



# The North Dakota State Study

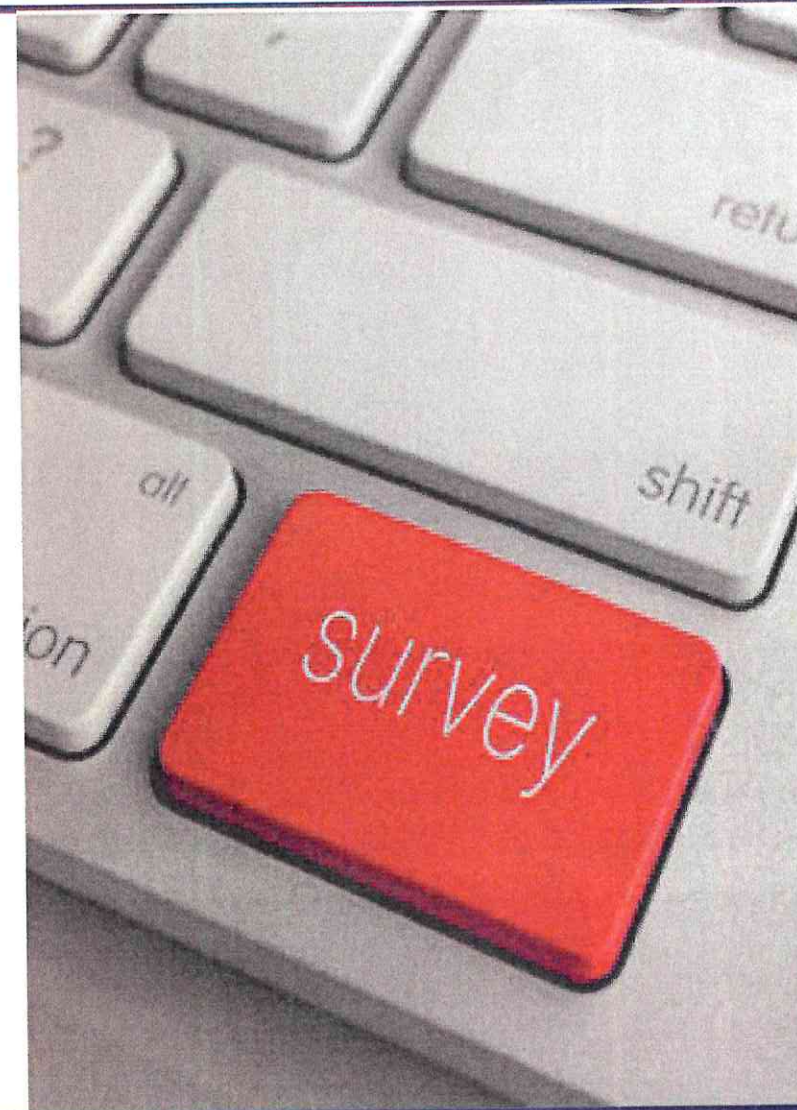
Consumer Insights from the  
North Dakota Newspaper Association

**NDNA**  
NORTH DAKOTA NEWSPAPER ASSOCIATION

# Survey Methodology

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- The North Dakota Newspaper Association commissioned Coda Ventures, an independent research and consulting firm, to conduct a survey among North Dakota adults, age 18+.
- The survey was designed to measure the demographics, media behavior and purchase intentions of respondents for specific product categories.
- The survey was fielded online, and respondents were screened by zip code to ensure an accurate representation of urban, suburban and rural communities. Additional quotas were set for age, gender, education and race to match the demographic composition of the population.
- The data was weighted and projected to the most recent ESRI census estimates.
- The survey was fielded from February 12 - March 19, 2024.
- At the close of the survey, a total of 405 adults participated. (Margin of Error: +/- 4.9%)



## Public Notices

**83%**

Of North Dakota adults read **public notices** in print or digital **newspapers**

Usually	22%
Sometimes	35%
Seldom	26%
Never	17%



**85%**

Believe that publishing **public notices** in newspapers should be **required**

Yes	85%
No	15%

How often do you or other members of your household read public notices in a newspaper, on a newspaper's website or on the free statewide newspaper public notices website, regarding such issues as: tax/rate changes, zoning changes, abandoned properties, changes to the state constitution, bids on government contracts, etc.?

When state and local government agencies publish public notices, they pay for that publication, which amounts to less than 1% of their budget. Knowing this, do you believe that state and local government agencies should be required to publish such public and legal notices in newspapers and on their websites as a service to the community?

## Citizens Speak Out about Public Notices

*"I think the government should realize obviously that it's very important for public notices to be in newspapers and that's why it's been going on for over 200 years. To try and change it now would be ridiculous."*

*"I believe public notices in newspapers are important and should continue."*

*"I feel information that should be public should be easily accessible to all and reported on by multiple different agencies especially outside of the government itself."*

*"Public notices should appear on both state websites and in newspapers as not everyone gets online and not everyone wants to use online to read this important information. Citizens should know everything that's going on especially if they pay for it with our tax money."*

*"State sites are ok if you are looking for notices, but local papers will let you know about them without having to search. Most of the time you do not look for these things, so the local papers print them, and you will see them."*

*"I trust the local newspaper more than I do the government and state."*

*"They have always been in newspapers, and I feel they should continue to be in newspapers. They should be available as many places as possible."*

## Citizens Speak Out about Public Notices

*“Sometimes it is very difficult to find public notices online. Do you look on the city site, county site, state site...so many sites.”*

*“I think a large majority of people will follow their local newspaper for info instead of a county or state website.”*

*“If info is available in the newspaper we don't have to search and dig on city and county websites for news and information.”*

*“A third party, like a newspaper, is best for presenting the information and retaining historical information.*

*I feel that a local third party like a newspaper has no conflict of interests as opposed to government owned entities.”*

*“The fact is there are still citizens who don't regularly use the internet. Citizens have the right to use whatever source they choose, and the government has an obligation to provide it.”*

*“There should be access to information for all people to see, and therefore the information should be shared in several forms.”*

## Opinions About Sources of Public Notices

**Local newspapers/newspaper websites are a more reliable, appropriate and transparent medium for public notices than state, city or county websites**

**Local newspapers are also more concerned with the community ....**

	Local Newspapers/ Websites	State Websites	City/County Websites
Concerned about the local community	<u>68%</u>	8%	24%
Appropriate location for public notices	55%	18%	26%
Reliable	53%	30%	17%
Transparent	53%	29%	19%

When thinking of the following sources for public notices, which do you feel is the most...

## Government Websites vs. Newspapers

**Eight out of 10 North Dakota adults (82%) believe that an independent third-party should deliver public notices versus having them only available on government websites**

	North Dakota Adults
I think newspapers as an independent third-party source should deliver this important information to the public	82%
I think government can be trusted to be the only source of public notices	18%

Do you think state or local governments should stop publishing public notices in local newspapers/newspaper websites and only publish them on their websites?