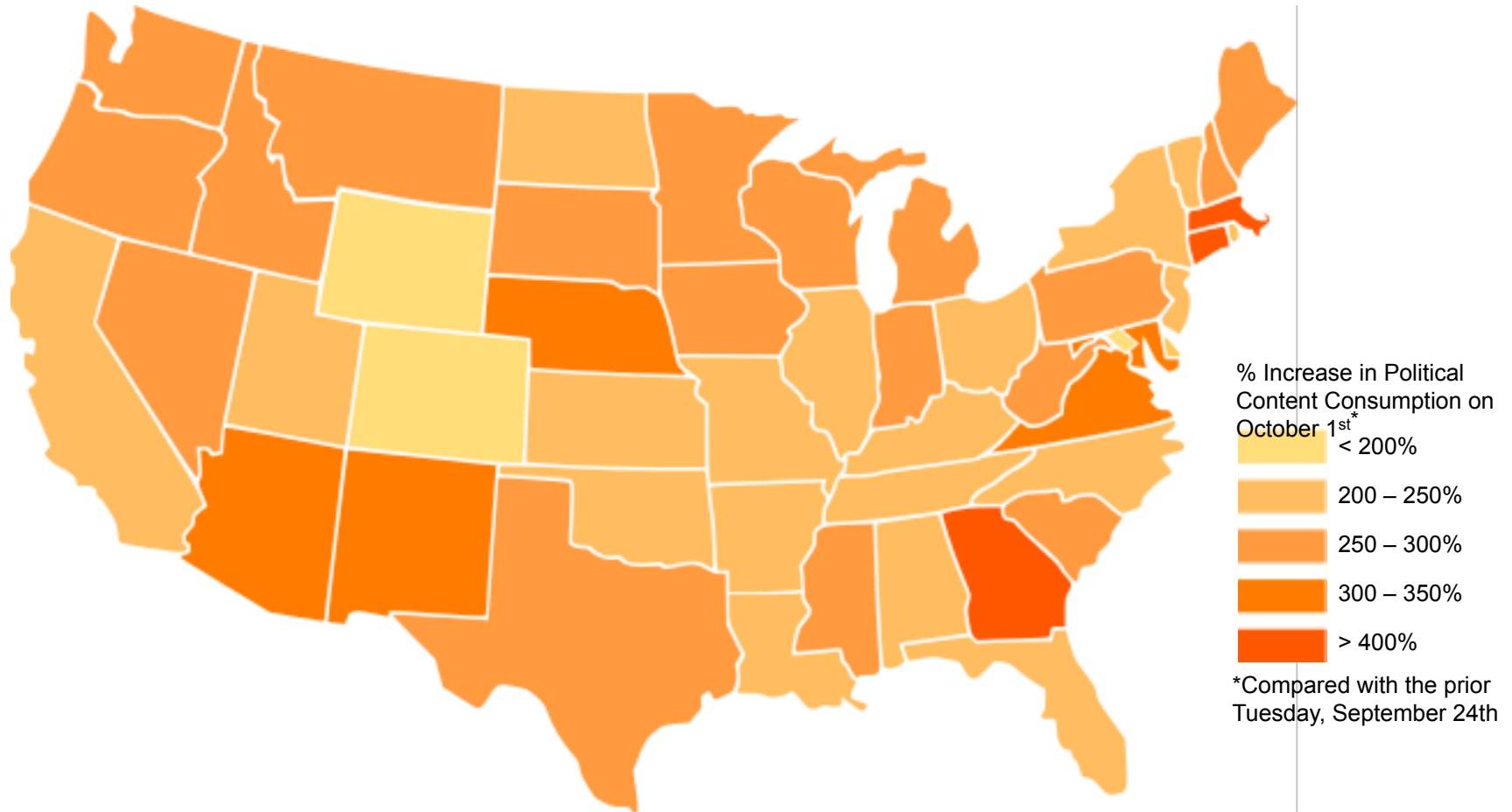# outbrain

Political Content Consumption Before and After the U.S. Government Shutdown
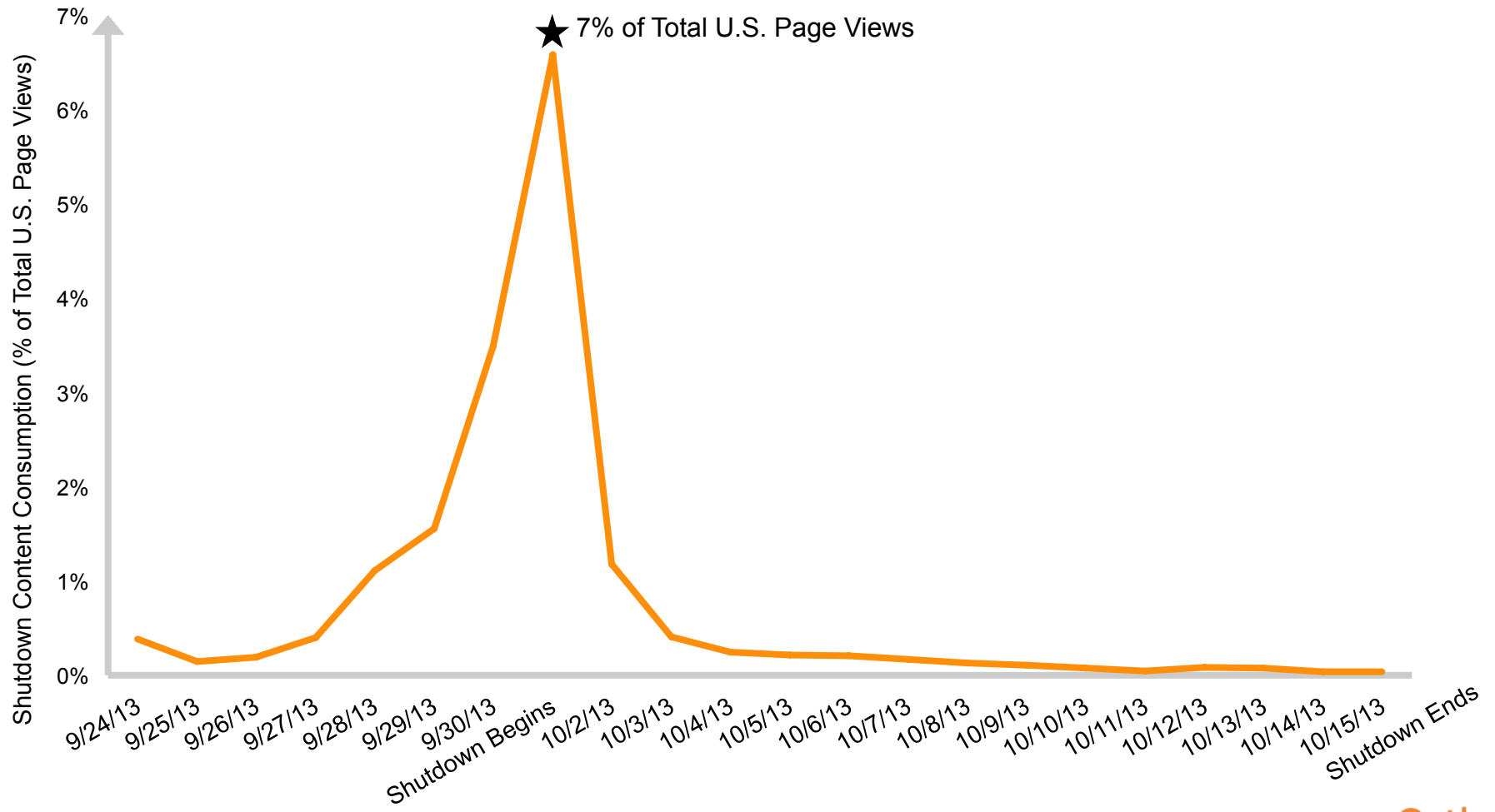
Key Findings

