

Key Insights: Public Notice Advertising

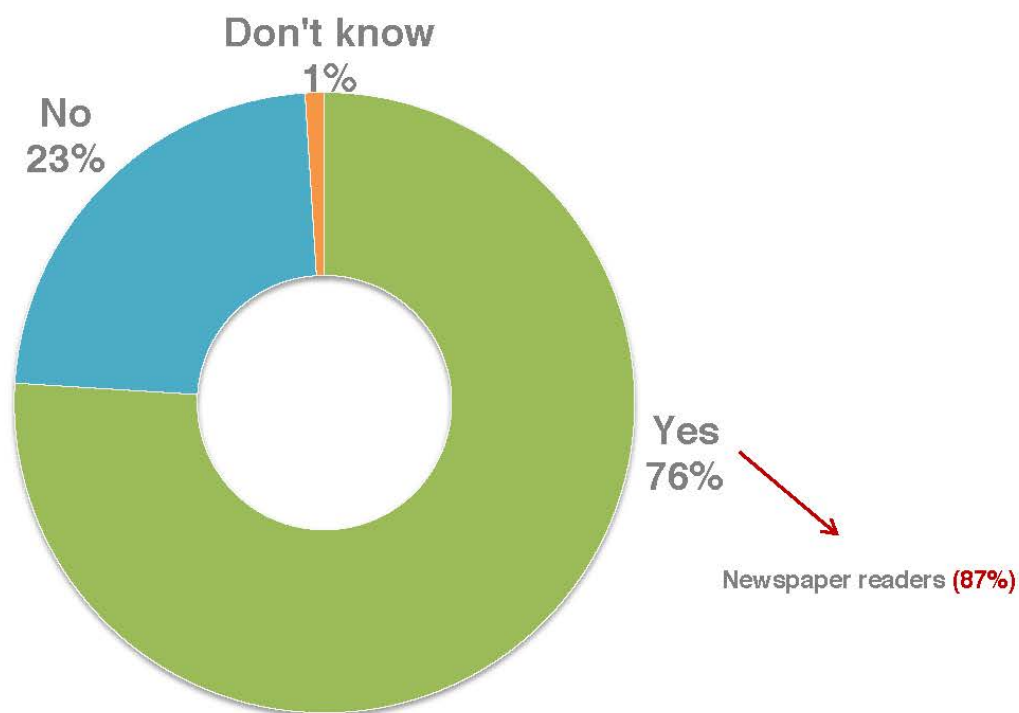
Key Finding: This research provides very strong arguments to keep public notices and legal advertising in printed newspapers.

- More than three-in-four Georgia adults have read public notice advertising, much higher (87%) among newspaper readers
- Almost nine-in-10 adults believe keeping the public informed through legal notices is an important requirement for government
- The vast majority of adults (86%) say keeping the public informed of government activities through legal and public notices is a worthwhile use of government funds, true among all demographic groups and in all regions of the state
- Moving public notice advertising from newspapers to government websites would result in a dramatic loss of readership; adults are 64% more likely to say they would read them less than read them more

Most Adults Read Public Notices

KEY POINT

More than three-in-four Georgia adults have read public notice advertising, much higher (87%) among newspaper readers.



(Note: Highlighted numbers indicate a statistically significant difference at the 95% confidence level within demographic or target groups, not against total.)

Q23. Have you ever read legal or public notice advertising?

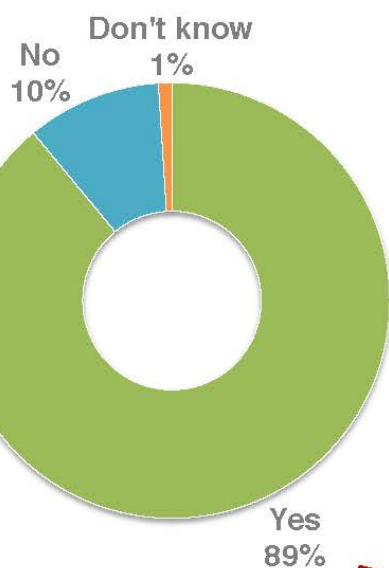
Base: Total Georgia Adults (7,196,200)

