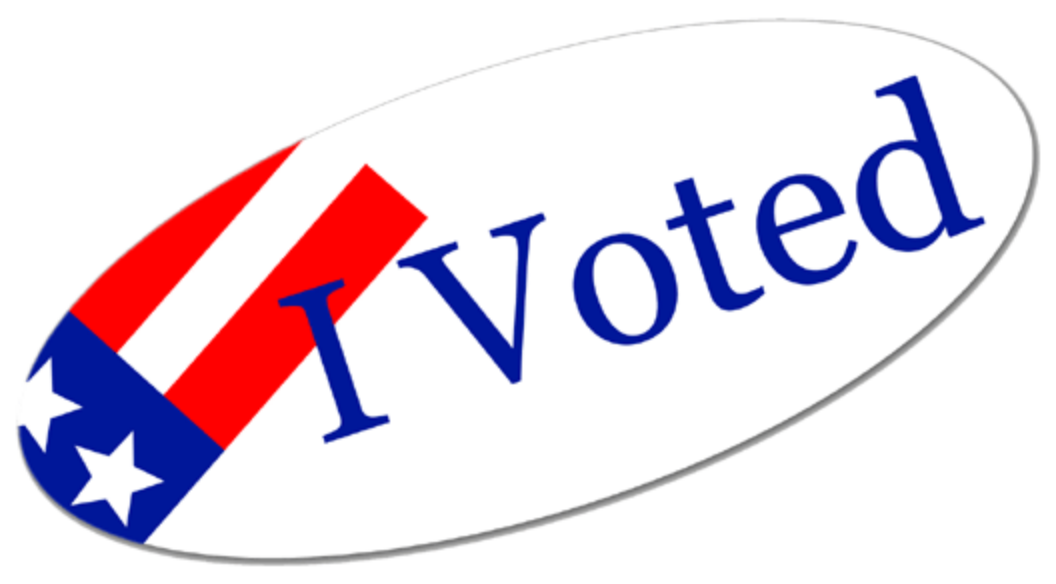
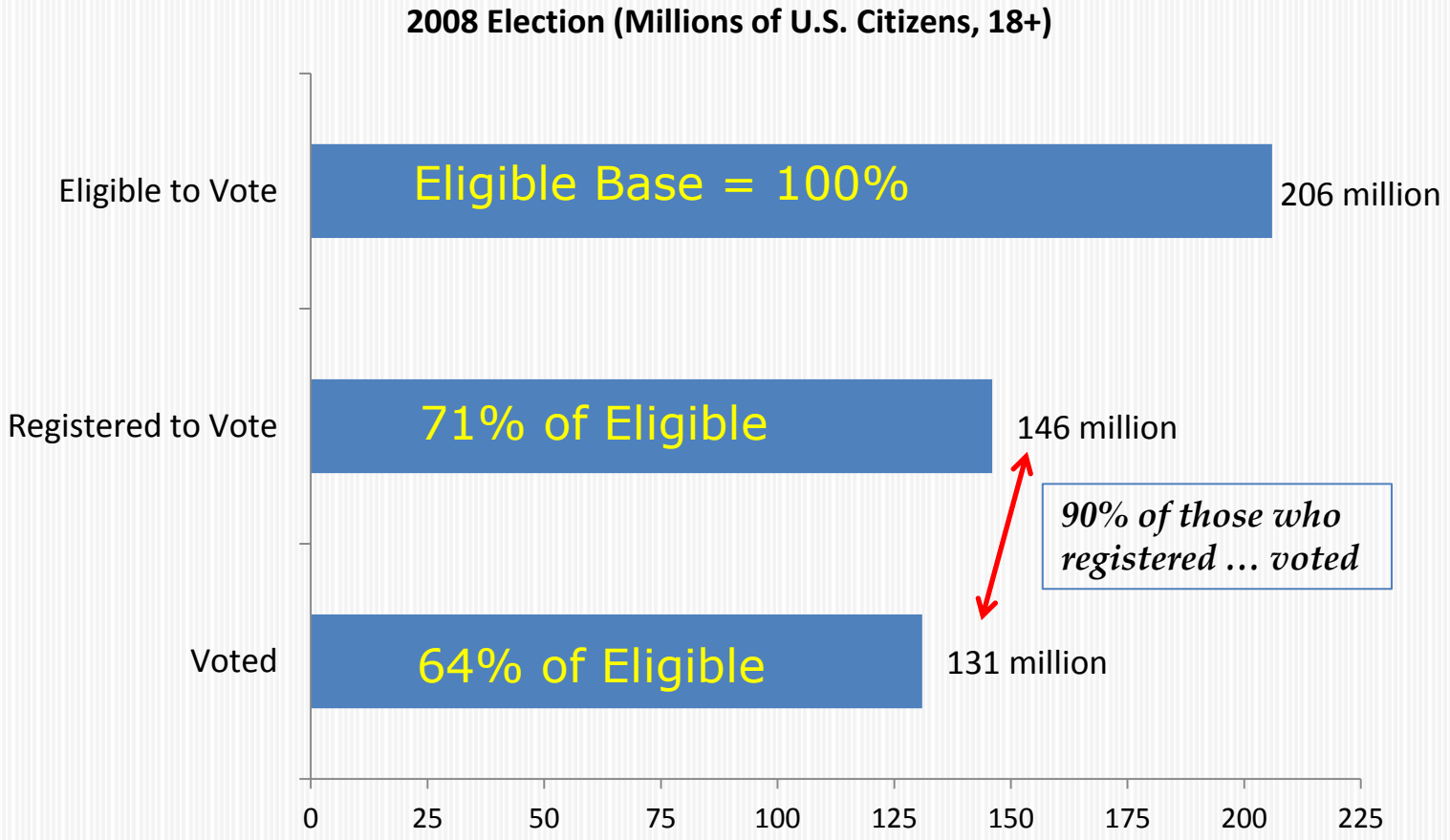


