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American Opinion Research conducted the survey referenced in this pamphlet between April 30 and May 3, 2011. Researchers interviewed 800 Ohio adults by telephone, including "cell phone only" users and unlisted numbers. The sample was drawn in proportion to the adult population, and the margin of error is plus or minus 3.46%.



The Ohio Newspaper Association and its advertising placement affiliate, AdOhio, can help you place public notice advertising and answer your questions about public notices.

For questions about public notice laws and requirements, contact ONA Executive Director Dennis Hetzel, 614-486-6677, dhetzel@ohionews.org.

To place local government public notices in an Ohio newspaper, contact your local newspaper's advertising department. For state and regional placements, contact AdOhio Sales Director Chris Crawford, 614-486-6677, ccrawford@adohio.net.

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**Public
Notices:
They Belong in
Newspapers.**

A Study By



**American Opinion
Research**

In Conjunction With



Public notices have been around since before the American Revolution. The purpose hasn't changed: inform citizens about government actions and do so where people want and expect that information.

*Newspapers continue
to be that place.*

Keeping the Public Informed: Required, Not Optional

Having the ability to access public notices has always been important to Ohio adults. The vast majority of Ohians (almost nine in 10) say keeping the public informed through public notices is an important requirement for government agencies. People want to be kept in the loop when their government is hard at work. Receiving notice on proposed budgets, public hearings, taxation and other government business is simply not optional.

Ohio newspapers reach 82% of Ohio adults during an average week. Newspapers are, by far, the most convenient, popular and expected place to see public notices. Ohio's newspapers also continue to offer a website, PublicNoticesOhio.com, for online access.

Newspapers: The Best Source for Legal Public Notices

Newspapers are by far the preferred source of public notices. 53% of Ohio adults prefer these notices in newspapers – more than double the percentage that would prefer them online. Moving public notices from papers onto government websites would result in a significant drop in readership. Over half of Ohioans (53%) say they would read legal ads less often if they were placed somewhere else.

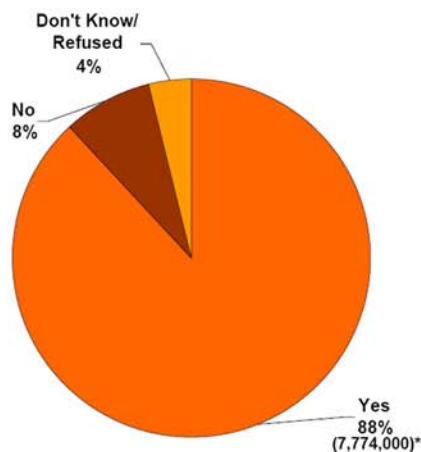
This research plainly shows that Ohioans recognize the importance of public notices. Many read them regularly. And they expect to find notices in newspapers. At best, the Internet serves as a minor supplement. Even so, Ohio's papers have agreed to compromises in laws governing notices to save money for taxpayers.

Public Notices: A Worthwhile Expense

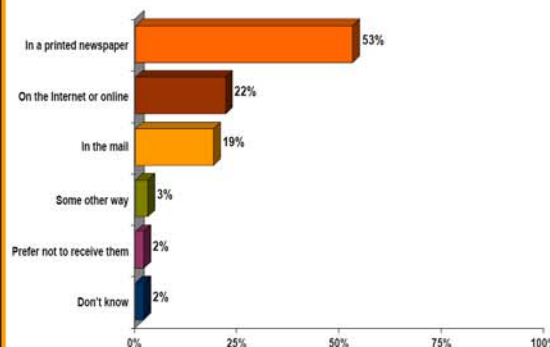
In today's society, our government's allocation of funds is more important than ever. Taxpayers want their government to spend wisely. They also want some input as to where their money goes.

Almost eight in 10 adults in Ohio (78%) say keeping the public educated on government activities through public notices is a worthwhile use of government funds. According to Ohio adults, public notices are most credible when printed in newspapers – more so than any other source. Ohioans expect to be informed, and newspapers are the most trusted source of public notices by a wide margin.

Q: Do you believe that keeping the public informed is an important requirement for government agencies?



Q: How would you prefer to receive legal notices, including proposal budgets, notice of public hearings, taxation, etc.?



Q: Is keeping the public informed of government activities through legal and public notices a worthwhile use of government funds?

