



**THE ASSOCIATED PRESS/ TV GUIDE MAGAZINE POLL
TV NEWS STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
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NOTE: all results shown are percentages unless otherwise labeled.

TV NEWS STUDY

1. How often do you watch network evening news programs, such as ABC World News Tonight, The CBS Evening News, NBC's Nightly News or the News Hour on PBS?

Every day.....	38
Several times per week.....	25
About once per week.....	14
Less than once per week.....	9
Never.....	14
Not sure.....	-
Total Several Times a Week.....	63
Total Once a Week or Less.....	37

(ASKED ONLY OF THOSE RESPONDENTS WHO DIDN'T SAY "NEVER" IN Q. 1)

2. What is your favorite network evening news program?

NBC Nightly News.....	27
ABC World News Tonight.....	25
CBS Evening News.....	17
PBS News Hour.....	13
Cable news channel such as Fox News, CNN, or MSNBC (VOL).....	11
Other (VOL).....	3
None.....	1
Not sure.....	3

3. Thinking now of ALL network TV news shows – evening programs and news shows at other times of the day, who is your favorite network TV news personality? (OPEN END)

Brian Williams (NBC Nightly News).....	6
Katie Couric (NBC Today Show co-anchor).....	5
Bob Schieffer (CBS Evening News).....	4
Jim Lehrer (PBS NewsHour).....	4
Charles Gibson (ABC Good Morning America co-anchor) ..	2
Elizabeth Vargas (ABC World News Tonight)	2
Diane Sawyer (ABC Good Morning America co-anchor) ..	2
Bill O'Reilly.....	2
Matt Lauer (NBC Today Show).....	1
Chris Matthews.....	1
Peter Jennings.....	1
Stone Phillips	1
Harry Smith (CBS Early Show)	-
Tim Russert.....	-
Julie Chen (CBS Early Show co-anchor)	-
Bob Woodruff (ABC World News Tonight)	-
Other (Specify)	21
None.....	24
Not sure.....	24

4. Now I'm going to read you the names of some television news personalities. As I read each one, please tell me whether you have a favorable or unfavorable view of each person. If you don't know enough about the person, you can tell me that too.

Do you have a favorable or unfavorable view of ...

TABLE RANKED BY % TOTAL FAVORABLE

	<u>Very Favorable</u>	<u>Somewhat Favorable</u>	<u>Somewhat Unfavorable</u>	<u>Very Unfavorable</u>	<u>Not Sure</u>	<u>Total Favorable</u>	<u>Total Unfavorable</u>
Diane Sawyer.....	36	36	12	4	12	72	16
Katie Couric.....	27	28	10	12	23	55	22
Brian Williams.....	21	31	5	1	42	52	6
Charles Gibson.....	20	29	7	2	42	49	9
Bob Scheiffer.....	20	29	8	2	41	49	10
Jim Lehrer.....	20	21	5	3	51	42	8
Anderson Cooper.....	16	20	8	2	54	36	10
Elizabeth Vargas.....	14	22	3	1	60	35	5
Shepard Smith.....	11	14	5	2	68	25	7

5. If Katie Couric were to anchor a network evening news program, how likely is it that you would watch her program?

Very likely	18
Somewhat likely.....	32
Not too likely.....	17
Not at all likely.....	30
Not sure.....	3
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Total Likely	50
Total Not Likely	47

6. Would you prefer to watch Katie Couric ...

In the mornings on the Today show....	49
As an anchor an evening news program.....	29
Not sure	22

(ASKED ONLY OF THOSE RESPONDENTS WHO IN Q2. SAY THAT THEIR FAVORITE EVENING NEWS PROGRAM IS NOT CBS EVENING NEWS)

7. If Katie Couric were chosen as the new anchor of the CBS Evening News, would you switch to CBS, or not?

Yes, would switch.....	26
No, would not switch.....	69
Not sure	5

(ASKED ONLY OF THOSE RESPONDENTS WHO IN Q2. SAY THAT THEIR FAVORITE EVENING NEWS PROGRAM IS CBS EVENING NEWS)

8. If Katie Couric were chosen as the new anchor of the CBS Evening News, would you continue to watch that program or would you switch to another network?

Continue to watch CBS.....	73
Switch to another network.....	20
Not sure	7

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34.....	31
35-49.....	28
50-64.....	23
65 and over.....	17
Refused/not sure.....	1

D2. Are you employed:

TOTAL EMPLOYED.....	65
- Full time.....	49
- Part time.....	16
Not employed.....	12
Retired.....	23
Refused/not sure.....	-

D3. What is the last year of school you completed?

Grade school or some high school	5
Completed high school.....	20
Some community college or university, but did not finish.....	22
Completed technical school or a community college.....	12
Completed a university or Bachelor's degree	26
Completed a post-graduate degree such as a Master's or Ph.D.....	15
Refused/not sure.....	-

D4. Are you currently married?

Yes.....	60
No.....	40
Refused/not sure.....	-

D5. Including yourself and any children, how many people are currently living in your household?

1.....	17
2.....	35
3.....	19
4.....	16
5.....	10
6 or more.....	3
Refused/not sure.....	-

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	40
Under 6.....	21
6-12.....	18
13-17.....	14
NO CHILDREN	59
Refused/not sure.....	1

D7a. Would you describe yourself as a born-again or evangelical Christian, or not?

Yes	38
No.....	60
Refused/not sure	2

D9b. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination? **(IF "SOME OTHER RELIGION, ASK) Is that a Christian denomination, or not? (IF YES, CODED AS "PROTESTANT".)**

Protestant.....	46
Catholic.....	21
Mormon.....	1
Jewish.....	1
Muslim	1
Other non-Christian religion.....	5
No religion	24
Refused/not sure	1

D10a. Are you of Hispanic ethnicity?

(Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)

D10b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	70
Black.....	12
Hispanic.....	13
Asian.....	4
American Indian	-
Other	1
Refused	-

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	13
\$15,000 to less than \$20,000.....	3
\$20,000 to less than \$25,000.....	7
\$25,000 to less than \$30,000.....	3
\$30,000 to less than \$40,000.....	11
\$40,000 to less than \$50,000.....	9
\$50,000 to less than \$75,000.....	15
\$75,000 to less than \$100,000.....	9
\$100,000 or more.....	14
Refused/not sure.....	16

REGION:

Northeast.....	19
Midwest.....	23
South.....	35
West.....	23

METROPOLITAN STATUS:

Urban.....	34
Suburban.....	47
Rural.....	19

GENDER:

Male.....	49
Female.....	51