

# 6

Reasons

Newspapers

are the Elected  
Media Platform  
for Loyal Voters



Newspaper  
Association  
of America

[www.naa.org](http://www.naa.org)



## Values of Voters who Consume Newspaper Media

Of those loyal voters who read the newspaper in print or digital form in the past week:

- **71%** often find themselves in a leadership position
- **70%** agree the government should pay more attention to environmental issues
- **70%** feel they are more environmentally conscious than most

Source: Gfk MRI/Nielsen Scarborough 2015

For certain local news and information, there is just no comparison to the value of the local newspaper. As the political campaign season heats up, members of the community turn to newspapers to provide the latest balanced, credible reporting on the local candidates and the key information they need to know before casting their

vote. Often, this comes in the form of advertising from the local political candidates themselves.

New research confirms that advertising in local newspapers provides the best return on investment to political candidates looking to connect with voters, as well as potential contributors.



As you meet with local political candidates to discuss advertising opportunities in your newspaper, keep these helpful facts and insights on hand to demonstrate the importance of local newspapers to the success of their campaigns.

**1.** Research shows that the most loyal voters read newspapers. Of those who *always vote* in local elections:

- They are **27%** more likely to read the daily newspaper than the typical adult.
- **Seven in ten** read newspaper media in print, online or on mobile devices in an average week.
- Nearly **eight in ten (77%)** also contribute to political organizations.



**2.** Newspapers can help political candidates understand who the most loyal voters are and how they engage with newspaper media to increase impact. With this information, they can better target their ads, maximizing their return on investment.

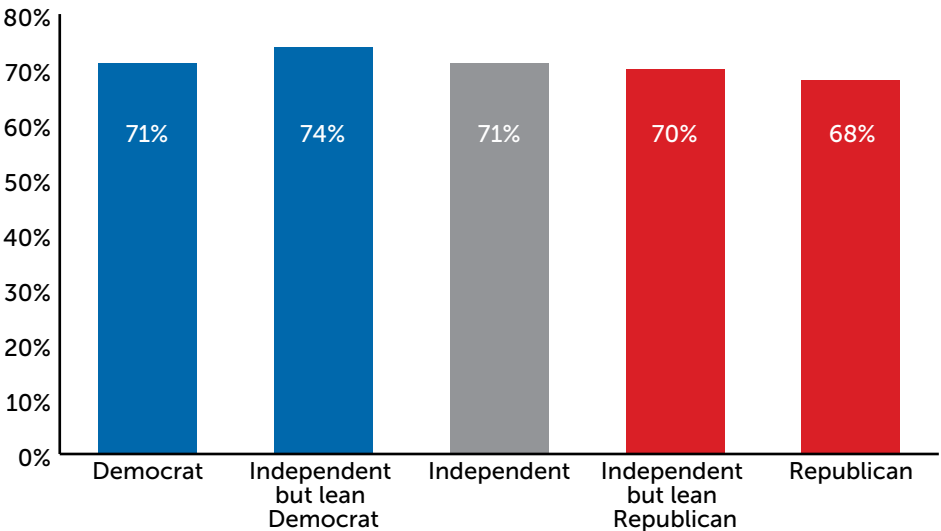


- More than six in ten (62%) of those who always vote in local elections are age **50 or older**. Among this group, in an average week, **two-thirds (67%)** read a *print* newspaper and more than **seven in 10 (73%)** read a *print or digital* newspaper.

**3.** The majority of loyal voters from **all political party affiliations read newspaper** media. Engagement with newspapers among those who always vote in local elections is amazingly consistent, even across party lines, **making newspapers an attractive mode of advertising** for any political candidate. Among those who always vote in local elections, in an average week:

- Around **seven in ten** Republicans (68%), Democrats (71%), Independents (71%) and those in between read the print or digital newspaper.

**Read Newspaper Print or Digital in Past Week**  
Among Those Who Always Vote in Local Elections by Party Affiliation



**4.** Newspapers play a major role in **keeping voters up-to-date** on news and current affairs, including political news for the local community. During political campaign season, local newspapers provide the **latest information on the political candidates** and issues being deliberated in local elections.

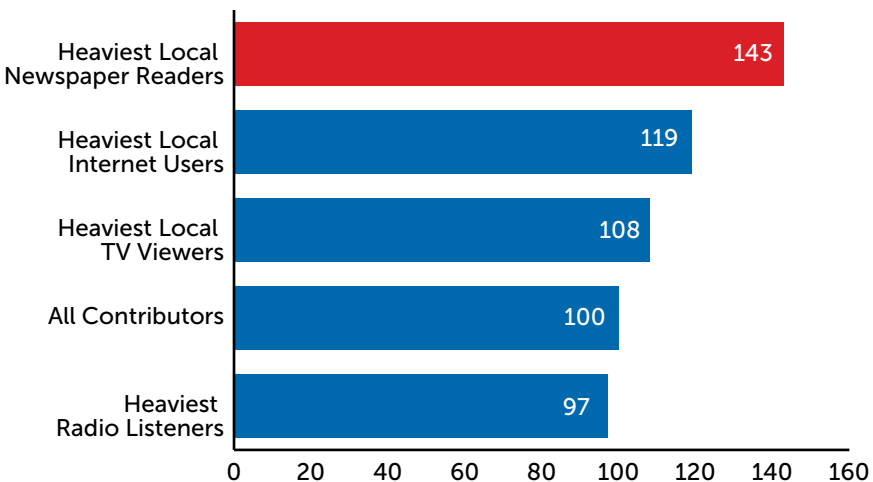
- Nearly **three-quarters (73%)** of perpetual voters who read print or digital newspaper media each week think it is important to keep up-to-date with news and current affairs.

**5.** Newspaper media attracts **voters who also contribute to political organizations**—a key audience for political candidates. Newspapers help political candidates **connect with these contributors**, who are important sources for funding their campaigns.

- Nearly **two-thirds (64%)** of those who contribute to political organizations are age 50 or older. Of that group, more than **seven in 10 (71%)** read the newspaper in *print*, and nearly **eight in 10 (79%)** read the newspaper in *print* or *digital* format during an average week.

**6.** **Heavy readers** of local newspapers are much **more likely to make contributions** to political organizations than heavy users of other local media, making **newspapers the key channel** to reach this influential group.

**Index of Contributors to Political Organizations by Media Usage (1st Quintile/Heaviest Usage)**





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Source:

Nielsen Scarborough, 2015