



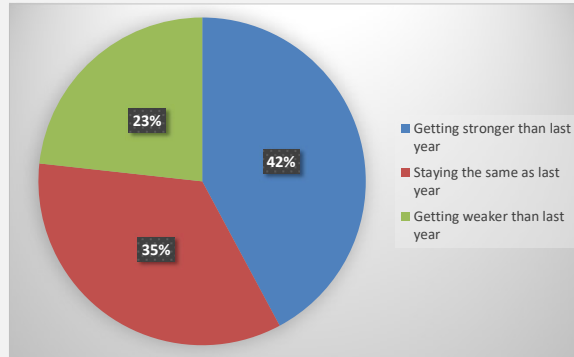
2017 Publishers Confidence & Technology Report

March 7, 2017



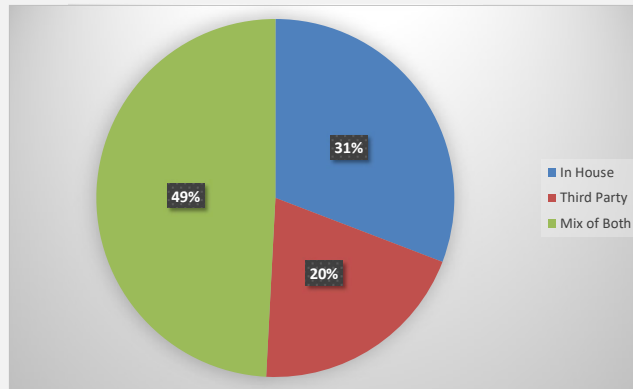
PUBLISHERS SURVEY

How would you rate the strength of the newspaper industry compared to other news sources?



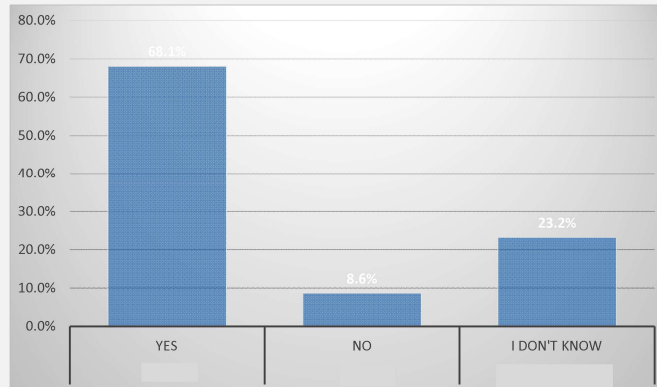
Respondents = 185

How do you manage your existing digital services operations?



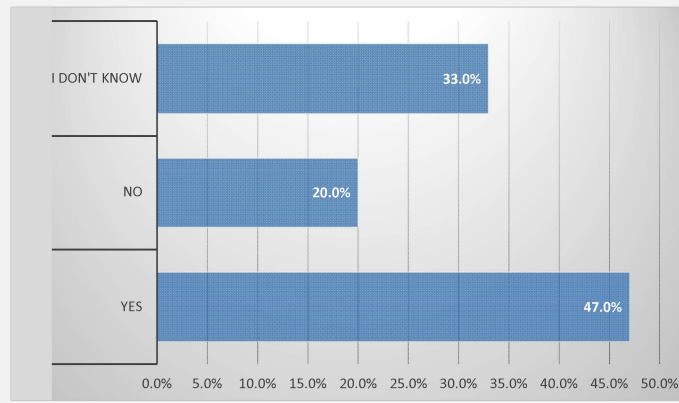
Respondents = 185

Do you believe that implementing new digital services could increase your revenue?



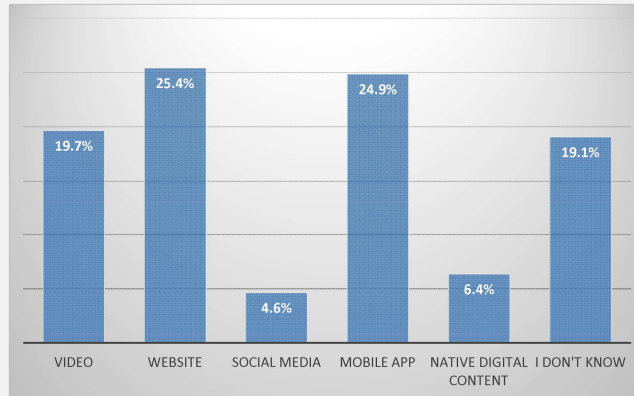
Respondents = 185

Do you plan to implement new digital services in the next six months?



