

THE  TIMES  
THE SUNDAY TIMES

# Trends & *Traits*

An investigation into  
the new Times audience.



# Times digital and print reach



**13.2M+**

**TIMES**  
*Digital*



**4.1M+**

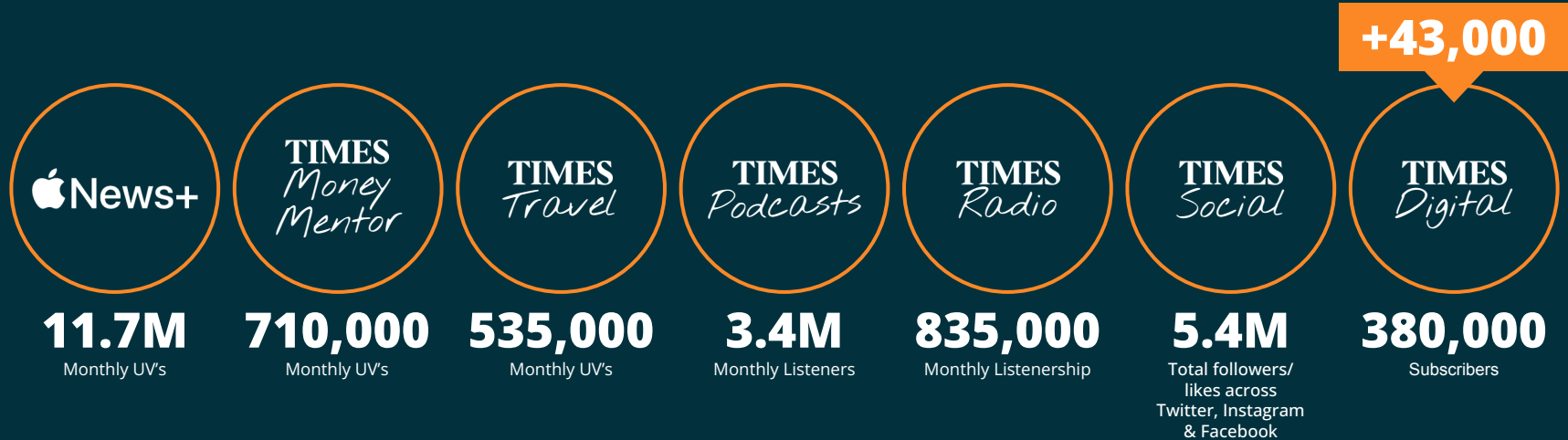
**TIMES**  
*Print*



**15.2M+**

*Total Universe*

# Times multi channel evolution





*Identifying  
the new Times  
Audience*

**60%**  
*25-44*

**67%**  
*abcl*

**80%**  
*young families*

The Point in Time research, released in early 2020, identified a new profile of audience engaging with The Times Brand across our evolved platforms.

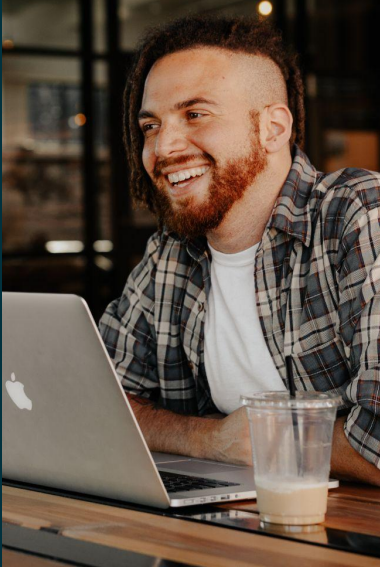




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# Methodology



## *Audience profile*

**ABC1**  
**25-44**  
**years old**

New to The Times Brand in the last 2 years. The audience are readers/listeners of Times Print, Times Digital or Times Radio and listen to/read at least one of our new platforms; Times Podcast, Times Money Mentor, Times on Apple News+ and Times Radio (if Times Radio not selected above).

## *Stage 1* *Explore*

3 day online community with 22 respondents + 5 in-depth video interviews,

Deep dive into their personality and values to understand;

- Motivations
- Consumer Brand Relationship
- Context and The Times Brand

## *Stage 2* *Evaluate*

15 Minute Online Survey n=529

Quantify findings from the community work;

- Values and Personality
- Brand Perception
- Resonance of Times Journalism



# Values & Personality



Altruistic,  
open to  
change  
and self  
determining

74%

*Looking out  
for others*

"I always believe we have achieved nothing if we haven't been there to help and support others"

*Times Print Reader*

72%

*Openness to  
change*

"For me, looking out for others is my most driving value, largely due to my work as well as my passion for the environment and ending poverty"

*Times Podcast Listener*

71%

*Self  
enhancement*

"I've gone through a lot of change recently, moving to a foreign country, going through a breakup and losing my job. And as much as I was afraid of everything, I embraced the change and believed it happened for a reason"

