

2019 Montana News Consumption Survey

Sponsored by the Greater Montana Foundation



Methods Summary

- Random, address-based sample of adult Montana residents
- Administered in February-March 2019
- Administered by mail and the internet
- 579 completions
- Response rate 36% (AAPOR 2016, RR 3)
- Sampling error rate +/- 4%



Methods Summary - continued

- Weighted by gender, age, education, urban v. rural, and political party using data from U.S. Census Bureau and Gallup, Inc.
- Sample purchased from Dynata, Inc.
- Administered by UM BBER with questionnaire and analytical assistance from Nicole McCleskey of Public Opinion Strategies
- Full question wording may be obtained from John Baldrige of UM BBER: john.baldrige@umontana.edu



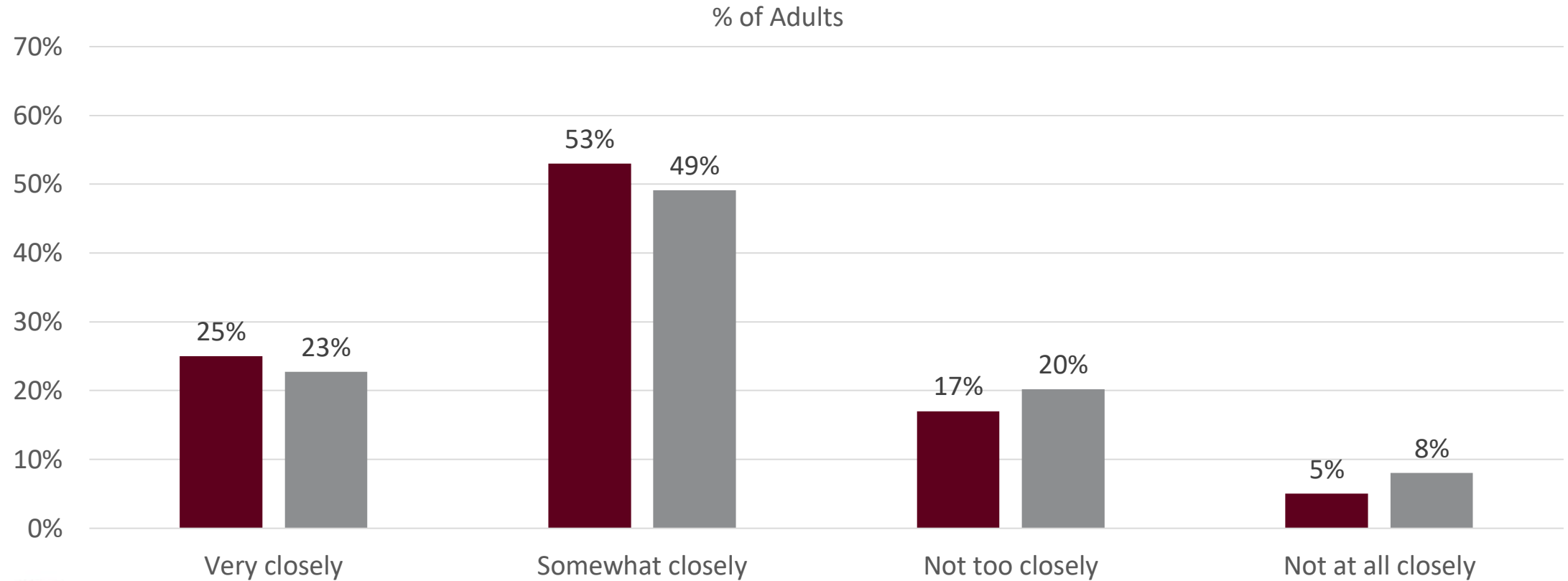
Key Findings

- News sources proliferated, total news consumption may have increased
- People consumed individual news sources more selectively
- News source credibility varied widely
- Local news was valued and trusted
- The importance of issues facing the state changed moderately over 4 years
- News “echo chamber” behaviors showed a mixed trend

News sources proliferated and total consumption may have increased

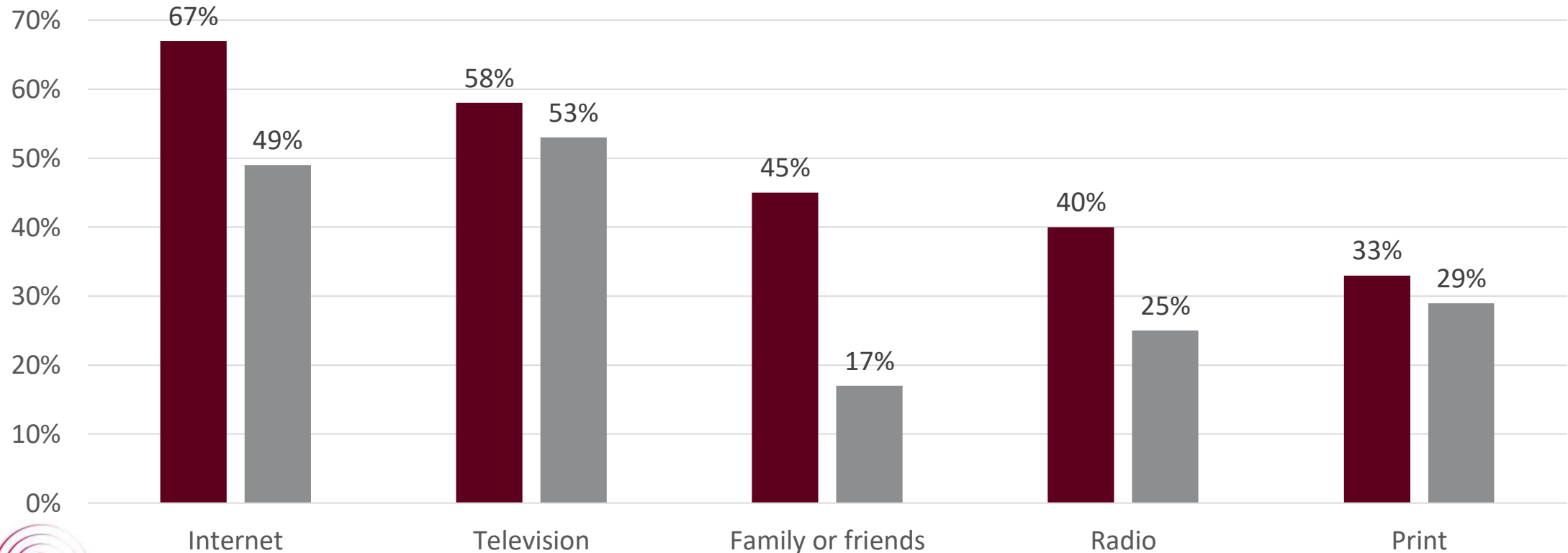


How closely do you follow current events in the news?



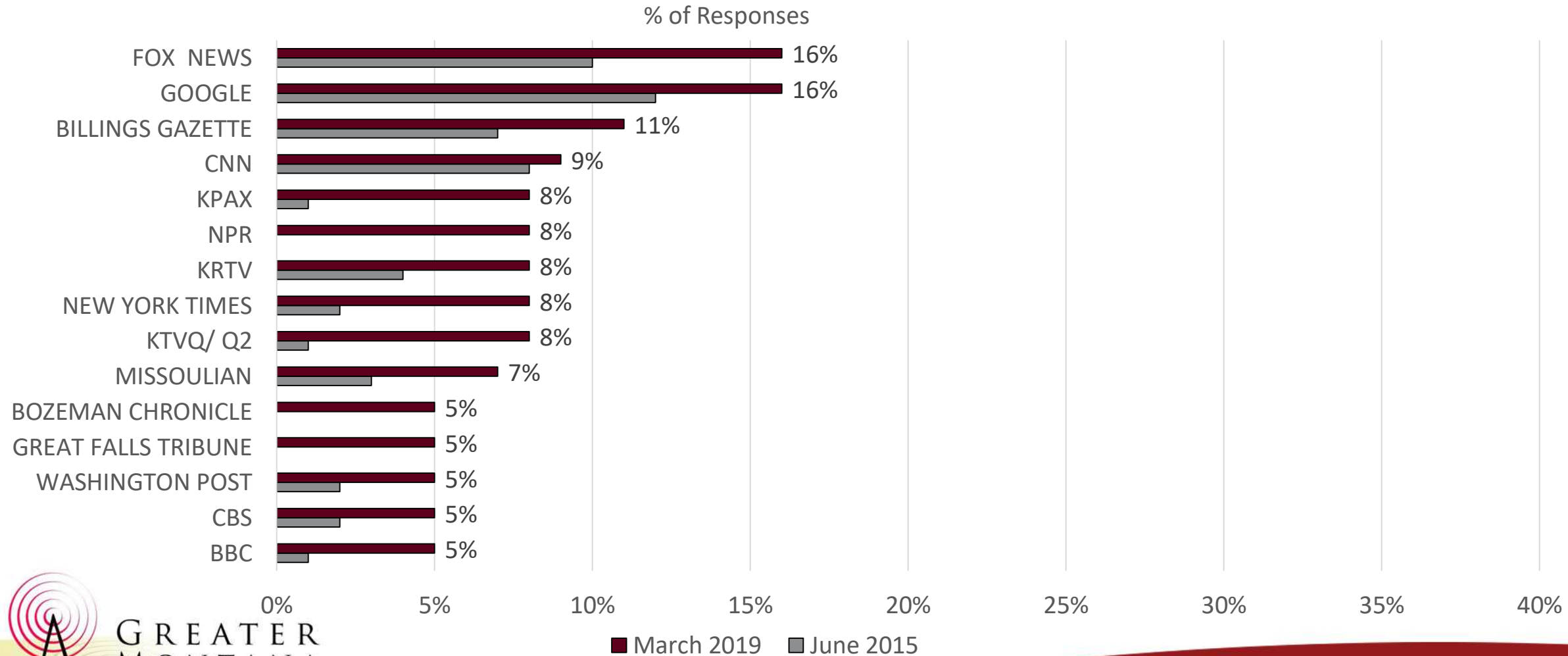
Which sources did you use to get most of your news in the past week?

