

2024 Political Insights



Analysis Time Frame: July–August 2024

Methodology

ShareThis, a Predactiv Company, measures online behavior by page views originating from searches, clicks, and shares of content on more than three million global domains, representing over 40 billion online events each month.

In this report, ShareThis, a Predactiv Company, used the following methods to evaluate online behavior:

- **Left-leaning and right-leaning media audiences** comprised of a general U.S. online audience who visited websites with progressive or conservative bias, according to Allsides.com's media bias ratings in July or August of 2024.
- **A likely voters audience** comprised of a general U.S. online audience who consumed content about the 2024 presidential election, campaigns, and candidates in July or August of 2024.
- **Over-indexing categories and topics:** The categories or topics that these audiences over-indexed for in their content consumed, compared to a baseline of the general U.S. online population in July or August of 2024. These categories or topics also have high audience engagement volume.

Key Takeaways

01

Global vs. Domestic

The topics that left-leaning and right-leaning media audiences are engaging with this election season differ. Left-leaning topics tend to be more globally focused, while right-leaning topics tend to be more domestically focused.

02

A Consensus on Top Issues

Both left and right-leaning media visitors are more likely than the general U.S. population to be consuming content about Insurance and Education issues. These issues represent opportunities for the presidential candidates to reach likely voters.

03

Government Accountability Is Up for Discussion

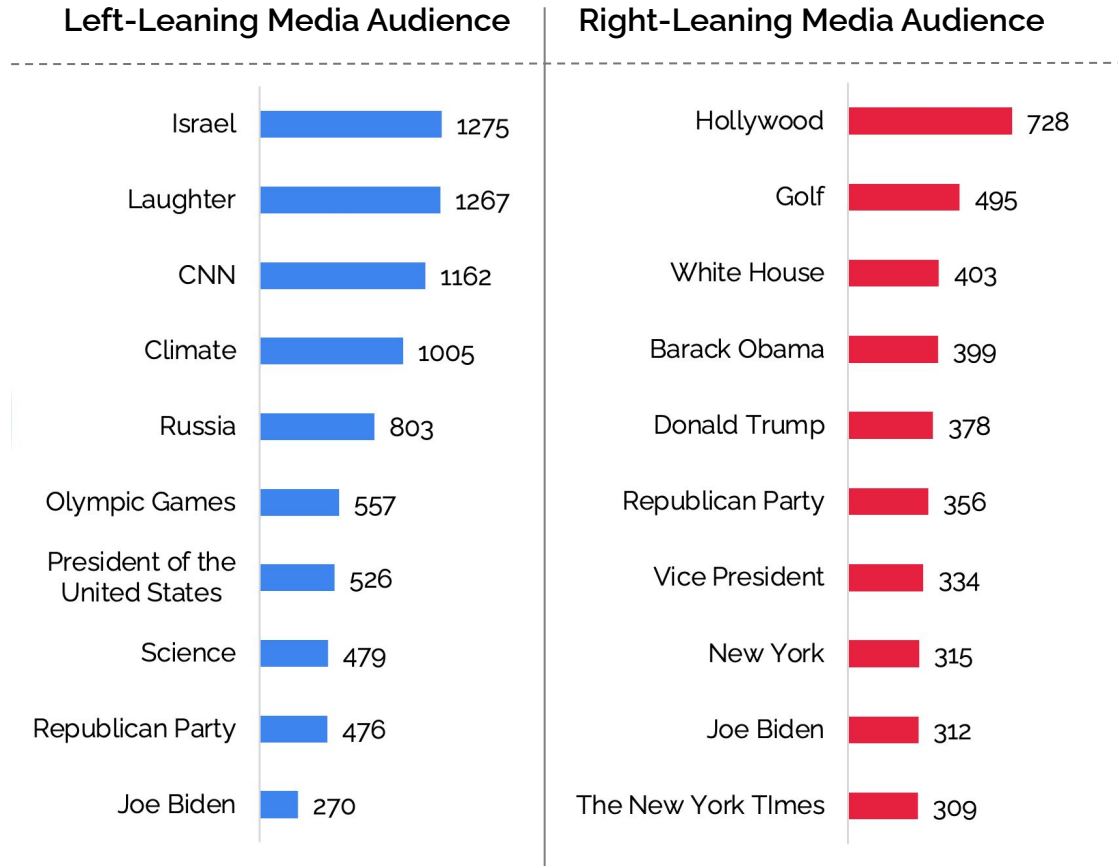
Between the Supreme Court's latest immunity ruling and the new precedent of allowing a convicted felon to run for President, likely voters are engaging with content about power and accountability.