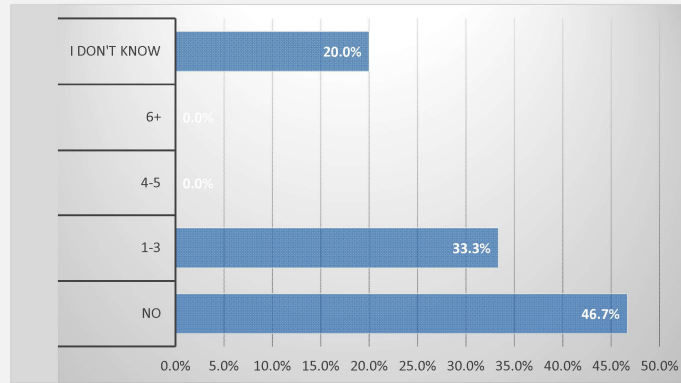
Respondents = 185

Which of the below will be the main focus of your new digital services?



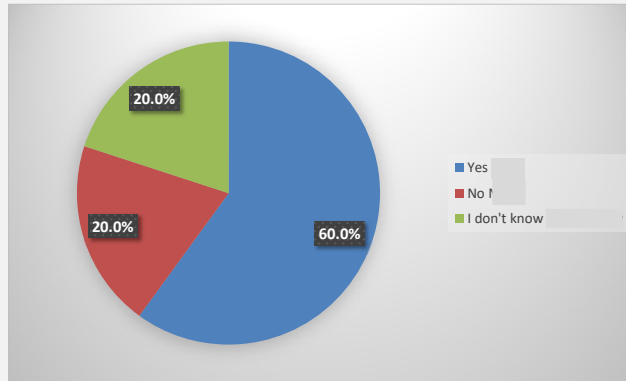
Respondents = 173

Do you plan on hiring new employees to assist in implementing these digital services practice?



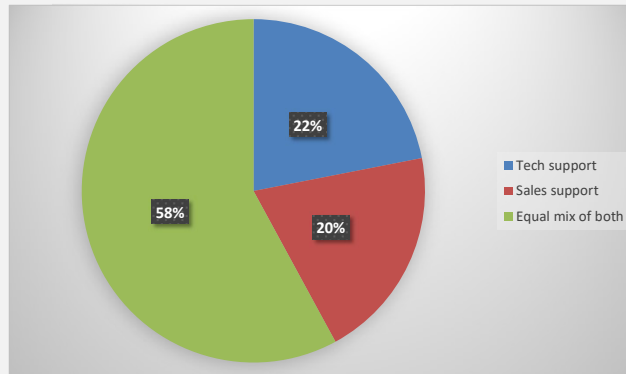
Respondents = 173

Do you plan on hiring a third party firm to assist with the new implementations?



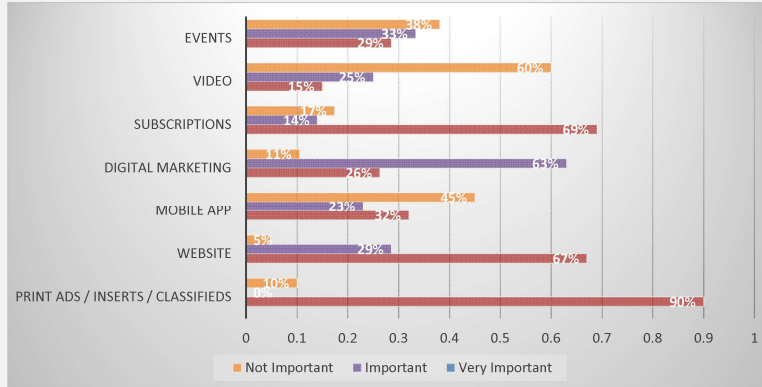
Respondents = 173

Would the new employees or third party firm be mainly for tech support or sales support?



