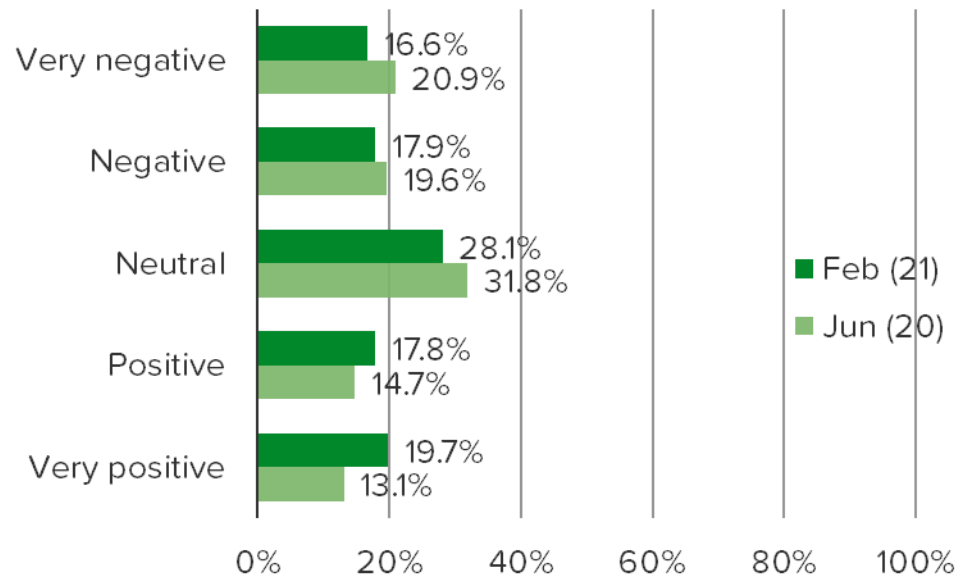
Have you been changing how much you use the following for news consumption?

Posed to all respondents.



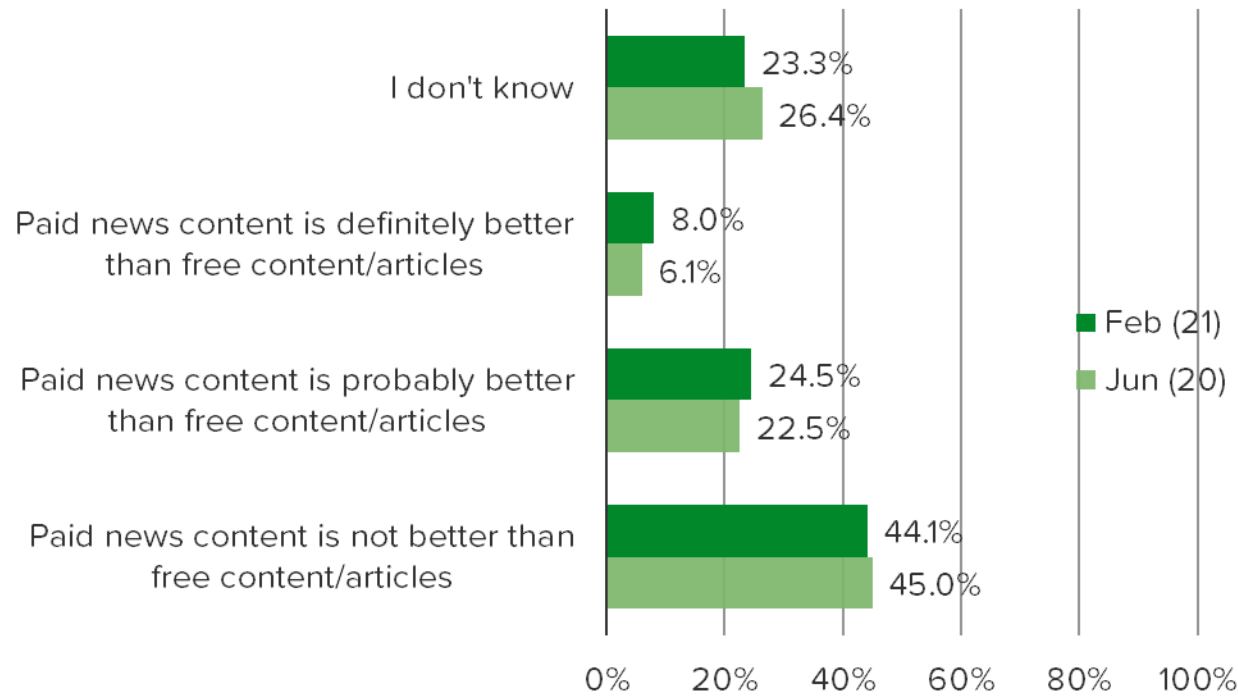
What is your opinion of paying for news content/subscriptions?

Posed to all respondents.



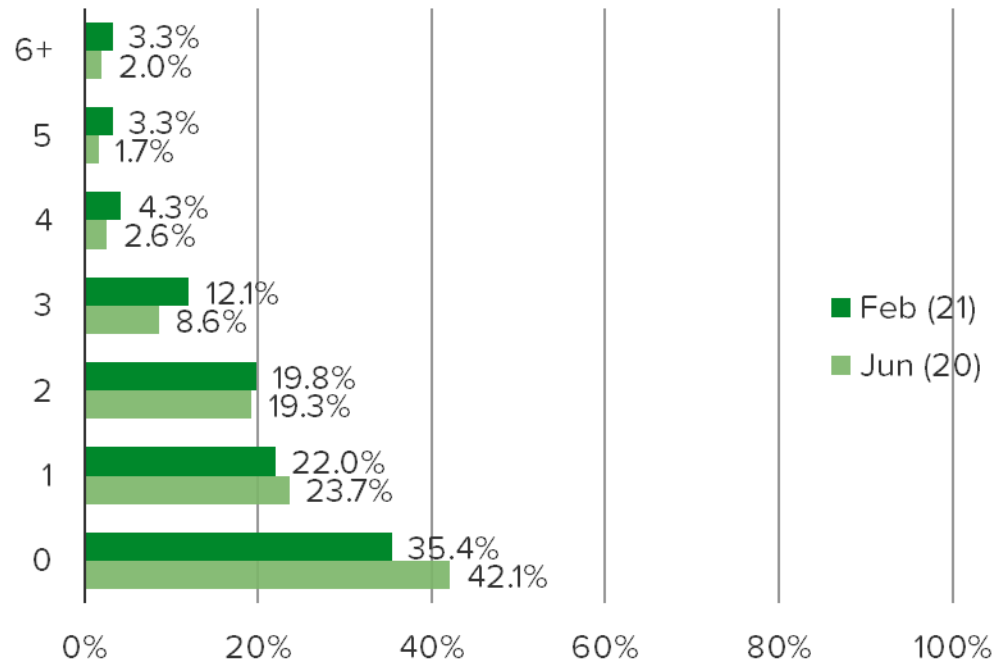
Compared to free news articles, do you think content you have to have a paid subscription to read are any better?

Posed to all respondents.



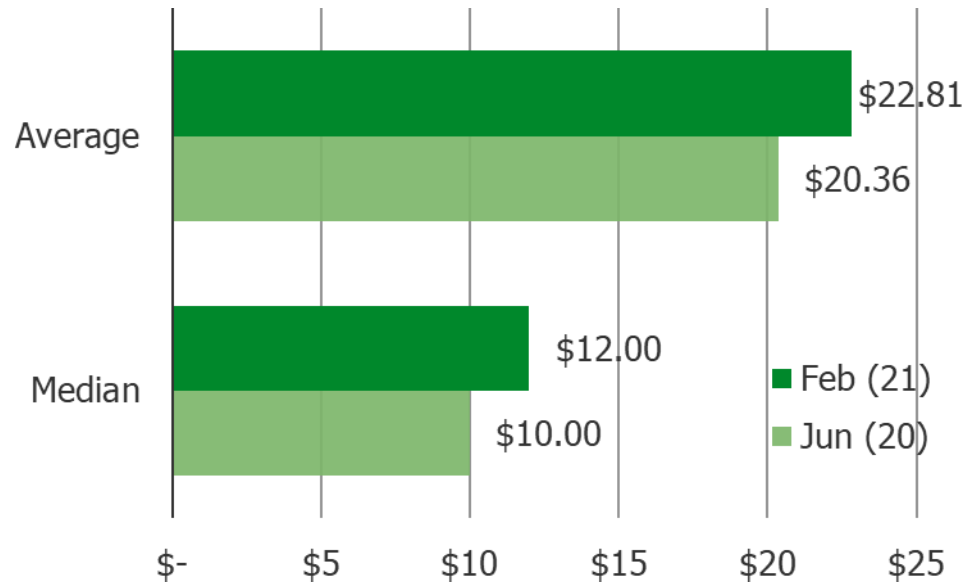
How many paid news subscriptions do you think is appropriate to be paying for at any given time?

Posed to all respondents.



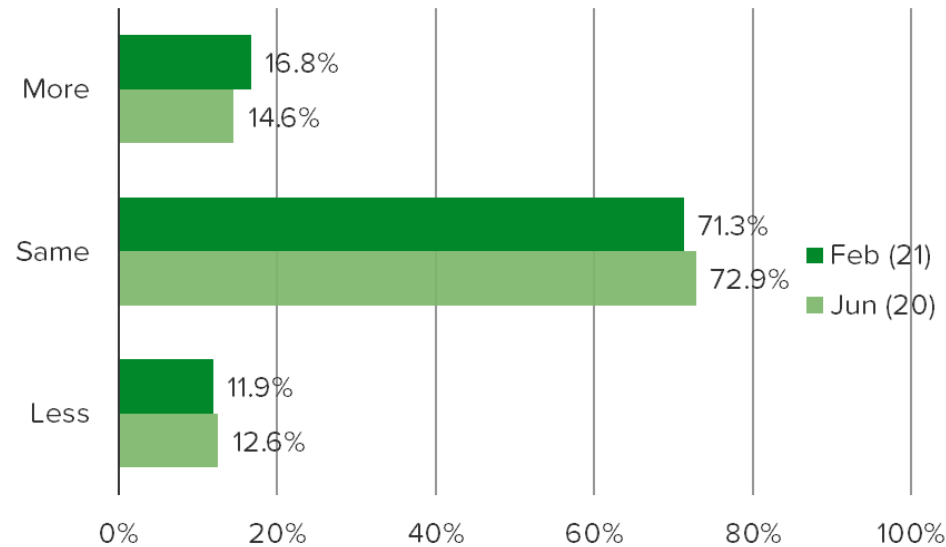
How much money do you think is appropriate to spend on paid news subscription services or paid newspapers per month?

Posed to all respondents who think it is appropriate to pay for at least one news subscription.



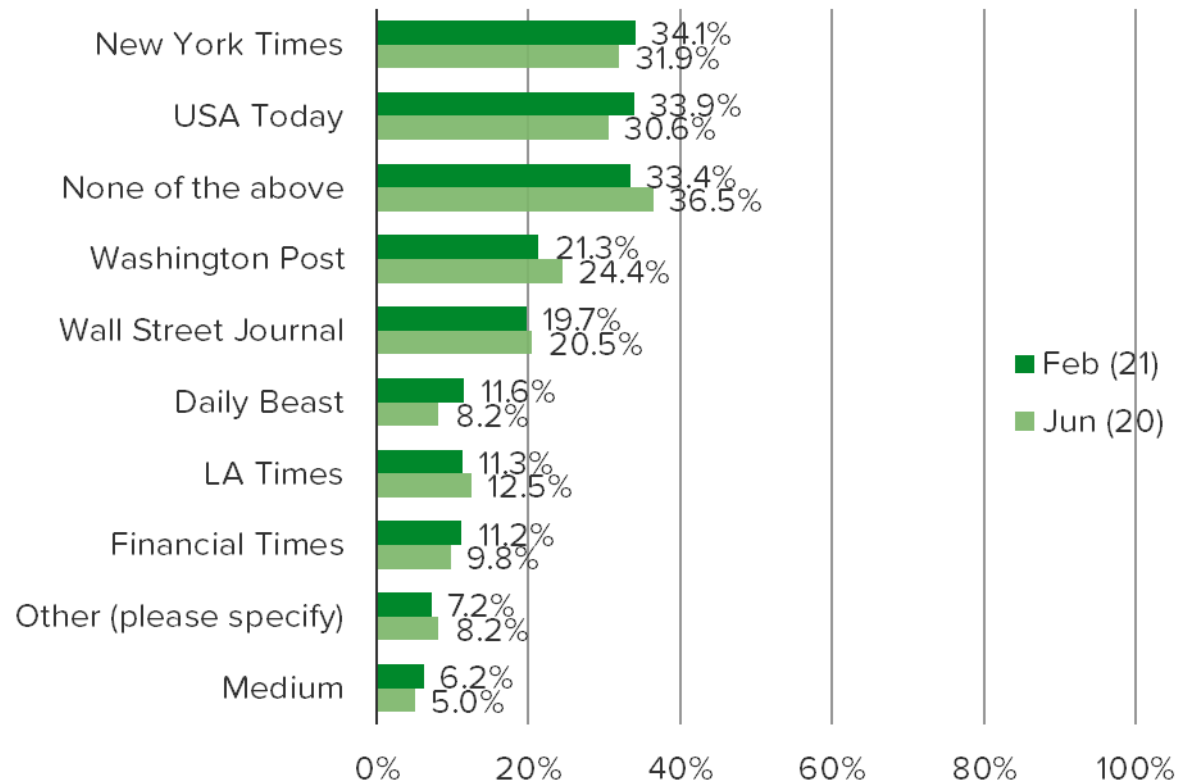
In the next few months, do you expect to change how much you spend on news services or newspaper subscriptions?

Posed to all respondents who think it is appropriate to pay for at least one news subscription.



Which of the following do you read regularly or occasionally (Select ALL that apply)

Posed to all respondents.

