



Paying for News: Why People Subscribe and What It Says About the Future of Journalism

**Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research**

Interviews: 2/16-3/20/2017

2,199 adults

Margin of error: +/- 2.7 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Technology

We would like to start by asking you about how you use technology.

Q1. Do you use the Internet or email for any purpose, or not?

	AP-NORC 2/16-3/20/2017
Yes	94
No	6
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	2,199

Q2. Next, do you own a cellphone, or not?

	AP-NORC 2/16-3/20/2017
Yes	96
No	3
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
N=	2,199

If yes in Q2

Q3. Do you own a cellphone that connects to the Internet, or does your phone only receive calls and text messages?

	AP-NORC 2/16-3/20/2017
Cellphone connects to the internet	86
Cellphone only receives calls and text messages	14
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
N=	2,098

Q4. Do you own or use a tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab, or not?

	AP-NORC 2/16-3/20/2017
Yes	60
No	40
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N= 2,199	

Following News

Now we have some questions about news and information. By news and information, we mean the information that you use to understand the world around you. This can include sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news or information that you need to understand the world around you.

Q6. How often do you watch, read, or hear news? Again, by news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other kind of news, by any means.

	AP-NORC 2/16-3/20/2017
More than once a day NET	67
Several times an hour	7
Several times a day	61
Once a day	18
Less than once a day NET	15
Several times a week	6
Weekly	3
Less often	5
Never	1
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N= 2,199	

Q7. How important is it to you personally to keep up with news and information?

	AP-NORC 2/16-3/20/2017
Not at all/Not very important NET	11
Not at all important	2
Not very important	9
Moderately important	40
Extremely/Very important NET	49
Very important	37
Extremely important	12
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N=

2,199

QTopic. Here are some common news and information topics. Which of these news topics do you follow most often or closely? Please select up to three of the following:

	AP-NORC 2/16-3/20/2017
National politics or government	57
Traffic and weather	55
Crime and public safety	27
Sports	24
Local politics or government	14
Science and technology	13
Healthcare and medical information	10
My particular town or neighborhood	17
Social issues like abortion, race, and gay rights	7
Foreign or international news	9
Business and the economy	9
The environment and natural disasters	6
Schools and education	7
My hobbies	10
Lifestyle topics such as food, beauty, exercise, or parenting	7
Entertainment and celebrities	9
Art and culture	2
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

2,199

Q8. Choose the statement that best describes you, even if it is not exactly right. In general...

	AP-NORC 2/16-3/20/2017
I actively seek out news and information	63
I mostly bump into news and information as I do other things or hear about it from others	36
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	2,199

Q9. Here are some different devices or technology that you might or might not use to get news and information.

Did you use each device or technology to get news and information in the last week, or did you not?

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
A television (N=2,199)	82	18	-	1
<i>If yes to Q4</i> A tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab (N=1,323)	63	35	-	2
A desktop or laptop computer (N=2,199)	65	33	-	2
A radio (N=2,199)	60	38	*	3
Paper versions of print publications such as newspapers or magazines (N=2,199)	42	57	-	1
<i>If yes to Q3</i> A cellphone (N=1,796)	85	14	-	1
An E-reader, such as a Kindle or Sony Reader (N=2,199)	8	90	-	2

Q10. These days many people get their news and information from social media. Do you ever get any news from...?

	AP-NORC 2/16-3/20/2017
Facebook	60
Twitter	15
Reddit	6
Instagram	14
Snapchat	10
YouTube	36
LinkedIn	10
Other social or chat platforms	10

N=

2,199

If yes to any in Q10

Q10_2. How often do you watch, read, hear, or see news on...?