*Times Radio Listener*

68%

*Order*

"I recognise self enhancement as being one of my most driving values. Success and ambition within my family and work life has been a big priority over the years"

*Times Radio Listener*

"Life just now is all about making sure the kids are happy, healthy and safe – helping them to become good little humans. That's the yellow – kids thrive on routine and consistency"

*Times Radio Listener*



# McCrae & Costa *Trait Theory*

The Five Factor  
Theory of Personality

Practical, conventional,  
prefers routine

*Openness to experience*

Curious, wide range of  
interests, Independent

Impulsive, careless,  
disorganised

*Conscientiousness*

Hardworking, dependable,  
organised

Quiet, reserved,  
withdrawn

*Extroversion*

Outgoing, warm,  
seeks adventure

Critical, uncooperative,  
suspicious

*Agreeableness*

Helpful, trusting,  
empathetic

Calm, even-tempered,  
secure

*Neuroticism*

Anxious, unhappy, prone to  
negative emotions

# High conscientiousness



*Good impulse control*

Allows goals to be achieved and tasks completed.

# High agreeableness



*Sensitive to the needs of others*

Leading to helpful & cooperative behaviours. People regard them as trustworthy and altruistic.

*Achievement*

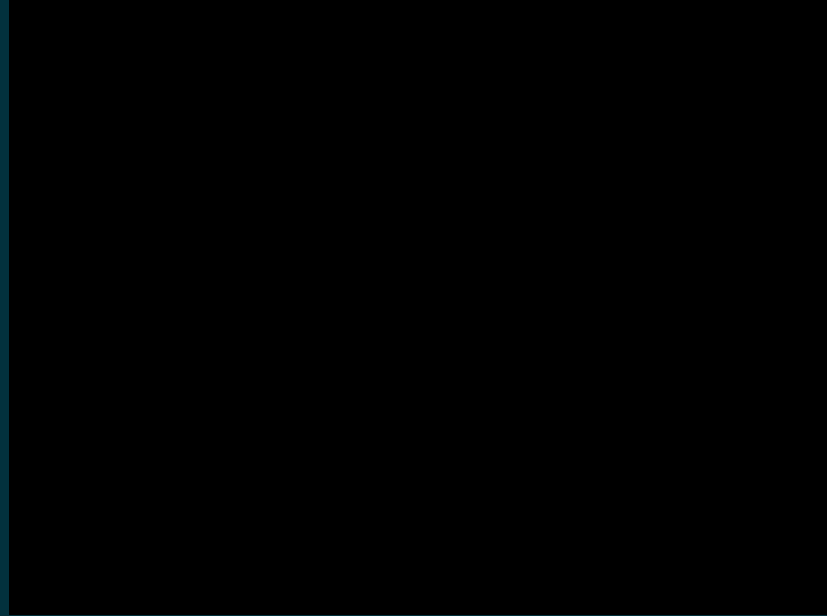
(Success & ambition)

*Self direction*

(Creativity & freedom)

*Security*

(Social order)



Motivated to achieve both  
personal and career goals

# Top three priorities



75%

*Quality time  
with friends & family*

"I really just want 2022 to bring my friends, family and work colleagues love, good health and prosperity after the years we've had"

*Times Radio Listener*



73%

*Career progression*

"I hope I become more financially secure this year, I started a new job in 2021 and my husband is looking to get promoted again too."

*Times Print Reader*



73%

*Looking after  
or improving mental  
health*



I DON'T KNOW  
WHERE I'M GOING  
— FROM HERE, —  
BUT I PROMISE IT  
WON'T BE BORING

64%

*High extraversion*

Gain energy and become excited from being around others. Feel comfortable voicing their opinions and more likely to be curious and to participate in adventure.

