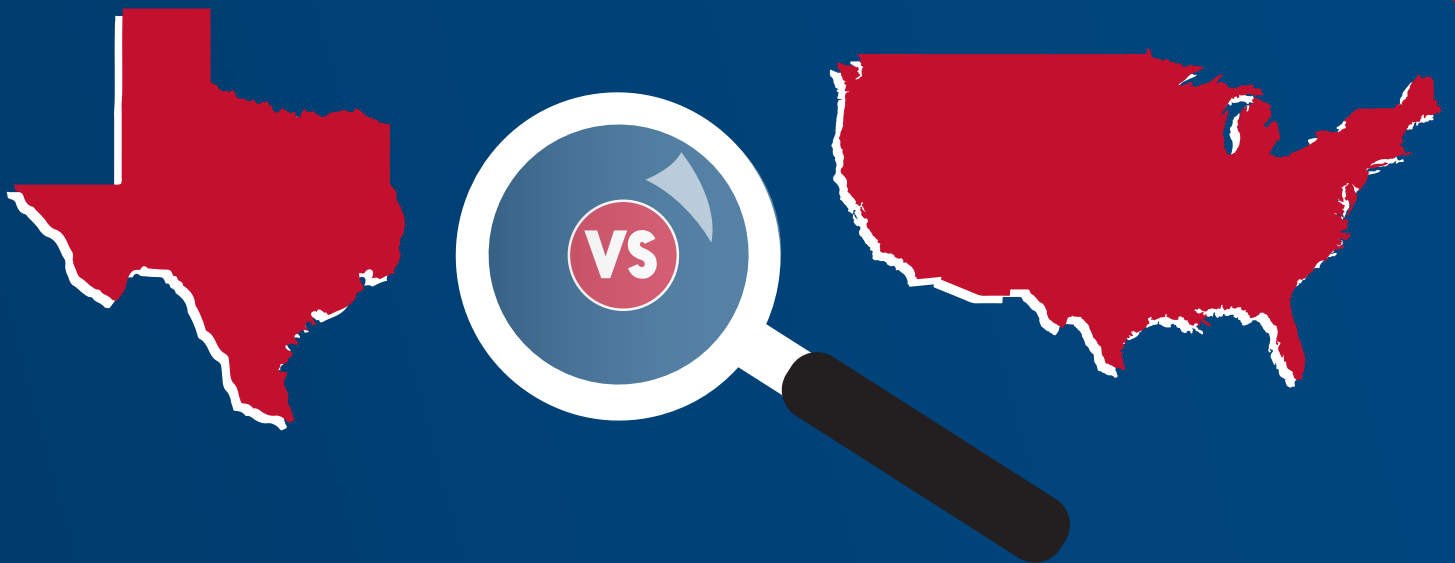




TEXAS MEDIA & SOCIETY SURVEY TOPLINE RESULTS: 2017



The University of Texas at Austin
Moody College of Communication



The University of Texas at Austin
Annette Strauss Institute for Civic Life
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Topline Results: 2017 Texas Media & Society Survey

Prepared by the Annette Strauss Institute for Civic Life

Moody College of Communication, University of Texas at Austin

Note: Survey questions were asked of a sample of 986 Texans and 1,058 Americans between May 25 and June 12, 2017. Columns will not always add up to 100 due to rounding and non-response. Survey weights have been employed to adjust for demographic differences between our sample and the populations of Texas and the US. Further information about the survey methodology can be found at the end of this report. Previous reports and the full questionnaire for Year 1 and Year 2 of the survey can be found at TXMediaAndSociety.org

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

Q1_1. They focus too much on scandals.

	TX	US
1. Strongly agree	37%	37%
2. Somewhat agree	36	35
3. Neither agree nor disagree	17	16
4. Somewhat disagree	6	8
5. Strongly disagree	4	3

Q1_2. They are manipulated by elected officials who want to get media coverage.

	TX	US
1. Strongly agree	22%	25%
2. Somewhat agree	40	38
3. Neither agree nor disagree	26	24
4. Somewhat disagree	7	9
5. Strongly disagree	4	4

Q1_3. They need to do more to hold political candidates and elected officials accountable.

	TX	US
1. Strongly agree	32%	37%
2. Somewhat agree	33	30
3. Neither agree nor disagree	23	22
4. Somewhat disagree	7	6
5. Strongly disagree	4	4

Q1_4. They focus too much on the loudest voices.

