ATTITUDES TOWARD STATE & LOCAL MEDIA

STATEWIDE SURVEY 2022

COLORADO MEDIA PROJECT

Research by: CORONA INSIGHTS

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

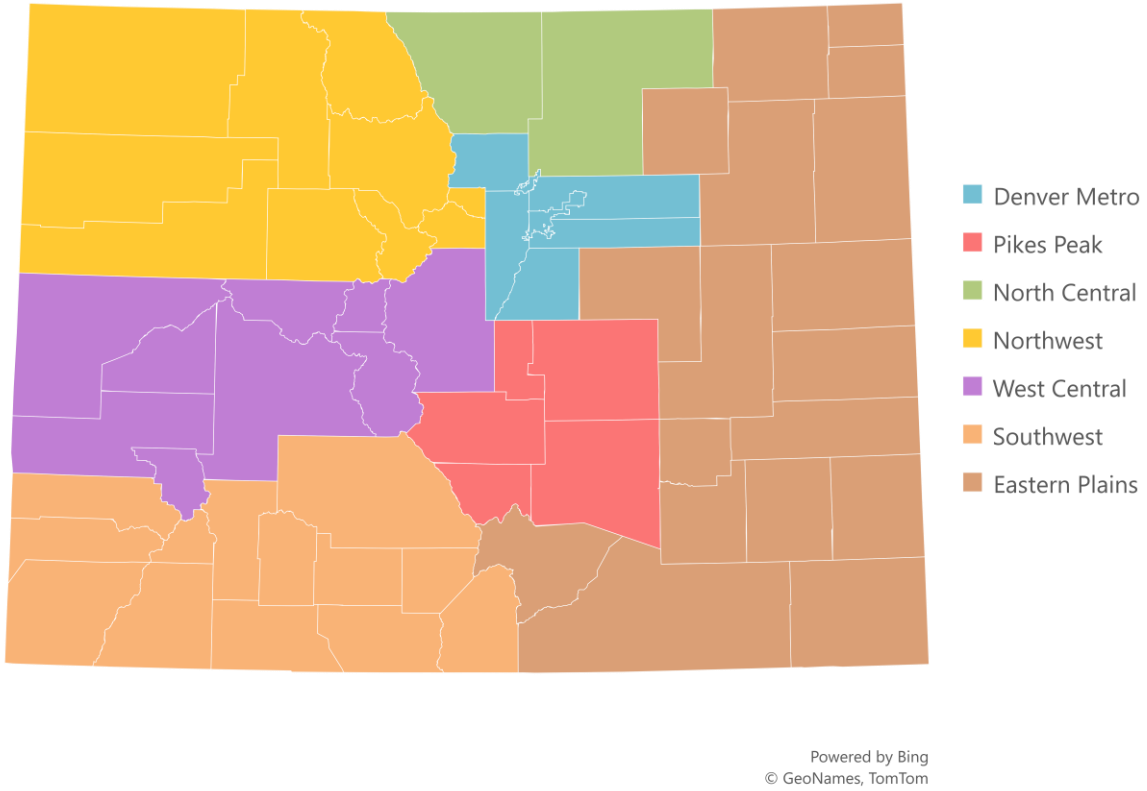
Understand **patterns in consumption** by source, mode, and content

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

Survey Geography



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
Total	**1,814**

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.

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

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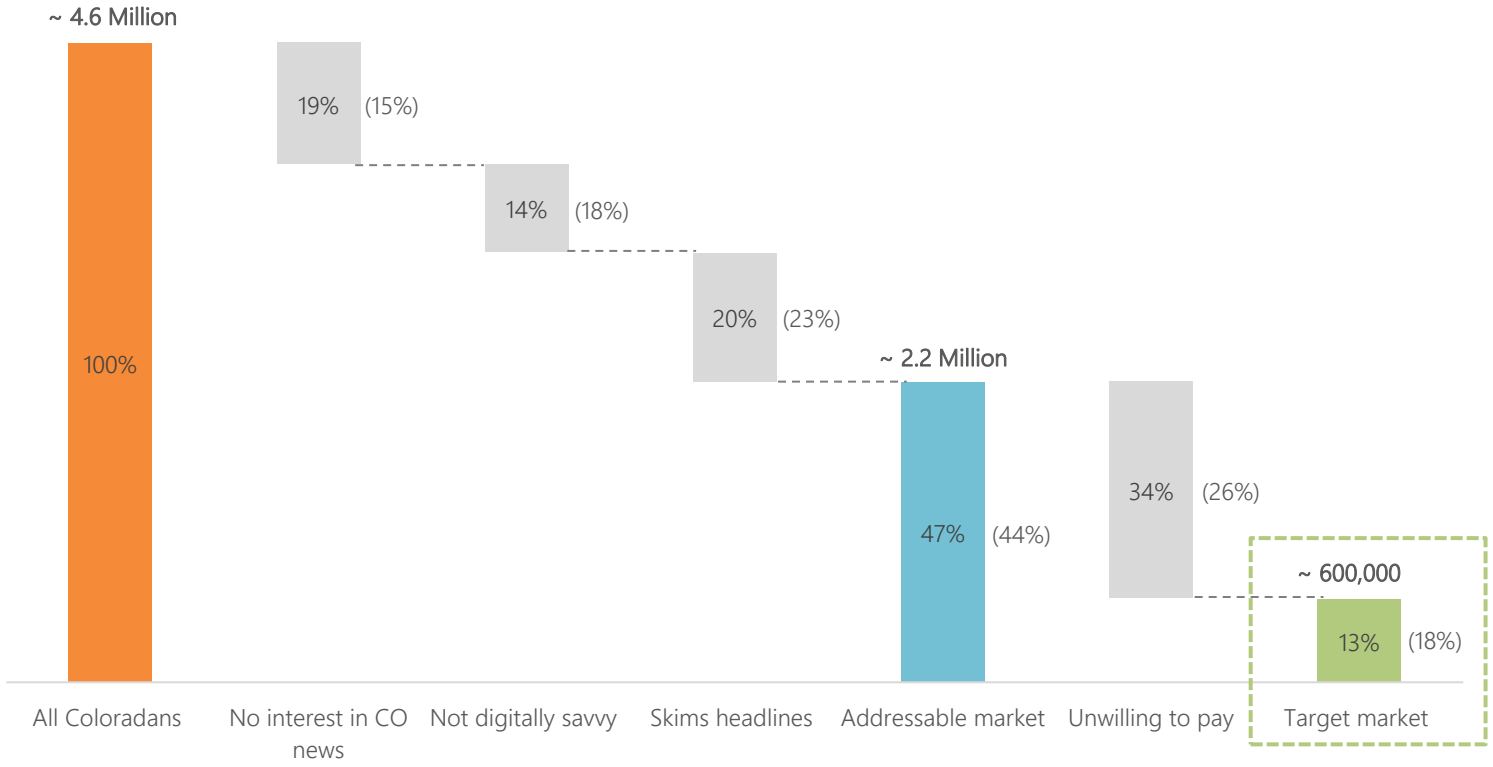
Defining the Addressable and Target Markets From the Adult Colorado Population Overall *(2018 Percentages Shown in Parentheses)*



