



Funding news: How Gen Z and Millennials pay for or donate to news

Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research

*Interviews: 5/18-6/8/2022
5,975 individuals ages 16 to 40
Margin of sampling error: +/- 1.7 percentage points at the 95% confidence level among all respondents*

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. In a typical day about how many hours do you spend online?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Less than 2 hours	7
2 hours to 4 hours	36
5 to 8 hours	32
9 to 12 hours	17
13 to 19 hours	4
20 or more hours	3
I do not spend any time online	1
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Q2. Which of the following activities, if any, do you perform regularly online?

Please select all that apply.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Keeping up with friends and family	71
Checking and sending email	73
Keeping up with what's going on in the world, reading, or watching news	55
Researching topics I'm interested in or pursuing hobbies	53
Shopping or researching products	58
Checking the weather, traffic, or public transportation	50
Streaming music, TV, or movies	75
Finding information about things to do, movies, restaurants, etc.	42
Reading and sending messages by text or through messaging apps	58
Listening to podcasts or watching videos	48
Just scrolling	47
Other	3
I don't do any of these things regularly online	1
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Q3. Please select any of the following types of paid products or services that you have regularly used in the past year. For each one, please check whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you have donated or joined as a member.

[GRID ITEMS RANDOMIZED]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	I pay for it	Someone else pays for it	I have or someone else has donated to it or became a member	I have not used this service	DK	SKP/REF
Cable television	26	20	5	48	-	1
Print or digital magazines	17	9	6	68	-	1
Music you download or stream on Amazon Music, iTunes, Spotify, or other platforms	57	18	6	19	-	1
Streaming services with movies and television shows like Disney+, HBO Max, Hulu, Netflix, or others	57	30	5	7	-	1
Print or digital newspapers	16	9	6	67	-	1
Video games, video game subscription services, or gaming apps	48	14	5	31	-	1
Digital news apps	18	8	8	65	-	1
Other apps	40	13	7	38	-	2
Nonprofit news sites	13	7	8	71	-	1
Email newsletters from independent creators	14	8	7	70	-	1
Video or audio content from independent creators or influencers through YouTube or podcasts	31	13	11	44	-	1
Public radio or TV like NPR, PBS, or affiliates	17	12	9	61	-	1

N=5,975

Q4. How often, if it all, do you get news and information from each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Nearly constantly throughout the day	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	DK	SKP/REF
Local news outlets, including a newspaper or its website or app	5	10	14	17	12	18	24	-	*
National news outlets, including a newspaper or its website or app	5	10	14	17	11	17	26	-	*
Local TV news stations or their websites or apps	5	11	14	18	12	17	22	-	1
National TV news stations or their websites or apps	5	10	14	17	12	17	24	-	*

N=5,975

Q5. People use news and information in different ways. What are the main reasons you, personally, use news and information?

Please select all that apply.

[GRID ITEMS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
I like to talk to friends, family, and colleagues about what's going on in the news	37
It helps me find places to go and things to do	28
It helps me solve problems	18
It helps me stay healthy	18
It helps me save or manage my money	16
It helps me in my job	16
It helps me raise my family	13
I find it enjoyable or entertaining	32
It helps me stay informed to be a better citizen	50
It helps me feel connected to my community	35
It helps me take action to address issues I care about	29
It helps me decide where I stand on things	36
Other	4
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	1

N=

5,975

TOPICS1A. Here are some news and information topics. Which of these topics, if any, do you follow?

Please select all that apply.

[GRID ITEMS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Celebrities, music, TV, movies, entertainment	49
Sports	36
Style, beauty, fashion	31
Food and cooking (including recipes), restaurants	48
Health and fitness	39
Gaming or puzzles	39
Personal wellness and self-care	37
Home decoration or home improvement	28
Other	4
None of these	8
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Show if selected multiple options in TOPICS1A

TOPICS1B. Which of these topics, if any, do you follow most often?

Please select one.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Celebrities, music, TV, movies, entertainment	22
Sports	19
Style, beauty, fashion	8
Food and cooking (including recipes), restaurants	14
Health and fitness	8
Gaming or puzzles	14
Personal wellness and self-care	7
Home decoration or home improvement	4
Other	3
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,524

TOPICS2A. Which of these topics, if any, do you follow?

Please select all that apply.

