

Audience Report on CNN



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Introduction

Founded in 1980 by Ted Turner, Cable News Network was the first 24-hour television news channel in the world. Some called it the “Chicken Noodle Network” because they lost revenue at a rate of 2 million dollars a month in their first year. CNN was even denied access to the White House pool in the early 1980s. However, they grew to be one of the largest news organizations, reaching 100 million households in U.S. and 265 million households abroad¹. “He who laughs last, laughs best. They’re not laughing anymore,” Turner said in an interview with Michael Rosen in 1999. “I’m doing the laughing now.”²

CNN’S PERSONA

Based on our own data and research, as well as that of the Pew Research Center and the Project for Excellence in Journalism, we have identified the persona of CNN’s audience.

This person is a college-educated woman³ between the ages of 25 and 54, who tends to lean to the political left—but prefers her news to be neutral, and who cares mostly about national news as opposed to international and local news. She is on-the-go and does not have a lot of spare time to just sit around and watch the news on TV or read a newspaper. She receives most of her news online or through her smartphone, but often watches cable television news for quick, short periods of time.

¹ CNN Worldwide Fact Sheet.” Web. 03 Mar. 2012. <<http://cnnpressroom.blogs.cnn.com/cnn-fact-sheet/>>

² Archive of American Television. Web. 03 Mar. 2012. <<http://www.emmytvlegends.org/interviews/people/ted-turner>>

³ “Cable Network Profiles.” Proving Ground Media. Pgmedia.tv. Web. 03 Mar. 2012. <http://www.pgmedia.tv/news_profiles.html>

We developed this description with the following data (First, some of the results of our [10-question cable news survey](#) of 57 people):

Demographic results:

2. Marital status, household income, education		Create Chart	Download
		Response Percent	Response Count
Single; Household income: \$0-50k; Education: no college		0.0%	0
Single; Household income: \$0-50k; Education: college/grad school		34.5%	20
Single; Household income: \$50-100k; Education: no college		5.2%	3
Single; Household income: \$50-100k; Education: college/grad school		17.2%	10
Single; Household income: \$100-150k; Education: no college		1.7%	1
Single; Household income: \$100-150k; Education: college/grad school		3.4%	2
Single; Household income: \$150k+; Education: no college		0.0%	0
Single; Household income: \$150k+; Education: college/grad school		3.4%	2
Married; Household income: \$0-50k; Education: no college		0.0%	0
Married; Household income: \$0-50k; Education: college/grad school		1.7%	1
Married; Household income: \$50-100k; Education: no college		0.0%	0
Married; Household income: \$50-100k; Education: college/grad school		13.8%	8
Married; Household income: \$100-150k; Education: no college		0.0%	0
Married; Household income: \$100-150k; Education: college/grad school		10.3%	6
Married; Household income: \$150k+; Education: no college		0.0%	0
Married; Household income: \$150k+; Education: college/grad school		8.6%	5
answered question			58

Figure 1 See Exhibit 1

The majority of our respondents are middle to upper-income college graduates. Based on their tendency to view CNN often and favorably, which we gathered from the following results, we believe CNN's overall audience is of a similar demographic.

Time spent watching cable news channels/visiting websites:

About 38 percent watch CNN at least once daily.

About 15 percent watch MSNBC daily.

About 22 percent watch Fox News daily.

About 45 percent visit CNN.com daily.

About 15 percent visit MSNBC.com daily.

About 17 percent visit Foxnews.com daily.

Credibility:

62 percent find CNN to be reasonably or completely trustworthy.

49 percent find MSNBC to be reasonably or completely trustworthy.

27 percent find Fox News to be reasonably or completely trustworthy.

Political Affiliations:

Majority of survey subjects (55.2 percent) are Democrats.

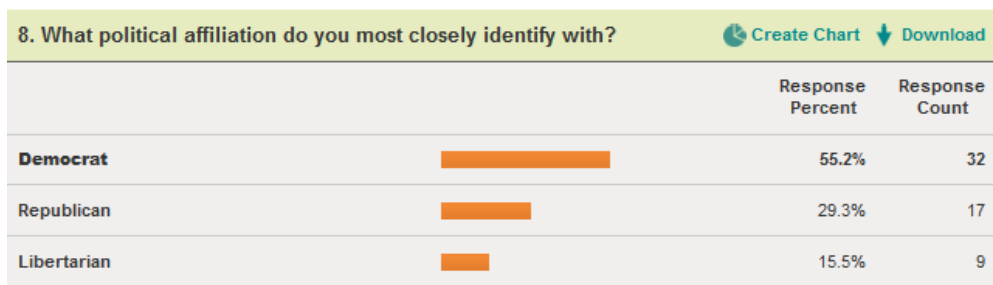


Figure 2 See Exhibit 1

From Pew Research Center:

Party ID	General public	Among those who regularly watch			
		Fox News	CNN	MSNBC	Nightly network news
		Channel			
	%	%	%	%	%
Republican	25	39	18	18	22
Democrat	36	33	51	45	45
Independent	29	22	23	27	26
Other/Don't know	10	6	8	10	7
	100	100	100	100	100
Party incl. leaners					
Republican /lean Rep	33	49	23	25	29
Democrat/lean Dem	50	39	64	60	59
No leaning	17	12	13	15	12
	100	100	100	100	100
Percent of public	100%	23%	24%	15%	29%
Number of cases*	3615	450	424	271	559

Source: Pew Research News Media Consumption Survey: April 30-June 1, 2008. Figures may not add to 100% because of rounding. *News networks asked of half-samples.

