Voters by Media Consumption:

Category	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%
	LinkedIn Users	40%	36%				
	By Demo			36%	45%	33%	38%
	YouTube Users	85%	83%				
	By Demo			85%	86%	82%	84%
Cable News	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%
	Watches CW	12%	11%				
	By Demo			11%	13%	10%	12%
	Watches TV News Programming	77%	74%				
	By Demo			76%	77%	74%	74%
Music Streaming	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%
	Uses Spotify	21%	20%				
	By Demo			20%	22%	21%	20%
	Uses iHeartRadio	11%	13%				
	By Demo			11%	12%	11%	14%
Podcasts	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%
	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	Radio Listeners	67%	74%				
	By Demo			64%	71%	74%	75%
	Consuming Radio: Satellite	20%	27%				
	By Demo			17%	25%	24%	29%
	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%
Video Streaming	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%
	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%
Other	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%

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