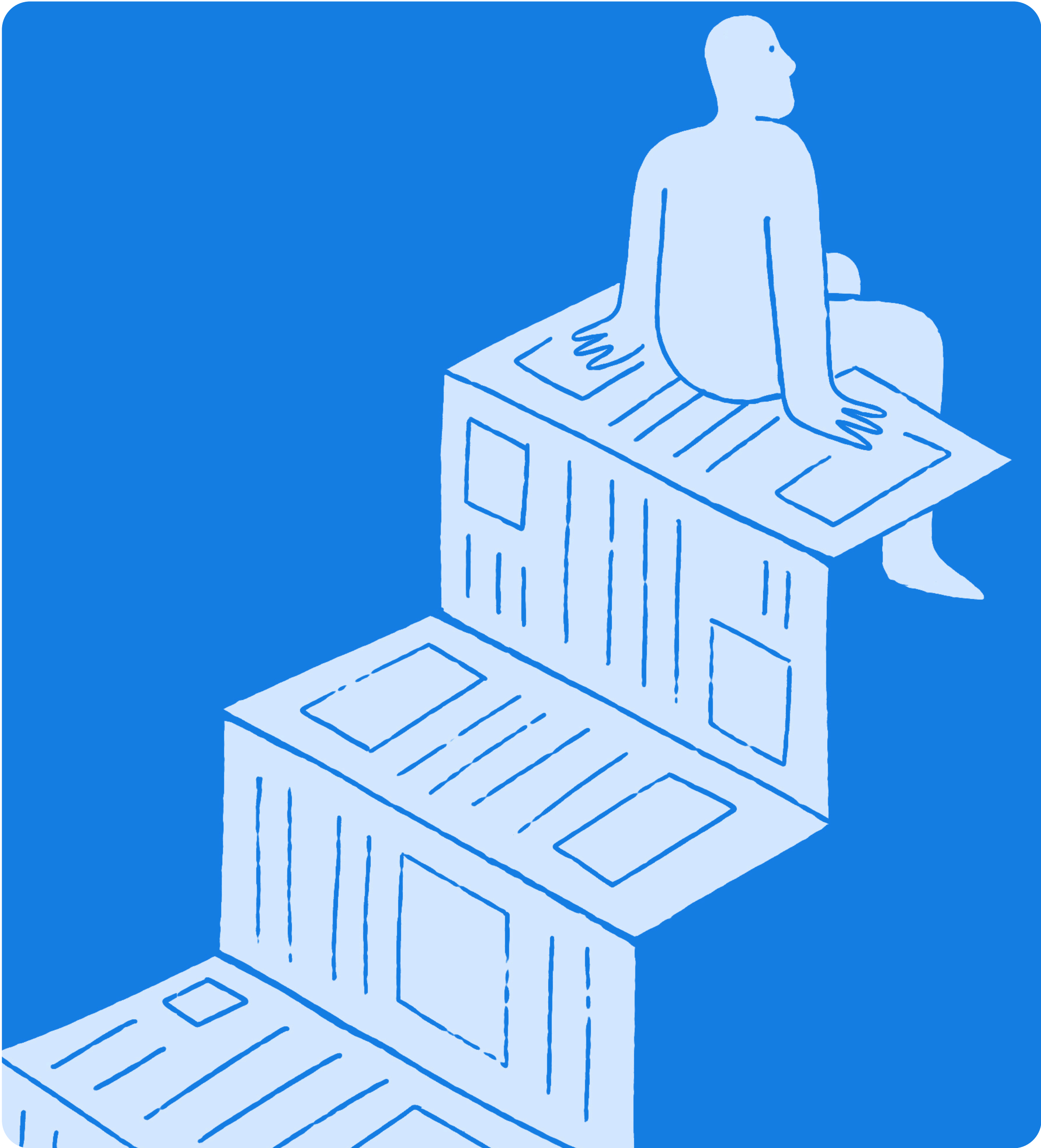


The FT

# Reader

From content preferences to demographic divergences,  
explore the results of the latest biennial Global Reader  
Survey and get to know the FT audience a little better





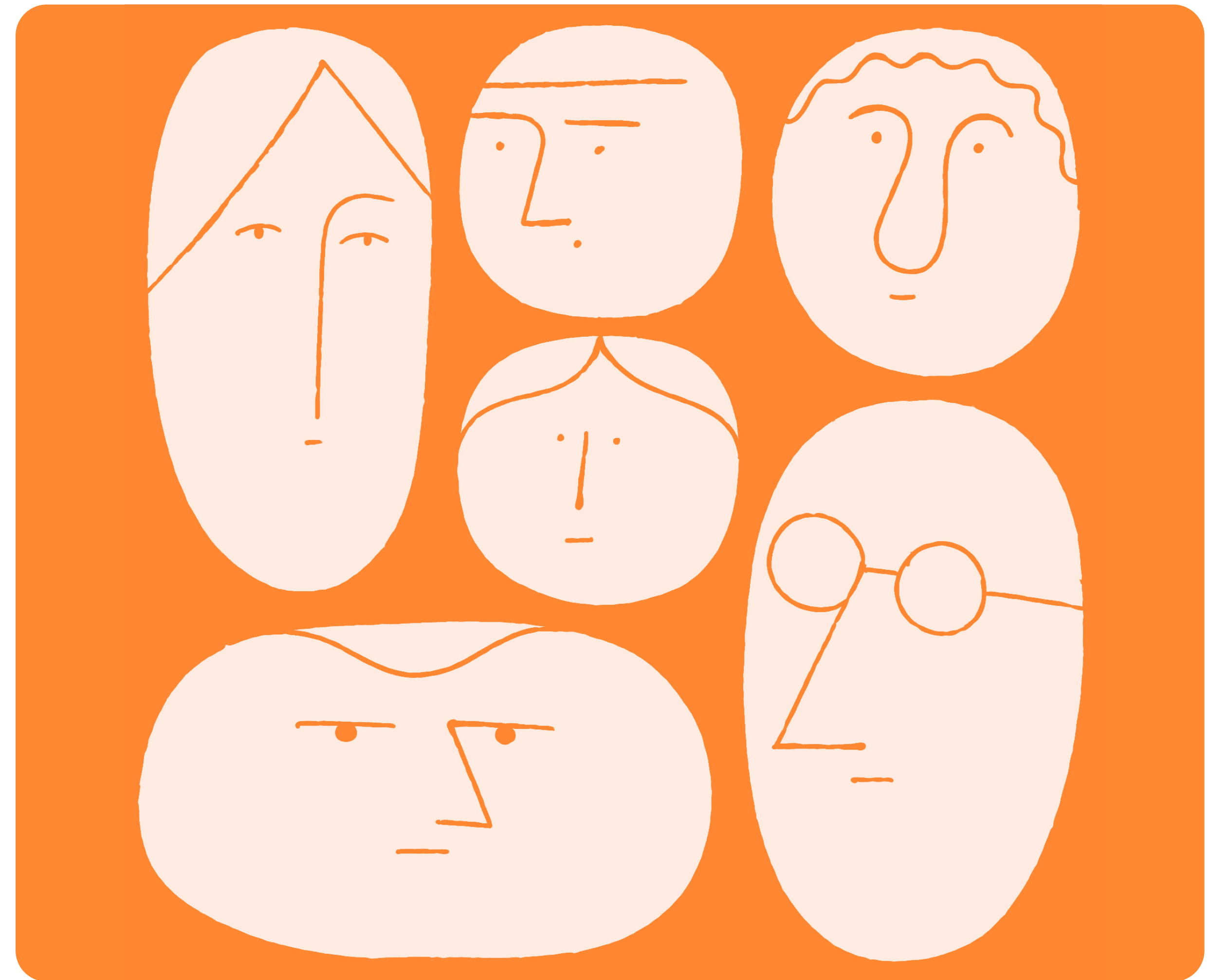
# Contents

Welcome	3
FT Reader: profile	4
FT Reader: work/life	9
FT Reader: engagement	17
FT Reader: motivation	24
FT Reader: preference	29
FT Reader: learn more	33

# Welcome

Welcome to the first-ever digital breakdown of the FT's biennial reader survey. **Nearly 12,000 readers** completed a **20-minute questionnaire**, answering queries about **who they are, what they do and why they read the Financial Times.**

- Drawn from a broad representation of FT readership across all platforms, **the results show both continuity and underlying change**
- The average reader age remains at 49 years old, as it was in the 2022 survey, but the **profile of younger readers is more global, more female and more finance-focused than older peers**
- Across the generations, however, there is broad agreement: **more than 90 per cent of readers value the FT's global perspective** and, for nearly three quarters of the brand's audience, it is their **most trusted news source**



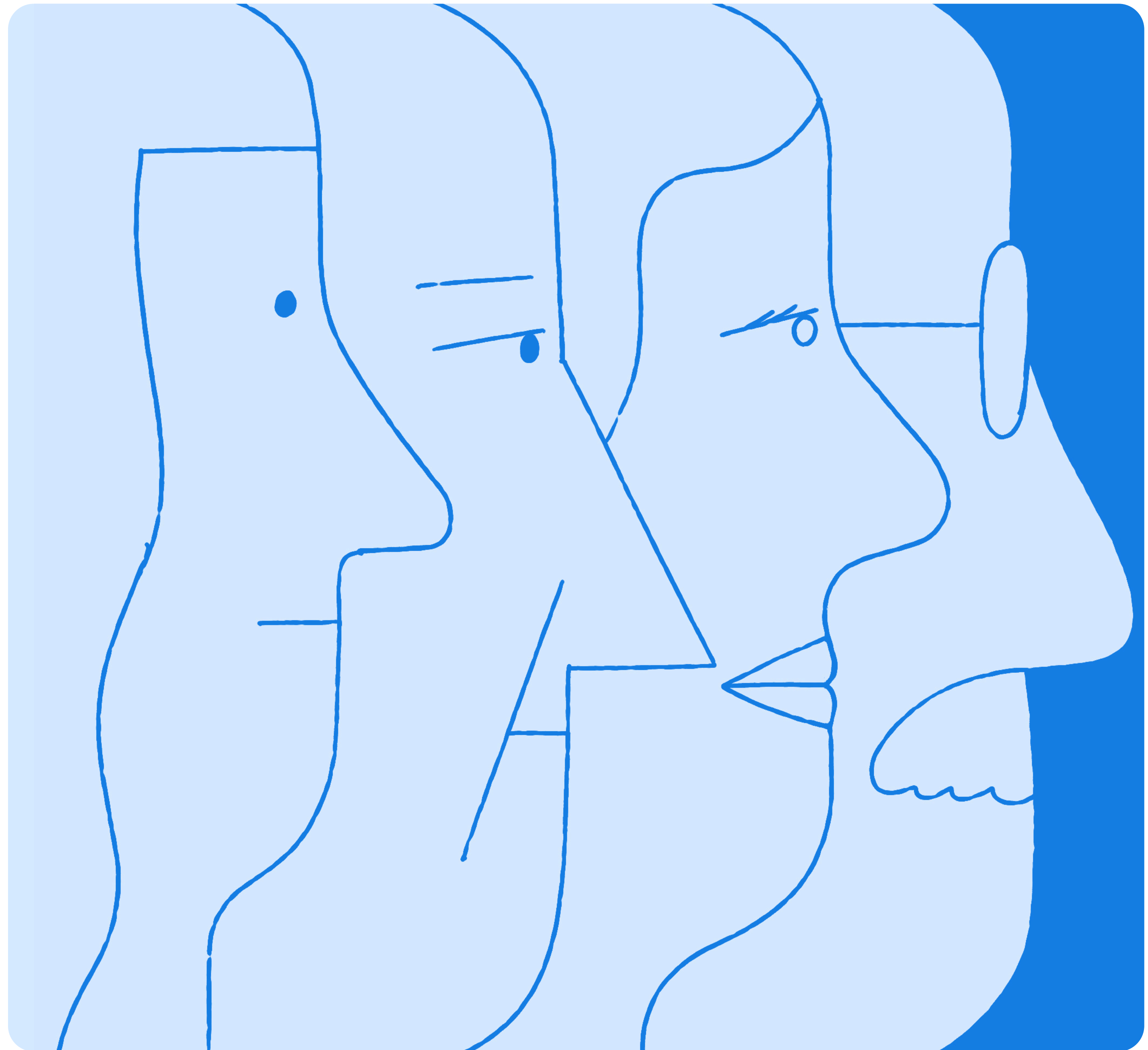
**Read on for a fascinating insight into your fellow readers: who they are, what they earn and what they read.**



# Profile

THE FT READER:

**global, wealthy and  
increasingly diverse**





# The average FT reader

# 01

The **average FT reader** is 49 years old with an average household income of £239k, up from £221k in 2022. Women make up 21 per cent of the FT's readership (32 per cent of those under 25 years old) and the audience is spread widely across the planet.