Public Notices Are Important To Georgians

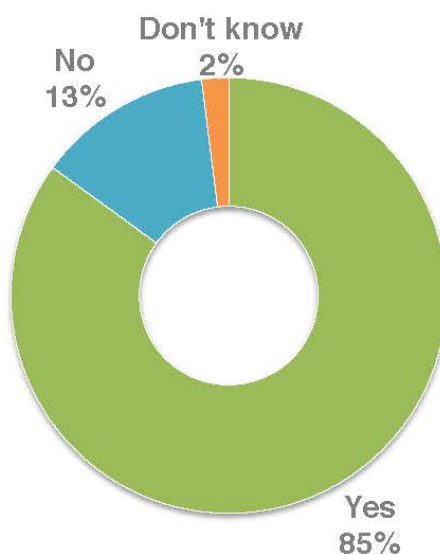
KEY POINT

Almost nine-in-10 adults throughout the state say keeping the public informed through legal notices is an important requirement for government.

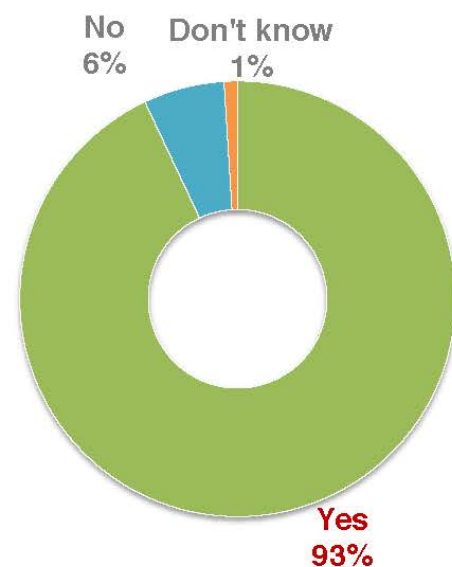
TOTAL



ATLANTA METRO AREA



NON-METRO GEORGIA



→ Females (92%) vs. males (86%)

(Note: Highlighted numbers indicate a statistically significant difference at the 95% confidence level within demographic or target groups, not against total.)

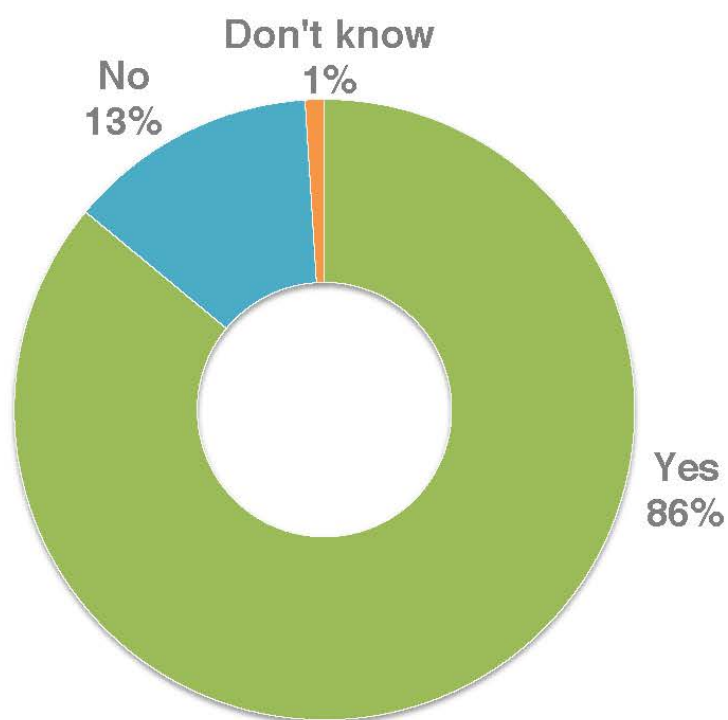
Q21. Is keeping the public informed through legal advertising an important requirement for government agencies?

