

Montanans' Internet News Sources and Use Survey

Sponsored by the Greater Montana Foundation

Administered by the University of Montana's Bureau of Business and Economic Research

Purpose

To explore the nature and scope of Montanans' internet use to obtain news:

- Issues retest
- Degree of internet use
- Sources of news accessed by internet
- Use of social media in obtaining and sharing news

The fall 2016 survey built on a first-of-its-kind 2015 GMF survey that identified top issues in the opinion of Montanans and the sources used to obtain news about them. The 2016 project was designed to probe more deeply into the habits and preferences of Montanans who said they use the internet to obtain at least some of their news.

Methodology

- Administered from September 6, 2016 through September 29, 2016
- 567 adult Montana residents participated
- The results have a sampling error rate of 4.1% for all 567 respondents and 4.4% for the 492 respondents who use the internet
- Administered and analyzed by the University of Montana's Bureau of Business and Economic Research
- Population represented: Montana residents ages 18 and older

Methodology - continued

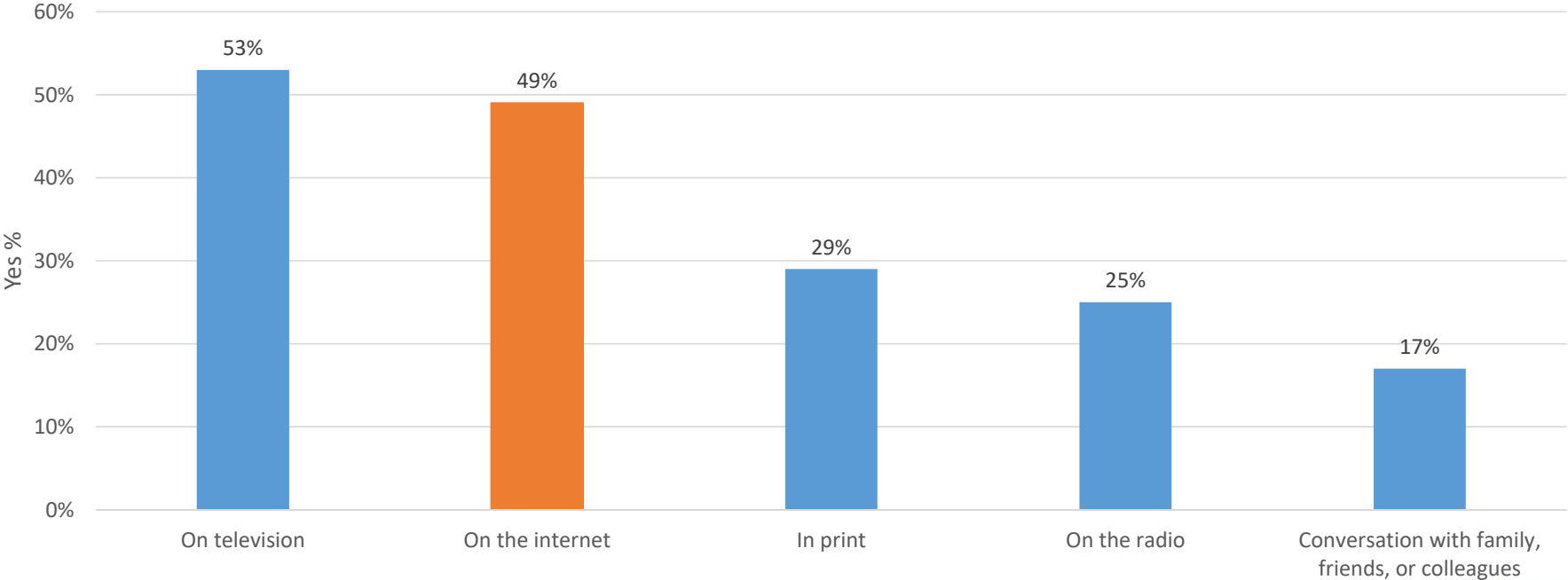
- Type of sample: probability
- Mode of data collection: telephone (landline and cell phone)
- Weighting: the data are weighted to state targets for gender, age, and location from the U.S. Census Bureau
- Crosstabulation differences presented here are significant at the .05 level unless noted otherwise
- Full question wording may be obtained from John Baldrige of UM BBER: john.baldrige@umontana.edu

Key findings

- Montana television station, radio station, and newspaper websites are heavily used internet news sources among Montanans
- Montana television station, radio station, and newspaper websites are the dominant internet sources of local (community) and Montana news among Montanans
- Three-quarters (74.5%) of all Montanans who use the internet get news on their smartphone
- There is evidence suggesting that some Montanans interact in so-called “information echo chambers” on the internet

Context: the Statewide Media Habits Survey of June 2015

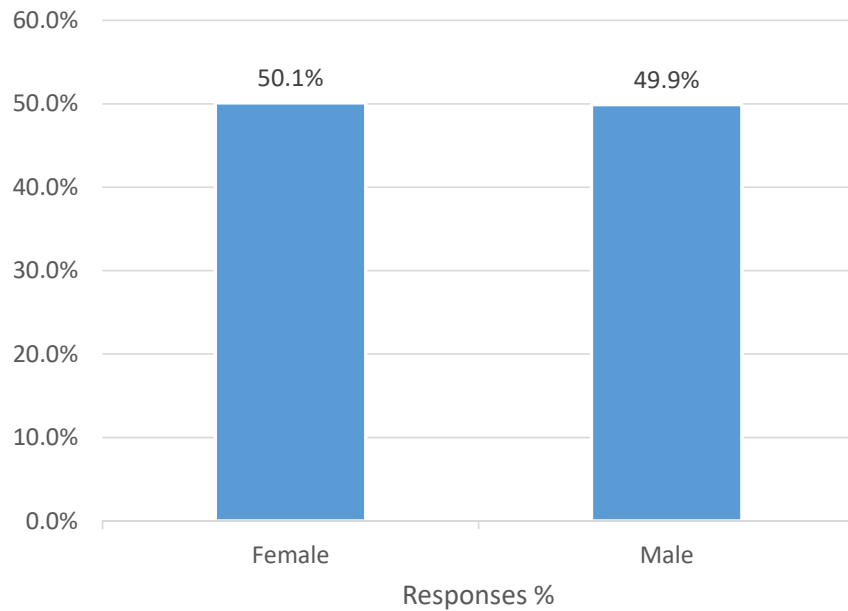
How did you get your news in the past week? (All adult MT residents)



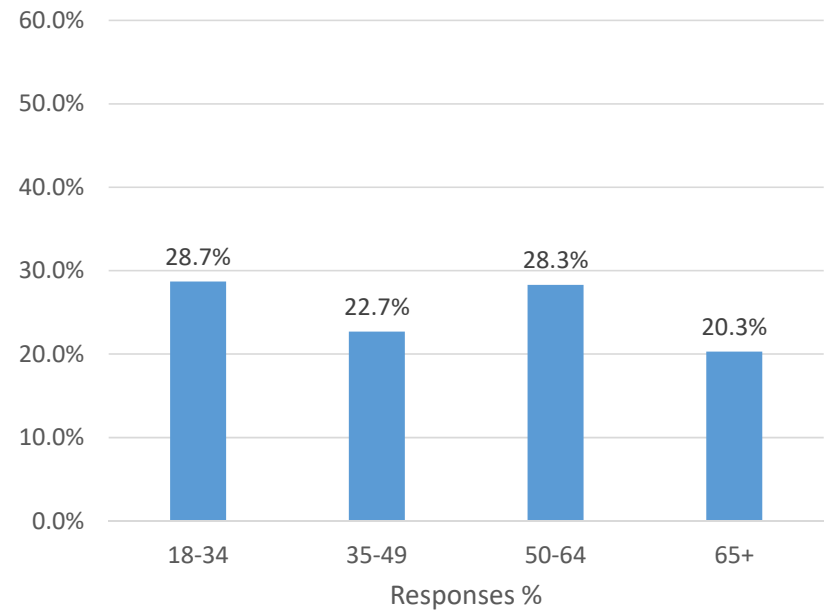
Respondent demographics

All respondents N = 567

Gender

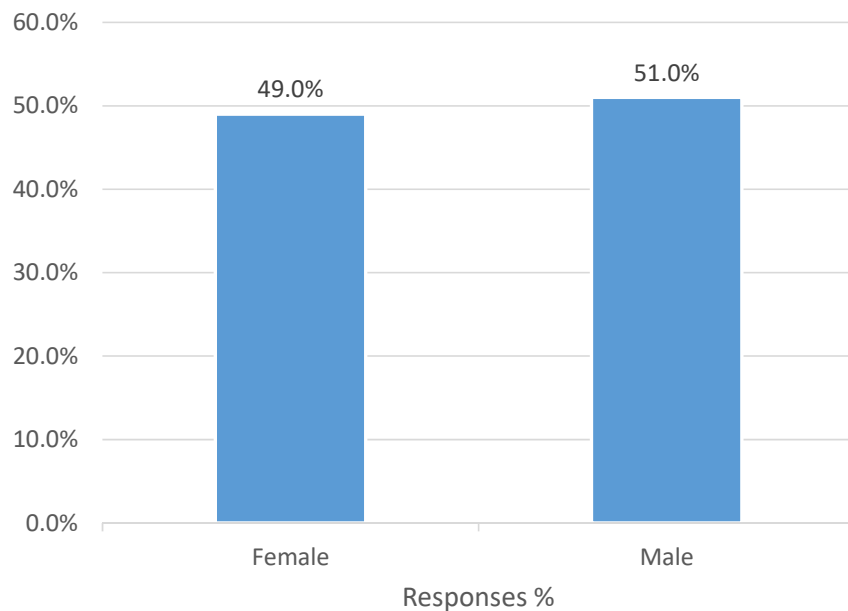


Age

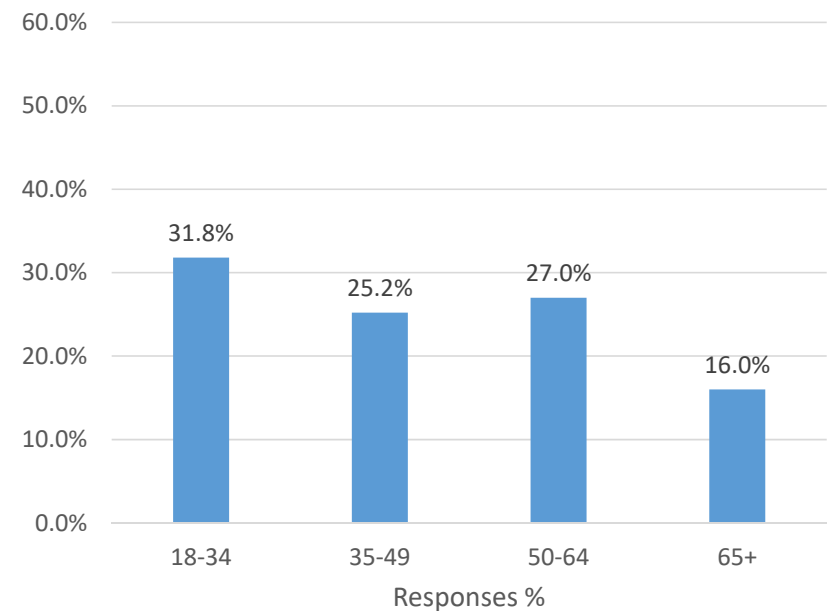


Respondents who use the internet N = 492

Gender

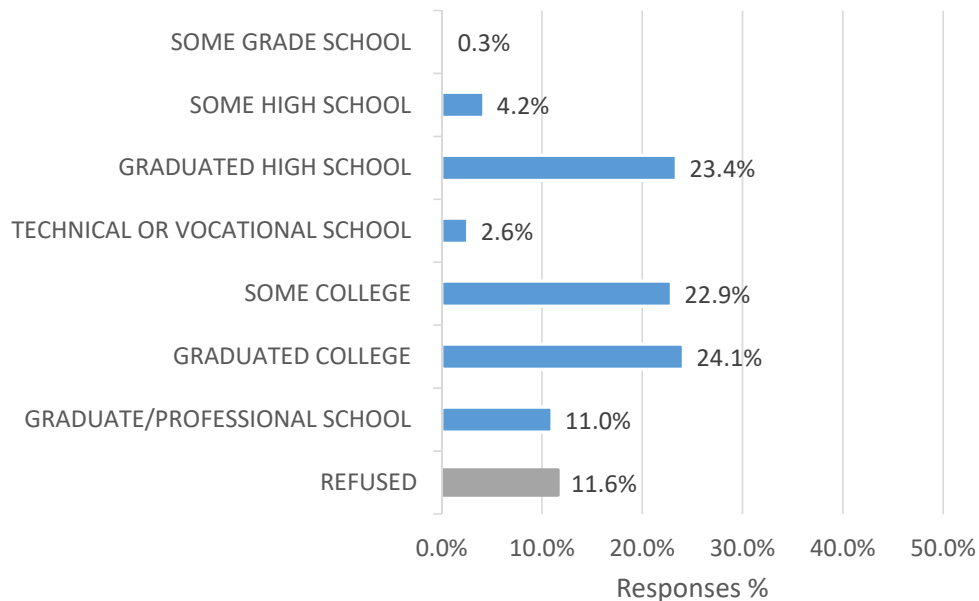


Age

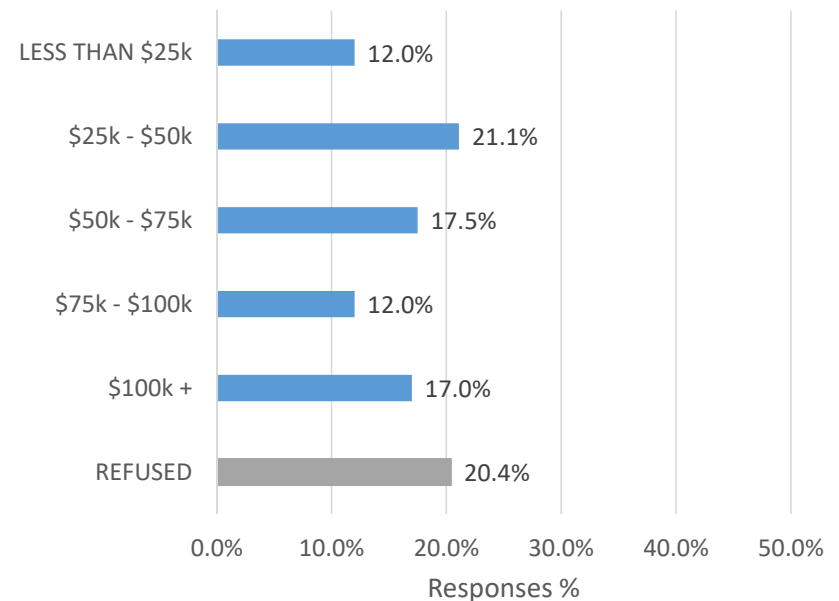


Respondents who use the internet N = 492

Educational Attainment

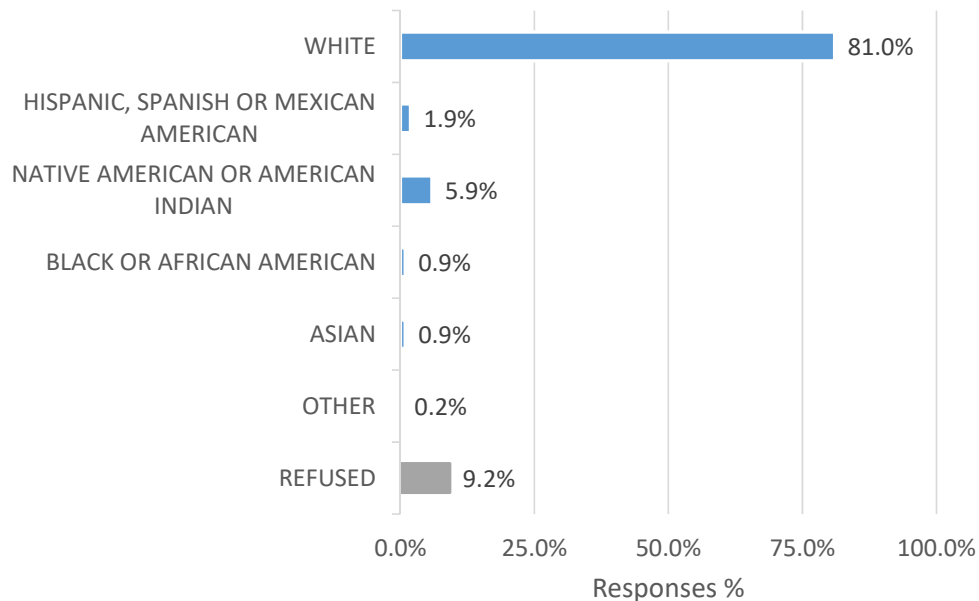


2015 Household Income

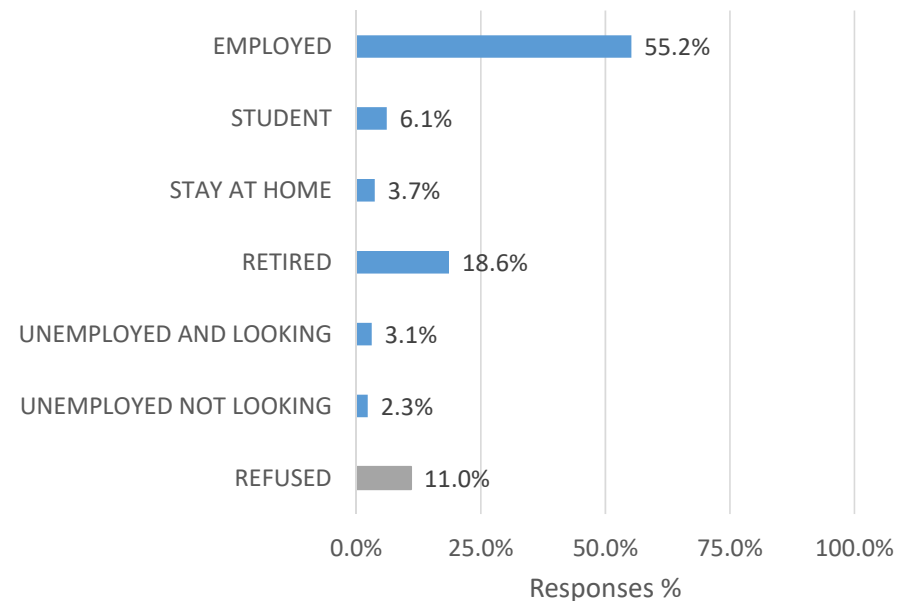


Respondents who use the internet N = 492

Race

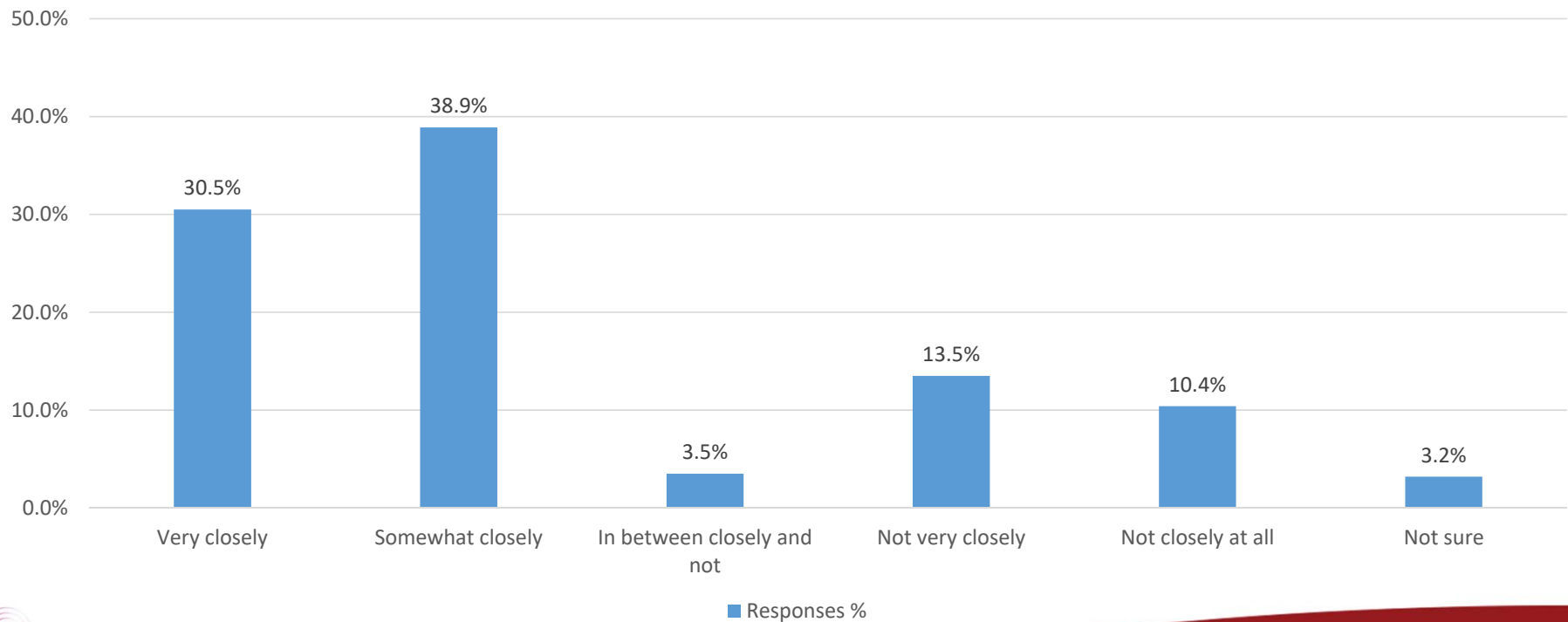


Employment Status

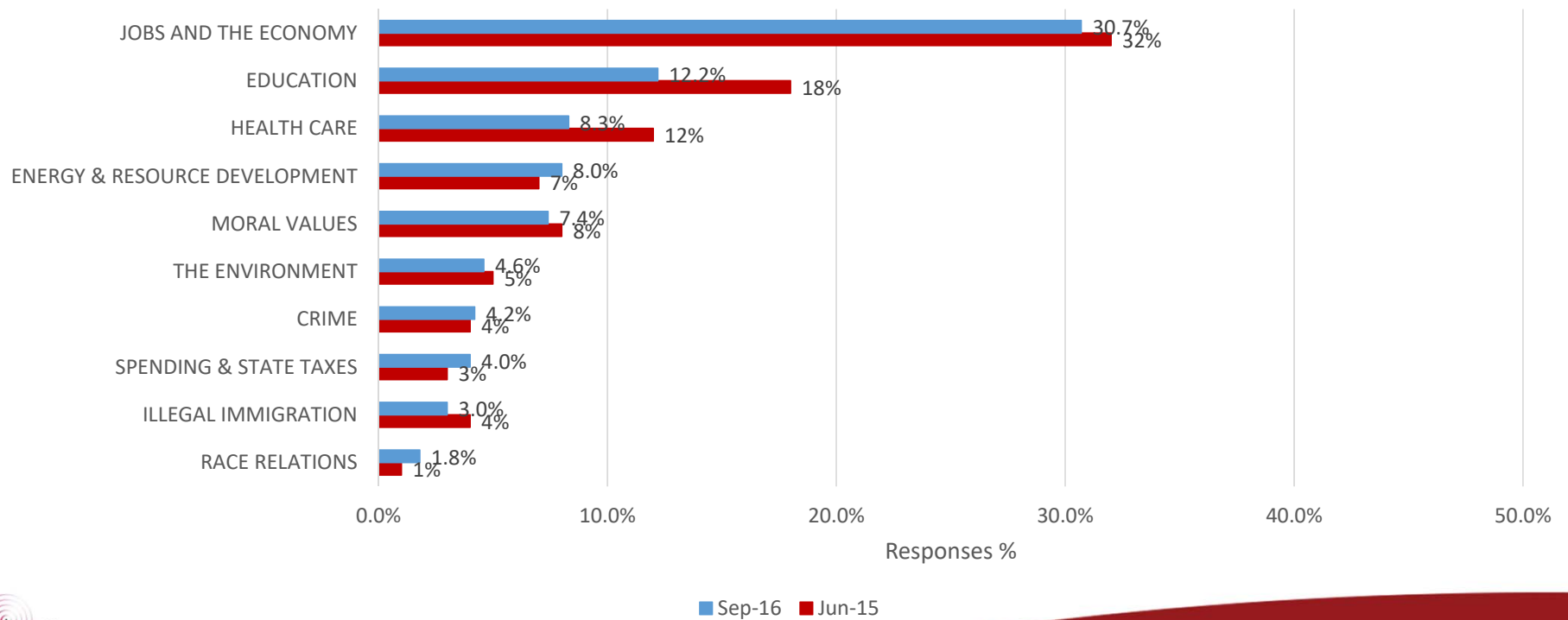


Introductory questions

How closely, if at all, do you follow current events in the news? N = 567



And which ONE issue do you think is the most important issue facing Montana right now? Is it ...



Most important issue: rankings in June 2015 and September 2016

June 2015 issue ranks

| Rank | Issue |
|------|-------------------------------|
| 1 | JOBS AND THE ECONOMY |
| 2 | EDUCATION |
| 3 | HEALTH CARE |
| 5 | MORAL VALUES |
| 5 | ENERGY & RESOURCE DEVELOPMENT |
| 8 | THE ENVIRONMENT |
| 8 | ILLEGAL IMMIGRATION |
| 8 | CRIME |

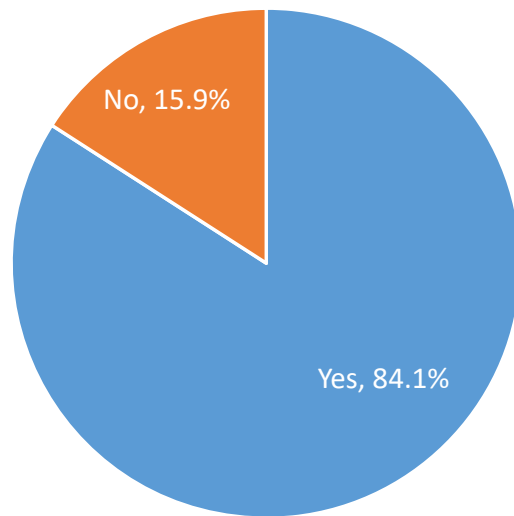
September 2016 issue ranks

| Rank | Issue |
|------|-------------------------------|
| 1 | JOBS AND THE ECONOMY |
| 2 | EDUCATION |
| 5 | HEALTH CARE |
| 5 | MORAL VALUES |
| 5 | ENERGY & RESOURCE DEVELOPMENT |
| 8 | THE ENVIRONMENT |
| 8 | ILLEGAL IMMIGRATION |
| 8 | CRIME |

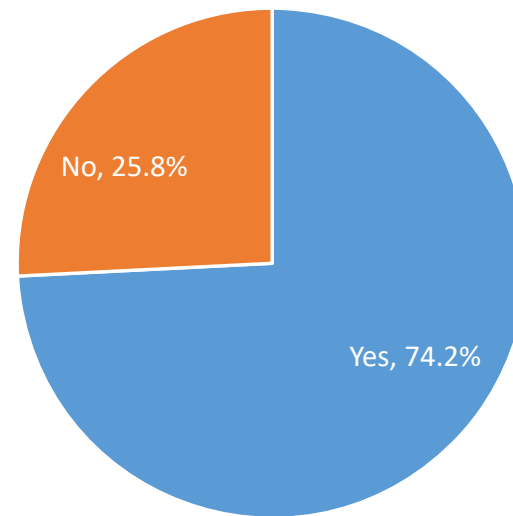
Montanans' internet access and use

Screening Questions: if “No” to both then screened out of study

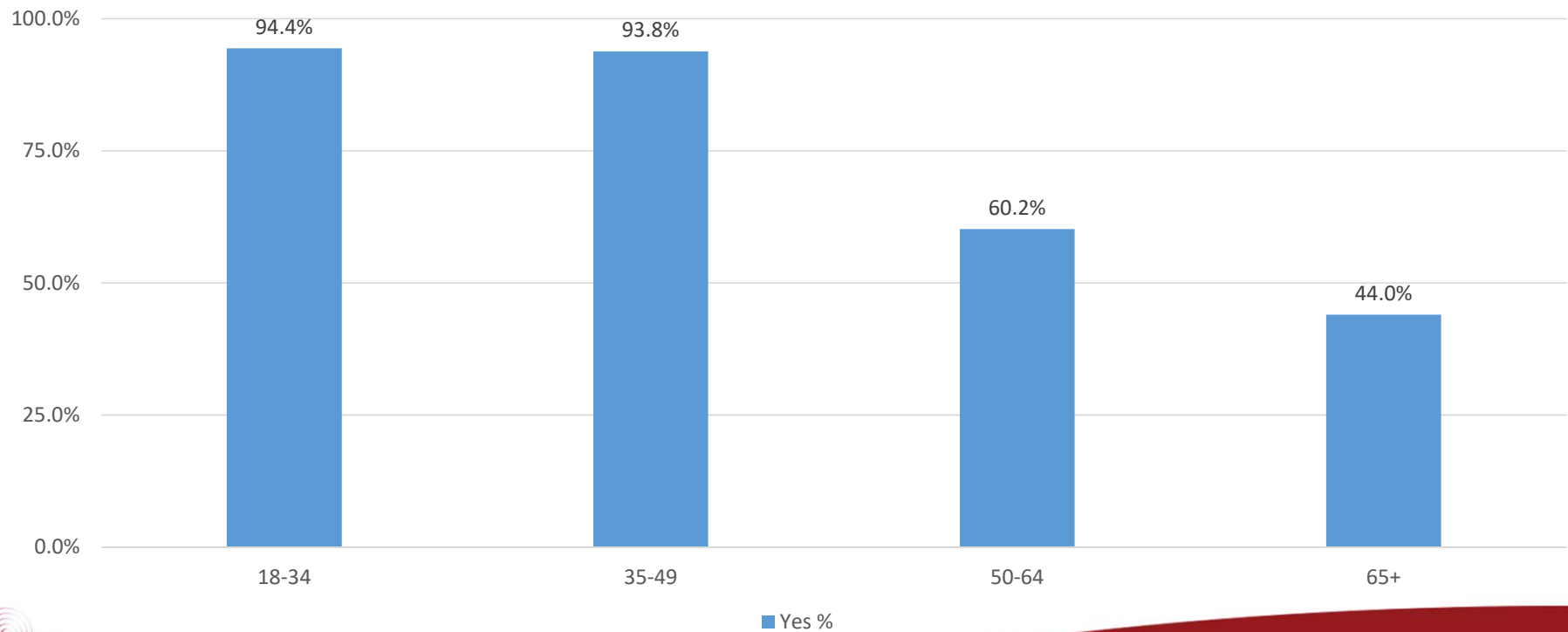
Do you use the internet or email at least occasionally, or not at all?



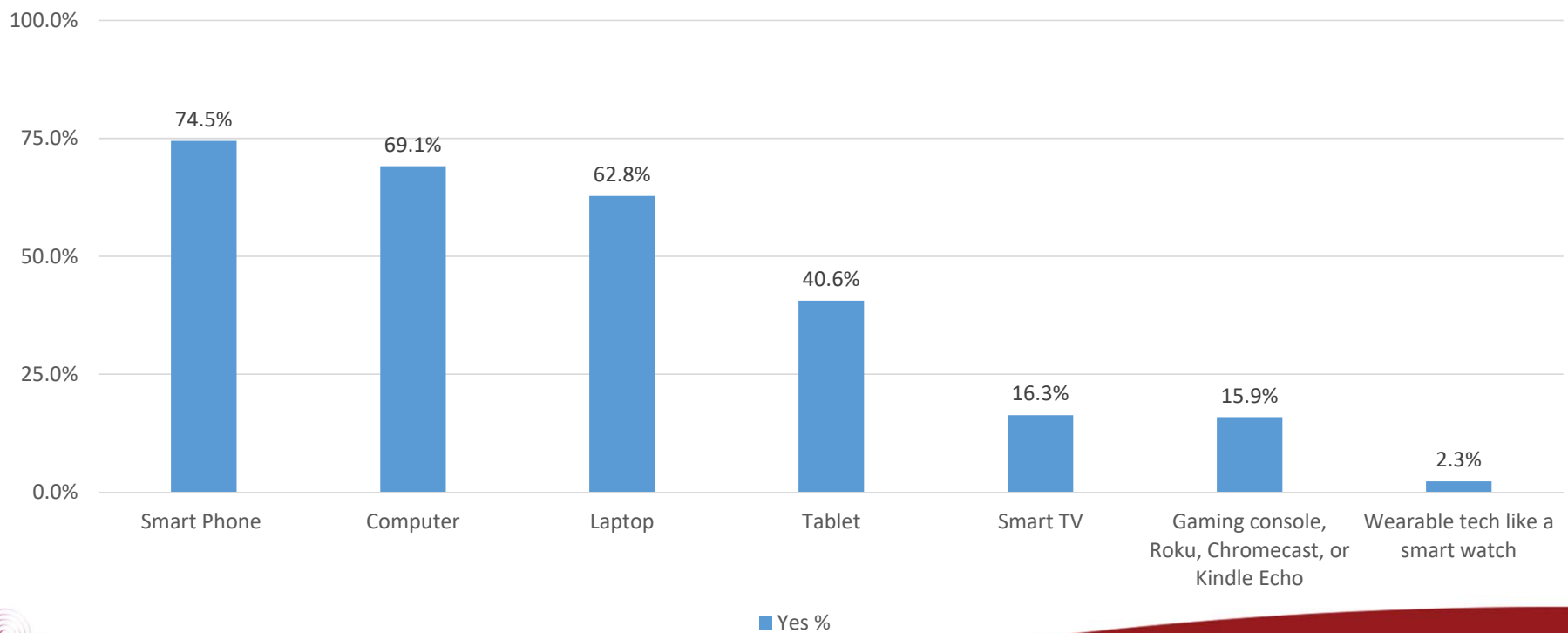
Do you access the internet on a cell phone, tablet or other mobile handheld device at least occasionally, or not at all?



