

**1. People Like You | Republican Party**

Would you say the Republican Party is:

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
An ally to people like you	10%	11%	9%	6%	7%	10%	18%	13%	5%	7%	3%
Friendly to people like you	23%	25%	22%	21%	18%	27%	27%	28%	7%	17%	22%
Unfriendly to people like you	23%	21%	25%	24%	23%	21%	25%	21%	30%	26%	27%
An enemy to people like you	21%	25%	17%	18%	31%	21%	13%	18%	31%	21%	30%
Not sure	22%	17%	27%	31%	20%	21%	17%	21%	27%	29%	18%
Totals (Unweighted N)	100% (998)	100% (457)	100% (541)	100% (180)	100% (266)	100% (356)	100% (196)	100% (703)	100% (118)	100% (103)	100% (74)

	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
An ally to people like you	10%	5%	3%	30%	11%	11%	5%	11%	7%	10%	13%	7%
Friendly to people like you	23%	8%	21%	49%	16%	29%	46%	27%	28%	27%	18%	28%
Unfriendly to people like you	23%	38%	22%	3%	26%	21%	22%	15%	19%	26%	23%	23%
An enemy to people like you	21%	40%	17%	0%	22%	23%	19%	16%	24%	19%	22%	17%
Not sure	22%	10%	37%	18%	26%	16%	8%	31%	22%	18%	24%	24%
Totals (Unweighted N)	100% (998)	100% (367)	100% (378)	100% (253)	100% (473)	100% (299)	100% (105)	100% (120)	100% (188)	100% (229)	100% (399)	100% (182)

**2. People Like You | Democratic Party**

Would you say the Democratic Party is:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
An ally to people like you	17%	17%	17%	18%	21%	14%	18%	14%	21%	27%	22%
Friendly to people like you	25%	26%	24%	31%	26%	24%	19%	23%	35%	25%	28%
Unfriendly to people like you	15%	14%	15%	14%	15%	15%	17%	17%	2%	17%	17%
An enemy to people like you	22%	26%	18%	9%	15%	27%	36%	27%	10%	11%	15%
Not sure	21%	16%	25%	28%	23%	21%	10%	19%	31%	21%	17%
Totals (Unweighted N)	100% (999)	100% (458)	100% (541)	100% (180)	100% (267)	100% (355)	100% (197)	100% (704)	100% (118)	100% (103)	100% (74)

	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
An ally to people like you	17%	39%	7%	1%	18%	15%	22%	13%	16%	12%	23%	13%
Friendly to people like you	25%	39%	23%	9%	26%	27%	33%	11%	32%	26%	19%	29%
Unfriendly to people like you	15%	7%	17%	23%	14%	19%	7%	16%	14%	15%	15%	15%
An enemy to people like you	22%	3%	18%	56%	17%	27%	28%	28%	19%	22%	22%	25%
Not sure	21%	12%	35%	11%	25%	12%	9%	31%	20%	25%	21%	19%
Totals (Unweighted N)	100% (999)	100% (367)	100% (379)	100% (253)	100% (472)	100% (301)	100% (105)	100% (120)	100% (188)	100% (230)	100% (398)	100% (183)

**3. People Like You | Media**

Would you say the media is:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
An ally to people like you	14%	15%	12%	11%	15%	12%	17%	13%	22%	13%	8%
Friendly to people like you	21%	21%	21%	30%	21%	18%	16%	19%	20%	25%	31%
Unfriendly to people like you	19%	19%	19%	18%	15%	22%	18%	21%	10%	12%	20%
An enemy to people like you	22%	26%	19%	10%	21%	25%	33%	25%	12%	21%	18%
Not sure	24%	20%	29%	31%	28%	23%	16%	21%	36%	29%	23%
Totals (Unweighted N)	100% (996)	100% (458)	100% (538)	100% (179)	100% (267)	100% (354)	100% (196)	100% (704)	100% (116)	100% (102)	100% (74)

	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
An ally to people like you	14%	26%	10%	1%	15%	11%	17%	8%	15%	12%	16%	9%
Friendly to people like you	21%	34%	16%	11%	20%	22%	35%	13%	29%	22%	19%	17%
Unfriendly to people like you	19%	8%	18%	35%	19%	23%	15%	15%	15%	21%	18%	20%
An enemy to people like you	22%	11%	21%	43%	19%	25%	22%	31%	21%	23%	22%	24%
Not sure	24%	21%	36%	11%	27%	19%	11%	33%	20%	23%	24%	30%
Totals (Unweighted N)	100% (996)	100% (367)	100% (376)	100% (253)	100% (470)	100% (301)	100% (104)	100% (120)	100% (187)	100% (229)	100% (397)	100% (183)

