

# Colorado Media Project Survey Summary

Summary of survey findings for the CMP Executive Committee

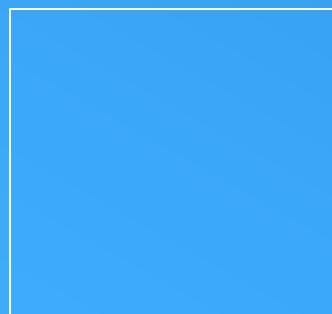
AUGUST 2018

# CMP Survey Results Summary

Survey Context

Colorado Market Insights

Target Market Insights



Survey included Coloradans across the state



Surveyed **2,014** Coloradans



From **279** unique zip codes across Colorado



Aged between **18-75** years old



Respondent demographics consistent with gender, income, and education demographics representative of Colorado

# Survey tested Coloradan's media habits to identify potential opportunity areas



## News interest and motivations

Do Coloradans want local (neighborhood, city, state) news? If so, which types?

For what reasons do residents consume news?

How satisfied are Coloradan's with current options?

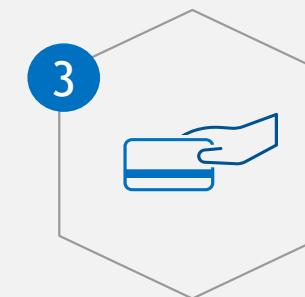


## Format and topic preferences

How do Coloradans consume news by topic, format, and frequency?

Through what mediums do they discover and consume news?

How does awareness and consumption differ across groups?



## Willingness to pay

Are Coloradans currently paying for news? If so, what kind of news?

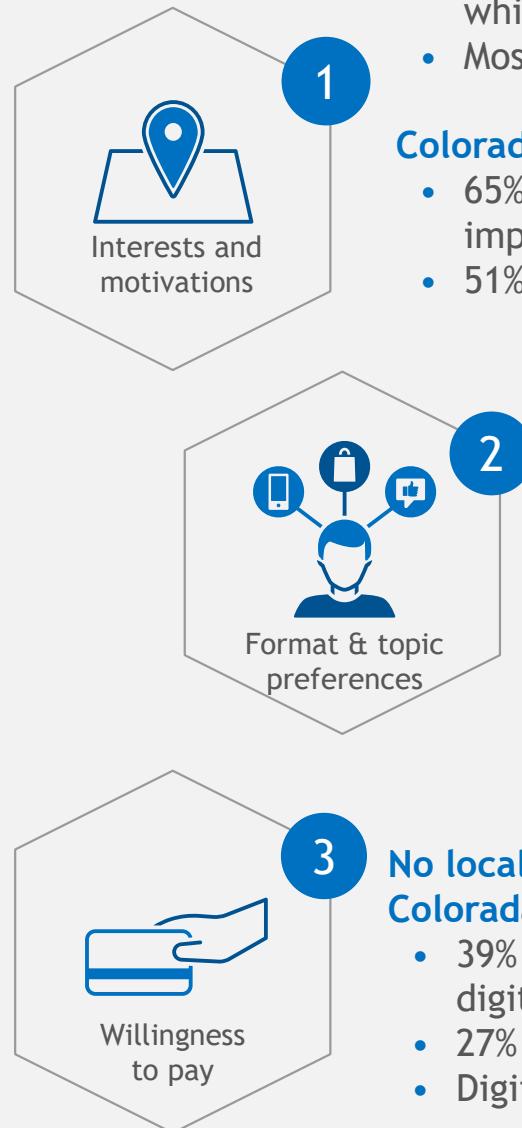
Are they willing to pay for local news? If so, how much?

What drives willingness to pay?

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# Colorado-wide survey findings

# Mobile offers unique opportunity to fill the digital news gap and deliver content that matters to Coloradans



## People identify locally and nationally before identifying as Coloradans

- 61% of Coloradans feel the strongest affinity with local community, while only 16% identify strongest as Coloradans
- Most interested in national news (54%) followed by local news (50%)

## Coloradans use news as tool for exploration and discovery

- 65% say primary driver to seek news is to learn about things that impact their lives; 55% say to learn new things in general
- 51% consume to discover new events, restaurants, etc. in community

## While people are using digital mediums and consuming local news, they are not accessing local news digitally

- 92% of Coloradan's use a computer, mobile, or tablet device to access news at least 1x per day
- Only 16% use a digital news outlet for local news

## Mobile provides the touchpoint needed to bridge that gap

- Mobile is the best place to reach frequent users, with 32% using it several times a day to consume news

