

republican party



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.

Republican voters are **20% more likely** than the average person to read a newspaper 6 to 7 days a week.

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

Republican voters in statewide elections

(1,278,156)



67%

Newspapers – 858,033

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



70%

Radio – 899,164

(Listened to morning drive radio)



75%

Social Media – 962,223

(Used Internet for social networking)



57%

Television – 722,769

(Watched morning or evening local news)



24%

Magazines – 305,323

(Read local magazines)



11%

Yellow Pages – 141,682

(Used Yellow Pages in the past week)

Republicans who vote in statewide elections



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:

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