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CONSUMERS & BRANDS

# Daily newspapers: Financial Times readers in the United Kingdom

Consumer Insights report

**Consumer** Insights  
by **statista** 

August 2024



# Consumer Insights Global survey

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Financial Times readers in the United Kingdom: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Financial Times readers in the United Kingdom ("brand users") against UK readers of daily newspapers in general ("category users"), and the overall UK consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

### Global survey methodology <sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including the United Kingdom)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

## CHAPTER 01

# Management summary

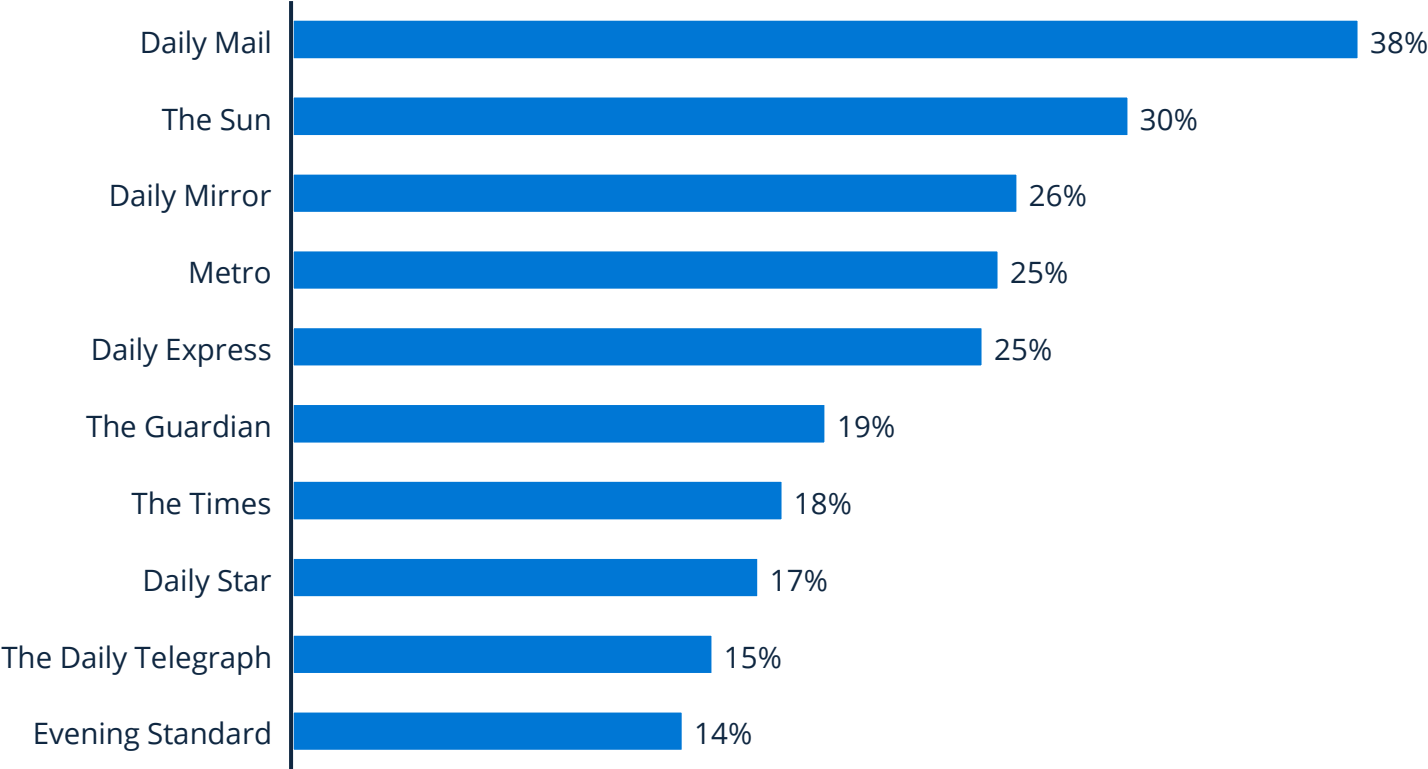
- Brand usage
- Key insights



# Financial Times ranks outside the top 10 of most read daily newspapers in the UK

Management summary: brand usage and competition

## Top 10 most read daily newspapers in the UK



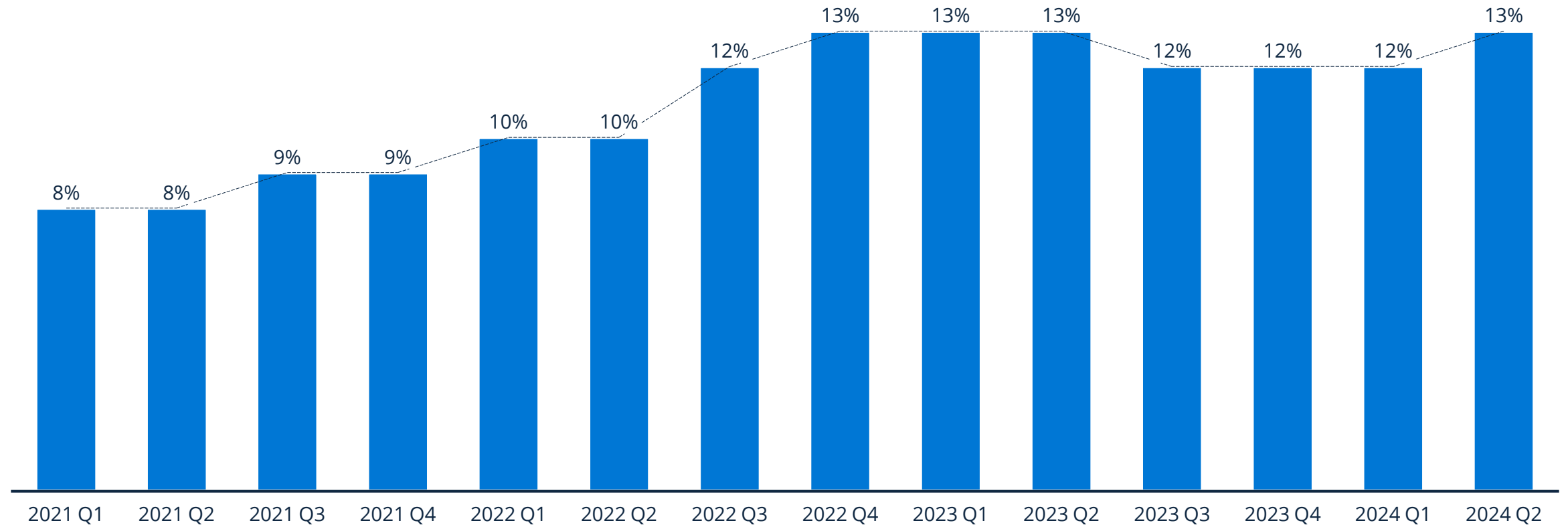
4 Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=1,026 readers of daily newspapers

Sources: [Consumer Insights Global](#) as of August 2024

# The market share of Financial Times has grown compared to 2021 Q1

Management summary: brand usage timeline

## Timeline of readers of daily newspapers reading Financial Times



5 | Notes: "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=46 - 131 Financial Times readers, n=556 - 1026 readers of daily newspapers

Sources: [Consumer Insights Global](#) as of August 2024

# Financial Times readers in the United Kingdom

Management summary: key insights

## Demographic profile

Financial Times is more popular among Millennials than other daily newspapers.

Financial Times is more popular among male readers of daily newspapers than female readers of daily newspapers.

Financial Times has a larger share of readers with a high income than other daily newspapers.

Financial Times readers are more likely to live in cities and urban areas than readers of daily newspapers in general.

## Consumer lifestyle

Success and career advancement are relatively important to Financial Times readers.

Gaming and eSports are relatively prevalent interests of Financial Times readers.

Tech or computers are relatively popular hobbies among Financial Times readers.

## Consumer attitudes

It stands out that 60% of Financial Times readers prefer digital content as it is easier to manage.

45% of Financial Times readers are innovators or early adopters of new products.

A relatively high share of Financial Times readers think that civil rights are issues that need to be addressed.

## Marketing touchpoints

LinkedIn is more popular among Financial Times readers than the average reader of daily newspaper.

Financial Times readers remember seeing ads on websites and apps of brands and products more often than other readers of daily newspapers.

