

## National Tracking Poll

Project: 170101  
 N Size: 2200 Adults  
 Margin of Error: ± 2%  
 January 05-07, 2017

### Topline Report

Question	Response	Frequency	Percentage
BRD1_1	<i>Do you have a favorable or unfavorable view of the following? Megyn Kelly</i>		
	Very favorable	259	12%
	Somewhat favorable	491	22%
	Somewhat unfavorable	340	15%
	Very unfavorable	267	12%
	Dont Know/ No Opinion	843	38%
BRD1_2	<i>Do you have a favorable or unfavorable view of the following? Fox News (N=1,031)</i>		
	Very favorable	224	22%
	Somewhat favorable	262	25%
	Somewhat unfavorable	169	16%
	Very unfavorable	215	21%
	Dont Know/ No Opinion	160	15%
BRD1_3	<i>Do you have a favorable or unfavorable view of the following? Bill O'Reilly (N=1,001)</i>		
	Very favorable	135	13%
	Somewhat favorable	266	27%
	Somewhat unfavorable	164	16%
	Very unfavorable	165	17%
	Dont Know/ No Opinion	272	27%
BRD1_4	<i>Do you have a favorable or unfavorable view of the following? NBC News (N=983)</i>		
	Very favorable	158	16%
	Somewhat favorable	319	32%
	Somewhat unfavorable	171	17%
	Very unfavorable	147	15%
	Dont Know/ No Opinion	188	19%
BRD1_5	<i>Do you have a favorable or unfavorable view of the following? MSNBC News (N=1,033)</i>		
	Very favorable	137	13%
	Somewhat favorable	281	27%
	Somewhat unfavorable	174	17%
	Very unfavorable	180	17%
	Dont Know/ No Opinion	261	25%

Question	Response	Frequency	Percentage
BRD1_6	<i>Do you have a favorable or unfavorable view of the following? ABC News (N=1,049)</i>		
	Very favorable	191	18%
	Somewhat favorable	384	37%
	Somewhat unfavorable	148	14%
	Very unfavorable	126	12%
	Dont Know/ No Opinion	199	19%
BRD1_7	<i>Do you have a favorable or unfavorable view of the following? CBS News (N=1,070)</i>		
	Very favorable	186	17%
	Somewhat favorable	357	33%
	Somewhat unfavorable	183	17%
	Very unfavorable	117	11%
	Dont Know/ No Opinion	227	21%
BRD1_8	<i>Do you have a favorable or unfavorable view of the following? Sean Hannity (N=1,034)</i>		
	Very favorable	157	15%
	Somewhat favorable	177	17%
	Somewhat unfavorable	125	12%
	Very unfavorable	139	13%
	Dont Know/ No Opinion	435	42%
BRD1_9	<i>Do you have a favorable or unfavorable view of the following? CNN News (N=1,101)</i>		
	Very favorable	178	16%
	Somewhat favorable	310	28%
	Somewhat unfavorable	184	17%
	Very unfavorable	214	19%
	Dont Know/ No Opinion	214	19%
BRD1_10	<i>Do you have a favorable or unfavorable view of the following? Lester Holt (N=1,080)</i>		
	Very favorable	162	15%
	Somewhat favorable	239	22%
	Somewhat unfavorable	147	14%
	Very unfavorable	106	10%
	Dont Know/ No Opinion	426	39%
BRD1_11	<i>Do you have a favorable or unfavorable view of the following? Jose Diaz-Balart (N=1,026)</i>		
	Very favorable	48	5%
	Somewhat favorable	103	10%
	Somewhat unfavorable	80	8%
	Very unfavorable	79	8%
	Dont Know/ No Opinion	716	70%

