

STATE & LOCAL MEDIA SURVEY 2025

Press Forward
Minnesota 

CORONAINSIGHTS



Background

- > 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.
- > Surveys were collected in January and February of 2025.
- > In total, 2,172 residents submitted a completed survey that was included in analysis.
- > 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.

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.



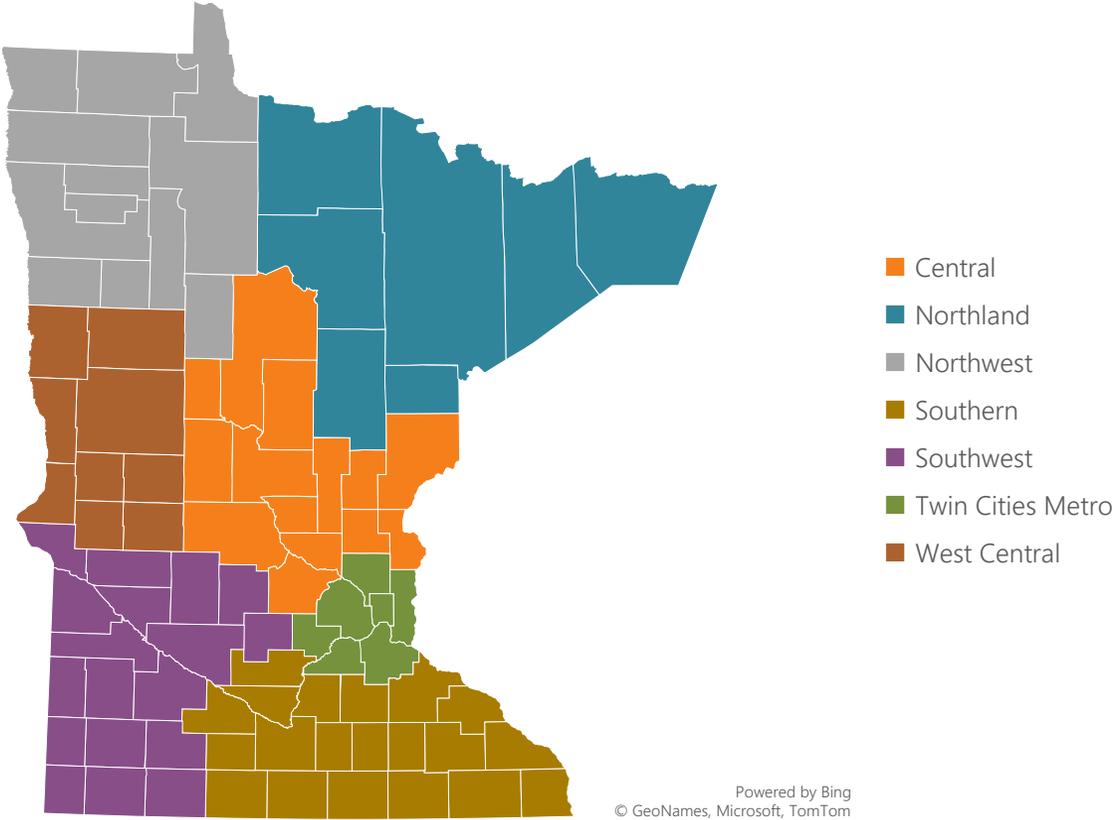
Measure the share of Minnesotans that financially support state and local news and identify drivers of this behavior.