Readers Vote, Voters Read:

Voters & Newspaper Media 2012

Newspaper Association of America

Reference Point: Voting in 2008



- Source: Census Bureau, "Voting and Registration in the Election of November 2008"

2008: Those Who Register … Vote

Age	% Eligible Who Registered	% of Registered Who Voted
18-34	53%	85%
35-44	63%	90%
45-54	67%	92%
55-64	71%	93%
65+	70%	91%

- *And the older you are, the more likely you are to register and vote.*

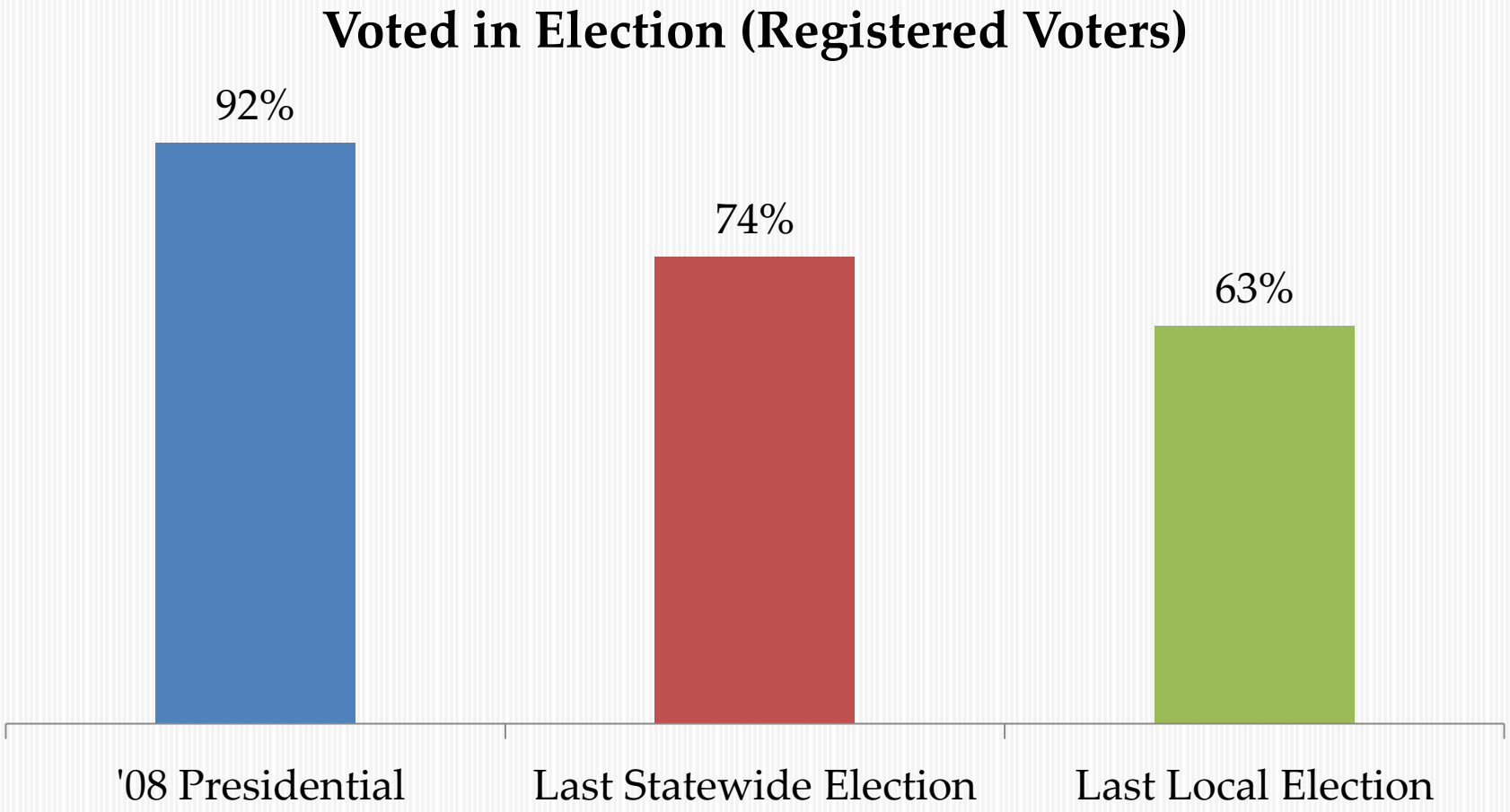
- Source: Census Bureau, "Voting and Registration in the Election of November 2008"

New Survey Data for 2012

- Sample frame: current registered voters
- Online survey: conducted by Moore Information
- Respondents: 2,000 registered voters
- Fieldwork: conducted January 17-18, 2012