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?*

Coloradans most frequently consume information on mobile phones

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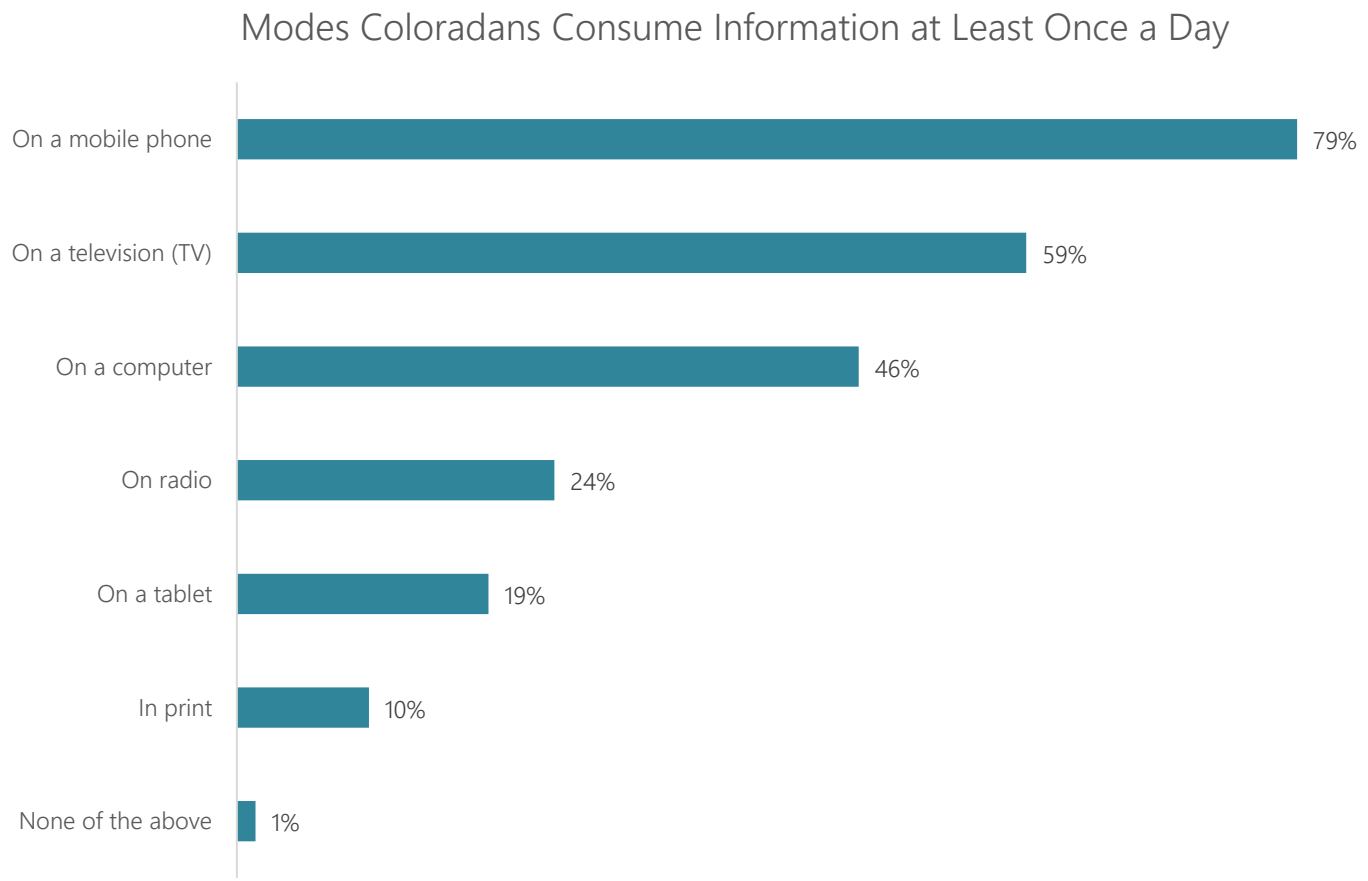

Q8. Which of the following ways do you consume information at least once a day? Please select all that apply

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.

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

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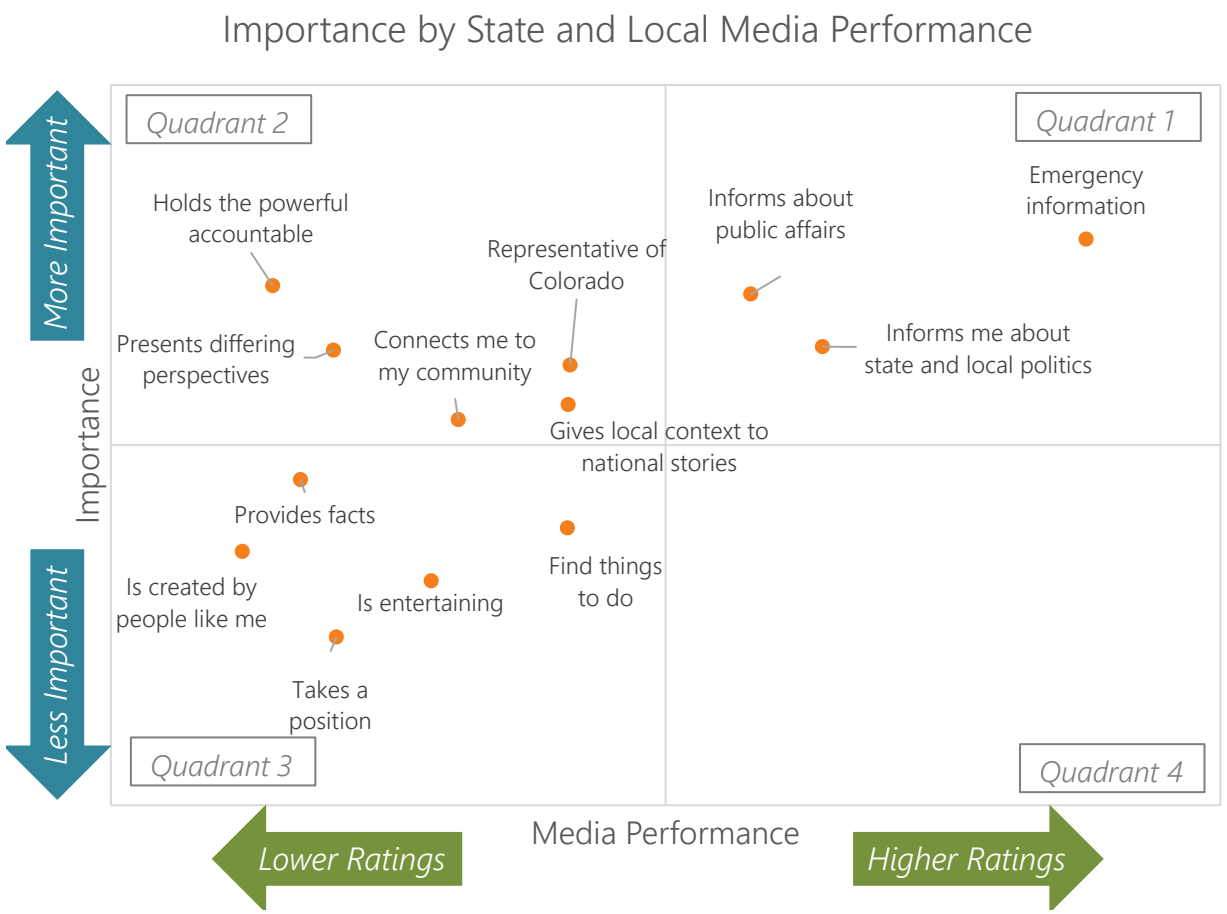

The graph on the left plots average ratings of attribute importance on the vertical axis with average ratings of state and local media performance on the horizontal axis. The quadrants of the plot help determine relative differences in importance and performance even those these differences are often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

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.

