

YouGov Survey: Online Paywalls



Sample 1098 U.S. adult citizens
 Conducted August 29 - September 1, 2025
 Margin of Error $\pm 3.9\%$

1. How often do you do the following online or using apps?

	Daily	A few times a week	A few times a month	A few times a year	Rarely	Never
Watch, read, or listen to the news	51%	23%	9%	3%	9%	5%
Watch, read, or listen to content from individual creators (such as YouTube or TikTok videos, blogs, or podcasts)	41%	25%	9%	4%	11%	10%
Play games	40%	20%	8%	4%	12%	15%
Watch streaming services	40%	29%	12%	4%	8%	7%
Do crossword puzzles	5%	9%	11%	10%	28%	36%

2. Have you ever encountered a paywall — that is, a barrier to accessing content with a message indicating you must have a paid subscription to continue — when attempting to...?

	Yes	No	Not sure
Watch a streaming service	65%	27%	8%
Watch, read, or listen to the news	61%	33%	6%
Watch, read, or listen to content from individual creators (such as videos, blogs, or podcasts)	42%	47%	11%
Play a game	42%	49%	9%
Do a crossword puzzle	14%	74%	12%

3. Have you ever started a paid subscription after encountering a paywall while attempting to...?

	Yes	No	Not sure
Watch a streaming service	35%	61%	4%
Watch, read, or listening to the news	21%	76%	4%
Play a game	16%	80%	3%
Watch, read, or listen to content from individual creators (such as videos, blogs, or podcasts)	14%	82%	4%
Do a crossword puzzle	4%	93%	3%

4. Do you currently have any paid subscriptions to...?

	Yes	No	Not sure
Streaming services	64%	34%	2%
News sources	19%	79%	1%
Online games	18%	80%	2%
Individual creators (such as Patreon, Substack, or YouTube Memberships)	15%	84%	1%
Crossword puzzles	6%	92%	2%

5. How often do you think it is acceptable for apps and websites to require a paid subscription for...?

	Always	Usually	Sometimes	Rarely	Never	Not sure
Pornography	29%	10%	13%	5%	27%	17%
Multiplayer online games	6%	13%	28%	10%	25%	18%
Games that regularly receive new content	5%	13%	29%	12%	24%	17%
National news	5%	4%	15%	12%	56%	7%
Local news	5%	5%	12%	12%	61%	5%
Short-form videos (less than 5 minutes)	4%	3%	12%	18%	52%	12%
Medium-length videos (5 to 30 minutes)	4%	5%	25%	18%	33%	15%
Long-form videos (30 minutes or more)	4%	12%	31%	13%	26%	15%
Podcasts	3%	9%	27%	17%	28%	15%
Blog posts	3%	4%	20%	19%	39%	15%
Games that don't have an online multiplayer or regular updates	3%	3%	15%	17%	43%	19%
Emergency news coverage	3%	3%	8%	7%	72%	7%
Mini-sized crossword puzzles	3%	2%	13%	12%	53%	17%
Full-sized crossword puzzles	2%	5%	18%	12%	44%	18%

6. Which, if any, of the following New York Times games do you ever play? Select all that apply.

Wordle	17%
Mini crossword	13%
Sudoku	13%
Connections	9%
Full-size crossword	9%
Spelling Bee	7%
Strands	6%
Tiles	6%
Letter Boxed	4%
Pips	3%
None of the above	68%

7. Do you have a paid New York Times subscription that gives you access to New York Times Games?

Yes	7%
No	90%
Not sure	3%

8. Do you have a paid subscription that lets you read the New York Times' news coverage?

Yes, digitally	8%
Yes, the print newspaper	1%
Yes, both	4%
No	86%
Not sure	2%

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Interviewing Dates	August 29 - September 1, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.048, with a mean of one and a standard deviation of 0.869.
Number of respondents	1098
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	57 questions not reported.

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1A. Frequency of Consuming Content — Watch, read, or listen to the news

How often do you do the following online or using apps?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	51%	56%	47%	39%	42%	54%	70%	54%	46%	41%	*
A few times a week	23%	21%	24%	25%	28%	22%	16%	22%	20%	30%	*
A few times a month	9%	10%	7%	11%	13%	8%	3%	9%	8%	9%	*
A few times a year	3%	2%	5%	6%	6%	2%	1%	2%	9%	4%	*
Rarely	9%	8%	10%	12%	6%	10%	7%	8%	11%	13%	*
Never	5%	3%	7%	6%	5%	4%	4%	4%	7%	4%	*
Totals	100%	100%	100%	99%	100%	100%	101%	99%	101%	101%	*
Unweighted N	(1,095)	(515)	(580)	(262)	(297)	(313)	(223)	(719)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	51%	57%	48%	51%	62%	55%	45%	57%	64%	53%	51%	48%	58%
A few times a week	23%	23%	21%	25%	23%	25%	24%	21%	19%	17%	21%	27%	22%
A few times a month	9%	9%	9%	8%	6%	6%	10%	9%	3%	13%	6%	10%	5%
A few times a year	3%	1%	4%	4%	2%	3%	4%	1%	5%	1%	7%	2%	3%
Rarely	9%	6%	11%	9%	5%	8%	12%	7%	5%	9%	11%	6%	11%
Never	5%	4%	6%	4%	3%	5%	6%	5%	3%	7%	3%	7%	1%
Totals	100%	100%	99%	101%	101%	102%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,095)	(380)	(421)	(294)	(455)	(376)	(436)	(316)	(223)	(188)	(229)	(422)	(256)

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1B. Frequency of Consuming Content — Watch, read, or listen to content from individual creators (such as YouTube or TikTok videos, blogs, or podcasts)

