



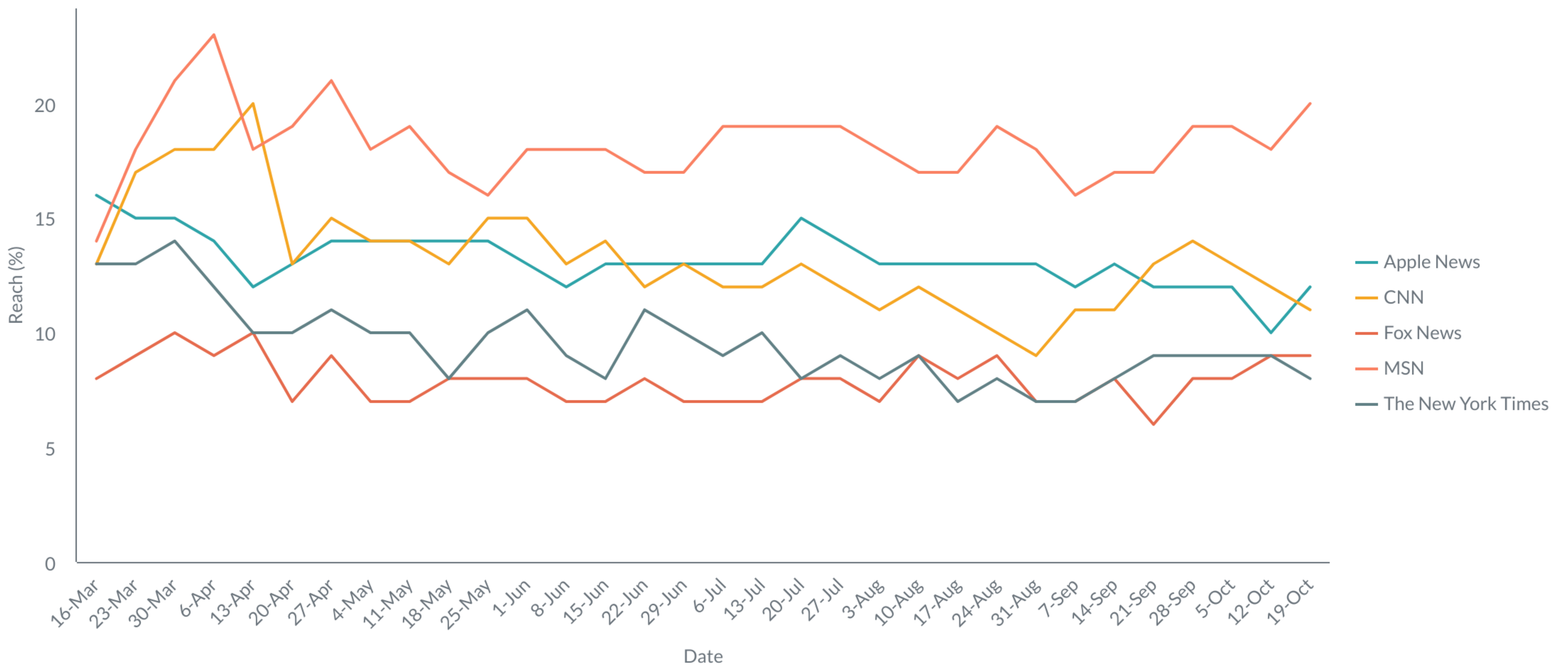
2020 POLITICAL ATLAS

Where do people get their news?

