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 Baldridge of UM BBER: john.baldridge@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?

% of Adults

<table>
<thead>
<tr>
<th></th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very closely</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Somewhat closely</td>
<td>53%</td>
<td>49%</td>
</tr>
<tr>
<td>Not too closely</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Not at all closely</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Which sources did you use to get most of your news in the past week?

<table>
<thead>
<tr>
<th>Source</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>67%</td>
<td>49%</td>
</tr>
<tr>
<td>Television</td>
<td>58%</td>
<td>53%</td>
</tr>
<tr>
<td>Family or friends</td>
<td>45%</td>
<td>17%</td>
</tr>
<tr>
<td>Radio</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>Print</td>
<td>33%</td>
<td>29%</td>
</tr>
</tbody>
</table>
What are the one or two websites you use most frequently for news and information?

- Fox News (16%)
- Google (16%)
- Billings Gazette (11%)
- CNN (9%)
- KPAX (8%)
- NPR (8%)
- KRTV (8%)
- New York Times (8%)
- KTVQ/Q2 (8%)
- Missoulian (7%)
- Bozeman Chronicle (5%)
- Great Falls Tribune (5%)
- Washington Post (5%)
- CBS (5%)
- BBC (5%)

March 2019  
June 2015
Have you ever created your own profile on any social networking site?

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>65%</td>
<td>59%</td>
</tr>
<tr>
<td>Instagram</td>
<td>37%</td>
<td>3%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>26%</td>
<td>4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>Twitter</td>
<td>19%</td>
<td>10%</td>
</tr>
</tbody>
</table>

% of Adults

March 2019

June 2015
Uses social media to access news and information

% of Adults

- March 2019: 47%
- June 2015: 34%

(March 2019 and June 2015 data)

Yes
People consumed individual news sources more selectively
How often do you watch local TV news?

% Adults

- Regularly: March 2019: 35%, June 2015: 41%
- Sometimes: March 2019: 27%, June 2015: 23%
- Hardly ever: March 2019: 20%, June 2015: 16%
- Never: March 2019: 18%, June 2015: 20%
How often do you watch broadcast network TV news?

% Adults

- Regularly: March 2019: 24%, June 2015: 31%
- Sometimes: March 2019: 22%, June 2015: 13%
- Hardly ever: March 2019: 26%, June 2015: 20%
- Never: March 2019: 28%, June 2015: 36%
How often do you watch cable TV news?

% Adults

- Regularly: 19% (March 2019), 23% (June 2015)
- Sometimes: 21% (March 2019), 19% (June 2015)
- Hardly ever: 25% (March 2019), 23% (June 2015)
- Never: 35% (March 2019), 35% (June 2015)

March 2019

June 2015

Bureau of Business and Economic Research
University of Montana

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

<table>
<thead>
<tr>
<th>Time Interval</th>
<th>% of Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour or more</td>
<td>42.0%</td>
</tr>
<tr>
<td>30-59 minutes</td>
<td>11.0%</td>
</tr>
<tr>
<td>15-29 minutes</td>
<td>5.0%</td>
</tr>
<tr>
<td>1-14 minutes</td>
<td>4.0%</td>
</tr>
<tr>
<td>Listened but unsure how long</td>
<td>0.0%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>0.3%</td>
</tr>
<tr>
<td>Did not listen</td>
<td>25%</td>
</tr>
</tbody>
</table>

- March 2019
- June 2015
How often do you read a Montana daily newspaper?

% of Adults

- Regularly: 25% (March 2019), 36% (June 2015)
- Sometimes: 23% (March 2019), 27% (June 2015)
- Hardly ever: 31% (March 2019), 15% (June 2015)
- Never: 21% (March 2019), 22% (June 2015)

March 2019 vs June 2015
How often do you read a local weekly community newspaper?

% of Adults

<table>
<thead>
<tr>
<th>Frequency</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly</td>
<td>21%</td>
<td>33%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>Hardly ever</td>
<td>25%</td>
<td>14%</td>
</tr>
<tr>
<td>Never</td>
<td>25%</td>
<td>34%</td>
</tr>
</tbody>
</table>

March 2019

June 2015
On average, which of the following best describes how often you are on the internet?

