How Millennials Get News: Inside the Habits of America's First Digital Generation

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

NOTE: All results show percentages among all respondents, unless otherwise labeled.
Numbers may not add to 100 percent due to rounding.

Q1. **Let's get started with a question about where you live. Overall, how would you rate your community as a place to live?**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
Excellent	24
Good	50
Fair	23
Poor	3
Refused	*
N=	*1,044*

Q2. **Do you use any of the following devices, or not? Please select all that apply.**

	AP-NORC 1/5-2/2
A smartphone	94
A cell phone that is only used for calls and/or text messaging, but does not connect to the Internet	10
A tablet	50
None of these	1
Refused	-
N=	*1,046*

Q3. **How much of your time do you spend online and connected, and how much do you spend offline?**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
Always online and connected	23
Mostly online and connected	29
A mix of both	39
Mostly offline	8
Almost always offline	2
Refused	*
N=	*1,046*

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Q4.   **Which of the following activities, if any, would you say you do regularly online? Please select all that apply.**

	AP-NORC 1/5-2/2
Checking and sending email	72
Keeping up with what my friends are doing	71
Streaming music, TV, or movies	68
Researching topics I'm interested in or pursuing hobbies	65
Keeping up with what's going on in the world / reading or watching news	64
Checking the weather, traffic, or public transportation	57
Shopping or researching products	56
Finding information about events, movies, restaurants, etc.	56
Playing games	45
Other – please specify:	6
I don't do any of these things regularly online	1
Refused	-
N=	*1,046*

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Q4_01.   **[Asked for each item selected in Q4]**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	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	Refused
How often do you check and send email? (N=848)	21	46	14	12	5	2	-	*
How often do you keep up with what your friends are doing? (N=760)	10	38	19	24	7	2	-	1
How often do you stream music, TV, or movies? (N=754)	15	38	13	26	4	4	-	-
How often do you research topics you're interested in or pursue hobbies? (N=726)	8	33	16	32	8	4	-	*
How often do you keep up with what's going on in the world / read or watch news? (N=696)	8	32	29	22	4	4	-	*
How often do you check the weather, traffic, or public transportation? (N=640)	6	22	42	20	6	4	-	*
How often do you shop or research products? (N=641)	4	16	9	34	18	18	-	*
How often do you find information about events, movies, restaurants, etc.? (N=637)	2	9	10	36	23	19	-	*
How often do you play games? (N=457)	9	43	16	21	6	3	-	1
How often do you do this activity? Other (N=67)	37	32	11	14	5	1	-	-

Q5. **How important is it to you personally to keep up with the news, if at all?**

	AP-NORC 1/5-2/2
Not at all important	3
Not very important	11
Somewhat important	47
Very important	28
Extremely important	10
Refused	*
N=	*1,046*

Q6. **Now we have some questions about news and information. By news and information, we mean the information that you use to understand the world around you. This can include sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news or information that you need to understand the world around you.**

People use news and information in different ways. What are the main reasons you, personally, tend to use news and information? Please select all that apply. [ORDER RANDOMIZED]

	AP-NORC 1/5-2/2
It helps me stay informed to be a better citizen.	57
I find it enjoyable or entertaining.	53
I like to talk to friends, family and colleagues about what's going on in the news.	53
It helps me decide where I stand on things.	47
It helps me feel connected to my community.	45
It helps me find places to go and things to do.	39
It helps me take action to address issues I care about.	35
It helps me stay healthy.	26
It helps me solve problems.	24
It helps me save or manage my money.	24
It helps me in my job.	24
It helps me raise my family.	14
Other – please specify:	5
Refused	1
N=	*1,046*

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Q7. **Choose the statement that best describes you, even if it is not exactly right. On a typical day,**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
I actively seek out news and information	39
I mostly bump into news and information as I do other things or hear about it from others	60
Refused	*
N=	*1,046*

Q7a. **Thinking of all of the news and information that you get, how much comes from online sources, as opposed to offline sources (like TV, radio, print newspapers or magazines, etc.)?**

	AP-NORC 1/5-2/2
Median	75
Mean	74
Refused	1
N=	*1,046*

Q8. **Here are some lifestyle news and information topics. Which of these topics, if any, do you regularly follow? Please select all that apply.**

	AP-NORC 1/5-2/2
Celebrities or pop culture	35
The arts and culture	29
Sports	49
Music, TV, and movies (including reviews, showtimes, etc.)	66
Local restaurants or entertainment	35
Style, beauty, and fashion, what's trendy or who's wearing it	26
Food and cooking (including recipes)	44
Health and fitness	40
None of these	8
Refused	*
N=	*1,046*

Q9_01-9_08 [Asked for each item selected in Q8]

Q9_01.   (Where do you most often get your information on this topic? Please select all that apply.)

