

Media Consumption Among Voters

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Most Voters Consume a “Moderate Amount” of News

Over the course of the election, when we asked voters how much attention they paid to political news, we’d find a breakdown similar to this:

A great deal – 23%
A lot – 22%
A moderate amount – 34%
A little – 16%
None at all – 5%

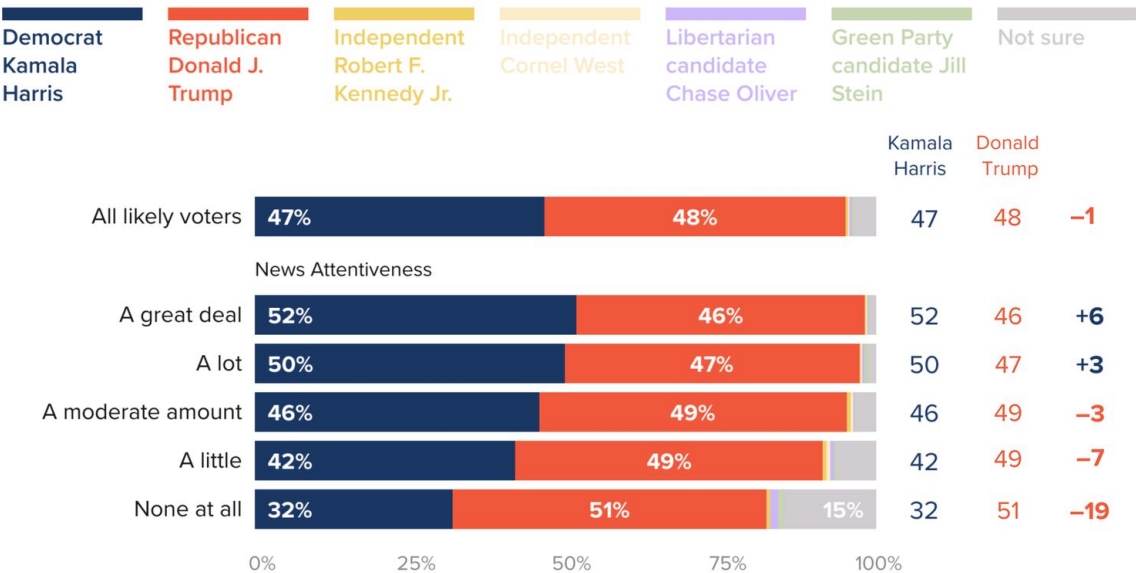
Democrats Are Losing Voters Who Don't Follow Politics

Voters who consume little or no political news preferred Trump over Harris by significant margins.

These voters are more likely to identify as **Independent** and are **more female, younger, and less educated** than likely voters overall.

Support for Harris Decreases as News Consumption Decreases

If the November 2024 election for U.S. president was being held tomorrow, and these were the candidates, who would you vote for?



Oct 5–Nov 3, 2024 pooled surveys of 13,404 interviews of likely voters

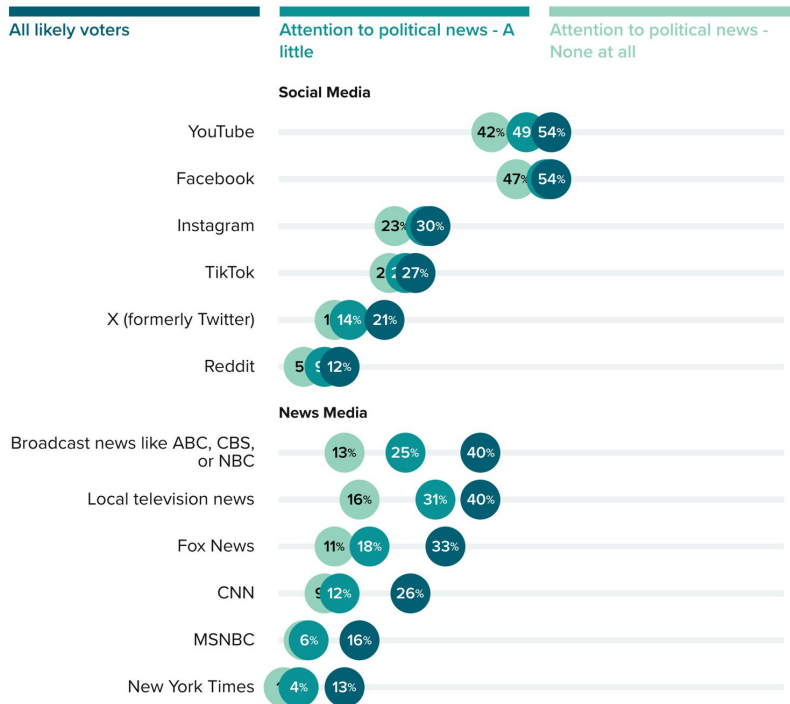
Voters Who Don't Follow Politics Prefer Nontraditional Outlets