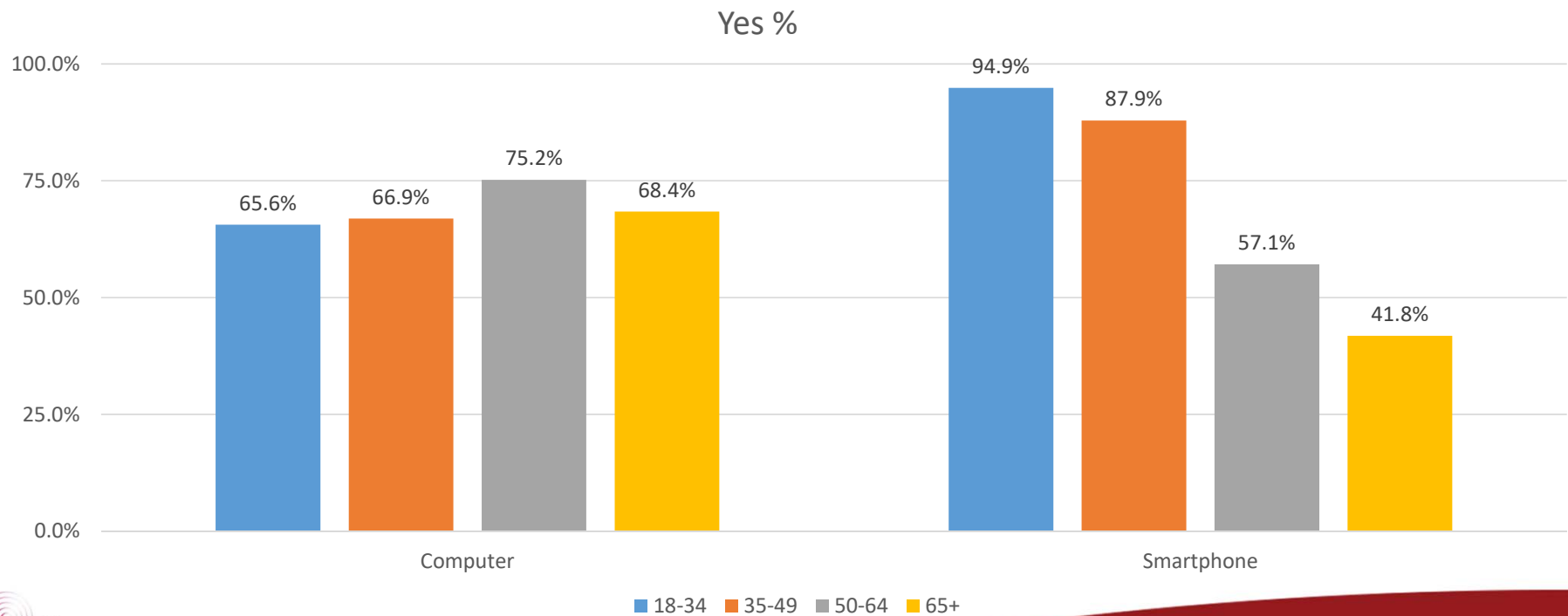
Age by accesses the internet on a cell phone, tablet or other mobile handheld device



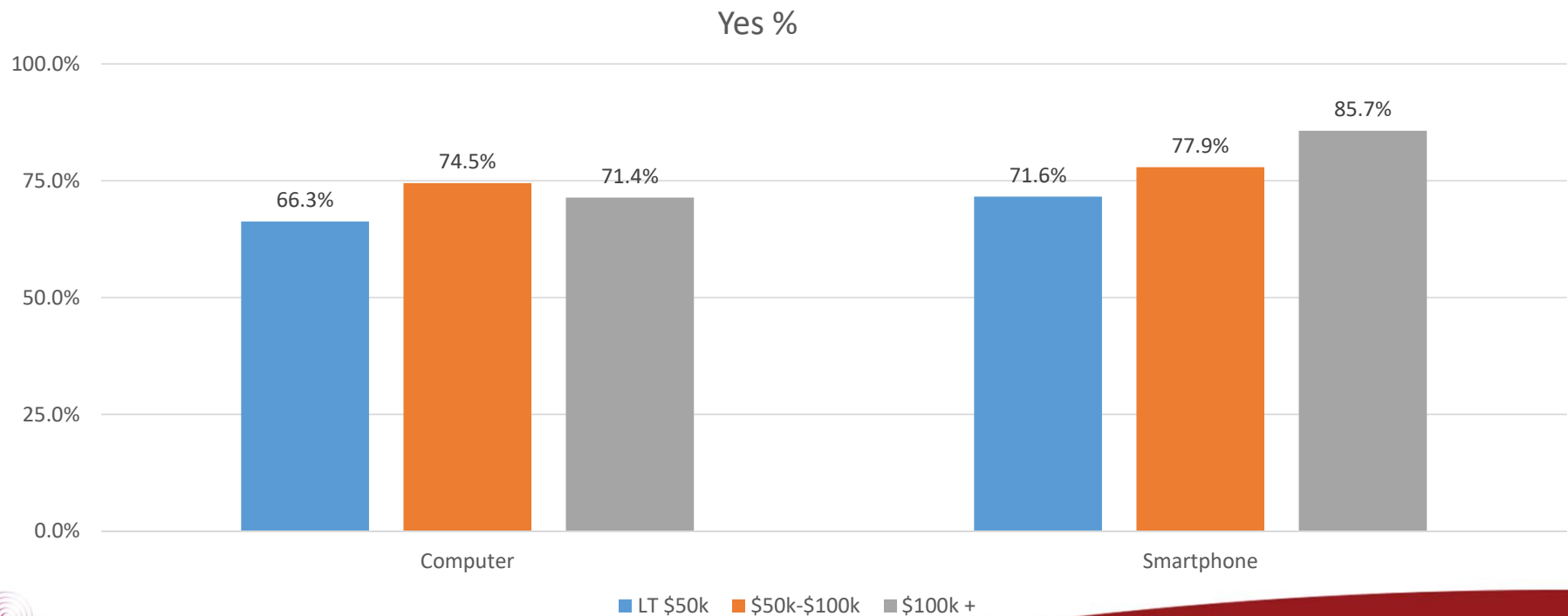
Do you access the internet via? N = 492



Age by uses either a computer or smartphone to access the internet

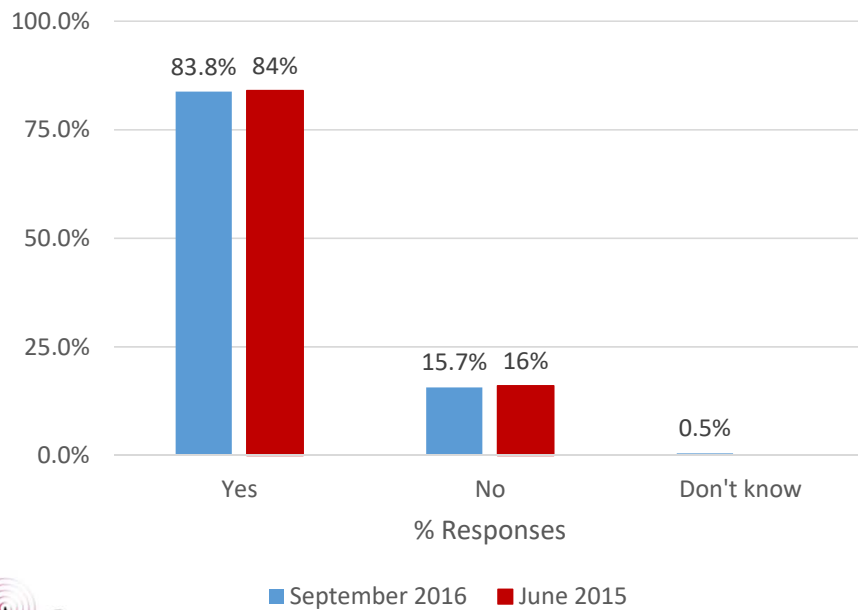


Household income by uses either a computer or smartphone to access the internet

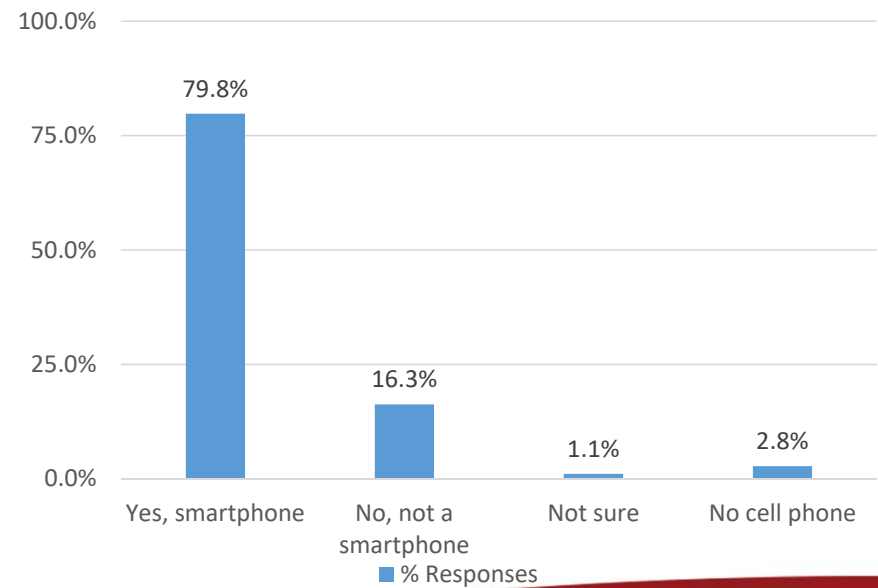


Home versus mobile internet access

Do you currently subscribe to internet service at HOME?

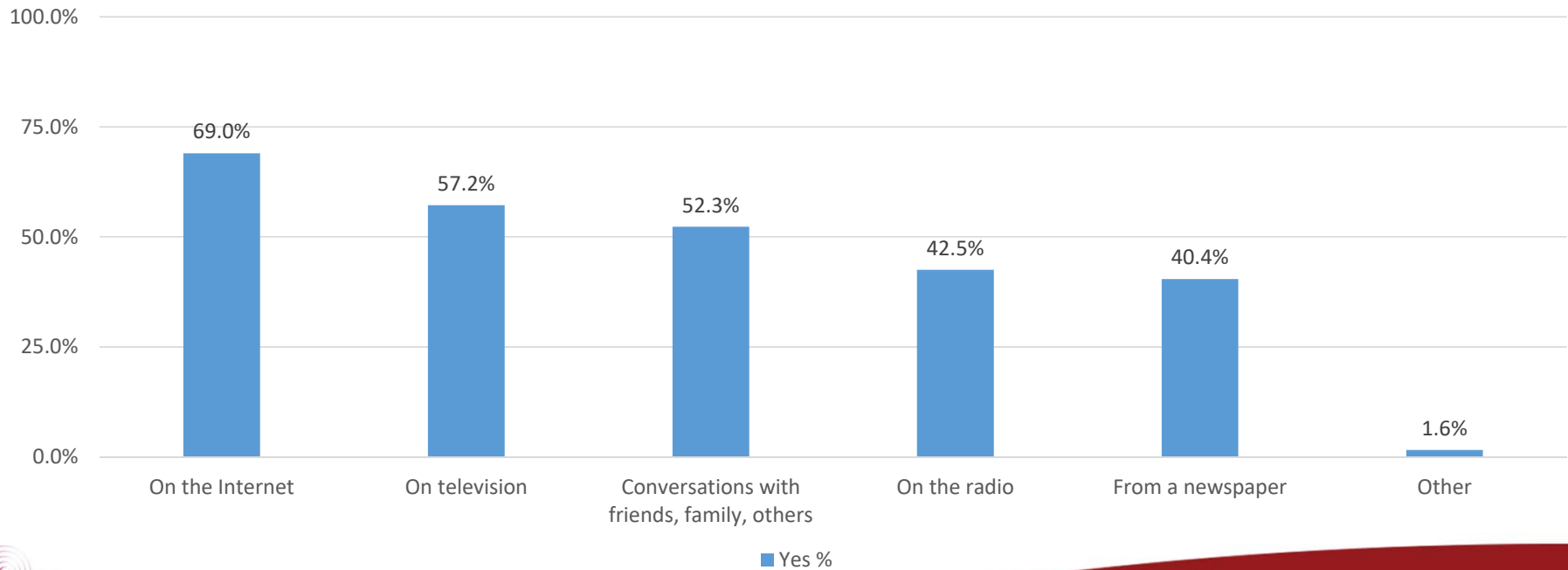


Is your cell phone a smartphone?

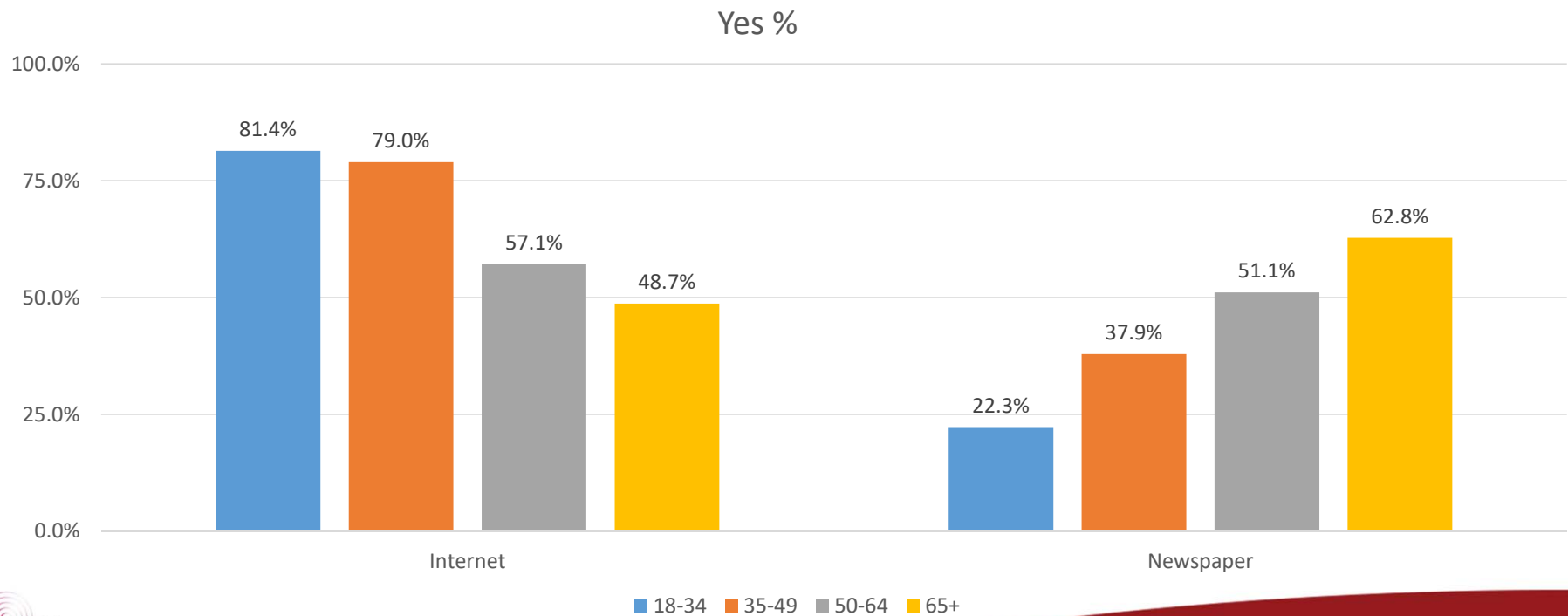


How did you get your news in the past week?

Of adults who use the internet N = 492

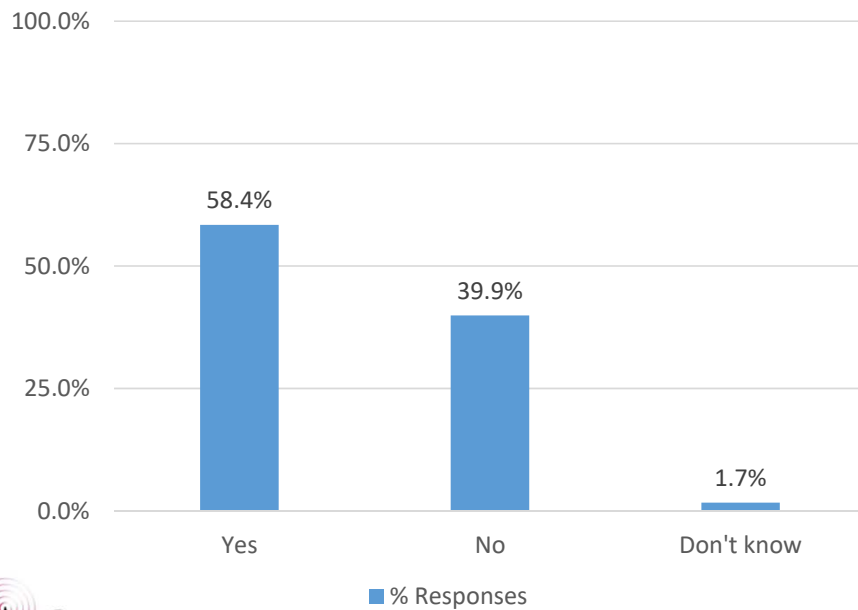


Age by gets news either from the internet or a newspaper

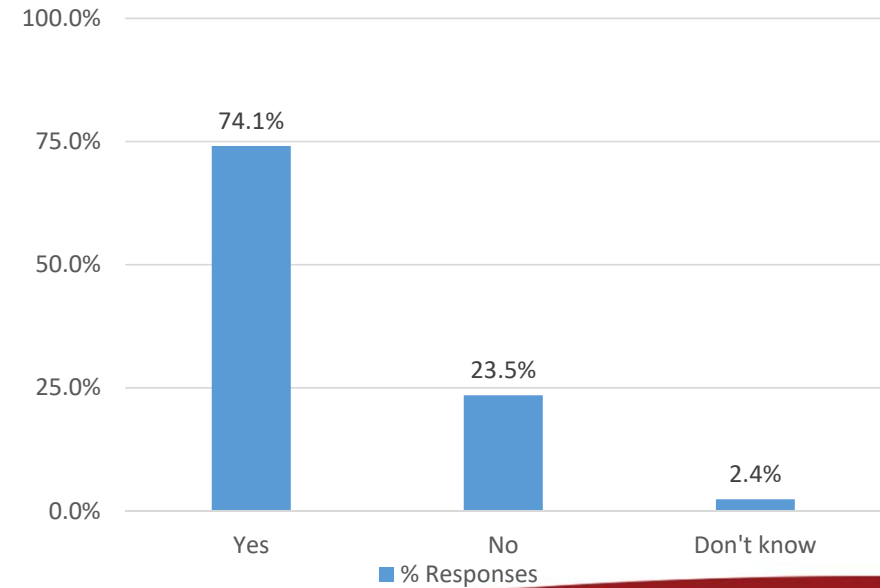


Intentional and unintentional news consumption

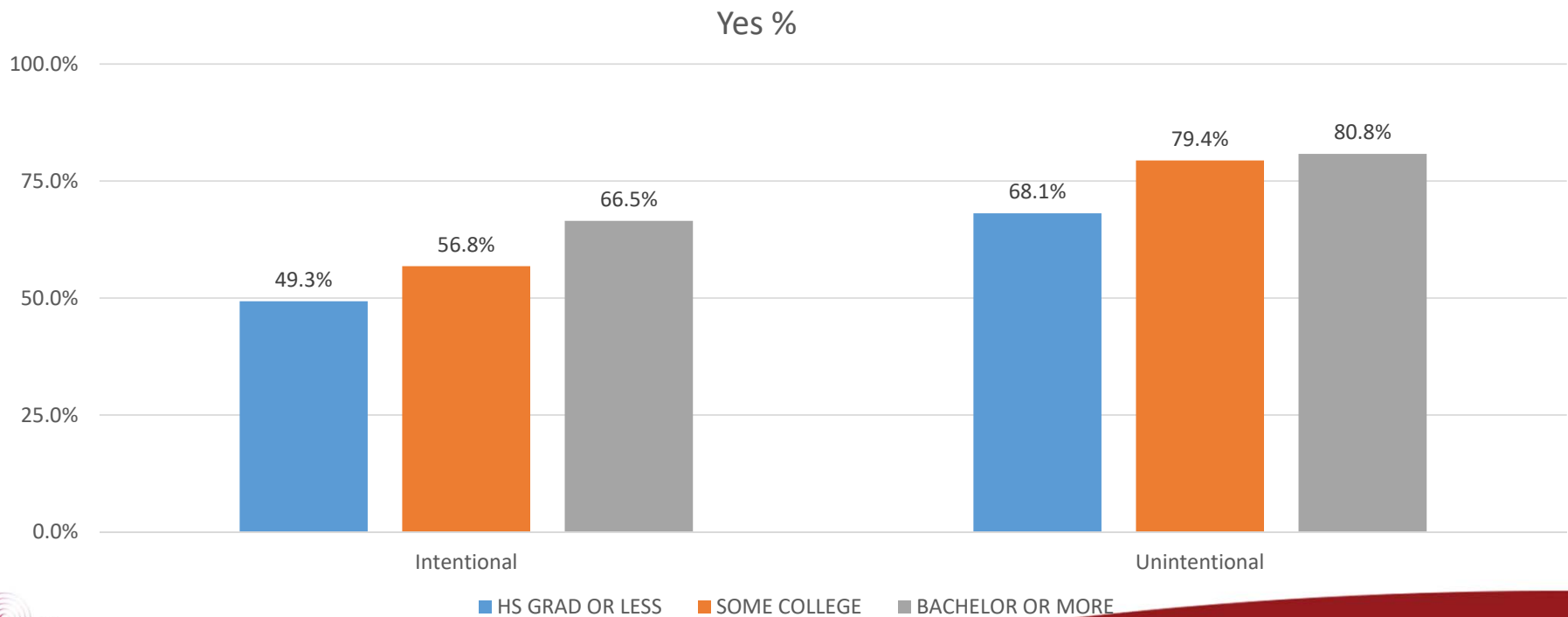
Do you ever go on the internet specifically to find news, or not?



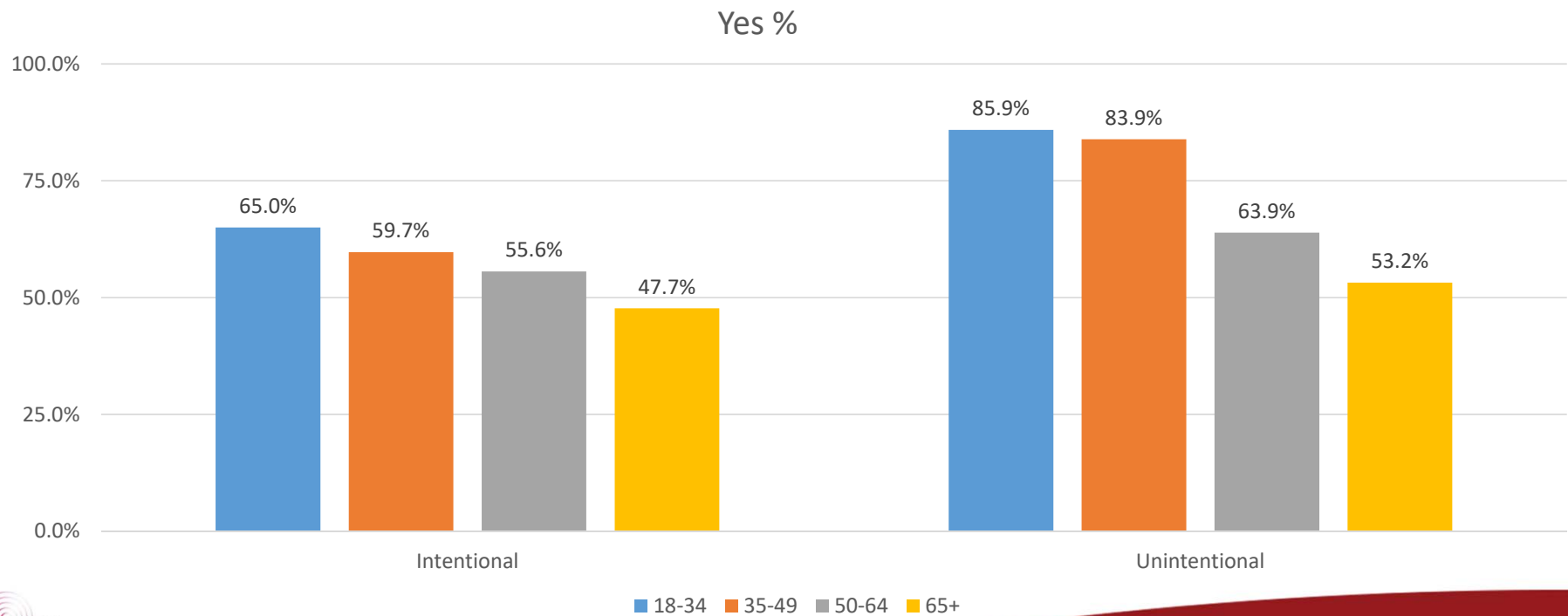
Do you ever go on the internet for a reason other than searching for news and then see an interesting news item and follow that link, or not?



Educational attainment by either intentional or unintentional news consumption on the internet

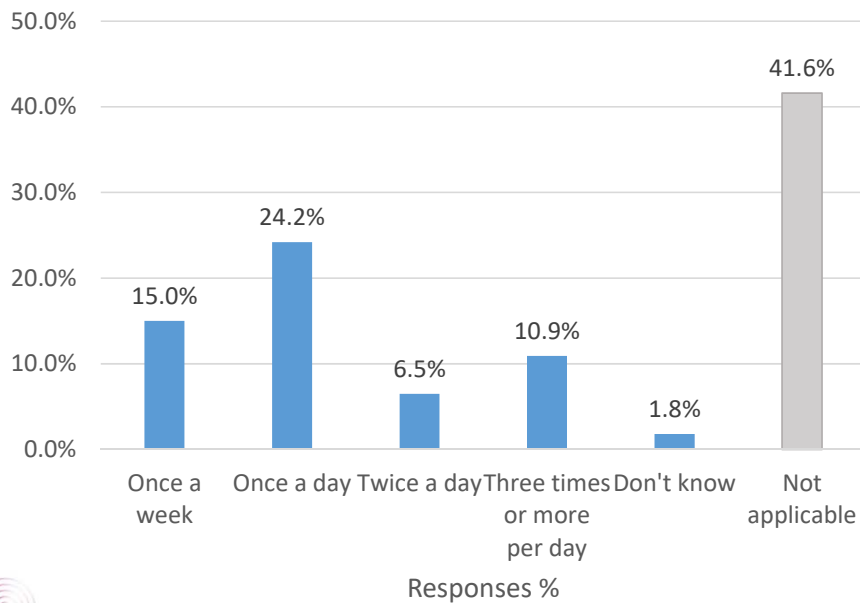


Age by either intentional or unintentional news consumption on the internet

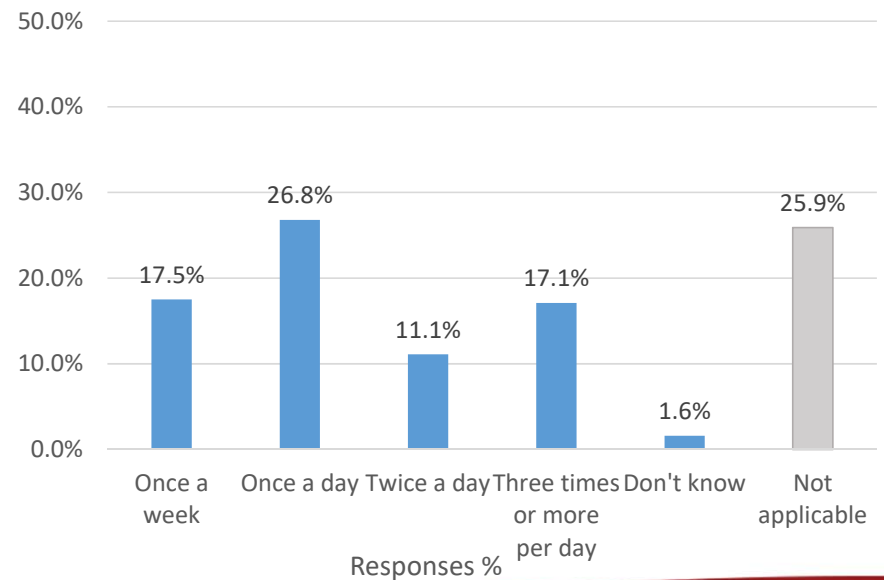


Frequency of intentional and unintentional new consumption

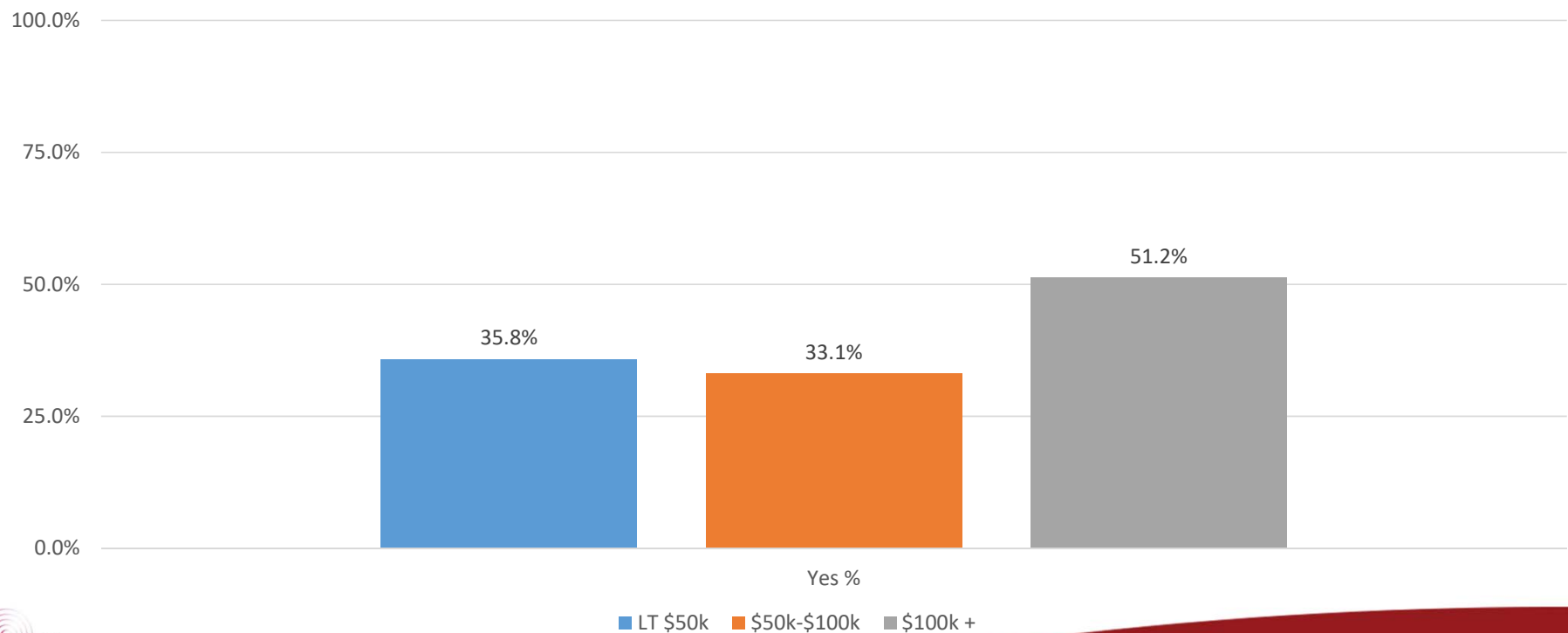
In a typical week, how often do you go on the internet specifically to find news?



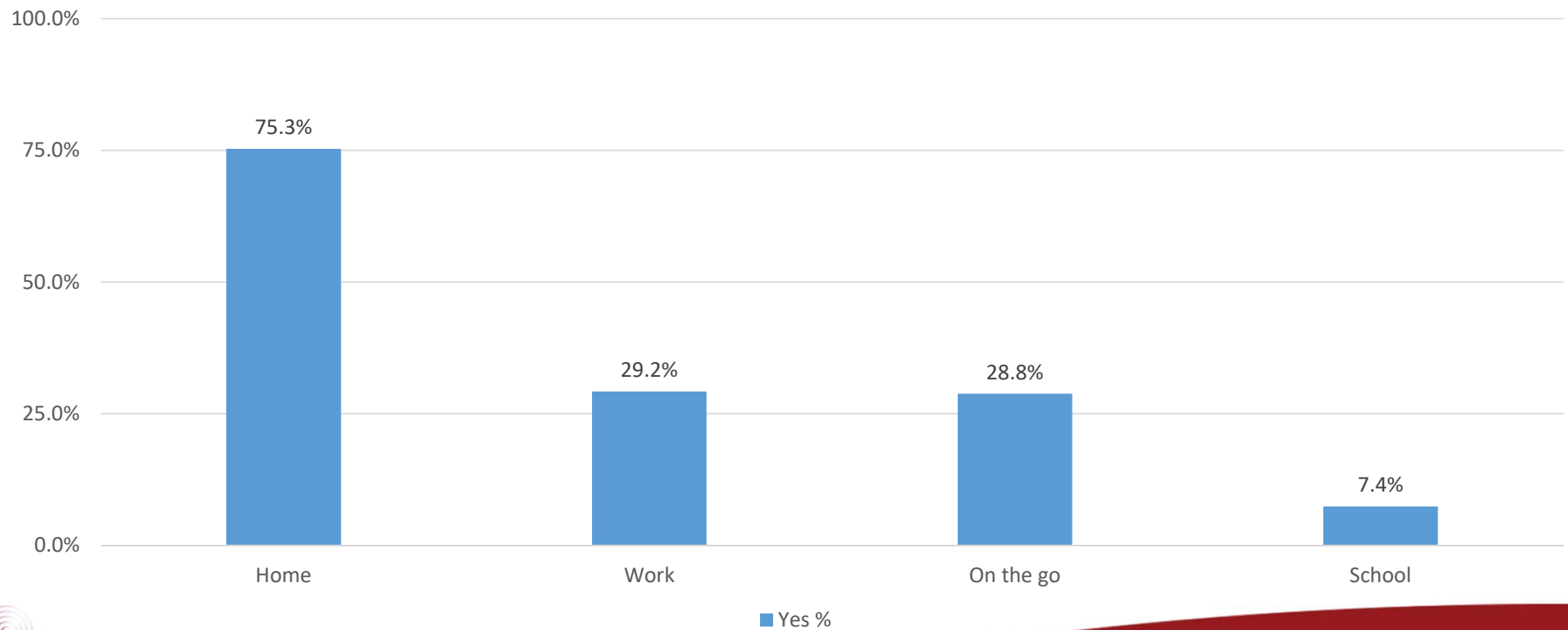
In a typical week, how often do you go on the internet for a reason other than searching for news and then see an interesting news item and follow that link?



