

BACKGROUND:

- ❑ Survey of 1,500+ US Consumers balanced to census who read or subscribe to various publications.

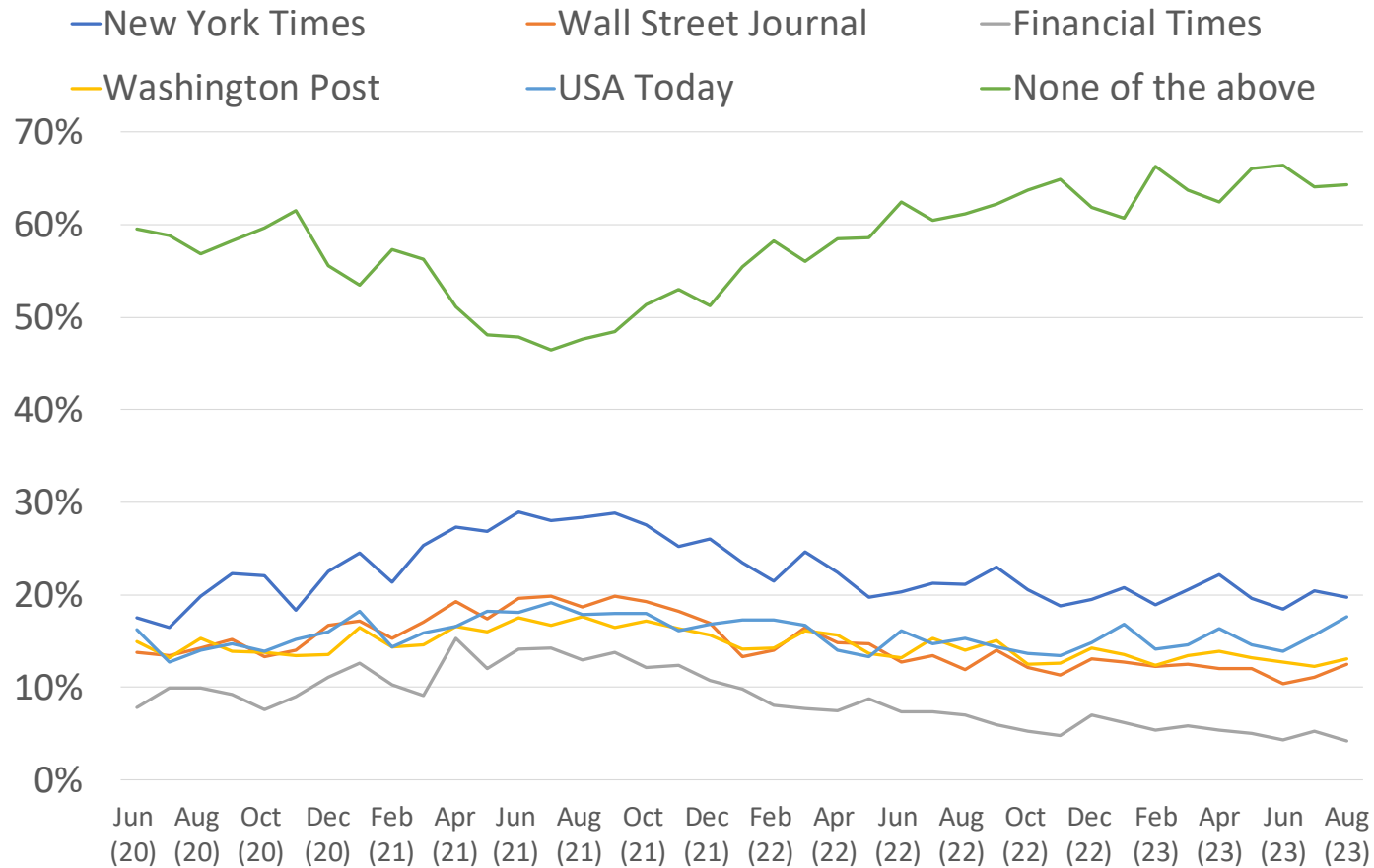
FINDINGS:

1. The share of respondents who read the NYT regularly or occasionally has been stable in recent months. We observed a significant increase in this metric during the pandemic (2021), and regression in early 2022, and now more stable trends in line with pre-covid levels.
2. Among those who read the New York times, daily readers have increased off of series lows set in November of 2022.
3. The average price readers would be willing to pay for a subscription to each publication in our survey increased during the pandemic, regressed afterwards, and has been more stable of late.
4. Cross-tab analysis shows that the share of consumers who had strong concerns about Covid significantly increased in 2021.



Which of the following do you read regularly or occasionally?

Posed to all respondents.