	TX	US
1. Strongly agree	30%	31%
2. Somewhat agree	42	39
3. Neither agree nor disagree	19	21
4. Somewhat disagree	7	6
5. Strongly disagree	2	2

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

Q2_1. It is easy for me to tell the difference between hard news and opinion in the media.

	TX	US
1. Strongly agree	19%	22%
2. Somewhat agree	38	34
3. Neither agree nor disagree	23	23
4. Somewhat disagree	15	14
5. Strongly disagree	4	5

Q2_2. Journalists have difficulty removing their personal opinions from their reporting.

	TX	US
1. Strongly agree	28%	30%
2. Somewhat agree	30	31
3. Neither agree nor disagree	27	22
4. Somewhat disagree	11	11
5. Strongly disagree	4	4

Q2_3. The news media should just present the facts, without any analysis.

	TX	US
1. Strongly agree	35%	37%
2. Somewhat agree	29	25
3. Neither agree nor disagree	18	19
4. Somewhat disagree	12	13
5. Strongly disagree	6	4

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

	TX	US
1. All of the time	10%	9%
2. Most of the time	11	8
3. About half of the time	24	24
4. Some of the time	46	48
5. None of the time	8	9

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

	TX	US
1. Often	37%	39%
2. Sometimes	46	44
3. Hardly ever	9	9
4. Never	6	6

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

	TX	US
1. Often	22%	21%
2. Sometimes	48	48
3. Hardly ever	21	21
4. Never	8	9

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

	TX	US
1. Yes	15%	14%
2. No	69	68
3. Don't know	15	18

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

	TX	US
1. Very confident	13%	17%
2. Somewhat confident	58	56
3. Not very confident	23	21
4. Not at all confident	5	4

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

	TX	US
1. All of the time	8%	11%
2. Most of the time	26	27
3. About half of the time	20	17
4. Some of the time	30	27
5. None of the time	15	16

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

	TX	US
1. Facebook	68%	65%
2. Twitter	18	16
3. Snapchat	13	11
4. Instagram	23	18
5. YouTube	41	34
6. Reddit	4	3
7. I do not use any social networking sites	20	25

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

	TX	US
1. Yes	34%	33%
2. No	65	66

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

	TX	US
1. Yes	18%	18%
2. No	81	81

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

	TX	US
1. Yes	18%	20%
2. No	82	79

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

Q13_1. I can register to vote on Election Day.

	TX	US
1. Yes	22%	26%
2. No	44	39
3. Not Sure	33	33

Q13_2. I must show a photo ID to vote on Election Day

	TX	US
1. Yes	76%	57%
2. No	10	28
3. Not Sure	13	13

Q13_3. I can vote by mail or other absentee methods

	TX	US
1. Yes	62%	76%
2. No	13	7
3. Not Sure	24	16

Q13_4. I can vote early (before Election Day) in person

	TX	US
1. Yes	81%	52%
2. No	6	22
3. Not Sure	13	25

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

Q14_1. Their partisan affiliation if they report on politics.

	TX	US
1. Yes	42%	39%
2. No	42	44
3. Uncertain	16	16

Q14_2. Their religious affiliation if they report on religion.

	TX	US
1. Yes	30%	28%
2. No	54	54
3. Uncertain	15	17

Q14_3. Their investments if they report on the stock market.

	TX	US
1. Yes	34%	31%
2. No	48	49
3. Uncertain	17	17

Q14_4. Their immigration status if they report on immigration.

	TX	US
1. Yes	34%	32%
2. No	52	51
3. Uncertain	14	15

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

	TX	US
1. Journalists should <u>not</u> donate money to political candidates, even if they want to.	52%	52%
2. Journalists should donate money to political candidates if they want to.	47	46

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

	TX	US
1. Journalists should <u>not</u> sign petitions for causes they believe in, even if they want to.	30%	33%
2. Journalists should sign petitions for causes they believe in if they want to.	69	65

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

	TX	US
1. Newspaper subscription	14%	21%
2. News magazine subscription	4	6
3. Cable subscription that includes a news channel	33	35
4. Digital news subscription	4	5
5. Donated money to a news organization	2	3
6. I have not paid for access to news	58	53