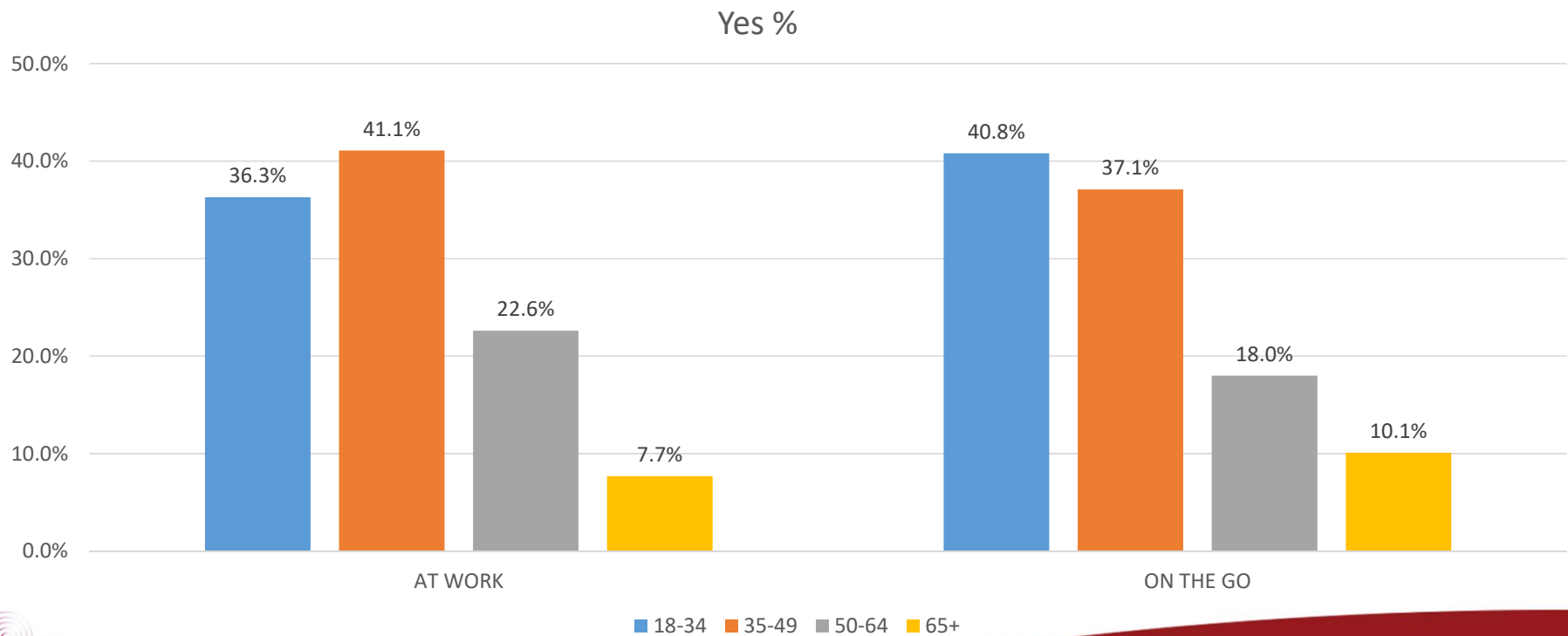
Household income by gets news from the internet twice a day or more



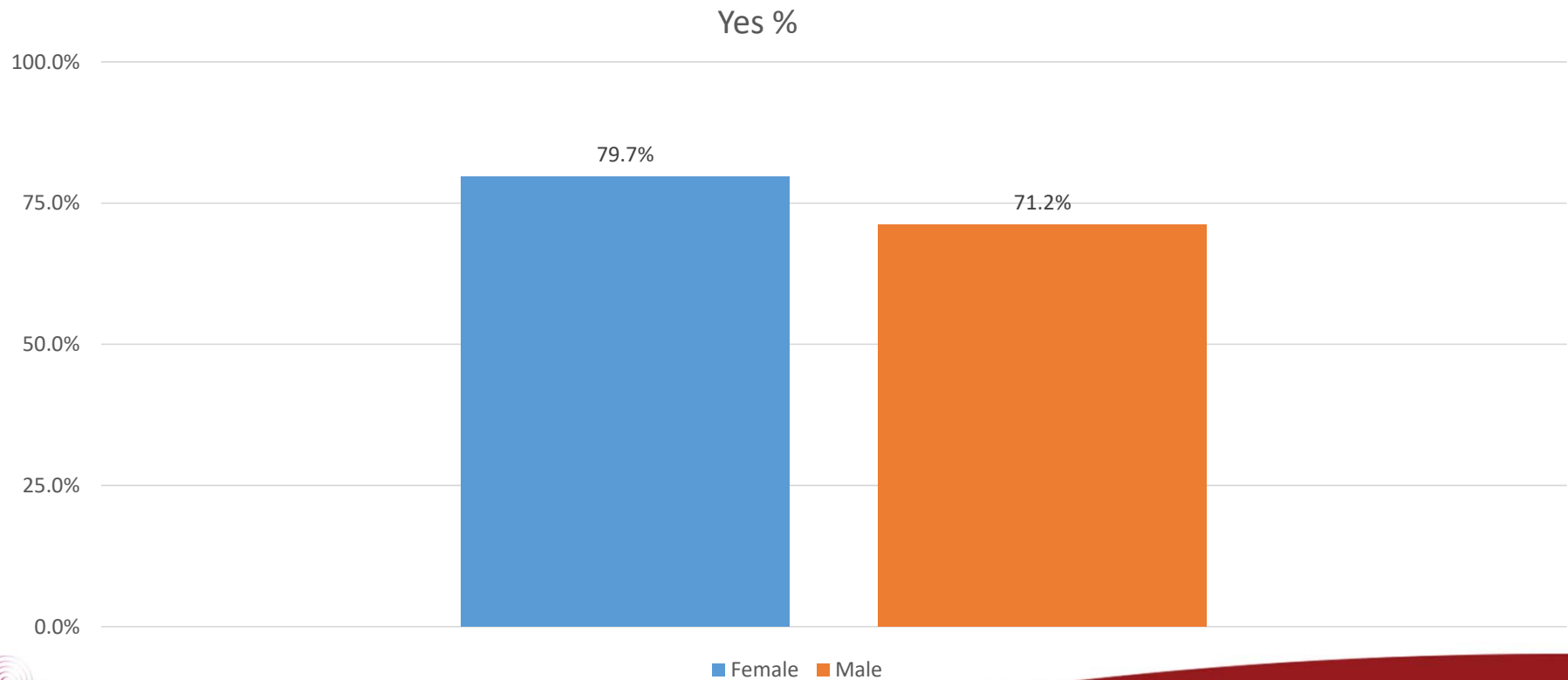
Where do you access news on the internet?



Age by access internet news either at work or on the go

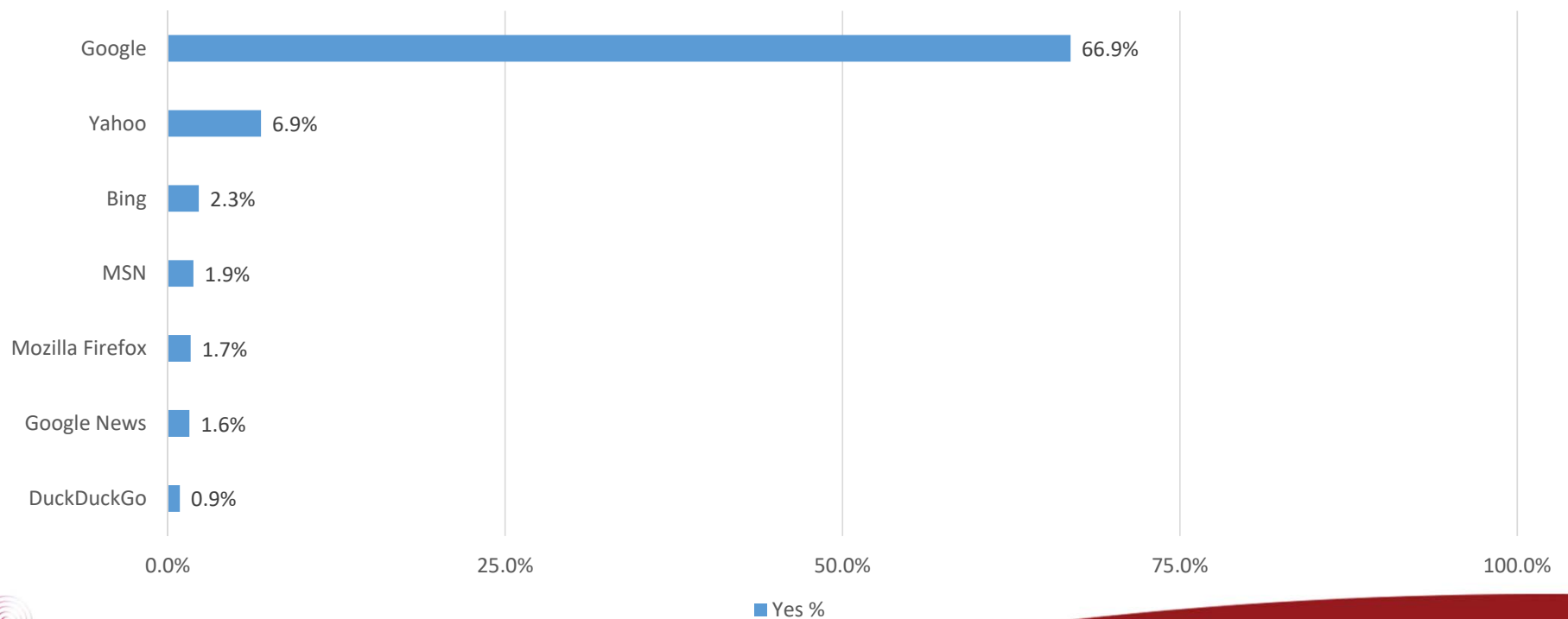


Gender by access internet news at home

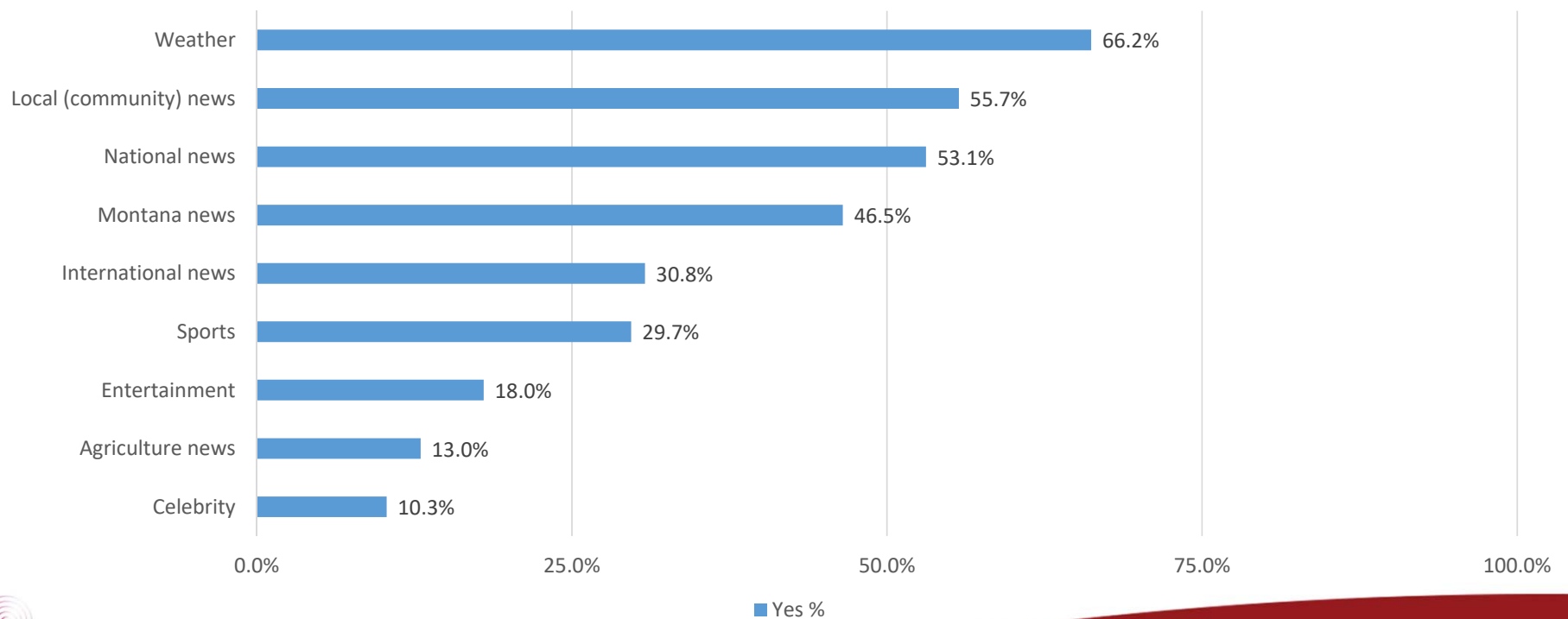


News websites used by Montanans

And when you access news on the internet which search engine do you use most often?



When you access the news on the internet, which type(s) of news do you access?



Weather news websites

Websites most frequently used for WEATHER news – 418 responses

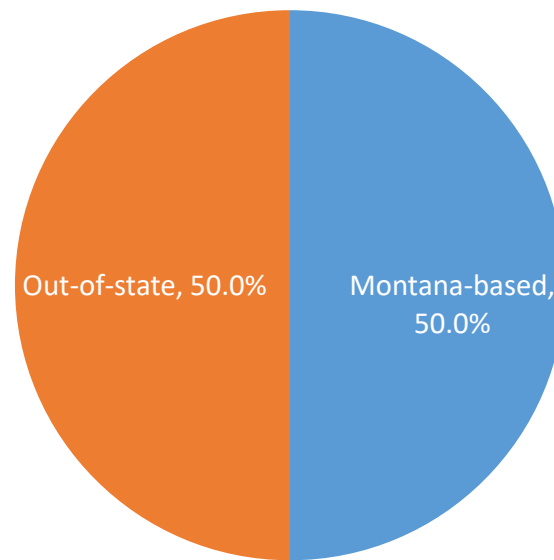
| Website | Responses % |
|------------------------------|-------------|
| WEATHER.COM/ WEATHER CHANNEL | 31.6% |
| WEATHER UNDERGROUND | 5.0% |
| NOAA | 7.1% |
| ACCUWEATHER | 4.7% |
| WEATHER BUG | 4.5% |
| KRTV | 4.3% |
| GOOGLE | 3.4% |
| KULR8 | 1.6% |

Most credible website for WEATHER news – 51 responses

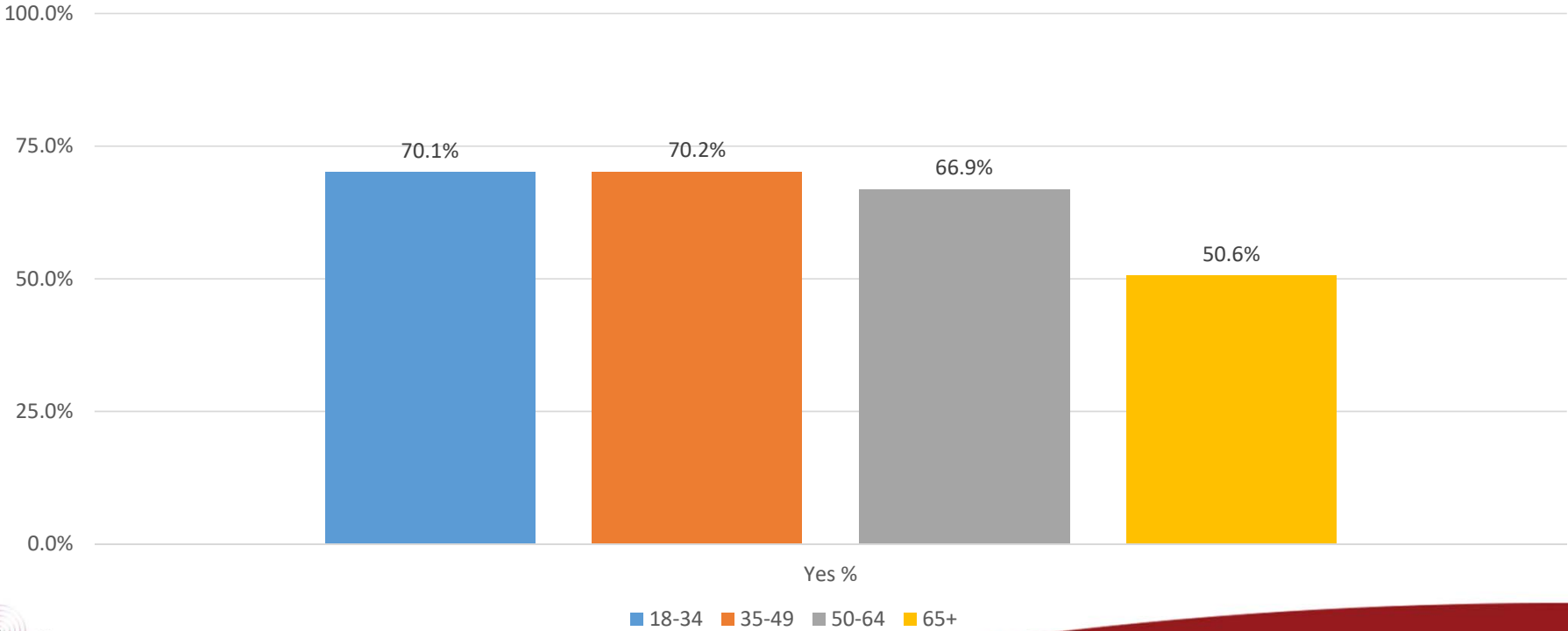
| Website | Responses % |
|------------------------------|-------------|
| NOAA | 11.0% |
| WEATHER UNDERGROUND | 7.7% |
| WEATHER.COM/ WEATHER CHANNEL | 7.7% |
| KRTV | 6.8% |
| WEATHER BUG | 6.7% |
| KULR8 | 3.2% |
| MISSOULIAN WEBSITE | 3.0% |
| ACCUWEATHER | 2.5% |

Montana-based versus out-of-state websites cited as most frequent source of weather news

26 different websites mentioned



Age by gets weather news from the internet



Local (community) news websites

Websites most frequently used for LOCAL news – 392 responses

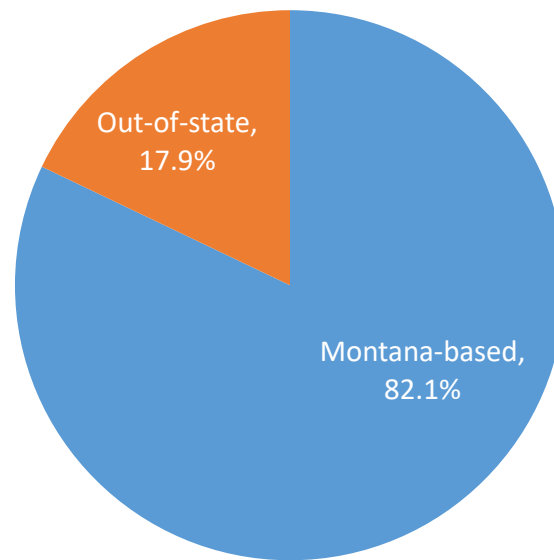
| Website | Responses % |
|---------------------|-------------|
| BILLINGS GAZETTE | 14.5% |
| MISSOULIAN | 10.3% |
| KPAX | 6.6% |
| KTVQ / Q2 | 5.0% |
| KULR | 4.4% |
| BOZEMAN CHRONICLE | 4.3% |
| GREAT FALLS TRIBUNE | 4.2% |
| KRTV | 3.8% |

Most credible website for LOCAL news – 130 responses

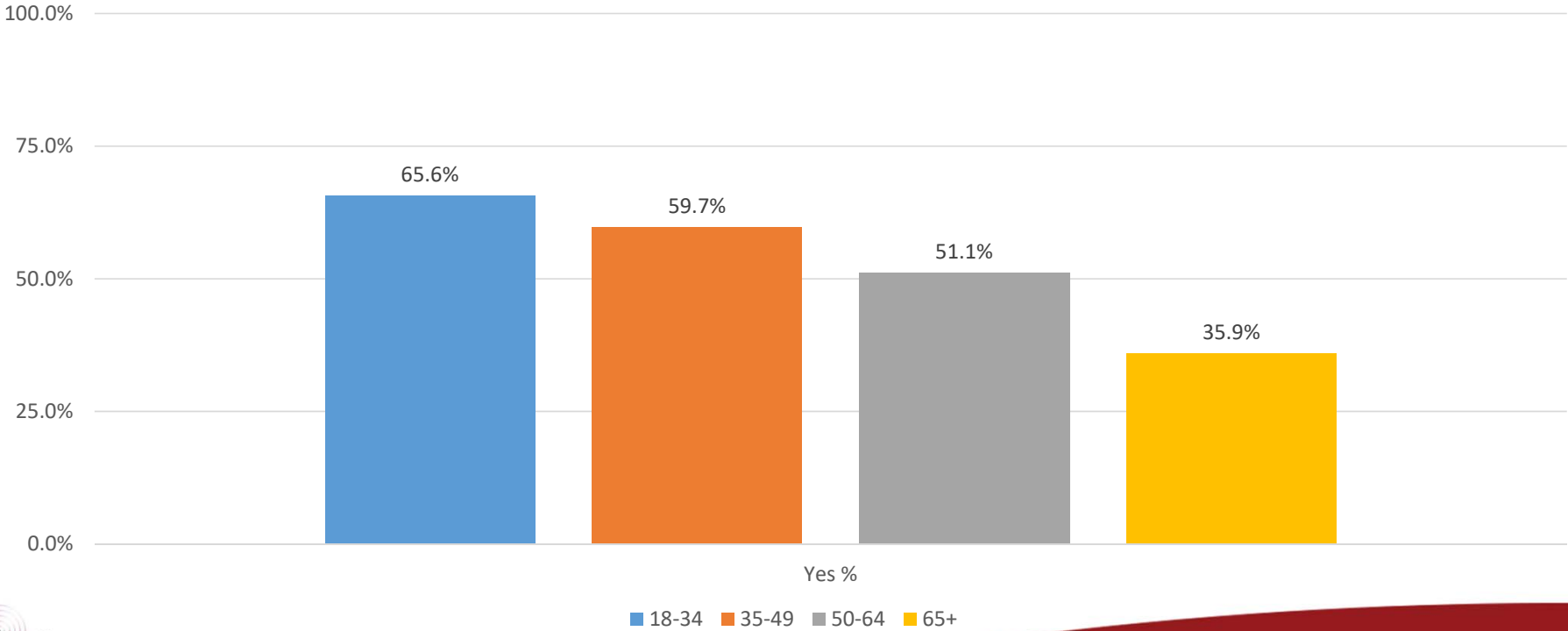
| Website | Responses % |
|-------------------------------|-------------|
| MISSOULIAN | 11.2% |
| BILLINGS GAZETTE | 9.6% |
| KTVQ / Q2 | 5.4% |
| GREAT FALLS TRIBUNE | 4.2% |
| KRTV | 3.7% |
| BOZEMAN CHRONICLE | 3.3% |
| NBCMONTANA.COM/KECI/KTVM/KCFW | 3.3% |
| FOX | 2.9% |

Montana-based versus out-of-state websites cited as most frequent source of local (community) news

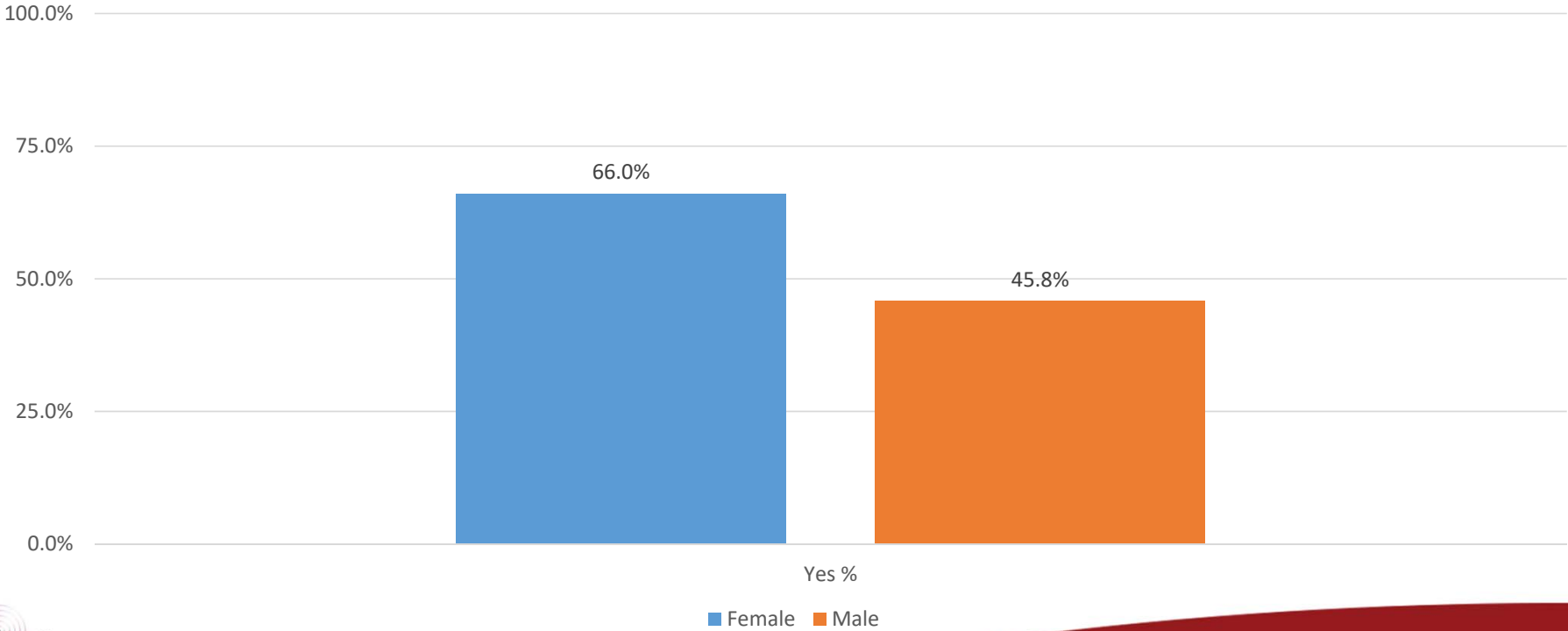
67 different websites mentioned



Age by gets local (community) news from the internet



Gender by gets local (community) news from the internet



National news websites

Websites most frequently used for NATIONAL news – 376 responses

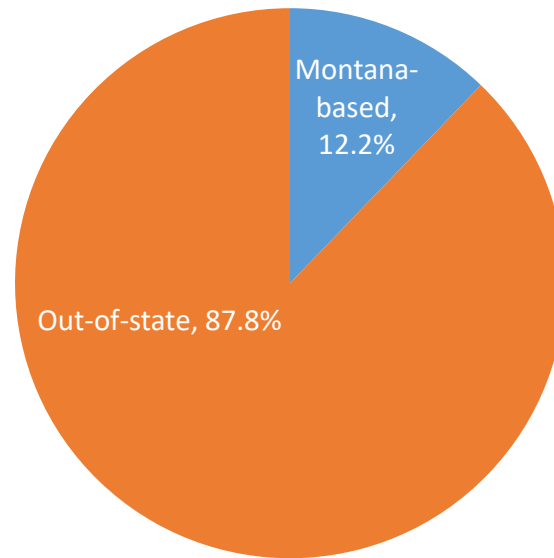
| Website | Responses % |
|----------------|-------------|
| FOX | 16.9% |
| CNN | 15.3% |
| MSN | 7.7% |
| NEW YORK TIMES | 4.4% |
| NBC | 3.5% |
| YAHOO | 3.4% |
| CBS | 3.0% |
| NPR/MPR/YPR | 2.6% |

Most credible website for NATIONAL news – 87 responses

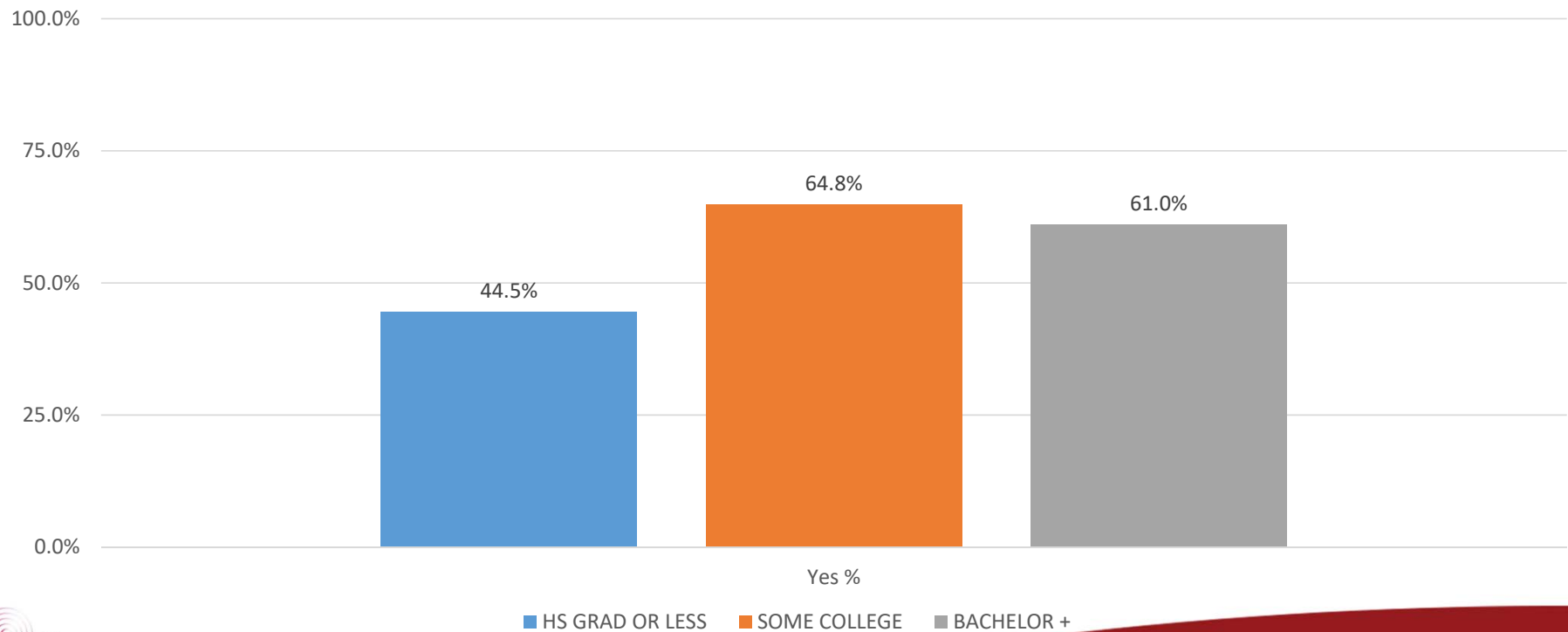
| Website | Responses % |
|-----------------|-------------|
| FOX | 13.6% |
| CNN | 10.8% |
| BBC | 7.4% |
| NPR/MPR/YPR | 4.4% |
| NEW YORK TIMES | 4.2% |
| MSN | 3.4% |
| CBS | 3.2% |
| WASHINGTON POST | 2.8% |

Montana-based versus out-of-state websites cited as most frequent source of national news

49 different websites mentioned



Educational attainment by gets national news from the internet



Montana news websites

Websites most frequently used for MONTANA news – 335 responses

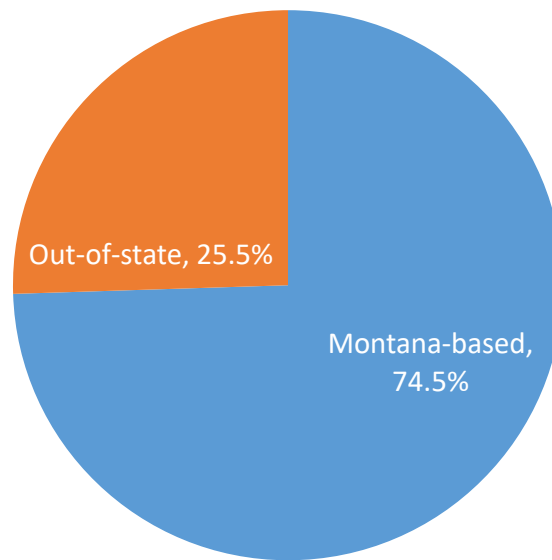
| Website | Responses % |
|-----------------------------|-------------|
| BILLINGS GAZETTE WEBSITE | 16.6% |
| MISSOULIAN WEBSITE | 8.2% |
| KPAX | 7.2% |
| KRTV | 6.5% |
| KTVQ / Q2 | 5.1% |
| GREAT FALLS TRIBUNE | 4.0% |
| DAILY INTERLAKE (KALISPELL) | 3.7% |
| NPR/MPR/YPR | 3.4% |