- Georgia, Connecticut and Massachusetts showed the largest increases in political content consumption on the day the shutdown began (relative to the prior Tuesday, Sept. 24th), while D.C., Wyoming and Colorado showed the smallest increases (D.C. and WY were consuming the most political content of any states prior to the shutdown, which could explain why it had less of an impact on consumption in those states)
- D.C., Maryland and Virginia consumed content covering the government shutdown the most heavily (1% of total page views in each state between Sept. 16th and Oct. 15th), while North Dakota, Connecticut, and Minnesota consumed the least content on the shutdown (.5% of total page views in each state over this time period)
- Consumption of content related to the shutdown peaked on the day it began (7% of total U.S. page views) and then sharply declined
- This sharp decline in consumption of shutdown-related content immediately after Oct. 1st was seen amongst both democratic and republican parties
    - A sharp decline in consumption of content on social issues, economic issues and healthcare issues was also seen amongst both parties after October 1st
- The more states disapprove of Obama, the more content covering healthcare issues they consumed during the government shutdown (Oct. 1st – 15th)
- The more states lean to the right, the more content covering healthcare issues they consumed during the government shutdown (Oct. 1st – 15th)
- The more government workers in a state, the more shutdown content consumed
- Content on the Affordable Care Act was consumed more heavily in states with more residents uninsured

How Much More Political Content did Americans Consume When the Government Shut down?

% Increase in Political Content Consumption on October 1st*

- < 200%
- 200 – 250%
- 250 – 300%
- 300 – 350%
- > 400%

*Compared with the prior Tuesday, September 24th

DATA DRIVEN BY outbrain

Content Consumption on U.S. Government Shutdown

★ 7% of Total U.S. Page Views

Shutdown Content Consumption (% of Total U.S. Page Views)

7%
6%
5%
4%
3%
2%
1%
0%

9/24/13 9/25/13 9/26/13 9/27/13 9/28/13 9/29/13 9/30/13 Shutdown Begins 10/2/13 10/3/13 10/4/13 10/5/13 10/6/13 10/7/13 10/8/13 10/9/13 10/10/13 10/11/13 10/12/13 10/13/13 10/14/13 10/15/13 Shutdown Ends
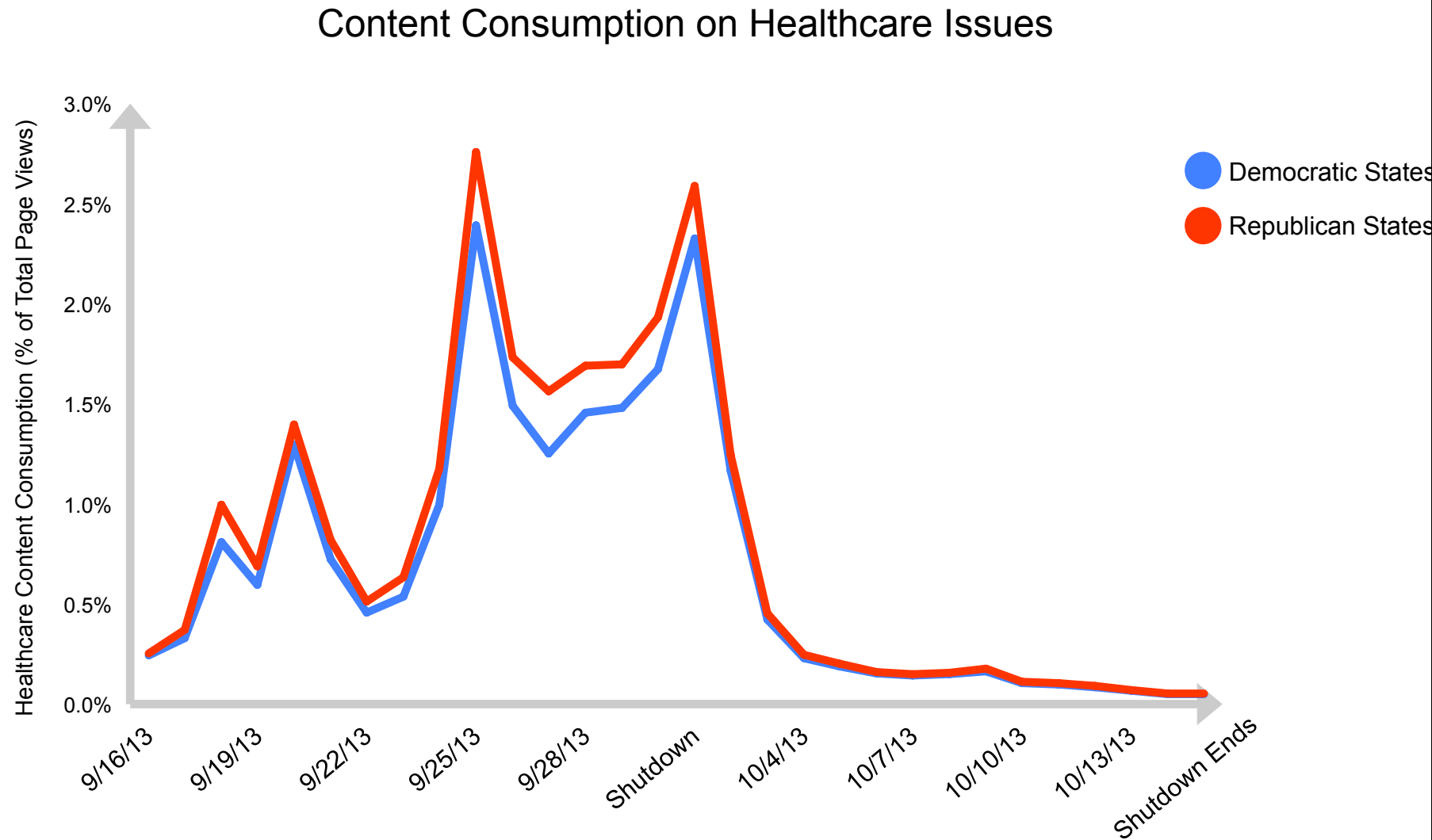
Interest in the Shutdown is Very Short-Lived Amongst Both Parties…

