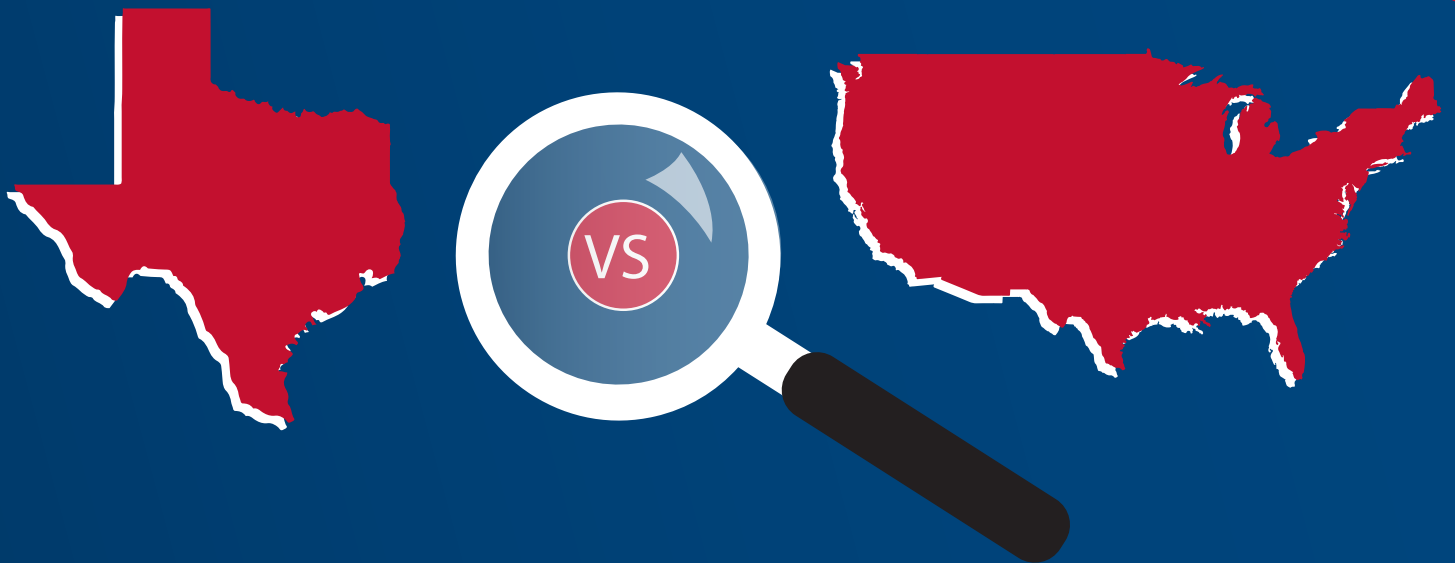




# TEXAS MEDIA & SOCIETY SURVEY

## TOPLINE RESULTS: 2018





# Topline Results: 2018 Texas Media & Society Survey

Prepared by the Annette Strauss Institute for Civic Life

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Note: Survey questions were asked of a sample of 1,004 Texans and 1,062 Americans between May 16 and May 31, 2018. Columns will not always add up to 100 due to rounding and non-response. Survey weights have been employed to adjust for demographic differences between our sample and the populations of Texas and the United States. Further information about the survey methodology can be found at the end of this report. Previous reports and the full questionnaire for Year 1, Year 2, and Year 3 of the survey can be found at [TXMediaAndSociety.org](http://TXMediaAndSociety.org)

## Q1. Please indicate how much you agree or disagree with each of the following statements about the news media.

Q1\_1. They focus too much on scandals.

	TX	US
1. Strongly agree	39%	40%
2. Somewhat agree	34	33
3. Neither agree nor disagree	17	18
4. Somewhat disagree	7	5
5. Strongly disagree	2	3

Q1\_2. They are manipulated by elected officials who want to get media coverage.

	TX	US
1. Strongly agree	24%	24%
2. Somewhat agree	42	40
3. Neither agree nor disagree	22	24
4. Somewhat disagree	8	8
5. Strongly disagree	3	3

Q1\_3. They need to do more to hold political candidates and elected officials accountable.

	TX	US
1. Strongly agree	42%	42%
2. Somewhat agree	29	28
3. Neither agree nor disagree	21	22
4. Somewhat disagree	4	4
5. Strongly disagree	2	3

Q1\_4. They focus too much on the loudest voices.

