

Protestant Pastor Views of the Accuracy of News Coverage

Survey of 1,000 Protestant Pastors

Methodology

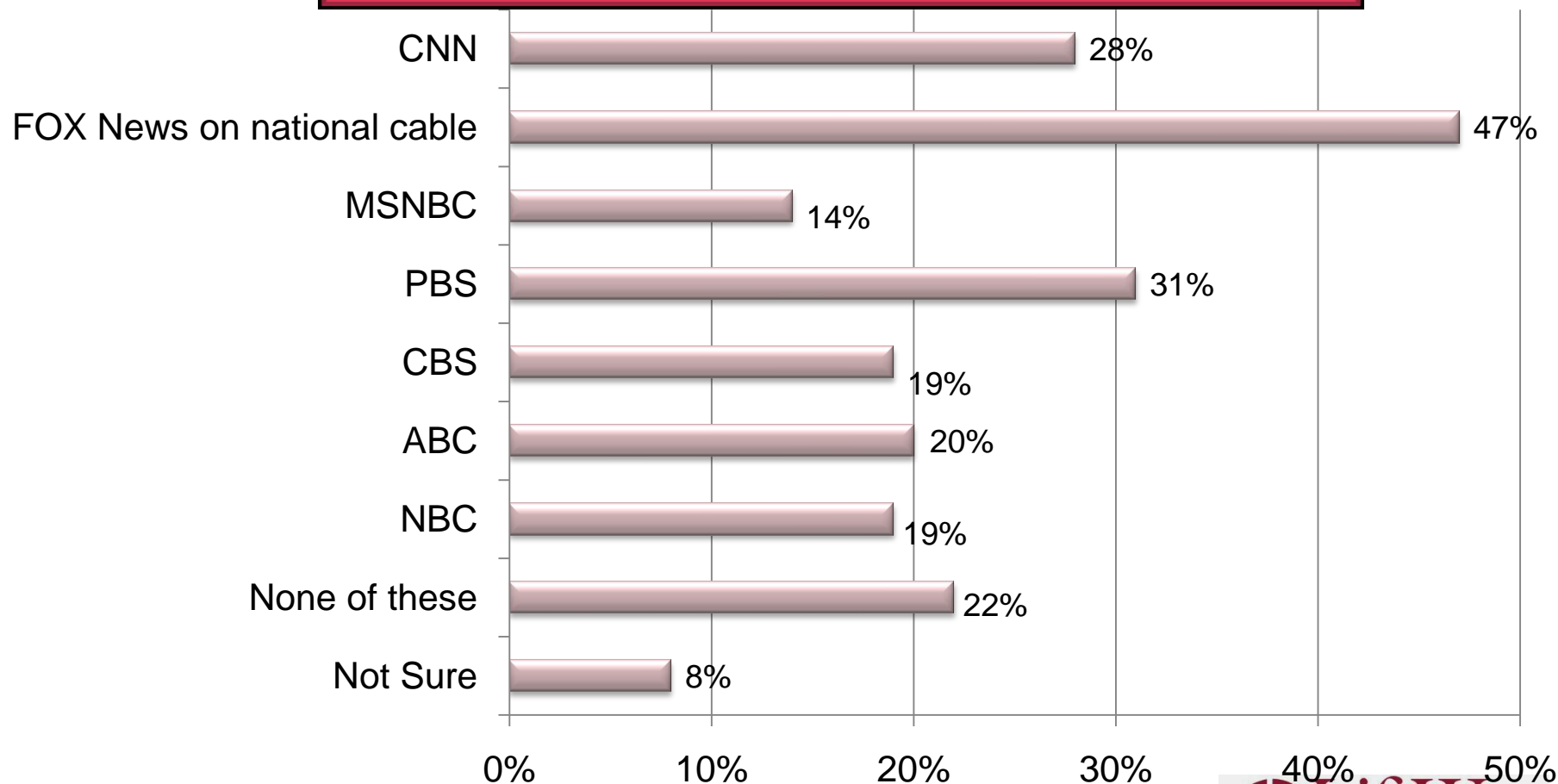
- ❑ The telephone survey of Protestant pastors was conducted October 7-14, 2010
- ❑ The calling list was randomly drawn from a list of all Protestant churches. Up to six calls were made to reach a sampled phone number
- ❑ Each interview was conducted with the senior pastor, minister or priest of the church called
- ❑ Responses were weighted to reflect the geographic distribution of Protestant churches

Methodology Continued

- ❑ The completed sample is 1,000 phone interviews
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.2\%$
- ❑ Margins of error are higher in sub-groups

Protestant pastors view Fox News as the most accurate and fair of the 7 organizations in covering news, but only a minority hold this view.

Among Protestant Pastors



Q. "Overall, which, if any, of the following organizations is accurate and fair in covering news?"

Note: "None of these" and those who were not sure are exclusive responses; these respondents did not indicate another response.

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