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PHILIP MERRILL
COLLEGE of JOURNALISM

The Evolving News Landscape: Comparing Media Habits and Trust Between Teens and Adults

Conducted by the Media Insight Project

An initiative of the American Press Institute, Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications, Local News Network at the University of Maryland's Philip Merrill College of Journalism, and The Associated Press-NORC Center for Public Affairs Research

Interviews: 2/5-8/2026 among adults

Interviews: 2/2-16/2026 among teens

2,101 Americans

1,092 adults ages 18+

1,009 teens ages 13-17

Margin of sampling error: +/- 3.9 percentage points at the 95% confidence level among all respondents

Margin of sampling error: +/- 4.1 percentage points at the 95% confidence level among adults

Margin of sampling error: +/- 4.3 percentage points at the 95% confidence level among teens

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

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

By news, we mean any kind of news, including sports, traffic, weather, business and finance, politics, lifestyle, and education.

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	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 print or digital newspapers or magazines	2	7	9	8	10	17	47	*	*
National print or digital newspapers or magazines	2	7	7	9	9	17	49	*	1
Television or streaming	8	17	22	16	8	11	18	-	1
Radio	2	12	11	14	7	15	39	*	1
Digital news sites and apps	7	20	14	16	8	11	23	*	1
Podcasts	2	4	7	10	5	15	56	-	1
Email or digital newsletters	2	9	12	10	9	13	44	*	2
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	2	4	4	10	4	8	67	*	1
Search engines	3	15	8	21	8	14	30	*	1
Social media	7	21	9	18	5	8	29	*	2

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	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 print or digital newspapers or magazines	2	7	10	8	10	17	47	*	*
National print or digital newspapers or magazines	2	7	7	9	9	17	48	*	1
Television or streaming	8	16	22	16	7	11	19	-	1
Radio	2	12	11	13	7	15	39	*	1
Digital news sites and apps	7	20	14	16	7	11	23	*	1
Podcasts	2	4	7	10	5	15	57	-	1
Email or digital newsletters	2	9	12	9	9	13	45	*	2
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	2	4	4	9	4	8	69	*	1
Search engines	2	14	8	21	8	14	32	*	1
Social media	6	21	9	18	5	8	30	*	2

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	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 print or digital newspapers or magazines	2	4	8	9	10	18	49	-	*
National print or digital newspapers or magazines	2	4	5	9	8	18	53	-	*
Television or streaming	8	20	16	23	10	12	11	-	*
Radio	3	9	12	18	9	15	35	-	*
Digital news sites and apps	9	17	13	17	11	12	21	-	*
Podcasts	3	5	7	14	9	17	45	-	1
Email or digital newsletters	4	9	11	13	10	16	36	-	1
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	5	11	7	14	9	13	41	-	*
Search engines	8	18	11	24	11	11	17	-	1
Social media	18	26	13	20	7	5	10	-	1

N=1,009

Show if "Yes" to any Q4

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 select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	I pay for it	Someone else pays for it	I have donated to it or became a member	Someone else has donated to it or became a member	I have not paid for or donated to this service	Not sure	SKP/REF
Local print or digital newspapers or magazines (N=1,159)	18	8	3	5	56	10	1
National print or digital newspapers or magazines (N=1,110)	16	6	5	6	59	8	*
Television or streaming (N=1,810)	53	15	5	3	17	7	1
Public radio like NPR, PBS, or affiliates (N=1,364)	10	4	9	4	57	16	1
Digital news sites and apps (N=1,651)	13	5	2	3	64	11	1
Podcasts (N=1,069)	12	5	6	4	63	10	1
Email newsletters or digital newsletters (N=1,269)	13	6	5	3	64	9	1
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot (N=930)	20	7	5	5	51	11	1

