

BACKGROUND:

- ❑ Survey of 1,500+ US Consumers balanced to census.

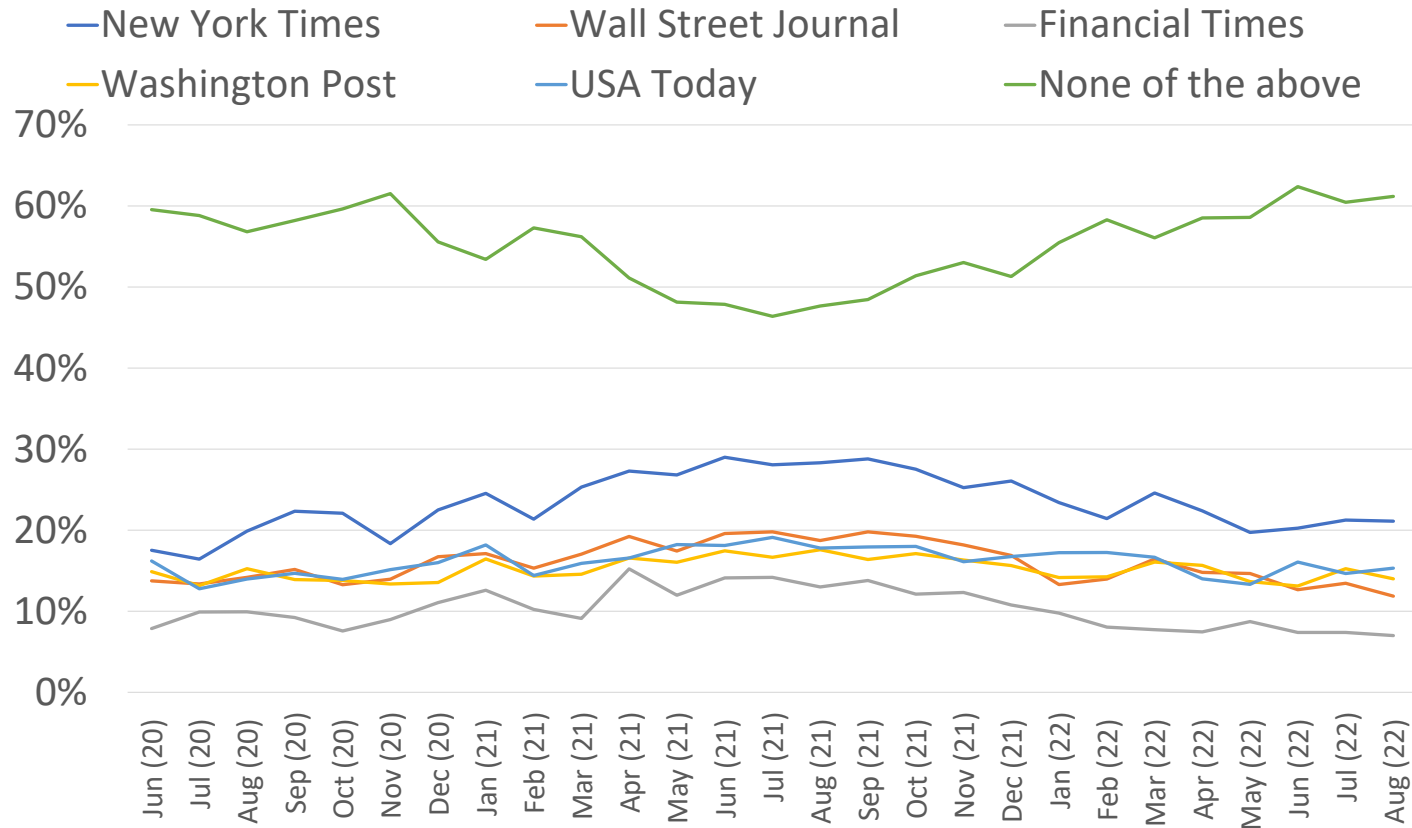
FINDINGS:

- ❑ The percentage of respondents who say they regularly or occasionally read news publications that we ask about in our survey has declined throughout 2022. Among those who read the NYT regularly or occasionally, the % who read it daily has declined over the past year.
- ❑ Among those who read each of the news publications in our survey, the percentage who only read free content has increased in 2022 while the percentage who have a paid subscription has declined.
- ❑ Among those who read the free content only, the top price respondents would be willing to pay for NYT has declined in recent months.
- ❑ Specific Areas We are Seeing Declines in Self-Reported Readership of NYT
 - ❑ a) Republican/Conservative Respondents (% who read it increased during 2021 and has fallen since).
 - ❑ b) The higher the Covid concern, the likelier respondents are to say they read the NYT. Throughout 2022, the share of respondents reporting high levels of concern around Covid has declined.



Which of the following do you read regularly or occasionally?

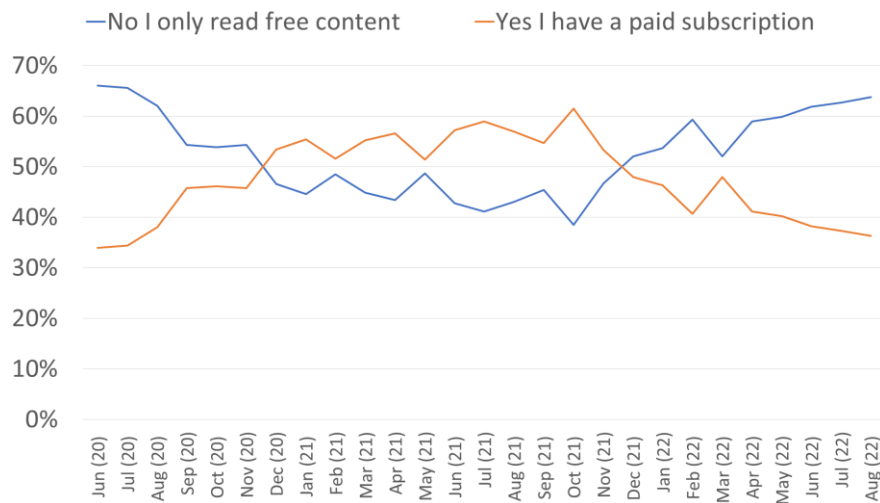
Posed to all respondents.



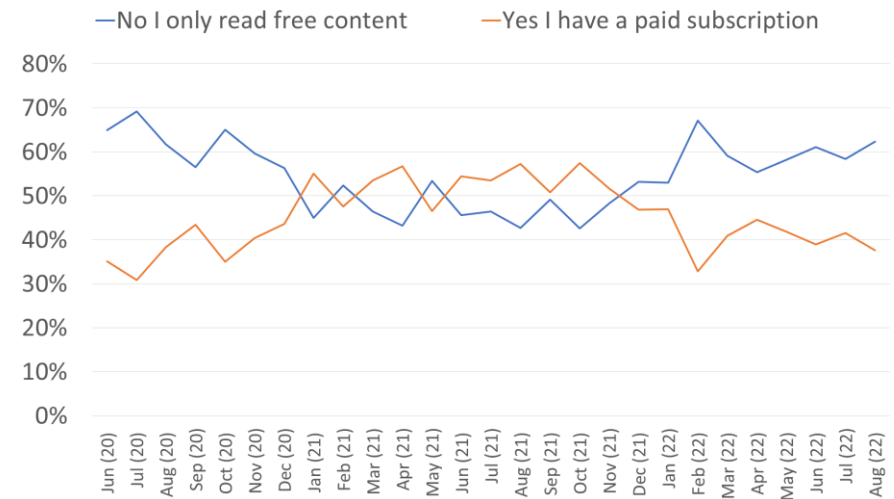
Do you currently have a paid subscription with any of the following?

Posed to all respondents who said they read each of the following.

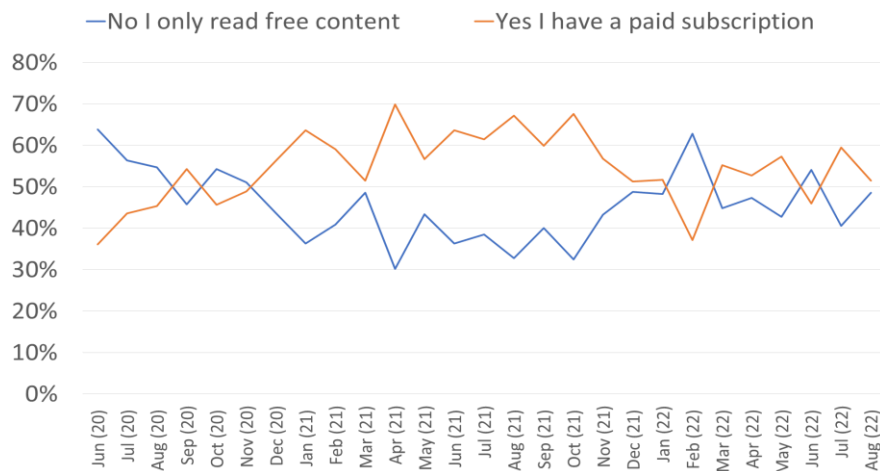
New York Times (n=296)