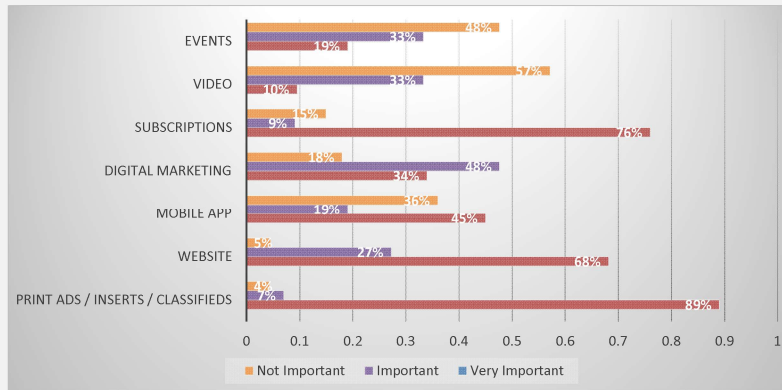
Respondents = 164

Rank the following activities in order of importance for your most revenue generating sources.



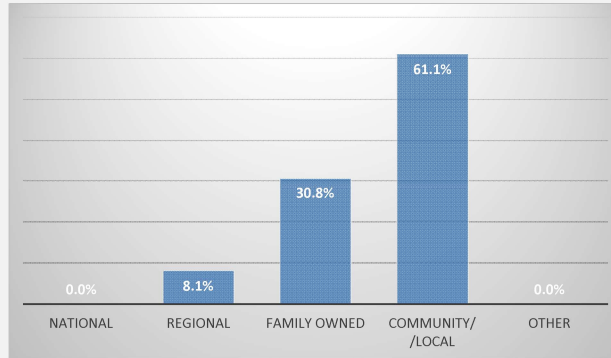
Respondents = 185

Rank the following activities as you anticipate your greatest revenue generating sources one year from now.



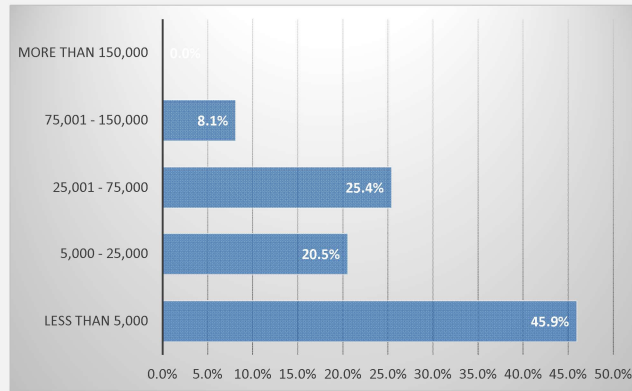
Respondents = 185

How would you describe the publication where you work?



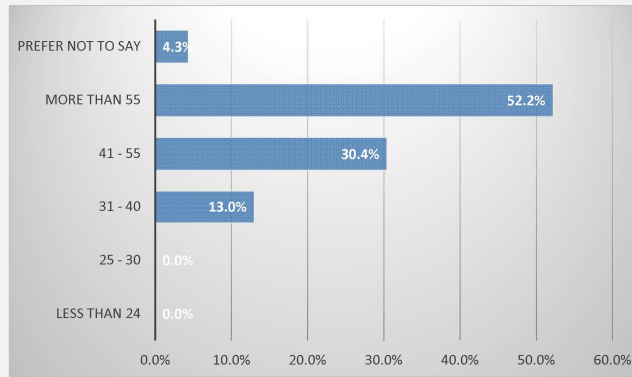
Respondents = 185

What is the circulation level of the publication you currently work for?



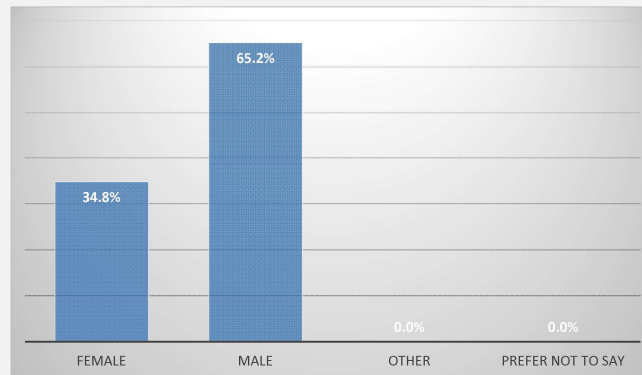
Respondents = 185

What is your age?