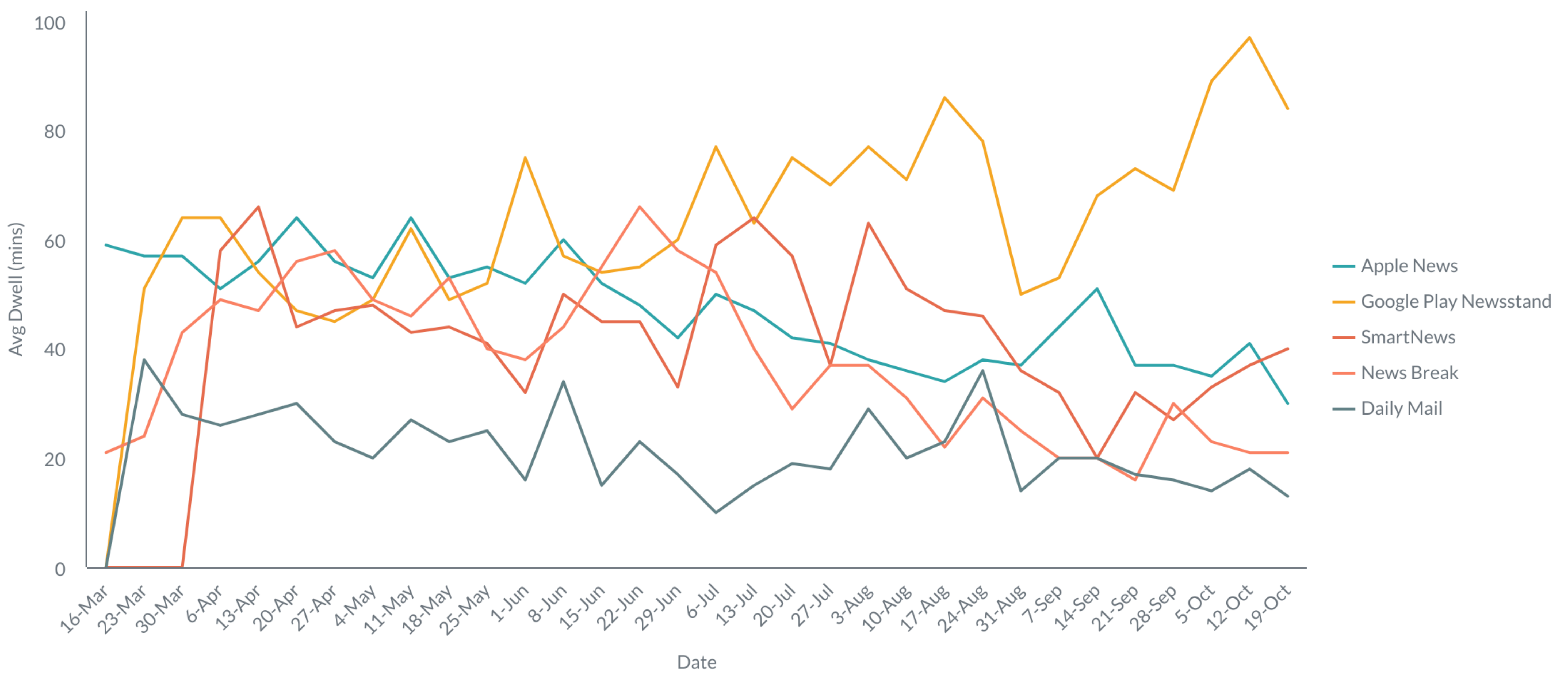


All Respondents

News Reach Trend



News Dwell Trend



Top 3 News Sources

MSN		Apple News		CNN	
	20% Week Reach		12% Week Reach		11% Week Reach
	07 min Average time		30 min Average time		11 min Average time
	20% Reach Biden Expected Vote		13% Reach Biden Expected Vote		17% Reach Biden Expected Vote
	21% Reach Trump Expected Vote		10% Reach Trump Expected Vote		06% Reach Trump Expected Vote