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

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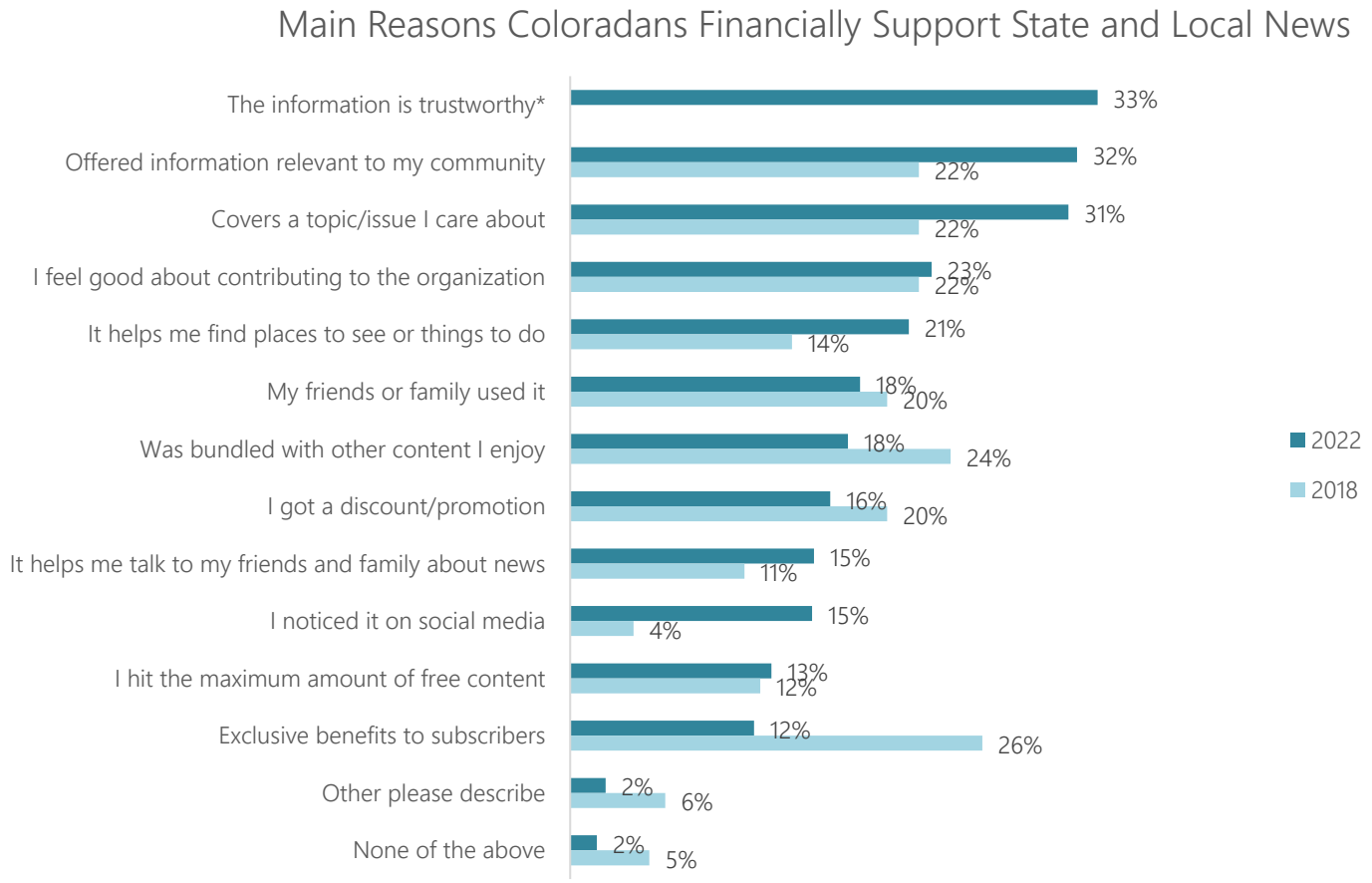

Q11 For the state and/or local news outlets you pay for, what are the main reasons you pay for them? Please select all that apply. * *The information is trustworthy was added to the 2022 survey*

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

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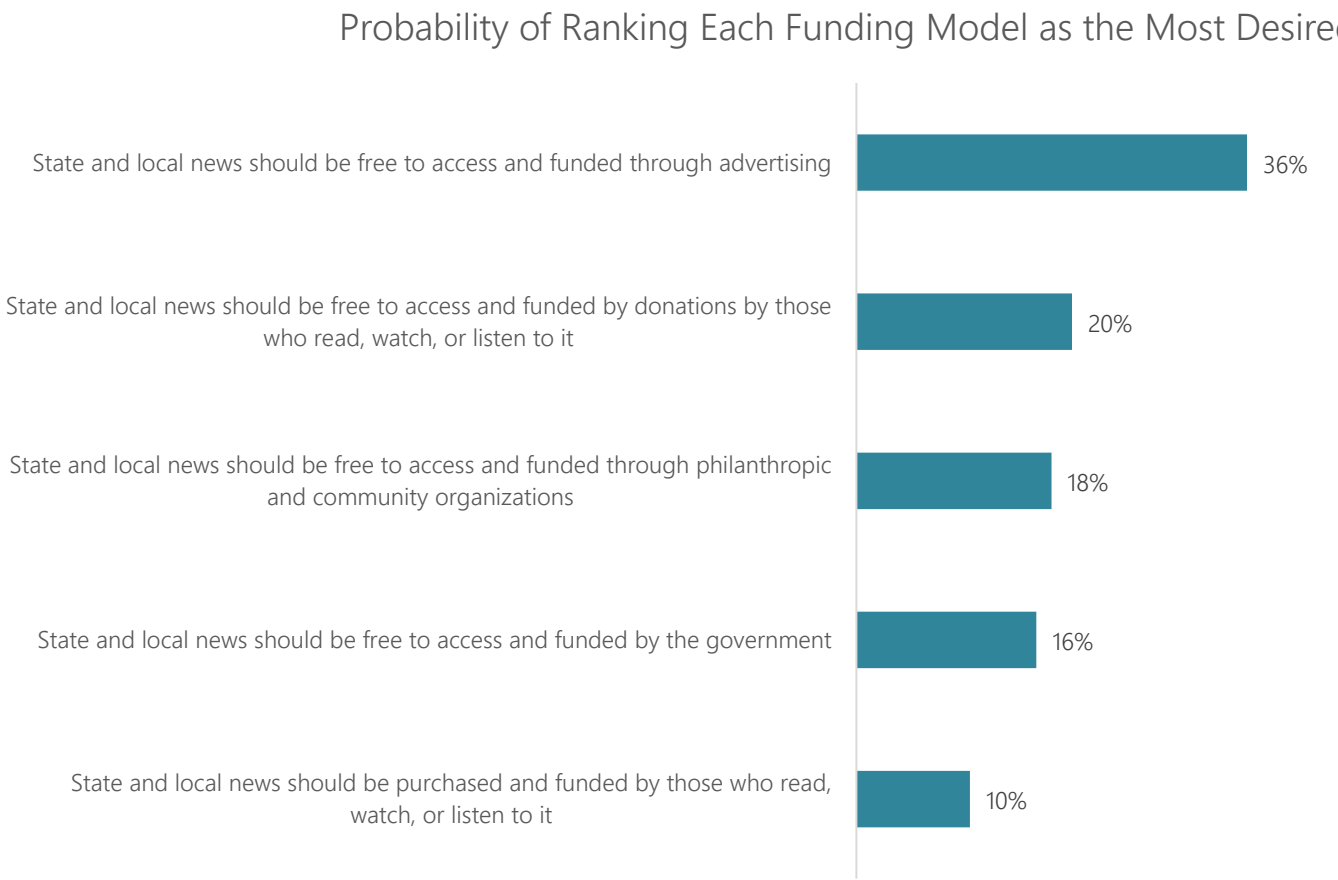

Q12. There are many different ways state and local news organizations can earn money or receive funding. Please rank the ways you think state and local news should be funded. Rank the way you think is the best as number 1, the second best as number 2, and so on.