	TX	US
1. Strongly agree	29%	32%
2. Somewhat agree	41	35
3. Neither agree nor disagree	21	24
4. Somewhat disagree	5	5
5. Strongly disagree	1	2

**Q2. Please indicate how much you agree or disagree with each of the following statements.**

Q2\_1. It is easy for me to tell the difference between hard news and opinion in the media.

	TX	US
1. Strongly agree	20%	20%
2. Somewhat agree	37	37
3. Neither agree nor disagree	24	24
4. Somewhat disagree	13	13
5. Strongly disagree	4	3

Q2\_2. Journalists have difficulty removing their personal opinions from their reporting.

	TX	US
1. Strongly agree	28%	30%
2. Somewhat agree	34	32
3. Neither agree nor disagree	23	21
4. Somewhat disagree	11	11
5. Strongly disagree	3	3

Q2\_3. The news media should just present the facts, without any analysis.

	TX	US
1. Strongly agree	36%	38%
2. Somewhat agree	28	27
3. Neither agree nor disagree	20	17
4. Somewhat disagree	10	12
5. Strongly disagree	4	4

**Q3. How often do you come across news and opinion stories from organizations that you haven't heard of before?**

	TX	US
1. All of the time	8%	7%
2. Most of the time	8	10
3. About half of the time	26	24
4. Some of the time	48	46
5. None of the time	8	11

**Q4. How often do you come across news stories about politics and government online that you think are not fully accurate?**

	TX	US
1. Often	36%	37%
2. Sometimes	43	45
3. Hardly ever	16	11
4. Never	3	6

**Q5. How often do you come across news stories about politics and government online that you think are almost completely MADE UP?**

	TX	US
1. Often	18%	22%
2. Sometimes	48	47
3. Hardly ever	26	21
4. Never	6	8

**Q6. Have you ever shared a political news story online that you later found out was made up?**

	TX	US
1. Yes	13%	12%
2. No	71	70
3. Don't know	15	16

**Q7. How confident are you in your own ability to recognize news that is made up?**

	TX	US
1. Very confident	16%	17%
2. Somewhat confident	54	56
3. Not very confident	24	22
4. Not at all confident	5	4

**Q8. How often do you check the accuracy of the news you get?**

	TX	US
1. All of the time	9%	9%
2. Most of the time	25	27
3. About half of the time	24	20
4. Some of the time	27	28
5. None of the time	13	15

**Q9. Which of the following social networking sites, if any, do you use?**

	TX	US
1. Facebook	67%	64%
2. Twitter	18	16
3. Snapchat	12	13
4. Instagram	25	24
5. YouTube	46	37
6. Reddit	5	4
7. I do not use any social networking sites	18	24

**Q10. Do you follow any news organizations on social networking sites such as Facebook or Twitter?**

	TX	US
1. Yes	34%	31%
2. No	66	68

**Q11. Do you follow any individual journalists on social networking sites such as Facebook or Twitter?**

	TX	US
1. Yes	15%	19%
2. No	84	80

**Q12. Do you follow any individual politicians on social networking sites such as Facebook or Twitter?**

	TX	US
1. Yes	19%	20%
2. No	79	80

**Q13. Please indicate whether each of the following statements are part of the voting process in [Insert State]**

Q13\_1. I can register to vote on Election Day.

	TX	US
1. Yes	22%	25%
2. No	39	36
3. Not Sure	37	37

Q13\_2. I must show a photo ID to vote on Election Day

	TX	US
1. Yes	77%	59%
2. No	8	24
3. Not Sure	13	14

Q13\_3. I can vote by mail or other absentee methods

	TX	US
1. Yes	57%	74%
2. No	14	6
3. Not Sure	28	18

Q13\_4. I can vote early (before Election Day) in person

	TX	US
1. Yes	79%	48%
2. No	6	22
3. Not Sure	13	29

**Q14. Do you think journalists should disclose each of the following?**

Q14\_1. Their partisan affiliation if they report on politics.

	TX	US
1. Yes	41%	41%
2. No	40	39
3. Uncertain	16	18

Q14\_2. Their religious affiliation if they report on religion.