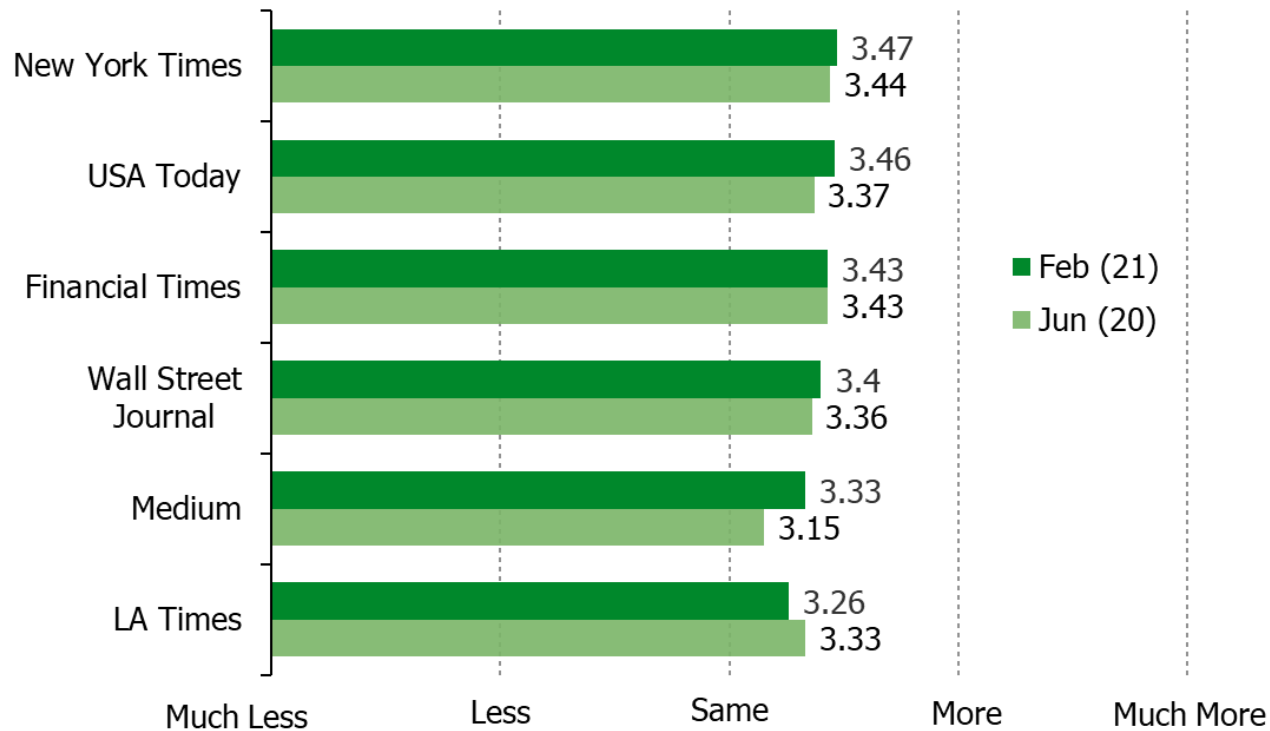


N=986



Have you recently changed how often you read the following?

Posed to all respondents who read the following publications.

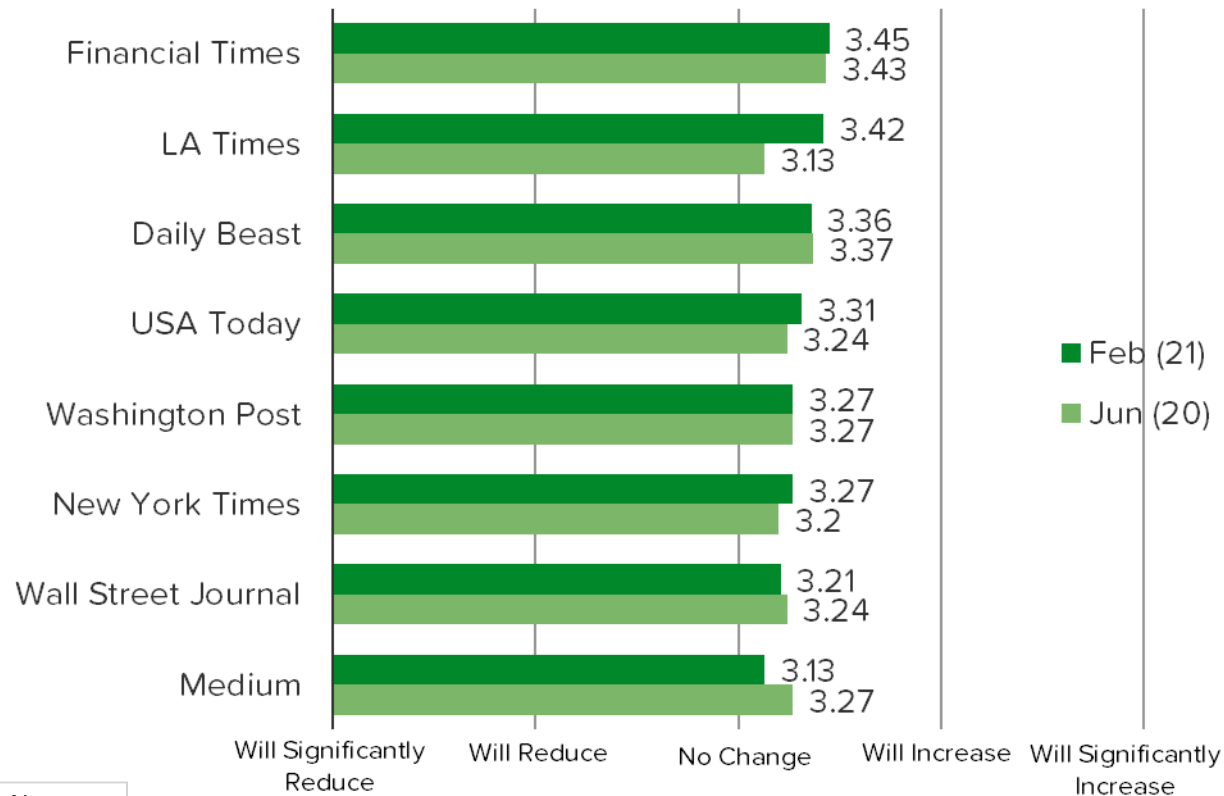


	N =
New York Times	336
Wall Street Journal	194
Financial Times	110
Washington Post	210
USA Today	334
Daily Beast	114
LA Times	111
Medium	61
None of the above	329



Do you expect to change how often you read the following going forward?

Posed to all respondents who read the following publications.



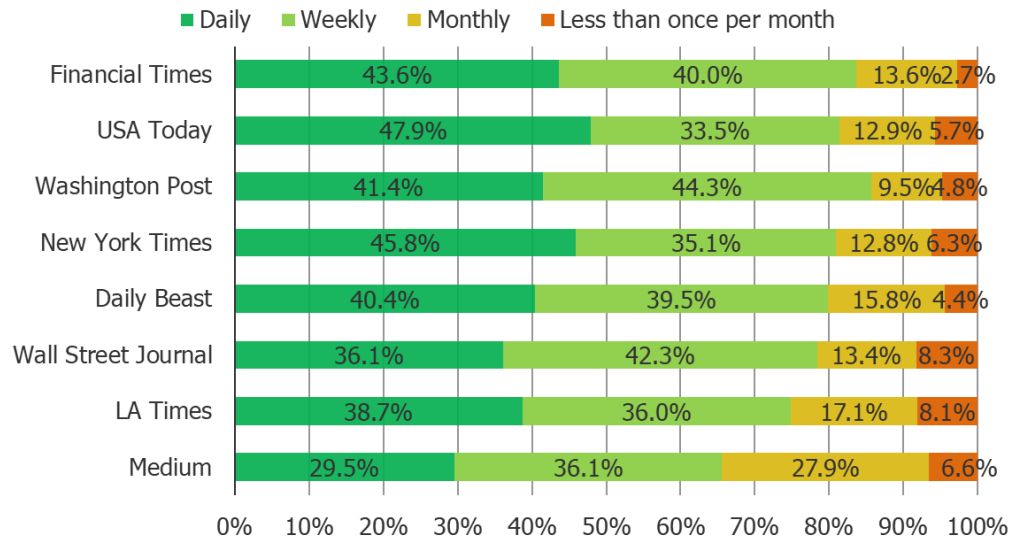
	N =
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USA Today	334
Daily Beast	114
LA Times	111
Medium	61
None of the above	329



How often do you read the following:

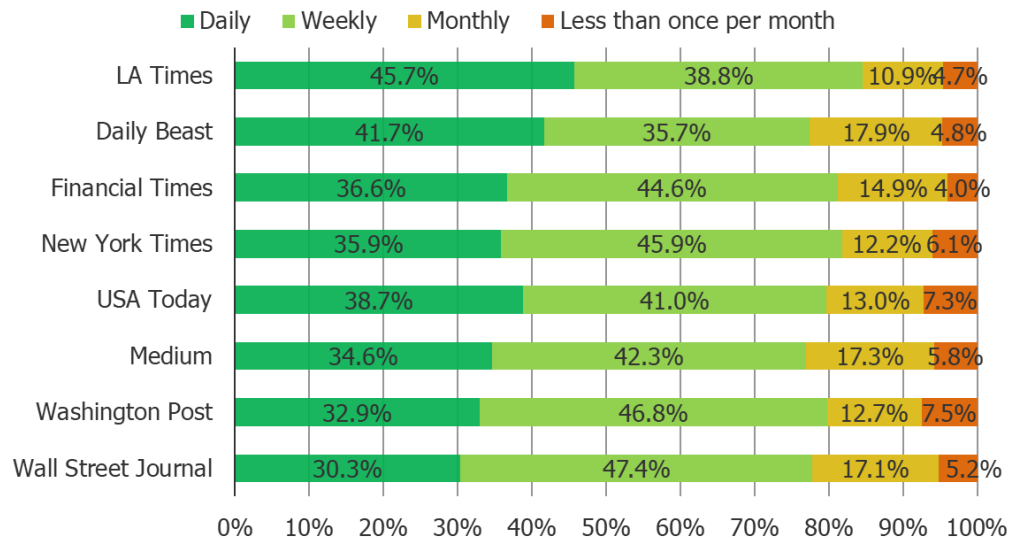
Posed to all respondents who read the following publications.

February 2021.



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New York Times	336
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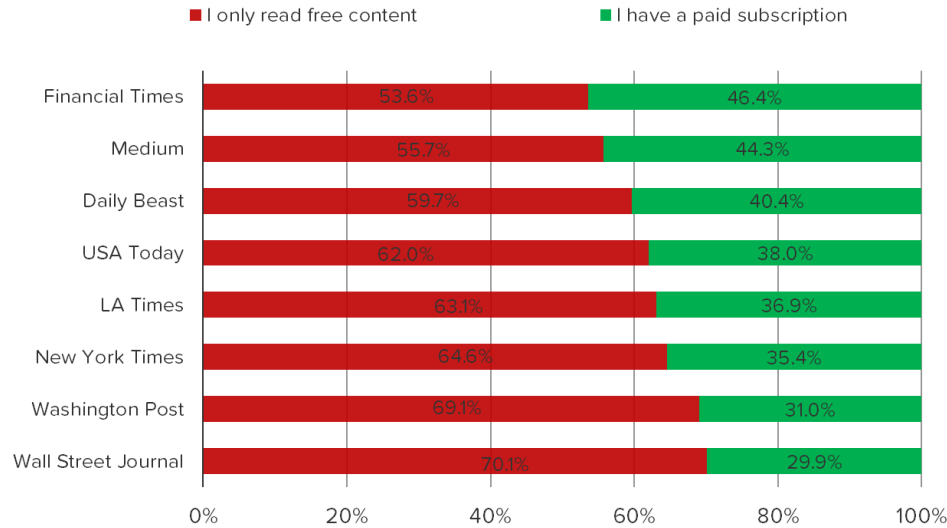
June 2020.



Do you currently have a paid subscription with the following?

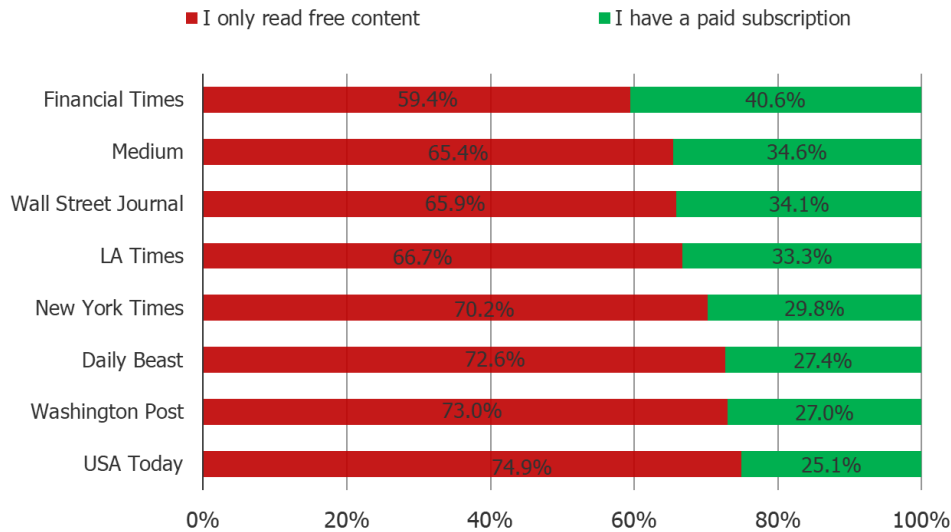
Posed to all respondents who read the following publications.

February 2021.



