**PSB – The Economist | New Subscriber Focus Groups**

**PROSPECTIVE SUBSCRIBER SCREENER – February 2023**

How this instrument will be used: recruiters will telephone potential respondents and ask them the questions below.

Groups will be made up of 5 participants, as below:

ALL participants will meet the following criteria:

* aged 25-60 with spread of ages across groups
* regularly consume news
* regularly consume news across a range of mediums (and not print only OR social media only)
* currently do or willing to pay for news content
* NOT currently paid Economist subscribers
* Neutral or favourable towards to Economist

*Across groups we will focus on recruiting those;*

* *working in the priority industries*
* *with a range of preferences in terms of form / medium*
* *readership across a range of titles*

Each group should include:

* a minimum of 3 university graduates
* a minimum of 2 aged 25-35
* a maximum of 1 non-university grads who meet the income threshold
* a maximum of 2 current students
* a minimum of 2 and max 3 that have any type of paid subscription related any news / current affairs title / publication / website
* a maximum of 3 that say they read the news for leisure only (i.e. not as a requirement for or valuable in my job)

**/\* QGENDER \*/**  Are you…? **## AIM FOR MINIMUM OF 2 WOMEN PER GROUP ##**

1. Male
2. Female
3. Other / PNTS

**/\* QAGE \*/** How old are you? ## INCLUDE IF AGED 25-60 ## **## AIM FOR GOOD DISTRIBUTION OF AGES - MIN 2 AGED 25-35 ##**

**/\* QUSREGION \*/ ## IF US ##** Please identify the state that you live in.  **## TERMINATE IF "DO NOT LIVE IN THE UNITED STATES" ##**

**/\* QINDIAREGION \*/ ## IF INDIA ##** Please identify the state that you live in.  **## TERMINATE IF "DO NOT LIVE IN INDIA " ##**

**/\* QAUSREGION \*/ ## IF AUSTRALIA ##** Please identify the state / territory that you live in.  **## TERMINATE IF "DO NOT LIVE IN AUSTRALIA " ##**

**/\* QOCCUPATION \*/** What of the following best describes your current working status?

1. Employed full time (36+ hours per week)
2. Self Employed/Business owner
3. Part time (10+ hours per week)
4. Full time student
5. Part time student (e.g. evening class, online course, self-study)
6. Unemployed/ Not working **## TERMINATE ##**
7. Retired **## TERMINATE ##**

**## AIM FOR MAX 1 STUDENT PER GROUP ##**

**/\* QWORKSCREENER \*/ ## IF QOCCUPATION=C1-C3 ##** What industry do you work in? Please select all that apply  **/\* MULTIPLE RESPONSES PERMITTED \*/**

1. Advertising **/\* TERMINATE \*/**
2. Accounting
3. Agriculture, Forestry and Fishing
4. Banking
5. Professional Services
6. Consulting
7. Construction
8. Consumer Electronics (Retail / Manufacturing)
9. Education
10. Government
11. Healthcare
12. Journalism **/\* TERMINATE \*/**
13. Market Research **/\* TERMINATE \*/**
14. Marketing
15. Media **/\* TERMINATE \*/**
16. Charity/NGO
17. Public Relations
18. Technology and R&D
19. Telecommunications and Broadcasting
20. Energy
21. Transportation
22. Travel/Tourism
23. None of the above

**/\* QUSEDUCATION \*/** **## IF US ##** What is the last grade in school you completed?

1. Grade school
2. Some high school
3. High school graduate
4. Some college
5. College graduate
6. Graduate school / Advanced degree
7. Doctorate/PhD
8. Technical school
9. Other **/\* SPECIFY \*/**

**/\* QUSINCOME \*/ ## IF US ##** Which of the following best represents your total **personal** income for 2022?

1. Less than $25,000
2. $25,000 to $49,999
3. $50,000 to $74,999
4. $75,000 to $99,999
5. $100,000 to $149,999
6. $150,000 to $199,999
7. $200,000 or more
8. Don't know / PNTS

**## CONTINUE WITH CALL IF RESPONDENT IS EITHER A CURRENT STUDENT A UNIVERSITY GRADUATE OR EARNING MORE THAN $75,000 USD**

**SCREEN OUT IF RESPONDENT IS NOT EITHER A STUDENT, A UNIVERSITY GRADUATE OR MEETING EARNING THRESHOLD ##**

**## AIM FOR MAX 2 NON-UNIVERSITY GRADUATES PER GROUP ##**

**/\* QINEDUCATION \*/** **## IF INDIA ##**  Which of the following categories best represents the last grade of schooling you completed?

