

A person is sitting in a grassy field, reading a newspaper. In the foreground, there are several hats and a bag. The background shows a body of water and a cloudy sky.

ATTITUDES TOWARD  
STATE & LOCAL MEDIA  
STATEWIDE SURVEY 2022

**COLORADO  
MEDIA  
PROJECT**

Research by:



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SECTION 1

# EXECUTIVE SUMMARY

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*Local news is very important to the average American and having a source that can be trusted is key. Even if the news that is being covered isn't as interesting as other issues going on, it is still important to be informed about local issues and have it be reported honestly and in a way that can be understood.*

*-Colorado Resident*

## Welcome

In 2022, Colorado Media Project retained Corona Insights to conduct research to develop a deeper understanding of how residents consume, evaluate, and trust state and local media.

Corona Insights worked with Colorado Media Project to design a questionnaire that collected the most relevant data with question language from previous statewide surveys and other national benchmarks where appropriate.

Colorado residents were recruited to take the survey through an online panel. Residents could take the survey in English or Spanish. In total, 1,814 residents submitted a completed survey that was included in analysis. The resulting data were weighted to better represent the state on key demographic and geographic characteristics.

*More details about the methodology can be found in the [Appendix](#).*

## Research goals



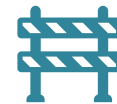
Estimate the **addressable and target market** for state and local media among Colorado residents



Understand **patterns in consumption** by source, mode, and content



Assess what residents want from state and local media and how they **evaluate the performance of news organizations** in Colorado and their communities



Understand **barriers to trust** of state and local media and potential mitigating strategies for lack of trust



Assess key **demographic and geographic differences** in how Coloradans engage with state and local media

# Executive Summary: Summary of Respondents

*Below we summarize key demographics of the population represented by these results. This summary provides overall context for interpreting results herein. In total, the survey was completed by 1,814 Colorado residents. The figures below (and all others in this report) have been weighted by educational attainment, gender, and region to more effectively represent the population of the state.*

Weighted Totals

**Age**

Under 35	36%
35-54	35%
55+	29%

**Language Spoken at Home**

English	98%
Spanish	7%
Other(s) please describe	2%

**Partisanship**

Democrat	56%
Independent	2%
Republican	42%

**Gender**

Female	49%
Male	50%
Prefer to self-describe	1%

**Region**

Denver Metro	54%
Pikes Peak	20%
North Central	11%
West Central	6%
Eastern Plains	3%
Southwest	3%
Northwest	2%

**Race/Ethnicity**

American Indian, Alaska Native, or Native American	4%
Asian or Asian American	3%
Black or African American	9%
Hispanic, Latino, or Spanish origin	20%
Native Hawaiian or Other Pacific Islander	1%
White or European American	71%
Some other race	2%

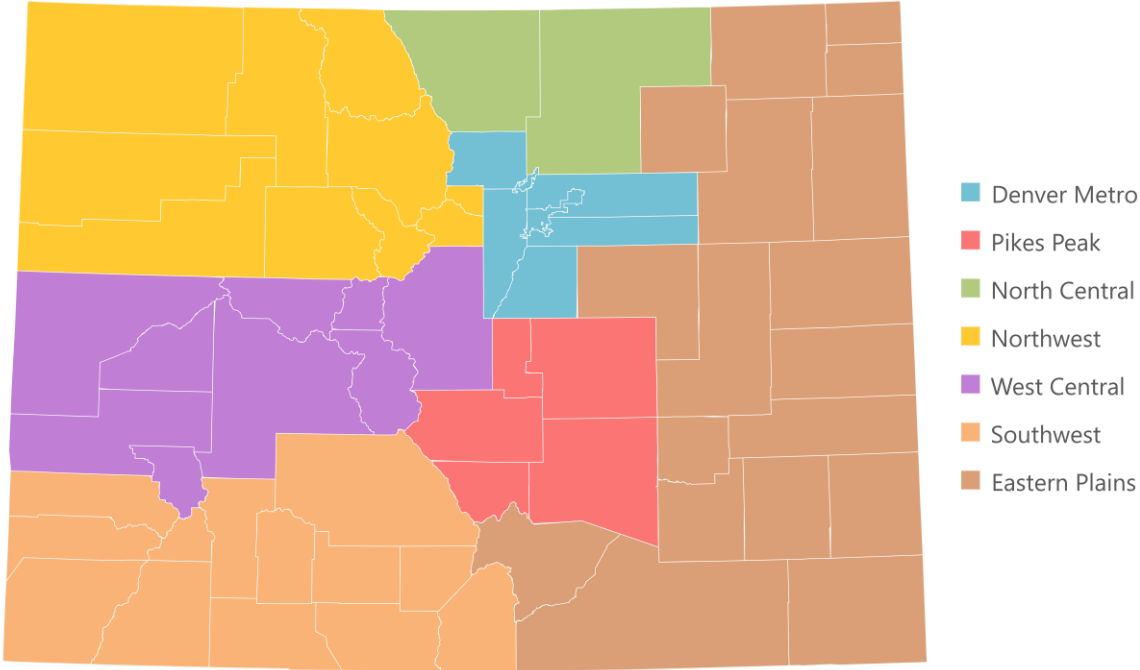
**Household Income**

\$0 to \$24,999	19%
\$25,000 to \$49,999	25%
\$50,000 to \$74,999	19%
\$75,000 to \$99,999	15%
\$100,000 to \$149,999	12%
\$150,000 or more	9%

**Educational Attainment**

High school diploma/GED or less	30%
Some college, but no degree	23%
Associate degree	10%
Four-year college degree	23%
Graduate or professional degree	14%

Language Spoken at Home and Race/Ethnicity are *check all that apply* questions and can sum to more than 100%. Throughout this report, other percentages may not add to 100% due to rounding.



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The map on the left presents the Colorado regions referenced in this report. At times, the report will refer to three larger regions: Mountain West (comprised of the Northwest, West Central, and Southwest regions), the Front Range (comprised of the Denver Metro, Pikes Peak, and North Central regions) and the East (comprised of the Eastern Plains). Response data were weighted to be representative of the state by region. Unweighted counts of completed responses can be found in the table below:

Region	Unweighted Count
Denver Metro	843
Pikes Peak	339
North Central	164
Northwest	81
West Central	186
Southwest	90
Eastern Plains	111
<b>Total</b>	<b>1,814</b>

## 01

Nearly half of Coloradans were in the addressable market for state and local media. Coloradans are becoming increasingly digitally savvy. Four out of five residents consume information on their phone at least daily compared to just 10% in print. By expressing interest in state and/or local news, being digitally savvy, and engaging in news beyond headlines, 47% of the state fell in the addressable market. However, the target market contained only 13% of residents who met these qualifications *and* currently paid for at least one source of news. As such, the state had an estimated addressable market of 2.2 million and an estimated target market of around 600,000 adults.

## 02

Coloradans said the most important purpose of state and local media was to inform about emergencies, hold leaders accountable, and inform residents about public affairs. About three out of four residents said state and local media did a good or excellent job at providing emergency information (80%) and keeping Coloradans informed about public affairs (72%). However, nearly half of residents (48%) described state and local media's ability to hold leaders accountable as fair or poor.



# 03

Coloradans who paid for state and local news did so because the information was trustworthy, the outlet offered relevant information to their community, and covered a topic/issue they cared about. About one in four residents said they financially supported a state or local news in the past year. The most common means of support was a paid, monthly subscription (11% of all residents). Overall, residents were most likely to say they supported an advertising-funding model for state and local news where content was free to access.

# 04

While most Coloradans said they trusted local news organizations to report the news fully, accurately, and fairly, fewer residents said this in 2022 than in 2018. The share of residents who said they were not very, or not at all, confident in “trusting local news organizations to report the news fully, accurately, and fairly” nearly doubled from 16% in 2018 to 32% in 2022. Republican residents were twice as likely to say they were not confident (40%) than Democrats (20%). North Central residents expressed lower levels of trust while those in the Denver Metro expressed more trust in local media on average.

## 05

Residents most frequently said increasing accuracy and reducing bias in reporting were the most important actions local news organizations could take to increase trust. Most verbatim responses (57%) to an open-ended question about increasing trust were captured in the above statement. However, when presented with specific scenarios, Coloradans were most likely to say that seeing the following would increase trust:

1. A story that presents both sides of an issue side-by-side
2. An organization issuing a retraction or correction after an inaccurate story
3. A media organization correcting online disinformation

## 06

Coloradans had a strong preference for state and local media to report facts without taking positions on issues. When asked what they wanted to see more from state and local media, most residents (58%) said they desired a reporting of facts without taking positions compared to 22% that wanted to see outlets take clear positions. A strong majority of residents (86%) said news sources reporting from a particular point of view was a problem in state and local news coverage with 49% describing this as a major problem.

## 07

Most Spanish speakers agreed that they could access news about the state and their community in Spanish. The survey collected over 100 responses from Spanish speakers. Most residents who spoke Spanish at home agreed that they could access news about Colorado (71%) and their community (61%) in Spanish. When compared to English speakers, Spanish speaking residents were more likely to say they used their mobile phone to consume information and that they relied on social media to verify the veracity of local media claims.

08

When asked to provide the names of sources they typically use to stay up-to-date on Colorado and community information, residents most frequently mentioned local TV, newspapers, and friends/family. Denver Metro residents were especially likely to mention TV (in general and specific stations/programs) while those in the Mountain West were much more likely to mention newspapers (in general and specific outlets).

## 09

While residents were most likely to say they were currently paying a great deal of attention to national news, Coloradans said they were most interested in consuming information about their city and state. A third of Coloradans said they were paying a great deal of attention to national news, compared to a quarter toward local news, and a fifth to state news. However, when asked to rank types of content by level of interest, Coloradans gave the highest rankings to city and state information. Rankings of national and neighborhood news followed with international information being the least desired.

# 10

**Most Coloradans were satisfied with their ability to get news about the state and their community.** Residents were asked, on a scale from 0 to 10, how satisfied they were with their ability to get news about what happens in the state and their community. Most rated both with scores of 6 and above. The ability to get state news received an average score of 6.9 while community news received an average score of 6.4. Residents gave slightly lower average ratings to the quality of news organizations that report information about Colorado (6.4) and their community (6.1).



## SECTION 2

# MARKET ANALYSIS

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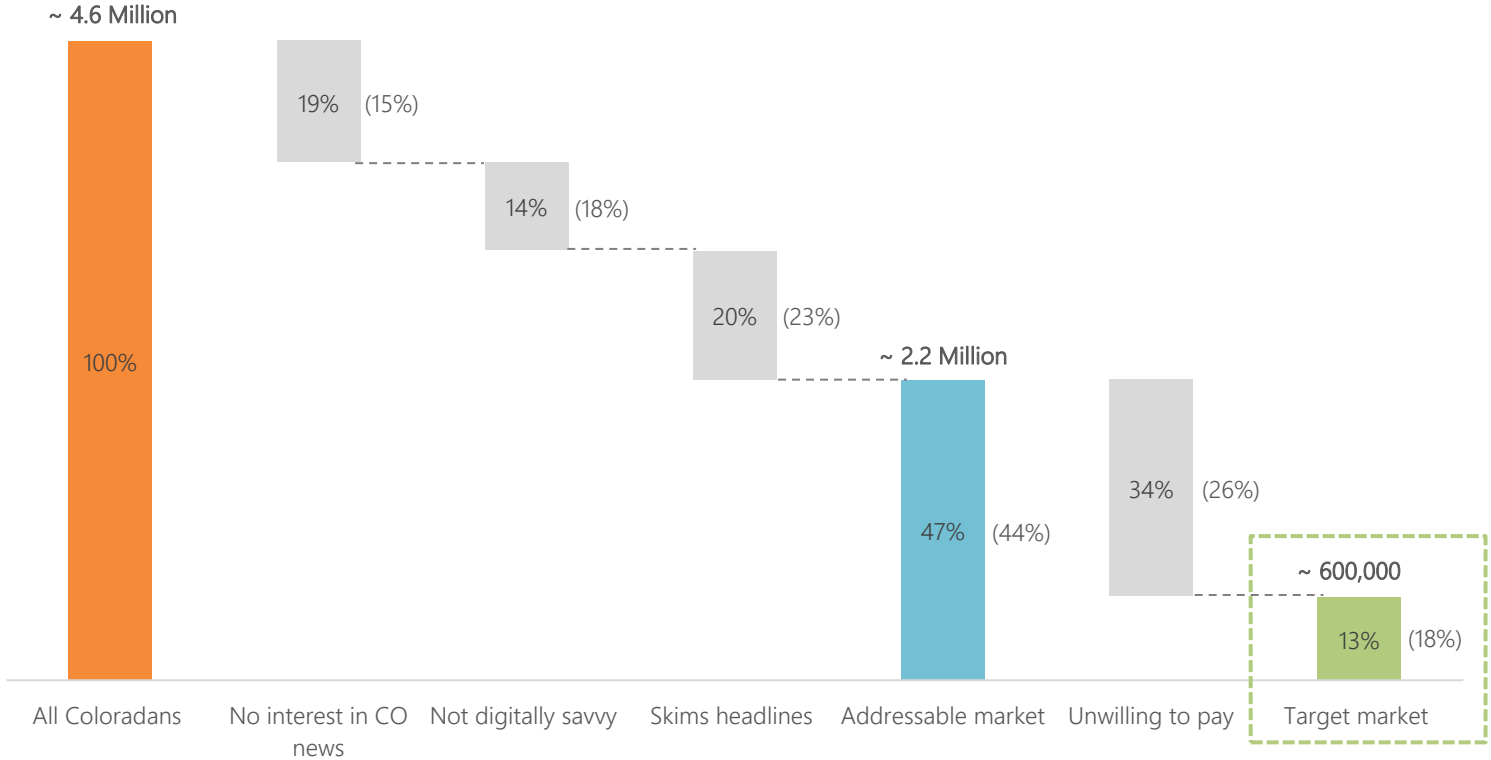
“

*I appreciate the effort to make news better. It's cheesy, bland and so unfrontational there's little sustenance behind [local news]. Change starts in the community but if you can't put up with the local reports it's hard to be informed.*

*-Colorado Resident*

# In 2022, Colorado's addressable market for state and local media was about 2.2 million adults with about 600,000 willing to pay

Defining the Addressable and Target Markets From the Adult Colorado Population Overall (2018 Percentages Shown in Parentheses)



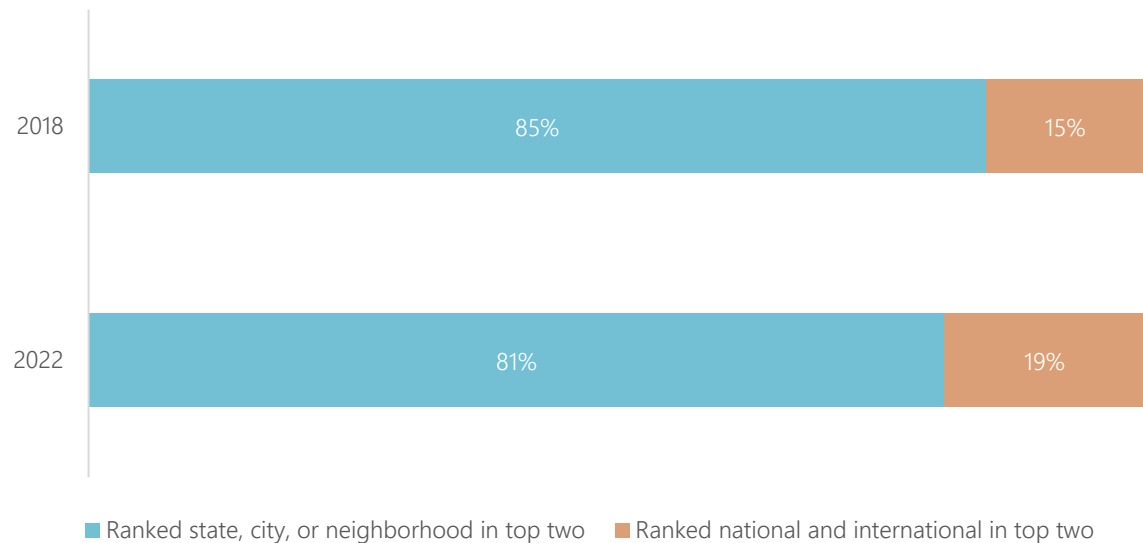
The graph on the left presents addressable and target market estimates based on a series of criteria established in CMP's 2018 survey.