The least engaged voters are spending their time on social media platforms like YouTube and Facebook, not on cable news or *The New York Times*.

These voters are more likely to be **swing voters** and/or **lower propensity voters**.

Please click all of the following that you have **engaged with in the past week**. If you're unsure, please DO NOT click it.

(Only options selected by at least 10% of all respondents are shown below)

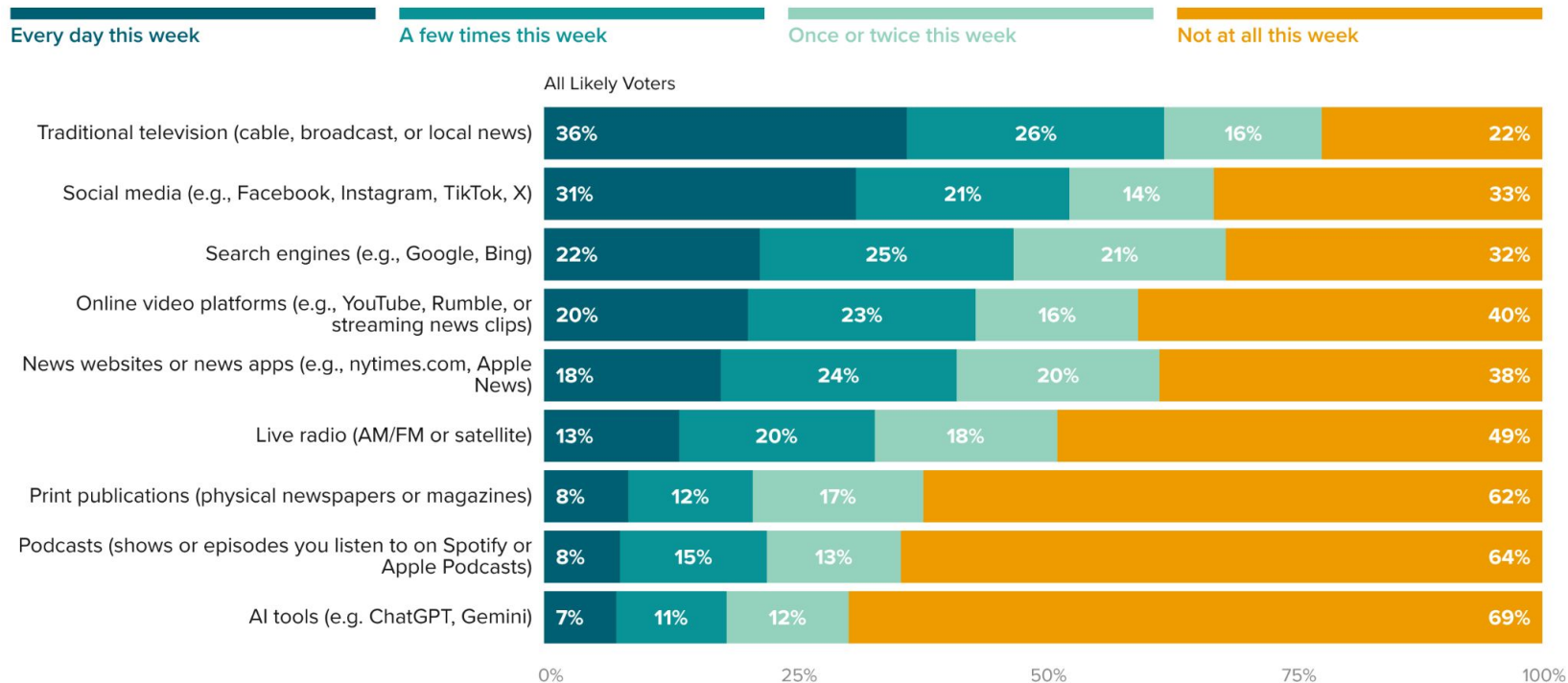


October 11–27, 2024 survey with 6,053 respondent interviews of U.S. likely voters

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Beyond TV, Social Media Is a Major Source of News for Voters

In the past seven days, how often did you get news about politics or government from each of the following?

