



REPORT ON THE NEWS MEDIA & JOURNALISM



The University of Texas at Austin
Moody College of Communication



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The Texas Media & Society Survey report on
THE NEWS MEDIA & JOURNALISM

Released October 27, 2016

Suggested citation: Texas Media & Society Survey. 2016. *The News Media & Journalism*.

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THE NEWS MEDIA & JOURNALISM

Texas Media & Society Survey

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Executive Summary

In a survey of just over 1,000 Americans and just over 1,000 Texans, we see skepticism about how the media covers politics and broad use of new sources of news. Here are some highlights from the report:

Media Coverage of Politics

- Approximately three-fourths of Texans and Americans see the news media as focusing too much on scandals and the loudest voices, and believe that the news media need to do more to hold political figures accountable.

Fact vs. Opinion

- Approximately a quarter of Texans and Americans believe that journalists should be able to include their own views when covering a story. Around six in ten think that journalists have a hard time removing their personal opinions from their reporting, that it is easy to tell the difference between hard news and opinion, and that the news media should just present the facts without any analysis.

Media Bias

- Just over a third detect a liberal bias, a quarter report that the news media overall are neither liberal nor conservative, and just over one in ten detect a conservative bias, and just over a quarter say that they don't know whether the media have a liberal or conservative bias.
- When asked about the political leanings of 12 different media sources, the most common response for nearly all sources was "don't know / not sure."

Journalists on Social Media

- Just under a fourth (23%) of Americans follow a news organization on a social networking site; 30% of Texans do so.
- Around a third of Americans and Texans think that it makes journalists less credible when they post their personal views about the news. Only one in ten think that responding to questions about the news hurts a journalists' credibility.

Disclosure

- Less than a third of Texans and Americans believe that journalists should disclose attributes like their partisanship and religious affiliation, even when it related to their reporting.
- Americans and Texans favor news organizations letting the public know when they report on companies that own them. Seventy-two percent of each group agreed, either strongly or somewhat, with this view.

Journalist Involvement in Politics

- Around seven in ten Americans and Texans think that journalists should sign petitions for causes they believe in if they want to.

Media Use

- When presented with eight different categories of news, Americans and Texans report that they pay the most attention to weather and local news.
- Older respondents are more likely to pay attention to nearly every category of news.
- Television is the most common medium used for news; 61% of Texans and 53% of Americans say that they often get news from television. Computers and smartphones are the next most frequently used.
- Respondents were asked which sources they used for news in the last 14 days. The three most common sources are: local television news, local newspaper, and Facebook. Facebook is used for news by 28% of Americans and 34% of Texans.
- Facebook is the most commonly used social networking site, with 69% of Texans and 62% of Americans saying that they use it. Around a quarter of respondents say that they do not use any social networking site.
- Forty-eight percent of Americans and 53% of Texans have not paid for access to news in the past year.
- Around 20% of Texans and Americans received no information about local politics or about their neighborhood in the past month.

Introduction

Over the past several decades, the news and information environment has undergone substantial change. Cable television, the Internet, smartphones, and mobile apps have affected the availability of information and how people get news. Skepticism about news coverage characterizes contemporary audiences; accusations of bias are not difficult to find. Within this landscape, the Texas Media & Society survey aims to shed light. What do people think about the media? Where do they turn for news and information?

The following pages describe the results of a survey conducted with 1,009 Americans and 1,006 Texans. The broad-ranging survey asked about journalism and the media, politics and civic engagement, and discussion networks and communities. This report presents the findings with respect to journalism and the media. Subsequent reports will present the survey data on political participation, civic engagement, discussion networks, and communities.

A few technical notes about this report are in order. First, we include data from all Americans and all Texans in the tables and charts. In the text, we also statistically compare Texans to those who live outside of the state to see if there are any differences. For these comparisons, we exclude Texans from the U.S. sample.

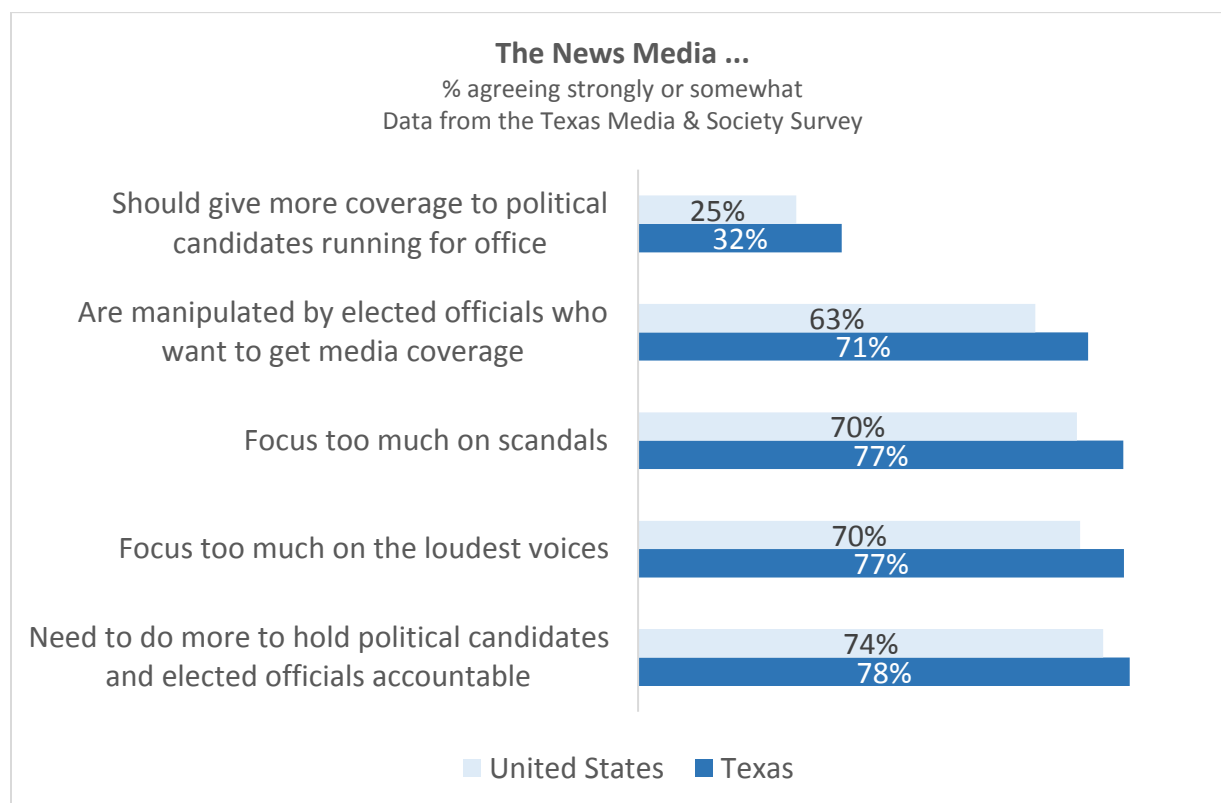
Second, we analyze how attitudes, beliefs, and behaviors differ across gender, age, education, and partisanship. Due to sample size constraints, we look at race/ethnicity differences for Texans only. In the text, we only note those instances in which the differences are statistically meaningful. More details about the methodology and analysis conducted can be found in the Methodology section at the end of this report.

Results show substantial skepticism about how the news media are performing, but a continued reliance on the news media for information. Patterns of media use, however, are changing and younger respondents use the media differently than their older counterparts. In general, Texans and Americans share similar outlooks, although Texans are slightly more concerned about the media and more reliant on television over print news than those from other states.

In reviewing the findings, there are reasons for both optimism and pessimism. New forms and platforms for media have great potential for conveying information. A general concern about the news media's performance, however, represents an important challenge. It is our hope that this report will spark discussions about the role of the news media, and how we can endeavor to improve news coverage for the benefit of society and democracy in the future.

News Media Coverage of Politics

Overall, Americans and Texans are critical of how the media cover politics. The chart below offers a summary and the subsequent pages of this section go into more detail about how these attitudes vary by demographics and partisanship.



A majority of Texans and Americans hold critical attitudes about media coverage of politics. Nearly three-quarters (74%) of Americans agree with the statement that the news media “need to do more to hold political candidates and elected officials accountable.” This is followed closely by the seven in ten respondents agreeing that the news media focus too much on the loudest voices and on scandals. Just over six in ten (63%) think that the news media are manipulated by elected officials who want to get media coverage. Americans also seem weary of political coverage; only a quarter agree that the news media should give more coverage to political candidates running for office.

Texans offer similar assessments of the media, with just over three-fourths agreeing that the news media need to do more to hold candidates and officials accountable (78%), and that they focus too much on the loudest voices (77%) and on scandals (77%). Around seven in ten think that the news media are manipulated by elected officials who want more coverage (71%). Just under a third (32%) think that political candidates should receive more coverage.

We statistically compared the Texas results to those from the U.S. excluding Texas. Relative to residents of other states, Texans have a more negative assessment of media coverage of politics. They are more likely to agree that the news media are manipulated by elected officials and focus too much on scandals and loud voices. One exception to this pattern is the statement about holding candidates and elected officials accountable, where Texans and those from other states are similar. Further, when it comes to covering candidates running for office, Texans express slightly more interest in enhanced news coverage. Although less than a third want more candidate coverage, a higher percentage of Texans desire more reporting than do non-Texans.

Should Give More Coverage to Candidates

A quarter of Americans think that the news media should give more coverage to candidates running for office; however, points of view on this question differ based on educational attainment and political identity. Compared to Americans with less education, Americans with more education are less likely to believe that the media should give more coverage to candidates running for office. Democrats are more likely than Republicans to agree with the statement that the news media should give more coverage to candidates running for office. Men and women, and older and younger Americans, did not differ from each other in their responses to this question.

The news media should give more coverage to political candidates running for office

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 25% | 43% | 30% |
| High school or less | 29 | 42 | 27 |
| Some college | 23 | 47 | 28 |
| College or more | 22 | 41 | 37 |
| Republican | 22 | 41 | 37 |
| Democrat | 30 | 42 | 27 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Similarly, Texas Democrats are more likely than Texas Republicans to agree that the news media should give more coverage to political candidates. Hispanic Texans are more likely to support more candidate coverage when compared to White non-Hispanic Texans.

The news media should give more coverage to political candidates running for office

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 32% | 42% | 26% |
| White, Non-Hispanic | 27 | 41 | 32 |
| Hispanic | 41 | 39 | 18 |
| Republican | 28 | 41 | 31 |
| Democrat | 37 | 43 | 20 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Manipulated by Elected Officials

Older Americans and those with higher levels of education believe that the news media are manipulated by elected officials seeking media coverage to a greater extent than younger Americans and those with less education. Republicans also report a stronger belief in elected officials' manipulation of the media than Democrats.

The news media are manipulated by elected officials who want to get media coverage

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 63% | 27% | 8% |
| 18-44 | 58 | 31 | 8 |
| 45+ | 67 | 24 | 8 |
| High school or less | 58 | 33 | 7 |
| Some college | 63 | 25 | 11 |
| College or more | 70 | 22 | 7 |
| Republican | 69 | 22 | 7 |
| Democrat | 61 | 29 | 9 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

In Texas, white non-Hispanics more often view elected officials as manipulating the media than Hispanics.

The news media are manipulated by elected officials who want to get media coverage

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 71% | 21% | 7% |
| White, Non-Hispanic | 78 | 17 | 5 |
| Hispanic | 67 | 24 | 8 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Focus Too Much on Scandal

When looking at U.S. adults, more of those who are older believe the news media focus too much on scandals compared to younger Americans. Specifically, 65% of Americans age 18-44 endorse the position compared to 74% of those above 45 years old. Republicans also agree with this idea more than Democrats, with 74% of Republicans agreeing that the news media focus too much on scandals compared 69% of Democrats.

The news media focus too much on scandals

% of Americans

| | Agree | Neither | Disagree |
|------------|-------|---------|----------|
| Total | 70% | 20% | 9% |
| 18-44 | 65 | 23 | 9 |
| 45+ | 74 | 17 | 9 |
| Republican | 74 | 15 | 10 |
| Democrat | 69 | 22 | 8 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

In Texas, responses did not vary across the demographic and partisan categories. Among Texans, 77% agreed, 15% neither agreed nor disagreed, and 8% disagreed that the news media focus too much on scandal.

Focus Too Much on the Loudest Voices

Seven in ten Americans believe the news media focus too much on the loudest voices. Those with higher educational attainment are more likely to agree with this view.

The news media focus too much on the loudest voices

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 70% | 23% | 5% |
| High school or less | 62 | 27 | 8 |
| Some college | 72 | 24 | 3 |
| College or more | 80 | 16 | 3 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Among Texans, 77% find that the news media focuses too much on the loudest voices. The same relationship between educational attainment and support for this point of view appears. In Texas, there also is a partisan difference – Texas Democrats are more likely to agree with this statement than Texas Republicans.

The news media focus too much on the loudest voices

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 77% | 17% | 5% |
| High school or less | 72 | 21 | 6 |
| Some college | 80 | 17 | 3 |
| College or more | 83 | 12 | 5 |
| Republican | 72 | 22 | 6 |
| Democrat | 82 | 13 | 4 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Need To Do More to Hold Candidates and Officials Accountable

Eight in ten older Americans agree with the view that the news media need to do more to hold political candidates and elected officials accountable, and two-thirds of younger Americans agree with the statement.

The news media need to do more to hold political candidates and elected officials accountable

% of Americans

| | Agree | Neither | Disagree |
|-------|-------|---------|----------|
| Total | 74% | 19% | 5% |
| 18-44 | 66 | 26 | 4 |
| 45+ | 80 | 12 | 7 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Nearly eight in ten Texans agree that the media should do more to hold elected officials accountable. Slightly more Texans age 45 or older (6%) disagree with this statement compared to those under age 45 (3%).

The news media need to do more to hold political candidates and elected officials accountable

% of Texans

| | Agree | Neither | Disagree |
|-------|-------|---------|----------|
| Total | 78% | 17% | 5% |
| 18-44 | 78 | 19 | 3 |
| 45+ | 78 | 15 | 6 |

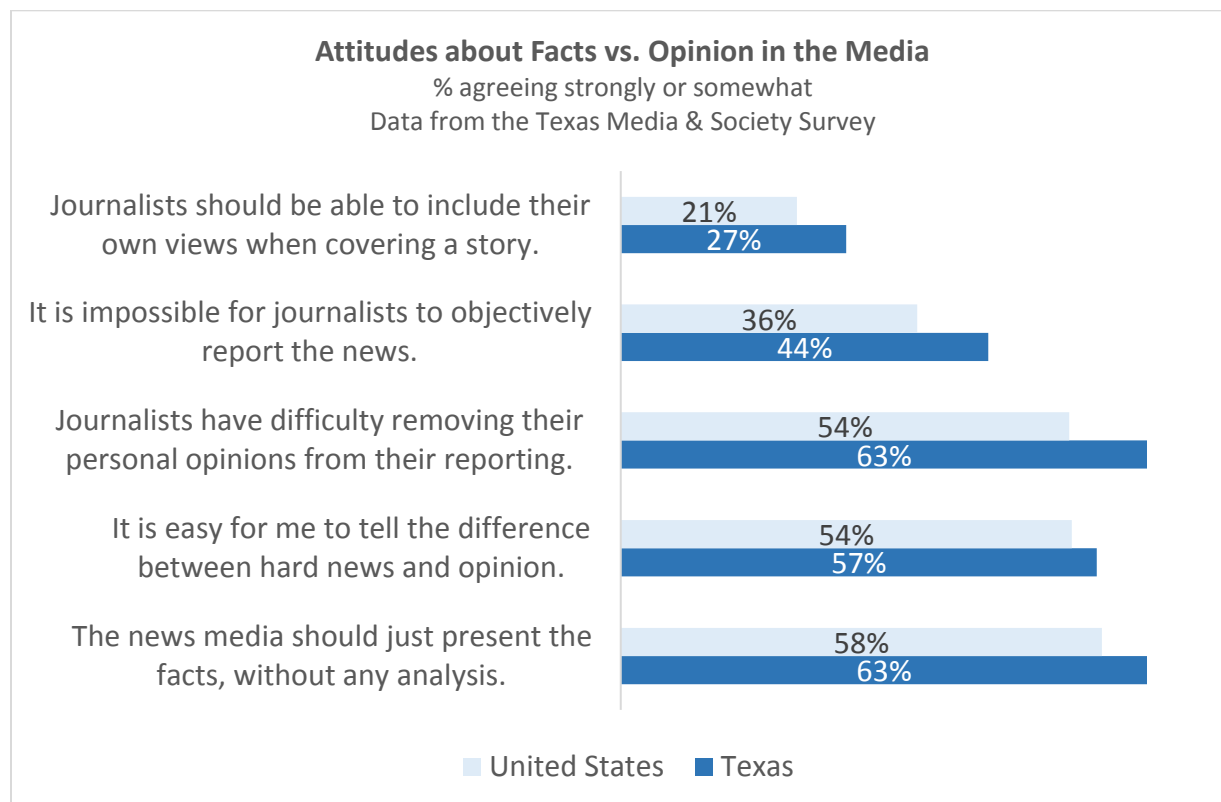
Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Fact vs. Opinion in the Media

When asked about their attitudes on facts versus opinion in the media, Americans and Texans are both skeptical about journalists' ability to separate the two. The chart below describes what both Americans and Texans think about this topic, and the tables that follow break these responses down by demographics and partisanship.