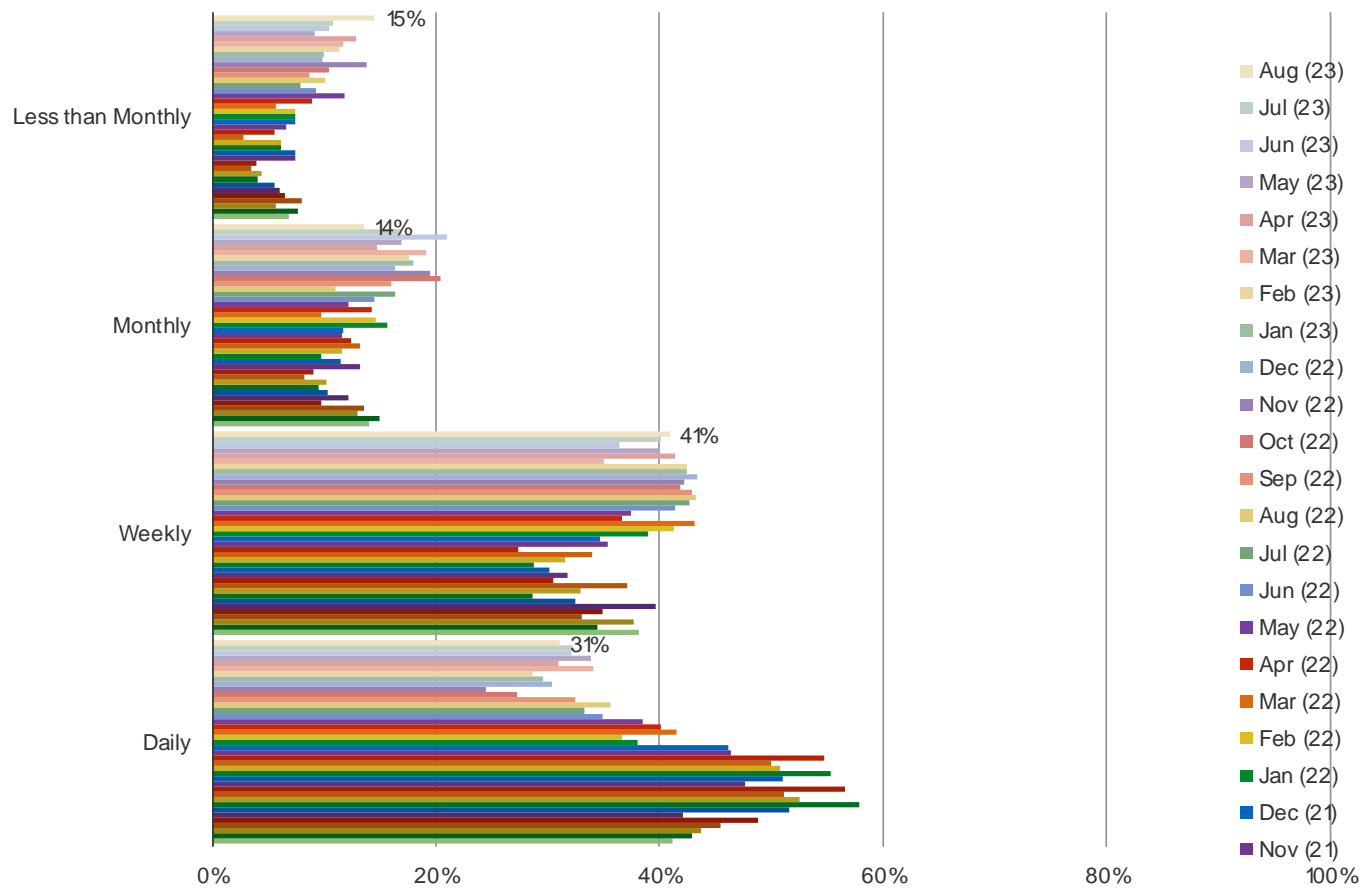
N = 1501

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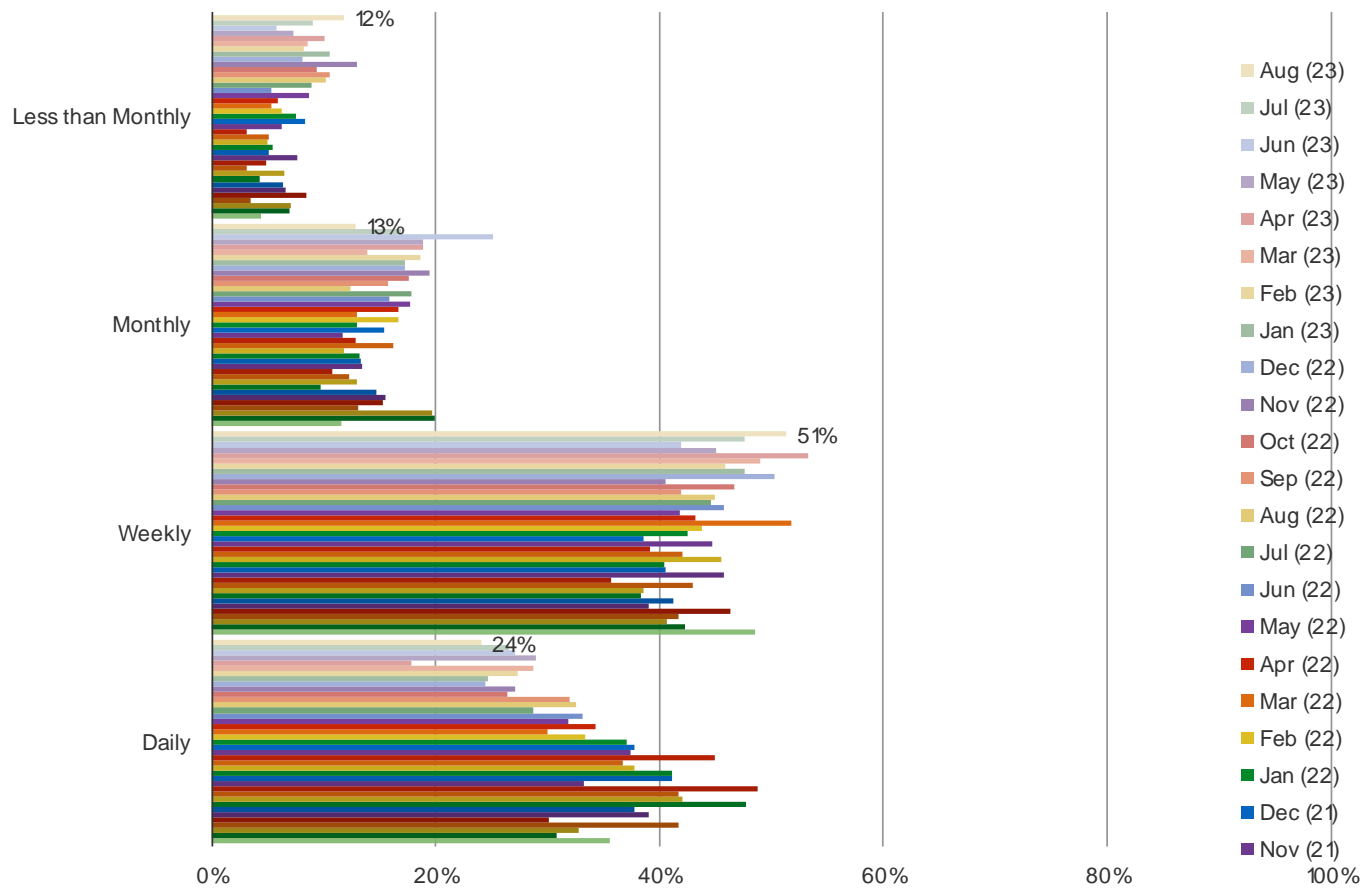
How often do you read the following: New York Times