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	I pay for it	Someone else pays for it	I have donated to it or became a member	Someone else has donated to it or became a member	I have not paid for or donated to this service	Not sure	SKP/ REF
Local print or digital newspapers or magazines (N=645)	19	7	3	5	56	9	1
National print or digital newspapers or magazines (N=612)	17	5	5	5	60	7	*
Television or streaming (N=898)	57	11	5	3	17	7	1
Public radio like NPR, PBS, or affiliates (N=683)	10	3	9	4	58	15	1
Digital news sites and apps (N=833)	14	4	2	3	66	11	2
Podcasts (N=482)	13	4	7	3	64	9	1
Email newsletters or digital newsletters (N=602)	14	5	5	3	66	8	1
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot (N=302)	22	6	5	6	51	11	1

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	I pay for it	Someone else pays for it	I have donated to it or became a member	Someone else has donated to it or became a member	I have not paid for or donated to this service	Not sure	SKP/ REF
Local print or digital newspapers or magazines (N=514)	6	23	5	5	45	16	1
National print or digital newspapers or magazines (N=498)	5	22	5	9	42	16	1
Television or streaming (N=912)	12	56	4	5	15	8	1
Public radio like NPR, PBS, or affiliates (N=681)	5	19	4	5	41	25	1
Digital news sites and apps (N=818)	6	20	4	4	49	17	1
Podcasts (N=587)	6	21	3	8	49	12	*
Email newsletters or digital newsletters (N=667)	4	17	5	5	52	16	1
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot (N=628)	8	17	5	3	55	10	1

TOPICSALL. Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
National politics or government	50	51	35
State or local politics or government	42	43	24
Social issues, such as abortion, gun policy, or LGBTQ issues	27	26	27
Schools and education	27	27	39
Business and the economy	35	36	17
The environment	28	28	26
Crime and public safety	37	38	29
Celebrities, music, TV, movies, or entertainment	25	24	46
Sports	27	26	37
Gaming or puzzles	17	16	37
Health, mental health, wellness, or self-care	31	31	28
Information on traffic, transportation, or weather	41	42	24
Information related to your job, industry, or profession	17	18	8
Other, please specify	2	2	1
I don't follow any topics regularly	20	21	13
DON'T KNOW	-	-	-
SKIPPED ON WEB/ REFUSED	1	-	-
N=	2,101	1,092	1,009

SW1. How much confidence do you have in the news and information you get from each of the following sources? If you do not get news and information from each of these, you can say so.

[GRID ITEMS RANDOMIZED]

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	A great deal of confidence	Only some confidence	Hardly any confidence at all	I don't get news and information from this source	DK	SKP/ REF
National news outlets either in print, digital, TV, radio, or through social media	14	47	23	14	*	2
Local news outlets either in print, digital, TV, radio, or through social media	17	50	17	15	-	2
Independent creators or influencers either in print, digital, TV, radio, or through social media	7	40	24	28	*	2
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	5	25	20	48	-	2

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	A great deal of confidence	Only some confidence	Hardly any confidence at all	I don't get news and information from this source	DK	SKP/ REF
National news outlets either in print, digital, TV, radio, or through social media	14	47	24	14	*	2
Local news outlets either in print, digital, TV, radio, or through social media	17	50	17	15	-	2
Independent creators or influencers either in print, digital, TV, radio, or through social media	6	40	24	29	*	2
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	4	24	20	50	-	2

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	A great deal of confidence	Only some confidence	Hardly any confidence at all	I don't get news and information from this source	DK	SKP/ REF
National news outlets either in print, digital, TV, radio, or through social media	19	46	17	18	-	*
Local news outlets either in print, digital, TV, radio, or through social media	19	49	14	18	-	*
Independent creators or influencers either in print, digital, TV, radio, or through social media	12	47	22	19	-	*
AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	11	35	23	31	-	*

N=1,009

SW2. If you had to choose one news source that does each of the following best, which one would you choose?

