

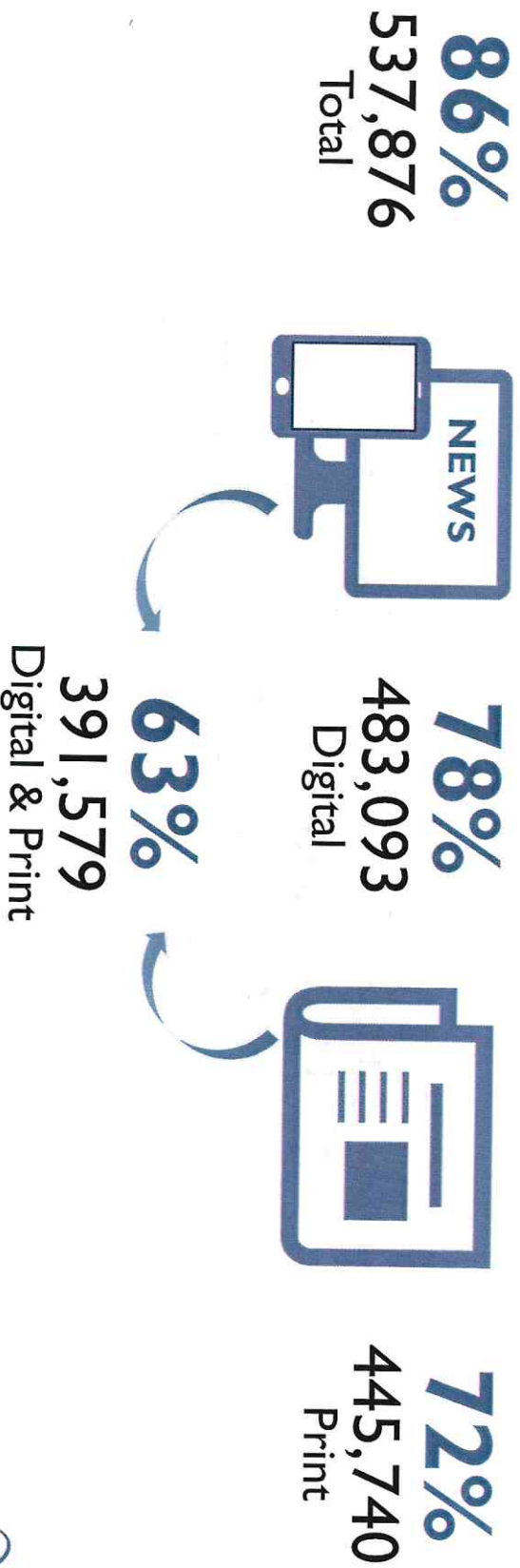
**2020 North Dakota
Market Study – Public Notices**

coda



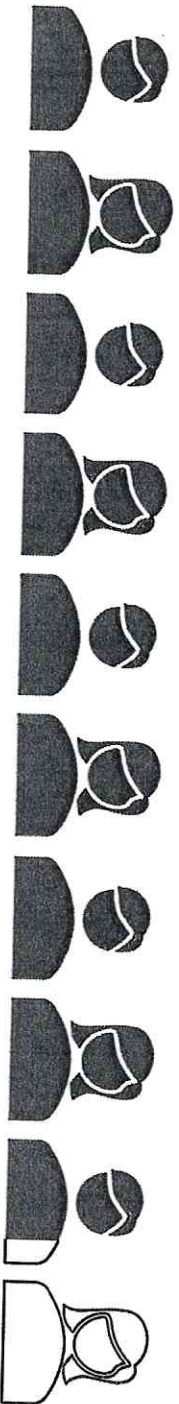
Newspaper Readership

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

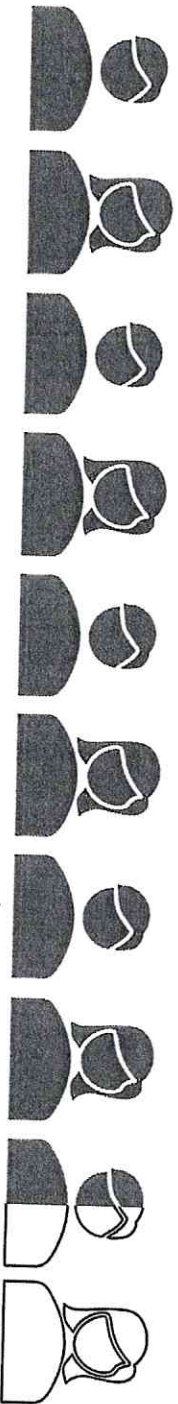


Public Notices

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!

