



Advertising & Media Use In Oregon

A Report For:



AMERICAN OPINION RESEARCH

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Table Of Contents

	PAGE
I. Executive Summary	3
II. Specific Findings	
1. News & Advertising Sources	11
2. Newspaper Readership	16
3. Public Notice Advertising	25
Appendix A: Methodology	44

I. Executive Summary

Printed newspapers are easily the primary source for news and advertising in Oregon and this is particularly true for public notices and legal advertising.

Having the ability to access public notices is important to Oregon adults.

- The vast majority of Oregonians (over eight in 10) say keeping the public informed through public notice advertising is an important requirement for government agencies
- Newspapers are easily the preferred sources for this type of advertising
- Moving legal notices from printed newspapers to government websites would result in a significant drop in readership.

In addition, more than seven in 10 of all Oregon adults who **use any** advertising say newspapers are their primary source of local sales and shopping information, true of all groups including young adults.

Newspapers are also the primary source of advertising for a wide variety of products and services ranging from groceries to local entertainment.

These are just some of the findings of a research study conducted for the Oregon Press Association by the independent research firm of American Opinion Research (AOR) based in Princeton, NJ.

These results are based on interviews with 600 Oregon residents age 18 and older across the state. These results have a margin of error of plus or minus 4 percentage points.

(A more complete explanation of the methodology for this study is included in Appendix A of this report.)

Executive Summary

Following is:

- An executive summary of the results
- Detailed findings of the research
- The methodology used in this research
- The questionnaire used in this project

PUBLIC NOTICE ADVERTISING

As stated previously, having the ability to access public notices is important to Oregon adults.

As shown in the adjoining chart, over six in 10 (65%) of Oregon adults naming any source of public notice advertising, say newspapers are their primary source. Fewer than one in 10 (8%) rely primarily on the Internet.

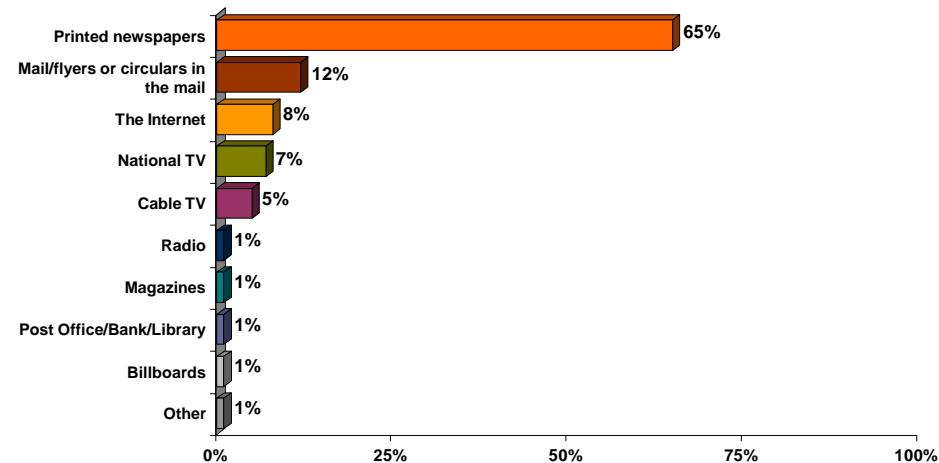
Oregon adults also say that foreclosure notices are best done in a printed newspaper. Half (53%) say local newspapers are their preferred source.

The majority of Oregon adults (64%) recall seeing or reading public notices and legal advertising in a newspaper. Readership is higher among newspaper readers and Oregonians with a household income between \$50,000 and \$74,999.

Newspapers Top Source For Public Notices

Base: Oregonian Naming Any Source (2,305,100)

Q1c. What is your main source of public notice advertising, such as legal notices, hearings, tax notices, etc.?



Executive Summary

Over eight in 10 Oregonians (equal to almost 2.5 million adults) say keeping the public informed through public notice advertising is an important requirement for government agencies. This is true among all types of adults.

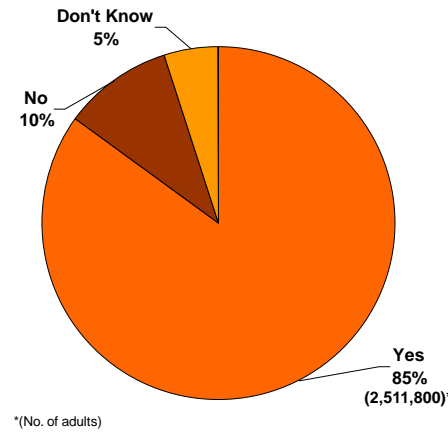
In addition, as shown in the adjoining chart, adults who have seen public notice advertising are easily more likely to prefer receiving them in a printed newspaper than any other source. Half (51%) say newspapers are their preferred source, well ahead of mail or the Internet.

Moving public notices online would result in significant loss of readership.

Most Oregonians Support Public Notice Advertising

Base: Total Oregon Adults (2,952,800)

Q13. Do you believe that keeping the public informed in this way is an important requirement for government agencies?

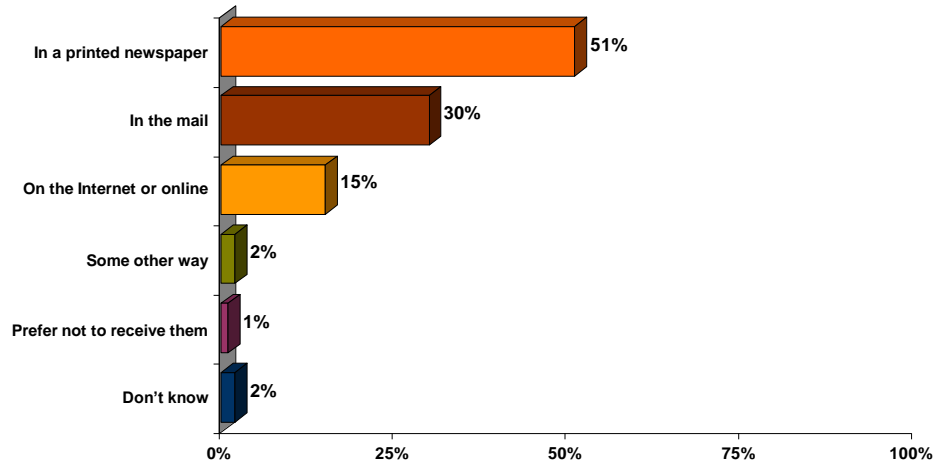


TOTAL SUPPORTING PUBLIC SERVICE ADVERTISING	
	%
TOTAL	85
AGE	
18-39	88
40-54	80
55-64	88
65+	85

Newspapers Preferred Source For Public Notices

Base: Oregonians Who Have Ever Seen Public Notice Advertising (1,877,200)

Q15. How would you prefer to receive public notice or legal advertisements, including proposed budgets, notice of public hearings, taxation, etc.? Would you prefer to receive them...?



Executive Summary

Almost six in 10 (56%) said they would read public notices less often if they were eliminated from newspapers and put online on government websites. Adults who actually read public notice advertising are even less likely (64%) to read them online.

Fewer than one in four Oregon adults have ever looked for public notices or legal ads **online**; even among younger adults, the percentage who read legal notices online is small. Among the relatively few adults who have looked online for legal notices there is no dominant website; in fact, over six in 10 of those cannot remember which website they used.

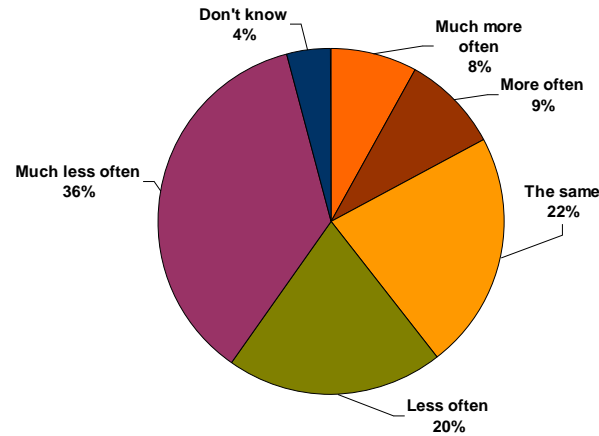
As shown in the adjoining chart, trust or credibility is significantly higher for legal notices placed in newspapers than in government websites; 56 percent say they trust public notices printed in newspapers compared with 39 percent who trust them posted on government websites.

The same question, analyzed by adults **who have read** public notices, shows credibility is even higher for legal notices placed in newspapers; more than six in ten (63%) say they trust legal notices placed in newspapers compared with 41 percent for government websites.

Fewer Would Read Notices Online

Base: Total Oregon Adults (2,952,800)

Q16. Some government officials have suggested dropping public notices in newspapers in favor of putting them on government websites. If public notices were made available only online on government websites, would you read them:



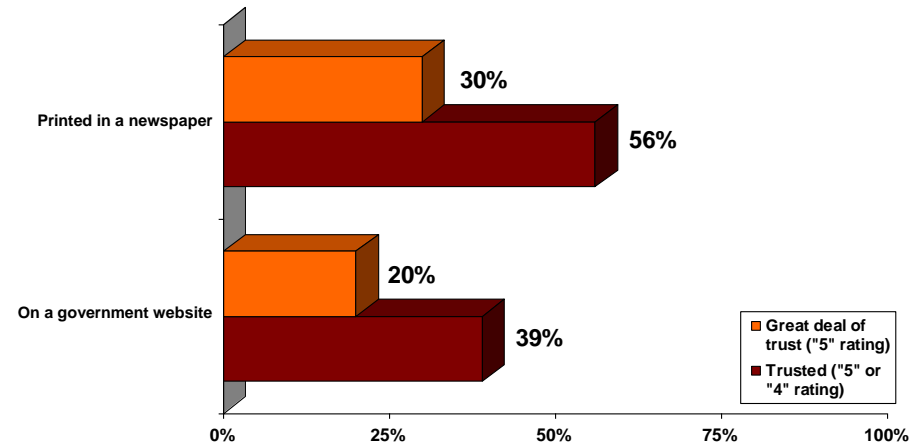
PERCENT WHO WOULD READ LESS

	%
TOTAL	56
HAVE READ PUBLIC NOTICES	64

Notices In Newspapers More Credible

Base: Total Oregon Adults (2,952,800)

Q19. Using a scale of 5 to 1 where 5 means you have a great deal of trust or credibility and 1 means little or no credibility or trust, how much credibility or trust do you have in public notices:



Executive Summary

Oregonians are also much more likely to read legal notices printed in newspapers than they are to read them on a government website; 43 percent are likely to read them in newspapers compared with 22 percent on government websites. Half (52%) of Oregon adults **who have read** public notices say they are likely to use newspapers for these ads, much higher than the percentage who would use government websites.

Asked to make a choice, newspapers are clearly the source most adults (66%) would use to access public notice advertising. Among adults who have read public notices, almost eight in 10 (78%) prefer newspapers.

NEWS AND ADVERTISING SOURCES

Printed newspapers easily remain Oregonians top source of local sales and shopping information.

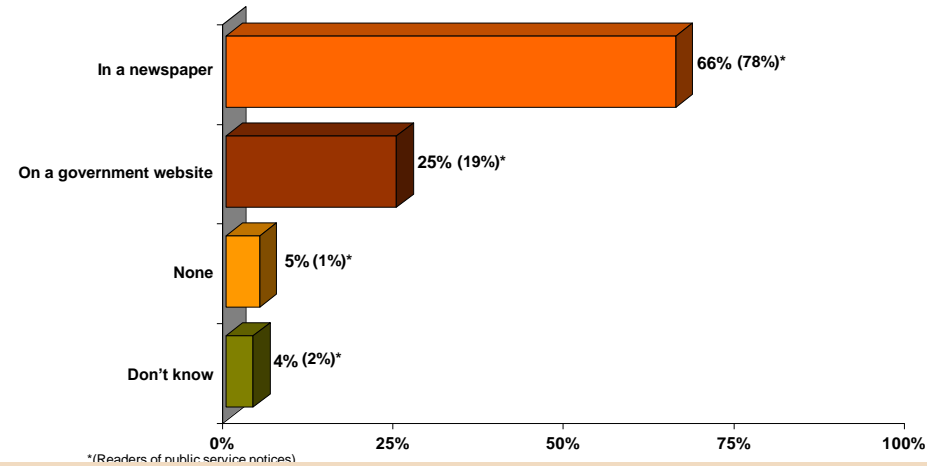
As shown in the adjoining chart, more than seven in 10 Oregonians (73%) who use **any** advertising say newspapers are their primary source; the internet rates second at only 10 percent. This is true even among younger adults; 71 percent of those between ages 18 and 39 say newspapers are their primary source compared with 15 percent who choose the Internet.

Newspapers Top Choice For Legal Notices

Base: Total Oregon Adults (2,952,800)

Q21. Would you be **most likely** to access public notices:

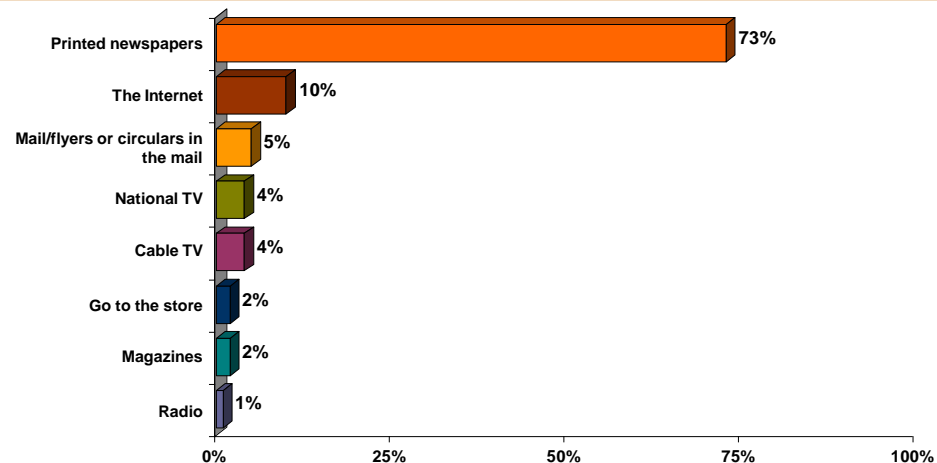
PERCENT LIKELY TO ACCESS PUBLIC NOTICES:



Newspaper Top Source For Shopping Information

Base: Adults Using Any Advertising Source (2,610,500)

Q1a. What is your main source of local sales and shopping information?