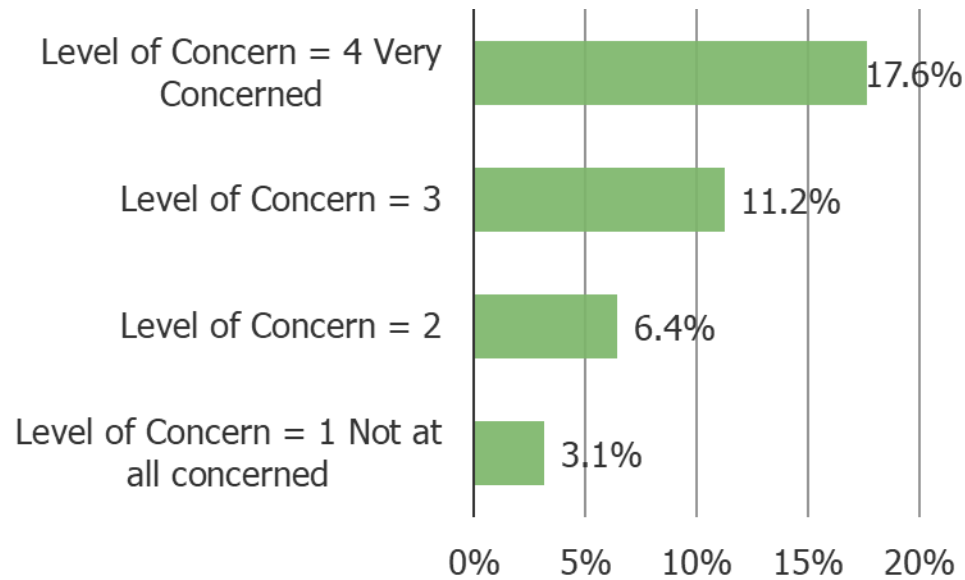
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June 2020.



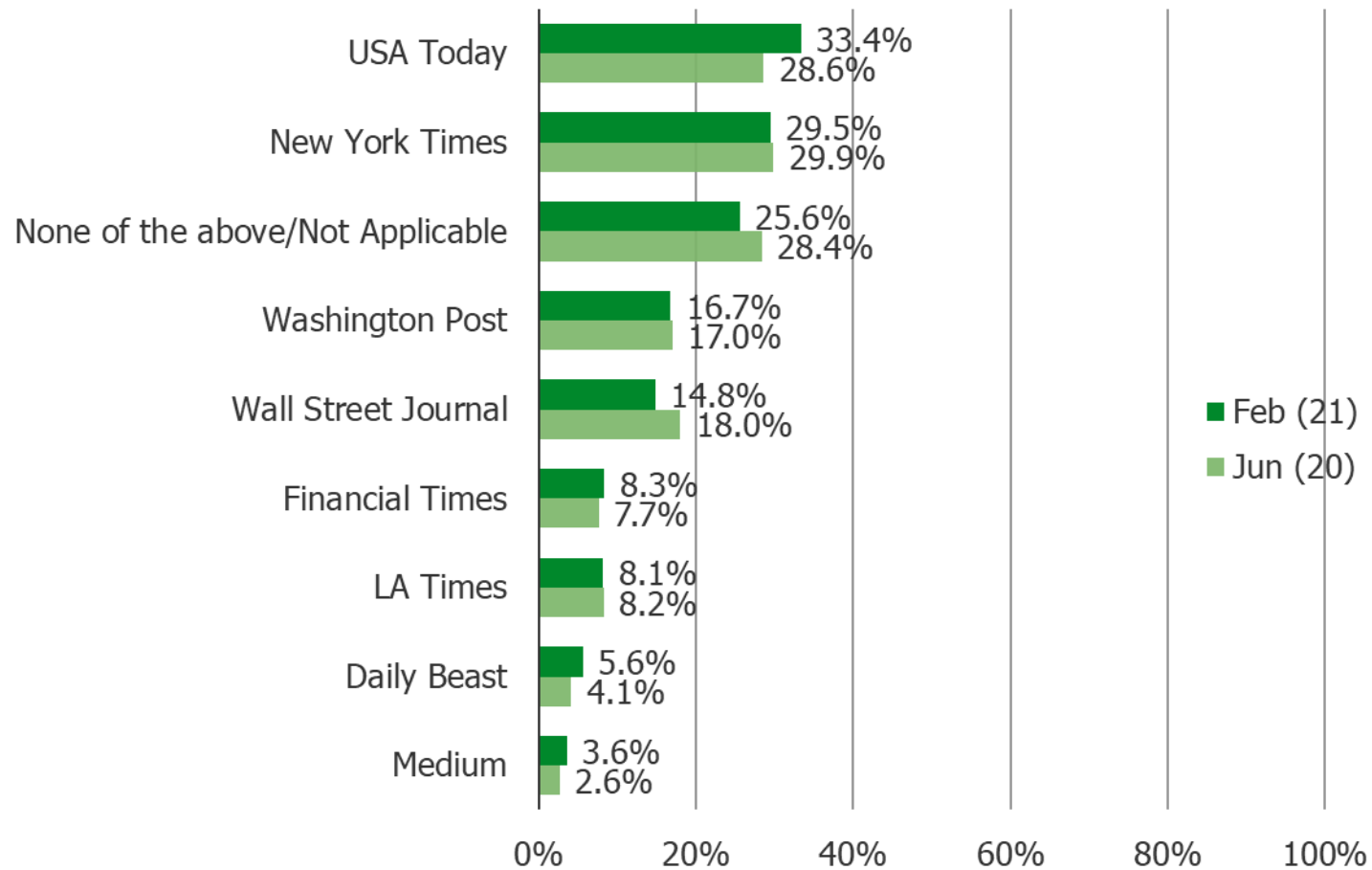
Cross-Tab: % of Respondents Who Are NYT Paid Subscribers By How Concerned They Are With Covid

Posed to all respondents who read the following publications.



If you could only have a subscription with one or two of these, which would you choose? (select 1 or 2 choices)

Posed to all respondents.



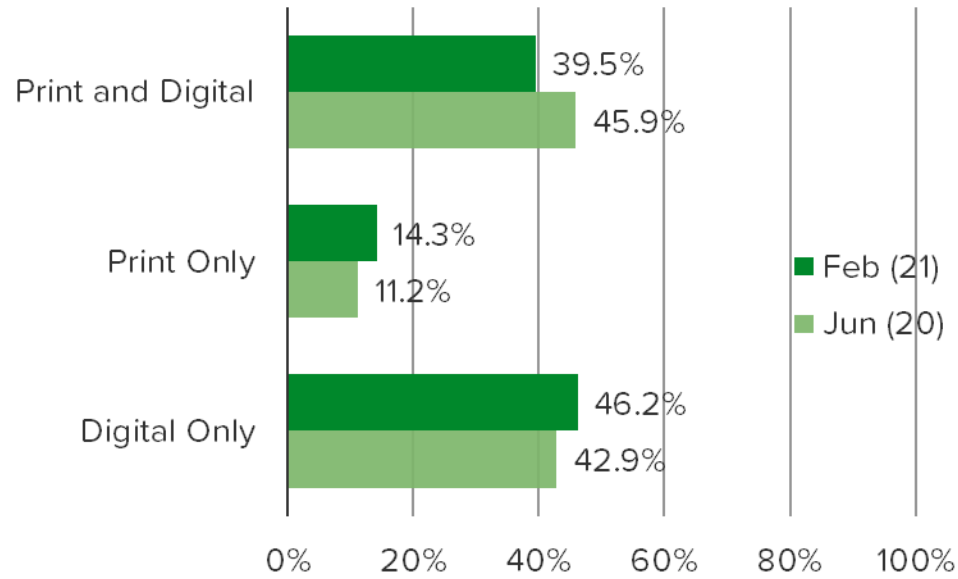
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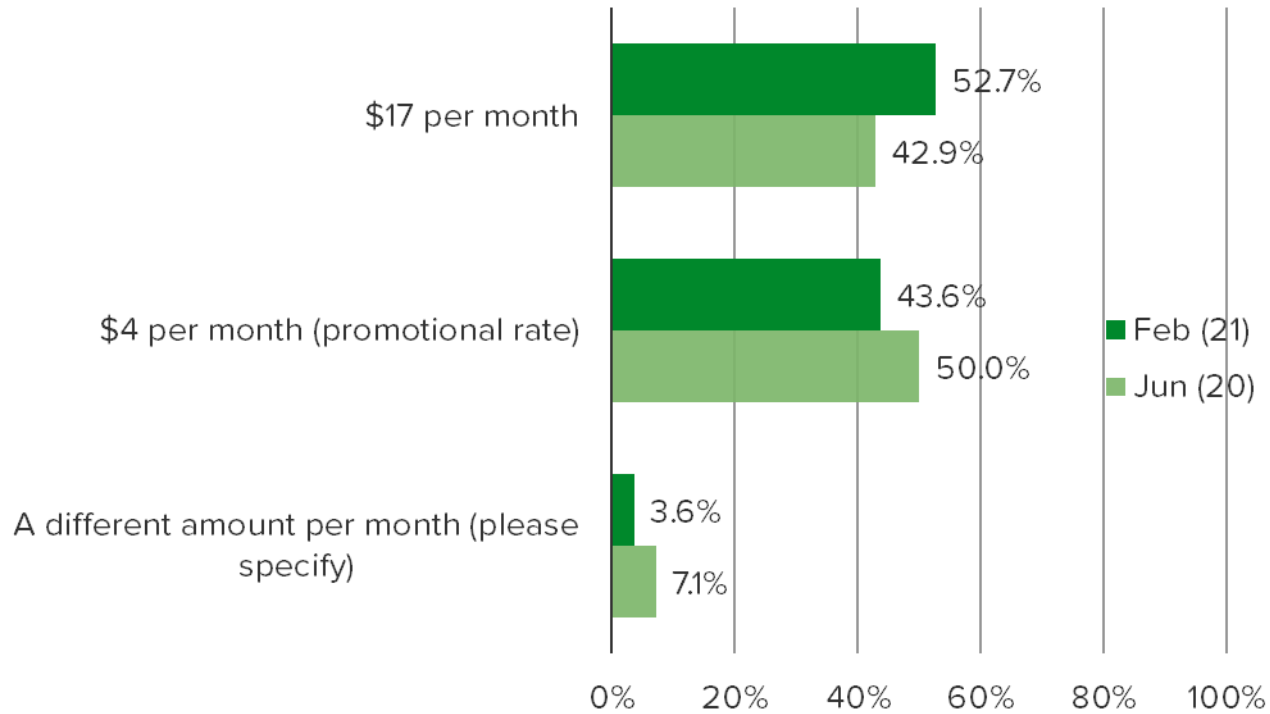
Which of the following New York Times products do you subscribe to?

Posed to all respondents who pay for the New York Times.



How much do you currently pay for your subscription?

Posed to all respondents who pay for a digital only subscription.



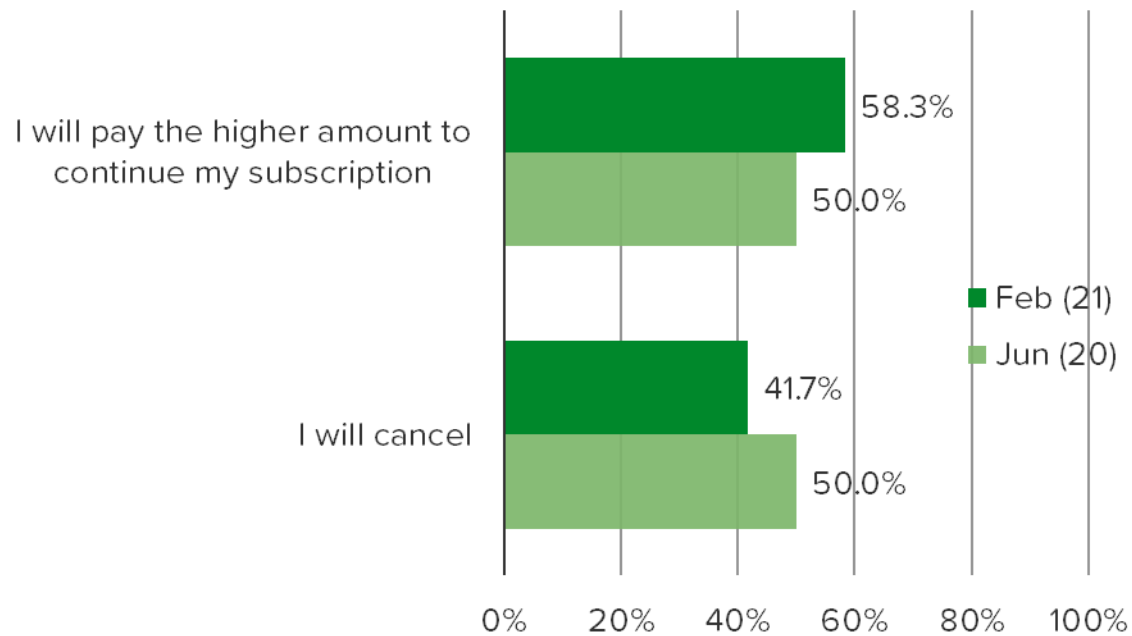
N=55

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When your promotional rate is no longer available and the rate goes up to \$17 per month for digital, what will you do?

Posed to respondents who pay for the promotional rate of the digital version of New York Times.



