

# statewide elections

## REPUBLICAN PARTY



**49.9% of political campaign contributors** have taken action in the past year as a result of a newspaper ad.

Republican voters are **more likely** than the average person to **read a newspaper six to seven days a week**.


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

Republicans who vote in **statewide elections** are more likely to **donate to political organizations**.


## PENNSYLVANIA


Newspapers help you reach nearly **5.6 million** active voters in Pennsylvania


Media preferences of Republican voters in statewide elections.  
(2,708,317)

 **80.2%** use the internet for social networking.  
(2,171,656)

 **69.7%** read a newspaper each week.\*  
(1,886,906)

**60.8%**  listen to morning drive radio (1,647,706)

**56.0%**  watch morning or evening local news.  
(1,516,550)

**42.2%**  watch cable news networks. (1,144,038)

**22.2%**  read local magazines.  
(600,184)

Consumers' **trust in print news media** is **more than double** their trust in social media.

In print or online, newspapers are the **most trusted source** of news and information among all age groups.

**82% of news media consumers** trust print ads in newspapers **more than any other source**.



In a general election, about **70% of all funds raised** are **used for advertising**.

Experts believe that voters must **hear or see a political message at least 12 times** before it resonates.

**FOR MORE INFORMATION, CONTACT:**

Sources: 2021 Release 2 Nielsen Scarborough Report.  
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\*Read a daily, Sunday or non-daily, print or digital newspaper, or visited a newspaper website in the past week.