

1. Favorability of TV show hosts – Stephen Colbert

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	19%	22%	16%	22%	19%	19%	14%	27%	19%	6%
Somewhat favorable	22%	22%	22%	30%	22%	18%	21%	30%	17%	21%
Somewhat unfavorable	14%	18%	10%	12%	15%	12%	18%	8%	16%	19%
Very unfavorable	13%	16%	11%	8%	10%	18%	16%	5%	15%	22%
Don't know	32%	23%	40%	29%	34%	33%	30%	30%	33%	32%
Totals (Unweighted N)	100% (998)	100% (476)	100% (522)	100% (175)	100% (289)	100% (375)	100% (159)	100% (343)	100% (412)	100% (243)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	19%	21%	11%	13%	13%	18%	34%	20%	21%	18%	18%
Somewhat favorable	22%	21%	28%	23%	22%	26%	20%	23%	23%	24%	18%
Somewhat unfavorable	14%	15%	12%	11%	14%	12%	17%	16%	10%	14%	15%
Very unfavorable	13%	16%	2%	9%	14%	13%	11%	12%	17%	12%	13%
Don't know	32%	27%	47%	44%	38%	30%	18%	29%	29%	33%	35%
Totals (Unweighted N)	100% (998)	100% (750)	100% (117)	100% (131)	100% (406)	100% (272)	100% (172)	100% (181)	100% (235)	100% (396)	100% (186)

2. Favorability of TV show hosts – Jon Stewart

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	20%	22%	19%	24%	23%	18%	15%	33%	19%	6%
Somewhat favorable	22%	23%	21%	20%	26%	20%	22%	25%	22%	17%
Somewhat unfavorable	16%	20%	12%	17%	15%	15%	17%	11%	14%	25%
Very unfavorable	12%	14%	10%	5%	8%	17%	17%	4%	14%	20%
Don't know	30%	21%	38%	33%	28%	30%	28%	27%	31%	31%
Totals (Unweighted N)	100% (999)	100% (477)	100% (522)	100% (175)	100% (290)	100% (375)	100% (159)	100% (343)	100% (412)	100% (244)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	20%	22%	15%	14%	15%	21%	35%	21%	22%	18%	23%
Somewhat favorable	22%	22%	21%	24%	23%	24%	20%	21%	18%	26%	20%
Somewhat unfavorable	16%	17%	10%	15%	16%	13%	16%	19%	12%	16%	17%
Very unfavorable	12%	14%	1%	9%	11%	15%	12%	12%	18%	8%	14%
Don't know	30%	25%	53%	38%	36%	27%	17%	28%	30%	32%	27%
Totals (Unweighted N)	100% (999)	100% (751)	100% (117)	100% (131)	100% (406)	100% (272)	100% (173)	100% (181)	100% (235)	100% (396)	100% (187)

3. Favorability of TV show hosts – David Letterman

Do you have a favorable or an unfavorable opinion of the following individuals?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	15%	16%	13%	8%	16%	19%	12%	24%	10%	10%
Somewhat favorable	37%	34%	39%	37%	40%	33%	40%	46%	35%	28%
Somewhat unfavorable	17%	20%	14%	15%	15%	18%	21%	12%	17%	24%
Very unfavorable	14%	16%	12%	7%	12%	17%	20%	5%	16%	24%
Don't know	17%	14%	21%	33%	17%	13%	8%	14%	22%	14%
Totals (Unweighted N)	100% (999)	100% (478)	100% (521)	100% (175)	100% (290)	100% (374)	100% (160)	100% (343)	100% (413)	100% (243)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very favorable	15%	13%	19%	17%	14%	16%	16%	17%	12%	16%	13%
Somewhat favorable	37%	37%	42%	32%	37%	35%	41%	34%	41%	35%	38%
Somewhat unfavorable	17%	18%	13%	15%	17%	19%	15%	16%	16%	17%	18%
Very unfavorable	14%	17%	3%	10%	13%	14%	16%	10%	21%	11%	16%
Don't know	17%	15%	23%	26%	18%	16%	13%	22%	10%	20%	15%
Totals (Unweighted N)	100% (999)	100% (751)	100% (117)	100% (131)	100% (406)	100% (272)	100% (173)	100% (181)	100% (235)	100% (396)	100% (187)