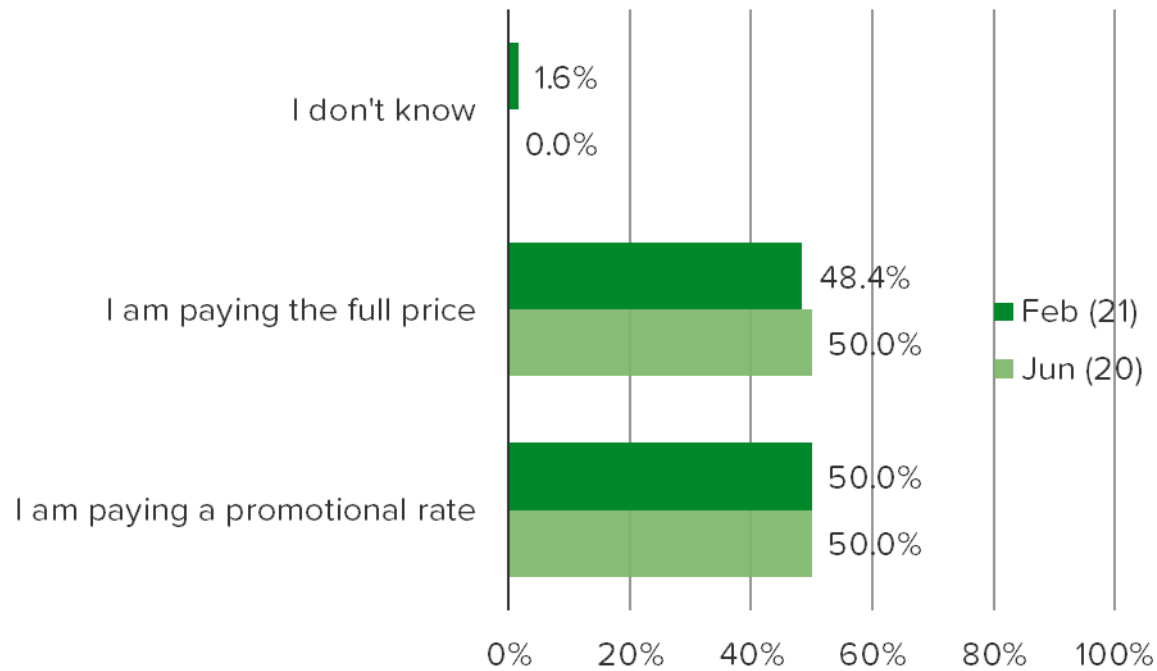
N=24

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Are you currently paying a promotional rate (ie, 50% off) or are you paying the full price?

Posed to respondents who subscribe to the print only version or the print and digital version of New York Times.



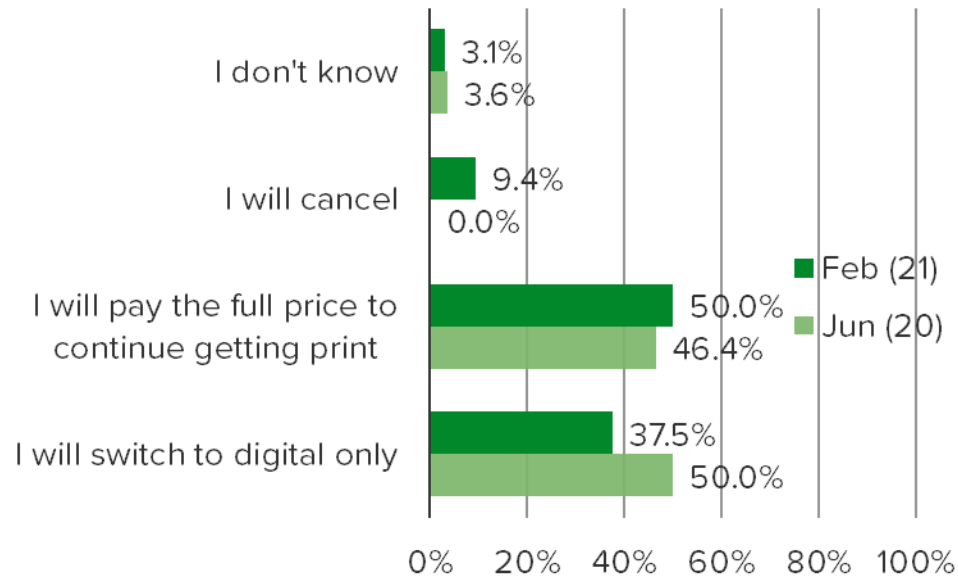
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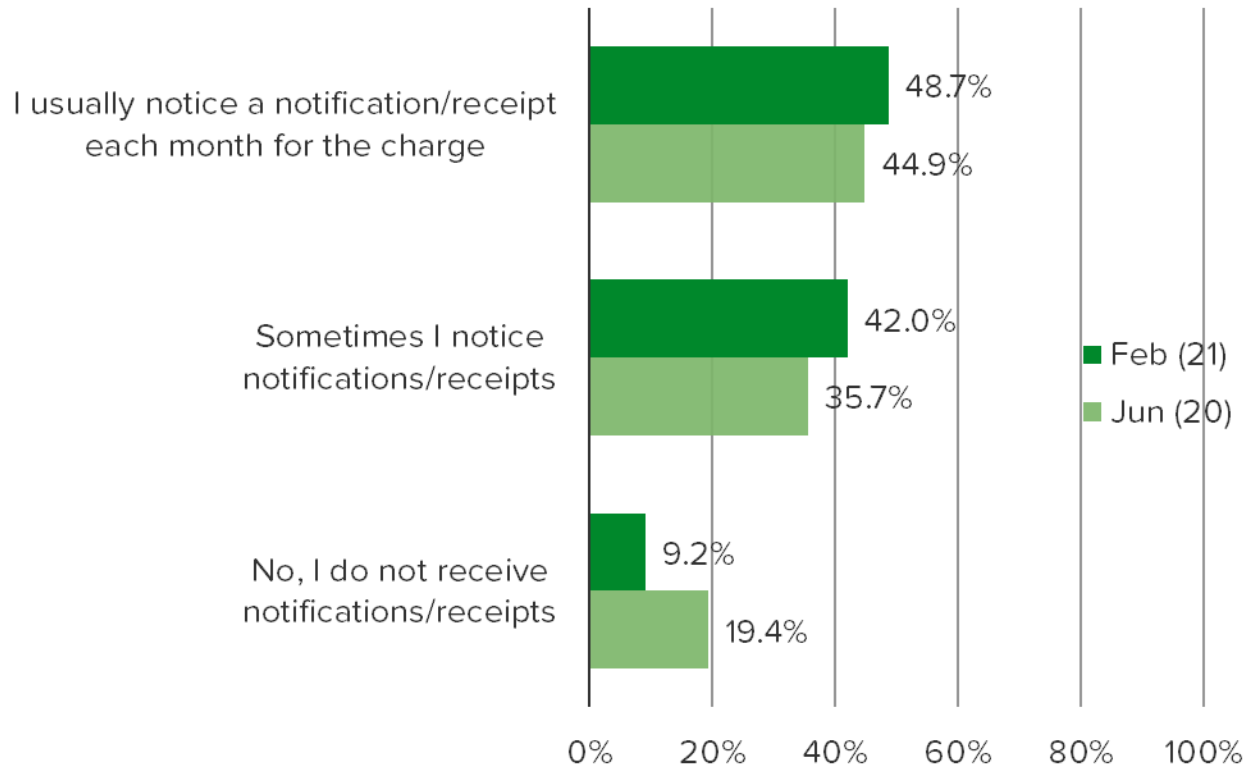
When the promotional rate is up and your plan switches to full price, what will you do?

Posed to respondents who pay for the promotional rate of the print only version or the print and digital version of New York Times.



Do you get any kind of email or notification/receipt each month when your New York Times subscription payment method is charged?

Posed to all respondents who pay for New York Times.



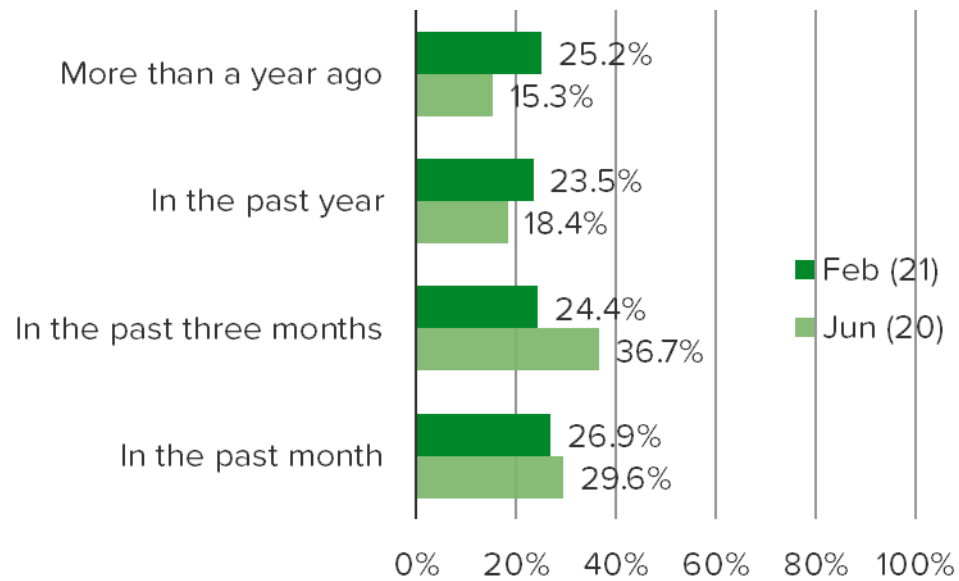
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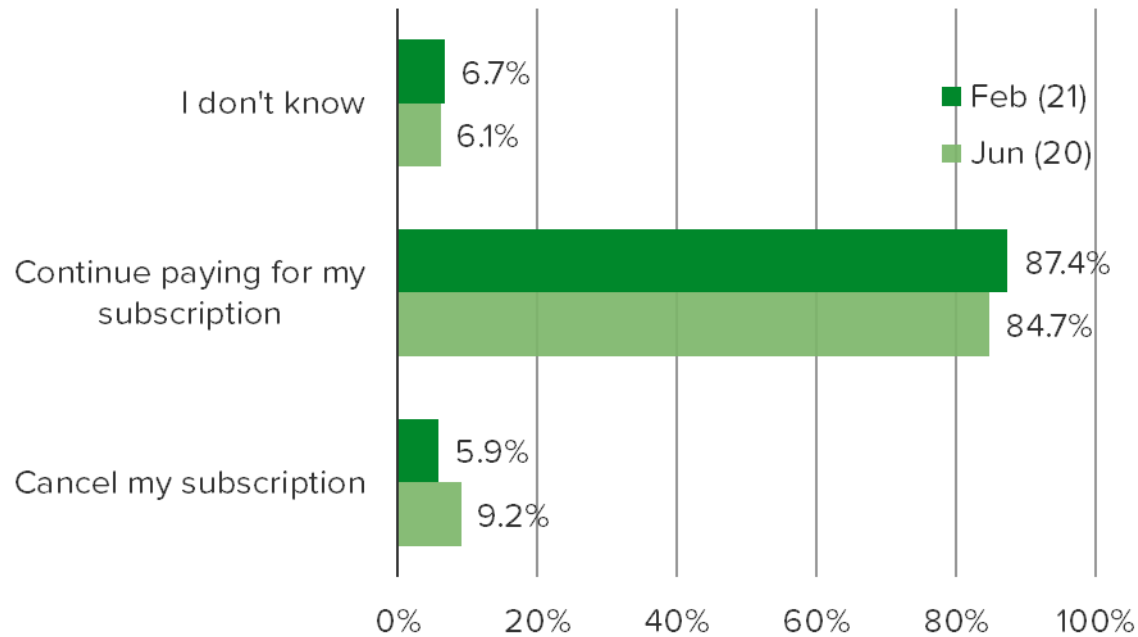
When did you start your subscription with the New York Times?

Posed to all respondents who pay for New York Times.



After Covid / the Coronavirus is no longer an issue, do you plan to....?

Posed to all respondents who pay for New York Times.



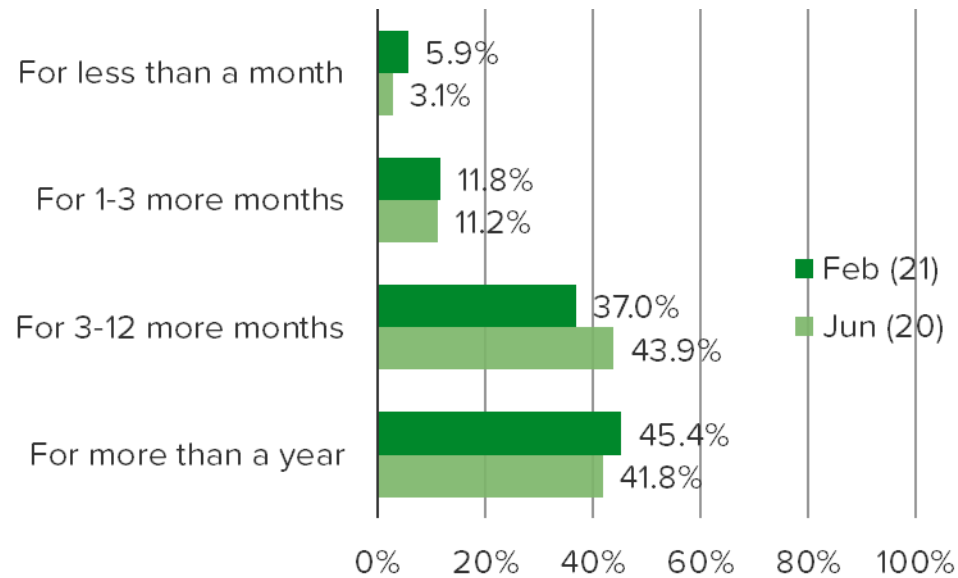
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For how much longer do you expect to be a New York Times paying subscriber?

Posed to all respondents who pay for New York Times.



