



ATTITUDES TOWARD STATE & LOCAL MEDIA 2022  
**A SURVEY OF HISPANIC/LATINO RESIDENTS  
OF THE ROARING FORK VALLEY**



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SECTION 1

# EXECUTIVE SUMMARY



*Get more involved in each and every one of the different communities of different races and ethnicities. Get to know them, ask questions, investigate their voices and suggestions.*

*Involucrarse más en todas y cada una de las diferentes comunidades de diferentes razas y etnias. Conocerlas, preguntar, investigar sobre sus voces y propuestas.*

*-RFV Resident*

## Welcome

In 2022, Colorado News Collaborative (COLab) retained Corona Insights to conduct research to develop a deeper understanding of how Hispanic/Latino residents of the Roaring Fork Valley (RFV) consume, evaluate, and trust state and local media.

Building off the 2022 Colorado Media Project Statewide survey, Corona Insights worked with COLab to design a questionnaire that collected the most relevant data with question language from previous statewide surveys and other national benchmarks where appropriate.

RFV residents were recruited to take the survey (available in Spanish or English) through various outreach points including advertisements from local media outlets, thousands of flyers distributed throughout community organizations, social media postings, and intercept surveys.

In total, 172 individuals in the RFV participated in the survey, 155 of which identified as Hispanic, Latino, or Spanish origin and/or spoke Spanish. Individuals meeting one or both of these criteria were included in the analysis of this report.

## Research goals



Estimate the **awareness and consumption** of local outlets that serve the Roaring Fork Valley



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



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



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

# 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 taken by 155 RFV residents who identified as Hispanic, Latino, or Spanish origin and/or spoke Spanish. Of those 155, 81 respondents submitted a completed survey. The number of respondents who answered a particular question can be found in graph titles throughout represented as (n=#).

### Respondent Totals

**Age**

Under 40	50%
40 +	50%

**Language(s) Spoken**

English	56%
Spanish	81%
Other(s) please describe	5%

**Partisanship**

Democrat	67%
Independent/Unaffiliated	10%
Republican	23%

**Gender**

Female	76%
Male	21%
Prefer to self-describe	4%

**County**

Garfield	71%
Eagle	13%
Pitkin	12%
Others	4%

**Race/Ethnicity**

American Indian, Alaska Native, or Native American	2%
Asian or Asian American	1%
Black or African American	0%
Hispanic, Latino, or Spanish origin	72%
Native Hawaiian or Other Pacific Islander	1%
White or European American	20%
Some other race	6%

**Household Income**

\$0 to \$24,999	22%
\$25,000 to \$49,999	32%
\$50,000 to \$74,999	21%
\$75,000 to \$99,999	13%
\$100,000 to \$149,999	4%
\$150,000 or more	8%

**Educational Attainment**

High school diploma/GED or less	32%
Some college, but no degree	15%
Associate degree	11%
Four-year college degree	19%
Graduate or professional degree	23%

## 01

Most Spanish speakers wanted to receive their local news content in a mix of Spanish and English. When asked how they would like to get local news content, nearly half (47%) of Spanish-speaking residents said they wanted to receive their news in a mix of Spanish and English and an additional 27% desired news mostly in Spanish. One out of five (20%) wanted news to be totally in Spanish and few (6%) wanted news to be mostly or totally in English.

## 02

**Most RFV residents were satisfied with their ability to get news about Colorado and their community.**

Residents were asked, on a scale from 0 to 10, how satisfied they were with their ability to get news about what happens in the state and their community. Most rated both with scores of 6 and above. The ability to get state news received an average score of 7.0 while community news received an average score of 6.8.

Residents gave the same average ratings to the quality of organizations that report state and community news.

## 03

Most Spanish speakers in the RFV said they could access news about Colorado and their community in Spanish. About 7 out of 10 RFV Spanish speakers agreed they could access news about the state and their community in Spanish. Residents were more likely (41%) to *strongly* agree that they could access state content than local content (31%).



## 04

RFV residents were highly familiar with most local media outlets. A majority of respondents said they had heard of 10 out of 12 local media outlets. Ninety percent or more said they had heard of *The Aspen Times*, *Glenwood Springs Post Independent*, and *La Tricolor 107.1*. Additionally, more than three out of four said they were familiar with *Aspen Daily News* and *The Sopris Sun*.

## 05

Most RFV residents said they relied on at least two local news sources for information. A majority of respondents (56%) said they relied on at least two local sources for information and 35% said they relied on three or more. The most common local sources relied upon were the *Glenwood Springs Post Independent*, *La Tricolor 107.1*, *Aspen Daily News*, and *The Aspen Times*.

## 06

While residents relied on a wide range of sources for state and local news content, they were most likely to access these via their phone. More than one third, but less than half, of residents said they used a newspaper, social media, or a radio station to stay up to date on state and local news at least weekly. However, more than three out of four said they used a mobile phone to access information at least daily. When asked to identify the top places they sourced information about their community and state, respondents often mentioned informal sources like friends and family.

## 07

RFV residents said the most important purpose of state and local media was to hold the powerful accountable, provide information about emergencies, and connect them to their community. About eight out of ten said the above items were very important. While most said state and local media was good or excellent at two of the above items, 54% described the ability of state and local news to hold the powerful accountable as fair or poor.

08

Residents wanted to see state and local media provide explanations of complicated state and local issues and report facts without taking positions on issues. A bit more than half of respondents said they wanted to see more of the above items in the future. Most (60%) said local news sources reporting from a particular view was a major problem. Three out of four said seeing a story present both sides of an issue side by side would increase their trust in state and local news organizations.

## 09

In terms of desired content from local media, RFV residents were most interested in seeing information **about services in their community**. This item was the most frequently selected among a list of 17 possible topics. Additionally, nearly one out of five (18%) said they were hoping to get more information about local services (resources for the Hispanic community, renting, water rights, employment, and volunteering) when asked what they wanted from local media in an open-ended question.

SECTION 2

# GENERAL NEWS MEDIA CONSUMPTION

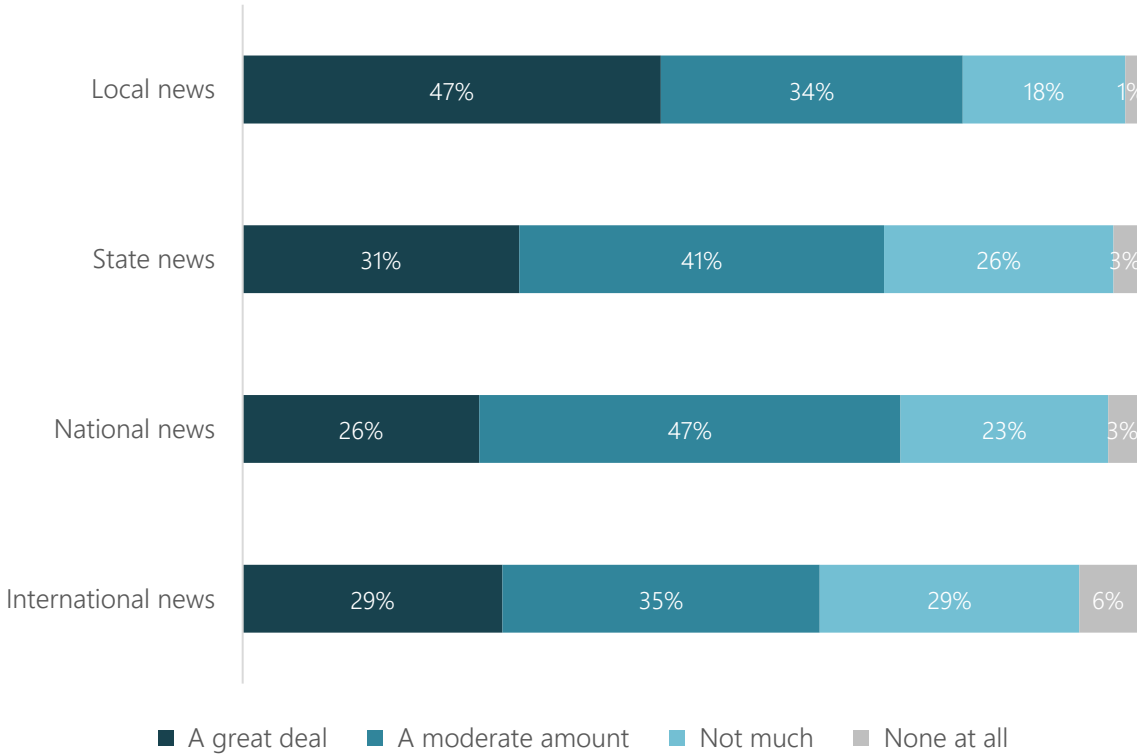


*I appreciate this survey. I think that local news is of the utmost importance and is critical to preserving democracy as we know it. I know that the economic and political landscape make it a very difficult institution to preserve especially in a "post truth" era of alternative facts.*

*-RFV Resident*

# RFV residents were most likely to say they were paying a great deal of attention to local news

How Much Attention RFV Residents Are Currently Paying to... (n=152-155)

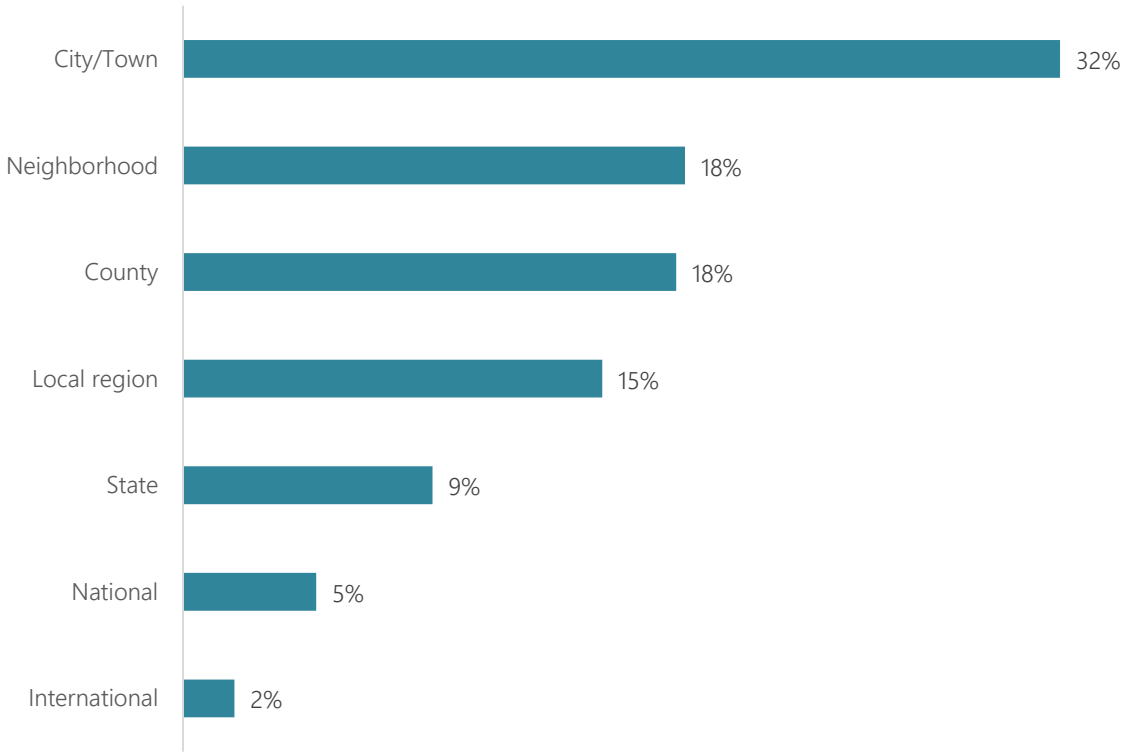


- > About half (47%) of RFV residents said they were paying a great deal of attention to local news and four out of five (81%) said they were paying at least a moderate amount of attention to local news.
- > Between a quarter and a third of respondents said they were paying a great deal of attention to state, national, and international news.
- > While there were some differences across demographic segments, none of these were statistically significant.