Left-Leaning Media Audiences Focus Globally, Right-Leaning Audiences Focus Domestically

Online Behavior by Left-Leaning and Right-Leaning Media Audiences

Compared to the general population, Left-leaning media consumers over-index for more global topics including Israel, Russia, and the Olympics. Right-leaning media consumers over-index for more domestic topics, including national figures and locations.

Over-Indexing Topics



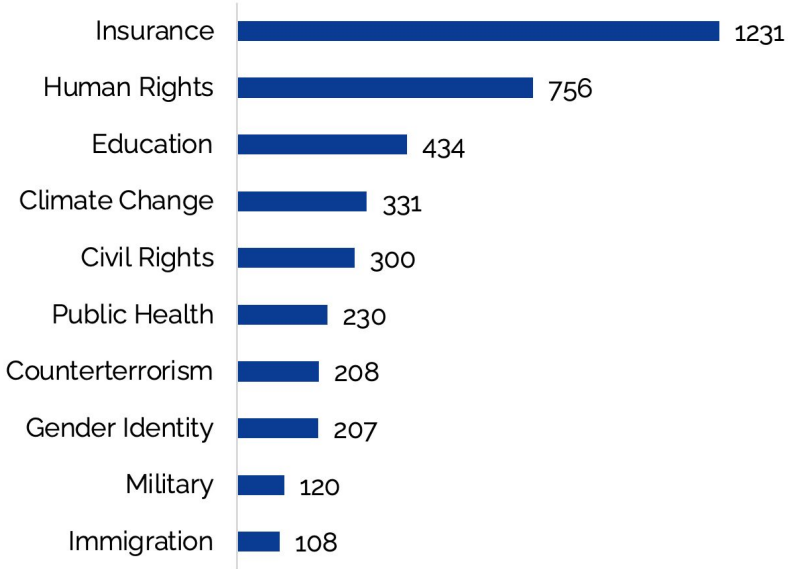
An index number (e.g., 1275) quantifies above-average interest compared to the general population
Geo: U.S. | Time Frame: July – August 2024

Health Insurance and Education Are Top Issues for Both Parties

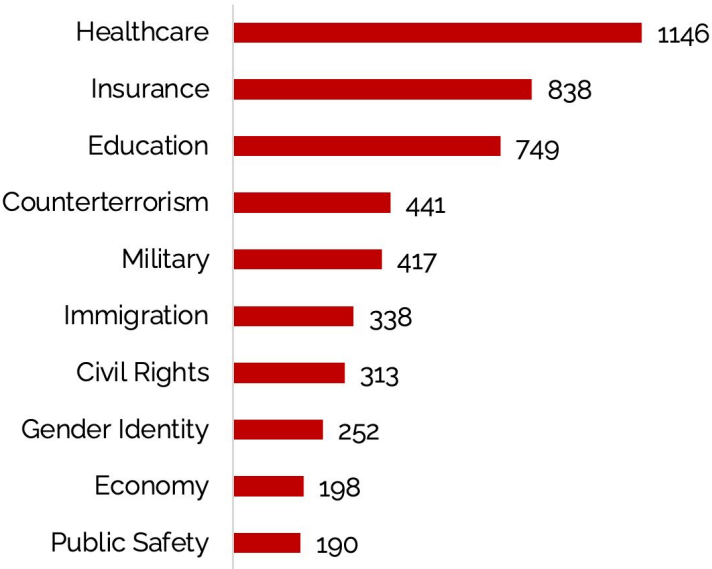
Compared to the general population, both left-leaning and right-leaning media audiences over-index for Health Insurance and Education related topics. The left-leaning media audience is also interested in Climate Change and Human & Civil Rights, while the right-leaning media audience shows interest in Military and Immigration.