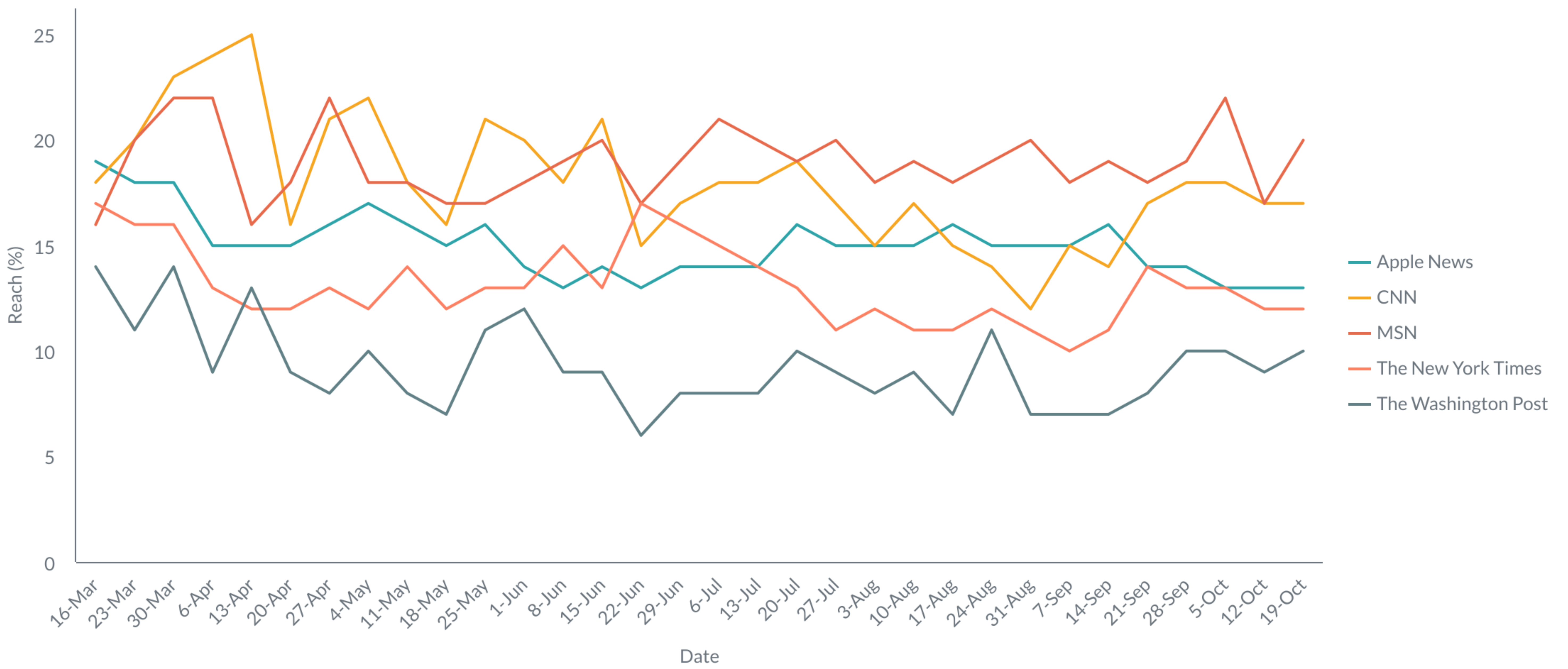
2020 POLITICAL ATLAS

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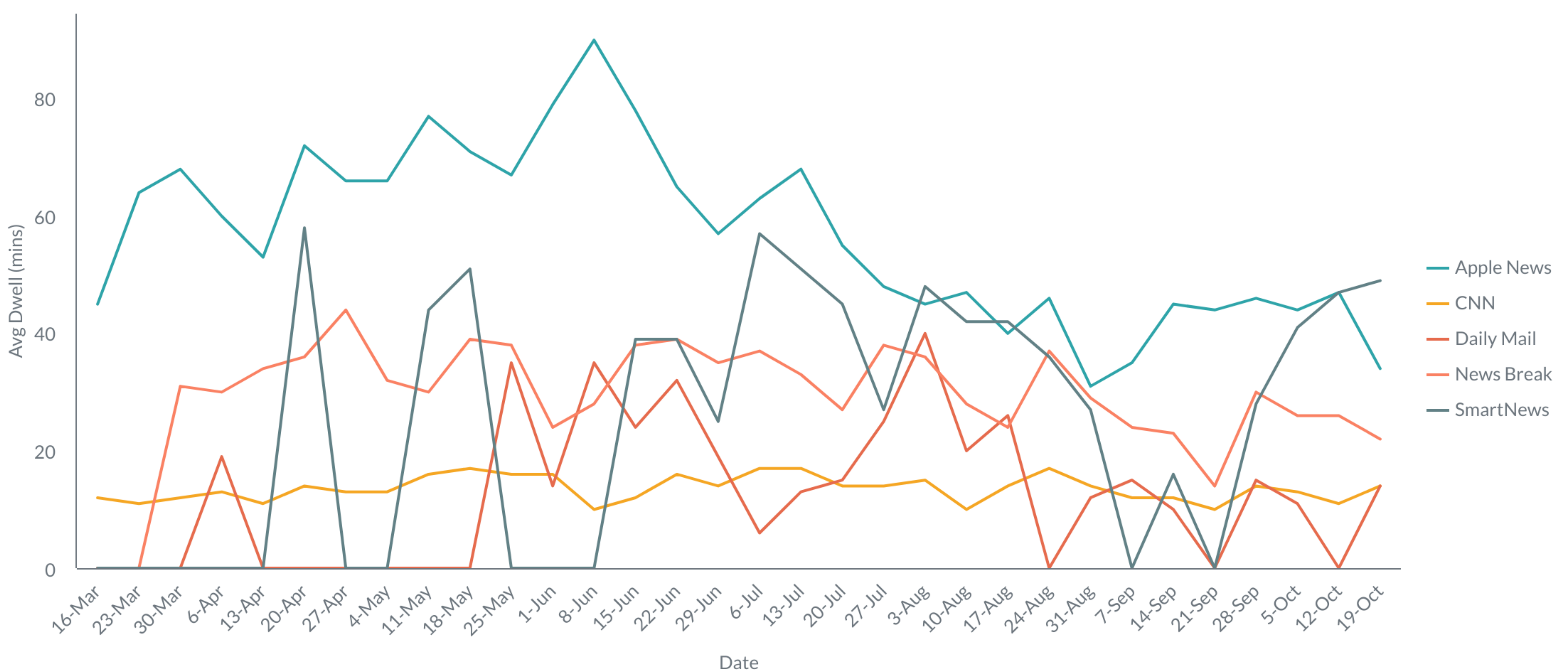


Biden Expected Vote

News Reach Trend



News Dwell Trend



Top 3 News Sources

<p>MSN</p> <p>20% Week Reach</p> <p>10 min Average time</p> <p>21% Reach Trump Expected