



FOR IMMEDIATE RELEASE

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For Second Straight Year, PBS Most Trusted Name in News

Raleigh, N.C. – For the second straight year, PPP finds more voters trust PBS than any other television news source. PBS is once again the only outlet trusted by a majority of voters with 52% saying they trust PBS and 30% distrusting. NBC (44/38), CNN (43/39) and Fox News (45/42) are all now trusted by a plurality of voters. CBS (40/42) and ABC (37/40) dip into negative territory with MSNBC (38/43) close behind. Comedy Central (28/46), tested along with MNSBC for the first time in our poll, is least trusted, perhaps to be expected from a self-described comedy network.

This year's poll finds a year-over-year increase in trust for every news outlet tested in 2011. PBS is up 2 points, NBC +6, CNN and Fox News + 7, and CBS and ABC experiencing a +5 jump in trust from 2011.

When asked which news outlets they trust the most and least of all on the list, Fox News tops both most trusted and most distrusted at 34% each. PBS came in as second most trusted with 17%, CNN at 12%, ABC at 11% and no other outlets breaking double digits. When asked which outlet they trust the least, voters again cite Fox News at 34%, followed by Comedy Central at 16%, MSNBC at 15%, CNN at 11% and no others breaking double digits.

Across the ideological spectrum, majorities of liberals and moderates trust ABC, CBS, CNN, NBC, and PBS. Moderate voters also trust MSNBC (49/27) and even Comedy Central (36/34) by a small margin. "Somewhat conservative" and "very conservative" voters trust only Fox News, with moderates distrusting by a 28-55 margin.

"Television news has become just as polarizing as the politicians themselves," said Dean Debnam, President of Public Policy Polling. "Democrats trust everything except Fox News, while Republicans trust nothing except Fox News."

PPP surveyed 700 likely voters from January 13th to 16th. The survey's margin of error is +/-3.7%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.





National Survey Results

Q1 Do you trust ABC News, or not?

Trust it..... 37%
Do not trust it 40%
Not sure 22%

Q2 Do you trust CBS News, or not?

Trust it..... 40%
Do not trust it 42%
Not sure 18%

Q3 Do you trust CNN, or not?

Trust it..... 43%
Do not trust it 39%
Not sure 18%

Q4 Do you trust Comedy Central, or not?

Trust it..... 28%
Do not trust it 46%
Not sure 26%

Q5 Do you trust Fox News, or not?

Trust it..... 45%
Do not trust it 42%
Not sure 13%

Q6 Do you trust MSNBC, or not?

Trust it..... 38%
Do not trust it 43%
Not sure 19%

Q7 Do you trust NBC News, or not?

Trust it..... 44%
Do not trust it 38%
Not sure 17%

Q8 Do you trust PBS, or not?

Trust it..... 52%
Do not trust it 30%
Not sure 17%

Q9 Which TV news outlet do you trust the most:
 ABC News, CBS News, CNN, Comedy Central,
 Fox News, MSNBC, NBC News, or PBS?

ABC News 11%
CBS News 8%
CNN..... 12%
Comedy Central..... 4%
Fox News..... 34%
MSNBC..... 5%
NBC News 4%
PBS 17%
Someone else/Not sure 4%

Q10 Working from the same list of choices, which
 TV news outlet do you trust the least?

ABC News 7%
CBS News 5%
CNN..... 11%
Comedy Central..... 16%
Fox News..... 34%
MSNBC..... 15%
NBC News 1%
PBS 2%
Someone else/Not sure 9%





Q11 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	8%
<i>Somewhat liberal</i>	20%
<i>Moderate</i>	27%
<i>Somewhat conservative</i>	25%
<i>Very conservative</i>	19%

Q12 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	52%
<i>Man</i>	48%

Q13 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	41%
<i>Republican</i>	35%
<i>Independent/Other</i>	24%

Q14 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

<i>Hispanic</i>	9%
<i>White</i>	73%
<i>African-American</i>	12%
<i>Other</i>	6%

Q15 If you are 18 to 45 years old, press 1. If 46 to 65, press 2. If you are older than 65, press 3.

