

YouGov SixthSense Survey Results

Sample Size: 2160
Fieldwork: 18th - 20th May 2010

	Gender		Social Grade		Region								
	Total	Male	Female	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland
Unweighted Base	2014	906	1108	1261	753	482	309	447	183	239	124	188	42
All UK adults	1996	971	1026	1111	885	479	317	441	192	257	97	163	51

Here is a list of statements relating to paid-for newspapers. Can you please indicate how much you agree or disagree with each one.

I prefer paying for a newspaper - the free ones haven't got as much real content

Strongly agree	11%	13%	10%	11%	11%	10%	10%	14%	11%	8%	11%	17%	7%
Agree	32%	33%	32%	34%	31%	33%	34%	34%	29%	25%	39%	31%	39%
Neither agree nor disagree	34%	34%	33%	33%	34%	32%	35%	32%	31%	33%	37%	37%	43%
Disagree	17%	15%	18%	17%	16%	18%	18%	13%	24%	24%	6%	11%	11%
Strongly disagree	6%	6%	6%	5%	8%	7%	3%	6%	5%	10%	7%	4%	-

You get the quality you pay for with newspapers

Strongly agree	12%	14%	10%	12%	12%	12%	10%	14%	10%	11%	13%	14%	16%
Agree	36%	37%	36%	39%	34%	33%	38%	39%	38%	33%	44%	40%	32%
Neither agree nor disagree	37%	34%	39%	36%	38%	38%	39%	34%	40%	35%	30%	37%	35%
Disagree	11%	11%	12%	11%	12%	13%	12%	10%	10%	15%	11%	5%	17%
Strongly disagree	3%	4%	3%	2%	5%	5%	2%	3%	2%	6%	2%	4%	-

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Newspapers are too expensive now

Strongly agree	10%	10%	10%	11%	9%	10%	10%	9%	16%	11%	6%	10%	3%
Agree	28%	28%	28%	27%	29%	21%	30%	33%	27%	30%	26%	33%	22%
Neither agree nor disagree	43%	41%	44%	43%	42%	47%	40%	39%	41%	44%	48%	36%	54%
Disagree	17%	18%	16%	17%	17%	17%	18%	17%	13%	13%	19%	19%	20%
Strongly disagree	3%	3%	2%	1%	4%	4%	3%	2%	2%	2%	1%	3%	-

Why pay when I can get one for free?

Strongly agree	4%	5%	4%	5%	4%	4%	3%	4%	6%	7%	3%	2%	5%
Agree	13%	13%	14%	13%	14%	14%	11%	12%	6%	27%	14%	11%	8%
Neither agree nor disagree	39%	38%	40%	39%	39%	42%	40%	40%	39%	30%	33%	35%	48%
Disagree	34%	35%	33%	34%	34%	31%	37%	37%	39%	27%	38%	35%	32%
Strongly disagree	9%	9%	9%	9%	9%	9%	9%	7%	10%	9%	12%	17%	7%

You may have heard that some newspapers are going to start charging for access to their online sites. Whether or not you currently look at such websites, is this something that you would consider paying for?

Yes, definitely	2%	3%	1%	2%	3%	2%	2%	3%	3%	2%	1%	2%	-
Yes, but only for special content (ie. not for general news available anywhere)	4%	5%	3%	5%	3%	3%	4%	6%	-	6%	2%	5%	2%
Possibly	6%	8%	5%	8%	5%	5%	6%	7%	6%	6%	8%	9%	9%
No	83%	80%	86%	81%	85%	86%	86%	82%	87%	78%	83%	80%	77%
Don't know/not sure	4%	4%	5%	5%	4%	4%	3%	3%	4%	7%	5%	5%	13%