**4. People Like You | Donald Trump**

Would you say Donald Trump is:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
An ally to people like you	21%	23%	19%	9%	13%	23%	38%	26%	4%	10%	13%
Friendly to people like you	18%	20%	17%	14%	18%	24%	15%	20%	7%	25%	14%
Unfriendly to people like you	15%	14%	16%	19%	14%	15%	13%	13%	27%	14%	13%
An enemy to people like you	32%	33%	30%	35%	41%	27%	26%	29%	41%	31%	41%
Not sure	14%	11%	18%	24%	14%	11%	8%	11%	20%	20%	20%
Totals (Unweighted N)	100% (999)	100% (458)	100% (541)	100% (180)	100% (267)	100% (355)	100% (197)	100% (704)	100% (118)	100% (103)	100% (74)

	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
An ally to people like you	21%	6%	19%	43%	16%	24%	24%	28%	21%	20%	21%	18%
Friendly to people like you	18%	8%	16%	39%	19%	22%	17%	13%	18%	20%	17%	20%
Unfriendly to people like you	15%	22%	16%	5%	17%	13%	17%	14%	18%	17%	13%	16%
An enemy to people like you	32%	56%	26%	5%	33%	32%	33%	22%	34%	29%	34%	27%
Not sure	14%	8%	23%	8%	15%	9%	8%	23%	9%	14%	14%	19%
Totals (Unweighted N)	100% (999)	100% (367)	100% (379)	100% (253)	100% (472)	100% (301)	100% (105)	100% (120)	100% (188)	100% (230)	100% (399)	100% (182)

**5. People Like You | Trump Voters**

Would you say people who voted for Donald Trump are:

*Asked of Clinton Voters*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Allies to people like you	2%	4%	1%	1%	2%	3%	2%	1%	9%	*	*
Friendly to people like you	4%	5%	3%	10%	3%	1%	4%	4%	2%	*	*
Unfriendly to people like you	46%	45%	46%	42%	52%	42%	46%	48%	29%	*	*
Enemies to people like you	30%	30%	29%	32%	26%	34%	26%	28%	35%	*	*
Not sure	19%	16%	22%	14%	17%	20%	22%	20%	25%	*	*
Totals (Unweighted N)	100% (377)	100% (155)	100% (222)	100% (64)	100% (109)	100% (135)	100% (69)	100% (244)	100% (66)	*	*

	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
Allies to people like you	2%	2%	1%	*	4%	1%	*	*	3%	1%	2%	3%
Friendly to people like you	4%	3%	5%	*	2%	2%	*	*	8%	3%	1%	7%
Unfriendly to people like you	46%	46%	43%	*	47%	49%	*	*	39%	52%	46%	43%
Enemies to people like you	30%	31%	25%	*	29%	30%	*	*	27%	26%	33%	30%
Not sure	19%	17%	26%	*	19%	19%	*	*	23%	17%	18%	17%
Totals (Unweighted N)	100% (377)	100% (275)	100% (93)	*	100% (180)	100% (114)	*	*	100% (67)	100% (82)	100% (155)	100% (73)

**6. People Like You | Clinton Voters**

Would you say people who voted for Hillary Clinton are:

*Asked of Trump Voters*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Allies to people like you	1%	2%	1%	*	1%	1%	—	—	*	*	*
Friendly to people like you	5%	7%	3%	*	12%	4%	2%	4%	*	*	*
Unfriendly to people like you	47%	48%	46%	*	39%	48%	51%	50%	*	*	*
Enemies to people like you	39%	39%	39%	*	39%	38%	43%	41%	*	*	*
Not sure	7%	4%	11%	*	9%	9%	5%	6%	*	*	*
Totals (Unweighted N)	100% (359)	100% (183)	100% (176)	* (33)	100% (70)	100% (145)	100% (111)	100% (298)	* (13)	* (28)	* (20)

	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
Allies to people like you	1%	*	2%	1%	4%	—	*	*	1%	1%	1%	2%
Friendly to people like you	5%	*	5%	4%	5%	4%	*	*	7%	4%	4%	4%
Unfriendly to people like you	47%	*	44%	50%	44%	53%	*	*	45%	52%	46%	46%
Enemies to people like you	39%	*	39%	41%	40%	36%	*	*	39%	35%	39%	46%
Not sure	7%	*	11%	4%	7%	6%	*	*	8%	8%	9%	2%
Totals (Unweighted N)	100% (359)	* (24)	100% (138)	100% (197)	100% (141)	100% (133)	* (38)	* (46)	100% (68)	100% (90)	100% (142)	100% (59)

<b>Interviewing Dates</b>	February 18 - 19, 2017
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, and 2016 Presidential vote. The weights range from 0.168 to 5.395, with a mean of one and a standard deviation of 0.768.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	19 questions not reported.