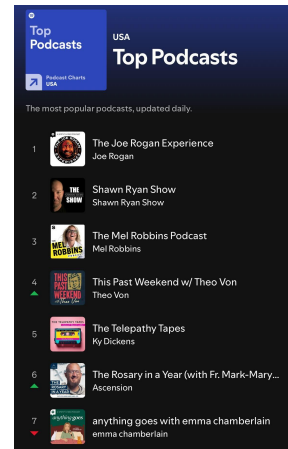


May 9–13, 2025 survey of 1,318 U.S. likely voters

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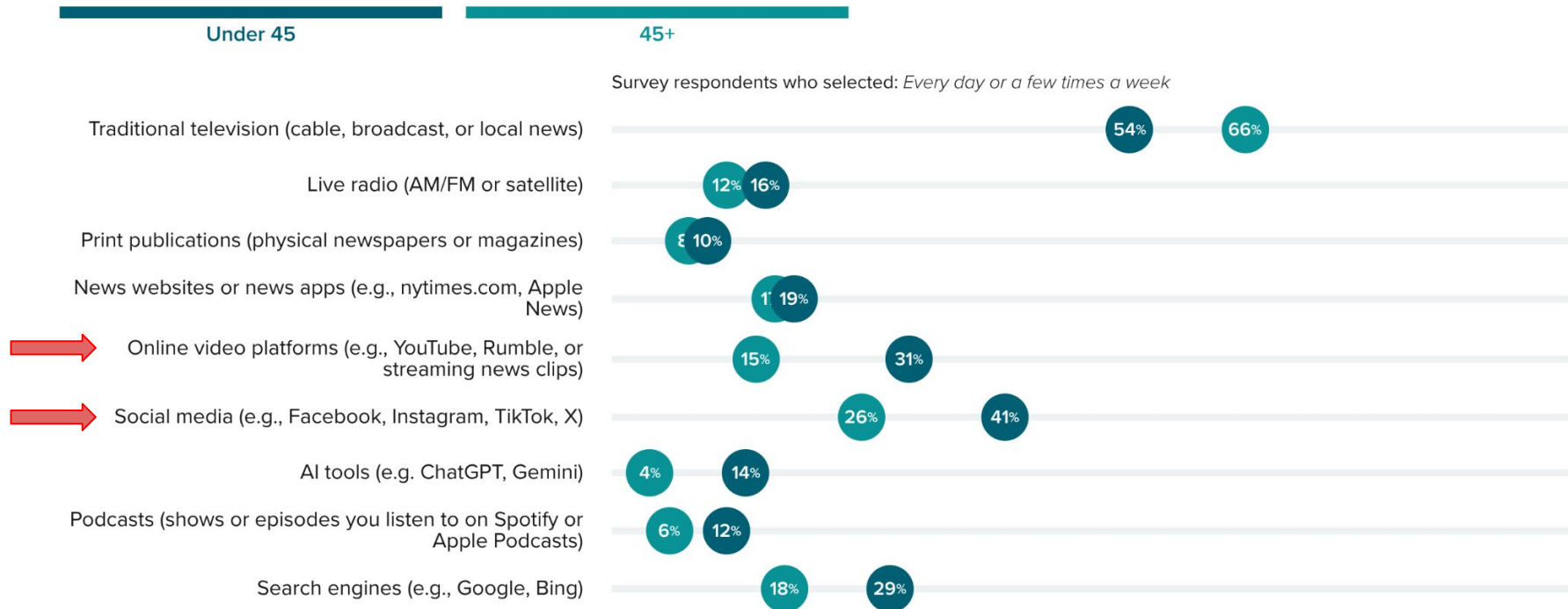
Diving Deeper into TV News, Social Media, and Podcast Consumption

- At least 40% of voters **who watch national TV news** watch NBC, ABC, Fox, and CBS.
- A majority of voters who get news from **social media** use Facebook and YouTube the most, and around 1 in 4 get news from TikTok, Instagram, and Twitter/X.
- Those who get news from **podcasts** listen to news, true crime, comedy, sports.
- Voters under 45 are much more likely than voters over 45 to primarily get political news from sources focused on other topics — such as entertainment or comedy — that occasionally include news or politics.