<i>18 to 29</i>	36%
<i>30 to 45</i>	44%
<i>46 to 65</i>	20%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust ABC News?						
Trust it	37%	62%	50%	56%	18%	12%
Do not trust it	40%	19%	18%	17%	62%	78%
Not sure	22%	20%	32%	27%	19%	11%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust CBS News?						
Trust it	40%	51%	62%	57%	21%	11%
Do not trust it	42%	26%	17%	19%	62%	79%
Not sure	18%	23%	21%	23%	16%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust CNN?						
Trust it	43%	74%	61%	56%	24%	17%
Do not trust it	39%	10%	18%	22%	54%	78%
Not sure	18%	16%	21%	22%	23%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust Comedy Central?						
Trust it	28%	55%	38%	36%	14%	11%
Do not trust it	46%	29%	30%	34%	61%	70%
Not sure	26%	15%	32%	29%	25%	19%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust Fox News?						
Trust it	45%	17%	20%	28%	65%	82%
Do not trust it	42%	74%	69%	55%	18%	12%
Not sure	13%	9%	11%	17%	17%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust MSNBC?						
Trust it	38%	59%	59%	49%	22%	13%
Do not trust it	43%	17%	22%	27%	59%	78%
Not sure	19%	24%	19%	24%	20%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust NBC News?						
Trust it	44%	74%	69%	60%	21%	12%
Do not trust it	38%	10%	16%	15%	61%	78%
Not sure	17%	16%	15%	24%	18%	10%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Trust PBS?						
Trust it	52%	76%	76%	66%	33%	21%
Do not trust it	30%	16%	12%	11%	44%	66%
Not sure	17%	8%	11%	23%	23%	13%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Most Trusted TV News Outlet						
ABC News	11%	33%	10%	13%	7%	7%
CBS News	8%	11%	11%	10%	6%	1%
CNN	12%	6%	18%	20%	10%	1%
Comedy Central	4%	-	5%	4%	2%	6%
Fox News	34%	-	6%	12%	60%	78%
MSNBC	5%	18%	9%	3%	1%	2%
NBC News	4%	-	9%	7%	2%	-
PBS	17%	29%	28%	25%	6%	5%
Someone else/Not sure	4%	3%	4%	6%	6%	-

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Least Trusted TV News Outlet						
ABC News	7%	-	8%	3%	12%	10%
CBS News	5%	8%	-	3%	7%	7%
CNN	11%	-	1%	7%	19%	23%
Comedy Central	16%	17%	13%	23%	15%	13%
Fox News	34%	59%	65%	45%	8%	6%
MSNBC	15%	3%	5%	8%	26%	25%
NBC News	1%	-	-	-	2%	3%
PBS	2%	-	5%	0%	1%	2%
Someone else/Not sure	9%	13%	4%	11%	9%	11%

	Base	Gender	
		Woman	Man
Trust ABC News?			
Trust it	37%	42%	33%
Do not trust it	40%	32%	49%
Not sure	22%	26%	19%

	Base	Gender	
		Woman	Man
Trust CBS News?			
Trust it	40%	42%	38%
Do not trust it	42%	35%	48%
Not sure	18%	23%	13%





Crosstabs

	Base	Gender	
		Woman	Man
Trust CNN?			
Trust it	43%	45%	40%
Do not trust it	39%	34%	44%
Not sure	18%	21%	16%

	Base	Gender	
		Woman	Man
Trust Comedy Central?			
Trust it	28%	26%	30%
Do not trust it	46%	45%	48%
Not sure	26%	30%	22%

	Base	Gender	
		Woman	Man
Trust Fox News?			
Trust it	45%	42%	48%
Do not trust it	42%	46%	39%
Not sure	13%	13%	13%

	Base	Gender	
		Woman	Man
Trust MSNBC?			
Trust it	38%	39%	37%
Do not trust it	43%	36%	50%
Not sure	19%	25%	13%





Crosstabs

	Base	Gender	
		Woman	Man
Trust NBC News?			
Trust it	44%	47%	41%
Do not trust it	38%	31%	46%
Not sure	17%	22%	13%

	Base	Gender	
		Woman	Man
Trust PBS?			
Trust it	52%	56%	49%
Do not trust it	30%	22%	39%
Not sure	17%	23%	12%

	Base	Gender	
		Woman	Man
Most Trusted TV News Outlet			
ABC News	11%	12%	11%
CBS News	8%	10%	5%
CNN	12%	15%	9%
Comedy Central	4%	2%	6%
Fox News	34%	30%	39%
MSNBC	5%	5%	4%
NBC News	4%	6%	2%
PBS	17%	17%	18%
Someone else/Not sure	4%	3%	5%

	Base	Gender	
		Woman	Man
Least Trusted TV News Outlet			
ABC News	7%	8%	6%
CBS News	5%	3%	7%
CNN	11%	11%	12%
Comedy Central	16%	19%	14%
Fox News	34%	35%	32%
MSNBC	15%	10%	20%
NBC News	1%	1%	1%
PBS	2%	2%	2%
Someone else/Not sure	9%	12%	6%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trust ABC News?				
Trust it	37%	57%	14%	41%
Do not trust it	40%	19%	70%	31%
Not sure	22%	24%	16%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust CBS News?				
Trust it	40%	58%	17%	44%
Do not trust it	42%	23%	71%	30%
Not sure	18%	19%	12%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust CNN?				
Trust it	43%	65%	18%	44%
Do not trust it	39%	16%	67%	35%
Not sure	18%	19%	15%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust Comedy Central?				
Trust it	28%	36%	12%	37%
Do not trust it	46%	32%	71%	35%
Not sure	26%	32%	17%	28%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trust Fox News?				
Trust it	45%	25%	73%	36%
Do not trust it	42%	61%	17%	48%
Not sure	13%	14%	10%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust MSNBC?				
Trust it	38%	56%	18%	40%
Do not trust it	43%	23%	69%	37%
Not sure	19%	20%	14%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust NBC News?				
Trust it	44%	67%	17%	48%
Do not trust it	38%	17%	69%	29%
Not sure	17%	16%	14%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust PBS?				
Trust it	52%	66%	26%	66%
Do not trust it	30%	17%	56%	15%
Not sure	17%	17%	17%	19%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Most Trusted TV News Outlet				
ABC News	11%	19%	4%	9%
CBS News	8%	12%	4%	5%
CNN	12%	17%	8%	12%
Comedy Central	4%	3%	7%	2%
Fox News	34%	9%	68%	29%
MSNBC	5%	8%	1%	5%
NBC News	4%	7%	1%	4%
PBS	17%	21%	5%	27%
Someone else/Not sure	4%	3%	3%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
Least Trusted TV News Outlet				
ABC News	7%	6%	10%	6%
CBS News	5%	3%	7%	5%
CNN	11%	2%	23%	9%
Comedy Central	16%	17%	18%	13%
Fox News	34%	53%	5%	44%
MSNBC	15%	4%	28%	12%
NBC News	1%	-	2%	2%
PBS	2%	4%	1%	1%
Someone else/Not sure	9%	12%	7%	8%

	Base	Race			
		Hispanic	White	African-American	Other
Trust ABC News?					
Trust it	37%	42%	31%	67%	55%
Do not trust it	40%	30%	46%	18%	18%
Not sure	22%	28%	22%	15%	27%

	Base	Race			
		Hispanic	White	African-American	Other
Trust CBS News?					
Trust it	40%	45%	35%	60%	57%
Do not trust it	42%	32%	47%	26%	21%
Not sure	18%	23%	18%	15%	21%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Trust CNN?					
Trust it	43%	44%	36%	82%	53%
Do not trust it	39%	30%	45%	11%	21%
Not sure	18%	26%	18%	7%	26%

	Base	Race			
		Hispanic	White	African-American	Other
Trust Comedy Central?					
Trust it	28%	31%	27%	30%	31%
Do not trust it	46%	22%	52%	37%	31%
Not sure	26%	47%	21%	33%	38%

	Base	Race			
		Hispanic	White	African-American	Other
Trust Fox News?					
Trust it	45%	35%	49%	35%	28%
Do not trust it	42%	43%	39%	53%	57%
Not sure	13%	23%	12%	11%	16%

