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Morning Consult
National Tracking Poll #180105
January 09-11, 2018

Crosstabulation Results

Methodology:

This poll was conducted from January 09-11, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.



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Crosstabulation Results by Respondent Demographics

Table TS1_1: Do you subscribe to the following streaming services?

Netflix

Demographic	Yes		No		Total N
Adults	59%	(1308)	41%	(893)	2201
Gender: Male	60%	(638)	40%	(421)	1060
Gender: Female	59%	(670)	41%	(472)	1141
Age: 18-29	79%	(370)	21%	(99)	468
Age: 30-44	74%	(422)	26%	(145)	567
Age: 45-54	59%	(219)	41%	(150)	369
Age: 55-64	41%	(163)	59%	(236)	399
Age: 65+	34%	(135)	66%	(263)	398
PID: Dem (no lean)	62%	(446)	38%	(270)	716
PID: Ind (no lean)	61%	(480)	39%	(302)	782
PID: Rep (no lean)	54%	(383)	46%	(320)	703
PID/Gender: Dem Men	63%	(206)	37%	(123)	329
PID/Gender: Dem Women	62%	(240)	38%	(147)	387
PID/Gender: Ind Men	61%	(223)	39%	(145)	367
PID/Gender: Ind Women	62%	(257)	38%	(158)	415
PID/Gender: Rep Men	58%	(209)	42%	(154)	363
PID/Gender: Rep Women	51%	(173)	49%	(167)	340
Tea Party: Supporter	63%	(367)	37%	(218)	585
Tea Party: Not Supporter	58%	(934)	42%	(667)	1601
Ideo: Liberal (1-3)	70%	(538)	30%	(236)	774
Ideo: Moderate (4)	55%	(239)	45%	(194)	433
Ideo: Conservative (5-7)	52%	(379)	48%	(357)	737
Educ: < College	59%	(917)	41%	(650)	1567
Educ: Bachelors degree	62%	(258)	38%	(157)	416
Educ: Post-grad	61%	(133)	39%	(86)	219
Income: Under 50k	55%	(729)	45%	(585)	1314
Income: 50k-100k	65%	(412)	35%	(219)	632
Income: 100k+	65%	(167)	35%	(89)	256

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Table TS1_1: Do you subscribe to the following streaming services?

Netflix

Demographic	Yes	No	Total N
Adults	59% (1308)	41% (893)	2201
Ethnicity: White	58% (1009)	42% (741)	1750
Ethnicity: Hispanic	73% (242)	27% (88)	329
Ethnicity: Afr. Am.	65% (174)	35% (95)	269
Ethnicity: Other	69% (125)	31% (57)	182
Relig: Protestant	52% (266)	48% (250)	516
Relig: Roman Catholic	60% (275)	40% (181)	456
Relig: Ath./Agn./None	64% (401)	36% (228)	630
Relig: Something Else	61% (222)	39% (139)	361
Relig: Jewish	64% (37)	36% (21)	58
Relig: Evangelical	57% (335)	43% (251)	586
Relig: Non-Evang. Catholics	56% (343)	44% (272)	614
Relig: All Christian	56% (678)	44% (523)	1201
Relig: All Non-Christian	63% (623)	37% (367)	990
Community: Urban	63% (344)	37% (200)	545
Community: Suburban	60% (593)	40% (394)	986
Community: Rural	55% (371)	45% (299)	670
Employ: Private Sector	68% (469)	32% (218)	688
Employ: Government	72% (113)	28% (45)	158
Employ: Self-Employed	67% (135)	33% (65)	200
Employ: Homemaker	64% (131)	36% (73)	203
Employ: Student	77% (91)	23% (27)	118
Employ: Retired	36% (173)	64% (304)	478
Employ: Unemployed	54% (105)	46% (91)	197
Employ: Other	57% (90)	43% (69)	160
Military HH: Yes	57% (225)	43% (173)	398
Military HH: No	60% (1083)	40% (720)	1803
RD/WT: Right Direction	57% (540)	43% (406)	946
RD/WT: Wrong Track	61% (768)	39% (487)	1255

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Table TS1_1: Do you subscribe to the following streaming services?*Netflix*

Demographic	Yes	No	Total N
Adults	59% (1308)	41% (893)	2201
Strongly Approve	55% (253)	45% (204)	457
Somewhat Approve	57% (280)	43% (208)	488
Somewhat Disapprove	59% (179)	41% (123)	302
Strongly Disapprove	64% (517)	36% (297)	814
Dont Know / No Opinion	56% (79)	44% (61)	140
#1 Issue: Economy	64% (421)	36% (239)	660
#1 Issue: Security	53% (215)	47% (189)	404
#1 Issue: Health Care	61% (242)	39% (156)	398
#1 Issue: Medicare / Social Security	43% (141)	57% (185)	326
#1 Issue: Women's Issues	79% (77)	21% (21)	98
#1 Issue: Education	74% (110)	26% (39)	149
#1 Issue: Energy	73% (60)	27% (22)	82
#1 Issue: Other	51% (43)	49% (42)	85
2016 Vote: Democrat Hillary Clinton	63% (441)	37% (255)	696
2016 Vote: Republican Donald Trump	52% (402)	48% (371)	773
2016 Vote: Someone else	60% (108)	40% (72)	180
2012 Vote: Barack Obama	62% (532)	38% (330)	862
2012 Vote: Mitt Romney	50% (282)	50% (278)	560
2012 Vote: Other	53% (45)	47% (41)	86
2012 Vote: Didn't Vote	65% (447)	35% (243)	690
4-Region: Northeast	63% (251)	37% (150)	402
4-Region: Midwest	55% (260)	45% (213)	474
4-Region: South	60% (490)	40% (325)	815
4-Region: West	60% (306)	40% (205)	511
Netflix Streaming User: Yes	100% (1308)	— (0)	1308
Netflix Streaming User: No	— (0)	100% (893)	893
Streaming Account User User: Yes	82% (1308)	18% (292)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	66% (784)	34% (410)	1194
Seen/heard/read Letterman's New Show: No	52% (524)	48% (483)	1007