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

Q18_1. International

	TX	US
1. Very closely	15%	16%
2. Somewhat closely	42	40
3. Not very closely	29	30
4. Not at all closely	13	12

Q18_2. National

	TX	US
1. Very closely	27%	29%
2. Somewhat closely	46	41
3. Not very closely	17	20
4. Not at all closely	10	8

Q18_3. Local News

	TX	US
1. Very closely	40%	37%
2. Somewhat closely	38	39
3. Not very closely	15	16
4. Not at all closely	6	6

Q18_4. Celebrity & Entertainment

	TX	US
1. Very closely	6%	4%
2. Somewhat closely	21	20
3. Not very closely	39	39
4. Not at all closely	34	36

Q18_5. Sports

	TX	US
1. Very closely	14%	14%
2. Somewhat closely	26	24
3. Not very closely	26	27
4. Not at all closely	33	33

Q18_6. Weather

	TX	US
1. Very closely	44%	40%
2. Somewhat closely	38	40
3. Not very closely	12	13
4. Not at all closely	4	4

Q18_7. Health

	TX	US
1. Very closely	22%	19%
2. Somewhat closely	40	43
3. Not very closely	27	25
4. Not at all closely	9	11

Q18_8. Business

	TX	US
1. Very closely	9%	9%
2. Somewhat closely	33	32
3. Not very closely	39	37
4. Not at all closely	19	19

Q18_9. Political

	TX	US
1. Very closely	23%	23%
2. Somewhat closely	38	39
3. Not very closely	26	23
4. Not at all closely	12	13

Q18_10. Technology

	TX	US
1. Very closely	12%	11%
2. Somewhat closely	42	39
3. Not very closely	30	35
4. Not at all closely	14	13

Q18_11. Environment

	TX	US
1. Very closely	17%	14%
2. Somewhat closely	38	40
3. Not very closely	31	31
4. Not at all closely	13	14

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

Q19_1. Print

	TX	US
1. Often	14%	20%
2. Sometimes	25	30
3. Hardly ever	35	25
4. Never	25	23

Q19_2. Television

	TX	US
1. Often	57%	53%
2. Sometimes	28	28
3. Hardly ever	8	10
4. Never	6	7

Q19_3. Radio

	TX	US
1. Often	23%	22%
2. Sometimes	40	36
3. Hardly ever	19	24
4. Never	17	16

Q19_4. Computer (laptop or desktop)

	TX	US
1. Often	31%	30%
2. Sometimes	36	36
3. Hardly ever	18	17
4. Never	14	15

Q19_5. Tablet, such as an iPad or Surface (7 inches or larger)

	TX	US
1. Often	13%	12%
2. Sometimes	22	23
3. Hardly ever	23	19
4. Never	42	43

Q19_6. Smartphone, such as an iPhone or Galaxy (smaller than 7 inches)

	TX	US
1. Often	31%	27%
2. Sometimes	33	27
3. Hardly ever	15	15
4. Never	20	29

Q19_7. Family and friends

	TX	US
1. Often	14%	13%
2. Sometimes	52	52
3. Hardly ever	25	25
4. Never	7	8

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

	TX	US
1. Rush Limbaugh Show	5%	5%
2. Network Evening News	28	27
3. Local television news	53	55
4. Local newspaper	23	34
5. Wall Street Journal	6	6
6. Washington Post	10	12
7. The New York Times	9	13
8. The Huffington Post	9	11
9. Drudge Report	2	3
10. National Public Radio	11	13
11. Fox News Cable Channel	21	22
12. CNN	25	27
13. MSNBC	13	15
14. NewsHour on PBS	6	7
15. Breitbart	2	2
16. Facebook	28	31
17. Twitter	8	6
18. Reddit	2	2
19. Snapchat	2	2
20. Instagram	4	3

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

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

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

	TX	US
1. Strong liberal bias	26%	26%
2. Slight liberal bias	14	16
3. Neither a liberal nor a conservative bias	21	22
4. Slight conservative bias	8	6
5. Strong conservative bias	5	4
6. Don't know / not sure	25	25

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

Q23_1. Rush Limbaugh Show (radio)

	TX	US
1. Strong liberal bias	3%	3%
2. Slight liberal bias	3	1
3. Neither a liberal nor a conservative bias	6	7
4. Slight conservative bias	5	5
5. Strong conservative bias	41	44
6. Don't know / not sure	40	36

