



# **AMERICANS & ELECTIONS**

A STUDY OF THE 2024 AMERICAN ELECTORATE

SOURCE: PCH INSIGHTS | INSIGHTS & CHARTS: ESHAP

For many of us, it can feel like the current 2024 election cycle started two years ago. In reality, voting in the presidential primaries started just a few weeks ago, while the 2024 electoral process for Congressional, state, and local offices has not even begun.

Before we begin what many in media call “the most consequential election in modern American history,” we wanted to see just how much Americans are paying attention to the politics, the issues, or the performance of their current elected officials and if they were politically engaged, where they got their information, who they trusted, and which issues did they consider most important.

PCH Insights surveyed 5,362 Americans about the state of their political engagement and how informed they were about the current campaigns. In the following pages, I will analyze the results and parse them for insights.

Some of what we found was to be expected: Older Americans pay closer attention to and are more engaged in national and local elections than younger citizens, more and more Americans get their political news from social media, and distrust of the media is rampant, verging on epidemic.

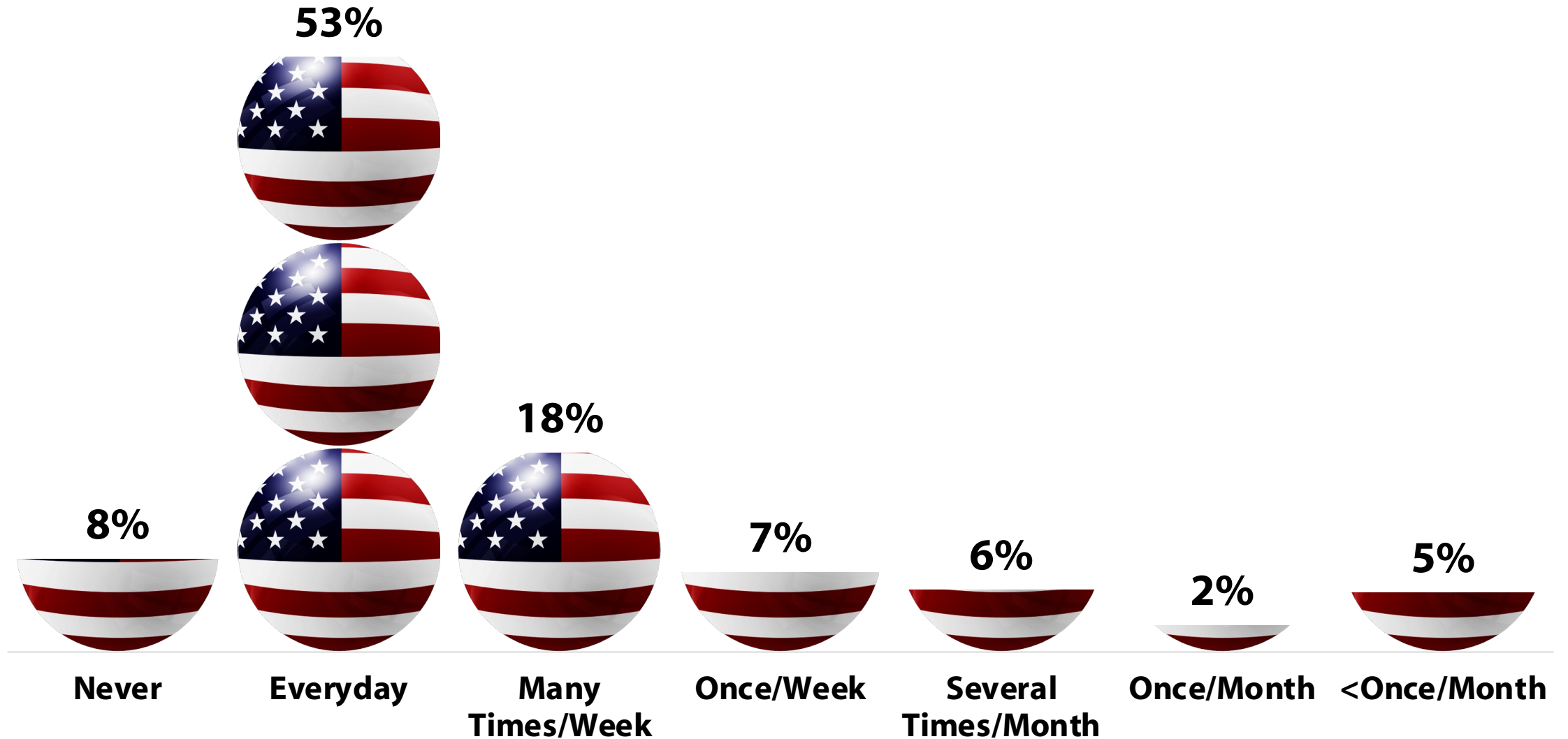
Yet, much of what we learned from the data that follows was surprising: Facebook remains a top source of news for more than just old people. FOX and ABC are now the most important names in news. Older and younger voters share far more issues in common than conventional wisdom imagines.

Whichever party with which you identify – even if you have no party affiliation – the outcomes of the coming elections will affect the lives of all the Americans you know. Understanding how and why your fellow Americans vote (or don't) will help you better understand whatever happens next.



# HOW OFTEN DO YOU READ/SEE/HEAR THE LATEST NEWS/CURRENT EVENTS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



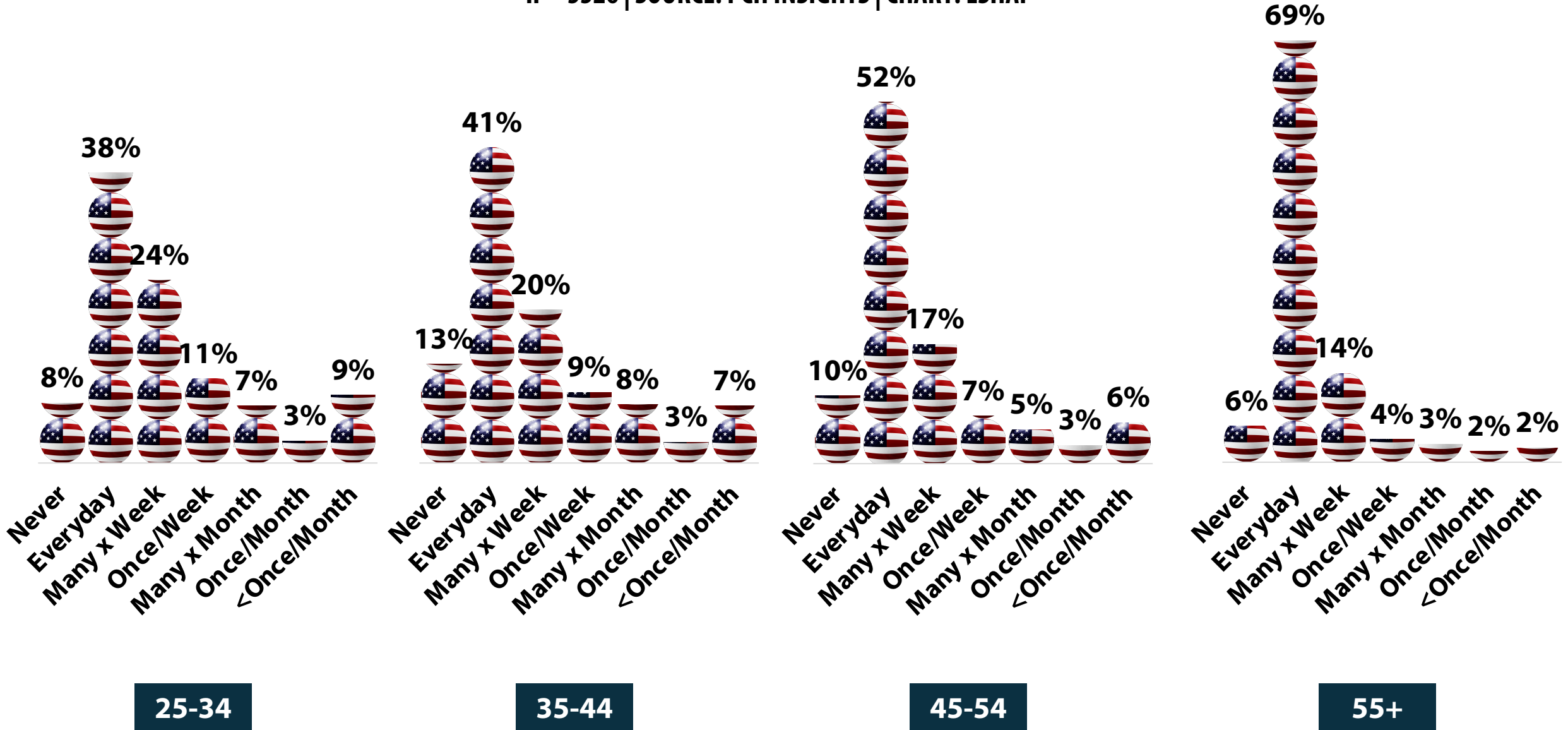
**71% of Americans catch up on the news numerous times per week or everyday, while 13% of Americans seem to be “news avoiders.”**



**However, there is a massive difference between older and younger Americans in the the amount of news and current events they consume on a regular basis.**

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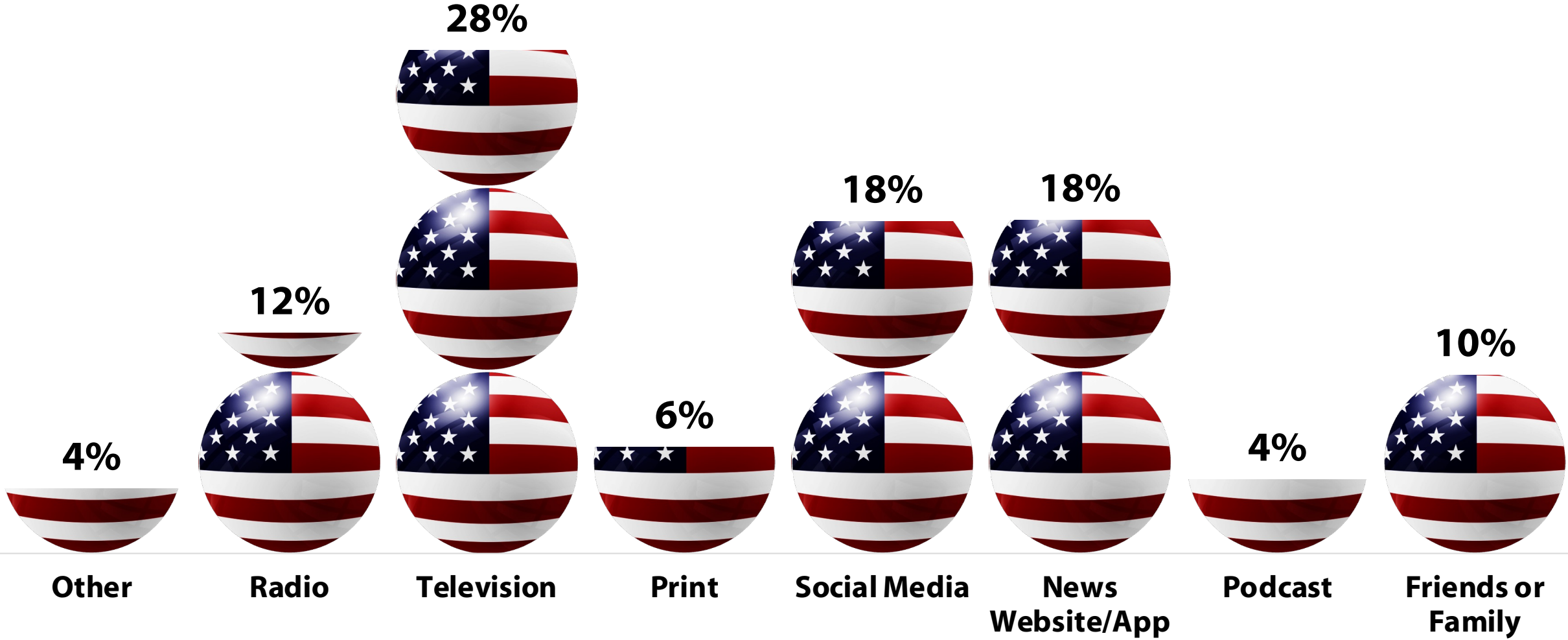
**Television remains America's #1 news source, but the combination of social media and app-based news garners much more attention.**

**These habits are bifurcated by age group, however. Older Americans drive a major amount of TV news usage, while nearly everyone under 55 leans much more heavily on socials and apps.**



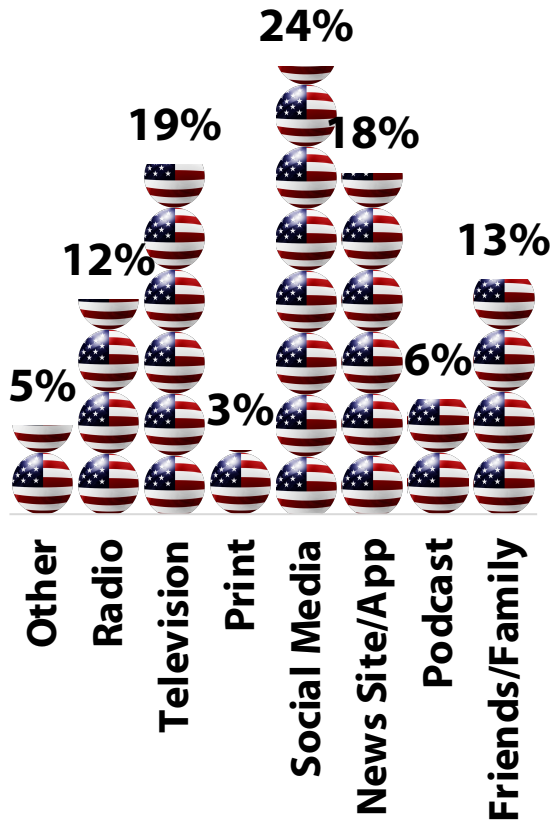
# HOW DO YOU GET THE NEWS ABOUT CURRENT EVENTS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP

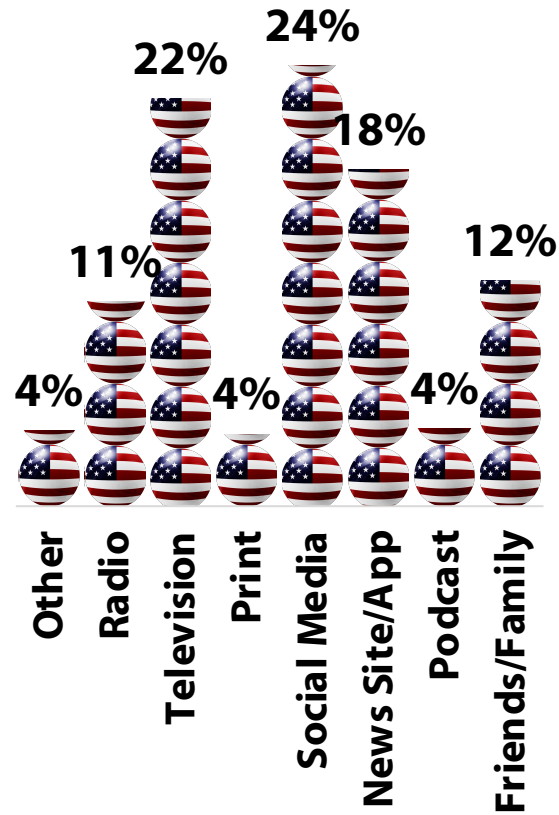


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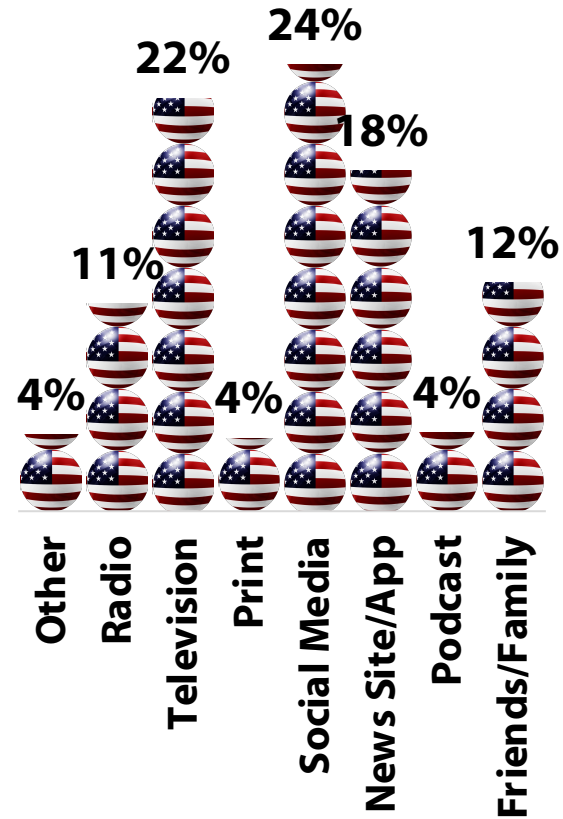
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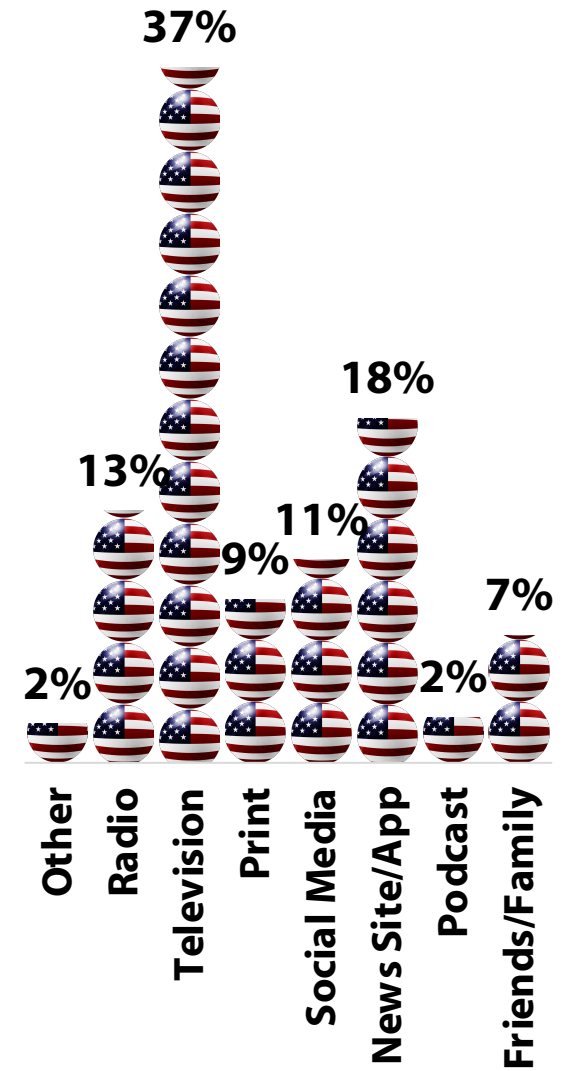
25-34



35-44



45-54



55+



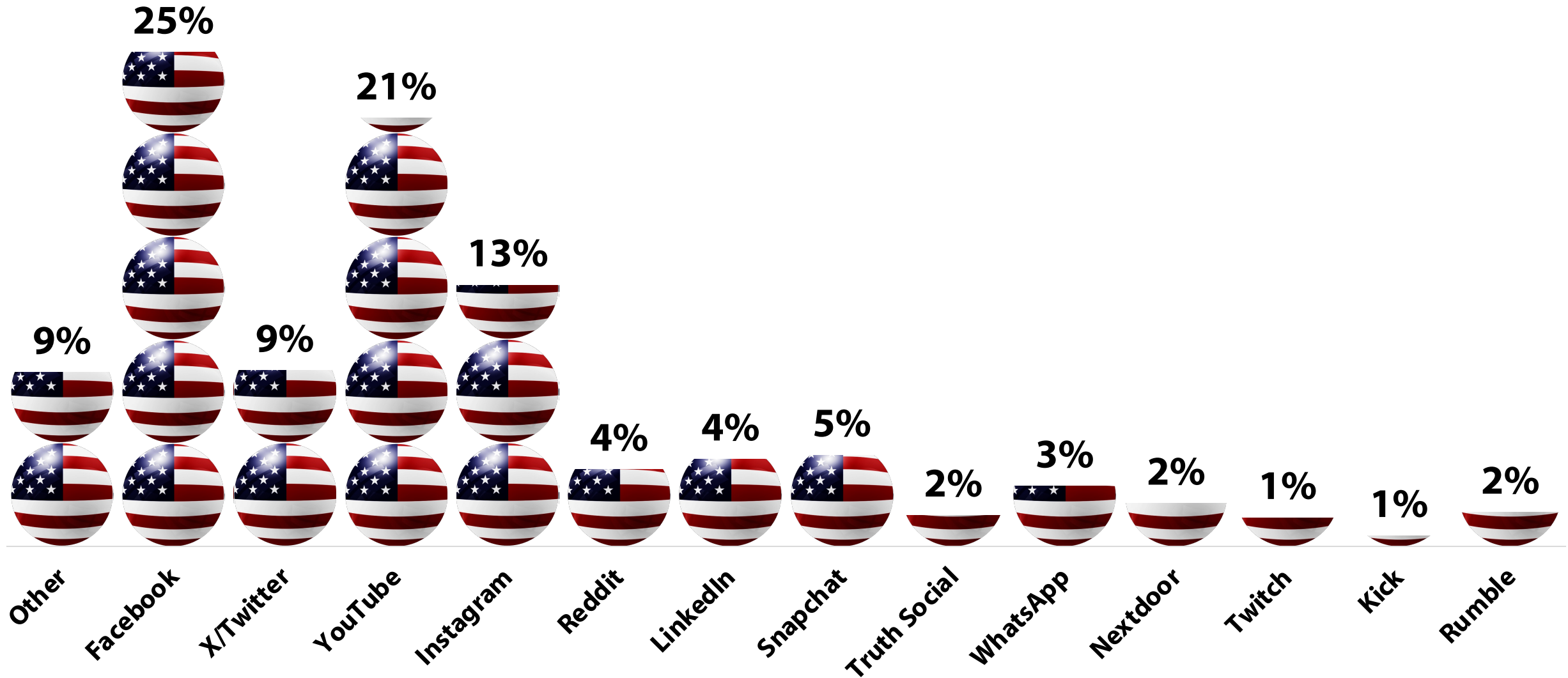


**Within the realm of news on social media, Facebook still reigns supreme - followed closely by YouTube.**

**Even among Gen Z and Millennials who also use Instagram and YouTube for news, old school Facebook takes the top social media news spot.**

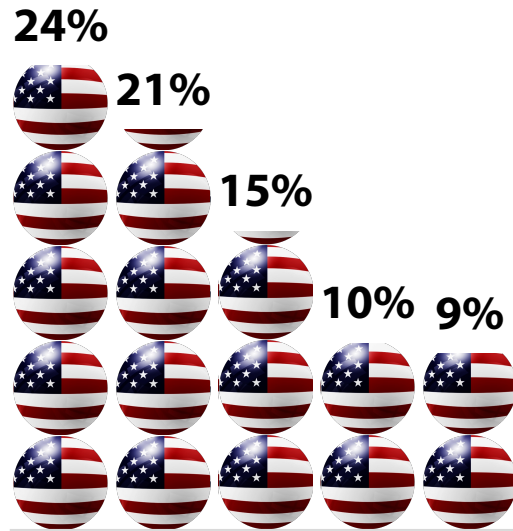
# WHICH PLATFORMS DO YOU USE TO GET YOUR NEWS?

ALL THAT APPLY | n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



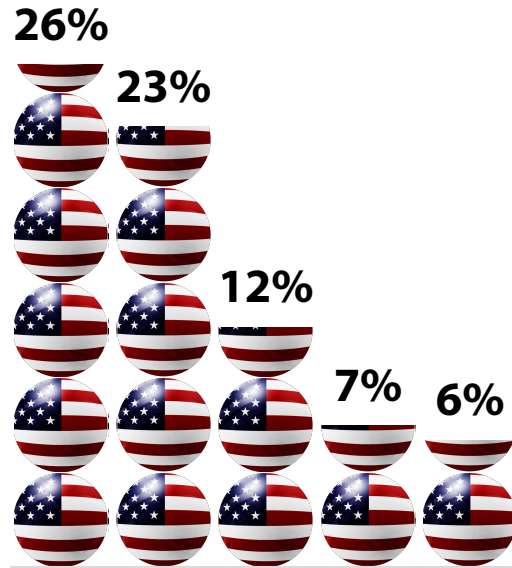
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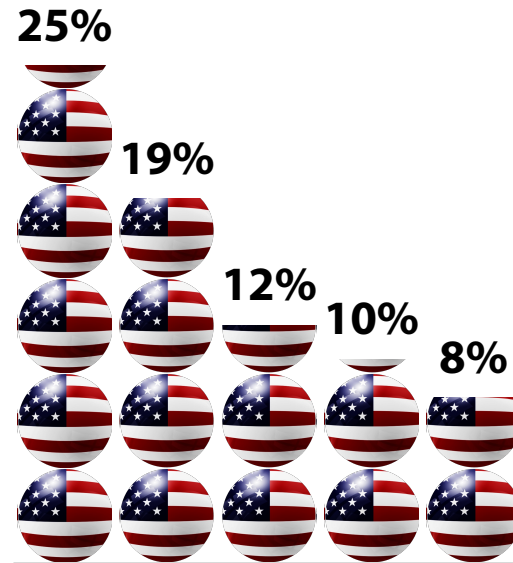
Facebook  
YouTube  
Instagram  
Other  
X/Twitter

25-34



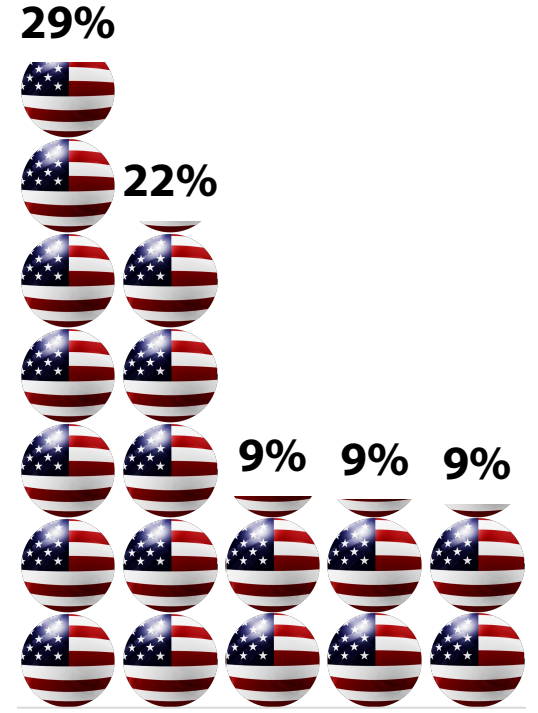
Facebook  
YouTube  
Instagram  
X/Twitter  
Other

35-44



Facebook  
YouTube  
Other  
Instagram  
X/Twitter

45-54



Facebook  
YouTube  
Other  
Instagram  
X/Twitter

55+

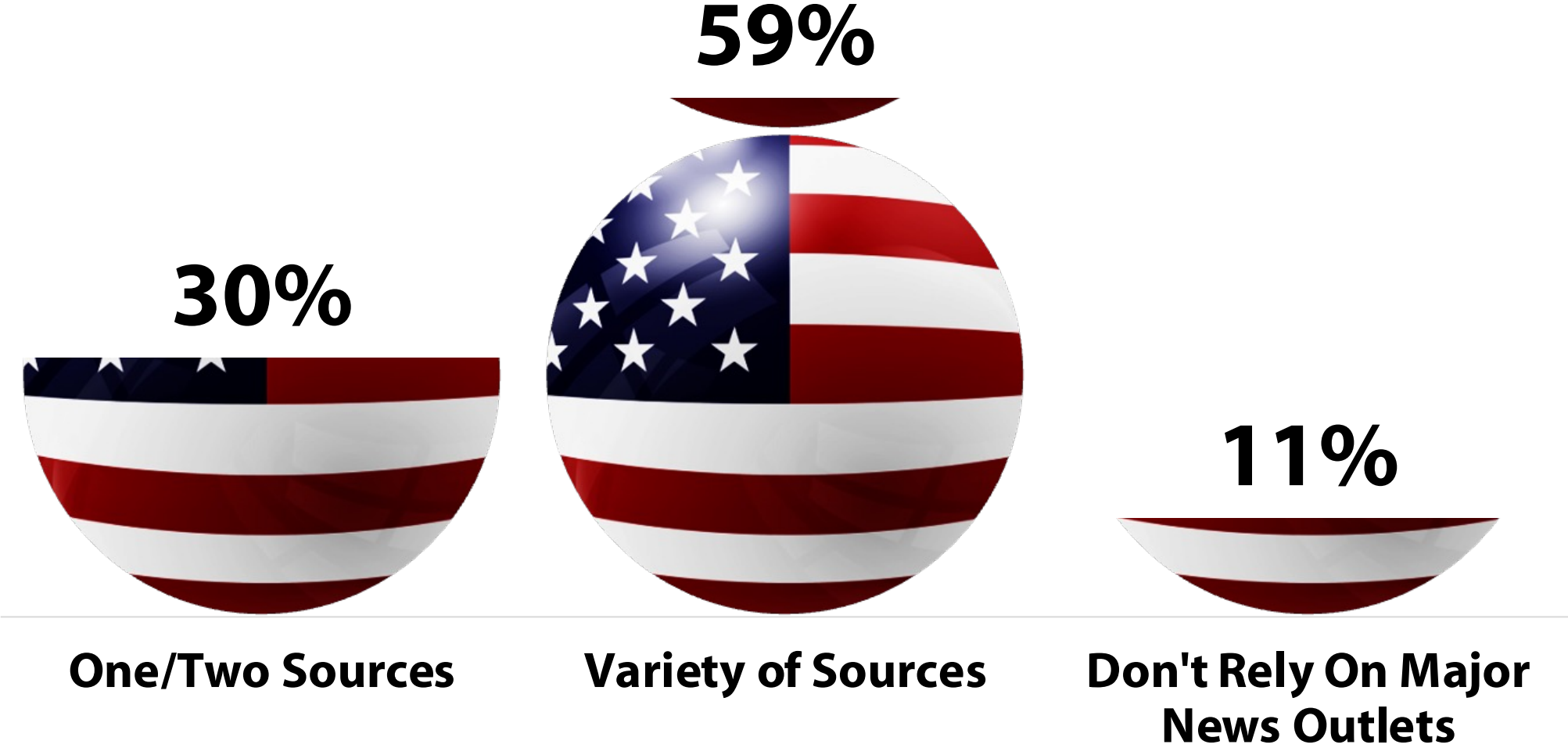
**Americans do like to vary their news sources, preferring a mix of outlets over a chosen one or two.**



**However polarized the American electorate might be, there is *widespread* agreement among all ages in their distrust of American media and its coverage of American politics.**

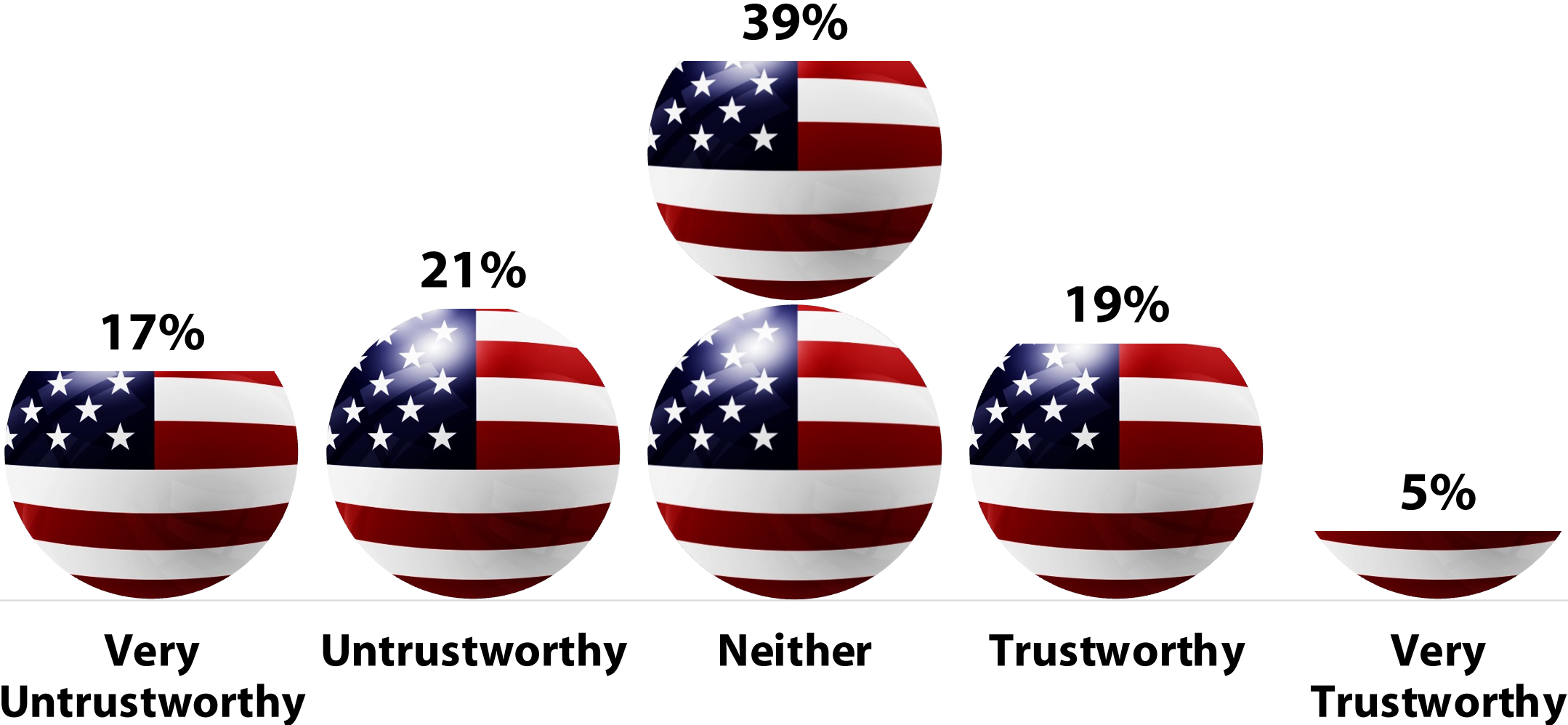
# FOR NEWS, DO YOU RELY ON ONE-TWO SOURCES OR A VARIETY OF SOURCES?