Executive Summary

The same is true where it comes to local news. Newspapers easily rate as the No. 1 source with television well back.

Newspapers are also the primary source consumers use for:

- Groceries
- Appliances
- Local entertainment

The internet is the primary source for new cars, used cars, homes and jobs; however, online sources tend to be more fragmented than newspapers, with many different websites used, including newspaper websites.

NEWSPAPER READERSHIP

As shown in the adjoining chart, eight in ten (equal to more than 2.3 million adults) read a daily newspaper at least once during an average week, Monday through Friday.

- More than half (53%) read on an average weekday, 10 percent higher than the national average

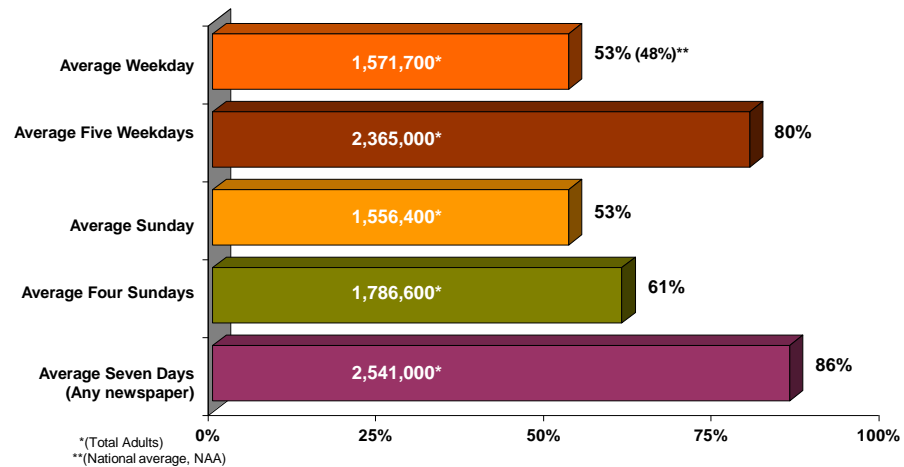
Over half (53%) read on an average Sunday.

An even higher percentage (86%) read a daily, Sunday or weekly newspaper during an average week, equal to more than 2.5 million adults.

Newspaper Readership in Oregon

Base: Total Oregon Adults (2,952,800)

PERCENT WHO READ A NEWSPAPER



Executive Summary

Weekday readership (not including weekly newspapers) is strong among all groups in Oregon. Even among younger adults (age 18 to 39) more than eight in 10 (87%) read a newspaper during an average week, Monday through Friday.

While younger adults are more likely to read during an average week, they are less likely to read on an average weekday. This demonstrates that Oregon newspapers need to focus on building reader frequency among younger adults.

Oregon weekday newspapers reach an average of 2.74 readers per copy; 1.74 readers in addition to the reader interviewed. The average Sunday newspaper is read by 2.75 adults.

Weekly Newspaper Readership

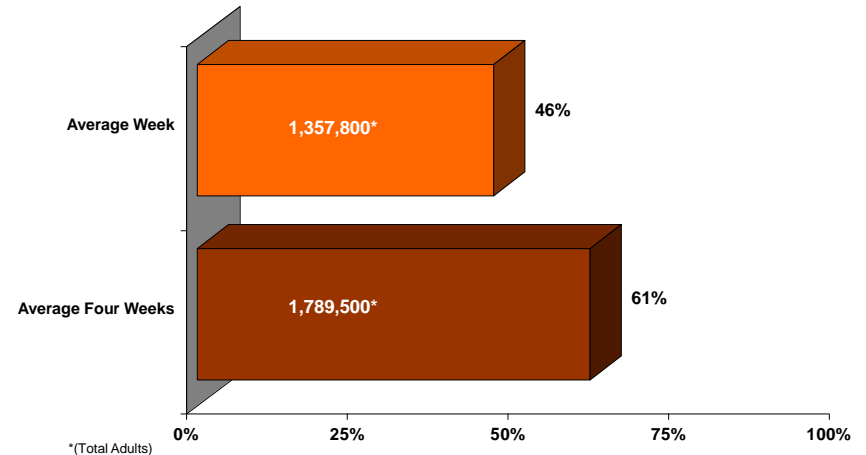
Weekly or community newspapers are also well read in Oregon.

As shown in the adjoining chart, six in 10 adults (61%) read a weekly newspaper. Almost half (46%) read a weekly or community newspaper during an average week.

Oregon Weeklies Widely Read

Base: Total Oregon Adults (2,952,800)

PERCENT WHO READ WEEKLY/COMMUNITY NEWSPAPERS



II. Specific Findings

1. News & Advertising Sources

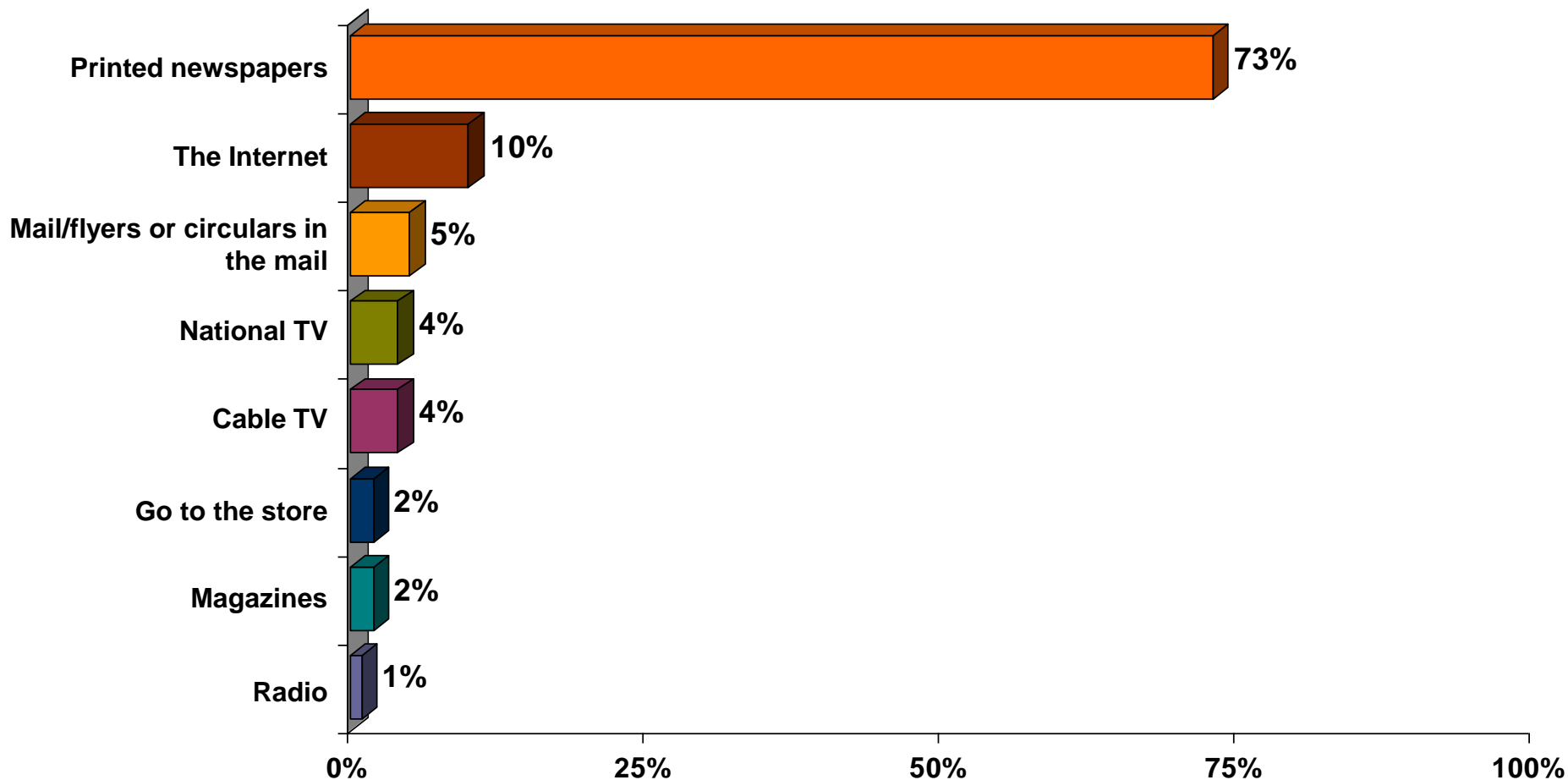
- Printed newspapers easily remain Oregonians top source of local sales and shopping information.
 - More than seven in 10 Oregon adults (73%) who use **any** advertising say newspapers are their primary source; the internet rates second at only 10 percent
 - This is true even among younger adults; 71 percent of those between ages 18 and 39 say newspapers are their primary source compared with 15 percent who choose the Internet
- Printed newspapers are the most relied upon source for local news and information, followed, well back, by national television and cable television.
 - In addition, television is generally very fragmented, with many people watching different stations
- Newspapers are the primary source consumers use for:
 - Groceries
 - Appliances
 - Local entertainment
- The internet is the primary source for new cars, used cars, home and jobs; however, online sources also tend to be more fragmented than newspapers with a number of different websites used, including newspaper websites.
- Newspapers rate second.

News & Advertising Sources

Newspaper Top Source For Shopping Information

Base: Adults Using Any Advertising Source (2,610,500)

Q1a. What is your main source of local sales and shopping information?



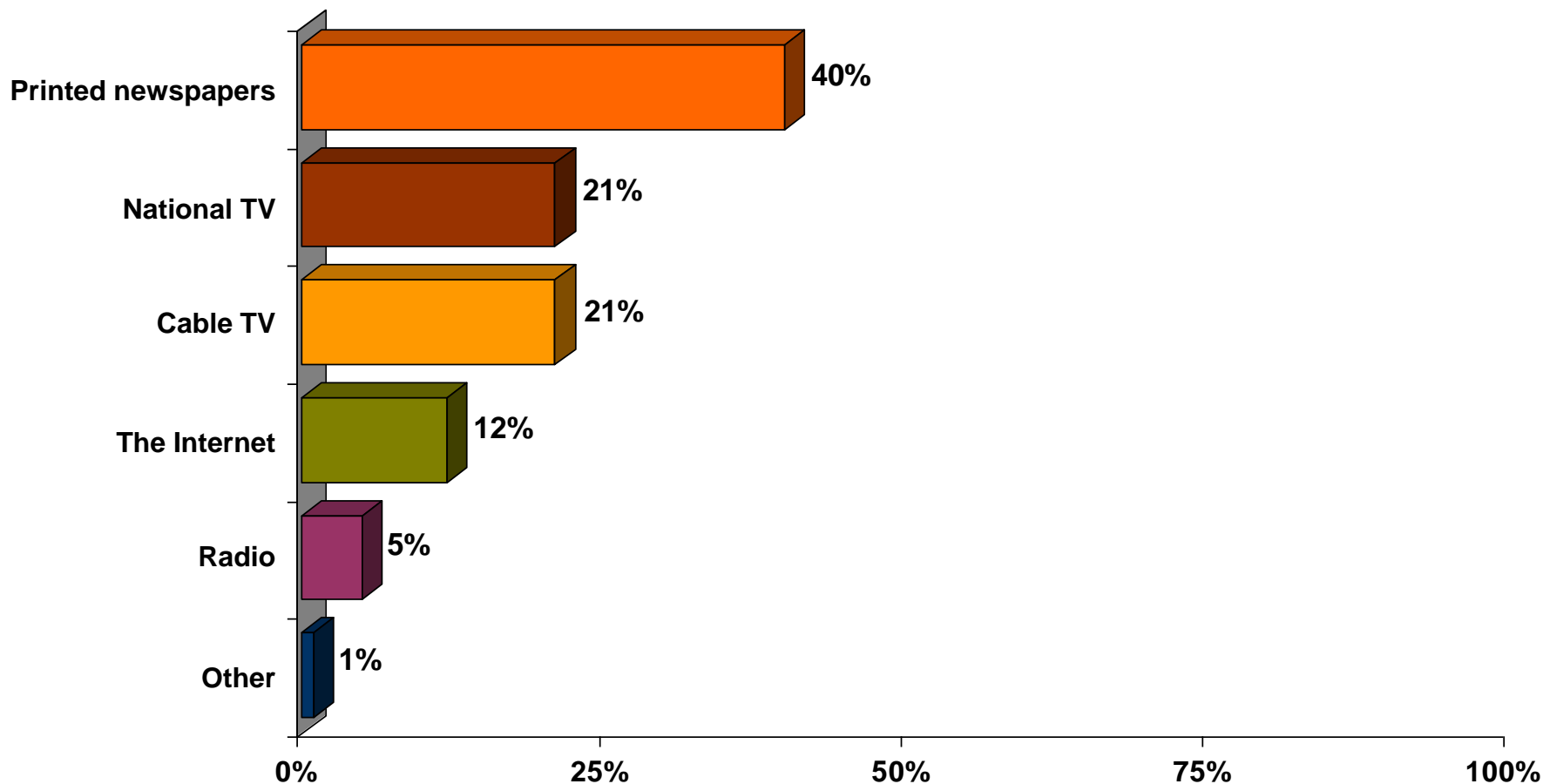
KEY POINT More than seven in 10 Oregonians who use any advertising say newspapers are their primary source of local sales and shopping information. This is true even among younger adults; 71 percent of those between ages 18 and 39 say newspapers are their primary source compared with 15 percent who choose the Internet. Newspapers rate even stronger among other age groups.

News & Advertising Sources

Newspapers Top Source of Local News

Base: Adults Using Any Advertising Source (2,887,600)

Q1b. What is your main source of local news and information?