Figure 3 "Partisanship and Cable News Audiences." Pew Research Center. Pew Research Center, 30 Oct. 2009. Web. 03 Mar. 2012. <<http://pewresearch.org/pubs/1395/partisanship-fox-news-and--other-cable-news-audiences>>

Just like the American average, our survey and the published surveys we studied show the majority of CNN's audience identifies itself as Democratic. The largely leftist audience has probably had a significant influence on CNN's reputation as being a left-leaning news organization. However, its prime time news coverage is generally seen as neutral compared with Fox News and MSNBC.

National/International/Local News proportion preferences:

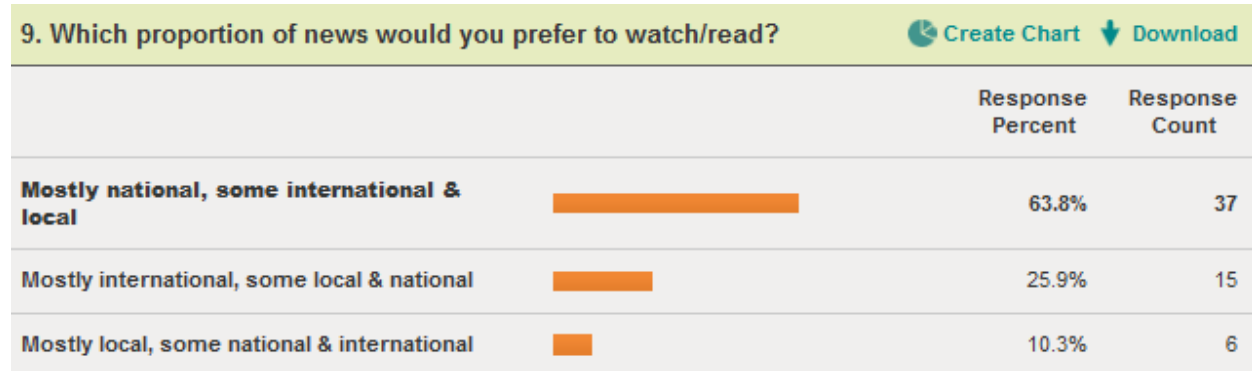


Figure 4 See Exhibit 1

Part of CNN's persona that attracts its viewers is the proportion of national, international and local content that it typically covers in its newscasts. Most of our respondents prefer to watch news primarily about national concerns, with some supplementary international and local news. This is the format that CNN sticks to, usually only including hyper-local and international news stories if they are extremely important or sensational. CNN also takes a different approach in deciding which topics deserve more attention.

The following is from Journalism.org's⁴ *The Year in News 2010*:

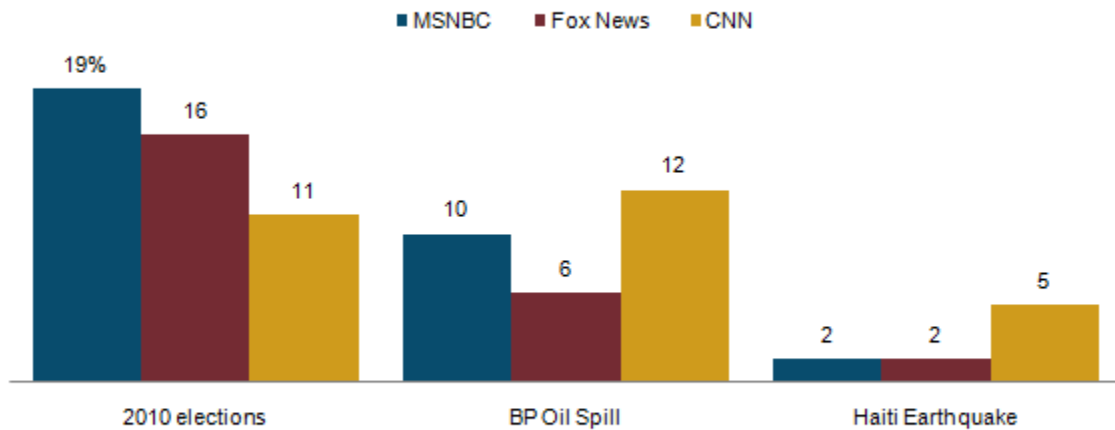
"CNN is often described as the odd man out in the cable news wars. Unlike Fox and MSNBC—whose prime-time programming is dominated by ideological hosts who tilt right and left respectively—its prime-time programming does not feature a dominant ideology. Its evening lineup in 2010 was built around the valedictory season of celebrity interviewer Larry King and the on-scene reporting style of Anderson Cooper... But a study of 2010 cable

⁴ "CNN as the Cable Outlier." Project for Excellence in Journalism (PEJ). Web. Mar. 2012. <<http://www.journalism.org/print/23531>>. <<http://www.journalism.org/print/23531>>

coverage reveals another major area in which CNN differentiates itself from its rivals. It has a dramatically different news agenda in terms of what it covers.”