## No local digital publications have figured out a way to capture Coloradans' willingness to pay

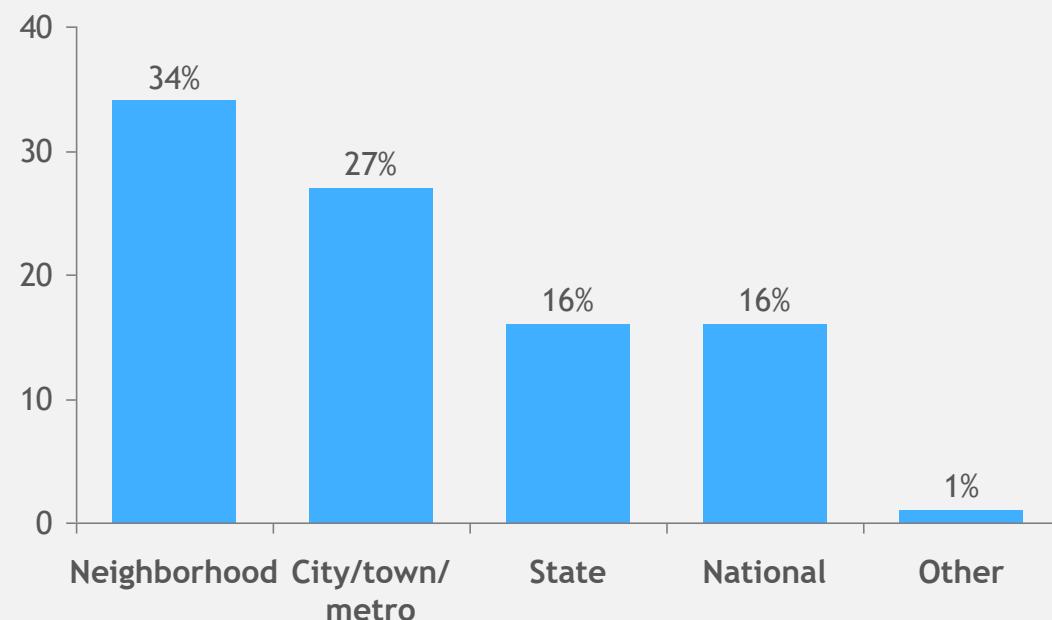
- 39% of Coloradan's pay for news, only 8% of those pay for a local digital outlet
- 27% expect to pay more for news in the future
- Digitally savvy are 53% more likely to consume and not pay for content



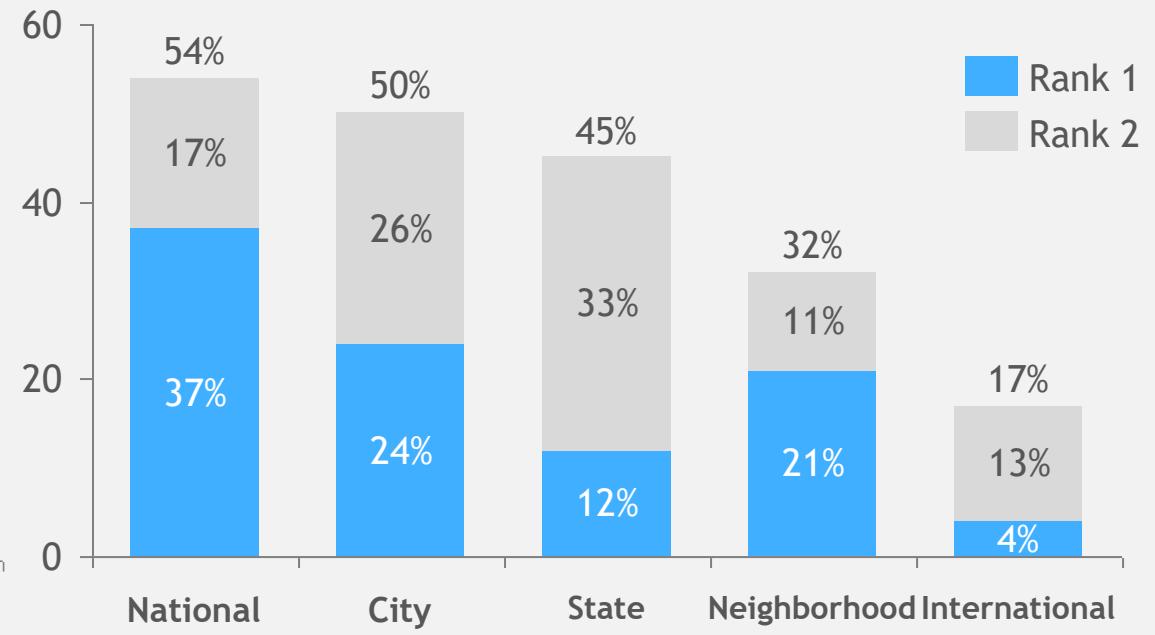
# Coloradans' state affiliation and news interest is low relative to local and national

## Strongest affiliations to their neighborhood and city

% of respondents ranking top 3 affiliation



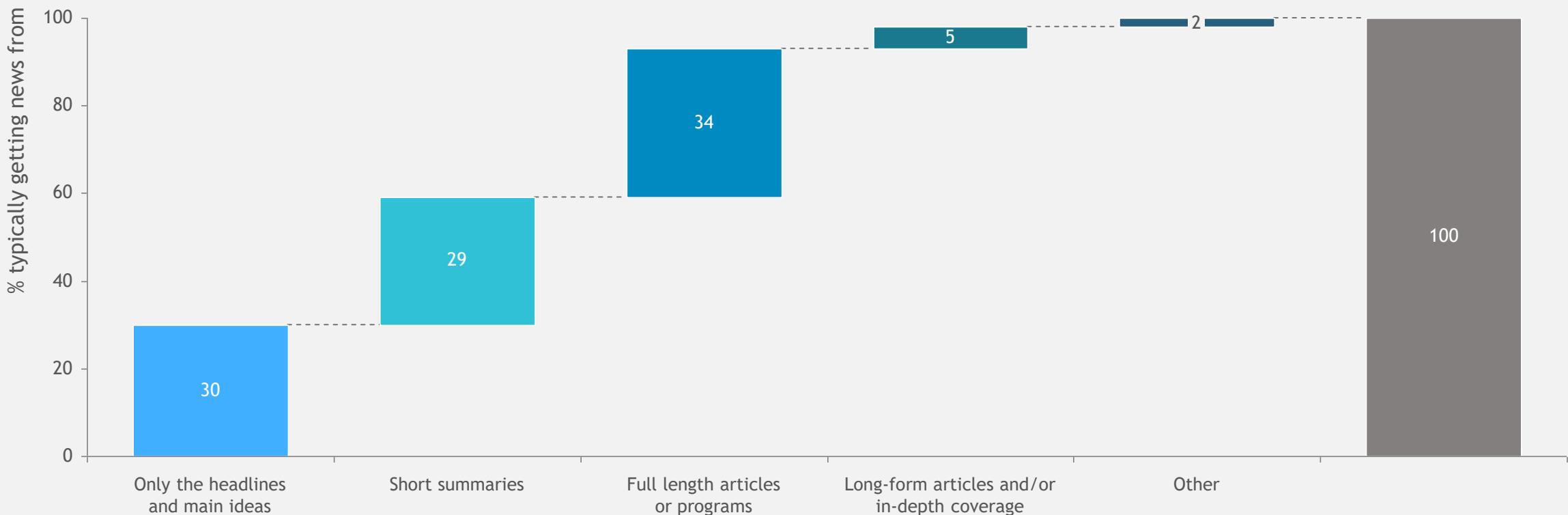
## Interest in news topic, as ranked by respondent