Over-Indexing Issues

Left-Leaning Media Audience



Right-Leaning Media Audience



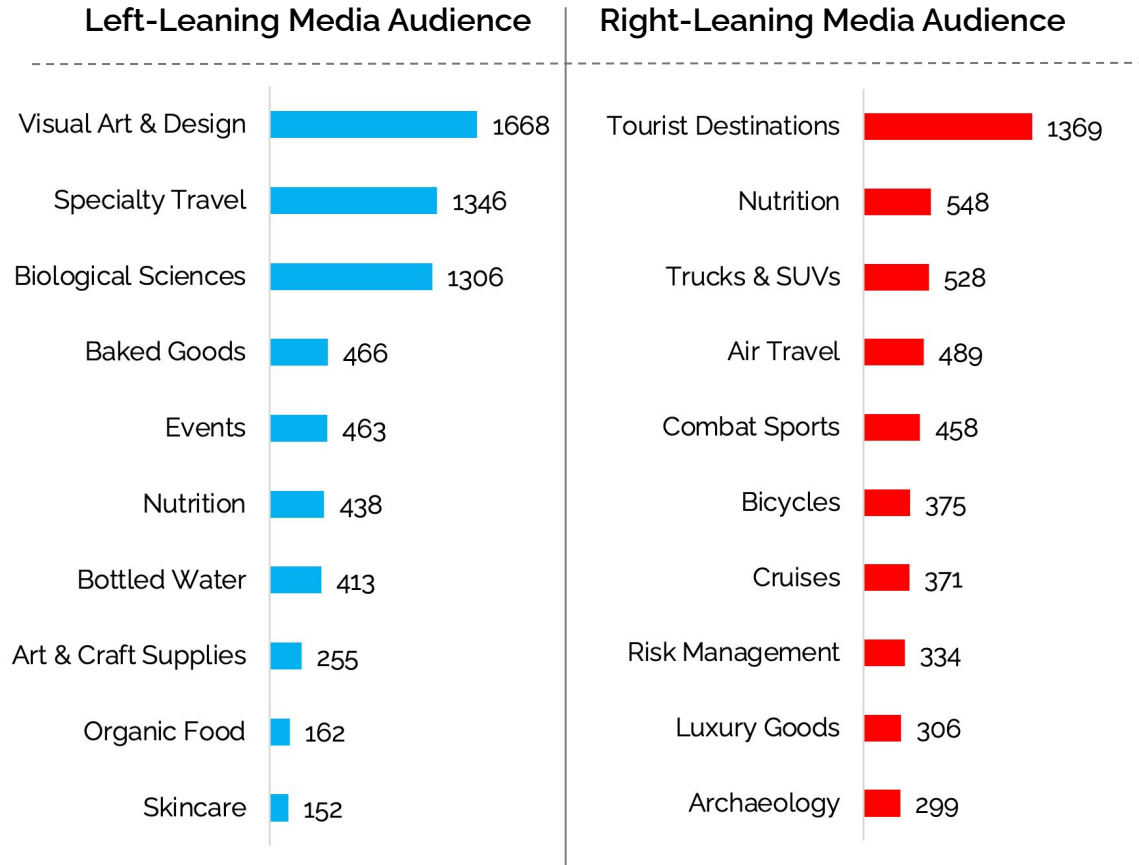
An index number (e.g., 1231) quantifies above-average interest compared to the general population | Geo: U.S. | Time Frame: July - August 2024

Left and Right-Leaning Media Audiences Demonstrate Strong Interests Outside of Politics

Online Behavior by Left-Leaning and Right-Leaning Media Audiences

Compared to the general population, left-leaning media consumers over-index for the arts and sciences, while right-leaning media consumers over-index for travel related categories.

