YouGov
February 8 - 9, 2015

YouGov

1. Favorability of news anchors – Brian Williams
Do you have a favorable or unfavorable opinion of the following people?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	12%	10%	13%	6%	9%	15%	15%	17%	9%	10%
Somewhat favorable	23%	20%	25%	25%	21%	23%	21%	32%	20%	14%
Somewhat unfavorable	19%	25%	14%	20%	17%	20%	21%	18%	17%	23%
Very unfavorable	21%	27%	15%	6%	18%	26%	29%	8%	21%	39%
Don't know	26%	19%	32%	43%	36%	16%	14%	25%	33%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(986)	(465)	(521)	(129)	(243)	(415)	(199)	(353)	(395)	(238)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	12%	11%	12%	13%	14%	14%	10%	9%	14%	14%	8%
Somewhat favorable	23%	22%	27%	20%	18%	28%	26%	23%	23%	23%	21%
Somewhat unfavorable	19%	22%	13%	9%	17%	17%	27%	20%	24%	16%	18%
Very unfavorable	21%	22%	5%	27%	17%	24%	24%	22%	16%	19%	27%
Don't know	26%	22%	42%	32%	34%	17%	13%	26%	23%	27%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(986)	(773)	(116)	(97)	(360)	(296)	(192)	(186)	(220)	(349)	(231)

2. Favorability of news anchors – Scott Pelley
Do you have a favorable or unfavorable opinion of the following people?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	8%	8%	9%	4%	4%	11%	13%	14%	4%	7%
Somewhat favorable	17%	20%	14%	15%	15%	20%	16%	22%	11%	21%
Somewhat unfavorable	6%	8%	5%	5%	5%	7%	8%	3%	7%	10%
Very unfavorable	6%	8%	4%	2%	5%	8%	9%	3%	7%	10%
Don't know	62%	57%	67%	74%	71%	54%	55%	58%	71%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(986)	(466)	(520)	(129)	(244)	(414)	(199)	(350)	(396)	(240)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	8%	9%	9%	5%	8%	11%	8%	10%	9%	9%	6%
Somewhat favorable	17%	17%	19%	12%	12%	20%	22%	18%	19%	15%	17%
Somewhat unfavorable	6%	7%	4%	4%	5%	8%	11%	7%	3%	8%	6%
Very unfavorable	6%	6%	4%	9%	7%	5%	6%	7%	2%	7%	9%
Don't know	62%	60%	64%	70%	67%	56%	53%	57%	67%	62%	62%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(986)	(774)	(116)	(96)	(358)	(296)	(193)	(187)	(221)	(348)	(230)

3. Favorability of news anchors – David Muir
Do you have a favorable or unfavorable opinion of the following people?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	9%	7%	10%	4%	11%	10%	7%	11%	6%	9%
Somewhat favorable	15%	18%	12%	13%	14%	17%	15%	17%	13%	17%
Somewhat unfavorable	8%	8%	7%	4%	5%	9%	11%	6%	5%	14%
Very unfavorable	4%	7%	2%	5%	2%	6%	4%	4%	5%	5%
Don't know	64%	60%	69%	74%	69%	57%	63%	62%	71%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(984)	(464)	(520)	(129)	(245)	(415)	(195)	(351)	(394)	(239)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	9%	8%	8%	15%	11%	9%	7%	14%	6%	9%	8%
Somewhat favorable	15%	15%	17%	14%	13%	14%	21%	12%	18%	13%	17%
Somewhat unfavorable	8%	8%	7%	6%	7%	9%	11%	11%	5%	9%	5%
Very unfavorable	4%	4%	4%	6%	6%	3%	4%	6%	2%	5%	4%
Don't know	64%	65%	64%	59%	63%	65%	57%	57%	70%	64%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(984)	(773)	(115)	(96)	(356)	(297)	(192)	(186)	(219)	(349)	(230)

4. Favorability of news anchors – Anderson Cooper
Do you have a favorable or unfavorable opinion of the following people?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	20%	16%	23%	15%	16%	23%	23%	34%	11%	16%
Somewhat favorable	31%	34%	29%	36%	31%	30%	27%	35%	31%	25%
Somewhat unfavorable	13%	19%	8%	3%	11%	19%	15%	5%	16%	22%
Very unfavorable	10%	11%	8%	4%	8%	11%	15%	1%	11%	20%
Don't know	26%	20%	32%	42%	33%	16%	20%	25%	31%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(467)	(521)	(128)	(244)	(416)	(200)	(352)	(396)	(240)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	20%	19%	22%	23%	18%	24%	22%	20%	20%	20%	19%
Somewhat favorable	31%	33%	24%	28%	28%	34%	39%	30%	33%	33%	27%
Somewhat unfavorable	13%	16%	6%	4%	14%	12%	20%	13%	16%	12%	14%
Very unfavorable	10%	10%	6%	11%	8%	10%	9%	10%	6%	9%	14%
Don't know	26%	22%	42%	34%	33%	19%	9%	28%	25%	26%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(775)	(116)	(97)	(360)	(298)	(191)	(186)	(220)	(352)	(230)

