

Q1105 We would now like to talk to you about Newspapers. How often, if at all, do you access a newspapers free news website?

8 Sep 2009
 Table 1

Base: All GB Adults 16-64

This Question Was Weighted To The Online Population

	Gender			Age					Region										Social Grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1188	561	627	161	290	278	248	211	118	56	116	93	185	55	104	90	156	211	382	312	180	314
Weighted Base	1188	593	595	207*	294	279	234	172*	105*	55*	136*	106*	190*	61**	107*	109*	150*	163	338	318	174*	357
Access Newspapers Free Website (NET)	840 71%	434 73%	407 68%	166 80% FH	210 71%	179 64%	173 74%	113 66%	68 64%	37 68%	106 78% R	86 81% R	125 66%	41 68%	85 79% R	75 69%	113 76%	101 62%	263 78% UV	225 71%	115 66%	237 66%
At least once a day	250 21%	134 23%	116 20%	53 25%	64 22%	59 21%	46 20%	28 16%	25 23%	12 22%	38 28%	18 17%	32 17%	16 27%	13 13%	27 25%	42 28% O	28 17%	82 24%	73 23%	28 16%	67 19%
About 3-4 times a week	159 13%	91 15%	68 11%	26 12%	43 15%	35 13%	32 13%	23 14%	9 9%	6 11%	18 13%	20 19%	17 9%	6 10%	19 18%	8 7%	33 22% IMP	20 12%	55 16%	43 14%	18 10%	43 12%
About once a week	176 15%	84 14%	92 15%	34 17%	44 15%	35 13%	29 13%	33 19%	12 11%	5 8%	19 14%	26 25% JQR	31 16%	7 12%	26 25% JQR	18 16%	14 9%	18 11%	41 12%	39 12%	37 21% S	58 16%
About twice a month	48 4%	27 5%	21 4%	6 3%	8 3%	11 4%	10 4%	13 7%	3 3%	1 3%	3 3%	8 7%	5 3%	2 4%	5 5%	3 3%	4 2%	14 8%	12 3%	19 6%	6 3%	12 3%
Monthly	52 4%	28 5%	24 4%	15 7%	15 5%	10 4%	10 4%	2 1%	1 1%	3 5%	5 3%	4 4%	8 4%	7 11%	3 2%	9 9%	3 2%	9 6%	19 6%	15 5%	4 2%	14 4%
Less often than monthly	156 13%	70 12%	85 14%	32 15%	36 12%	28 10%	46 20% FH	14 8%	18 17%	11 20% R	23 17%	9 9%	32 17%	3 4%	18 17%	11 10%	19 12%	12 8%	54 16%	36 11%	22 13%	43 12%
Never	347 29%	159 27%	188 32%	42 20%	84 29%	101 36% D	61 26%	59 34% D	38 36%	17 32%	30 22%	20 19%	65 34%	19 32%	22 21%	34 31%	37 24% KLO	62 38%	75 22%	94 29%	59 34% S	120 34% S
Sigma	1188 100%	593 100%	595 100%	207 100%	294 100%	279 100%	234 100%	172 100%	105 100%	55 100%	136 100%	106 100%	190 100%	61 100%	107 100%	109 100%	150 100%	163 100%	338 100%	318 100%	174 100%	357 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1110 You say that you access a free news website at least once a month. Thinking of your favorite free news website, what would you be most likely to do if it began charging for access?

Base: All GB Adults 16-64 Who Access A Newspapers Free Website At Least Monthly

This Question Was Weighted To The Online Population

	Gender			Age					Region										Social Grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	741	358	383	101	183	177	148	132	71	32	69	67	100	40	74	57	110	118	253	208	100	180
Weighted Base	685	363	321	134*	174*	150*	127*	100*	50*	26**	83*	76*	93*	39**	67*	64**	95*	88*	209	189	93*	194*
I would find another site that is free	508 74%	281 77%	227 71%	94 71%	133 76%	115 76%	92 72%	74 74%	41 83% Q	14 54%	67 81%	63 82%	63 68%	27 69%	57 84% Q	44 69%	60 63%	70 79%	146 70%	142 75%	77 83%	143 73%
I would continue to use it and be content with free access to headlines only	57 8%	31 8%	26 8%	4 3%	10 6%	16 11%	16 13%	11 11%	4 8%	7 25%	5 6%	3 4%	10 10%	2 6%	4 5%	9 13%	8 8%	7 8%	21 10%	22 12%	5 6%	9 5%
I would pay to continue reading	34 5%	17 5%	17 5%	18 13% FGH	11 6%	2 1%	2 2%	1 1%	2 4%	1 5%	-	1 2%	1 2%	5 12%	-	4 6% IKLMOR	16 17%	2 2%	12 6%	11 6%	2 2%	9 5%
Not Sure	85 12%	34 9%	51 16%	18 13%	20 11%	17 12%	17 14%	14 14%	3 5%	4 16%	11 13%	9 12%	19 20% I	5 13%	7 10%	7 12%	11 11%	10 11%	30 14%	14 7%	9 10%	33 17% T
Sigma	685 100%	363 100%	321 100%	134 100%	174 100%	150 100%	127 100%	100 100%	50 100%	26 100%	83 100%	76 100%	93 100%	39 100%	67 100%	64 100%	95 100%	88 100%	209 100%	189 100%	93 100%	194 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1115 Whether you chose to pay or if all newspaper sites became paid for only, how would you prefer to pay to view content?