1. Secondary / High Secondary degree or less
2. Some Undergraduate studies
3. Undergraduate degree
4. Graduate school / Master's degree
5. Doctorate or higher
6. Other **/\* SPECIFY \*/**

**/\* QININCOME \*/** **## IF INDIA ##** Which of the following best represents your total **personal** income for 2022?

1. Less than Rs 3,00,000
2. Rs 3,00,000 – Rs 6,99,999
3. Rs 7,00,000 – Rs 9,99,999
4. Rs 10,00,000 – Rs 20,00,000
5. Rs 30,00,000 or more
6. Don't know / PNTS

**## CONTINUE WITH CALL IF RESPONDENT IS EITHER A CURRENT STUDENT A UNIVERSITY GRADUATE OR EARNING MORE THAN Rs 7,00,000**

**SCREEN OUT IF RESPONDENT IS NOT EITHER A STUDENT, A UNIVERSITY GRADUATE OR MEETING EARNING THRESHOLD ##**

**## AIM FOR MAX 2 NON-UNIVERSITY GRADUATES MEETING INCOME THRESHOLD PER GROUP ##**

**/\* QAUEDUCATION \*/** **## IF AUSTRALIA ##** What is the highest level of education you have completed?

1. Primary School
2. High School – Grade 10
3. VCE
4. TAFE/Technical School/Polytechnics
5. Apprenticeship
6. University – Undergraduate
7. University – Post graduate
8. University – Doctorate/PhD
9. Don't know

**/\* QAUINCOME \*/** **## IF AUSTRALIA ##** Which of the following best represents your total **personal** income for 2022?

1. Less than $25,000
2. $25,000 to $49,999
3. $50,000 to $74,999
4. $75,000 to $99,999
5. $100,000 to $149,999
6. $150,000 to $199,999
7. $200,000 to $249,999
8. $250,000 or more
9. Don't know / PNTS

**## CONTINUE WITH CALL IF RESPONDENT IS EITHER A CURRENT STUDENT A UNIVERSITY GRADUATE OR EARNING MORE THAN $75,000 AUD**

**SCREEN OUT IF RESPONDENT IS NOT EITHER A STUDENT, A UNIVERSITY GRADUATE OR MEETING EARNING THRESHOLD ##**

**## AIM FOR MAX 2 NON-UNIVERSITY GRADUATES MEETING INCOME THRESHOLD PER GROUP ##**

**NEWS CONSUMPTION HABITS AND BEHAVIOURS**

**/\* QFOLLOWNEWS1 \*/** Would you say you regularly follow what's happening in the world by reading the news in print and/ or digital (e.g. apps, audio, website, newsletter).

1. Yes
2. No **/\* TERMINATE \*/**
3. Don't know **/\* TERMINATE \*/**

**/\* QFOLLOWNEWS2 \*/** How do you consume your news, or follow what is happening in the world? Select all that apply

1. Print (physical newspapers and magazines)
2. Digital (websites)
3. Digital (apps)
4. Digital (audio / podcasts)
5. Digital (newsletters)
6. Digital (social media)
7. Don't know **/\* TERMINATE \*/**

**## TERMINATE IF PRINT ONLY OR SOCIAL MEDIA ONLY ##**

**/\* QFOLLOWNEWS3 \*/ And which of the following best describes why you consume news content**

1. It is a requirement for or valuable in my job to keep up to date with news and current affairs.
2. It is something I enjoy or do for personal satisfaction.
3. Both of the above apply