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.

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

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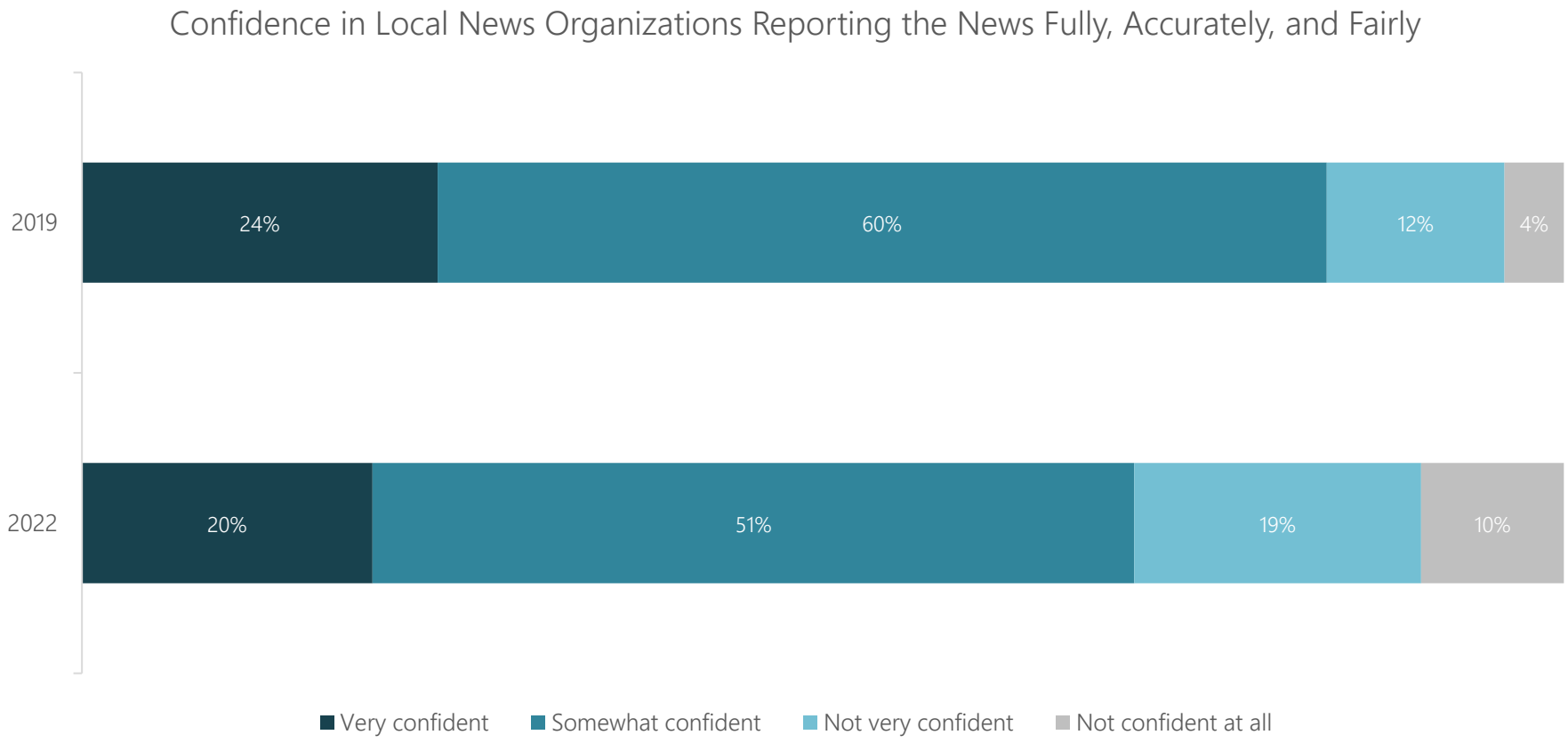

Q19. How much trust do you have in your local news organizations when it comes to reporting the news fully, accurately, and fairly?

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

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

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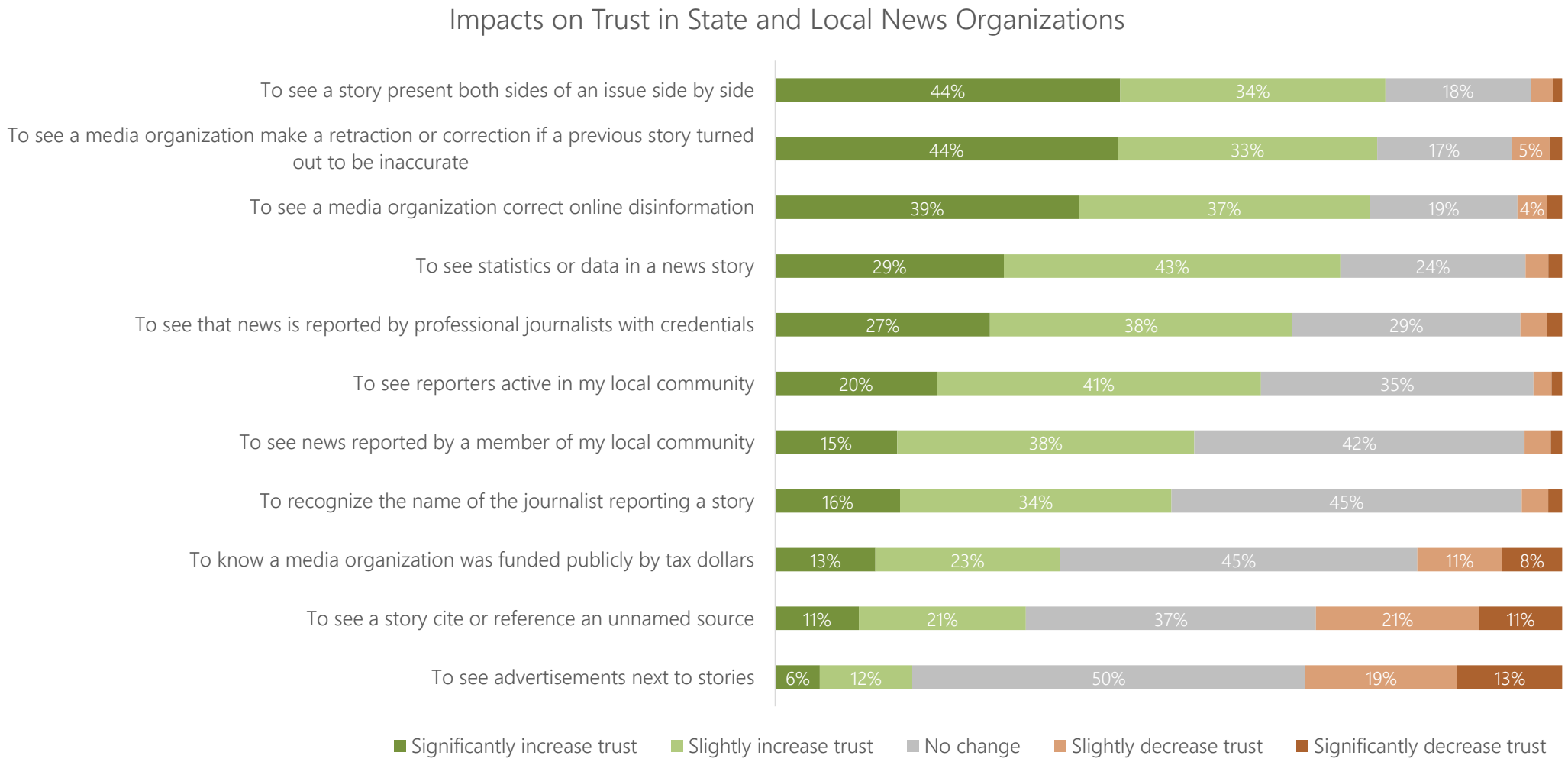

