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2026 State of Digital Government

Trends in Public Communications



66% time savings in task support

38% conservation of resources

20% positive sentiment toward AI

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Introduction

In 2025, government workers at the local, state, and federal levels have faced mounting challenges while remaining steadfast in their commitment to serving their communities. **From navigating the complexities of misinformation in an election year to uncertainty over funding and resources, these frontline workers continue to adapt and innovate.** They are leveraging digital tools and strategies to not only improve civic engagement but also to combat the growing distrust in public institutions.

Moving into 2026, the ongoing digital transformation offers both opportunities and hurdles for government communicators. **While technology enables them to increase transparency, deliver accurate information, and foster trust, it also demands constant vigilance against the spread of false narratives that can undermine public confidence.** These challenges are compounded by the need to address diverse community needs, often with limited resources and under intense public scrutiny.

As data reveals, clear and consistent messaging remains the cornerstone of building trust and strengthening relationships between governments and their communities. Despite the obstacles, audiences are actively seeking reliable information from their governments, underscoring the critical role of communication in bridging the gap between public institutions and the people they serve.



Data Overview

In 2025, nearly 160 million subscribers were added by governments using Granicus' communications platform. From that group, more than 612 million new subscriptions were created, showing that audiences are looking to engage with multiple subjects of information provided by organizations. The total number of subscribers within the Granicus system grew to more than 840.5 million subscribers for a combined subscription number of nearly 3 billion.



ABOUT OUR DATA

2026 State of Digital Government: Trends in Public Communications report is based in part on annual data gathered between October 2024 and September 2025 from U.S. federal; state, local, and transit (SLT); U.K.; and Australia/New Zealand public sector organizations that use Granicus' Communications solution. Benchmark metrics measured by vertical (or subsector) can be viewed in the appendix.

Working with ath Power Consulting (APC), a premier provider of research, training, and strategy solutions for both the public and private sectors, nearly 600 government communications staff were also surveyed about their experiences with digital communications in the last year to provide a more specific picture of trends and challenges faced by public sector communicators.

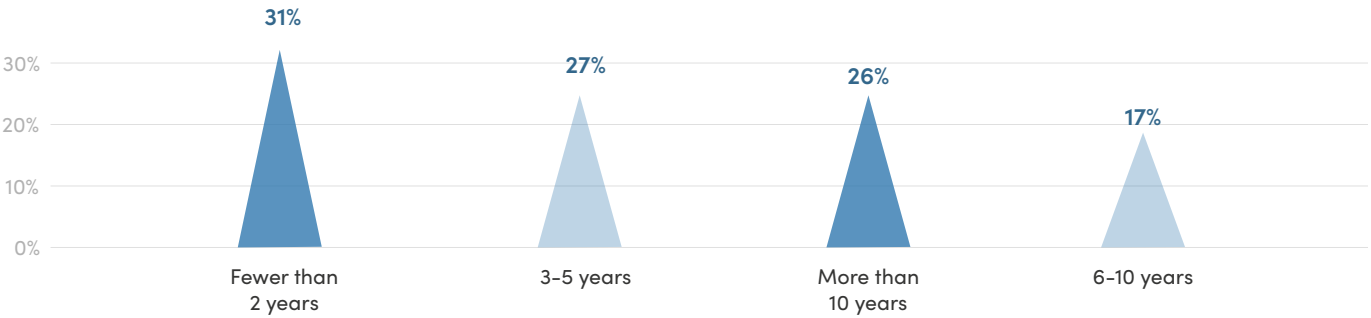
COMMUNICATOR SNAPSHOT

Data from our communicator survey reflected the following:

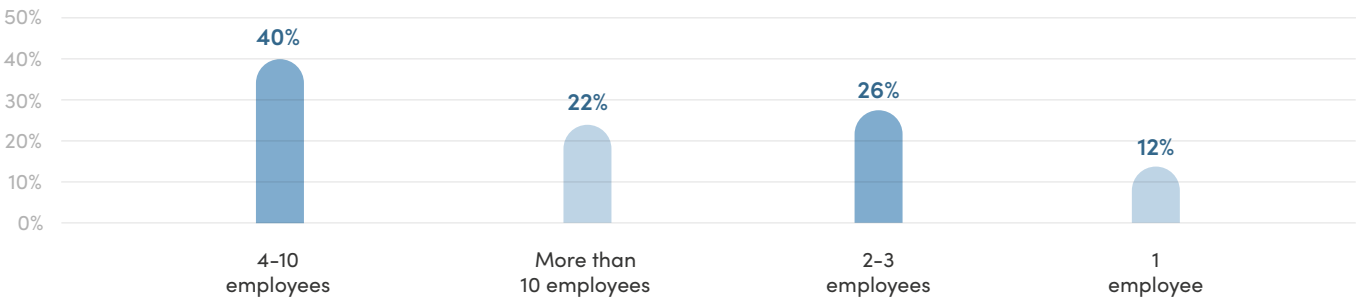
Sector



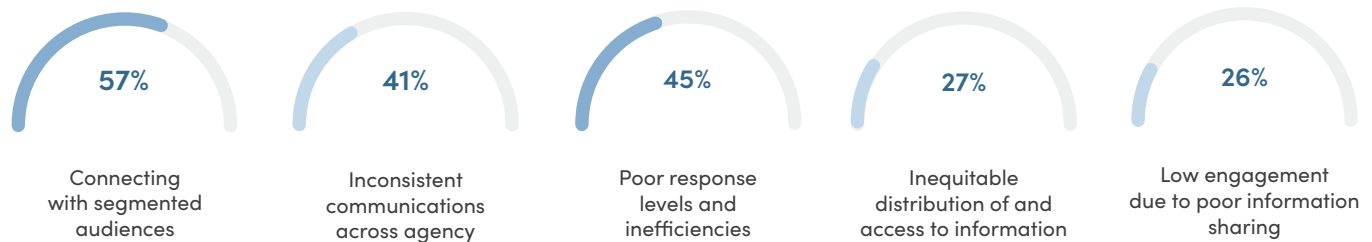
Time in Role



Size of Team



Top Common Communication Challenges



TAKEAWAYS

Data-driven strategies and unified communications platforms are critical to overcoming the leading challenges of connecting segmented audiences, ensuring message consistency, and improving response levels. These approaches empower communications teams to operate more efficiently, equitably, and effectively in serving their communities.

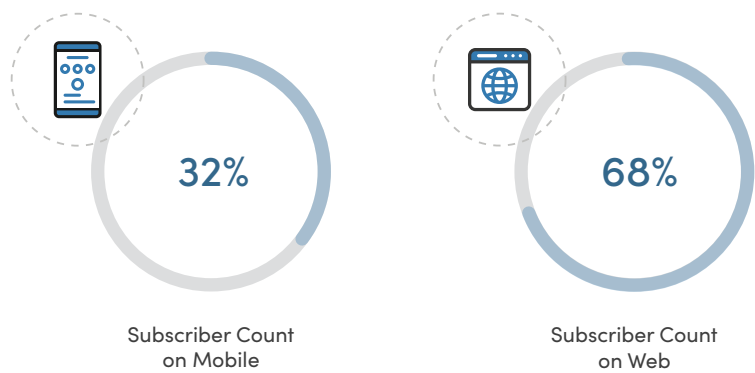
Navigating the persistent challenges of government communications requires a strategic, integrated approach informed by up-to-date data. This year, **57% of respondents identified connecting with segmented audiences as the top challenge, up from last year, underscoring the need to move beyond broad-stroke messaging.** Leveraging demographic and behavioral data to understand specific community segments allows agencies to deliver relevant, targeted information through preferred channels. Such precision not only connects effectively but also addresses the 26% (down slightly from 28% in 2024) who report low engagement resulting from poor information sharing.

Inconsistency across agencies continues to be a significant barrier, with **41% citing it as a concern, though this is a slight improvement over the previous year's 46%.** Unified communications platforms can mitigate this issue by centralizing messaging and automating workflows, enabling all departments to project a cohesive voice. This integration streamlines processes, reduces inefficiencies, and has a direct impact on response rates, addressing the 45% who are concerned about poor response levels and operational inefficiencies (a number that stayed roughly even in 2025 compared to 2024).

Furthermore, a single source of truth within a centralized platform helps remedy the inequitable distribution of information, currently noted by **27% of respondents, down from 31% in 2024.** Ensuring fair and transparent access to critical communications builds public trust and drives stronger community engagement.

Mobile vs. Web Channels

A slight decline in subscriptions through mobile channels versus the previous two years suggests many organizations have yet to fully embrace strategies that include mobile-friendly digital experiences for communications, leaving users to rely on the desktop version of an organization’s website to connect with information they find relevant.



	2022	2023	2024	2025
Mobile	41%	40% ▼	35% ▼	32% ▼
Web	59%	59% —	65% ▲	68% ▲

TAKEAWAY

Overall, the 2025 data shows the public is increasingly comfortable engaging digitally with their governments and other organizations when presented with targeted and useful information.

