

The 9 Paths to Subscription

Why Recent Subscribers Chose to Pay for News

DIGITAL PAYWALL CONVERTERS

OF ALL NEW SUBSCRIBERS,

64%

REACHED THE FREE ARTICLE LIMIT

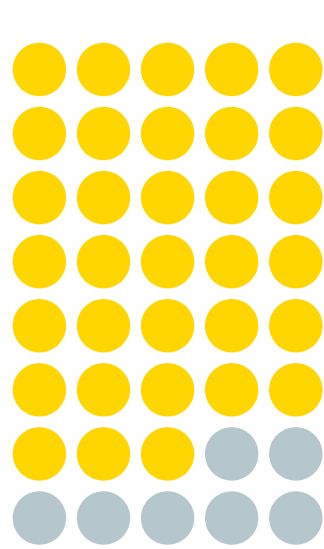
They were driven to subscribe because they visited their newspaper's site frequently and wanted even more access to the news provided.



53% of topic hunters are looking for coverage of local politics

TOPIC HUNTERS

When they find a news source that covers their preferred topic well, they want to support it. They feel good about helping the news industry – and they like all the extra content they get.



83%

of Locally Engaged subscribers are subscribing for local political news.

THE LOCALLY ENGAGED

Who's Sharing News?



71%

37%

Social/Mobile Discoverers

Other Subscribers

SOCIAL MEDIA / MOBILE DISCOVERERS

Sharing news is what Social Media/Mobile Discoverers are all about! That's why 71% of them share the news they read from their subscription source compared to only 37% of all other subscribers.

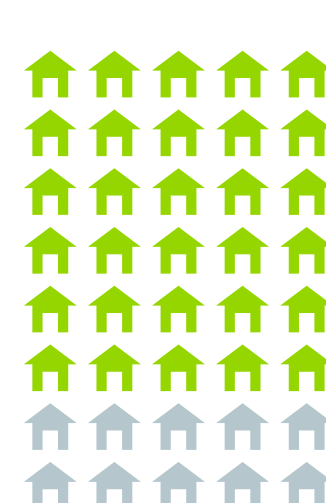
80% are concerned with the quality of free news

JOURNALISM ADVOCATES

Sure, free can be good, but 80% of Journalism Advocates subscribe to their news source because they're concerned free news isn't always quality news. Only 16% of other subscribers cite this as a reason to pay for news.

76%

of Life Changers are new to the area covered by the news source they're subscribing to



LIFE CHANGERS

When Life Changers pack up and move to a new city, many of them find it helpful to have access to the local news, likely in order to become familiar with their new home. On the other hand, only 4% of other subscribers do so because of a big move.

SALE 98%

COUPON CLIPPERS

Nearly all Coupon Clippers use the coupons that come with their daily newspaper, compared to only 45% of all other subscribers, who are not as drawn to the deals as their coupon-clipping, price-conscious counterparts.

83%

PRINT FANS

Print Fans love the convenience of home delivery and printed news, which is the driving factor in 83% of their subscription starts. Of all other subscribers, only 2% subscribe because of the convenience of home delivery/print.

62%

Borrowers

54%

Referrals

FRIENDS & FAMILY

Friends & Family subscribers get hooked on their news source because of other people in their lives. 62% of them borrow print newspapers before subscribing, while 54% ended up subscribing after seeing someone close to them recommend a story from that particular news source.

Created using data from the American Press Institute's "Paths to Subscription" report, which can be found here: goo.gl/EKfa6W