2019 News Media Preferences and Issues Study

Sponsored by the Greater Montana Foundation
Methods Summary

• Random, address-based sample of adult Montana residents using the “next birthday” method for random within residence selection
• Administered in February-March 2019
• Administered by mail and the internet
• 579 completions
• Response rate 36% (AAPOR 2016, RR 3)
• Sampling error rate +/- 4%
Methods Summary - continued

• Weighted by gender, age, education, urban v. rural, and political party identification using data from U.S. Census Bureau and Gallup, Inc.
• Sample purchased from Dynata, Inc.
• Administered by UM BBER with questionnaire and analytical assistance from Nicole McCleskey of Public Opinion Strategies
• Full question wording may be obtained from John Baldridge of UM BBER: john.baldridge@umontana.edu
## Summary of the Greater Montana Foundation surveys

<table>
<thead>
<tr>
<th>Year</th>
<th>Administration Method</th>
<th>Completions</th>
<th>Sampling Error Rate (+/-)</th>
<th>Response Rate (AAPOR #3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>Telephone</td>
<td>526</td>
<td>4%</td>
<td>25%</td>
</tr>
<tr>
<td>2016</td>
<td>Telephone</td>
<td>567</td>
<td>4%</td>
<td>23%</td>
</tr>
<tr>
<td>2019</td>
<td>Mail - internet</td>
<td>579</td>
<td>4%</td>
<td>36%</td>
</tr>
</tbody>
</table>
Key Findings

• News sources proliferated, total news consumption may have increased
• People consumed individual news sources more selectively
• News source credibility varied widely
• Local news was valued and trusted
• The importance of issues facing the state changed moderately over 4 years
• News “echo chamber” behaviors showed a mixed trend
Which ONE of the following issues do you think is the most important issue in the state?

- JOBS AND THE ECONOMY: 26% (March 2019), 31% (September 2016), 32% (June 2015)
- HEALTH CARE: 18% (March 2019), 12% (September 2016), 14% (June 2015)
- SPENDING & STATE TAXES: 4% (March 2019), 5% (September 2016), 6% (June 2015)
- DRUGS: 13% (March 2019), 12% (September 2016), 10% (June 2015)
- EDUCATION: 18% (March 2019), 12% (September 2016), 10% (June 2015)
- THE ENVIRONMENT: 6% (March 2019), 5% (September 2016), 3% (June 2015)
- MORAL VALUES: 8% (March 2019), 7% (September 2016), 8% (June 2015)
- ENERGY & RESOURCE DEVELOPMENT: 4% (March 2019), 3% (September 2016), 4% (June 2015)
- CRIME: 4% (March 2019), 4% (September 2016), 3% (June 2015)
- ILLEGAL IMMIGRATION: 4% (March 2019), 3% (September 2016), 2% (June 2015)

March 2019: 26% JOBS AND THE ECONOMY, 18% HEALTH CARE, 4% SPENDING & STATE TAXES, 13% DRUGS, 18% EDUCATION, 6% THE ENVIRONMENT, 8% MORAL VALUES, 4% ENERGY & RESOURCE DEVELOPMENT, 4% CRIME, 4% ILLEGAL IMMIGRATION

September 2016: 31% JOBS AND THE ECONOMY, 12% HEALTH CARE, 5% SPENDING & STATE TAXES, 12% DRUGS, 12% EDUCATION, 5% THE ENVIRONMENT, 7% MORAL VALUES, 3% ENERGY & RESOURCE DEVELOPMENT, 4% CRIME, 3% ILLEGAL IMMIGRATION

June 2015: 32% JOBS AND THE ECONOMY, 14% HEALTH CARE, 6% SPENDING & STATE TAXES, 10% DRUGS, 10% EDUCATION, 3% THE ENVIRONMENT, 8% MORAL VALUES, 4% ENERGY & RESOURCE DEVELOPMENT, 4% CRIME, 2% ILLEGAL IMMIGRATION
## Most important issue by gender and age

<table>
<thead>
<tr>
<th>Issue</th>
<th>Male 18-49</th>
<th>Male 50+</th>
<th>Female 18-49</th>
<th>Female 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs and the state economy</td>
<td>25%</td>
<td>29%</td>
<td>23%</td>
<td>26%</td>
</tr>
<tr>
<td>Health care</td>
<td>8%</td>
<td>17%</td>
<td>11%</td>
<td>24%</td>
</tr>
<tr>
<td>Spending &amp; state taxes</td>
<td>18%</td>
<td>21%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Drugs</td>
<td>8%</td>
<td>10%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Education</td>
<td>15%</td>
<td>2%</td>
<td>15%</td>
<td>8%</td>
</tr>
</tbody>
</table>
### Most important issue by rural/urban and party