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



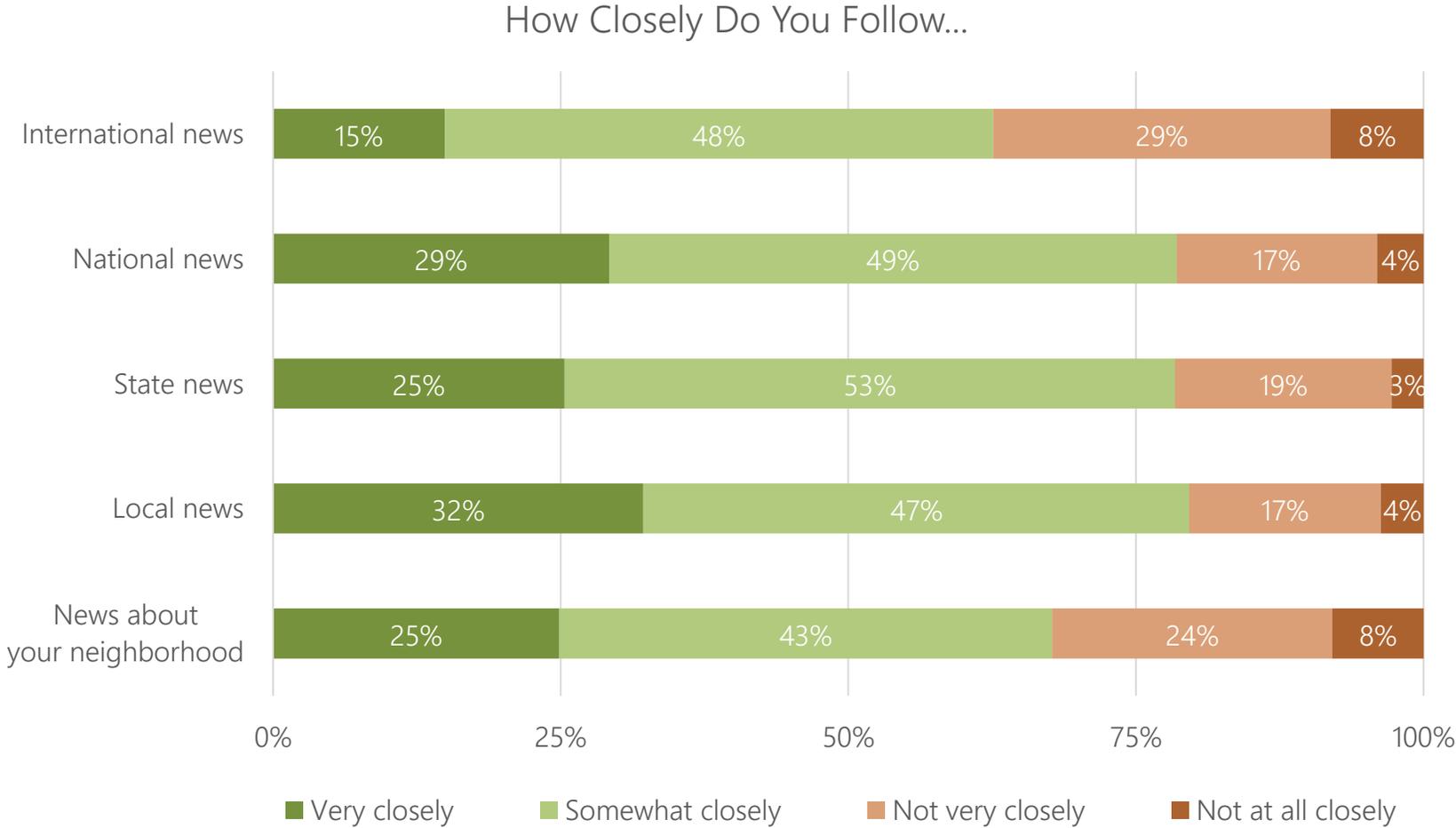
Assess key demographic and geographic differences in how Minnesotans engage with state and local news.



The map on the left presents the Minnesota Council on Foundations' regions. Response data were weighted to be representative of the state by region and other key demographics. Unweighted counts of completed responses can be found in the table below:

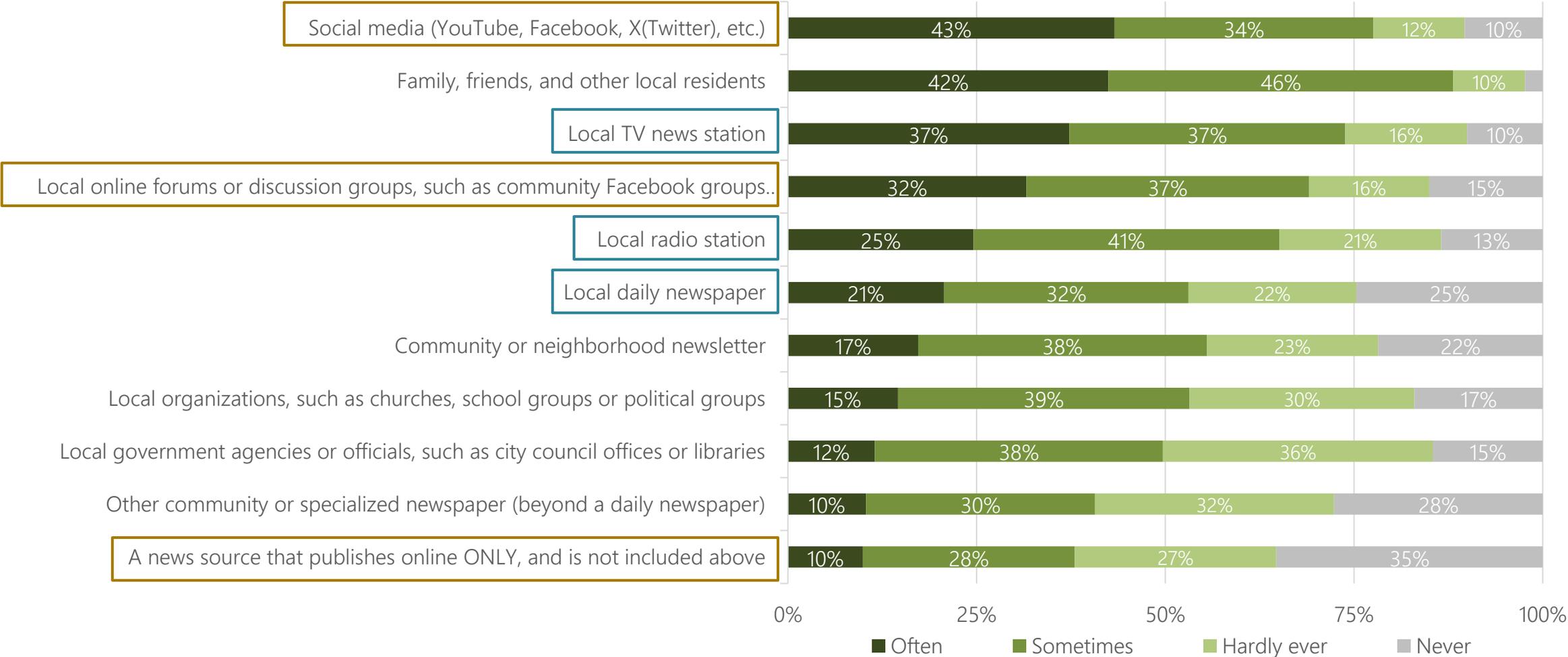
Region	Unweighted Count
Central	416
Northland	181
Northwest	100
Southern	228
Southwest	166
Twin Cities Metro	929
West Central	152
Total	2,172