% of Adults

- Several hours per day: 41% (March 2019), 45% (June 2015)
- Almost every day: 40% (March 2019), 29% (June 2015)
- At least once per week: 5% (March 2019), 10% (June 2015)
- A few times per month: 2% (March 2019), 2% (June 2015)
- Every month or so: 1% (March 2019), 0% (June 2015)
- Rarely: 4% (March 2019), 2% (June 2015)
- Never: 7% (March 2019), 12% (June 2015)
Do you get more of your online news using a computer or a mobile device?

% of Internet News Consumers

<table>
<thead>
<tr>
<th>Device</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>23%</td>
<td>50%</td>
</tr>
<tr>
<td>Mobile device</td>
<td>58%</td>
<td>44%</td>
</tr>
<tr>
<td>Both equally</td>
<td>19%</td>
<td>6%</td>
</tr>
</tbody>
</table>

March 2019

June 2015
News source credibility varied widely
How credible are the following types of news source?

<table>
<thead>
<tr>
<th>News Source</th>
<th>% Adults Who Rate the Source Absolutely or Mostly Credible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local broadcast TV</td>
<td>66%</td>
</tr>
<tr>
<td>R's chosen websites</td>
<td>63%</td>
</tr>
<tr>
<td>Local weekly newspapers</td>
<td>55%</td>
</tr>
<tr>
<td>Montana daily newspapers</td>
<td>51%</td>
</tr>
<tr>
<td>Local radio</td>
<td>49%</td>
</tr>
<tr>
<td>Network broadcast TV</td>
<td>44%</td>
</tr>
<tr>
<td>National daily newspapers</td>
<td>36%</td>
</tr>
<tr>
<td>Cable news TV</td>
<td>33%</td>
</tr>
<tr>
<td>Sunday morning news talk shows</td>
<td>25%</td>
</tr>
<tr>
<td>News from social media sites</td>
<td>24%</td>
</tr>
</tbody>
</table>

March 2019
What specific news source do you consider the most trusted source of information?

- Fox: 14% (March 2019), 7% (June 2015)
- NPR: 5% (March 2019), 7% (June 2015)
- All News is Biased, I Trust None: 6% (March 2019), 5% (June 2015)
- TV Stations Generally: 5% (March 2019), 4% (June 2015)
- CBS: 3% (March 2019), 5% (June 2015)
- CNN: 4% (March 2019), 7% (June 2015)
- BBC: 4% (March 2019), 4% (June 2015)
- Newspapers Generally: 3% (March 2019), 6% (June 2015)
- KTVQ Q2 Billings: 3% (March 2019), 3% (June 2015)
- New York Times: 3% (March 2019), 3% (June 2015)

March 2019: 15%
June 2015: 14%
Trust in news sources is sharply divided by political party

% 2019 Respondents Who Rated the News Source as Most Trusted

- **FOX NEWS**: 97% Democrat or leans, 0% Independent or other, 3% Republican or leans
- **NPR**: 76% Democrat or leans, 12% Independent or other, 12% Republican or leans
- **CBS**: 84% Democrat or leans, 10% Independent or other, 6% Republican or leans
- **CNN**: 88% Democrat or leans, 8% Independent or other, 4% Republican or leans
Trust in news sources is divided by rural or urban place of residence

% 2019 Respondents Who Rated the News Source as Most Trusted

Outside metro or micropolitan counties
Within metro or micropolitan counties

- FOX NEWS
  - Outside: 55%
  - Within: 45%

- NPR
  - Outside: 24%
  - Within: 76%

- CBS
  - Outside: 23%
  - Within: 77%

- CNN
  - Outside: 20%
  - Within: 80%
Local news is valued
What are the types of internet news and information content that interest you most?