Q25. How would the following change your trust in state and local news organizations, if at all?

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.

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

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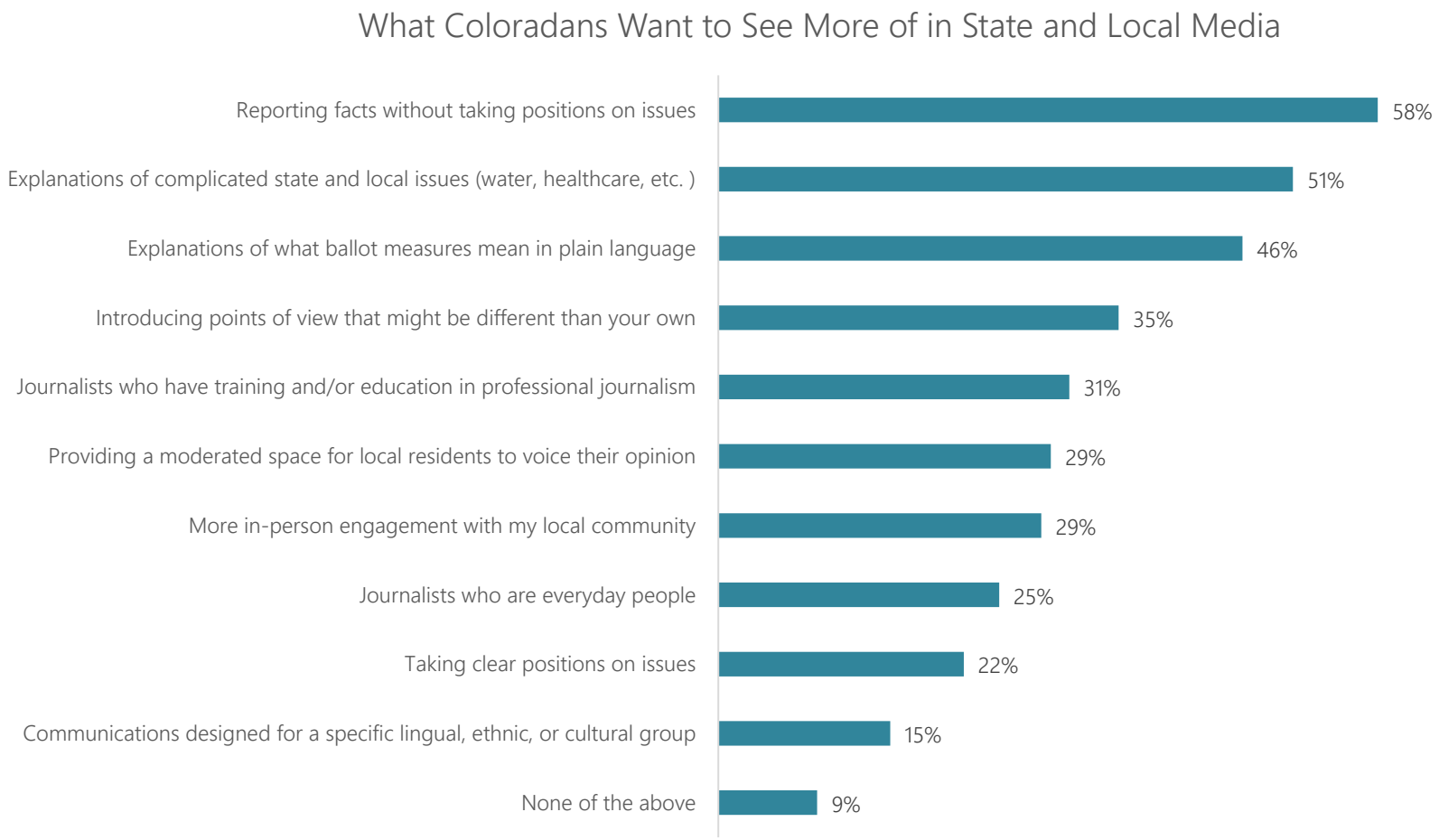

Q28. Which of the following would you like to see more of in state and local media? Please select all that apply

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.

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

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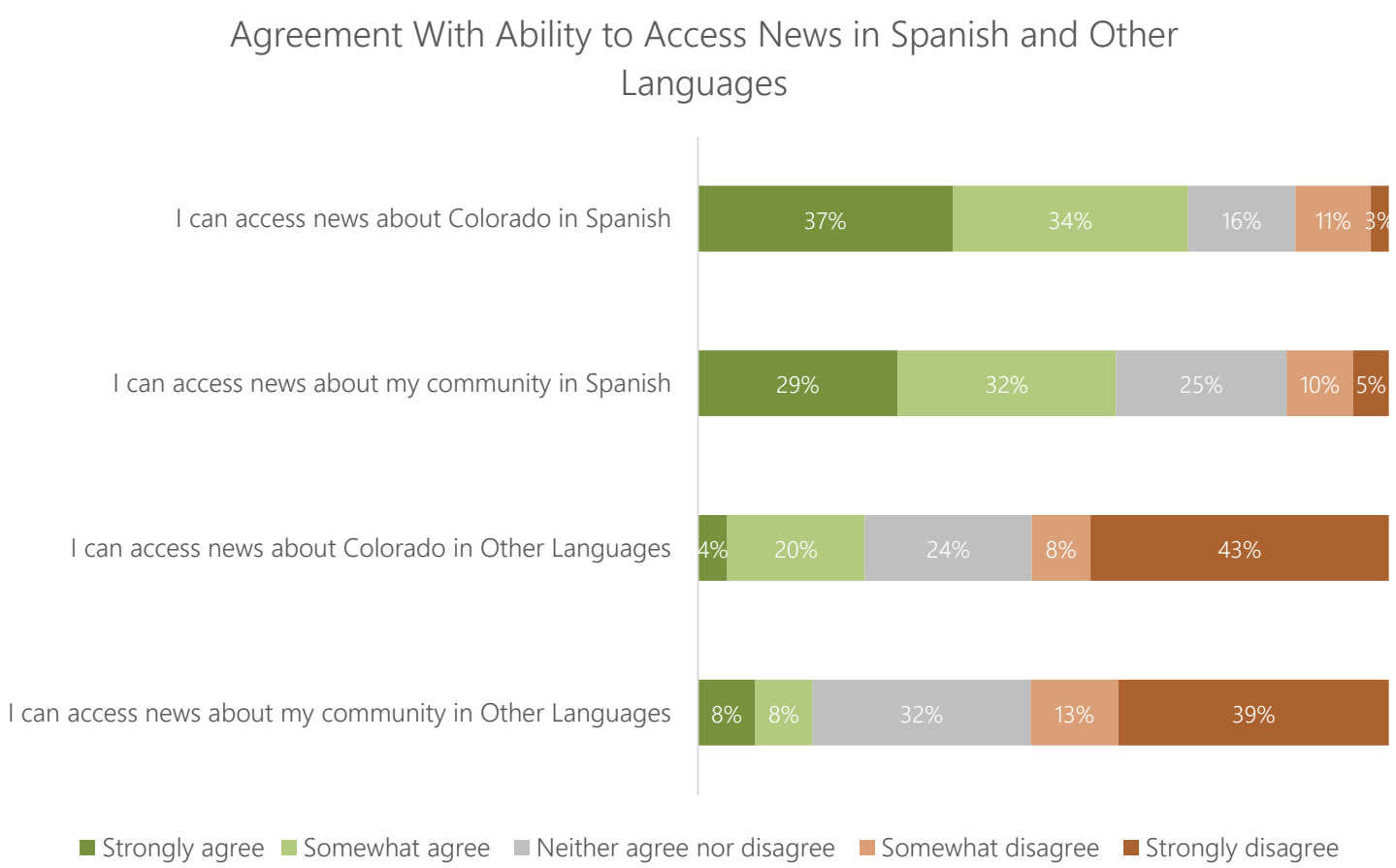