Celebrities or pop culture:

	AP-NORC 1/5-2/2
Facebook	78
Twitter	28
A different social media site or network	29
A search engine	36
A local TV station, its website, app, or news alert	38
A local newspaper, its website, app, or news alert	17
A radio station, local or national, its website, app, or news alert	37
A national TV network, its website, app or news alerts	29
A national or international newspaper, its website, app or news alerts	9
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	28
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	12
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	34
From a blog or website of someone I follow	16
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	37
Refused	-
N=	*403*

Q9_02. **(Where do you most often get your information on this topic? Please select all that apply.)**

The arts and culture:

	AP-NORC 1/5-2/2
Facebook	54
Twitter	19
A different social media site or network	32
A search engine	46
A local TV station, its website, app, or news alert	34
A local newspaper, its website, app, or news alert	24
A radio station, local or national, its website, app, or news alert	24
A national TV network, its website, app or news alerts	24
A national or international newspaper, its website, app or news alerts	17
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	23
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	25
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	27
From a blog or website of someone I follow	24
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	44
Refused	1
N=	*337*

Q9_03. **(Where do you most often get your information on this topic? Please select all that apply.)**

Sports:

	AP-NORC 1/5-2/2
Facebook	69
Twitter	19
A different social media site or network	16
A search engine	32
A local TV station, its website, app, or news alert	43
A local newspaper, its website, app, or news alert	22
A radio station, local or national, its website, app, or news alert	27
A national TV network, its website, app or news alerts	41
A national or international newspaper, its website, app or news alerts	12
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	36
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	14
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	14
From a blog or website of someone I follow	8
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	38
Refused	*
N=	*516*

Q9_04. **(Where do you most often get your information on this topic? Please select all that apply.)**

Music, TV, and movies (including reviews, showtimes, etc.):

	AP-NORC 1/5-2/2
Facebook	63
Twitter	16
A different social media site or network	26
A search engine	46
A local TV station, its website, app, or news alert	27
A local newspaper, its website, app, or news alert	11
A radio station, local or national, its website, app, or news alert	35
A national TV network, its website, app or news alerts	22
A national or international newspaper, its website, app or news alerts	8
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	21
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	16
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	19
From a blog or website of someone I follow	9
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	43
Refused	1
N=	*706*

Q9_05. **(Where do you most often get your information on this topic? Please select all that apply.)**

Local restaurants or entertainment:

	AP-NORC 1/5-2/2
Facebook	54
Twitter	10
A different social media site or network	23
A search engine	51
A local TV station, its website, app, or news alert	30
A local newspaper, its website, app, or news alert	27
A radio station, local or national, its website, app, or news alert	24
A national TV network, its website, app or news alerts	16
A national or international newspaper, its website, app or news alerts	7
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	12
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	9
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	13
From a blog or website of someone I follow	11
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	48
Refused	*
N=	*401*

Q9_06. **(Where do you most often get your information on this topic? Please select all that apply.)**

Style, beauty, and fashion, what's trendy or who's wearing it:

	AP-NORC 1/5-2/2
Facebook	60
Twitter	19
A different social media site or network	35
A search engine	34
A local TV station, its website, app, or news alert	16
A local newspaper, its website, app, or news alert	6
A radio station, local or national, its website, app, or news alert	12
A national TV network, its website, app or news alerts	20
A national or international newspaper, its website, app or news alerts	9
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	15
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	13
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	19
From a blog or website of someone I follow	24
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	37
Refused	2
N=	*290*

Q9_07. **(Where do you most often get your information on this topic? Please select all that apply.)**

Food and cooking (including recipes):

	AP-NORC 1/5-2/2
Facebook	51
Twitter	10
A different social media site or network	35
A search engine	47
A local TV station, its website, app, or news alert	19
A local newspaper, its website, app, or news alert	9
A radio station, local or national, its website, app, or news alert	10
A national TV network, its website, app or news alerts	19
A national or international newspaper, its website, app or news alerts	6
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	18
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	11
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	14
From a blog or website of someone I follow	21
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	40
Refused	*
N=	*475*

Q9_08. **(Where do you most often get your information on this topic? Please select all that apply.)**

Health and fitness:

	AP-NORC 1/5-2/2
Facebook	47
Twitter	11
A different social media site or network	33
A search engine	49
A local TV station, its website, app, or news alert	20
A local newspaper, its website, app, or news alert	12
A radio station, local or national, its website, app, or news alert	12
A national TV network, its website, app or news alerts	20
A national or international newspaper, its website, app or news alerts	9
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	18
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	16
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	20
From a blog or website of someone I follow	24
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	40
Refused	1
N=	*444*

