

Pulse of America
National Survey Report - February 2017

15. How often do you or any members of your household read the following in the local newspaper? (Check one each row)

	Always	Frequently	Occasionally	Never	Responses
Classified Ads	809 20.5%	975 24.7%	1,669 42.3%	495 12.5%	3,948
Retail Store Ads	1,340 33.9%	1,447 36.7%	1,024 25.9%	137 3.5%	3,948
Ad Inserts	1,181 29.9%	1,276 32.3%	1,194 30.2%	297 7.5%	3,948
Real Estate Ads	323 8.2%	682 17.3%	1,936 49.0%	1,007 25.5%	3,948
Automotive Ads	251 6.4%	521 13.2%	2,032 51.5%	1,144 29.0%	3,948
Content Focused Special Sections (Home Improvement, Medical, Back to School, Etc.)	697 17.7%	1,318 33.4%	1,626 41.2%	307 7.8%	3,948
Political Ads	312 7.9%	712 18.0%	1,905 48.3%	1,019 25.8%	3,948
Legal Notices	389 9.9%	594 15.0%	1,628 41.2%	1,337 33.9%	3,948

16. Do you or anyone in your household prefer important public notices to be published in the local newspaper or posted on the web at a government operated web site?

Value	Percent		Count	Statistics	
Published in the Local Newspaper	52.6%	<div><div></div></div>	2,279	Total Responses	4,333
Posted on a Government Website	9.5%	<div><div></div></div>	413		
No preference	37.9%	<div><div></div></div>	1,641		
Total			4,333		