

National Tracking Poll

Project: 161201
 N Size: 1605 Adults
 Margin of Error: ± 2%
 December 01-02, 2016

Topline Report

Question	Response	Frequency	Percentage
BRD1_1	<i>How credible are each of the following? CNN</i>		
	Very credible	424	26%
	Somewhat credible	553	34%
	Not too credible	243	15%
	Not at all credible	224	14%
	Heard Of, No Opinion	129	8%
	Never Heard Of	33	2%
BRD1_2	<i>How credible are each of the following? Fox News</i>		
	Very credible	402	25%
	Somewhat credible	478	30%
	Not too credible	267	17%
	Not at all credible	298	19%
	Heard Of, No Opinion	117	7%
	Never Heard Of	43	3%
BRD1_3	<i>How credible are each of the following? MSNBC</i>		
	Very credible	317	20%
	Somewhat credible	567	35%
	Not too credible	248	15%
	Not at all credible	231	14%
	Heard Of, No Opinion	168	10%
	Never Heard Of	74	5%
BRD1_4	<i>How credible are each of the following? ABC</i>		
	Very credible	378	24%
	Somewhat credible	690	43%
	Not too credible	223	14%
	Not at all credible	151	9%
	Heard Of, No Opinion	123	8%
	Never Heard Of	39	2%

Question	Response	Frequency	Percentage
BRD1_5	<i>How credible are each of the following? CBS</i>		
	Very credible	389	24%
	Somewhat credible	659	41%
	Not too credible	220	14%
	Not at all credible	159	10%
	Heard Of, No Opinion	134	8%
	Never Heard Of	44	3%
BRD1_6	<i>How credible are each of the following? NBC</i>		
	Very credible	384	24%
	Somewhat credible	661	41%
	Not too credible	213	13%
	Not at all credible	177	11%
	Heard Of, No Opinion	128	8%
	Never Heard Of	42	3%
BRD1_7	<i>How credible are each of the following? The New York Times</i>		
	Very credible	435	27%
	Somewhat credible	574	36%
	Not too credible	194	12%
	Not at all credible	183	11%
	Heard Of, No Opinion	180	11%
	Never Heard Of	39	2%
BRD1_8	<i>How credible are each of the following? The Wall Street Journal</i>		
	Very credible	415	26%
	Somewhat credible	611	38%
	Not too credible	196	12%
	Not at all credible	109	7%
	Heard Of, No Opinion	216	13%
	Never Heard Of	58	4%
BRD1_9	<i>How credible are each of the following? National Public Radio (NPR)</i>		
	Very credible	335	21%
	Somewhat credible	475	30%
	Not too credible	192	12%
	Not at all credible	121	8%
	Heard Of, No Opinion	212	13%
	Never Heard Of	270	17%

Question	Response	Frequency	Percentage
BRD1_10	<i>How credible are each of the following? Huffington Post</i>		
	Very credible	217	14%
	Somewhat credible	509	32%
	Not too credible	258	16%
	Not at all credible	203	13%
	Heard Of, No Opinion	254	16%
	Never Heard Of	164	10%
BRD1_11	<i>How credible are each of the following? Breitbart</i>		
	Very credible	112	7%
	Somewhat credible	195	12%
	Not too credible	187	12%
	Not at all credible	221	14%
	Heard Of, No Opinion	221	14%
	Never Heard Of	669	42%
BRD1_12	<i>How credible are each of the following? InfoWars</i>		
	Very credible	95	6%
	Somewhat credible	182	11%
	Not too credible	178	11%
	Not at all credible	157	10%
	Heard Of, No Opinion	213	13%
	Never Heard Of	781	49%
BRD1_13	<i>How credible are each of the following? The Onion</i>		
	Very credible	101	6%
	Somewhat credible	187	12%
	Not too credible	200	12%
	Not at all credible	364	23%
	Heard Of, No Opinion	247	15%
	Never Heard Of	506	32%
BRD2_1	<i>How much do you trust each of the following? CNN</i>		
	A lot	381	24%
	Some	581	36%
	Not much	253	16%
	Not at all	236	15%
	Don't Know / No Opinion	154	10%
BRD2_2	<i>How much do you trust each of the following? Fox News</i>		
	A lot	385	24%
	Some	480	30%
	Not much	275	17%
	Not at all	327	20%
	Don't Know / No Opinion	138	9%

