





She reads: devotionals (the bible), CNN, design blogs. Sometimes sees the more pressing social issues on Facebook, like police brutality. She doesn't subscribe to any magazine.

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**“Sometimes print to have something to hold and flip through, even though the Internet is more immediate, there is something about being able to flip through a book or magazine”.**

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Favorite magazine: Urban Farmer

Her parents: “My dad used to be a journalist, we used to live in Virginia, he read The Washington Post and the New York Times daily, now he is a media producer, he has a website in Korea and produces videos and writes articles. I'm sure he reads everything. My mom loves fashion, art, nutrition.”

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**“I don't use twitter, I get overwhelmed easily”.**

**YOU-YOUNG , 29,  
GRAPHIC DESIGNER  
& FLOWER VENDOR  
SOUTH KOREA**





"I see SPORTS.  
Online, usually,  
anything that pops up on my  
Facebook feed".

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**"NOT really interested in news".**

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Nothing in print.

His parents follow The Daily News.

**ADAM, 16,  
STUDENT  
BROOKLYN**







IAN, 31,  
FASHION DESIGNER  
SUE ST. MARIE  
MICHIGAN

**“Media is a little SKEWED based on who is lobbying and running the companies”.**

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Consumes: CNN online, Buzzfeed, random posts from Facebook, not a big Twitter person.

FASHION coverage: “I like V magazine. Vogue is a little too MAINSTREAM and run by their advertisers. EUROPEAN magazines tend to be good and I do love the BBC, they are very entertaining.”

His MOM reads the local paper:  
“Its four pages long.  
The Sue Evening Times, no news in it, just police and fire.”

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**“As CITIZENS we should stay on top of what happens in our country, even though we’re not getting the whole story”.**





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**“I would like to see less  
advertising and more  
STORIES”.**

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DAILY readings: Metro, AM New York.

Favorite DIGITAL newspaper: The New York  
Times, but not in in print.

His parents read different types of  
newspaper, they don't  
read digital.

**ERIC, 30,  
ARCHITECT  
NEW YORK**



**“People just read headlines these days. The biggest challenge for the industry is to get people to look past the headlines”.**

DAILY: New York Times (in PRINT on weekends).

Twitter 3 or 4 times a DAY, for industry news.

On Weekends: fashion magazines like Lucky.

Her parents read: The New York Times and the local Austin paper.

**LILIAN, 27,  
MEDIA INDUSTRY  
AUSTIN, TEXAS**

**“I hope my children will still read, but probably they will just watch videos with small text”.**







**DAVID, 60,  
RETIRED  
CHICAGO**

DAILY: The New York Times in print.

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**“It is accurate and has  
more international  
coverage.”**

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ALSO reads: Drudge Report and Philosophy.

His parents read: The New York Times and Chicago  
Sun Times.



DAILY: he buys The New York Times in print everyday at his neighborhood NEWSTAND. - "It's the best newspaper in the world. I like everything about it, especially the art section. I've been reading it for 40 years."

ALSO reads: The New Yorker. - "They are involved and in-depth."

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**"I haven't jumped online, I just don't enjoy it.  
I miss the tactile element."**

- he has never visited nyt.com -

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No Facebook, Twitter, Television  
*"I have email."*

NYTmag: "They just revamped it, its really nice. They made it better. The articles seem better... They revamped it, so I'm not quite sure what that meant, but the articles seem better."

Favorite writers: Anthony Tommassini, Roberta Smith.

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**"My father read The New York Times when he was alive. He came to NYT late in life, he loved it. He thought I was pretentious to be reading the New York Times, until he started reading it".**

**SCOTT, 30+,  
BAKERY VENDOR  
CONNECTICUT**





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**Usually, when you go past a newsstand,  
you can easily understand what is  
happening.”**

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Readings: “Twitter, I read Twitter, the best way to find news. If you update Twitter they have the current events, the most POPULAR ones.”

LOVES Time and Forbes.

Her parents, in The USSR,  
were watching TV most of the time,  
and many newspapers.

**TAMARA, 25,  
BUSINESS  
DEVELOPER  
RUSSIA**

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**“I don’t know how I know the news actually.  
On Twitter, if my friends retweet something, I’ll  
go and check it out.  
Usually I listen to BBC or CNN online.”**

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**“My little 12 year old got me looking at YOUTUBE, they have music and movies sometimes”.**

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**MICHELLE, 53,  
SCHOOL LUNCH  
HELPER  
NEW YORK**

What she reads: AM News, Metro, Daily News.

Doesn't subscribe to anything.