Cable Networks' Story Comparisons

Percent of Newshole



Source: PEJ's News Coverage Index

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2011 STATE OF THE NEWS MEDIA

Figure 5 "Cable: By the Numbers | State of the Media." The State of the News Media 2011. Pew Research Center. Web. Mar. 2012. <<http://stateofthemedias.org/2011/cable-essay/data-page-2/>>

CNN COMPETITORS

CNN's primary competitors in the American media landscape are MSNBC and Fox News. All three news organizations are known for their political leanings. MSNBC is progressive or liberal, while Fox News appeals to conservative and far right leaning Republicans. CNN, while identified by survey respondents as well as Pew research findings, as leaning slightly more democratic than conservative, of the three networks, it is considered to be the network that presents news and information that in comparison is relatively unbiased. In fact, CNN's coverage focuses less on politics than the other two networks.

Fox News boasts the ten most watched cable programs. MSNBC's Keith Olberman is the next highest rated show. The most popular shows on Fox and MSNBC feature television personalities like Bill O'Reilly and Sean Hannity who comment on the news and tend to present a right-leaning ideology. CNN's top rated shows, Anderson Cooper and Piers Morgan, are less about political leanings than they are interview style and long-form documentary. MSNBC also strives at reaching out to its audience through show hosts that are representative of its broad and somewhat liberal audience.

While Fox and MSNBC don't advertise outright that their broadcasts and anchors have a certain political leaning, they have each carved a niche in the market because of this. MSNBC calls itself "a place for politics" and the organization's president, Phil Griffin says the network is "about ideas and change and making the country a better place...Let's not

live in the past, let's not live by fear." While Fox differentiates itself as a "Fair and Balanced" in the American "liberal media" thus providing a kind of service that "counter-balances" the liberal news media for its viewers.

"Fox News provides a very important voice to counterbalance the drumbeat of most mainstream journalism.' These readers take Fox to be engaged in counter-balancing. But counter-balancing involves putting additional weight on one extreme, to counteract weight placed on the other extreme...If 'the mainstream media' in fact has a hidden liberal bias, then they are just as much or more to blame for the undermining of public discourse than the overtly biased organs of the political right." - NY Times, "Media and Mistrust: A Response" by Jason Stanley⁵

Fox and MSNBC have also surpassed CNN in utilizing new media to gain and keep their audiences. CNN lagged behind both networks in new followers on Twitter. Between February and October 2011, Fox News grew its followers by 118%; MSNBC by 86%; and CNN by 71%. Both Fox and MSNBC placed higher importance on new media.

CNN has a reputation for reporting straight news among its audience.

In the focus group, four participants stated that they verified breaking news stories they heard via Twitter, Facebook, or other media sources, on CNN.com. CNN also boasts the highest one-minute monthly cumulative figure (number of viewers who tune-in CNN for one-minute or more) as well as the highest 60-minute threshold (viewers who tuned in for

⁵ <http://opinionator.blogs.nytimes.com/2011/07/18/media-and-mistrust-a-response/>

at least 60 minutes). According to the 2011 State of the Media research, “CNN has a larger pool of viewers from which to draw,” while Fox has a more dedicated audience.

CNN GROWTH STRATEGY

CNN's coverage of the First Gulf war in 1991⁶ revolutionized the coverage of live news events and made CNN a household name. CNN's coverage of news itself was news as well. The year 1991 also saw the birth of the Commercial Internet eXchange⁷ (CIX) that allowed TCP/IP free exchange. The birth of CIX was an important development that led to the development of commercial Internet that completely changed the landscape of modern news.

In many ways Internet is a disruptive technology which has displaced and disturbed traditional media. During the ongoing Arab Spring phenomenon we have seen the emergence of new forms of journalism. In a market space delimited by the Internet, CNN's presence is diluted by the presence of Al Jazeera, BBC, Twitter, Google News, Facebook and citizen media.

The proliferation of social media, along with smartphone and tablet apps, has resulted in new ways of media consumption by the users. According to the Pew Research Center research, while the audience for traditional news media is declining, the audience for online news is going up⁸.