Vote</p>	<p>CNN</p> <p>17% Week Reach</p> <p>14 min Average time</p> <p>06% Reach Trump Expected Vote</p>	<p>Apple News</p> <p>13% Week Reach</p> <p>34 min Average time</p> <p>08% Reach Trump Expected Vote</p>
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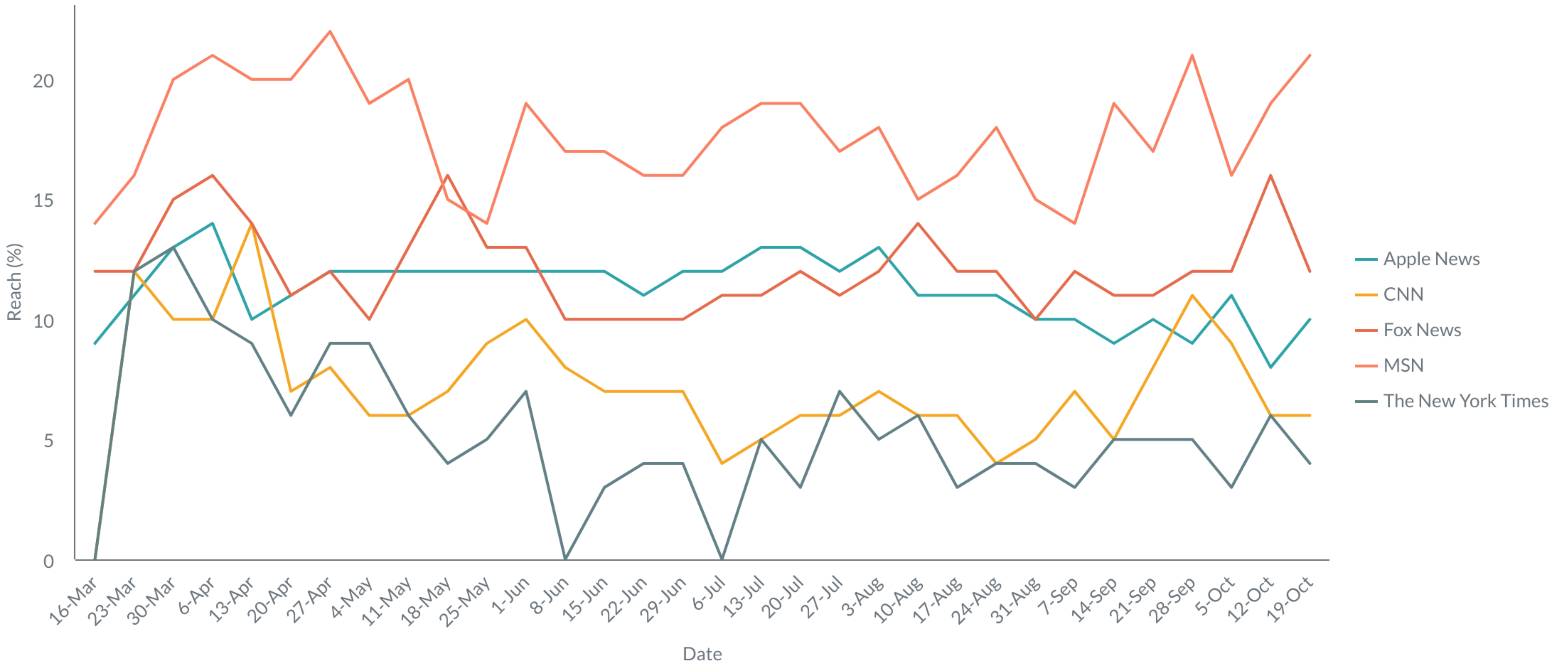
2020 POLITICAL ATLAS

