

2008 Arizona Statewide Study



Arizona Newspapers Association

Conducted by:
Belden Associates

1008-055

Description of the Study

AREA COVERED:	The State of Arizona
RESPONDENTS:	Men and women, age 18 or older.
METHOD:	Computer assisted telephone interviews (CATI) using a 8-minute questionnaire.
PERIOD COVERED:	Telephone interviewing conducted October 21 – November 1, 2008.
SAMPLE SIZE:	605 telephone interviews.
SAMPLE DESIGN:	Random probability sample, using a systematic selection of telephone households and English-speaking respondents within households. Both listed and unlisted telephone households included. Up to six attempts made to interview the selected respondent in each eligible household.
POPULATION PROJECTION:	4,600,000 adults, based on 2007 estimates from SRC.
SAMPLING TOLERANCES:	± 4.1 percentage points for 605 telephone interviews. Results based on subgroups of the sample are subject to larger tolerances.

Highlights

Internet Access

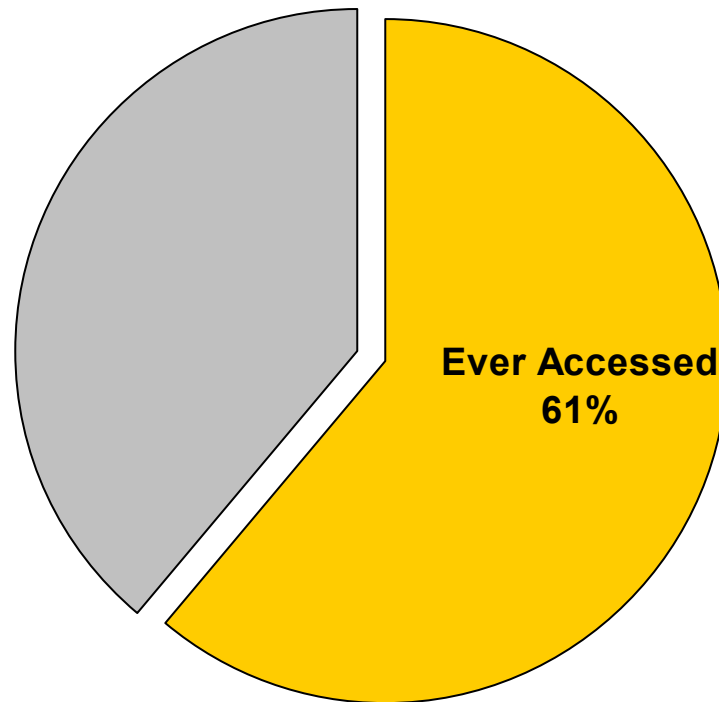
- The **majority of Arizona adults have Internet access** at home (78%), work (32%) or somewhere else (15%). Many have access at multiple locations. Overall, about 13% of adults in Arizona, or just over half million (577,000), do not have any Internet access.

Usage of the Internet

- About **half of adults in Arizona access the Internet in a typical day** (54%), and seven of ten access in a typical week (72%).
- **Usage of newspaper web sites is relatively high**, with about one-fourth of adults accessing a daily, Sunday or weekly newspaper web site in a typical day (23%) and about four of ten in a typical week (43%).
 - Newspapers pack a powerful one-two punch with print and online: In a typical week, combined reach of newspaper in print and online is 3.5 million or 76% of Arizona residents. **Over a typical month, over 4 million Arizona adults, or 88% of the population, go to a newspaper in print or online.**
- In contrast, **only about one of ten adults (13%) access a state or local government web site on an average day**, and three of ten (30%) look at a state or local government site in a week.

4 of 10 Arizona Adults Have Never Accessed Any State or Local Government Web Site

Access a Government Website:

