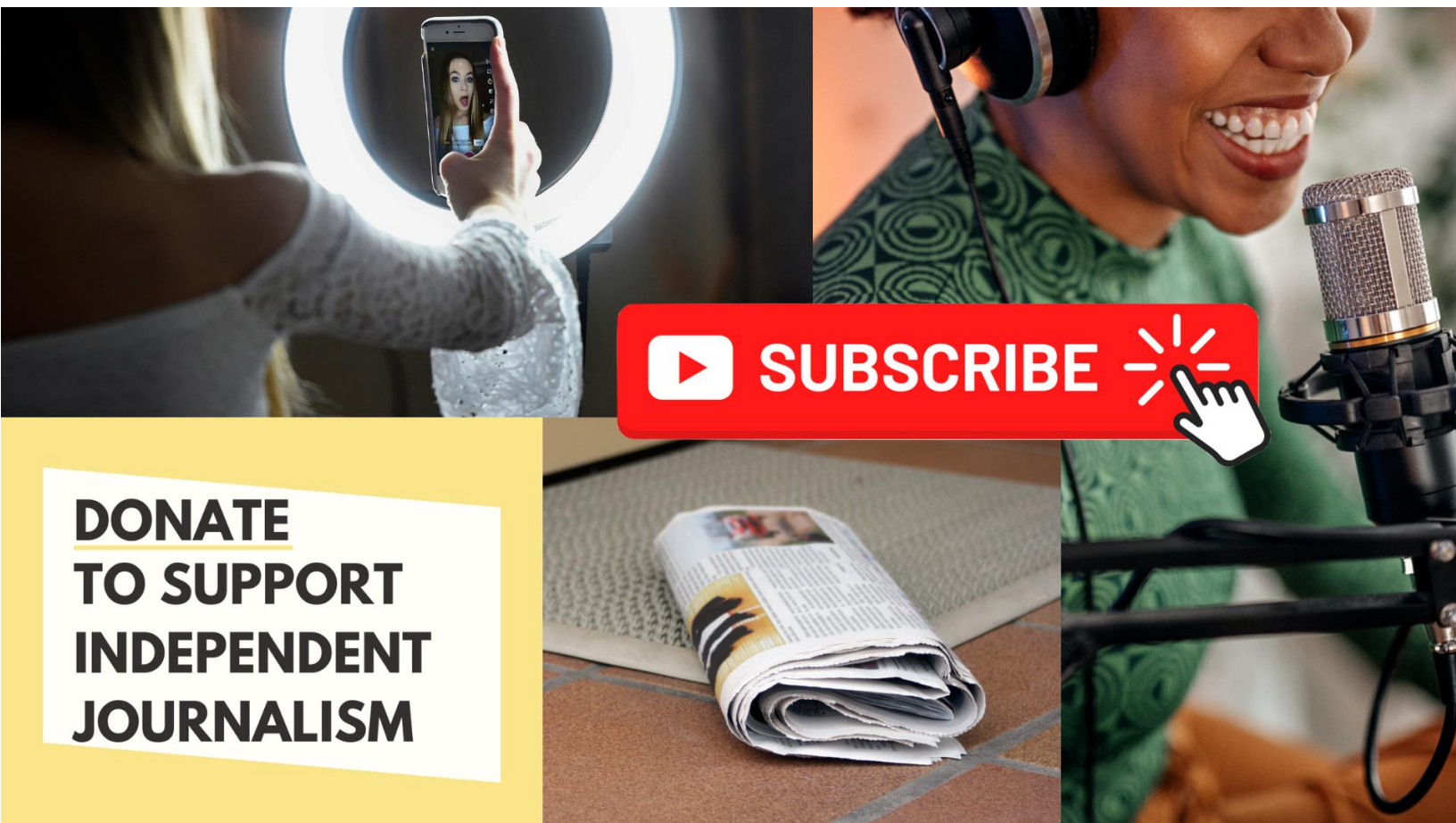


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Funding news: How Gen Z and Millennials pay for or donate to news

March 2023

FOR FURTHER INFORMATION ON THIS REPORT:

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I. INTRODUCTION

As the economics of journalism continue to evolve, a defining question about the future is whether the news media can create content that consumers are willing to pay for or donate to directly.

Central to answering that question is understanding the behavior of what many publishers call the next generation of news audiences, those Americans that many legacy news organizations have found elusive: Millennials and Gen Z.

Funding news examines in detail who among these audiences pay for or donate to news, how these payers or donors get news, and what topics or interests drive that behavior. This report, based on a representative sample of nearly 6,000 news consumers 16 to 40 years old, is part of a series of studies of these audiences conducted by the Media Insight Project, a collaboration of The Associated Press-NORC Center for Public Affairs Research and the American Press Institute. The new findings expand on paying or donating behavior we touched on only briefly in two prior releases, the first on [major news attitudes among Millennials and Gen Z](#) and a second on the [topics these diverse generations most often follow](#).

Overall, the analysis finds that 60% of people younger than 40 already pay for or donate to news in some way. And people who pay for or donate to news comprised a majority in every age category we evaluated – it is not only most older Millennials or their younger Millennial counterparts who pay for or donate to news, but also Gen Z. The older they are, however, the more likely they are to pay or donate.

In all, 51% of Gen Z (16- to 24-year-olds) pay for or donate to news, and that number rises to 63% among younger Millennials (25- to 31-year-olds) and to 67% among older Millennials (32- to 40-year-olds). The numbers suggest a real potential for sustainable revenue – if news organizations, whether legacy or start-up, can create content Millennials and Gen Zers find valuable.

The study defines those who pay for or donate to news as those who report either personally paying for or donating to either print or digital magazines, print or digital newspapers, digital news apps, nonprofit news sites, email newsletters from independent creators, video or audio content from independent creators or influencers through YouTube or podcasts, public radio, or TV.¹

The report is divided into three sections. Section I outlines key demographic and attitudinal characteristics toward news among those who pay for or donate to news and those who do not. Section II analyzes Gen Z and Millennials who pay for or donate to digital or print newspapers – one of the key legacy news sources for these generations. Section III does the same but for those Americans ages 16 to 40 who pay for or donate to email newsletters, video, or audio content from independent creators – a source popular among Gen Z and Millennials.

¹ The question we used to define those who pay for or donate to news is: Q3 Please select any of the following types of paid products or services that you have regularly used in the past year. For each one, please check whether you pay or donate to the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you have donated or joined as a member.

AMONG THE STUDY'S KEY FINDINGS:

- **Overall, news payers or donors younger than 40 skew older.** Among 16- to 40-year-olds who pay for or donate to news, 42% are older Millennials, 29% are younger Millennials, and another 29% are Gen Z. Yet, it is important to note that paying for or donating to news is not uncommon even among this youngest generation of news consumers. About half (51%) of Gen Z pay for or donate to some type of news content or source.
- **New media formats have special appeal to people younger than 40.** Americans ages 16 to 40 are more than twice as likely to pay for or donate to email newsletters, video, or audio content from independent creators (47%) than to traditional sources like print or digital newspapers (22%).
- **A majority of Gen Z and Millennials, regardless of race or ethnicity, pay for or donate to some type of news.** However, Black (68%) and Hispanic (63%) Americans are slightly more likely than white Gen Z and Millennials (57%) to pay for or donate to news. Sixty percent of Asian Americans pay for or donate to news sources.
- **News payers or donors share some common behavioral characteristics.** In general, Americans ages 16 to 40 who pay for or donate to news spend a great deal of time online, are more likely to actively seek out news, and use traditional and social media sources to get news daily than those who do not pay for or donate to news. For example, 31% of those who pay for or donate to news text with family or friends about the news they consume daily compared to 13% of those who do not pay for or donate to news.
- **Yet despite being more active, the majority of Gen Z and Millennials who pay for or donate to news “bump” into news more than seek it out.** It’s true that these news payers or donors are also more likely to actively seek out news (45%) than Americans ages 16 to 40 overall (38%). (In contrast, 71% of those who do not pay for or donate to news mostly bump into news and information or hear about it from others.) But that still leaves the majority of Gen Z and Millennial payers or donors as “bumpers” (54%) rather than “seekers” (45%).
- **News payers or donors use a variety of social media sources to get news.** Gen Z and Millennials who pay for or donate to news use, on average, two social media sources at least daily to get news and information, while those who do not pay for or donate use only one. Further, payers and donors are more likely than those who do not pay for or donate to use platforms such as Facebook (45% vs. 33%), YouTube (45% vs. 27%), or Twitter (30% vs. 13%).
- **Payers or donors are just as likely to feel worn out by the news as those who don’t pay for or donate to news content.** Gen Z and Millennials who pay for or donate to news are just as likely as those who do not pay for or donate to news and Americans ages 16 to 40 overall to report feeling worse the longer they stay online and connected (31%, 28%, and 30%, respectively).

KEY TAKEAWAYS FOR NEWS MEDIA:

- **Engaging Gen Z and Millennials on social media should be an integrated part of subscriber and donor retention strategies.** While news organizations may be prudent to prioritize developing relationships with any audience on a channel they own – especially as social media companies change how they handle news – social media will continue to influence Millennials and Gen Z. This is true even for the payers or donors in these generations, most of whom still say they bump into news rather than seek it out (54% vs. 45%) and get news from social media more often than directly from traditional media sources (77% vs. 56%). Social media strategies should be robust enough to include identifying and cultivating relationships with new Millennial and Gen Z audiences (who may eventually pay or donate) but also speak to existing payers or donors. Challenges like creating a smooth sign-in process for digital subscriptions or to access membership perks may be especially important in this context.
- **News fatigue doesn't mean Gen Z and Millennials won't pay for or donate to news.** Despite the need for news organizations to address news fatigue, a main subject of our first report "[Fatigue, traditionalism, and engagement: news habits and attitudes of the Gen Z and Millennial generations](#)", Gen Z and Millennials are still willing to pay for or donate to news. Supporting a news mission they believe in may be important to them. That means relaying a news organization's mission becomes critical when creating more ways for people to pay or donate.
- **News organizations can learn from the appeal and approach of independent creators.** While many Gen Z and Millennials pay for or donate to newspapers (and other legacy sources like magazines or public broadcasting), nearly twice as many have paid for or donated to support email newsletters or video or audio from independent creators. News organizations should evaluate potential reasons for this, such as perceived authenticity of individual voices; the formats or style of content; or even the often-multiple ways individuals can support creators, through recurring or one-time payments.

ABOUT THE STUDY

This is the latest study from the Media Insight Project, a collaboration of the American Press Institute and The AP-NORC Center for Public Affairs Research. The survey, conducted from May 18 through June 8, 2022, examined the attitudes of 5,975 Americans ages 16 to 40. Data were collected using both probability and non-probability sample sources. The overall margin of sampling error for the combined sample is +/- 1.7 percentage points at the 95 percent confidence level, including the design effect.

SECTION I. WHICH GEN Z AND MILLENNIALS PAY FOR OR DONATE TO NEWS?

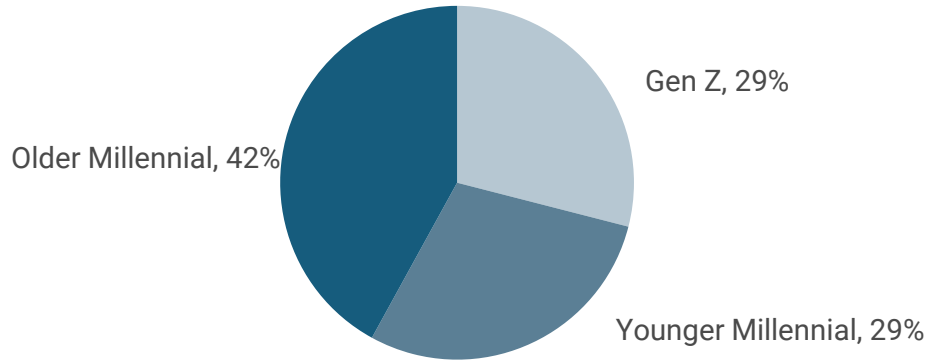
Americans have a wide range of options for paying for or donating to news today. There are legacy sources, start-up news organizations, and independent creators, and at times more than one way to pay for or donate to each. This study finds that 60% of Americans ages 16 to 40 pay for or donate to news in some fashion.²

Overall, 16- to 40-year-olds who pay for or donate to news skew a bit older, even within this subgroup of Americans. Gen Z makes up 29% of the payers or donors vs. 42% of the non-payers or non-donors, while older Millennials make up 42% of those who pay for or donate to news and 32% of those who do not pay for or donate to any.

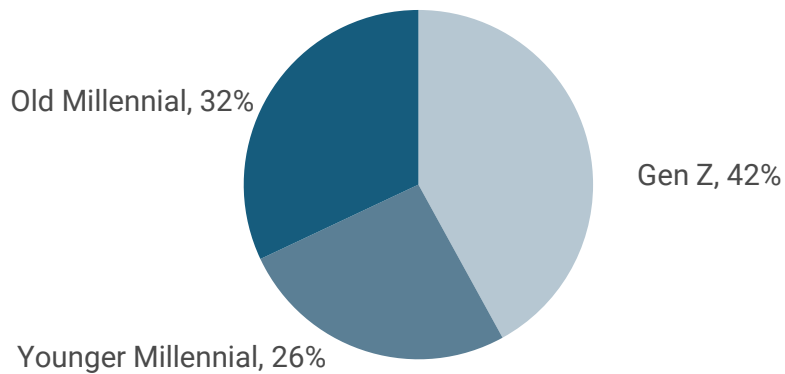
² This report expands upon brief findings on paying for or donating to news from our first report, "[Fatigue, traditionalism, and engagement: news habits and attitudes of the Gen Z and Millennial generations](#)." That report noted 45% of Gen Z and Millennials either pay for traditional or legacy news products (like newspapers, magazines, or news apps) or donate to other often donation-focused sources (nonprofit news sites, email newsletters from independent creators, video or audio content from independent creators or influencers through YouTube or podcasts, public radio, or TV, or other apps). Here we evaluate the 60% who either pay for or donate to any of the news sources we evaluated, allowing analysis of those who, for example, donate to a newspaper or pay for an email subscription from an independent creator. This wider definition is intended to allow analysis of the broad base of Gen Z and Millennials who pay or donate, the lines which increasingly are blurred.

Payers or donors tend to be older.