## CHAPTER 02

# Demographic profile

- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+

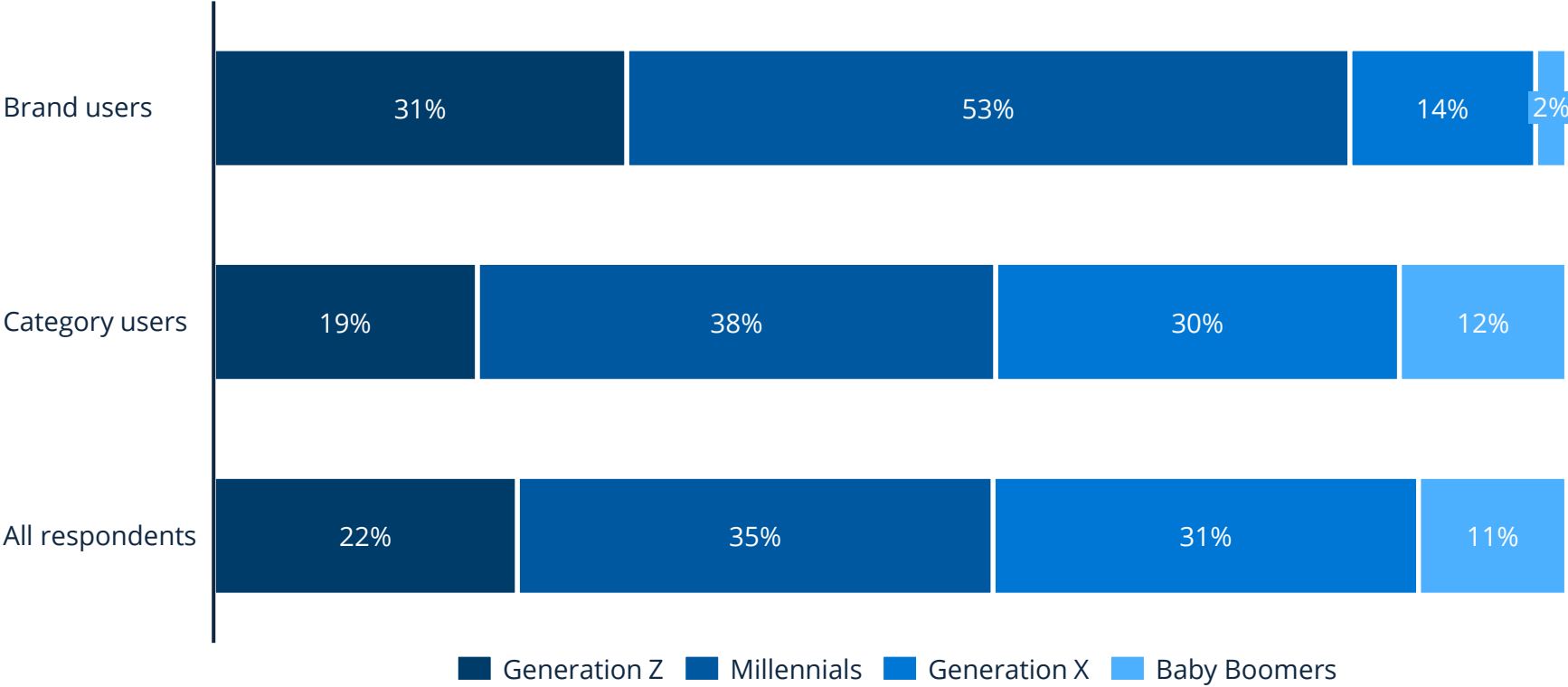




# Financial Times is more popular among Millennials than other daily newspapers

Demographic profile: generations

