



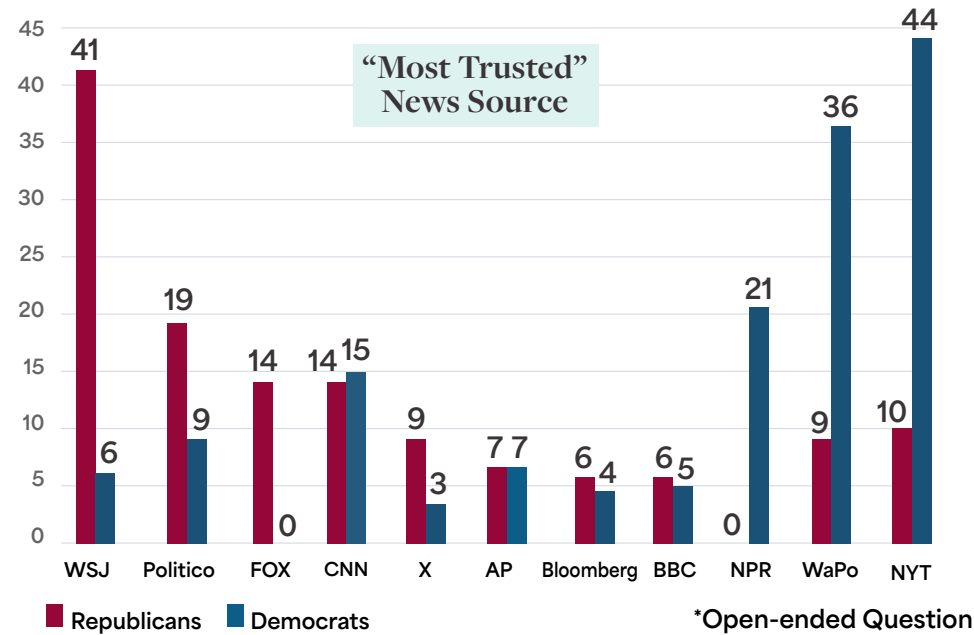
A Snapshot of Policy Insiders' Habits

Fielded January 2024

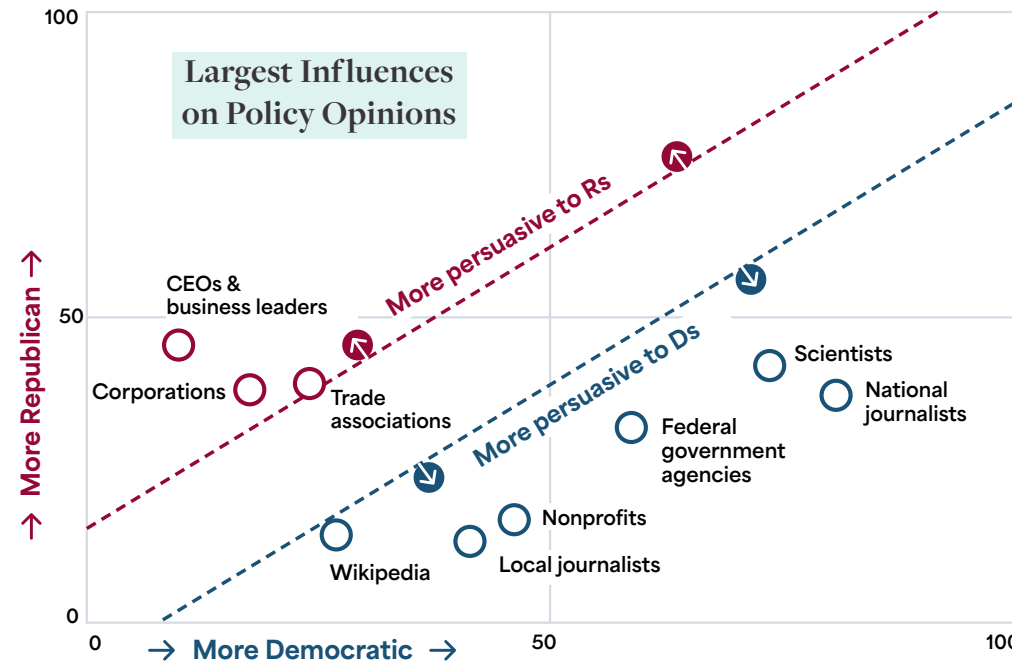
N = 202 D.C. Policy Insiders

50% Ds / 50% Rs

Key Finding: When it Comes to the Most Trusted News Source, Ds & Rs are Nearly Polar Opposites