% of Adults

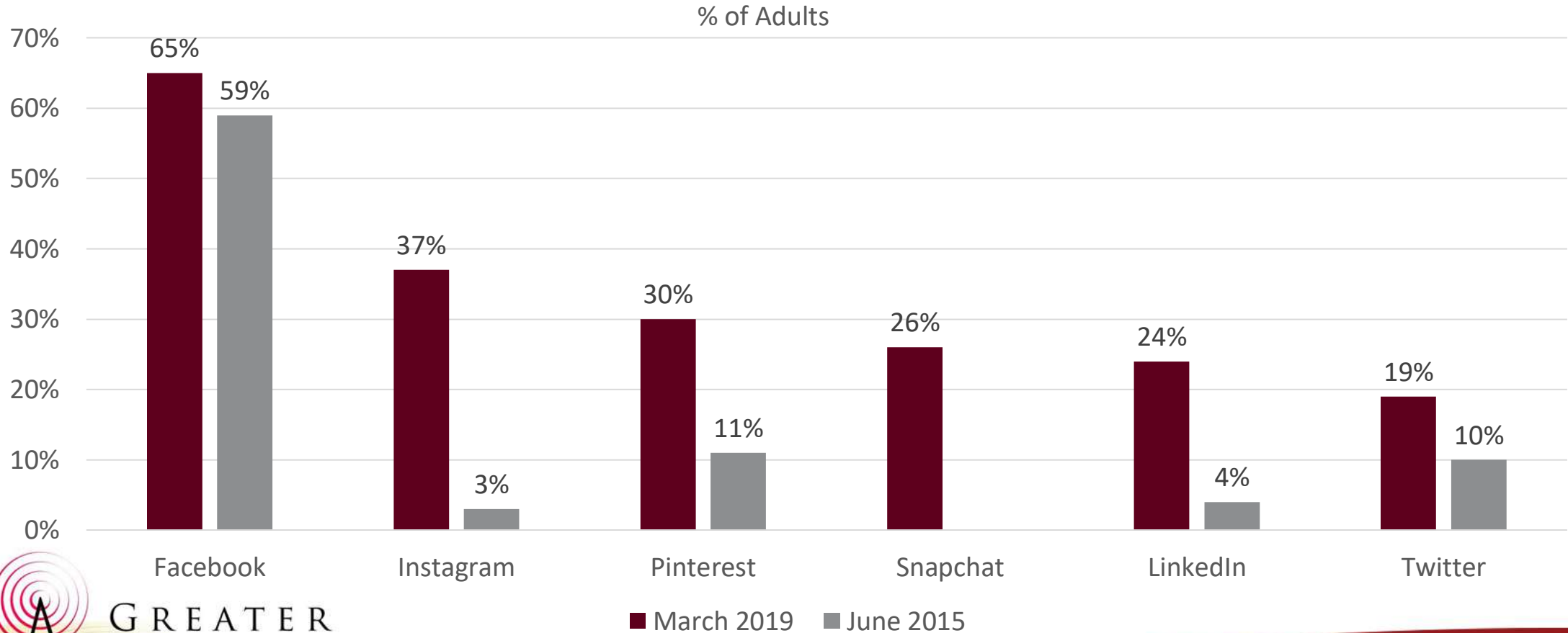


■ March 2019 ■ June 2015

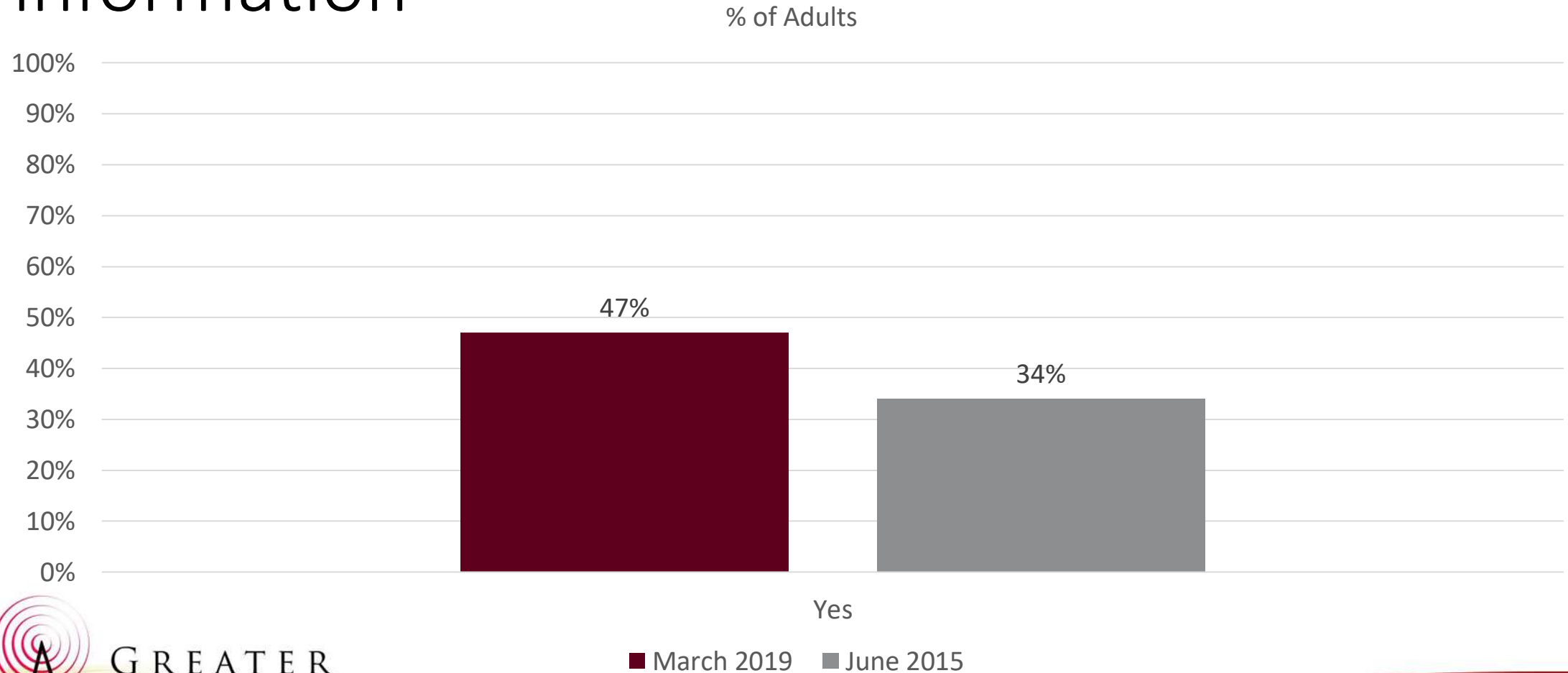
What are the one or two websites you use most frequently for news and information?



Have you ever created your own profile on any social networking site?



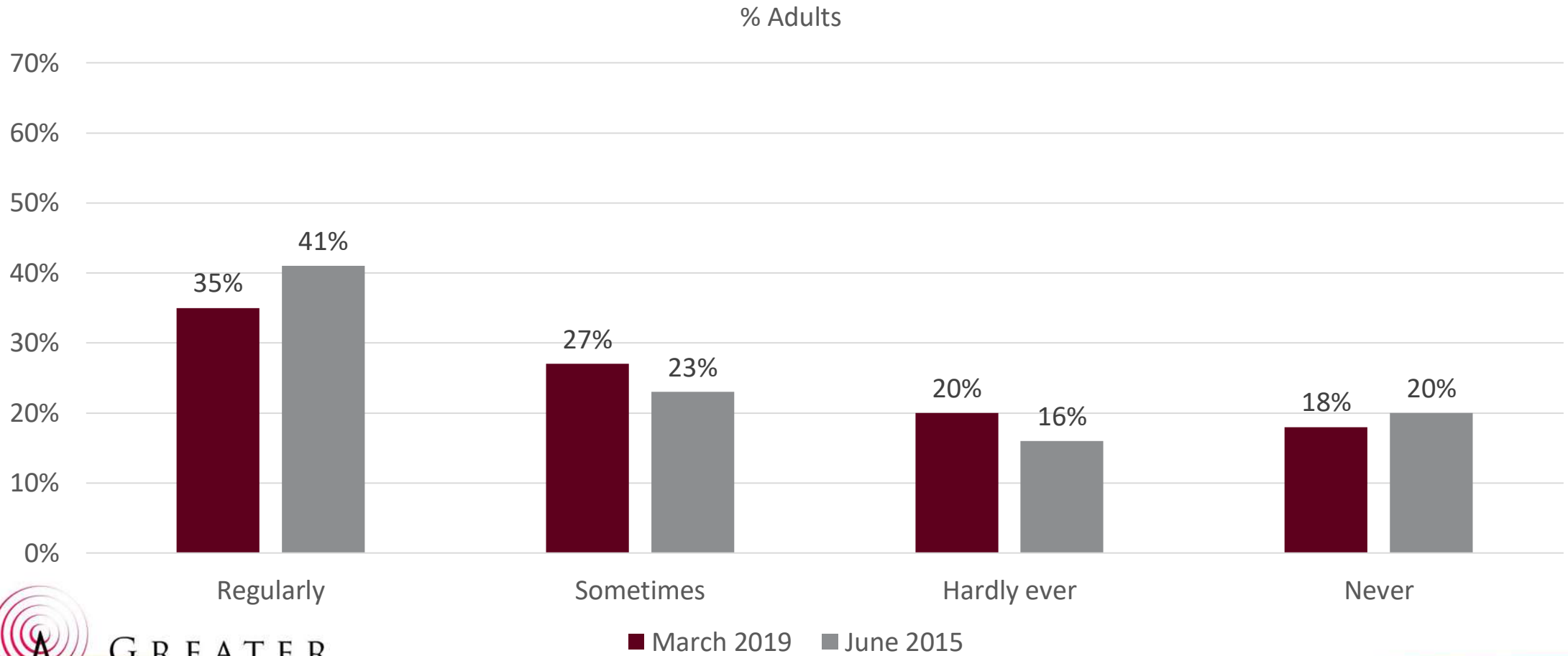
Uses social media to access news and information



