

Marketer's Guide

▶ Innovative thinking to make a lasting impact on your business growth.

The Lead Story

How Multiscreen TV Drives Cross-Partisan Engagement for Political Ad Campaigns





Multiscreen TV delivers cross-partisan engagement across content and screens

Today's voters, regardless of political involvement or party affiliation, move fluidly across trusted multiscreen TV platforms, spanning both linear and streaming, to stay informed on current events and political issues. For marketers, this creates the opportunity to **reach audiences broadly** and **repeatedly** in **high-quality viewing environments** that are positively perceived and can **inform, engage** and ultimately **drive action**.

VAB conducted a survey with Dynata to understand how multiscreen TV drives cross-partisan engagement for political ad campaigns. This report examines where viewers spend their time, which sources they trust most and how different TV contexts contribute to **stronger interest** and **outcomes** for **political messaging**.

Throughout this report, 'multiscreen TV' refers to the combined ecosystem of ad-supported linear and streaming TV. Together, these platforms deliver **unified scale** and **trusted environments across screens**, positioning TV as the **go-to source for reliable information** amidst a sea of choices and waves of misinformation.

See [appendix](#) for greater details behind the custom study methodology and make-up of the 2,319 A18+ U.S. respondents. Survey fielded in December 2025.

We examined behaviors and sentiments across 5 key voting and party affiliation groups to understand their commonalities and differences

5 Key Groups Examined in This Analysis

Voting Group

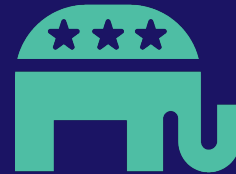


**Potential
Voters**



Non-Voters

Party Affiliation



Republicans



Democrats



Independents

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546). Potential Voter = 'I am a registered voter,' or 'I am planning to vote in the midterm/local elections in 2026' or 'I typically vote with a mail-in ballot.' Non-Voter = 'I am not a registered voter,' 'I am not planning to vote in the midterm/local elections in 2026,' 'I did not vote in the most recent local/state elections,' 'I didn't vote in the last presidential election,' and 'I don't typically vote with a mail-in ballot.'

1

As voters prioritize issues over party identity, credible environments like TV news are essential for delivering balanced information



Issue-based initiatives resonate more strongly than party affiliation messaging, reflecting how most voters evaluate choices



% of respondents who vote based on the issue, not the party affiliation



65%

of potential voters



58%

of Republicans



58%

of Democrats



78%

of Independents

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q21. Please rate your agreement with the following statements – 'I vote based on the issue, not party affiliation'. Based on respondents who selected 'strongly agree' or 'agree' [Top 2 Box]. Base = Voter Respondents. Potential Voter respondents (n=1,514), Republican respondents (n=535), Democrat respondents (n=530), Independent respondents (n=401).

Because of this, most voters prefer that political ads focus on the issues rather than a candidate

% of respondents who prefer ads that focus on the issues
(vs. those who prefer ads that focus on the candidate)

75%
of potential voters
(vs. 16%)

46%
of non-voters
(vs. 9%)

72%
of Republicans
(vs. 17%)

75%
of Democrats
(vs. 15%)

68%
of Independents
(vs. 15%)



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q33. Please select which statement most accurately describes political advertising. Base = Ad Exposed Respondents (n=1,473). Voter respondents (n=1,021), Non-Voter respondents (n=372), Republican respondents (n=402), Democrat respondents (n=414), Independent respondents (n=345).

This makes credible, middle-ground environments like TV news especially important for advertisers seeking reach without polarization

▶ TV news is perceived as more balanced compared to social media posts, which often reflect individual perspectives and can lean more partisan

% more likely to feel TV news offers positive representations of moderate or bipartisan views vs. social media*



Potential Voters

+38%

more likely
(36% vs. 26%)

Non-Voters

+12%

more likely
(27% vs. 24%)

Republicans

+22%

more likely
(33% vs. 27%)

Democrats

+48%

more likely
(44% vs. 30%)

Independents

+33%

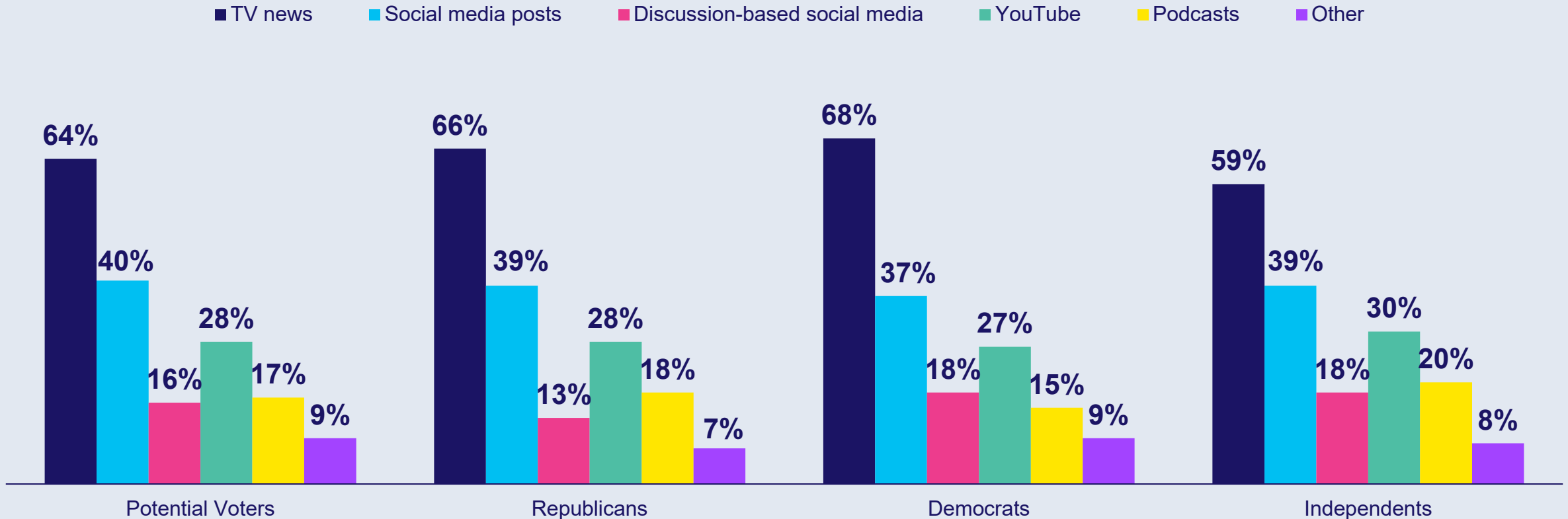
more likely
(31% vs. 24%)

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q29. How would you rate the representation of moderate or bipartisan views in the following media? Based on respondents who selected 'excellent' or 'good' [Top 2 Box]. Base = Total Respondents. Potential Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546). *e.g., on Instagram, Facebook.

Audiences turn to reliable TV news sources to stay informed on political issues far more than any other platform

▶ Potential voters are **60%** more likely to use TV news to stay informed than they are social media

Which of the following do you use to stay informed about key national political issues?
% of respondents



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q20. Which of the following do you use to stay informed about key national political issues (e.g. the economy)? Base = Voter Respondents. Voter respondents (n=1,514), Republican respondents (n=535), Democrat respondents (n=530), Independent respondents (n=401). TV news = national or local. Social media posts = Instagram, TikTok, X, Facebook, etc. Discussion-based social media = Reddit, X, Bluesky, etc.

2

Today's voters are active, ad-supported multiscreen TV viewers, which makes omnichannel strategies vital for the success of political ad campaigns

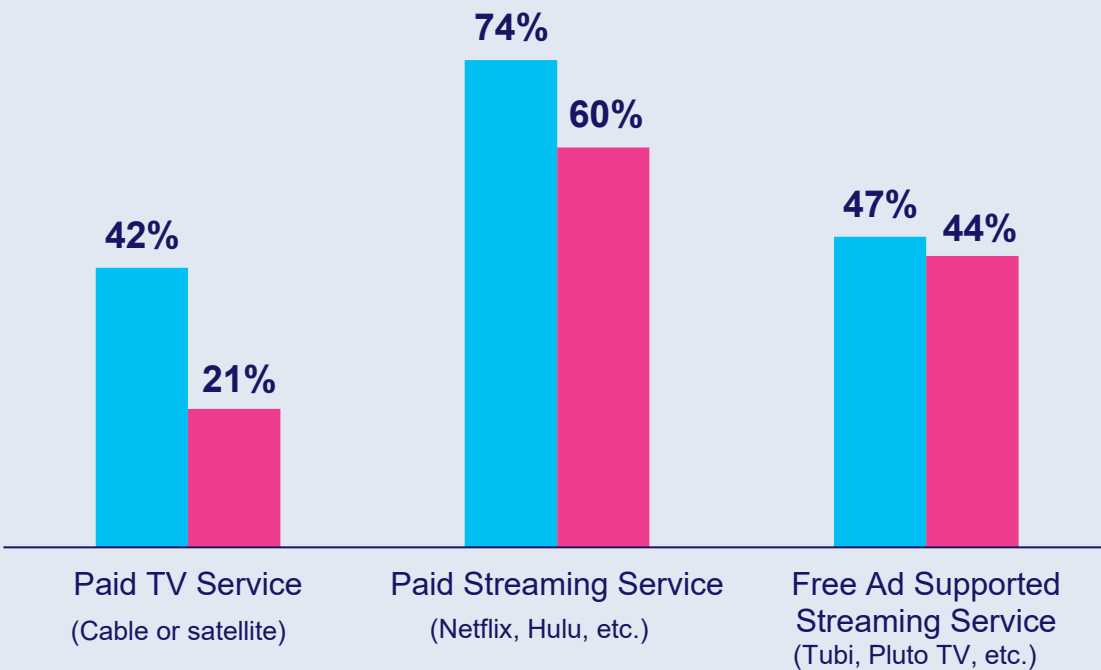


Voters are twice as likely than non-voters to be pay-TV subscribers and more likely to be streamers which makes omnichannel campaigns vital