Percent of Americans ages 16 to 40 who pay for or donate to news



Percent of Americans ages 16 to 40 who do not pay for or donate to news



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

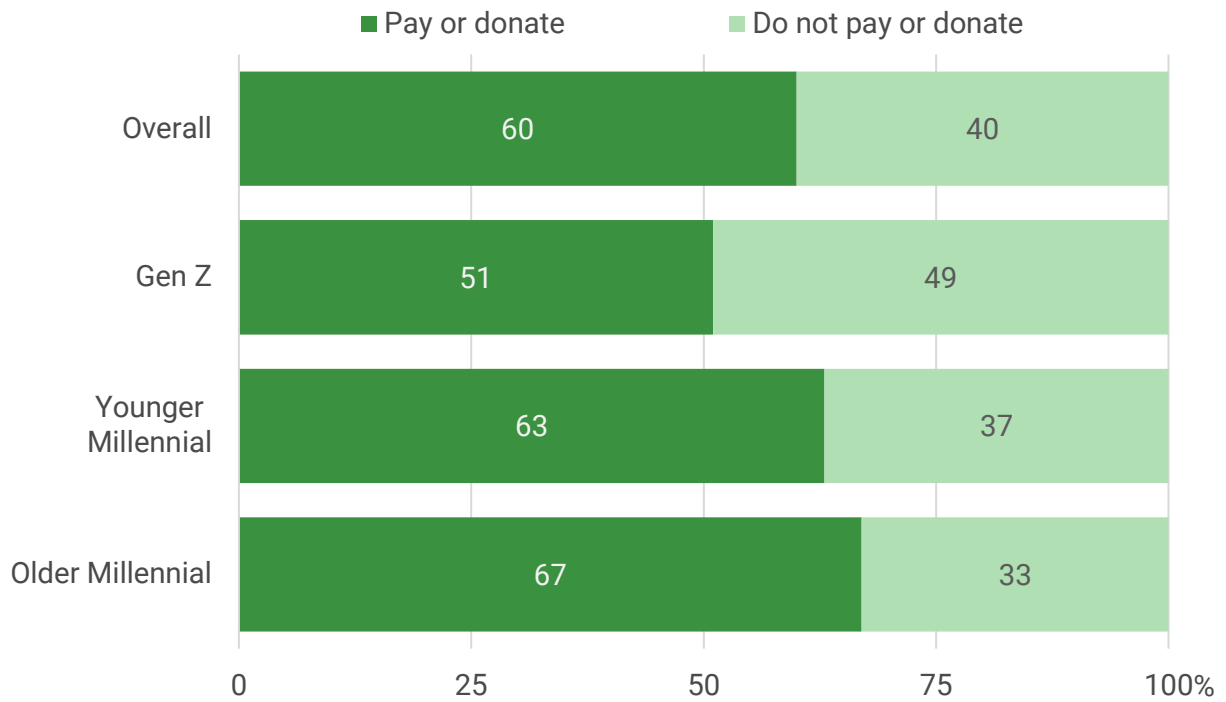


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However, it is important to note that paying for or donating to news isn't rare even among this youngest generation of news consumers. Among all of Gen Z, about half of them report paying for or donating to some type of news content.

Half of Gen Z and about two-thirds of Millennials pay for or donate to news content.

Percent of Americans ages 16 to 40



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

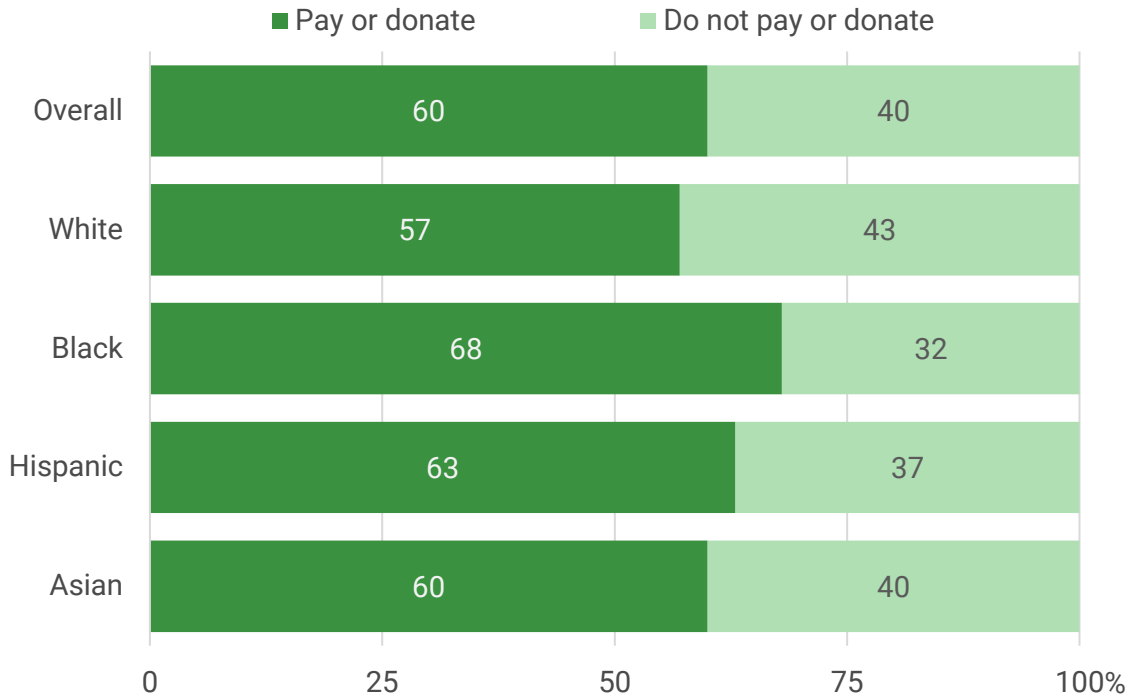


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The tendency to pay for or donate to news also cuts across all major ethnic and racial categories. Indeed, a majority of Gen Z and Millennials regardless of race or ethnicity pay for or donate to some type of news, including 68% of Black Americans, 63% of Hispanic Americans, 60% of Asian Americans, and 57% of white Americans ages 16 to 40.

A majority of Gen Z and Millennials across races and ethnicities pay for or donate to news content.

Percent of Americans ages 16 to 40



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

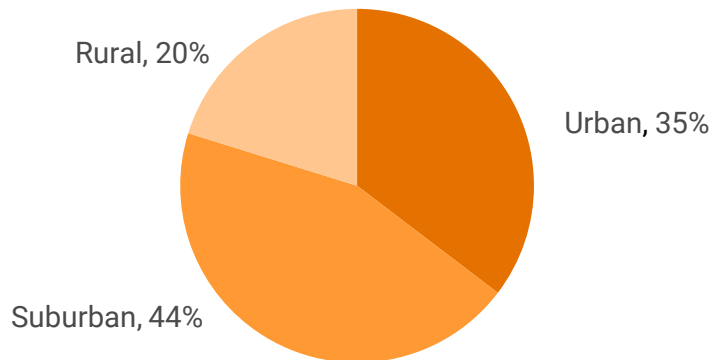


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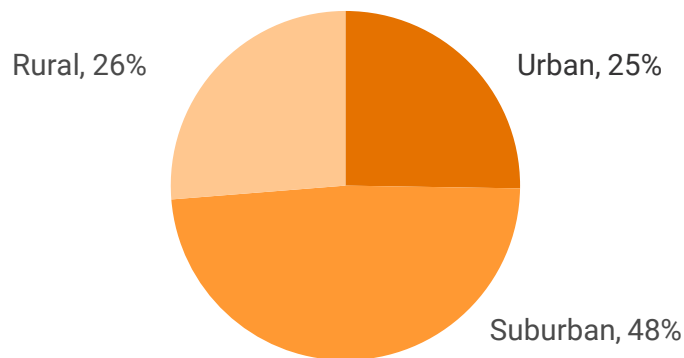
Gen Z and Millennials who pay for or donate to news are more likely to live in urban neighborhoods rather than rural communities. Yet about 1 in 5 payers or donors live in rural communities.

Payers and donors are more likely to live in urban areas.

Percent of Americans ages 16 to 40 who pay for or donate to news



Percent of Americans ages 16 to 40 who do not pay for or donate to news



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.



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DO MILLENNIALS AND GEN Z WHO PAY FOR OR DONATE TO NEWS ACT DIFFERENTLY ONLINE THAN THEIR PEERS WHO DON'T?

The answer is broadly yes.

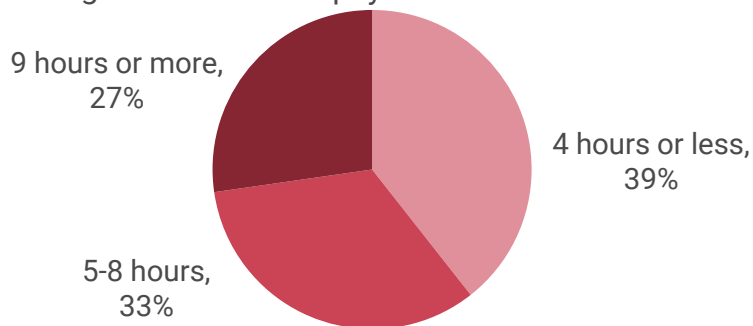
The study measures various news behaviors. One is how much time people spend online. Another metric tracks what they do online. A third metric tracks a characteristic the Media Insight Project developed in 2015 – whether someone self-identifies as being a person more likely to bump into the news or to actively seek it. We call this the “bumper” vs. “seeker” metric.

People who pay for or donate to news are more likely to register highly on all three of these metrics. They are more likely to be online more often, they perform more activities online, and they are more likely to be seekers than those who don't pay for or donate to news.

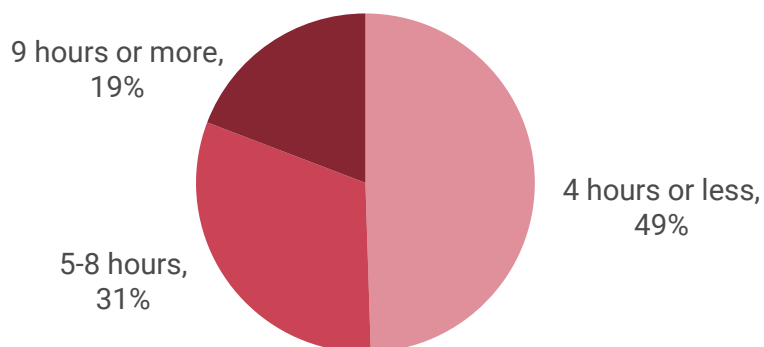
First, those in the Gen Z and Millennial generations who pay for or donate to news spend more time online and connected daily. Twenty-seven percent say they spend 9 hours or more online compared to 19% of those who do not pay for or donate to any news source.

Payers or donors spend more time online and connected each day.

Percent of Americans ages 16 to 40 who pay for or donate to news



Percent of Americans ages 16 to 40 who do not pay for or donate to news



Question: In a typical day about how many hours do you spend online?

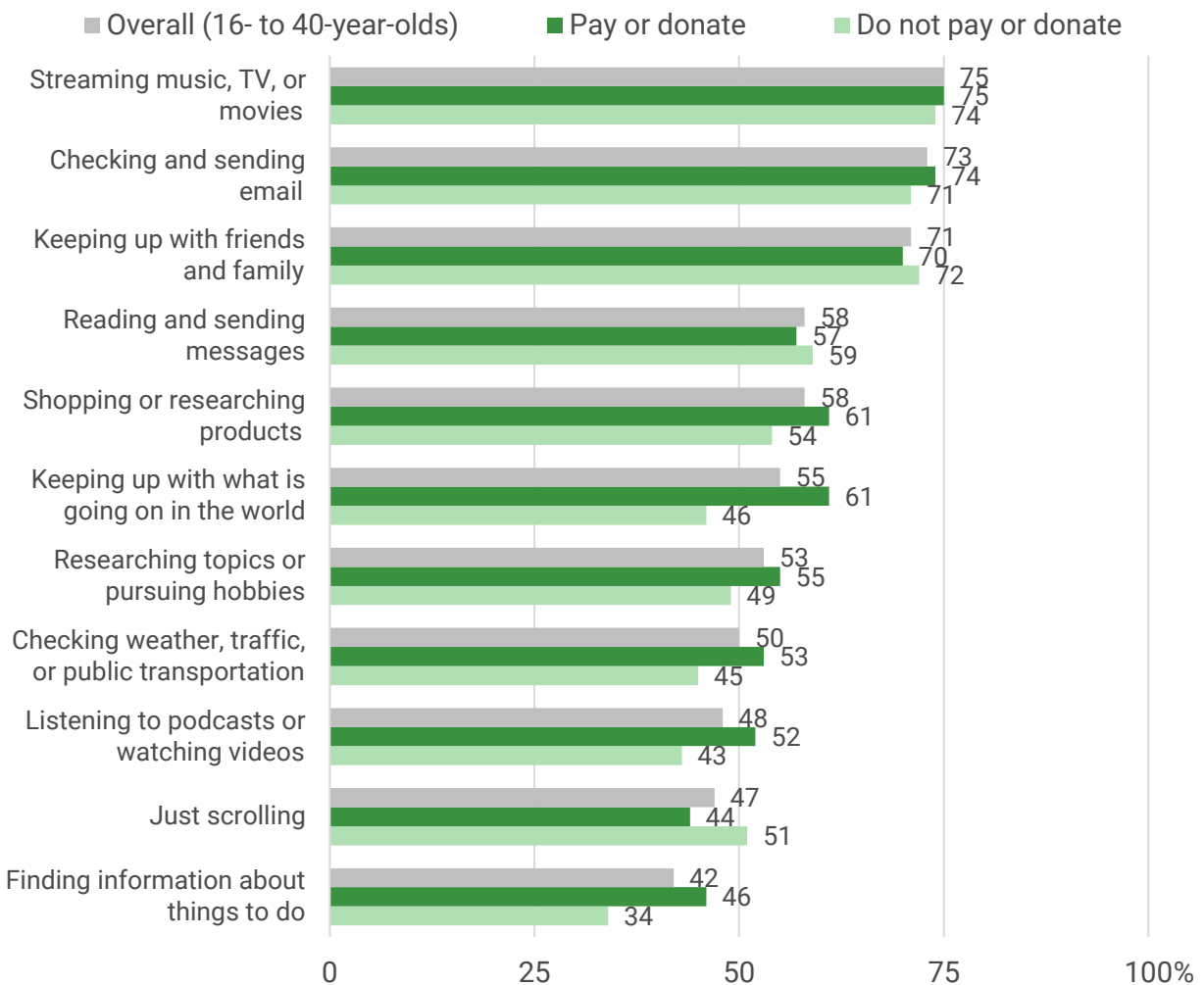
Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

While almost all Gen Z and Millennials are online much of the time and perform many activities there, those who pay for or donate to news stand apart from those who don't. We asked about a range of different actions people take online. Gen Z and Millennials who pay or donate do some things at similar rates as those who don't – such as sending/checking email or messages, keeping up with friends or family, and other recreational activities like streaming audio or video.

