

# ZOGBY ANALYTICS PUBLIC OPINION SURVEY ON VALUE OF THE AD-SUPPORTED INTERNET

SUMMARY REPORT  
MAY 2016

Conducted online among 1,004 US Adults,  
Survey conducted from April 19-20, 2016  
Margin of error +/- 3.2 percentage points  
Conducted on behalf of the Digital Advertising Alliance



**Q1** Many people use free e-mail services like those offered by Gmail, Hotmail, AOL, and Yahoo as their primary e-mail accounts. If all e-mail providers started to charge for e-mail, how much do you think someone would have to pay each month to keep his or her current e-mail accounts?

\$6.42

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**Q2** Popular music streaming services like Spotify, Pandora, Soundcloud, and Tidal play millions of songs for free. If all streaming music providers started to charge subscription fees, how much do you think someone would have to pay each month to continue to get unlimited music?

\$7.68

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**Q3** YouTube, Hulu, and Facebook offer free video content and TV shows online and on mobile devices. If all video providers started to charge subscription fees, how much do you think someone would have to pay each month to continue to watch his or her favorite videos and shows?

\$7.83

**Q4** Thousands of news sites and apps offer free online and mobile news coverage, including the New York Times, Washington Post, USA Today, CNN, Fox News, CBS News, ABC News, TMZ, Huffington Post, BuzzFeed, Business Insider, TechCrunch, and local newspaper and TV stations. If all news providers started to charge subscription fees, how much do you think someone would have to pay each month to continue to have access to all of his or her favorite news outlets and coverage?

\$6.37

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**Q5** Popular sports sites and apps like Bleacher Report, ESPN, CBSSports, Fox Sports, SBNation, and MLB.com offer free news and game highlights. If all sports providers started to charge subscription fees, how much do you think someone would have to pay each month to continue to have access to sports scores, highlights, and information?

\$7.75

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**Q6** Popular map providers like Google Maps, Yahoo Maps, Mapquest and Waze offer free location information and directions. If all map providers started to charge subscription fees, how much do you think someone would have to pay each month to continue to have access to maps and directions?

\$4.98

**Q7** Social media providers like Facebook, Twitter, Instagram, and Pinterest offer free access to social networks and information. If all social media providers started to charge subscription fees, how much do you think someone would have to pay each month to keep all of his or her accounts active?

\$6.27

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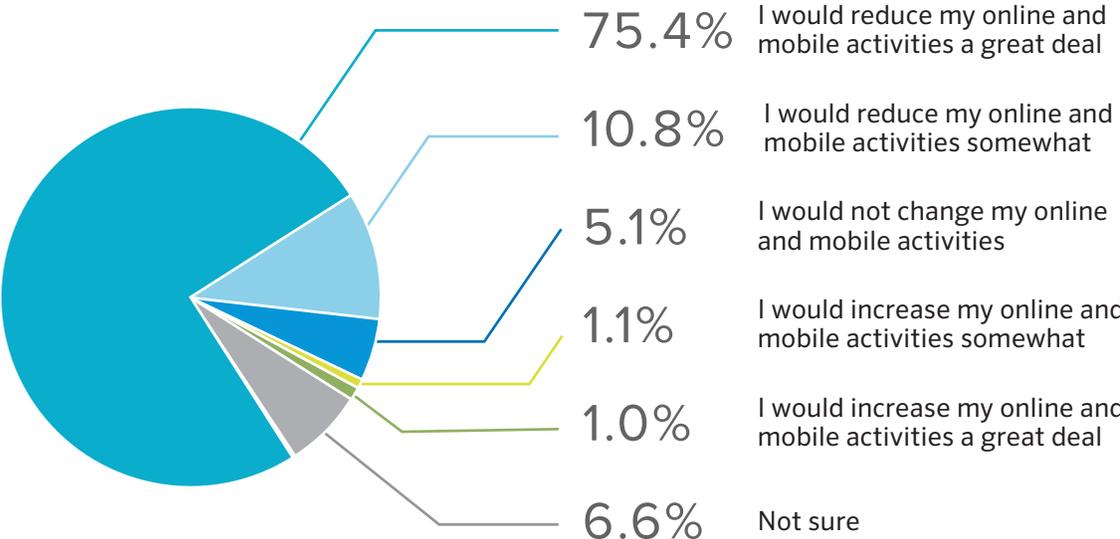
**Q8** Consumers use millions of free web sites and mobile apps for information and services. If all of those sites and apps started to charge subscription fees, how much do you think someone would have to have to pay each month for each of the following services and/or content?