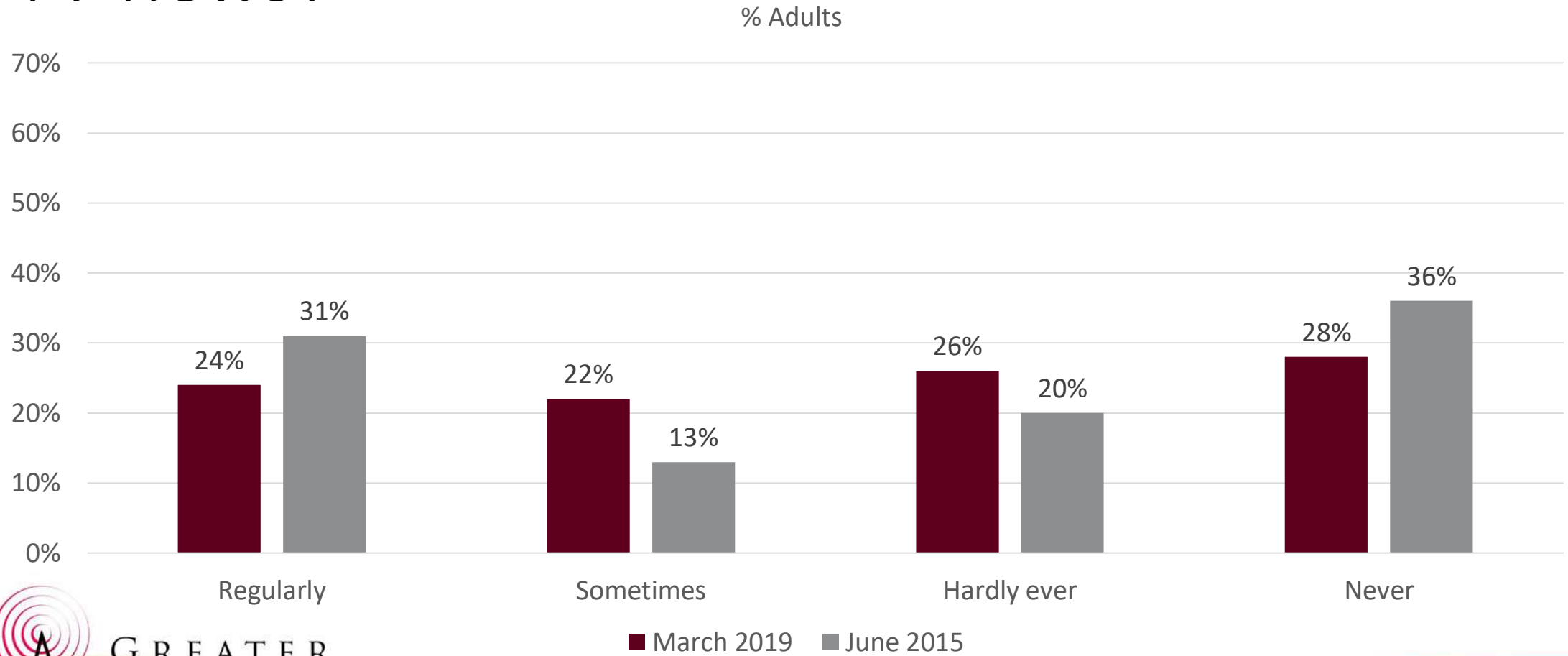
People consumed individual news sources more selectively



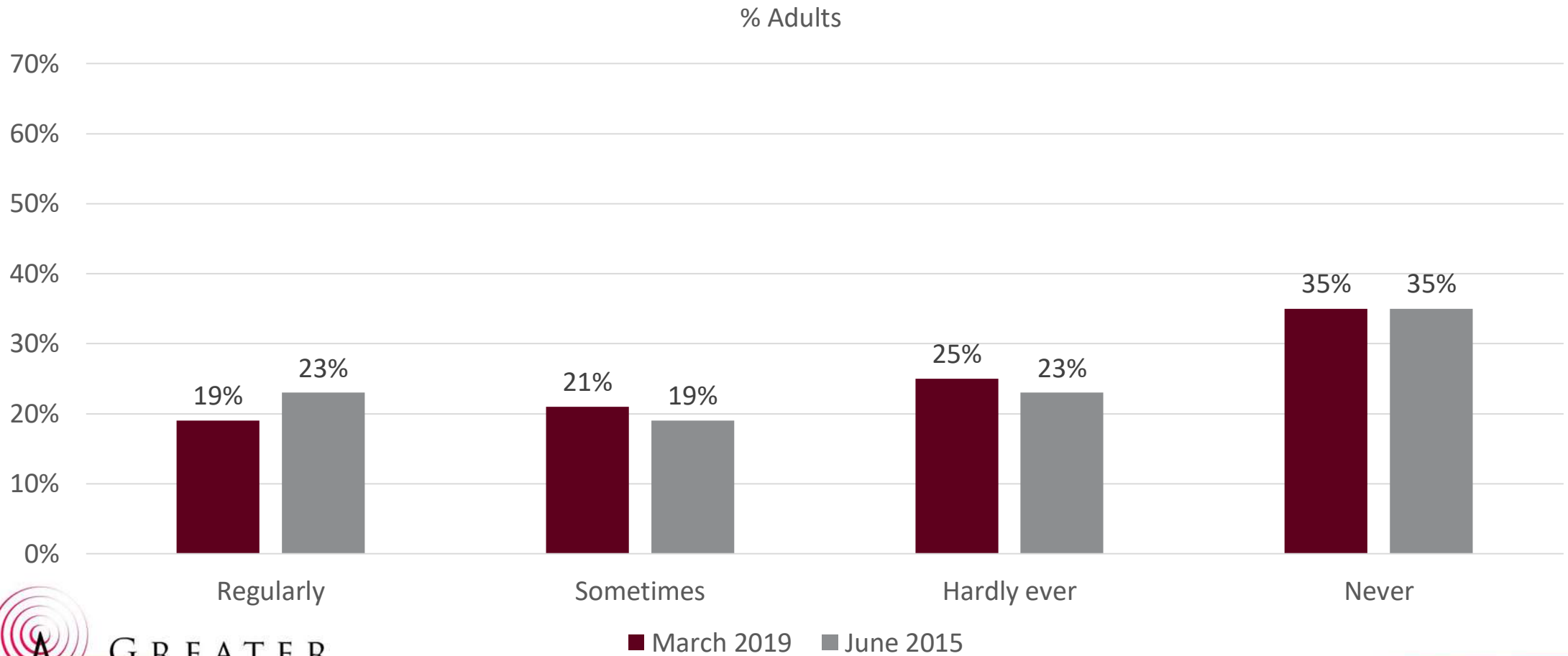
How often do you watch local TV news?



How often do you watch broadcast network TV news?

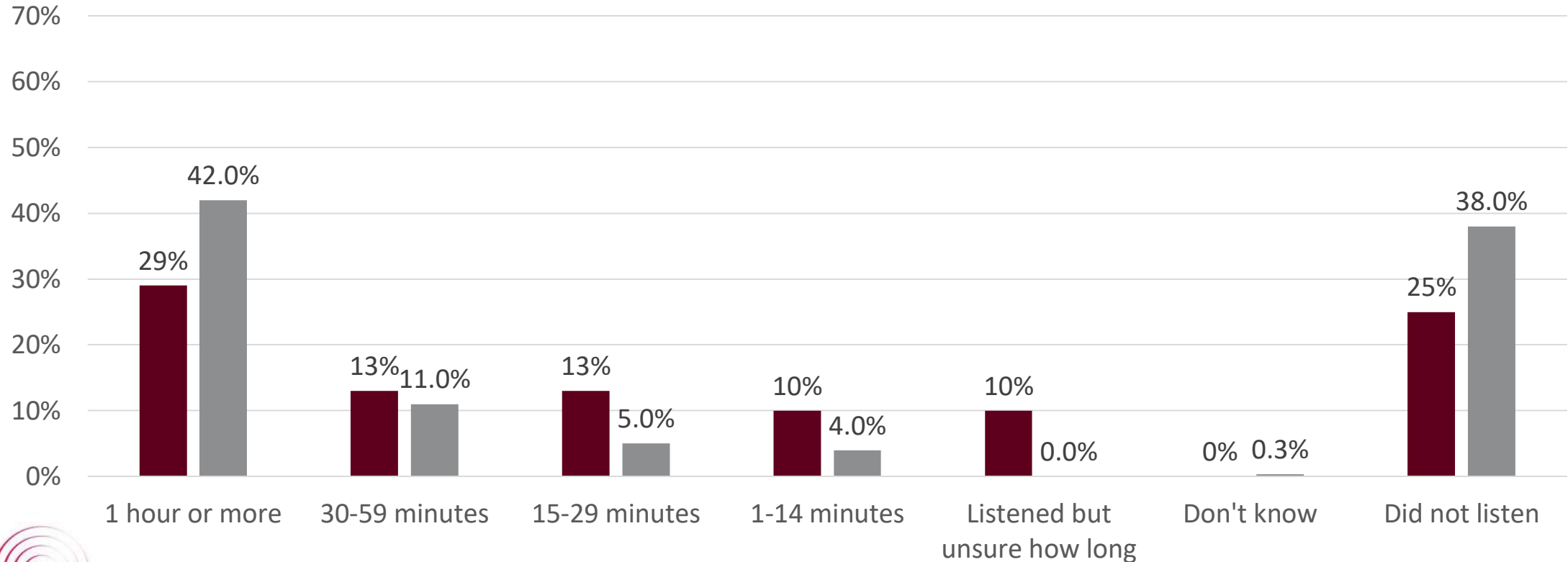


How often do you watch cable TV news?