How often do you do the following online or using apps?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	41%	44%	38%	66%	41%	36%	24%	41%	45%	40%	*
A few times a week	25%	23%	26%	19%	29%	25%	24%	22%	32%	26%	*
A few times a month	9%	9%	10%	6%	15%	9%	8%	9%	3%	18%	*
A few times a year	4%	3%	4%	4%	2%	3%	6%	4%	3%	2%	*
Rarely	11%	12%	11%	3%	7%	16%	18%	14%	6%	8%	*
Never	10%	9%	10%	3%	6%	11%	19%	11%	10%	7%	*
Totals	100%	100%	99%	101%	100%	100%	99%	101%	99%	101%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(298)	(314)	(223)	(722)	(127)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	41%	43%	40%	40%	40%	37%	43%	36%	42%	47%	38%	43%	38%
A few times a week	25%	26%	23%	26%	25%	26%	25%	25%	23%	21%	22%	26%	28%
A few times a month	9%	10%	10%	8%	11%	9%	5%	14%	13%	10%	9%	8%	12%
A few times a year	4%	3%	4%	3%	3%	3%	2%	2%	5%	6%	3%	3%	3%
Rarely	11%	8%	12%	14%	11%	15%	13%	13%	9%	10%	16%	9%	13%
Never	10%	10%	10%	10%	10%	10%	12%	10%	8%	7%	13%	11%	6%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,097)	(380)	(421)	(296)	(454)	(378)	(435)	(317)	(225)	(187)	(230)	(422)	(258)

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1C. Frequency of Consuming Content — Play games

How often do you do the following online or using apps?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	40%	35%	45%	51%	39%	38%	34%	41%	40%	34%	*
A few times a week	20%	22%	19%	25%	27%	17%	15%	18%	22%	27%	*
A few times a month	8%	7%	8%	10%	10%	7%	5%	7%	8%	9%	*
A few times a year	4%	5%	4%	4%	4%	8%	0%	4%	7%	3%	*
Rarely	12%	13%	11%	8%	12%	14%	14%	12%	7%	17%	*
Never	15%	18%	13%	2%	9%	17%	31%	17%	16%	9%	*
Totals	99%	100%	100%	100%	101%	101%	99%	99%	100%	99%	*
Unweighted N	(1,096)	(515)	(581)	(262)	(297)	(314)	(223)	(720)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	40%	40%	42%	37%	41%	40%	37%	45%	39%	43%	50%	37%	33%
A few times a week	20%	22%	19%	21%	21%	20%	20%	20%	20%	28%	12%	20%	25%
A few times a month	8%	6%	9%	8%	5%	7%	9%	8%	5%	4%	9%	8%	9%
A few times a year	4%	4%	4%	5%	3%	4%	6%	2%	3%	4%	3%	5%	4%
Rarely	12%	9%	12%	16%	11%	16%	13%	10%	17%	8%	14%	12%	14%
Never	15%	18%	15%	12%	19%	14%	15%	15%	15%	14%	12%	18%	15%
Totals	99%	99%	101%	99%	100%	101%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,096)	(381)	(419)	(296)	(455)	(378)	(434)	(317)	(225)	(187)	(230)	(421)	(258)

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1D. Frequency of Consuming Content — Watch streaming services

How often do you do the following online or using apps?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	40%	38%	42%	38%	45%	43%	32%	39%	50%	42%	*
A few times a week	29%	31%	27%	29%	27%	33%	24%	29%	24%	30%	*
A few times a month	12%	12%	11%	20%	12%	8%	8%	11%	11%	14%	*
A few times a year	4%	3%	5%	4%	2%	3%	8%	5%	2%	6%	*
Rarely	8%	8%	8%	3%	9%	8%	13%	10%	5%	7%	*
Never	7%	7%	7%	6%	5%	5%	15%	7%	9%	2%	*
Totals	100%	99%	100%	100%	100%	100%	100%	101%	101%	101%	*
Unweighted N	(1,095)	(512)	(583)	(262)	(298)	(314)	(221)	(719)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	40%	43%	38%	39%	46%	39%	41%	40%	43%	42%	39%	38%	43%
A few times a week	29%	29%	31%	26%	29%	26%	27%	29%	32%	20%	25%	32%	31%
A few times a month	12%	11%	12%	12%	8%	12%	10%	12%	11%	20%	9%	11%	10%
A few times a year	4%	2%	5%	5%	3%	3%	5%	3%	3%	1%	7%	4%	4%
Rarely	8%	8%	7%	11%	8%	12%	10%	8%	7%	7%	13%	6%	9%
Never	7%	7%	8%	7%	6%	7%	6%	8%	5%	9%	8%	8%	4%
Totals	100%	100%	101%	100%	100%	99%	99%	100%	101%	99%	101%	99%	101%
Unweighted N	(1,095)	(379)	(420)	(296)	(452)	(378)	(434)	(316)	(225)	(186)	(230)	(422)	(257)

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1E. Frequency of Consuming Content — Do crossword puzzles

How often do you do the following online or using apps?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Daily	5%	4%	6%	6%	4%	3%	9%	6%	3%	3%	*
A few times a week	9%	6%	12%	11%	12%	8%	6%	8%	14%	11%	*
A few times a month	11%	12%	11%	11%	17%	11%	7%	12%	9%	10%	*
A few times a year	10%	7%	13%	12%	14%	9%	7%	9%	14%	14%	*
Rarely	28%	27%	28%	31%	29%	28%	23%	26%	32%	26%	*
Never	36%	43%	30%	29%	24%	42%	48%	39%	29%	35%	*
Totals	99%	99%	100%	100%	100%	101%	100%	100%	101%	99%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(298)	(315)	(222)	(721)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Daily	5%	8%	3%	5%	8%	5%	4%	6%	7%	4%	3%	6%	6%
A few times a week	9%	13%	7%	8%	13%	10%	8%	10%	9%	10%	6%	10%	10%
A few times a month	11%	14%	7%	15%	12%	10%	9%	13%	19%	12%	10%	12%	11%
A few times a year	10%	10%	13%	7%	10%	8%	11%	13%	8%	10%	15%	9%	8%
Rarely	28%	24%	29%	30%	26%	29%	27%	30%	26%	26%	29%	26%	30%
Never	36%	31%	41%	35%	31%	37%	41%	27%	30%	38%	37%	36%	35%
Totals	99%	100%	100%	100%	100%	99%	100%	99%	99%	100%	100%	99%	100%
Unweighted N	(1,097)	(381)	(421)	(295)	(455)	(377)	(436)	(317)	(225)	(188)	(230)	(421)	(258)

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2A. Encountered Paywall — Watch a streaming service

