News audiences are the most politically active group of people in the United States. More than 86 percent of the adult news media audience is registered to vote, making news media the ideal partner for sharing your message.

People who consume news media are 24 percent more likely to have contributed money to a political organization in the past 12 months than the average U.S. adult.

News media reach 77 percent of adults who have contacted an elected official or community leader to express their opinions about issues important to them.

News media audiences contribute to organizations and causes that are important to them. They are 24 percent more likely to donate to political causes than the average U.S. adult.

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