KEY POINT

Printed newspapers are the most relied upon source for local news and information, followed by national TV and cable TV. Television is also generally very fragmented with viewers watching a number of stations.

News & Advertising Sources

Top Sources For Product Information

Base: Shoppers of Each Product Who Use Any Advertising

Q2. Which of the following sources of advertising information would you turn to first if you were looking for...? (RANDOMIZE) Would it be a printed newspaper, television, radio, information you receive in the mail, Yellow Pages, magazines, billboards, the Internet or something else?

PRIMARY ADVERTISING SOURCE FOR:

	<u>Groceries</u>	<u>Major Appliances</u>	<u>New Cars, Trucks, Vans or SUVs</u>	<u>Used Cars, Trucks, Vans or SUVs</u>
	%	%	%	%
PRINTED NEWSPAPER	69	39	33	32
STORE/DEALER/AGENT	14	12	9	7
MAIL	8	4	1	*
INTERNET	5	34	48	54
TELEVISION	2	3	4	2
MAGAZINES	2	2	4	3
BILLBOARDS	1	1	*	1
WORD-OF-MOUTH	*	1	1	1
YELLOW PAGES	*	5	*	1
RADIO	*	*	1	*
OTHER	*	*	2	1

*(Less than .05 percent)

(Table Continues)

KEY POINT

Newspapers are the primary source consumers use for groceries, major appliances and local entertainment (shown on the following page). The Internet is the primary source for new cars, used cars, homes and jobs; however, online sources tend to be more fragmented than newspapers, with shoppers visiting a number of different websites.

News & Advertising Sources

Top Sources For Product Information, continued

Base: Shoppers of Each Product Who Use Any Advertising

Q2. Which of the following sources of advertising information would you turn to first if you were looking for...? (RANDOMIZE) Would it be a printed newspaper, television, radio, information you receive in the mail, Yellow Pages, magazines, billboards, the Internet or something else?

PRIMARY ADVERTISING SOURCE FOR:

	Hardware, Home Improvement Supplies %	New or Different Home To Buy %	Jobs or Employment %	Local Entertainment, Places To Go %
PRINTED NEWSPAPER	43	35	40	53
STORE/DEALER/AGENT	19	8	*	*
MAIL	2	*	1	2
INTERNET	25	48	56	34
TELEVISION	2	1	*	3
MAGAZINES	1	4	*	1
BILLBOARDS	1	1	*	1
WORD-OF-MOUTH	2	1	1	2
YELLOW PAGES	5	1	*	2
RADIO	1	*	*	1
OTHER	*	1	2	*

*(Less than .05 percent)

2. Newspaper Readership

- Oregon adults are avid newspaper readers.
 - Eight in ten (equal to more than 2.3 million adults) read a daily newspaper at least once during an average week, Monday through Friday
 - More than half (53%) read on an average weekday, 10 percent higher than the national average of 48 percent
 - Over half (53%) read on an average Sunday, just about the national average
- An even higher percentage (86%) read a daily, Sunday or weekly newspaper during an average seven-day week, equal to more than 2.5 million adults.
- Weekday readership (not including weekly newspapers) is strong among all groups in Oregon.
 - Even among younger adults (18 to 39) more than eight in 10 (87%) read a newspaper during an average week, Monday through Friday.
- While younger adults are more likely to read during an average week, they are less likely to read on an average weekday.
 - This demonstrates that Oregon newspapers need to focus on building reader frequency among younger adults

Newspaper Readership

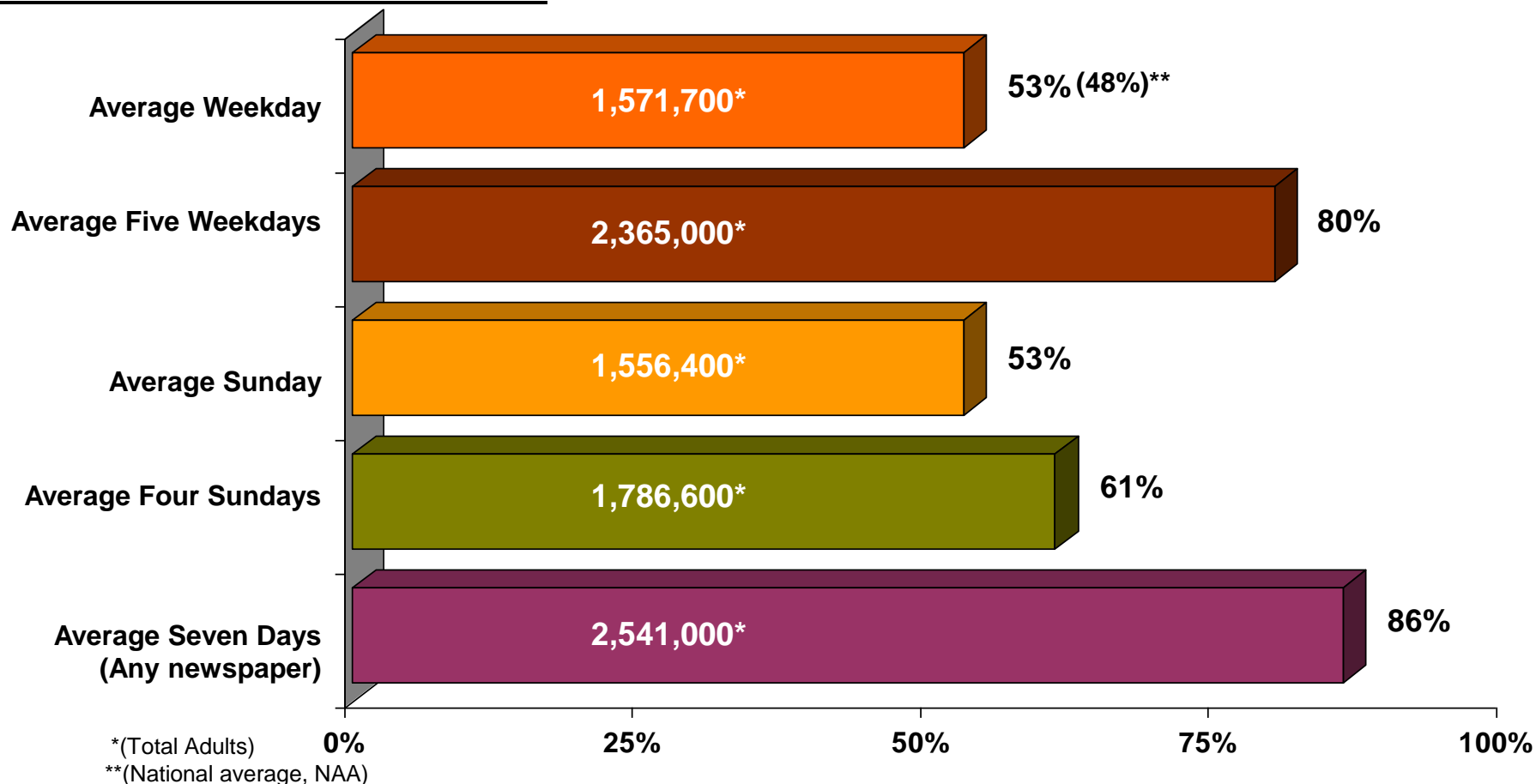
- Oregon weekday newspapers reach an average of 2.74 readers per copy; 1.74 readers in addition to the reader interviewed.
 - The average Sunday newspaper is read by 2.75 adults
- Weekly or community newspapers are also well read in Oregon.
- Six in 10 adults (61%) read a weekly newspaper; 46 percent read during an average week.
- Combined, 86 percent of all adults read a daily or weekly newspaper during an average week.

Newspaper Readership

Newspaper Readership in Oregon

Base: Total Oregon Adults (2,952,800)

PERCENT WHO READ A NEWSPAPER



KEY POINT Oregon adults are avid newspaper readers. Eight in ten read a daily newspaper during an average week, Monday through Friday, and more than half (53%) read on an average weekday. This is 10 percent higher than the national average of 48 percent. Over half (53%) read on an average Sunday. An even higher percentage (86%) read a daily, Sunday or weekly newspaper during an average seven-day week, equal to more than 2.5 million adults.

Newspaper Readership

Comparing Average Week And Average Day Readership

Base: Total Oregon Adults (2,952,800)

				<u>NEWSPAPER READERSHIP</u>	
				<u>Average</u>	<u>Average</u>
				<u>5-Days</u>	<u>Weekday</u>
TOTAL		%		80	53
GENDER					
Male		%		79	55
Female		%		81	52
AGE					
18-39		%		87	49
40-54		%		70	50
55-64		%		82	62
65+		%		79	59
HOUSEHOLD INCOME					
Under \$35,000		%		82	53
\$35,000 to \$49,999		%		79	58
\$50,000 to \$74,999		%		72	49
\$75,000 to \$99,999		%		84	54
\$100,000 or more		%		84	62

KEY POINT

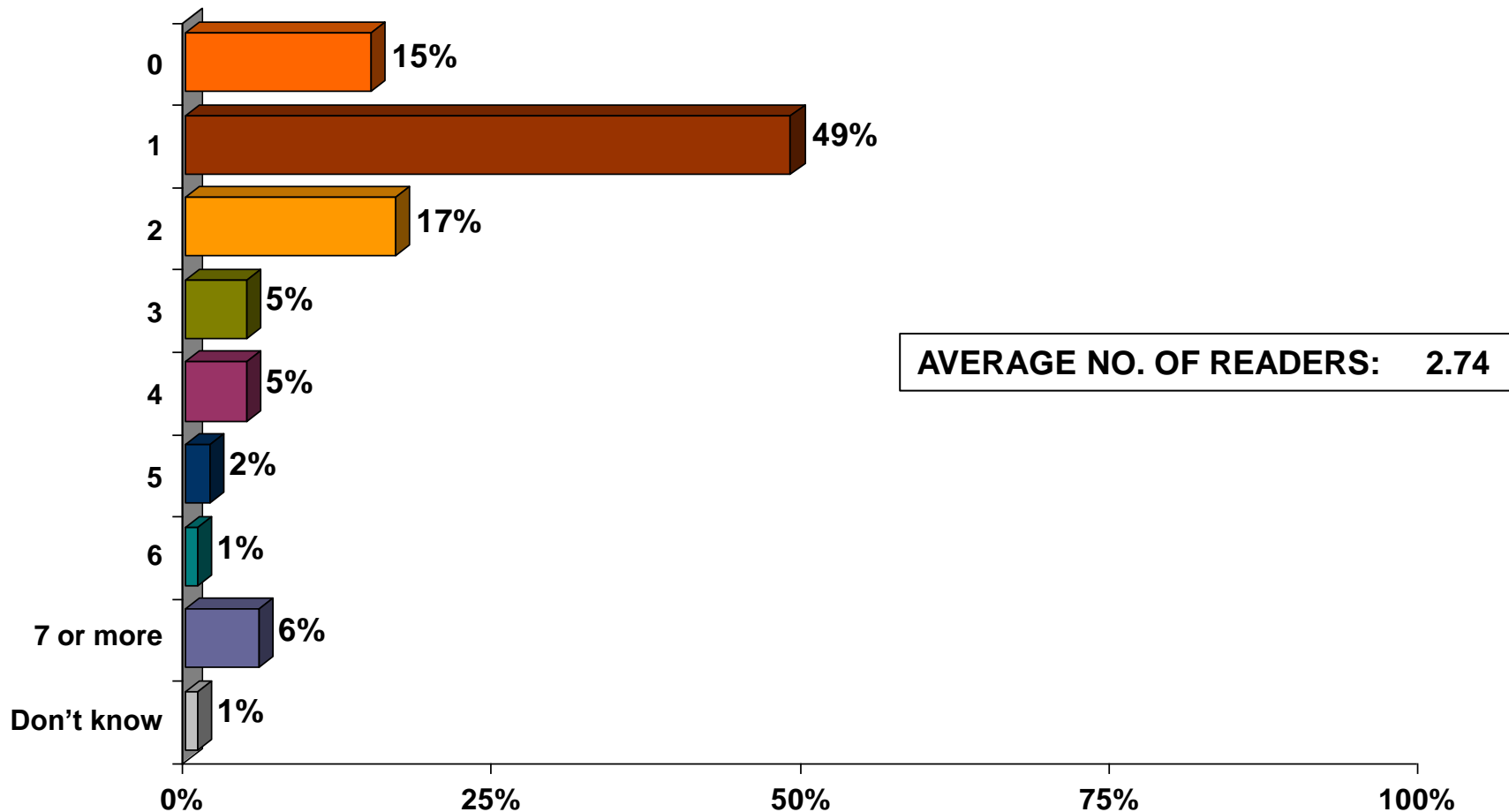
Weekday readership (not including weekly newspapers) is strong among all groups in Oregon. Even among younger adults (18 to 39) more than eight in 10 (87%) read a newspaper during an average week, Monday through Friday. While younger adults are more likely to read during an average week, they are less likely to read on an average weekday. This demonstrates that Oregon newspapers need to focus on building reader frequency among younger adults.

Newspaper Readership

High Readers Per Copy

Base: Weekday Newspaper (2,441,000)

Q5. Not counting yourself, how many other people on average also look at the same copy of the daily newspaper you read?



KEY POINT

Oregon newspapers reach an average of 2.74 readers per copy. This is 1.74 readers in addition to the reader interviewed.

