

navigator*

Tuesday, August 13th

Young Americans: Media Consumption Habits

This poll was in the field during the first presidential debate, but fielded entirely before the attempted assassination of Donald Trump, the announcement of Joe Biden's departure from the 2024 presidential race, and his endorsement of Kamala Harris for president.



Credit: Xavier Lorenzo/Unsplash

Methodology

Global Strategy Group conducted a public opinion survey among 4,000 nationwide registered voters between the ages of 18 and 34, between June 18th through July 11th, 2024. 800 interviews were conducted per mode, using each of the following five methodologies:

- Live phone interviews (verified against a voter file)
- Text-to-web interviews (verified against a voter file)
- Online panel interviews (verified against a voter file)
- Online panel interviews (NOT verified against a voter file)
- Online interviews where participants were recruited via social media platforms (NOT verified against a voter file)

Each set of 800 interviews was individually weighted and special care was taken to ensure the demographic composition of our samples in each mode matched that of the national registered voter population across a variety of demographic variables. The same process was then done to the combined dataset. Some questions were asked of all respondents except live phone interviews for time's sake. In those cases, the other four modes were weighted using the same process.

Unless otherwise indicated, data throughout refers to the total of all five modes wherever possible, and on questions asked on all but phone interviews, the total of those four modes.

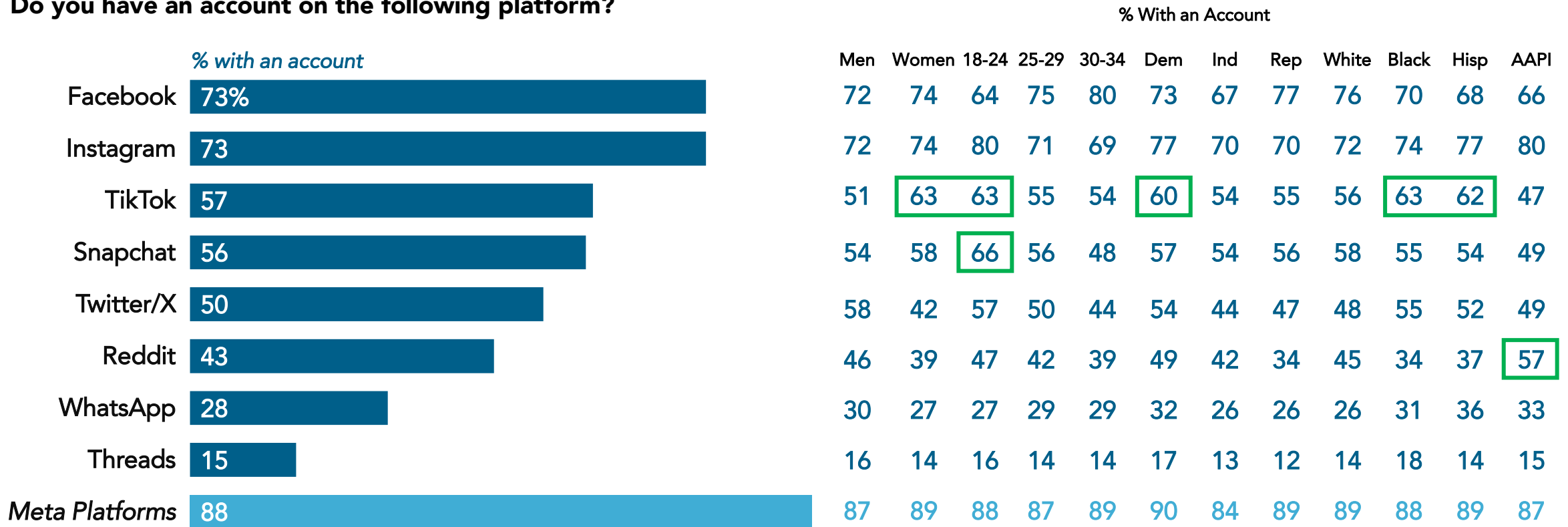
Key Takeaways:

- Younger Americans most report using Facebook and Instagram here, with young women, Democrats, Black, and Hispanic younger Americans also reporting high rates of daily usership of TikTok.
- TV is not the means through which Americans in this age group get their news: only roughly one in three young Americans say they watch live TV with commercials daily (and when they watch TV, it's primarily through streaming TV).
- Overwhelming majorities report getting their news through social media and news websites or apps.

Facebook and Instagram Most Used By This Age Group, Though Differences Emerge Demographically

Women, Democrats, Black, Hispanic, and young Americans 18-24 years old are more likely to report being on TikTok than other groups, while Americans under 25 report higher rates of Snapchat usership and AAPI youth report higher levels of Reddit usership.