Most credible website for Montana news – 85 responses

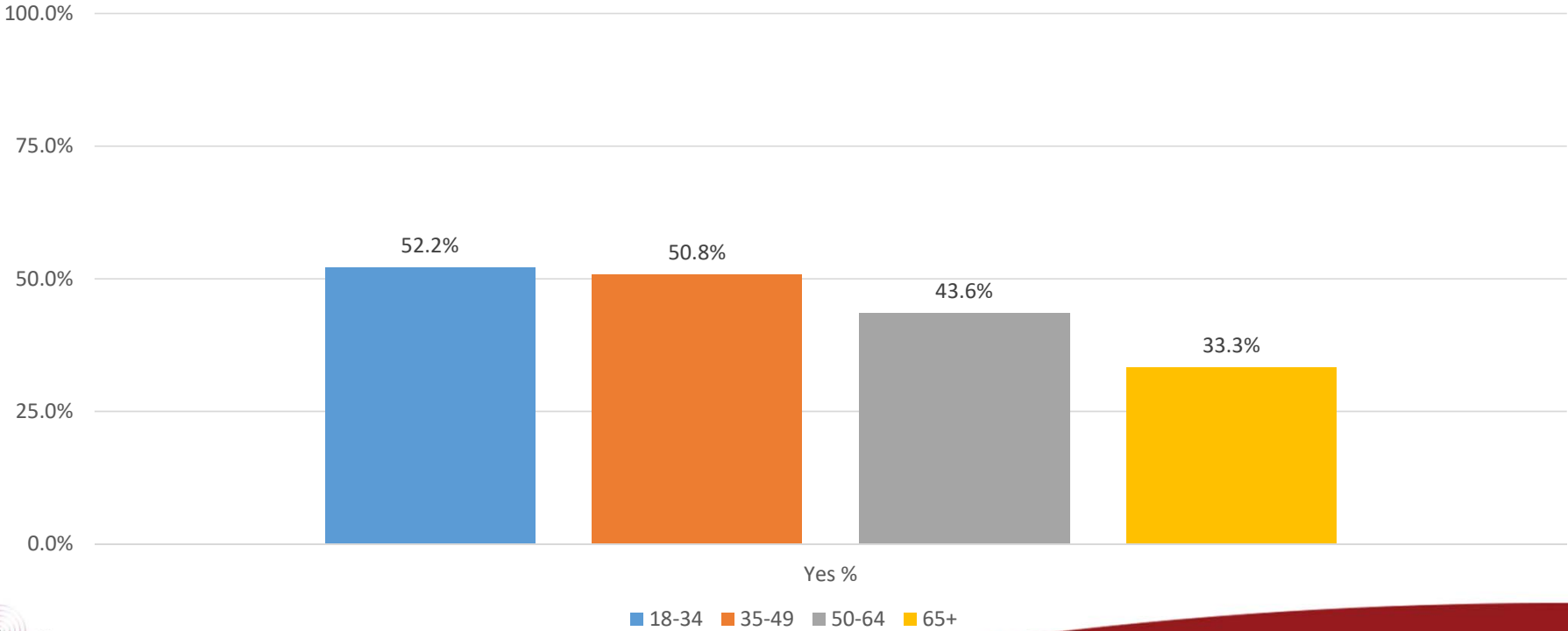
| Website | Responses % |
|-----------------------------|-------------|
| BILLINGS GAZETTE WEBSITE | 8.7% |
| GREAT FALLS TRIBUNE | 7.4% |
| KRTV | 6.6% |
| KPAX | 6.2% |
| MISSOULIAN WEBSITE | 5.8% |
| NPR/MPR/YPR | 5.2% |
| KTVQ / Q2 | 4.3% |
| DAILY INTERLAKE (KALISPELL) | 4.2% |

Montana-based versus out-of-state websites cited as most frequent source of Montana news

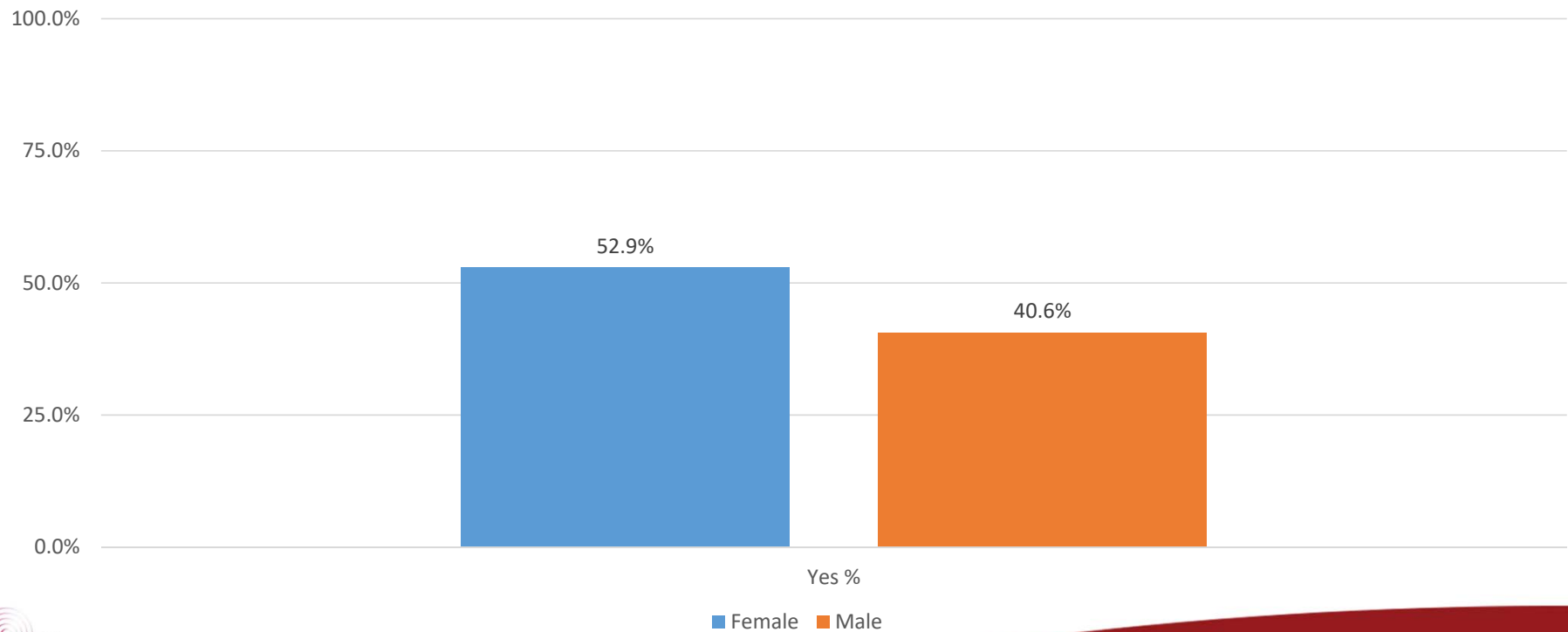
47 different websites mentioned



Age by gets Montana news from the internet



Gender by gets Montana news from the internet



International news websites

Websites most frequently used for INTERNATIONAL news – 237 responses

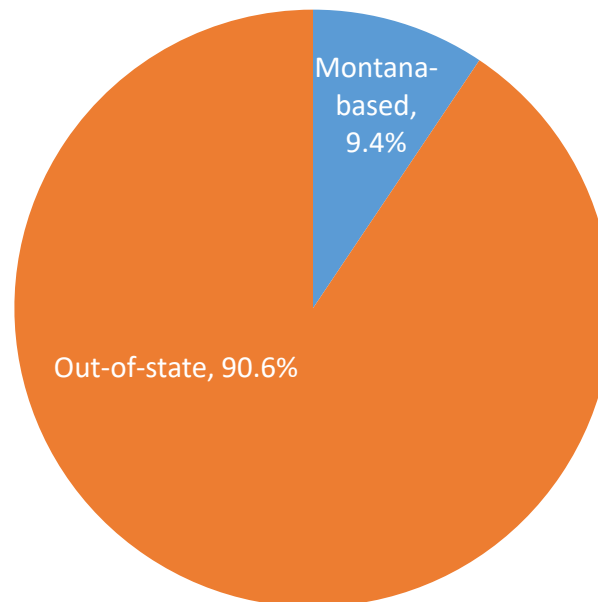
| Website | Responses % |
|----------------|-------------|
| BBC | 18.4% |
| CNN | 14.7% |
| FOX | 11.0% |
| MSN | 6.1% |
| NPR | 2.0% |
| GOOGLE | 1.9% |
| NEW YORK TIMES | 1.8% |
| DAILYMAIL | 1.4% |

Most credible website for INTERNATIONAL news – 45 responses

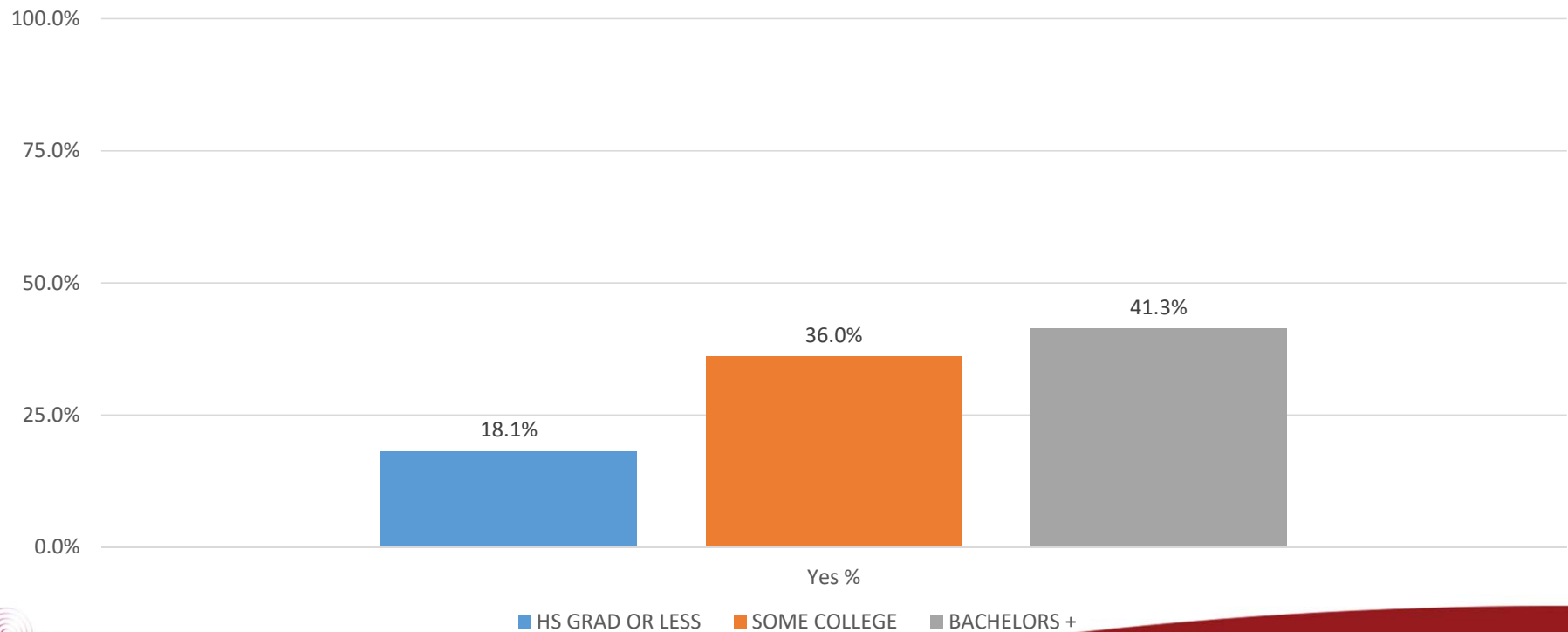
| Website | Responses % |
|---------|-------------|
| BBC | 19.9% |
| CNN | 16.1% |
| FOX | 9.4% |

Montana-based versus out-of-state websites cited as most frequent source of international news

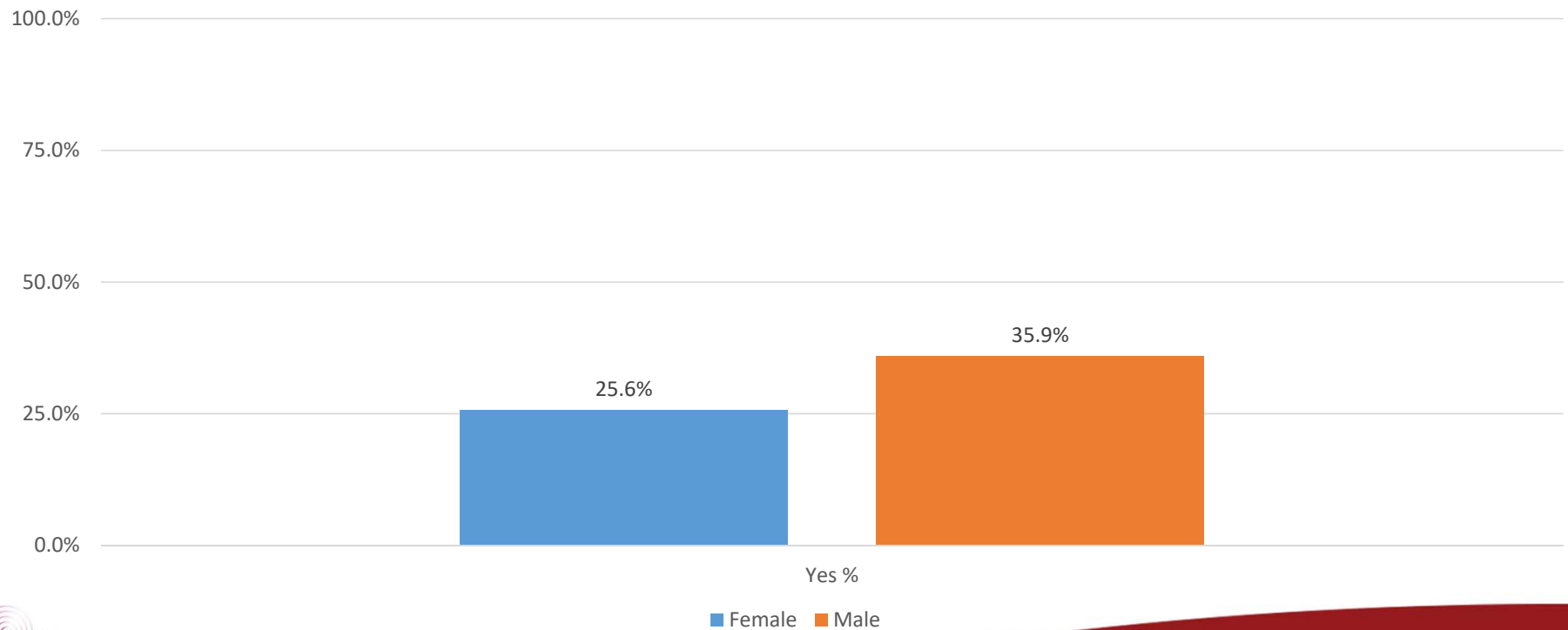
32 different websites mentioned



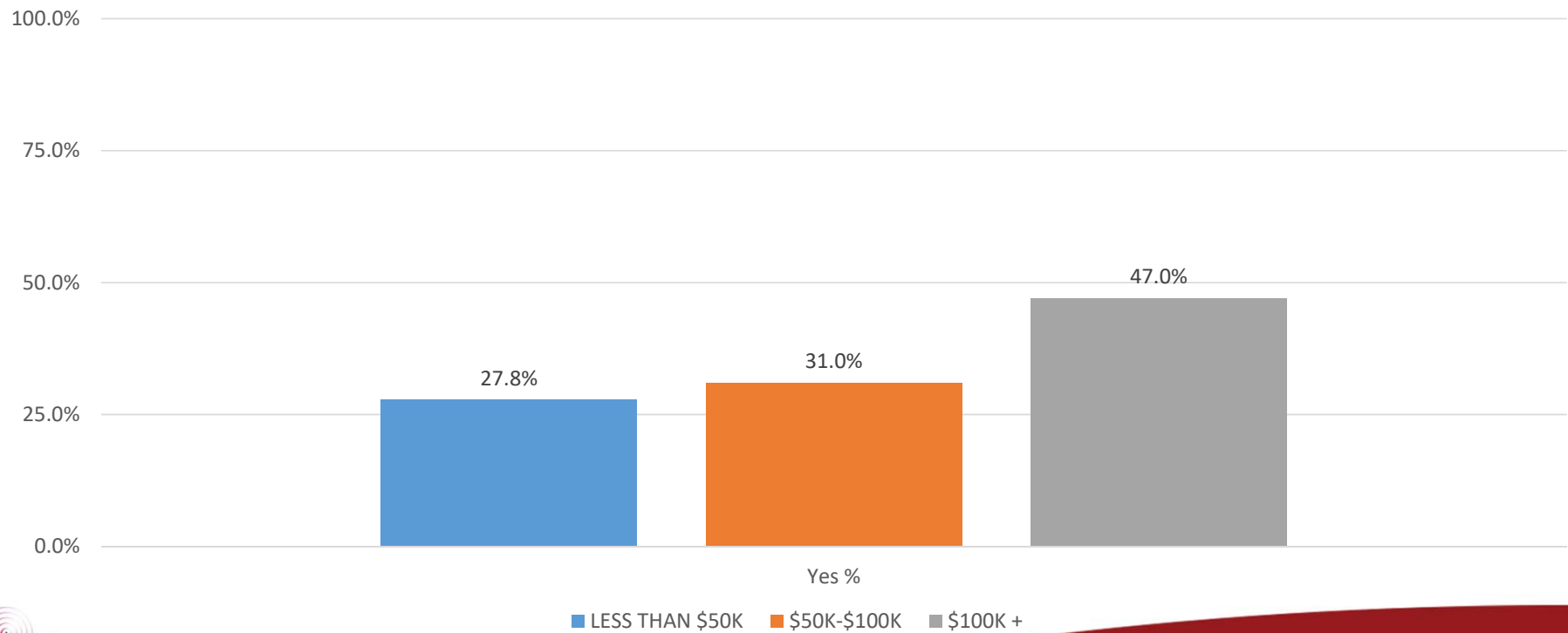
Educational attainment by gets international news from the internet



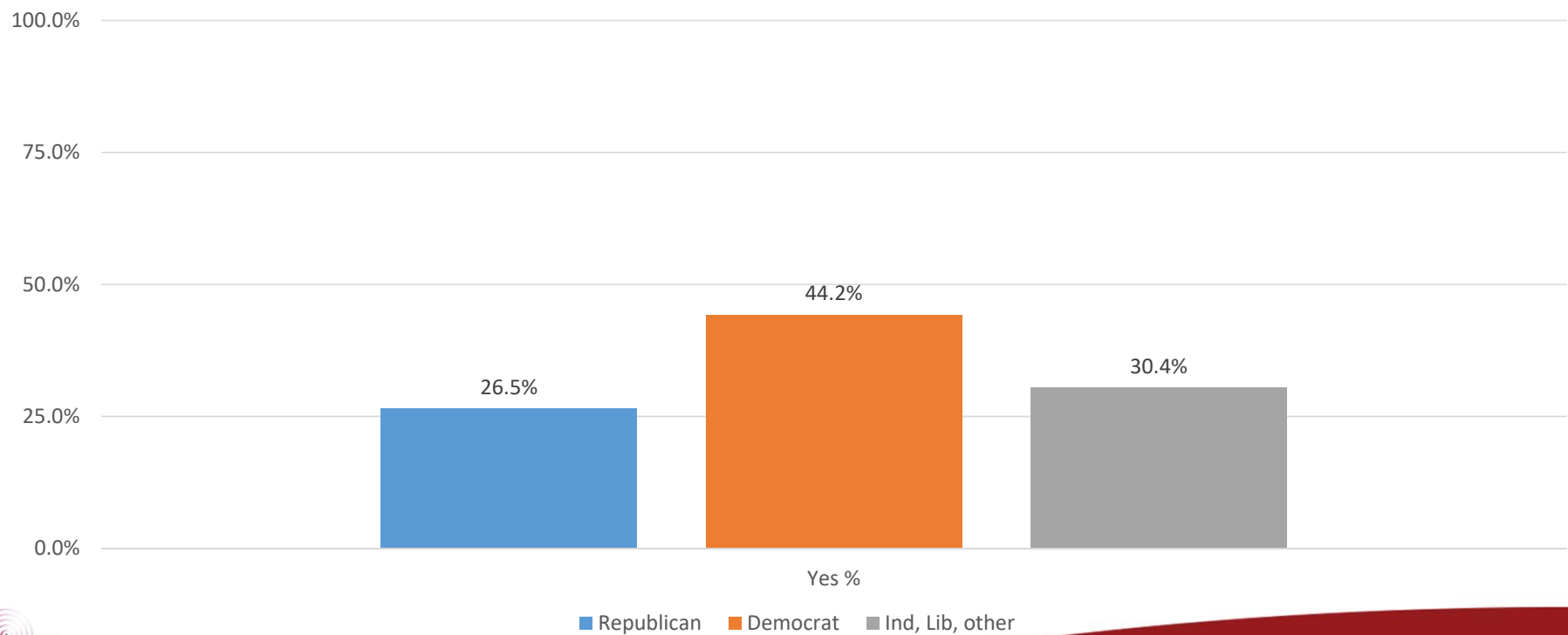
Gender by gets international news from the internet



Household income by gets international news from the internet



Political party identification by gets international news from the internet



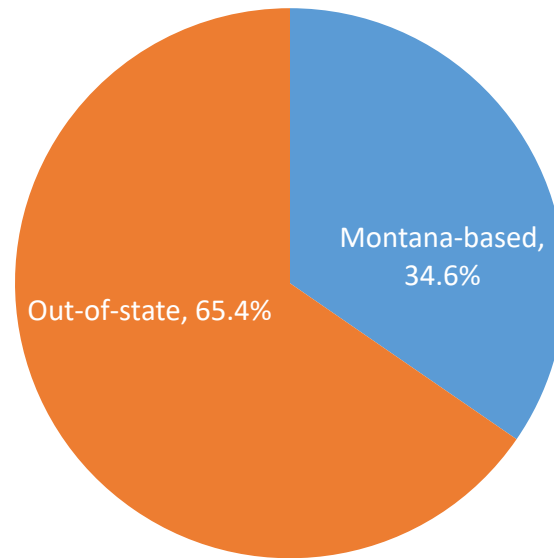
Sports news websites

Websites most frequently used for SPORTS news – 203 responses

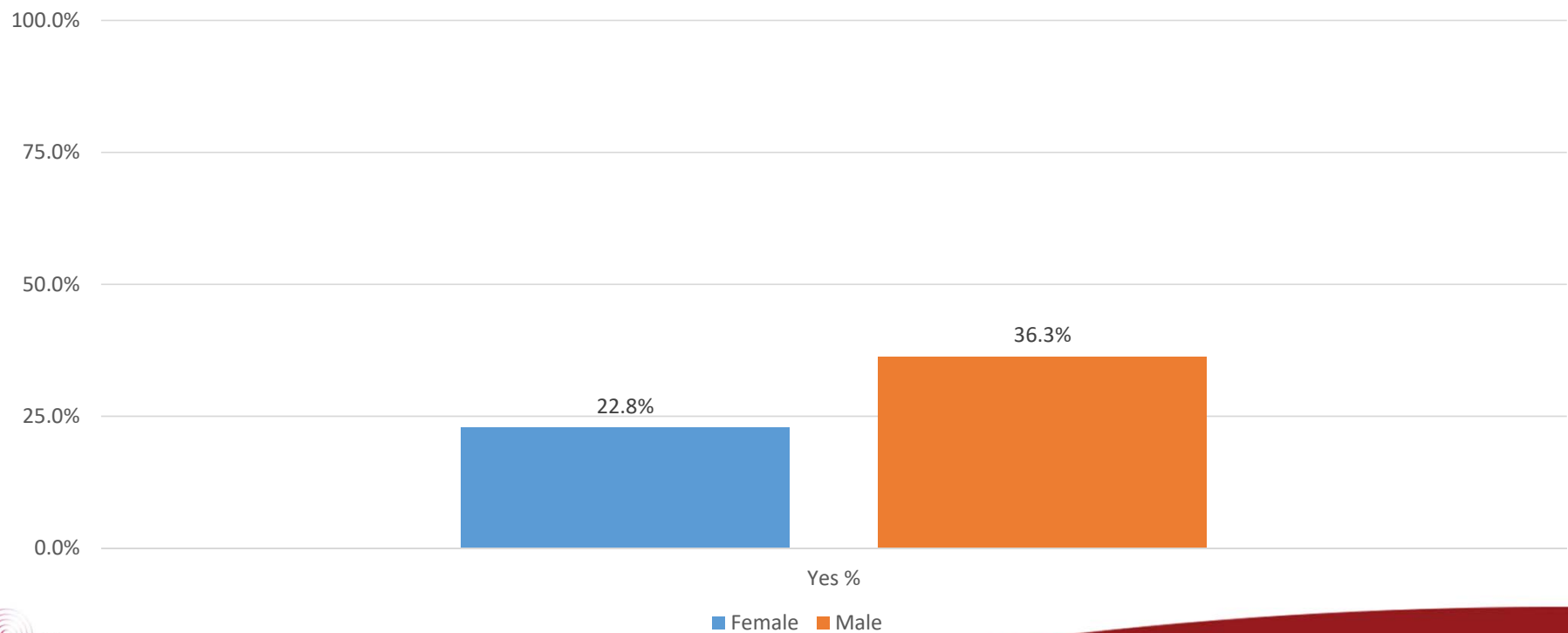
| Website | Responses % |
|--------------------------|-------------|
| ESPN | 34.2% |
| NFL.COM | 9.7% |
| YAHOO | 4.4% |
| MSN | 4.0% |
| FOX | 3.2% |
| BILLINGS GAZETTE WEBSITE | 3.2% |
| GOOGLE | 2.7% |
| UM GRIZ SITE | 1.8% |

Montana-based versus out-of-state websites cited as most frequent source of sports news

26 different websites mentioned



Gender by gets sports news from the internet



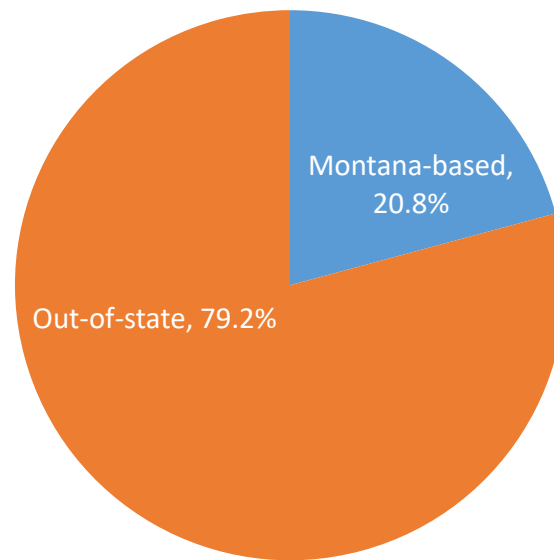
Entertainment news websites

Websites most frequently used for ENTERTAINMENT news – 139 responses

| Website | Responses % |
|----------|-------------|
| TMZ | 6.0% |
| E! NEWS | 5.9% |
| MSN | 4.7% |
| YAHOO | 4.6% |
| BUZZFEED | 3.4% |
| FOX | 3.4% |
| PEOPLE | 3.3% |
| YOUTUBE | 2.5% |

Montana-based versus out-of-state websites cited as most frequent source of entertainment news

24 different websites mentioned



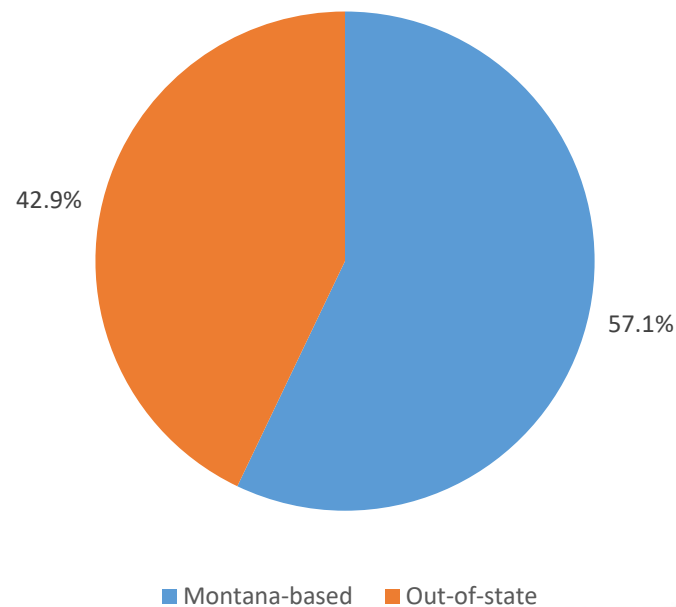
Agriculture news websites

Websites most frequently used for AGRICULTURE news – 103 responses

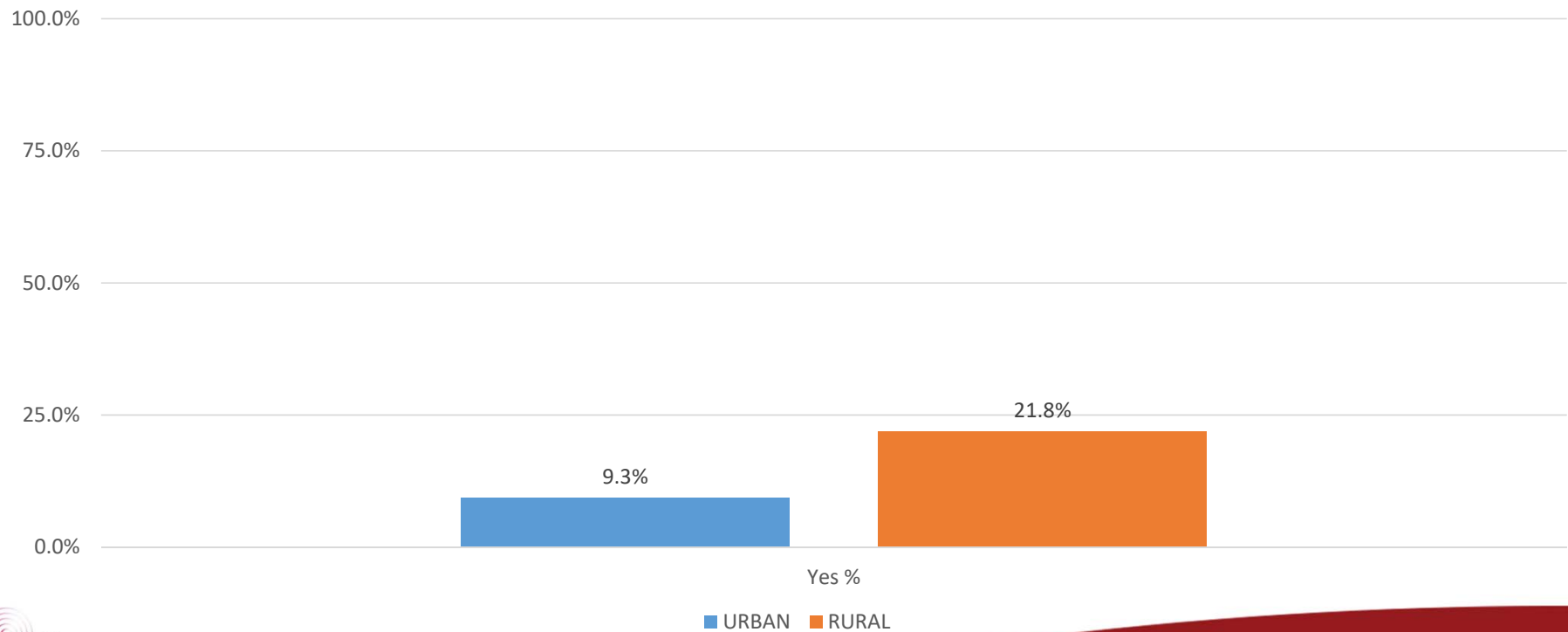
| Website | Responses % |
|---------------------------------|-------------|
| NORTHERN AG NETWORK | 10.5% |
| RFDTV | 4.2% |
| BILLINGS GAZETTE WEBSITE | 3.1% |
| MONTANA CATTLEMEN'S ASSOCIATION | 3.1% |
| MSU EXTENSION | 2.4% |
| GREAT FALLS TRIBUNE | 2.4% |
| MISSOULIAN WEBSITE | 2.4% |
| PBS/MONTANA PBS | 2.3% |

Montana-based versus out-of-state websites cited as most frequent source of agriculture news