## 21%

of the FT's readership are women

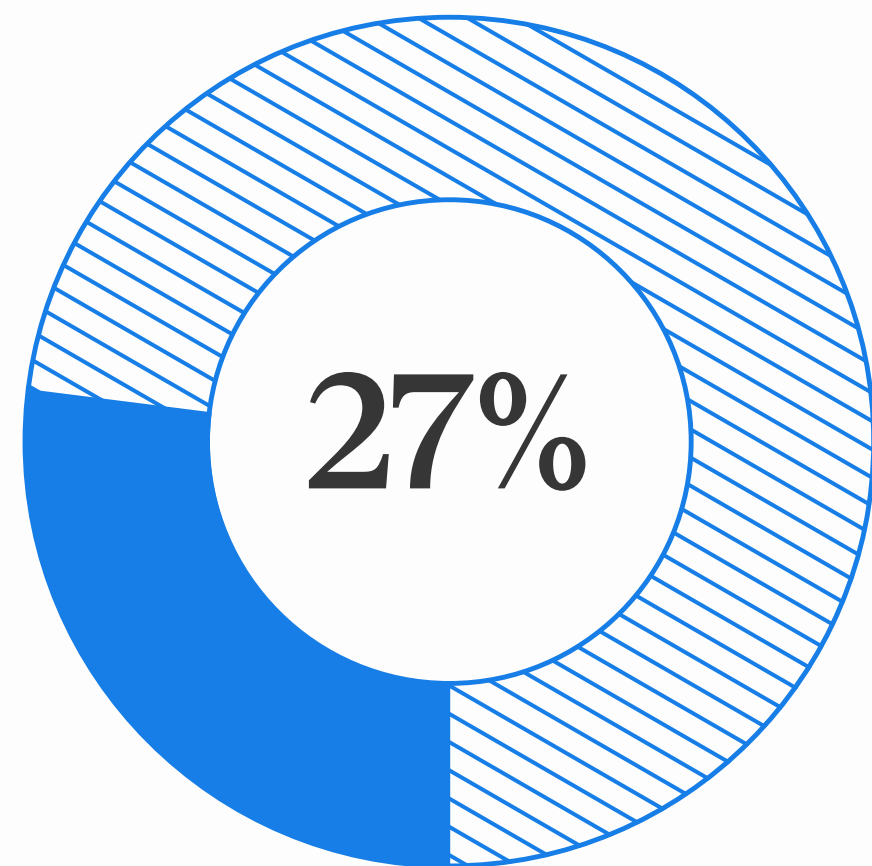
## 49%

is the average age of a FT reader

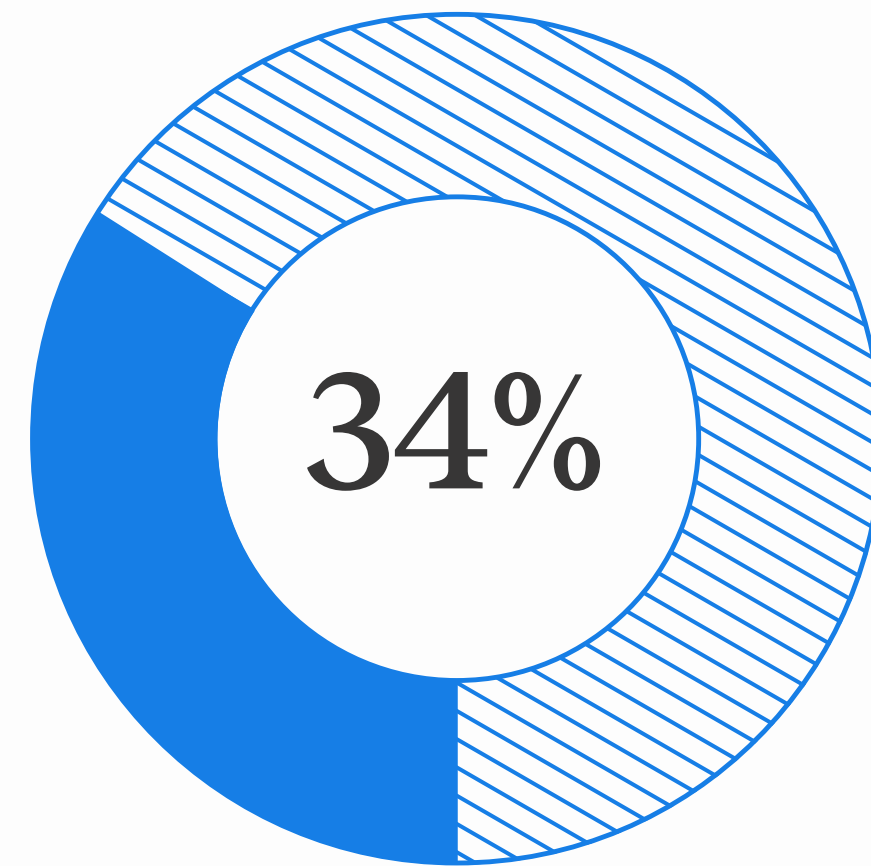
## £239k

is the average household income

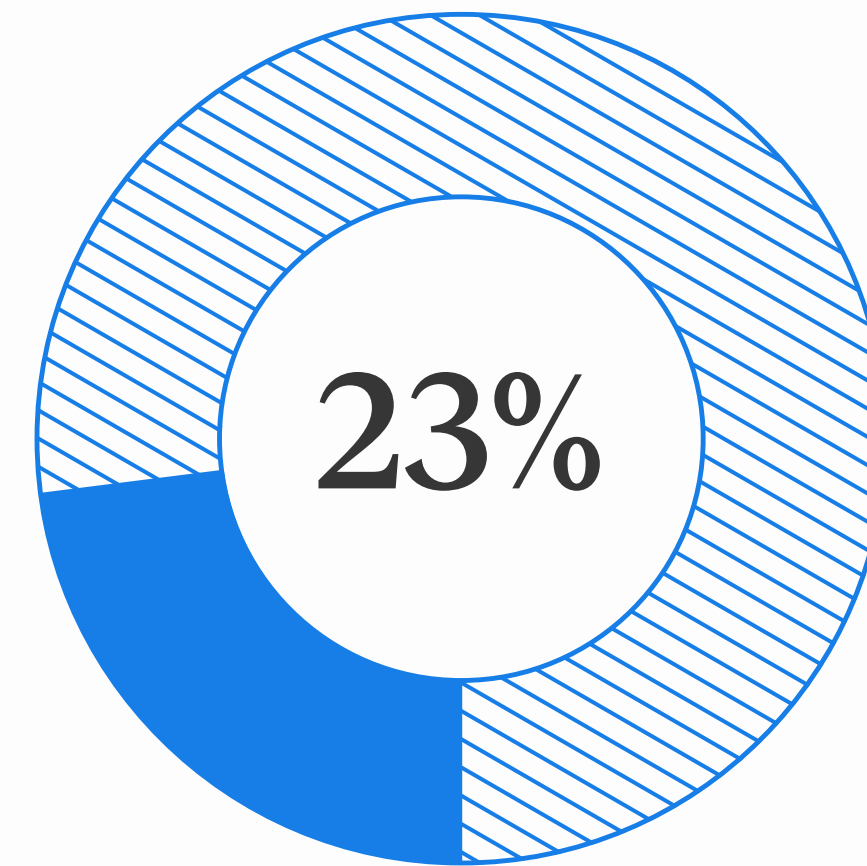
# FT readers by region



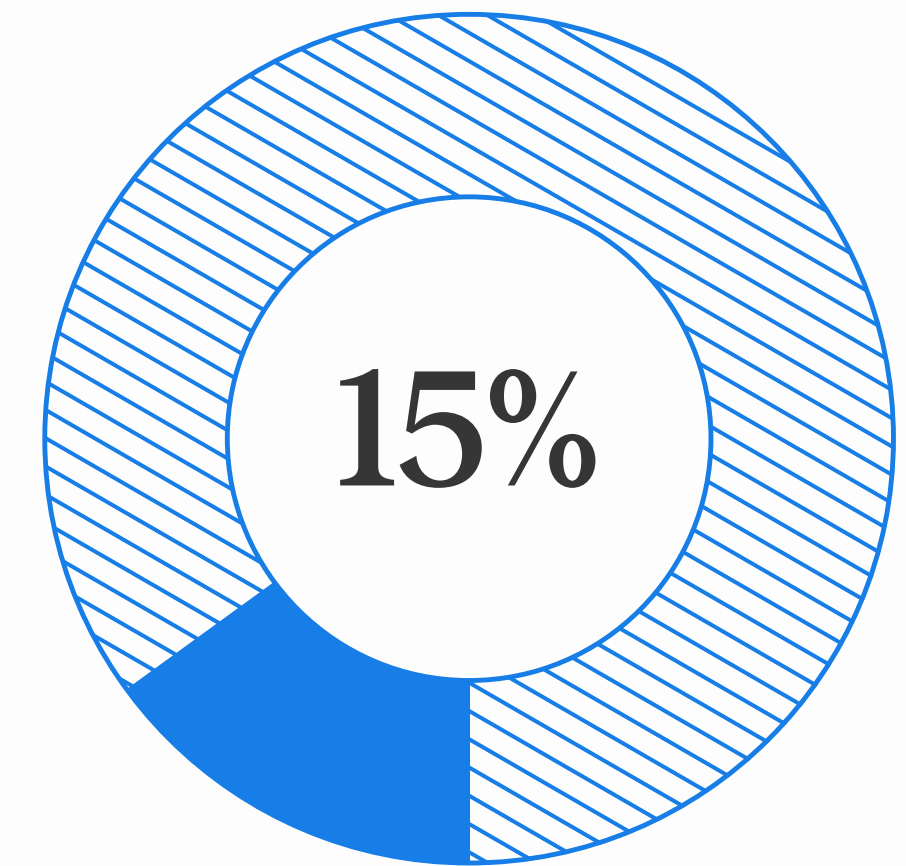
UK



Americas



CEMEA

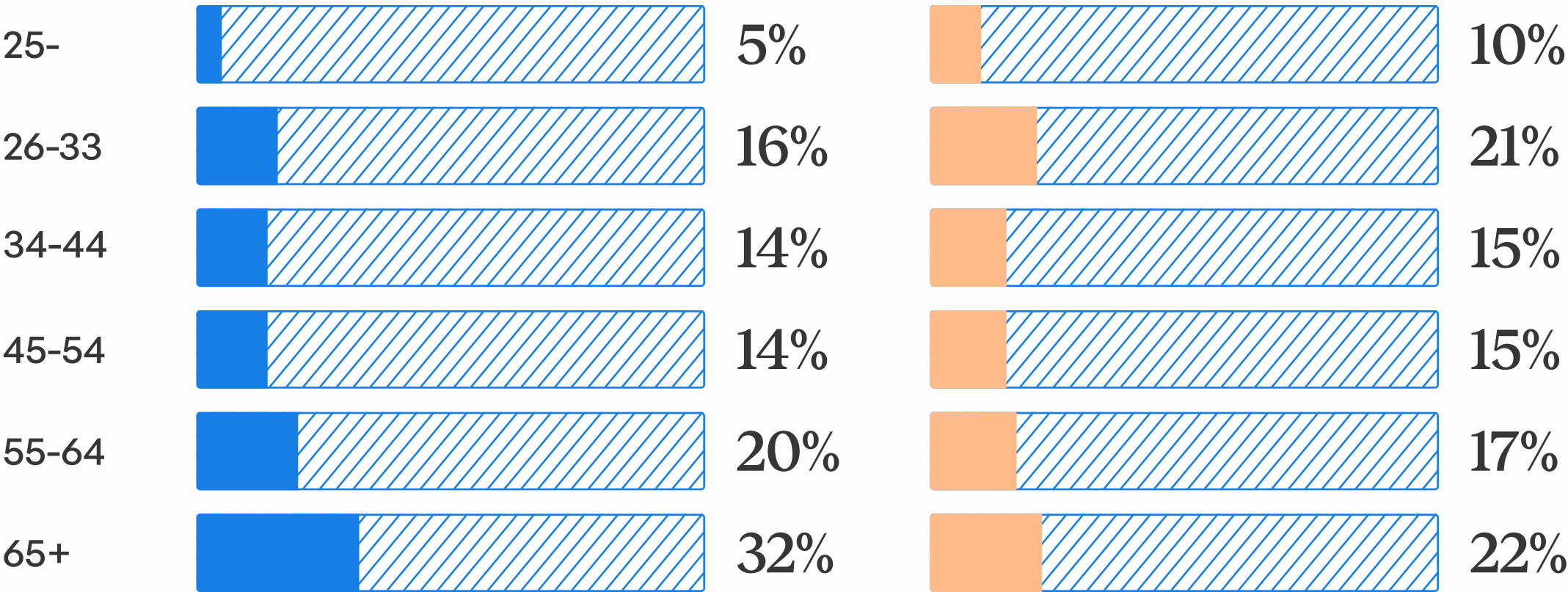


APAC

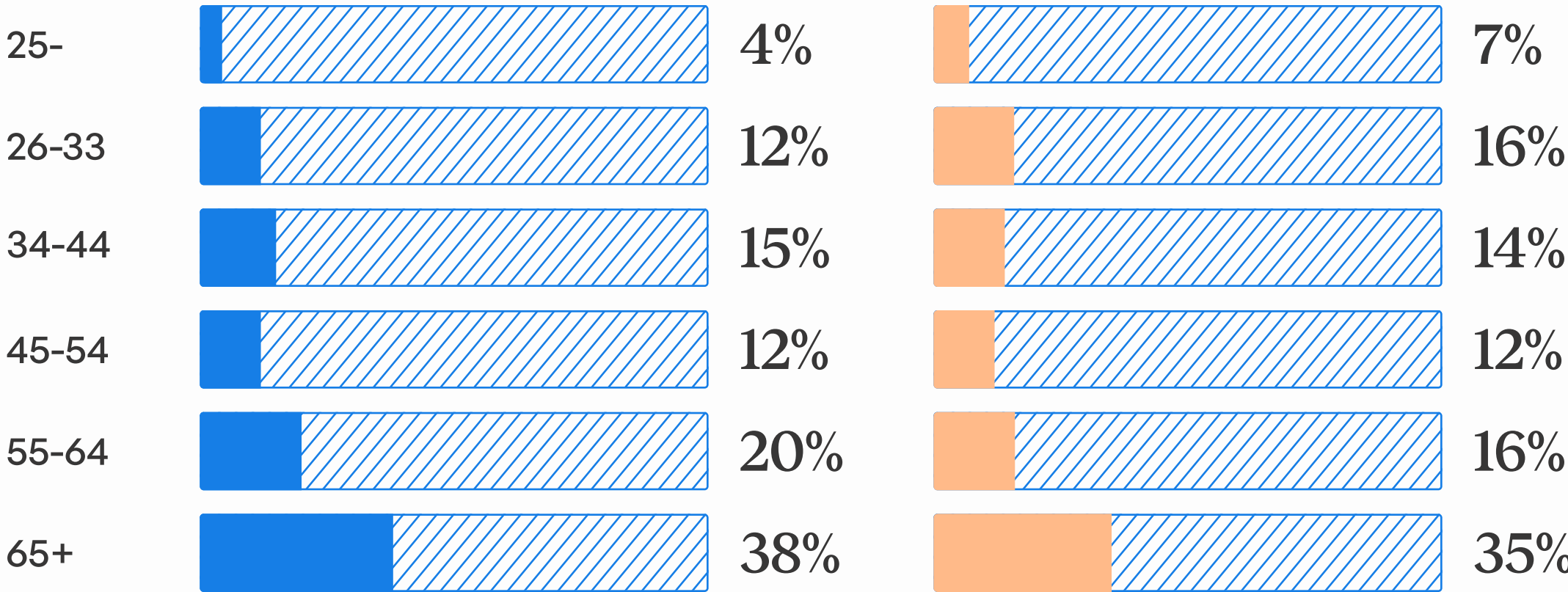
# FT readers by age

Male Female

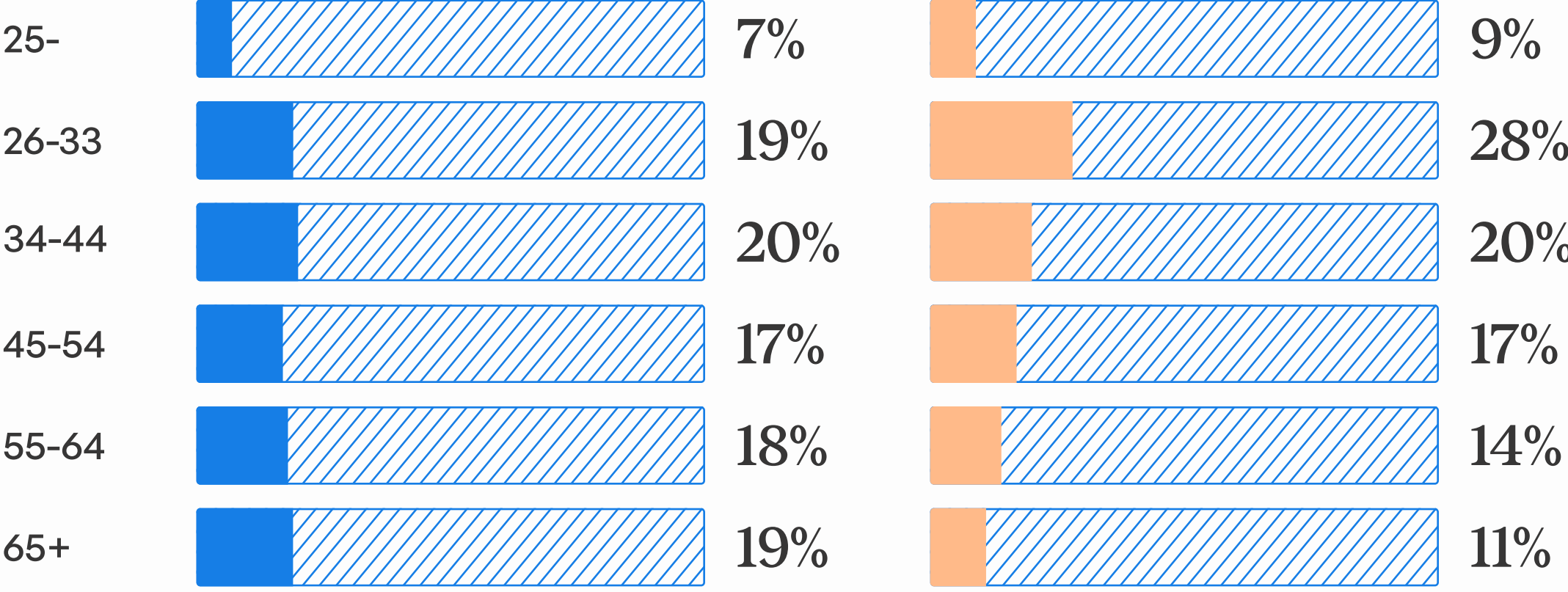
## United Kingdom



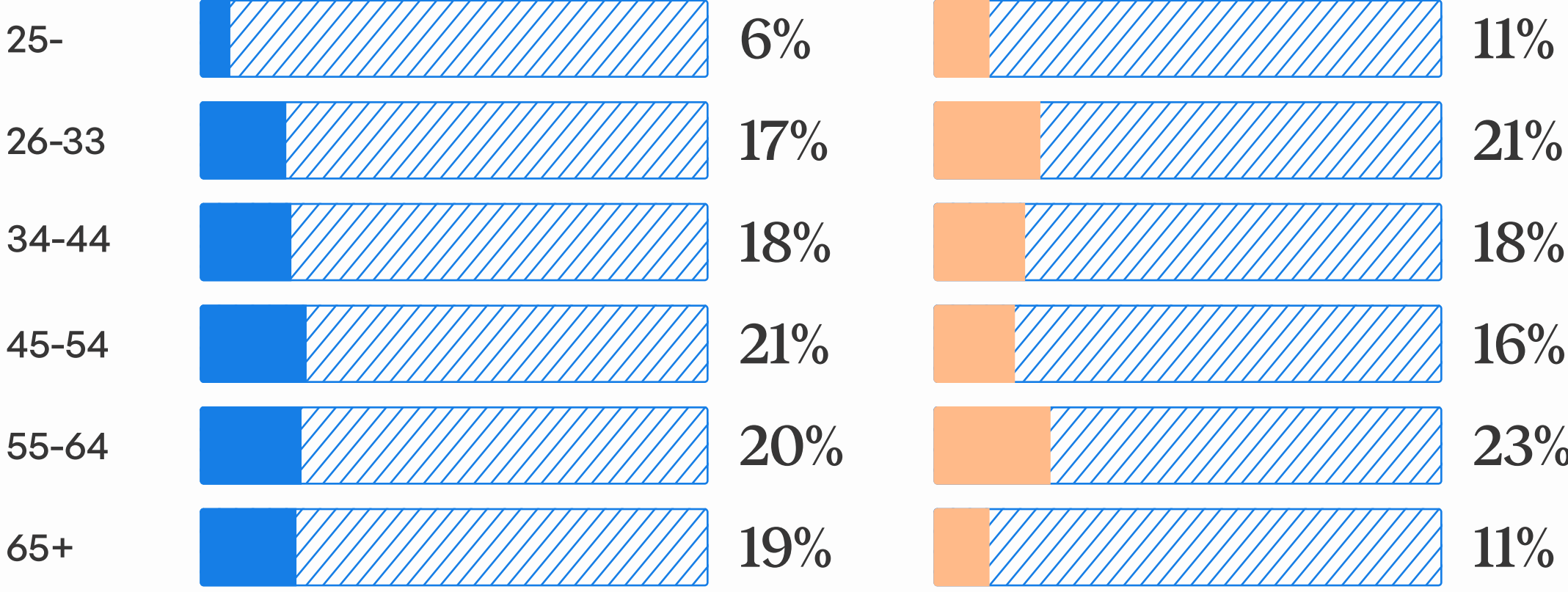
## Americas



## CEMEA



## APAC



Profile

Work/life

Engagement

Motivation

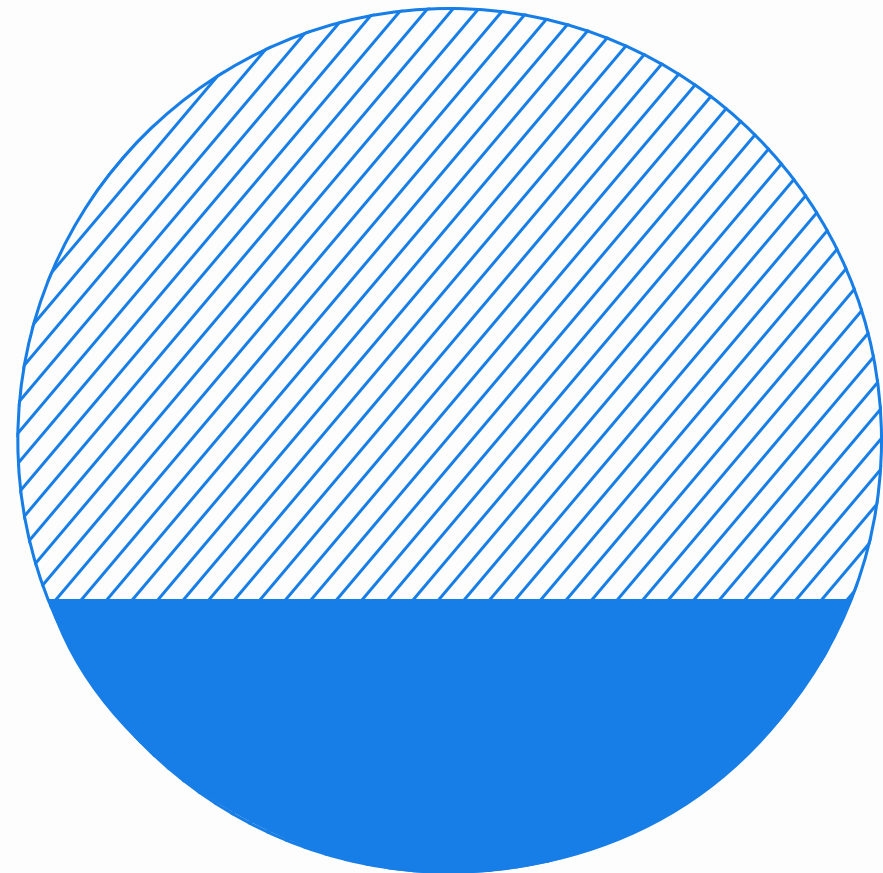
Preference



# FT readers by net worth

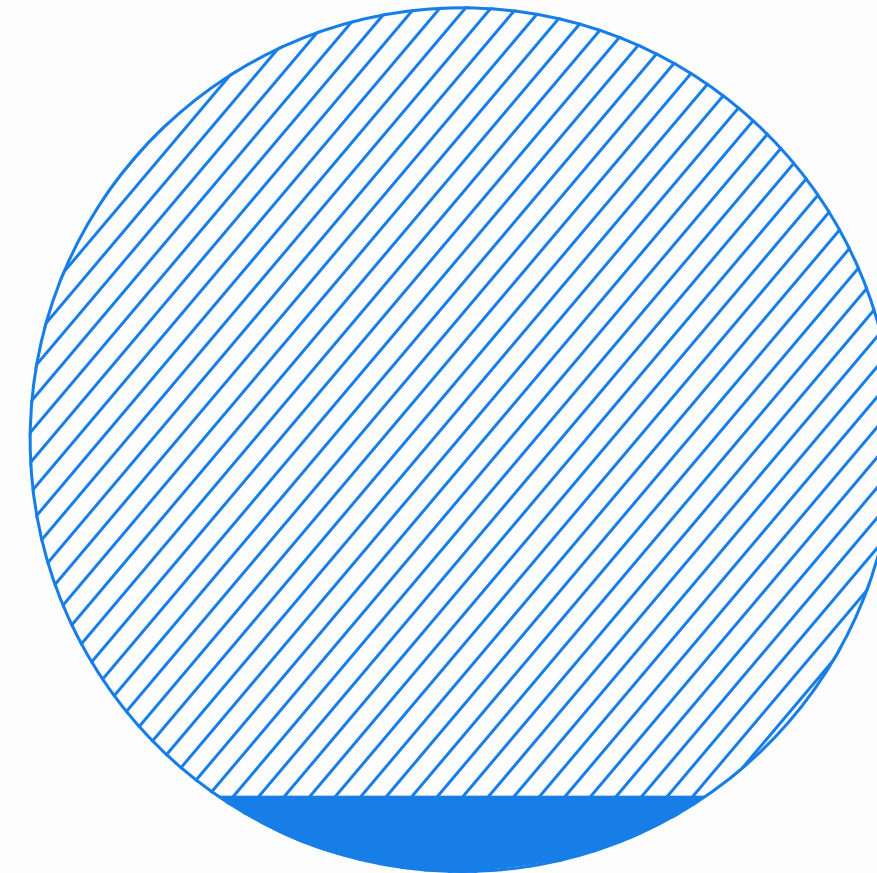
02

32 per cent of FT readers are **high-net-worth individuals (HNWIs)** with liquid assets over £1mn, and 9 per cent are UHNWIs with liquid assets over £5mn.



32%

of FT readers are  
**HNWIs (£1mn+)**



9%

of FT readers are  
**UHNWIs (£5mn+)**

# Work life

FT READERS:

**decision-makers  
and influencers from  
across all sectors**



## FT readers by industry

03

Almost one-third of readers are **C-Suite** and over half are **business decision makers**. Globally, 29 per cent of readers work in **finance** (rising to 44 per cent among the FT's Gen Z readers), but no single sector dominates the audience.

29%

of FT readers are C-Suite

56%

of FT readers are business decision makers

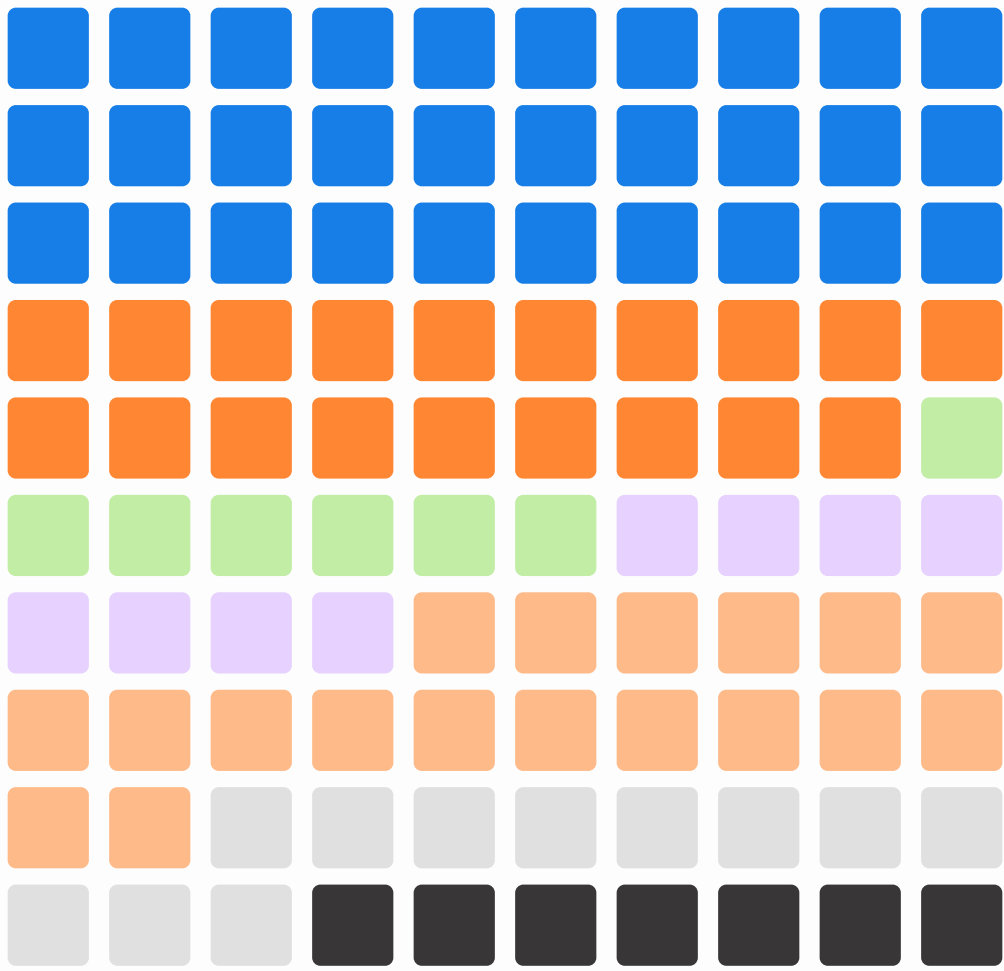
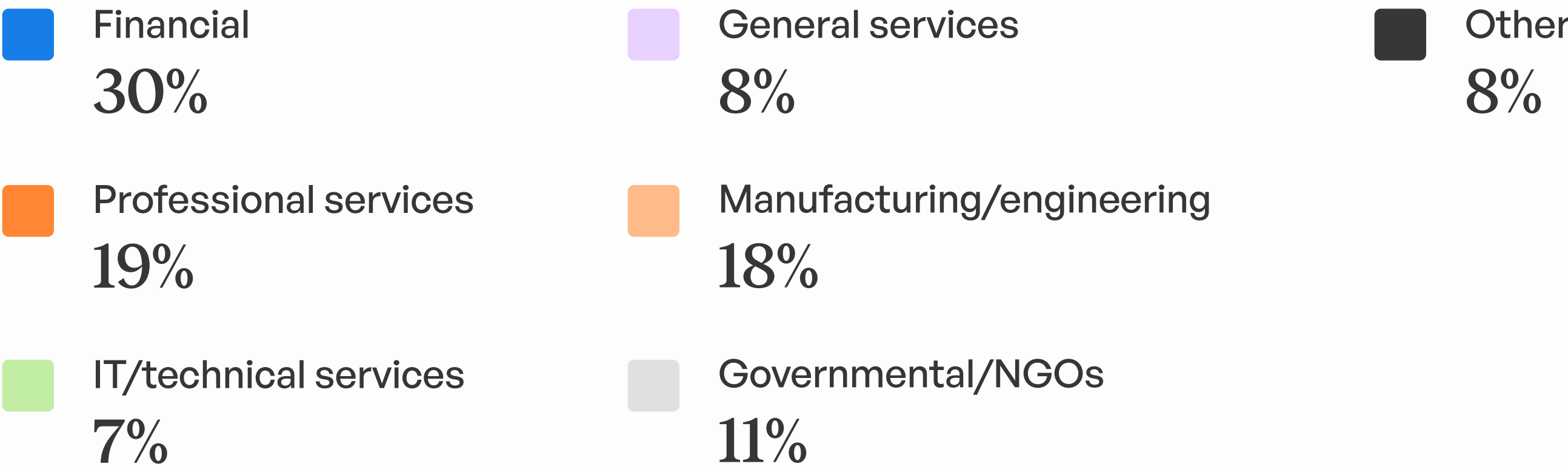
29%