Do you have an account on the following platform?

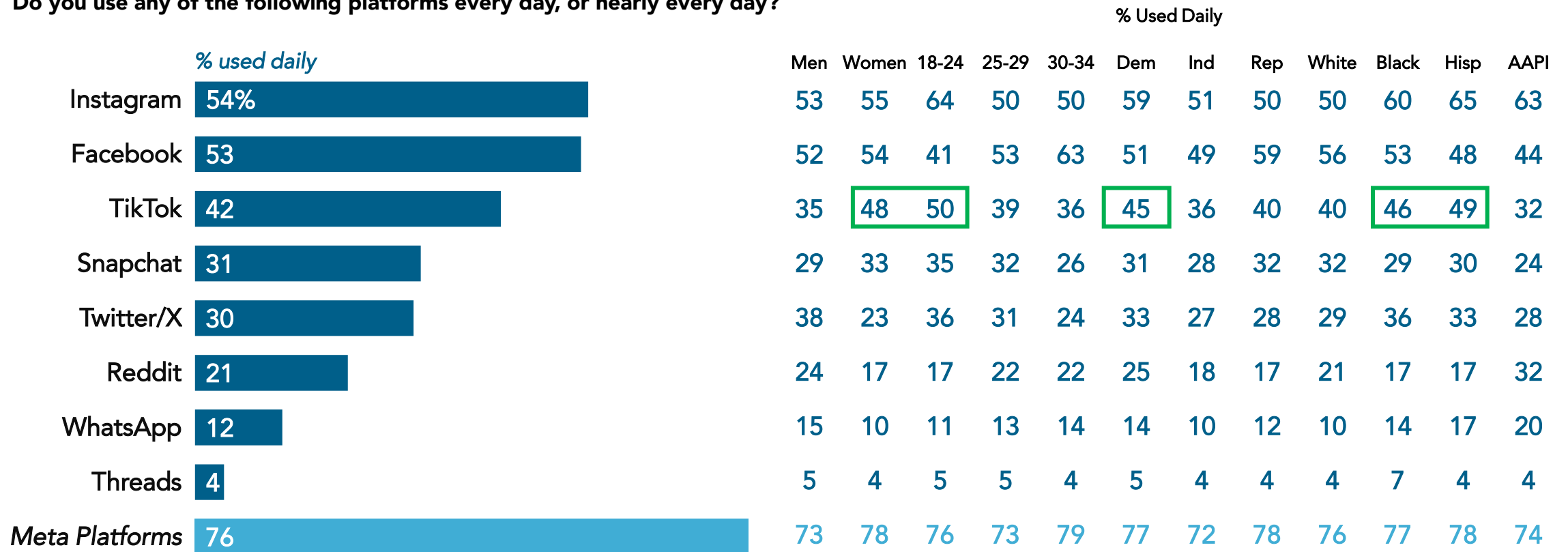


Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit navigatorresearch.org.

Meta Platforms Are Most Popular for Daily Social Media Use, But TikTok Is Strong With the Youngest Cohort

While Instagram and Facebook are the most used on a daily basis overall, near-majorities of women, 18–24-year-olds, Democrats, Black Americans, and Hispanic Americans report using TikTok on a daily basis.

Do you use any of the following platforms every day, or nearly every day?

