

Public Notice

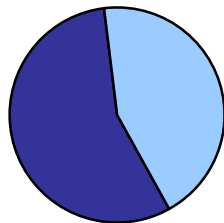
Resource Center

Who Has Ever Viewed A Government Website?

- ⇒ **FACT: More than half of the U.S. population has NEVER viewed a local, state or federal government website!**

Of the 44% who viewed a government website, the data may not account for Internet users who visit because they work for a government agency or otherwise are required to do so for work.

Who Views A Local, State or Federal Government Website?



■ 56% of the U.S. Adult Population Has Never Viewed A Govt. Website

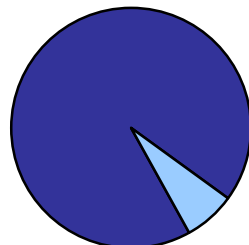
□ 44% of the U.S. Adult Population Has Viewed A Govt. Website

- ✓ **It is more likely...**that someone will access information about their government through the newspaper, their local and trusted source for information.
- ✓ **Why? Because...**more than a quarter of the U.S. Adult population is NOT even on the Internet. But 83% of adults read a community newspaper every week, according to the National Newspaper Association.

- ⇒ **FACT: Fewer than 10% of the U.S. population views a local, state or federal government website daily!**

Those 7% of visitors may visit a government website once a year for leaf collection schedules or information on polling sites. But there is no indication that they are looking for public notices.

Who Views A Local, State or Federal Government Website On A Daily Basis?



■ 93% of the U.S. Adult Population Did Not View A Govt. Website Yesterday

□ 7% of the U.S. Adult Population Viewed A Govt. Website Yesterday

- ✓ **It is more likely...**that someone will access information on a daily basis by browsing a newspaper at home over coffee, at the local library or on the bus to work.
- ✓ **Why? Because...**newspapers are in the business of building audiences, and notices in them are more likely to be noticed.

*Data compiled from U.S. Census Bureau, Annual Estimates of Resident Population, Released May 2009, see <<http://www.census.gov>> & Pew Internet & American Life Project Surveys, May 2008, see <<http://www.pewinternet.org>>