[GRID ITEMS RANDOMIZED]

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	National news outlets either in print, digital, TV, radio, or through social media	Local news outlets either in print, digital, TV, radio, or through social media	Independent creators or influencers either in print, digital, TV, radio, or through social media	AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	DK	SKP /REF
Help people understand the world around them	33	30	24	7	1	5
Verify and get the facts right	31	32	22	10	1	5
Treat all sides fairly	28	30	25	11	1	6
Give people useful information	24	41	20	10	1	4

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	National news outlets either in print, digital, TV, radio, or through social media	Local news outlets either in print, digital, TV, radio, or through social media	Independent creators or influencers either in print, digital, TV, radio, or through social media	AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	DK	SKP /REF
Help people understand the world around them	33	30	24	7	1	5
Verify and get the facts right	31	32	22	9	1	5
Treat all sides fairly	28	30	25	10	1	6
Give people useful information	23	42	20	10	1	5

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	National news outlets either in print, digital, TV, radio, or through social media	Local news outlets either in print, digital, TV, radio, or through social media	Independent creators or influencers either in print, digital, TV, radio, or through social media	AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	DK	SKP /REF
Help people understand the world around them	30	31	25	12	-	1
Verify and get the facts right	31	31	18	17	-	3
Treat all sides fairly	25	30	23	21	-	2
Give people useful information	27	33	23	15	-	2

N=1,009

LN1. How often do you get local news and information from each of the following types of sources?

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

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Often/Sometimes NET	Often	Sometimes	Never/Rarely NET	Rarely	Never	DK	SKP/REF
Local news outlets like TV, newspapers, or radio including their apps, websites, or social media	65	26	38	33	20	12	-	3
Local organizations like churches, school groups, or community groups	29	6	23	68	27	41	-	3
Local people you do not know personally, like independent creators or influencers, who post on digital platforms like Nextdoor, Facebook groups, Reddit boards	33	7	26	64	27	37	*	3
Local people you know personally including friends, family, or neighbors either online or in-person	58	16	42	40	24	16	-	3

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	Often/Sometimes NET	Often	Sometimes	Never/Rarely NET	Rarely	Never	DK	SKP/REF
Local news outlets like TV, newspapers, or radio including their apps, websites, or social media	65	27	38	32	20	12	-	3
Local organizations like churches, school groups, or community groups	28	6	23	69	27	42	-	3
Local people you do not know personally, like independent creators or influencers, who post on digital platforms like Nextdoor, Facebook groups, Reddit boards	32	6	26	65	27	38	*	3
Local people you know personally including friends, family, or neighbors either online or in-person	57	15	41	41	24	16	-	3

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	Often/Sometimes NET	Often	Sometimes	Never/Rarely NET	Rarely	Never	DK	SKP/REF
Local news outlets like TV, newspapers, or radio including their apps, websites, or social media	61	18	43	38	24	14	-	1
Local organizations like churches, school groups, or community groups	44	10	34	55	29	26	-	1
Local people you do not know personally, like independent creators or influencers, who post on digital platforms like Nextdoor, Facebook groups, Reddit boards	48	12	36	51	25	26	-	1
Local people you know personally including friends, family, or neighbors either online or in-person	72	29	44	27	15	12	-	1

N=1,009

LN2. Here are some local news and information topics. Which of these topics, if any, do you follow regularly? *Please select all that apply.*

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
Local crime and public safety	49	50	35
Local government or politics	40	41	26
Local weather or traffic	65	66	51
Local arts and culture like concerts, restaurants, or other community activities	30	30	28
Local sports	23	23	35
Local economy like businesses, jobs, and unemployment	25	26	12
Local schools or school events	24	22	40
Other, please specify	1	1	*
I don't follow any local news topics regularly	19	19	21
DON'T KNOW	-	-	-
SKIPPED ON WEB/ REFUSED	2	-	-
<i>N=</i>	2,101	1,092	1,009

LN3. How well do you think local news organizations are doing each of the following?

