



WISCONSIN NEWSPAPER ASSOCIATION

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NEWS RELEASE

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For more information, contact:

WNA Executive Director Beth Bennett at (608) 283-7621 or Beth.Bennett@WNAnews.com

Statewide survey: Most say government should publish public notices in newspapers

Results of a statewide Wisconsin Public Notice Readership Survey indicate nearly 78 percent of residents believe state and local government should continue to be required to publish legal and public notices in newspapers on a regular basis.

The Wisconsin Newspaper Association commissioned its first-ever statewide public notice survey, conducted by Newton Marketing & Research, to update knowledge of and better understand what's on the minds of Wisconsin citizens when it comes to public notice.

"Wisconsin newspapers have always served as the independent, trusted conduit between government and its citizens," WNA Executive Director Beth Bennett said. "The results of this survey clearly reflect Wisconsin residents' desire for that relationship to continue."

Survey interviews were made by telephone to a random selection of 500 households throughout Wisconsin. A team of trained interviewers worked evenings during the survey period, Aug. 9-27, 2010.

Newton Research, of Norman, Okla., is a market research company specializing in media usage, consumer behavior and product feasibility.

Notable statewide public notice survey findings follow:

- 77.8 percent of Wisconsinites believe state and local government should be required to publish legal and public notices in the newspaper on a regular basis.
- 89 percent of Wisconsin households surveyed never go to the public library to use the library's computer system to access news or information on local or state government.
- 76.8 percent of Wisconsinites believe that public notices should continue to be published in community newspapers as a means of independent verification and government oversight.

- 82.6 percent of Wisconsinites surveyed read or look at a newspaper that is published in their community or neighboring community.
- 63.4 percent read a newspaper that is published daily.
- 85.5 percent of Wisconsinites participating in the survey voted in a recent election.

When seeking information on public meetings or public notices Wisconsinites rely on the following for the news:

Source	Percentage
Local newspaper	38.2
Local television/cable	12.8
Word of mouth/friends	12.0
Radio	5.8
City newsletters	3.8
Public bulletin boards	2.2

How likely are Wisconsinites to go to a government website to find public and legal notices, which government is required to publish:

Reply	Percentage
Not likely at all	40.6
Somewhat likely	20.4
Very likely	18.4
Somewhat unlikely	10.4
Don't know/depends	6.4

What do Wisconsinites read when reading a newspaper?

Reply	Percentage
News about local government	73.6
News about state government	66.6
National news	63.4
News about local school finances	63.0
News about local schools	62.2
News about local government finances	59.6
Business and industry news	52.3
Professional sports news	44.8
Lifestyle news/articles about modern trends	48.7
Agriculture and farm news	29.5

Wisconsin Newspaper Association Public Notices Survey - 2010

Frequency Report

1. As I read you a list of institutions in society, please tell me how much confidence you have in each one.

A great deal, quite a lot, some, or very little confidence

<u>(N=500)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	37.4	18.2	25.6	12.4	6.4
Local public schools.....	25.6	24.8	30.0	11.8	7.8
Local, municipal, township or city government.....	12.2	24.6	44.2	13.8	5.2
Your county government.....	9.0	21.8	47.6	15.4	6.2
Wisconsin state government.....	6.4	15.2	46.0	28.0	4.4
The Federal government.....	6.6	14.0	36.6	38.4	4.4

2. Do you read or look at a newspaper which is published in your community or neighboring community?

<u>(N=500)</u>	<u>% responding</u>
YES	82.6
NO	17.2
No response	.2

3. Do you subscribe to the newspaper, buy it at a rack or store, borrow a copy or read your newspaper through an Internet web site?

<u>(N=413)</u>	<u>% responding</u>
Subscribe	66.8
Rack/store	15.5
Pass-along	6.3
Web page	10.4
DK/NR	1.0

4. Is the newspaper you usually read published daily, once a week or twice a week?

<u>(N=413)</u>	<u>% responding</u>
Daily	63.4
One time weekly	27.1
Two time weekly	1.9
Both daily and weekly	7.3
No response	.2

5. In reference to the newspaper you read, how often do you read the following types of content?

(N=413)	Usually	Sometimes	Seldom	Never	DK/NR
National news.....	63.4	16.0	8.5	9.0	3.1
Professional sports news.....	44.8	14.3	12.6	25.7	2.7
News about state government	66.6	19.4	4.1	8.5	1.5
News about local government	73.6	16.0	3.1	7.0	.2
Business and industry news.....	52.3	23.7	11.6	11.6	.7
Agriculture and farm news.....	29.5	21.1	20.6	27.8	1.0
News about local schools.....	62.2	20.3	8.2	9.2	0.0
News about local school finances.....	63.0	18.9	7.7	10.4	0.0
News about local government finances.....	59.6	19.6	9.2	10.9	.7
Lifestyle news or articles about modern trends.....	48.7	22.0	11.6	17.4	.2

6. How often do you read political ads in the newspaper?

(N=500)	% responding
Usually	25.4
Sometimes	25.0
Seldom	18.0
Never	30.6
No response	1.0

7. How often do you or other members of your household read legal or public notices in a newspaper, such as public notices on a tax increase or property zoning change?