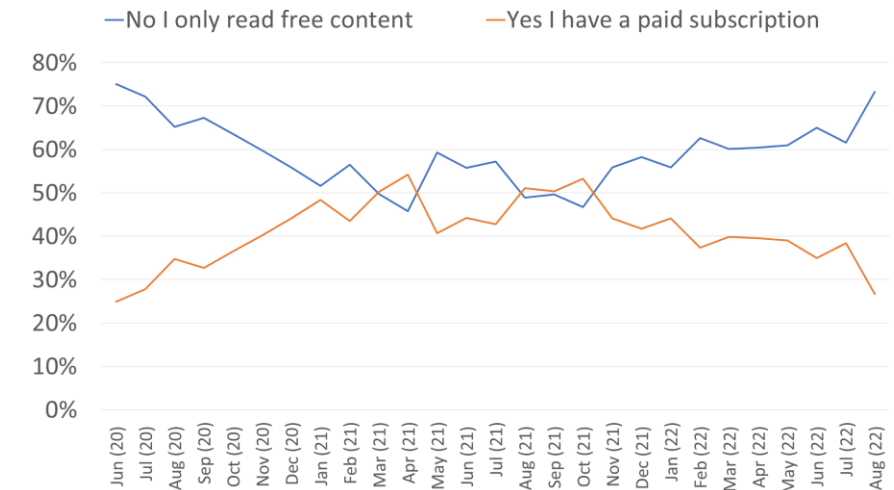
Wall Street Journal (n=220)



Financial Times (n=131)



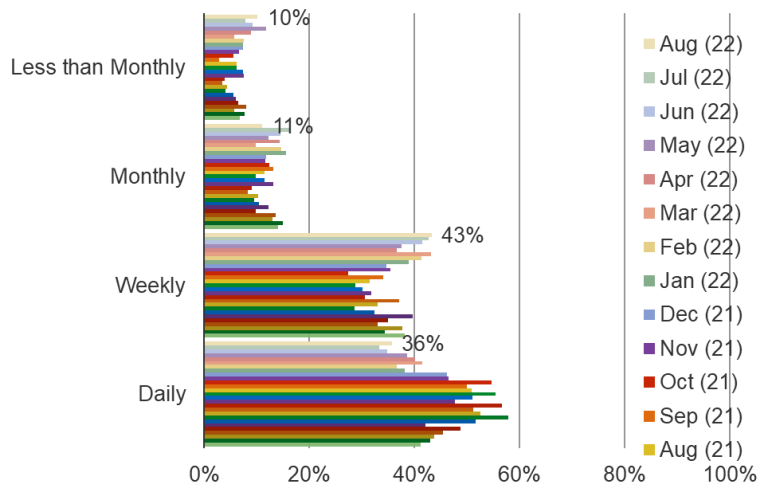
Washington Post (n=205)



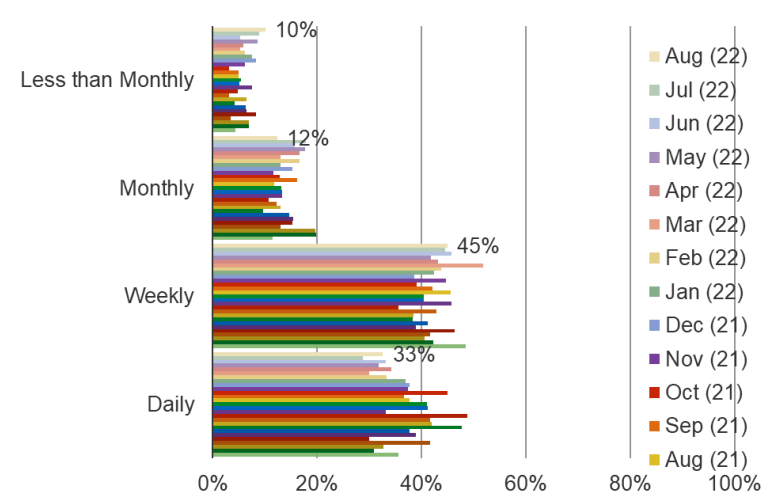
How often do you read the following:

Posed to all respondents who said they read each of the following.

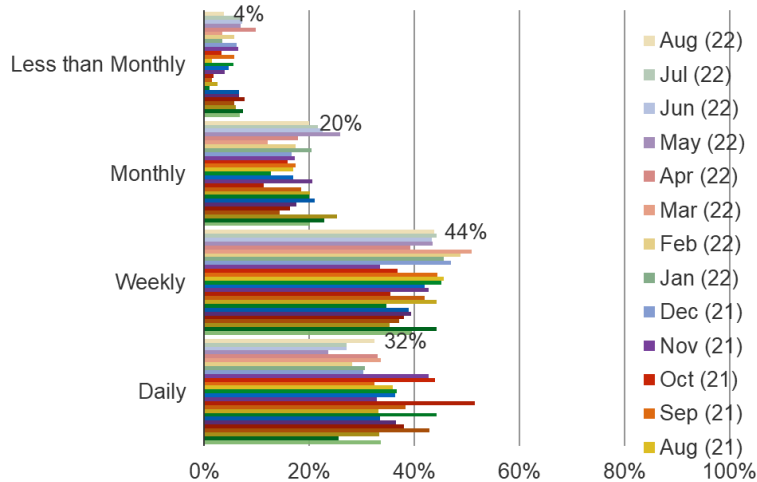
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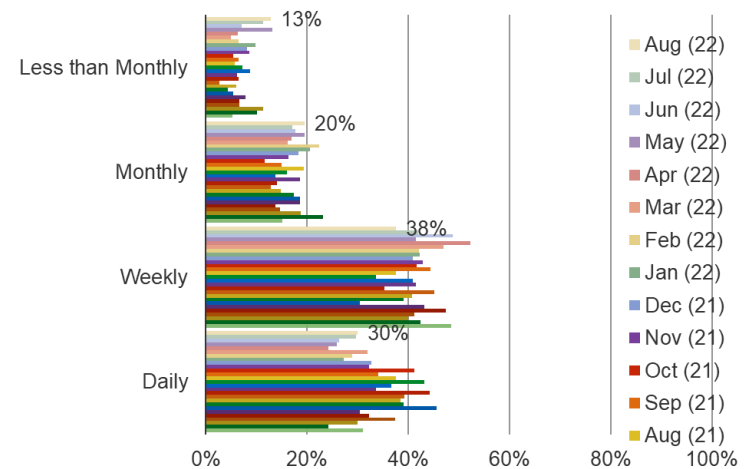
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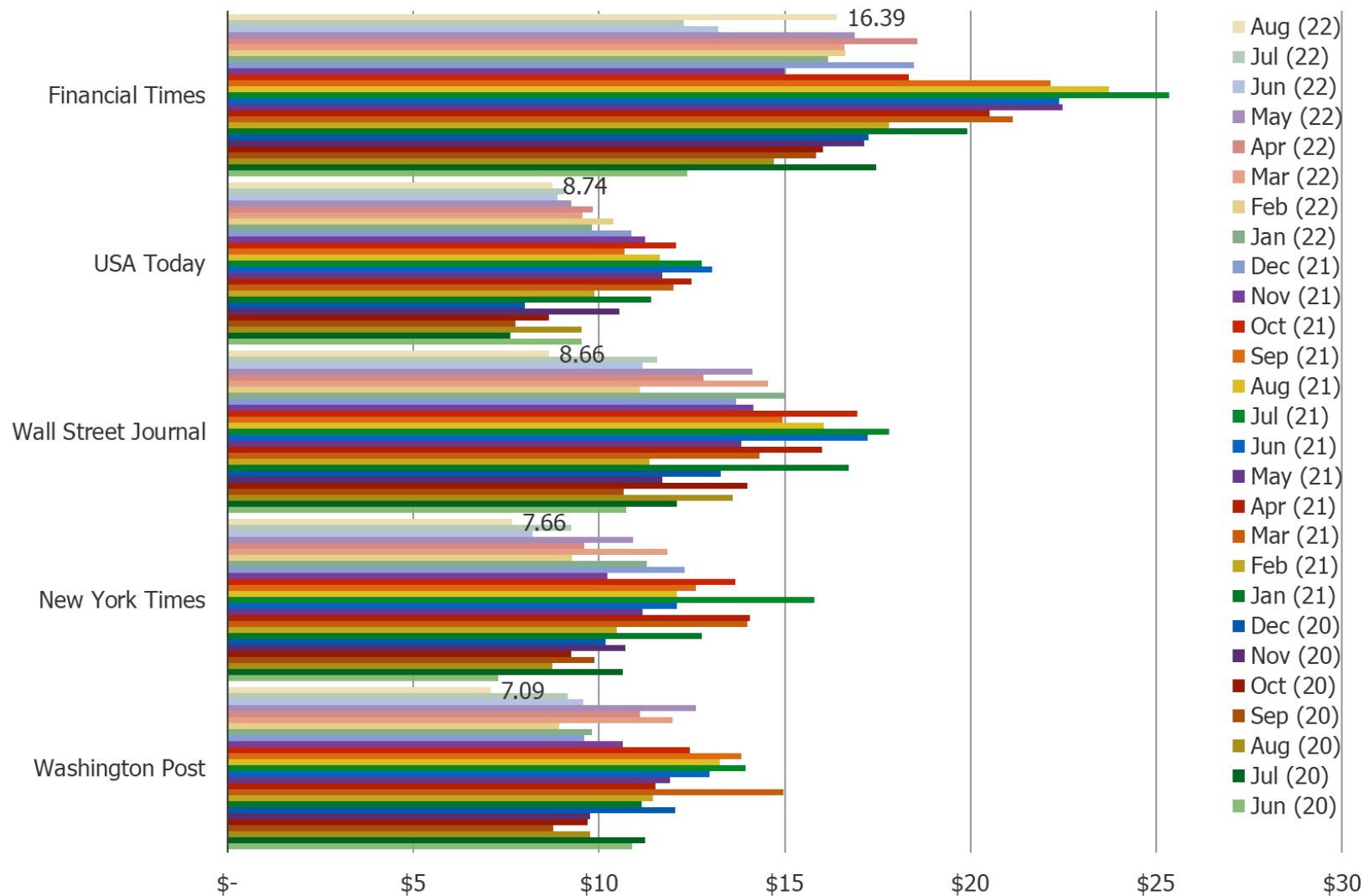