Governments can continue to build that relationship by creating digital experiences that are personalized and focused on the needs of the user — also known as human-centered design to create environments that best meet the needs of the most users who reach out digitally.

Open Rate



Definition: Open Rate = (Total Emails Opened / Total Recipients – Emails Bounced) x 100

This high-value metric seems simple, but judging open rates alone can lead to some misleading assumptions. Open rates often reflect the impact of such strategies as a/b subject line testing. But the stat can be negatively influenced by seemingly unrelated elements of a message, such as large images that can slow loading times before a message is tracked as “opened.” A reader might open a message, read the information, and delete the message before all components have loaded and tracked, thus having a negative impact on overall open rate. **As a result, while communicators should consider open rate an important indicator, it should be considered in relation to other equally important metrics.**



A good benchmark for open rates is around 20-30%, which can vary based on industry. Tracking open rates over time allows you to assess the effectiveness of your subject lines and overall email content.

	2021	2022	2023	2024	2025
Median	24%	29% ▲	34% ▲	34% ▬	37% ▲
Top 20	37%	41% ▲	47% ▲	46% ▼	50% ▲

2025	OVERALL	FED	SLT	UK
Median	37% ▲	27% ▲	38% ▲	44% ▲
Top 20	50% ▲	39% ▲	50% ▲	54% ▲

TAKEAWAY

After a year of plateauing numbers, 2025 saw open rates grow by roughly 3%. While 2024, was the first year in the previous five to not maintain growth, the increase in the last year shows that effective communications strategies are finding their audience and increasing the likelihood of users opening and, hopefully, engaging with messages.

The importance of engagement is one that many survey respondents placed as a high priority, with more than 75% stating they consider engagement rates to be a key determinant in measuring communications strategy campaign effectiveness. Open rates are an important first step to building that engagement; however, only 50.3% of respondents stated they embed engagement opportunities in their campaign communications.

Further, the frequency of campaign communications can impact engagement targets. Compared to 2024, respondents looked to be more tactical with their communication frequencies. Daily communications dropped in 2025 (from 11% of respondents in 2024 to 8% in 2025), as did weekly communications (27% in 2024 to 25% in 2025). Instead, communicators increasingly chose twice-weekly (8% in 2024 vs. 12% in 2025) and bimonthly communications (17% in 2024 vs. 19% in 2025), while monthly communications saw a modest 1% increase (36% in 2024 to 37% in 2025).

However, open rates below the median are not an indication that communications have been missed or ignored. Subject lines that include actionable information can often remove the need to open a message. This can be an effective strategy for issues where critical timely information must be conveyed to the subscribers, such as weather alerts, transit route changes, or other emergency notifications.

Audience segmentation and targeted delivery times also continue to offer important ways to connect with digitally-savvy users. Crafting strong subject lines that speak to the needs of the intended audience becomes even more important in these situations. Attention-getting subject lines that balance the proper tone and persona of the organization can help move open rates in a positive direction.

Click Rate



Definition: Click Rate = (Number of Unique Link Clicks / Number of Emails Delivered) x 100

The rise in importance for two-way engagement is perhaps the largest impact of recent digital communications tools. Government communications are no longer a one-way information broadcast. Today’s effective communications invite readers to participate or act on information presented. Because of that, the frequency at which a link in an email or SMS message is clicked becomes an important metric for gauging the effectiveness of communications.

Understanding the desired outcomes of a campaign will help dictate expected click rates. If the goal is for an audience to take action, communicators would want to see a higher click rate. However, if a campaign is solely informational — such as a calendar reminder or an informational newsletter — click rates might be lower and a less-reliable indicator of how well the intended audience was reached.



Aim for a 5% click rate—anything over 8% is outstanding.
Enhancing your content and designing clear calls-to-action can significantly boost this metric.

	2021	2022	2023	2024	2025
Median	4%	3% ▼	2% ▼	5% ▲	5% —
Top 20	8%	6% ▼	5% ▼	12% ▲	11% ▼

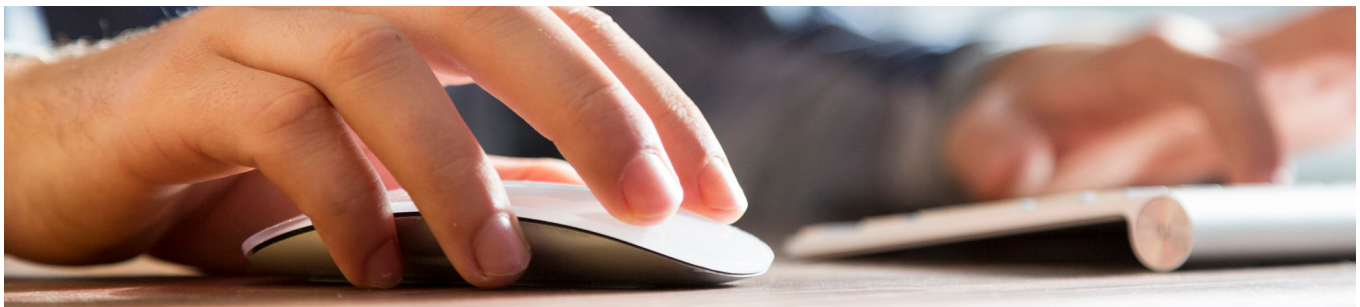
2025	OVERALL	FED	SLT	UK
Median	5%	4% ▲	4% ▼	7% ▼
Top 20	11%	11% ▲	11% ▼	16% ▼

TAKEAWAYS

Annually, variance in click rates can be attributed to subjects that drive immediate responses, such as hot-button political topics requiring action to be taken to participate in open forums. Other time-sensitive verticals — such as support departments for disasters — also regularly outpace the median.

This steady number also can be reflected in the Communicator Survey results as well. Similar to last year, **more than 70% of communicators** said the most common topics were centered around service or program awareness and public events. However, the popularity of more specific topics, such as **Health and Human Services (16% of respondents)**, or topics created to drive action, such as **enrollment and registration communications (18% of respondents)**, shows that communicators who understand the importance of connecting specific and actionable messaging will see more engagement, reflected in increased click rates.

Most common topics among communicators



Engagement Rate



Definition: Engagement rate = (Total Engagements / Total Reach) x 100

Engagement tracks the number of unique email recipients taking action with messaging measured over 90 days.



This data point carries the specific actions of the previous two metrics further to give a better understanding of audience behavior regarding that messaging. Information that is useful or that users will want to refer to again shows not only engagement but value. As the size of the audience grows, a stable or growing engagement rate indicates successful digital communications strategies.

	2021	2022	2023	2024	2025
Median	54%	59% ^	62% ^	61% ^	61% —
Top 20	69%	71% ^	73% ^	73% —	74% ^

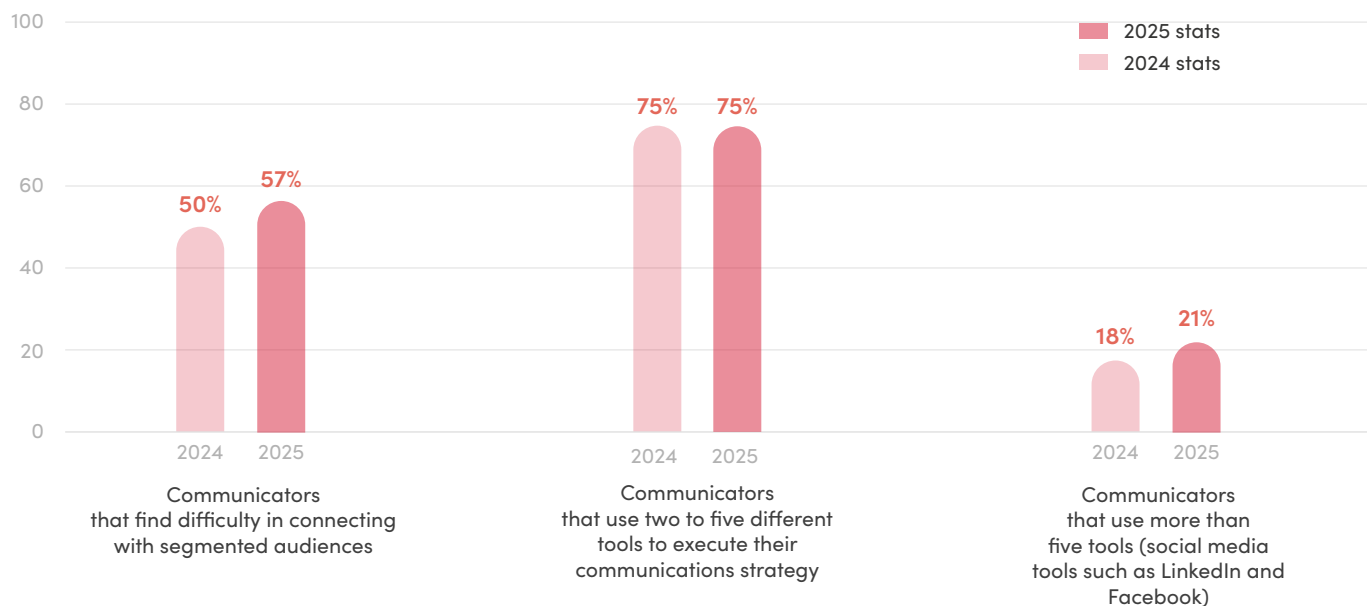
2025	OVERALL	FED	SLT	UK
Median	61%	50%	62%	67%
Top 20	74%	66%	73%	78%

TAKEAWAYS

Perhaps considering the previous metrics, it is not surprising that engagement rates stayed steady in 2025. However, rather than seeing this lack of growth as a negative, the numbers suggest users have become comfortable with digital communications but are looking for the next step to propel impact. This opportunity to drive audiences more actively to engagement highlights the importance of dedicated customer experience staff to better strategize the ways users will be motivated to act on the information they receive.