(N=500)	% responding
Usually	30.2
Sometimes	22.4
Seldom	19.4
Never	27.6
No response	.4

8. Do you believe state and local government should be required to publish such legal and public notices in the newspaper on a regular basis?

(N=500)	% responding
YES	77.8
NO	7.4
Not sure/DK	14.2
No response	.6

9. How often do you or a member of your household visit your local public library?

<u>(N=500)</u>	<u>% responding</u>
Weekly.....	17.4
2-3 times a month	13.2
Once a month.....	12.6
Several times a year	11.4
1-2 times a year....	19.2
Never.....	26.0
No response.....	.2

10. Do you or a member of your household ever go to your public library and use the library's computer system to access news or information on local or state government?

<u>(N=500)</u>	<u>% responding</u>
YES	9.2
NO	89.0
No response	1.8

11. How often do you or other members of your household read news or information posted on your city or town public bulletin boards or Internet web sites?

<u>(N=500)</u>	<u>% responding</u>
Weekly.....	21.2
2-3 times a month	9.8
Once a month.....	7.8
Several times a year	8.2
1-2 times a year....	15.4
Never.....	36.6
No response.....	1.0

12. When you are seeking information on public meetings or public notices, which source do you usually rely on for this news?

<u>(N=500)</u>	<u>% responding</u>
Local newspaper.....	38.2
City newsletters.....	3.8
Public bulletin boards.....	2.2
Word or mouth/ friends	12.0
Radio.....	5.8
Local television/ cable.....	12.8
Internet/ web sites.....	18.6
No source / don't read them	4.8
No response.....	1.8

13. Do you have access to the Internet and world wide web?

<u>(N=500)</u>	<u>% responding</u>
YES	74.4

NO 25.6

14. On average, how often do you access the Internet?

<u>(N=372)</u>	<u>% responding</u>
Daily.....	77.2
Several times a week.....	14.2
About once a week.....	3.2
Several times a month.....	.8
About once a month.....	1.1
Less than once a month.....	2.2
Use friend or other access	.3
Don't know / no response	1.1

15. Which of the following are reasons you access the Internet?

<u>(N=372)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	16.4	82.8	.8
To send and receive e-mail.....	91.7	7.5	.8
To access social networking sites.....	37.6	60.8	1.6
To gather research or resource material.....	87.9	11.0	1.1
To read news or get information about current events	81.7	17.2	1.1
For entertainment.....	63.2	36.0	.8
For shopping or to find products or services.....	75.0	23.9	1.1

16. If public and legal notices, which government is required to publish, were posted on the Internet how likely do you think you would be to seek out and read them?

<u>(N=500)</u>	<u>% responding</u>
Very likely	18.4
Somewhat likely	20.4
Somewhat unlikely	10.4
Not likely at all	40.6
Don't know / depends	6.4
No response	3.8

17. Public notices are published in community newspapers as a means of independent verification. Newspapers must provide affidavits that notices are actually published and kept as a permanent record. Do you believe newspapers should continue to be responsible for publishing public notices?

<u>(N=500)</u>	<u>% responding</u>
YES	76.8
NO	7.0
DK/not sure	15.6
No response	.6

18. A measure has been proposed to the Wisconsin legislature for local governments to post and archive public notices on their own, government maintained web sites without independent verification. Would you be in favor or oppose such a measure?

<u>(N=500)</u>	<u>% responding</u>
Favor	28.4
Oppose	39.0
DK/not sure	31.4
No response	1.2

Demographics

19. Into which of the following age groups do you fall? Please stop me when I reach the right category.

<u>(N=500)</u>	<u>% responding</u>
19-24	2.6
25-34	4.2
35-44	13.6
45-54	20.2
55-64	36.0
65-74	7.6
75+	11.2
No response	4.6

20. Did you or anyone in your household vote in a recent election?

<u>(N=500)</u>	<u>% responding</u>
YES	85.8
NO	13.0
No response	1.2

21. Into which of the following income categories does your total household income fall?

<u>(N=500)</u>	<u>% responding</u>
Under \$25,000	17.4
\$25-49,999	20.4
\$50-74,999	20.0
\$75-100,000	9.8
Over \$100,000	10.4
No response	22.0

22. Gender of respondent:

<u>(N=500)</u>	<u>% of respondents</u>
Male	44.8
Female	55.2

Wisconsin Newspaper Association Public Notices Survey - 2010

Congressional District Cross Tabulation Report

The Congressional District report was generated through computer cross tabulation. This means that groups of respondents were identified and segmented to examine their specific responses to survey questions.

In this report, respondents were identified by their county residence. Then the Wisconsin counties were segmented by congressional district.

The percentage responses for each group in this report read just like the frequency data because they reflect the responses to questions by each specific group. However, the margin of error is higher for each group than for the total sample of 500.

- As I read you a list of institutions in society, please tell me how much confidence you have in each one.

