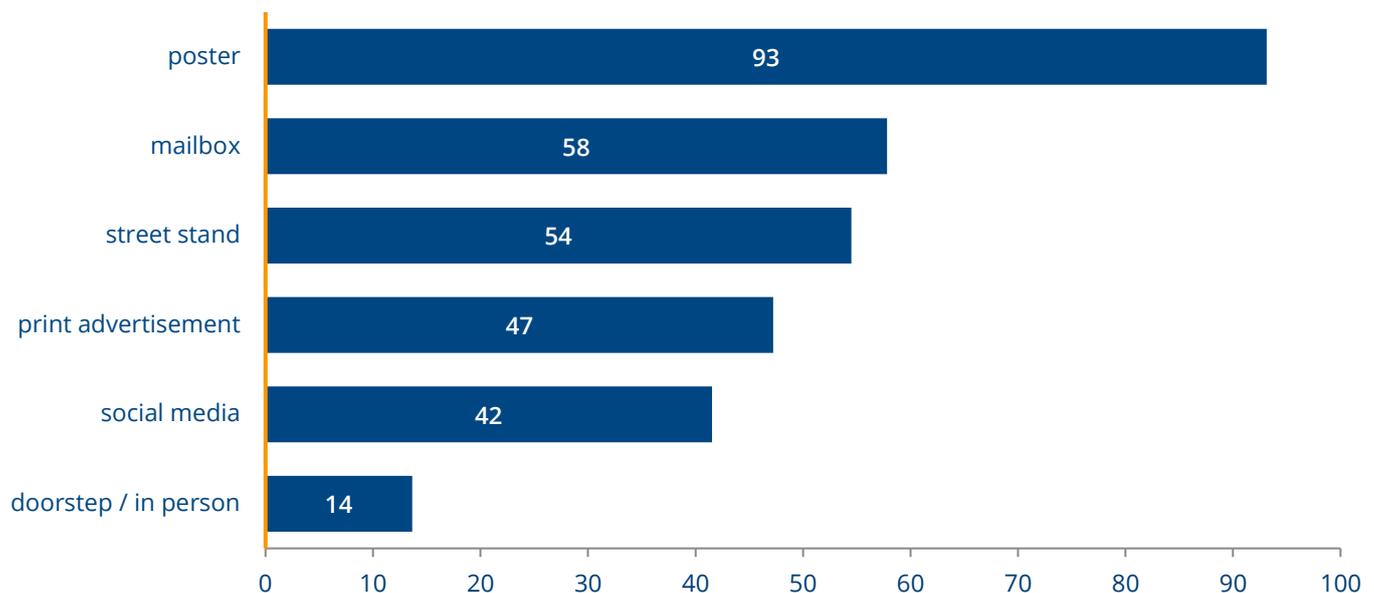


CHART OF THE MONTH

No experiments – the poster attracts the most attention

Perception of election campaign communication by communication channel



Questions: "When you think about the election campaign leading up to 23 February, which parties have you seen advertising on posters? Which parties have you seen advertising in newspapers or in magazines/election advertising in your mailbox? Which parties have you seen advertising in the street at stands? Which parties have approached you in person, for example during a visit or at your doorstep? Which parties have you seen advertising in social media, for example on Facebook, Instagram or X?" Here: at least one party named per communication channel. Figures in per cent. Missing values to 100 per cent: no election advertising seen from any party, don't know/no answer. Survey 1057 conducted on behalf of the Konrad-Adenauer-Stiftung, 4,001 respondents.

Many parties spend a large portion of their election campaign budgets on social media communication. But do voters actually notice this communication? A survey conducted by the Konrad-Adenauer-Stiftung examined which advertising media voters remember. The results show that almost all voters remember posters. Ninety-three per cent of voters saw at least one poster from one party. There is a significant gap between posters and other channels of election advertising.

Find out further analyses in the study "[Poster, Online, Doorstep – Who was Reached by in the Bundestag Election Campaign 2025?](#)".