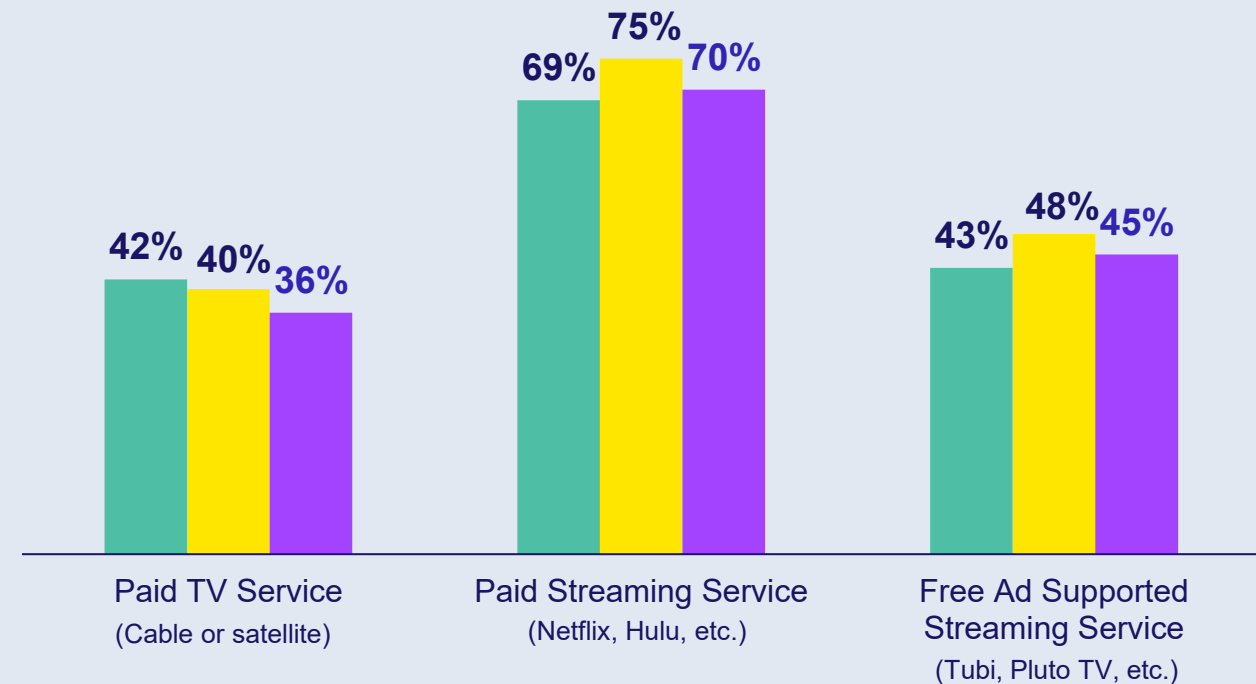
▶ Voters can be reached across paid, ad-supported TV and streaming, making multiscreen TV an efficient way to deliver broad, repeated exposure

% of respondents who subscribe or have access to the following

■ Potential Voters ■ Non-Voters



■ Republicans ■ Democrats ■ Independents

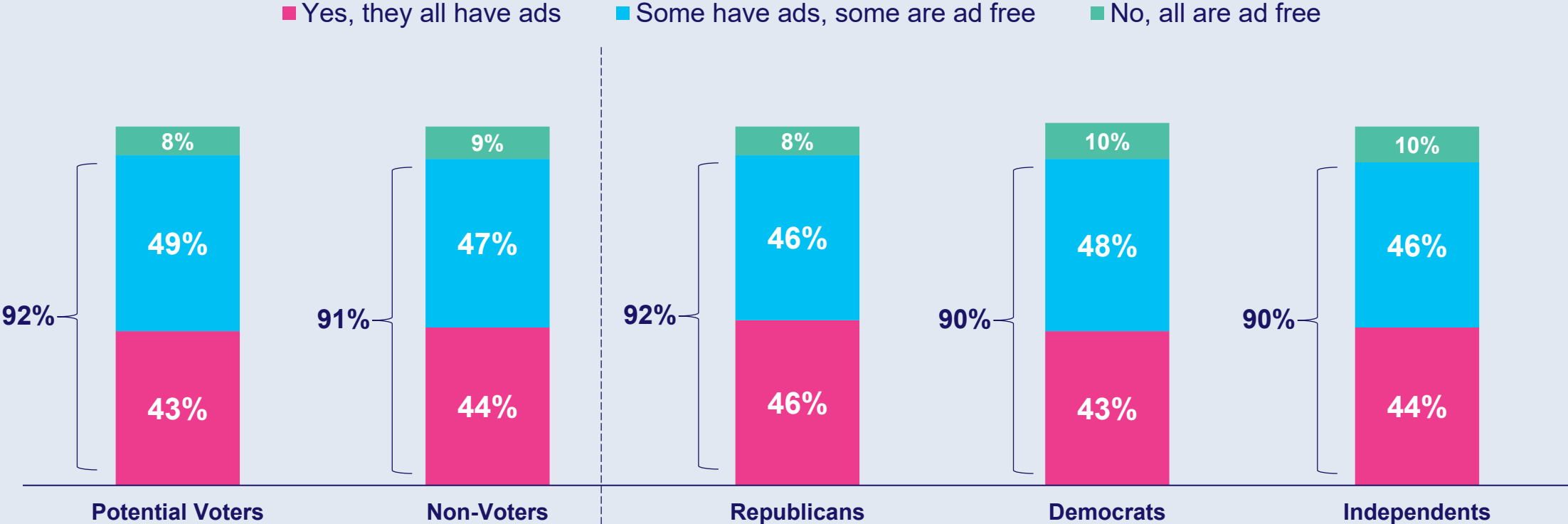


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q1. Which of the following do you subscribe to or have access to? Base = Total Respondents. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

Nine out of ten people who stream, regardless of their voting status or party affiliation, can be reached by ads through a paid streaming service

▶ Voters can be reached through cable, satellite and streaming, making multiscreen TV an efficient way to deliver broad, repeated exposure

% of respondents who subscribe or have access to paid streaming services with ads*



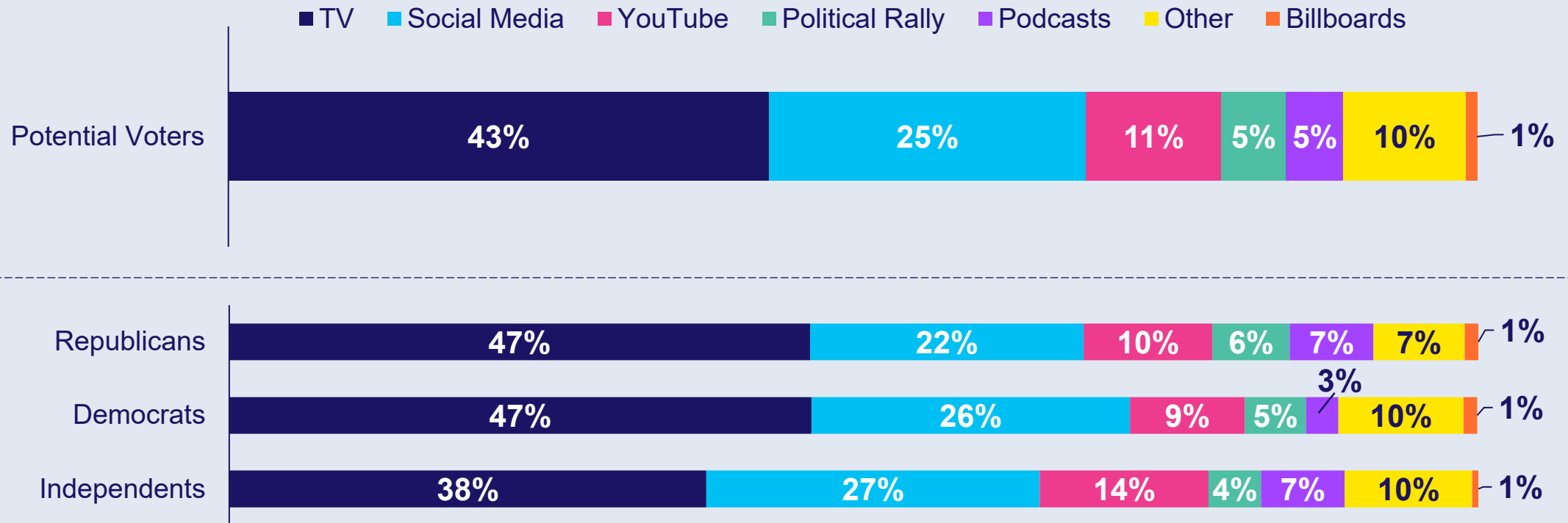
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q2. Do you subscribe to or have access to paid streaming services with ads? Base = Respondents who subscribe to paid streaming services (n=1,612). Potential Voter respondents (n=1,114), Non-Voter respondents (n=411), Republican respondents (n=436), Democrat respondents (n=458), Independent respondents (n=383).

TV and streaming serve as primary discovery channels for political candidates, positioning TV as an early entry point for awareness

▶ Potential voters are almost twice as likely to learn about political candidates from multiscreen TV compared to social media platforms

Where are you most likely to learn about a political candidate and their views for the first time?

% of respondents



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q19. Where are you most likely to learn about a political candidate and their views for the first time? Base = Voter Respondents. Voter respondents (n=1,514), Republican respondents (n=535), Democrat respondents (n=530), Independent respondents (n=401). TV = linear TV or streaming. Social Media = Instagram, TikTok, X, Facebook, etc.

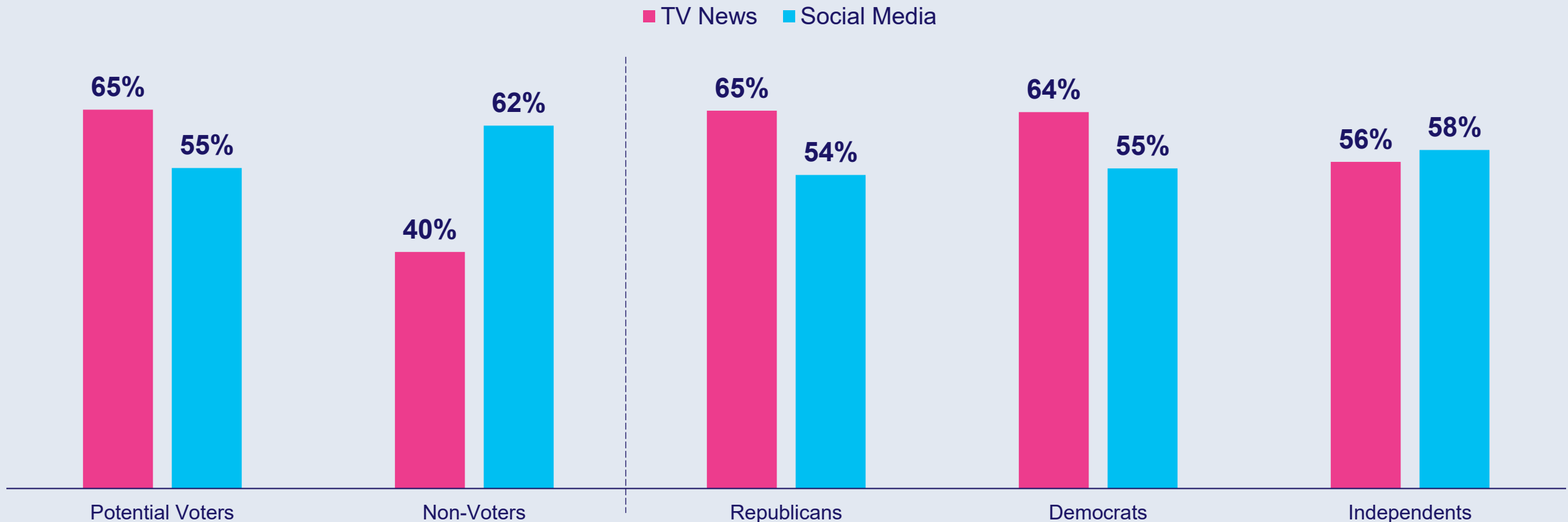
3

The trust, credibility and connection that are the hallmarks of TV news, and multiscreen TV overall, create habitual and highly engaging touchpoints for political advertisers throughout the election season



TV news is the primary starting point for understanding current events or issues for voters, while social media is viewed as more supplemental

% of respondents who get information on current events through the following platforms



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q4. Where do you typically get information about current events? Base = Total Respondents. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546). Respondents could select any media.