Three of four Minnesotans said they followed state and local news at least somewhat closely



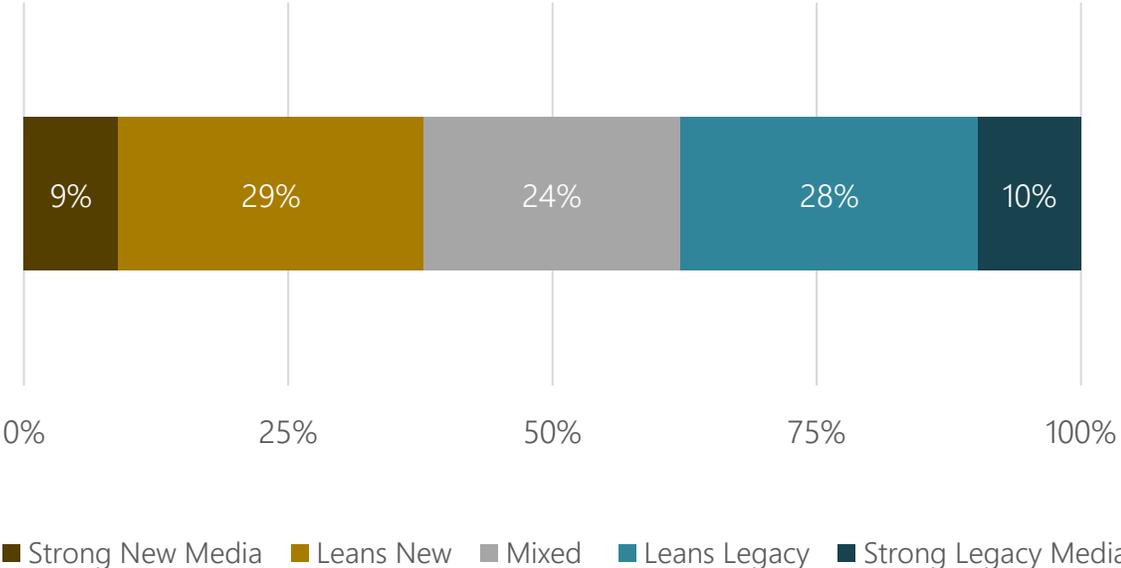
Residents most frequently relied on social media and networks