The need to embrace digital journalism or face extinction at its hands has become apparent. The Pew survey⁹ data suggests that the only media sector experiencing audience growth is

⁶ <http://www.pbs.org/weta/reportingamericaatwar/reporters/arnett/livecoverage.html>

⁷ http://transition.fcc.gov/Bureaus/OPP/working_papers/oppwp32.pdf

⁸ <http://stateofthemediamedia.org/2011/overview-2/key-findings/>

⁹ Nielsen Media Research, Pew Research Center for the People & the Press, Audit Bureau of Circulations
<http://stateofthemediamedia.org/2011/overview-2/key-findings/>

digital. (Online: +17.1%, local TV: -1.5%, network TV: -3.4%, newspapers -5.0%, audio: -6.0%; magazines: -8.9%, cable TV -13.7%)

The Internet has also provided viable alternatives to costly cable subscriptions to its users. People are dropping cable subscriptions to watch content online. A 2010 study by ESPN¹⁰, states that 0.28 percent of the households in the U.S saw cable subscription cancellation. According to a 2012 report from Nielson¹¹, the number of U.S households with Internet and free broadcast TV is rising: It “has grown 22.8 percent over the past year.^{12”}

In 2010¹³, CNN’s median viewership— a metric that represents the midpoint between a channel’s highest and lowest viewership—plummeted 37 percent to 564,000 viewers. MSNBC’s viewership fell 5 percent to 747,000. Fox, which led the pack in median viewership total, also saw a decline in its viewership; it fell 11 percent to 1.9 million.

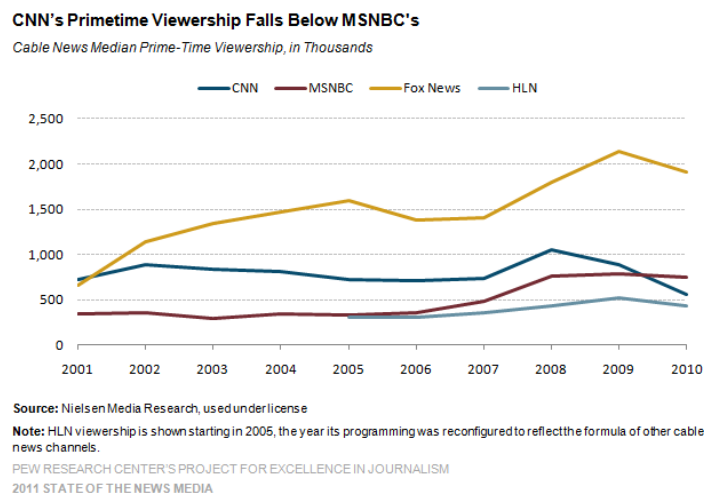


Figure 6 Source: http://www.stateofthedia.org/files/2011/01/2_Cable_CNNs-Primetime-Viewership-Falls-Below-MSNBCs1.png

¹⁰ <http://www.nytimes.com/2010/12/06/business/media/06espn.html>

¹¹ <http://techcrunch.com/2012/02/09/nielsen-cord-cutting-and-internet-tv-viewing-on-the-rise/>

¹² <http://techcrunch.com/2012/02/09/nielsen-cord-cutting-and-internet-tv-viewing-on-the-rise/>

¹³ <http://stateofthedia.org/2011/cable-essay/data-page-2/>

Despite decreasing audience numbers, CNN's revenue grew 5 percent to \$1.2 billion, Fox's revenue was up 17 percent to \$1.5 billion and MSNBC's revenue grew 7 percent to \$383 million¹⁴. Nonetheless the audience attrition spells trouble for cable news channels in general.

While the outlook of journalistic media organizations looked gloomy in 2009, media organizations have started to adapt to the new Internet-based ecosystem to survive and do well.

Between 2003 and 2011 The New York Times Co. shrank more than 80 percent¹⁵. However, the Times was able successfully able to implement an Internet-based paywall method, which resulted in a 390,000¹⁶ subscriber base at the end of 2011.

CNN has to take a multi-pronged strategy in order to ensure the organization's survival and success in an increasingly challenging media environment.

Know your audience: Focus on national news

Since the recession in 2008¹⁷, US economy has been struggling to recover and grow. The wars in Afghanistan and Iraq also continue to take a toll on the US economy. Despite this,

¹⁴ <http://stateofthedia.org/2011/overview-2/key-findings/>

¹⁵ <http://finance.yahoo.com/q/hp?s=NYT+Historical+Prices>

¹⁶ <http://www.poynter.org/latest-news/mediawire/161661/new-york-times-company-subscribers-now-number-406000/>

¹⁷ <http://money.cnn.com/2008/12/01/news/economy/recession/index.htm>

economy was only 14 percent of CNN’s newshole¹⁸ in 2011, while middle-east unrest was 21.5 percent of its newshole. In contrast, economy was 21 percent of Fox News’ newshole, and 29.4 percent of MSNBC’s newshole.