Q10. **How often, if at all, do you get news and information from each of the following?**

Again, by news and information, we mean the information that you use to understand the world around you. This can include sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news or information that you need to understand the world around you. [ORDER RANDOMIZED]

	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	Refused
Facebook	14	30	13	16	8	8	12	*
Instagram	9	11	6	8	6	10	50	1
YouTube	7	13	8	24	10	19	17	*
Twitter	3	6	4	5	5	10	66	*
Reddit	2	3	3	4	3	8	77	*
Pinterest	2	4	4	8	6	12	64	*
Tumblr	1	4	2	2	3	9	79	*

N= 1,046

Q11. **Which of these, if any, are the main reasons that you use Facebook? Please select all that apply. [ORDER RANDOMIZED]**

	AP-NORC 1/5-2/2
To see what's happening in my friends' lives and what they're talking about	69
To find things that entertain me, such as funny lists, articles or videos	53
To look for interesting articles or links my friends or organizations I follow have posted	42
To tell people what's going on in my life or to share content	38
To see what's "trending" and what people are talking about on social media	31
To get more information on something I heard either on social media or in the news	30
Other – please specify	3
I don't use Facebook	9
Refused	*

N=   *1,046*

Q12. **[If uses Facebook] When you're on Facebook, do you regularly do any of the following? Please select all that apply. [ORDER RANDOMIZED]**

	AP-NORC 1/5-2/2
Read or watch news stories or headlines posted by other people	70
"Like" a news story, headline, or story link posted to Facebook	60
Post or share a news story, headline, or story link I have read or seen on other websites	42
Comment on a news story, headline, or story link posted to Facebook	34
None of these	11
Refused	1
N=	*952*

Q13. **Which of these, if any, are the main reasons that you use Twitter? Please select all that apply. [ORDER RANDOMIZED]**

	AP-NORC 1/5-2/2
To see what's "trending" and what people are talking about on social media	16
To find things that entertain me, such as funny lists, articles or videos	15
To see what's happening in my friends' lives and what they're talking about	13
To get more information on something I heard either on social media or in the news	12
To look for interesting articles or links my friends or organizations I follow have posted	12
To tell people what's going on in my life or to share content	12
Other – please specify	2
I don't use Twitter	63
Refused	*

N= 1,046

Q14. **[If uses Twitter] When you're on Twitter, do you regularly do any of the following? Please select all that apply. [ORDER RANDOMIZED]**

	AP-NORC 1/5-2/2
Read or watch news stories or headlines posted on Twitter by other people	49
Retweet a news story, headline, or story link tweet posted by other people on Twitter	33
Compose my own tweet about something news-related	26
Tweet a news story, headline, or story link I have read or seen on other websites	23
None of these	22
Refused	2

N= 393

Q20. **Now, we'd like to ask about different information topics you may keep up with.**

Which of these topics, if any, do you regularly follow?
Please select all that apply.

	AP-NORC 1/5-2/2
Price comparisons or product research	37
Information related to my job, industry, or profession	44
Advice or how-to information (about my home, parenting, etc.)	43
Information related to my interests or hobbies	61
Information about my city, town, or neighborhood	41
Traffic or weather	51
None of these	9
Refused	-
N=	*1,046*

Q21_01-21_06 [Asked for each item selected in Q20]

Q21_01.   (Where do you most often get your information on this topic? Please select all that apply.)

Price comparisons or product research:

	AP-NORC 1/5-2/2
Facebook	26
Twitter	6
A different social media site or network	18
A search engine	70
A local TV station, its website, app, or news alert	16
A local newspaper, its website, app, or news alert	11
A radio station, local or national, its website, app, or news alert	9
A national TV network, its website, app or news alerts	11
A national or international newspaper, its website, app or news alerts	4
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	13
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	14
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	13
From a blog or website of someone I follow	15
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	32
Refused	-
N=	*404*

Q21_02. **(Where do you most often get your information on this topic? Please select all that apply.)**

Information related to my job, industry, or profession:

	AP-NORC 1/5-2/2
Facebook	32
Twitter	12
A different social media site or network	20
A search engine	58
A local TV station, its website, app, or news alert	18
A local newspaper, its website, app, or news alert	15
A radio station, local or national, its website, app, or news alert	12
A national TV network, its website, app or news alerts	18
A national or international newspaper, its website, app or news alerts	15
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	18
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	18
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	16
From a blog or website of someone I follow	20
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	41
Refused	-
N=	*532*

Q21_03. **(Where do you most often get your information on this topic? Please select all that apply.)**

Advice or how-to information (about my home, parenting, etc.):

