



**2020 North Dakota  
Market Study – Public Notices**

*coda*



# Newspaper Readership

Every month, nearly **538,000** North Dakota Adults turn to Local Print or Digital Newspapers for news and information

**86%**  
537,876  
Total



**78%**  
483,093  
Digital

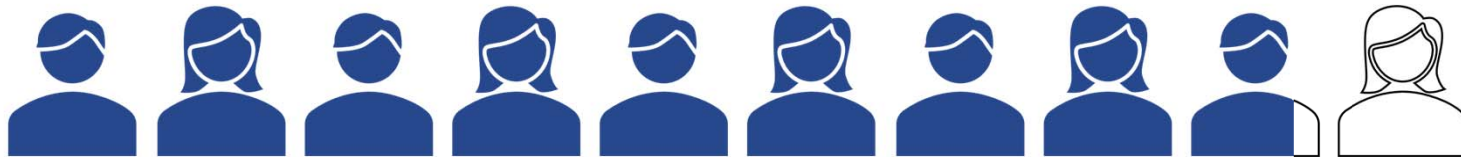


**72%**  
445,740  
Print

**63%**  
391,579  
Digital & Print

# Public Notices

Nearly 9 out of 10 North Dakotans read Public Notices in newspapers and more than 3 out of 4 say publishing Public Notices in newspapers should be required.



**88%** of North Dakotans read public notices in newspapers.



**76%** of North Dakotans say publishing Public Notices in the newspaper on a regular basis should be required.

# Newspapers Trusted Most

More than 9 out of 10 say local newspapers and newspaper websites are the **most trusted** source for Public Notices!



94%

of North Dakotans say **local newspapers/newspaper websites** are trusted more for public notice information than city newsletters and government or non-government websites.

# Community Newspapers

North Dakotans who read Community Newspapers rely on these **Newspapers** as their primary source of information regarding local government versus other media.

Local Newspapers*	Local TV News Programs*	Other Online Sources	Local Radio*
<b>Local Government</b>			
<b>47%</b>	<b>33%</b>	<b>8%</b>	<b>13%</b>
<b>Candidates and ballot issues</b>			
<b>43%</b>	<b>33%</b>	<b>14%</b>	<b>10%</b>

\*Includes websites

Source: 2020 NDNA Market Study

Base: Total Community Newspaper Readers

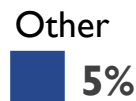
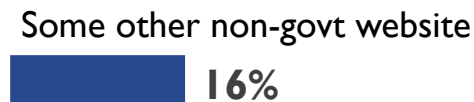
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# Local Government Information

Local newspapers/newspaper websites are relied on more than any other media by North Dakotans seeking information about their local government, city council meetings, public meetings, tax increases, etc.

## Local newspapers/newspaper websites



Media relied upon for local government information

# Community Involvement

Newspaper Readers are active influencers in their community.



**86%**

of Newspaper Readers feel they have a responsibility to help shape the future of their community.



**74%**

of Newspaper Readers voice opinions and concerns regarding local community issues such as education, traffic, economics and taxes.

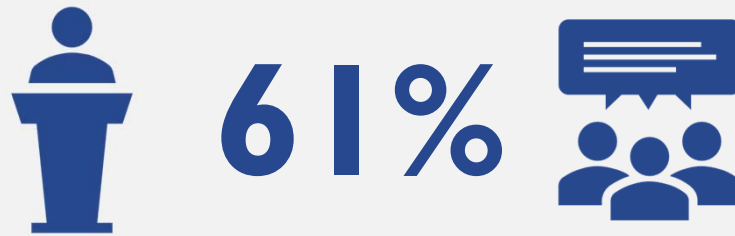


**66%**

of Newspaper Readers say others frequently turn to them for information regarding their local community.

# Elected Officials

More than 6 out of 10 of North Dakota Newspaper Readers contacted an elected official or community leader.



of North Dakota Newspaper Readers contacted elected officials/community leaders in the past 2 years to let them know how they feel about issues that are important to them.





Please contact:

Questions?

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