Younger Voters Receive a Higher Share of Political News From Social Media

In the past seven days, how often did you get news about politics or government from each of the following?

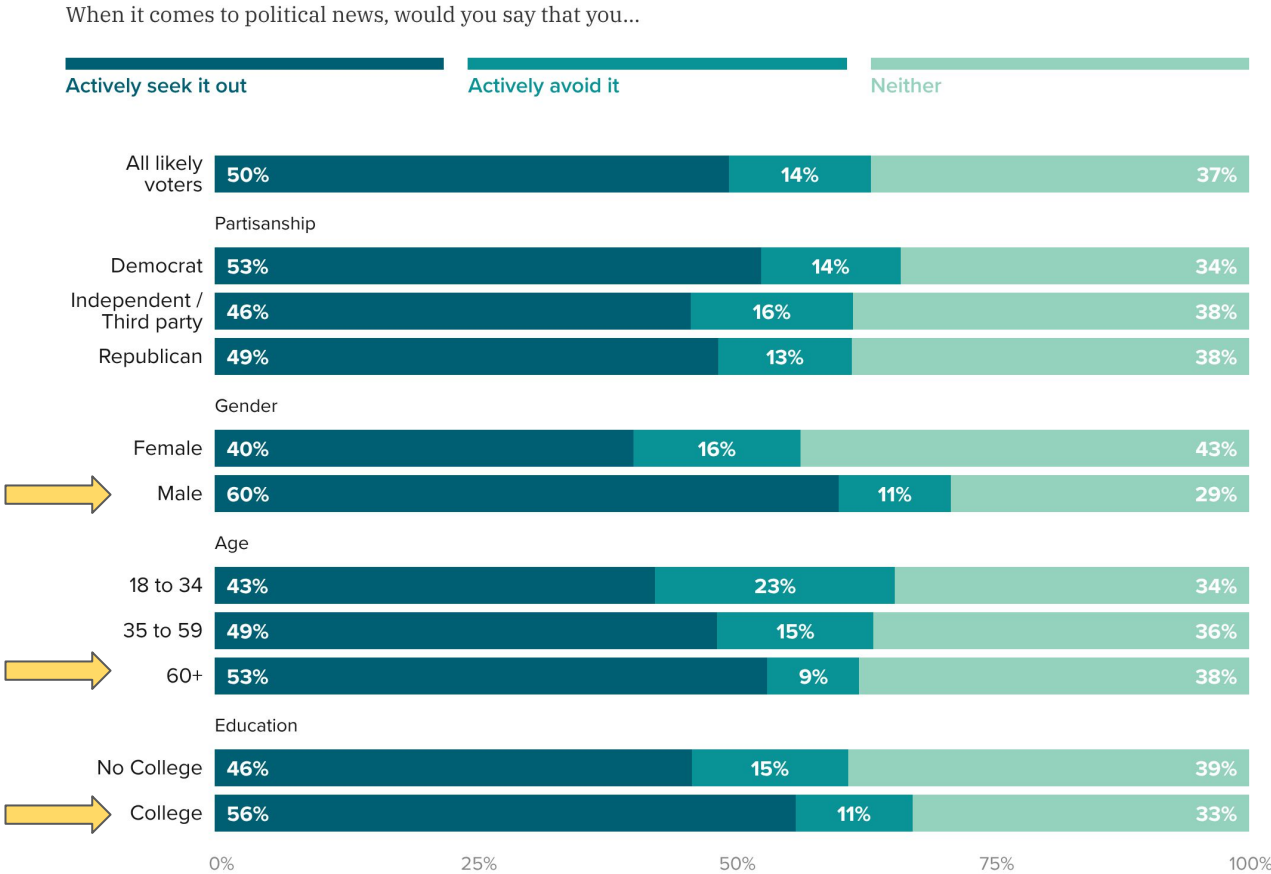


May 9–13, 2025 survey of 1,318 U.S. likely voters

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News Engagement Diverges Among Gender, Age, and Education Levels