[GRID ITEMS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Information related to COVID-19 such as the state of the pandemic, restrictions, or policies like mask and vaccine mandates	41
Information related to health or mental health	38
Information on voting, including how to do it, what or who is on the ballot, or when and where to vote	27
Information on traffic, transportation, or weather	44
Information related to your job, industry, or profession	36
Information or advice related to parenting, children, or activities for children	26
Information about housing, places to live, buy, or rent	31
Advice or how-to information about managing money, debt or investing	31
Other	1
None of these	15
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	1

N=

5,975

Show if selected multiple options in TOPICS2A

TOPICS2B. Which of these topics, if any, do you follow most often?

Please select one.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Information related to COVID-19 such as the state of the pandemic, restrictions, or policies like mask and vaccine mandates	20
Information related to health or mental health	15
Information on voting, including how to do it, what or who is on the ballot, or when and where to vote	7
Information on traffic, transportation, or weather	21
Information related to your job, industry, or profession	13
Information or advice related to parenting, children, or activities for children	8
Information about housing, places to live, buy, or rent	6
Advice or how-to information about managing money, debt or investing	9
Other	1
DON'T KNOW	*
SKIPPED ON WEB/ REFUSED	*
N=	5,110

Show if selected in TOPICS2B

Q6. How often do you watch, read, hear, or see news about [TOPICS2B (News you can use)]?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Several times an hour	6
Several times a day	29
Once a day	28
Several times a week	21
Weekly	10
Less often	6
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*
N=	5,082

Show if selected in TOPICS2B

Q7. Where do you get your information about [TOPICS2B (News you can use)]? Please select all that apply.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Facebook	39
Twitter	20
Instagram	30
Snapchat	15
TikTok	22
Twitch	5
YouTube	36
LinkedIn	8
Reddit	11
Nextdoor	4
A search engine	26
A local TV station, its website, app, or news alert	24
A local newspaper, its website, app, or news alert	12
A radio station, local or national, its website, app, or news alert	11
A national TV network, its website, app or news alerts	16
A national or international newspaper, its website, app or news alert	9
A media organization that focuses on one topic such as ESPN, the Food Network, or the Weather Channel, its website, app or news alerts	9
An online aggregator, such as Apple News or Google News, that combines news or information from other sources	11
An online-only publisher, such as Axios, BuzzFeed, or Huffington Post, its app, or news alerts	8
A blog, Substack, or website of someone you follow	5
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	17
Podcasts	9
Publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation	5
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Show if selected a social media platform in Q7

Q8. Of the social media sources you use to get your information about [TOPICS2B (News you can use)], which one do you use the most?

[RESPONSE OPTIONS RANDOMIZED]

Please select one.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Facebook	33
Twitter	9
Instagram	13
Snapchat	3
TikTok	10
Twitch	1
YouTube	21
LinkedIn	3
Reddit	6
Nextdoor	1
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

4,067

Show if selected in TOPICS2B and selected Q8

Q9. How reliable is the news and information you get from [INSERT SOCIAL MEDIA] about [TOPICS2B (News you can use)]?

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/A little reliable NET	Not at all reliable	A little reliable	Moderately reliable	Completely/ Very reliable NET	Very reliable	Completely reliable	DK	SKP/REF
Facebook (N=1,399)	21	4	17	44	35	22	13	-	*
Twitter (N=338)	18	2	16	39	43	32	12	-	-
Instagram (N=507)	20	3	17	40	39	26	13	-	1
Snapchat (N=140)	32	10	22	39	28	16	12	-	1
TikTok (N=442)	20	3	18	43	35	24	12	-	1
Twitch (N=43) ¹									
YouTube (N=834)	12	2	10	44	43	31	11	-	1
LinkedIn (N=98) ²									
Reddit (N=233)	14	1	13	54	31	26	5	-	1
Nextdoor (N=28) ³									

¹ Frequencies not reported due to small n-sizes.

² Frequencies not reported due to small n-sizes.

³ Frequencies not reported due to small n-sizes.

Show if selected TOPICS2B and selected Q8

Q10. Which of the following best describes how you get your information from [Q8 (Social media)] about [TOPICS2B (News you can use)]?

[RESPONSE OPTIONS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
An individual or influencer on the platform that you do not know personally	22
An individual on the platform that you do know personally	15
A local TV station's account on the platform	13
A local news organization's account on the platform	13
A local or national radio station's account on the platform	11
A national TV network's account on the platform	13
A national or international newspaper's account on the platform	12
An account of a media organization that focuses on one topic such as the Weather Channel, ESPN, the Food Network	14
An account from an online-only publisher such as Axios, BuzzFeed, or Huffington Post	11
An account from publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation	14
Not sure	7
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Show if selected an other media source in Q7

Q11. Of the other sources you most often get your information about [TOPICS2B (News you can use)], which one is the one you use the most?