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



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

New to Legacy Media Use Continuum

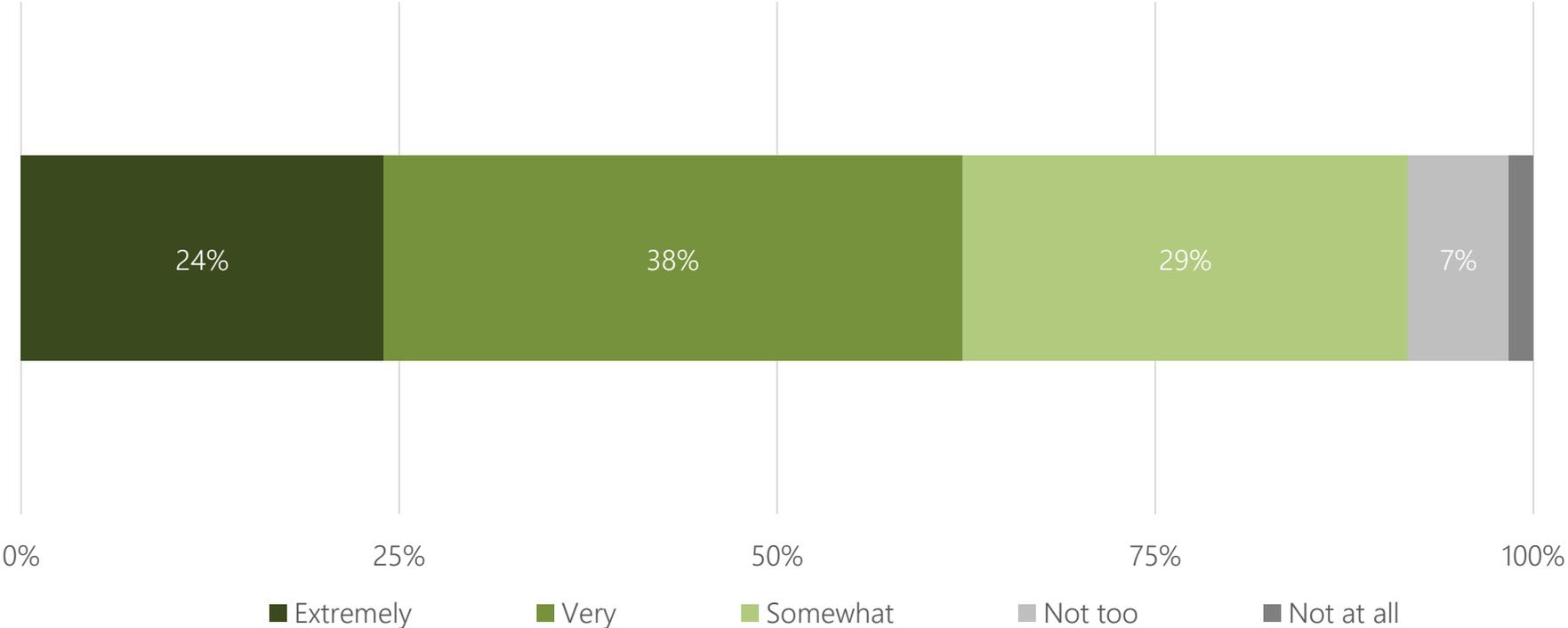


Demographic Differences in Media Use

	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%

Most of the state's residents said local news outlets were very or extremely important to the well-being of their community

Importance of Local News Outlets to The Well-Being of Your Local Community



However, only fourteen percent of Minnesotans financially supported state or local news in the last year