A great deal, quite a lot, some, or very little confidence

<u>District 1 (N=40)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	35.0	22.5	27.5	12.5	2.5
Local public schools.....	17.5	27.5	32.5	15.0	7.5
Local, municipal, township or city government.....	2.5	20.0	57.5	17.5	2.5
Your county government.....	2.5	17.5	65.0	12.5	2.5
Wisconsin state government.....	5.0	12.5	50.0	32.5	0.0
The Federal government.....	5.0	12.5	32.5	50.0	0.0
<u>District 2 (N=69)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	31.9	18.8	30.4	8.7	10.1
Local public schools.....	30.4	26.1	27.5	5.8	10.1
Local, municipal, township or city government.....	11.6	24.6	46.4	11.6	5.8
Your county government.....	5.8	27.5	40.6	18.8	7.2
Wisconsin state government.....	2.9	15.9	49.3	24.6	7.2
The Federal government.....	5.8	14.5	36.2	36.2	7.2
<u>District 3 (N=65)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	44.6	21.5	16.9	15.4	1.5
Local public schools.....	23.1	29.2	29.2	13.8	4.6
Local, municipal, township or city government.....	12.3	30.8	41.5	13.8	1.5

Your county government.....	10.8	29.2	41.5	12.3	6.2
Wisconsin state government.....	4.6	29.2	43.1	20.0	3.1
The Federal government.....	4.6	21.5	41.5	29.2	3.1
<u>District 4 (N=80)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	28.8	21.3	28.8	15.0	6.3
Local public schools.....	23.8	22.5	25.0	18.8	10.0
Local, municipal, township or city government.....	11.3	20.0	46.3	17.5	5.0
Your county government.....	6.3	10.0	57.5	21.3	5.0
Wisconsin state government.....	10.0	11.3	47.5	30.0	1.3
The Federal government.....	8.8	16.3	38.8	35.0	1.3
<u>District 5 (N=44)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	40.9	25.0	15.9	6.8	11.4
Local public schools.....	22.7	27.3	27.3	11.4	11.4
Local, municipal, township or city government.....	9.1	20.5	50.0	13.6	6.8
Your county government.....	6.8	15.9	54.5	15.9	6.8
Wisconsin state government.....	2.3	11.4	36.4	47.7	2.3
The Federal government.....	0.0	15.9	29.5	47.7	6.8
<u>District 6 (N=60)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	38.3	11.7	38.3	10.0	1.7
Local public schools.....	28.3	21.7	43.3	5.0	1.7
Local, municipal, township or city government.....	16.7	25.0	45.0	11.7	1.7
Your county government.....	11.7	23.3	50.0	11.7	3.3
Wisconsin state government.....	10.0	13.3	40.0	31.7	5.0
The Federal government.....	10.0	10.0	30.0	46.7	3.3
<u>District 7 (N=68)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	35.3	10.3	27.9	16.2	10.0
Local public schools.....	19.1	26.5	35.3	10.3	8.8
Local, municipal, township or city government.....	11.8	25.0	38.2	16.2	8.8
Your county government.....	8.8	25.0	39.7	19.1	7.4
Wisconsin state government.....	5.9	16.2	48.5	22.1	7.4
The Federal government.....	5.9	13.2	42.6	30.9	7.4

<u>District 8 (N=74)</u>	<u>GDC</u>	<u>QLC</u>	<u>Some</u>	<u>VLC</u>	<u>DK/NR</u>
The church or organized religion	45.9	17.6	17.6	12.2	6.8
Local public schools.....	35.1	20.3	23.0	13.5	8.1
Local, municipal, township or city government.....	17.6	28.4	36.5	9.5	8.1
Your county government.....	16.2	24.3	40.5	9.5	9.5
Wisconsin state government.....	8.1	10.8	50.0	24.3	6.8
The Federal government.....	9.5	8.1	36.5	40.5	5.4

2. Do you read or look at a newspaper which is published in your community or neighboring community?

	<u>District 1 (N=40)</u>	<u>District 2 (N=69)</u>	<u>District 3 (N=65)</u>	<u>District 4 (N=80)</u>	<u>District 5 (N=44)</u>
YES	85.0	79.7	89.2	75.0	88.6
NO	15.0	20.3	10.8	25.0	11.4
No response	0.0	0.0	0.0	0.0	0.0

	<u>District 6 (N=60)</u>	<u>District 7 (N=68)</u>	<u>District 8 (N=74)</u>
YES	78.3	85.3	83.8
NO	21.7	14.7	14.9
No response	0.0	0.0	1.4

3. Do you subscribe to the newspaper, buy it at a rack or store, borrow a copy or read your newspaper through an Internet web site?