	TX	US
1. Yes	29%	33%
2. No	53	49
3. Uncertain	16	16

Q14\_3. Their investments if they report on the stock market.

	TX	US
1. Yes	32%	36%
2. No	50	47
3. Uncertain	16	15

Q14\_4. Their immigration status if they report on immigration.

	TX	US
1. Yes	34%	35%
2. No	49	48
3. Uncertain	15	15

**Q15. Which of the following comes closer to your view, even if neither is exactly right?**

	TX	US
1. Journalists should <u>not</u> donate money to political candidates, even if they want to.	47%	53%
2. Journalists should donate money to political candidates if they want to.	50	44

**Q16. Which of the following comes closer to your view, even if neither is exactly right?**

	TX	US
1. Journalists should <u>not</u> sign petitions for causes they believe in, even if they want to.	29%	36%
2. Journalists should sign petitions for causes they believe in if they want to.	68	61

**Q17. In the past year, how, if at all, have you paid for access to news?**

	TX	US
1. Newspaper subscription	15%	20%
2. News magazine subscription	5	4
3. Cable subscription that includes a news channel	34	32
4. Digital news subscription	5	6
5. Donated money to a news organization	2	2
6. I have not paid for access to news	56	53

**Q18. How closely do you pay attention to the following categories of news?**

Q18\_1. International

	TX	US
1. Very closely	11%	13%
2. Somewhat closely	42	40
3. Not very closely	31	30
4. Not at all closely	13	15

Q18\_2. National

	TX	US
1. Very closely	24%	25%
2. Somewhat closely	45	42
3. Not very closely	20	20
4. Not at all closely	8	11



Q18\_3. Local News

	TX	US
1. Very closely	37%	36%
2. Somewhat closely	39	38
3. Not very closely	15	16
4. Not at all closely	6	8

Q18\_4. Celebrity & Entertainment

	TX	US
1. Very closely	6%	5%
2. Somewhat closely	21	20
3. Not very closely	36	38
4. Not at all closely	34	35

Q18\_5. Sports

	TX	US
1. Very closely	15%	13%
2. Somewhat closely	23	24
3. Not very closely	28	27
4. Not at all closely	31	33

Q18\_6. Weather

	TX	US
1. Very closely	44%	40%
2. Somewhat closely	39	39
3. Not very closely	11	13
4. Not at all closely	3	6

Q18\_7. Health

	TX	US
1. Very closely	19%	17%
2. Somewhat closely	42	43
3. Not very closely	28	24
4. Not at all closely	8	13

Q18\_8. Business

	TX	US
1. Very closely	8%	9%
2. Somewhat closely	31	31
3. Not very closely	37	38
4. Not at all closely	21	20

Q18\_9. Political

	TX	US
1. Very closely	19%	20%
2. Somewhat closely	36	38
3. Not very closely	30	24
4. Not at all closely	12	16

Q18\_10. Technology

	TX	US
1. Very closely	12%	9%
2. Somewhat closely	39	38
3. Not very closely	35	35
4. Not at all closely	11	16

Q18\_11. Environment

	TX	US
1. Very closely	16%	13%
2. Somewhat closely	34	39
3. Not very closely	34	30
4. Not at all closely	12	15

**Q19. How often do you get news from each of the following?**

Q19\_1. Print

	TX	US
1. Often	14%	19%
2. Sometimes	26	27
3. Hardly ever	31	29
4. Never	26	23

Q19\_2. Television

	TX	US
1. Often	57%	49%
2. Sometimes	22	29
3. Hardly ever	11	11
4. Never	6	8

Q19\_3. Radio

	TX	US
1. Often	24%	23%
2. Sometimes	33	36
3. Hardly ever	23	22
4. Never	16	17

Q19\_4. Computer (laptop or desktop)

	TX	US
1. Often	29%	29%
2. Sometimes	37	35
3. Hardly ever	19	18
4. Never	12	16

Q19\_5. Tablet, such as an iPad or Surface (7 inches or larger)

	TX	US
1. Often	14%	12%
2. Sometimes	20	20
3. Hardly ever	23	23
4. Never	41	42

Q19\_6. Smartphone, such as an iPhone or Galaxy (smaller than 7 inches)