Just under a quarter of Americans (21%) agree that journalists should be able to include their own views when covering a story. Over a third (36%) agree with the statement that it is “impossible for journalists to objectively report the news” and 54% of Americans believe journalists have difficulty removing their personal opinions from their reporting. Just over half of Americans (54%) agree with the statement “It is easy for me to tell the difference between hard news and opinion in the media.” A majority of Americans (58%) agree that the news media should just present the facts, without any analysis.

Texans also have strong opinions about media coverage of fact and opinion. Only 27% agree journalists should be able to include their own views when covering a story, and 44% agree that it is “impossible for journalists to objectively report the news.” Nearly two-thirds (63%) think journalists have difficulty removing their personal opinions from their reporting. Fifty-seven percent of Texans agree it is “easy for me to tell the difference between hard news and opinion

in the media.” Most Texans (63%) agree the news media should just present the facts, without any analysis.

Compared to residents of other states, more Texans believe it is impossible for journalists to objectively report the news, and more believe it is difficult for journalists to remove their personal opinions from their reporting. A slightly larger number of Texans than non-Texans would prefer their news to be presented with just facts, without analysis. Texans, however, are more likely to believe journalists should be able to include their own views when covering a story. Texans and non-Texans share similar views about how easy it is to tell the difference between hard news and opinion in the media.

Journalists Should Be Able to Include Their Views

Although a majority of Americans disagree that a journalist’s personal views should be included in coverage, there are some demographic and partisan differences on this point. Of Americans 45 years of age or older, 59% do not believe that journalists should include their own views when covering a story. Younger respondents are more open to journalists including their own views, with only 40% finding it objectionable. Americans with a high school education or less disagree with the statement less (40%) often than those with some college (59%) or those with a college degree or more education (56%). Americans who identified as Republican disagree with this statement more often (61%) than Democrats (41%).

Journalists should be able to include their own views when covering a story.

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 21% | 27% | 50% |
| 18-44 | 21 | 34 | 40 |
| 45+ | 21 | 20 | 59 |
| High school or less | 29 | 28 | 40 |
| Some college | 14 | 25 | 59 |
| College or more | 16 | 27 | 56 |
| Republican | 16 | 22 | 61 |
| Democrat | 25 | 29 | 44 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

In Texas, it is also true that older age, higher educational attainment and being Republican all relate to increased disagreement with the statement “Journalists should be able to include their own views when covering a story.” It is also the case that Hispanic Texans disagree with this statement at a much lower rates (27%) than non-Hispanic white Texans (67%).

Journalists should be able to include their own views when covering a story.

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 27% | 23% | 50% |
| 18-44 | 33 | 26 | 41 |
| 45+ | 21 | 19 | 58 |
| High school or less | 36 | 25 | 38 |
| Some college | 21 | 24 | 55 |
| College or more | 20 | 17 | 63 |
| White non-Hispanic | 16 | 17 | 67 |
| Hispanic | 46 | 26 | 27 |
| Republican | 22 | 18 | 60 |
| Democrat | 32 | 26 | 42 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

It Is Impossible for Journalists to Objectivity Report the News

Americans are split about the possibility of journalists remaining objective, but there are differences when looking at demographic and partisan groups. Older Americans (those 45+) were more likely to agree that it is “impossible for journalists to objectively report the news” than younger respondents. Those with higher levels of education were more likely to think that objectivity is possible than those with less education. Republicans are more likely than Democrats to agree objectivity is impossible.

It is impossible for journalists to objectively report the news.

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 36% | 31% | 31% |
| 18-44 | 31 | 36 | 29 |
| 45+ | 40 | 26 | 33 |
| High school or less | 34 | 36 | 26 |
| Some college | 38 | 29 | 31 |
| College or more | 34 | 25 | 39 |
| Republican | 46 | 24 | 28 |
| Democrat | 30 | 34 | 35 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree. Rows do not total to 100% due to non-response and rounding.

Texans question whether objectivity is possible to a greater degree than those from other states. Further, Texas Hispanics are more likely than white non-Hispanics to neither agree nor disagree with the statement on the objectivity of journalists. In Texas, those with a high school education or less are more ambivalent about whether journalists can objectively report the news, saying that they “neither agree nor disagree” more than those with higher levels of education.

It is impossible for journalists to objectively report the news.

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 44% | 27% | 28% |
| High school or less | 43 | 33 | 22 |
| Some college | 43 | 23 | 31 |
| College or more | 44 | 22 | 33 |
| White non-Hispanic | 46 | 20 | 34 |
| Hispanic | 42 | 33 | 23 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree. Rows do not total to 100% due to non-response and rounding.

Journalists Have Difficulty Removing Personal Opinions from their Reporting

A majority of Americans (54%) agree that it is difficult for journalists to remove their personal opinions from their reporting, compared to 32% who neither agree nor disagree and 13% who disagree.

Older and more educated Americans are more likely to agree with this statement. The partisan difference on this issue is stark: Republicans are much more likely (71%) than Democrats (44%) to agree that journalists struggle to remove their personal opinions from their reporting.

Journalists have difficulty removing their personal opinions from their reporting.

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 54% | 32% | 13% |
| 18-44 | 45 | 40 | 12 |
| 45+ | 61 | 25 | 13 |
| High school or less | 47 | 37 | 14 |
| Some college | 57 | 29 | 12 |
| College or more | 60 | 28 | 11 |
| Republican | 71 | 20 | 8 |
| Democrat | 44 | 40 | 15 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Older and more educated Texans are more likely to agree that it is difficult for journalists to remove their personal opinions from their reporting. White non-Hispanic Texans are more likely than Hispanic Texans to agree. Further, Texans who identify as Republican are more likely than Democrats to believe that it is difficult for journalists to remove their personal opinions from their reporting.

Journalists have difficulty removing their personal opinions from their reporting.

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 63% | 24% | 12% |
| High school or less | 52 | 32 | 15 |
| Some college | 71 | 18 | 10 |
| College or more | 71 | 17 | 11 |
| White non-Hispanic | 74 | 15 | 11 |
| Hispanic | 49 | 33 | 16 |
| Republican | 73 | 18 | 8 |
| Democrat | 55 | 28 | 16 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Easy to Tell Difference between Hard News and Opinion

A majority of Americans (54%) find it easy to tell the difference between hard news and opinion, with older and more educated Americans siding more often with this view. Democrats are more likely than Republicans to “neither agree nor disagree” with the statement that it is easy to tell the difference between hard news and opinion.

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

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 54% | 29% | 15% |
| 18-44 | 46 | 36 | 15 |
| 45+ | 61 | 23 | 15 |
| High school or less | 49 | 35 | 14 |
| Some college | 55 | 28 | 15 |
| College or more | 60 | 21 | 18 |
| Republican | 59 | 24 | 17 |
| Democrat | 53 | 31 | 15 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

More highly educated Texans find it easier to tell the difference between hard news and opinion. Texans identifying as Democrats are more likely to select “neither agree nor disagree” than Texans identifying as Republicans. Texas men also express more agreement with the statement in than Texas women. In Texas, white non-Hispanics are more likely than Hispanics to disagree that they can tell the difference between hard news and opinion; Hispanic Texans are more likely to “neither agree nor disagree” with the statement than white non-Hispanics.

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

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 57% | 25% | 17% |
| Male | 62 | 19 | 19 |
| Female | 53 | 30 | 15 |
| High school or less | 51 | 32 | 16 |
| Some college | 59 | 22 | 18 |
| College or more | 66 | 17 | 17 |
| White non-Hispanic | 56 | 22 | 21 |
| Hispanic | 55 | 30 | 14 |
| Republican | 59 | 21 | 20 |
| Democrat | 57 | 27 | 14 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

News Media Should Present Facts, Without Analysis

Nearly six in ten Americans (58%) prefer news that presents facts without analysis. This is particularly true among older Americans, those who have completed at least some college, and Republicans. Notably, only 49% of Americans age 18 to 44 agree that the media should just present the facts without any analysis compared to 65% of those age 45 and above.

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

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 58% | 22% | 18% |
| 18-44 | 49 | 30 | 18 |
| 45+ | 65 | 16 | 18 |
| High school or less | 53 | 29 | 15 |
| Some college | 62 | 21 | 16 |
| College or more | 60 | 15 | 25 |
| Republican | 71 | 17 | 12 |
| Democrat | 51 | 25 | 23 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Older Texans, those with some college, and Republicans prefer that the media present just the facts without analysis more than their demographic counterparts. Among Texans, White non-Hispanics are more likely to prefer news presenting just the facts than Hispanics.

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

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 63% | 17% | 19% |
| 18-44 | 56 | 23 | 21 |
| 45+ | 70 | 12 | 16 |
| High school or less | 57 | 21 | 21 |
| Some college | 70 | 16 | 13 |
| College or more | 64 | 14 | 21 |
| White non-Hispanic | 71 | 12 | 15 |
| Hispanic | 50 | 22 | 27 |
| Republican | 72 | 16 | 11 |
| Democrat | 56 | 18 | 25 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

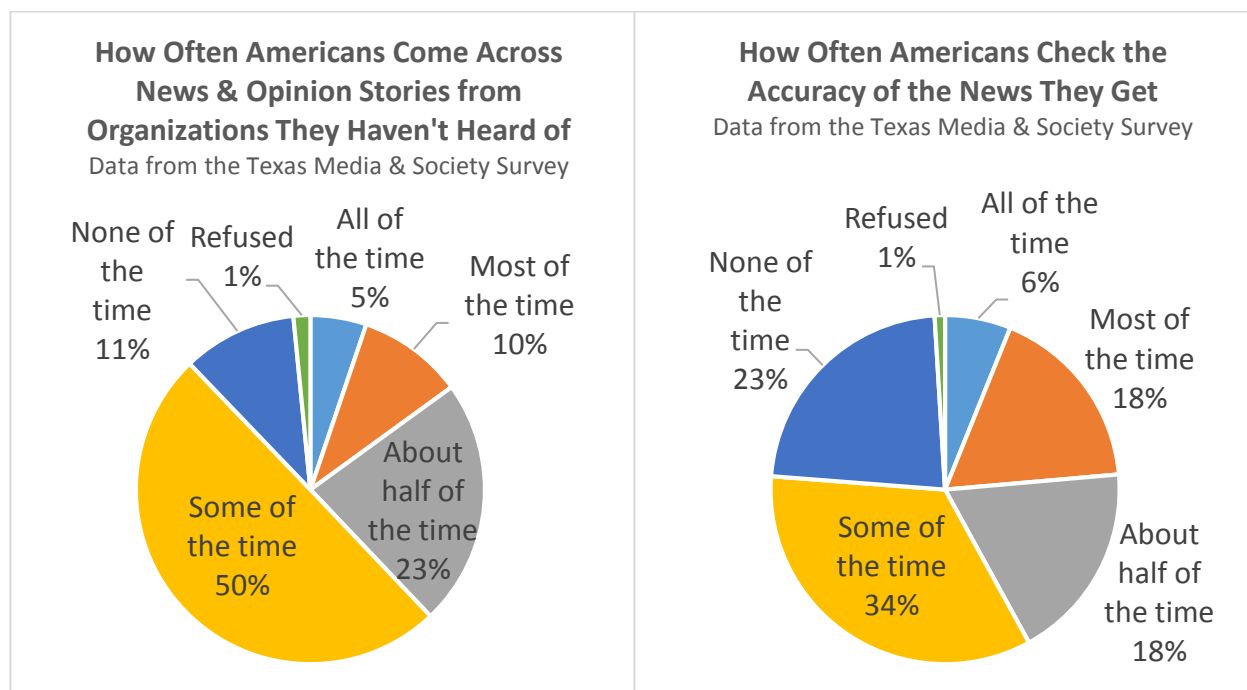
Unknown Sources, Checking News Accuracy

As the number of available news and opinion stories increase, it's interesting to consider whether people encounter unfamiliar sources of news and whether they check to verify the accuracy of the news they receive.

The data for Americans are shown in the two charts below. Only 11% of Americans said that they never encounter unfamiliar news sources. Fifteen percent said they encountered unfamiliar sources all or most of the time. Further, around a quarter (23%) of Americans never check the accuracy of the news that they get. Six percent say that they do so all the time and 18% most of the time.

The data for Texas (not shown) are quite similar. Six percent of Texans come across news and opinion stories from organizations that they haven't heard of before all the time, 10% most of the time, 23% about half the time, 52% some of the time, and 9% none of the time.

When it comes to checking the accuracy of the news they get, 5% of Texans do so all the time, 21% most of the time, 18% half the time, 40% some of the time, and 15% never do so (data not shown). Texans report slightly higher rates of checking the accuracy of the news they get compared to those living in other states.



There were no demographic or partisan differences in Americans or Texans coming across news and opinion stories from sources they hadn't heard of before.

Americans with more education reported checking the accuracy of the news more often than those with lower levels of education.

How often do you check the accuracy of the news you get

% of Americans

| | All or most of the time | Half or some of the time | None of the time |
|---------------------|----------------------------|--------------------------------|---------------------|
| Total | 24% | 53% | 23% |
| High school or less | 18 | 51 | 30 |
| Some college | 28 | 51 | 20 |
| College or more | 28 | 58 | 15 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Checking the accuracy of news also differed by education level for Texans. Those with more than a high school education checked the accuracy of the news at least some of the time more than those with a high school education or less.

How often do you check the accuracy of the news you get

% of Texans

| | All or most of the time | Half or some of the time | None of the time |
|---------------------|----------------------------|--------------------------------|---------------------|
| Total | 26% | 58% | 15% |
| High school or less | 26 | 52 | 21 |
| Some college | 29 | 59 | 11 |
| College or more | 24 | 65 | 11 |

Data from the Texas Media & Society Survey

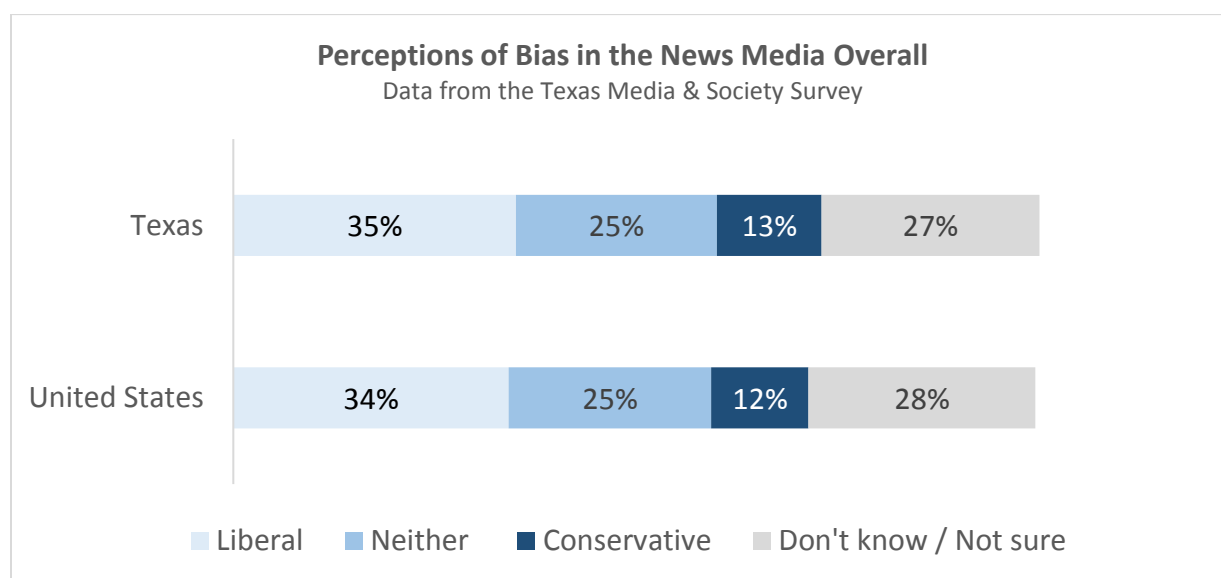
Note: Rows do not total to 100% due to non-response and rounding.

Media Bias

The Texas Media & Society survey included numerous questions about the public's impressions of and attitudes toward bias in the media. These questions were asked both about the media as a whole and about specific outlets.

News Media Overall

When asked about bias in the news media overall, Texans and Americans have similar views. Just over a third detect a liberal bias, a quarter report neither a liberal nor a conservative bias, and just over one in ten detect a conservative bias, and just over a quarter say that they don't know.



Note: Those who believe there is a strong or slight liberal bias, those who neither agree nor disagree, and those who believe that there is a strong or slight conservative bias. Rows do not total to 100% due to non-response and rounding.

Americans have different views of media bias depending on their demographics and partisanship. Men, older Americans, those with more education, and Republicans report seeing a liberal bias to a greater extent than women, younger Americans, those with less education, and Democrats, respectively. Women, younger Americans, less educated Americans, and Democrats are more likely to say that they're not sure whether the new media as a whole has a liberal or conservative bias. The differences are particularly pronounced when comparing Democrats and Republicans.