Base: Total Georgia Adults (7,196,200)

Public Notices Worth Cost

KEY POINT

The vast majority of adults (86%) say keeping the public informed of government activities through legal ads and public notices is a worthwhile use of government funds. This is true of all demographic groups, and in all regions of the state.

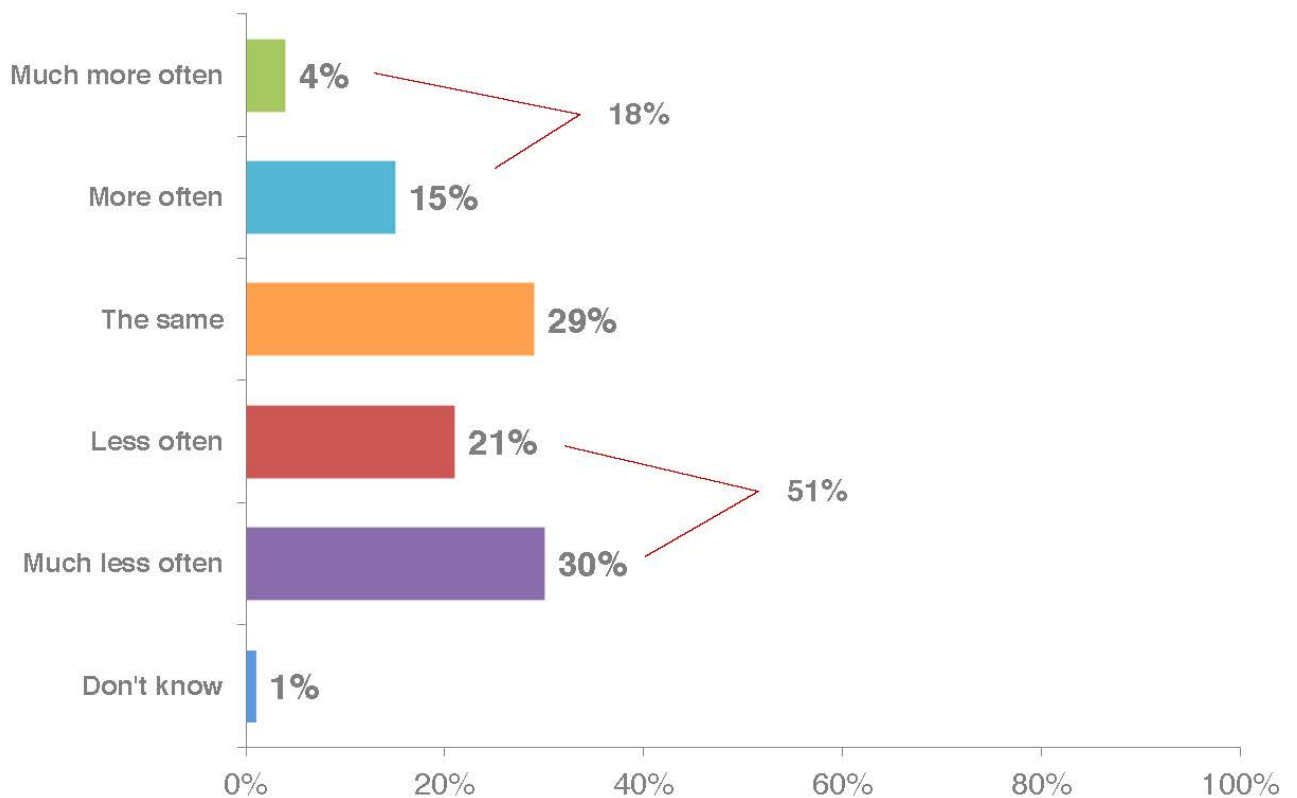


Q22. Is keeping the public informed of government activities through legal ads/public notices a worthwhile use of government funds?
Base: Total Georgia Adults (7,196,200)

Fewer Adults Would Read Notices Online

KEY POINT

Moving public notice advertising from newspapers to government websites would result in a dramatic loss of readership. Adults are 64 percent more likely to say they would read less than read more.



Q25. If legal advertisements were eliminated from newspapers made available online government websites, would you read them?
Base: Total Georgia Adults (7,196,200)