

# YouGov Results - Press and Subscriptions

Fieldwork: 29 - 30 April 2020

Sample: GB Adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

How frequently, if at all, do you read the news on a newspaper's website?

Unweighted base	2145	1000	1145	213	345	396	317	874
<b>Base</b>	<b>2145</b>	<b>1040</b>	<b>1105</b>	<b>238</b>	<b>343</b>	<b>392</b>	<b>312</b>	<b>859</b>
Every day	32%	35%	29%	25%	35%	32%	34%	33%
Every few days	15%	14%	17%	23%	18%	19%	14%	11%
Once a week or so	9%	9%	9%	9%	11%	9%	8%	8%
Once every few weeks	4%	5%	4%	7%	6%	6%	4%	2%
Once a month or so	3%	4%	3%	3%	4%	6%	2%	3%
Once every few months	1%	1%	1%	2%	1%	0%	1%	1%
Once every 6 months or so	1%	2%	1%	2%	1%	1%	0%	1%
Less often	7%	6%	8%	7%	5%	6%	7%	8%
I used to, but have not done so in the last 12 months	4%	4%	4%	4%	4%	3%	3%	4%
Never	23%	22%	24%	18%	16%	18%	25%	29%

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Fieldwork: 29 - 30 April 2020

Sample: GB Adults



Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

How frequently, if at all, do you read the news on a newspaper's website?

Unweighted base	2145	1327	818	494	345	223	287	486	1835	102	208
<b>Base</b>	<b>2145</b>	<b>1223</b>	<b>922</b>	<b>513</b>	<b>354</b>	<b>218</b>	<b>290</b>	<b>479</b>	<b>1853</b>	<b>105</b>	<b>187</b>
Every day	32%	36%	27%	33%	31%	32%	37%	33%	33%	27%	26%
Every few days	15%	16%	15%	15%	14%	16%	19%	13%	15%	22%	16%
Once a week or so	9%	9%	9%	9%	9%	10%	5%	9%	8%	12%	11%
Once every few weeks	4%	5%	3%	3%	7%	3%	4%	5%	4%	5%	3%
Once a month or so	3%	3%	4%	4%	3%	2%	5%	4%	4%	2%	2%
Once every few months	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%
Once every 6 months or so	1%	1%	1%	1%	0%	2%	1%	1%	1%	-	1%
Less often	7%	6%	9%	8%	9%	8%	5%	5%	7%	5%	9%
I used to, but have not done so in the last 12 months	4%	3%	4%	3%	3%	3%	4%	5%	4%	3%	4%
Never	23%	20%	28%	24%	23%	23%	19%	24%	23%	25%	26%

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Fieldwork: 29 - 30 April 2020

Sample: GB Adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

How frequently, if at all, do you read the news in a print newspaper?

Unweighted base	2145	1000	1145	213	345	396	317	874
<b>Base</b>	<b>2145</b>	<b>1040</b>	<b>1105</b>	<b>238</b>	<b>343</b>	<b>392</b>	<b>312</b>	<b>859</b>
Every day	9%	10%	9%	3%	2%	4%	6%	18%
Every few days	6%	6%	6%	4%	5%	3%	6%	8%
Once a week or so	11%	11%	11%	7%	4%	8%	11%	17%
Once every few weeks	5%	6%	4%	6%	4%	6%	5%	5%
Once a month or so	4%	5%	4%	6%	4%	6%	4%	4%
Once every few months	5%	6%	4%	4%	7%	7%	4%	3%
Once every 6 months or so	3%	3%	3%	7%	4%	3%	2%	2%
Less often	10%	9%	11%	13%	16%	14%	7%	7%
I used to, but have not done so in the last 12 months	15%	14%	16%	11%	17%	18%	17%	13%
Never	31%	29%	33%	40%	38%	31%	38%	24%

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Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

How frequently, if at all, do you read the news in a print newspaper?