Thinking about the news media as a whole, do you think that they have a ...
% of Americans

| | Liberal bias | Neither | Consv. bias | Not sure |
|---------------------|--------------|---------|-------------|----------|
| Total | 34% | 25% | 12% | 28% |
| Male | 38 | 24 | 14 | 22 |
| Female | 30 | 26 | 10 | 32 |
| 18-44 | 26 | 29 | 10 | 31 |
| 45+ | 41 | 21 | 13 | 24 |
| High school or less | 27 | 23 | 11 | 36 |
| Some college | 35 | 26 | 12 | 26 |
| College or more | 43 | 25 | 12 | 18 |
| Republican | 59 | 12 | 7 | 21 |
| Democrat | 19 | 34 | 16 | 30 |

Data from the Texas Media & Society Survey

Note: Those who believe there is a strong or slight liberal bias, those who neither agree nor disagree, and those who believe that there is a strong or slight conservative bias. Rows do not total to 100% due to non-response and rounding.

Texans follow the same pattern as Americans with respect to gender, age, education, and partisanship. White non-Hispanic Texans are significantly more likely to endorse the view that the media have a liberal bias compared to Hispanic Texans.

Thinking about the news media as a whole, do you think that they have a ...
% of Texans

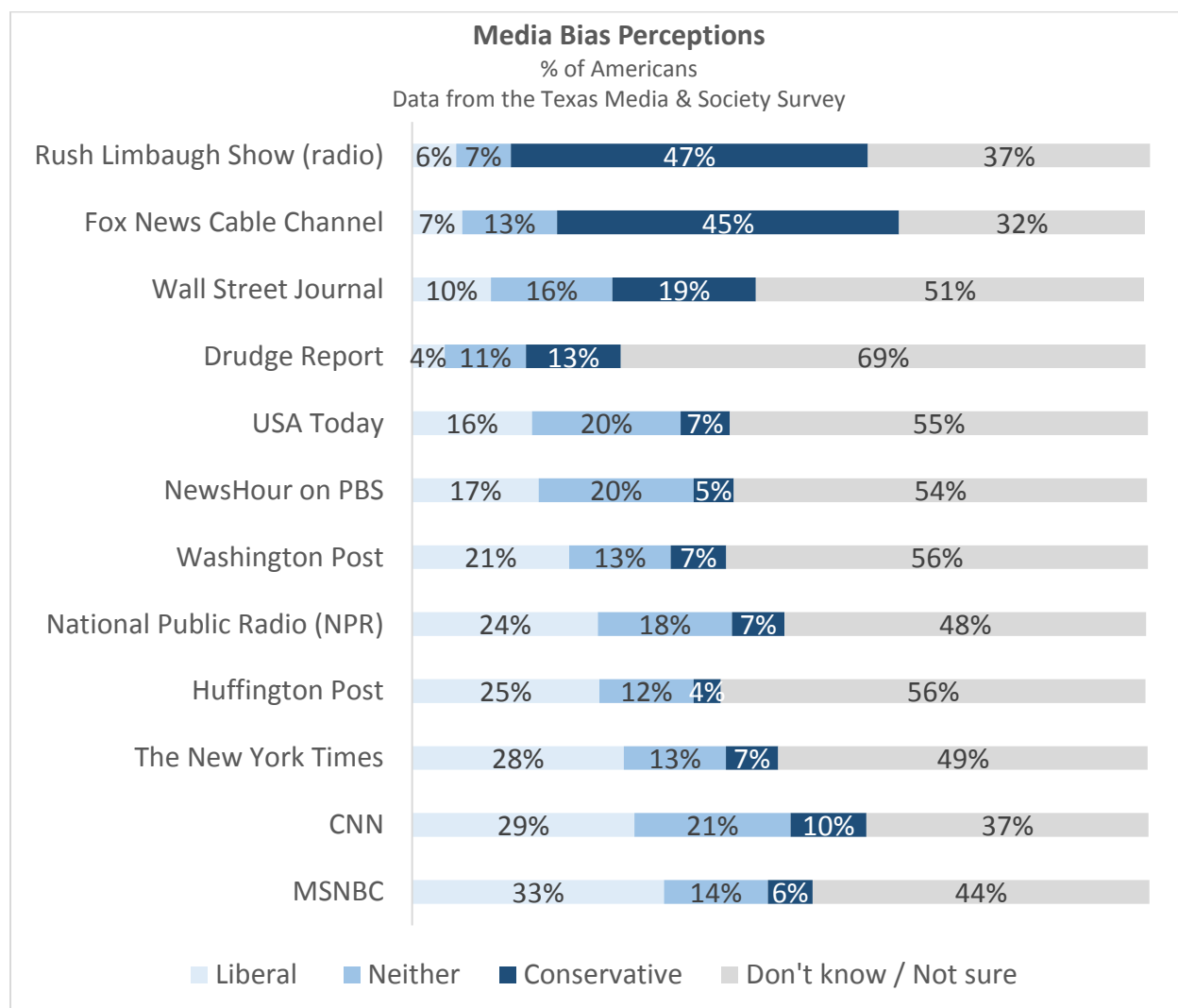
| | Liberal bias | Neither | Consv. bias | Not sure |
|---------------------|--------------|---------|-------------|----------|
| Total | 35% | 25% | 13% | 27% |
| Male | 40 | 25 | 15 | 20 |
| Female | 31 | 24 | 11 | 33 |
| 18-44 | 30 | 27 | 12 | 30 |
| 45+ | 40 | 22 | 14 | 24 |
| High school or less | 21 | 29 | 12 | 36 |
| Some college | 39 | 19 | 15 | 26 |
| College or more | 51 | 23 | 12 | 13 |
| White, Non-Hispanic | 52 | 19 | 9 | 19 |
| Hispanic | 17 | 30 | 15 | 37 |
| Republican | 60 | 15 | 8 | 17 |
| Democrat | 15 | 33 | 17 | 35 |

Data from the Texas Media & Society Survey

Note: Those who believe there is a strong or slight liberal bias, those who neither agree nor disagree, and those who believe that there is a strong or slight conservative bias. Rows do not total to 100% due to non-response and rounding.

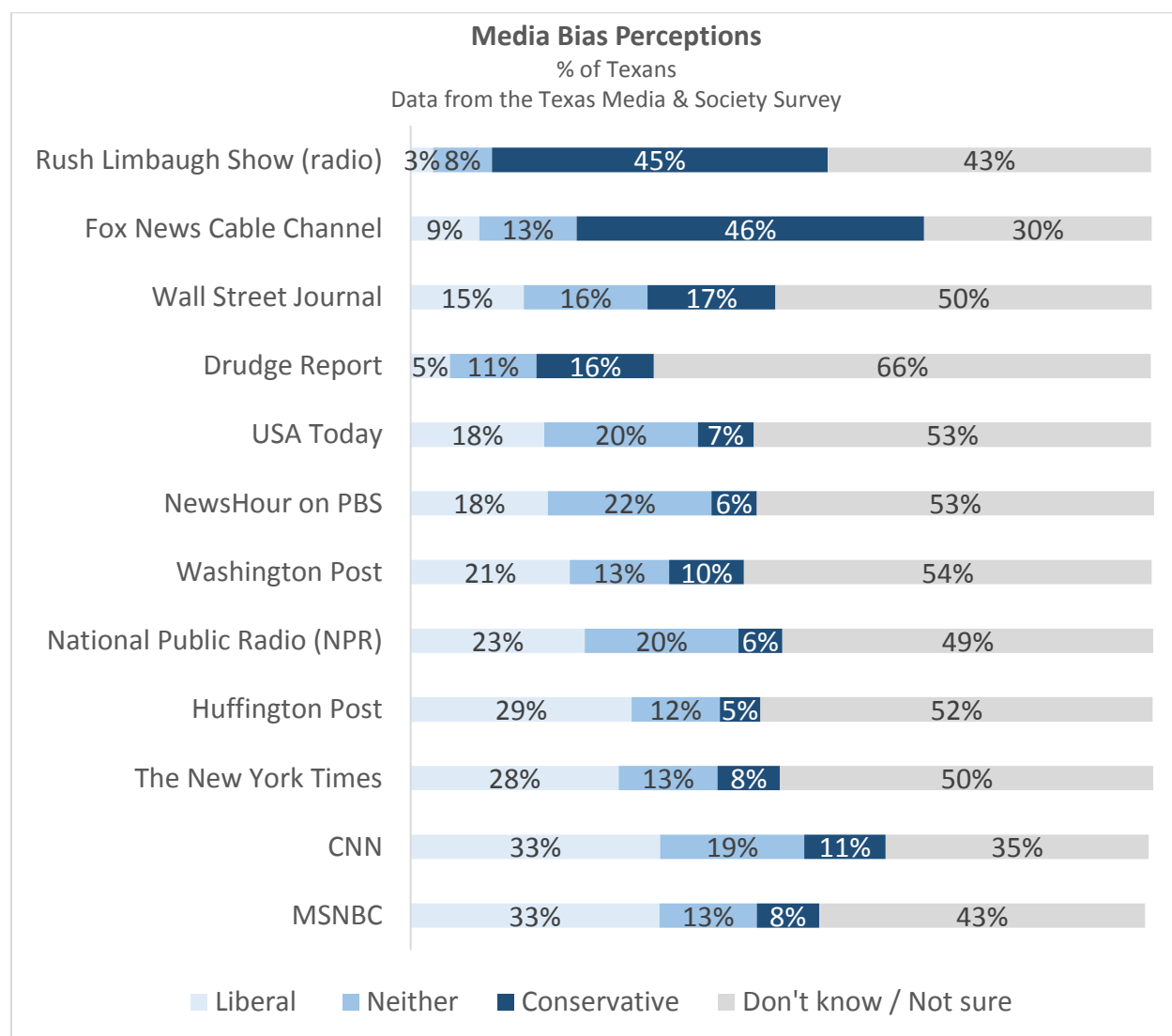
Media Sources

When asked about the liberal or conservative leanings of 12 specific media sources, the most common response was “don’t know / not sure” for all but two sources. For the Rush Limbaugh Show and the Fox News Cable Channel, the most common response was that the outlet leaned conservative. Among those who expressed an opinion, the Wall Street Journal and Drudge Report were seen as conservative-leaning or neither conservative nor liberal more often than they were seen as liberal. USA Today and NewsHour on PBS were rated as neither liberal nor conservative by 20% of respondents, and a slightly smaller percentage rated them as liberal leaning. For the remainder of the outlets asked about on the survey, between two in ten and one-third of respondents reported a liberal bias.



Note: Those who believe there is a strong or slight liberal bias, those who neither agree nor disagree, and those who believe that there is a strong or slight conservative bias. Rows do not total to 100% due to non-response and rounding.

Overall, the Texas data are quite comparable to the U.S. data when it comes to perceptions of media bias in various outlets and only a few differences appear when comparing the Texans to non-Texans. Texans are less likely to say that Rush Limbaugh is liberal compared to those living elsewhere in the country. Further, Texans are more likely than non-Texans to say that the Wall Street Journal is liberal. These differences, however, are small.



Note: Those who believe there is a strong or slight liberal bias, those who neither agree nor disagree, and those who believe that there is a strong or slight conservative bias. Rows do not total to 100% due to non-response and rounding.

Journalists on Social Media

Twenty-three percent of Americans follow a news organization on a social networking site and 8% follow an individual journalist. Thirty percent of Texans follow a news organization on a social networking site and 14% follow a journalist. Texans follow news organizations and individual journalists on social networking sites at higher rates than those living in other states. Even if we only look among those using social media, Texans follow news organizations and journalists more than non-Texans.

In the U.S. and Texas, women are more likely than men to follow news organizations on social networking sites. Americans with more education also are more likely to follow news via social than those who have had no college education.

Younger Texans are more likely than older Texas to follow news organizations on social media.

Following news organizations on social networking sites

% of Americans

| | |
|---------------------|-----|
| Total | 23% |
| Male | 20 |
| Female | 26 |
| High school or less | 19 |
| Some college | 25 |
| College or more | 27 |

Data from the Texas Media & Society Survey

Following news organizations on social networking sites

% of Texans

| | |
|--------|-----|
| Total | 30% |
| Male | 24 |
| Female | 35 |
| 18-44 | 38 |
| 45+ | 21 |

Data from the Texas Media & Society Survey

Among Americans, there were no differences in following individual journalists on social networking sites by gender, age, education, or partisanship. In Texas, younger individuals are more likely to follow individual journalists than older Texans.

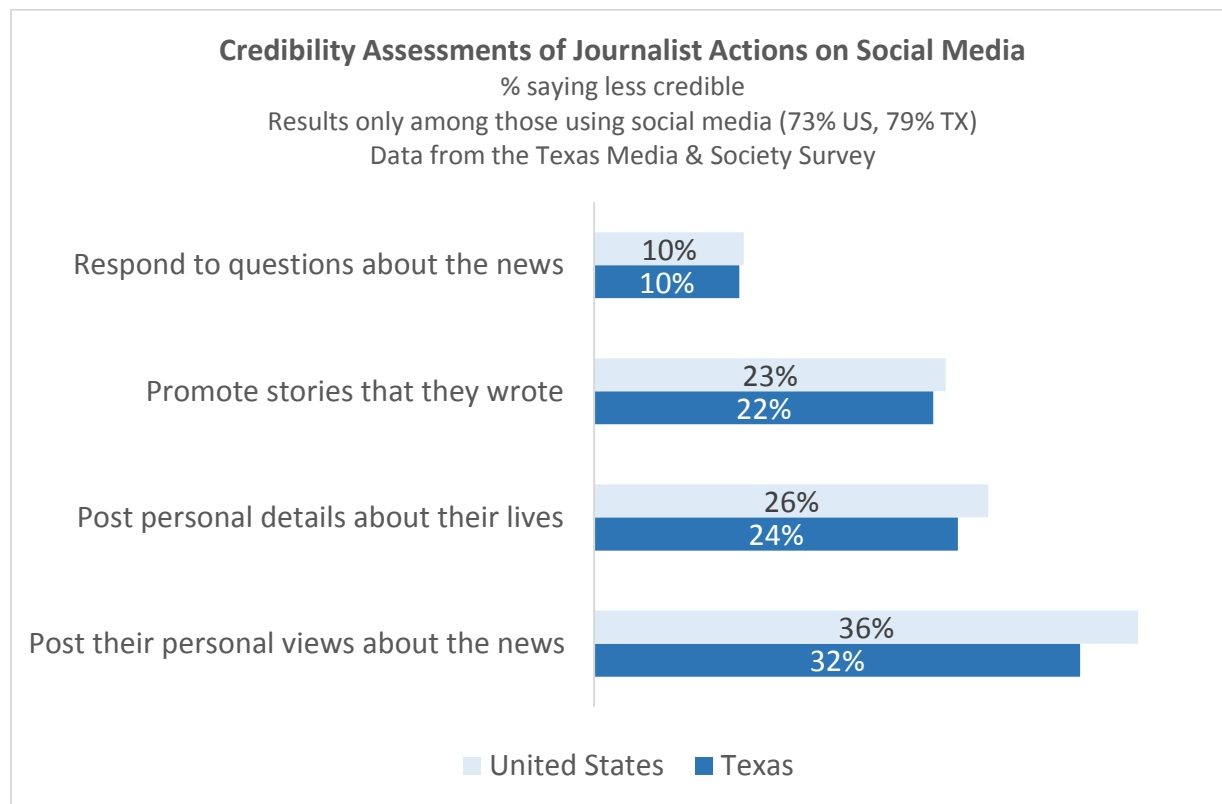
Following individual journalist on social networking sites

% of Texans

| | |
|-------|-----|
| Total | 14% |
| 18-44 | 19 |
| 45+ | 9 |

Data from the Texas Media & Society Survey

We asked respondents who use a social networking site to share their impressions of whether various actions by journalists on Twitter affect journalist credibility. The results are summarized in the following chart.



Around one-third of Texans (32%) and Americans (36%) see posting personal views about the news as making a journalist seem less credible. Approximately one-fourth of respondents believe that promoting one's stories and posting personal details make a journalist seem less credible. Only one in ten think that responding to questions about the news impugns a journalist's credibility.

Statistically comparing Texans to those from other states reveals differences. Texans are more likely to believe that journalists are more credible when they promote their stories, post personal details, and post their personal views, compared to non-Texans. It is important to note, however, that fewer than two in ten in either sample thought that promoting stories, posting personal details, or posting personal views would enhance a journalist's credibility.

[Respond to Questions](#)

Twenty-nine percent of Americans think that journalists responding to questions about the news via social media are more credible, 60% think that it has no effect, and 10% think that it makes them less credible. There are no significant differences among demographic and partisanship on this view.

In the Texas data, however, differences appeared. Younger Texans and those identifying as Democrats were more likely to believe that responding to questions about the news made a journalist more credible compared to older and Republican Texans.