## Age of consumers in the UK



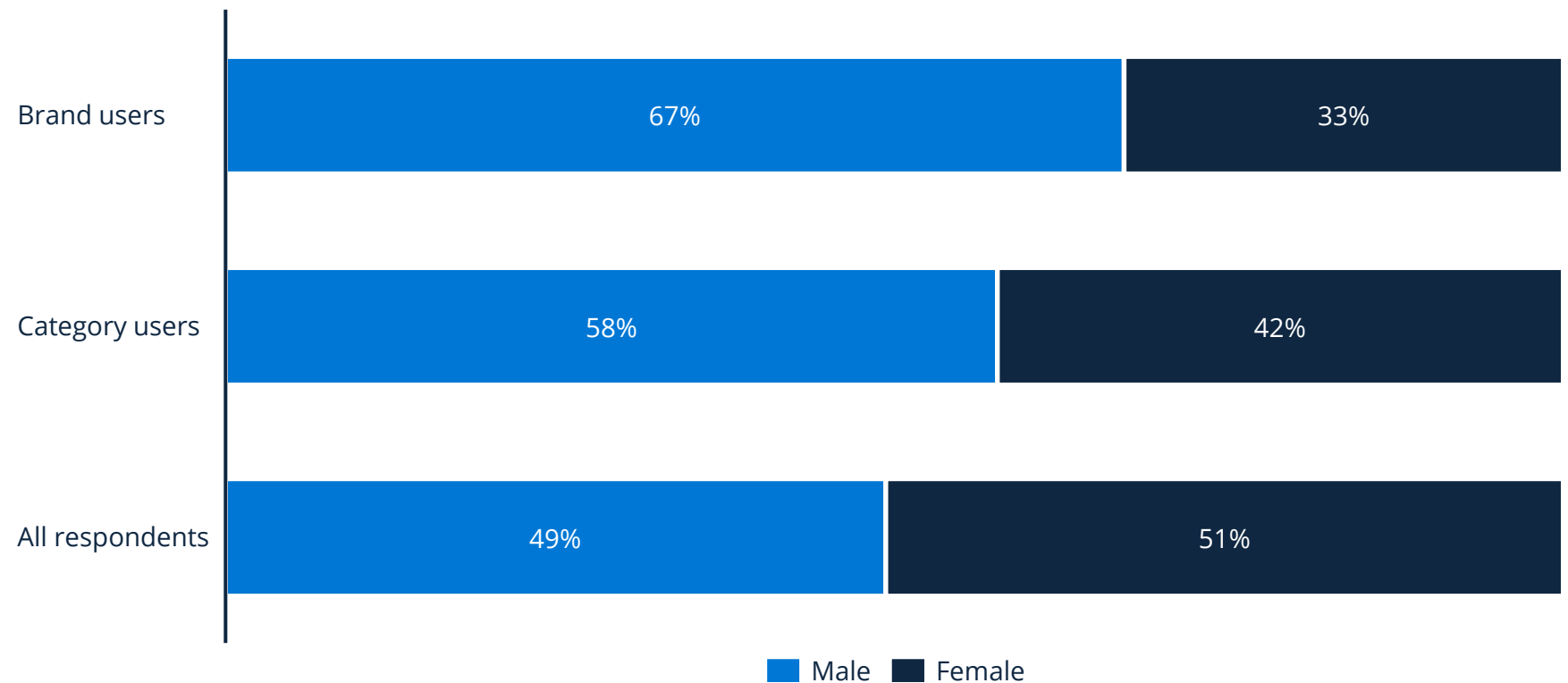
8 Notes: "How old are you?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=131 Financial Times readers, n=1,026 readers of daily newspapers, n=24,191 all respondents  
Sources: [Consumer Insights Global](#) as of August 2024