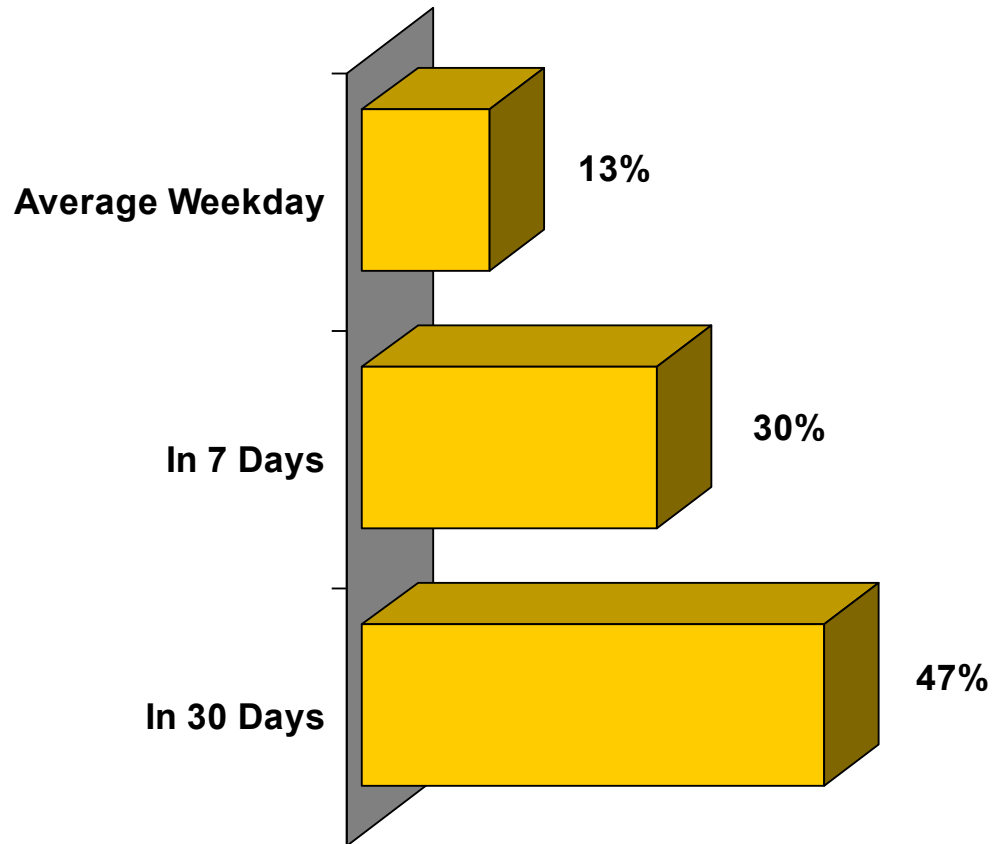


Base: Adults in Arizona (4,600,000).

Internet Usage

Only 1 of 10 Arizona Adults Access a Government Site on a Typical Day

Access a Government Website:



Base: Adults in Arizona (4,600,000).

Legal and Public Notices



Legal/Public Notice Measurements

8 of 10 Arizona Adults Believe that the Government Should Publish Notices in the Newspaper on a Regular Basis

Legal or public notices are usually looked at by 11% of Arizona adults. Although usual readership of legal and public notices is relatively low, about eight of ten adults (83%) believe that state and local **governments should be required to publish these notices in the newspaper on a regular basis**. Generally, Arizona adults indicate that the notices are:

- **Informative and Useful:** About six of ten adults (58%) believe that publishing public notices in the newspaper provides them with information that they would not get from other sources.
- **Valuable Use of Funds:** The majority of adults in Arizona (76%) believe that keeping the public informed through legal and public notices in the newspaper is a worthwhile usage of government funds.
- **Necessary and Important:** Six of ten adults (58%) believe that publishing legal and public notices in the newspaper helps keep local officials more honest, and eight of ten (81%) believe that third party verification is important. Four of ten (40%) would not trust the accuracy of legal and public notices on local government web sites.

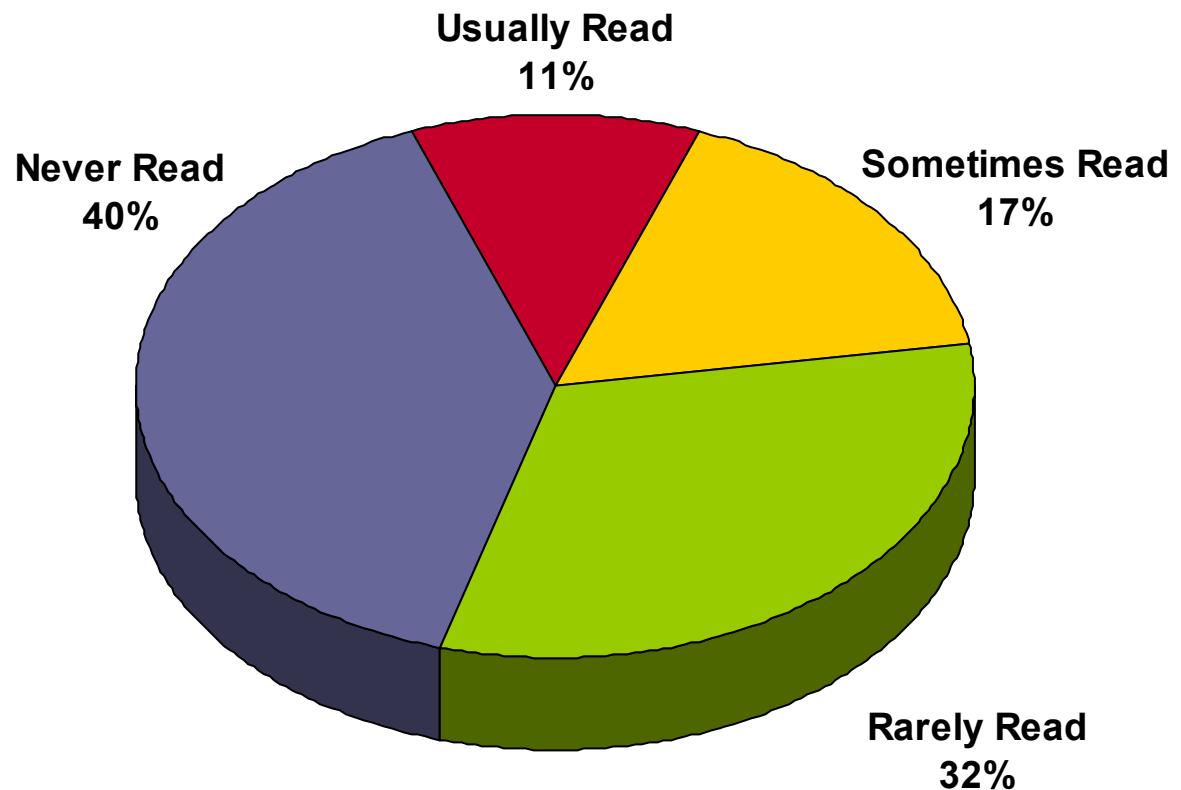
The Majority of Arizona Adults Prefer to See Their Notices Printed in the Newspaper