Question	Response	Frequency	Percentage
BRD2_3	<i>How much do you trust each of the following? MSNBC</i>		
	A lot	292	18%
	Some	581	36%
	Not much	288	18%
	Not at all	240	15%
	Don't Know / No Opinion	204	13%
BRD2_4	<i>How much do you trust each of the following? ABC</i>		
	A lot	347	22%
	Some	681	42%
	Not much	273	17%
	Not at all	160	10%
	Don't Know / No Opinion	145	9%
BRD2_5	<i>How much do you trust each of the following? CBS</i>		
	A lot	356	22%
	Some	668	42%
	Not much	267	17%
	Not at all	158	10%
	Don't Know / No Opinion	155	10%
BRD2_6	<i>How much do you trust each of the following? NBC</i>		
	A lot	356	22%
	Some	647	40%
	Not much	273	17%
	Not at all	182	11%
	Don't Know / No Opinion	147	9%
BRD2_7	<i>How much do you trust each of the following? The New York Times</i>		
	A lot	386	24%
	Some	564	35%
	Not much	256	16%
	Not at all	204	13%
	Don't Know / No Opinion	196	12%
BRD2_8	<i>How much do you trust each of the following? The Wall Street Journal</i>		
	A lot	351	22%
	Some	626	39%
	Not much	234	15%
	Not at all	148	9%
	Don't Know / No Opinion	246	15%

Question	Response	Frequency	Percentage
BRD2_9	<i>How much do you trust each of the following? National Public Radio (NPR)</i>		
	A lot	299	19%
	Some	461	29%
	Not much	230	14%
	Not at all	181	11%
	Don't Know / No Opinion	434	27%
BRD2_10	<i>How much do you trust each of the following? Huffington Post</i>		
	A lot	213	13%
	Some	480	30%
	Not much	302	19%
	Not at all	226	14%
	Don't Know / No Opinion	384	24%
BRD2_11	<i>How much do you trust each of the following? Breitbart</i>		
	A lot	105	7%
	Some	213	13%
	Not much	203	13%
	Not at all	317	20%
	Don't Know / No Opinion	766	48%
BRD2_12	<i>How much do you trust each of the following? InfoWars</i>		
	A lot	97	6%
	Some	193	12%
	Not much	214	13%
	Not at all	228	14%
	Don't Know / No Opinion	872	54%
BRD2_13	<i>How much do you trust each of the following? The Onion</i>		
	A lot	93	6%
	Some	208	13%
	Not much	244	15%
	Not at all	363	23%
	Don't Know / No Opinion	696	43%
BRD3	<i>How much have you seen, read or heard recently about "fake news" in the 2016 election for president?</i>		
	A lot	507	32%
	Some	606	38%
	Not much	224	14%
	Nothing at all	268	17%

Question	Response	Frequency	Percentage
BRD4	<i>To the best of your knowledge, how often do you see fake news while using the internet or visiting sites such as Facebook or Twitter?</i>		
	More than once a day	495	31%
	About once a day	284	18%
	About once every few days	181	11%
	About once a week	101	6%
	Less often than once a week	131	8%
	Don't Know / No Opinion	414	26%
BRD5	<i>To the best of your knowledge, have you ever started to read or read a news story and later realized it was not real?</i>		
	Yes, more than once	882	55%
	Yes, just once	224	14%
	No, never	210	13%
	Don't Know / No Opinion	289	18%
BRD6_1	<i>Do you think it is appropriate or inappropriate for each of the following to remove news stories that have been determined to be fake? Search engines, such as Google</i>		
	Appropriate for them to remove the stories	1134	71%
	Inappropriate for them to remove the stories	216	13%
	Don't Know / No Opinion	255	16%
BRD6_2	<i>Do you think it is appropriate or inappropriate for each of the following to remove news stories that have been determined to be fake? Social media sites, such as Facebook or Twitter</i>		
	Appropriate for them to remove the stories	1133	71%
	Inappropriate for them to remove the stories	231	14%
	Don't Know / No Opinion	241	15%
BRD6_3	<i>Do you think it is appropriate or inappropriate for each of the following to remove news stories that have been determined to be fake? Web service providers</i>		
	Appropriate for them to remove the stories	1072	67%
	Inappropriate for them to remove the stories	258	16%
	Don't Know / No Opinion	275	17%
BRD7_1	<i>How responsible are each of the following for ensuring people are not exposed to fake news? The person reading the news</i>		
	Very responsible	623	39%
	Somewhat responsible	435	27%
	Not too responsible	216	13%
	Not at all responsible	116	7%
	Don't Know / No Opinion	215	13%