One potential roadblock to further growth could be found in responses from those communicators surveyed. **Nearly 57% of those respondents stated that they find difficulty in connecting with segmented audiences (a 7-point increase over 2024) despite nearly 73% (the same as 2024) stating that they use two to five different tools to execute their communications strategy.** These tools can include social media management platforming tools (such as Facebook or LinkedIn), email messaging tools, or manual website messaging updates. Nearly 21% stated that they use more than five such tools (a 3-point increase from 2024).

Survey communicator responses



This broad approach to tools and channels can certainly help increase reach into different audience segments, which, in turn, can encourage increased connections. However, managing those disparate elements in one digital solution can help communicators better strategize communications campaigns with more consistent and optimistic engagement outcomes and efficient means to track metrics.

Subscription per Subscriber



Definition: Number of current subscriptions / Number of current subscribers

Many subscribers are using the Granicus platform to sign up to receive communications on multiple topics from various public sector organizations.



The digital experience offered during the messaging enrollment process provides an early opportunity to counter the image of government organizations as impersonal entities. Creating unique messaging channels that speak to the interests of the community while balancing organizational priorities is one way to accomplish this in messaging. Doing so allows audiences to proactively subscribe to receive information that pertains to their interests, keeping correspondences relevant and leading to higher engagement and satisfaction.

From October 2024 to September 2025, **the Granicus Subscriber Network saw 159,874,231 new network subscribers connecting with 612,355,306 new subscriptions.** That means residents who subscribe to the Granicus Subscriber Network are doing so with multiple topics when they find useful and pertinent information.

	2021	2022	2023	2024	2025
Median	2.0%	2.0% —	2.0% —	1.9% ▼	2.0% ▲
Top 20	3.7%	3.7% —	3.7% —	3.6% ▼	3.7% ▲

2025	OVERALL	FED	SLT	UK
Median	2.0% ^	2.8% ^	1.9% —	1.9% ^
Top 20	3.7% ^	4.8% ^	3.6% —	3.1% ^

TAKEAWAYS

With a return to previous year medians as well as performance by the top 20% of users, it can be gathered that subscribers are reaching a happy balance in the number of subscriptions they are receiving, but that there is still interest in receiving multiple types of messaging that reflect their interests. Communicators can boost user interest and foster stronger relationships with their audiences by delivering a digital experience that aligns with subscriber needs and connects them to your organization’s mission, resources, and tools.

Offering categorized subscription options is a simple yet powerful way to enable audience segmentation for your communication campaigns. This underscores the critical role of a well-thought-out customer experience (CX) strategy — such as designing user-friendly webpages that make subscription topics easy to find and select. Additionally, channel subscriptions empower communicators to identify and engage underserved audiences by crafting content that resonates with their specific needs, ultimately driving greater engagement across your communication channels.



Overlay Impact



Definition: Subscribers who joined by clicking an overlay / total number of direct subscribers x 100

Including advertisements might seem antithetical to the business of government, even on a website. But while some might consider overlays similar to pop-up ads, these tools provide critical opportunities for pertinent and immediate information, not promotion. Overlays can connect audiences with the most popular or timely content and messaging channels to help meet their needs. In many ways, overlays should be considered time-savers that are an important part of the user experience and a tool that can boost sign-ups for messaging channels.



Properly implemented, overlays provide fast and effective connections that prove the power of digital communications for an audience. As with most messaging, the difference between a useful and annoying overlay is in the value it provides to the user. Consider the overlay’s content to make sure the information meets audience needs rather than promoting something only tangential to their interests. Overlays can also be adjusted to allow visitors to not see repeat overlays after initially closing the box.

	2021	2022	2023	2024	2025
Median	211%	190% ▼	199% ▲	195% ▼	195% —
Top 20	723%	714% ▼	659% ▼	628% ▼	696% ▲

2025	OVERALL	FED	SLT	UK
Median	195%	78% ▲	260% ▲	171% ▼
Top 20	696%	336% ▲	755% ▲	583% ▼

TAKEAWAY

While median performance remained steady in 2025, **the overlay impact performance of the top 20% of users saw significant gains during the year.**

One potential reason for the increase could be a dedication to simple and unobtrusive design in their overlays with a focused message. When providing easy, one-step actions clearly explained with a seamless transition that includes both an easy path to action and an equally convenient “opt out” option, overlays become less of an interruption and more of a useful source of related and relevant information.

Looking to take a more measured effect to implementing overlays into strategy?
Start by testing one on an internal page and monitoring impact on bounce rates and subscriber sign-ups before moving the overlay to a more active area.



Trends | Topic Popularity

More than 500 government communications professionals were surveyed as part of research for this report by ath Power Consulting (APC). Reviewing that data shows clear differences in communication priorities across local, county, state, and federal government entities, with patterns shaped by both jurisdictional level and population size. **The leading topics — Service or Program Awareness, Public Events, Enrollment/Registration, and Public Development Projects — reveal varying emphases reflecting organizational needs and community characteristics.**



Service or Program Awareness is the dominant focus, prioritized by 62.6% of all respondents. Federal agencies lead with 73.2% of participants citing it as their main topic, demonstrating the need for consistent, broad-reaching messages about national programs. State agencies also emphasize this area (61.4%), delivering key information about statewide initiatives. While still highly valued among local/other (60%) and county (59.2%) entities, their attention is slightly more distributed due to specific local concerns.

Population size insight: Larger communities (populations of 180,000 or more) place an especially high priority on raising service and program awareness. This underscores the importance of scalable, segmented communication platforms to ensure information reaches all segments and meets equity goals.





Public Events are a top priority for local/other organizations, with 69.1% of respondents choosing it — making it their leading communication topic. At the county level, 42.3% view it as essential, whereas the importance diminishes to around 29% at the state and federal levels, where events often fit within broader outreach campaigns.

Population size insight: Smaller communities (under 180,000) rely heavily on public events to foster engagement and community trust. For them, frequent and targeted communications about local events serve as a vital channel for direct interaction between agencies and residents.



Enrollment and Registration is recognized by 18.1% of respondents overall, **with its significance increasing at the federal (26.8%) and county (21.1%) levels**, where larger-scale programs and services typically require mass registration. The topic appears less critical at state (16.3%) and local/other (13.6%) levels, reflecting a more personal approach to service delivery or a smaller scale of operations.

Strategic Opportunity: Improved communications can boost clarity and participation in enrollment processes, especially at the federal and county levels. Integrating user-friendly calls-to-action and step-by-step guidance into digital communication can drive operational efficiency and constituent satisfaction.



Communication Frequency

Frequency of communication differs across government levels and with population size. **Monthly messaging is most common overall (36.5%), especially at the state level (43.5%).** Local/Other entities, serving smaller populations, undertake more frequent (often weekly) communications (30%) to keep residents informed about dynamic local issues and events.

Organizations serving large communities tend to favor less frequent but strategically consolidated updates, balancing efficiency with the need to reach broad and diverse audiences. In contrast, smaller jurisdictions benefit from regular, personal touchpoints to maintain a sense of connection and responsiveness with residents.

These findings highlight the importance of tailoring communication strategies to both organizational level and population needs — prioritizing program awareness for large and federal entities and leveraging event-driven communication and frequent updates to engage smaller or local communities.

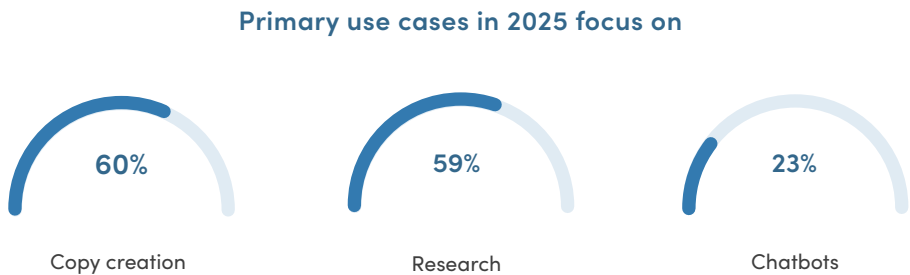


The increasing role of AI in government communications

The trajectory of AI adoption within the government sector has shifted noticeably from 2024 to 2025, as organizations transitioned from curiosity and early experimentation to strategic implementation and broader practical engagement.

