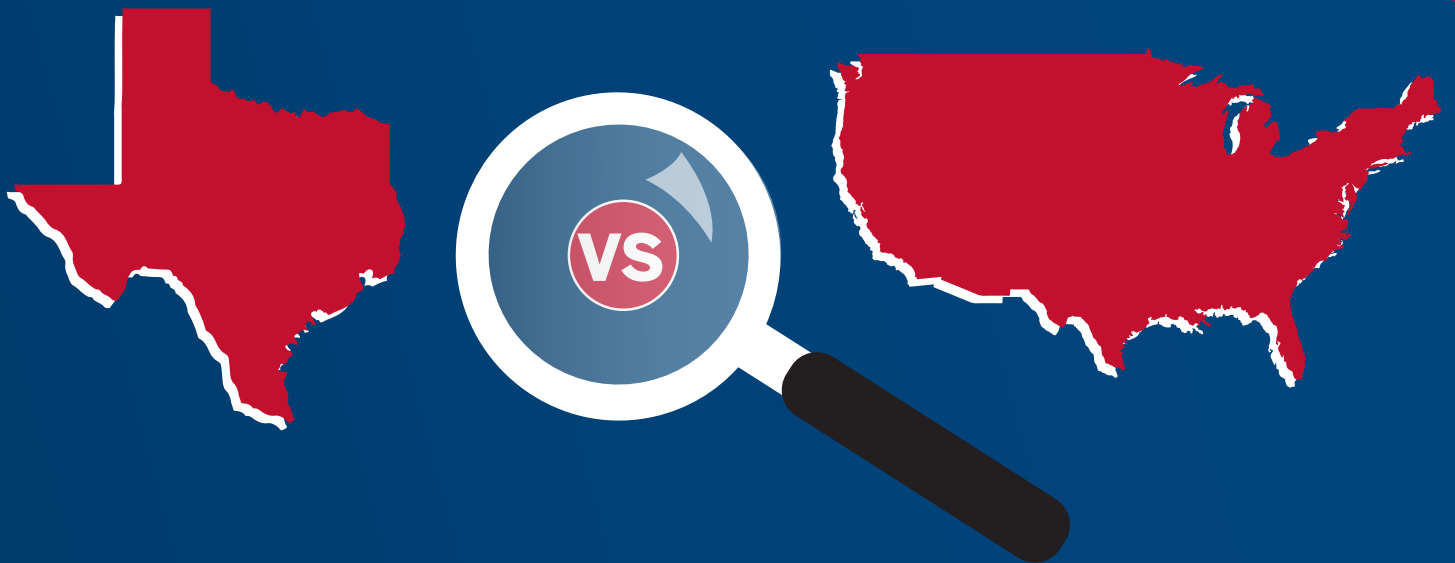




TEXAS MEDIA & SOCIETY SURVEY

TRENDS: 2016-2018



Texas Media & Society Survey

Trends: 2016-2018

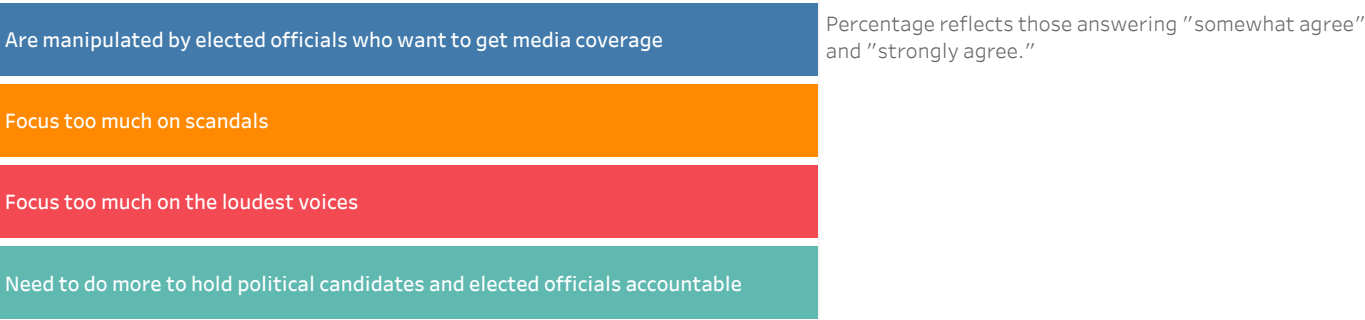
Prepared by the Annette Strauss Institute for Civic Life

Moody College of Communication, University of Texas at Austin

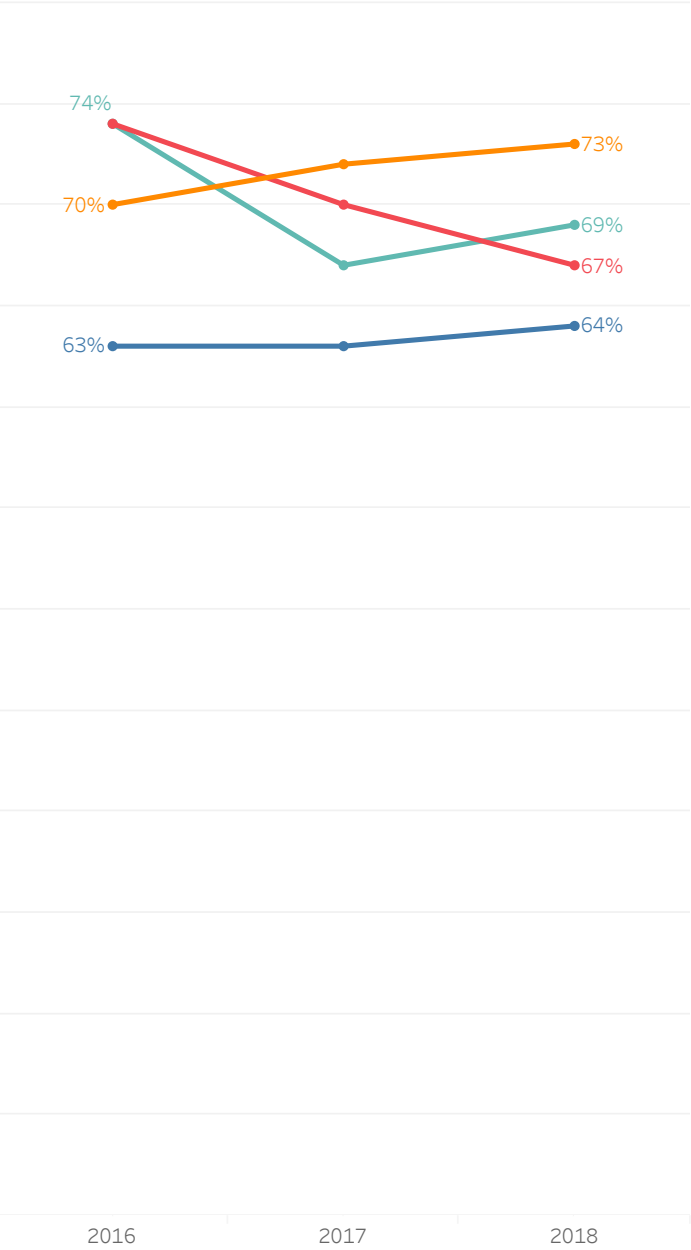
Note: This trend analysis is a collection of the three Texas Media & Society Surveys conducted in May of 2016, May of 2017, and May of 2018. Each data point represented in the graphs below result from weighted full-sample responses from that particular year. Each of the questions below were asked in 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

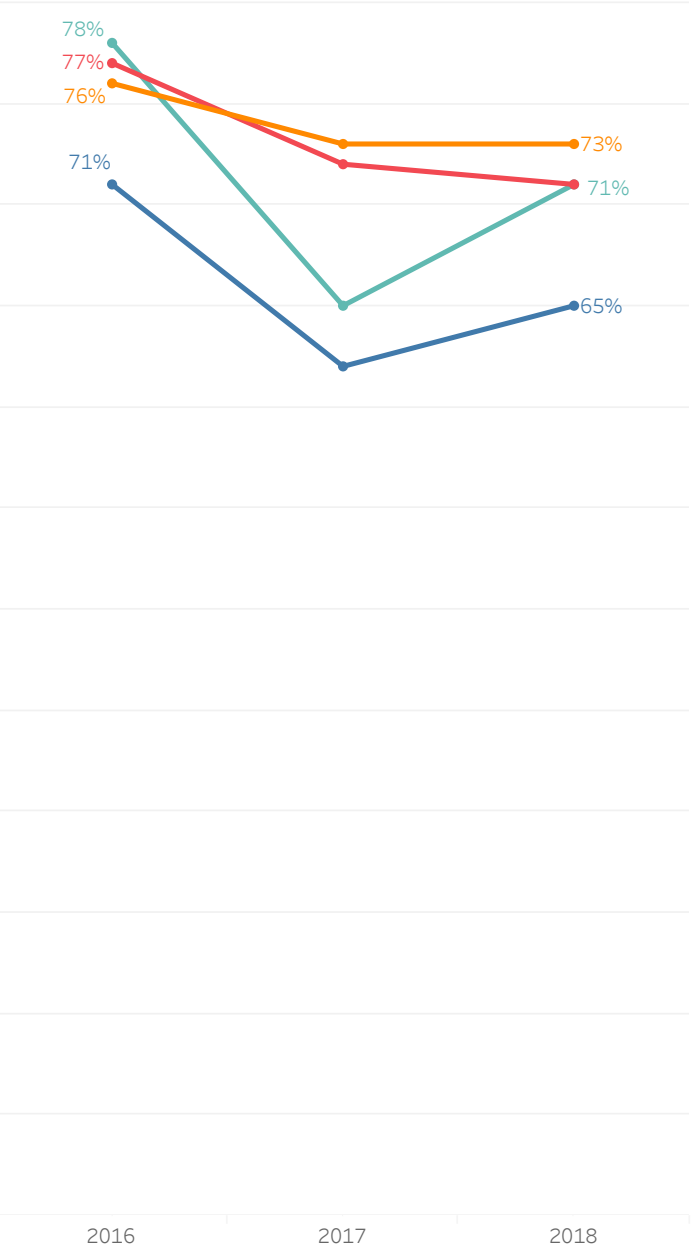
How much do you agree with each of the following statements about the news media? The media...



United States



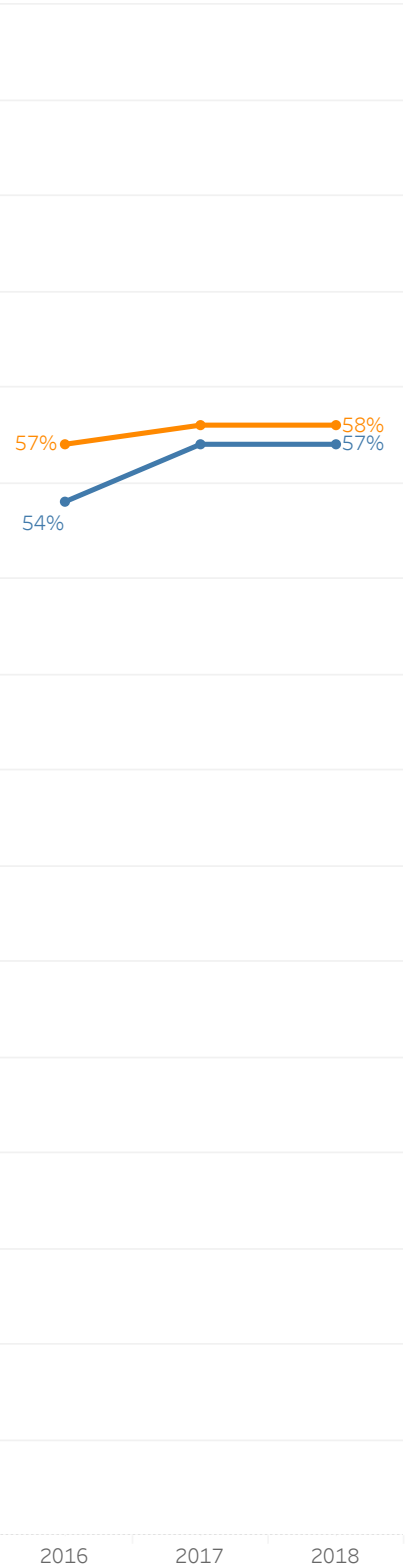
Texas



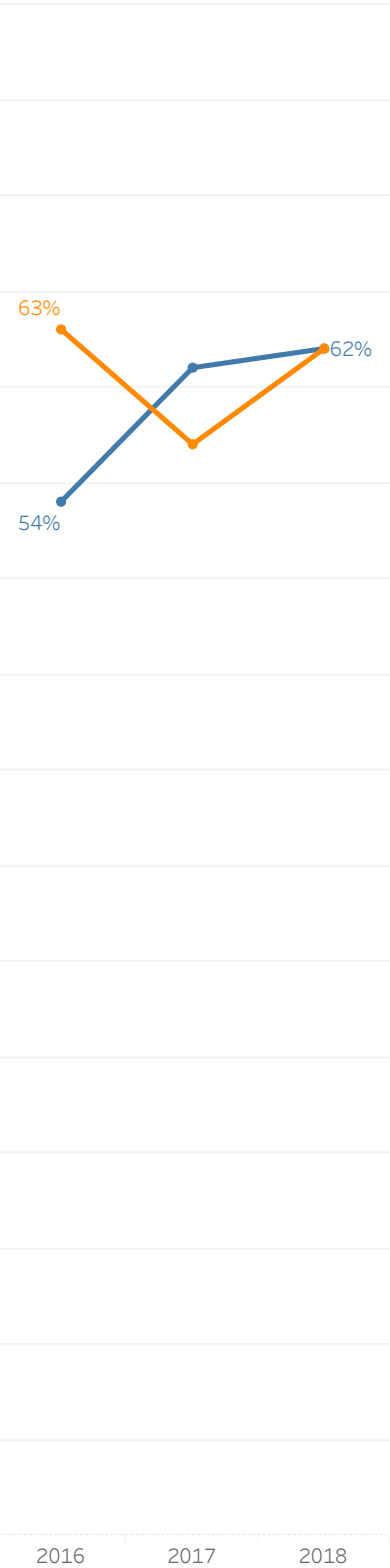
Fact vs. Opinion in the Media

Do you agree with the following statements?

