

FOR IMMEDIATE RELEASE

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INTERVIEWS: KATHERINE RUMBAUGH (919)-451-2694

Cable News Networks Mostly Favorable Among N.C. Voters

Raleigh, N.C. – Public Policy Polling’s newest survey finds that the state’s voters generally view cable news networks favorably.

CNN had the highest rating, at 57/25 favorability. FOX News followed with a 52/31 split, and MSNBC had the lowest rating, at 42/28 favorability.

For fairness and accuracy in reporting political news, voters are split between favoring FOX News (42%) and CNN (39%). MSNBC ranks a distant third at 16%.

Among liberals, 59% trust CNN’s political coverage, and only 9% prefer FOX News. 62% of conservatives prefer FOX News and 22% prefer CNN for political news.

Voters are also split over financial news, with 34% preferring CNN and 30% favoring FOX News. The rest were shared between MSNBC (19%), FOX Business News (8%), and CNBC (6%).

“A majority of Democrats turn to CNN for their political and financial news, while Republicans prefer FOX News,” said Katherine Rumbaugh, PPP Spring Fellow. “These preferences reflect the biases, real or perceived, in the respective cable networks’ coverage of national issues.”

MSNBC, which is generally thought of as the most liberal of the three major cable news networks, unsurprisingly has the highest favorability rating among liberals, at 68/10. But liberals still prefer CNN over MSNBC for political coverage, 56% to 26%.

North Carolina’s voters also have a generally positive opinion of National Public Radio, with 49/20 favorability.

PPP surveyed 502 North Carolina voters from March 16th to 18th. 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.

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 broadcast news outlet do you trust most for accurate and fair reporting of national news, ABC, CBS, or NBC? If ABC, press 1. If CBS, press 2. If NBC, press 3.

ABC 35%
CBS 33%
NBC 31%

Q2 Which cable news outlet do you trust most for accurate and fair reporting of political news, CNN, FOX News, or MSNBC? If CNN, press 1. If FOX News, press 2. If MSNBC, press 3. If other, press 4.

CNN 39% MSNBC 16%
FOX News 42% Other 4%

Q3 Which cable news outlet do you trust most for accurate and fair reporting of financial news, CNN, FOX News, MSNBC, CNBC, or FOX Business News? If CNN, press 1. If FOX News, press 2. If MSNBC, press 3. If CNBC, press 4. If FOX Business News, press 5. If other, press 6.

CNN 34% CNBC 6%
FOX News 30% FOX Business News 8%
MSNBC 19% Other 3%

Q4 Do you have a favorable or unfavorable opinion of CNN? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable 57%
Unfavorable 25%
Not Sure 18%

Q5 Do you have a favorable or unfavorable opinion of FOX News? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable 52%
Unfavorable 31%
Not Sure 16%

Q6 Do you have a favorable or unfavorable opinion of MSNBC? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable 42%
Unfavorable 28%
Not Sure 29%

Q7 Do you have a favorable or unfavorable opinion of National Public Radio? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable 49%
Unfavorable 20%
Not Sure 31%

Q8 Would you describe yourself as liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

Liberal 21%
Moderate 36%
Conservative 43%

Q9 If you are a woman, press 1, if a man, press 2.

Woman 48%
Man 52%





Q10 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%

Q11 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%

Q12 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%

Q13

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





Crosstabs

	Base	Community		
		Liberal	Moderate	Conservative
Broadcast News Preference				
ABC	35%	27%	37%	37%
CBS	33%	38%	31%	34%
NBC	31%	35%	32%	29%

	Base	Community		
		Liberal	Moderate	Conservative
Cable News - Political				
CNN	39%	59%	47%	22%
FOX News	42%	9%	37%	62%
MSNBC	16%	26%	12%	13%
Other	4%	6%	4%	2%

	Base	Community		
		Liberal	Moderate	Conservative
Cable News - Financial				
CNN	34%	54%	40%	19%
FOX News	30%	8%	21%	47%
MSNBC	19%	27%	19%	14%
CNBC	6%	7%	8%	5%
FOX Business News	8%	-	8%	13%
Other	3%	3%	4%	2%

	Base	Community		
		Liberal	Moderate	Conservative
CNN Favorability				
Favorable	57%	78%	62%	43%
Unfavorable	25%	10%	18%	37%
Not Sure	18%	12%	20%	19%