Have you ever encountered a paywall — that is, a barrier to accessing content with a message indicating you must have a paid subscription to continue — when attempting to... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	65%	66%	76%	66%	64%	57%	63%	73%	66%	*
No	27%	27%	26%	19%	25%	30%	30%	28%	23%	23%	*
Not sure	8%	8%	8%	5%	9%	6%	13%	9%	4%	10%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(298)	(315)	(222)	(721)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	65%	67%	65%	65%	71%	61%	66%	65%	66%	69%	60%	65%	69%
No	27%	27%	25%	29%	22%	31%	27%	24%	27%	25%	29%	27%	24%
Not sure	8%	6%	11%	6%	7%	8%	7%	11%	6%	6%	11%	8%	7%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,097)	(381)	(421)	(295)	(455)	(377)	(436)	(317)	(225)	(188)	(230)	(421)	(258)

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2B. Encountered Paywall — Watch, read, or listen to the news

Have you ever encountered a paywall — that is, a barrier to accessing content with a message indicating you must have a paid subscription to continue — when attempting to...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	62%	60%	57%	64%	61%	64%	62%	55%	58%	*
No	33%	33%	34%	34%	30%	36%	32%	34%	32%	35%	*
Not sure	6%	5%	6%	9%	6%	4%	5%	4%	13%	7%	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	68%	58%	59%	72%	59%	55%	66%	76%	59%	59%	61%	66%
No	33%	29%	36%	33%	25%	33%	39%	28%	21%	37%	34%	32%	30%
Not sure	6%	3%	6%	8%	3%	8%	6%	6%	3%	5%	6%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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2C. Encountered Paywall — Watch, read, or listen to content from individual creators (such as videos, blogs, or podcasts)

Have you ever encountered a paywall — that is, a barrier to accessing content with a message indicating you must have a paid subscription to continue — when attempting to... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	41%	43%	46%	49%	38%	35%	39%	47%	40%	*
No	47%	51%	44%	46%	41%	52%	47%	50%	40%	50%	*
Not sure	11%	8%	14%	7%	10%	9%	18%	11%	14%	9%	*
Totals	100%	100%	101%	99%	100%	99%	100%	100%	101%	99%	*
Unweighted N	(1,096)	(514)	(582)	(262)	(298)	(314)	(222)	(721)	(128)	(178)	(69)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	42%	44%	42%	41%	49%	40%	41%	45%	45%	47%	41%	42%	39%
No	47%	46%	47%	49%	41%	52%	45%	46%	51%	45%	46%	45%	53%
Not sure	11%	11%	11%	11%	10%	8%	14%	10%	4%	8%	12%	13%	8%
Totals	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,096)	(381)	(420)	(295)	(455)	(377)	(435)	(316)	(225)	(186)	(230)	(422)	(258)

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2D. Encountered Paywall — Play a game

Have you ever encountered a paywall — that is, a barrier to accessing content with a message indicating you must have a paid subscription to continue — when attempting to... ?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	45%	40%	59%	49%	35%	29%	41%	38%	44%	*
No	49%	48%	49%	33%	42%	56%	60%	50%	52%	47%	*
Not sure	9%	7%	12%	8%	9%	9%	12%	9%	9%	9%	*
Totals	100%	100%	101%	100%	100%	100%	101%	100%	99%	100%	*
Unweighted N	(1,097)	(514)	(583)	(262)	(298)	(314)	(223)	(721)	(128)	(179)	(69)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	42%	39%	49%	37%	42%	41%	42%	44%	44%	46%	42%	42%	40%
No	49%	49%	43%	55%	47%	50%	49%	44%	50%	45%	50%	49%	48%
Not sure	9%	12%	8%	8%	11%	9%	9%	11%	6%	9%	8%	9%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(381)	(420)	(296)	(455)	(378)	(436)	(317)	(224)	(188)	(230)	(422)	(257)

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2E. Encountered Paywall — Do a crossword puzzle

Have you ever encountered a paywall — that is, a barrier to accessing content with a message indicating you must have a paid subscription to continue — when attempting to... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	10%	18%	16%	15%	12%	15%	15%	10%	14%	*
No	74%	79%	69%	68%	68%	79%	78%	75%	78%	73%	*
Not sure	12%	11%	13%	16%	17%	9%	7%	10%	12%	13%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	14%	19%	11%	13%	22%	13%	12%	15%	22%	17%	13%	14%	14%
No	74%	72%	75%	75%	69%	78%	75%	73%	70%	74%	77%	72%	75%
Not sure	12%	9%	14%	12%	9%	10%	14%	12%	7%	9%	10%	14%	12%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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3A. Paid Paywall — Watch a streaming service

Have you ever started a paid subscription after encountering a paywall while attempting to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	36%	35%	40%	38%	35%	27%	34%	38%	40%	*
No	61%	60%	62%	55%	59%	62%	67%	63%	51%	57%	*
Not sure	4%	4%	4%	5%	3%	3%	6%	3%	10%	3%	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,096)	(514)	(582)	(262)	(297)	(314)	(223)	(722)	(128)	(179)	(67)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	41%	30%	35%	40%	34%	40%	36%	32%	39%	30%	36%	36%
No	61%	55%	65%	62%	57%	64%	57%	62%	63%	60%	65%	59%	61%
Not sure	4%	4%	5%	3%	3%	3%	3%	3%	5%	1%	4%	5%	3%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,096)	(380)	(421)	(295)	(455)	(377)	(436)	(315)	(225)	(188)	(230)	(420)	(258)

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3B. Paid Paywall — Watch, read, or listening to the news

Have you ever started a paid subscription after encountering a paywall while attempting to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	22%	20%	16%	18%	20%	29%	19%	24%	22%	*
No	76%	74%	77%	77%	80%	78%	67%	78%	67%	76%	*
Not sure	4%	4%	3%	7%	2%	2%	4%	3%	8%	3%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,097)	(514)	(583)	(262)	(298)	(314)	(223)	(721)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	21%	28%	17%	18%	27%	21%	18%	22%	23%	17%	16%	22%	26%
No	76%	68%	79%	80%	71%	77%	77%	76%	71%	81%	81%	74%	70%
Not sure	4%	4%	5%	2%	2%	2%	4%	2%	5%	2%	3%	4%	4%
Totals	101%	100%	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,097)	(380)	(421)	(296)	(454)	(378)	(436)	(317)	(224)	(187)	(230)	(422)	(258)

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3C. Paid Paywall — Play a game