Content Consumption on U.S. Government Shutdown

Shutdown Content Consumption (% of Total Page Views)

- Democratic States
- Republican States

x-axis: 9/24/13, 9/25/13, 9/26/13, 9/27/13, 9/28/13, 9/29/13, 9/30/13, Shutdown, 10/2/13, 10/3/13, 10/4/13, 10/5/13, 10/6/13, 10/7/13, 10/8/13, 10/9/13, 10/10/13, 10/11/13, 10/12/13, 10/13/13, 10/14/13, 10/15/13, Shutdown Ends

DATA DRIVEN BY outbrain
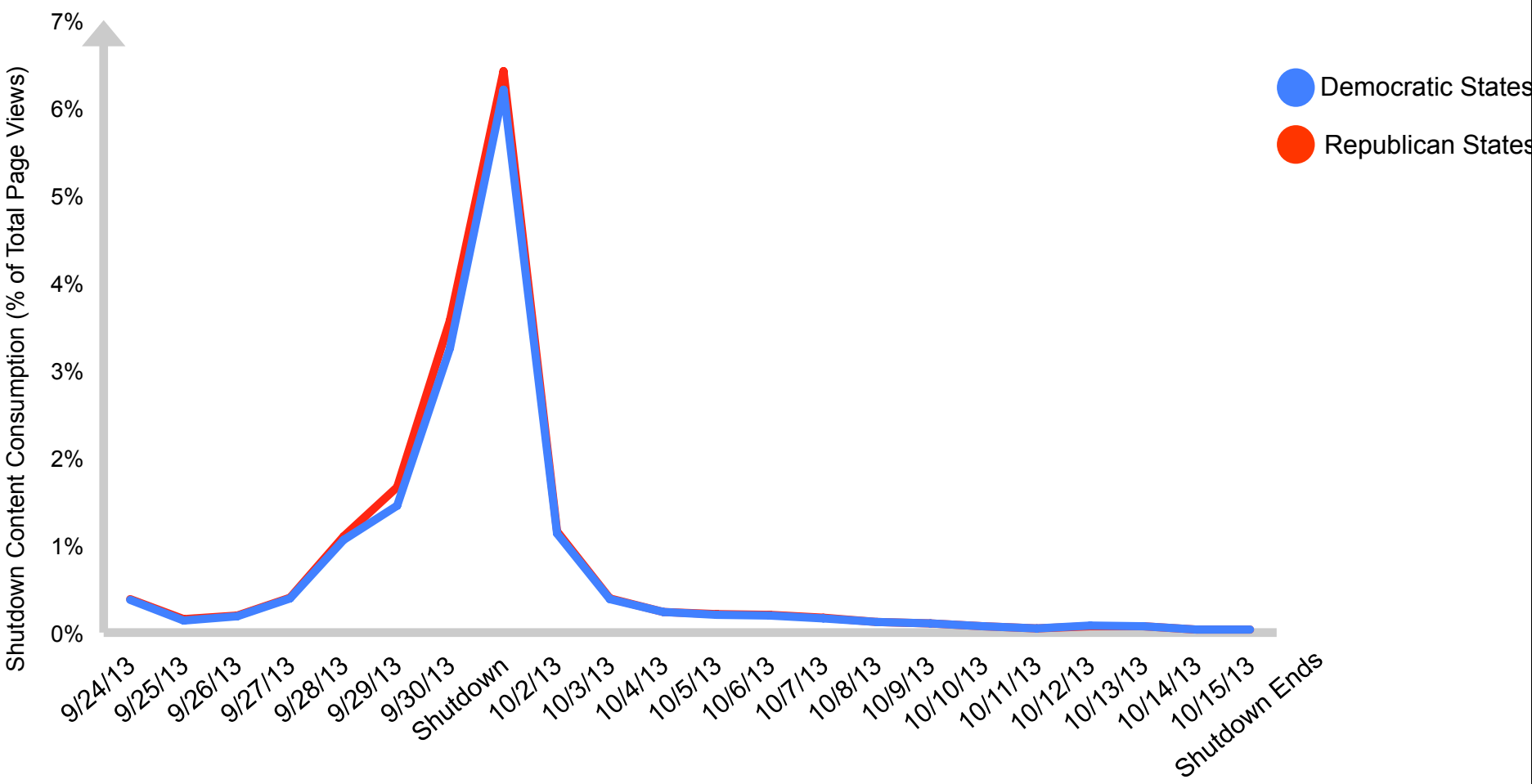
As is interest in key shutdown-related issues…

Content Consumption on Healthcare Issues

Democratic States
Republican States

Healthcare Content Consumption (% of Total Page Views)

3.0%
2.5%
2.0%
1.5%
1.0%
0.5%
0.0%

9/16/13 9/19/13 9/22/13 9/25/13 9/28/13 Shutdown 10/4/13 10/7/13 10/10/13 10/13/13 Shutdown Ends

