

Many US Adults Plan to Keep Digital Subscriptions They Started in March

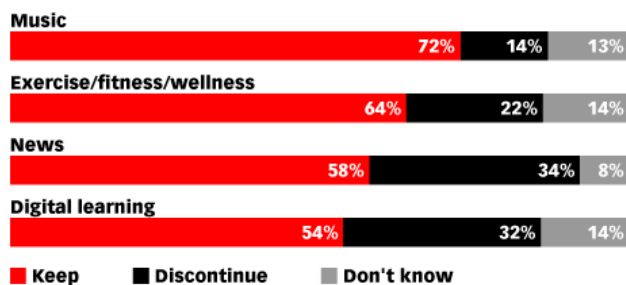
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Subscription services are still holding strong amid the pandemic. According to an April 2020 survey from The Harris Poll, many US adults said they plan to keep their music subscriptions (72%), exercise/fitness/wellness subscriptions (64%), and digital learning subscriptions (54%).

Digital Service Subscriptions that US Adults Plan to Keep vs. Discontinue After the Coronavirus Pandemic Ends, by Type, April 2020

% of respondents in each group



Note: ages 18+ who subscribed to each service listed since early March 2020; includes free trials and paid subscriptions; numbers may not add up to 100% due to rounding
 Source: The Harris Poll as cited in blog post, May 19, 2020

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News outlets are also seeing success, as 58% of US adults cited that they will maintain their subscription post-pandemic. The New York Times gained 669,000 digital subscribers in Q2 2020—pushing digital revenues into the majority for the first time, per our recent Mobile App Monetization 2020 report.

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