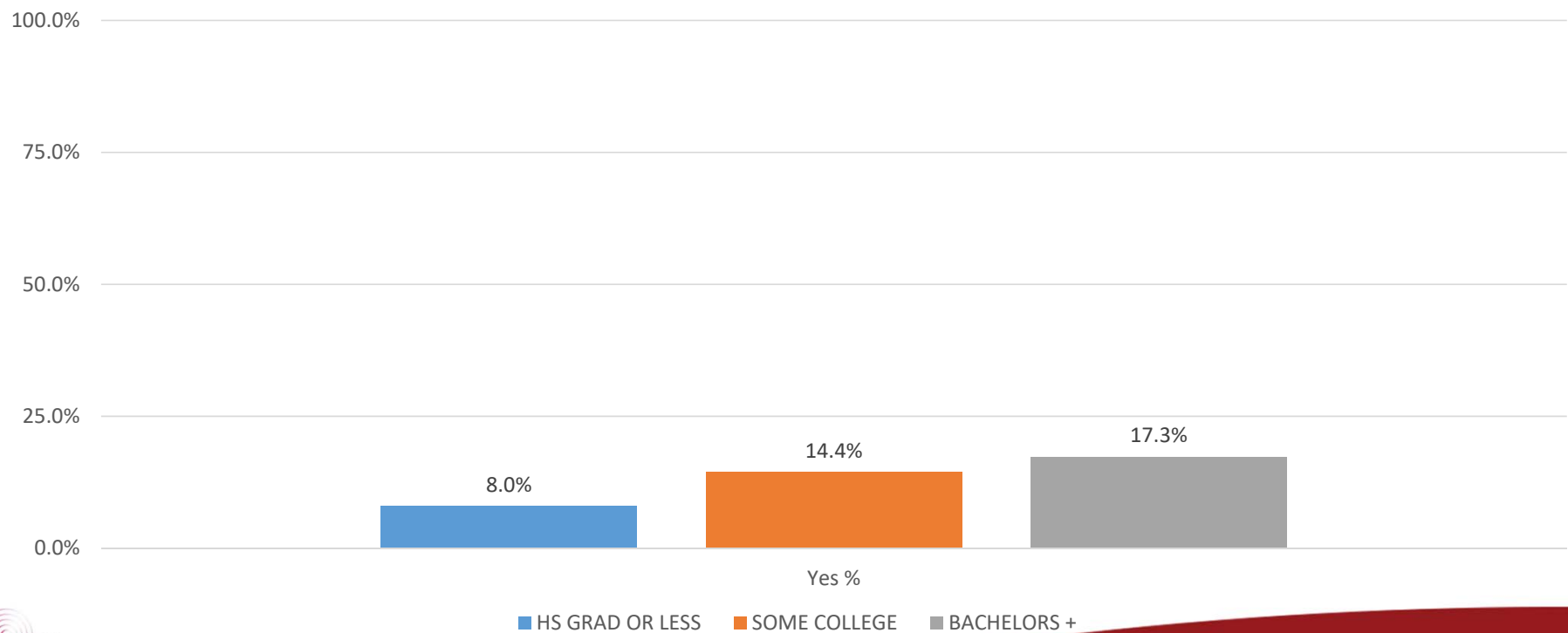
21 different websites mentioned



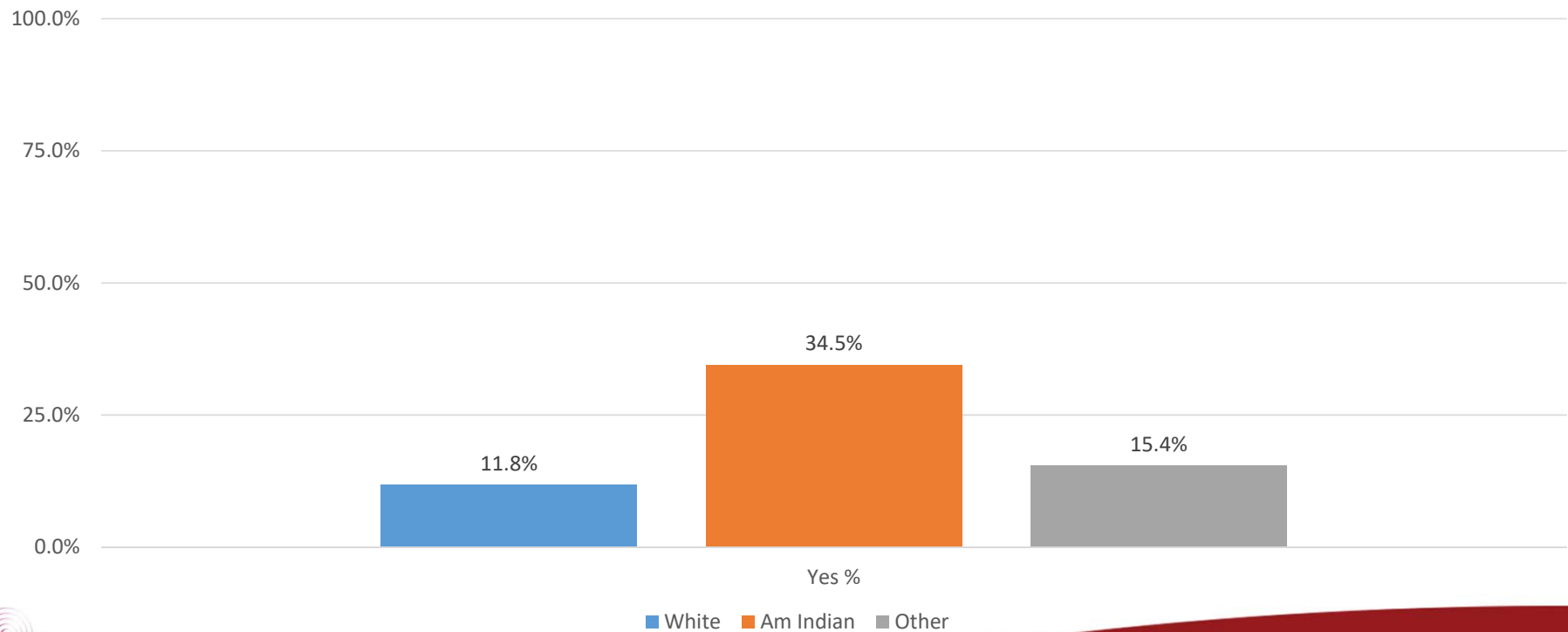
Urban vs. Rural by gets agricultural news from the internet



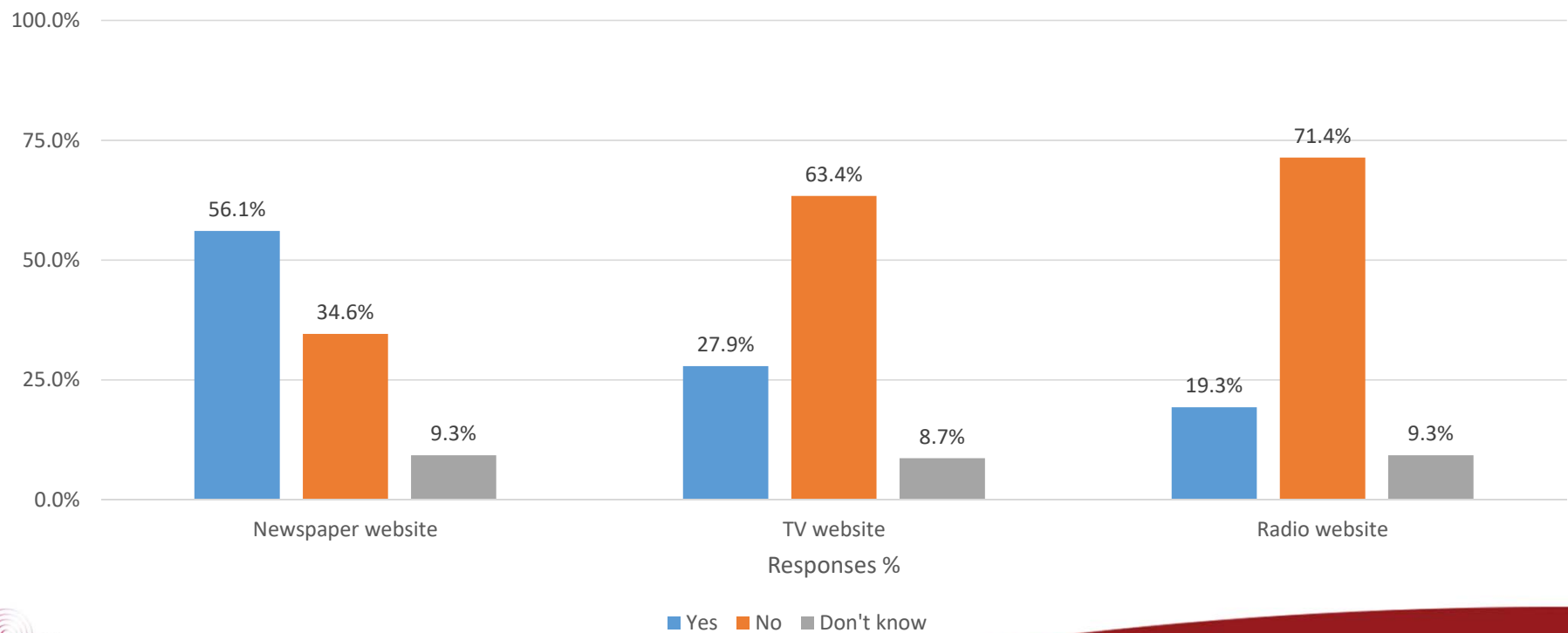
Educational attainment by gets agricultural news from the internet



Race by gets agricultural news from the internet



When you access news on the internet, do you ever access a TV, radio, or newspaper website?

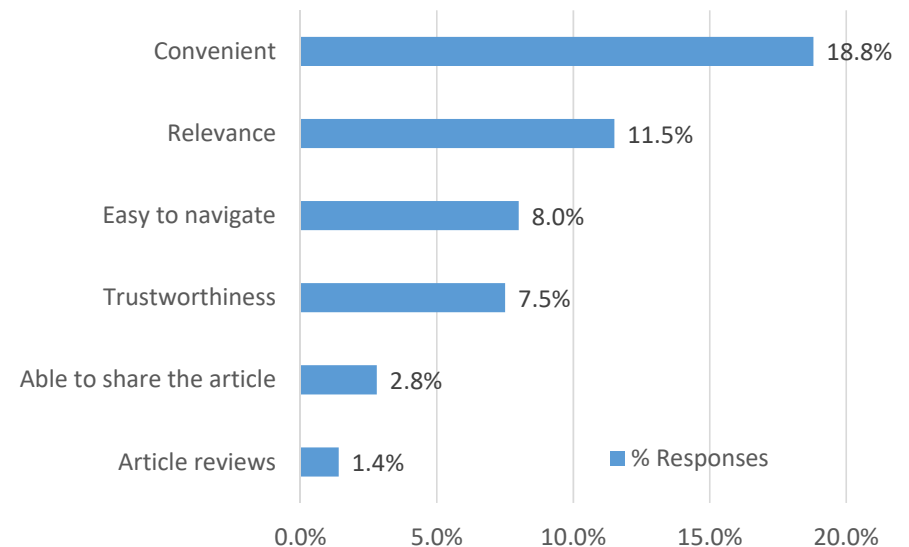


Newspaper news websites

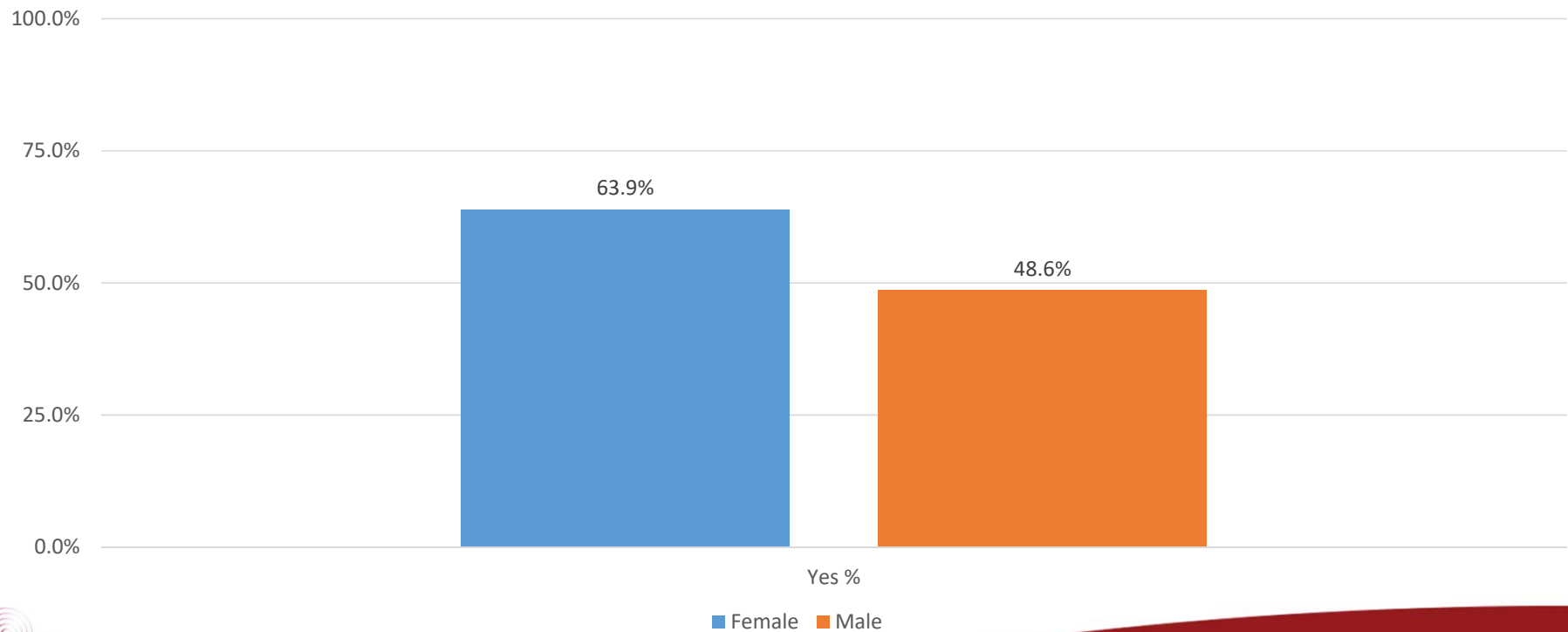
NEWSPAPER news websites most frequently used – 322 responses

| Website | Responses % |
|-----------------------------|-------------|
| BILLINGS GAZETTE | 27.6% |
| MISSOULIAN | 15.8% |
| GREAT FALLS TRIBUNE | 9.0% |
| NEW YORK TIMES | 6.5% |
| HELENA INDEPENDENT RECORD | 6.2% |
| BOZEMAN CHRONICLE | 5.0% |
| DAILY INTERLAKE (KALISPELL) | 5.0% |
| MONTANA STANDARD (BUTTE) | 5.0% |

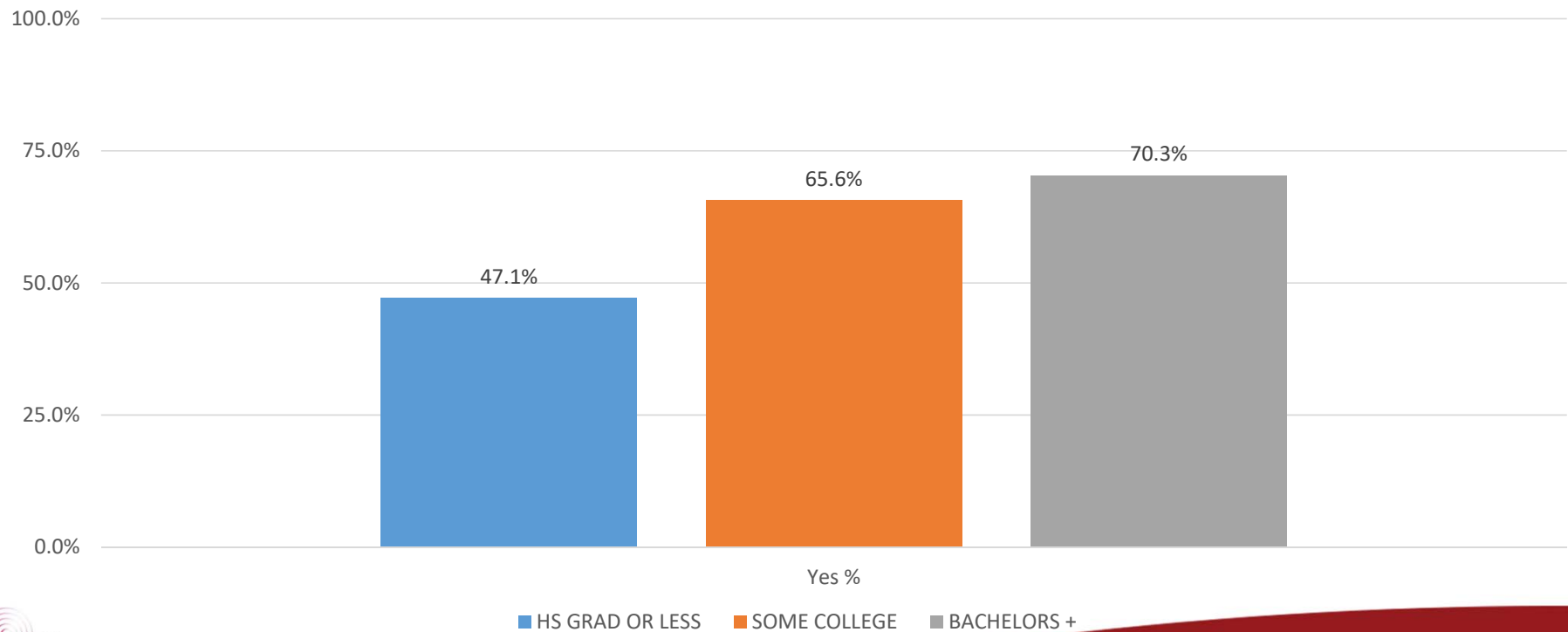
What characteristics of on-line NEWSPAPER news sites appeal to you the most?



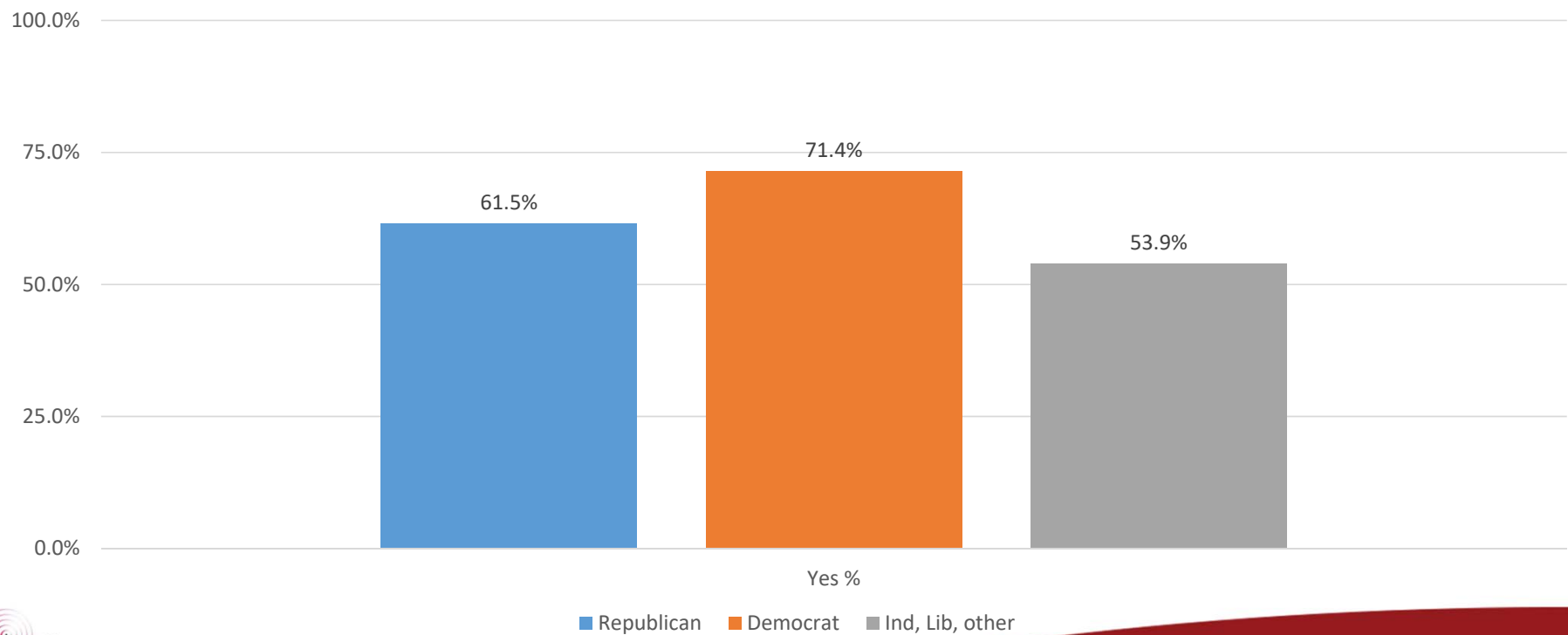
Gender by accesses newspaper news websites



Educational attainment by accesses newspaper news websites



Political party identification by accesses newspaper news websites

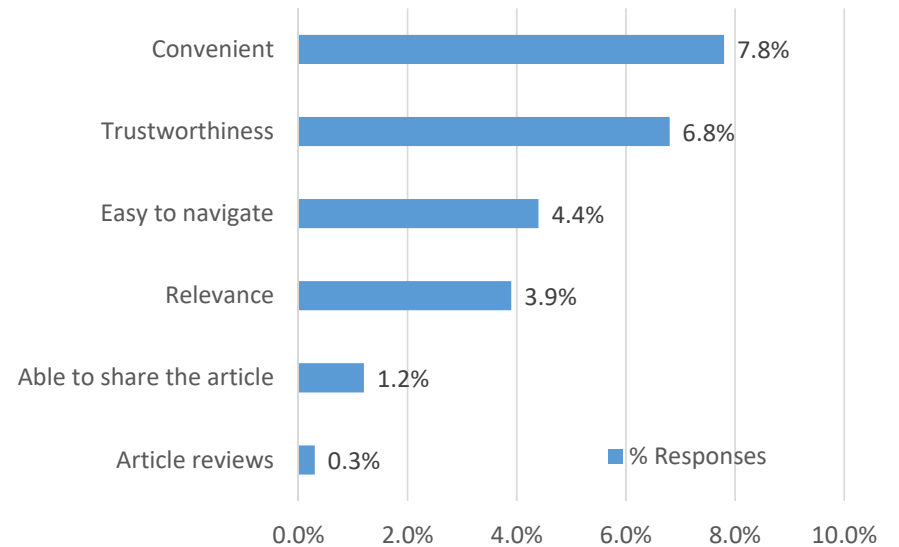


TV news websites

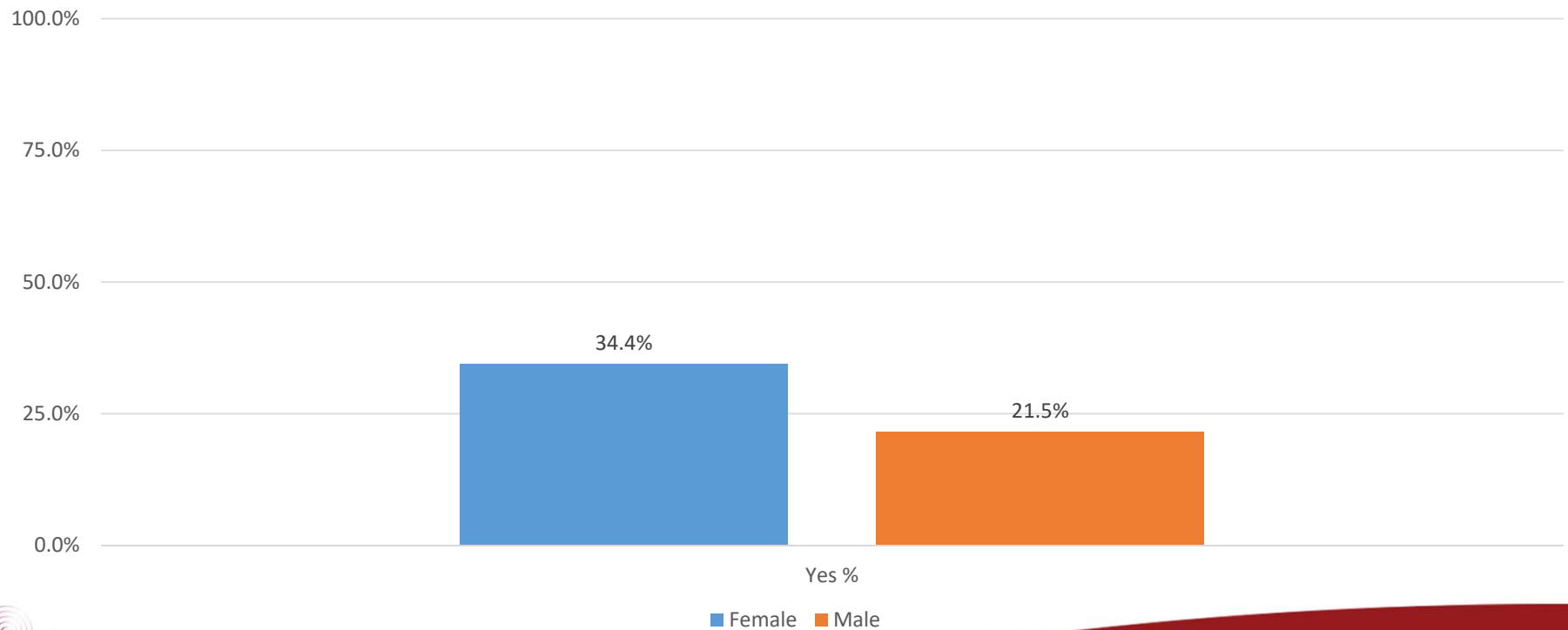
TV news websites most frequently used – 146 responses

| Website | Responses % |
|----------------|-------------|
| KPAX.COM | 12.3% |
| CBS | 10.3% |
| FOX NEWS | 10.3% |
| NBC | 10.3% |
| ABC | 8.2% |
| NBCMONTANA.COM | 8.2% |
| KTVQ.COM | 7.5% |
| CNN | 6.2% |

What characteristics of on-line TV news sites appeal to you the most?



Gender by accesses TV news websites

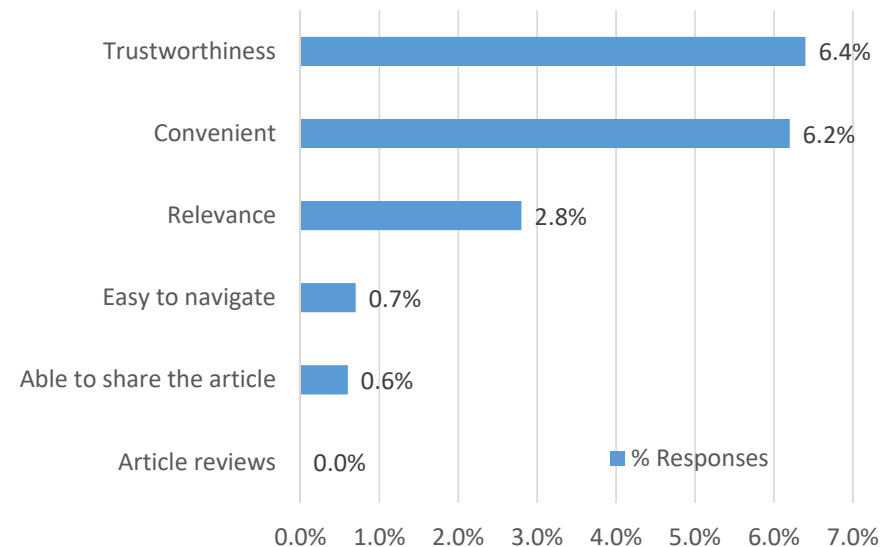


Radio station websites

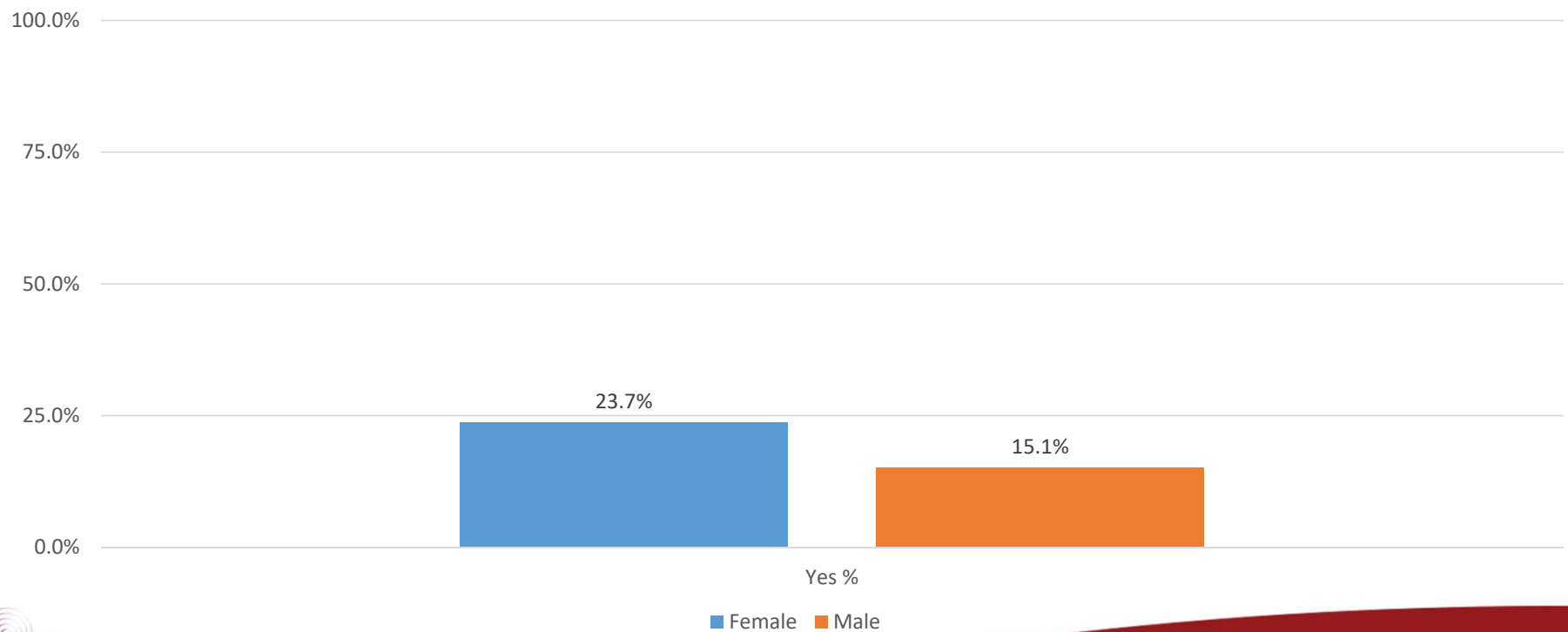
RADIO STATION websites most frequently used – 70 responses

| Website | Responses % |
|----------------------|-------------|
| NPR | 20.0% |
| MONTANA PUBLIC RADIO | 8.6% |
| KRSQ HOT 101.9 | 5.7% |
| PANDORA | 5.7% |
| KGVO | 4.3% |
| I HEART RADIO | 4.3% |
| KGGL EAGLE 93 | 2.9% |
| KPQX | 2.9% |

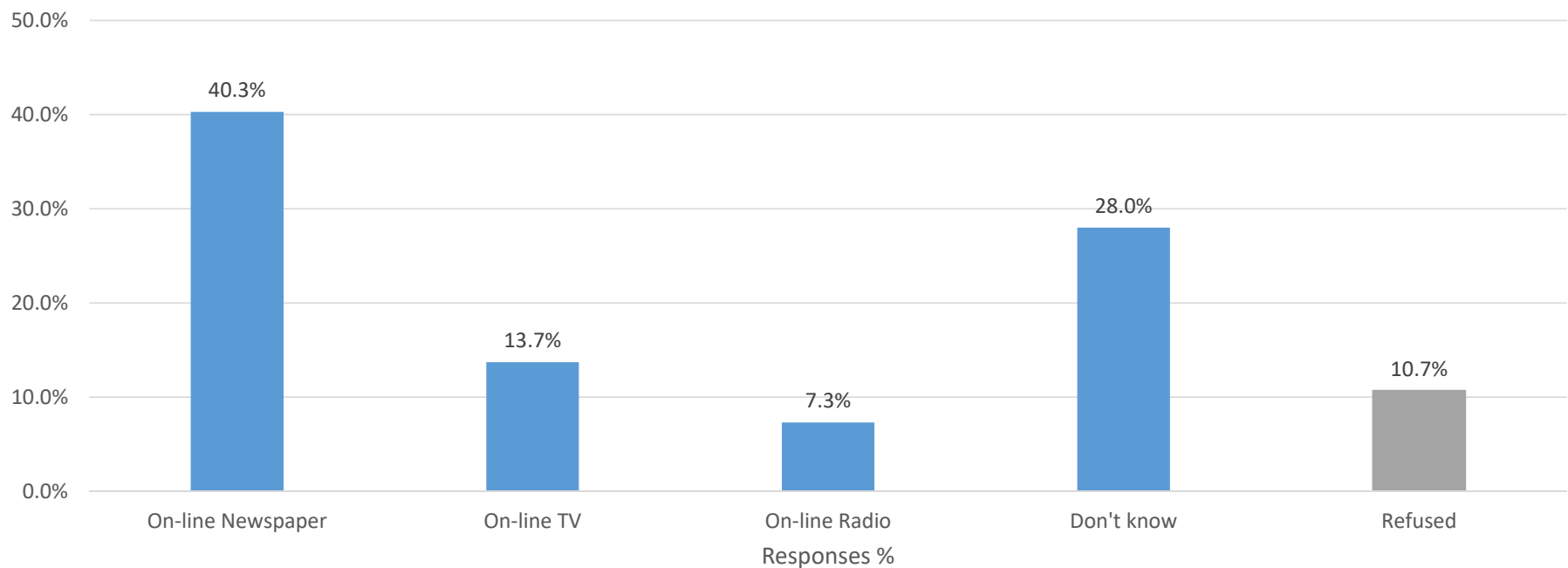
What characteristics of on-line RADIO STATION sites appeal to you the most?



