

# STATE & LOCAL MEDIA SURVEY 2025

*A Report to*

**Press Forward**   
Minnesota

*Prepared by* CORONAINSIGHTS

- Section 1  
Executive Summary & Key Findings 3

---
- Section 2  
Importance of Local News For Minnesota’s Communities 20

---
- Section 3  
Sources & Mode of Local News Consumption 26

---
- Section 4  
Financial Support of State & Local News 37

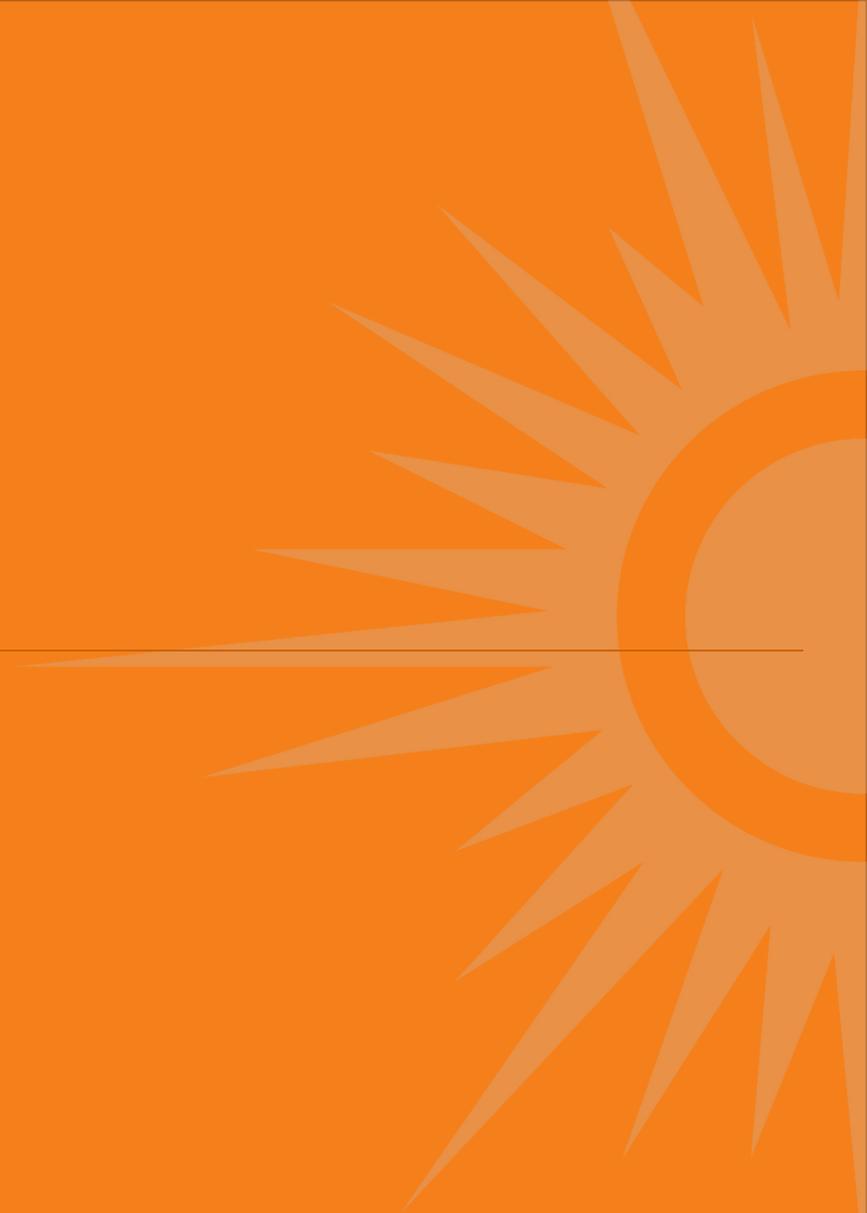
---
- Section 5  
Trust & Performance Evaluation of State & Local News 44

---
- Section 6  
Appendix 54

---

SECTION 1  
**EXECUTIVE SUMMARY &  
KEY FINDINGS**

---



## Welcome

Press Forward Minnesota and the Minnesota Council on Foundations retained Corona Insights to conduct research to develop a deeper understanding of how residents consume, evaluate, and trust state and local news media.

Corona Insights worked with Press Forward Minnesota to design a questionnaire that collected the most relevant data with question language from national benchmarking surveys where appropriate.

Minnesota residents were recruited to take the survey through an online panel. In total, 2,172 residents submitted a completed survey that was included in analysis. Surveys were collected in January and February of 2025. Data collection oversampled regions outside of the Twin Cities metro area to better understand regional differences across the state. The resulting data were weighted to better represent the state on key demographic and geographic characteristics and correct for the over sampling approach for statewide metrics.

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

## Research goals



Assess engagement with state and local media and the importance of news in Minnesota’s communities.



Understand patterns in state and local media consumption by source and mode.



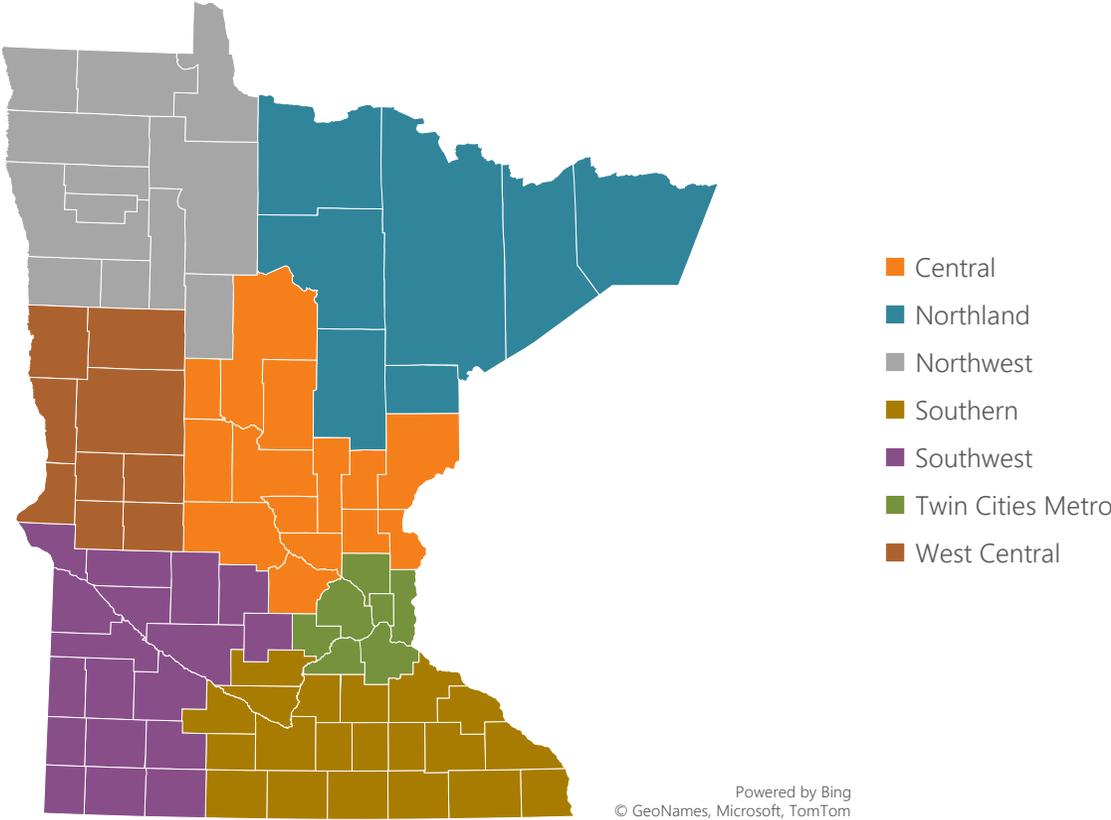
Measure the share of Minnesotans that financially support state and local news and identify drivers of this behavior.



Understand barriers to trust of state and local media and identify potential mitigating strategies for a lack of trust.



Assess key demographic and geographic differences in how Minnesotans engage with state and local news.



The map on the left presents the Minnesota Council on Foundations' regions referenced in this report. 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
Central	416
Northland	181
Northwest	100
Southern	228
Southwest	166
Twin Cities Metro	929
West Central	152
<b>Total</b>	<b>2,172</b>

# 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 2,172 Minnesota residents. The figures below (and all others in this report) have been weighted by educational attainment, gender, age, and region to more effectively represent the state's population.

Weighted Totals

**Educational Attainment**

High school diploma/GED or less	26%
Some college, but no degree	23%
Associate degree	14%
Four-year college degree	26%
Graduate or professional degree	12%

**Age**

Gen Z (18-27)	13%
Millennial (28-43)	30%
Gen X (44-59)	26%
Baby Boomer+ (60 or older)	31%

**Gender**

Female	50%
Male	50%
Prefer to self-describe	0%

**Region**

Central	12%
Northland	5%
Northwest	4%
Southern	10%
Southwest	8%
Twin Cities Metro	56%
West Central	6%

**Race/Ethnicity**

American Indian/Alaska Native/ Native American	5%
Asian or Asian American	4%
Black or African American	7%
Hispanic, Latino, or Spanish origin	3%
Native Hawaiian or Other Pacific Islander	0%
White or European American	85%
Some other race	1%

**Household Income**

\$0 to \$24,999	18%
\$25,000 to \$49,999	23%
\$50,000 to \$74,999	20%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	14%
\$150,000 or more	9%

Race/Ethnicity is a *check all that apply* question and can sum to more than 100%. Other percentages throughout the report may not add to 100% due to rounding.

# Key findings layout: Each key finding will be summarized here

### What

Describes the details of the overall finding for the state of Minnesota.

### Who

Describes key demographic or segment differences related to this finding.

#%

*describes the percentage of Minnesota residents that engaged in an attitude or behavior that is illustrative of this key finding*

### What Else

Describes or lists the most common responses or related findings.

### Why

Describes why this finding matters and highlights implications for stakeholders and decision-makers.

# 1

## Most Minnesotans said local news was very important to community well-being

Most residents (62%) said that local news outlets were very or extremely important to the well-being of their local community. A quarter (24%) of Minnesotans said they were extremely important. Only 7% of Minnesotans said local news outlets were not too, or not at all, important.

### More Likely to Say This:

HH Income of \$25k +  
Other Regions  
People of Color  
Legacy Media Users

### Less Likely to Say This:

HH Income Below \$25k  
Central Region  
White Residents  
New/Mixed Media Users

**62%**

*of residents said that local news outlets were very or extremely important to the well-being of their local community*

- > One third of residents (33%) said they felt very or extremely informed about what was happening in their community.
- > Four out of five residents said they followed state news (78%) and local news (80%) very closely.
- > Half of residents (51%) share state or local news stories with others at least once a week.

Residents who said local news outlets were very or extremely important to the well-being of their local community were more than twice as likely to financially support state or local news. These residents were also more likely to feel confident taking local civic action.

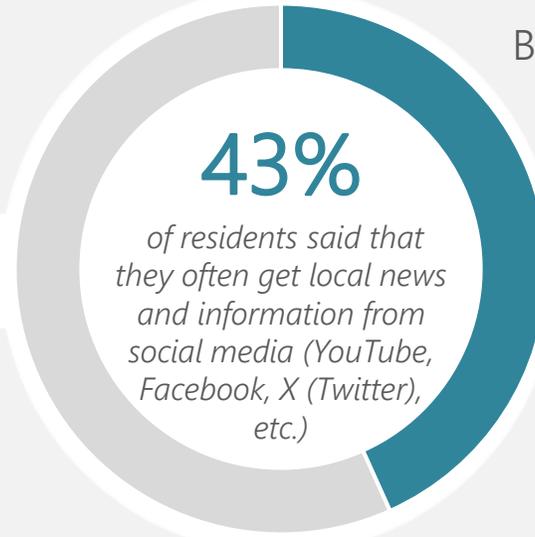
# 2

## Residents most often used social media for state and local news

Minnesotans were most likely to say they often got local news and information from social media (43%). When asked what sources they use to find out what is happening in their community in an open-ended question, residents were also most likely to describe social media sources.

Share of residents who said they often get local news from various sources:

- > Family, friends and other residents (42%)
- > Local TV news station (37%)
- > Local online forums/discussion groups (32%)
- > Local radio station (25%)
- > Local daily newspaper (21%)



### More Likely to Say this:

- Gen Z & Millennials
- Female Residents
- Black/African American & Hispanic/Latino Residents

### Less Likely to Say This:

- Baby Boomers
- Male Residents
- White Residents

Residents were evenly split between more often consuming legacy media (newspapers, TV stations, and radio stations) and new media (social media, online forums, and other online sources) for state and local news. While one quarter of residents (24%) used an even mix of these sources, 38% more often used legacy media and 38% more often used new media.

# 3

## However, TV stations were the most preferred way to access state and local news

When asked their preferred ways of accessing state and local news, Minnesotans were most likely to say they preferred to do so via a television station (on TV, online, or an app).

### More Likely to Say This:

Baby Boomers

Doesn't Financially Support News

Less Than Bachelor's

HH Income < \$100k

### Less Likely to Say This:

Gen Z and Millennials

Financially Supports State or Local News

Bachelor's Degree +

HH Income of \$100k +

# 35%

*of residents said they prefer to access state and local news through a television station (on TV, online, or an app)*

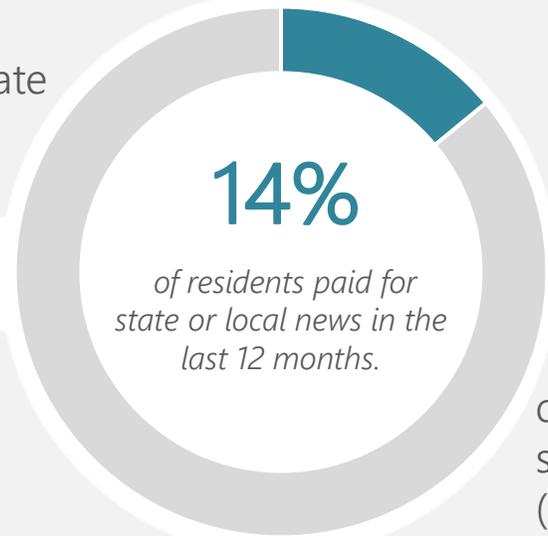
Preferred mode of access for state and local news:

- > A social media platform (24%)
- > A newspaper (12%)
- > A radio station (10%)
- > Direct communication with people in your local area (6%)

In terms of preferences and reported use, Minnesotans were drawn to a wide range of legacy and new media sources for state and local news. Preferred mode of access varied widely by generation. While 50% of Baby Boomers preferred to access local news via TV stations, only 16% of Gen Z residents said the same. Gen Z residents were much more likely to prefer social media platforms (39%) than Baby Boomers (7%).

# 4 Fourteen percent of residents financially supported state or local news

A bit more than one out of ten Minnesotans (14%) paid for or financially supported state or local news in the last year. A slightly larger share of residents said they financially supported local news (11%) compared to state news (7%).



<u>More Likely to do This:</u>	<u>Less Likely to do This:</u>
Mixed Media Users	New Media Users
Hispanic/Latino Residents	White Residents
High trust of media	Low trust of media
Gen Z	Older Residents

Methods of paying for/financially supporting state and local news:

- > Yearly subscription (43%)
- > Monthly subscription (26%)
- > One-time donation (15%)
- > Paid membership (14%)
- > Recurring donation (13%)

When asked why they did so in an open-ended question, half (54%) said they financially supported state and local news for access, and two out of five (41%) said they did so to support the cause. Minnesotans who thought state and local media organizations excelled at connecting them to their community and/or gave them local context to national stories were more likely to intend to financially support local media in the next year.

## 5

## Most residents did not plan on paying for state and local news in the next year

When asked how likely they were to pay for, or give money to, a state or local news source in the next 12 months on a scale of 0 (not at all likely) to 10 (extremely likely), a bit more than half (55%) of residents gave scores of 0.

### More Likely to Say This:

HH Income < \$25k

Gen X & Baby Boomers

Less Than Bachelor's

Southern Region

### Less Likely to Say This:

HH Income of \$25k+

Gen Z & Millennials

Bachelor's Degree +

Twin Cities Metro

55%

*of residents said they were not at all likely to pay for or give money to a news organization in the next year*

What would motivate financial support:

- > Providing trustworthy information (31%)
- > Covering a topic/issue I care about (23%)
- > Offering community relevant information (20%)
- > Discounts/promotions (19%)
- > Feeling good about contributing to the organization (16%)

When non-financial supporters of local news were asked what would make them want to pay for, or give money to, a state or local news source in an open-ended question, the most common responses were knowing the money would go towards something they cared about (14%), offering specific information (11%), or providing better/more honest journalism (11%).

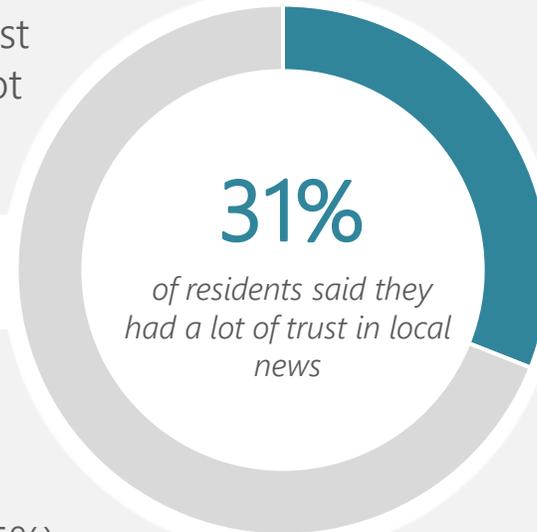
## 6

## Residents had more trust in local news than national news

Nearly one third (31%) of Minnesotans said they had a lot of trust in local news. This was higher than the rate that said they had a lot of trust in state (17%) or national (10%) news. Most residents (54%) said they had some trust in local news, and few (15%) said they had not much trust or no trust at all.

Seeing these in the last year had a unique effect on the probability of having a lot of trust in local news (percentage point increase shown):

- > A story presenting both sides of an issue (+15%)
- > A journalist/reporter who lives in my area (+8%)
- > A story by a recognized journalist/reporter (+7%)
- > A media org. correcting online misinformation (+6%)

More Likely to Say This:

Southern Region  
Legacy Media Users  
Other Generations  
Hispanic/Latino Residents

Less Likely to Say This:

Central Region  
New Media Users  
Gen X  
Other Residents

Minnesotans were more likely to trust local news when they saw a journalist/reporter who lives in their area or was recognized by name in the last year. A bit more than one third of residents (37%) said they saw the former and only one fifth (20%) said they saw the latter in the last 12 months. Increasing the frequency of these occurrences would likely increase trust.