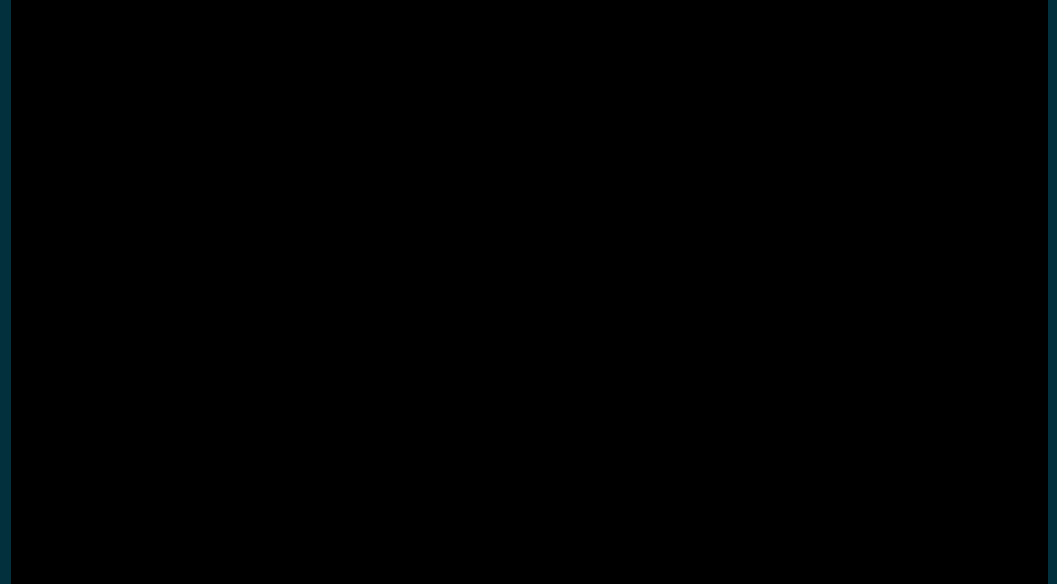
60%

*High openness  
to experience*

Prefer variety and value independence. Curious about their surroundings and enjoy learning new things.

75%

Take risks  
In their daily  
lives



Willing to  
take risks

# High neuroticism

*Often feel anxious,  
insecure and vulnerable*

Have a tendency to experience  
emotional instability

45%



# Low neuroticism

*Often feel calm and secure  
with high self esteem*

Maintaining levels of resilience

51%





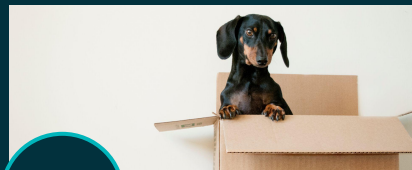
**31%** Buy a new car



**24%** Get promoted



**20%** Buy a house



**18%** Move house



**16%** Move job



**16%** Start a business



**13%** Have a baby



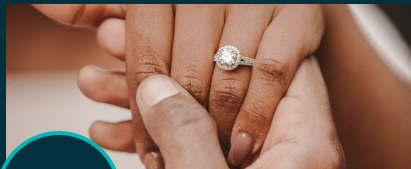
**13%** Start a relationship



**10%** Get married



**10%** Get pregnant



**8%** Get engaged



**5%** End a relationship



A close-up photograph of two hands, one light-skinned and one dark-skinned, clasped together in a firm grip. The hands are positioned in the center-right of the frame, with the fingers interlaced. The background is a neutral, light-colored wall.

# Consumer *brand* relationship

# Quality & price are key to loyalty

50%

Quality of products / services

45%

A good price for products / services

36%

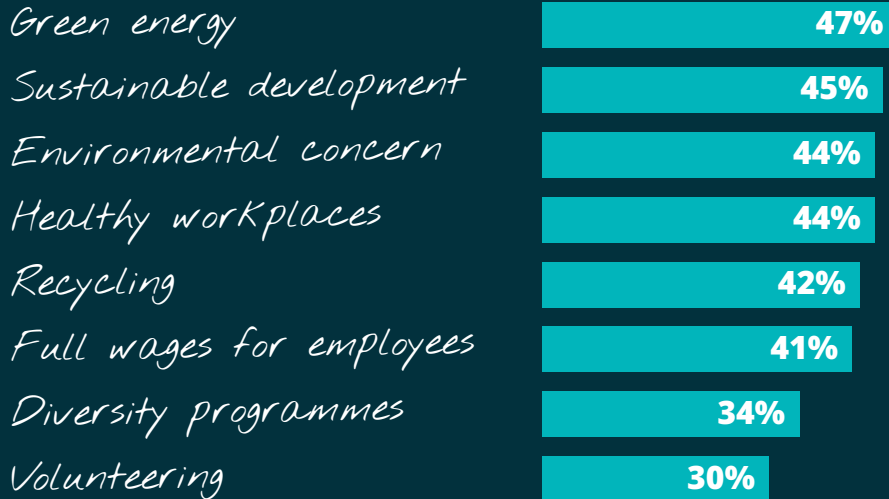
Have sustainable products / services

36%

Have ethical products / services



# Brand ESG *influences* purchasing *decisions*



**75%**

*Brand ESG has  
an influence on  
purchasing  
decisions*

# Experimentation with *new brands*

Top 5 factors that drive trial

Quality, Service,  
Product & brand,  
Sustainability, Durability





# Defining *high quality*

Top 3 factors that indicate a brand or service is of high quality

**46%**

*Advertising*

Both the quality of design and advertising appearing in trustworthy outlets

**35%**

*Sustainability*

Relating to both materials and values

**19%**

*Enduringness*

Long lasting products

# Context & *The Times Brand*

A man with dark hair and a beard, wearing a dark hoodie, is sitting on a stone ledge. He is looking down at a laptop computer he is holding on his lap. The background shows a city skyline at sunset or sunrise, with a warm orange and yellow glow in the sky. The overall mood is contemplative and focused.