Q23_2. Wall Street Journal

	TX	US
1. Strong liberal bias	6%	8%
2. Slight liberal bias	7	8
3. Neither a liberal nor a conservative bias	20	20
4. Slight conservative bias	11	12
5. Strong conservative bias	5	3
6. Don't know / not sure	49	46

Q23_3. Washington Post

	TX	US
1. Strong liberal bias	15%	17%
2. Slight liberal bias	13	13
3. Neither a liberal nor a conservative bias	14	16
4. Slight conservative bias	5	3
5. Strong conservative bias	2	2
6. Don't know / not sure	50	46

Q23_4. The New York Times

	TX	US
1. Strong liberal bias	19%	20%
2. Slight liberal bias	12	15
3. Neither a liberal nor a conservative bias	15	17
4. Slight conservative bias	5	3
5. Strong conservative bias	2	1
6. Don't know / not sure	45	40

Q23_5. Huffington Post

	TX	US
1. Strong liberal bias	19%	21%
2. Slight liberal bias	13	12
3. Neither a liberal nor a conservative bias	11	12
4. Slight conservative bias	3	3
5. Strong conservative bias	2	1
6. Don't know / not sure	50	49

Q23_6. Drudge Report

	TX	US
1. Strong liberal bias	2%	3%
2. Slight liberal bias	3	2
3. Neither a liberal nor a conservative bias	8	10
4. Slight conservative bias	7	5
5. Strong conservative bias	11	9
6. Don't know / not sure	66	67

Q23_7. National Public Radio (NPR)

	TX	US
1. Strong liberal bias	13%	14%
2. Slight liberal bias	10	12
3. Neither a liberal nor a conservative bias	19	22
4. Slight conservative bias	3	3
5. Strong conservative bias	3	2
6. Don't know / not sure	50	45

Q23_8. Fox News Cable Channel

	TX	US
1. Strong liberal bias	5%	5%
2. Slight liberal bias	5	3
3. Neither a liberal nor a conservative bias	11	12
4. Slight conservative bias	15	15
5. Strong conservative bias	31	35
6. Don't know / not sure	31	29

Q23_9. CNN

	TX	US
1. Strong liberal bias	21%	22%
2. Slight liberal bias	15	17
3. Neither a liberal nor a conservative bias	18	19
4. Slight conservative bias	8	5
5. Strong conservative bias	3	2
6. Don't know / not sure	33	32

Q23_10. MSNBC

	TX	US
1. Strong liberal bias	22%	23%
2. Slight liberal bias	14	16
3. Neither a liberal nor a conservative bias	13	13
4. Slight conservative bias	4	4
5. Strong conservative bias	3	2
6. Don't know / not sure	42	40

Q23_11. NewsHour on PBS

	TX	US
1. Strong liberal bias	9%	8%
2. Slight liberal bias	9	9
3. Neither a liberal nor a conservative bias	22	25
4. Slight conservative bias	5	2
5. Strong conservative bias	1	1
6. Don't know / not sure	53	51

Q23_12. Breitbart

	TX	US
1. Strong liberal bias	1%	2%
2. Slight liberal bias	2	2
3. Neither a liberal nor a conservative bias	7	9
4. Slight conservative bias	4	3
5. Strong conservative bias	23	22
6. Don't know / not sure	60	59

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

	TX	US
1. Television news	61%	56%
2. Radio	25	27
3. Newspaper	23	33
4. Websites	16	16
5. Listservs or email	3	3
6. Social networking site, such as a Facebook page	20	19
7. Mobile apps	6	6
8. Family, co-workers, and/or friends	25	29
9. I do not get any information about local politics	15	16

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

	TX	US
Average number of years	12	13

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

	TX	US
1. Does not at all feel like my real home	5%	6%
2. Somewhat does not feel like my real home	6	7
3. Neither feels like nor does not feel like my real home	18	17
4. Somewhat feels like my real home	28	27
5. Strongly feels like my real home	42	41

Q26. How often do you have discussions with other people about problems in your community?

	TX	US
1. A few days a week or more often	6%	9%
2. Once a week	10	12
3. Every two or 3 weeks	12	14
4. Monthly or less often	33	34
5. Never	38	29

Q27. How often do you interact with people in your neighborhood?

