

YouGov Survey: Trump and the Media



Sample 1124 U.S. adult citizens
Conducted January 30 - February 3, 2025
Margin of Error ±3.8%

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	4%
A fair amount	24%
Not very much	41%
None at all	26%
Not sure	5%

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	25%
A fair amount	19%
Not very much	13%
None at all	38%
Not sure	5%

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

Too positive	23%
Too negative	35%
About right	25%
Not sure	17%

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

The media wants Trump to succeed	16%
The media wants Trump to fail	43%
The media is neutral	16%
Not sure	25%

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

The media should want Trump to succeed	22%
The media should want Trump to fail	10%
The media should be neutral	59%
Not sure	9%

YouGov Survey: Trump and the Media



Interviewing Dates	January 30 - February 3, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.532, with a mean of one and a standard deviation of 0.85.
Number of respondents	1124
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	90 questions not reported.

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1. Trump Media Trust

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	4%	6%	3%	5%	5%	4%	4%	4%	6%	2%	10%
A fair amount	24%	24%	25%	30%	26%	21%	23%	24%	34%	25%	10%
Not very much	41%	38%	43%	45%	40%	39%	40%	41%	38%	41%	42%
None at all	26%	28%	24%	14%	24%	31%	32%	28%	14%	24%	27%
Not sure	5%	4%	5%	6%	5%	6%	1%	2%	8%	9%	12%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	101%	101%
Unweighted N	(1,123)	(520)	(603)	(283)	(205)	(368)	(267)	(695)	(136)	(181)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	4%	8%	1%	4%	6%	4%	5%	2%	6%	5%	4%	3%	7%
A fair amount	24%	38%	19%	17%	42%	11%	23%	24%	27%	25%	27%	22%	26%
Not very much	41%	35%	44%	42%	36%	43%	41%	39%	42%	41%	39%	46%	33%
None at all	26%	13%	29%	35%	13%	41%	26%	30%	21%	27%	24%	26%	25%
Not sure	5%	5%	7%	2%	3%	1%	4%	4%	5%	2%	6%	3%	8%
Totals	100%	99%	100%	100%	100%	100%	99%	99%	101%	100%	100%	100%	99%
Unweighted N	(1,123)	(395)	(382)	(346)	(458)	(409)	(478)	(317)	(236)	(187)	(240)	(437)	(259)

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2. Trump 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	25%	30%	20%	16%	14%	31%	37%	28%	7%	23%	28%
A fair amount	19%	20%	17%	22%	22%	17%	15%	20%	15%	18%	13%
Not very much	13%	15%	11%	23%	19%	8%	5%	11%	14%	18%	22%
None at all	38%	31%	45%	32%	40%	38%	42%	37%	57%	33%	23%
Not sure	5%	4%	6%	7%	5%	6%	1%	3%	7%	9%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,124)	(521)	(603)	(284)	(205)	(368)	(267)	(695)	(137)	(181)	(111)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	25%	5%	18%	52%	2%	58%	22%	27%	26%	23%	29%	25%	23%
A fair amount	19%	6%	17%	32%	6%	31%	19%	22%	16%	18%	14%	21%	19%
Not very much	13%	13%	16%	10%	10%	4%	15%	9%	15%	14%	12%	14%	13%
None at all	38%	73%	40%	3%	81%	4%	38%	38%	40%	38%	42%	36%	39%
Not sure	5%	3%	8%	4%	1%	3%	6%	4%	4%	6%	3%	5%	7%
Totals	100%	100%	99%	101%	100%	100%	100%	100%	101%	99%	100%	101%	101%
Unweighted N	(1,124)	(396)	(382)	(346)	(459)	(409)	(478)	(318)	(236)	(187)	(240)	(438)	(259)

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3. Trump Media Coverage

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too positive	23%	20%	25%	21%	21%	22%	27%	25%	20%	18%	14%
Too negative	35%	39%	31%	26%	24%	45%	42%	39%	23%	27%	39%
About right	25%	25%	25%	33%	34%	18%	19%	23%	37%	28%	24%
Not sure	17%	15%	18%	20%	21%	15%	12%	14%	20%	27%	23%
Totals	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,124)	(521)	(603)	(284)	(205)	(368)	(267)	(695)	(137)	(181)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too positive	23%	42%	21%	6%	46%	6%	19%	25%	29%	23%	26%	19%	24%
Too negative	35%	12%	31%	63%	8%	70%	35%	38%	33%	35%	33%	38%	34%
About right	25%	27%	25%	24%	33%	19%	23%	25%	29%	24%	24%	28%	23%
Not sure	17%	19%	23%	8%	13%	4%	22%	12%	9%	18%	17%	15%	18%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,124)	(396)	(382)	(346)	(459)	(409)	(478)	(318)	(236)	(187)	(240)	(438)	(259)

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4. Trump Actual Media Treatment

In general, which do you think best describes how the media treats 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 wants Trump to succeed	16%	14%	18%	19%	15%	15%	16%	17%	16%	16%	11%
The media wants Trump to fail	43%	49%	38%	34%	37%	50%	48%	50%	22%	31%	39%
The media is neutral	16%	17%	15%	18%	19%	16%	11%	13%	25%	22%	18%
Not sure	25%	20%	29%	29%	28%	19%	25%	20%	37%	31%	32%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,123)	(521)	(602)	(284)	(205)	(368)	(266)	(694)	(137)	(181)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The media wants Trump to succeed	16%	32%	11%	7%	29%	5%	15%	17%	19%	17%	14%	16%	18%
The media wants Trump to fail	43%	15%	40%	73%	13%	83%	41%	48%	44%	43%	44%	44%	42%
The media is neutral	16%	25%	14%	10%	29%	8%	16%	15%	19%	17%	12%	17%	17%
Not sure	25%	28%	36%	10%	30%	4%	27%	20%	19%	23%	29%	23%	23%
Totals	100%	100%	101%	100%	101%	100%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,123)	(396)	(382)	(345)	(459)	(409)	(477)	(318)	(236)	(187)	(240)	(437)	(259)

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5. Trump 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	22%	21%	24%	17%	18%	22%	32%	24%	12%	22%	18%
The media should want Trump to fail	10%	9%	11%	13%	12%	9%	6%	8%	17%	10%	13%
The media should be neutral	59%	61%	56%	59%	55%	61%	59%	61%	59%	45%	57%
Not sure	9%	9%	10%	11%	14%	8%	3%	6%	12%	22%	12%
Totals	100%	100%	101%	100%	99%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,122)	(521)	(601)	(283)	(205)	(367)	(267)	(694)	(137)	(180)	(111)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The media should want Trump to succeed	22%	8%	16%	42%	5%	42%	24%	24%	18%	21%	25%	21%	21%
The media should want Trump to fail	10%	18%	8%	4%	15%	3%	12%	7%	11%	11%	10%	9%	10%
The media should be neutral	59%	64%	60%	52%	71%	54%	53%	64%	64%	60%	56%	61%	56%
Not sure	9%	10%	15%	3%	9%	1%	12%	5%	6%	7%	8%	8%	13%
Totals	100%	100%	99%	101%	100%	100%	101%	100%	99%	99%	99%	99%	100%
Unweighted N	(1,122)	(396)	(381)	(345)	(459)	(407)	(477)	(317)	(236)	(187)	(240)	(436)	(259)

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Margin of error	± 3.8% (adjusted for weighting)
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