Over-Indexing Interests



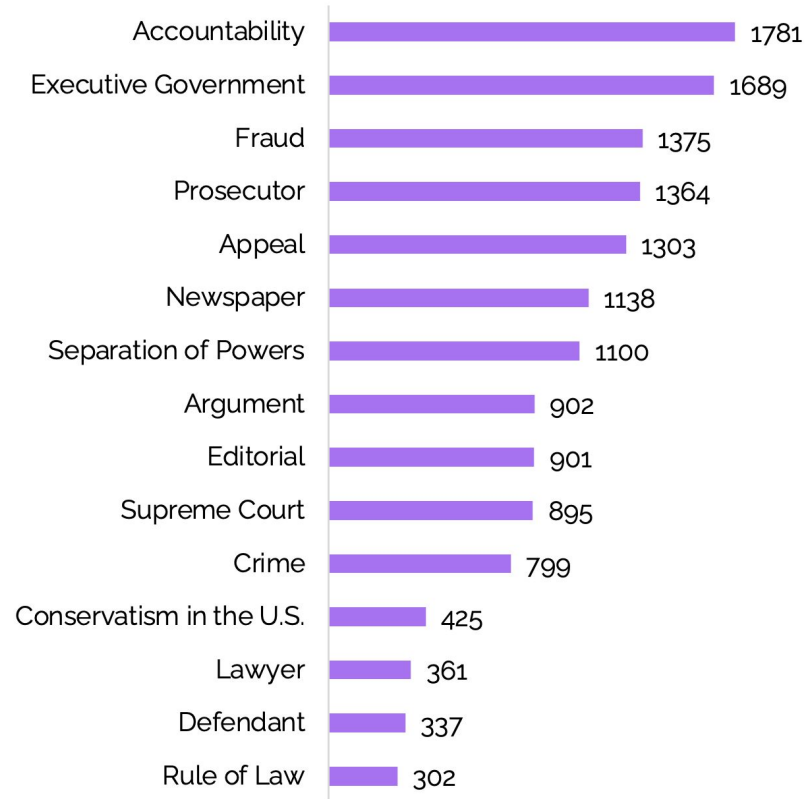
An index number (e.g., 1668) quantifies above-average interest compared to the general population
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The Supreme Court's Immunity Ruling Raises Questions About Power and Accountability

Online Behavior by a Likely Voters Audience Who Consumed Content about the Supreme Court's Immunity Ruling

Likely voters who consumed content about the Supreme Court's immunity ruling are more likely than the general population to engage with topics about Accountability and the Separation of Powers.

Over-Indexing Topics by a Likely Voters Audience Who Consumed Content About the Supreme Court's Immunity Ruling



