

FOR IMMEDIATE RELEASE

January 19, 2011

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PBS the most trusted name in news

Raleigh, N.C. – As its affiliated Republican Party’s fortunes rose in the last year, Fox News’ have declined. In January 2010, PPP showed Fox as by far the news outlet most trusted by American voters. In this month’s poll, Fox is still relied on by more than some other competitors but is far behind PBS, tested for the first time. PBS is the only group trusted by a majority and distrusted by fewer than 40%.

A year ago, Fox’s 49-37 (+12) trust-mistrust margin significantly outpaced ABC’s -15, CBS’ -14, NBC’s -9, and CNN’s -2. In the meantime, all but CNN have boosted their images. Fox now stands at 42-46 (-4), better only than CBS’ -7 and ABC’ s -8, but worse than CNN’s -3, NBC’s 0, and PBS’ 50-30 (+20).

Both moderates (from -15 to -32) and liberals (from -40 to -76) have almost completely abandoned Fox. But it remains the most trusted by any one ideological group (conservatives, at 72-16) of any of the networks except PBS’ 76-11 with liberals. Conservatives only mistrust PBS by a -32 margin, way less than their -49 of NBC, -51 of ABC, -53 of CBS, and -54 of CNN. The narrow moderate plurality (41% to conservatives’ 40%) give PBS a +49, roughly two to three times their +26 for CNN, +24 for NBC, +17 for ABC, and +16 for CBS.

While Republicans have only slightly declined in their esteem of Fox (from 74-15 to 67-22), independents have gone from about even (41-44) to -16, and Democrats’ mistrust has doubled from -22 to -43. PBS is the only channel at all trusted by independents, with a strong 44-32, but they do trust Fox more than ABC (-21) or CBS (-22) and only narrowly less than CNN (-15) or NBC (-14). A year ago, independents disliked most of the networks by around 30-point margins.

“It’s interesting that as cable tv has been taken over more and more by opinion journalism the old network mainstays are seeing an increase in their credibility with the American public,” said Dean Debnam, President of Public Policy Polling.

PPP surveyed 632 American voters from January 14th to 16th. The survey’s margin of error is +/-3.9%. 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)



National Survey Results

- Q1** Do you trust ABC News or not?
Trust it 35% *Not sure* 23%
Do not trust it 43%
- Q2** Do you trust CBS News or not?
Trust it 36% *Not sure* 21%
Do not trust it 43%
- Q3** Do you trust CNN or not?
Trust it 40% *Not sure* 17%
Do not trust it 43%
- Q4** Do you trust Fox News or not?
Trust it 42% *Not sure* 12%
Do not trust it 46%
- Q5** Do you trust NBC News or not?
Trust it 41% *Not sure* 19%
Do not trust it 41%
- Q6** Do you trust PBS or not?
Trust it 50% *Not sure* 20%
Do not trust it 30%
- Q7** Would you describe yourself as a liberal, moderate, or conservative?
Liberal 18%
Moderate 41%
Conservative 40%
- Q8** If you are a woman, press 1. If a man, press 2.
Woman 48%
Man 52%
- Q9** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.
Democrat 40%
Republican 37%
Independent/Other 23%
- Q10** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.
Hispanic 10%
White 74%
African-American 12%
Other 4%
- Q11** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.
18 to 29 11%
30 to 45 27%
46 to 65 43%
Older than 65 19%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Trust ABC News?				
Trust it	35%	52%	46%	15%
Do not trust it	43%	22%	29%	66%
Not sure	23%	26%	24%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
Trust CBS News?				
Trust it	36%	61%	47%	14%
Do not trust it	43%	17%	31%	67%
Not sure	21%	23%	22%	19%

	Base	Ideology		
		Liberal	Moderate	Conservative
Trust CNN?				
Trust it	40%	63%	54%	15%
Do not trust it	43%	19%	28%	69%
Not sure	17%	18%	18%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Trust Fox News?				
Trust it	42%	6%	28%	72%
Do not trust it	46%	82%	60%	16%
Not sure	12%	12%	11%	12%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Trust NBC News?				
Trust it	41%	67%	52%	17%
Do not trust it	41%	15%	28%	66%
Not sure	19%	18%	21%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
Trust PBS?				
Trust it	50%	76%	65%	22%
Do not trust it	30%	11%	16%	54%
Not sure	20%	13%	18%	24%