- Only about seven percent of Arizona adults actually read legal and public notices on local government web sites, and if legal and public notices were available on the Internet, about one of ten adults (12%) would be very likely to read them online.
- Eight of ten Arizona adults believe that government agencies should be required to continue to print legal and public notices in newspapers, while about six of ten believe that the government should post the notices on a government site. **Almost all of those who would like to see the notices posted online indicate that the notices also should be printed in the newspaper.**
- Two of ten adults in Arizona (809,000) have never accessed the Internet and would not be able to read legal/public notices if they were posted online.

11% of Arizona Adults Usually Read Legal/Public Notices

How often do you read legal or public notices such as government budgets, bids, government hearings, zoning changes, foreclosures, unclaimed property or notices of delinquent taxes?

Frequency of Reading Legal/Public Notices:



Base: Adults in Arizona (4,600,000).

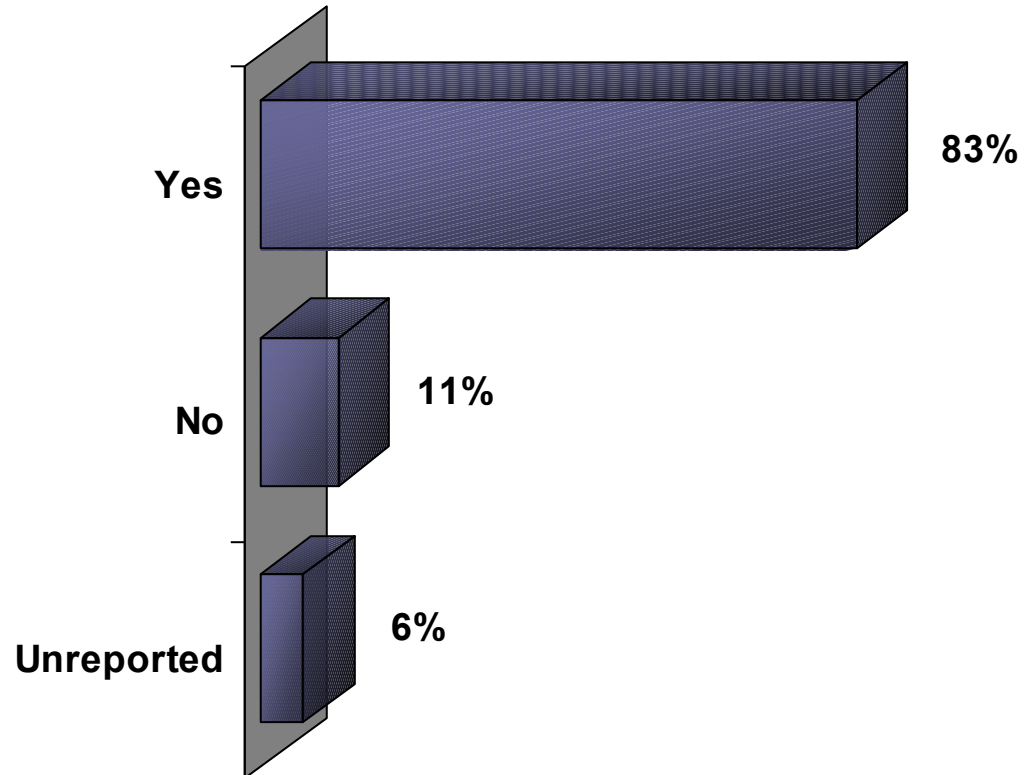
Legal/Public Notice Measurements

8 of 10 Adults (83%) Believe Governments Should Be Required to Publish Notices in the Newspaper Regularly

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



Should Governments Be Required to Publish Legal/Public Notices in the Newspaper:



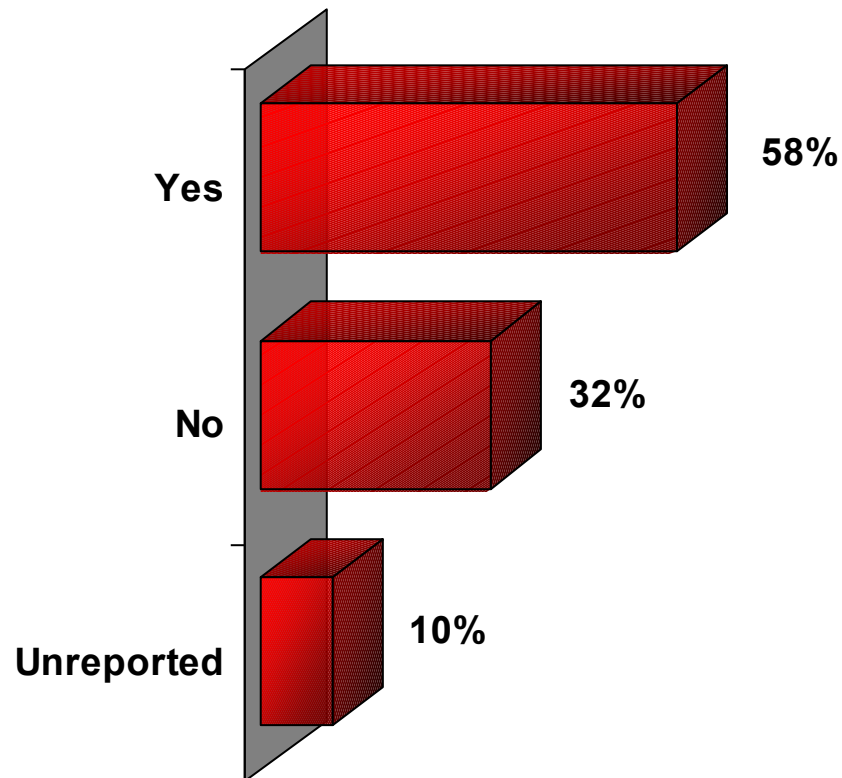
Base: Adults in Arizona (4,600,000).

Legal/Public Notice Measurements

6 of 10 Adults Believe that Publishing Notices in the Paper Provides Info They Would Not Get From Other Sources

The Arizona legislature requires that cities, school districts and many other government agencies must print legal and public notices in the newspaper. Do you think this requirement provides you with information that you would not get from other sources?

Publishing Notices in the Newspaper Provides Information Would NOT Get From Other Sources:



Base: Adults in Arizona (4,600,000).

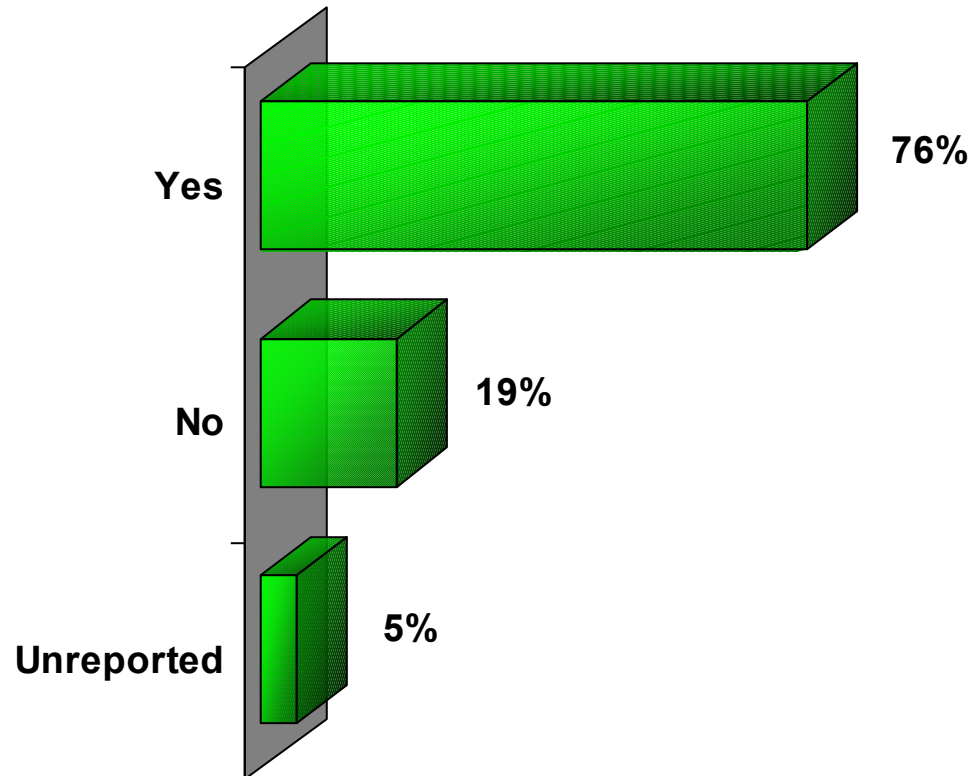
Legal/Public Notice Measurements

Most Arizona Adults Believe that Keeping the Public Informed through Notices in the Newspaper Is a Worthwhile Use of Government Funds

Do you think that keeping the public informed of government activities through legal and public notices in the newspaper is a worthwhile use of government funds?