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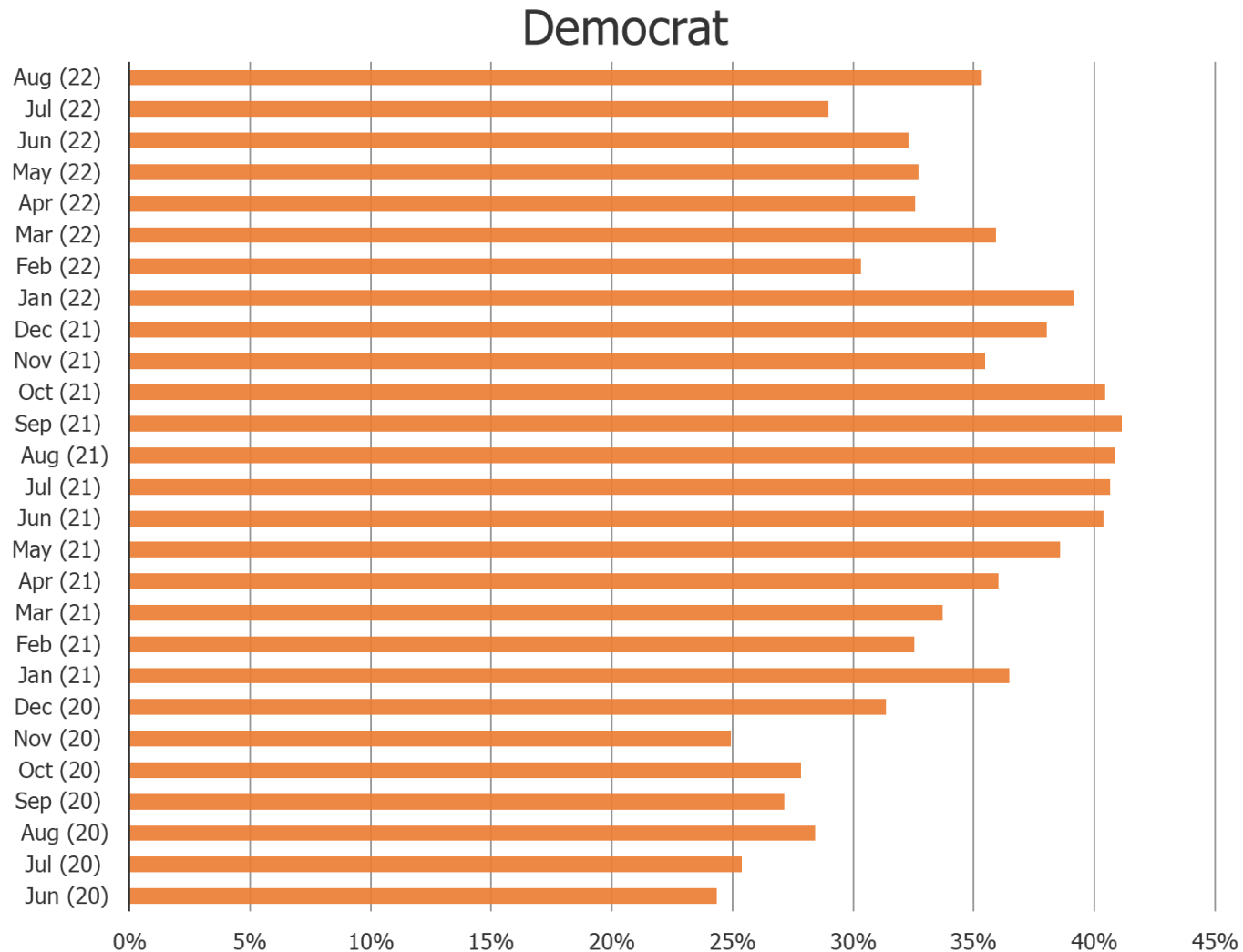


What is the highest price you'd be willing to pay to have a subscription to this paper/site?

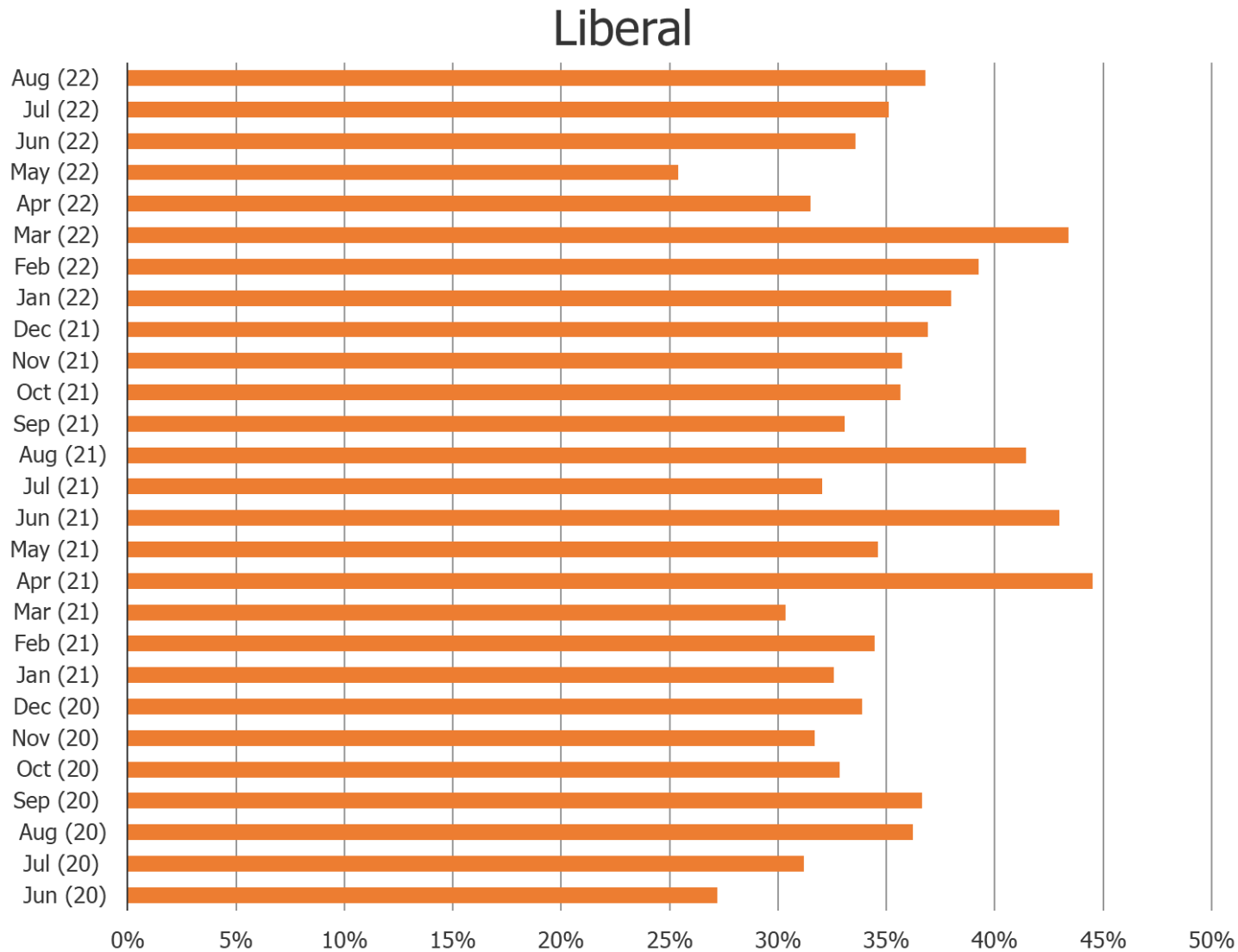
Posed to respondents who said they read the following but don't have paid subscriptions.