Posed to all respondents who said they read the New York Times (N = 296)



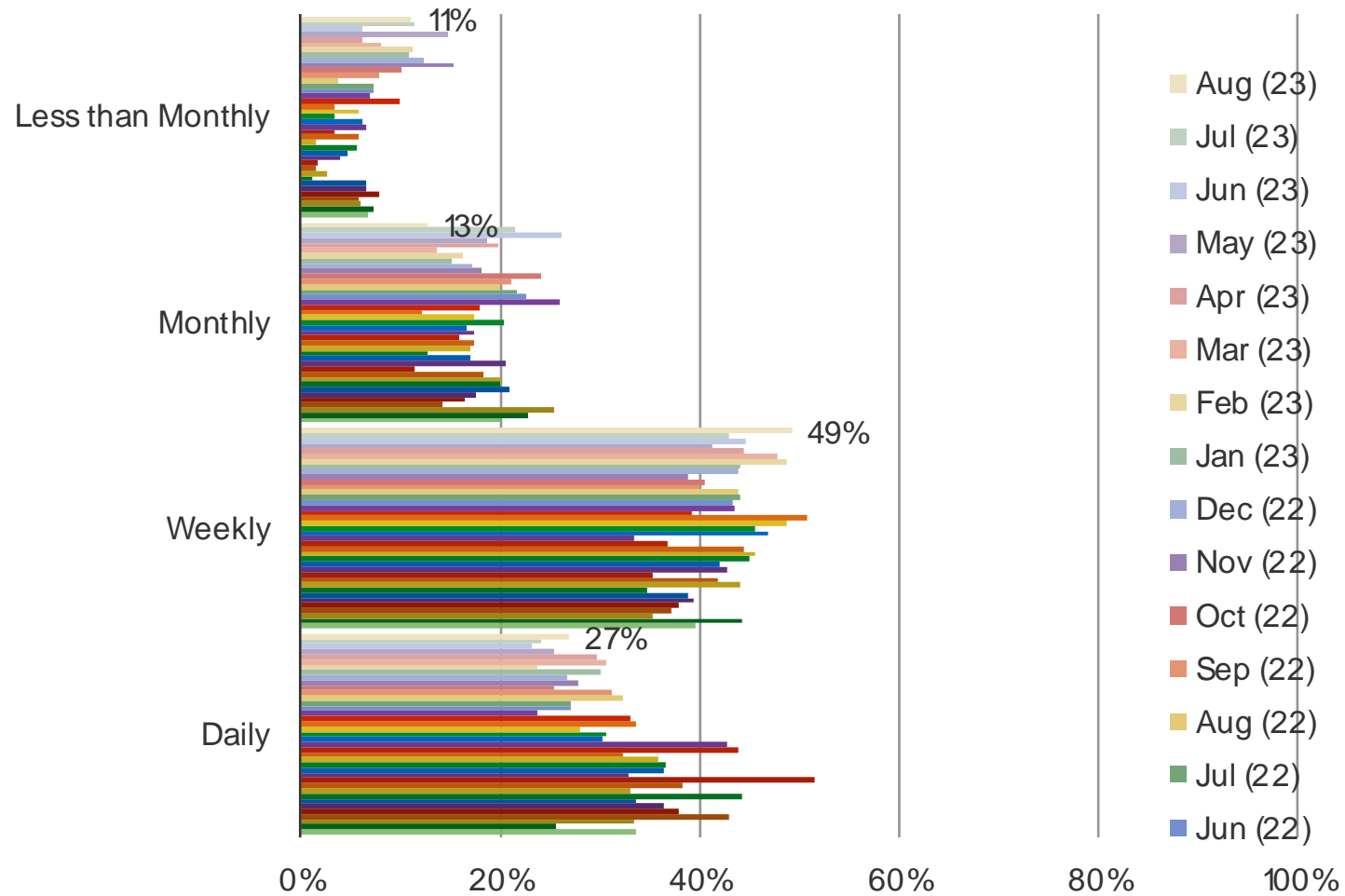
How often do you read the following: Wall Street Journal