<table>
<thead>
<tr>
<th>Issue</th>
<th>Rural</th>
<th>Urban</th>
<th>Democrat or leans</th>
<th>Independent</th>
<th>Republican or leans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs and the state economy</td>
<td>27%</td>
<td>25%</td>
<td>19%</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Health care</td>
<td>15%</td>
<td>15%</td>
<td>24%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Spending &amp; state taxes</td>
<td>14%</td>
<td>14%</td>
<td>6%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Drugs</td>
<td>16%</td>
<td>11%</td>
<td>8%</td>
<td>28%</td>
<td>11%</td>
</tr>
<tr>
<td>Education</td>
<td>9%</td>
<td>11%</td>
<td>18%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Internet use by adult Montanans increased

Respondent uses the internet at least occasionally

- March 2019: 93%
- September 2016: 84%
How closely do you follow current events in the news?

- Very closely: 25% (March 2019), 23% (June 2015)
- Somewhat closely: 53% (March 2019), 49% (June 2015)
- Not too closely: 17% (March 2019), 20% (June 2015)
- Not at all closely: 5% (March 2019), 8% (June 2015)
Which sources did you use to get most of your news in the past week?

**% of Adults**

- Internet: 67% (March 2019) / 49% (June 2015)
- Television: 58% (March 2019) / 53% (June 2015)
- Family or friends: 45% (March 2019) / 17% (June 2015)
- Radio: 40% (March 2019) / 25% (June 2015)
- Print: 33% (March 2019) / 29% (June 2015)
How credible are the following types of news source?

<table>
<thead>
<tr>
<th>Source</th>
<th>% Adults Who Rate the Source Absolutely or Mostly Credible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local broadcast TV</td>
<td>66%</td>
</tr>
<tr>
<td>R's chosen websites</td>
<td>63%</td>
</tr>
<tr>
<td>Local weekly newspapers</td>
<td>55%</td>
</tr>
<tr>
<td>Montana daily newspapers</td>
<td>51%</td>
</tr>
<tr>
<td>Local radio</td>
<td>49%</td>
</tr>
<tr>
<td>Network broadcast TV</td>
<td>44%</td>
</tr>
<tr>
<td>National daily newspapers</td>
<td>36%</td>
</tr>
<tr>
<td>Cable news TV</td>
<td>33%</td>
</tr>
<tr>
<td>Sunday morning news talk shows</td>
<td>25%</td>
</tr>
<tr>
<td>News from social media sites</td>
<td>24%</td>
</tr>
</tbody>
</table>

March 2019
What specific news source do you consider the most trusted source of information?

- Fox: 15% (March 2019), 14% (June 2015)
- NPR: 7% (March 2019), 6% (June 2015)
- All News is Biased, I Trust None: 6% (March 2019)
- TV Stations Generally: 5% (March 2019), 4% (June 2015)
- CBS: 5% (March 2019), 4% (June 2015)
- CNN: 7% (March 2019), 4% (June 2015)
- BBC: 6% (March 2019)
- Newspapers Generally: 4% (March 2019)
- KTVQ Q2 Billings: 6% (March 2019)
- New York Times: 3% (March 2019)

March 2019 and June 2015 data shown.
Trust in news sources is sharply divided by political party

% 2019 Respondents Who Rated the News Source as Most Trusted

- **Fox News**: 97% Democrat or leans, 0% Independent or other, 3% Republican or leans
- **NPR**: 76% Democrat or leans, 12% Independent or other, 12% Republican or leans
- **CBS**: 84% Democrat or leans, 10% Independent or other, 6% Republican or leans
- **CNN**: 88% Democrat or leans, 8% Independent or other, 4% Republican or leans
Trust in news sources is divided by rural or urban place of residence

% 2019 Respondents Who Rated the News Source as Most Trusted

<table>
<thead>
<tr>
<th>News Source</th>
<th>Outside metro or micropolitan counties</th>
<th>Within metro or micropolitan counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOX NEWS</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>NPR</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>77%</td>
<td></td>
</tr>
<tr>
<td>CNN</td>
<td>80%</td>
<td></td>
</tr>
</tbody>
</table>
How often do you watch local TV news?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>Hardly ever</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Never</td>
<td>18%</td>
<td>20%</td>
</tr>
</tbody>
</table>

% Adults

March 2019
June 2015
How often do you watch broadcast network TV news?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Hardly ever</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>Never</td>
<td>28%</td>
<td>36%</td>
</tr>
</tbody>
</table>

% Adults

March 2019  June 2015
How often do you watch cable TV news?