AP-NORC 2/16-3/20/2017	More than once a day NET	Several times an hour	Several times a day	Once a day	Less than once a day NET	Several times a week	Weekly	Less often	DK	SKP/ REF
<i>If yes to Q10A</i> Facebook (N=1,293)	58	10	48	21	21	10	5	6	*	*
<i>If yes to Q10B</i> Twitter (N=337)	35	8	27	18	45	19	13	13	*	1
<i>If yes to Q10C</i> Reddit (N=135)	38	9	29	21	40	17	9	14	*	1
<i>If yes to Q10D</i> Instagram (N=298)	47	12	34	20	33	9	11	12	-	1
<i>If yes to Q10E</i> Snapchat (N=188)	43	6	37	21	36	13	8	15	-	*
<i>If yes to Q10F</i> YouTube (N=770)	23	5	19	18	58	21	13	25	-	1
<i>If yes to Q10G</i> LinkedIn (N=248)	8	2	6	14	77	17	21	39	-	2
<i>If yes to Q10H</i> Other social or chat platforms (N=221)	32	5	27	15	52	13	7	31	-	2

Q5. People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that it...?

[ITEMS RANDOMIZED]

AP-NORC 2/16-3/20/2017	Extremely/ Very imp. NET	Extremely impt.	Very impt.	Somewhat impt.	Not very/not at all impt. NET	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	35	7	28	43	22	15	7	*	*
Helps me find places to go and things to do.	24	4	19	43	33	23	10	*	*
Helps me care for myself or my family.	42	11	31	39	19	12	6	*	*
Helps me save or manage my money.	30	8	22	38	32	21	11	*	*
Is enjoyable or entertaining.	28	5	23	47	24	16	8	*	*
Helps me stay informed to be a better citizen.	54	15	39	33	12	8	4	*	*
Helps me decide where I stand on things.	39	9	30	40	21	14	7	*	1
Shares my point of view.	21	4	17	41	37	27	10	*	1
Is very good at covering an issue or topic I care a lot about.	53	14	39	35	11	8	4	*	1

N=2,199

Paying for News

QPay2. In the past year, please check whether you have donated money, someone else in your household has donated money, or you have not donated money to each of the following:

AP-NORC 2/16-3/20/2017	I have donated	Someone in my household has donated	I have not donated	DK	SKP/ REF
A. Public television (A local PBS television station, for example)	10	4	86	*	*
B. Public radio (A local NPR radio station, for example)	7	5	88	*	*
C. Other non-profit journalism	8	4	89	*	*

N=2,199

QPay. Next, we are interested in whether you paid to use any media in the last year. For each of the following types of media, please indicate whether you personally have a subscription or pay for it on a regular basis, or not.

AP-NORC 2/16-3/20/2017	Yes, I personally have a subscription or pay for it on a regular basis	No, I do not personally pay for it	DK	SKP/ REF
A. Cable or satellite television	65	35	-	*
B. Satellite radio such as SiriusXM	16	83	-	1
C. Music you download or stream	27	72	*	1
D. Movies or television shows you download, rent or stream	48	52	-	*
E. Video games or video game apps	19	81	-	1
F. News apps for your smartphone or tablet	15	84	*	1
G. Print version of a magazine	27	73	-	1
H. Digital-only version of a magazine	7	92	*	1
I. Both print and digital versions of a magazine	8	91	*	1
J. Print version of a newspaper	24	75	-	1
K. Digital-only version of a newspaper	8	91	-	1
L. Both print and digital version of a newspaper	11	88	*	1
M. Print or digital newsletter	9	90	-	1
N. Digital news site such as Yahoo News or MSN News	10	89	-	1

N=2,199

QSomeonePay. For each of the following types of media, please indicate whether someone else pays for a subscription that you have used regularly in the last year, or not.