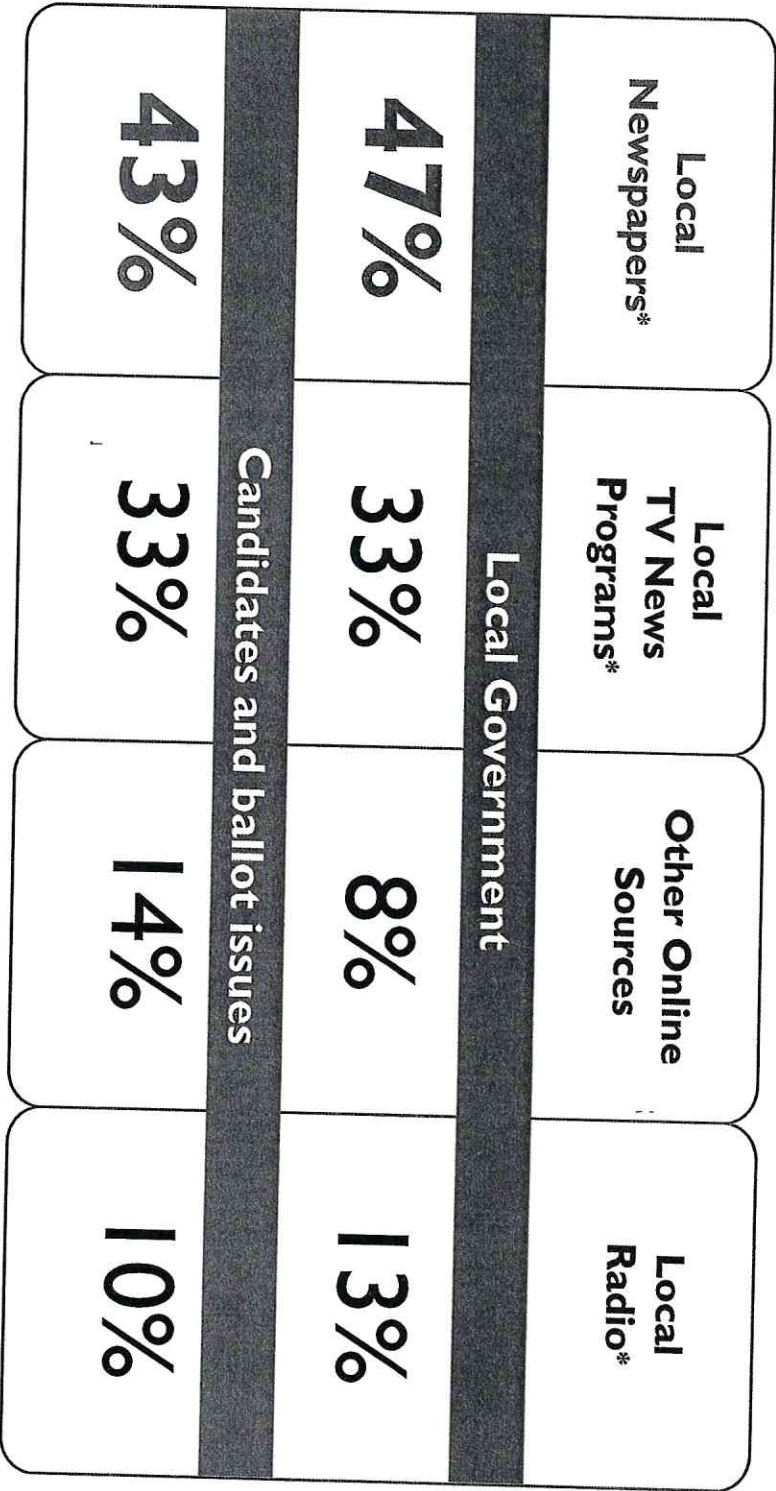


94%

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.