Legal/Public Notices in the Newspaper Are a Worthwhile Use of Government Funds:

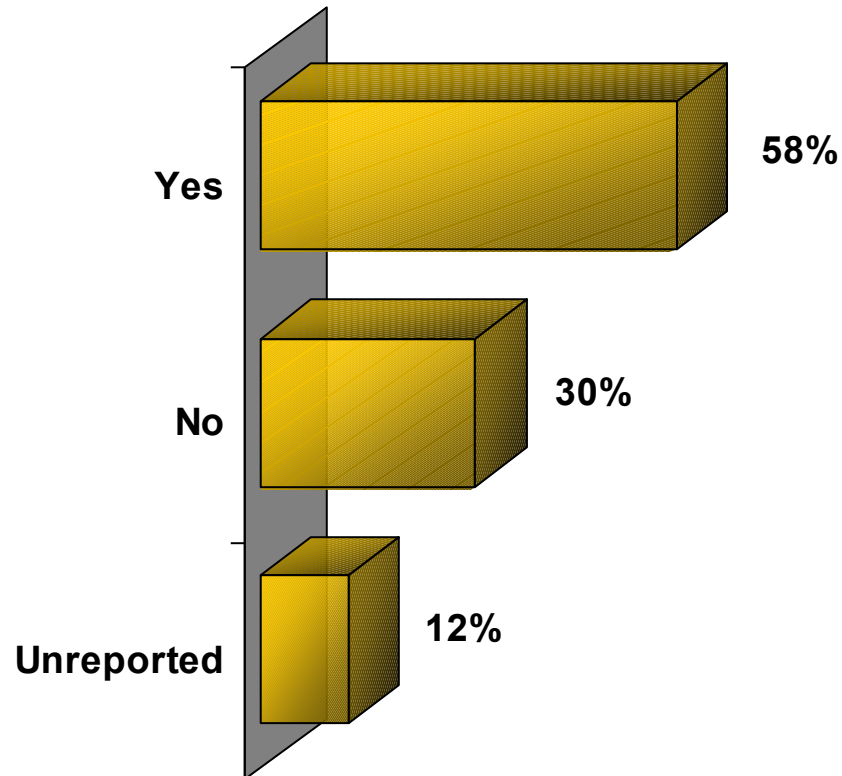


Base: Adults in Arizona (4,600,000).

6 of 10 Arizona Adults Believe that Publishing Notices in the Newspaper Helps Keep Local Officials More Honest

The Arizona legislature requires that cities, school districts and many other government agencies must print legal and public notices in the newspaper. Do you think this requirement helps keep local officials more honest?

Publishing Notices in the Newspaper Provides
Helps Keeps Local Officials More Honest:



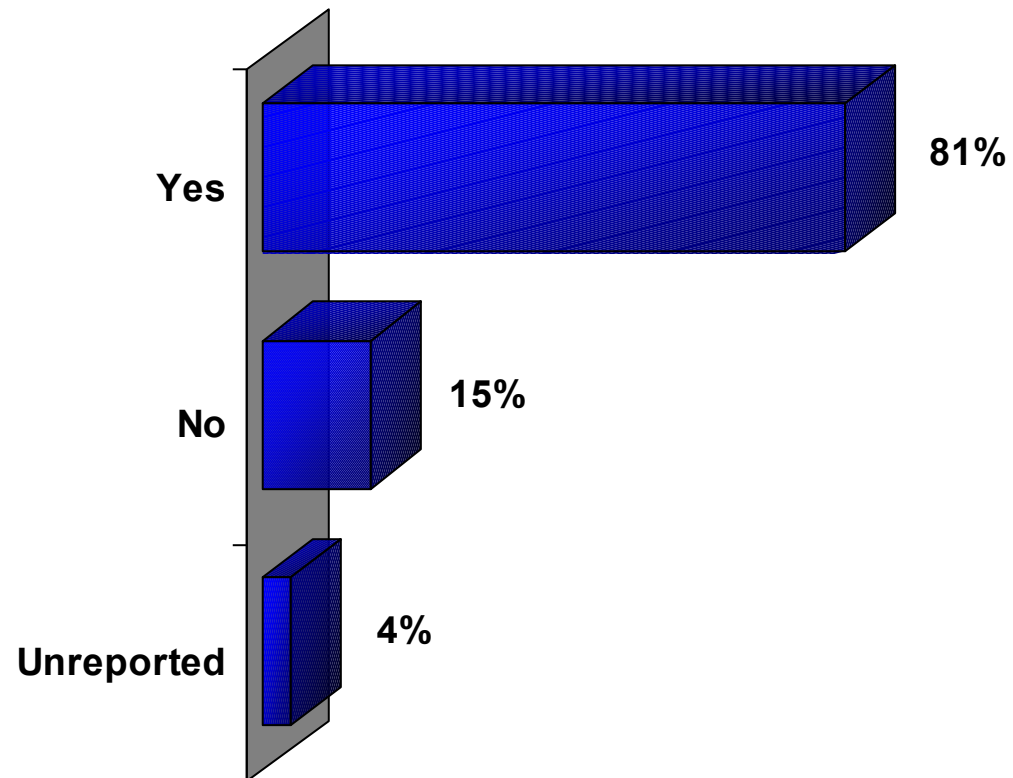
Base: Adults in Arizona (4,600,000).