Have you ever started a paid subscription after encountering a paywall while attempting to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	16%	17%	28%	18%	10%	13%	14%	22%	23%	*
No	80%	80%	81%	70%	76%	86%	86%	83%	72%	74%	*
Not sure	3%	4%	3%	2%	6%	3%	2%	2%	7%	3%	*
Totals	99%	100%	101%	100%	100%	99%	101%	99%	101%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	16%	17%	15%	17%	16%	15%	16%	17%	14%	19%	13%	17%	17%
No	80%	81%	80%	80%	82%	83%	80%	80%	83%	80%	84%	78%	81%
Not sure	3%	2%	5%	3%	3%	2%	4%	3%	3%	1%	3%	5%	2%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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3D. Paid Paywall — Watch, read, or listen to content from individual creators (such as videos, blogs, or podcasts)

Have you ever started a paid subscription after encountering a paywall while attempting to...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	14%	13%	15%	17%	12%	11%	12%	19%	16%	*
No	82%	83%	81%	82%	79%	84%	83%	84%	75%	81%	*
Not sure	4%	3%	5%	3%	4%	3%	6%	4%	6%	3%	*
Totals	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,095)	(513)	(582)	(262)	(298)	(312)	(223)	(720)	(128)	(179)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	14%	16%	10%	17%	16%	16%	13%	14%	17%	15%	12%	16%	11%
No	82%	80%	86%	80%	81%	80%	82%	80%	80%	85%	79%	82%	85%
Not sure	4%	4%	5%	4%	3%	3%	4%	6%	3%	0%	9%	3%	4%
Totals	100%	100%	101%	101%	100%	99%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,095)	(381)	(418)	(296)	(453)	(377)	(434)	(317)	(224)	(188)	(230)	(421)	(256)

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3E. Paid Paywall — Do a crossword puzzle

Have you ever started a paid subscription after encountering a paywall while attempting to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	4%	3%	6%	6%	6%	3%	3%	4%	5%	8%	*
No	93%	94%	91%	90%	91%	94%	95%	94%	87%	91%	*
Not sure	3%	3%	3%	5%	3%	2%	1%	2%	9%	1%	*
Totals	100%	100%	100%	101%	100%	99%	99%	100%	101%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	4%	6%	3%	5%	7%	5%	4%	5%	7%	4%	5%	6%	2%
No	93%	92%	93%	93%	91%	92%	93%	92%	91%	95%	91%	91%	95%
Not sure	3%	1%	4%	3%	2%	2%	3%	3%	2%	0%	4%	3%	2%
Totals	100%	99%	100%	101%	100%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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4A. Paid Subscriptions — Streaming services

Do you currently have any paid subscriptions to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	61%	67%	63%	68%	68%	56%	63%	65%	67%	*
No	34%	37%	31%	34%	32%	31%	40%	36%	30%	32%	*
Not sure	2%	3%	1%	2%	1%	1%	4%	2%	5%	1%	*
Totals	100%	101%	99%	99%	101%	100%	100%	101%	100%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	73%	58%	62%	76%	66%	56%	73%	76%	70%	60%	65%	64%
No	34%	25%	38%	38%	23%	34%	41%	27%	20%	30%	38%	33%	34%
Not sure	2%	2%	4%	0%	1%	0%	3%	0%	4%	0%	3%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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4B. Paid Subscriptions — News sources

Do you currently have any paid subscriptions to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	23%	16%	19%	17%	17%	27%	20%	12%	24%	*
No	79%	75%	83%	79%	82%	82%	72%	80%	83%	74%	*
Not sure	1%	1%	2%	3%	1%	2%	1%	0%	5%	2%	*
Totals	99%	99%	101%	101%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	25%	16%	18%	28%	19%	14%	21%	30%	18%	16%	17%	28%
No	79%	75%	81%	81%	72%	80%	84%	78%	69%	82%	82%	82%	69%
Not sure	1%	0%	3%	1%	1%	0%	2%	1%	1%	0%	2%	1%	2%
Totals	99%	100%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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4C. Paid Subscriptions — Online games

Do you currently have any paid subscriptions to...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	21%	14%	35%	23%	9%	9%	17%	16%	21%	*
No	80%	76%	84%	61%	76%	90%	90%	82%	75%	77%	*
Not sure	2%	2%	2%	4%	1%	2%	1%	1%	8%	2%	*
Totals	100%	99%	100%	100%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	18%	20%	15%	18%	19%	19%	13%	22%	24%	21%	18%	16%	17%
No	80%	79%	81%	81%	81%	80%	84%	78%	74%	78%	79%	81%	81%
Not sure	2%	0%	4%	1%	0%	1%	3%	0%	2%	0%	3%	2%	1%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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4D. Paid Subscriptions — Individual creators (such as Patreon, Substack, or YouTube Memberships)

Do you currently have any paid subscriptions to... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	16%	13%	18%	17%	13%	12%	15%	18%	16%	*
No	84%	83%	85%	80%	82%	86%	86%	84%	77%	83%	*
Not sure	1%	1%	2%	2%	1%	1%	2%	1%	5%	2%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	15%	21%	10%	15%	21%	15%	13%	14%	26%	14%	13%	14%	18%
No	84%	78%	87%	85%	78%	85%	85%	85%	73%	86%	85%	84%	80%
Not sure	1%	0%	3%	0%	1%	0%	2%	1%	1%	0%	2%	1%	2%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

4E. Paid Subscriptions — Crossword puzzles

Do you currently have any paid subscriptions to . . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	6%	4%	7%	6%	8%	4%	4%	5%	7%	7%	*
No	92%	94%	91%	92%	89%	94%	94%	94%	88%	91%	*
Not sure	2%	1%	3%	2%	3%	1%	2%	1%	5%	1%	*
Totals	100%	99%	101%	100%	100%	99%	100%	100%	100%	99%	*
Unweighted N	(1,096)	(514)	(582)	(262)	(298)	(315)	(221)	(720)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	6%	8%	4%	4%	9%	5%	5%	6%	7%	5%	5%	6%	6%
No	92%	90%	93%	95%	90%	95%	92%	93%	90%	95%	92%	92%	93%
Not sure	2%	1%	3%	1%	1%	1%	2%	2%	3%	0%	3%	2%	2%
Totals	100%	99%	100%	100%	100%	101%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,096)	(381)	(420)	(295)	(455)	(377)	(436)	(317)	(224)	(188)	(229)	(421)	(258)

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5A. Paywall Acceptable — Pornography