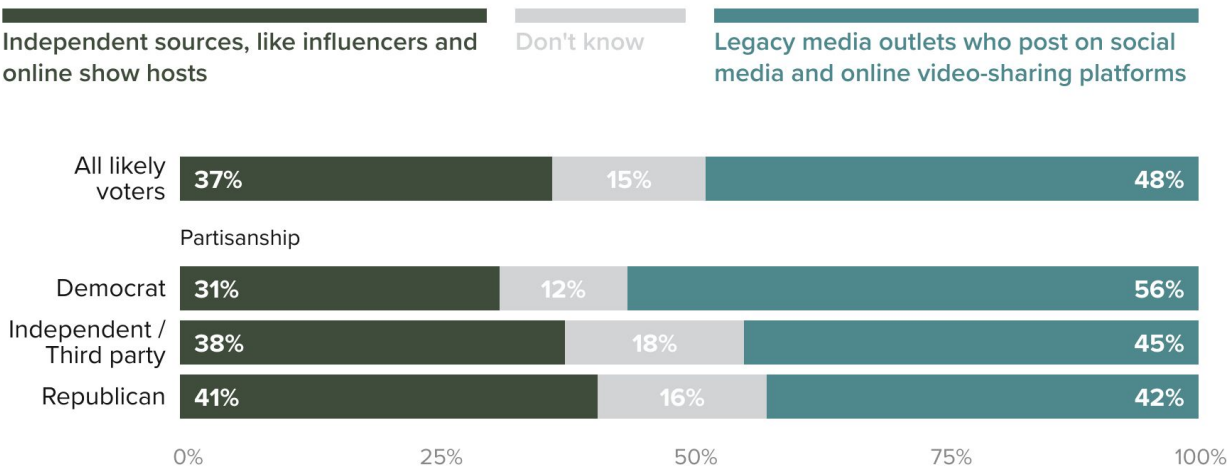
Men, older voters, and college-educated voters are more likely to actively seek out news than women, younger voters, and non-college educated voters



Republicans Rely More on Independent Sources Online

Among voters who get political news from social media, Republicans favor independent sources, like influencers and online show hosts, more than Democrats.

When getting current political news on social media and online video-sharing platforms, who do you primarily get current political news from on these platforms?



January 10–13, 2025 survey of 986 U.S. likely voters who get information about current political news from social media or online video-sharing platforms like YouTube