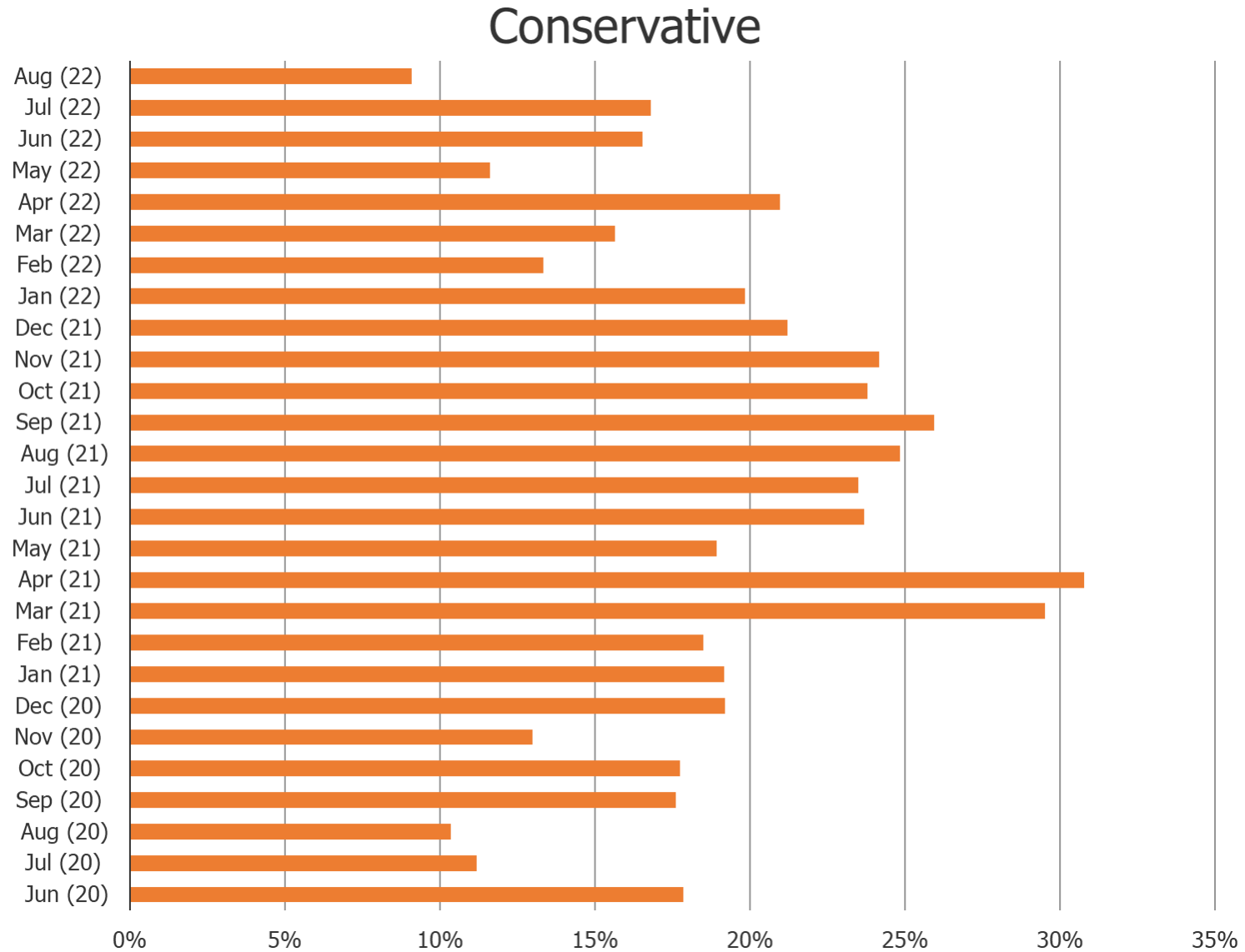
Cross-Tabs: % of the following type of respondents who reads NYT regularly or occasionally



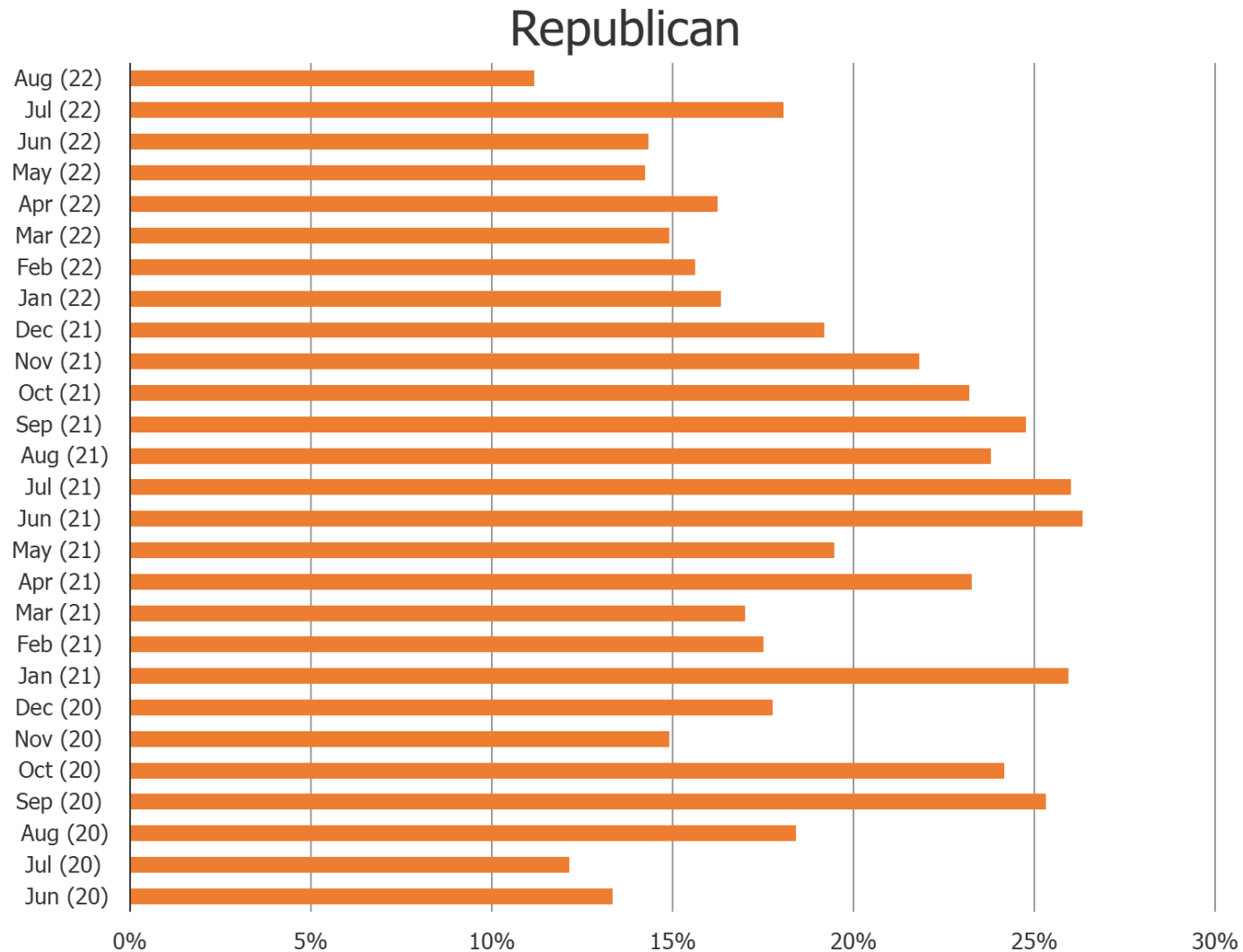
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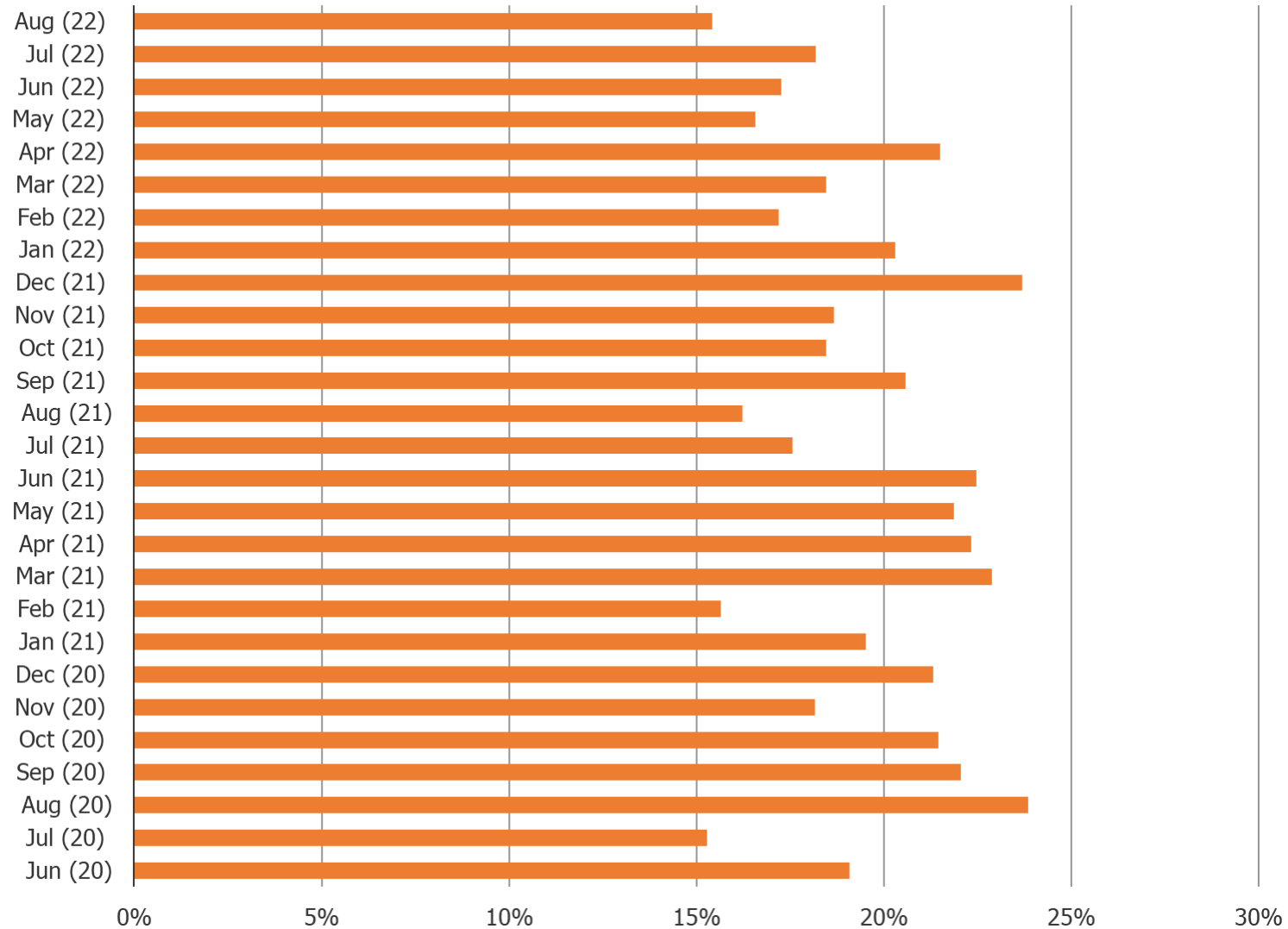