CURRENT STATE OF AI ADOPTION AND TOOL USE

The APC survey data reveals significant growth in AI adoption. In 2024, 31% of surveyed organizations reported using AI, which increased to 46% in 2025. This jump signals a clear migration from theoretical interest toward concrete operational integration. As adoption has grown, the market has begun to consolidate, with two major players, ChatGPT (57%) and Microsoft Copilot (54%), emerging as the most widely used tools.



These figures mark an uptick from 2024, when copy creation (57%) and research (56%) led AI utilization, indicating a growing emphasis on automating routine communications tasks.



SENTIMENT SHIFT AND PERCEIVED BENEFITS

Professional attitudes toward AI shifted between 2024 and 2025, showing both increased confidence and a greater awareness of potential risks. Positive sentiment is on the rise, with the percentage of professionals who described themselves as “excited” about AI climbing from 15% in 2024 to 20% in 2025.

As engagement deepens, pure curiosity is declining, falling from 32% to 24%, which reflects a more informed and active workforce. This growing familiarity is also reducing neutrality and uncertainty; those who felt “indifferent” dropped from 10% to 8%, and those who responded “don’t know” about AI’s impact fell significantly from 43% in 2024. Conversely, cautious and reluctant attitudes have grown slightly, with cautious responses increasing from 31% to 35% and reluctance from 12% to 13%.

Despite this evolving sentiment, the expected benefits remain consistently high and are trending upward:

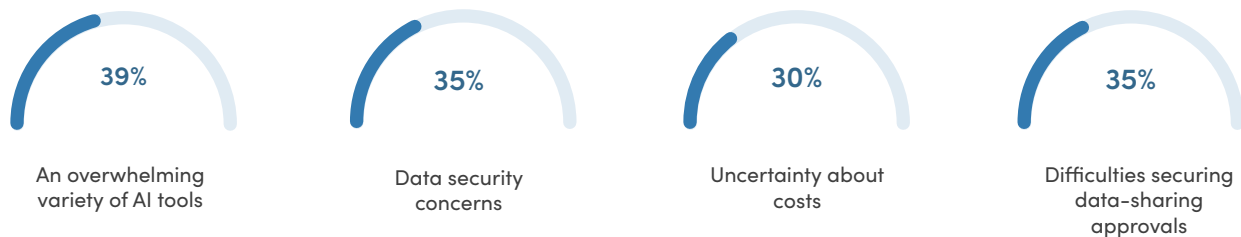
- ✓ **Repetitive task support:** 67% in 2025 (up from 66% in 2024)
- ✓ **Time savings:** 66% in 2025 (up from 60% in 2024)
- ✓ **Resource conservation:** 38% in 2025 (up from 32% in 2024)



GOVERNANCE AND BARRIERS TO ADOPTION

Despite more widespread implementation, governance structures are still maturing. **In 2025, only 43% of organizations report having formal policies on AI**, a figure that remains consistent with 2024 levels. Policy creation is predominantly managed at the administrative department level (53%), with less involvement from executive or legislative bodies.

Several key barriers to adoption were identified in 2025, including



A persistent skills gap also remains a significant challenge. Approximately 32% of respondents indicate a lack of significant AI literacy or training programs within their organizations, a statistic largely unchanged from the previous year.

STRATEGIC TRENDS AND FUTURE DIRECTIONS

Practical implementation of AI is becoming more closely tied to long-term thinking. **By 2025, 34% of professionals are expected to recognize AI's potential in leveraging institutional knowledge**, marking a significant shift toward strategic and knowledge management applications.

Organizations are increasingly looking to AI not just for efficiency, but to enhance long-term performance and support informed decision-making. What was once a topic of curiosity and speculation is now being integrated into operations, driven by a workforce that is becoming more adept at evaluating and using AI effectively.

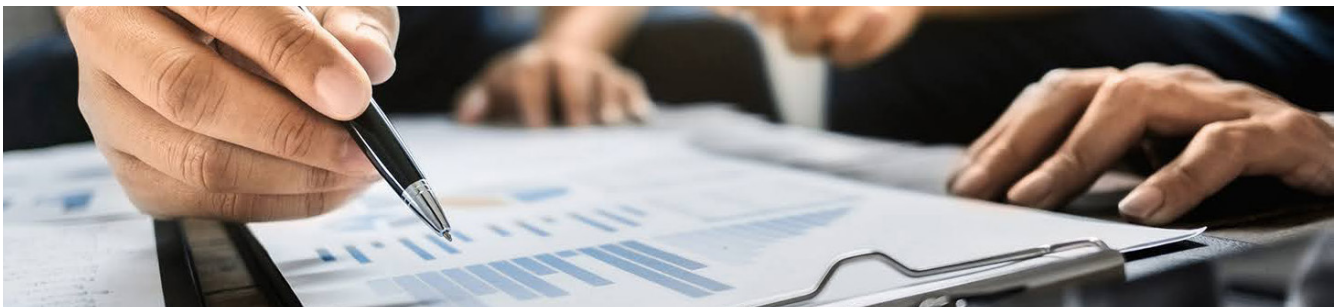
MEETING THE CHALLENGES OF FEDERAL FUNDING SHIFTS

One of the largest stories of 2025 impacting government was the increased focus on government spending the subsequent budget adjustments created by DOGE and other cost-cutting measures both on budgets and staff numbers. When surveyed, **communicators showed significant apprehension regarding the effects of those changes in federal personnel and funding.** A majority of organizations say they anticipate substantial disruptions and are actively preparing for the operational and financial challenges ahead. This presents a critical opportunity for communications teams to provide strategic guidance, foster transparency, and support organizational resilience.

The data clearly demonstrates widespread concern. **A significant 61% of respondents expect these federal changes to have a “large” or “very large effect” on their organizations. Specifically, 36% anticipate a “very large effect,” signaling a high degree of perceived risk.** In contrast, only 8% believe there will be no effect at all.

In response, organizations are already preparing. The most prevalent action is budget tightening and savings, a strategy adopted by **53% of respondents.** Other significant steps include studying areas for **efficiency improvements (37%), implementing hiring freezes (30%), and revisiting project planning or delaying major initiatives (30%).** It is important to note that 26% of organizations report taking no preparatory steps, which could indicate a need for targeted communication and resources to help them navigate the impending changes.

The level of concern among leaders is notably high. When asked directly about their anxiety, 37% reported being “very concerned,” with an additional 31% expressing a high level of concern. This combined 68% illustrates a strong sense of unease about the potential impacts on service delivery, project timelines, and overall operational stability.



STRATEGIC NEXT STEPS FOR COMMUNICATIONS TEAMS

For communications staff, these findings highlight an urgent need for proactive and strategic engagement. The primary objective should be to manage internal and external stakeholder expectations while reinforcing organizational stability.

Key actions include:

- ✔ **Develop clear and consistent messaging:** Craft core messages that acknowledge the challenges while highlighting the proactive steps the organization is taking. Emphasize a commitment to efficiency, mission continuity, and prudent financial management. This will help build trust and mitigate uncertainty among employees and the public.
- ✔ **Engage internal stakeholders:** Keep employees informed about budget adjustments, potential project delays, and efficiency initiatives. Transparent internal communication can prevent misinformation, maintain morale, and ensure staff understands their role in navigating these changes.
- ✔ **Provide actionable resources:** Create and distribute resources that align with the organization's strategic response. This could include talking points for department heads, FAQs addressing common concerns, and updates on efficiency gains. Supporting leaders with the right tools ensures a unified message.
- ✔ **Monitor and adapt:** Continuously monitor sentiment and feedback from both internal and external audiences. Be prepared to adapt messaging and communication strategies as the situation evolves.



Conclusion

Government organizations poised to navigate a rapidly evolving landscape in communications, technology, and operational efficiency will find the most success in 2026. The need for more effective audience engagement will remain a top priority, and email will likely continue to dominate as the primary communication tool. However, the growing reliance on website messaging and social media platforms like Facebook and LinkedIn suggests a shift toward more dynamic, multi-channel approaches. However, the current gap in feedback collection (only 35.7% of organizations actively measure community satisfaction) must be addressed to ensure communication strategies are truly resonating with audiences.

The surge in AI will continue to open new ways of transforming communications both in tools for better connecting with audiences as well as streamlining operations. Though AI's growth in use has been noticeable this year, many governments are still in the exploratory phase of how to best apply these tools to enhancing communication strategies. **Overcoming barriers such as workforce readiness, training gaps, and the lack of formal AI policies will be critical in these next phases of development.** By investing in education and infrastructure, organizations can unlock AI's full potential and position themselves as leaders in innovation.

However, ongoing concerns about federal personnel and funding changes will demand proactive measures by communications departments to ensure resilience. Workforce training and resource reallocation will be essential as organizations prepare for an uncertain future while maintaining the skills to best communicate with audiences. While readiness levels vary, those that embrace strategic planning and adaptability will be better equipped to navigate these challenges.