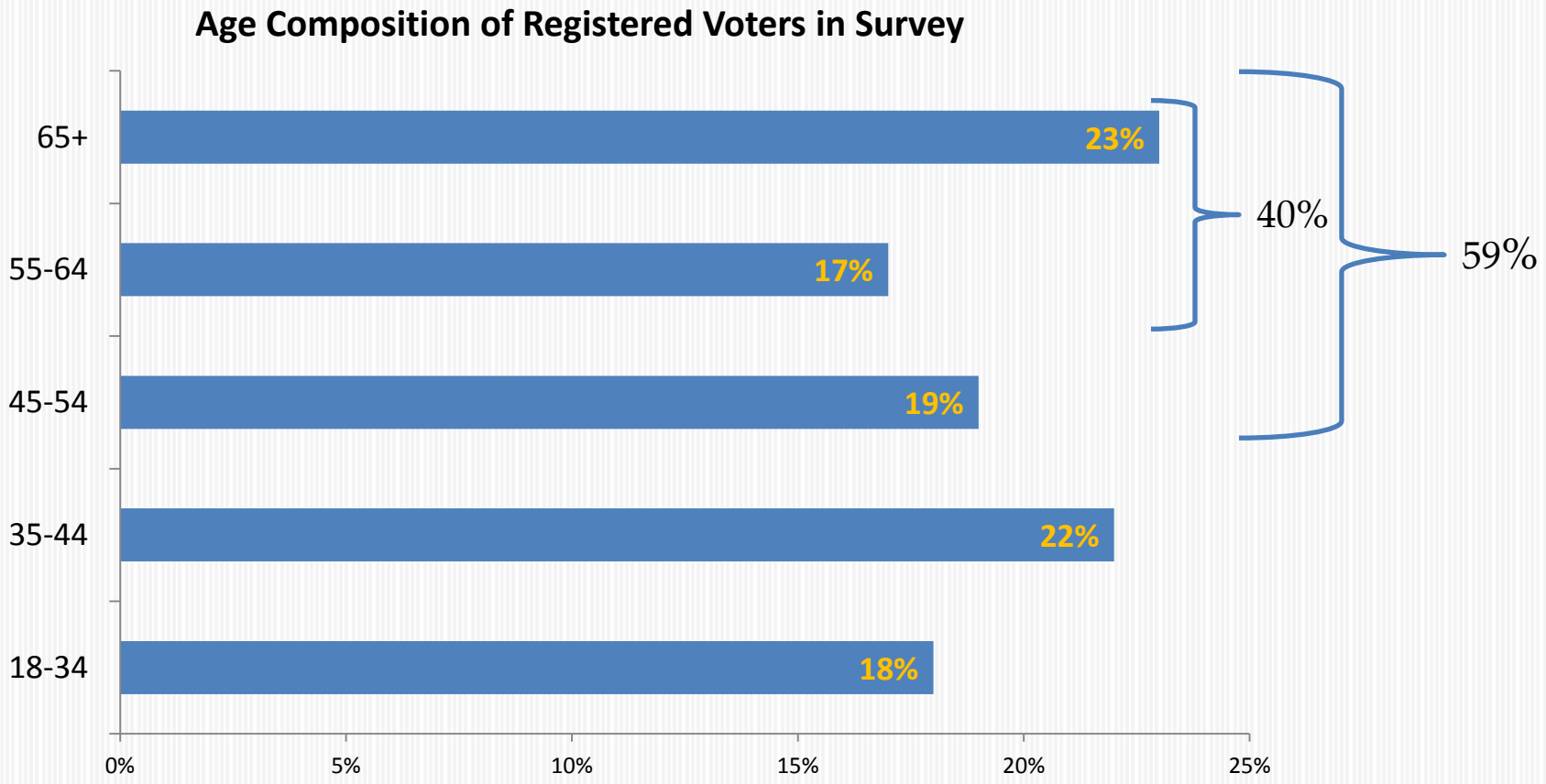
Source: Moore Information, January 2012

Overall Results



- Source: Moore Information, January 2012

Voter Base Is Aging



- Source: Moore Information, January 2012

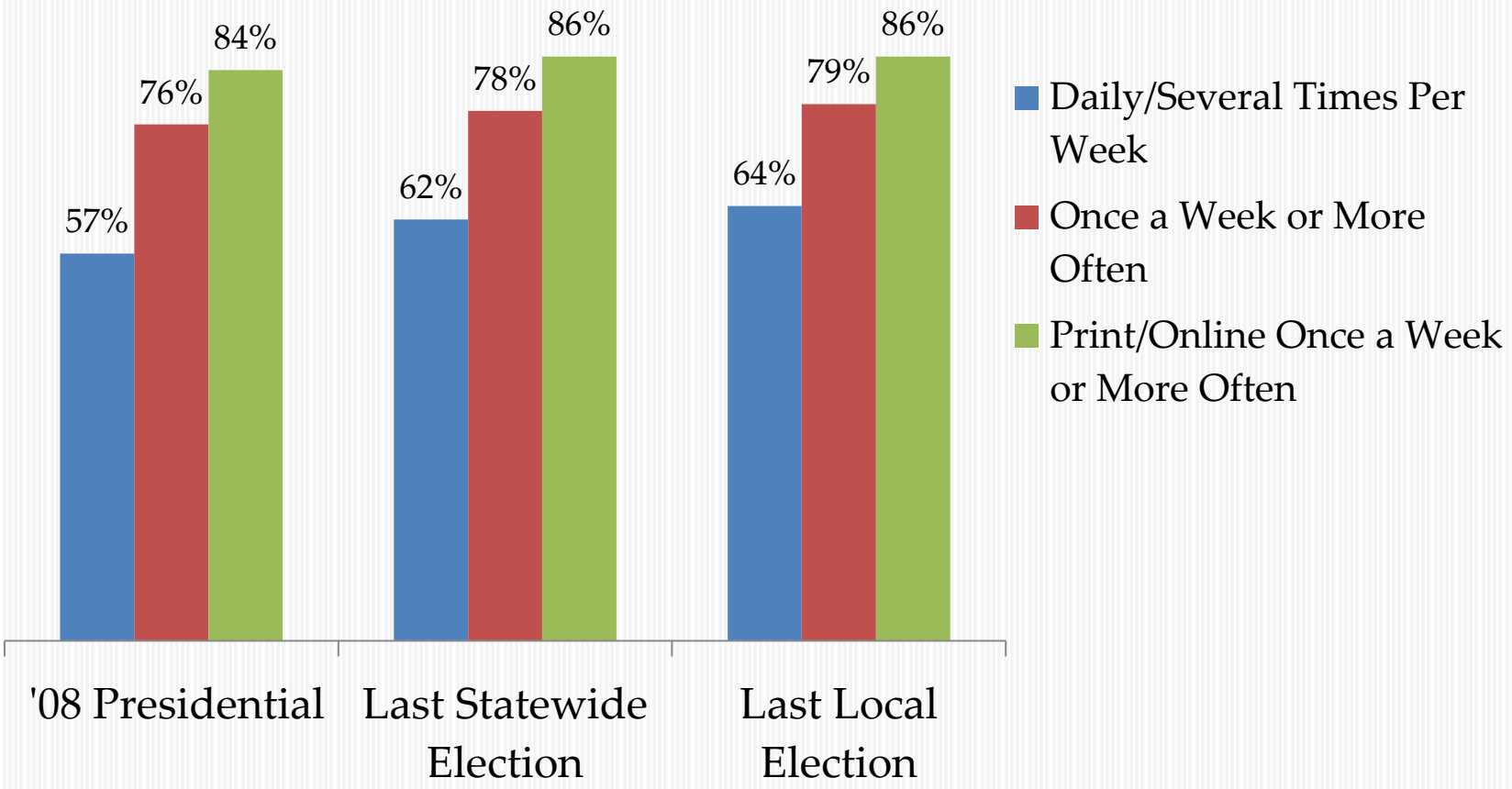
Voting Skews by Age

Among those registered to vote:

Voting in Recent Election	Total	18-34	35-44	45-54	55-64	65+
I voted in the 2008 presidential election.	92%	82%	92%	94%	95%	96%
I voted in the last election in my state for statewide offices, such as governor or state legislature.	74%	54%	71%	76%	82%	84%
I voted in the last election for local offices, such as city or county or township or school board.	63%	44%	57%	66%	71%	76%

- Source: Moore Information, January 2012

Voters Connect With Newspaper Media



- Source: Moore Information, January 2012

Older Voters Connect More Often

Among those registered to vote:

Newspaper Media	18-34	35-44	45-54	55-64	65+
Read Daily/Several Times Per Week	44%	51%	57%	60%	65%
Read Once a Week or More Often	67%	73%	78%	76%	79%
Print/Website Once a Week or More	79%	84%	85%	83%	84%