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# WOULD YOU SAY THE AMERICAN NEWS MEDIA IS...

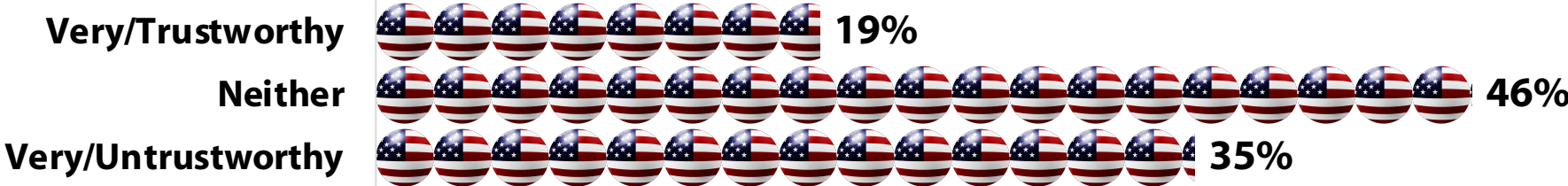
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25-34



35-44



45-54



55+





**Among most Americans, ABC News, FOX News and CBS take up the top three spots for news viewership, with CNN scoring better with younger viewers than older. It's worth noting that, at least according to this survey, FOX also appears to do far better with younger audiences than one might imagine – scoring better with Americans 25-34 than with those 55+.**



**For those who read news, no single source (with the possible exception of USA Today) carries widespread weight with any of the age groups. None of the above has a bigger following than any other digital “print” news outlet, including The New York Times, The Washington Post, USA Today, or The Wall Street Journal.**

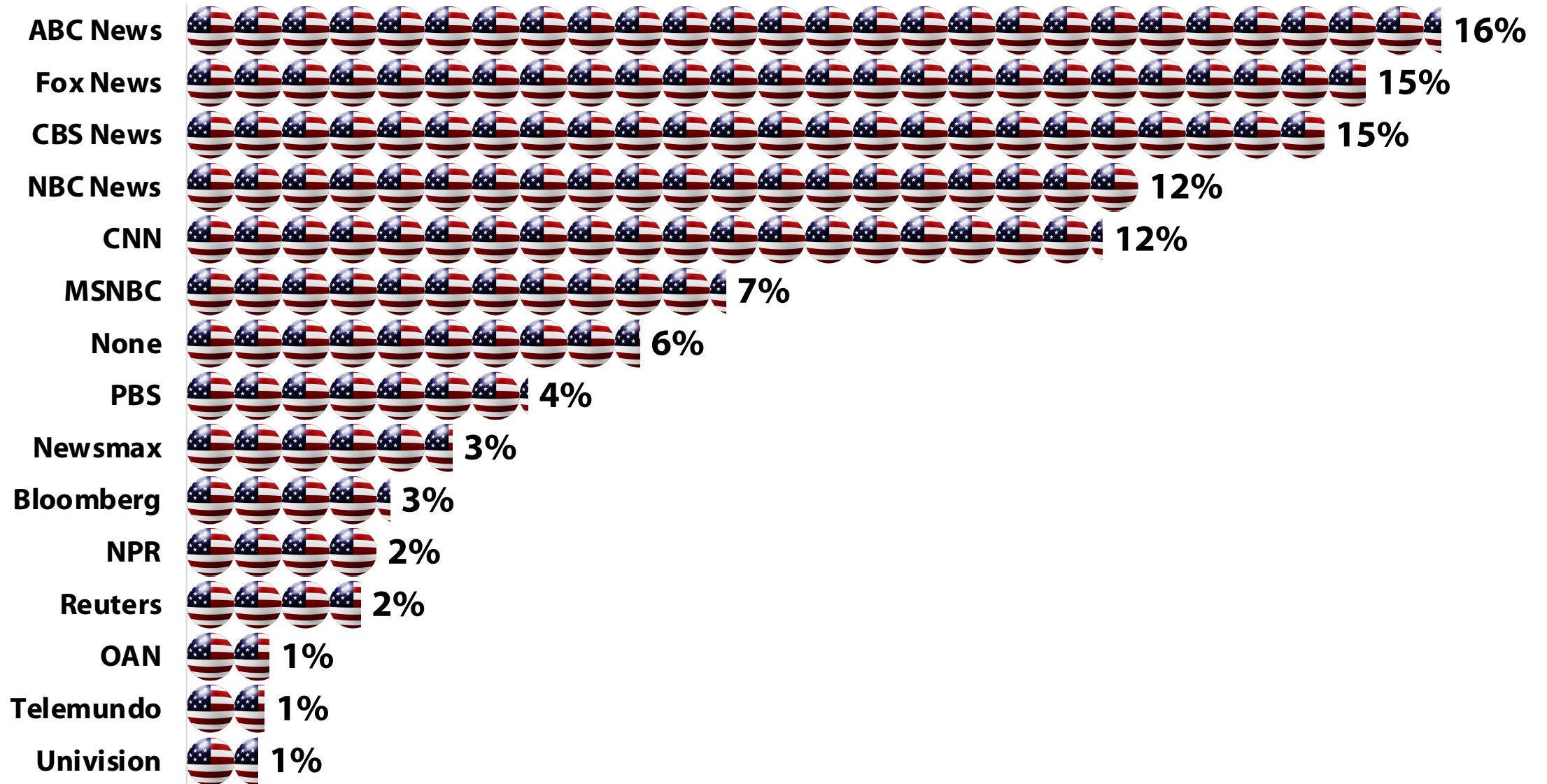


**FOX News is now America's most trusted source of news – by a sizable margin – once again garnering more trust with A25-34 than with A44-54 and doing almost as well among 34-45 as with A55+.**



# WHICH OF THE FOLLOWING HAVE YOU SEEN/READ IN THE PAST 2 WEEKS?

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25-34



35-44



45-54

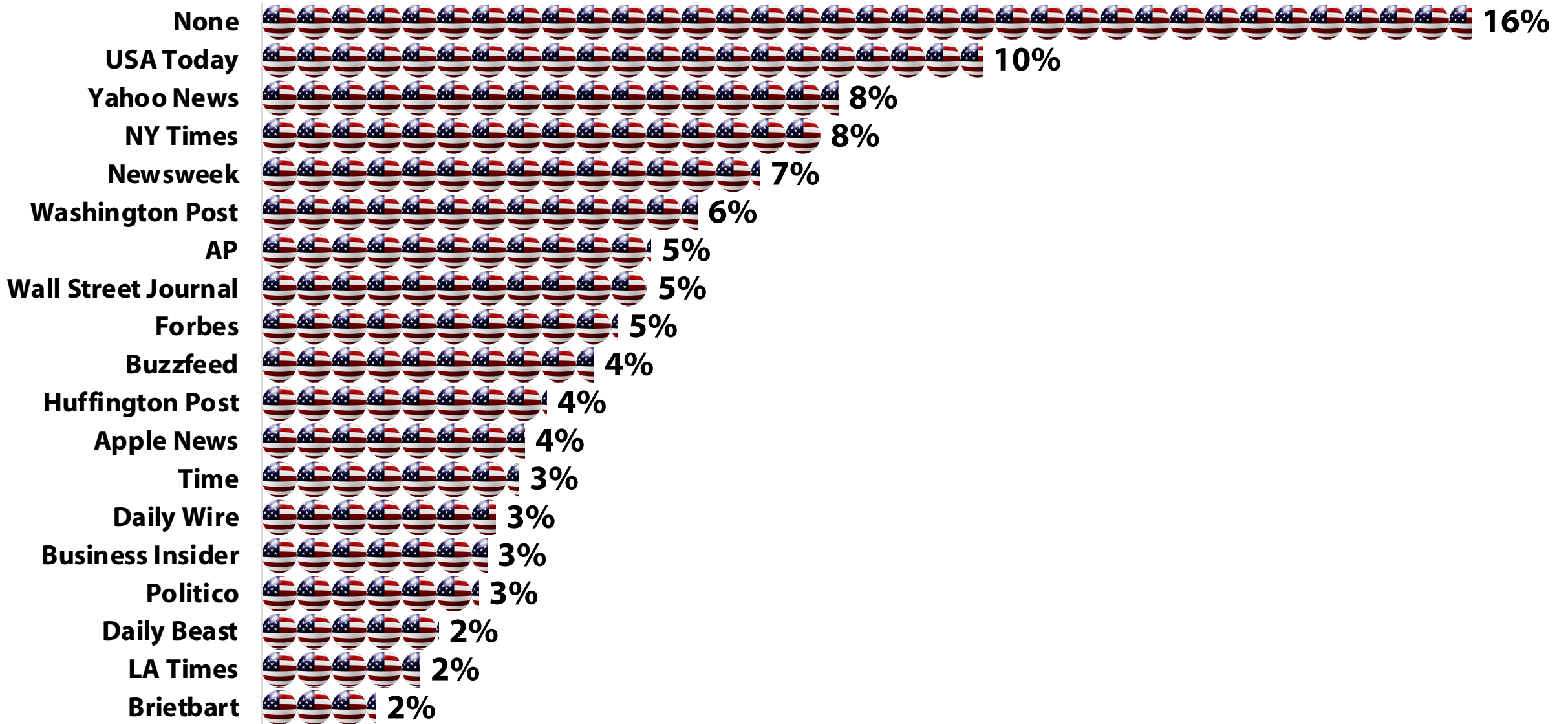


55+



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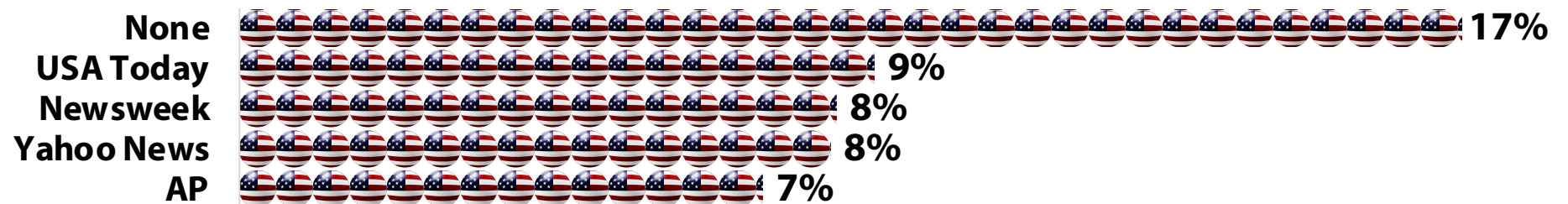
25-34