AP-NORC 2/16-3/20/2017	Yes, someone else pays for a subscription that I use	No, I do not use a subscription that someone else pays for	DK	SKP/ REF
A. Cable or satellite television	23	76	*	1
B. Satellite radio such as SiriusXM	7	92	*	1
C. Music you download or stream	9	89	*	1
D. Movies or television shows you download, rent or stream	17	82	*	1
E. Video games or video game apps	7	92	*	1
F. News apps for your smartphone or tablet	6	93	*	1
G. Print version of a magazine	7	92	*	1
H. Digital-only version of a magazine	4	95	*	1
I. Both print and digital versions of a magazine	4	95	*	1
J. Print version of a newspaper	9	90	*	1
K. Digital-only version of a newspaper	4	95	*	1
L. Both print and digital version of a newspaper	4	95	*	1
M. Print or digital newsletter	3	96	*	1
N. Digital news site such as Yahoo News or MSN News	4	94	*	1

N=2,199

QUseFree. For each of the following types of media, please indicate whether you have used it for free in the last year, or not.

AP-NORC 2/16-3/20/2017	Yes, I have used it for free	No, I have not used it for free	DK	SKP/ REF
A. Cable or satellite television	15	84	*	*
O. Basic or broadcast television	32	67	*	*
B. Satellite radio such as SiriusXM	13	85	*	1
P. AM/FM radio	80	20	-	*
C. Music you download or stream	39	60	*	1
D. Movies or television shows you download, rent or stream	36	64	*	*
E. Video games or video game apps	25	74	-	1
F. News apps for your smartphone or tablet	39	60	*	*
G. Print version of a magazine	19	80	*	1
H. Digital-only version of a magazine	13	86	*	1
I. Both print and digital versions of a magazine	14	85	-	*
J. Print version of a newspaper	24	75	-	*
K. Digital-only version of a newspaper	20	80	-	1
L. Both print and digital version of a newspaper	14	85	-	1
M. Print or digital newsletter	23	76	-	1
N. Digital news site such as Yahoo News or MSN News	38	61	*	1
Q. Social media sites	54	45	*	1

N=2,199

QPay3. Do you ever occasionally pay for media products in any of the following ways?

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
Download or rent a movie	55	44	*	*
Download or rent a TV show series or episode	30	69	*	1
Buy a print magazine from a stand or store	37	63	-	*
Buy an individual copy of a newspaper at a stand or store	34	66	*	*

N=2,199

[The next series of questions asks about one item selected by the respondent in QPay or QPay2. The type of media was randomly chosen among QPay2_A-QPay2_C and QPay_F-QPay_K, but was prioritized in the following order: 1) print and/or digital versions of newspapers, personally subscribed; 2) news apps or print and/or digital versions of magazines, personally subscribed; 3) public TV, radio, or other nonprofit journalism, personally donated to; 4) print or digital newsletters or digital news sites, personally subscribed. Respondents were not asked about television, radio, social media, or entertainment sources (e.g. movies or video games), or media someone else pays for.]

If yes to any in QPay2 or QPay_F-QPay_K

Q11_1. What is the name of [MEDIA IN QPAY2 OR QPAY] you pay for that you use most regularly?

[OPEN ENDED RESPONSE, NOT CODED]

If named a source in Q11_1

Q12_1. How often would you say you get news and information from [SOURCE NAMED IN Q11_1]?

	AP-NORC 2/16-3/20/2017
More than once a day NET	14
Several times an hour	1
Several times a day	12
Once a day	30
Less than once a day NET	56
Several times a week	15
Weekly	18
Less often	23
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,157

If named a source in Q11_1

Q13_1. In which of the following ways do you interact with [SOURCE NAMED IN Q11_1]? Do you ...?

AP-NORC 2/16-3/20/2017	Yes	No	Not applicable	DK	SKP/ REF
Use its app	25	56	18	*	*
Subscribe to its push notifications, text messages, or email news alerts	18	64	18	*	*
Subscribe to an email newsletter	16	65	18	*	*
Follow it on social media	24	59	16	*	1
Regularly share its content with others	49	41	9	*	1
Visit its website	46	43	10	*	1
Save print copies to read later or share with others	41	47	11	*	1
Use the coupons	37	46	17	*	1

N=1,157

If named a source in Q11_1

Q14_1. What do you like most about [SOURCE NAMED IN Q11_1]?

