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Email Newsletters as a Source of News

Three-in-ten Americans at least sometimes get news from newsletters, but many don't read most of the newsletters they get

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About this research

This Pew Research Center report examines how Americans are getting news from email newsletters.

Why we did this

Each year, we ask a set of questions to track how Americans get their news – and how it is changing. We measure traditional platforms like television, radio and print, as well as several digital pathways to news, such as news websites and apps, [social media](#), search engines and [podcasts](#). Refer to our [news platform fact sheet](#) for full results.

The news environment is always changing, and this year we asked about two platforms for the first time: email newsletters and [artificial intelligence \(AI\) chatbots](#). This report focuses on newsletters, which have gotten growing attention in recent years as many journalists have left traditional news outlets and joined [self-publishing platforms like Substack](#).

Learn more [about Pew Research Center](#) and our other [research on Americans' news habits](#).

How we did this

We surveyed 5,153 U.S. adults from Aug. 18 to 24, 2025. Everyone who participated in our survey is a member of our [American Trends Panel](#), a nationally representative sample which is weighted to represent the views of the full U.S. population.

Here are [the survey questions](#) used for this report, [the detailed responses](#) and [the survey methodology](#).

Email Newsletters as a Source of News

Three-in-ten Americans at least sometimes get news from newsletters, but many don't read most of the newsletters they get

Email newsletters have become a familiar format for news. But this pathway to news remains somewhat niche, and even among Americans who get news from email newsletters, a majority say they don't end up reading most of the newsletters they receive.

Three-in-ten U.S. adults say they get news from newsletters at least sometimes, according to a [Pew Research Center survey](#) conducted in August 2025. While digital platforms, such as news websites, search engines and social media are all more common pathways to news, newsletters offer a distinct format for briefings, opinions and deep dives. And unlike many other digital formats, similar shares of Americans across age groups get news from email newsletters.

3 in 10 Americans get news from newsletters at least sometimes

% of U.S. adults who say they get news from email newsletters ...



Note: Respondents who did not answer are not shown. Respondents who do not use the internet did not receive this question; they are included with those who said "Never," along with those who do not say they get news from digital devices.

Source: Survey of U.S. adults conducted Aug. 18-24, 2025.

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How newsletters fit into Americans' news habits

As of 2025, 6% of U.S. adults say they often get news from email newsletters, while 24% say they sometimes get news this way. The majority rarely (26%) or never (43%) get news from email newsletters.

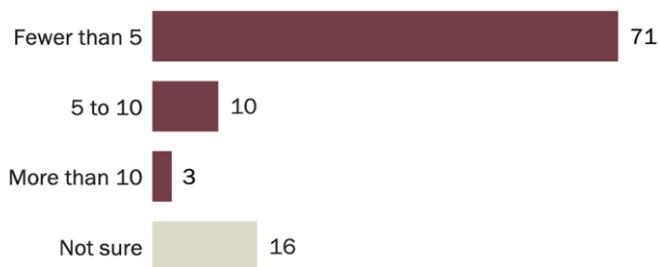
Just 3% of Americans name newsletters as the platform they *prefer* for getting news, far behind television (34%), news websites/apps (21%) and other pathways. A slightly larger share of Americans (7%) say they have paid or given money to an email newsletter that focuses on news in the past year, whether by subscribing, donating or becoming a member.

Among those who get news from email newsletters (whether or not they pay), most

keep their subscriptions limited. About seven-in-ten newsletter readers (71%) say they subscribe to fewer than five newsletters, while just 3% subscribe to more than 10. And 16% say they aren't sure how many newsletters they subscribe to.

Most email newsletter readers subscribe to fewer than 5 newsletters

Among U.S. adults who get news from email newsletters, % who subscribe to ___ newsletters



Note: U.S. adults who say they get news from email newsletters are those who say they do so at least rarely. Respondents who did not answer are not shown.

Source: Survey of U.S. adults conducted Aug. 18-24, 2025.