Question	Response	Frequency	Percentage
BRD7_2	<i>How responsible are each of the following for ensuring people are not exposed to fake news? Search engines, such as Google</i>		
	Very responsible	598	37%
	Somewhat responsible	486	30%
	Not too responsible	189	12%
	Not at all responsible	116	7%
	Don't Know / No Opinion	216	13%
BRD7_3	<i>How responsible are each of the following for ensuring people are not exposed to fake news? Social media sites, such as Facebook and Twitter</i>		
	Very responsible	561	35%
	Somewhat responsible	446	28%
	Not too responsible	244	15%
	Not at all responsible	141	9%
	Don't Know / No Opinion	214	13%
BRD7_4	<i>How responsible are each of the following for ensuring people are not exposed to fake news? Web service providers</i>		
	Very responsible	533	33%
	Somewhat responsible	457	28%
	Not too responsible	241	15%
	Not at all responsible	146	9%
	Don't Know / No Opinion	228	14%
BRD7_5	<i>How responsible are each of the following for ensuring people are not exposed to fake news? The government</i>		
	Very responsible	521	32%
	Somewhat responsible	382	24%
	Not too responsible	262	16%
	Not at all responsible	216	13%
	Don't Know / No Opinion	224	14%
BRD8	<i>Who should be most responsible for ensuring people are not exposed to fake news?</i>		
	The person reading the news	384	24%
	Search engines, such as Google	148	9%
	Social media sites, such as Facebook and Twitter	277	17%
	Web service providers	158	10%
	The government	231	14%
	None of the above	83	5%
	Don't Know / No Opinion	325	20%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	1605	100%
xdemGender	Gender: Male	773	48%
	Gender: Female	832	52%
	N	1605	
age5	Age: 18-29	400	25%
	Age: 30-44	458	29%
	Age: 45-54	279	17%
	Age: 55-64	259	16%
	Age: 65+	210	13%
	N	1605	
xpid3	PID: Dem (no lean)	564	35%
	PID: Ind (no lean)	545	34%
	PID: Rep (no lean)	497	31%
	N	1605	
xpidGender	PID/Gender: Dem Men	271	17%
	PID/Gender: Dem Women	292	18%
	PID/Gender: Ind Men	254	16%
	PID/Gender: Ind Women	291	18%
	PID/Gender: Rep Men	247	15%
	PID/Gender: Rep Women	250	16%
	N	1605	
xdemTea	Tea Party: Supporter	396	25%
	Tea Party: Not Supporter	1199	75%
	N	1596	
xdemIdeo3	Ideo: Liberal (1-3)	545	34%
	Ideo: Moderate (4)	336	21%
	Ideo: Conservative (5-7)	511	32%
	N	1392	
xeduc3	Educ: < College	1142	71%
	Educ: Bachelors degree	303	19%
	Educ: Post-grad	159	10%
	N	1605	
xdemInc3	Income: Under 50k	975	61%
	Income: 50k-100k	475	30%
	Income: 100k+	155	10%
	N	1605	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1276	80%
xdemHispBin	Ethnicity: Hispanic	240	15%
demBlackBin	Ethnicity: Afr. Am.	196	12%
demRaceOther	Ethnicity: Other	133	8%
xrelNet	Relig: Protestant	354	22%
	Relig: Roman Catholic	317	20%
	Relig: Ath./Agn./None	488	30%
	Relig: Something Else	266	17%
	N	1425	
xreligion1	Relig: Jewish	36	2%
xreligion2	Relig: Evangelical	449	28%
	Relig: Non-Evang. Catholics	400	25%
	N	849	
xreligion3	Relig: All Christian	849	53%
	Relig: All Non-Christian	754	47%
	N	1603	
xdemUsr	Community: Urban	454	28%
	Community: Suburban	697	43%
	Community: Rural	453	28%
	N	1605	
xdemEmploy	Employ: Private Sector	504	31%
	Employ: Government	117	7%
	Employ: Self-Employed	145	9%
	Employ: Homemaker	141	9%
	Employ: Student	95	6%
	Employ: Retired	281	18%
	Employ: Unemployed	155	10%
	Employ: Other	166	10%
	N	1605	
xdemJobStatus	Job Type: White-collar	487	30%
	Job Type: Blue-collar	706	44%
	Job Type: Don't Know	411	26%
	N	1605	
xdemMilHH1	Military HH: Yes	311	19%
	Military HH: No	1294	81%
	N	1605	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	565	35%
	RD/WT: Wrong Track	1040	65%
	N	1605	
xnr2Bin	Obama Job: Approve	864	54%
	Obama Job: Disapprove	650	41%
	N	1514	
xnr3	#1 Issue: Economy	531	33%
	#1 Issue: Security	300	19%
	#1 Issue: Health Care	250	16%
	#1 Issue: Medicare / Social Security	175	11%
	#1 Issue: Women's Issues	102	6%
	#1 Issue: Education	112	7%
	#1 Issue: Energy	76	5%
	#1 Issue: Other	59	4%
	N	1605	
xsubVote12O	2012 Vote: Barack Obama	602	37%
	2012 Vote: Mitt Romney	369	23%
	2012 Vote: Other	68	4%
	2012 Vote: Didn't Vote	561	35%
	N	1599	
xreg4	4-Region: Northeast	293	18%
	4-Region: Midwest	345	22%
	4-Region: South	594	37%
	4-Region: West	373	23%
	N	1605	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.



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