

1. Opinion of AI Cancellation

Are you happy or unhappy that American Idol has been cancelled by Fox?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Happy	22%	25%	19%	25%	22%	21%	19%	21%	24%	20%
Indifferent	62%	63%	62%	52%	64%	64%	71%	61%	61%	68%
Unhappy	8%	6%	9%	13%	5%	8%	5%	11%	6%	8%
Not sure	8%	5%	10%	9%	9%	8%	5%	7%	10%	4%
Totals (Unweighted N)	100% (1,000)	100% (474)	100% (526)	100% (180)	100% (281)	100% (374)	100% (165)	100% (335)	100% (407)	100% (258)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Happy	22%	22%	20%	21%	25%	24%	23%	16%	20%	26%	20%
Indifferent	62%	64%	59%	58%	55%	62%	68%	70%	57%	61%	66%
Unhappy	8%	7%	5%	14%	7%	8%	6%	6%	8%	6%	11%
Not sure	8%	7%	16%	6%	13%	6%	3%	8%	15%	6%	3%
Totals (Unweighted N)	100% (1,000)	100% (777)	100% (120)	100% (103)	100% (317)	100% (288)	100% (233)	100% (165)	100% (238)	100% (386)	100% (211)

2. Watch a Full Season of AI

Did you ever regularly watch a full season of American Idol?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes, more than one	19%	15%	23%	20%	15%	23%	16%	23%	15%	24%
Yes, but only one	13%	13%	12%	14%	16%	12%	7%	15%	15%	6%
No	64%	69%	59%	60%	62%	61%	77%	59%	64%	70%
Not sure	4%	3%	6%	5%	7%	4%	0%	3%	7%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(474)	(525)	(180)	(281)	(373)	(165)	(335)	(406)	(258)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes, more than one	19%	20%	16%	19%	16%	22%	26%	20%	21%	19%	17%
Yes, but only one	13%	12%	20%	11%	16%	12%	10%	13%	9%	15%	13%
No	64%	65%	62%	61%	62%	64%	63%	63%	65%	62%	67%
Not sure	4%	3%	2%	9%	7%	3%	1%	4%	5%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(777)	(119)	(103)	(316)	(288)	(233)	(165)	(238)	(385)	(211)

3. Prefer AI or The Voice

Do you prefer American Idol or The Voice?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
American Idol	13%	11%	14%	17%	11%	14%	7%	17%	9%	15%
The Voice	20%	16%	25%	21%	19%	23%	19%	17%	19%	28%
Neither	62%	71%	54%	57%	63%	60%	71%	63%	66%	53%
Not sure	5%	2%	7%	5%	7%	3%	3%	3%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(473)	(525)	(180)	(279)	(374)	(165)	(335)	(406)	(257)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
American Idol	13%	11%	14%	20%	14%	12%	11%	19%	13%	9%	14%
The Voice	20%	21%	16%	20%	17%	22%	22%	24%	19%	20%	21%
Neither	62%	64%	64%	52%	62%	62%	65%	56%	59%	67%	62%
Not sure	5%	4%	6%	8%	7%	4%	2%	2%	9%	4%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(775)	(120)	(103)	(315)	(288)	(233)	(165)	(237)	(385)	(211)

4. Favorability of Simon Cowell

Do you have a favorable or unfavorable opinion of Simon Cowell?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	8%	8%	9%	13%	5%	11%	3%	10%	9%	7%
Somewhat favorable	26%	25%	28%	24%	30%	26%	24%	28%	21%	34%
Somewhat unfavorable	24%	21%	26%	23%	20%	26%	27%	24%	22%	27%
Very unfavorable	10%	12%	9%	9%	14%	6%	16%	9%	12%	9%
Don't know	31%	34%	28%	32%	31%	31%	30%	29%	36%	23%
Totals (Unweighted N)	100% (999)	100% (474)	100% (525)	100% (180)	100% (281)	100% (373)	100% (165)	100% (335)	100% (406)	100% (258)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	8%	8%	9%	11%	8%	9%	7%	16%	6%	7%	7%
Somewhat favorable	26%	25%	28%	30%	19%	31%	30%	29%	29%	22%	28%
Somewhat unfavorable	24%	26%	14%	20%	29%	23%	25%	18%	21%	27%	26%
Very unfavorable	10%	11%	8%	9%	13%	9%	9%	10%	6%	13%	11%
Don't know	31%	30%	40%	30%	31%	28%	29%	26%	37%	31%	28%
Totals (Unweighted N)	100% (999)	100% (777)	100% (119)	100% (103)	100% (316)	100% (288)	100% (233)	100% (165)	100% (238)	100% (385)	100% (211)

5. Favorite Winner

Who is your favorite winner of American Idol?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Kelly Clarkson	13%	10%	16%	15%	16%	11%	9%	19%	11%	10%
Ruben Studdard	2%	2%	2%	1%	3%	1%	3%	4%	1%	1%
Fantasia Barrino	2%	0%	3%	1%	2%	3%	1%	5%	1%	0%
Carrie Underwood	21%	16%	25%	21%	16%	21%	27%	14%	19%	32%
Taylor Hicks	1%	1%	0%	—	1%	1%	1%	0%	1%	1%
Jordin Sparks	3%	3%	3%	5%	2%	4%	1%	4%	2%	3%
David Cook	1%	1%	1%	2%	1%	1%	—	2%	1%	—
Kris Allen	1%	1%	1%	2%	1%	1%	—	3%	0%	—
Lee DeWyze	0%	—	0%	—	0%	—	—	0%	0%	—
Scotty McCreery	1%	1%	2%	2%	1%	2%	2%	0%	2%	3%
Phillip Phillips	3%	3%	3%	6%	3%	1%	2%	3%	3%	3%
Candice Glover	1%	1%	1%	1%	1%	1%	—	—	1%	2%
Caleb Johnson	0%	—	1%	—	—	1%	—	1%	—	—
I don't have one	51%	60%	42%	44%	52%	54%	53%	45%	58%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(474)	(525)	(180)	(281)	(373)	(165)	(335)	(406)	(258)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Kelly Clarkson	13%	14%	6%	13%	13%	13%	13%	19%	15%	9%	13%
Ruben Studdard	2%	1%	9%	0%	2%	2%	1%	1%	2%	2%	2%
Fantasia Barrino	2%	1%	13%	—	3%	0%	2%	1%	3%	3%	0%
Carrie Underwood	21%	25%	3%	15%	16%	24%	24%	19%	25%	22%	15%
Taylor Hicks	1%	1%	—	1%	0%	1%	1%	—	2%	0%	1%
Jordin Sparks	3%	2%	10%	5%	3%	4%	4%	4%	3%	4%	1%
David Cook	1%	1%	1%	—	1%	1%	0%	—	3%	0%	1%
Kris Allen	1%	1%	1%	4%	1%	2%	1%	0%	1%	0%	4%
Lee DeWyze	0%	0%	—	—	0%	0%	—	—	0%	—	—
Scotty McCreery	1%	2%	—	1%	1%	1%	2%	2%	0%	1%	2%
Phillip Phillips	3%	3%	3%	2%	4%	3%	1%	6%	2%	2%	3%
Candice Glover	1%	0%	3%	4%	1%	2%	—	—	0%	1%	3%
Caleb Johnson	0%	—	—	3%	1%	—	—	—	—	1%	—
I don't have one	51%	50%	51%	53%	52%	45%	51%	47%	44%	55%	54%
Totals (Unweighted N)	100% (999)	100% (777)	100% (120)	100% (102)	100% (316)	100% (288)	100% (233)	100% (165)	100% (238)	100% (385)	100% (211)