of FT readers work in finance

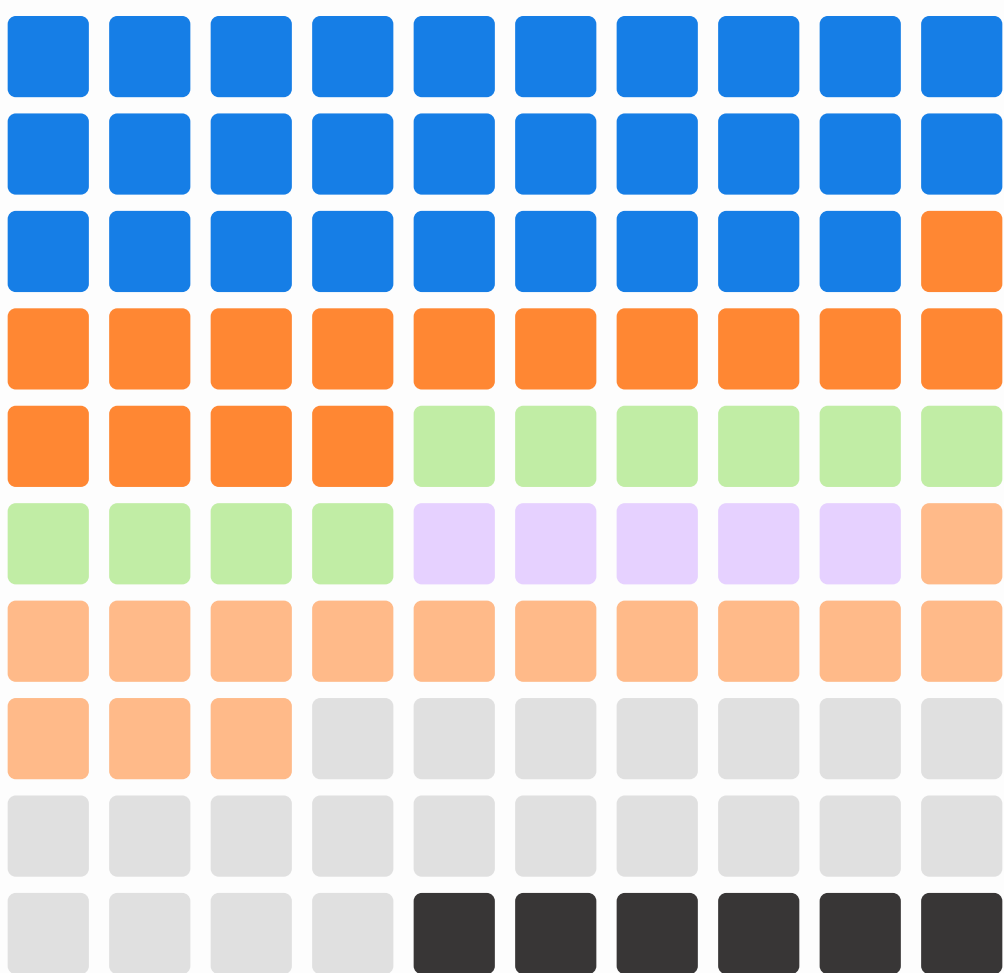
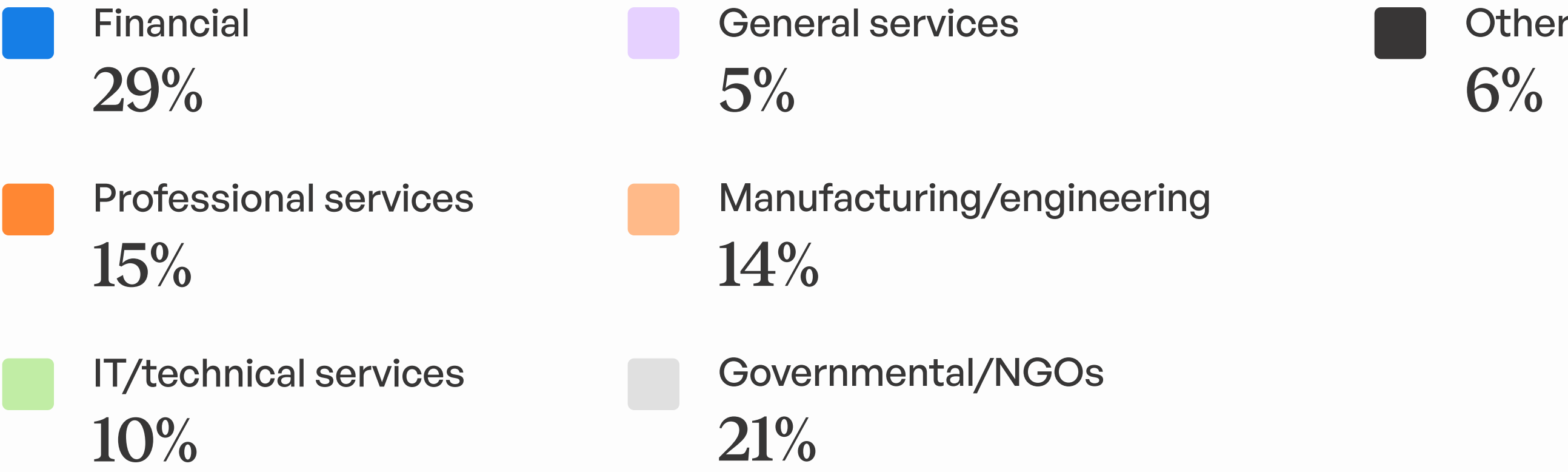


# FT readers by industry and C-suite

## C-suite



## Non C-suite



Profile

Work/life

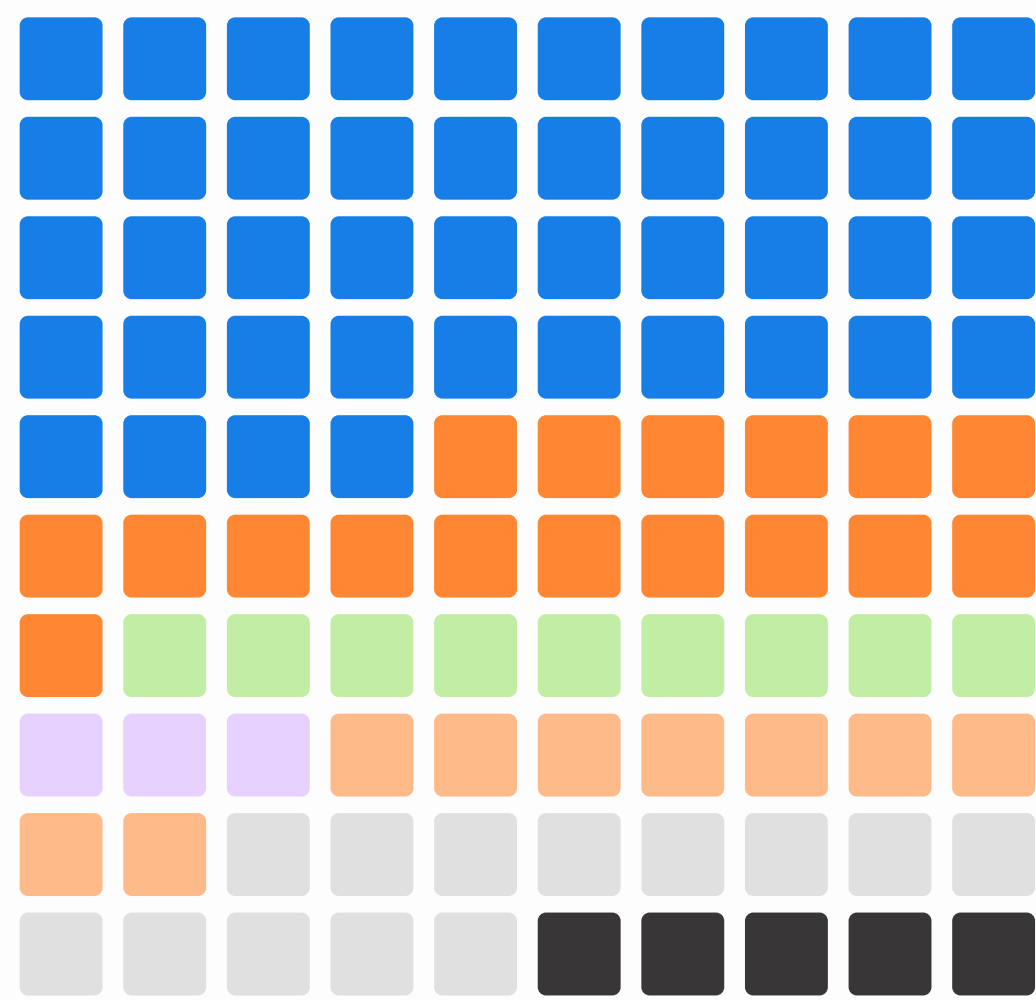
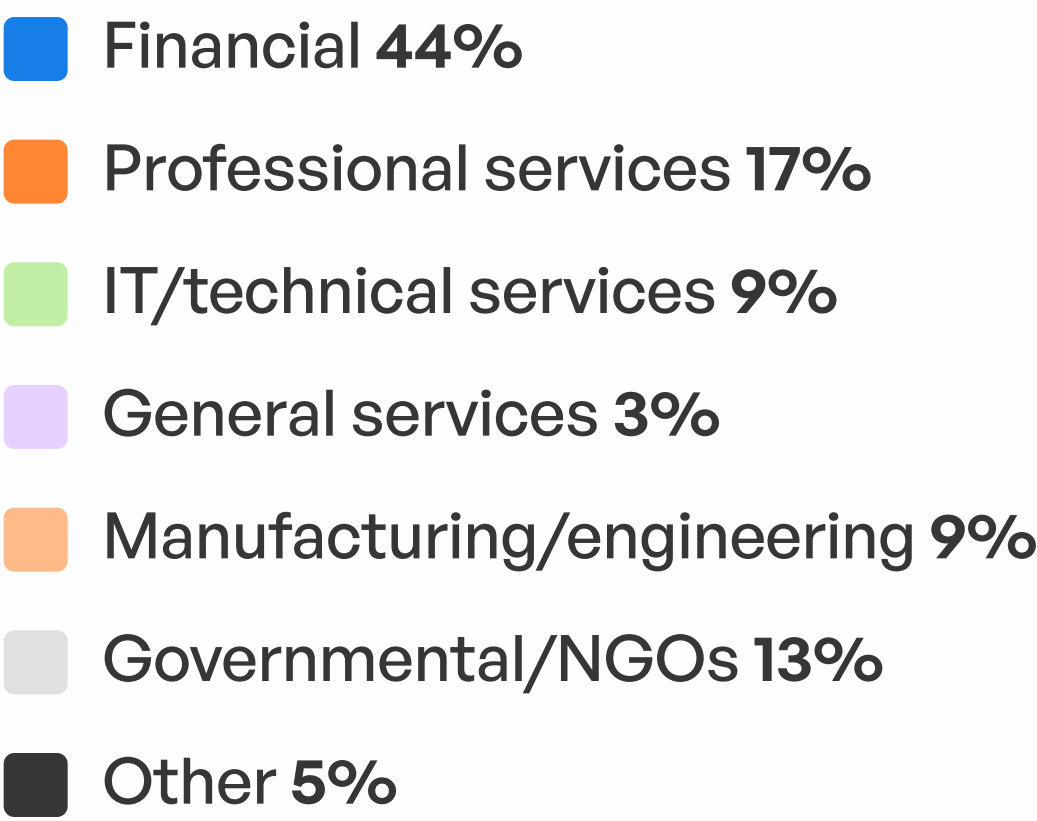
Engagement

Motivation

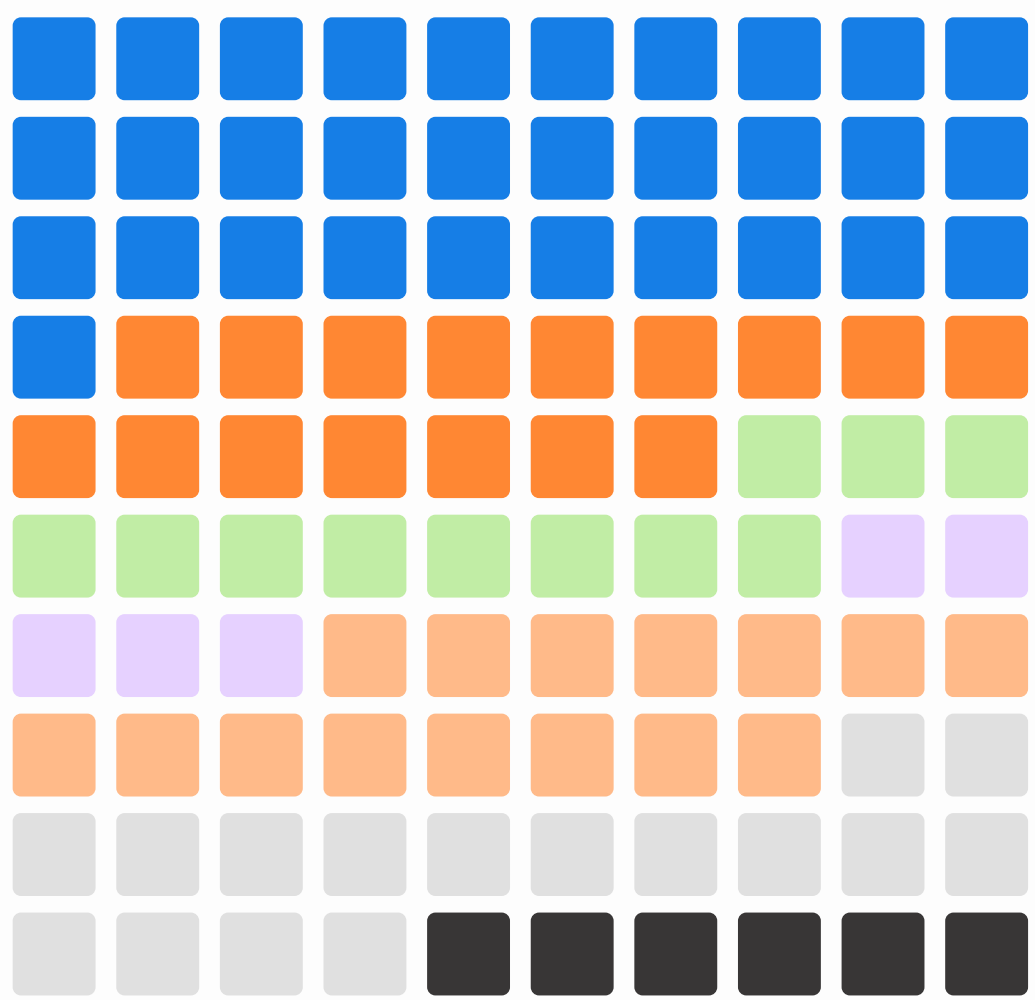
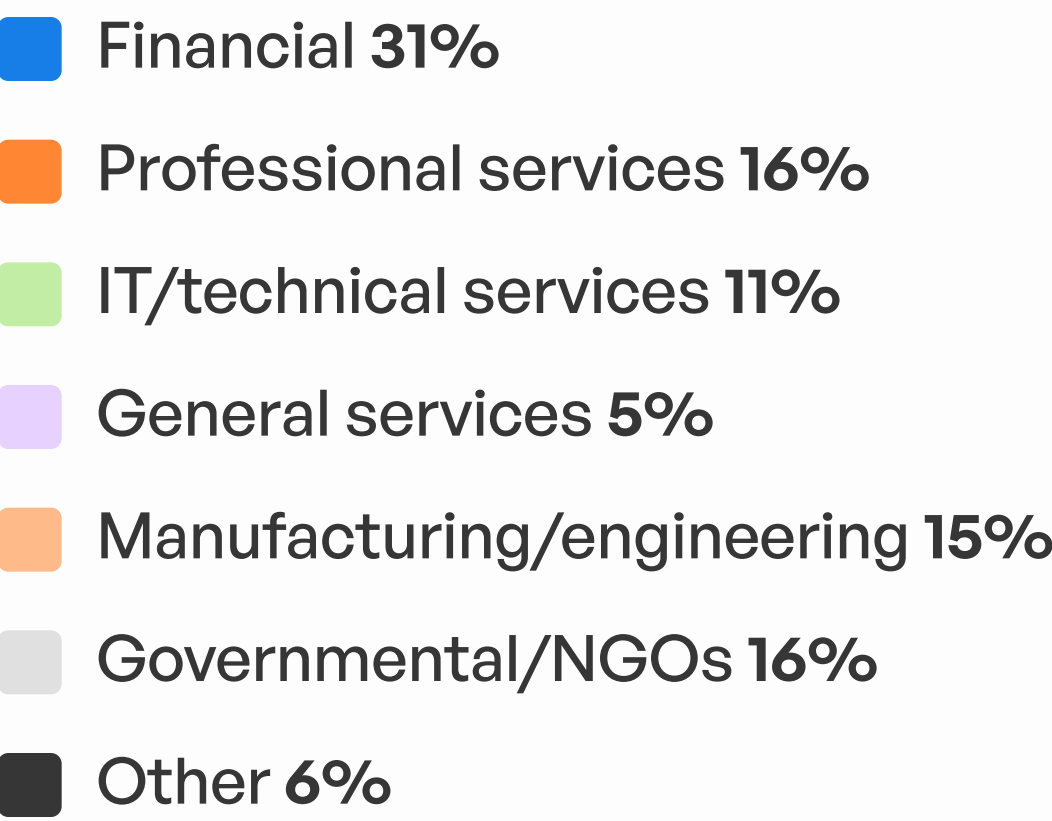
Preference

# FT readers by industry and age

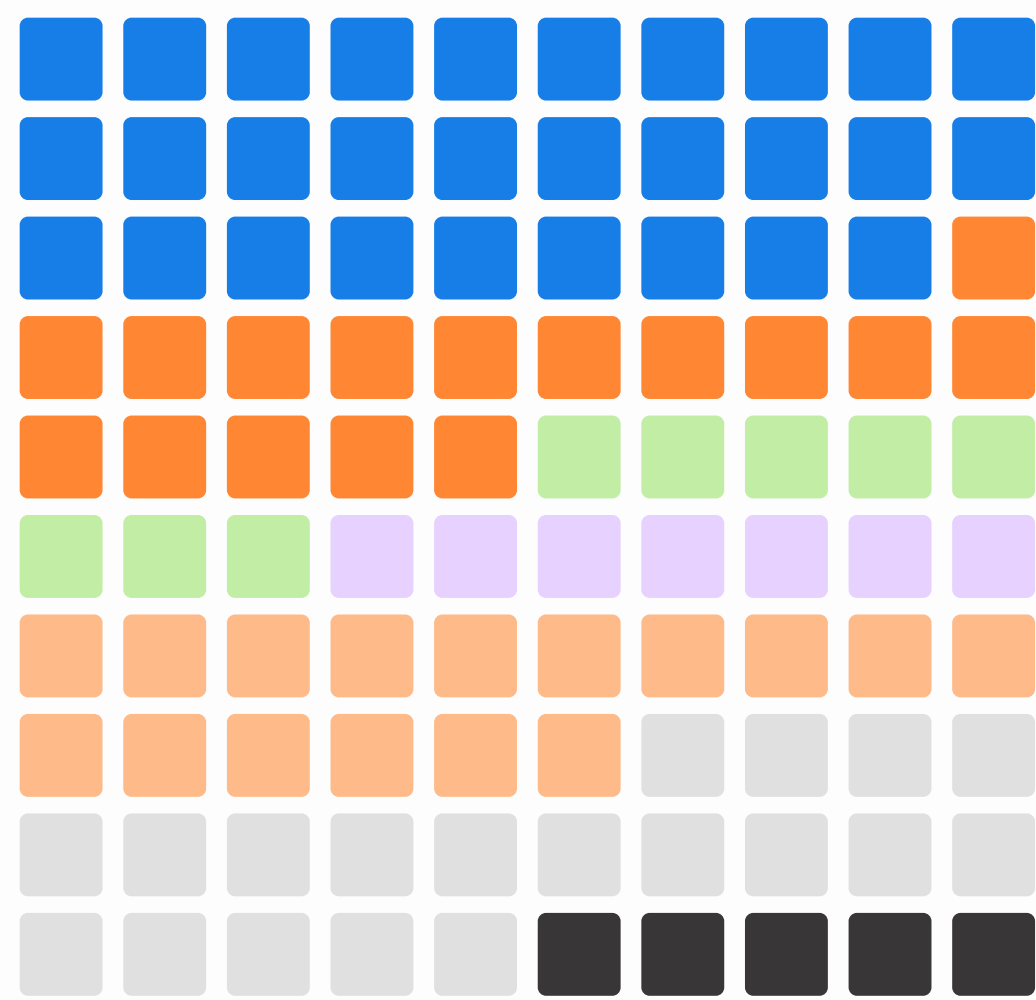
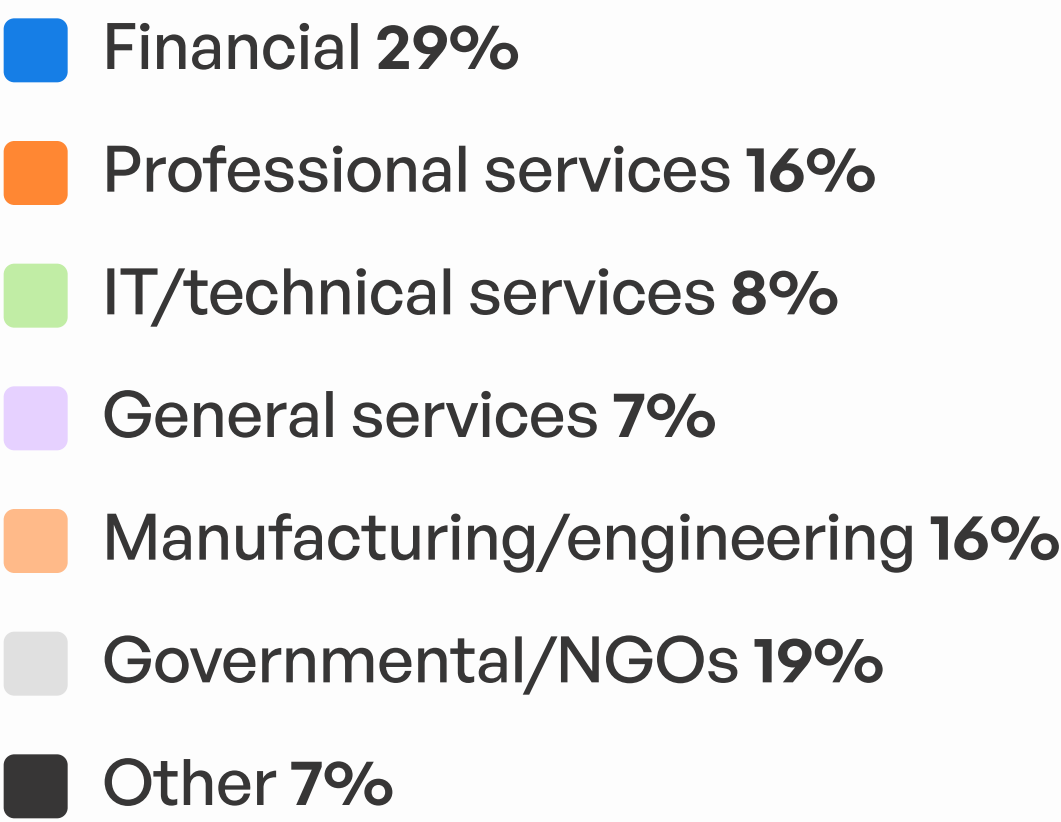
## Age Range -25



