Rural Values in Montana

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Kellum, Hailey, "Rural Values in Montana" (2019). Carroll College Student Undergraduate Research Festival. 17.
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Rural Values in Montana
Presented By: Hailey Kellum

“We all have values, but the community—the small community—really is unique in forming good values.”
-Anonymous
Hypotheses

1) Living in rural Montana leads to the development of rural values characterized by a feeling of resentment towards urban communities.

2) Montanans will express feelings of resentment towards the federal government more than the Montana state government.
Methodology

• Interviewed 48 Montana residents.
• Analyzed the sentiment values of frequently used words and phrases from each interview.
• Assigned each community an overall sentiment value.
• Compared results to 2018 Carroll College Exit Poll.
Figure 1

Sentiment Values of State and Federal Government by Community

<table>
<thead>
<tr>
<th>Community</th>
<th>State</th>
<th>Federal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>0.5</td>
<td>0.2</td>
</tr>
<tr>
<td>Suburban</td>
<td>0.8</td>
<td>0.4</td>
</tr>
<tr>
<td>Urban</td>
<td>0.8</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>Overall</td>
<td>Rural</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td><strong>Do rural areas receive more or less than</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>their fair share of resources?</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Rural</em> communities get <strong>less</strong> than their fair share of resources and <em>urban</em> communities get <strong>more</strong> than their fair share of resources.</td>
<td>0.15</td>
<td>0.14</td>
</tr>
<tr>
<td>Rural communities get their fair share of resources and <em>urban</em> communities get their fair share of resources.</td>
<td>0.66</td>
<td>0.68</td>
</tr>
<tr>
<td><em>Rural</em> communities get <strong>more</strong> than their fair share of resources and <em>urban</em> communities get <strong>less</strong> than their fair share of resources.</td>
<td>0.19</td>
<td>0.18</td>
</tr>
</tbody>
</table>
Data Analysis

• In general, respondents from rural, suburban, and urban communities in Montana expressed favorable sentiment towards rural areas and the Montana state government.

• Each community expressed negative sentiment toward the federal government.

• Suburban communities differed the most in their impression of rural values.
Figure 2

MT State Government and Rural Sentiment by Location

Opinion of MT State Government
1=Most Positive

Average Rural Sentiment
1=Most Positive

Urban

Rural

Suburban

Outlier
Conclusion

- Most Montanans self-identify as rural residents.
- Living in rural Montana leads to the development of a distinguishable set of rural values.
- Rural values in Montana do not seem to be defined by resentment towards urban communities or the Montana state government.
Thank You!

Questions?
Selected References