Base: All GB Adults 16-64 Who Access A Newspapers Free Website At Least Monthly

This Question Was Weighted To The Online Population

	Gender			Age					Region										Social Grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	741	358	383	101	183	177	148	132	71	32	69	67	100	40	74	57	110	118	253	208	100	180
Weighted Base	685	363	321	134*	174*	150*	127*	100*	50*	26**	83*	76*	93*	39**	67*	64**	95*	88*	209	189	93*	194*
Subscription - access all areas for a longer period of time (up to a year)	367 54%	213 58% C	154 48%	64 48%	99 57%	90 60% G	57 45%	58 58%	30 61%	12 46%	43 51%	48 62%	41 44%	11 28%	39 59%	44 69%	44 47%	54 62%	137 66% V	106 56% V	47 50%	77 40%
Per day access, all you want to read in a 24 hour period	175 26%	82 23%	93 29%	39 29%	41 23%	37 25%	42 33% H	16 16%	12 23%	9 34%	27 33%	12 15%	28 30%	20 52%	14 20%	9 14%	25 26%	18 20%	38 18%	44 23%	23 25%	70 36% S
Per article	143 21%	69 19%	75 23%	31 23%	35 20%	23 15%	29 23%	25 25%	8 16%	5 20%	13 16%	17 22%	24 26%	8 20%	14 21%	11 18%	25 27%	16 18%	33 16%	39 21%	23 24%	48 25%
Sigma	685 100%	363 100%	321 100%	134 100%	174 100%	150 100%	127 100%	100 100%	50 100%	26 100%	83 100%	76 100%	93 100%	39 100%	67 100%	64 100%	95 100%	88 100%	209 100%	189 100%	93 100%	194 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
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Q1120 You say that you would prefer to pay for an online newspaper site per article. What is the maximum amount that you would be prepared to pay for this service?

Base: All GB Adults 16-64 Who Access A Newspapers Free Website At Least Monthly And Would Prefer To Pay Per Article

This Question Was Weighted To The Online Population

	Gender			Age					Region										Social Grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	159	73	86	25	31	35	33	35	11	6	12	19	20	9	16	13	24	28	43	43	26	47
Weighted Base	143*	69*	75*	31**	35**	23**	29**	25**	8**	5**	13**	17**	24**	8**	14**	11**	25**	16**	33**	39**	23**	48**
1-2p per article	98 68%	43 63%	54 73%	13 41%	20 56%	19 81%	23 80%	24 94%	7 88%	2 45%	6 48%	14 79%	20 83%	7 94%	12 86%	6 50%	9 37%	13 81%	22 66%	24 61%	18 78%	34 72%
3-5p per article	22 15%	10 14%	12 16%	5 16%	8 23%	4 17%	3 12%	1 5%	1 7%	1 17%	-	4 21%	4 17%	-	2 11%	2 15%	7 28%	2 13%	5 15%	8 20%	1 6%	7 15%
6-10p per article	18 13%	10 14%	8 11%	9 27%	6 18%	1 3%	2 8%	* 1%	* 5%	2 38%	7 52%	-	-	* 6%	* 3%	3 29%	4 15%	1 6%	6 19%	3 7%	3 15%	6 12%
11-20p per article	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than 21p	6 4%	6 8%	-	5 16%	1 2%	-	-	-	-	-	-	-	-	-	-	1 7%	5 20%	-	-	5 13%	-	1 2%
Sigma	143 100%	69 100%	75 100%	31 100%	35 100%	23 100%	29 100%	25 100%	8 100%	5 100%	13 100%	17 100%	24 100%	8 100%	14 100%	11 100%	25 100%	16 100%	33 100%	39 100%	23 100%	48 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q1125 You say that you would prefer to pay for per day access. What is the maximum amount that you would be prepared to pay for this service?