# RFV residents were most likely to say they were most interested in consuming city/town information

Probability of Ranking Each Type of Information as The Most Interesting (n=133)



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

- > Residents had a 32% probability of rating city/town information as the most interesting.
- > Next, respondents were about as likely to rank neighborhood (18%), county (18%), and local region (15%) information as the most interesting.
- > Those who took the survey in Spanish were more likely to rank county information first (20%) than those who took the survey in English (7%).

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

# RFV residents wanted more local content and information about resources from local media

What Residents Wanted from Local Media (n=97)



Respondents were asked what, if anything, they wanted from their local news media that they were currently lacking or not getting enough. These open-ended responses were coded into the categories presented in the graph on the left.

- > The most common responses were a desire for more local content (18%) and information about resources (18%). Respondents mentioned resources for the Hispanic community, renting, water rights, employment, volunteering, and others.

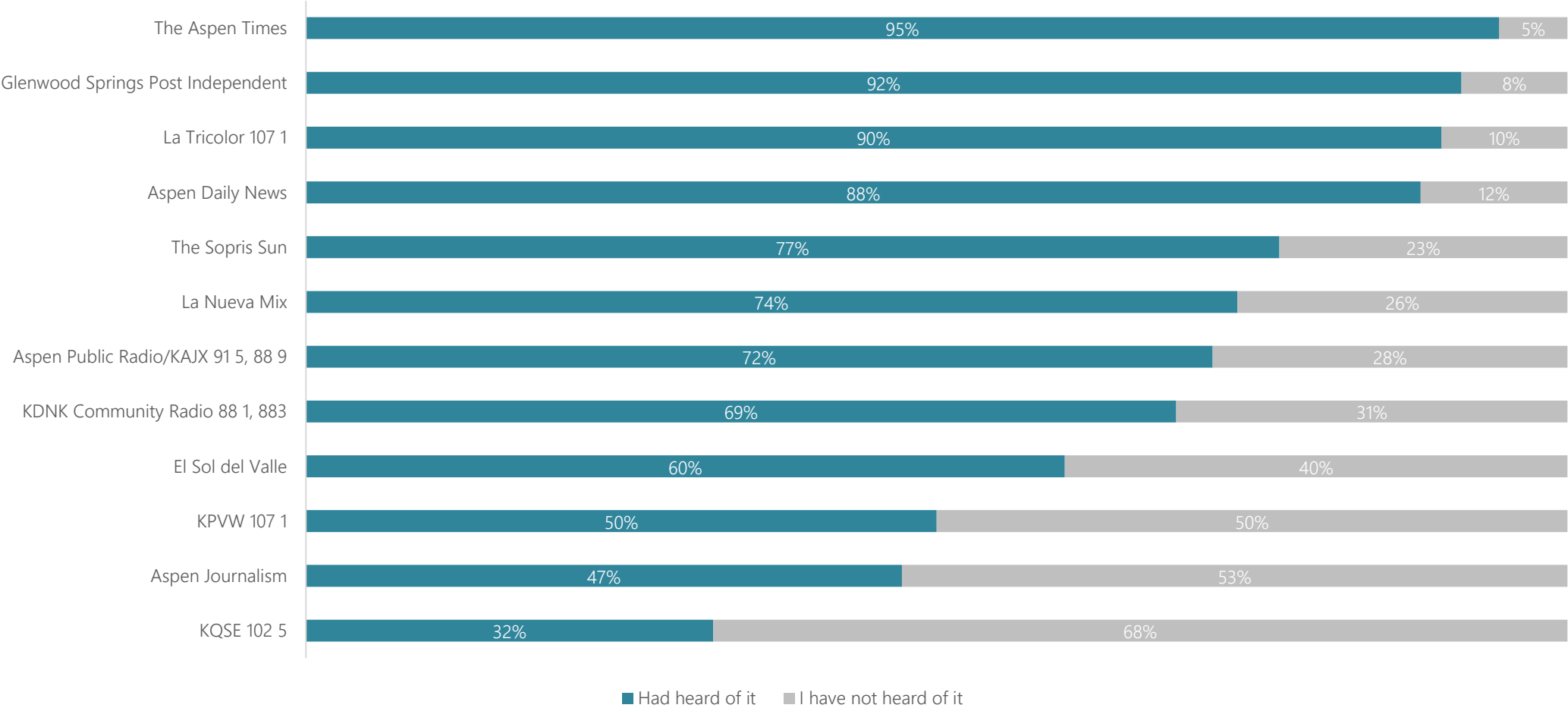
*"A newspaper in Spanish that has the resources for the Hispanic Community. There are usually different organizations that offer a variety of activities and opportunities and as a Hispanic person we don't know how to read English and we miss out on that a lot of the time "*

*"Un periódico en español que tenga los recursos para la comunidad hispana. Suele haber diferentes organizaciones que ofrecen variedad de actividades y oportunidades y uno como hispano no sabemos leer inglés y mucho tiempo nos perdemos de eso.."*

**—RFV Resident**

# Most RFV residents were familiar with local outlets

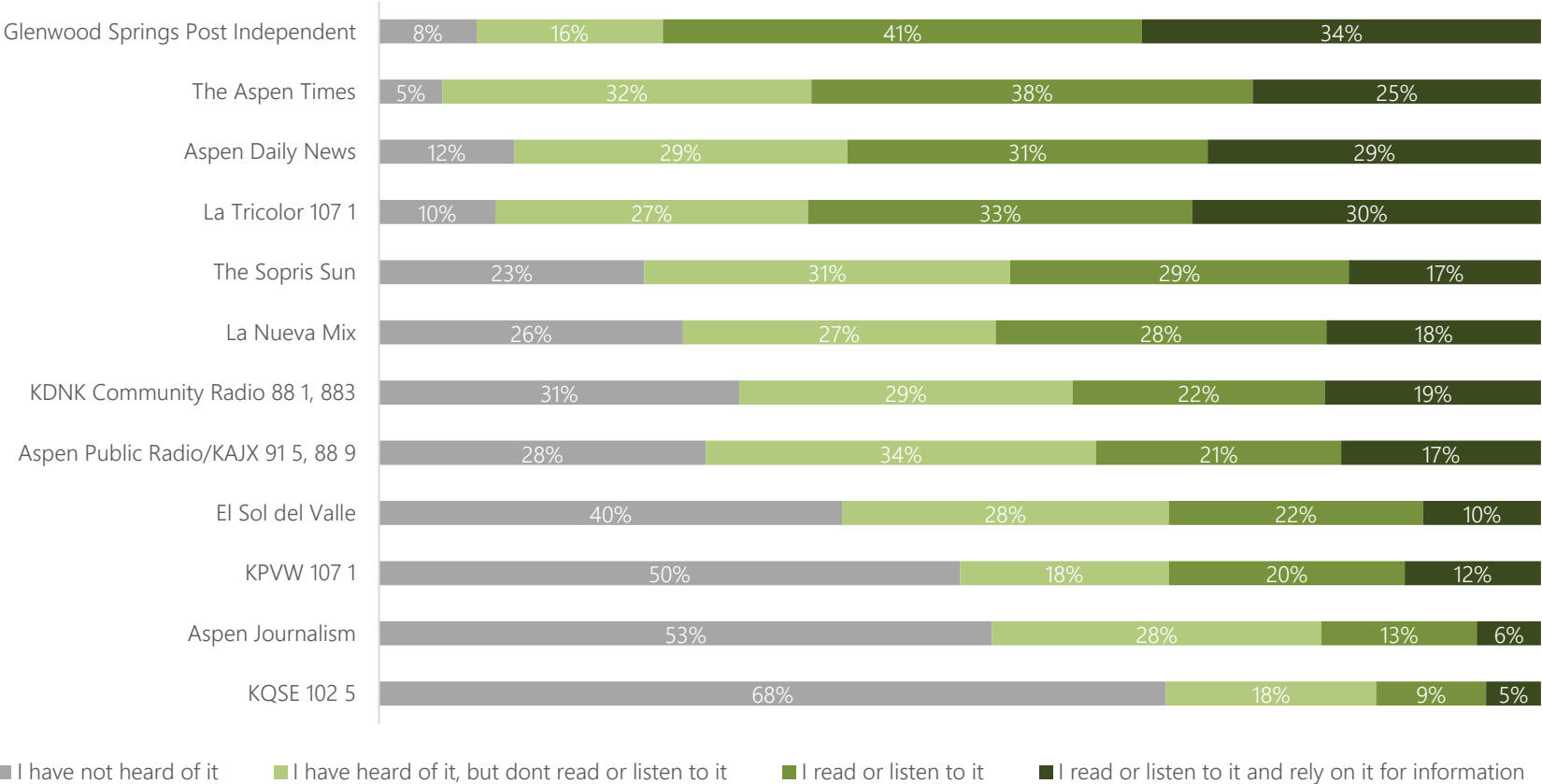
Familiarity With Local Outlets (n=127-131)



Which of the following best describes your relationship to the following news outlets?