Voters are much more likely than non-voters to watch local and national TV news which is a highly engaged touchpoint across political affiliations

% of respondents who typically watch local TV news

61%

of potential voters

38%

of non-voters

60%

of Republicans

63%

of Democrats

55%

of Independents

% of respondents who typically watch national TV news

57%

of potential voters

25%

of non-voters

58%

of Republicans

53%

of Democrats

47%

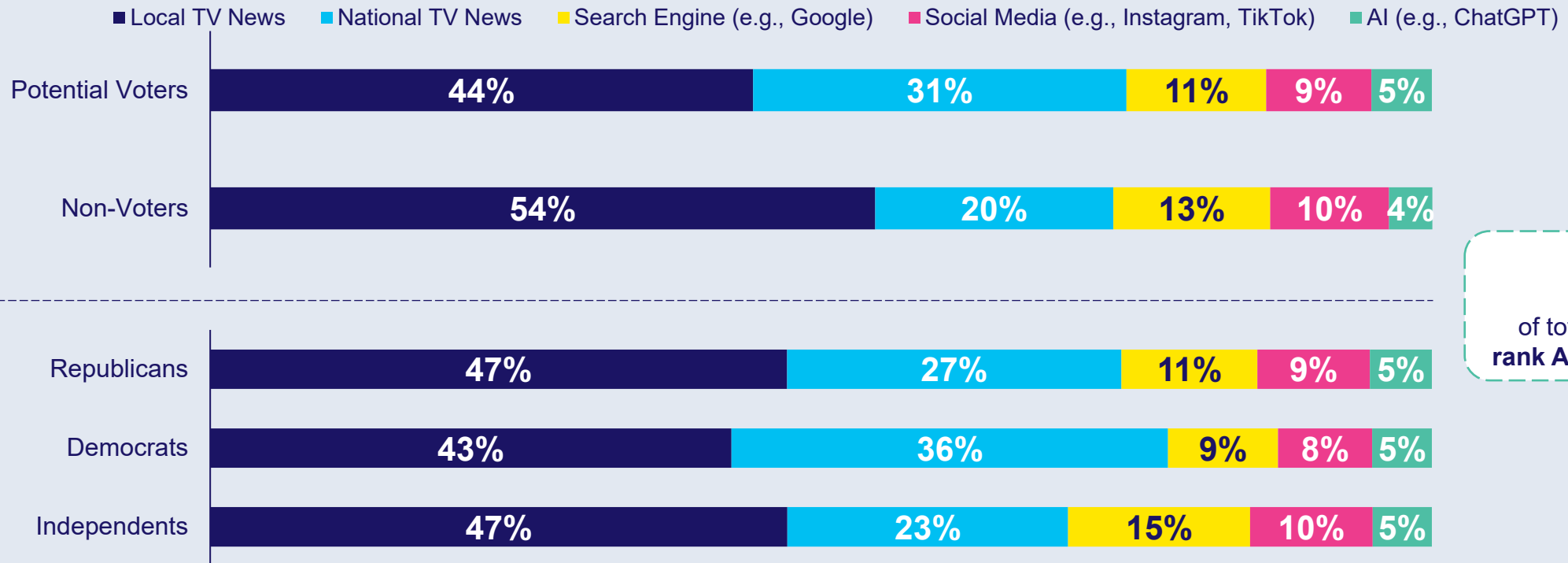
of Independents

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q3. In a typical week, which of the following do you watch on TV? Base = TV Respondents (n=1,988). Potential Voter respondents (n=1,367), Non-Voter respondents (n=520), Republican respondents (n=558), Democrat respondents (n=544), Independent respondents (n=477).

Americans, both voters and non-voters, overwhelmingly trust TV news over any other digital media source like search, social or AI

▶ Collectively, potential voters are almost **9x** more likely to trust TV news than social media platforms

% of respondents who trust the following media sources the most



50%
of total respondents
rank AI lowest for trust

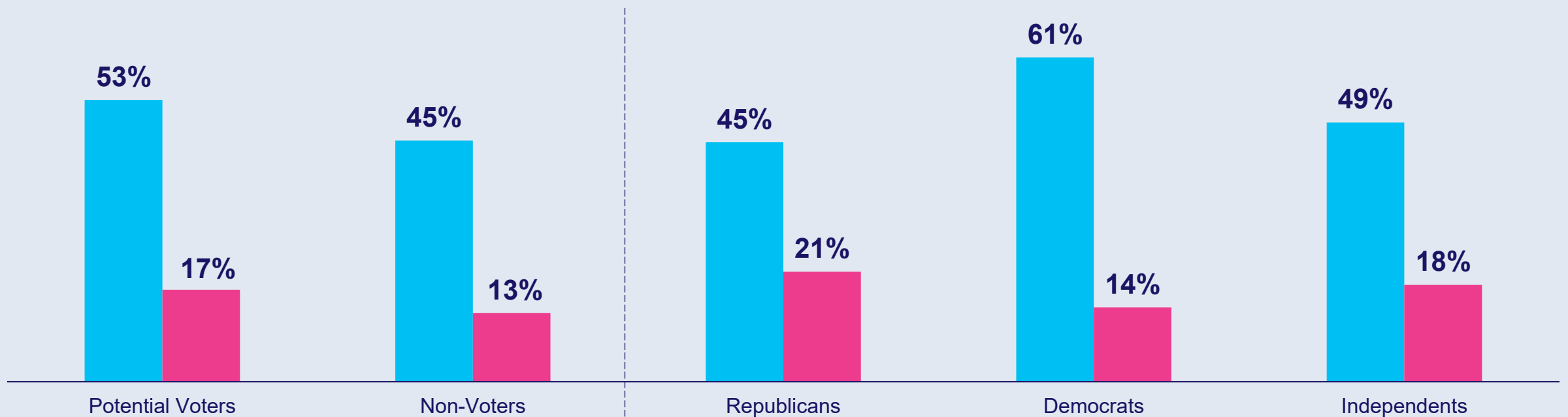
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q11. Please rank your level of trust with information from the following sources. Based on respondents who ranked media #1 = 'I trust this source the most'. Base = All News Respondents (n=1,276). Voter respondents (n=988), Non-Voter respondents (n=226), Republican respondents (n=413), Democrat respondents (n=389), Independent respondents (n=309).

People across voting involvement and party affiliations are much more likely to appreciate the unbiased perspectives offered by TV news

% of respondents who are satisfied with the following...

Unbiased perspective in TV news reports

■ Satisfied ■ Dissatisfied



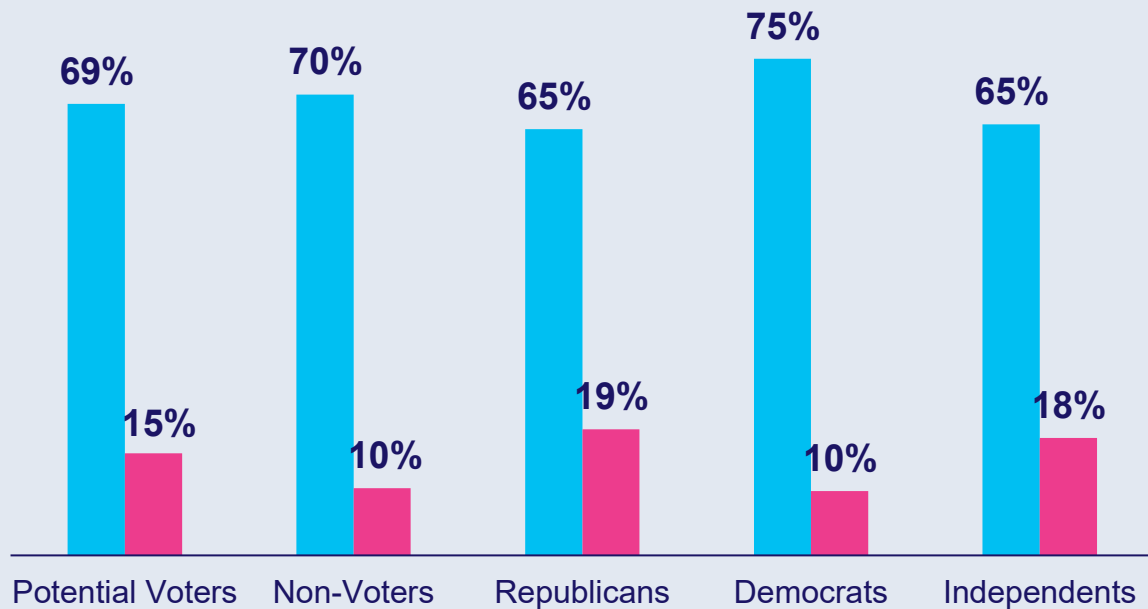
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Please indicate your overall level of satisfaction with the following. Reflects respondents who answered 'satisfied' or 'very satisfied' & 'dissatisfied' or 'very dissatisfied.' Base = All News Respondents (n=1,276). Potential Voter respondents (n=988), Non-Voter respondents (n=226), Republican respondents (n=413), Democrat respondents (n=389), Independent respondents (n=309).

More specifically, Americans trust the accuracy and quality of journalism that TV news provides

% of respondents who are satisfied with the following...

