

**FOR IMMEDIATE RELEASE**

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## **Television Preferred News Source for N.C. Voters**

**Raleigh, N.C.** – Data from Public Policy Polling’s latest survey reveals that 56% of North Carolina voters prefer to get their news from television networks, as opposed to newspapers or online news sources.

That figure is highest among voters ages 18-29, with 65% reporting that they prefer broadcast news over print (20%) or online (15%) news sources. Among voters 65 and older, 49% prefer TV news, 45% prefer newspapers, and only 6% prefer online news.

When comparing broadcast networks, cable news networks, and local TV news, PPP found that a plurality of respondents (42%) prefer cable news networks like CNN, FOX News or MSNBC over other outlets. Only 23% said they like to get news from broadcast networks ABC, CBS or NBC; 34% said they prefer their local TV news channel.

In contrast, an overwhelming majority, 87%, reported preferring their local newspapers over a national paper like the Wall Street Journal or the New York Times.

“Television is pervasive, and national news networks are as available as local networks, but the same cannot be said about newspapers.” said Katherine Rumbaugh, PPP Spring Fellow. “The New York Times is readily available to far fewer people than any local North Carolina paper. It makes sense that voters would prefer what they have access to.”

Though only 12% of respondents prefer online sources for their news, 43% of voters said they read websites affiliated with newspapers over other online news sources – which is a good sign for newspapers dealing with declining readership and ad sales in their print editions.

Only 6% of respondents said blogs are their preferred sources for news.

PPP surveyed 502 North Carolina voters from March 16<sup>th</sup> to 18<sup>th</sup>. The survey’s margin of error is +/-4.37%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Katherine Rumbaugh at (919)-451-2694.

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## North Carolina Survey Results

**Q1** Which source do you prefer to get your news from, newspaper, television, or online? If a newspaper, press 1. If television news, press 2. If online, press 3.

*Newspaper*..... 31%  
*Television*..... 56%  
*Online*..... 12%

**Q2** What type of newspaper do you prefer to read, a nationwide newspaper like the Wall Street Journal or New York Times, or a local paper? If a national newspaper, press 1. If a local paper, press 2.

*National Newspaper*..... 13%  
*Local Newspaper*..... 87%

**Q3** What type of television news outlet do you prefer, a national network like CBS or NBC, a national cable network like CNN, FOX News, or MSNBC, or a local television network? If a national broadcast network, press 1. If a national cable network, press 2. If your local TV news network, press 3.

*Broadcast Network* 23% *Local TV Network*.. 34%  
*Cable News Network*..... 42%

**Q4** What type of online news sources do you prefer, websites affiliated with newspapers, independent news sites, blogs, or other online sources? If newspapers' websites, press 1. If independent news sites, press 2. If blogs, press 3. If other, press 4.

*Newspapers' Websites*..... 43% *Blogs*..... 6%  
*Independent News Sites*..... 25% *Other*..... 26%

**Q5** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 48%  
*Man*..... 52%

**Q6** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat*..... 48%  
*Republican*..... 36%  
*Independent/Other*..... 16%

**Q7** If you are white, press one now. If you are African-American, press two now. If other, press 3.

*White* ..... 77%  
*African-American* ..... 21%  
*Other*..... 3%

**Q8** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 15%  
*30 to 45*..... 26%  
*46 to 65*..... 40%  
*Older than 65*..... 20%

**Q9**

252..... 13%  
336..... 20%  
704..... 18%  
828..... 14%  
910..... 13%  
919..... 23%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>News Source Preference</b>			
<b>Newspaper</b>	31%	31%	32%
<b>Television</b>	56%	59%	54%
<b>Online</b>	12%	10%	14%

	Base	Gender	
		Woman	Man
<b>Newspaper Preference</b>			
<b>National Newspaper</b>	13%	12%	14%
<b>Local Newspaper</b>	87%	88%	86%

	Base	Gender	
		Woman	Man
<b>TV News Preference</b>			
<b>Broadcast Network</b>	23%	23%	24%
<b>Cable News Network</b>	42%	44%	41%
<b>Local TV Network</b>	34%	34%	35%