Respondents = 185

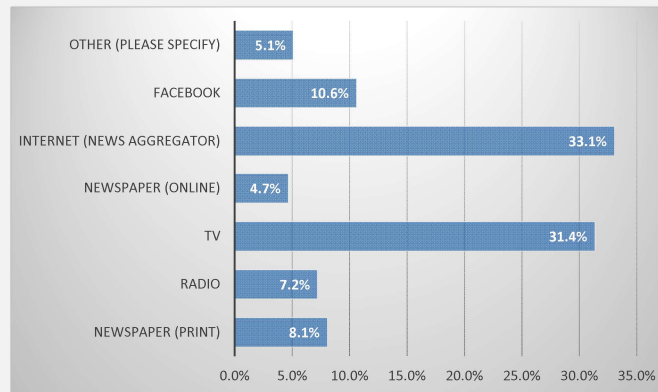
What is your gender?



Respondents = 185

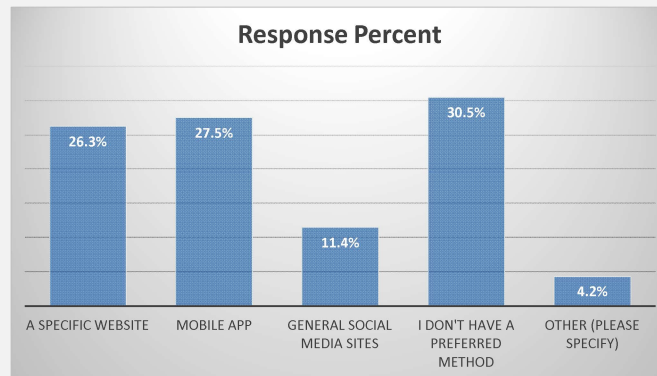
NEWS CONSUMER SURVEY

What is your main resource for getting local news?



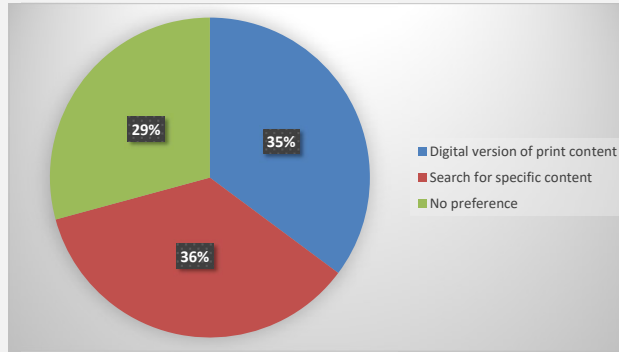
Respondents = 236

What is your preferred method for consuming news digitally?



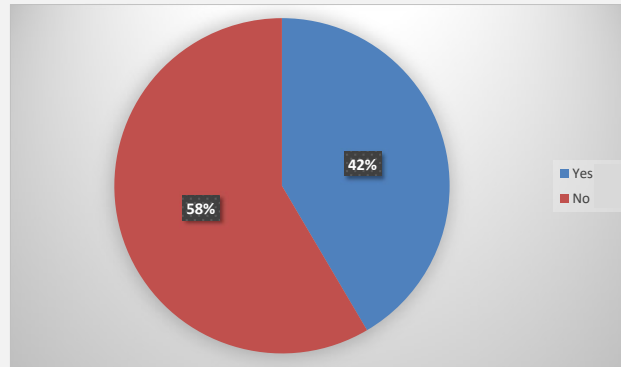
Respondents = 236

Do you prefer to read news as a digital version of a print format or have the ability to search for specific content?



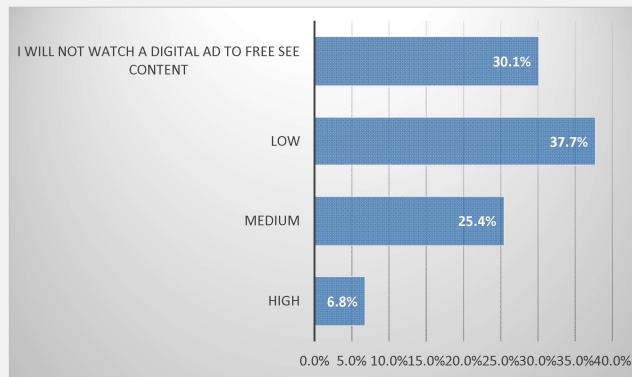
Respondents = 236

Would you like related content suggested to you?