- > In order to be considered in the target market, respondents needed to:
  1. Rank state, local, or neighborhood news in their top two interests
  2. Use a tablet or mobile phone to consume information at least daily
  3. Move beyond skimming headlines to at least reading short summaries of stories
  4. Currently pay for news of some kind
- > While the addressable market grew slightly from 2018 to 2022, the target market shrank from 18% to 13% due to a decreased share of Coloradans paying for news. Some of this difference may be attributed to a difference in question wording between surveys.\*

\* The 2022 unwilling to pay estimate is taken from the following question: *Do you currently pay for at least one source of news or information in any of the following areas? Please select all that apply.* Alternatively, the 2018 question was taken from this question: *Of the information outlets you are aware of, what is your level of consumption for each?*

# With their top interest rankings, four out of five Coloradans expressed interest in state and local news

Interest in State and Local News

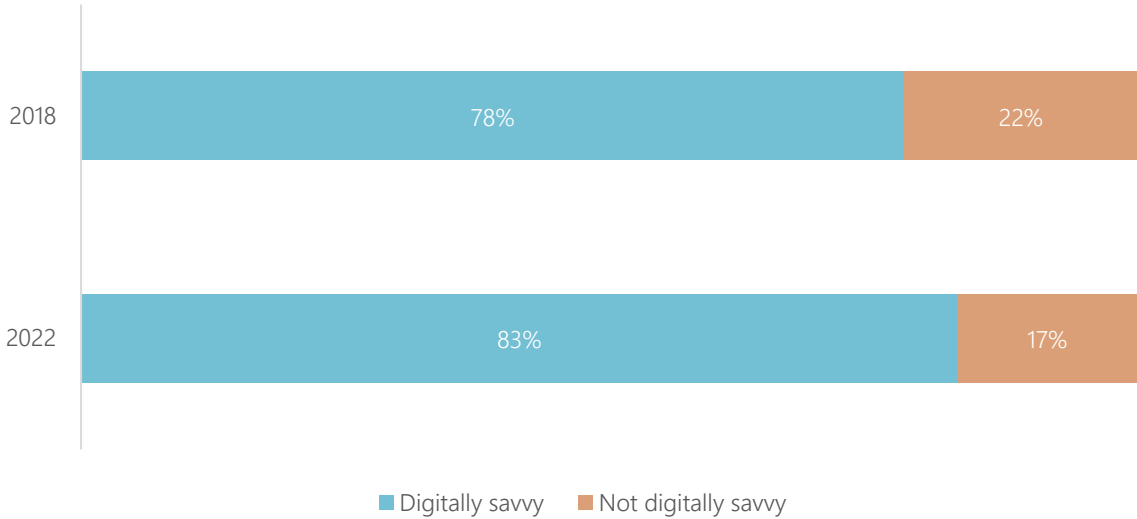


*The first addressable market criterion was ranking state, local, or neighborhood news as the first or second area of interest.*

- > About four out of five, or 81% of, Coloradans expressed interest in state or local news in 2022. This was down slightly from the 85% observed in 2018.
- > Residents under the age of 55 were more likely to rank these items as their top interests (84%), than older Coloradans (74%) who were more likely to gravitate toward national and international news.
- > Female residents were more likely to express interest in state and local news (86%) than male residents (77%).
- > Coloradans without bachelor's degrees were more likely to express interest in state and local media (86%) than those with four-year degrees (73%).
- > Among the state's regions, residents from Pikes Peak were the most likely to express this interest (87%).

# Four out of five residents said they used a tablet or mobile device to consume information at least once a day

Digitally Savvy (Uses Mobile Device/Tablet One or More Times a Day)

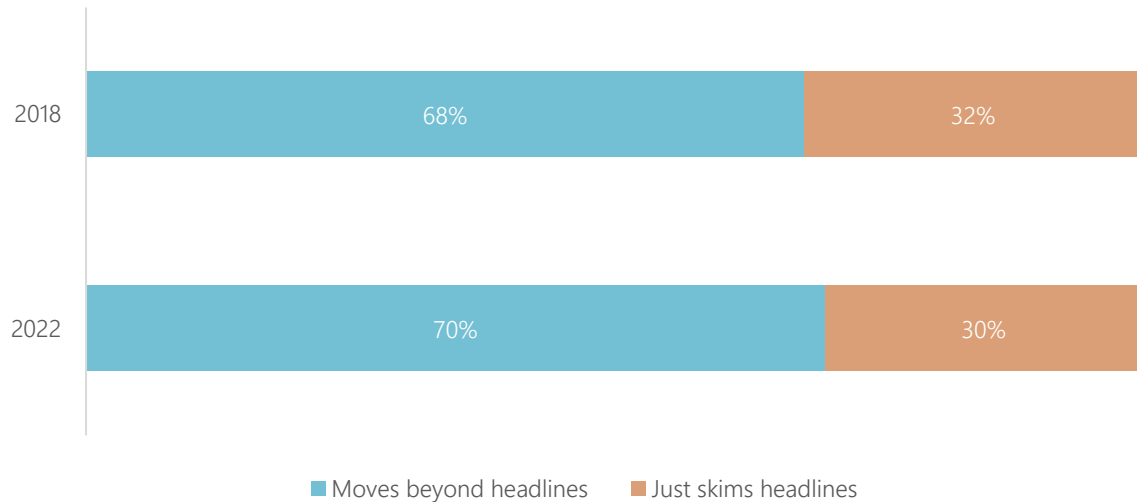


*The second addressable market criterion was consuming information by mobile or tablet at least once daily.*

- > About four out of five, or 83% of, Coloradans said they consumed information via mobile device or tablet at least once per day in 2022. This was up slightly from the 78% observed in 2018.
- > Residents under the age of 35 nearly universally met this criterion (95%), while those aged 55 and up were much less likely to do so (66%).
- > Coloradans of Color were more likely to say they accessed information this way at least daily (87%) than those who identified as White, and White alone (80%).

# Most residents said they typically get their news from content beyond headlines (summaries, full length articles, or long form journalism)

Moves Beyond Headlines

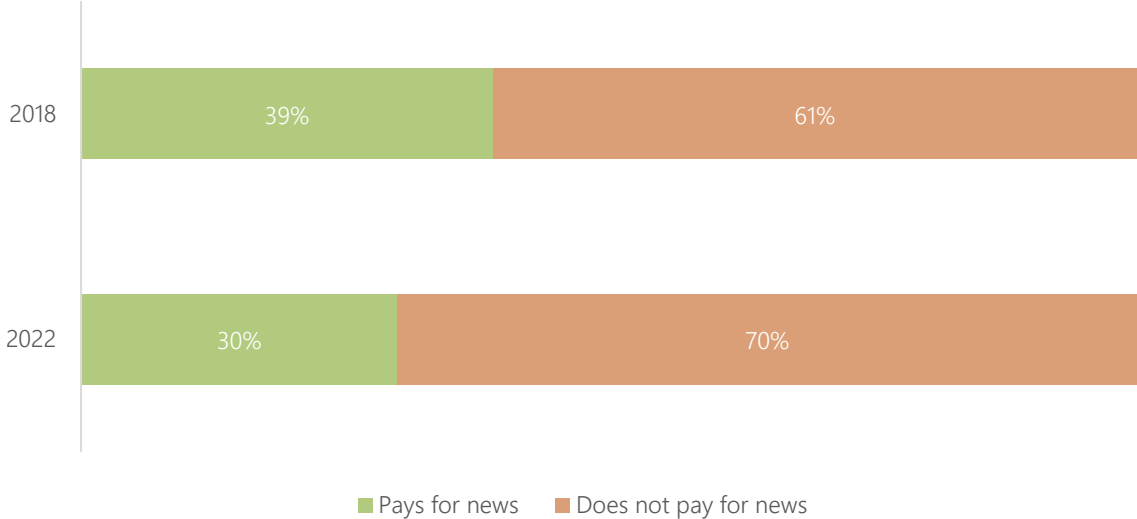


*The third addressable market criterion was typically getting news from content beyond headlines (summaries, full length articles, or long form journalism).*

- > Coloradans 55 and older were more likely to say they typically move beyond headlines (80%) than younger residents (70%).
- > Residents with a bachelor's degree were more likely to say they typically consume information from summaries, full length articles, or long form journalism (80%) than those without (68%).
- > Coloradans living in the Pikes Peak region were more likely to say they typically consumed information from headlines (34%) than residents from other regions (26%).
- > Residents of Color were more likely to say they typically consumed information from headlines (32%) than residents identifying as White alone (25%).

# About three out of ten Coloradans said they currently pay for news in 2022

Pays for News



*The criterion that separated addressable market from the target market was whether residents were currently paying for any news.*

- > Coloradans with the highest household incomes (over \$100,000 a year) were more likely to say they currently pay for news (42%) than residents with lower incomes (27%).
- > Male residents were more likely (34%) to say they currently pay for news than female residents (26%).
- > Coloradans with bachelor's degrees were more likely to say they currently pay for news (37%) than residents without these degrees (26%).

SECTION 3

# GENERAL NEWS MEDIA CONSUMPTION

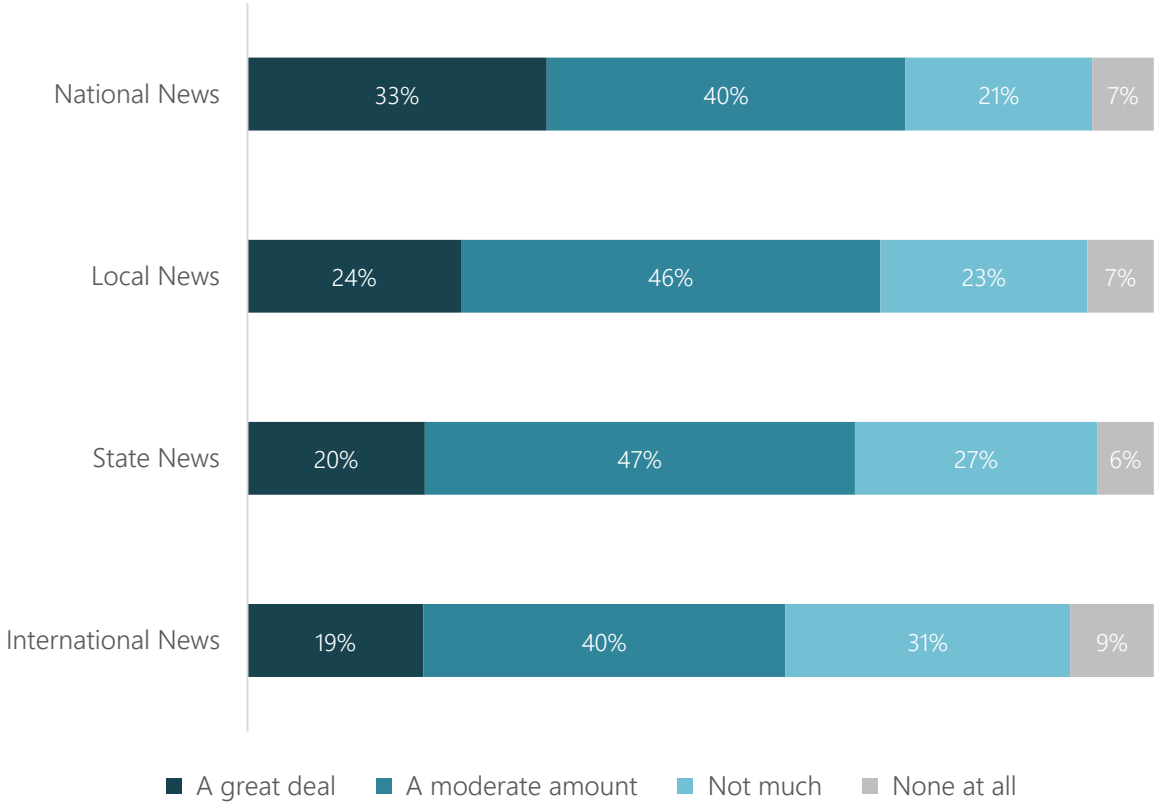


*I thought this was a very interesting survey. This helped me dissect my local news media outlets, and evaluate how I learn of the news on a daily basis. I used to listen [to] news and sports talk radio, and this survey made me realize that I miss listening to that radio genre.*

*-Colorado Resident*

# Coloradans were most likely to say they paid a great deal of attention to national news

How Much Attention Coloradans are Currently Paying to...

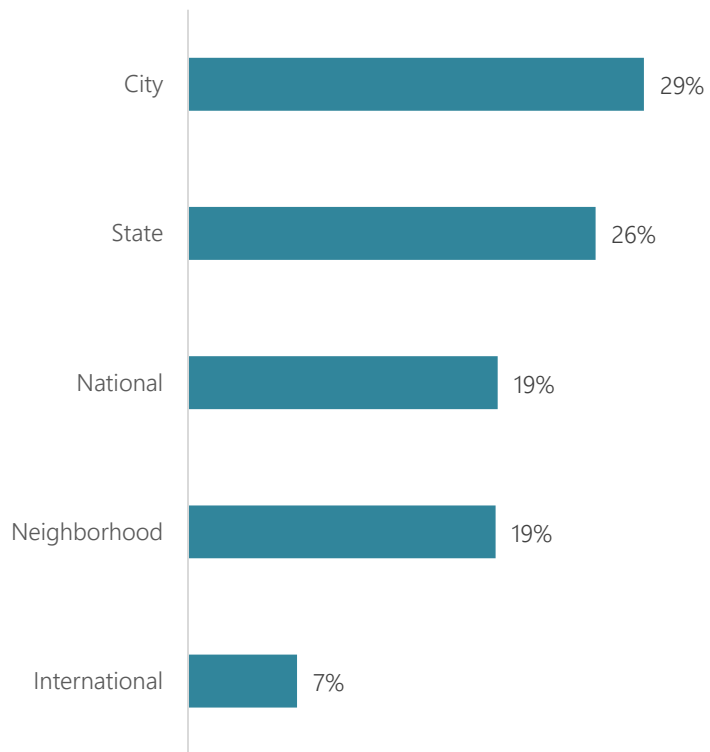


- > One out of three residents (33%) said they paid a great deal of attention to national news. Nearly one out of four (24%) said they paid a great deal of attention to local news and one out of five said this for state news (20%).
- > Across levels of news, Coloradans aged 55 and older were more likely to say they were paying a great deal of attention to the news.
- > Across levels of news, residents with higher household incomes and higher levels of educational attainment were more likely to say they paid a great deal of attention to the news.
- > Residents in the Eastern region of the state were more likely (13%) than others (6%) to say they did not pay attention at all to state news.
- > Alternatively, Front Range residents were more likely than others (61%) to say they paid at least a moderate amount of attention to international news than others (50%).