# Most respondents said they read or listen to the Glenwood Springs Post Independent, Aspen Times, Aspen Daily News, and La Tricolor

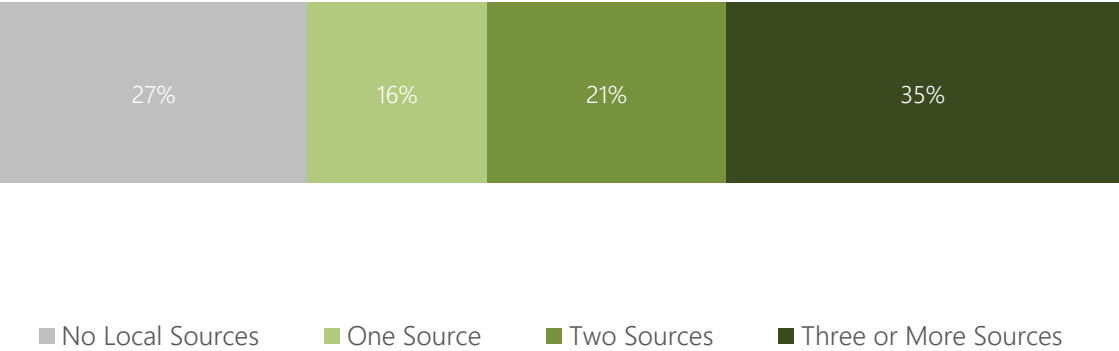
Relationship to RFV Outlets (n=127-131)



- > Respondents who only spoke Spanish were more likely to say they listened to La Tricolor and relied on it for information (54%) than bilingual respondents (16%).
- > While there were other differences across demographic segments, these differences were not statistically significant.

# Most respondents said they read/listen to and rely on two or more local sources for information

Number of Local Sources Residents Said They Read/Listen to and Rely on for Information (n=131)

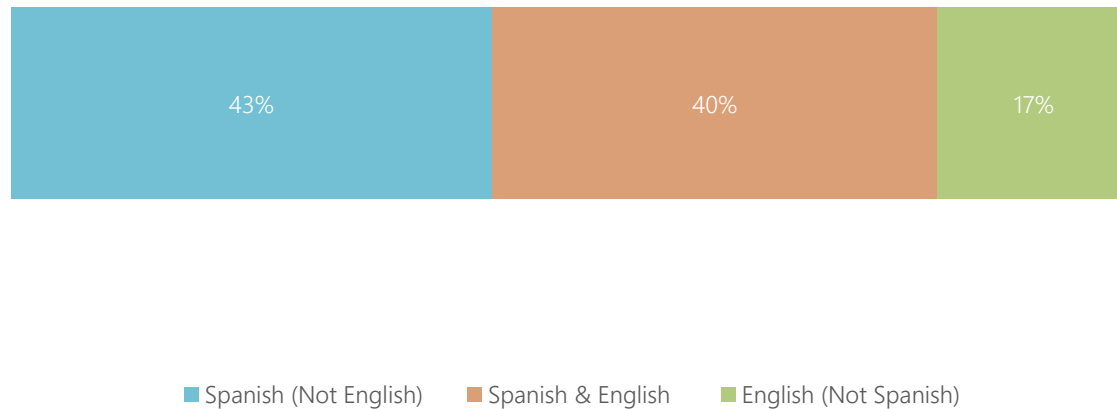


The chart on the left presents the number of local sources respondents said they read or listened to **and** relied on for information.

- > Most residents (56%) said they relied on two or more sources for information and more than one third (35%) said they relied on three or more.
- > About one out of four residents (27%) did not rely on any local news source.

# Four out of ten respondents were bilingual

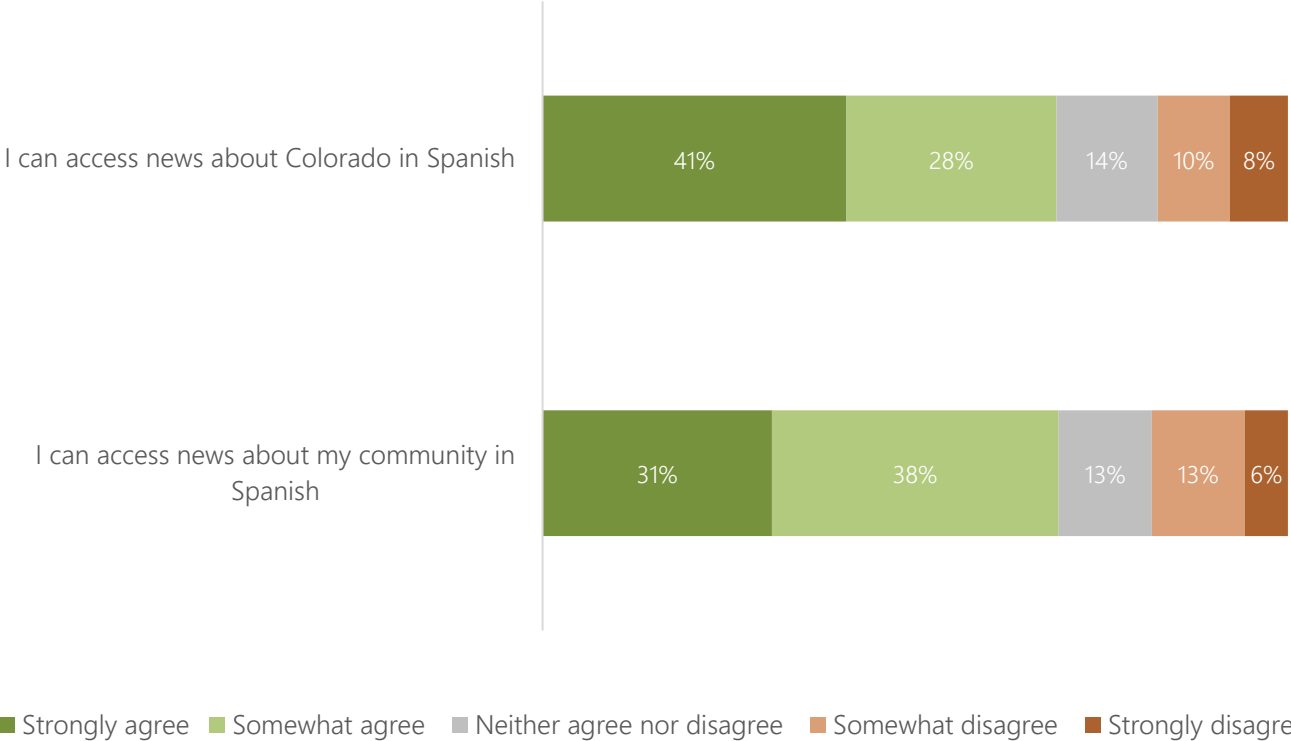
Languages Spoken (n=131)



- > Respondents were given the opportunity to take the survey in Spanish or English. The survey defaulted to Spanish and would be presented in English only if respondents accessed the survey from a browser that had specified English as its default setting. The vast majority of respondents took the survey in Spanish (85%).
- > The data presented in the graph on the left are from a question that asked respondents to select all of the languages they spoke. Respondents were then categorized into the three groups presented on the left.
- > First generation respondents were more likely to say they only spoke Spanish (60%) than others (24%).

# Most Spanish speaking respondents agreed they could access news about Colorado and their community in Spanish

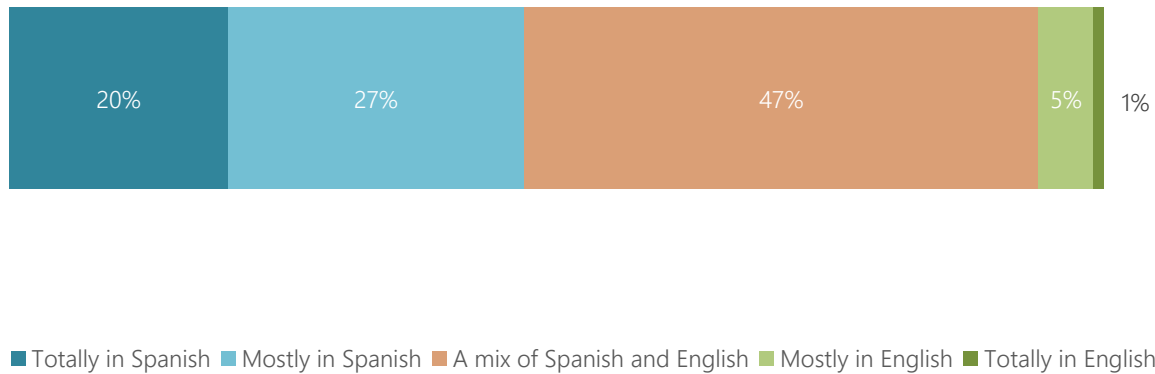
Agreement With Ability to Access News in Spanish and Other Languages (n=103-104)



- > Most respondents agreed that they could access news about Colorado and their community in Spanish (69%).
- > Residents were slightly more likely to strongly agree with this sentiment about Colorado news (41%) than community news (31%).
- > While not statistically significant (due to low sample sizes), those under age 40 were more likely to strongly agree with each of these statements than those aged 40 and above.

# Most Spanish speaking residents said they wanted at least some of their local news in English

Preference for Local News Content (n=100)

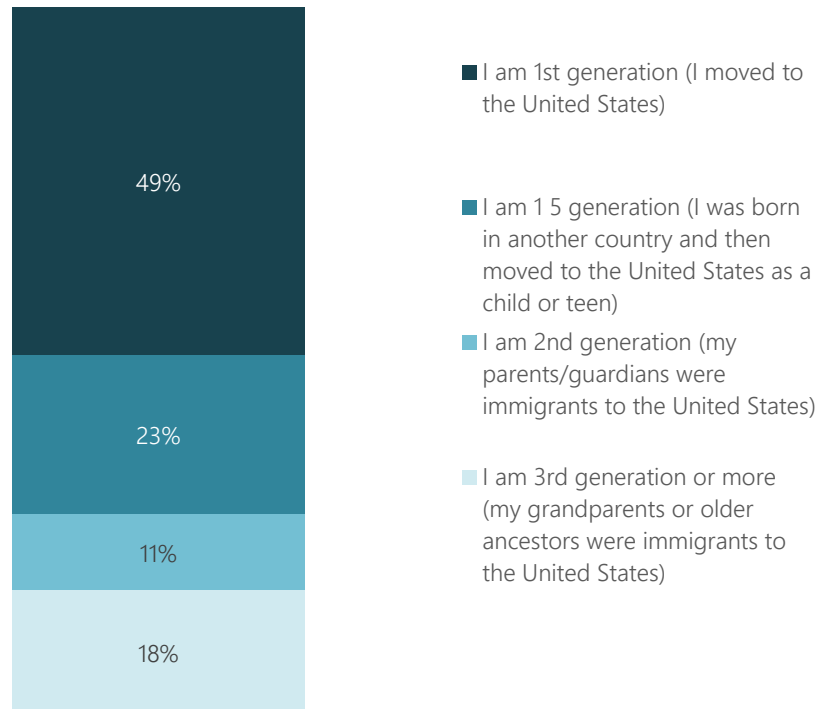


- > Equal shares of respondents said they preferred to get local news mostly or totally in Spanish (47%) and a mix of Spanish and English (47%). The remaining 6% preferred getting this information mostly or totally in English.
- > Some respondents (29%) who said they only spoke Spanish still desired a mix of content in Spanish and English. Most bilingual respondents (65%) said they wanted content in a mix of these two languages.
- > Respondents from Garfield county were less likely to want content to be mostly or totally in Spanish (43%) than those from other counties (73%).



