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FACT SHEET | NOVEMBER 15, 2023

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News consumption across platforms

News across digital platforms

Who uses each news platform

Find out more

News Platform Fact Sheet

TABLE OF CONTENTS

+

The transition of the news industry away from print, television and radio into digital spaces has caused huge disruptions in the [traditional news industry](#), especially the [print news industry](#). It is also reflected in the ways individual Americans say they are getting their news. Today, an overwhelming majority of Americans get news at least sometimes from digital devices. Explore the patterns and trends that shape the platforms Americans turn to for news below.

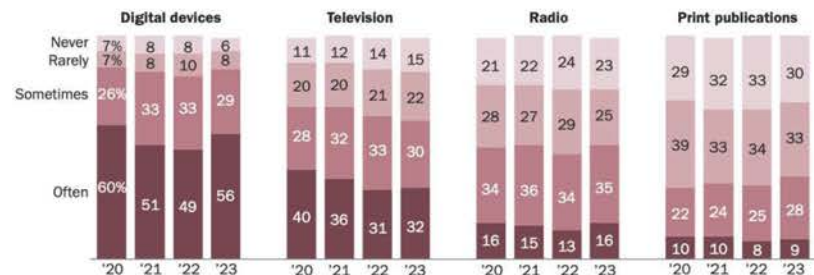


News consumption across platforms

A large majority of U.S. adults (86%) say they often or sometimes get news from a smartphone, computer or tablet, including 56% who say they do so often. This is more than the 49% who said they often got news from digital devices in 2022 and the 51% of those who said the same in 2021. The portion that gets news from digital devices continues to outpace those who get news from television. The portion of Americans who often get news from television has stayed fairly consistent, at 31% in 2022 and 32% in 2023. Americans turn to radio and print publications for news far less frequently than to digital devices and television.

News consumption across platforms

% of U.S. adults who ____ get news from ...



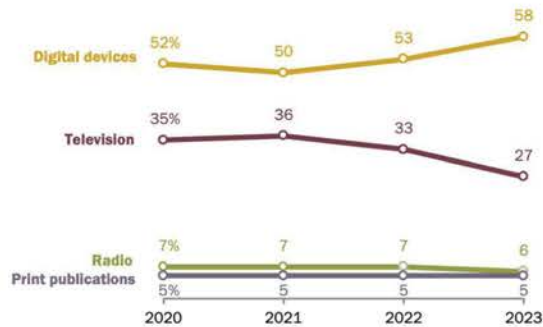
Note: Figures may not add up to 100% due to rounding.
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

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When asked which of these platforms they *prefer* to get news on, nearly six-in-ten Americans say they prefer a digital device (58%), more than say they prefer TV (27%). Even fewer Americans prefer radio (6%) or print (5%).

News platform preferences

% of U.S. adults who prefer ____ for getting news



Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

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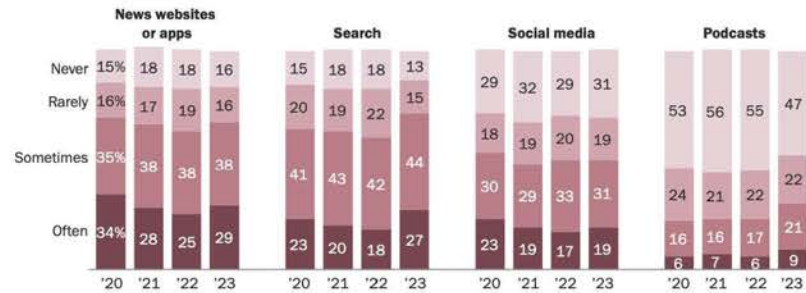


News across digital platforms

Though digital devices are by far the most common way Americans access their news, where they get that news on their devices is divided among a number of different pathways. Today, news websites, apps and search engines are the digital pathways most Americans get news from at least sometimes. Half of Americans at least sometimes get news from social media, and three-in-ten say the same of podcasts.

News consumption across digital platforms

% of U.S. adults who ____ get news from ...



