

Recent subscribers

Basic Screener info

7 users

Variety of ages & genders if possible

Subscribed to some digital NYT product (print & digital) in the past week

Interview guidelines

1. Generic question info
2. About why they pay:
 - a. Background on their usage
 - b. Any lingering hesitations about having converted?
 - c. Main reasons for converting?
 - i. Find pain points (try to validate PM hypo about why people convert)
 - d. Did they convert right away or after a while?
 - i. Why?
3. Used to read print version?
 - a. Why did you switch to/add digital?