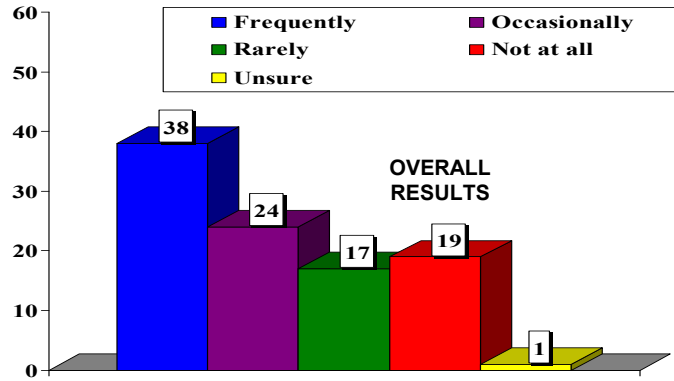


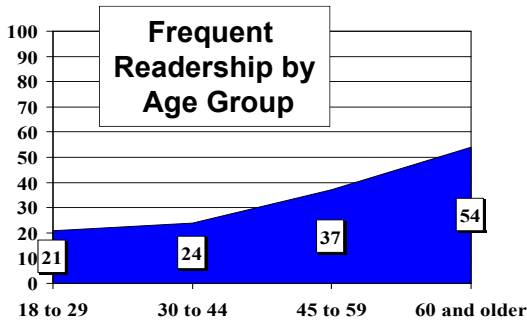
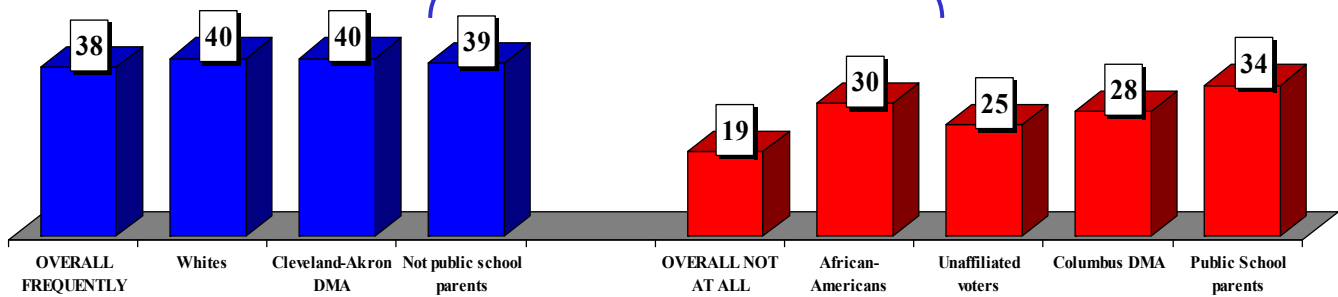
# Ohio Voter Survey Results: Less than half of Ohio voters read their local newspapers frequently, except those over 60 years of age

## QUESTION WORDING:

*“Including the online version that is available over the Internet, how often would you say that you read the local daily newspaper in your community? Would you say that you read it frequently, occasionally, rarely or not at all?”*



## Contrasts by Key Voting Sub-groups



In the era of fragmentation, it appears that local newspaper readership may only be reaching a fraction of the population and is not a dominant medium for local governments and campaigns trying to communicate with their constituents. Although there were vast differences, the most striking was the contrast by age groups. As a result, bifurcated efforts that extend beyond print media will be essential to reach different segments of the public and voters, especially those under 45 years of age.

## Methods

This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 801 randomly-selected registered voters in the State of Ohio with histories of voting in recent November general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of January 24, 2017 through January 28, 2017. The overall estimated margin of sampling error is +/- 3.46%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 3.46% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state's electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. **Please note that this survey question was not funded or commissioned by any organization or committee, nor was Fallon Research & Communications, Inc. retained by any parties of interest in this matter.**

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