[RESPONSE OPTIONS RANDOMIZED]

Please select all that apply.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
A search engine	25
A local TV station, its website, app, or news alert	18
A local newspaper, its website, app, or news alert	4
A radio station, local or national, its website, app, or news alert	5
A national TV network, its website, app or news alerts	10
A national or international newspaper, its website, app or news alert	5
A media organization that focuses on one topic such as ESPN, the Food Network, or the Weather Channel, its website, app or news alerts	6
An online aggregator, such as Apple News or Google News, that combines news or information from other sources	7
An online-only publisher, such as Axios, BuzzFeed, or Huffington Post, its app, or news alerts	3
A blog, Substack, or website of someone you follow	2
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	9
Podcasts	5
Publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation	2
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

3,675

Show if selected in TOPICS2B and selected Q11

Q12. How reliable is the news and information you get from [INSERT MEDIA SOURCE] about [TOPICS2B (News you can use)]?

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/A little reliable NET	Not at all reliable	A little reliable	Moderately reliable	Completely/ Very reliable NET	Very reliable	Completely reliable	DK	SKP/REF
A search engine (N=893)	9	*	8	46	45	34	11	-	*
A local TV station, its website, app, or news alert (N=708)	5	1	4	40	55	41	14	-	-
A local newspaper, its website, app, or news alert (N=169)	8	*	8	36	54	38	16	-	1
A radio station, local or national, its website, app, or news alert (N=168)	7	-	7	39	54	41	13	-	-
A national TV network, its website, app or news alerts (N=339)	5	1	4	38	56	39	17	-	-
A national or international newspaper, its website, app or news alert (N=150)	8	-	8	38	54	40	14	-	-
A media organization that focuses on one topic such as ESPN, the Food Network, or the Weather Channel, its website, app or news alerts (N=208)	15	3	13	27	58	43	14	-	*
An online aggregator, such as Apple News or Google News, that combines news or information from other sources (N=279)	11	1	11	39	49	39	11	-	*
An online-only publisher, such as Axios, BuzzFeed, or Huffington Post, its	23	2	22	30	47	33	14	-	-

app, or news alerts (N=103)									
A blog, Substack, or website of someone you follow (N=73) ⁴									
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps) (N=319)	11	*	11	50	38	28	11	-	-
Podcasts (N=176)	12	2	10	37	51	40	11	-	*
Publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation (N=77) ⁵									

⁴ Frequencies not reported due to small n-sizes.

⁵ Frequencies not reported due to small n-sizes.

TOPICS3A. Which of these topics, if any, do you follow?

Please select all that apply.

[GRID ITEMS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
National politics or government	35
State or local politics or government	35
Healthcare and public health	36
The environment	37
Schools and education	37
Race and social justice	33
Social issues such as abortion, gun policy, and LGBTQ issues	37
Crime and public safety	42
Foreign or international news	28
Business and the economy	31
Other	*
None of these	16
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	1

N=

5,975

Show if selected multiple options in TOPICS3A

TOPICS3B. Which of these topics, if any, do you follow most often?

Please select one.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
National politics or government	15
State or local politics or government	7
Healthcare and public health	10
The environment	9
Schools and education	10
Race and social justice	7
Social issues such as abortion, gun policy, and LGBTQ issues	15
Crime and public safety	13
Foreign or international news	4
Business and the economy	9
Other	*
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,093

Show if selected in TOPICS3B

Q6. How often do you watch, read, hear, or see news about [TOPICS3B (Hard news)]?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Several times an hour	5
Several times a day	26
Once a day	26
Several times a week	25
Weekly	12
Less often	6
DON'T KNOW	*
SKIPPED ON WEB/ REFUSED	*

N=

5,074

Show if selected in TOPICS3B

Q7. Where do you get your information about [TOPICS3B (Hard news)]? Please select all that apply.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Facebook	36
Twitter	20
Instagram	26
Snapchat	12
TikTok	19
Twitch	5
YouTube	28
LinkedIn	4
Reddit	10
Nextdoor	3
A search engine	17
A local TV station, its website, app, or news alert	23
A local newspaper, its website, app, or news alert	12
A radio station, local or national, its website, app, or news alert	10
A national TV network, its website, app or news alerts	17
A national or international newspaper, its website, app or news alert	10
A media organization that focuses on one topic such as ESPN, the Food Network, or the Weather Channel, its website, app or news alerts	6
An online aggregator, such as Apple News or Google News, that combines news or information from other sources	10
An online-only publisher, such as Axios, BuzzFeed, or Huffington Post, its app, or news alerts	6
A blog, Substack, or website of someone you follow	4
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	12
Podcasts	7
Publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation	4
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Show if selected a social media platform in Q7

Q8. Of the social media sources you use to get your information about TOPICS3B (Hard news), which one do you use the most?

