

**South Dakota Public Broadcasting and
Chiesman Center for Democracy
Statewide Survey**

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I. Executive Summary

In Fall 2020, South Dakota Public Broadcasting (SDPB) partnered with the Chiesman Center for Democracy at the University of South Dakota to conduct a statewide public survey to gather information on public experiences and perspectives. The results of the survey will inform future programming and services to ensure South Dakota Public Broadcasting is meeting the news and information needs of rural communities in South Dakota.

- After collaborating with the Chiesman Center for Democracy to develop the final survey instrument, SDPB sent invitation postcards for an online survey to 64,242 households in 27 strategically chosen communities. These communities were chosen to represent the economic, geographic, and cultural diversity of South Dakota residents. Every residential household in these communities received a postcard with an invitation to complete the survey online. The postcard included a QR code and web address for the survey. All participants were given the possibility of entering a drawing for two \$500 gift cards. After an initial window, the link for the survey was also shared across SDPB's social media platforms.
- The final survey included 49 open and closed-ended questions. From September 10 through October 2, we received 1030 complete responses. The results reported below are for all respondents, unless otherwise indicated. Not all respondents answered every question. While survey respondents are largely representative of the broader community, both women and older individuals are over-represented. This should be kept in mind while interpreting results.
- Respondents are largely positive about their communities and particularly emphasize the people and relationships within their communities. Most respondents also indicate they play an active role in their communities which includes shopping from local businesses and attending community events. Most respondents would like to see more emphasis in their communities on education and the arts. While respondents were generally positive about resources available in their community, American Indians and Alaska Native respondents indicated lower resource availability.
- Despite the effects of Covid-19, respondents were generally positive about their financial situation with just over half reporting their current overall financial situation as good or excellent. However, these concerns varied substantially by region and respondent demographics. Overall, respondents expressed a more negative view of the financial conditions of businesses in their community.
- Respondents were also largely positive about their access to and the affordability of healthcare in their communities. Two-thirds of respondents indicated they were either somewhat or extremely satisfied with their current healthcare options. Despite this satisfaction, a strong majority of respondents supported the expansion of Medicaid and Medicare programs in the state. Healthcare satisfaction and availability also varied with respondents' race and income.

- Respondents were also interested in the news and consume it on a regular basis. Nearly three-quarters of respondents said they consume news at least once a day with most of them consuming news 2-5 times a day. Local TV stations were most frequently chosen as the primary news source, but respondents indicated consumption of a wide variety of sources. SDPB was frequently selected as a source for national and state news.
- The vast majority of respondents find SDPB to be a trustworthy source, especially those that are already current members. Among subgroups, females were more likely to find SDPB trustworthy, as were more liberal respondents.
- Most respondents were concerned about fake news online or other sources of misinformation, though the specific concerns varied by political ideology.
- The vast majority of respondents were registered to vote and had voted in the most recent election. Respondents also engage in a wide array of civic activities in their communities, with voting being the most likely.

II. Methodology

The survey instrument was developed in partnership with the Chiesman Center for Democracy at the University of South Dakota and South Dakota Public Broadcasting. The project supervisor was Dr. Shane Nordyke, the Director of the Chiesman Center. The survey includes 49 open- and close-ended questions. The questions focused on areas such as community structure, economic status, healthcare, news consumption, South Dakota Public Broadcasting, fake news, and voter statistics.

Survey Materials and Procedures

The full survey instrument is provided in Appendix A. The survey information was included on a mailer that was sent to 64,242 households across 27 communities in South Dakota. These communities were chosen to represent the economic, geographic, and cultural diversity of South Dakota residents. Every residential household in these communities received a postcard with an invitation to complete the survey online. The postcard included a QR code and web address for the survey. All participants were given the possibility of entering a drawing for two \$500 gift cards and an additional \$250 gift card. After an initial window, the link for the survey was also shared across SDPB's social media platforms. After the initial mailers were sent out and responses were collected, a social media post was issued by South Dakota Public Broadcasting to encourage participation.

From September 10, 2020 through October 2, 2020, we received 1030 complete responses. The results reported below are for all respondents, unless otherwise indicated. Not all respondents answered every question. While survey respondents are largely representative of the broader community, both women and higher-income individuals are over-represented. This should be kept in mind while interpreting results.

Data Analysis

The internet survey was implemented in Qualtrics, a popular internet survey platform. Once the survey was closed, we analyzed the quantitative and qualitative data. Emphasis was placed on the relationships between issues relating to:

- community structure
- economic status
- healthcare
- news consumption
- South Dakota Public Broadcasting membership
- fake news
- voting behavior

After cleaning the data, we calculated descriptive statistics, created visualizations and identified meaningful patterns within the data using Qualtrics and Microsoft Excel.

Quantitative Data

The quantitative data for this survey was sorted and cleaned using Microsoft Excel. The quantitative responses were analyzed by question and by relation to other questions within the survey. The data set includes all responses from each respondent of the survey. Each respondent was kept anonymous but was given an identification number in order to ensure cross-referencing between quantitative responses was held intact.

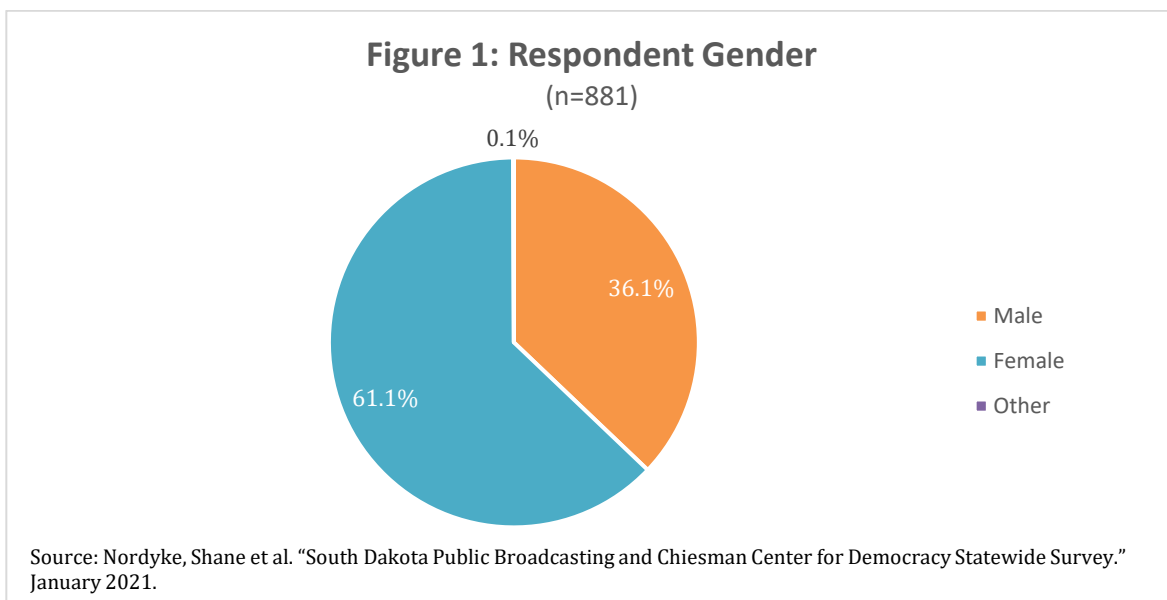
Qualitative Data

The qualitative data for this survey was separated into the responses for each question. The qualitative responses were then sorted by theme for each question to identify trends in the responses. This work was done in order to keep the integrity of the original responses and identify overarching concepts rural South Dakotans consider important. Responses were also sorted separately from themes and kept with their original identification numbers to enable cross-referencing between qualitative responses.

III. Survey Results

Demographic Breakdown

This section includes demographic information about survey respondents. When possible, this information is compared to analogous census estimates for South Dakota.¹ First, we asked respondents to provide their gender. As can be seen in Figure 1, 61.1% of respondents were female and 36.1% were male. 2019 estimates for gender in South Dakota indicate a roughly equal split with 49.5% of residents as female. This indicates that women are overrepresented in our sample. While this is common for public surveys, it needs to be kept in mind when interpreting the results. Notable differences between male and female responses will be noted when appropriate.



Next, respondents were asked about their racial identity. Specifically, they were asked to select one or more races that they considered themselves to be. As can be seen in Table 1, a strong majority of respondents 88.1% identified themselves as “White”, 5.7% identified themselves as “American Indian or Alaska Native”, and 5.7% identified themselves as “Other.” There is a slight overrepresentation of whites in our survey and a sizable underrepresentation of American Indian or Alaska Natives when compared to census estimates, but overall, the sample is representative of South Dakotans along racial lines.

¹ All census estimates are for 2019 from census.gov South Dakota Quick Facts.

Table 1: Respondent and SD Population Race (n=912)

Race	Survey Sample	South Dakota Population²
American Indian or Alaska Native	5.7%	9.0%
Asian	0.6%	1.5%
Black or African American	0.4%	2.3%
Native Hawaiian or Pacific Islander	0.3%	0.1%
Other	5.7%	6.7% ³
White	88.1%	84.6%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Next, we asked respondents to report the year they were born, so we could calculate respondent age. The average respondent age was 57.8 years old. Table 2 provides a full breakdown of age by category and comparison to census estimates. Notably, both the 60-69 years old and 70-79 years old categories are substantially overrepresented in our sample. While this is common for public surveys, it should be taken into consideration when interpreting results.

Table 2: Respondent and SD Population Age (n=1743)

Age Category	Survey Sample	South Dakota Population
18-19	0.2%	-- ⁴
20-29	4.3%	17.8%
30-39	11.3%	14.9%
40-49	12.0%	16.6%
50-59	17.6%	17.1%
60-69	31.9%	9.9%
70-79	18.5%	5.9%
80+	4.3%	9.9%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

² It is important to note that the Census requires respondents to choose only one category, whereas our survey allowed respondents to choose multiple.

³ Census categories do not include an "Other" option; this figure is the total for "Two or More Races" and "Hispanic or Latino."

⁴ Data only reported for the 10-19 category.

Respondents were also asked to provide their zip code, so we could assess geographic representation within our sample. We then coded each zip code to one of the 7 areas illustrated in Figure 2. These areas were established to roughly approximate SDPB broadcast areas. Table 3 provides the percent of responses from each region. While no analogous population data was available for comparison, every region was represented within the results. Regions with lower respondent percentages are also less densely populated areas of the state.

Figure 2: Geographic Regions

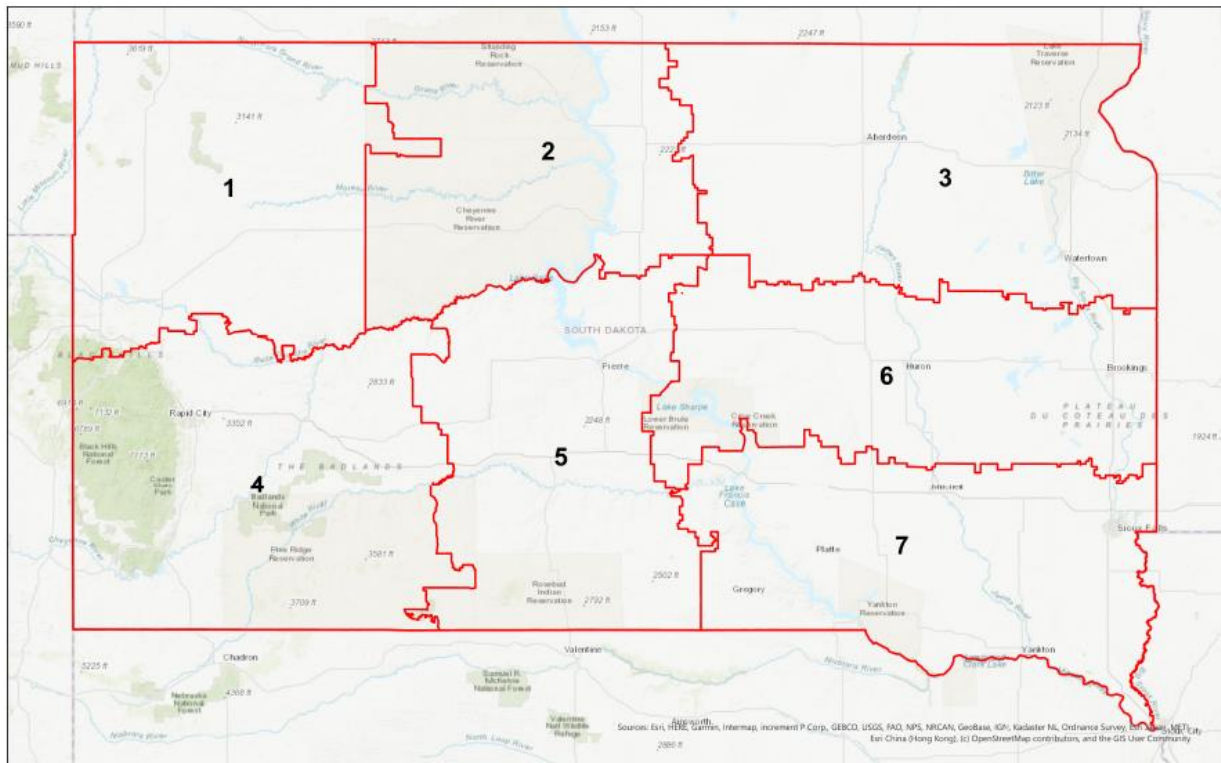
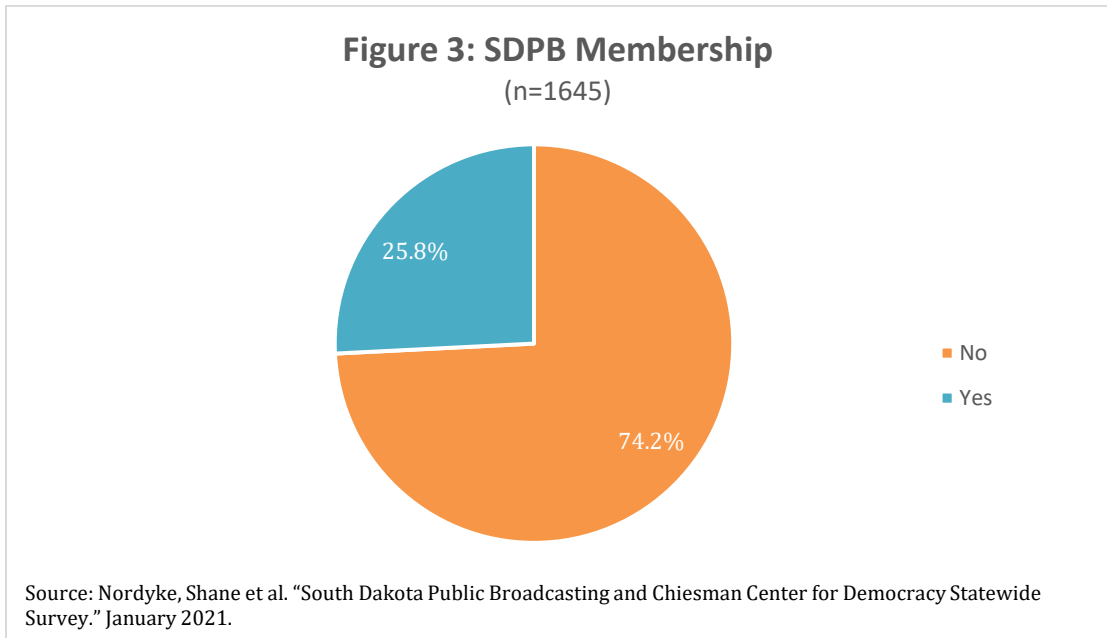


Table 3: Respondent Region (n=874)

Region	% of Respondents
1	16.7%
2	3.0%
3	18.5%
4	14.5%
5	5.8%
6	9.5%
7	32.0%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey," January 2021.