% Adults

- Regularly: March 2019: 19%, June 2015: 23%
- Sometimes: March 2019: 21%, June 2015: 19%
- Hardly ever: March 2019: 25%, June 2015: 23%
- Never: March 2019: 35%, June 2015: 35%

March 2019
March 2015

Greater Montana Foundation

Bureau of Business and Economic Research
University of Montana
On which broadcast network or networks do you most often watch the nightly network news?

% of Adults Who Watch Broadcast Network News

- CBS: 43% (March 2019), 31% (June 2015)
- NBC: 38% (March 2019), 27% (June 2015)
- ABC: 27% (March 2019), 17% (June 2015)
- PBS: 22% (March 2019), 10% (June 2015)
Which cable news channels do you watch?

% of Adults Who Watch Cable Network News

- FOX NEWS: 56% (March 2019), 36% (June 2015)
- CNN: 49% (March 2019), 29% (June 2015)
- MSNBC: 37% (March 2019), 10% (June 2015)
How often do you watch Sunday morning news talk shows?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Hardly ever</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Never</td>
<td>60%</td>
<td>67%</td>
</tr>
</tbody>
</table>
About how much time, if any, did you spend listening to the radio yesterday?

% of Adults

- Did not listen: 25% (March 2019), 38.0% (June 2015)
- Don’t know: 0% (March 2019), 0.3% (June 2015)
- Listened but unsure how long: 10% (March 2019, June 2015)
- 1-14 minutes: 10% (March 2019), 4.0% (June 2015)
- 15-29 minutes: 13% (March 2019), 5.0% (June 2015)
- 30-59 minutes: 13% (March 2019), 11.0% (June 2015)
- 1 hour or more: 29% (March 2019), 42.0% (June 2015)

March 2019
June 2015
How many times per day do you tune in to the radio just to get news?

% of Adults

- 5 times per day +: 3%
- 4 times per day: 2%
- 3 times per day: 5%
- 2 times per day: 13%
- 1 time per day: 17%
- 0 times per day: 60%
What one or two types of radio stations would you say you listen to most?

<table>
<thead>
<tr>
<th>Radio Type</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>Rock</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>Pop</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>Oldies</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>Public Radio</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>News / Talk</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Religious</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Sports</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Classical</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>
How often do you read a Montana daily newspaper?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly</td>
<td>25%</td>
<td>36%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>Hardly ever</td>
<td>31%</td>
<td>15%</td>
</tr>
<tr>
<td>Never</td>
<td>21%</td>
<td>22%</td>
</tr>
</tbody>
</table>
How often do you read a national daily newspaper, such as the New York Times or Wall Street Journal?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regularly</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Hardly ever</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Never</td>
<td>67%</td>
<td>69%</td>
</tr>
</tbody>
</table>
How often do you read a local weekly community newspaper?

% of Adults

- Regularly: 21% (March 2019), 33% (June 2015)
- Sometimes: 29% (March 2019), 19% (June 2015)
- Hardly ever: 25% (March 2019), 14% (June 2015)
- Never: 25% (March 2019), 34% (June 2015)

March 2019

June 2015
Do you have internet access at your home?

% of Adults

March 2019: 90%
September 2016: 87%
June 2015: 84%
On average, which of the following best describes how often you are on the internet?

- Several hours per day: 41% (March 2019), 45% (June 2015)
- Almost every day: 40% (March 2019), 29% (June 2015)
- At least once per week: 5% (March 2019), 10% (June 2015)
- A few times per month: 2% (March 2019), 2% (June 2015)
- Every month or so: 1% (March 2019), 0% (June 2015)
- Rarely: 4% (March 2019), 2% (June 2015)
- Never: 7% (March 2019), 12% (June 2015)
How often do you get NEWS online or on a mobile device?

% of Adults

- Every day: 47% (March 2019), 49% (June 2015)
- 3-5 days per week: 15% (March 2019), 14% (June 2015)
- 1-2 days per week: 10% (March 2019), 12% (June 2015)
- Once every few weeks: 5% (March 2019), 5% (June 2015)
- Less often: 6% (March 2019), 6% (June 2015)
- Never: 17% (March 2019), 14% (June 2015)
Do you get more of your online news using a computer or a mobile device?

