YouGov

September 29 - 30, 2016

YouGov

1. Newspaper Endorsements | Trust Local Newspaper
How much do you trust your local newspaper?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	13%	12%	15%	10%	15%	15%	12%	13%	17%	11%	9%
Somewhat	43%	43%	44%	46%	40%	46%	39%	44%	43%	41%	43%
Not very much	19%	19%	19%	20%	18%	17%	21%	20%	13%	23%	15%
Not at all	6%	8%	3%	4%	2%	7%	10%	5%	6%	5%	13%
I don't read a local newspaper	18%	16%	19%	18%	22%	14%	18%	18%	16%	19%	19%
Not sure	1%	2%	1%	2%	2%	2%	—	1%	6%	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(488)	(512)	(180)	(244)	(387)	(189)	(701)	(124)	(113)	(62)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
A lot	13%	17%	14%	7%	15%	12%	19%	5%	11%	11%	15%	14%
Somewhat	43%	48%	39%	45%	45%	43%	48%	33%	46%	48%	39%	43%
Not very much	19%	14%	20%	25%	14%	26%	14%	28%	18%	18%	20%	18%
Not at all	6%	2%	8%	6%	5%	5%	4%	9%	4%	6%	6%	7%
I don't read a local newspaper	18%	18%	17%	17%	20%	13%	16%	21%	18%	16%	18%	18%
Not sure	1%	1%	2%	1%	1%	0%	—	6%	3%	1%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(360)	(369)	(271)	(450)	(260)	(155)	(135)	(176)	(246)	(378)	(200)

2. Newspaper Endorsements | Should Endorse
Do you think newspapers should or should not endorse political candidates?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
They should endorse candidates	24%	23%	25%	23%	21%	22%	32%	22%	23%	33%	26%
They should not endorse candidates	51%	50%	51%	56%	49%	55%	39%	56%	42%	35%	42%
Not sure	26%	27%	25%	22%	30%	23%	29%	22%	35%	33%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(486)	(511)	(179)	(243)	(387)	(188)	(698)	(124)	(113)	(62)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
They should endorse candidates	24%	40%	15%	17%	18%	30%	33%	22%	31%	23%	21%	22%
They should not endorse candidates	51%	31%	58%	64%	49%	57%	49%	43%	35%	49%	57%	57%
Not sure	26%	30%	27%	19%	32%	13%	17%	35%	34%	28%	22%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(360)	(367)	(270)	(448)	(260)	(154)	(135)	(174)	(246)	(377)	(200)

3. Newspaper Endorsements | 2012 Endorsement
Thinking back to 2012, do you happen to remember who your local newspaper endorsed in the presidential election?
Asked of panelists who read local newspapers

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
My local newspaper endorsed Barack Obama	23%	26%	21%	9%	19%	24%	41%	22%	27%	19%	35%
My local newspaper endorsed Mitt Romney	8%	12%	5%	13%	3%	8%	9%	8%	13%	3%	6%
My local newspaper didn't endorse either candidate	11%	11%	10%	20%	7%	9%	7%	10%	13%	10%	10%
I don't remember who my local newspaper endorsed	43%	40%	45%	43%	50%	43%	34%	43%	35%	51%	37%
Not sure	15%	11%	19%	15%	22%	14%	8%	15%	12%	17%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(817)	(414)	(403)	(138)	(192)	(330)	(157)	(580)	(96)	(88)	(53)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
My local newspaper endorsed Barack Obama	23%	29%	22%	19%	20%	23%	31%	27%	37%	20%	22%	16%
My local newspaper endorsed Mitt Romney	8%	11%	8%	5%	7%	10%	11%	5%	6%	9%	8%	11%
My local newspaper didn't endorse either candidate	11%	8%	9%	16%	12%	12%	10%	3%	7%	8%	12%	14%
I don't remember who my local newspaper endorsed	43%	41%	43%	45%	46%	42%	38%	37%	32%	44%	44%	49%
Not sure	15%	12%	17%	15%	15%	12%	9%	28%	19%	18%	14%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(817)	(292)	(295)	(230)	(350)	(225)	(134)	(108)	(140)	(206)	(305)	(166)

