

Public Notices...
Why have them?
Who Reads Them?

THE PUBLIC WANTS TO KNOW

Research study looks at public perception of Public Notices and the value they serve in a free society.

A scientific telephone survey conducted by A & A Research, 890 Sunset Blvd., Kalispell MT. 59901. Arizona residents contacted by telephone January 31 to February 6, 2001. Commissioned by Arizona Newspapers Association.



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Hosts and creators of
www.publicnoticeads.com

Public notices have been printed in newspapers almost as long as there have been newspapers. Technology today tends to let us believe the internet should be the publication method.

In fact, Arizona newspapers that print notices also make them available in a single word-searchable database on the internet -- www.publicnoticeads.com.

This database, created at no cost to the taxpayer or to the advertiser, makes it easy for residents to keep up with the information public notices provide, no matter where they live.

But as this research study found out, Publication by Newspaper is the preferred method.

Do you read Public Notices in Newspapers?

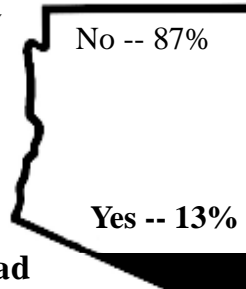
The question: "How often do you read or look at these legal notices in newspapers: Would you say that you do this regularly, just sometimes, or never?" **27% answered "regularly," and 55% read them "sometimes."**



Do you read Public Notices on the Internet?

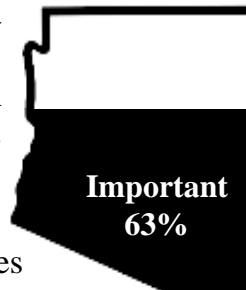
The question: "Some public agencies already put their legal notices on their web sites. How often do you read or look at these

legal notices on agency web sites: would you say that you do this regularly, just sometimes, or never?" **Only 3% answered "regularly," and 10% read them "sometimes." That leaves 87 percent saying they "never" look at them on the web.**



Continue publishing Notices in Newspapers?

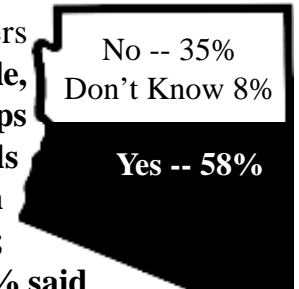
The question: "Using a scale of 1 to 5, where 5 is very important and one is not at all important, how important is it to you that public agencies and businesses continue to publish their legal notices & public notices in newspapers?" **63% answered Important (rating it 4 or 5); 19% gave it an Average rating (3); and 16% feel it is Not Important (1 or 2).**



Printing notices make local officials careful?

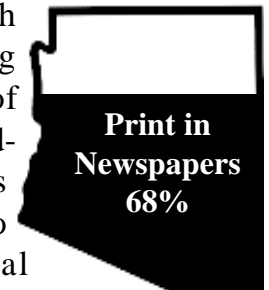
The question: "Do you think the requirement to publish notices in newspapers helps make local officials more careful about how

they spend taxpayers money?" **Most people, 58% feel that it helps make local officials more careful with taxpayers money; 35% do not; and 8% said they didn't know.**



Required publication: Newspapers or Internet?

The question: "Which one of the following should be required of public agencies regarding their legal notices and public notices: to publish only in local newspapers or publish on the agency web site or central government web site?" **68% answered Newspapers; 7% said web site; 2% said both and 23% answered don't know.**



Provides information

The question: "Do you think this requirement provides you with information that you would not get from other sources?" **More than 7 out of ten people, 72% feel that public notices in newspapers provide them with more information than from other sources; 19% said no; 9% answered don't know.**