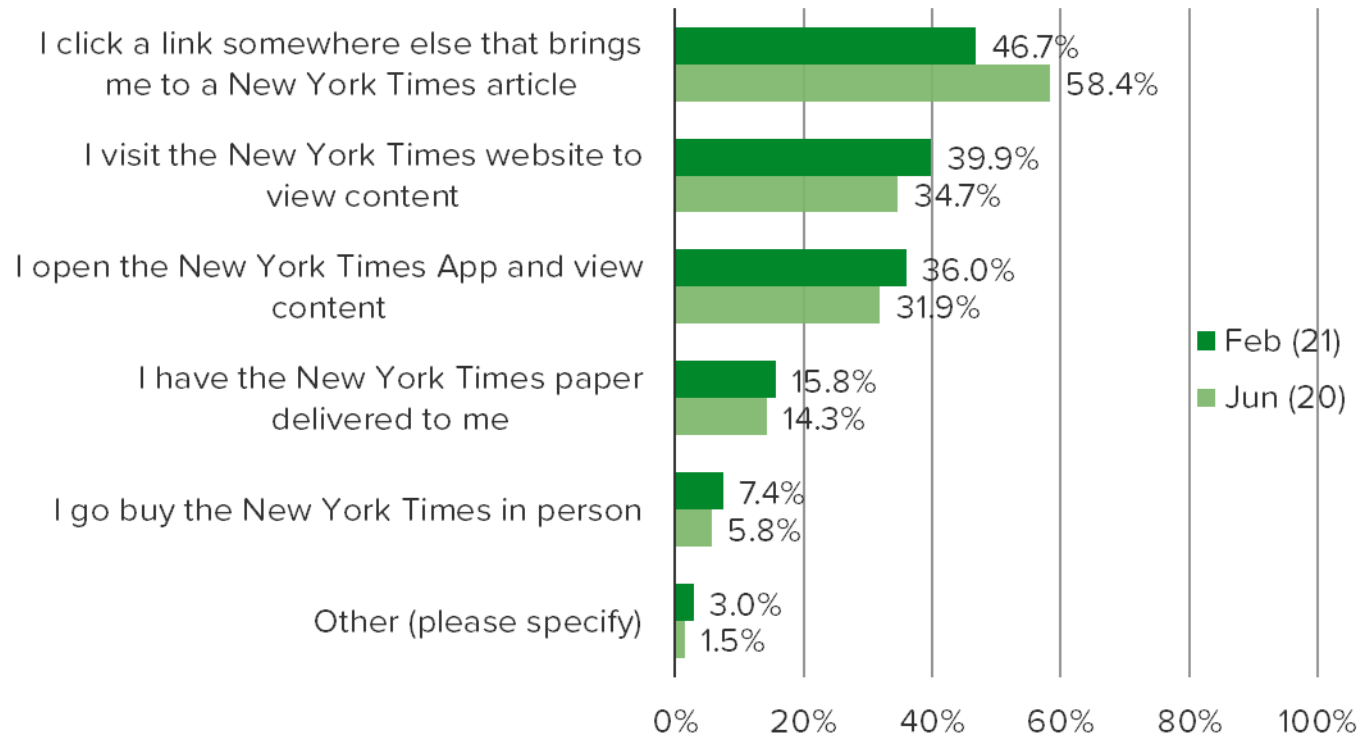
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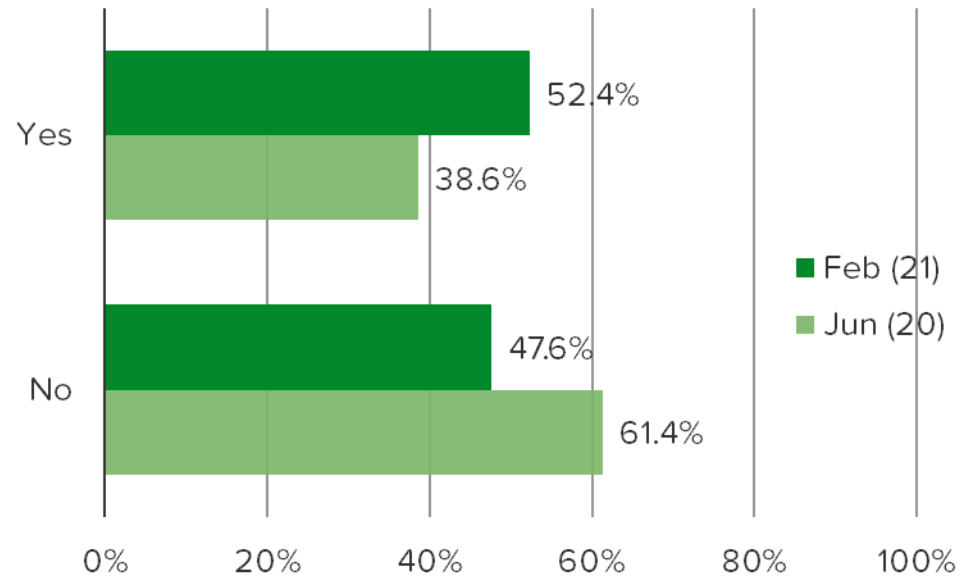
How do you typically wind up reading New York Times content? Choose up to 2 options

Posed to all respondents who read the New York Times.



Do you have the New York Times mobile app downloaded on your phone?

Posed to all respondents who read the New York Times.



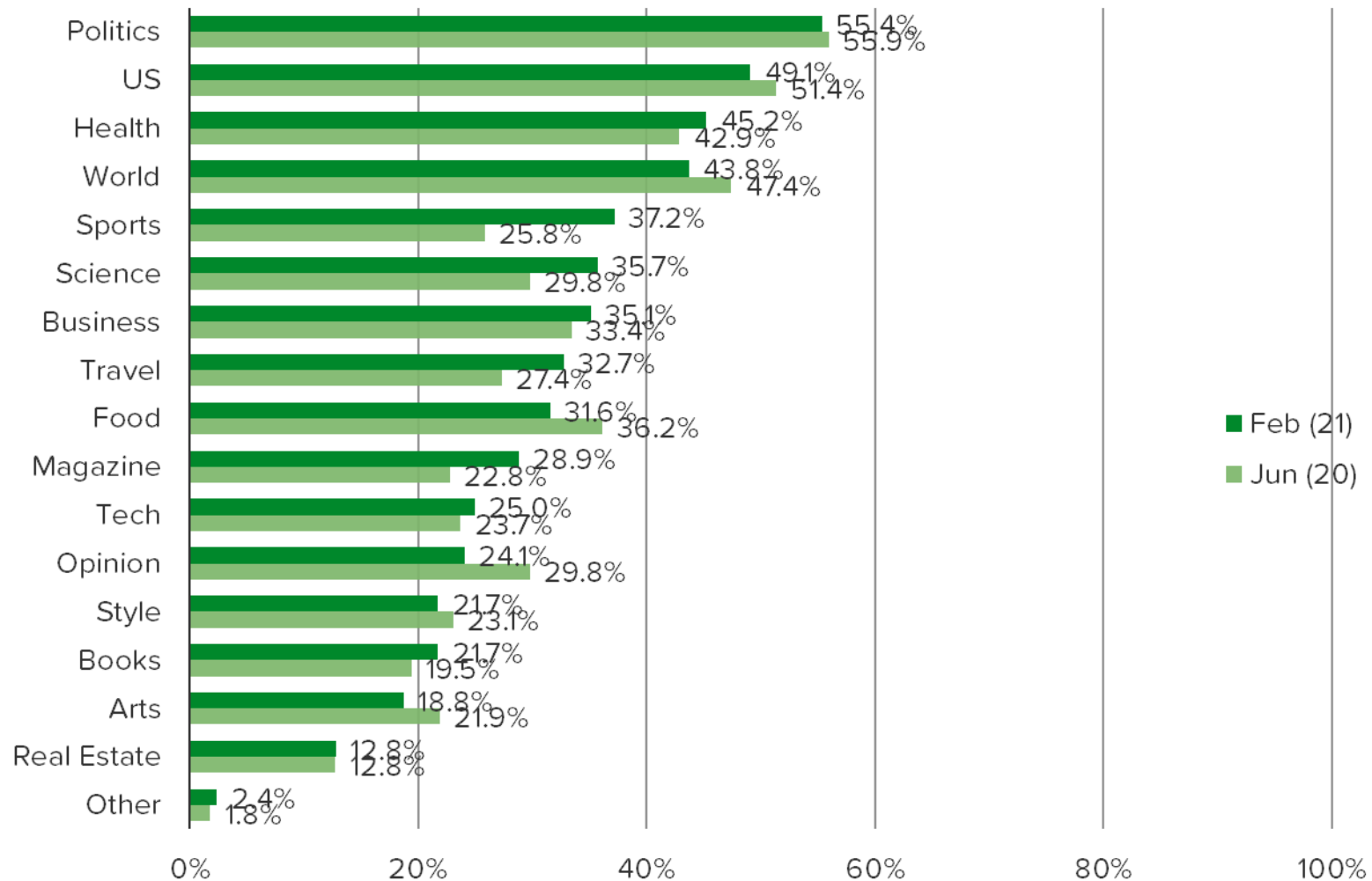
N=336

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Which sections of the New York Times do you typically read? (Select ALL that apply)

Posed to all respondents who read the New York Times.



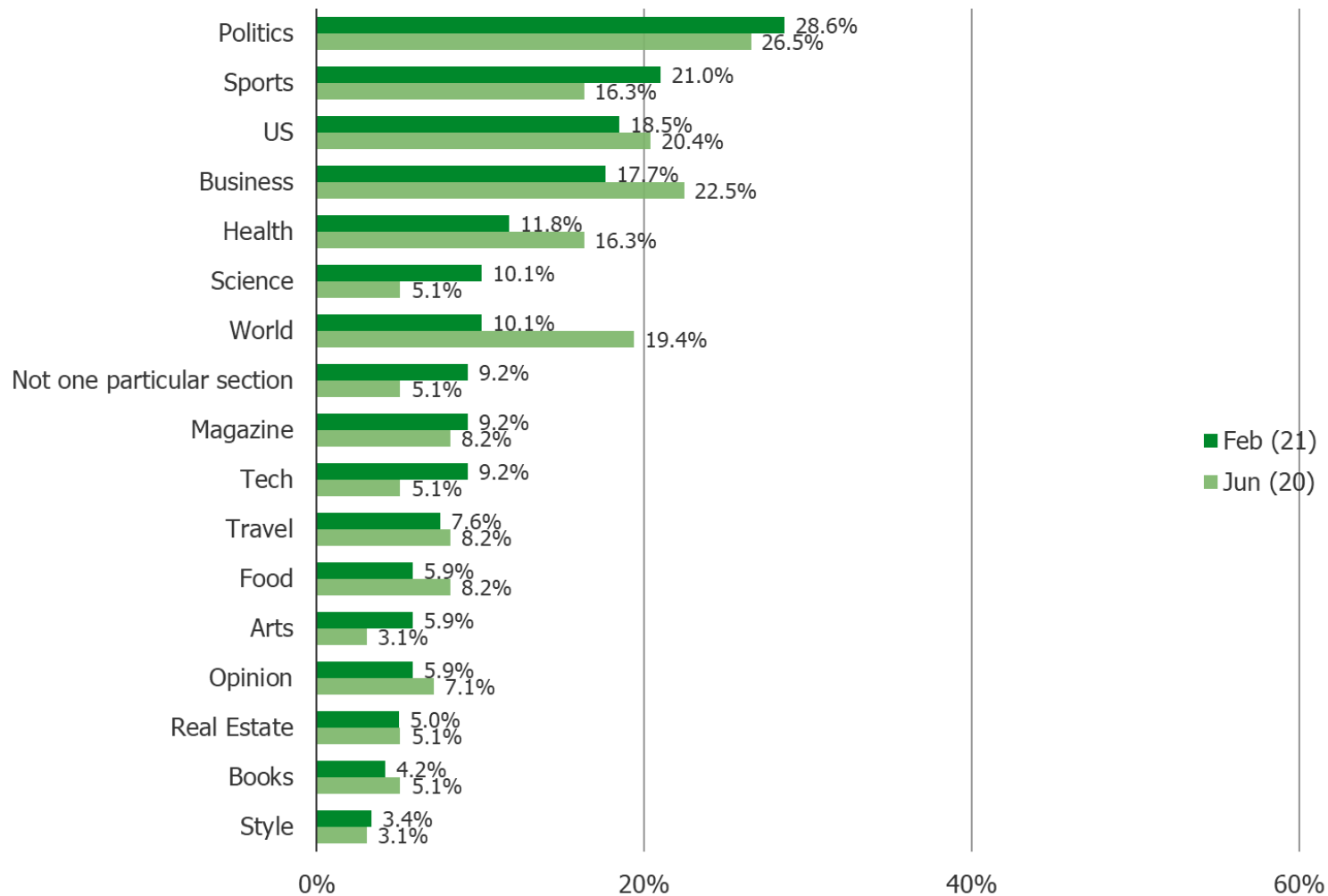
N=336

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Do you pay to subscribe to the New York Times primarily to have access to one or two specific sections? Select Up to Two Choices

Posed to all respondents who have a paid subscription to the NYT.



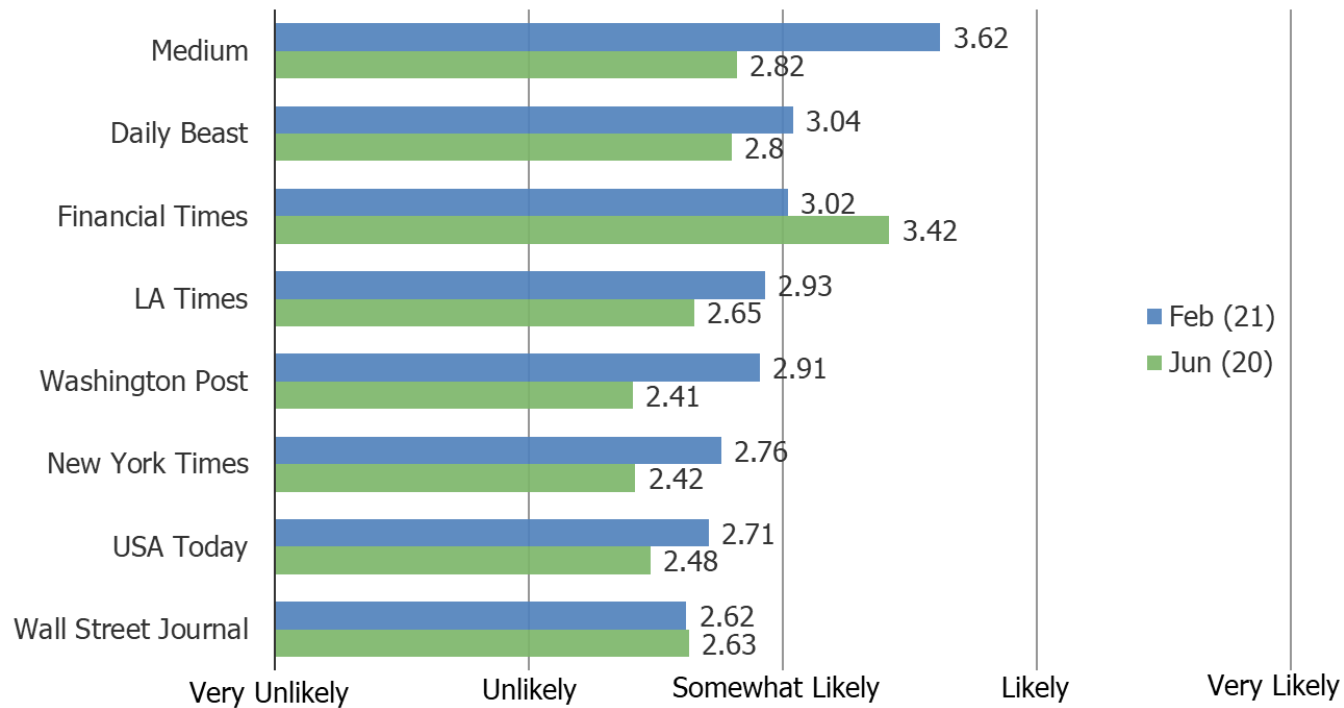
N=119

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How likely are you to sign up for a paid subscription to the following in the next few months?