4. Newspaper Endorsements | 2016 Endorsement
Do you happen to know if your local newspaper has endorsed a candidate in this year's presidential election?
Asked of panelists who read local newspapers

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
My local newspaper endorsed Hillary Clinton	15%	18%	12%	13%	12%	17%	17%	15%	9%	23%	13%
My local newspaper endorsed Donald Trump	4%	6%	2%	10%	4%	2%	3%	3%	13%	2%	3%
My local newspaper hasn't endorsed either candidate	26%	28%	25%	33%	17%	26%	31%	29%	22%	20%	20%
Not sure	55%	48%	61%	44%	68%	56%	48%	53%	56%	55%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(813)	(413)	(400)	(135)	(192)	(329)	(157)	(579)	(94)	(87)	(53)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
My local newspaper endorsed Hillary Clinton	15%	16%	15%	13%	12%	13%	26%	17%	13%	11%	18%	15%
My local newspaper endorsed Donald Trump	4%	6%	1%	7%	5%	6%	0%	1%	8%	4%	3%	2%
My local newspaper hasn't endorsed either candidate	26%	26%	28%	25%	25%	29%	34%	17%	19%	25%	32%	25%
Not sure	55%	52%	56%	55%	58%	52%	40%	65%	60%	60%	47%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(813)	(290)	(293)	(230)	(347)	(225)	(133)	(108)	(139)	(206)	(302)	(166)

5. Newspaper Endorsements | Clinton Endorsement
Does your newspaper endorsing Hillary Clinton:
Asked of panelists whose local newspapers have endorsed Hillary Clinton

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Make you more likely to vote for her	14%	16%	10%	25%	6%	10%	17%	11%	19%	25%	6%
Make you less likely to vote for her	27%	21%	38%	1%	42%	24%	42%	26%	4%	36%	57%
Not affect how likely you are to vote for her	55%	56%	53%	71%	46%	59%	41%	62%	41%	39%	31%
Not sure	4%	7%	—	2%	5%	7%	—	1%	36%	0%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(121)	(79)	(42)	(24)	(28)	(47)	(22)	(81)	(12)	(18)	(10)

		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Make you more likely to vote for her	14%	28%	8%	—	20%	10%	13%	3%	8%	17%	10%	24%
Make you less likely to vote for her	27%	21%	24%	45%	40%	11%	29%	20%	20%	21%	32%	29%
Not affect how likely you are to vote for her	55%	50%	59%	54%	40%	79%	58%	45%	55%	56%	58%	47%
Not sure	4%	0%	9%	2%	0%	—	—	32%	16%	6%	1%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(121)	(44)	(44)	(33)	(41)	(34)	(28)	(18)	(19)	(20)	(53)	(29)

6. Newspaper Endorsements | Trump Endorsement
Does your newspaper endorsing Donald Trump:
Asked of panelists whose local newspapers have endorsed Donald Trump

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Make you more likely to vote for him	12%	11%	16%	11%	30%	2%	—	20%	1%	5%	46%
Make you less likely to vote for him	40%	48%	18%	60%	36%	—	20%	47%	27%	95%	—
Not affect how likely you are to vote for him	48%	41%	66%	29%	34%	98%	80%	33%	72%	—	54%
Not sure	—	—	—	—	—	—	—	—	—	—	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(23)	(13)	(10)	(8)	(7)	(6)	(2)	(12)	(6)	(3)	(2)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under $50K	$50-100K	$100K or more	Prefer not to say	Northeast	Midwest	South	West
Make you more likely to vote for him	12%	15%	2%	13%	10%	16%	—	—	6%	26%	9%	18%
Make you less likely to vote for him	40%	8%	83%	60%	17%	76%	100%	—	56%	7%	58%	—
Not affect how likely you are to vote for him	48%	78%	14%	26%	72%	8%	—	100%	38%	67%	33%	82%
Not sure	—	—	—	—	—	—	—	—	—	—	—	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(23)	(10)	(5)	(8)	(14)	(7)	(1)	(1)	(5)	(6)	(7)	(5)

YouGov

Interviewing Dates	September 29 - 30, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.103 to 6.016, with a mean of one and a standard deviation of 1.074.
Number of respondents	1000
Margin of error	± 4.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.