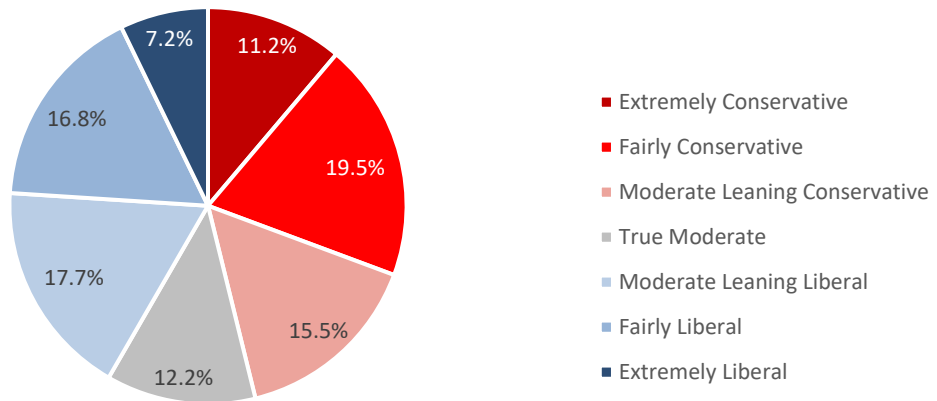
To ensure that the survey reached beyond SDPB members, we also asked respondents whether they were current members of SDPB. As is shown in Figure 3, 74.2% of survey respondents indicated they were not current members of SDPB. This reassures us that our results are representative of the wider population, rather than just SDPB members.



Next, we asked respondents to report their political ideology. Specifically, respondents were asked, "Where would you place yourself on this political ideology scale?" The 7-point scale ranged from extremely conservative to extremely liberal. As is illustrated in Figure 4, the two largest categories were "Fairly Conservative" (19.51%) and "Moderate Leaning Liberal" (17.72%). However, the breakdown of political ideology is almost uniform across all options. This runs contrary to expectations that South Dakota is a "Red State". While political ideology is not synonymous with political party, voter registrations in South Dakota in the last general election indicated 48.0% of South Dakotans were registered Republican, 27.4% were registered Democrat and 23.9% were registered Independent.⁵

⁵ SD Secretary of State Voter Registration Tracking: <https://sdsos.gov/elections-voting/upcoming-elections/voter-registration-totals/voter-registration-comparison-table.aspx>

Figure 4: Respondent Political Ideology
(n=871)



Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Finally, we asked respondents to report on their income by category. As can be seen in Figure 5, incomes had a relatively normal distribution. (The spike for the \$100,000 to \$149,999 category is due to the larger category window). Table 4 provides the full breakdown of responses including category percentages as well as cumulative percentages. Using this information, we calculated a weighted mean income of \$70,368. While census data for South Dakota does not provide an estimated mean income, it does provide an estimated median income for the 2015-2019 period of \$58,275. Utilizing the cumulative percentages provided in Table 4, the median (or 50th percentile) of our sample would fall in the \$60,000-\$69,999 category. Collectively, this suggests that higher-income individuals are slightly over-represented in our sample, but it is fairly representative of the South Dakota population.

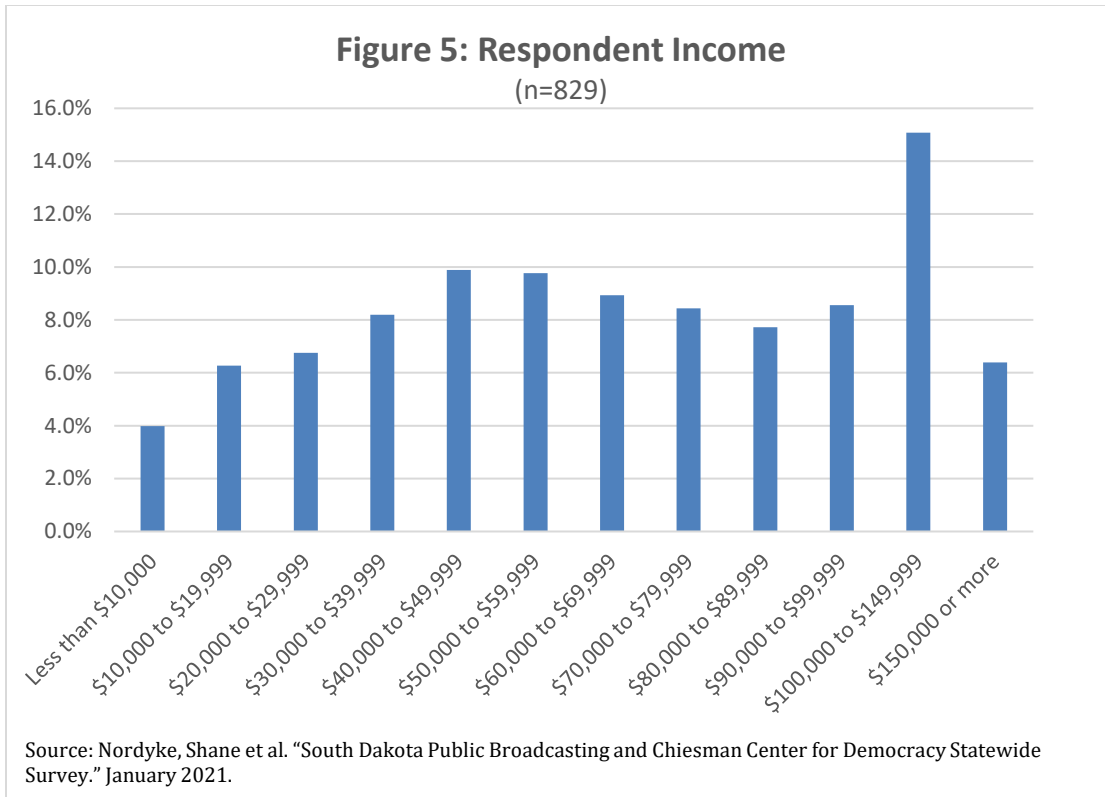


Table 4: Respondent Income by Category (n=829)

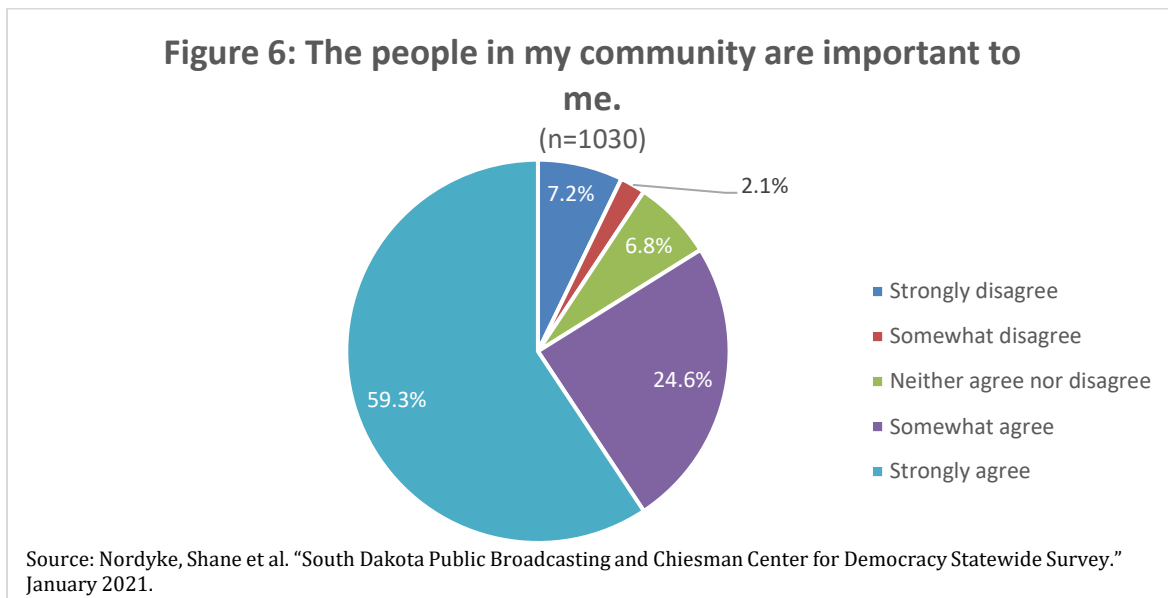
Income Category	Percent	Cumulative Percent
Less than \$10,000	4.0%	4.0%
\$10,000 to \$19,999	6.3%	10.3%
\$20,000 to \$29,999	6.8%	17.0%
\$30,000 to \$39,999	8.2%	25.2%
\$40,000 to \$49,999	9.9%	35.1%
\$50,000 to \$59,999	9.8%	44.9%
\$60,000 to \$69,999	8.9%	53.8%
\$70,000 to \$79,999	8.4%	62.2%
\$80,000 to \$89,999	7.7%	70.0%
\$90,000 to \$99,999	8.6%	78.5%
\$100,000 to \$149,999	15.1%	93.6%
\$150,000 or more	6.4%	100.0%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Community

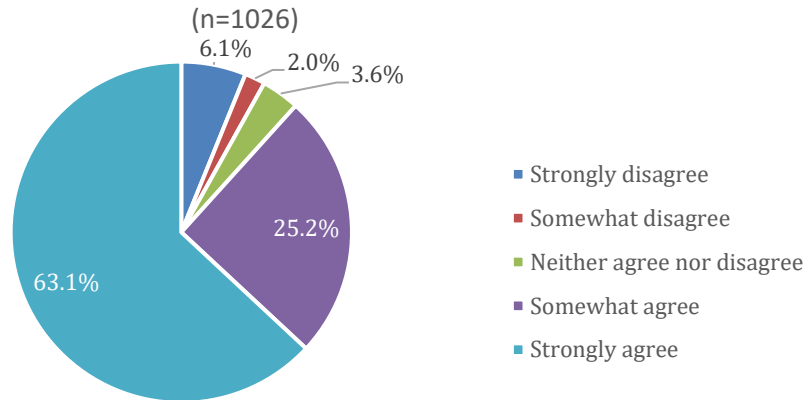
Respondents were next asked a variety of questions about their community. This section includes information about the experiences and perspectives of rural communities in South Dakota. It also includes information about individual community engagement and service availability. Across the board, South Dakotans have positive views of their communities. In every category we asked about, the majority of participants responded favorably.

First respondents were asked the extent to which they agreed with the statement, “The people in my community are important to me.” As can be seen in Figure 6, a strong majority (59.3%) answered, “Strongly agree” and another 24.5% answered, “Somewhat agree.”



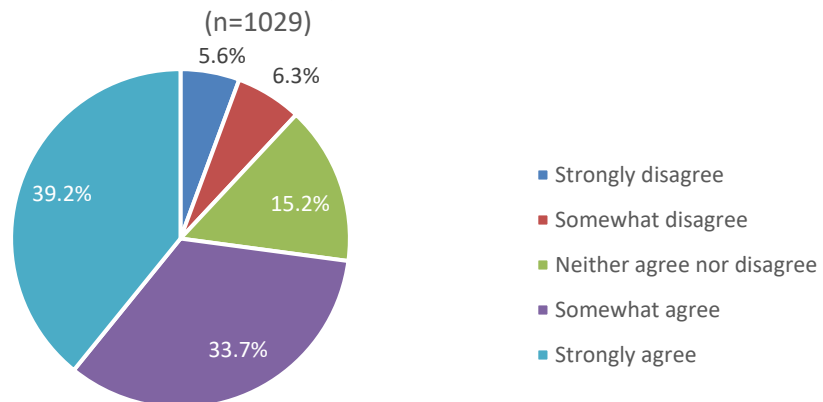
Similarly, when respondents were asked about businesses in their community, an overwhelming majority (88.3%) agreed that the businesses in their community were important to them (Figure 7). When asked an analogous question about political institutions, the majority was slightly smaller at 72.9% (Figure 8).

Figure 7: The businesses in my community are important to me.



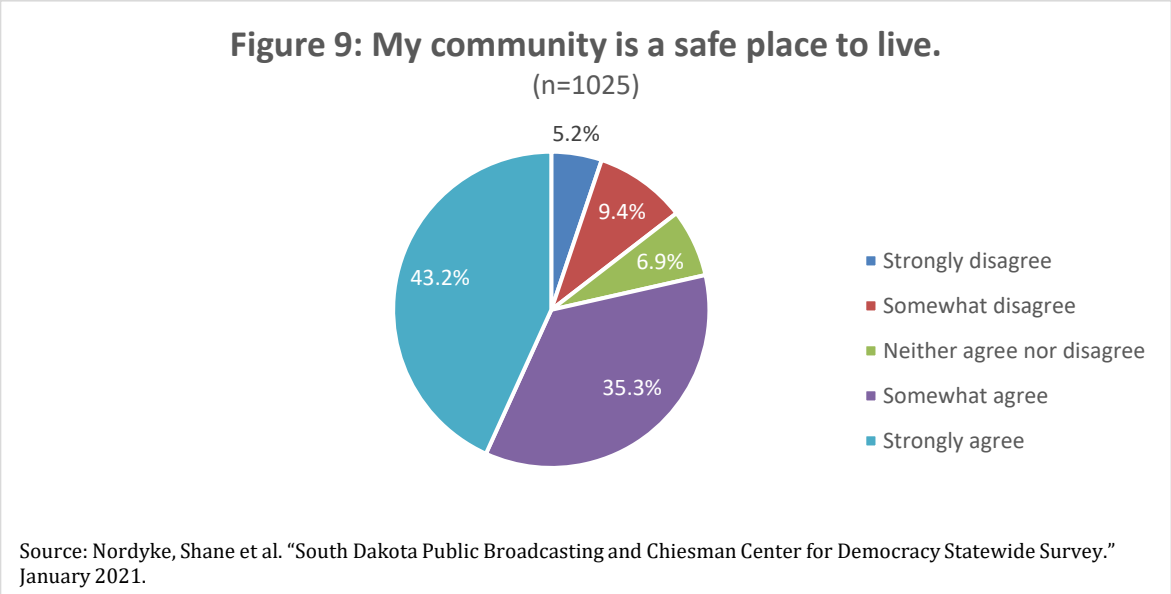
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Figure 8: I care about the political institutions in my community.