Most Common Methods of Financial Support

43% *Yearly Subscription*

26% *Monthly Subscription*

15% *One-Time Donation*

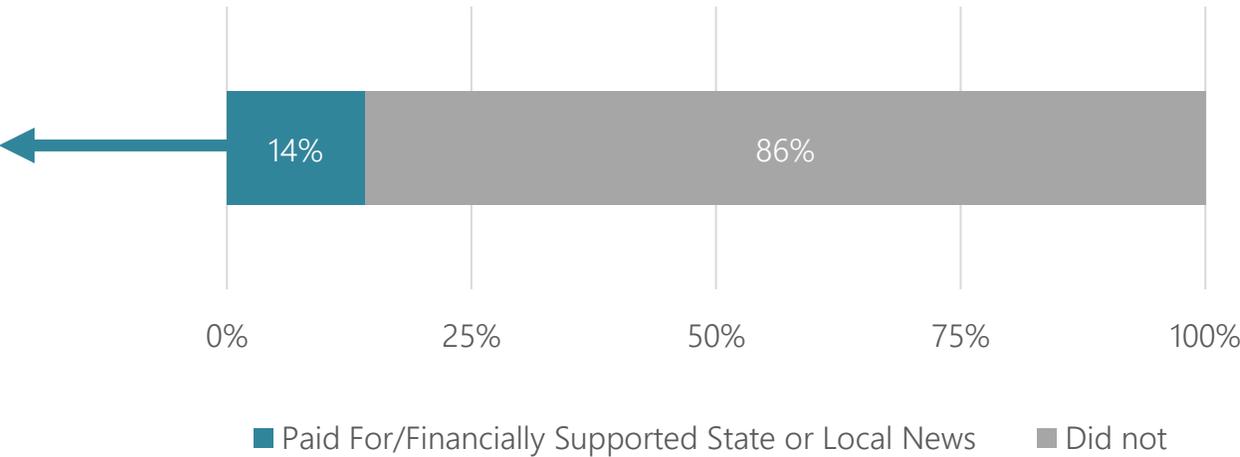
Reasons For Financial Support

54% *Access*

41% *To Support The Cause*

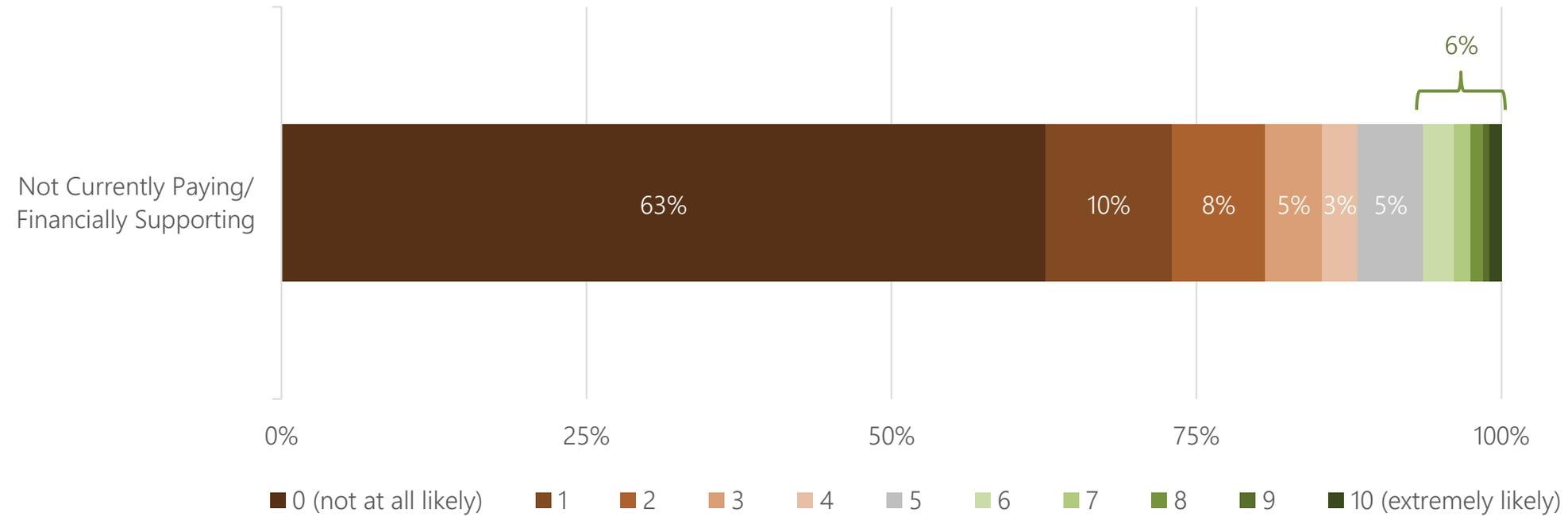
9% *Quality of The Sources*

Paid For or Financially Supported State or Local News in The Last Year



Those who had not financially supported local news in the last year had little intention of doing so in the future

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



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

Percentage Saying They Feel Very Informed About What is Happening in Their Community

