



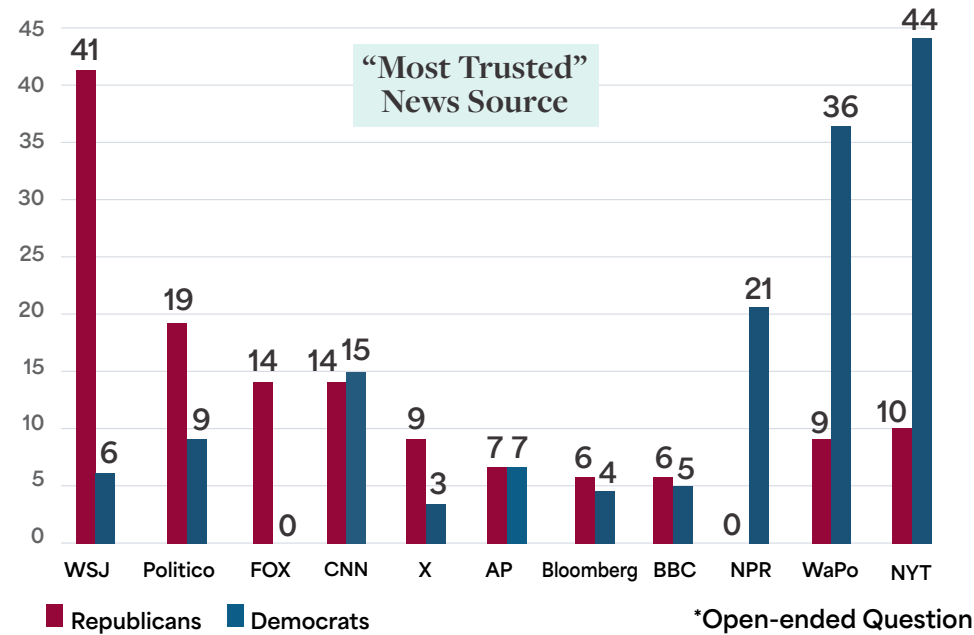
A Snapshot of Policy Insiders' Habits

Fielded January 2024

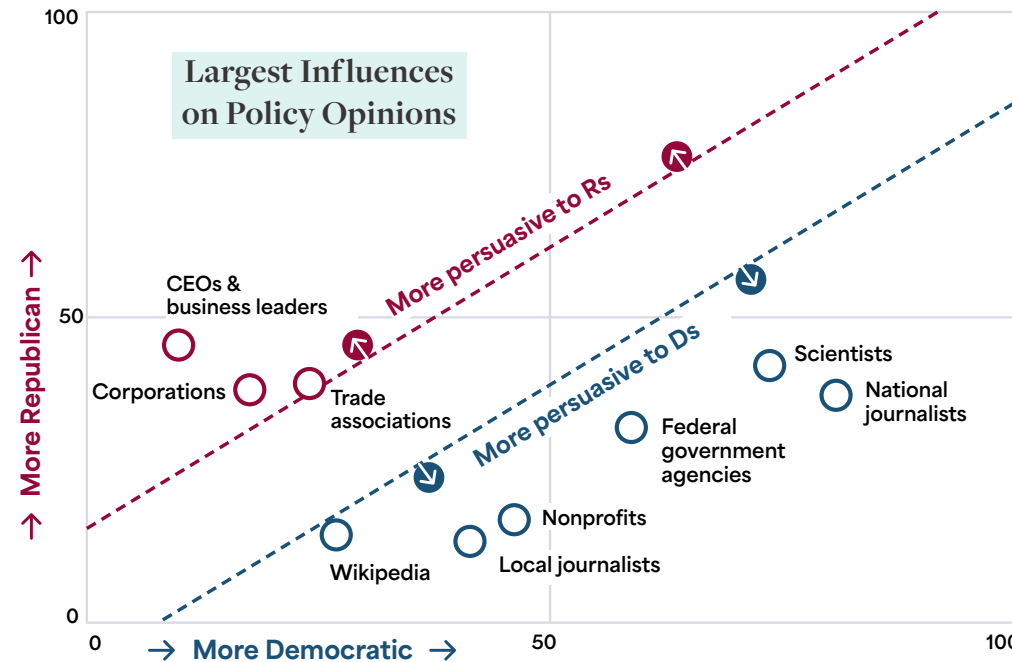
N = 202 D.C. Policy Insiders

50% Ds / 50% Rs

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

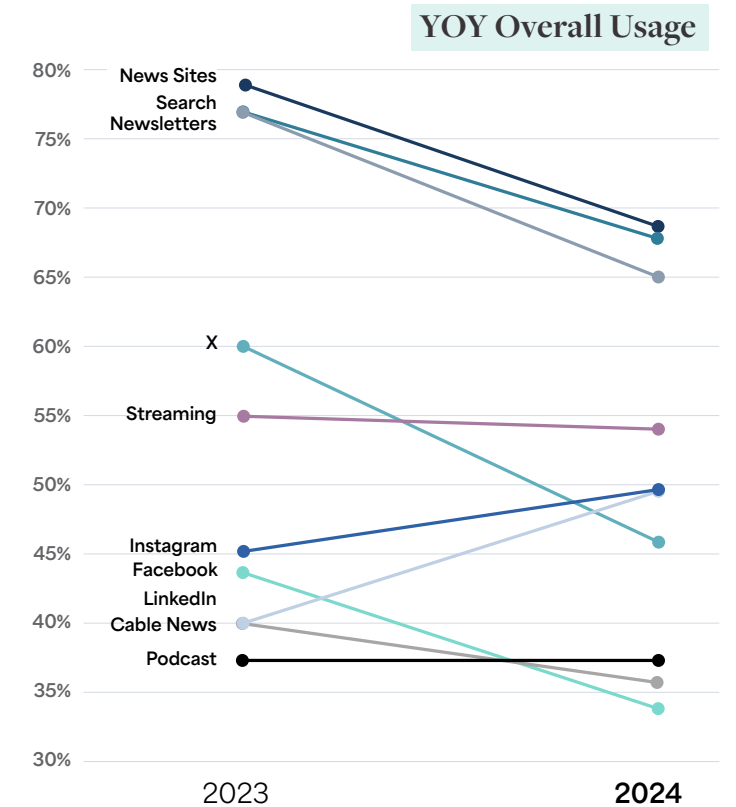


