



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.

Independent voters are **18%** more likely than the average person to read a newspaper 4 or more days a week.

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

Independent voters in statewide elections

(466,625)



72%

Newspapers – 336,151

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



72%

Radio – 337,629

(Listened to morning drive radio)



72%

Social Media – 337,973

(Used Internet for social networking)



56%

Television – 261,148

(Watched morning or evening local news)



26%

Magazines – 119,427

(Read local magazines)



7%

Yellow Pages – 34,815

(Used Yellow Pages in the past week)

Independent voters are



more likely

than the average person to read the **business/money** and **editorial opinions** sections of the newspaper.

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.



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