33%

All Minnesotans

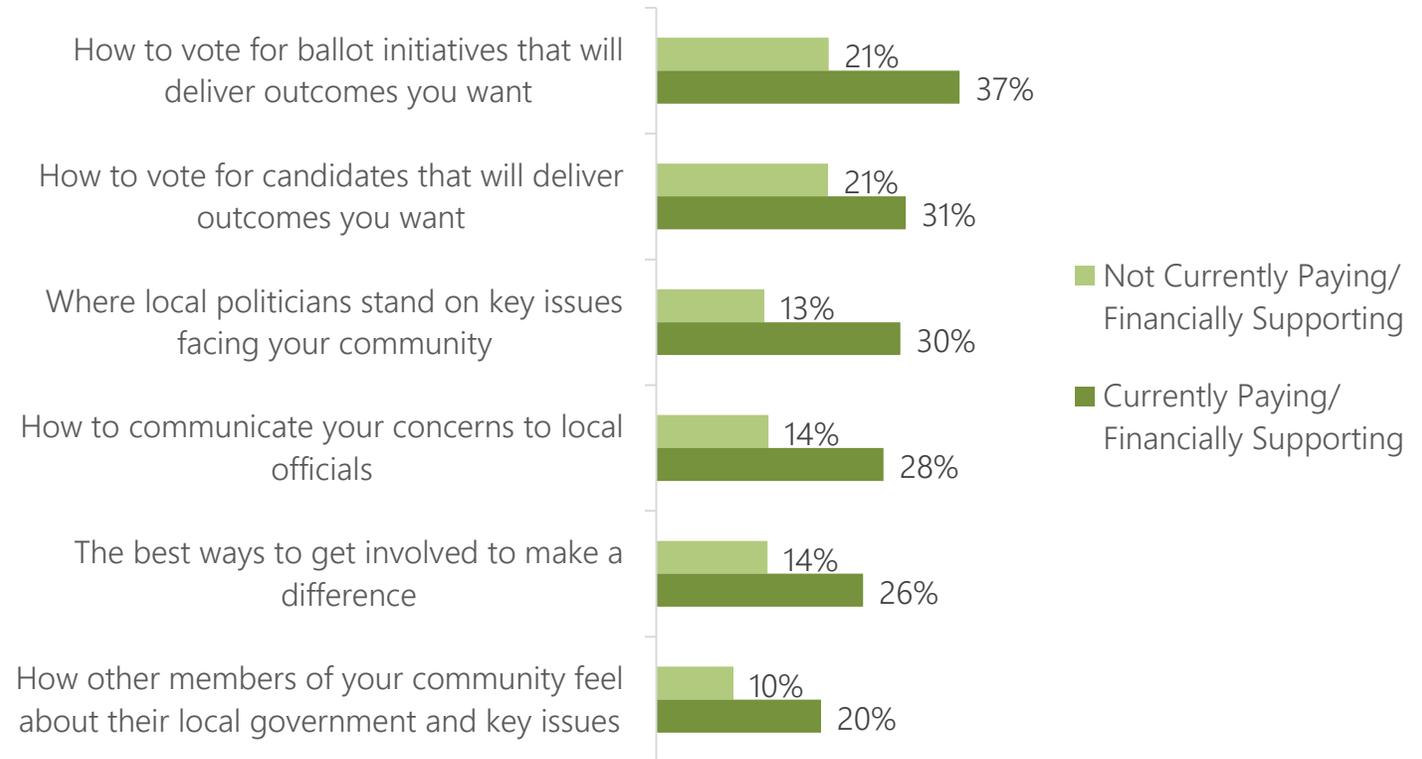
31%

Not Currently Paying/
Financially Supporting

50%

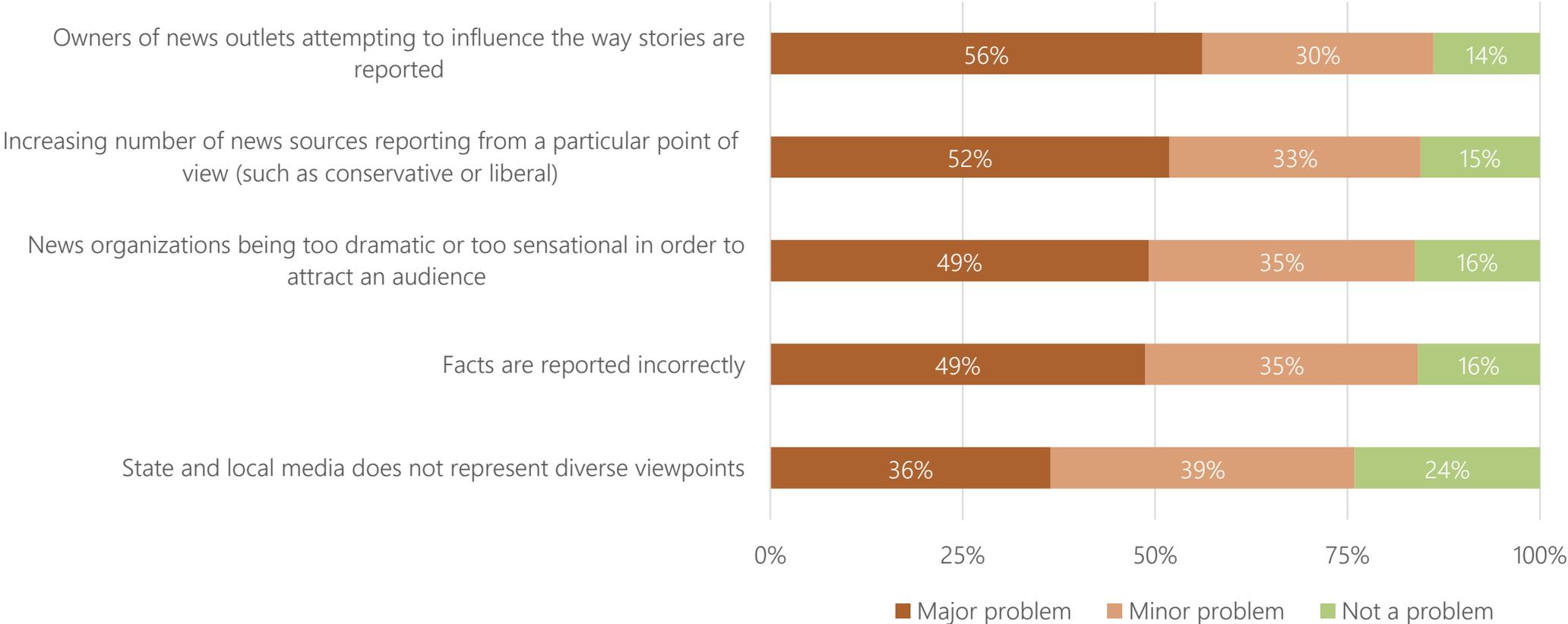
Currently Paying/
Financially Supporting