5. Favorability of news anchors – Shepard Smith
Do you have a favorable or unfavorable opinion of the following people?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	15%	17%	13%	3%	10%	17%	29%	7%	11%	34%
Somewhat favorable	19%	21%	17%	15%	14%	22%	22%	17%	16%	27%
Somewhat unfavorable	11%	15%	7%	6%	14%	13%	7%	13%	9%	11%
Very unfavorable	6%	9%	4%	5%	8%	7%	3%	6%	9%	3%
Don't know	49%	39%	58%	71%	54%	40%	38%	57%	56%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(981)	(464)	(517)	(127)	(244)	(413)	(197)	(349)	(392)	(240)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	15%	16%	8%	17%	14%	20%	13%	13%	16%	14%	16%
Somewhat favorable	19%	21%	11%	13%	14%	18%	29%	18%	18%	17%	23%
Somewhat unfavorable	11%	12%	5%	7%	9%	13%	16%	9%	12%	11%	10%
Very unfavorable	6%	6%	5%	9%	6%	5%	9%	8%	5%	6%	7%
Don't know	49%	45%	71%	53%	56%	43%	34%	51%	49%	51%	45%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(981)	(771)	(113)	(97)	(356)	(297)	(191)	(185)	(219)	(349)	(228)

6. TV reporters trustworhty
How trustworthy do you think television reporters generally are?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very trustworthy	6%	5%	7%	2%	6%	8%	8%	12%	4%	2%
Somewhat trustworthy	41%	41%	40%	42%	37%	40%	45%	49%	31%	46%
Somewhat untrustworthy	28%	27%	28%	27%	33%	24%	30%	24%	30%	30%
Very untrustworthy	14%	17%	10%	10%	12%	18%	11%	5%	19%	16%
Not sure	12%	10%	14%	20%	12%	11%	6%	10%	16%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(465)	(530)	(132)	(247)	(417)	(199)	(358)	(398)	(239)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very trustworthy	6%	5%	12%	10%	7%	7%	7%	6%	5%	9%	2%
Somewhat trustworthy	41%	41%	44%	37%	40%	46%	39%	43%	46%	37%	39%
Somewhat untrustworthy	28%	29%	15%	31%	26%	28%	34%	25%	28%	27%	32%
Very untrustworthy	14%	15%	3%	12%	15%	12%	15%	13%	13%	15%	12%
Not sure	12%	10%	26%	10%	13%	7%	5%	14%	9%	12%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(779)	(120)	(96)	(362)	(298)	(193)	(190)	(220)	(354)	(231)

7. Brian Williams trustworthy
How trustworthy do you think Brian Williams is?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very trustworthy	9%	7%	10%	4%	10%	9%	10%	10%	7%	8%
Somewhat trustworthy	25%	22%	27%	27%	25%	27%	17%	33%	21%	19%
Somewhat untrustworthy	17%	20%	15%	14%	16%	17%	22%	16%	15%	23%
Very untrustworthy	23%	31%	16%	7%	21%	30%	28%	11%	27%	34%
Not sure	26%	20%	32%	47%	29%	16%	23%	29%	30%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(465)	(527)	(131)	(247)	(415)	(199)	(356)	(396)	(240)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very trustworthy	9%	8%	9%	13%	10%	6%	12%	6%	8%	10%	9%
Somewhat trustworthy	25%	25%	23%	24%	27%	27%	25%	26%	30%	21%	23%
Somewhat untrustworthy	17%	19%	16%	6%	14%	20%	21%	20%	17%	17%	15%
Very untrustworthy	23%	26%	7%	22%	20%	25%	27%	27%	17%	23%	26%
Not sure	26%	22%	45%	34%	30%	22%	16%	21%	28%	29%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(775)	(119)	(98)	(362)	(297)	(192)	(189)	(218)	(353)	(232)

8. Heard about allegations
Have you heard about the allegations that Brian Williams lied about being in a helicopter that had come under fire in Iraq?

| | | Gender | | Age | | | | 3 Point Party ID | | |
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	72%	81%	64%	51%	70%	78%	85%	74%	66%	81%
No	28%	19%	36%	49%	30%	22%	15%	26%	34%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(468)	(529)	(133)	(248)	(416)	(200)	(358)	(399)	(240)

| | | Race | | | Family Income | | | Region | | | |
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	72%	76%	59%	58%	63%	81%	86%	70%	73%	72%	73%
No	28%	24%	41%	42%	37%	19%	14%	30%	27%	28%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(779)	(120)	(98)	(363)	(299)	(194)	(190)	(220)	(354)	(233)

9. Consequences
If Brian Williams did lie about coming under fire in Iraq, what do you think should happen to him?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
He should resign	30%	36%	25%	12%	25%	37%	44%	17%	32%	47%
He should be suspended without pay from broadcasting by NBC for a month or more	12%	8%	15%	15%	10%	11%	13%	15%	8%	14%
He should give a public apology and full explanation on his show	27%	28%	26%	34%	32%	26%	14%	30%	29%	19%
His recent apology is enough	14%	12%	15%	10%	12%	14%	19%	19%	11%	10%
Not sure	17%	15%	20%	30%	22%	11%	11%	17%	21%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(467)	(528)	(130)	(248)	(417)	(200)	(358)	(397)	(240)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
He should resign	30%	34%	13%	25%	24%	33%	39%	32%	26%	32%	32%
He should be suspended without pay from broadcasting by NBC for a month or more	12%	10%	15%	16%	14%	10%	9%	10%	13%	11%	14%
He should give a public apology and full explanation on his show	27%	27%	35%	18%	28%	27%	28%	29%	27%	27%	24%
His recent apology is enough	14%	14%	8%	18%	11%	19%	15%	14%	17%	13%	10%
Not sure	17%	15%	28%	23%	23%	12%	9%	15%	17%	17%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(777)	(121)	(97)	(363)	(298)	(192)	(190)	(221)	(352)	(232)