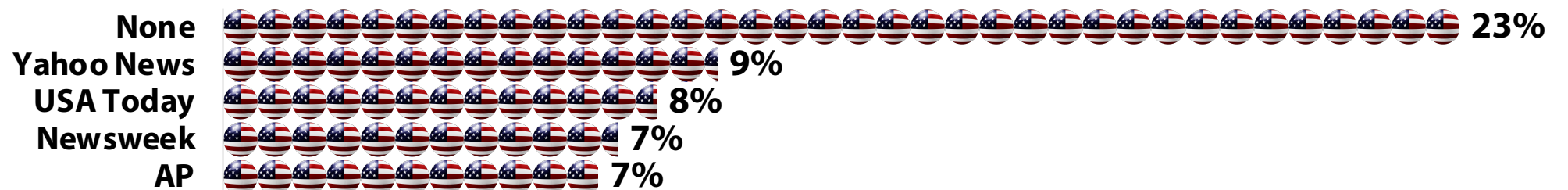
35-44



45-54

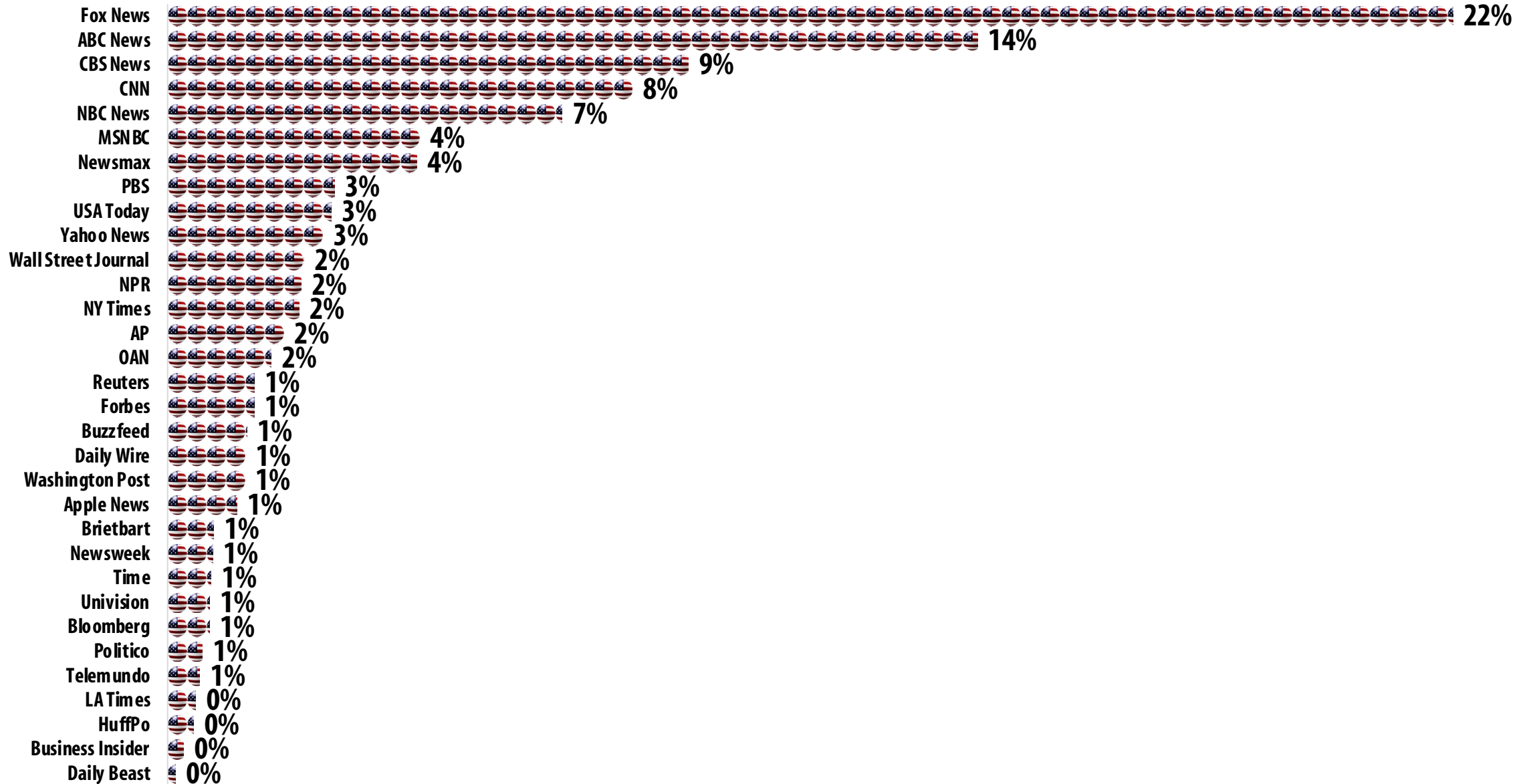


55+



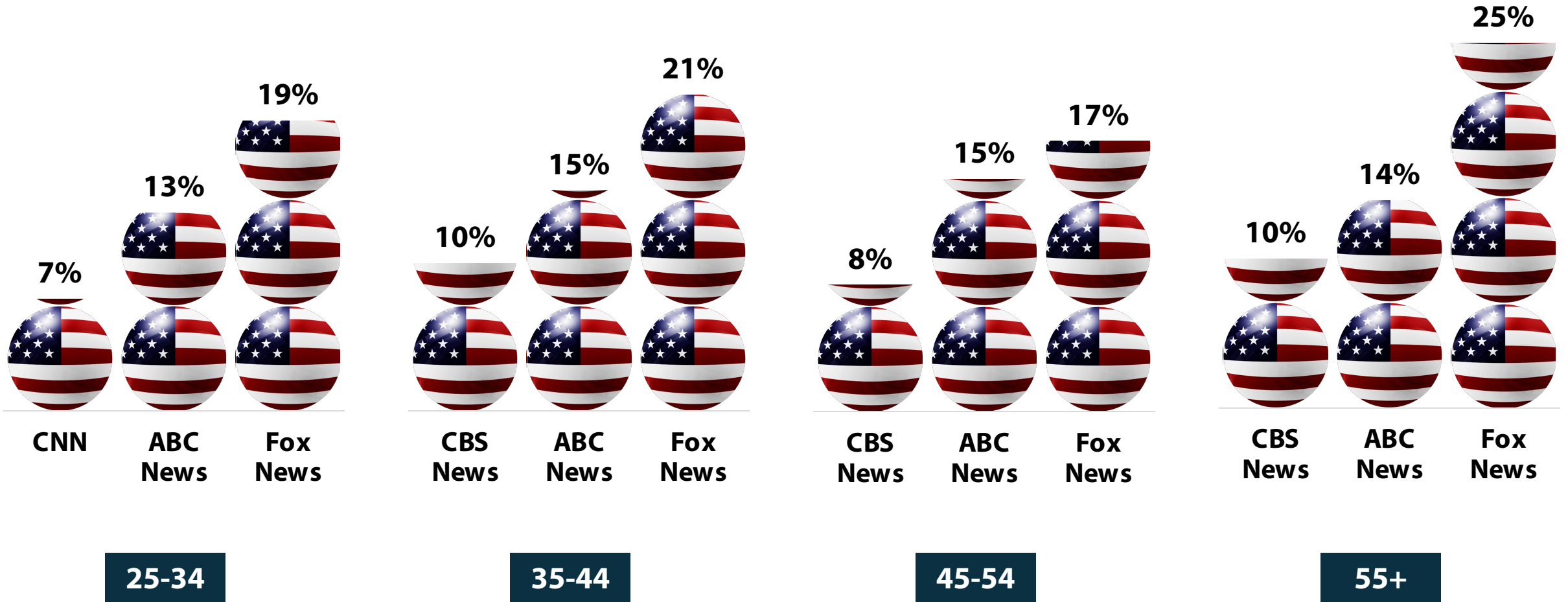
# WHICH ONE OF THE FOLLOWING NEWS SOURCES DO YOU MOST TRUST?

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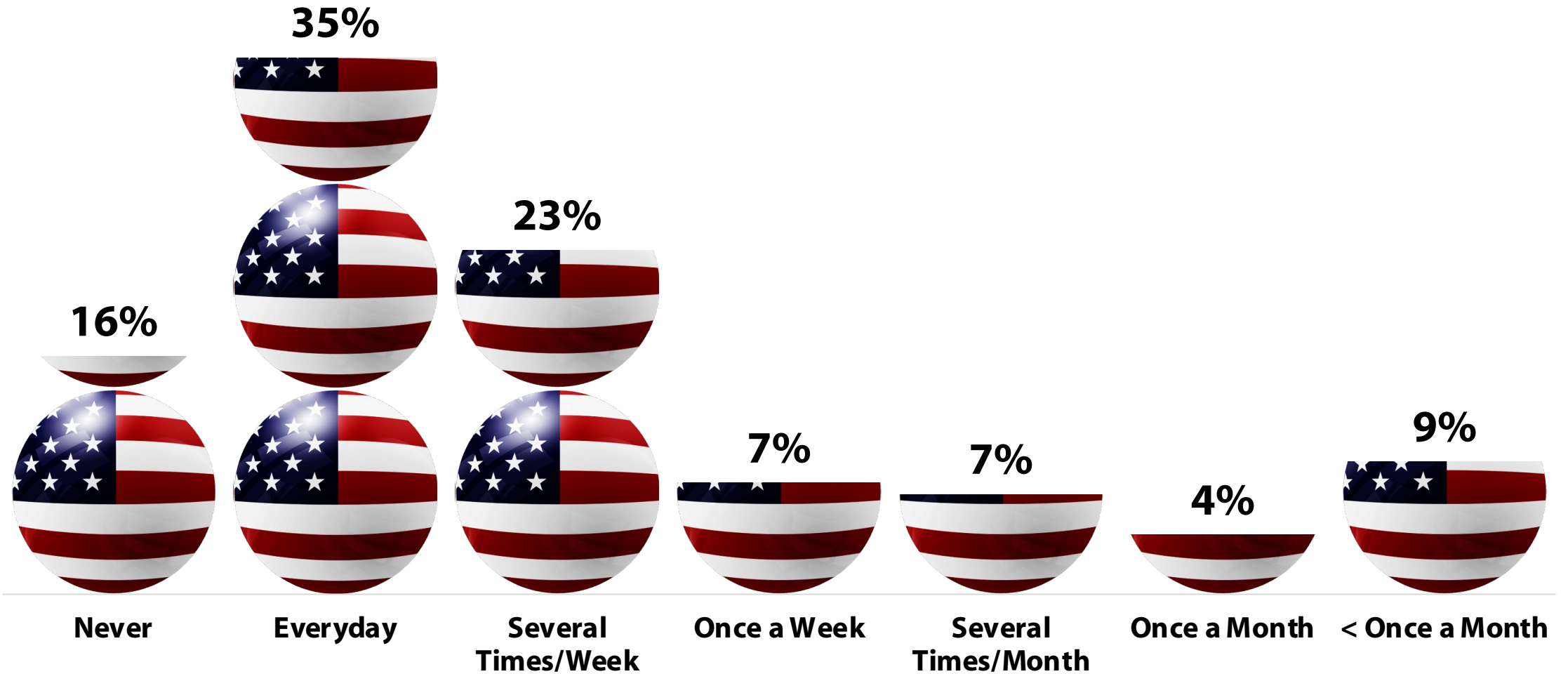
**58% of Americans read or view election news several times per week, or everyday. However, that attention skews old.**



**Only 1 in 5 Americans under 45 are paying daily attention to news about the 2024 election, whereas more than half of those over 55 catch up on election news everyday.**

# DO YOU READ/SEE/HEAR ABOUT NEWS ON THE UPCOMING 2024 ELECTIONS?

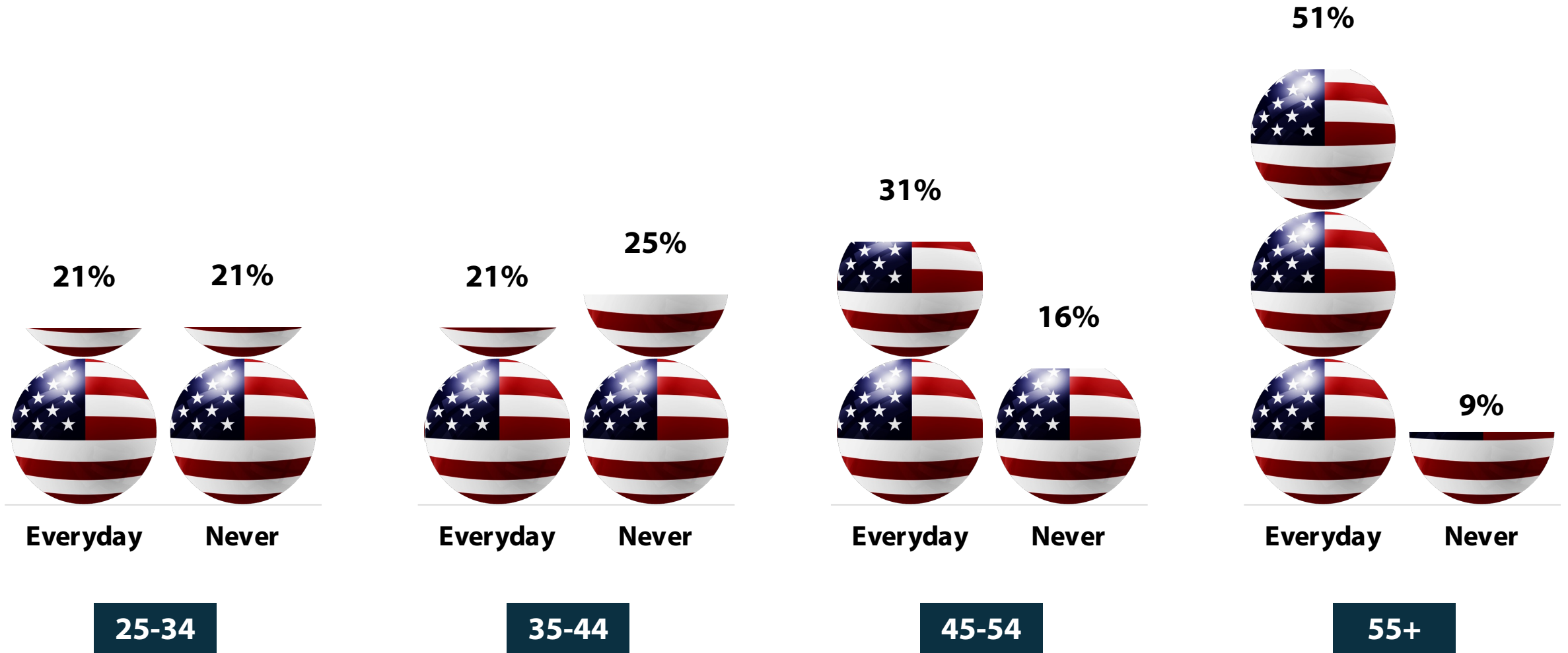
n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP





# DO YOU READ/SEE/HEAR NEWS ABOUT THE UPCOMING 2024 ELECTIONS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP

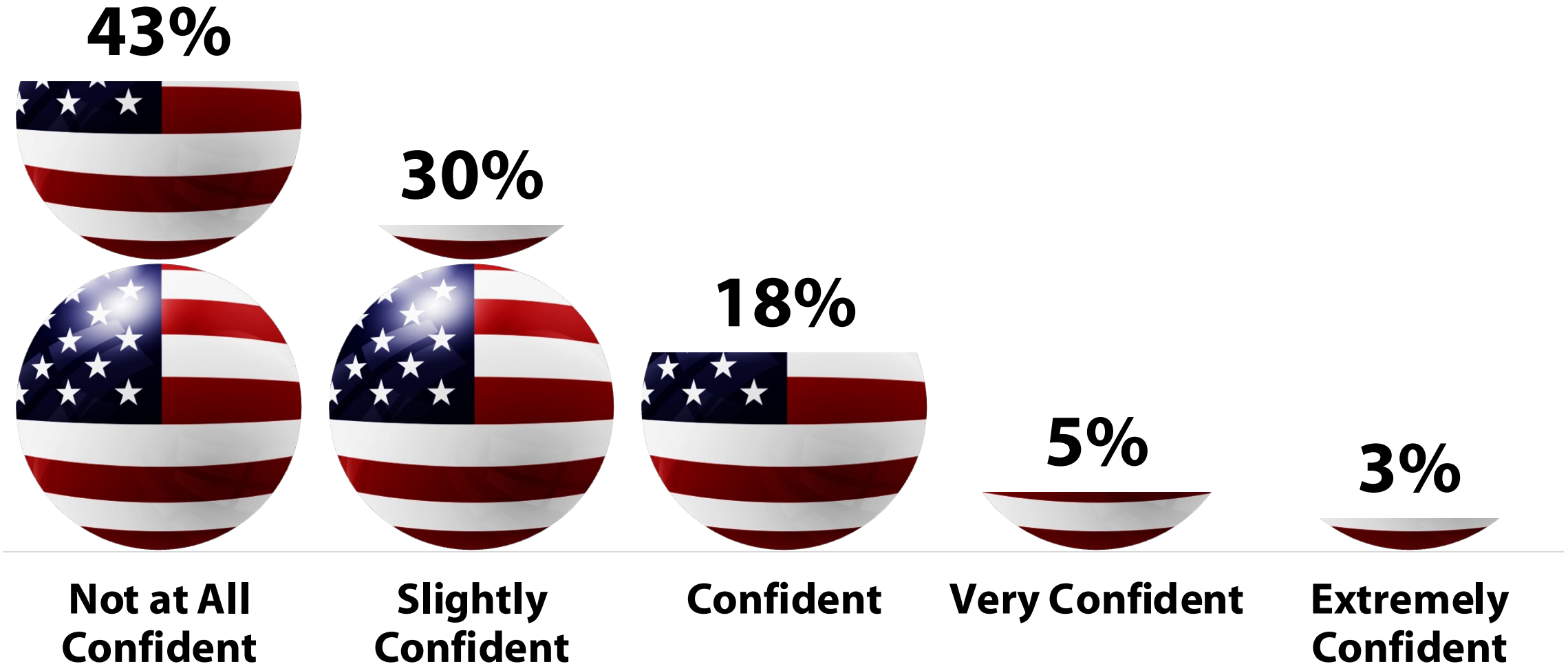


**For voters of all ages, though, the trust issue looms large. Across all demographics, *nearly half of American voters* do not trust our mainstream news sources or our social media platforms to accurately portray the issues or candidates in the 2024 election cycle. Less than 25% of Americans are confident in news media or social media to provide accurate coverage.**