Residents who said they spoke a language other than English when at home were asked if they could access news about Colorado and their community in those languages.

- 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.

Q30. To what extent do you agree or disagree with the following statements?

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).

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

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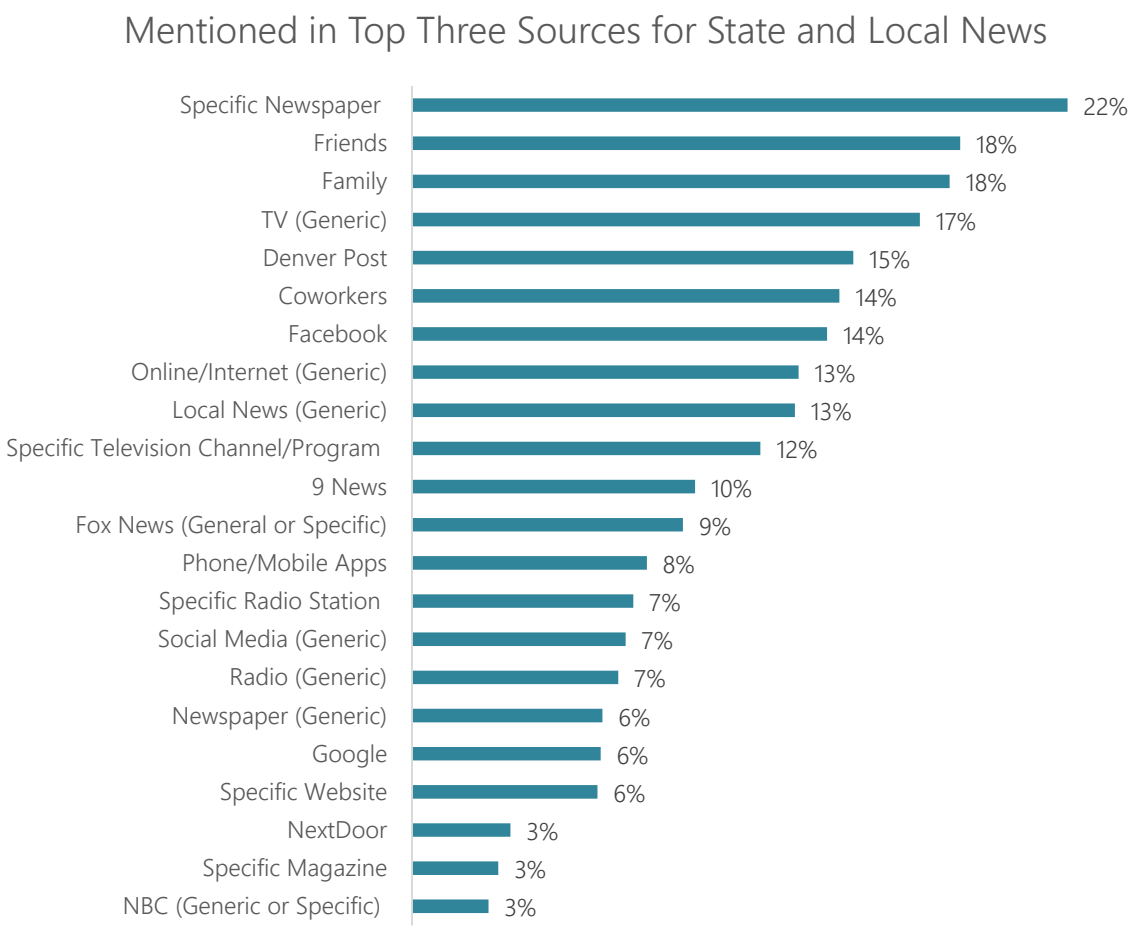
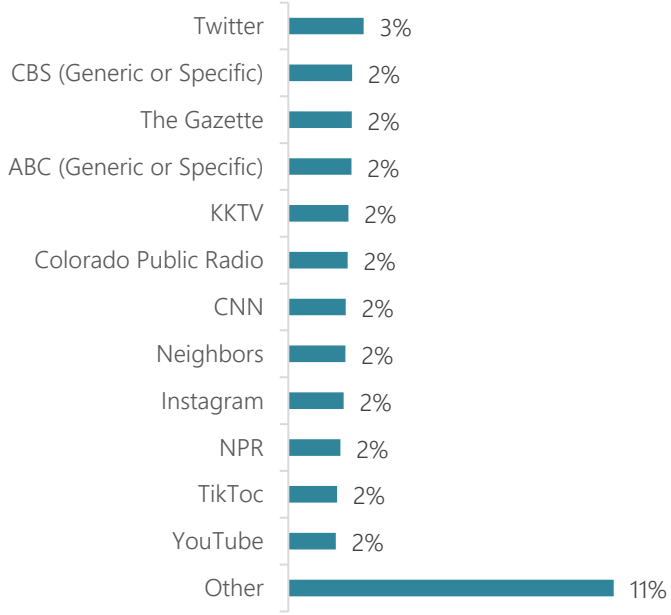


Residents were asked for the three most frequent sources they use to get information about Colorado or their community. Those open-ended responses were coded into the categories presented on this slide. The graph presents the percentage of residents who mentioned these sources in at least one of the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