In 2026, success will hinge on embracing innovation, fostering engagement, and building a future-ready workforce. The path forward is clear. Tools and technology provide the means for success.

Now is the time to act.

Find out how Granicus solutions can help move communicators further on their future path!

[Reach out today!](#)

By Vertical

The following tables showcase the overall and top-performing percentages found in common industry verticals, reflected by metric measured.

OPEN RATE BY VERTICAL

 Indicates Top 3

VERTICAL	OVERALL	TOP 20%
 Agriculture	33%	46%
 Courts & Public Defense	39%	48%
 Defense & Reserve	25%	43%
 Diplomacy & Foreign Policy	11%	11%
 Economic Dev. & Labor	36%	46%
 Education	44%	52%
 Elected Official	29%	40%
 Electric	58%	59%
 Environmental Protection	34%	42%
 Finance & Commerce	31%	44%
 Fish, Game & Parks	41%	46%
 Health & Human Services	36%	46%
 History, Arts & Culture	33%	50%

VERTICAL	OVERALL	TOP 20%
 Housing	43%	49%
 Internal Administration	41%	56%
 IT & Enterprise Services	45%	58%
 Metro Planning Org	30%	32%
 Port & Harbor	33%	39%
 Public Safety	37%	50%
 Public Works & Utilities	34%	46%
 Regulatory & Standards	37%	55%
 Science & Research	24%	32%
 Tourism	44%	50%
 Transportation & Transit	29%	41%
 Veterans	28%	38%
 Water & Sanitation	41%	46%

CLICK RATE BY VERTICAL

 Indicates Top 3

VERTICAL	OVERALL	TOP 20%
 Agriculture	4.0%	8.0%
 Courts & Public Defense	6.5%	18.2%
 Defense & Reserve	4.0%	18.4%
 Diplomacy & Foreign Policy	1.0%	1.0%
 Economic Dev. & Labor	6.0%	13.0%
 Education	7.0%	14.0%
 Elected Official	2.0%	7.0%
 Electric	3.0%	3.0%
 Environmental Protection	5.5%	10.0%
 Finance & Commerce	6.0%	12.0%
 Fish, Game & Parks	3.0%	4.0%
 Health & Human Services	6.0%	16.0%
 History, Arts & Culture	4.0%	6.0%

VERTICAL	OVERALL	TOP 20%
 Housing	5.0%	11.8%
 Internal Administration	6.0%	13.0%
 IT & Enterprise Services	5.0%	11.8%
 Metro Planning Org	24.0%	28.8%
 Port & Harbor	7.0%	17.4%
 Public Safety	6.0%	13.6%
 Public Works & Utilities	3.0%	13.2%
 Regulatory & Standards	5.0%	13.6%
 Science & Research	3.0%	6.6%
 Tourism	4.0%	7.6%
 Transportation & Transit	3.0%	6.4%
 Veterans	2.5%	4.8%
 Water & Sanitation	7.0%	15.0%

ENGAGEMENT RATE BY VERTICAL

 Indicates Top 3

VERTICAL	OVERALL	TOP 20%
 Agriculture	59%	71%
 Courts & Public Defense	64%	74%
 Defense & Reserve	59%	79%
 Diplomacy & Foreign Policy	45%	45%
 Economic Dev. & Labor	57%	66%
 Education	67%	74%
 Elected Official	57%	69%
 Electric	61%	62%
 Environmental Protection	57%	68%
 Finance & Commerce	57%	64%
 Fish, Game & Parks	65%	71%
 Health & Human Services	62%	74%
 History, Arts & Culture	56%	71%

VERTICAL	OVERALL	TOP 20%
 Housing	66%	79%
 Internal Administration	60%	73%
 IT & Enterprise Services	63%	77%
 Metro Planning Org	38%	42%
 Port & Harbor	52%	65%
 Public Safety	60%	69%
 Public Works & Utilities	62%	65%
 Regulatory & Standards	58%	70%
 Science & Research	42%	55%
 Tourism	70%	74%
 Transportation & Transit	55%	67%
 Veterans	55%	64%
 Water & Sanitation	66%	69%

SUBSCRIPTIONS PER SUBSCRIBER BY VERTICAL

 Indicates Top 3

VERTICAL	OVERALL	TOP 20%
 Agriculture	3.2	6.2
 Courts & Public Defense	1.9	3.0
 Defense & Reserve	2.1	4.1
 Diplomacy & Foreign Policy	4.1	6.0
 Economic Dev. & Labor	1.8	3.8
 Education	2.0	3.3
 Elected Official	1.0	1.8
 Electric	2.0	5.1
 Environmental Protection	2.7	3.9
 Finance & Commerce	1.7	3.0
 Fish, Game & Parks	3.3	4.5
 Health & Human Services	2.1	3.5
 History, Arts & Culture	1.8	2.7

VERTICAL	OVERALL	TOP 20%
 Housing	1.7	3.4
 Internal Administration	2.2	3.7
 IT & Enterprise Services	1.4	2.5
 Metro Planning Org	2.9	3.2
 Port & Harbor	2.1	2.7
 Public Safety	2.1	3.9
 Public Works & Utilities	1.8	3.2
 Regulatory & Standards	2.3	4.0
 Science & Research	3.4	5.3
 Tourism	1.6	2.3
 Transportation & Transit	2.5	5.6
 Veterans	1.9	3.1
 Water & Sanitation	3.0	4.5

VERTICAL OVERLAY

 Indicates Top 3

VERTICAL	OVERALL	TOP 20%
 Agriculture	153%	355%
 Courts & Public Defense	9%	17%
 Defense & Reserve	9%	9%
 Diplomacy & Foreign Policy	-	-
 Economic Dev. & Labor	181%	473%
 Education	99%	435%
 Elected Official	95%	417%
 Electric	-	-
 Environmental Protection	77%	273%
 Finance & Commerce	189%	826%
 Fish, Game & Parks	132%	464%
 Health & Human Services	88%	592%
 History, Arts & Culture	758%	850%

VERTICAL	OVERALL	TOP 20%
 Housing	99%	109%
 Internal Administration	266%	626%
 IT & Enterprise Services	74%	74%
 Metro Planning Org	-	-
 Port & Harbor	15%	15%
 Public Safety	285%	774%
 Public Works & Utilities	819%	1084%
 Regulatory & Standards	151%	1300%
 Science & Research	251%	252%
 Tourism	152%	222%
 Transportation & Transit	731%	1050%
 Veterans	359%	991%
 Water & Sanitation	73%	478%

Appendix

In what sector do you work?

OVERALL		LOCAL/COUNTY/DISTRICT	
Local	23.4%	Local	58.5%
County	15.6%	County	39.0%
State	42.3%	State	0.0%
Federal	15.6%	Federal	0.0%
Other (please specify)	3.2%	Other (please specify)	2.5%

STATE		FEDERAL	
Local	0.0%	Local	0.0%
County	0.0%	County	0.0%
State	100.0%	State	0.0%
Federal	0.0%	Federal	98.9%
Other (please specify)	0.0%	Other (please specify)	1.1%

What is your role within the organization?

OVERALL	
Communications Manager	20.5%
Community Development	0.0%
Planner	0.0%
Program Director	4.9%
Public Information Officer	8.5%
Department Head	4.9%
Content Manager	12.5%
IT	3.9%
City Manager	0.0%
Other (please specify)	44.8%

LOCAL/COUNTY/DISTRICT	
Communications Manager	19.9%
Community Development	0.0%
Planner	0.0%
Program Director	3.0%
Public Information Officer	8.5%
Department Head	6.8%
Content Manager	8.9%
IT	5.1%
City Manager	0.0%
Other (please specify)	47.9%

STATE	
Communications Manager	18.0%
Community Development	0.0%
Planner	0.0%
Program Director	8.0%
Public Information Officer	8.8%
Department Head	4.4%
Content Manager	15.2%
IT	3.2%
City Manager	0.0%
Other (please specify)	42.4%

FEDERAL	
Communications Manager	26.9%
Community Development	0.0%
Planner	0.0%
Program Director	2.2%
Public Information Officer	8.6%
Department Head	2.2%
Content Manager	16.1%
IT	3.2%
City Manager	0.0%
Other (please specify)	40.9%

How long have you served in your current position?

OVERALL		LOCAL/COUNTY/DISTRICT	
Less than 1 year	9.8%	Less than 1 year	9.7%
1 to 2 years	20.3%	1 to 2 years	20.3%
3 to 5 years	27.1%	3 to 5 years	26.3%
6 to 10 years	16.8%	6 to 10 years	16.1%
11 to 20 years	16.6%	11 to 20 years	17.4%
More than 20 years	9.5%	More than 20 years	10.2%

STATE		FEDERAL	
Less than 1 year	11.2%	Less than 1 year	6.5%
1 to 2 years	20.0%	1 to 2 years	20.4%
3 to 5 years	27.2%	3 to 5 years	29.0%
6 to 10 years	17.6%	6 to 10 years	15.1%
11 to 20 years	16.4%	11 to 20 years	16.1%
More than 20 years	7.6%	More than 20 years	12.9%

How many employees are on your team?