% of Adults

<table>
<thead>
<tr>
<th>Category</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local community news</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>Weather</td>
<td>47%</td>
<td>47%</td>
</tr>
<tr>
<td>National politics</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>State politics</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>International affairs</td>
<td>17%</td>
<td>25%</td>
</tr>
<tr>
<td>Sports</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Crime</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Health</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Business</td>
<td>13%</td>
<td>10%</td>
</tr>
</tbody>
</table>
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?

- JOBS AND THE ECONOMY
- HEALTH CARE
- SPENDING & STATE TAXES
- DRUGS
- EDUCATION
- THE ENVIRONMENT
- MORAL VALUES
- ENERGY & RESOURCE DEVELOPMENT
- CRIME
- ILLEGAL IMMIGRATION

% of Adults

- March 2019
- September 2016
- June 2015
## Most important issue by gender and age

<table>
<thead>
<tr>
<th>Issue</th>
<th>Male 18-49</th>
<th>Male 50+</th>
<th>Female 18-49</th>
<th>Female 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs and the state economy</td>
<td>25%</td>
<td>29%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Health care</td>
<td>8%</td>
<td>17%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>Spending &amp; state taxes</td>
<td>18%</td>
<td>21%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Drugs</td>
<td>8%</td>
<td>10%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Education</td>
<td>15%</td>
<td>2%</td>
<td>15%</td>
<td>8%</td>
</tr>
</tbody>
</table>
## Most important issue by rural/urban and party

<table>
<thead>
<tr>
<th>Issue</th>
<th>Rural</th>
<th>Urban</th>
<th>Democrat or leans</th>
<th>Independent</th>
<th>Republican or leans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs and the state economy</td>
<td>27%</td>
<td>25%</td>
<td>19%</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Health care</td>
<td>15%</td>
<td>15%</td>
<td>24%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Spending &amp; state taxes</td>
<td>14%</td>
<td>14%</td>
<td>6%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Drugs</td>
<td>16%</td>
<td>11%</td>
<td>8%</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>Education</td>
<td>9%</td>
<td>11%</td>
<td>18%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
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

- CNN TV: 64% Democrat or leans, 15% Independent or other, 21% Republican or leans
- CNN Web: 60% Democrat or leans, 12% Independent or other, 28% Republican or leans
- FOX News TV: 78% Democrat or leans, 13% Independent or other, 9% Republican or leans
- FOX News Web: 94% Democrat or leans, 2% Independent or other, 4% Republican or leans
The political party divide between CNN and FOX NEWS content consumers increased since 2015.

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

- CNN TV: -20%
- CNN Web: 0%
- FOX NEWS TV: 4%
- FOX NEWS Web: 2%

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

<table>
<thead>
<tr>
<th></th>
<th>% of Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2019</td>
<td>41%</td>
</tr>
<tr>
<td>September 2016</td>
<td>40%</td>
</tr>
</tbody>
</table>
How many Montanans exchange news on the internet mostly with like-minded people?

% of Responses Among Those Who Share News Items

Does exchange news on the internet mostly with like-minded people

- March 2019: 36%
- September 2016: 36%
What would you say is the main reason you share a news item on the internet?

% Responses Among Those Who Share News Items

- **TO INFORM OTHERS, SHARE INFORMATION, EDUCATE**: 49%
- **IT IS RELEVANT / INTERESTING / IMPORTANT TO ME**: 22%
- **GENERAL (UNSPECIFIED) RELEVANCE / INTEREST / IMPORTANCE**: 30%
- **IT IS RELEVANT / INTERESTING / IMPORTANT TO SOMEONE ELSE**: 19%
- **TO CORRECT FAKE NEWS**: 2%
- **POLITICAL OR NON-POLITICAL HUMOR**: 4%
- **TO ENCOURAGE DEBATE, STIR SOMEONE UP, ARGUE**: 2%

March 2019

September 2016
Would you say you sometimes share a news item on the internet to influence others?

% of Responses Among Those Who Share News Items

- March 2019: 63%
- September 2016: 43%

Greater Montana Foundation
Bureau of Business and Economic Research
University of Montana