Journalists use social networking sites to respond to questions about the news

% of Texans who use social media

| | More credible | No effect | Less credible |
|------------|---------------|-----------|---------------|
| Total | 33% | 58% | 10% |
| 18-44 | 38 | 55 | 7 |
| 45+ | 26 | 61 | 13 |
| Republican | 29 | 59 | 12 |
| Democrat | 36 | 59 | 6 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

[Promote Stories](#)

A slightly higher percentage of older and more educated Americans believe that self-promotion of the stories they write makes journalists less credible when compared to younger and less educated Americans.

Journalists use social networking sites to promote stories that they wrote.

% of Americans who use social media

| | More credible | No effect | Less credible |
|---------------------|---------------|-----------|---------------|
| Total | 9% | 67% | 23% |
| 18-44 | 7 | 71 | 19 |
| 45+ | 11 | 61 | 27 |
| High school or less | 13 | 67 | 19 |
| Some college | 7 | 66 | 24 |
| College or more | 5 | 67 | 28 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

In Texas, a similar pattern appears. Younger Texans more often believe that journalist self-promotion either has no effect or increases journalist credibility when compared to older Texans. Hispanic Texans are significantly more likely to report that this behavior makes journalists more credible than white non-Hispanics Texans. Texas Republicans more often believe that self-promotion makes journalists seem less credible than Texas Democrats.

Journalists use social networking sites to promote stories that they wrote.

% of Texans who use social media

| | More credible | No effect | Less credible |
|--------------------|---------------|-----------|---------------|
| Total | 15% | 62% | 22% |
| 18-44 | 19 | 66 | 15 |
| 45+ | 11 | 58 | 31 |
| White non-Hispanic | 8 | 62 | 31 |
| Hispanic | 25 | 62 | 13 |
| Republican | 15 | 57 | 28 |
| Democrat | 15 | 67 | 17 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Post Personal Details

Among Americans, there are no discernable differences in views about how journalists posting personal details about their lives to social media affects their credibility based on respondents' gender, age, education, or partisanship. Overall, 7% of Americans think that sharing personal details via social networking sites made journalists more credible, 65% think it has no effect, and 26% think it makes them less credible.

In the Texas data, however, significant differences appear. Older Texans are more likely to say that posting personal details makes a journalist appear less credible compared to younger Texans. Further, more Hispanic Texans think that revealing personal details increases a journalist's credibility compared to white non-Hispanic Texans. The percentage reporting "more credible" does not exceed 20% for either group, however.

Journalists use social networking sites to post personal details about their lives.

% of Texans who use social media

| | More credible | No effect | Less credible |
|--------------------|---------------|-----------|---------------|
| Total | 13% | 62% | 24% |
| 18-44 | 15 | 66 | 19 |
| 45+ | 12 | 58 | 30 |
| White non-Hispanic | 9 | 62 | 28 |
| Hispanic | 18 | 59 | 23 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Post Personal Views about the News

When asked about the effect of journalists disclosing their personal views about the news, Republican Americans were more polarized, with a higher percentage reporting that it made the journalist more credible and less credible relative to Democrats. The most common response for Republicans and Democrats is that posting personal views about the news has no effect on a journalist's credibility.

Journalists use social networking sites to post their personal views about the news.

% of Americans who use social media

| | More credible | No effect | Less credible |
|------------|---------------|-----------|---------------|
| Total | 9% | 53% | 36% |
| Republican | 11 | 47 | 41 |
| Democrat | 7 | 58 | 34 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Older Texans and white non-Hispanic Texans believe that journalists posting their personal views about the news compromises their credibility more often than younger Texans and Hispanic Texans. However, the majority believes posting personal details about the news has no effect on a journalist's credibility.

Journalists use social networking sites to post their personal views about the news.

% of Texans who use social media

| | More credible | No effect | Less credible |
|--------------------|---------------|-----------|---------------|
| Total | 16% | 52% | 32% |
| 18-44 | 21 | 55 | 24 |
| 45+ | 10 | 49 | 41 |
| White non-Hispanic | 9 | 48 | 42 |
| Hispanic | 26 | 51 | 22 |

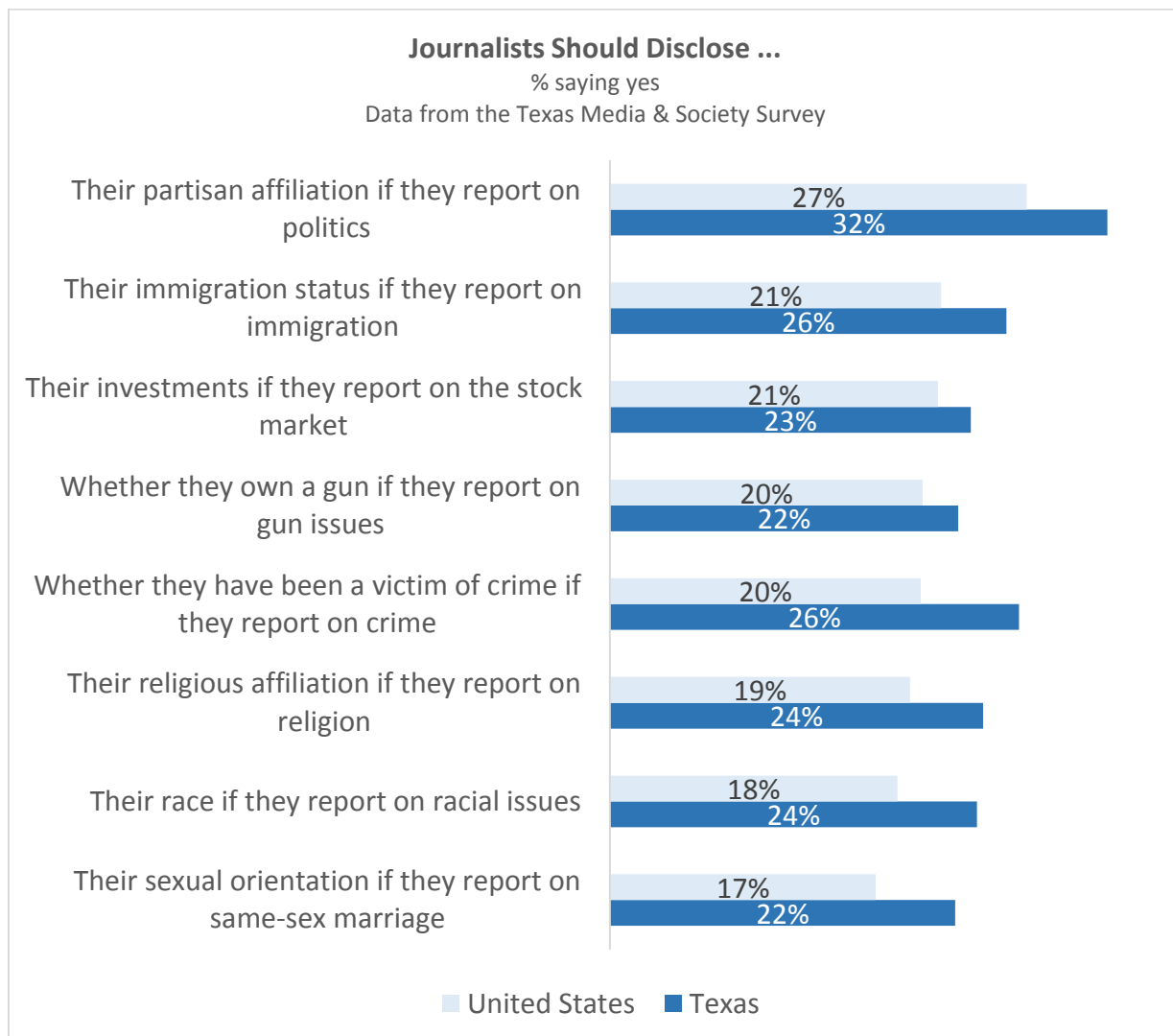
Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Journalist Disclosure

When asked about whether journalists should disclose eight different personal characteristics, disclosure of partisanship is the only category endorsed by more than one-fourth of the American public. Twenty-seven percent of Americans say that journalists should disclose their partisanship when reporting on politics. The least endorsed disclosure category is sexual orientation; only 17% of Americans support disclosure of journalists' sexual orientation if they report on same-sex marriage. The same categories emerge as most and least endorsed among Texans.

Although Texans favored journalist disclosure more than those living outside the state for all eight categories, the difference was statistically meaningful only for sexual orientation and crime victim status.



For each disclosure category, we analyzed whether there were differences based on several demographic categories and political partisanship.

Partisanship

Although most Americans do not favor disclosure of a journalist's partisanship, a higher percentage of male, older, Republican, and more educated respondents favor this form of disclosure than their demographic counterparts. Younger, less educated, and Democratic Americans report greater uncertainty about whether journalists should disclose their partisanship compared to those who are older, Republican, or more highly educated.

Journalists should disclose their partisan affiliation if they report on politics

% of Americans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 27% | 55% | 16% |
| Male | 32 | 50 | 15 |
| Female | 22 | 59 | 18 |
| 18-44 | 22 | 52 | 22 |
| 45+ | 31 | 58 | 11 |
| High school or less | 28 | 50 | 20 |
| Some college | 21 | 59 | 17 |
| College or more | 31 | 58 | 11 |
| Republican | 34 | 54 | 12 |
| Democrat | 23 | 58 | 18 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

In Texas, similar patterns appear for gender, age, education, and partisanship – men, older individuals, those with more education, and Republicans are more supportive of journalists disclosing their partisan identity than women, younger individuals, those with less education, and Democrats, respectively. White non-Hispanic Texans are more likely to support journalists disclosing their partisan affiliations compared to Hispanic Texans.

Journalists should disclose their partisan affiliation if they report on politics

% of Texans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 32% | 51% | 16% |
| Male | 40 | 45 | 14 |
| Female | 25 | 57 | 18 |
| 18-44 | 29 | 51 | 20 |
| 45+ | 35 | 52 | 13 |
| High school or less | 30 | 48 | 22 |
| Some college | 30 | 57 | 12 |
| College or more | 37 | 51 | 12 |
| White non-Hispanic | 35 | 54 | 11 |
| Hispanic | 30 | 46 | 24 |
| Republican | 38 | 51 | 11 |
| Democrat | 28 | 52 | 19 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Immigration Status

Americans age 45 and older and Republicans believe that journalists should disclose their immigration status if they report on immigration more often than those under 45 years of age and Democrats. The most common answer, endorsed by more than half of all groups, however, is that journalists should not disclose this information.

Journalists should disclose their immigration status if they report on immigration

% of Americans

| | Yes | No | Uncertain |
|------------|-----|-----|-----------|
| Total | 21% | 62% | 15% |
| 18-44 | 16 | 61 | 20 |
| 45+ | 26 | 64 | 10 |
| Republican | 31 | 58 | 11 |
| Democrat | 16 | 68 | 15 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

The Texas results for age and partisanship are similar – older and Republican Texans believe that journalists’ immigration status should be disclosed at higher rates than younger Texans and Texas Democrats. In Texas, men and white non-Hispanics also believe that journalists should disclose their immigration status at higher rates than women and Hispanics. Across all categories, however, more than 50% believe that journalists should not disclose this information.

Journalists should disclose their immigration status if they report on immigration

% of Texans

| | Yes | No | Uncertain |
|--------------------|-----|-----|-----------|
| Total | 26% | 61% | 13% |
| Male | 30 | 59 | 11 |
| Female | 21 | 62 | 15 |
| 18-44 | 19 | 63 | 17 |
| 45+ | 32 | 58 | 10 |
| White non-Hispanic | 28 | 62 | 9 |
| Hispanic | 23 | 57 | 19 |
| Republican | 30 | 58 | 11 |
| Democrat | 22 | 63 | 15 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Investments

Over sixty percent of Americans do not believe that journalists should disclose their personal investments if they report on the stock market. Men believe that journalists should disclose their investments if they report on the stock market at higher rates than women. Older Americans are more likely to say that journalists should not disclose this information compared to younger Americans.

Journalists should disclose their investments if they report on the stock market

% of Americans

| | Yes | No | Uncertain |
|--------|-----|-----|-----------|
| Total | 21% | 62% | 15% |
| Male | 29 | 55 | 15 |
| Female | 14 | 69 | 14 |
| 18-44 | 19 | 58 | 19 |
| 45+ | 22 | 66 | 11 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

In Texas, men are more likely to say that journalists should disclose their investments if they report on the stock market. Texans with a college education or more also endorse this view more than those with less education. White non-Hispanics Texans and Texas Republicans are less supportive of this disclosure compared to Hispanics and Democrats. Again, the most common response across all groups is that journalists should not disclose their investments.

Journalists should disclose their investments if they report on the stock market

% of Texans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 23% | 60% | 16% |
| Male | 32 | 53 | 14 |
| Female | 15 | 66 | 17 |
| High school or less | 20 | 58 | 21 |
| Some college | 21 | 64 | 16 |
| College or more | 32 | 59 | 9 |
| White non-Hispanic | 25 | 64 | 10 |
| Hispanic | 21 | 53 | 24 |
| Republican | 25 | 64 | 12 |
| Democrat | 22 | 58 | 18 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Gun Ownership

Men, older Americans, and Republicans all agree that journalists should disclose whether they own a gun if they report on gun issues to a greater extent than women, younger Americans, and Democrats. Americans below the age of 45 also express more uncertainty about this form of disclosure compared to those age 45 and above.

Journalists should disclose whether they own a gun if they report on gun issues

% of Americans

| | Yes | No | Uncertain |
|------------|-----|-----|-----------|
| Total | 20% | 64% | 14% |
| Male | 25 | 59 | 14 |
| Female | 16 | 68 | 14 |
| 18-44 | 16 | 61 | 20 |
| 45+ | 24 | 65 | 10 |
| Republican | 24 | 65 | 11 |
| Democrat | 18 | 66 | 15 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

In Texas, results are similar for gender and age. In addition, Texans with higher levels of education are more likely to say that journalists should not disclose this information relative to those with less education.

Hispanic Texans express more uncertainty about whether journalists should disclose their gun ownership compared to white non-Hispanic Texans, who are more likely to say that journalists should not disclose this information.

Journalists should disclose whether they own a gun if they report on gun issues

% of Texans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 22% | 61% | 16% |
| Male | 26 | 60 | 13 |
| Female | 19 | 62 | 19 |
| 18-44 | 18 | 62 | 20 |
| 45+ | 27 | 60 | 12 |
| High school or less | 23 | 55 | 21 |
| Some college | 22 | 63 | 15 |
| College or more | 21 | 68 | 10 |
| White non-Hispanic | 23 | 67 | 9 |
| Hispanic | 22 | 51 | 27 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Victim of Crime

Older Americans, those with less education, and Republicans believe that journalists should disclose whether they have been a victim of crime if they report on crime at higher rates than younger Americans, more educated Americans, and Democrats.

Younger Americans also are more likely to say that they are uncertain than older respondents. As with the other disclosure categories, the response most endorsed by all groups is that journalists should *not* have to disclose their status as a crime victim.

Journalists should disclose whether they have been a victim of crime if they report on crime

% of Americans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 20% | 61% | 17% |
| 18-44 | 14 | 62 | 21 |
| 45+ | 25 | 61 | 14 |
| High school or less | 24 | 56 | 19 |
| Some college | 18 | 62 | 18 |
| College or more | 17 | 69 | 14 |
| Republican | 24 | 63 | 13 |
| Democrat | 18 | 63 | 18 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

The Texas findings are similar to those from the nation as a whole. Less educated respondents are more likely to agree that journalists should disclose whether they have been a victim of crime than those with higher levels of education. Younger Texans, less educated Texans, Hispanic Texans, and Texas Democrats are more likely to say that they are uncertain whether journalists should disclose their status as a victim of crime relative to their demographic counterparts. Hispanic respondents endorse journalists disclosing whether they have been a victim of crime at higher rates than white non-Hispanics.

Journalists should disclose whether they have been a victim of crime if they report on crime

% of Texans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 26% | 57% | 16% |
| 18-44 | 23 | 56 | 20 |
| 45+ | 29 | 57 | 13 |
| High school or less | 31 | 47 | 21 |
| Some college | 21 | 62 | 17 |
| College or more | 24 | 67 | 8 |
| White non-Hispanic | 21 | 68 | 10 |
| Hispanic | 34 | 41 | 25 |
| Republican | 26 | 63 | 11 |
| Democrat | 26 | 53 | 21 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Religious Affiliation

When asked about whether journalists should disclose their religious affiliation if they report on religion, over 60% of Americans and Texans say no. Younger Americans and those with less education express more uncertainty than older Americans and those with more education. Republicans endorse the disclosure of religion at a higher rate than Democrats, although only one fourth of Republicans did so.

Journalists should disclose their religious affiliation if they report on religion

% of Americans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 19% | 64% | 15% |
| 18-44 | 16 | 61 | 20 |
| 45+ | 22 | 66 | 12 |
| High school or less | 19 | 60 | 19 |
| Some college | 18 | 65 | 15 |
| College or more | 21 | 68 | 11 |
| Republican | 25 | 63 | 12 |
| Democrat | 16 | 68 | 16 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

In Texas, men are more likely to believe that journalists should disclose their religious affiliation if they report on politics than women. Hispanic Texans are more likely to say that they were uncertain about whether this information should be disclosed compared to white non-Hispanic Texans.