Crosstabs

	Base	Community		
		Liberal	Moderate	Conservative
FOX News Favorability				
Favorable	52%	28%	42%	73%
Unfavorable	31%	58%	35%	15%
Not Sure	16%	14%	23%	12%

	Base	Community		
		Liberal	Moderate	Conservative
MSNBC Favorability				
Favorable	42%	68%	41%	31%
Unfavorable	28%	10%	26%	39%
Not Sure	29%	22%	32%	30%

	Base	Community		
		Liberal	Moderate	Conservative
NPR Favorability				
Favorable	49%	68%	49%	41%
Unfavorable	20%	11%	20%	24%
Not Sure	31%	21%	31%	36%

	Base	Gender	
		Woman	Man
Broadcast News Preference			
ABC	35%	34%	36%
CBS	33%	37%	30%
NBC	31%	29%	34%





Crosstabs

	Base	Gender	
		Woman	Man
Cable News - Political			
CNN	39%	40%	38%
FOX News	42%	42%	41%
MSNBC	16%	13%	18%
Other	4%	5%	2%

	Base	Gender	
		Woman	Man
Cable News - Financial			
CNN	34%	36%	32%
FOX News	30%	34%	26%
MSNBC	19%	15%	23%
CNBC	6%	4%	9%
FOX Business News	8%	9%	8%
Other	3%	3%	3%

	Base	Gender	
		Woman	Man
CNN Favorability			
Favorable	57%	58%	57%
Unfavorable	25%	26%	23%
Not Sure	18%	16%	20%

	Base	Gender	
		Woman	Man
FOX News Favorability			
Favorable	52%	56%	49%
Unfavorable	31%	30%	33%
Not Sure	16%	14%	18%





Crosstabs

	Base	Gender	
		Woman	Man
MSNBC Favorability			
Favorable	42%	41%	44%
Unfavorable	28%	27%	30%
Not Sure	29%	32%	27%

	Base	Gender	
		Woman	Man
NPR Favorability			
Favorable	49%	50%	49%
Unfavorable	20%	14%	24%
Not Sure	31%	36%	27%

	Base	Party		
		Democrat	Republican	Independent/Other
Broadcast News Preference				
ABC	35%	27%	44%	42%
CBS	33%	42%	27%	22%
NBC	31%	32%	29%	36%

	Base	Party		
		Democrat	Republican	Independent/Other
Cable News - Political				
CNN	39%	54%	17%	40%
FOX News	42%	21%	72%	39%
MSNBC	16%	20%	9%	16%
Other	4%	4%	2%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Cable News - Financial				
CNN	34%	51%	13%	28%
FOX News	30%	14%	55%	22%
MSNBC	19%	21%	14%	22%
CNBC	6%	8%	4%	9%
FOX Business News	8%	4%	12%	13%
Other	3%	3%	2%	6%

	Base	Party		
		Democrat	Republican	Independent/Other
CNN Favorability				
Favorable	57%	72%	39%	52%
Unfavorable	25%	10%	42%	28%
Not Sure	18%	17%	19%	19%

	Base	Party		
		Democrat	Republican	Independent/Other
FOX News Favorability				
Favorable	52%	40%	76%	39%
Unfavorable	31%	42%	11%	45%
Not Sure	16%	19%	13%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
MSNBC Favorability				
Favorable	42%	53%	31%	38%
Unfavorable	28%	17%	41%	36%
Not Sure	29%	31%	28%	26%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
NPR Favorability				
Favorable	49%	55%	40%	54%
Unfavorable	20%	11%	28%	28%
Not Sure	31%	34%	33%	18%

	Base	Race		
		White	African-American	Other
Broadcast News Preference				
ABC	35%	38%	25%	30%
CBS	33%	30%	43%	51%
NBC	31%	32%	32%	19%

	Base	Race		
		White	African-American	Other
Cable News - Political				
CNN	39%	33%	59%	54%
FOX News	42%	49%	20%	24%
MSNBC	16%	15%	20%	5%
Other	4%	4%	1%	17%

	Base	Race		
		White	African-American	Other
Cable News - Financial				
CNN	34%	29%	49%	42%
FOX News	30%	36%	10%	12%
MSNBC	19%	18%	21%	11%
CNBC	6%	6%	9%	6%
FOX Business News	8%	8%	10%	12%
Other	3%	3%	2%	17%





