



**The New York Times**

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# **Understanding New Target Groups**

By: Dong Zhen

# Your Company's Mission

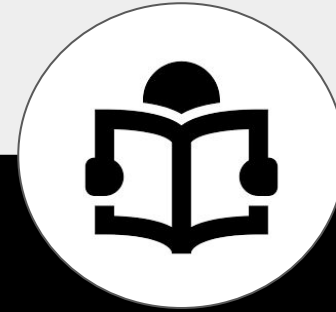
**We seek the truth and help  
people understand the world.**

This mission is rooted in our belief  
that great journalism has the power  
to make each **reader's life richer  
and more fulfilling**, and all of  
**society stronger and more just.**

# Business Problem

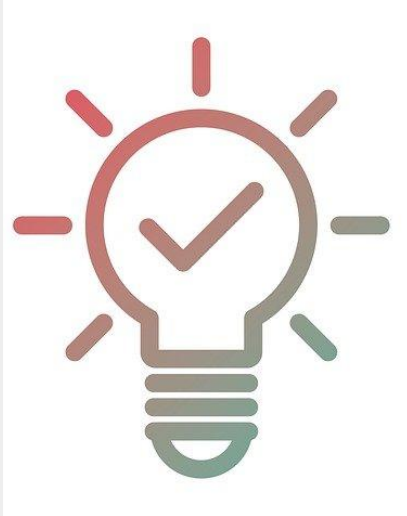


From 2013 to 2021, New York Times' daily average of 1,926 print newspaper circulation in New York drop to an average of 374.



How can they **increase the number of New York readers** for their New York Column?

# Pitch Assumptions



## Target

New York Column targets New Yorkers

## Population

Understand New York's diverse population

## Income

Target income earners

## Readership

Increase readership by the end of Q4 2021

# Impact Hypothesis

By understanding the demographics and social characteristics of **New Yorkers 25 and older**, New York Times can **implement personalized outreach campaigns** to target groups who are likely to subscribe in order to **increase readership in the New York column**.

# Preliminary Dataset



## **Dataset Name:**

U.S. Census - 5 - Year American  
Community Survey (2009-2019)