Content Consumption on Social Issues

Social Content Consumption (% of Total Page Views)

- Democratic States
- Republican States

12%
10%
8%
6%
4%
2%
0%

9/16/13 9/19/13 9/22/13 9/25/13 9/28/13 Shutdown 10/4/13 10/7/13 10/10/13 10/13/13 Shutdown Ends
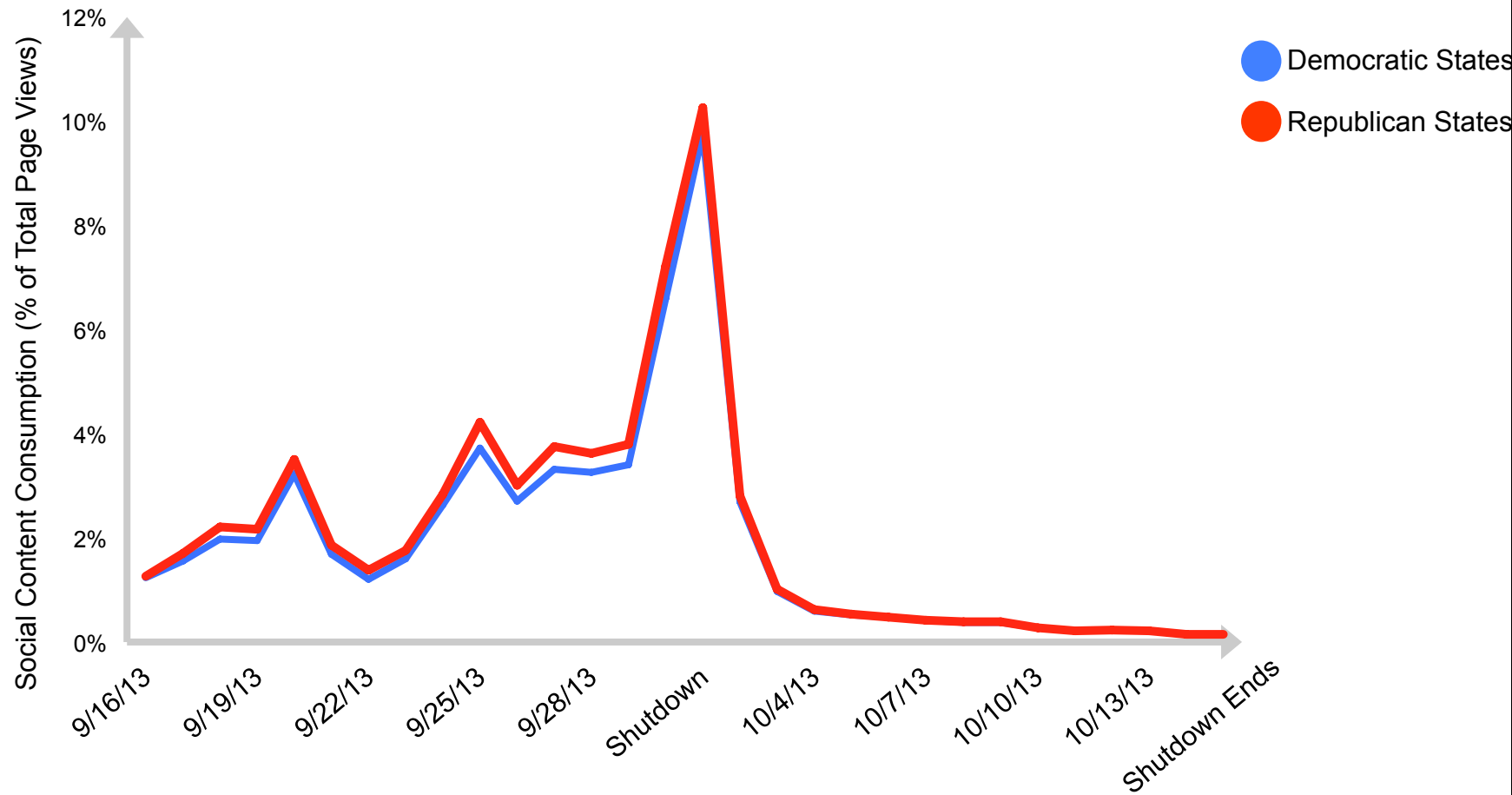
Content Consumption on Economic Issues
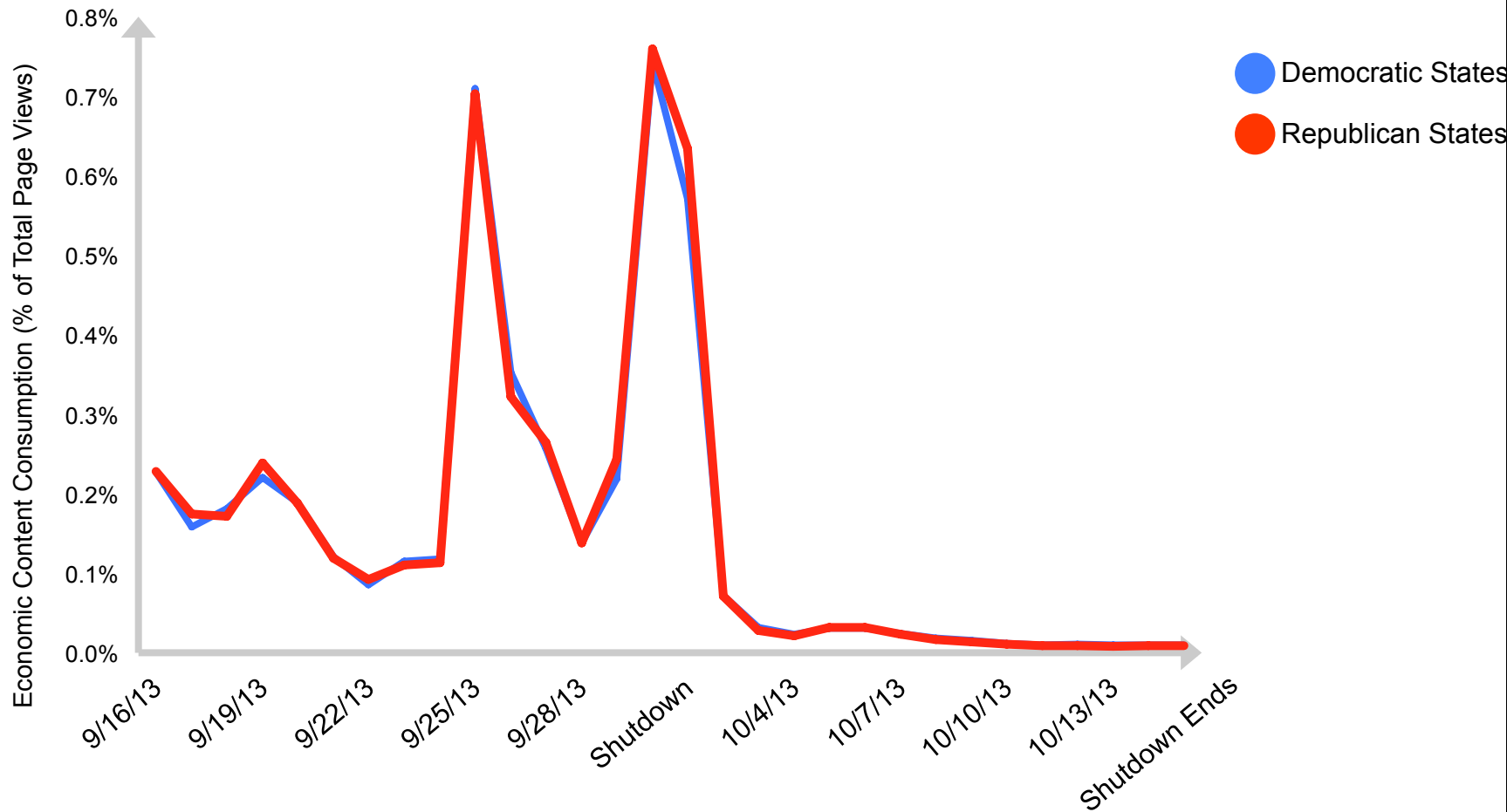
Y-axis: Economic Content Consumption (% of Total Page Views)