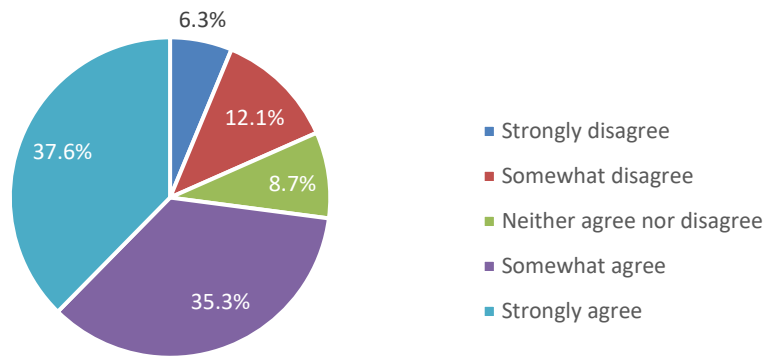
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Next, respondents were asked about their perceptions of safety in their communities. As illustrated in Figure 9, a strong majority (78.5%) either agreed or strongly agreed that their community was a safe place to live.



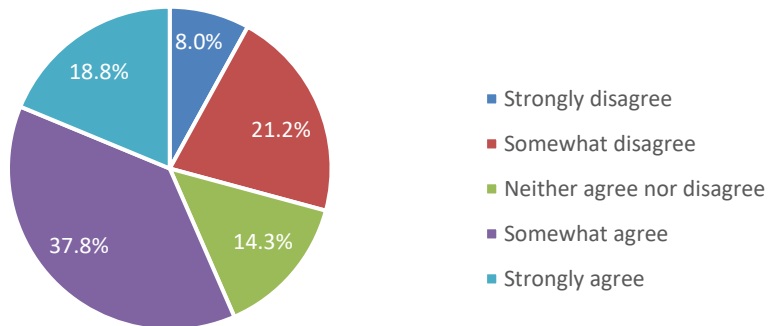
Survey respondents were then asked about the future of their communities. As can be seen in Figure 10, most respondents were happy with the direction their community was moving, although 30.2% indicated disagreement. When asked if they were hopeful about their community’s future 72.9% either agreed or strongly agreed they were (Figure 11). Taken together, these responses suggest that South Dakotans care about and have positive perceptions of their communities.

Figure 11: In general, I am hopeful about my community's future.
(n=1023)



Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Figure 10: In general, I am happy about the direction my community is moving.
(n=1024)



Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

The overall satisfaction with their communities may lead to greater community involvement. As can be seen in Table 5, when asked about ways in which they were likely to be involved in their communities, strong majorities indicated they were engaged with their community by shopping from local businesses and restaurants (94.8%), voting in local elections (92.2%), and staying informed about local politics and events (83.4%). In addition, a majority of respondents indicated they were also likely to donate money to local causes and non-profits (69.1%), attend community events (69.1%), and engage with their neighbors about issues in the community (58.1%). Only a small fraction of respondents indicated that they were likely to organize or participate in a protest (12.7%) or hold a local public office (6.5%).

Shop from local businesses and restaurants	94.8%
Vote in local elections	92.2%
Stay informed about local politics and events	83.4%
Donate money to local causes and non-profits	69.1%
Attend community events	69.1%
Engage with my neighbors about issues in the community	58.1%
Volunteer for local non-profit organizations	49.8%
Contact my elected officials	44.1%
Organize or participate in community groups	38.1%
Serve on a community board	23.1%
Attend city council or county commission meetings	21.4%
Organize or participate in protests	12.7%
Hold a local public office	6.5%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.	

Next, we asked respondents about particular resources within their community. First, we asked about the planning and allocation of resources across a broad array of sectors. Respondents could indicate that there was "Not enough emphasis," "Just the right amount of emphasis", or "Too much emphasis." Table 6 provides the full results. A majority of respondents indicated that just the right amount of emphasis was placed on Agriculture & Ranching (52.1%) and Outdoor Recreation (59.3%) in their communities. A slight majority of respondents (50.3%) indicated that there was not enough emphasis on Education in their communities and almost half of respondents indicated the same for The Arts (49.8%), Community History and Culture (47.0%), and Economic Progress (45.1%). There were no sectors where a sizable portion of respondents indicated their communities placed too much emphasis.

Table 6: Planning and Allocation of Resources. (n=1026)

	Not enough emphasis	Just the right amount of emphasis	Too much emphasis	Don't know/Unsure
Agriculture & Ranching	23.1%	52.1%	14.3%	10.4%
The Arts	49.8%	36.9%	6.9%	6.3%
Community Events	29.9%	62.4%	3.2%	4.4%
Community History & Culture	47.0%	45.3%	1.9%	5.9%
Economic Progress	45.1%	38.6%	9.6%	6.7%
Education	50.3%	42.5%	3.4%	3.7%
Entertainment	36.4%	48.5%	9.1%	6.0%
Healthcare	42.0%	49.1%	4.1%	4.8%
Outdoor Recreation	31.6%	59.3%	6.2%	2.9%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Then we asked respondents about the availability of specific services near their community. As can be seen in Table 7, most respondents indicated they did have these services in their communities. However, it is worth noting that when reported separately, American Indian or Alaska Native Respondents reported lower availability across all services with the exception of preschool provided through a K-12 school system.

Table 7: Community Resource Availability (n=904)

	All respondents	American Indian or Alaska Native Respondents
A medical clinic	94.60%	84.62%
A hospital	83.89%	71.15%
A long term care facility such as a nursing home	89.29%	67.31%
Access to specialized health care (either face to face or telehealth)	73.28%	44.23%
A K-12 school system	98.13%	98.08%
Library	94.30%	73.08%
Daycare/childcare programs	91.16%	88.46%
Preschool through a church or religious organization	70.14%	53.85%
Preschool through a K-12 school system	69.94%	75.00%
Private preschool center	51.96%	32.69%
In-home preschool	40.37%	32.69%
A public park	96.37%	84.62%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Respondents were also asked several open-ended questions which allowed them to elaborate on their experience in their communities. Using a qualitative analysis approach, we coded each of these responses based on their content. Our summary of these questions provides a general description of the theme identified, the number of responses which embodied this theme, and a direct quote from a respondent to illustrate the type of comments that were coded for each category. First, we asked respondents, “What does your community mean to you?” Table 8 provides a comprehensive summary of these responses. Most frequently, respondents provided positive affirmations associated with the connections with and support from the people in their communities. Many other respondents also described their community as a safe and secure place to raise a family and a place where they feel like they belong.

Table 8: Community Meaning (n=745)

Category	Number of Responses	Illustrative Quote
Positive interactions, connection, and support	197	“My community means a group of people who may not agree on every issue, but always go out of their way to make sure other members of the community are safe, healthy, mental stable, and thriving.”
Safety and Security	124	“It’s a safe place to raise my family. That provides enjoyment and support.”
Sense of belonging and home	121	“The logical extension of each household that make up our community. It reflects the good, the bad and the ugly.”
Generally Positive	81	“My community means quiet a lot, it is a beautiful place to be a part of.”
Pride and Personal Identity/History	55	“It’s the roots of which we grow from.”
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.		

We also asked respondents to highlight important stories from their community. When asked specifically about the stories within their community that they think are important for people

inside their community to hear, respondents focused on the culture and history of their community, as well as positive things members of their community were doing. Many others also wanted to see more stories about specific institutions and the Native American perspective and history in their communities. A full summary of these comments is provided in Table 9.

Table 9: Community Stories for those INSIDE the Community (n=725)

Category	Number of Responses	Illustrative Quote
Culture & History	177	“The history of our community and the citizens who settled here and formed this community. History repeats itself and we must learn from our mistakes. We love to keep some of our old traditions.”
Community members and collaboration	142	“Local interest, unique things people are doing. For example artists, handcrafts, organizers doing great things for the community.”
Political and Economic	93	“That economic development is UP TO EACH ONE OF US. Nationally and even local government cannot do it; so we need to fight complacency or apathy and participate.”
Institutions (healthcare, education, etc)	77	“How Scotchman Industries was started. The development of the hospital and nursing home, and the school system.”
Community diversity and indigenous history/perspectives	58	“The Native perspective is always ignored, lost, or forgotten. Our tribal history and current existence are a part of the SD experience and should be valued.”
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.		

We then asked a similar question about what stories about their community they thought were important for people **outside** of their community to hear? The responses tended to be similar

focusing on specific community members or collaborations within their community. Respondents were especially interested in positive stories about what was going well, or specific things people could do in their community. A full summary of these comments is provided in Table 10.

Table 10: Community Stories for those OUTSIDE the Community (n=690)

Category	Number of Responses	Illustrative Quote
Community members, collaboration, and involvement	138	“This community is full of selfless people, and they always support each other, not just through difficult times.”
Overall Community Success, Opportunities, and Living Environment	103	“Stories about the good things happening here. Stories that may make others want to visit and maybe to inspire them to try some of our ideas for their own communities.”
History and Culture	90	“I always think our history is important, especially with a growing number of residents who did not grow up here. Our museum, for one does a good job of that. What I believe is increasingly important in these times are stories about the richness brought to our community by those whose backgrounds and cultures are different.”
Institutions (healthcare, education, etc) and Attractions	82	“I think, in addition to the Over Museum, we have several organizations that take care to preserve the history of our city and state. We present programs and sponsor events to keep this information available and interesting.”
Activities, Events, and Recreation	75	“That our community is a river town and that it is big for camping, fishing and swimming.”
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.		

We also asked respondents specifically about the activities they were most likely to engage in for fun, recreation, and growth. A large proportion of respondents mentioned outdoor recreation activities such as biking, horseback riding, fishing, or camping. This group is even larger when we consider respondents that just mentioned specific subcategories such as hunting, water activities, or parks. This is not surprising given the abundance of outdoor opportunities in South Dakota. A sizable portion also mentioned activities related to the arts such as community theater and concerts. A full summary of these comments is provided in Table 11.

Table 11: Activities for Fun, Recreation, and Growth (n=812)

Category	Number of Responses	Illustrative Quote
Outdoor Recreation (Hiking, Walking, Biking)	552	“bike riding, horseback riding, dog walking, running, swimming, enjoy the river, fishing, camping etc...”
Community Theater and Arts	299	“Concerts at NSU and going to community theater events”
Institutional Activities and Entertainment (shopping, bowling, eating)	231	“class reunions and various Independence Day events (a week-long celebration)”
Hunting and Fishing	190	“Outdoorsy stuff, hunting, fishing, camping, hiking, etcetera”
Water Activities	106	“We like water sports like skiing and scuba and hunting and fishing...”
Reading, Learning, and Library	78	“Literary clubs/library, retirement/senior activities, theater, concerts, coffee houses, university public lectures”
Sporting Events	71	“Local sports watching. Gambling”
Camping	51	“Since we have retired, I guess our activities in include going for walks, gardening, keeping up with the yard work and camping at the river.”
Parks and Outdoor Spaces	48	“Well I used to enjoy going to parks a lot. But it is not as enjoyable with all the parks being replaced with ones made for smaller children.”
Spending Time with Friends and Family	31	“Playing cards with friends and our suppers in the park during the summers!”
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.		

We also asked respondents about how and where they engage in literature, arts, and music in their community. They provided a wide array of responses which illustrate a diverse and vibrant culture within South Dakota communities though 83 respondents did indicate they go outside of their communities for these activities because they are not available locally. A full summary of these comments is provided in Table 12.

Table 12: Arts and Literary Activities (n=1327)

Category	Number of Responses	Illustrative Quote
Library, Reading Programs, and Story Programs	293	"Great library with many programs and activities."
Theater (movies, plays), Concerts, and Event Centers	285	"Washington Pavilion, Levitt Shell. Jazz fest"
Community Events/Gathering Places and Schools	237	"Movie theater, drive inn theater, library community room in Courthouse"
Museums/Galleries and Local Art	201	"SDSU Ag Heritage museum programs"
No Involvement or Involved Outside the Community	83	"I go outside of the community for that, because I am not aware of such activities going on in my community."
Personal Clubs and Projects	81	"I belong to a book club, OLLI, One Book South Dakota at the library and am in charge of scheduling events at the Over so I attend all of those, the Historical Society events, plays and concerts."
Downtown and Parks (events, concerts, etc.)	54	"Thursday nights in the park" are a community event I have enjoyed"
Home/Independently (reading, TV, internet, etc.)	52	"All at home through books or the internet"
Church	41	"Church bible study. We drive 70 miles for other cultural activities."

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Finally, we asked respondents about what they felt was the best part of their community and what, if anything, would cause them to leave. When talking about the best part of their community, people and relationships were by far the most frequent responses. This was followed by specific places respondents liked to visit and the overall lifestyle they enjoyed within their communities. When asked about why they might leave, respondents mentioned an intolerant political environment and employment needs, though many respondents said nothing would cause them to leave their community. A full summary of these comments is provided in Tables 13 and 14.

Table 13: Best Part of the Community (n=776)

Category	Number of Responses	Illustrative Quote
People, Camaraderie, and Relationships	367	“By far - the people. Everything that happens is because of our people who are willing to step up and make things happen.”
Institutions	130	“Not sure, but I do love things like the Washington Pavilion, South Dakota Symphony, Community Playhouse, Worthing Dinner Theatre a short distance away and all the sports activities and music events available at the Denny Center.”
Community Environment/Location and Lifestyle	127	“Usually the weather and ability to be outdoors. Even in winter with lots of snowshoeing opportunities. Spearfish Creek is 2 block from my home.”
Activities and Entertainment	54	“recreational activities, fishing, swimming, boating, hunting”
Size	50	“I like the smallness of the community and the fact that I know so many people.”
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.		