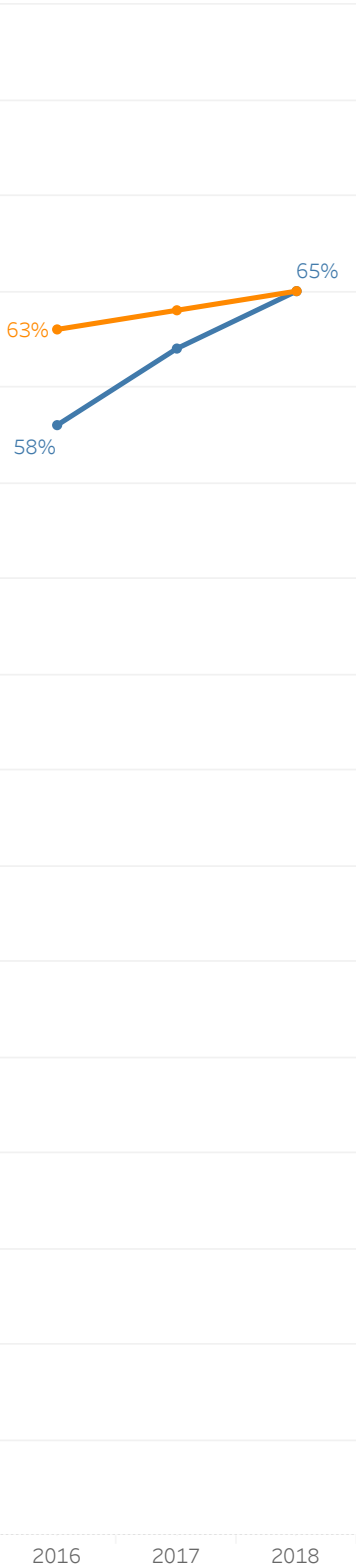
It is easy for me to tell the difference between hard news and opinion in the media.



Journalists have difficulty removing their personal opinions from their reporting.



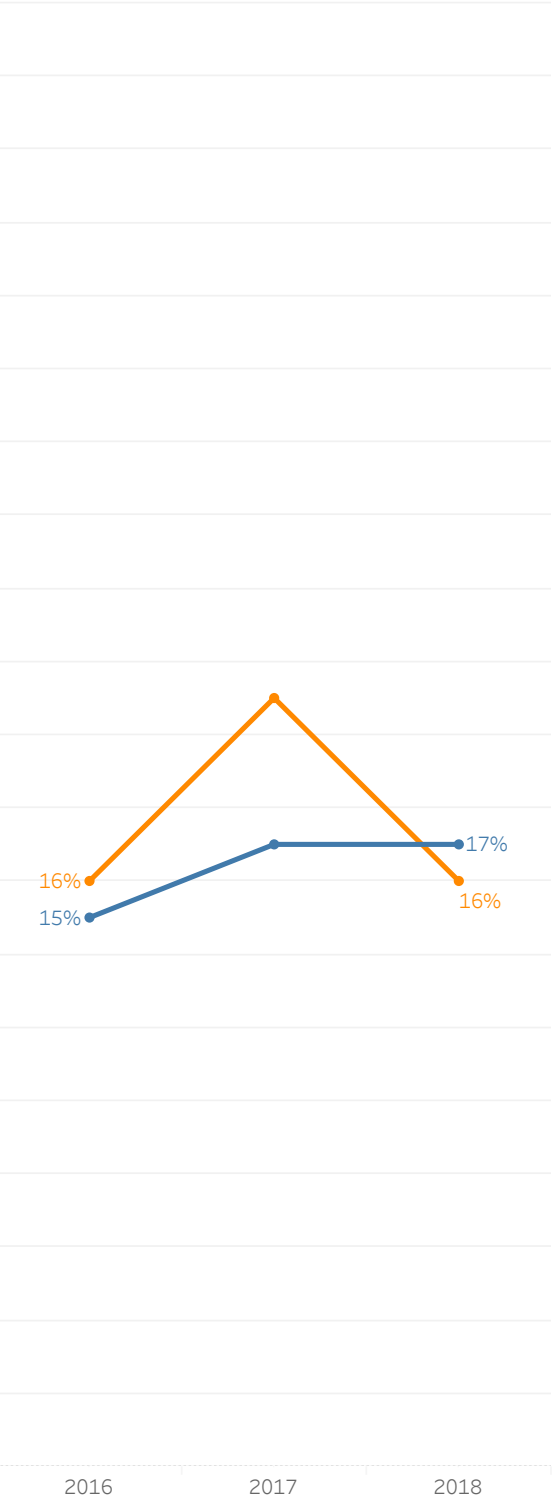
The news media should just present the facts, without any analysis.



■ United States
■ Texas
Percentage reflects those answering "somewhat agree" and "strongly agree".

Unknown Sources & Checking News Accuracy

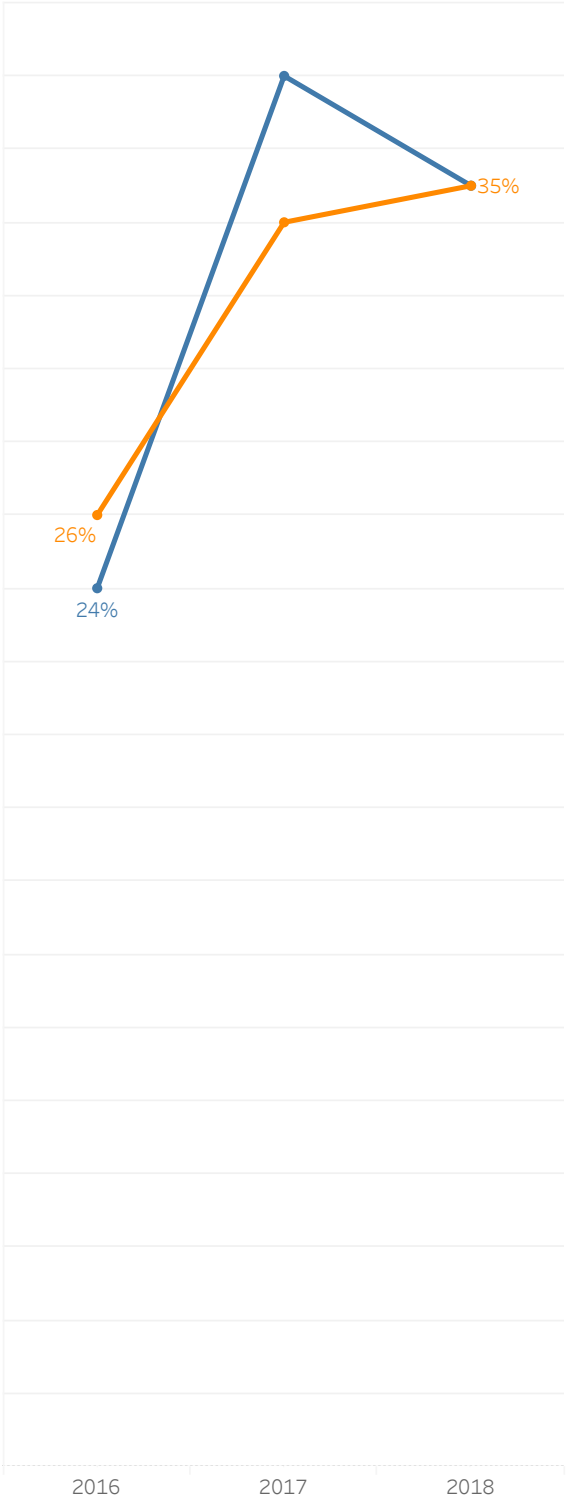
How often do you come across news and opinion stories from organizations that you haven't heard of before?



■ United States
■ Texas

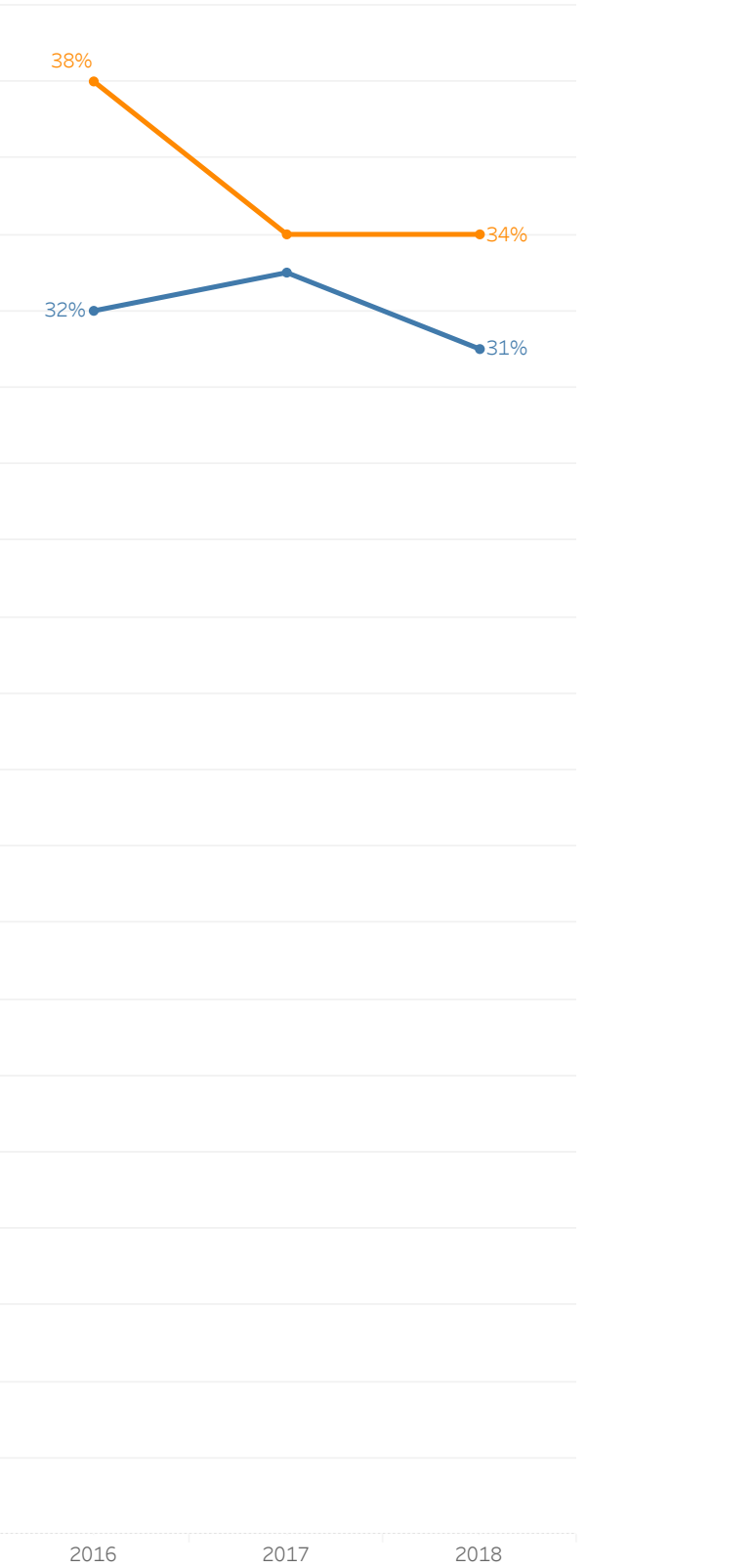
Percentage reflects those answering "most of the time" or "all of the time".