	TX	US
1. Often	35%	28%
2. Sometimes	30	30
3. Hardly ever	15	14
4. Never	16	26

Q19\_7. Family and friends

	TX	US
1. Often	15%	12%
2. Sometimes	48	51
3. Hardly ever	28	23
4. Never	6	11

**Q20. From which sources did you get news IN THE PAST 14 DAYS, two weeks ago through today.**

	TX	US
1. Rush Limbaugh Show	6%	4%
2. Network Evening News	26	27
3. Local television news	57	51
4. Local newspaper	25	30
5. Wall Street Journal	6	6
6. Washington Post	10	10
7. The New York Times	9	11
8. The Huffington Post	8	8
9. Drudge Report	3	2
10. National Public Radio	10	13
11. Fox News Cable Channel	21	19
12. CNN	25	22
13. MSNBC	13	12
14. NewsHour on PBS	5	5
15. Breitbart	3	1
16. Facebook	28	24
17. Twitter	7	6
18. Reddit	1	2
19. Snapchat	1	2
20. Instagram	3	3
21. YouTube	12	8

**Q21. Which local newspaper(s) do you read most frequently?**

	TX
1. Dallas Morning News	14%
2. Houston Chronicle	19
3. Fort Worth Star-Telegram	7
4. San Antonio Express-News	16
5. Austin American Statesman	9
6. El Paso Times	6
7. Texas Tribune	6
8. McAllen Monitor	3

**Q22. Thinking about the news media as a whole, do you think that they have a liberal bias, a conservative bias, or neither type of bias?**

	TX	US
1. Strong liberal bias	23%	26%
2. Slight liberal bias	11	15
3. Neither a liberal nor a conservative bias	23	22
4. Slight conservative bias	9	7
5. Strong conservative bias	4	4
6. Don't know / not sure	29	25

**Q23. For each source listed below, please indicate whether you think it has a liberal bias, a conservative bias, or neither type of bias.**

Q23\_1. Rush Limbaugh Show (radio)

	TX	US
1. Strong liberal bias	3%	3%
2. Slight liberal bias	1	2
3. Neither a liberal nor a conservative bias	5	8
4. Slight conservative bias	4	5
5. Strong conservative bias	40	43
6. Don't know / not sure	44	36

Q23\_2. Wall Street Journal

	TX	US
1. Strong liberal bias	7%	9%
2. Slight liberal bias	8	9
3. Neither a liberal nor a conservative bias	16	18
4. Slight conservative bias	10	11
5. Strong conservative bias	3	5
6. Don't know / not sure	53	46

Q23\_3. Washington Post

	TX	US
1. Strong liberal bias	15%	19%
2. Slight liberal bias	12	14
3. Neither a liberal nor a conservative bias	13	14
4. Slight conservative bias	5	3
5. Strong conservative bias	2	1
6. Don't know / not sure	50	45

Q23\_4. The New York Times

	TX	US
1. Strong liberal bias	18%	21%
2. Slight liberal bias	13	15
3. Neither a liberal nor a conservative bias	12	14
4. Slight conservative bias	6	3
5. Strong conservative bias	2	1
6. Don't know / not sure	47	42

Q23\_5. Huffington Post

	TX	US
1. Strong liberal bias	16%	20%
2. Slight liberal bias	10	10
3. Neither a liberal nor a conservative bias	11	12
4. Slight conservative bias	3	3
5. Strong conservative bias	1	2
6. Don't know / not sure	55	50

Q23\_6. Drudge Report

	TX	US
1. Strong liberal bias	2%	3%
2. Slight liberal bias	2	3
3. Neither a liberal nor a conservative bias	8	10
4. Slight conservative bias	6	5
5. Strong conservative bias	11	9
6. Don't know / not sure	68	68

Q23\_7. National Public Radio (NPR)

	TX	US
1. Strong liberal bias	12%	13%
2. Slight liberal bias	9	12
3. Neither a liberal nor a conservative bias	20	22
4. Slight conservative bias	4	2
5. Strong conservative bias	2	1
6. Don't know / not sure	49	46

Q23\_8. Fox News Cable Channel

	TX	US
1. Strong liberal bias	4%	4%
2. Slight liberal bias	3	4
3. Neither a liberal nor a conservative bias	10	11
4. Slight conservative bias	14	15
5. Strong conservative bias	31	34
6. Don't know / not sure	35	30