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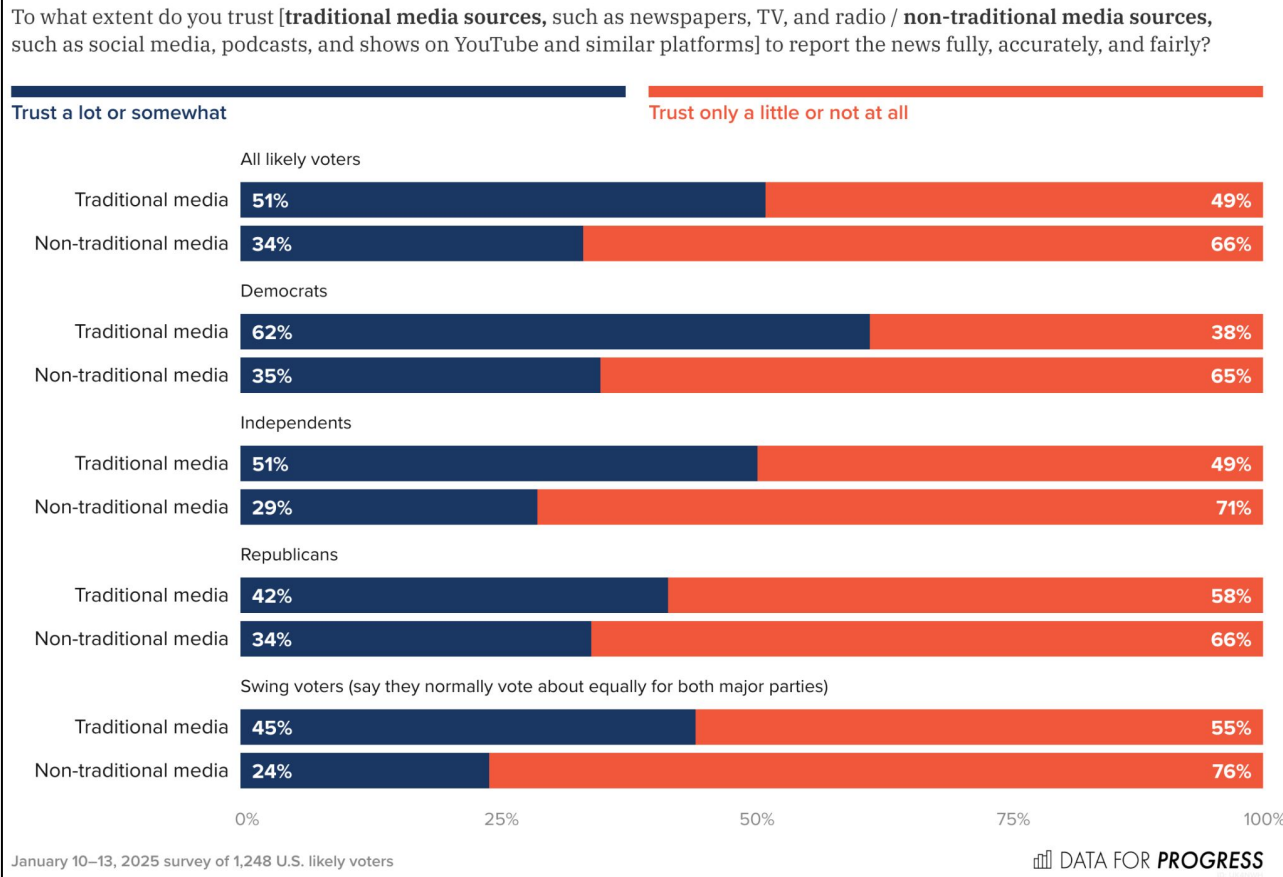
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Additionally, nearly half of voters overall (46%) frequently get political news from sources that primarily focus on other topics like entertainment, comedy, or interviews.

Republicans + Swing Voters Do Not Trust Either Form of Media

Trust in news is low for both traditional and social media.

Trust in traditional media is **lowest** among **Republicans and swing voters.**

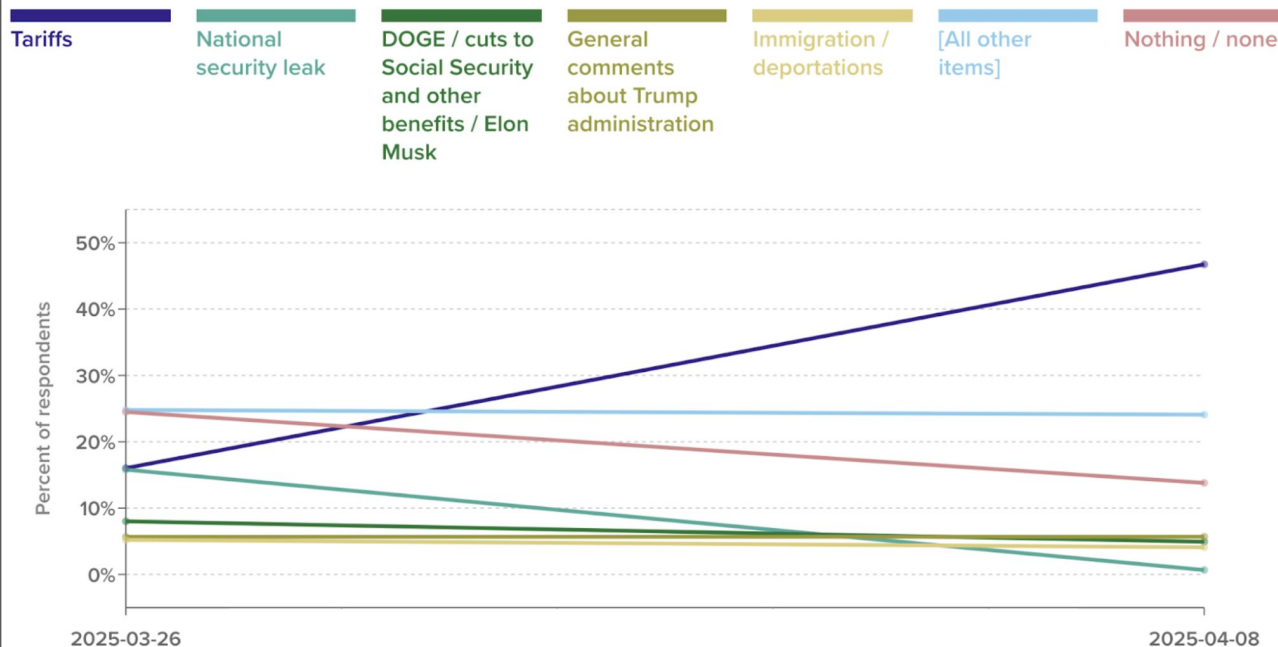


Voters Have Been Hearing the Most About Tariffs

Despite major headlines about Signalgate and DOGE, tariffs broke through in a much larger way.

Sharp Increase in Voters Hearing About Tariffs

Open-ended question: In the past week, what's the one specific news story you heard, saw, or read about the most?



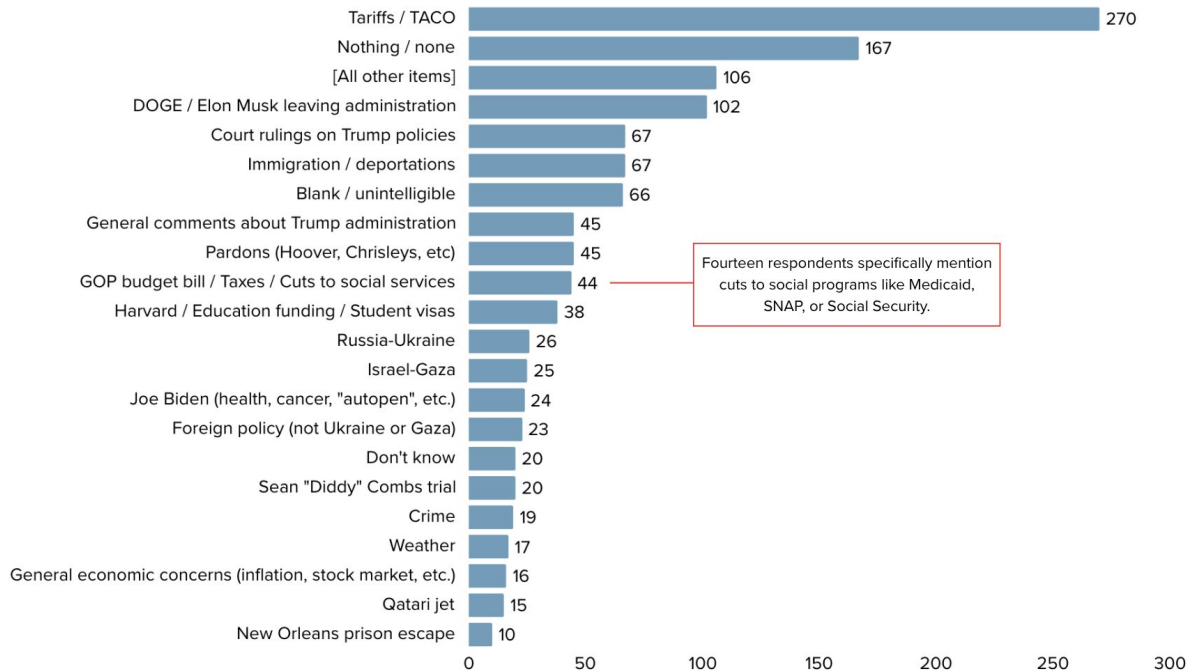
2 surveys with 2,519 respondent interviews of U.S. registered voters, conducted March 26–April 8, 2025. Open-ended responses were manually categorized into the bins above.

Voters Are Still Hearing the Most About Tariffs

Tariffs continue to be a top story, while the GOP budget bill has yet to break through.

The Most Heard News Story From May 30–June 1 Was Tariffs

Open-ended question: In the past week, what's the one specific news story you heard, saw, or read about the most?



May 30–June 1, 2025 survey with 1,232 respondent interviews of U.S. registered voters. Open-ended responses were manually categorized into the bins above.