	AP-NORC 1/5-2/2
Facebook	44
Twitter	7
A different social media site or network	29
A search engine	60
A local TV station, its website, app, or news alert	17
A local newspaper, its website, app, or news alert	9
A radio station, local or national, its website, app, or news alert	9
A national TV network, its website, app or news alerts	12
A national or international newspaper, its website, app or news alerts	7
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	14
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	15
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	18
From a blog or website of someone I follow	21
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	42
Refused	-
N=	*486*

Q21_04. **(Where do you most often get your information on this topic? Please select all that apply.)**

Information related to my interests or hobbies:

	AP-NORC 1/5-2/2
Facebook	56
Twitter	12
A different social media site or network	33
A search engine	61
A local TV station, its website, app, or news alert	16
A local newspaper, its website, app, or news alert	11
A radio station, local or national, its website, app, or news alert	13
A national TV network, its website, app or news alerts	16
A national or international newspaper, its website, app or news alerts	9
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	19
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	16
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	18
From a blog or website of someone I follow	24
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	42
Refused	*
N=	*681*

Q21_05. **(Where do you most often get your information on this topic? Please select all that apply.)**

Information about my city, town, or neighborhood:

	AP-NORC 1/5-2/2
Facebook	56
Twitter	10
A different social media site or network	14
A search engine	36
A local TV station, its website, app, or news alert	54
A local newspaper, its website, app, or news alert	43
A radio station, local or national, its website, app, or news alert	26
A national TV network, its website, app or news alerts	14
A national or international newspaper, its website, app or news alerts	7
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	10
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	8
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	6
From a blog or website of someone I follow	7
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	45
Refused	*
N=	*448*

Q21_06. **(Where do you most often get your information on this topic? Please select all that apply.)**

Traffic or weather:

	AP-NORC 1/5-2/2
Facebook	23
Twitter	3
A different social media site or network	10
A search engine	40
A local TV station, its website, app, or news alert	49
A local newspaper, its website, app, or news alert	22
A radio station, local or national, its website, app, or news alert	22
A national TV network, its website, app or news alerts	17
A national or international newspaper, its website, app or news alerts	5
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	26
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	8
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	4
From a blog or website of someone I follow	3
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	30
Refused	*
N=	*547*

Q22. **How much do you worry, if at all, about information about you being available online? [ORDER RANDOMIZED]**

	AP-NORC 1/5-2/2
I worry about it all the time	7
I worry about it a good deal	13
I worry about it a little	46
I don't worry about it at all	34
Refused	*
N=	*1,046*

Q23. **[If worries at least a little] What is it you are worried about? Please select all that apply.**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
Someone will steal my identity or get my financial information	58
I worry that people I don't know very well will learn too much about my personal life	46
I don't like big companies knowing so much or selling information about me	45
Someone will use the information about my location to break into my home when I'm not there	38
I worry about potential employers or schools will form an unfair impression of me	37
I worry the government will collect information about me	34
I get nervous someone will use it to stalk or threaten me	31
Other – please specify	2
Refused	1
N=	*708*

Q24. **In which of the following ways, if any, has your use of social media networks changed over time? Please select all that apply.**

When using social media networks now, compared to before...
[ORDER RANDOMIZED]

	AP-NORC 1/5-2/2
I pay more attention to and control my privacy settings.	52
I'm more likely to remove information or photos of me that are embarrassing or immature.	37
I've tailored the way I use them, with different social media networks having different purposes.	36
I've stopped using some of them altogether.	26
I connect with a broader range of people.	23
I use them for professional reasons more frequently.	21
My use of social media networks has not changed over time.	14
Refused	1

N=   *1,046*

Q25. **How often, if at all, do you try to access online content and give up because it doesn't load fast enough?**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
All the time	9
Fairly often	25
Not that often	46
Almost never	19
Refused	*

N=   *1,046*

Q26. **Choose the statement that best describes you, even if it is not exactly right. Would you say that the opinions you see in your social media feeds are...?**

[HALF SAMPLE ASKED OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
Mostly similar to my own	12
An even mix of similar and different to my own	70
Mostly different than my own	16
Refused	2
N=	*1,046*

Q27. **[For those who say an even mix or most different] 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 OPTIONS IN REVERSE ORDER]

	AP-NORC 1/5-2/2
Always	4
Often	22
Sometimes	47
Rarely	16
Never	10
Refused	1
N=	*914*

Q28. **Here are some current events news and information topics. Which of these topics, if any, do you regularly follow? Please select all that apply.**

	AP-NORC 1/5-2/2
National politics or government	43
Religion or faith	22
Healthcare and medical information	35
Science and technology	43
Schools and education	33
Social issues like abortion, race, and gay rights	37
The environment and natural disasters	35
Crime and public safety	44
Foreign or international news	30
Business and the economy	29
None of these	11
Refused	1
N=	*1,046*