[OPEN ENDED RESPONSE]

	AP-NORC 2/16-3/20/2017
Useful information/informative/like articles/stories/interesting/like content/topics	18
Local/community/regional/hometown	25
High-quality, good, well done	3
Accurate/truthful/honest/balanced/unbiased/reliable	7
Shares my ideological leanings/points of view	*
Timely, keeps me up-to-date/timely coverage/latest news	4
Has a variety of topics, broad coverage, lots of different news, comprehensive	4
In depth/detailed	*
It's free/cost	2
Convenient/familiarity	4
Coupons/ads	2
Sports section	3
Music	*
Editorials/opinions section	*
Lifestyle/entertainment/movies coverage, e.g. recipes, decorating tips, celebrities	7
Crossword puzzles, comics, games	2
Weather/traffic	1
Connect/stay in touch with friends	*
Other	7
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	8

N=

1,157

If named a source in Q11_1

Q15_1. People use news for many reasons. When it comes to the biggest reasons you use [SOURCE NAMED IN Q11_1], how important to you is it that it...?

[ITEMS RANDOMIZED]

AP-NORC 2/16-3/20/2017	Extremely/ Very impt. NET	Extremely impt.	Very impt.	Somewhat impt.	Not very/not at all impt. NET	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	32	5	27	37	30	14	16	*	1
Helps me find places to go and things to do.	21	4	18	36	41	20	21	*	1
Helps me care for myself or my family.	27	6	22	37	35	18	17	*	1
Helps me save or manage my money.	21	4	17	30	48	24	24	*	1
Is enjoyable or entertaining.	42	8	34	41	16	8	8	*	1
Helps me stay informed to be a better citizen.	47	16	31	33	19	8	11	*	1
Helps me decide where I stand on things.	30	7	24	36	33	17	16	*	1
Shares my point of view.	17	4	12	36	46	29	17	*	1
Is very good at covering an issue or topic I care a lot about.	48	15	33	36	15	8	7	*	1

N=1,157

If named a source in Q11_1

Q16_1. How easy or difficult is it for you to find the news and information you care about from [SOURCE NAMED IN Q11_1]?

	AP-NORC 2/16-3/20/2017
Easy NET	72
Very easy	49
Somewhat easy	23
Neither easy nor difficult	22
Difficult NET	6
Somewhat difficult	3
Very difficult	2
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,157

If named a source in Q11_1

Q17_1. Thinking of the types of news information you care most about from [SOURCE NAMED IN Q11_1], how easy or difficult is it to get similar news and information from other sources?

	AP-NORC 2/16-3/20/2017
Easy NET	54
Very easy	21
Somewhat easy	33
Neither easy nor difficult	29
Difficult NET	15
Somewhat difficult	11
Very difficult	4
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

1,157

If named a source in Q11_1

Q18_1. How reliable is the news and information you get from [SOURCE NAMED IN Q11_1]?

	AP-NORC 2/16-3/20/2017
Not at all/A little reliable NET	9
Not at all reliable	3
A little reliable	7
Moderately reliable	29
Very/Completely reliable NET	61
Very reliable	49
Completely reliable	12
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,157

If named a source in Q11_1

Q19_1. How long have you been paying for [SOURCE NAMED IN Q11_1]?

	AP-NORC 2/16-3/20/2017
A year or less NET	34
Last three months or less	16
Last six months	5
Last year	13
Two to five years	21
More than five years	41
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2
N=	1,157

If named a source in Q11_1

Q20_1. Did you regularly get news from [SOURCE NAMED IN Q11_1] before deciding to pay for it, or not?

	AP-NORC 2/16-3/20/2017
Yes	34
No	64
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2
N=	1,157

If yes in Q20_1

Q21_1. How long were you getting news from [SOURCE NAMED IN Q11_1] before deciding to pay for it?

