

1. Knowledge of Piers Morgan

How much have you heard of Piers Morgan?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Heard a lot	31%	36%	26%	22%	32%	34%	33%	25%	31%	40%
Heard a little	46%	49%	43%	51%	42%	47%	49%	45%	48%	43%
Heard nothing at all	23%	15%	31%	27%	26%	18%	19%	30%	21%	17%
Totals (Unweighted N)	100% (999)	100% (450)	100% (549)	100% (132)	100% (247)	100% (421)	100% (191)	100% (355)	100% (425)	100% (219)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Heard a lot	31%	31%	23%	35%	23%	34%	37%	45%	33%	28%	29%	34%
Heard a little	46%	51%	36%	28%	43%	47%	51%	48%	44%	50%	46%	44%
Heard nothing at all	23%	18%	41%	37%	34%	19%	12%	8%	23%	22%	25%	22%
Totals (Unweighted N)	100% (999)	100% (826)	100% (103)	100% (70)	100% (342)	100% (279)	100% (83)	100% (143)	100% (156)	100% (211)	100% (343)	100% (289)

2. Favorability of Piers Morgan

Do you have a favorable or an unfavorable opinion of Piers Morgan?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	7%	7%	6%	2%	7%	7%	12%	12%	4%	3%
Somewhat favorable	17%	21%	13%	15%	22%	16%	14%	23%	16%	10%
Somewhat unfavorable	19%	19%	18%	19%	16%	19%	22%	15%	20%	22%
Very unfavorable	22%	26%	17%	20%	15%	28%	22%	6%	24%	41%
Don't know	36%	26%	46%	44%	40%	30%	31%	44%	36%	24%
Totals (Unweighted N)	100% (1,000)	100% (450)	100% (550)	100% (133)	100% (247)	100% (421)	100% (191)	100% (356)	100% (425)	100% (219)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	7%	4%	13%	13%	7%	6%	8%	5%	8%	4%	7%	7%
Somewhat favorable	17%	17%	23%	15%	19%	16%	13%	28%	15%	19%	17%	17%
Somewhat unfavorable	19%	21%	12%	10%	16%	16%	28%	28%	19%	17%	17%	22%
Very unfavorable	22%	26%	4%	10%	14%	29%	22%	24%	23%	27%	20%	18%
Don't know	36%	32%	48%	52%	44%	34%	29%	15%	35%	33%	39%	36%
Totals (Unweighted N)	100% (1,000)	100% (827)	100% (103)	100% (70)	100% (342)	100% (279)	100% (83)	100% (143)	100% (157)	100% (211)	100% (343)	100% (289)

3. Reason for having an unfavorable view of Piers Morgan

Why do you have an unfavorable opinion of Piers Morgan? Select all that apply.

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too British	4%	7%	3%	2%	4%	6%	7%	2%	5%	6%
Arrogant	31%	35%	27%	28%	23%	38%	37%	15%	33%	53%
Talked over interviewees	15%	18%	13%	14%	14%	18%	14%	8%	15%	28%
Anti-gun politics	20%	27%	13%	15%	14%	27%	21%	3%	24%	37%
Foreigner expressing opinions about American politics	19%	22%	16%	15%	8%	26%	27%	5%	21%	37%
Boring	14%	17%	11%	13%	10%	16%	15%	7%	16%	20%
Dumbed-down	7%	10%	4%	7%	7%	9%	5%	4%	7%	11%
Too left wing	19%	24%	14%	16%	9%	28%	22%	1%	20%	47%
On CNN	9%	12%	5%	11%	8%	9%	9%	3%	10%	16%
Something else	5%	5%	5%	5%	4%	7%	4%	3%	6%	7%
None of these	0%	0%	1%	—	0%	1%	1%	0%	—	2%
Not sure	1%	1%	1%	3%	—	2%	1%	2%	1%	1%
Has a favorable opinion of Piers Morgan	24%	28%	20%	16%	29%	23%	26%	35%	21%	12%
Doesn't have an opinion of Piers Morgan	36%	26%	46%	44%	40%	30%	31%	44%	36%	24%
Totals	(1,000)	(450)	(550)	(133)	(247)	(421)	(191)	(356)	(425)	(219)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Too British	4%	5%	2%	2%	4%	6%	4%	3%	6%	7%	3%	4%
Arrogant	31%	37%	6%	18%	21%	35%	40%	42%	34%	33%	28%	30%
Talked over												
interviewees	15%	19%	2%	6%	9%	18%	20%	23%	15%	15%	14%	16%
Anti-gun politics	20%	23%	4%	12%	14%	24%	11%	26%	22%	23%	17%	18%
Foreigner												
expressing												
opinions about												
American politics	19%	23%	4%	10%	16%	23%	14%	20%	20%	21%	17%	20%
Boring	14%	16%	4%	10%	10%	13%	23%	17%	14%	15%	12%	15%
Dumbed-down	7%	8%	5%	1%	6%	8%	6%	10%	7%	7%	6%	8%
Too left wing	19%	24%	1%	5%	10%	22%	29%	26%	17%	21%	21%	16%
On CNN	9%	10%	7%	4%	8%	9%	5%	8%	10%	15%	7%	5%
Something else	5%	6%	—	1%	3%	6%	9%	6%	6%	4%	4%	7%
None of these	0%	1%	0%	—	1%	0%	—	—	—	1%	0%	0%
Not sure	1%	1%	2%	—	1%	1%	—	1%	2%	2%	1%	0%
Has a favorable												
opinion of Piers												
Morgan	24%	21%	36%	28%	26%	22%	21%	33%	23%	23%	25%	24%
Doesn't have an												
opinion of Piers												
Morgan	36%	32%	48%	52%	44%	34%	29%	15%	35%	33%	39%	36%
Totals	(1,000)	(827)	(103)	(70)	(342)	(279)	(83)	(143)	(157)	(211)	(343)	(289)