**Survey question** *Of the current neighborhood, city, state and country in which you live, which are you most affiliated to?*

**Survey question** *Please rank the types of information you're most interested in consuming*

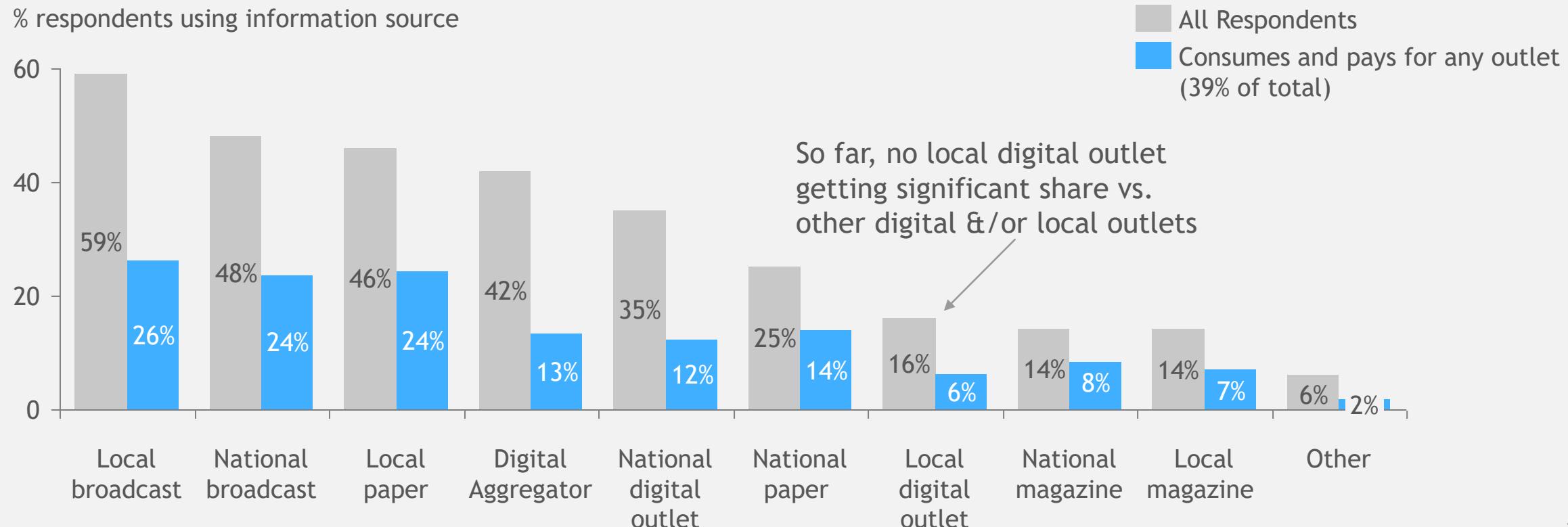
# Majority of Coloradans consume most of their news in short-form formats



**Survey  
question**

*Typically, I get most of my news from: (select one)*

# While many respondents use local news sources, digital usage of local news lags significantly (<20% of Coloradan's)



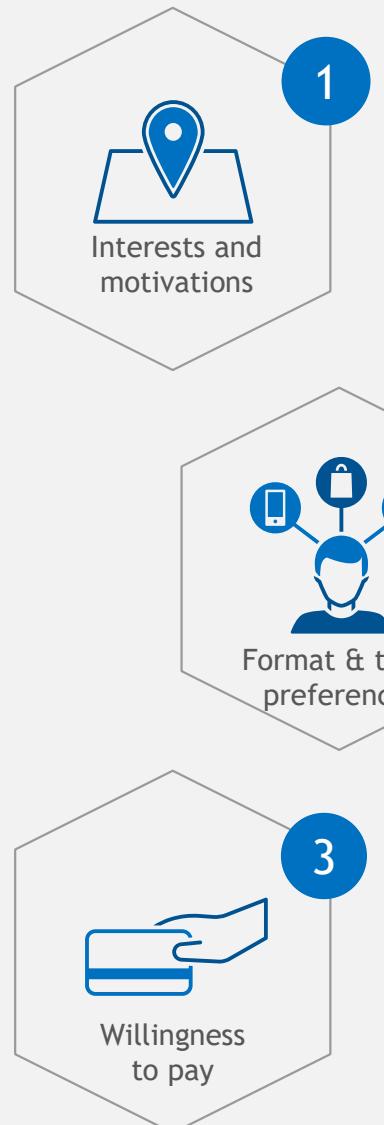
**Survey  
question**

*Across all topics [that you typically consume], which information sources do you use? [all respondents]*

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# Target market

# Target segment news consumption motivated by curiosity about those near and far



## Still overwhelmingly affiliated with city or neighborhood over state

- Strongest affinity with local area (74%) vs. state (21%)
- 50% more likely than broader population to affiliate with city first

## ... but are much more curious for information spanning topics & geos

- 2x more likely to consume a national newspaper (43% vs. 21%)
- In reasons they consume news, target is both 50% more likely to cite 'feel connected to local community' and 48% more likely to cite 'learn about a broader/different community'
- 43% more likely to seek news about events, music, arts, etc.