Newspaper Readership

Sunday Newspaper Readership

Base: Total Oregon Adults (2,952,800)

<u>SUNDAY NEWSPAPER READERSHIP</u>			
		<u>Average 4-Sundays</u>	<u>Average Sunday</u>
TOTAL	%	61	53
GENDER			
Male	%	66	55
Female	%	55	50
AGE			
18-39	%	64	55
40-54	%	49	41
55-64	%	67	60
65+	%	65	61
HOUSEHOLD INCOME			
Under \$35,000	%	62	54
\$35,000 to \$49,999	%	55	41
\$50,000 to \$74,999	%	62	55
\$75,000 to \$99,999	%	68	60
\$100,000 or more	%	67	67

KEY POINT

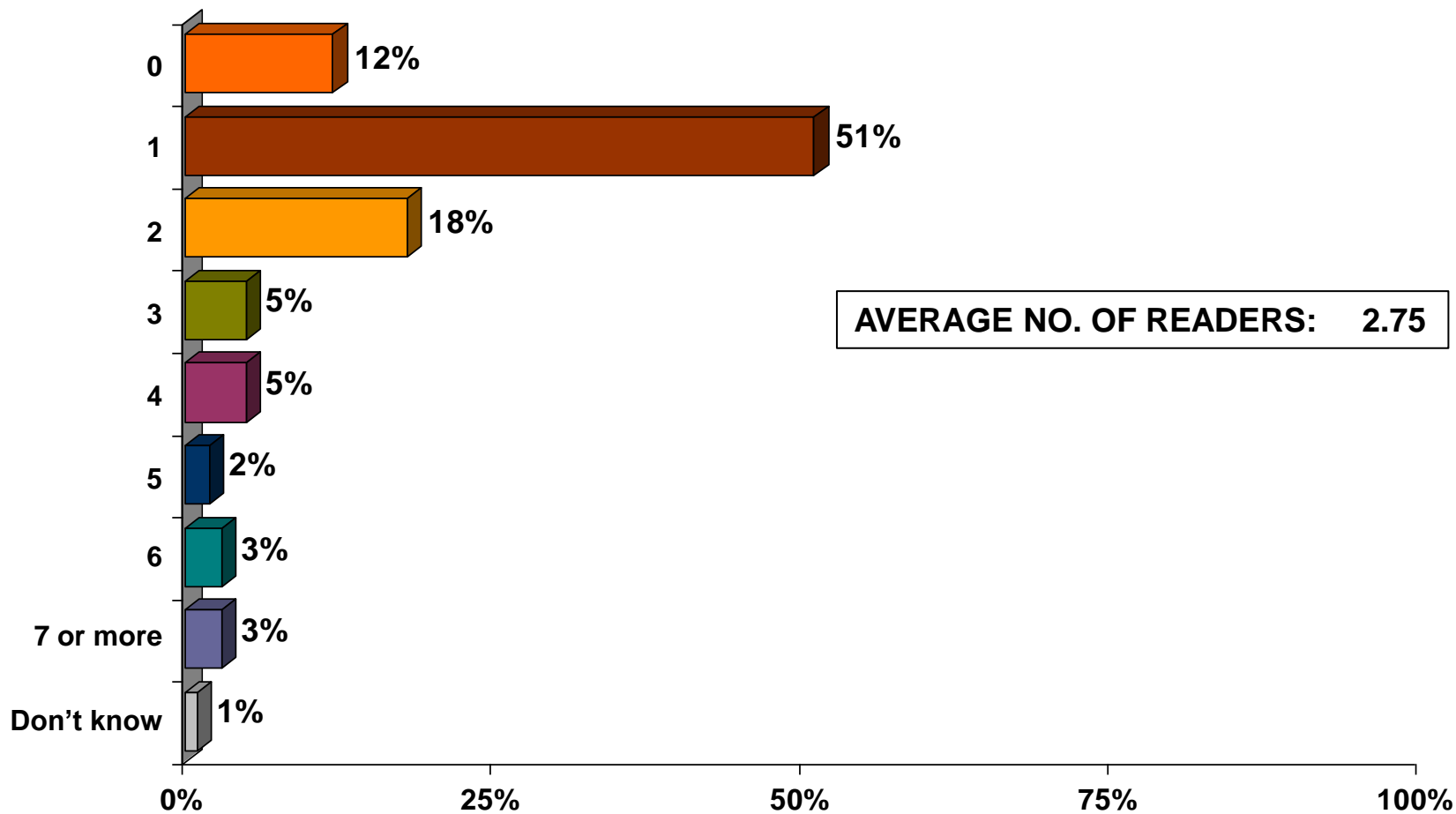
As on weekdays, Sunday newspapers reach the majority of all demographic groups. Even among younger adults over six in 10 (64%) read a Sunday newspaper and over half (55%) read on an average Sunday.

Newspaper Readership

Sunday Readers Per Copy

Base: Adults Who Have Read A Sunday Newspaper (1,786,600)

Q8. Not counting yourself, how many other people on average also look at the same copy of the Sunday newspaper you read?



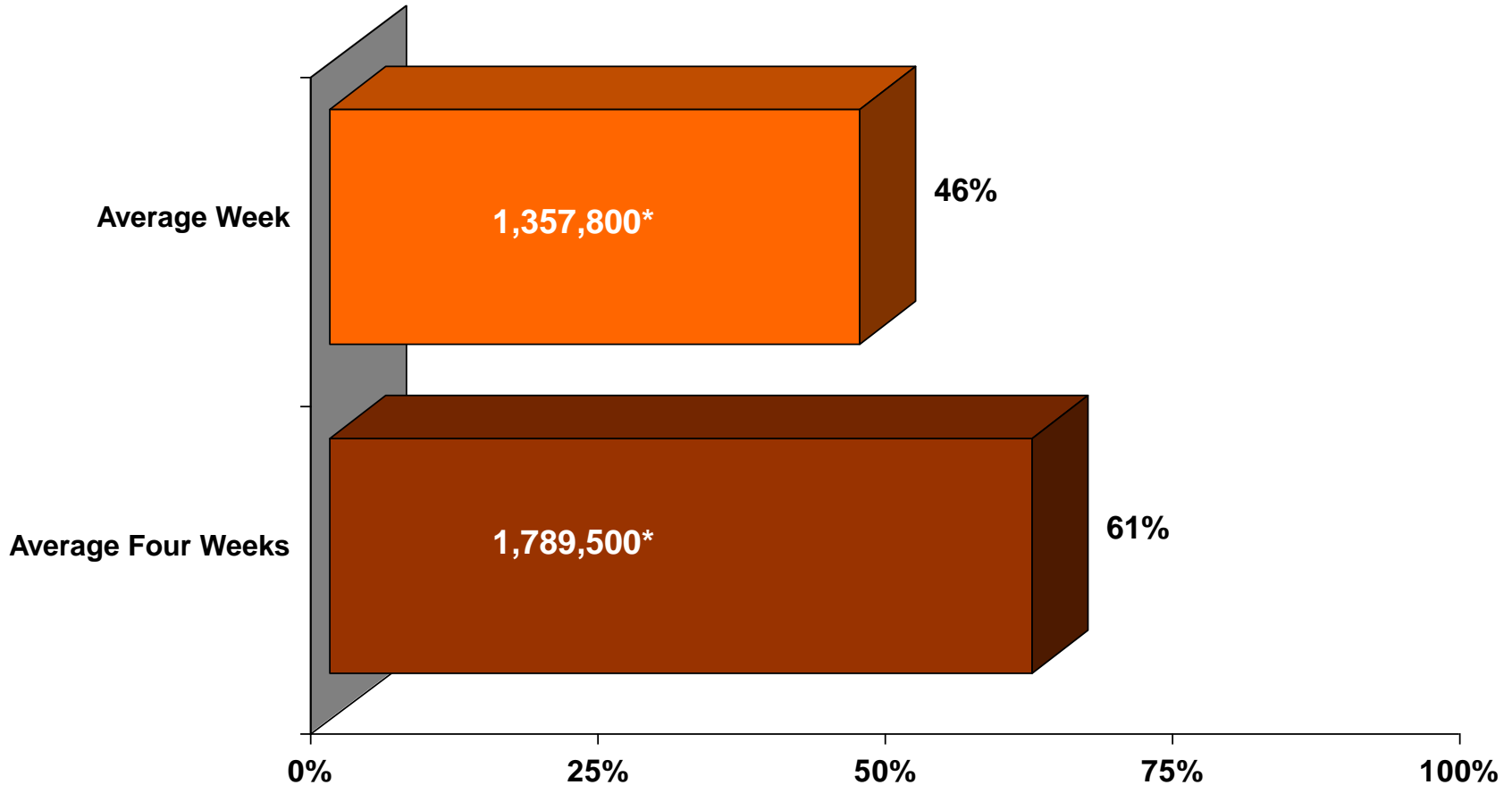
KEY POINT As on weekdays, the average Sunday newspaper is read by 2.75 adults. 1.75 adults excluding the respondent.

Newspaper Readership

Oregon Weeklies Widely Read

Base: Total Oregon Adults (2,952,800)

PERCENT WHO READ WEEKLY/COMMUNITY NEWSPAPERS



*(Total Adults)

KEY POINT

Weekly or community newspapers are also well read in Oregon. Six in 10 adults (61%) read a weekly newspaper; 46 percent read during an average week.

Newspaper Readership

Total Newspaper Readership in Oregon

Base: Total Oregon Adults (2,952,800)

TOTAL NEWSPAPER READERSHIP DURING AN AVERAGE 7-DAY PERIOD

TOTAL	%	86
GENDER		
Male	%	86
Female	%	87
AGE		
18-39	%	92
40-54	%	77
55-64	%	86
65+	%	88
HOUSEHOLD INCOME		
Under \$35,000	%	89
\$35,000 to \$49,999	%	88
\$50,000 to \$74,999	%	79
\$75,000 to \$99,999	%	88
\$100,000 or more	%	86

KEY POINT

Oregon newspapers (weekday, Sunday and weekly) have very high combined reach. More than eight in 10 adults read at least one during an average week, true of almost every demographic group. Younger adults are also avid readers.

3. Public Notice Advertising

- Having the ability to access public notices is important to Oregon adults, and its important to Oregonians to find them in printed newspapers.

- This research clearly shows:
 - The vast majority of Oregonians (over eight in 10) say keeping the public informed through public notice advertising is an important requirement for government agencies
 - Newspapers are easily the preferred sources for this type of advertising
 - Moving legal notices from printed newspapers to government websites would result in a significant drop in readership

- Over six in 10 (65%) of Oregon adults who use any source of public notice advertising, say newspapers are their primary source.
 - Fewer than one in 10 (8%) rely primarily on the Internet

- Oregon adults say that foreclosure notices are best done in a printed newspaper.
 - Half (53%) say local newspapers are their preferred source
 - This is double the percentage who preferred the Internet

Public Notice Advertising

- The majority of Oregon adults (64%) recall seeing or reading public notices and legal advertising in a newspaper.
 - Readership is higher among newspaper readers and Oregonians with a household income between \$50,000 and \$74,999

- Oregonians who have seen public notice advertising are easily more likely to prefer receiving them in a printed newspaper than any other source.
 - Half (51%) say newspapers are their preferred source, well ahead of Internet (15%) or mail (30%)

- Moving public notices online would result in significant loss of readership.
 - Almost six in 10 (56%) said they would read public notices less often if they were eliminated from newspapers and put online on government websites
 - Adults who actually read public notice advertising are even less likely (64%) to read them online

- Fewer than one in four Oregon adults have ever looked for public notices or legal ads **online**; even among younger adults, the percentage who read legal notices online is small.

Public Notice Advertising

- Among the relatively few adults who have looked online for legal notices there is no dominant website; in fact, over six in ten of those cannot remember which website they used.
- Trust or credibility is significantly higher for legal notices placed in newspapers than on government websites.
 - 56 percent say they trust public notices printed in newspapers compared with 39 percent who trust them posted on government websites, a 17 percent difference
 - The same question, analyzed by adults **who have read** public notices, shows credibility is even higher for legal notices placed in newspapers; more than six in ten (63%) say they trust legal notices placed in newspapers compared with 41 percent for government websites
- Oregonians are almost twice as likely to read legal notices printed in newspapers than they are to read them on a government website.
 - 43 percent are likely to read them in newspapers compared with 22 percent on government websites

Public Notice Advertising

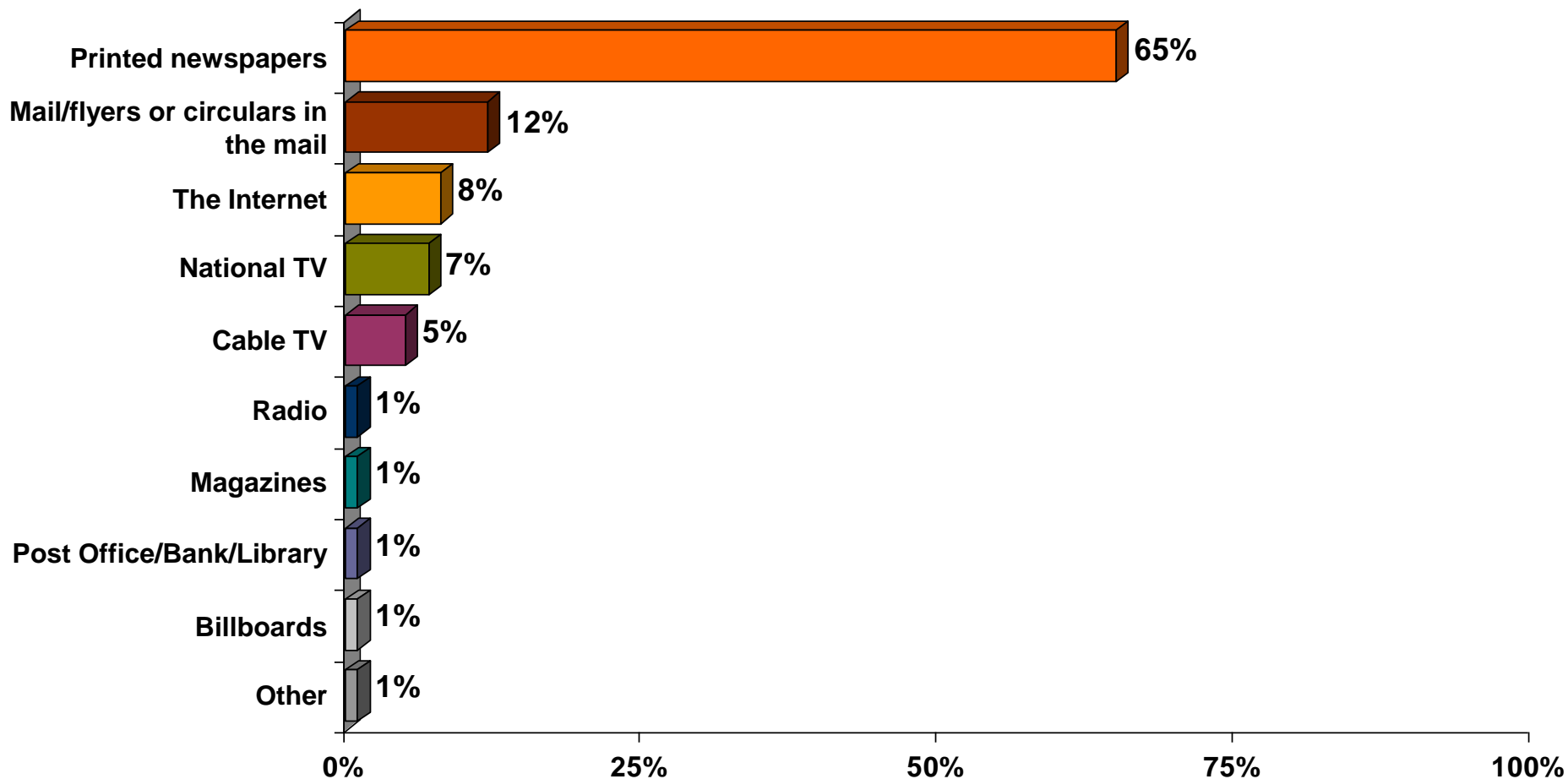
- Half (52%) of Oregon adults **who have read** public notices say they are likely to use newspapers for these ads, almost three times higher than the percentage who would use government websites.
- Asked to make a choice, newspapers are clearly the source most adults (66%) would use to access public notice advertising.
 - Only 25 percent would prefer a government website
- Among adults who have read public notices, almost eight in 10 (78%) prefer newspapers as their source.