Journalists should disclose their religious affiliation if they report on religion

% of Texans

| | Yes | No | Uncertain |
|--------------------|-----|-----|-----------|
| Total | 24% | 62% | 13% |
| Male | 30 | 59 | 11 |
| Female | 19 | 65 | 16 |
| White non-Hispanic | 26 | 64 | 10 |
| Hispanic | 23 | 58 | 18 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Race

On disclosure of race, nearly two-thirds believe that journalists should not disclose their race if they report on racial issues. This is the most common response across all demographic categories for both Texans and Americans.

Within the U.S. data, however, men, older respondents, and less educated respondents are more likely to believe that journalists should disclose their race if they report on racial issues relative to women, younger, and more educated respondents. Those under the age of 45 also are more uncertain than those age 45 and above.

Journalists should disclose their race if they report on racial issues

% of Americans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 18% | 65% | 15% |
| Male | 22 | 63 | 14 |
| Female | 15 | 68 | 15 |
| 18-44 | 15 | 63 | 19 |
| 45+ | 22 | 68 | 11 |
| High school or less | 22 | 60 | 17 |
| Some college | 15 | 66 | 17 |
| College or more | 18 | 72 | 10 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

In Texas, more men and those age 45 and above believe that journalists should disclose their race if they report on racial issues than women and those less than 45 years old. Hispanics and those with lower levels of education express more uncertainty about this issue than white non-Hispanics and those with more education.

Journalists should disclose their race if they report on racial issues

% of Texans

| | Yes | No | Uncertain |
|---------------------|-----|-----|-----------|
| Total | 24% | 62% | 14% |
| Male | 28 | 61 | 11 |
| Female | 20 | 63 | 17 |
| 18-44 | 20 | 63 | 17 |
| 45+ | 28 | 62 | 10 |
| High school or less | 25 | 55 | 20 |
| Some college | 22 | 67 | 10 |
| College or more | 23 | 67 | 9 |
| White non-Hispanic | 22 | 69 | 8 |
| Hispanic | 25 | 53 | 22 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

Sexual Orientation

Journalist disclosure of sexual orientation is endorsed by only 17% of Americans and 22% of Texans. In the U.S. data, men, those 45 years of age and older, and Republicans, express more agreement with this form of disclosure than their demographic counterparts. Younger Americans are more uncertain than older Americans.

Journalists should disclose their sexual orientation if they report on same-sex marriage

% of Americans

| | Yes | No | Uncertain |
|------------|-----|-----|-----------|
| Total | 17% | 67% | 14% |
| Male | 22 | 62 | 15 |
| Female | 13 | 72 | 14 |
| 18-44 | 14 | 64 | 19 |
| 45+ | 20 | 70 | 11 |
| Republican | 23 | 64 | 12 |
| Democrat | 13 | 72 | 14 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

The Texas results for age and partisanship are similar, with older and Republican Texans endorsing sexual orientation disclosure at higher rates than younger Texans and Texas Democrats. Younger and Hispanic Texans also express more uncertainty than older and white

non-Hispanic Texans. Further, white non-Hispanic Texans are more likely to say that journalists should not disclose this information compared to Hispanic Texans.

Journalists should disclose their sexual orientation if they report on same-sex marriage

% of Texans

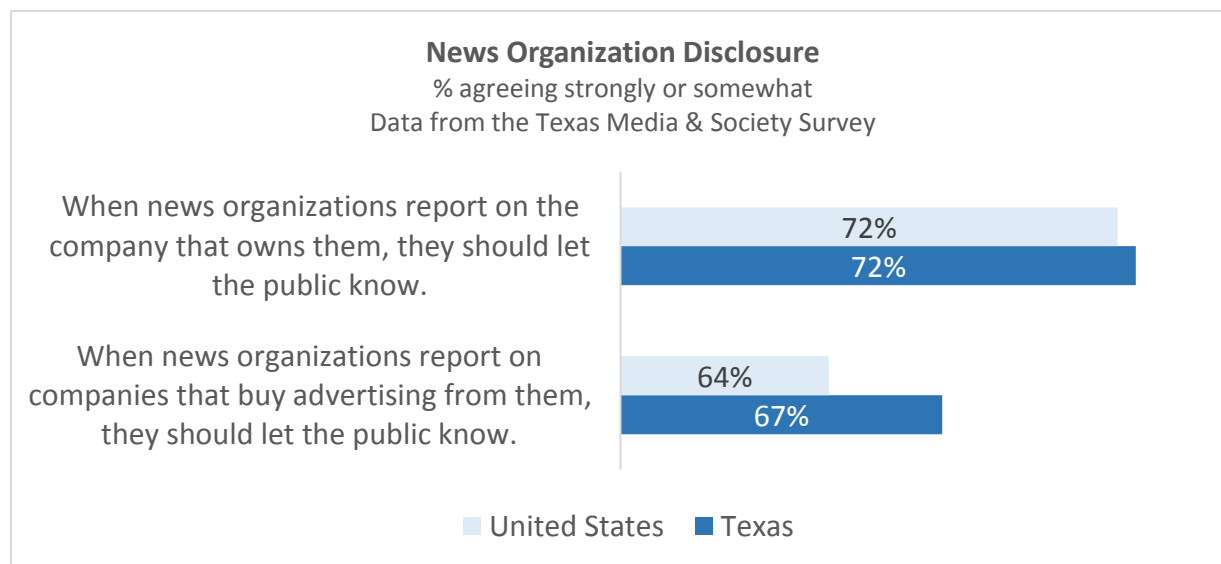
| | Yes | No | Uncertain |
|--------------------|-----|-----|-----------|
| Total | 22% | 65% | 13% |
| 18-44 | 18 | 64 | 17 |
| 45+ | 26 | 65 | 9 |
| White non-Hispanic | 23 | 67 | 9 |
| Hispanic | 23 | 57 | 20 |
| Republican | 27 | 62 | 10 |
| Democrat | 18 | 67 | 15 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

News Organization Financial Disclosure

The American public is less supportive of having journalists disclose various personal characteristics than of having the news media disclose possible conflicts of interest in their reporting. Overall, majorities of Texans and Americans endorse financial disclosure for news organizations. Just over six in ten believe that news organizations should disclose when reporting on companies that buy advertising from them. Nearly three-fourths believe that news organizations should tell the public when they report on the companies that own them.



Among Americans, men, older respondents, and more educated respondents express more agreement that news organizations should let the public know when they report on companies that buy advertising from them than their demographic counterparts.

When news organizations report on companies that buy advertising from them, they should let the public know.

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 64% | 28% | 7% |
| Male | 67 | 27 | 5 |
| Female | 61 | 29 | 9 |
| 18-44 | 59 | 32 | 6 |
| 45+ | 68 | 24 | 8 |
| High school or less | 55 | 34 | 8 |
| Some college | 62 | 28 | 8 |
| College or more | 78 | 18 | 4 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Men and more educated Texans endorse the belief that news organizations should disclose instances in which they report about companies that buy advertising from them more than women and those with less education. White non-Hispanic Texans are more likely to agree with the statement than Hispanic Texans.

When news organizations report on companies that buy advertising from them, they should let the public know.

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 67% | 24% | 8% |
| Male | 73 | 20 | 6 |
| Female | 61 | 28 | 10 |
| High school or less | 57 | 33 | 9 |
| Some college | 71 | 21 | 6 |
| College or more | 77 | 13 | 9 |
| White non-Hispanic | 76 | 17 | 6 |
| Hispanic | 57 | 32 | 11 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Age and education also relate to Americans' beliefs about letting the public know when news organizations report on the company that owns them. As with advertising disclosure, older and more educated Americans endorse disclosure to a greater extent than those who are younger or less educated.

When news organizations report on the company that owns them, they should let the public know.

% of Americans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 72% | 22% | 5% |
| 18-44 | 64 | 29 | 5 |
| 45+ | 78 | 16 | 5 |
| High school or less | 64 | 29 | 5 |
| Some college | 70 | 22 | 6 |
| College or more | 84 | 13 | 2 |

Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Among Texans, men, more educated respondents, white non-Hispanics, and Republicans endorse corporate disclosure to a greater extent than their demographic counterparts.

When news organizations report on the company that owns them, they should let the public know.

% of Texans

| | Agree | Neither | Disagree |
|---------------------|-------|---------|----------|
| Total | 72% | 22% | 6% |
| Male | 77 | 18 | 5 |
| Female | 67 | 25 | 6 |
| High school or less | 59 | 33 | 7 |
| Some college | 81 | 14 | 4 |
| College or more | 83 | 12 | 4 |
| White non-Hispanic | 84 | 13 | 3 |
| Hispanic | 57 | 33 | 8 |
| Republicans | 78 | 19 | 3 |
| Democrats | 69 | 23 | 7 |

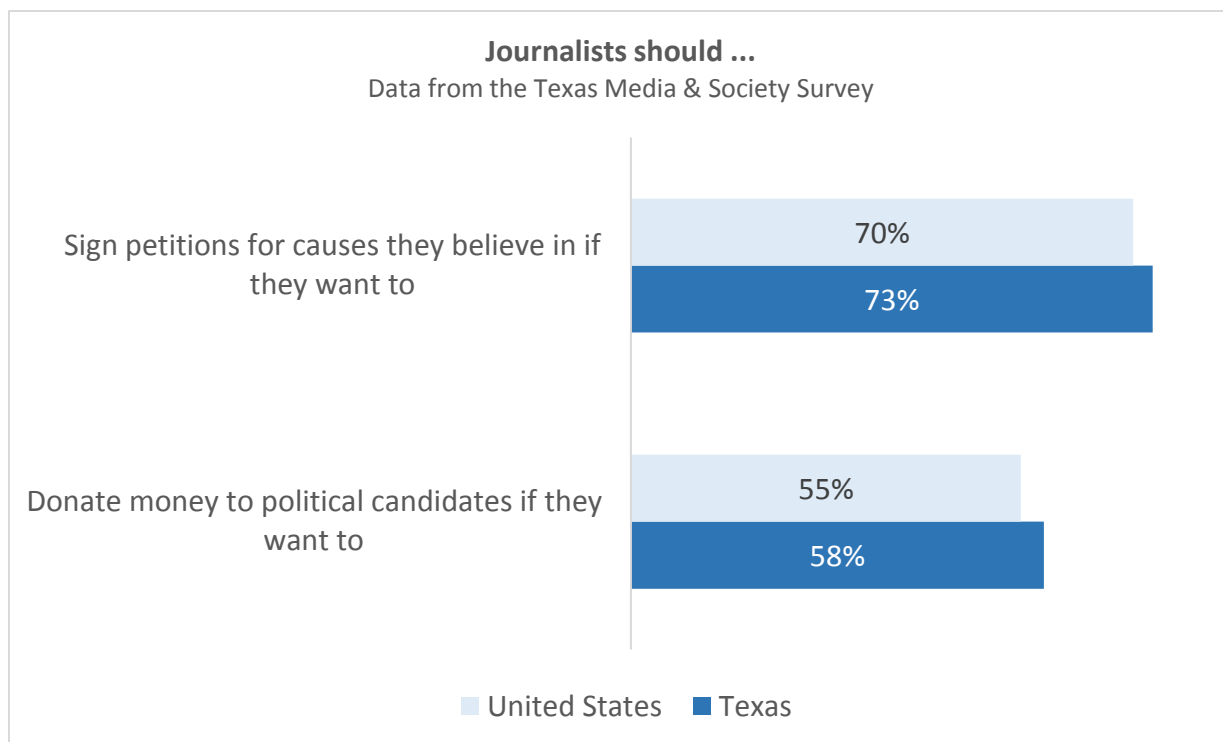
Data from the Texas Media & Society Survey

Note: Those who strongly or somewhat agree, those who neither agree nor disagree, and those who strongly or somewhat disagree.

Rows do not total to 100% due to non-response and rounding.

Journalist Involvement in Politics

The survey measured impressions of journalists' personal involvement in politics. Seven in ten believe that journalists should sign petitions for causes they believe in and just over 50% believe that journalists should donate money to political candidates. Texans and Americans hold similar views on these forms of involvement in politics by journalists.



When looking at demographic correlates of these beliefs, only age significantly relates to beliefs about journalists signing petitions in the U.S. data. Younger Americans are more supportive of journalists signing petitions than older respondents.

Journalists should / should not sign petitions for causes they believe in if they want to *% of Americans*

| | Should | Should Not |
|-------|--------|------------|
| Total | 70% | 28% |
| 18-44 | 73 | 24 |
| 45+ | 68 | 32 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

A similar relationship emerges among Texans. Younger Texans are more supportive of having journalists sign petitions. White non-Hispanic Texans also are more likely to believe that journalists should sign petitions for causes they believe in if they want to in comparison to Hispanic Texans.

Journalists should / should not sign petitions for causes they believe in if they want to

% of Texans

| | Should | Should Not |
|--------------------|--------|------------|
| Total | 73% | 27% |
| 18-44 | 78 | 21 |
| 45+ | 67 | 33 |
| White non-Hispanic | 77 | 23 |
| Hispanic | 66 | 33 |

Data from the Texas Media & Society Survey

Note: Rows do not total to 100% due to non-response and rounding.

When it comes to journalists donating money to candidates, there are no differences in American attitudes based on their gender, age, education, or partisanship. Overall, 55% thought that journalists should donate money to political candidates if they want to and 44% thought that they should not.

More educated Texans believe that journalists should donate to political candidates more than those with lower levels of education. Nearly seven in ten Texans (68%) with a college education or more endorse the practice compared to 48% of those with a high school education or less. Just over two-thirds (69%) of white non-Hispanic Texans also believe that journalists should be able to donate, while only four in ten Hispanic Texans believe that journalists should do so.

Journalists should / should not donate money to political candidates if they want to

% of Texans

| | Should | Should Not |
|---------------------|--------|------------|
| Total | 58% | 42% |
| High school or less | 48 | 51 |
| Some college | 62 | 38 |
| College or more | 68 | 32 |
| White non-Hispanic | 69 | 31 |
| Hispanic | 40 | 59 |

Data from the Texas Media & Society Survey

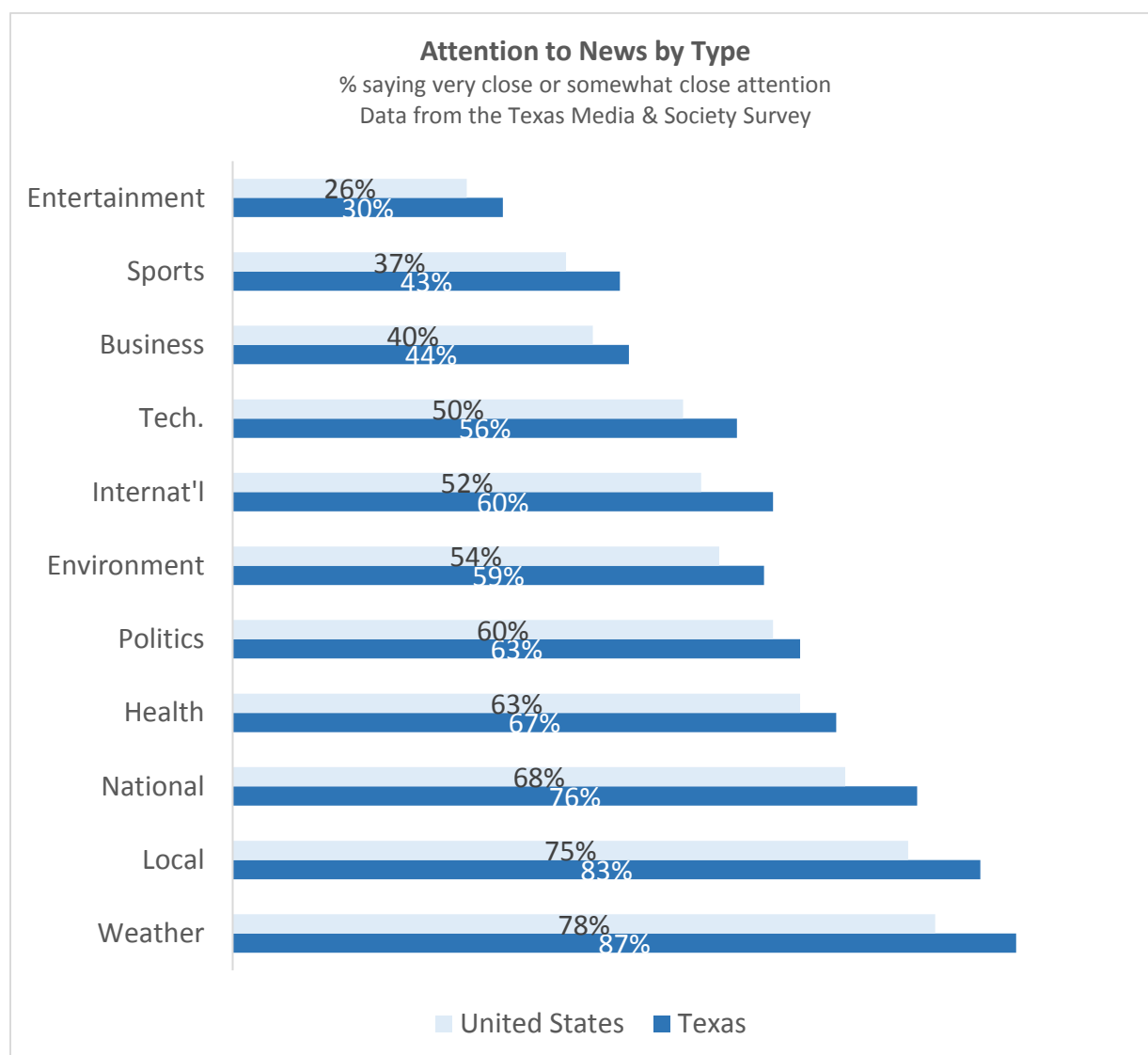
Note: Rows do not total to 100% due to non-response and rounding.