Posed to all respondents who read the below but don't have a paid subscription.



N=473

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Why do you not currently pay to subscribe to the New York Times?

Posed to respondents who read the New York Times but don't pay to subscribe.

- "Because I can easily just buy the newspaper from the corner store"*
- "Because I can watch the news for free"*
- "I do not have the money to pay for it"*
- "I prefer the free content and don't believe in paying for the news"*
- "I am satisfied with the free content they offer. Unless there was exclusive info maybe I'd consider buying it"*
- "Because it is a waste of money to read the same news as yesterday"*
- "Because it is free for the most part"*
- "I don't think people should pay to read the news"*
- "Don't want to spend extra money. Don't have time to read articles unless I'm looking for an answer to something in the news"*
- "I already subscribe to LA Times, which is more relevant to me"*
- "I can get the same news from a different source"*
- "I can see most of the news I want for free. I also don't like the digital format"*
- "I don't believe the news is necessarily true, so why pay, I consume what I can get free"*
- "I don't go on the website enough to want to pay"*
- "I don't have money in my budget"*
- "I feel as though I get enough information already"*
- "I get access to three articles per month"*
- "I used to have a subscription but cancelled it. It seemed to have less in it than it used to. It was getting thinner"*
- "I wasn't reading too much news prior to COVID"*
- "News should be free. They make enough from advertising"*
- "Ridiculous level of bias in news coverage"*
- "The paper is no good anymore. Content is not worth paying for"*
- "They have become a political tabloid"*
- "Have been unemployed due to the pandemic. Also, the news should be free"*

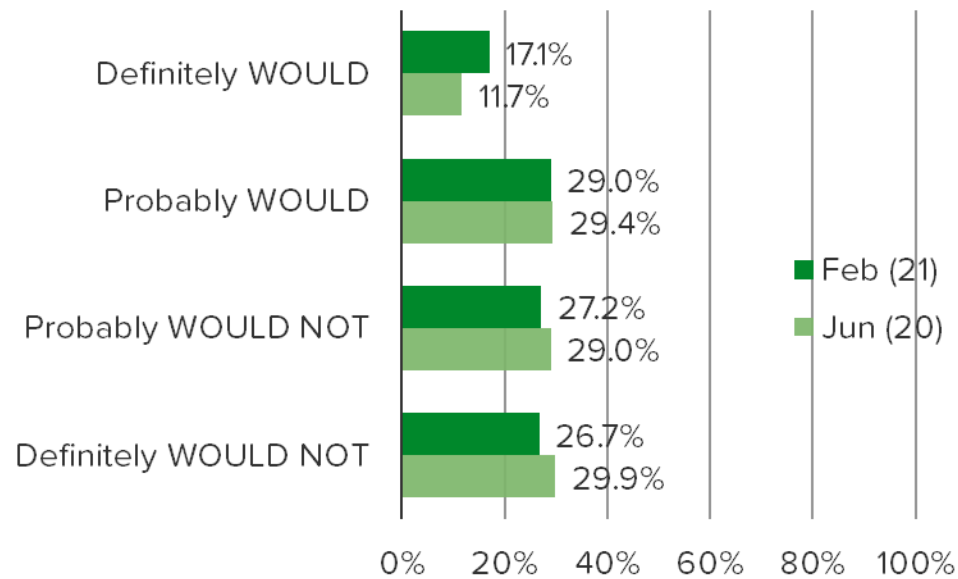
N=217

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If you tried to read a New York Times article and a paywall popped up prompting you to subscribe to pay \$4 per month (\$1 per week) to view the article, how likely would you be to pay?

Posed to all respondents who are not current NYT paying subscribers.



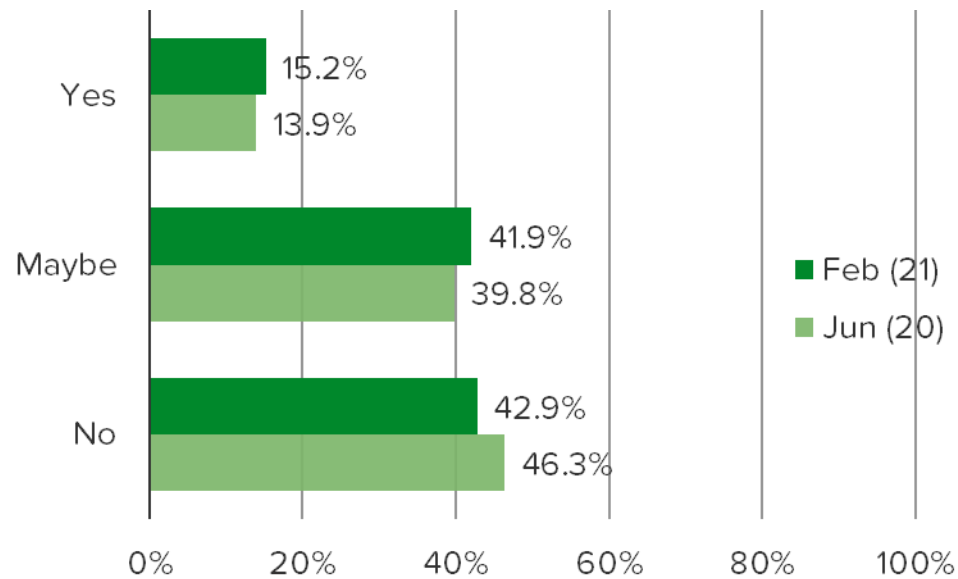
N=217

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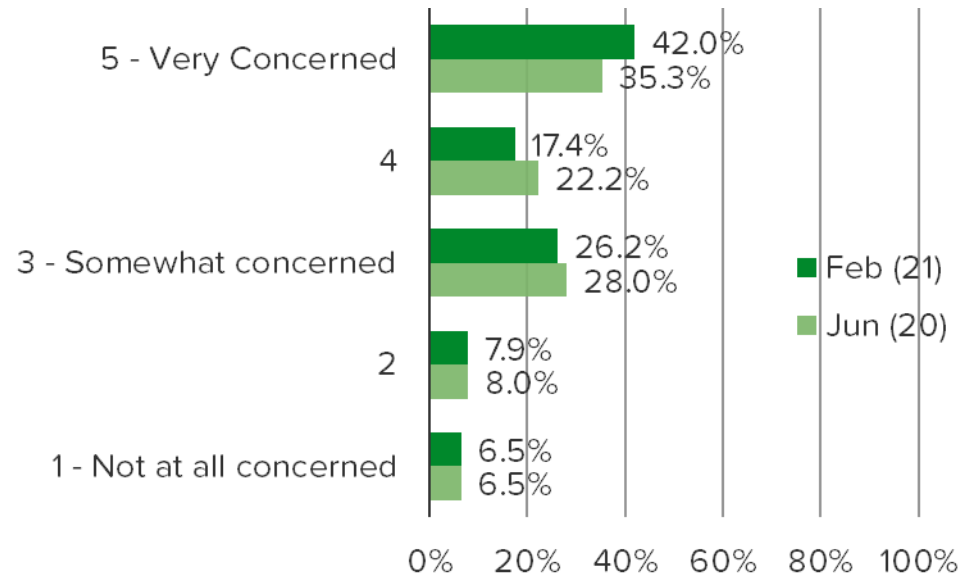
If the New York Times required a full digital news app subscription in order to listen to the Daily or any other New York Times podcasts, would you sign up to get access?

Posed to all respondents who are not current NYT paid subscribers.



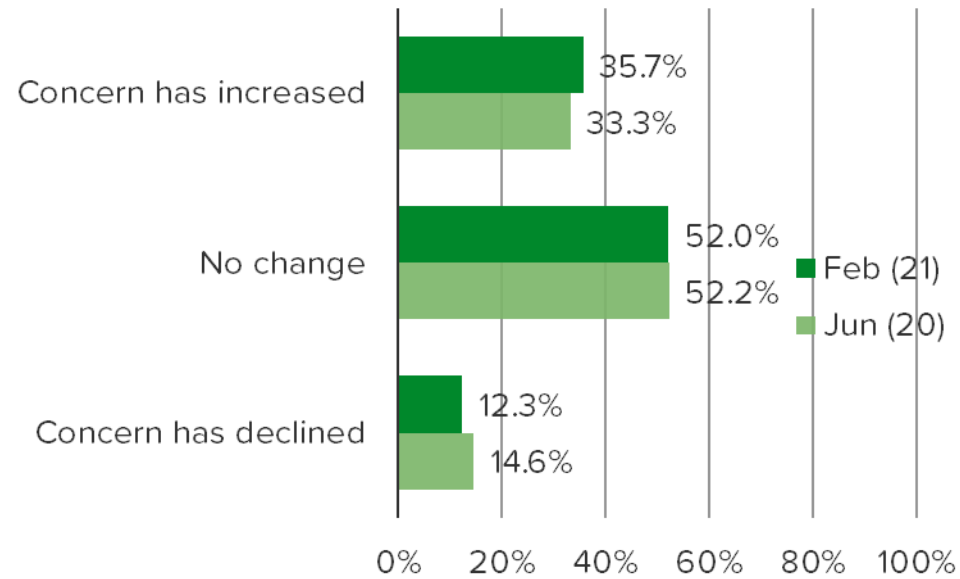
Please rate your overall level of concern with Covid-19 / the Coronavirus.

Posed to all respondents.



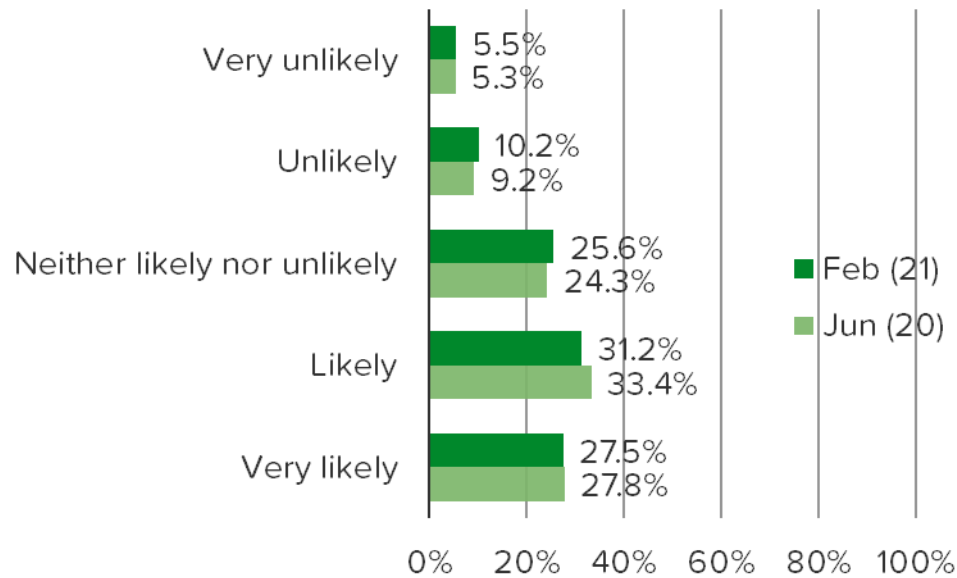
In the past month, has your level of concern changed at all?

Posed to all respondents.



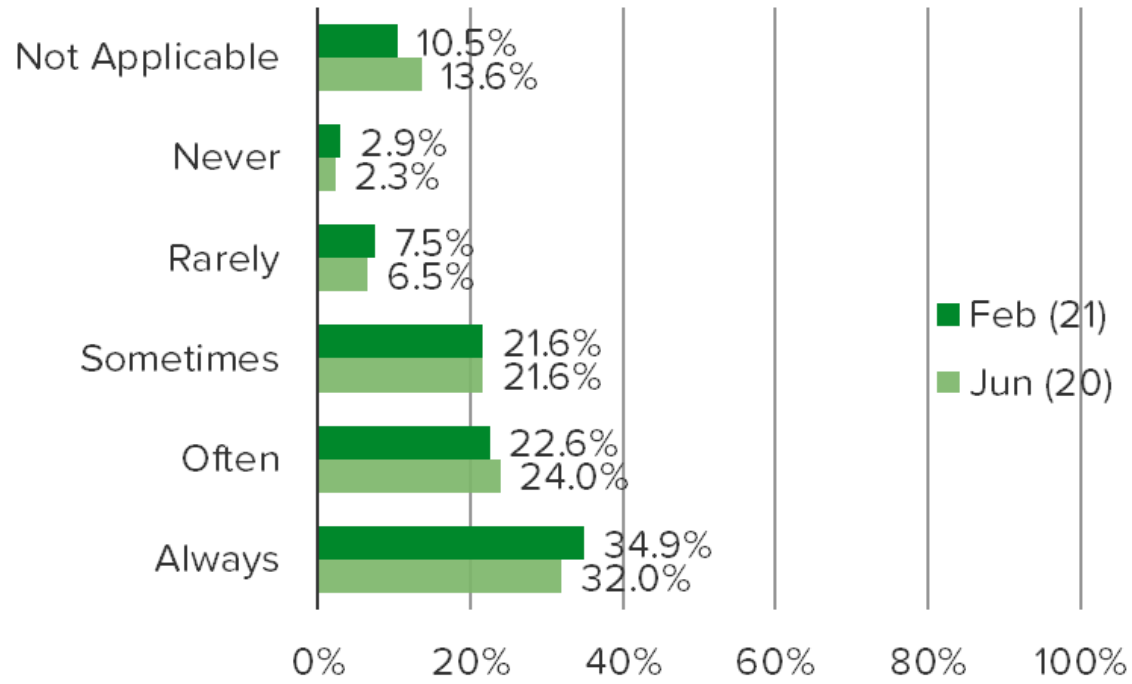
How likely do you think it is that lockdown / stay-at-home orders are issued again in the next 6 months?