Public Notice Advertising

Newspapers Top Source For Public Notices

Base: Oregonian Naming Any Source (2,305,100)

Q1c. What is your main source of public notice advertising, such as legal notices, hearings, tax notices, etc.?



KEY POINT

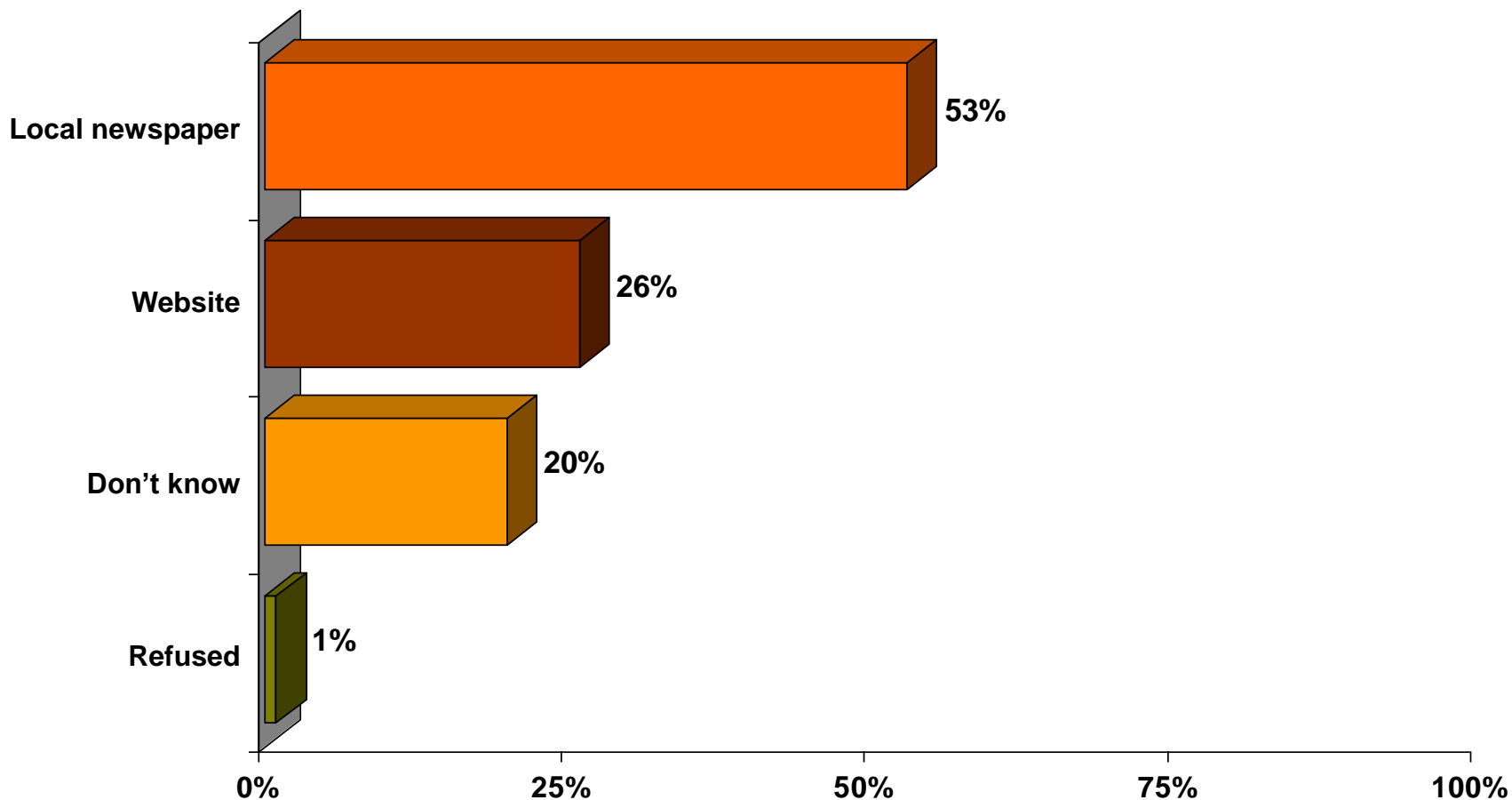
Over six in ten (65%) Oregon adults who use any source of public notice advertising, say newspapers are their primary source. No other source comes close. Fewer than one in ten (8%) rely primarily on the Internet.

Public Notice Advertising

Newspapers Preferred Source For Foreclosure Notices

Base: Total Oregon Adults (2,952,800)

Q11. Oregon has the nation's third-leading number of foreclosures. Current law requires that foreclosure notices be given to the county in which the property lies. Is that notice best done in a local newspaper or on a website?



KEY POINT

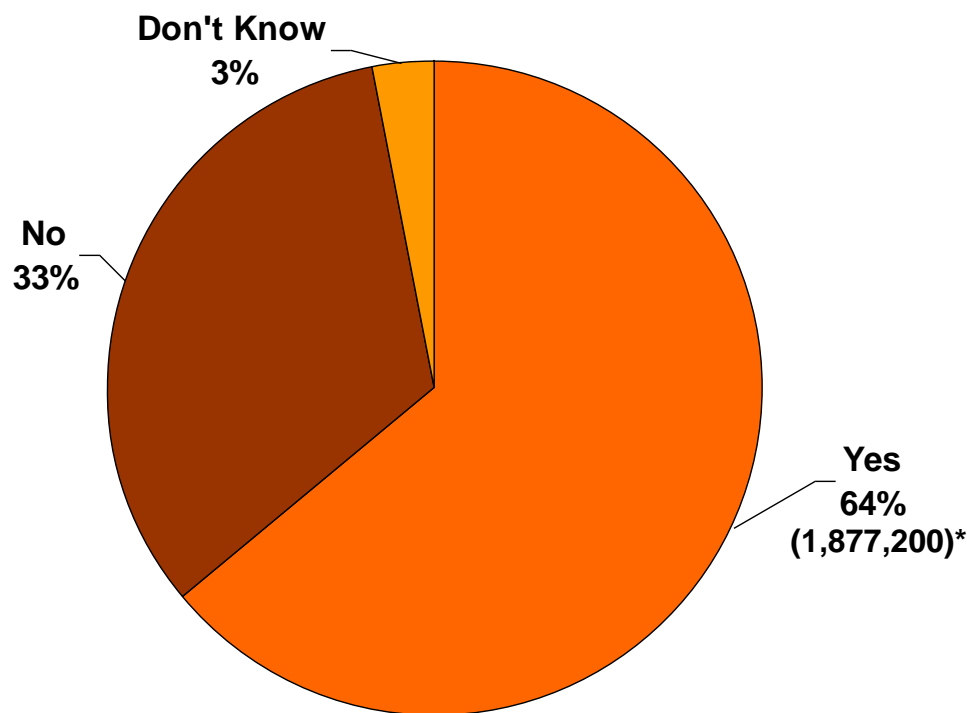
Oregonians say that foreclosure notices are best done in a printed newspaper than any other source. Half (53%) say local newspapers are their preferred source, followed far back by on a website (26%).

Public Notice Advertising

Most Adults See Public Notices

Base: Total Oregon Adults (2,952,800)

Q12. Oregon state and local laws require governmental agencies to publish public notices and legal advertising in newspapers where the citizens may be affected by the actions of those agencies. These notices include information on zoning changes, proposed budgets, notices of public hearings, proposed taxes and other important government actions. Do you recall reading or seeing public notices and legal advertising in any newspaper?



*(No. of adults)

PERCENT SEEING PUBLIC NOTICES

	%
TOTAL	64
NEWSPAPER READERS	69
INCOME	
Under \$35,000	57
\$35,000-\$49,999	71
\$50,000-\$74,999	79
\$75,000-\$99,999	61
\$100,000+	73

KEY POINT

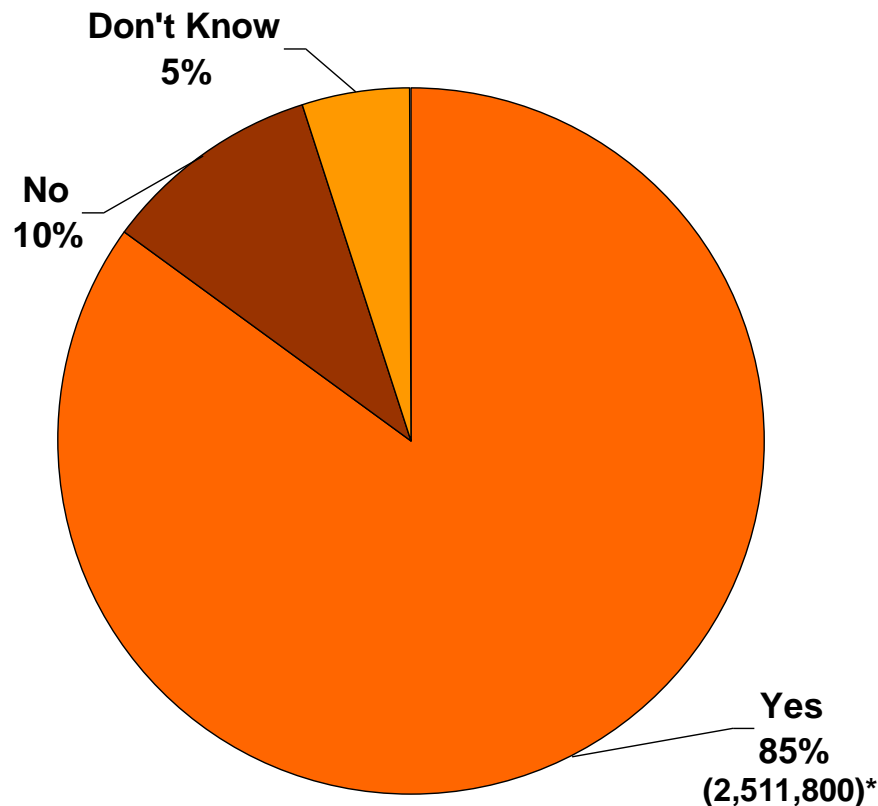
The majority of Oregon adults (64%) recall seeing or reading public notices and legal advertising in a newspaper. Readership is higher among newspaper readers and adults with a household income between \$50,000 and \$74,999.

Public Notice Advertising

Most Oregonians Support Public Notice Advertising

Base: Total Oregon Adults (2,952,800)

Q13. Do you believe that keeping the public informed in this way is an important requirement for government agencies?



TOTAL SUPPORTING PUBLIC SERVICE ADVERTISING

	%
TOTAL	85
AGE	
18-39	88
40-54	80
55-64	88
65+	85

*(No. of adults)

KEY POINT

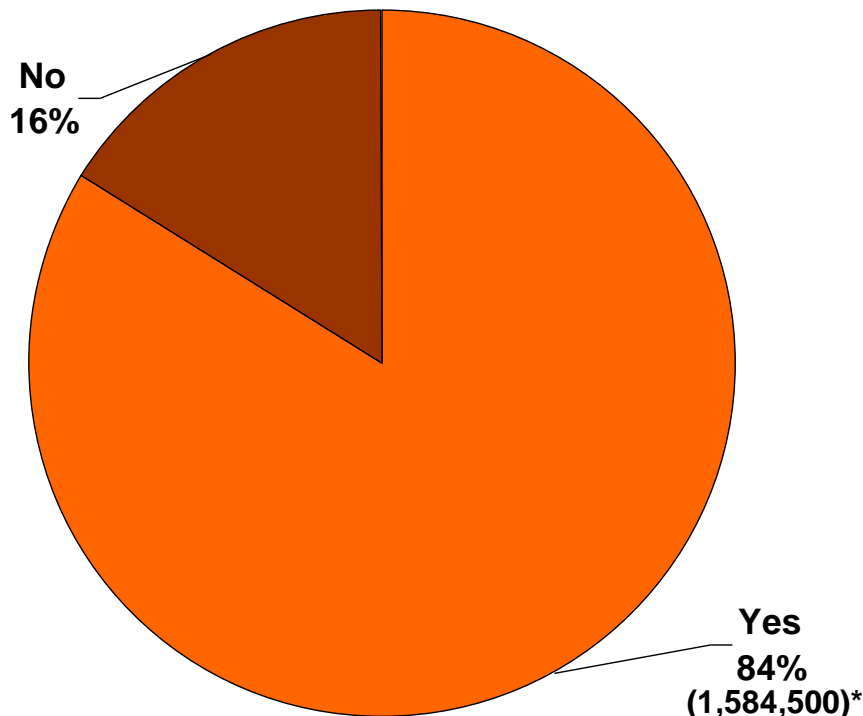
Over eight in 10 Oregonians (equal to over 2.5 million adults) say keeping the public informed through public notice advertising is an important requirement for government agencies. This is true among all types of adults.