	TX	US
1. A few days a week or more often	21%	31%
2. Once a week	19	20
3. Every two or 3 weeks	14	12
4. Monthly or less often	29	22
5. Never	17	12

Q28. To be a good citizen, how important would you say it is for a person to..?

Q28_1. Report a crime that he or she may have witnessed

	TX	US
1. Extremely important	68%	63%
2. Somewhat important	22	22
3. Neither unimportant nor important	6	9
4. Somewhat unimportant	2	1
5. Extremely unimportant	1	1

Q28_2. Obey all laws and regulations

	TX	US
1. Extremely important	62%	59%
2. Somewhat important	25	24
3. Neither unimportant nor important	9	11
4. Somewhat unimportant	2	2
5. Extremely unimportant	0	1

Q28_3. Serve in the military when the country is at war

	TX	US
1. Extremely important	24%	21%
2. Somewhat important	29	31
3. Neither unimportant nor important	34	34
4. Somewhat unimportant	7	6
5. Extremely unimportant	5	5

Q28_4. Serve on a jury if called

	TX	US
1. Extremely important	44%	43%
2. Somewhat important	32	29
3. Neither unimportant nor important	15	19
4. Somewhat unimportant	4	3
5. Extremely unimportant	3	3

Q28_5. Vote in elections

	TX	US
1. Extremely important	60%	60%
2. Somewhat important	22	21
3. Neither unimportant nor important	11	12
4. Somewhat unimportant	2	2
5. Extremely unimportant	2	2

Q28_6. Form his or her own opinion about politics and current events, independently of others

	TX	US
1. Extremely important	45%	44%
2. Somewhat important	30	30
3. Neither unimportant nor important	18	19
4. Somewhat unimportant	3	2
5. Extremely unimportant	2	2

Q28_7. Help people who are worse off than themselves

	TX	US
1. Extremely important	33%	32%
2. Somewhat important	42	42
3. Neither unimportant nor important	19	19
4. Somewhat unimportant	3	3
5. Extremely unimportant	1	1

Q28_8. Be active in politics, for example by voting, attending meetings or signing petitions

	TX	US
1. Extremely important	27%	26%
2. Somewhat important	37	38
3. Neither unimportant nor important	27	26
4. Somewhat unimportant	4	4
5. Extremely unimportant	3	3

Q28_9. Be active in voluntary organizations, for example by doing volunteer work or being part of a volunteer organization

	TX	US
1. Extremely important	16%	13%
2. Somewhat important	42	42
3. Neither unimportant nor important	32	33
4. Somewhat unimportant	6	6
5. Extremely unimportant	3	3

Q29. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say that you follow what's going on in government and public affairs:

	TX	US
1. All of the time	13%	14%
2. Most of the time	31	33
3. Half of the time	32	25
4. Hardly ever	17	16
5. Never	7	9

Q30. How much do you agree or disagree with the following phrases?

Q30_1. People like me don't have any say about what the government does.

	TX	US
1. Strongly agree	13%	12%
2. Somewhat agree	23	22
3. Neither agree nor disagree	18	21
4. Somewhat disagree	23	21
5. Strongly disagree	22	21

Q30_2. Sometimes politics and government seem so complicated that a person like me cannot really understand what is going on.

	TX	US
1. Strongly agree	11%	7%
2. Somewhat agree	24	23
3. Neither agree nor disagree	20	21
4. Somewhat disagree	24	21
5. Strongly disagree	21	25

Q30_3. My vote doesn't matter.

	TX	US
1. Strongly agree	9%	9%
2. Somewhat agree	15	14
3. Neither agree nor disagree	17	17
4. Somewhat disagree	23	22
5. Strongly disagree	35	34

Q30_4. I don't know enough to cast an informed vote.

	TX	US
1. Strongly agree	6%	4%
2. Somewhat agree	15	9
3. Neither agree nor disagree	22	22
4. Somewhat disagree	23	23
5. Strongly disagree	33	38

Q31. How much of the time do you think you can trust the government in Washington to do what is right?

	TX	US
1. All of the time	0%	1%
2. Most of the time	11	10
3. Half of the time	41	37
4. Hardly ever	37	35
5. Never	10	14

Q32. How much of the time do you think you can trust the [insert state] government to do what is right?