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

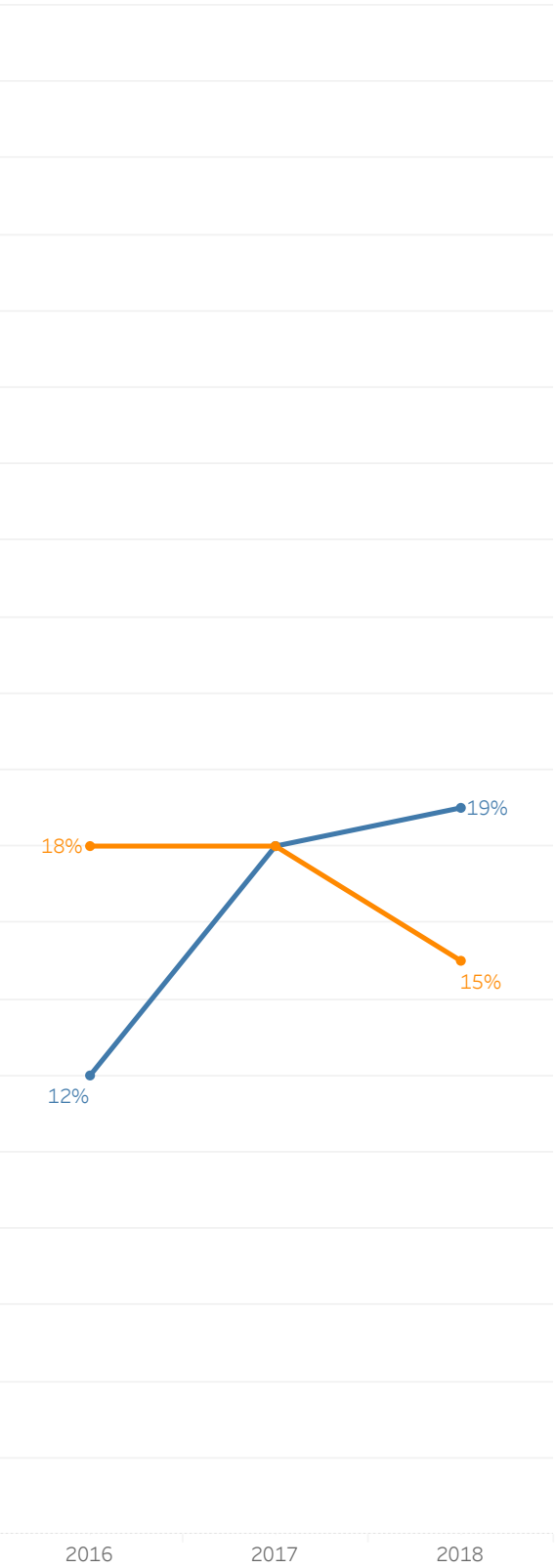


Journalism on Social Media

Do you follow any news organizations on social networking sites?



Do you follow any individual journalists on social networking sites?

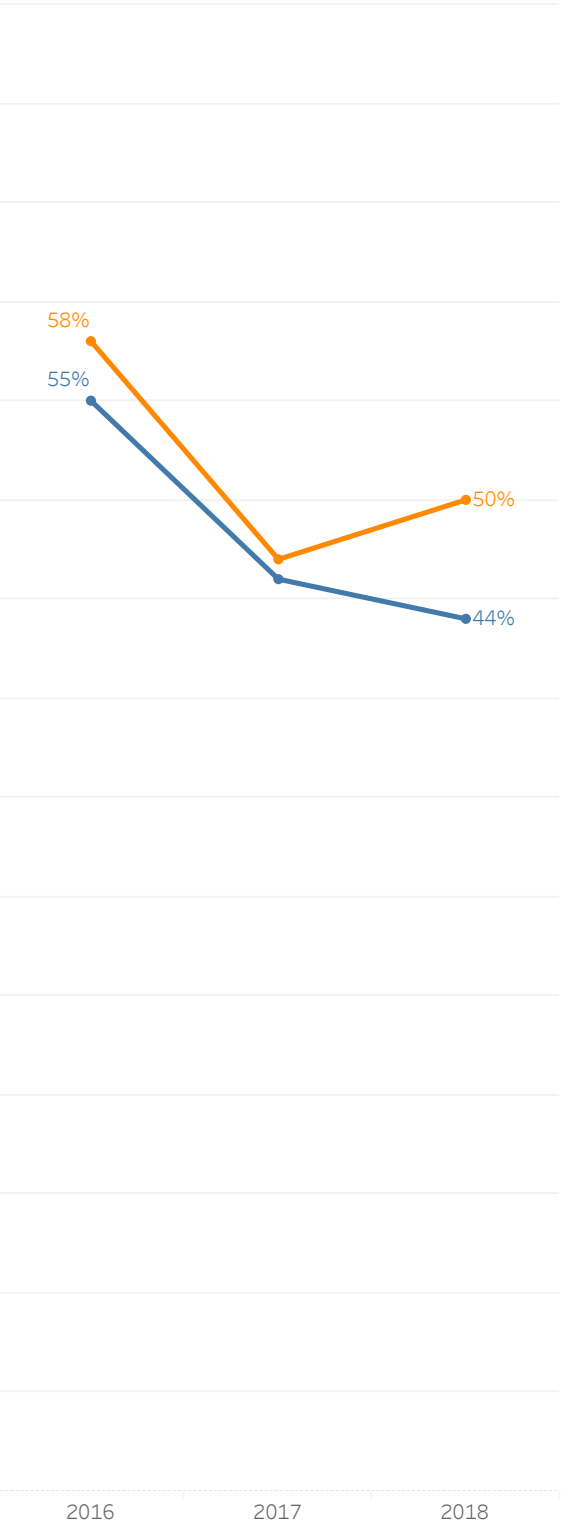


Journalist Involvement in Politics

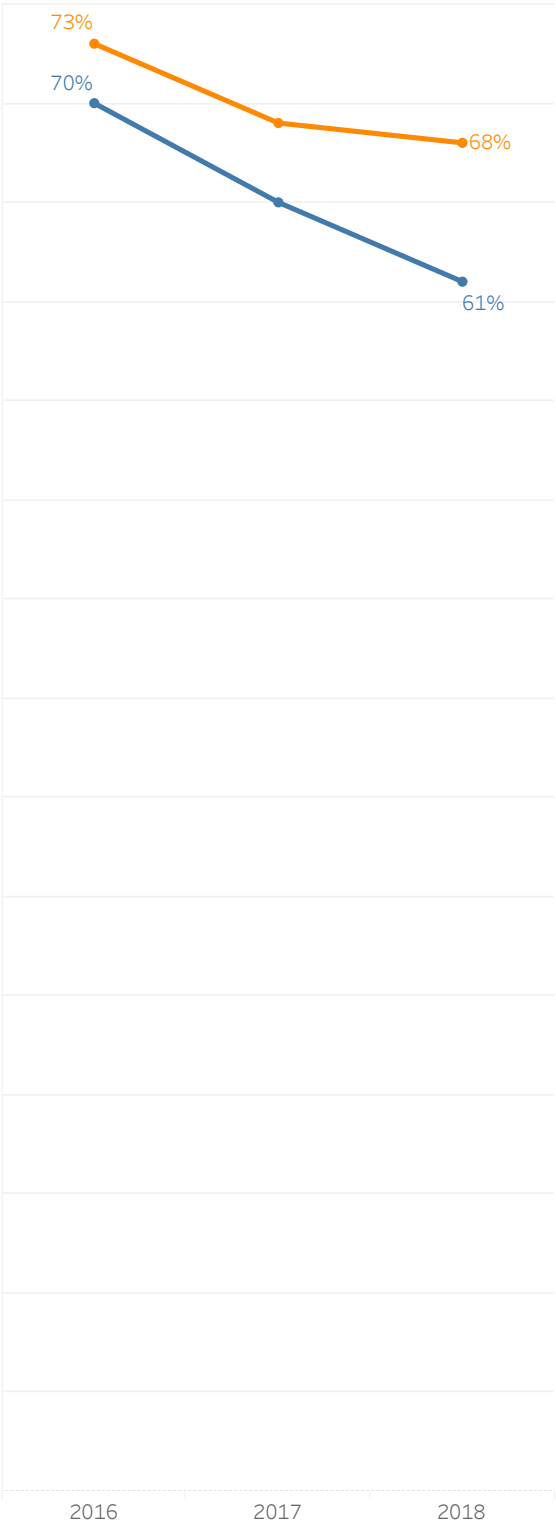
Do you agree with the following statements?

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

United States
Texas

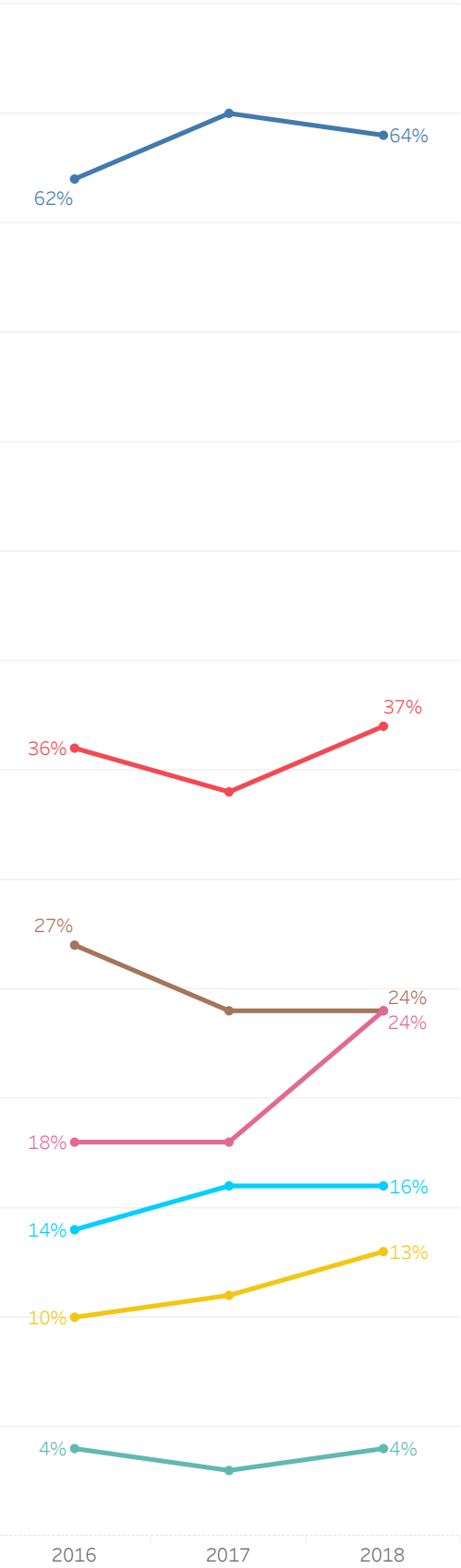


Journalists should sign petitions for causes they believe in if they want to.



Social Networking Site Use

United States

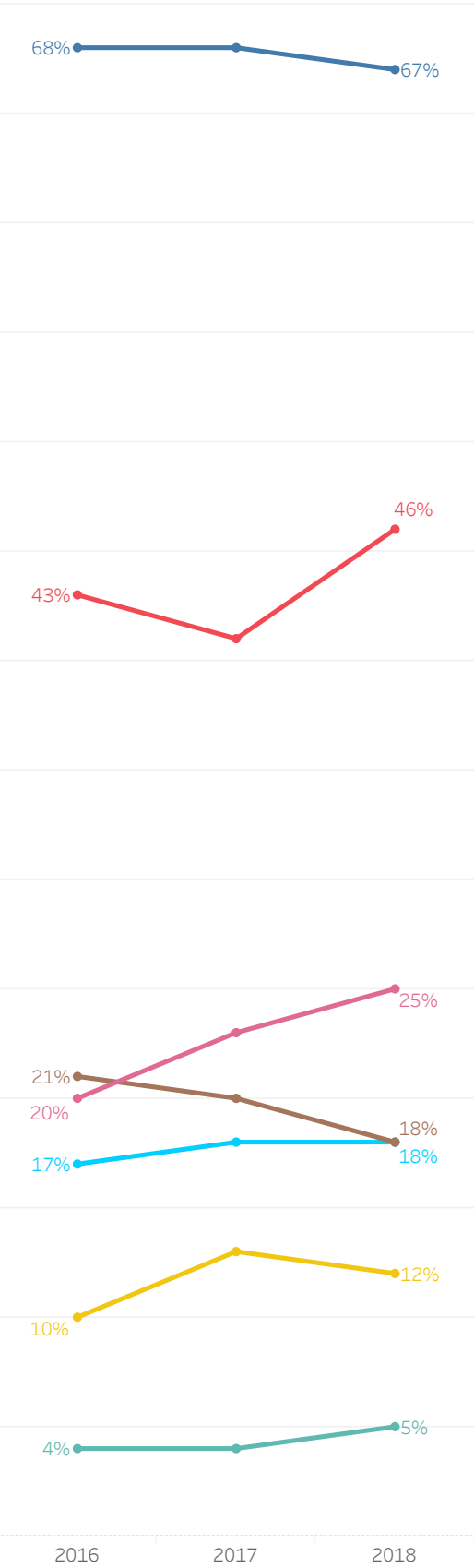


Which of the following social networking sites do you use?

