



Louisiana Public Notices

Providing a Valuable Service to the Community

Public notices play a crucial role in keeping people informed about actions taken by government, businesses, public organizations, individuals and the courts. Public notices alert citizens when the interests of their families, neighborhoods or businesses are impacted by the actions of others. For decades, Louisianans have relied on local newspapers to feature these important announcements.



Louisianans Rely on **Public Notices**

3.2 Million, or **86%** of Louisiana Adults,
Read Print or Digital **Newspapers** Every Month

78%

Of Louisianans read **public notices** in local print and digital newspapers

88%

Cite local newspapers and newspaper websites as their **most trusted source** of public notices

72%

Believe that government should be **required to publish** public notices in newspapers

Most Relied On...

Local newspapers and newspaper websites are “relied on more often” than any other source for information about local government

Local newspapers & newspaper websites

63%

Local TV/Cable

43%

A Government Website

32%

Word-of-Mouth/Friends/Relatives

26%

Local Radio

22%

City Newsletters

18%

Public Bulletin Boards

14%

Other Non-Government Website

10%



Property Notices

84% of Louisiana newspaper readers would like **unclaimed** and **abandoned property** notices to continue to be published in newspapers

community minded

Readers report that community newspapers are their **primary source** of information for a variety of local issues – over TV, radio and non-newspaper websites.

Community Newspapers

#1

Local schools
Local government
Local entertainment
Crime/safety issues
High school sports
Political candidates
& ballot issues

Active Voters

86%

of LA newspaper readers vote in **state** and **national** elections

85%

of LA newspaper readers vote in **local, school board or county** elections



68% of Louisiana newspaper readers believe that **purged voter roles** should continue to be published in newspapers



96%

of all Louisianans who **contacted local officials** about specific issues are reached by **newspapers**



Readers of Louisiana Newspapers Are More Active in Their *Communities*



	Total LA Adults	Newspaper Readers
<i>Involved</i> I feel I have a responsibility to help shape the future of my community	79%	85%
<i>Engaged</i> I often voice my opinions about local community issues like education, traffic, taxes, economic development, etc.	61%	68%
<i>Influential</i> For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	49%	55%
<i>Outspoken</i> People frequently turn to me for information about our local community	47%	53%

**percent in agreement*



More than 8 out of 10 Louisianans believe that
“Newspaper advertising is important!”

85%



Source: 2021 Louisiana Market Study, conducted by Coda Ventures