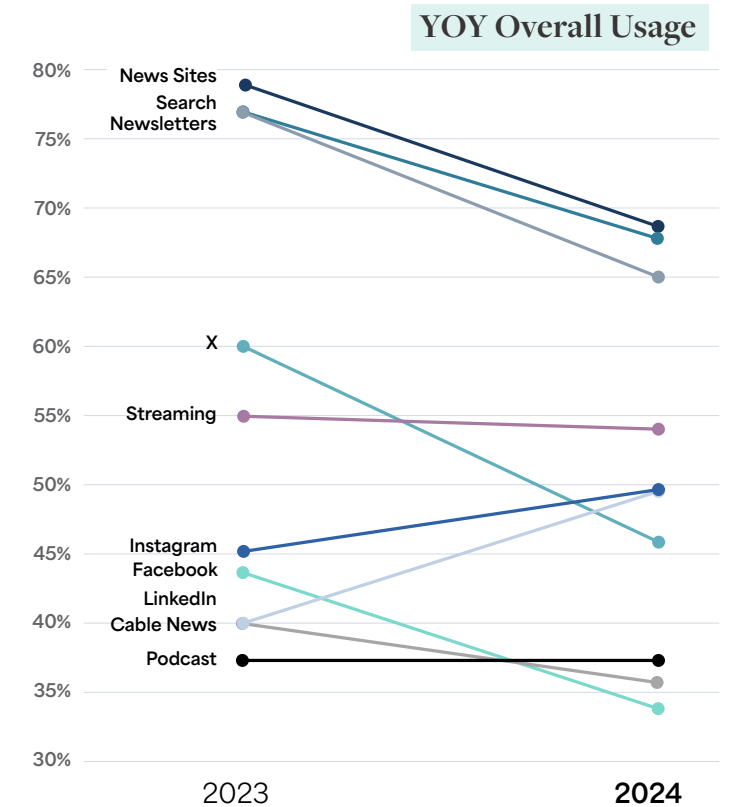


Key Finding: Party Affiliation Plays a Major Role in the Top Influences on Policy Insiders

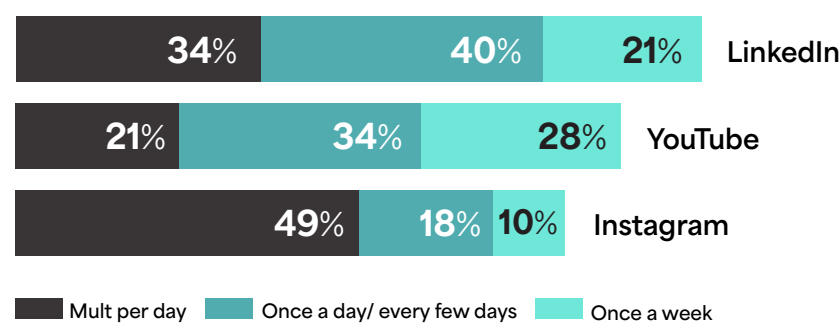


Key Finding: A Change is Coming?

This year's survey indicates shifting ground for tried-and-true media sources for policy insiders.



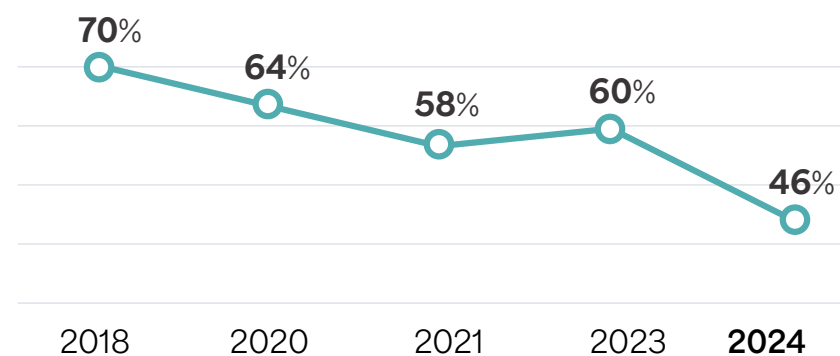
Key Finding: LinkedIn Leads, While X Falls



Top Three Social Platforms



Decline in Daily Usage of X



Key Finding: Newsletters Are Still a Top News Source

While intensity doesn't match last year's results newsletters are still the #1 source for news in the morning, and #3 when it comes to overall everyday usage.

