

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> |
|----------------|---------------------|
|----------------|---------------------|

| | |
|-------|------|
| 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 |