



MISSISSIPPI MARKET RESEARCH

Executive Summary

Pulse Research

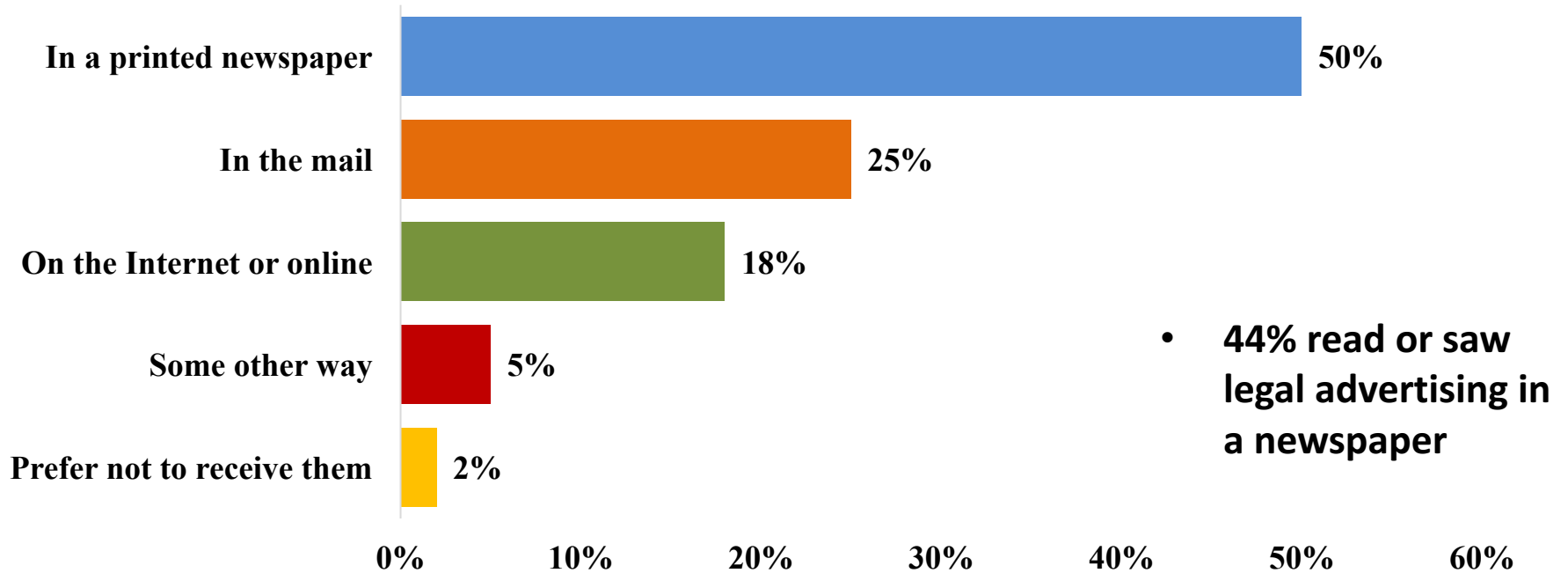
June 2016

Mississippi Newspapers & Newspaper Websites

MISSISSIPPI MARKET PENETRATION

Where Public Prefers Legal Advertisements

Mississippi Statewide Market Research

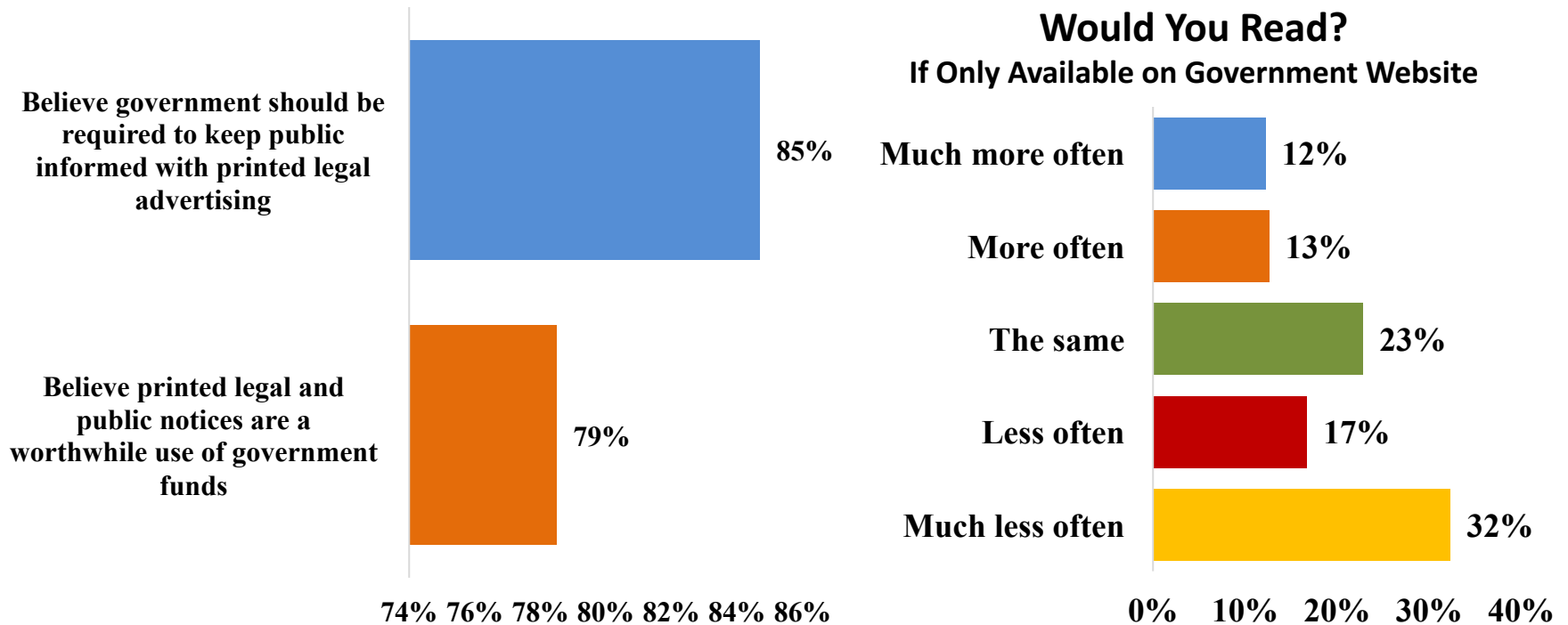


Summary:

- 82% of Mississippi households do not prefer to have public notices published online.
- The majority of Mississippi households want public notices published in the newspaper.
- 90% of Mississippi households that have seen public notices have read them.
- These facts will be quite compelling with Mississippi government entities.

Legal Notice Information

Mississippi Statewide Market Research



Summary:

- Mississippi residents feel strongly that government agencies should keep the public informed by means of legal notices and this practice is a good use of government funds.
- If public and legal notices were only available on government websites, 49% of Mississippi households would read them less often.

Mississippi Market Research

METHODOLOGY

Random sample general population telephone survey

The methodology utilized in this survey was a random sample telephone/cell survey. Interviews were completed between May 30th and June 8th, 2016.

The interviews were conducted between 5 p.m. and 9 p.m. Central Time Zone Monday through Friday, and between 12 p.m. and 8 p.m. Central Time Zone Saturday and Sunday.

Universe: Residents of Mississippi

All respondents were asked to answer all questions, and one question (gender) was answered through the observation of the interviewer.

There was no incentive offered to interviewees for their participation in the survey.

Call disposition

Both cell phone and landline numbers were selected for calling and a random sample of both were purchased from a sample vendor. Pulse Research's sample vendor dialed a total of 7,748 numbers. The outcome of those calls was as follows:

•No Answer/Answering Machine	4,879
•Busy	141
•Callbacks	1,697
•Disconnected phone	515
•Fax/modem	57
•Terminated/Blocked	34
•Deaf/language barrier	25
•Completed interviews	400
•Total dialed numbers	7,748

Sample: 400 completed interviews.

Weighting: Sample was weighted by known age and gender.

The Reader/Non-Reader subset was taken from question 2 Any respondent saying either they or a member of their household had read a local non-daily newspaper or daily newspaper in the past month is considered a reader in this subset.

Other: The random sampling of numbers was purchased from a sample vendor. The staff of Pulse Research at its headquarters in Portland, Oregon completed the processing and tabulation of the data.