## 7

# Most said owner influence on reporting was a major problem in news coverage

More than half of residents (56%) said owners of news outlets attempting to influence the way stories are reported was a major problem with state and local news coverage. An additional 30% described this as a minor problem and only 14% said this was not a problem.

56%

*of residents said owners of news outlets attempting to influence the way stories are reported was a major problem*

Percentage saying other issues were major problems in state and local news coverage:

- > Sources reporting from specific viewpoints (52%)
- > News orgs. being too dramatic or sensational (49%)
- > Facts being reported incorrectly (49%)
- > Not representing diverse viewpoints (36%)
- > Not representing diverse people (29%)

More Likely to Say This:

Doesn't Financially Support News

Bachelor's Degree +

HH Income of \$100k +

Low Media Trust

Less Likely to Say This:

Financially Supports State or Local News

Less Than Bachelor's

HH Income < \$100k

High Media Trust

Mitigating these issues may increase trust and financial support of state and local media. Residents who said each of these issues were major problems in state and local news had lower levels of trust in state or local news and were less likely to have financially supported Minnesotan news organizations in the last year.

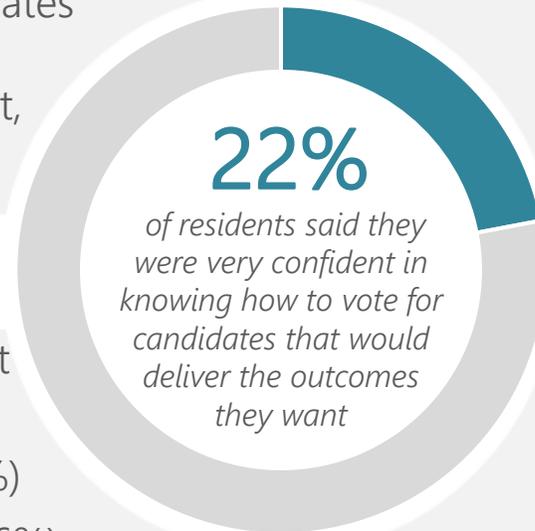
## 8

## Many Minnesotans lacked confidence in taking local civic action

Residents were asked about their confidence in knowing information and taking civic action in local politics and government. Less than one quarter (22%) of Minnesotans said they felt very confident in knowing how to vote for candidates that would deliver outcomes that they want. While 45% said they felt somewhat confident, 32% felt not very or not at all confident.

Percentage of residents who were very confident in knowing the following in local politics:

- > How to vote for desired ballot initiatives (23%)
- > Where local politicians stand on key issues (16%)
- > How to communicate concerns to local officials (16%)
- > The best ways to get involved to make a difference (15%)
- > How community members feel about key issues (11%)



More Likely to Say This:

Financially Supports State or Local News

Other Generations

Bachelor's Degree +

High Media Trust

Less Likely to Say This:

Doesn't Financially Support News

Millennials

Less Than Bachelor's

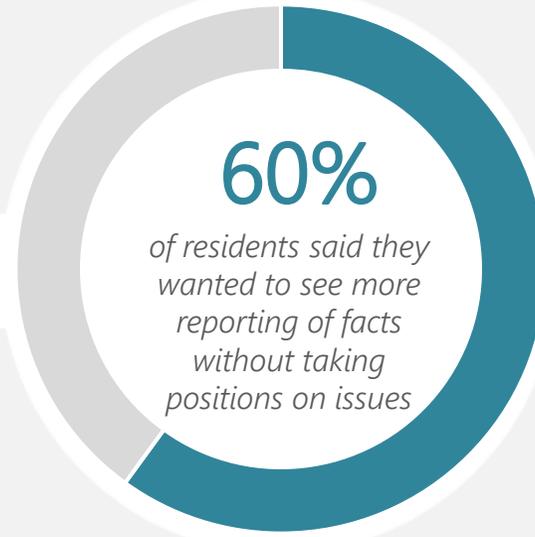
Low Media Trust

Minnesotans who paid for or financially supported state or local news in the last year were much more likely to say they felt very confident in knowing/taking each of these civic actions. For example, 30% of residents who financially supported state or local news in the last year felt very confident knowing where local politicians stand on key issues compared to just 13% of those who did not.

# 9

## Minnesotans wanted more factual reporting without taking positions

When residents were asked what they wanted to see more of in state and local media, most residents (60%) said reporting of facts without taking positions on issues. This is consistent with the 7<sup>th</sup> key finding where half of Minnesotans (52%) said state and local sources reporting from a particular point of view was a major problem.



### More Likely to Say This:

Strong Legacy Media Users  
HH Income of \$100k +  
White Residents  
Other Generations

### Less Likely to Say This:

Mixed Media Users  
HH Income < \$100k  
People of Color  
Gen Z

Other top desires from state and local media:

- > Explanations of complicated state and local issues (water, healthcare, etc.) (50%)
- > Explanations of what ballot measures mean in plain language (37%)

Minnesotans wanted fact-based explanations from state and local media where news organizations did not take positions on issues. Residents who used legacy media sources much more often than new media sources were more likely to say they wanted reporting of facts without taking positions (72%) than other residents (58%).

# 10 Residents said local media could improve in holding leaders to account

While Minnesotans gave high ratings to state and local media organizations on many attributes, they gave the lowest average ratings for how media holds leaders in politics, business, and other institutions accountable for their actions. A greater share of residents said organizations' performance was poor (42%) than good (35%) or excellent (11%).



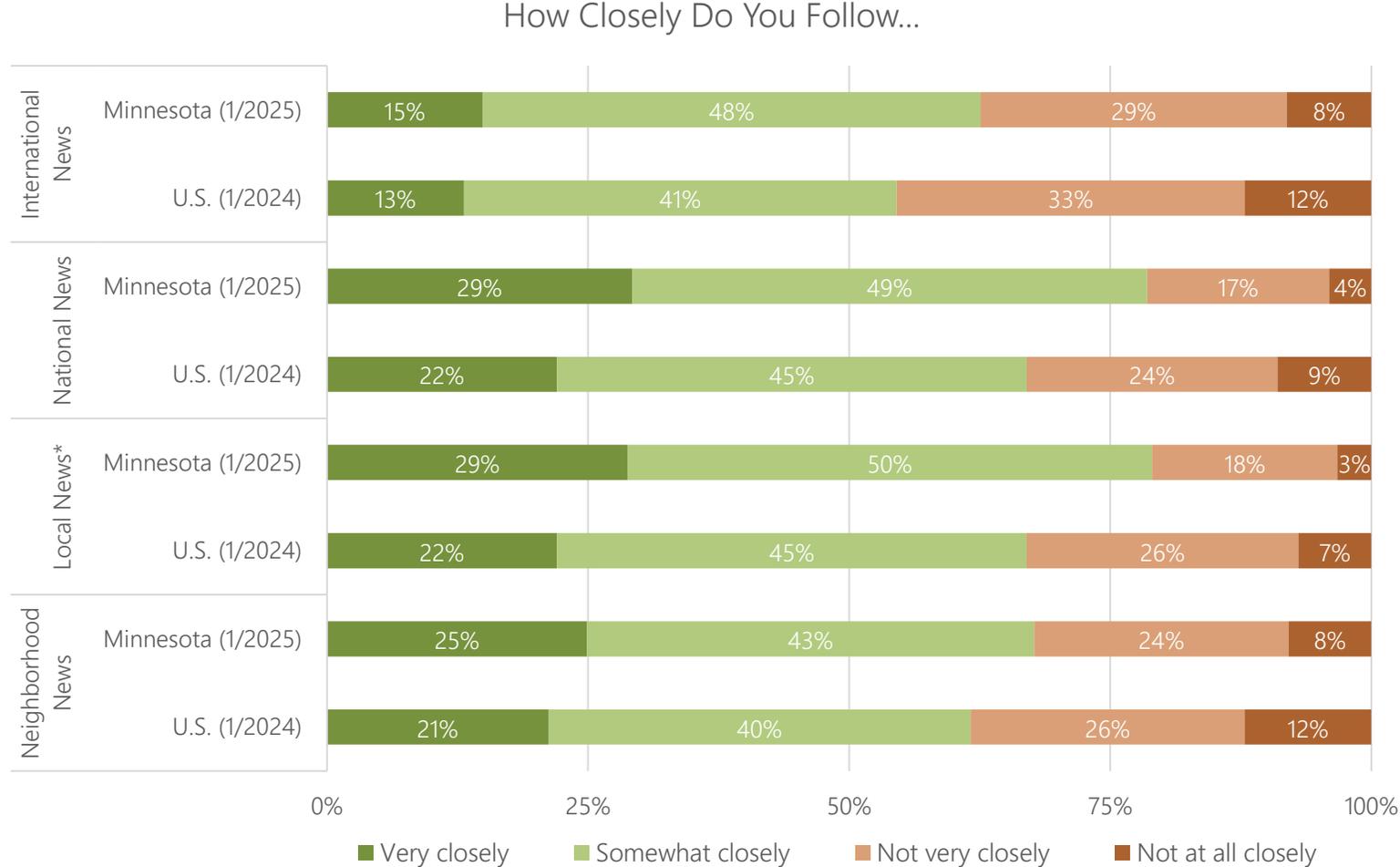
<u>More Likely to Say This:</u>	<u>Less Likely to Say This:</u>
Southwest Region	Other Regions
Neer Media Users	Legacy & Mixed Media Users
Gen X	Gen Z
Doesn't Financially Support News	Financially Supports State or Local News

Residents were most likely to say state and local news organizations were poor at:

- > Presenting differing perspectives (34%)
- > Providing facts we can all agree on (31%)
- > Being created by people like me (29%)
- > Taking positions on issues (25%)

Most residents rated state and local news organizations as good or excellent in 12 of 13 areas (holding leaders to account the lone exception). More than three out of four residents said news organizations were good or excellent at providing information about emergencies (81%) and informing them about state and local politics (76%).

# Executive Summary: National Comparisons



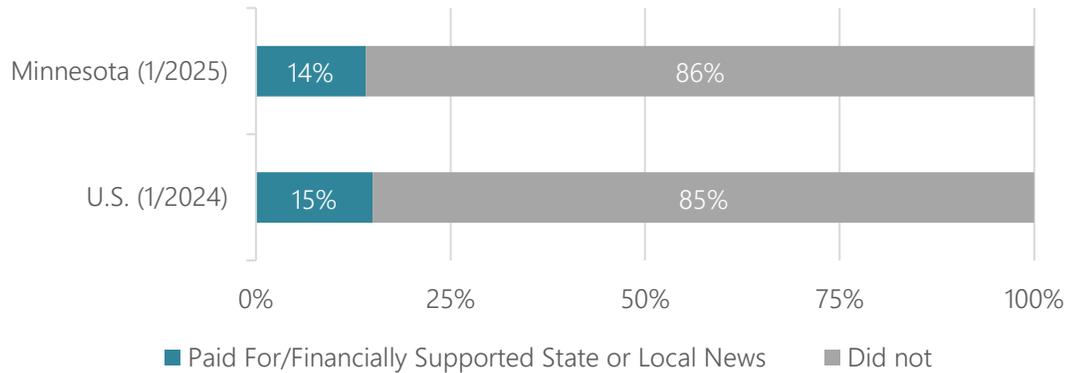
Overall, Minnesota residents were a bit more likely to say they follow national and local news somewhat or very closely than residents of the country at large.

*National comparisons came from [a Pew Research Center survey](#) fielded in January of 2024. Differences between this survey and the national benchmark may be due to differences in resident behavior and/or changes over time.*

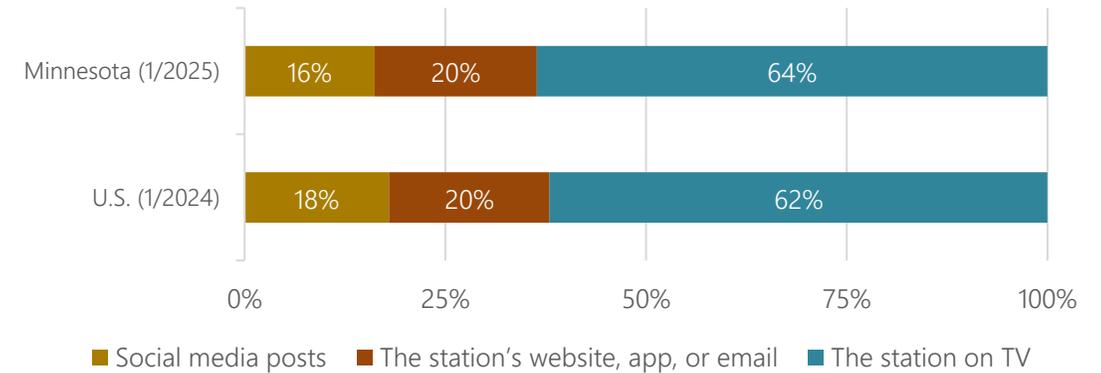
*\*Note that this survey asked Minnesota residents about both state and local news in one question. Since state news was not asked in the Pew Research Center survey, we present the average of state and local news responses for Minnesota residents.*

# Executive Summary: National Comparisons

Financial Support of State or Local News

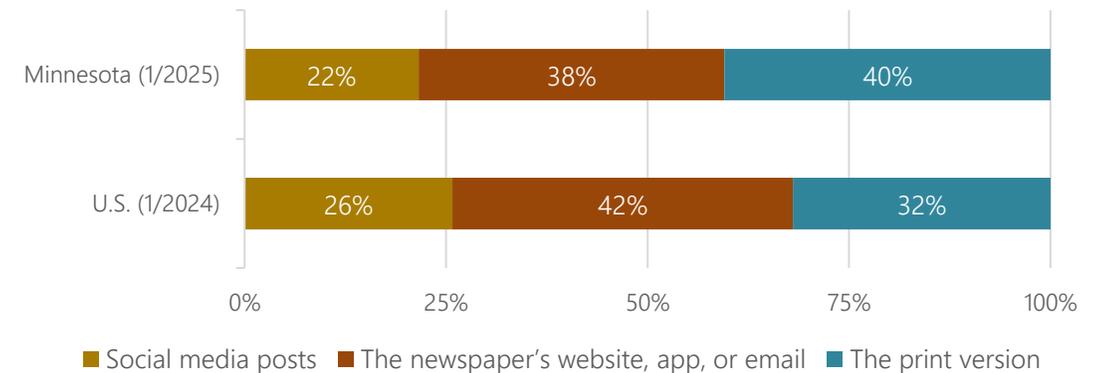


Primary TV News Consumption Mode



- > Overall, Minnesota residents paid for or financially supported state or local news at similar a rate to residents of the country at large.
- > While Minnesota residents said they used various modes of consuming TV local news at similar rates to U.S. residents at large, Minnesotans were a bit more likely (40%) than U.S. residents overall (32%) to say they consumed newspaper content primarily via the print version of the newspaper.

Primary Newspaper News Consumption Mode



National comparisons came from a [Pew Research Center survey](#) fielded in January of 2024. Differences between this survey and the national benchmark may be due to differences in resident behavior and/or changes over time.

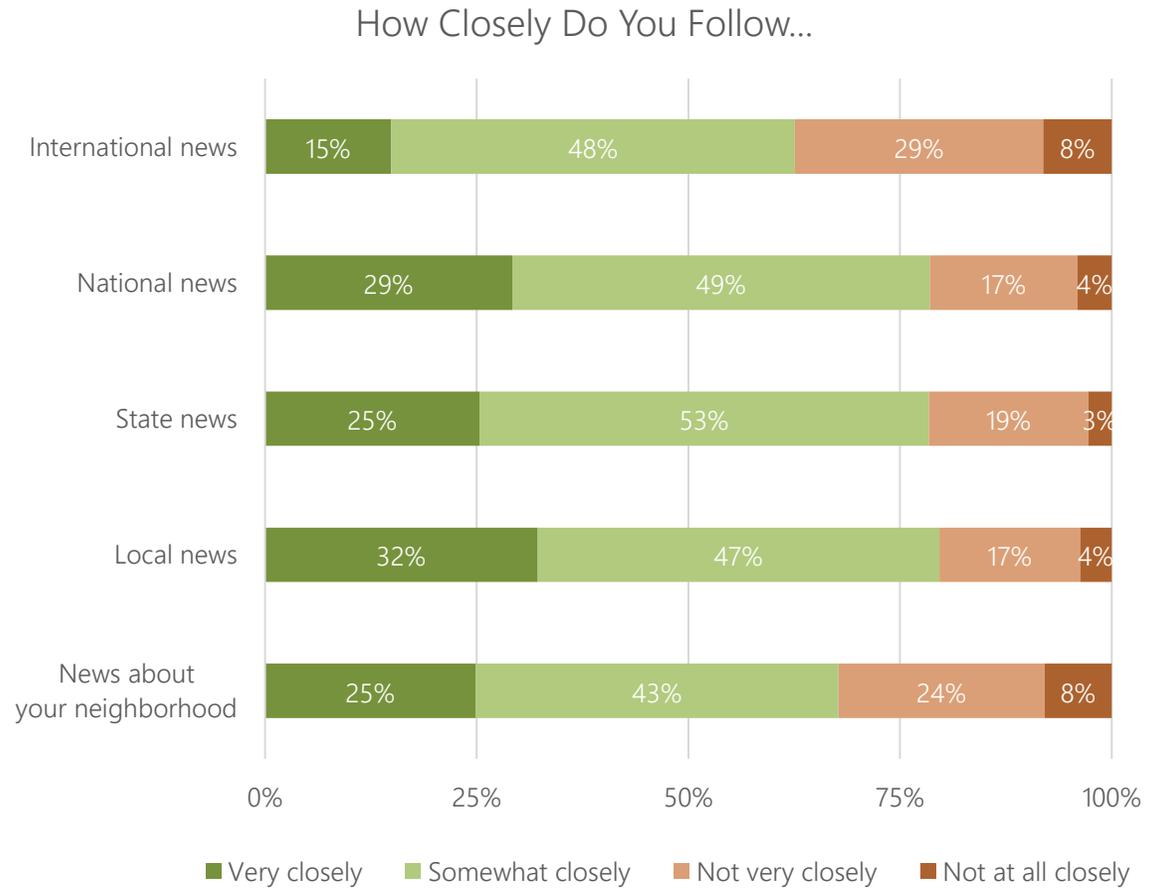
SECTION 2

# IMPORTANCE OF LOCAL NEWS FOR MINNESOTA'S COMMUNITIES

*"I appreciate the focus on community engagement and trustworthy reporting. It's crucial for fostering informed and connected neighborhoods."*

