

# 1. Favorability of Jay Leno

Do you have a favorable or unfavorable opinion of Jay Leno?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	23%	26%	20%	11%	15%	27%	41%	20%	22%	29%
Somewhat favorable	35%	37%	33%	33%	32%	40%	38%	35%	32%	44%
Somewhat unfavorable	17%	14%	20%	21%	18%	18%	10%	23%	17%	8%
Very unfavorable	7%	8%	6%	8%	12%	4%	4%	7%	7%	7%
Don't know	18%	15%	21%	26%	24%	11%	7%	14%	23%	13%
Totals (Unweighted N)	100% (998)	100% (467)	100% (531)	100% (162)	100% (261)	100% (387)	100% (179)	100% (336)	100% (440)	100% (222)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	23%	24%	21%	16%	21%	23%	32%	21%	20%	21%	26%	21%
Somewhat favorable	35%	37%	25%	36%	31%	41%	49%	41%	42%	36%	30%	38%
Somewhat unfavorable	17%	17%	18%	16%	16%	20%	11%	16%	15%	16%	21%	14%
Very unfavorable	7%	7%	3%	10%	11%	4%	2%	7%	9%	3%	8%	8%
Don't know	18%	15%	33%	23%	22%	12%	5%	15%	14%	23%	16%	20%
Totals (Unweighted N)	100% (998)	100% (783)	100% (99)	100% (116)	100% (365)	100% (275)	100% (65)	100% (133)	100% (157)	100% (204)	100% (353)	100% (284)

## 2. Favorability of Jimmy Fallon

Do you have a favorable or unfavorable opinion of Jimmy Fallon?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	17%	17%	18%	21%	20%	17%	8%	25%	17%	8%
Somewhat favorable	29%	28%	30%	28%	27%	35%	27%	32%	27%	31%
Somewhat unfavorable	11%	12%	9%	13%	9%	10%	14%	7%	10%	16%
Very unfavorable	6%	8%	3%	4%	10%	4%	3%	4%	8%	3%
Don't know	37%	35%	39%	33%	35%	34%	48%	32%	38%	41%
Totals (Unweighted N)	100% (997)	100% (467)	100% (530)	100% (160)	100% (261)	100% (387)	100% (180)	100% (337)	100% (438)	100% (222)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very favorable	17%	17%	17%	20%	15%	20%	24%	22%	15%	14%	21%	16%
Somewhat favorable	29%	32%	21%	24%	26%	29%	43%	39%	35%	31%	25%	30%
Somewhat unfavorable	11%	11%	9%	11%	10%	11%	6%	10%	12%	12%	10%	10%
Very unfavorable	6%	5%	6%	10%	9%	3%	5%	4%	7%	4%	5%	7%
Don't know	37%	36%	47%	35%	41%	36%	22%	26%	30%	39%	40%	36%
Totals (Unweighted N)	100% (997)	100% (784)	100% (99)	100% (114)	100% (365)	100% (276)	100% (65)	100% (132)	100% (157)	100% (203)	100% (354)	100% (283)

### 3. Knowledge of late show hosts

Have you ever watched or heard of any of the following late-night television talk show hosts? Check all that apply

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Steve Allen	42%	45%	40%	12%	17%	59%	87%	40%	40%	50%
Jack Paar	37%	39%	36%	9%	13%	50%	84%	33%	36%	45%
Johnny Carson	72%	73%	71%	41%	62%	91%	94%	73%	67%	81%
Dick Cavett	41%	42%	39%	6%	15%	65%	75%	43%	37%	45%
Jay Leno	79%	82%	77%	64%	74%	87%	93%	79%	77%	83%
David Letterman	77%	76%	78%	59%	71%	89%	84%	79%	73%	82%
Arsenio Hall	61%	60%	63%	31%	63%	76%	69%	67%	57%	62%
Joan Rivers	52%	51%	53%	38%	42%	66%	58%	54%	47%	57%
Conan O'Brien	72%	74%	70%	61%	71%	79%	71%	72%	70%	74%
Jimmy Fallon	63%	63%	63%	61%	57%	72%	60%	64%	62%	63%
Craig Ferguson	40%	39%	41%	37%	41%	47%	29%	43%	40%	35%
Jimmy Kimmel	65%	64%	65%	61%	62%	71%	62%	67%	63%	66%
Jon Stewart	54%	58%	51%	54%	50%	59%	55%	56%	52%	56%
Stephen Colbert	50%	57%	43%	52%	47%	55%	46%	50%	50%	49%
Chelsea Handler	31%	28%	33%	40%	34%	31%	12%	34%	29%	29%
None of these	10%	10%	11%	18%	14%	5%	4%	8%	13%	8%
Totals	(1,000)	(467)	(533)	(162)	(261)	(388)	(180)	(337)	(440)	(223)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Steve Allen	42%	47%	23%	34%	31%	44%	51%	52%	42%	41%	40%	46%
Jack Paar	37%	43%	17%	24%	28%	39%	43%	43%	33%	40%	37%	38%
Johnny Carson	72%	79%	56%	50%	62%	82%	87%	77%	68%	73%	73%	73%
Dick Cavett	41%	45%	28%	28%	30%	45%	49%	52%	41%	39%	39%	44%
Jay Leno	79%	83%	71%	67%	74%	84%	91%	83%	81%	77%	80%	79%
David Letterman	77%	81%	68%	61%	69%	83%	90%	85%	72%	76%	78%	78%
Arsenio Hall	61%	62%	69%	51%	55%	68%	71%	65%	60%	60%	63%	60%
Joan Rivers	52%	55%	41%	43%	46%	57%	62%	53%	52%	52%	51%	53%
Conan O'Brien	72%	75%	66%	60%	66%	76%	85%	75%	73%	70%	73%	71%
Jimmy Fallon	63%	66%	55%	53%	56%	68%	79%	72%	65%	63%	64%	60%
Craig Ferguson	40%	44%	25%	31%	34%	46%	62%	48%	46%	44%	39%	35%
Jimmy Kimmel	65%	68%	65%	51%	58%	71%	77%	68%	69%	66%	66%	59%
Jon Stewart	54%	61%	32%	40%	43%	58%	71%	74%	60%	52%	53%	54%
Stephen Colbert	50%	56%	34%	34%	39%	53%	62%	69%	54%	49%	50%	48%
Chelsea Handler	31%	31%	25%	32%	28%	34%	45%	33%	36%	27%	31%	30%
None of these	10%	8%	13%	22%	15%	7%	4%	5%	9%	13%	9%	10%
Totals	(1,000)	(785)	(99)	(116)	(365)	(276)	(65)	(133)	(157)	(204)	(354)	(285)