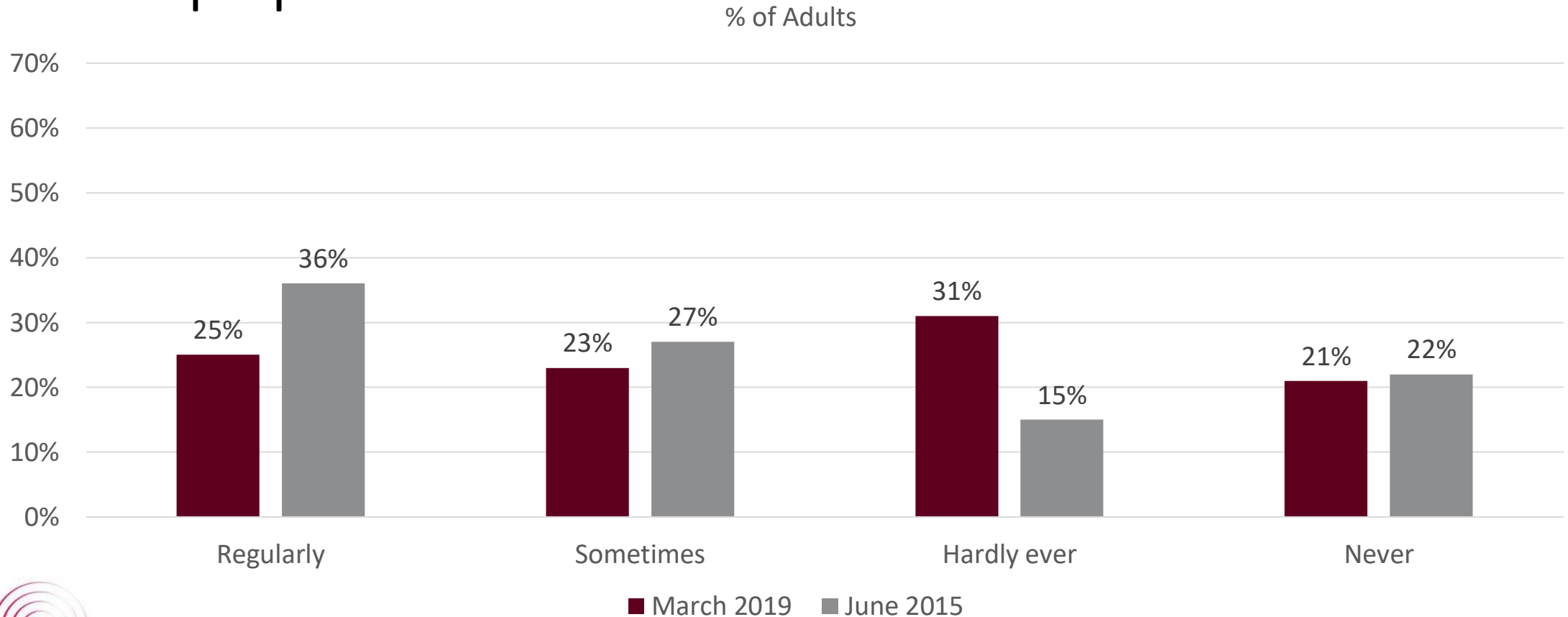
About how much time, if any, did you spend listening to the radio yesterday?

% of Adults



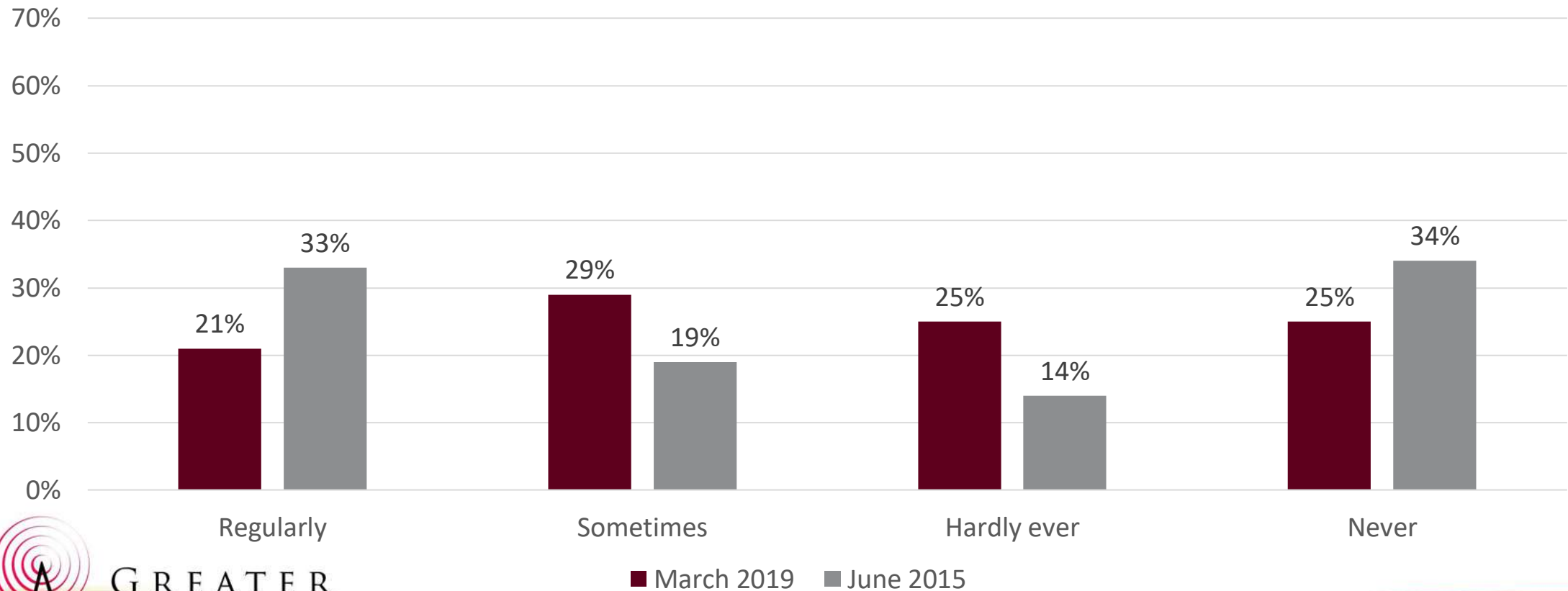
■ March 2019 ■ June 2015

How often do you read a Montana daily newspaper?



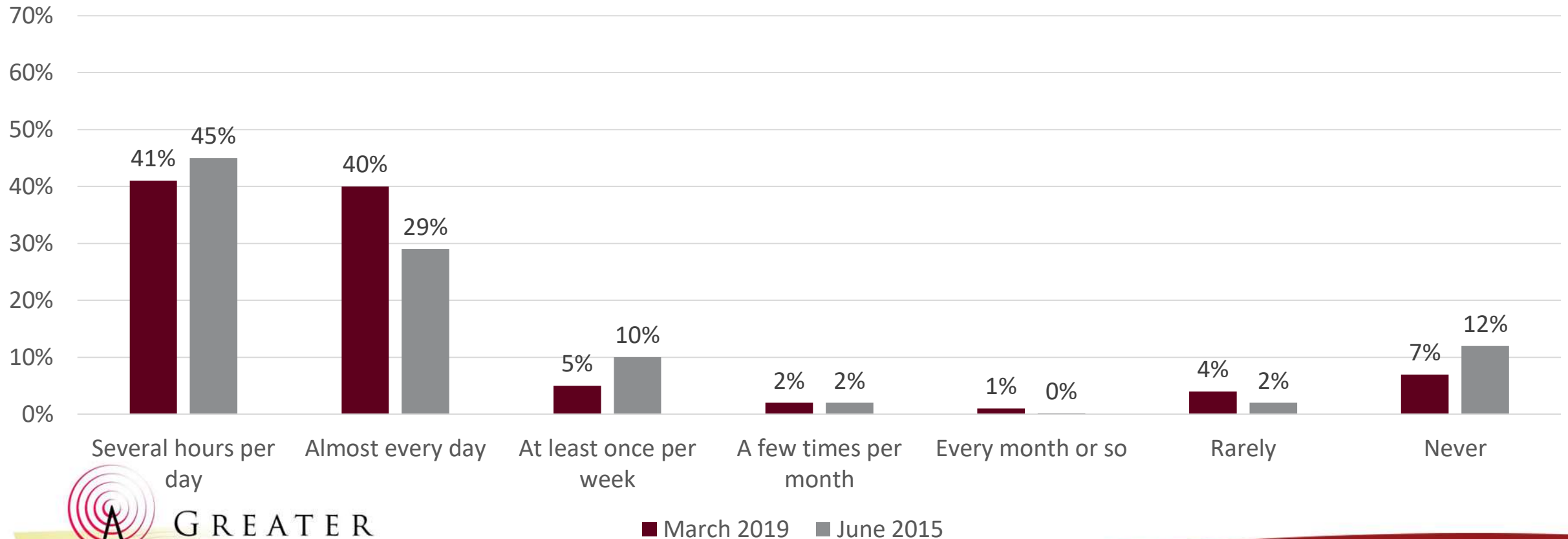
How often do you read a local weekly community newspaper?