	<u>District 1 (N=34)</u>	<u>District 2 (N=55)</u>	<u>District 3 (N=58)</u>	<u>District 4 (N=60)</u>	<u>District 5 (N=39)</u>
Subscribe	67.6	76.4	51.7	73.3	74.4
Rack/store	14.7	3.6	24.1	8.3	15.4
Pass-along	8.8	3.6	10.3	3.3	2.6
Web page	8.8	14.5	12.1	13.3	7.7
DK/NR	0.0	1.8	1.7	1.7	0.0

	<u>District 6 (N=47)</u>	<u>District 7 (N=58)</u>	<u>District 8 (N=62)</u>
Subscribe	70.2	51.7	72.6
Rack/store	21.3	22.4	14.5
Pass-along	6.4	10.3	4.8
Web page	2.1	13.8	8.1
DK/NR	0.0	1.7	0.0

4. Is the newspaper you usually read published daily, once a week or twice a week?

	District 1 (N=34)	District 2 (N=55)	District 3 (N=58)	District 4 (N=60)
Daily	61.8	81.8	58.6	70.0
One time weekly	35.3	10.9	32.8	21.7
Two time weekly	2.9	1.8	1.7	0.0
Both daily and weekly	0.0	5.5	6.9	8.3
No response	0.0	0.0	0.0	0.0

	District 5 (N=39)	District 6 (N=47)	District 7 (N=58)	District 8 (N=62)
Daily	64.1	68.1	51.7	53.2
One time weekly	20.5	21.3	43.1	30.6
Two time weekly	5.1	6.4	0.0	0.0
Both daily and weekly	10.3	4.3	5.2	14.5
No response	0.0	0.0	0.0	1.6

5. In reference to the newspaper you read, how often do you read the following types of content?

<u>District 1 (N=34)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	64.4	17.6	5.9	11.8	0.0
Professional sports news.....	41.3	14.7	8.8	32.4	2.9
News about state government	61.8	20.6	0.0	17.6	0.0
News about local government	61.8	20.6	0.0	17.6	0.0
Business and industry news.....	61.8	14.7	8.8	14.7	0.0
Agriculture and farm news.....	35.3	20.6	17.6	26.5	0.0
News about local schools.....	58.8	23.5	8.8	8.8	0.0
News about local school finances.....	58.8	23.5	8.8	8.8	0.0
News about local government finances.....	58.8	11.8	8.8	20.6	0.0
Lifestyle news or articles about modern trends.....	50.0	23.5	8.8	17.6	0.0

<u>District 2 (N=55)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	61.8	20.0	7.3	9.1	1.8
Professional sports news.....	47.3	18.2	9.1	25.5	0.0
News about state government	74.5	16.4	0.0	9.1	0.0
News about local government	80.0	14.5	0.0	5.5	0.0
Business and industry news.....	54.5	21.8	16.4	7.3	0.0
Agriculture and farm news.....	23.6	21.8	21.8	32.7	0.0
News about local schools.....	49.1	30.9	9.1	10.9	0.0

News about local school finances.....	52.7	30.9	7.3	9.1	0.0
News about local government finances.....	52.7	27.3	12.7	7.3	0.0
Lifestyle news or articles about modern trends.....	43.6	20.0	9.1	27.3	0.0

<u>District 3 (N=58)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	62.1	13.8	8.6	15.5	0.0
Professional sports news.....	46.6	13.8	8.6	31.0	0.0
News about state government	63.8	20.7	5.2	8.6	1.7
News about local government	67.2	24.1	1.7	6.9	0.0
Business and industry news.....	43.1	24.1	19.0	13.8	0.0
Agriculture and farm news.....	37.9	22.4	27.6	12.1	0.0
News about local schools.....	70.7	15.5	8.6	5.2	0.0
News about local school finances.....	69.0	17.2	5.2	8.6	0.0
News about local government finances.....	56.9	27.6	3.4	12.1	0.0
Lifestyle news or articles about modern trends.....	44.8	20.7	10.3	24.1	0.0

<u>District 4 (N=60)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	75.0	15.0	1.7	8.3	0.0
Professional sports news.....	63.3	5.0	5.0	26.7	0.0
News about state government	75.0	11.7	1.7	11.7	0.0
News about local government	78.3	13.3	0.0	8.3	0.0
Business and industry news.....	61.7	20.0	5.0	13.3	0.0
Agriculture and farm news.....	28.3	18.3	8.3	45.0	0.0
News about local schools.....	60.0	25.0	0.0	15.0	0.0
News about local school finances.....	60.0	23.3	0.0	16.7	0.0
News about local government finances.....	65.0	20.0	5.0	10.0	0.0
Lifestyle news or articles about modern trends.....	58.3	20.0	6.7	15.0	0.0

<u>District 5 (N=39)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	69.2	15.4	2.6	7.7	5.1
Professional sports news.....	59.0	5.1	10.3	25.6	0.0
News about state government	69.2	20.5	7.7	2.6	0.0
News about local government	76.9	12.8	5.1	5.1	0.0
Business and industry news.....	61.5	17.9	12.8	7.7	0.0

Agriculture and farm news.....	30.8	10.3	30.8	28.2	0.0
News about local schools.....	56.4	15.4	17.9	10.3	0.0
News about local school finances.....	56.4	15.4	15.4	12.8	0.0
News about local government finances.....	64.1	15.4	12.8	7.7	0.0
Lifestyle news or articles about modern trends.....	48.7	28.2	15.4	7.7	0.0