## Uncluttered format is top of mind when identifying ways to increase local news interest

- Ad-free platform (42%) and cleaner, clearer format (36%) top cited ways to increase consumption of local news

## Personality and interpretation also drive interest

- 36% say delivery by a trusted personality would increase local news interest, 28% cite 'told why info matters'

## Wants a "good deal"

- Exclusive benefits (27%) top reason to pay for news, followed by topic coverage (24%)
- Top reason 'would pay' for add'l outlets is discounted pricing (25%)

## Wants to "feel good" too

- "Feeling good about contributing to an organization" is the 2nd most cited reason target both pays for news (25%) and would pay for additional outlets (21%)

# We used four criteria to define CMP's target market based on CMP's stated goals

## CMP's goals for a future news source

## Criteria for CMP target market



Colorado-wide



**Interested in CO news**

Ranks neighborhood, city, or state news as 1st or 2nd for interest in consuming



Digital & scalable



**Digitally savvy**

Uses a mobile device or tablet at least one time per day to consume news



Enables scrutiny



**Read more than headlines**

Typically reads short summaries, full length, or long form news



Sustainable business model



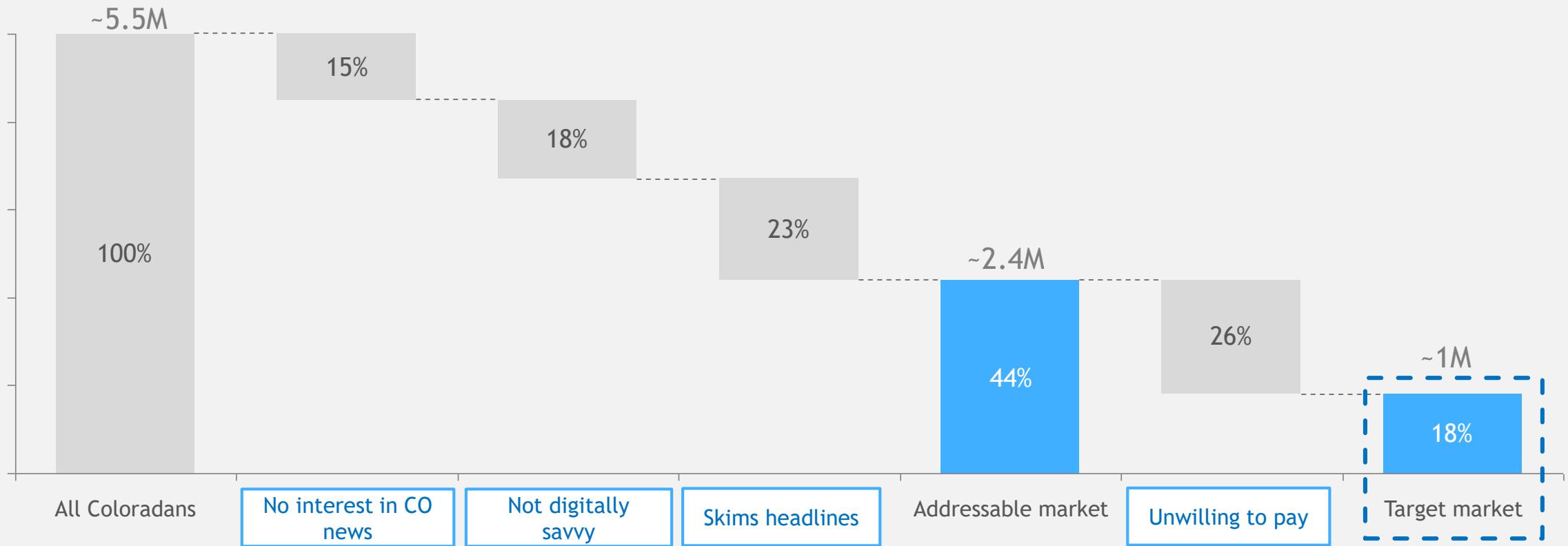
**Willing to pay**

Consumes and pays for at least one news outlet

*Also consider those who currently do not pay as part of the addressable market for a non-subscription based model*

Using the criteria, survey identified addressable market of ~2.4M CO residents, & a ~1M target market with willingness to pay