Q29_01-29_10 [Asked for each item selected in Q28]

Q29_01.   **(Where do you most often get your information on this topic? Please select all that apply.)**

National politics or government:

	AP-NORC 1/5-2/2
Facebook	47
Twitter	14
A different social media site or network	10
A search engine	34
A local TV station, its website, app, or news alert	34
A local newspaper, its website, app, or news alert	23
A radio station, local or national, its website, app, or news alert	25
A national TV network, its website, app or news alerts	42
A national or international newspaper, its website, app or news alerts	25
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	21
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	23
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	22
From a blog or website of someone I follow	13
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	36
Refused	1
N=	*480*

Q29_02. **(Where do you most often get your information on this topic? Please select all that apply.)**

Religion or faith:

	AP-NORC 1/5-2/2
Facebook	53
Twitter	9
A different social media site or network	19
A search engine	31
A local TV station, its website, app, or news alert	21
A local newspaper, its website, app, or news alert	11
A radio station, local or national, its website, app, or news alert	18
A national TV network, its website, app or news alerts	17
A national or international newspaper, its website, app or news alerts	11
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	13
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	9
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	12
From a blog or website of someone I follow	19
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	47
Refused	3
N=	*250*

Q29_03. **(Where do you most often get your information on this topic? Please select all that apply.)**

Healthcare and medical information:

	AP-NORC 1/5-2/2
Facebook	39
Twitter	5
A different social media site or network	15
A search engine	41
A local TV station, its website, app, or news alert	32
A local newspaper, its website, app, or news alert	14
A radio station, local or national, its website, app, or news alert	16
A national TV network, its website, app or news alerts	32
A national or international newspaper, its website, app or news alerts	16
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	16
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	16
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	16
From a blog or website of someone I follow	12
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	36
Refused	1
N=	*379*

Q29_04. **(Where do you most often get your information on this topic? Please select all that apply.)**

Science and technology:

	AP-NORC 1/5-2/2
Facebook	45
Twitter	10
A different social media site or network	16
A search engine	52
A local TV station, its website, app, or news alert	22
A local newspaper, its website, app, or news alert	13
A radio station, local or national, its website, app, or news alert	15
A national TV network, its website, app or news alerts	29
A national or international newspaper, its website, app or news alerts	20
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	20
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	25
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	18
From a blog or website of someone I follow	16
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	32
Refused	*
N=	*462*

Q29_05. **(Where do you most often get your information on this topic? Please select all that apply.)**

Schools and education:

	AP-NORC 1/5-2/2
Facebook	45
Twitter	8
A different social media site or network	15
A search engine	40
A local TV station, its website, app, or news alert	40
A local newspaper, its website, app, or news alert	28
A radio station, local or national, its website, app, or news alert	26
A national TV network, its website, app or news alerts	24
A national or international newspaper, its website, app or news alerts	15
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	13
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	13
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	12
From a blog or website of someone I follow	14
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	46
Refused	2
N=	*369*

Q29_06. **(Where do you most often get your information on this topic? Please select all that apply.)**

Social issues like abortion, race, and gay rights:

	AP-NORC 1/5-2/2
Facebook	62
Twitter	15
A different social media site or network	18
A search engine	33
A local TV station, its website, app, or news alert	27
A local newspaper, its website, app, or news alert	20
A radio station, local or national, its website, app, or news alert	22
A national TV network, its website, app or news alerts	33
A national or international newspaper, its website, app or news alerts	24
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	19
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	22
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	23
From a blog or website of someone I follow	18
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	46
Refused	1
N=	*265*

Q29_07. **(Where do you most often get your information on this topic? Please select all that apply.)**

The environment and natural disasters:

	AP-NORC 1/5-2/2
Facebook	53
Twitter	9
A different social media site or network	12
A search engine	41
A local TV station, its website, app, or news alert	43
A local newspaper, its website, app, or news alert	22
A radio station, local or national, its website, app, or news alert	24
A national TV network, its website, app or news alerts	42
A national or international newspaper, its website, app or news alerts	25
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	19
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	20
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	18
From a blog or website of someone I follow	14
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	37
Refused	*
N=	*376*

Q29_08. **(Where do you most often get your information on this topic? Please select all that apply.)**

Crime and public safety:

	AP-NORC 1/5-2/2
Facebook	57
Twitter	10
A different social media site or network	15
A search engine	35
A local TV station, its website, app, or news alert	51
A local newspaper, its website, app, or news alert	33
A radio station, local or national, its website, app, or news alert	26
A national TV network, its website, app or news alerts	34
A national or international newspaper, its website, app or news alerts	14
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	12
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	15
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	14
From a blog or website of someone I follow	12
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	39
Refused	1
N=	*434*