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

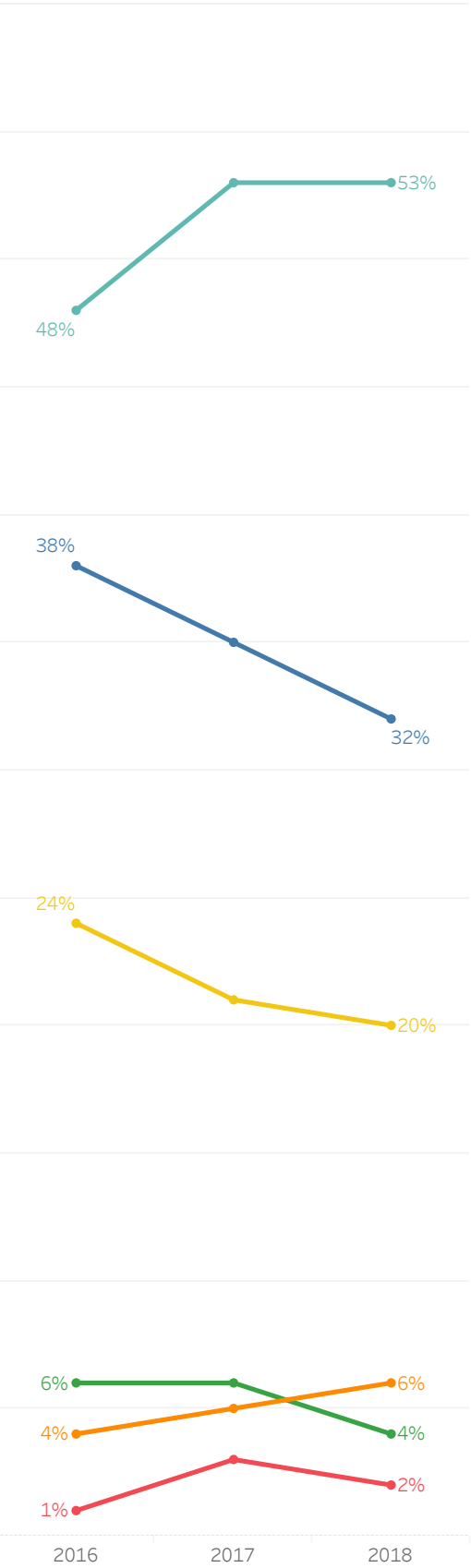
Percentages reflect those answering "sometimes use" or "always use".

Texas



Paying For News

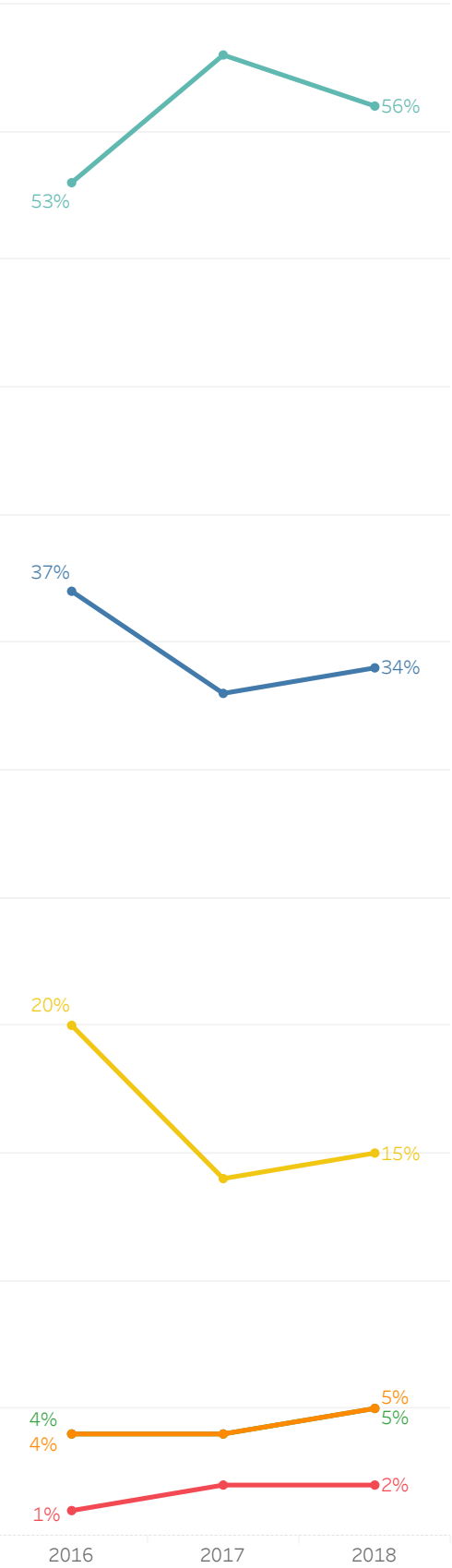
United States



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

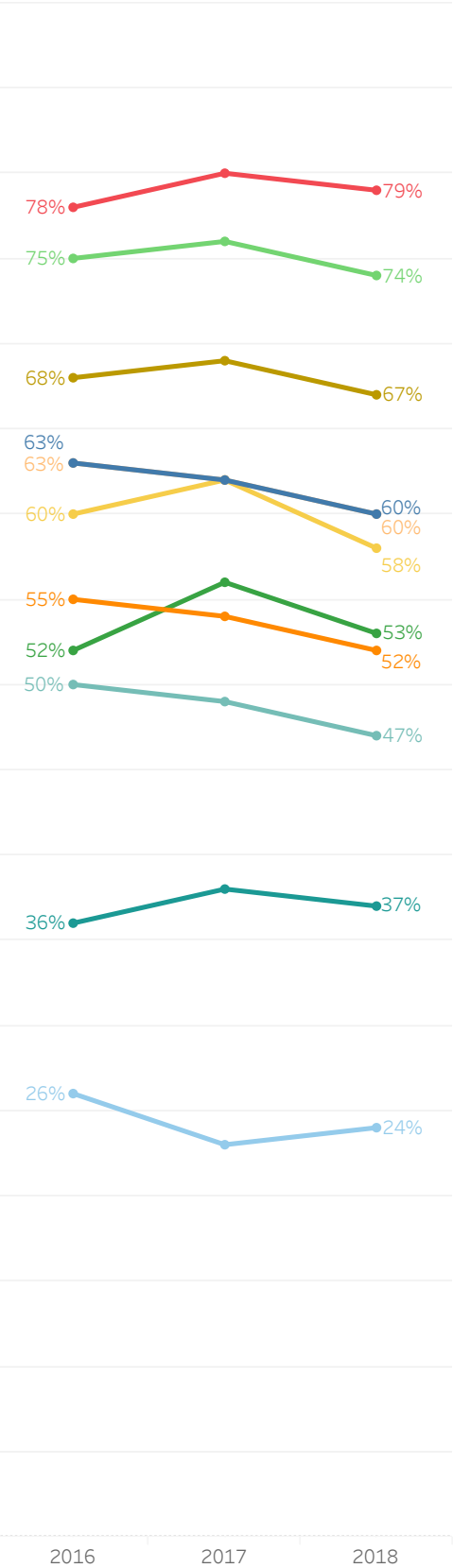
- News Source
- Cable news subscription
 - Newspaper subscription
 - Digital news subscription
 - News magazine subscription
 - Donated to a news organization
 - Have not paid for access to news

Texas



Attention to News

United States

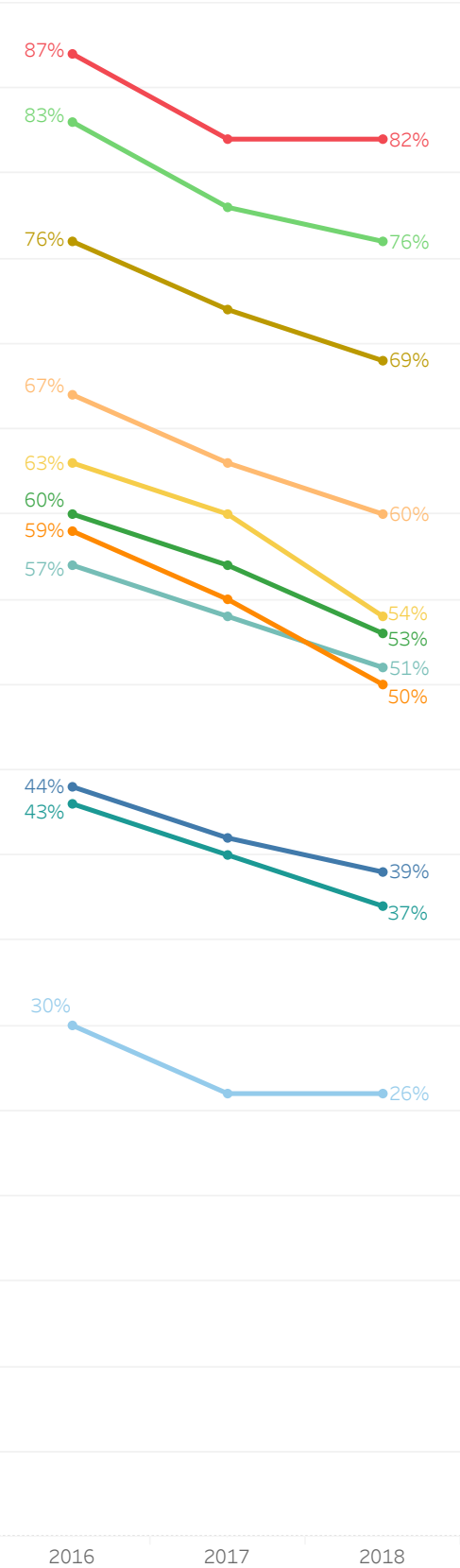


How closely do you pay attention to the following category of news?

- Category
- Business
 - Celebrity & Entertainment
 - Environment
 - Health
 - International
 - Local
 - National
 - Political
 - Sports
 - Technology
 - Weather

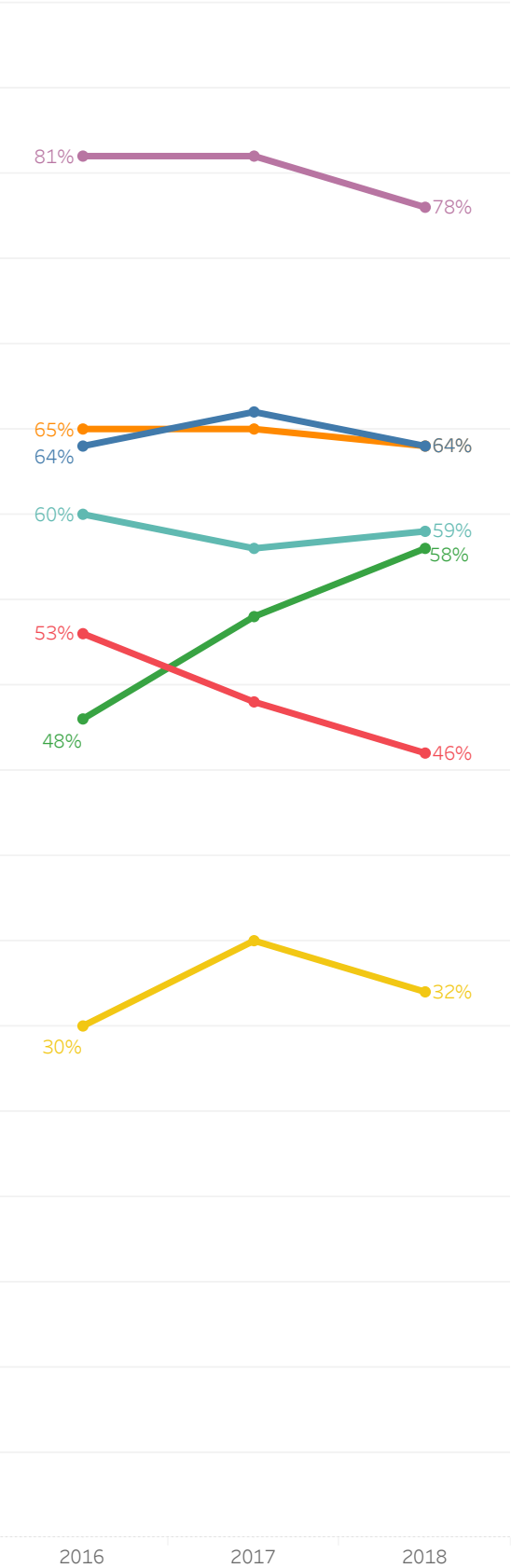
Percentage reflects those answering "somewhat closely" and "very closely."

