

Iowa Newspaper Association Public Notices Survey - 2009

Frequency Report

1. As I read you a list of institutions in society, please tell me how much confidence you have in each one.

A great deal, quite a lot, some, or very little confidence

<u>(N=500)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	35.4	26.9	21.6	7.1	9.1
Iowa public schools.....	27.2	34.2	28.8	5.8	4.1
Your county government.....	12.5	27.5	42.9	15.5	1.6
Iowa state government.....	7.2	21.7	49.5	18.6	3.0
The Federal government.....	6.3	18.4	38.5	34.3	2.6

2. Do you read or look at a newspaper which is published in your community or neighboring community?

<u>(N=500)</u>	<u>% responding</u>
YES	87.4
NO	12.6

Asked to those reading a newspaper

3. Do you subscribe to the newspaper, buy it at a rack or store, borrow a copy or read your newspaper through an Internet web site?

<u>(N=437)</u>	<u>% responding</u>
Subscribe	67.4
Rack/store	12.0
Borrow/at work	10.5
Web page	5.0
DK/NR	5.2

4. Is the newspaper you usually read published daily, once a week or twice a week?

<u>(N=437)</u>	<u>% responding</u>
Daily	58.7
One time weekly	24.9
Twice weekly	4.8
Daily & weekly	10.6
No response	.9

5. In reference to the newspaper or newspapers you read, how often do you read the following types of content?

<u>(N=437)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	55.3	19.1	9.8	12.5	3.3
Professional sports news.....	37.9	14.9	11.5	34.2	1.5
News about state government	57.6	24.0	6.8	10.4	1.1
News about local government	68.4	18.2	5.3	8.1	.1
Business and industry news.....	46.3	27.0	11.0	14.8	.9
Agriculture and farm news.....	33.7	25.4	15.8	25.0	.1
News about public schools.....	64.7	16.2	7.3	11.6	.2
News about public school bond issues.....	59.4	16.0	9.1	15.3	.2
Society or lifestyle news.....	55.4	19.5	11.1	13.2	.9

6. How often do you or other members of your household read legal or public notices in a newspaper, such as public notices on a tax increase, zoning change or minutes of local government meetings?

<u>(N=500)</u>	<u>% responding</u>
Usually	28.3
Sometimes	27.2
Seldom	23.0
Never	21.2
DK/NR	.3

7. Do you believe state and local government should be required to publish such legal and public notices in the newspaper on a regular basis?

<u>(N=500)</u>	<u>% responding</u>
YES	71.2
NO	12.8
Not sure	15.5
No response	.5

8. How often do you or a member of your household visit your local public library?

<u>(N=500)</u>	<u>% responding</u>
Weekly	18.7
2-3 times a month	17.2
Once a month	10.2
Several times a year	14.5
1-2 times a year	15.9
Never	23.0
No response	.5

9. Do you or a member of your household ever go to your public library and use the library's computer system to access news or information on local or state government?

<u>(N=500)</u>	<u>% responding</u>
YES	10.2
NO	89.8

10. How often do you or other members of your household read news or information posted on your city or town public bulletin boards?

<u>(N=500)</u>	<u>% responding</u>
Weekly	8.9
2-3 times a month	5.2
Once a month	6.1
Several times a year	9.9
1-2 times a year	12.9
Never	54.8
No response	2.1

11. How often do you or other members of your household read news or information posted on your city or town Internet web sites?

<u>(N=500)</u>	<u>% responding</u>
Weekly	12.0
2-3 times a month	5.1
Once a month	7.3
Several times a year	4.7
1-2 times a year	12.3
Never	57.4
No response	1.3

12. When you are seeking information on public meetings or public notices, which source do you usually rely on for this news?

<u>(N=500)</u>	<u>% responding</u>
Local newspaper	41.4
City newsletters	4.4
Public bulletin boards	1.1
WOM/friends/relatives	14.3
Radio	8.9
Local TV/cable	18.8
Government web site	3.4
Non-gov't web site	2.8
No source	3.0
No response	1.9

13. Do you or a member of your household currently use a computer in your home or at work?

<u>(N=500)</u>	<u>% responding</u>
YES	80.6
NO	19.2
No response	.3

14. Do you access the Internet?

<u>(N=403)</u>	<u>% responding</u>
YES	95.0
NO	5.0

- ***76.5% of respondents have Internet access***

15. On average, how often do you access the Internet?

<u>(N=383)</u>	<u>% responding</u>
Daily	83.5
Several times a week	10.6
Once a week	2.0
Several times a month	2.4
Once a month	.9
DK/no response	.5

16. Which of the following are reasons you access the Internet?

<u>(N=383)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	19.8	79.3	.9
To send and receive e-mail.....	97.8	2.1	.1
To gather research or resource material.....	89.0	10.8	.1
To read news or get information about current events	83.1	16.8	.1
For entertainment.....	68.8	30.7	.5
For shopping or to find products or services.....	79.7	20.2	.1

17. If public and legal notices, which government is required to publish, were posted on a *government sponsored web site* how likely do you think you would be to seek out and read them?

<u>(N=500)</u>	<u>% responding</u>
Very likely	16.1
Somewhat likely	25.4
Somewhat unlikely	8.5
Not at all likely	32.8
Don't know/depends	6.2
No response	10.9

18. How would you rate the following in level of trust when publishing public and legal notices?

<u>(N=500)</u>	<u>very</u> <u>trustworthy</u>	<u>somewhat</u> <u>trustworthy</u>	<u>not</u> <u>trustworthy</u>	<u>DK</u> <u>NR</u>
A local newspaper.....	44.1	45.9	6.7	3.4
A city newsletter or bulletin board.....	35.8	35.5	6.9	21.8
A government sponsored web site.....	31.6	29.6	11.5	27.3
A non-government web site	8.4	34.6	27.4	29.6

Demographics

19. Are there any children living in your household?

<u>(N=500)</u>	<u>% responding</u>
YES	32.8
NO	67.2

20. Into which of the following age groups do you fall?

<u>(N=500)</u>	<u>% responding</u>
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18-24	3.0
25-34	8.6
35-44	17.2
45-54	22.4
55-64	24.6
65-74	9.0
75+	10.0
NR	5.2

21. Marital status:

<u>(N=500)</u>	<u>% responding</u>
Married	67.7
Single	19.9
Widowed	11.6
No response	.8

22. Did you or anyone in your household vote in a recent election?

<u>(N=500)</u>	<u>% responding</u>
YES	89.0
NO	10.4
No response	.7

23. How often do you read political ads in the newspaper?

<u>(N=500)</u>	<u>% responding</u>
Usually	28.9
Sometimes	31.4
Seldom	20.0
Never	19.1
DK/NR	.6

24. Into which of the following income categories does your total household income fall?

<u>(N=500)</u>	<u>% responding</u>
Under \$25,000	11.9
\$25-49,999	23.7
\$50-74,999	18.6
\$75-100,000	13.1

Over \$100,000	11.0
No response	21.7

25. Gender of respondent:

<u>(N=500)</u>	<u>% of respondents</u>
Male	31.6
Female	68.4