Q23\_9. CNN

	TX	US
1. Strong liberal bias	25%	28%
2. Slight liberal bias	14	14
3. Neither a liberal nor a conservative bias	16	18
4. Slight conservative bias	5	4
5. Strong conservative bias	2	2
6. Don't know / not sure	35	31

Q23\_10. MSNBC

	TX	US
1. Strong liberal bias	21%	26%
2. Slight liberal bias	13	13
3. Neither a liberal nor a conservative bias	12	15
4. Slight conservative bias	4	3
5. Strong conservative bias	2	1
6. Don't know / not sure	45	39

Q23\_11. NewsHour on PBS

	TX	US
1. Strong liberal bias	8%	11%
2. Slight liberal bias	8	9
3. Neither a liberal nor a conservative bias	21	24
4. Slight conservative bias	3	2
5. Strong conservative bias	2	1
6. Don't know / not sure	54	49

Q23\_12. Breitbart

	TX	US
1. Strong liberal bias	2%	3%
2. Slight liberal bias	2	3
3. Neither a liberal nor a conservative bias	5	8
4. Slight conservative bias	6	4
5. Strong conservative bias	22	22
6. Don't know / not sure	59	58

**Q24. In the past month, from which sources do you get information about local politics?**

	TX	US
1. Television news	59%	57%
2. Radio	24	26
3. Newspaper	24	31
4. Websites	18	16
5. Listservs or email	3	4
6. Social networking site, such as a Facebook page	19	17
7. Mobile apps	7	6
8. Family, co-workers, and/or friends	26	26
9. I do not get any information about local politics	19	15

**Q25. How long have you lived at your current address?**

	TX	US
Average number of years	12	14

**Q26. How strongly do you think of your local community as your real home?**

	TX	US
1. Does not at all feel like my real home	7%	6%
2. Somewhat does not feel like my real home	9	7
3. Neither feels like nor does not feel like my real home	13	16
4. Somewhat feels like my real home	27	26
5. Strongly feels like my real home	42	44

**Q27. If your political opinions were to become widely known around your local community, how concerned would you be that people would avoid you or act differently toward you somehow?**

	TX	US
1. Extremely concerned	4%	3%
2. Very concerned	5	4
3. Moderately concerned	13	15
4. Slightly concerned	13	11
5. Not at all concerned	62	65

**Q28. Which of the following have you done in the past two years?**

	TX	US
1. Met in private in person with a group of people to secretly discuss politics	4%	4%
2. Joined a private Facebook group or other private social media group to discuss politics	6	5
3. Talked about politics with someone who does not share your political opinions	55	52



**Q29. How often, if at all, do you try to make sure that others can't hear or see you when you talk about politics?**

	TX	US
1. Often	6%	5%
2. Sometimes	16	17
3. Hardly ever	21	22
4. Never	54	54

**Q30. In general, how many people in your local community share your opinions about politics??**

	TX	US
1. Very few	17%	13%
2. Some, but less than half	21	19
3. Roughly half	24	30
4. More than half	23	25
5. Nearly everyone	7	6

**Q31. This next question asks how often you did something during a TYPICAL MONTH in the past 12 months. How often did you discuss politics with family or friends?**

	TX	US
1. Basically, every day	7%	8%
2. A few times a week	15	18
3. A few times a month	21	22
4. Once a month	9	9
5. Less than once a month	25	23
6. Not at all	20	18

**Q32. How much do you agree or disagree with the following phrases?**

Q32\_1. I'd rather put my trust in the wisdom of ordinary people than the opinions of experts and intellectuals:

	TX	US
1. Strongly agree	8%	8%
2. Somewhat agree	21	20
3. Neither agree nor disagree	35	38
4. Somewhat disagree	22	19
5. Strongly disagree	12	12

Q32\_2. Ordinary people can really use the help of experts to understand complicated things like science and health:

	TX	US
1. Strongly agree	23%	21%
2. Somewhat agree	36	39
3. Neither agree nor disagree	27	27
4. Somewhat disagree	8	6
5. Strongly disagree	4	4

**Q33. To be a good citizen, how important would you say it is for a person to..?**

Q33\_1. Serve in the military when the country is at war

	TX	US
1. Extremely important	24%	20%
2. Somewhat important	32	33
3. Neither unimportant nor important	31	33
4. Somewhat unimportant	5	5
5. Extremely unimportant	5	6