# Residents were most likely to rank information about their city as the most interesting

Probability of Ranking Each Type of Information as the Most Interesting

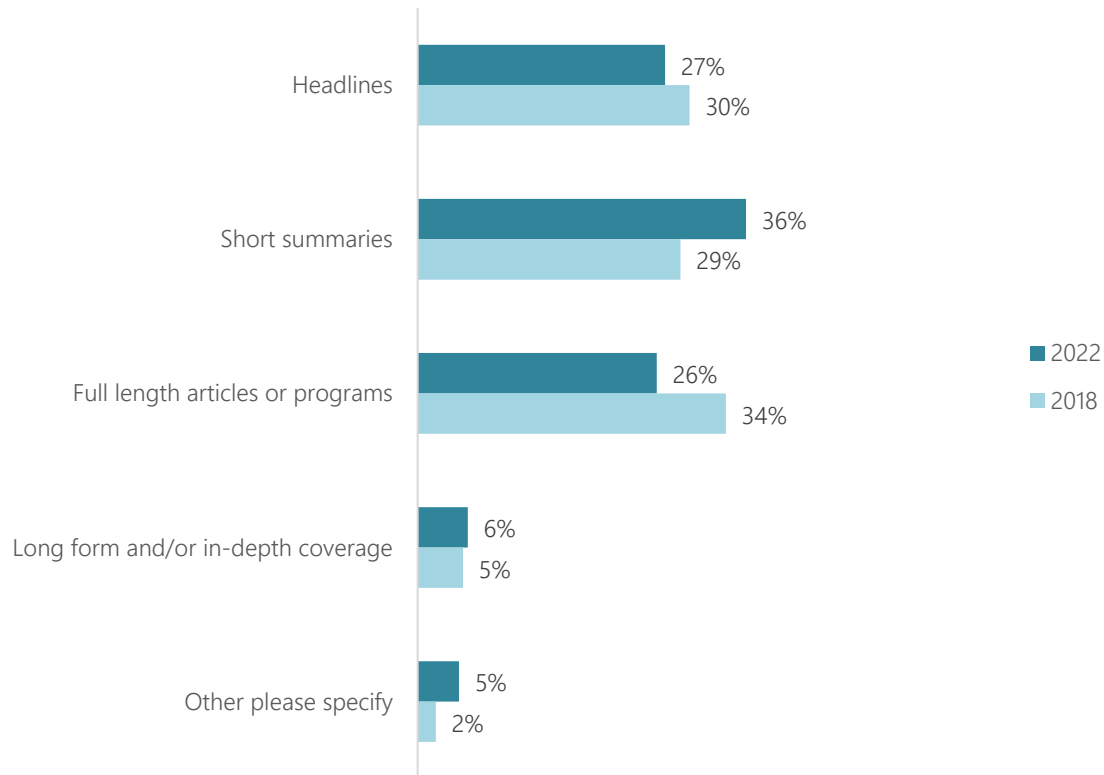


Residents were asked to rank the types of information they were most interested in consuming from 1 as the most interested, 2 as the second most interested, and so on. The graph on the left presents the probability that residents rated each type of information as the most interesting.

- > Coloradans had a 29% probability of ranking city information as the type of information they were most interested in consuming. This was followed closely by state information (26%). National and neighborhood information both received a 19% probability of being ranked first, and international information was the least likely at 7%.
- > Residents under the age of 55 were nearly twice as likely to rank neighborhood information as the most interesting (23%) than those 55 and older (12%).
- > Coloradans of Color were more likely to rank city (32%) and neighborhood (28%) information first than White alone residents (27% and 16% respectively).

# Most Coloradans engage in news beyond headlines

Typical Engagement to Get News



- > Like in 2018, Coloradans were fairly evenly split in how much they typically engage in news in 2022.
- > Residents with higher household incomes and higher educational attainment were more likely to say they typically get their news from short summaries and full-length articles or programs than other residents.
- > Coloradans of Color were more likely to say they typically get their news from headlines (32%) than residents who identified as White alone.
- > Residents 55 and older were more likely to say they typically get their news from full length articles or programs (32%) than younger residents (24%).

SECTION 4

# FINANCIAL SUPPORT OF STATE AND LOCAL MEDIA

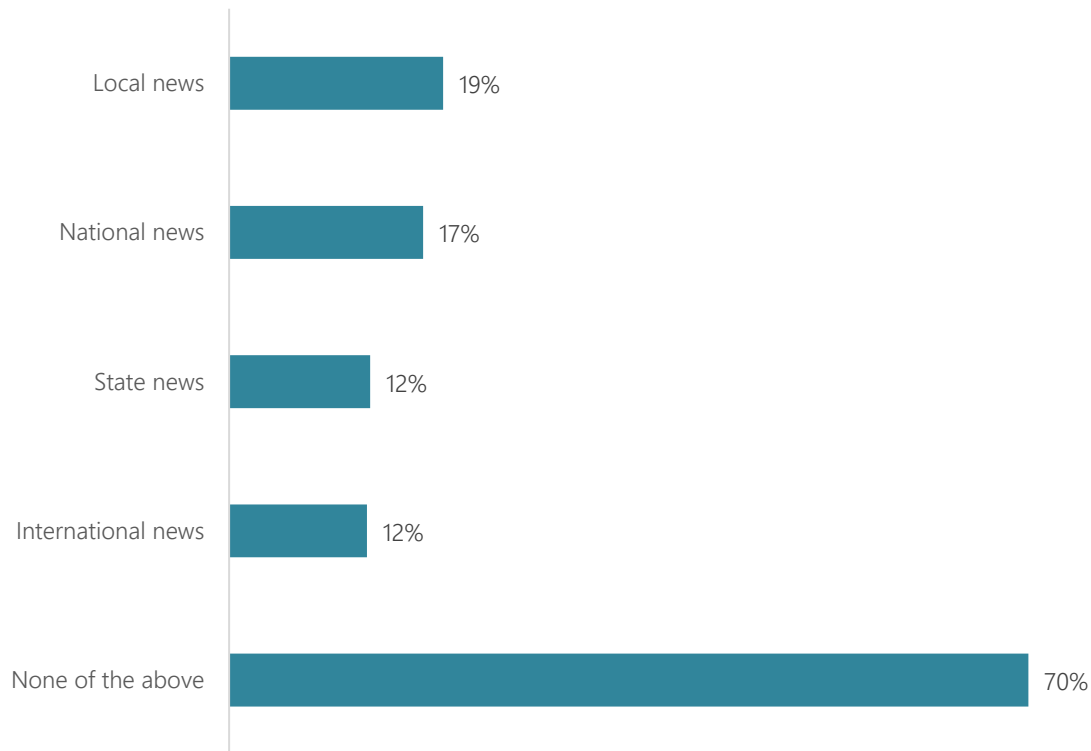


*[Outlets should] begin publishing a free weekly newspaper such as the Parker Chronicle which details entertainment and news relative to my community--print copy supported by local and area advertising.*

*-Colorado Resident*

# Three out of ten Coloradans said they currently pay for at least one source of news information

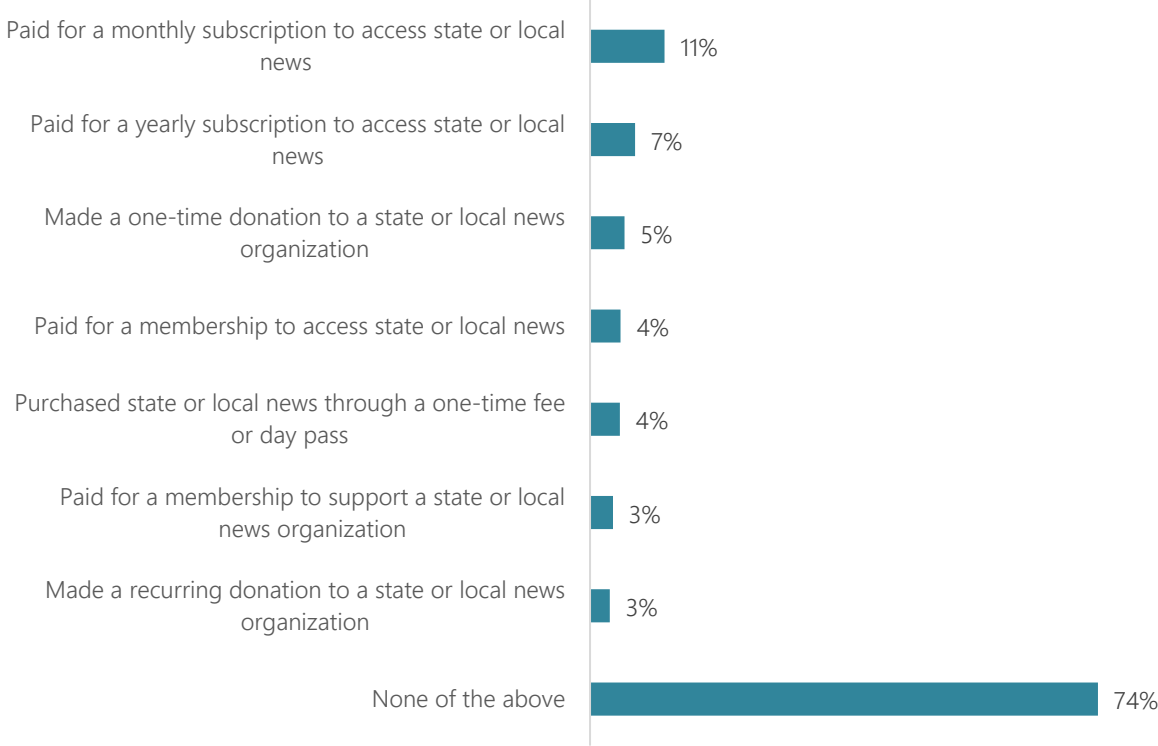
Coloradans Currently Paying for at Least One Source of News or Information



- > Nearly one out of five (19%) residents said they are currently paying for at least one source of local news. This was followed closely by 17% who said they are paying for at least one source of national news. Finally, 12% said they were currently paying for state or international news. While 30% paid for at least one type of news, these figures reflect residents who often pay for multiple types.
- > Income was a major driver of paying for news. Fewer than one out of five (19%) Coloradans with household incomes below \$25,000 a year currently paid for any news compared to 42% of those with household incomes above \$100,000 a year.
- > Besides local news, where the rates were similar, male residents were more likely to say they were paying for all other types of news than female residents.
- > Residents of Color were less likely to currently pay for national (13%) or international (9%) news than White alone residents (19% and 14% respectively).

# About one quarter of residents financially supported state or local news in the past 12 months

Method of Financially Supporting State and Local News in the Past 12 Months

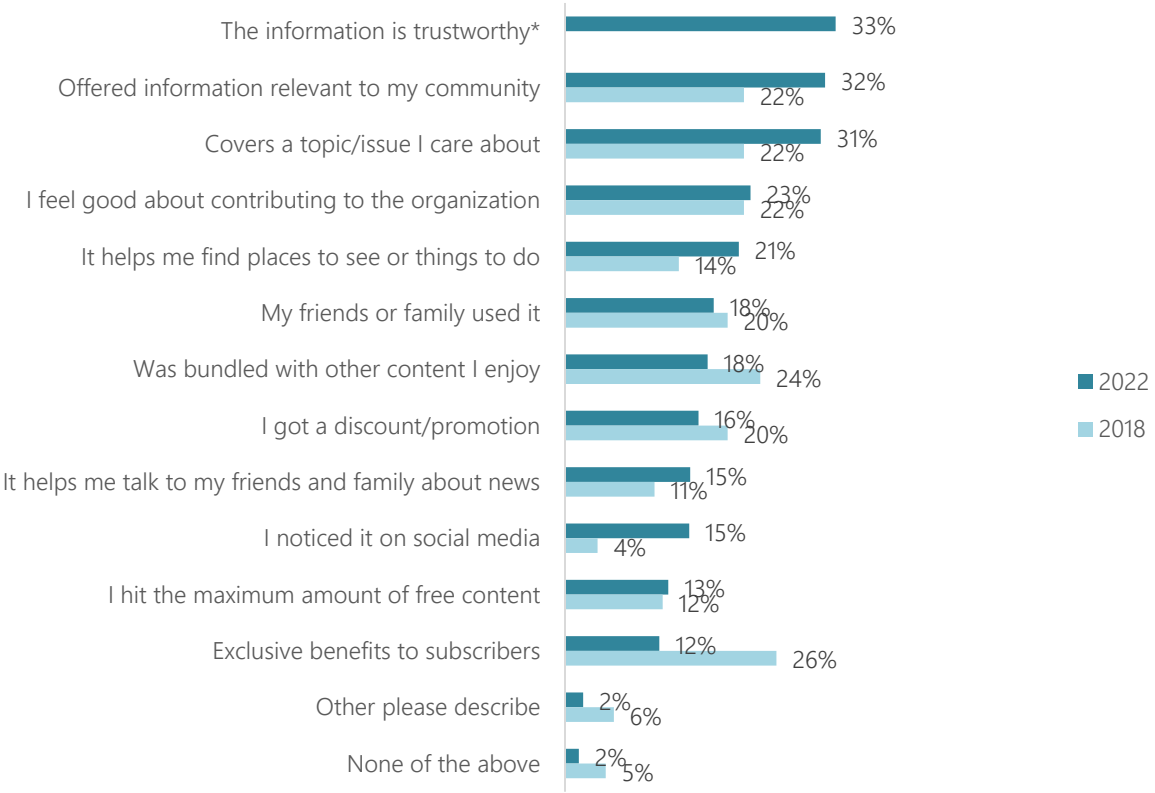


- > About one out of ten residents (11%) said they had paid for a monthly subscription to access state or local news within the past 12 months, and 7% said they paid for a yearly subscription in that timeframe.
- > Two thirds of the target market (67%) had financially supported state or local news in the past 12 months. Alternatively, only 10% of the addressable market had done so.
- > Coloradans under the age of 55 were more likely to say they had paid for a membership to access state or local news (5%), purchased state or local news through a one-time fee or day pass (6%), and paid for a membership to support a state or local news organization (4%) over the last year than older residents (2%, 1%, and 2% respectively).
- > Residents with the highest household incomes were more likely than others to select most options.

Q10. Thinking specifically about state and local news, which of the following have you done in the past 12 months? Please select all that apply.

# Residents most frequently said they supported state and local news because it was trustworthy, offered relevant community information, and covered a topic/issue they cared about

Main Reasons Coloradans Financially Support State and Local News



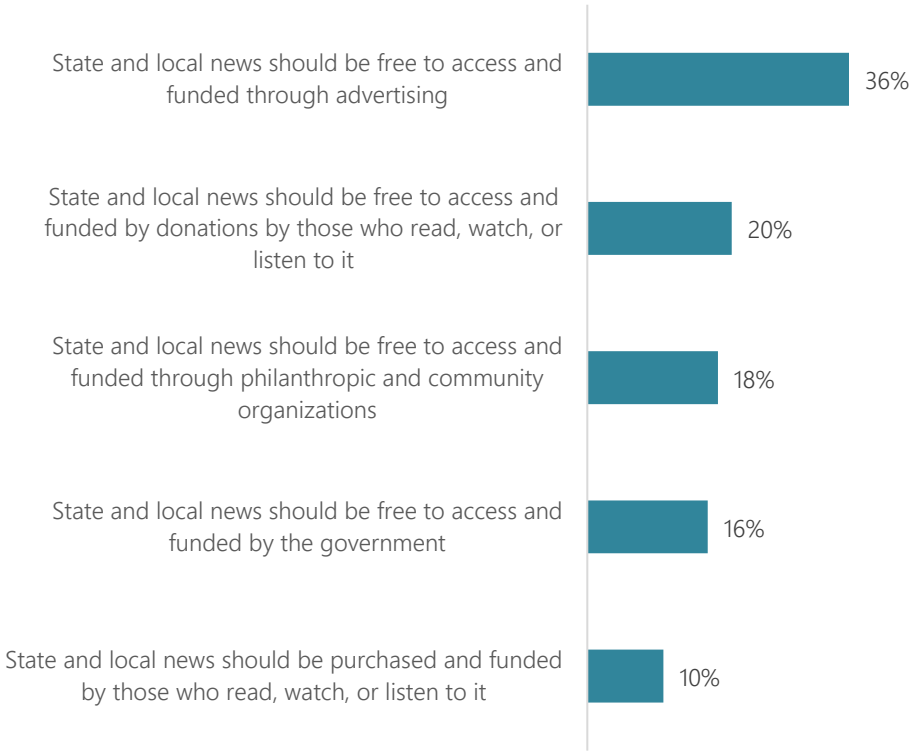
Residents were asked to provide the main reasons they pay for the state and local organizations they financially support. Responses from 2022 are presented in dark blue and those from 2018 are presented in light blue.

- > In 2022, about one third of residents who paid for state or local media said they did so because the information was trustworthy (33%), the outlets offered information relevant to their community (32%), and that the outlets covered a topic/issue they care about (31%).
- > In 2022, residents 55 and older were more likely to say offering information relevant to their community was a main reason (44%) than younger Coloradans (27%). Alternatively, those under 55 were more likely to say they noticed the outlet on social media (20%) than older residents (3%).
- > Target market Coloradans were more likely to say that trustworthy information was a main reason (46%) than others (27%) in 2022.