Posed to all respondents who said they read the Wall Street Journal (N = 187).



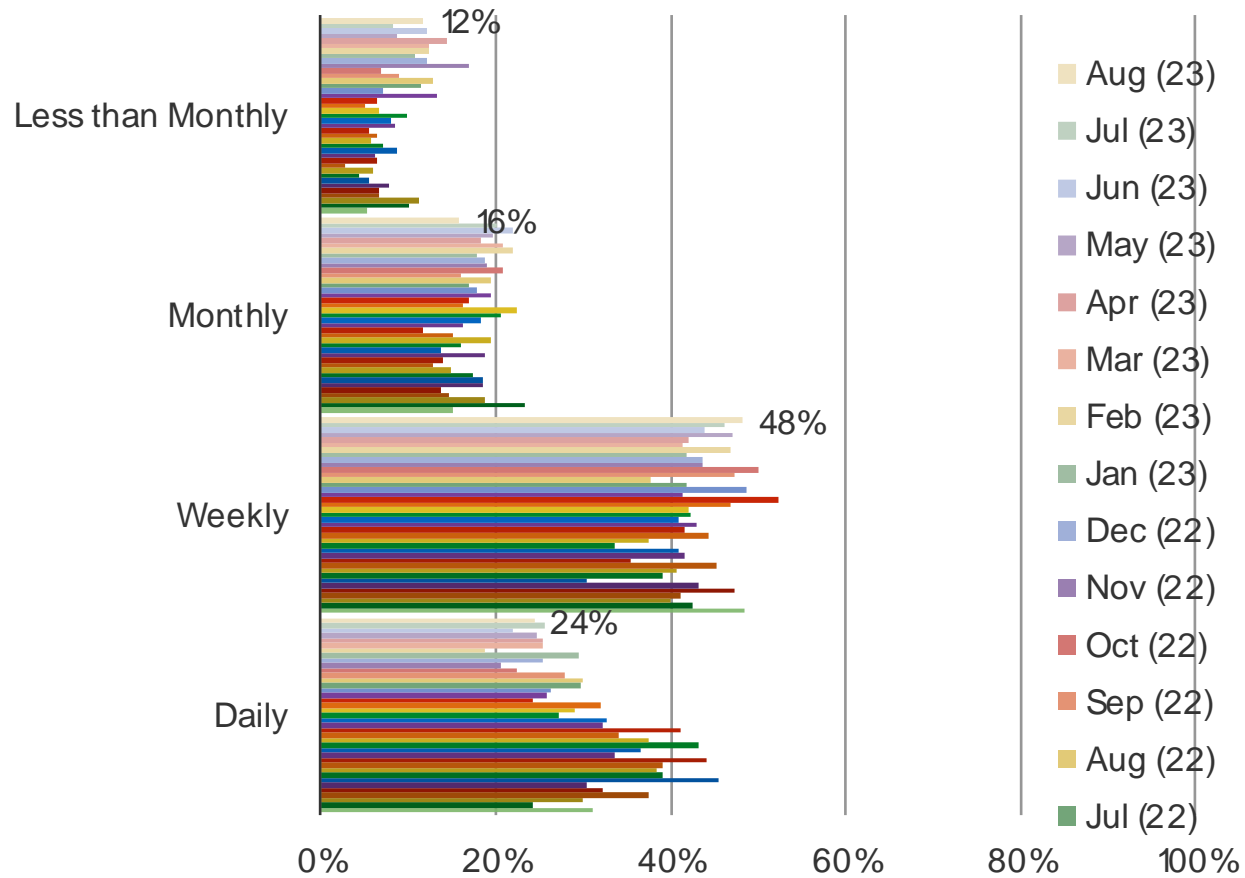
How often do you read the following: Financial Times