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	29%	18%	39%	10%	20%	36%	45%	31%	34%	16%	*
Usually	10%	12%	9%	15%	13%	9%	2%	9%	7%	13%	*
Sometimes	13%	19%	7%	14%	17%	14%	7%	13%	12%	21%	*
Rarely	5%	5%	4%	7%	4%	4%	3%	5%	4%	4%	*
Never	27%	27%	26%	30%	25%	25%	28%	26%	24%	35%	*
Not sure	17%	19%	15%	23%	21%	12%	15%	16%	19%	12%	*
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,094)	(515)	(579)	(260)	(298)	(314)	(222)	(720)	(127)	(178)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	29%	30%	26%	31%	32%	33%	26%	35%	31%	26%	31%	29%	27%
Usually	10%	12%	7%	11%	10%	7%	9%	10%	9%	9%	10%	11%	8%
Sometimes	13%	14%	14%	11%	17%	12%	14%	10%	19%	10%	12%	12%	18%
Rarely	5%	4%	4%	6%	4%	4%	6%	5%	5%	3%	5%	5%	5%
Never	27%	20%	30%	29%	20%	29%	32%	24%	16%	33%	26%	28%	21%
Not sure	17%	19%	19%	12%	18%	15%	13%	16%	20%	19%	16%	14%	21%
Totals	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,094)	(380)	(420)	(294)	(454)	(376)	(434)	(315)	(225)	(188)	(229)	(420)	(257)

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5B. Paywall Acceptable — Multiplayer online games

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	6%	8%	4%	5%	5%	7%	7%	6%	5%	6%	*
Usually	13%	16%	10%	12%	13%	16%	9%	15%	7%	12%	*
Sometimes	28%	29%	28%	34%	37%	23%	20%	28%	32%	26%	*
Rarely	10%	10%	10%	12%	13%	10%	5%	10%	6%	14%	*
Never	25%	22%	28%	26%	18%	29%	27%	23%	30%	33%	*
Not sure	18%	16%	20%	12%	13%	15%	33%	18%	20%	9%	*
Totals	100%	101%	100%	101%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,096)	(515)	(581)	(262)	(298)	(314)	(222)	(720)	(128)	(179)	(69)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	6%	7%	4%	7%	9%	6%	6%	5%	10%	6%	5%	6%	7%
Usually	13%	14%	11%	14%	17%	13%	9%	14%	20%	15%	18%	8%	13%
Sometimes	28%	29%	29%	26%	29%	27%	26%	29%	34%	29%	28%	29%	27%
Rarely	10%	10%	10%	10%	7%	9%	12%	11%	7%	8%	6%	12%	12%
Never	25%	23%	26%	26%	23%	26%	31%	23%	14%	28%	26%	29%	16%
Not sure	18%	17%	19%	17%	16%	19%	17%	19%	15%	14%	18%	16%	25%
Totals	100%	100%	99%	100%	101%	100%	101%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,096)	(381)	(421)	(294)	(455)	(376)	(436)	(317)	(225)	(188)	(229)	(421)	(258)

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5C. Paywall Acceptable — Games that regularly receive new content

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	5%	6%	4%	4%	5%	6%	5%	5%	4%	6%	*
Usually	13%	15%	11%	19%	21%	10%	6%	14%	11%	8%	*
Sometimes	29%	32%	25%	28%	32%	31%	22%	28%	28%	36%	*
Rarely	12%	12%	12%	15%	12%	12%	8%	13%	10%	11%	*
Never	24%	20%	28%	22%	20%	27%	27%	22%	29%	30%	*
Not sure	17%	16%	19%	13%	12%	15%	32%	18%	18%	9%	*
Totals	100%	101%	99%	101%	102%	101%	100%	100%	100%	100%	*
Unweighted N	(1,097)	(514)	(583)	(262)	(298)	(315)	(222)	(722)	(128)	(179)	(68)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	5%	5%	4%	5%	7%	5%	5%	3%	10%	3%	6%	5%	5%
Usually	13%	15%	9%	18%	14%	10%	9%	16%	16%	17%	10%	15%	12%
Sometimes	29%	29%	31%	25%	30%	29%	26%	33%	33%	28%	24%	28%	35%
Rarely	12%	10%	10%	16%	11%	15%	13%	9%	12%	17%	12%	11%	10%
Never	24%	20%	27%	23%	18%	24%	30%	21%	15%	19%	32%	25%	17%
Not sure	17%	20%	19%	13%	19%	16%	17%	17%	15%	15%	17%	17%	21%
Totals	100%	99%	100%	100%	99%	99%	100%	99%	101%	99%	101%	101%	100%
Unweighted N	(1,097)	(381)	(420)	(296)	(454)	(378)	(436)	(316)	(225)	(188)	(230)	(422)	(257)

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5D. Paywall Acceptable — National news

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	5%	8%	2%	2%	4%	6%	7%	6%	5%	3%	*
Usually	4%	5%	4%	7%	5%	2%	3%	5%	2%	4%	*
Sometimes	15%	18%	13%	17%	18%	16%	11%	15%	16%	20%	*
Rarely	12%	15%	10%	14%	12%	13%	10%	14%	9%	11%	*
Never	56%	48%	64%	51%	52%	57%	63%	55%	59%	56%	*
Not sure	7%	7%	7%	9%	8%	6%	6%	6%	9%	5%	*
Totals	99%	101%	100%	100%	99%	100%	100%	101%	100%	99%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(298)	(315)	(222)	(721)	(128)	(179)	(69)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	5%	6%	4%	5%	4%	5%	4%	2%	11%	4%	3%	6%	5%
Usually	4%	6%	1%	6%	5%	6%	2%	5%	8%	4%	7%	2%	4%
Sometimes	15%	17%	14%	16%	19%	17%	12%	20%	21%	15%	13%	15%	19%
Rarely	12%	13%	9%	17%	14%	13%	10%	14%	12%	9%	15%	13%	12%
Never	56%	53%	61%	52%	54%	54%	64%	53%	44%	59%	53%	59%	52%
Not sure	7%	5%	11%	4%	5%	5%	8%	6%	4%	10%	9%	5%	8%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,097)	(381)	(421)	(295)	(455)	(378)	(435)	(317)	(225)	(188)	(229)	(422)	(258)

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5E. Paywall Acceptable — Local news