Q29_09. **(Where do you most often get your information on this topic? Please select all that apply.)**

Foreign or international news:

	AP-NORC 1/5-2/2
Facebook	41
Twitter	13
A different social media site or network	14
A search engine	39
A local TV station, its website, app, or news alert	20
A local newspaper, its website, app, or news alert	14
A radio station, local or national, its website, app, or news alert	20
A national TV network, its website, app or news alerts	43
A national or international newspaper, its website, app or news alerts	36
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	18
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	22
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	22
From a blog or website of someone I follow	16
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	33
Refused	1
N=	*330*

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Q29_10. **(Where do you most often get your information on this topic? Please select all that apply.)**

Business and the economy:

	AP-NORC 1/5-2/2
Facebook	38
Twitter	10
A different social media site or network	14
A search engine	42
A local TV station, its website, app, or news alert	34
A local newspaper, its website, app, or news alert	24
A radio station, local or national, its website, app, or news alert	24
A national TV network, its website, app or news alerts	38
A national or international newspaper, its website, app or news alerts	29
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	20
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	23
From an online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	20
From a blog or website of someone I follow	14
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	39
Refused	1
N=	*327*

Q30. **Now think of the last time you spent a fair amount of time online getting news or information, or learning about something. We mean looking into something fairly deeply, not just casually searching. What were you looking for?**

	AP-NORC 1/5-2/2
Hard news topics	**32**
Health care and medical information	7
International News/terrorism/war(s)	6
National politics/government affairs	3
Crime, public safety, police issues	3
Local news/current events	2
Other news/current events	2
Science and technology	2
Social issues like abortion, race and gay rights	2
Business and the economy	1
Schools and education	1
The environment, natural disasters, big storms	1
Religion or faith	1
Other major issues/interests	1
Traffic or weather	1
Immigration	*
Lifestyle topics	**16**
Sports	3
Other entertainment/hobbies	3
Music, TV and movies (including reviews, showtimes, etc)	2
Food and cooking (including recipes)	2
Health and Fitness	2
Celebrities and pop culture	1
Style, beauty, and fashion, what's trendy or who's wearing it	1
Video Games	1
The arts and culture	*
Local restaurants	*
News you can use	**33**
Price comparisons or product research, shopping, evaluating services	6
Searching for information about schools, jobs, training	5
Conducting research for school projects	4
Other learning/general interests	4

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Advice or how-to information (about my home, parenting, etc.)	4
History	3
Information related to my job, industry, or profession	3
Travel information	1
Searching for a place to live	1
Personal finance/Investing	1
Event planning	1
Other self improvement/day-to-day life topics	*
None	3
Other	5
Don't know	1
Refused	12

N=   1,046

Q31.   Where did you go first for information?

	AP-NORC 1/5-2/2
Facebook	7
Twitter	1
A different social media site or network	3
A search engine	57
A local TV station, its website, app, or news alert	4
A local newspaper, its website, app, or news alert	3
A radio station, local or national, its website, app, or news alert	1
A national TV network, its website, app or news alerts	3
A national or international newspaper, its website, app or news alerts	2
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	3
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	4
An online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	3
A blog or website of someone I follow	1
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	3
Wikipedia or similar site	4
Other	3
Refused	*
N=	*901*

Q32. **Where else online, if anywhere, did you go for more information? Please select all that apply.**

	AP-NORC 1/5-2/2
Facebook	16
Twitter	4
A different social media site or network	10
A search engine	16
A local TV station, its website, app, or news alert	9
A local newspaper, its website, app, or news alert	5
A radio station, local or national, its website, app, or news alert	6
A national TV network, its website, app or news alerts	12
A national or international newspaper, its website, app or news alerts	10
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	9
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	11
An online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	11
A blog or website of someone I follow	9
Word of mouth from friends or family (including in person, by phone, email, text, or messaging apps)	17
Wikipedia or similar site	18
Other	5
Didn't find info anywhere else	17
Refused	1
N=	*899*

Q33. **[If more than one source selected in Q31 and Q32] Of the sources you used, which was the most useful to you? [show only options selected in Q31 or Q32]**

	AP-NORC 1/5-2/2
Facebook	7
Twitter	2
A different social media site or network	2
A search engine	50
A local TV station, its website, app, or news alert	4
A local newspaper, its website, app, or news alert	2
A radio station, local or national, its website, app, or news alert	1
A national TV network, its website, app or news alerts	3
A national or international newspaper, its website, app or news alerts	2
A media organization that focuses on one topic (such as the Weather Channel, ESPN, the Food Network, or TMZ), its website, app or news alerts	3
An online aggregator, such as GoogleNews or Reddit, that combines news or information from other sources	5
An online-only publisher such as Buzzfeed, Yahoo! News, or Huffington Post, its app, or news alerts	4
A blog or website of someone I follow	2
Word of mouth from friends or family	3
Wikipedia or similar site	5
Other (inserted if specified in Q31 or Q32)	6
Refused	*
N=	*738*