<u>District 6 (N=47)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	59.6	21.3	12.8	4.3	2.1
Professional sports news.....	34.0	21.3	14.9	25.5	4.3
News about state government	53.2	31.9	6.4	6.4	2.1
News about local government	59.6	27.7	6.4	6.4	0.0
Business and industry news.....	46.8	36.2	4.3	12.8	0.0
Agriculture and farm news.....	27.7	27.7	14.9	29.8	0.0
News about local schools.....	51.1	27.7	6.4	14.9	0.0
News about local school finances.....	53.2	23.4	8.5	14.9	0.0
News about local government finances.....	53.2	23.4	8.5	14.9	0.0
Lifestyle news or articles about modern trends.....	51.1	25.5	8.5	14.9	0.0

<u>District 7 (N=58)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	50.0	15.5	17.2	10.3	6.9
Professional sports news.....	32.8	13.8	25.9	22.4	5.2
News about state government	58.6	19.0	5.2	12.1	5.2
News about local government	74.1	10.3	5.2	10.3	0.0
Business and industry news.....	34.5	27.6	15.5	20.7	1.7
Agriculture and farm news.....	24.1	24.1	31.0	19.0	1.7
News about local schools.....	67.2	17.2	8.6	6.9	0.0
News about local school finances.....	69.0	10.3	10.3	10.3	0.0
News about local government finances.....	56.9	19.0	8.6	13.8	1.7
Lifestyle news or articles about modern trends.....	43.1	15.5	27.6	13.8	0.0

<u>District 8 (N=62)</u>	<u>Usually</u>	<u>Sometimes</u>	<u>Seldom</u>	<u>Never</u>	<u>DK/NR</u>
National news.....	66.1	11.3	9.7	4.8	8.1
Professional sports news.....	35.5	21.0	16.1	19.4	8.1
News about state government	72.6	17.7	6.5	1.6	1.6

News about local government	83.9	8.1	6.5	0.0	1.6
Business and industry news.....	59.7	24.2	9.7	3.2	3.2
Agriculture and farm news.....	30.6	21.0	14.5	29.0	4.8
News about local schools.....	77.4	9.7	9.7	3.2	0.0
News about local school finances.....	77.4	9.7	9.7	3.2	0.0
News about local government finances.....	67.7	9.7	14.5	4.8	3.2
Lifestyle news or articles about modern trends.....	50.0	25.8	6.5	16.1	1.6

6. How often do you read political ads in the newspaper?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
Usually	40.0	23.2	21.5	26.3	18.2
Sometimes	25.0	17.4	24.6	26.3	31.8
Seldom	10.0	21.7	21.5	8.8	22.7
Never	25.0	37.7	32.3	36.3	27.3
No response	0.0	0.0	0.0	2.5	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
Usually	23.3	25.0	28.4
Sometimes	26.7	26.5	24.3
Seldom	21.7	25.0	13.5
Never	28.3	22.1	31.1
No response	0.0	1.5	2.7

7. How often do you or other members of your household read legal or public notices in a newspaper, such as public notices on a tax increase or property zoning change?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
Usually	35.0	27.5	35.4	18.8	18.2
Sometimes	32.5	20.3	21.5	16.3	25.0
Seldom	10.0	20.3	20.0	16.3	31.8
Never	22.5	31.9	23.1	47.5	25.0
No response	0.0	0.0	0.0	1.3	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
Usually	26.7	41.2	37.8
Sometimes	26.7	20.6	23.0
Seldom	20.0	16.2	21.6
Never	26.7	22.1	16.2
No response	0.0	0.0	1.4

8. Do you believe state and local government should be required to publish such legal and public notices in the newspaper on a regular basis?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
YES	92.5	79.7	78.5	68.8	84.1
NO	7.5	5.8	4.6	13.8	2.3
DK/not sure	0.0	13.0	15.4	17.5	13.6
No response	0.0	1.4	1.5	0.0	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
YES	71.7	79.4	77.0
NO	8.3	7.4	6.8
DK/not sure	20.0	13.2	14.9
No response	0.0	0.0	1.4

9. How often do you or a member of your household visit your local public library?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)
Weekly.....	10.0	23.2	23.1	16.3
2-3 times a month	12.5	7.2	12.3	16.3
Once a month.....	17.5	10.1	9.2	11.3
Several times a year	20.0	7.2	9.2	13.8
1-2 times a year....	15.0	26.1	20.0	22.5
Never.....	25.0	26.1	26.2	20.0
No response.....	0.0	0.0	0.0	0.0

	District 5 (N=44)	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
Weekly.....	15.9	13.3	19.1	14.9
2-3 times a month	18.2	11.7	13.2	14.9
Once a month.....	15.9	13.3	13.2	13.5
Several times a year	18.2	10.0	13.2	5.4
1-2 times a year....	13.6	11.7	14.7	24.3
Never.....	18.2	40.0	26.5	25.7
No response.....	0.0	0.0	0.0	1.4