Colorado population narrowed down to the addressable and target markets

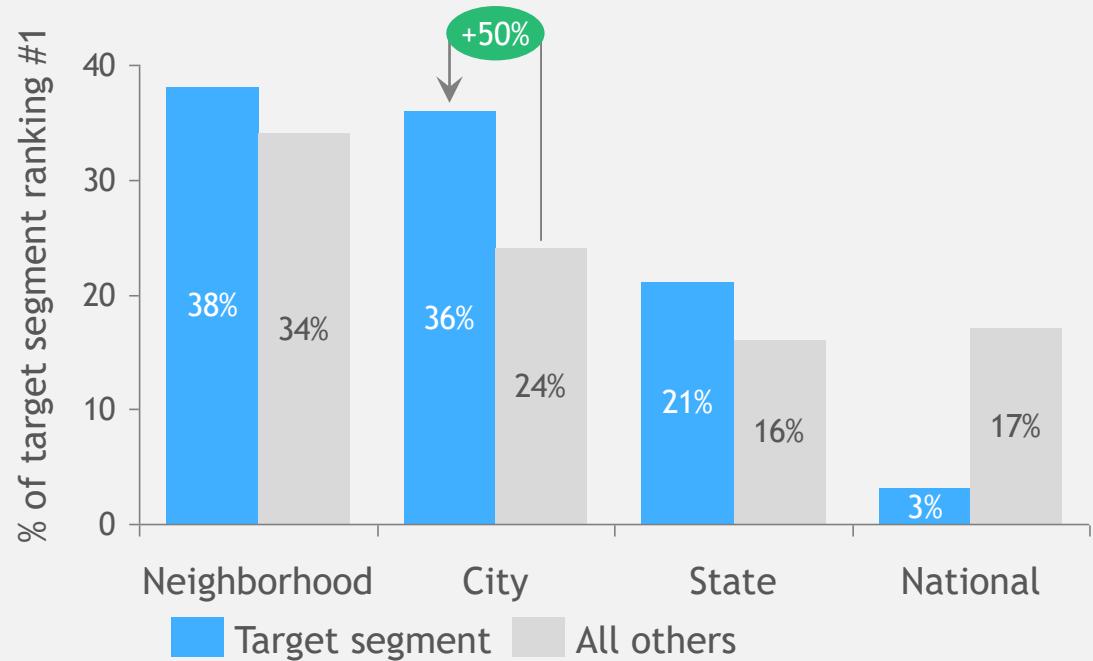


Source: Colorado Media Consumer Survey 2018, respondents weighted: 1973, respondents unweighted: 2014

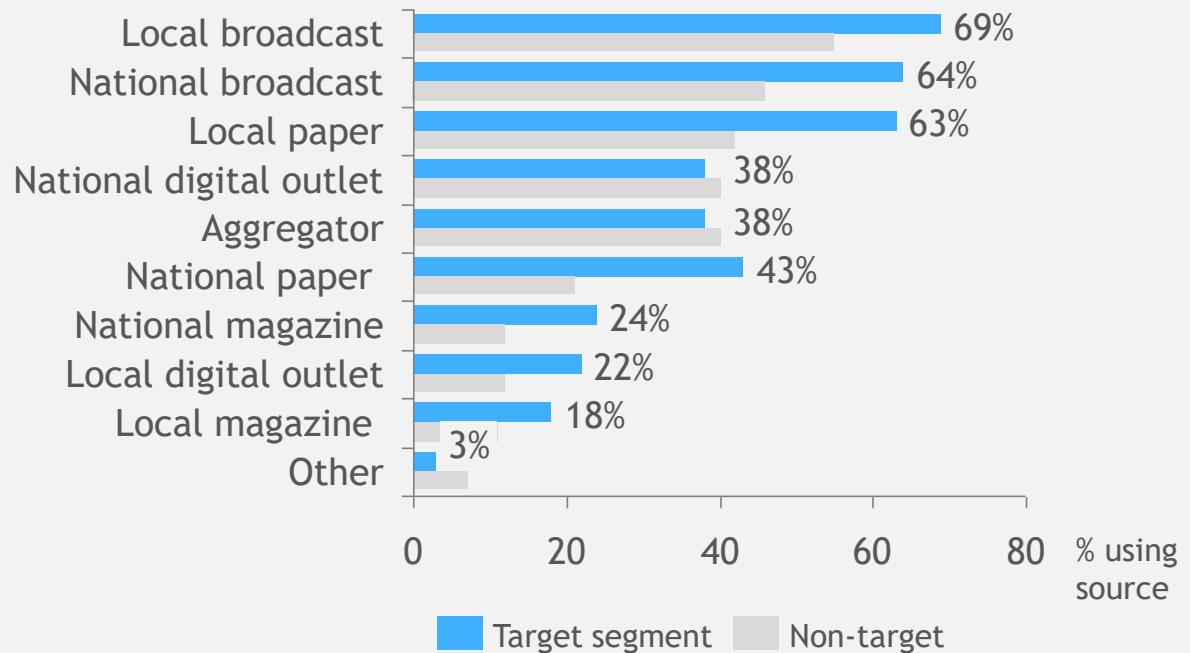


# Target segment affiliates most with local geographies and is more likely to consume local content

Target segment affiliated more closely with local area, their city in particular, than non-target respondents



Target segment is more likely to consume local content - but still only 22% from digital sources