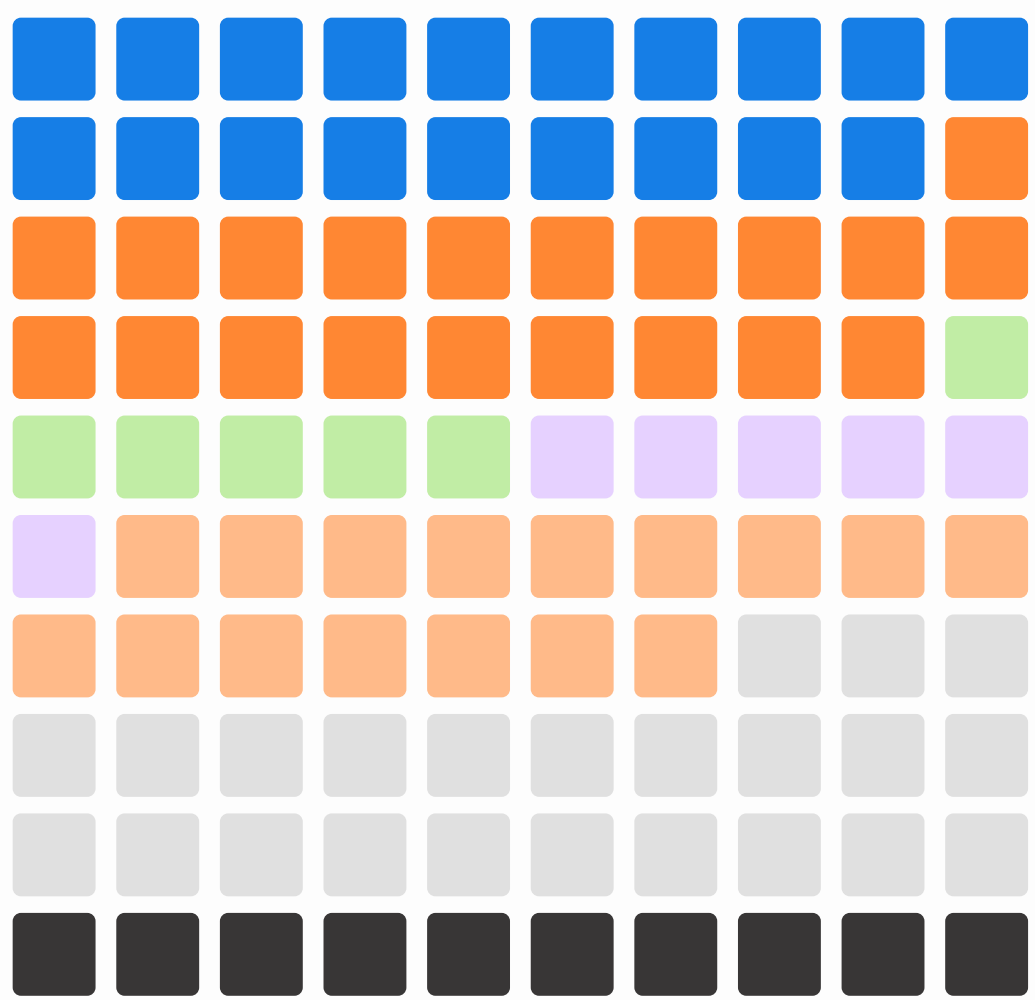
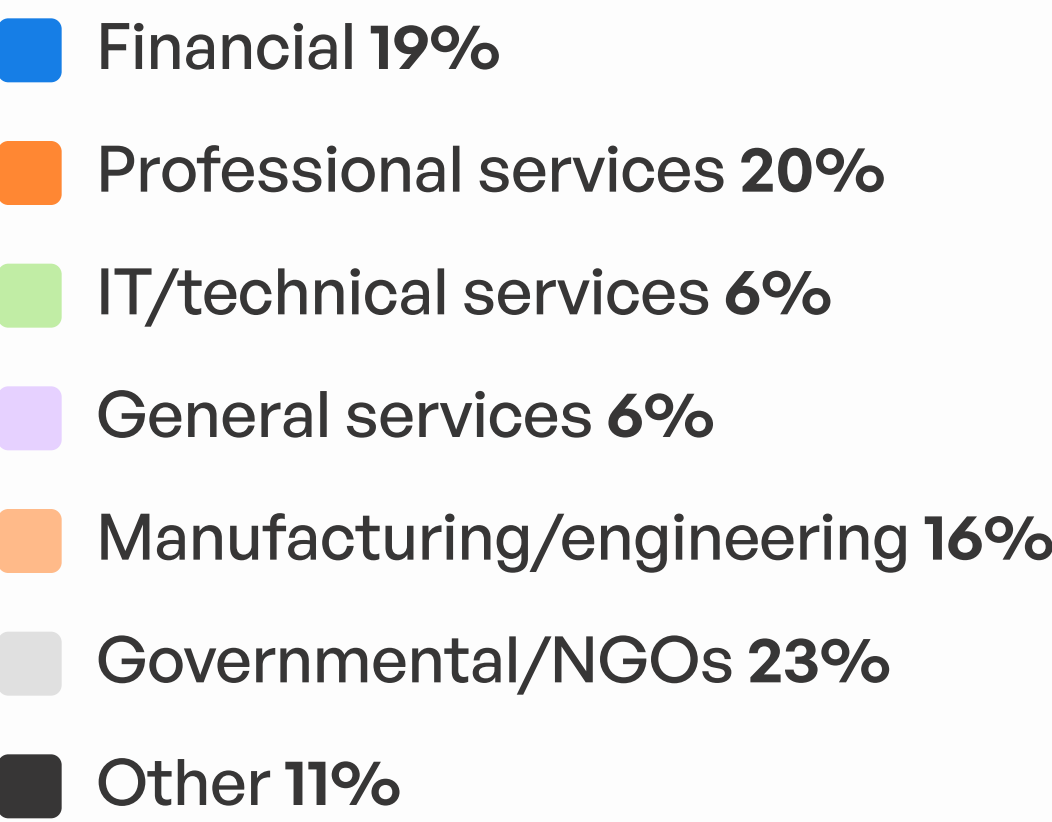
## Age Range 25 - 44



## Age Range 45 - 64



## Age Range 65+



Profile

Work/life

Engagement

Motivation

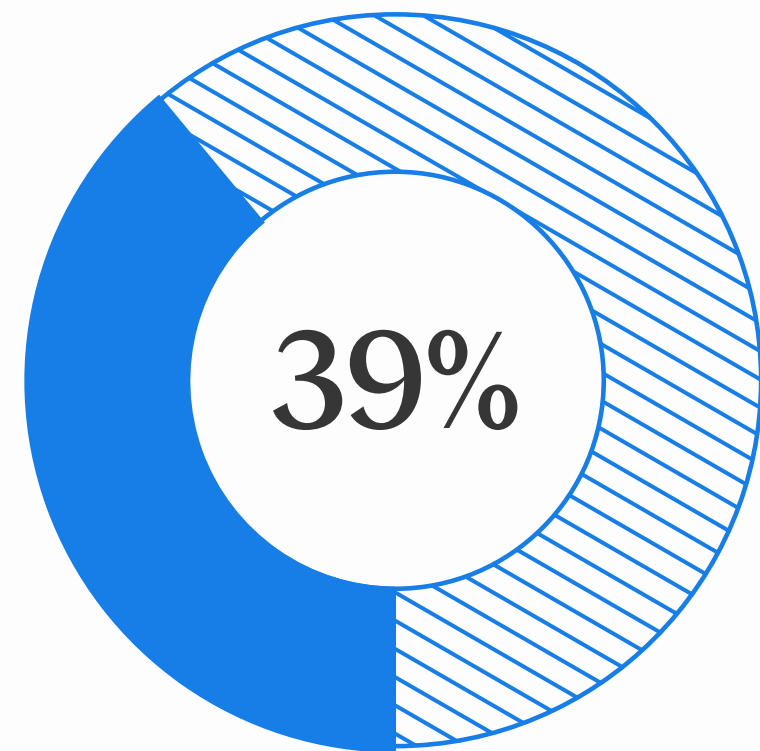
Preference

# FT readers by company size and leadership status

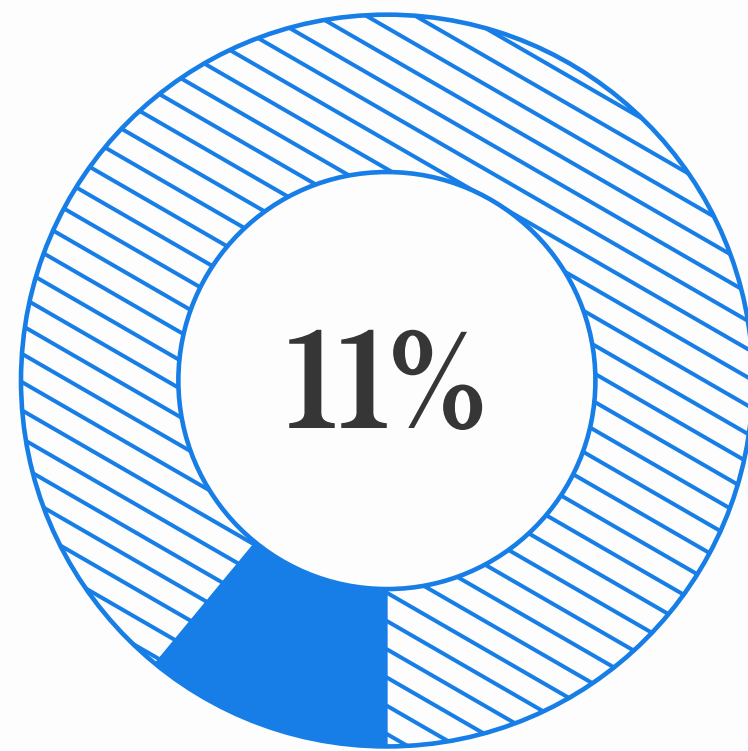
04

75%

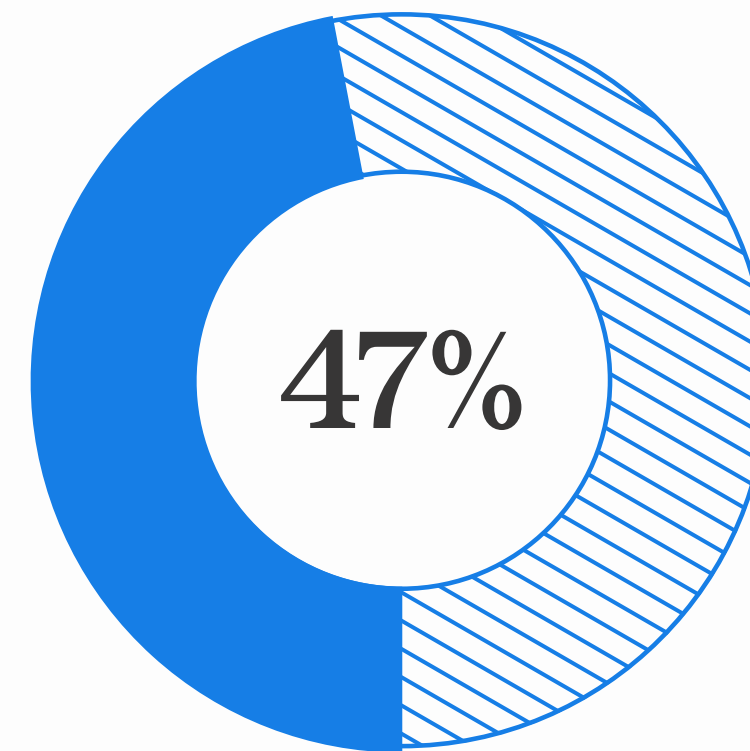
work for an **international company**, and 50 per cent work for an SME.



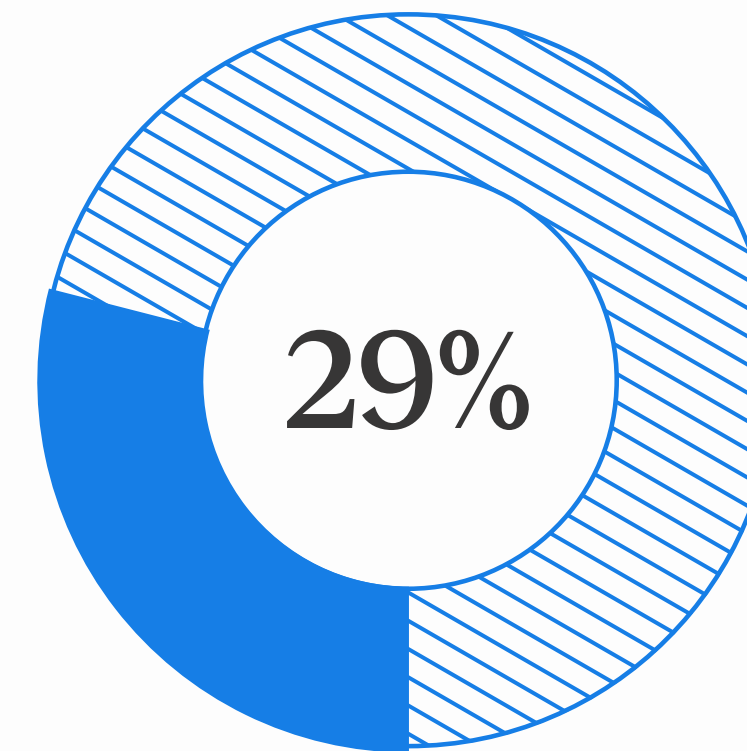
Small company



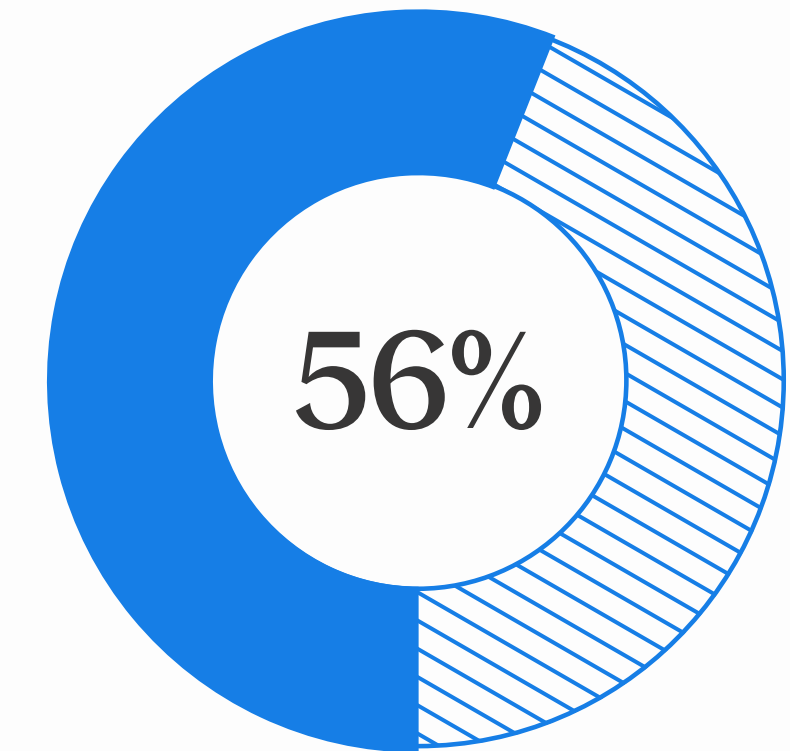
Medium company



Large company



C-Suite



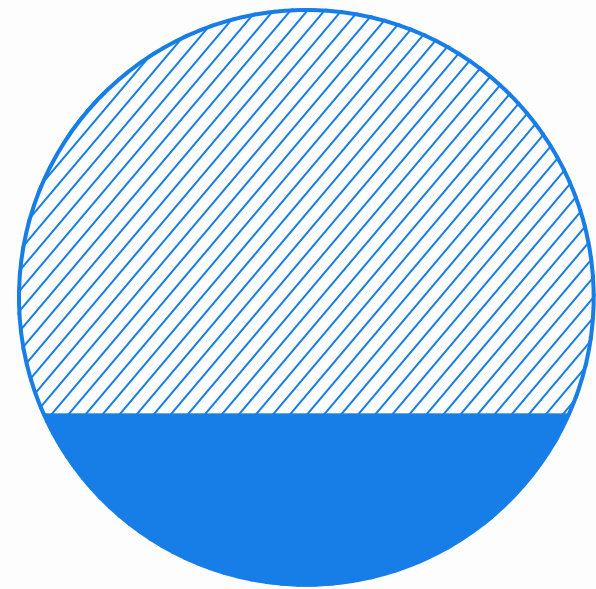
Decision-maker



# FT readers by influence

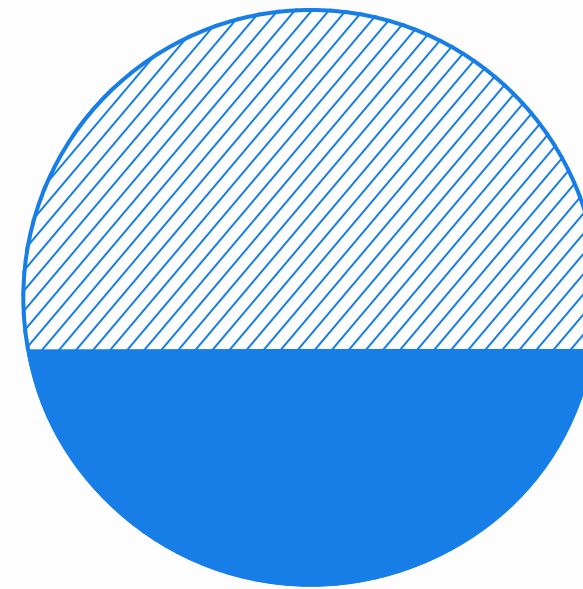
05

41 per cent of all readers have **published an article, paper or book**. The same percentage have been interviewed for **television, radio or the press**, and one in five has **lobbied or advised members of government**.