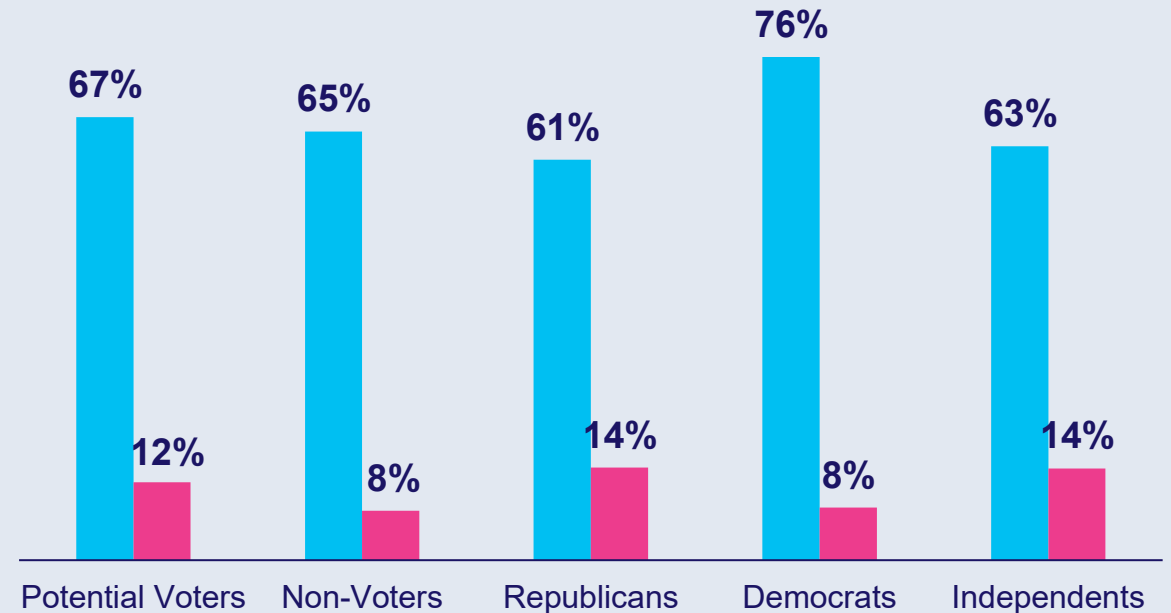
Accuracy of TV news reports

■ Satisfied ■ Dissatisfied



Quality of journalism / reporting on TV news

■ Satisfied ■ Dissatisfied



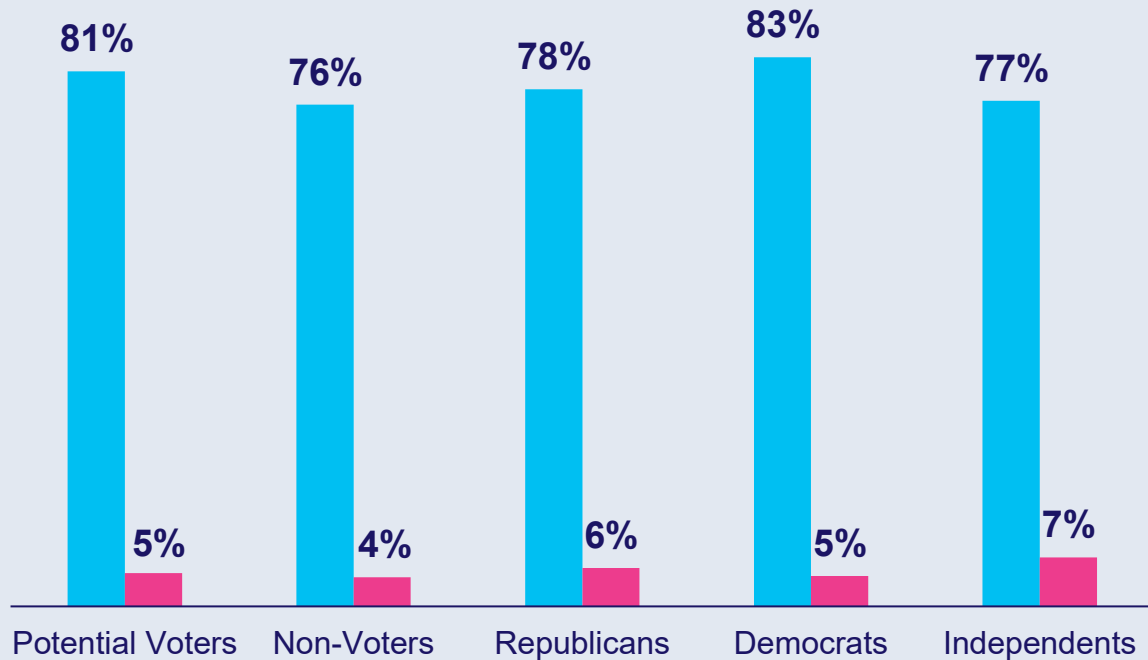
Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Please indicate your overall level of satisfaction with the following. Reflects respondents who answered 'satisfied' or 'very satisfied' & 'dissatisfied' or 'very dissatisfied.' Base = All News Respondents (n=1,276). Potential Voter respondents (n=988), Non-Voter respondents (n=226), Republican respondents (n=413), Democrat respondents (n=389), Independent respondents (n=309).

Along with accuracy and quality, people value the speediness of information that TV news provides especially in their local community

% of respondents who are satisfied with the following...

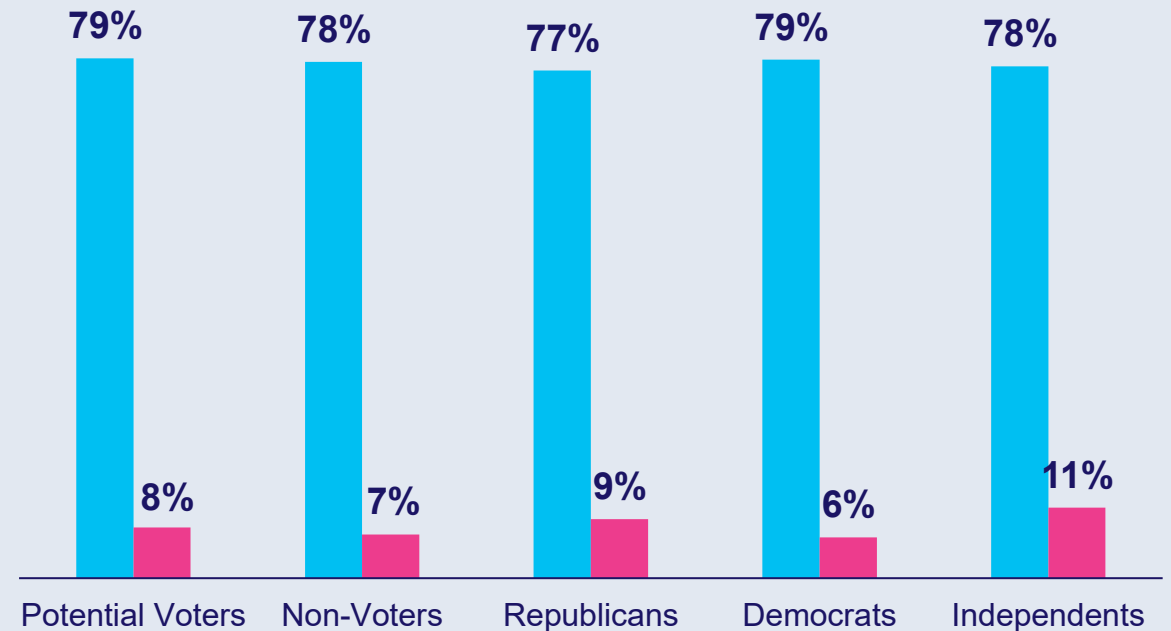
Speed of breaking news coverage on TV

■ Satisfied ■ Dissatisfied



Information about my community from local TV news

■ Satisfied ■ Dissatisfied

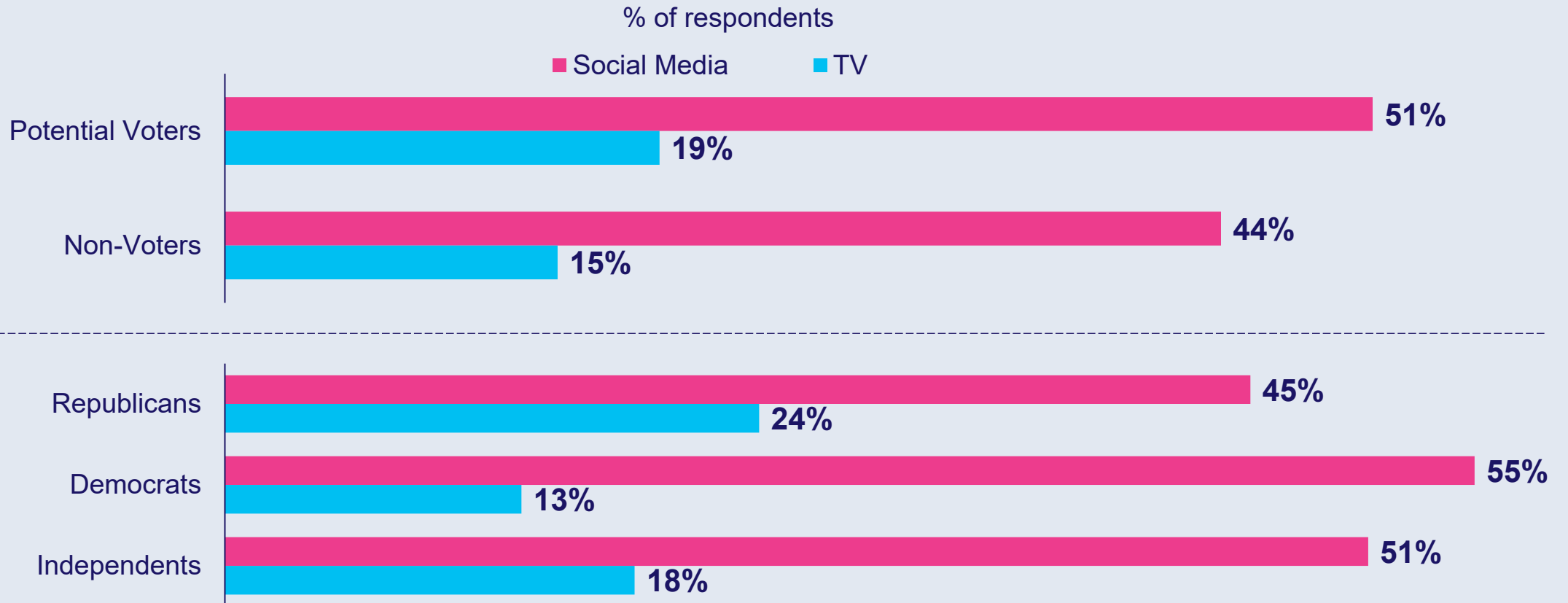


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q10. Please indicate your overall level of satisfaction with the following. Reflects respondents who answered 'satisfied' or 'very satisfied' & 'dissatisfied' or 'very dissatisfied.' Base = All News Respondents (n=1,276). Potential Voter respondents (n=988), Non-Voter respondents (n=226), Republican respondents (n=413), Democrat respondents (n=389), Independent respondents (n=309).