Y-axis values: 0.8%, 0.7%, 0.6%, 0.5%, 0.4%, 0.3%, 0.2%, 0.1%, 0.0%

X-axis: 9/16/13, 9/19/13, 9/22/13, 9/25/13, 9/28/13, Shutdown, 10/4/13, 10/7/13, 10/10/13, 10/13/13, Shutdown Ends

Legend:
- Democratic States
- Republican States

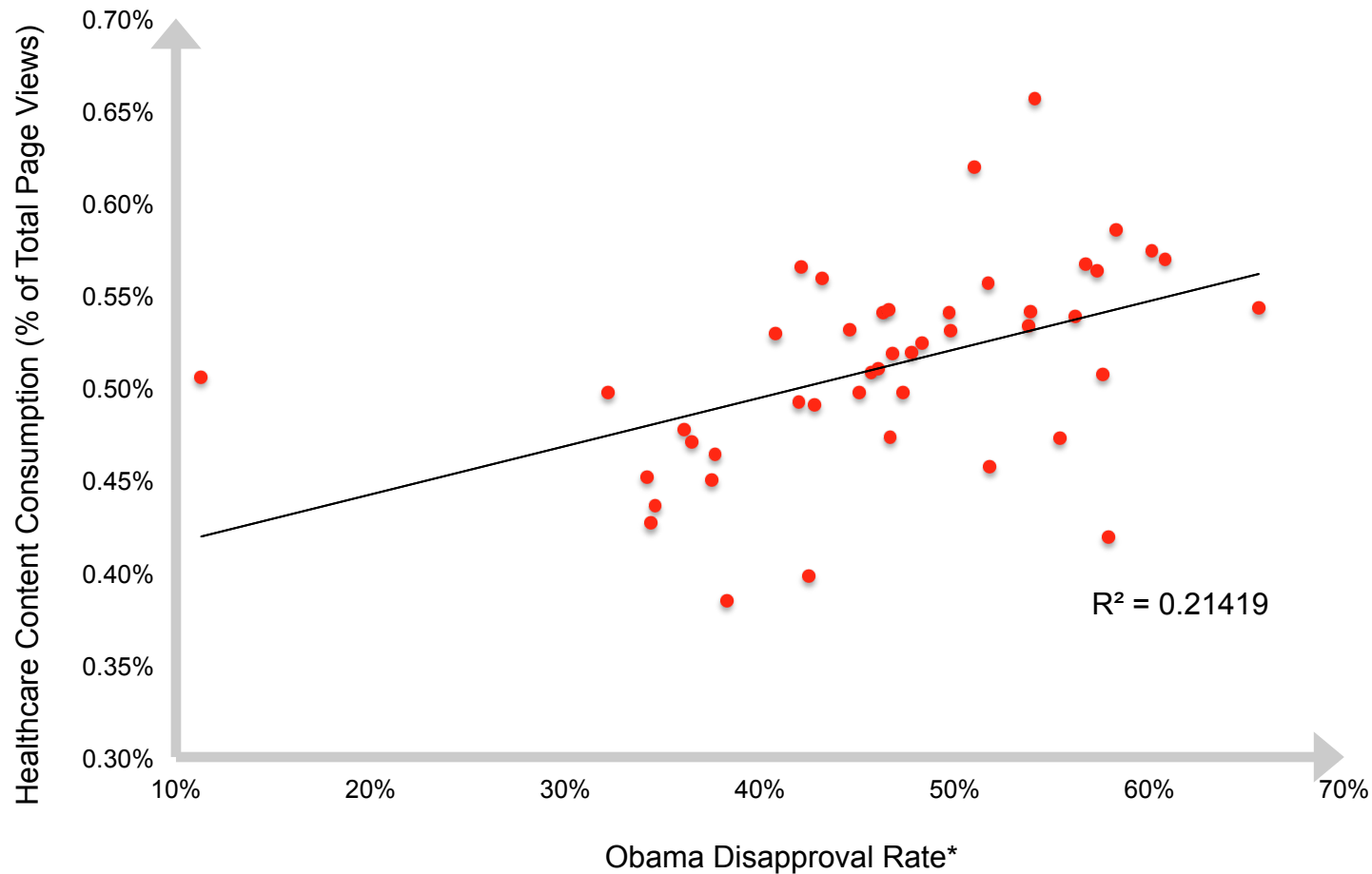DATA DRIVEN BY outbrain

The more states disapprove of Obama, the more content covering healthcare issues the consumed during the government shutdown (Oct. 1st – 15th)…