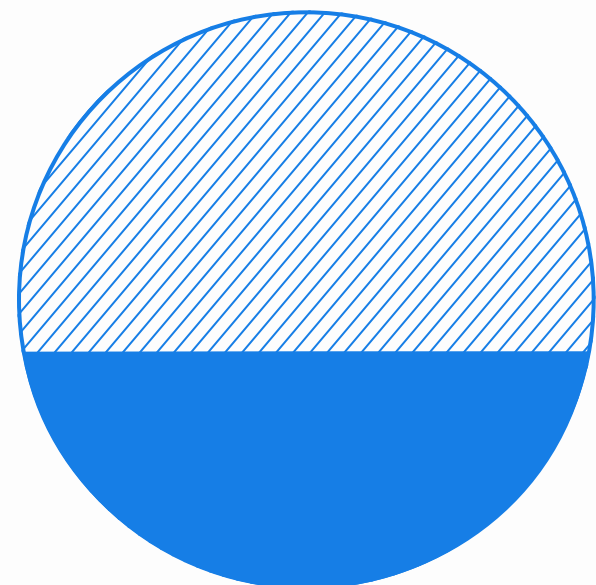
30%

have set up a new company



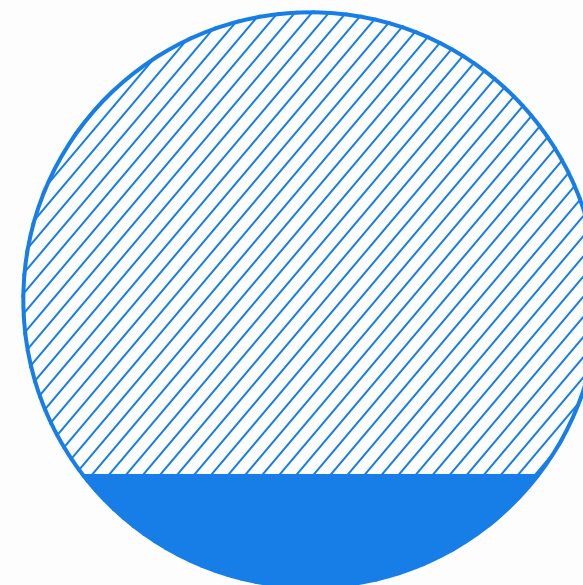
41%

have published an article, paper or book



41%

have been interviewed on TV, radio, or press

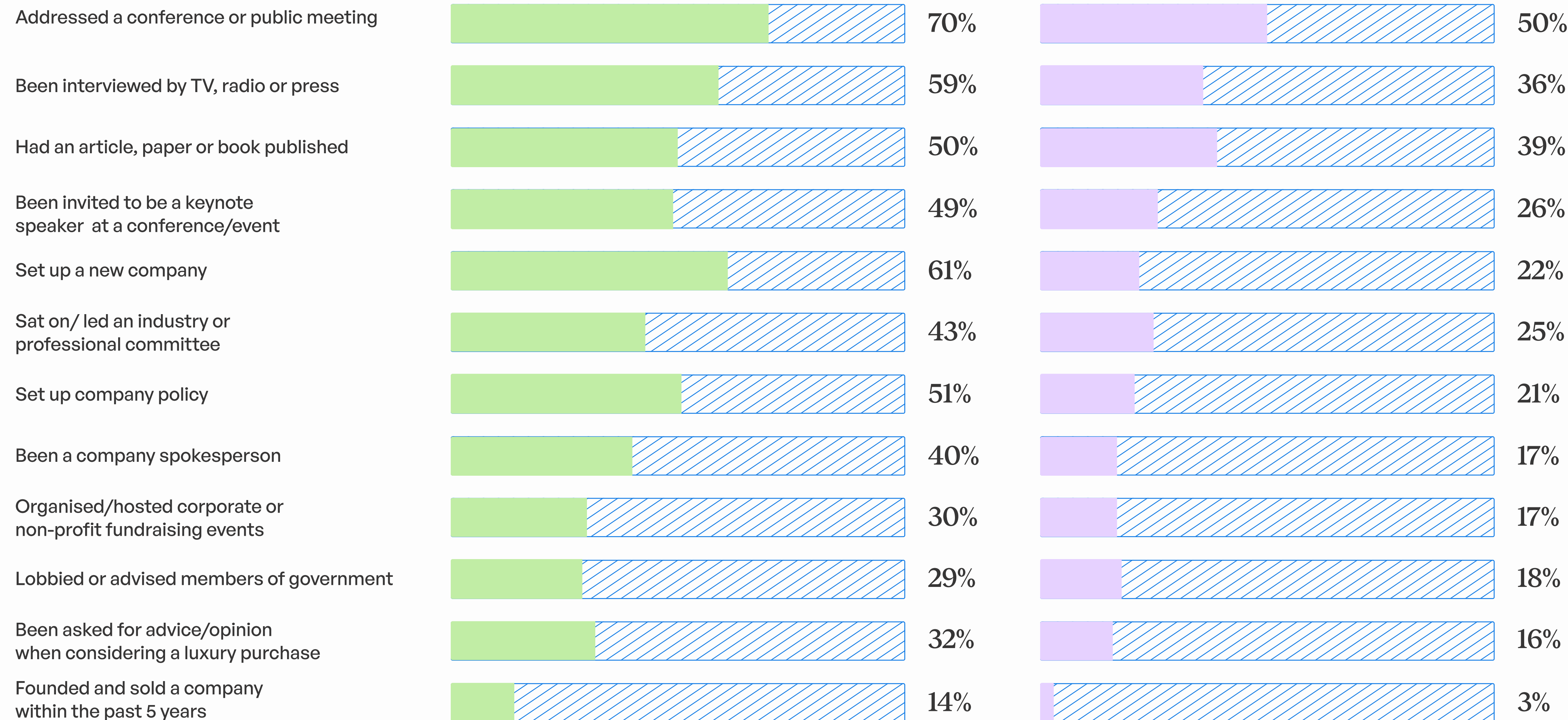


20%

have lobbied or advised members of government

# FT readers by influence

C-suite    Non C-suite



Profile

Work/life

Engagement

Motivation

Preference

# Key audience insight 1

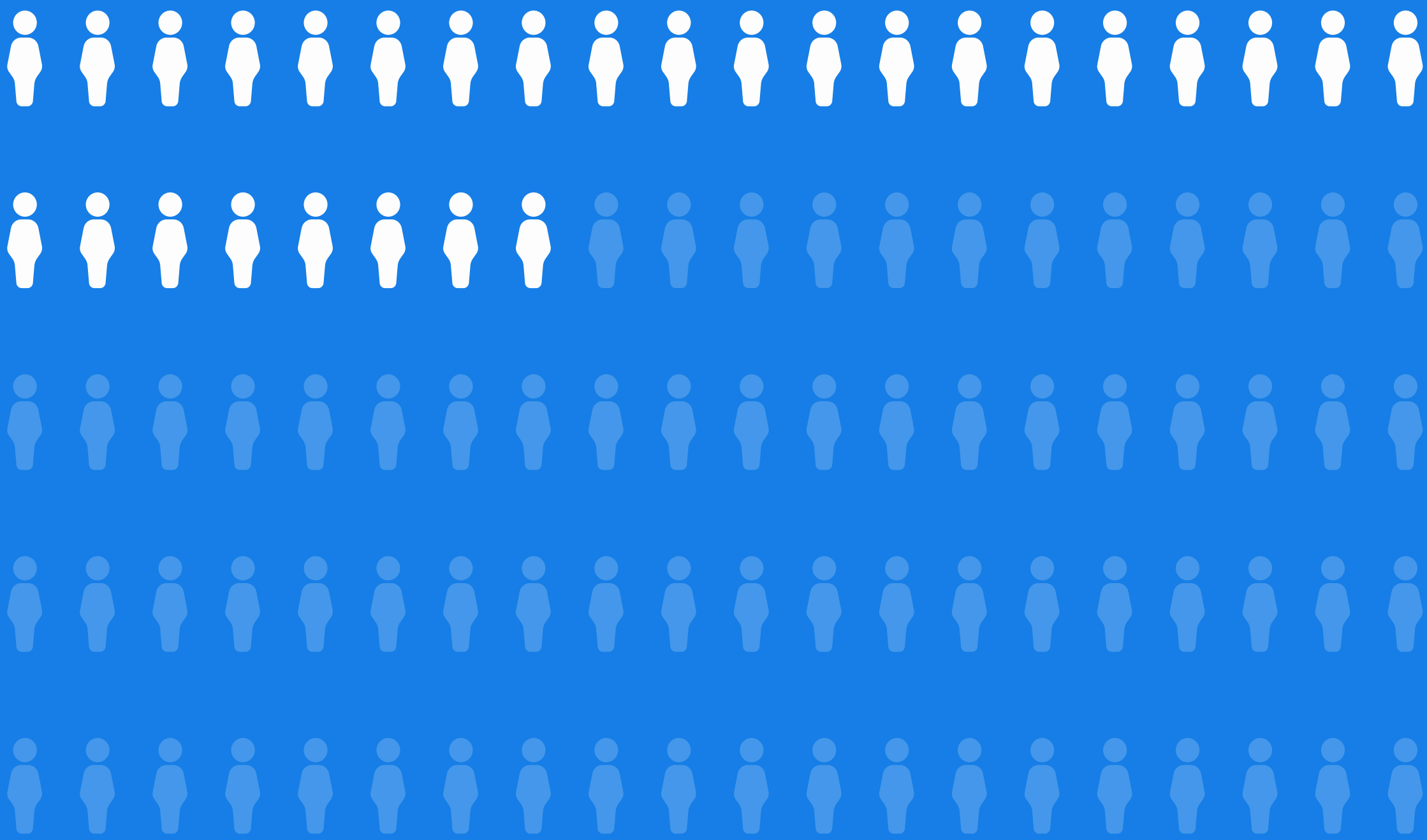
## The FT’s readership is constantly renewing itself

Since the last reader survey in 2022, the average age of the FT reader has remained constant at 49 years old, suggesting that a new cohort of younger readers are discovering the brand and replacing an older, more homogenised generation of readers. Among readers under 34 (22 per cent of all respondents) there is a marked demographic shift when compared to older cohorts. Women make up 28 per cent of these younger readers (as opposed to being 17 per cent of readers 65+) and the Anglo-American cohort shrinks from 71% of all readers to 57 per cent of readers under 34, with 16 percent coming from APAC and 27 percent coming from CEMEA.

Younger readers also engage with FT content differently – for instance, 62 per cent of FT readers under 25 prefer FT podcasts over other digital products, compared to just 16 per cent of readers aged 65 and over.

28%

Women make up 28 per cent of younger readers

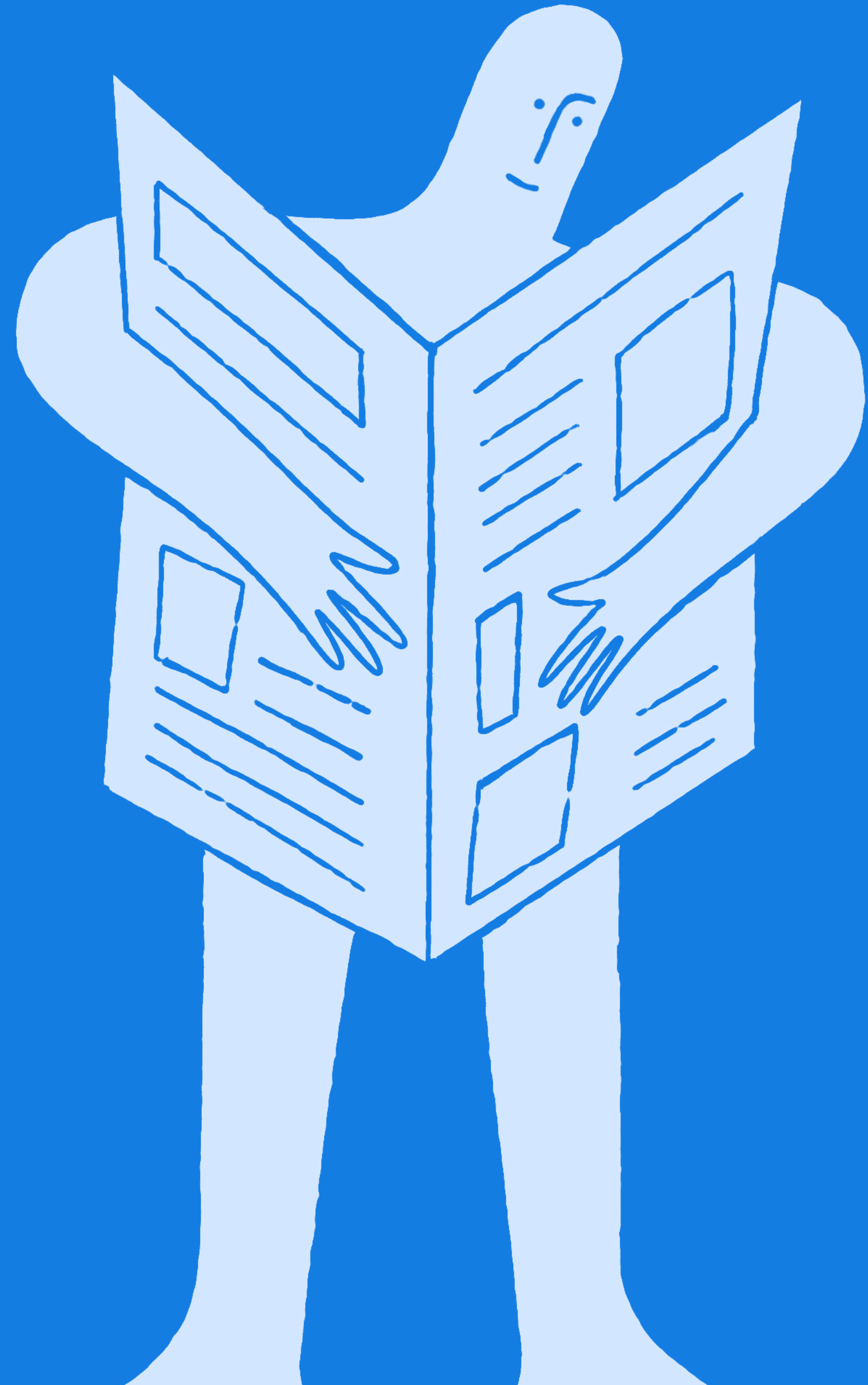




# Engagement

THE FT'S AUDIENCE:

**made up of  
committed readers**



# FT readers: time spent with the newspaper

06

FT print readers are **long-standing** and **engaged**: across all ages, readers have been consuming Financial Times content for an average of 12 years, with 77 per cent reading the paper Monday–Friday. They read widely, averaging 35 minutes a day during the week, and 52 minutes at the weekend (up from 46.4 minutes in 2022).

12

years is the average length of time readers have consumed FT content

77%

of FT readers read the paper Monday–Friday

## FT Weekend

average minutes per weekend  
reading FT Weekend  
(up from 46.4 min in 2022)

52

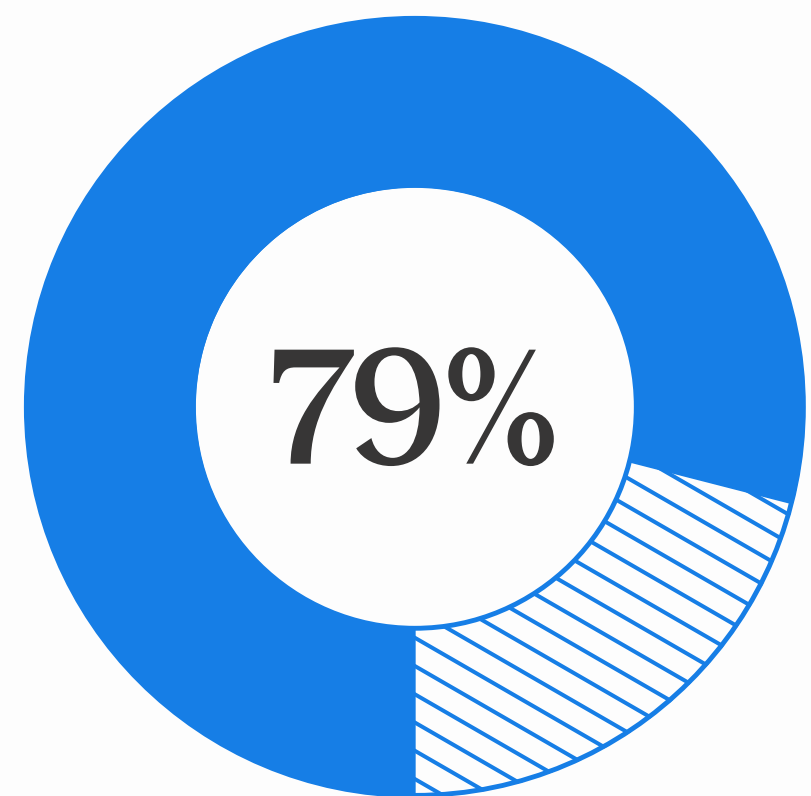
## FT Mon-Fri

average minutes spent  
reading the newspaper  
each weekday

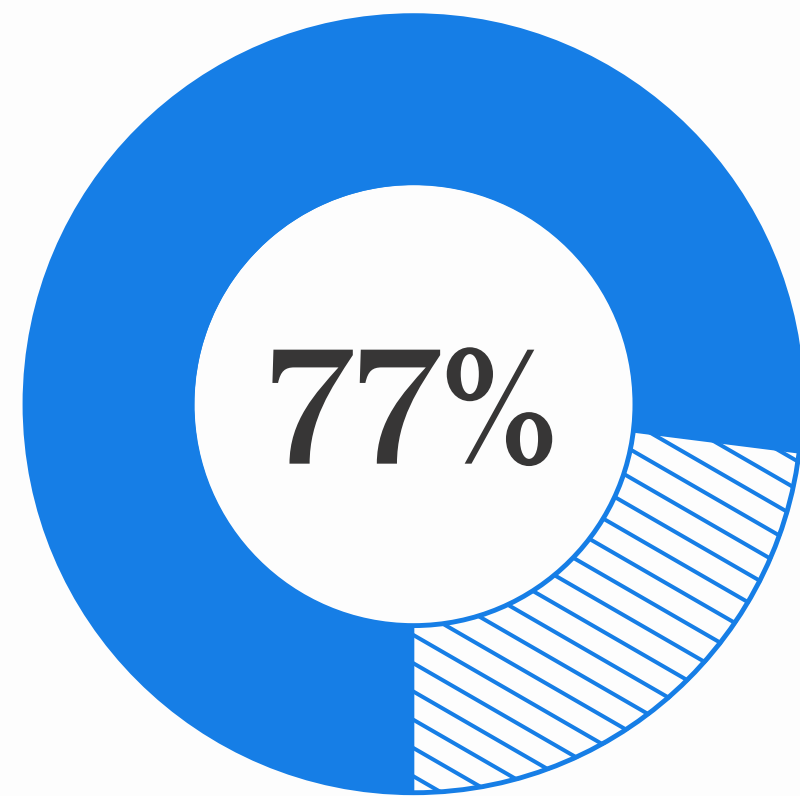
35

# FT readers: time spent with the newspaper

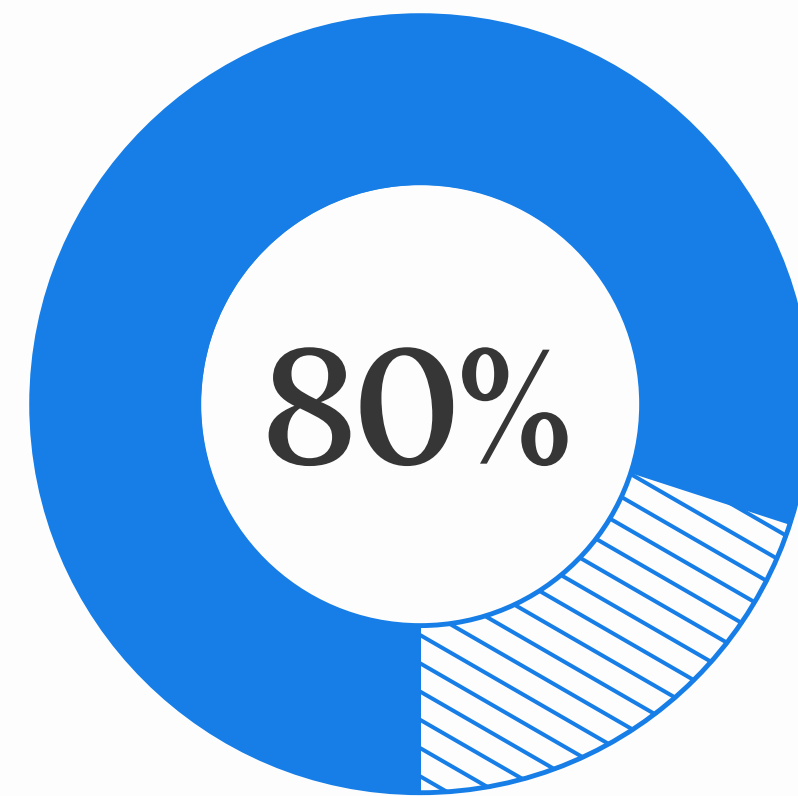
Male Female



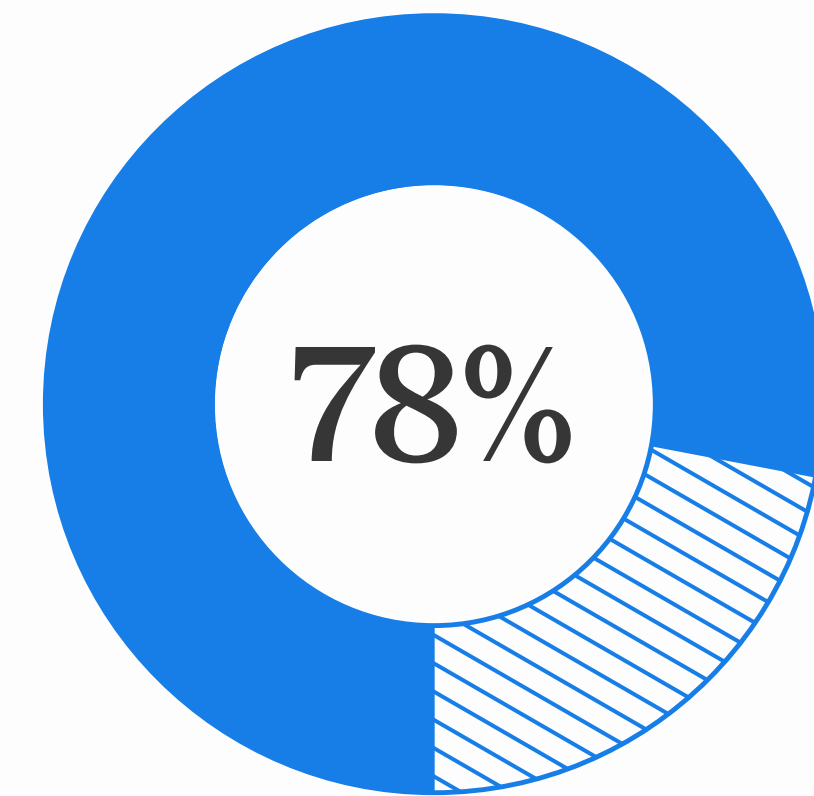
read FT Mon-Fri



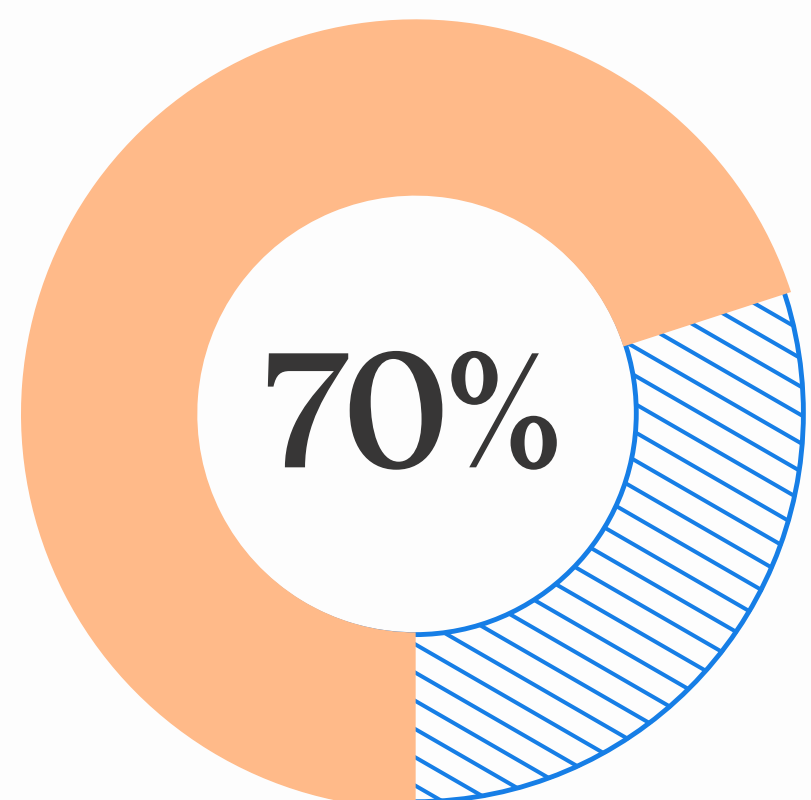
of Mon-Fri readers call the FT their most trusted news source