## **Demographics:**

Age, Income, Education, Ethnicity, Gender,  
Occupation

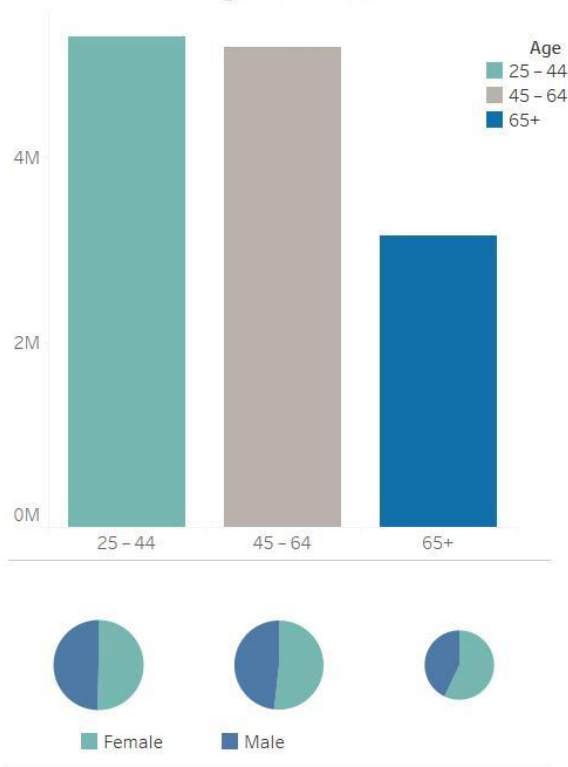
## **Data Estimates:**

Based off a 5 year collection of data from  
ACS's ongoing survey

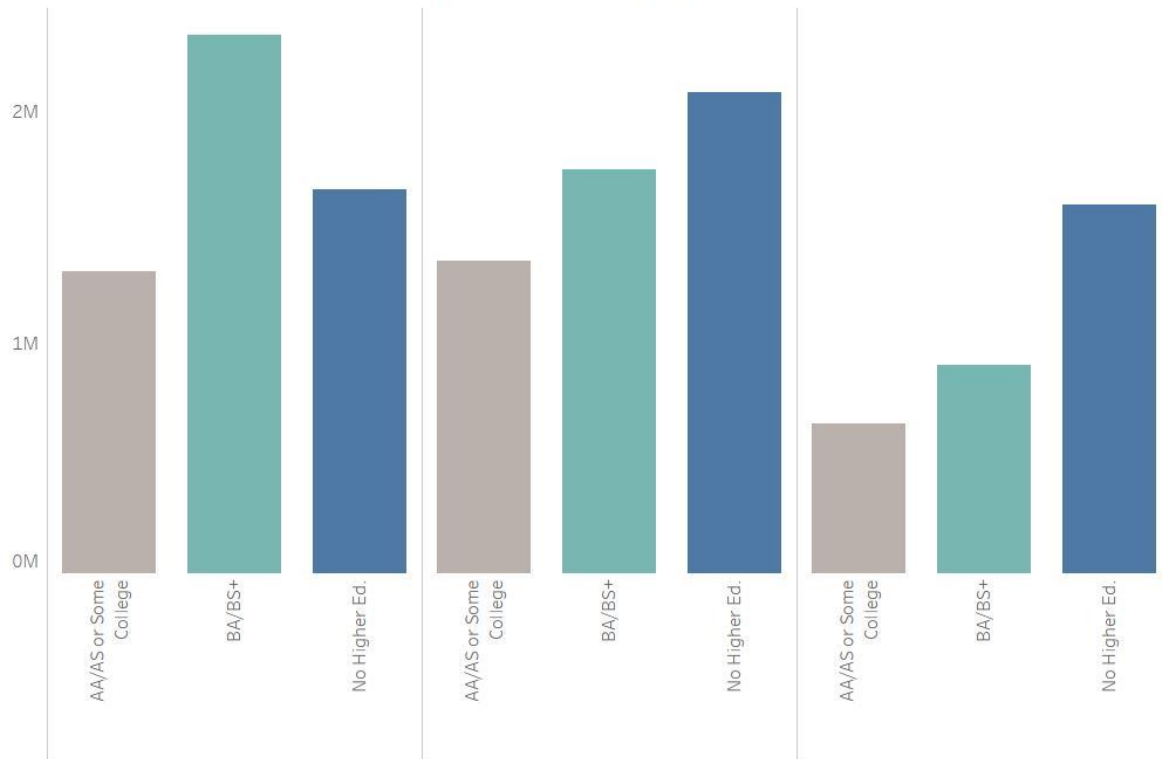
# UNDERSTAND YOUR AUDIENCE

New York is home to **20.9 million** residents. In order to serve them, you must first understand this group diverse individuals.