Base: All GB Adults 16-64 Who Access A Newspapers Free Website At Least Monthly And Would Prefer To Pay Per Day Access

This Question Was Weighted To The Online Population

	Gender			Age					Region										Social Grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	179	73	106	29	48	40	39	23	15	13	19	11	23	13	18	13	28	24	45	51	25	58
Weighted Base	175*	82*	93*	39**	41**	37**	42**	16**	12**	9**	27**	12**	28**	20**	14**	9**	25**	18**	38**	44**	23**	70**
Less than 25p	124 71%	60 73%	64 69%	24 61%	26 63%	28 76%	35 84%	12 71%	10 90%	6 64%	16 58%	9 76%	19 69%	10 52%	11 80%	6 62%	22 87%	14 76%	23 61%	38 87%	16 69%	47 67%
26-50p	44 25%	19 23%	25 27%	12 32%	13 32%	9 24%	5 12%	5 29%	1 10%	2 25%	11 42%	3 24%	7 26%	10 48%	1 7%	3 38%	2 9%	3 17%	13 35%	5 11%	7 31%	19 27%
50p - £1	5 3%	3 4%	3 3%	2 5%	2 5%	-	1 4%	-	-	-	-	-	1 5%	-	2 14%	-	1 4%	1 6%	2 4%	1 1%	-	3 5%
More than £1	1 1%	-	1 1%	1 2%	-	-	-	-	-	1 10%	-	-	-	-	-	-	-	-	-	-	-	1 1%
Sigma	175 100%	82 100%	93 100%	39 100%	41 100%	37 100%	42 100%	16 100%	12 100%	9 100%	27 100%	12 100%	28 100%	20 100%	14 100%	9 100%	25 100%	18 100%	38 100%	44 100%	23 100%	70 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
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Q1130 You say that you would prefer to pay an annual subscription fee what is the maximum amount that you would be prepared to pay for this service?

Base: All GB Adults 16-64 Who Access A Newspapers Free Website At Least Monthly And Would Prefer To A Subscription

This Question Was Weighted To The Online Population

	Gender			Age					Region									Social Grade				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	403	212	191	47	104	102	76	74	45	13	38	37	57	18	40	31	58	66	165	114	49	75
Weighted Base	367	213*	154*	64**	99*	90*	57*	58*	30*	12**	43**	48**	41**	11**	39**	44**	44**	54**	137*	106*	47**	77*
Less than £10	262 72%	156 73%	107 69%	42 66%	68 69%	60 67%	44 77%	49 85%	18 61%	7 56%	34 80%	41 86%	31 76%	10 96%	25 64%	31 70%	27 60%	38 70%	87 63%	82 77%	38 81%	56 73%
£10 - £20	75 20%	41 19%	34 22%	17 27%	24 24%	18 20%	10 17%	6 10%	10 32%	3 25%	9 20%	6 13%	5 12%	* 4%	8 20%	10 24%	14 32%	10 18%	31 23%	21 20%	8 16%	15 19%
£20 - £50	28 8%	16 7%	12 8%	5 8%	6 6%	11 12%	3 6%	3 5%	2 7%	2 19%	-	* 1%	4 10%	-	7 17%	2 5%	3 8%	6 12%	19 13%	2 2%	1 3%	6 8%
More than £50	1 *	-	1 1%	-	1 1%	1 1%	-	-	-	-	-	-	1 2%	-	-	1 2%	-	-	1 1%	1 1%	-	-
Sigma	367 100%	213 100%	154 100%	64 100%	99 100%	90 100%	57 100%	58 100%	30 100%	12 100%	43 100%	48 100%	41 100%	11 100%	39 100%	44 100%	44 100%	54 100%	137 100%	106 100%	47 100%	77 100%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
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Q1135 Finally, would you pay for online newspaper access/subscription if it included a free or discounted printed newspaper subscription?