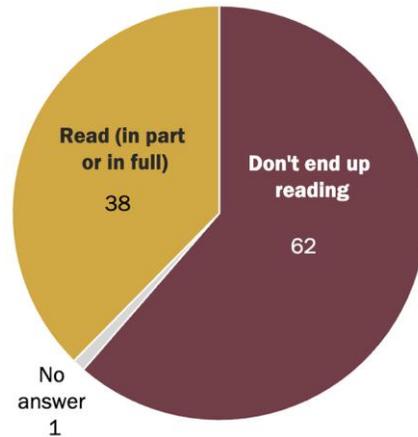
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Engagement is also modest. About six-in-ten newsletter readers (62%) say they don't end up reading most of the newsletters they receive, compared with 38% who say they read (in part or in full) the bulk of the newsletters they get.

Many email newsletter subscribers don't read most of the newsletters they get

Among U.S. adults who get news from email newsletters, % who usually ___ most of the email newsletters they receive



Note: U.S. adults who say they get news from email newsletters are those who say they do so at least rarely. Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted Aug. 18-24, 2025.
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Where newsletters come from and what they include

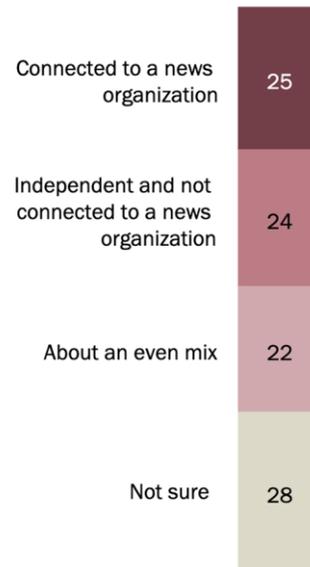
When asked about the affiliations of the newsletters they read, readers indicate that they come from different types of sources:

- A quarter of newsletter readers say most of the newsletters they get news from are connected to a news organization, like a newspaper, a TV station or a news website.
- About the same share (24%) says most of their newsletters are independent and *not* connected to a news outlet.
- Another 22% say the newsletters they get are about an even mix of independent newsletters and those connected to news organizations.

An additional 28% say they aren't sure whether most of the newsletters they get are affiliated with a news organization.

Americans get email newsletters from a mix of sources

Among U.S. adults who get news from email newsletters, % who say most of the newsletters they get are ...



Note: U.S. adults who say they get news from email newsletters are those who say they do so at least rarely. Respondents who did not answer are not shown.

Source: Survey of U.S. adults conducted Aug. 18-24, 2025.

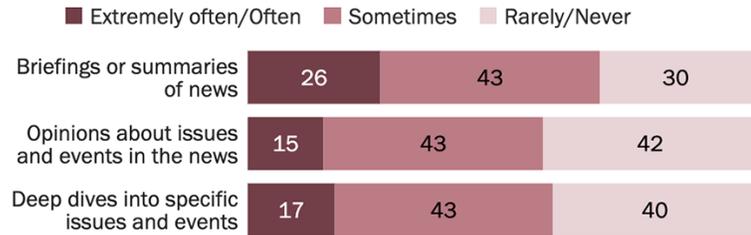
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What readers encounter in newsletters varies and serves multiple needs. Seven-in-ten newsletter readers say they at least sometimes read newsletters with briefings or summaries of the news. Six-in-ten say the same about deep dives into specific issues and events, and a similar share (57%) at least sometimes reads newsletters that include opinions about current issues.

What content do email newsletters include?

Among U.S. adults who get news from email newsletters, % who say they read newsletters that include ...



Note: U.S. adults who say they get news from email newsletters are those who say they do so at least rarely. Respondents who did not answer are not shown.

Source: Survey of U.S. adults conducted Aug. 18-24, 2025.

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Who gets news from newsletters?

