



SDNA

SOUTH DAKOTA NEWSPAPER ASSOCIATION

About SDNA

South Dakotans support the publication of government public notices in the local newspaper and they do read them. That is according to the latest statewide survey commissioned by South Dakota Newspaper Association.

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A statewide telephone survey conducted in October found that almost half of all South Dakotans (48.7 percent) read public notices such as school board minutes and zoning notices either frequently or sometimes.

This latest public notice readership statistic mirrors results from past statewide surveys about public notices.



South Dakota Newspaper Association, a trade group representing the state’s weekly and daily newspapers, commissioned this latest survey of 500 South Dakota adults.

“This survey represents the only bona fide research that I am aware of in South Dakota to measure readership of public notices,” said SDNA General Manager David Bordewyk. “Often we hear special interest lobbying groups who oppose publication of government public notices in newspapers say that no one reads them. Well, this data blows that notion out of the water.”

SDNA has commissioned six statewide surveys on public notices going back 20 years, asking essentially the same question: “How often do you or other members of your household read legal or public notices such as school board or city council minutes in the newspaper?”

Responses to that question have hovered around 50 percent of those who read them at least frequently or sometimes in all six surveys.

The 2014 survey commissioned by SDNA also asked respondents if they prefer public notices be published in the local newspaper or posted to a government website.

Sixty percent of those surveyed said they preferred public notices be published in the local newspaper, 16 percent said a government website and 24 percent said they had no preference.

“The bottom line is that South Dakotans value public notices. They know that public notices published in the local newspaper helps them to keep an eye on the business of government,” Bordewyk said.

SDNA commissioned Pulse Research, Inc., of Portland, Ore., to conduct the most recent survey, which was completed in October.

The survey sample was chosen through a random selection of households throughout the state. Every county is represented in the survey results. A combination of landline and mobile phone numbers was used.

There was no incentive offered to respondents for their participation. Only phone numbers drawn in the random sampling were contacted.

South Dakota newspapers have cooperated to promote public notices during the month of October. You can learn more about public notices by visiting with the staff of your local newspaper or online at www.facebook.com/Public-Notices.

South Dakota Newspaper Association, founded in 1882 and based in Brookings, represents the state’s 128 weekly and daily newspapers with total readership of more than 600,000.



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