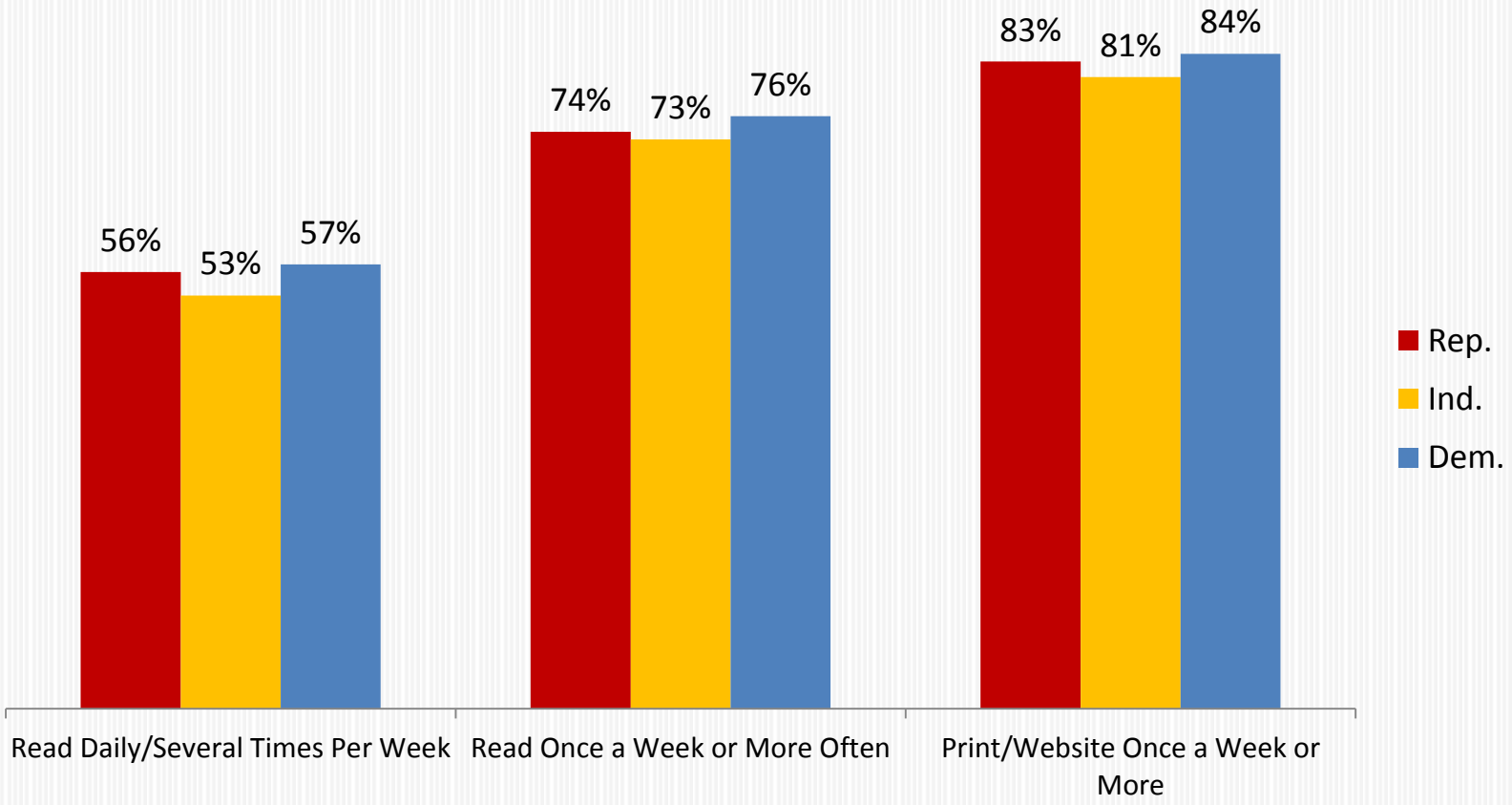
- Source: Moore Information, January 2012

Voters and Sunday Reading

- 78% of registered voters have read/looked into Sunday newspapers.
- 70% read every Sunday or most Sundays.
- 56% of those who have read on Sunday do so <u>every</u> Sunday.

- Source: Moore Information, January 2012

Party Affiliation and Newspaper Media



- Source: Moore Information, January 2012

The Importance of Being Local

Reliable, Accurate, In-Depth Information

For local political/civic issues that impact your specific locality, five-point scale:

	Total Reliable (4-5)
Local Newspapers	57%
Local TV Stations	55%
Local Radio Stations	43%
Local Websites	39%
Social Media Websites	14%

- Source: Moore Information, January 2012

Reliable, Accurate Websites

For local political/civic issues that impact your specific locality, five-point scale:

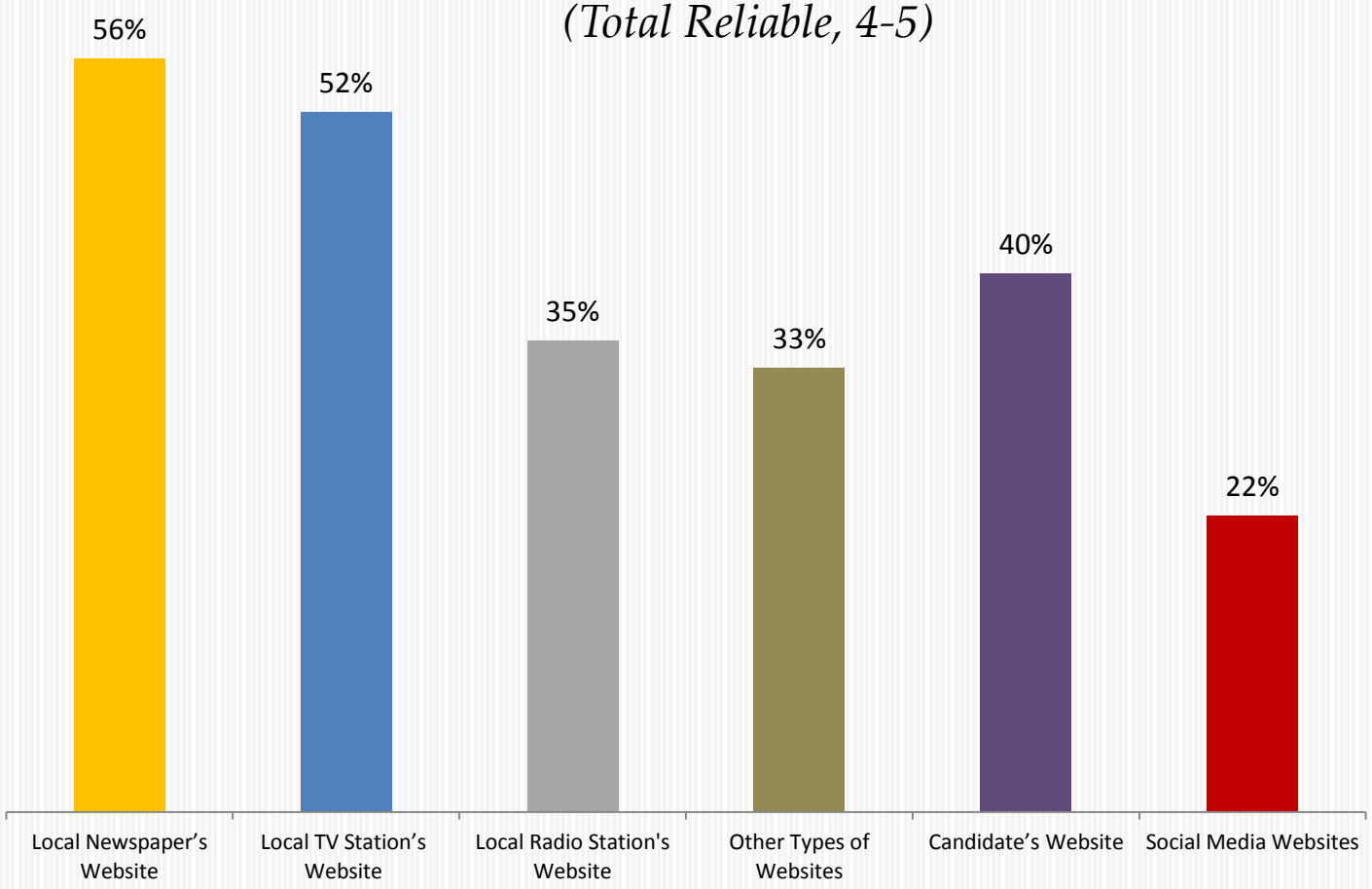
	Total Reliable (4-5)
Local Newspaper's website	51%
Local TV Station's Website	50%
Local Radio Station's Website	36%
Other Types of Websites	23%
Candidate's website	22%
Social Media Websites	14%