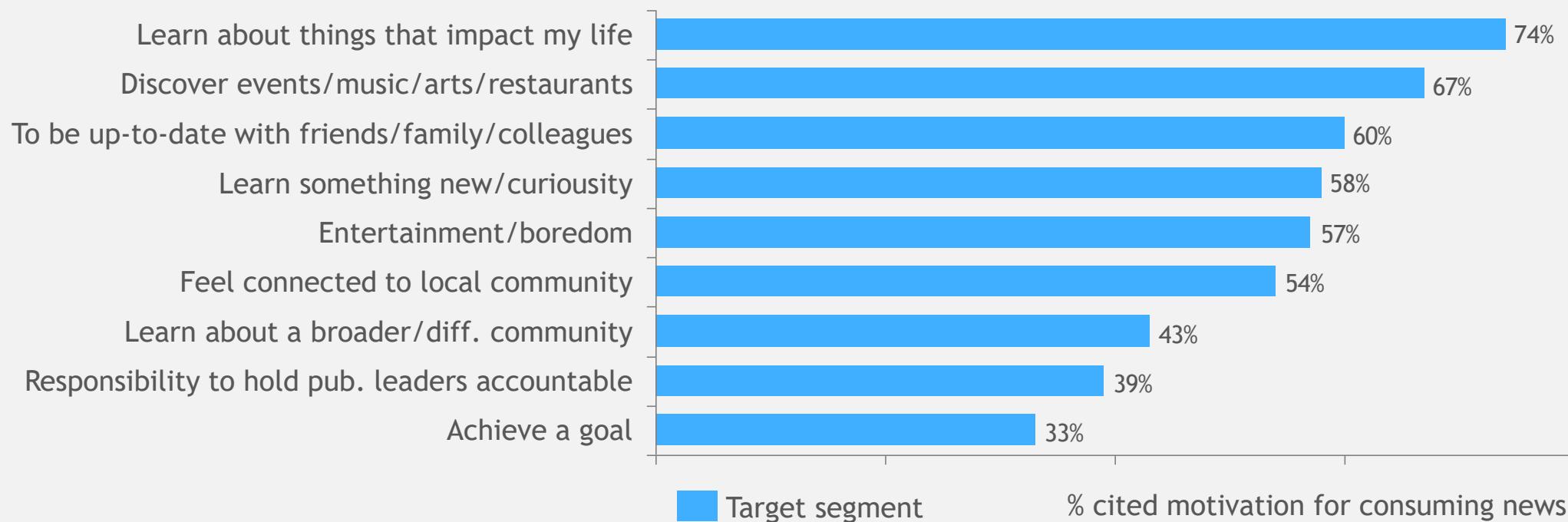


**Survey question** *Of the current neighborhood, city, state and country in which you live, which are you most affiliated to?*

**Survey question** *Across all topics, which information sources do you use? (Select all that apply)*



# Target segment prefers to consume news that impacts their day-to-day lives, less interested in abstract topics

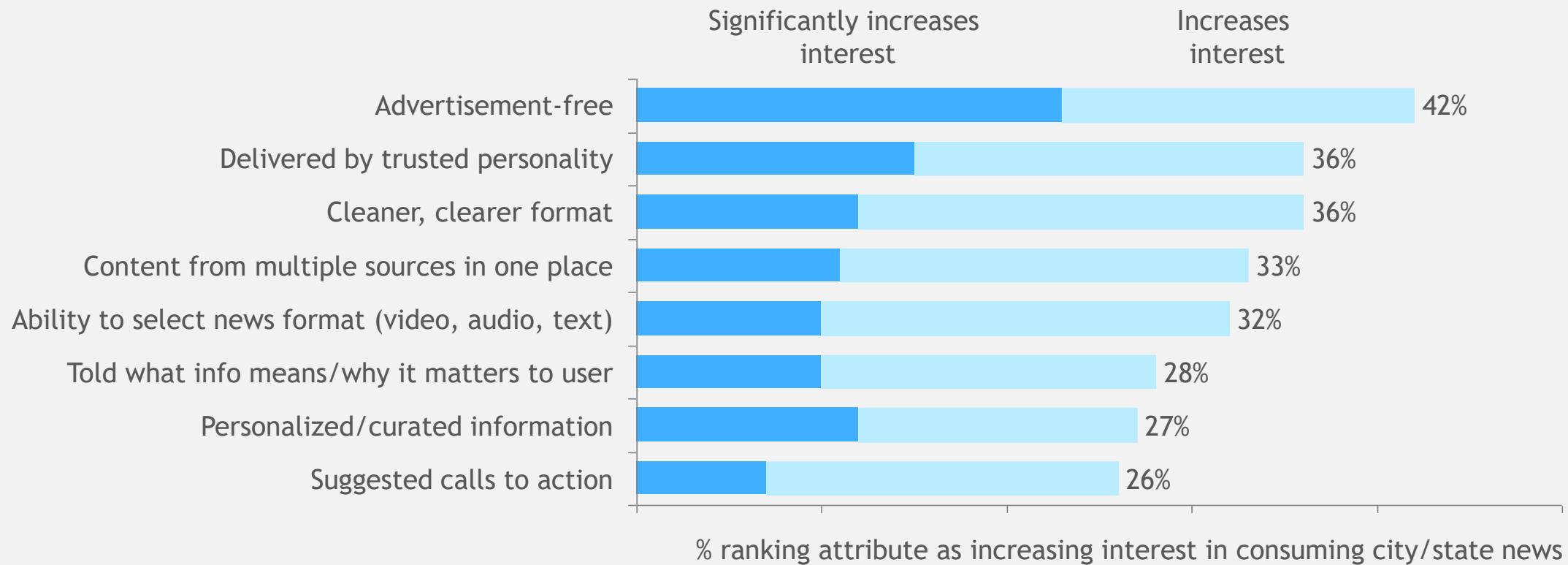


Survey  
question

*What are your motivations for consuming published content and information?*



# Can increase target's interest in city and state news by building trust; driven largely by how content is delivered, and who delivers it



**Survey  
question**

*To what extent would the following factors increase your interest in consuming information related to developments in your city and state?*



