

Omnibus Poll

May 13 - 14, 2013



1. Positive impression of news anchors

Which of the following news anchors and do you have a positive impression of? Mark as many as apply.

	Gender		Age				Party ID			Voter Registration		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Tom Brokaw	35%	32%	38%	18%	36%	39%	43%	48%	29%	24%	37%	20%
Diane Sawyer	34%	27%	40%	23%	34%	37%	39%	48%	30%	22%	35%	29%
Barbara Walters	29%	24%	33%	19%	30%	30%	36%	42%	24%	18%	30%	23%
Katie Couric	25%	20%	31%	20%	25%	26%	30%	37%	20%	17%	26%	20%
Andrea Mitchell	11%	12%	11%	4%	10%	12%	20%	18%	9%	5%	12%	5%
Anderson Cooper	34%	32%	36%	31%	35%	36%	33%	49%	28%	23%	36%	23%
Piers Morgan	15%	15%	15%	14%	17%	10%	23%	28%	9%	7%	14%	19%
Wolf Blitzer	15%	17%	14%	9%	11%	17%	25%	23%	11%	10%	16%	7%
Shepard Smith	22%	26%	17%	11%	14%	24%	38%	10%	23%	36%	23%	9%
Charlie Rose	18%	21%	14%	11%	20%	19%	18%	28%	14%	9%	18%	13%
Bret Baier	18%	24%	12%	5%	16%	22%	28%	8%	17%	34%	18%	16%
Brian Williams	30%	32%	28%	18%	33%	32%	36%	42%	25%	22%	32%	14%
Scott Pelley	12%	13%	12%	5%	11%	15%	18%	14%	10%	13%	13%	11%
None of the above	16%	19%	14%	26%	16%	14%	8%	11%	20%	19%	16%	18%
Not sure	9%	6%	11%	18%	12%	5%	2%	8%	10%	8%	8%	19%
Totals	(1,000)	(474)	(526)	(196)	(285)	(367)	(151)	(344)	(410)	(246)	(901)	(99)

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	Total	Race			Education				
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad
Tom Brokaw	35%	36%	42%	20%	12%	34%	39%	36%	40%
Diane Sawyer	34%	33%	51%	25%	9%	33%	42%	29%	33%
Barbara Walters	29%	28%	41%	24%	13%	30%	33%	25%	33%
Katie Couric	25%	25%	37%	18%	7%	27%	32%	17%	28%
Andrea Mitchell	11%	12%	15%	6%	4%	11%	13%	12%	15%
Anderson Cooper	34%	34%	48%	26%	11%	31%	40%	37%	40%
Piers Morgan	15%	12%	25%	22%	34%	11%	17%	14%	9%
Wolf Blitzer	15%	14%	29%	9%	10%	13%	20%	11%	18%
Shepard Smith	22%	22%	17%	23%	41%	18%	22%	21%	15%
Charlie Rose	18%	15%	25%	23%	27%	14%	18%	18%	18%
Bret Baier	18%	19%	5%	23%	34%	17%	15%	19%	17%
Brian Williams	30%	31%	33%	22%	15%	29%	31%	33%	34%
Scott Pelley	12%	13%	10%	10%	17%	12%	10%	17%	15%
None of the above	16%	16%	12%	19%	13%	19%	15%	15%	16%
Not sure	9%	8%	10%	10%	9%	9%	8%	8%	11%
Totals	(1,000)	(810)	(92)	(98)	(40)	(335)	(354)	(188)	(83)

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2. Will miss Barbara Walters

On Monday, Barbara Walters announced that she will be retiring from television in 2014. Do you think you will miss seeing her on TV?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Definitely	8%	6%	10%	6%	11%	7%	8%	10%	8%	5%	8%	11%
Probably	16%	17%	16%	13%	18%	16%	18%	25%	11%	12%	15%	22%
Probably not	28%	27%	30%	25%	27%	29%	35%	30%	29%	25%	29%	22%
Definitely not	40%	45%	35%	35%	37%	46%	37%	25%	44%	54%	42%	25%
Not sure	8%	7%	9%	22%	8%	3%	1%	10%	9%	4%	6%	20%
Totals (Unweighted N)	100% (1,000)	100% (474)	100% (526)	100% (196)	100% (285)	100% (367)	100% (151)	100% (344)	100% (410)	100% (246)	100% (901)	100% (99)

	Race				Education					
	Total	White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	
Definitely	8%	8%	10%	9%	4%	10%	8%	6%	6%	
Probably	16%	13%	20%	27%	35%	16%	14%	13%	12%	
Probably not	28%	30%	31%	20%	10%	26%	34%	26%	40%	
Definitely not	40%	43%	28%	34%	44%	37%	37%	50%	37%	
Not sure	8%	7%	11%	10%	8%	10%	8%	5%	4%	
Totals (Unweighted N)	100% (1,000)	100% (810)	100% (92)	100% (98)	100% (40)	100% (335)	100% (354)	100% (188)	100% (83)	