2026 ELECTION-YEAR BRIEF · CAMPAIGNS & MEDIA BUYERS

Voters trust local newspapers. Newspaper readers are the voters.

In a fragmented media landscape, local newspapers carry brand authority no other paid channel can match — and voters extend that trust to the candidates whose messages appear inside them.

THE READER DIFFERENCE

Newspaper readers are the voters who show up.

74%
vote in national or state elections
Newspaper readers **74%** · Non-readers **59%**

61%
vote nearly every time in local elections
Newspaper readers **61%** · Non-readers **40%**

MORE TRUSTED. LESS BLAMED.

Voters trust local newspapers. They blame social media.

TRUSTED AS A NEWS SOURCE

NEWSPAPERS	vs.	SOCIAL MEDIA
51%	vs.	20%

BLAMED FOR MISINFORMATION

NEWSPAPERS	vs.	SOCIAL MEDIA
23%	vs.	52%

ACCEPTED, NOT RESENTED

Voters don't resent political ads in local newspapers.

% WHO CALL ADS…	LOCAL NEWSPAPERS	SOCIAL MEDIA	DIRECT MAIL
BIASED	6%	28%	7%
IRRITATING	4%	30%	18%

5× Voters are **5 times more likely** to call social media political ads biased than newspaper ads

4.5× Voters call direct mail political ads **4.5 times more irritating** than newspaper ads

WHERE VOTERS GO TO DECIDE

Voters choose local newspapers over social media and mail when it's time to decide.

74% **Local Newspapers** will use to guide local voting decisions

61% **Direct Mail** will use to guide local voting decisions

57% **Social Media** will use to guide local voting decisions

Source: America's Newspapers Trust in Media Study n=3,019; ±1.8% margin of error at 95% confidence). Conducted by Coda Ventures.

Place your message where voters already trust the source — in print and digital.

America's Newspapers