# About half of respondents said they were 1<sup>st</sup> generation (that they had moved to the United States from another country)

Respondent Generation (n=120)



- > Nearly half (49%) of respondents said they moved to the US from another country, indicating that they were 1<sup>st</sup> generation.
- > An additional 23% were born in another country and then moved to the US as a child or teen.
- > The remaining 29% of respondents were born in the US.

SECTION 3

# SOURCES & MODES OF STATE & LOCAL MEDIA CONSUMPTION

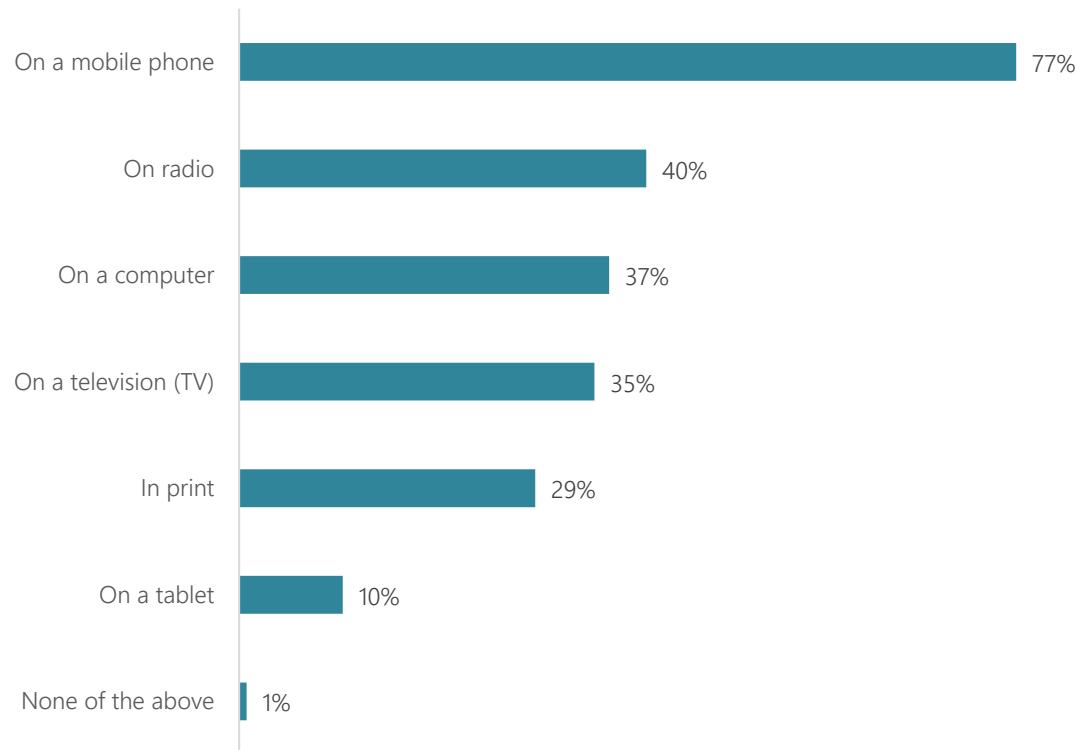


*We don't get a lot of news or more specifically news that is directed to the minority residents of the RFV.*

*-RFV Resident*

# Three out of four respondents said they consumed information on a mobile phone at least once a day

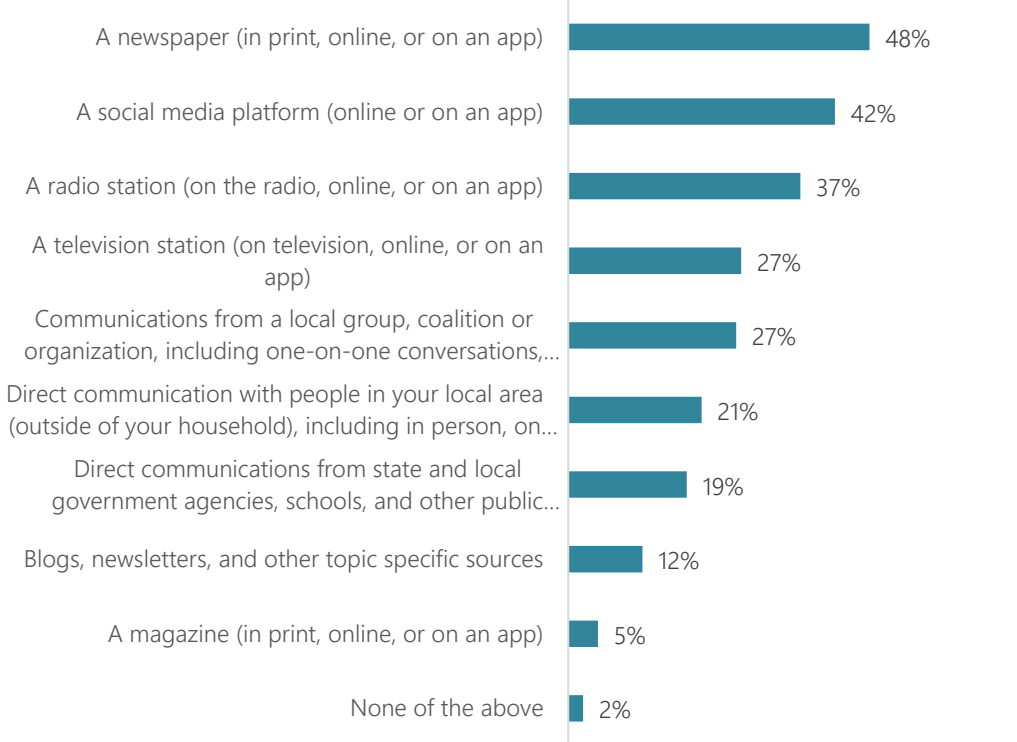
Modes RFV Residents Consume Information at Least Once a Day (n=123)



- > Mobile phones were by far the most popular mode used to access information. While more than three out of four respondents (77%) said they used a mobile phone to access information at least daily, less than half said they used the radio (40%), a computer (37%), or TV (35%).
- > Less than one out of three (29%) said they accessed information in print at least daily.
- > Respondents who only spoke Spanish were less likely to say they accessed information on a computer (19%) or in print (13%) daily than those who were bilingual (53% and 41% respectively).

# Respondents most commonly relied on newspapers, social media, and radio to stay up-to-date on state and local news

Sources RFV Residents Use to Stay up-to-Date on News at Least Weekly (n=117)

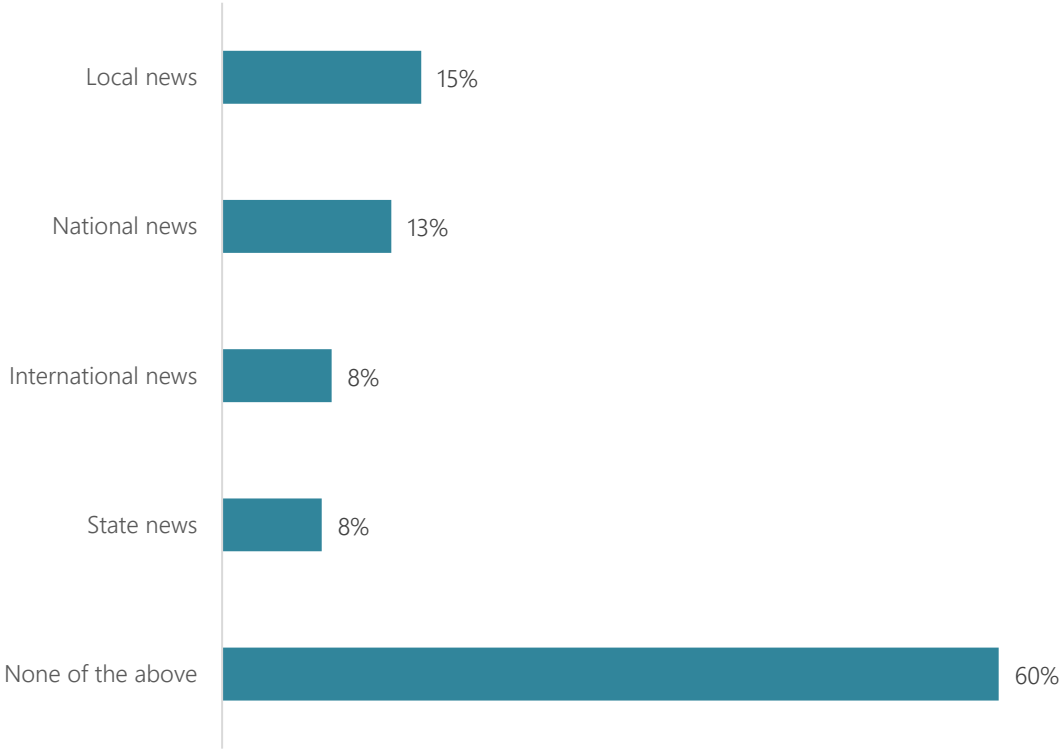


- > While there were some differences across demographic segments, none of these differences were statistically significant.
- > First generation respondents, and those who only spoke Spanish, were slightly less likely than others to rely on newspapers (again not statistically significant due to small sample sizes.)

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

# Four out of ten RFV residents were currently paying for at least one source of news or information

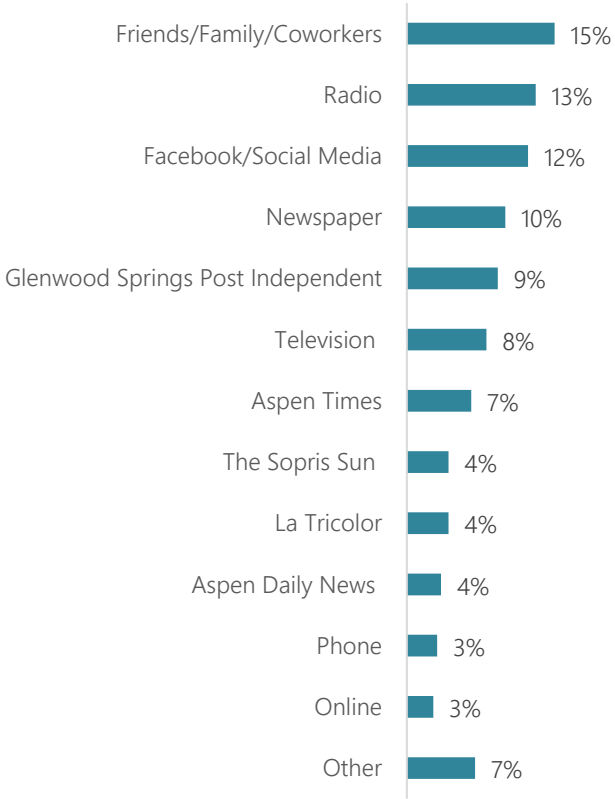
RFV Residents Currently Paying For at Least One Source of News or Information (n=134)



- > When asked if they currently pay for at least one source of news or information in any area, 15% of RFV residents said they currently pay for local news. Nearly one out of ten (8%) said they currently pay for state news. Four out of ten (40%) said they were paying for news or information in at least one of these areas.
- > Residents who only spoke Spanish were less likely to have said they currently pay for any source (22%) than bilingual residents (39%) or those who only spoke English (60%).