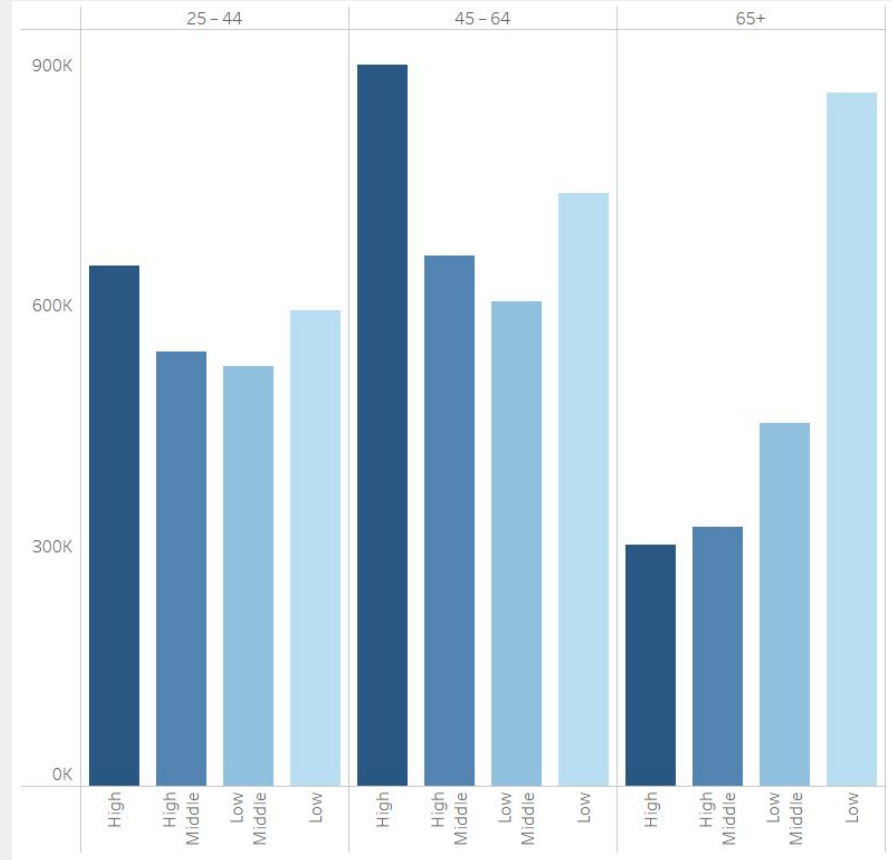
## Age Breakdown



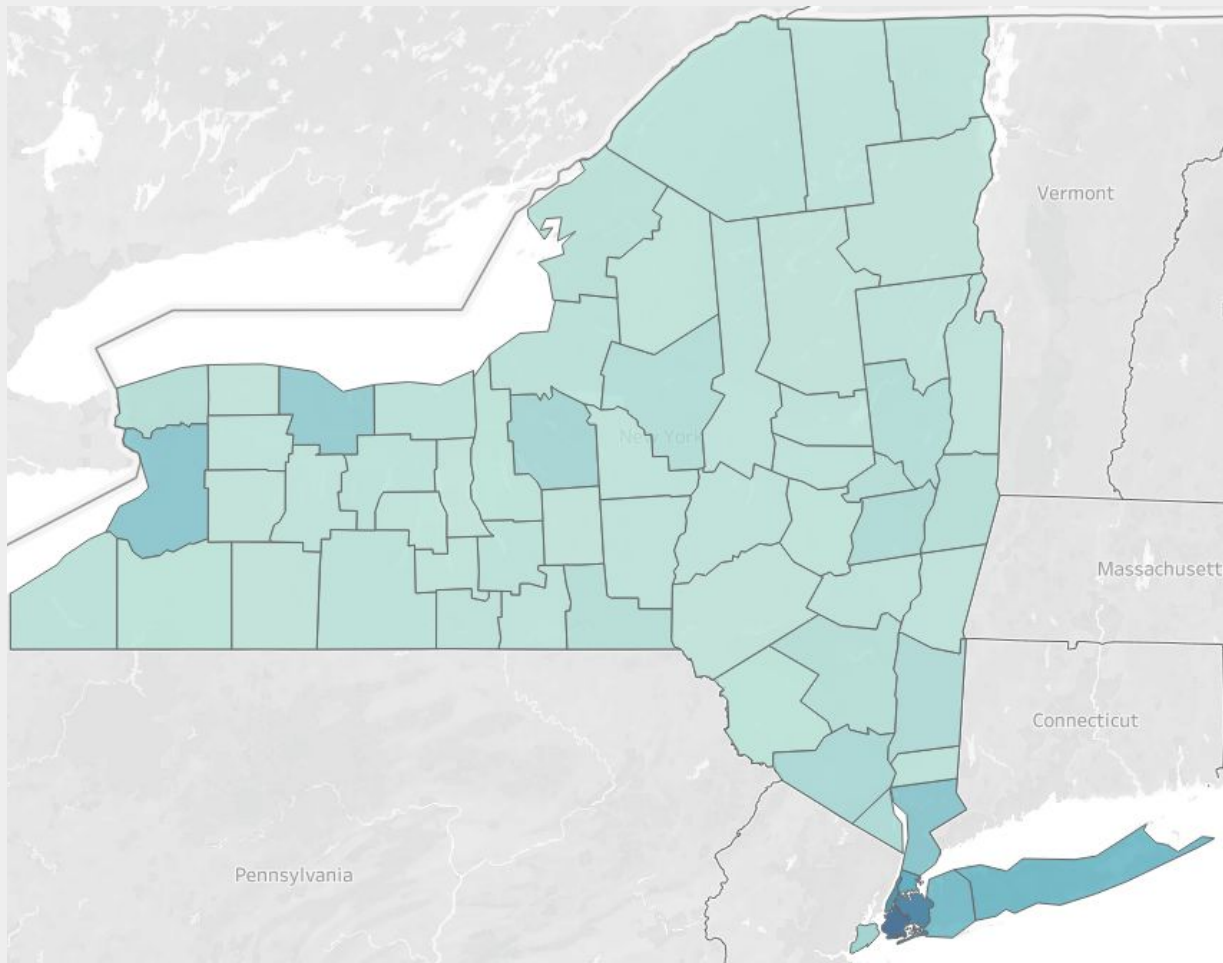
## Education Levels By Age



# Income By Age Group







\*Density of people between ages 25-44

## Solution Path

Build a **logistic regression model trained on New York Times' subscriber data** and then **test on Census demographic information** to identify which New Yorkers are likely to be subscribers and who is not.

The model **should be deployed in Q2 of 2021** to see if it helped add more New York subscribers than Q1.

# Potential Data Ethical Issues

## Design Bias

If the model identifies potential subscribers based on high income and education

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## Consent

Subscribers are not aware that their data is being harvested to identify potential readers.