	Base	Gender	
		Woman	Man
Trust ABC News?			
Trust it	35%	36%	34%
Do not trust it	43%	36%	49%
Not sure	23%	28%	17%

	Base	Gender	
		Woman	Man
Trust CBS News?			
Trust it	36%	38%	35%
Do not trust it	43%	36%	49%
Not sure	21%	26%	16%





Crosstabs

	Base	Gender	
		Woman	Man
Trust CNN?			
Trust it	40%	42%	38%
Do not trust it	43%	36%	49%
Not sure	17%	22%	13%

	Base	Gender	
		Woman	Man
Trust Fox News?			
Trust it	42%	41%	42%
Do not trust it	46%	44%	48%
Not sure	12%	15%	9%

	Base	Gender	
		Woman	Man
Trust NBC News?			
Trust it	41%	44%	38%
Do not trust it	41%	33%	48%
Not sure	19%	23%	14%

	Base	Gender	
		Woman	Man
Trust PBS?			
Trust it	50%	52%	48%
Do not trust it	30%	25%	36%
Not sure	20%	24%	16%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trust ABC News?				
Trust it	35%	56%	17%	26%
Do not trust it	43%	21%	64%	47%
Not sure	23%	23%	19%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust CBS News?				
Trust it	36%	61%	15%	27%
Do not trust it	43%	18%	66%	49%
Not sure	21%	21%	19%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust CNN?				
Trust it	40%	60%	22%	34%
Do not trust it	43%	22%	61%	49%
Not sure	17%	18%	17%	17%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust Fox News?				
Trust it	42%	22%	67%	36%
Do not trust it	46%	65%	22%	52%
Not sure	12%	13%	11%	11%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Trust NBC News?				
Trust it	41%	64%	21%	33%
Do not trust it	41%	17%	62%	47%
Not sure	19%	19%	17%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Trust PBS?				
Trust it	50%	73%	29%	44%
Do not trust it	30%	13%	48%	32%
Not sure	20%	14%	23%	24%

	Base	Race			
		Hispanic	White	African-American	Other
Trust ABC News?					
Trust it	35%	42%	31%	50%	40%
Do not trust it	43%	36%	47%	22%	47%
Not sure	23%	21%	22%	28%	13%

	Base	Race			
		Hispanic	White	African-American	Other
Trust CBS News?					
Trust it	36%	39%	32%	61%	37%
Do not trust it	43%	36%	48%	17%	43%
Not sure	21%	24%	20%	22%	20%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Trust CNN?					
Trust it	40%	41%	35%	68%	47%
Do not trust it	43%	41%	48%	15%	43%
Not sure	17%	18%	18%	17%	10%

	Base	Race			
		Hispanic	White	African-American	Other
Trust Fox News?					
Trust it	42%	35%	46%	25%	33%
Do not trust it	46%	56%	42%	63%	57%
Not sure	12%	9%	13%	12%	10%

	Base	Race			
		Hispanic	White	African-American	Other
Trust NBC News?					
Trust it	41%	47%	36%	65%	47%
Do not trust it	41%	38%	45%	12%	47%
Not sure	19%	15%	19%	23%	7%

	Base	Race			
		Hispanic	White	African-American	Other
Trust PBS?					
Trust it	50%	48%	46%	72%	57%
Do not trust it	30%	24%	34%	15%	23%
Not sure	20%	27%	20%	13%	20%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust ABC News?					
Trust it	35%	48%	34%	36%	26%
Do not trust it	43%	36%	42%	43%	46%
Not sure	23%	16%	24%	21%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust CBS News?					
Trust it	36%	50%	34%	37%	29%
Do not trust it	43%	34%	43%	43%	47%
Not sure	21%	15%	23%	20%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust CNN?					
Trust it	40%	49%	42%	42%	26%
Do not trust it	43%	40%	40%	41%	51%
Not sure	17%	11%	18%	16%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust Fox News?					
Trust it	42%	38%	43%	39%	48%
Do not trust it	46%	52%	46%	49%	38%
Not sure	12%	9%	11%	12%	14%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust NBC News?					
Trust it	41%	46%	39%	44%	32%
Do not trust it	41%	37%	40%	39%	47%
Not sure	19%	17%	21%	16%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Trust PBS?					
Trust it	50%	59%	54%	52%	34%
Do not trust it	30%	29%	29%	30%	35%
Not sure	20%	12%	17%	18%	32%

