

# IOWA READERS VOTE

OVER 1.7 MILLION  
IOWANS VOTED IN  
THE LAST STATE/  
NATIONAL ELECTION



NEWSPAPERS (PRINT &  
DIGITAL) REACH 90% OF  
THESE IMPORTANT VOTERS.

IOWA ADULTS CONSIDER NEWSPAPERS TO BE MORE “RELEVANT” AND “USEFUL” COMPARED TO OTHER LOCAL MEDIA, WHILE NOT AS “IRRITATING” AS SOCIAL MEDIA.

RELEVANT

**44%**  
LOCAL  
NEWSPAPERS

**30%**  
LOCAL  
TV

**7%**  
LOCAL  
RADIO

**19%**  
SOCIAL  
MEDIA

USEFUL

**37%**  
LOCAL  
NEWSPAPERS

**30%**  
LOCAL  
TV

**10%**  
LOCAL  
RADIO

**23%**  
SOCIAL  
MEDIA

IRRITATING

**11%**  
LOCAL  
NEWSPAPERS

**17%**  
LOCAL  
TV

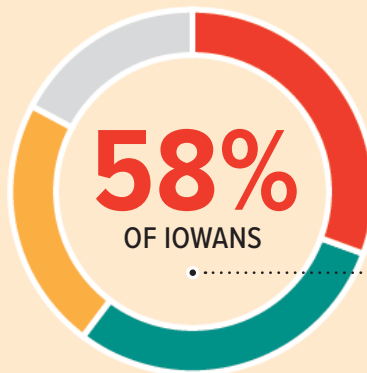
**22%**  
LOCAL  
RADIO

**50%**  
SOCIAL  
MEDIA

MORE THAN  
**1.1 MILLION** IOWANS  
HAVE CONTACTED AN  
OFFICIAL IN THE LAST  
12 MONTHS



REACH **90%** OF  
THEM BY UTILIZING  
NEWSPAPER PRINT &  
DIGITAL PLATFORMS



58% NEWSPAPERS / WEBSITES  
28% SOCIAL MEDIA  
28% TV / CABLE  
27% OTHER ONLINE SOURCES

state that newspapers and newspaper websites are their primary media source for information on local government.

NEWSPAPER READERS IN IOWA ARE MORE ACTIVE IN THEIR COMMUNITY

**81%** stated they feel a responsibility to help shape the future of their community.

**63%** often voice their opinions and concerns regarding local community issues.

**46%** say people turn to them for information about their community.



AMONG THE IOWANS THAT SAID THEY VOTED MOST OF THE TIME IN LOCAL, SCHOOL BOARD AND COUNTY ELECTIONS, **87%** READ NEWSPAPERS IN PRINT OR DIGITAL.

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