Legal/Public Notice Measurements

8 of 10 Arizona Adults Believe Third Party Verification Is Important

Verification of Properly Printed Notices Is Important:

Printing public or legal notices in newspapers provides independent, third party verification that the notices are printed properly and on time. Do you think this verification is important?



Base: Adults in Arizona (4,600,000).

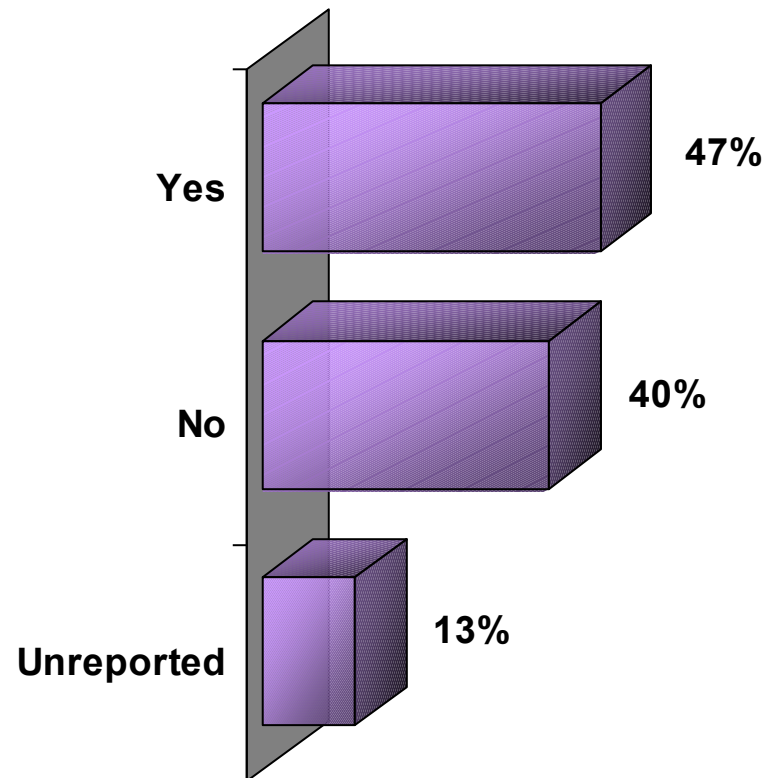
Legal/Public Notice Measurements

4 of 10 Arizona Adults Would Not Trust the Accuracy of Notices on Local Government Web Sites

Would Trust Accuracy of Local Government Sites:

Some local governments also put their legal and public notices on a local government web site.

If a city or school district only posted their notices on their web site, would you trust that the notices are accurate and on time?