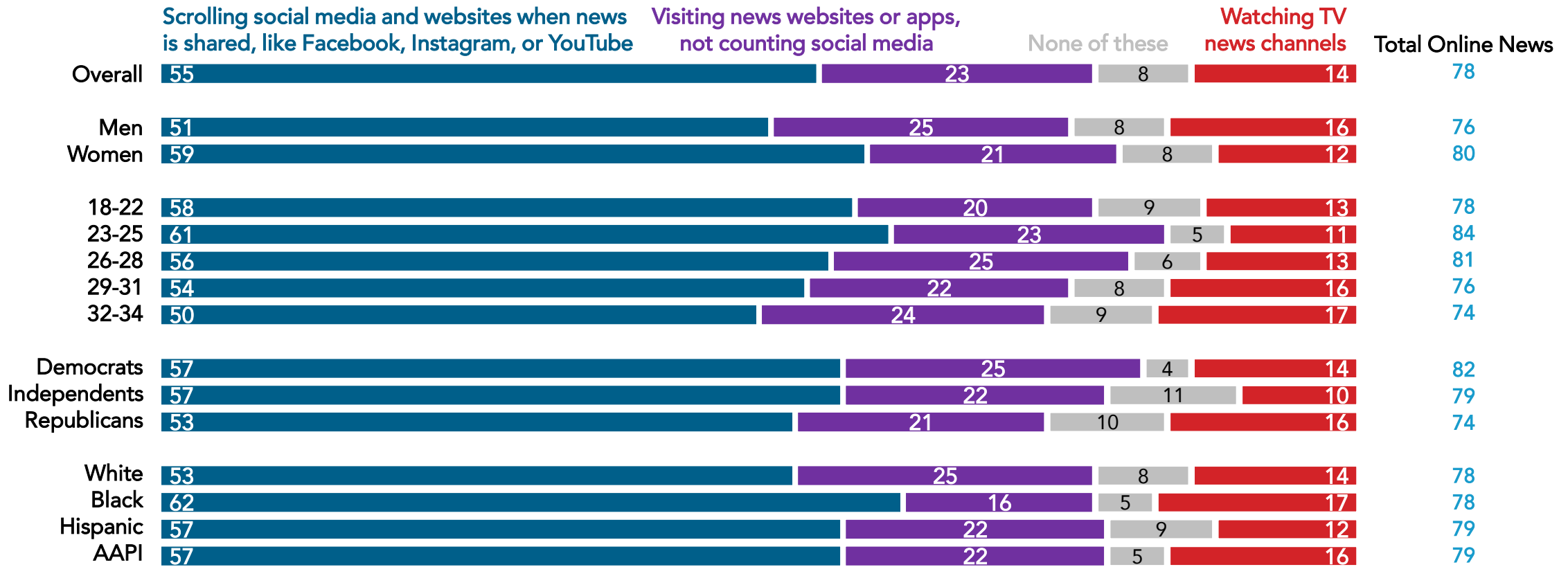


Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit navigatorresearch.org.

Most Young Americans Report Getting Their News and Information From Social Media and Websites, Not from TV

Less than one in five young Americans across demographics report getting their news primarily from watching TV news channels.

Which of the following describes how you get news and information about the world?

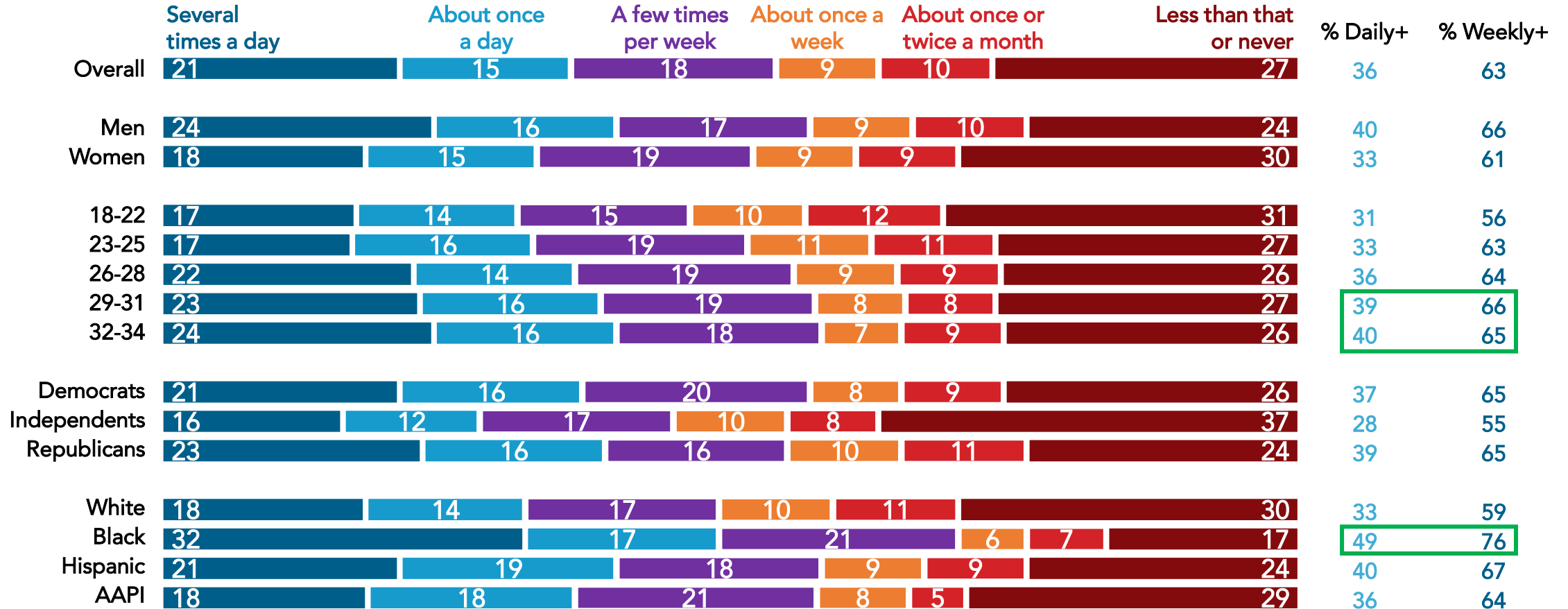


Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024. For more info, visit navigatorresearch.org.