4. Watched TV shows – The Colbert Report

Have you ever watched any of the following TV shows?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	48%	55%	41%	50%	47%	48%	45%	51%	48%	41%
No	44%	35%	51%	34%	43%	47%	50%	39%	41%	54%
Don't remember	9%	9%	8%	17%	10%	6%	4%	10%	10%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(477)	(520)	(175)	(289)	(373)	(160)	(342)	(412)	(243)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	48%	52%	31%	38%	36%	52%	68%	53%	49%	45%	47%
No	44%	43%	57%	38%	54%	40%	29%	41%	45%	47%	39%
Don't remember	9%	6%	12%	24%	9%	8%	3%	6%	6%	8%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(750)	(116)	(131)	(406)	(271)	(172)	(179)	(235)	(395)	(188)

5. Watched TV shows – The Daily Show with Jon Stewart

Have you ever watched any of the following TV shows?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	50%	57%	44%	47%	52%	53%	46%	55%	51%	42%
No	41%	35%	47%	37%	38%	43%	47%	37%	38%	53%
Don't remember	9%	8%	9%	17%	10%	4%	8%	8%	11%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(477)	(520)	(174)	(289)	(374)	(160)	(343)	(411)	(243)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	50%	55%	32%	40%	40%	56%	71%	52%	53%	45%	54%
No	41%	38%	53%	47%	50%	37%	27%	41%	41%	46%	34%
Don't remember	9%	7%	15%	14%	10%	7%	3%	6%	6%	9%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(749)	(117)	(131)	(406)	(270)	(173)	(180)	(234)	(396)	(187)

6. Watched TV shows – The Late Show with David Letterman

Have you ever watched any of the following TV shows?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	70%	73%	68%	54%	74%	77%	69%	77%	64%	72%
No	25%	22%	27%	31%	21%	22%	28%	20%	27%	27%
Don't remember	5%	5%	6%	15%	5%	1%	3%	4%	9%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(477)	(522)	(175)	(290)	(375)	(159)	(342)	(413)	(244)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	70%	73%	60%	63%	67%	74%	75%	71%	73%	64%	77%
No	25%	24%	32%	22%	29%	20%	24%	24%	21%	31%	17%
Don't remember	5%	3%	8%	14%	5%	5%	2%	5%	6%	5%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(751)	(117)	(131)	(406)	(272)	(173)	(181)	(234)	(396)	(188)

7. Host liked the most

Which of the three TV show hosts do you like the most?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Stephen Colbert	14%	17%	11%	18%	15%	12%	10%	17%	13%	11%
Jon Stewart	20%	22%	19%	26%	25%	15%	17%	24%	20%	15%
David Letterman	27%	28%	27%	18%	32%	33%	21%	33%	22%	29%
None of them	38%	33%	43%	38%	28%	40%	52%	26%	45%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(478)	(519)	(175)	(290)	(373)	(159)	(342)	(412)	(243)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Stephen Colbert	14%	14%	10%	13%	9%	14%	22%	13%	14%	15%	11%
Jon Stewart	20%	22%	16%	13%	19%	22%	27%	22%	18%	19%	23%
David Letterman	27%	24%	41%	37%	31%	31%	23%	28%	27%	27%	28%
None of them	38%	40%	33%	37%	42%	33%	28%	38%	40%	38%	38%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(750)	(116)	(131)	(407)	(271)	(173)	(181)	(235)	(394)	(187)

8. Colbert or Stewart

Which host do you like more?

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Stephen Colbert	41%	45%	37%	43%	38%	42%	42%	39%	43%	40%
Jon Stewart	59%	55%	63%	57%	62%	58%	58%	61%	57%	60%
Totals (Unweighted N)	100% (819)	100% (399)	100% (420)	100% (146)	100% (262)	100% (297)	100% (114)	100% (308)	100% (327)	100% (184)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Stephen Colbert	41%	40%	43%	43%	37%	45%	39%	38%	47%	40%	39%
Jon Stewart	59%	60%	57%	57%	63%	55%	61%	62%	53%	60%	61%
Totals (Unweighted N)	100% (819)	100% (622)	100% (90)	100% (107)	100% (347)	100% (225)	100% (153)	100% (154)	100% (194)	100% (316)	100% (155)