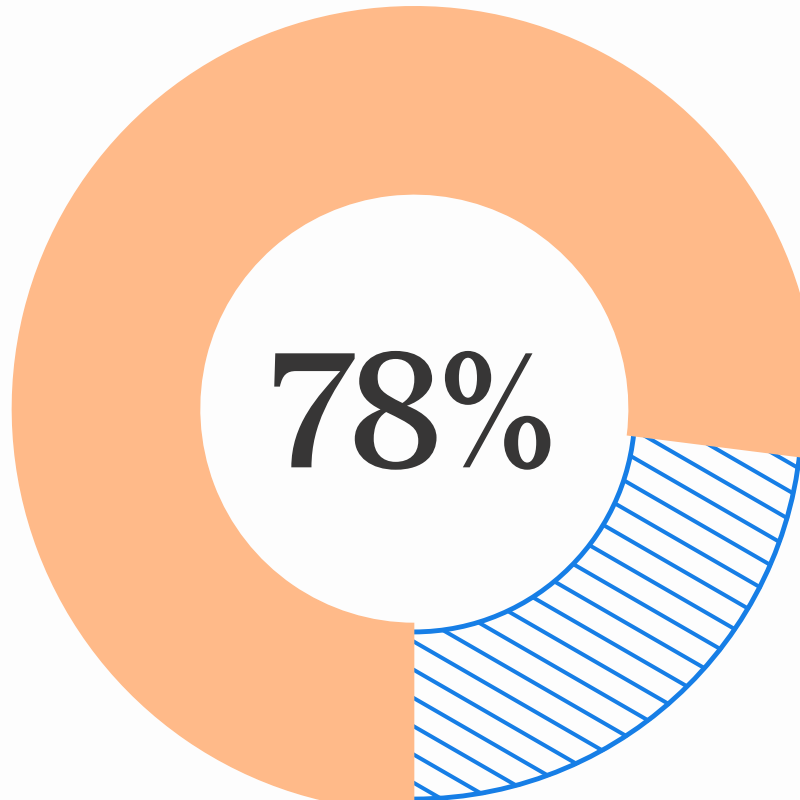
read FT Weekend at least monthly



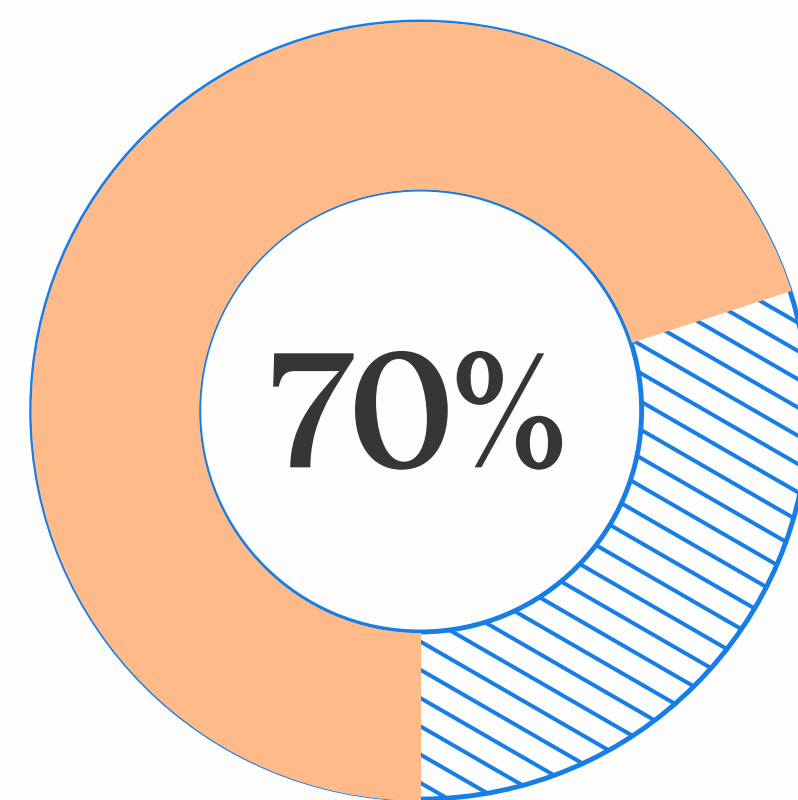
of FT Weekend readers call the FT their most trusted news source



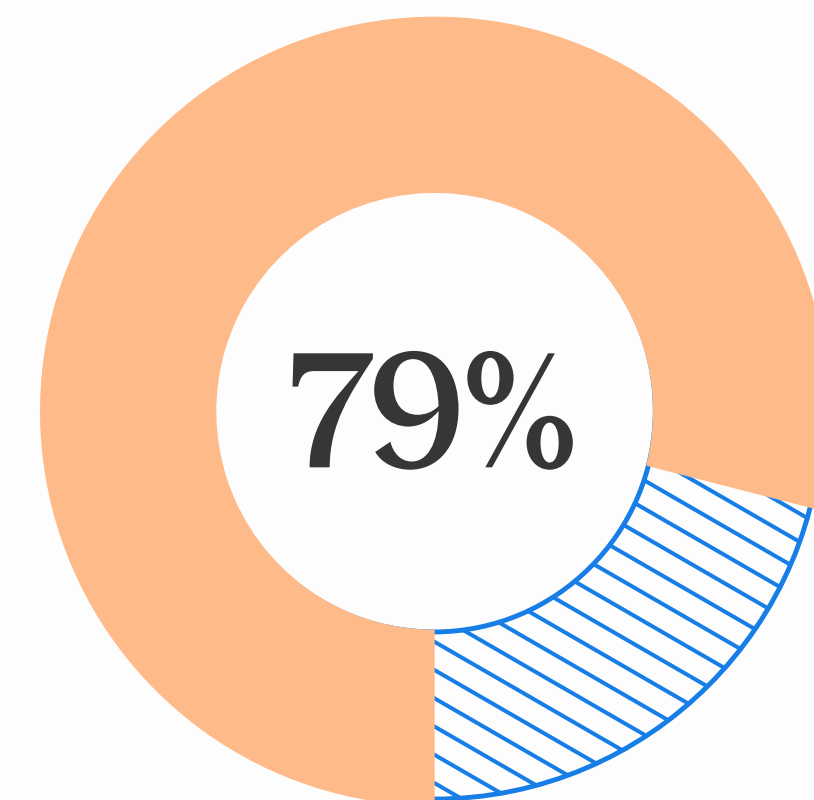
read FT Mon-Fri



of Mon-Fri readers call the FT their most trusted news source



read FT Weekend at least monthly



of FT Weekend readers call the FT their most trusted news source

Profile

Work/life

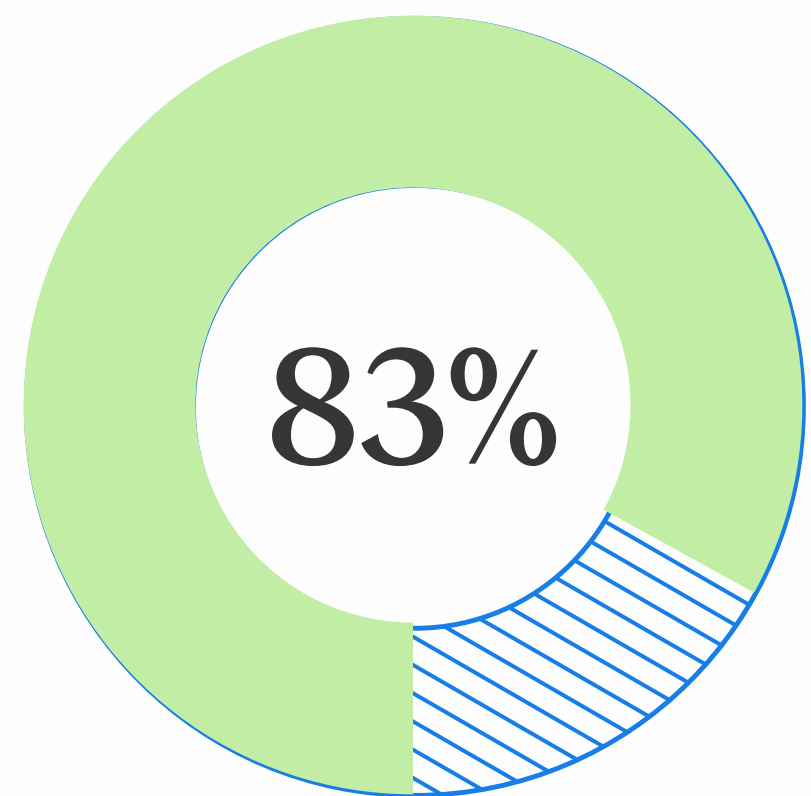
Engagement

Motivation

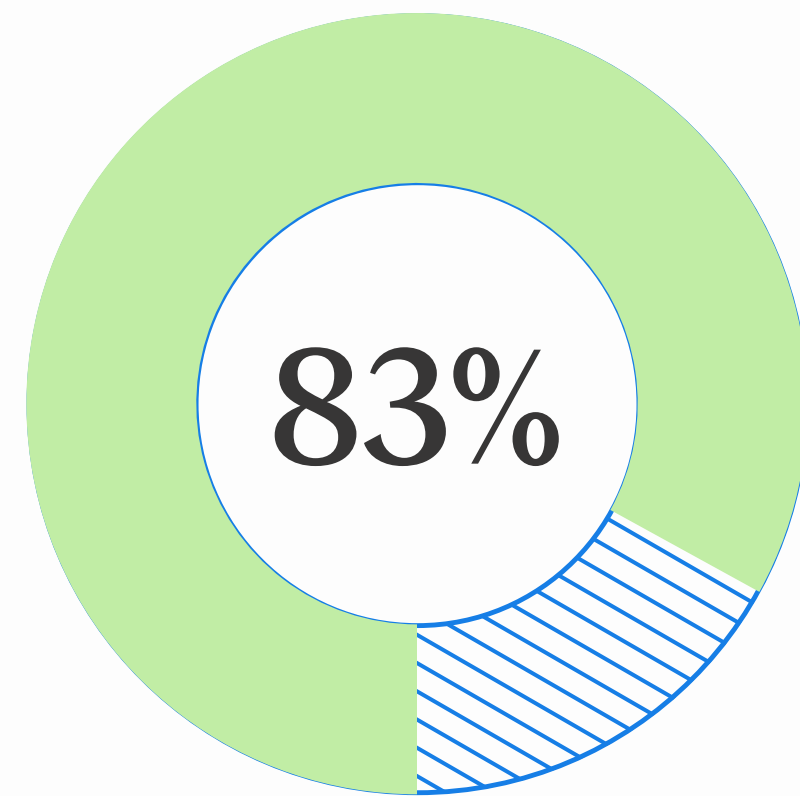
Preference

# FT readers: time spent with the newspaper

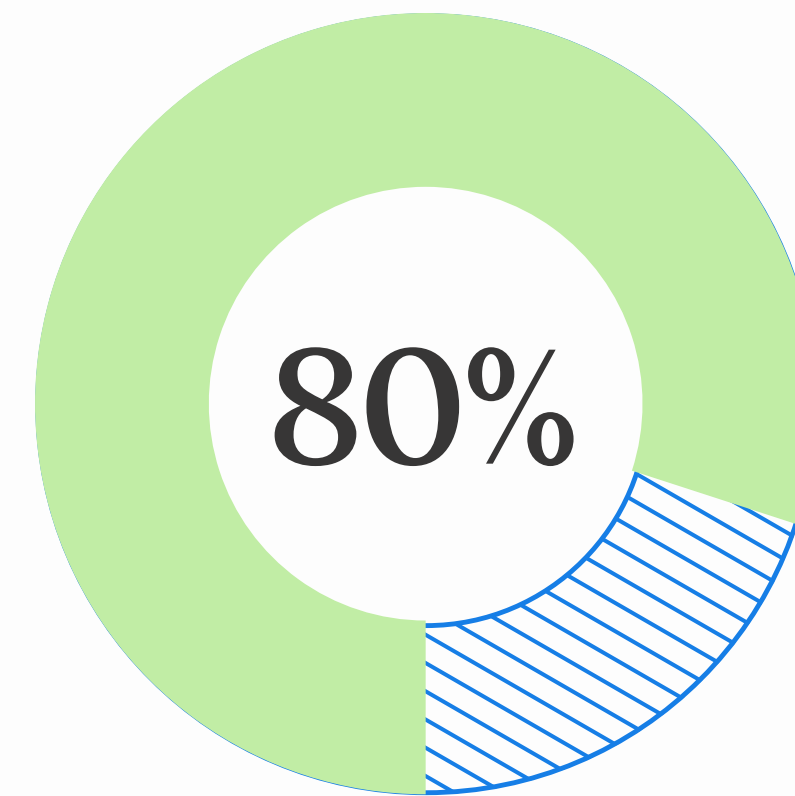
C-Suite Non C-Suite



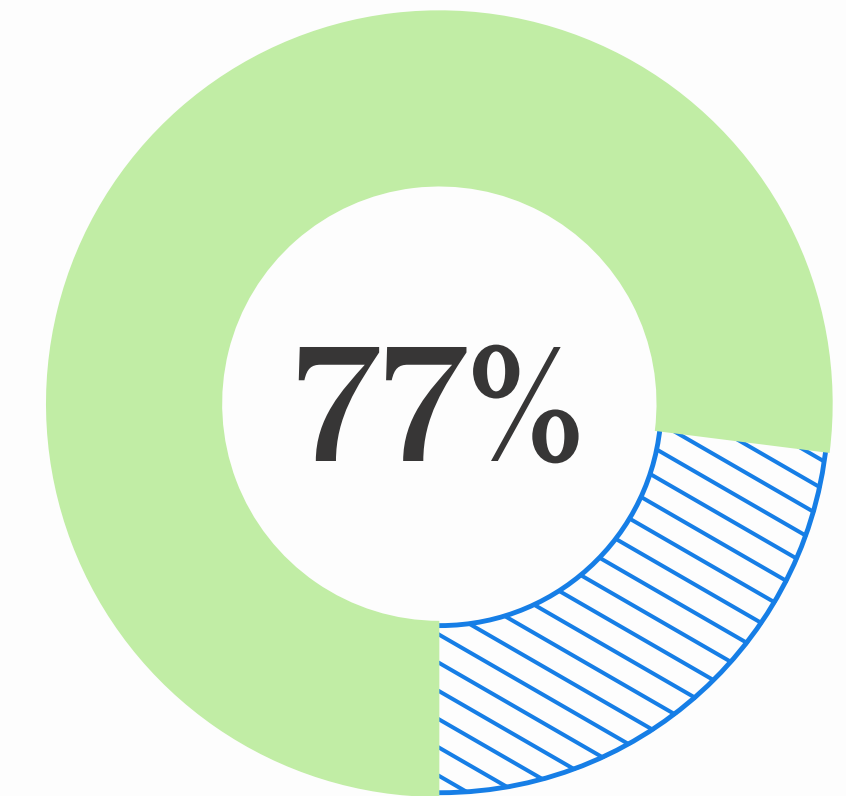
read FT Mon-Fri



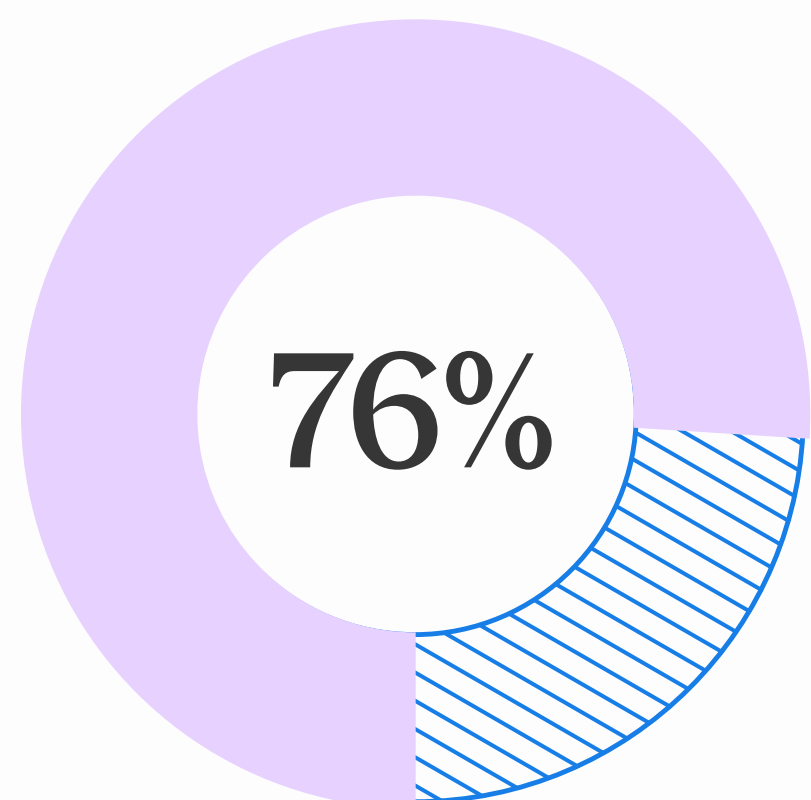
of Mon-Fri readers call the FT their most trusted news source



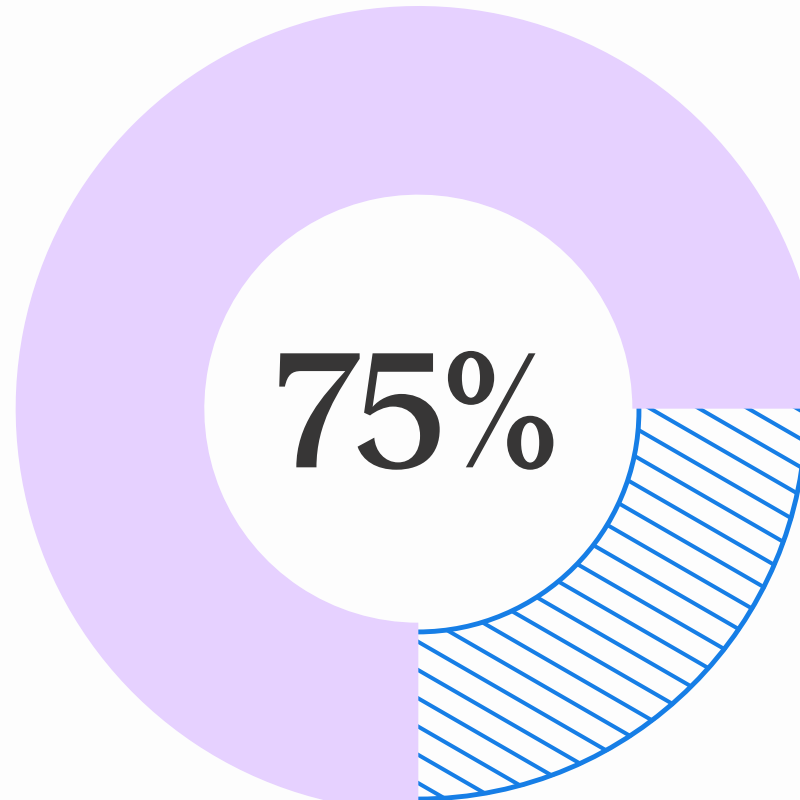
read FT Weekend at least monthly



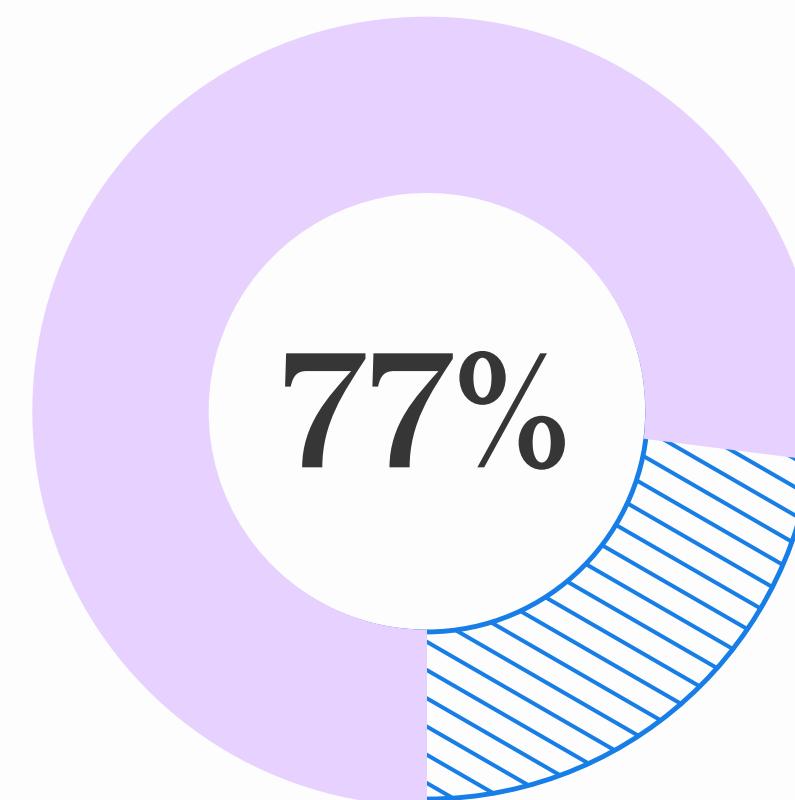
of FT Weekend readers call the FT their most trusted news source