Media Use

The Texas Media & Society survey asked respondents a series of questions about their patterns of media use. Respondents were asked about the categories of news they consume (e.g. health versus international news), the medium that they use for news (e.g. print versus tablet), the sources of news they use (e.g. Fox News versus CNN), the use of social networks, whether they pay for news, and how they get information about local politics and their neighborhood. The findings are reviewed in this section.

Attention to News

The following chart shows that Americans and Texans track closely in how they attend to news. Although the categories of news they attend to most follow a similar rank order, statistical differences do appear for several categories. Texans are more attentive than non-Texans to international, national, local, sports, and weather news.



Looking at demographic predictors across these news categories, several patterns appear. News attention varies by gender. Women pay more attention to weather, local, health, and entertainment news. Men pay more attention to technology, business, and sports news. For eight of the top nine news types, older Americans are more likely than younger Americans to pay very or somewhat close attention. In the instances where differences based on education appear (national, politics, international, tech, and business), those with more education pay closer attention than those with less education. Democrats pay more attention to environmental and entertainment news, while Republicans pay more attention to local news.

Percent Paying Very Close or Somewhat Close Attention

% of Americans

| | Weather | Local | National | Health | Politics | Environ. |
|---------------------|---------|-------|----------|--------|----------|----------|
| Total | 78% | 75% | 68% | 63% | 60% | 54% |
| Male | 74 | 72 | -- | 56 | -- | -- |
| Female | 81 | 79 | -- | 69 | -- | -- |
| 18-44 | 66 | 60 | 54 | 52 | 45 | 44 |
| 45+ | 87 | 89 | 80 | 72 | 73 | 64 |
| High school or less | -- | -- | 61 | -- | 55 | -- |
| Some college | -- | -- | 66 | -- | 56 | -- |
| College or more | -- | -- | 79 | -- | 70 | -- |
| Republican | -- | 81 | -- | -- | -- | 46 |
| Democrat | -- | 74 | -- | -- | -- | 63 |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Percent Paying Very Close or Somewhat Close Attention

% of Americans

| | Intern'l | Tech. | Business | Sports | Entertain |
|---------------------|----------|-------|----------|--------|-----------|
| Total | 52% | 50% | 40% | 37% | 26% |
| Male | -- | 58 | 44 | 46 | 17 |
| Female | -- | 43 | 36 | 27 | 33 |
| 18-44 | 39 | -- | 28 | -- | -- |
| 45+ | 64 | -- | 51 | -- | -- |
| High school or less | 47 | 44 | 35 | -- | -- |
| Some college | 48 | 50 | 36 | -- | -- |
| College or more | 63 | 59 | 50 | -- | -- |
| Republican | -- | -- | -- | -- | 22 |
| Democrat | -- | -- | -- | -- | 29 |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Texas men pay more attention to technology, business, and sports news, while Texas women pay more attention to weather, local, health, environment, and entertainment news.

For seven of the ten categories, older Texans pay more attention to news than younger Texans.

More educated Texans pay more attention to national, political, technology, business, and sports news than those with less education.

Texas Hispanics pay more attention to health, environment, and entertainment news, while white non-Hispanic Texans pay more attention to political news.

In Texas, Democrats pay attention to international, environment, technology, and entertainment news more than Republicans.

Percent Paying Very Close or Somewhat Close Attention

% of Texans

| | Weather | Local | National | Health | Politics | Intern'l |
|---------------------|---------|-------|----------|--------|----------|----------|
| Total | 87% | 83% | 76% | 67% | 63% | 60% |
| Male | 83 | 80 | -- | 60 | -- | -- |
| Female | 90 | 87 | -- | 73 | -- | -- |
| 18-44 | 80 | 76 | 68 | 61 | 54 | 55 |
| 45+ | 94 | 91 | 84 | 73 | 73 | 65 |
| High school or less | -- | -- | 71 | -- | 52 | -- |
| Some college | -- | -- | 75 | -- | 68 | -- |
| College or more | -- | -- | 84 | -- | 77 | -- |
| White non-Hispanic | -- | -- | -- | 61 | 71 | -- |
| Hispanic | -- | -- | -- | 72 | 50 | -- |
| Republican | -- | -- | -- | -- | -- | 56 |
| Democrat | -- | -- | -- | -- | -- | 64 |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Percent Paying Very Close or Somewhat Close Attention

% of Texans

| | Environ. | Tech. | Business | Sports | Entertain |
|---------------------|----------|-------|----------|--------|-----------|
| Total | 59% | 56% | 44% | 43% | 30% |
| Male | 54 | 64 | 51 | 55 | 22 |
| Female | 63 | 50 | 38 | 31 | 38 |
| 18-44 | -- | -- | 36 | -- | -- |
| 45+ | -- | -- | 52 | -- | -- |
| High school or less | -- | 50 | 35 | 39 | -- |
| Some college | -- | 61 | 43 | 41 | -- |
| College or more | -- | 62 | 61 | 50 | -- |
| White non-Hispanic | 51 | -- | -- | -- | 24 |
| Hispanic | 68 | -- | -- | -- | 38 |
| Republican | 49 | 52 | -- | -- | 24 |
| Democrat | 67 | 60 | -- | -- | 34 |

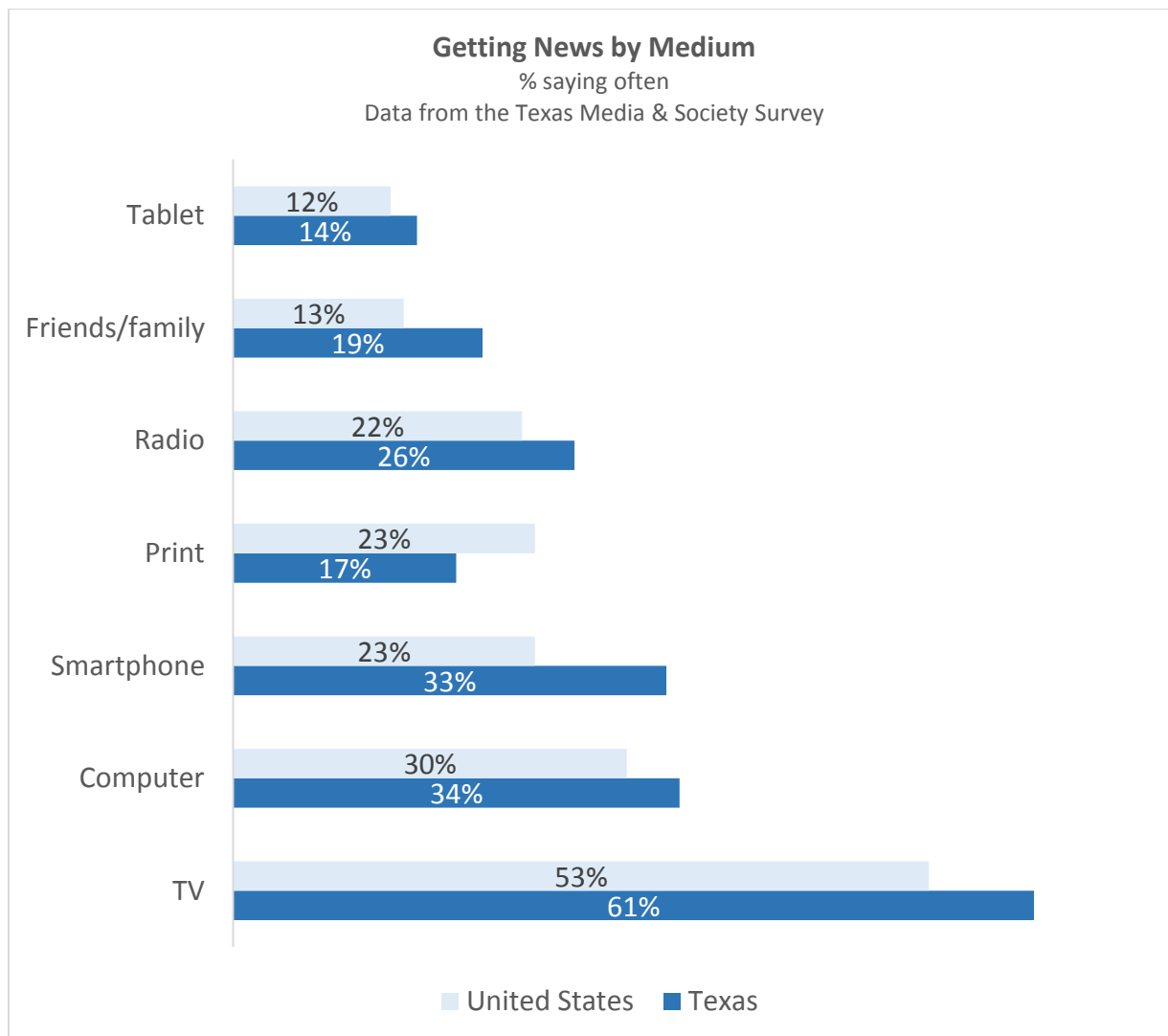
Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Use By Medium

A majority of Americans and Texans say that they often get news via television. The computer and smartphone are the second and third most common ways of receiving news. Tablet is the least frequently mentioned medium for news.

We compared Texans to those living in other states. Texans are more likely to say they often get news from friends/family, smartphone, and television. Non-Texans are more likely to report often getting news from print sources.



There are demographic differences in where people turn for news. Women are more likely than men to say that they often get news from television or from friends and family.

Traditional media – print, radio, and television – are used more often by older respondents. Smartphones, however, are used to a greater extent by younger Americans.

Computers, smartphones, radio, and tablet are often used by more highly educated Americans more than those with lower levels of education.

A single difference appears based on partisanship, where Republicans rely on print for news more than Democrats.

Percent Getting News Often by Medium

% of Americans

| | TV | Computer | Print | Smart-phone | Radio | Friends/Family | Tablet |
|---------------------|-----|----------|-------|-------------|-------|----------------|--------|
| Total | 53% | 30% | 23% | 23% | 22% | 13% | 12% |
| Male | 49 | -- | -- | -- | -- | 10 | -- |
| Female | 56 | -- | -- | -- | -- | 16 | -- |
| 18-44 | 32 | -- | 8 | 31 | 16 | -- | -- |
| 45+ | 71 | -- | 36 | 17 | 28 | -- | -- |
| High school or less | -- | 17 | -- | 15 | 16 | -- | 6 |
| Some college | -- | 34 | -- | 27 | 21 | -- | 12 |
| College or more | -- | 45 | -- | 31 | 32 | -- | 18 |
| Republican | -- | -- | 28 | -- | -- | -- | -- |
| Democrat | -- | -- | 20 | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

When looking at Texans, several similar patterns appear for age and education. Older respondents are more likely to use television and print, while younger Texans turn to smartphones more frequently. In the Texas data, younger respondents are more likely to say that they often get news from friends and family.

In terms of education, highly educated respondents often get news from a computer, smartphone, and tablet more than those with less education. As with the U.S. data, those with lower levels of education report using television news more.

Texas women report that they often get news from television and from friends and family to a greater extent than men. Texas men turn to computers and radio more often than women.

In Texas, white non-Hispanics turn to computers and print more than Hispanics, while Hispanics say that they often get news from friends and family at higher rates than white non-Hispanics.

A single partisan difference appears; Texas Democrats often get news from television more often than Texas Republicans.

Percent Getting News Often by Medium

% of Texans

| | TV | Computer | Smart-phone | Radio | Friends/Family | Print | Tablet |
|---------------------|-----|----------|-------------|-------|----------------|-------|--------|
| Total | 61% | 34% | 33% | 26% | 19% | 17% | 14% |
| Male | 57 | 39 | -- | 30 | 14 | -- | -- |
| Female | 66 | 29 | -- | 23 | 22 | -- | -- |
| 18-44 | 48 | -- | 44 | -- | 22 | 6 | -- |
| 45+ | 75 | -- | 22 | -- | 15 | 27 | -- |
| High school or less | 67 | 20 | 27 | -- | -- | -- | 11 |
| Some college | 58 | 34 | 33 | -- | -- | -- | 12 |
| College or more | 56 | 53 | 43 | -- | -- | -- | 19 |
| White non-Hispanic | -- | 39 | -- | -- | 15 | 21 | -- |
| Hispanic | -- | 19 | -- | -- | 23 | 13 | -- |
| Republican | 55 | -- | -- | -- | -- | -- | -- |
| Democrat | 66 | -- | -- | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Use By Source

The survey also gave people lists of different sources and asked them to check those that they used for news in the last 14 days. In both the U.S. and Texas data, local television news, local newspaper, and Facebook top the list of sources used for news in the past 14 days.

Percent Getting News by Source in Last 14 Days

| | US | TX | | US | TX |
|-----------------------------|-----|-----|----------------------------|----|-----|
| Local TV news | 56% | 62% | YouTube | 8% | 10% |
| Local newspaper | 37 | 29 | The New York Times | 8 | 7 |
| Facebook | 28 | 34 | Washington Post | 7 | 7 |
| ABC, NBC, CBS Nightly News | 26 | 27 | NewsHour on PBS | 7 | 4 |
| CNN | 23 | 27 | Comedy on cable TV | 6 | 6 |
| Fox News Cable Channel | 21 | 26 | Twitter | 6 | 6 |
| Yahoo News | 16 | 20 | Wall Street Journal | 6 | 6 |
| MSNBC | 13 | 12 | Rush Limbaugh Show (radio) | 4 | 6 |
| National Public Radio (NPR) | 13 | 10 | Instagram | 3 | 3 |
| Google News | 11 | 13 | Reddit | 3 | 1 |
| The Huffington Post | 10 | 10 | Drudge Report | 2 | 3 |
| Comedy on network TV | 9 | 10 | Snapchat | 1 | 2 |
| USA Today | 9 | 9 | | | |

Data from the Texas Media & Society Survey

Compared to those living in other states, Texans are more likely to get news from local television sources, Facebook, Fox News, Drudge Report, and Rush Limbaugh. Compared to those living in Texas, non-Texans are more likely to get news from a local newspaper, NPR, and NewsHour on PBS.

For the top six most used sources, we analyzed whether viewership differed by demographics and partisanship.

More women used local television news and Facebook than men in the Texas and U.S. data.

Older respondents were more likely than younger respondents to use each of the top six sources in the U.S. and in Texas with two exceptions. First, younger respondents were more likely to use Facebook for news than older respondents. Second, there were no age differences for CNN use in the Texas data.

More educated Americans turn to Facebook and CNN, and more educated Texans turn to local newspapers, CNN, and Fox News more than the less educated.

Nationally, more Republicans consume local newspapers and Fox News compared to Democrats, while more Democrats consume network news and CNN compared to Republicans. The Fox News and network news findings hold in the Texas data as well.

In Texas, more white non-Hispanics report getting news from five of the six sources than Hispanics. The sole exception was Facebook, where there is not a statistically meaningful difference in using the source in the last 14 days based on race/ethnicity.