# Mobile has the most frequent touch-points with users, 41% are seeking news multiple times per day

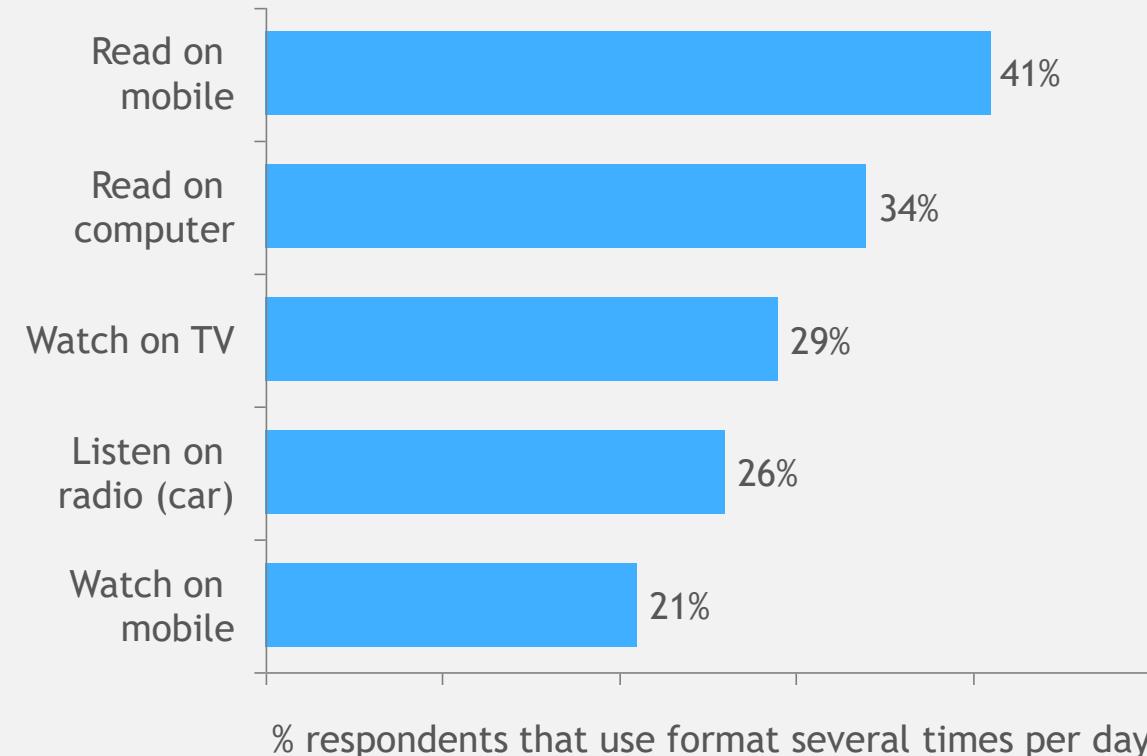


News is most frequently consumed in the morning or afternoon (61%) and when winding down in the evening (65%)



Format preferences are also time-dependent:

- In morning, reading on mobile (24%) and computer (21%) are most common
- In evening, TV most-used (34%)