Posed to all respondents who said they read the Financial Times (N = 63)



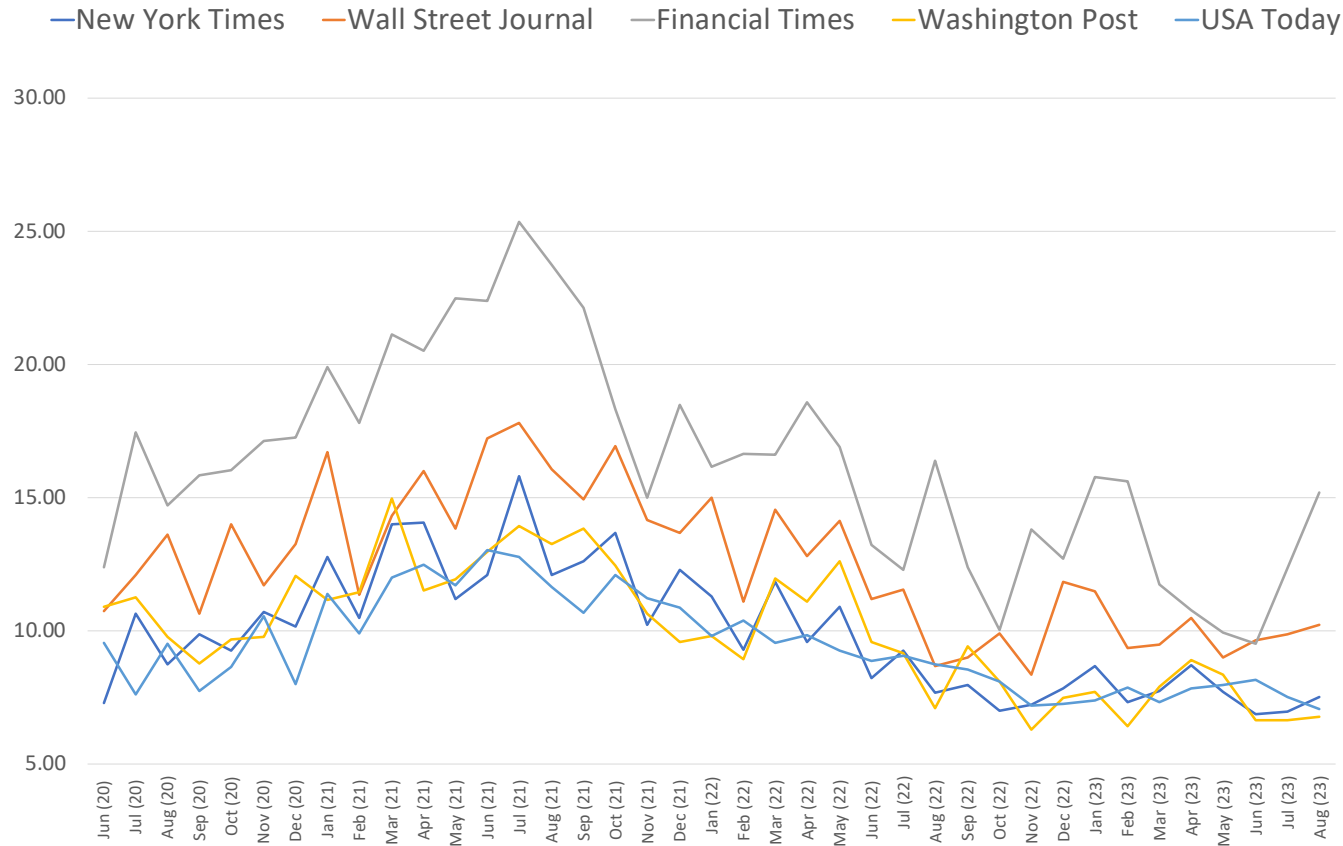
How often do you read the following: Washington Post

Posed to all respondents who said they read the Washington Post (N = 197).