# Financial Times is more popular among male readers of daily newspapers than female readers of daily newspapers

Demographic profile: gender



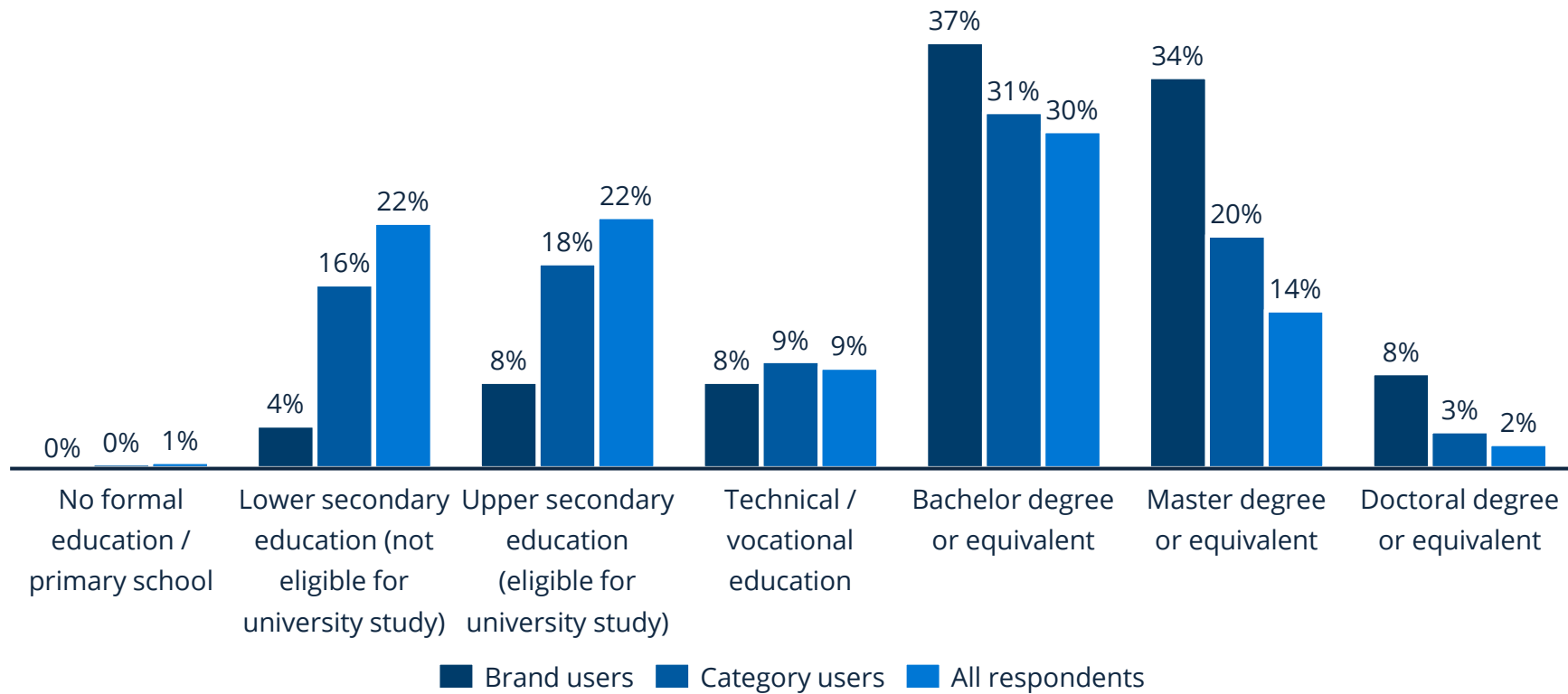
Gender of consumers in the UK



# A relatively high share of Financial Times readers have a college degree

Demographic profile: education