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

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Extremely/Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well	Not very well	Not well at all	DK	SKP/REF
Verifying and getting the facts right	24	4	20	50	23	13	10	*	3
Covering the most important events and issues in your community	27	5	22	47	23	14	9	-	3
Being transparent about their reporting	23	5	19	48	27	17	10	*	2
Offering different opinions and viewpoints about what's happening in your community	20	4	16	47	31	20	11	-	3

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	Extremely/Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well	Not very well	Not well at all	DK	SKP/REF
Verifying and getting the facts right	24	4	20	50	24	13	10	*	3
Covering the most important events and issues in your community	26	5	22	47	24	15	9	-	3
Being transparent about their reporting	23	4	19	47	28	17	11	*	2
Offering different opinions and viewpoints about what's happening in your community	20	4	15	46	31	20	11	-	3

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	Extremely/Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well	Not very well	Not well at all	DK	SKP/REF
Verifying and getting the facts right	31	7	24	51	17	11	6	-	1
Covering the most important events and issues in your community	33	9	24	51	15	9	6	-	1
Being transparent about their reporting	23	6	17	54	22	15	7	-	1
Offering different opinions and viewpoints about what's happening in your community	24	6	18	52	23	16	7	-	1

N=1,009

INFO. How often, if at all, do you get each of the following from independent creators or influencers?

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

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Often/ Sometimes NET	Often	Sometimes	Never/ Rarely NET	Rarely	Never	DK	SKP/REF
Information about local issues or events	35	8	27	63	23	41	-	2
Information about national issues or events	44	13	31	54	20	34	-	2
Information about culture, entertainment, sports, or celebrities	41	12	29	58	21	37	-	2
Information about health and fitness, personal wellness, or self-care	39	10	28	60	23	37	-	2

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	Often/ Sometimes NET	Often	Sometimes	Never/ Rarely NET	Rarely	Never	DK	SKP/REF
Information about local issues or events	34	7	26	65	22	42	-	2
Information about national issues or events	43	13	30	55	20	35	-	2
Information about culture, entertainment, sports, or celebrities	39	11	28	60	21	39	-	2
Information about health and fitness, personal wellness, or self-care	37	10	27	62	24	38	-	2

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	Often/ Sometimes NET	Often	Sometimes	Never/ Rarely NET	Rarely	Never	DK	SKP/REF
Information about local issues or events	51	11	40	48	25	23	-	1
Information about national issues or events	57	17	40	42	23	20	-	1
Information about culture, entertainment, sports, or celebrities	68	23	45	32	19	13	-	*
Information about health and fitness, personal wellness, or self-care	61	16	45	39	20	19	-	1

N=1,009

INF1. Think of all the independent creators or influencers you follow. How well do you think they are...

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

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Extremely/Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well	Not very well	Not well at all	DK	SKP/REF
Verifying and getting the facts right	22	6	16	50	27	21	6	*	2
Being transparent about how they gather the information they share	20	5	15	46	33	24	8	*	1
Offering opinions and different viewpoints about what's happening	25	7	17	51	23	17	7	*	1

N=1,715

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	Extremely/Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well	Not very well	Not well at all	DK	SKP/REF
Verifying and getting the facts right	21	6	16	50	27	21	6	*	2
Being transparent about how they gather the information they share	20	5	15	46	33	25	8	*	1
Offering opinions and different viewpoints about what's happening	24	7	17	51	23	17	7	*	1

N=778

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	Extremely/Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well	Not very well	Not well at all	DK	SKP/REF
Verifying and getting the facts right	23	5	18	53	23	17	6	-	1
Being transparent about how they gather the information they share	25	7	18	48	26	19	8	-	1
Offering opinions and different viewpoints about what's happening	32	10	22	46	21	15	6	-	1

N=937

INF2. Choose the statement that best describes you, even if it is not exactly right. Would you say that the opinions and perspectives on news you see from independent creators or influencers are...?

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
Mostly similar to my own	22	22	17
An even mix of similar and different to my own	62	61	69
Mostly different than my own	14	14	13
DON'T KNOW	*	*	-
SKIPPED ON WEB/ REFUSED	3	3	1
<i>N=</i>	1,715	778	937

Show if "Yes" to any in INFO

INF3. People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?