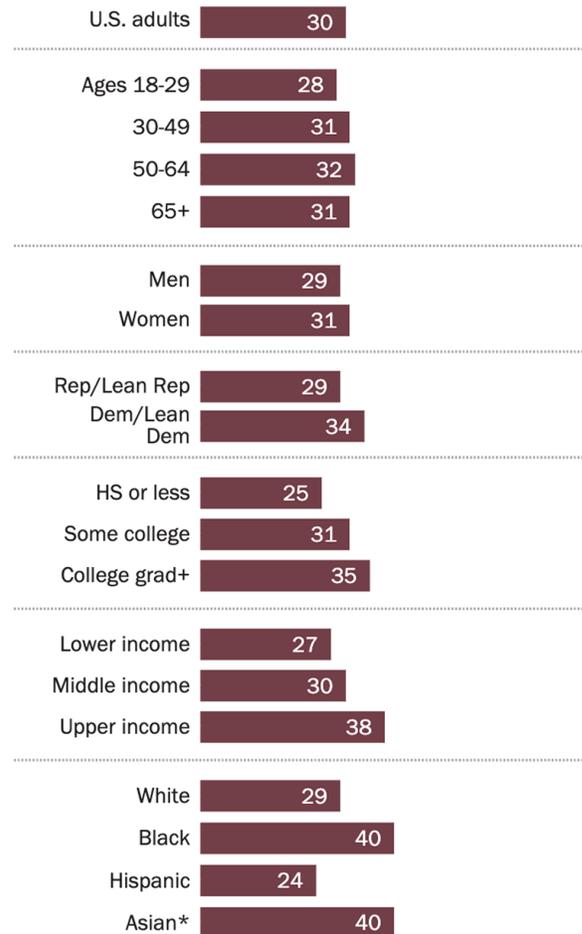
Similar shares of Americans across age groups get news from email newsletters – [notably different from many other news platforms](#).

Americans with higher incomes and higher levels of formal education are more likely to get news from newsletters. For example, 35% of college graduates get news from email newsletters at least sometimes, compared with 25% of those with a high school diploma or less education.

Black and Asian Americans are more likely than White and Hispanic Americans to often or sometimes get news from newsletters.

Those with more education and higher incomes are more likely to get news from email newsletters

*% of U.S. adults who **often** or **sometimes** get news from email newsletters*



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

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

Family income tiers are based on adjusted 2023 earnings.

Source: Survey of U.S. adults conducted Aug. 18-24, 2025.

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Methodology

The American Trends Panel survey methodology

Overview

Data in this report comes from Wave 177 of the American Trends Panel (ATP), Pew Research Center’s nationally representative panel of randomly selected U.S. adults. The survey was conducted from Aug. 18 to 24, 2025. A total of 5,153 panelists responded out of 5,525 who were sampled, for a survey-level response rate of 93%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 5,153 respondents is plus or minus 1.6 percentage points.

The survey includes an [oversample](#) of non-Hispanic Asian adults in order to provide more precise estimates of the opinions and experiences of this smaller demographic subgroup. These oversampled groups are weighted back to reflect their correct proportions in the population.

SSRS conducted the survey for Center via online (n=4,994) and live telephone (n=159) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read “[About the American Trends Panel](#).”

Panel recruitment

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service’s Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population.¹ Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request.² Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an “oversample”)

¹ AAPOR Task Force on Address-based Sampling. 2016. “[AAPOR Report: Address-based Sampling](#).”

² Email pewsurveys@pewresearch.org.

to improve the accuracy of data for underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. It featured a stratified random sample from the ATP in which non-Hispanic Asian adults were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Data collection protocol

The data collection field period for this survey was Aug. 18 to 24, 2025. Surveys were conducted via self-administered web survey or by live telephone interviewing.

For panelists who take surveys online: Postcard notifications were mailed to a subset on Aug. 18.³ Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Aug. 18. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Aug. 19.

**Invitation and reminder dates for web respondents,
ATP Wave 177**

	Soft launch	Full launch
Initial invitation	Aug. 18, 2025	Aug. 19, 2025
First reminder	Aug. 21, 2025	Aug. 21, 2025
Final reminder	Aug. 23, 2025	Aug. 23, 2025

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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on Aug. 15. Soft launch took place on Aug. 18 and involved dialing until a total of five interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

Data quality checks

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, one ATP respondent was removed from the survey dataset prior to weighting and analysis.

³ The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys. Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights.

Sampling errors and tests of statistical significance take into account the effect of weighting.

