Ipsos Public Affairs

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Interview dates: April 3-4, 2006 Interviews: 615 adults Margin of error: +4.0 for all adults

THE ASSOCIATED PRESS/ TV GUIDE MAGAZINE POLL TV NEWS STUDY CONDUCTED BY IPSOS PUBLIC AFFAIRS RELEASE DATE: APRIL 5, 2006 PROJECT #81-5139-85

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?

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

(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

	Very <u>Favorable</u>	Somewhat Favorable	Somewhat <u>Unfavorable</u>	Very <u>Unfavorable</u>	Not <u>Sure</u>	Total <u>Favorable</u>	Total <u>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?

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

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 $\underline{\mathsf{NOT}}$ 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 of	the	rwise indicated.
D1a.	In what year were you born?		
D1b.	Have you already had a birthday this year?		
(IF RES	PONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS	SH	OWN IN SUMMARY BELOW.)
D1c.	Are you:		
	18-34 35-49 50-64 65 and over Refused/not sure	31 28 23 17 1	
D2.	Are you employed:		
D3.	TOTAL EMPLOYED		5 20 22
	collegeCompleted a university or Bachelor's degree . Completed a post-graduate degree such as a Master's or Ph.D		12 26 15
D4.	Are you currently married?		
	Yes No Refused/not sure	60 40 -	
D5.	Including yourself and any children, how many people are currently	livin	g in your household?
	1	17 35 19 16 10 3	

April 3-4	1, 2006		TV News Stu
(Q.D6a- D6a.		SE WHO SAY MORE THAN ONE PERSO r 6 years are currently living in your house	
D6b.	How many children ages	6 to 12 are currently living in your househ	old?
D6c.	How many children ages	13 to 17 are currently living in your house	ehold?
		ANY CHILDREN – NET	40 21 18 14 59 1
D7a.	Would you describe your	self as a born-again or evangelical Christi	an, or not?
		Yes No Refused/not sure	38 60 2
D9b.	or don't you belong to an	eference? Is it Protestant, Catholic, Morm y religious denomination? (IF "SOME OT or not? (IF YES, CODED AS "PROTESTA	HER RELIGION, ASK) Is that a
		Protestant	46 21 1 1 1 5 24
D10a.	Are you of Hispanic ethni	city?	
	ASKED ONLY OF THOS Are you white, black, Asia	SE WHO DO NOT SAY THEY ARE HISPA an, or some other race?	ANIC IN Q.D10a.)
(RESUL	TS SHOWN IN SUMMAR	Y BELOW.)	
		White	70

Black.....

Hispanic.....

12

13

REGION:

GENDER:

METROPOLITAN STATUS:

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

Under \$15,000	13 3 7 3 11 9 15 9 14
Northeast	19 23 35 23 34 47 19

Male

Female.....

49

51