- Source: Moore Information, January 2012

Voters Age 18-34 and Websites

For local political/civic issues that impact your specific locality, five-point scale:

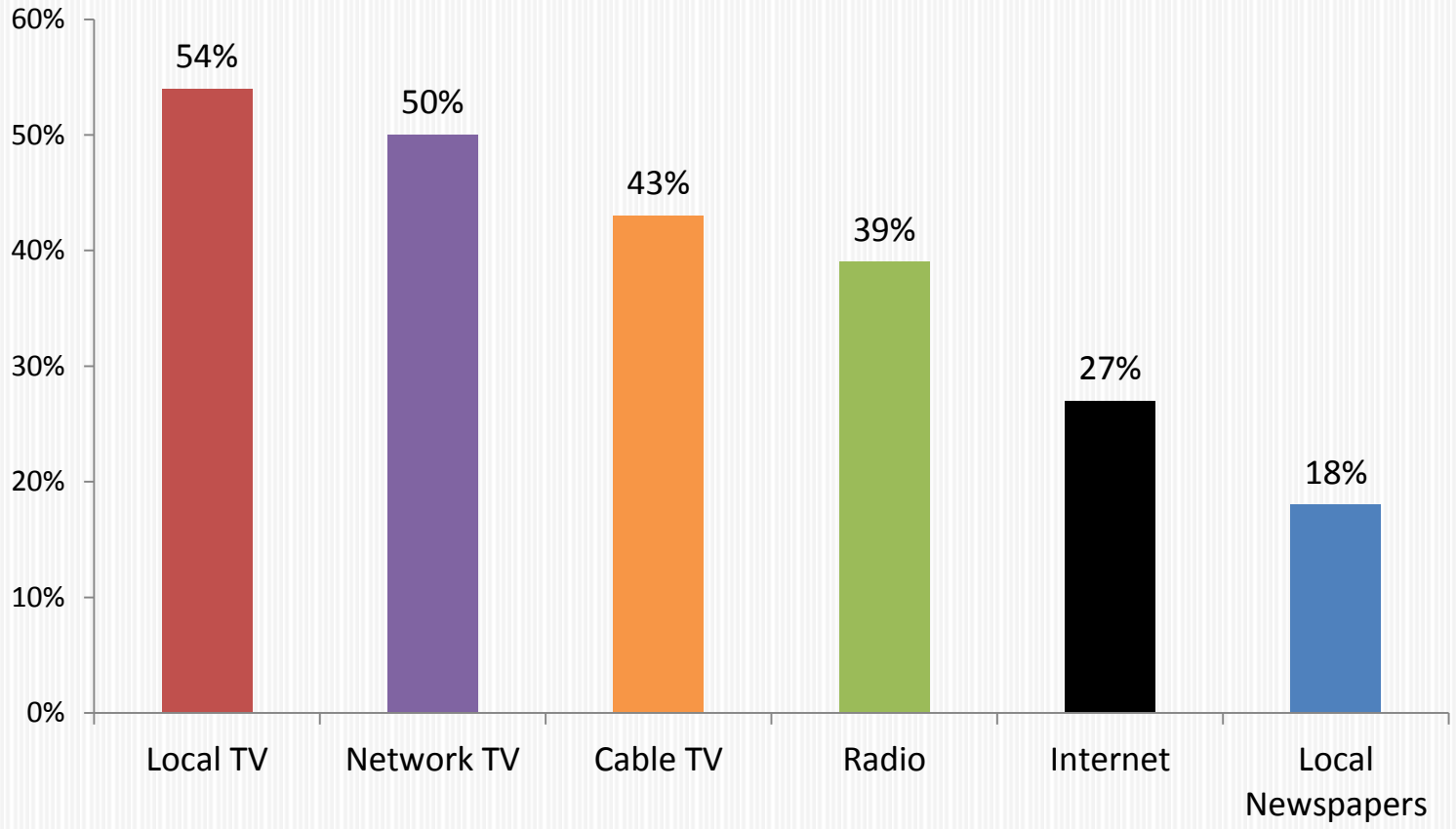
(Total Reliable, 4-5)



- Source: Moore Information, January 2012

Are Political Ads Annoying?