10. Do you or a member of your household ever go to your public library and use the library's computer system to access news or information on local or state government?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
YES	12.5	8.7	12.3	8.8	13.6
NO	85.0	89.9	83.1	90.0	86.4
No response	2.5	1.4	4.6	1.3	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
YES	3.3	5.9	10.8
NO	95.0	91.2	89.2
No response	1.7	2.9	0.0

11. How often do you or other members of your household read news or information posted on your city or town public bulletin boards or Internet web sites?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)
Weekly.....	20.0	20.3	27.7	26.3
2-3 times a month	5.0	10.1	6.2	7.5
Once a month.....	20.0	2.9	13.8	10.0
Several times a year	10.0	5.8	7.7	10.0
1-2 times a year....	12.5	17.4	12.3	11.3
Never.....	32.5	40.6	32.3	33.8
No response.....	0.0	2.9	0.0	1.3

	District 5 (N=44)	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
Weekly.....	18.2	13.3	17.6	23.0
2-3 times a month	18.2	8.3	16.2	8.1
Once a month.....	4.5	8.3	4.4	2.7
Several times a year	2.3	16.7	5.9	6.8
1-2 times a year....	18.2	13.3	16.2	21.6
Never.....	38.6	38.3	39.7	36.5
No response.....	0.0	1.7	0.0	1.4

12. When you are seeking information on public meetings or public notices, which source do you usually rely on for this news?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)
Local newspaper.....	47.5	40.6	44.6	22.5
City newsletters.....	2.5	1.4	1.5	8.8
Public bulletin boards.....	0.0	2.9	1.5	1.3
Word of mouth/ friends	10.0	5.8	16.9	13.8
Radio.....	12.5	1.4	7.7	5.0
Local television/ cable.....	0.0	11.6	4.6	23.8
Internet/ web sites.....	25.0	24.6	16.9	18.8
No source/ don't read them	0.0	5.8	4.6	5.0
No response.....	2.5	5.8	1.5	1.3

	District 6 (N=44)	District 2 (N=60)	District 3 (N=68)	District 4 (N=74)
Local newspaper.....	36.4	30.0	45.6	43.2
City newsletters.....	9.1	3.3	2.9	1.4
Public bulletin boards.....	4.5	1.7	2.9	2.7
Word of mouth/ friends	11.4	15.0	8.8	13.5
Radio.....	4.5	6.7	7.4	4.1

Local television/cable.....	9.1	13.3	16.2	14.9
Internet/web sites.....	18.2	15.0	16.2	16.2
No source/don't read them	6.8	13.3	0.0	2.7
No response.....	0.0	1.7	0.0	1.4

13. Do you have access to the Internet and world wide web?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
YES	77.5	81.2	78.5	66.3	84.1
NO	22.5	18.8	21.5	33.8	15.9

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
YES	65.0	70.6	77.0
NO	35.0	29.4	23.0

14. On average, how often do you access the Internet?

	District 1 (N=31)	District 2 (N=56)	District 3 (N=51)	District 4 (N=53)
Daily.....	83.9	82.1	82.4	77.4
Several times a week.....	12.9	8.9	11.8	17.0
About once a week.....	3.2	5.4	2.0	1.9
Several times a month.....	0.0	0.0	0.0	0.0
About once a month.....	0.0	0.0	0.0	0.0
Less than once a month.....	0.0	0.0	2.0	3.8
Use friend or other access	0.0	0.0	0.0	0.0
Don't know/no response	0.0	3.6	2.0	0.0

	District 5 (N=37)	District 6 (N=39)	District 7 (N=48)	District 8 (N=57)
Daily.....	73.0	74.4	77.1	68.4
Several times a week.....	13.5	15.4	16.7	17.5
About once a week.....	5.4	2.6	0.0	5.3
Several times a month.....	0.0	2.6	2.1	1.8
About once a month.....	2.7	2.6	2.1	1.8
Less than once a month.....	5.4	2.6	0.0	3.5
Use friend or other access	0.0	0.0	2.1	0.0
Don't know/no response	0.0	0.0	0.0	1.8

15. Which of the following are reasons you access the Internet?

District 1 (N=31)	YES	NO	DK/NR
To use chat rooms or bulletin boards.....	16.1	83.9	0.0
To send and receive e-mail.....	96.8	3.2	0.0
To access social networking sites.....	22.6	74.2	3.2
To gather research or resource material.....	93.5	6.5	0.0
To read news or get information about current events	87.1	12.9	0.0