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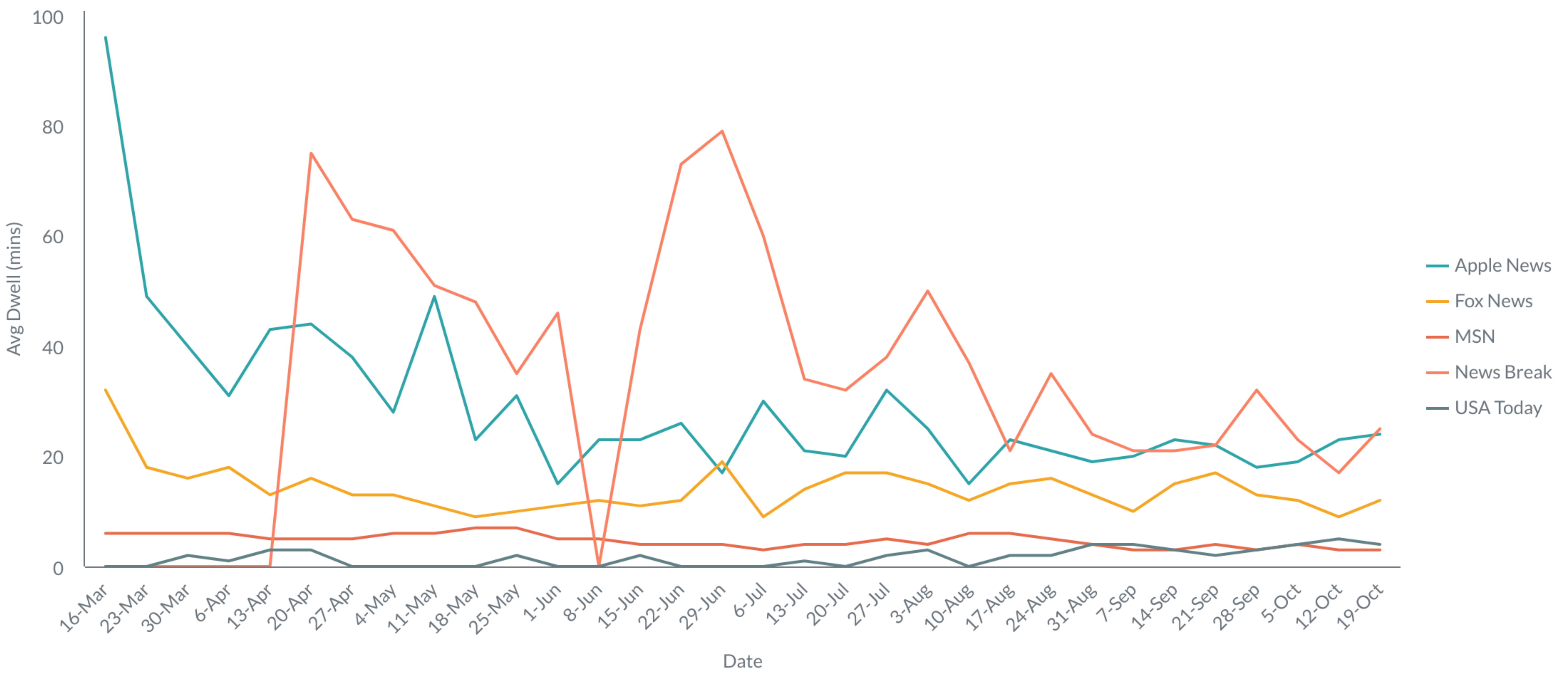


Trump Expected Vote

News Reach Trend



News Dwell Trend



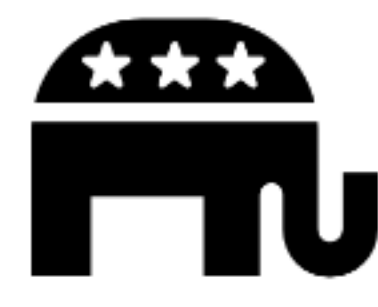
Top 3 News Sources

MSN	Fox News	Apple News
<p>21% Week Reach</p>	<p>12% Week Reach</p>	<p>10% Week Reach</p>
<p>03 min Average time</p>	<p>12 min Average time</p>	<p>24 min Average time</p>
<p>20% Reach Biden Expected Vote</p>	<p>07% Reach Biden Expected Vote</p>	<p>13% Reach Biden Expected Vote</p>