	AP-NORC 2/16-3/20/2017
Less than a month	20
A month or two	12
A few months to a year	15
A year or two	17
More than two years	34
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1

N=

373

If named a source in Q11_1

Q22_1. What factors helped lead you to start paying for [SOURCE NAMED IN Q11_1]?

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
My friends or family used it	41	56	1	2
I noticed it on social media	13	83	*	3
There was a discount or promotion for it	37	60	*	3
I got it at work and then started paying for it myself	12	85	*	3
I was looking for a news source that covers a particular topic/issue	43	54	1	2
I was hitting the maximum amount of content I could see for free	17	79	*	3
My personal situation changed and I now have more time to use the paid content	22	75	*	3
My financial situation changed and I can now afford to pay for it	19	77	*	3

N=1,157

If named a source in Q11_1

Q23_1. In terms of the price you pay for [SOURCE NAMED IN Q11_1], would you say it is...?

	AP-NORC 2/16-3/20/2017
A significant cost for you	7
A moderate cost for you	32
A very small cost for you	58
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,157

If named a source in Q11_1

**Q23_2. Think about your satisfaction with [SOURCE NAMED IN Q11_1] given the price you pay for it.
Which statement comes closest to your opinion?**

	AP-NORC 2/16-3/20/2017
It is a very good value for the price.	40
It is a fair value for what it gives me.	43
It is somewhat overpriced, and not a good value.	11
It is very overpriced compared to the value it gives me.	4
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,157

If named a source in Q11_1

Q24_1. What benefits do you get from paying for [SOURCE NAMED IN Q11_1]?

Please select all that apply.

	AP-NORC 2/16-3/20/2017
I get content that is only available to paying customers	36
I feel good about contributing to the news organization	30
I get access to print in addition to digital content	28
It gives me access to events sponsored by the news organization	17
I get access to giveaways or other benefits only available to subscribers	12
I like getting an unlimited number of digital stories	14
I like the coupons or discounts	33
DON'T KNOW	2
SKIPPED ON WEB/REFUSED	7
N=	1,157

If named a source in Q11_1 and pays for both print and digital versions of a newspaper or magazine
QBundled_1. Do you use the print or digital version of [SOURCE NAMED IN Q11_1] more often, or do you use them both fairly equally?

	AP-NORC 2/16-3/20/2017
Print	61
Digital	18
I use both fairly equally	21
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	161

If named a source in Q11_1 and pays for the print version only of a newspaper or magazine, or uses print version more often in QBundled_1

QPrint_1. How likely do you think it is that you will give up your print subscriptions in favor of getting a digital-only subscription in the future?

	AP-NORC 2/16-3/20/2017
Not at all/Not too likely	79
Not at all likely	50
Not too likely	29
Moderately likely	14
Very/Extremely likely	5
Very likely	3
Extremely likely	2
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

712

If named a source in Q11_1 and pays for the print version only of a newspaper or magazine, or uses print version more often in QBundled_1

QPrintb_1. What are the main reasons you, personally, tend to prefer to get news and information from [SOURCE NAMED IN Q11_1] in print rather than digital?

Please select all that apply.

	AP-NORC 2/16-3/20/2017
Easier to read	64
Less expensive	9
I notice more stories and feel I get more news and information	38
The printed coupons or inserts	30
Can save print copies	29
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	3

N=

712

If named a source in Q11_1 and pays for the digital version only of a newspaper or magazine, or uses digital version more often in QBundled_1

QDigital_1. Did you ever subscribe to the print edition before getting your digital-only subscription to [SOURCE NAMED IN Q11_1], or have you only ever had a digital-only subscription?

	AP-NORC 2/16-3/20/2017
Yes, I used to get the print edition	44
No, I've only ever had a digital subscription	53
DON'T KNOW	2
SKIPPED ON WEB/REFUSED	1

N=

162

If named a source in Q11_1 and pays for the digital version only of a newspaper or magazine

QDigitalb_1. What are the main reasons you, personally, tend to prefer to get news and information from [SOURCE NAMED IN Q11_1] in a digital version?