However, those who pay for or donate to news are more likely to do some other activities – namely, keeping up with what is going on in the world, researching topics they are interested in, checking the weather or traffic, finding information about things to do, listening to podcasts, or watching videos.

Payers or donors are more likely to keep up with what is going on in the world, research topics, and listen to podcasts or watch videos.

Percent of Americans ages 16 to 40



Question: Which of the following activities, if any, do you perform regularly online?

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

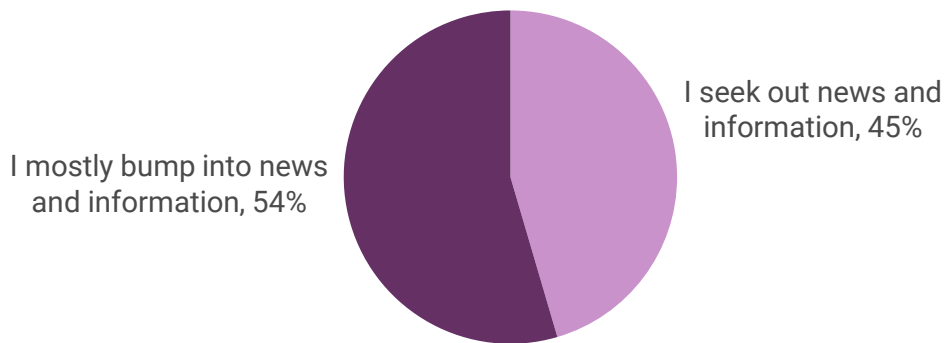
Our measure of bumping into and seeking the news adds to these differences. Further, it suggests that the future of news requires news organizations to find consumers who bump into the news instead of waiting for those consumers to find them.

Gen Z and Millennials who pay for or donate to news are more likely to seek out news than their peers who do not pay for or donate to news. Yet, Gen Z and Millennials who pay or donate are still more likely to bump into news than to seek it (54% bump vs. 45% seek).

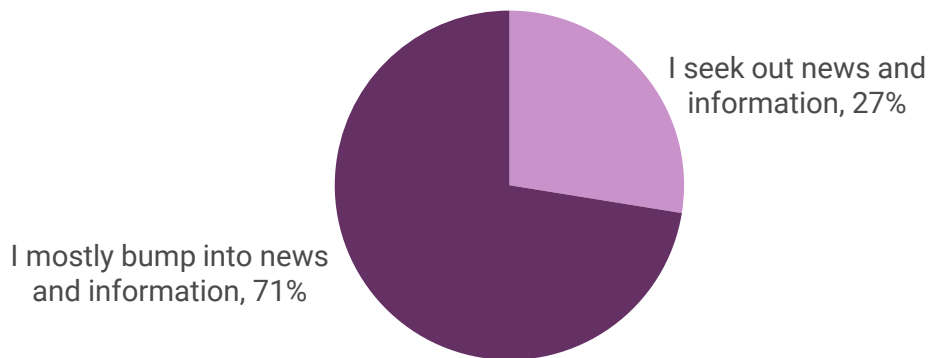
This is particularly important for journalists, news organizations, and independent news creators since they need a robust online and social media strategy to ensure their content or cause is getting in front of their paying customers. They will also need an even more ambitious or targeted strategy to attract those who do not pay for or donate to news.

Payers or donors are still more likely to bump into news rather than seek it out.

Percent of Americans ages 16 to 40 who pay for or donate to news



Percent of Americans ages 16 to 40 who do not pay for or donate to news



Question: Choose the statement that best describes you, even if it is not exactly right.

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

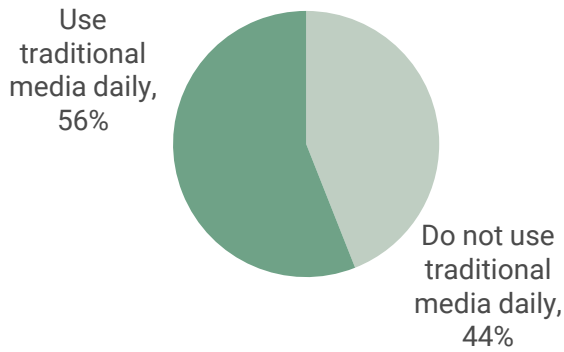
Another important indicator of whether a consumer is more likely to be a paying or donating customer is how often they get news. Gen Z and Millennials who pay for or donate to news are more likely to get news and information at least daily from traditional media sources (56% vs. 28%) such as national and local news outlets, newspapers, and TV than those who do not pay or donate.

However, the gap between those who pay or donate and those who do not shrinks when it comes to getting news from social media platforms (77% vs. 62%). Again, these differences show how journalists and publishers from traditional sources may find it harder to attract the younger audiences without being active in the right social media platforms and highlighting the topics and conversations they gravitate to.³

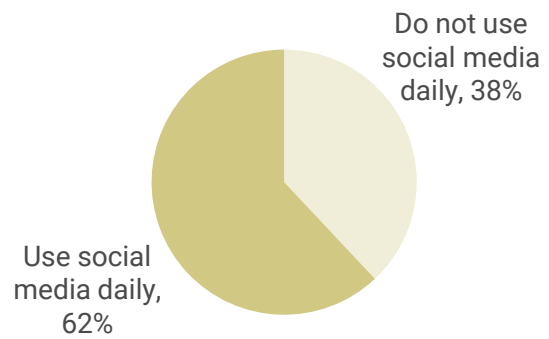
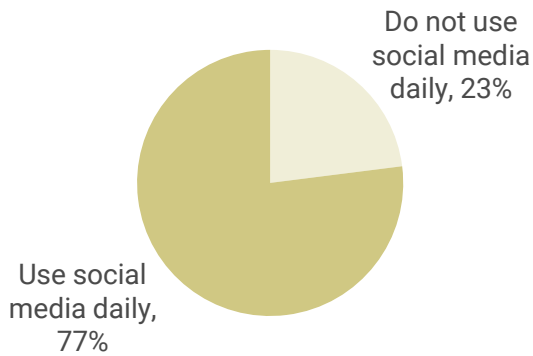
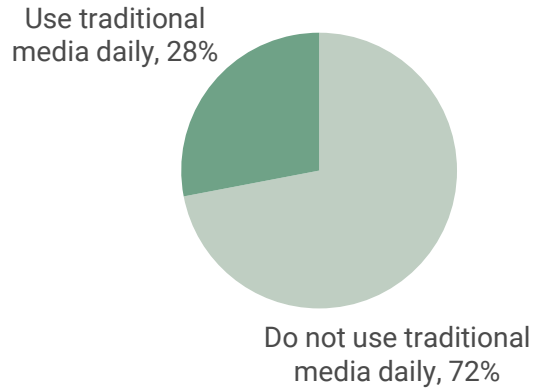
³ The [second report](#) in our series, “Knowing the news: How Gen Z and Millennials get information on essential topics,” analyzes how Gen Z and Millennials follow and interact with key “hard news” and “news you can use” topics.

Payers or donors are more likely to use traditional and social media to get news and information each day.

Percent of Americans ages 16 to 40 who pay for or donate to news



Percent of Americans ages 16 to 40 who do not pay for or donate to news



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.



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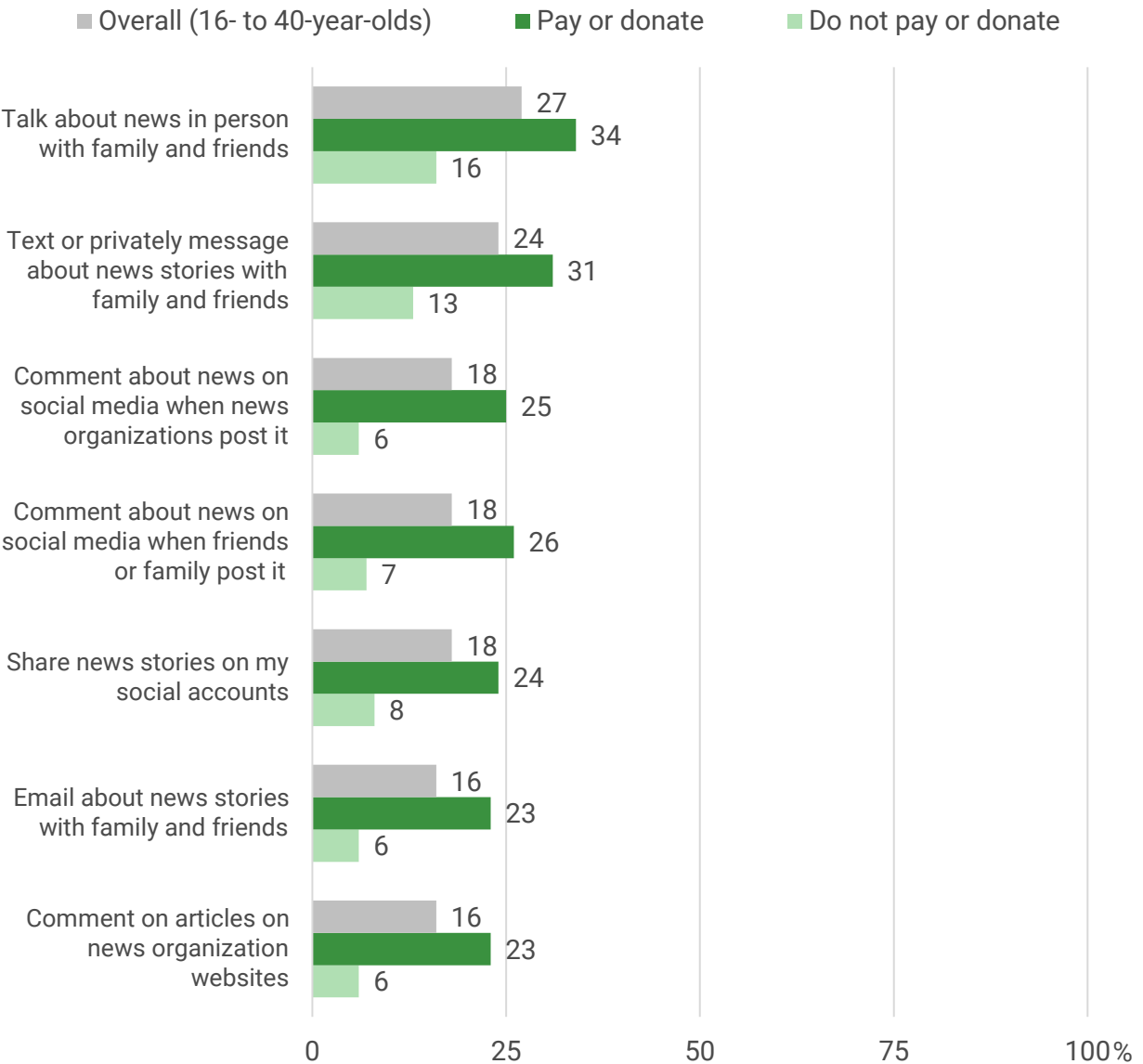
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Those who pay for or donate to news are about twice as likely than those who do not to engage with news in a number of ways: either by texting, sharing, or talking about it with family or friends or by commenting on social media or news organizations' websites at least daily.

Payers or donors are more likely to engage with news.

Percent of Americans ages 16 to 40 who do each at least daily



Question: How often do you do each of the following?

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.



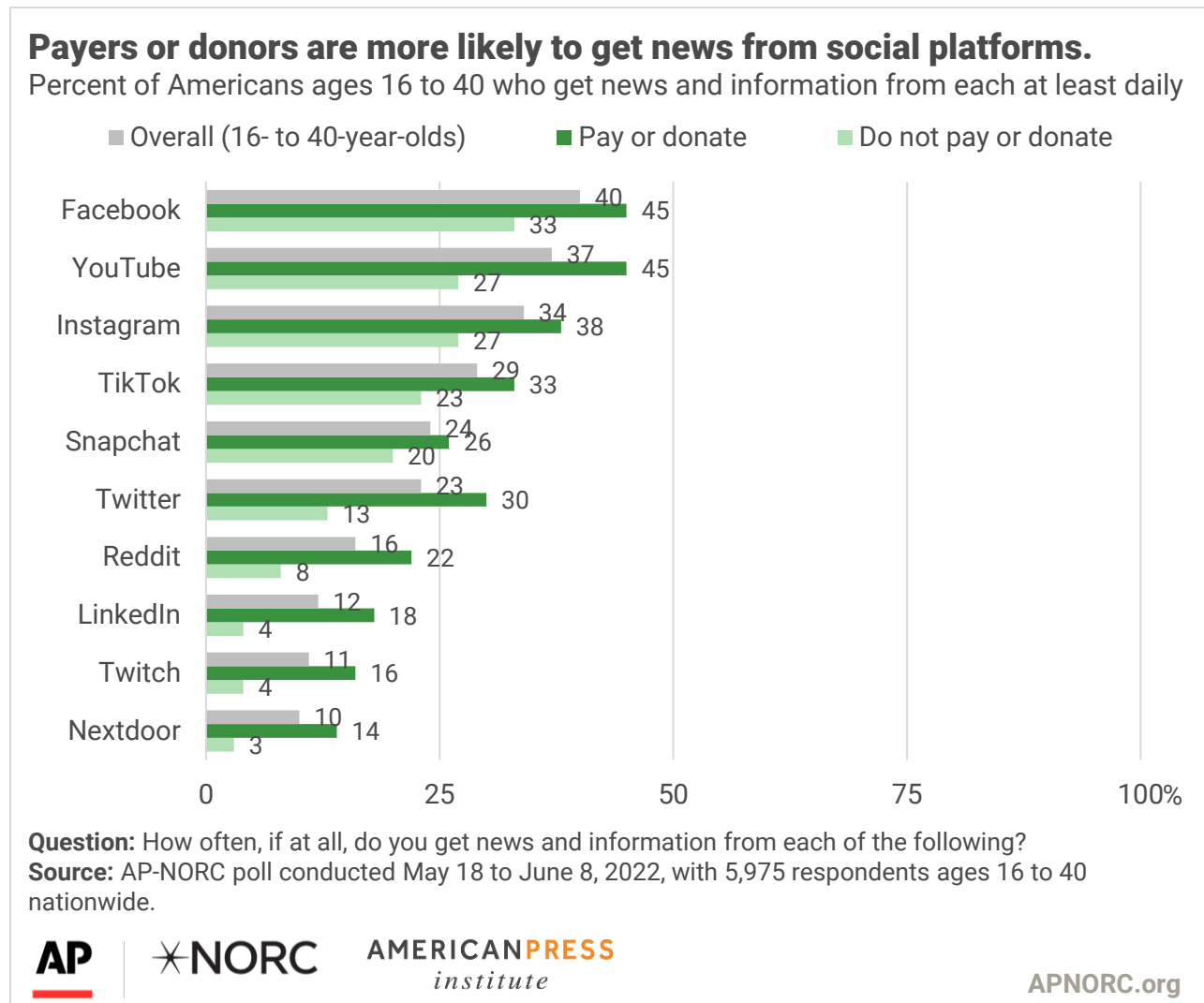
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Overall, more Gen Z and Millennials who pay for or donate to news get news from social media platforms at least daily than those who do not pay for or donate to news. On average, those who pay for or donate to news get news from two social media platforms at least daily while those who do not pay for or donate to news get news from only one.