Search engines like Google and Bing	\$4.46
Weather forecasts like Weather.com and Accuweather	\$3.87
Career sites like Monster and CareerBuilder	\$5.46
Stock and financial information like Google Finance and Mint	\$6.44
Health services like WebMD and Drugs.com	\$5.66

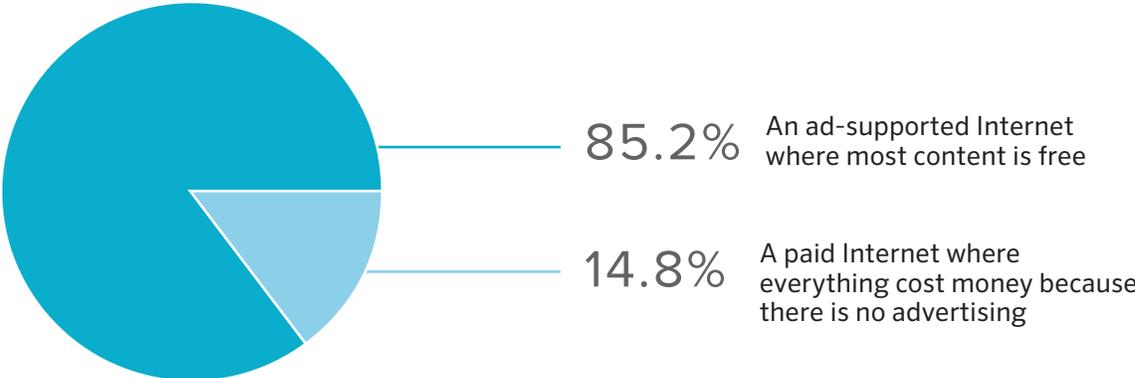
**Q9** Consumers also use free web sites and mobile apps for entertainment and social activities. If all of those sites and apps started to charge subscription fees, how much do you think someone would have to have to pay each month for each of the following services and/or content?

Online and mobile games and apps	\$5.04
Personals like Tinder and Match	\$6.22
Photo sharing services like Flickr and Picasa	\$5.14
Travel advice like TripAdvisor and Yahoo Travel	\$5.28
Blogs providing information and entertainment	\$4.90

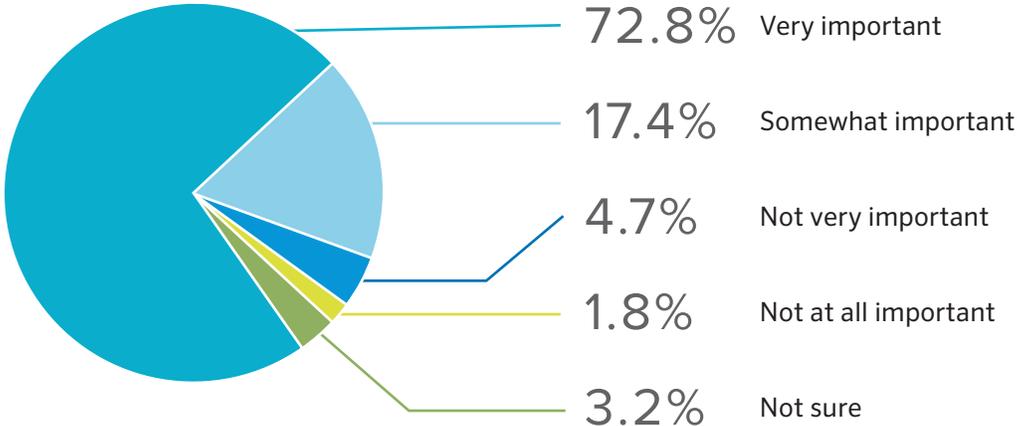
**Q10** If you had to pay several hundred dollars a year or more for the online content and services and mobile apps you currently get for free, how would that change your behavior?



**Q11** Which of the following would you prefer: an Internet where there are no ads, but you have to pay for most content you read/see like blogs, entertainment sites, video content and social media, or today's Internet in which there are ads, but most content is free?



**Q12** Overall, how important to you is free Internet content like news, weather, e-mail and blogs?



**Q13** Which of the following types of advertising have you found useful in finding new products, researching a potential purchase, or assisting with the shopping process? (Check all that apply.)

CATEGORY	PERCENT
Movies/TV shows	42.5%
Technology/devices	37.2%
Clothing	35.7%
Local restaurants	33.6%
Groceries	32.5%
Phone and Internet services	32.2%
Travel	30.4%
Home products	29.4%
Personal care products	27.7%
Local services	24.4%
Automobiles	23.3%
Video games	22.2%
Insurance	18.3%
Financial services	17.3%
Furniture	15.3%
Other	5.8%
None of the above	20.4%

**79.6%**  
selected at least one option

Source: Zogby Interactive