For entertainment.....	61.3	38.7	0.0
For shopping or to find products or services.....	83.9	16.1	0.0
<u>District 2 (N=56)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	19.6	78.5	1.8
To send and receive e-mail.....	96.4	1.8	1.8
To access social networking sites.....	39.3	58.9	1.8
To gather research or resource material.....	85.7	12.5	1.8
To read news or get information about current events	78.6	19.6	1.8
For entertainment.....	64.3	33.9	1.8
For shopping or to find products or services.....	66.1	32.1	1.8
<u>District 3 (N=51)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	21.6	76.5	2.0
To send and receive e-mail.....	92.2	5.9	2.0
To access social networking sites.....	35.3	62.7	2.0
To gather research or resource material.....	88.2	9.8	2.0
To read news or get information about current events	80.4	17.6	2.0
For entertainment.....	68.6	29.4	2.0
For shopping or to find products or services.....	76.5	21.6	2.0
<u>District 4 (N=53)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	18.9	81.1	0.0
To send and receive e-mail.....	86.8	13.2	0.0
To access social networking sites.....	52.8	47.2	0.0
To gather research or resource material.....	83.0	17.0	0.0
To read news or get information about current events	79.2	20.8	0.0
For entertainment.....	69.8	30.2	0.0
For shopping or to find products or services.....	71.7	28.3	0.0
<u>District 5 (N=37)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	5.4	94.6	0.0
To send and receive e-mail.....	94.6	5.4	0.0
To access social networking sites.....	18.9	81.1	0.0
To gather research or resource material.....	89.2	10.8	0.0
To read news or get information about current events	78.4	21.6	0.0
For entertainment.....	51.4	45.9	2.7
For shopping or to find products or services.....	70.3	29.7	0.0

<u>District 6 (N=39)</u>	<u>YES</u>	<u>NO</u>	<u>DK/NR</u>
To use chat rooms or bulletin boards.....	17.9	82.1	0.0
To send and receive e-mail.....	94.9	5.1	0.0
To access social networking sites.....	46.2	53.8	0.0
To gather research or resource material.....	89.7	10.3	0.0
To read news or get information about current events	84.6	15.4	0.0
For entertainment.....	64.1	35.9	0.0
For shopping or to find products or services.....	84.6	15.4	0.0
 <u>District 7 (N=48)</u>	 <u>YES</u>	 <u>NO</u>	 <u>DK/NR</u>
To use chat rooms or bulletin boards.....	8.3	91.7	0.0
To send and receive e-mail.....	91.7	8.3	0.0
To access social networking sites.....	29.2	70.8	0.0
To gather research or resource material.....	89.6	10.4	0.0
To read news or get information about current events	89.6	10.4	0.0
For entertainment.....	60.4	39.6	0.0
For shopping or to find products or services.....	79.2	20.8	0.0
 <u>District 8 (N=57)</u>	 <u>YES</u>	 <u>NO</u>	 <u>DK/NR</u>
To use chat rooms or bulletin boards.....	19.3	78.9	1.8
To send and receive e-mail.....	84.2	14.0	1.8
To access social networking sites.....	45.6	49.1	5.3
To gather research or resource material.....	87.7	8.8	3.5
To read news or get information about current events	78.9	17.5	3.5
For entertainment.....	61.4	38.6	0.0
For shopping or to find products or services.....	73.7	22.8	3.5

16. If public and legal notices, which government is required to publish, were posted on the Internet how likely do you think you would be to seek out and read them?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)
Very likely	12.5	21.7	20.0	13.8
Somewhat likely	37.5	24.6	15.4	23.8
Somewhat unlikely	7.5	7.2	9.2	8.8
Not likely at all	32.5	39.1	44.6	48.8
Don't know / depends	10.0	1.4	9.2	2.5
No response	0.0	2.8	1.5	2.5

	District 5 (N=44)	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
Very likely	15.9	20.0	22.1	18.9
Somewhat likely	25.0	16.7	17.6	10.8
Somewhat unlikely	25.0	10.0	7.4	12.2
Not likely at all	31.8	40.0	41.2	39.2
Don't know/depends	2.3	10.0	5.9	10.8
No response	0.0	3.3	5.9	8.1

17. Public notices are published in community newspapers as a means of independent verification. Newspapers must provide affidavits that notices are actually published and kept as a permanent record. Do you believe newspapers should continue to be responsible for publishing public notices?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
YES	85.0	82.6	84.6	72.5	70.5
NO	2.5	4.3	7.7	6.3	9.1
DK/not sure	12.5	11.6	7.7	18.8	20.5
No response	0.0	1.4	0.0	2.5	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
YES	70.0	79.4	71.6
NO	10.0	5.9	9.5
DK/not sure	20.0	14.7	18.9
No response	0.0	0.0	0.0

18. A measure has been proposed to the Wisconsin legislature for local governments to post and archive public notices on their own, government maintained web sites without independent verification. Would you be in favor or oppose such a measure?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
Favor	32.5	20.3	30.8	26.3	34.1
Oppose	47.5	44.9	38.5	38.8	34.1
DK/not sure	20.0	31.9	30.8	30.0	31.8
No response	0.0	2.9	0.0	5.0	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
Favor	23.3	30.9	32.4
Oppose	46.7	26.5	37.8
DK/not sure	30.0	42.6	29.7
No response	0.0	0.0	0.0

Demographics

19. Into which of the following age groups do you fall? Please stop me when I reach the right category.

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
19-24	0.0	2.9	3.1	3.8	4.5
25-34	0.0	5.4	1.5	10.0	2.3
35-44	17.5	10.1	24.6	13.8	9.1
45-54	22.5	24.6	21.5	12.5	13.6
55-64	30.0	34.8	30.8	31.3	38.6
65-74	15.0	7.2	10.8	3.8	15.9
75+	12.5	7.2	7.7	17.5	13.6
No response	2.5	7.2	0.0	7.5	2.3