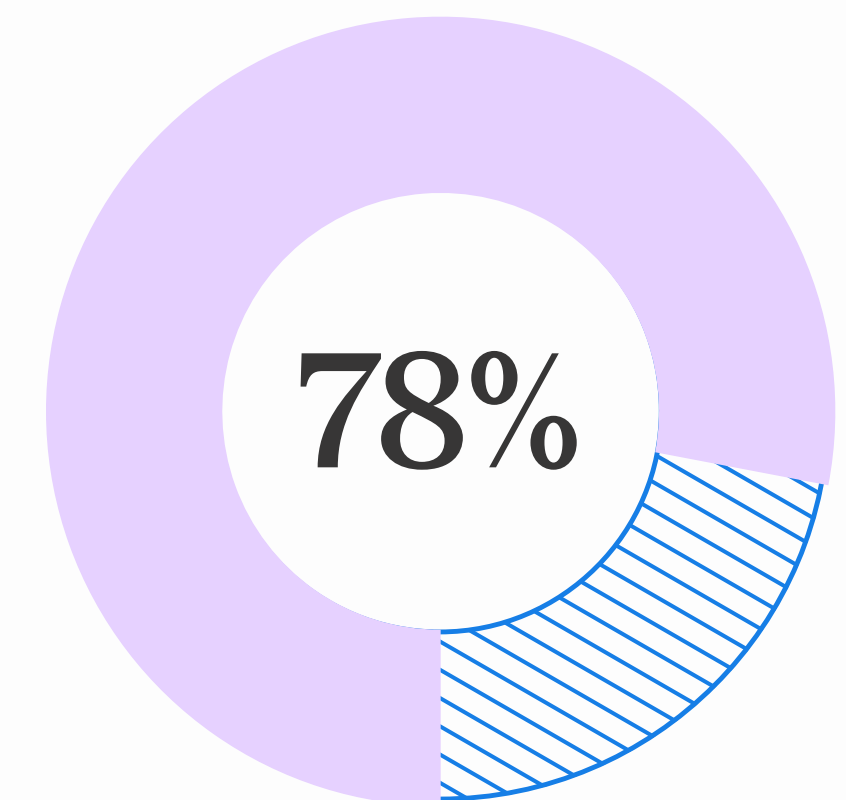
read FT Mon-Fri



of Mon-Fri readers call the FT their most trusted news source



read FT Weekend at least monthly



of FT Weekend readers call the FT their most trusted news source

Profile

Work/life

Engagement

Motivation

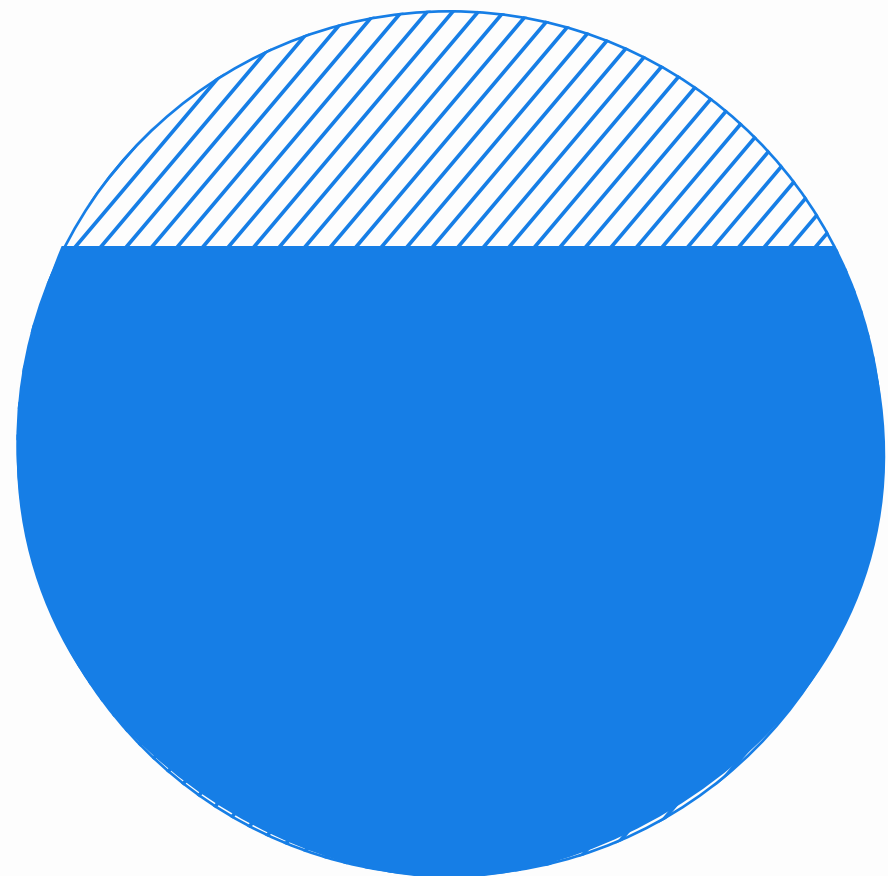
Preference



# FT readers: how much they read and trust the FT

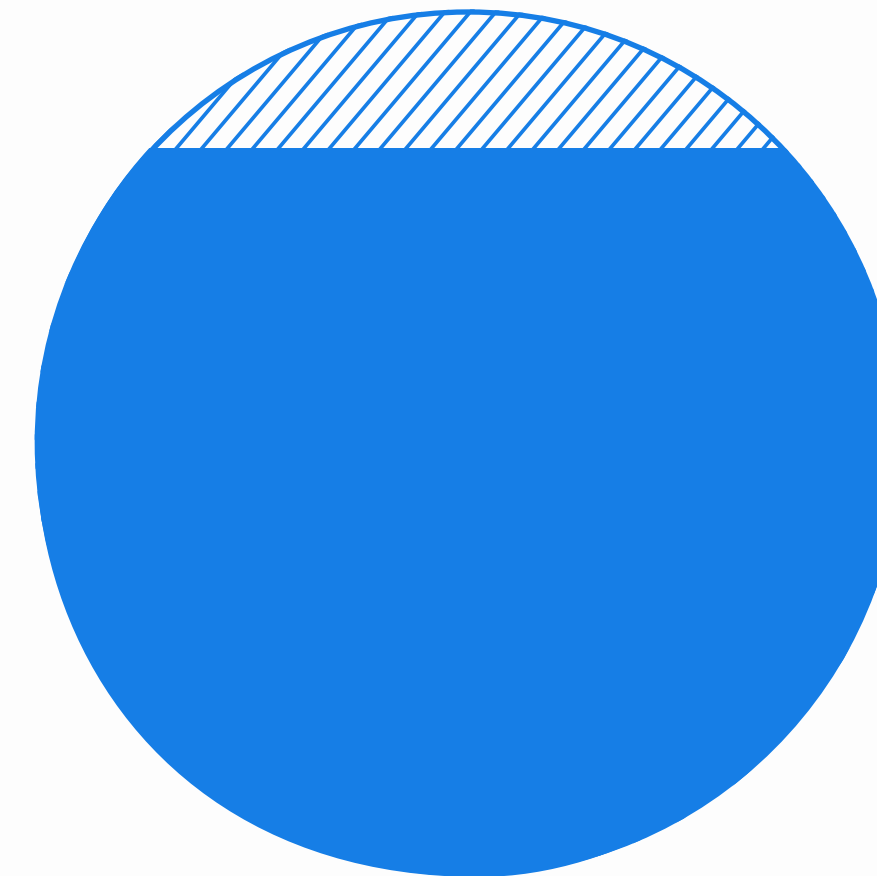
07

Of all readers, 73 per cent access FT.com or the FT App at least once a week, but there is **considerable variation across industries**. 84 per cent of those working in the fast-moving financial sector frequently access one of the brand's different digital platforms.



73%

access FT.com or  
the FT App at least  
once a week



84%

of finance professionals  
frequently use FT digital  
platforms

## FT readers: time spent with the podcasts

08

59%

of readers access one of the FT's many digital products **at least once a week**, with 30 per cent reading one of the newsletters and 31 per cent of readers listening to at least one of the podcasts. This figure jumps to 52 per cent among millennials and Gen Z.

30%

read one of the FT newsletters

31%

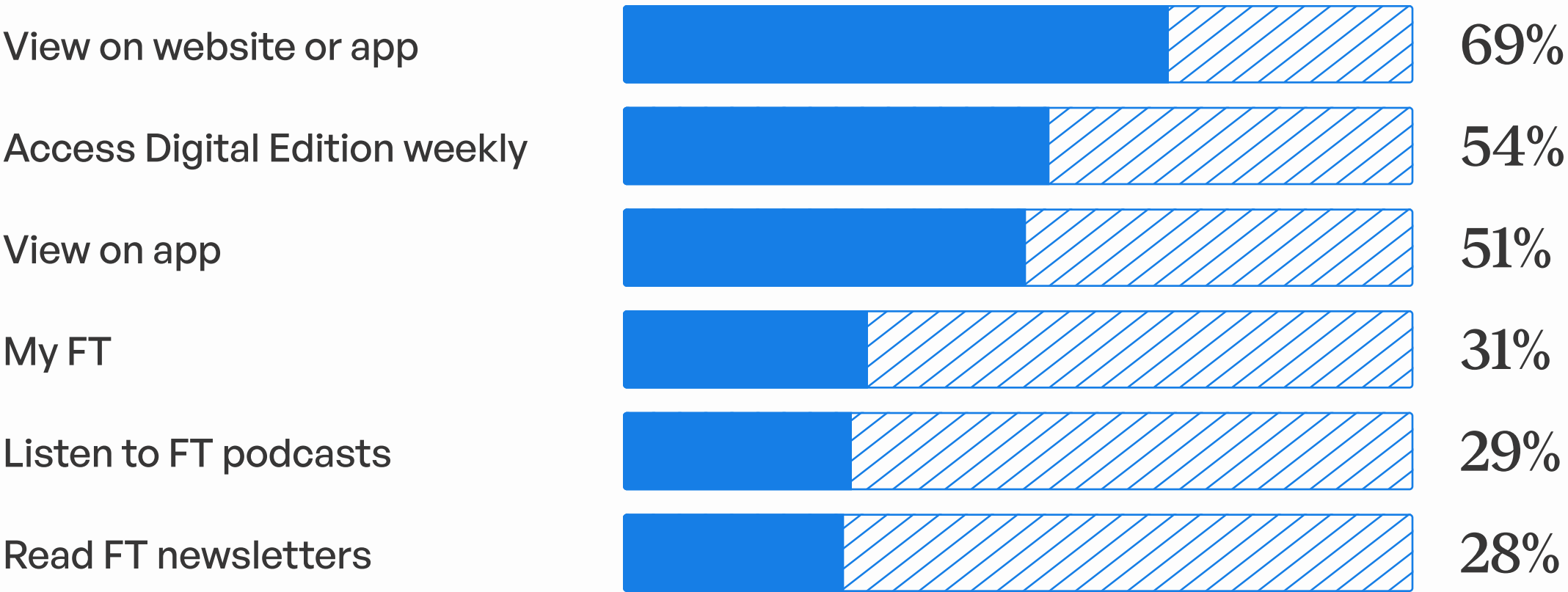
listen to at least one FT podcast

52%

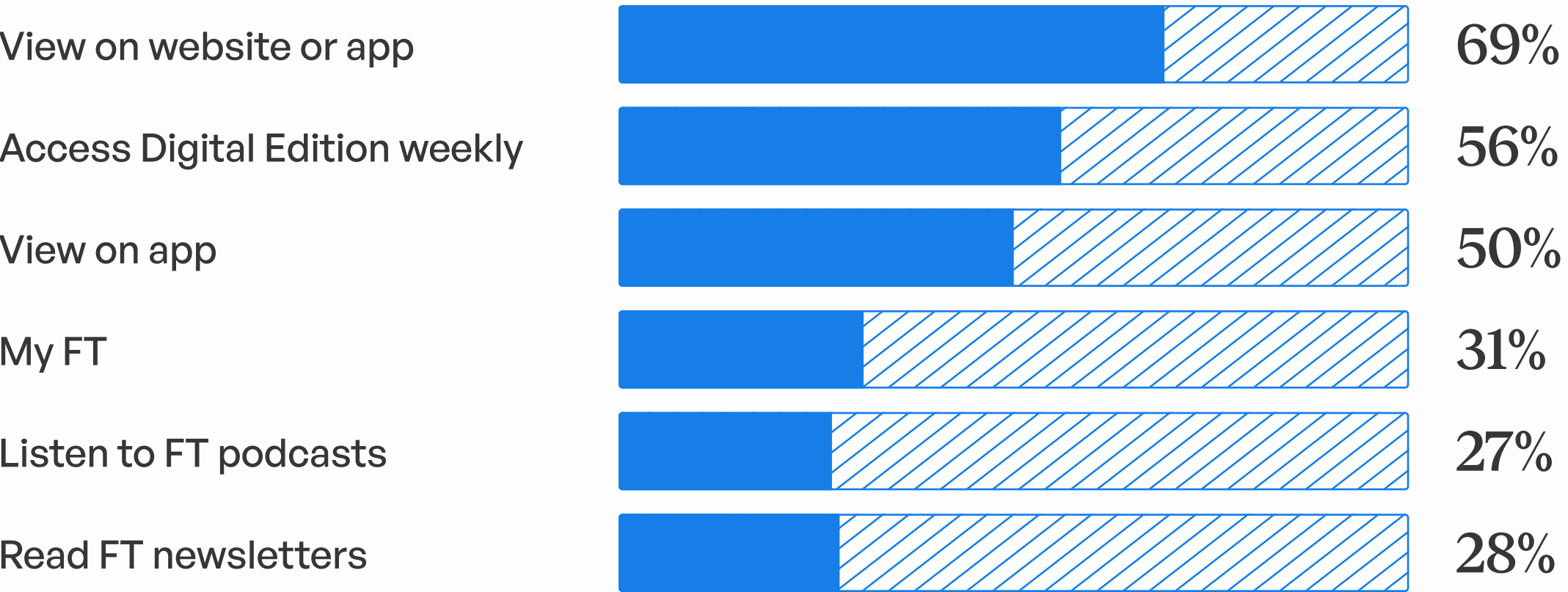
of millennials and Gen Z listen to FT podcasts

# FT readers: how they interact with the FT

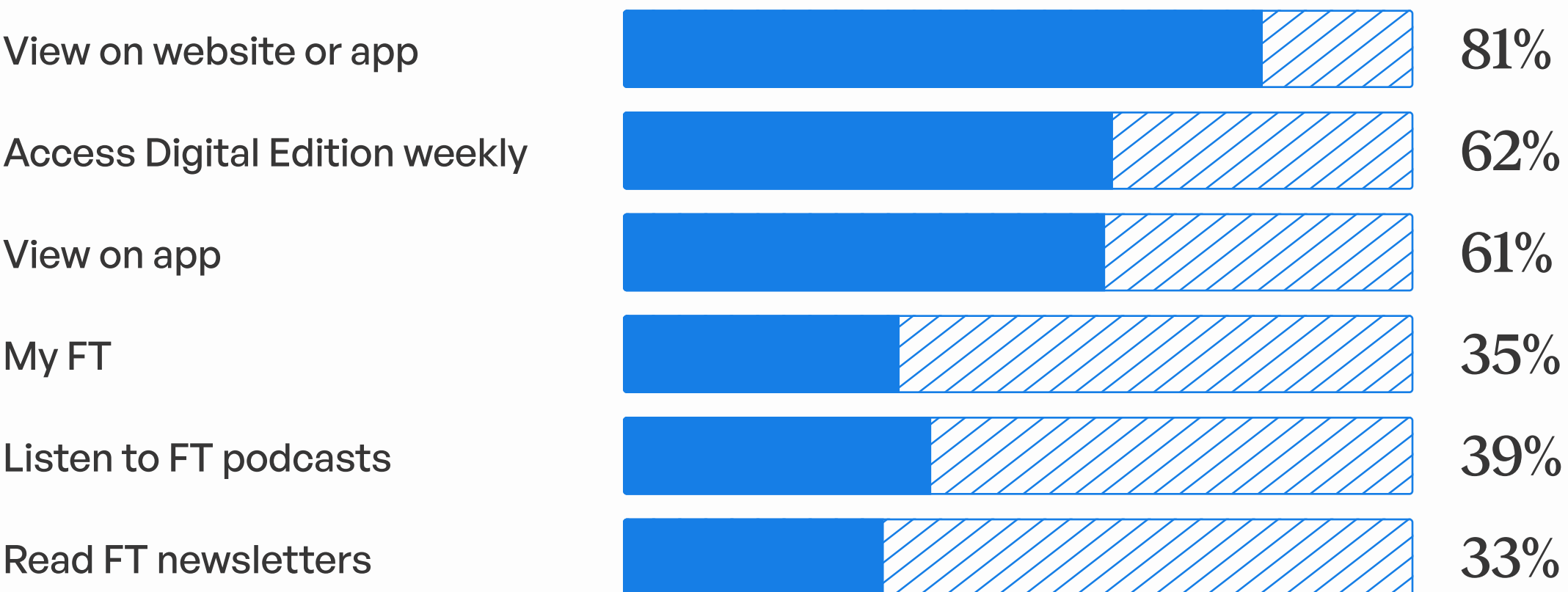
## United Kingdom



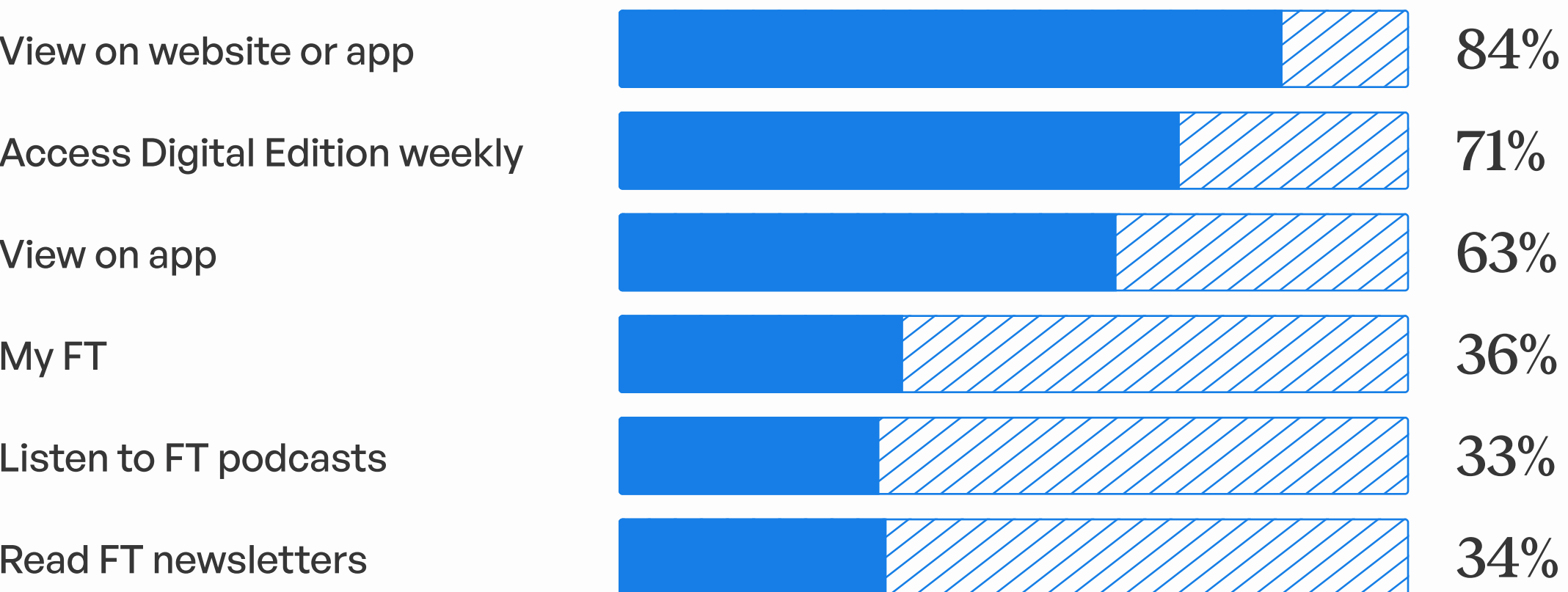
## Americas



## CEMEA



## APAC



Profile

Work/life

Engagement

Motivation

Preference

# Motivation

FT READERS:

**drawn to the FT's  
trustworthy reporting on  
global news and finance**





# FT readers: why are they drawn to the FT?

09

Unsurprisingly, the brand's global audience comes for its **global perspective**, with 92 per cent citing it as one of the reasons they read the FT. And the FT's reputation as a world authority on **economic matters** remains undimmed: 88 per cent of readers enjoy its **coverage of the finance sector**.