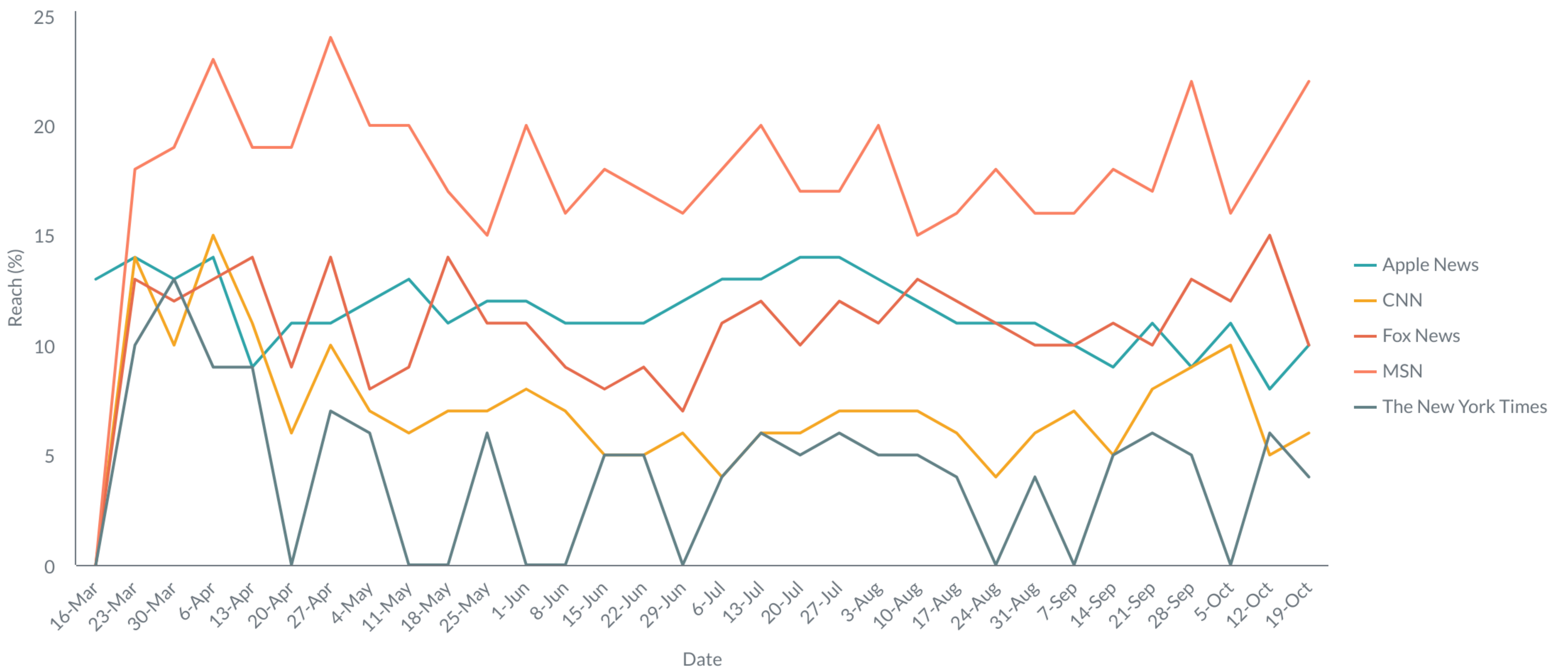
2020 POLITICAL ATLAS

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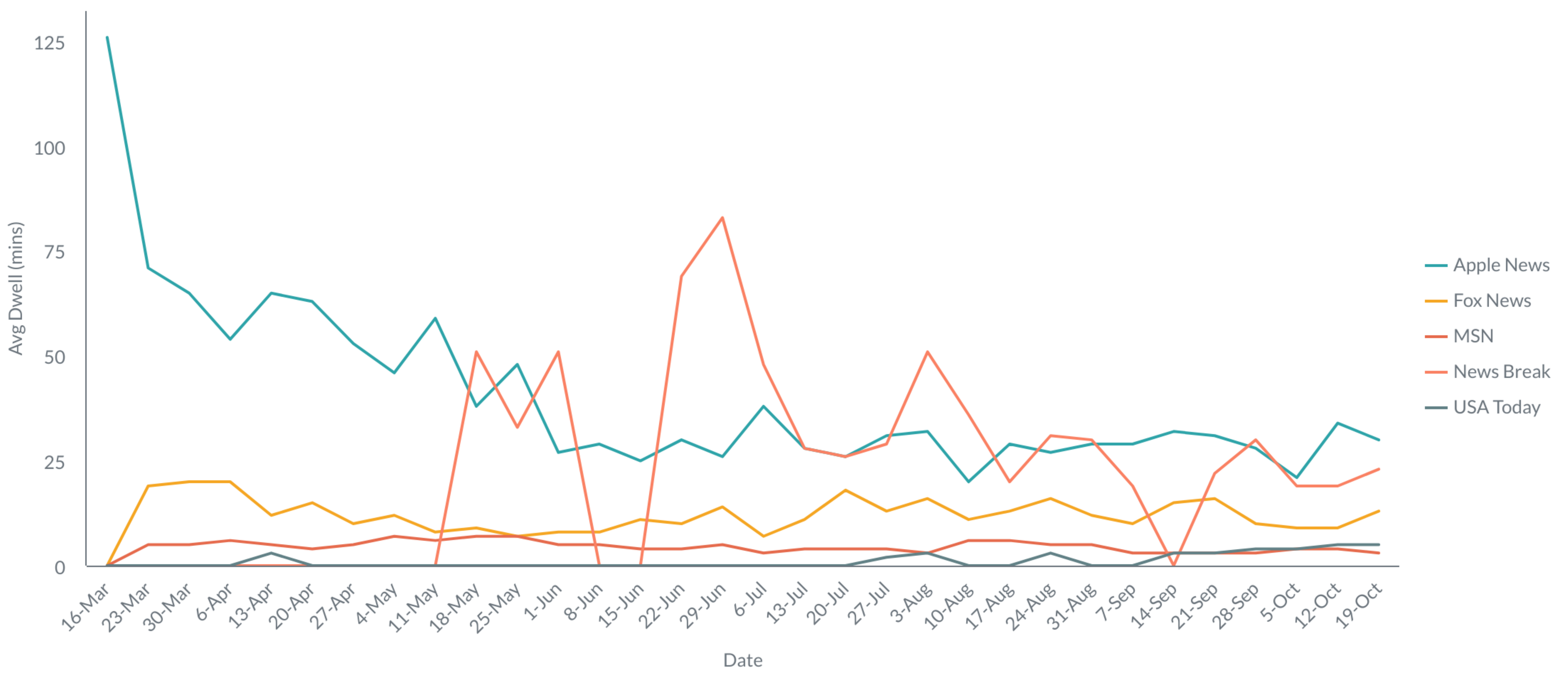