[RESPONSE OPTIONS RANDOMIZED]

Please select one.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Facebook	32
Twitter	12
Instagram	15
Snapchat	4
TikTok	9
Twitch	1
YouTube	19
LinkedIn	1
Reddit	6
Nextdoor	1
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

4,046

Show if selected in TOPICS3B and selected Q8

Q9. How reliable is the news and information you get from [INSERT SOCIAL MEDIA] about TOPICS3B (Hard news)?

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/A little reliable NET	Not at all reliable	A little reliable	Moderately reliable	Completely/Very reliable NET	Very reliable	Completely reliable	DK	SKP/REF
Facebook (N=1343)	19	3	16	41	39	24	15	-	1
Twitter (N=471)	13	2	12	45	42	31	11	-	*
Instagram (N=555)	16	2	14	44	40	27	13	-	*
Snapchat (N=144)	21	3	18	41	38	28	9	-	*
TikTok (N=386)	19	5	14	45	36	23	13	-	1
Twitch (N=43) ⁶									
YouTube (N=764)	10	1	9	43	47	32	15	-	*
LinkedIn (N=61) ⁷									
Reddit (N=237)	13	1	12	55	31	23	8	-	-
Nextdoor (N=33) ⁸									

⁶ Frequencies not reported due to small n-sizes.

⁷ Frequencies not reported due to small n-sizes.

⁸ Frequencies not reported due to small n-sizes.

Show if selected TOPICS3B and selected Q8

Q10. Which of the following best describes how you get your information from [Q8 (Social media)] about [TOPICS3B (Hard news)]?

[RESPONSE OPTIONS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
An individual or influencer on the platform that you do not know personally	18
An individual on the platform that you do know personally	13
A local TV station's account on the platform	13
A local news organization's account on the platform	13
A local or national radio station's account on the platform	10
A national TV network's account on the platform	14
A national or international newspaper's account on the platform	12
An account of a media organization that focuses on one topic such as the Weather Channel, ESPN, the Food Network	11
An account from an online-only publisher such as Axios, BuzzFeed, or Huffington Post	11
An account from publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation	14
Not sure	7
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Show if selected another media source in Q7

Q11. Of the other sources you most often get your information about [TOPICS3B (Hard news)], which one is the one you use the most?

[RESPONSE OPTIONS RANDOMIZED]

Please select all that apply.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
A search engine	16
A local TV station, its website, app, or news alert	20
A local newspaper, its website, app, or news alert	6
A radio station, local or national, its website, app, or news alert	4
A national TV network, its website, app or news alerts	13
A national or international newspaper, its website, app or news alert	7
A media organization that focuses on one topic such as ESPN, the Food Network, or the Weather Channel, its website, app or news alerts	4
An online aggregator, such as Apple News or Google News, that combines news or information from other sources	9
An online-only publisher, such as Axios, BuzzFeed, or Huffington Post, its app, or news alerts	3
A blog, Substack, or website of someone you follow	2
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	7
Podcasts	5
Publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation	3
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

3,514

Show if selected in TOPICS3B and selected Q11

Q12. How reliable is the news and information you get from [INSERT MEDIA SOURCE] about [TOPICS3B (Hard news)]?

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/A little reliable NET	Not at all reliable	A little reliable	Moderately reliable	Completely/ Very reliable NET	Very reliable	Completely reliable	DK	SKP/REF
A search engine (N=597)	9	1	9	46	45	31	13	-	*
A local TV station, its website, app, or news alert (N=727)	10	1	10	37	53	41	12	-	-
A local newspaper, its website, app, or news alert (N=217)	9	3	6	32	59	39	20	-	-
A radio station, local or national, its website, app, or news alert (N=152)	9	1	8	45	47	33	14	-	-
A national TV network, its website, app or news alerts (N=453)	7	1	6	39	53	40	13	-	1
A national or international newspaper, its website, app or news alert (N=204)	4	*	3	41	54	43	11	-	1
A media organization that focuses on one topic such as ESPN, the Food Network, or the Weather Channel, its website, app or news alerts (N=123)	14	3	11	34	52	27	25	-	*
An online aggregator, such as Apple News or Google News, that combines news or information from other sources (N=307)	11	1	9	45	45	32	12	-	*
An online-only publisher, such as Axios, BuzzFeed, or Huffington Post, its	12	4	7	37	51	39	12	-	*

app, or news alerts (N=121)									
A blog, Substack, or website of someone you follow (N=65) ⁹									
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps) (N=264)	10	1	9	44	46	30	16	-	-
Podcasts (N=164)	6	*	6	44	49	36	14	-	*
Publications or media outlets that focus on a specific population based on their gender, race or ethnicity, religious affiliation, or sexual orientation (N=107)	11	1	10	41	48	38	10	-	-

Q13. How often, if at all, do you get news and information from each of the following?