Please select all that apply.

	AP-NORC 2/16-3/20/2017
Easier to read	39
Less expensive	35
Print not offered	10
I can access the content no matter where I am	64
Content is more frequently updated	33
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2

N=

137

Sources for Non-Payers

If does not pay for any type of media

QNOPAY. What are the main reasons you why you haven't paid for a news or information subscription in the past year?

Please select all that apply.

	AP-NORC 2/16-3/20/2017
I'm not interested enough in the content to pay for it	41
I can find plenty of free content so I don't need to pay	54
I'm too busy to use it	13
It's too expensive	24
I can get access to the paid content in other ways	17
I do not trust news and information from the media	15
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	*

N=

1,005

[The next series of questions asks about one item selected by the respondent in QUseFree. This type of media was randomly chosen, but was prioritized in the following order: 1) print and/or digital versions of newspapers, used for free; 2) news apps or print and/or digital versions of magazines, used for free; 3) any other type of media used for free.]

Q11_2. Now we want to ask you about the [MEDIA IN QUSEFREE] you mentioned you use for free.
What is the name of the [MEDIA IN QUSEFREE] you use most regularly for free?

[OPEN ENDED RESPONSE, NOT CODED]

If named a source in Q11_2

Q12_2. How often would you say you get news and information from [SOURCE NAMED IN Q11_2]?

	AP-NORC 2/16-3/20/2017
More than once a day NET	25
Several times an hour	4
Several times a day	21
Once a day	20
Less than once a day NET	54
Several times a week	13
Weekly	15
Less often	27
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

N=

1,900

If named a source in Q11_2

Q13_2. In which of the following ways do you interact with [SOURCE NAMED IN Q11_2]? Do you ...?

AP-NORC 2/16-3/20/2017	Yes	No	Not applicable	DK	SKP/ REF
Use its app (N=1,900)	34	44	21	*	1
Subscribe to its push notifications, text messages, or email news alerts (N=1,900)	15	62	22	-	1
<i>If selected media is not social media</i> Subscribe to an email newsletter (N=1,793)	7	68	23	-	1
<i>If selected media is not social media</i> Follow it on social media (N=1,793)	23	56	20	-	1
Regularly share its content with others (N=1,900)	34	53	12	*	1
Visit its website (N=1,900)	46	39	13	-	1
<i>If selected media is not social media</i> Save print copies to read later or share with others (N=1,793)	14	66	19	-	1
<i>If selected media is not social media</i> Use the coupons (N=1,793)	12	63	24	-	1

If named a source in Q11_2

Q14_2. What do you like most about [SOURCE NAMED IN Q11_2]?

[OPEN ENDED RESPONSE]

	AP-NORC 2/16-3/20/2017
Useful information/informative/like articles/stories/interesting/like content/topics	13
Local/community/regional/hometown	14
High-quality, good, well done	2
Accurate/truthful/honest/balanced/unbiased/reliable	5
Shares my ideological leanings/points of view	1
Timely, keeps me up-to-date/timely coverage/latest news	5
Has a variety of topics, broad coverage, lots of different news, comprehensive	4
In depth/detailed	1
It's free/cost	6
Convenient/familiarity	6
Coupons/ads	1
Sports section	2
Music	9
Editorials/opinions section	*
Lifestyle/entertainment/movies coverage, e.g. recipes, decorating tips, celebrities	4
Crossword puzzles, comics, games	1
Weather/traffic	1
Connect/stay in touch with friends	4
Other	11
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	11

N=

1,900

Q15_2. People use news for many reasons. When it comes to the biggest reasons you use [SOURCE NAMED IN Q11_2], how important to you is it that it...?