Texas



Media Use by Medium

United States

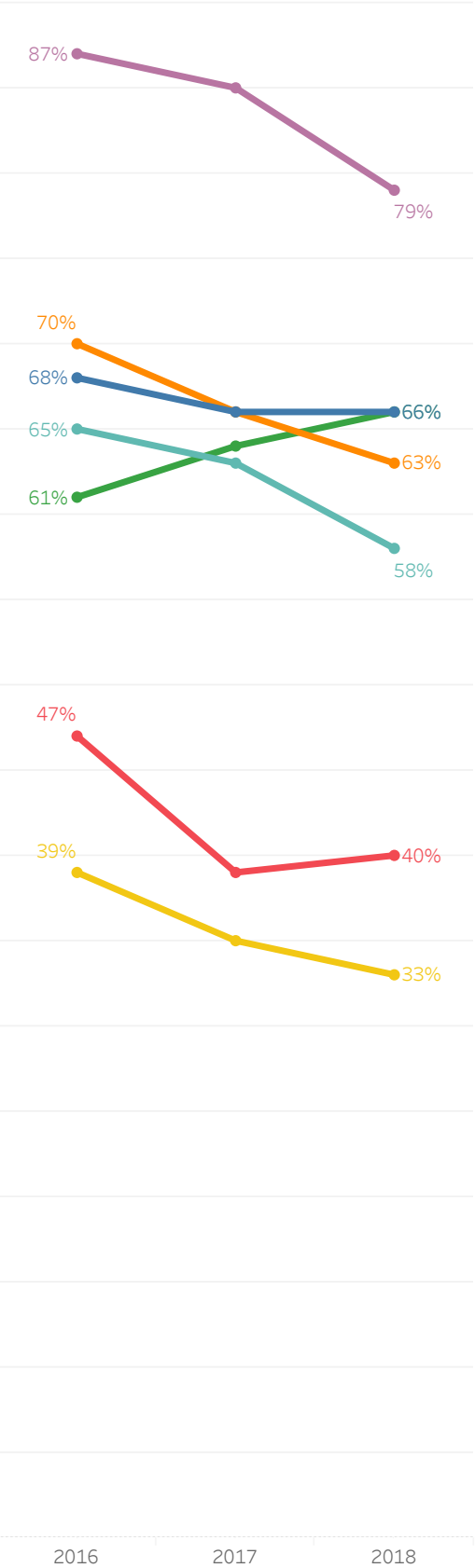


How often do you get news from each of the following?

- Source
- Television
 - Computer
 - Family and friends
 - Print
 - Radio
 - Smartphone
 - Tablet

Percentage reflects those answering "sometimes" or "often".

Texas



Media Use by Source

United States,
Digital and
Radio



Texas,
Digital and
Radio

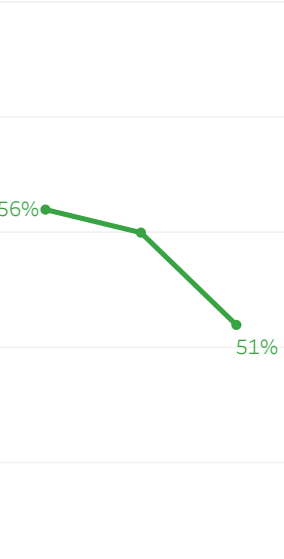


Radio and Digital News:

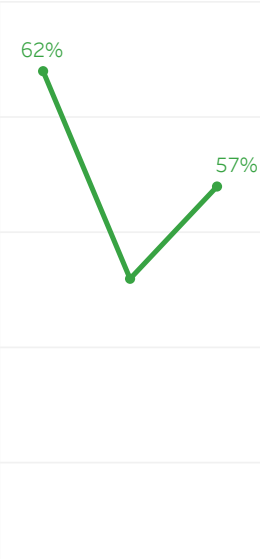
- Facebook
- NPR
- The Huffington Post
- YouTube
- Twitter
- Rush Limbaugh Show
- Drudge Report
- Breitbart
- Instagram
- Snapchat
- Reddit

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

United States,
Print and
Television



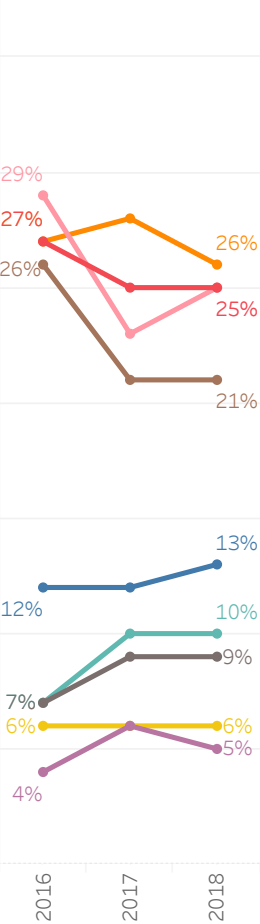
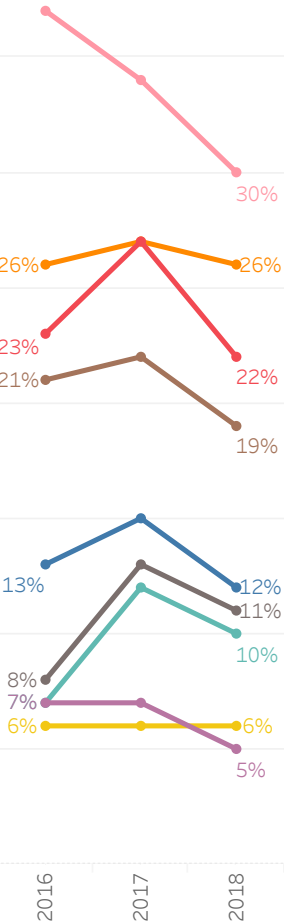
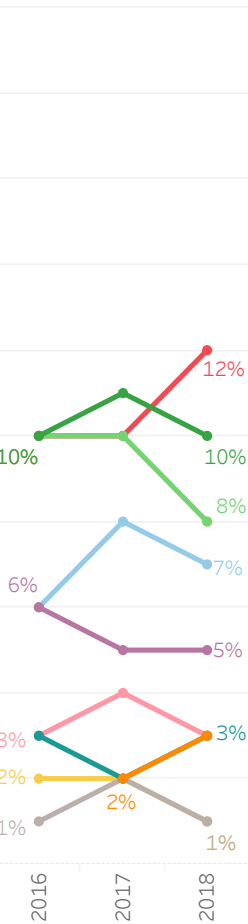
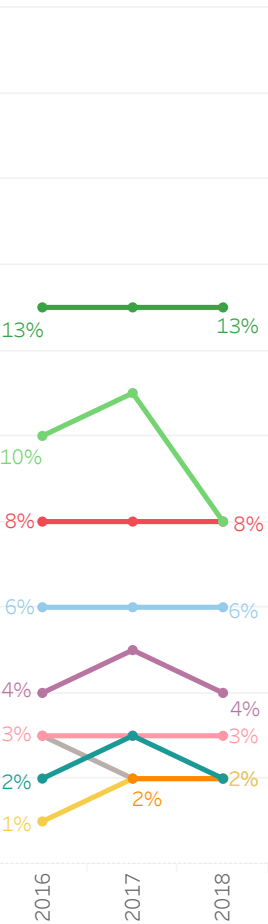
Texas,
Print and
Television



Print and Television News:

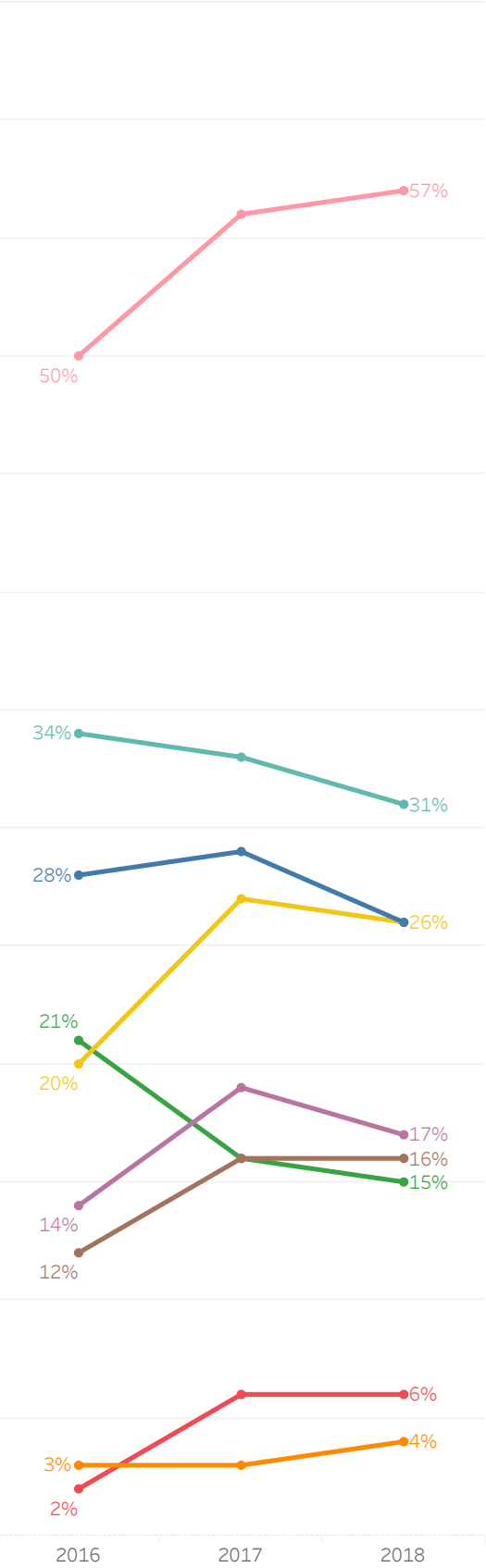
- CNN
- Nightly network news*
- Fox News
- Local newspaper
- Local television news
- MSNBC
- NewsHour on PBS
- The New York Times
- Wall Street Journal
- Washington Post

* ABC's World News Tonight with David Muir, CBS Evening News with Scott Pelley, or NBC Nightly News with Lester Holt