Percentage Saying They Were Very Confident In Civic Engagement



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

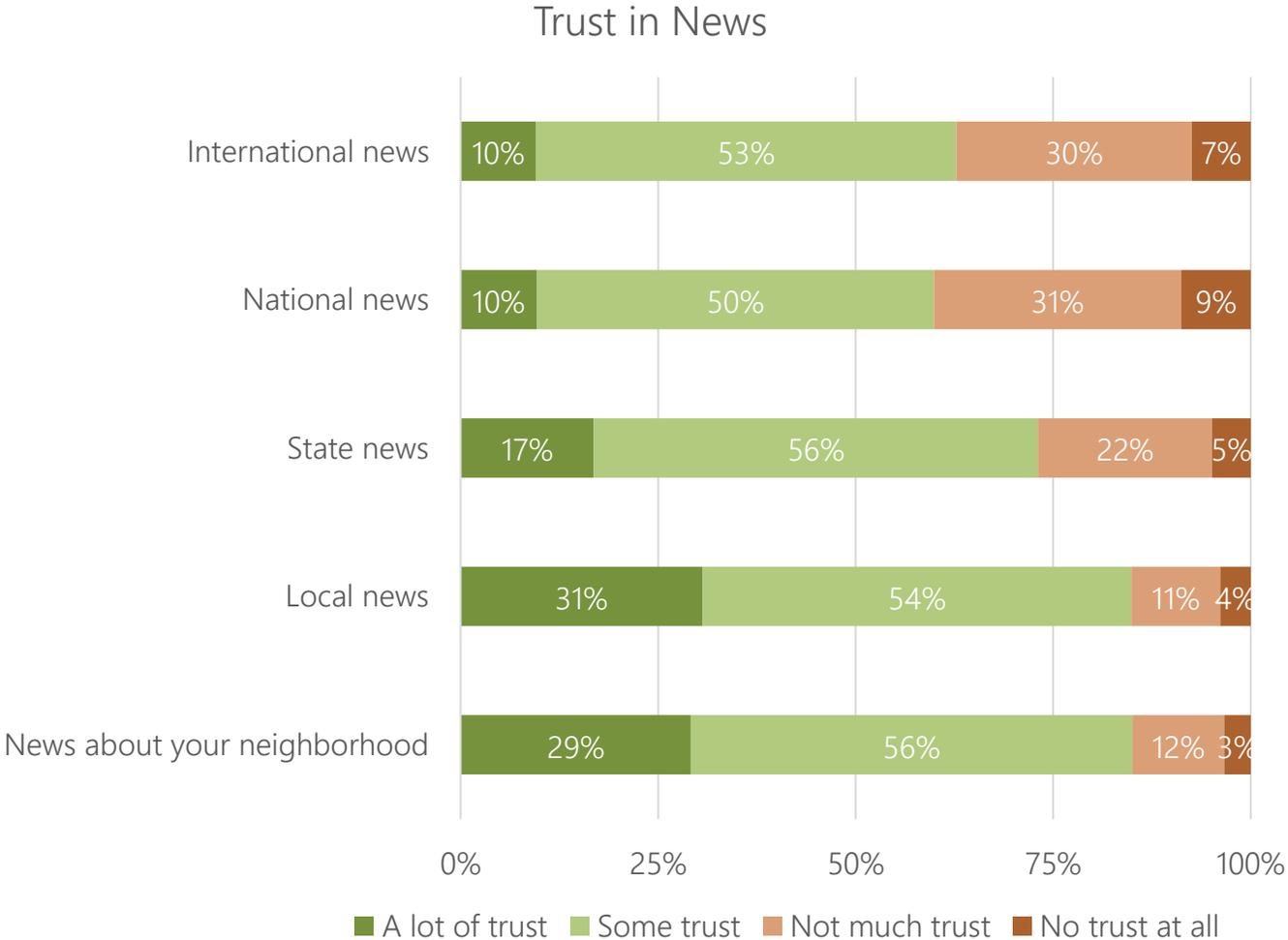
Problems in State and Local News Coverage



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

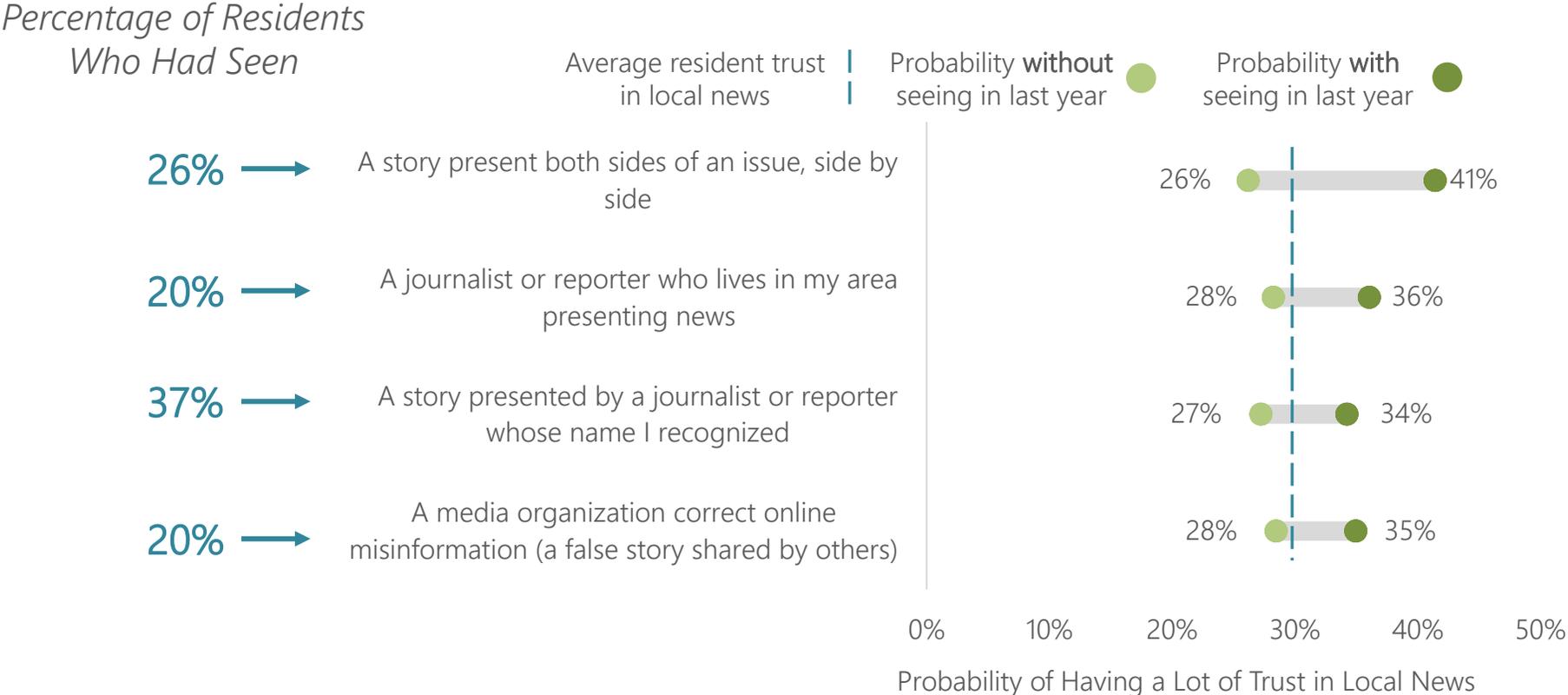
Minnesotans With a Lot of Trust In Local News Were More Likely to...