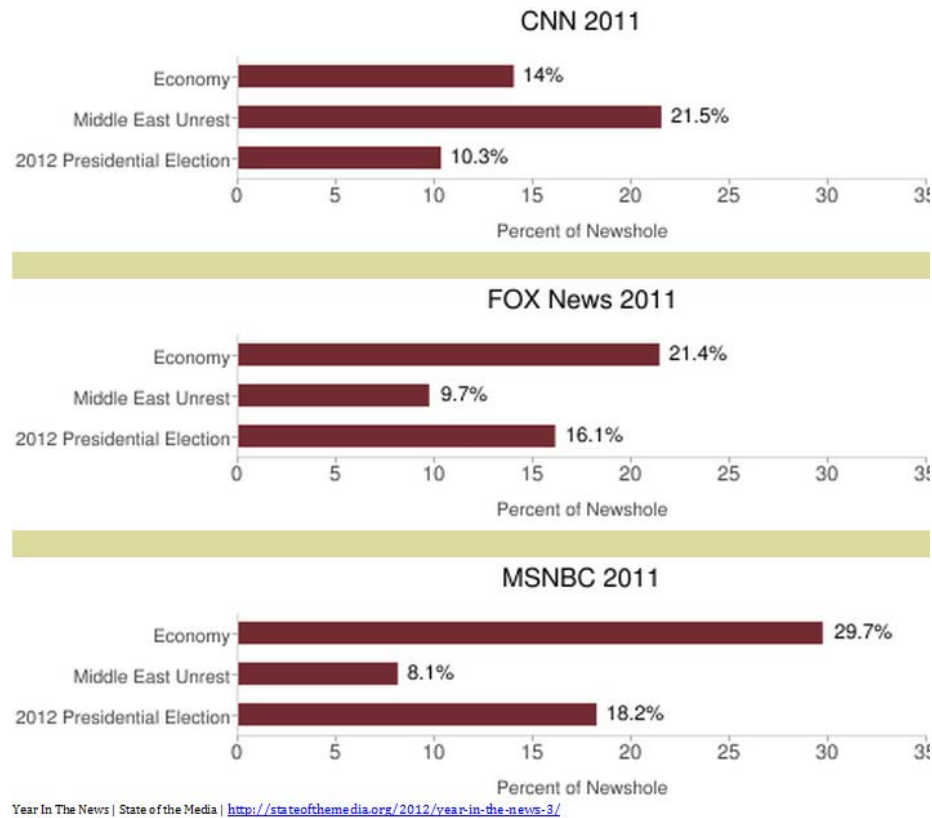


Figure 7 Snapshot of interactive from the State of the Media website

The lack of focus on economy could have been one of the reasons behind the attrition of CNN’s audience in 2011. CNN’s disproportionate— disproportionate from the point of view of its audience— news coverage of middle-east was misplaced considering American

¹⁸ <http://stateofthedia.org/2012/year-in-the-news-3/>

audience is generally perceived to be apathetic^{19 20} to the global issues that are not directly relevant to the American public. CNN certainly needs to focus on issues that are considered important for the U.S. national audience.

Citizen Media: The question of credibility and competitiveness

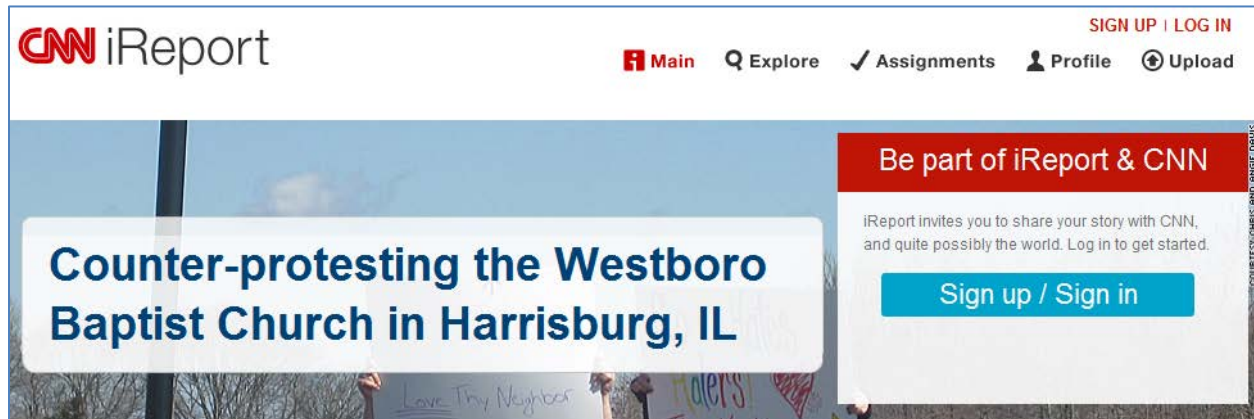


Figure 8 Snapshot of iReport website from March 4, 2012

With the delimitation of news market space— in which a plethora of news media options has undermined the scarcity model of information— CNN would find it difficult to cover international events as well as it did in the past. The emergence of Al Jazeera as the new international news standard— particularly in the middle-east— is going to exacerbate the CNN’s situation in the worldwide marketplace. However, while the Internet has disrupted the market space of traditional media giants, it has also created new opportunities. The proliferation of citizen media on the Internet is one such opportunity space where traditional media companies like CNN can collaborate with the citizen journalists.