Unweighted base	2145	1327	818	494	345	223	287	486	1835	102	208
<b>Base</b>	<b>2145</b>	<b>1223</b>	<b>922</b>	<b>513</b>	<b>354</b>	<b>218</b>	<b>290</b>	<b>479</b>	<b>1853</b>	<b>105</b>	<b>187</b>
Every day	9%	9%	10%	10%	8%	8%	11%	9%	9%	10%	10%
Every few days	6%	6%	6%	3%	6%	6%	11%	7%	6%	4%	5%
Once a week or so	11%	14%	8%	10%	11%	10%	13%	11%	11%	16%	12%
Once every few weeks	5%	5%	5%	3%	5%	9%	9%	5%	5%	6%	3%
Once a month or so	4%	5%	4%	5%	5%	5%	6%	3%	5%	5%	1%
Once every few months	5%	5%	5%	4%	4%	4%	6%	5%	5%	8%	6%
Once every 6 months or so	3%	3%	3%	3%	3%	2%	2%	5%	3%	2%	2%
Less often	10%	9%	11%	11%	8%	9%	10%	11%	10%	13%	10%
I used to, but have not done so in the last 12 months	15%	14%	16%	18%	16%	15%	10%	14%	15%	8%	19%
Never	31%	29%	33%	34%	33%	33%	22%	31%	31%	29%	32%

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Fieldwork: 29 - 30 April 2020

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Do you subscribe to any news outlets, either online or in print (i.e. paying for a newspaper delivery service, subscribing to access news content online etc.)? (Please select the option that best applies)

	Unweighted base	776	396	380	52	59	105	104	456
<b>Base: All GB adults who read a print newspaper at least once a month</b>		775	406	369	60	64	105	101	444
I currently have at least one subscription		23%	27%	20%	21%	28%	16%	14%	27%
I used to have at least one subscription, but do not currently have a subscription		8%	8%	8%	12%	9%	8%	11%	7%
I have never had a subscription, but I would consider getting one in the future		14%	17%	11%	33%	17%	24%	19%	8%
I have never had a subscription, and I will not consider getting one in the future		52%	46%	58%	33%	35%	47%	54%	57%
Don't know		3%	2%	3%	2%	10%	4%	2%	2%

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	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Do you subscribe to any news outlets, either online or in print (i.e. paying for a newspaper delivery service, subscribing to access news content online etc.)? (Please select the option that best applies)

	Unweighted base	776	510	266	149	122	85	144	170	670	40	66
<b>Base: All GB adults who read a print newspaper at least once a month</b>		775	473	302	154	125	83	146	167	675	42	58
I currently have at least one subscription		23%	29%	15%	25%	20%	23%	28%	24%	24%	18%	16%
I used to have at least one subscription, but do not currently have a subscription		8%	11%	4%	6%	8%	12%	9%	10%	9%	2%	6%
I have never had a subscription, but I would consider getting one in the future		14%	13%	15%	14%	13%	14%	15%	13%	14%	18%	17%
I have never had a subscription, and I will not consider getting one in the future		52%	46%	60%	51%	55%	49%	45%	52%	50%	62%	61%
Don't know		3%	1%	6%	4%	4%	3%	3%	2%	3%	-	-

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Recently, The Sunday Times published a story critical of the Government's handling of the Coronavirus (COVID-19) outbreak, both in print and online. The online version of this article was hidden behind a paywall (i.e. the article was not viewable unless the reader paid for a subscription to The Sunday Times online.) Would you say it is acceptable or unacceptable for news outlets to place news stories behind paywalls, allowing only people with a subscription to view the news story?

Unweighted base	2145	1000	1145	213	345	396	317	874
<b>Base: All GB adults</b>	<b>2145</b>	<b>1040</b>	<b>1105</b>	<b>238</b>	<b>343</b>	<b>392</b>	<b>312</b>	<b>859</b>
Very acceptable	11%	16%	6%	7%	8%	14%	11%	12%
Fairly acceptable	26%	28%	24%	24%	29%	29%	29%	21%
Fairly unacceptable	18%	16%	20%	26%	24%	17%	16%	14%
Very unacceptable	33%	32%	33%	27%	28%	28%	31%	39%
Don't know	13%	9%	17%	17%	11%	12%	14%	13%

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Unweighted base	2145	1327	818	494	345	223	287	486	1835	102	208
<b>Base: All GB adults</b>	<b>2145</b>	<b>1223</b>	<b>922</b>	<b>513</b>	<b>354</b>	<b>218</b>	<b>290</b>	<b>479</b>	<b>1853</b>	<b>105</b>	<b>187</b>
Very acceptable	11%	13%	8%	9%	9%	14%	10%	13%	11%	11%	11%
Fairly acceptable	26%	29%	21%	24%	26%	26%	25%	26%	25%	20%	32%
Fairly unacceptable	18%	18%	17%	20%	14%	16%	20%	19%	18%	13%	18%
Very unacceptable	33%	30%	37%	34%	38%	30%	28%	31%	33%	37%	31%
Don't know	13%	10%	17%	13%	14%	14%	16%	11%	13%	19%	8%

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For the following question, please imagine that somebody has copied the text from a news article that is behind a paywall, and has shared it online so that anyone can view the article without requiring a subscription to the news outlet that originally published the article...Do you think that sharing a news article from a website that requires a subscription is more or less acceptable than other forms of media piracy (i.e. downloading music/ films/ books etc. without paying for them)?