Table 14: Reasons they might leave (n=789)

Category	Number of Responses	Illustrative Quote
Politics	119	"A political environment that becomes too intolerant of others."
Employment and Opportunities	110	"If I got a job elsewhere, I would have to leave, but it would be very reluctantly."
Wouldn't Leave	104	"Not a thing. I have advanced directives & my out-of-state family understands how this is best for me and them."
Crime and Safety	98	"Feeling unsafe. I have very seriously thought about moving from rapid because of crime."
Move Closer to Family	93	"Move closer to family as we age. Right now, our neighbors don't want us to leave."

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Economic Status

In this section, respondents were asked a few questions about their current economic situation and specifically about the effects of Covid-19. First, we asked respondents to rate their household’s current overall financial situation on a scale from Terrible to Excellent. As illustrated in Figure 12, the financial situation of South Dakotans varies substantially. Just over half of respondents (50.3%) indicate that they are doing good or excellent. Another 36.4% indicate their overall financial situation is average. It is worth noting these are self-reported evaluations and individual’s perspectives of their financial situation will vary. It is also worth noting that responses varied substantially by respondent race. While 13.7% of White respondents indicated they were in an excellent financial situation, no respondents that identified as Black/African American or American Indian/Alaska Native indicated their situation was excellent. Situations also vary by region; Table 15 provides a breakdown of current financial situation by region. (Please refer back to Figure 2 for a map of geographic regions).

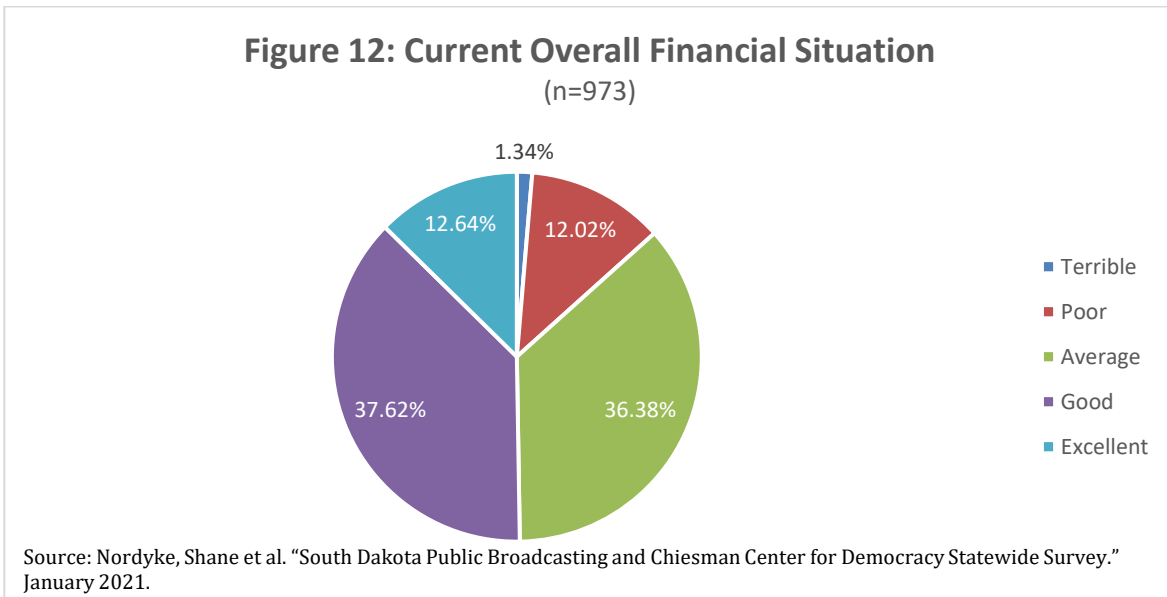
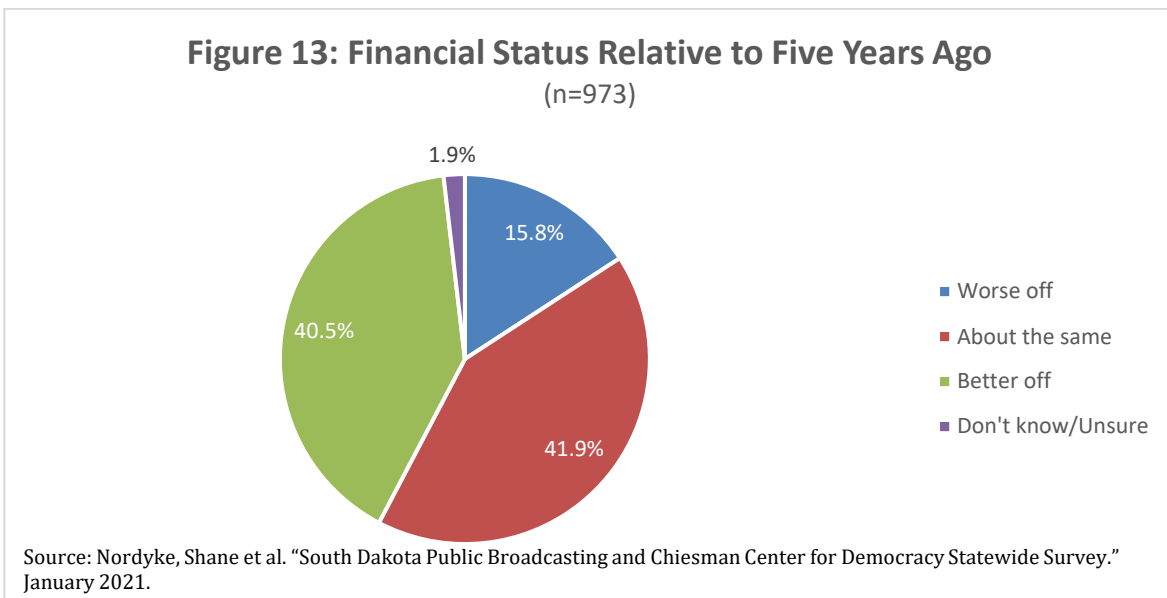


Table 15: Economic Status by Region (n=973)

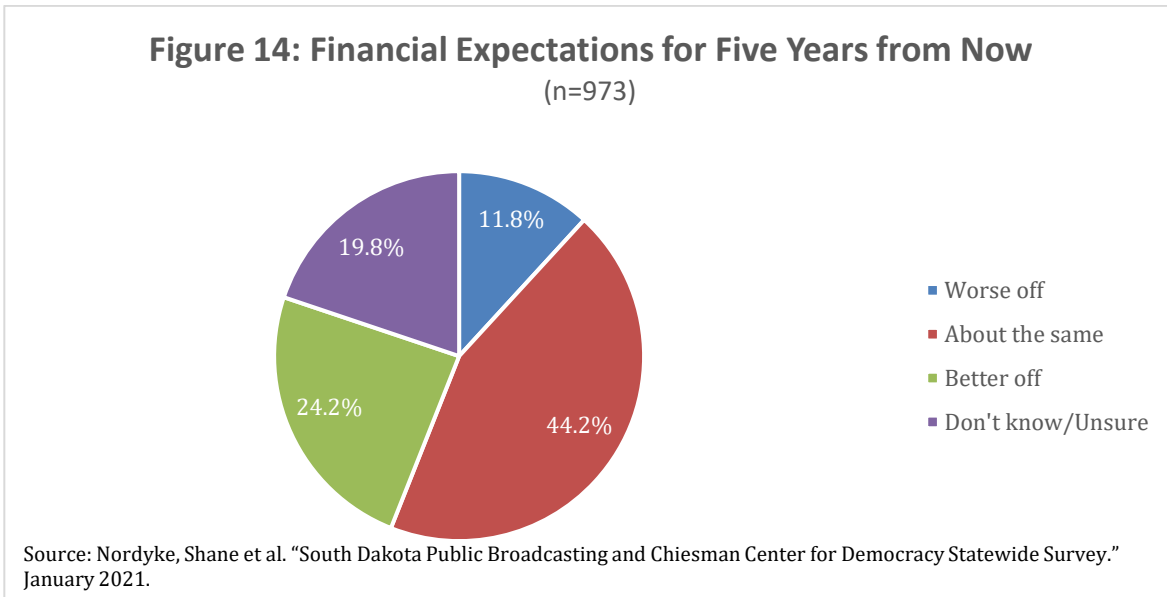
Region	Terrible	Poor	Average	Good	Excellent
1	0.0%	15.6%	37.4%	35.4%	11.6%
2	3.8%	3.8%	38.5%	38.5%	15.4%
3	0.6%	11.9%	32.5%	44.4%	10.6%
4	3.2%	10.3%	31.7%	44.4%	10.3%
5	4.0%	14.0%	40.0%	36.0%	6.0%
6	0.0%	9.9%	37.0%	39.5%	13.6%
7	1.1%	11.3%	34.3%	35.0%	18.2%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Respondents were also asked if they and their family living with them were better off, about the same, or worse off financially than they were five years ago. As can be seen in Figure 13, 40.5% of respondents indicated they are better off compared to their financial situation five years ago, and 41.9% indicated they were about the same. Only 15.8% of respondents indicated they were financially worse now compared to five years ago. However, 25% of those indicating they were American Indian or Alaska Native reported being worse off. Likewise, lower income respondents (those earning less than \$50,000 a year) were more likely to indicate they were financially worse off than five years ago. Partisan ideologies may have also influenced respondent perspectives. While 62.6% of extremely conservative respondents indicated they were better off, only 30.4% of extremely liberal respondents said the same.



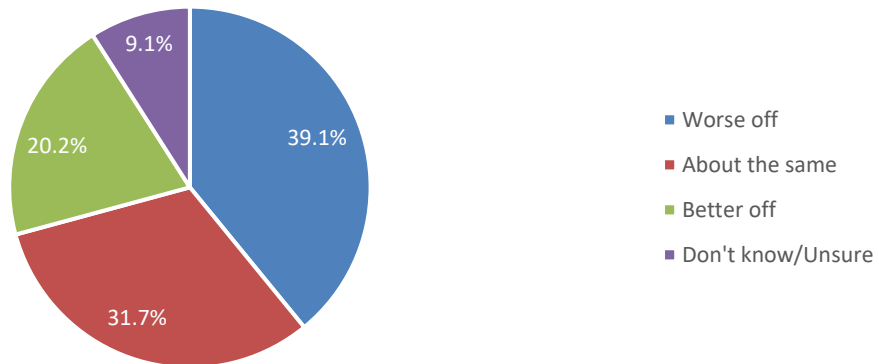
In contrast to the previous question, respondents were then asked to report their expectations for the next five years. Specifically, they were asked, “Now looking ahead, do you think that five years from now, you (and your family living with you) will be better off, about the same, or worse off financially?” As is illustrated in Figure 14, a plurality of respondents (44.2%) said that they would be doing “About the same.” This number is about the same as the previous question. However, there were higher levels of uncertainty indicated by the 19.8% that indicated they did not know or were unsure about their financial future.



In addition to their personal financial situation, we also asked respondents about business conditions in their community. These perspectives were substantially less positive. Using the same reference point of five years ago, we asked respondents how they would rate their economic condition of businesses in the community. As can be seen in Figure 15, a plurality of voters (39.1%) indicated they were worse off; however, 20.2% of respondents did say business conditions in their community were better off than five years ago. Respondents were slightly more optimistic about their expectations for businesses five years from now, though 24.1% chose “Don’t know/Unsure,” indicating a higher level of uncertainty (Figure 16).

Figure 15: Business Conditions Relative to Five Years Ago

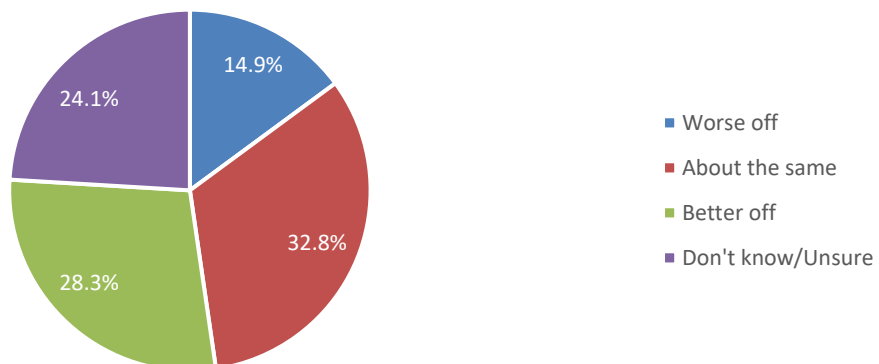
(n=972)



Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.

Figure 16: Business Expectations for Five Years from Now

(n=973)



Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.

We also asked respondents to indicate their level of agreement with several statements focused specifically on the impact of Covid-19 on their personal and community finances. Table 16 provides a full summary of these results. A strong majority of respondents (79.5%) either agreed or strongly agreed that Covid-19 has worsened the financial situation for businesses in their community, and a slightly smaller majority (63.9%) indicated that Covid-19 has increased their anxiety about their community's financial situation.

Table 16: Financial Effects of Covid-19 (n=974)

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Covid-19 has worsened my personal financial situation	20.2%	15.4%	30.3%	22.7%	11.4%
Covid-19 has worsened the financial situation for businesses in my community.	5.3%	7.6%	7.5%	37.9%	41.6%
Covid-19 has increased my anxiety about my personal financial situation.	15.5%	11.3%	24.2%	31.3%	17.8%
Covid-19 has increased my anxiety about my community's financial situation.	7.1%	9.5%	19.5%	38.2%	25.7%
I was anxious about my personal financial future before Covid-19	27.7%	20.8%	22.5%	22.0%	7.0%
I was anxious about my community's financial future before Covid-19.	24.8%	21.4%	27.9%	20.4%	5.6%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.					

