

The National Credibility Index

Measuring the Public's View of Credible Sources of Information in General.

Sample size 1,000; survey September 1998

Rank	Information Source	Mean Rating	Caucasian	African-American	Other
1	Supreme Court Justice	81.3	82.6	74.5	78.3
2	Teacher	80.7	80.7	81.7	77.4
3	National Expert	78.6	79.3	77.8	75.7
4	Member of the Armed Forces	73.0	73.9	70.4	71.1
5	Local Business Owner	72.2	73.5	70.1	67.0
6	Ordinary Citizen	71.8	71.2	76.3	70.2
7	Local Religious Leader	71.8	72.7	72.9	67.4
8	Local Ranking Military Officer	71.7	71.8	71.1	69.8
9	School Official	71.3	71.5	72.7	64.8
10	National Leader of People with Shared Traits	71.1	68.6	79.9	70.7
11	National Religious Leader	69.2	69.1	75.0	68.1
12	Network TV News Anchor	66.8	67.0	66.5	61.5
13	Governor	66.8	66.6	68.6	64.8
14	Representative of a Local Business/Trade Asso.	66.6	67.6	66.2	61.1
15	Reporter for a Local Newspaper/TV Station	65.8	66.5	67.0	59.1
16	National Civil Rights Leader	65.6	62.4	77.3	71.7
17	Locally Elected Council Member/Supervisor	65.2	65.1	67.8	63.1
18	U.S. Senator	64.2	63.7	65.7	63.1
19	Nationally Syndicated News Columnist	64.0	63.4	63.4	64.6
20	Mayor of a Large City	63.5	62.8	66.0	62.2
21	Head of a State Department or Agency	63.1	62.5	68.0	60.7
22	Head of a Local Agency or Department	62.9	62.8	64.4	59.8
23	Reporter for a Major Newspaper/Magazine	62.4	62.2	61.6	60.4
24	U.S. Congressman	62.2	61.7	58.5	63.5
25	President of a Large Corporation	61.6	61.7	58.5	63.5
NCI	National Credibility Index	61.5	60.3	66.9	61.0
26	Local Civil Rights Leader	60.3	57.2	74.2	64.8
27	U.S. Vice President	60.2	57.8	70.9	58.5
28	Head of a National Business/Industry Association	59.6	58.9	61.3	59.6
29	Community Activist	59.2	55.7	71.9	63.9
30	Wall Street Executive	57.9	58.0	58.5	57.4
31	Head of a Presidential Advisory Board	57.6	55.8	64.2	57.4
32	U.S. President	56.9	53.9	73.2	57.2
33	Member of a President's Cabinet	56.1	54.0	66.5	54.3
34	Pollster	55.9	55.4	62.9	53.1
35	Student Activist	53.3	50.8	68.0	55.7
36	Local Labor Union Leader	53.3	51.0	65.2	54.1
37	Candidate for Local Office	53.1	51.8	58.8	53.3
38	Head of a National Labor Union	53.0	49.5	68.0	53.3
39	Famous Athlete	52.1	50.3	60.3	54.1
40	Head of a National Interest Group	51.3	48.5	64.2	54.4
41	Political Party Leader	48.6	47.2	56.4	49.8
42	Public Relations Specialist	47.6	44.5	60.6	50.7
43	Famous Entertainer	46.8	44.6	58.0	48.0
44	TV or Radio Talk Show Host	46.6	44.8	55.7	47.6