Facebook, YouTube, and Instagram are the most-used platforms for both groups.

Twitter has one of the biggest gaps between Gen Z and Millennials who pay for or donate to news and those who don't.⁴ Those who pay for or donate to news are twice as likely to get news and information from this platform than those who do not pay for or donate to news.

Also, payers or donors use Nextdoor, Reddit, LinkedIn, or Twitch more than non-payers or non-donors, suggesting they use a variety of platforms to get news and information while those who do not pay or donate tend to focus on fewer social media sources for it.



⁴ The poll was conducted May 18 to June 8, 2022, months before Elon Musk acquired Twitter in October 2022, laid off thousands of employees and began sweeping changes to the platform. <https://apnews.com/article/elon-musk-twitter-inc-technology-business-san-francisco-e1e283ff873813524ff21b0a7751b47>

WHAT TOPICS DO MILLENNIALS AND GEN Z WHO PAY FOR OR DONATE TO NEWS FOLLOW COMPARED TO THEIR PEERS WHO DON'T?

Another key way we explore the news behavior of Americans ages 16 to 40 is by probing what topics they follow or pay attention to. Our survey asked people if they follow news across a wide range of topics. For our analysis, we then grouped those topics into three broad categories such as “lifestyle,” “hard news,” and “news you can use.”

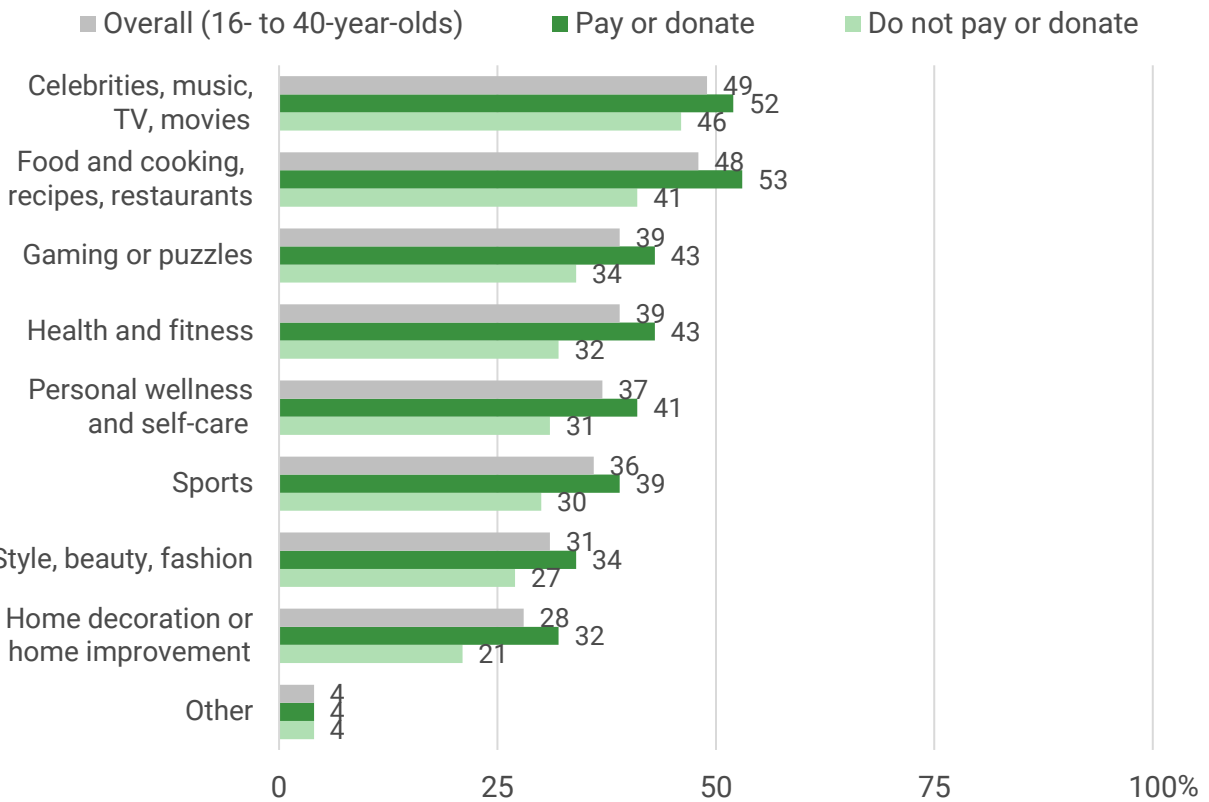
What we found is that people who are more likely to pay for or donate to news tend to be larger consumers of news across all these categories. Indeed, on nearly every topic – though less so for a few – payers or donors follow them regularly more often than non-payers and non-donors.

However, the topics they follow most often are not necessarily the same between payers or donors and those who do not pay for or donate to news. This is important for news media and creators since it shows how certain topics are key to keeping payers and donors engaged, while others may be good to reach potential payers and donors.

The following tables break down the details for each topic. The first table lists “lifestyle” topics. And as you can see, those who don’t pay or donate are not more likely than those who do pay or donate to follow any of the topics.

Lifestyle topics

Percent of Americans ages 16 to 40 who follow each topic



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

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

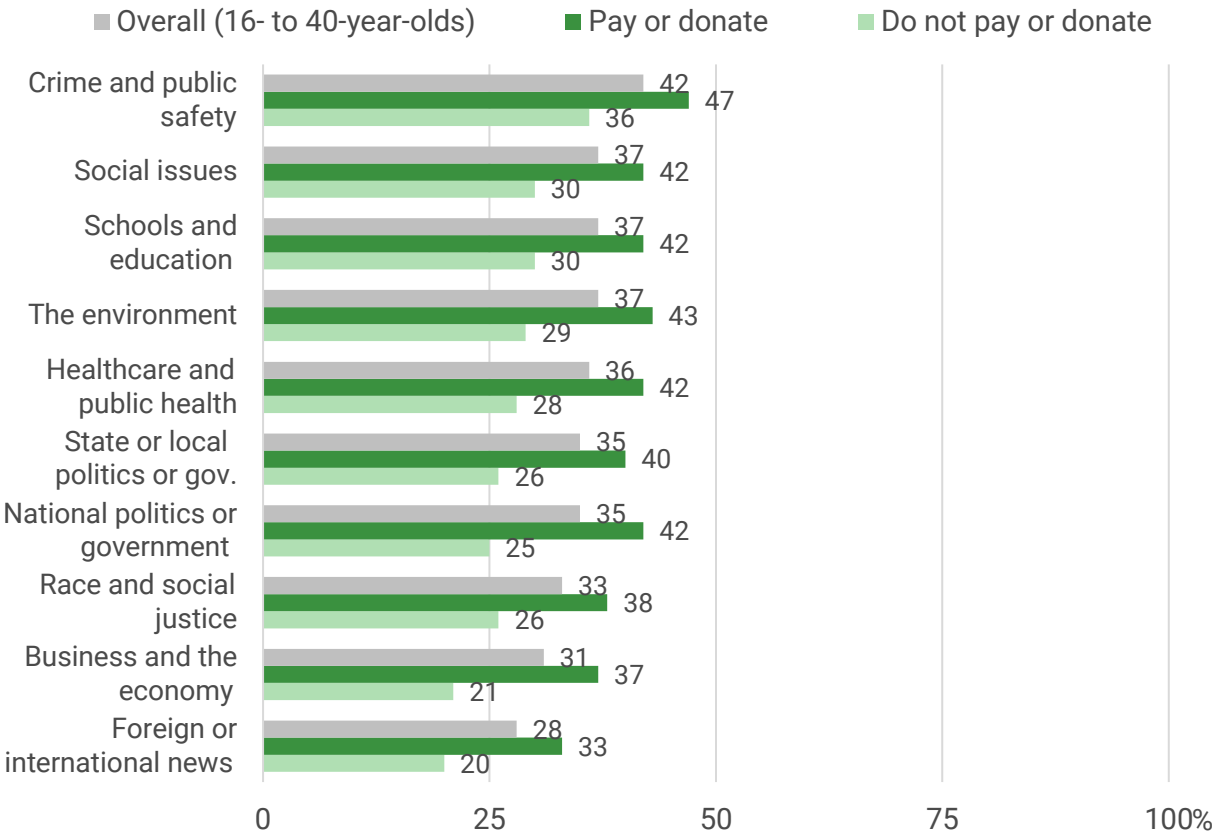


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The second table tracks consumption of “hard news” topics including politics, government, public health, race and social justice, education, and the environment. Here, too, payers or donors are more likely to follow these topics – often by even higher margins than for “lifestyle” topics.

Hard news topics

Percent of Americans ages 16 to 40 who follow each topic



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

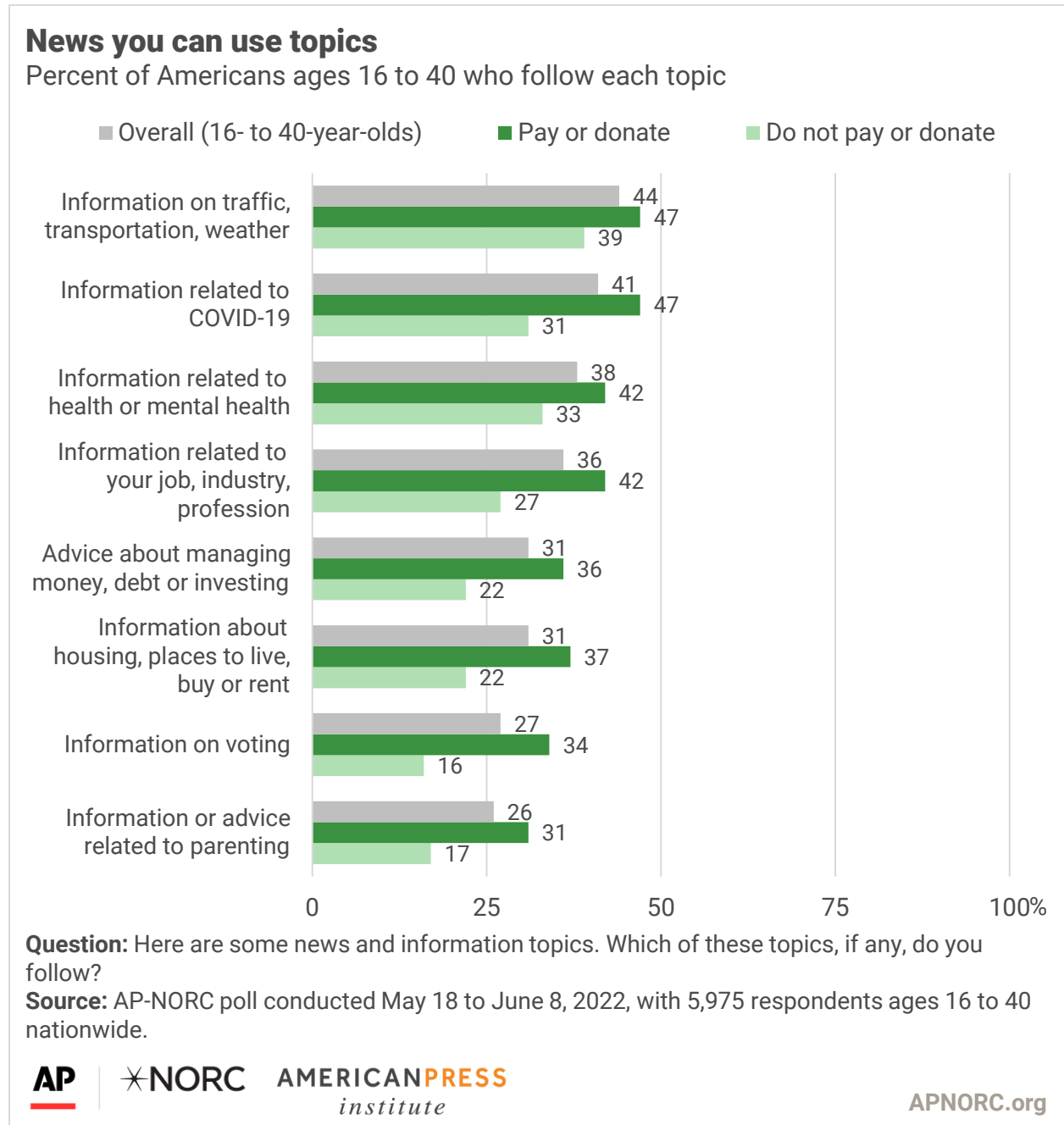
Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.



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The last table tracks what many journalists call “news you can use” topics. These are ones that provide people with information that is directly actionable. What do I need to know about the latest on COVID, or health services, how to vote, traffic and weather, and more?

Here, too, while these topics are generally applicable to many people, those who pay for or donate to news are more likely to follow them.



The most-followed topics, however, vary across those who pay for or donate to news and those who do not.