Q11 For the state and/or local news outlets you pay for, what are the main reasons you pay for them? Please select all that apply. \* The information is trustworthy was added to the 2022 survey

# Coloradans were most likely to rank an advertising funded approach as the most desirable model for state and local news

Probability of Ranking Each Funding Model as the Most Desired



Residents were asked to rank the types of funding models for state and local media with 1 as the best, 2 as the second best, and so on. The graph on the left presents the probability that residents rated each funding model as number 1.

- > Coloradans had a 36% probability of ranking a “free to access,” advertising model as the best way to fund state and local news. Other models received similar probabilities and state and local news being purchased and funded by those who consume it being the least popular (10%).
- > Coloradans of Color, Spanish speakers, and younger residents were all less likely than others to rank the advertising model first. Alternatively, these groups were all more likely to rank the government funded model first.
- > Alternatively, residents who identify as, or lean toward being, Republican, were more likely to rank the advertising model first (40%) and less likely to rank the government funding model first (12%).

Q12. There are many different ways state and local news organizations can earn money or receive funding. Please rank the ways you think state and local news should be funded. Rank the way you think is the best as number 1, the second best as number 2, and so on.

SECTION 5

# SOURCES & MODES OF STATE & LOCAL MEDIA CONSUMPTION



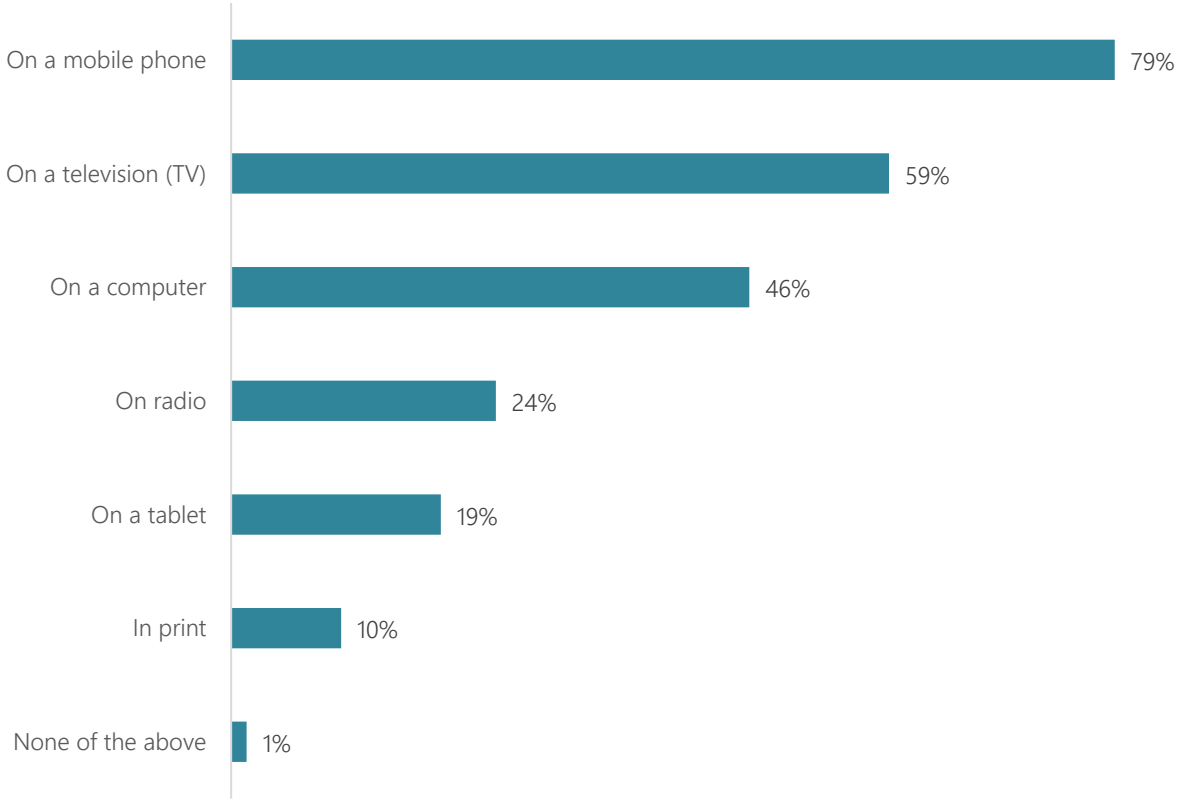
*Provide Colorado news to this part of the state.  
We only get New Mexico TV stations, so I don't  
know what goes on in my state.*

*-Colorado Resident*



# Coloradans most frequently consume information on mobile phones

Modes Coloradans Consume Information at Least Once a Day

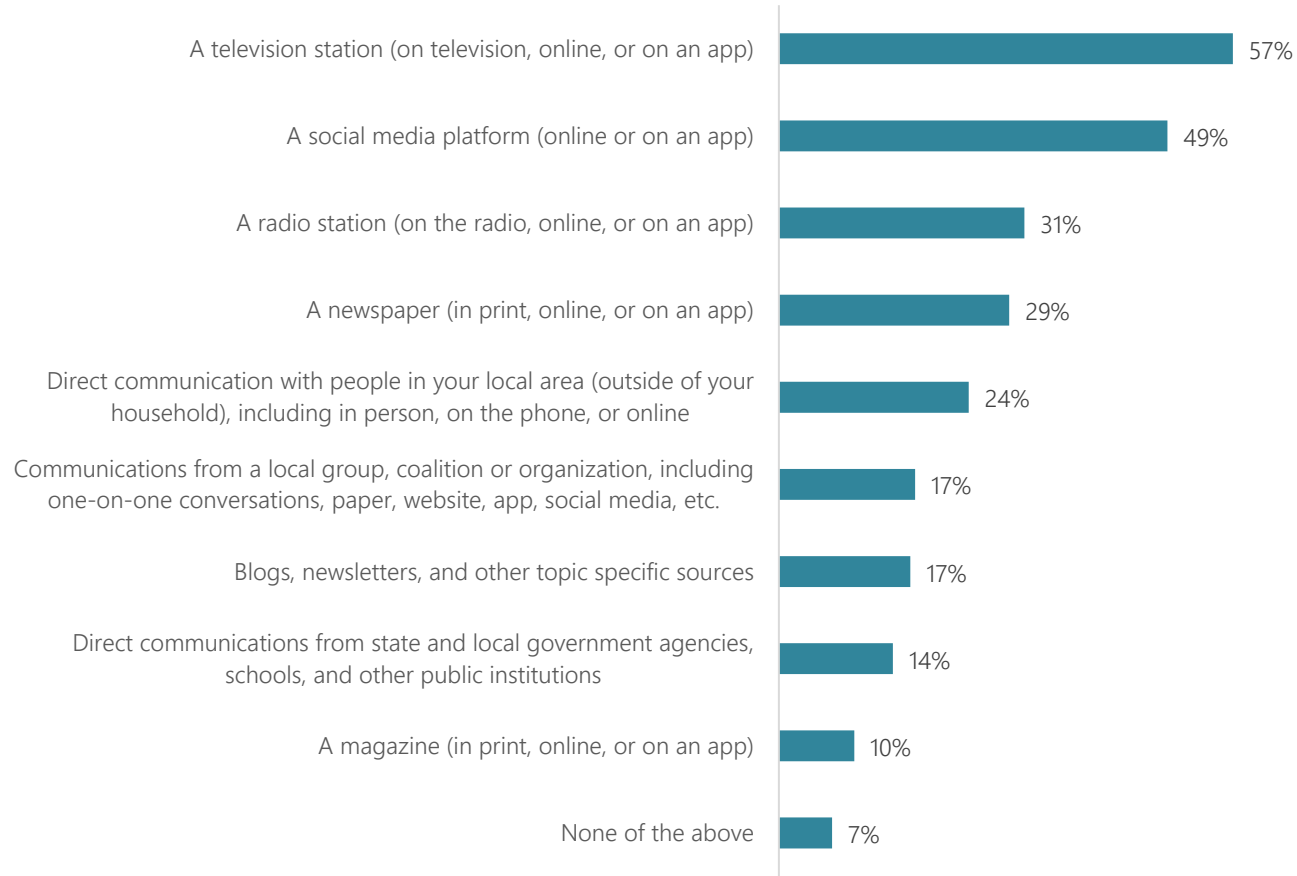


- > Nearly four out of five (79%) Coloradans said they consume information on a mobile phone at least once a day. Additionally, most (59%) said they consume information on a television at least daily.
- > Residents of the Front Range were more likely to say they consumed information on a computer at least daily (48%) than others (39%). Alternatively, residents of the Mountain West were more likely (16%) than others (9%) to say they consumed print information daily.
- > Coloradans 55 and older were much more likely to say they consume daily information on TV (75%) than younger residents (52%). Alternatively, they were much less likely to say they consumed information on a mobile phone (56%) than younger residents (88%).
- > Residents of Color were more likely to use a mobile phone (85%) than White alone residents (75%).
- > Spanish speakers were more likely to consume information via mobile phone (90%) than English speakers (79%).

Q8. Which of the following ways do you consume information at least once a day? Please select all that apply

# Residents most commonly used TV stations and social media platforms stay up-to-date on state and local news

Sources Coloradans Use to Stay up-to-Date on News at Least Weekly

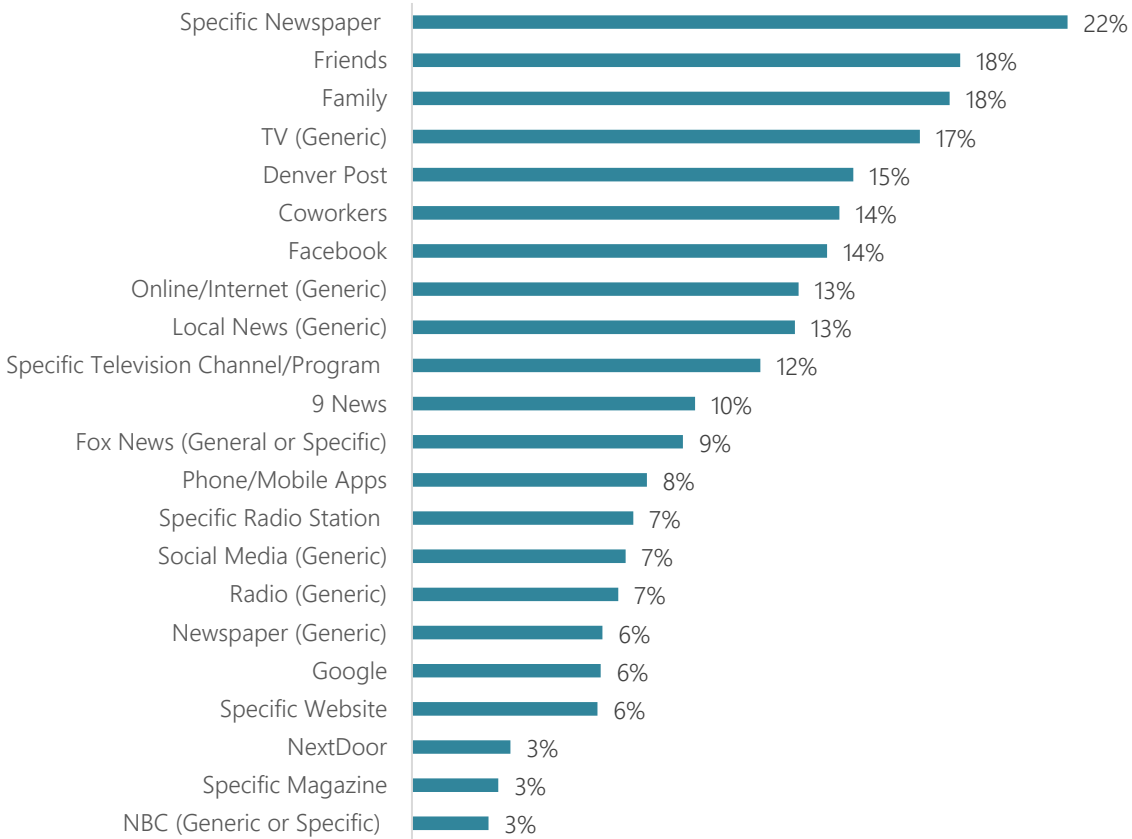


- > Most residents (57%) said they used a television station at least weekly to stay up-to-date on state and local news. Nearly half (49%) of Coloradans said they used social media platforms to do so at least weekly.
- > Residents in the Mountain West and Eastern Plains were more likely to say they used a newspaper (36%) than the Front Range (28%). Specifically, those in the Southwest (43%) and Northwest (45%) regions of the state were most likely to say they used newspapers.
- > Coloradans of Color were more likely to use social media (55%) and less likely to use a newspaper (34%) than residents identifying as White alone (46% and 32% respectively).
- > Similar to previous findings, older residents more frequently said TV and newspapers while younger residents more frequently mentioned social media and blogs.

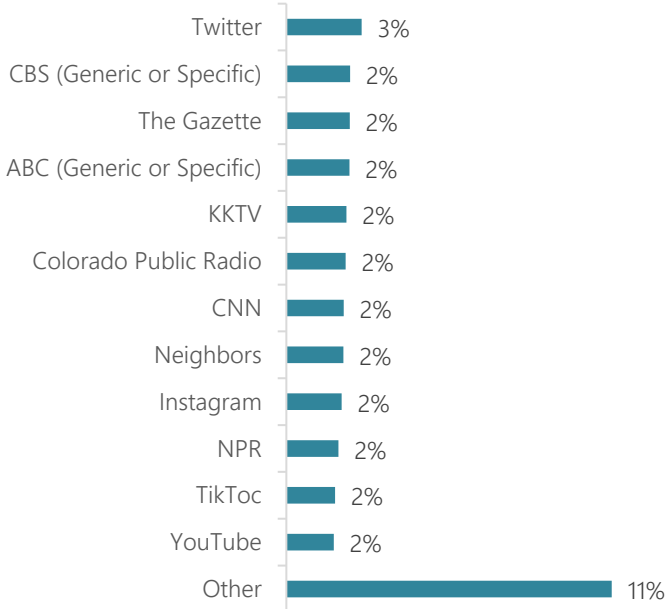
Q13. Thinking specifically about state and local news, which of the following do you use to stay up-to-date on news at least weekly? Please select all that apply.

# When asked how they typically get news about the state or their community, one in five Coloradans mentioned a specific newspaper

Mentioned in Top Three Sources for State and Local News



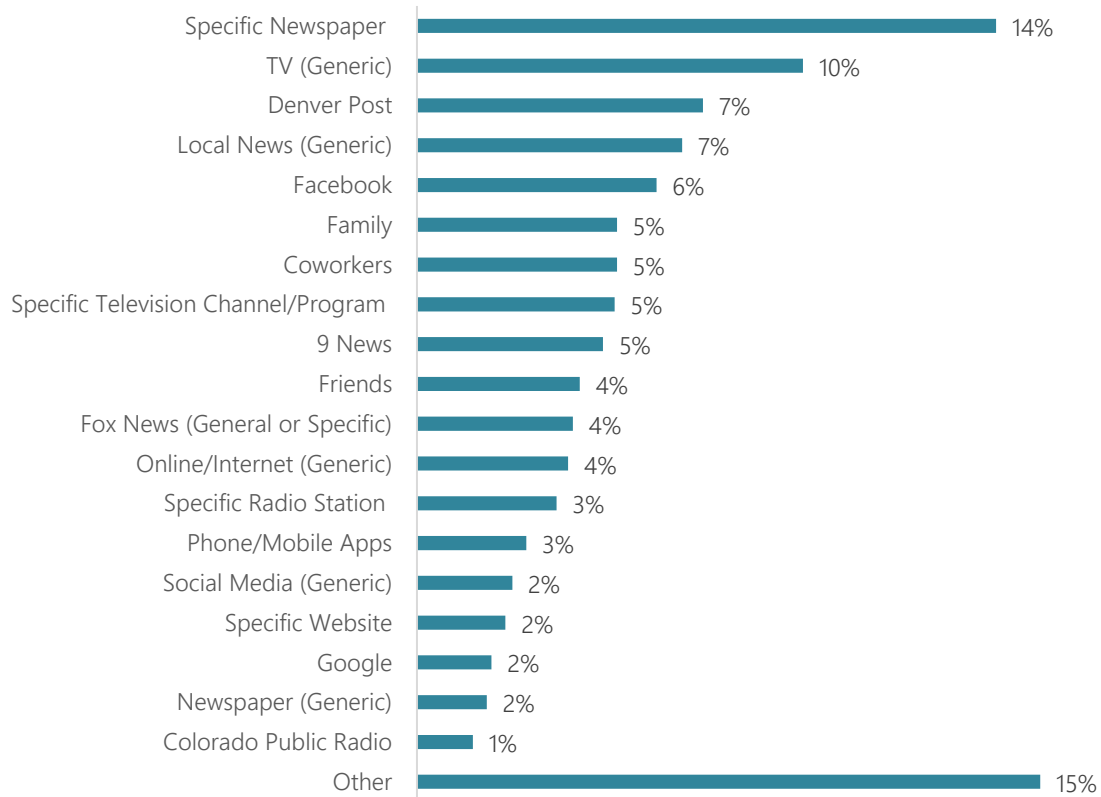
Residents were asked for the three most frequent sources they use to get information about Colorado or their community. Those open-ended responses were coded into the categories presented on this slide. The graph presents the percentage of residents who mentioned these sources in at least one of the three provided boxes.



