

Figure 1: Likelihood to Pay for Content

n=1,000, Canadian Internet Users

“Many websites that provide news and information have traditionally relied on advertising to try and make money from their website. However, critics have argued that online advertising is not working and the only way to make money with a news or information website would be to charge readers a fee for accessing the information. How likely would you be to pay a monthly or annual fee to access the news and information from your favourite news and information site?”