For Gen Z and Millennials who pay for or donate to news, the topics they most often follow are:

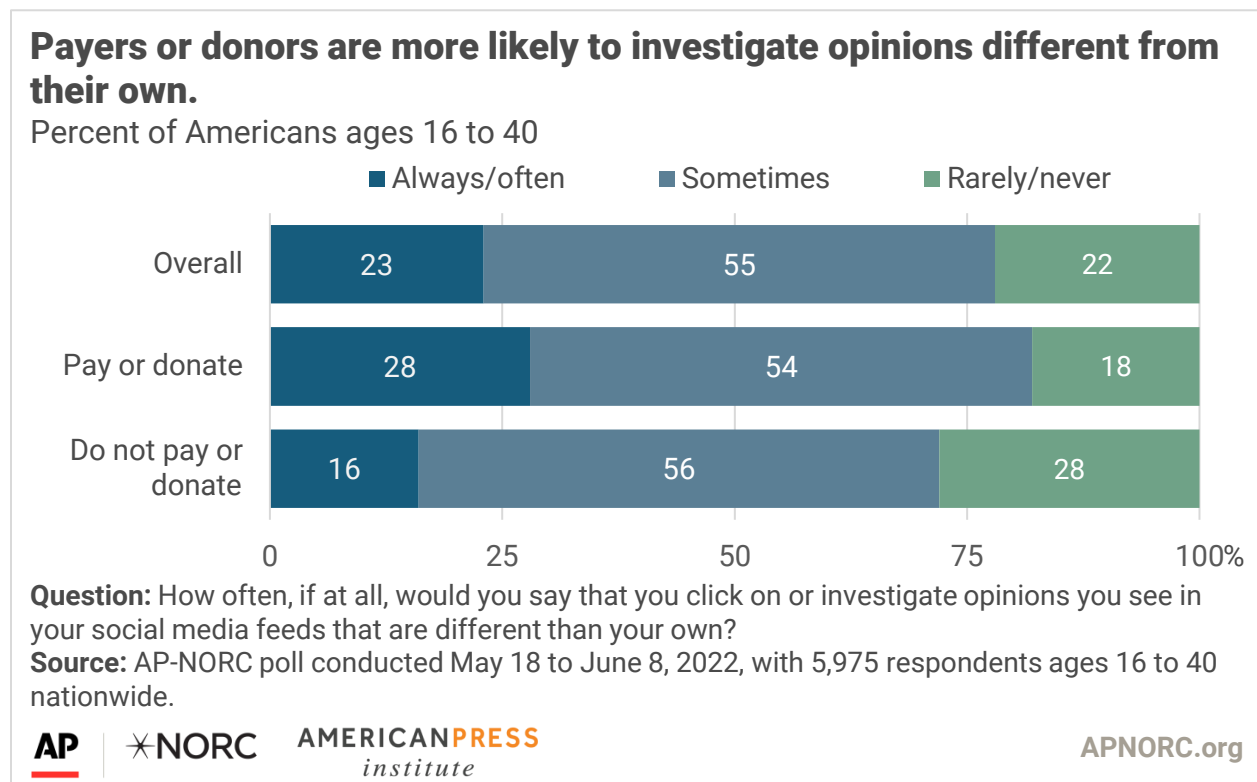
- Information about COVID-19
- News about celebrities, music, or TV
- Sports
- News about national politics or government
- Information on traffic, transportation, or weather

For those who do not pay for or donate to news they topics they most often follow are:

- Information on traffic, transportation, or weather
- News about celebrities, music, or TV
- Sports
- News about social issues such as abortion, gun policy, and LGBTQ issues
- Information related to health or mental health

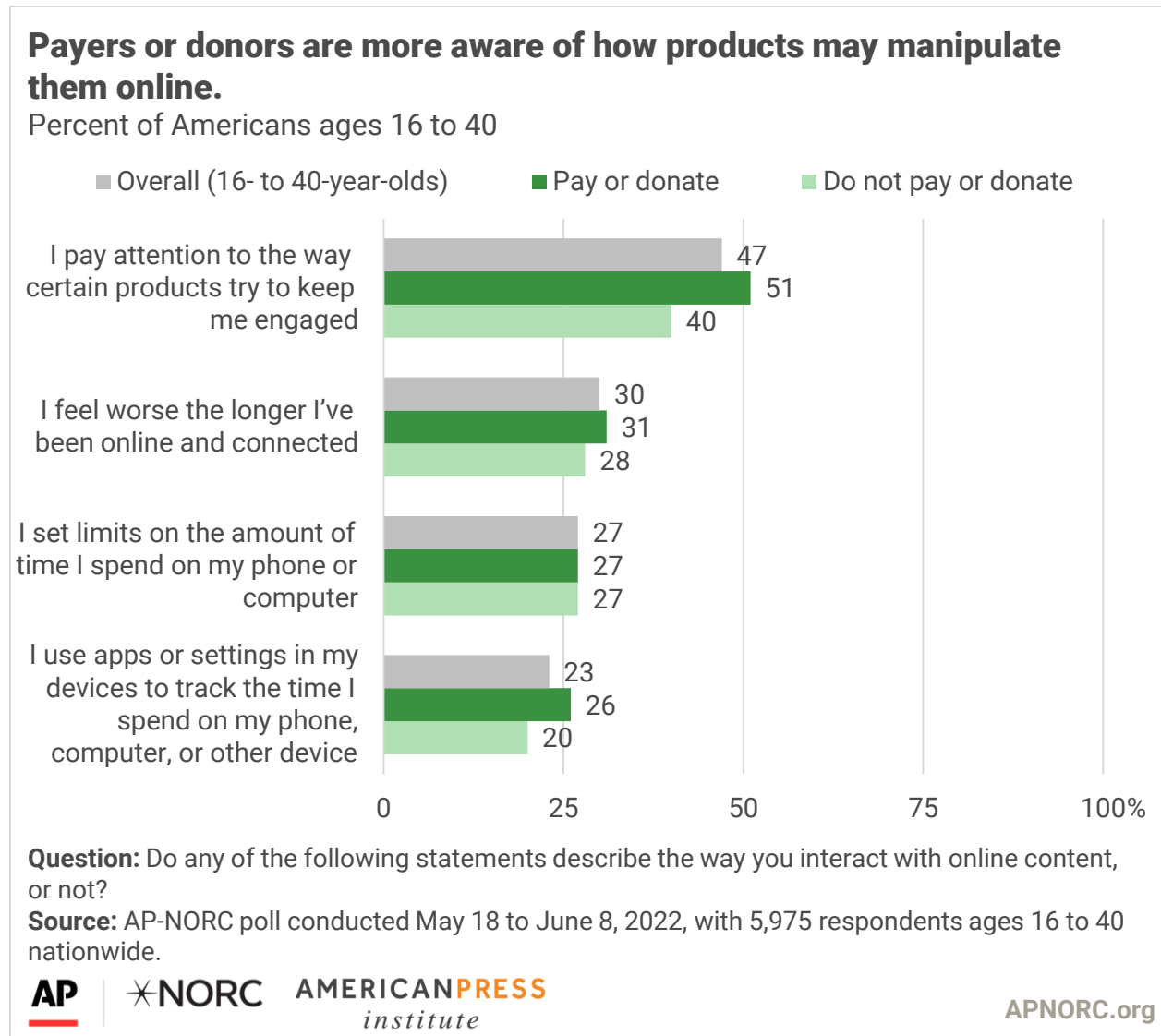
WHAT DO GEN Z AND MILLENNIALS SEE ON SOCIAL MEDIA, AND HOW DO THEY REACT TO IT?

Gen Z and Millennials who pay for or donate to news see a similar range of opinions as those who do not. But payers and donors say they are more likely to click or investigate opinions that are different from their own than non-payers or non-donors are.



Payers or donors are also more aware of how products may manipulate them online. For instance, those who pay for or donate to news are more likely than those who do not to pay attention to the way certain products keep them engaged and connected. They are also more likely to use apps to track how much time they spend connected and online.

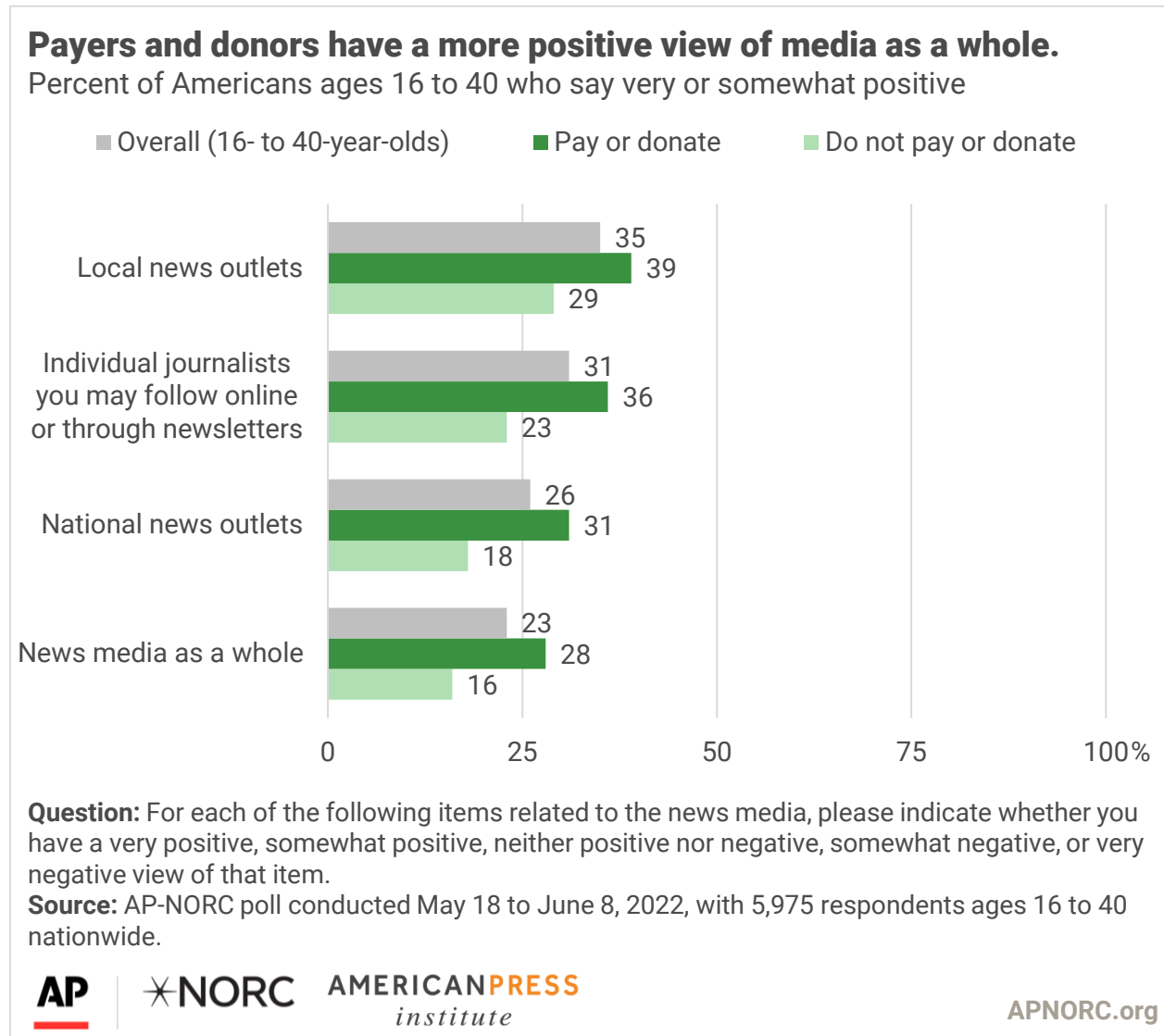
Both groups, however, are equally likely to set limits on the amount of time they spend on their phone or computer and to feel worse the longer they spend connected and online. In other words, it does not seem like digital fatigue is a primary driver of why some Gen Z and Millennials are not paying for or donating to news even when considering that Gen Z and Millennials who pay or donate use social media more frequently.



WHAT ABOUT ATTITUDES TOWARD THE MEDIA? DO THOSE VIEWS CORRELATE IN ANY WAY WITH WHETHER SOMEONE MIGHT BE LIKELY TO PAY FOR OR DONATE TO NEWS?

The study suggests the answer is yes.

Those who pay for or donate to news have a more positive view of national news, local news outlets, and news media as a whole and individual journalists than those who do not pay for or donate to news and Americans ages 16 to 40 overall. It is relevant to note that local news outlets and individual journalists are viewed the most positively among the types of media asked in the survey.



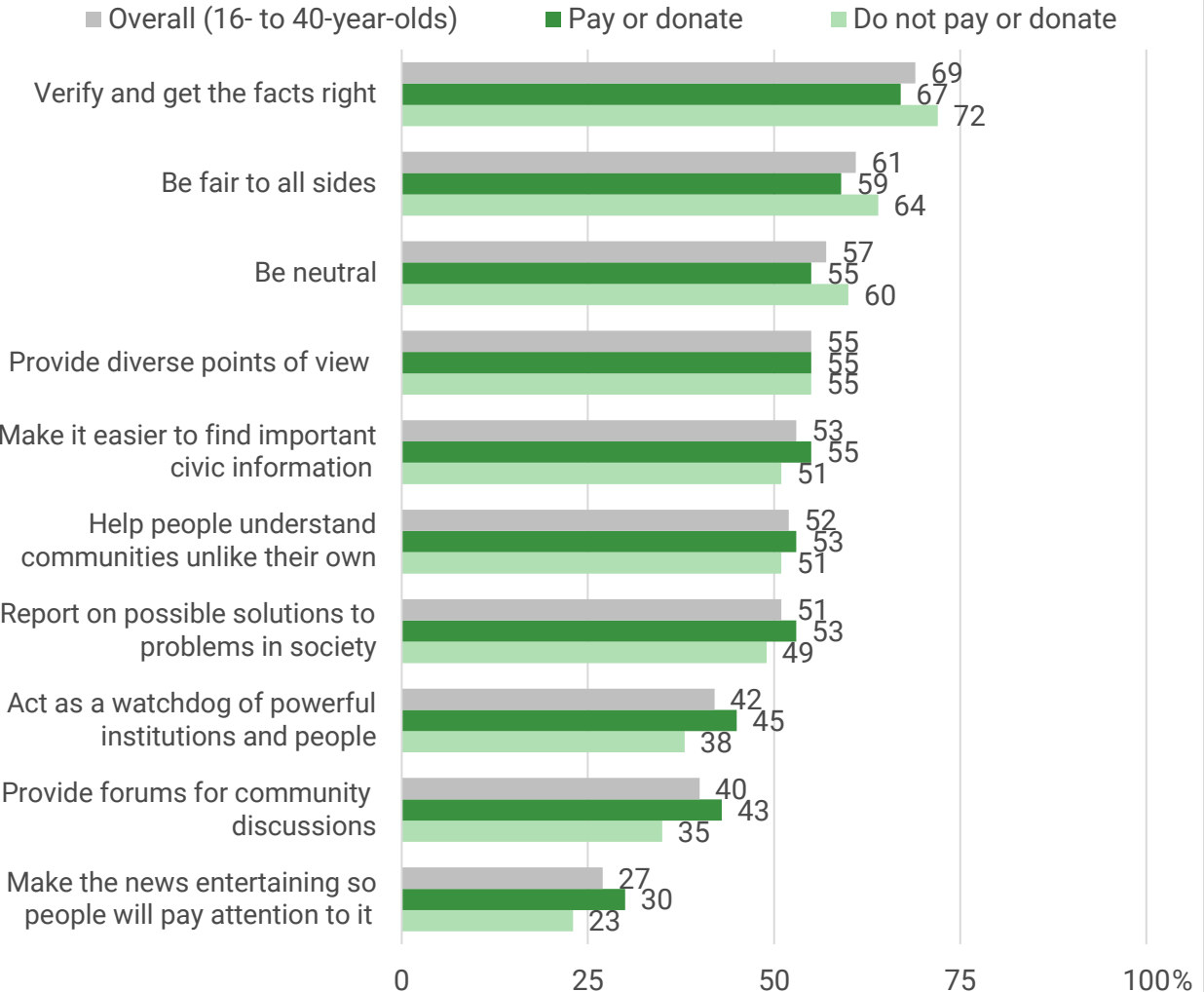
WHAT DO AMERICANS AGES 16 TO 40 WANT THE NEWS MEDIA TO DO? WHAT DO THEY CONSIDER JOURNALISTIC PRIORITIES?