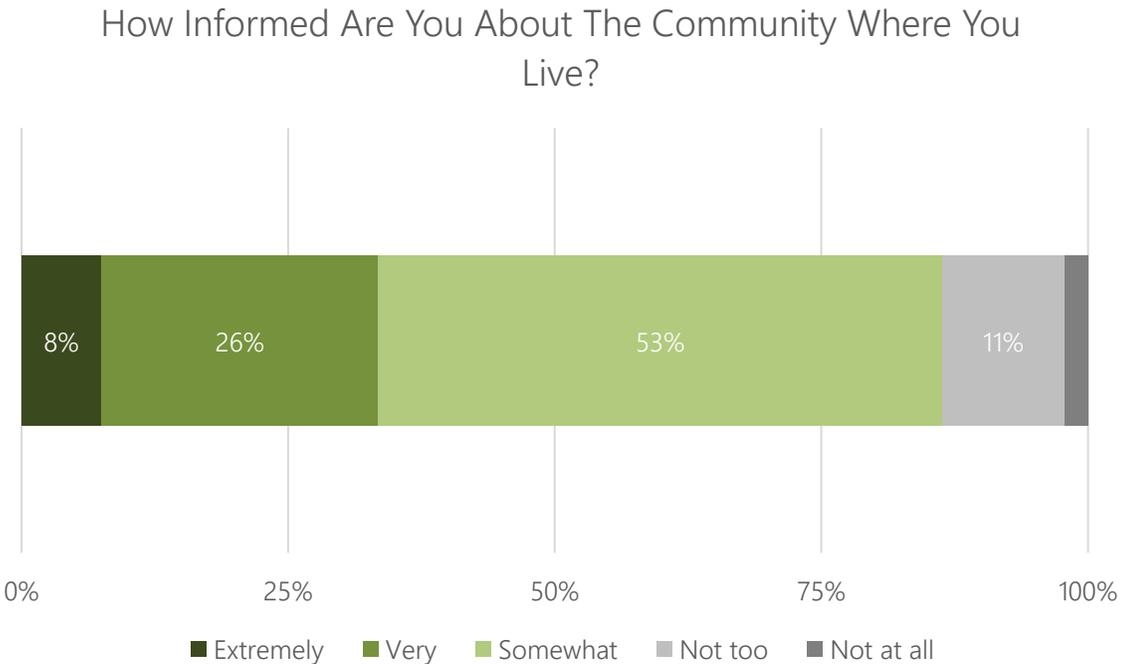
- Minnesota Resident

# More than three out of four Minnesotans said they follow state and local news somewhat or very closely



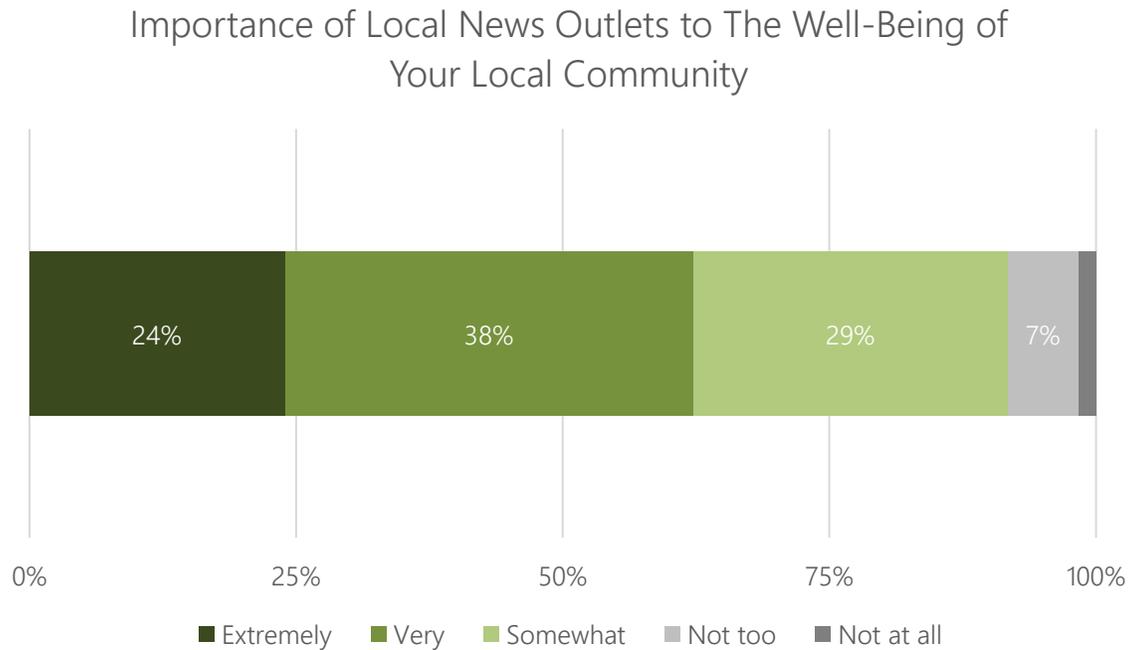
- > About one out of three (32%) residents said they follow local news very closely and one quarter (25%) said the same for state news and neighborhood news.
- > *Not shown:*
  - Residents from the Northwest (11%) and Central (20%) regions of the state were less likely than others (27%) to say that they followed state news very closely.
  - Residents who more frequently used legacy media (31%) were more likely to say they followed state news very closely than those who used new media more frequently (20%).
  - Baby Boomers and Gen X were more likely to say they followed state news (28%) and local news (35%) very closely than Millennials and Gen Z (21% and 28% respectively).
  - People of Color were more likely to say they followed local news very closely (39%) than those identifying as White (31%).
  - Male residents were more likely to say they followed international news very closely (19%) than female residents (11%).

# Most Minnesotans said they were somewhat or less informed about what is happening in the community where they live



- > When asked how informed they were about what is happening in the community where they live, about one half of residents (53%) said they were somewhat informed. About one quarter (26%) said they felt very informed and fewer than one out of ten (8%) said they felt extremely informed. Conversely, 14% of residents said they felt not too informed or not at all informed.
- > *Not shown:*
  - Residents who paid for, or financially supported, state or local news in the last 12 months were more likely (50%) to say they were extremely or very informed than those who did not (31%).
  - Residents with household incomes below \$25,000 were about twice as likely (19%) to say they felt not too or not all informed than those with household incomes above \$100,000 (10%).
  - Residents who said they had not much or no trust in local news were about twice as likely (25%) to say they felt not too or not at all informed than those with some or a lot of trust (12%).

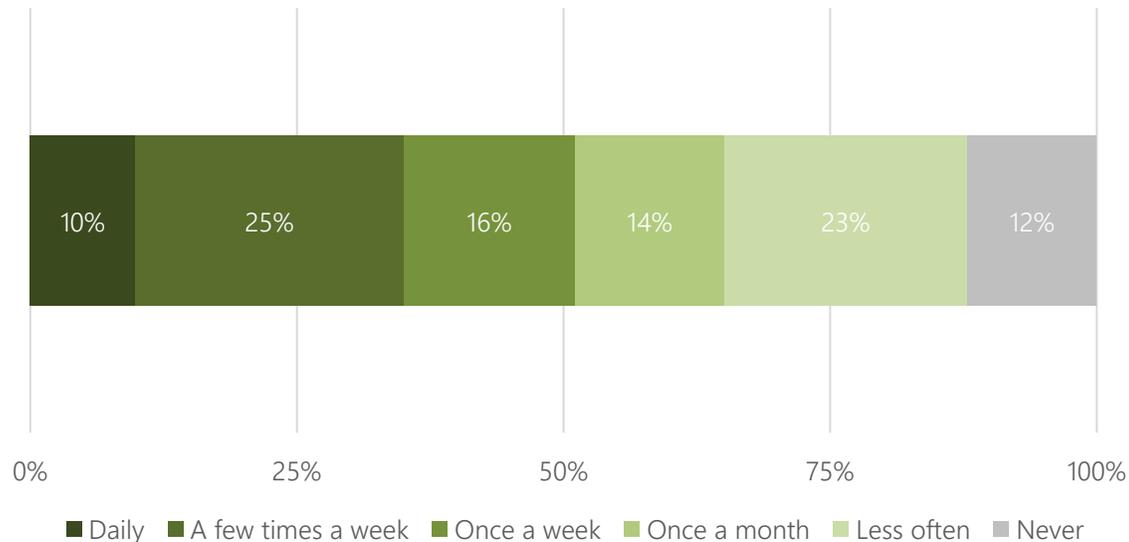
# Most residents said that local news outlets were very or extremely important to the well-being of their local community



- > Most Minnesotans (62%) said local news outlets were very or extremely important to the well-being of their local community with about a quarter (24%) saying the latter. Only 8% of residents said local news outlets were not too or not at all important with only 2% saying the latter.
- > *Not shown:*
  - Residents from the Central region of the state were less likely (53%) than others (63%) to say that local news outlets were very or extremely important.
  - People of Color were more likely to say local news outlets were extremely important (30%) than White residents (22%).
  - Those who more frequently used legacy media were more likely (68%) than those who more frequently used new media (58%) to say state and local news outlets were very or extremely important.
  - Residents who said they had some or a lot of trust in local news were about twice as likely (68%) to say local news outlets were very or extremely important than those with less trust (33%).

# About half of Minnesotans said they shared a state or local news story with someone else once a week or more frequently

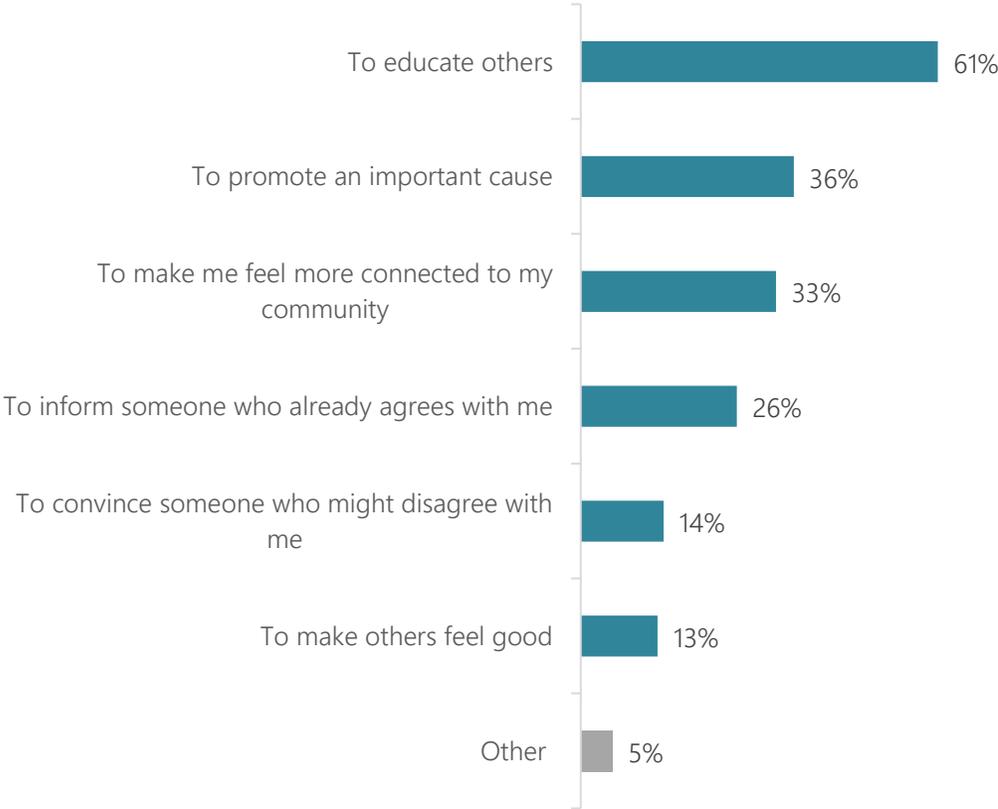
Frequency of Sharing State or Local News Stories With Others



- > About one third (35%) of residents said they share state or local news stories at least a few times a week. Only about one out of ten (12%) residents said they never do this.
- > *Not shown:*
  - Gen Z and Millennial residents were twice as likely (14%) to say that they do this daily than Gen X and Baby Boomer residents (7%).
  - Male residents were more likely (28%) than female residents (32%) to say they shared stories at least a few times a week.
  - Black or African American (54%) and American Indian or Alaskan Native (AIAN) (50%) residents were more likely than White residents (33%) to say they did this at least a few times a week.
  - Most residents who paid for or financially supported state or local news in the last year said they did this at least a few times a week (56%) compared to about one third of those who did not (32%).

# Residents were most likely to say they shared state or local news stories to educate others

Reasons For Sharing State or Local News Stories



Residents who said they shared state or local news stories with others were asked to select a series of motivations that drove this behavior.

- > Most residents who shared state and local news stories said they did so to educate others (61%).
- > About one third said they did so to promote an important cause (36%) or to make them feel more connected to their community (33%).
- > *Not shown:*
  - Male residents were twice as likely to say they share stories to convince someone who might disagree with them (19%) than female residents (9%).
  - Gen Z residents were twice as likely (23%) as older residents (11%) to say they share stories to make others feel good.

SECTION 3

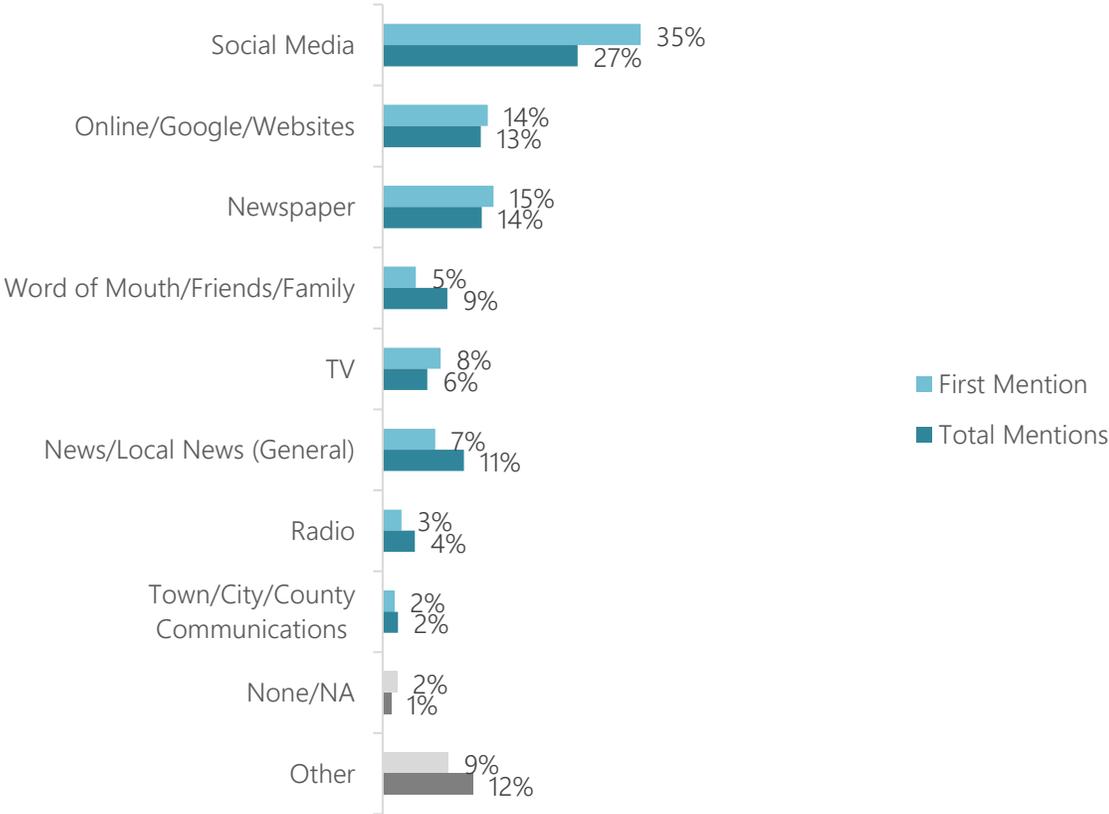
# SOURCES & MODE OF LOCAL NEWS CONSUMPTION

*"I'm particularly concerned about the continuing erosion in the numbers of local community-based newspapers. Social media simply doesn't fill the same role as local, knowledgeable coverage of local schools, courts, and governments."*

-Minnesota Resident

# Minnesotans were most likely to say they use social media to find out what is happening in the community where they live

Sources Used To Find Out What is Happening in Your Community – Coded Open-End Question



Respondents were asked to identify up to three sources that they use most frequently to find out what is happening in their community. Those open-ended responses were then grouped into the thematic categories seen in the graph on the left. The light blue bars represent the share of Minnesotans who described that source with their first mentioned source and the dark blue bar indicates the share of total mentions.

- > About one third of residents (35%) described some sort of social media as their first answer to this question.
- > The next slide disaggregates the share of residents who described general sources (a newspaper) and specific, named sources (Star Tribune).
- > *Not shown:*
  - Gen Z (45%) and Millennial (46%) residents were more likely to describe social media in their first source than Gen X (36%) or Baby Boomer residents. Conversely, Baby Boomer Minnesotans were about twice as likely to describe newspaper (23%) or TV (12%) sources than younger residents (12% and 6% respectively).

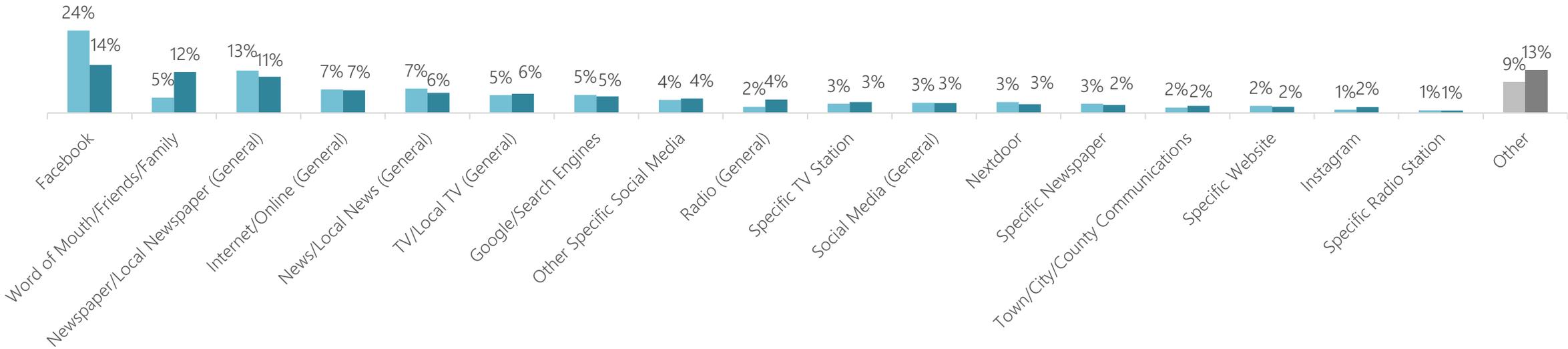
Q7. What sources do you use to find out what is happening in the community that you live in? Please list up to three that you use most frequently.