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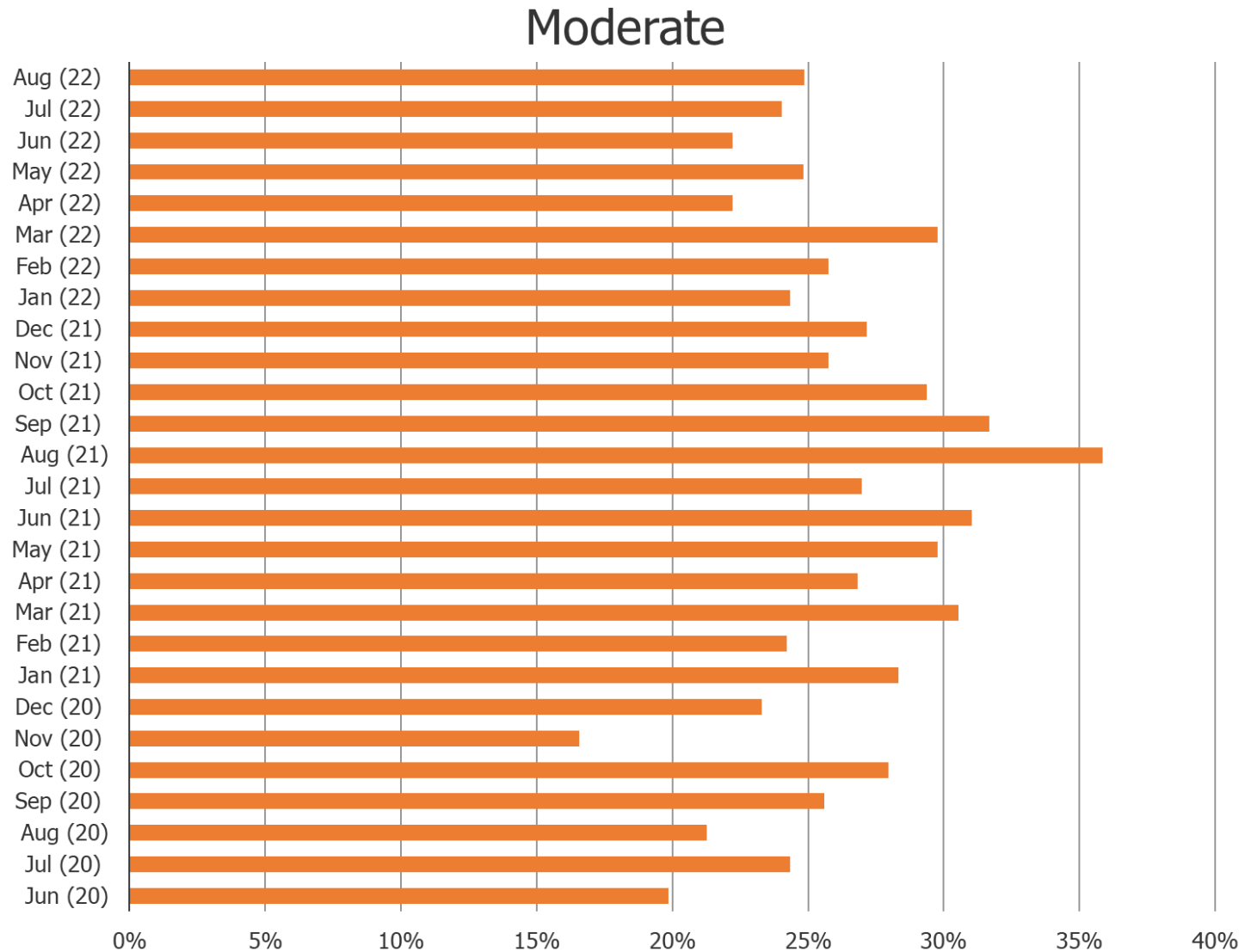


Cross-Tabs: % of the following type of respondents who reads NYT regularly or occasionally