[GRID ITEMS RANDOMIZED]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Nearly constantly throughout the day	Several times a day	Once a day	Several times a week	Once a week	Less than once a week	Never	DK	SKP /REF
Facebook	8	19	13	14	9	11	25	-	1
Twitter	5	10	9	10	7	10	49	-	1
Instagram	7	16	11	14	7	9	35	-	1
Snapchat	5	10	9	10	6	8	51	-	1
TikTok	7	13	9	12	6	7	46	-	1
Twitch	2	4	5	7	5	6	71	-	1
YouTube	8	18	12	19	10	11	22	-	1
LinkedIn	2	4	6	7	6	9	64	-	1
Reddit	3	7	7	10	8	11	55	-	1
Nextdoor	2	3	5	6	5	7	71	-	1

N=5,975

⁹ Frequencies not reported due to small n-sizes.

**Q14. In which of the following ways, if any, has your use of social media networks changed over time?
When using social media networks now, compared to before...**

Please select all that apply.

[GRID ITEMS RANDOMIZED]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
I pay more attention to and control my privacy settings	34
I'm more likely to remove information or photos of me that are embarrassing or immature	20
I've tailored the way I use them, with different social media networks having different purposes	24
I've stopped using some of them altogether	20
I connect with a broader range of people	17
I use them for professional reasons more frequently	15
I've become more aware of how they work and the content they surface for me	29
I more often monitor the time I'm spending on them	20
I've used them less frequently	25
I've used them more frequently	23
My use of social media networks has not changed over time	13
DON'T KNOW	*
SKIPPED ON WEB/ REFUSED	1

N=

5,975

Q15. Choose the statement that best describes you, even if it is not exactly right. Would you say that opinions you see in social media feeds are...?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Mostly similar to my own	24
An even mix of similar and different to my own	63
Mostly different than my own	13
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	1

N=

5,975

Q16. How often, if at all, would you say that you click on or investigate opinions you see in your social media feeds that are different than your own?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Always/Often NET	23
Always	4
Often	19
Sometimes	55
Rarely/Never NET	22
Rarely	15
Never	7
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

4,505

Q17. Do any of the following statements describe the way you interact with online content, or not?

Please select all that apply.

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
I set limits on the amount of time I spend on my phone or computer	27
I pay attention to the way certain products try to keep me engaged	47
I feel worse the longer I've been online and connected	30
I use apps or settings in my devices to track the time I spend on my phone, computer, or other device	23
DON'T KNOW	*
SKIPPED ON WEB/ REFUSED	6

N=

5,975

Q18. Choose the statement that best describes you, even if it is not exactly right. In general, ...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
I actively seek out news and information	38
I mostly bump into news and information as I do other things or hear about it from others	61
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	2

N=

5,975

Q19. Which of the following best describes how you like to get news, even if neither describes you exactly?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
I prefer to check the news once a day or a few times a day	70
I prefer to check the news frequently throughout the day	28
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	2

N=

5,975

Q20. How often do you do each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Several times an hour	Several times a day	Once a day	Several times a week	Weekly	Less often	Never	DK	SKP /REF
Text or privately message about news stories with family and friends	3	10	11	16	15	24	20	-	1
Share news stories on my social accounts	2	7	8	12	10	24	36	-	1
Comment about news on social media when friends or family post it	3	7	9	12	11	22	35	-	1
Comment about news on social media when news organizations post it	3	6	9	11	8	19	43	-	1
Comment on articles on news organization websites	2	6	8	10	8	17	48	-	1
Email about news stories with family and friends	2	5	9	9	8	17	48	-	1
Talk about news in person with family and friends	3	11	13	23	20	18	11	-	1

N=5,975

Q21. When it comes to information about current events and important issues, do you think the spread of misinformation is a major problem, a minor problem, or not a problem

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Major problem	61
Minor problem	26
Not a problem	12
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	*

