

navigator*

Monday, December 2nd

2024 Voters Survey:
The Election Media
Environment



Credit: Andrea Izzotti/Shutterstock

What We Did

The slides in this presentation are based on interviews with 5,000 registered voters who had already voted or planned to vote in the November election, with interviews conducted October 31st to November 9th, 2024.

Support for Kamala Harris and Donald Trump in the presidential election, Democrats and Republicans in Senate elections, and Democrats and Republicans in House elections have been adjusted to reflect the actual expected votes as of November 9th. The analysis aims to provide a tool for Americans to understand what happened in the 2024 election, why it happened, and what's next.

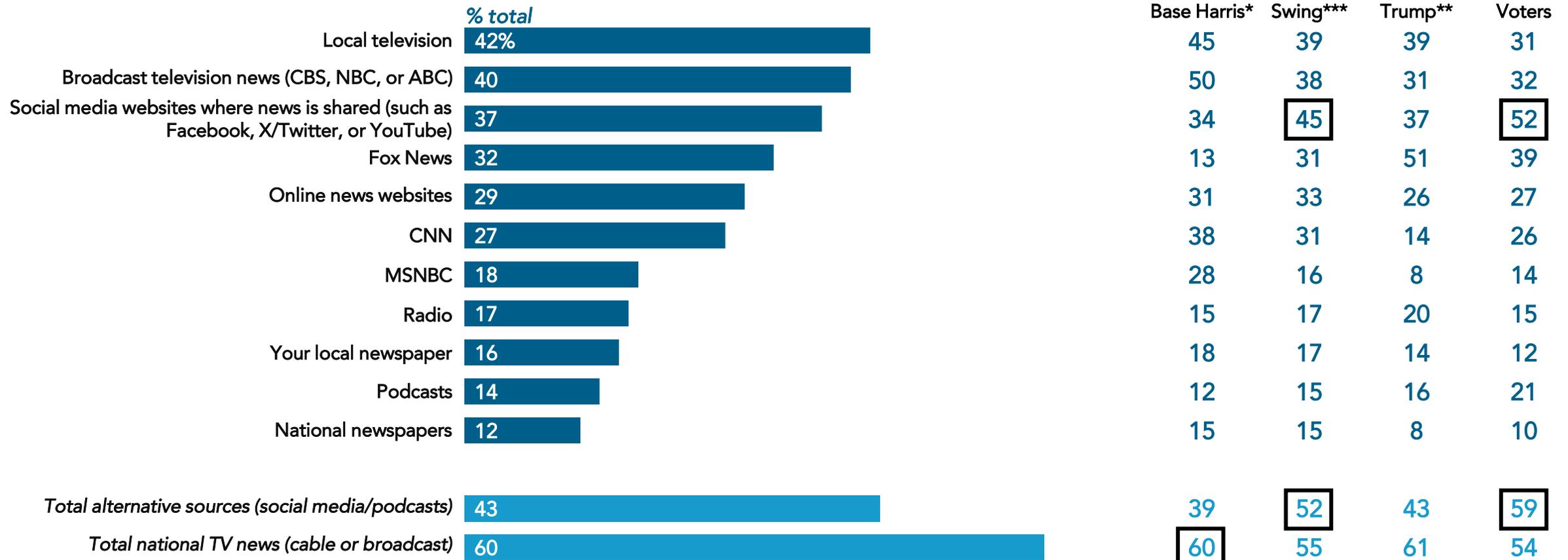
Key Takeaways:

- Swing voters were more likely to rely on alternative sources of media, like podcasts or social media, for their news about the 2024 election.
- Few voters reported watching Fox News, CNN, or MSNBC a few times a week or more, though a majority of base Trump voters said they watched Fox News that frequently.
- Swing voters were more reachable through streaming television in 2024 than cable or satellite television.
- Trump won his biggest margins among those who reported watching Fox News, listening to podcasts, using Facebook, and using Twitter/X. Harris performed best among those getting their news from CNN, broadcast news, and daily Instagram users.

The Swing Voters Who Decided This Election Were More Likely to Get Their News From Social Media

Swing voters reported getting their news through social media most (45%), compared to local (39%) or broadcast (38%) television.

Which of the following would you say are your main sources of news about politics and current events in the U.S.?