[ITEMS RANDOMIZED]

AP-NORC 2/16-3/20/2017	Extremely/ Very imp. NET	Extremely impt.	Very impt.	Moderately impt.	Not very/not at all impt. NET	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	25	6	19	37	36	15	21	*	1
Helps me find places to go and things to do.	18	4	14	33	47	21	27	*	2
Helps me care for myself or my family.	19	5	14	32	47	21	27	*	2
Helps me save or manage my money.	15	5	11	26	57	23	34	*	2
Is enjoyable or entertaining.	37	10	28	41	21	11	10	*	1
Helps me stay informed to be a better citizen.	36	9	26	32	30	13	17	*	2
Helps me decide where I stand on things.	23	5	18	32	44	21	23	*	1
Shares my point of view.	13	3	11	32	52	26	27	*	2
Is very good at covering an issue or topic I care a lot about.	35	9	27	35	29	12	17	*	1

N=1,900

If named a source in Q11_2

Q16_2. How easy or difficult is it for you to find the news and information you care about from [Q11_2]?

	AP-NORC 2/16-3/20/2017
Easy NET	66
Very easy	40
Somewhat easy	26
Neither easy nor difficult	25
Difficult NET	8
Somewhat difficult	4
Very difficult	4
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,900

If named a source in Q11_2

Q17_2. Thinking of the types of news information you care most about from [Q11_2], how easy or difficult is it to get similar news and information from other sources?

	AP-NORC 2/16-3/20/2017
Easy NET	57
Very easy	26
Somewhat easy	30
Neither easy nor difficult	28
Difficult NET	13
Somewhat difficult	9
Very difficult	4
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	1,900

If named a source in Q11_2

Q18_2. How reliable is the news and information you get from [SOURCE NAMED IN Q11_2]?

	AP-NORC 2/16-3/20/2017
Not at all/A little reliable NET	16
Not at all reliable	7
A little reliable	9
Moderately reliable	38
Very/Completely reliable NET	45
Very reliable	38
Completely reliable	8
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,900</i>

If named a source in Q11_2

Q19_2. How long have you been using [SOURCE NAMED IN Q11_2]?

	AP-NORC 2/16-3/20/2017
A year or less NET	15
Last three months or less	8
Last six months	7
Last year	12
Two to five years	26
More than five years	46
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
<i>N=</i>	<i>1,900</i>

If named a source in Q11_2

Q22_2. What factors helped to start using [SOURCE NAMED IN Q11_2]?

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
My friends or family used it (N=1,900)	50	48	*	2
<i>If selected media is not social media</i> I noticed it on social media (N=1,793)	22	75	*	3
I saw or heard it at work (N=1,900)	22	75	*	3
I was looking for a news source that covers a particular topic/issue (N=1,900)	28	70	*	2

If named a source in Q11_2 and type of media selected from QUseFree is not TV, radio, social media, music, or other entertainment

Q25_2. Suppose [SOURCE NAMED IN Q11_2] decided to charge a [FEE] weekly fee to access its news and information. Would you pay that fee to continue getting news and information from [SOURCE NAMED IN Q11_2] or would you stop getting your news and information from [SOURCE NAMED IN Q11_2]?

[RANDOMLY ASSIGNED FEE VALUE OF \$0.50, \$1, \$3, \$5, OR \$7]

AP-NORC 2/16-3/20/2017	Fee: \$0.50	Fee: \$1	Fee: \$3	Fee: \$5	Fee: \$7
Start paying	22	27	15	16	9
Stop using it	78	73	84	84	91
DON'T KNOW	-	-	-	-	-
SKIPPED ON WEB/REFUSED	*	1	*	*	-
N=	252	264	251	245	225

If named a source in Q11_2 and type of media selected from QUseFree is not TV, radio, social media, music, or other entertainment

Q26_2. How likely is it that you would be willing to pay for news and information from [SOURCE NAMED IN Q11_2] at some point?