¹⁹ <http://www.thedailybeast.com/newsweek/2010/10/23/americans-grow-apatetic-over-foreign-policy.html>

²⁰ <http://web.mit.edu/newsoffice/2011/deaths-of-others.html>

CNN launched iReport in 2006²¹ to leverage the power of citizen journalism. The initiative allows people from around the world to contribute newsworthy content from their own localities.

In many ways iReport is a success story. It currently has nearly 80,000 followers on Twitter and it submitted more than 185,000²² reports in 2011. It is also a game-changing story that could quite possibly change CNN's business model: CNN laid off at least 50 employees in 2011 "in favor of affiliate contributions and iReport."²³

iReport is a step in the right direction for CNN. Extensive use of citizen media will not only boost CNN's international credibility— because of its hyperlocal voice— it will also cut its operation costs in the remote areas inside and outside U.S. In the age of internet, content hosts are more important than content producers. Google, Facebook and Twitter are primarily content-sharing spaces. CNN should envision iReport as much a technology venture as a journalistic program.

²¹ <http://www.guardian.co.uk/media/pda/2010/mar/15/new-york-times-cnn-tech-companies>

²² <http://ireport.cnn.com/blogs/ireport-blog/2011/12/30/ireports-2011-in-numbers>

²³ <http://www.wired.com/rawfile/2011/12/cnns-ireport-produces-controversy-llama-photos/>

Twitter challenge: Embrace it

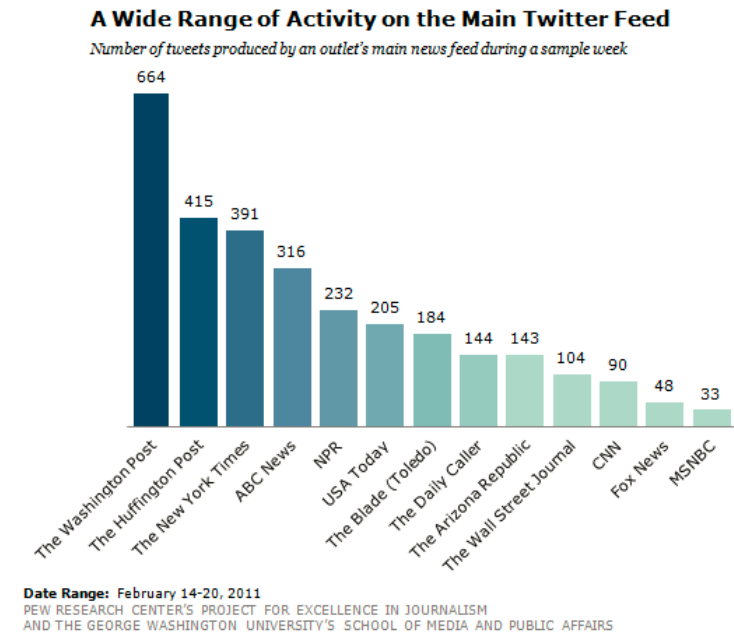


Figure 9 <http://pewresearch.org/assets/publications/2130-4.png>

A study²⁴ by the Pew and The George Washington University's School of Media and Public Affairs shows that media organizations use Twitter primarily to distribute their own content. The news organizations are still grappling to figure out the Twitter model. According to the study, CNN produced 90 tweets per week. It fared better than Fox News (48 tweets) and MSNBC (33 tweets), but was far behind Washington Post and Huffington Post which generated 664 and 415 tweets respectively.

CNN needs to cultivate its audience and presence on Twitter. Twitter has become an integral part of global news communication. Younger audience is already switching to Twitter from blogosphere, a 2010 Pew Research Center research suggested²⁵. According to

²⁴ <http://www.journalism.org/analysis-report/how-mainstream-media-outlets-use-twitter?src=prc-headline>

²⁵ <http://www.pewinternet.org/Reports/2010/Generations-2010.aspx>

Edison research²⁶, awareness of Twitter shot from 5 percent of Americans in 2008 to 87 percent in 2010. This could mean that Twitter could be the platform of choice in the coming years, and CNN should appropriately prepare for it.

Develop high quality content on the Internet

CNN has to develop a new funding model for the Internet as the audience for traditional platforms is declining. Apart from online advertising revenue, paywalls have emerged as a revenue-generating alternative for many online media organizations. Both advertising and paywalls require a higher quality of content to cultivate, retain and grow audience. As a corollary, CNN should develop high-quality, in-depth content for its online stories.

²⁶ http://www.edisonresearch.com/twitter_usage_2010.php

SUMMARY AND CONCLUSION

Because CNN has a strong audience base, are reputable and have resources worldwide, they still have room for growth in audience and revenue.

To do this, CNN must be mindful of retaining audiences whose habits in media consumption are evolving as well as attracting the newer generation as outlets are now multi-platform and mediums converge on the web. An example of this would be Twitter, a medium that many young people use to aggregate content. CNN could do a better job of cultivating a community with these audience members beyond the twitter communities formed around their personalities.