Q34. **What factors were important in making this source useful to you? Please select all that apply. [ORDER RANDOMIZED]**

	AP-NORC 1/5-2/2
I have used it a lot and I usually get what I need there	57
I like that there are multiple sources cited and links to learn more	52
The design makes it easy to find what I need	41
It has a long and trusted reputation	37
My friends use it and trust it	19
Other – please specify	5
Refused	*
N=	*1,046*

Q37. **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 both. [ORDER RANDOMIZED]**

AP-NORC 1/5-2/2	I pay for it	Someone else pays for it	Both	Haven't paid for this service	Refused
Music you download or stream on iTunes, Spotify or other platforms	39	6	9	39	7
Cable television	35	28	6	27	4
Print magazines	16	9	5	60	10
Digital subscriptions for magazines	8	5	3	74	11

N=1,046

Q38. **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 both. [ORDER RANDOMIZED]**

AP-NORC 1/5-2/2	I pay for it	Someone else pays for it	Both	Haven't paid for this service	Refused
Movies or television shows you download, rent or stream on iTunes, Netflix, or other services	45	23	10	20	3
Print newspapers	12	13	4	63	8
Digital subscriptions to newspapers	7	6	3	76	9

N=1,046

Q39. **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 both. [ORDER RANDOMIZED]**

AP-NORC 1/5-2/2	I pay for it	Someone else pays for it	Both	Haven't paid for this service	Refused
Video games or gaming apps	38	5	8	45	4
Other apps	29	5	9	50	7
Digital news apps	11	5	3	73	8
An email newsletter	6	5	3	78	7

N=1,046

Q40. **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 both. [ORDER RANDOMIZED]**

AP-NORC 1/5-2/2	I pay for it	Someone else pays for it	Both	Haven't paid for this service	Refused
A subscription service for ebooks or audiobooks such as Kindle unlimited or Audible	16	3	3	73	6
An e-learning service or online course	15	6	3	69	7
A sample-box service such as Birchbox or Goodebox	6	2	2	84	6

N=1,046

The following questions are for classification purposes only. Be assured that your responses will be combined with those of other participants to this survey.

D1. **Do you consider yourself a Democrat, a Republican, an independent or none of these?**

	AP-NORC 1/5-2/2
Democrat	31
Republican	20
Independent	21
None of these	27
Refused	1
N=	*1,046*

D2D. **If "Democrat," ask: Do you consider yourself a strong or moderate Democrat?**
D2R. **If "Republican," ask: Do you consider yourself a strong or moderate Republican?**
D2I. **If "Independent" or "None," or refused, ask: Do you lean more toward the Democrats or the Republicans?**

	AP-NORC 1/5-2/2
Total Democrat	**43**
Democrat - strong	9
Democrat - moderate	21
Democrat - unknown intensity	*
Ind./None/Ref. - lean Democratic	13
Total Republican	**27**
Republican - strong	5
Republican - moderate	15
Republican - unknown intensity	-
Ind./None/Ref. - lean Republican	8
Independent - don't lean	23
Ind./None/Ref. – lean Other	6
Refused	1
N=	*1,046*

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

If "Liberal", ask: Would you say you are strongly liberal or somewhat liberal?
If "Conservative", ask: Would you say you are strongly conservative or somewhat conservative?

	AP-NORC 1/5-2/2
Liberal	**31**
Liberal - strongly	13
Liberal - somewhat	18
Moderate	**42**
Conservative	**23**
Conservative - strongly	7
Conservative - somewhat	16
Refused	3
N=	*1,046*

D4. **Are you, yourself, currently employed...**

	AP-NORC 1/5-2/2
Full-time	51
Part-time	20
Not employed	29
Refused	*
N=	*1,046*

D6. **What is your marital status?**

	AP-NORC 1/5-2/2
Married	22
Living as married/Co-habitating	9
Separated	1
Divorced	2
Widowed	*
Never married	65
Refused	*
N=	*1,046*

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DParent: Are you the parent or guardian of a child under 18 years of age or not?

	AP-NORC 1/5-2/2
Yes	35
No	64
Refused	1
N=	*1,046*

D7.   What is the last grade of school you completed?

