

# YouGov Survey: Trump and the Media



Sample 1000 U.S. adult citizens  
Conducted January 25 - 27, 2017  
Margin of Error ±3.9%

1. In general, how much trust and confidence do you have in the media to state the facts fully, accurately and fairly?

A great deal	11%
A fair amount	27%
Not very much	33%
None at all	23%
Not sure	6%

2. In general, how much trust and confidence do you have in President Donald Trump's administration to state the facts fully, accurately and fairly?

A great deal	18%
A fair amount	25%
Not very much	17%
None at all	31%
Not sure	9%

3. In general, do you think the media coverage of Donald Trump has been:

Too positive	14%
Too negative	41%
About right	27%
Not sure	18%

4. In general, which do you think best describes how the media treats Donald Trump?

The media wants Trump to succeed	7%
The media wants Trump to fail	47%
The media is neutral	26%
Not sure	20%

5. How do you think the media should treat Donald Trump?

The media should want Trump to succeed	21%
The media should want Trump to fail	7%
The media should be neutral	61%
Not sure	11%

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<b>Interviewing Dates</b>	January 25 - 27, 2017
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, and 2016 Presidential vote. The weights range from 0.077 to 3.928, with a mean of one and a standard deviation of 0.744.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	39 questions not reported.

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## 1. Trump and the Media | Media Trust

In general, how much trust and confidence do you have in the media to state the facts fully, accurately and fairly?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	11%	12%	10%	12%	9%	9%	15%	10%	14%	16%	*
A fair amount	27%	26%	29%	23%	24%	28%	33%	24%	37%	30%	*
Not very much	33%	31%	35%	37%	30%	35%	28%	36%	24%	23%	*
None at all	23%	27%	18%	18%	26%	23%	24%	25%	12%	19%	*
Not sure	6%	5%	8%	9%	10%	5%	0%	4%	12%	11%	*
Totals	100%	101%	100%	99%	99%	100%	100%	99%	99%	99%	*
Unweighted N	(999)	(463)	(536)	(217)	(238)	(350)	(194)	(742)	(116)	(95)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	11%	23%	6%	5%	22%	4%	12%	10%	11%	12%	11%	12%	8%
A fair amount	27%	40%	26%	16%	48%	8%	29%	27%	23%	29%	24%	28%	28%
Not very much	33%	25%	31%	44%	21%	44%	32%	36%	37%	37%	37%	31%	28%
None at all	23%	7%	27%	32%	6%	43%	19%	23%	28%	19%	23%	23%	25%
Not sure	6%	5%	10%	2%	3%	1%	7%	3%	2%	4%	4%	6%	11%
Totals	100%	100%	100%	99%	100%	100%	99%	99%	101%	101%	99%	100%	100%
Unweighted N	(999)	(346)	(383)	(270)	(388)	(344)	(452)	(278)	(116)	(193)	(221)	(383)	(202)

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## 2. Trump and the Media | Administration Trust

In general, how much trust and confidence do you have in President Donald Trump's administration to state the facts fully, accurately and fairly?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	18%	19%	18%	12%	14%	21%	24%	22%	2%	20%	*
A fair amount	25%	26%	24%	17%	25%	28%	26%	28%	9%	19%	*
Not very much	17%	18%	16%	22%	21%	16%	9%	15%	26%	15%	*
None at all	31%	30%	33%	36%	31%	26%	35%	28%	42%	38%	*
Not sure	9%	8%	10%	13%	8%	8%	6%	7%	20%	7%	*
Totals	100%	101%	101%	100%	99%	99%	100%	100%	99%	99%	*
Unweighted N	(999)	(463)	(536)	(218)	(238)	(349)	(194)	(741)	(117)	(95)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	18%	6%	14%	38%	2%	44%	16%	20%	21%	13%	19%	21%	18%
A fair amount	25%	9%	23%	43%	5%	46%	23%	25%	37%	24%	27%	26%	21%
Not very much	17%	18%	21%	11%	18%	7%	20%	16%	17%	20%	20%	17%	13%
None at all	31%	60%	27%	6%	72%	0%	31%	34%	25%	33%	28%	30%	35%
Not sure	9%	7%	15%	2%	3%	2%	11%	4%	1%	10%	6%	7%	14%
Totals	100%	100%	100%	100%	100%	99%	101%	99%	101%	100%	100%	101%	101%
Unweighted N	(999)	(347)	(383)	(269)	(389)	(343)	(451)	(278)	(116)	(193)	(220)	(384)	(202)