Percent Getting News by Source in Last 14 Days

% of Americans

| | Local TV news | Local Newsp | Face-book | Network news | CNN | Fox News |
|---------------------|---------------|-------------|-----------|--------------|-----|----------|
| Total | 56% | 37% | 28% | 26% | 23% | 21% |
| Male | 52 | -- | 23 | -- | -- | -- |
| Female | 59 | -- | 33 | -- | -- | -- |
| 18-44 | 36 | 22 | 32 | 12 | 18 | 12 |
| 45+ | 73 | 51 | 25 | 38 | 27 | 28 |
| High school or less | -- | -- | 24 | -- | 16 | -- |
| Some college | -- | -- | 31 | -- | 24 | -- |
| College or more | -- | -- | 32 | -- | 31 | -- |
| Republican | -- | 45 | -- | 23 | 16 | 34 |
| Democrat | -- | 33 | -- | 29 | 28 | 13 |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Percent Getting News by Source in Last 14 Days

% of Texans

| | Local TV news | Face- book | Local Newsp | Network news | CNN | Fox News |
|---------------------|------------------|---------------|----------------|-----------------|-----|-------------|
| Total | 62% | 34% | 29% | 27% | 27% | 26% |
| Male | 58 | 26 | -- | -- | 37 | 31 |
| Female | 65 | 40 | -- | -- | 19 | 22 |
| 18-44 | 47 | 38 | 17 | 17 | -- | 20 |
| 45+ | 77 | 29 | 41 | 38 | -- | 33 |
| High school or less | -- | -- | 27 | -- | 18 | 19 |
| Some college | -- | -- | 25 | -- | 28 | 30 |
| College or more | -- | -- | 37 | -- | 41 | 33 |
| White non-Hispanic | 65 | -- | 36 | 28 | 28 | 34 |
| Hispanic | 55 | -- | 21 | 20 | 20 | 17 |
| Republican | -- | -- | -- | 23 | -- | 37 |
| Democrat | -- | -- | -- | 31 | -- | 18 |

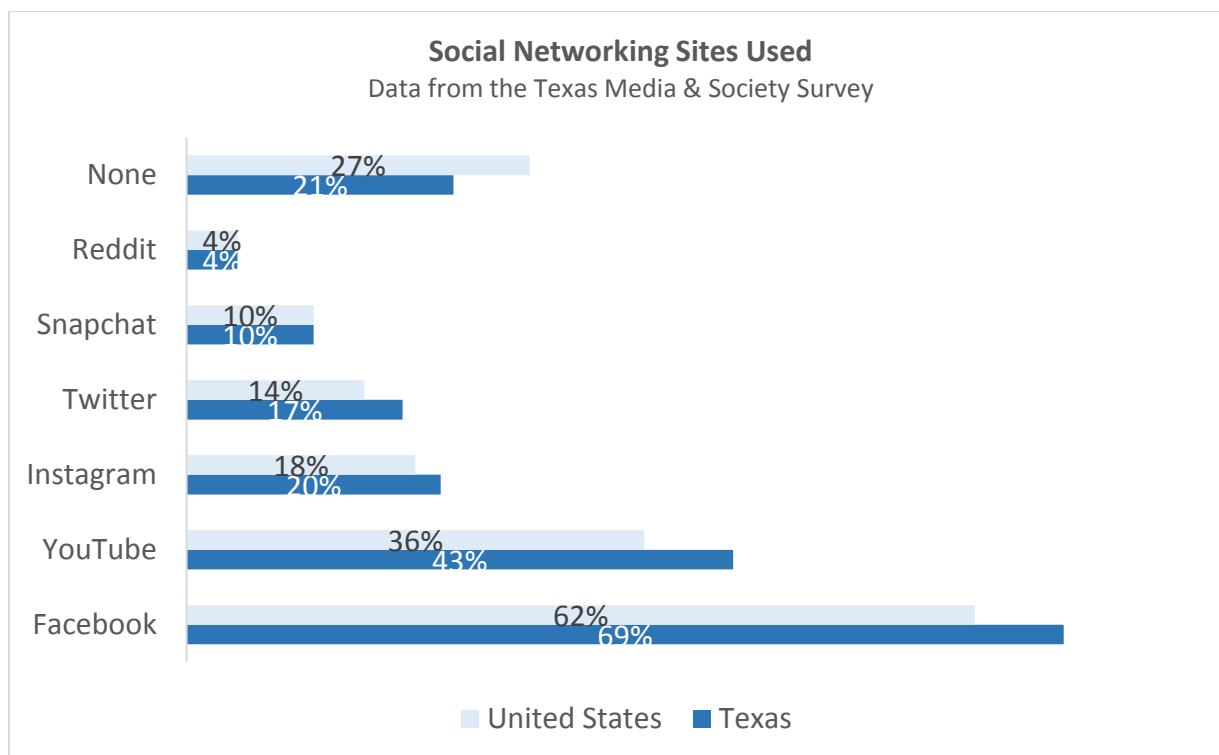
Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Social Networking Sites

The most popular social networking site is Facebook, used by 69% of Texans and 62% of Americans. YouTube is the next most common with approximately four in ten using the video platform. Instagram, Twitter, and Snapchat are each used by between 10% and 20% of Americans and Texans, while Reddit is used by only 4% in each sample. Around a fourth of Texans and Americans, however, do not use any social networking site.

Statistically comparing Texans to non-Texans, Texans are more likely to use Facebook and YouTube. Non-Texans are more likely to not use any social networking sites.



In the U.S. data, the use of social networking sites is most common among younger and more educated respondents. The education difference exists for all social media types except for YouTube, where there is no difference in use based on level of education. For three of the six social networking sites examined – Facebook, Instagram, and Snapchat – use by women is greater than use by men. The only social networking site men use more often than women do is Reddit. Republicans and Democrats are similar in their social media use, although slightly more Democrats report using YouTube than Republicans.

Social Networking Sites Used

% of Americans

| | Facebook | YouTube | Instagram | Twitter | Snapchat | Reddit |
|---------------------|----------|---------|-----------|---------|----------|--------|
| Total | 62% | 36% | 18% | 14% | 10% | 4% |
| Male | 52 | -- | 12 | -- | 6 | 6 |
| Female | 71 | -- | 22 | -- | 14 | 2 |
| 18-44 | 68 | 46 | 30 | 18 | 17 | 8 |
| 45+ | 57 | 28 | 7 | 10 | 4 | 2 |
| High school or less | 57 | -- | 12 | 9 | 6 | 2 |
| Some college | 66 | -- | 23 | 14 | 13 | 6 |
| College or more | 65 | -- | 20 | 20 | 13 | 7 |
| Republican | -- | 32 | -- | -- | -- | -- |
| Democrat | -- | 39 | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

In Texas, the young and more highly educated are more likely to use social media sites than older and less educated Texans. The only other notable distinction is that more women and white non-Hispanic Texans use Facebook compared to men and Hispanics.

Social Networking Sites Used

% of Texans

| | Facebook | YouTube | Instagram | Twitter | Snapchat | Reddit |
|---------------------|----------|---------|-----------|---------|----------|--------|
| Total | 69% | 43% | 20% | 17% | 10% | 4% |
| Male | 62 | -- | -- | -- | -- | -- |
| Female | 75 | -- | -- | -- | -- | -- |
| 18-44 | 73 | 55 | 30 | 24 | 19 | 5 |
| 45+ | 64 | 31 | 9 | 10 | 2 | 2 |
| High school or less | 63 | 34 | 15 | 11 | 7 | 1 |
| Some college | 72 | 50 | 23 | 19 | 15 | 5 |
| College or more | 74 | 50 | 24 | 24 | 12 | 7 |
| White non-Hispanic | 73 | -- | -- | -- | -- | -- |
| Hispanic | 61 | -- | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Some respondents report no social networking site use. Men, older, and less educated respondents are more likely to report no use relative to their demographic counterparts in the U.S. and Texas data. Further, in the Texas data, Hispanics are more likely than white non-Hispanics to not use any social networking sites.

Not Using Any Social Networking Sites

| | US | TX |
|---------------------|-----|-----|
| Total | 27% | 21% |
| Male | 32 | 24 |
| Female | 23 | 18 |
| 18-44 | 18 | 12 |
| 45+ | 36 | 30 |
| High school or less | 32 | 26 |
| Some college | 24 | 17 |
| College or more | 25 | 16 |
| White non-Hispanic | n/a | 19 |
| Hispanic | n/a | 25 |

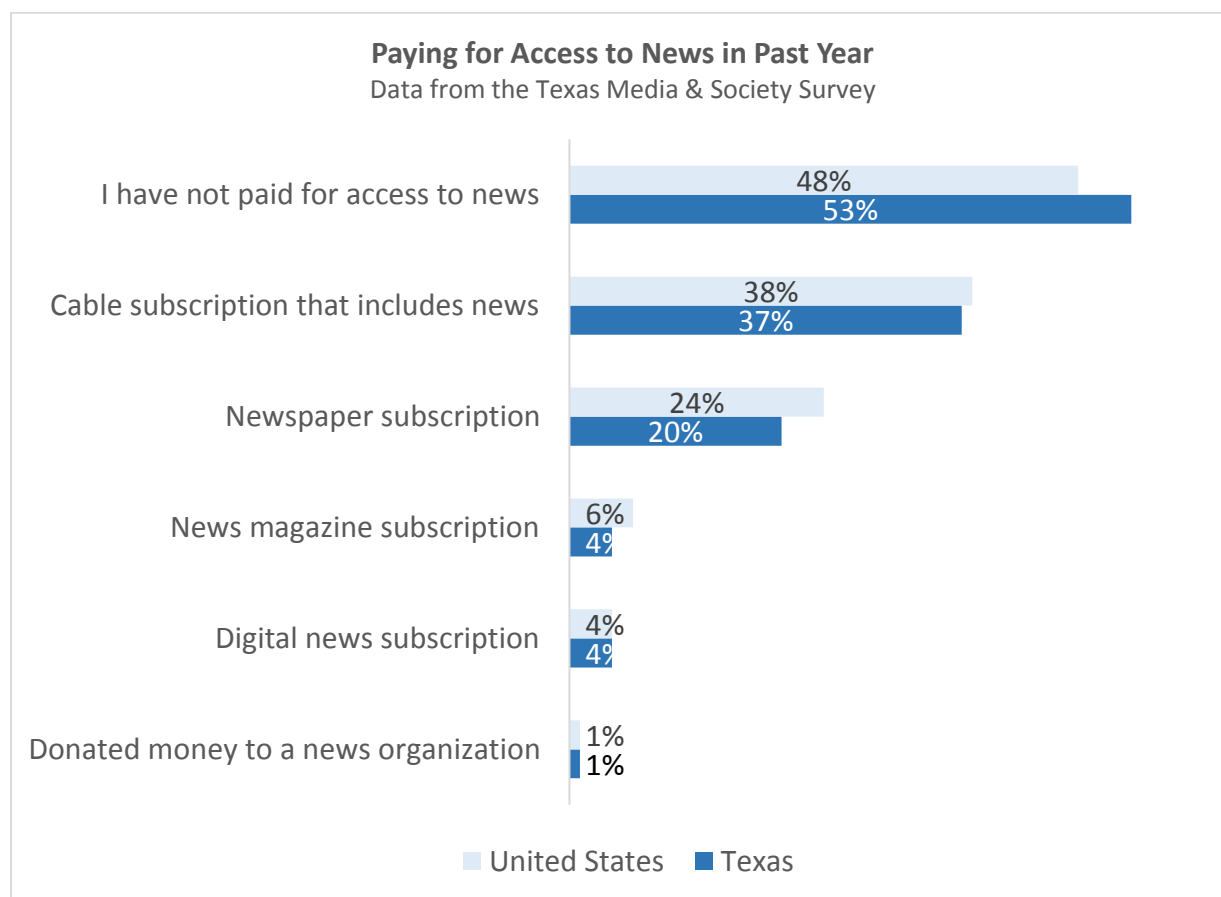
Data from the Texas Media & Society Survey

Paying for News

The survey asked respondents whether they paid for access to news in the past year. The findings are summarized in the chart below.

Results for the U.S. and Texas are similar; most people do not pay for access to news. Cable subscriptions are the most common. Around two in ten pay for a newspaper subscription. Magazine subscriptions, digital subscriptions and donating money were practices of fewer than 7% of each sample.

Non-Texans pay for newspaper and magazine subscriptions more often than Texans.



We analyzed who paid for news in the past year for all categories except donating to a news organization, due to the small sample size. In general, older and more educated respondents are more likely to pay for news. Republicans are more likely than Democrats to have a newspaper subscription and women are more likely than men to subscribe to cable.

Paying for News in Past Year

% of Americans

| | Cable (with news) | Newsp | News Mag. | Digital News | Have not paid |
|---------------------|----------------------|-------|--------------|-----------------|------------------|
| Total | 38% | 24% | 6% | 4% | 48% |
| Male | 34 | -- | -- | -- | -- |
| Female | 41 | -- | -- | -- | -- |
| 18-44 | 26 | 9 | 3 | -- | 62 |
| 45+ | 48 | 38 | 8 | -- | 36 |
| High school or less | 30 | 21 | 4 | 2 | 55 |
| Some college | 38 | 23 | 3 | 3 | 49 |
| College or more | 49 | 30 | 11 | 7 | 39 |
| Republican | -- | 33 | -- | -- | 43 |
| Democrat | -- | 20 | -- | -- | 51 |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

In Texas, older and white non-Hispanic Texans are more likely to pay for news compared to younger and Hispanic Texans. This difference is greatest for newspaper and cable subscriptions. For cable subscriptions, education differences also appear where more educated respondents are more likely to have a subscription.

Paying for News in Past Year

% of Texans

| | Cable (with news) | Newsp | News Mag. | Digital News | Have not paid |
|---------------------|----------------------|-------|--------------|-----------------|------------------|
| Total | 37% | 20% | 4% | 4% | 53% |
| 18-44 | 28 | 9 | 2 | -- | 65 |
| 45+ | 47 | 31 | 6 | -- | 40 |
| High school or less | 33 | -- | -- | -- | -- |
| Some college | 38 | -- | -- | -- | -- |
| College or more | 44 | -- | -- | -- | -- |
| White non-Hispanic | 43 | 29 | -- | -- | 45 |
| Hispanic | 30 | 11 | -- | -- | 62 |

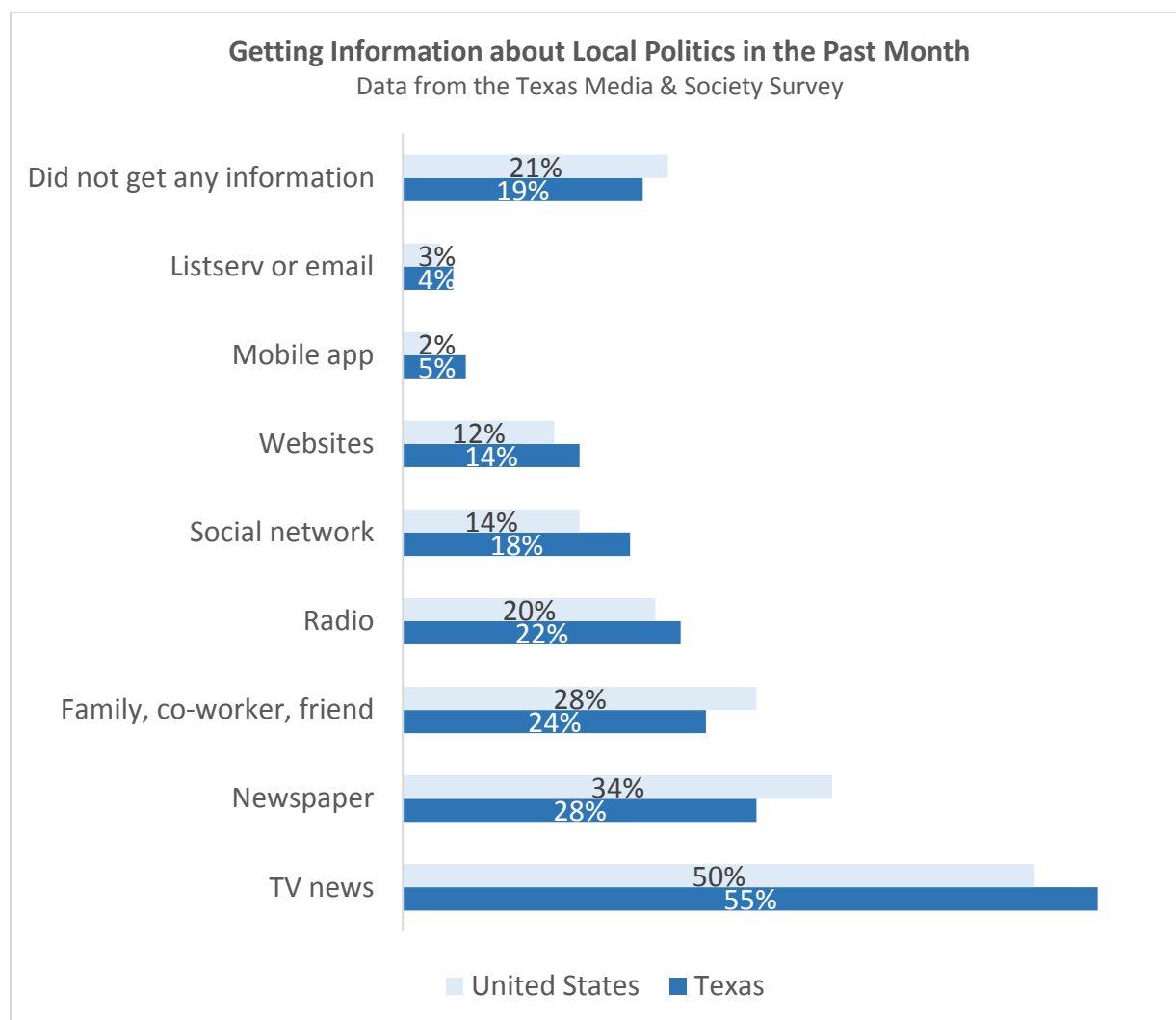
Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Local Politics Information

Approximately half of Texans and Americans say that in the past month, they got information about local politics from television news. Newspaper is the next most common source for local political news, used by around three in ten. Radio and family, friends, and co-workers were sources of local political news in the past month for between 20% and 30% of Texans and Americans. Other possible sources of local political information, such as social networking sites, websites, mobile apps, and listserv / emails are used for local political news by fewer than 20% of respondents. Approximately 20% of respondents note that they did not get any information about local politics in the past month.