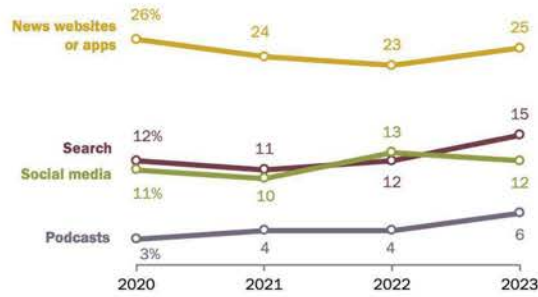
Note: Figures may not add up to 100% due to rounding. Respondents who do not have internet access at home did not receive these questions; they are included with those who said "Never," along with those who say they do not get news from digital devices.
Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

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Among digital platforms, news websites or apps are also the most preferred source for news: A quarter of U.S. adults prefer to get their news this way, compared with 15% who prefer search, 12% who prefer social media and 6% who say they prefer podcasts.

Digital news platform preferences

% of U.S. adults who prefer ____ for getting news



Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

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Who uses each news platform

News consumption across platforms varies by age, gender, race, ethnicity, educational attainment and political leaning. Americans ages 50 and older are more likely than younger adults to turn to and prefer television and print publications.

News platform use

Digital platform use

% of U.S. adults in each demographic group who get news *at least sometimes* from

...

	Television	Radio	Print publications	Digital devices
Total	62%	52%	37%	86%
Men	61%	51%	35%	86%
Women	65%	53%	38%	86%
Ages 18-29	41%	37%	24%	89%
30-49	53%	52%	29%	90%
50-64	72%	62%	39%	86%
65+	85%	52%	55%	77%
White	62%	54%	38%	86%
Black	76%	54%	39%	80%
Hispanic	62%	48%	32%	87%
Asian*	52%	42%	32%	93%
High school or less	67%	53%	37%	77%
Some college	63%	51%	35%	89%
College+	57%	51%	37%	93%
Lower income	61%	48%	34%	80%

	Television	Radio	Print publications	Digital devices
Middle Income	64%	53%	37%	88%
Upper income	60%	52%	38%	92%
Rep/Lean Rep	63%	54%	35%	85%
Dem/Lean Dem	63%	50%	38%	87%

*Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

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News platform preference	Digital platform preference
% of U.S. adults in each demographic group who say they prefer ____ for getting news	

	Television	Radio	Print publications	Digital devices
Total	27%	6%	5%	58%
Men	25%	7%	5%	61%
Women	30%	6%	5%	55%
Ages 18-29	8%	3%	4%	83%
30-49	17%	8%	3%	69%
50-64	36%	8%	4%	48%
65+	50%	5%	10%	30%
White	28%	8%	6%	55%
Black	38%	4%	4%	50%
Hispanic	23%	4%	4%	65%
Asian*	16%	4%	2%	78%
High school or less	37%	5%	5%	48%
Some college	25%	6%	4%	62%
College+	19%	8%	6%	65%
Lower income	30%	5%	4%	57%
Middle income	29%	7%	5%	57%
Upper income	19%	9%	6%	64%
Rep/Lean Rep	27%	8%	5%	57%
Dem/Lean Dem	28%	6%	5%	59%

*Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic; Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Sept. 25-Oct. 1, 2023.

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Find out more

This fact sheet was compiled by Research Analyst [Jacob Liedtke](#) and Research Associate [Luxuan Wang](#).

Read the [methodology](#) and the [headline](#).

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Follow these links for more in-depth analysis of news consumption:

[Social Media and News Fact Sheet](#), Nov. 15, 2023

[Americans are following the news less closely than they used to](#), Oct. 24, 2023

[Black Americans' Experiences With News](#), Sept. 26, 2023

[For National Radio Day, key facts about radio listeners and the radio industry](#), Aug. 17, 2023

[Podcasts as a Source of News and Information](#), April 18, 2023

[The Role of Alternative Social Media in the News and Information Environment](#), Oct. 6, 2022

[News on Twitter: Consumed by Most Users and Trusted by Many](#), Nov. 15, 2021

[About four-in-ten Americans say social media is an important way of following COVID-19 vaccine news](#), Aug. 24, 2021

[Large Majorities of Newsmax and OAN News Consumers Also Go to Fox News](#), March 23, 2021

[More than eight-in-ten Americans get news from digital devices](#), Jan. 12, 2021

[Measuring News Consumption in a Digital Era](#), Dec. 8, 2020

[Many Americans Get News on YouTube, Where News Organizations and Independent Producers Thrive Side by Side](#), Sept. 28, 2020



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