Question	Response	Frequency	Percentage
BRD1_12	<i>Do you have a favorable or unfavorable view of the following? Matt Lauer (N=1,058)</i>		
	Very favorable	138	13%
	Somewhat favorable	293	28%
	Somewhat unfavorable	180	17%
	Very unfavorable	122	12%
	Dont Know/ No Opinion	325	31%
BRD1_13	<i>Do you have a favorable or unfavorable view of the following? Savannah Guthrie (N=1,048)</i>		
	Very favorable	87	8%
	Somewhat favorable	194	19%
	Somewhat unfavorable	110	11%
	Very unfavorable	64	6%
	Dont Know/ No Opinion	593	57%
BRD1_14	<i>Do you have a favorable or unfavorable view of the following? Tamron Hall (N=1,078)</i>		
	Very favorable	98	9%
	Somewhat favorable	148	14%
	Somewhat unfavorable	103	10%
	Very unfavorable	63	6%
	Dont Know/ No Opinion	666	62%
BRD1_15	<i>Do you have a favorable or unfavorable view of the following? Willie Geist (N=1,031)</i>		
	Very favorable	65	6%
	Somewhat favorable	126	12%
	Somewhat unfavorable	101	10%
	Very unfavorable	73	7%
	Dont Know/ No Opinion	666	65%
BRD1_16	<i>Do you have a favorable or unfavorable view of the following? Chuck Todd (N=1,015)</i>		
	Very favorable	83	8%
	Somewhat favorable	142	14%
	Somewhat unfavorable	117	12%
	Very unfavorable	83	8%
	Dont Know/ No Opinion	590	58%
BRD1_17	<i>Do you have a favorable or unfavorable view of the following? Hoda Kotb (N=1,013)</i>		
	Very favorable	89	9%
	Somewhat favorable	204	20%
	Somewhat unfavorable	112	11%
	Very unfavorable	86	9%
	Dont Know/ No Opinion	522	52%

Question	Response	Frequency	Percentage
BRD1_18	<i>Do you have a favorable or unfavorable view of the following? Kathie Lee Gifford (N=1,092)</i>		
	Very favorable	124	11%
	Somewhat favorable	279	26%
	Somewhat unfavorable	188	17%
	Very unfavorable	139	13%
	Dont Know/ No Opinion	362	33%
BRD1_19	<i>Do you have a favorable or unfavorable view of the following? Tucker Carlson (N=1,085)</i>		
	Very favorable	117	11%
	Somewhat favorable	158	15%
	Somewhat unfavorable	99	9%
	Very unfavorable	83	8%
	Dont Know/ No Opinion	628	58%
BRD1_20	<i>Do you have a favorable or unfavorable view of the following? Bret Baier (N=1,058)</i>		
	Very favorable	101	10%
	Somewhat favorable	167	16%
	Somewhat unfavorable	98	9%
	Very unfavorable	87	8%
	Dont Know/ No Opinion	605	57%
BRD1_21	<i>Do you have a favorable or unfavorable view of the following? Shepard Smith (N=1,072)</i>		
	Very favorable	92	9%
	Somewhat favorable	197	18%
	Somewhat unfavorable	131	12%
	Very unfavorable	72	7%
	Dont Know/ No Opinion	580	54%
BRD1_22	<i>Do you have a favorable or unfavorable view of the following? Martha MacCallum (N=1,043)</i>		
	Very favorable	76	7%
	Somewhat favorable	117	11%
	Somewhat unfavorable	97	9%
	Very unfavorable	57	6%
	Dont Know/ No Opinion	695	67%

Question	Response	Frequency	Percentage
BRD2	<i>As you may know, Megyn Kelly hosts a nightly news show on Fox News. How often do you watch Megyn Kellys political commentary, news casting, or television show?</i>		
	Often	165	7%
	Sometimes	349	16%
	Rarely	496	23%
	Never	991	45%
	Dont Know/ No Opinion	200	9%
BRD3	<i>When it comes to politics, would you say Megyn Kelly identifies as a liberal, moderate, or conservative?</i>		
	Very liberal	193	9%
	Somewhat liberal	256	12%
	Moderate	373	17%
	Somewhat conservative	246	11%
	Very conservative	196	9%
	Dont Know/ No Opinion	935	43%
BRD4	<i>How much have you seen, read or heard recently about Megyn Kellys recent announcement she will leave Fox News and join NBC News?</i>		
	A lot	302	14%
	Some	722	33%
	Not much	493	22%
	Nothing	683	31%
BRD5	<i>As you may know, it was recently announced that Megyn Kelly will be leaving Fox News and take a new position at NBC News, starting later this year. Does this make you more or less likely to watch Megyn Kellys programming, or will it have no effect either way?</i>		
	Much more likely	147	7%
	Somewhat more likely	301	14%
	Somewhat less likely	166	8%
	Much less likely	223	10%
	No effect either way	1034	47%
	Dont Know/ No Opinion	329	15%

