

FOR IMMEDIATE RELEASE

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INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)

QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312

Fox the most trusted name in news?

Raleigh, N.C. – A new poll asking Americans whether they trust each of the major television news operations in the country finds that the only one getting a positive review is Fox News. CNN does next best followed by NBC News, then CBS News, and finally ABC News.

49% of Americans say they trust Fox News to 37% who disagree. Predictably there is a large party split on this with 74% of Republicans but only 30% of Democrats saying they trust the right leaning network.

CNN does next best because it is the second most trusted of Democrats, Republicans, and independents. 39% say they trust it compared to 41% who do not, with 59% of Democrats, 33% of independents and 23% of Republicans saying it carries credibility with them.

The major networks all have the majority trust of Democrats but less than 20% from Republicans. NBC, perhaps because of the ideological bent of MSNBC, does the best among Democrats at 62%. Overall 35% of voters trust it to 44% who do not. CBS does the worst among Republicans, with 69% distrusting it. A plurality of independents express distrust of all five outlets we tested.

“A generation ago you would have expected Americans to place their trust in the most neutral and unbiased conveyors of news,” said Dean Debnam, President of Public Policy Polling. “But the media landscape has really changed and now they’re turning more toward the outlets that tell them what they want to hear.”

PPP conducted a national survey of 1,151 registered voters on January 18th and 19th. The survey’s margin of error is +/-2.8%. 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.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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National Survey Results

- Q1** Do you trust ABC News? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes 31%
 - No 46%
 - Not Sure..... 22%
- Q2** Do you trust CBS News? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes 32%
 - No 46%
 - Not Sure..... 22%
- Q3** Do you trust CNN? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes 39%
 - No 41%
 - Not Sure..... 20%
- Q4** Do you trust Fox News? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes 49%
 - No 37%
 - Not Sure..... 15%
- Q5** Do you trust NBC News? If yes, press 1. If no, press 2. If you're not sure, press 3.
- Yes 35%
 - No 44%
 - Not Sure..... 20%
- Q6** Who did you vote for President last year? If John McCain, press 1. If Barack Obama, press 2. If someone else or you don't remember, press 3.
- McCain..... 46%
 - Obama..... 47%
 - Someone else/don't remember 7%
- Q7** Would you describe yourself as a liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.
- Liberal..... 14%
 - Moderate..... 47%
 - Conservative..... 39%
- Q8** If you are a woman, press 1, if a man, press 2.
- Woman 57%
 - Man..... 43%
- Q9** 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..... 36%
 - Republican..... 35%
 - Independent/Other..... 29%
- 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 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.
- 18 to 29..... 9%
 - 30 to 45..... 28%
 - 46 to 65..... 45%
 - Older than 65..... 18%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
ABC News				
Yes	31%	16%	47%	28%
No	46%	67%	27%	42%
Not Sure	22%	17%	26%	29%

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
CBS News				
Yes	32%	15%	51%	23%
No	46%	67%	25%	48%
Not Sure	22%	18%	24%	28%

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
CNN				
Yes	39%	23%	55%	39%
No	41%	62%	21%	35%
Not Sure	20%	15%	25%	26%

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
FOX News				
Yes	49%	70%	27%	48%
No	37%	17%	56%	37%
Not Sure	15%	13%	17%	16%





Crosstabs

	Base	2008 Vote		
		McCain	Obama	Someone else/don't remember
NBC News				
Yes	35%	17%	54%	23%
No	44%	64%	24%	48%
Not Sure	20%	18%	21%	29%

	Base	Ideology		
		Liberal	Moderate	Conservative
ABC News				
Yes	31%	50%	39%	16%
No	46%	31%	34%	67%
Not Sure	22%	19%	27%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
CBS News				
Yes	32%	56%	41%	14%
No	46%	29%	33%	68%
Not Sure	22%	15%	26%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
CNN				
Yes	39%	63%	47%	22%
No	41%	21%	31%	60%
Not Sure	20%	17%	23%	18%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
FOX News				
Yes	49%	26%	33%	75%
No	37%	66%	48%	13%
Not Sure	15%	9%	18%	13%

	Base	Ideology		
		Liberal	Moderate	Conservative
NBC News				
Yes	35%	64%	44%	15%
No	44%	22%	33%	66%
Not Sure	20%	14%	24%	19%

	Base	Gender	
		Woman	Man
ABC News			
Yes	31%	35%	26%
No	46%	42%	52%
Not Sure	22%	23%	22%

	Base	Gender	
		Woman	Man
CBS News			
Yes	32%	38%	24%
No	46%	41%	53%
Not Sure	22%	21%	23%





Crosstabs

	Base	Gender	
		Woman	Man
CNN			
Yes	39%	44%	32%
No	41%	35%	48%
Not Sure	20%	20%	20%

	Base	Gender	
		Woman	Man
FOX News			
Yes	49%	48%	49%
No	37%	37%	36%
Not Sure	15%	15%	15%

	Base	Gender	
		Woman	Man
NBC News			
Yes	35%	39%	30%
No	44%	40%	51%
Not Sure	20%	21%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
ABC News				
Yes	31%	51%	19%	21%
No	46%	20%	68%	53%
Not Sure	22%	29%	12%	26%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
CBS News				
Yes	32%	55%	17%	22%
No	46%	20%	69%	51%
Not Sure	22%	25%	14%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
CNN				
Yes	39%	59%	23%	33%
No	41%	18%	62%	45%
Not Sure	20%	23%	15%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
FOX News				
Yes	49%	30%	74%	41%
No	37%	52%	15%	44%
Not Sure	15%	18%	11%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
NBC News				
Yes	35%	62%	17%	22%
No	44%	17%	67%	52%
Not Sure	20%	21%	16%	26%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
ABC News					
Yes	31%	53%	26%	47%	28%
No	46%	33%	51%	35%	34%
Not Sure	22%	13%	23%	18%	38%

	Base	Race			
		Hispanic	White	African American	Other
CBS News					
Yes	32%	60%	26%	50%	31%
No	46%	27%	51%	31%	41%
Not Sure	22%	13%	23%	19%	28%

	Base	Race			
		Hispanic	White	African American	Other
CNN					
Yes	39%	60%	33%	56%	52%
No	41%	33%	47%	13%	34%
Not Sure	20%	7%	21%	31%	14%

	Base	Race			
		Hispanic	White	African American	Other
FOX News					
Yes	49%	53%	50%	38%	38%
No	37%	40%	36%	38%	45%
Not Sure	15%	7%	14%	25%	17%





Crosstabs

	Base	Race			
		Hispanic	White	African American	Other
NBC News					
Yes	35%	67%	28%	50%	45%
No	44%	27%	50%	31%	31%
Not Sure	20%	7%	22%	19%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
ABC News					
Yes	31%	52%	36%	26%	29%
No	46%	28%	48%	50%	43%
Not Sure	22%	20%	16%	24%	28%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
CBS News					
Yes	32%	56%	33%	27%	31%
No	46%	17%	50%	49%	45%
Not Sure	22%	27%	16%	23%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
CNN					
Yes	39%	50%	49%	32%	36%
No	41%	25%	39%	45%	42%
Not Sure	20%	25%	12%	23%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
FOX News					
Yes	49%	61%	37%	52%	51%
No	37%	18%	53%	33%	29%
Not Sure	15%	21%	10%	14%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
NBC News					
Yes	35%	76%	36%	29%	30%
No	44%	13%	52%	46%	44%
Not Sure	20%	10%	12%	25%	26%