Republican

News Reach Trend



News Dwell Trend



Top 3 News Sources

MSN		Apple News		Fox News	
	22% Week Reach		10% Week Reach		10% Week Reach
	03 min Average time		30 min Average time		13 min Average time
	16% Reach Independent		12% Reach Independent		11% Reach Independent
	22% Reach Democrat		12% Reach Democrat		06% Reach Democrat





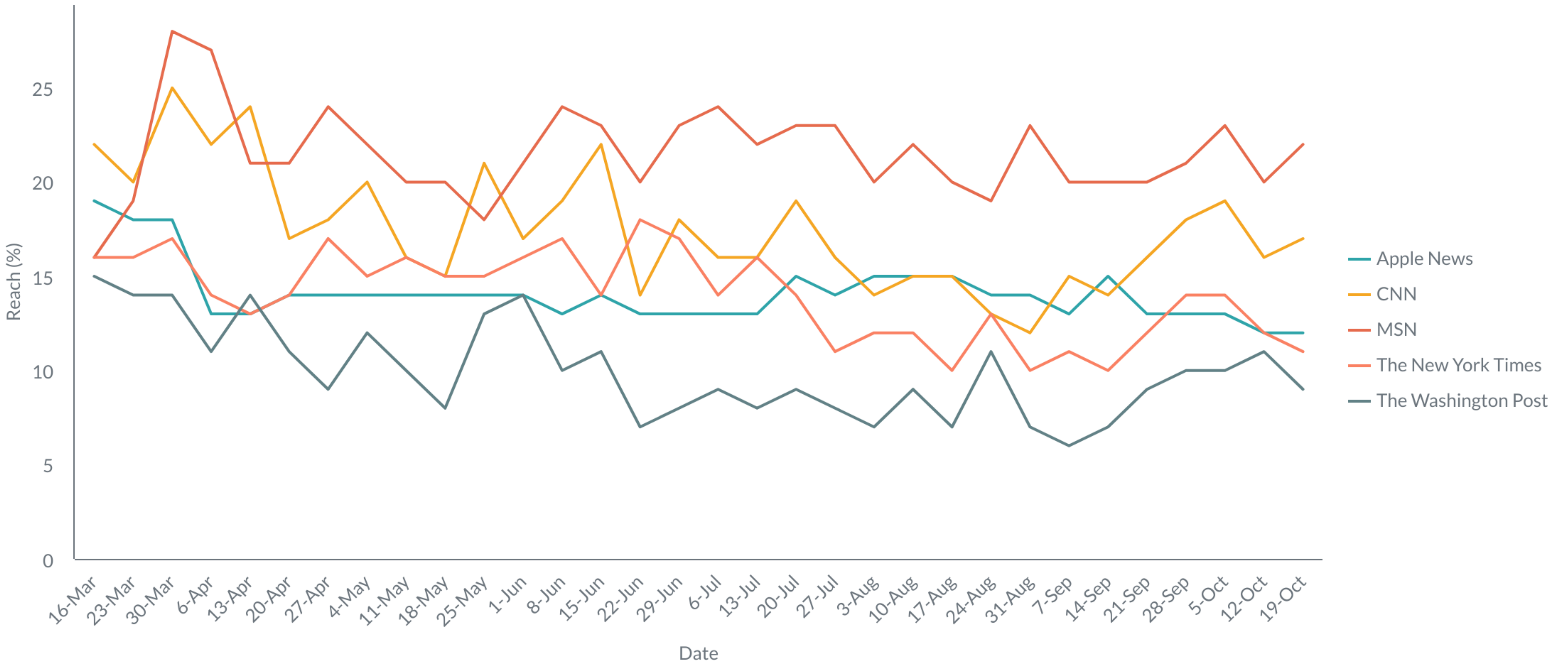
2020 POLITICAL ATLAS

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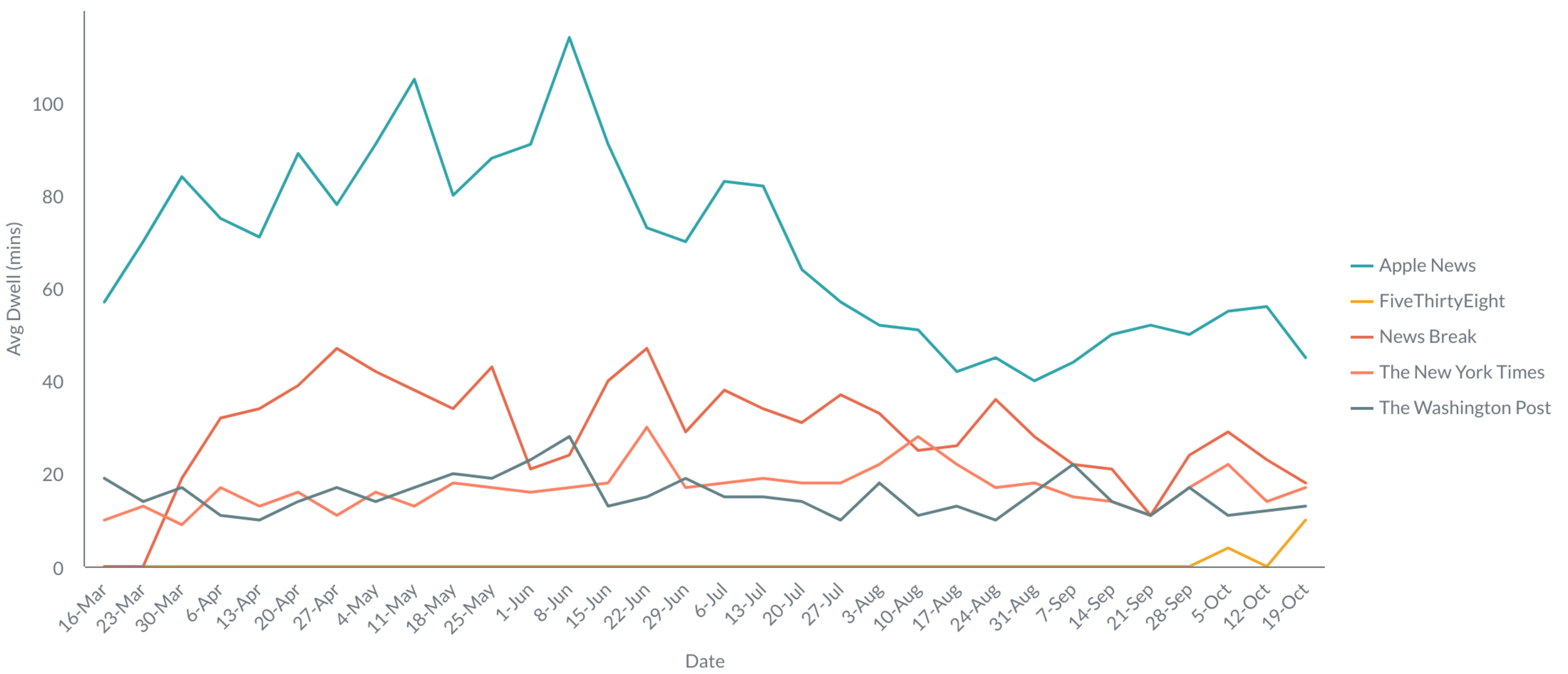


Democrat

News Reach Trend



News Dwell Trend



Top 3 News Sources

MSN		CNN		Apple News	
	22% Week Reach		17% Week Reach		12% Week Reach
	09 min Average time		08 min Average time		45 min Average time
	16% Reach Independent		13% Reach Independent		12% Reach Independent
	22% Reach Republican		06% Reach Republican		10% Reach Republican