% of Adults



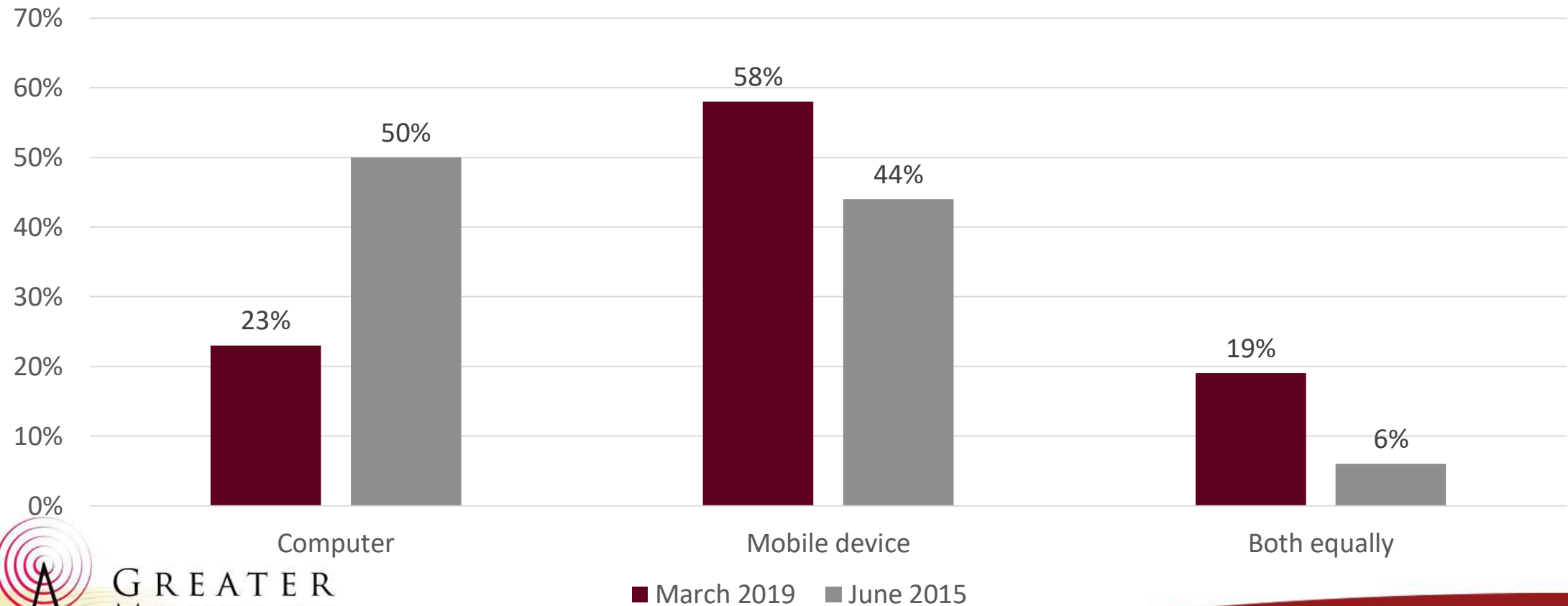
On average, which of the following best describes how often you are on the internet?

% of Adults



Do you get more of your online news using a computer or a mobile device?

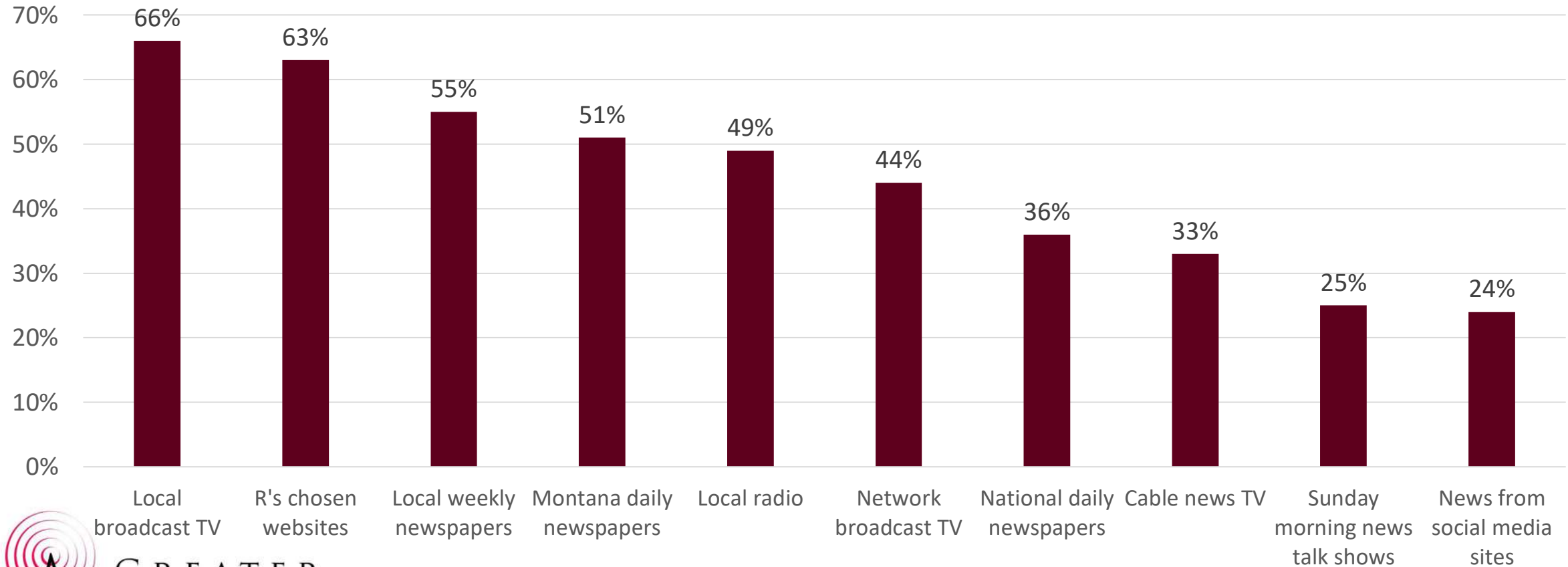
% of Internet News Consumers



News source credibility varied widely

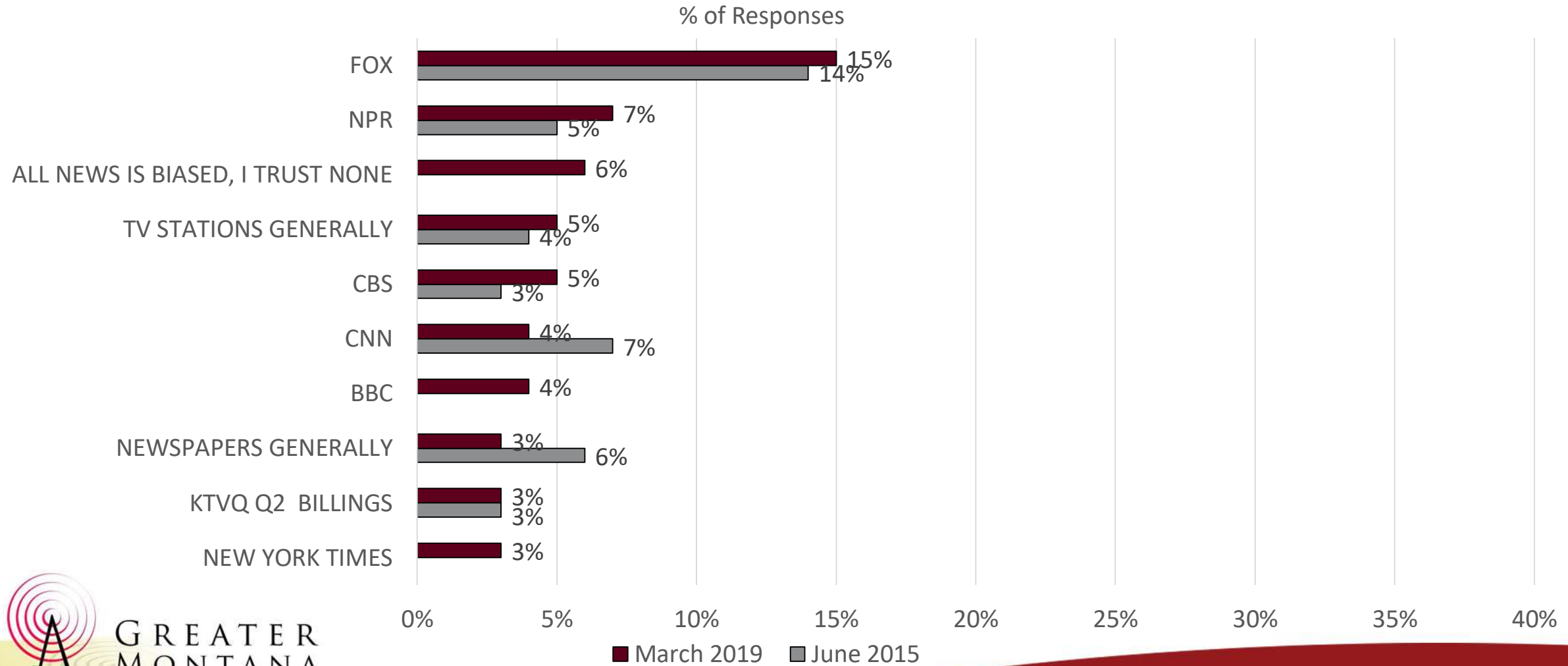
How credible are the following types of news source?