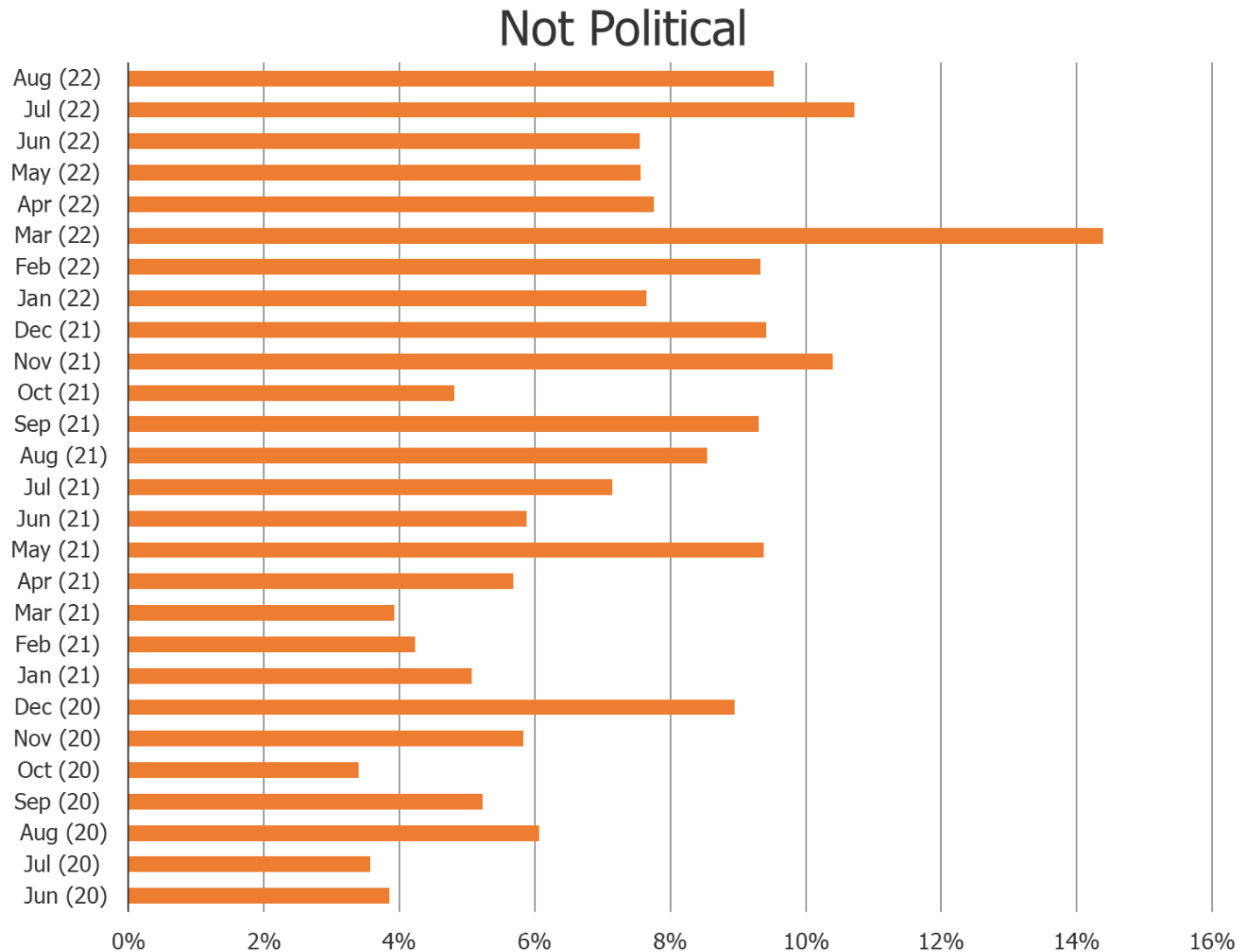
Independent



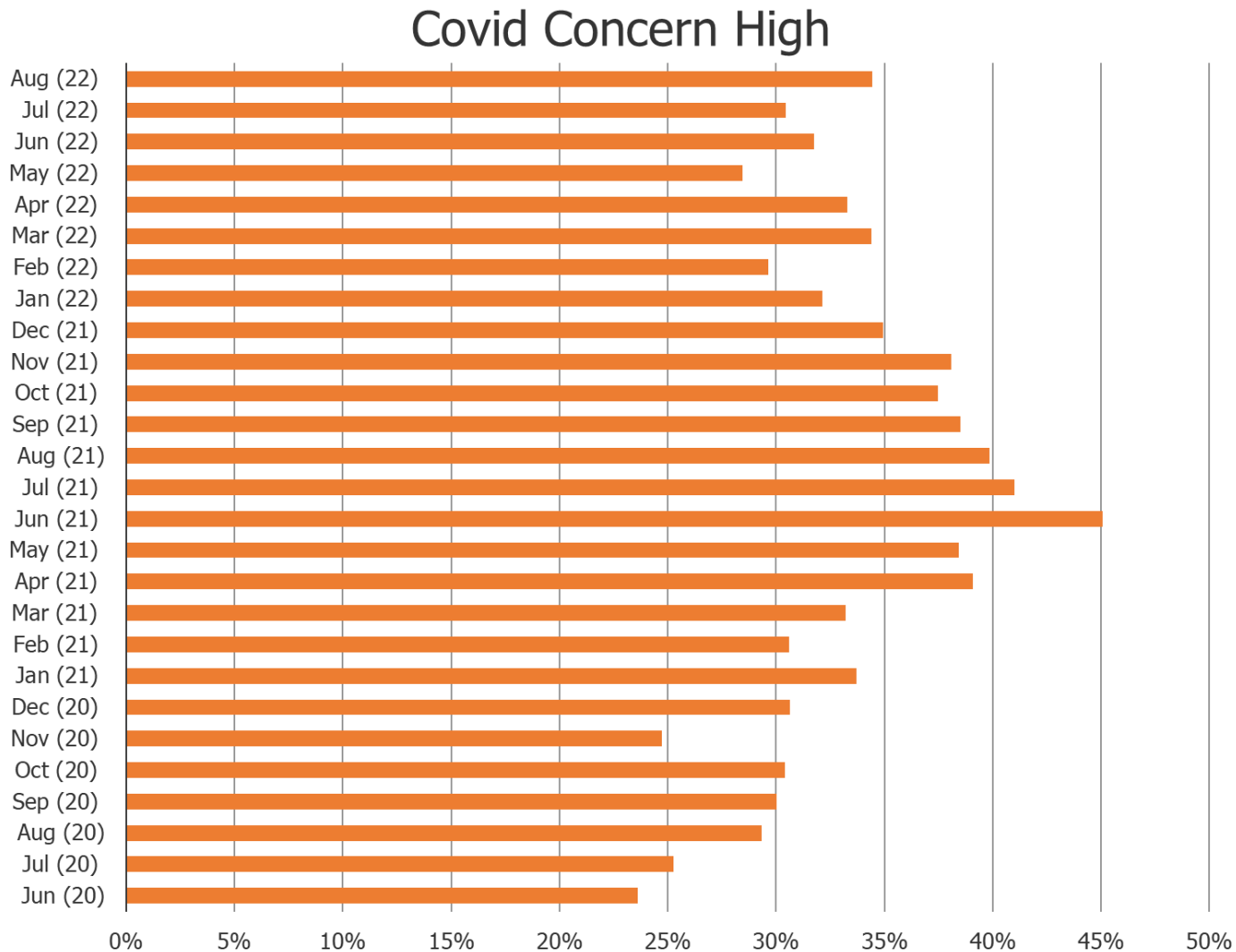
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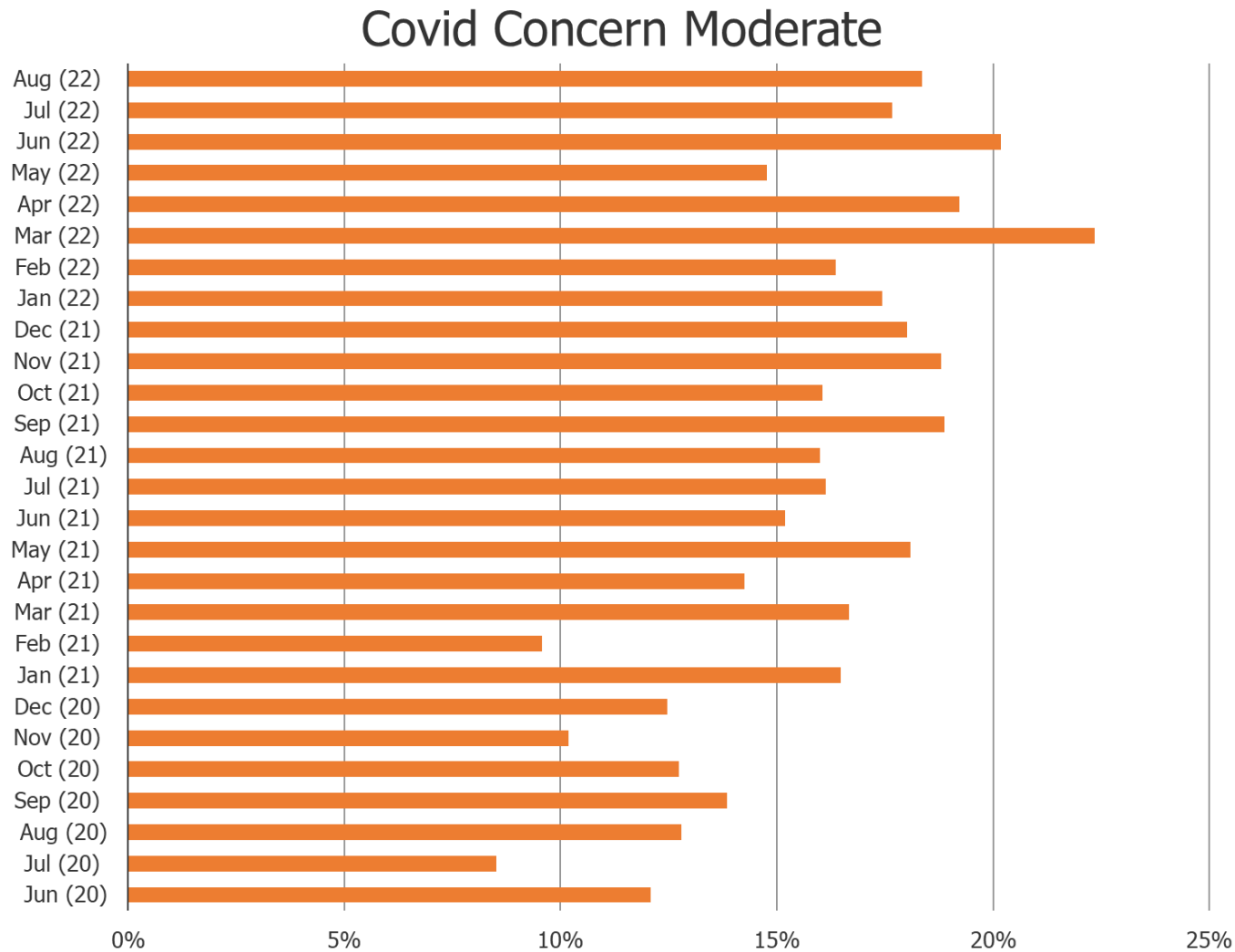
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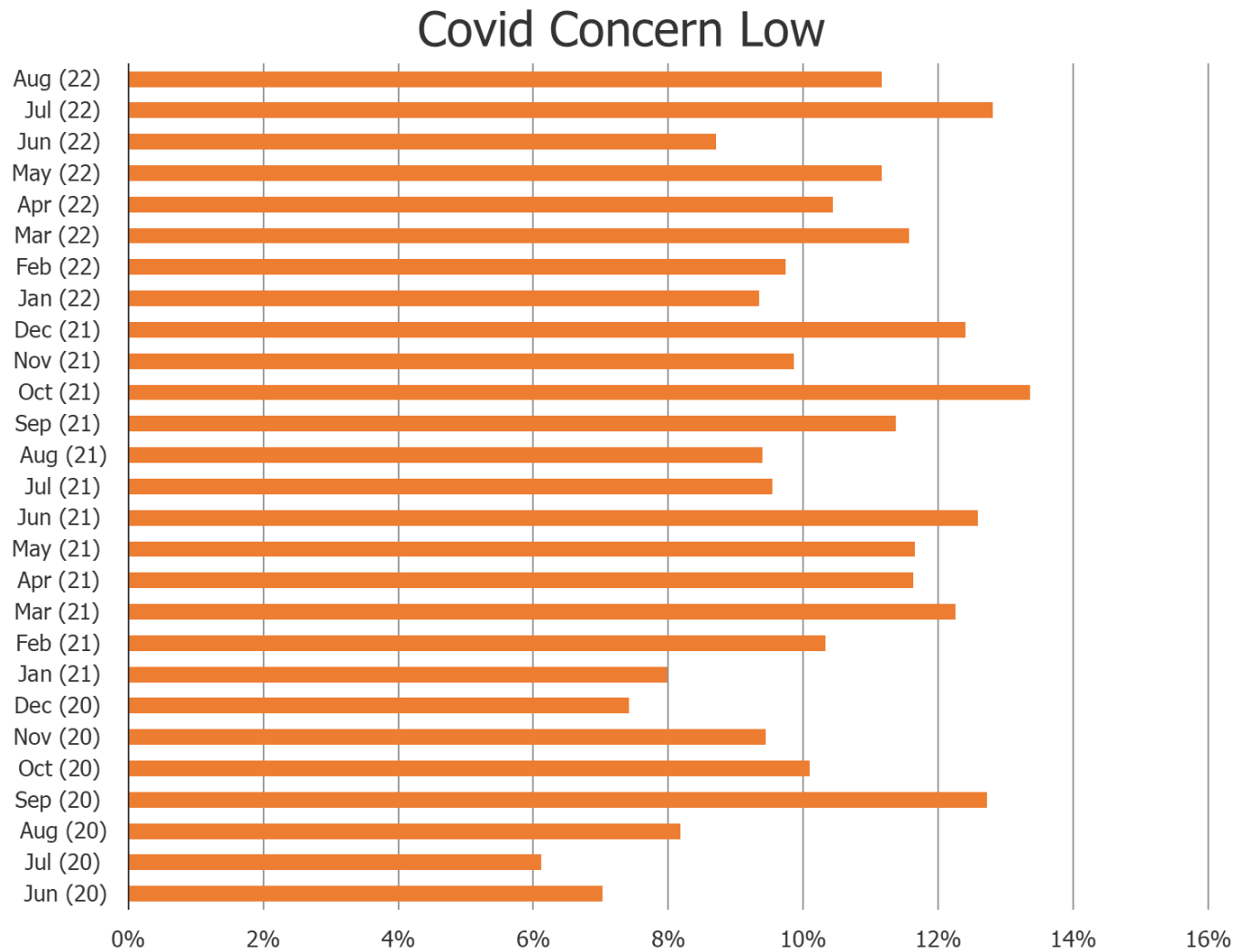
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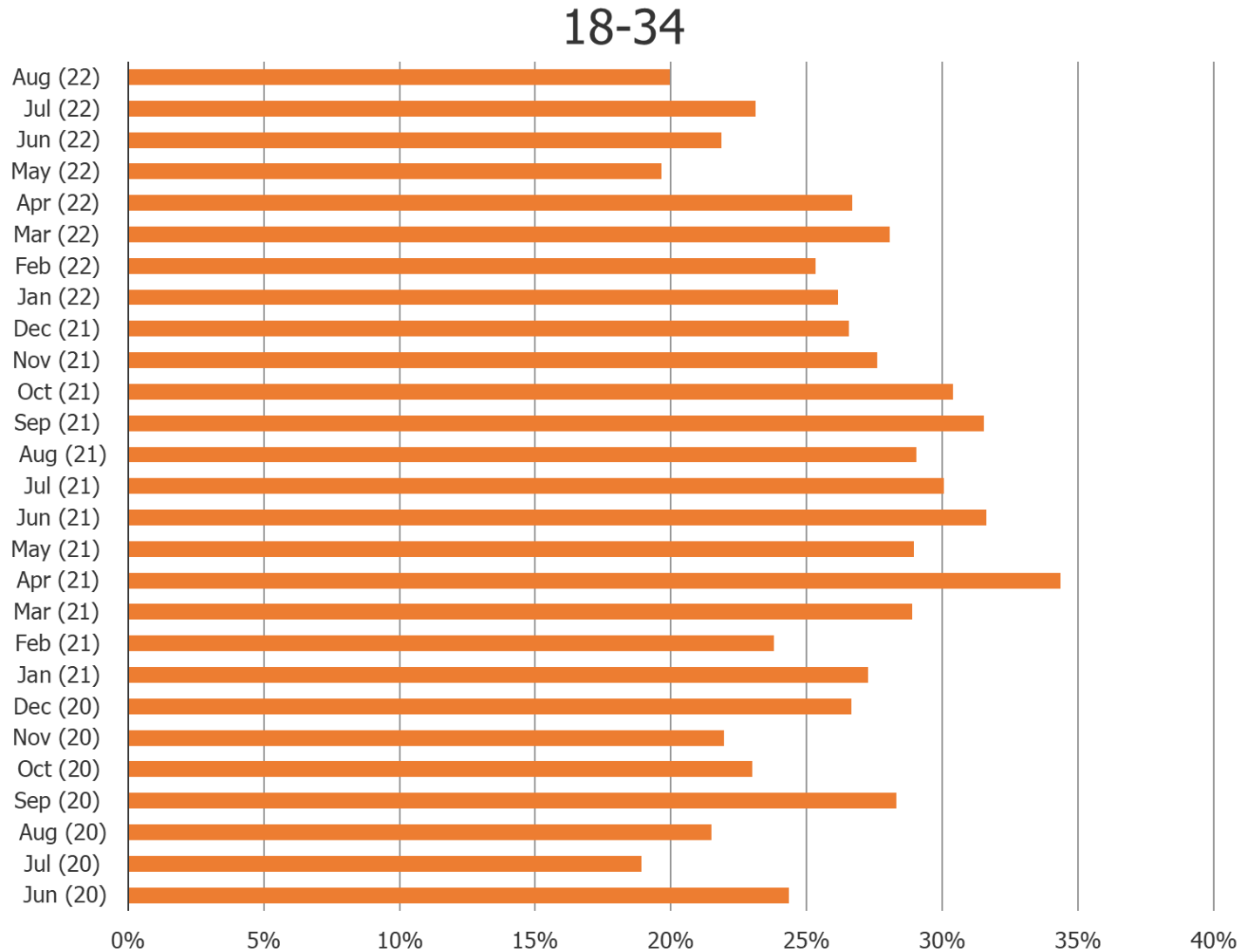