Key Finding: Party Affiliation Plays a Major Role in the Top Influences on Policy Insiders

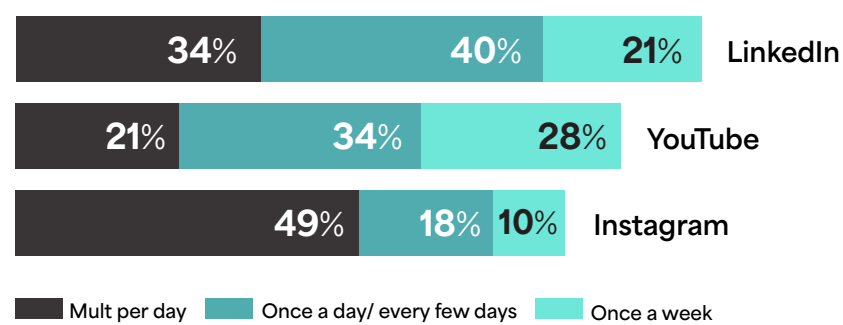


Key Finding: A Change is Coming?

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



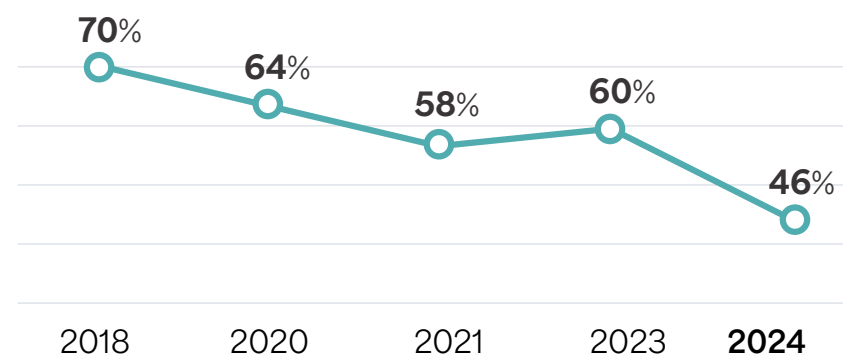
Key Finding: LinkedIn Leads, While X Falls



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