We tried to track a variety of metrics here, and the findings are less predictable than expected. In general, both those who pay for or donate to news and those who do not rank what they consider should be the media's priorities in the same order.

But sometimes non-payers or donors put an even higher value on some of these priorities than those who do pay for or donate for news. For instance, 67% of payers or donors want the press to get the facts right. But the number is 72% among non-payers or non-donors. Fully 59% of payers or donors want the press to be fair to all sides. The number is even higher, 64%, among non-payers or non-donors. And 55% of payers and donors want the press to be neutral. But that number rises to 60% among non-payers or non-donors.

Those who pay or donate and those who do not have differing journalistic priorities.

Percent of Americans ages 16 to 40 who say extremely or very important



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

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.



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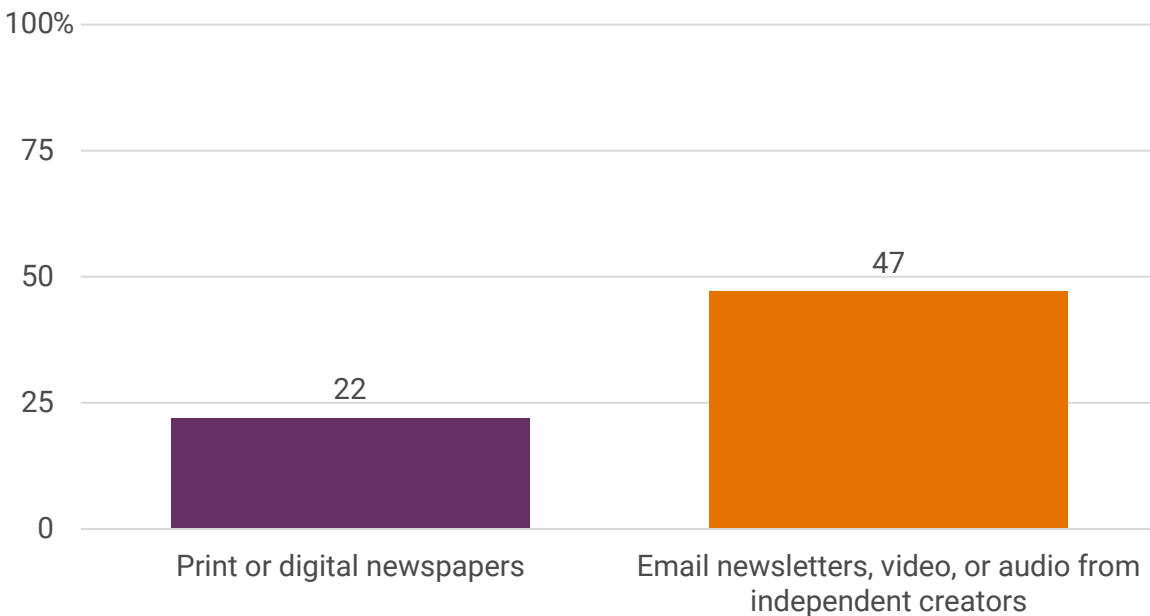
Those who pay for or donate to news are more likely to consider acting as a watchdog of powerful institutions, making the news entertaining, and providing forums for community discussions as priorities for the media than those who do not pay for or donate to news.

SECTION II. GEN Z AND MILLENNIALS WHO PAY FOR OR DONATE TO PRINT OR DIGITAL NEWSPAPERS.

When you look at what type of media Americans 16 to 40 are donating to or paying for, it's about twice as likely they pay or donate to email newsletters or video and audio content from independent creators compared to newspapers.

Gen Z and Millennials are twice as likely to pay for or donate to content from independent creators as opposed to newspapers.

Percent of Americans ages 16 to 40 who pay for or donate to each



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

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.



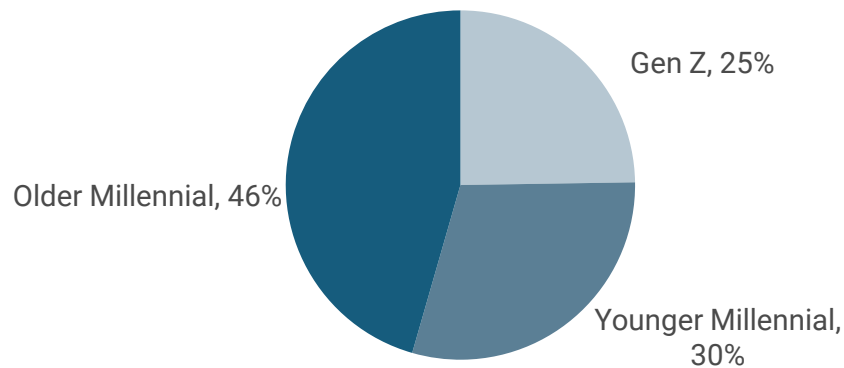
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This and the next chapter examine these two groups in-depth. We start first with those who pay for or donate to print digital newspapers.

Americans ages 16 to 40 who pay for or donate to print or digital newspapers skew toward the oldest cohort we studied. Older Millennials make up nearly half of newspaper payers or donors (46%) while Gen Z makes up a quarter of payers or donors.

Older Millennials make up nearly half of newspaper payers or donors under 40.

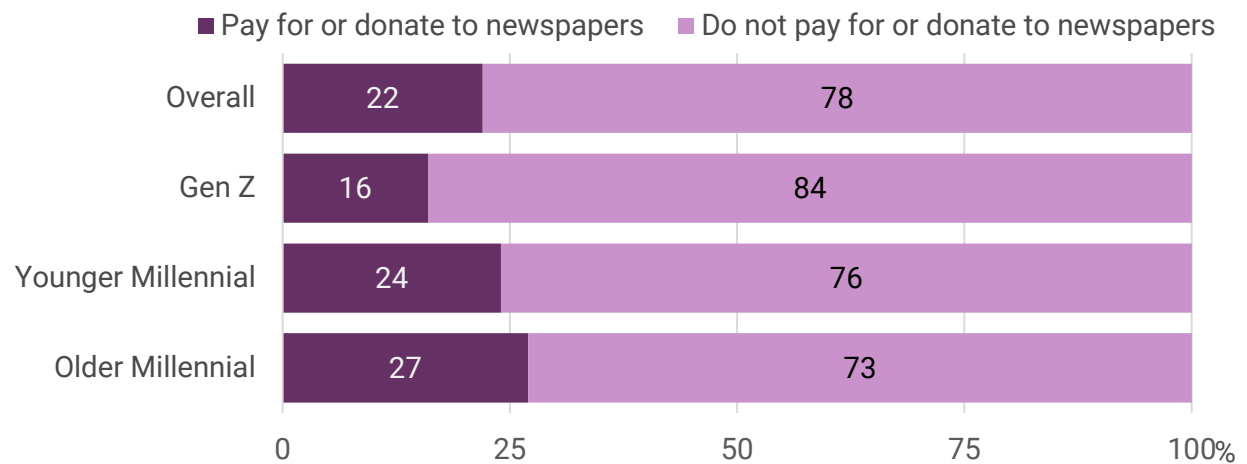
Percent of Americans ages 16 to 40 who pay for or donate to newspapers



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

Nevertheless, paying for or donating to print or digital newspapers is not entirely uncommon among the youngest cohort. Among all of Gen Z, 16% pay for or donate to digital or print newspapers.

Nearly 1 in 5 members of the Gen Z generation pay for or donate to digital or print newspapers.



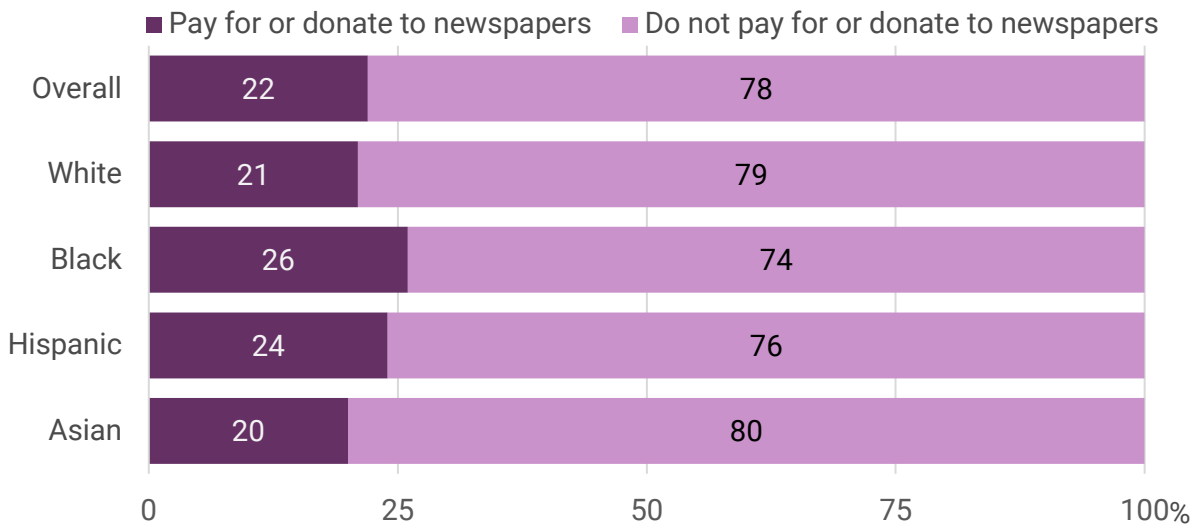
Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

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About 1 in 5 Gen Z and Millennials regardless of race pay for or donate to print or digital newspapers.

1 in 5 Gen Z and Millennials across races and ethnicities pay for or donate to print or digital newspapers.

Percent of Americans ages 16 to 40



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

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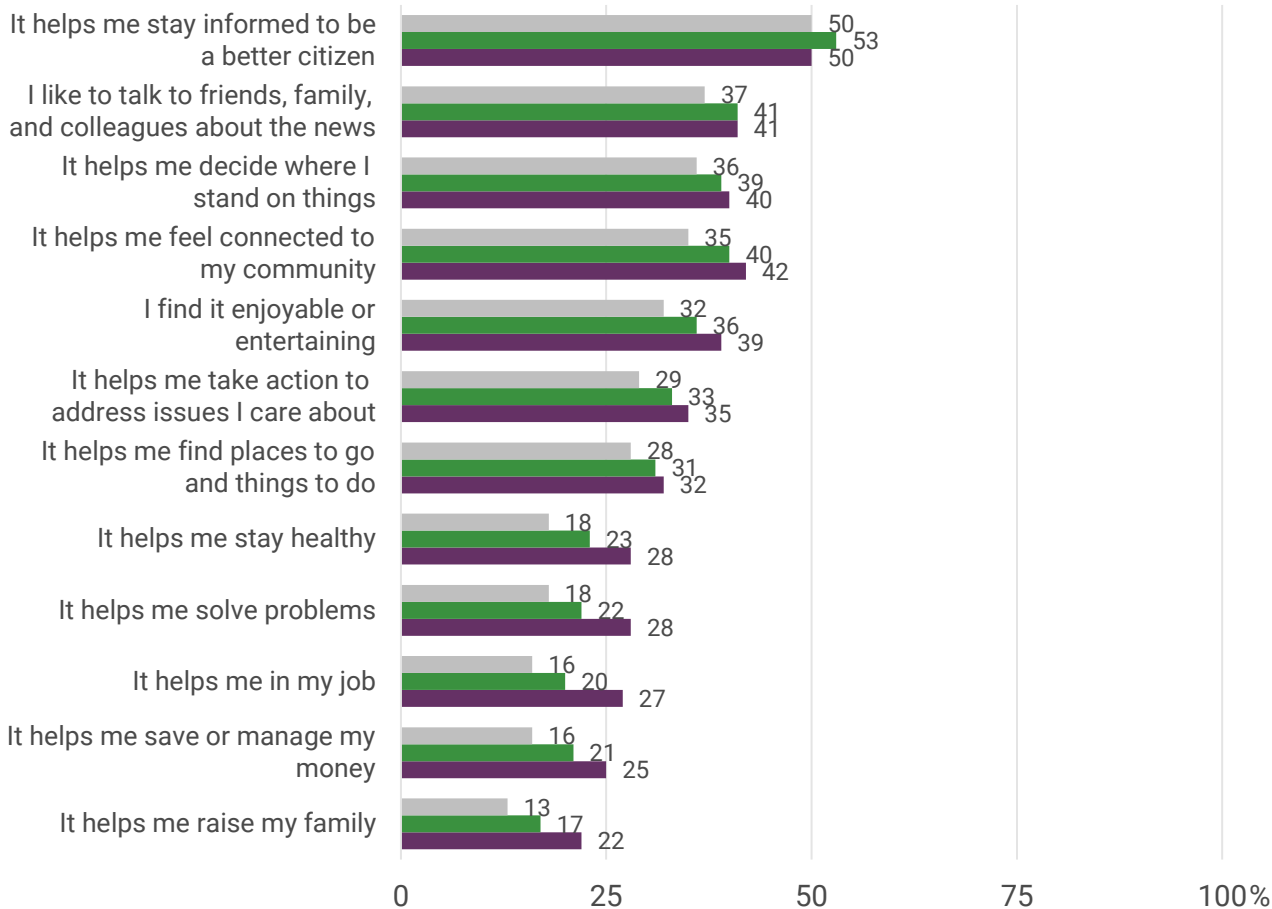
Millennials and Gen Z who pay for or donate to newspapers live predominantly in urban or suburban communities and tend to identify with the Democratic Party. Those who pay for or donate to newspapers are active news consumers. Fifty-one percent of them say they actively seek out news, 73% use traditional news sources at least daily, and more than 8 in 10 use social media platforms to get news daily or more often.

The main reasons they follow news are to stay informed to be a better citizen, to feel and stay connected to their community, to talk and share with friends and family, and to help decide where they stand on things.

