

October 2010 Omnibus Week 4 – Paying for Online Content

Prepared by Princeton Survey Research Associates International

Q6a Do you use the internet, at least occasionally? *{PIAL Trend}*

- 1 Yes – 74%
- 2 No – 26%

Q6b Do you send or receive email, at least occasionally? *{PIAL Trend}*

- 1 Yes – 67%
- 2 No – 33%

Total internet users = 75% (“yes” to either 6a or 6b)

ASKED OF ALL INTERNET USERS – N=755

Q7 Did you happen to use the internet YESTERDAY? *{PIAL Trend}*

- 1 Yes, used the internet yesterday -- 79%
- 2 No, did not use the internet yesterday – 21%

ASK ALL INTERNET USERS (Q6a=1 or Q6b=1 and N=755):

PAY1 Thinking about all of the different types of content available on the internet....Please tell me if you have ever PAID to access or to download any of the following types of online content. As you think about your answer, please include any subscription service you might have paid for. (First/Next) have you ever PAID to access online or to download ...

	Yes	No	Don't know
a. Music	33%	77%	*
b. Online videos, movies or TV content	16%	84%	*
c. Photos	12%	88%	*
d. A newspaper, magazine, journal article or special report	18%	82%	
e. An e-Book	10%	89%	1%
f. Games	19%	81%	*
g. Tools, skills or materials to use in an online game	5%	94%	1%
h. “Cheats” or codes to help you play online games	5%	95%	*
i. Podcasts	7%	91%	2%
j. Ringtones	15%	85%	*
k. Software	33%	67%	*
l. Applications or “apps” for your cell phone or tablet computer	21%	79%	*
m. A particular website or online service, such as an online dating site or service	5%	95%	*
n. Premium or members-only content on a particular website	11%	89%	*
o. Adult content	2%	98%	*
p. Some other kind of content	6%	94%	*

ASK ALL INTERNET USERS (Q6a=1 or Q6b=1 – N=755):

PAY2 There are different ways to pay for online content...Have you ever PAID... ?

a.	To download an individual file	16%	82%	2%
b.	To access streaming content	8%	89%	3%
c.	For a subscription to access online content	3%	76%	1%