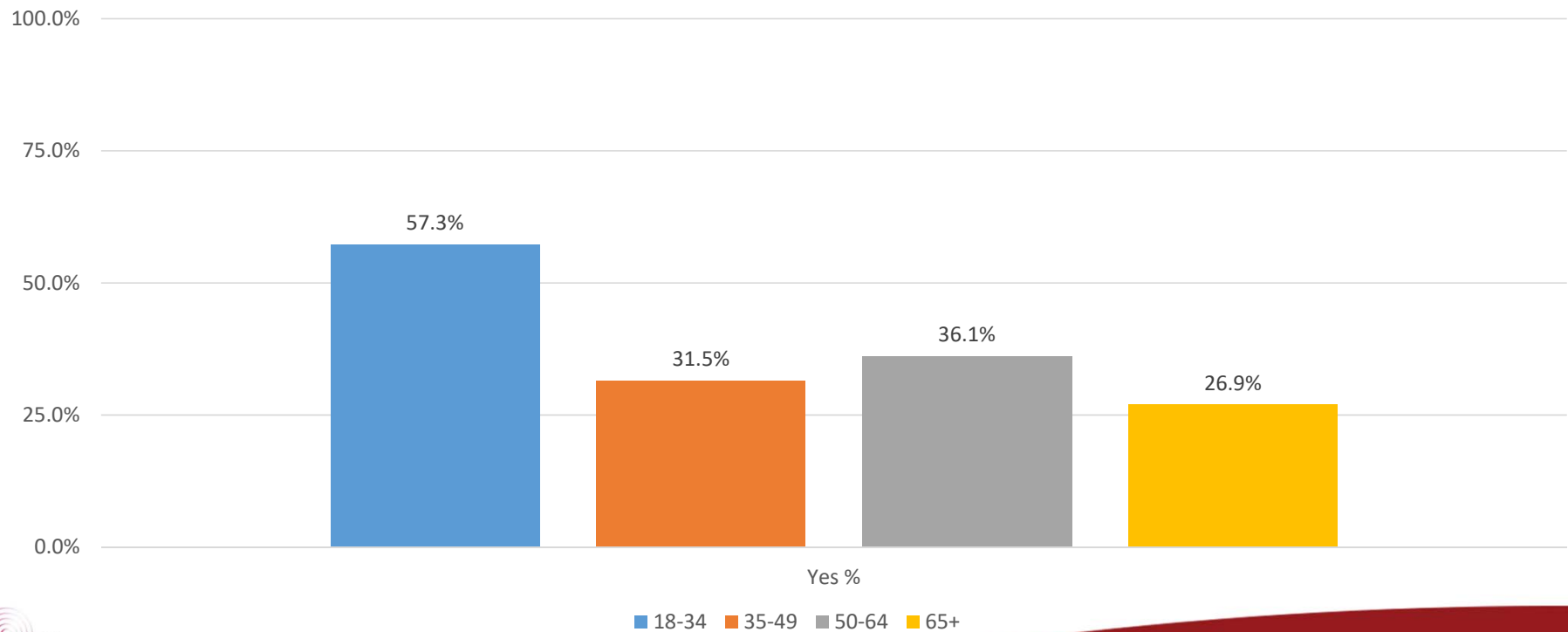
Gender by accesses radio websites



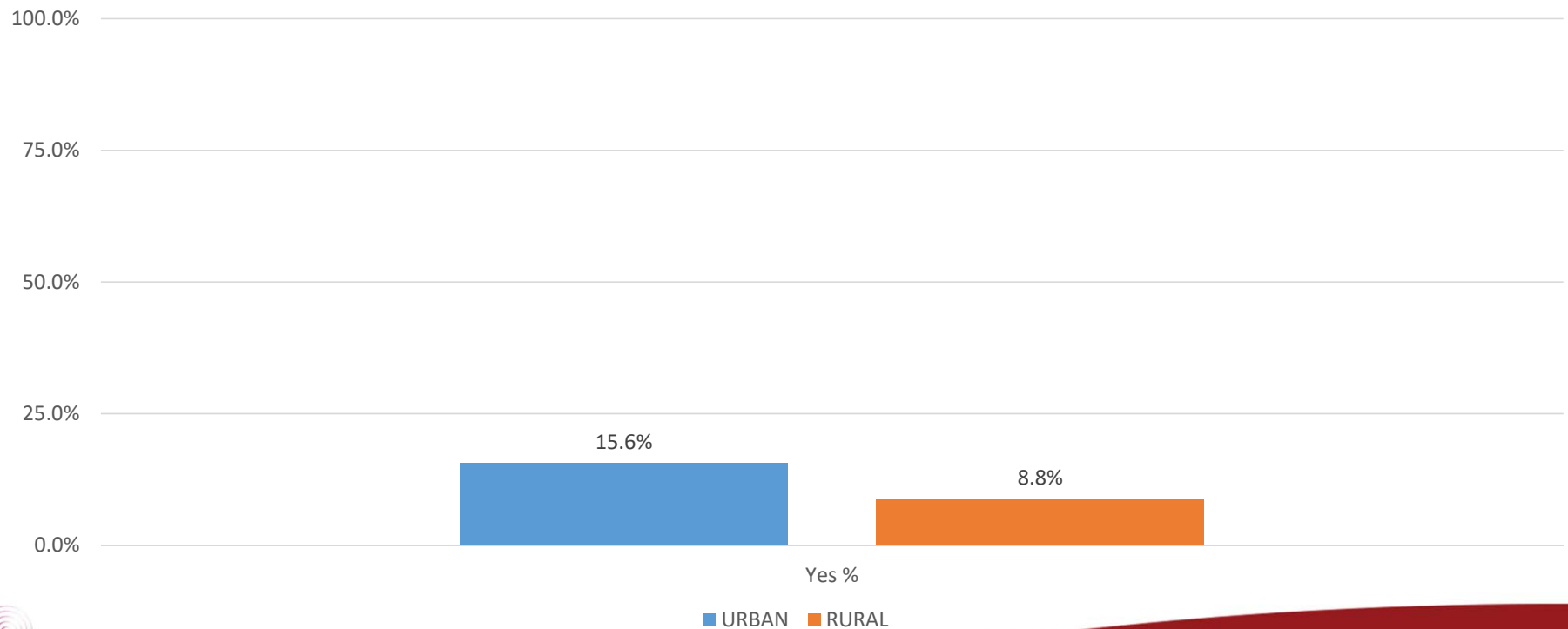
Of these three internet news sources, which internet news source do you feel is most credible?



Age by newspaper website as the type of internet news source that is most credible

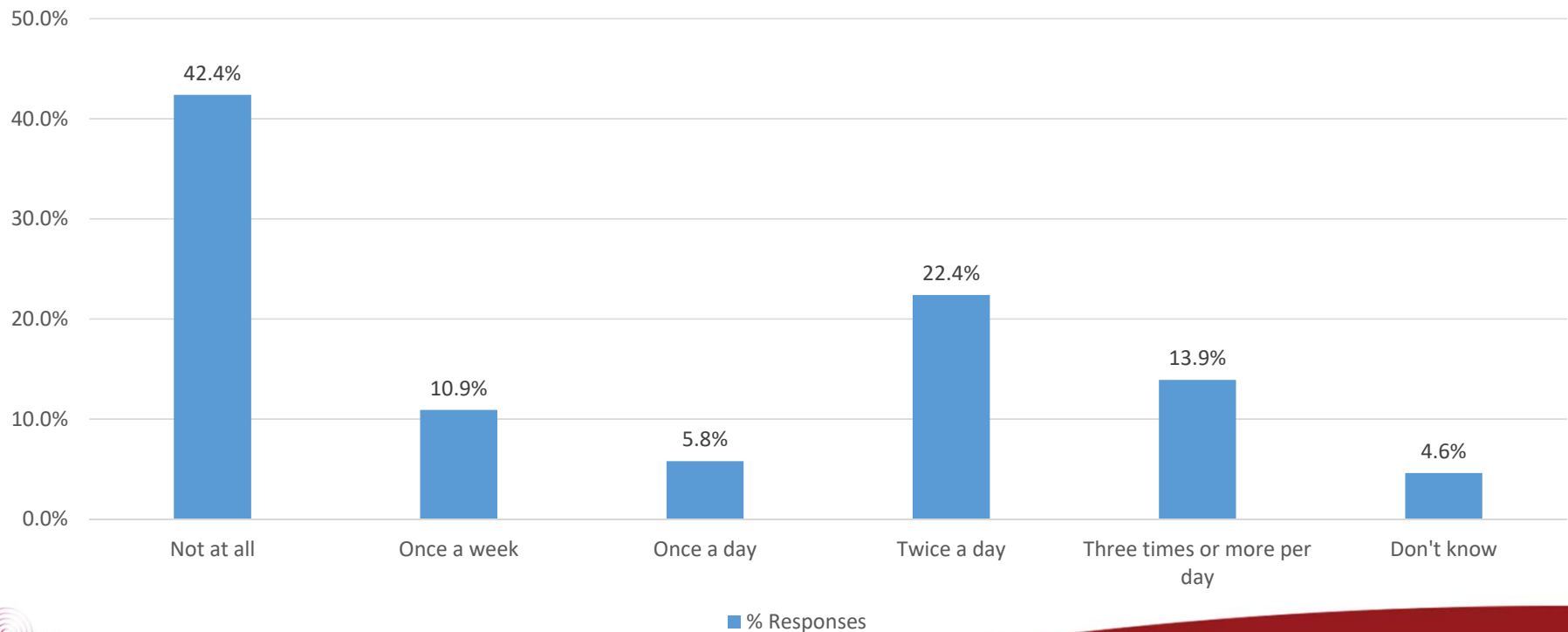


Urban vs. Rural by TV website as the type of internet news source that is most credible

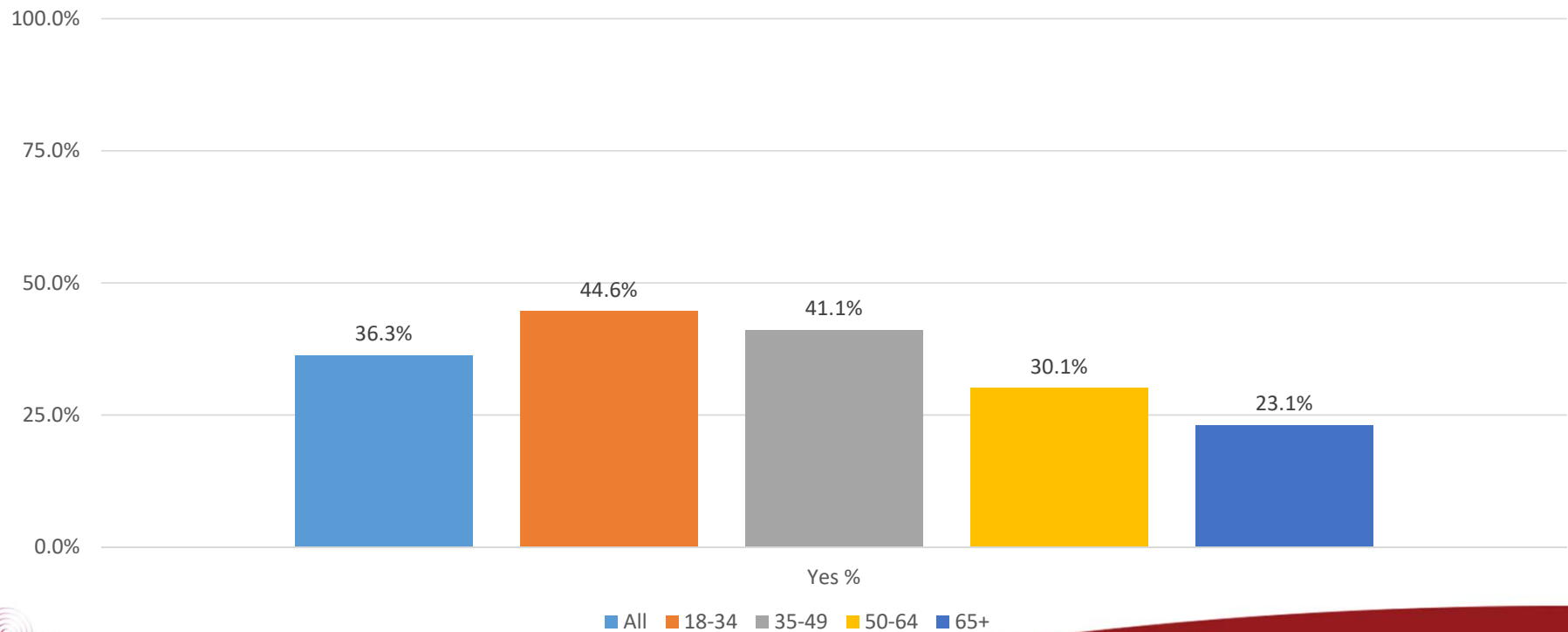


Montanans' news access through social media

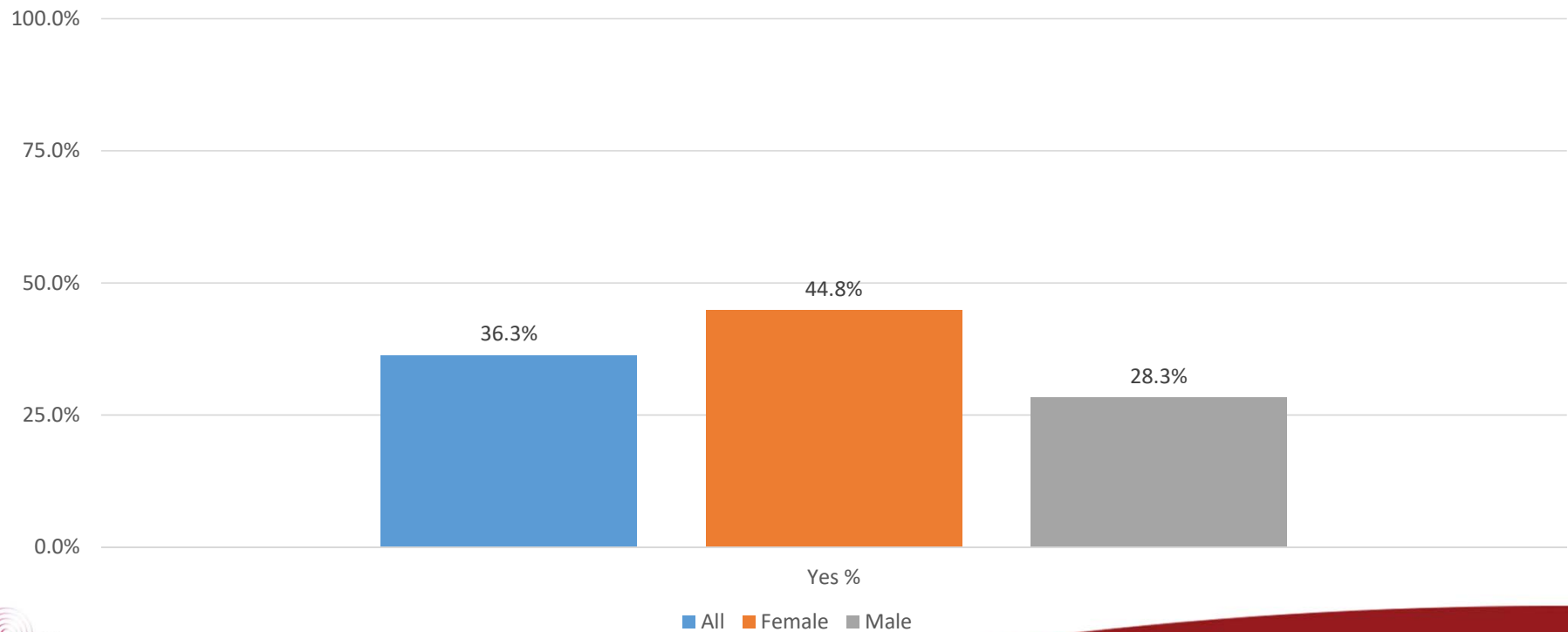
Thinking back over the last week (7 days) how often did you, if at all, access a news item through a social media site like Facebook or Twitter? N = 492



Age by accesses a news item through a social media website twice a day or more



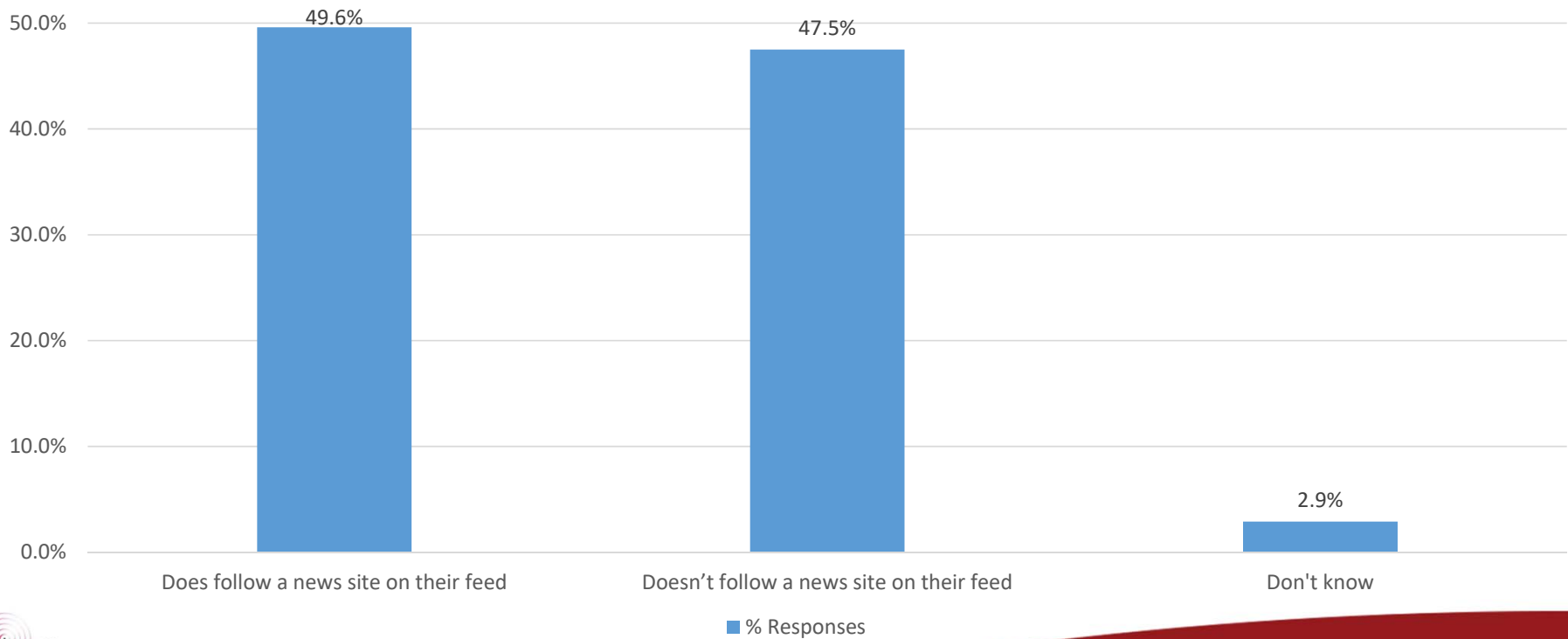
Gender by accesses a news item through a social media website twice a day or more



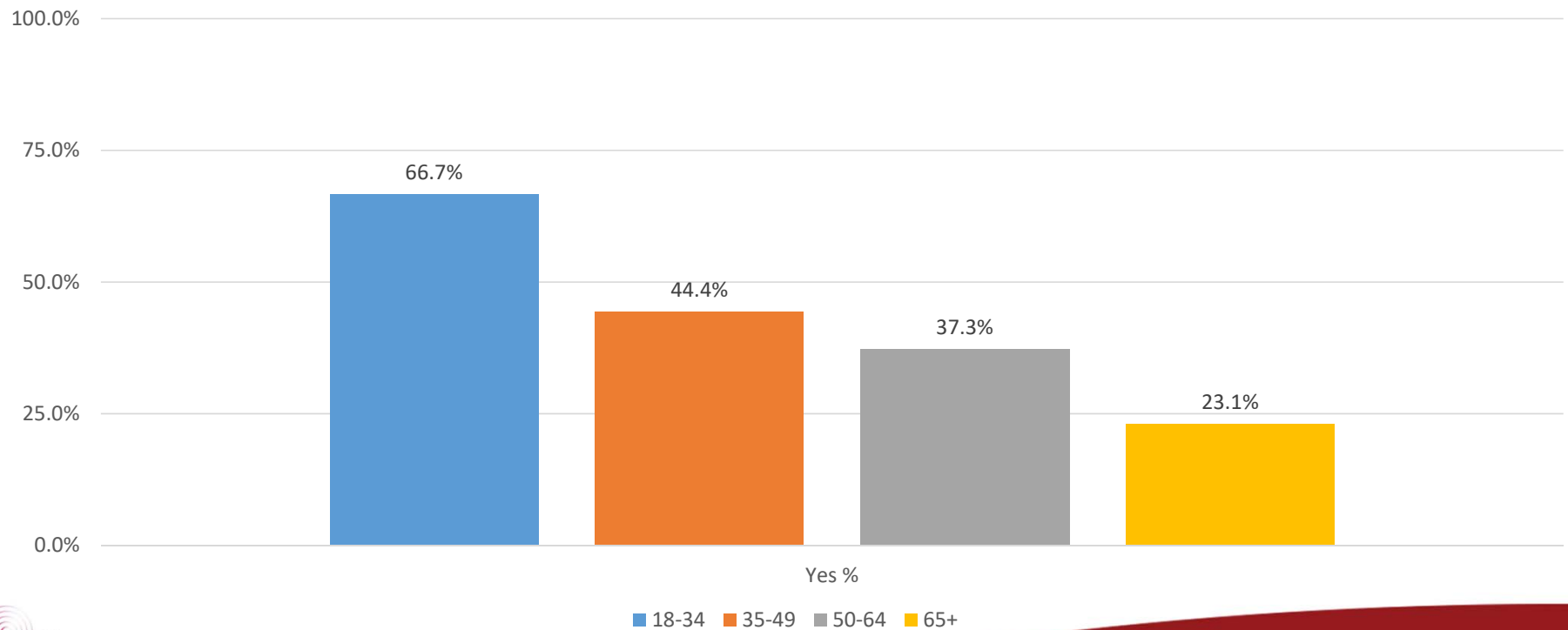
A closer look only at people who access news through social media like Facebook or Twitter

N = 264

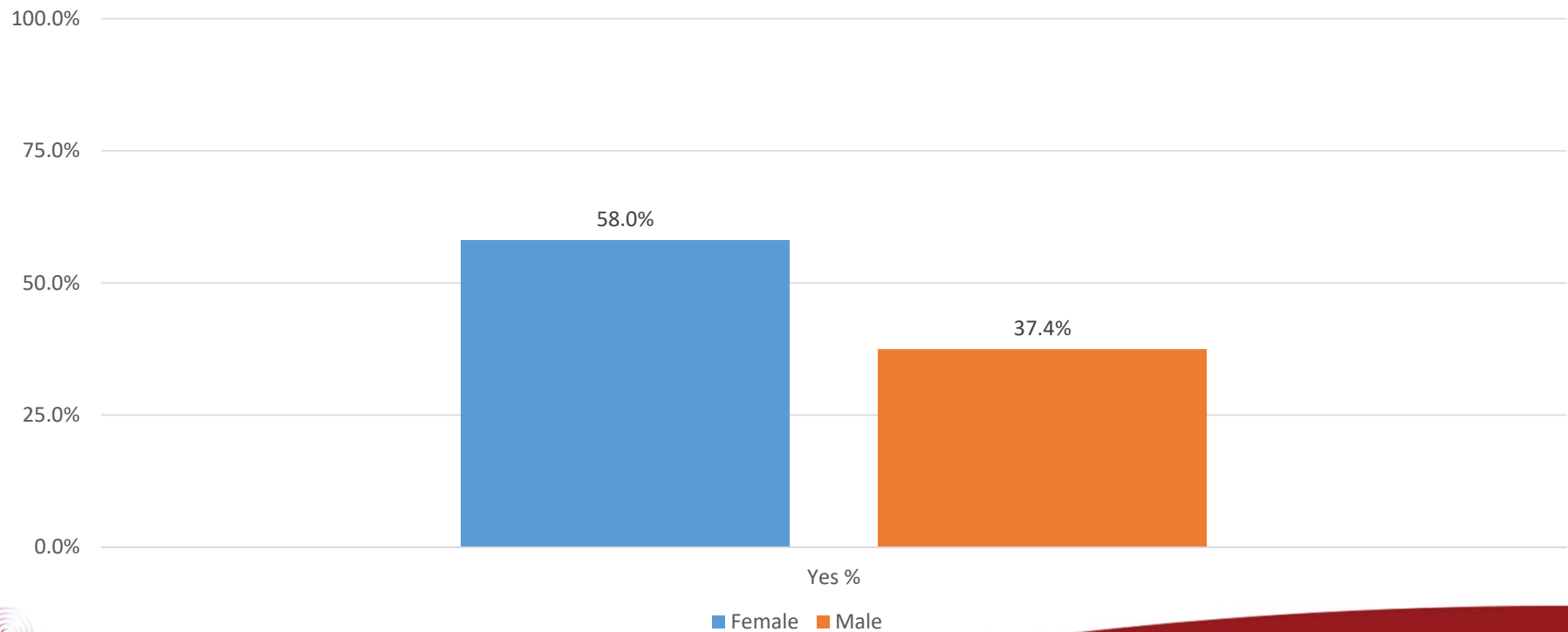
Do you follow a news provider's site on your Facebook or Twitter feed, or not? N = 264



Age by follows a news provider's site on their Facebook or Twitter feed N = 264

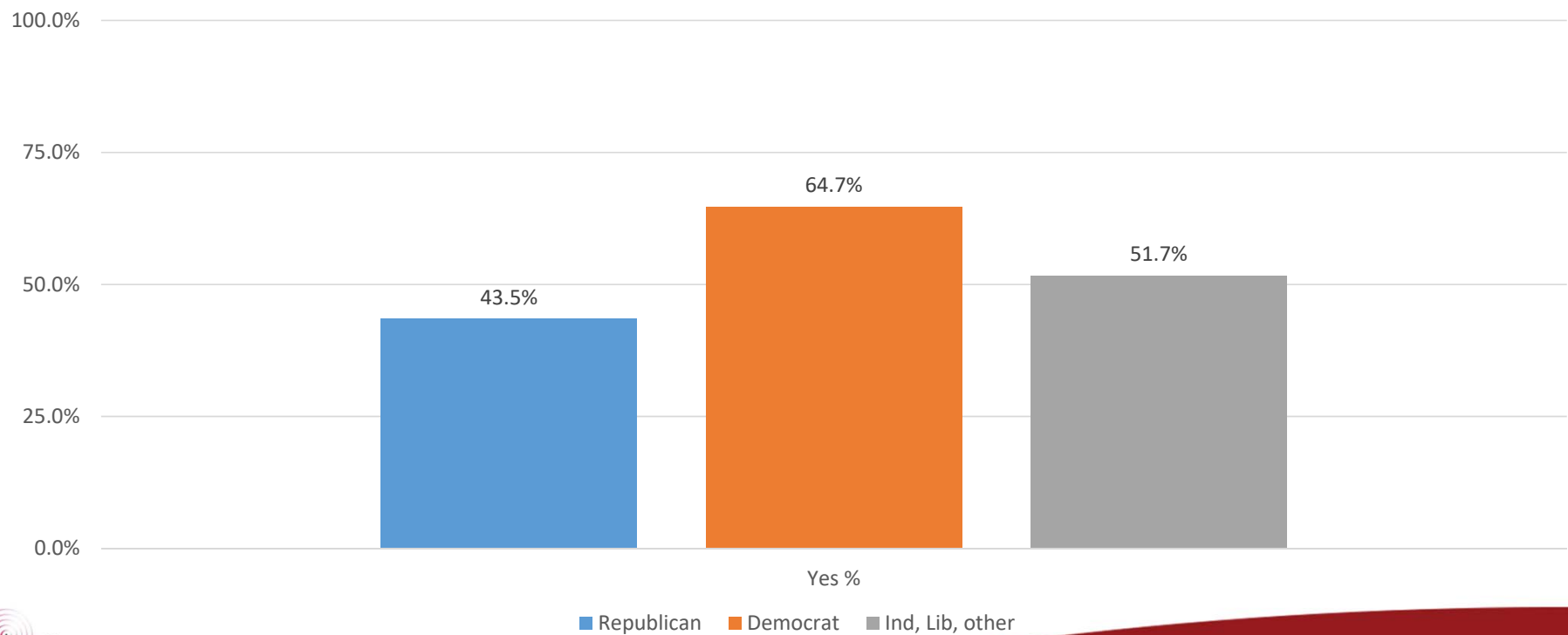


Gender by follows a news provider's site on their Facebook or Twitter feed N = 264



Political party identification by follows a news provider's site on their Facebook or Twitter feed

N = 264

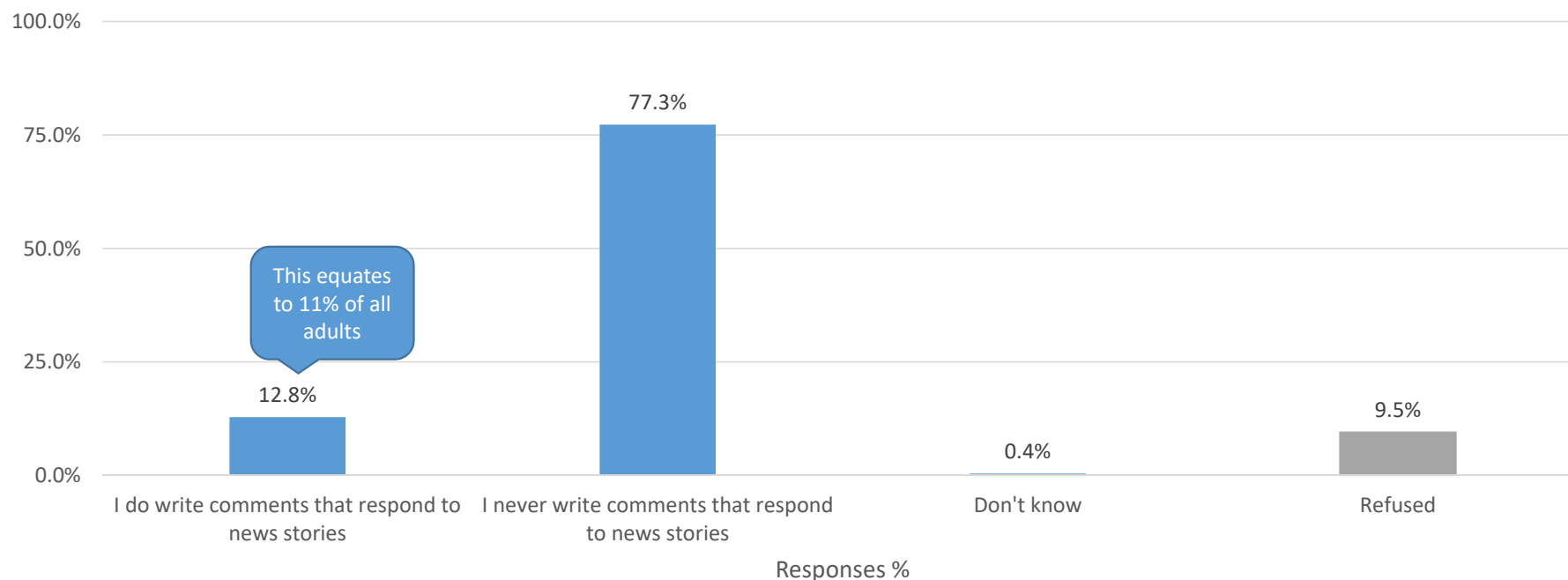


What are the one or two news provider's sites that you use most frequently on Facebook or Twitter for news and information? N = 264

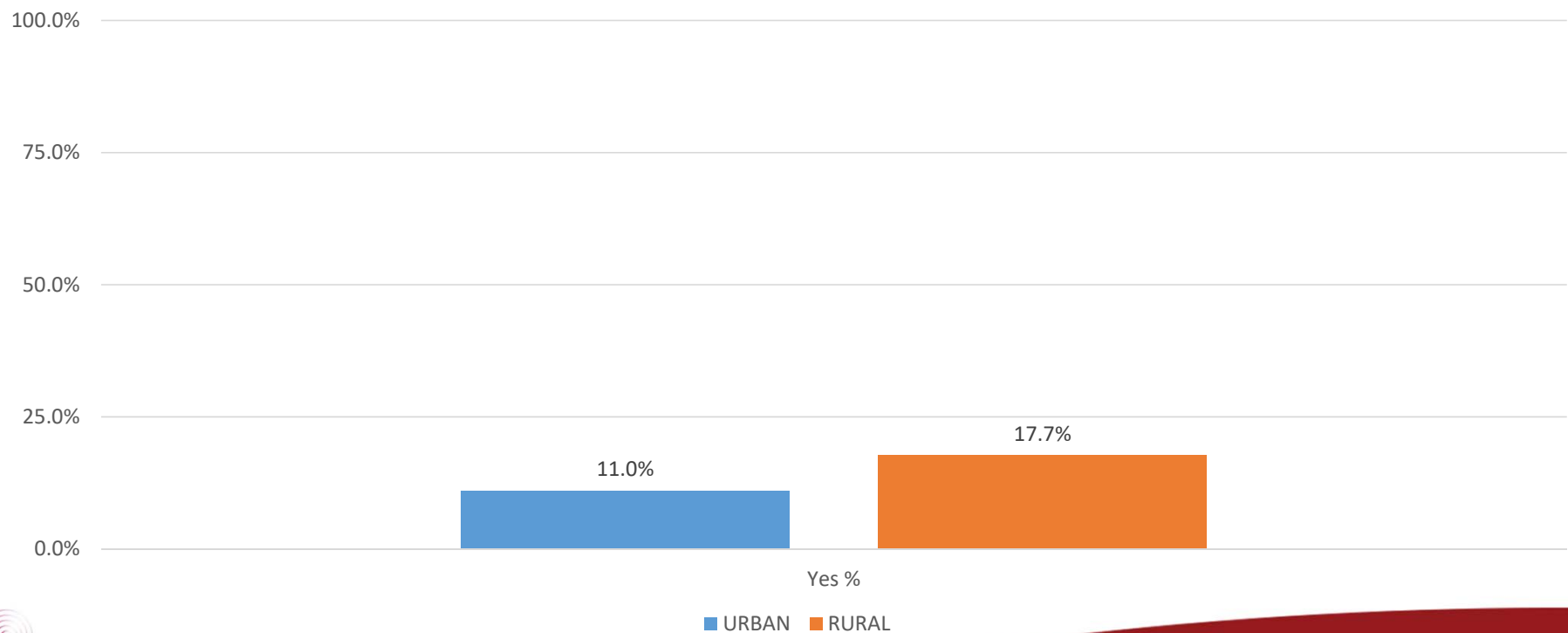
| Website | Responses % |
|---------------------|-------------|
| FOX | 7.2% |
| CNN | 5.7% |
| BILLINGS GAZETTE | 5.0% |
| KPAX | 4.5% |
| MISSOULIAN | 4.1% |
| KTVQ / Q2 | 3.9% |
| MSN | 2.3% |
| KRTV | 2.2% |
| HUFFINGTON POST | 1.8% |
| GREAT FALLS TRIBUNE | 1.8% |