Local Politics Information

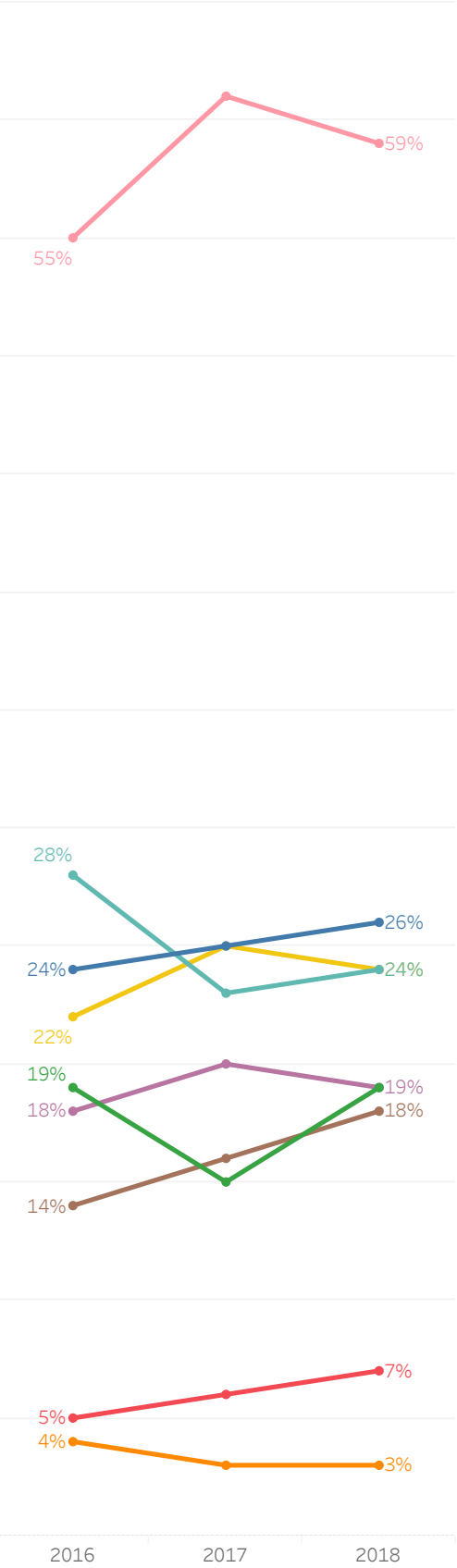
United States



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

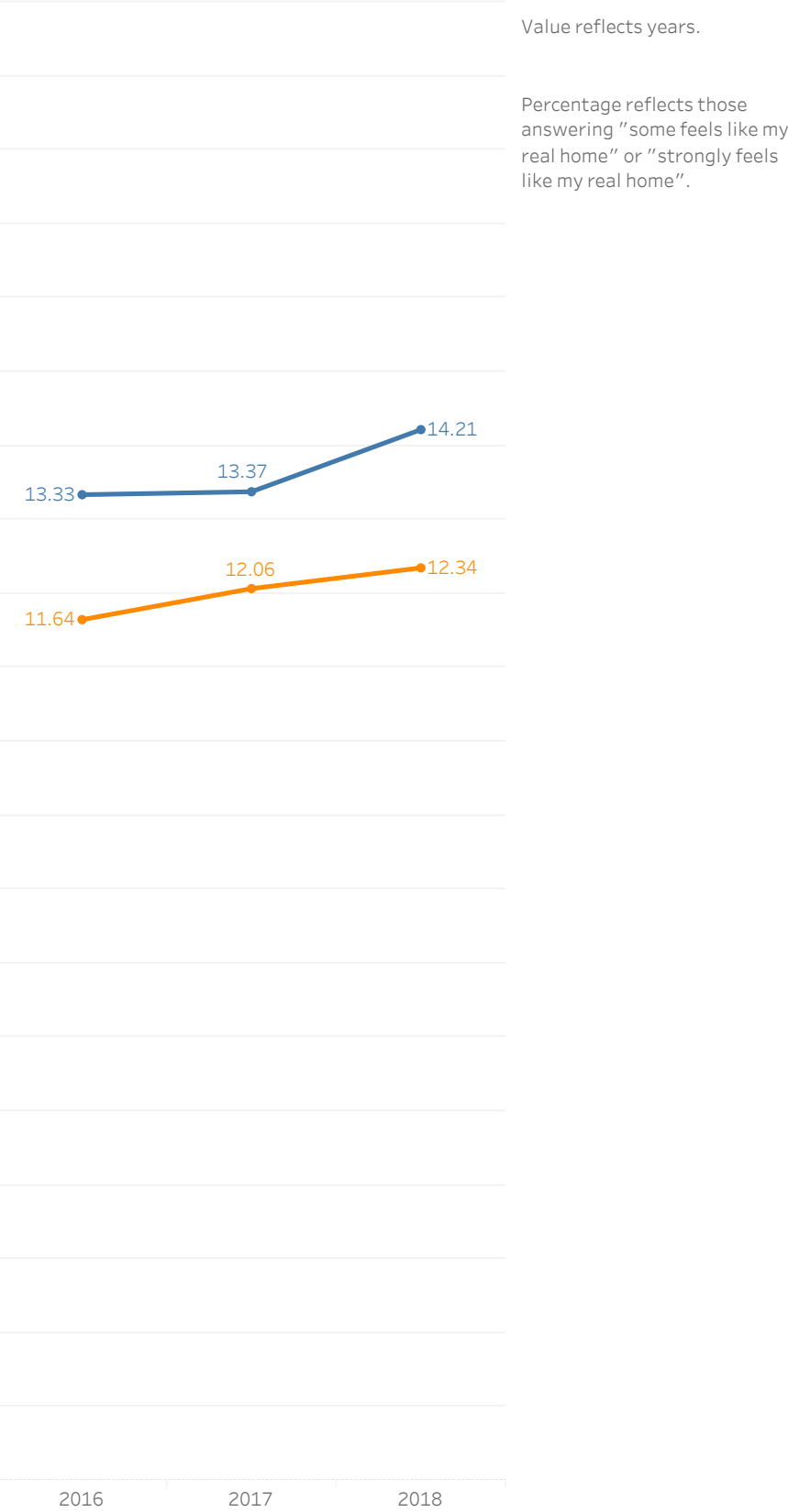
- Source
- Family, coworkers, and friends
 - Listservs or email
 - Mobile apps
 - Newspaper
 - Radio
 - Social networking sites
 - Television news
 - Websites
 - None

Texas

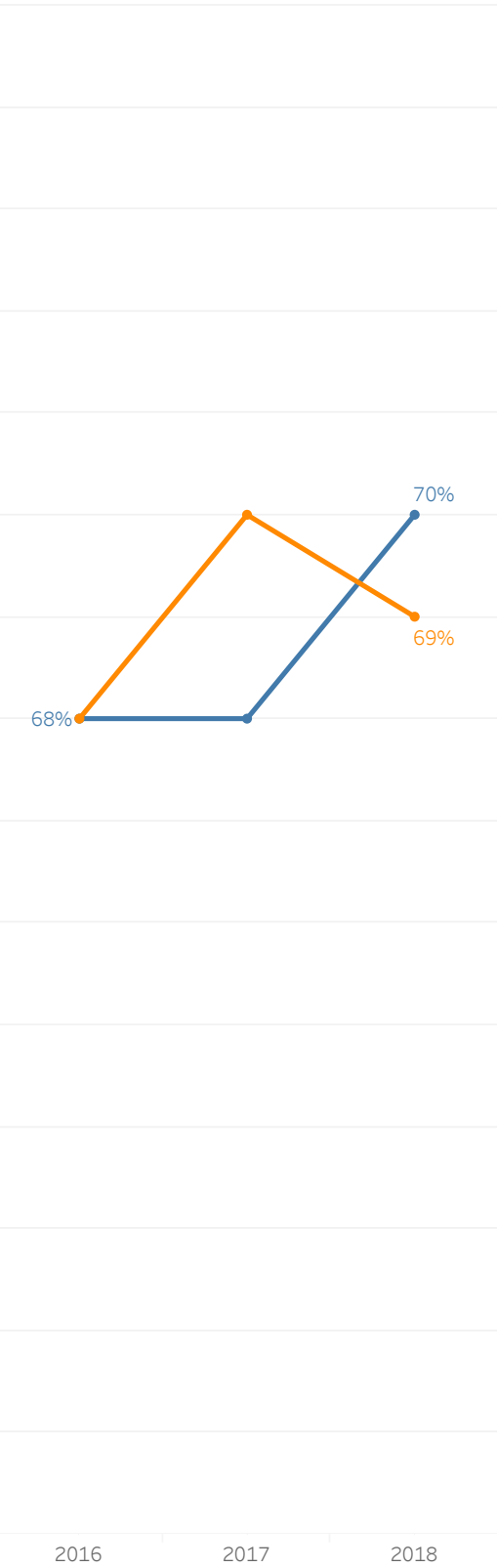


Opinions on Community

How long have you lived at your current address?



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

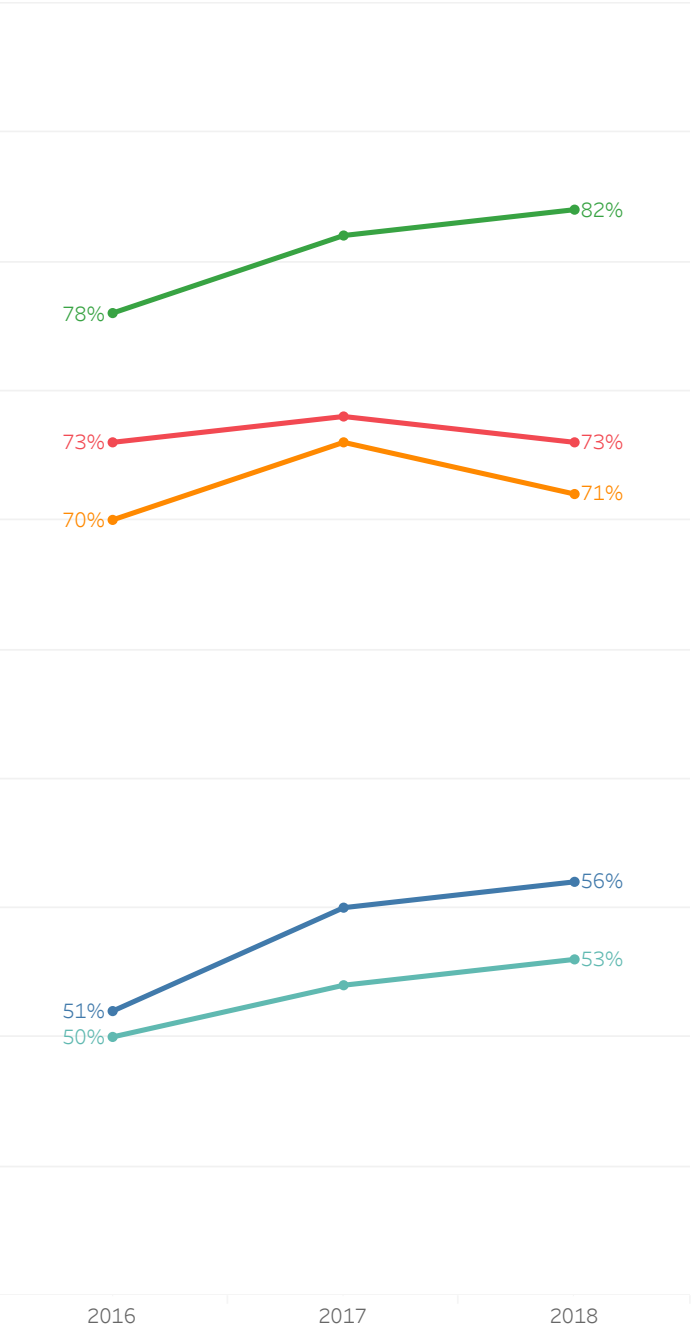


What It Means To Be a Good Citizen

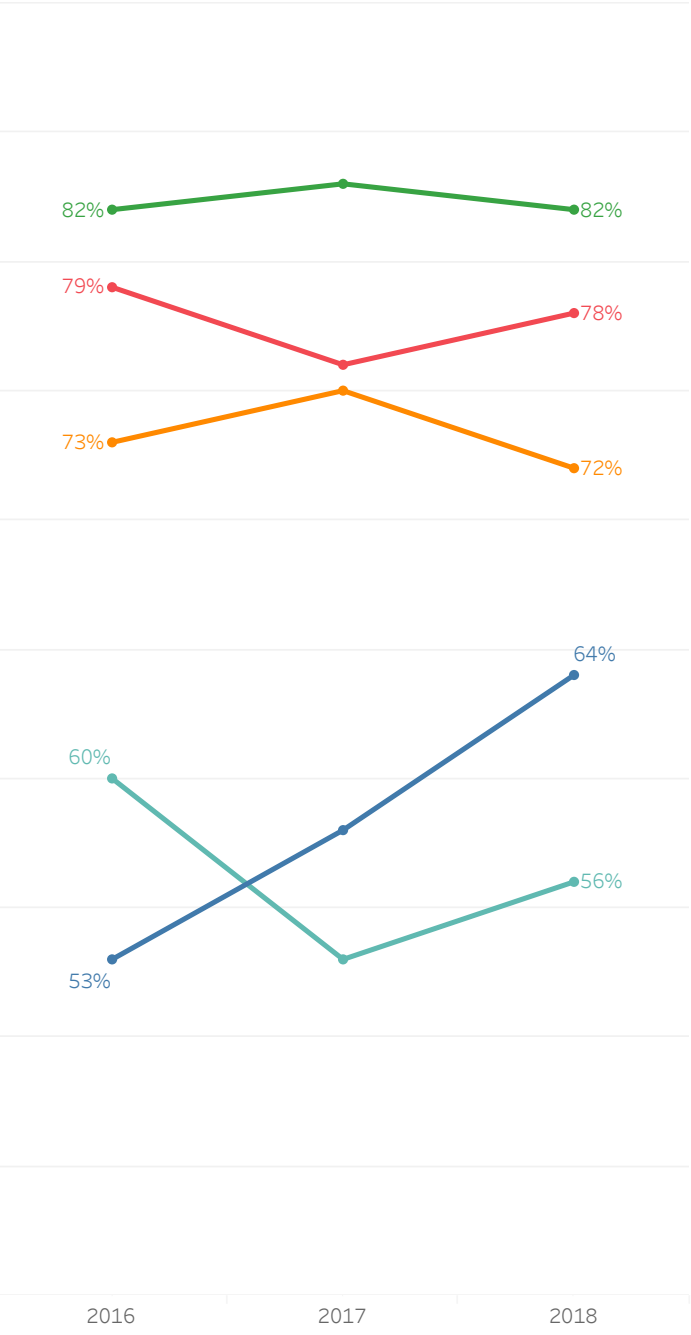
To be a good citizen, how important would you say it is for a person to..?