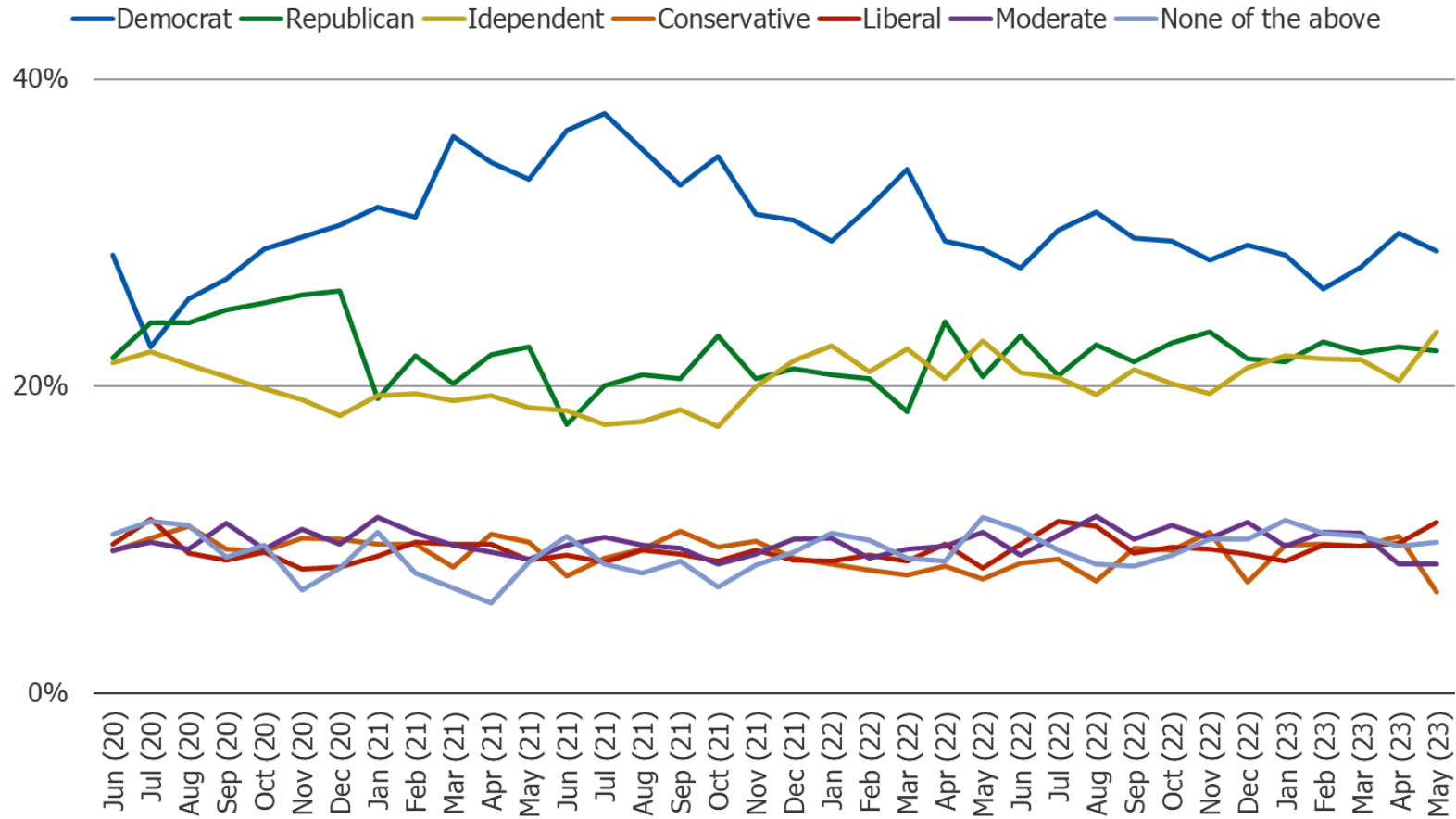
What is the highest price you'd be willing to pay to have a subscription to this paper/site?

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



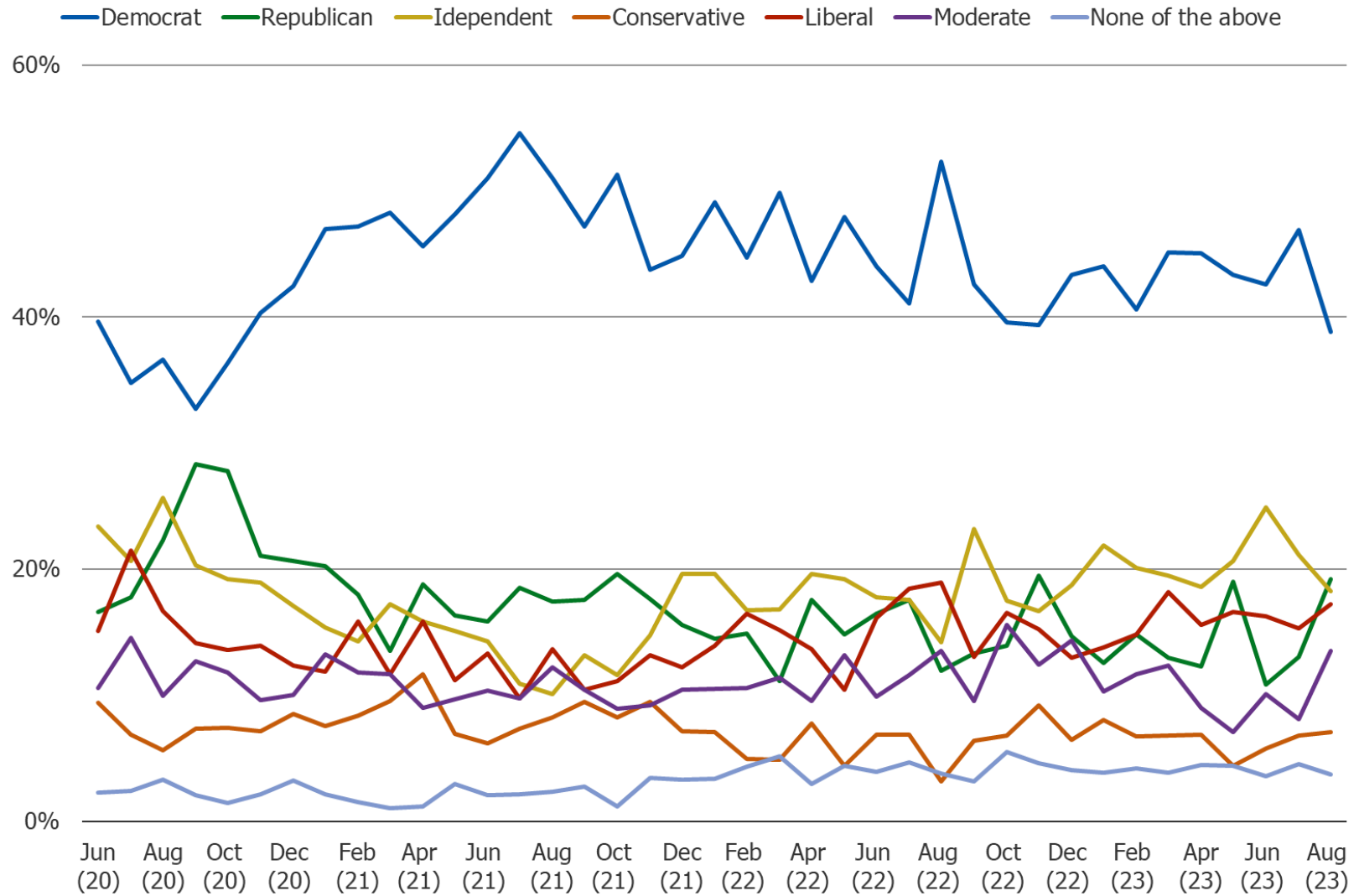
All consumers – political affiliation...