Just One In Three Young Americans Say They Watch Live TV Daily

Older Americans in this age group report higher levels of daily TV viewing, as do Black Americans.

Approximately how often do you watch live TV with commercials?

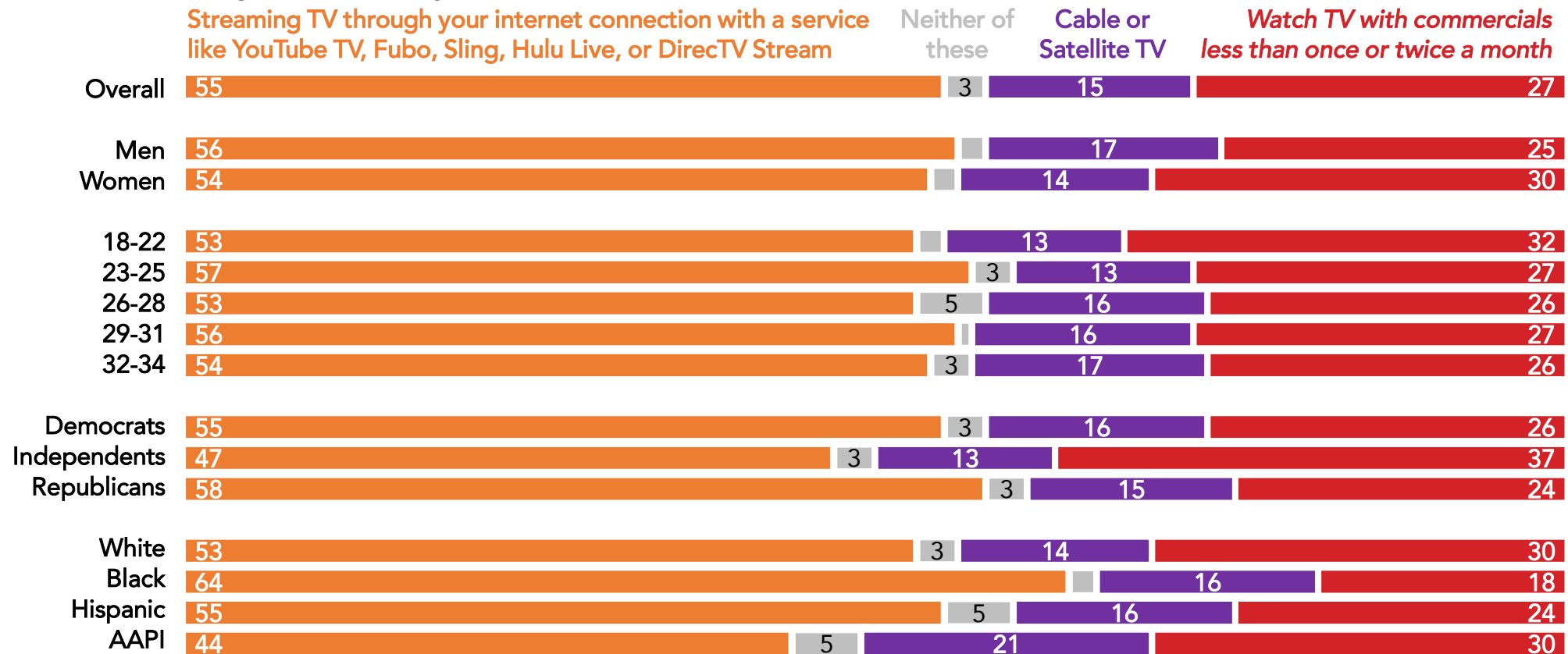


Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024.
For more info, visit navigatorresearch.org.

Streaming TV Is The Most Common Method Through Which Young Americans Report Watching TV

Less than three-quarters of young Americans report watching TV with commercials more than once or twice a month; among those who do, they overwhelmingly watch through streaming.

And which of the following describes how you watch TV?



Nationwide survey of 4,000 registered voters conducted June 18-July 11, 2024.
For more info, visit navigatorresearch.org.

navigator*

About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter