

Appendix C: Detailed tables

COVERING PRESIDENT TRUMP IN A POLARIZED MEDIA ENVIRONMENT CONTENT ANALYSIS DETAILED TABLES JAN. 21-APRIL 30, 2017

Topic: Domestic issues

*% of Trump administration stories
that were about each topic*

	%
NET Domestic issues	40
Immigration	14
Health care	9
Budget/taxes	4
News media	3
Defense-domestic	3
Business/economy	2
Civil rights/liberties	1
Environment	1
Election process	1
Energy	1
Abortion/family planning	<1
Crime/gun policy	<1
Science/technology	<1
Domestic issues (other)	<1
Education	<1
Crime incidents or trends	<1
Religion	<1
Women's rights	<1
Campaign finance	<1
Culture/arts	<1
Labor	<1
Poverty	<1
Agriculture	--
Natural disasters	--
Social Security	--

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

Topic: President's management and political approach

% of Trump administration stories that were about each topic

	%
NET President's management and political approach	34
Political skills	17
Appts./nominations	13
Personal profile/character	3
Political philosophy/ideology	1

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

Topic: Foreign affairs

*% of Trump administration stories
that were about each topic*

	%
NET Foreign affairs	26
U.S.-Russia relations	13
Syria	3
North Korea	3
International terrorism	1
European Union/NATO	1
Foreign trade	1
Iran	1
China	1
Foreign issues (other)	1
Israel/Palestine	1
Iraq War/Iraq	<1
Afghanistan War/Afghanistan	<1
International institutions (other)	<1
Middle East (other)	<1

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Frame

% of Trump administration stories that were framed as ...

	%
Leadership and character	74
Ideology and agenda	26

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Assessment of Trump/administration

% of Trump administration stories that had an overall ...

	%
Positive assessment	11
Neither	45
Negative assessment	44

Note: Stories coded as positive had at least twice as many positive as negative statements; negative stories had at least twice as many negative as positive statements. All other stories are coded as neither. N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Trigger

% of Trump administration stories produced as a result of a statement or action by ...

	%
Trump/administration	45
News media	19
Other government	15
Congressional Rep. or Dem.	10
Outside actor	4
Planned political event	3
Foreign government	3
Poll	1
Unplanned external event	1
Economy	<1
Trump family/business	<1
Other	<1

Note: Other government includes other federal, state and local actors. N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Source type

*% of Trump administration stories
that cited ...*

	%
Trump/administration	74
News media	35
Congressional Rep.	26
Congressional Dem.	21
Expert	16
Interest group	13
Citizen	5
Poll	4
Trump org/family member	1
<hr/>	
Cong. Rep. AND Dem.*	13

*Includes stories that cite both Republican and Democratic members of Congress.

Note: Numbers do not add to 100% because multiple source types may appear in one story. N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Number of source types cited

% of Trump administration stories that cited ...

	%
No source types	7
1 source type	31
2 source types	33
3+ source types	29

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Refutation

% of Trump administration stories that ...

	%
Refuted a Trump/ administration statement	10

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Presence of tweet

% of Trump administration stories that ...

	%
Included a tweet by Trump	16

Note: N=3,013 stories.

Source: Pew Research Center content analysis of news stories from national newspaper websites, radio, cable and network broadcasts and websites, and digital outlets about President Trump or his administration, Jan. 21-April 30, 2017 (Monday-Friday).

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER

Broad topic category for each presidency based on comparison sample

% of stories about each presidency that were about each broad topic category

	Clinton 1993	Bush 2001	Obama 2009	Trump 2017
	%	%	%	%
Broad topic categories				
Domestic issues	51	56	39	36
Foreign affairs	20	18	16	24
President's management and political approach	26	22	44	40
Other	3	4	1	--

Note: Topics studied shifted slightly from year to year. 2017 N=326; 2009 N= 362; 2001 N=333; 1993 N= 566.

Source: Pew Research Center content analysis of news stories from national print newspapers, Newsweek, and network TV shows covering the first 60 days of each administration.