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	5%	7%	2%	4%	4%	5%	7%	5%	3%	6%	*
Usually	5%	6%	5%	6%	10%	3%	2%	6%	3%	5%	*
Sometimes	12%	13%	10%	13%	11%	13%	9%	13%	11%	7%	*
Rarely	12%	15%	9%	15%	15%	11%	6%	11%	10%	19%	*
Never	61%	53%	68%	54%	55%	64%	71%	59%	66%	60%	*
Not sure	5%	5%	6%	8%	5%	4%	6%	5%	7%	4%	*
Totals	100%	99%	100%	100%	100%	100%	101%	99%	100%	101%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(297)	(315)	(223)	(721)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	5%	7%	4%	4%	5%	4%	3%	4%	11%	2%	6%	6%	3%
Usually	5%	6%	2%	10%	4%	7%	3%	6%	10%	9%	7%	3%	4%
Sometimes	12%	13%	13%	9%	15%	13%	6%	13%	18%	15%	10%	10%	14%
Rarely	12%	15%	9%	12%	13%	13%	11%	12%	13%	11%	12%	11%	13%
Never	61%	56%	65%	61%	57%	59%	71%	60%	46%	59%	58%	64%	60%
Not sure	5%	4%	8%	3%	5%	4%	6%	5%	3%	4%	7%	5%	6%
Totals	100%	101%	101%	99%	99%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,097)	(380)	(421)	(296)	(455)	(378)	(436)	(316)	(225)	(187)	(230)	(422)	(258)

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5F. Paywall Acceptable — Short-form videos (less than 5 minutes)

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	4%	4%	4%	3%	5%	4%	4%	4%	2%	7%	*
Usually	3%	3%	3%	4%	6%	2%	1%	3%	3%	4%	*
Sometimes	12%	11%	12%	9%	12%	14%	11%	11%	20%	9%	*
Rarely	18%	21%	14%	24%	21%	13%	14%	19%	12%	17%	*
Never	52%	47%	56%	49%	48%	57%	51%	52%	48%	58%	*
Not sure	12%	13%	11%	11%	8%	11%	20%	12%	16%	5%	*
Totals	101%	99%	100%	100%	100%	101%	101%	101%	101%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	4%	4%	3%	4%	5%	4%	4%	3%	8%	2%	6%	4%	4%
Usually	3%	4%	1%	5%	3%	4%	2%	2%	9%	2%	3%	4%	3%
Sometimes	12%	14%	12%	9%	15%	13%	10%	11%	18%	9%	11%	12%	13%
Rarely	18%	20%	16%	18%	18%	19%	15%	23%	17%	16%	18%	16%	20%
Never	52%	45%	54%	55%	49%	48%	57%	49%	39%	59%	50%	52%	47%
Not sure	12%	13%	14%	9%	10%	12%	12%	13%	9%	12%	12%	12%	13%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

5G. Paywall Acceptable — Medium-length videos (5 to 30 minutes)

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	4%	4%	3%	3%	5%	3%	4%	4%	3%	5%	*
Usually	5%	7%	3%	5%	6%	4%	5%	6%	7%	3%	*
Sometimes	25%	28%	23%	25%	28%	26%	22%	26%	27%	22%	*
Rarely	18%	21%	15%	23%	17%	17%	16%	19%	10%	20%	*
Never	33%	27%	38%	28%	32%	36%	33%	31%	36%	43%	*
Not sure	15%	13%	16%	15%	11%	14%	21%	14%	18%	7%	*
Totals	100%	100%	98%	99%	99%	100%	101%	100%	101%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	4%	4%	2%	5%	5%	4%	3%	2%	9%	3%	5%	4%	3%
Usually	5%	7%	3%	5%	7%	6%	4%	5%	8%	1%	5%	7%	3%
Sometimes	25%	25%	26%	25%	28%	27%	19%	27%	37%	34%	27%	20%	26%
Rarely	18%	19%	15%	20%	19%	18%	17%	18%	20%	16%	16%	17%	25%
Never	33%	28%	36%	33%	26%	31%	43%	30%	16%	36%	33%	36%	25%
Not sure	15%	16%	17%	11%	14%	14%	14%	18%	10%	11%	15%	16%	17%
Totals	100%	99%	99%	99%	99%	100%	100%	100%	100%	101%	101%	100%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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5H. Paywall Acceptable — Long-form videos (30 minutes or more)

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	4%	4%	3%	3%	3%	4%	5%	4%	2%	2%	*
Usually	12%	14%	10%	11%	18%	10%	9%	11%	13%	14%	*
Sometimes	31%	32%	31%	35%	27%	34%	28%	33%	28%	28%	*
Rarely	13%	14%	11%	15%	16%	11%	9%	13%	9%	20%	*
Never	26%	23%	29%	23%	25%	27%	29%	25%	32%	28%	*
Not sure	15%	13%	17%	14%	11%	14%	20%	14%	16%	8%	*
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	4%	4%	2%	5%	5%	4%	3%	2%	9%	2%	4%	4%	4%
Usually	12%	14%	10%	12%	12%	16%	9%	15%	17%	9%	15%	11%	10%
Sometimes	31%	36%	29%	29%	38%	30%	27%	35%	37%	38%	30%	28%	34%
Rarely	13%	11%	11%	16%	13%	11%	12%	12%	13%	10%	11%	11%	18%
Never	26%	21%	32%	24%	21%	27%	33%	21%	17%	31%	22%	31%	18%
Not sure	15%	14%	17%	13%	12%	13%	17%	15%	8%	11%	17%	15%	15%
Totals	101%	100%	101%	99%	101%	101%	101%	100%	101%	101%	99%	100%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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5I. Paywall Acceptable — Podcasts

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	3%	5%	2%	1%	3%	5%	3%	4%	2%	2%	*
Usually	9%	9%	8%	8%	11%	8%	9%	8%	10%	9%	*
Sometimes	27%	27%	28%	27%	28%	29%	24%	29%	28%	18%	*
Rarely	17%	20%	14%	21%	21%	17%	9%	16%	14%	25%	*
Never	28%	25%	31%	26%	25%	30%	31%	27%	29%	38%	*
Not sure	15%	13%	17%	16%	12%	11%	24%	15%	18%	8%	*
Totals	99%	99%	100%	99%	100%	100%	100%	99%	101%	100%	*
Unweighted N	(1,097)	(514)	(583)	(262)	(298)	(315)	(222)	(721)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	3%	3%	3%	4%	4%	4%	3%	2%	8%	4%	5%	3%	2%
Usually	9%	12%	6%	9%	11%	11%	7%	9%	12%	5%	9%	10%	9%
Sometimes	27%	29%	25%	29%	31%	28%	23%	32%	37%	33%	28%	26%	26%
Rarely	17%	14%	20%	15%	17%	15%	15%	17%	17%	17%	11%	17%	23%
Never	28%	27%	30%	27%	25%	29%	36%	24%	16%	29%	29%	30%	24%
Not sure	15%	14%	16%	15%	12%	14%	16%	16%	11%	13%	19%	13%	16%
Totals	99%	99%	100%	99%	100%	101%	100%	100%	101%	101%	101%	99%	100%
Unweighted N	(1,097)	(380)	(421)	(296)	(454)	(378)	(436)	(317)	(224)	(188)	(230)	(421)	(258)