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

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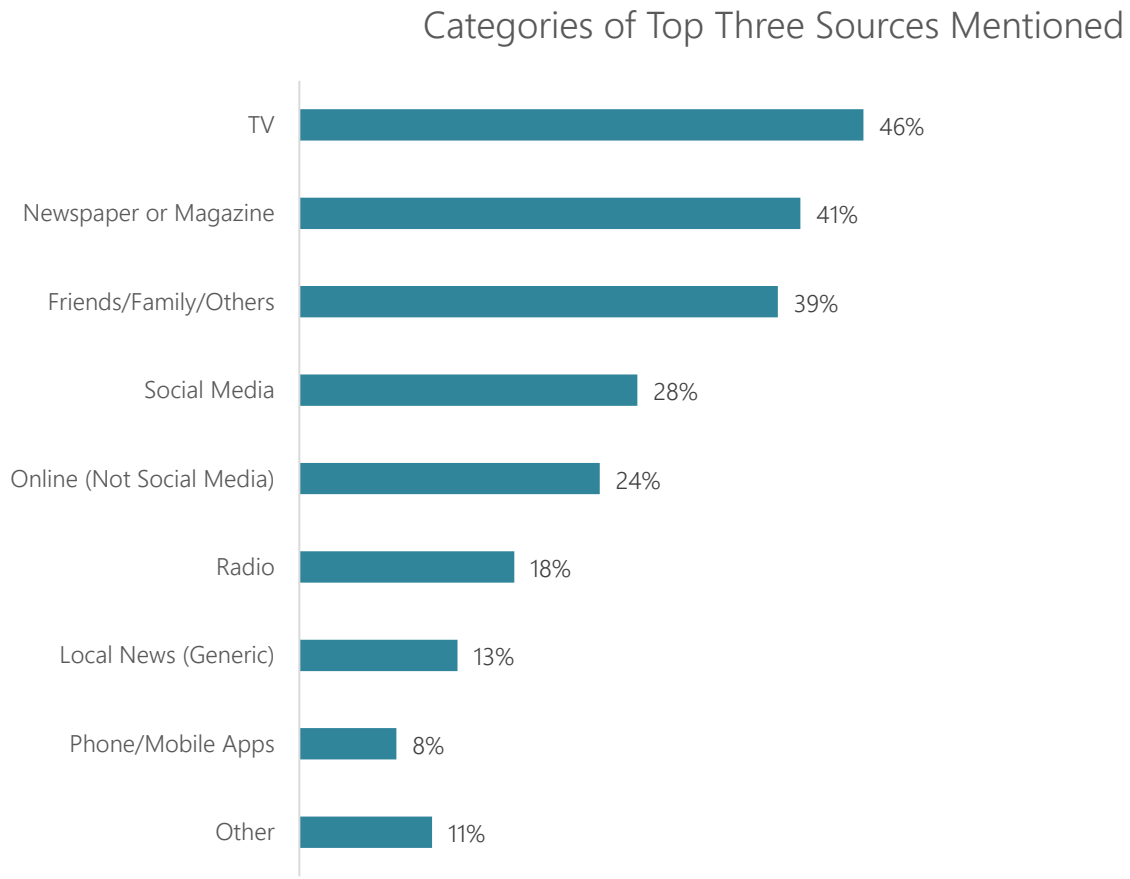

Q15. Thinking about how you typically get information about what is happening in Colorado or your community, what are the three most frequent sources you use? Please list either formal sources like "The Colorado Tribune" or informal sources like "my coworkers."

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.

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

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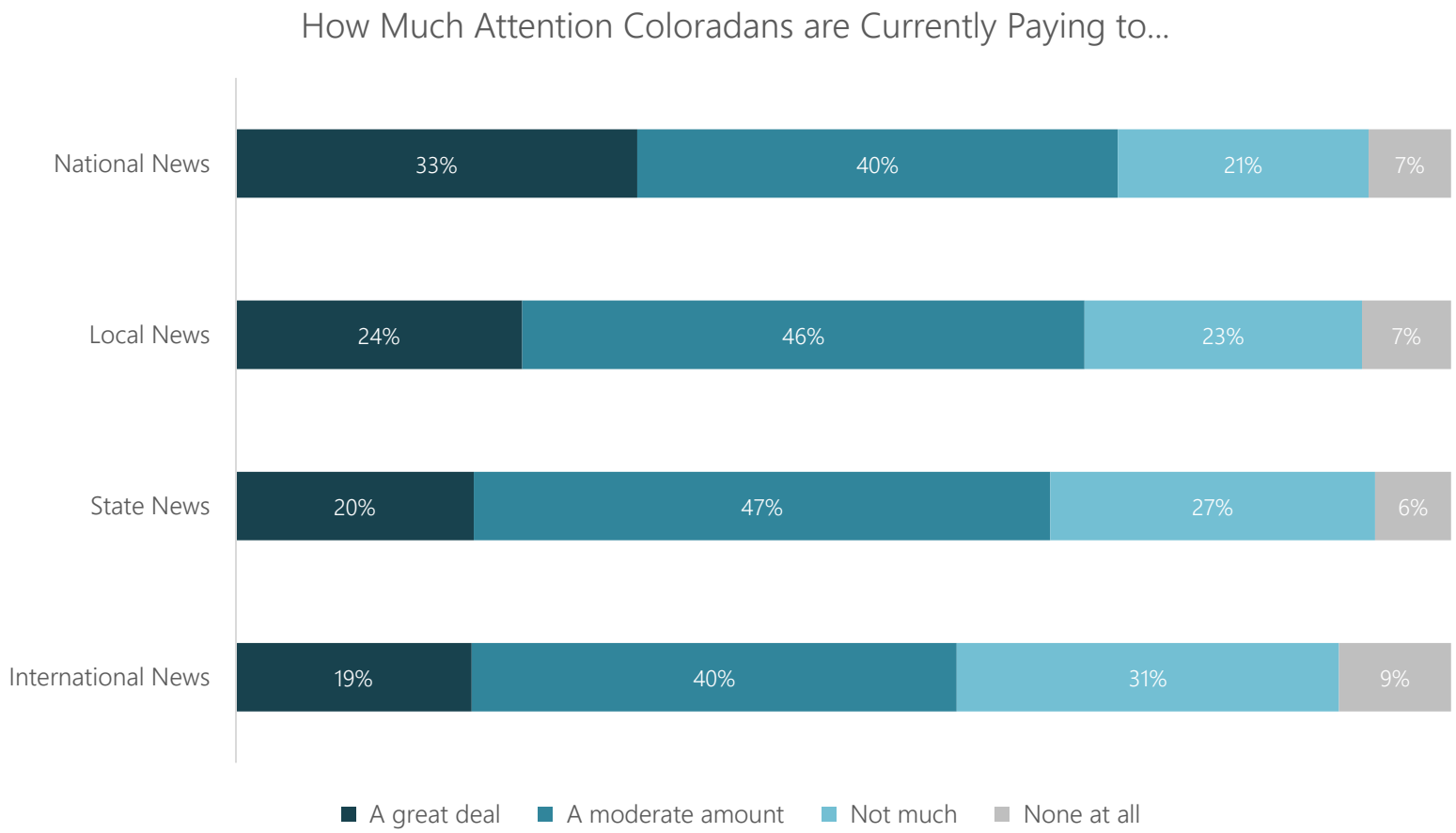

Q6. How much attention are you currently paying to each of the following?

