Avoq MediaHabits 2025

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

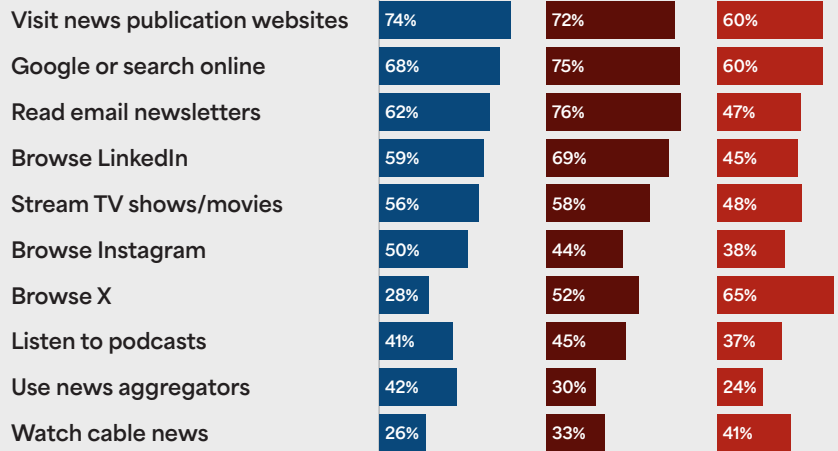**DEMOCRATS** digest information broadly from many sources.

REPUBLICANS still act like "traditional" D.C. insiders.
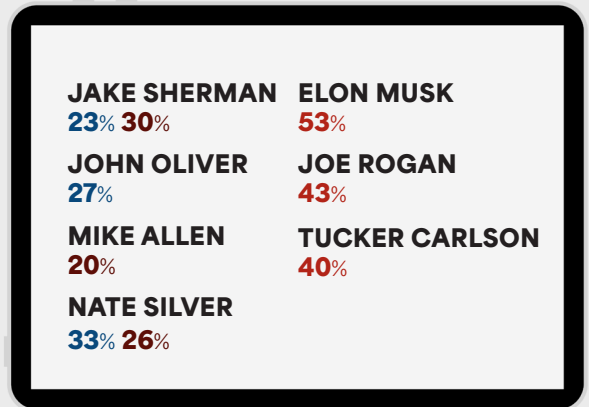
MAGA listens very intently to a few select sources.

Media Consumption on a Daily Basis

	Democrats	Republicans	MAGA
Visit news publication websites	74%	72%	60%
Google or search online	68%	75%	60%
Read email newsletters	62%	76%	47%
Browse LinkedIn	59%	69%	45%
Stream TV shows/movies	56%	58%	48%
Browse Instagram	50%	44%	38%
Browse X	28%	52%	65%
Listen to podcasts	41%	45%	37%
Use news aggregators	42%	30%	24%
Watch cable news	26%	33%	41%

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 ⟶

JAKE SHERMAN
23% 30%

JOHN OLIVER
27%

MIKE ALLEN
20%

NATE SILVER
33% 26%

ELON MUSK
53%

JOE ROGAN
43%

TUCKER CARLSON
40%

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.

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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

Fielded in February 2025 | N = 300 D.C. Policy Insiders