# Minnesotans were more likely to describe categories of media than named outlets as their most frequently used sources for community information

Sources Used To Find Out What is Happening in Your Community – Coded Open-End Question

■ First Mention ■ Total Mentions

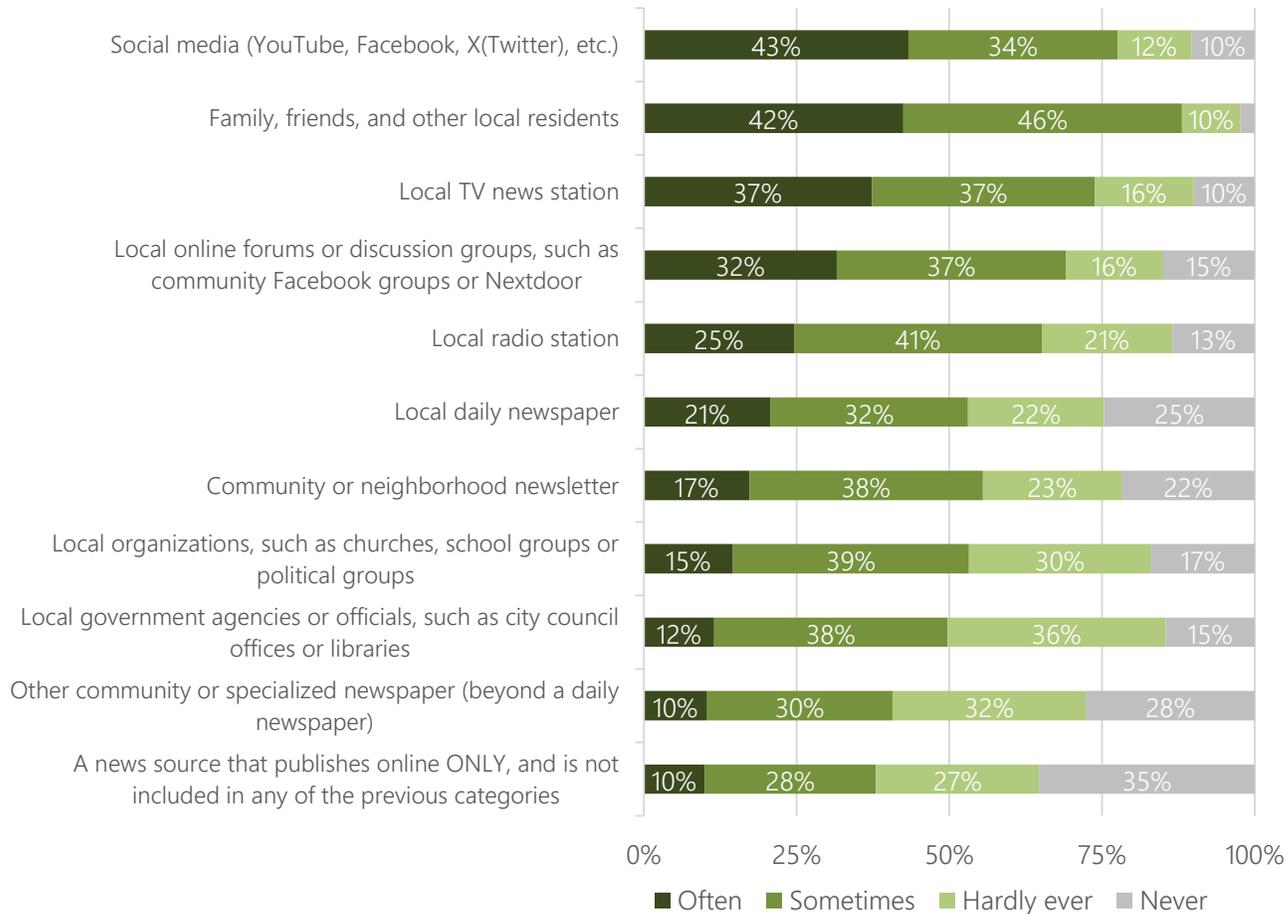
*This graph presents the same data from the previous slide but disaggregates the share of residents who described general sources (a newspaper) and specific, named sources (Star Tribune).*



Q7. What sources do you use to find out what is happening in the community that you live in? Please list up to three that you use most frequently.

# Minnesotans most frequently get local news from social media, other residents, and local TV news stations

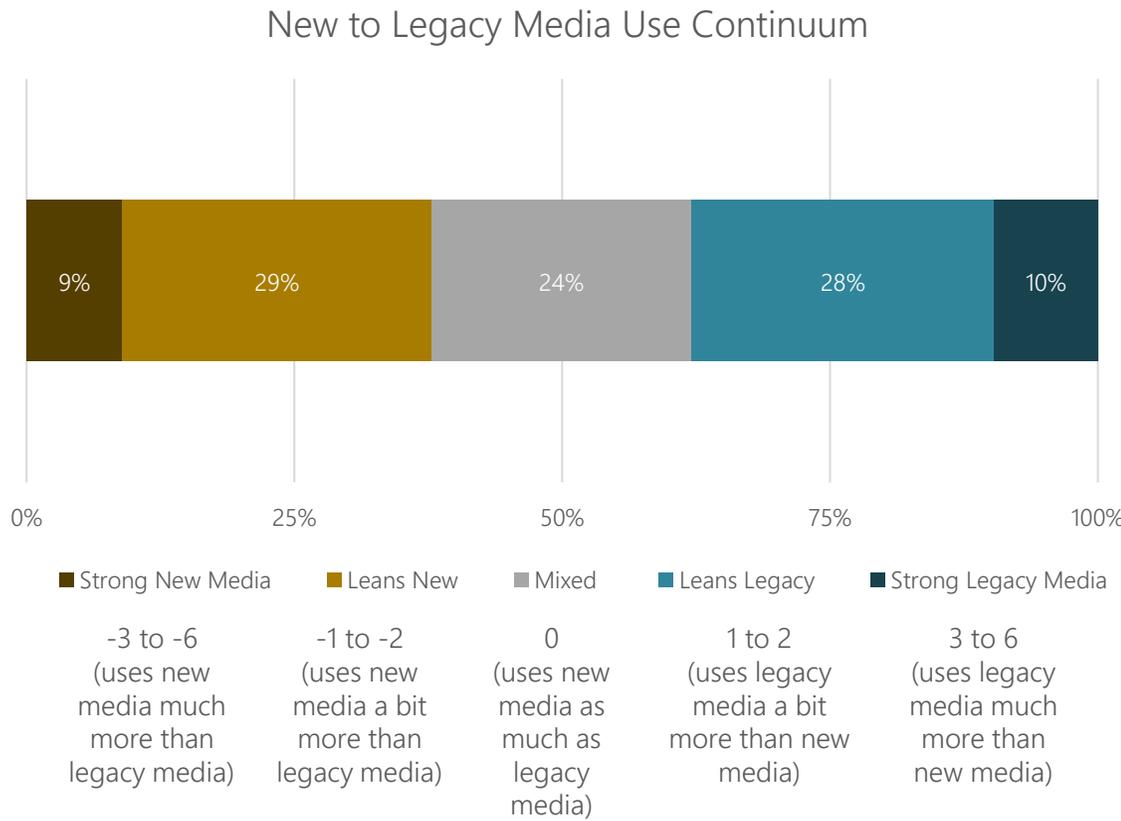
How Often Do You Get Local News and Information From ...



- > Residents were most likely to say they often get local news and information from social media (43%), family, friends, and other local residents (42%), and local TV news stations (37%).
- > *Not shown:*
  - Residents from the Southern (44%) and Twin Cities Metro (40%) regions were the most likely to say they often get news from a local TV station while those from the Central (27%) and Southwest (27%) regions were the least likely.
  - Baby Boomers and Gen X (46%) were more likely than younger residents (26%) to say they often get news from a local TV station. Conversely, Gen Z and Millennials were more likely (56%) to say they often get news from social media than older residents (33%).
  - People of Color were more likely (56%) to say they often get local news from social media than White residents (41%). Additionally, People of Color were more likely to say they often get news from community/neighborhood newsletters (23%) or local organizations (20%) than White residents (16% and 13% respectively).

# Residents were split evenly between relying on new and legacy media sources for local news

The graph on the right presents how often residents use new media sources (social media, online forums, and other online sources) compared to legacy media sources (local newspapers, TV stations, and radio stations). Responses from Q11 (seen on the previous slide) were assigned values of 0 (never), 1 (hardly ever), 2 (sometimes), and 3 (often). Residents' new media values were subtracted from their legacy media values to group them into the categories seen in the graph on the left.



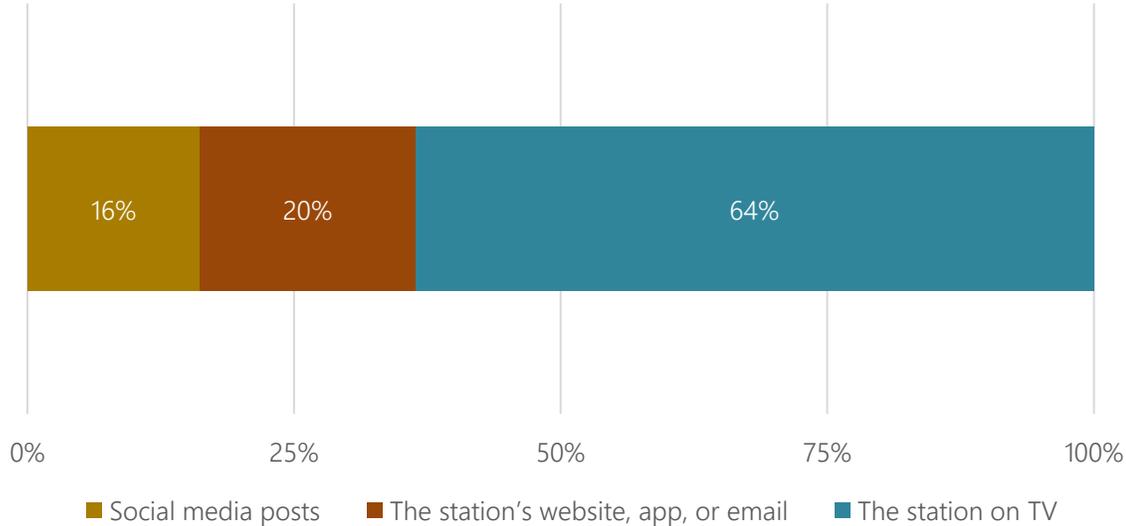
- > About one quarter of residents (24%) used new media as much as legacy media for local news. Similar shares more often relied on new (38%) and legacy (38%) media.
- > Demographic differences in media use frequency:

	New More Than Legacy	Even Mix	Legacy More Than New
People of Color	47%	10%	26%
White Residents	36%	12%	40%
Gen Z and Millennials	47%	26%	27%
Gen X and Baby Boomers	30%	23%	46%
Female	41%	24%	35%
Male	34%	25%	41%

Q11. How often do you get local news and information from each of the following types of sources, regardless of whether you access them digitally?

# Most residents who get local news and information from local TV news stations do that primarily via that station on TV

Primary TV News Consumption Mode

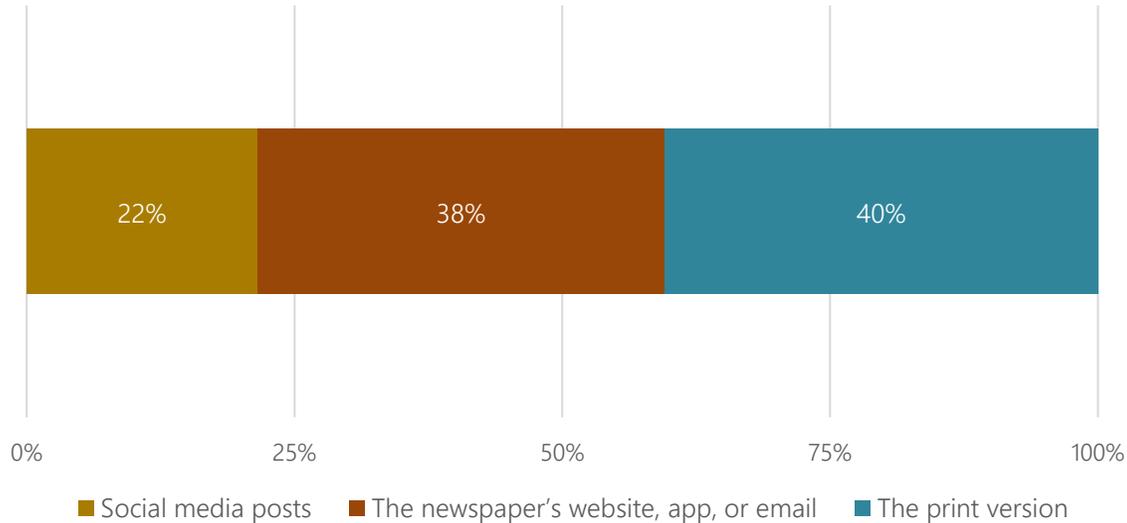


*Residents who said they get local news and information from local TV stations were asked how they primarily get that news.*

- > Most residents who ever consumed local news by a local TV station said they did primarily via that station on TV (64%). About one out of five (20%) said they did so primarily through the station's website, app, or email and 16% said they did so primarily through social media posts.
- > *Not shown:*
  - Baby Boomer residents were much more likely (85%) than Gen Z and Millennial residents (48%) to say they did so primarily through the station on TV. Alternatively, 63% of Gen X residents said they did this primarily through the TV.
  - Those with some or a lot of trust in local news were more likely to say they primarily got that news through the station on TV (65%) than those with less trust (53%).
  - Residents who paid for/financially supported local news in the last year were more likely (30%) to do so through the station's website, app, or email than those who did not (19%).

# Most residents who got news from local daily newspapers said they primarily did so in ways other than the paper's print version

Primary Newspaper News Consumption Mode

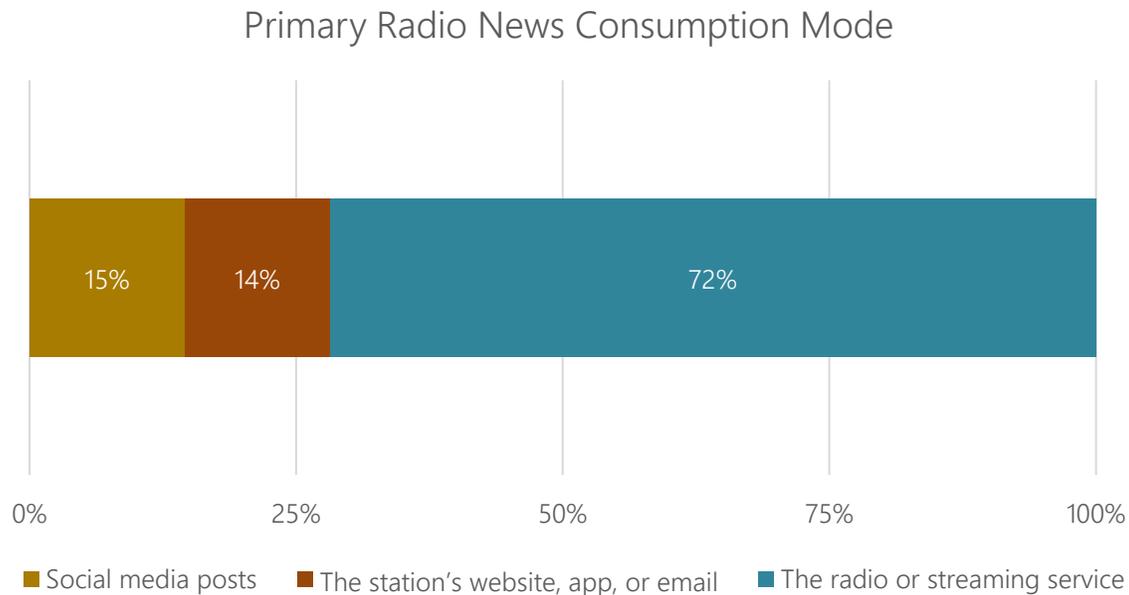


Residents who said they get local news and information from a local daily newspaper were asked how they primarily get that news.

- > Similar shares of these residents said they primarily got this news from the print version (40%) of the paper as those who said they did through the newspaper's website, app, or email (38%). The remaining of these residents (22%) said they primarily got this news from social media posts.
- > *Not shown:*
  - Minnesotans from the Twin Cities Metro were less likely (34%) to say they did this through the newspaper's print version than those from other regions (48%).
  - Residents with household incomes of \$100,000 or above were more likely to say they did this primarily through the paper's website, app, or email (51%) than the print version (28%). Conversely, those with lower household incomes were less likely to do this primarily through a website, app, or email (34%) and more likely to do so through the print version (44%).