	TX	US
1. All of the time	1%	2%
2. Most of the time	26	18
3. Half of the time	40	41
4. Hardly ever	23	25
5. Never	8	11

Q33. Which of the following have you done in the last 12 months?

	TX	US
1. Contacted a politician or a local government official	14%	18%
2. Worked in a political party or action group	2	3
3. Worked for the campaign of a candidate for office	3	3
4. Signed a petition	25	27
5. Taken part in a lawful public demonstration	3	5
6. Boycotted (i.e. not bought) certain products for political, ethical, or environmental reasons	17	15
7. Deliberately bought certain products for political, ethical, or environmental reasons	11	11
8. Donated money to a political, ethical, or environmental organization or group	11	14
9. Participated in political activities over the internet	7	8
10. Written a letter to a newspaper editor or called into a public affairs radio talk show	2	3
11. Called other people to raise funds for a political organization	0	1
12. I have not done any of these activities in the last 12 months	59	54

Q34. Are you are currently active in or a member of any of these groups or organizations?

	TX	US
1. Community group or neighborhood association	12%	12%
2. Church group or other religious or spiritual organizations	26	24
3. Sports or recreation leagues, whether for yourself or for your child	7	9
4. Social groups or clubs, such as a book club or dinner club	7	10
5. Charitable or service organizations, such Habitat for Humanity or the Rotary Club	6	7
6. Other group	3	4
7. I am not active in or a member of any of these groups or organizations	58	57

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

	TX	US
1. Registered	73%	80%
2. Not registered	21	13
3. Don't know / Uncertain	6	5

Q36. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the November 2016 General Election?

	TX	US
1. No, I didn't vote	28%	22%
2. I'm not sure	4	4
3. Yes, I definitely voted	67	73

Q37. For whom did you vote for President in November of 2016?

	TX	US
1. Donald Trump	45%	39%
2. Hillary Clinton	44	45
3. Gary Johnson	4	5
4. Jill Stein	1	1
5. Someone else	3	7

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

	TX	US
1. Approve strongly	13%	13%
2. Somewhat approve	18	20
3. Somewhat Disapprove	16	13
4. Disapprove strongly	42	42
5. Don't know	5	6

Q39. Do you approve or disapprove of the way the Republicans in Congress are handling their job?

	TX	US
1. Approve strongly	4%	4%
2. Somewhat approve	18	20
3. Somewhat Disapprove	25	20
4. Disapprove strongly	34	40
5. Don't know	13	10

Q40. Do you approve or disapprove of the way the Democrats in Congress are handling their job?

	TX	US
1. Approve strongly	6%	5%
2. Somewhat approve	20	25
3. Somewhat Disapprove	25	25
4. Disapprove strongly	31	29
5. Don't know	14	11

Q41. Do you approve or disapprove of the way Greg Abbott is handling his job as Governor?

	TX
1. Approve strongly	17%
2. Somewhat approve	24
3. Somewhat Disapprove	16
4. Disapprove strongly	20
5. Don't know	18

Q42. Do you approve or disapprove of the way members of the Texas Legislature are handling their job?

	TX
1. Approve strongly	5%
2. Somewhat approve	31
3. Somewhat Disapprove	21
4. Disapprove strongly	15
5. Don't know	23

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.

For this particular study, 3,478 were sampled for participation and 2,044 completed the survey. Non-responders were sent email reminders on day 3, 10, and 13 of the field period. Surveys were available in both English and Spanish. Data collection took place between May 25, 2017 and June 12, 2017. Respondents had to be over the age of 18 to participate. The margin of error for the Texas sample is 3.12 and the margin of error for the U.S. sample is 3.01. Weights were applied to each sample were employed in this report. Population data was drawn from the 2015 Current Population Survey and used to weight the sample based on age, race, gender, region, education, homeownership, and income. The table below describes the unweighted data and the percent of key demographics within the samples.

	Texas		U.S.	
	Sample Size	% of Sample	Sample Size	% of Sample
Total	986	100%	1058	100%
Male	440	45%	545	52%
Female	546	55%	513	48%
18-44	308	20%	398	38%
44+	678	80%	660	62%
High School or Less	359	36%	376	36%
Some college	271	27%	316	30%
College or more	356	36%	366	35%
Republican	465	49%	459	44%
Democrat	457	48%	544	52%

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TEXAS MEDIA & SOCIETY SURVEY | TOPLINE RESULTS: 2017