N=

5,975

Q22. How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	A great deal/Quite a bit NET	A great deal	Quite a bit	A moderate amount	Only a little/None at all NET	Only a little	None at all	DK	SKP /REF
Social media users	57	31	25	27	16	10	6	-	1
Social media companies such as Facebook or Meta, Twitter, and YouTube	56	30	26	27	16	10	6	-	1
Politicians in the U.S.	56	31	25	27	15	9	7	-	1
The news media	55	32	23	28	16	10	6	-	1
The U.S. government	48	26	22	32	19	12	7	-	1
Foreign governments	41	19	22	34	24	15	10	-	1

N=5,975

Q23. How much responsibility do you think each of the following has for *addressing* the spread of misinformation about events and important issues?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	A great deal/Quite a bit NET	A great deal	Quite a bit	A moderate amount	Only a little/None at all NET	Only a little	None at all	DK	SKP /REF
Social media users	46	24	22	30	22	13	9	-	1
Social media companies such as Facebook or Meta, Twitter, and YouTube	51	29	22	27	21	12	9	-	1
Politicians in the U.S.	52	30	22	25	22	11	11	-	1
The news media	54	32	22	25	19	11	8	-	1
The U.S. government	51	30	21	27	21	11	10	-	1
Foreign governments	38	19	18	30	31	15	16	-	1

N=5,975

Q24. How concerned are you about each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/Not very concerned NET	Not at all concerned	Not very concerned	Somewhat concerned	Very/Extremely concerned NET	Very concerned	Extremely concerned	DK	SKP/REF
I have spread misinformation, even unintentionally	51	25	27	31	17	10	7	-	1
I have been exposed to misinformation	31	12	19	39	29	18	11	-	1
My family members have spread misinformation, even unintentionally	39	17	22	33	27	17	10	-	1
My family members have been exposed to misinformation	29	12	17	36	34	20	13	-	1

N=5,975

Q25. How big of a problem do you think each of the following is today?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Major problem	Minor problem	Not a problem	DK	SKP /REF
Journalists having too much opinion in their stories	45	38	16	-	2
Journalists from real news organizations making stuff up	53	31	14	-	1
Made-up stories from fictional news outlets	52	30	17	-	1
News stories from real organizations that are unfair or sloppy	52	33	13	-	2
Media outlets that pass on conspiracy theories and unsubstantiated rumors	54	30	14	-	2
News stories that seem to mostly create conflict rather than help address it	60	26	12	*	1

N=5,975

Q26. Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Completely/ Very accurately NET	Completely accurately	Very accurately	Moderately accurately	Slightly/Not at all accurately NET	Slightly accurately	Not at all accurately	D K	SKP /REF
What happened during the January 6 attack of the U.S. Capitol	29	9	20	37	33	17	16	*	2
The results of the 2020 presidential election	35	13	22	33	31	14	17	*	1
The number of COVID-related deaths in the U.S.	26	8	19	35	38	18	20	*	1

N=5,975

Q27. Listed below are some institutions in this country. As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	A great deal of confidence	Only some confidence	Hardly any confidence at all	DK	SKP /REF
National news media	21	45	33	-	2
Local news media	23	52	24	-	2
Social media	15	41	42	-	1

N=5,975

Q28. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Most people can be trusted	38
Most people cannot be trusted	61
DON'T KNOW	-
SKIPPED ON WEB/ REFUSED	1

N=

5,975

Q29. Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Completely /Very accurately NET	Completely accurately	Very accurately	Moderately accurately	Slightly/Not at all accurately NET	Slightly accurately	Not at all accurately	D K	SKP /REF
Republicans	20	7	13	38	40	24	16	-	2
Democrats	18	6	11	41	40	24	15	-	2
People in rural areas	16	5	10	42	40	27	13	*	2
People in urban areas	17	6	11	45	37	25	12	*	2
Wealthy people	20	7	12	38	40	25	15	-	2
Lower-income people	15	5	10	34	49	32	17	*	2
The middle class	16	5	11	44	38	25	13	-	2
Black Americans	15	6	9	35	48	31	18	-	2
Hispanic Americans	14	5	10	39	45	29	16	*	2
Asian Americans	15	5	10	42	41	27	14	*	2
White Americans	21	7	14	41	36	21	15	-	2
Immigrants	15	5	10	34	49	30	19	*	2