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

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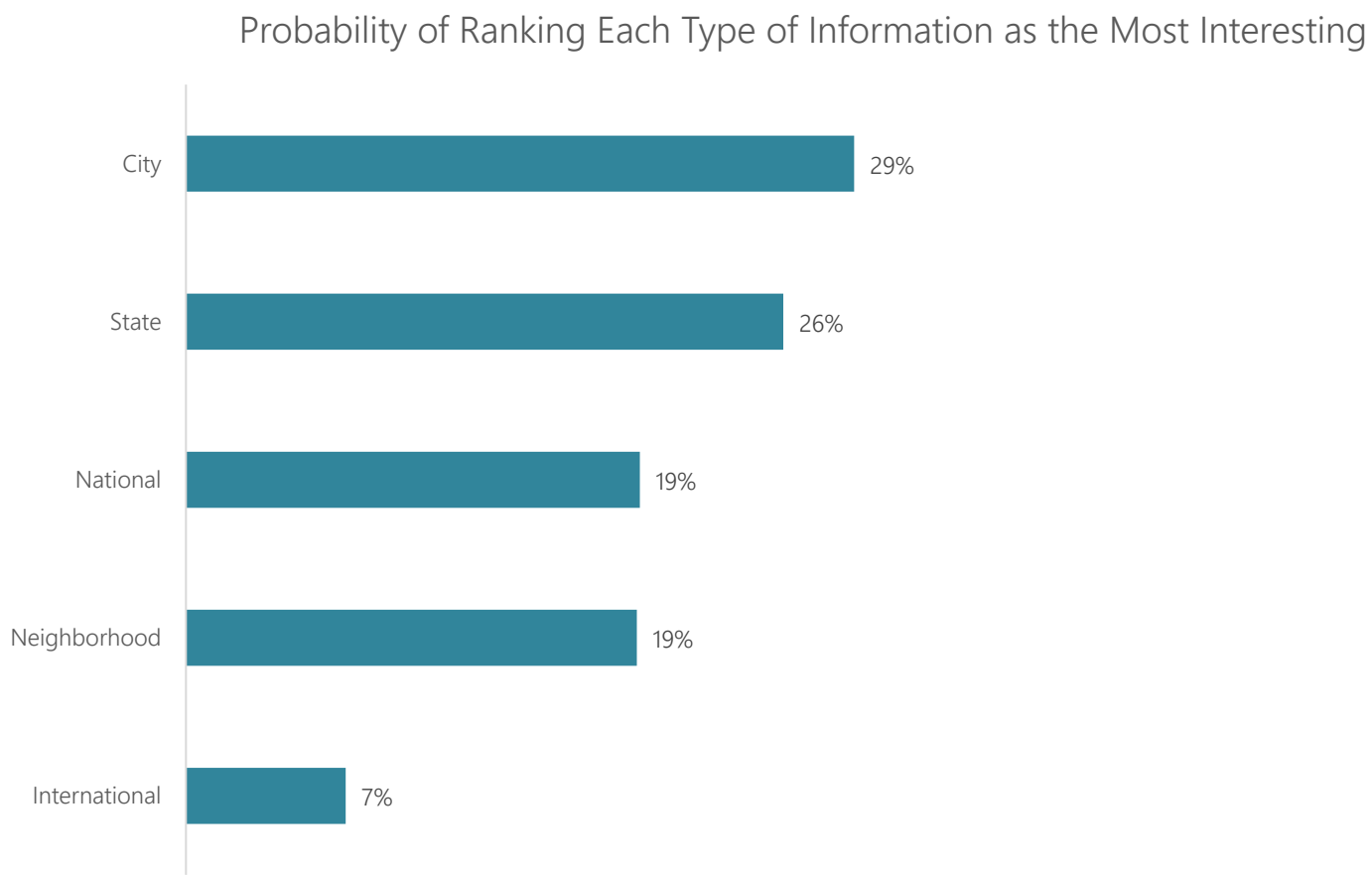

Q7. Please rank the types of information you're most interested in consuming. Rank the type of information you are most interested in as 1, the type of information you are second most interested in as 2, and so on.

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).

Coloradans were slightly more satisfied with state news than community news

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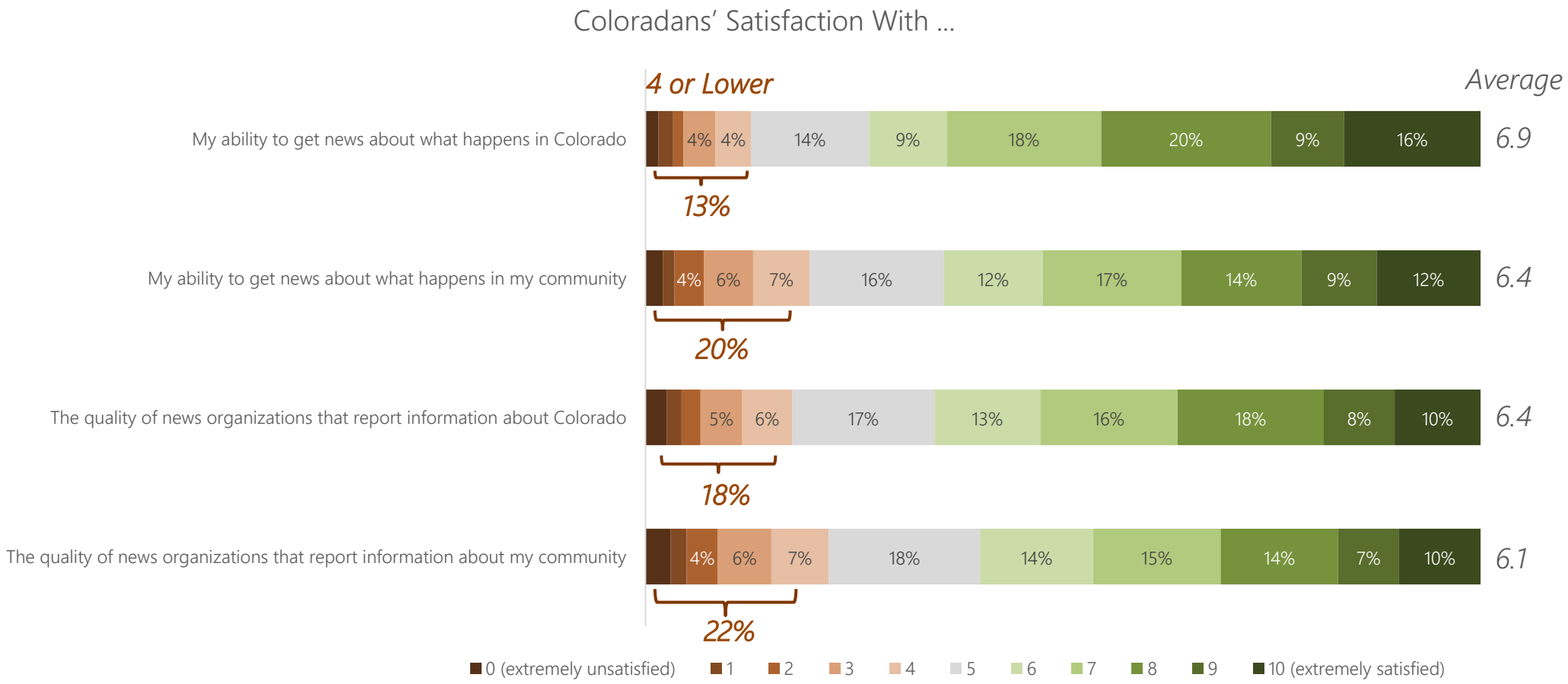

Q17. On a scale of 0 to 10, 0 being extremely unsatisfied and 10 being extremely satisfied, how satisfied are you overall with the following?

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QUESTIONS?

For additional inquires please contact:

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SECTION 8

APPENDIX

Summary of Respondents

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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.

Methodology

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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 ±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 7th and 29th, 2022.

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