Public Notice Advertising

Most Oregonians Actually Read Notices

Base: Oregonians Who Have Ever Seen Public Notice Advertising (1,877,200)

Q14. Have you ever read public notice or legal advertisements?



PERCENT WHO HAVE READ PUBLIC NOTICES*	
	%
TOTAL	84
AGE	
18-39	85
40-54	83
55-64	84
65+	87
INCOME	
Under \$35,000	80
\$35,000-\$49,999	98
\$50,000-\$74,999	86
\$75,000-\$99,999	88
\$100,000+	74

*(Among adults who have ever seen public notice advertising)

*(No. of adults)

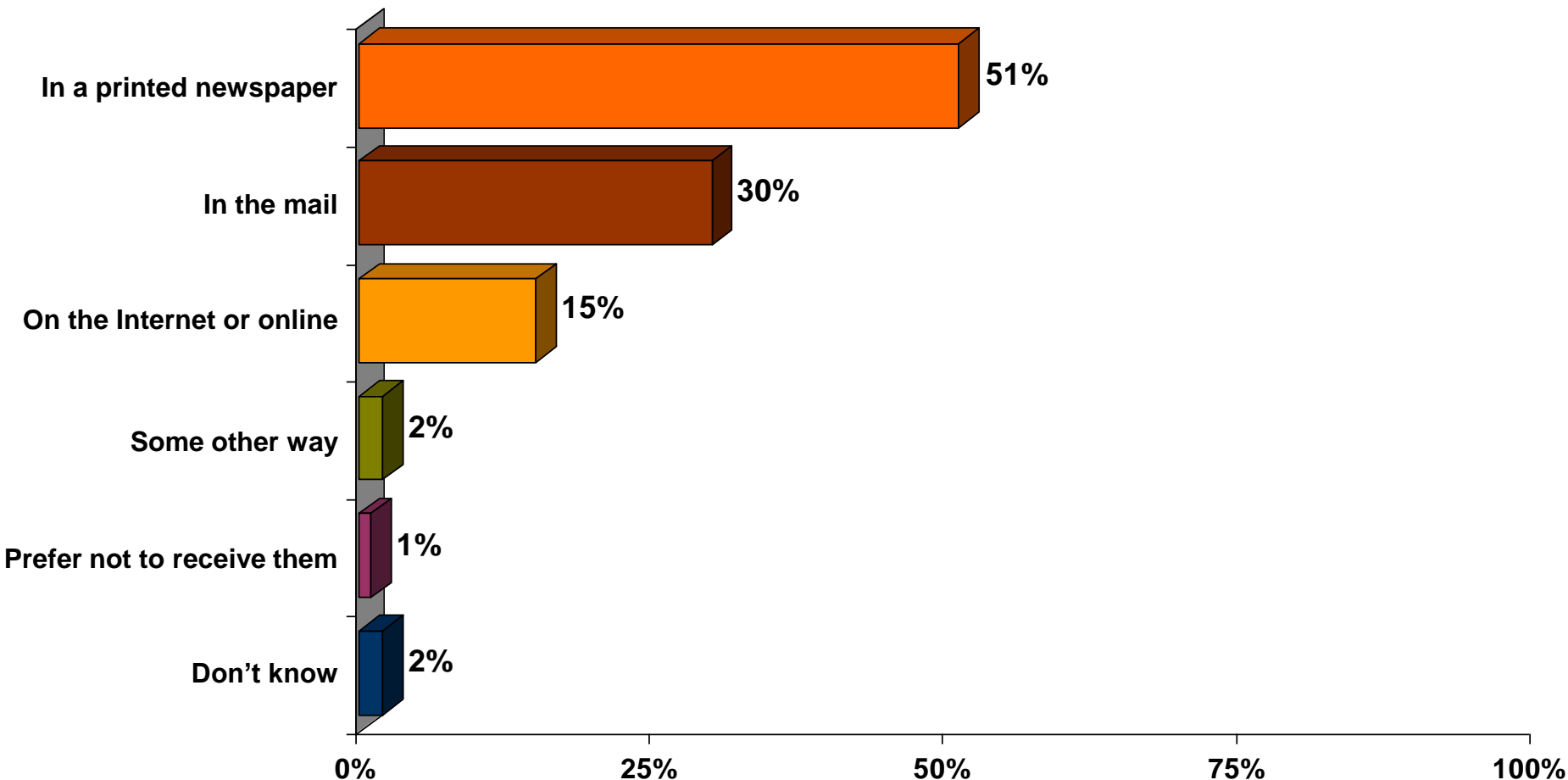
KEY POINT More than eight in 10 Oregon adults who have ever seen public notice advertising or legal advertising (85%) have actually read these ads, true even of younger adults and higher-income households. This is equal to 54 percent of all Oregon adults or more than 1.5 million people.

Public Notice Advertising

Newspapers Preferred Source For Public Notices

Base: Oregonians Who Have Ever Seen Public Notice Advertising (1,877,200)

Q15. How would you prefer to receive public notice or legal advertisements, including proposed budgets, notice of public hearings, taxation, etc.? Would you prefer to receive them...?



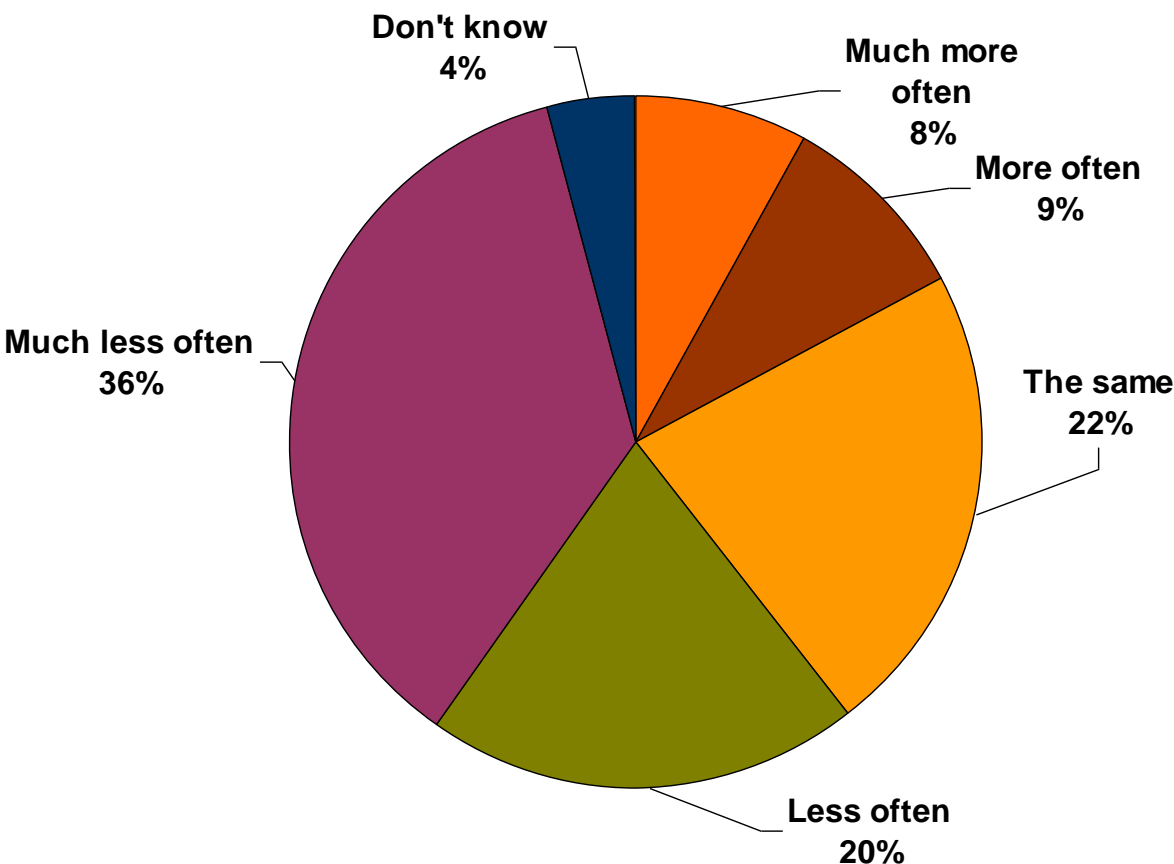
KEY POINT Oregonians who have seen public notice advertising are easily more likely to prefer receiving them in a printed newspaper than any other source. Half (51%) say newspapers are their preferred source. This is true of all age groups.

Public Notice Advertising

Fewer Would Read Notices Online

Base: Total Oregon Adults (2,952,800)

Q16. Some government officials have suggested dropping public notices in newspapers in favor of putting them on government websites. If public notices were made available only online on government websites, would you read them:



PERCENT WHO WOULD READ LESS	
	%
TOTAL	56
HAVE READ PUBLIC NOTICES	64
AGE	
18-39	53
40-54	54
55-64	60
65+	64

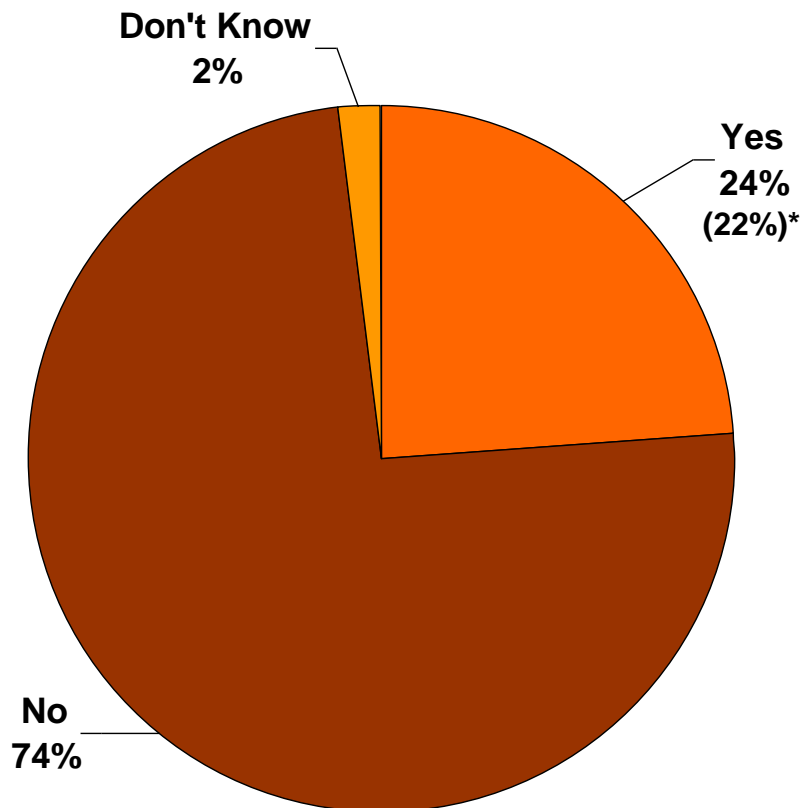
KEY POINT Moving public notices online to government websites would result in significant loss of readership. Almost six in 10 adults (56%) said they would read public notices less often if they were eliminated from newspapers and put online to government websites. Adults who actually read public notice advertising are even less likely (64%) to read them online.

Public Notice Advertising

Few Read Notices Online

Base: Total Oregon Adults (2,952,800)

Q17. Have you ever looked for public notice or legal advertising on the Internet or online?



PERCENT READING ONLINE NOTICES

	%
TOTAL	24
AGE	
18-39	35
40-54	18
55-64	23
65+	11
HAVE READ PUBLIC NOTICES	22

*(Oregonians who have read public notices)

KEY POINT Fewer than one in four Oregon adults have ever looked for public notices or legal ads online, about the same percentage as those who actually read public notices. Even among younger adults, the percentage who read legal notices online is small.

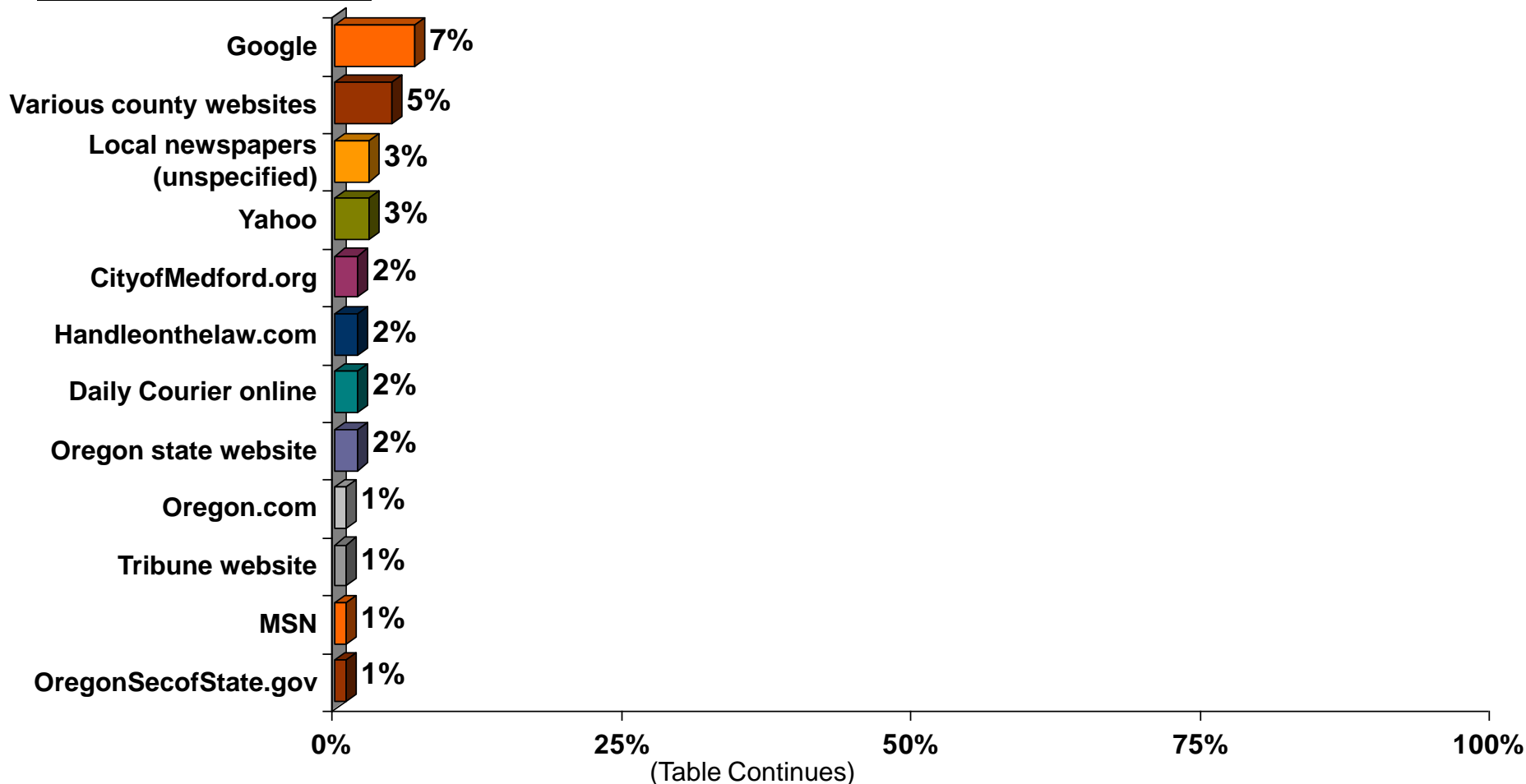
Public Notice Advertising

No Dominant Website

Base: Oregonians Who Have Read Public Notices Online (712,100)

Q18. What website did you access for public notice or legal advertising? (RECORD FIRST RESPONSE AND FOLLOW WITH; "What other websites have you used for public notice or legal advertising?")