1. Follow state and local news closely.
2. Pay for or financially support state or local news.
3. Feel informed about what is happening in their local community.
4. Feel confident in taking civic action.
5. Share state or local news stories with others.



The presence of recognizable journalists or reporters in local communities increased trust in local news

Predicted Probability of Having a Lot of Trust in Local News



1

Most Minnesotans use a mix of new and legacy media sources to get local news and information. However, there are clear differences across demographics like age.

2

Three out of four Minnesotans follow state and local news at least somewhat closely and a majority describe local news outlets as very or extremely important to the well-being of their community.

3

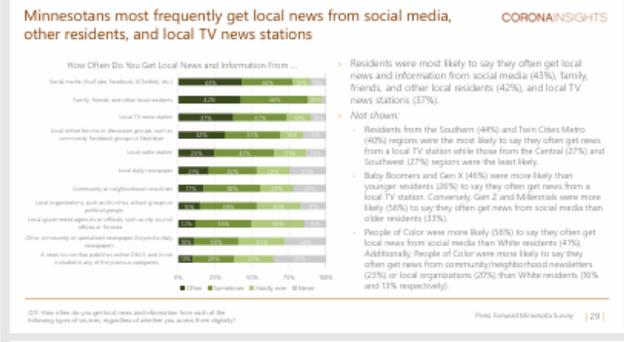
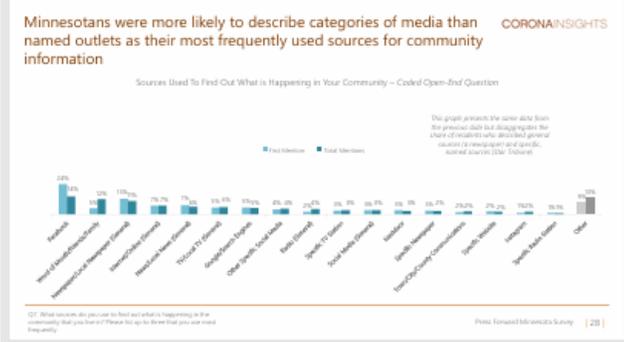
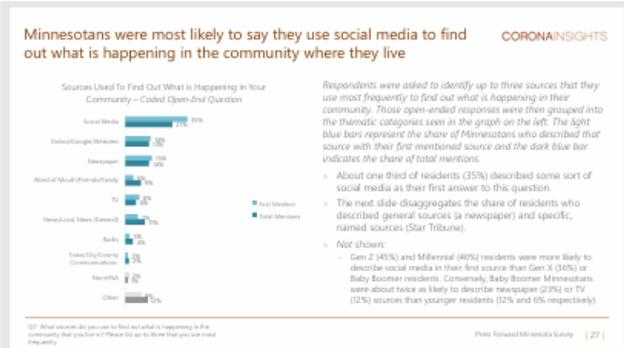
However, only 14 percent had paid for or financially supported local news in the last 12 months. Most Minnesotans have no intention of doing so in the next year.

4

Access was the top motivator for financial support of local news. Minnesotans who recently paid for or financially supported state or local news felt more informed about their community and more confident in taking civic action.

5

Strategies for increasing trust and financial support of state and local news include having more recognizable and local journalists/reporters, exploring both sides of issues, adding local context to national stories, and connecting Minnesotans to their community.



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 (40%) 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).



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Q10. How important, if at all, do you think local news outlets are to the well-being of your local

	Generation				
	Total	Gen Z	Millennial	Gen X	Baby Boomer +
Total Respondents	2169	258	663	632	616
Extremely important	24%	23%	27%	22%	24%
Very important	38%	37%	38%	37%	41%
Somewhat important	29%	36%	28%	30%	27%
Not too important	7%	4%	6%	9%	7%
Not at all important	2%	1%	2%	2%	1%

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Q21. What is the main reason you paid for, or gave money to, a state or local news source?

A subscription to the local news paper

Alpha News can be trusted to find and TELL the truth, not merely, 'their truth.'

Annual access to articles

Ask charity

Because certain news papers are not free they require a small fee to get them

Because I just have the money to give

Because I live in a rural area and it's hard to find a good source for local news. When I find one that I trust, I want to make sure that I support it with my pocketbook.

Because I want to stay up to date on what's occurring in my area.

QUESTIONS & DISCUSSION

Find full reporting, data tables, and verbatim responses at:

pressforwardmn.org/corona-insights-pfmn-state-and-local-media-survey



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