Posed to all respondents.



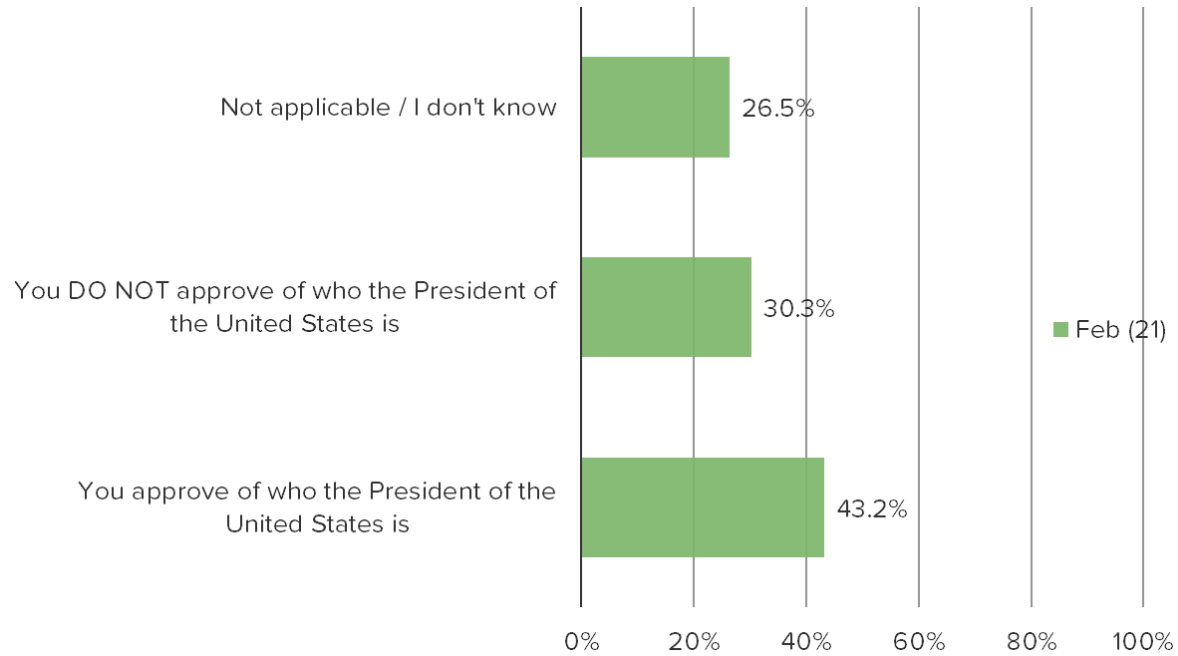
How often do you check the line items of your credit card statements?

Posed to all respondents.



Do you feel more of a need to read/follow the news when...

Posed to all respondents.



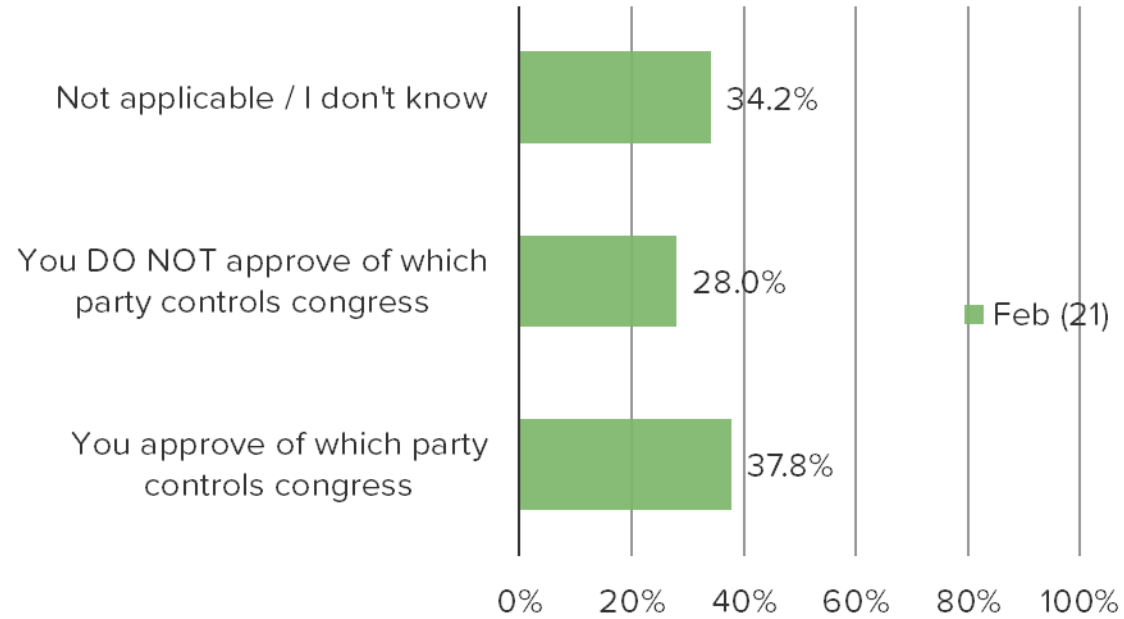
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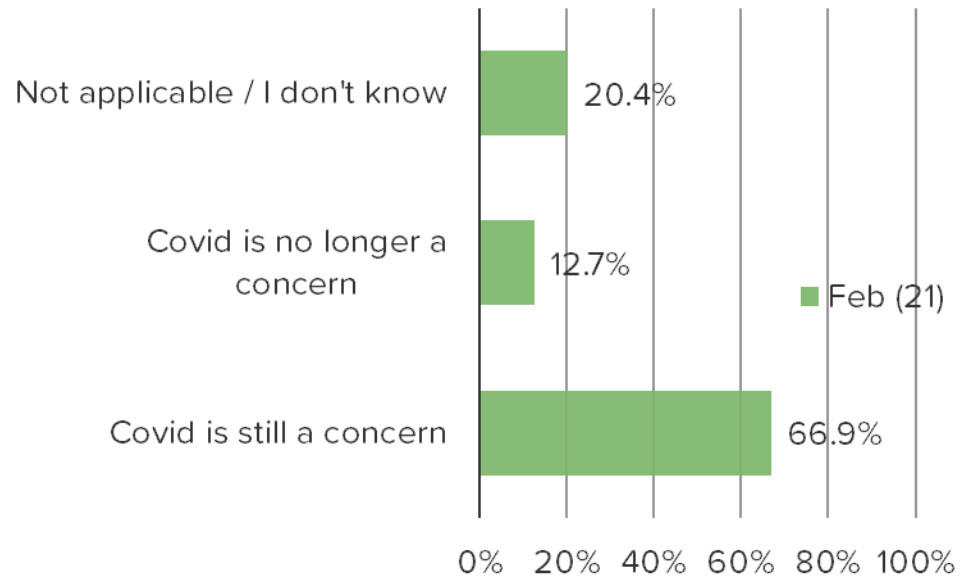
Do you feel more of a need to read/follow the news when...

Posed to all respondents.



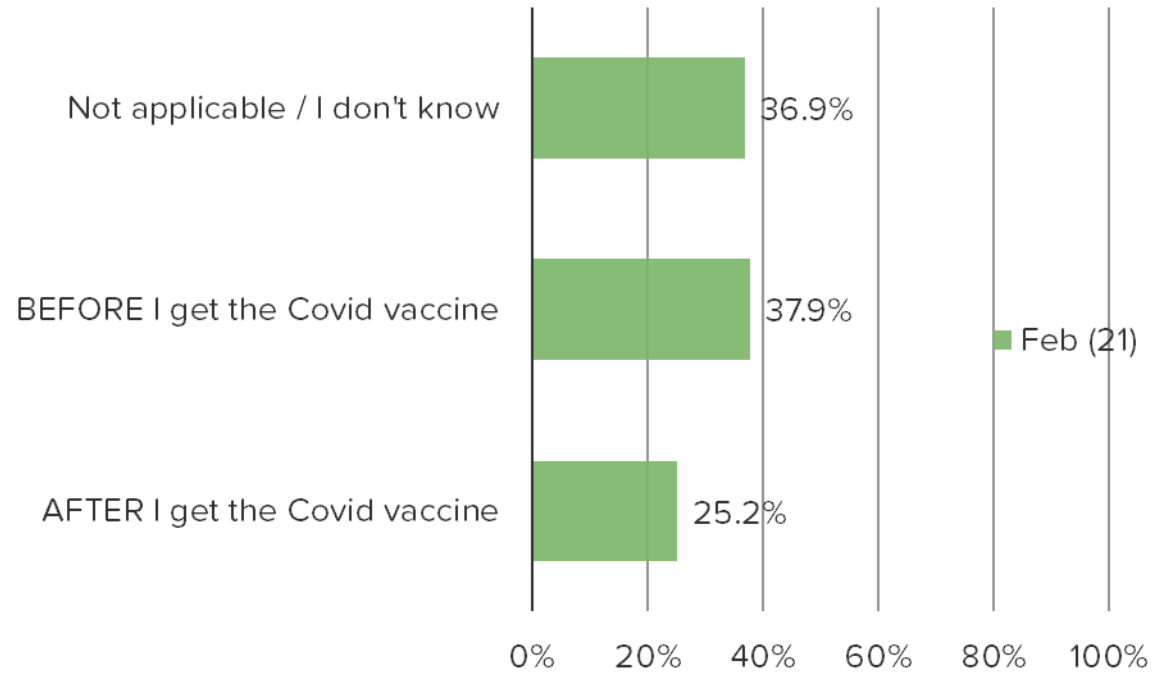
Do you feel more of a need to read/follow the news when...

Posed to all respondents.



Do you feel more of a need to read/follow the news when...

Posed to all respondents.



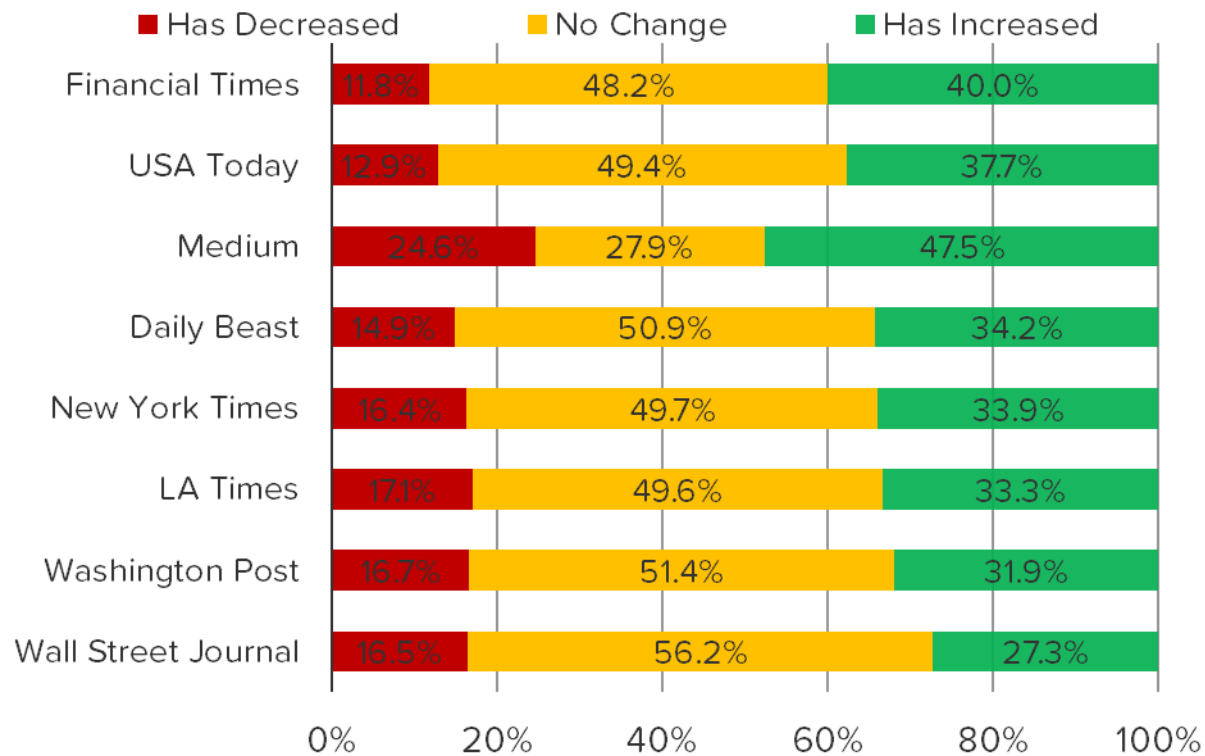
N=986

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Since Joe Biden has become President of the United States, do you feel that the amount of time you spend reading the following has increased or decreased?

Posed to all respondents who read the following.