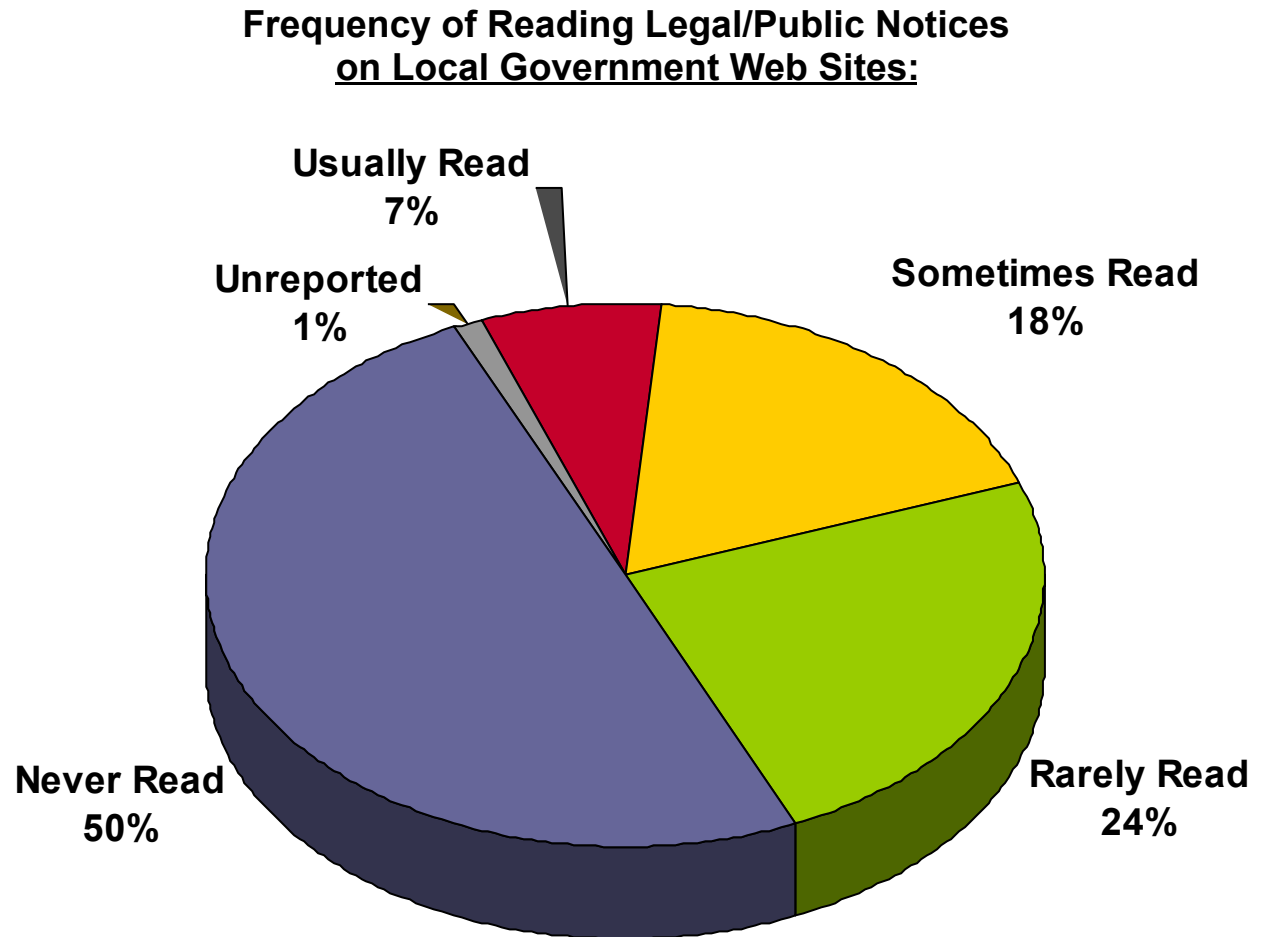


Base: Adults in Arizona (4,600,000).

Legal/Public Notice Measurements

7% of Arizona Adults Usually Read Legal/Public Notices on Local Government Web Sites

How often would you say that you read legal and public notices on local government web sites?



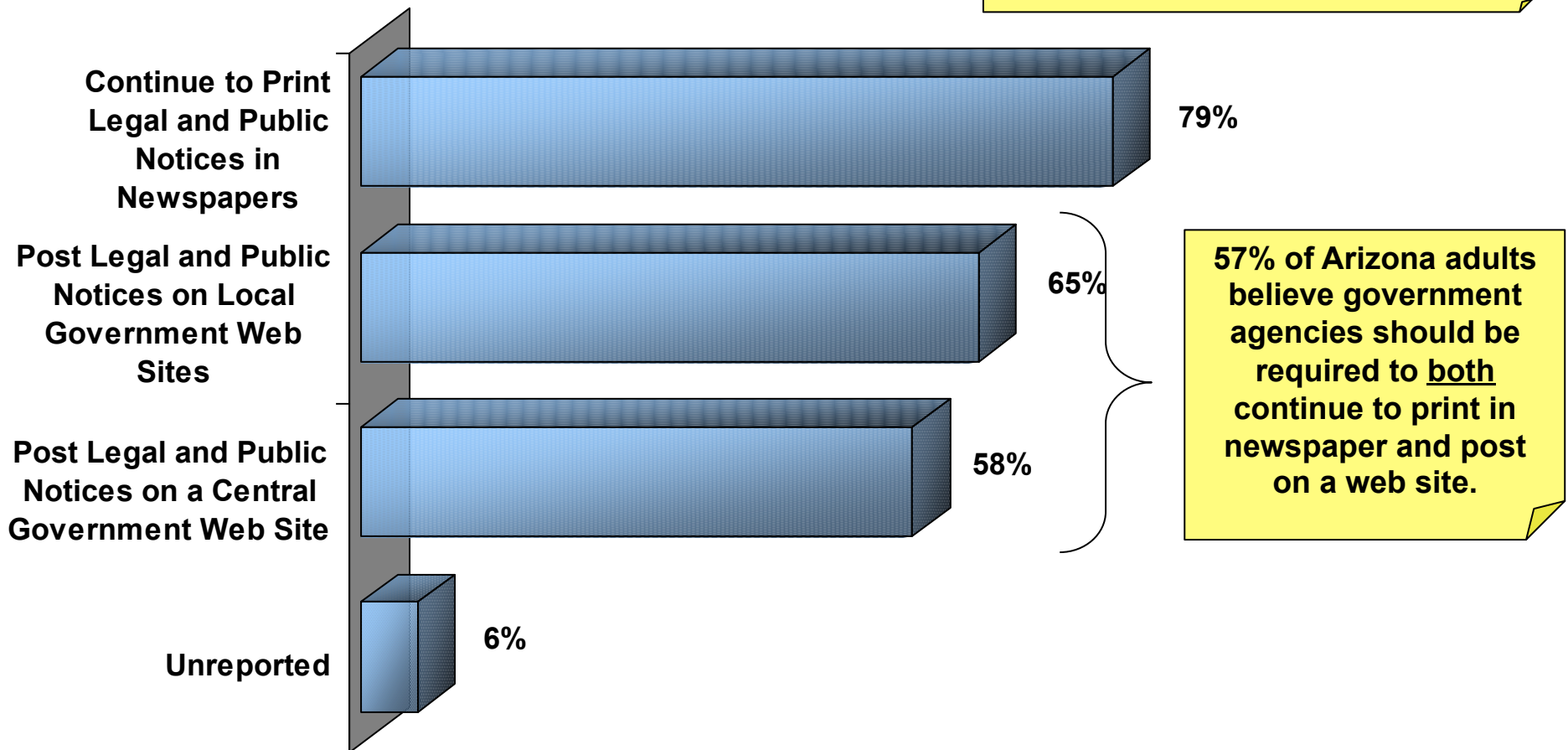
Base: Adults in Arizona (4,600,000).