American Trends Panel weighting dimensions

Variable	Benchmark source
Age (detailed)	2023 American Community Survey (ACS)
Age x Gender	
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Race/Ethnicity x Age	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2023 CPS Volunteering & Civic Life Supplement
Frequency of internet use	2024 National Public Opinion Reference Survey (NPORS)
Religious affiliation	
Party affiliation x Race/Ethnicity	
Party affiliation x Age	
Validated 2024 presidential election turnout and vote choice	Candidate vote share is based on official results from the Federal Election Commission. Turnout is based on estimates from the Election Lab at the University of Florida. The size of the voting-eligible population is based on the 2023 ACS.
Facebook use	2025 National Public Opinion Reference Survey (NPORS)
YouTube use	
X (Twitter) use	
Instagram use	
WhatsApp use	
TikTok use	
Reddit use	
Truth Social use	
Threads use	
Bluesky use	

Note: Estimates from the ACS are based on noninstitutionalized adults. For weighting to the 2024 presidential election results, panelists are considered validated voters if their self-report of having voted was confirmed after matching to a national voter registry.

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The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected to be at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, ATP Wave 177

Group	Unweighted sample size	Plus or minus ...
Total sample	5,153	1.6 percentage points

Note: This survey includes oversamples of non-Hispanic Asian respondents. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. Refer to the "Sample design" and "Weighting" sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Dispositions and response rates

Final dispositions, ATP Wave 177

	AAPOR code	Total
Completed interview	1.1	5,153
Logged in (web)/Contacted (CATI), but did not complete any items	2.11	78
Started survey; broke off before completion	2.12	28
Never logged on (web)/Never reached on phone (CATI)	2.20	265
Survey completed after close of the field period	2.27	0
Other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	1
Total panelists sampled for the survey		5,525
Completed interviews	I	5,153
Partial interviews	P	0
Refusals	R	106
Non-contact	NC	265
Other	O	1
Unknown household	UH	0
Unknown other	UO	0
Not eligible	NE	0
Total		5,525
AAPOR RR1 = I / (I+P+R+NC+O+UH+UO)		93%

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Cumulative response rate, ATP Wave 177

Weighted response rate to recruitment surveys	Total 11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 177	37%
Response rate to Wave 177 survey	93%
Cumulative response rate	3%

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How family income tiers are calculated

Family income data reported in this study is adjusted for household size and cost-of-living differences by geography. Panelists then are assigned to income tiers that are based on the median adjusted family income of all American Trends Panel members. The process uses the following steps:

1. First, panelists are assigned to the midpoint of the income range they selected in a family income question that was measured on either the most recent annual profile survey or, for newly recruited panelists, their recruitment survey. This provides an approximate income value that can be used in calculations for the adjustment.
2. Next, these income values are adjusted for the cost of living in the geographic area where the panelist lives. This is calculated using price indexes published by the U.S. Bureau of Economic Analysis. These indexes, known as [Regional Price Parities \(RPP\)](#), compare the prices of goods and services across all U.S. metropolitan statistical areas as well as non-metro areas with the national average prices for the same goods and services. The most recent available data at the time of the annual profile survey is from 2022. Those who fall outside of metropolitan statistical areas are assigned the overall RPP for their state's non-metropolitan area.
3. Family incomes are further adjusted for the number of people in a household using the methodology from Pew Research Center's previous work on [the American middle class](#). This is done because a four-person household with an income of say, \$50,000, faces a tighter budget constraint than a two-person household with the same income.
4. Panelists are then assigned an income tier. "Middle-income" adults are in families with adjusted family incomes that are between two-thirds and double the median adjusted family income for the full ATP at the time of the most recent annual profile survey. The median adjusted family income for the panel is roughly \$74,100. Using this median income, the middle-income range is about \$49,400 to \$148,200. Lower-income families have adjusted incomes less than \$49,400 and upper-income families have adjusted incomes greater than \$148,200 (all figures expressed in 2023 dollars and scaled to a household size of three). If a panelist did not provide their income and/or their household size, they are assigned "no answer" in the income tier variable.

Two examples of how a given area's cost-of-living adjustment was calculated are as follows: the Pine Bluff metropolitan area in Arkansas is a relatively inexpensive area, with a price level that is 19.1% less than the national average. The San Francisco-Oakland-Berkeley metropolitan area in

California is one of the most expensive areas, with a price level that is 17.9% higher than the national average. Income in the sample is adjusted to make up for this difference. As a result, a family with an income of \$40,400 in the Pine Bluff area is as well off financially as a family of the same size with an income of \$58,900 in San Francisco.

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