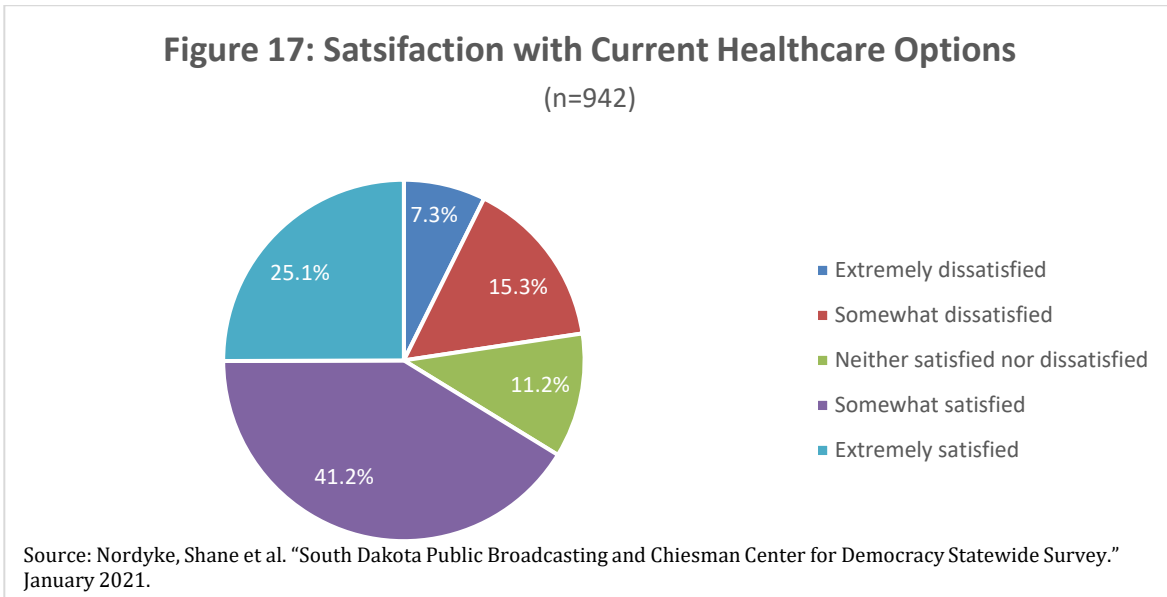
Healthcare

Next, we asked respondents several questions about the availability and quality of healthcare services in their South Dakota communities. Respondents were asked to indicate their level of agreement with several statements regarding healthcare in South Dakota. These results, which are summarized in Table 17, indicate that respondents have largely favorable perceptions of healthcare in their communities. Strong majorities either agree or strongly agree they have access and are able to afford quality medical care. Levels of agreement decreased though when we asked about mental health services or elder care. Responses also varied by region, when asked about access to good quality medical care, respondents in Region 2 and 5 were more likely to disagree (30.8% and 22% respectively). Respondents that identified as American Indian or Alaska Native were also more likely to disagree that they had access or were able to afford good quality medical care. Similarly, there was greater disagreement within lower-income respondents. (Full tables for these further breakdowns are available in Appendix C).

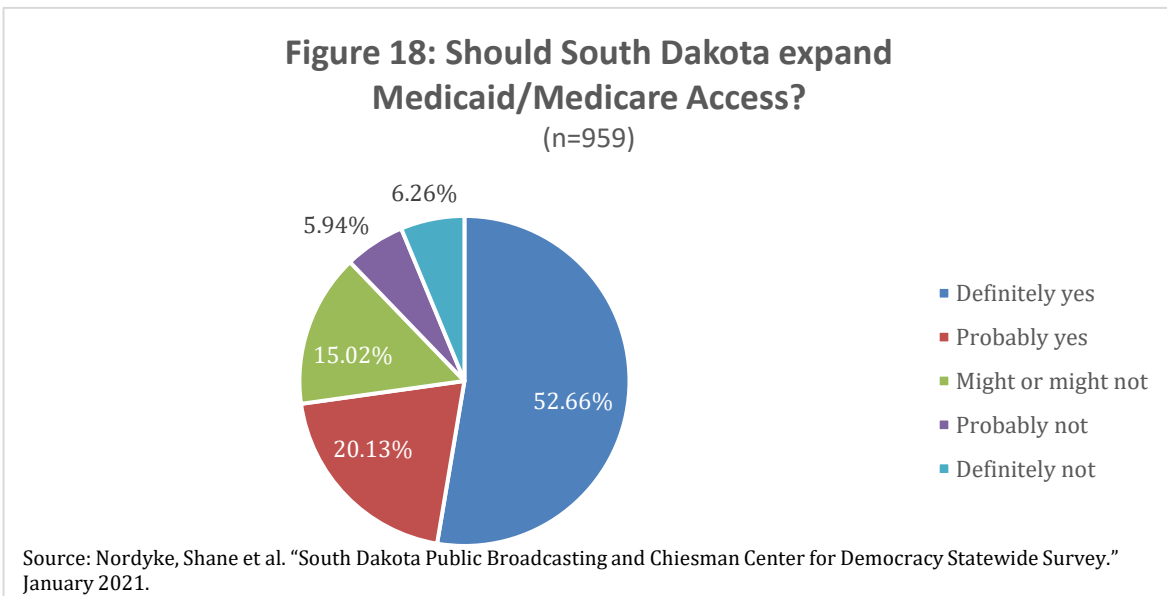
Table 17: Respondent Perspectives on Healthcare (n=958)

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I have access to good quality medical care.	6.0%	9.3%	7.2%	37.1%	40.5%
I am able to afford good quality medical care.	11.8%	14.1%	8.7%	34.6%	30.8%
I have access to good quality mental health services.	9.6%	15.2%	32.5%	23.0%	19.7%
I am able to afford good quality mental health services.	12.6%	13.6%	31.7%	23.4%	18.7%
I have access to good quality long term or elder care.	10.7%	12.7%	26.4%	30.3%	20.0%
I am able to afford good quality long term or elder care.	27.4%	18.0%	28.5%	16.5%	9.6%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.					

We also asked respondents to summarize their overall satisfaction the current healthcare options in their community. As can be seen in Figure 17, most respondents (66.3%) indicated they were either somewhat or extremely satisfied with their current options.



Finally, we asked respondents whether they would support the State of South Dakota expanding Medicaid and Medicare access as this has been an important political question in recent years. As is illustrated in Figure 18, a majority of respondents (52.7%) said "definitely yes" with another 20.1 % answering "probably yes." This was a surprising finding given the political resistance to Medicaid and Medicare expansion in South Dakota.



While respondents overall were in favor of the expansion of Medicaid and Medicare, there were important differences between subgroups. Female respondents were more likely to say yes than male respondents (77.0% to 65.5%). Unsurprisingly, respondents who reported being more liberal in their political ideology were also more likely to favor Medicaid/Medicare expansion. As is indicated in Table 18, while 97.1% of those that identified as extremely liberal support expansion, only 30.8% of those that identify as extremely conservative support expansion.

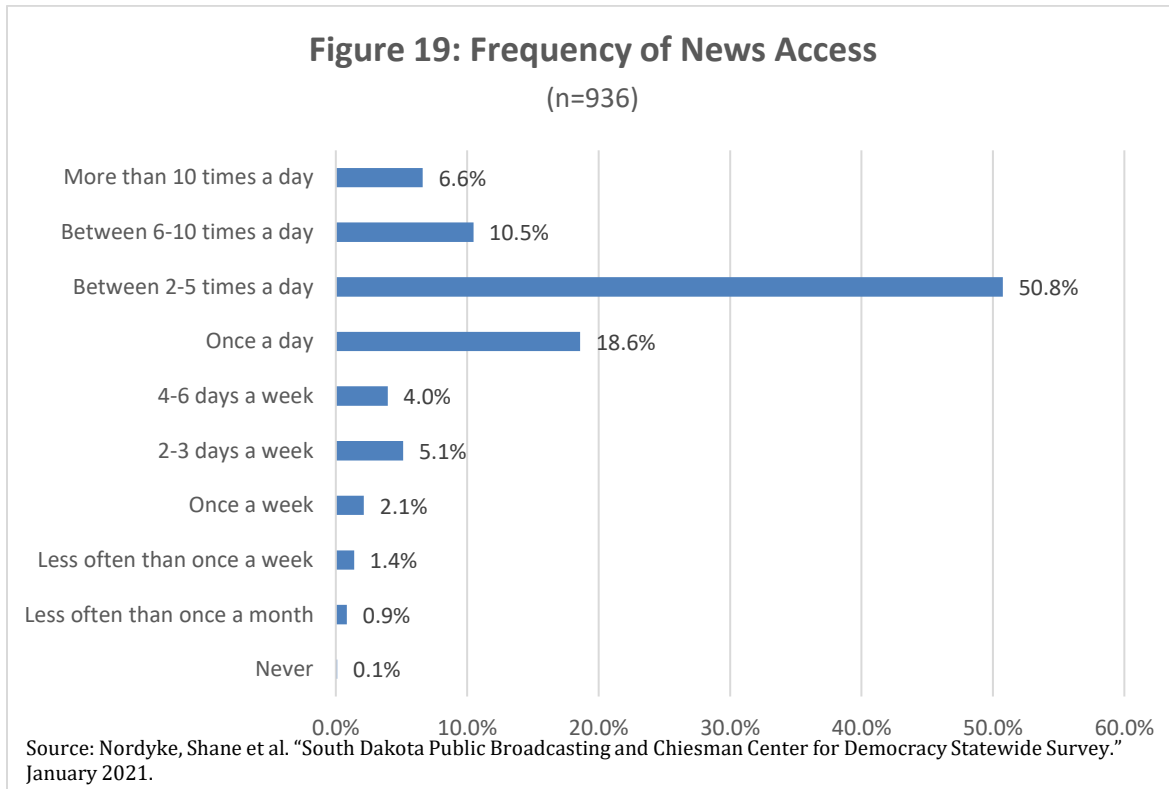
Table 18: Support for Medicaid/Medicare Expansion by Respondent Political Ideology (n=959)

	Extremely	Fairly	Moderate Leaning	True Moderate	Moderate Leaning	Fairly	Extremely
	Conservative				Liberal		
Definitely yes	14.3%	20.7%	29.6%	58.1%	74.7%	85.3%	95.7%
Probably yes	16.5%	27.2%	30.4%	26.7%	20.1%	10.9%	1.5%
Might or might not	30.8%	27.2%	23.2%	12.4%	3.9%	3.9%	0.0%
Probably not	11.0%	13.0%	12.0%	1.9%	1.3%	0.0%	1.5%
Definitely not	27.5%	11.8%	4.8%	1.0%	0.0%	0.0%	1.5%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

News Consumption

This section includes information about how and where respondents receive and consume news and information. Respondents were asked to identify their primary source of news and information as well as where they are likely to turn to for various types of news. First, we asked respondents how frequently they accessed the news, regardless of medium. The vast majority of respondents (86.4%) reported accessing the news at least once a day with most respondents indicating they access the news between two and five times a day.



Respondent interest in news was further confirmed when we asked respondents how interested they were in the news. Nearly three quarters of respondents (74.4%) indicated they were either very or extremely interested in the news. While the proportions were smaller for news specifically about politics or Covid-19, in each case over half of respondents indicated strong interest. While there were differences in responses based on political ideology (see Figure 20), there were not sizable differences in interest based on geographic region.

Table 19: Respondent Interest in News (n=934)

	News	News about politics	News about Covid
Not at all interested	1.1%	5.1%	6.0%
Not very interested	5.4%	9.7%	10.4%
Somewhat interested	19.2%	23.6%	23.9%
Very interested	45.9%	36.3%	32.9%
Extremely interested	28.5%	25.3%	26.9%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.			

Table 20: Respondent Interest in News by Political Ideology (n=934)

	Extremely	Fairly	Moderate Leaning	True Moderate	Moderate Leaning	Fairly	Extremely
	Conservative				Liberal		
Not at all interested	2.2%	1.8%	0.8%	1.9%	0.7%	0.0%	0.0%
Not very interested	7.7%	6.5%	10.3%	4.8%	1.9%	3.2%	1.5%
Somewhat interested	22.0%	28.4%	23.8%	21.9%	18.1%	9.0%	5.9%
Very interested	35.2%	46.8%	47.6%	44.8%	48.4%	51.6%	42.7%
Extremely interested	33.0%	16.6%	17.5%	26.7%	31.0%	36.1%	50.0%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.							

We then asked survey respondents about their primary source of news as well as where they were most likely to turn for specific types of news content. As can be seen in in Figure 20, more respondents listed local TV stations as their primary source of news, however responses vary widely. We also asked respondents about the sources they typically consume for specific types of news. Table 21 provides a full summary of these results and demonstrates that respondents choose different sources for different types of news. It is important to note that respondents were allowed to select more than one response so percentages listed are the percent of all respondents that chose that response and will not total to 100%. Local television news was selected more often than other sources for every type of news accept local politics and policy. It is also worth noting that, while SDPB was the primary news source for only 12.6% of respondents, it appears to be a popular additional option for national and state issues.

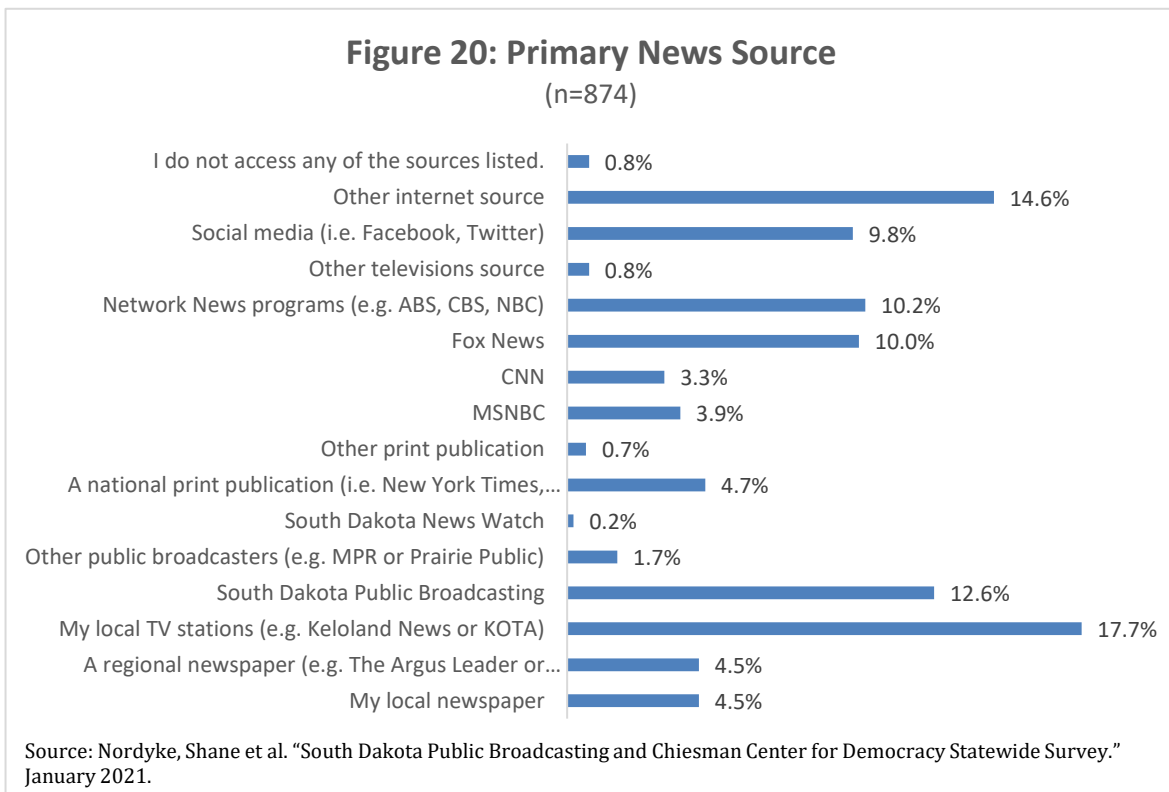


Table 21: Typical Sources for News by Type (n=874)