OVERALL		LOCAL/COUNTY/DISTRICT	
1	12.0%	1	14.4%
2-3	26.4%	2-3	29.7%
4-10	39.6%	4-10	37.3%
More than 10	22.0%	More than 10	18.6%
11-20 years	0.0%	11-20 years	0.0%
More than 20 years	0.0%	More than 20 years	0.0%

STATE		FEDERAL	
1	10.8%	1	10.8%
2-3	23.2%	2-3	30.1%
4-10	39.2%	4-10	41.9%
More than 10	26.8%	More than 10	17.2%
11-20 years	0.0%	11-20 years	0.0%
More than 20 years	0.0%	More than 20 years	0.0%

Please indicate your country

OVERALL		LOCAL/COUNTY/DISTRICT	
United States	95.2%	United States	90.9%
Barbados	0.2%	Barbados	0.5%
United Kingdom	4.6%	United Kingdom	8.7%

STATE		FEDERAL	
United States	100.0%	United States	97.7%
Barbados	0.0%	Barbados	0.0%
United Kingdom	0.0%	United Kingdom	2.3%

Please indicate your state or province

	OVERALL	LOCAL/COUNTY/DISTRICT	STATE	FEDERAL
Alabama	0.4%	0.9%	0.0%	0.0%
Alaska	0.9%	0.0%	1.6%	1.1%
Alberta	0.0%	0.0%	0.0%	0.0%
Arizona	1.1%	2.3%	0.4%	0.0%
Arkansas	0.7%	0.5%	0.4%	2.3%
British Columbia	0.0%	0.0%	0.0%	0.0%
California	7.7%	14.7%	4.4%	0.0%
Colorado	2.1%	2.8%	1.6%	2.3%
Connecticut	0.5%	0.5%	0.4%	1.1%
Delaware	0.0%	0.0%	0.0%	0.0%
Florida	2.1%	3.2%	0.8%	3.4%
Georgia	1.3%	0.5%	0.0%	6.9%
Hawaii	0.5%	0.9%	0.0%	1.1%
Idaho	0.7%	0.0%	0.8%	2.3%
Illinois	2.1%	4.6%	0.0%	2.3%
Indiana	0.0%	0.0%	0.0%	0.0%
Iowa	1.4%	0.9%	2.4%	0.0%
Kansas	2.5%	1.4%	4.0%	1.1%
Kentucky	1.6%	1.4%	2.0%	1.1%
Louisiana	0.9%	1.4%	0.0%	2.3%
Maine	0.4%	0.9%	0.0%	0.0%
Manitoba	0.0%	0.0%	0.0%	0.0%
Maryland	3.2%	1.8%	2.0%	10.3%
Massachusetts	1.1%	0.9%	0.8%	2.3%
Michigan	3.8%	3.2%	4.8%	2.3%
Minnesota	9.8%	11.1%	12.0%	1.1%
Mississippi	0.2%	0.5%	0.0%	0.0%
Missouri	2.5%	0.9%	3.6%	3.4%
Montana	3.0%	1.8%	5.2%	0.0%
Nebraska	0.7%	0.5%	0.4%	2.3%

Please indicate your state or province *(continued)*

	OVERALL	LOCAL/COUNTY/DISTRICT	STATE	FEDERAL
Newfoundland and Labrador	0.0%	0.0%	0.0%	0.0%
Nevada	0.2%	0.5%	0.0%	0.0%
New Brunswick	0.0%	0.0%	0.0%	0.0%
New Hampshire	0.0%	0.0%	0.0%	0.0%
New Jersey	0.9%	0.0%	0.8%	0.0%
New Mexico	1.1%	1.4%	2.0%	0.0%
New York	4.5%	4.1%	5.2%	3.4%
North Carolina	1.6%	2.3%	1.2%	1.1%
North Dakota	0.7%	0.0%	1.6%	0.0%
Nova Scotia	0.0%	0.0%	0.0%	0.0%
Ohio	2.5%	0.9%	4.8%	0.0%
Oklahoma	2.7%	0.5%	5.2%	1.1%
Ontario	0.0%	0.0%	0.0%	0.0%
Oregon	3.6%	3.2%	4.8%	1.1%
Pennsylvania	0.4%	0.0%	0.0%	2.3%
Prince Edward Island	0.0%	0.0%	0.0%	0.0%
Quebec	0.0%	0.0%	0.0%	0.0%
Rhode Island	0.0%	0.0%	0.0%	0.0%
Saskatchewan	0.0%	0.0%	0.0%	0.0%
South Carolina	0.9%	0.5%	0.0%	4.6%
South Dakota	0.4%	0.5%	0.0%	1.1%
Tennessee	0.7%	1.8%	0.0%	0.0%
Texas	8.6%	6.5%	11.2%	5.7%
Utah	0.2%	0.0%	0.0%	1.1%
Vermont	0.0%	0.0%	0.0%	0.0%
Virginia	4.3%	5.5%	1.6%	9.2%
Washington	9.1%	10.6%	9.6%	0.0%
Washington, D.C.	3.9%	1.8%	0.4%	18.4%
West Virginia	0.0%	0.0%	0.0%	0.0%
Wisconsin	1.8%	1.4%	2.4%	1.1%
Wyoming	0.7%	0.5%	1.2%	0.0%

Please indicate your age from the ranges below

OVERALL		LOCAL/COUNTY/DISTRICT	
Under 30	6.1%	Under 30	6.4%
30-39	16.0%	30-39	17.0%
40-49	21.9%	40-49	23.4%
50-59	34.0%	50-59	29.8%
60-69	19.9%	60-69	21.7%
70+	2.2%	70+	1.7%

STATE		FEDERAL	
Under 30	5.6%	Under 30	5.4%
30-39	16.4%	30-39	10.9%
40-49	19.2%	40-49	28.3%
50-59	36.8%	50-59	38.0%
60-69	20.0%	60-69	14.1%
70+	2.0%	70+	3.3%

What are the most common challenges you face in communicating with audiences? (Choose two)

OVERALL

Inconsistent communications across agency	40.2%
Difficulty connecting with segmented audiences	56.1%
Poor response levels and efficiencies	44.3%
Inequitable distribution of and access to information	27.0%
Lack of public engagement due to poor information	25.8%

LOCAL/COUNTY/DISTRICT

Inconsistent communications across agency	40.7%
Difficulty connecting with segmented audiences	53.3%
Poor response levels and efficiencies	41.2%
Inequitable distribution of and access to information	34.2%
Lack of public engagement due to poor information	23.6%

STATE

Inconsistent communications across agency	39.4%
Difficulty connecting with segmented audiences	58.1%
Poor response levels and efficiencies	46.8%
Inequitable distribution of and access to information	20.2%
Lack of public engagement due to poor information	28.6%

FEDERAL

Inconsistent communications across agency	42.1%
Difficulty connecting with segmented audiences	59.2%
Poor response levels and efficiencies	44.7%
Inequitable distribution of and access to information	25.0%
Lack of public engagement due to poor information	25.0%

Which tools do you use for communication? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Social	65.4%	Social	78.9%
Email	92.2%	Email	92.5%
Website messaging and forms	74.4%	Website messaging and forms	77.4%
Text messaging	30.7%	Text messaging	41.2%
Other (please specify)	28.7%	Other (please specify)	33.2%
None of the above	1.4%	None of the above	0.5%

STATE		FEDERAL	
Social	56.7%	Social	51.3%
Email	91.6%	Email	93.4%
Website messaging and forms	73.9%	Website messaging and forms	65.8%
Text messaging	20.2%	Text messaging	28.9%
Other (please specify)	23.6%	Other (please specify)	27.6%
None of the above	2.0%	None of the above	2.6%

Which Social tools in particular? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Facebook	85.8%	Facebook	91.7%
LinkedIn	56.8%	LinkedIn	47.8%
X/Twitter	53.3%	X/Twitter	49.0%
Bluesky	6.9%	Bluesky	8.3%
A social media management tool (Hootsuite, Sprinklr, etc.)	29.7%	A social media management tool (Hootsuite, Sprinklr, etc.)	34.4%
Other (please specify)	34.4%	Other (please specify)	42.0%

STATE		FEDERAL	
Facebook	83.5%	Facebook	69.2%
LinkedIn	67.8%	LinkedIn	56.4%
X/Twitter	56.5%	X/Twitter	59.0%
Bluesky	7.8%	Bluesky	0.0%
A social media management tool (Hootsuite, Sprinklr, etc.)	23.5%	A social media management tool (Hootsuite, Sprinklr, etc.)	28.2%
Other (please specify)	28.7%	Other (please specify)	17.9%

Which Email tools in particular? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Granicus Communications/govDelivery	87.0%	Granicus Communications/govDelivery	86.4%
MailChimp	3.4%	MailChimp	5.4%
Adobe	14.1%	Adobe	12.5%
Constant Contact	5.4%	Constant Contact	7.6%
A social media management tool (Hootsuite, Sprinklr, etc)	0.0%	A social media management tool (Hootsuite, Sprinklr, etc)	0.0%
Other (please specify)	22.4%	Other (please specify)	15.2%

STATE		FEDERAL	
Granicus Communications/govDelivery	87.1%	Granicus Communications/govDelivery	87.3%
MailChimp	2.7%	MailChimp	0.0%
Adobe	16.1%	Adobe	12.7%
Constant Contact	4.3%	Constant Contact	1.4%
A social media management tool (Hootsuite, Sprinklr, etc)	0.0%	A social media management tool (Hootsuite, Sprinklr, etc)	0.0%
Other (please specify)	27.4%	Other (please specify)	28.2%

How satisfied are you with your experience using Granicus Communications/govDelivery?