Q15. Thinking about how you typically get information about what is happening in Colorado or your community, what are the three most frequent sources you use? Please list either formal sources like "The Colorado Tribune" or informal sources like "my coworkers."

# Specific newspapers and general TV were the most frequently mentioned first source for state and local news

First Source Mentioned for State and Local News



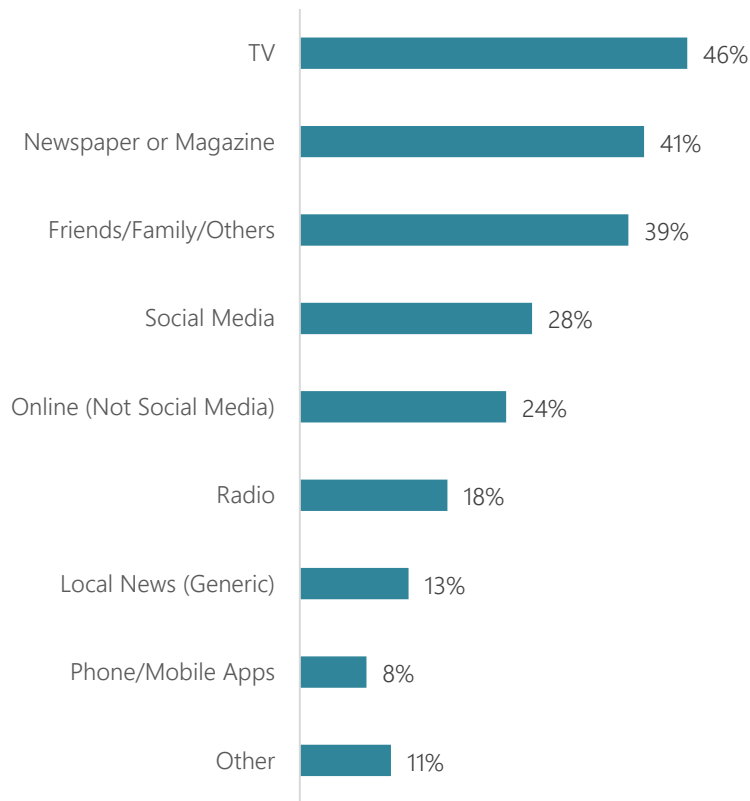
The graph on the left presents the coded responses from the first source provided to this question. The top 20 are shown.

- > Residents in the Mountain West were much more likely to mention a specific newspaper than those in the Front Range. Specifically, those in the Southwest (34%) and Northwest (30%) were much more likely than those in the Denver Metro (6%).
- > Residents 55 and older were much more likely to mention generic TV (20%) than younger Coloradans (6%).
- > Coloradans under 35 were more likely to mention Facebook (9%) and informal sources like family (8%) and coworkers (10%) than those 55 and older (3%, 2%, and 1% respectively).
- > Residents with household incomes under \$25,000 were more likely to say phone/mobile apps (6%) than others (2%).
- > Female residents were more likely to mention Facebook (9%) and family (9%) than male residents (3% and 3% respectively). Alternatively, male residents were more likely to mention the Denver Post (9%) than female residents (4%).

Q15. Thinking about how you typically get information about what is happening in Colorado or your community, what are the three most frequent sources you use? Please list either formal sources like "The Colorado Tribune" or informal sources like "my coworkers."

# When aggregated across general and specific mentions, Coloradans most frequently mentioned TV as a source for state and local news

Categories of Top Three Sources Mentioned



*The graph on the left presents the coded responses from the three sources provided to this question organized into larger categories.*

- > While there were no categories mentioned by a majority of residents, TV (46%), newspapers or magazines (41%), and friends/family/others (39%) were the most common responses.
- > Residents with a bachelor's degree were more likely to mention newspapers or magazines (49%) and radio (22%) than those without (36% and 15% respectively). Alternatively, Coloradans without these degrees were more likely to mention friends/family/others (43%) and social media (30%) than those with degrees (32% and 24% respectively).
- > Southwest (67%) and Northwest (62%) residents were much more likely to mention newspapers and magazines than residents of the Denver Metro (37%). Alternatively, Denver Metro residents mentioned TV (52%) at a higher rate than other residents (40%).

SECTION 6

# ASSESSMENT OF COLORADO'S STATE & LOCAL MEDIA

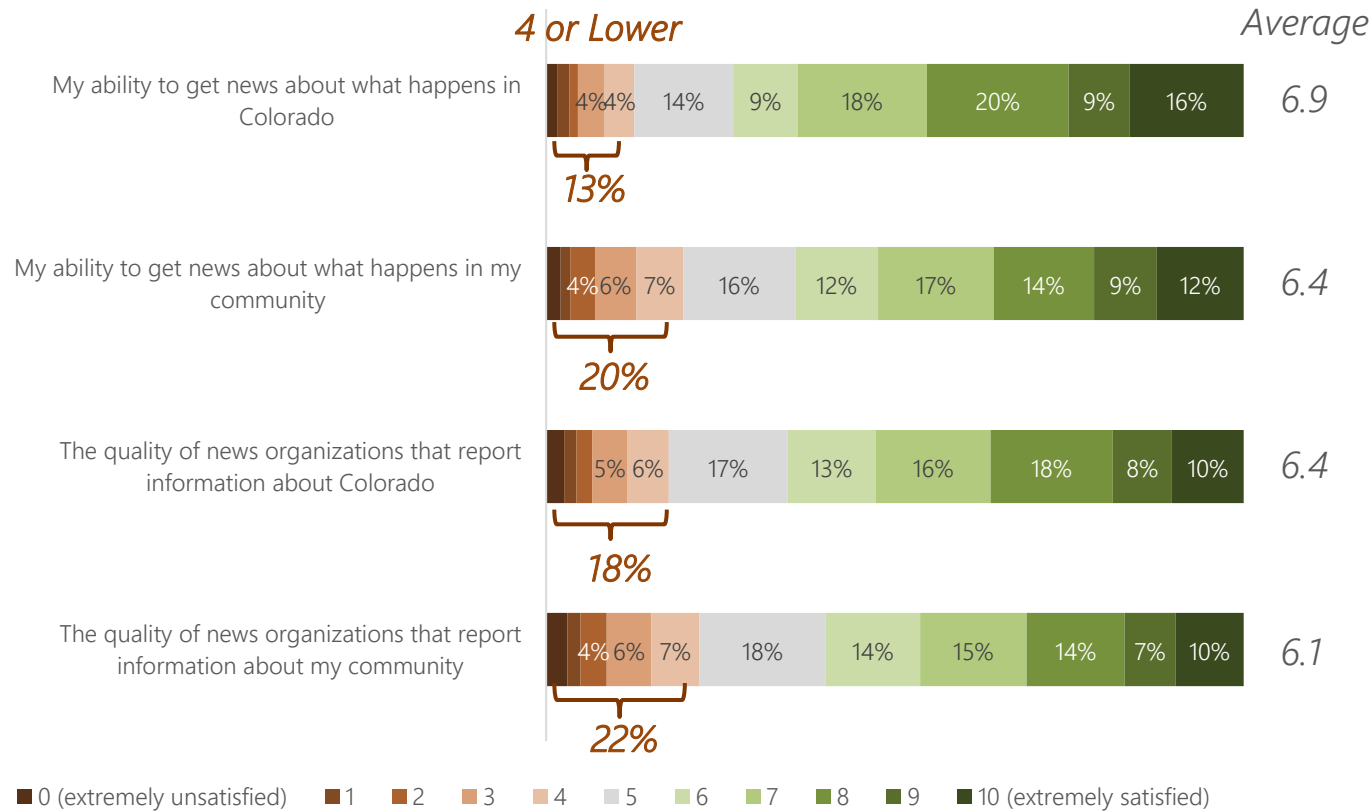


*Truthfully, I feel like they do a really good job. I think there will always be a degree of bias in the media but I think it has already improved immensely because I have seen them present multiple sides to a story.*

*-Colorado Resident*

# Coloradans were slightly more satisfied with state news than community news

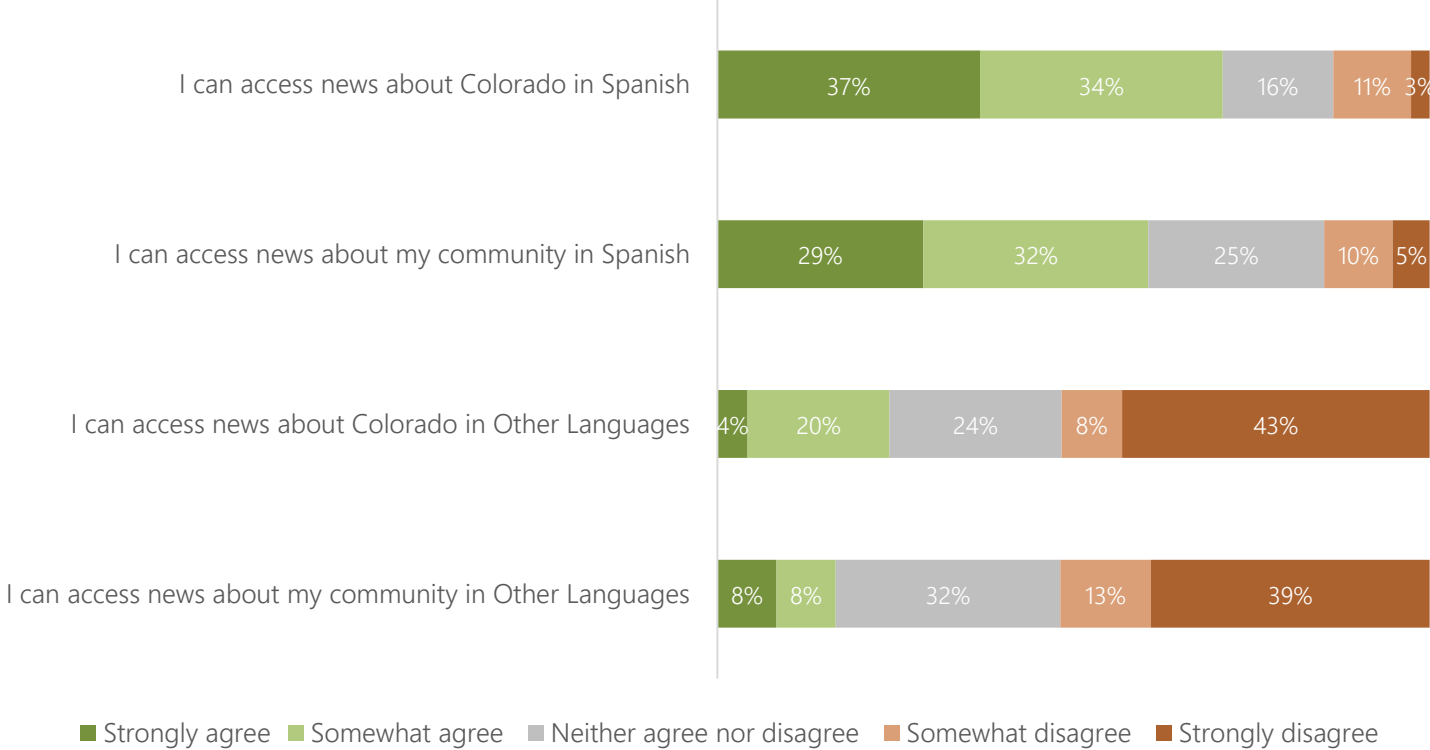
Coloradans' Satisfaction With ...



- > Coloradans gave an average score of 6.9 (from 0 to 10) in how satisfied they were in their ability to get news about what happens in Colorado. Residents gave a slightly lower score (6.4) in their ability to get news about what happens in their community.
- > On average, residents rated the quality of news organizations that report information about Colorado with a score of 6.4 and those that report community information with a score of 6.1.
- > Residents in the Pikes Peak region gave the highest ratings on average for their ability to get news about their community (6.8).
- > Coloradans in the Southwest region gave lower scores on average (5.7) for their ability to get information about what happens in the state.
- > North Central residents gave lower average scores in the quality of community media (5.5).

# Most Spanish speakers said they could access news about the state and their community in Spanish

Agreement With Ability to Access News in Spanish and Other Languages



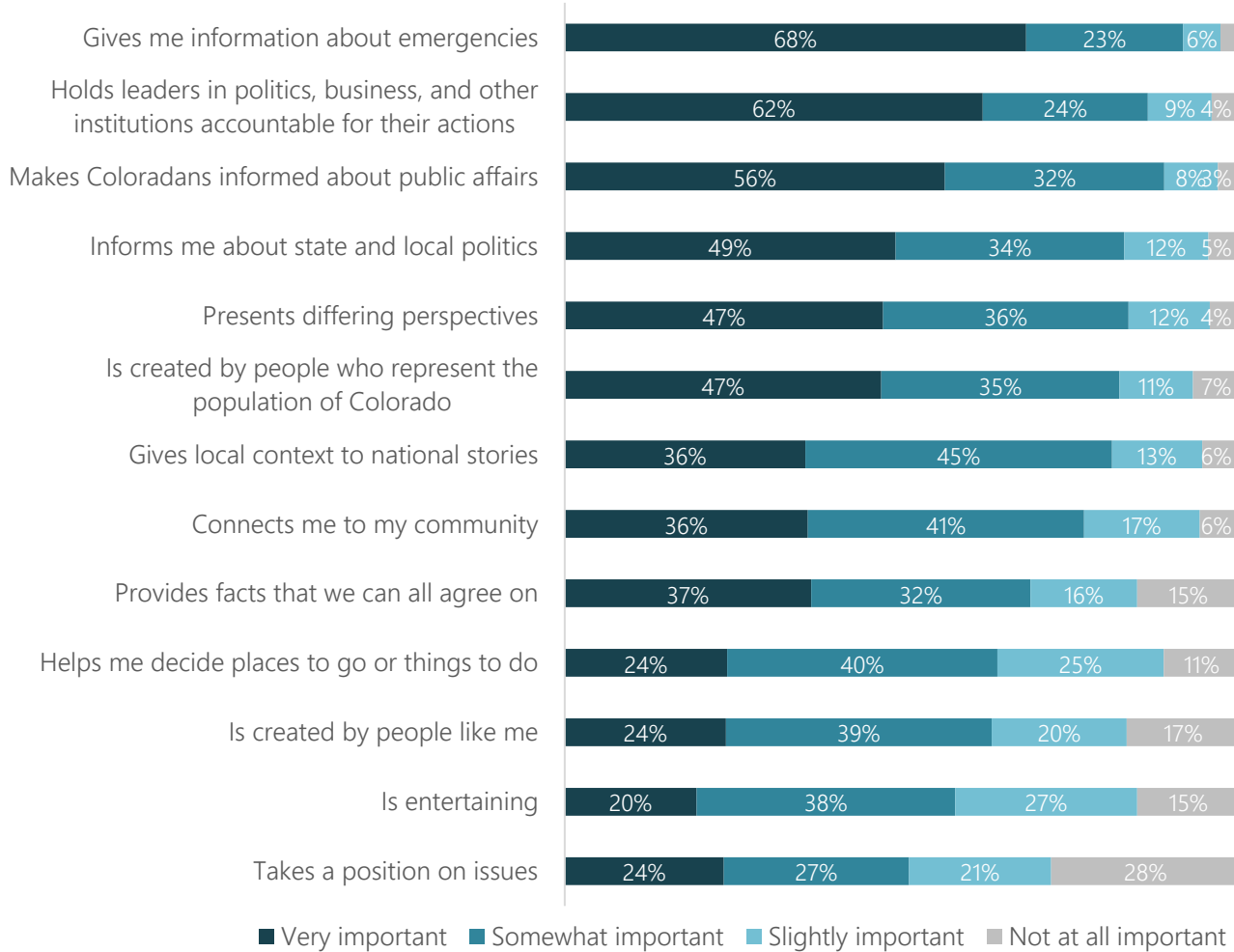
Residents who said they spoke a language other than English when at home were asked if they could access news about Colorado and their community in those languages.