Montanans' interactions with news website content

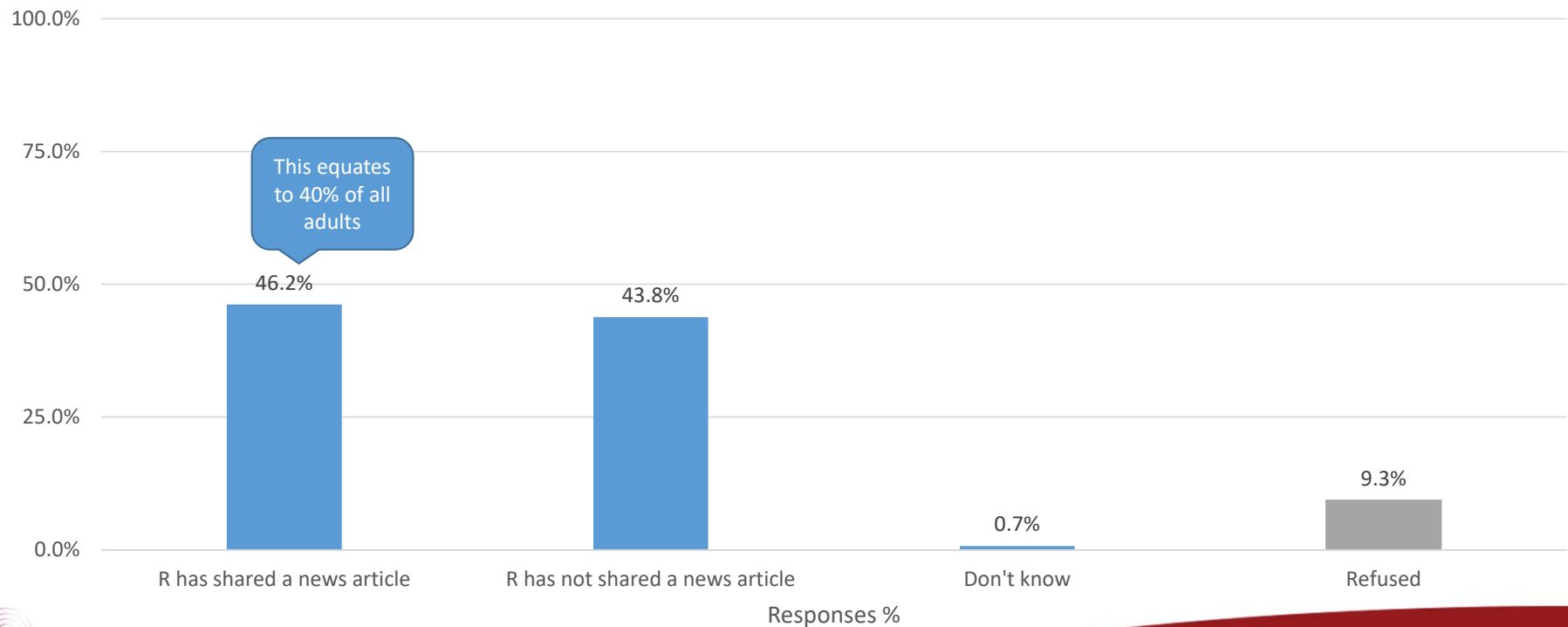
Some people write comments that respond to news stories that they access on the internet, while others choose not to. Do you ever? N = 492



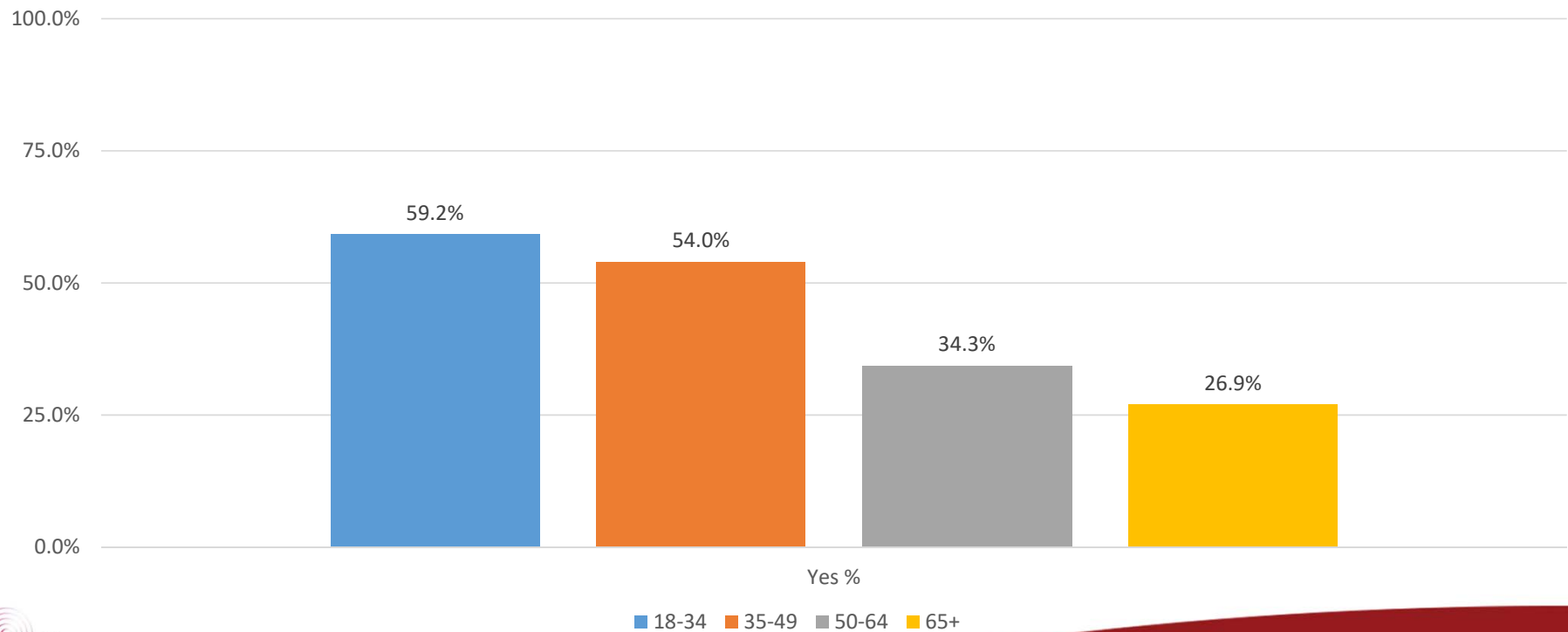
Urban vs. Rural by writes comments that respond to news stories that they access on the internet



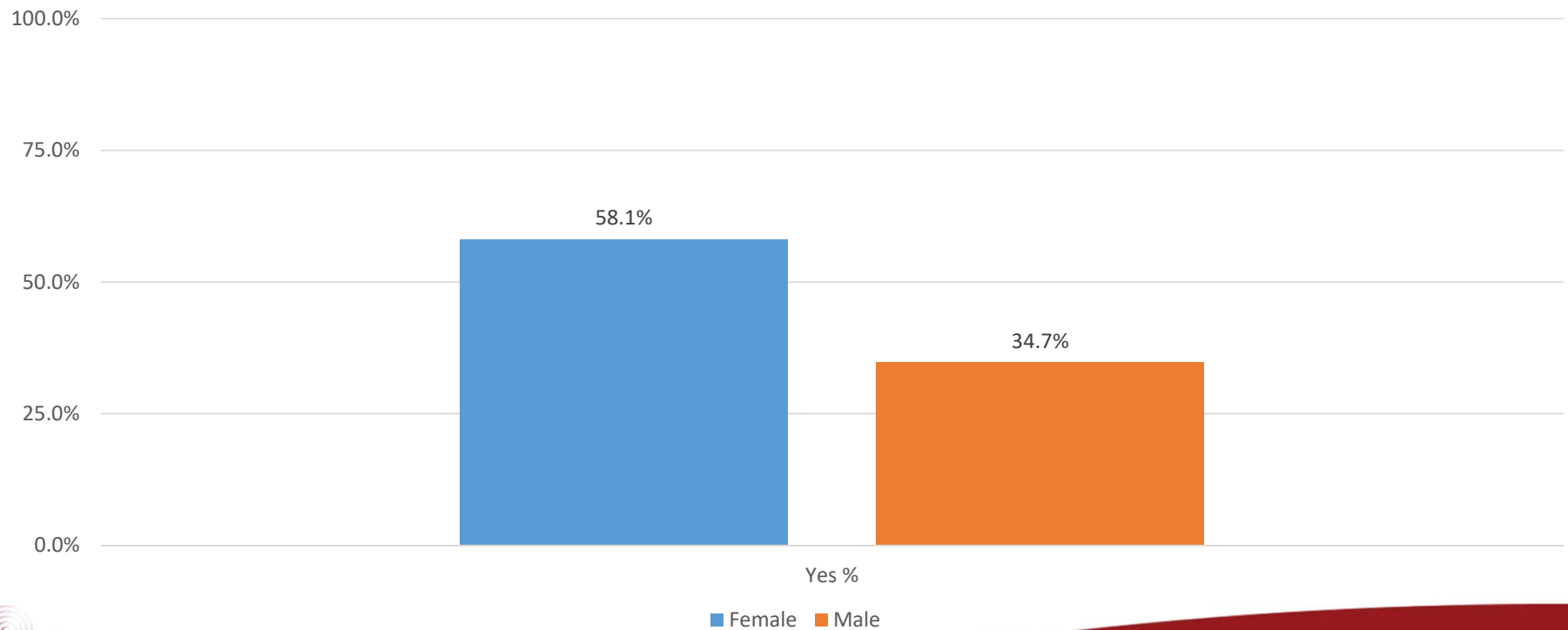
Have you ever shared a news article in an e-mail message or on a social media site like Facebook or Twitter, or not?



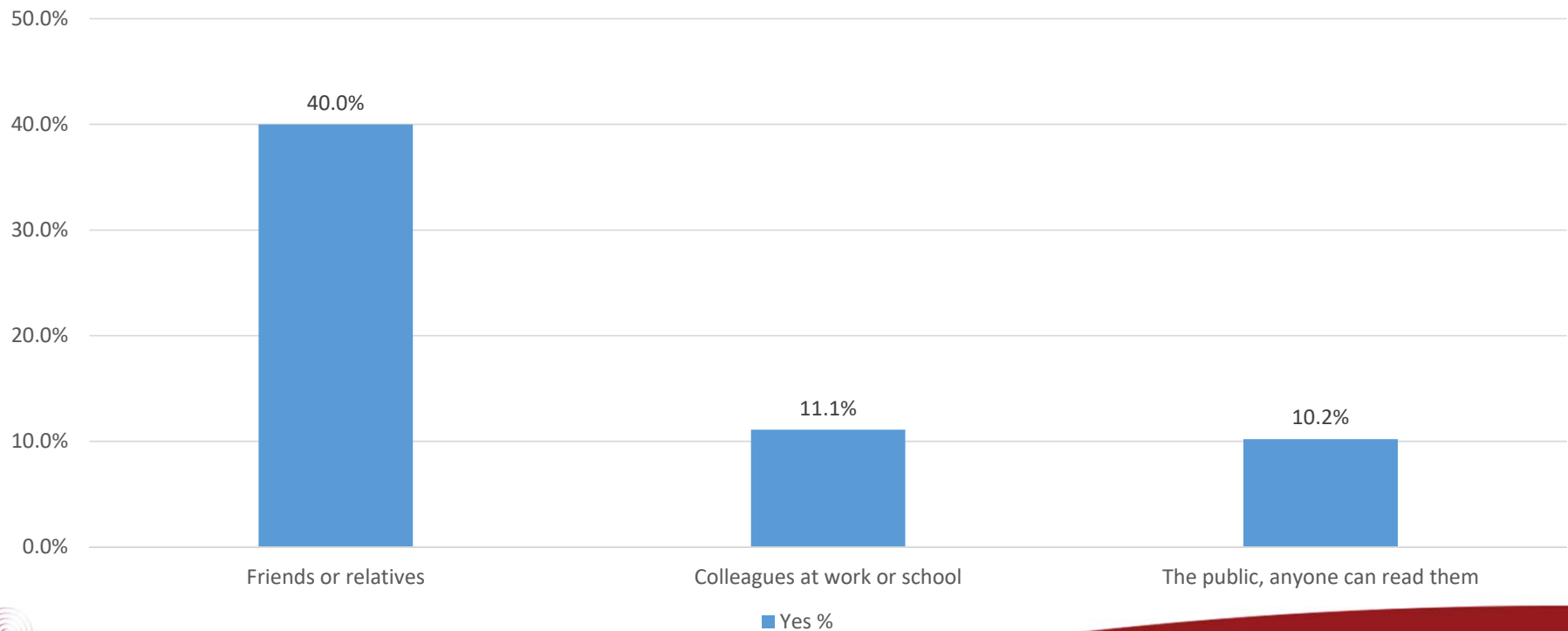
Age by ever shared a news article in an e-mail message or on a social media website



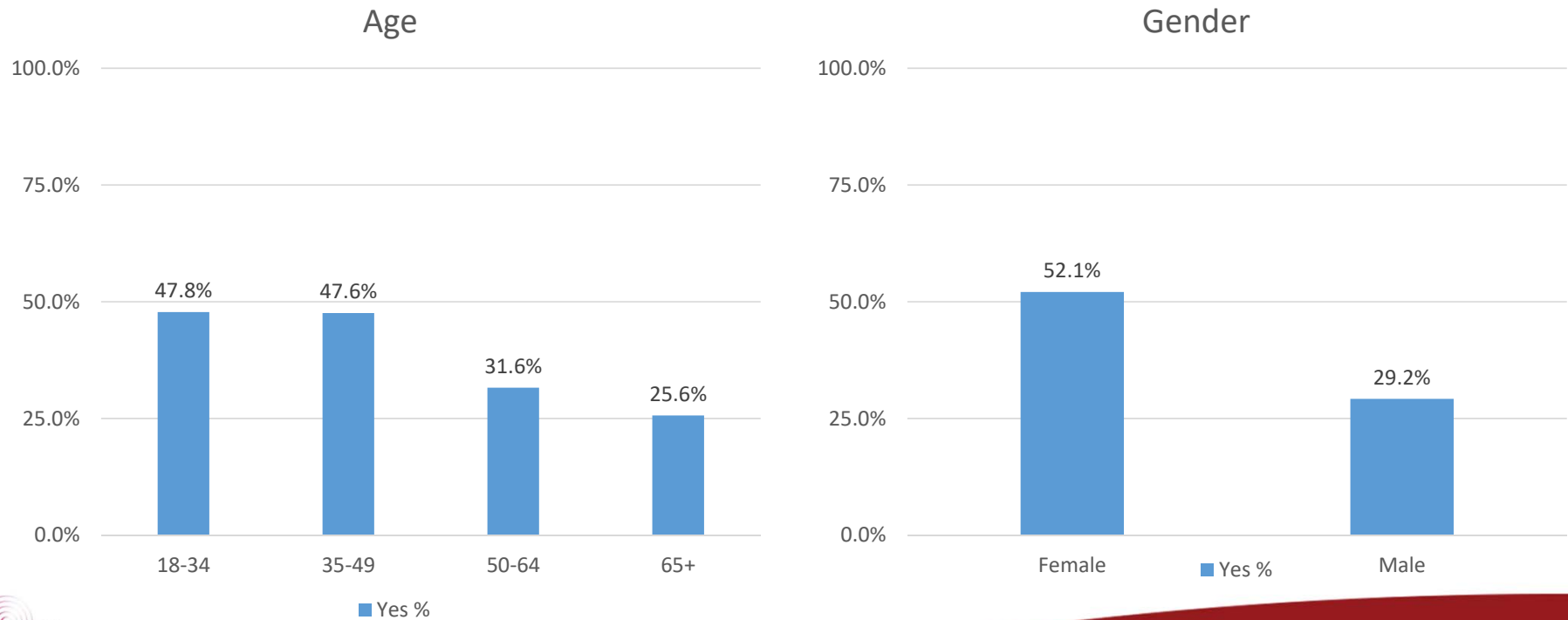
Gender by ever shared a news article in an e-mail message or on a social media website



With whom do you typically share internet news items?



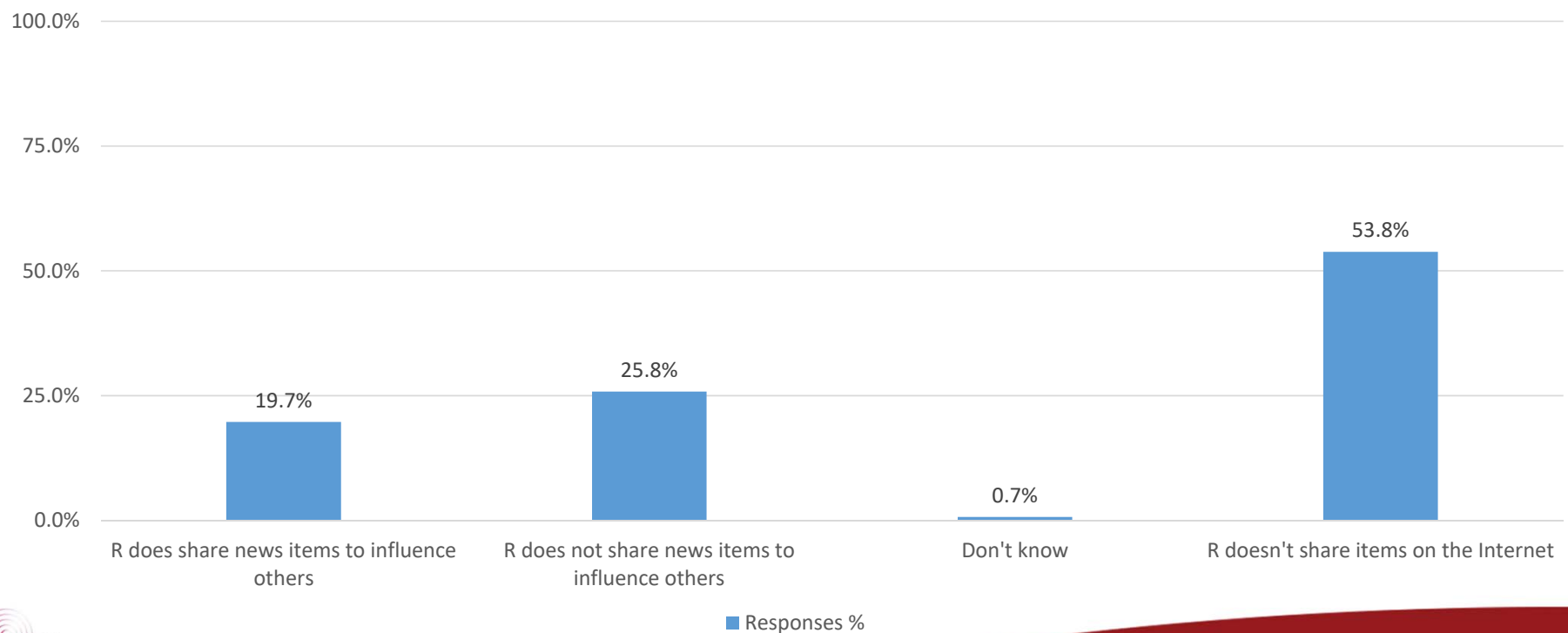
Age and gender by typically shares internet news items with friends or relatives



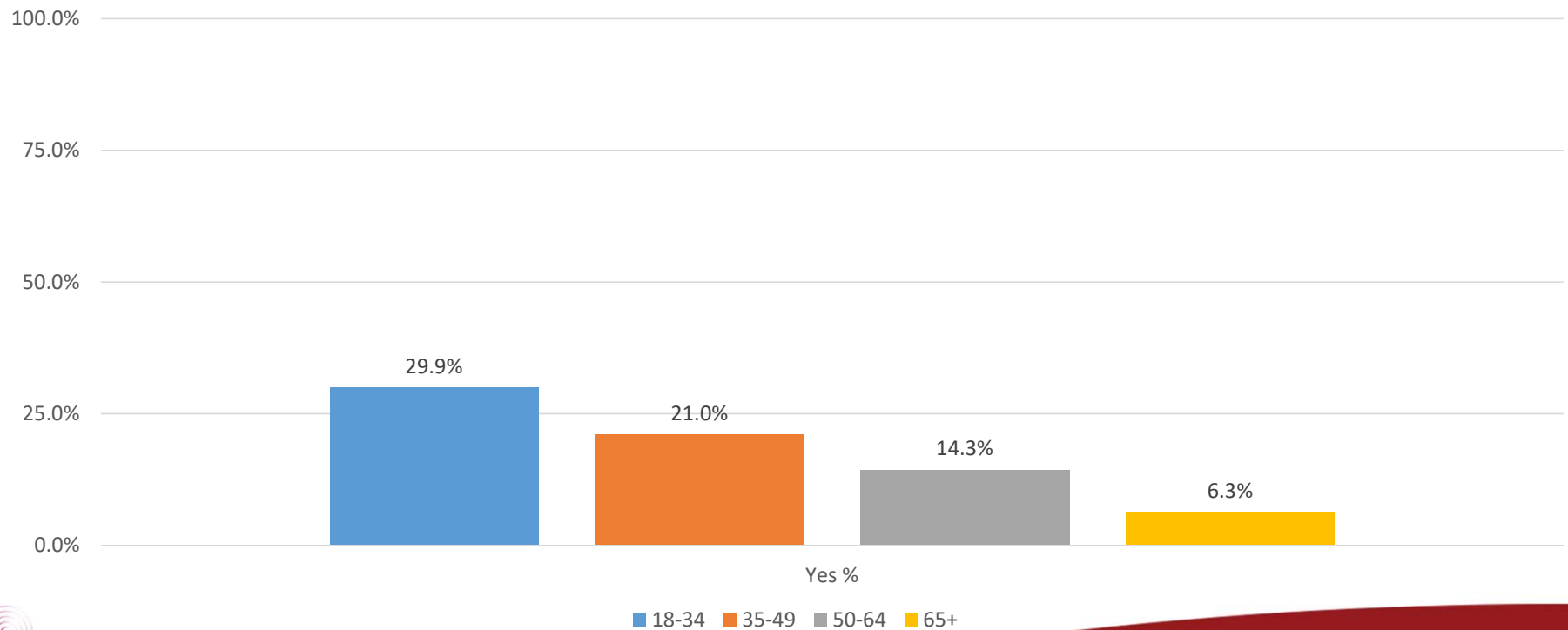
What would you say is main reason you share a news item on the internet?

| Main Reason | Responses % |
|--|-------------|
| GENERAL (UNSPECIFIED) RELEVANCE / INTEREST / IMPORTANCE | 30.2% |
| TO INFORM OTHERS, SHARE INFORMATION, EDUCATE | 19.5% |
| IT IS RELEVANT / INTERESTING / IMPORTANT TO SOMEONE ELSE | 18.6% |
| IT IS RELEVANT / INTERESTING / IMPORTANT TO ME | 17.1% |
| IT IS FUNNY | 4.2% |
| TO INFLUENCE OTHERS | 3.0% |
| TO ENCOURAGE DEBATE, STIR SOMEONE UP, ARGUE | 2.3% |
| IT IS OF LOCAL INTEREST OR RELEVANCE OR IMPORTANCE | 1.9% |
| TO SHOW INACCURACIES, TO SHOW SOCIAL INJUSTICE | 1.6% |
| TO COMMUNICATE | 0.9% |

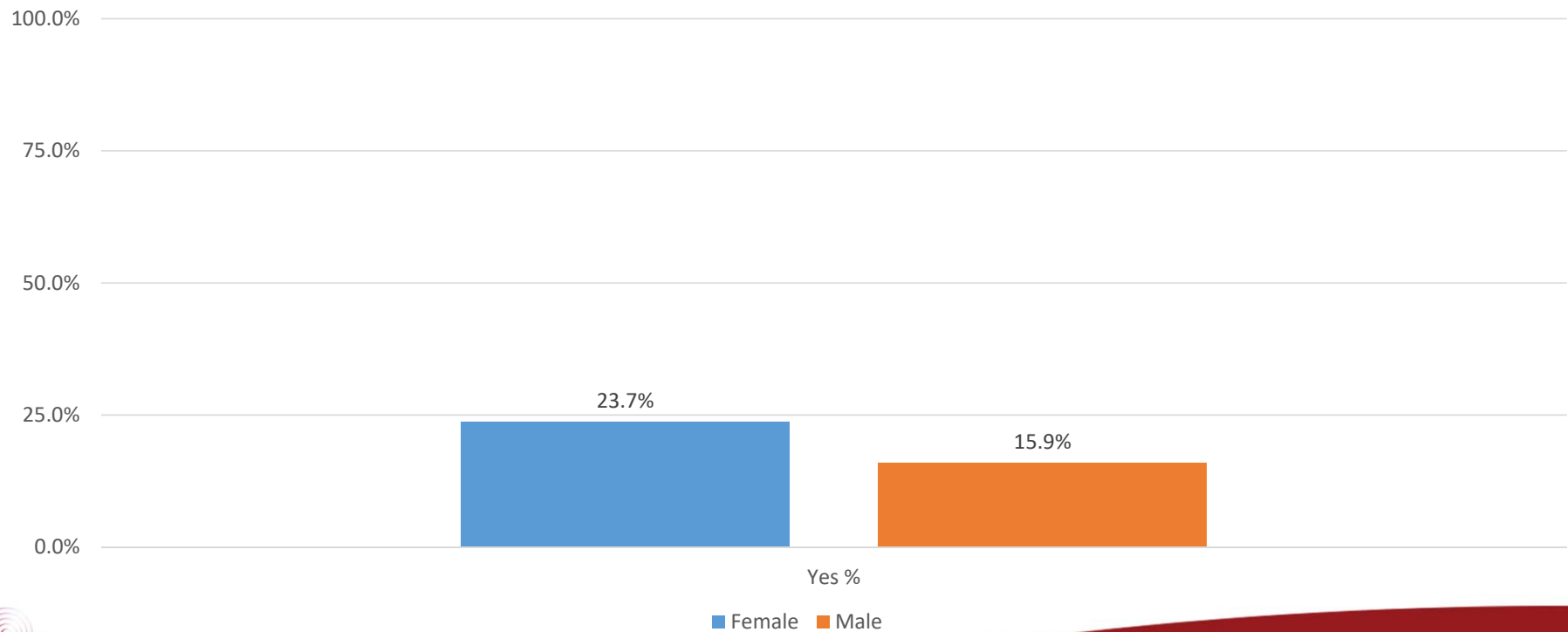
Would you say you sometimes share a news item on the internet to influence others, or not?



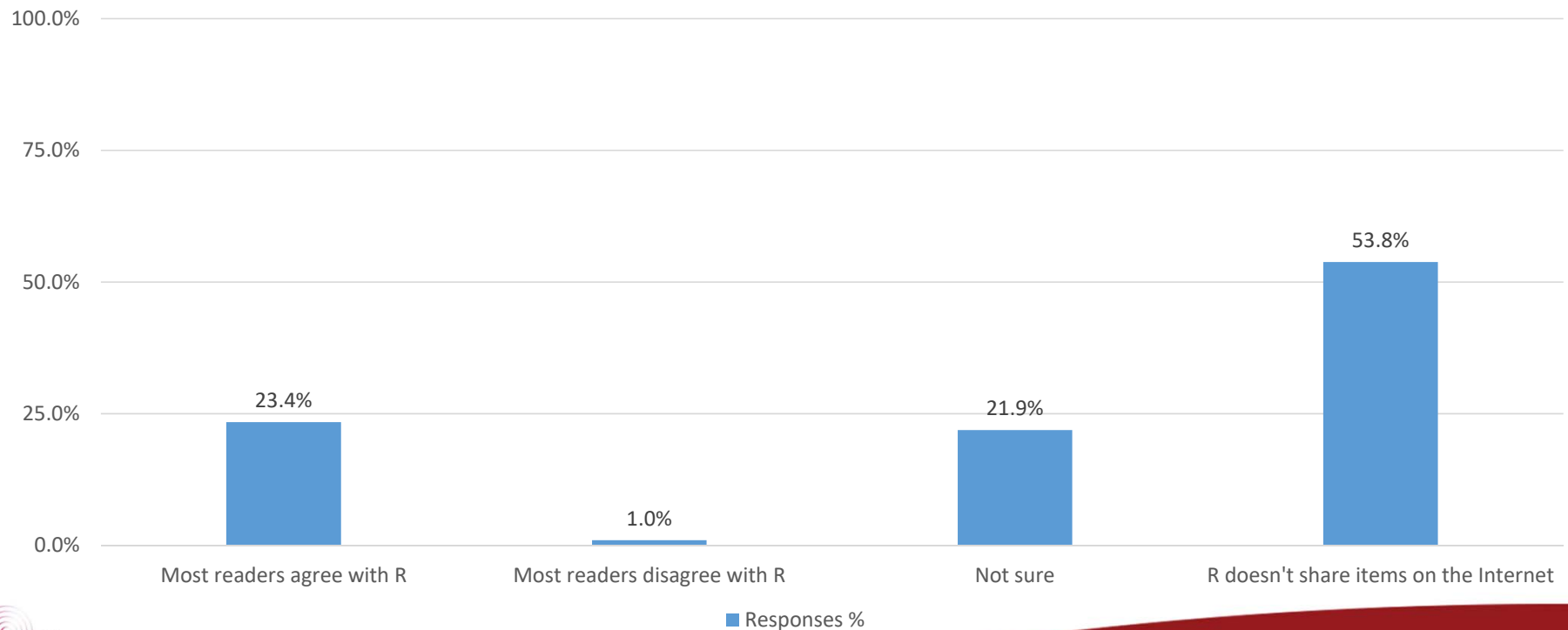
Age by sometimes shares a news item on the internet to influence others



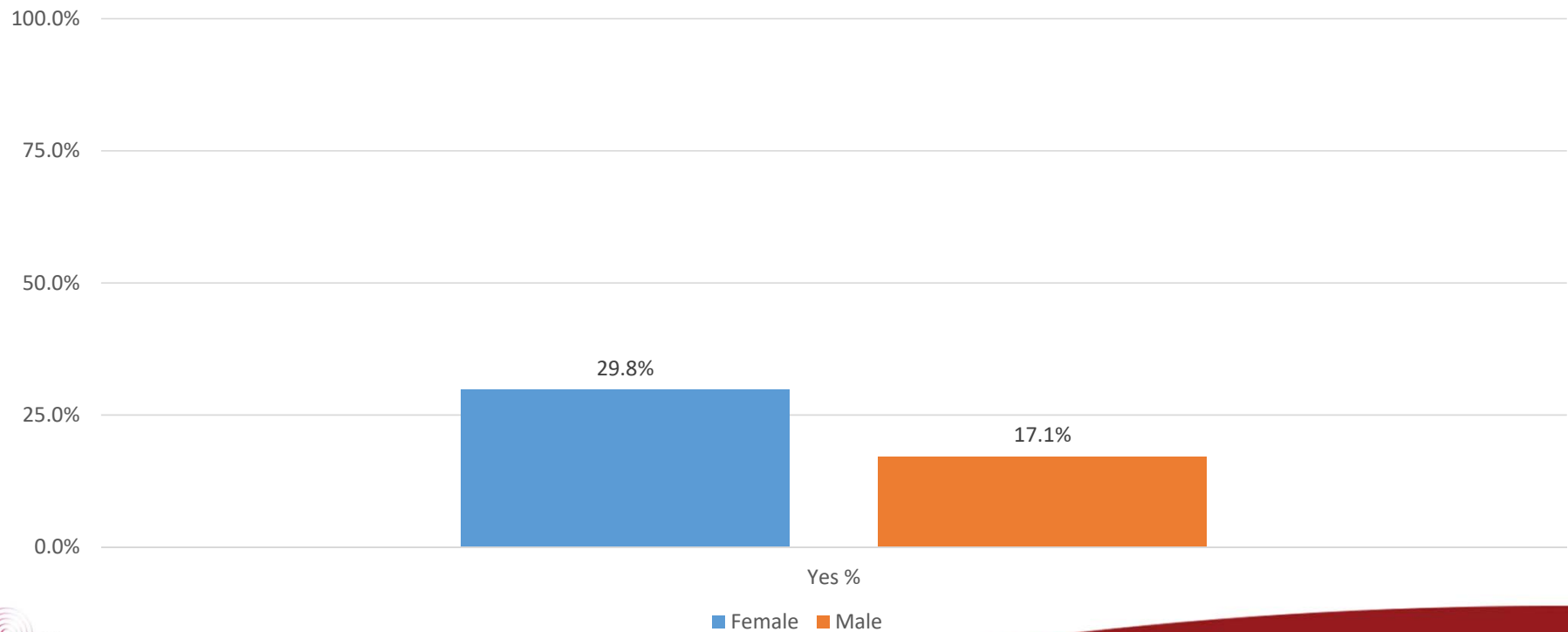
Gender by sometimes shares a news item on the internet to influence others



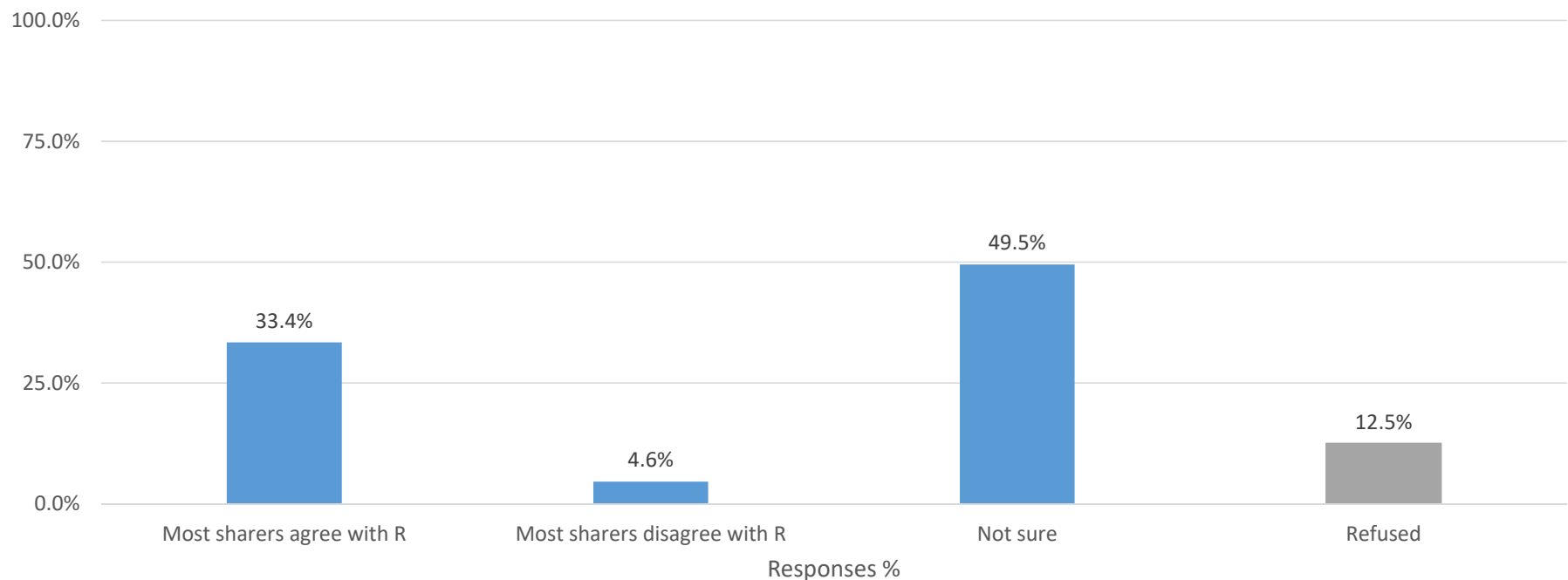
When you share a news item on the internet, would you say that most of the people who read the item agree with you on most issues, disagree with you on most issues, or you aren't sure?