Payers or donors to newspapers follow news to stay informed and enjoy talking to friends about the news.

Percent of Americans ages 16 to 40

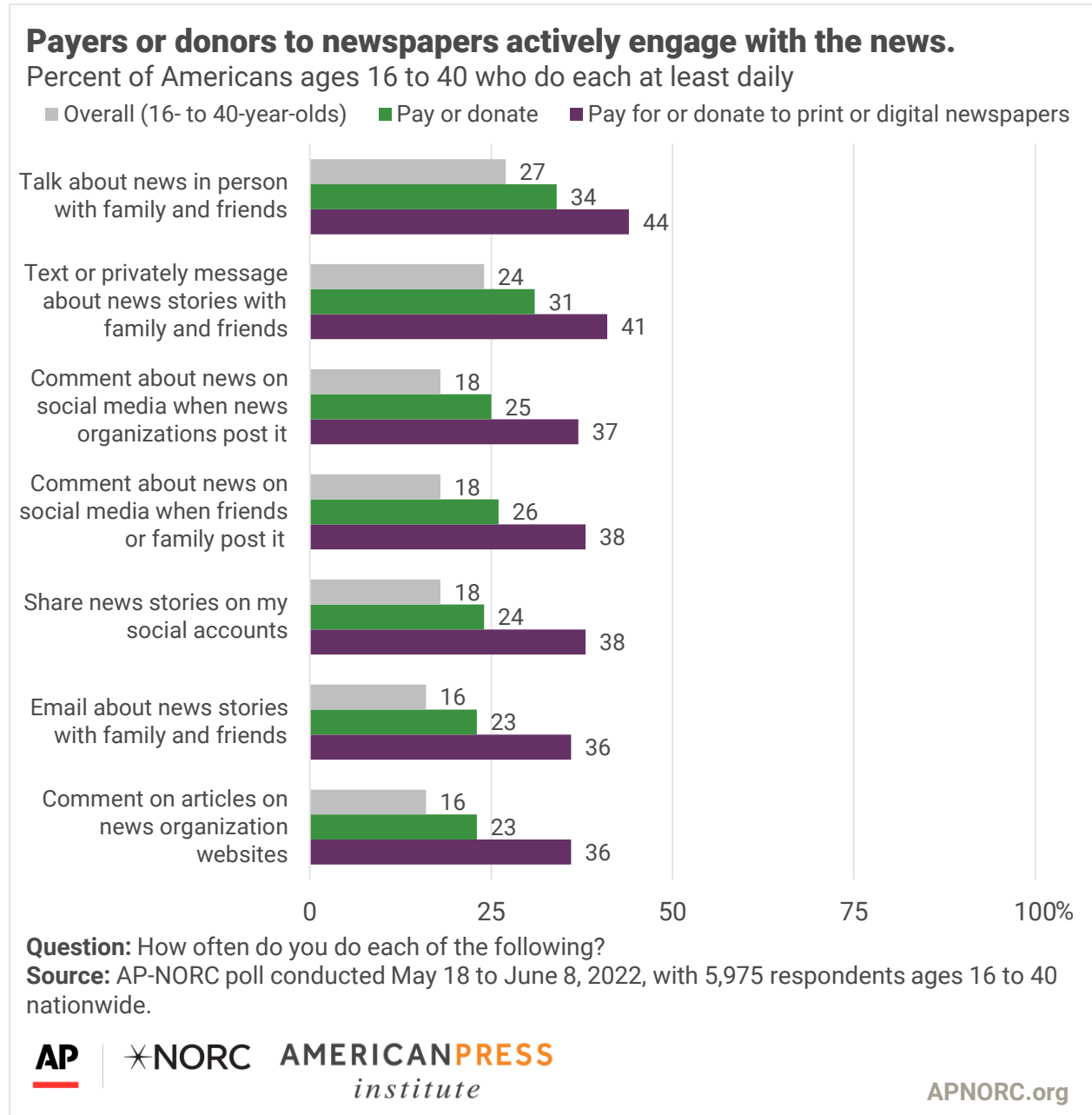
■ Overall (16- to 40-year-olds) ■ Pay or donate ■ Pay for or donate to print or digital newspapers



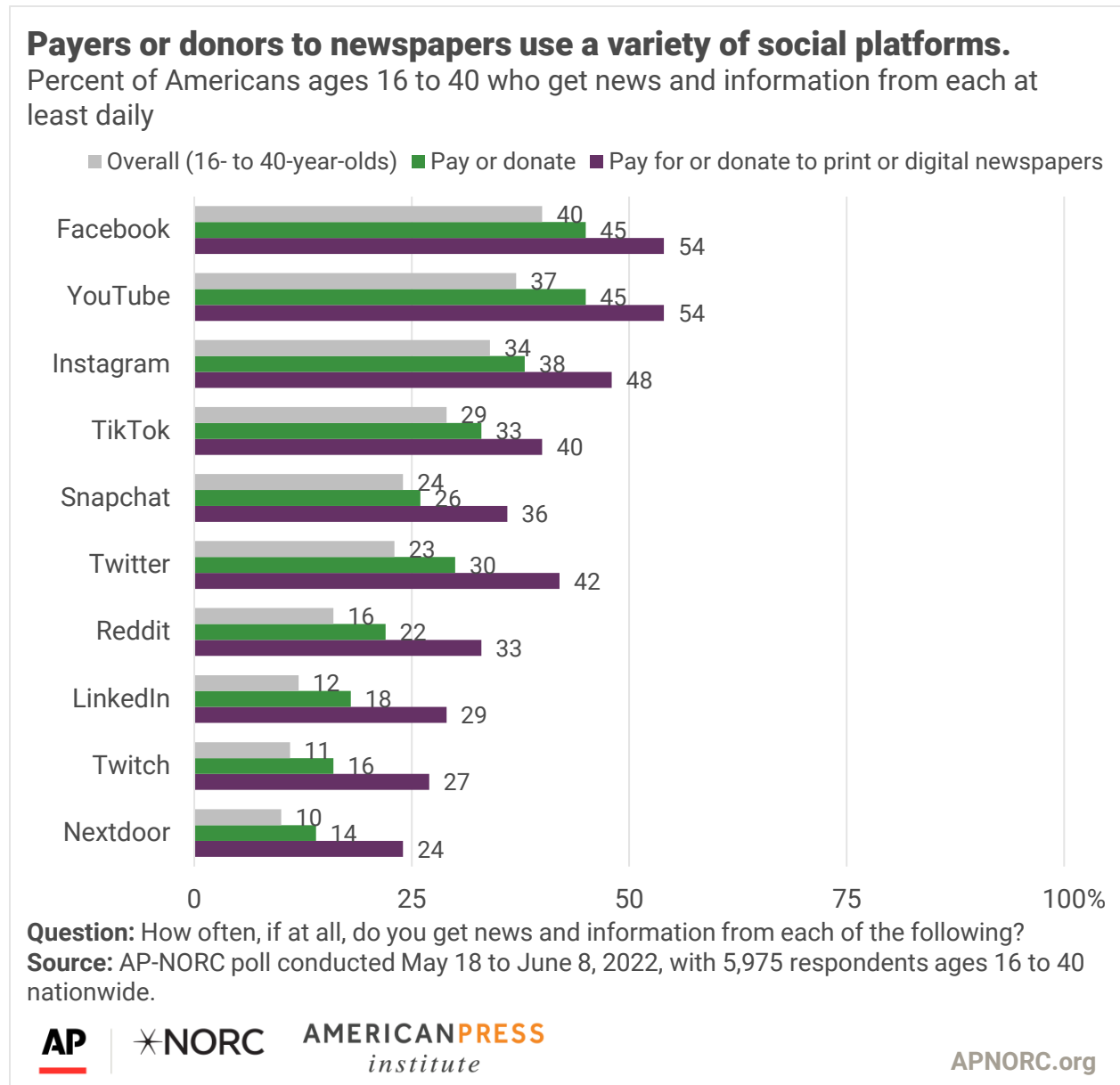
Question: People use news and information in different ways. What are the main reasons you, personally, use news and information?

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40

This group also actively comments, shares, or talks about the news with family and friends and through their social media sources or online at least daily. About 4 in 10 say they do one of the engagement behaviors we explore at least once a day, which may be relevant to newspapers since these payers or donors can essentially function as brand ambassadors online. Gen Z and Millennials who pay for or donate to newspapers do these activities even more frequently than payers or donors for news overall.



Gen Z and Millennials who pay for or donate to digital or print newspapers get news and information most often from a variety of social media platforms, yet Facebook, Instagram and YouTube are the ones they use the most. TikTok, Snapchat, Twitch and Twitter are also popular social media sources. . Again, this reaffirms the need for newspapers to have a widespread presence across social media platforms.

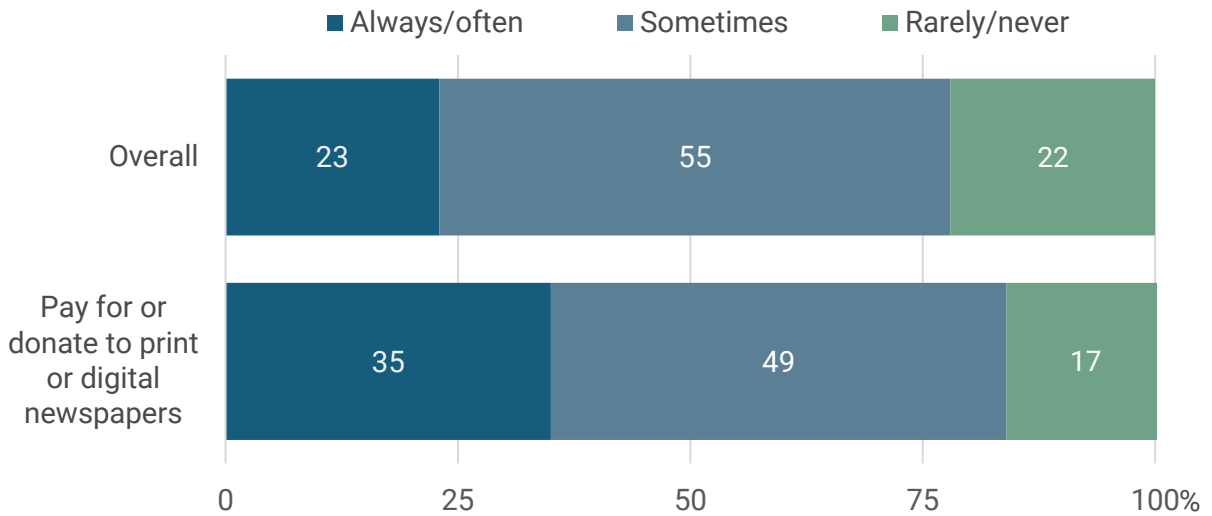


Gen Z and Millennials who pay for or donate to newspapers follow a combination of lifestyle news, hard news and news you can use. The news topics they follow most often are topics related to celebrities, music, TV, sports, news about COVID-19, and national politics or government.

About a third of those who pay for or donate to newspapers often or always investigate opinions they see in their social media feeds that are different than their own.

A third of those who pay for or donate to newspapers investigate opinions different from their own.

Percent of Americans ages 16 to 40



Question: 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?

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

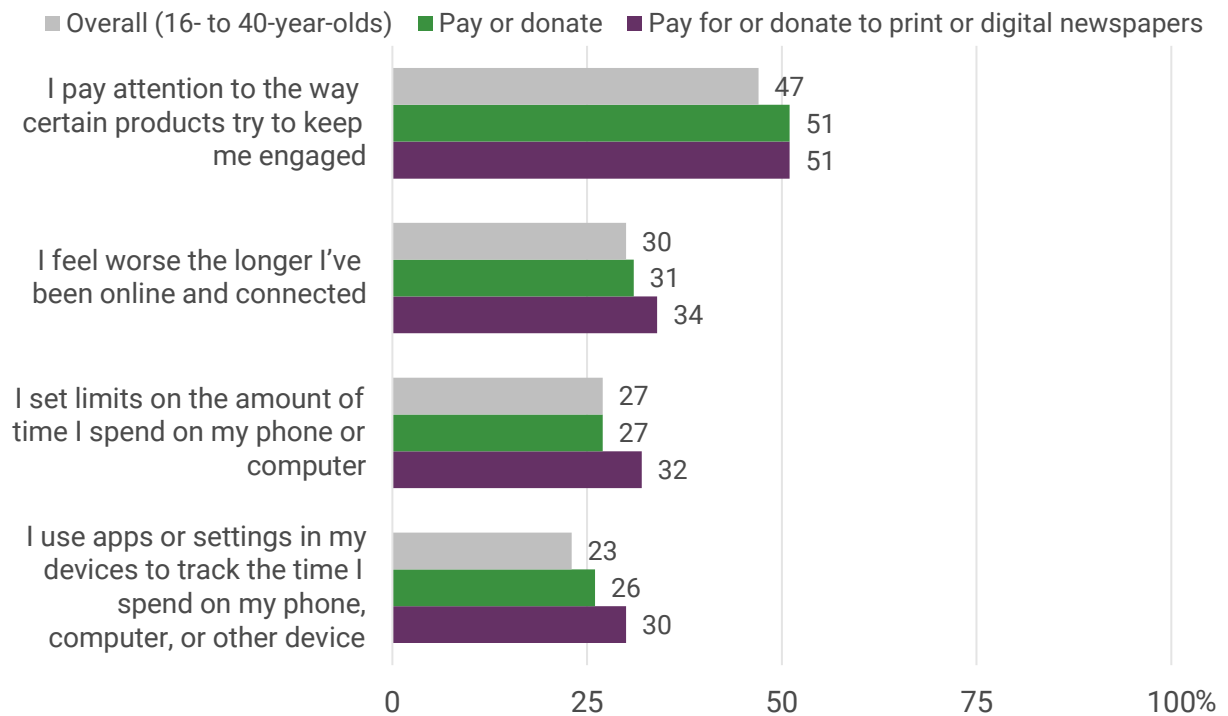


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This group is aware and pays attention to how certain products try to keep them engaged and connected. They also use apps or settings to track the time they spend on their devices.

Payers or donors to newspapers are aware of how products may manipulate them online.