- > Most Spanish speakers agreed they could access news about Colorado (71%) and their community (61%) in Spanish
- > Fewer residents who spoke other languages said they could access news about Colorado (24%) or their community (16%) in those languages. It is important to note that only 28 residents responded to these questions about speaking a language other than English or Spanish at home. This small sample size decreases confidence in these estimates.



# Residents valued getting information about emergencies the most

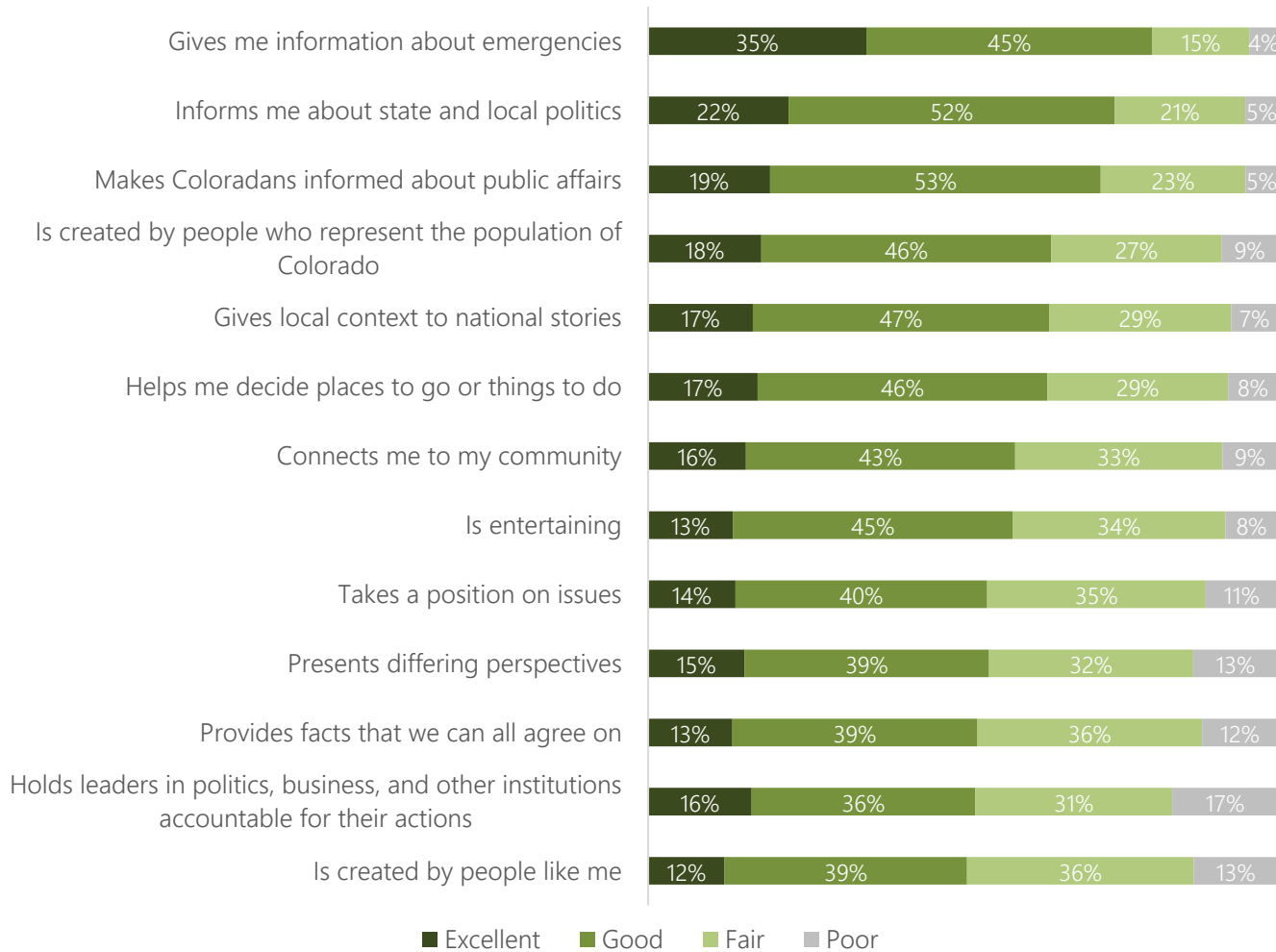
Importance That State and Local Media ...



- > About two out of three Coloradans (68%) said it was very important that state and local media give them information about emergencies. A close second was the 62% of residents who said it was very important that state and local media hold leaders in politics, business, and other institutions accountable.
- > While still ranked of lower importance overall, residents under 35 were more likely to say it was very important for state and local media to take positions on issues (30%) than those 55 and older (14%).
- > Spanish speakers were more likely to find taking positions on issues very important (38%) than English speakers (23%).
- > Coloradans of Color were more likely (43%) to say it was very important that media connects them to their community than White alone residents (32%).

# Coloradans rated media's ability to provide emergency information highly

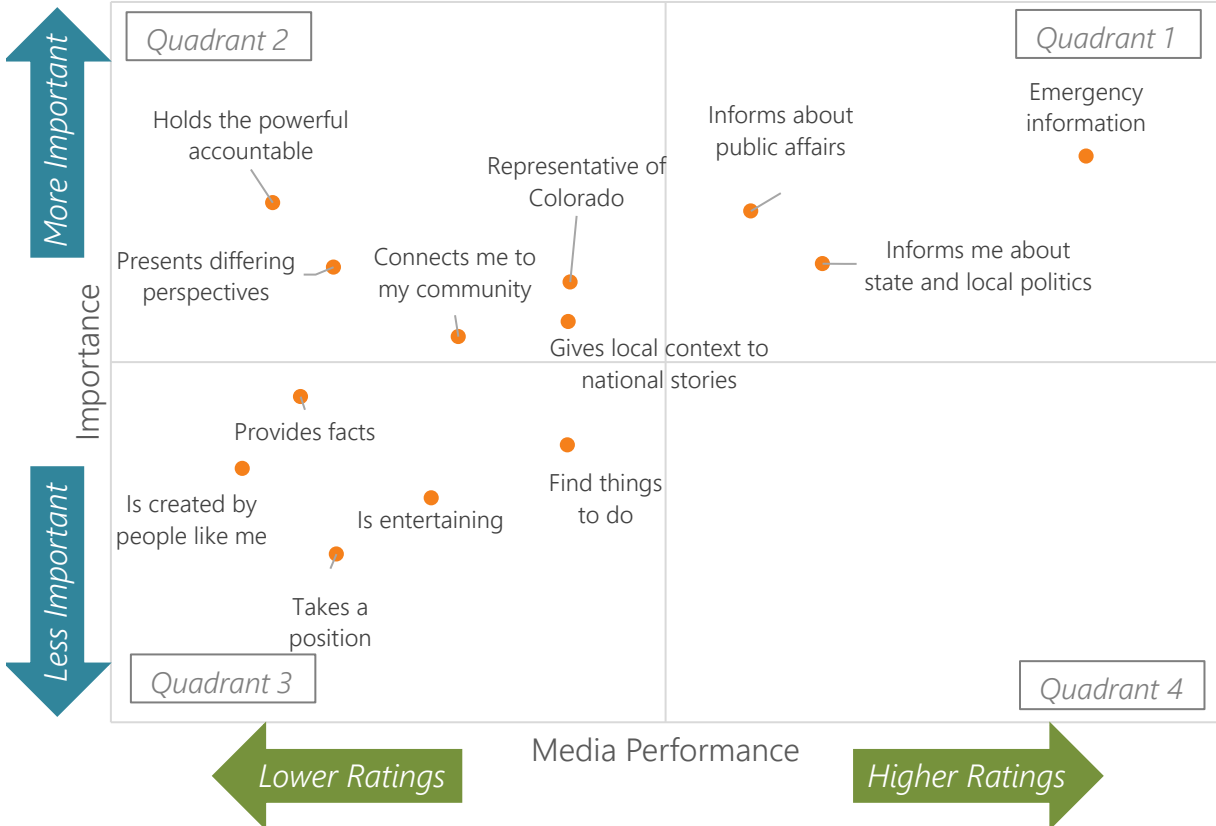
How Well Media in Colorado and Local Communities ...



- > More than one out of three residents (35%) said state and local media were excellent at giving information about emergencies and four out of five (80%) said media was good or better.
- > Residents who identified with, or leaned toward, the Democratic Party gave higher ratings for all items than those who identified with, or leaned toward, the Republican Party.
- > Residents in the Denver Metro generally rated most items higher than others, and those from the North Central region often gave lower ratings.
- > Spanish speakers and People of Color gave slightly higher ratings for the media being created by people who represent the population of Colorado than others.

# Coloradans see an opportunity for meaningful improvement in state and local media holding powerful actors accountable

Importance by State and Local Media Performance



The graph on the left plots average ratings of attribute importance on the vertical axis with average ratings of state and local media performance on the horizontal axis. The quadrants of the plot help determine relative differences in importance and performance even those these differences are often substantively small.

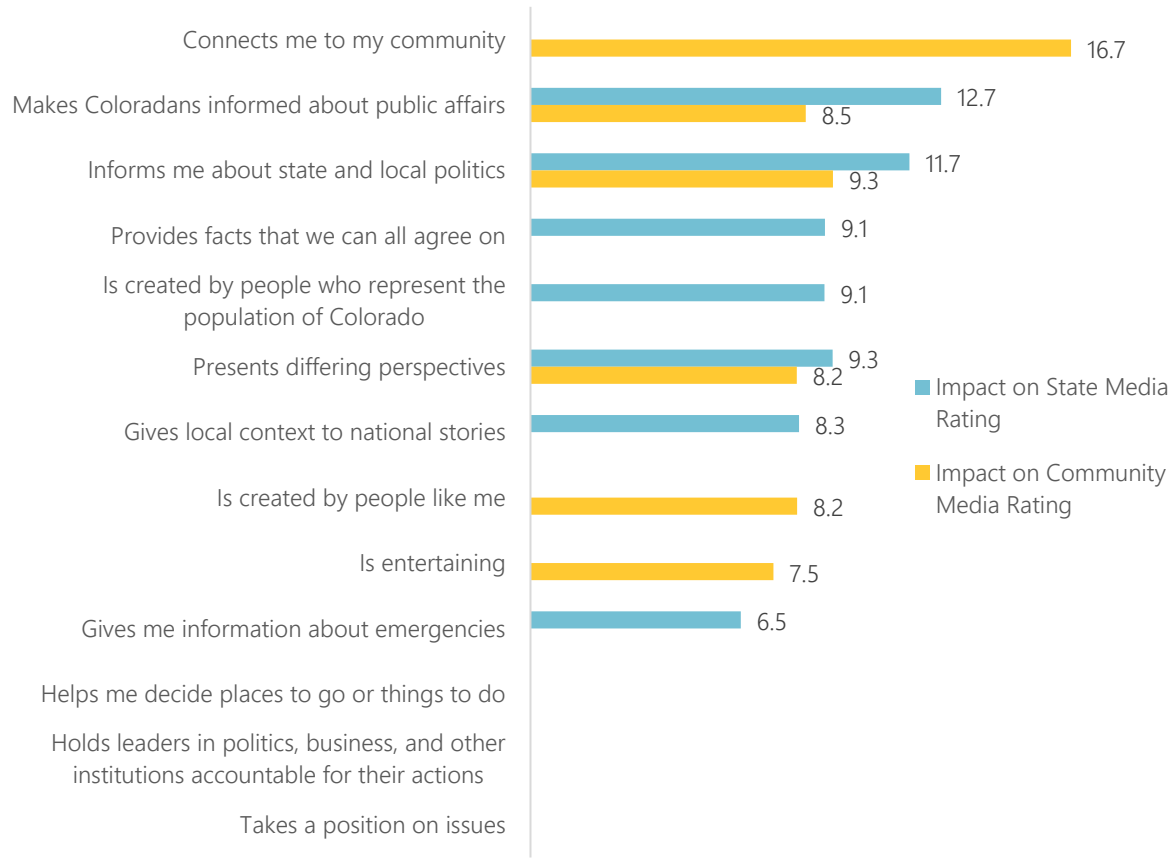
- > Quadrant 1 is populated with items that Coloradans thought were highly important and were believed to be provided relatively well by state and local media. Note that emergency information was both the most important role of media and also the area of best performance.
- > Quadrant 2 is populated with areas that residents thought were highly important but gave lower ratings to the media. These are areas where state and local media could improve in ways that provide high impact to residents.
- > Quadrant 3 holds areas of relatively low importance and performance. While Coloradans might not rate state and local media particularly well here, residents find other items to be of greater importance on the top half of the graph.

Q16. Thinking specifically about the role of the news in Colorado and your local community, how important is it that state and local media...

Q18. How well do you think the media in Colorado and your community performs in the following areas?

# Residents who said that state and local media excels at connecting them to their communities gave higher ratings of their local news organizations overall

Relative Importance on Media Attribute Ratings on Overall Ratings of State and Community News Organizations



The graph on the left presents the relationship between attribute ratings and overall ratings of state and community news organizations. Higher values indicate that those attribute ratings had a larger effect on residents' overall ratings.

Corona Insights conducted regression analysis to estimate the unique impact attribute ratings had on two key outcomes:

- > The overall rating of state news organizations (blue bars).
- > The overall rating of community news organizations (yellow bars).

A lack of a bar or bars for an attribute (as is the case for "Takes a position on issues") means the rating of this attribute did not have a unique statistical effect on how residents rated news organizations once the effects of the other attributes were accounted for.

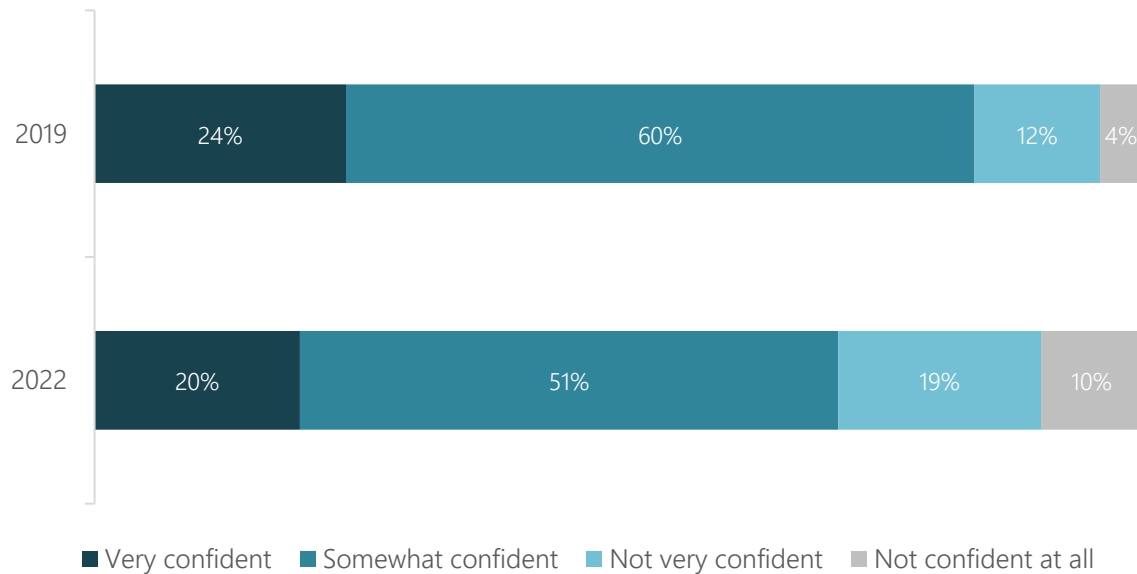
Ratings of "Connects me to my community" had a large unique effect on ratings of community news organizations but had no unique effect on ratings of state news organizations.