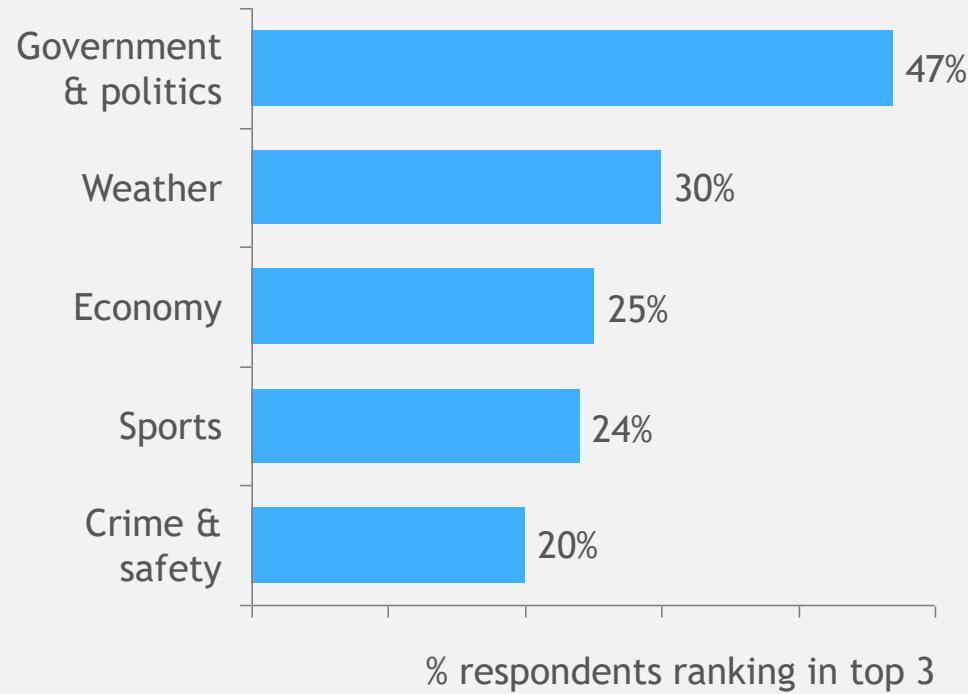


## Survey question

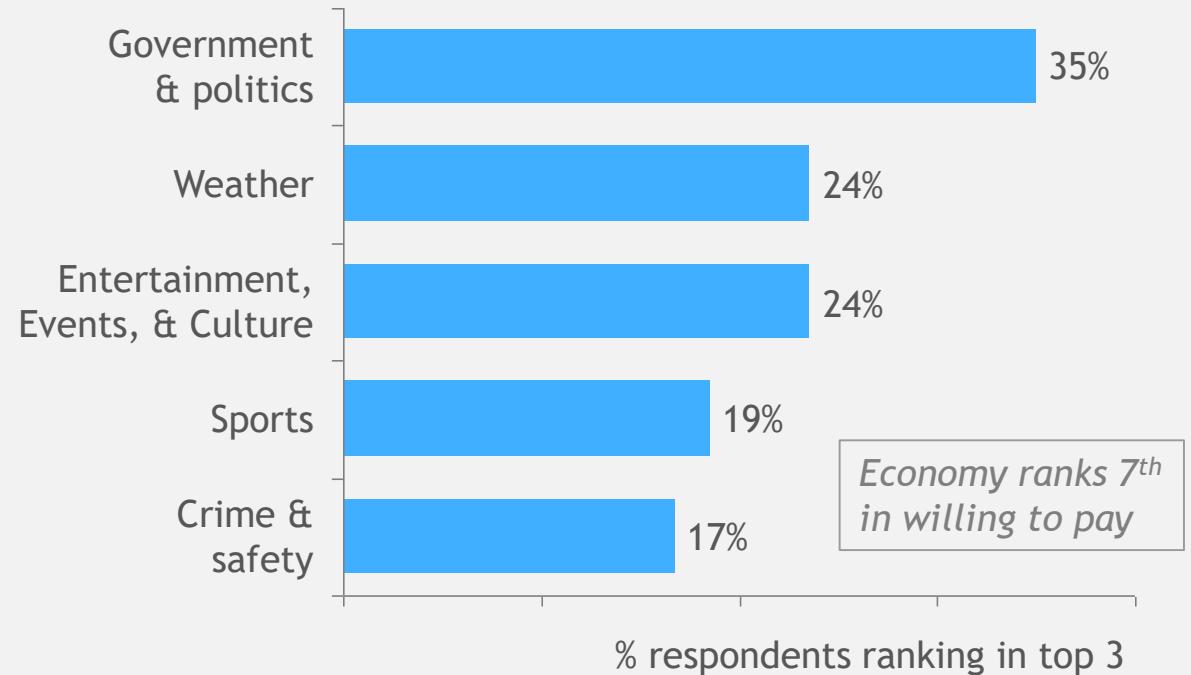
*Please specify how frequently you consume information in the following ways:*

# Target most interested in government and politics (47%); and topic interests closely aligned with WTP

Target segment consumption - top five topics



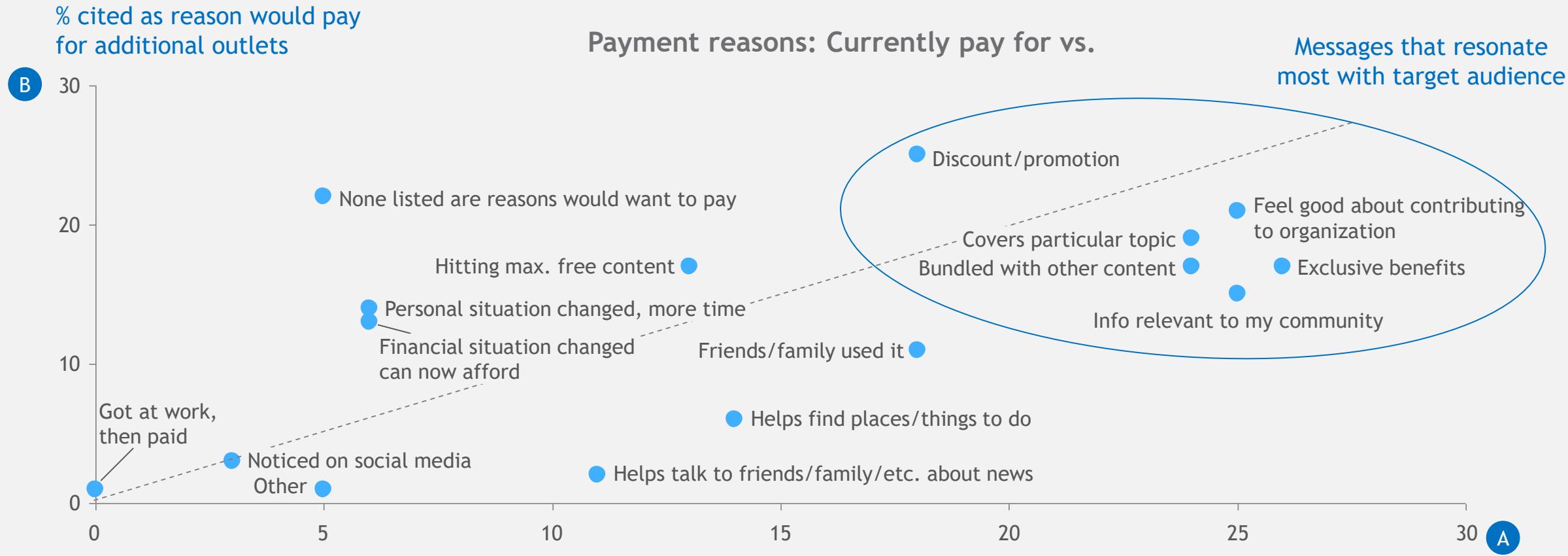
Target willing to pay - top five topics:



**Survey question** *Of the topics that you typically consume, please rank them in order of importance to you:*

**Survey question** *Thinking about paying for local information, please rank which topics of information you would be most likely to pay for:*

# Current payment reasons cited less often as reasons target would pay for additional outlets



**Survey  
questions**

**A** For the information outlets you pay for, what are the main reasons you pay for these? (Select all that apply)

**B** For the information outlets you do not pay for, what would make you consider paying for this information?