% Adults Who Rate the Source Absolutely or Mostly Credible



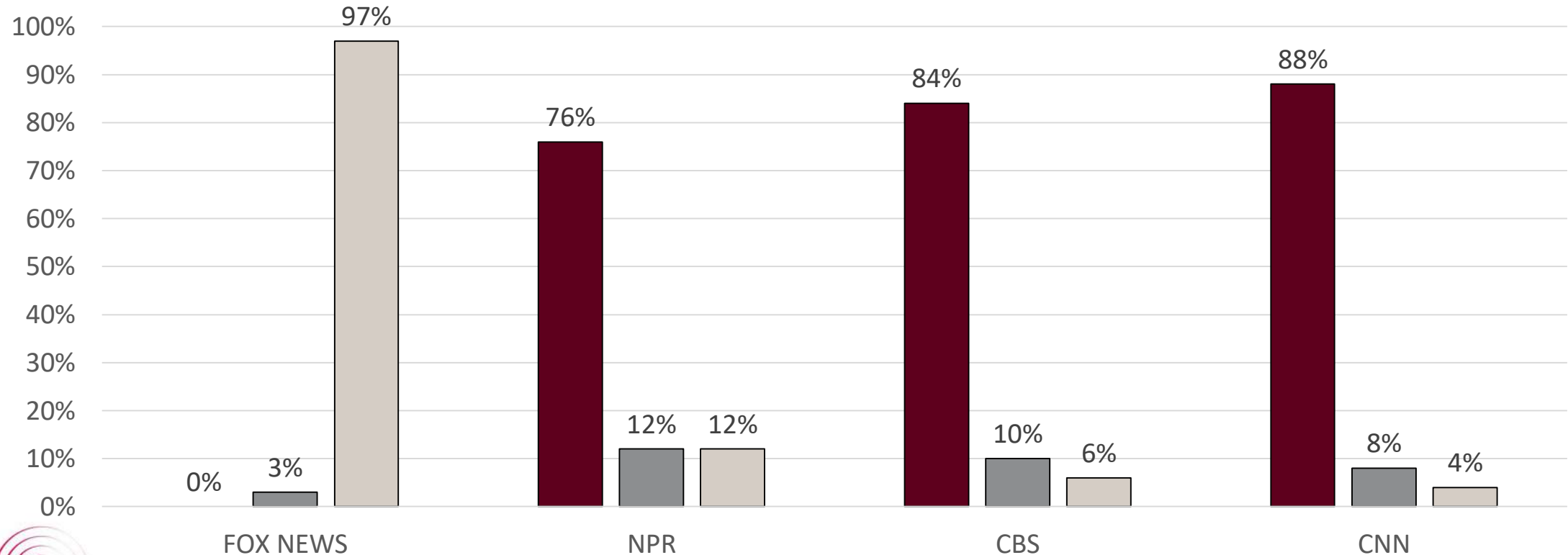
■ March 2019

What specific news source do you consider the most trusted source of information?



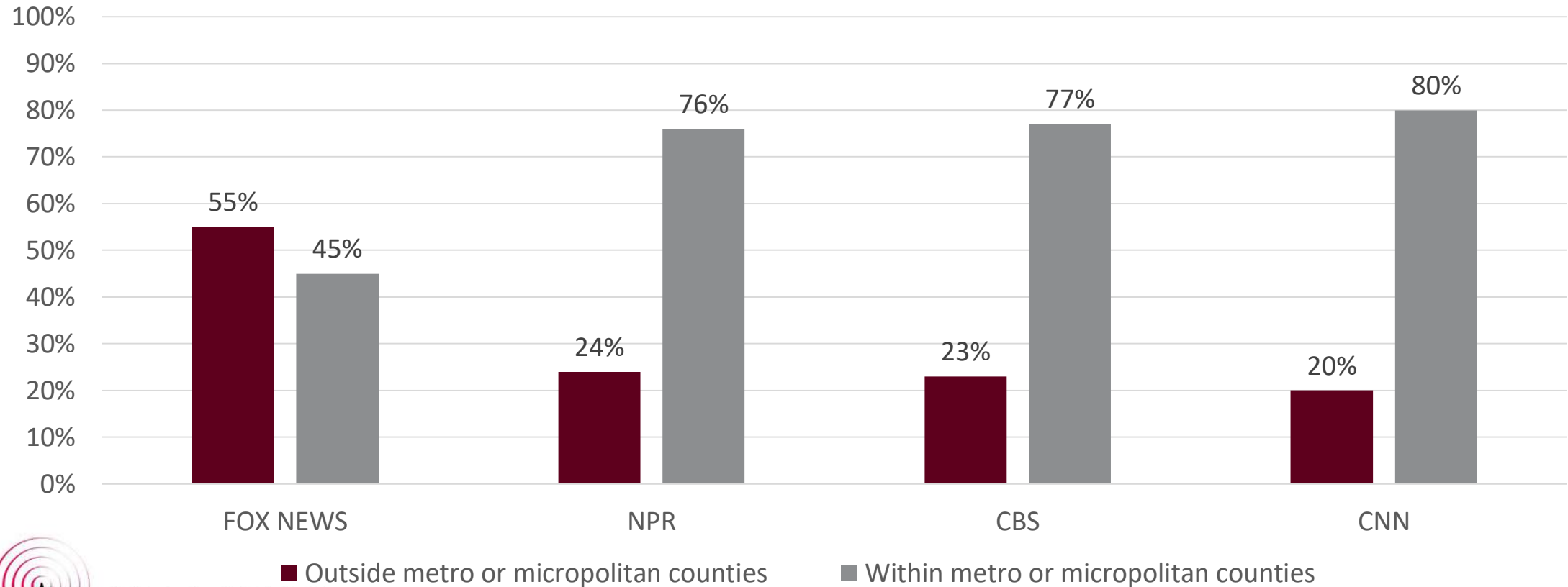
Trust in news sources is sharply divided by political party

% 2019 Respondents Who Rated the News Source as Most Trusted



Trust in news sources is divided by rural or urban place of residence

% 2019 Respondents Who Rated the News Source as Most Trusted

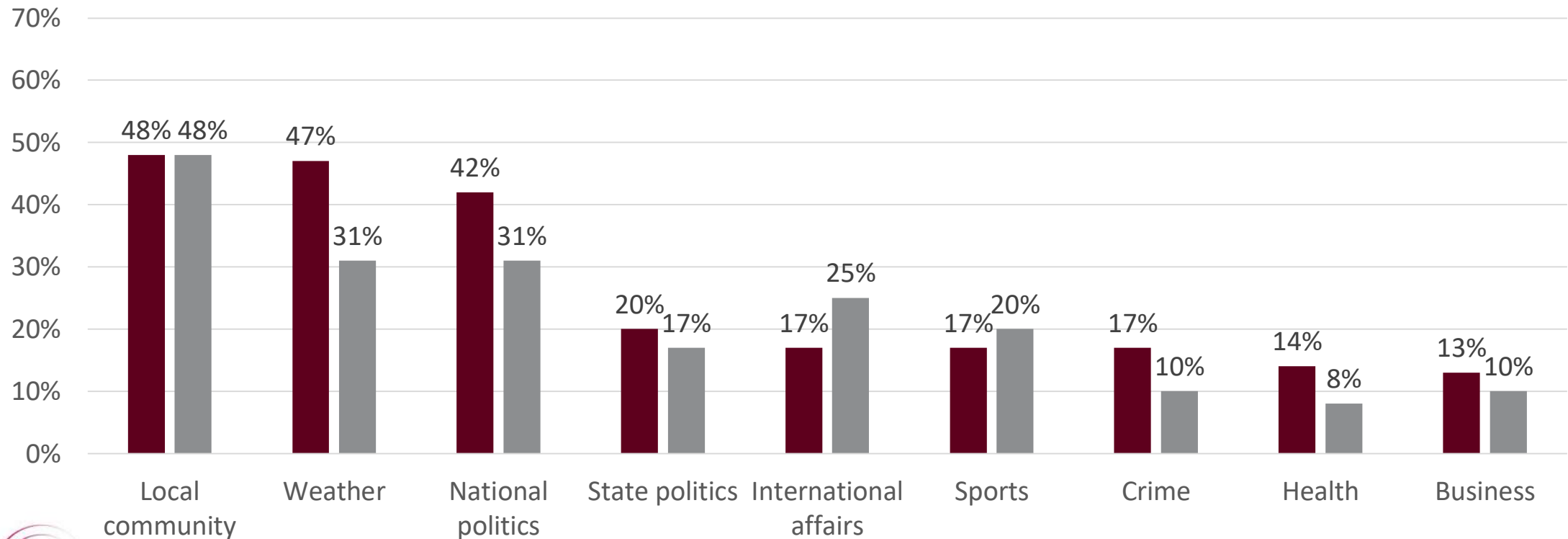


Local news is valued



What are the types of internet news and information content that interest you most?