[GRID ITEMS RANDOMIZED]

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	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
The tone of the content they share	20	9	11	48	31	25	5	*	2
Seeing people that you relate to featured or visible in the content	35	16	19	43	20	17	3	-	2
The number of followers the account has	53	27	26	35	10	8	2	*	2
Knowing that people you know have followed or shared content from the account	47	21	25	36	15	12	3	-	2
Being able to easily find information about the account's mission or who runs it	17	7	9	42	39	28	11	-	3
Being transparent in their sponsored content or advertising	13	4	9	35	50	35	15	*	2
They have similar values or views as you	19	6	13	47	31	25	6	-	2

N=1,715

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	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
The tone of the content they share	21	9	11	48	29	25	5	*	2
Seeing people that you relate to featured or visible in the content	37	17	19	43	18	16	2	-	2
The number of followers the account has	55	29	26	34	9	7	2	*	2
Knowing that people you know have followed or shared content from the account	48	22	26	35	14	12	3	-	2
Being able to easily find information about the account's mission or who runs it	17	8	9	42	38	28	11	-	3
Being transparent in their sponsored content or advertising	13	5	9	34	50	36	15	*	2
They have similar values or views as you	20	6	13	48	30	25	6	-	2

N=778

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	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
The tone of the content they share	12	4	8	44	44	32	12	-	1
Seeing people that you relate to featured or visible in the content	20	6	14	45	35	27	8	-	1
The number of followers the account has	37	13	23	43	20	14	6	-	1
Knowing that people you know have followed or shared content from the account	32	12	20	44	24	18	6	-	1
Being able to easily find information about the account's mission or who runs it	13	4	9	43	43	28	15	-	1
Being transparent in their sponsored content or advertising	11	3	8	38	50	31	19	-	1
They have similar values or views as you	16	5	11	43	39	28	11	-	1

N=937

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]

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	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	54	34	21	27	16	7	8	1	3
Social media companies such as Facebook or Meta, X, and YouTube	55	35	20	25	16	9	8	*	3
Independent creators or influencers	44	25	19	35	19	11	8	*	3
Local news media	35	20	15	29	33	23	10	-	3
National news media	51	33	19	25	21	14	8	-	3
AI companies that create and develop AI chatbots such as ChatGPT, Claude, Google Gemini, Microsoft Copilot	50	32	18	26	21	11	10	1	3
AI users	49	29	20	26	22	12	10	1	3
Politicians	66	45	21	18	14	5	8	-	3

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	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	55	34	20	26	16	7	8	1	3
Social media companies such as Facebook or Meta, X, and YouTube	56	36	19	25	16	9	8	*	3
Independent creators or influencers	44	25	18	34	19	11	8	*	3
Local news media	35	21	15	29	33	23	10	-	3
National news media	52	33	19	24	21	13	7	-	3
AI companies that create and develop AI chatbots such as ChatGPT, Claude, Google Gemini, Microsoft Copilot	51	33	18	26	20	11	9	1	3
AI users	49	29	20	26	22	12	10	1	3
Politicians	67	46	21	17	13	5	8	-	3

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	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	49	24	25	35	16	9	7	-	1
Social media companies such as Facebook or Meta, X, and YouTube	51	24	27	33	16	9	7	-	*
Independent creators or influencers	41	18	23	40	19	12	7	-	1
Local news media	36	17	20	32	31	22	9	-	1
National news media	44	25	19	29	26	15	10	-	1
AI companies that create and develop AI chatbots such as ChatGPT, Claude, Google Gemini, Microsoft Copilot	39	22	17	34	26	13	13	-	1
AI users	39	20	20	33	27	14	13	-	1
Politicians	54	32	22	26	18	8	10	-	1

N=1,009

FT2. How often do you find yourself actively trying to avoid...