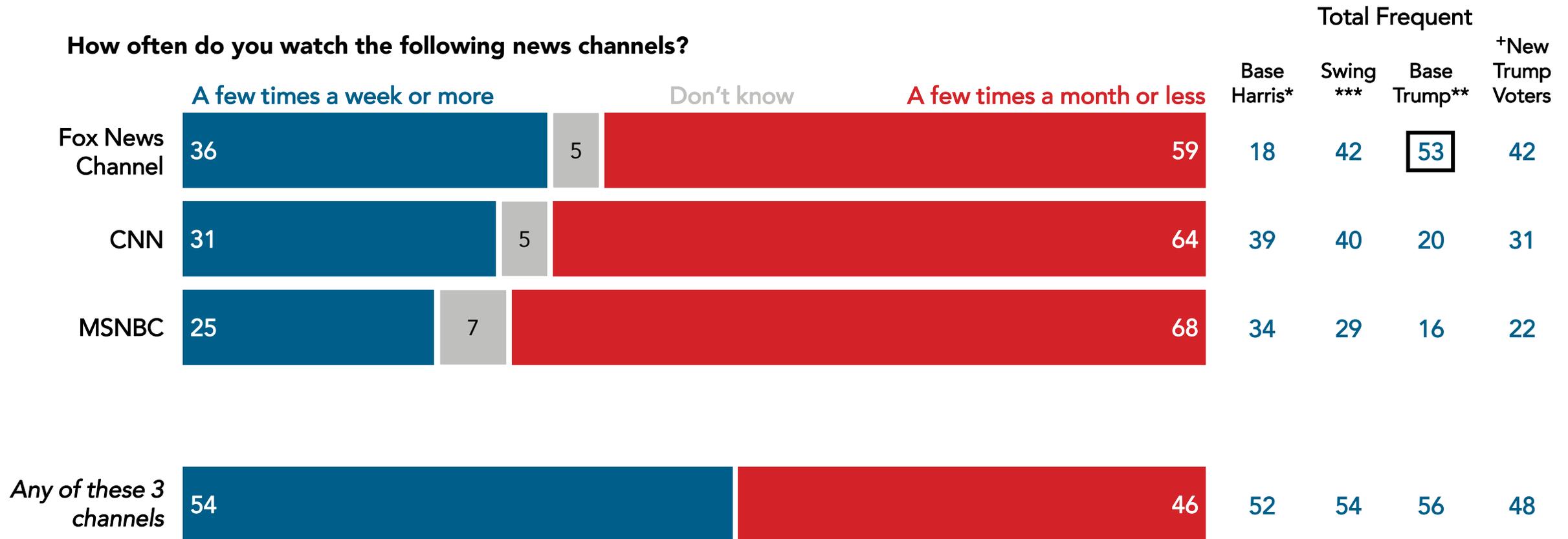


*"Base Harris" report that they voted for Harris and say they ruled out voting for Trump from the start. ***"Base Trump" report that they voted for Trump and say they ruled out voting for Harris from the start. ****"Swing" includes all other voters. + "New Trump 2024 voters" report that they voted for Trump in 2024 but did not vote for him in 2020. Nationwide survey of 5,000 self-reported 2024 voters conducted October 31-November 9, 2024. For more info, visit navigatorresearch.org.

Cable News Networks Lack a Regular, Consistent Audience with Most 2024 Voters

Base Trump voters are the only group who say they get their news a few times a week or more from one of the cable news networks: Fox News (53%).

How often do you watch the following news channels?