*Includes websites

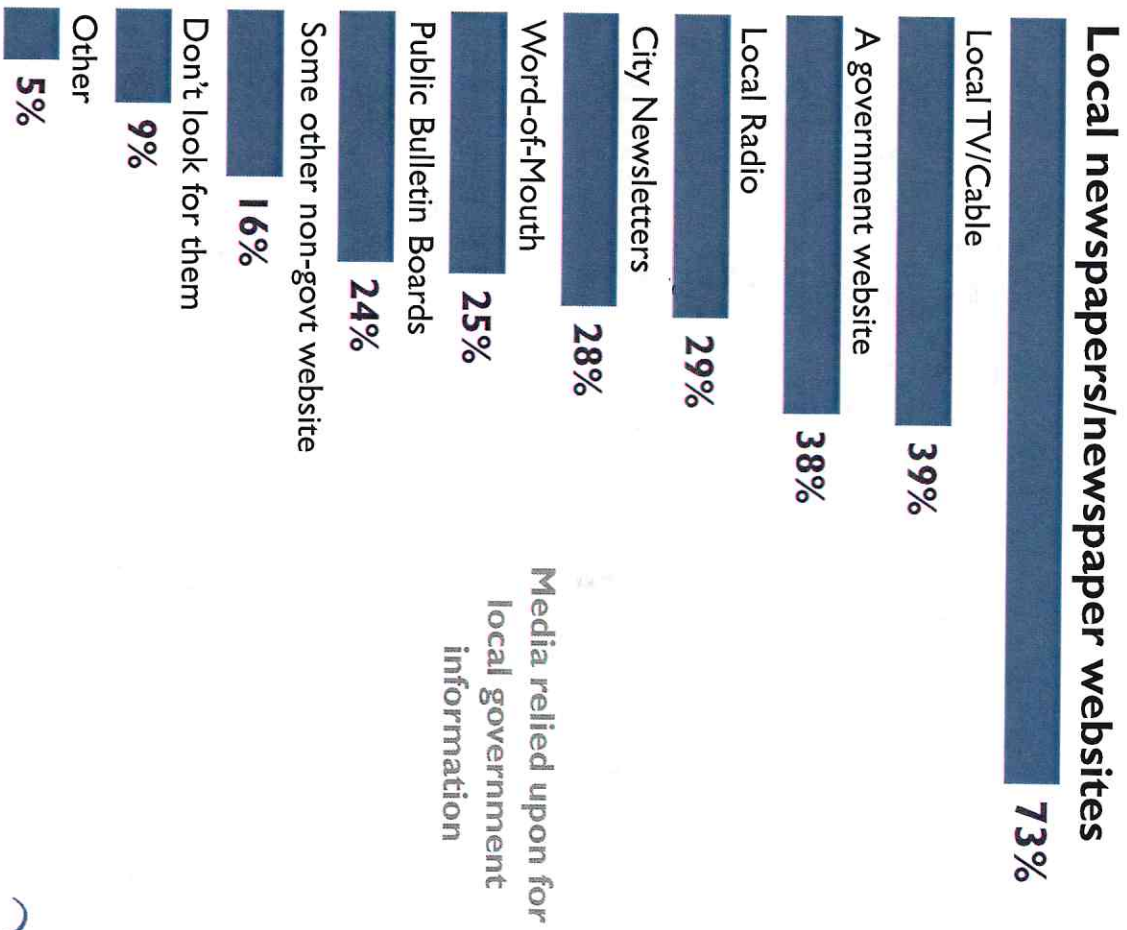
Source: 2020 NDNA Market Study

Base: Total Community Newspaper Readers



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.

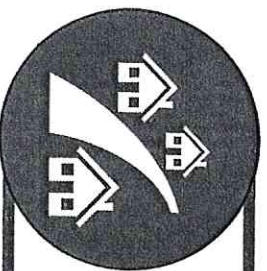


Media relied upon for local government information



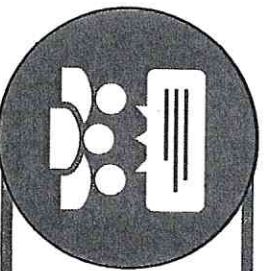
Community Involvement

Newspaper Readers are active influencers in their community.



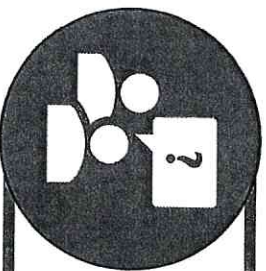
86%

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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