

Pay for news? More than half in U.S. say they do

By David Bauder, AP

A battered news industry can find some flickers of hope in a survey that gauges public willingness to pay for journalism, as long as its leaders plan judiciously.

A little more than half of American adults regularly pay for news, through newspaper and magazine subscriptions, apps on electronic devices or contributions to public media, according to the Media Insight Project, a collaboration between the American Press Institute and the Associated Press-NORC Center for Public Affairs Research.

It's not only greybeards, either. Although they're less likely than their parents' generation to subscribe, close to 4 in 10 people under age 35 also pay. Younger people are also more likely to express a desire to support a news organization's mission as a reason for subscribing, the project's study found.

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