# Nearly three out of four residents who get news from local radio stations said they did so primarily through the radio or by streaming

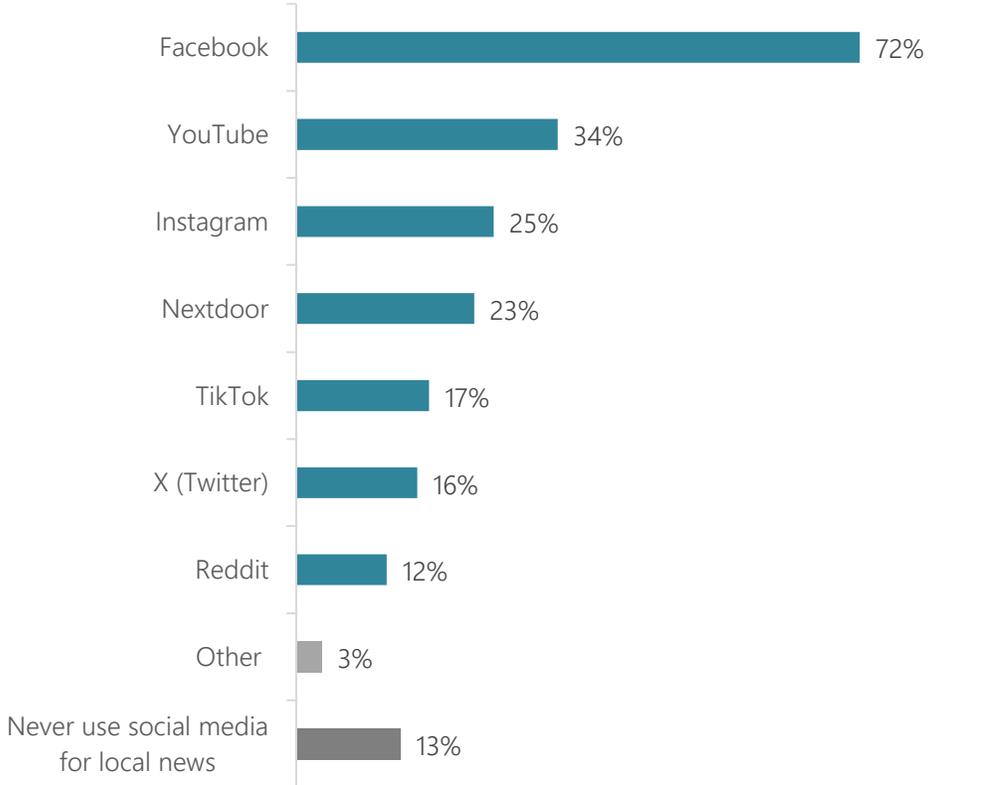
*Residents who said they get local news and information from a local radio station were asked how they primarily get that news.*



- > A majority (72%) of those who get news from local radio stations said they did so primarily through the radio or a streaming service. Similar smaller shares of these residents said they did so primarily through social media posts (15%) or the station's website, app, or email (14%).
- > *Not shown:*
  - Baby Boomer residents (84%) were more likely than Gen Z residents (47%) to say they primarily got this news through the radio or a streaming service. Most Millennial and Gen X residents said they did so through the radio or a streaming service (71%).
  - People of Color were much less likely (54%) to say they primarily got news from local radio stations through the station on the radio or a streaming service than White residents (76%).

# Most Minnesotans said they used Facebook to get local news in the last six months

Sources Used For Local News in the Last Six Months



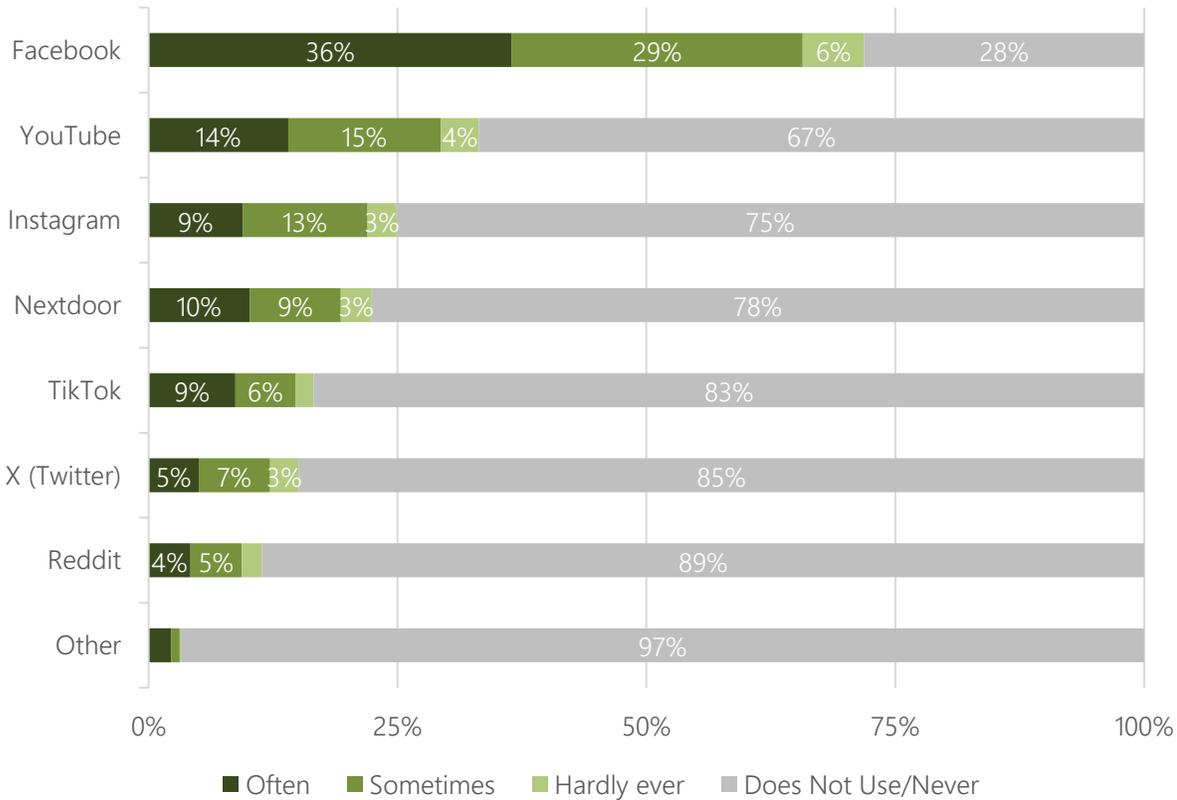
Residents who said they used social media or online forums to get local news were asked to identify which specific providers they used for this purpose in the last six months. The graph on the left scales these percentages back to all residents (including those who never use social media for local news).

- > Nearly three out of four residents (72%) said they used Facebook for local news in the last six months. About one third (34%) said they used YouTube for this purpose and around one quarter said they used Instagram (25%) and Nextdoor (23%).
- > *Not shown:*
  - Millennial (82%) and Gen X (78%) residents were more likely to say they recently used Facebook for local news than Gen Z (65%) or Baby Boomer (61%) residents.
  - Besides Facebook and Nextdoor (which were used at similar rates), People of Color were more likely to say they used each of the other social media platforms listed at a higher rate than White residents.

Q15. You mentioned you get local news from social media or local online forums, which of the following have you used to get local news in the last six months? Please select all that apply

# About one third of Minnesotans said they often get local news and information from Facebook

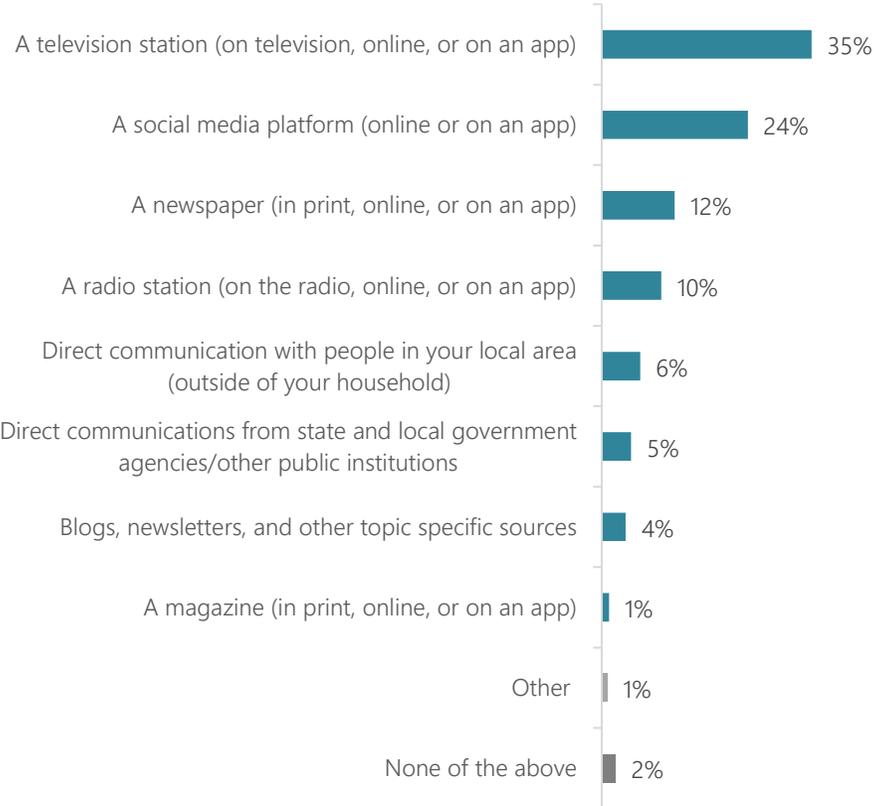
How Often Do You Get Local News and Information From ...



- > About one out of three (36%) residents said they often get local news and information from Facebook and an additional 29% said they do this sometimes.
- > Most residents said they did not use or never use each individual other platform for this purpose.
- > *Not shown:*
  - Twin Cities Metro residents were more likely (26%) to say they sometimes or often use Nextdoor for local news and information than those from other regions (11%).
  - Gen Z residents were more likely to say they often used TikTok (29%), YouTube (28%), and Instagram (24%) for local news than older residents (6%, 12%, and 10% respectively).
  - Female residents were more likely (42%) than male residents (31%) to say they often used Facebook for news. Conversely, male residents were more likely (17%) than female residents (11%) to say they often used YouTube for news.

# Most residents preferred to access state and local news through a television station or a social media platform

Preferred Way of Accessing State and Local News



Residents were asked to select their single most preferred way to access state and local news.

- > About one third of residents (35%) said their preferred way to access this information was a television station and about one quarter (24%) said a social media platform.
- > About one out of ten residents said their preferred way to access state and local news was a newspapers (12%) or a radio station (10%).
- > *Not shown:*
  - Residents living in the Twin Cities Metro were less likely to say their preferred mode was a newspaper (10%) or radio station (7%) than those from other regions (14% and 13% respectively).
  - Additionally, there were the following generational differences:

	Gen Z	Millennial	Gen X	Baby Boomers
A television station	16%	25%	38%	50%
A social media platform	39%	33%	25%	7%
A newspaper	10%	9%	10%	18%

Q17. Thinking specifically about state and local news, which of the following is your preferred way of accessing information?

SECTION 4

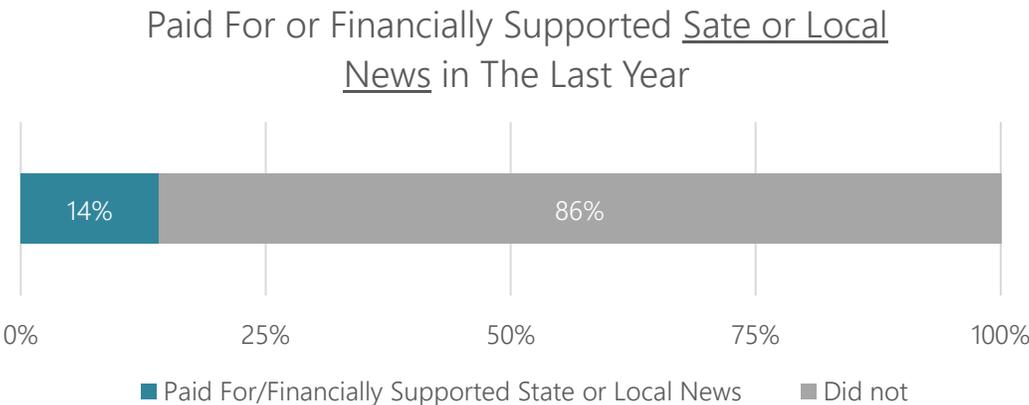
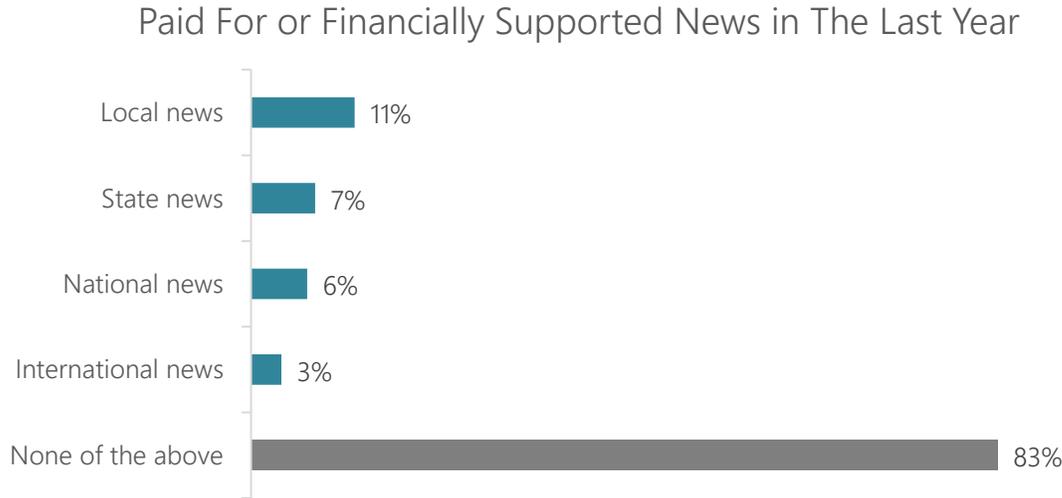
## FINANCIAL SUPPORT OF STATE & LOCAL NEWS

---

*"I support a local news source to ensure quality journalism, promote community engagement, and keep informed about important issues."*

-Minnesota Resident

# More than one out of ten residents paid for or financially supported state or local news in the last year

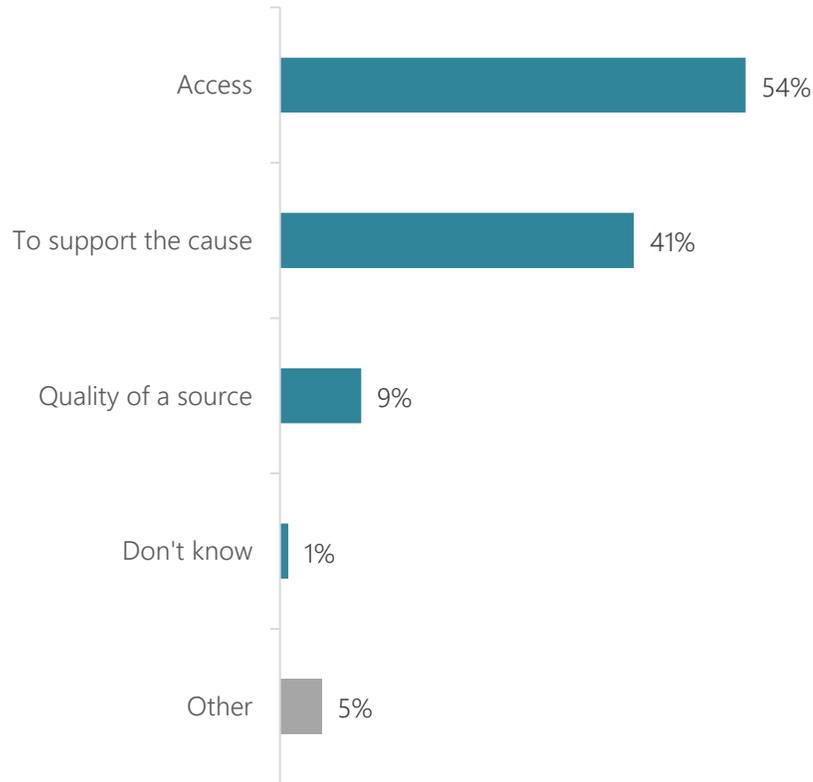


- > Most (83%) residents did not pay for or financially support news at any level in the last 12 months.
- > About one out of ten (11%) said they had paid for or financially supported local news in the last year and a slightly smaller share said they did so for state (7%) or national (6%) news.
- > *Not shown:*
  - Residents with household incomes below \$25,000 were less likely (9%) than those with higher incomes (14%) to have paid for or financially supported state or local news in the last year.
  - Residents who had a lot of trust in local news were more than twice as likely (22%) to have paid for/financially supported state or local news in the last year than those with less trust (9%).
  - Gen Z residents were more likely (20%) than older residents (12%) to have done this in the last year.
  - Finally, Hispanic or Latino residents were more likely (26%) than White residents (12%) to have done this in the last year.

Q20. Have you paid for, or given money directly to, any news sources in any of the following areas in the past 12 months? Please select all that apply.

# Most residents who paid for or financially supported state or local news said they did so primarily for access

Reasons For Paying For/Financially Supporting State or Local News – Coded Open-End Question

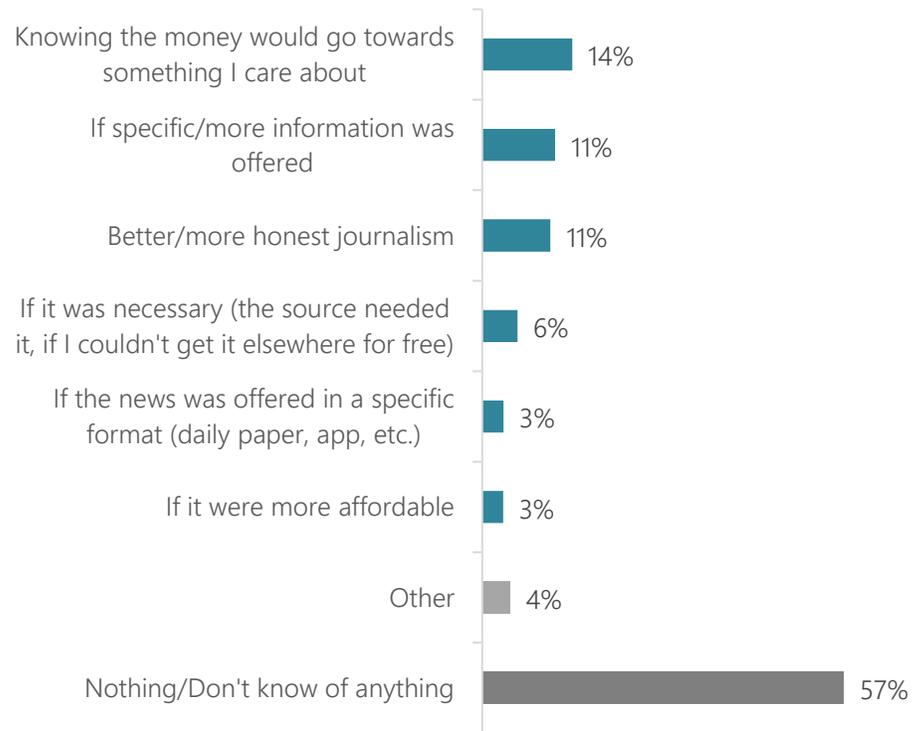


Residents who said they paid for or financially supported state or local news in the last 12 months were asked for the main reason they did so in an open-ended question. Responses were grouped into the themes seen in the graph on the left.