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

Topic: Domestic issues for each presidency based on comparison sample

% of stories about each presidency that were about each topic

	Clinton 1993	Bush 2001	Obama 2009	Trump 2017
	%	%	%	%
Abortion/family planning	1	2	1	<1
Agriculture	--	--	--	--
Budget/taxes	25	27	n/a	3
Business/economy (non-budget)	6	2	n/a	2
Budget/taxes + Business/economy combined	n/a	n/a	30	n/a
Campaign finance	1	2	<1	--
Civil rights/liberties	<1	--	<1	1
Crime incidents or trends	--	--	--	<1
Crime/gun policy	<1	<1	--	<1
Culture/arts	--	<1	--	<1
Defense--U.S. domestic	2	3	1	2
Education	<1	6	<1	--
Election process	--	2	--	1
Energy	n/a	n/a	<1	<1
Environment	<1	6	1	<1
Gays in the military	7	--	--	n/a
Health care	5	2	2	8
Immigration	<1	<1	--	14
Labor	2	2	--	--
Media	n/a	n/a	n/a	2
Natural disasters	--	<1	--	--
Poverty	1	--	--	--
Religion	--	5	<1	<1
Science/technology	1	--	3	<1
Social Security	n/a	n/a	--	--
Women's rights	1	--	1	--
Other domestic issues	n/a	n/a	1	<1

Note: Topics studied shifted slightly from year to year. In 2009, business/economy topics were combined. 2017 N=326; 2009 N= 362; 2001 N=333; 1993 N= 566.

Source: Pew Research Center content analysis of news stories from national print newspapers, Newsweek, and network TV shows covering the first 60 days of each administration.

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

Topic: Foreign affairs for each presidency based on comparison sample

% of stories about each presidency that were about each topic

	Clinton 1993	Bush 2001	Obama 2009	Trump 2017
	%	%	%	%
Foreign policy & U.S. intervention	15	14	n/a	n/a
Iraq	n/a	n/a	3	1
Afghanistan	n/a	n/a	3	1
Russia	n/a	n/a	2	10
Iran	n/a	n/a	1	1
China	n/a	n/a	--	1
North Korea	n/a	n/a	--	<1
Syria	n/a	n/a	n/a	<1
European Union/NATO	n/a	n/a	n/a	1
International institutions (other)	n/a	n/a	n/a	--
Israel/Palestine	n/a	n/a	n/a	2
International terrorism	n/a	n/a	n/a	4
Middle East (other)	n/a	n/a	3	--
Foreign issues (other)	n/a	n/a	2	<1
Foreign trade	3	1	1	2

Note: Topics studied shifted slightly from year to year. In 1993 and 2001, most foreign affairs topics were combined into the "foreign policy & U.S. intervention" category. 2017 N=326; 2009 N= 362; 2001 N=333; 1993 N= 566.

Source: Pew Research Center content analysis of news stories from national print newspapers, Newsweek, and network TV shows covering the first 60 days of each administration.

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

**Topic: President's management and political approach
for each presidency based on comparison sample**

% of stories about each presidency that were about each topic

	Clinton 1993	Bush 2001	Obama 2009	Trump 2017
	%	%	%	%
Personal profile/character	4	4	3	4
Appts./nominations	7	3	6	15
Political skills	11	11	26	17
Political philosophy/ideology	4	4	6	3
Obama's race/historic nature of his presidency	n/a	n/a	4	n/a

Note: 2017 N=326; 2009 N= 362; 2001 N=333; 1993 N= 566.

Source: Pew Research Center content analysis of news stories from national print newspapers, Newsweek, and network TV shows covering the first 60 days of each administration.

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

Frame for each presidency based on comparison sample

% of stories about each presidency that were framed as ...

	Clinton 1993	Bush 2001	Obama 2009	Trump 2017
	%	%	%	%
Leadership and character	42	35	50	69
Ideology and agenda	58	65	50	31

Note: In previous years, character and leadership frames were separate and frame was referred to as theme. 2017 N=326; 2009 N= 362; 2001 N=333; 1993 N= 566.
Source: Pew Research Center content analysis of news stories from national print newspapers, Newsweek, and network TV shows covering the first 60 days of each administration.

"Covering President Trump in a Polarized Media Environment"

PEW RESEARCH CENTER

Assessment of each presidency based on comparison sample

% of stories about each presidency that had an overall ...

	Clinton 1993	Bush 2001	Obama 2009	Trump 2017
	%	%	%	%
Positive assessment	27	22	42	5
Neither	44	49	38	33
Negative assessment	28	28	20	62
Satire	1	1	n/a	n/a

Note: Stories coded as positive had at least twice as many positive as negative statements; negative stories had at least twice as many negative as positive statements. All other stories are coded as neither. Stories were not coded for satire in 2009 and 2017. 2017 N=326; 2009 N= 362; 2001 N=333; 1993 N= 566.

Source: Pew Research Center content analysis of news stories from national print newspapers, Newsweek, and network TV shows covering the first 60 days of each administration.

“Covering President Trump in a Polarized Media Environment”

PEW RESEARCH CENTER