OVERALL		LOCAL/COUNTY/DISTRICT	
Very satisfied	21.9%	Very satisfied	20.1%
Satisfied	50.1%	Satisfied	47.8%
Neither satisfied nor dissatisfied	20.3%	Neither satisfied nor dissatisfied	22.6%
Dissatisfied	6.4%	Dissatisfied	8.2%
Very dissatisfied	1.3%	Very dissatisfied	1.3%

STATE		FEDERAL	
Very satisfied	22.2%	Very satisfied	22.6%
Satisfied	52.5%	Satisfied	53.2%
Neither satisfied nor dissatisfied	17.9%	Neither satisfied nor dissatisfied	19.4%
Dissatisfied	6.8%	Dissatisfied	1.6%
Very dissatisfied	0.6%	Very dissatisfied	3.2%

What are the most common topics for your communications? (Select up to three)

OVERALL		LOCAL/COUNTY/DISTRICT	
Public events	41.4%	Public events	58.6%
Service or program awareness	62.5%	Service or program awareness	60.9%
Public development projects	17.8%	Public development projects	30.5%
Health and human services	16.2%	Health and human services	10.9%
Transportation	10.8%	Transportation	14.4%
Enrollment/registration	18.1%	Enrollment/registration	16.7%
Recruitment/workforce	11.2%	Recruitment/workforce	9.8%
Attracting business/commerce	3.2%	Attracting business/commerce	2.3%
Population issues	0.0%	Population issues	0.0%
Homelessness	1.4%	Homelessness	2.3%
Population issues	2.5%	Population issues	2.3%
Crime	2.7%	Crime	5.7%
Political segmentation	1.4%	Political segmentation	1.1%
Revenue/budget issues	5.0%	Revenue/budget issues	3.4%
Sustainability/climate change	6.6%	Sustainability/climate change	6.9%
Other (please specify)	25.6%	Other (please specify)	19.5%

What are the most common topics for your communications? (Select up to three)

(continued)

STATE		FEDERAL	
Public events	29.2%	Public events	30.6%
Service or program awareness	61.1%	Service or program awareness	73.6%
Public development projects	9.7%	Public development projects	8.3%
Health and human services	23.8%	Health and human services	9.7%
Transportation	9.2%	Transportation	4.2%
Enrollment/registration	16.2%	Enrollment/registration	26.4%
Recruitment/workforce	11.4%	Recruitment/workforce	12.5%
Attracting business/commerce	4.3%	Attracting business/commerce	2.8%
Population issues	0.0%	Population issues	0.0%
Homelessness	0.5%	Homelessness	1.4%
Population issues	2.7%	Population issues	2.8%
Crime	0.0%	Crime	2.8%
Political segmentation	1.1%	Political segmentation	2.8%
Revenue/budget issues	7.0%	Revenue/budget issues	4.2%
Sustainability/climate change	5.9%	Sustainability/climate change	6.9%
Other (please specify)	31.4%	Other (please specify)	26.4%

Does your organization embed engagement opportunities in the digital user journey or communication campaigns?

OVERALL		LOCAL/COUNTY/DISTRICT	
Yes	50.3%	Yes	54.4%
No	49.7%	No	46.0%
STATE		FEDERAL	
Yes	42.2%	Yes	59.7%
No	57.8%	No	40.3%

How frequently within an average campaign do you send communications to audiences?

OVERALL		LOCAL/COUNTY/DISTRICT	
Daily	7.8%	Daily	7.5%
Twice per week	11.9%	Twice per week	12.1%
Weekly	24.9%	Weekly	27.6%
Bi-monthly	19.0%	Bi-monthly	21.8%
Monthly	36.4%	Monthly	31.0%
STATE		FEDERAL	
Daily	6.5%	Daily	12.5%
Twice per week	9.2%	Twice per week	18.1%
Weekly	22.7%	Weekly	23.6%
Bi-monthly	18.4%	Bi-monthly	12.5%
Monthly	43.2%	Monthly	33.3%

Does your organization capture community satisfaction metrics for improvement?

OVERALL		LOCAL/COUNTY/DISTRICT	
Yes	35.7%	Yes	39.4%
No	64.3%	No	60.6%

STATE		FEDERAL	
Yes	29.1%	Yes	40.0%
No	70.9%	No	60.0%

How frequently does your organization gather those metrics?

OVERALL		LOCAL/COUNTY/DISTRICT	
Monthly	47.3%	Monthly	41.5%
Quarterly	18.5%	Quarterly	21.5%
Semi-annually	8.2%	Semi-annually	9.2%
Annually	26.0%	Annually	27.7%

STATE		FEDERAL	
Monthly	50.0%	Monthly	53.6%
Quarterly	14.0%	Quarterly	21.4%
Semi-annually	6.0%	Semi-annually	7.1%
Annually	30.0%	Annually	17.9%

By what means does your organization determine communications effectiveness?
(Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Increased subscribers	58.5%	Increased subscribers	61.5%
Increased program enrollment/registration	55.8%	Increased program enrollment/registration	66.2%
Higher engagement rates	74.8%	Higher engagement rates	76.9%
Other (open response)	0.0%	Other (open response)	0.0%
Staff satisfaction and retention	0.0%	Staff satisfaction and retention	0.0%
Other (please specify)	10.2%	Other (please specify)	9.2%

STATE		FEDERAL	
Increased subscribers	52.0%	Increased subscribers	64.3%
Increased program enrollment/registration	42.0%	Increased program enrollment/registration	53.6%
Higher engagement rates	74.0%	Higher engagement rates	75.0%
Other (open response)	0.0%	Other (open response)	0.0%
Staff satisfaction and retention	0.0%	Staff satisfaction and retention	0.0%
Other (please specify)	10.0%	Other (please specify)	14.3%

In what timeframe does your organization plan to implement improved feedback collection/ utilization?

OVERALL		LOCAL/COUNTY/DISTRICT	
Within the year	38.4%	Within the year	40.2%
Within 1-3 years	39.9%	Within 1-3 years	39.6%
Within 4-5 years	5.6%	Within 4-5 years	4.9%
In more than 5 years	16.1%	In more than 5 years	15.2%

STATE		FEDERAL	
Within the year	34.5%	Within the year	42.9%
Within 1-3 years	43.3%	Within 1-3 years	31.4%
Within 4-5 years	5.3%	Within 4-5 years	8.6%
In more than 5 years	17.0%	In more than 5 years	17.1%

Are you currently using AI In your organization?

OVERALL		LOCAL/COUNTY/DISTRICT	
Yes	46.2%	Yes	47.6%
No	38.0%	No	35.2%
Don't know	15.8%	Don't know	17.2%

STATE		FEDERAL	
Yes	45.2%	Yes	43.8%
No	39.4%	No	42.2%
Don't know	15.5%	Don't know	14.1%

Which AI programs does your organization use? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Chat GPT	57.1%	Chat GPT	71.0%
Microsoft Copilot	53.5%	Microsoft Copilot	50.7%
Google Gemini	22.4%	Google Gemini	11.6%
Other (please specify)	19.4%	Other (please specify)	17.4%

STATE		FEDERAL	
Chat GPT	47.1%	Chat GPT	46.4%
Microsoft Copilot	64.3%	Microsoft Copilot	35.7%
Google Gemini	32.9%	Google Gemini	25.0%
Other (please specify)	10.0%	Other (please specify)	39.3%

For which tasks does your organization use an AI tool? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Chatbot	22.9%	Chatbot	20.3%
Research	58.8%	Research	58.0%
Copy Creation	60.6%	Copy Creation	72.5%
Art Generation	21.2%	Art Generation	29.0%
Other (please specify)	22.4%	Other (please specify)	13.0%

STATE		FEDERAL	
Chatbot	22.9%	Chatbot	32.1%
Research	60.0%	Research	53.6%
Copy Creation	51.4%	Copy Creation	53.6%
Art Generation	17.1%	Art Generation	14.3%
Other (please specify)	30.0%	Other (please specify)	17.9%

For which organizational tasks do you think AI would benefit? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Copy creation	28.6%	Copy creation	29.4%
Art generation	22.1%	Art generation	23.5%
Communications delivery	36.4%	Communications delivery	39.2%
Communications strategy	35.0%	Communications strategy	27.5%
Data analysis	56.4%	Data analysis	60.8%
Other (please specify)	20.7%	Other (please specify)	27.5%

STATE		FEDERAL	
Copy creation	32.8%	Copy creation	18.5%
Art generation	24.6%	Art generation	14.8%
Communications delivery	31.1%	Communications delivery	44.4%
Communications strategy	39.3%	Communications strategy	40.7%
Data analysis	49.2%	Data analysis	63.0%
Other (please specify)	19.7%	Other (please specify)	7.4%

Does your organization have any policies developed around AI?