# RFV residents were most likely to say they used informal sources like friends, family, and coworkers to know what was happening in Colorado and their community

Top Sources For State and Community Information (n=97)



Residents were asked for the three most frequent sources they use to get information about Colorado or their community. Those open-ended responses were coded into the categories presented on this slide. The graph presents the percentage of total mentions each category received from all responses in the three provided boxes.

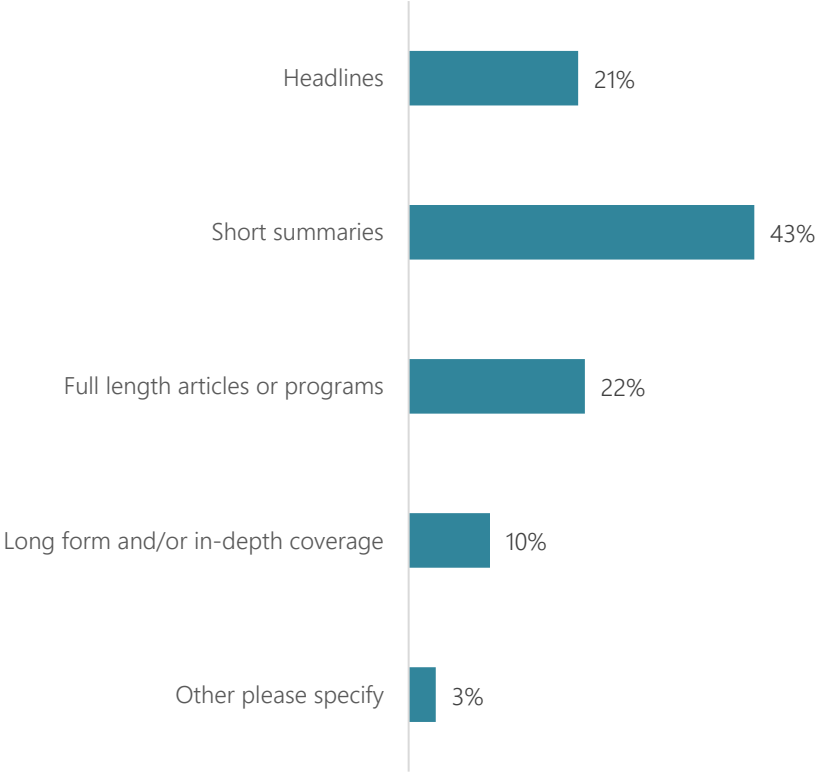
- > The most frequently mentioned source was friends/family/coworkers. These mentions comprised 15% of all of the responses to this question.
- > Next, radio (specific stations or general) comprised 13% of mentions. However, La Tricolor comprised an additional 4% of mentions.

Thinking about how you typically get information about what is happening in Colorado or your community, what are the three most frequent sources you use?

Please list either formal sources like "The Colorado Tribune" or informal sources like "my coworkers."

# Most respondents get news from content beyond headlines

Typical Engagement to Get News (n=118)



- > Respondents were asked how they typically engage the news. Only one out of five (21%), said they typically get their news from headlines.
- > The most common response, from 43% of respondents, was getting news from short summaries.

SECTION 4

## ASSESSMENT OF RFV'S MEDIA



*I think local topics receive a lot of attention; however, an advancement is never presented or a solution to the problem.*

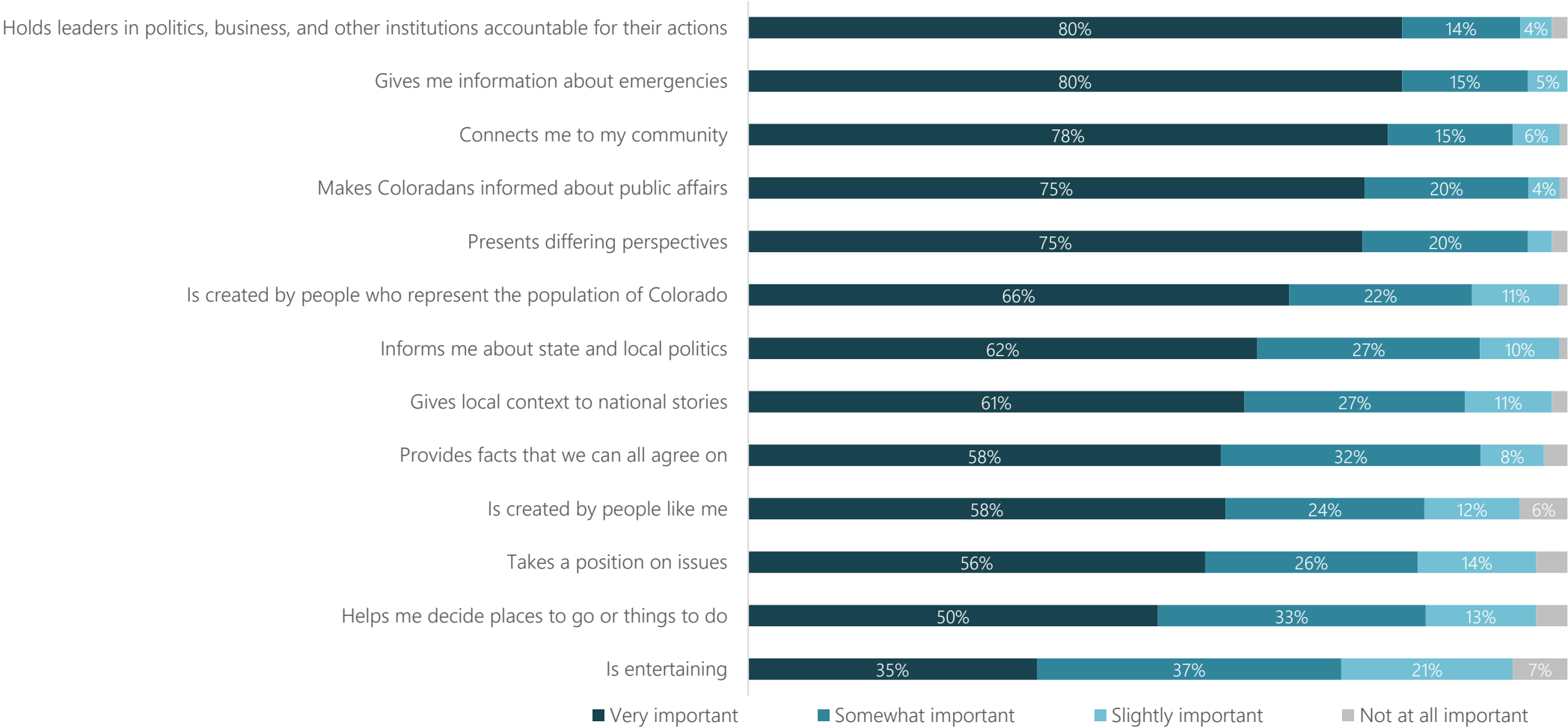
*Creo que los temas locales reciben mucha atención sin embargo no se logra ningún avance o solución al problema.*

*-RFV Resident*



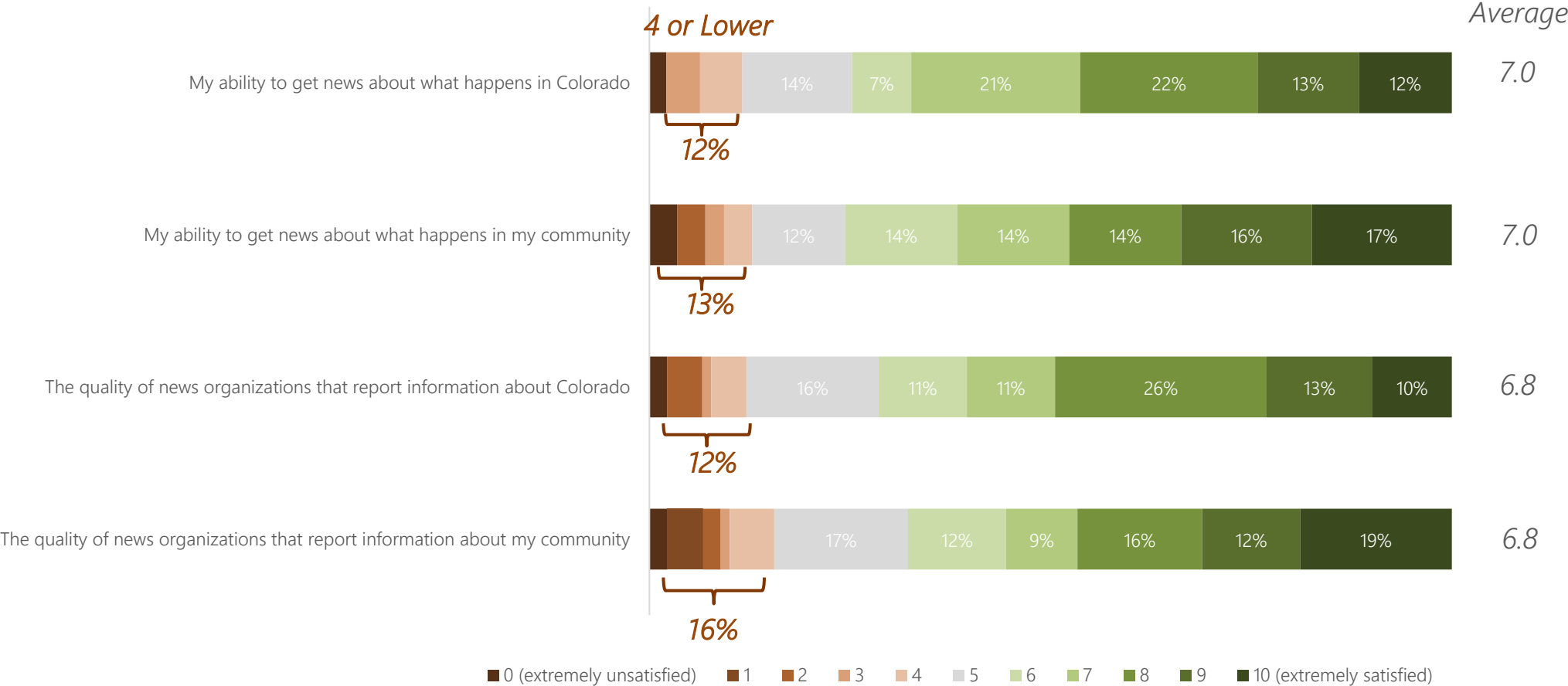
# Respondents said holding the powerful accountable and getting information about emergencies were critical roles of local media