PERCENT WHO USED:



KEY POINT

Among the relatively few adults who have looked online for legal notices there is no dominant website. In fact (as shown on the following page), over six in ten of those cannot remember which website they used.

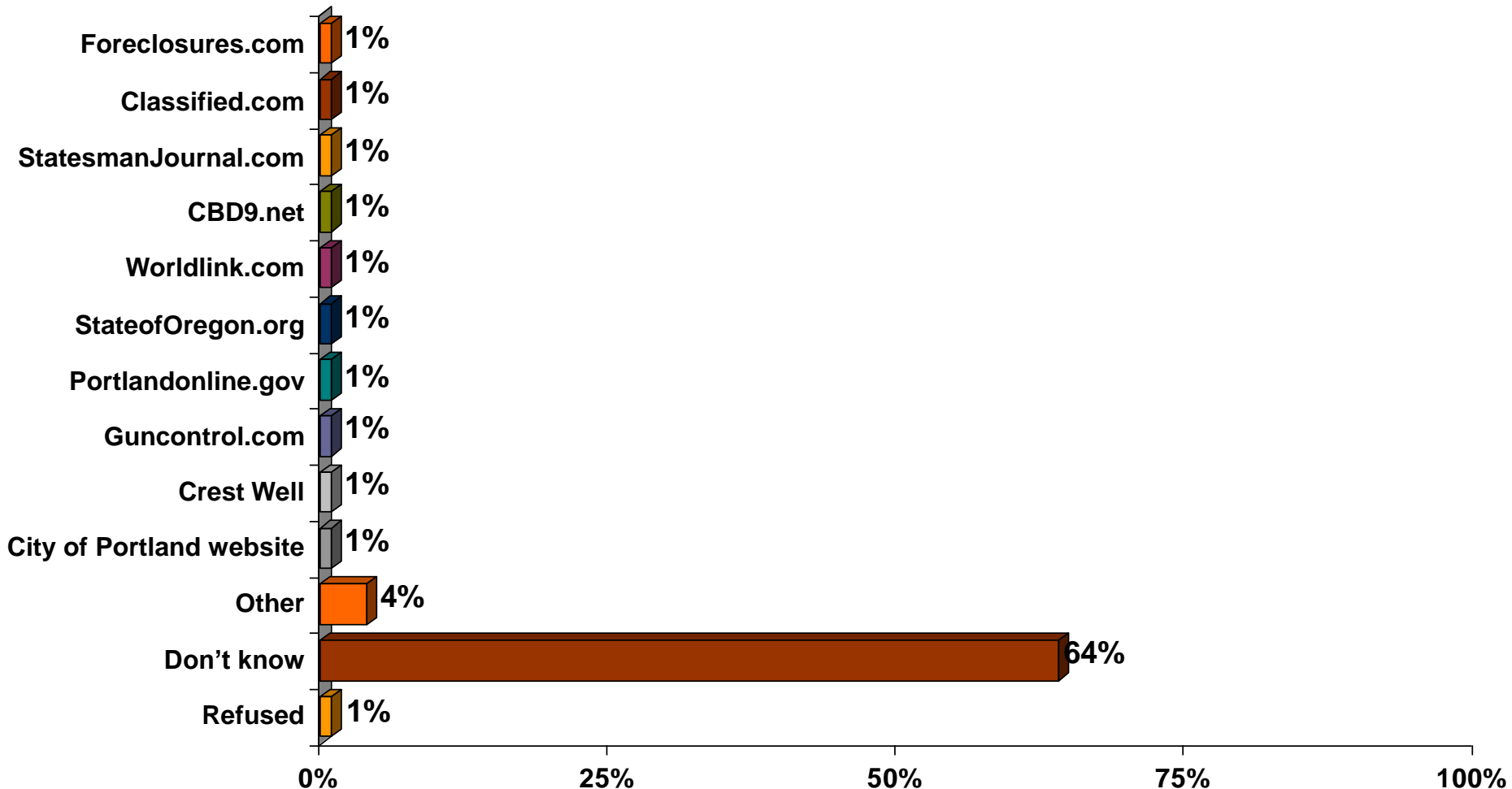
Public Notice Advertising

No Dominant Website, continued

Base: Oregonians Who Have Read Public Notices Online (712,100)

Q18. What website did you access for public notice or legal advertising? (RECORD FIRST RESPONSE AND FOLLOW WITH; "What other websites have you used for public notice or legal advertising?")

PERCENT WHO USED:

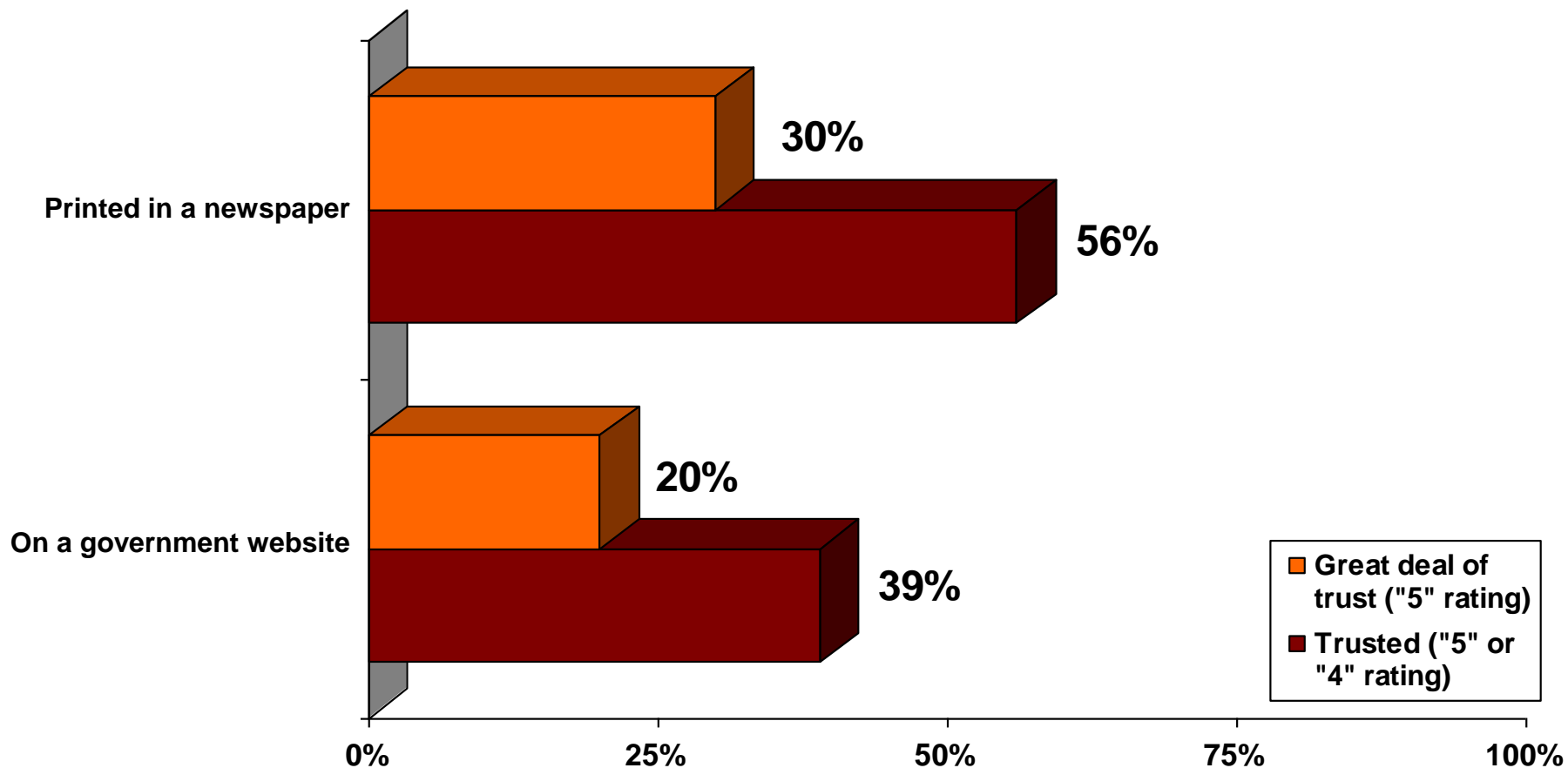


Public Notice Advertising

Notices In Newspapers More Credible

Base: Total Oregon Adults (2,952,800)

Q19. Using a scale of 5 to 1 where 5 means you have a great deal of trust or credibility and 1 means little or no credibility or trust, how much credibility or trust do you have in public notices:



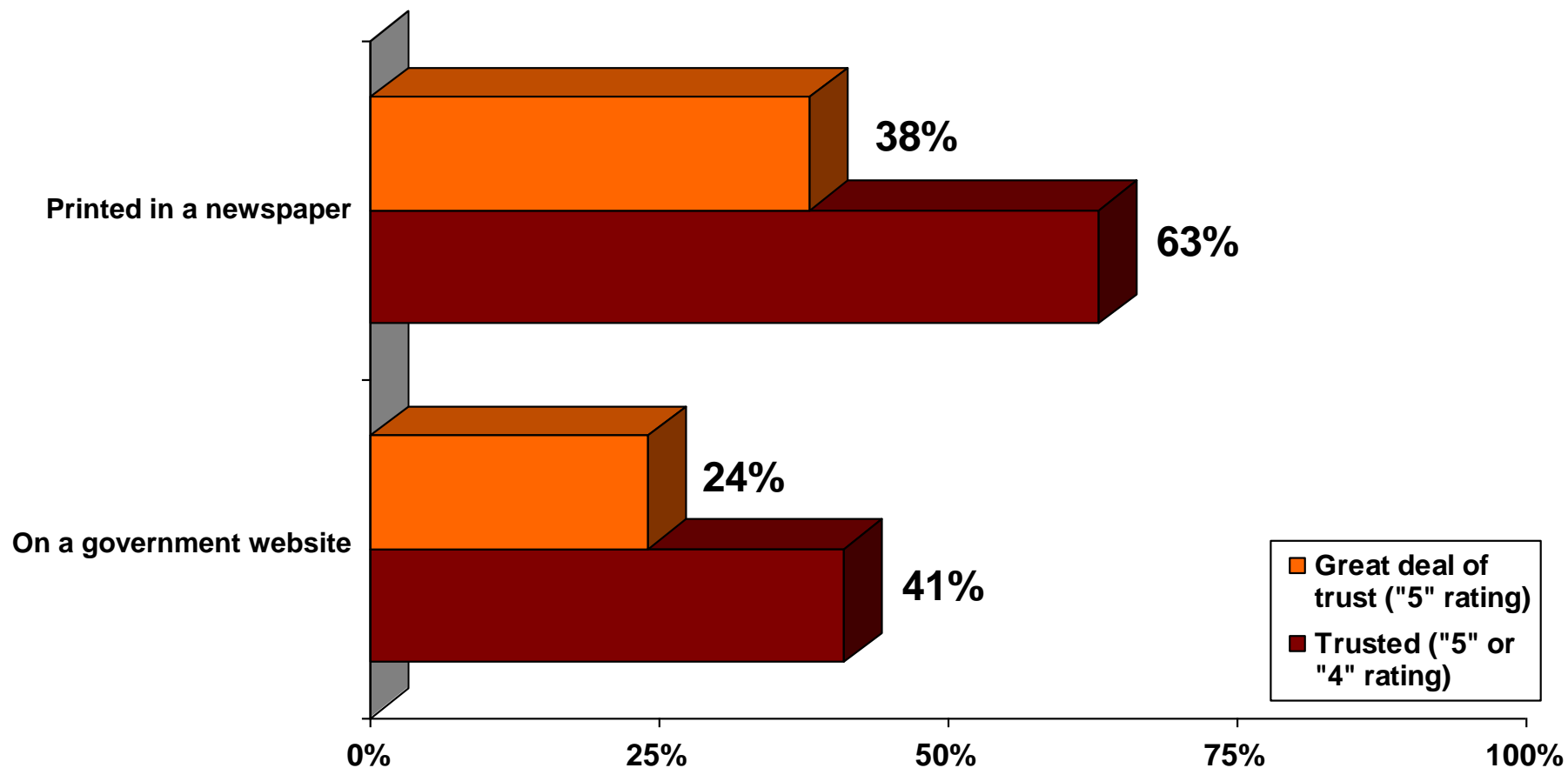
KEY POINT Trust or credibility is significantly higher for legal notices placed in newspapers than on government websites.