23% of Internet News Consumers use a computer, 58% use a mobile device, and 19% use both equally. The data is from March 2019 and June 2015.
What are the one or two websites you use most frequently for news and information?

- Fox News 16% 16%
- Google 11% 9%
- Billings Gazette 9%
- CNN 8%
- KPAX 8%
- NPR 8%
- KRTV 8%
- New York Times 8%
- KTVQ/ Q2 8%
- Missoulian 7%
- Bozeman Chronicle 5%
- Great Falls Tribune 5%
- Washington Post 5%
- CBS 5%
- BBC 5%

March 2019
June 2015
Consumers of CNN and FOX NEWS content are sharply divided by political party.
The political party divide between CNN and FOX NEWS content consumers increased since 2015
Social media use

% of Adults

March 2019: 71%
June 2015: 62%

March 2019: 71%  June 2015: 62%

Yes
Have you ever created your own profile on any social networking site?

<table>
<thead>
<tr>
<th>Social Networking Site</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>65%</td>
<td>59%</td>
</tr>
<tr>
<td>Instagram</td>
<td>37%</td>
<td>3%</td>
</tr>
<tr>
<td>Pinterest</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>26%</td>
<td>4%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>24%</td>
<td>19%</td>
</tr>
<tr>
<td>Twitter</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
How often do you access a social networking site?

% of Adults Who Use Social Media

- Daily: 76% (March 2019), 69% (June 2015)
- Weekly +: 13% (March 2019), 19% (June 2015)
- Less often: 11% (March 2019), 12% (June 2015)
Uses social media to access news and information

% of Adults

March 2019: 47%
June 2015: 34%
Do you use any of the following social media sites to access news or information?

<table>
<thead>
<tr>
<th>Social Media Site</th>
<th>March 2019</th>
<th>June 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>40%</td>
<td>32%</td>
</tr>
<tr>
<td>Twitter</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Instagram</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Pinterest</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3%</td>
<td></td>
</tr>
</tbody>
</table>
Uses social media to access news by age and gender

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male 18-49</th>
<th>Male 50+</th>
<th>Female 18-49</th>
<th>Female 50+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes Percentage</td>
<td>53%</td>
<td>76%</td>
<td>75%</td>
<td>64%</td>
</tr>
<tr>
<td>No Percentage</td>
<td>47%</td>
<td>24%</td>
<td>25%</td>
<td>36%</td>
</tr>
</tbody>
</table>
What are the types of internet news and information content that interest you most?

Local community news: 48% (March 2019), 48% (June 2015)
Weather: 47% (March 2019), 31% (June 2015)
National politics: 42% (March 2019), 31% (June 2015)
State politics: 20% (March 2019), 17% (June 2015)
International affairs: 25% (March 2019), 17% (June 2015)
Sports: 17% (March 2019), 20% (June 2015)
Crime: 17% (March 2019), 10% (June 2015)
Health: 14% (March 2019), 8% (June 2015)
Business: 13% (March 2019), 10% (June 2015)
Have you ever shared a news article in an e-mail message or on a social media site like Facebook or Twitter?

% of Adults

- 41% of Adults (March 2019)
- 40% of Adults (September 2016)
What would you say is the main reason you share a news item on the internet?

% Responses Among Those Who Share News Items

- **TO INFORM OTHERS, SHARE INFORMATION, EDUCATE**: 49%
- **IT IS RELEVANT / INTERESTING / IMPORTANT TO ME**: 22%
- **GENERAL (UNSPECIFIED) RELEVANCE / INTEREST / IMPORTANCE**: 30%
- **IT IS RELEVANT / INTERESTING / IMPORTANT TO SOMEONE ELSE**: 19%
- **TO CORRECT FAKE NEWS**: 2%
- **POLITICAL OR NON-POLITICAL HUMOR**: 4%
- **TO ENCOURAGE DEBATE, STIR SOMEONE UP, ARGUE**: 2%
Would you say you sometimes share a news item on the internet to influence others?

% of Responses Among Those Who Share News Items

- March 2019: 63%
- September 2016: 43%
Shared news item to influence others by age and gender

% of Responses Among Those Who Share News Items

- Male 18-49: 55% Yes, 45% No
- Male 50+: 64% Yes, 36% No
- Female 18-49: 72% Yes, 28% No
- Female 50+: 43% Yes, 57% No
When you share a news item on the internet, would you say that most of the people who read the item agree with you?