**4. Favorite late night host**

Which of the following would you choose as your favorite late-night television talk show host of all time?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Steve Allen	2%	3%	2%	2%	1%	2%	6%	2%	2%	4%
Jack Paar	1%	1%	1%	1%	—	0%	5%	1%	1%	1%
Johnny Carson	32%	35%	29%	4%	16%	51%	55%	23%	30%	51%
Dick Cavett	1%	0%	1%	1%	0%	1%	2%	2%	0%	—
Jay Leno	8%	9%	7%	5%	7%	9%	12%	8%	7%	10%
David Letterman	6%	6%	5%	3%	8%	7%	3%	9%	4%	4%
Arsenio Hall	4%	3%	4%	2%	7%	4%	0%	8%	2%	1%
Joan Rivers	0%	1%	—	—	0%	1%	—	0%	0%	1%
Conan O'Brien	4%	5%	4%	9%	7%	1%	2%	5%	5%	4%
Jimmy Fallon	4%	3%	6%	6%	7%	1%	1%	5%	5%	3%
Craig Ferguson	2%	1%	3%	3%	4%	1%	—	1%	4%	0%
Jimmy Kimmel	4%	4%	4%	12%	2%	2%	1%	2%	5%	4%
Jon Stewart	6%	6%	7%	11%	8%	5%	2%	12%	5%	0%
Stephen Colbert	3%	4%	3%	9%	3%	1%	1%	5%	3%	1%
Chelsea Handler	3%	1%	4%	4%	5%	1%	—	2%	3%	2%
None of these	19%	18%	20%	26%	25%	12%	10%	15%	24%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(464)	(529)	(161)	(260)	(385)	(178)	(334)	(439)	(220)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Steve Allen	2%	2%	2%	4%	3%	2%	0%	2%	4%	0%	2%	4%
Jack Paar	1%	2%	—	—	1%	2%	2%	1%	3%	1%	1%	0%
Johnny Carson	32%	37%	13%	20%	22%	36%	52%	38%	29%	33%	33%	32%
Dick Cavett	1%	1%	—	—	1%	1%	—	2%	1%	1%	1%	0%
Jay Leno	8%	8%	7%	9%	7%	7%	11%	10%	8%	7%	7%	10%
David Letterman	6%	6%	3%	4%	5%	8%	1%	9%	7%	5%	7%	5%
Arsenio Hall	4%	1%	22%	4%	8%	2%	—	1%	4%	6%	4%	1%
Joan Rivers	0%	0%	1%	—	0%	0%	—	1%	—	1%	0%	—
Conan O'Brien	4%	4%	7%	3%	7%	4%	4%	2%	5%	3%	4%	6%
Jimmy Fallon	4%	4%	6%	6%	4%	5%	10%	4%	1%	4%	5%	5%
Craig Ferguson	2%	2%	—	7%	3%	1%	2%	1%	1%	1%	3%	2%
Jimmy Kimmel	4%	3%	4%	7%	4%	5%	1%	1%	6%	4%	3%	4%
Jon Stewart	6%	8%	0%	1%	4%	6%	5%	12%	9%	9%	4%	6%
Stephen Colbert	3%	4%	1%	1%	2%	2%	4%	5%	4%	2%	3%	4%
Chelsea Handler	3%	2%	2%	8%	3%	4%	1%	—	1%	2%	3%	3%
None of these	19%	15%	30%	28%	26%	13%	7%	11%	17%	19%	20%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(779)	(98)	(116)	(364)	(276)	(65)	(132)	(157)	(203)	(348)	(285)