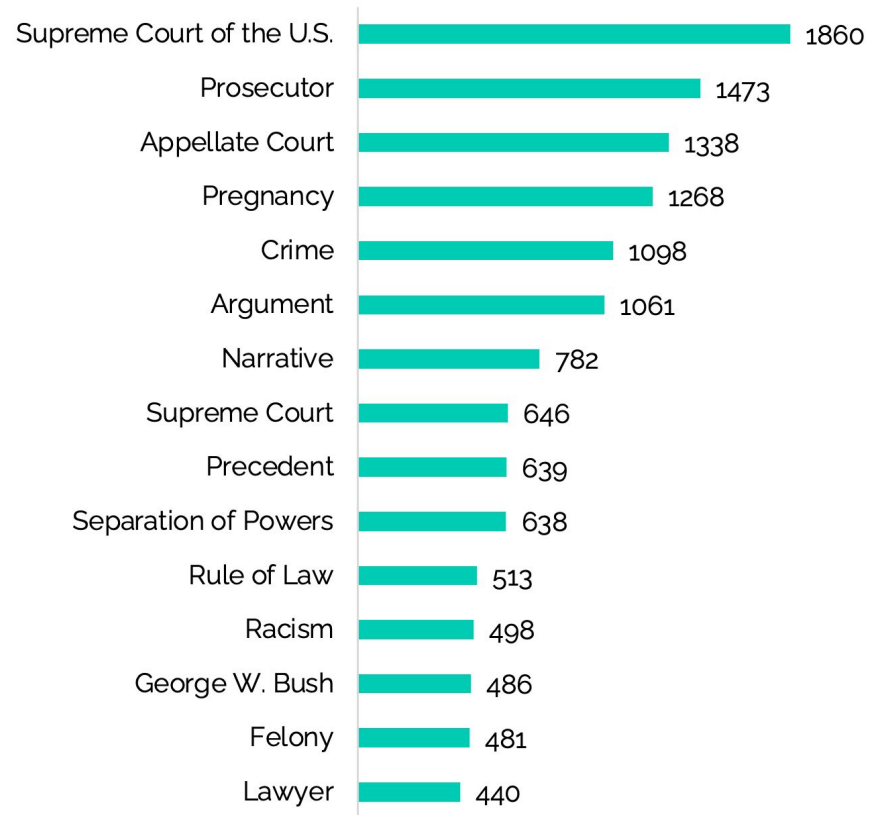
An index number (e.g., 1781) quantifies above-average interest compared to the general population
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Donald Trump's Conviction Sets New Precedent for Presidential Candidacy

Online Behavior by a Likely Voters Audience Who Consumed Content about Donald Trump's Conviction

Likely voters who consumed content about Donald Trump's conviction are more likely than the general population to engage with topics such as Narrative and Precedent, suggesting that Donald Trump's conviction will remain as a discussion point in this Presidential race.

Over-Indexing Topics by a Likely Voter Audience Who Consumed Content About Donald Trump's Conviction



An index number (e.g., 1860) quantifies above-average interest compared to the general population
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Targeting & Activation Opportunities

Standard Off-the-Shelf Segments:

- ShareThis > News > Politics > Campaigns & Elections
- ShareThis > Political > Media > Conservative Media Outlets
- ShareThis > Political > Media > Liberal Media Outlets
- ShareThis > Political > Political Affiliation > Democrats
- ShareThis > Political > Political Affiliation > Leans Left Voters
- ShareThis > Political > Political Affiliation > Leans Right Voters
- ShareThis > Political > Political Affiliation > Republicans
- ShareThis > Political > Political Issue > Economic Issues
- ShareThis > Political > Political Issue > Environmental Issues
- ShareThis > Political > Political Issue > Immigration
- ShareThis > Political > Political Issue > National Security
- ShareThis > Political > Politician > Donald Trump
- ShareThis > Political > Politician > Kamala Harris
- ShareThis > Political > Sentiment > Negative > Donald Trump
- ShareThis > Political > Sentiment > Negative > Kamala Harris
- ShareThis > Political > Sentiment > Neutral > Donald Trump
- ShareThis > Political > Sentiment > Neutral > Kamala Harris
- ShareThis > Political > Sentiment > Positive > Donald Trump
- ShareThis > Political > Sentiment > Positive > Kamala Harris
- ShareThis > Political > Supreme Court
- ShareThis > Political > URL Audience > Political View > Conservative
- ShareThis > Political > URL Audience > Political View > Liberal

Reach out to your ShareThis representative for a full list of available segments.

Examples of Custom Segments:

- Custom > Left Leaning Political Issues
- Custom > Right Leaning Political Issues
- Custom > Supreme Court Immunity Ruling
- Custom > Trump Conviction

Create your own audiences using relevant, privacy-compliant signals.



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