## Consumer's level of education in the UK

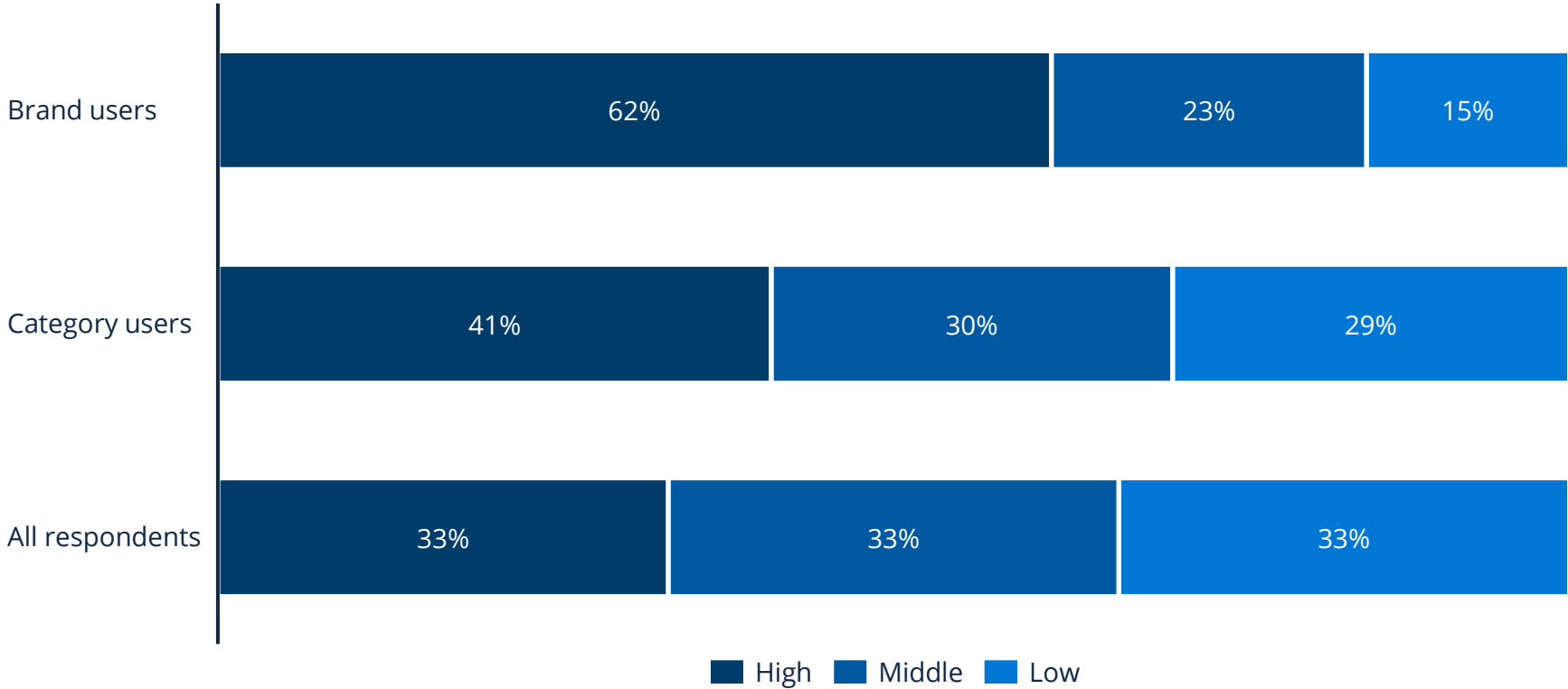


# Financial Times has a larger share of readers with a high income than other daily newspapers

Demographic profile: income



Share of consumers in the UK in the high, middle, and low thirds of monthly household gross income