Unweighted base	2145	1000	1145	213	345	396	317	874
<b>Base: All GB adults</b>	<b>2145</b>	<b>1040</b>	<b>1105</b>	<b>238</b>	<b>343</b>	<b>392</b>	<b>312</b>	<b>859</b>
Much more acceptable	13%	16%	10%	16%	13%	14%	12%	11%
Fairly more acceptable	15%	15%	14%	23%	23%	11%	14%	11%
Neither more or less acceptable	41%	40%	42%	30%	35%	45%	43%	44%
Fairly less acceptable	7%	8%	7%	7%	8%	8%	6%	7%
Much less acceptable	8%	8%	7%	4%	6%	7%	5%	11%
Don't know	17%	13%	20%	20%	15%	15%	20%	16%

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Much more acceptable	13%	13%	12%	15%	13%	10%	11%	11%	12%	12%	17%
Fairly more acceptable	15%	17%	12%	16%	13%	18%	15%	13%	15%	10%	16%
Neither more or less acceptable	41%	43%	39%	39%	44%	39%	39%	44%	41%	39%	42%
Fairly less acceptable	7%	7%	8%	7%	8%	6%	9%	8%	7%	5%	7%
Much less acceptable	8%	7%	8%	7%	8%	8%	7%	10%	8%	10%	6%
Don't know	17%	13%	21%	17%	16%	19%	18%	15%	17%	25%	12%

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Sample: GB Adults



Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

You previously said that you do not currently pay for a news subscription...In the box below, please write why you do not currently subscribe to any news services giving as much detail as possible.

	542	269	273	37	36	78	83	308
<b>Base: GB adults reading print newspapers at least once a month without a subscription</b>	545	278	267	44	39	80	81	302
I do not want to be restricted to one news source	2%	2%	1%	-	2%	1%	2%	2%
I do not read them enough to justify a subscription	4%	5%	3%	9%	-	2%	5%	4%
I prefer broadcast (TV or radio) news	12%	8%	16%	-	5%	5%	10%	18%
Don't know	1%	1%	1%	-	2%	1%	-	1%
I don't want to pay for news	7%	6%	8%	4%	24%	8%	4%	5%
Other	7%	8%	7%	2%	13%	12%	10%	5%
I prefer purchasing printed newspapers myself as and when	20%	14%	27%	10%	3%	6%	14%	30%
Subscriptions cost too much	12%	15%	8%	31%	7%	19%	13%	7%
Because free options are available	39%	43%	34%	47%	56%	50%	44%	31%
Because quality of journalism is poor / I do not trust them	9%	12%	6%	2%	11%	13%	9%	8%

Cell Contents (Column Percentages)

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Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

You previously said that you do not currently pay for a news subscription...In the box below, please write why you do not currently subscribe to any news services giving as much detail as possible.

	542	340	202	99	87	58	89	123	456	32	54
<b>Base: GB adults reading print newspapers at least once a month without a subscription</b>	545	315	230	102	91	56	92	121	462	35	48
I do not want to be restricted to one news source	2%	1%	3%	1%	2%	2%	1%	-	1%	2%	7%
I do not read them enough to justify a subscription	4%	6%	2%	5%	5%	4%	1%	6%	4%	3%	2%
I prefer broadcast (TV or radio) news	12%	13%	11%	13%	11%	17%	10%	12%	12%	8%	13%
Don't know	1%	0%	1%	1%	1%	-	1%	-	1%	-	2%
I don't want to pay for news	7%	6%	7%	6%	7%	7%	9%	4%	6%	9%	7%
Other	7%	7%	8%	5%	6%	3%	11%	10%	7%	6%	7%
I prefer purchasing printed newspapers myself as and when	20%	19%	22%	26%	20%	12%	14%	25%	20%	15%	26%
Subscriptions cost too much	12%	11%	12%	13%	12%	12%	11%	13%	13%	3%	11%
Because free options are available	39%	40%	37%	32%	39%	49%	44%	38%	39%	44%	26%
Because quality of journalism is poor / I do not trust them	9%	9%	8%	10%	7%	7%	10%	8%	9%	16%	6%

Cell Contents (C)