All respondents



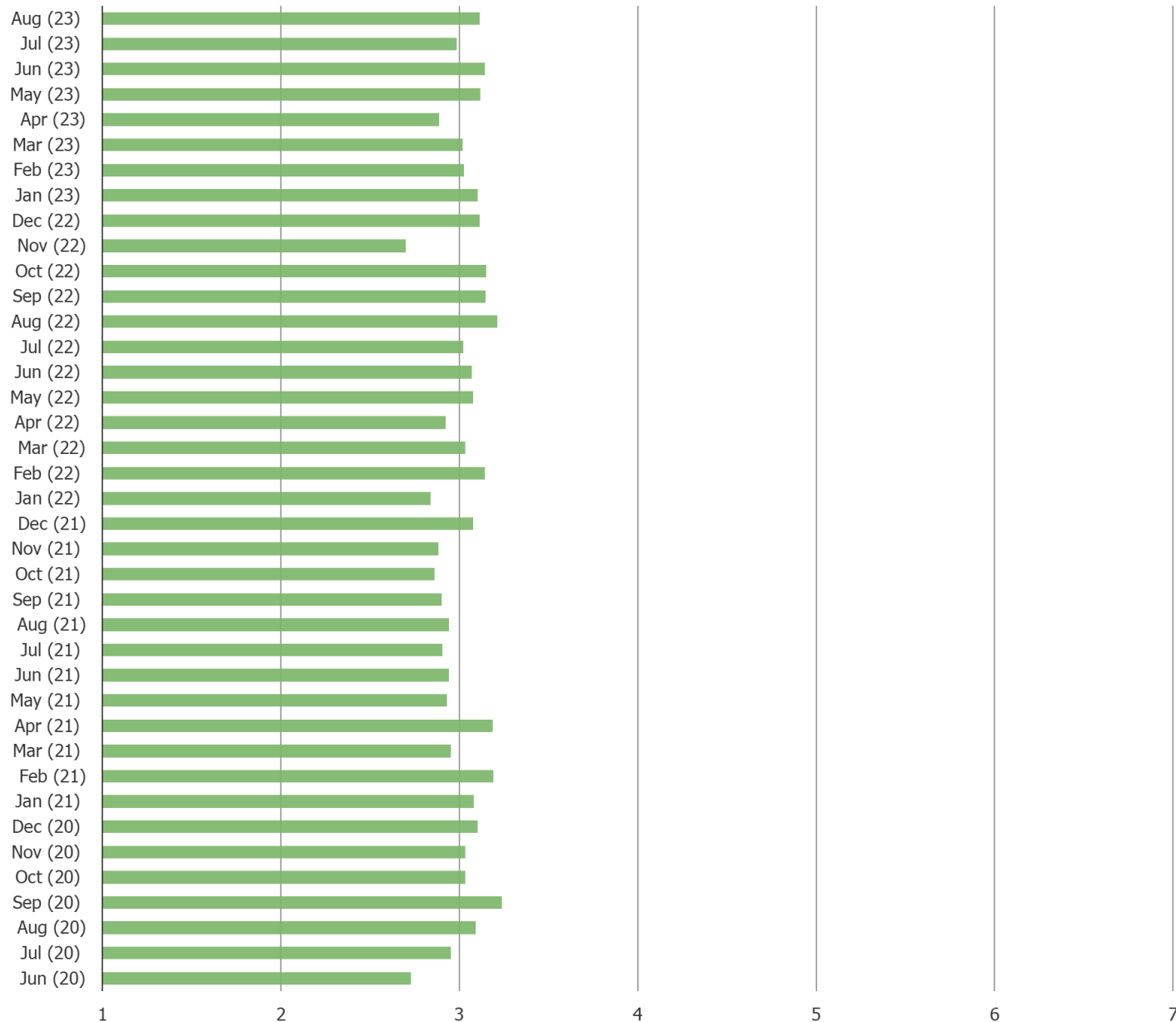
NYT Readers – political affiliation...