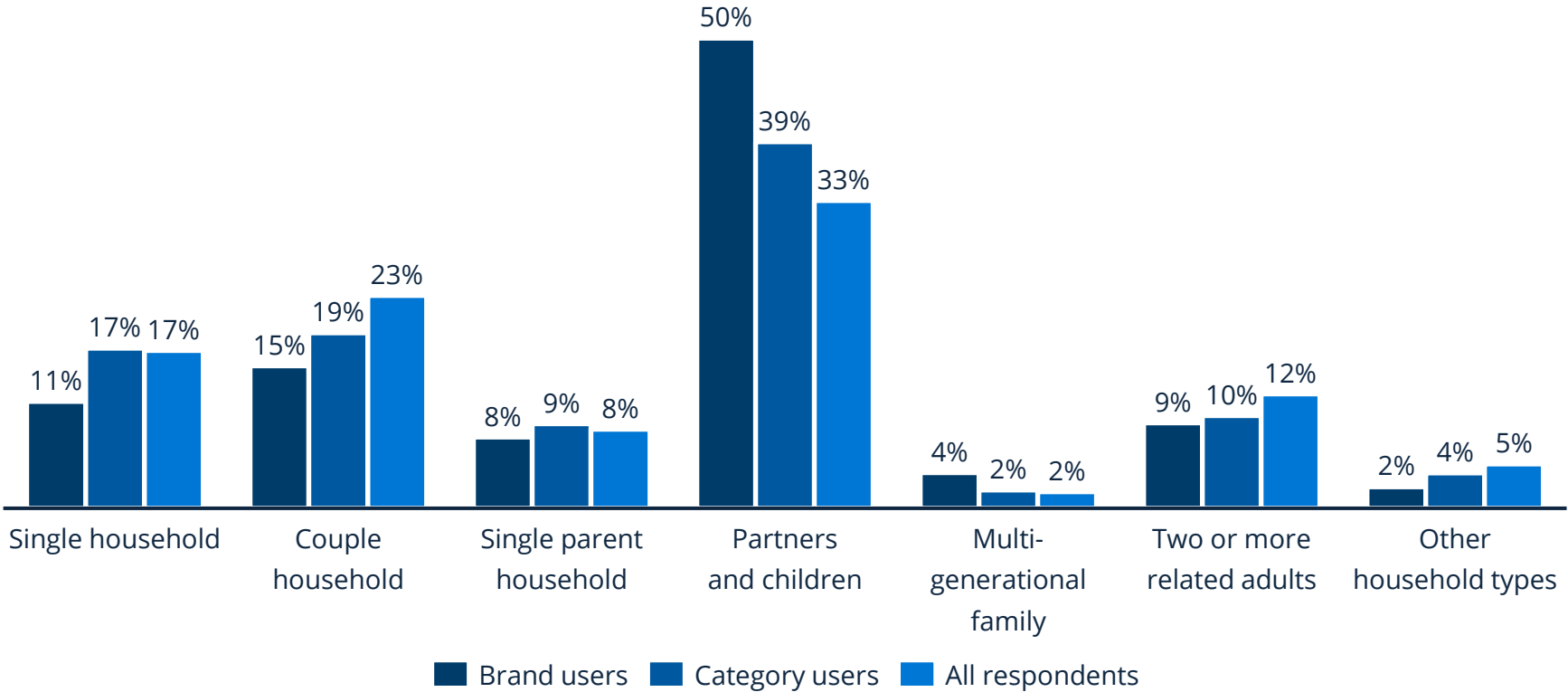


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=131 Financial Times readers, n=1,026 readers of daily newspapers, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

# Compared to other readers of daily newspapers, Financial Times readers are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in the UK live



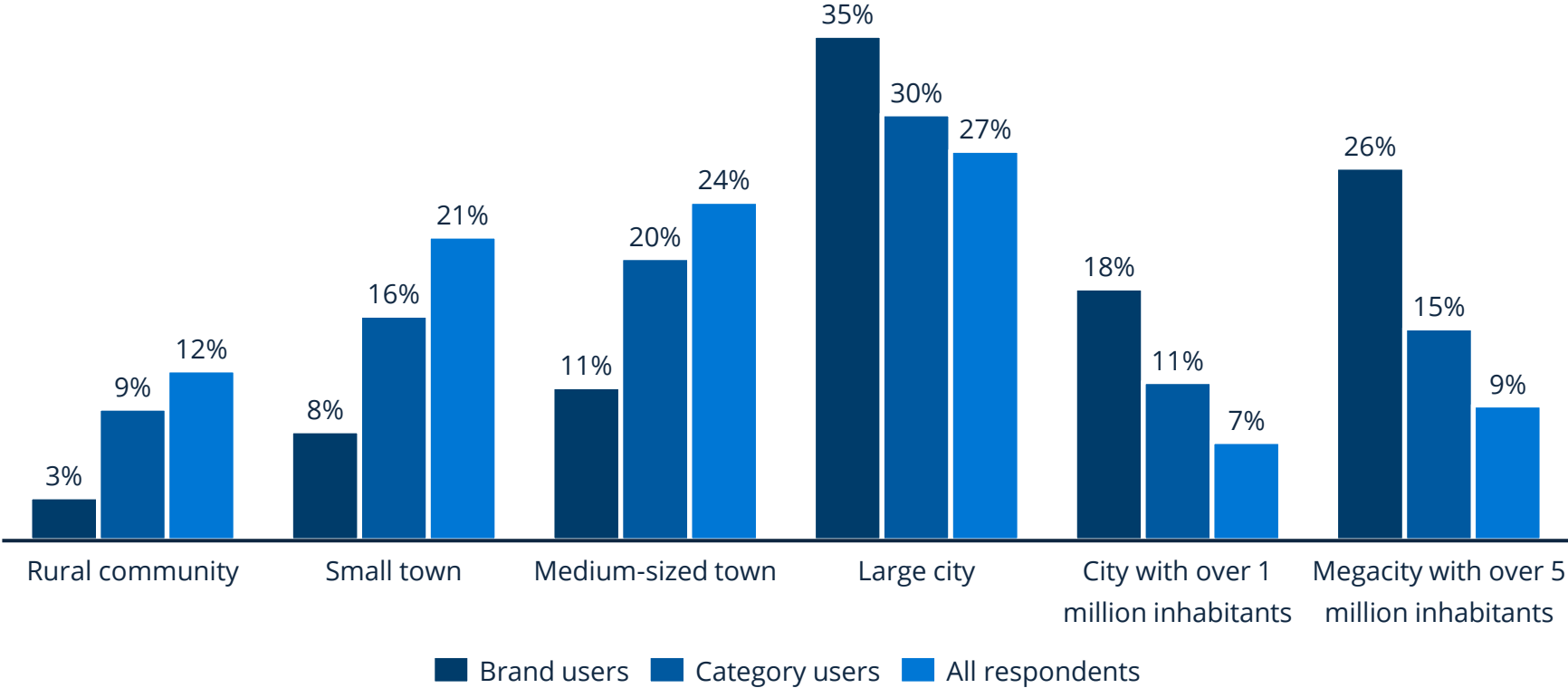
12 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=131 Financial Times readers, n=1,026 readers of daily newspapers, n=24,191 all respondents  
Sources: [Consumer Insights Global](#) as of August 2024

