



Newspapers Help Engage Voters in Statewide 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 statewide elections

(1,376,005)



76%

Newspapers – 1,047,768

(Read a daily, Sunday or non-daily, print or digital newspaper, or visited a newspaper website in the past week)



75%

Social Media – 1,037,141

(Used Internet for social networking)



64%

Radio – 881,620

(Listened to morning drive radio)



58%

Television – 795,471

(Watched morning or evening local news)



27%

Magazines – 371,822

(Read local magazines)



9%

Yellow Pages – 125,388

(Used Yellow Pages in the past week)

Democrats who vote in statewide elections



are **more likely**

to donate money to political organizations.

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:

Angela Kulfan | Advertising Director
Michigan Press Association Services
Angela@michiganpress.org | 313.614.9050