Obama Disapproval Rate and Content Consumption on Healthcare Issues

R² = 0.21419

Healthcare Content Consumption (% of Total Page Views)

Obama Disapproval Rate*

*The percentage of state residents who disapprove of the job Barack Obama is doing as president

DATA DRIVEN BY Outbrain

The more states lean to the right, the more content covering healthcare issues they consumed during the government shutdown (Oct. 1st – 15th)…
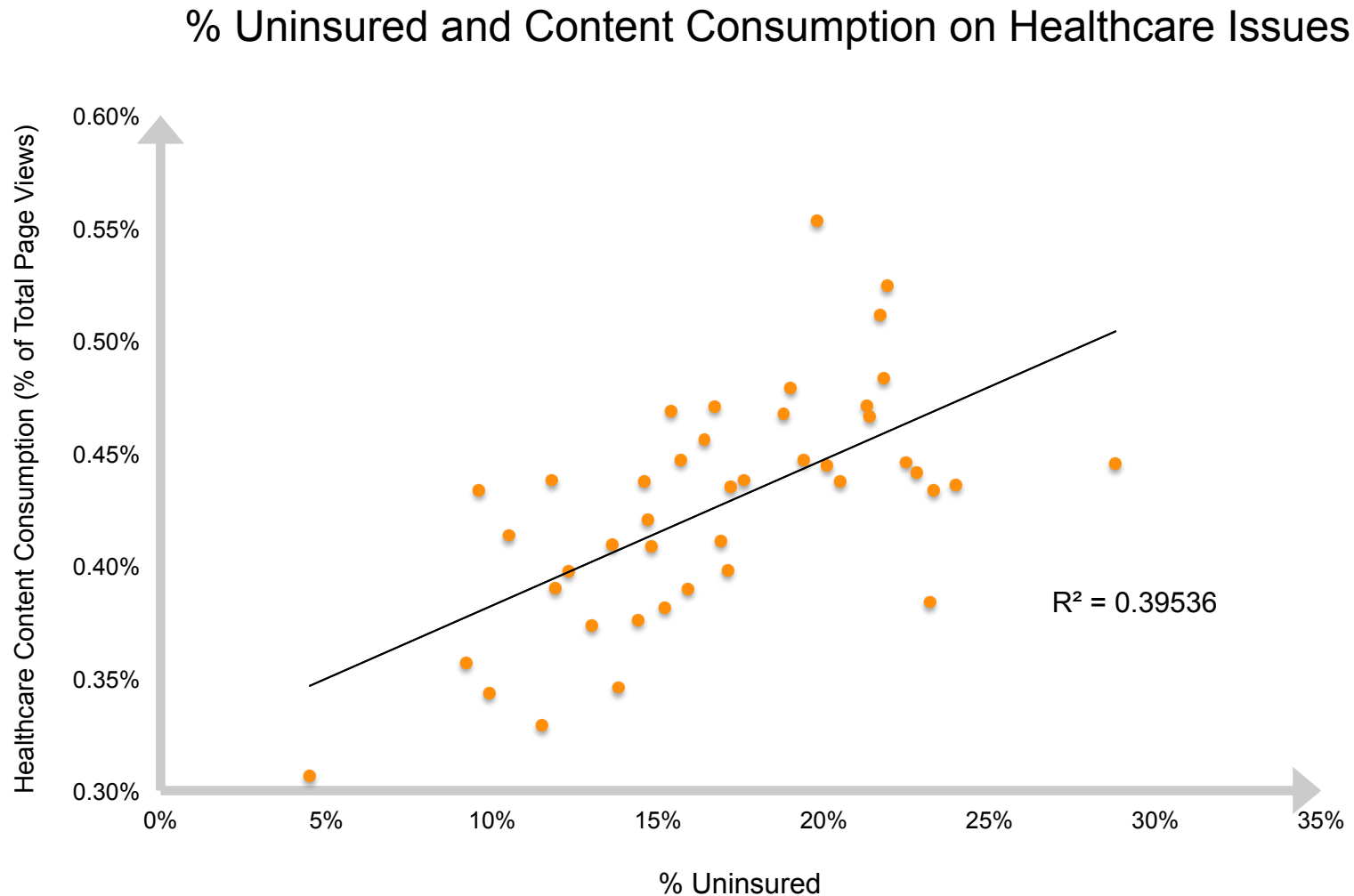