Crosstabs

	Base	Race		
		White	African-American	Other
CNN Favorability				
Favorable	57%	54%	67%	66%
Unfavorable	25%	28%	15%	17%
Not Sure	18%	18%	18%	17%

	Base	Race		
		White	African-American	Other
FOX News Favorability				
Favorable	52%	55%	44%	47%
Unfavorable	31%	29%	39%	48%
Not Sure	16%	16%	17%	5%

	Base	Race		
		White	African-American	Other
MSNBC Favorability				
Favorable	42%	41%	49%	27%
Unfavorable	28%	28%	27%	43%
Not Sure	29%	30%	24%	30%

	Base	Race		
		White	African-American	Other
NPR Favorability				
Favorable	49%	50%	44%	63%
Unfavorable	20%	20%	18%	31%
Not Sure	31%	30%	38%	6%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Broadcast News Preference					
ABC	35%	32%	35%	36%	35%
CBS	33%	32%	30%	36%	34%
NBC	31%	37%	35%	27%	30%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cable News - Political					
CNN	39%	35%	37%	39%	42%
FOX News	42%	35%	49%	40%	42%
MSNBC	16%	30%	11%	16%	11%
Other	4%	-	3%	5%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cable News - Financial					
CNN	34%	15%	43%	33%	37%
FOX News	30%	25%	28%	30%	34%
MSNBC	19%	45%	11%	18%	12%
CNBC	6%	5%	7%	6%	9%
FOX Business News	8%	10%	9%	9%	5%
Other	3%	-	3%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
CNN Favorability					
Favorable	57%	60%	57%	56%	59%
Unfavorable	25%	25%	27%	24%	23%
Not Sure	18%	15%	16%	21%	18%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
FOX News Favorability					
Favorable	52%	45%	53%	55%	52%
Unfavorable	31%	40%	33%	31%	24%
Not Sure	16%	15%	13%	14%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
MSNBC Favorability					
Favorable	42%	50%	36%	46%	39%
Unfavorable	28%	30%	35%	25%	27%
Not Sure	29%	20%	29%	30%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
NPR Favorability					
Favorable	49%	50%	47%	54%	44%
Unfavorable	20%	30%	20%	17%	17%
Not Sure	31%	20%	33%	29%	39%

	Base	Area Code					
		252	336	704	828	910	919
Broadcast News Preference							
ABC	35%	29%	22%	37%	48%	38%	39%
CBS	33%	41%	29%	28%	37%	32%	36%
NBC	31%	30%	49%	35%	15%	30%	25%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Cable News - Political							
CNN	39%	38%	43%	45%	29%	30%	41%
FOX News	42%	50%	37%	36%	53%	41%	40%
MSNBC	16%	10%	18%	16%	12%	23%	15%
Other	4%	2%	2%	4%	6%	5%	4%

	Base	Area Code					
		252	336	704	828	910	919
Cable News - Financial							
CNN	34%	29%	31%	30%	24%	43%	42%
FOX News	30%	40%	25%	21%	40%	24%	31%
MSNBC	19%	11%	19%	26%	17%	27%	12%
CNBC	6%	11%	11%	4%	6%	1%	5%
FOX Business News	8%	5%	12%	14%	8%	3%	6%
Other	3%	4%	1%	4%	5%	1%	3%

	Base	Area Code					
		252	336	704	828	910	919
CNN Favorability							
Favorable	57%	57%	62%	59%	45%	55%	60%
Unfavorable	25%	20%	27%	33%	30%	19%	17%
Not Sure	18%	23%	10%	8%	24%	25%	22%

	Base	Area Code					
		252	336	704	828	910	919
FOX News Favorability							
Favorable	52%	63%	52%	44%	54%	52%	53%
Unfavorable	31%	21%	35%	42%	25%	24%	33%
Not Sure	16%	17%	13%	14%	21%	24%	14%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
MSNBC Favorability							
Favorable	42%	42%	52%	45%	30%	49%	36%
Unfavorable	28%	30%	26%	31%	31%	22%	30%
Not Sure	29%	28%	22%	24%	39%	29%	34%

	Base	Area Code					
		252	336	704	828	910	919
NPR Favorability							
Favorable	49%	33%	45%	50%	51%	59%	56%
Unfavorable	20%	16%	24%	23%	21%	18%	14%
Not Sure	31%	51%	31%	26%	28%	23%	30%