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

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Often/ Sometimes NET	Often	Sometimes	Never/ Rarely NET	Rarely	Never	DK	SKP/REF
News in general	54	21	33	44	26	18	-	2
News stories about national government and politics	57	23	34	42	25	17	*	2
News stories about local government and politics	53	20	33	45	28	17	-	2
News stories about celebrities	71	38	33	27	15	12	*	2
News stories about U.S. President Donald Trump	62	30	32	36	18	18	-	2
News when on your phone	62	29	33	36	21	15	*	2
News when on social media	68	34	34	29	16	13	*	3
News when talking with friends or family	62	26	37	35	19	16	-	2

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	Often/ Sometimes NET	Often	Sometimes	Never/ Rarely NET	Rarely	Never	DK	SKP/REF
News in general	54	21	33	44	26	18	-	2
News stories about national government and politics	57	23	34	42	25	17	*	2
News stories about local government and politics	53	20	33	45	28	17	-	2
News stories about celebrities	72	39	33	26	14	12	*	2
News stories about U.S. President Donald Trump	62	31	32	36	18	17	-	2
News when on your phone	62	30	32	35	20	15	1	2
News when on social media	69	35	34	28	15	13	*	3
News when talking with friends or family	63	26	37	35	19	16	-	2

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	Often/ Sometimes NET	Often	Sometimes	Never/ Rarely NET	Rarely	Never	DK	SKP/REF
News in general	54	15	39	45	28	17	-	1
News stories about national government and politics	58	19	39	41	25	16	-	1
News stories about local government and politics	53	18	35	46	29	17	-	1
News stories about celebrities	56	22	34	43	27	16	-	1
News stories about U.S. President Donald Trump	59	27	31	40	20	20	-	1
News when on your phone	56	19	37	43	27	16	-	2
News when on social media	57	20	37	42	27	15	-	2
News when talking with friends or family	54	19	35	45	25	20	-	1

N=1,009

FT3. How well do the following statements describe how you feel about the news and media landscape?

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

Overall

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Extremely/ Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well NET	Not very well	Not well at all	DK	SKP / REF
I can find news that relates to my interests	28	8	20	45	24	14	10	*	3
Most of the time, I can easily determine what information is trustworthy	28	7	21	48	21	14	8	*	3
The amount of news I encounter makes me feel overwhelmed and want to disengage	32	14	19	38	27	16	11	*	3
The news these days is too stressful to read or watch	35	16	19	36	26	16	10	*	3
I would be excited if news organizations experimented with new ways of communicating the news	20	5	15	41	36	21	15	*	4
I'm trying to create boundaries around how much I'm on my phone and online	29	12	17	39	29	17	12	*	3
The news I consume gives me a hopeful view of the world	10	4	6	28	58	31	27	-	3
I am confident in my ability to distinguish AI-generated content from human-generated content	20	6	14	39	38	22	16	-	3

N=2,101

Adults 18 and older

MEDIA INSIGHT PROJECT 2/5-8/2026	Extremely/ Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well NET	Not very well	Not well at all	DK	SKP / REF
I can find news that relates to my interests	28	8	19	45	25	14	10	*	3
Most of the time, I can easily determine what information is trustworthy	28	7	21	48	21	14	8	*	3
The amount of news I encounter makes me feel overwhelmed and want to disengage	32	14	19	38	27	15	11	*	3
The news these days is too stressful to read or watch	35	16	19	35	26	15	11	*	3
I would be excited if news organizations experimented with new ways of communicating the news	20	5	15	40	37	22	15	*	4
I'm trying to create boundaries around how much I'm on my phone and online	29	13	17	38	29	17	12	*	3
The news I consume gives me a hopeful view of the world	10	4	6	28	59	32	27	-	4
I am confident in my ability to distinguish AI-generated content from human-generated content	18	6	13	39	40	23	17	-	3