Importance That State and Local Media ... (n=103-105)



# Most RFV residents were satisfied with state and local media

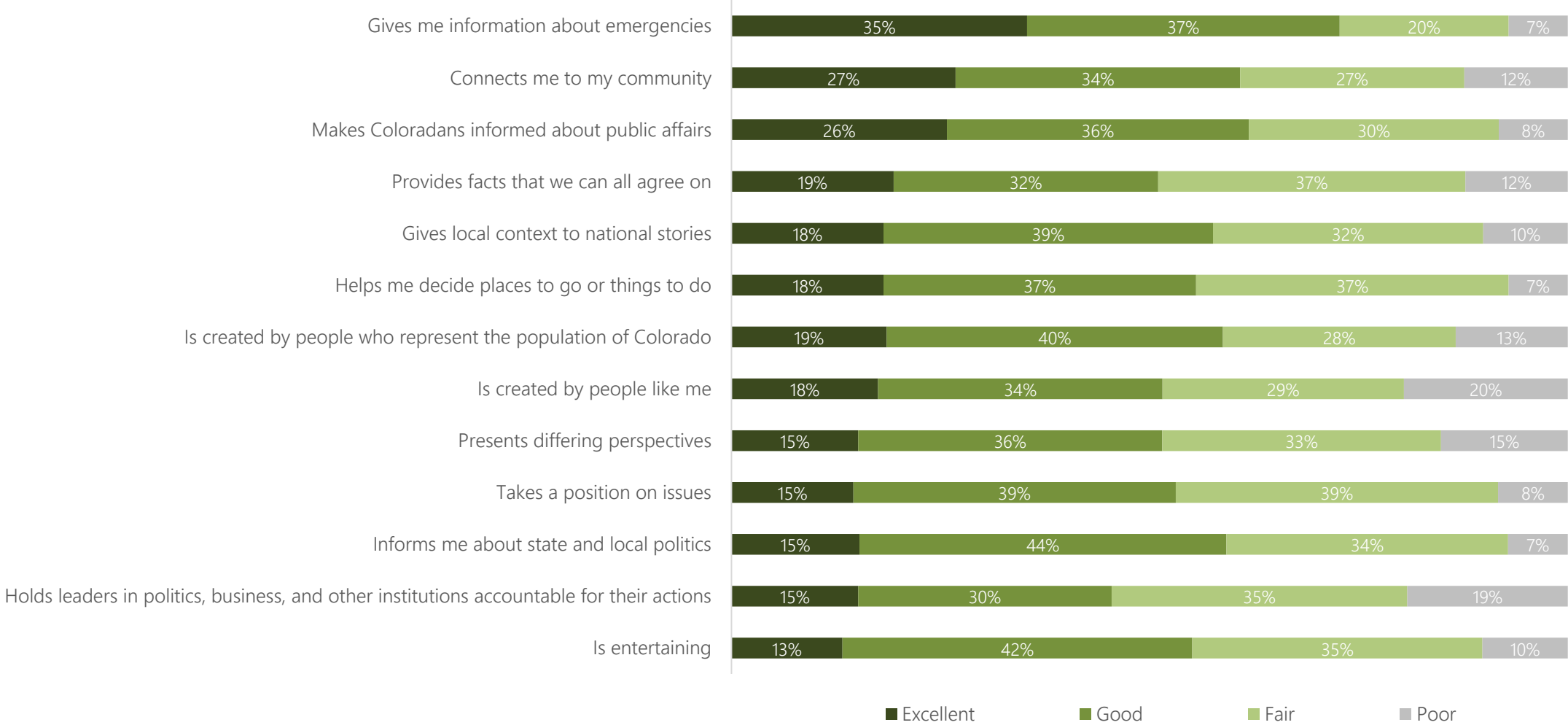
How Satisfied Are RFV Residents With ... (n=86-95)



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

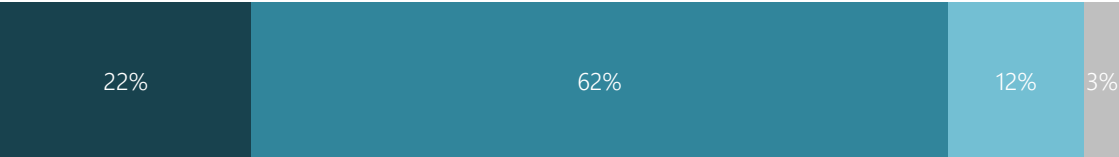
# Respondents thought state and local media excelled at providing emergency information

How Well Media in Colorado and Local Communities ... (n=97-99)



# Most RFV residents were at least somewhat confident in local news organizations reporting fully, accurately, and fairly

Confidence in Local News Organizations Reporting the News Fully, Accurately, and Fairly (n=98)

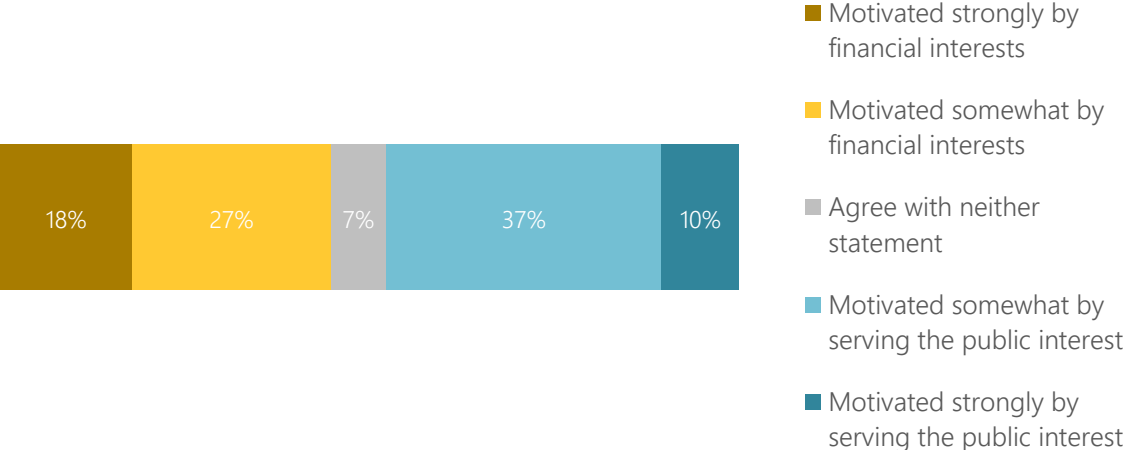


■ Very confident ■ Somewhat confident ■ Not very confident ■ Not confident at all

> About one out of five respondents (22%) said they were very confident in local news organizations reporting the news fully, accurately, and fairly. An additional 62% said they were somewhat confident.

# RFV residents were split in assessing state and local media's motivations

RFV Perceptions of State and Local Media's Motivations  
(n=67)



> When asked to evaluate state and local media's motivations, nearly half of respondents (47%) said media was motivated by the public interests (strongly or somewhat).

SECTION 5

# INCREASING TRUST & DESIRED IMPROVEMENTS



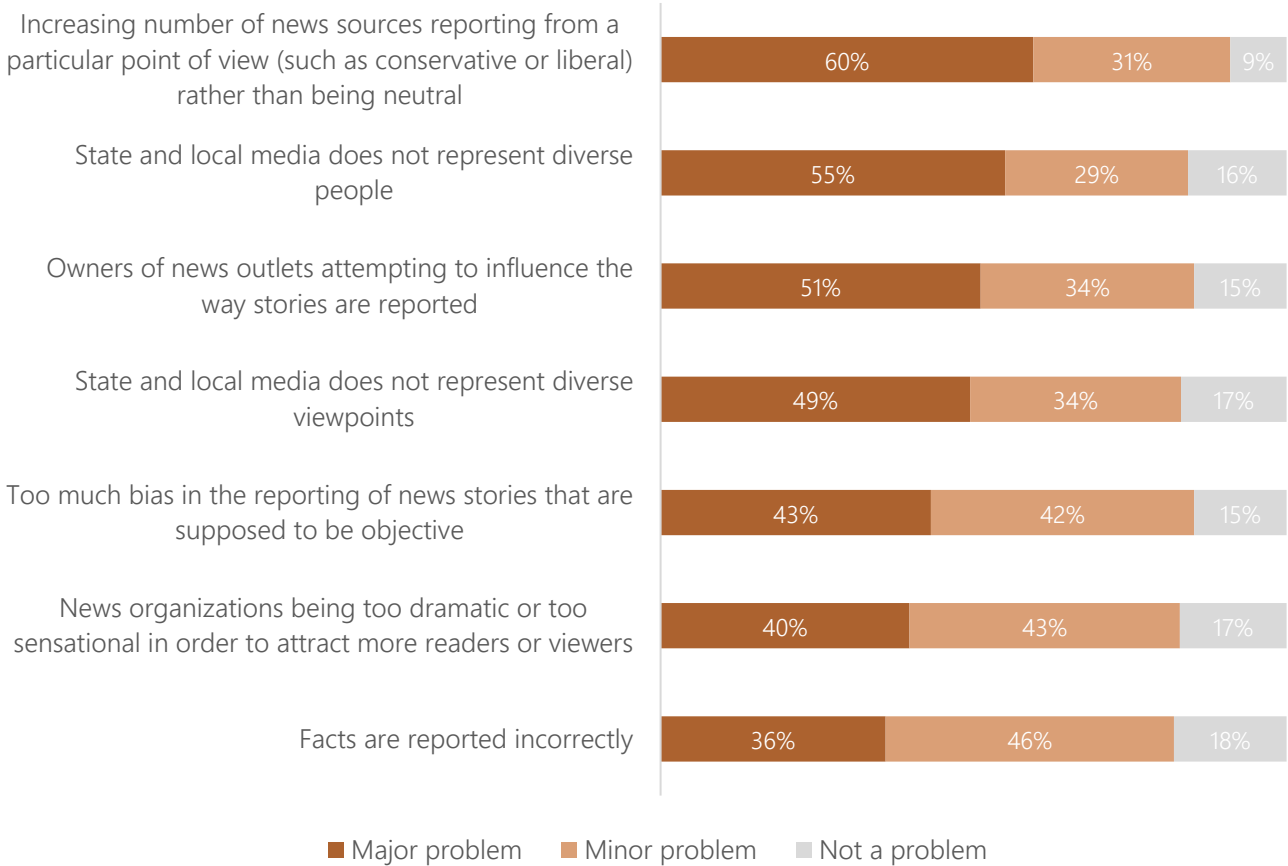
*[State and local news could] provide news that is truthful and trustworthy. I would like this to be done in an inclusive and neutral way; without setting my Latino community aside, but also without trying to influence my opinion.*