Be active in voluntary organizations/volunteering	Percentage reflects those answering "somewhat important" or "very important."
Form his or her own opinion about politics and current events	
Help people who are worse off than themselves	
Serve in the military when the country is at war	
Vote in elections	

United States



Texas



Voting and Political Efficacy

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

I don't know enough to cast an informed vote

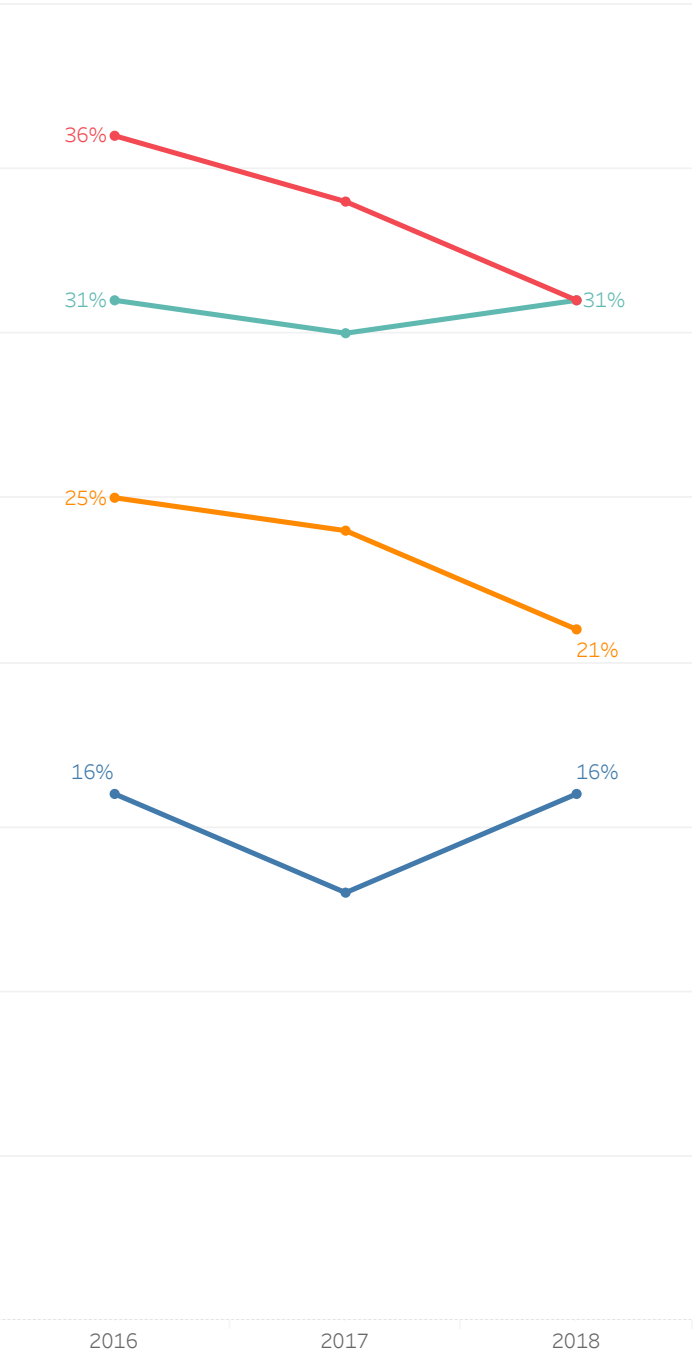
My vote doesn't matter.

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

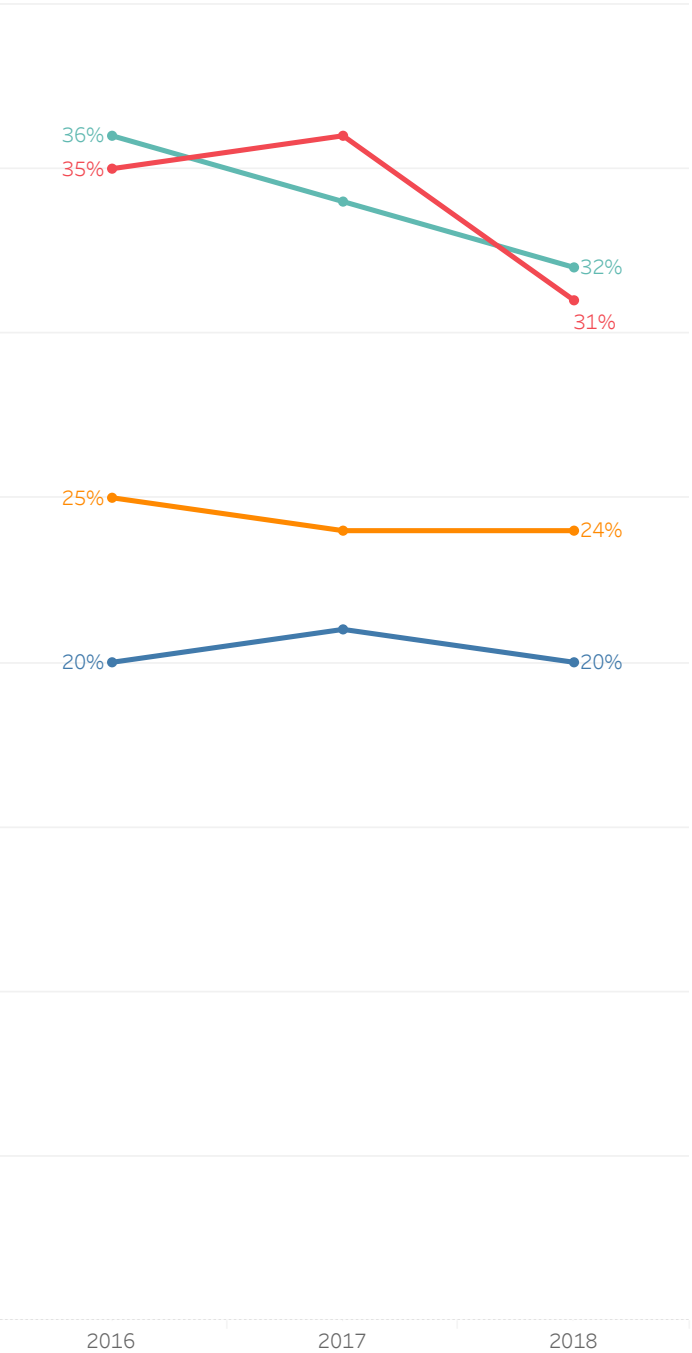
Politics seem so complicated that I cannot really understand what is going on.

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

United States

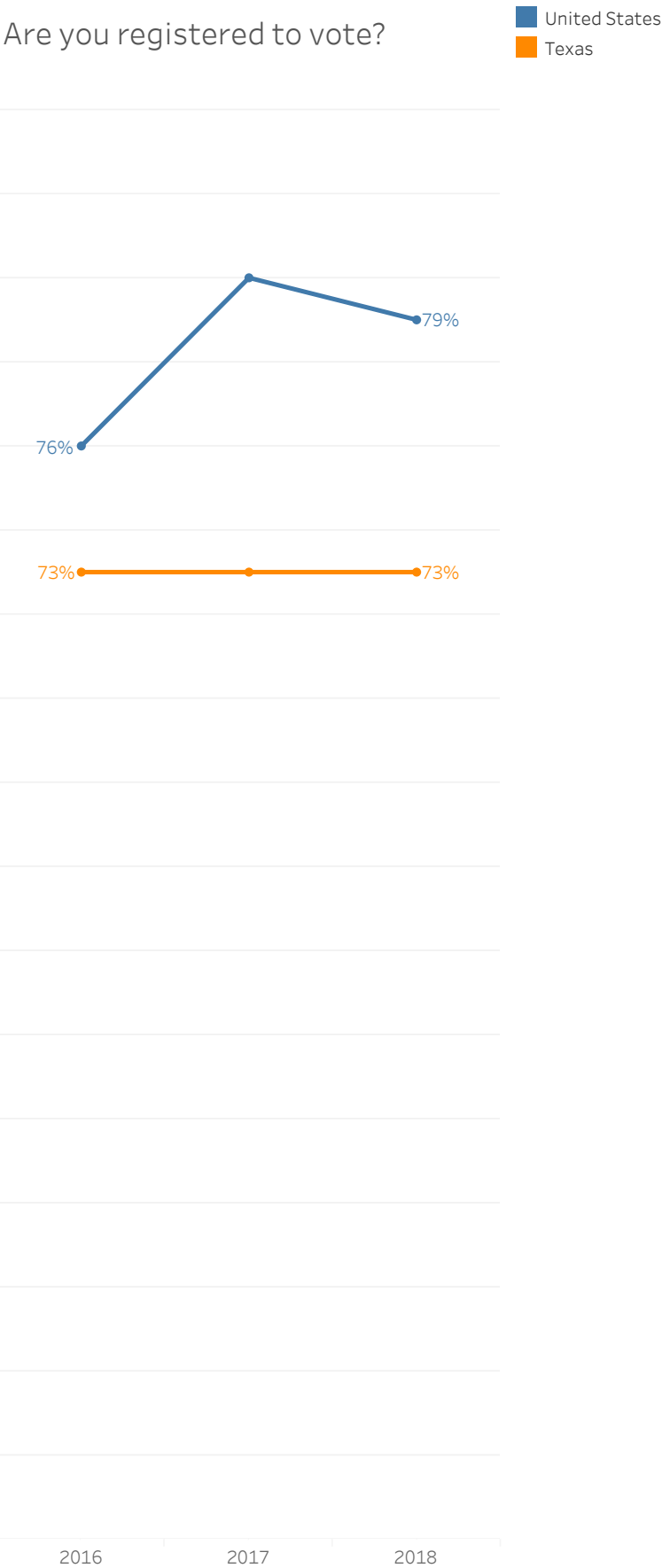


Texas

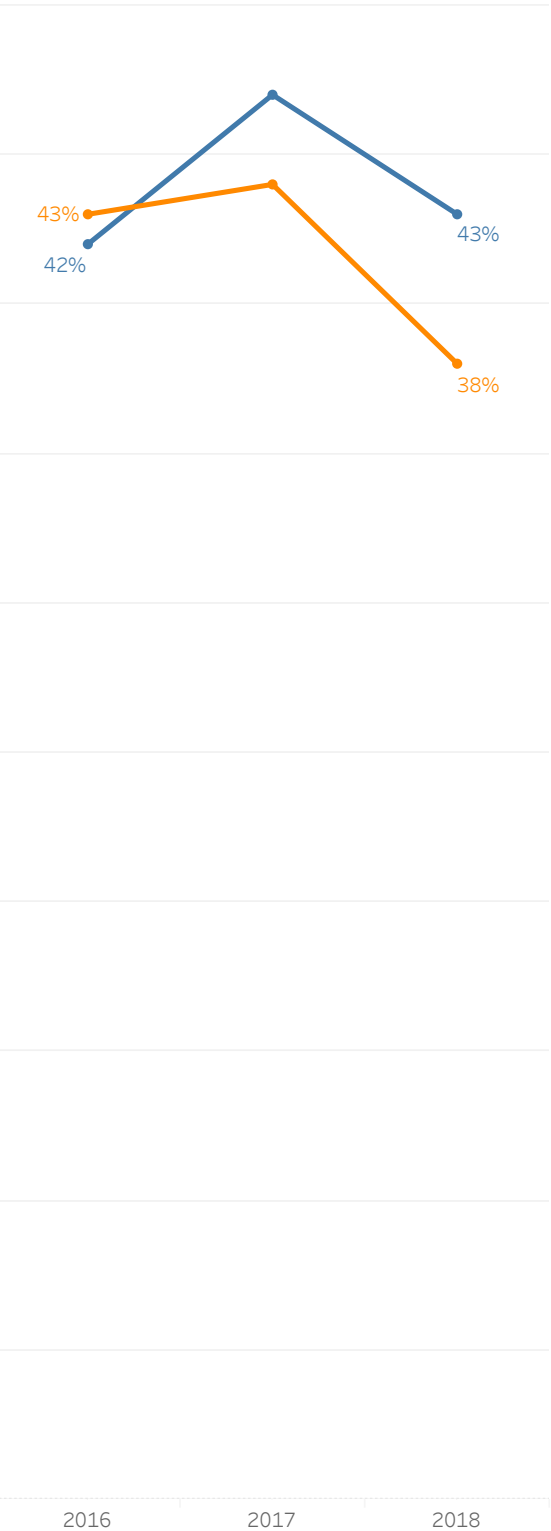


Voting and Political Awareness

Are you registered to vote?



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".