N=1,092

Teens 13-17

MEDIA INSIGHT PROJECT 2/2-16/2026	Extremely/ Very well NET	Extremely well	Very well	Somewhat well	Not at all/Not very well NET	Not very well	Not well at all	DK	SKP / REF
I can find news that relates to my interests	32	8	24	44	22	16	7	-	2
Most of the time, I can easily determine what information is trustworthy	28	6	22	49	21	14	7	-	2
The amount of news I encounter makes me feel overwhelmed and want to disengage	28	9	19	37	34	22	12	-	1
The news these days is too stressful to read or watch	34	13	21	37	28	18	10	-	1
I would be excited if news organizations experimented with new ways of communicating the news	24	8	16	47	27	17	10	-	3
I'm trying to create boundaries around how much I'm on my phone and online	30	10	19	43	25	15	10	-	3
The news I consume gives me a hopeful view of the world	15	4	11	36	47	27	21	-	2
I am confident in my ability to distinguish AI-generated content from human-generated content	36	12	25	40	21	12	10	-	2

N=1,009

FT4. How important is it to you that the sources you use to get news and information align with your values or views?

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
Not at all/Not very important NET	19	19	15
Not at all important	7	7	4
Not very important	12	12	11
Somewhat important	46	46	45
Extremely/Very important NET	33	33	39
Very important	23	22	25
Extremely important	11	11	14
DON'T KNOW	-	-	-
SKIPPED ON WEB/ REFUSED	2	2	1
<i>N=</i>	<i>2,101</i>	<i>1,092</i>	<i>1,009</i>

FT5. Would you say the sources you use to get news and information generally are?

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
Liberal	14	14	15
Moderate	26	26	22
Conservative	19	19	24
Not political	11	11	12
Not sure	27	28	25
SKIPPED ON WEB/ REFUSED	2	2	2
<i>N=</i>	<i>2,101</i>	<i>1,092</i>	<i>1,009</i>

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

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 2/5-8/2026	Adults 18 and older
Democrat NET	38
Strong Democrat	14
Not so strong Democrat	12
Lean Democrat	11
Independent/None – Don't lean	26
Republican NET	35
Lean Republican	8
Not so strong Republican	13
Strong Republican	14

N=

1,092

AGE

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
13-17	7	-	100
18-34	27	29	-
35-49	23	25	-
50-64	21	23	-
65+	22	23	-

N=

2,101

1,092

1,009

GENDER

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
Male	49	49	51
Female	51	51	49

N=

2,101

1,092

1,009

RACE/ETHNICITY

MEDIA INSIGHT PROJECT 2/5-8/2026, 2/2-16/2026	Overall	Adults 18 and older	Teens 13-17
White, non-Hispanic	59	60	49
Black or African American	12	12	13
Hispanic	19	18	27
Other	10	10	11
<i>N=</i>	<i>2,101</i>	<i>1,092</i>	<i>1,009</i>

MARITAL STATUS

MEDIA INSIGHT PROJECT 2/5-8/2026	Adults 18 and older
Married	44
Not married	56
<i>N=</i>	<i>1,092</i>

EDUCATION

MEDIA INSIGHT PROJECT 2/5-8/2026	Adults 18 and older
Less than a high school diploma	9
High school graduate or equivalent	28
Some college	26
Bachelor's degree	23
Post graduate study or professional degree	14
<i>N=</i>	<i>1,092</i>

Study Methodology

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute, The Associated Press-NORC Center for Public Affairs Research, the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University, and the University of Maryland's Philip Merrill College of Journalism. The survey was funded by API, Northwestern University Medill School of Journalism and the Philip Merrill College of Journalism at the University of Maryland. And staff from all partners collaborated on all aspects of the study.

Data were collected using two probability sample sources. Interviews for the two surveys used in this study were conducted February 5-8, 2026, with respondents ages 18 and February 2-16, 2026, with respondents ages 13-17, both representing the 50 states and the District of Columbia.

The first probability source is AmeriSpeak Teen Omnibus®, a quarterly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. teenagers ages 13 to 17. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by email and telephone via standard text message. 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. Parents or guardians provide consent for their teenager's participation.