What are the "Must-read" Newsletters this Year?

Rs: Politico Playbook and Punchbowl

Ds: Politico Playbook and WaPo Headlines

WANT MORE OF THE FINDINGS?

Contact us at MediaHabits@TeamAvoq.com to schedule a full briefing



UP

Trust of WSJ, WaPo & NYT

- LinkedIn
- Instagram



DOWN

Overall Intensity of Usage (Especially among Ds)

- News sites
- Newsletters

THREE AUDIENCES. THREE BEHAVIORS. ONE MESSAGE WON'T MOVE THEM ALL.

Rethinking Messaging Strategy & Audiences in 2025's Media Landscape

YOU MUST CONSIDER MEDIA THROUGH 3 LENSES



DEMOCRATS digest information broadly from many sources.

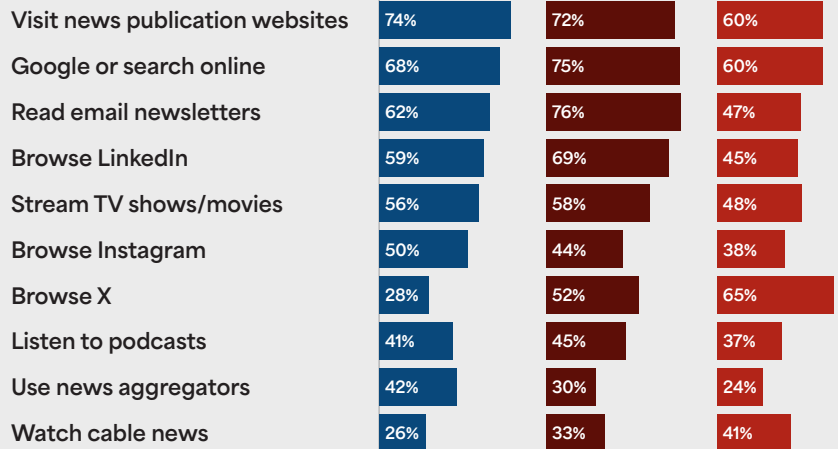


REPUBLICANS still act like "traditional" D.C. insiders.



MAGA listens very intently to a few select sources.

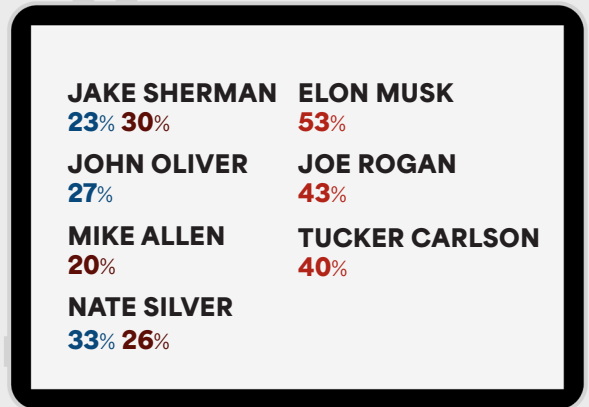
Media Consumption on a Daily Basis



WHEN THE MESSENGER IS THE MESSAGE

Today, trust travels with individuals, not necessarily with institutions. Influential messengers are now shaping what policy insiders see, share and believe in.

Influencers Who Impact Policy Insiders →



THE ONLY PLATFORM ALL THREE COHORTS SHARE? LINKEDIN

Despite diverging habits, there's one place where all policy insiders converge: LinkedIn. It's not just a professional network anymore; it's where stakeholders build credibility, discuss opinions and policy and follow cultural moments and movements.



WANT TO MOVE ALL THREE AUDIENCES WITH IMPACT?

Schedule a custom briefing to see how we're helping clients reach the right audience with the right message at the right time.

Contact us at
mediahabits@teamavoq.com

