

HOW WASHINGTON GETS ITS INFORMATION IS CHANGING. HERE IS WHAT YOU NEED TO KNOW.

Daily Habits Break Along Party Lines



DEMOCRATS are voracious news site readers.

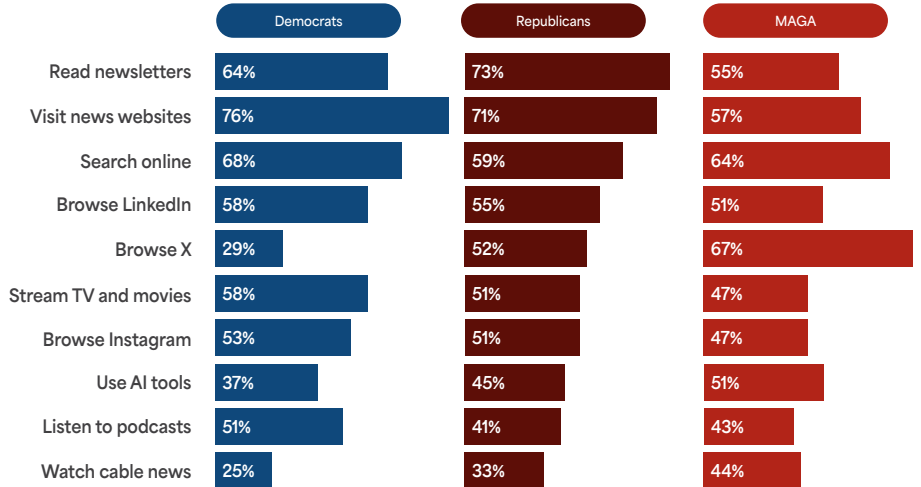


REPUBLICANS read newsletters significantly more than others.

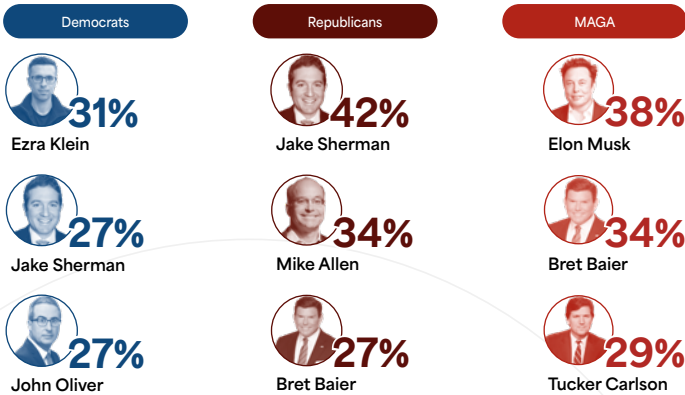


MAGA are heavy browsers, favoring X and search.

Top 10 Daily Habits



Opinion Leaders Who Impact Policy Insiders



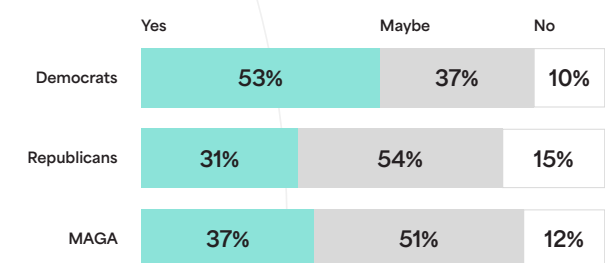
Influence Continues to Move From Newsrooms to Newsfeeds

Opinion Leaders play a vital role in how policy insiders understand the news. Here are the voices they value most.

Policy Insiders Have Embraced AI – and They’re Not Stopping, with 96% Now Using it Personally or Professionally

However, skepticism of AI still exists.

Percent Who Say AI Makes Them More Skeptical of What They See Online



YOUR STRATEGY SHOULD BE AS TARGETED AS YOUR AUDIENCE

Reach out to schedule a briefing: mediahabits@teamavoq.com