# Conclusion

Once the model is deployed, New York Times can **decide on how and where to reach out to likely subscribers**. Depending on budget, they **could advertise through social media or radio stations** with messaging that entices their target groups.

**Thank You**

# Appendix

- Appendix A: New York workforce analysis
- Appendix B: New York ethnicity analysis
- Appendix C: New York Times subscriber sources

# Appendix A

[Total NY Population](#) 20,201,249

## New York Workforce

New York's labor force is made up of 50% of its population with the majority in civilian labor and less than one percent in the armed forces.

Labor Force Total	Civilian Labor Force	Civilian Employed	Armed Forces
10,069,096	10,045,829	9,498,320	23,267
49.84%	49.73%	47.02%	0.12%

## Workforce By Age

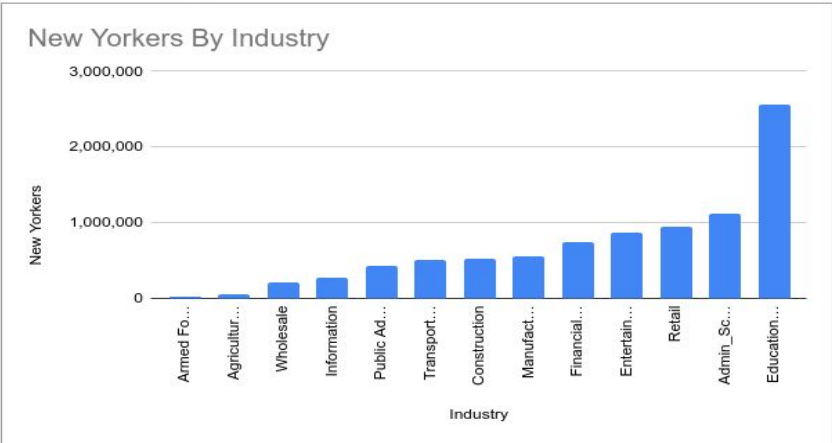
New Yorkers 25 and older make up more than 97% of income earners.

