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The latest insights about **Public Notices**
from the **Colorado Press Association**

Every Month, More Than **8 out of 10** Colorado Adults Turn to Local Print or Digital **Newspapers** for News and Information

⇨ **65%** of Colorado adults read public notices in **local print or digital newspapers** (tax increases, zoning changes, minutes of local government meetings, etc.)

⇨ **62%** believe that State and local governments should be **required to publish** public notices in **newspapers** on a regular basis as a service to the community

⇨ **80%** of Colorado adults cite **local newspapers** and **newspaper websites** as their **"most trusted"** source for public notices vs. government and related sources

Local newspapers and **newspaper websites** are **"relied on more often"** than any other source by Colorado adults seeking information about their local governments



Local newspapers/newspaper websites	**41%**
Government Websites	32%
Local TV/Cable	24%
Local Radio	18%
City Newsletters	17%
Public Bulletin Boards	13%
Non-Government Websites	11%
Other	5%

Readers of Colorado **Newspapers** Are **More Active** in Their **Communities**

	Total CO Adults	Newspaper Readers
Involved I feel I have a responsibility to help shape the future of my community	73%	**79%**
Engaged I often voice my opinions about local community issues like education, traffic, taxes, economic development, etc.	53%	**60%**
Influential For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	43%	**46%**
Outspoken People frequently turn to me for information about our local community	39%	**43%**

**percent in agreement*

Newspaper Readers Are More Likely to Contact **Elected Officials** and **Community Leaders** Than the Average Adult (45% vs. 38%)



95% of all Colorado adults who **contacted local officials** to let them know how they felt about specific issues are newspaper readers

Newspaper Readers Are Active **Voters**

82% of Colorado newspaper readers **vote** in **state** and **national elections**

90% of Colorado newspaper readers **vote** in **local, school board** and **city elections**



Access to Public Records



93%

of Colorado adults believe that it is important that the press and the public should have access to **public records**, including criminal records

Government Spending

52%

of Colorado adults believe that **State and local governments** should spend a significant share of their advertising budgets with **local newspapers**



Survey Methodology

The Colorado Press Association commissioned Coda Ventures, an independent research and consulting firm, to conduct a survey among Colorado adults, age 18+

The survey was designed to measure the demographics, media behavior and purchase intentions of respondents for specific product categories

The survey was fielded online and respondents were screened by zip code to ensure an accurate representation of urban and rural communities. Additional quotas were set for age and gender to match the demographic composition of the population. The data were weighted and projected to the most recent ESRI census estimates.

The survey was fielded from November 30 – December 14, 2021

At the close of the survey, a total of 601 adults participated (Margin of Error: +/- 4%)

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***For more information** about the study, please contact: Tim Regan-Porter, CEO/Colorado Press Association, 303.571.5117, ceo@colopress.net*

Source: 2022 Colorado Market Study; conducted by Coda Ventures.