Q33\_2. Vote in elections

	TX	US
1. Extremely important	61%	63%
2. Somewhat important	22	19
3. Neither unimportant nor important	12	11
4. Somewhat unimportant	1	1
5. Extremely unimportant	2	3

Q33\_3. Form his or her own opinion about politics and current events, independently of others

	TX	US
1. Extremely important	41%	43%
2. Somewhat important	31	28
3. Neither unimportant nor important	21	21
4. Somewhat unimportant	2	2
5. Extremely unimportant	2	3

Q33\_4. Help people who are worse off than themselves

	TX	US
1. Extremely important	35%	31%
2. Somewhat important	43	42
3. Neither unimportant nor important	15	19
4. Somewhat unimportant	2	3
5. Extremely unimportant	1	2

Q33\_5. Be active in voluntary organizations, for example by doing volunteer work or being part of a volunteer organization

	TX	US
1. Extremely important	19%	16%
2. Somewhat important	45	40
3. Neither unimportant nor important	27	33
4. Somewhat unimportant	4	4
5. Extremely unimportant	2	4

**Q34. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say that you follow what's going on in government and public affairs?**

	TX	US
1. All of the time	12%	12%
2. Most of the time	26	31
3. Half of the time	31	26
4. Hardly ever	18	18
5. Never	10	10

**Q35. How much of the time do you think you can trust the government in Washington to do what is right?**

	TX	US
1. All of the time	1%	0%
2. Most of the time	10	9
3. Half of the time	38	37
4. Hardly ever	35	37
5. Never	14	14

**Q36. How much of the time do you think you can trust the [insert state] government to do what is right?**

	TX	US
1. All of the time	2%	1%
2. Most of the time	22	17
3. Half of the time	40	42
4. Hardly ever	26	25
5. Never	9	12

**Q37. Which of the following have you done in the last 12 months?**

	TX	US
1. Contacted a politician or a local government official	14%	15%
2. Worked in a political party or action group	2	2
3. Worked for the campaign of a candidate for office	1	3
4. Signed a petition	22	25
5. Taken part in a lawful public demonstration	2	5
6. Boycotted (i.e. not bought) certain products for political, ethical, or environmental reasons	15	15
7. Deliberately bought certain products for political, ethical, or environmental reasons	10	11
8. Donated money to a political, ethical, or environmental organization or group	12	11
9. Participated in political activities over the internet	5	5
10. Written a letter to a newspaper editor or called into a public affairs radio talk show	2	2
11. Called other people to raise funds for a political organization	1	1
12. I have not done any of these activities in the last 12 months	59	56

**Q38. Are you are currently active in or a member of any of these groups or organizations?**

	TX	US
1. Community group or neighborhood association	10%	10%
2. Church group or other religious or spiritual organizations	25	25
3. Sports or recreation leagues, whether for yourself or for your child	8	9
4. Social groups or clubs, such as a book club or dinner club	6	8
5. Charitable or service organizations, such Habitat for Humanity or the Rotary Club	7	8
6. Other group	3	3
7. I am not active in or a member of any of these groups or organizations	59	55

**Q35. Many are not registered to vote because they are too busy or move often. Would official state records in the state where you currently live show that you are now registered to vote in your election district or not?**

	TX	US
1. Registered	73%	79%
2. Not registered	19	12
3. Don't know / Uncertain	7	7

**Q36. How much do you agree or disagree with the following phrases?**

Q36\_1. People like me don't have any say about what the government does.

	TX	US
6. Strongly agree	10%	10%
7. Somewhat agree	21	21
8. Neither agree nor disagree	24	22
9. Somewhat disagree	19	20
10. Strongly disagree	23	24

Q36\_2. Sometimes politics and government seem so complicated that a person like me cannot really understand what is going on.

	TX	US
6. Strongly agree	9%	7%
7. Somewhat agree	23	23
8. Neither agree nor disagree	22	22
9. Somewhat disagree	20	19
10. Strongly disagree	23	26

Q36\_3. My vote doesn't matter.

	TX	US
1. Strongly agree	9%	8%
2. Somewhat agree	16	12
3. Neither agree nor disagree	18	18
4. Somewhat disagree	19	20
5. Strongly disagree	36	39

Q36\_4. I don't know enough to cast an informed vote.