OVERALL		LOCAL/COUNTY/DISTRICT	
Yes	43.2%	Yes	30.3%
No	27.4%	No	42.8%
Don't know	29.3%	Don't know	26.9%
STATE		FEDERAL	
Yes	49.7%	Yes	54.7%
No	18.1%	No	15.6%
Don't know	32.3%	Don't know	29.7%

Who created those policies? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Governor's office	18.2%	Governor's office	2.3%
Legislative body	11.3%	Legislative body	6.8%
Administrative department	53.5%	Administrative department	43.2%
County-or-city-level authorities	12.6%	County-or-city-level authorities	43.2%
Advisory committee	20.1%	Advisory committee	6.8%
Other (please specify)	19.5%	Other (please specify)	20.5%
STATE		FEDERAL	
Governor's office	33.8%	Governor's office	5.7%
Legislative body	11.7%	Legislative body	14.3%
Administrative department	59.7%	Administrative department	51.4%
County-or-city-level authorities	1.3%	County-or-city-level authorities	0.0%
Advisory committee	20.8%	Advisory committee	37.1%
Other (please specify)	16.9%	Other (please specify)	22.9%

How do you feel about using AI?

OVERALL		LOCAL/COUNTY/DISTRICT	
Excited	20.4%	Excited	24.8%
Curious	23.9%	Curious	24.8%
Indifferent	7.9%	Indifferent	6.9%
Cautious	34.8%	Cautious	31.0%
Reluctant	13.0%	Reluctant	12.4%

STATE		FEDERAL	
Excited	18.1%	Excited	14.1%
Curious	24.5%	Curious	20.3%
Indifferent	8.4%	Indifferent	9.4%
Cautious	36.1%	Cautious	40.6%
Reluctant	12.9%	Reluctant	15.6%

Which do you see as a barrier to AI adoption? (Select all that apply)

OVERALL

Broad/open-ended AI is met with a little more resistance than a specific AI tool with a defined objective	29.6%
Too many AI tools may become overwhelming for many government workers	39.1%
We want to own their data through and through (so APIs are preferred)	21.5%
AI being an extra/additional/unknown cost is unpalatable	29.9%
Getting approval for data to be shared/piped	35.1%
Other (please specify)	24.2%

LOCAL/COUNTY/DISTRICT

Broad/open-ended AI is met with a little more resistance than a specific AI tool with a defined objective	25.5%
Too many AI tools may become overwhelming for many government workers	40.0%
We want to own their data through and through (so APIs are preferred)	18.6%
AI being an extra/additional/unknown cost is unpalatable	31.0%
Getting approval for data to be shared/piped	26.2%
Other (please specify)	28.3%

Which do you see as a barrier to AI adoption? (Select all that apply) *(continued)*

STATE	
Broad/open-ended AI is met with a little more resistance than a specific AI tool with a defined objective	32.3%
Too many AI tools may become overwhelming for many government workers	38.7%
We want to own their data through and through (so APIs are preferred)	23.9%
AI being an extra/additional/unknown cost is unpalatable	32.9%
Getting approval for data to be shared/piped	40.6%
Other (please specify)	21.3%
FEDERAL	
Broad/open-ended AI is met with a little more resistance than a specific AI tool with a defined objective	31.3%
Too many AI tools may become overwhelming for many government workers	39.1%
We want to own their data through and through (so APIs are preferred)	23.4%
AI being an extra/additional/unknown cost is unpalatable	21.9%
Getting approval for data to be shared/piped	42.2%
Other (please specify)	20.3%

Do you think AI will have a big impact on government operations?

OVERALL		LOCAL/COUNTY/DISTRICT	
Yes	48.6%	Yes	50.3%
No	5.2%	No	6.2%
Don't know	46.2%	Don't know	43.4%
STATE		FEDERAL	
Yes	49.0%	Yes	42.2%
No	3.2%	No	7.8%
Don't know	47.7%	Don't know	50.0%

How would you rate your organization's level of workforce readiness for AI adoption, including training and skills development?

OVERALL

No significant AI literacy initiatives or training efforts yet	31.5%
Limited AI literacy only a few roles have received training	29.9%
Moderate AI literacy	16.6%
Highly AI-literate workforce	3.3%
Not applicable / unsure	18.8%

LOCAL/COUNTY/DISTRICT

No significant AI literacy initiatives or training efforts yet	37.2%
Limited AI literacy only a few roles have received training	24.8%
Moderate AI literacy	13.8%
Highly AI-literate workforce	2.1%
Not applicable / unsure	22.1%

STATE

No significant AI literacy initiatives or training efforts yet	31.6%
Limited AI literacy only a few roles have received training	31.0%
Moderate AI literacy	18.7%
Highly AI-literate workforce	3.9%
Not applicable / unsure	14.8%

FEDERAL

No significant AI literacy initiatives or training efforts yet	18.8%
Limited AI literacy only a few roles have received training	35.9%
Moderate AI literacy	18.8%
Highly AI-literate workforce	4.7%
Not applicable / unsure	21.9%

How do you think AI will affect your work and your office in the future? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
Help with repetitive tasks	66.6%	Help with repetitive tasks	63.4%
Save resources	38.0%	Save resources	40.0%
Save time	65.5%	Save time	64.1%
Reduce staff demands	31.5%	Reduce staff demands	33.1%
Reduce staffing needs	19.0%	Reduce staffing needs	21.4%
Use institutional knowledge to improve performance	34.0%	Use institutional knowledge to improve performance	30.3%
Other (please specify)	15.2%	Other (please specify)	17.9%

STATE		FEDERAL	
Help with repetitive tasks	70.3%	Help with repetitive tasks	64.1%
Save resources	36.1%	Save resources	40.6%
Save time	70.3%	Save time	57.8%
Reduce staff demands	31.0%	Reduce staff demands	31.3%
Reduce staffing needs	16.1%	Reduce staffing needs	21.9%
Use institutional knowledge to improve performance	39.4%	Use institutional knowledge to improve performance	26.6%
Other (please specify)	11.6%	Other (please specify)	17.2%

How much do you think that changes in federal personnel and funding will affect your organization and/or community?

OVERALL		LOCAL/COUNTY/DISTRICT	
5 (Very large effect)	35.7%	5 (Very large effect)	32.9%
4	25.1%	4	22.9%
3	26.5%	3	27.9%
2	4.7%	2	6.4%
1 (No effect at all)	8.1%	1 (No effect at all)	10.0%

STATE		FEDERAL	
5 (Very large effect)	30.3%	5 (Very large effect)	55.6%
4	27.0%	4	25.4%
3	29.6%	3	14.3%
2	5.3%	2	0.0%
1 (No effect at all)	7.9%	1 (No effect at all)	4.8%

What steps are you currently taking to prepare for these changes? (Select all that apply)

OVERALL		LOCAL/COUNTY/DISTRICT	
None	26.2%	None	27.1%
Budget tightening/savings	53.5%	Budget tightening/savings	52.9%
Hiring freezes	30.4%	Hiring freezes	27.9%
Revisiting project planning/delays on large projects	30.4%	Revisiting project planning/delays on large projects	25.7%
Purchasing freezes on large dollar items	19.2%	Purchasing freezes on large dollar items	16.4%
Studying areas for improvement with efficiency	37.9%	Studying areas for improvement with efficiency	30.0%
STATE		FEDERAL	
None	25.0%	None	28.6%
Budget tightening/savings	55.3%	Budget tightening/savings	49.2%
Hiring freezes	29.6%	Hiring freezes	38.1%
Revisiting project planning/delays on large projects	35.5%	Revisiting project planning/delays on large projects	28.6%
Purchasing freezes on large dollar items	20.4%	Purchasing freezes on large dollar items	23.8%
Studying areas for improvement with efficiency	44.1%	Studying areas for improvement with efficiency	39.7%

How concerned are you feeling about the potential impact of these activities on your organization?

OVERALL		OVERALL	
5 (Very concerned)	37.4%	5 (Very concerned)	35.3%
2	4.9%	2	5.9%
3	25.3%	3	29.4%
4	30.6%	4	26.5%
1 (No concern at all)	1.9%	1 (No concern at all)	2.9%

STATE		FEDERAL	
5 (Very concerned)	33.3%	5 (Very concerned)	51.1%
2	6.1%	2	0.0%
3	22.8%	3	20.0%
4	36.8%	4	26.7%
1 (No concern at all)	0.9%	1 (No concern at all)	2.2%