N=5,975

Q30. Next, how important do you think each of the following is for the news media to try to do?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/Not very important NET	Not at all important	Not very important	Somewhat important	Extremely/ Very important NET	Very important	Extremely important	DK	SKP /REF
Act as a watchdog of powerful institutions and people	18	7	12	38	42	23	19	-	2
Verify and get the facts right	10	4	6	20	69	21	48	-	2
Be fair to all sides	12	4	8	25	61	27	35	-	1
Be neutral	12	4	8	29	57	25	32	-	1
Provide diverse points of view	13	4	9	31	55	29	26	-	1
Make it easier to find important civic information	13	4	9	32	53	31	22	-	2
Make the news entertaining so people will pay attention to it	35	13	22	37	27	17	10	-	1
Help people understand communities unlike their own	13	5	9	33	52	29	23	-	2
Report on possible solutions to problems in society	14	4	10	33	51	29	22	-	1
Provide forums for community discussions	19	6	13	39	40	24	15	-	2

N=5,975

Q31. For each of the following items related to the news media, please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Very/ Somewhat positive NET	Very positive	Somewhat positive	Neither positive nor negative	Very/ Somewhat negative NET	Somewhat negative	Very negative	DK	SKP /REF
National news outlets	26	7	19	38	34	22	13	-	2
Local news outlets	35	8	27	42	21	15	7	-	2
News media as a whole	23	6	17	38	38	24	13	-	2
Individual journalists you may follow online or through newsletters	31	8	23	46	20	14	7	-	2

N=5,975

Q32. Next is a list of different terms or concepts that sometimes appear in journalism and media but may or may not be familiar to most people. How familiar are you with each term or concept?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 5/18-6/8/2022	Not at all/A little familiar NET	Not at all familiar	A little familiar	Somewhat familiar	Completely/ Very familiar NET	Very familiar	Completely familiar	DK	SKP /REF
What an Op-Ed is	44	28	15	28	27	15	12	*	2
The difference between a reporter and a columnist	33	14	19	34	31	19	13	-	2
The difference between a news story and commentary	26	10	16	34	38	23	15	-	2
The difference between a news story and a press release	28	11	17	35	35	20	14	*	2

N=5,975

Q33. To the best of your knowledge, does your town or city have a local newspaper?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Yes	71
No	14
Not sure	15
SKIPPED ON WEB/ REFUSED	1

N=

5,975

GENDER

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Male	48
Female	49
Non-Binary	1
Prefer not to say	1
<i>N=</i>	<i>5,975</i>

EMPLOY2. What is your current employment status? If you are a student, and another option is also applicable to you, you may select more than one.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Working full time	52
Working part time	16
Looking for work	11
Home duties or not in the workforce	10
Student	17
Retired	1
<i>N=</i>	<i>5,975</i>

PARENT. Are you the parent or guardian of any children under the age of 18?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Yes	50
No	50
SKIPPED/REFUSED	*
<i>N=</i>	<i>4,580</i>

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

If Democrat:

PIDA. Do you consider yourself a strong or not so strong Democrat?

If Republican:

PIDB. Do you consider yourself a strong or not so strong Republican?

If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Democrat NET	44
Strong Democrat	19
Not so strong Democrat	15
Lean Democrat	10
Independent/None – Don't lean	25
Republican NET	31
Lean Republican	8
Not so strong Republican	10
Strong Republican	12

N=

5,975

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:

D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Liberal NET	28
Very liberal	16
Somewhat liberal	12
Moderate	49
Conservative NET	22
Somewhat conservative	13
Very conservative	9
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N=

5,975

DM5. How would you describe the community you live in now?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Urban area	31
Suburban area	46
Rural area	22
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=

5,975

REL2. How often do you attend religious services?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Never	34
Less than once per year	13
About once or twice a year	11
Several times a year	10
About once a month	6
2-3 times a month	7
Nearly every week	5
Every week	10
Several times a week	4
SKIPPED/REFUSED	*

N=

5,975

HH1. Including you, how many adults age 18 and over are currently living in your household who are related to you by birth or marriage? This includes adult children, parents, grandparents, in-laws, adult siblings, or any extended adult family members living in your household like aunts, uncles, or cousins.

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
1	25
2	40
3	16
4	8
5	4
6	1
7	*
8	*
9	*
10	*
11	*
12	*
SKIPPED/REFUSED	5

N=

5,975

HH2. How many children under the age of 18 are currently living in your household and for whom you or someone you are related to by marriage or birth in the household are the parent or legal guardian?