Q17. On a scale of 0 to 10, 0 being extremely unsatisfied and 10 being extremely satisfied, how satisfied are you overall with the following?

Q18. How well do you think the media in Colorado and your community performs in the following areas?

# While most Coloradans were at least somewhat confident in trusting local news organizations in 2022, trust decreased since 2019

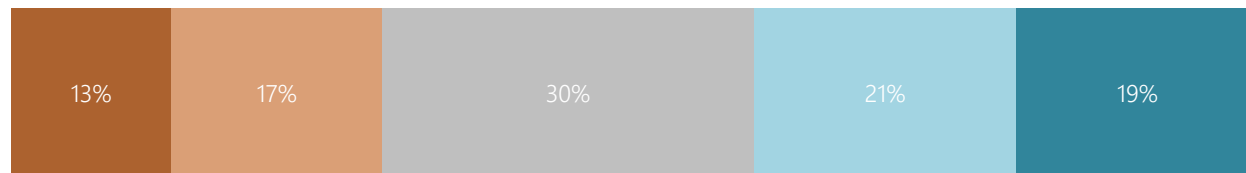
Confidence in Local News Organizations Reporting the News Fully, Accurately, and Fairly



- > One out of five residents (20%) said they were very confident in their local news organizations when it came to reporting the news fully, accurately, and fairly in 2022.
- > The percentage of Coloradans who said they were not at all confident increased from 2018 (4%) to 2022 (10%).
- > Residents identifying with, or leaning toward, the Republican Party were more likely to say they were not very confident (24%) or not confident at all (16%) than those identifying with or leaning toward the Democratic Party (16% and 4% respectively).
- > Residents of the North Central region reported lower levels of trust than others while those from the Denver Metro exhibited higher levels of trust.
- > Male Coloradans were more likely to say they were very confident (23%) than female residents (16%).

# While residents were largely split, more agreed that state and local news media is necessary for democracy to work properly

Agreement With: The State and Local News Media is Necessary for Democracy to Work Properly

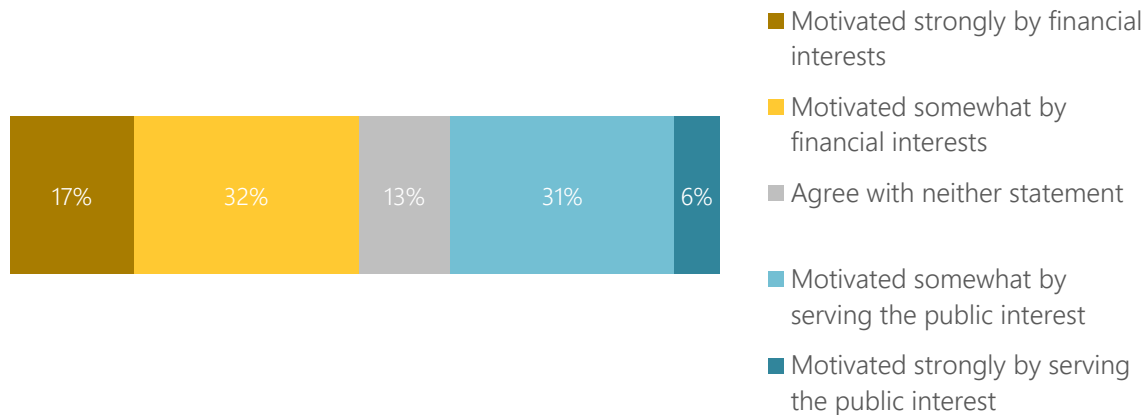


■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

- > While 40% of residents agreed with this statement, 30% disagreed.
- > Residents aged 55 and older were more than twice as likely to strongly agree with this statement (32%) than younger Coloradans (14%).
- > Coloradans identifying as White, and white alone, were more likely to agree with this statement (46%) than residents of Color (31%).
- > While most residents with a bachelor's degree (55%) agreed with this statement, only one out of three (32%) Coloradans with lower educational attainment did so.
- > Denver Metro residents were more likely to agree (44%) than those in Pikes Peak (34%) or the Southwest region (24%).
- > Finally, Democrats agreed at a higher rate (46%) than Republicans (35%).

# About half of Coloradans said that state and local news organizations were motivated by financial interests

Coloradans Perceptions of State and Local Media's Motivations



*Residents were asked whether they thought state and local news organizations were, first and foremost, businesses motivated by financial interests, or civic organizations motivated by serving the public interest.*

- > While residents were largely split between these two descriptions, a greater share said state and local news were primarily motivated by financial interests (49%) than by serving the public interest (37%).
- > Residents in the target market were more likely to strongly agree state and local news were motivated by the public interest (11%) than the addressable, non-paying market (3%).
- > Spanish speakers were more likely to say media was motivated by the public interest (54%) than English speakers (37%).
- > Coloradans of Color were more likely to say media was motivated by the public interest (47%) than those identifying as White alone (33%).

# Most residents felt at least somewhat confident in participating in various aspects of the political process



- > While most residents felt at least somewhat confident in participating in various aspects of the political process, there were significant portions of the state that felt not very, or not at all, confident.
- > Across all items, Coloradans who identified with, or leaned toward, the Democratic Party felt more confident than Republicans.
- > Residents 55 and older felt more confident in voting for ballot initiatives than younger Coloradans. Alternatively, they felt less confident in knowing the best ways to get involved to make a difference than younger residents.
- > Coloradans of Color felt more confident in knowing the best ways to get involved to make a difference than residents who identified as White alone.
- > Residents with household incomes under \$25,000 a year said they felt less confident in voting for ballot initiative or voting for candidates that would deliver desirable outcomes than those with higher incomes.

Q23. When it comes to information about politics and local government in your community, would you say you feel very confident, somewhat confident, not very confident, or not confident at all about knowing each of the following?



SECTION 7

# INCREASING TRUST & DESIRED IMPROVEMENTS

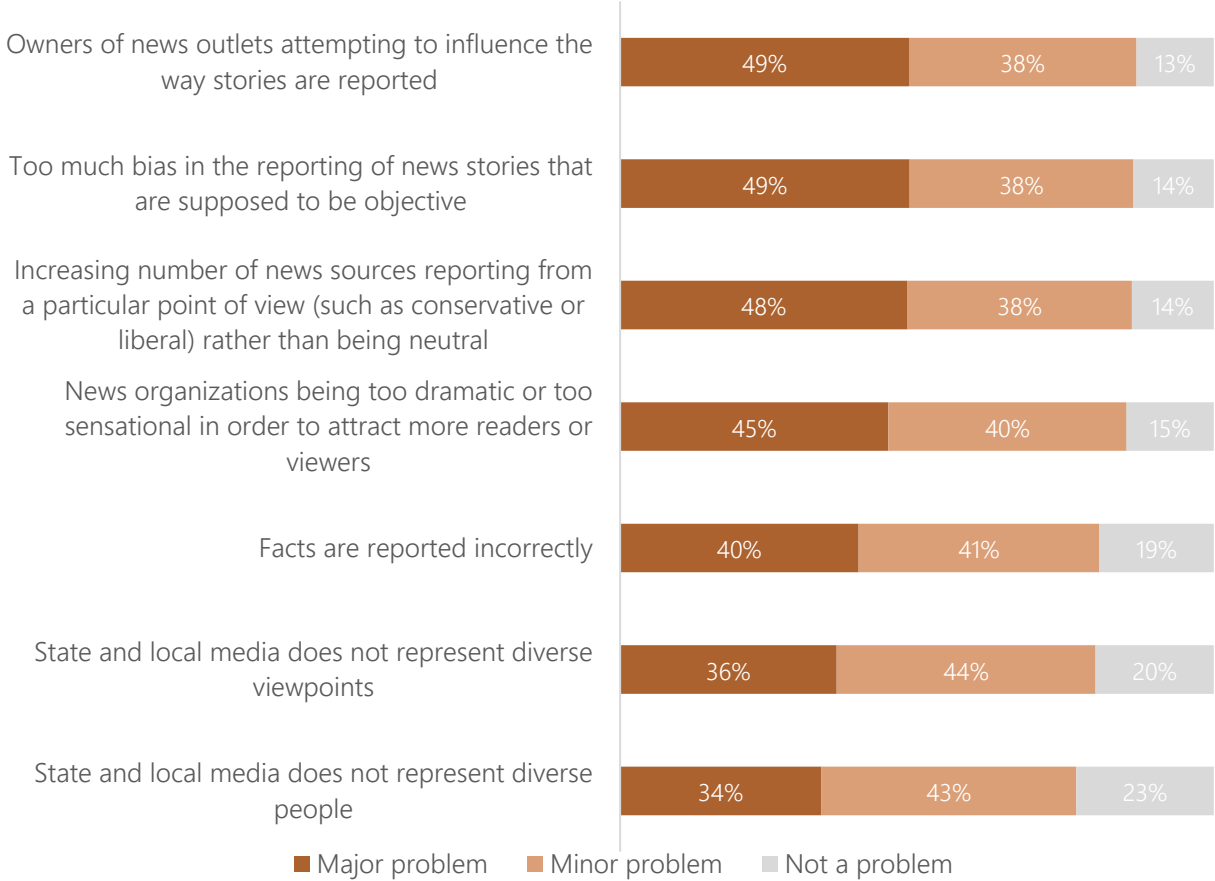


*They [state and local news] need to be unbiased and just give the facts and stop giving their personal opinions about things that are happening. Stop allowing them to share their thoughts on the matter and bringing in people that are known to sway a particular way.*

*-Colorado Resident*

# Residents perceived a series of problems with state and local news coverage

Problems in State and Local News Coverage

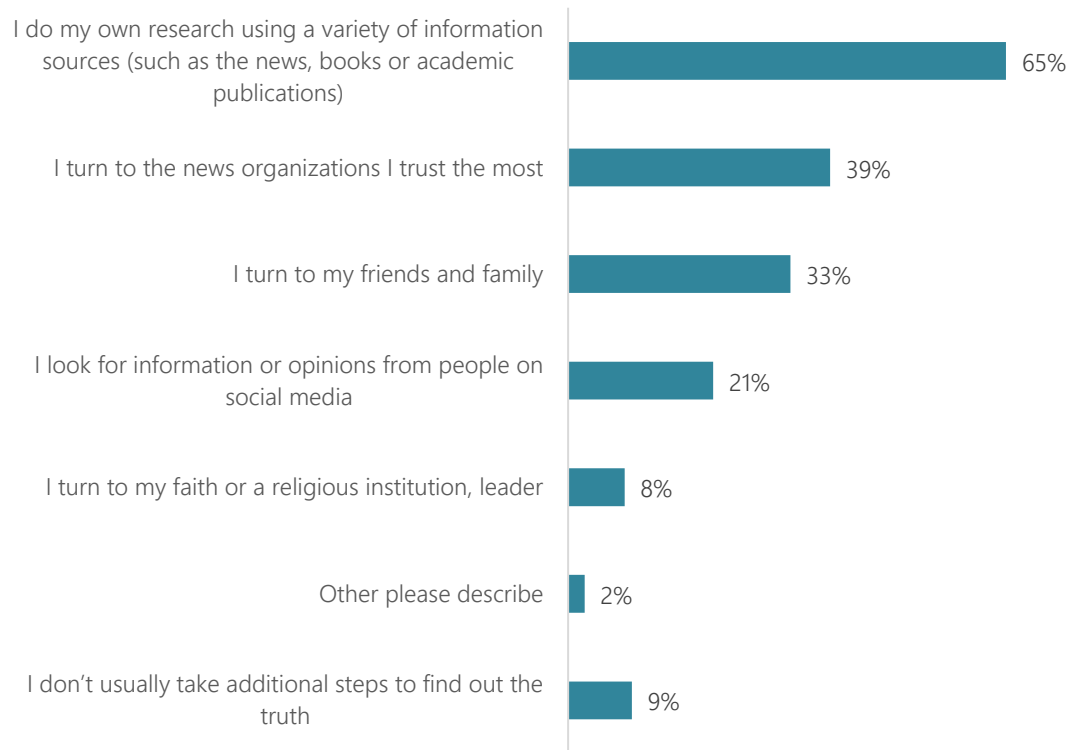


- > Nearly half of Coloradans described the top four items in the graph on the left as a major problem with state and local news coverage today.
- > Residents 55 and older were less likely to say that facts being reported incorrectly was a major problem (32%) than younger residents (43%). Additionally, younger residents were more likely to say a lack of representation of diverse viewpoints (39%) and diverse people (37%) was a major problem than those 55 and over (30% and 26% respectively).
- > Residents identifying with, or leaning toward, the Republican Party were more likely than Democrats to say all items were major problems except for representation of diverse people. Here, Democrats were more likely to say this was a major problem (37%) than Republicans (30%).

Q21. Would you say each of the following is a major problem, minor problem, or not a problem with state and local news coverage today?

# Most Coloradans said they do their own research using a variety of information sources when they doubt the veracity of state and local news

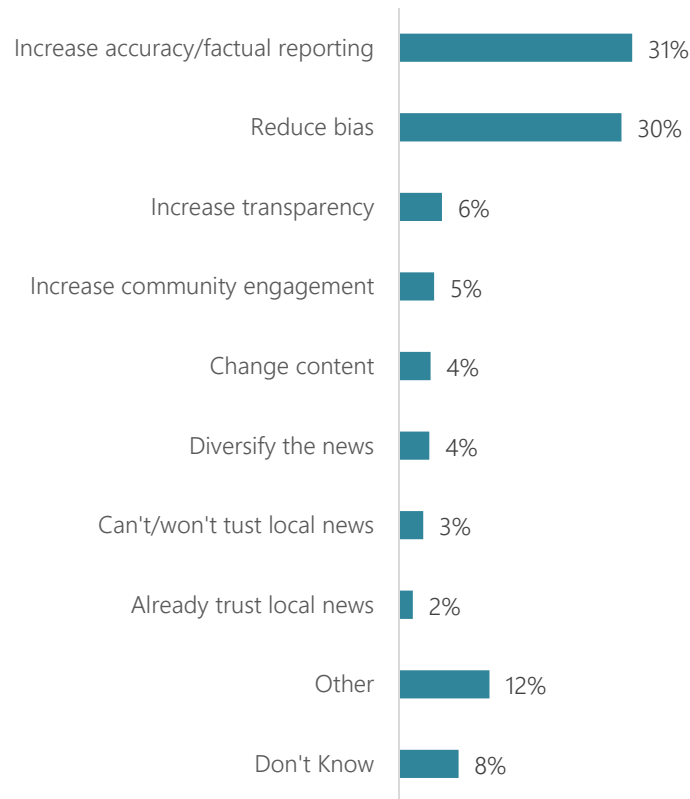
Steps Taken When Unsure About Truth of State and Local News



- > Nearly two out of three residents said they do their own research when they are unsure of something in state and local news and want to find out the truth.
- > Coloradans 55 and older were more likely to say they turn to the news organization they trust most (48%) than younger residents (37%).
- > Alternatively, residents under 35 were more likely to turn to friends and family (44%) or look for information on social media (30%) than older residents (27% and 17% respectively).
- > Coloradans of Color were more likely to look for information on social media (28%) than those identifying as White alone (18%).
- > Spanish speakers were more likely to look for information on social media (33%) than English speakers (21%).
- > Republican residents were less likely (33%) than Democrats (44%) to say they turn to news organizations they trust the most and more likely to say they turn to faith leaders (12% among Republicans and 6% among Democrats).