In terms of content, CNN focused on more international issues than the other cable news outlets in America this past year (i.e., more coverage of Arab Spring rather than the U.S. economy, which MSNBC and Fox focused on). As important as it is to cover these international events, we found that the CNN target audience desired more local and national news. We believe this may not be the most efficient and comprehensive way to reach the desired audience. There are other international media outlets such as Al Jazeera that would have more expertise and resources in covering these issues. (This is in part because Al Jazeera is state funded, and thus do not have to consider revenue when they are selecting which content to feature. It is hard to compete with these kind of outlets when CNN has to keep revenue and advertisement sales in mind.)

A way to increase growth in audience through content is also to have higher quality of reporting. CNN is reputable, but many do not go to CNN for deep analysis unless the audience is seeking the viewpoint of a specific personality. Models of higher quality of reporting would be publications like the New York Times or the Washington Post; although they are not the same medium, they pour resources into reaching an audience that seeks a more critical level of thinking.

iReports would also be a great way to cultivate more interaction with audience members. This would allow CNN to gather clips in a comprehensive level in an immediate way.

Lastly, CNN should play up the strengths of their personalities who are relatively neutral as compared to the cable personalities of Fox and MSNBC. The viewpoint of a journalist who is relatively without a political agenda (because no journalist is truly unbiased) will add value to the organization and gather a unique group of audience seeking such a thing.

Exhibit 1

PAGE: 1

1. Age & gender

	answered question	58
	skipped question	0

	Response Percent	Response Count
Age 16 or younger, male	0.0%	0
Age 16 or younger, female	0.0%	0
Age 16-20, male	0.0%	0
Age 16-20, female	0.0%	0
Age 21-25, male	12.1%	7
Age 21-25, female	17.2%	10
Age 26-30, male	3.4%	2

1. Age & gender

Age 26-30, female		13.8%	8
Age 31-35, male		5.2%	3
Age 31-35, female		15.5%	9
Age 36-40, male		1.7%	1
Age 36-40, female		5.2%	3
Age 41-45, male		0.0%	0
Age 41-45, female		1.7%	1
Age 46-50, male		1.7%	1
Age 46-50, female		0.0%	0
Age 51-55, male		5.2%	3
Age 51-55, female		0.0%	0
Age 56-60, male		0.0%	0
Age 56-60, female		1.7%	1
Age 61-65, male		1.7%	1
Age 61-65, female		1.7%	1

1. Age & gender

Age 66 or older, male		6.9%	4
Age 66 or older, female		5.2%	3

2. Marital status, household income, education

answered question 58

skipped question 0

		Response Percent	Response Count
Single; Household income: \$0-50k; Education: no college		0.0%	0
Single; Household income: \$0-50k; Education: college/grad school		34.5%	20
Single; Household income: \$50-100k; Education: no college		5.2%	3
Single; Household income: \$50-100k; Education: college/grad school		17.2%	10
Single; Household income: \$100-150k; Education: no college		1.7%	1

1. Age & gender

Single; Household income: \$100-150k; Education: college/grad school		3.4%	2
Single; Household income: \$150k+; Education: no college		0.0%	0
Single; Household income: \$150k+; Education: college/grad school		3.4%	2
Married; Household income: \$0-50k; Education: no college		0.0%	0
Married; Household income: \$0-50k; Education: college/grad school		1.7%	1
Married; Household income: \$50-100k; Education: no college		0.0%	0
Married; Household income: \$50-100k; Education: college/grad school		13.8%	8
Married; Household income: \$100-150k; Education: no college		0.0%	0
Married; Household income: \$100-150k; Education: college/grad school		10.3%	6
Married; Household income: \$150k+; Education: no college		0.0%	0
Married; Household income: \$150k+; Education: college/grad school		8.6%	5

3. On a typical day, how many hours do you spend on watching news on TV?

	answered question	58
	skipped question	0
	Response Percent	Response Count
zero	29.3%	17
less than 30 minutes	36.2%	21
1 hr	10.3%	6
2 hrs	17.2%	10
3 hrs	5.2%	3
4 hrs	1.7%	1
5 hrs	0.0%	0
6 hrs	0.0%	0
7 hrs	0.0%	0
8 hrs	0.0%	0

3. On a typical day, how many hours do you spend on watching news on TV?

9 hrs	0.0%	0
10 hrs	0.0%	0
11 hrs	0.0%	0
12 hrs	0.0%	0
13 hrs	0.0%	0
14 hrs	0.0%	0
15 hrs	0.0%	0
16 hrs	0.0%	0
more than 16 hrs	0.0%	0

4. On a typical day, how many hours do you spend on reading news on the Internet?

answered question	58
skipped question	0

	Response Percent	Response Count
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3. On a typical day, how many hours do you spend on watching news on TV?

zero		5.2%	3
less than 30 minutes		25.9%	15
1 hr		48.3%	28
2 hrs		12.1%	7
3 hrs		6.9%	4
4 hrs		0.0%	0
5 hrs		1.7%	1
6 hrs		0.0%	0
7 hrs		0.0%	0
8 hrs		0.0%	0
9 hrs		0.0%	0
10 hrs		0.0%	0
11 hrs		0.0%	0
12 hrs		0.0%	0
13 hrs		0.0%	0