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
0	44
1	22
2	18
3	8
4	3
5	1
6	*
7	*
8	*
9	*
10	*
11	-
12	-
SKIPPED/REFUSED	4

N=

5,975

RACE/ETHNICITY

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
White	54
Black or African American	13
Hispanic	22
Other	10
<i>N=</i>	<i>5,975</i>

MARITAL STATUS

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Married	37
Not Married	63
<i>N=</i>	<i>5,975</i>

EDUCATION

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Less than a high school diploma	12
High school graduate or equivalent	26
Some college	29
College graduate or above	22
Post grad study/professional degree	11
<i>N=</i>	<i>5,975</i>

INCOME

	MEDIA INSIGHT PROJECT 5/18-6/8/2022
Under \$10,000	11
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	12
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	11
\$150,000 or more	6

N=

5,975

Study Methodology

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press-NORC Center for Public Affairs Research. The survey was funded by API. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

Data were collected using both probability and non-probability sample sources. Interviews for this survey were conducted May 18 through June 8, 2022, with people age 16 to 40 representing the 50 states and the District of Columbia.

The probability sample source is the AmeriSpeak® Panel, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Adult panel members ages 18 to 40 were randomly drawn from AmeriSpeak, and 1,947 completed the survey – 1,941 via the web and 6 via telephone. Teen panel members age 16 to 17 were drawn from AmeriSpeak Teen, and 202 completed the survey – 200 via the web and 2 via telephone. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive (\$3) for completing the survey. The final stage completion rate is 24 percent, the weighted household panel response rate is 24 percent, and the weighted household panel retention rate is 77.4 percent, for a cumulative response rate of 3.5 percent.

Lucid provided 3,826 non-probability interviews with people age 16-40. The non-probability sample was derived based on quotas related to age, race and ethnicity, gender, and education. Interviews were conducted in English and via the web only. For panel recruitment, Lucid uses invitations of all types including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because non-probability panels do not start with a frame where there is known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Quality assurance checks were conducted to ensure data quality. In total, 237 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse in the probability sample, as well as any noncoverage or under and oversampling in both probability and non-probability samples resulting from the study specific sample design. Raking variables for both the probability and nonprobability samples included age by gender, age by census region, age by race/ethnicity, and age by education. Population control totals for the raking variables were obtained from the 2021 Current Population Survey. The weighted data reflect the U.S. population of people age 16 to 40.

To incorporate the nonprobability sample, NORC used TrueNorth calibration, an innovative hybrid calibration approach developed at NORC based on small area estimation methods in order to explicitly account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

The weighted AmeriSpeak sample and the calibrated nonprobability sample were used to develop a small area model to support domain-level estimates, where the domains were defined by race/ethnicity, age, and gender. The dependent variables for the models were:

- Q1: In a typical day about how many hours do you spend online?
- Q24A: How concerned are you about each of the following? I have spread misinformation, even unintentionally
- Q18. Choose the statement that best describes you, even if it is not exactly right. In general, I actively seek out news and information or I mostly bump into news and information as I do other things or hear about it from others
- Q27B: As far as the people running these institutions are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them? Local news media

These were found to be key survey variables, in terms of model fit. The model included covariates, domain-level random effects, and sampling errors. The covariates were external data available from other national surveys such as health insurance, internet access, voting behavior, and housing type from the American Community Survey (ACS) or the Current Population Survey (CPS).

Finally, the combined AmeriSpeak and nonprobability sample weights were derived such that for the combined sample, the weighted estimate reproduced the small domain estimates (derived using the small area model) for key survey variables.

The overall margin of error for the combined sample is +/- 1.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Complete questions and results are available at www.mediainsight.org.

Additional information on the TrueNorth approach can be found here: <https://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

Details about the Media Insight Project can be found at: www.mediainsight.org.

For more information, please email info@apnorc.org.

About the Media Insight Project

The Media Insight Project is a collaboration between the American Press Institute and The AP-NORC Center for Public Affairs Research with the objective of conducting high-quality, innovative research meant to inform the news industry and the public about various important issues facing journalism and the news business. The Media Insight Project brings together the expertise of both organizations and their respective partners, and involves collaborations among key staff at the American Press Institute, NORC at the University of Chicago, and The Associated Press.

<http://www.mediainsight.org/>

About the American Press Institute

The American Press Institute advances an innovative and sustainable local news industry by helping publishers understand and engage audiences, grow revenue, improve public-service journalism, and succeed at organizational change. We believe that for democracies to thrive, people need accurate news and information about their communities, the problems of civil society and the debates over how to solve them. API is a national 501(c)3 nonprofit educational organization affiliated with the News Media Alliance.

<http://www.pressinstitute.org>

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day.
www.ap.org
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at www.apnorc.org.