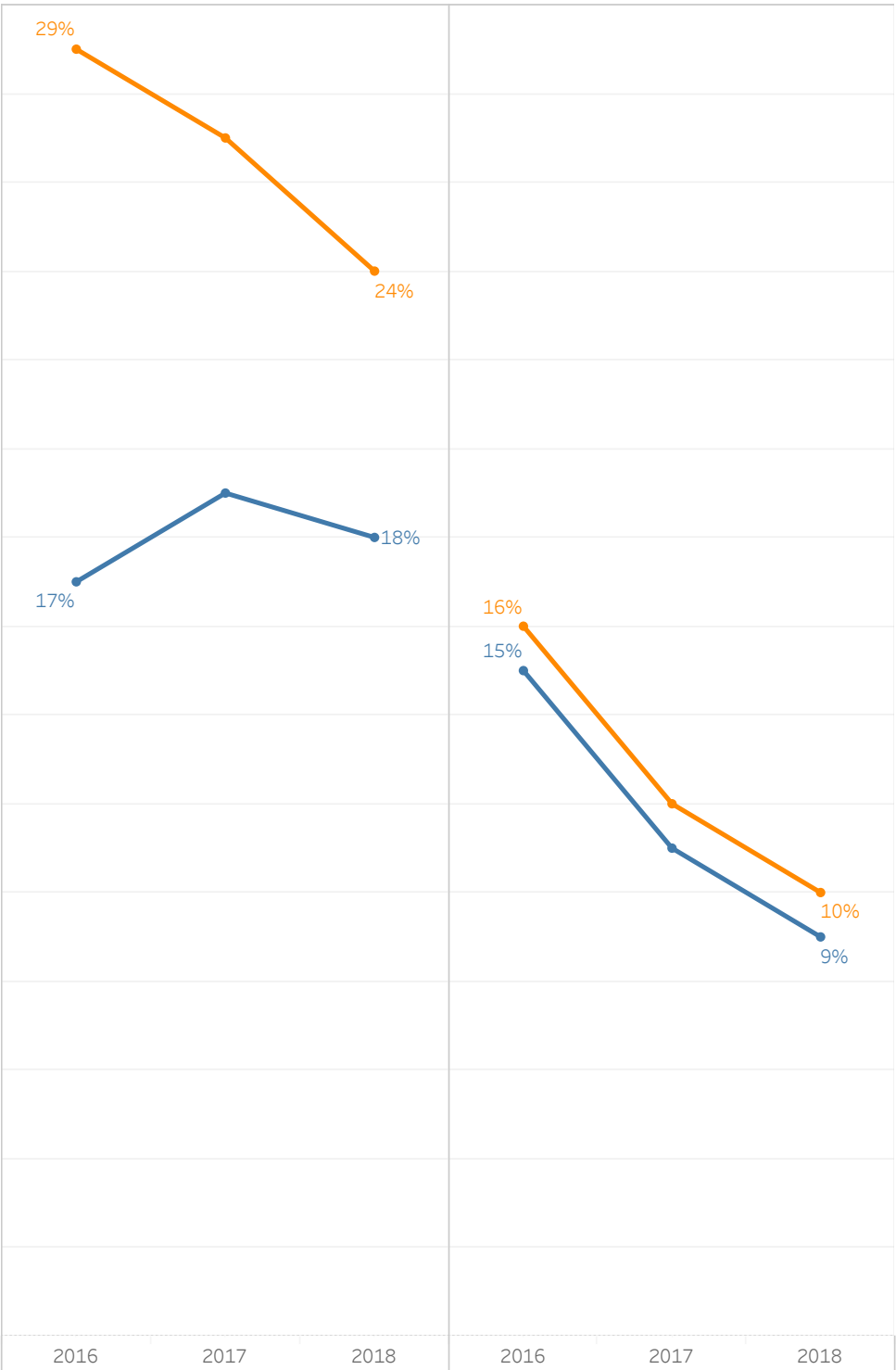
Trust in Government

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?

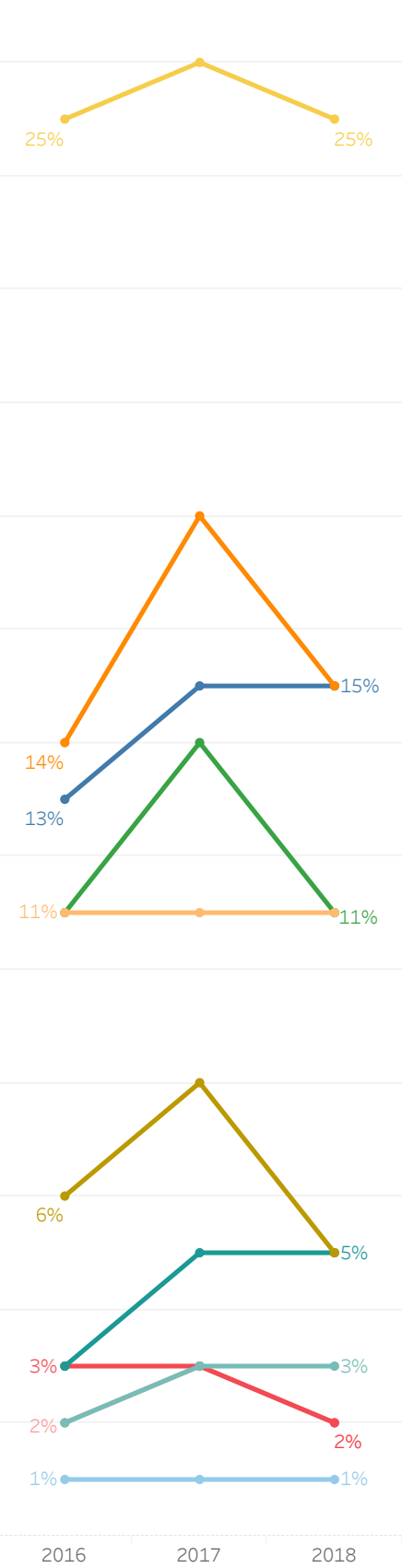
United States
Texas

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



Political Activities

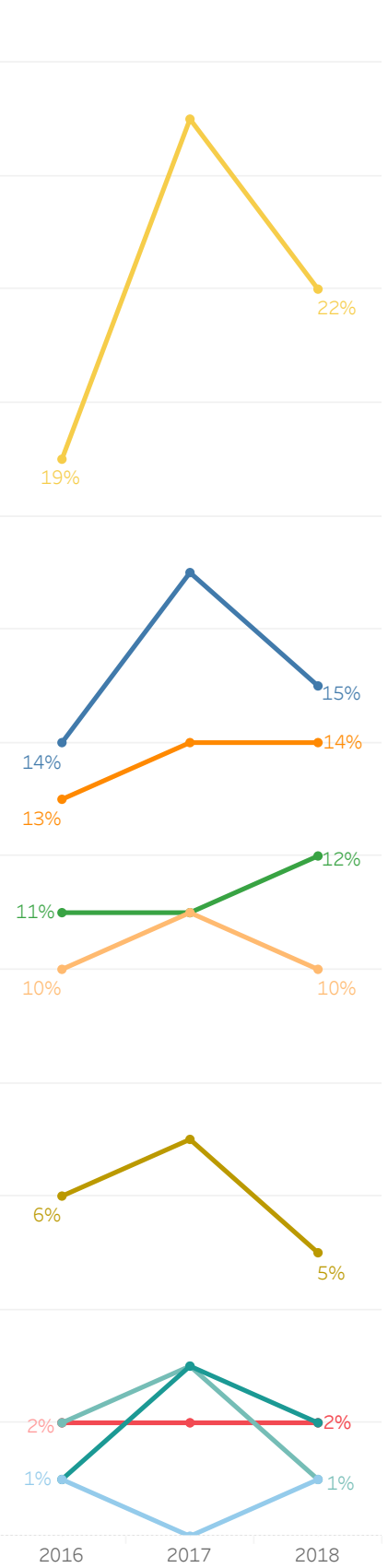
United States



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

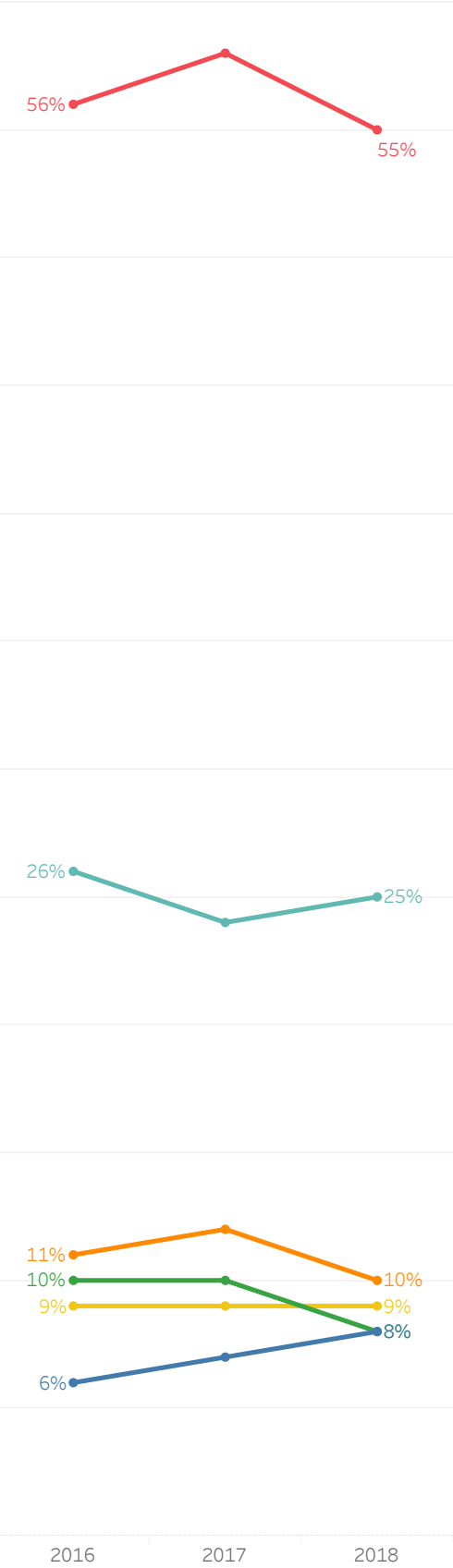
- Activities
- Signed a petition
 - Contacted a politician or government official
 - Boycotted certain products
 - Deliberately bought certain products
 - Donated money to a political group
 - Fundraised for a political organization
 - Participated in political activities on the internet
 - Taken part 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

Texas

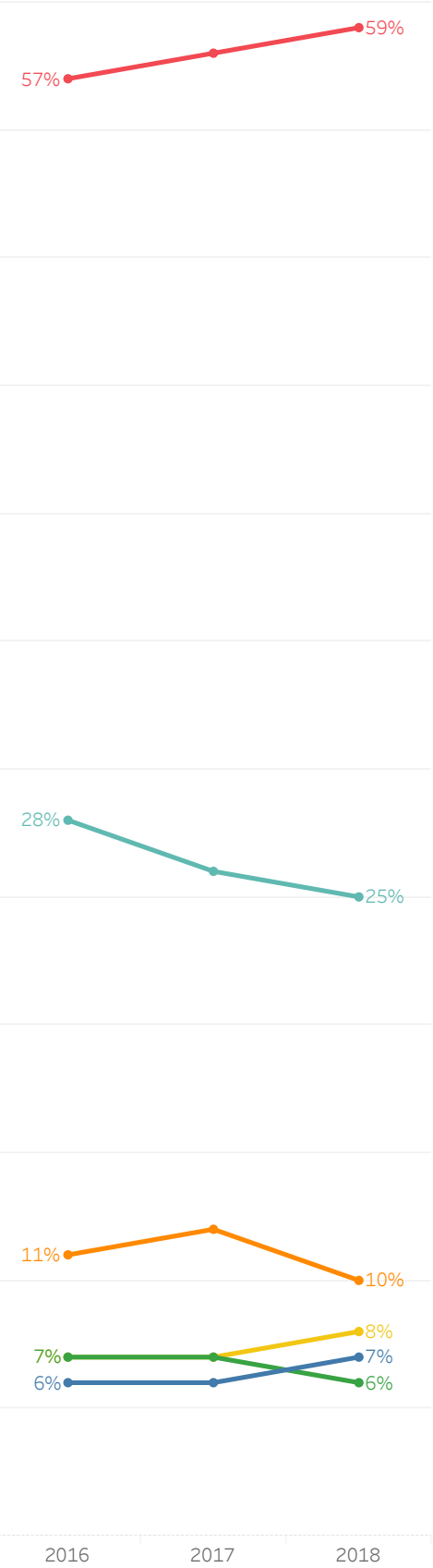


Groups and Organizations

United States



Texas



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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Emil Shabanov, Research Assistant and Plan II Student

Key Contributors to the development of the survey instruments:

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Susan Nold, Director of the Annette Strauss Institute for Civic Life

The following Moody College of Communication Faculty assisted in developing the survey instrument:

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R. B. Brenner, Former Director of the School of Journalism and the G.B. Dealey Regents Professor in Journalism

Wenhong Chen, Assistant Professor of Radio-TV-Film

Thomas Johnson, Professor of Journalism



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