Texans are more likely to get local political information from television news and mobile apps than those living in other states. Non-Texans are more likely to get local political information from a newspaper compared to Texans.



For the top categories, we analyzed whether using the source for local news relates to demographic and partisan categories.

Females are more likely than males to get local news from interpersonal channels such as social networks and family, co-workers, and friends.

Older respondents are more likely to get information from traditional media sources including television news, newspaper, and radio.

Higher levels of education corresponded with increased use of newspapers and websites as sources for information about local politics.

One partisan difference appears – Republicans (42%) are more likely to say that they use newspapers for local political news than Democrats (31%).

Getting Information about Local Politics in the Past Month

% of Americans

| | TV news | Newsp | Family, co-worker, friend | Radio | Social network | Web-sites |
|---------------------|---------|-------|---------------------------|-------|----------------|-----------|
| Total | 50% | 34% | 28% | 20% | 14% | 12% |
| Male | -- | -- | 23 | -- | 10 | -- |
| Female | -- | -- | 32 | -- | 18 | -- |
| 18-44 | 34 | 17 | -- | 13 | -- | -- |
| 45+ | 64 | 49 | -- | 26 | -- | -- |
| High school or less | -- | 30 | -- | -- | -- | 7 |
| Some college | -- | 34 | -- | -- | -- | 14 |
| College or more | -- | 39 | -- | -- | -- | 15 |
| Republican | -- | 42 | -- | -- | -- | -- |
| Democrat | -- | 31 | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Among Texans, older respondents are more likely to use nearly every source for local political news except for social networks, where younger Texans are more likely to get local political news, and websites, where there are no differences by age.

More educated respondents are more likely to get local politics news from every source except television news and social networking sites, where there are no statistically meaningful differences by level of educational attainment.

White non-Hispanics Texans are more likely than Hispanic Texans to use newspapers for local politics and to hear about local politics from family, co-workers, and friends.

Finally, Democrats in Texas get information about local politics from television news at a higher rate than Texas Republicans.

Getting Information about Local Politics in the Past Month

% of Texans

| | TV news | Newsp | Family, co-worker, friend | Radio | Social network | Web-sites |
|---------------------|---------|-------|---------------------------|-------|----------------|-----------|
| Total | 55% | 28% | 24% | 22% | 18% | 14% |
| 18-44 | 46 | 14 | 19 | 18 | 22 | -- |
| 45+ | 65 | 43 | 29 | 26 | 14 | -- |
| High school or less | -- | 25 | 20 | 16 | -- | 6 |
| Some college | -- | 22 | 27 | 25 | -- | 18 |
| College or more | -- | 39 | 28 | 27 | -- | 22 |
| White non-Hispanic | -- | 35 | 25 | -- | -- | -- |
| Hispanic | -- | 17 | 18 | -- | -- | -- |
| Republican | 49 | -- | -- | -- | -- | -- |
| Democrat | 61 | -- | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Americans who did not get any information about local politics in the past month were more likely to be men and to have less education. In Texas and in the U.S., younger respondents are more likely than older respondents to not receive any local political information.

Not Getting Any Information about Local Politics in the Past Month

| | US | TX |
|---------------------|-----|-----|
| Total | 21% | 19% |
| Male | 26 | -- |
| Female | 17 | -- |
| 18-44 | 32 | 25 |
| 45+ | 12 | 12 |
| High school or less | 24 | -- |
| Some college | 21 | -- |
| College or more | 18 | -- |

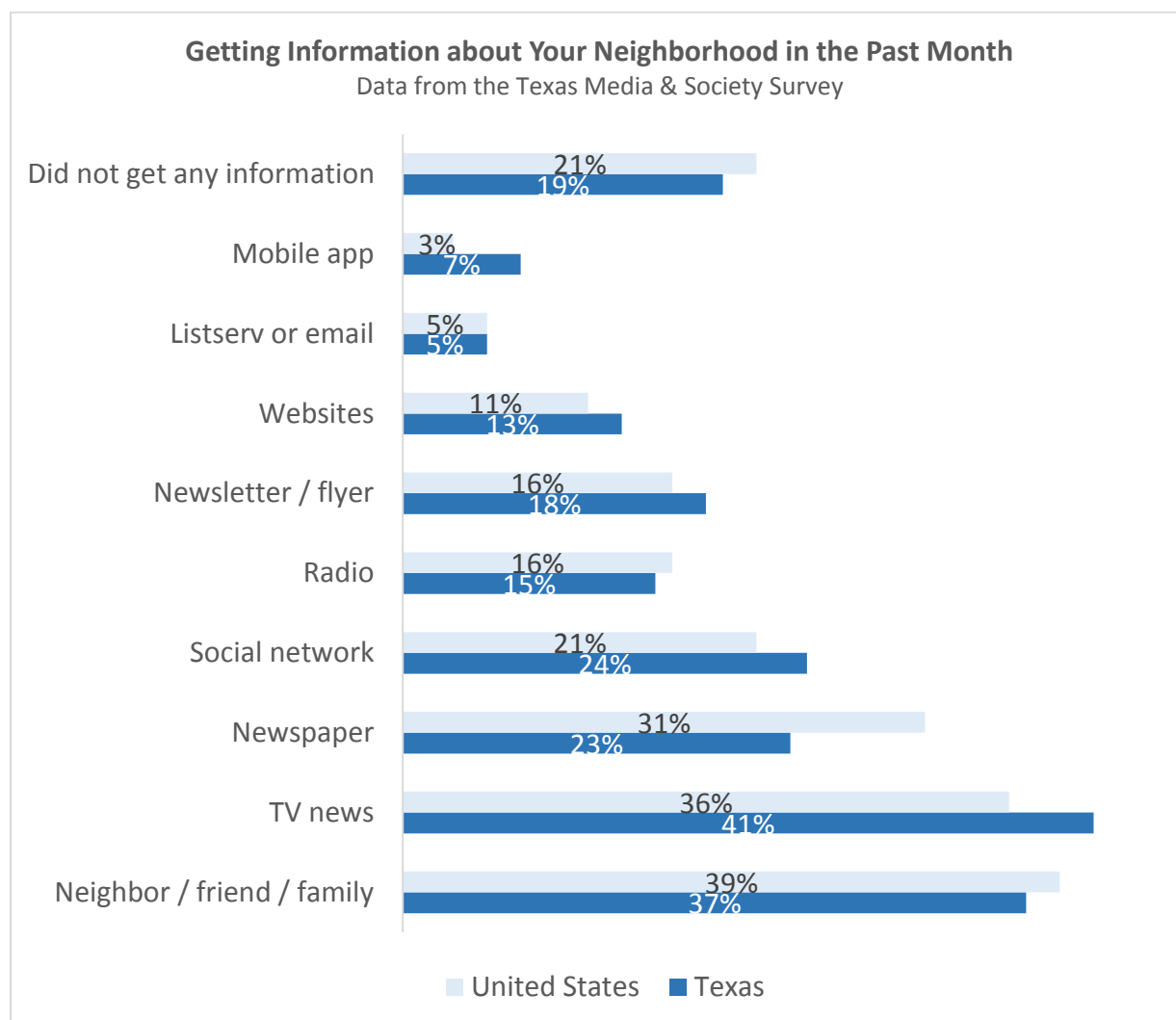
Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Neighborhood Information

The survey also asked respondents where they got information about their neighborhood. The results are shown in the following chart. The most common ways of getting neighborhood information are from television news and from neighbors, friends, and family. Newspapers and social networks are the next most common. Mobile apps and listserv/emails are least frequently mentioned sources. Around two in ten in Texans and Americans say that they did not get any information about their neighborhood in the past month.

Texans are more likely to get information about their neighborhood from television news, social networking sites, and mobile apps than those in other states. Non-Texans are more likely to get information about their neighborhood from a newspaper than Texans.



We looked at whether any demographic or partisan categories correspond with the most common sources people used to get information about their neighborhood in the past month. As shown in the following table, women are more likely to say that they learned about their neighborhood from social networks and from newsletters or fliers.

Across five of the seven categories, older people are more likely than younger people to say that they got information about their neighborhood in the past month. The exception to this is online sources, where there were no differences based on age.

As education increases, so does the percentage of respondents saying that they got information from websites, newsletters and fliers, social networks, and neighbors, friends, and family. Few partisan differences appear; the only exception is that Republicans receive more information about their neighborhood from newspapers than Democrats do.

Getting Information about Your Neighborhood in the Past Month

% of Americans

| | Neighbor, friend, or family | TV News | Newsp | Social network | Radio | News- letter or flyer | Web- sites |
|---------------------|-----------------------------------|------------|-------|-------------------|-------|-----------------------------|---------------|
| Total | 39% | 36% | 31% | 21% | 16% | 16% | 11% |
| Male | -- | -- | -- | 14 | -- | 12 | -- |
| Female | -- | -- | -- | 26 | -- | 20 | -- |
| 18-44 | 32 | 25 | 19 | -- | 12 | 13 | -- |
| 45+ | 45 | 45 | 42 | -- | 19 | 19 | -- |
| High school or less | 34 | -- | -- | 16 | -- | 14 | 6 |
| Some college | 42 | -- | -- | 24 | -- | 12 | 12 |
| College or more | 43 | -- | -- | 24 | -- | 23 | 17 |
| Republican | -- | -- | 36 | -- | -- | -- | -- |
| Democrat | -- | -- | 29 | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

In Texas, women are more likely to get information about their neighborhood from social networking sites, while a higher percentage of men than women say that they received this information from radio.

In nearly all categories, older and more educated respondents are more likely to say that they got information about their neighborhood from each source. Several exceptions to the pattern appear, however. First, older and younger Texans are equally likely to get information about their neighborhood from websites. Second, more and less educated respondents are equally likely to indicate that they received neighborhood information from radio and from neighbors, friends, and family members. Third, less educated Texans turn to television news for information about their neighborhood more than those with higher levels of education. Fourth, a higher percentage of younger individuals receive information about their neighborhood from social media.

Getting Information about Your Neighborhood in the Past Month

% of Texans

| | TV News | Neighbor, friend, or family | Social network | Newsp | News- letter or flyer | Radio | Web- sites |
|---------------------|------------|-----------------------------------|-------------------|-------|-----------------------------|-------|---------------|
| Total | 41% | 37% | 24% | 23% | 18% | 15% | 13% |
| Male | -- | -- | 18 | -- | -- | 18 | -- |
| Female | -- | -- | 31 | -- | -- | 12 | -- |
| 18-44 | 35 | 33 | 29 | 14 | 15 | 12 | -- |
| 45+ | 48 | 42 | 19 | 32 | 22 | 18 | -- |
| High school or less | 46 | -- | 19 | 21 | 14 | -- | 7 |
| Some college | 41 | -- | 29 | 20 | 17 | -- | 14 |
| College or more | 34 | -- | 29 | 29 | 27 | -- | 22 |
| White non-Hispanic | 35 | 42 | 27 | 27 | -- | 12 | -- |
| Hispanic | 49 | 30 | 19 | 17 | -- | 20 | -- |
| Republican | 35 | -- | -- | -- | -- | -- | -- |
| Democrat | 46 | -- | -- | -- | -- | -- | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

We separately analyzed those who did not get any information about their neighborhood in the past month. Men and younger respondents are more likely to say that they did not get any information compared to their demographic counterparts. In the U.S. data, but not the Texas data, less educated respondents are more likely to say that they did not get any information about their neighborhood in the past month.

Not Getting Any Information about Your Neighborhood in the Past Month

| | US | TX |
|---------------------|-----|-----|
| Total | 21% | 19% |
| Male | 25 | 25 |
| Female | 18 | 14 |
| 18-44 | 28 | 24 |
| 45+ | 15 | 15 |
| High school or less | 27 | -- |
| Some college | 19 | -- |
| College or more | 16 | -- |

Data from the Texas Media & Society Survey

-- indicates that there were not statistically significant differences

Conclusion

The results of this analysis show that substantial percentages of Americans and Texans are skeptical about the role of the news media in our society. The media's coverage of politics garnered negative assessments from the survey respondents. Around three-fourths of both publics see the media focusing too much on scandals and the loudest voices, and not doing enough to hold political figures accountable.

Some have concerns about media bias. Half agree that journalists have difficulty removing their personal opinions from the news. Approximately a third detect a liberal bias in the media overall and just over one in ten believe that the news media have a conservative bias.

Disclosure is one potential way to address concerns about bias in the media. The survey results do not provide overwhelming support for journalist disclosure. Of the eight possible types of journalist disclosure we examine, less than a third of the public endorse any of them. Having news organizations let the public know when they cover companies that own them or buy advertising from them, however, is endorsed by majorities of Americans and Texans.

A substantial subset of respondents didn't hold strong opinions about the media and didn't frequently use news media. When asked about the political leanings of some of the most popular news media sources, between a third and a half of respondents indicate that they aren't sure whether each source has any bias. Only six in ten say that they pay very or somewhat close attention to politics. Approximately 20% do not get any information about local politics or their neighborhood over the course of a month.

In this report, we analyze differences in media use and attitudes about journalism across gender, age, education, race/ethnicity (for Texas only), and partisanship. The most consistent demographic differences appear for age and education. Younger people's media habits differ from older respondents; they increasingly turn to digital news sources as older audiences prefer traditional news outlets. Younger people are more uncertain about bias in the media and about journalist disclosure. Educated respondents are more likely to attend to a wide variety of news and to agree that news organizations should disclose when reporting on companies with which they have a financial relationship.

One key feature of this report is that we are able to look at Texans and Americans. Although there are slight differences between Texans non-Texans, the results show more similarities than they do differences. Texans and those from other states hold similar attitudes about journalism and the media and engage in broadly similar patterns of media use.

The Texas Media & Society Survey analyzes public attitudes, opinion, and behaviors about the news media and journalism, politics and civic participation, and discussion networks and communities. This report focuses on the first of these three facets. The results provide a snapshot of how Texans and Americans orient toward and consume media in 2016.

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.

The Texas Media & Society Survey seeks to capture the voice 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

Acknowledgments

This report was made possible by the Cain Foundation, the Denius Chair for Press Integrity, the Moody Endowment for Excellence in Communication, and the Annette Strauss Institute for Civic Life.

Assistant Director of Research at the Annette Strauss Institute for Civic Life and Associate Professor of Communication Studies at the University of Texas at Austin Natalie Jomini Stroud oversaw the development of the survey and this report.

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Thanks to Jeff Gottfried and Paul Lavrakas for providing feedback on the survey instrument.

Thanks to Roderick Hart, Founding Director of the Annette Strauss Institute for Civic Life and Professor of Communication Studies, for his vision in founding this survey and securing funding for its execution. Thanks also to Regina Lawrence, former Director of the Annette Strauss Institute for Civic Life, for her leadership in founding this survey.

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 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, 3,743 were sampled for participation and 2,015 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. Taking into account all phases of obtaining respondents, the response rate for the U.S. sample is 4.6% and for the Texas sample, 3.7%. Data collection took place between May 24, 2016 and June 14, 2016. Respondents had to be over the age of 18 to participate.

The sample sizes and margins of error are shown in the table below. These calculations include the design effect. In theory, in 19 out of 20 cases, results for all American adults, for instance, will differ by no more than 3.3 percentage points, up or down, from the results of this survey. The margin of error does not include other sources of error, such as the question wording, question order, and the translation of survey questions.

Unweighted Sample Sizes and Margins of Error

| | U.S. | | TX | |
|---------------------|-------------|-----------------|-------------|-----------------|
| | Sample size | Margin of Error | Sample size | Margin of Error |
| Total | 1,009 | 3.3 | 1,006 | 3.8 |
| Male | 492 | 4.7 | 490 | 5.4 |
| Female | 517 | 4.6 | 516 | 5.3 |
| 18-44 | 389 | 5.3 | 322 | 6.7 |
| 45+ | 620 | 4.2 | 684 | 4.6 |
| High school or less | 371 | 5.5 | 376 | 6.2 |
| Some college | 274 | 6.3 | 283 | 7.2 |
| College or more | 364 | 5.5 | 347 | 6.5 |
| White non-Hispanic | -- | | 522 | 5.3 |
| Hispanic | -- | | 320 | 6.7 |
| Republican | 422 | 5.1 | 478 | 5.5 |
| Democrat | 530 | 4.3 | 480 | 5.5 |

Data from the Texas Media & Society Survey

Note: We do not report race/ethnicity data for the United States throughout this report because of the sample size.

The data reported here are weighted. The weights for the U.S. take into account gender, age, race/ethnicity, region, education, household income, household with Internet access, and primary language. For the Texas data, the weights take into account gender, age, race/ethnicity, metropolitan status, education, household income, and primary language.

For this report, we computed cross-tabulations comparing the question of interest with the above demographic variables and partisanship. Note that for partisanship, we include leaners as partisans in the data and exclude those who do not have any party leaning from the analysis. When the Rao-Scott chi-square statistic was statistically significant ($p < .05$), we report the data in text, otherwise we do not.

The full questionnaire and additional information about the survey are available at TXMediaAndSociety.org