Legal/Public Notice Measurements

8 of 10 Adults Believe Governments Should Be Required to Continue to Publish Notices in the Newspaper

Government Agencies Should Be Required to:

Do you believe government agencies should be required to...?



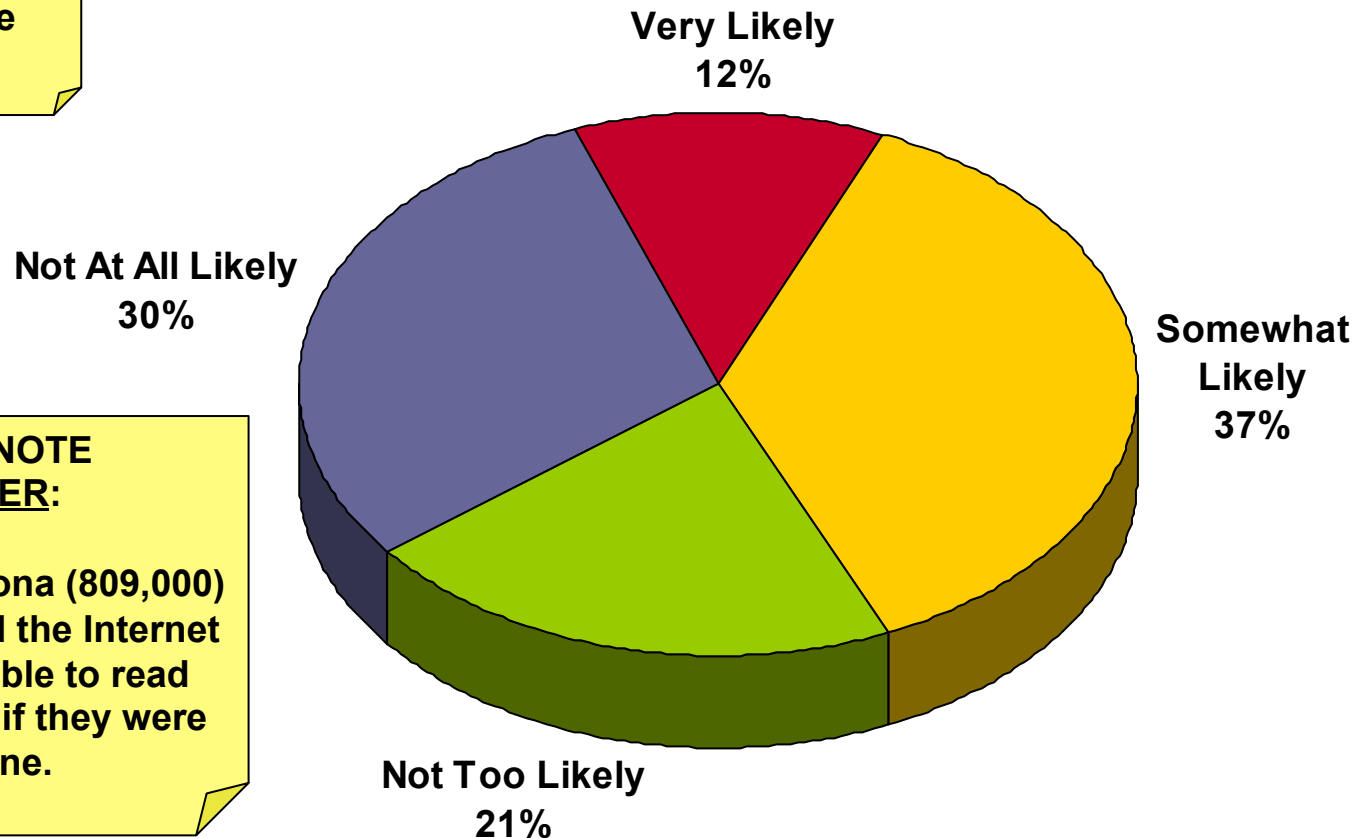
Base: Adults in Arizona (4,600,000).

Legal/Public Notice Measurements

About 1 of 10 Arizona Adults Would Be Very Likely to Read Legal and Public Notices If They Were Posted Online

How likely would you be to read legal and public notices if they were posted online?

Likelihood of Reading Legal/Public Notices
If They Were Posted Online:



IMPORTANT NOTE TO CONSIDER:

2 of 10 adults in Arizona (809,000) have never accessed the Internet and would not be able to read legal/public notices if they were posted online.

Base: Adults in Arizona (4,600,000).