% Responses Among Those Who Share News Items

- Most readers agree with me: 39% (March 2019), 51% (September 2016)
- I'm not sure: 60% (March 2019), 47% (September 2016)
- Most readers disagree with me: 1% (March 2019), 2% (September 2016)
When you read a news item that someone else has shared with you on the internet, would you say that person usually agrees with you on most issues?

![Bar chart showing the percentage of adults who think most sharers agree, disagree, or are unsure.]

- Most sharers agree with me: 34% (March 2019) vs. 39% (September 2016)
- I'm not sure: 57% (March 2019) vs. 56% (September 2016)
- Most sharers disagree with me: 9% (March 2019) vs. 5% (September 2016)
How many Montanans exchange news on the internet mostly with like-minded people?

% of Responses Among Those Who Share News Items

Does exchange news on the internet mostly with like-minded people

- March 2019: 36%
- September 2016: 36%
Generally speaking, when you read a news item that someone else has shared with you on the internet, would you say that item is?

![Bar chart showing the credibility of news items shared on the internet, with percentages for Absolutely credible, Mostly credible, Somewhat credible, Slightly credible, and Not at all credible for March 2019 and September 2016.]

- Absolutely credible: 3% (March 2019), 3% (September 2016)
- Mostly credible: 24% (March 2019), 15% (September 2016)
- Somewhat credible: 36% (March 2019), 51% (September 2016)
- Slightly credible: 26% (March 2019), 23% (September 2016)
- Not at all credible: 11% (March 2019), 8% (September 2016)

% of Adults
How much have you seen, read or heard about the Greater Montana Foundation?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td>1%</td>
</tr>
<tr>
<td>Some</td>
<td>9%</td>
</tr>
<tr>
<td>Not much</td>
<td>18%</td>
</tr>
<tr>
<td>Nothing at all</td>
<td>72%</td>
</tr>
</tbody>
</table>

March 2019: 72%
September 2016: 70%
Demographics

Gender:
- 50% Male
- 50% Female

Age:
- 29% 18-34
- 22% 35-49
- 22% 50-64
- 27% 65+
Demographics

Educational attainment
- HS diploma or less: 28%
- Some college or AA degree: 34%
- Bachelors degree or more: 38%

Urban or rural
- Outside metro or micropolitan counties: 34%
- Within metro or micropolitan counties: 66%
Demographics

**Political party identification**
- Democrat or leans: 46%
- Independent or something else: 15%
- Republican or leans: 39%

**Registered voter**
- Registered: 90%
- Not registered: 10%
## Political party identification in Montana

### Gender

<table>
<thead>
<tr>
<th>Party</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat or leans</td>
<td>32%</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Independent or other</td>
<td>9%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>Republican or leans</td>
<td>59%</td>
<td>34%</td>
<td>46%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Party</th>
<th>18-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat or leans</td>
<td>44%</td>
<td>32%</td>
<td>33%</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>Independent or other</td>
<td>18%</td>
<td>16%</td>
<td>14%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Republican or leans</td>
<td>38%</td>
<td>52%</td>
<td>53%</td>
<td>42%</td>
<td>46%</td>
</tr>
</tbody>
</table>

100% 100% 100% 100% 100%
## Political party identification in Montana

### Educational attainment

<table>
<thead>
<tr>
<th>Party</th>
<th>HS diploma or less</th>
<th>Some college or AA degree</th>
<th>Bachelors degree or more</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat or leans</td>
<td>41%</td>
<td>26%</td>
<td>53%</td>
<td>39%</td>
</tr>
<tr>
<td>Independent or other</td>
<td>16%</td>
<td>18%</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Republican or leans</td>
<td>43%</td>
<td>56%</td>
<td>36%</td>
<td>46%</td>
</tr>
</tbody>
</table>

### Voter registration

<table>
<thead>
<tr>
<th>Party</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat or leans</td>
<td>41%</td>
<td>28%</td>
<td>39%</td>
</tr>
<tr>
<td>Independent or other</td>
<td>12%</td>
<td>43%</td>
<td>15%</td>
</tr>
<tr>
<td>Republican or leans</td>
<td>47%</td>
<td>29%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Voter registration:

- Democrat or leans: 41% Yes, 28% No, Total: 39%
- Independent or other: 12% Yes, 43% No, Total: 15%
- Republican or leans: 47% Yes, 29% No, Total: 46%
Demographics

Household income

- Under $20,000: 15%
- $20,000-$39,999: 29%
- $40,000-$49,999: 28%
- $50,000-$59,999: 10%
- $60,000 or more: 18%

Ethnicity or race

- White: 95%
- Hispanic: 2%
- American Indian: 1%
- Other: 2%