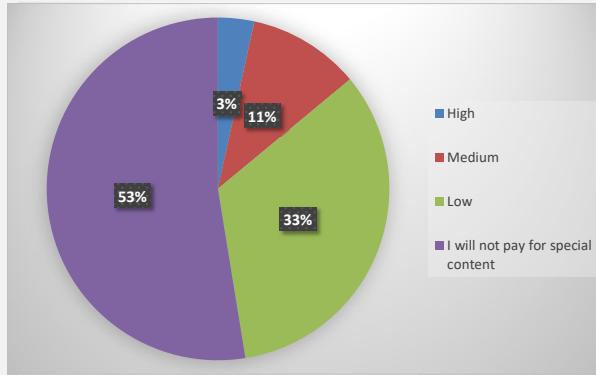
Respondents = 236

What is your willingness to see a digital ad in order to read an article or watch a video?



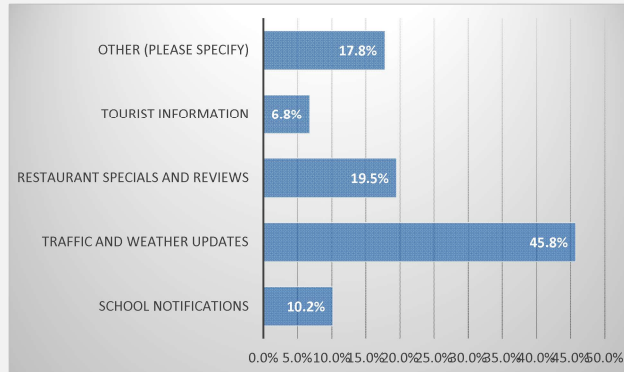
Respondents = 236

What is your willingness to pay for special digital content?



Respondents = 236

Which of these would you like to have delivered to you?

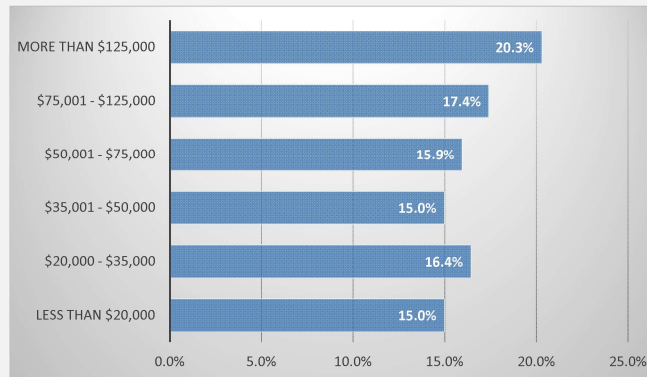


* Responses of OTHER had little to no statistical relevancy

Respondents = 236

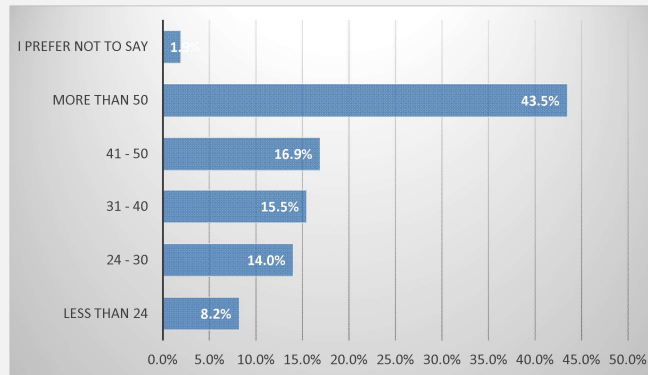
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What is your income range?



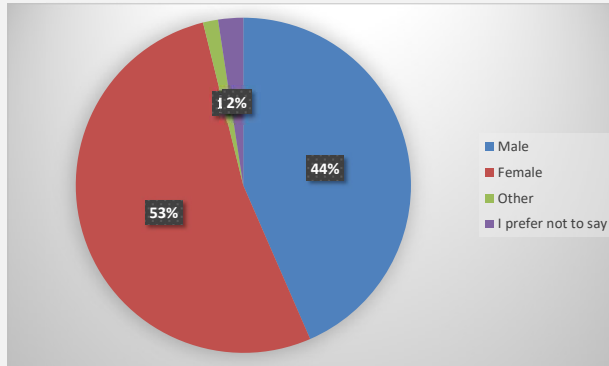
Respondents = 236

What is your age?



Respondents = 236

What is your gender?



Respondents = 236

METHODOLOGY

This survey was conducted online within the United States from January 8-12, January 16-20, January 26-31, and February 2-6, 2017 -- among 562 adults ages 18 and older of which 185 were directly employed in newspaper publishing. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.