- > A bit more than half (54%) said access was the main reason why they paid for or financially supported state or local news. About two out of five (41%) said they did so to support the cause and about one out of ten (9%) said the main reason was the quality of the source.
- > Due to a smaller sample size for this question, there were fewer statistically significant differences across segments.  
Not shown:
  - Millennial residents were less likely (34%) than other generations (57%) to say the main reason for paying for/financially supporting state or local news was access. Millennial residents said supporting the cause was the main reason at a higher rate (51%) than others (33%).

# Most residents who had not recently paid for or financially supported state or local news said nothing would make them want to do so

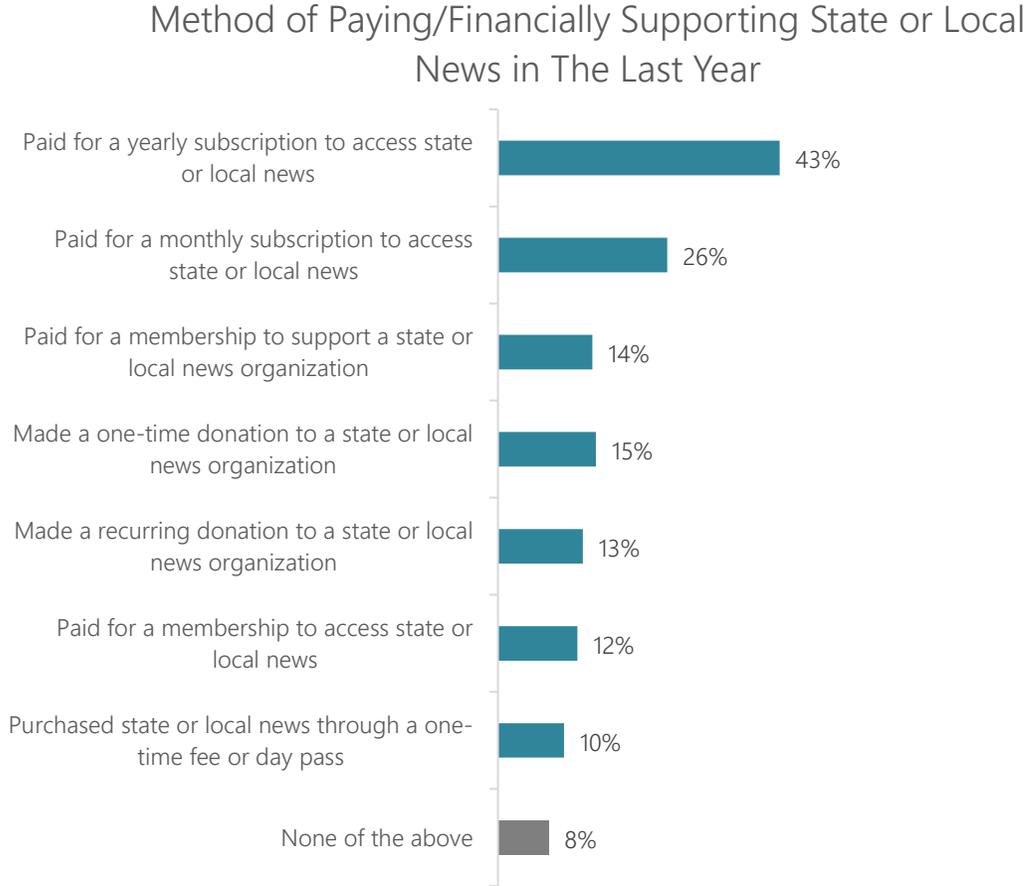
Reasons That Would Make You Want to Pay For/Financially Supporting State or Local News – Coded Open-End Question



Residents who had not paid for or financially supported state or local news in the last 12 months were asked what, if anything, would make them want to pay for, or give money to a state or local news source. Responses were grouped into the themes seen in the graph on the left.

- > While most (57%) said there was nothing that would make them want to pay for or financially support state or local news, more than one out of ten of these residents gave the following thematic responses:
  - Knowing the money would go towards something I cared about (14%).
  - If specific/more information was offered (11%).
  - Better/more honest journalism (11%).
- > *Not shown:*
  - Gen Z residents were more than twice as likely (27%) to say knowing the money would go towards something I cared about would do so than older residents (12%).
  - Female residents were more likely to say knowing the money would go towards something I cared about (17%) than male residents (11%). Conversely, male residents were more likely to say better/more honest journalism (13%) than female residents (8%).

# Residents who paid for or financially supported state or local news were most likely to do so through yearly subscriptions



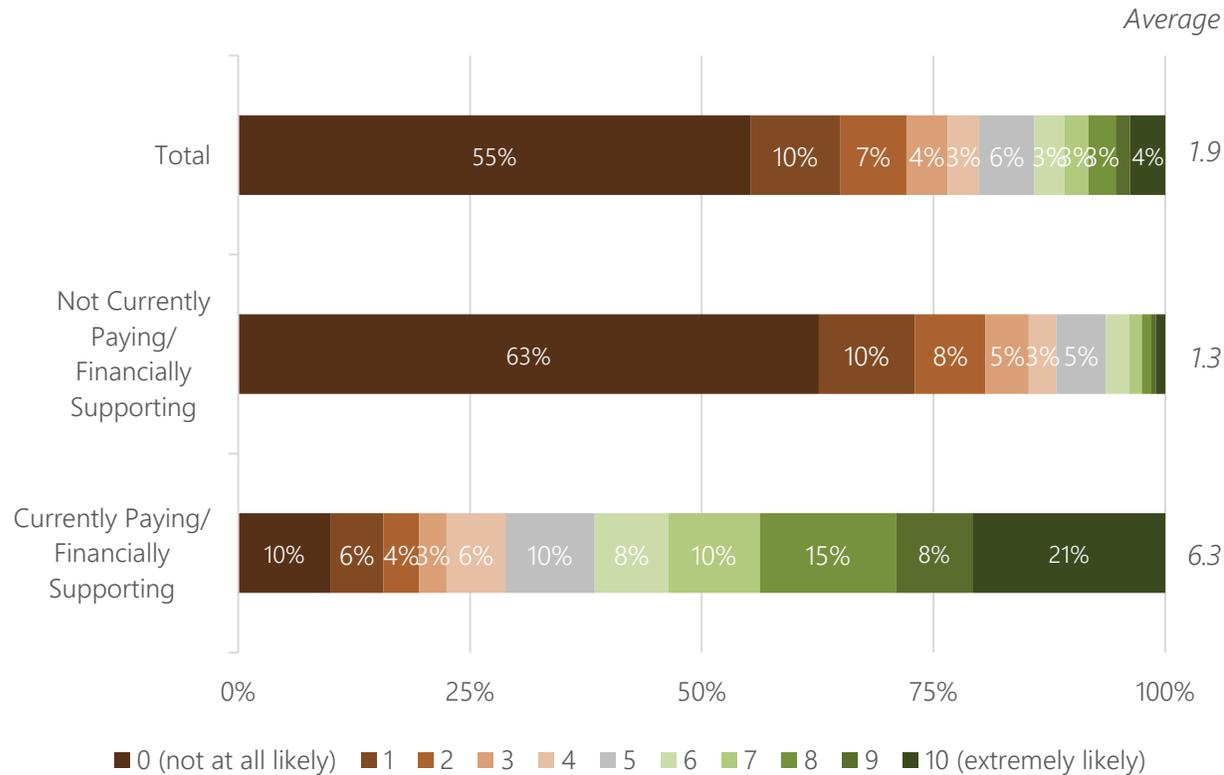
Residents who said they paid for or financially supported state or local news in the last 12 months were asked to select all modes of doing so that applied to them.

- > Nearly half (43%) of those who paid for/financially supported state or local news said they did so via yearly subscription to access state or local news. About a quarter (26%) said they did so via a monthly subscription.
- > *Not shown:*
  - Residents who more frequently used legacy media were more likely (56%) to say they did this through a yearly subscription than those who more frequently used new media (31%).
  - Baby Boomer residents were twice as likely (66%) to have done this through a yearly subscription than younger residents (33%).

Q23. Thinking specifically about state and local news, which of the following have you done in the past 12 months? Please select all that apply.

# Most residents said they were not at all likely to pay for, or financially support, a state or local news source

Likelihood of Paying For/Financially Supporting State or Local News in The Next 12 Months



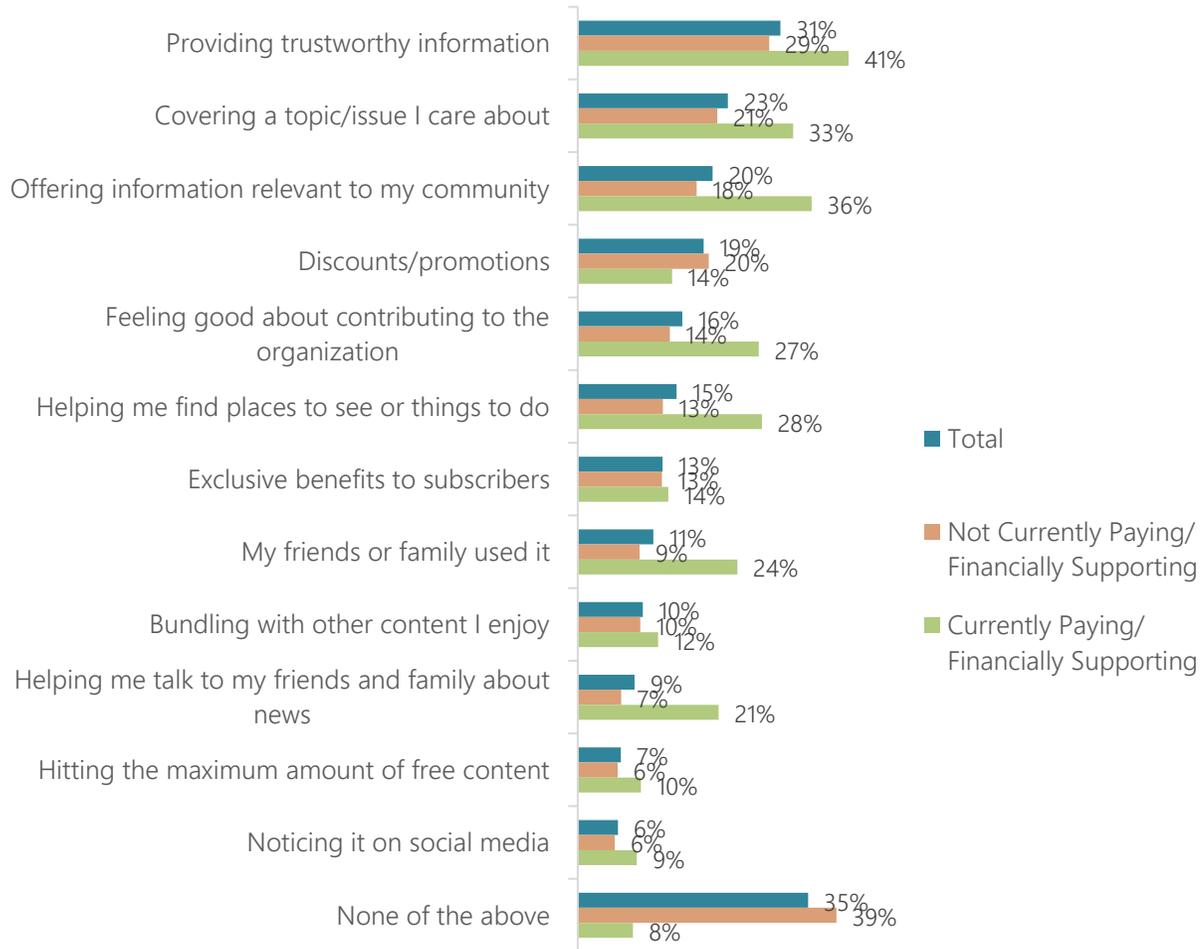
Residents were asked on a scale from 0 (not at all likely) to 10 (extremely likely), how likely are you to pay for, or give money to, a state or local news source in the next 12 months? The graph on the left presents responses to this question for all residents, those that have not paid for/financially supported state or local news in the last year, and those that have.

- > Most residents (55%) said they were not at all likely to pay for or financially support state or local news in the next 12 months. Nearly one out of ten (8%) gave scores of 8-10.
- > *Not shown:*
  - Residents from the Twin Cities Metro were less likely to give a score of 0 (52%) than those from other regions (59%).
  - Residents who had a lot of trust in state and local media gave higher average scores (3.1) than others (1.4).
  - Those who used legacy media more often gave higher average scores (2.1) than those who more often used new media (1.5).
  - Gen X and Baby Boomer residents were more likely to give scores of 0 (58%) than younger residents (51%).

Q24. On a scale from 0 (not at all likely) to 10 (extremely likely), how likely are you to pay for, or give money to, a state or local news source in the next 12 months?

# Residents were most likely to say the provision of trustworthy information would motivate them to pay for state and local news

Reasons That Motivate Financial Support of State/Local News



Residents were asked to select from a list of possible items that would motivate them to pay for state or local news.

- > Residents were most likely to say that providing trustworthy information would motivate them to pay for state or local news (31%). This was followed by covering a topic/issue I care about (23%) and offering information relevant to their community (20%).
- > In general, those who had paid for or financially supported state or local news over the last 12 months were more likely to select each option.
- > *Not shown:*
  - Gen X and Baby Boomer residents were more likely to select none of the above (42%) than younger residents (25%).
  - Gen Z and Millennial residents were more likely to select feeling good about contributing to the organization (20%) than older residents (13%).
  - Black or African American residents were more likely to select feeling good about the contributing to the organization (25%) than others (16%).

SECTION 5

## TRUST AND PERFORMANCE

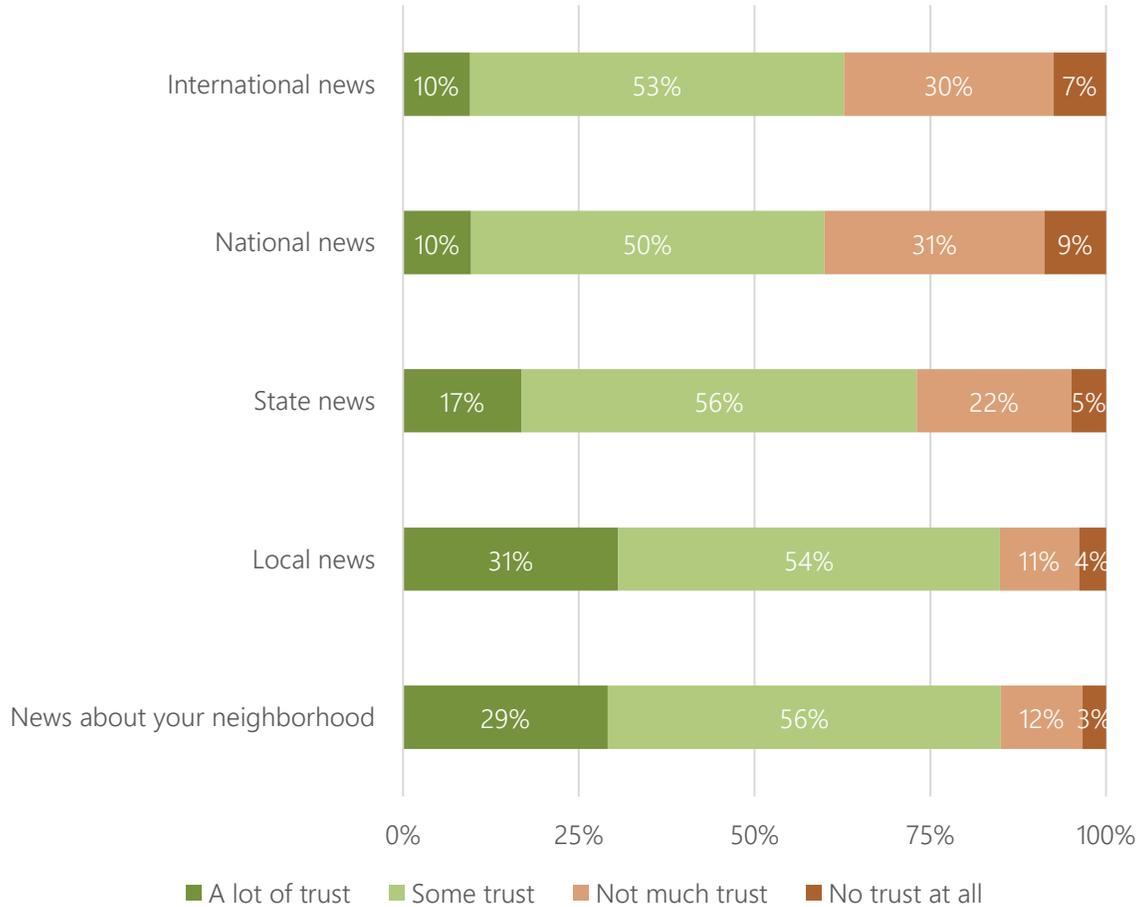
### EVALUATION OF STATE & LOCAL NEWS

*"I do not watch much for local news but believe in general that media and news outlets have become way too single-sided on issues and should become more bipartisan and focus only on facts."*

-Minnesota Resident

# Residents were more likely to have a lot of trust in local and neighborhood news than state, national, or international news

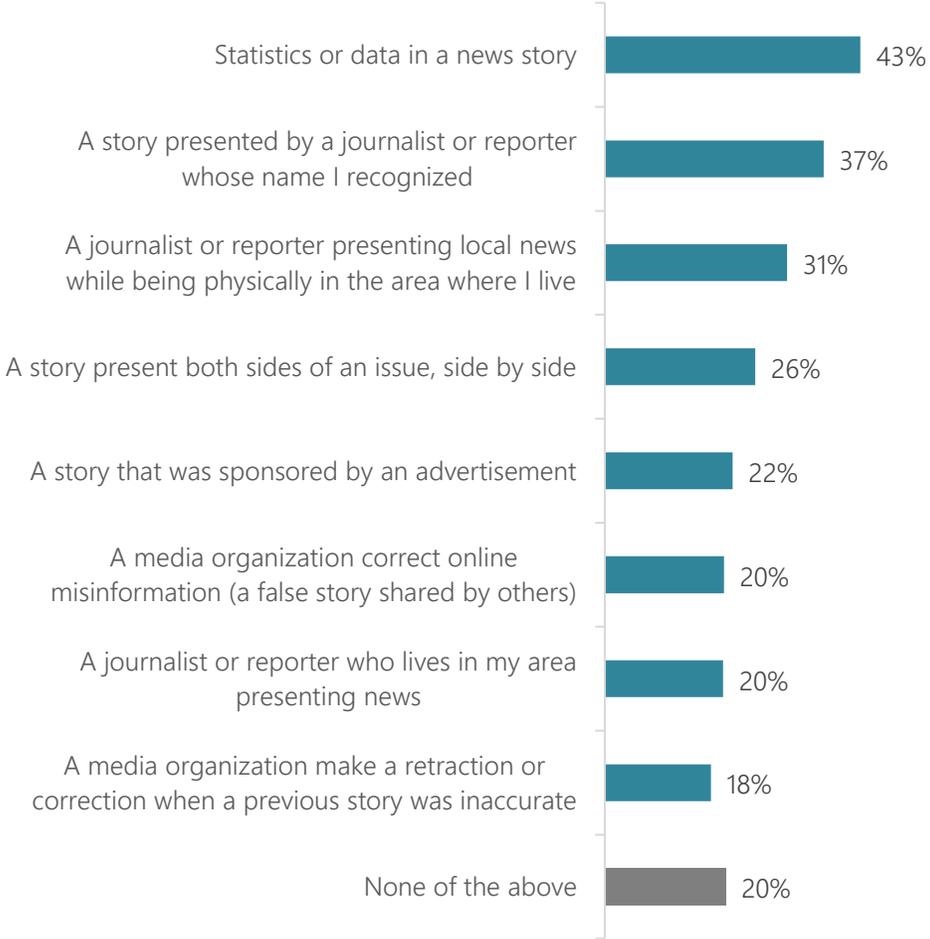
Trust in News



- > Residents were most likely to say they had a lot of trust in local news (31%) and news about their neighborhood (56%). Less than half of those shares said they had a lot of trust in national (10%) or international news (10%). While 17% of residents said they had a lot of trust in state news, nearly three out of four (73%) said they had at least some trust.
- > *Not shown:*
  - Residents from the Southern region of the state were the most likely (41%) to say they had a lot of trust in local news and those from the Central region were the least likely (24%). On average, 30% of residents from other regions said they had a lot of trust in local news.
  - Those who felt extremely informed about their community were more likely to say they had a lot of trust in local news (55%) than those who felt not too or not at all informed (15%).
  - Gen X residents were less likely to say they had a lot of trust in local news (25%) than those from other generations (33%).