Social media is far more likely than TV programs to be viewed as a source of fake or misleading information across all groups

▶ Potential voters are almost **3x** more likely to believe social media platforms are most likely to provide fake or misleading information vs. TV





Which source, if any, do you believe is the most likely to provide fake or misleading information?



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q30. Which source, if any, do you believe is the most likely to provide fake or misleading information? Base = Total Respondents. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546). TV = broadcast, cable or satellite.

Meaningful reach is not confined to TV news alone, as entertainment and sports programming provides significant scale to also engage with voters

% of respondents who watch the following on TV in a typical week

	 Sports	 Drama	 True Crime / Mystery	 Reality
Potential Voters	60%	64%	53%	40%
Non-Voters	34%	51%	50%	36%
Republicans	62%	56%	52%	40%
Democrats	52%	68%	57%	41%
Independents	56%	61%	51%	38%

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q3. In a typical week, which of the following do you watch on TV? Base = TV Respondents (n=1,988). Potential Voter respondents (n=1,367), Republican respondents (n=558), Democrat respondents (n=544), Independent respondents (n=477).

4

Multiscreen TV drives to actionable outcomes for both political and non-political advertisers across audiences, regardless of voter involvement or party affiliation



Due to the trust of TV and distrust of online, people are much more likely to feel that political ads are more authentic on TV than social media

% more likely to feel political ads on TV are more authentic vs. ads on social media

Potential Voters

2x

more likely
(37% vs. 19%)

Non-Voters

+31%

more likely
(25% vs. 19%)

Republicans

2x

more likely
(40% vs. 19%)

Democrats

2x

more likely
(30% vs. 21%)

Independents

+75%

more likely
(32% vs. 18%)



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q33. Please select which statement most accurately describes political advertising. Base = Ad Exposed Respondents (n=1,473). Voter respondents (n=1,021), Non-Voter respondents (n=372), Republican respondents (n=402), Democrat respondents (n=414), Independent respondents (n=345).

The 'halo effect' of trust drives potential voters to take several actions to learn more information after they see a political ad on TV

Have you done any of the following after seeing a political ad on TV?

% of respondents

	Visited the candidate's social media	Checked voter registration status / polling station	Use a voice assistant (e.g. Siri, Alexa) to learn more about the candidate or issue	Scan a QR code / text the phone number to learn more about the candidate or issue
Potential Voters	30%	24%	16%	12%
Non-Voters	12%	5%	6%	4%
Republicans	29%	25%	18%	11%
Democrats	33%	23%	15%	11%
Independents	23%	17%	16%	14%

Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q34. Have you done any of the following after seeing a political ad on TV? Base = Ad Exposed Respondents (n=1,142). Voter respondents (n=858), Non-Voter respondents (n=222), Republican respondents (n=323), Democrat respondents (n=350), Independent respondents (n=276).

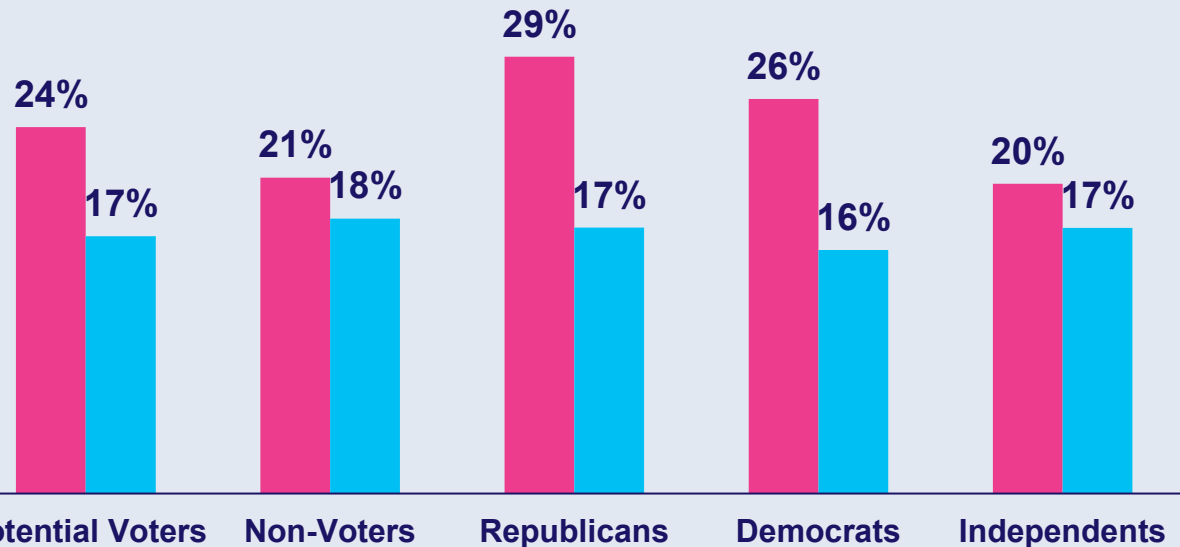
Beyond political ads, people are much more likely to purchase products from advertisers in TV news because of their trust in the content

▶ Potential voters are **42%** more likely than not to buy from advertisers adjacent to breaking news story on local TV news

% who say ads shown in the following would make them either 'more likely' or 'less likely' to purchase

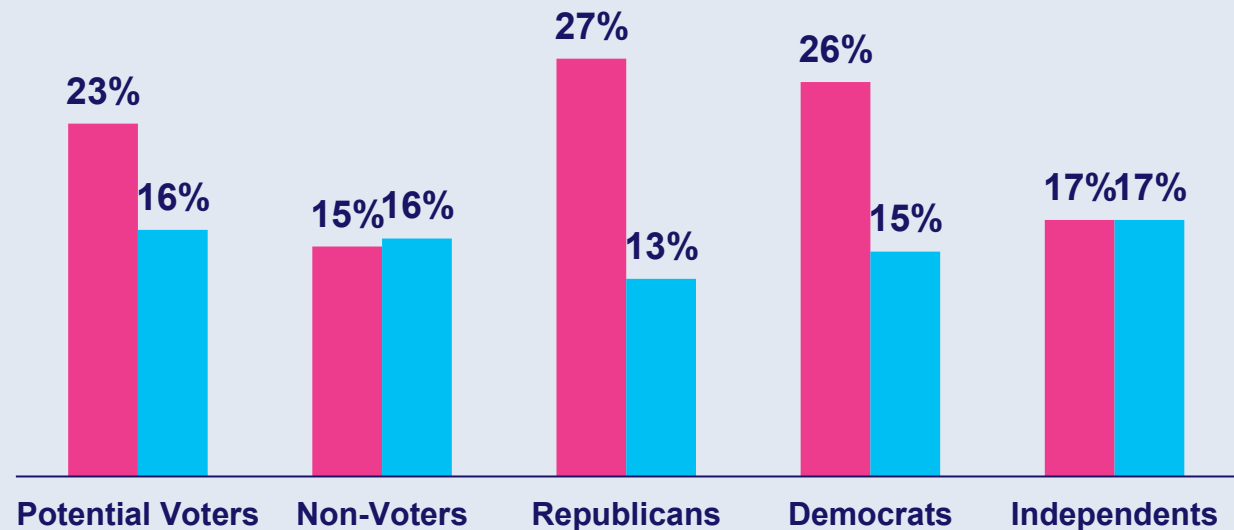
Following a breaking news story on my local TV news channel

■ More Likely to Purchase ■ Less Likely to Purchase



During national TV news

■ More Likely to Purchase ■ Less Likely to Purchase



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q35. Would any of the following impact your willingness to purchase a product or service after seeing an ad? Base = Ad Exposed Respondents (n=1,473). Voter respondents (n=1,021), Non-Voter respondents (n=372), Republican respondents (n=402), Democrat respondents (n=414), Independent respondents (n=345).

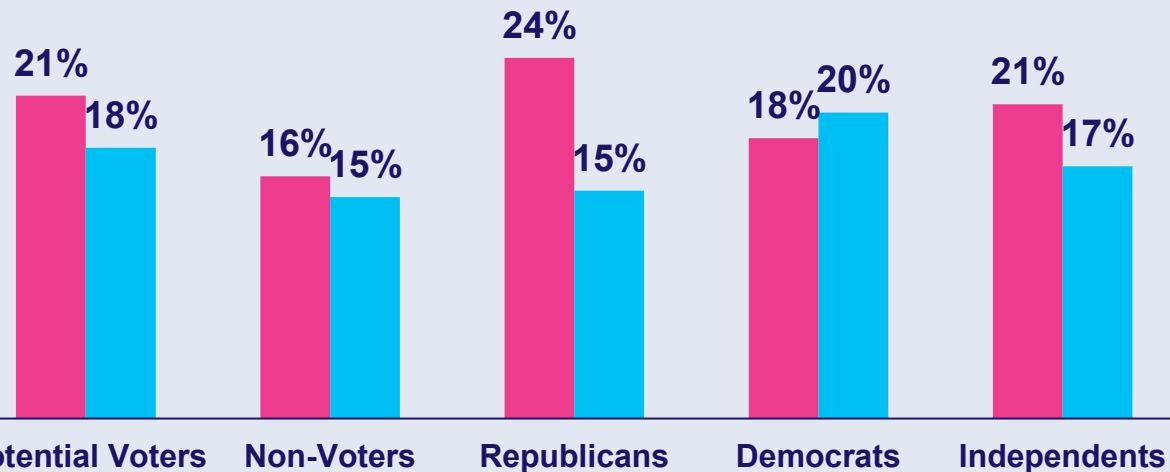
People are also more likely than not to purchase products from advertisers adjacent to either political TV ads or political TV programming

▶ Potential voters are **50%** more likely than not to buy from advertisers adjacent to a televised political debate or town hall

% who say ads shown in the following would make them either 'more likely' or 'less likely' to purchase

