

Type here to search

This Folder

Address Book

Options

Log Off

Mail

Calendar

Contacts

Email Settings

Deleted Items (2)

Drafts [3]

Inbox (9)

Junk E-Mail

Sent Items

[Click to view all folders](#) ▼

16-12 Grants Committee

20-02 (18)

20-03 (27)

20-04 (27)

20-05 (13)

20-06 (6)

20-07 (17)

20-08 (9)

20-09 (9)

2020 Reimagining

Manage Folders...

Reply
 Reply to All
 Forward
 Move
 Delete
 Close


New report: how media habits relate to voter participation

Evette Alexander, Knight Foundation [web@knightfoundation.org]

Sent: Wednesday, September 09, 2020 12:30 PM

To: [Steve Johnston](#)

[View this email in your browser](#) ↗



KNIGHT FOUNDATION

INFORMED AND
ENGAGED COMMUNITIES

Dear Sarah,

Today, Knight Foundation released a study of more than 4,000 chronic nonvoters, and a comparison sample of 1,000 active voters, to learn how American media consumption habits may impact attitudes around politics, elections and voting in 2020. The study draws from the original [100 Million Project](#) survey of over 12,000 nonvoters and a companion survey of over 1,000 active voters.

This report, "[The 100 Million Project: How media habits relate to voter participation](#)," offers insights into [how media diets influence whether eligible voters will cast a ballot in November](#) based on factors such as their age, preferred news sources, partisanship, social media reliance and more.

The key findings include:

- Chronic nonvoters who are more attentive to news are more likely to say they will vote in November.
- Conservative news consumers are more fired up to vote in the presidential election.
- People who rely on social media for news are less likely to vote.
- Young nonvoters are more likely to passively “bump into” news, rather than seeking it out.
- People are more engaged with national news than local news.

The report’s data helps us understand that not every nonvoter is disillusioned about voting, and whether and how much they consume news has a direct correlation on their decision to vote. That’s why Knight launched this survey—to find out about the correlation between media consumption and voter turnout, and what implications might be for cultivating an informed and participative citizenry.

We hope this survey provokes insightful conversation and debate about news

consumption and voting during this historic election. [Click here](#) to download a full version of the report, and [follow us on Twitter](#) for the latest Knight research.

Thanks,

Evette Alexander
Director/Learning and Impact
Knight Foundation



Copyright © 2020 John S. and James L. Knight Foundation, All rights reserved.

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

John S. and James L. Knight Foundation
200 S. Biscayne Blvd, Suite 3300
Miami, FL 33131



 Connected to Microsoft Exchange