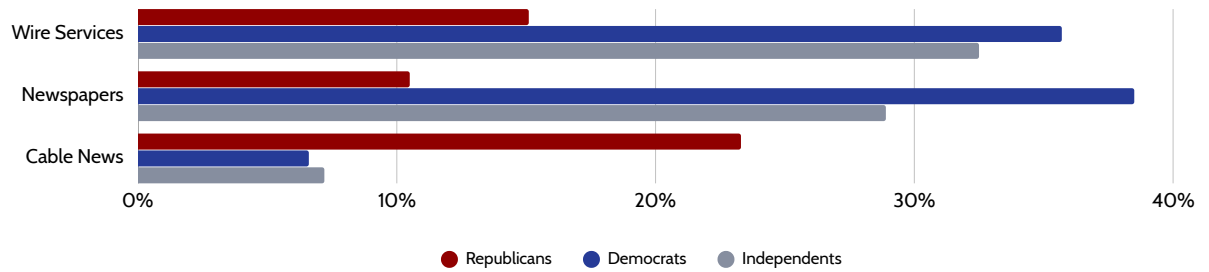


# DC Insiders' Media Diet by Party

## Trust in Media Varies Sharply by Party



**35.9%**  
REPUBLICANS  
Rely on X as their primary social media platform



**38.5%**  
DEMOCRATS  
Trust newspapers as top media source



**32.5%**  
INDEPENDENTS  
Trust wire services as top media source

### REPUBLICANS

High-Engagement, Cable-Centric, and Social-Amplified Consumers



- 33.7% spend 5+ hours/day on news (highest of any group)
- Overwhelming preference for Fox News (78%) among TV outlets
- Higher reliance on social media (17.4%) and cable news (23.3%) for credibility
- Lower trust in newspapers (10.5%) and wire services (15.1%)

### DEMOCRATS

Diversified, Institution-Oriented, and Socially Distributed Consumers



- More balanced platform usage across channels
- Strongest presence on Instagram (14.2%) and TikTok (17.1%)
- Consumes a broad tv ecosystem:
  - CNN (57.1%)
  - MSNBC (47.7%)
  - Network TV (45.6%)
  - PBS/NPR (42.3%)
- Lower reliance on cable news for credibility (6.6%)
- Highest trust in newspapers (38.5%) and wire services (35.7%)

### INDEPENDENTS

Credibility-Seeking, Platform-Agnostic, and Less Intensively Engaged



- Lowest share of heavy news consumers. 10.3% spend 5+ hours/day
- Moderate use of X (26.2%), similar to Democrats
- Highest usage of Reddit (7.7%) among all groups
- Media consumption closely mirrors Democrats:
  - CNN (45.8%)
  - Network TV (47.5%)
  - PBS/NPR (37.3%)
- Trust patterns:
  - Wire services (32.5%)
  - Newspapers (28.9%)
  - Low reliance on cable news (7.2%)

#### IMPLICATION

Republicans are the most intensive and concentrated media consumers, anchored in cable news and amplified through social platforms, with less reliance on institutional sources.

#### IMPLICATION

Democrats rely on a diversified mix of platforms and outlets, anchored in institutional and legacy media, rather than any single dominant source.

#### IMPLICATION

Independents favor credibility-driven sources similar to Democrats, but with lower engagement and weaker attachment to any single platform or outlet.

# DC Insiders' Media Diet by Party

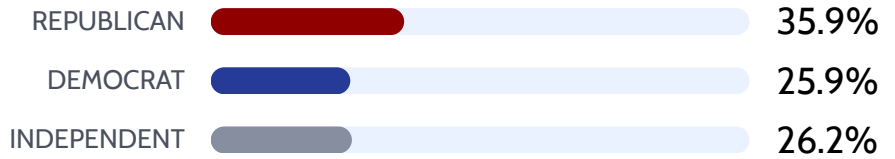


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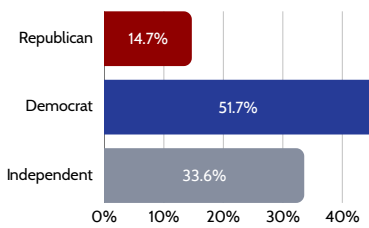