8 Sep 2009
 Table 7

Base: All GB Adults 16-64 Who Access A Newspapers Free Website At Least Monthly

This Question Was Weighted To The Online Population

	Gender			Age					Region										Social Grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	741	358	383	101	183	177	148	132	71	32	69	67	100	40	74	57	110	118	253	208	100	180
Weighted Base	685	363	321	134*	174*	150*	127*	100*	50*	26**	83*	76*	93*	39**	67*	64**	95*	88*	209	189	93*	194*
Yes, and I currently regularly buy the printed newspaper	223 33%	121 33%	102 32%	48 36%	58 33%	47 32%	39 31%	31 31%	17 35%	6 23%	30 36%	17 22%	44 47% L	10 26%	19 28%	23 35%	30 32%	26 30%	68 32%	54 29%	30 32%	72 37%
Yes, and I don't normally buy the printed newspaper	100 15%	46 13%	55 17%	33 25% GH	26 15%	22 15%	10 8%	9 9%	6 11%	4 16%	8 9%	12 15%	14 15%	6 14%	8 12%	10 16%	18 19%	14 16%	36 17%	29 15%	8 9%	27 14%
No, I would only use online access	361 53%	196 54%	165 51%	53 40%	90 52%	80 53%	78 61% D	60 60% D	27 54%	16 62%	45 55%	48 63% M	35 38%	23 59%	40 60% M	32 49%	47 49%	48 55%	105 50%	106 56%	55 59%	95 49%
Sigma	685 100%	363 100%	321 100%	134 100%	174 100%	150 100%	127 100%	100 100%	50 100%	26 100%	83 100%	76 100%	93 100%	39 100%	67 100%	64 100%	95 100%	88 100%	209 100%	189 100%	93 100%	194 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
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Analysis of Sample - Great Britain

Base: All GB Adults 16-64

This Question Was Weighted To The Online Population

	Gender			Age					Region									Social Grade				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scotland	North East	North West	Yorkshire	Midlands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1188	561	627	161	290	278	248	211	118	56	116	93	185	55	104	90	156	211	382	312	180	314
Weighted Base	1188	593	595	207*	294	279	234	172*	105*	55*	136*	106*	190*	61**	107*	109*	150*	163	338	318	174*	357
Gender																						
Male	593 50%	593 100%	-	105 50%	149 51%	137 49%	114 49%	88 51%	48 45%	29 52%	65 48%	55 52%	84 44%	33 54%	54 51%	53 49%	70 47%	97 60%	180 53%	160 50%	81 46%	173 48%
Female	595 50%	-	595 100%	103 50%	145 49%	142 51%	120 51%	85 49%	58 55%	26 48%	71 52%	51 48%	106 56%	28 46%	52 49%	56 51%	80 53%	66 40%	158 47%	159 50%	93 54%	184 52%
Age																						
16-24	207 17%	105 18%	103 17%	207 100%	-	-	-	-	15 14%	5 9%	26 19%	17 16%	43 23%	17 27%	15 14%	15 14%	24 16%	26 16%	49 15%	40 13%	29 16%	89 25%
25-34	294 25%	149 25%	145 24%	-	294 100%	-	-	-	34 32%	18 33%	29 21%	26 25%	42 22%	9 14%	18 16%	28 26%	52 35%	38 23%	85 25%	98 31%	40 23%	72 20%
35-44	279 24%	137 23%	142 24%	-	-	279 100%	-	-	29 27%	13 25%	18 13%	23 22%	40 21%	16 26%	25 23%	37 34%	36 24%	40 25%	86 25%	85 27%	40 23%	68 19%
45-54	234 20%	114 19%	120 20%	-	-	-	234 100%	-	20 19%	11 20%	40 30%	14 13%	41 22%	13 21%	28 27%	16 14%	23 15%	30 18%	70 21%	62 20%	39 22%	63 18%
55-64	172 15%	88 15%	85 14%	-	-	-	-	172 100%	8 8%	7 13%	22 16%	26 25%	24 12%	7 11%	21 20%	13 12%	15 10%	29 18%	48 14%	33 10%	26 15%	65 18%
Region																						
Scotland	105 9%	48 8%	58 10%	15 7%	34 11%	29 10%	20 8%	8 5%	105 100%	-	-	-	-	-	-	-	-	-	35 10%	36 11%	14 8%	20 6%
North East	55 5%	29 5%	26 4%	5 2%	18 6%	13 5%	11 5%	7 4%	-	55 100%	-	-	-	-	-	-	-	-	9 3%	12 4%	9 5%	24 7%
North West	136 11%	65 11%	71 12%	26 13%	29 10%	18 7%	40 17%	22 13%	-	-	136 100%	-	-	-	-	-	-	-	34 10%	32 10%	14 8%	57 16%
Yorkshire	106 9%	55 9%	51 9%	17 8%	26 9%	23 8%	14 6%	26 15%	-	-	-	106 100%	-	-	-	-	-	-	22 6%	27 9%	20 12%	37 10%
Midlands	190 16%	84 14%	106 18%	43 21%	42 14%	40 14%	41 17%	24 14%	-	-	-	-	190 100%	-	-	-	-	-	52 15%	42 13%	25 14%	71 20%
Wales	61 5%	33 5%	28 5%	17 8%	9 3%	16 6%	13 5%	7 4%	-	-	-	-	-	61 100%	-	-	-	-	16 5%	10 3%	14 8%	21 6%
South West	107 9%	54 9%	52 9%	15 7%	18 6%	25 9%	28 12%	21 12%	-	-	-	-	-	-	107 100%	-	-	-	33 10%	19 6%	26 15%	28 8%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 cgerlotto@harrisinteractive.com OR ikranitis@harrisinteractive.com
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Analysis of Sample - Great Britain