*[Las noticias estatales y locales podrían] proporcionar noticias verídicas y confiables. Esto me gustaría que fuere de una manera inclusiva y neutral; sin dejar a mi comunidad latina de lado, pero tampoco tratar de influir su opinión en mi.*

*-RFV Resident*

# The largest share of residents said that sources reporting with a particular viewpoint (rather than being neutral) was a major problem

Problems in State and Local News Coverage (n=88-89)

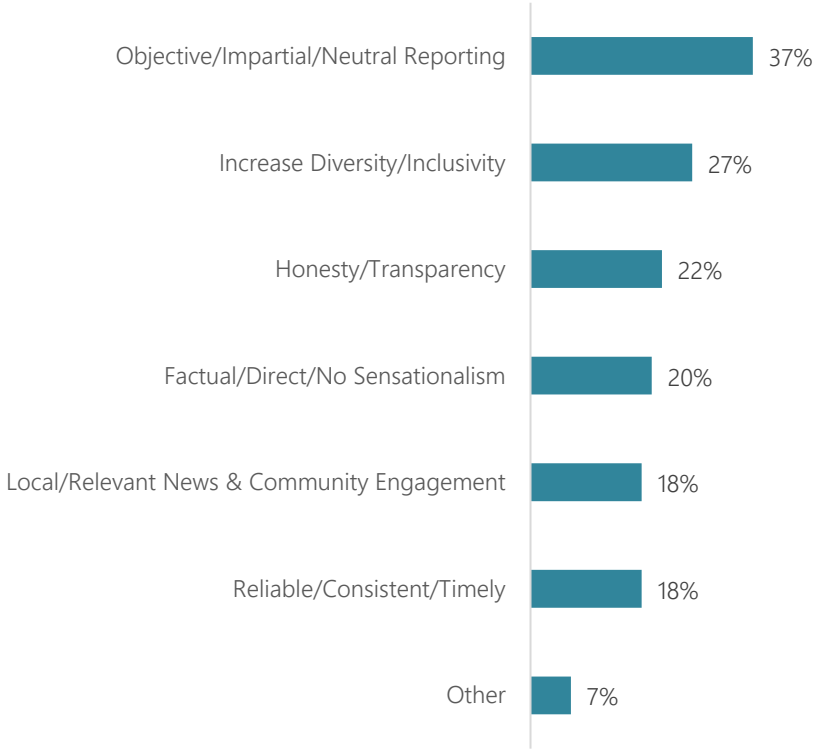


- > The top problems in state and local news coverage were:
  1. An increasing number of news sources reporting from a particular point of view rather than being neutral (60% said this was a major problem).
  2. State and local media not representing diverse people (55% said this was a major problem).
  3. Owners of news outlets attempting to influence the way stories are reported (51% said this was a major problem).
  
- > While the lowest share of respondents (36%) said facts being reported incorrectly was a major problem, only 18% said this was not a problem in state and local news.

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

# Residents said that objective reporting and increased diversity/inclusivity would increase their trust in news organizations

Top Actions to Increase Trust in Local News Organizations  
(n=60)



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

- > The most common responses related to news organizations focusing on more objective, impartial, or neutral reporting (37%).
- > About one quarter of respondents mentioned increasing diversity or inclusion in local media (27%).



# Most said they do their own research when they were unsure about the veracity of state and local news content

Steps Taken When Unsure About Truth of State and Local News (n=88)

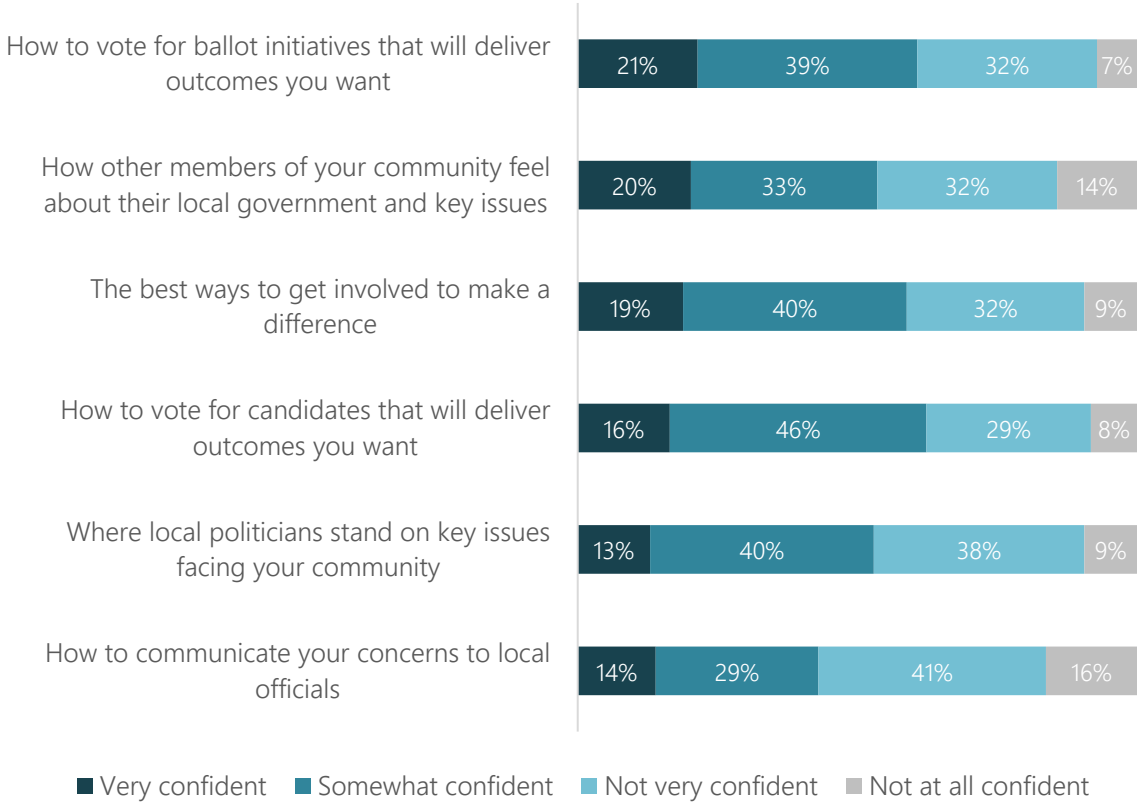


- > A bit more than half (57%) of respondents said that they do their own research using a variety of sources when they were unsure about how true something was in state and local media.
- > Alternatively, 40% said they turn to the news organizations they trust the most.

When you are unsure about something in state and local news and want to find out the truth, which of the following do you typically do? Please select all that apply

# Most RFV residents said they were less than very confident in participating in various aspects of the political process

Confidence in Knowing ... (n=84-86)

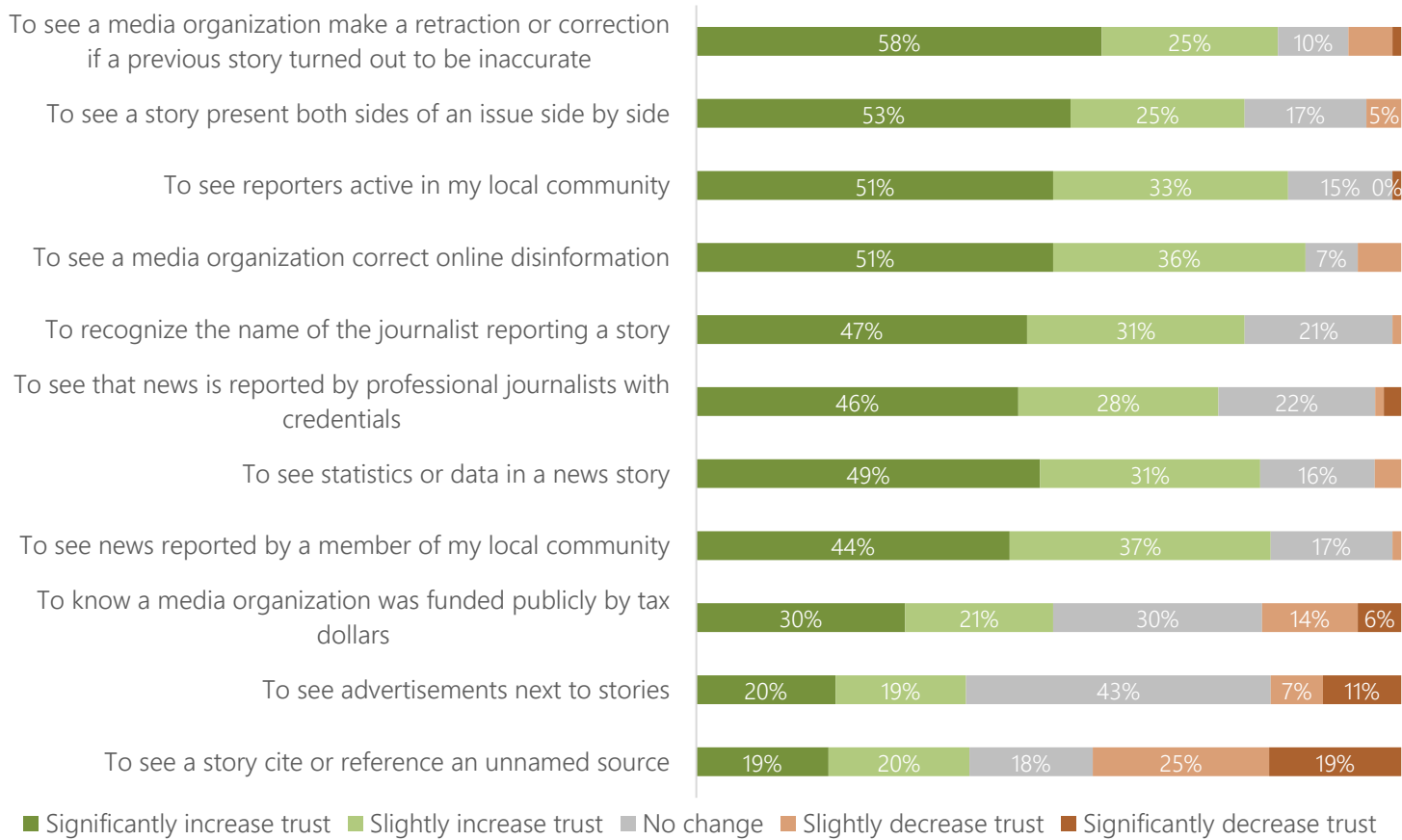


> Respondents had the highest level of confidence in voting for ballot initiatives to deliver desired outcomes and the lowest level of confidence in knowing how to communicate their concerns to local officials.