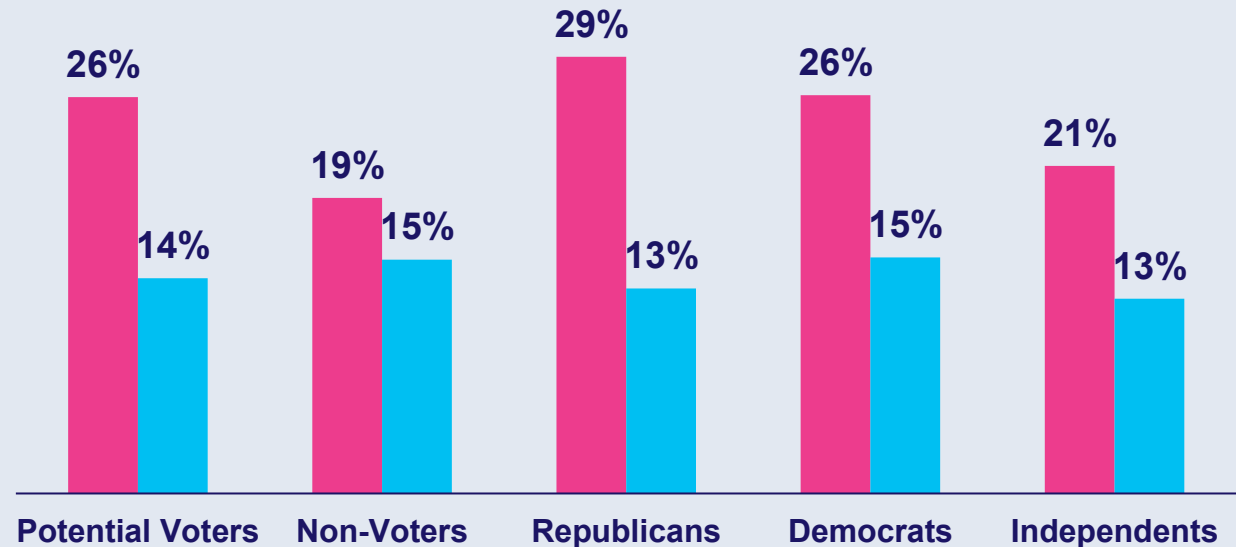
Right after a political ad

■ More Likely to Purchase ■ Less Likely to Purchase



During a political debate / town hall

■ More Likely to Purchase ■ Less Likely to Purchase



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. Q35. Would any of the following impact your willingness to purchase a product or service after seeing an ad? Base = Ad Exposed Respondents (n=1,473). Voter respondents (n=1,021), Non-Voter respondents (n=372), Republican respondents (n=402), Democrat respondents (n=414), Independent respondents (n=345).

Key Marketer Takeaways

- ▶ With voters prioritizing issues over party identity, trusted multiscreen environments like TV news are essential for delivering balanced information and issue-focused messaging
- ▶ Voters can be reached across multiple ad-supported video touchpoints, making multiscreen TV more reliable for broad, cross-partisan reach than digital-first approaches like social media
- ▶ TV news delivers scale, trust, credibility and authenticity for political advertisers throughout the election season
- ▶ Sports and entertainment genres offer meaningful incremental reach beyond news programming, allowing political advertisers to connect with voters in additional highly engaging environments
- ▶ Multiscreen TV content and advertising drives consumer action across audiences for both political and non-political advertisers

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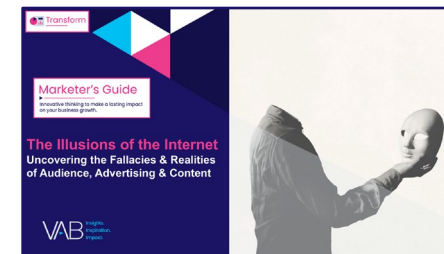
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Check out this related VAB content

Visit the VAB's **Political Marketing Resource Center**
to stay informed during prime election seasons.



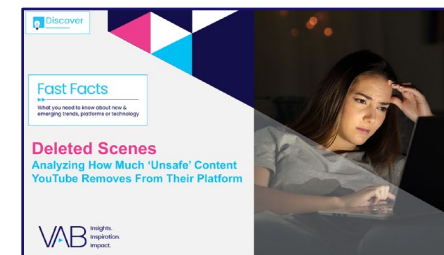
The Power of Premium Video
What it Means for Multiscreen TV and
Why it Matter to Marketers



The Illusions of the Internet
Uncovering the Fallacies & Realities
of Audience, Advertising & Content



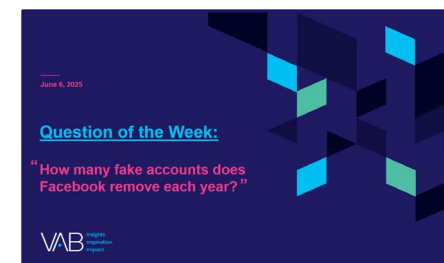
The Credibility Crisis
How People Find Trusted News
Amidst a Wave of Misinformation



Deleted Scenes
Analyzing How Much 'Unsafe' Content
YouTube Removes From Their Platform



A Commanding Presence
How Ad Continuity in Multiscreen TV
Drives Incremental Growth for Brands



**"How many fake accounts does
Facebook remove each year?"**

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About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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Appendix:

Custom Study Methodology & Respondent Demographics





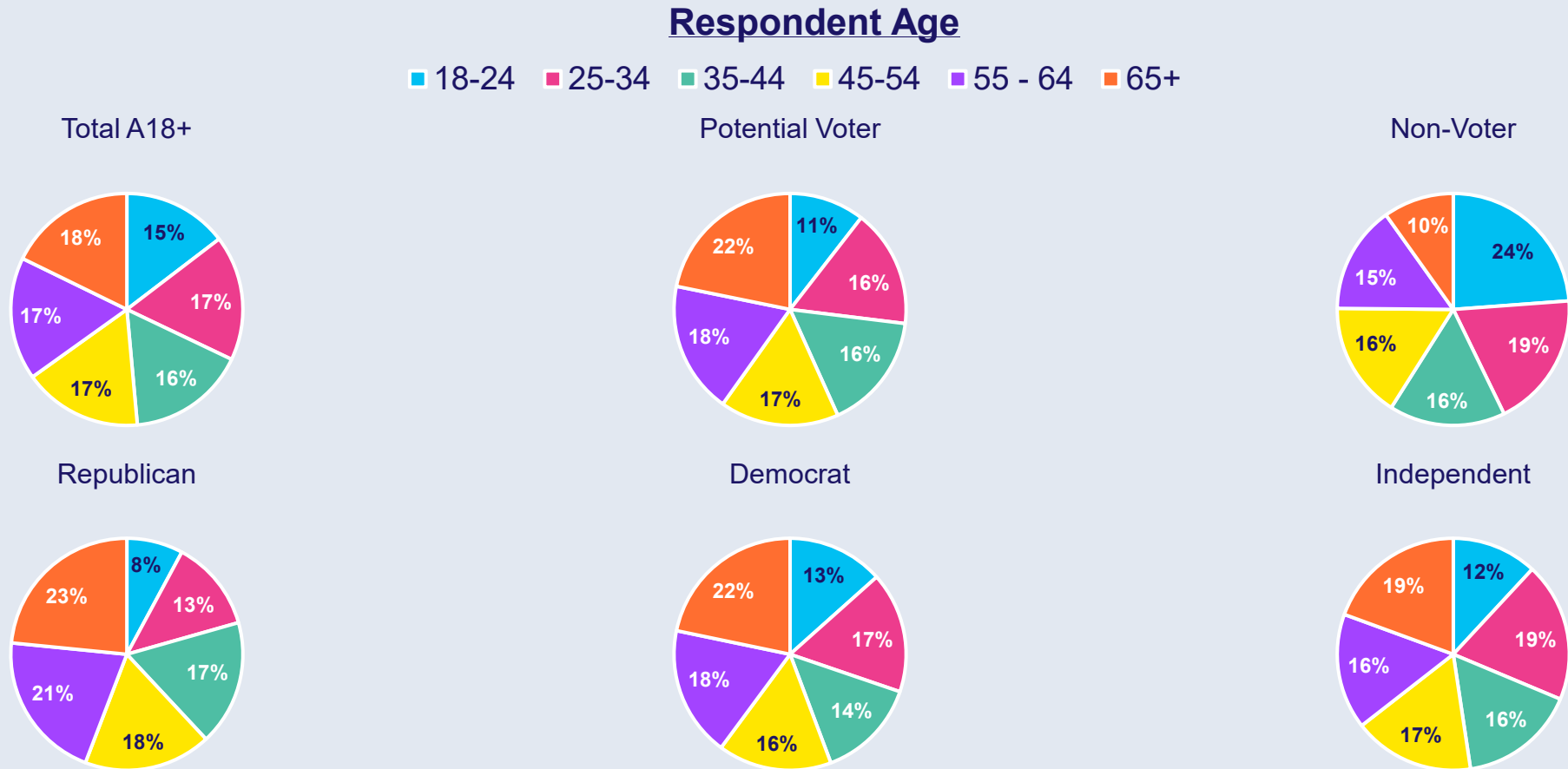
Custom Study Methodology

In December 2025, VAB conducted a survey with Dynata to understand how Americans engage with political and news content across today's fragmented media landscape.

The results are based on 2,319 U.S. adults 18+. This study examines where voters turn for trustworthy information and how they evaluate journalistic integrity in today's media landscape.

The analysis explores the evolving role of multiscreen TV news and highlights how traditional and streaming TV environments continue to inform and engage audiences within a rapidly changing news ecosystem.