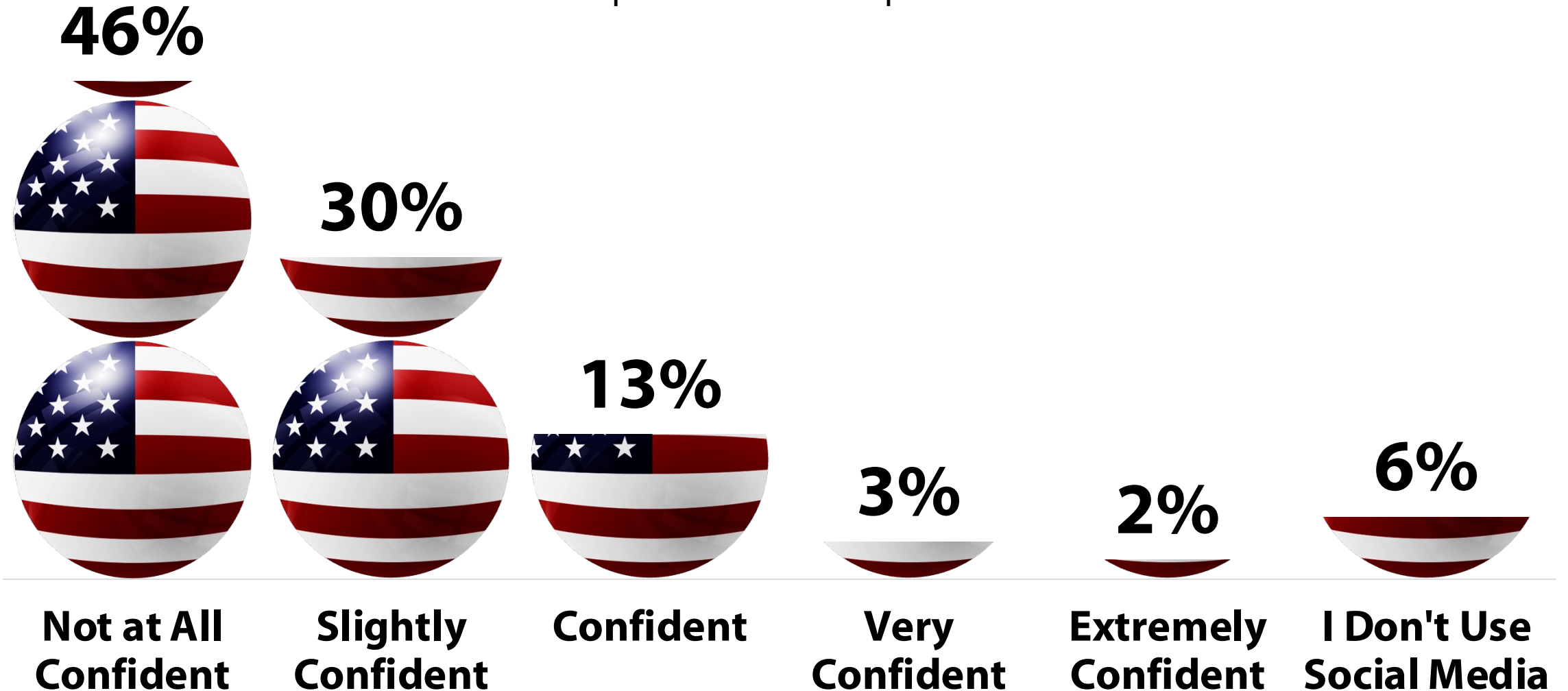
# HOW CONFIDENT ARE YOU THAT THE NEWS MEDIA WILL ACCURATELY REPRESENT CANDIDATES/ISSUES OF THE 2024 PRESIDENTIAL ELECTION?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# HOW CONFIDENT ARE YOU IN THE ACCURACY OF THE INFO CONCERNING ABOUT ELECTIONS AND CANDIDATES THAT YOU SEE ON SOCIAL MEDIA?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



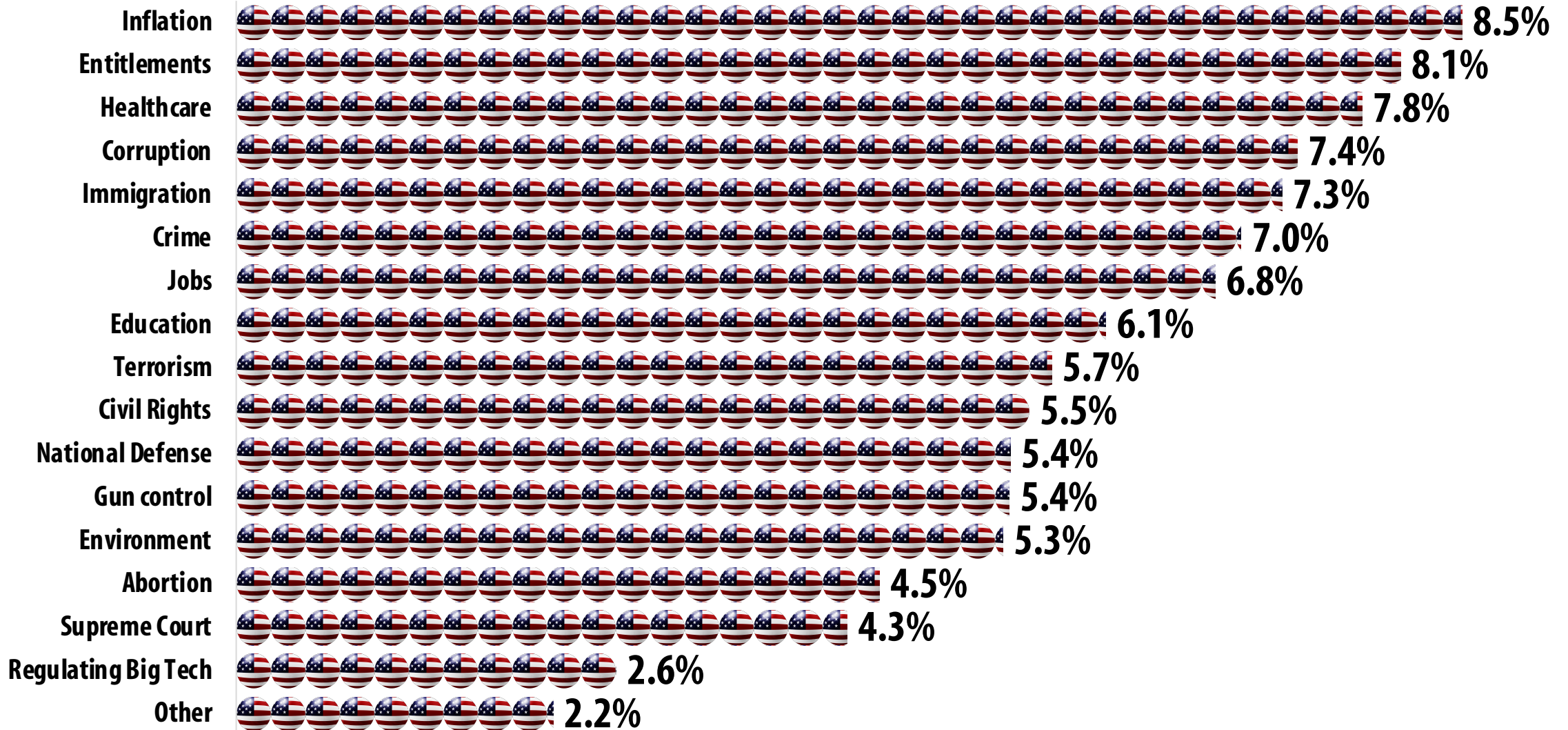


**No single issue breaks away from the pack as *most important* for any age group. No issue score more than 10% among any demographic.**

**Healthcare and Inflation rank highly for most voters. Younger Americans are more focused on Jobs and Healthcare, while older voters are more concerned with Immigration and Entitlements like Social Security.**

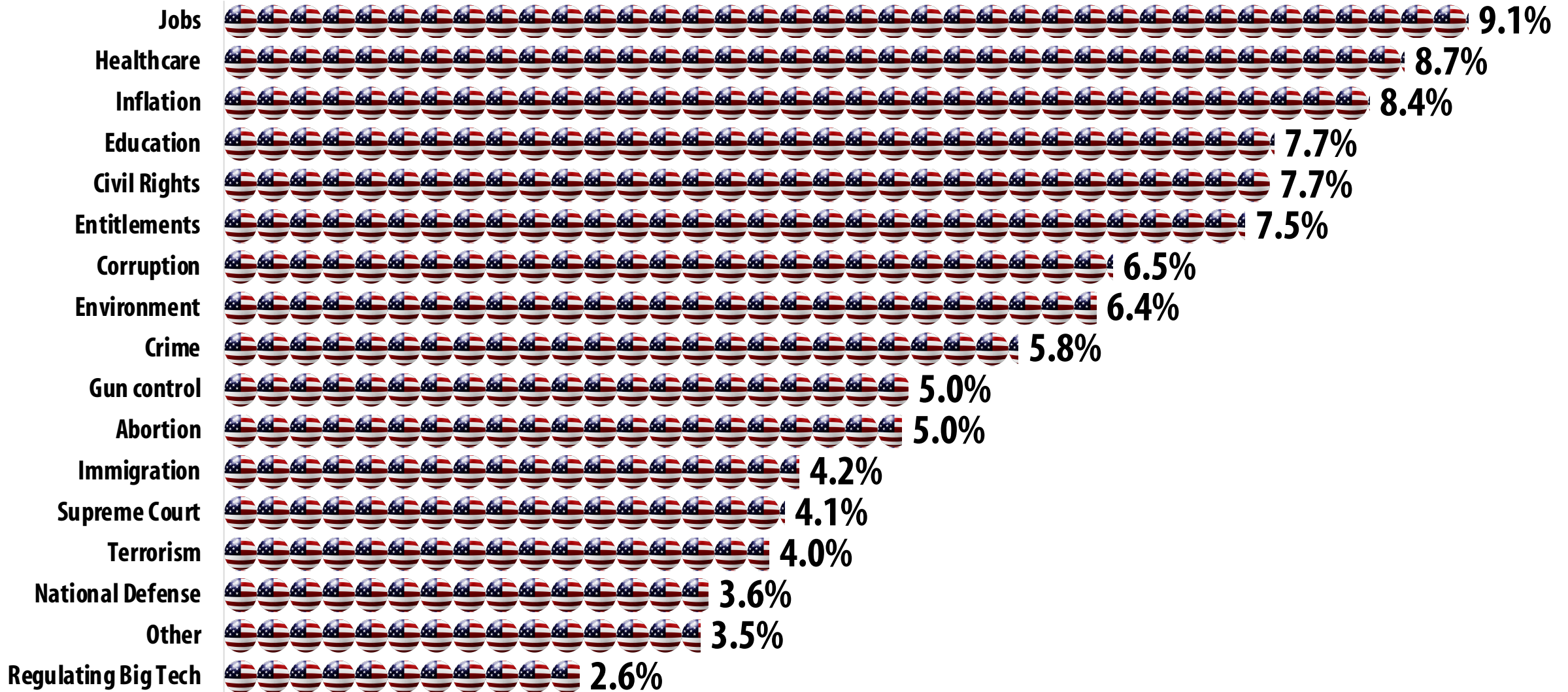
# WHICH OF THE FOLLOWING ISSUES ARE IMPORTANT TO YOU FOR THE 2024 PRESIDENTIAL ELECTION?

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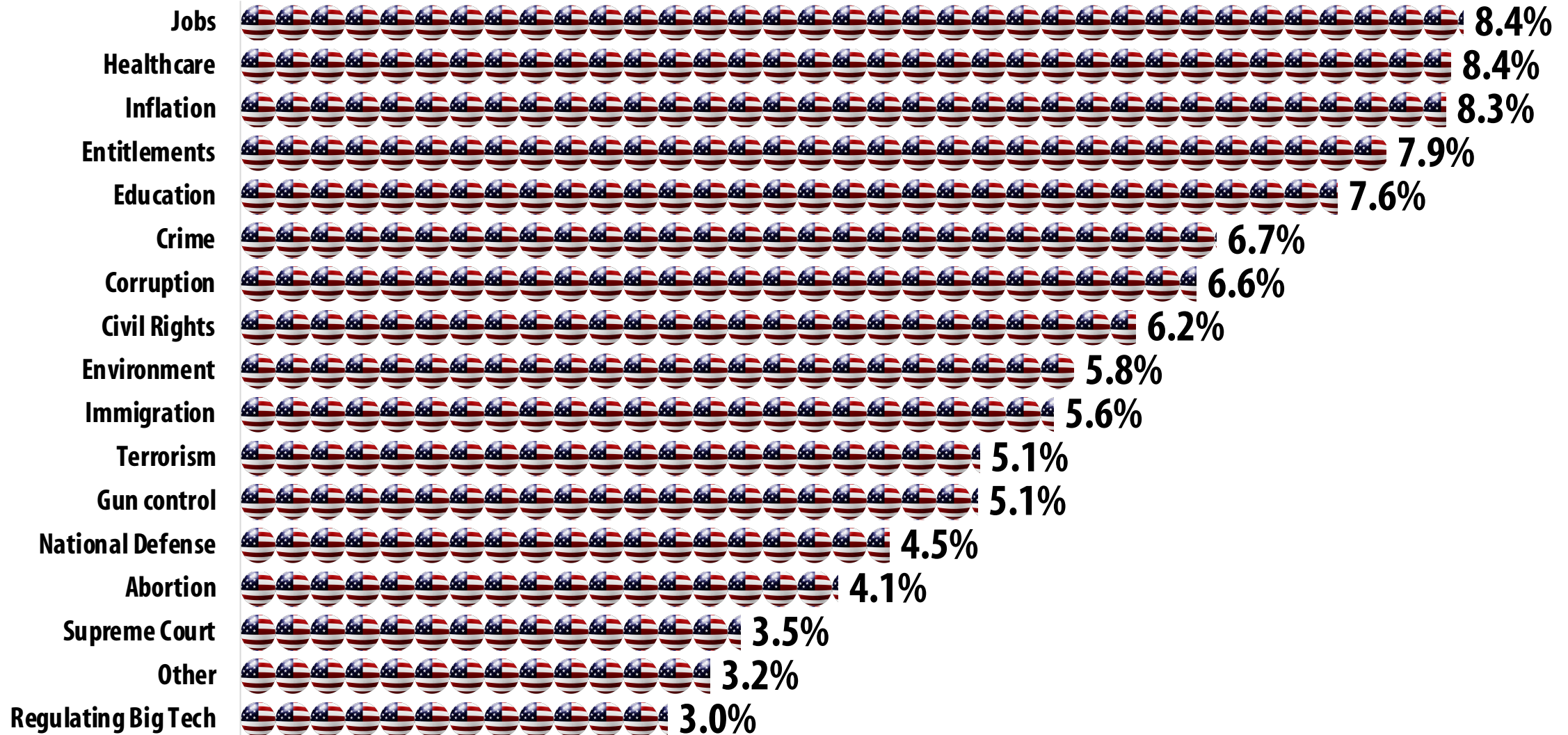
# WHICH OF THE FOLLOWING ISSUES ARE IMPORTANT TO YOU FOR THE 2024 PRESIDENTIAL ELECTION? **A25-34**

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# WHICH OF THE FOLLOWING ISSUES ARE IMPORTANT TO YOU FOR THE 2024 PRESIDENTIAL ELECTION? **A35-44**