# Financial Times readers are more likely to live in cities and urban areas than readers of daily newspapers in general

Demographic profile: type of community



Communities where consumers live in the UK

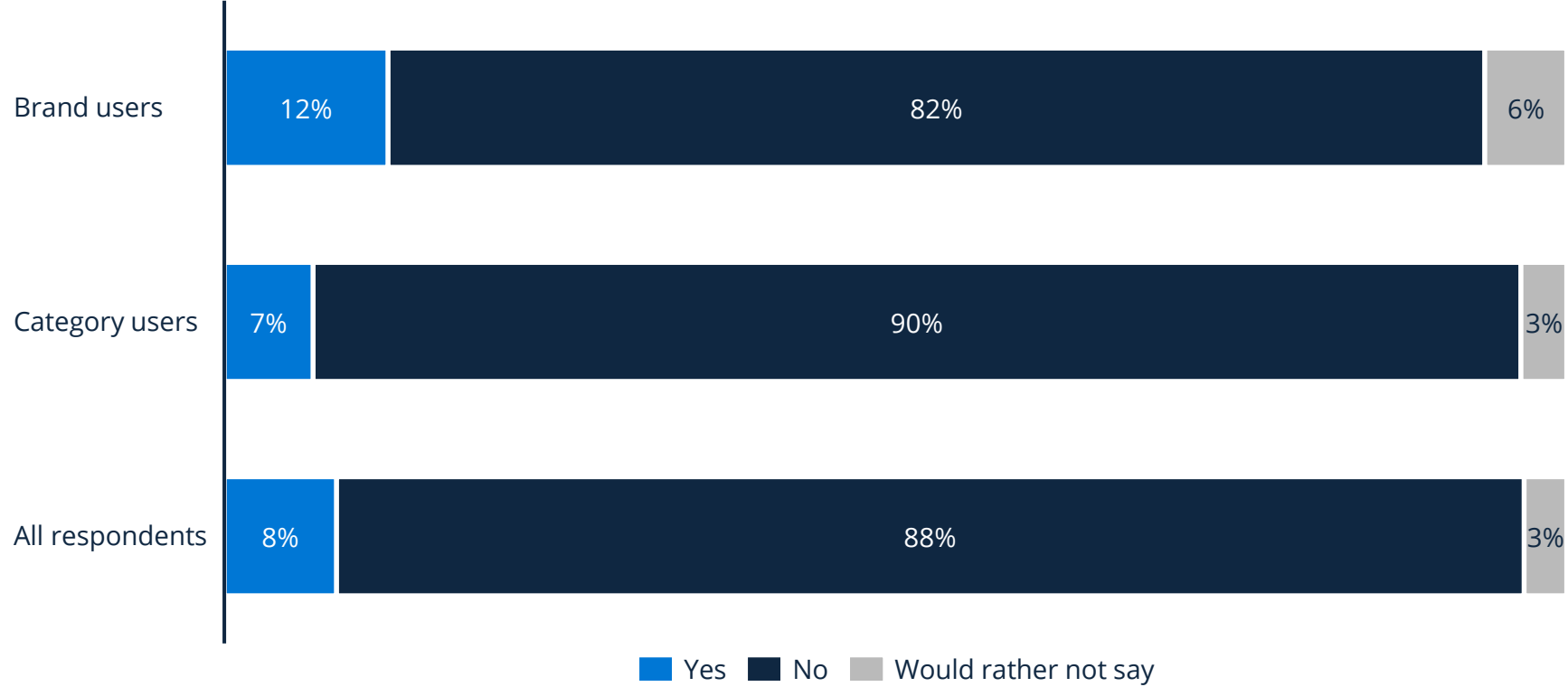


13 **Notes:** "In what type of community do you live?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=131 Financial Times readers, n=1,026 readers of daily newspapers, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

# 12% of Financial Times readers consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in the UK



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of the following printed daily newspapers have you read in the past 2 weeks?"; Multi Pick; Base: n=131 Financial Times readers, n=1,026 readers of daily newspapers, n=24,191 all respondents  
**Sources:** [Consumer Insights Global](#) as of August 2024

## CHAPTER 03

# Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed





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