



Majority of American Voters Know at Least One Hidden Trump Supporter; View Media as Sometimes Unfair to POTUS.

The following analysis is based on a national survey of 1,000 registered voters conducted by National Research Inc. on June 1-3, 2018. The margin of error for this survey is +/- 3.1% at the 95% confidence interval. The survey is 35% Democrat, 31% Republican and 34% Independent/Other. Of the 1,000 surveys, 600 were conducted via live telephone interviews (50% landline and 50% cell phone) and 400 were conducted via online data collection, for a mixed mode methodology. National Research Inc. is a Republican polling firm whose clients include elected officials and candidates throughout the country, the Republican Governors Association, the Republican National Committee, America First Policies and the Donald J. Trump for President campaign. For more information, please contact Adam Geller at adam@nationalresearchinc.com or (732) 817-1088 or @adamhgeller on twitter.

In our most recent national survey, we asked 1,000 registered voters if they agree or disagree with the following statement: ***"I know at least one person who actually likes what President Trump is doing, but they don't say so publicly because they don't want to be confronted or attacked by those who dislike him."***

We found that an astonishing 55% agree with this statement. According to our crosstabs, almost 7 in 10 Republicans (68%) agree with this statement. But perhaps most consequentially, over half of Independents (51%) agree. Agreement is even high among Democrats (44% agree) and progressives (48% agree).

Hidden Trump Support

Here are the crosstabs to this question:

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Do you agree or disagree with the following statement: I know at least one person who actually likes what President Trump is doing, but they don't say so publicly because they don't want to be confronted or attacked by those who dislike him.

	GENDER			PARTY ID			PARTY ID/GENDER						AGE				IDEOLOGY			
	TOTAL (A)	MEN (B)	WOMEN (C)	GOP (D)	DEM (E)	IND (F)	GOP MEN (G)	GOP WOMEN (H)	DEM MEN (I)	DEM WOMEN (J)	IND MEN (K)	IND WOMEN (L)	18-34 (M)	35-44 (N)	45-54 (O)	55-64 (P)	65+ (Q)	CONS (R)	MOD (S)	PROG (T)
BASE=TOTAL SAMPLE	1000	500	500	310	350	260	166	144	168	182	144	116	180	180	190	200	248	348	387	204
	100%	50%	50%	31%	35%	26%	17%	14%	17%	18%	14%	12%	18%	18%	19%	20%	25%	35%	39%	20%
**D/S (AGREE - DISAGREE)	193	105	88	131	-13	43	75	56	1	-14	19	24	21	40	50	27	55	123	71	5
	19%	21%	18%	42%	-4%	17%	45%	39%	1%	-8%	13%	20%	11%	22%	26%	14%	22%	35%	18%	3%
TOTAL AGREE	547	283	265	209	155	133	116	93	80	75	73	61	89	107	113	101	137	222	212	98
	55%	57%	53%	67%	44%	51%	70%	65%	48%	41%	51%	52%	49%	60%	59%	50%	55%	64%	55%	48%
TOTAL DISAGREE	354	178	176	78	168	90	41	37	79	90	53	37	68	67	63	73	82	98	141	93
	35%	36%	35%	25%	48%	35%	25%	26%	47%	49%	37%	32%	38%	37%	33%	37%	33%	28%	36%	46%
UNDECIDED/DON'T KNOW	98	40	58	23	25	37	9	13	10	16	18	19	23	5	15	26	28	28	34	12
	10%	8%	12%	7%	7%	14%	6%	9%	6%	9%	12%	16%	13%	3%	8%	13%	11%	8%	9%	6%
REFUSED	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Unfair Media

One reason that might explain WHY some voters choose to remain hidden? The media. In the survey, 57% believe that the major news organizations sometimes treat the President unfairly. Here is the question wording and crosstabs:

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Based on everything you know, do you believe that the country's major news organizations sometimes fabricate, exaggerate, or report out-of-context news stories about President Trump and his administration?

	GENDER			PARTY ID			PARTY ID/GENDER						AGE					IDEOLOGY		
	TOTAL (A)	MEN (B)	WOMEN (C)	GOP (D)	DEM (E)	IND (F)	GOP MEN (G)	GOP WOMEN (H)	DEM MEN (I)	DEM WOMEN (J)	IND MEN (K)	IND WOMEN (L)	18-34 (M)	35-44 (N)	45-54 (O)	55-64 (P)	65+ (Q)	CONS (R)	MOD (S)	PROG (T)
BASE=TOTAL SAMPLE	1000	500	500	310	350	260	166	144	168	182	144	116	180	180	190	200	248	348	387	204
	100%	50%	50%	31%	35%	26%	17%	14%	17%	18%	14%	12%	18%	18%	19%	20%	25%	35%	39%	20%
**D/S (YES - NO)	199	124	76	239	-126	107	124	114	-50	-76	64	43	56	5	49	47	42	249	7	-55
	20%	25%	15%	77%	-36%	41%	75%	79%	-30%	-42%	45%	37%	31%	3%	26%	23%	17%	72%	2%	-27%
YES	568	300	268	268	101	177	143	125	54	47	101	76	110	89	115	116	137	292	183	73
	57%	60%	54%	86%	29%	68%	86%	86%	32%	26%	70%	65%	61%	50%	60%	58%	55%	84%	47%	36%
NO	369	176	193	29	227	70	19	10	104	123	37	33	54	85	65	69	95	43	176	127
	37%	35%	39%	9%	65%	27%	11%	7%	62%	68%	26%	28%	30%	47%	34%	35%	38%	12%	45%	62%
DON'T KNOW/REFUSED	63	23	39	13	22	12	4	9	10	12	5	7	16	6	10	14	16	13	28	4
	6%	5%	8%	4%	6%	5%	3%	6%	6%	7%	4%	6%	9%	3%	5%	7%	6%	4%	7%	2%

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Note some of the highlights from the crosstabs:

- 68% of Independents believe the media is sometimes unfair to the President.
- 54% of women believe the media is sometimes unfair to the President – including 65% of Independent women.
- Almost half of all moderates and over a third of progressives believe the media is sometimes unfair to this President.

The Bottom Line

In 2016, one of the reasons that President Trump won the Presidential election was because of American voters who may not have been loud in their support, but they came out and they voted for him. Those same voters (and more) are still supportive – and still silent.

An ongoing problem we have in our nation is that all of us are becoming less tolerant of opinions that do not match our own. This is manifested every day when Trump supporters are denigrated as racists, Nazis and deplorables. And it doesn't just come from progressives, or "antifa" or "resistors." Sometimes it comes from their television and their newspapers.

When almost 60% of Americans recognize that the major media news organizations exaggerate and fabricate news stories about our President, it is another indication that our system is broken and our media is failing us.

The unintended consequence of the media's treatment of the President is that support for the President becomes less vocal, but it doesn't go away.