

THE NEWS MEDIA AUDIENCE & THE ELECTORATE

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.

News media reach frequent voters who are likely to influence how others vote, including **75 percent** of opinion leaders and early followers.

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.

122 million – number of registered voters news media reach each week. That's **64 percent** of all U.S. registered voters.

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.

7%
more likely to
always vote in
presidential
election.

12%
more likely to
always vote in
local and state
elections.