	TX	US
1. Strongly agree	6%	6%
2. Somewhat agree	14	10
3. Neither agree nor disagree	23	21
4. Somewhat disagree	20	20
5. Strongly disagree	35	40

**Q37. Thinking about the rules and processes in place for voting in U.S. elections, how much confidence do you have that elections are open and fair?**

	TX	US
1. A great deal of confidence	12%	16%
2. A fair amount of confidence	42	41
3. Not too much confidence	30	26
4. No confidence at all	14	14

**Q38. Do you approve or disapprove of the way Donald Trump is handling his job as president?**

	TX	US
1. Approve strongly	16%	21%
2. Somewhat approve	18	18
3. Somewhat Disapprove	14	11
4. Disapprove strongly	43	39
5. Don't know	7	7

**Q39. Do you President Trump should...**

	TX	US
1. Tweet more often	3%	4%
2. Tweet about as frequently as he does now	16	15
3. Tweet less often	77	76

**Q40. How much do you agree or disagree with the following statement?**

Q40\_1. The recent attention paid by the media to the sexual harassment and assault of women in America is going to improve the lives of most women.

	TX	US
1. Strongly agree	14%	10%
2. Somewhat agree	31	35
3. Neither agree nor disagree	28	29
4. Somewhat disagree	16	13
5. Strongly disagree	10	10

## **About the Institute and the Survey**

The Annette Strauss Institute for Civic Life exists to cultivate informed voters and active citizens. As an Organized Research Unit housed in the Moody College of Communication at the University of Texas at Austin, the Institute sponsors research, education, and outreach programs focused on three key pillars: civic discovery, young people, and civil dialogue. In 2000, the Institute was founded on the belief that informed voters and active citizens are made, not born, and that democracy and society benefit when citizens participate and take action to improve their communities. More information about the Institute and our projects can be found at [AnnetteStrauss.org](http://AnnetteStrauss.org)

The Texas Media & Society Survey seeks to capture the voices of Texans and Americans on the media, civic engagement, and politics over time. Launched in 2015 as an endeavor of the Moody College of Communication, the Annette Strauss Institute for Civic Life, and the School of Journalism, the survey reveals the attitudes of Texans and Americans on media and politics, measures habits of news consumption, and offers insight into how people become informed in the digital age. The release of annual survey results coincides with the annual Denius Symposium on News Integrity that invites students to engage in public dialogue and to explore the survey results. For more information, or to request access to the survey data, visit [TXMediaAndSociety.org](http://TXMediaAndSociety.org)

## Methodology

Methodology The Texas Media & Society Survey was created by the Annette Strauss Institute for Civic Life at the University of Texas at Austin. The survey was fielded by GfK Group (formerly Knowledge Networks). GfK employs a probability-based sampling strategy to recruit panelists to participate in surveys. They originally used random digit dialing to recruit panelists until 2009 when they moved to physical address based sampling methods. Those without Internet access are provided with a web-enabled device and free Internet service so that they can complete surveys online.

For this particular study, 3,478 were sampled for participation and 2,066 completed the survey. Non-responders were sent email reminders on day 3, 7, and 10 of the field period. Surveys were available in both English and Spanish. Data collection took place between May 16, 2018 and May 31, 2018. Respondents had to be over the age of 18 to participate. The margin of error for the Texas sample is 3.12 and the margin of error for the U.S. sample is 3.01. Weights were applied to each sample were employed in this report. Population data was drawn from the 2015 Current Population Survey and used to weight the sample based on age, race, gender, region, education, homeownership, and income. The table below describes the unweighted data and the percent of key demographics within the samples.

	Texas		U.S.	
	Sample Size	% of Sample	Sample Size	% of Sample
Total	1004	100%	1062	100%
Male	479	48%	552	52%
Female	525	52%	510	48%
18-29	87	9%	139	13%
30-44	181	18%	214	20%
45-59	289	29%	286	27%
60+	447	45%	423	40%
18-44	268	27%	353	33%
44+	736	73%	709	67%
High School or Less	306	30%	358	34%
Some college	305	30%	314	30%
College or more	393	39%	390	37%
Republican	453	46%	480	46%
Democrat	485	49%	501	48%



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## TEXAS MEDIA & SOCIETY SURVEY | TOPLINE RESULTS: 2018