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## 3. Trump and the Media | Media Coverage

In general, do you think the media coverage of Donald Trump has been:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too positive	14%	15%	13%	21%	12%	8%	18%	14%	7%	18%	*
Too negative	41%	43%	38%	25%	37%	48%	48%	49%	13%	31%	*
About right	27%	26%	28%	28%	31%	27%	24%	22%	50%	33%	*
Not sure	18%	16%	20%	26%	20%	17%	10%	16%	29%	18%	*
Totals	100%	100%	99%	100%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(999)	(463)	(536)	(218)	(237)	(350)	(194)	(741)	(117)	(95)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too positive	14%	26%	11%	5%	30%	2%	12%	16%	14%	15%	14%	13%	15%
Too negative	41%	14%	37%	75%	8%	89%	35%	49%	52%	33%	43%	44%	40%
About right	27%	41%	27%	12%	51%	5%	32%	24%	26%	32%	27%	26%	26%
Not sure	18%	19%	25%	7%	12%	4%	21%	11%	8%	20%	15%	17%	19%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(999)	(347)	(382)	(270)	(389)	(344)	(451)	(278)	(116)	(193)	(220)	(384)	(202)

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## 4. Trump and the Media | Actual Media Treatment

In general, which do you think best describes how the media treats Donald Trump?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The media wants Trump to succeed	7%	7%	7%	12%	6%	5%	6%	5%	10%	17%	*
The media wants Trump to fail	47%	51%	44%	38%	48%	50%	51%	56%	12%	37%	*
The media is neutral	26%	26%	26%	29%	26%	23%	29%	22%	48%	26%	*
Not sure	20%	16%	24%	22%	20%	22%	14%	18%	30%	20%	*
Totals	100%	100%	101%	101%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(997)	(462)	(535)	(216)	(238)	(350)	(193)	(740)	(116)	(95)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The media wants Trump to succeed	7%	12%	5%	5%	11%	4%	8%	6%	6%	4%	7%	7%	10%
The media wants Trump to fail	47%	20%	44%	81%	16%	91%	40%	53%	65%	44%	55%	46%	45%
The media is neutral	26%	42%	26%	9%	54%	2%	27%	30%	24%	30%	20%	29%	22%
Not sure	20%	26%	25%	6%	19%	3%	24%	12%	5%	23%	19%	17%	23%
Totals	100%	100%	100%	101%	100%	100%	99%	101%	100%	101%	101%	99%	100%
Unweighted N	(997)	(346)	(382)	(269)	(389)	(343)	(451)	(277)	(116)	(193)	(220)	(383)	(201)

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## 5. Trump and the Media | Preferred Media Treatment

How do you think the media should treat Donald Trump?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The media should want Trump to succeed	21%	21%	20%	19%	26%	17%	22%	21%	11%	30%	*
The media should want Trump to fail	7%	9%	6%	17%	5%	4%	3%	6%	6%	12%	*
The media should be neutral	61%	61%	62%	44%	57%	69%	73%	65%	55%	46%	*
Not sure	11%	10%	12%	20%	11%	10%	2%	8%	27%	11%	*
Totals	100%	101%	100%	100%	99%	100%	100%	100%	99%	99%	*
Unweighted N	(997)	(463)	(534)	(217)	(237)	(350)	(193)	(739)	(117)	(95)	(46)

	Total	Party ID			2024 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The media should want Trump to succeed	21%	14%	15%	36%	8%	33%	24%	19%	21%	18%	22%	24%	16%
The media should want Trump to fail	7%	12%	7%	2%	12%	2%	8%	4%	7%	12%	5%	5%	8%
The media should be neutral	61%	63%	62%	59%	73%	65%	54%	73%	70%	57%	67%	60%	62%
Not sure	11%	11%	17%	3%	8%	1%	15%	5%	2%	13%	5%	11%	14%
Totals	100%	100%	101%	100%	101%	101%	101%	101%	100%	100%	99%	100%	100%
Unweighted N	(997)	(347)	(380)	(270)	(388)	(344)	(450)	(278)	(116)	(192)	(220)	(383)	(202)

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<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
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