	National News	National Political News	State Politics and Policy Issues	Local Politics and Policy	News about Covid	Economic News
My local newspaper	23.0%	13.8%	28.0%	50.7%	22.4%	17.1%
A regional newspaper (e.g. The Argus Leader or Rapid City Journal)	20.2%	14.9%	27.4%	23.1%	20.7%	17.4%
My local TV stations (e.g. Keloland News or KOTA)	44.4%	31.4%	51.7%	40.4%	43.7%	29.5%
A South Dakota Public Broadcasting television station	22.1%	19.0%	22.8%	11.3%	14.3%	13.8%
A South Dakota Public Broadcasting radio station	27.0%	22.8%	28.9%	17.2%	18.6%	18.0%
Other public broadcasters (e.g. MPR or Prairie Public)	10.2%	10.0%	4.6%	2.9%	6.9%	7.5%
South Dakota News Watch	7.0%	4.2%	7.5%	4.5%	5.0%	4.1%
A national print publication (i.e. New York Times, Washington Post, etc.)	17.7%	17.9%	3.6%	1.8%	13.4%	16.4%
Other print publication	6.3%	6.4%	2.8%	3.7%	5.8%	7.2%
MSNBC	15.7%	16.3%	3.8%	1.7%	12.3%	11.1%
CNN	21.0%	20.9%	4.4%	1.4%	14.9%	14.0%
Fox News	19.0%	19.1%	2.9%	2.0%	7.6%	11.9%
Network News programs (e.g. ABC, CBS, NBC)	28.9%	26.0%	8.2%	4.1%	19.0%	19.1%
Other television source	6.1%	4.8%	2.4%	1.4%	4.9%	6.6%
Social media (i.e. Facebook, Twitter)	27.8%	21.9%	20.4%	17.9%	21.4%	12.5%
Other internet source	22.1%	22.0%	14.5%	10.4%	29.6%	24.6%
I do not access any of the sources listed.	1.2%	2.4%	2.0%	2.7%	4.5%	5.3%
Total	100%	100%	100%	100%	100%	100%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

To evaluate how news sources may vary by political ideology, we cross-tabulated sources for national news with respondent political ideology. These results are presented in Table 22. Not surprisingly, conservative respondents were much more likely to access Fox News. Liberal respondents were more likely to access SDPB, national print news sources, and social media.

Table 22: Typical Source for National News by Political Ideology (n=874)

	Extremely	Fairly	Moderate Leaning	True Moderate	Moderate Leaning	Fairly	Extremely
	Conservative				Liberal		
My local newspaper	13.8%	20.4%	27.6%	27.6%	21.0%	26.5%	20.9%
A regional newspaper (e.g. The Argus Leader or Rapid City Journal)	12.5%	9.6%	18.7%	30.6%	26.4%	24.5%	31.3%
My local TV stations (e.g. Keloland News or KOTA)	31.3%	50.3%	44.7%	49.0%	45.3%	45.0%	25.4%
A South Dakota Public Broadcasting television station	10.0%	17.8%	17.9%	26.5%	27.0%	29.8%	26.9%
A South Dakota Public Broadcasting radio station	7.5%	11.5%	21.1%	25.5%	39.2%	46.4%	43.3%
Other public broadcasters (e.g. MPR or Prairie Public)	1.3%	2.6%	6.5%	11.2%	14.9%	19.2%	10.5%
South Dakota News Watch	3.8%	3.2%	6.5%	12.2%	8.8%	8.6%	6.0%
A national print publication (i.e. New York Times, Washington Post, etc.)	5.0%	8.9%	10.6%	20.4%	19.6%	32.5%	29.9%
Other print publication	5.0%	5.7%	4.1%	6.1%	8.8%	8.0%	7.5%
MSNBC	6.3%	4.5%	8.9%	11.2%	26.4%	26.5%	26.9%
CNN	5.0%	8.3%	13.0%	18.4%	31.1%	35.8%	29.9%
Fox News	56.3%	39.5%	22.0%	3.1%	7.4%	3.3%	3.0%
Network News programs (e.g. ABC, CBS, NBC)	22.5%	19.8%	24.4%	30.6%	42.6%	35.8%	26.9%
Other television source	5.0%	7.6%	4.1%	8.2%	4.1%	7.3%	7.5%
Social media (i.e. Facebook, Twitter)	28.8%	22.9%	17.1%	27.6%	27.0%	40.4%	43.3%
Other internet source	25.0%	17.8%	22.8%	21.4%	22.3%	25.8%	28.4%
I do not access any of the sources listed.	1.3%	1.3%	0.8%	2.0%	0.7%	0.7%	1.5%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

South Dakota Public Broadcasting

This section includes information about respondents’ use and perception of South Dakota Public Broadcasting specifically. For each of these questions, we compared the 25.8% of respondents that are current members of SDPB from those that are not. First, we asked respondents about their perception of SDPB trustworthiness (Table 23). It is not surprising that the vast majority of SDPB members (80.0%) feel SDPB is “Completely trustworthy.” Non-members were less certain, while nearly half (47.0%) reporting SDPB as “Completely trustworthy, and 28.2% indicating they didn’t know or were unsure. Only 9.5% of non-members indicated that SDPB was “Not at all trustworthy.” Among subgroups, females were more likely to find SDPB trustworthy as were more liberal respondents (See Appendix B). There were also some interesting differences by geographic region; these are reported in Table 24.

Table 23: SDPB Trustworthiness by Membership (n=913)

	SDPB Members	Nonmembers
Don't know/Unsure	9.8%	28.2%
Completely trustworthy	80.0%	47.0%
Neither trustworthy nor untrustworthy	8.1%	15.4%
Not at all trustworthy	2.1%	9.5%
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.		

Table 24: SDBP Trustworthiness by Geographic Region (n=913)

Region	Not at all trustworthy	Neither trustworthy nor untrustworthy	Completely trustworthy	Don't know/ Unsure
1	7.5%	17.8%	47.9%	26.7%
2	3.8%	11.5%	50.0%	34.6%
3	9.3%	10.6%	49.7%	30.4%
4	9.5%	14.3%	57.9%	18.3%
5	4.0%	10.0%	60.0%	26.0%
6	6.1%	14.6%	53.7%	25.6%
7	6.9%	11.9%	63.5%	17.7%
Source: Nordyke, Shane et al. “South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey.” January 2021.				

Respondents were also asked about SDPB coverage and which areas they believe need more emphasis, less emphasis, or have just the right amount of emphasis. As is demonstrated in Table 25, across all topics, most respondents felt that SDPB was placing the right amount of emphasis, though in all cases a sizable proportion reported they didn't know or were unsure. Topics where the most respondents wanted more emphasis were community events, community history and culture, and education. Covid-19 stands out as one area where respondents might see too much emphasis, though only 14.0% of respondents said there was too much, compared to 15.2%, who indicated there was not enough emphasis.

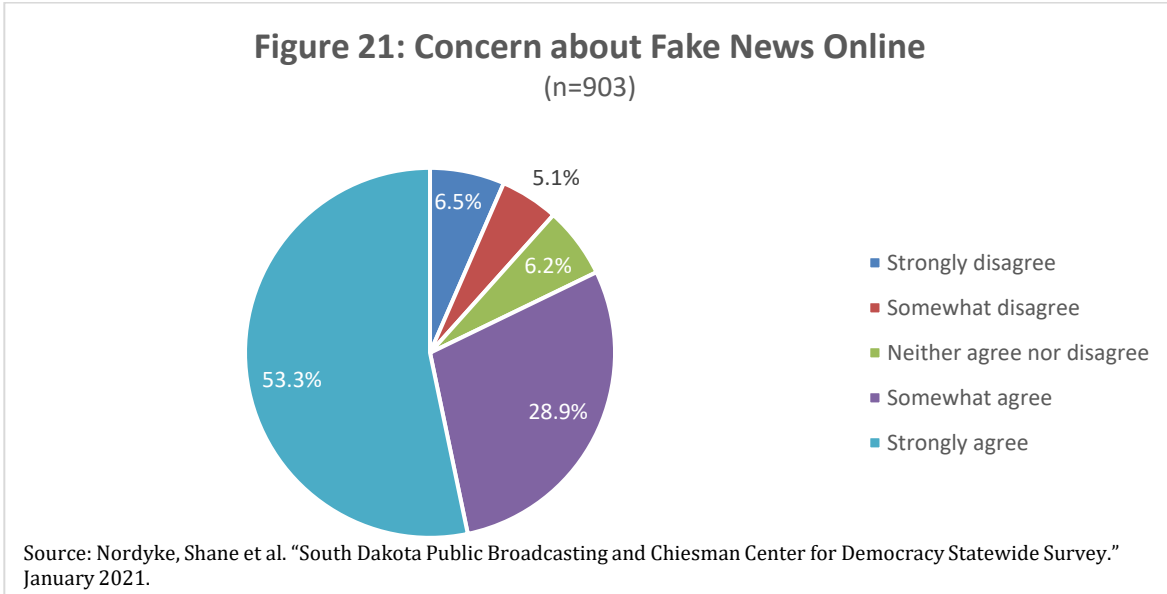
Table 25: SDPB Topic Coverage (n=896)

Topic	Not enough emphasis	Just the right amount of emphasis	Too much emphasis	Don't know/Unsure
Agriculture and Ranching	15.9%	47.2%	7.5%	29.5%
The Arts	14.4%	55.6%	9.2%	20.7%
Community Events	23.7%	49.9%	2.0%	24.4%
Community history and culture	26.2%	51.4%	2.6%	19.8%
Economic Progress	21.1%	48.0%	2.7%	28.2%
Education	30.1%	43.7%	3.7%	22.4%
Entertainment	10.7%	58.7%	8.7%	21.9%
Healthcare	22.5%	47.2%	2.7%	27.6%
Outdoor Recreation	19.1%	49.9%	4.9%	26.1%
State and Local Politics	16.7%	52.8%	7.6%	22.9%
Covid-19	15.2%	43.4%	14.0%	27.4%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Fake News

This section of the survey asked respondents about their concerns regarding fake news and misleading information. First, respondents were asked the extent to which they agreed with the statement, “Thinking about online news, I am concerned about what is real and what is fake on the internet.” As illustrated in Figure 21, over half of respondents strongly agreed they were concerned about fake news with another 28.9% saying the somewhat agree.



We then asked respondents about specific concerns they might have regarding misleading information. A fully summary of these results is included in Table 26. Respondents indicated a high level of concern for all areas with the exception of satirical stories that are designed to be humorous. Respondents were most concerned about stories that are completely made up for political or commercial reasons. When cross-tabulated with political ideology, some meaningful differences emerged. Conservative respondents were more likely to be concerned about poor journalism and the spinning of facts to fit a particular agenda. Liberals were much more likely to be concerned about the use of the term “fake news” to discredit news media. Finally, respondents on the extreme ends of the partisan spectrum were more likely than moderates to be concerned about stories that were completely made up for political or commercial reasons. (A full comparison is available in Appendix C).

Table 26: Respondent Concerns about Misinformation (n=903)

	Not at all concerned	Somewhat concerned	Very concerned	Extremely concerned
Poor journalism (i.e. factual mistakes, dumbed down stories, misleading headlines.)	3.4%	24.3%	30.3%	42.0%
Stories where facts are spun or twisted to push a particular agenda	1.7%	14.0%	30.9%	53.5%
Stories that are completely made up for political or commercial reasons	2.7%	13.0%	24.3%	60.0%
Headlines that look like news stories but turn out to be advertisements	8.0%	24.6%	27.5%	39.8%
Stories that are completely made up to make people laugh (satire)	48.2%	28.5%	11.2%	12.2%
The use of the term fake news (e.g. by politicians, others) to discredit news media they don't like	17.1%	13.6%	21.7%	47.7%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.				

Civic Engagement

Finally, we asked respondents several questions about their civic engagement. First, we asked respondents whether they were registered to vote and if they had voted in the most recent election. An impressive 97.8% of respondents indicated they were registered to vote and 94.2% of them said they had voted in the last election. We then asked respondents about their perceptions on how effective several civic engagement activities were likely to be in affecting government decisions and policies. Table 27 provides a full summary of these results. Respondents indicated that they perceived voting in elections, being informed about the issues, and running for political office as very effective ways of influencing government decisions and policies. When we asked respondents about their likelihood of participating in each of these activities, most respondents indicated were extremely likely to vote and quite likely to contact an elected representative but were very unlikely to run for a political office themselves (Table 28).

Table 27: Civic Engagement Effectiveness (n=890)

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
Voting in elections	2.6%	9.0%	22.1%	30.2%	36.1%
Becoming informed about issues in order to influence others	3.9%	11.3%	28.3%	29.6%	26.9%
Promoting political or social causes via social media	14.2%	24.0%	34.9%	17.5%	9.4%
Personally contacting influential people, such as writing a letter to your representative	19.1%	25.5%	29.7%	16.1%	9.5%
Participating in public protest, march, or demonstration	29.7%	28.3%	27.3%	9.2%	5.5%
Giving money to a candidate or cause	15.0%	25.7%	36.3%	16.4%	6.5%
Working on or for a political campaign	12.3%	25.7%	34.7%	19.3%	8.0%
Running for political office	11.1%	12.1%	30.5%	29.0%	17.3%

Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.

Table 28: Civic Engagement Likelihood of Engagement (n=888)

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Voting in elections	3.4%	0.3%	2.3%	5.7%	88.3%
Becoming informed about issues in order to influence others	2.5%	0.9%	3.3%	14.7%	78.7%
Promoting political or social causes via social media	25.5%	13.5%	19.1%	21.6%	20.3%
Personally contacting influential people, such as writing a letter to your representative	13.5%	13.2%	17.3%	36.5%	19.5%
Participating in public protest, march, or demonstration	42.0%	15.7%	15.3%	16.2%	10.8%
Giving money to a candidate or cause	22.8%	15.4%	17.9%	25.9%	18.0%
Working on or for a political campaign	27.5%	20.8%	23.4%	20.7%	7.5%
Running for political office	57.8%	16.5%	14.5%	6.8%	4.4%
Source: Nordyke, Shane et al. "South Dakota Public Broadcasting and Chiesman Center for Democracy Statewide Survey." January 2021.					