**ECONOMIST FAVOURABILTIY AND CONSIDERATION**

**/\* QAWARENESS\_METRIC \*/** How familiar are you with the following?

* The Economist
* The Financial Times
* The Wall Street Journal
* The New York Times
1. Never heard of this publication **## TERM IF C1 FOR ANY ##**
2. Not at all familiar **## TERM IF C2 FOR THE ECONOMIST ##**
3. Not very familiar
4. Somewhat familiar
5. Very familiar

**/\* QFAVOURABILITY\_METRIC \*/ ## ASK FOR ALL TITLES THEY ARE FAMILIAR WITH ##** Which of the following best describes how you feel about each of the following

* The Economist
* The Financial Times
* The Wall Street Journal
* The New York Times
1. Very unfavourable **## TERMINATE ##**
2. Somewhat unfavourable **## TERMINATE ##**
3. Neutral
4. Somewhat favourable
5. Very favourable

**SUBSCRIPTIONS**

**/\* QSUBSCRIBE1 \*/** Which of the following best describes you

1. I currently pay for news / current affairs content that helps me stay on top of what is happening in the world
2. I don’t currently pay for news / current affairs content but I would consider it
3. I would never pay for news / current affairs content **## TERMINATE ##**

**/\* QSUBSCRIBE2 \*/** Do you currently have a paid subscription or membership [either personal or through your employer] to any news or current affairs publication or website? [ select all that apply]

1. Yes a subscription / subscriptions I pay for myself
2. Yes a subscription / subscriptions paid for by my work / employer
3. No I don’t currently have a paid subscription [exclusive]

**/\* QSUBSCRIBE3 \*/ ## IF THEY HAVE A PAID SUBSCRIPTION ##** Which news publication(s) or website(s) are you currently subscribed to? **[record as many as listed]**

**## TERMINATE IF CURRENTLY A PAID SUBSCRIBER TO THE ECONOMIST ##**

**## AIM FOR A MINIMUM OF 2 AND MAX OF 3 PER GROUP TO HAVE A PAID SUBSCRIPTION EITHER SELF PAID OR PAID FOR BY EMPLOYER (C1 OR C2) ##**

**PREFERENCES AND COMPETITOR TITLE READERSHIP**

**## AIM FOR A SPREAD OF PREFERENCES AT QFOLLOWNEWS4 AND QFOLLOWNEWS5 IN EACH GROUP ##**

**/\* QFOLLOWNEWS4 \*/** And which of the following best describes your preferred way to consume news content ?

1. Long form news content
2. Short form news content
3. A mix of both of the above

**/\* QFOLLOWNEWS5 \*/ ##** Which of the following formats is your preferred way to consume your news, or follow what is happening in the world?

1. Print (physical newspapers and magazines)
2. Digital (websites)
3. Digital (apps)
4. Digital (audio / podcasts)
5. Digital (newsletters)
6. Digital (social media)
7. Don't know

**## AIM FOR A SPREAD OF READERSHIP ACROSS TITLES BELOW ##**

**/\* QTITLE\_INTERNATIONAL \*/** Which, if any, of the following international titles do you regularly read in print or online? (By regularly we mean at least once a week)

1. The Economist
2. The Financial Times
3. The Wall Street Journal
4. The New York Times
5. Bloomberg BusinessWeek
6. The Washington Post
7. Politico
8. Axios
9. Harvard Business Review
10. The Atlantic
11. The New Yorker
12. Time
13. Foreign Affairs
14. VICE

**/\* QTITLE\_AUS \*/ ## IF AUSTRALIA ##** and which, if any, of the following Australian titles do you regularly read in print or online?

1. The Australian
2. Australian Financial Review (AFR)
3. Sydney Morning Herald
4. The Age
5. Other – [RECORD RESPONSE]

**/\* QTITLE\_INDIA \*/ ## IF INDIA ##** and which, if any, of the following Indian titles do you regularly read in print or online?

1. The Times of India
2. The Hindu
3. Hindustan Times
4. Other – [RECORD RESPONSE]