# Only one out of five residents said they saw a journalist or reporter who lives in their area present news in the last year

Seen in State or Local News in The Last Year

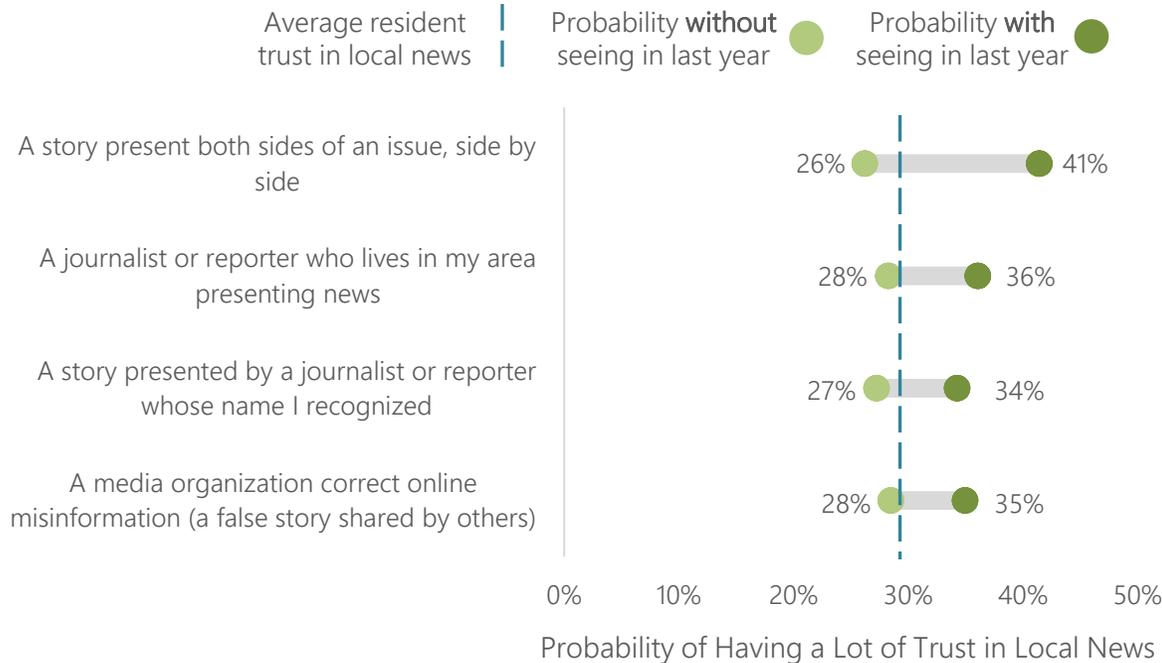


- > When asked to select all of the items on the left that they had seen in state or local news over the last year, residents were most likely to say they saw statistics or data in a news story (43%), a story presented by a recognized journalist/reporter (37%), and a journalist/reporter presenting news while physically being in the area where they lived (31%).
- > *Not shown:*
  - Those residing in the Central region of the state were more likely (30%) than others (19%) to select none of the above.
  - Those residing in the Twin Cities Metro were more likely to say they saw statistics or data (48%) and a story being presented by a recognized journalist/reporter than those from other regions (37% and 34% respectively).
  - White residents were more likely to say they saw statistics or data (45%) and a story being presented by a recognized journalist/reporter (39%) than People of Color (36% and 30% respectively).
  - Baby Boomer residents were more likely to say they saw a story being presented by a recognized journalist/reporter (46%), but less likely to say they saw a correction of misinformation (16%) than younger residents (33% and 22% respectively).

Q27. Which of the following have you seen in state and local news over the past 12 months? Please select all that apply.

# Residents who saw a story present both sides of an issue in the last year were much more likely to have a lot of trust in local news

Predicted Probability of Having a Lot of Trust in Local News



The graph above plots predicted probabilities from a logistic regression model. The dependent variable was a dichotomous variable where values of 1 indicated residents with a lot of trust in local media and 0 indicated less trust. In addition to all items in Q27 (last slide), the model controlled for region, gender, age, education, and whether residents paid for or financially supported state or local news in the last year.

Among the things residents may have seen in the last year in state and local media, the four items in the graph on the left had a statistically significant impact on trust in local news. When residents saw these in the last year, they were more likely to say they had a lot of trust in local news. Seeing the other items from Q27 did not have statistically significant impacts on trust. For reference, the average resident had a 30% chance of having a lot of trust in state and local news.

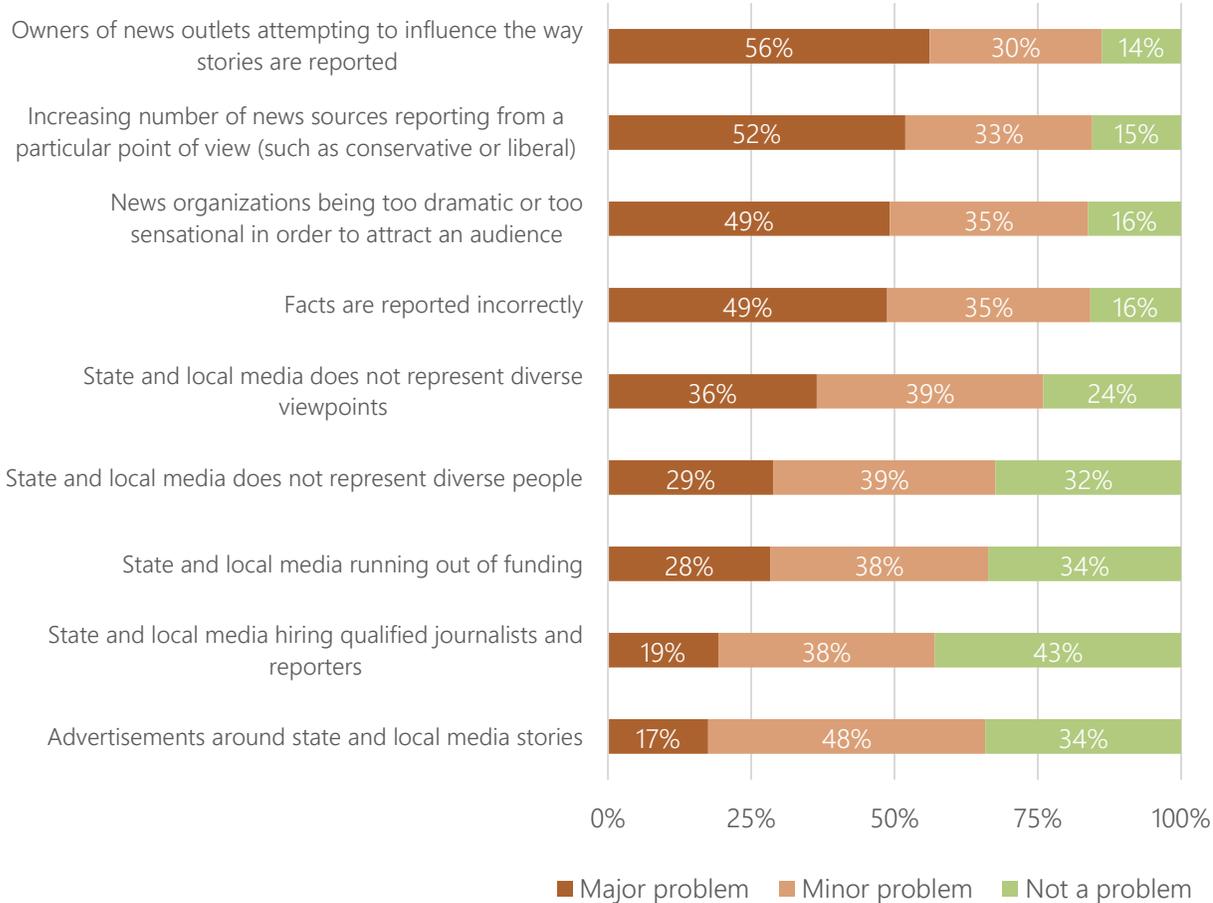
- > The largest impact of Q27 items was seeing a story present both sides of an issue. When residents saw that in the last year, they were 15 percentage points more likely to have a lot of trust in local media. Seeing these other items in the last year has statistically significant, but substantively smaller, increases on the probability of having a lot of trust in local news (percentage point increases listed):
  - A journalist or reporter who lives in my area presenting news (+8%)
  - A story presented by a journalist or reporter whose name I recognized (+7%)
  - A media organization correct online misinformation (+6%)

Q26. How much trust do you have in:

Q27. Which of the following have you seen in state and local news over the past 12 months? Please select all that apply.

# Most residents thought owner influence and sources reporting from ideological points of view were major problems in state and local news

Problems in State and Local News Coverage

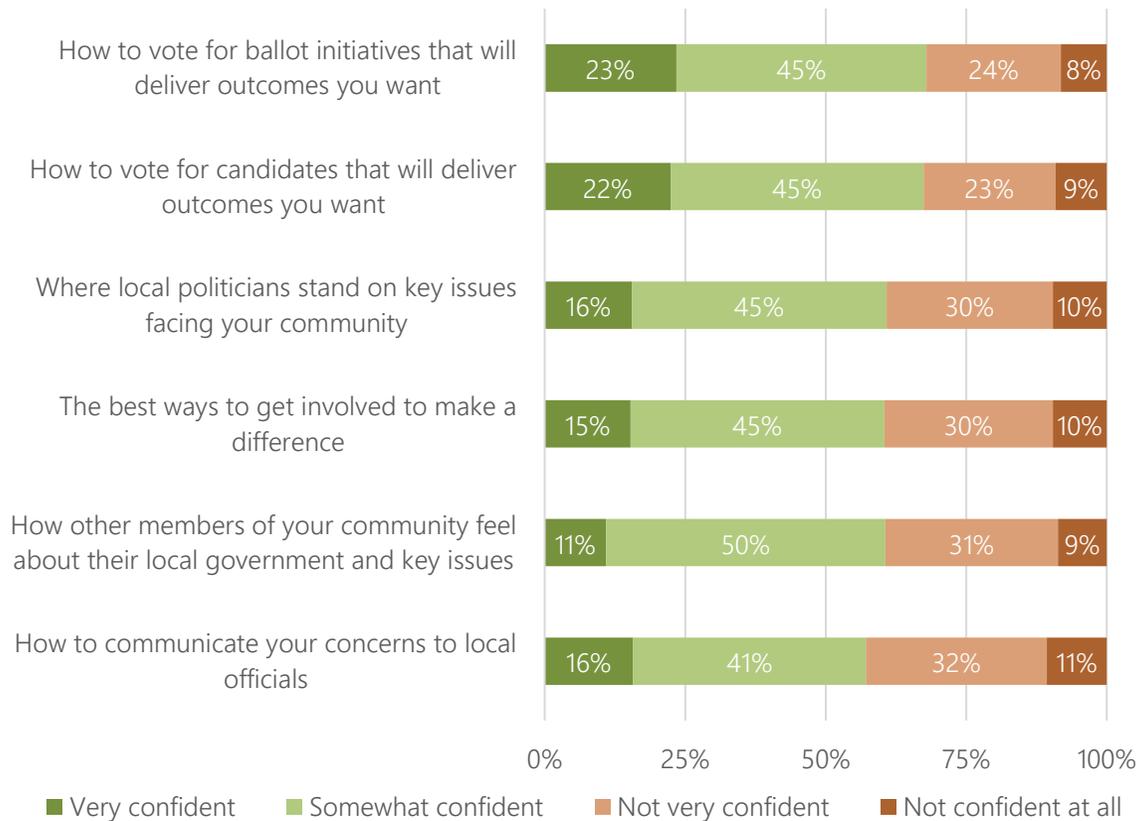


- > About half of Minnesotans said the following were major problems in state and local news coverage:
  - Owners of news outlets attempting to influence the way stories are reported (56%).
  - Increasing number of news sources reporting from a particular viewpoint (such as conservative or liberal) (52%).
  - News organizations being too dramatic/sensational (49%).
  - Facts being reported incorrectly (49%).
- > *Not shown:*
  - Residents who used new media more often were more likely to say facts being reported incorrectly was a major problem (55%) than legacy media users (44%).
  - Gen Z and Millennials were more likely to say a lack of representation of diverse viewpoints (44%) or people (37%) was a major problem than older residents (30% and 22%).
  - Additionally, People of Color were more likely to say a lack of representation of diverse viewpoints (45%) or people (42%) was a major problem than White residents (34% and 26%).

Q28. Would you say each of the following is a major problem, minor problem, or not a problem with state and local news coverage?

# While most Minnesotans felt at least somewhat confident in taking a series of local civic actions, less than a quarter felt very confident

Confidence in State and Local Civic Engagement



> Residents were most confident in voting for ballot initiatives that would deliver outcomes they want (23% very confident) and voting for candidates that would deliver the outcomes they want (22% very confident). While lower shares of residents said they were very confident for other local civic actions, a majority said they were at least somewhat confident for each item.

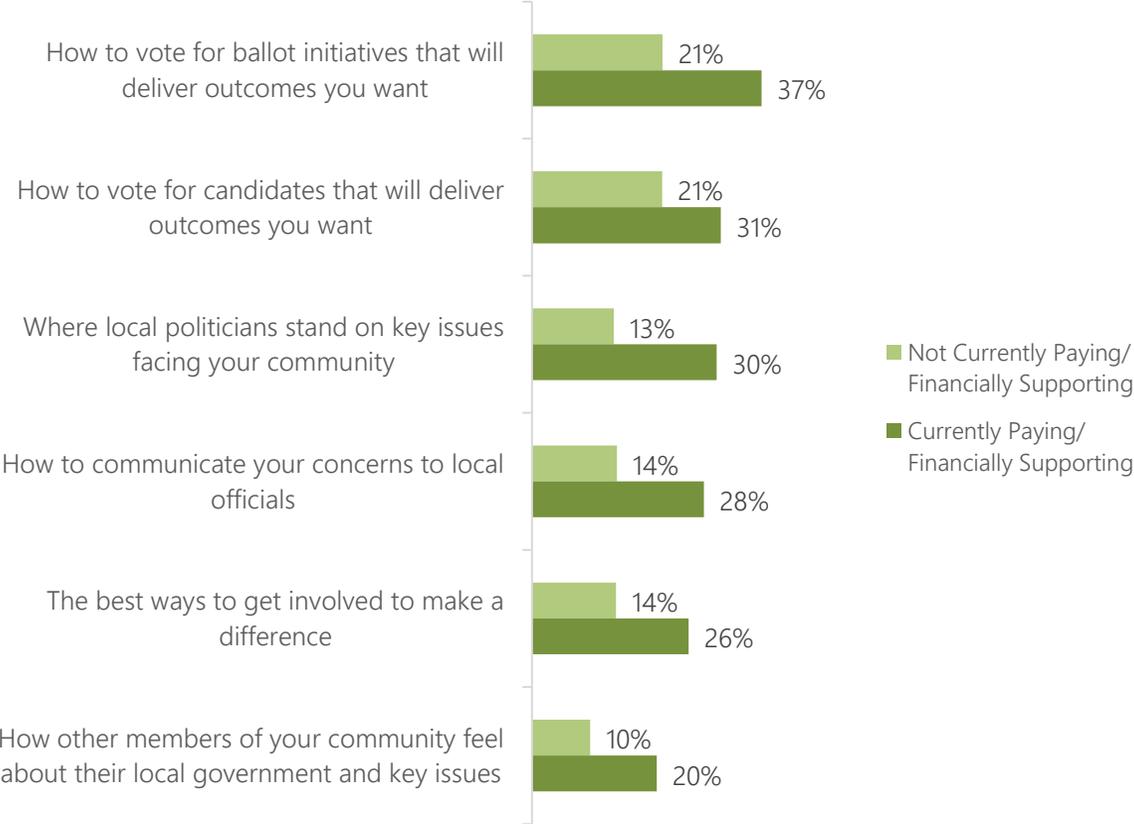
> *Not shown:*

- Those living in the Northland region were less likely (7%) to say they felt very confident about knowing where local politicians stand on key issues facing their community than those from other regions (16%).
- Residents without a four-year college degree were more likely (37%) to say they felt not very or not at all confident in knowing how to vote for ballot initiative that would deliver outcomes they want than those with degrees (23%).
- Residents with household incomes below \$25,000 expressed lower average confidence across items. Specifically, they were more likely (19%) than others (8%) to say they were not at all confident in how to vote for candidates that would deliver the outcomes they want.

