YouGov

November 11 - 14, 2016

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1. News Consumption | Before the Election

Before the election, were you watching or reading the news more or less than you usually do?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More	40%	38%	42%	39%	39%	41%	40%	44%	30%	30%	35%
About the same	48%	50%	45%	42%	48%	49%	51%	46%	49%	54%	49%
Less	8%	7%	8%	8%	7%	8%	6%	7%	10%	10%	9%
Not sure	5%	5%	5%	11%	5%	2%	3%	4%	11%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(453)	(545)	(216)	(238)	(349)	(195)	(730)	(106)	(97)	(65)

	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
More	40%	43%	34%	47%	39%	43%	45%	34%	43%	38%	38%	41%
About the same	48%	48%	49%	44%	48%	50%	51%	42%	49%	49%	48%	45%
Less	8%	9%	7%	8%	8%	6%	3%	12%	3%	7%	9%	9%
Not sure	5%	1%	10%	1%	6%	1%	1%	12%	4%	6%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(361)	(408)	(229)	(444)	(264)	(132)	(158)	(189)	(230)	(355)	(224)

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2. News Consumption | After the Election
After the election, are you now watching or reading the news more or less than you usually do?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More	20%	20%	20%	23%	27%	16%	14%	20%	20%	16%	22%
About the same	57%	60%	55%	46%	47%	63%	70%	59%	47%	63%	46%
Less	19%	16%	22%	22%	20%	19%	14%	18%	21%	16%	25%
Not sure	5%	5%	4%	9%	5%	2%	2%	3%	11%	6%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(452)	(542)	(217)	(236)	(348)	(193)	(727)	(105)	(97)	(65)

	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
More	20%	19%	19%	21%	19%	21%	20%	17%	18%	19%	21%	19%
About the same	57%	50%	59%	64%	58%	58%	54%	55%	58%	58%	57%	55%
Less	19%	30%	13%	14%	17%	20%	24%	17%	19%	18%	18%	21%
Not sure	5%	1%	9%	0%	5%	0%	1%	11%	4%	5%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(359)	(406)	(229)	(444)	(263)	(130)	(157)	(188)	(230)	(353)	(223)

3. News Consumption | Avoid the News
Are you making an effort to avoid the news now that the election is over?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	22%	32%	29%	31%	24%	26%	27%	36%	16%	32%
No	65%	69%	62%	54%	60%	73%	69%	68%	52%	71%	53%
Not sure	8%	9%	6%	17%	8%	4%	5%	5%	12%	13%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(454)	(541)	(216)	(237)	(348)	(194)	(727)	(106)	(97)	(65)

		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
Yes	27%	36%	24%	21%	27%	32%	27%	22%	27%	28%	27%	28%
No	65%	57%	66%	76%	66%	63%	70%	59%	61%	67%	67%	62%
Not sure	8%	8%	10%	3%	7%	5%	3%	19%	12%	5%	6%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(360)	(408)	(227)	(441)	(264)	(132)	(158)	(188)	(231)	(354)	(222)

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4. News Consumption | Affect on Mood
Has reading or watching the news the past few days tended to put you in a good mood or a bad mood?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Good mood	11%	14%	9%	7%	7%	10%	22%	13%	4%	11%	7%
No effect	35%	36%	34%	28%	27%	44%	36%	33%	44%	40%	31%
Bad mood	46%	43%	50%	55%	54%	40%	40%	49%	41%	31%	54%
Not sure	8%	7%	8%	10%	12%	6%	3%	5%	11%	17%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(453)	(544)	(216)	(238)	(348)	(195)	(730)	(106)	(96)	(65)

		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
Good mood	11%	3%	10%	26%	10%	13%	11%	12%	9%	10%	13%	11%
No effect	35%	28%	39%	35%	37%	34%	34%	30%	33%	34%	36%	35%
Bad mood	46%	63%	39%	36%	44%	50%	53%	42%	47%	49%	43%	48%
Not sure	8%	6%	11%	2%	8%	3%	2%	16%	11%	7%	7%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(362)	(407)	(228)	(445)	(264)	(132)	(156)	(189)	(231)	(354)	(223)

Interviewing Dates	November 11 - 14, 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, 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.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, geographic region, and 2012 Presidential vote. The weights range from 0.107 to 4.193, with a mean of one and a standard deviation of 0.647.
Number of respondents	1000
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	19 questions not reported.