3. On a typical day, how many hours do you spend on watching news on TV?

14 hrs	0.0%	0
15 hrs	0.0%	0
16 hrs	0.0%	0
more than 16 hrs	0.0%	0

5. How much time do you spend on the following communication and information media?

	answered question						58	
	skipped question						0	
	0 hrs	< 30 minutes	0.5-1hr	1-4 hrs	4-8 hrs	> 8 hrs	Rating Average	Response Count
TV	22.4% (13)	22.4% (13)	20.7% (12)	32.8% (19)	0.0% (0)	1.7% (1)	2.71	58
Smartphone	20.7% (12)	15.5% (9)	27.6% (16)	24.1% (14)	8.6% (5)	3.4% (2)	2.95	58
Laptop/Tablet	19.0% (11)	5.2% (3)	19.0% (11)	39.7% (23)	6.9% (4)	10.3% (6)	3.41	58
Radio	31.6%	26.3%	22.8%	17.5%	1.8%	0.0%	2.32	57

5. How much time do you spend on the following communication and information media?

(18) (15) (13) (10) (1) (0)

6. How much time do you spend on the following media sources (TV & websites)?

answered question 58

skipped question 0

	0 hrs	< 30 minutes	0.5-1hr	1-4 hrs	4-8 hrs	> 8 hrs	Rating Average	Response Count
CNN (TV)	62.1% (36)	25.9% (15)	10.3% (6)	1.7% (1)	0.0% (0)	0.0% (0)	1.52	58
MSNBC (TV)	84.5% (49)	6.9% (4)	6.9% (4)	1.7% (1)	0.0% (0)	0.0% (0)	1.26	58
FOX NEWS (TV)	77.6% (45)	10.3% (6)	5.2% (3)	5.2% (3)	1.7% (1)	0.0% (0)	1.43	58
cnn.com (Internet website)	55.2% (32)	31.0% (18)	10.3% (6)	1.7% (1)	0.0% (0)	1.7% (1)	1.66	58
msnbc.com (Internet website)	84.5% (49)	15.5% (9)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	1.16	58
foxnews.com (Internet website)	82.8% (48)	13.8% (8)	1.7% (1)	1.7% (1)	0.0% (0)	0.0% (0)	1.22	58

5. How much time do you spend on the following communication and information media?

twitter.com (Internet website)	72.4% (42)	19.0% (11)	1.7% (1)	5.2% (3)	0.0% (0)	1.7% (1)	1.47	58
facebook.com (Internet website)	24.1% (14)	22.4% (13)	29.3% (17)	20.7% (12)	3.4% (2)	0.0% (0)	2.57	58
nytimes.com (Internet website)	36.2% (21)	37.9% (22)	25.9% (15)	0.0% (0)	0.0% (0)	0.0% (0)	1.90	58
bbc.co.uk (Internet website)	75.9% (44)	19.0% (11)	5.2% (3)	0.0% (0)	0.0% (0)	0.0% (0)	1.29	58
aljazeera.com (Internet website)	89.7% (52)	6.9% (4)	3.4% (2)	0.0% (0)	0.0% (0)	0.0% (0)	1.14	58
news.google.com (Internet website)	63.8% (37)	19.0% (11)	12.1% (7)	5.2% (3)	0.0% (0)	0.0% (0)	1.59	58

7. Do you consider the following networks to be trusted news sources?

						answered question	58
						skipped question	0

	No, not at all	Somewhat	Reasonably	Absolutely, I trust everything on it	N/A	Rating Average	Response Count
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7. Do you consider the following networks to be trusted news sources?

CNN	10.3% (6)	27.6% (16)	44.8% (26)	17.2% (10)	0.0% (0)	2.69	58
MSNBC	14.0% (8)	33.3% (19)	43.9% (25)	5.3% (3)	3.5% (2)	2.42	57
FOX NEWS	43.1% (25)	29.3% (17)	22.4% (13)	5.2% (3)	0.0% (0)	1.90	58

8. What political affiliation do you most closely identify with?

	answered question	58
	skipped question	0

	Response Percent	Response Count
Democrat	55.2%	32
Republican	29.3%	17
Libertarian	15.5%	9

9. Which proportion of news would you prefer to watch/read?

9. Which proportion of news would you prefer to watch/read?

	answered question	58
	skipped question	0

	Response Percent	Response Count
Mostly national, some international & local	63.8%	37
Mostly international, some local & national	25.9%	15
Mostly local, some national & international	10.3%	6

10. Do you think there is a future for cable news television?

	answered question	58
	skipped question	0

	Response Percent	Response Count
No, I think people will switch over to online Internet-based media	27.6%	16

9. Which proportion of news would you prefer to watch/read?

Yes, I think people will still use cable news television in the future		72.4%	42
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