8 Sep 2009
 Table 8

Base: All GB Adults 16-64

This Question Was Weighted To The Online Population

	Gender			Age					Region									Social Grade				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	Scot-land	North East	North West	York-shire	Mid-lands	Wales	South West	East of England	London	South-east	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1188	593	595	207*	294	279	234	172*	105*	55*	136*	106*	190*	61**	107*	109*	150*	163	338	318	174*	357
East of England	109 9%	53 9%	56 9%	15 7%	28 10%	37 13%	16 7%	13 8%	-	-	-	-	-	-	-	109 100%	-	-	25 7%	46 15%	23 13%	15 4%
London	150 13%	70 12%	80 13%	24 12%	52 18%	36 13%	23 10%	15 9%	-	-	-	-	-	-	-	-	150 100%	-	56 17%	58 18%	13 8%	23 7%
Southeast	163 14%	97 16%	66 11%	26 13%	38 13%	40 14%	30 13%	29 17%	-	-	-	-	-	-	-	-	-	163 100%	56 17%	36 11%	15 8%	56 16%
Social Grade																						
AB	338 28%	180 30%	158 27%	49 24%	85 29%	86 31%	70 30%	48 28%	35 33%	9 17%	34 25%	22 21%	52 28%	16 26%	33 31%	25 23%	56 37%	56 35%	338 100%	-	-	-
C1	318 27%	160 27%	159 27%	40 19%	98 33%	85 30%	62 27%	33 19%	36 34%	12 22%	32 24%	27 26%	42 22%	10 16%	19 18%	46 43%	58 38%	36 22%	-	318 100%	-	-
C2	174 15%	81 14%	93 16%	29 14%	40 14%	40 14%	39 17%	26 15%	14 14%	9 17%	14 10%	20 19%	25 13%	14 23%	26 25%	23 21%	13 9%	15 9%	-	-	174 100%	-
DE	357 30%	173 29%	184 31%	89 43%	72 24%	68 24%	63 27%	65 37%	20 19%	24 44%	57 42%	37 34%	71 37%	21 35%	28 27%	15 14%	23 16%	56 35%	-	-	-	357 100%

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M/N/O/P/Q/R - S/T/U/V
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8 September 2009
THE HARRIS POLL GLOBAL OMNIBUS
J7460S1 SEPTEMBER PAN EURO 2009
HARRIS INTERACTIVE
A589 PAID CONTENT
FIELD PERIOD: 26th AUGUST - 2nd SEPTEMBER 2009

Page	Table	Title
1	1	Q1105 We would now like to talk to you about Newspapers. How often, if at all, do you access a newspapers free news website? This Question Was Weighted To The Online Population
2	2	Q1110 You say that you access a free news website at least once a month. Thinking of your favorite free news website, what would you be most likely to do if it began charging for access? This Question Was Weighted To The Online Population
3	3	Q1115 Whether you chose to pay or if all newspaper sites became paid for only, how would you prefer to pay to view content? This Question Was Weighted To The Online Population
4	4	Q1120 You say that you would prefer to pay for an online newspaper site per article. What is the maximum amount that you would be prepared to pay for this service? This Question Was Weighted To The Online Population
5	5	Q1125 You say that you would prefer to pay for per day access. What is the maximum amount that you would be prepared to pay for this service? This Question Was Weighted To The Online Population
6	6	Q1130 You say that you would prefer to pay an annual subscription fee what is the maximum amount that you would be prepared to pay for this service? This Question Was Weighted To The Online Population
7	7	Q1135 Finally, would you pay for online newspaper access/subscription if it included a free or discounted printed newspaper subscription? This Question Was Weighted To The Online Population
8	8	Analysis of Sample - Great Britain This Question Was Weighted To The Online Population