

# Here's how much US adults are willing to pay to read digital content

Article

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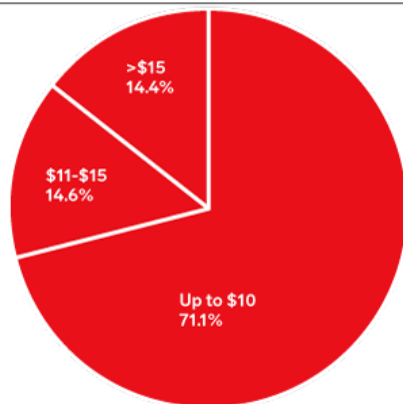
A What If Media Group survey determined only **14.4% of US adults** say they are willing to pay more than \$15 for digital content, and **7 in 10 consumers** say their digital content budget maxes out at or below the \$10 mark.

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## How Much Are US Adults Willing to Pay\* to Read Digital Content?

% of respondents, Dec 2020

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*Note: numbers may not add up to 100% due to rounding; \*monthly*  
*Source: What If Media Group as cited on company blog, Jan 11, 2021*

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