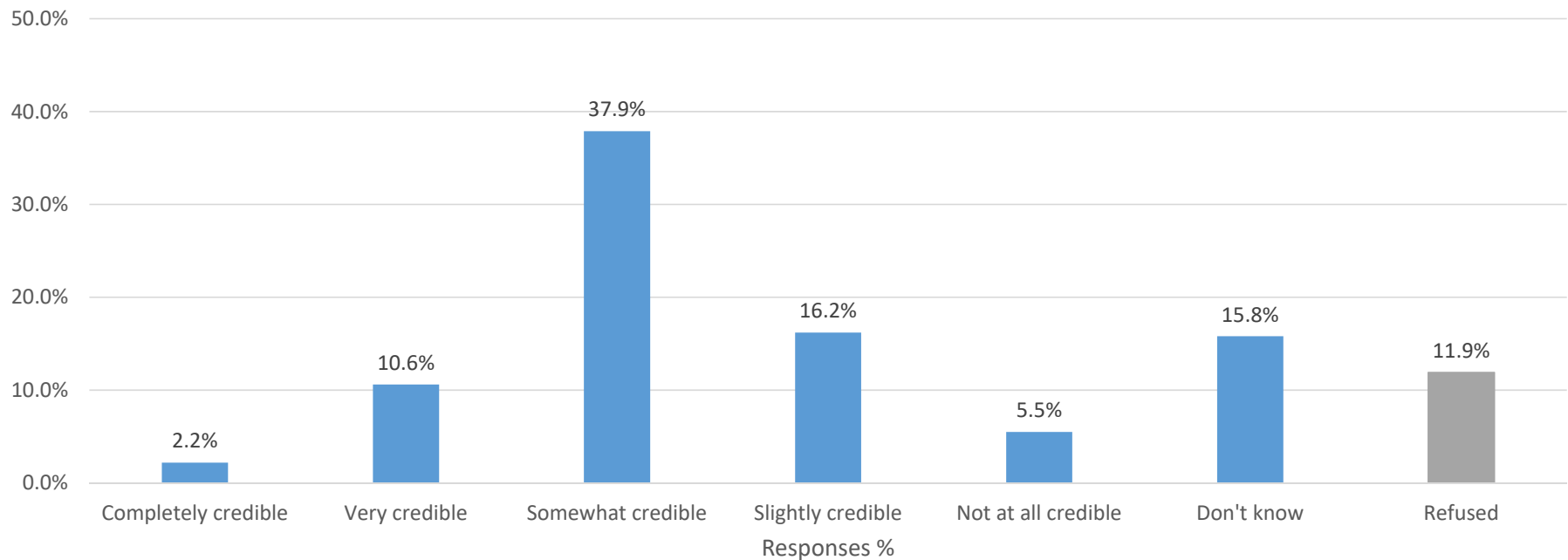
Gender by when R shares a news item most readers agree with R on most issues



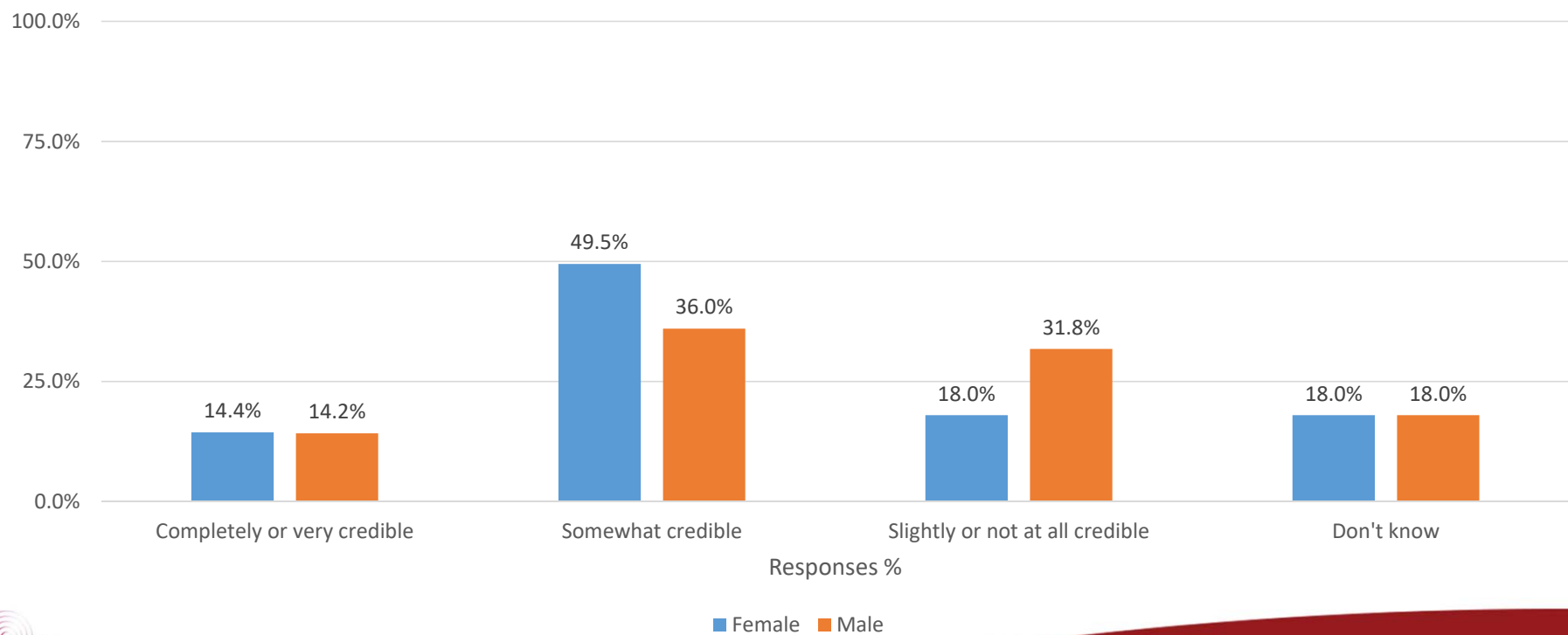
When you read a news item that someone else has shared with you on the internet, would you say that the person who shared the item usually agrees with you on most issues, disagrees with you on most issues, or you aren't sure?



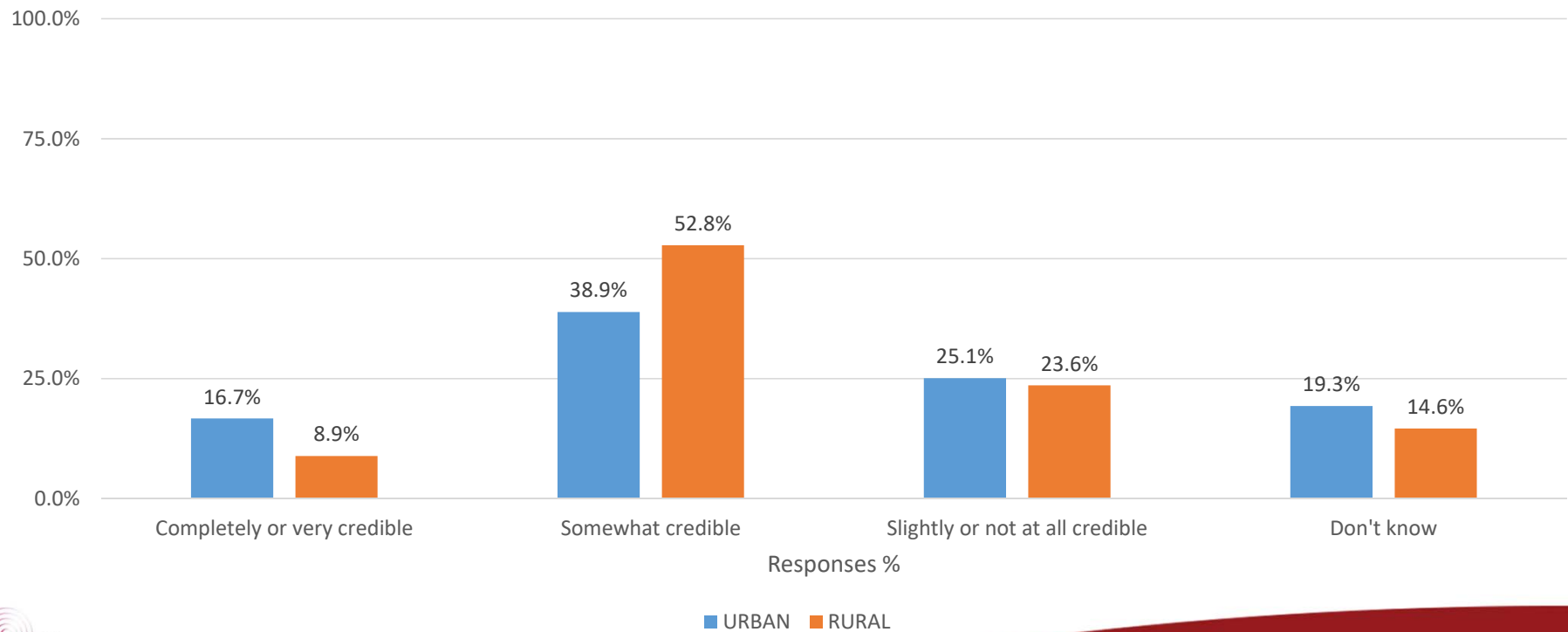
Generally speaking, when you read a news item that someone else has shared with you on the internet, would you say that item is?



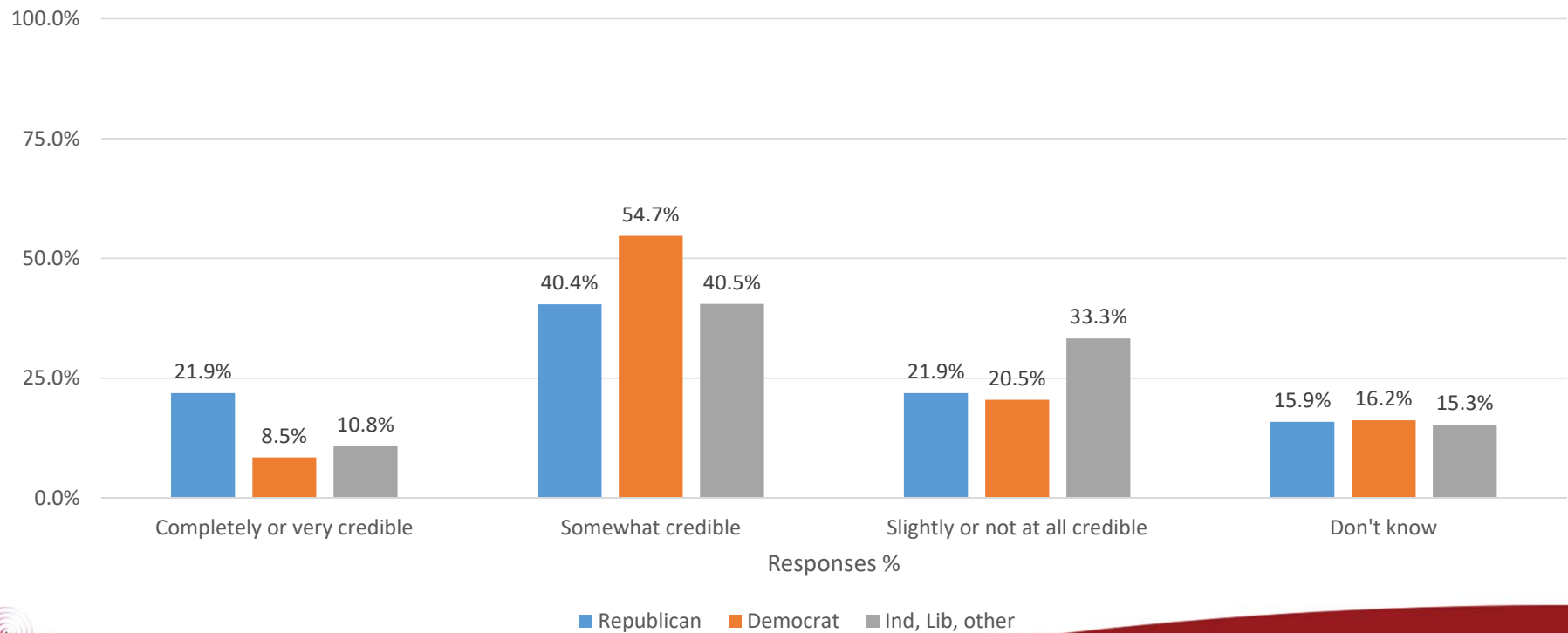
Gender by the credibility of a news item that someone else has shared with R on the internet



Urban vs. Rural by the credibility of a news item that someone else has shared with R on the internet



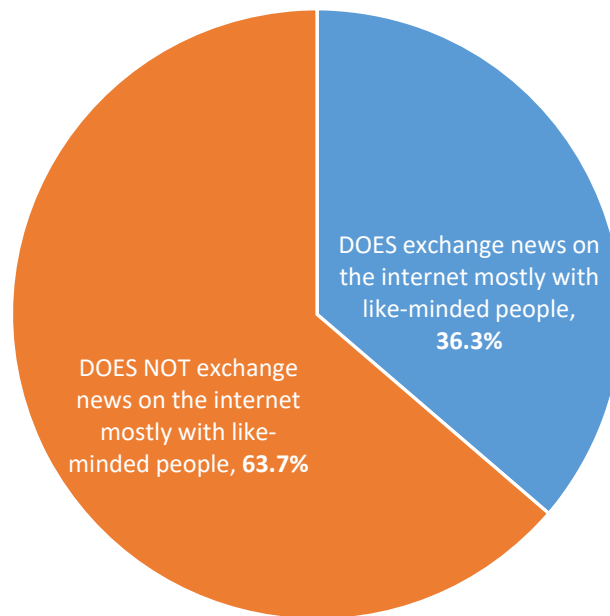
Political party identification by the credibility of a news item that someone else has shared with R on the internet



Do Montanans interact in so-called “information echo chambers” on the internet?

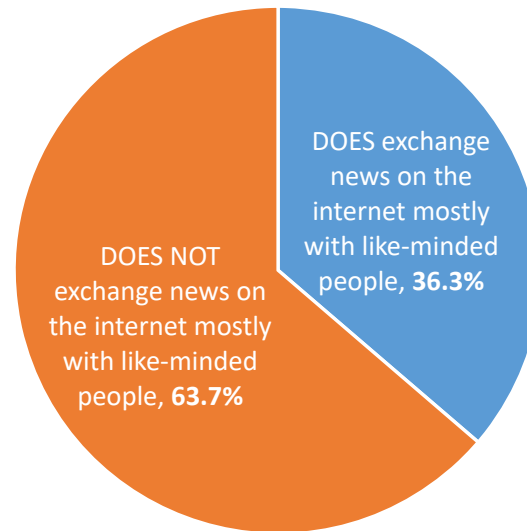
- Let’s look more closely at respondents who told us that:
 - When I share a news item, most readers agree with me on most issues, and
 - I don’t share news on the internet with the public;
- **OR**
 - I most often receive items on the internet from people who agree with me, and
 - I don’t share news on the internet with the public.
- For this study let’s call these people “Montanans who exchange news on the internet mostly with like-minded people.”

How many Montanans exchange news on the internet mostly with like-minded people?

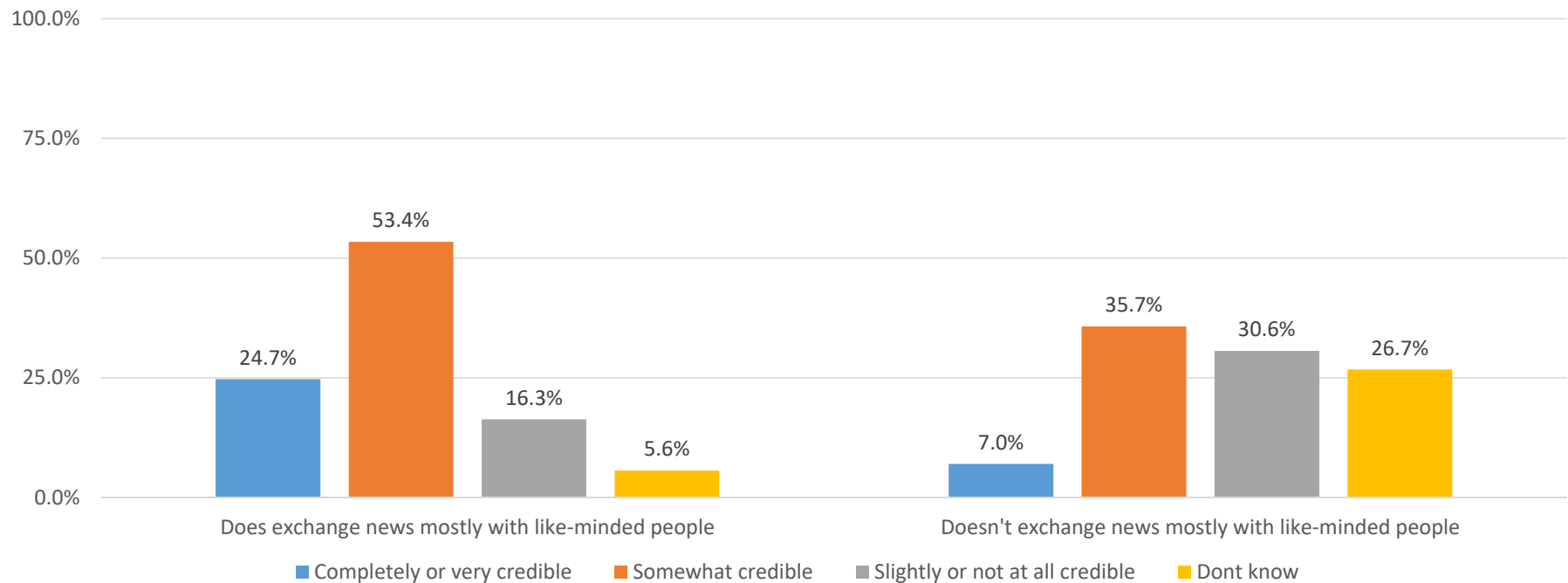


How many Montanans exchange news on the internet mostly with like-minded people?

Responses % of Montanans who use the internet N = 492

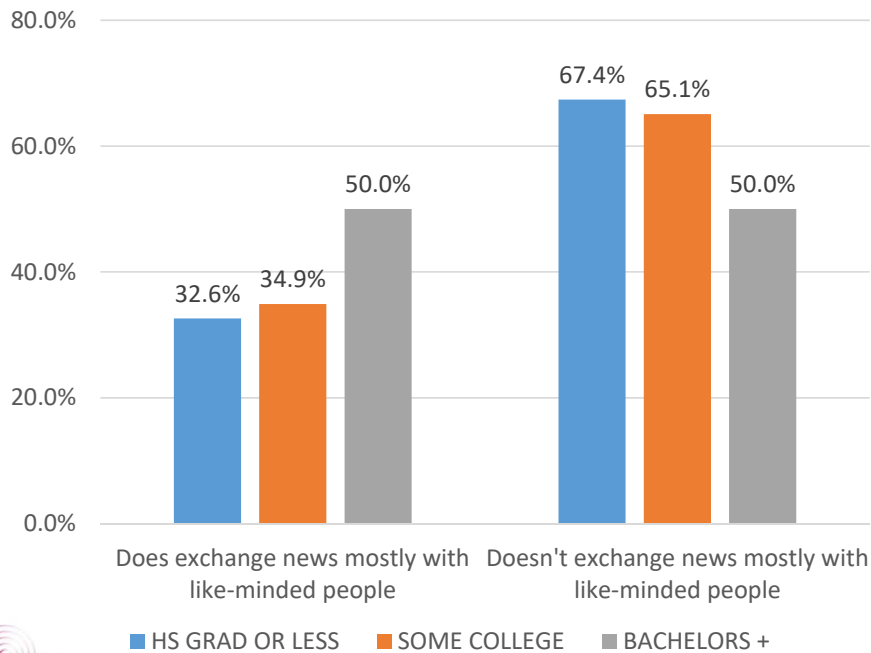


Credibility of news items that someone else shares on the internet rated by people who share news mostly with like-minded people



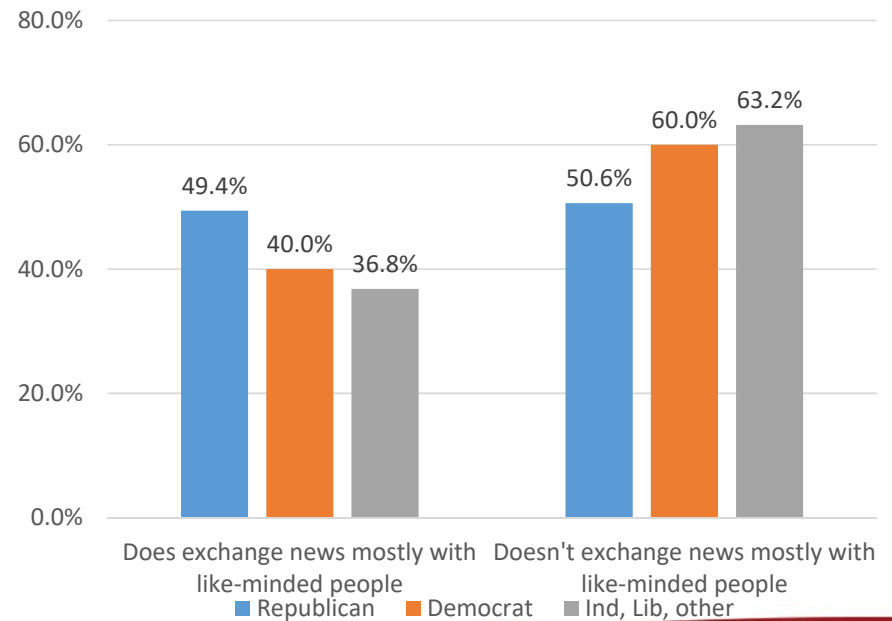
Demographics of Montanans who exchange news on the internet mostly with like-minded people

Educational attainment



Political party identification*

*Differences significant at 90% level



12/9/2016

Do Montanans interact in so called “information echo chambers” on the internet?

Let’s look more closely at the websites that Republicans and Democrats most frequently use for:

1. National news
2. International news

Political party identification by most frequently used website for national news

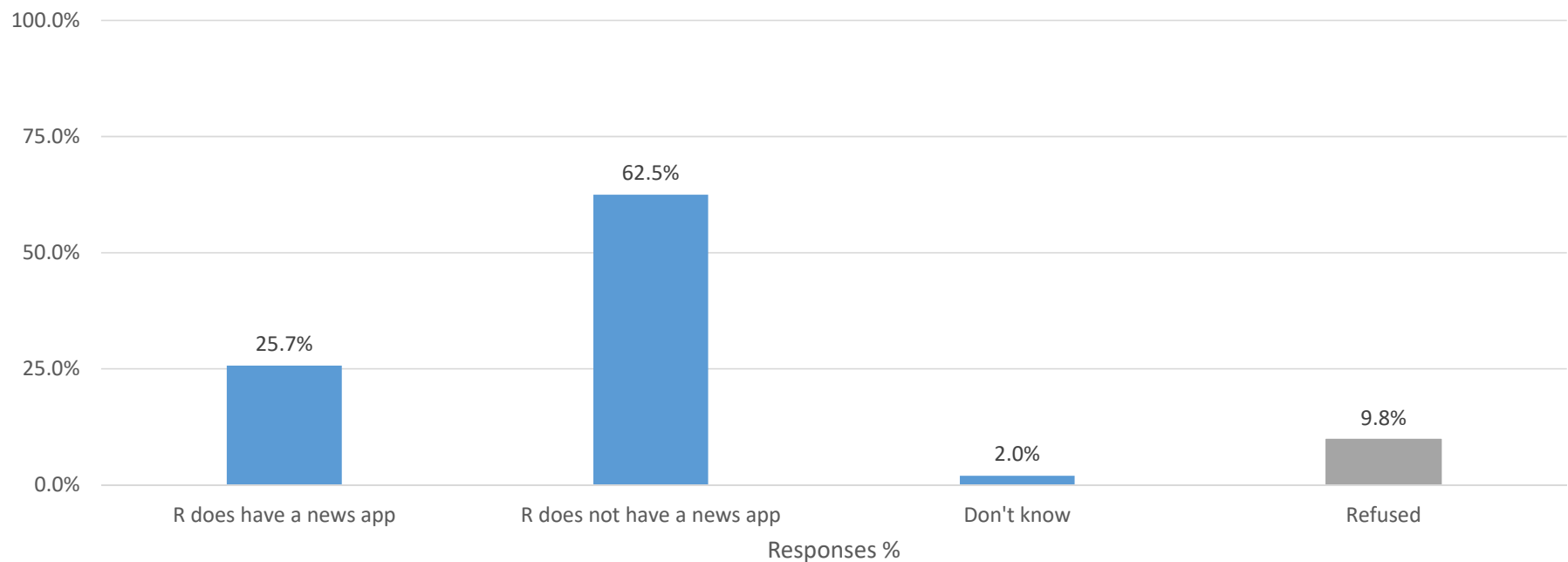
| Republican | | Democrat | |
|---------------|------------------|----------------|----------------|
| Website | % of Republicans | Website | % of Democrats |
| FOX | 41.7% | CNN | 23.2% |
| CNN | 11.1% | NEW YORK TIMES | 10.5% |
| MSN | 7.4% | KULR8 | 6.3% |
| DRUDGE REPORT | 4.6% | MSN | 6.3% |
| NBC | 3.7% | NBC | 6.3% |
| YAHOO | 3.7% | ABC | 5.3% |
| GOOGLE | 2.8% | NPR | 5.3% |
| BREITBART | 2.8% | CBS | 4.2% |

Political party identification by most frequently used website for international news

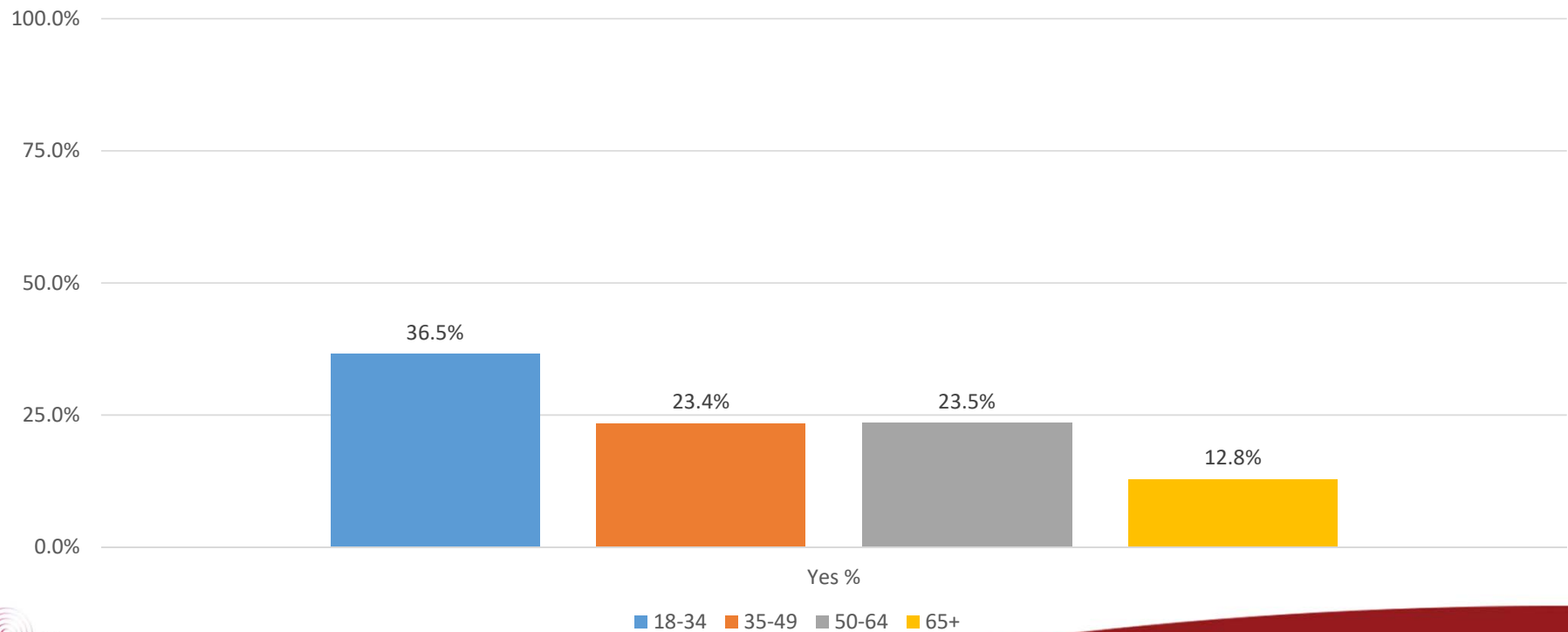
| Republican | | Democrat | |
|------------|------------------|--------------------------|----------------|
| Website | % of Republicans | Website | % of Democrats |
| FOX | 32.7% | BBC | 35.6% |
| CNN | 16.3% | CNN | 23.7% |
| BBC | 12.2% | HUFFINGTON POST | 5.1% |
| MSN | 8.2% | NEW YORK TIMES | 5.1% |
| GOOGLE | 6.1% | BILLINGS GAZETTE WEBSITE | 3.6% |
| BREITBART | 4.1% | GOOGLE | 3.5% |
| REUTERS | 4.1% | GUARDIAN | 3.4% |
| BLOOMBERG | 2.0% | MSN | 3.4% |

Montanans' use of news apps

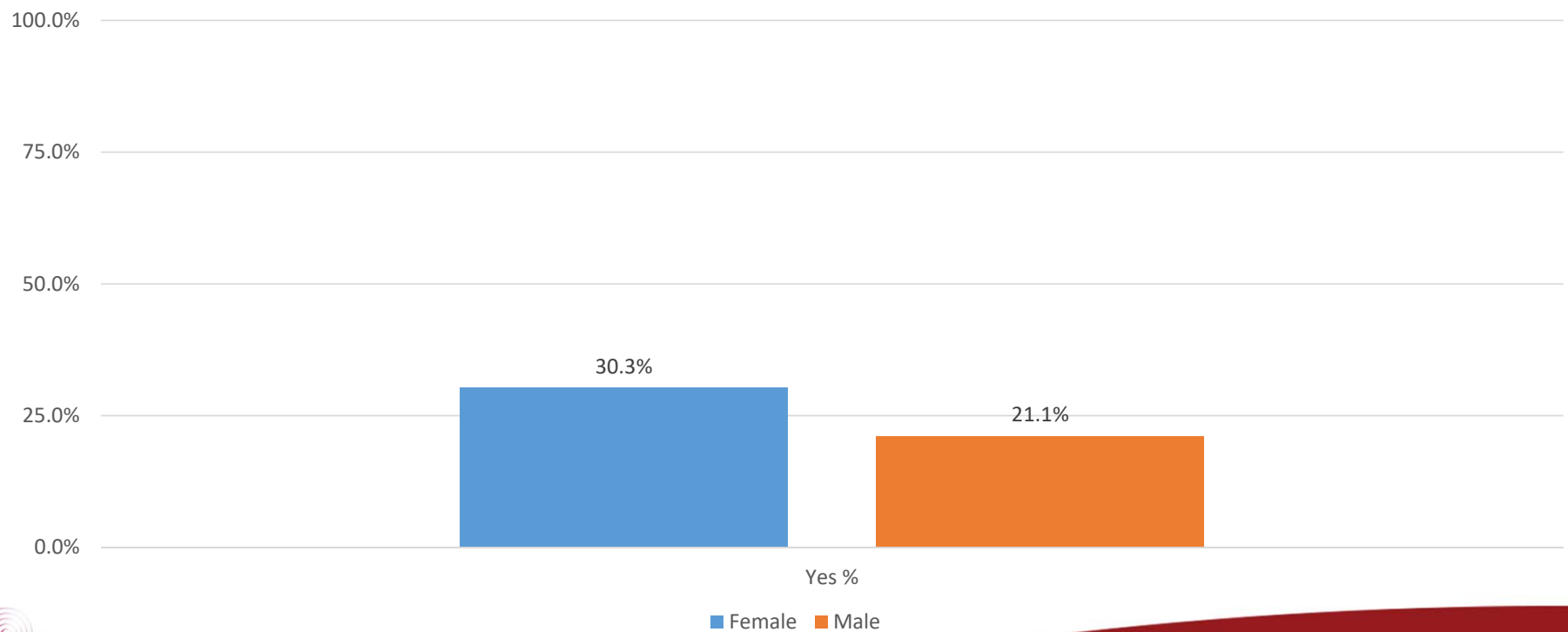
Do you have a news app on your computer, phone, or tablet, or not?



Age by has a news app on their computer, phone, or tablet



Gender by has a news app on their computer, phone, or tablet



What are one or two news apps that you use most frequently for news and information?

| internet News App | Responses % |
|------------------------------|-------------|
| CNN | 13.5% |
| BILLINGS GAZETTE | 6.8% |
| WEATHER.COM/ WEATHER CHANNEL | 6.4% |
| FOX | 6.3% |
| NPR | 4.7% |
| BBC | 3.9% |
| APPLE NEWS | 3.6% |
| GOOGLE | 3.2% |
| KRTV | 2.8% |
| KPAX | 2.7% |