Conservative Leaning and Content Consumption on Healthcare Issues

R² = 0.3508
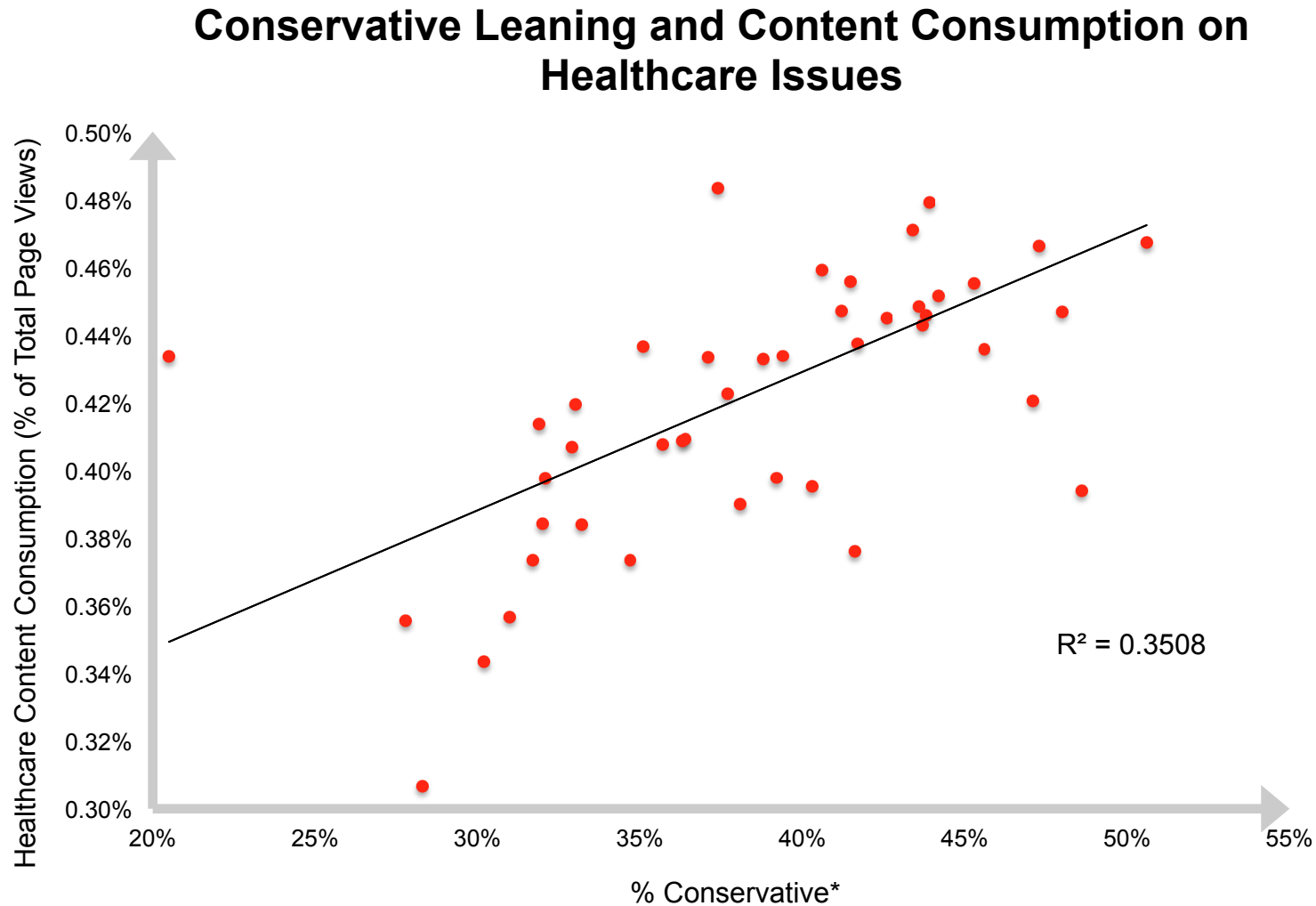
Healthcare Content Consumption (% of Total Page Views)

% Conservative*

% Government Workers and Content Consumption on Shutdown

R² = 0.28815

Shutdown Content Consumption (% of Total Page Views)

% Government Workers*
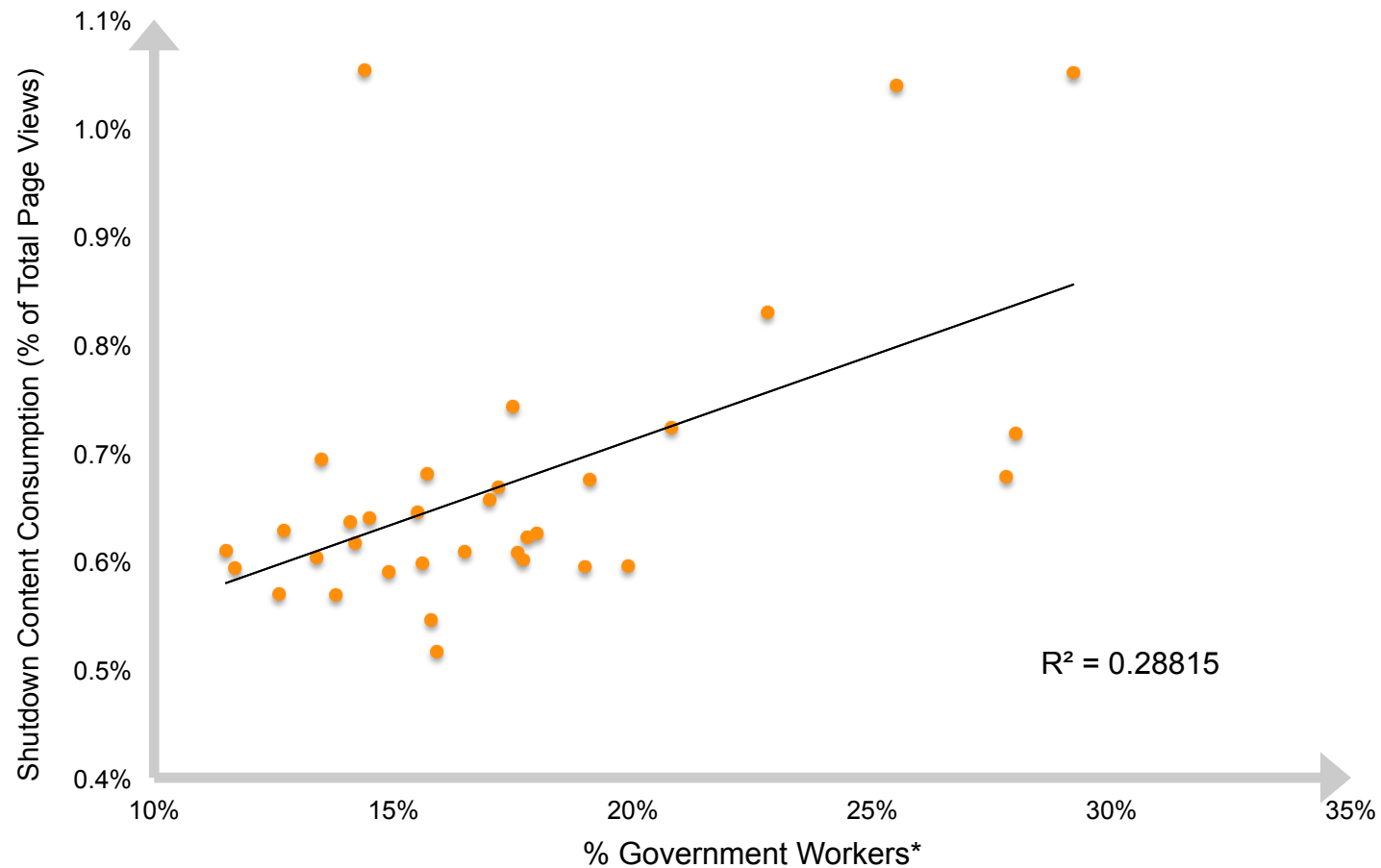
*The percentage of state residents who are employed by federal, state, or local government