	AP-NORC 2/16-3/20/2017
Not at all/Not too likely	73
Not at all likely	57
Not too likely	17
Moderately likely	16
Very/Extremely likely	10
Very likely	6
Extremely likely	3
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	1,237

If named a source in Q11_2 and type of media selected from QUseFree is not TV, radio, social media, music, or other entertainment

Q27_2. What if a subscription to [SOURCE NAMED IN Q11_2] also included access to paid content from various other news and information sources, how likely is it that you would be willing to pay for news and information from [SOURCE NAMED IN Q11_2] at some point?

	AP-NORC 2/16-3/20/2017
Not at all/Not too likely	70
Not at all likely	49
Not too likely	21
Moderately likely	19
Very/Extremely likely	11
Very likely	8
Extremely likely	3
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*
N=	1,237

Ideology. Generally speaking, do you consider yourself to be liberal, moderate or conservative?

	AP-NORC 2/16-3/20/2017
Liberal	22
Moderate	44
Conservative	32
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2
N=	2,199

PID1. Do you consider yourself a Democrat, a Republican, an independent or none of these?

	AP-NORC 2/16-3/20/2017
Democrat	34
Republican	25
Independent	24
None of these	16
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
N=	2,199

If Democrat in PID1

PIDA. Do you consider yourself a strong Democrat or a moderate Democrat?

	AP-NORC 2/16-3/20/2017
Strong Democrat	37
Moderate Democrat	63
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*
N=	799

If Republican in PID1

PIDB. Do you consider yourself a strong Republican or a moderate Republican?

	AP-NORC 2/16-3/20/2017
Strong Republican	36
Moderate Republican	64
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
N=	534

If Independent, none of these, don't know, skipped, or refused in PID1

PIDi. Do you lean more toward the Democrats or the Republicans?

	AP-NORC 2/16-3/20/2017
Lean Democrat	26
Lean Republican	25
Don't lean	48
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	2
N=	866

POLITICS. Combines PID1, PIDi, PIDA, and PIDB.

	AP-NORC 2/16-3/20/2017
Democrat NET	45
Strong Democrat	13
Moderate Democrat	22
Lean Democrat	11
Independent/None – Don't lean	19
Republican NET	35
Lean Republican	10
Moderate Republican	16
Strong Republican	9
Unknown	1
N=	2,199

GENDER

	AP-NORC 2/16-3/20/2017
Male	48
Female	52
<i>N</i> =	2,199

EDUCATION

	AP-NORC 2/16-3/20/2017
No high school diploma	12
High school graduate or equivalent	29
Some college	27
Bachelor's degree or above	33
<i>N</i> =	2,199

AGE

	AP-NORC 2/16-3/20/2017
18-34	30
35-49	25
50-64	26
65 and older	19
<i>N</i> =	2,199

INCOME

	AP-NORC 2/16-3/20/2017
Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	16
\$150,000 or more	9
<i>N</i> =	2,199

RACE/ETHNICITY

	AP-NORC 2/16-3/20/2017
White	64
African American	12
Hispanic	16
Other	8
N=	2,199

Media Insight Project Poll – Paying for News: Why People Subscribe and What It Says About the Future of Journalism

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press NORC Center for Public Affairs Research. The survey was conducted from February 16 through March 20, 2017. The survey was funded by API. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Panel, which is NORC's probability based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 2,199 completed the survey — 1,885 via the web and 314 via telephone. The sample includes 1,194 who pay for a news subscription and 1,005 who do not pay for any news. The final stage completion rate is 31.2 percent, the weighted household panel response rate is 34.4 percent, and the weighted household panel retention rate is 94.7 percent, for a cumulative response rate of 10.2 percent.

The overall margin of sampling error is +/- 2.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Respondents were offered a small monetary incentive (\$3) for completing the survey. All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under and over-sampling resulting from the study specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Details about the Media Insight Project can be found at: www.mediainsight.org.