

Methodology

The analysis in this report is based on telephone interviews conducted Sept. 15-18, 2016, among a national sample of 1,000 adults, 18 years of age or older, living in the continental United States (500 respondents were interviewed on a landline telephone, and 500 were interviewed on a cellphone, including 316 who had no landline telephone). The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see

<http://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cellphone sample are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and region to parameters from the U.S. Census Bureau's 2014 American Community Survey and population density to parameters from the decennial census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only, or both landline and cellphone), based on extrapolations from the 2015 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Survey conducted September 15-18, 2016

Group	Unweighted sample size	Plus or minus ...
Total sample	1,000	3.7 percentage points
Republican/Republican leaners	372	6.0 percentage points
Democrat/Democrat leaners	433	5.6 percentage points

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PEW RESEARCH CENTER
September 15-18, 2016 OMNIBUS
FINAL TOPLINE
N=1,000

PEW.1 HELD FOR FUTURE RELEASE**ASK ALL:**

PEW.2 Thinking about recent news coverage, would you say the press has been too easy, too tough or fair in the way it has covered **[INSERT ITEM; RANDOMIZE]?**

	<u>Too easy</u>	<u>Too tough</u>	<u>Fair</u>	(VOL.) <u>DK/Ref</u>
a. Hillary Clinton				
September 15-18, 2016	33	16	37	13
April 25-28, 2008	20	18	57	5
March 20-24, 2008	21	17	55	7
February 29-March 3, 2008	19	18	58	5
February 1-4, 2008	24	20	48	8
TREND FOR COMPARISON:				
<i>Barack Obama</i>				
September 20-23, 2012	28	15	46	11
May 17-20, 2012	28	19	41	13
November 3-6, 2011	26	22	41	11
July 21-24, 2011	27	23	41	9
November 18-21, 2010 ¹	23	21	46	9
September 9-12, 2010	27	23	37	13
July 15-18, 2010	27	24	39	10
April 9-12, 2010	29	21	42	8
October 3-6, 2008	31	7	60	2
April 25-28, 2008	26	17	52	5
March 20-24, 2008	23	15	55	7
February 29-March 3, 2008	28	8	58	6
February 1-4, 2008	23	8	61	8
b. Donald Trump				
September 15-18, 2016	27	23	37	14
TRENDS FOR COMPARISON:				
<i>Mitt Romney</i>				
September 20-23, 2012	20	21	46	13
May 17-20, 2012	21	15	47	18
February 2-5, 2012	19	14	47	19
November 3-6, 2011	12	9	53	26
July 21-24, 2011	16	9	45	30
<i>John McCain</i>				
October 3-6, 2008	15	23	60	2
April 25-28, 2008	20	8	65	7
March 20-24, 2008	18	9	62	11
February 29-March 3, 2008	14	14	64	8
February 1-4, 2008	14	9	63	14

PEW.3 AND PEW.4 HELD FOR FUTURE RELEASE

¹ For November 18-21, 2010 this question was not asked in a list. For all other trends, this was a list item.