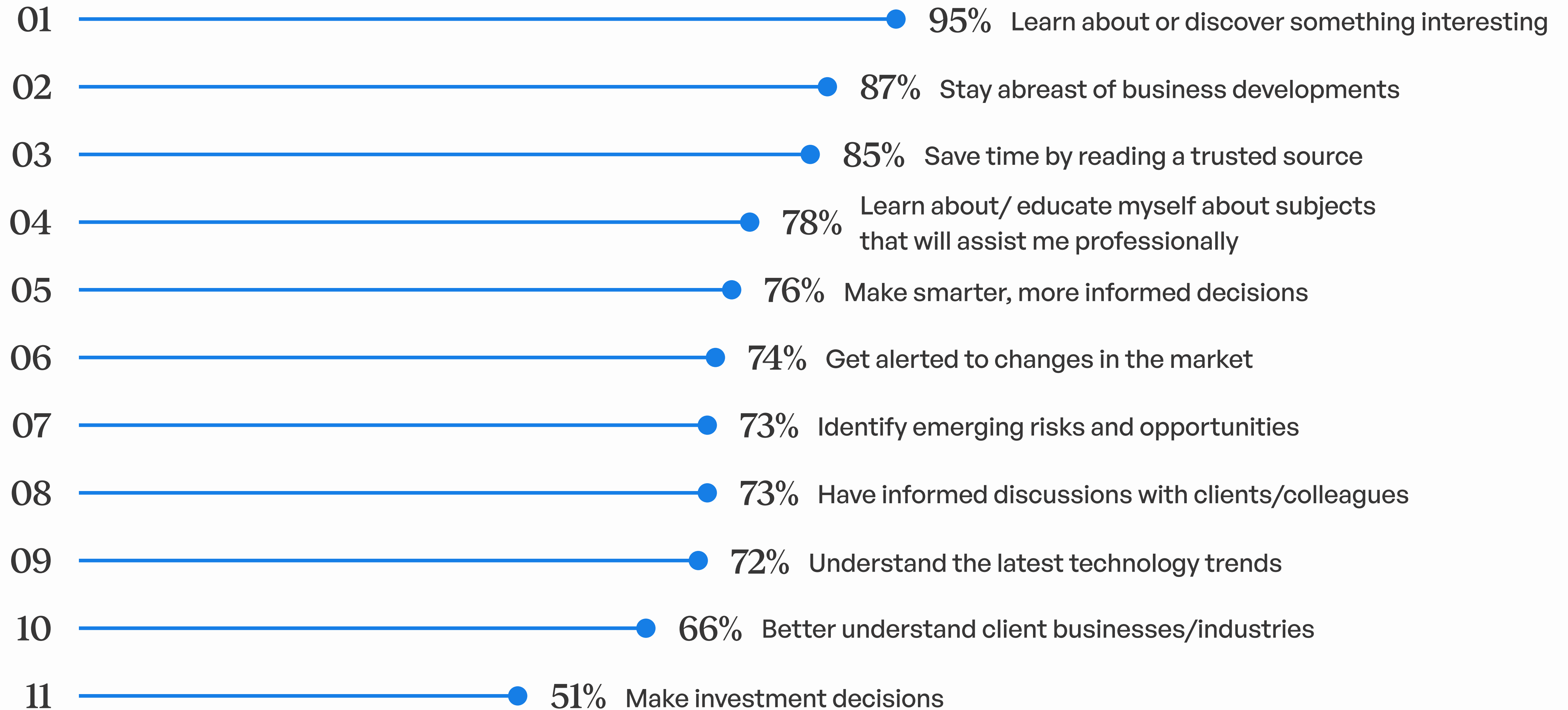
92%

read the FT for its global perspective

88%

enjoy the FT's finance sector coverage

# FT readers: how many agree that the FT helps them...



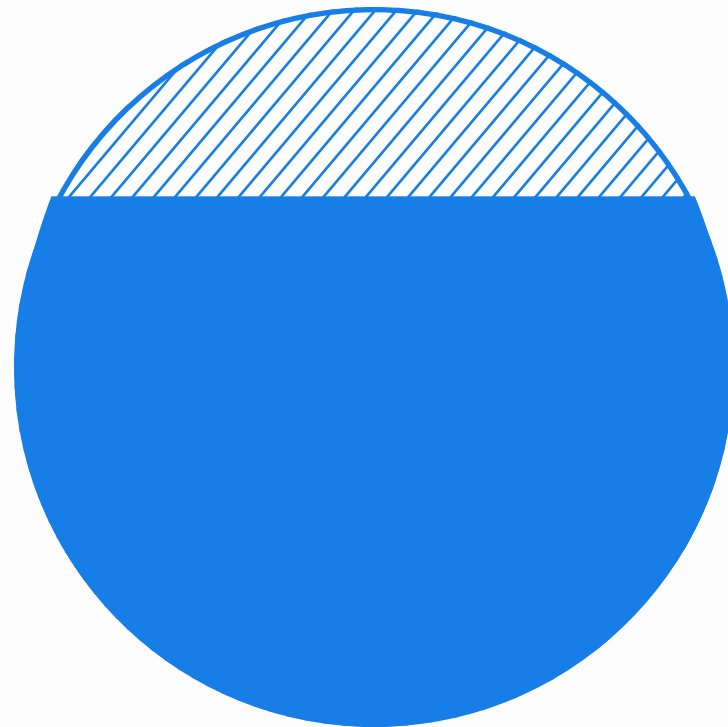
# FT readers: how much do they trust FT content

# 10

Nearly three quarters of all readers (74 per cent) say the FT is their **most trusted news source**. 56 per cent agreed with the statement: “I believe anything written in the FT to be important,” rising to 60 per cent among C-suites. And while a quarter of readers say they **trust branded content** appearing within the FT, this number increases to more than one-third (37 per cent) for Gen Z.

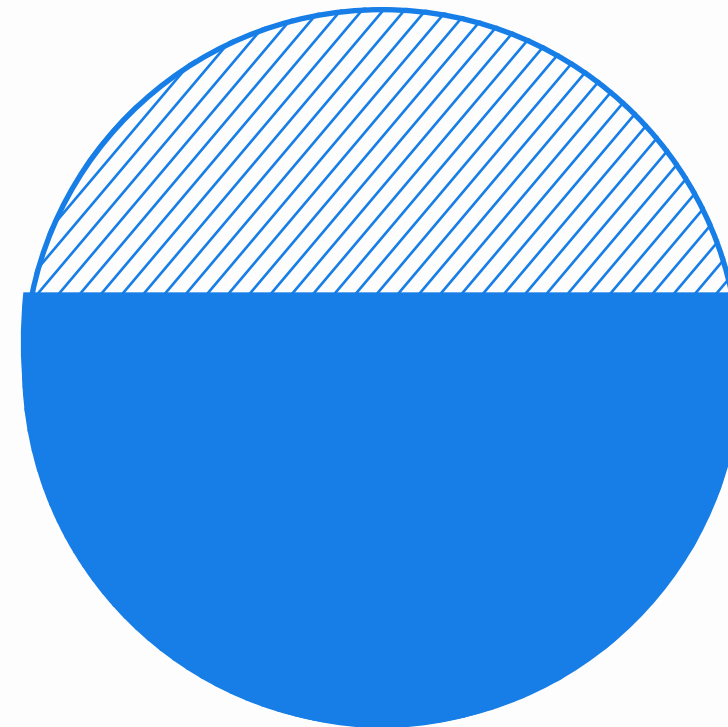
## 74%

say the FT is their most trusted news source



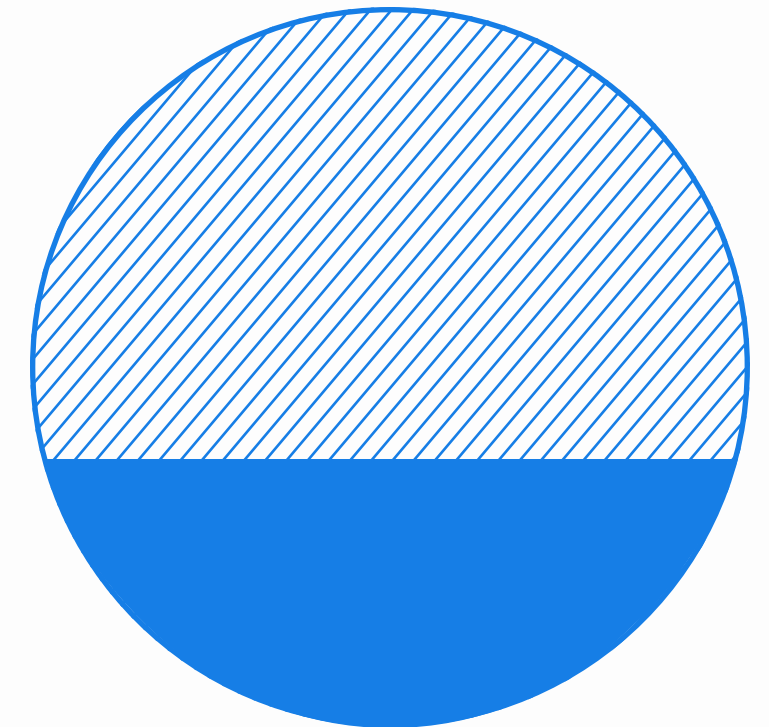
## 60%

of C-suite readers believe that anything written in the FT is important



## 37%

of Gen Z readers trust the FT's branded content



# Key audience insight 2

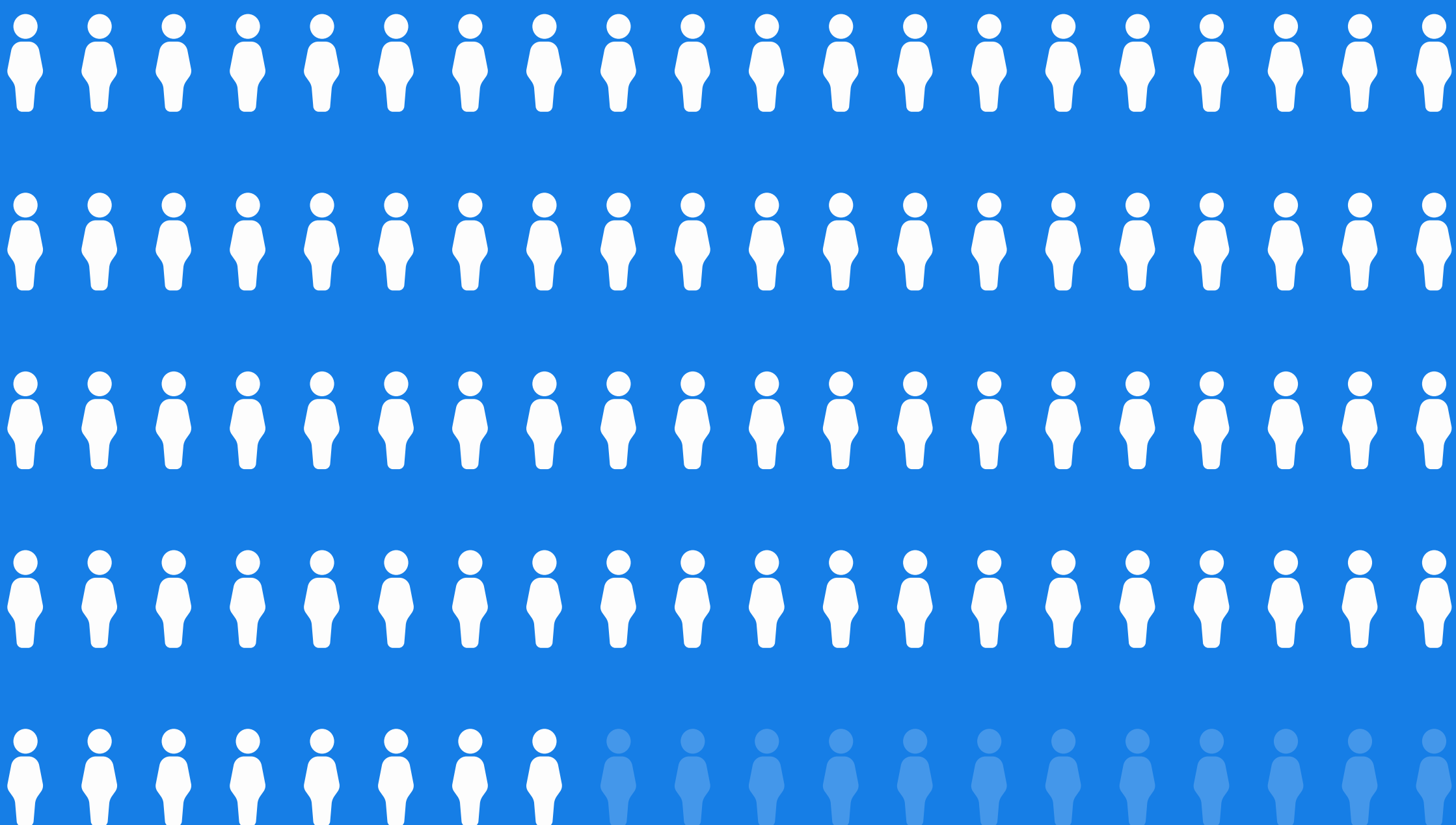
## FT readers use its coverage to stay competitive

From younger executives through to captains of industry, readers of all stripes recognise that the FT gives them a business advantage. 88 per cent of millennial and Gen Z readers read the FT to educate themselves about subjects that will assist them professionally. And 92 per cent of C-suite readers say the FT helps them to stay abreast of business developments.

Overall, 66 per cent of respondents read the FT to better understand their clients' businesses and industries, a form of research that is particularly popular among those working in IT and technical services (73 per cent). When it comes to making investment decisions, 51 per cent of respondents said that reading the FT helped inform their choices, a figure that rose to 59 per cent among readers who work as institutional investors or in wealth management. And although readers under 25 have on average been reading the FT for 3 years, 76 per cent agree that the FT is their most trusted media source.

88%

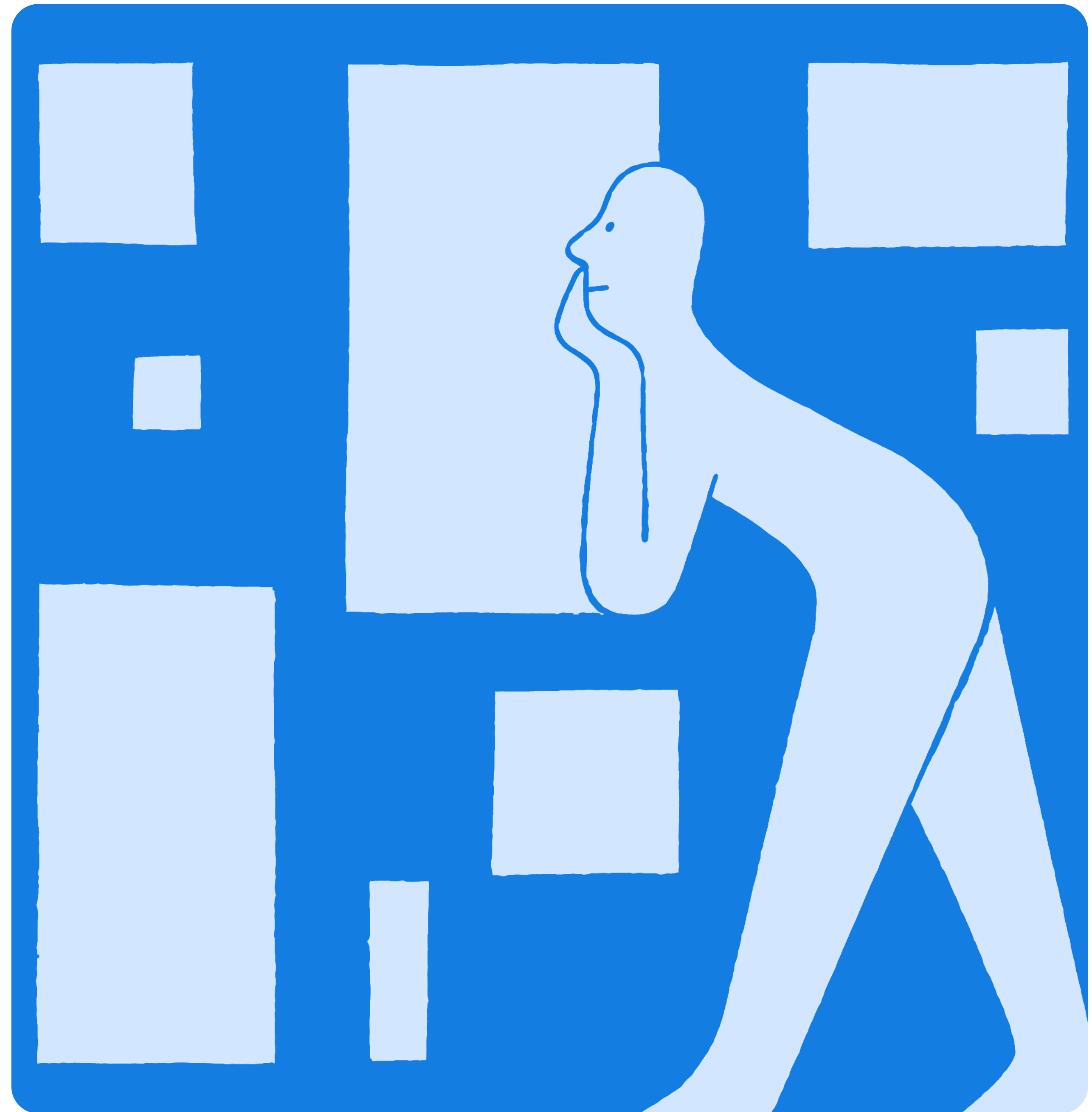
of millennial and Gen Z readers read the FT to educate themselves about subjects that will assist them professionally.





# Content Preferences

**News dominates but FT readers appreciate the breadth of the brand's offering**



## FT readers: the FT sections they read

11

The FT's coverage of world news is **the most-read** aspect of its offering, with 82 per cent of respondents regularly consuming it. But there is great interest in the full breadth of its coverage. More than half of respondents regularly read the FT's opinion pages (51 per cent). And 46 per cent read the Life & Arts section, a figure that jumps to 59 per cent among readers over 55 years old.

84%

of C-suite readers regularly read the FT's world news coverage

56%

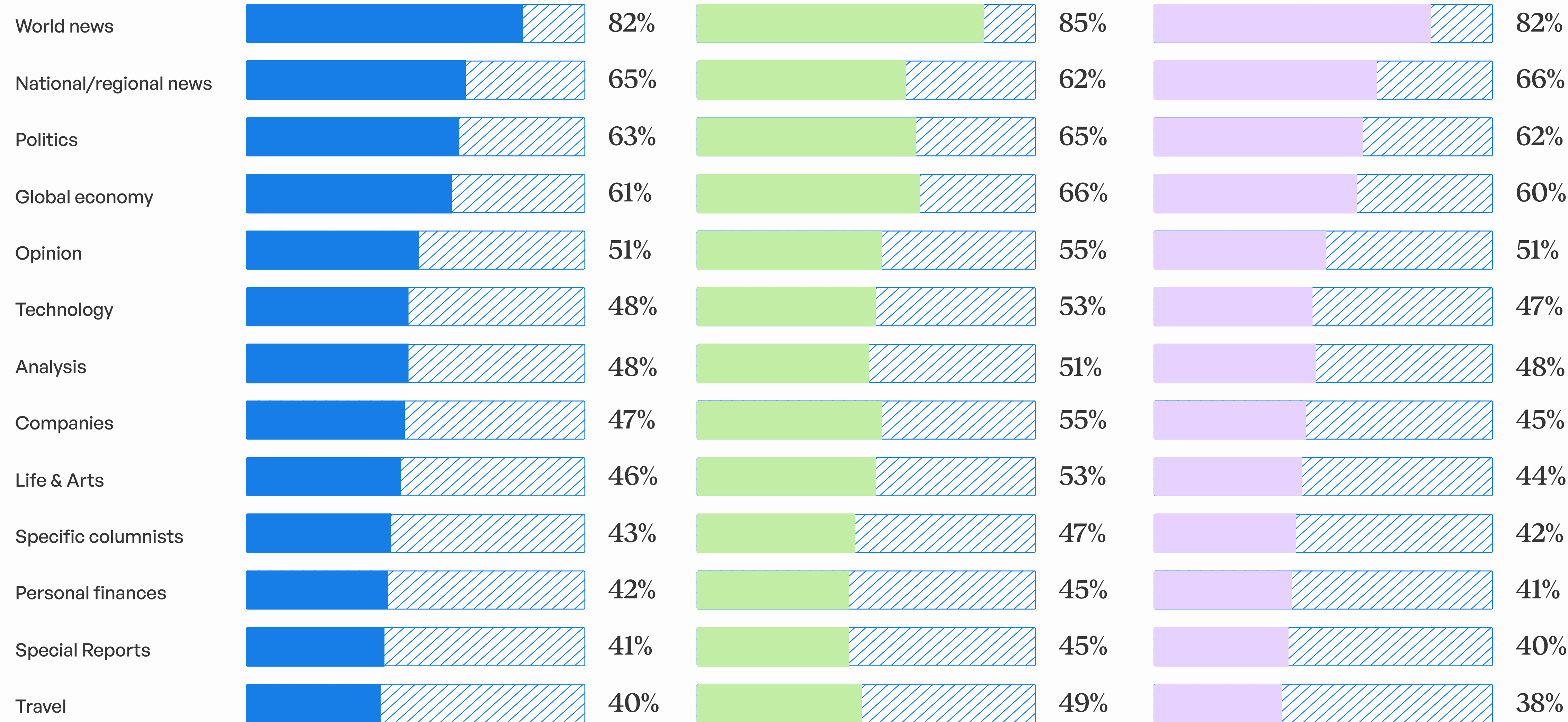
of readers with £500k+ income regularly read the FT's opinion pages

46%

regularly read the Life & Arts section

# FT readers: the FT sections they read

Overall C-suite Non C-suite



Profile

Work/life

Engagement

Motivation

Preference

# Key audience insight 3

## The FT audience reads beyond the front page

Given that 74 per cent of respondents agree that the FT is their most trusted news source, it's unsurprising that world news is, by some way, is the most regularly read content (82 per cent). The FT's coverage of technology is also popular – read regularly by 48 per cent of readers; its opinion pieces are similarly sought after, by 51 per cent. Interestingly, there is remarkable consistency in preferences across regions, ages and genders, with the odd occasionally unexpected variation.

Counterintuitively, the FT's coverage of the climate is more widely read by those over 65 (41 per cent) than it is among millennials and Gen Z (32 per cent). 69 per cent of FT readers are international business travellers, so it is less surprising that a significant chunk of readers (41 per cent) enjoy the coverage of luxury travel, a figure that rises to 64 per cent among those with a household income above £500k.

48%

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# Learn more

Beyond the increasing diversity of the FT's audience, and the influence and business clout of its readers, one of the surprises of the 2024 reader survey was the volume of responses. Some **11,934 readers** completed the survey (an 11 per cent increase on 2022), reflecting the brand's rapidly growing audience. Since 2010, the FT's total paid-for circulation, encompassing both digital and print, has grown from **579,763 to 1,421,377 today**.

Ultimately, there is no such thing as a typical FT reader. Our audience is as dynamic and diverse as the world we cover.

Now you know about the profile of the FT readership, find out what they think in the [FT Audience Barometer](#), our quarterly insight into readers' opinions on everything from the state of the global economy to the future of democracy.

For more information about the survey,  
please email: [research@ft.com](mailto:research@ft.com)