DATA DRIVEN BY outbrain

The greater a state's proportion of uninsured residents, the more content covering healthcare issues they consumed during the government shutdown (Oct. 1st – 15th)…

% Uninsured and Content Consumption on Healthcare Issues

R² = 0.39536

Y-axis: Healthcare Content Consumption (% of Total Page Views)

X-axis: % Uninsured

*The percentage of state residents who say they do not have health insurance coverage

DATA DRIVEN BY outbrain

Content Consumption on Affordable Care Act

ACA Content Consumption (% of Total Page Views)

Legend:
- <10% Uninsured
- 10 – 20% Uninsured
- > 20% Uninsured

X-axis labels: 9/24/13, 9/25/13, 9/26/13, 9/27/13, 9/28/13, 9/29/13, 9/30/13, Shutdown Begins, 10/2/13, 10/3/13, 10/4/13, 10/5/13, 10/6/13, 10/7/13, 10/8/13, 10/9/13, 10/10/13, 10/11/13, 10/12/13, 10/13/13, 10/14/13, 10/15/13, Shutdown Ends

Y-axis labels: 0.00%, 0.05%, 0.10%, 0.15%, 0.20%, 0.25%

DATA DRIVEN BY outbrain
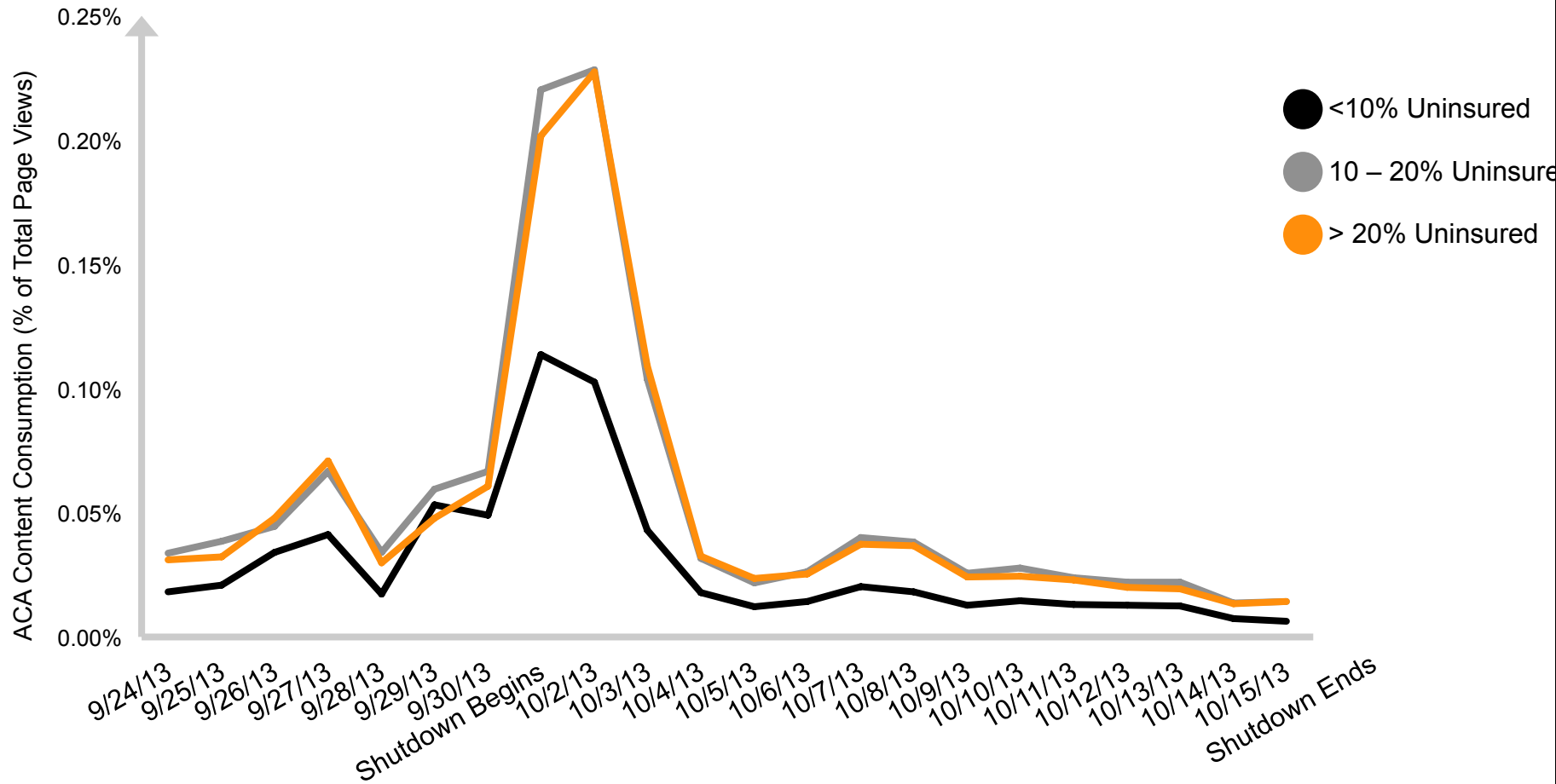
Methodology

- We pulled the total number of U.S. page views in our network between September 16th and October 15th 2013, as well as how many of these pages were viewed in each state to use as benchmarks against page views of stories within the politics category*, as well as stories covering the government shutdown and more specific political issues

- We determined which pieces of content were related to the shutdown and specific political issues (i.e., whether the title contained the keywords from a list we generated* and the publish date: Aug 1st – Oct 15th 2013)
    - Shutdown stories: 22,181
    - Healthcare stories: 81,028 (33,197 on Obamacare, 6,832 on Medicare +Medicaid, 5,864 on ACA and the rest on U.S. healthcare in general)
    - 410,439 stories made references to social issues in headlines, 50,370 to economic issues and 325,572 to the U.S. government in general

- All political ideology and party affiliation data came from a 2012 Gallup survey

*Category classifications are made by Outbrain's system for all content in the index
*Can provide these keywords if needed