Under 25 Income Earners	25 - 44 Income Earne	45 - 64 Income Ear	65 and over Income
193,347	2,306,974	2,903,315	1,939,598
			97.37%

## Workforce By Industry

The education health, social services, administrative, science, retail, and financial services roles make up more than 52% of the workforce.

Industry	New Yorkers
Education_Health_Social Services	2,566,571
Admin_Science_Professional Roles	1,121,060
Retail	943,785
Entertainment_Arts_Food Services	876,650
Financial Services	751,577
Manufacturing	557,120
Construction	527,063
Transportation_Warehousing_Uilities	511,896
Public Admin	430,994
Information	269,669
Wholesale	217,465
Agriculture_forestry_fishing_hunting_mining	52,291
Armed Forces	22,694

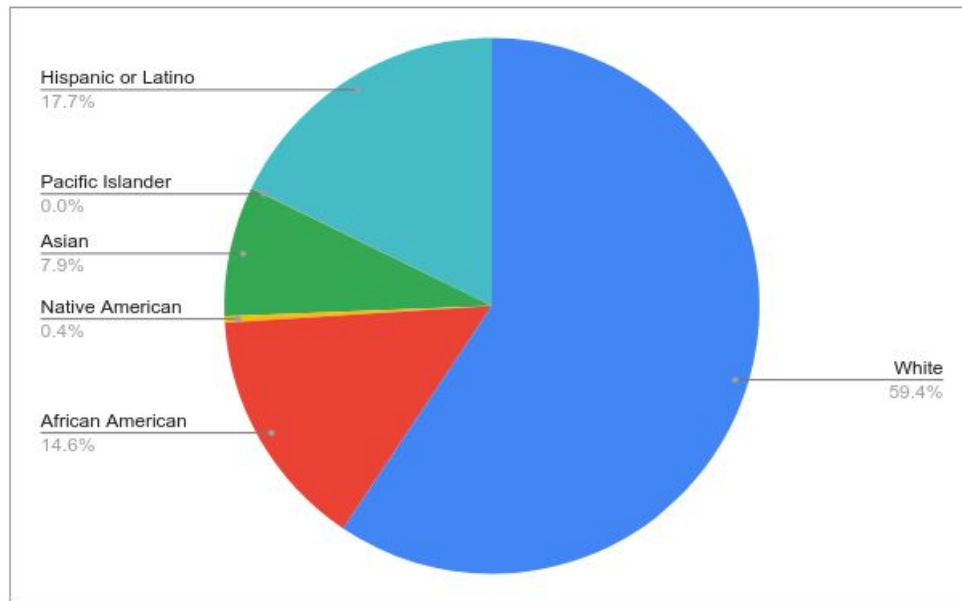


# Appendix B

## New York Ethnicities

Non white races represent 40.6% of New York's population, making it more diverse than the USA's average of 23.7%.

Ethnicity	
White	12,459,612
African American	3,065,437
Native American	79,512
Asian	1,647,598
Pacific Islander	8,821
Hispanic or Latino	3,720,966





# Appendix C

<https://www.statista.com/statistics/315041/new-york-times-company-digital-subscribers/>

<https://www.statista.com/statistics/273503/average-paid-weekday-circulation-of-the-new-york-times/>

<https://letter.ly/new-york-times-readership-statistics/>

<https://www.nytimes.com/2019/02/06/business/media/new-york-times-earnings-digital-subscriptions.html/>

<https://www.nytimes.com/2021/02/04/business/media/new-york-times-earnings.html>