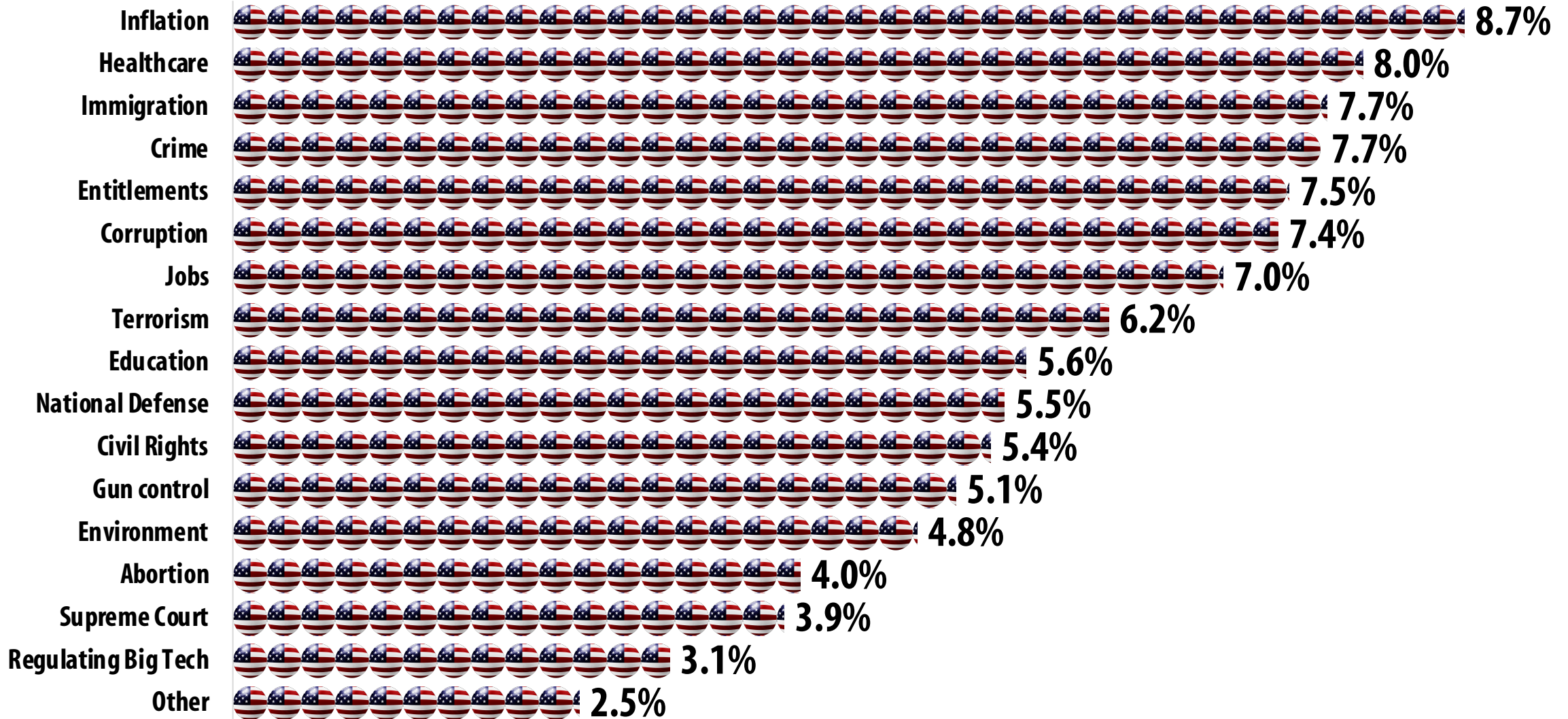
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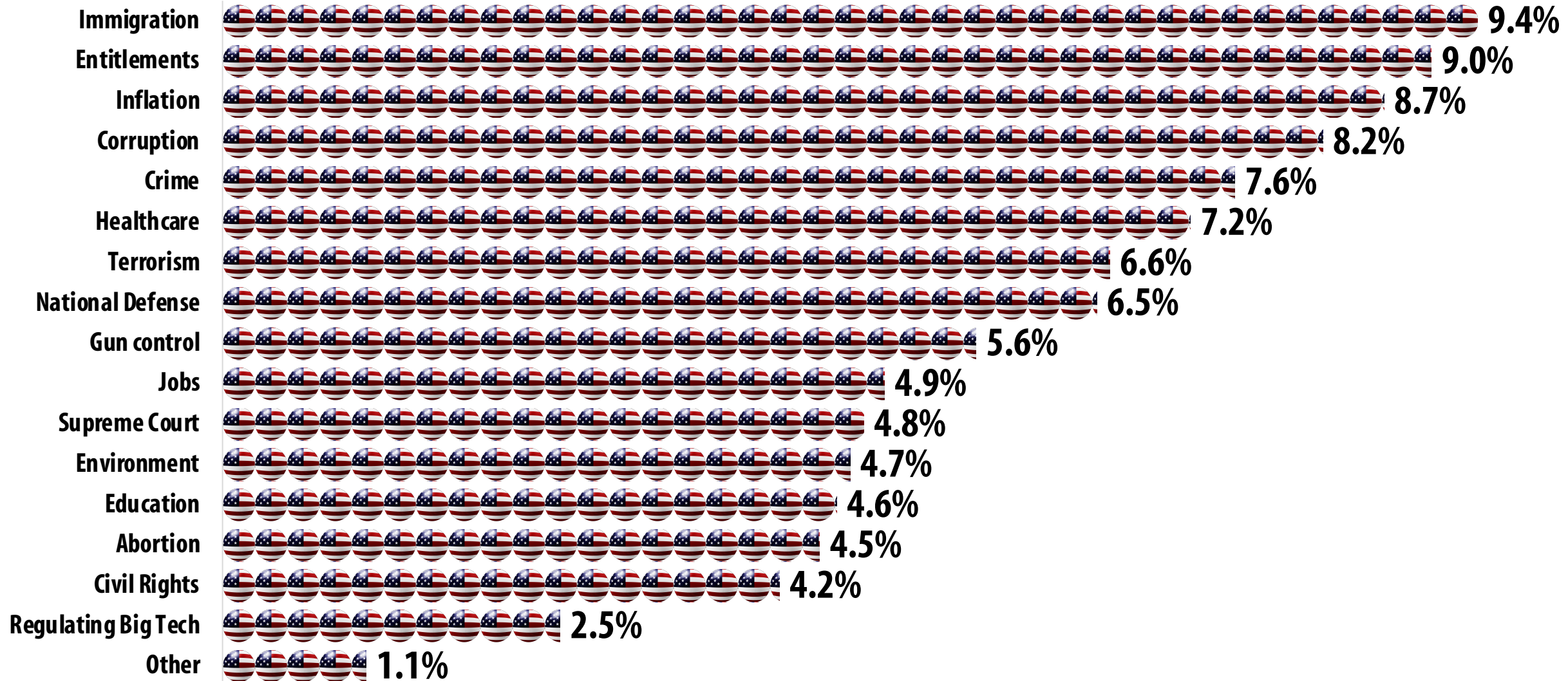
# WHICH OF THE FOLLOWING ISSUES ARE IMPORTANT TO YOU FOR THE 2024 PRESIDENTIAL ELECTION? **A45-54**

ALL THAT APPLY | n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# WHICH OF THE FOLLOWING ISSUES ARE IMPORTANT TO YOU FOR THE 2024 PRESIDENTIAL ELECTION? **A55+**

ALL THAT APPLY | n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



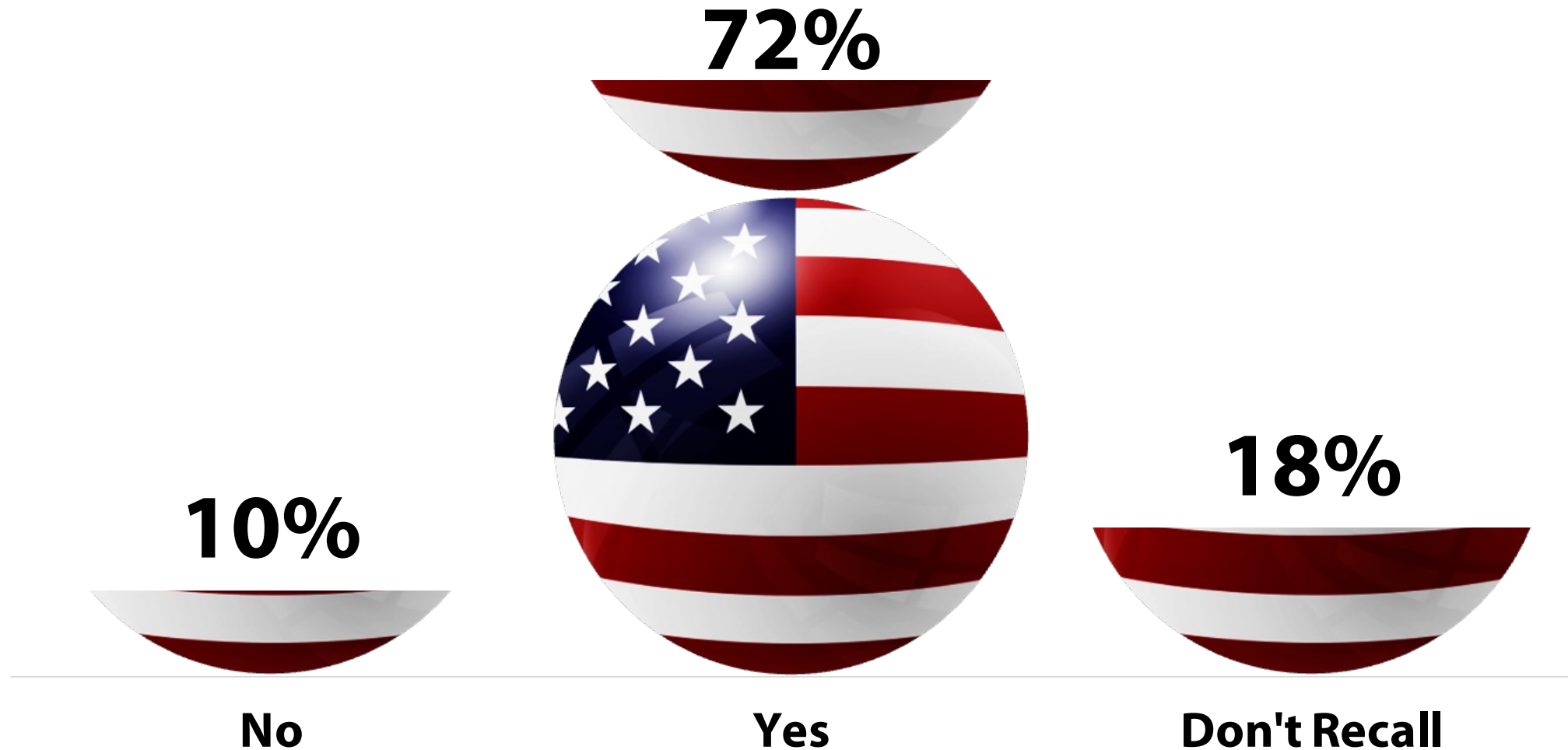
**The majority of Americans have been hit with political ads. And the majority of voters are already tired of them.**



**While we must take consumers' self-reporting on the effectiveness of advertising with very large doses of salt, less than 1 in 4 say that a political ad has every changed their mind.**

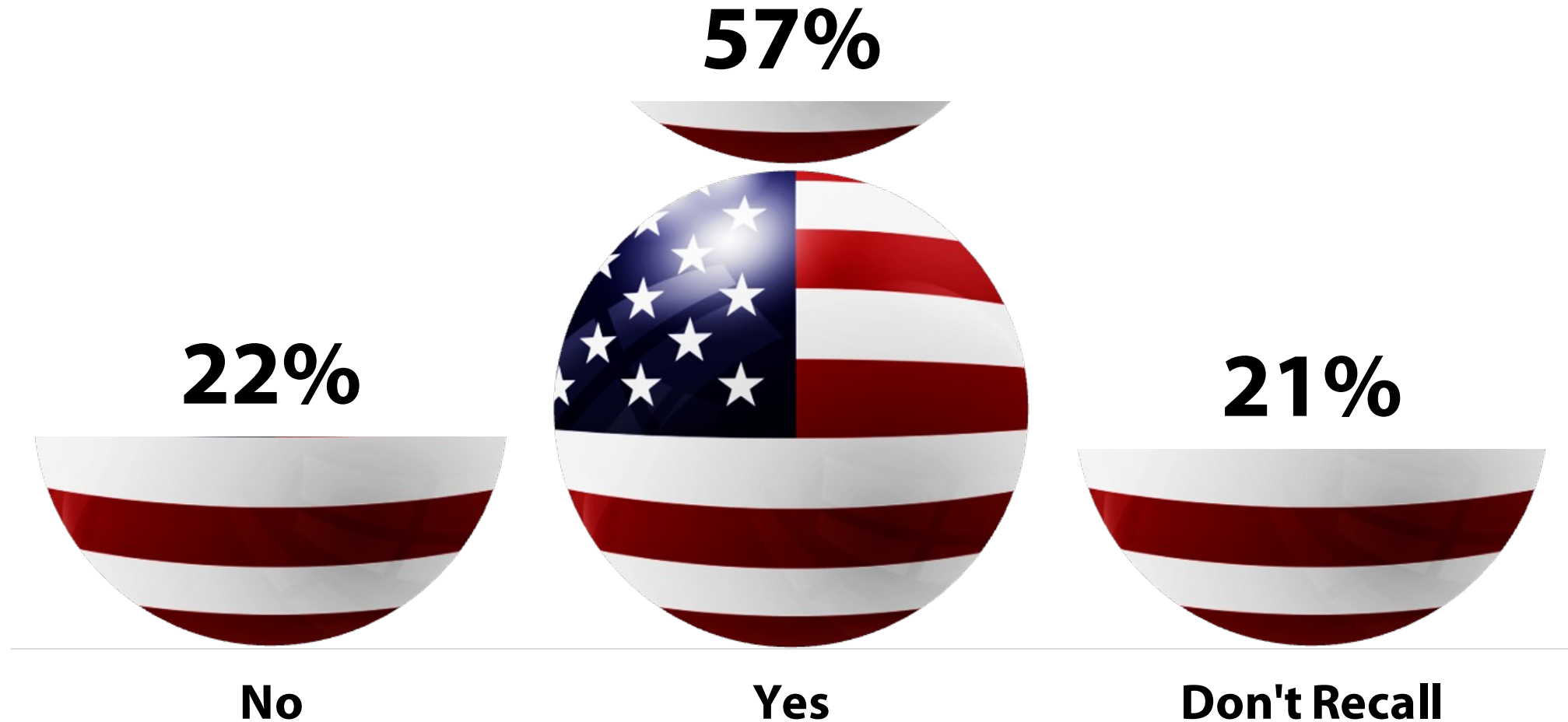
# HAVE YOU READ/SEEN/HEARD POLITICAL ADS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



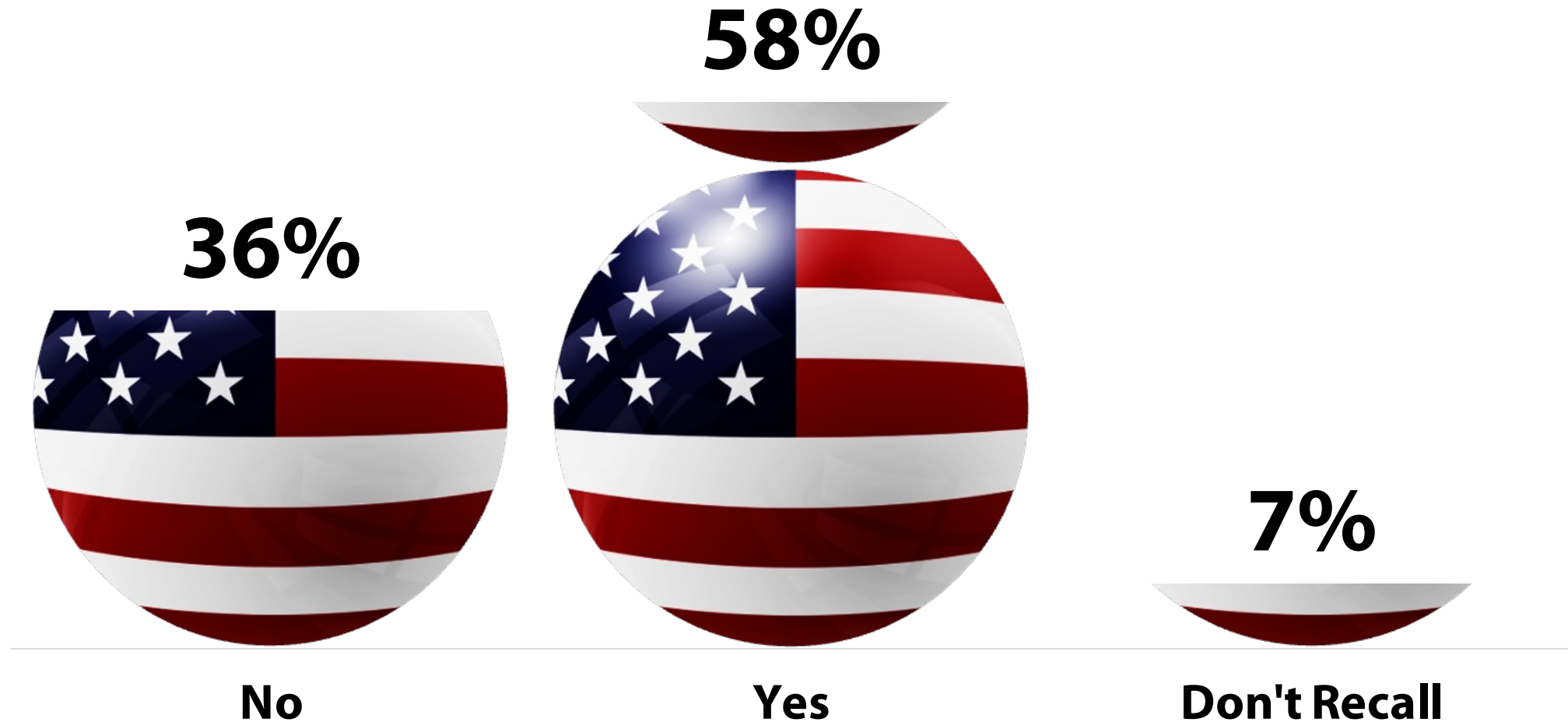
# HAVE YOU SEEN/HEARD/READ ADS FOR THE 2024 PRESIDENTIAL ELECTION IN THE LAST 3 MONTHS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# HAS THE VOLUME OF POLITICAL ADS DURING ELECTION SEASON EVER OVERWHELMED YOU?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# HAVE POLITICAL ADVERTISEMENTS EVER INFLUENCED YOUR DECISION ON WHICH CANDIDATE TO VOTE FOR?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP

**69%**



**No**

**22%**



**Yes**

**8%**



**Don't Recall**



**Across age groups, civic engagement seems quite selective.**

**The overwhelming majority of eligible voters say they voted in the 2020 election and are planning to vote in the 2024 presidential election.**



**However habitual voting in midterm or local elections skews heavily towards people over 45 and especially those over 55+. Conversely, less than one-third of voters under 45 usually vote in local contests – elections that influence the lives of Americans as much or more than those for Executive in Chief.**

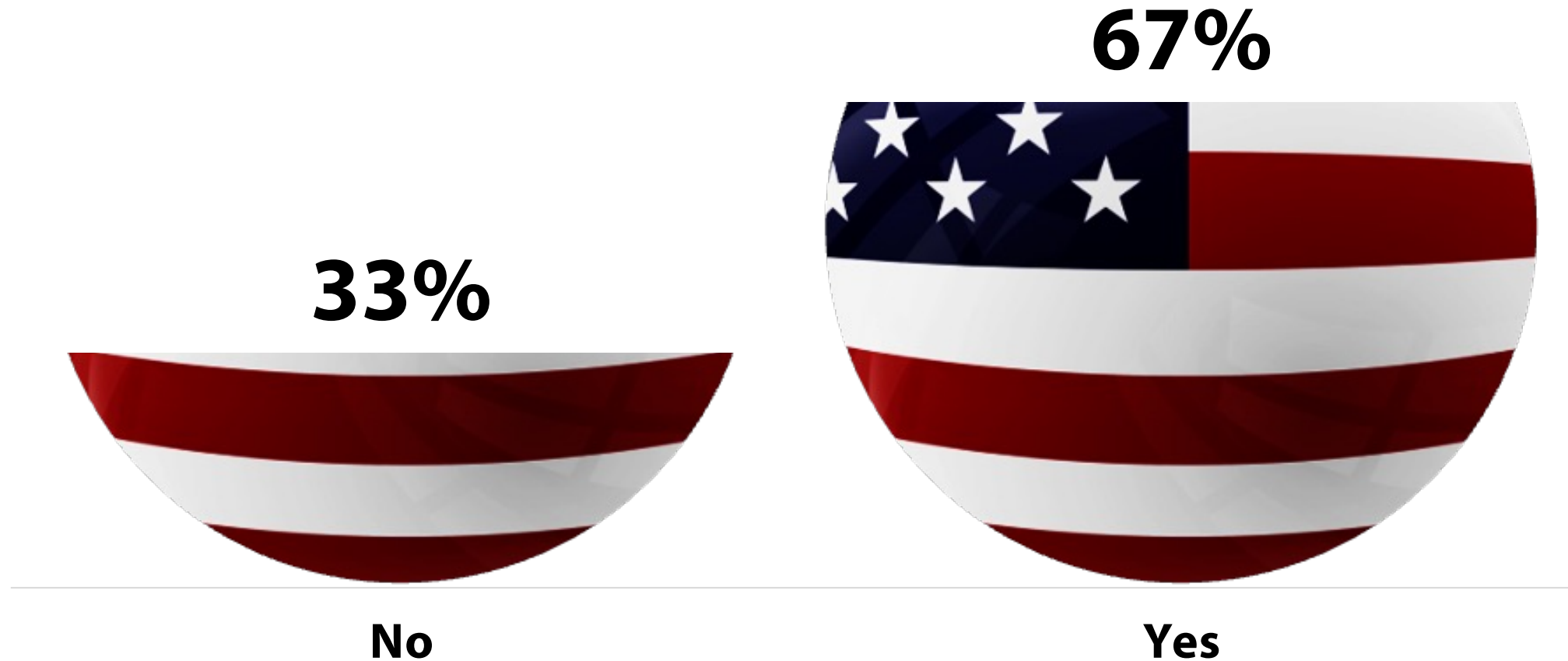


**Perhaps no data indicates a systemic lack of voter engagement than our collective inability to name our current Representative in the House, or our two sitting Senators, especially among voters under the age of 45.**



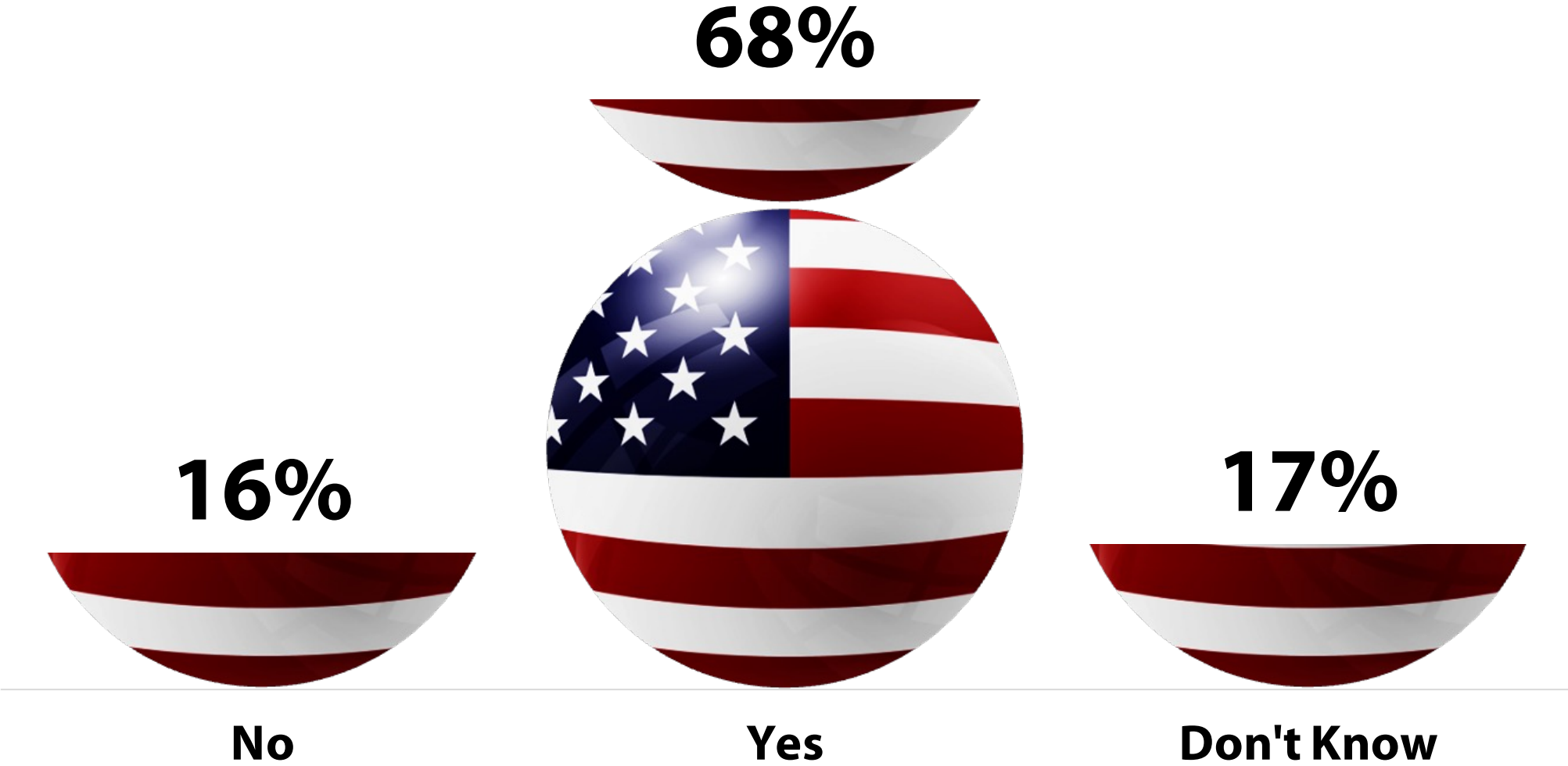
# DID YOU VOTE IN THE 2020 PRESIDENTIAL ELECTION?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



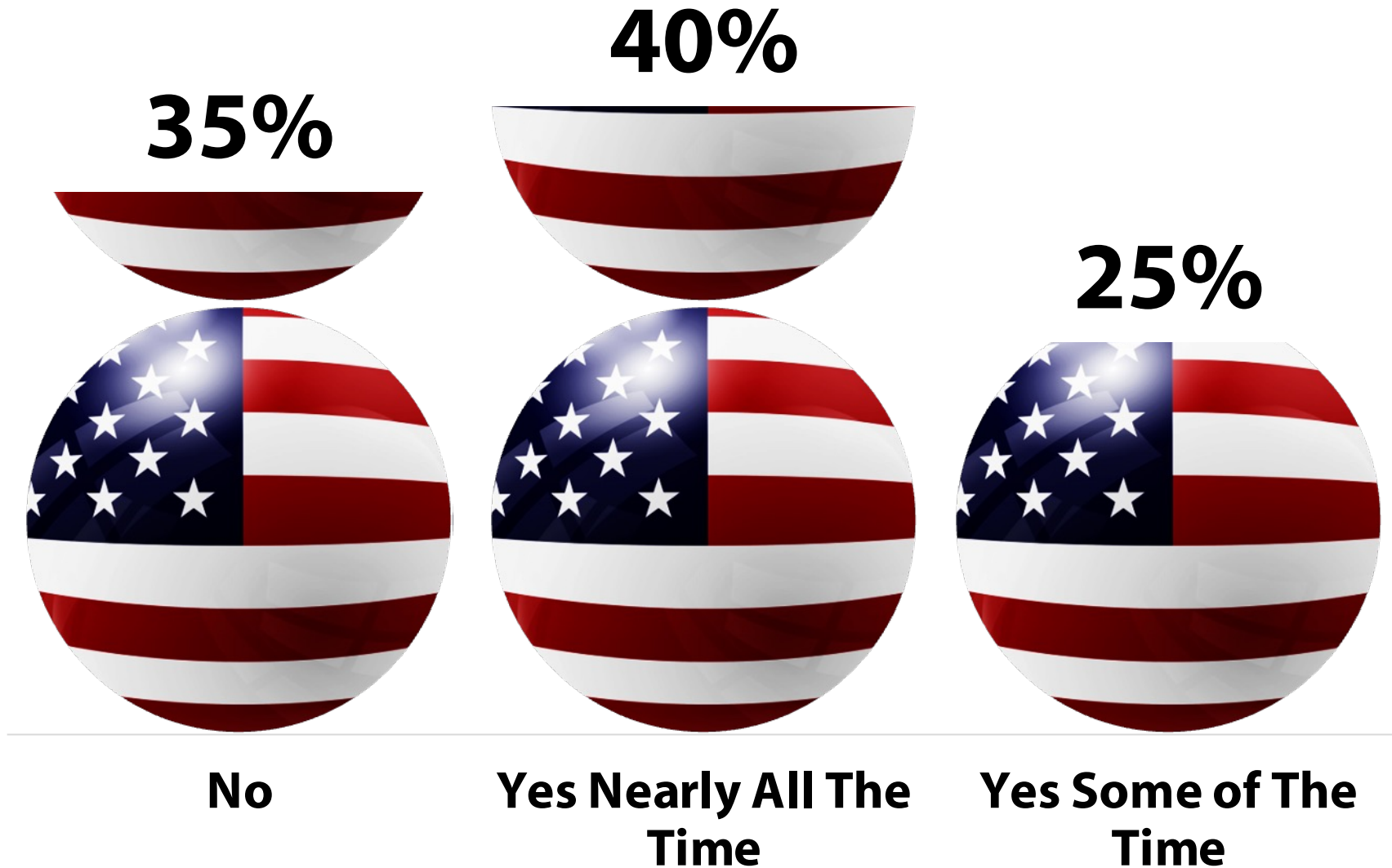
# DO YOU PLAN TO VOTE IN THE 2024 PRESIDENTIAL ELECTION?

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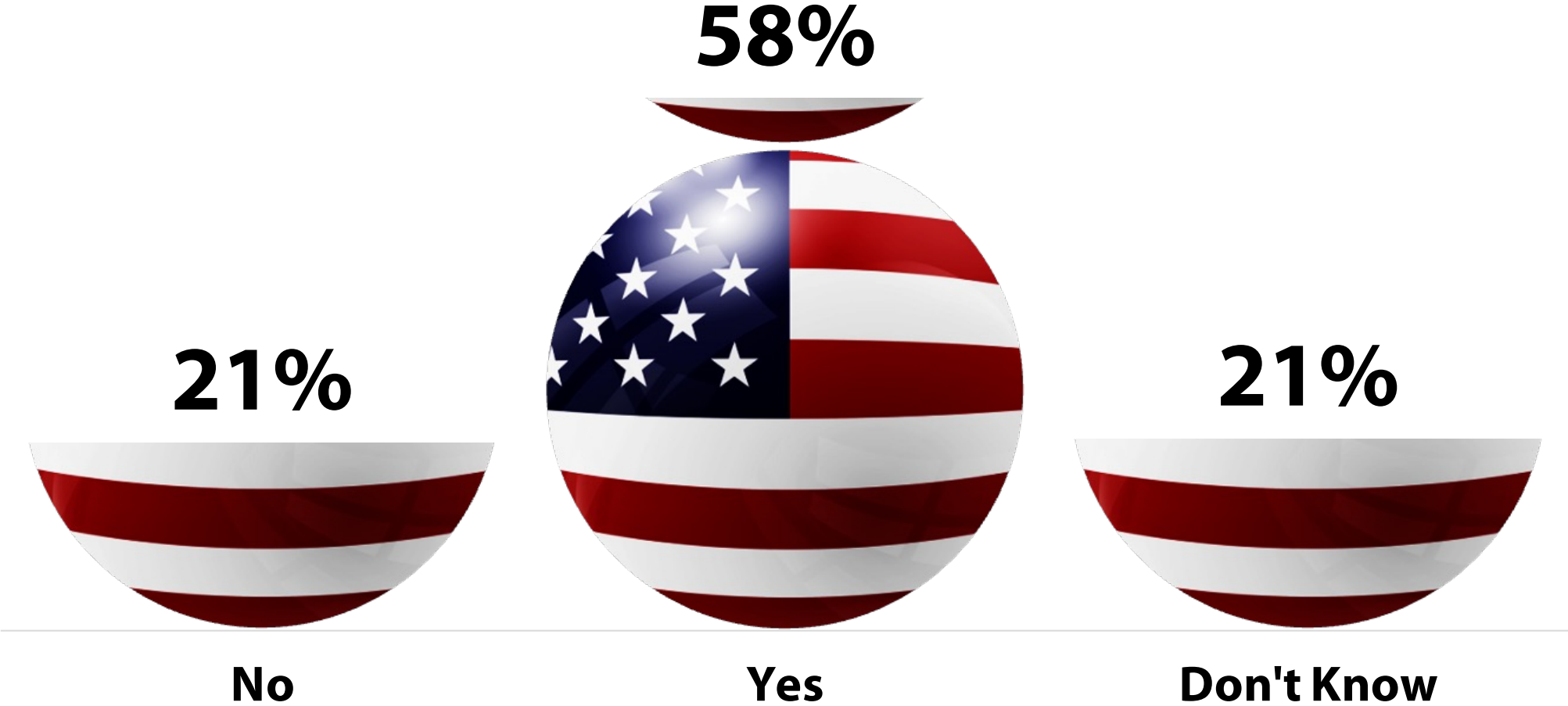
# DO YOU TYPICALLY VOTE IN YOUR LOCAL/CITY ELECTIONS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# DO YOU PLAN TO VOTE IN YOUR STATE'S LEGISLATIVE ELECTIONS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# DO YOU TYPICALLY VOTE IN YOUR LOCAL/CITY ELECTIONS?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP

25-34



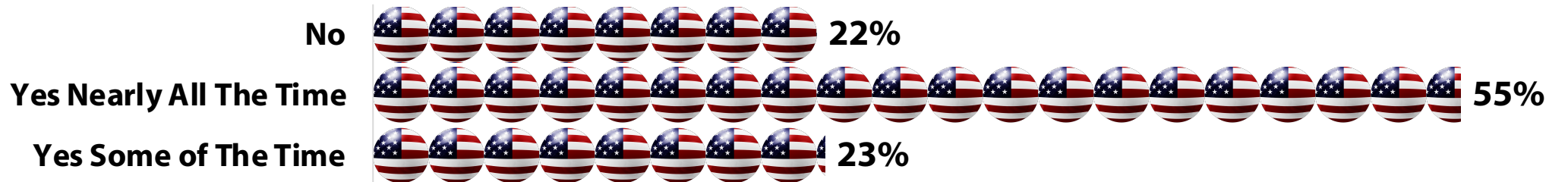
35-44



45-54



55+



# CAN YOU NAME YOUR REPRESENTATIVE IN THE U.S. HOUSE?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP

**53%**



**No**

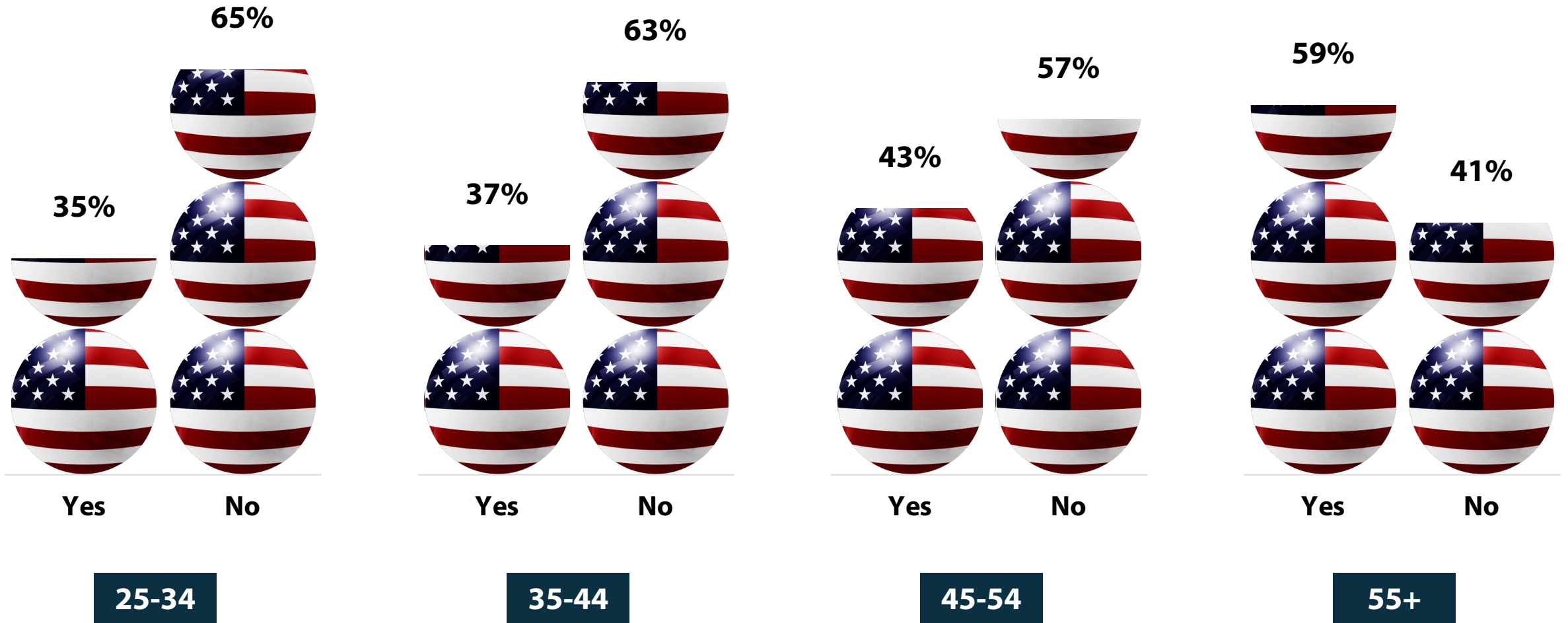
**47%**



**Yes**

# CAN YOU NAME YOUR REPRESENTATIVE IN THE U.S. HOUSE?

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# CAN YOU NAME BOTH SENATORS FROM YOUR STATE?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP

**54%**



**No**

**46%**

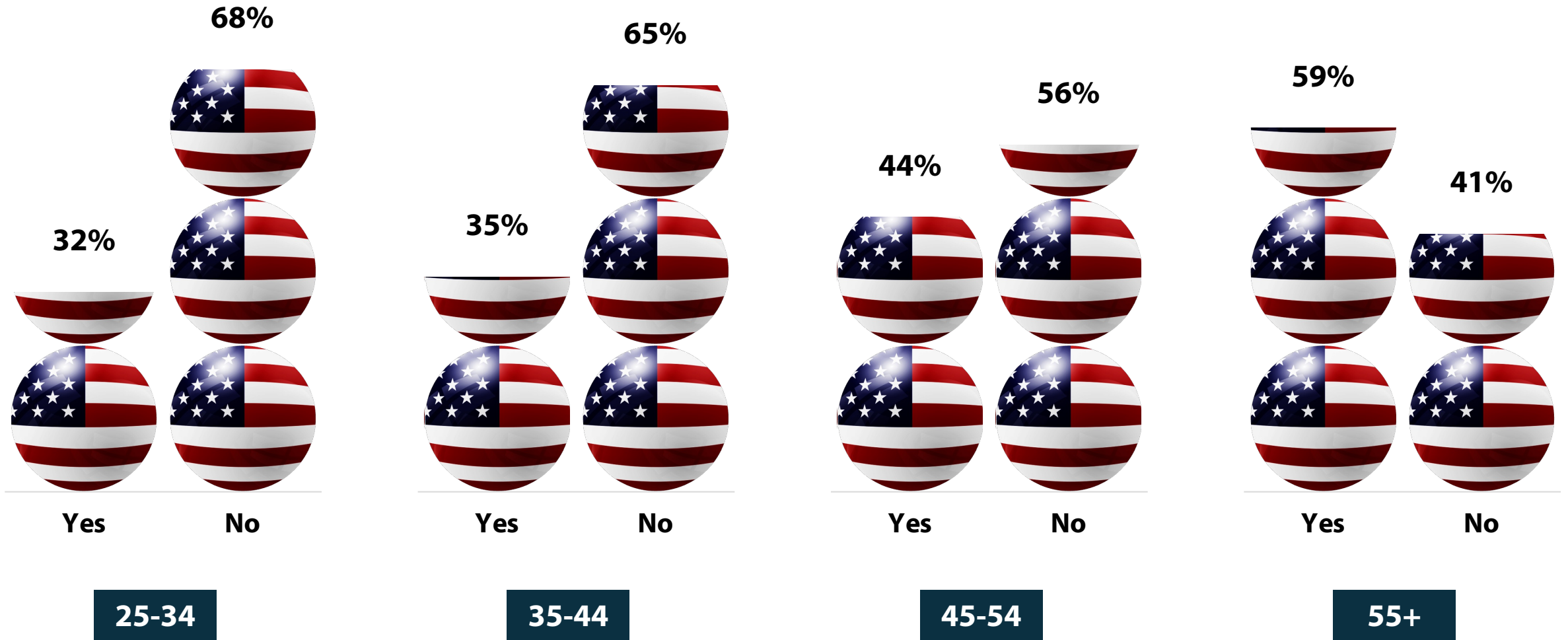


**Yes**



# CAN YOU NAME BOTH SENATORS FROM YOUR STATE?

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**Americans have always been fiercely independent. However, our data on political affiliation reflects more than just a penchant for independence.**

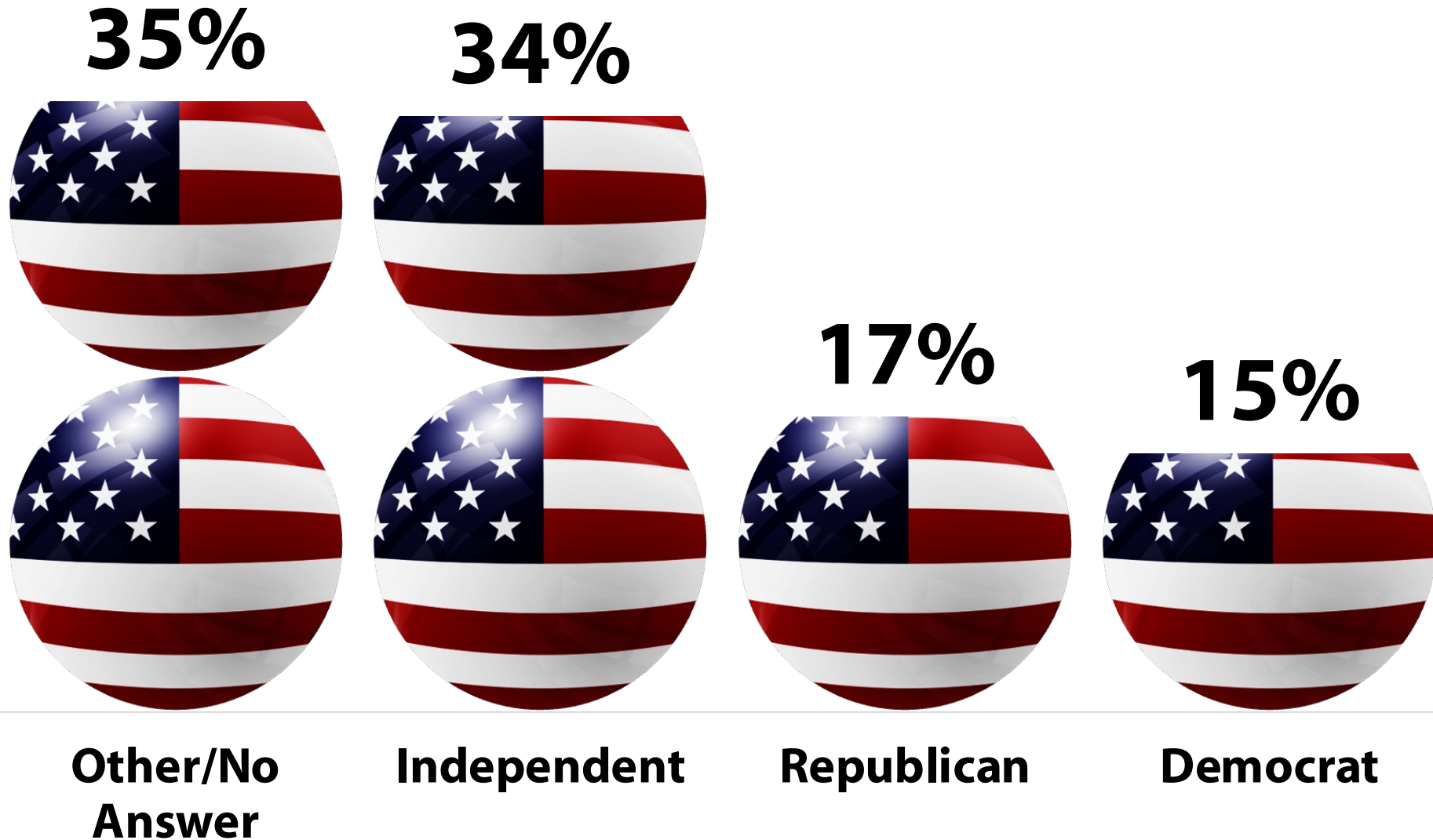
**69% of those surveyed chose “no answer,” “other,” or “Independent,” rather than *either* of America’s two established political parties. Twice as many chose Independent as either Republican or Democrat.**

**The data betrays a growing reluctance among Americans – especially younger people – to discuss their political affiliation. This is one explanation for the lack of accurate political polling in the last decade. Oddly, including those who chose not to identify politically in the results gives us a better picture of where Americans are right now, politically.**



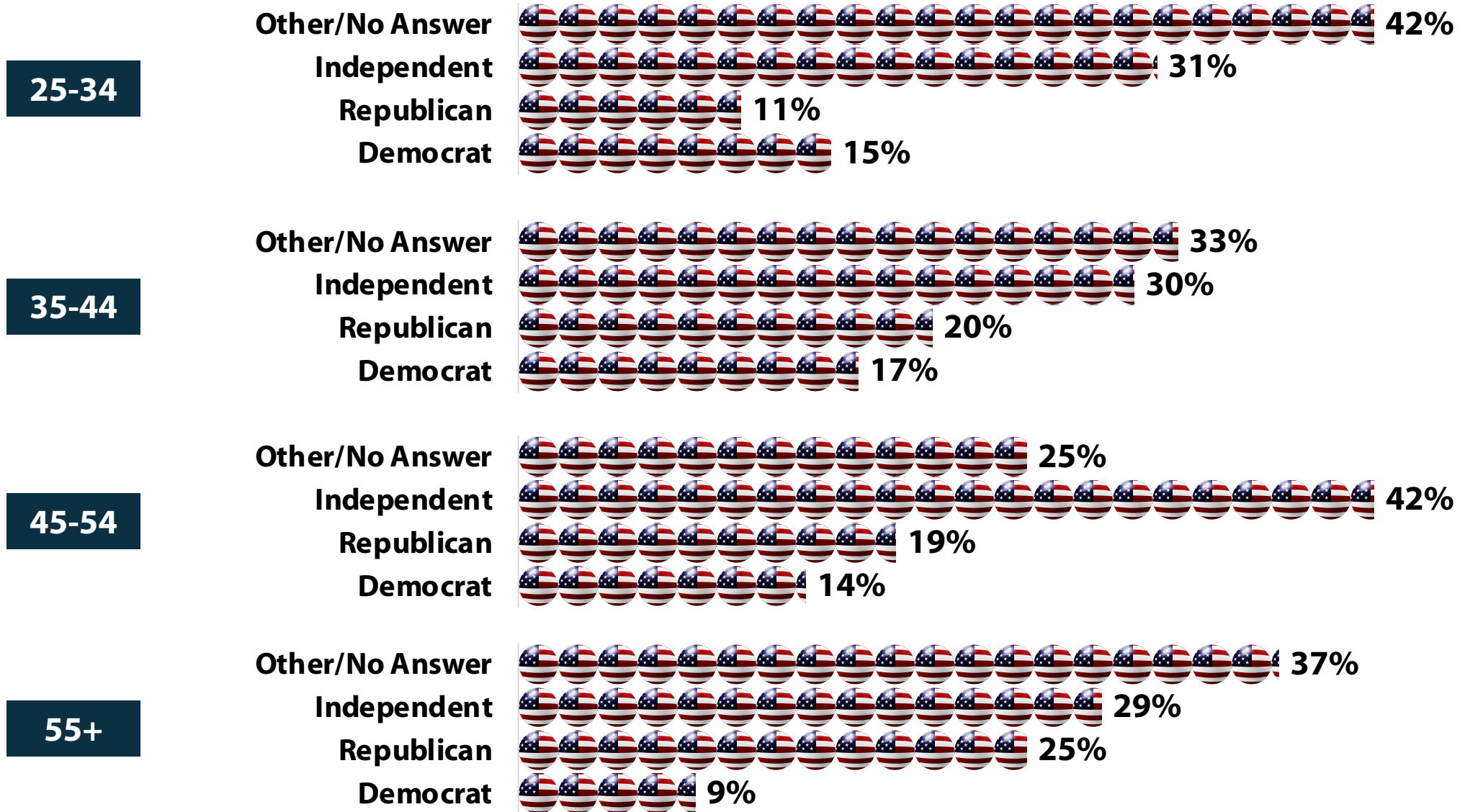
# WHAT IS YOUR CURRENT POLITICAL AFFILIATION?

n = 5326 | SOURCE: PCH INSIGHTS | CHART: ESHAP



# DO YOU TYPICALLY VOTE IN YOUR LOCAL/CITY ELECTIONS?

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**Yes, America is polarized. And yet, Americans have more in common than many assume.**

**Most Americans care about the issues that are most urgent to their lives at that moment in time. If you're looking for a job or a better job, than employment is most important. If you have young kids, education is urgent. If you live near a border, or in a town with a migrant issue, immigration is your top priority. If you don't have health insurance, healthcare is a main concern. If you're over 55, Social Security, or the lack thereof, looms large. In that fragmentation of issues, Americans share more than they differ.**

**When it comes to trust in political parties and the media which covers politics, Americans are remarkably consistent across age and income. None of the above is now preferred by more Americans than either long-established political party or any major news outlet.**

**The hyper-charged outrage of the current electoral landscape and in our current political coverage does engage a sizable share of the American electorate, with 71% paying attention to political news weekly, even this far ahead of the 2024 election. However, our data indicates that the outrage flywheels in politics and news has created a chasm of mistrust between those meant to serve Americans and the Americans they are meant to serve.**



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