Q29. 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?

# Residents who paid for/financially supported state and local news in the last year felt more confident in local civic engagement

Percentage Saying They Were Very Confident



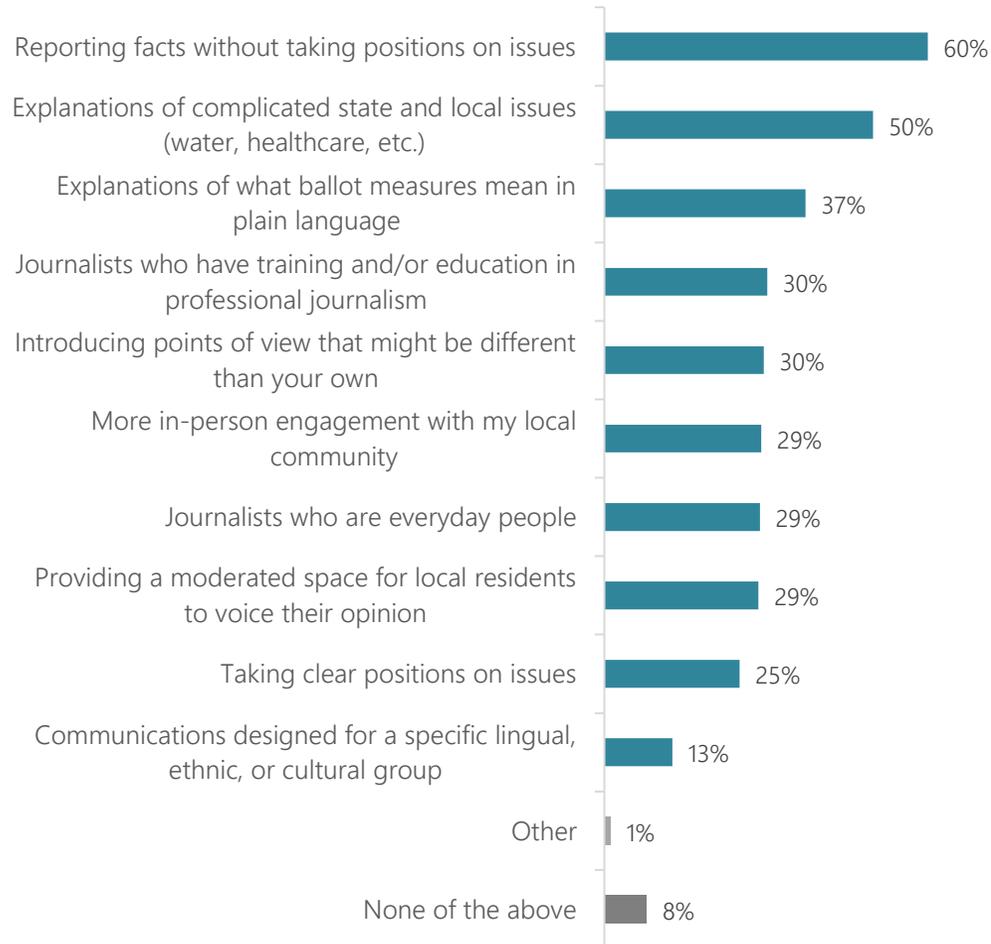
The chart on the left presents the percentage of residents that said they felt very confident in taking a series of local civic actions segmented by whether or not they had paid for/financially supported state or local news in the last year.

- > Residents that paid for/financially supported state or local news were more likely to say they felt very confident taking a series of local civic actions.
- > For many of these actions, residents who had paid for/financially supported state and local news were twice as likely to say they were very confident as those who were not.

Q29. 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?

# Most residents wanted to see more reporting without position taking and more explanations of complicated state and local issues

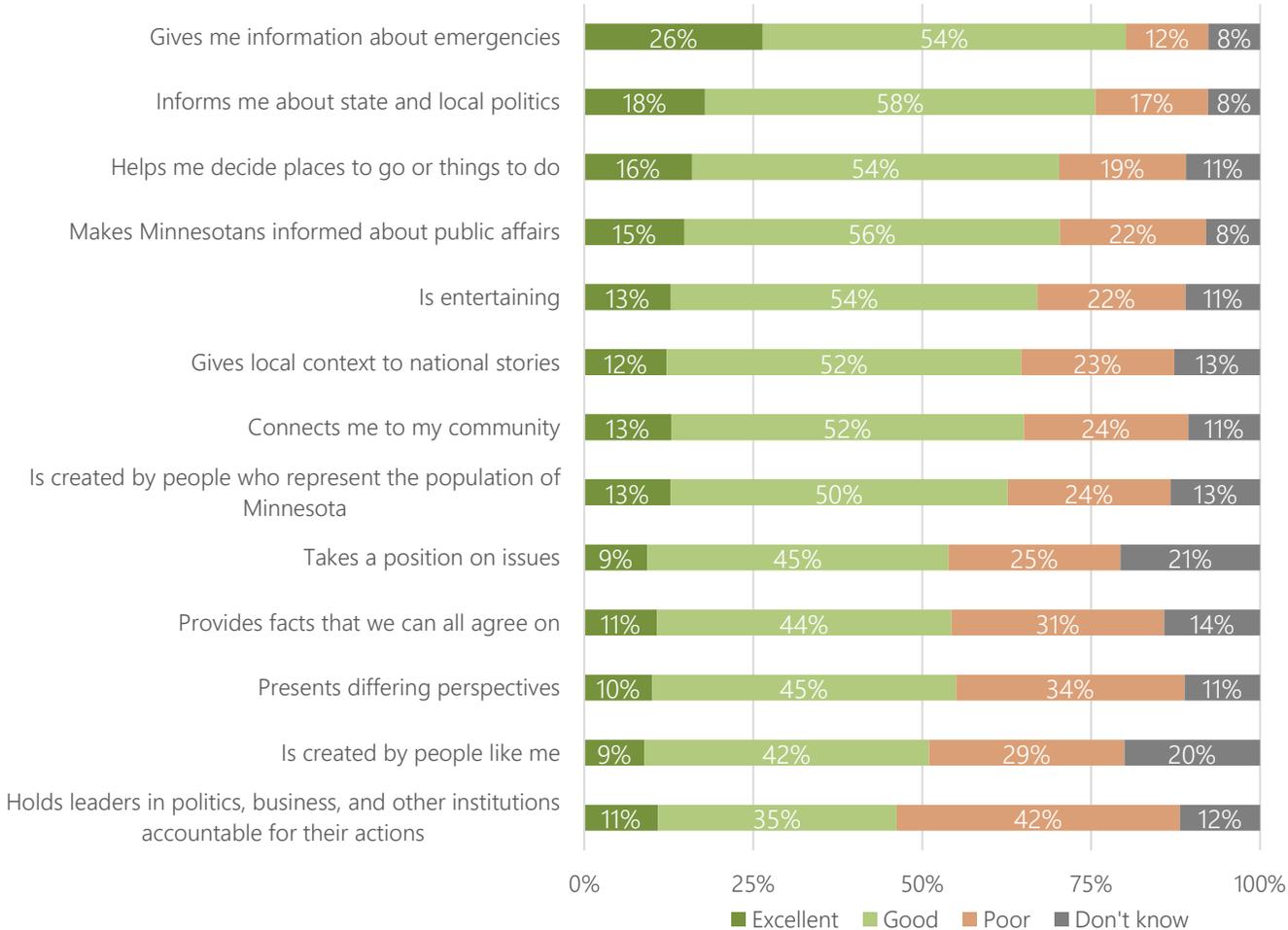
Desires to See More in State and Local Media



- > Most (60%) residents said they wanted to see more reporting of facts without taking positions on issues in state and local media. Alternatively, about one quarter (25%) of residents wanted to see media take clear positions.
- > Half of residents (50%) desired more explanations of complicated state and local issues.
- > *Not shown:*
  - Female residents were more likely (54%) to say they wanted to see more explanations of complicated state and local issues than male residents (45%).
  - White residents were more likely (64%) to desire reporting facts without taking positions in issues than People of Color (42%). Alternatively, People of Color were more likely to desire more in-person engagement with their local community (35%) and communications designed for specific lingual, ethnic, or cultural groups (21%) than White residents (28% and 11% respectively).

# Most residents rated state and local news organizations as good or excellent in every area except holding leaders to account

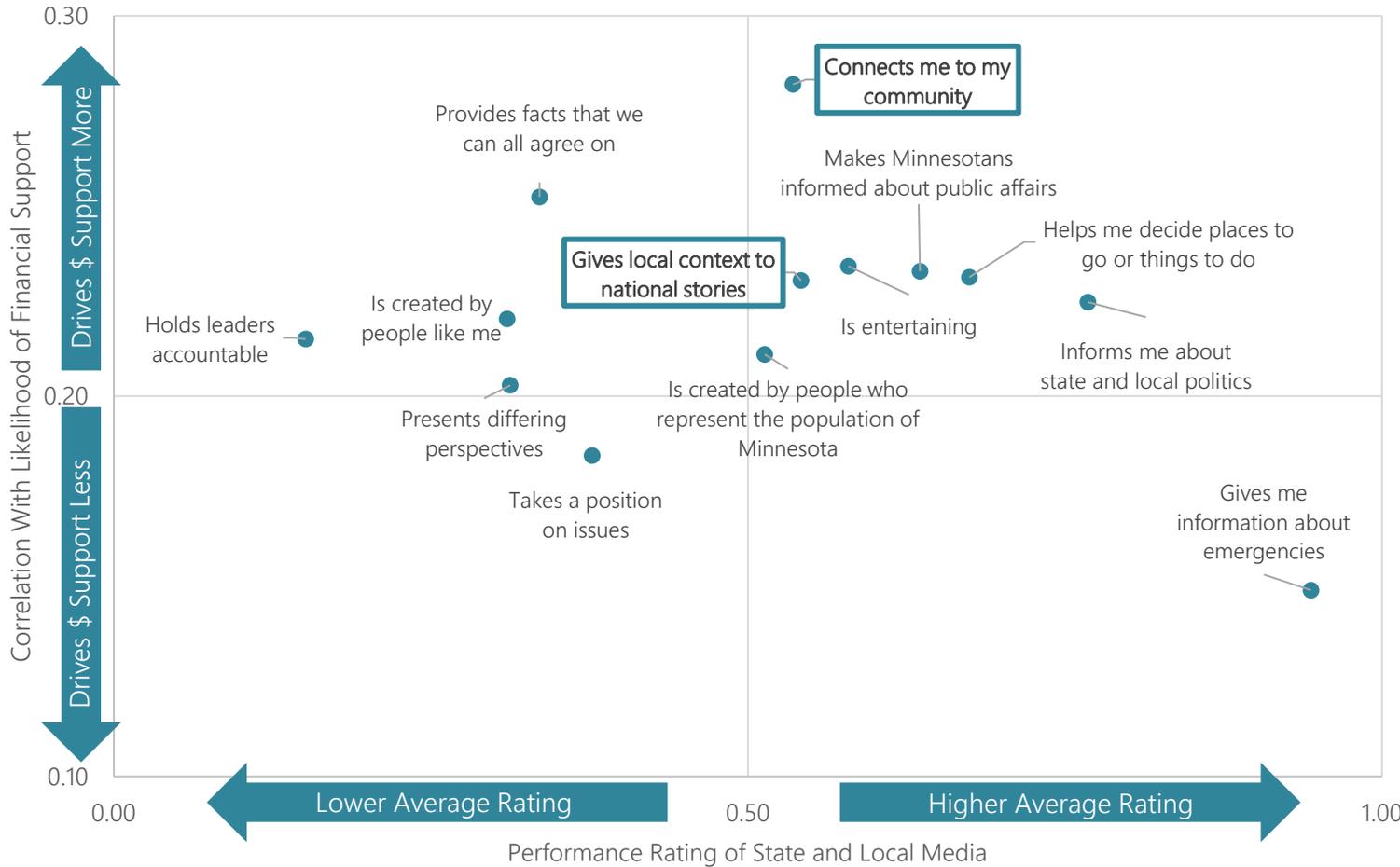
How Well State and Local Minnesota News Organizations Perform



- > Across areas, residents were most likely to describe the performance of state and local news organizations in Minnesota as good with majorities describing performance as good or excellent for all items except one. Residents were most likely (42%) to say organizations were poor at holding leaders accountable for their actions.
- > Average scores calculated with Excellent=2, Good=1, Poor=-1, and Don't know=0. For reference the average score across items was 0.51. Not shown:
  - Central region residents gave the lowest average score (0.40) and Twin Cities Metro residents gave the highest average score (0.55).
  - Residents who used legacy media more often gave higher average score (0.57) than those who more often used new media (0.45)
  - People of Color gave higher average ratings (0.60) than White residents (0.49).

# Ratings of news connecting residents to their community and giving local context had unique associations with financial support intent

Performance Rating & Financial Support Likelihood



The graph on the left plots the average rating of Minnesota news organizations on the horizontal axis and the correlation of those ratings with likelihood to financially support news organizations in the next year on the vertical axis. The boxed items with bold text had a unique, statistically significant relationship with likelihood to financially support state and local news in a regression model (controlling for all other items in the graph, region, gender, age, education, and if residents paid for or financially supported state or local news in the last year).

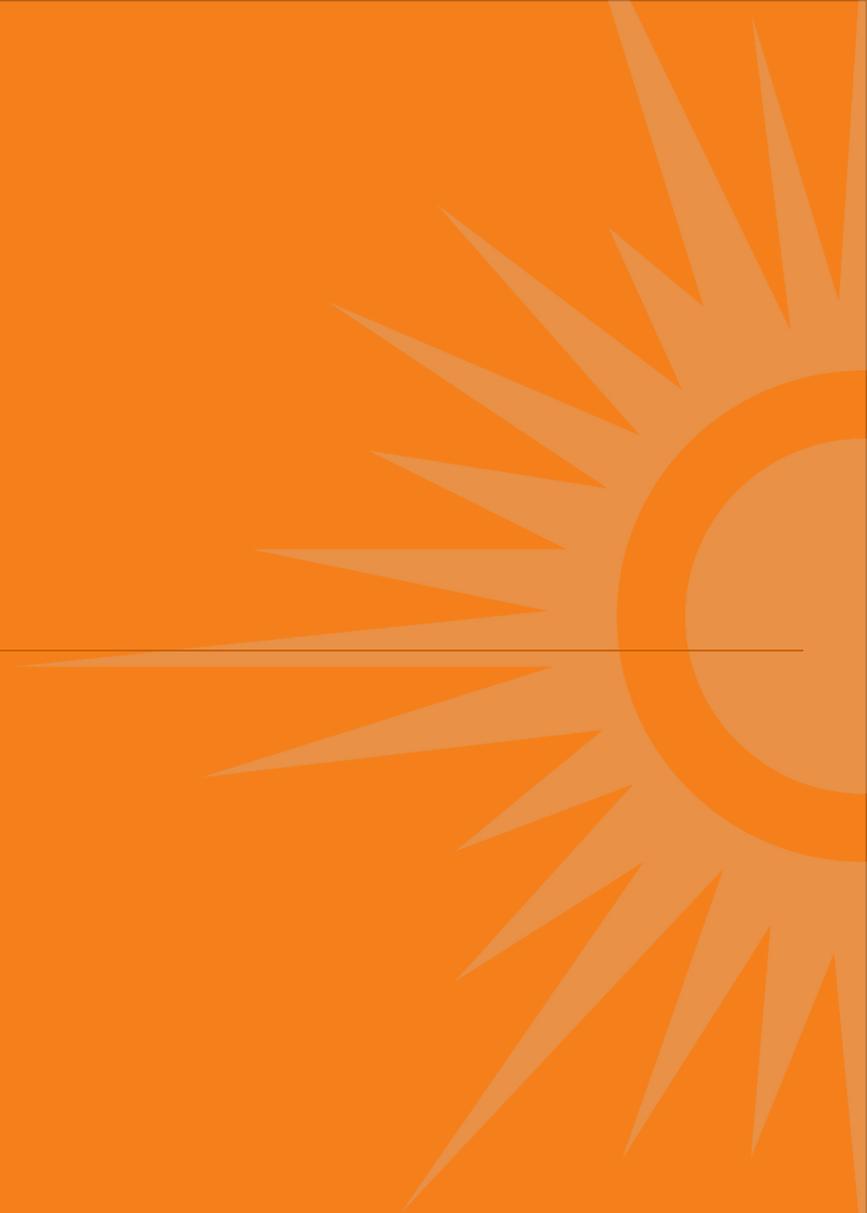
This analysis suggests that improving the ability to connect residents to their community and providing more local context to national stories could yield a greater willingness to financially support state news organizations in the future.

Q24. On a scale from 0 (not at all likely) to 10 (extremely likely), how likely are you to pay for, or give money to, a state or local news source in the next 12 months?

Q31. Thinking about state and local news in Minnesota, how well are news organizations currently performing in the following areas?

SECTION 6  
**APPENDIX**

---



## SURVEY INSTRUMENT

- > Corona Insights developed this survey instrument in tandem with Press Forward Minnesota. Corona solicited feedback from Press Forward Minnesota's Host and Grantmaking Committees and other relevant stakeholders and developed the survey through multiple iterations of drafts and discussion with Press Forward Minnesota's leadership. Additionally, The survey instrument drew inspiration from and benchmarking questions from:
  - Gallup/Knight Foundation (2020). [American Views 2020: Trust, Media, and Democracy](#).
  - Corona Insights/Colorado Media Project (2022). [Statewide Survey of Attitudes Toward State & Local Media](#)
  - Pew Research Center (2024). [American's Changing Relationship With Local News](#).
- > The survey was designed to require no more than 15 minutes to complete, and the actual median completion time was 10.5 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 Minnesota. Respondents were screened in order to ensure that they met the survey's age and location criteria. Additional quality control checks were used to identify poor quality responses (i.e., a red herring question, review of surveys for speed, review for out of geography IP addresses, and inconsistent/nonsense responses.)
- > In total, 2,172 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 Minnesota in terms of education, gender, age, 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 adult population in terms of race/ethnicity, partisanship, and other key demographics.

## EXECUTION

- > Surveys were completed between January 16<sup>th</sup> and February 8<sup>th</sup>, 2025.

1401 Lawrence Street  
Suite 1600  
Denver, CO 80202  
303.894.8246  
[CoronaInsights.com](http://CoronaInsights.com)