Newspaper Ads: Least Annoying



- Source: Moore Information, January 2012

Older Voters: More Annoyed

"When you see advertising for candidates running for public office, in which of the following media do you find the advertising annoying?"

	18-34	35-44	45-54	55-64	65+
Local TV	49%	58%	51%	53%	56%
Network TV	44%	50%	49%	50%	57%
Cable TV	47%	43%	38%	39%	47%
Radio	44%	43%	35%	41%	32%
Internet	25%	27%	23%	27%	30%
Local Newspapers	15%	14%	21%	19%	22%

- Source: Moore Information, January 2012

Mobile Platforms

- One in four (25%) report planning to use a mobile device (smartphone or tablet) to check for news about campaigns and elections.

- Source: Moore Information January, 2012

Mobile News Sources

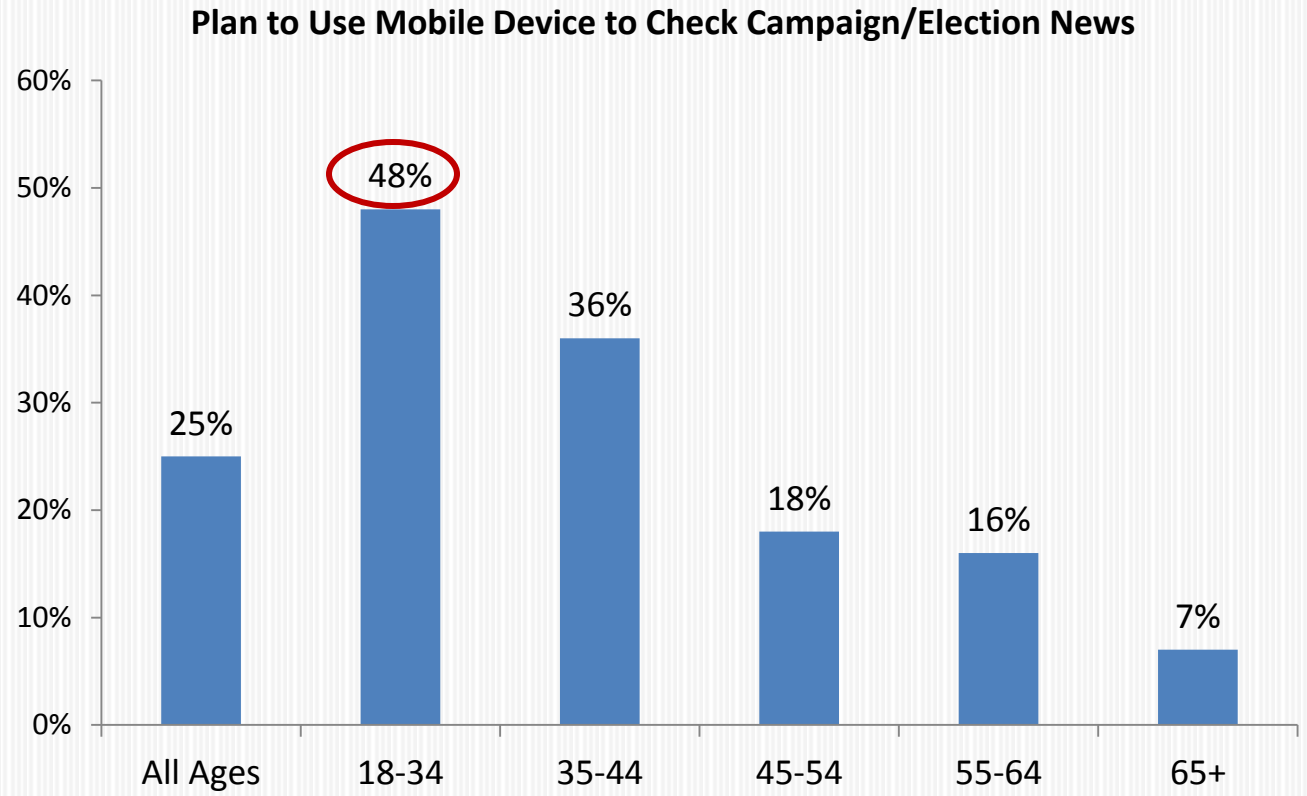
For those 25% who plan to use mobile devices to check for campaign/election news:

Newspaper Sources	58%
National TV Sources	58%
Social Media Websites	41%
Local TV Sources	33%
Other Kinds of Sources	27%
Radio Sources	20%

- Source: Moore Information, January 2012

Mobile News Use Skews Young

Age breakdown of 25% who plan to use mobile devices to check campaign/election news:



- Source: Moore Information, January 2012

Younger Voters and Mobile

For those 48% of ages 18-34 who plan to use mobile devices to check for campaign/election news:

Newspaper Sources	62%
National TV Sources	55%
Social Media Websites	53%
Local TV Sources	34%
Other Kinds of Sources	26%
Radio Sources	18%

- Source: Moore Information, January 2012

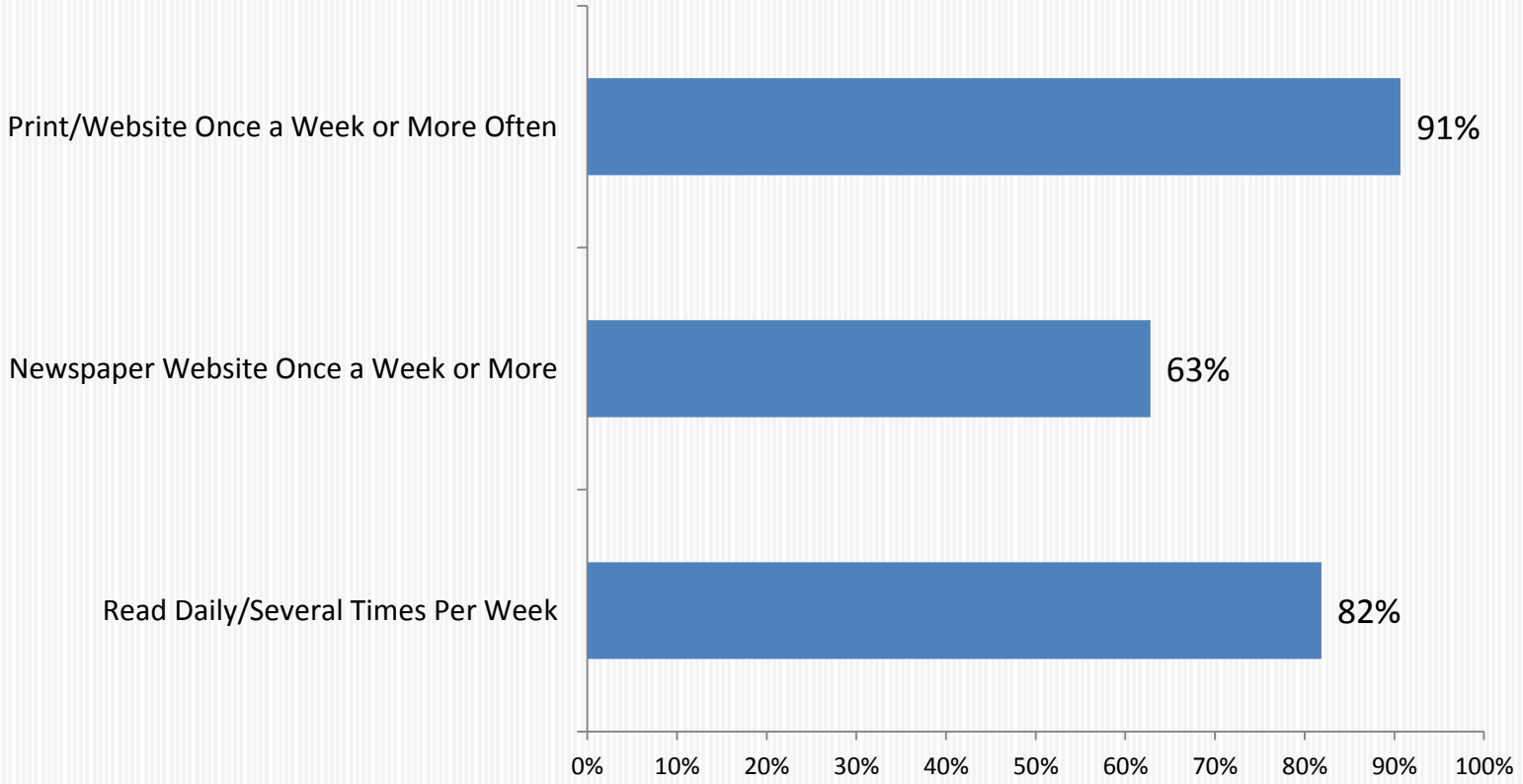
Political Contributors

- Overall, slightly more than 1 in 10 (11%) reported contributing money to a political organization or candidate since they last voted or registered to vote.
- For those who voted in last local election, 14% contributed money.

Source: Moore Information, January 2012

Contributors Are Readers

Among those 11% who contributed money to political organizations/candidates:



- Source: Moore Information, January 2012

Summary

- ✓ Those who register are highly inclined to turn out to vote.
- ✓ Four in 10 registered voters are 55+; nearly six in 10 are 45+.
- ✓ Voters are connected with newspaper media.
- ✓ Newspapers' reach among older voters is significant.
- ✓ Voters rely on local newspapers for local civic and political issues.
- ✓ Voters are least annoyed by newspaper campaign ads.
- ✓ Local newspaper websites are especially reliable for younger voters.
- ✓ Mobile devices for campaign news attract 1 in 4 voters, especially the young.
- ✓ Newspaper sources on mobile devices resonate with a young audience.
- ✓ Monetary contributors are a small portion of voters overall, but they are highly engaged with newspaper media.

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Newspaper Association of America