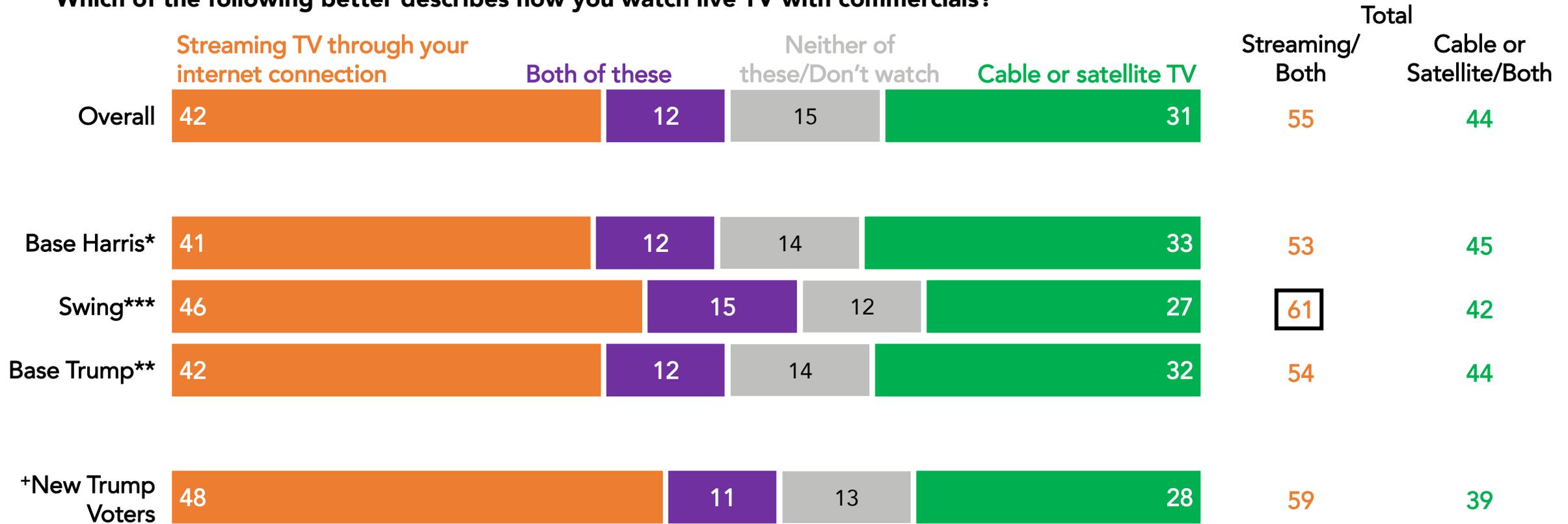


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Swing Voters Were Most Reachable Through Streaming TV; Only Two in Five Swing Voters Reachable By Cable/Satellite

Voters were more likely to watch TV through streaming or both (55%) than cable/satellite TV or both (44%) – particularly swing voters (61% streaming or both, 42% cable/satellite or both).

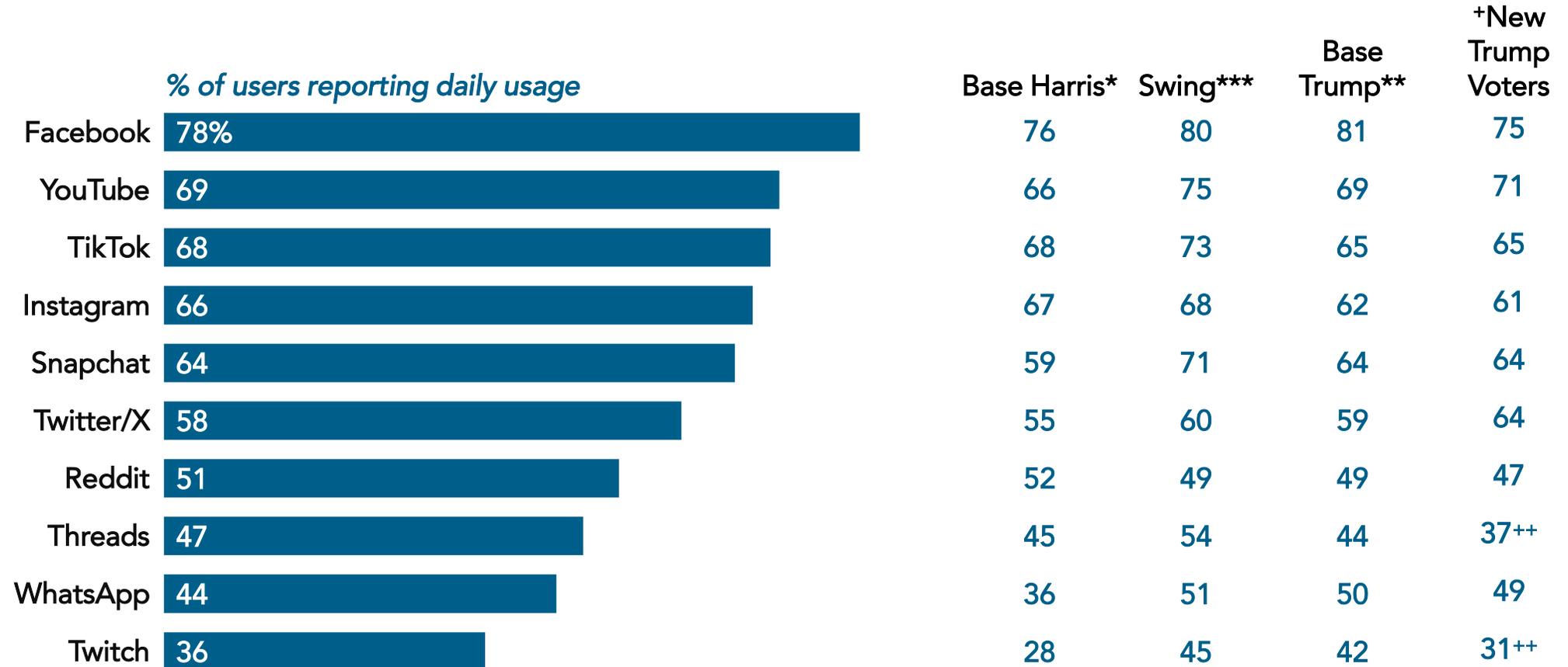
Which of the following better describes how you watch live TV with commercials?



