



Newspapers Help Engage Voters in Local Elections

50.6% of political campaign contributors have taken action in the past year as a result of a newspaper ad.

Democratic voters are **22%** more likely than the average person to read a newspaper 6 to 7 days a week.

Democratic voters are **13%** more likely than the average person to take action as a result of a newspaper ad.

Democratic voters in local elections (1,360,430)



Democrats who vote in local elections are



to donate money to political organizations.

Many believe newspapers are the "best source for information on local politics."

marketing strategies

- ▶ Experts believe that voters must hear or see a political message at least 12 times before it resonates.
- ▶ Business sectors likely to contribute the most to campaigns are finance/real estate, lawyers/business, health care lobbyists, communications, and energy/transport.
- ▶ In a general election, about 70% of all funds raised are used for advertising.



for more information, contact:

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