	District 6 (N=44)	District 7 (N=68)	District 8 (N=74)
19-24	3.3	0.0	2.7
25-34	0.0	5.9	4.1
35-44	15.0	11.8	8.1
45-54	18.3	20.6	27.0
55-64	36.7	42.6	41.9
65-74	6.7	1.5	6.8
75+	11.7	11.8	8.1
No response	8.3	5.9	1.4

20. Did you or anyone in your household vote in a recent election?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
YES	95.0	81.2	89.2	86.3	88.6
NO	5.0	14.5	10.8	12.5	11.4
No response	0.0	4.3	0.0	1.3	0.0

	District 6 (N=60)	District 7 (N=68)	District 8 (N=74)
YES	80.0	82.4	87.8
NO	18.3	17.6	10.8
No response	1.7	0.0	1.4

21. Into which of the following income categories does your total household income fall?

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
Under \$25,000	17.5	10.1	13.8	27.5	13.6
\$25-49,999	27.5	17.4	26.2	15.0	18.2
\$50-74,999	20.0	21.7	21.5	16.3	25.0
\$75-100,000	5.0	7.2	13.8	13.8	6.8
Over \$100,000	15.0	11.6	7.7	6.3	13.6
No response	15.0	31.9	16.9	21.3	22.7

	District 1 (N=60)	District 2 (N=68)	District 3 (N=74)
Under \$25,000	20.0	20.6	13.5
\$25-49,999	18.3	25.0	18.9
\$50-74,999	18.3	23.5	16.2
\$75-100,000	6.7	7.4	13.5
Over \$100,000	15.0	5.9	12.2
No response	21.7	17.6	25.7

22. Gender of respondent:

	District 1 (N=40)	District 2 (N=69)	District 3 (N=65)	District 4 (N=80)	District 5 (N=44)
Male	52.5	40.6	46.2	42.5	40.9
Female	47.5	59.4	53.8	57.5	59.1

	District 1 (N=60)	District 2 (N=68)	District 3 (N=74)
Male	35.0	51.5	50.0
Female	65.0	48.5	50.0

Wisconsin				
county	county code	households	quota	district
District 1				
Kenosha County	059	67443	13	1
Racine County	101	80910	16	1
Walworth County	127	50267	11	1
District 2			40	
Columbia County	021	25266	5	2
Dane County	025	210868	41	2
Green County	045	15658	3	2
Jefferson County	055	33991	7	2
Rock County	105	68201	13	2
District 3			69	
Buffalo County	011	6625	1	3
Clark County	019	14496	3	3
Crawford County	023	9053	2	3
Dunn County	033	17467	3	3
Eau Claire County	035	41425	8	3
Grant County	043	21208	4	3
Iowa County	049	10648	2	3
Jackson County	053	8975	2	3

Juneau County	057	14166	3	3
La Crosse County	063	47001	9	3
Lafayette County	065	7089	1	3
Monroe County	081	18896	4	3
Pepin County	091	3364	1	3
Pierce County	093	15587	3	3
Richland County	103	8680	2	3
St. Croix County	109	33169	6	3
Sauk County	111	28724	6	3
Trempealeau County	121	12550	2	3
Vernon County	123	13688	3	3
District 4			65	
Milwaukee County	079	410732	80	4
District 5				
Ozaukee County	089	35641	6	5
Washington County	131	53334	9	5
Waukesha County	133	155864	29	5
District 6			44	
Adams County	001	16318	3	6
Calumet County	015	19038	4	6
Dodge County	027	36617	7	6
Fond du Lac County	039	42782	8	6
Green Lake County	047	10396	2	6
Manitowoc County	071	36817	7	6
Marquette County	077	9485	2	6
Sheboygan County	117	49988	10	6
Waushara County	137	14989	3	6
Winnebago County	139	71311	14	6
District 7			60	
Ashland County	003	9409	2	7
Barron County	005	23385	5	7
Bayfield County	007	13084	3	7
Burnett County	013	13866	3	7
Chippewa County	017	26005	5	7
Douglas County	031	21522	4	7

Iron County	051	6112	1	7
Lincoln County	069	15902	3	7
Marathon County	073	56763	11	7
Polk County	095	24334	5	7
Portage County	097	29151	6	7
Price County	099	10267	2	7
Rusk County	107	8239	2	7
Sawyer County	113	15547	3	7
Taylor County	119	9188	2	7
Washburn County	129	12239	2	7
Wood County	141	33508	7	7
Langlade County	067	12083	2	7
District 8			68	
Brown County	009	102466	20	8
Door County	029	22286	4	8
Florence County	037	4628	1	8
Forest County	041	8927	2	8
Kewaunee County	061	9077	2	8
Marinette County	075	28563	6	8
Menominee County	078	2217	0	8
Oconto County	083	22680	5	8
Oneida County	085	29167	5	8
Outagamie County	087	71361	15	8
Shawano County	115	20251	4	8
Vilas County	125	24612	5	8
Waupaca County	135	24533	5	8
			74	