Age composition varies meaningfully by voter status and party affiliation, with distinct generational skews across each group

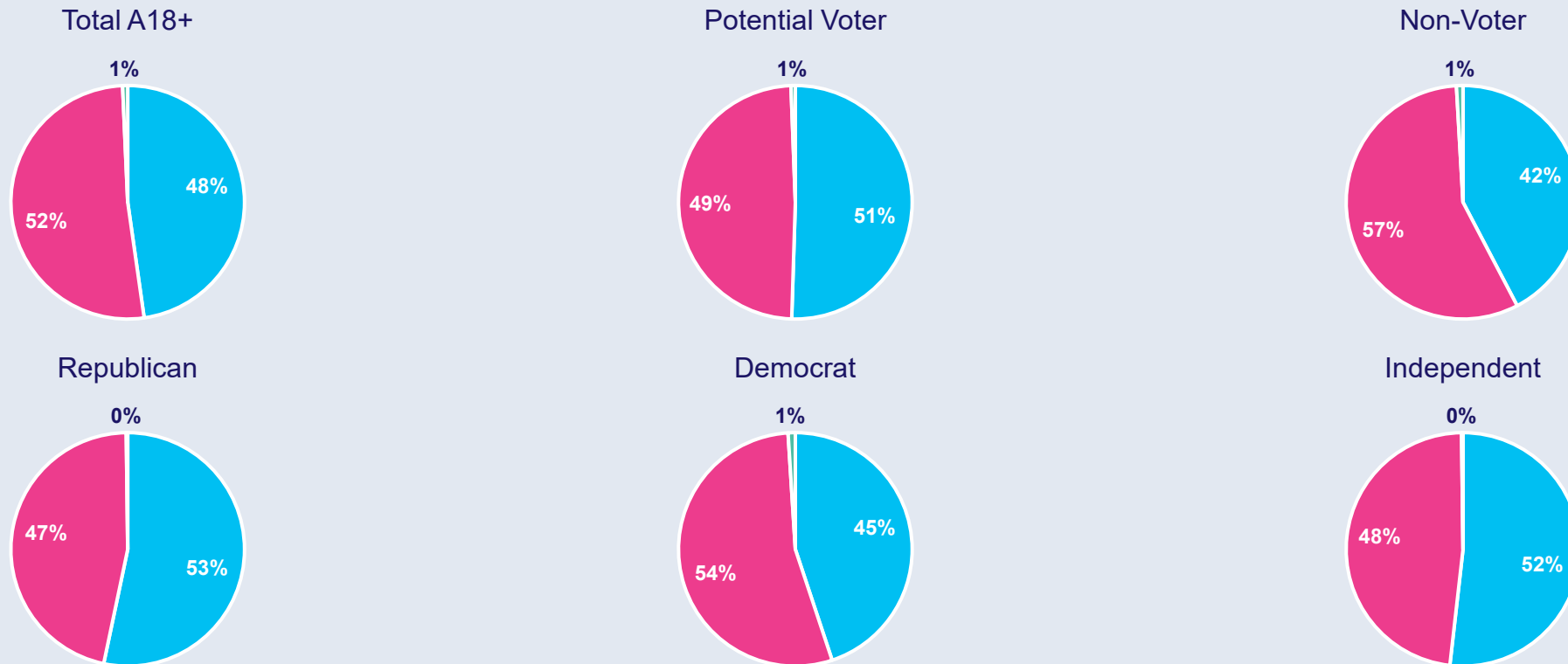


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D1. Please enter your age. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

Gender is largely balanced overall, with non-voters and Democrats skewing female and Republicans and Independents skewing male

Respondent Gender

Male Female Non-binary

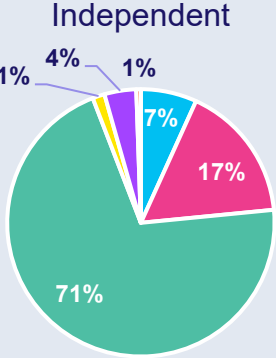
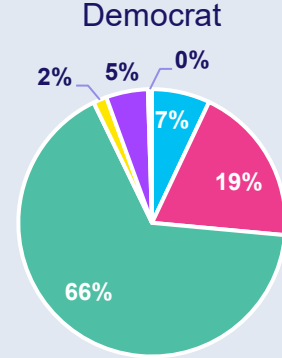
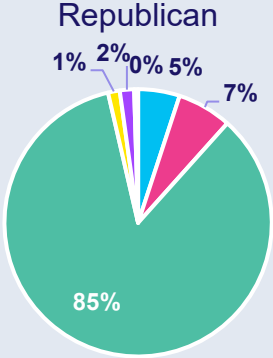
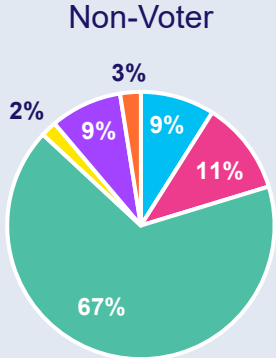
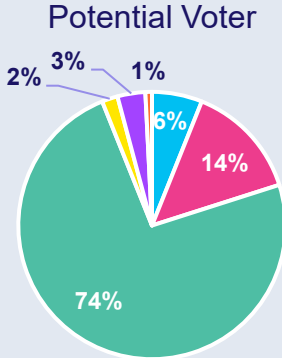
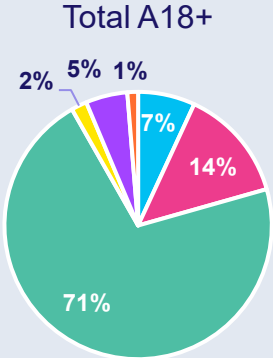


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D2. Please select your gender. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546). Numbers may not add to 100% due to exclusion of 'prefer not to answer' responses which amounted to under 1% for most respondents.

Respondents skew predominantly White, somewhat above Census benchmarks, with greater diversity among Democrats and non-voters

Respondent Race

■ Asian American/Pacific Islander
 ■ African American/Black/Caribbean American
 ■ Caucasian/White
 ■ Native American, Inuit or Aleut
 ■ Other
 ■ Prefer not to answer

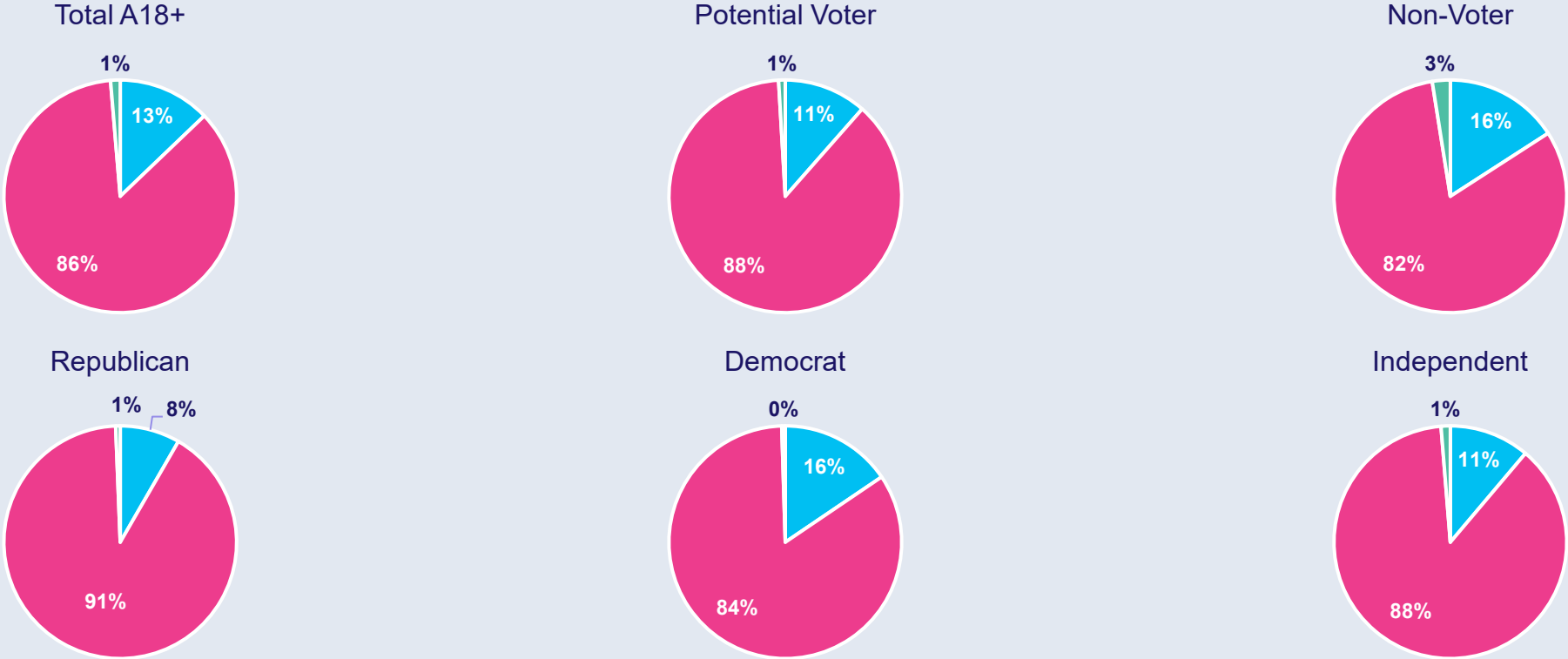


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D3. Which of the following best describes you? Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

Hispanic identification is higher among non-voters and Democrats, while Republicans are least likely to identify as Hispanic

