Note: This trend analysis is a collection of the three Texas Media & Society Surveys conducted in May of 2016, May of 2017, and May of 2018. Each data point represented in the graphs below result from weighted full-sample responses from that particular year. Each of the questions below were asked in all three surveys and questions asked in one or two years are not presented. At times, responses to questions are collapsed for the purpose of presentation and are noted as such. For each year there is a sample of roughly 1,000 Americans and an additional 1,000 Texans. For additional details or methodology please refer to the specific survey year reports, which can be found at TXMediaAndSociety.org.
News Media Coverage of Politics

How much do you agree with each of the following statements about the news media? The media...

- Are manipulated by elected officials who want to get media coverage
- Focus too much on scandals
- Focus too much on the loudest voices
- Need to do more to hold political candidates and elected officials accountable

Percentage reflects those answering "somewhat agree" and "strongly agree."

United States

Texas
Fact vs. Opinion in the Media

Do you agree with the following statements?

- It is easy for me to tell the difference between hard news and opinion in the media.
- Journalists have difficulty removing their personal opinions from their reporting.
- The news media should just present the facts, without any analysis.

United States

Texas

Percentage reflects those answering “somewhat agree” and “strongly agree”.
Unknown Sources & Checking News Accuracy

How often do you come across news and opinion stories from organizations that you haven’t heard of before?

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

Percentage reflects those answering “most of the time” or “all of the time”.
Journalism on Social Media

Do you follow any news organizations on social networking sites?

- United States
- Texas

Do you follow any individual journalists on social networking sites?

- United States
- Texas
Journalist Involvement in Politics

Do you agree with the following statements?

Journalists should donate money to political candidates if they want to.

Journalists should sign petitions for causes they believe in if they want to.
Social Networking Site Use

United States

Which of the following social networking sites do you use?

Site
- Facebook
- YouTube
- Instagram
- Twitter
- Snapchat
- Reddit
- None

Percentages reflect those answering “sometimes use” or “always use”.

Texas

68% 67%

43%

46%

21%

20%

25%

18%

18%

12%

10%

10%

4%

5%

4%

4%
In the past year, how, if at all, have you paid for access to news?

**United States**

News Source
- Cable news subscription
- Newspaper subscription
- Digital news subscription
- News magazine subscription
- Donated to a news organization
- Have not paid for access to news

**Texas**

News Source
- Cable news subscription
- Newspaper subscription
- Digital news subscription
- News magazine subscription
- Have not paid for access to news
How closely do you pay attention to the following category of news?

Percentage reflects those answering “somewhat closely” and “very closely.”
How often do you get news from each of the following?

<table>
<thead>
<tr>
<th>Source</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>81%</td>
<td>78%</td>
<td></td>
</tr>
<tr>
<td>Computer</td>
<td>65%</td>
<td>64%</td>
<td>64%</td>
</tr>
<tr>
<td>Family and friends</td>
<td>60%</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td>Print</td>
<td>53%</td>
<td>48%</td>
<td>46%</td>
</tr>
<tr>
<td>Radio</td>
<td>60%</td>
<td>61%</td>
<td>68%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>58%</td>
<td>61%</td>
<td>66%</td>
</tr>
<tr>
<td>Tablet</td>
<td>30%</td>
<td>32%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Percentage reflects those answering “sometimes” or “often”.

United States

Texas

Source
- Television
- Computer
- Family and friends
- Print
- Radio
- Smartphone
- Tablet
Media Use by Source

United States, Digital and Radio

Texas, Digital and Radio

Radio and Digital News:
- Facebook
- NPR
- The Huffington Post
- YouTube
- Twitter
- Rush Limbaugh Show
- Drudge Report
- Breitbart
- Instagram
- Snapchat
- Reddit

From which sources did you get news in the past 14 days?

United States, Print and Television

Texas, Print and Television

Print and Television News:
- CNN
- Nightly network news*
- Fox News
- Local newspaper
- Local television news
- MSNBC
- NewsHour on PBS
- The New York Times
- Wall Street Journal
- Washington Post

* ABC’s World News Tonight with David Muir, CBS Evening News with Scott Pelley, or NBC Nightly News with Lester Holt
Local Politics Information

United States

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

Source
- Family, coworkers, and friends
- Listservs or email
- Mobile apps
- Newspapers
- Radio
- Social networking sites
- Television news
- Websites
- None

Texas

United States

Texas

2016 2017 2018

2016 2017 2018
Opinions on Community

How long have you lived at your current address?

Value reflects years.

Percentage reflects those answering “some feels like my real home” or “strongly feels like my real home”.

How strongly do you think of your local community as your real home?
# What It Means To Be a Good Citizen

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>United States</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be active in voluntary organizations/volunteering</td>
<td>78%</td>
<td>82%</td>
</tr>
<tr>
<td>Form his or her own opinion about politics and current events</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Help people who are worse off than themselves</td>
<td>73%</td>
<td>73%</td>
</tr>
<tr>
<td>Serve in the military when the country is at war</td>
<td>70%</td>
<td>72%</td>
</tr>
<tr>
<td>Vote in elections</td>
<td>50%</td>
<td>64%</td>
</tr>
</tbody>
</table>

Percentage reflects those answering “somewhat important” or “very important.”

- Texas 2018 data points are slightly higher than United States due to the nature of the survey and demographic differences.

- The percentage increases over time for each activity, indicating growing importance.
Voting and Political Efficacy

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>United States</th>
<th>Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don’t know enough to cast an informed vote</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>My vote doesn’t matter.</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>People like me don’t have any say about what the government does.</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Politics seem so complicated that I cannot really understand what is going on.</td>
<td>24%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Percentage reflects those answering “somewhat agree” and “strongly agree.”
Voting and Political Awareness

Are you registered to vote?

- United States
- Texas

Would you say that you follow what’s going on in government and public affairs?

Percentage reflects those answering “most of the time” or “all of the time”.

2016 2017 2018

76% 73% 79%

42% 43% 38%

16
Trust in Government

How much of the time do you think you can trust your state government to do what is right?

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

Percentage reflects those answering "most of the time" and "all of the time".

United States
Texas
Which of the following activities have you done in the last 12 months?

- Signed a petition
- Contacted a politician or government official
- Boycotted certain products
- Deliberately bought certain products
- Donated money to a political group
- Fundraised for a political organization
- Participated in political activities on the internet
- Taken part in a lawful public demonstration
- Worked for the campaign of a candidate
- Worked in a political party or action group
- Written a letter to a newspaper editor
Groups and Organizations

United States

Are you currently active in or a member of any of these groups or organizations?

Group
- Charitable or service organizations
- Community or neighborhood group
- Religious or spiritual organizations
- Social groups or clubs
- Sports or recreation leagues
- None

Texas

Group
- Charitable or service organizations
- Community or neighborhood group
- Religious or spiritual organizations
- Social groups or clubs
- Sports or recreation leagues
- None
About the Institute and the Survey

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

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

Methodology

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

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