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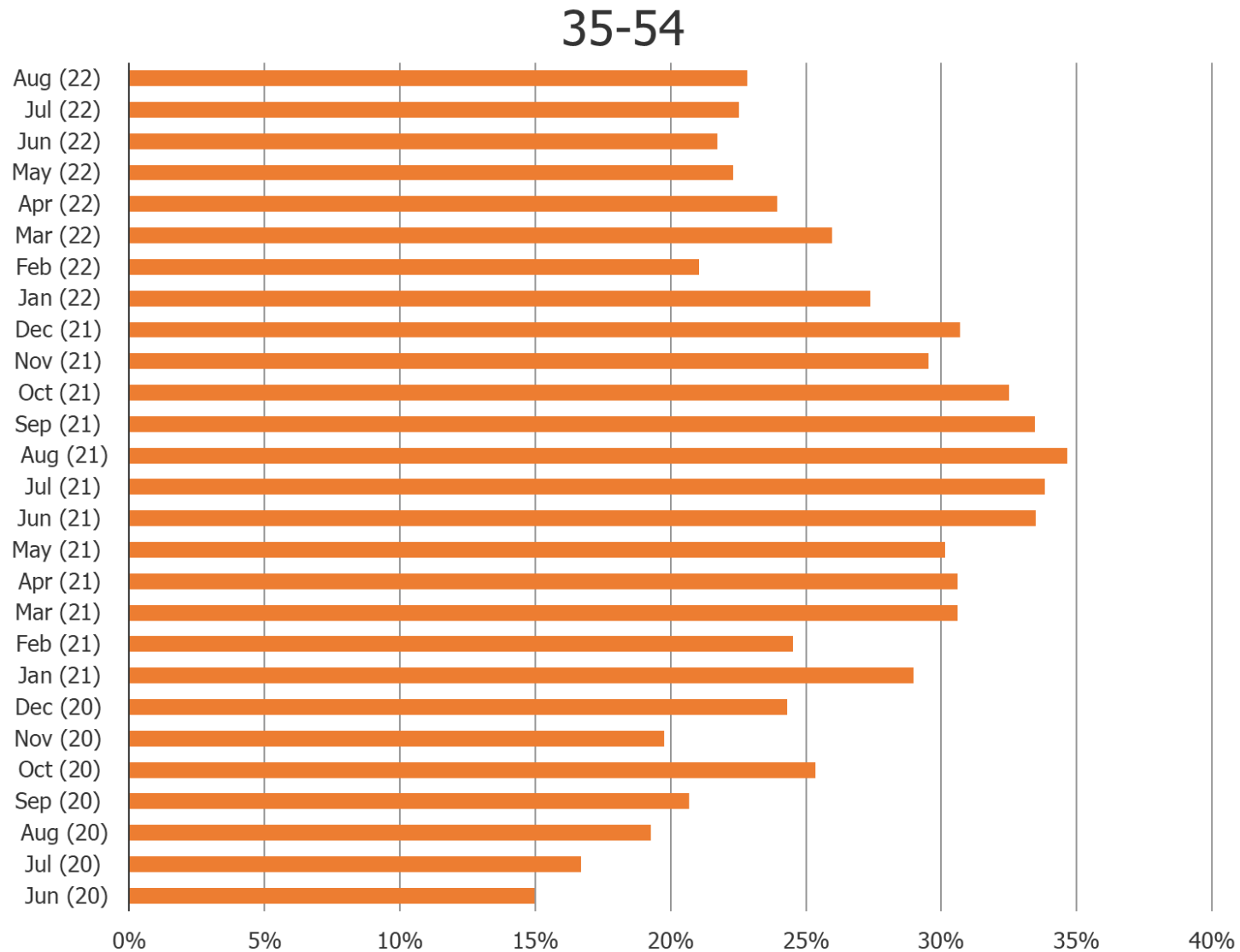
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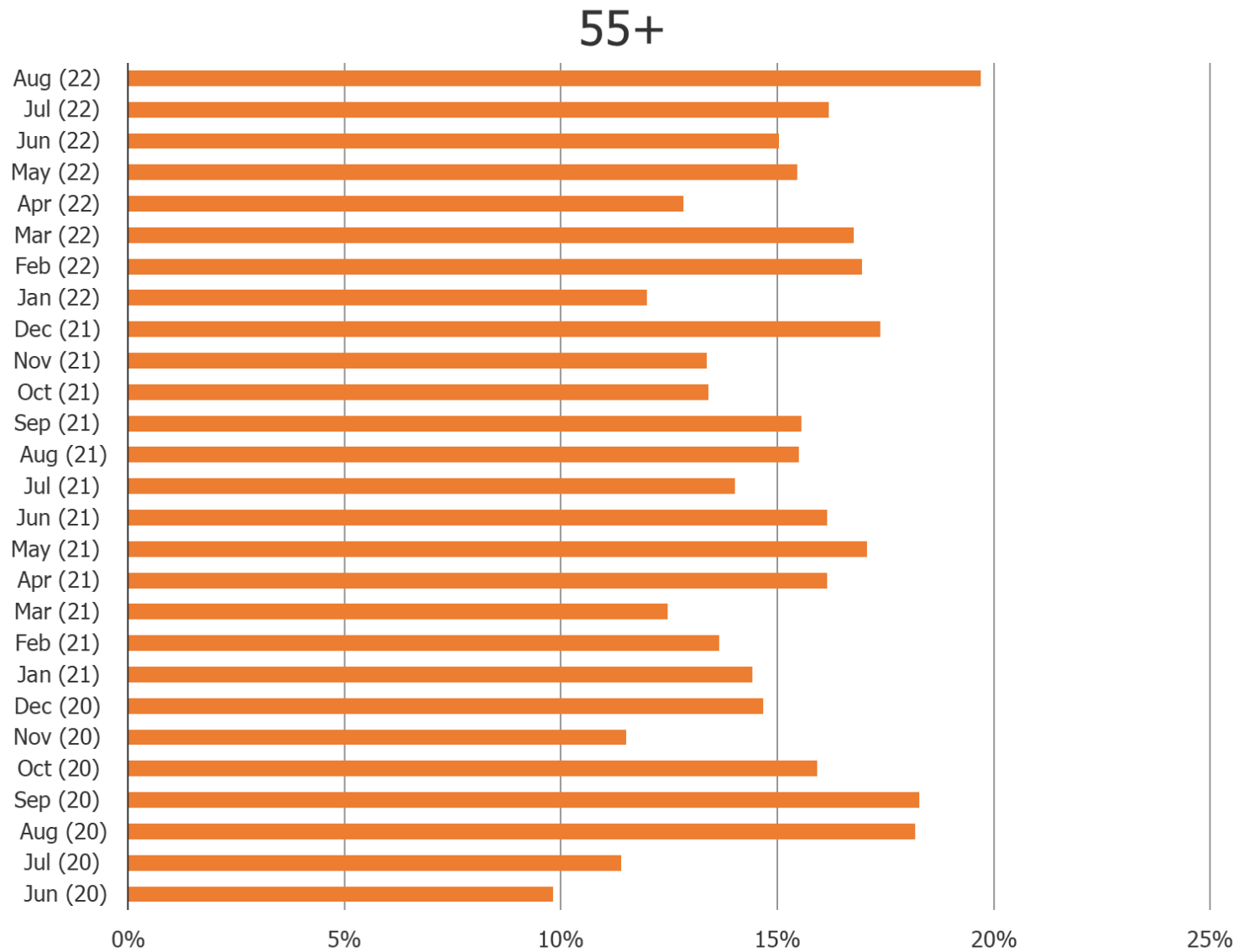
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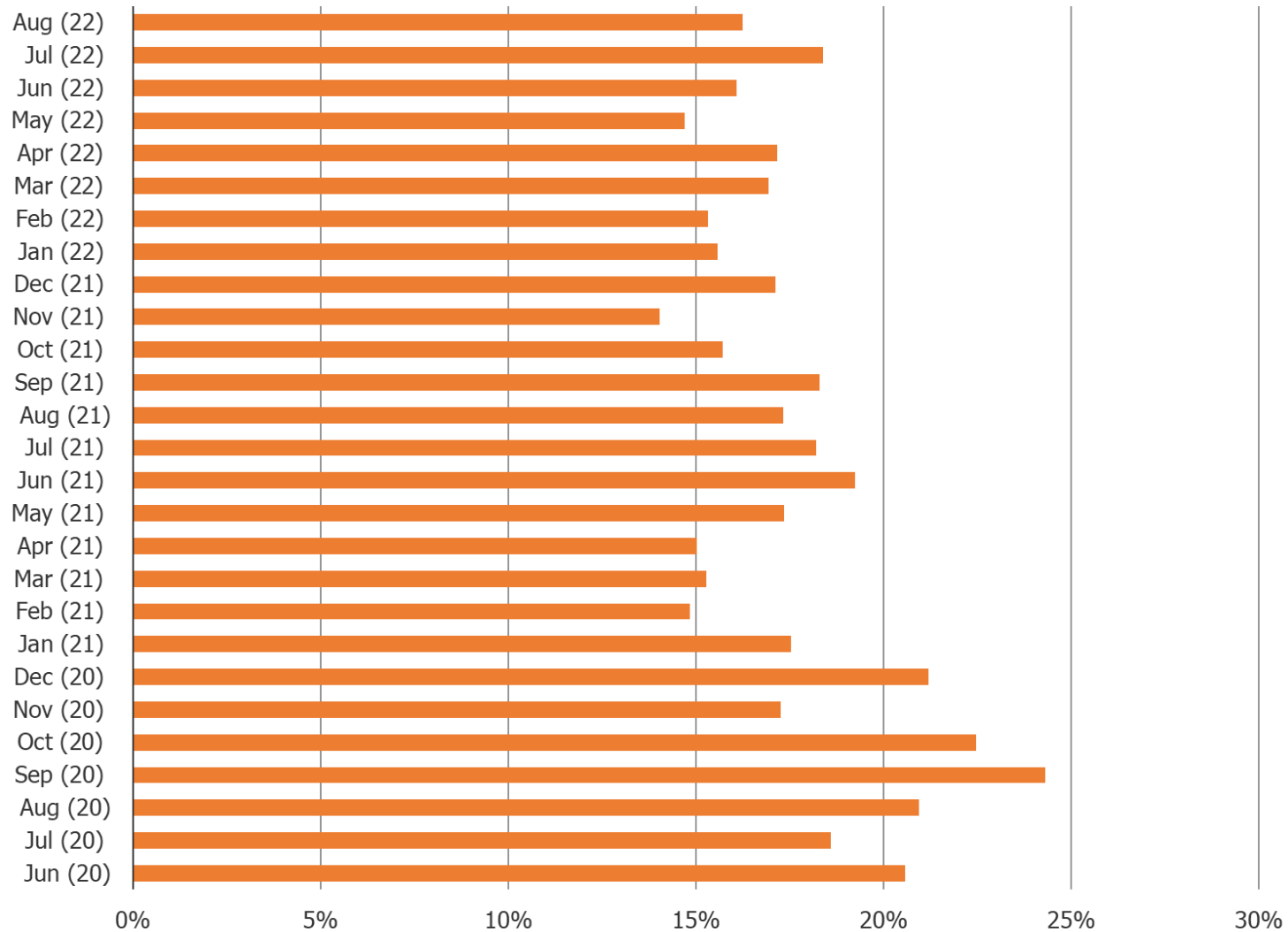


Cross-Tabs: % of the following type of respondents who reads NYT regularly or occasionally



Cross-Tabs: % of the following type of respondents who reads NYT regularly or occasionally

Has Negative View on Economy



Cross-Tabs: % of the following type of respondents who reads NYT regularly or occasionally

Has Positive View on Economy