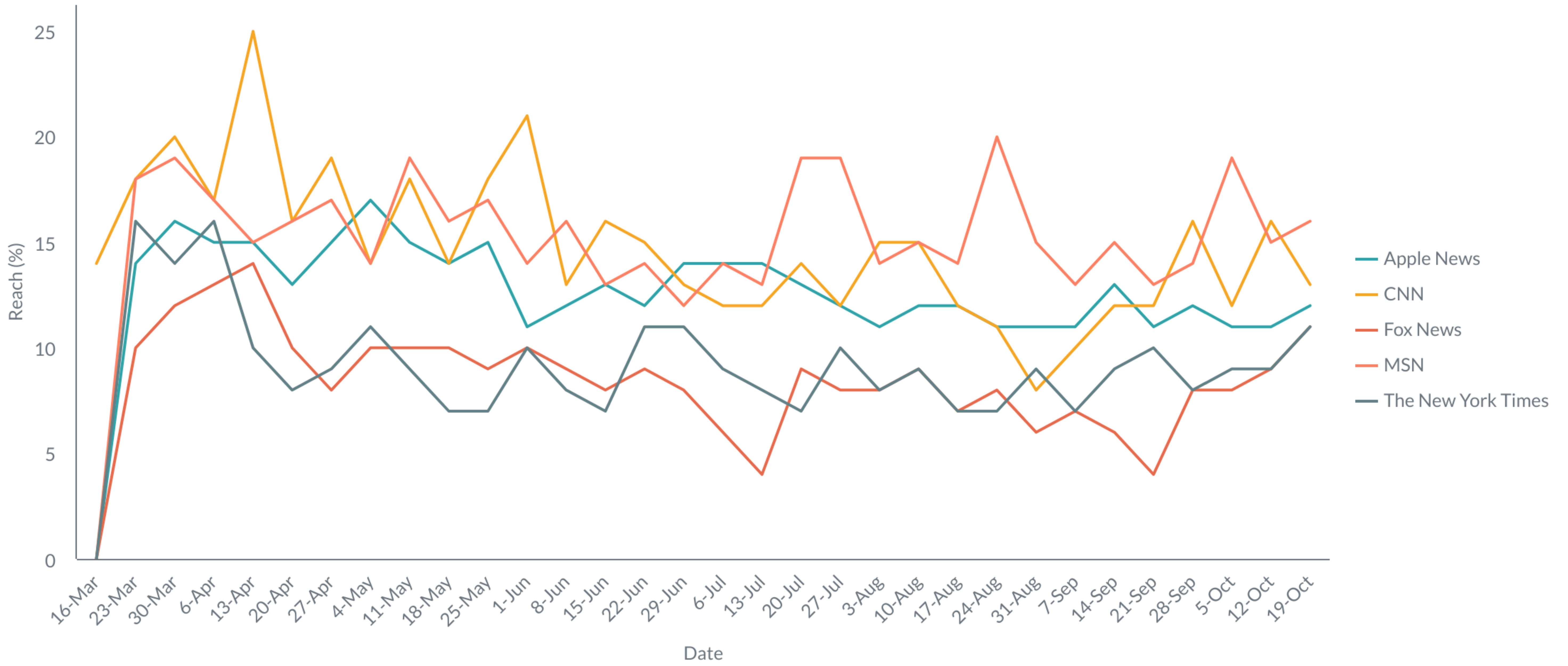
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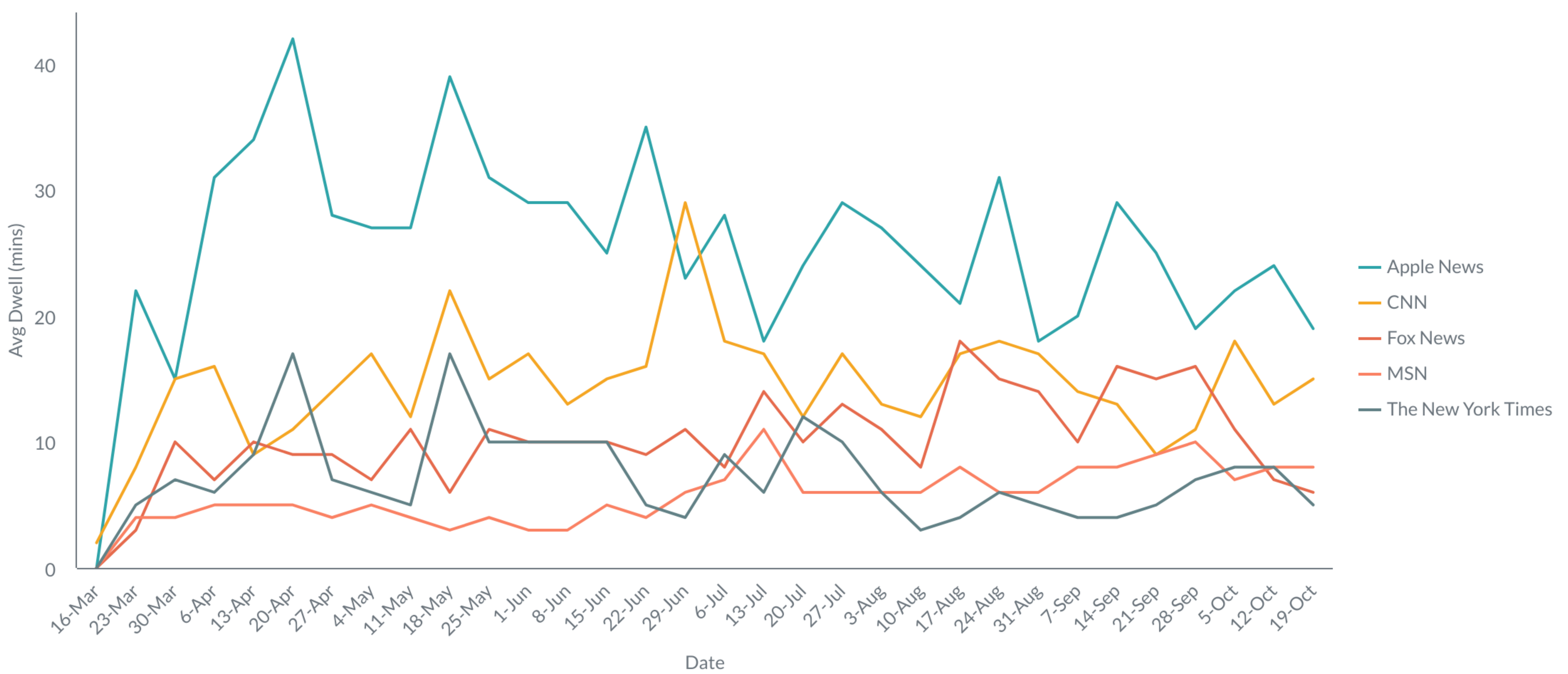


Independent

News Reach Trend



News Dwell Trend



Top 3 News Sources

MSN		CNN		Apple News	
	16% Week Reach		13% Week Reach		12% Week Reach
	08 min Average time		19 min Average time		15 min Average time
	22% Reach Democrat		17% Reach Democrat		12% Reach Democrat
	22% Reach Republican		06% Reach Republican		10% Reach Republican