

**PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS**  
**AUGUST 2006 NEWS INTEREST INDEX**  
**FINAL TOPLINE**  
**August 9-13, 2006**  
**N=1506**

**ASK FORM 2 ONLY [N=775]:**

Q.18F2 I'd like to get your general impression of some news figures. Even if it is not someone you watch regularly, we just want to get your overall impression. First... **[INSERT ITEM; RANDOMIZE]** What ONE WORD best describes your impression of **[REPEAT NAME ONLY]**? Just the one best word that describes [him/her]. **(OPEN-END. PROBE ONCE IF RESPONDENT ANSWERS "DON'T KNOW")** How about **[NEXT ITEM]**? What ONE WORD best describes your impression of **[REPEAT NAME ONLY]**?

a.F2 Katie Couric, who will become the anchor of the CBS Evening News later this summer

b.F2 Brian Williams, the anchor of the NBC Nightly News

c.F2 Charles Gibson, who recently became the anchor of the ABC World News

<u>Katie Couric</u>	<u>Brian Williams</u>	<u>Charles Gibson</u>
57 Good	65 Good	71 Good
16 Liberal	21 Okay	20 Okay
14 Alright	20 Like him	17 Like him
13 Perky	19 Fair	16 Trustworthy
13 Okay	10 Alright	14 Informed
10 Cute	10 Informative	12 Alright
10 Informed	9 Knowledgeable	9 Professional
10 Like her	8 Excellent	8 Competent
9 Knowledgeable	8 Professional	8 Fair
9 Nice	7 Competent	8 Knowledgeable
8 Dislike	7 Thorough	7 Experienced
8 Energetic	6 Informed	7 Thorough
8 Fair	6 Intelligent	6 Informative
8 Interesting	5 Confident	5 Great
8 Smart	5 Honest	5 Integrity
7 Honest	5 Liberal	5 Intelligent
6 Biased	5 Unknown	5 Old
6 Bubbly	4 Accurate	4 Adequate
6 Excellent	4 Capable	4 Confident
6 Fluffy	4 Moderate	4 Honest
6 Intelligent	4 Trustworthy	4 Personable
5 Bad		4 Unknown
5 Competent		
5 Informative	390 Don't know/No Answer	388 Don't know/No Answer
5 Professional		
5 Trustworthy		
4 Annoying		
4 Capable		
4 Caring		
4 Fine		
4 Friendly		
4 Great		
4 Lightweight		
4 Love her		
4 Overrated		
246 Don't know/No Answer		

*\* The numbers listed represent the number of respondents who offered each response; the numbers are not percentages. Only words offered by four or more respondents are shown.*