	AP-NORC 1/5-2/2
Less than high school graduate	8
High school graduate	30
Technical/trade school	4
Some college	27
College graduate [Associates/Community College, BA, or BS]	21
Some graduate school	3
Graduate degree [PHD, MD, JD, Master's Degree]	7
Refused	1
N=	*1,046*

D8.   In what year were you born?

	AP-NORC 1/5-2/2
Age 18-21	22
Age 22-24	28
Age 25-29	21
Age 30-34	29
Refused	1
N=	*1,046*

D12.   Are you of Hispanic, Latino, or Spanish origin, or not?

	AP-NORC 1/5-2/2
Yes	21
No	79
Refused	1
N=	*1,046*

D13. If Hispanic, Latino, or Spanish origin in D12, ask: In addition to being of Hispanic, Latino, or Spanish origin, what race or races do you consider yourself to be?

D14. If not Hispanic, Latino, or Spanish origin in D12, ask: What race or races do you consider yourself to be?

	AP-NORC 1/5-2/2
White	66
Black or African American	18
American Indian or Alaska Native	3
Asian American or Pacific Islander	9
Other – please specify	6
Refused	4
N=	*1,046*

D16. How many cell-phone numbers do you have?

	AP-NORC 1/5-2/2
None	*
One line	93
Two lines	3
Three or more	1
Refused	2
N=	*1,046*

D17. How many landline telephone numbers do you have? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used *only* for faxes or modems.

	AP-NORC 1/5-2/2
None	60
One line	35
Two lines	2
Three or more	*
Refused	3
N=	*1,046*

D20. **Does your total household income fall below $50,000 dollars, or is it $50,000 or higher?**

	AP-NORC 1/5-2/2
Below $50,000	64
$50,000 or higher	34
Refused	2
N=	*1,046*

D21. **If below $50K in D20, ask: And in which group does your total household income fall?**

D22. **If $50K or higher in D20, ask: And in which group does your total household income fall?**

	AP-NORC 1/5-2/2
Under $10,000	15
$10,000 to under $20,000	13
$20,000 to under $30,000	13
$30,000 to under $40,000	10
$40,000 to under $50,000	10
$50,000 to under $75,000	13
$75,000 to under $100,000	8
$100,000 to under $150,000	8
$150,000 or more	4
Refused	2
N=	*1,027*

D24. **Are you male or female?**

	AP-NORC 1/5-2/2
Male	53
Female	46
Refused	1
N=	*1,046*

Media Insight Project Poll - How Millennials Get News: Inside the Habits of America's First Digital Generation: 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 conducted from January 5 through February 2, 2015. The survey was funded by API. The API, NORC at the University of Chicago, and AP staff collaborated on all aspects of the study.

The study included multiple modes of data collection. The portion of the survey involving screening for age eligibility and recruitment was completed by telephone, while the main portion of the questionnaire was administered online. The telephone component included only cell telephone numbers (no landlines), and used both random-digit-dial (RDD) and age-targeted list sample from the 50 states and the District of Columbia. During recruitment efforts, a total of 6,635 adults provided age information, and 2,297 (35 percent) were deemed eligible because they fell between the ages of 18 and 34. Of those 2,297, a total of 1,759 respondents (77 percent) went on to complete the recruitment phase of the survey, which involved agreeing to receive an invitation for the web survey either by email or text message, and providing one's email address or cell telephone number. Of the recruited participants, 1,046 (59 percent) completed the web survey. The final response rate was 14 percent, based on the American Association for Public Opinion Research Response Rate 3 method.

Respondents were offered one small monetary incentive for participating in the telephone portion of the survey, as compensation for telephone usage charges, and another small monetary incentive for participating in the web portion of the survey. Interviews were conducted in both English and Spanish, depending on respondent preference. All telephone recruitments were completed by professional interviewers who were carefully trained on the specific survey for this study.

The RDD sample was provided by a third-party vendor, Marketing Systems Group. The age-targeted list sample was provided by a second vendor, Scientific Telephone Samples. The sample design aimed to ensure the sample representativeness of the population in a time- and cost-efficient manner. The sampling frame utilizes the standard cell telephone RDD frame, with a supplemental sample of cell telephone numbers targeting adults between the ages of 18 and 34. The targeted sample was pulled from a number of different commercial consumer databases and demographic data.

Sampling weights were appropriately adjusted to account for potential bias introduced by using the targeted sample. Sampling weights were calculated to adjust for sample design aspects (such as unequal probabilities of selection) and for nonresponse bias arising from differential response rates across various demographic groups and for noncoverage of the population without access to cell phones. Poststratification variables included age, sex, race/ethnicity, region, and education. The weighted data, which thus reflect the U.S. population of 18- to 34-year-old adults, were used for all analyses. The overall margin of error was +/- 3.8 percentage points, including the design effect resulting from the complex sample design.

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