# Residents said increasing accuracy of reporting and reducing bias were the most important actions local news organizations could take to increase trust

Top Actions to Increase Trust in Local News Organizations

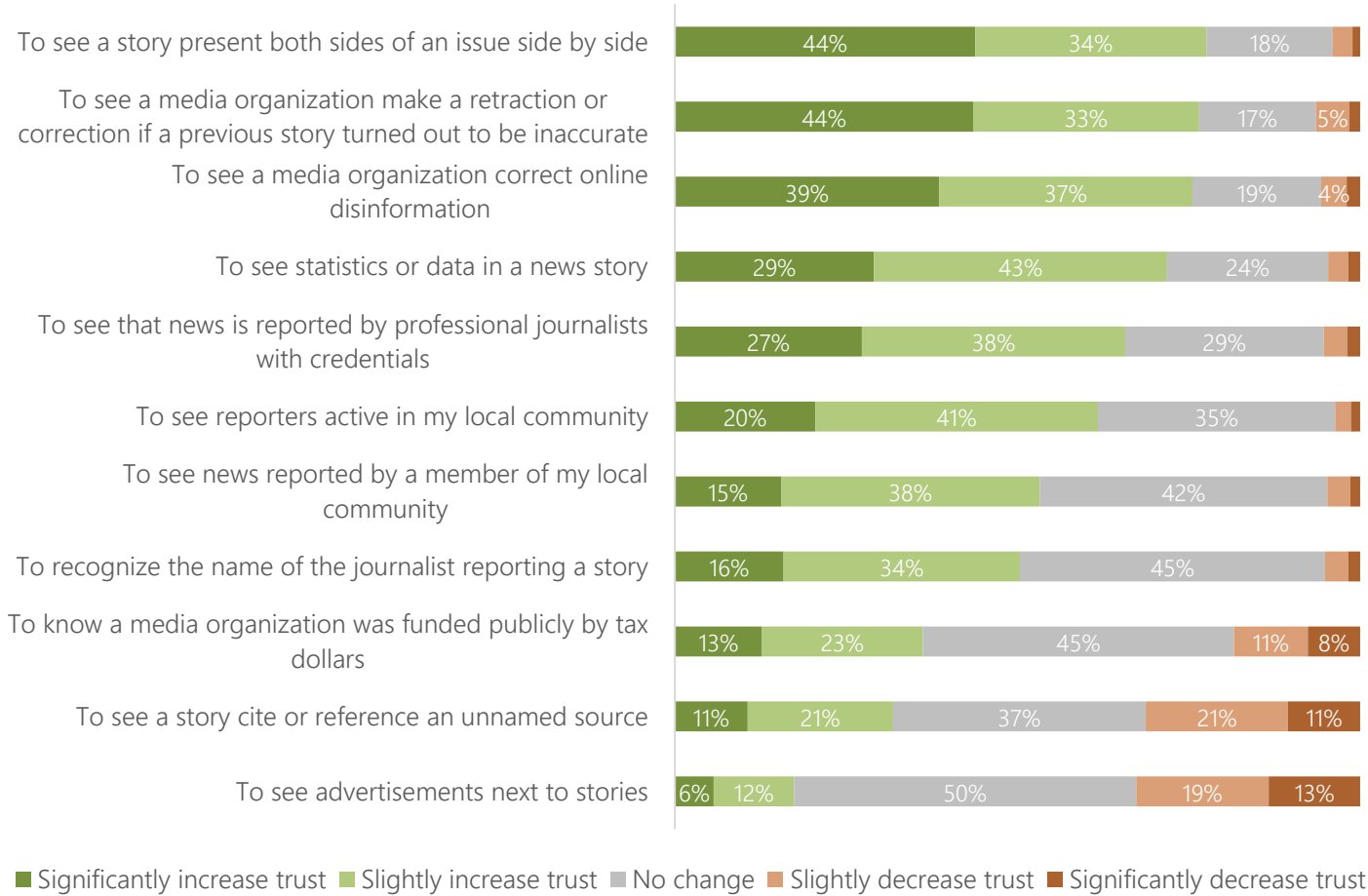


Residents were asked an open-ended question of the most important action state and local news organizations could take to increase their trust. The graph on the left presents the coded responses to this question.

- > The most common actions mentioned were increasing accuracy/factual reporting (31%) and reducing bias (30%).
- > Black or African American Coloradans were more likely to say increasing community engagement (11%) or diversifying the news (10%) were the most important actions for trust than those who identified as White alone (3% and 3% respectively).
- > Republicans were more likely to say reducing bias was the most important action (36%) than Democrats (25%).
- > North Central residents were more likely than others to say reducing bias was key (40%) and Coloradans from the Southwest were more likely to say increasing community engagement was the most important (13%).

# Coloradans said seeing stories presenting both sides of an issue or retractions/corrections would increase trust in news organizations

Impacts on Trust in State and Local News Organizations

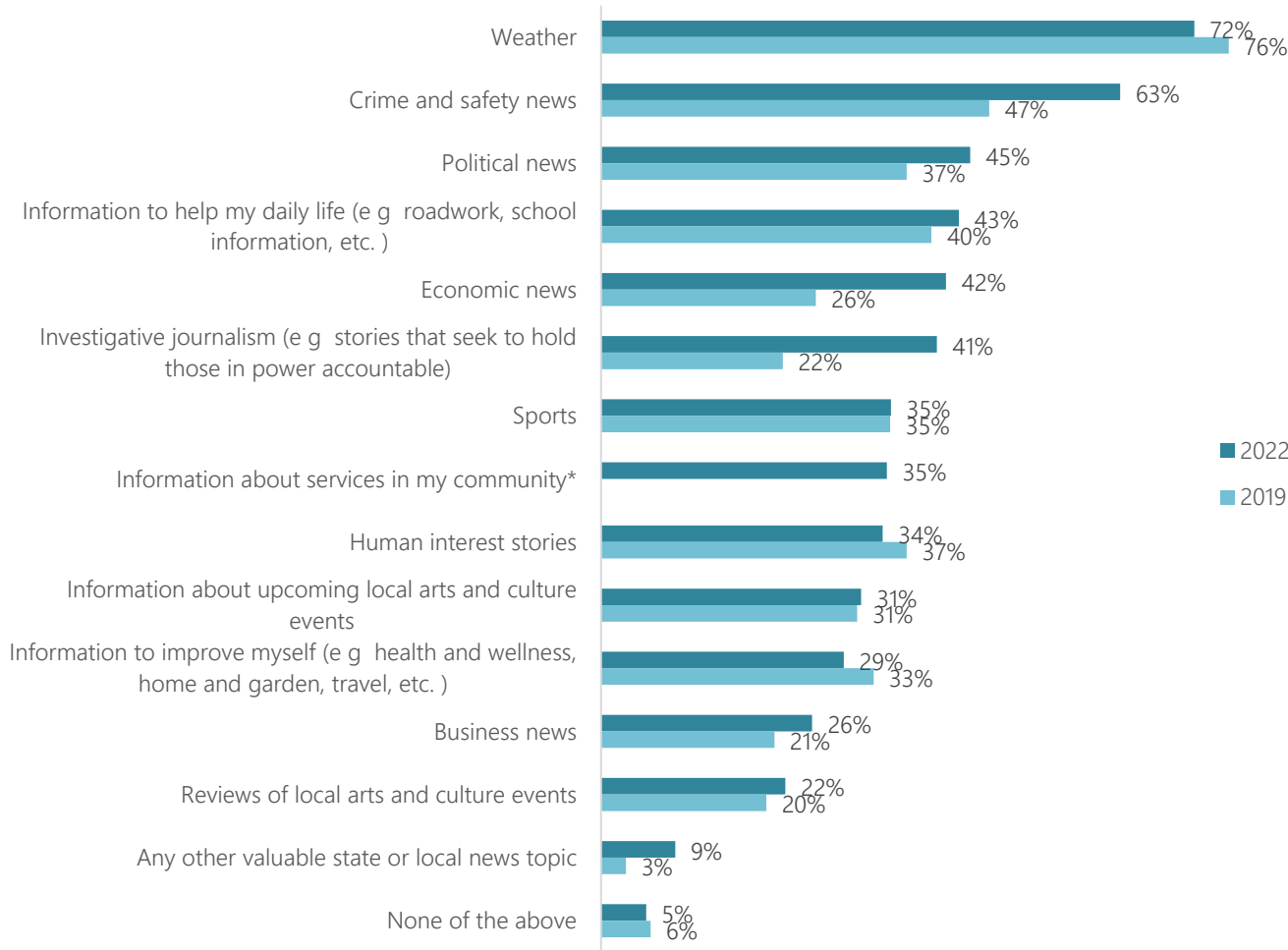


Residents were presented with a series of scenarios related to state and local media and asked how these situations would change their trust in news organizations.

- > The top three actions to improve trust were:
  1. To see a story present both sides of an issue side by side
  2. To see a retraction or correction if needed
  3. To see a correction of online disinformation
- > Residents of Color were more likely to say seeing reporters active in their community (26%) or recognizing the name of journalists (20%) would significantly increase trust than White alone residents (18% and 13%).
- > Republicans were twice as likely (26%) as Democrats (13%) to say knowing an organization was publicly funded would decrease their trust.

# Coloradans were most interested in weather and crime/safety news in 2022

State and Local News Topics Coloradans Regularly Keep up With

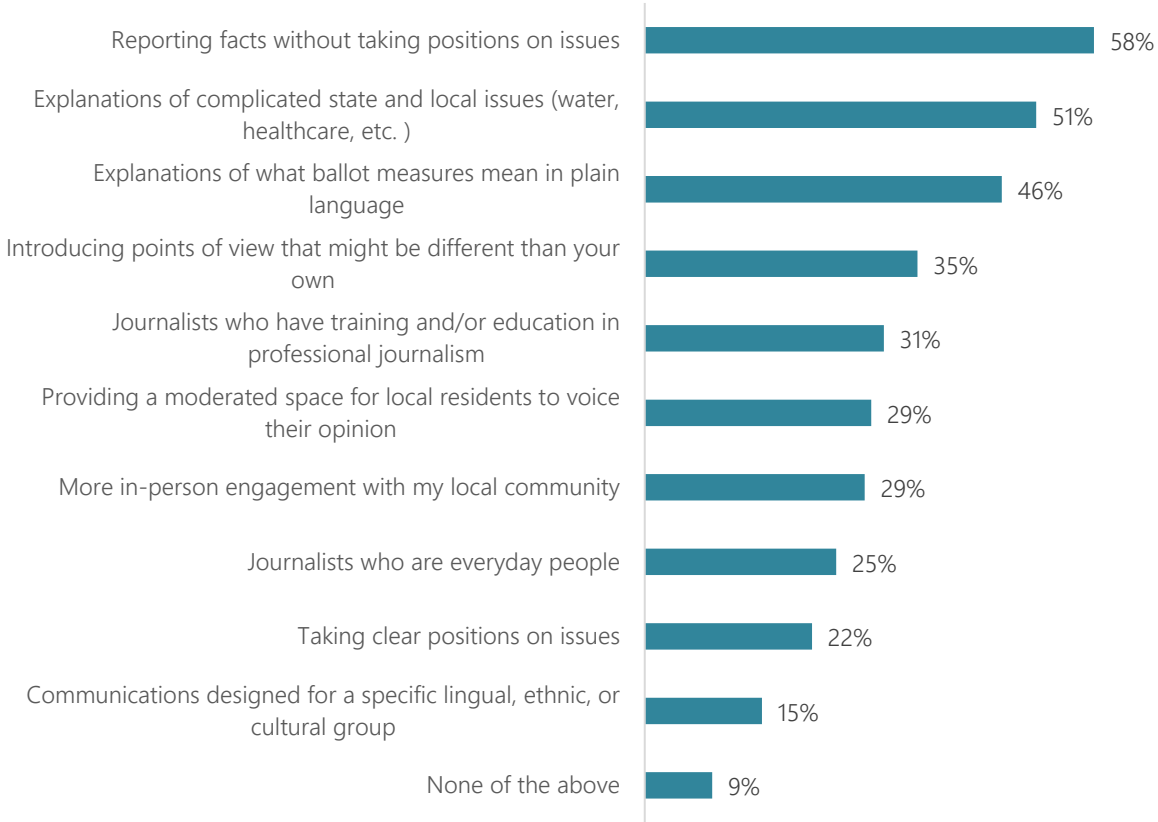


- > From 2019 to 2022, Coloradans expressed notably greater interest in crime and safety news (47% to 63%), economic news, (26% to 42%), and investigative journalism (22% to 41%).
- > Residents in the addressable, non-paying market were more likely to be interested in crime and safety news (69%) than the target market (63%).
- > Coloradans with bachelor’s degrees were more likely to express interest across topics besides crime and safety news, where those without these degrees expressed greater interest (65% and 59%).
- > Front Range residents were more likely to say they were interested in political news (46%) and business news (27%) than other Coloradans (38% and 20% respectively).

Q27. Which of the following local or state news topics do you regularly keep up with? Consider only state or local news, not national or international news. Please select all that apply. *Information about services in my community was not asked in 2019.*

# Most residents said they wanted to see state and local media report facts without taking positions on issues

What Coloradans Want to See More of in State and Local Media



- > When asked what they would like to see more of in state and local media, most Coloradans said they wanted reporting of facts without taking positions on issues (58%) compared to 22% that wanted to see clear positions on issues.
- > Eastern Plains residents were more likely (40%) than others (28%) to say they wanted to see more in-person engagement with their local community.
- > Residents in the addressable, non-paying market were more interested in reporting facts without taking positions (63%) and providing a place for local residents to voice their opinions (34%) than the target market ( 55% and 26% respectively).
- > Spanish speakers were more likely (30%) to say they wanted to see communications designed for specific lingual, ethnic, or cultural groups other than English speakers (15%), as were People of Color (23%) when compared to White alone residents (11%).

Q28. Which of the following would you like to see more of in state and local media? Please select all that apply

SECTION 8  
**APPENDIX**

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## SURVEY INSTRUMENT

- Corona Insights developed this survey instrument in tandem with Colorado Media Project. Corona solicited feedback from CMP's stakeholders and developed the survey through multiple iterations of drafts and discussion with CMP. The survey instrument drew inspiration from:
  - Gallup/Knight Foundation (2020). [American Views 2020: Trust, Media, and Democracy](#).
  - Corona Insights/Colorado Media Project (2019). [Survey of Arts Access and News Media](#).
  - Boston Consulting Group/Colorado Media Project (2018). [Colorado Media Project Detailed Survey Analysis](#).
- The survey was designed to require no more than 15 minutes to complete, and the actual median time was 13.6 minutes

## RESEARCH MODE & SAMPLING

- This survey was conducted online, and respondents were drawn from an online research panel. Respondents were sampled in such a way as to be reflective (though not technically representative) of the general population ages 18 or older of the state of Colorado. Respondents were screened in order to ensure that they met the survey's age and location criteria. Respondents could take the survey in English or Spanish. Additional quality control checks were used to identify poor quality responses (i.e., a red herring question and review of completed surveys for speed and out of geography IP addresses, and nonsense responses.)
- In total, 1,814 surveys were collected for analysis. Margins of error technically do not apply to panel surveys given that this approach does not use a truly random sample for obtaining respondents. However, readers can generally assume that findings for the total in this report are very strong (with margins of error that would be roughly  $\pm 2.4\%$  had a probability sample been used), while findings for individual segments are more moderate in their reliability. This margin of error reflects the effective sample size from the adjustments of the weighted data.
- Corona Insights employed statistical weights to make results more representative of the state's population. Data were weighted to reflect the adult population of Colorado in terms of age, gender, and region based on the most recent data from the US Census' American Community Survey. With these weights, the data also reflect the state's population in terms of race/ethnicity, partisanship, and other key demographics.

## EXECUTION

- Surveys were completed between July 7<sup>th</sup> and 29<sup>th</sup>, 2022.

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