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Facebook, YouTube, TikTok, and Snapchat Most Frequented By Swing Voters

[If report having an account] Over the last month, how frequently have you viewed your social media feeds on the following platform[s]?

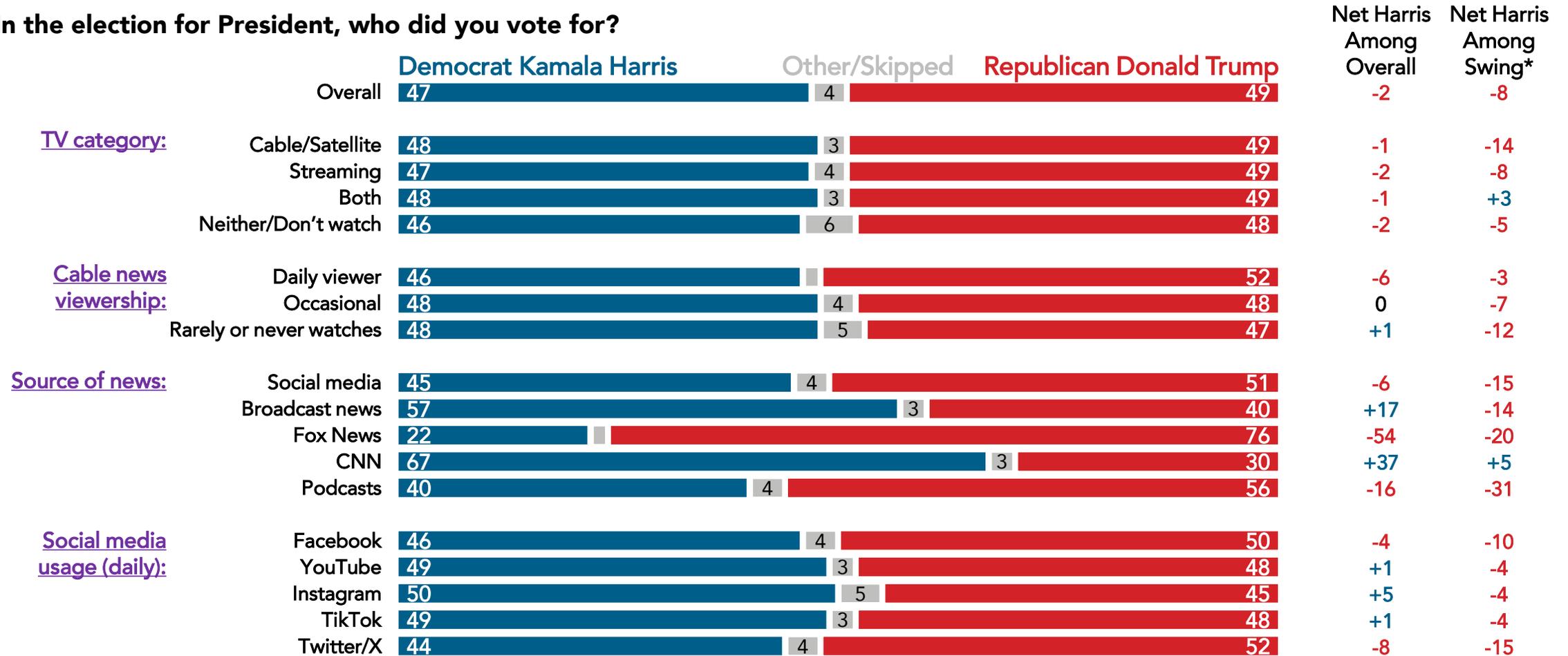


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Trump Won Most Among Those Who Watch, Listen to, or Use Social Media, Fox News, Podcasts, Facebook, Twitter/X

In the election for President, who did you vote for?



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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: Andrea Purse, progressive strategist; Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Delvone Michael, Working Families; Felicia Wong, Roosevelt Institute; 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.

About the Study

Global Strategy Group conducted an online survey of 5,000 registered voters from October 31st through November 9th, 2024, with respondents recruited from opt-in online panel vendors. Of that 5,000, 4,784 respondents were verified against a voter file (and the other 216 were voters who said they were registering before voting if interviewed before Election Day) and special care was taken to ensure the demographic composition of the sample reflected that of the expected 2024 electorate. The vote shares for Kamala Harris, Donald Trump, House and Senate Democrats, and House and Senate Republicans were also adjusted to reflect a preliminary estimate of the vote in the 2024 election. The margin of error for the full sample at the 95 percent level of confidence is +/- 1.4 percentage points. The margin of error for subgroups varies and is higher.

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To learn more about Navigator:

<http://navigatorresearch.org>

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