

Voters by Media Consumption:

	Platform	Overall Harris	Overall Trump	Harris Voters - Women	Harris Voters - Men	Trump Voters - Women	Trump Voters - Men
Social Media Platforms	Twitter / X Users	33%	38%				
		By Demo		30%	37%	35%	41%
	Snapchat Users	28%	29%				
		By Demo		27%	29%	32%	26%
	Instagram Users	51%	45%				
		By Demo		52%	50%	49%	43%
	Facebook Users	70%	69%				
		By Demo		73%	66%	76%	64%
	TikTok Users	36%	30%				
		By Demo		38%	34%	33%	28%
	Threads Users	27%	22%				
		By Demo		28%	26%	17%	26%
Cable News	LinkedIn Users	40%	36%				
		By Demo		36%	45%	33%	38%
	YouTube Users	85%	83%				
		By Demo		85%	86%	82%	84%
	Watches Cable Network News	68%	66%				
		By Demo		67%	71%	63%	69%
	Cable News Network: CNN	26%	5%				
		By Demo		24%	28%	6%	5%
	Cable News Network: Fox News	9%	46%				
		By Demo		8%	9%	41%	49%
	Cable News Network: MSNBC	20%	4%				
		By Demo		21%	19%	4%	5%
Broadcast TV and TV News Programming	Watches Broadcast TV	78%	75%				
		By Demo		77%	79%	72%	77%
	Watches ABC	47%	30%				
		By Demo		46%	48%	32%	29%
	Watches PBS	25%	13%				
		By Demo		25%	25%	12%	15%
	Watches CBS	48%	35%				
		By Demo		47%	49%	36%	35%
	Watches Fox	30%	52%				
		By Demo		26%	35%	46%	57%
	Watches NBC	52%	30%				
		By Demo		49%	55%	29%	31%
Music Streaming	Watches CW	12%	11%				
		By Demo		11%	13%	10%	12%
	Watches TV News Programming	77%	74%				
		By Demo		76%	77%	74%	74%
	Music Streaming Listeners	56%	53%				
		By Demo		57%	55%	53%	53%
	Uses Apple Music	10%	12%				
		By Demo		9%	11%	10%	14%
	Uses Pandora	20%	18%				
		By Demo		20%	20%	16%	19%
	Uses Amazon Music	17%	16%				
		By Demo		20%	14%	16%	16%
Podcasts	Uses Spotify	21%	20%				
		By Demo		20%	22%	21%	20%
	Uses iHeartRadio	11%	13%				
		By Demo		11%	12%	11%	14%
	Podcast Listeners	46%	48%				
		By Demo		46%	47%	44%	51%
	Types of Podcasts: True Crime / Investigative Journalism	16%	15%				
		By Demo		19%	13%	19%	12%
	Types of Podcasts: Sports	14%	15%				
		By Demo		7%	22%	8%	21%
	Types of Podcasts: Pop Culture / Entertainment	14%	10%				
		By Demo		15%	12%	10%	9%
Radio	Types of Podcasts: Interview / Conversational	14%	14%				
		By Demo		13%	15%	12%	17%
	Types of Podcasts: Non-Fiction / Historical	13%	10%				
		By Demo		12%	15%	8%	11%
	Types of Podcasts: Comedy	16%	15%				
		By Demo		16%	17%	13%	16%
	Types of Podcasts: News / Political	19%	20%				
		By Demo		18%	21%	15%	23%
	Radio Listeners	67%	74%				
		By Demo		64%	71%	74%	75%
	Consuming Radio: Satellite	20%	27%				
		By Demo		17%	25%	24%	29%
Video Streaming	Consuming Radio: Broadcast Station	48%	50%				
		By Demo		46%	51%	47%	53%
	Consuming Radio: Live Streaming (e.g., Pandora, Spotify)	25%	21%				
		By Demo		23%	28%	23%	20%
	Paramount+ Users	41%	38%				
		By Demo		40%	42%	39%	38%
	Netflix Users	58%	52%				
		By Demo		57%	60%	53%	51%
	Amazon Prime Video Users	61%	55%				
		By Demo		59%	63%	56%	55%
	Disney+ Users	43%	34%				
		By Demo		41%	46%	36%	32%
Other	Peacock Users	39%	36%				
		By Demo		38%	40%	35%	37%
	Hulu+ Live TV Users	32%	29%				
		By Demo		32%	33%	28%	30%
	Hulu	47%	39%				
		By Demo		47%	47%	41%	38%
	Cord Cutters	55%	55%				
		By Demo		52%	59%	55%	55%
	Watches Local TV News - Every Day	34%	28%				
		By Demo		34%	34%	28%	28%
	Watches Local TV News - Most Days	15%	16%				
		By Demo		13%	17%	14%	17%
	Print Newspaper Subscribers	21%	18%				
		By Demo		18%	25%	15%	20%