	Base	Race			
		Hispanic	White	African-American	Other
Trust MSNBC?					
Trust it	38%	42%	33%	62%	54%
Do not trust it	43%	31%	50%	13%	27%
Not sure	19%	27%	17%	25%	19%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Trust NBC News?					
Trust it	44%	53%	38%	73%	57%
Do not trust it	38%	24%	44%	16%	25%
Not sure	17%	23%	18%	11%	18%

	Base	Race			
		Hispanic	White	African-American	Other
Trust PBS?					
Trust it	52%	55%	49%	66%	65%
Do not trust it	30%	27%	33%	19%	19%
Not sure	17%	18%	18%	15%	16%

	Base	Race			
		Hispanic	White	African-American	Other
Most Trusted TV News Outlet					
ABC News	11%	18%	9%	21%	12%
CBS News	8%	14%	7%	8%	6%
CNN	12%	11%	11%	22%	13%
Comedy Central	4%	-	5%	2%	2%
Fox News	34%	24%	39%	18%	23%
MSNBC	5%	5%	3%	15%	4%
NBC News	4%	2%	4%	8%	3%
PBS	17%	24%	18%	1%	34%
Someone else/Not sure	4%	2%	4%	5%	3%

	Base	Race			
		Hispanic	White	African-American	Other
Least Trusted TV News Outlet					
ABC News	7%	12%	7%	7%	6%
CBS News	5%	3%	4%	8%	7%
CNN	11%	11%	13%	4%	3%
Comedy Central	16%	17%	16%	19%	12%
Fox News	34%	32%	30%	50%	51%
MSNBC	15%	11%	17%	2%	15%
NBC News	1%	-	2%	-	-
PBS	2%	3%	2%	-	-
Someone else/Not sure	9%	11%	9%	10%	6%





Crosstabs

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust ABC News?				
Trust it	37%	41%	38%	28%
Do not trust it	40%	37%	41%	45%
Not sure	22%	22%	21%	27%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust CBS News?				
Trust it	40%	46%	38%	34%
Do not trust it	42%	40%	42%	45%
Not sure	18%	14%	21%	22%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust CNN?				
Trust it	43%	48%	42%	34%
Do not trust it	39%	34%	43%	41%
Not sure	18%	18%	15%	25%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust Comedy Central?				
Trust it	28%	36%	25%	16%
Do not trust it	46%	47%	46%	46%
Not sure	26%	17%	28%	38%





Crosstabs

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust Fox News?				
Trust it	45%	40%	45%	52%
Do not trust it	42%	47%	41%	35%
Not sure	13%	13%	13%	13%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust MSNBC?				
Trust it	38%	41%	39%	33%
Do not trust it	43%	44%	43%	41%
Not sure	19%	15%	19%	26%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust NBC News?				
Trust it	44%	47%	45%	38%
Do not trust it	38%	38%	37%	42%
Not sure	17%	16%	18%	20%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Trust PBS?				
Trust it	52%	57%	51%	46%
Do not trust it	30%	30%	28%	35%
Not sure	17%	12%	21%	19%





Crosstabs

	Base	Age		
		18 to 29	30 to 45	46 to 65
Most Trusted TV News Outlet				
ABC News	11%	10%	12%	13%
CBS News	8%	11%	5%	6%
CNN	12%	16%	11%	9%
Comedy Central	4%	6%	4%	1%
Fox News	34%	25%	37%	47%
MSNBC	5%	1%	7%	6%
NBC News	4%	5%	5%	2%
PBS	17%	21%	16%	14%
Someone else/Not sure	4%	5%	4%	3%

	Base	Age		
		18 to 29	30 to 45	46 to 65
Least Trusted TV News Outlet				
ABC News	7%	8%	8%	5%
CBS News	5%	7%	2%	5%
CNN	11%	9%	13%	11%
Comedy Central	16%	15%	18%	15%
Fox News	34%	36%	34%	28%
MSNBC	15%	16%	13%	15%
NBC News	1%	-	1%	3%
PBS	2%	2%	1%	3%
Someone else/Not sure	9%	5%	10%	15%

