NEWS CONSUMPTION ACROSS DIFFERENT MEDIUMS

TELEVISION

Heavy viewers not only watch more of all varieties of news, but also report a heavier reliance on cable news when compared to other categories of viewers.

What Type of News Is Being Watched?
http://www.journalism.org/2011/06/14/americans-get-news-at-home/

SOCIAL MEDIA

Facebook not only has the largest audience, but it also serves as the biggest source of news in the social media arena.

Republican 20%  Republican 26%
Democrat 44%  Democrat 38%
Independent 30%  Independent 30%

NEWSPAPERS

Newspapers may not be the main source of news consumption, but they play a vital role in the provision of news.

Age Groups

Everyday Readership by Age

http://www.journalism.org/media-indicators/newspaper-readership-by-age/