# Quality is *constant*

The quality of Times journalism is consistent irrespective of platform.

## TIMES *Print*

"I engage because of its credibility and my trust in the brand. It makes me feel informed and educated on a broad range of topics."

*Times Print Reader*

## TIMES *Digital*

"I like that the Times Online is reputable, not one sided and not run by politicians so it isn't based on the Tory's plan!"

*Times Digital Reader*

## TIMES *Radio*

"I gave Times Radio a go because I trusted the Times brand and felt I would enjoy it. It's very relatable, Very 'me' and relaxed."

*Times Radio Listener*

## TIMES *Podcasts*

"The Game is my favourite Times podcast by a long way. I started listening to it when I got bored with Guardian football. The podcasts are sleek and to the point."

*Times Podcast Listener*

"I heard about it from Times Radio and from there decided to check it out. I engage with it as I like listening to the expertise and insights from the journalists. It makes me feel like I am getting all the spoilers and inside news which makes me happy."

*Times Radio & Podcast Listener*

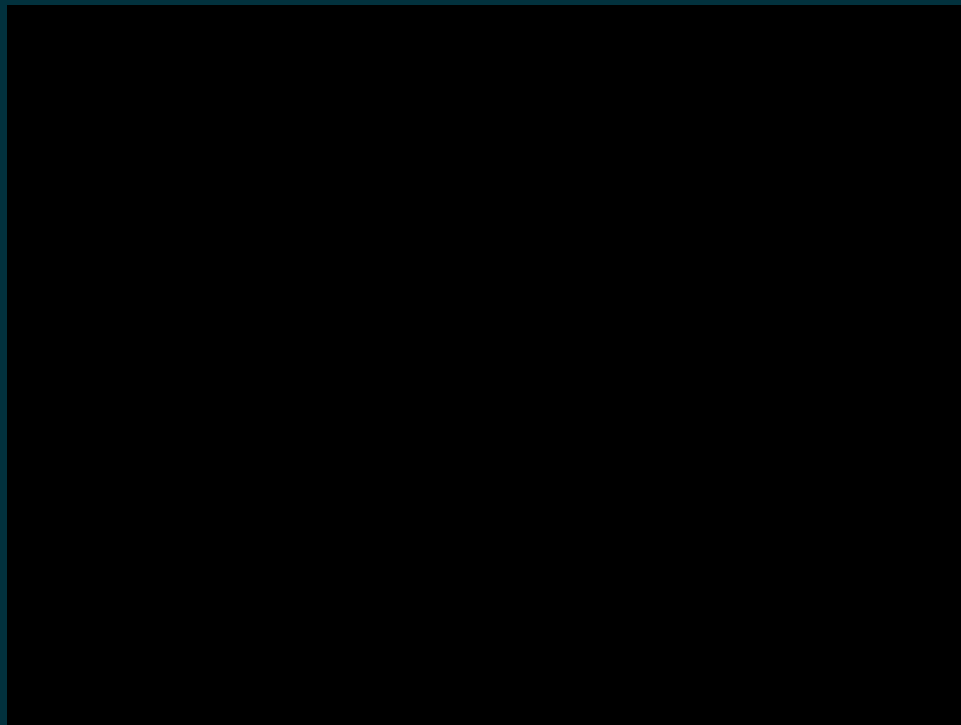
# Driving *shared emotions*



# Our new Times audiences *agree*


**73%** *Yes!*

The quality of journalism surrounding advertising positively impacts on the perception of brands.





# Summation *of* learnings

A close-up photograph of a person wearing a mustard-colored, textured knit sweater. They are sitting at a dark wooden desk, typing on a silver laptop. The person's left hand is on the trackpad, and their right hand is on the keyboard. The background is softly blurred, showing what appears to be a window with a view of a building. The overall lighting is warm and natural.

# Actionable *insight*

Utilising McCrae and Costa's Trait Theory this study identified the personality traits of our new Times audiences as predominantly:

*Conscientious*

*Agreeable*

*Extraverted*

*Open to experience*



Informing how they view the world and directly impacting the guiding values they live by; Altruism, Achievement, Self Enhancement and Social Order.

Leading them to be highly ambitious to achieve both personal and career goals.

An audience that will resonate with brands. In-particular due to their appropriate lifestage and attitude to taking risks.

# Relevance to brands

This study told us that their personality and values have a direct impact on their brand choice.



They are open to and regularly trial new brands.

Quality is a consistent defining metric of brand choice. The top 3 factors that define brand quality are advertising, ESG and enduringness.

The Times context is emotive and engaging, providing a halo effect on the advertising creative within it.

73% of new Times audiences agree that the quality of journalism surrounding advertising positively impacts on the perception of brands.

Thank you