Voters Most Want to Hear From Knowledgeable Experts

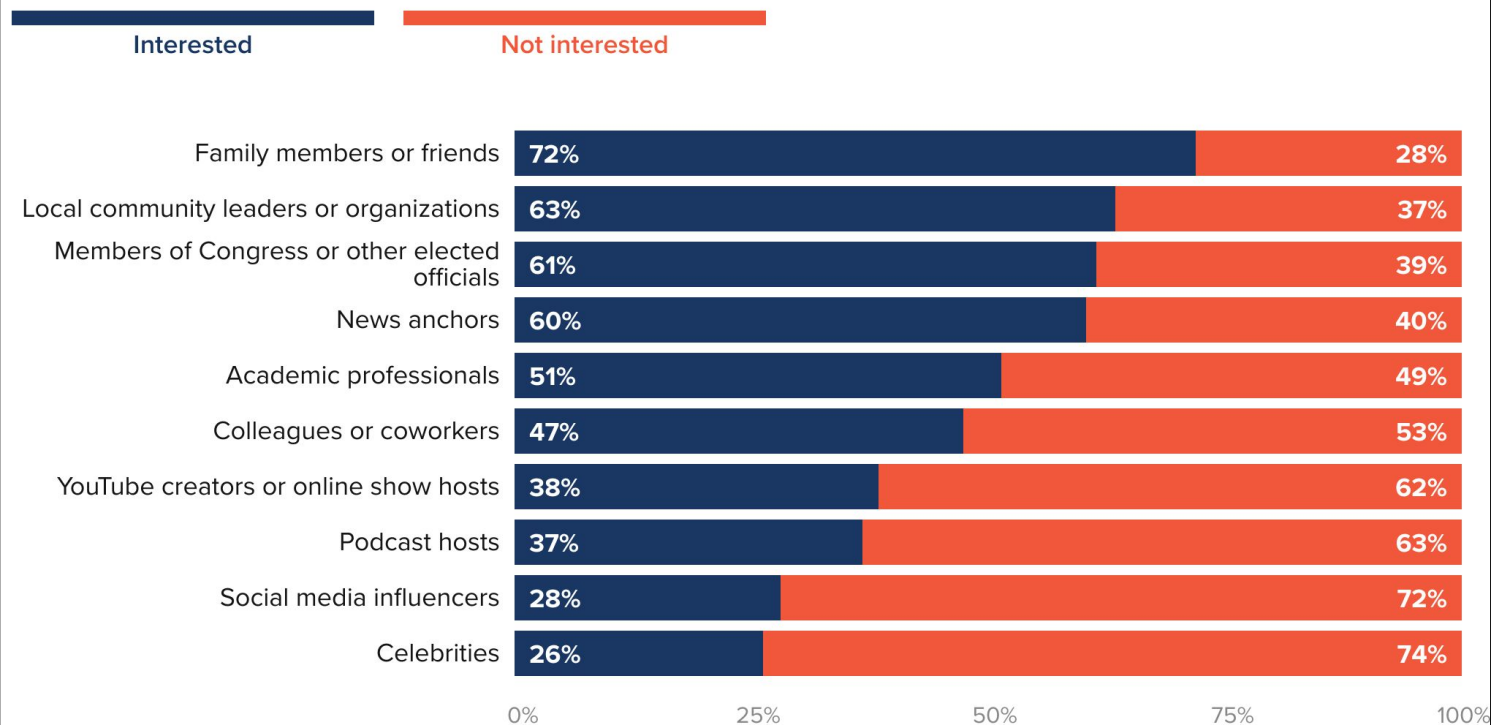
Republicans
especially want to
see people who
share their values

Democrats and
swing voters want
to see people who
are knowledgeable



Voters Are Interested in Hearing From Members of Congress Directly

Please indicate how interested – if at all – you might be in receiving information about current political news from the following people:



January 10–13, 2025 survey of 1,248 U.S. likely voters

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Key Takeaways

- Kamala Harris **badly lost voters who don't pay much attention to political news**, and won those who pay a lot of attention.
- Swing voters get their news from **nontraditional sources**. To reach them, we need to meet them where they are.
- A majority of voters who get current political news from social media specifically point to **YouTube and Facebook**.
- Younger voters are more likely to get political news from sources that focus on topics like **entertainment or comedy** and only occasionally include news or politics.
- A strong majority of voters want to receive current political news from friends and family (72%) and members of Congress (61%) — ranking above news anchors and academics.

Stay in Touch!

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