Percent of Americans ages 16 to 40 who do each



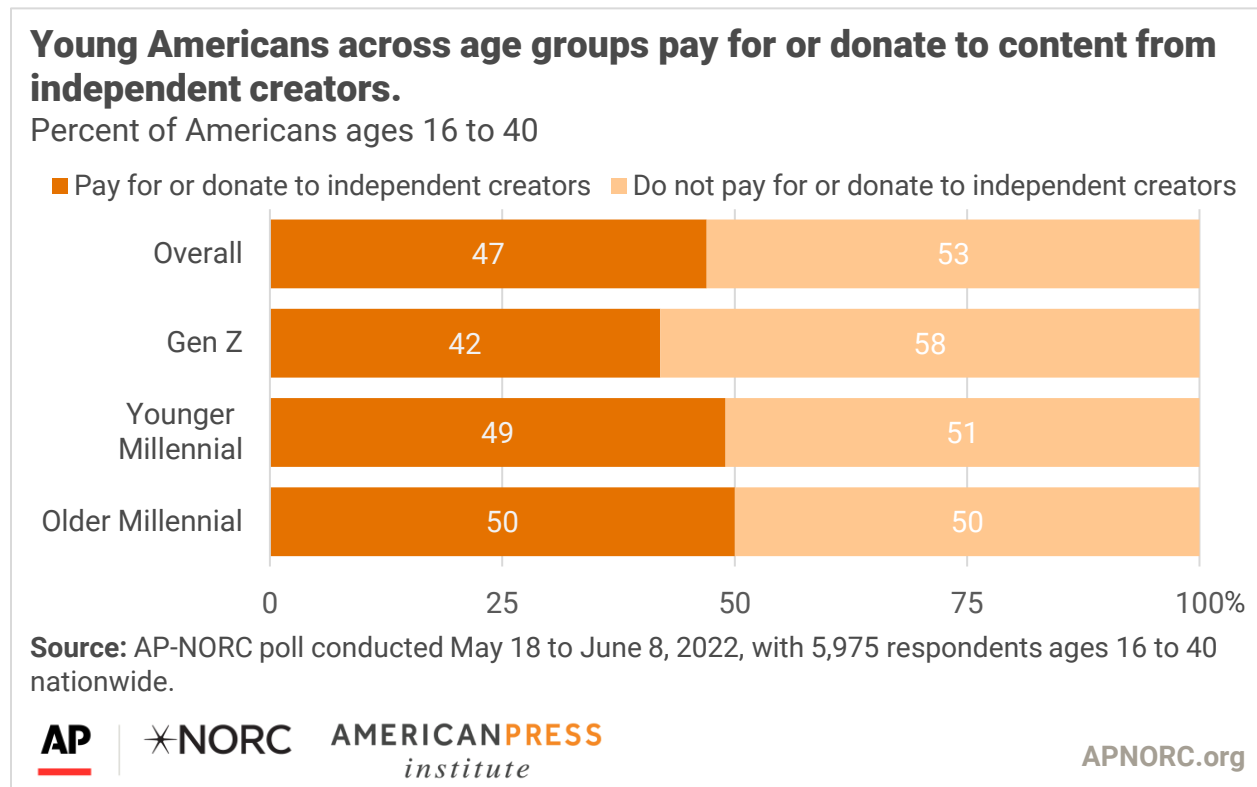
Question: Do any of the following statements describe the way you interact with online content, or not?

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

SECTION III. GEN Z AND MILLENNIALS WHO PAY FOR OR DONATE TO EMAIL OR VIDEO CONTENT FROM INDEPENDENT NEWS CREATORS.

As noted in the previous section, Americans ages 16 to 40 across age groups are more likely to pay for or donate to news content from independent creators than from digital or print newspapers. This notes the growing relevance of these newer sources among younger audiences.

Americans ages 16 to 40 who pay or donate to email, video, or audio content from independent news creators are also more evenly spread across age groups.

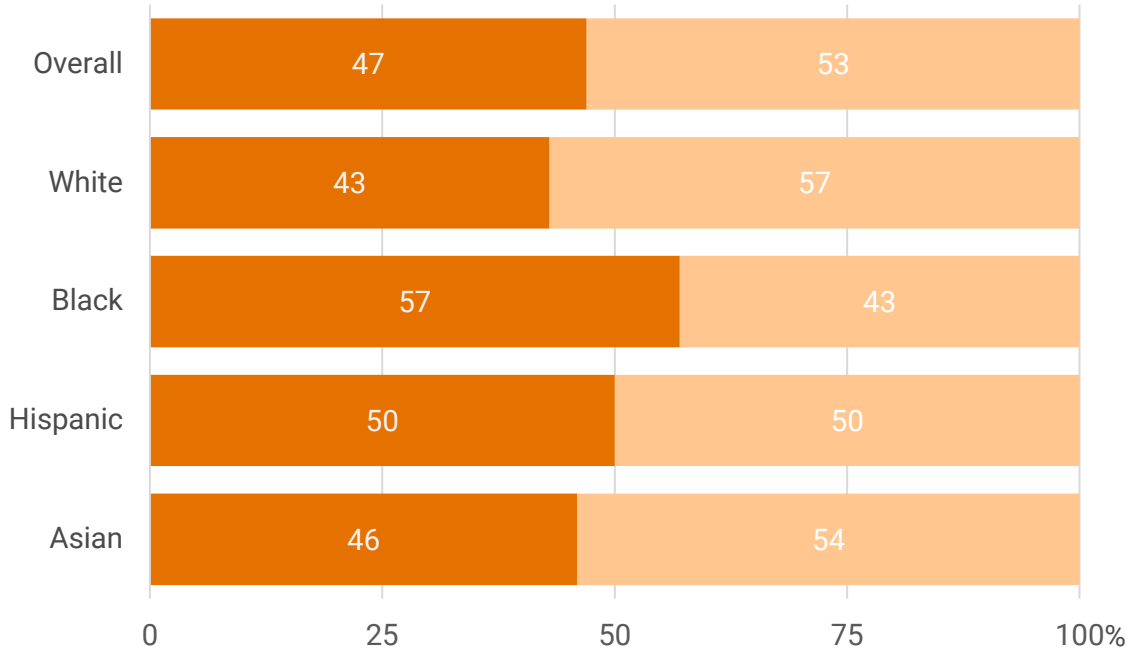


This group also tends to be slightly more racially and ethnically diverse than the Americans ages 16 to 40 overall. Most Black Gen Z and Millennials and about half of Hispanic and Asian Americans in these generations pay for or donate to email newsletters, or video or audio content from independent creators. Forty-three percent of white Americans ages 16 to 40 pay for or donate to email newsletters, or video or audio content from independent creators.

Over half of Black and Hispanic Gen Z and Millennials pay for or donate to content from independent creators.

Percent of Americans ages 16 to 40

■ Pay for or donate to independent creators ■ Do not pay for or donate to independent creators



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

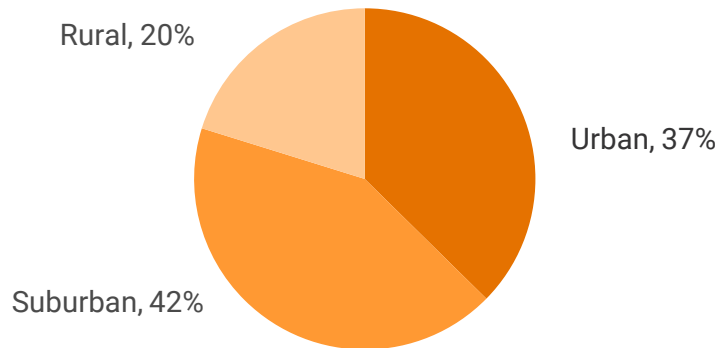


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The group is also about twice as likely to be from urban or suburban communities than rural ones.

Payers or donors to independent creators are more likely to be from urban or suburban communities.

Percent of Americans ages 16 to 40 who pay for or donate to independent creators



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

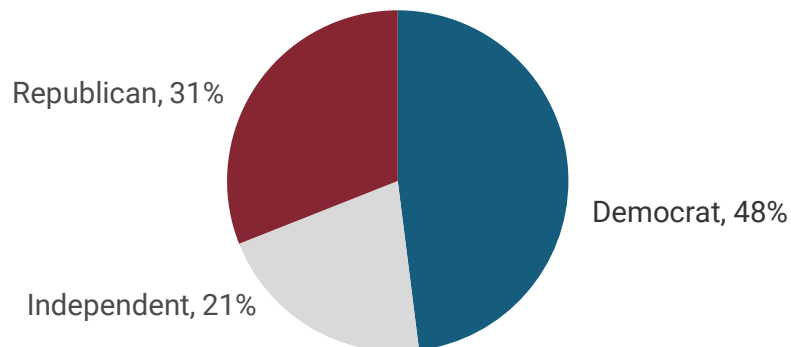


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They are also more likely to identify with the Democratic Party, with nearly half identifying as such.

Payers or donors to independent creators are more likely to identify as Democrats.

Percent of Americans ages 16 to 40 who pay for or donate to independent creators



Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

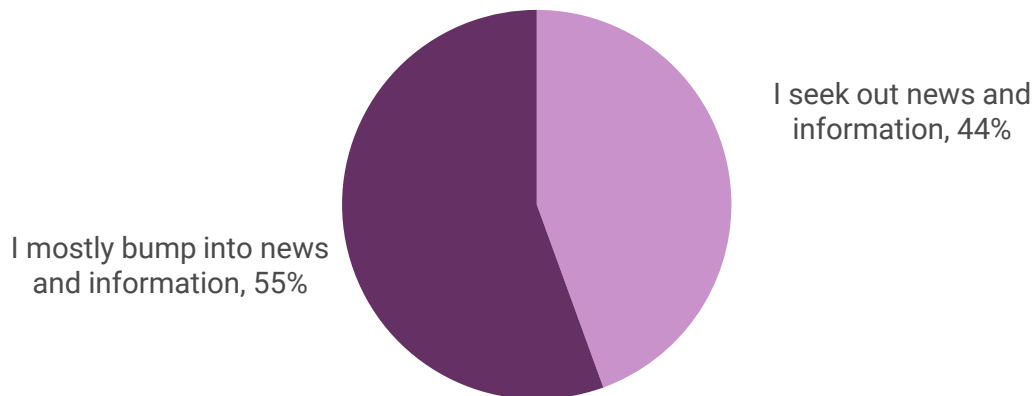


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About four in ten Gen Z and Millennials who pay for or donate to email or video content from independent news creators actively seek news and information.

More than half of payers and donors to independent creators do not actively seek news and information.

Percent of Americans ages 16 to 40 who pay for or donate to independent creators



Question: Choose the statement that best describes you, even if it is not exactly right.

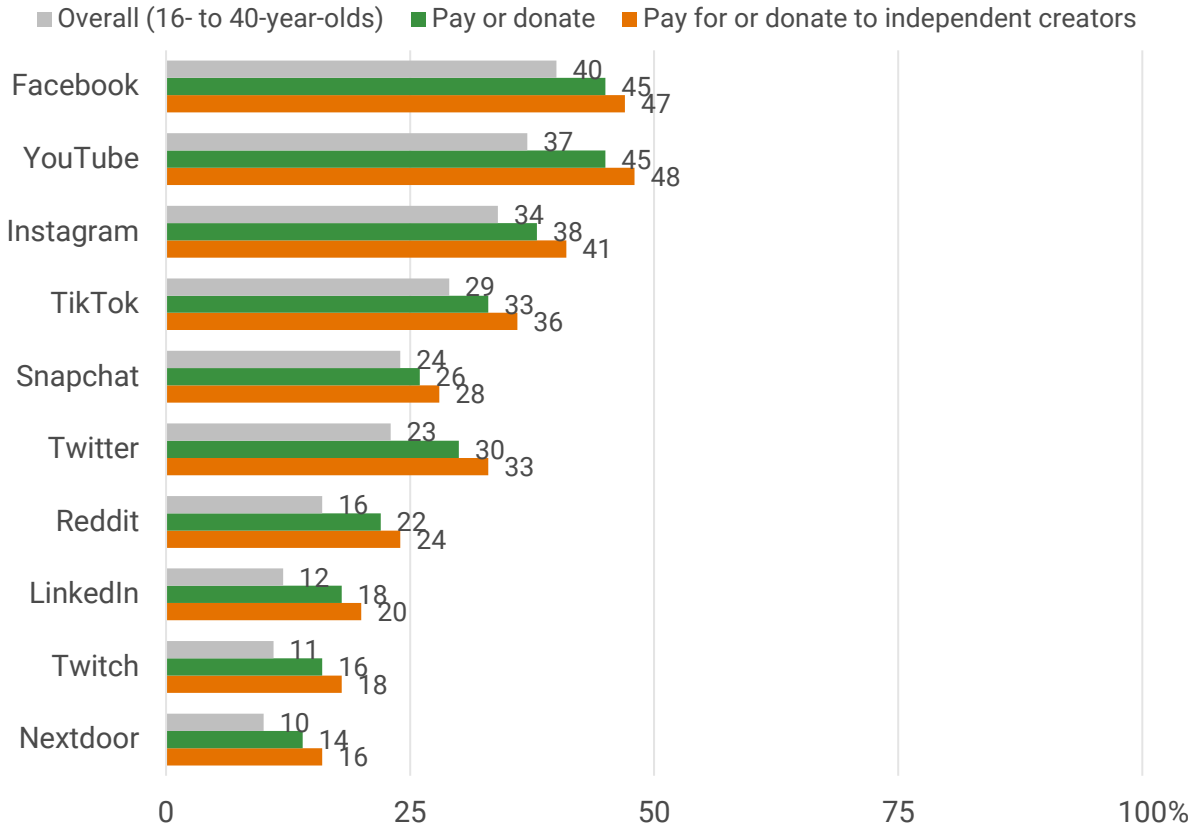
Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

Though they pay for or donate to independent creators, a majority still use traditional news sources at least daily (56%). Like the rest of their generations, social media is dominant: 8 in 10 use social media platforms as news sources once a day or more often.

Facebook, Instagram, and YouTube are the social media platforms they most often use to get news information. Twitter and TikTok are a close second.

Payers or donors to independent creators most often use Facebook and YouTube.

Percent of Americans ages 16 to 40 who get news and information from each at least daily



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

Source: AP-NORC poll conducted May 18 to June 8, 2022, with 5,975 respondents ages 16 to 40 nationwide.

Like those who pay for or donate to newspapers, those who pay for or donate to content from independent creators also follow a variety of news topics such as news about celebrities, sports, information about COVID-19, national politics or government, and social issues.

STUDY METHODOLOGY

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

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

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

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

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

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

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

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

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

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

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

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

The overall margin of sampling error for the combined sample is +/- 1.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

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

Additional information on the TrueNorth approach can be found here:

<https://amerispeak.norc.org/our-capabilities/Pages/TrueNorth.aspx>.

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

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

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ABOUT THE MEDIA INSIGHT PROJECT

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

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

ABOUT THE AMERICAN PRESS INSTITUTE

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

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

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

- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

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