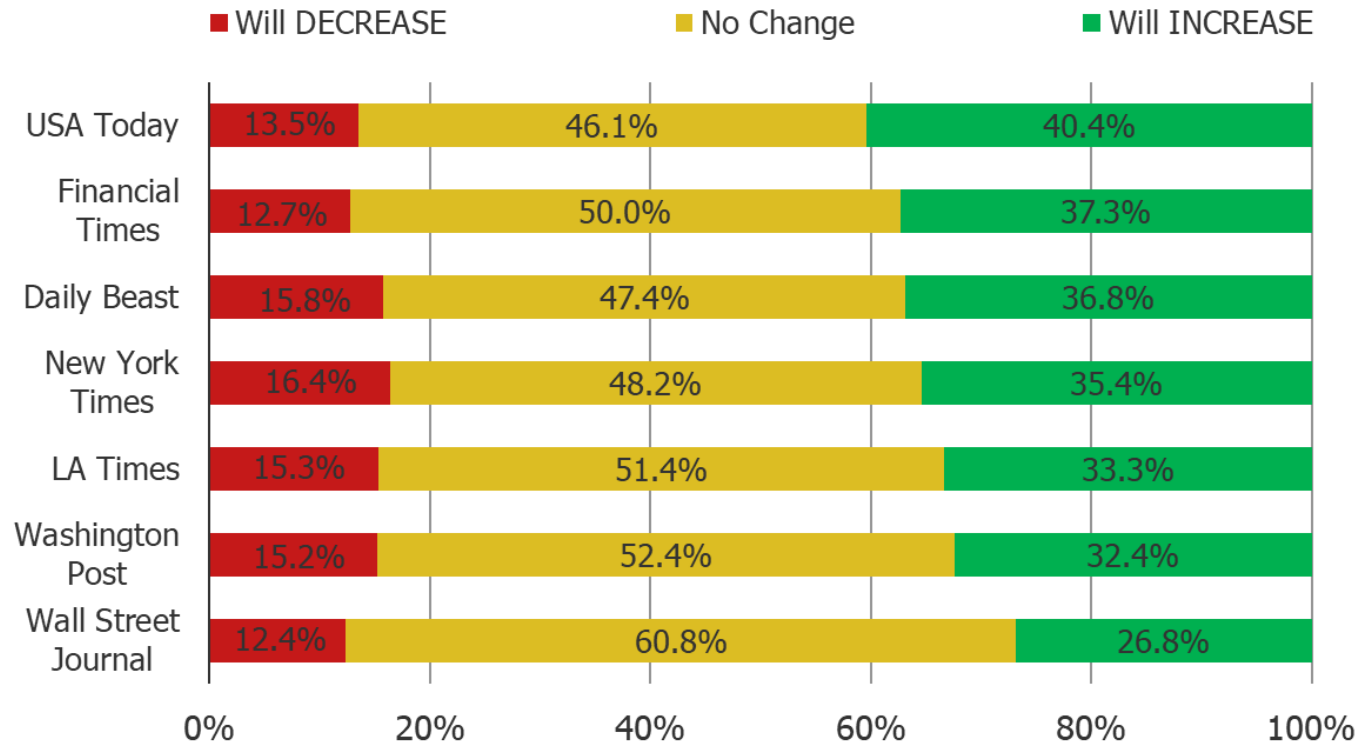
N=616

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Now that Joe Biden is President of the United States, do you think the amount of time you spend reading the following will change going forward?

Posed to all respondents who read the following.



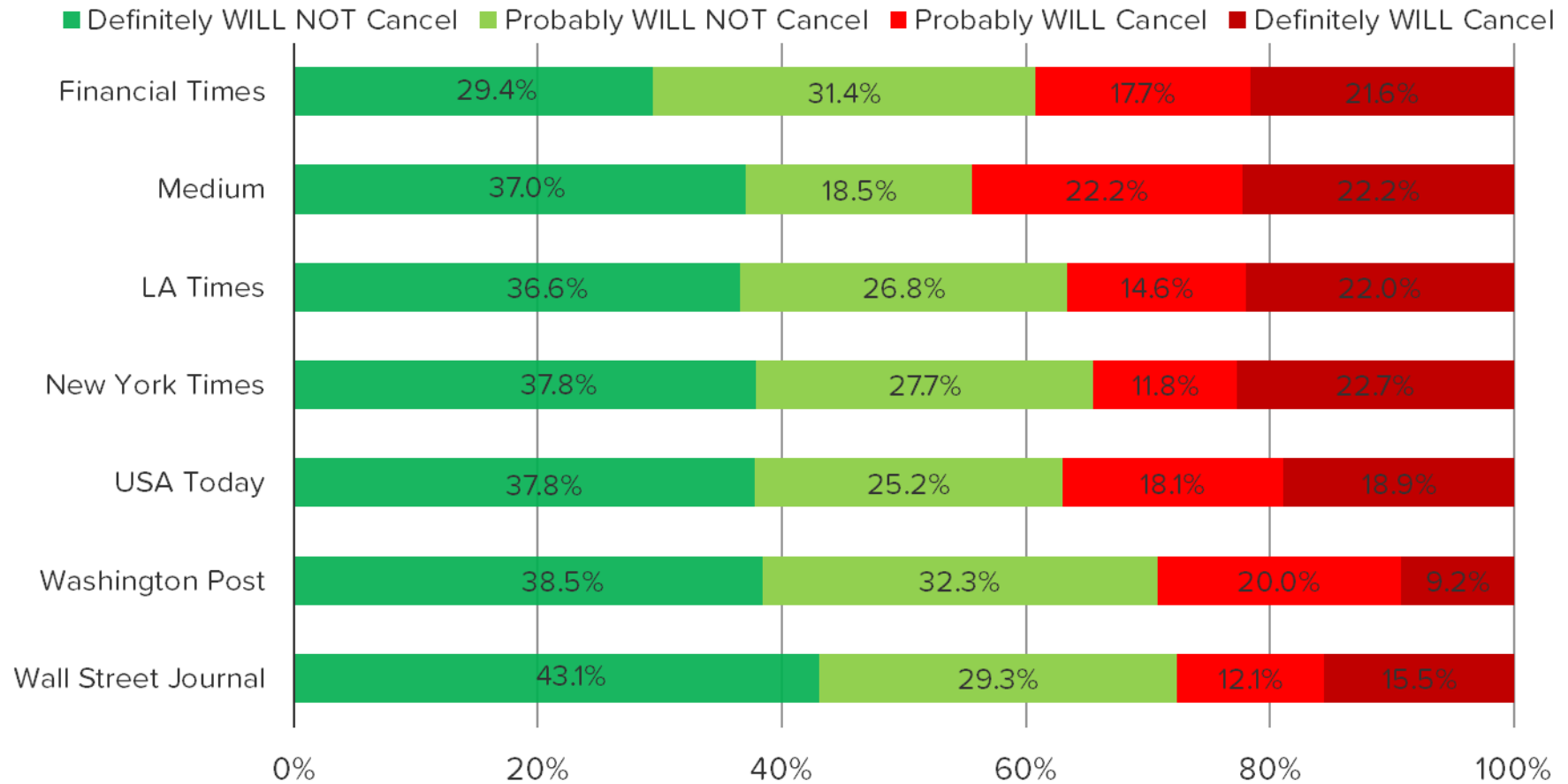
N=939

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How likely are you to cancel your paid subscription at some point in 2021?

Posed to all respondents who have paid subscriptions with the below.



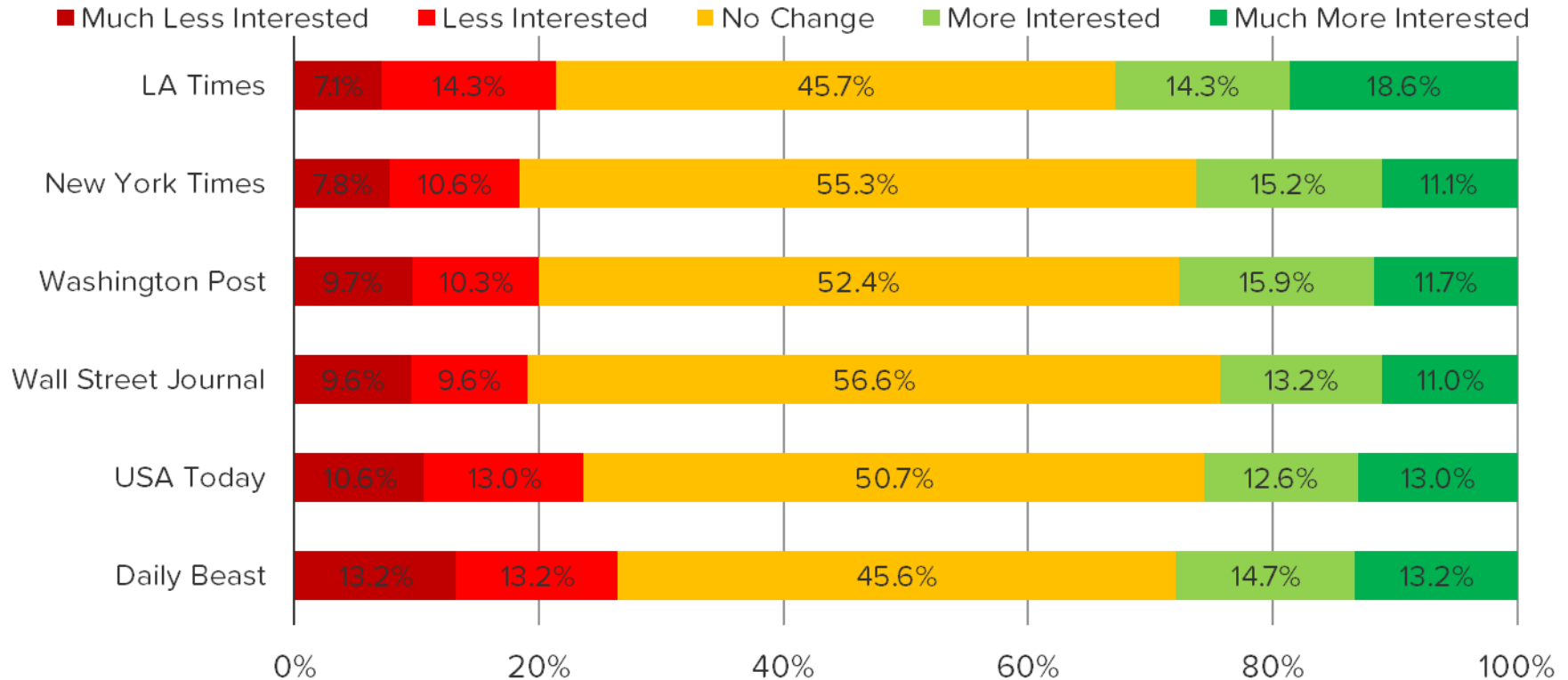
N=294

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Does the transition from President Trump to President Biden make you more or less interested in a paid subscription to the following...

Posed to all respondents who read the below publications.



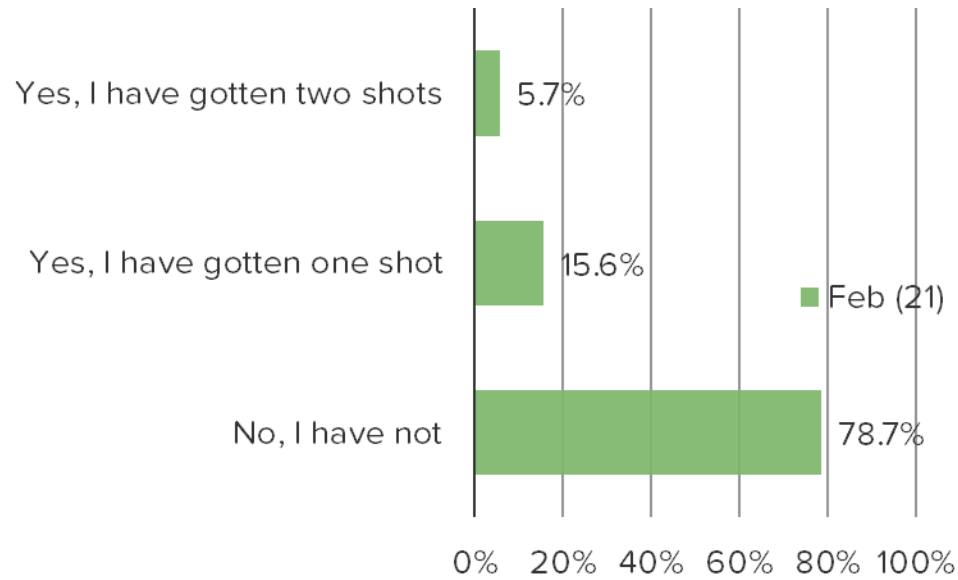
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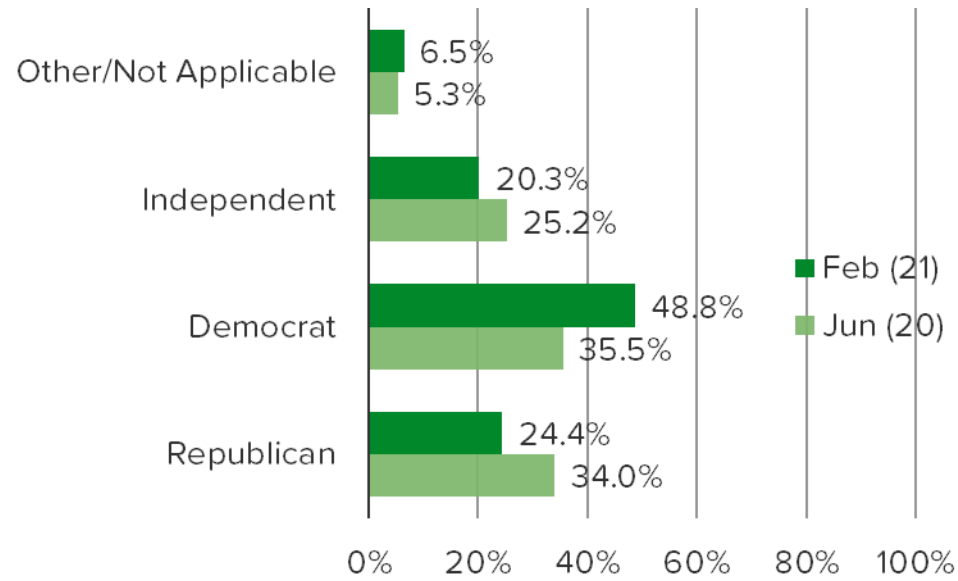
Have you gotten the Covid-19 vaccine?

Posed to all respondents.



In politics today, which of the following do you most identify with...

Posed to all respondents.



In politics today, which of the following do you most identify with...

Posed to all respondents.