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5J. Paywall Acceptable — Blog posts

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	3%	4%	3%	2%	4%	4%	3%	4%	3%	2%	*
Usually	4%	5%	3%	5%	6%	2%	5%	5%	7%	2%	*
Sometimes	20%	22%	17%	22%	23%	18%	17%	20%	22%	21%	*
Rarely	19%	22%	15%	25%	20%	19%	9%	19%	14%	23%	*
Never	39%	33%	45%	34%	35%	42%	43%	38%	36%	44%	*
Not sure	15%	14%	17%	12%	12%	14%	23%	14%	18%	9%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(298)	(315)	(222)	(721)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	3%	4%	3%	4%	5%	4%	3%	3%	7%	4%	5%	2%	3%
Usually	4%	6%	4%	4%	6%	4%	2%	3%	11%	2%	5%	5%	3%
Sometimes	20%	24%	16%	21%	23%	23%	16%	24%	25%	17%	22%	18%	23%
Rarely	19%	16%	19%	20%	16%	19%	18%	18%	20%	26%	12%	18%	22%
Never	39%	37%	41%	38%	35%	35%	45%	38%	26%	35%	39%	44%	32%
Not sure	15%	14%	17%	14%	14%	16%	15%	14%	11%	14%	17%	13%	18%
Totals	100%	101%	100%	101%	99%	101%	99%	100%	100%	98%	100%	100%	101%
Unweighted N	(1,097)	(381)	(421)	(295)	(455)	(377)	(436)	(317)	(225)	(188)	(230)	(421)	(258)

5K. Paywall Acceptable — Games that don't have an online multiplayer or regular updates

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	3%	3%	3%	2%	2%	3%	4%	4%	1%	0%	*
Usually	3%	4%	3%	4%	4%	4%	1%	4%	4%	3%	*
Sometimes	15%	13%	17%	14%	16%	18%	12%	17%	11%	8%	*
Rarely	17%	21%	13%	16%	25%	15%	11%	16%	14%	22%	*
Never	43%	43%	42%	52%	36%	43%	41%	40%	44%	57%	*
Not sure	19%	16%	22%	12%	16%	17%	32%	19%	27%	11%	*
Totals	100%	100%	100%	100%	99%	100%	101%	100%	101%	101%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	3%	3%	3%	3%	4%	3%	2%	1%	9%	0%	5%	3%	4%
Usually	3%	3%	2%	5%	3%	4%	4%	4%	2%	3%	5%	3%	2%
Sometimes	15%	16%	14%	16%	16%	16%	12%	17%	21%	16%	18%	15%	12%
Rarely	17%	15%	15%	19%	16%	16%	15%	17%	21%	17%	11%	17%	23%
Never	43%	42%	47%	38%	42%	42%	48%	39%	32%	48%	43%	43%	38%
Not sure	19%	20%	19%	19%	18%	18%	20%	20%	15%	16%	19%	19%	21%
Totals	100%	99%	100%	100%	99%	99%	101%	98%	100%	100%	101%	100%	100%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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5L. Paywall Acceptable — Emergency news coverage

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	3%	4%	1%	1%	3%	2%	5%	4%	1%	1%	*
Usually	3%	4%	2%	4%	5%	3%	1%	3%	2%	7%	*
Sometimes	8%	10%	6%	10%	15%	5%	4%	6%	12%	14%	*
Rarely	7%	8%	5%	9%	6%	7%	5%	6%	7%	11%	*
Never	72%	66%	78%	67%	65%	77%	77%	75%	66%	63%	*
Not sure	7%	7%	8%	10%	6%	5%	8%	6%	10%	4%	*
Totals	100%	99%	100%	101%	100%	99%	100%	100%	98%	100%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	3%	3%	2%	3%	2%	3%	1%	2%	7%	3%	3%	4%	0%
Usually	3%	4%	2%	4%	4%	3%	3%	3%	5%	1%	5%	3%	3%
Sometimes	8%	9%	7%	9%	7%	11%	6%	11%	9%	11%	6%	7%	10%
Rarely	7%	8%	6%	7%	8%	7%	6%	6%	8%	7%	6%	8%	5%
Never	72%	72%	73%	71%	75%	71%	74%	73%	66%	70%	69%	72%	76%
Not sure	7%	4%	10%	7%	4%	6%	9%	5%	4%	8%	10%	6%	5%
Totals	100%	100%	100%	101%	100%	101%	99%	100%	99%	100%	99%	100%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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5M. Paywall Acceptable — Mini-sized crossword puzzles

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	3%	2%	3%	3%	2%	3%	3%	3%	2%	1%	*
Usually	2%	3%	2%	2%	6%	1%	1%	3%	1%	1%	*
Sometimes	13%	12%	14%	7%	15%	16%	12%	15%	9%	9%	*
Rarely	12%	13%	11%	19%	13%	10%	10%	13%	11%	13%	*
Never	53%	51%	54%	54%	51%	57%	47%	50%	59%	59%	*
Not sure	17%	18%	16%	15%	14%	13%	27%	16%	18%	15%	*
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	98%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	3%	3%	3%	2%	4%	2%	2%	1%	7%	1%	4%	3%	3%
Usually	2%	4%	1%	3%	3%	3%	1%	3%	5%	2%	4%	3%	1%
Sometimes	13%	12%	11%	16%	14%	17%	9%	12%	24%	11%	14%	13%	13%
Rarely	12%	16%	8%	14%	16%	13%	11%	12%	14%	15%	12%	11%	14%
Never	53%	48%	57%	53%	49%	47%	60%	52%	38%	57%	49%	57%	47%
Not sure	17%	17%	20%	12%	13%	18%	16%	20%	13%	14%	18%	14%	23%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	101%	100%	101%	101%	101%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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5N. Paywall Acceptable — Full-sized crossword puzzles