IV. Conclusion

Overall, the surveys provided a broad array of information about residents and communities in South Dakota. The information below explains general trends reflected in the data which may be used to inform future programming and services for South Dakota's rural communities.

Residents of South Dakota are largely positive about their communities, their finances, and their access to resources. However, experiences vary substantially by region, income, and race. Lower-income and American Indian or Alaska Native residents are not enjoying the same benefits as their white and wealthier neighbors.

South Dakota Public Broadcasting is a trusted source of news in the state but is rarely the primary source for residents. Since nearly 75% of respondents were not current SDPB members, tailoring programming to what these individuals identify as important could increase membership and overall engagement with South Dakota Public Broadcasting programs and stories. The qualitative responses suggested that residents are looking for positive stories about their community, specifically those focused on the people, culture, and history of their area.

Appendix A: Survey Materials

South Dakota Public Broadcasting Community Survey

Start of Block: Community Questions

Q1.1 This survey was developed through collaboration between the Chiesman Center for Democracy at the University of South Dakota and South Dakota Public Broadcasting as a part of the Corporation for Public Broadcasting's Coming Home: Connecting to Community Rural Planning Grant.

Survey results will inform future programming and services to ensure that the news and information needs of South Dakota's rural communities are met. The survey should take between 10 and 15 minutes to complete. Your perspective and opinions are very important. Thank you for taking the time to complete this survey.

Q1.2 First, we would like to ask you a few questions about your community.

Q1.3 To what extent do you agree with each of the following statements about your community?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The people in my community are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The businesses in my community are important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I care about the political institutions in my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am hopeful about my community's future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, I am happy about the direction my community is moving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My community is a safe place to live.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q1.4 When you think about planning and the allocation of resources in your community for each of the following areas indicate where you think there is currently not enough emphasis, just the right amount of emphasis or too much emphasis.

	Not enough emphasis	Just the right amount of emphasis	Too much emphasis	Don't know/Unsure
Agriculture and Ranching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Progress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q1.5 Which of the following ways do you engage with your community? (Select all that apply)

- Stay informed about local politics and events
 - Attend community events
 - Shop from local businesses and restaurants
 - Vote in local elections
 - Hold a local public office
 - Volunteer for local non-profit organizations
 - Donate money to local causes and non-profits
 - Serve on a community board
 - Contact my elected officials
 - Organize or participate in community groups
 - Organize or participate in protests
 - Attend city council or county commission meetings
 - Engage with my neighbors about issues in the community
-

Q1.6 Which of the following services do you have available in your community (within 15 miles of your home)?

- A medical clinic
- A hospital
- A long term care facility such as a nursing home
- Access to specialized health care (either face to face or telehealth)
- A K-12 school system
- Library
- Daycare/childcare programs
- Preschool through a church or religious organization
- Preschool through a K-12 school system
- Private preschool center
- In-home preschool
- A public park

Q1.7 What does your community mean to you?

Q1.8 What stories about your community do you think are important for people in your community to hear?

Q1.9 What stories about your community do you think are important for people outside of your community to hear?

Q1.10 What is the best part of your community?

Q1.11 What, if anything, would cause you to leave your community?

Q1.12 What activities are you most likely to engage in for fun, recreation, and growth (e.g. hunting, community theater, hiking)?

Q1.13 How and where do you engage in literature, arts, and music in your community (e.g. book club, library programs, museum events)?

End of Block: Community Questions

Start of Block: Economic situation

Q2.1 Next, we would like to ask you a few questions about the economy and your personal financial position.

Q2.2 Would you say that you (and your family living with you) are better off, about the same, or worse off financially than you were five years ago?

- Worse off
 - About the same
 - Better off
 - Don't know/Unsure
-

Q2.3 Now looking ahead, do you think that five years from now, you (and your family living with you) will be better off, about the same, or worse off financially?

- Worse off
 - About the same
 - Better off
 - Don't know/Unsure
-

Q2.4 How would you rate your household's current overall financial situation?

- Terrible
 - Poor
 - Average
 - Good
 - Excellent
-

Q2.5 Now turning to business conditions in your community, would you say your community's economic condition is better off, about the same, or worse off financially than it was five years ago?

- Worse off
 - About the same
 - Better off
 - Don't know/Unsure
-

Q2.6 Now looking ahead again, do you think in five years your community will be worse off, about the same, or better off financially?

- Worse off
 - About the same
 - Better off
 - Don't know/Unsure
-

Q2.7 Please indicate your level of agreement with the following statements regarding your financial situation.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Covid 19 has worsened my personal financial situation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid 19 has worsened the financial situation for businesses in my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid 19 has increased my anxiety about my personal financial situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid 19 has increased my anxiety about my community's financial situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was anxious about my personal financial future before Covid 19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I was anxious about my community's financial future before Covid 19.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Economic situation

Start of Block: Healthcare

Q3.1 Next, we would like to ask you a couple of questions about healthcare services.

Q3.2 Please indicate your level of agreement with each of the following statements regarding healthcare in South Dakota.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I have access to good quality medical care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to afford good quality medical care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have access to good quality mental health services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to afford good quality mental health services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have access to good quality long term or elder care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to afford good quality long term or elder care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3.3 How satisfied are you with the current healthcare options in your community?

- Extremely satisfied
 - Somewhat satisfied
 - Neither satisfied nor dissatisfied
 - Somewhat dissatisfied
 - Extremely dissatisfied
-

Q3.4 Would you support the state of South Dakota expanding Medicaid/Medicare access?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

End of Block: Healthcare

Start of Block: News consumption

Q4.1 Next, we would like to ask you a few questions about your news and information consumption.

Q4.2 Typically, how often you access the news? (By news we mean any national, international, or local news accessed via any platform (radio, TV, newspaper, or online).

- Never
 - Less often than once a month
 - Less often than once a week
 - Once a week
 - 2-3 days a week
 - 4-6 days a week
 - Once a day
 - Between 2-5 times a day
 - Between 6-10 times a day
 - More than 10 times a day
-

Q4.3 How interested, if at all, would you say you are in the news?

- Not at all interested
 - Not very interested
 - Somewhat interested
 - Very interested
 - Extremely interested
-

Q4.4 How interested, if at all, would you say you are in news about politics?

- Not at all interested
 - Not very interested
 - Somewhat interested
 - Very interested
 - Extremely interested
-

Q4.5 How interested, if at all, would you say you are in news about Covid 19?

- Not at all interested
 - Not very interested
 - Somewhat interested
 - Very interested
 - Extremely interested
-

Q4.6 Which of the following sources do you typically consume for **National News**?

- My local newspaper
 - A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
 - My local TV stations (e.g. Keloland News or KOTA)
 - A South Dakota Public Broadcasting television station
 - A South Dakota Public Broadcasting radio station
 - Other public broadcasters (e.g. MPR or Prairie Public)
 - South Dakota News Watch
 - A national print publication (i.e. New York Times, Washington Post, etc.)
 - Other print publication
 - MSNBC
 - CNN
 - Fox News
 - Network News programs (e.g. ABC, CBS, NBC)
 - Other television source
 - Social media (i.e. Facebook, Twitter)
 - Other internet source
 - I do not access any of the sources listed.
-

Q4.7 Which of the following sources do you typically consume for **National Political News**?

- My local newspaper
- A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
- My local TV stations (e.g. Keloland News or KOTA)
- A South Dakota Public Broadcasting television station
- A South Dakota Public Broadcasting radio station
- Other public broadcasters (e.g. MPR or Prairie Public)
- South Dakota News Watch
- A national print publication (i.e. New York Times, Washington Post, etc.)
- Other print publication
- MSNBC
- CNN
- Fox News
- Network News programs (e.g. ABC, CBS, NBC)
- Other television source
- Social media (i.e. Facebook, Twitter)
- Other internet source
- I do not access any of the sources listed.

Q4.8 Which of the following sources do you typically consume for **State Politics and Policy Issues**?

- My local newspaper
- A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
- My local TV stations (e.g. Keloland News or KOTA)
- A South Dakota Public Broadcasting television station
- A South Dakota Public Broadcasting radio station
- Other public broadcasters (e.g. MPR or Prairie Public)
- South Dakota News Watch
- A national print publication (i.e. New York Times, Washington Post, etc.)
- Other print publication
- MSNBC
- CNN
- Fox News
- Network News programs (e.g. ABC, CBS, NBC)
- Other television source
- Social media (i.e. Facebook, Twitter)
- Other internet source
- I do not access any of the sources listed.

Q4.9 Which of the following sources do you typically consume for **Local Politics and Policy Issues**?

- My local newspaper
- A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
- My local TV stations (e.g. Keloland News or KOTA)
- A South Dakota Public Broadcasting television station
- A South Dakota Public Broadcasting radio station
- Other public broadcasters (e.g. MPR or Prairie Public)
- South Dakota News Watch
- A national print publication (i.e. New York Times, Washington Post, etc.)
- Other print publication
- MSNBC
- CNN
- Fox News
- Network News programs (e.g. ABC, CBS, NBC)
- Other television source
- Social media (i.e. Facebook, Twitter)
- Other internet source
- I do not access any of the sources listed.

Q4.10 Which of the following sources do you typically consume for **news about Covid 19**?

- My local newspaper
 - A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
 - My local TV stations (e.g. Keloland News or KOTA)
 - A South Dakota Public Broadcasting television station
 - A South Dakota Public Broadcasting radio station
 - Other public broadcasters (e.g. MPR or Prairie Public)
 - South Dakota News Watch
 - A national print publication (i.e. New York Times, Washington Post, etc.)
 - Other print publication
 - MSNBC
 - CNN
 - Fox News
 - Network News programs (e.g. ABC, CBS, NBC)
 - Other television source
 - Social media (i.e. Facebook, Twitter)
 - Other internet source
 - I do not access any of the sources listed.
-

Q4.11 Which of the following sources do you typically consume for **Economic News**?

- My local newspaper
- A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
- My local TV stations (e.g. Keloland News or KOTA)
- A South Dakota Public Broadcasting television station
- A South Dakota Public Broadcasting radio station
- Other public broadcasters (e.g. MPR or Prairie Public)
- South Dakota News Watch
- A national print publication (i.e. New York Times, Washington Post, etc.)
- Other print publication
- MSNBC
- CNN
- Fox News
- Network News programs (e.g. ABC, CBS, NBC)
- Other television source
- Social media (i.e. Facebook, Twitter)
- Other internet source
- I do not access any of the sources listed.

Q4.12 Of the options listed, which would you say is your main or primary source of news and information?

- My local newspaper
- A regional newspaper (e.g. The Argus Leader or Rapid City Journal)
- My local TV stations (e.g. Keloland News or KOTA)
- South Dakota Public Broadcasting
- Other public broadcasters (e.g. MPR or Prairie Public)
- South Dakota News Watch
- A national print publication (i.e. New York Times, Washington Post, etc.)
- Other print publication
- MSNBC
- CNN
- Fox News
- Network News programs (e.g. ABS, CBS, NBC)
- Other televisions source
- Social media (i.e. Facebook, Twitter)
- Other internet source
- I do not access any of the sources listed.

Q4.13 Are there any additional sources you regularly access for news and information that are not listed above?

End of Block: News consumption

Start of Block: SDPB Questions

Q5.1 Now, we would like to ask you a couple of questions about South Dakota Public Broadcasting specifically.

Q5.2 First, are you a current member of South Dakota Public Broadcasting?

- Yes
 - No
-

Q5.3 How trustworthy would you say news from South Dakota Public Broadcasting is?

- Not at all trustworthy
 - Neither trustworthy nor untrustworthy
 - Completely trustworthy
 - Don't know/Unsure
-

Q5.4 For each of the following areas of SDPB coverage please indicate whether you think there is currently not enough emphasis, just the right amount of emphasis, or too much emphasis.

	Not enough emphasis	Just the right amount of emphasis	Too much emphasis	Don't know/Unsure
Agriculture and Ranching	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Arts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community history and culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Progress	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State and Local Politics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid 19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: SDPB Questions

Start of Block: Fake News

Q6.1 Next we would like to ask you a few questions about fake news or misleading information.

Q6.2 Please indicate your level of agreement with the following statement. "Thinking about online news, I am concerned about what is real and what is fake on the internet."

- Strongly disagree
 - Somewhat disagree
 - Neither agree nor disagree
 - Somewhat agree
 - Strongly agree
-

Q6.3 To what extent, if at all, are you concerned about the following?

	Not at all concerned	Somewhat concerned	Very concerned	Extremely concerned
Poor journalism (i.e. factual mistakes, dumbed down stories, misleading headlines.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories where facts are spun or twisted to push a particular agenda	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories that are completely made up for political or commercial reasons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Headlines that look like news stories but turn out to be advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stories that are completely made up to make people laugh (satire)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The use of the term fake news (e.g. by politicians, others) to discredit news media they don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Fake News

Start of Block: Voting

Q7.1 In this section, we would like to ask you a few questions about your political engagement in your community.

Q7.2 Are you a registered voter?

Yes

No

Q7.3 Did you vote in the last election?

Yes

No

Q7.4 When it comes to affecting government decisions and policies, how effective do you think each of the following activities are?

	Not effective at all	Slightly effective	Moderately effective	Very effective	Extremely effective
Voting in elections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming informed about issues in order to influence others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoting political or social causes via social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personally contacting influential people, such as writing a letter to your representative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in public protest, march, or demonstration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giving money to a candidate or cause	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working on or for a political campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Running for political office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7.5 Now, thinking about how you personally might get involved in local government decisions and policies, how likely are you to engage in the following activities in the future?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Vote in every national election	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vote in every local election	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote political or social causes via social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact influential people, such as writing a letter to your representative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participate in a public protest, march, or demonstration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Give money to a candidate or cause	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer for a political campaign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Run for political office	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Read or watch the news to stay informed on political issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Voting

Start of Block: Demographics

Q8.1 Finally, in order to better understand the information we have collected, we would like to ask you a few demographic questions. As is the case for the rest of the survey, we will not report any of your individual information.

Q8.2 What is your five-digit zip code?



Q8.3 What is your year of birth?

Q8.4 What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
 - High school graduate (high school diploma or equivalent including GED)
 - Some college but no degree
 - Associate degree in college (2-year)
 - Bachelor's degree in college (4-year)
 - Master's degree
 - Doctoral degree
 - Professional degree (JD, MD)
-

Q8.5 Choose one or more races that you consider yourself to be:

- White
 - Black or African American
 - American Indian or Alaska Native
 - Asian
 - Native Hawaiian or Pacific Islander
 - Other _____
-

Q8.6 What is your gender?