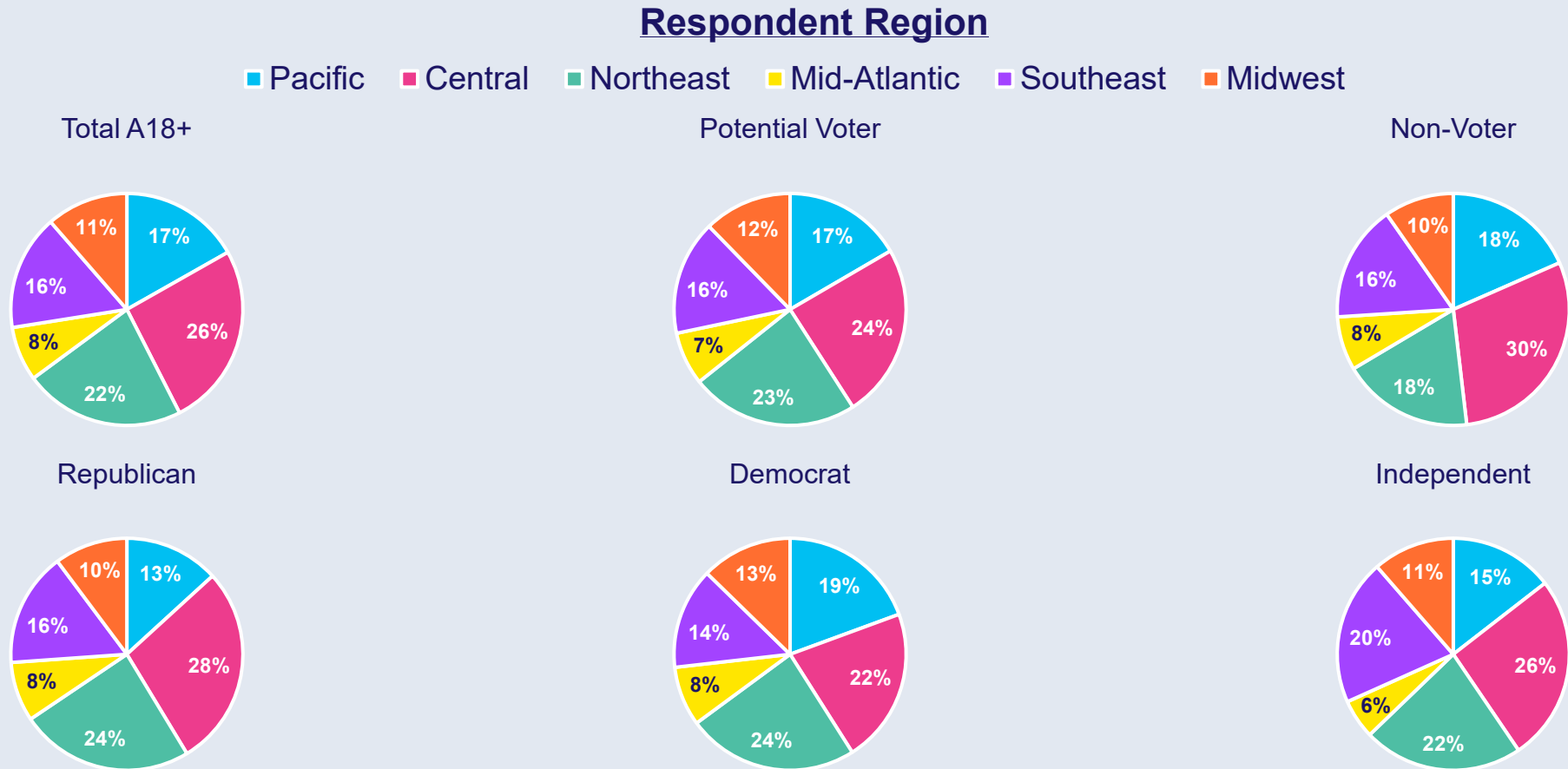
Hispanic / Latino Descent

■ Yes ■ No ■ Prefer not to answer



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D4. Do you identify as Hispanic of Latino? Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

Regional distribution is relatively balanced overall, with the Central region indexing highest across most groups



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D5. What state do you live in? [REGION]. Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

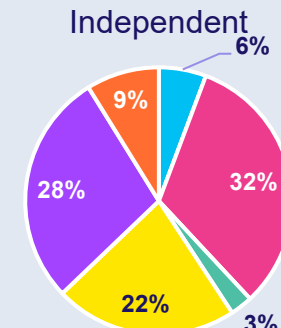
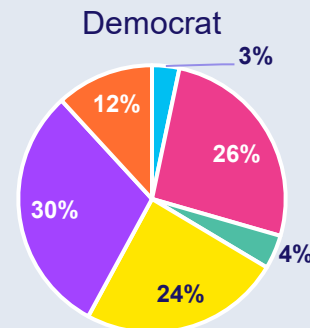
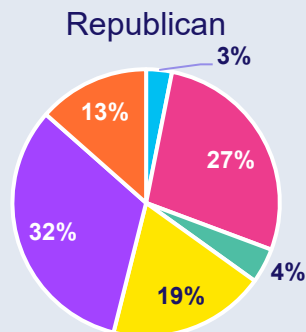
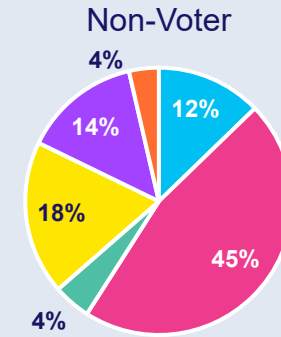
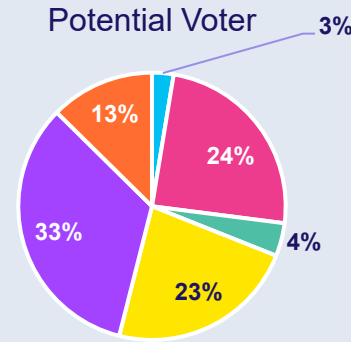
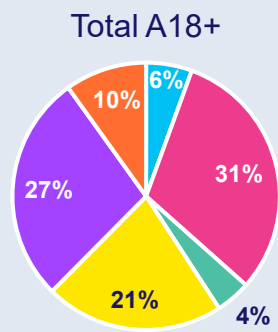
Education levels are mixed overall, with voters more likely to hold college degrees and non-voters skewing high school or less

Respondent Education

- Some high school or less
- Some college

- High school graduate
- College degree (associates or bachelors)

- Other post high school vocational training
- Masters degree or higher

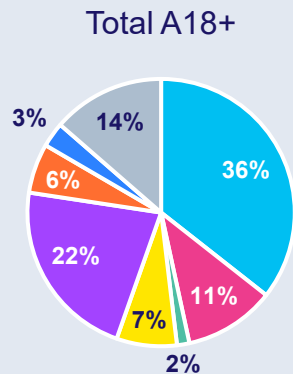


Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D8. What is the highest level of education that you have completed? Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546). Numbers may not add to 100% due to exclusion of 'none of the above' and 'prefer not to answer' responses which amounted to 0% - 1% for most respondents.

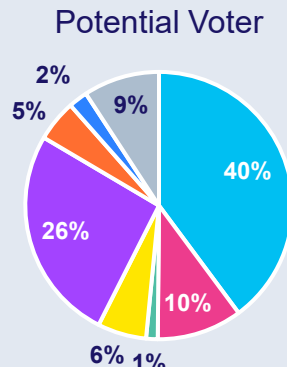
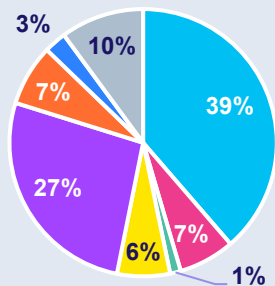
Voters are more likely to be employed full-time, while non-voters show higher levels of unemployment and part-time work

Respondent Employment Status

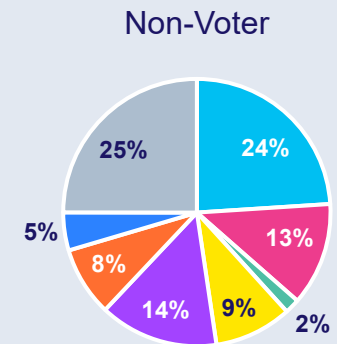
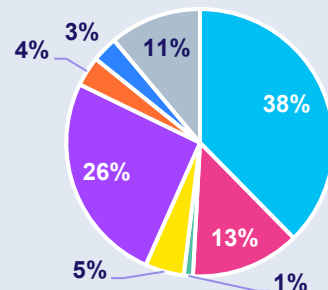
■ Full time (30 hours+ a week) ■ Part-time (< 30 hours a week) ■ Contract, freelance or temporary employee ■ Self-employed ■ Retired ■ Homemaker ■ Other ■ Unemployed



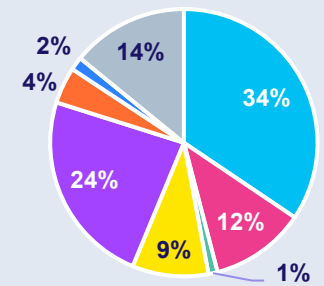
Republican



Democrat

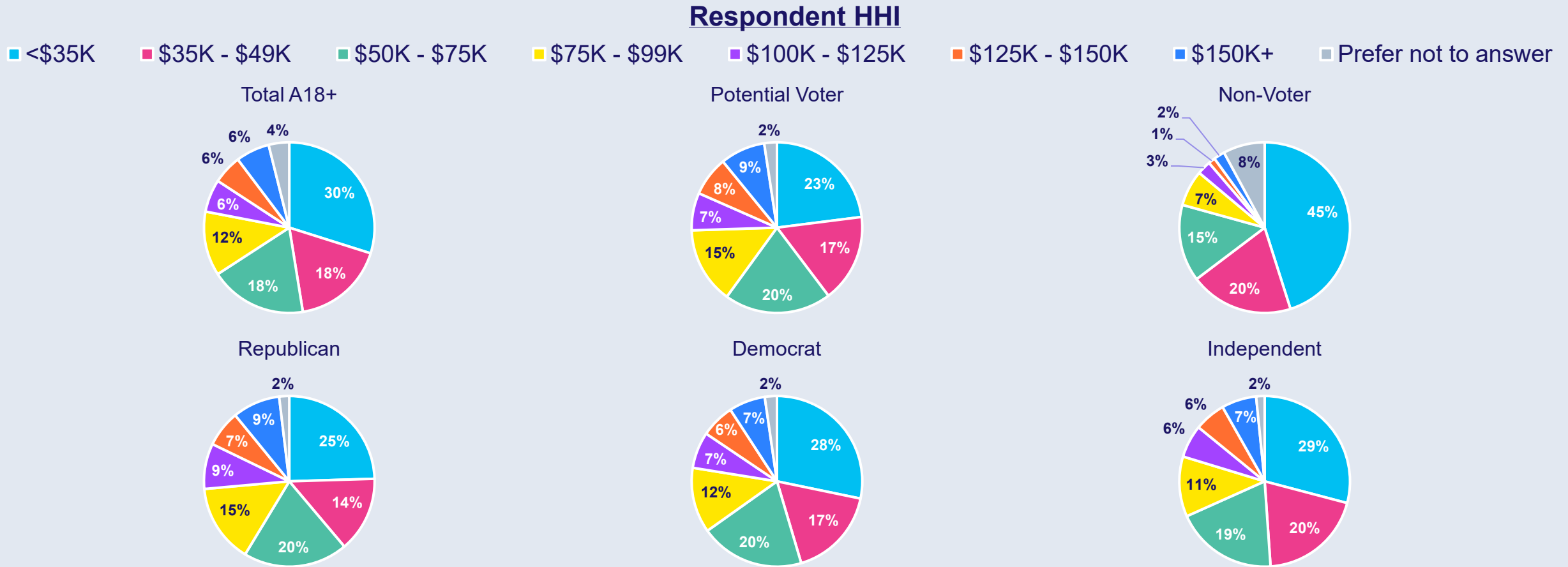


Independent



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D9. Which of the following best describes your employment status? Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).

Non-voters skew lower income, while voters and partisans are more evenly distributed across middle and higher income brackets



Source: Dynata, Media Consumption and Political Sentiment survey, fielded December 2025 (n=2,319). Survey base: A18+ U.S. respondents. D10. What is your annual combined household income before taxes? Voter respondents (n=1,514), Non-Voter respondents (n=680), Republican respondents (n=636), Democrat respondents (n=612), Independent respondents (n=546).