Interviews for this survey were conducted between February 2-16, 2026, with respondents ages 13-17, representing the 50 states and the District of Columbia. Panel members were drawn from AmeriSpeak Teen, and 1,009 completed the survey. Respondents were offered a small monetary incentive for completing the survey. Panel members were invited by email or by phone via standard text message. Interviews were conducted in English on the web only. The weighted household panel response rate is 24.9 percent, and the survey completion rate is 44.4 percent, for a cumulative response rate of 8.6 percent. The overall margin of sampling error is +/-4.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

The second probability sample source is the AmeriSpeak® Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero 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 National Sample Frame provides coverage of approximately 97 percent of the U.S. household population. The U.S. Postal Service delivery-sequence file (DSF) and National Consumer Address File have been used in a subset of years as a supplemental sample during AmeriSpeak panel recruitment for low coverage states. 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.

Interviews for this survey were conducted between February 5-8, 2026, with respondents ages 18 representing the 50 states and the District of Columbia. Panel members were drawn from AmeriSpeak, and 1,092 completed the survey — 1,021 via the web and 71 via telephone. Panel members were invited by email or by phone via standard text message. Interviews were conducted in English on the web only. Respondents were offered a small monetary incentive for completing the survey. The weighted household panel response rate is 24.9 percent, and the survey completion rate is 29 percent, for a cumulative response rate of 7.2 percent. The overall margin of sampling error is +/-4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Quality assurance checks were conducted to ensure data quality. In total, 93 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 probability samples resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, education, and the 2024 presidential vote for the adult sample. The weighted data reflect the U.S. population of people ages 13 and older.

The overall margin of error for the combined sample is +/- 3.9 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 <https://apnorc.org/projects/the-media-insight-project/>

Details about the Media Insight Project can be found at: <https://apnorc.org/projects/the-media-insight-project/>

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

About the Media Insight Project

The Media Insight Project is a collaboration of The Associated Press-NORC Center for Public Affairs Research, the American Press Institute, Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications, and the Local News Network at the University of Maryland's Philip Merrill College of Journalism 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 the organizations and their respective partners and involves collaborations among key staff at the American Press Institute, Northwestern University Medill School, the University of Maryland's Philip Merrill College of Journalism, NORC at the University of Chicago, and The Associated Press. <https://apnorc.org/projects/the-media-insight-project/>

About the American Press Institute

The American Press Institute supports local and community-based media through research, programs and products that foster healthy, responsive and resilient news organizations. API envisions an inclusive democracy and society, where communities have the news and information they need to thrive. API is a 501©(3) nonprofit educational organization, and its parent organization is the News/Media Alliance.. <http://www.pressinstitute.org>

About Northwestern University Medill School of Journalism, Media, Integrated Marketing, Communications

The Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University is a leading journalism school offering undergraduate and graduate programs that combine enduring journalistic values with innovation, data-driven strategies and global perspectives. Founded in 1921, Medill emphasizes real-world reporting, media entrepreneurship, and leadership in media's digital transformation. <https://www.medill.northwestern.edu/>

About Philip Merrill College of Journalism at University of Maryland

The University of Maryland's Philip Merrill College of Journalism is one of the world's premier journalism schools. One of only a handful of programs in the country devoted exclusively to journalism, Merrill College emphasizes immersive, hands-on learning to prepare students for success across today's — and tomorrow's — information ecosystem. Guided by a faculty of accomplished journalists and researchers, students work on data-driven national investigations through the Howard Center for Investigative Journalism, a 2025 Pulitzer Prize finalist. They report from Washington and Annapolis with Capital News Service, cover sports beyond the playing field at The Shirley Povich Center for Sports Journalism, report on issues vital to Maryland communities through the Local News Network, and contribute to building innovative artificial intelligence-based tools that strengthen journalism. They also pursue international reporting opportunities across the globe. <https://merrill.umd.edu/>

About the Associated Press-NORC Center for Public Affairs Research

- 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.