Only One Platform Cuts Across Parties

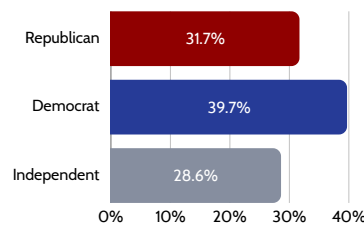


## Platform Preferences Split by Party

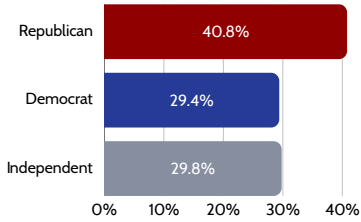
### Instagram



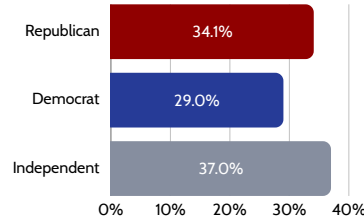
### TikTok



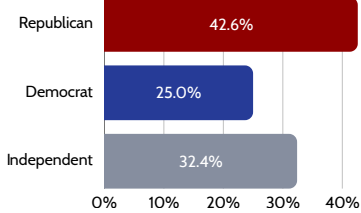
### X/Twitter



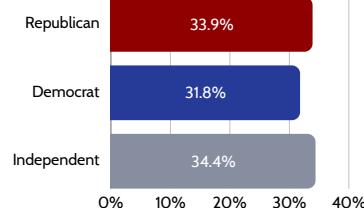
### YouTube



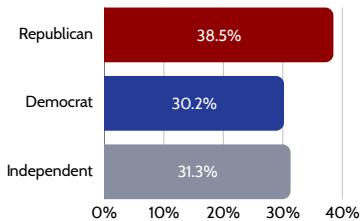
### Truth Social



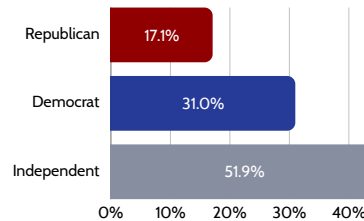
### Facebook



### LinkedIn

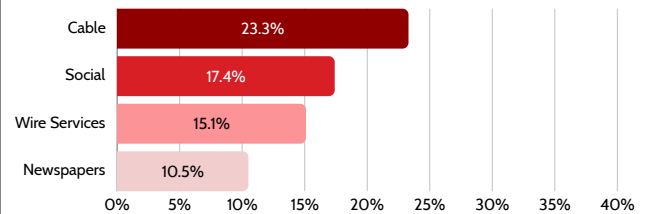


### Reddit

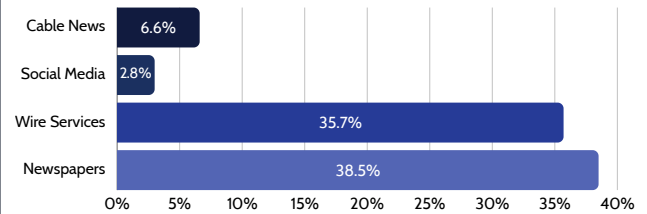


Republicans trust cable and social, while Democrats and Independents trust newspapers and wire services

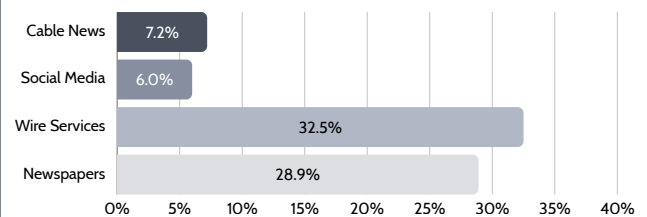
### REPUBLICANS



### DEMOCRATS



### INDEPENDENTS



## IMPLICATION

The U.S. media landscape is **structurally divided by trust systems**—with Republicans concentrated in **cable/social ecosystems**, and Democrats and Independents oriented toward **institutional sources**, though Independents engage less overall.