

**1. Subscriber**

Do you currently subscribe to any magazines?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, two or more	27%	24%	29%	14%	22%	30%	42%	30%	22%	29%
Yes, just one	15%	17%	12%	15%	13%	14%	17%	19%	14%	8%
No	56%	56%	55%	63%	59%	56%	41%	49%	57%	62%
Not sure	3%	3%	4%	8%	6%	—	—	1%	6%	1%
Totals (Unweighted N)	100% (994)	100% (472)	100% (522)	100% (170)	100% (272)	100% (391)	100% (161)	100% (343)	100% (407)	100% (244)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes, two or more	27%	31%	22%	8%	20%	29%	44%	31%	30%	23%	26%
Yes, just one	15%	13%	20%	18%	17%	12%	14%	11%	13%	19%	12%
No	56%	54%	51%	69%	60%	59%	41%	56%	52%	55%	60%
Not sure	3%	2%	8%	4%	3%	0%	2%	2%	5%	4%	2%
Totals (Unweighted N)	100% (994)	100% (749)	100% (113)	100% (132)	100% (348)	100% (297)	100% (190)	100% (160)	100% (228)	100% (373)	100% (233)

**2. Bought a magazine**

When was the most recent time you bought a magazine at a newsstand or store?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
In the past week	4%	3%	5%	2%	3%	5%	6%	7%	3%	2%
In the past month	9%	5%	12%	5%	7%	12%	9%	12%	6%	11%
In the past year	13%	13%	12%	11%	13%	13%	15%	14%	12%	13%
Longer than a year ago	47%	52%	41%	31%	46%	52%	56%	43%	47%	50%
Never	22%	21%	22%	34%	23%	17%	13%	20%	23%	21%
Not sure	7%	6%	7%	17%	7%	2%	2%	5%	9%	3%
Totals (Unweighted N)	100% (995)	100% (471)	100% (524)	100% (171)	100% (271)	100% (393)	100% (160)	100% (342)	100% (409)	100% (244)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
In the past week	4%	4%	6%	3%	4%	5%	4%	5%	4%	3%	5%
In the past month	9%	9%	12%	6%	8%	13%	8%	6%	8%	13%	5%
In the past year	13%	14%	9%	11%	9%	14%	23%	11%	11%	14%	13%
Longer than a year ago	47%	50%	39%	33%	45%	50%	47%	43%	48%	46%	50%
Never	22%	18%	23%	36%	29%	17%	15%	26%	23%	19%	21%
Not sure	7%	5%	11%	11%	6%	2%	4%	8%	7%	6%	7%
Totals (Unweighted N)	100% (995)	100% (749)	100% (113)	100% (133)	100% (348)	100% (299)	100% (189)	100% (160)	100% (228)	100% (374)	100% (233)

**3. Read an article**

When was the most recent time you read a magazine article online or on an electronic device like an iPad?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
In the past week	29%	33%	24%	25%	29%	30%	31%	30%	31%	23%
In the past month	13%	14%	12%	19%	13%	12%	8%	15%	13%	12%
In the past year	9%	10%	9%	7%	9%	11%	9%	9%	8%	13%
Longer than a year ago	11%	12%	10%	15%	8%	12%	7%	10%	9%	14%
Never	29%	21%	36%	21%	29%	28%	39%	31%	26%	32%
Not sure	9%	10%	9%	14%	12%	7%	6%	7%	13%	5%
Totals (Unweighted N)	100% (993)	100% (472)	100% (521)	100% (170)	100% (270)	100% (394)	100% (159)	100% (343)	100% (404)	100% (246)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
In the past week	29%	32%	20%	16%	21%	35%	38%	26%	32%	26%	31%
In the past month	13%	12%	17%	16%	14%	11%	14%	9%	16%	15%	11%
In the past year	9%	9%	11%	8%	6%	12%	12%	14%	7%	10%	8%
Longer than a year ago	11%	12%	8%	6%	12%	12%	11%	11%	9%	12%	10%
Never	29%	26%	33%	38%	35%	24%	21%	28%	27%	29%	31%
Not sure	9%	8%	11%	16%	11%	6%	4%	12%	9%	8%	9%
Totals (Unweighted N)	100% (993)	100% (747)	100% (113)	100% (133)	100% (346)	100% (300)	100% (189)	100% (160)	100% (228)	100% (375)	100% (230)

**4. Magazine cover place**

Are you most likely to see a new magazine cover first:

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
On the newsstand or in print	39%	30%	46%	27%	37%	45%	42%	43%	36%	37%
In an online news story	13%	16%	11%	17%	12%	11%	16%	14%	12%	15%
On social media, like Facebook or Twitter	8%	8%	7%	15%	8%	5%	2%	10%	6%	6%
I don't pay attention to magazine covers	33%	38%	28%	28%	30%	35%	38%	24%	36%	38%
Not sure	8%	8%	7%	12%	12%	4%	2%	8%	9%	4%
<b>Totals (Unweighted N)</b>	<b>100% (992)</b>	<b>100% (471)</b>	<b>100% (521)</b>	<b>100% (170)</b>	<b>100% (269)</b>	<b>100% (395)</b>	<b>100% (158)</b>	<b>100% (342)</b>	<b>100% (406)</b>	<b>100% (244)</b>

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
On the newsstand or in print	39%	39%	44%	34%	34%	44%	45%	34%	45%	36%	41%
In an online news story	13%	14%	16%	9%	13%	12%	16%	15%	9%	14%	15%
On social media, like Facebook or Twitter	8%	7%	7%	10%	7%	10%	5%	8%	8%	8%	6%
I don't pay attention to magazine covers	33%	35%	17%	34%	36%	29%	29%	33%	31%	33%	33%
Not sure	8%	6%	16%	13%	9%	4%	4%	10%	7%	9%	5%
<b>Totals (Unweighted N)</b>	<b>100% (992)</b>	<b>100% (746)</b>	<b>100% (113)</b>	<b>100% (133)</b>	<b>100% (347)</b>	<b>100% (299)</b>	<b>100% (188)</b>	<b>100% (160)</b>	<b>100% (227)</b>	<b>100% (375)</b>	<b>100% (230)</b>

**5. Magazine cover importance**

Thinking about how much attention people pay to different types of media, would you say that magazine covers are:

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
More important than they were 10 years ago	9%	8%	10%	12%	9%	9%	8%	15%	6%	9%
About as important as they were 10 years ago	27%	27%	28%	20%	26%	31%	31%	31%	29%	20%
Less important than they were 10 years ago	50%	50%	49%	50%	46%	51%	51%	45%	50%	55%
Not sure	14%	14%	13%	19%	18%	9%	10%	9%	16%	16%
Totals (Unweighted N)	100% (996)	100% (471)	100% (525)	100% (169)	100% (271)	100% (395)	100% (161)	100% (343)	100% (408)	100% (245)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
More important than they were 10 years ago	9%	7%	20%	14%	12%	5%	8%	14%	4%	10%	9%
About as important as they were 10 years ago	27%	29%	29%	18%	30%	24%	33%	26%	25%	27%	31%
Less important than they were 10 years ago	50%	52%	36%	49%	44%	58%	54%	48%	51%	50%	48%
Not sure	14%	12%	16%	19%	14%	13%	5%	13%	19%	12%	12%
Totals (Unweighted N)	100% (996)	100% (749)	100% (113)	100% (134)	100% (350)	100% (299)	100% (189)	100% (160)	100% (229)	100% (376)	100% (231)