How often do you think it is acceptable for apps and websites to require a paid subscription for...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	2%	2%	2%	2%	2%	3%	2%	3%	2%	1%	*
Usually	5%	5%	6%	5%	7%	3%	8%	6%	3%	4%	*
Sometimes	18%	19%	17%	19%	17%	20%	14%	20%	15%	14%	*
Rarely	12%	12%	12%	15%	16%	10%	8%	11%	9%	19%	*
Never	44%	43%	46%	43%	43%	48%	42%	42%	51%	49%	*
Not sure	18%	19%	17%	16%	15%	16%	26%	17%	20%	14%	*
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	101%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always	2%	2%	3%	2%	4%	2%	2%	1%	6%	0%	4%	2%	2%
Usually	5%	8%	3%	6%	9%	6%	2%	7%	11%	4%	5%	7%	4%
Sometimes	18%	20%	16%	19%	21%	20%	12%	20%	28%	16%	18%	15%	23%
Rarely	12%	10%	11%	15%	13%	11%	10%	11%	16%	10%	8%	14%	13%
Never	44%	41%	46%	45%	37%	42%	57%	41%	25%	54%	48%	44%	34%
Not sure	18%	19%	21%	14%	16%	19%	17%	20%	14%	16%	17%	17%	23%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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6. Play New York Times Games

Which, if any, of the following New York Times games do you ever play? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wordle	17%	15%	19%	30%	15%	12%	15%	18%	11%	18%	*
Mini crossword	13%	12%	15%	24%	18%	6%	11%	13%	19%	17%	*
Sudoku	13%	14%	11%	19%	21%	8%	4%	12%	19%	17%	*
Connections	9%	7%	11%	14%	11%	5%	9%	10%	9%	7%	*
Full-size crossword	9%	8%	9%	11%	13%	5%	8%	8%	12%	8%	*
Spelling Bee	7%	7%	8%	10%	11%	3%	7%	8%	9%	6%	*
Strands	6%	5%	8%	12%	7%	3%	6%	8%	5%	2%	*
Tiles	6%	5%	6%	7%	9%	4%	3%	6%	5%	5%	*
Letter Boxed	4%	4%	4%	6%	7%	1%	4%	5%	4%	4%	*
Pips	3%	3%	3%	6%	3%	1%	2%	4%	1%	0%	*
None of the above	68%	69%	68%	53%	60%	79%	76%	69%	64%	64%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Wordle	17%	25%	14%	13%	29%	14%	8%	21%	28%	21%	15%	16%	19%
Mini crossword	13%	18%	11%	11%	21%	10%	9%	16%	19%	15%	12%	14%	14%
Sudoku	13%	15%	9%	15%	17%	11%	9%	15%	21%	15%	11%	13%	13%
Connections	9%	17%	7%	4%	19%	6%	4%	13%	15%	10%	8%	9%	11%
Full-size crossword	9%	15%	7%	6%	15%	8%	4%	11%	17%	7%	8%	10%	10%
Spelling Bee	7%	11%	5%	6%	14%	6%	4%	10%	12%	6%	5%	7%	12%
Strands	6%	10%	5%	5%	10%	4%	2%	7%	14%	10%	4%	5%	10%
Tiles	6%	8%	4%	5%	8%	6%	4%	5%	9%	4%	6%	4%	9%
Letter Boxed	4%	7%	3%	4%	7%	3%	2%	6%	5%	2%	3%	3%	8%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Pips	3%	6%	1%	2%	5%	2%	1%	3%	5%	4%	2%	2%	4%
None of the above	68%	60%	74%	70%	54%	72%	79%	64%	52%	65%	74%	68%	64%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

7. New York Times Games Subscription

Do you have a paid New York Times subscription that gives you access to New York Times Games?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	7%	7%	7%	10%	8%	4%	8%	7%	5%	8%	*
No	90%	89%	91%	85%	88%	96%	89%	91%	92%	86%	*
Not sure	3%	3%	2%	5%	4%	0%	4%	2%	3%	6%	*
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,097)	(515)	(582)	(262)	(298)	(315)	(222)	(722)	(127)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	7%	12%	4%	5%	15%	6%	3%	9%	14%	5%	6%	6%	11%
No	90%	83%	92%	95%	83%	91%	96%	87%	82%	93%	91%	92%	86%
Not sure	3%	4%	4%	0%	2%	3%	1%	4%	4%	2%	4%	2%	3%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,097)	(380)	(421)	(296)	(454)	(378)	(436)	(317)	(225)	(188)	(230)	(421)	(258)

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8. New York Times News Subscription

Do you have a paid subscription that lets you read the New York Times' news coverage?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, digitally	8%	10%	7%	12%	8%	5%	10%	8%	7%	14%	*
Yes, the print newspaper	1%	2%	0%	1%	1%	1%	2%	1%	1%	1%	*
Yes, both	4%	5%	3%	5%	7%	1%	3%	4%	5%	3%	*
No	86%	83%	89%	82%	81%	93%	87%	88%	87%	80%	*
Not sure	2%	1%	2%	3%	3%	0%	0%	1%	0%	5%	*
Unweighted N	(1,098)	(515)	(583)	(262)	(298)	(315)	(223)	(722)	(128)	(179)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, digitally	8%	12%	7%	7%	16%	11%	3%	14%	12%	9%	8%	5%	15%
Yes, the print newspaper	1%	2%	0%	1%	1%	1%	1%	0%	4%	0%	0%	3%	1%
Yes, both	4%	6%	1%	5%	4%	3%	2%	2%	11%	2%	5%	3%	3%
No	86%	80%	91%	87%	78%	84%	93%	81%	76%	89%	87%	89%	80%
Not sure	2%	3%	1%	1%	2%	1%	1%	2%	1%	0%	1%	2%	3%
Unweighted N	(1,098)	(381)	(421)	(296)	(455)	(378)	(436)	(317)	(225)	(188)	(230)	(422)	(258)

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Interviewing Dates	August 29 - September 1, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.048, with a mean of one and a standard deviation of 0.869.
Number of respondents	1098
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	57 questions not reported.