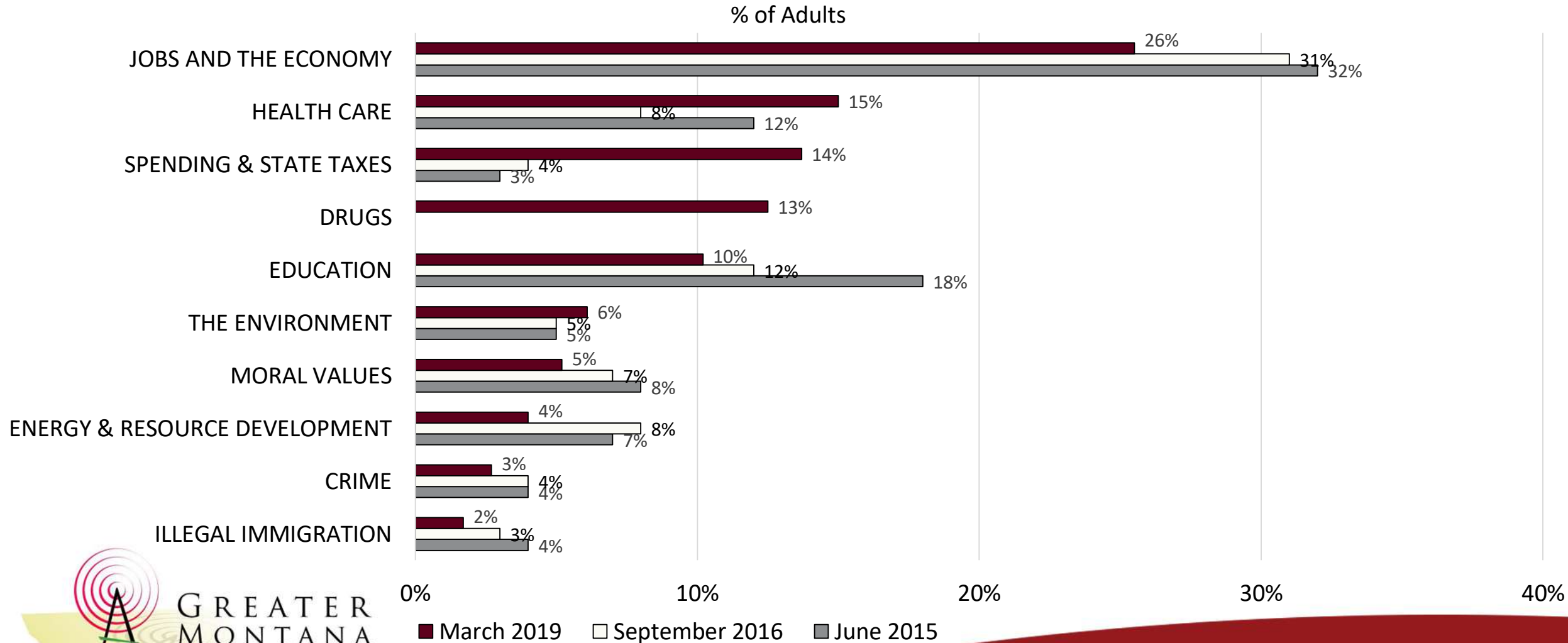
% of Adults



The importance of issues facing the state changed moderately over 4 years



Which ONE of the following issues do you think is the most important issue in the state?



Most important issue by gender and age

Issue	Male 18-49	Male 50+	Female 18-49	Female 50+
Jobs and the state economy	25%	29%	23%	26%
Health care	8%	17%	11%	24%
Spending & state taxes	18%	21%	13%	4%
Drugs	8%	10%	17%	15%
Education	15%	2%	15%	8%

Most important issue by rural/urban and party

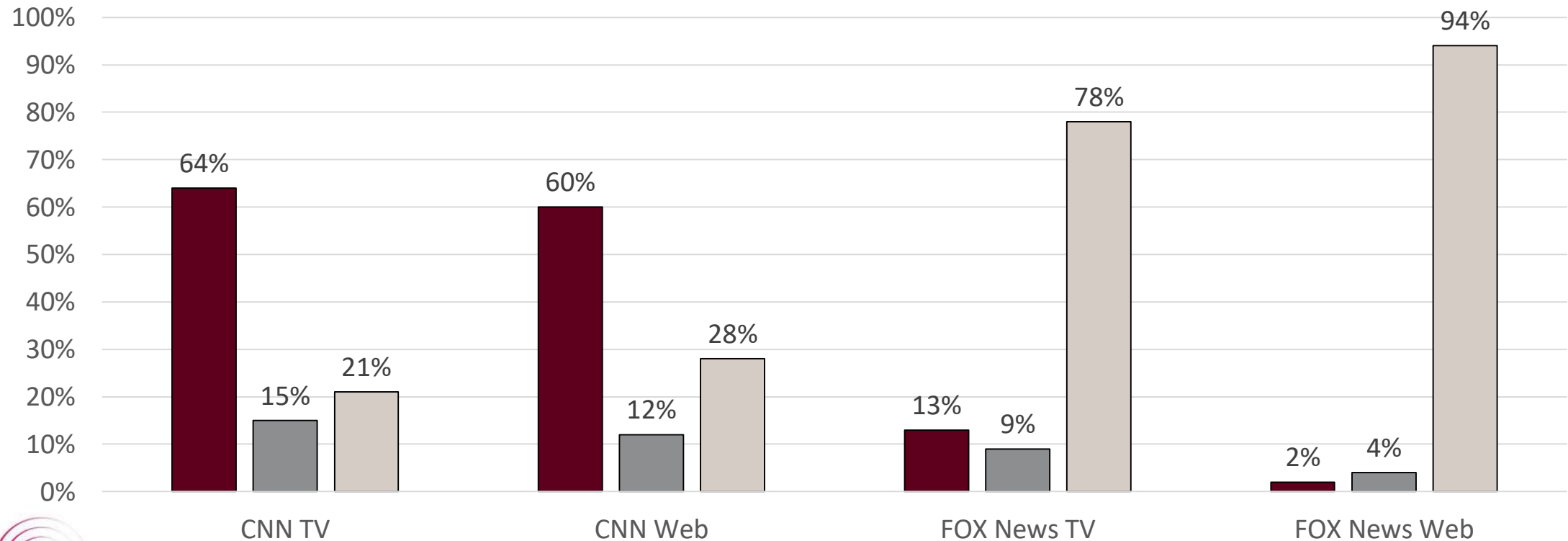
Issue	Rural	Urban	Democrat or leans	Independent	Republican or leans
Jobs and the state economy	27%	25%	19%	22%	33%
Health care	15%	15%	24%	12%	8%
Spending & state taxes	14%	14%	6%	10%	22%
Drugs	16%	11%	8%	28%	11%
Education	9%	11%	18%	6%	5%

News “echo chamber” behaviors showed a mixed trend



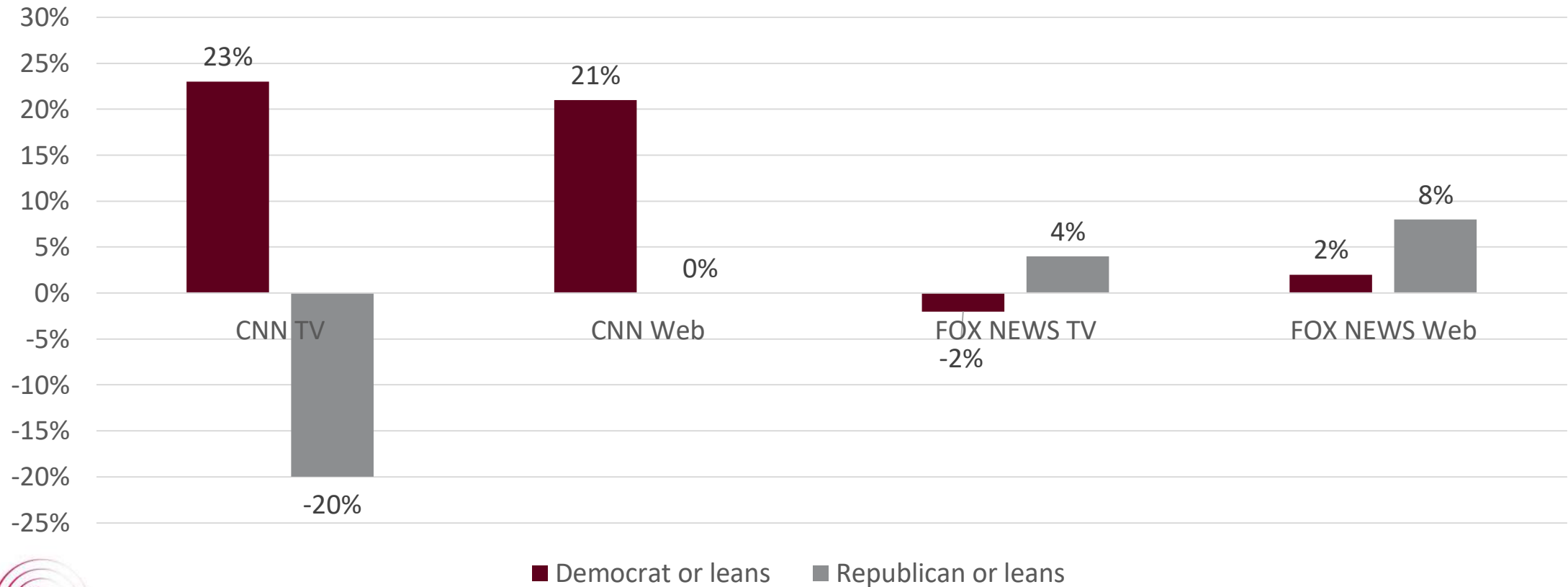
Consumers of CNN and FOX NEWS content are sharply divided by political party