	Base	Gender	
		Woman	Man
<b>Online News Preference</b>			
<b>Newspapers' Websites</b>	43%	45%	42%
<b>Independent News Sites</b>	25%	24%	27%
<b>Blogs</b>	6%	4%	7%
<b>Other</b>	26%	27%	25%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>News Source Preference</b>				
<b>Newspaper</b>	31%	36%	27%	27%
<b>Television</b>	56%	54%	63%	50%
<b>Online</b>	12%	10%	10%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Newspaper Preference</b>				
<b>National Newspaper</b>	13%	16%	7%	18%
<b>Local Newspaper</b>	87%	84%	93%	82%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>TV News Preference</b>				
<b>Broadcast Network</b>	23%	26%	20%	25%
<b>Cable News Network</b>	42%	40%	44%	43%
<b>Local TV Network</b>	34%	34%	36%	32%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Online News Preference</b>				
<b>Newspapers' Websites</b>	43%	50%	37%	38%
<b>Independent News Sites</b>	25%	20%	32%	24%
<b>Blogs</b>	6%	6%	6%	5%
<b>Other</b>	26%	24%	25%	33%





**Crosstabs**

	Base	Race		
		White	African-American	Other
<b>News Source Preference</b>				
<b>Newspaper</b>	31%	31%	31%	35%
<b>Television</b>	56%	55%	60%	54%
<b>Online</b>	12%	13%	9%	11%

	Base	Race		
		White	African-American	Other
<b>Newspaper Preference</b>				
<b>National Newspaper</b>	13%	13%	14%	23%
<b>Local Newspaper</b>	87%	87%	86%	77%

	Base	Race		
		White	African-American	Other
<b>TV News Preference</b>				
<b>Broadcast Network</b>	23%	24%	19%	41%
<b>Cable News Network</b>	42%	41%	46%	40%
<b>Local TV Network</b>	34%	35%	35%	19%

	Base	Race		
		White	African-American	Other
<b>Online News Preference</b>				
<b>Newspapers' Websites</b>	43%	42%	49%	29%
<b>Independent News Sites</b>	25%	25%	26%	24%
<b>Blogs</b>	6%	7%	1%	5%
<b>Other</b>	26%	26%	24%	42%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>News Source Preference</b>					
<b>Newspaper</b>	31%	20%	21%	35%	45%
<b>Television</b>	56%	65%	60%	55%	49%
<b>Online</b>	12%	15%	19%	10%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Newspaper Preference</b>					
<b>National Newspaper</b>	13%	15%	11%	13%	16%
<b>Local Newspaper</b>	87%	85%	89%	87%	84%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>TV News Preference</b>					
<b>Broadcast Network</b>	23%	16%	25%	26%	22%
<b>Cable News Network</b>	42%	63%	33%	39%	46%
<b>Local TV Network</b>	34%	21%	41%	35%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Online News Preference</b>					
<b>Newspapers' Websites</b>	43%	45%	49%	38%	45%
<b>Independent News Sites</b>	25%	25%	24%	29%	19%
<b>Blogs</b>	6%	5%	4%	6%	8%
<b>Other</b>	26%	25%	23%	27%	28%





**Crosstabs**

	Base	Area Code					
		252	336	704	828	910	919
<b>News Source Preference</b>							
<b>Newspaper</b>	31%	15%	31%	39%	26%	35%	36%
<b>Television</b>	56%	76%	57%	55%	60%	51%	47%
<b>Online</b>	12%	8%	12%	7%	14%	14%	17%

	Base	Area Code					
		252	336	704	828	910	919
<b>Newspaper Preference</b>							
<b>National Newspaper</b>	13%	18%	12%	15%	14%	9%	12%
<b>Local Newspaper</b>	87%	82%	88%	85%	86%	91%	88%

	Base	Area Code					
		252	336	704	828	910	919
<b>TV News Preference</b>							
<b>Broadcast Network</b>	23%	30%	20%	22%	28%	19%	25%
<b>Cable News Network</b>	42%	44%	40%	50%	43%	41%	37%
<b>Local TV Network</b>	34%	27%	40%	28%	30%	40%	38%

	Base	Area Code					
		252	336	704	828	910	919
<b>Online News Preference</b>							
<b>Newspapers' Websites</b>	43%	43%	43%	41%	42%	46%	45%
<b>Independent News Sites</b>	25%	33%	21%	28%	19%	22%	28%
<b>Blogs</b>	6%	4%	11%	4%	3%	5%	6%
<b>Other</b>	26%	20%	26%	26%	36%	27%	22%