*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	All Adults	2200	100%
xdemGender	Gender: Male	1059	48%
	Gender: Female	1141	52%
	N	2200	
age5	Age: 18-29	477	22%
	Age: 30-44	558	25%
	Age: 45-54	401	18%
	Age: 55-64	366	17%
	Age: 65+	398	18%
	N	2200	
xpid3	PID: Dem (no lean)	752	34%
	PID: Ind (no lean)	690	31%
	PID: Rep (no lean)	758	34%
	N	2200	
xpidGender	PID/Gender: Dem Men	350	16%
	PID/Gender: Dem Women	402	18%
	PID/Gender: Ind Men	337	15%
	PID/Gender: Ind Women	354	16%
	PID/Gender: Rep Men	373	17%
	PID/Gender: Rep Women	385	18%
	N	2200	
xdemTea	Tea Party: Supporter	599	27%
	Tea Party: Not Supporter	1585	72%
	N	2185	
xdemIdeo3	Ideo: Liberal (1-3)	680	31%
	Ideo: Moderate (4)	443	20%
	Ideo: Conservative (5-7)	779	35%
	N	1903	
xeduc3	Educ: < College	1566	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2200	
xdemInc3	Income: Under 50k	1338	61%
	Income: 50k-100k	645	29%
	Income: 100k+	217	10%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	268	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	555	25%
	Relig: Roman Catholic	450	20%
	Relig: Ath./Agn./None	611	28%
	Relig: Something Else	337	15%
	N	1953	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	628	29%
	Relig: Non-Evang. Catholics	615	28%
	N	1243	
xreligion3	Relig: All Christian	1243	56%
	Relig: All Non-Christian	947	43%
	N	2190	
xdemUsr	Community: Urban	533	24%
	Community: Suburban	1024	47%
	Community: Rural	643	29%
	N	2200	
xdemEmploy	Employ: Private Sector	659	30%
	Employ: Government	134	6%
	Employ: Self-Employed	193	9%
	Employ: Homemaker	235	11%
	Employ: Student	104	5%
	Employ: Retired	480	22%
	Employ: Unemployed	226	10%
	Employ: Other	169	8%
	N	2200	
xdemJobStatus	Job Type: White-collar	742	34%
	Job Type: Blue-collar	950	43%
	Job Type: Don't Know	508	23%
	N	2200	
xdemMilHH1	Military HH: Yes	365	17%
	Military HH: No	1835	83%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	747	34%
	RD/WT: Wrong Track	1453	66%
	N	2200	
xnr2Bin	Obama Job: Approve	1112	51%
	Obama Job: Disapprove	995	45%
	N	2107	
xnr3	#1 Issue: Economy	719	33%
	#1 Issue: Security	423	19%
	#1 Issue: Health Care	333	15%
	#1 Issue: Medicare / Social Security	299	14%
	#1 Issue: Women's Issues	112	5%
	#1 Issue: Education	132	6%
	#1 Issue: Energy	99	4%
	#1 Issue: Other	84	4%
	N	2200	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	731	33%
	2016 Vote: Republican Donald Trump	867	39%
	2016 Vote: Someone else	170	8%
	N	1768	
xsubVote12O	2012 Vote: Barack Obama	840	38%
	2012 Vote: Mitt Romney	664	30%
	2012 Vote: Other	77	4%
	2012 Vote: Didn't Vote	617	28%
	N	2198	
xreg4	4-Region: Northeast	401	18%
	4-Region: Midwest	473	22%
	4-Region: South	814	37%
	4-Region: West	511	23%
	N	2200	

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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