- Male
 - Female
 - Other
 - Prefer not to answer
-

Q8.7

Please indicate the answer that includes your entire household income in (previous year) before taxes.

- Less than \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$89,999
- \$90,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more



Q8.8 Which statement best describes your current employment status?

- Working (paid employee)
 - Working (self-employed)
 - Not working (temporary layoff from a job)
 - Not working (looking for work)
 - Not working (retired)
 - Not working (disabled)
 - Not working (other) _____
 - Prefer not to answer
-

Q8.9 Where would you place yourself on this political ideology scale?

- Extremely Conservative
- Fairly Conservative
- Moderate Leaning Conservative
- True Moderate
- Moderate Leaning Liberal
- Fairly Liberal
- Extremely Liberal

End of Block: Demographics

Appendix B: Other Statistical Tables

Table 17.1 Healthcare Questions by Respondent Race

I have access to good quality medical care.					
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
White	5.4%	8.2%	6.4%	38.0%	42.1%
Black or African American	25.0%	25.0%	0.0%	25.0%	25.0%
American Indian or Alaska Native	15.4%	26.9%	11.5%	30.8%	15.4%
Asian	40.0%	0.0%	0.0%	40.0%	20.0%
Native Hawaiian or Pacific Islander	0.0%	33.3%	33.3%	33.3%	0.0%
Other	11.1%	8.9%	8.9%	44.4%	26.7%
I am able to afford good quality medical care.					
White	10.4%	13.6%	7.6%	36.1%	32.3%
Black or African American	25.0%	25.0%	25.0%	25.0%	0.0%
American Indian or Alaska Native	42.3%	19.2%	15.4%	17.3%	5.8%
Asian	40.0%	0.0%	40.0%	0.0%	20.0%
Native Hawaiian or Pacific Islander	0.0%	33.3%	66.7%	0.0%	0.0%
Other	18.2%	22.7%	11.4%	27.3%	20.5%
I have access to good quality mental health services.					
White	8.4%	14.7%	33.3%	23.9%	19.7%
Black or African American	25.0%	0.0%	25.0%	50.0%	0.0%
American Indian or Alaska Native	32.7%	25.0%	17.3%	21.2%	3.9%
Asian	40.0%	20.0%	20.0%	0.0%	20.0%
Native Hawaiian or Pacific Islander	0.0%	33.3%	66.7%	0.0%	0.0%
Other	20.5%	13.6%	27.3%	18.2%	20.5%
I am able to afford good quality mental health services.					
White	10.8%	14.1%	32.2%	23.2%	19.8%
Black or African American	25.0%	25.0%	25.0%	25.0%	0.0%
American Indian or Alaska Native	44.2%	17.3%	25.0%	11.5%	1.9%
Asian	40.0%	20.0%	40.0%	0.0%	0.0%
Native Hawaiian or Pacific Islander	0.0%	33.3%	66.7%	0.0%	0.0%
Other	20.5%	11.4%	29.6%	27.3%	11.4%
I have access to good quality long term or elder care.					
White	10.3%	11.8%	25.9%	31.4%	20.7%
Black or African American	0.0%	25.0%	50.0%	0.0%	25.0%
American Indian or Alaska Native	25.0%	17.3%	25.0%	28.9%	3.9%
Asian	40.0%	0.0%	40.0%	20.0%	0.0%
Native Hawaiian or Pacific Islander	0.0%	33.3%	66.7%	0.0%	0.0%
Other	18.2%	11.4%	45.5%	11.4%	13.6%

Table 17.1 Healthcare Questions by Respondent Race Continued

I am able to afford good quality long term or elder care.					
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
White	27.3%	17.4%	28.8%	16.7%	9.9%
Black or African American	0.0%	25.0%	50.0%	25.0%	0.0%
American Indian or Alaska Native	48.1%	26.9%	17.3%	7.7%	0.0%
Asian	40.0%	20.0%	20.0%	20.0%	0.0%
Native Hawaiian or Pacific Islander	0.0%	33.3%	66.7%	0.0%	0.0%
Other	34.1%	13.6%	36.4%	11.4%	4.6%

Table 17.2 Healthcare Questions by Respondent Income

I have access to good quality medical care.					
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Less than \$10,000	21.21%	6.06%	12.12%	39.39%	21.21%
\$10,000 to \$19,999	7.69%	17.31%	5.77%	46.15%	23.08%
\$20,000 to \$29,999	5.45%	12.73%	7.27%	27.27%	47.27%
\$30,000 to \$39,999	5.88%	14.71%	8.82%	36.76%	33.82%
\$40,000 to \$49,999	3.66%	12.20%	10.98%	36.59%	36.59%
\$50,000 to \$59,999	7.41%	6.17%	6.17%	39.51%	40.74%
\$60,000 to \$69,999	5.41%	9.46%	5.41%	40.54%	39.19%
\$70,000 to \$79,999	2.90%	5.80%	8.70%	46.38%	36.23%
\$80,000 to \$89,999	6.25%	9.38%	6.25%	37.50%	40.63%
\$90,000 to \$99,999	5.63%	5.63%	5.63%	36.62%	46.48%
\$100,000 to \$149,999	4.03%	8.87%	5.65%	34.68%	46.77%
\$150,000 or more	7.55%	7.55%	3.77%	22.64%	58.49%

Table 17.2 Healthcare Questions by Respondent Income Continued

I am able to afford good quality medical care.					
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Less than \$10,000	33.33%	12.12%	24.24%	15.15%	15.15%
\$10,000 to \$19,999	36.54%	13.46%	13.46%	25.00%	11.54%
\$20,000 to \$29,999	20.00%	20.00%	7.27%	27.27%	25.45%
\$30,000 to \$39,999	19.12%	16.18%	10.29%	32.35%	22.06%
\$40,000 to \$49,999	6.17%	18.52%	11.11%	33.33%	30.86%
\$50,000 to \$59,999	9.88%	17.28%	7.41%	44.44%	20.99%
\$60,000 to \$69,999	9.46%	13.51%	6.76%	39.19%	31.08%
\$70,000 to \$79,999	7.35%	11.76%	7.35%	38.24%	35.29%
\$80,000 to \$89,999	10.94%	14.06%	3.13%	43.75%	28.13%
\$90,000 to \$99,999	7.04%	9.86%	5.63%	40.85%	36.62%
\$100,000 to \$149,999	4.84%	12.90%	4.03%	34.68%	43.55%
\$150,000 or more	7.55%	13.21%	5.66%	28.30%	45.28%
I have access to good quality mental health services.					
Less than \$10,000	27.27%	15.15%	24.24%	9.09%	24.24%
\$10,000 to \$19,999	15.69%	15.69%	29.41%	21.57%	17.65%
\$20,000 to \$29,999	18.18%	9.09%	25.45%	25.45%	21.82%
\$30,000 to \$39,999	11.76%	13.24%	36.76%	23.53%	14.71%
\$40,000 to \$49,999	8.64%	27.16%	25.93%	18.52%	19.75%
\$50,000 to \$59,999	11.11%	18.52%	32.10%	28.40%	9.88%
\$60,000 to \$69,999	9.46%	14.86%	39.19%	21.62%	14.86%
\$70,000 to \$79,999	8.70%	11.59%	33.33%	27.54%	18.84%
\$80,000 to \$89,999	4.69%	20.31%	26.56%	26.56%	21.88%
\$90,000 to \$99,999	2.82%	12.68%	35.21%	29.58%	19.72%
\$100,000 to \$149,999	6.45%	10.48%	36.29%	20.97%	25.81%
\$150,000 or more	5.66%	13.21%	30.19%	28.30%	22.64%

Table 17.2 Healthcare Questions by Respondent Income Continued

I am able to afford good quality mental health services.					
	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Less than \$10,000	39.39%	9.09%	33.33%	6.06%	12.12%
\$10,000 to \$19,999	32.69%	17.31%	28.85%	13.46%	7.69%
\$20,000 to \$29,999	25.45%	20.00%	29.09%	12.73%	12.73%
\$30,000 to \$39,999	19.12%	14.71%	27.94%	20.59%	17.65%
\$40,000 to \$49,999	7.32%	15.85%	37.80%	23.17%	15.85%
\$50,000 to \$59,999	13.58%	17.28%	30.86%	27.16%	11.11%
\$60,000 to \$69,999	9.46%	10.81%	31.08%	29.73%	18.92%
\$70,000 to \$79,999	7.25%	11.59%	34.78%	27.54%	18.84%
\$80,000 to \$89,999	4.76%	31.75%	28.57%	19.05%	15.87%
\$90,000 to \$99,999	5.63%	9.86%	25.35%	38.03%	21.13%
\$100,000 to \$149,999	7.32%	9.76%	32.52%	22.76%	27.64%
\$150,000 or more	9.43%	3.77%	26.42%	24.53%	35.85%
I have access to good quality long term or elder care.					
Less than \$10,000	18.18%	15.15%	36.36%	18.18%	12.12%
\$10,000 to \$19,999	15.38%	19.23%	36.54%	17.31%	11.54%
\$20,000 to \$29,999	20.00%	9.09%	25.45%	21.82%	23.64%
\$30,000 to \$39,999	16.18%	11.76%	26.47%	29.41%	16.18%
\$40,000 to \$49,999	12.20%	15.85%	26.83%	26.83%	18.29%
\$50,000 to \$59,999	11.11%	12.35%	28.40%	40.74%	7.41%
\$60,000 to \$69,999	9.59%	13.70%	27.40%	27.40%	21.92%
\$70,000 to \$79,999	8.70%	20.29%	18.84%	37.68%	14.49%
\$80,000 to \$89,999	11.11%	11.11%	22.22%	34.92%	20.63%
\$90,000 to \$99,999	5.63%	14.08%	25.35%	30.99%	23.94%
\$100,000 to \$149,999	6.45%	9.68%	27.42%	29.03%	27.42%
\$150,000 or more	5.66%	5.66%	20.75%	35.85%	32.08%
I am able to afford good quality long term or elder care.					
Less than \$10,000	30.30%	12.12%	39.39%	12.12%	6.06%
\$10,000 to \$19,999	42.31%	19.23%	26.92%	5.77%	5.77%
\$20,000 to \$29,999	45.45%	14.55%	25.45%	9.09%	5.45%
\$30,000 to \$39,999	51.47%	22.06%	19.12%	2.94%	4.41%
\$40,000 to \$49,999	34.15%	15.85%	35.37%	7.32%	7.32%
\$50,000 to \$59,999	24.69%	22.22%	28.40%	16.05%	8.64%
\$60,000 to \$69,999	20.27%	22.97%	32.43%	17.57%	6.76%
\$70,000 to \$79,999	18.84%	13.04%	30.43%	33.33%	4.35%
\$80,000 to \$89,999	29.03%	14.52%	29.03%	14.52%	12.90%
\$90,000 to \$99,999	23.94%	25.35%	23.94%	19.72%	7.04%
\$100,000 to \$149,999	20.16%	16.94%	28.23%	20.97%	13.71%
\$150,000 or more	11.32%	16.98%	22.64%	24.53%	24.53%

Table 26.1 Misinformation Concerns by Political Ideology

Poor journalism (i.e. factual mistakes, dumbed down stories, misleading headlines.)							
	Extremely Conservative	Fairly Conservative	Moderate Leaning Conservative	True Moderate	Moderate Leaning Liberal	Fairly Liberal	Extremely Liberal
Not at all concerned	0.00%	3.57%	0.80%	3.81%	4.52%	5.16%	2.99%
Somewhat concerned	13.19%	9.52%	27.20%	31.43%	42.58%	28.39%	13.43%
Very concerned	21.98%	30.36%	37.60%	32.38%	24.52%	34.84%	32.84%
Extremely concerned	64.84%	56.55%	34.40%	32.38%	28.39%	31.61%	50.75%
Stories where facts are spun or twisted to push a particular agenda							
Not at all concerned	0.00%	1.19%	0.80%	1.92%	1.29%	3.87%	1.45%
Somewhat concerned	5.49%	8.33%	16.80%	20.19%	17.42%	16.77%	8.70%
Very concerned	25.27%	24.40%	36.80%	35.58%	38.06%	28.39%	30.43%
Extremely concerned	69.23%	66.07%	45.60%	42.31%	43.23%	50.97%	59.42%
Stories that are completely made up for political or commercial reasons							
Not at all concerned	0.00%	1.80%	4.00%	6.73%	1.94%	1.92%	1.49%
Somewhat concerned	9.89%	9.58%	20.00%	13.46%	16.13%	13.46%	5.97%
Very concerned	18.68%	26.35%	32.00%	23.08%	23.87%	22.44%	14.93%
Extremely concerned	71.43%	62.28%	44.00%	56.73%	58.06%	62.18%	77.61%
Headlines that look like news stories but turn out to be advertisements							
Not at all concerned	14.29%	5.99%	8.87%	6.86%	8.39%	8.44%	5.88%
Somewhat concerned	19.78%	15.57%	26.61%	19.61%	34.84%	27.92%	25.00%
Very concerned	26.37%	32.93%	32.26%	31.37%	21.29%	27.92%	20.59%
Extremely concerned	39.56%	45.51%	32.26%	42.16%	35.48%	35.71%	48.53%

Table 26.1 Misinformation Concerns by Political Ideology Continued

Stories that are completely made up to make people laugh (satire)							
	Extremely Conservative	Fairly Conservative	Moderate Leaning Conservative	True Moderate	Moderate Leaning Liberal	Fairly Liberal	Extremely Liberal
Not at all concerned	47.78%	41.57%	47.20%	41.35%	48.70%	56.49%	61.76%
Somewhat concerned	24.44%	31.33%	26.40%	30.77%	35.71%	25.32%	20.59%
Very concerned	7.78%	12.65%	16.00%	17.31%	7.14%	9.74%	4.41%
Extremely concerned	20.00%	14.46%	10.40%	10.58%	8.44%	8.44%	13.24%
The use of the term fake news (e.g. by politicians, others) to discredit news media they don't like							
Not at all concerned	49.45%	36.53%	18.25%	8.65%	0.65%	1.28%	1.49%
Somewhat concerned	9.89%	21.56%	27.78%	17.31%	7.79%	5.77%	0.00%
Very concerned	9.89%	21.56%	26.19%	23.08%	27.92%	17.31%	22.39%
Extremely concerned	30.77%	20.36%	27.78%	50.96%	63.64%	75.64%	76.12%