NYT readers

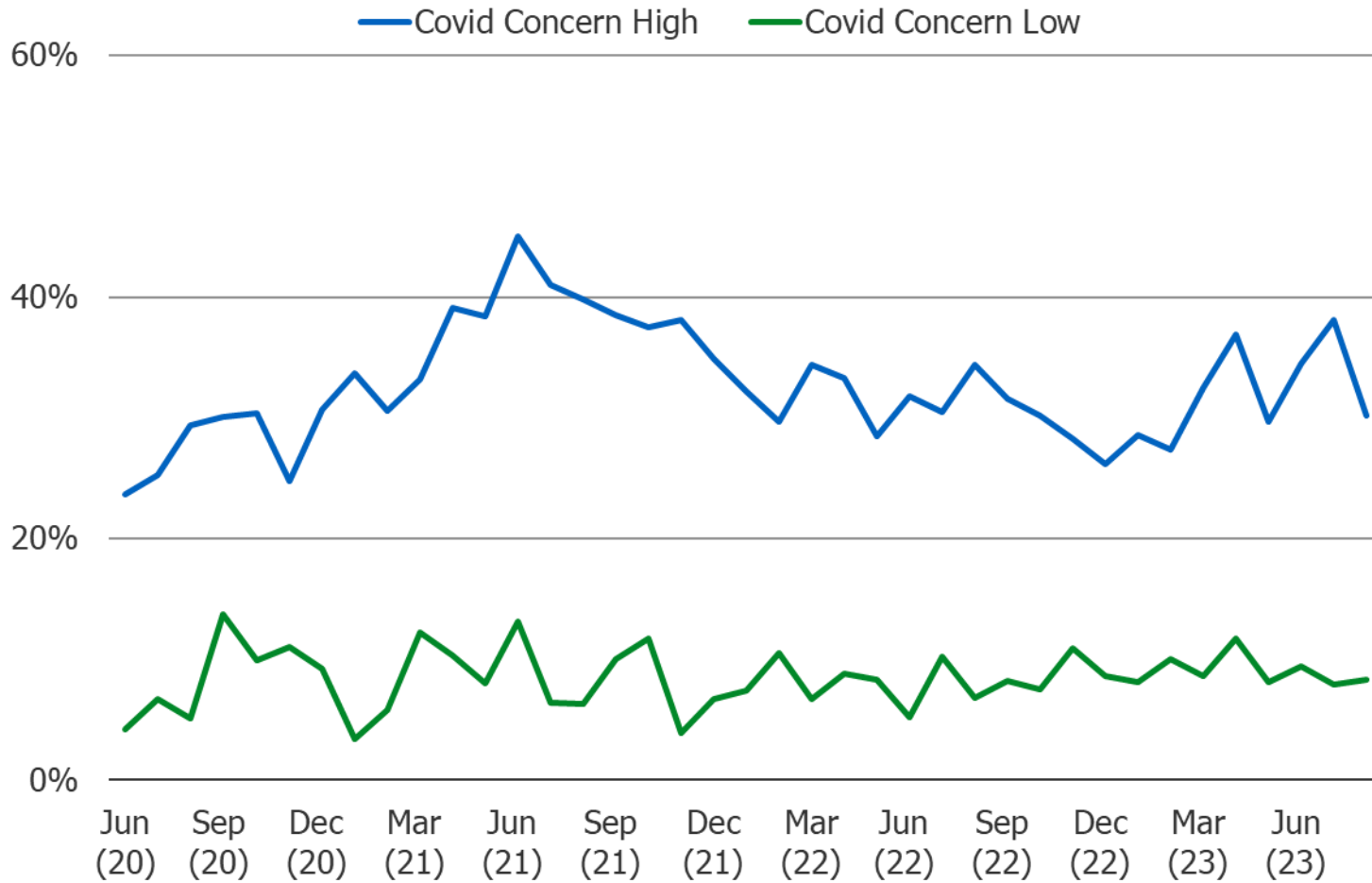


NYT Readers – Average Age

NYT readers (1 = 18-24, 2 = 25-34, 3 = 35-44, 4 = 45-54, 5 = 55-64, 6 = 65-74, 7 = 75+).



Regularly or occasionally reads the New York Times, Cross-Tabbed By concern level with Covid.



% of New York Times readers who have a paid subscription (isolating respondents who said they have a high degree of concern with Covid).