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 RFV residents said seeing retractions or corrections to previous stories that turned out to be inaccurate would significantly increase their trust

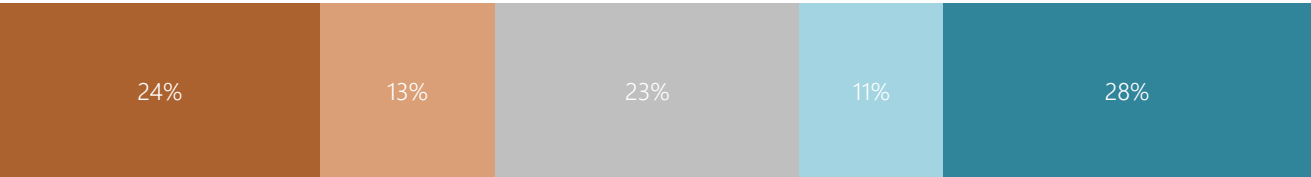
Impacts on Trust in State and Local News Organizations (n=80-81)



- > Residents were presented with a series of scenarios related to state and local media and asked how these situations would change their trust in news organizations.
- > The top three actions to increase trust were:
  1. To see a retraction or correction if needed
  2. To see a story present both sides of an issue side by side
  3. To see reporters active in their community
- > Nearly half of respondents (44%) said seeing a story cite or reference an unnamed source would decrease trust in state and local news organizations.

# RFV residents were split on state and local media's necessity in making democracy work

Agreement With: The State And Local News Media is Necessary For Democracy to Work Properly? (n=82)

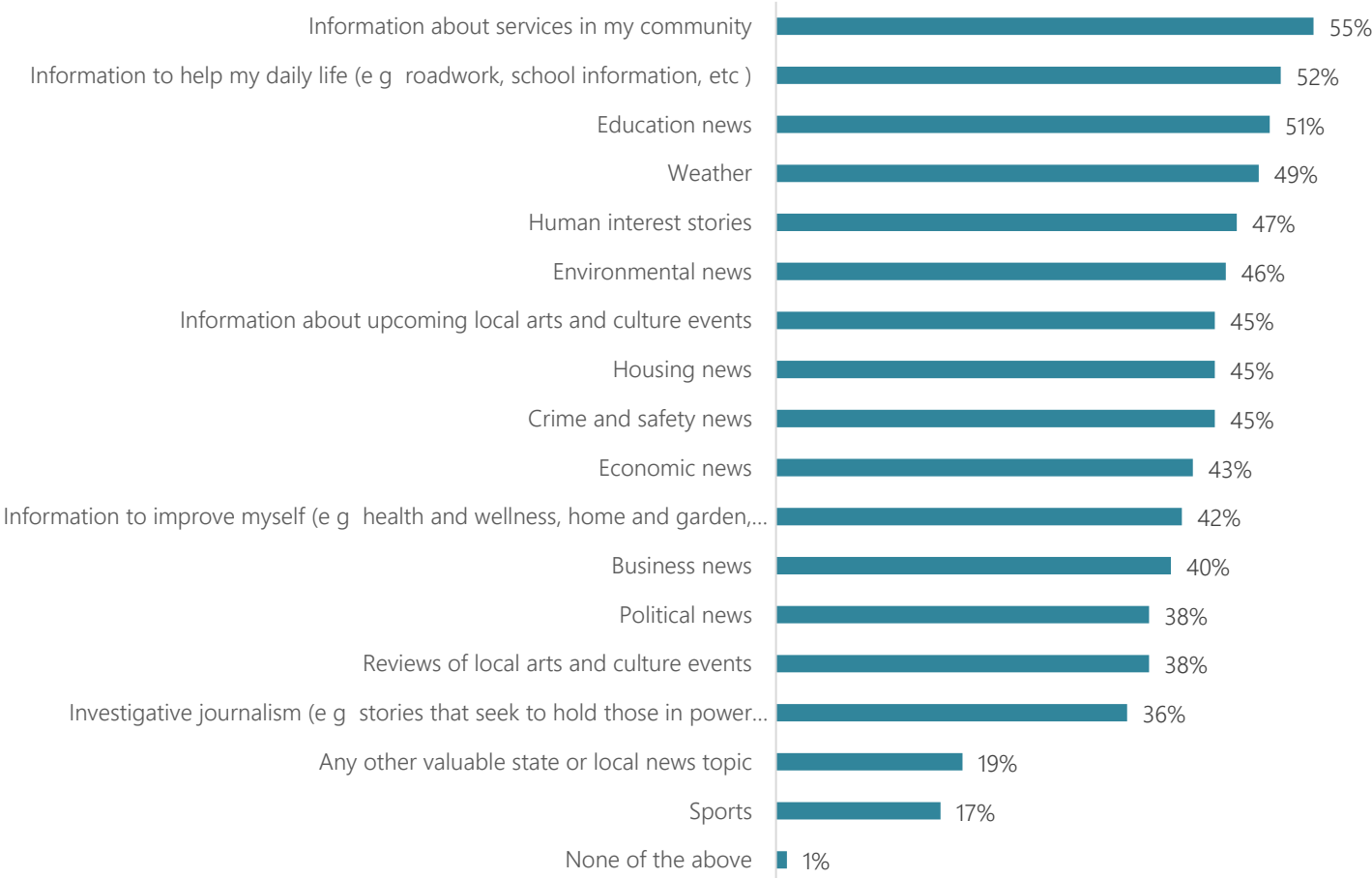


■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

- > Residents were split on agreeing (39%) or disagreeing (38%) with this statement. An additional 23% neither agreed nor disagreed with this statement.
- > Generally, responses across demographics were similar with no statistically significant differences.

# RFV residents were most interested in information about services in their communities

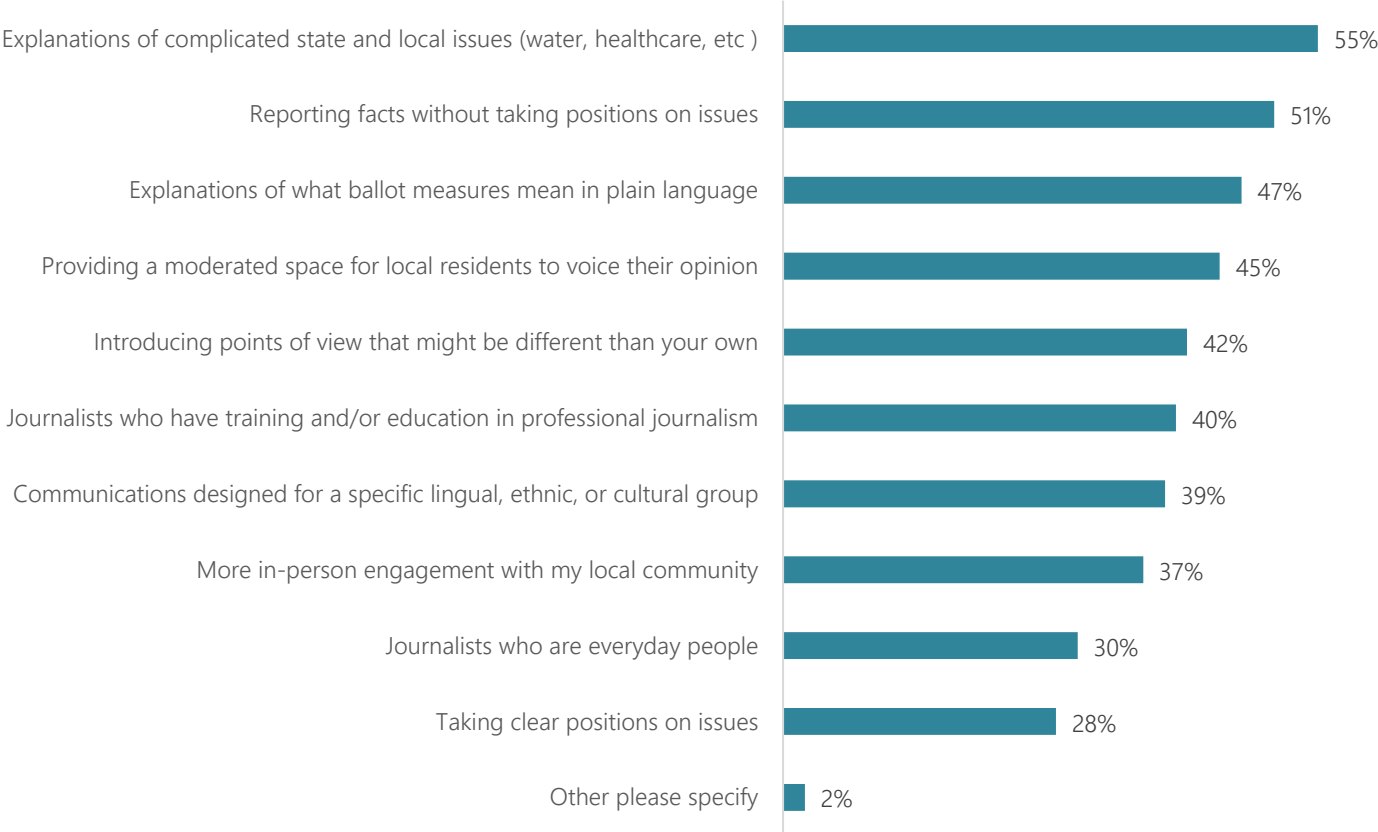
State and Local News Topics RFV Residents Regularly Keep up With (n=81)



Which of the following local or state news topics do you regularly keep up with? Consider only state or local news, not national or international news. Please select all that apply

# RFV residents had a strong preference for state and local media to report facts without taking positions on issues (instead of taking clear positions)

What RFV Residents Want to See More of in State and Local Media (n=80)



SECTION 8  
**APPENDIX**



*Thank you for trying to integrate the Latino community in diverse issues and take into account their opinion. It is something that is very inclusive.*

*Les agradezco la intención de integrar a la comunidad latina en diversos temas y que tengan en cuenta su opinión es algo muy inclusivo*

*-RFV Resident*

## SURVEY INSTRUMENT

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

## RESEARCH MODE & SAMPLING

- This survey was conducted online. Respondents could take the survey in English or Spanish.
- In total, 172 individuals in the RFV participated in the survey, 155 of which identified as Hispanic, Latino, or Spanish origin and/or spoke Spanish. Spanish speakers were identified by either: 1. Saying they spoke Spanish in response to a survey question or 2. Taking the survey in Spanish. Individuals who did not speak Spanish *and* did not identify as Hispanic, Latino, or Spanish origin were excluded from analysis.
- Respondents were incentivized to participate in the survey with a sweepstakes to win one of five \$200 gift cards.

## EXECUTION

- Surveys were completed between August 1<sup>st</sup> and September 2<sup>nd</sup>, 2022.



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