% of Network's 2019 News Consumers



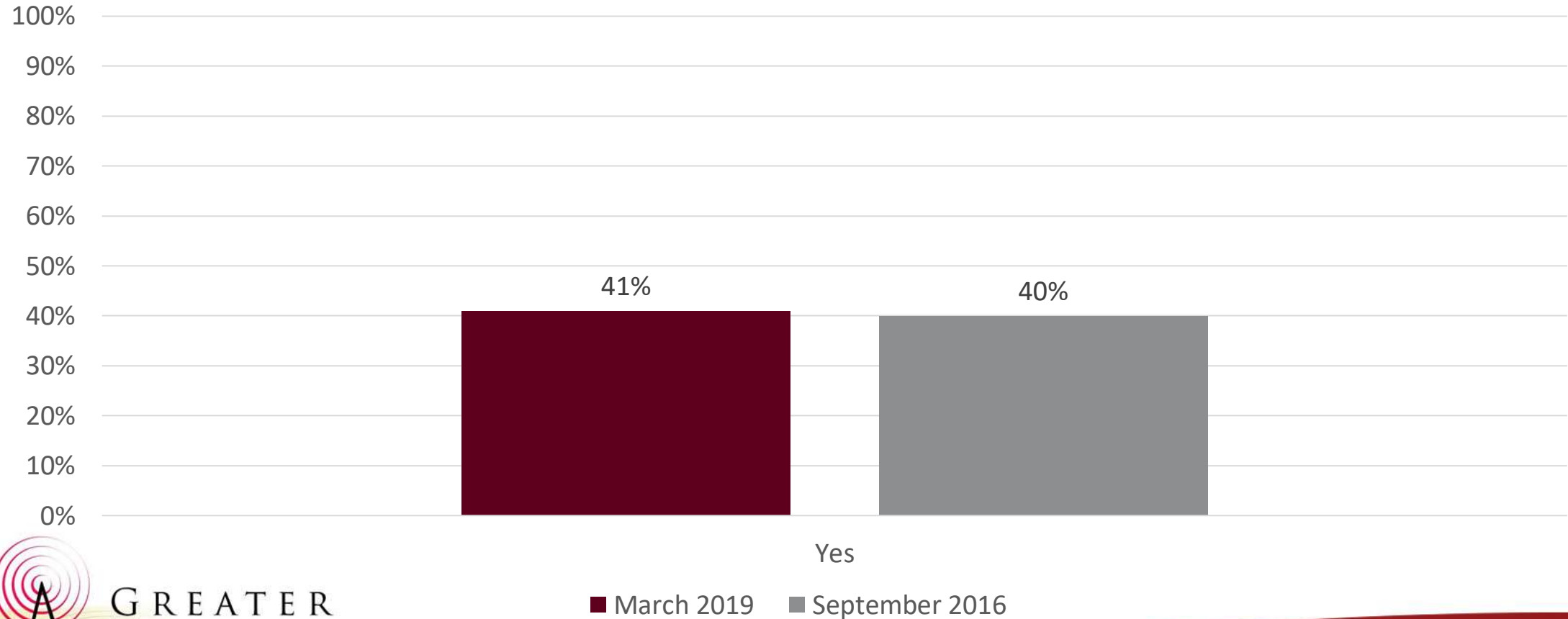
The political party divide between CNN and FOX NEWS content consumers increased since 2015

% Change in Partisan Composition of Network's Consumers 2015-2019



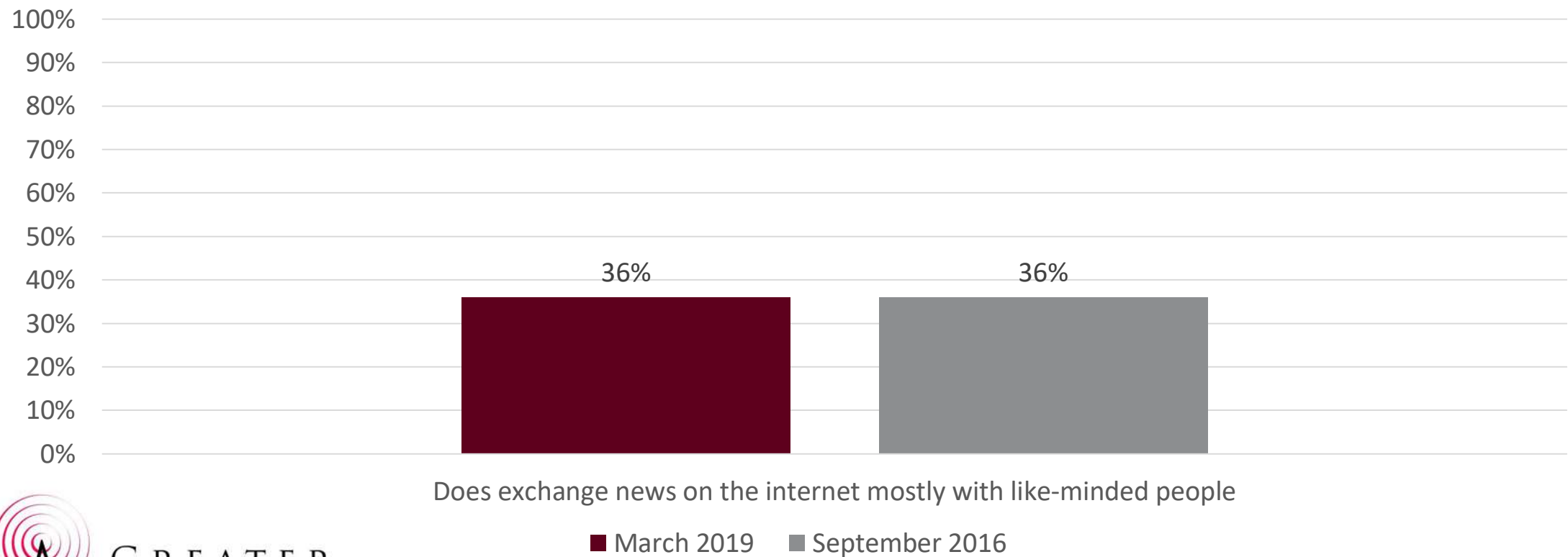
Have you ever shared a news article in an e-mail message or on a social media site like Facebook or Twitter?

% of Adults



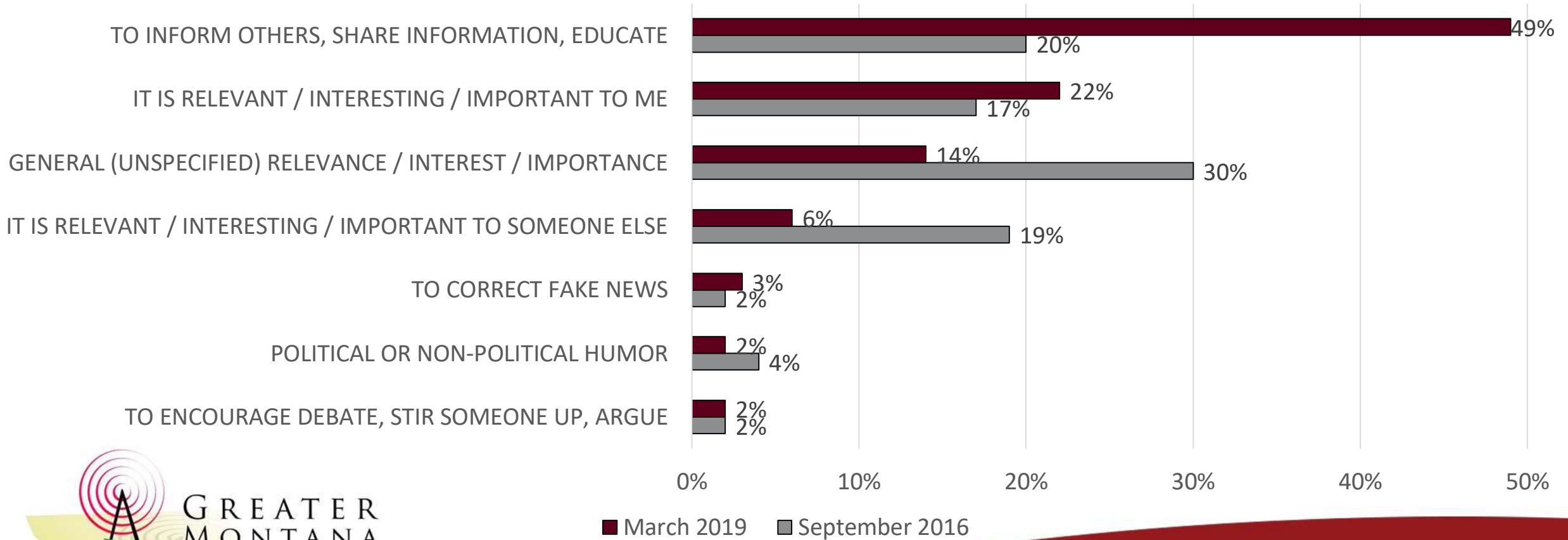
How many Montanans exchange news on the internet mostly with like-minded people?

% of Responses Among Those Who Share News Items



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

% Responses Among Those Who Share News Items



Would you say you sometimes share a news item on the internet to influence others?

% of Responses Among Those Who Share News Items