Public Notice Advertising

Comparing Credibility Among Public Notice Readers

Base: Total Oregon Adults Who Have Read Public Notices (1,877,200)

Q19. Using a scale of 5 to 1 where 5 means you have a great deal of trust or credibility and 1 means little or no credibility or trust, how much credibility or trust do you have in public notices:



KEY POINT

The same question, analyzed by adults *who have read* public notices, shows credibility is even higher for legal notices placed in newspapers; more than six in ten (63%) say they trust legal notices placed in newspapers.

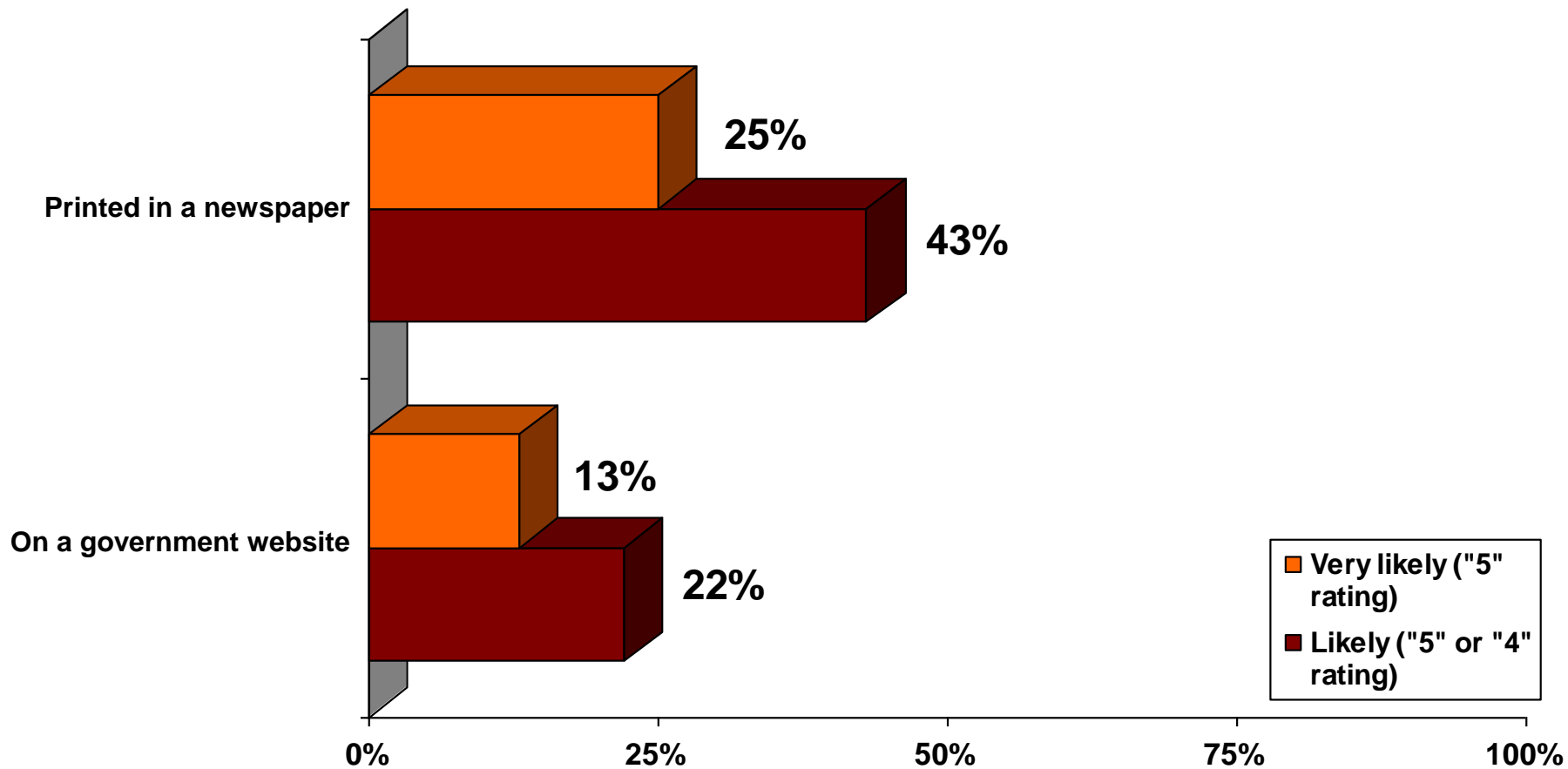
Public Notice Advertising

Newspaper Notices More Likely To Be Read

Base: Total Oregon Adults (3,235,400)

Q20. Using a scale of 5 to 1 where five means you would be very likely to use this source and 1 means not likely at all, how likely are you to read public notice or legal advertising:

PERCENT LIKELY TO USE EACH:



KEY POINT

Oregonians are almost twice as likely to read legal notices printed in newspapers than they are to read them on a government website.

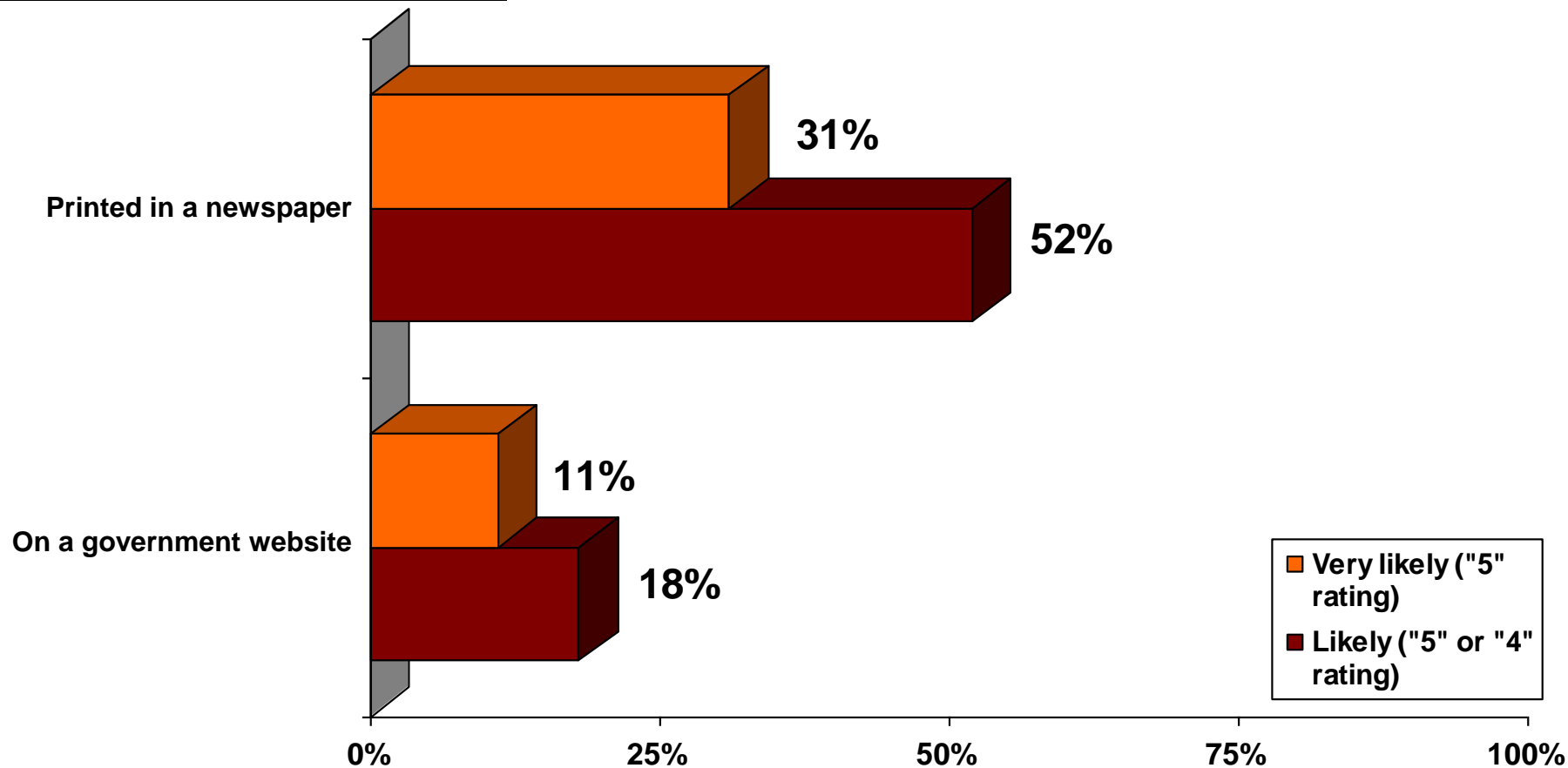
Public Notice Advertising

Readership Higher In Newspapers

Base: Total Oregon Adults Who Have Read Public Notices (1,877,200)

Q20. Using a scale of 5 to 1 where five means you would be very likely to use this source and 1 means not likely at all, how likely are you to read public notice or legal advertising:

PERCENT LIKELY TO USE EACH:



KEY POINT

Half (52%) of Oregon adults *who have read* public notices say they are likely to use newspapers for these ads, much higher than the percentage who would use government websites.

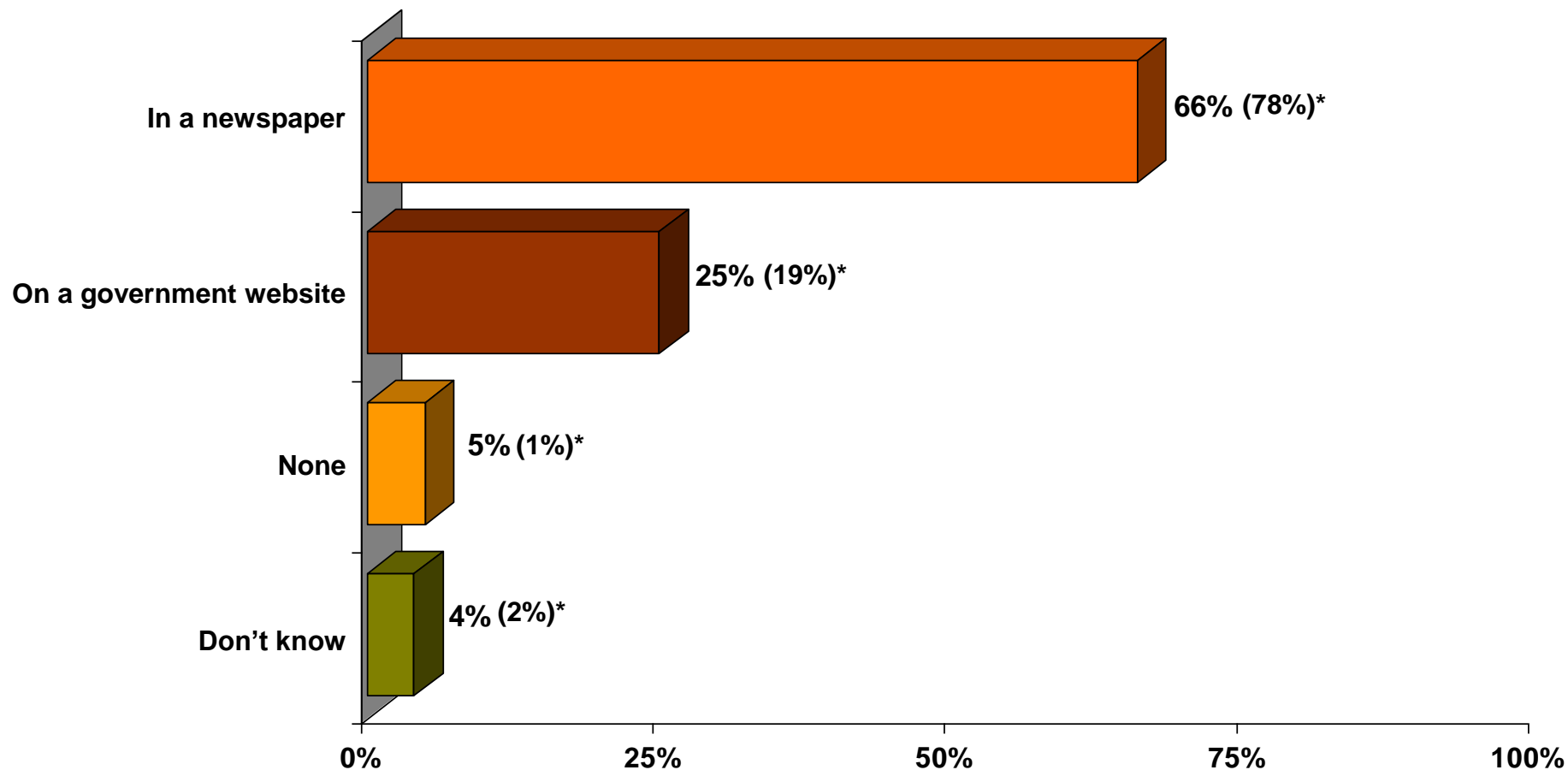
Public Notice Advertising

Newspapers Top Choice For Legal Notices

Base: Total Oregon Adults (2,952,800)

Q21. Would you be most likely to access public notices:

PERCENT LIKELY TO ACCESS PUBLIC NOTICES:



*(Readers of public service notices)

KEY POINT Asked to make a choice, newspapers are clearly the choice most adults (66%) would use to access public notice advertising. Among adults who have read public notices, almost eight in 10 (78%) prefer newspapers as their source.

Appendix A: Methodology

A total of 600 interviews were conducted among adults who live throughout the State of Oregon. The sample of respondents was designed using a systematic random selection of telephone households and respondents within each household. Telephone numbers were generated to include both listed and unlisted numbers. The sample of respondents was drawn in proportion to adult population.

Results have a margin of error of plus or minus 4 percentage points.

Interviewing was conducted between September 14th and September 25th, 2010.

The data are projected to the estimated number of adults in the state.

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