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Table TS1_1: Do you subscribe to the following streaming services?
Netflix

Demographic	Yes		No		Total N
Adults	59%	(1308)	41%	(893)	2201
Watched Letterman: Always	69%	(147)	31%	(67)	214
Watched Letterman: Sometimes	62%	(484)	38%	(293)	777
Watched Letterman: Rarely	59%	(373)	41%	(263)	636
Watched Letterman: Never	53%	(304)	47%	(271)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_4: Do you subscribe to the following streaming services?*Hulu*

Demographic	Yes	No	Total N
Adults	28% (615)	72% (1586)	2201
Gender: Male	30% (315)	70% (745)	1060
Gender: Female	26% (300)	74% (842)	1141
Age: 18-29	47% (218)	53% (250)	468
Age: 30-44	35% (197)	65% (370)	567
Age: 45-54	25% (92)	75% (276)	369
Age: 55-64	19% (75)	81% (324)	399
Age: 65+	8% (32)	92% (366)	398
PID: Dem (no lean)	29% (209)	71% (506)	716
PID: Ind (no lean)	29% (227)	71% (555)	782
PID: Rep (no lean)	25% (178)	75% (525)	703
PID/Gender: Dem Men	31% (103)	69% (226)	329
PID/Gender: Dem Women	27% (106)	73% (281)	387
PID/Gender: Ind Men	30% (108)	70% (259)	367
PID/Gender: Ind Women	29% (118)	71% (297)	415
PID/Gender: Rep Men	28% (103)	72% (260)	363
PID/Gender: Rep Women	22% (75)	78% (265)	340
Tea Party: Supporter	37% (218)	63% (367)	585
Tea Party: Not Supporter	25% (394)	75% (1207)	1601
Ideo: Liberal (1-3)	37% (288)	63% (486)	774
Ideo: Moderate (4)	23% (98)	77% (334)	433
Ideo: Conservative (5-7)	22% (162)	78% (575)	737
Educ: < College	29% (451)	71% (1115)	1567
Educ: Bachelors degree	24% (101)	76% (315)	416
Educ: Post-grad	29% (63)	71% (156)	219
Income: Under 50k	27% (354)	73% (960)	1314
Income: 50k-100k	31% (193)	69% (439)	632
Income: 100k+	27% (68)	73% (188)	256
Ethnicity: White	25% (437)	75% (1313)	1750

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Table TS1_4: Do you subscribe to the following streaming services?

Hulu

Demographic	Yes	No	Total N
Adults	28% (615)	72% (1586)	2201
Ethnicity: Hispanic	40% (131)	60% (199)	329
Ethnicity: Afr. Am.	42% (112)	58% (157)	269
Ethnicity: Other	36% (65)	64% (117)	182
Relig: Protestant	25% (128)	75% (388)	516
Relig: Roman Catholic	26% (117)	74% (339)	456
Relig: Ath./Agn./None	33% (205)	67% (425)	630
Relig: Something Else	28% (101)	72% (259)	361
Relig: Jewish	27% (16)	73% (42)	58
Relig: Evangelical	28% (164)	72% (422)	586
Relig: Non-Evang. Catholics	24% (144)	76% (470)	614
Relig: All Christian	26% (309)	74% (892)	1201
Relig: All Non-Christian	31% (306)	69% (684)	990
Community: Urban	35% (189)	65% (355)	545
Community: Suburban	25% (246)	75% (740)	986
Community: Rural	27% (179)	73% (491)	670
Employ: Private Sector	32% (218)	68% (469)	688
Employ: Government	33% (52)	67% (105)	158
Employ: Self-Employed	38% (77)	62% (124)	200
Employ: Homemaker	32% (65)	68% (138)	203
Employ: Student	41% (49)	59% (69)	118
Employ: Retired	13% (64)	87% (414)	478
Employ: Unemployed	21% (41)	79% (156)	197
Employ: Other	30% (48)	70% (111)	160
Military HH: Yes	30% (121)	70% (277)	398
Military HH: No	27% (494)	73% (1310)	1803
RD/WT: Right Direction	28% (260)	72% (685)	946
RD/WT: Wrong Track	28% (354)	72% (901)	1255

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Table TS1_4: Do you subscribe to the following streaming services?*Hulu*

Demographic	Yes	No	Total N
Adults	28% (615)	72% (1586)	2201
Strongly Approve	28% (126)	72% (331)	457
Somewhat Approve	27% (131)	73% (357)	488
Somewhat Disapprove	27% (81)	73% (222)	302
Strongly Disapprove	29% (235)	71% (579)	814
Dont Know / No Opinion	30% (42)	70% (98)	140
#1 Issue: Economy	28% (183)	72% (477)	660
#1 Issue: Security	25% (101)	75% (303)	404
#1 Issue: Health Care	29% (113)	71% (284)	398
#1 Issue: Medicare / Social Security	16% (53)	84% (273)	326
#1 Issue: Women's Issues	44% (43)	56% (54)	98
#1 Issue: Education	47% (70)	53% (79)	149
#1 Issue: Energy	38% (31)	62% (51)	82
#1 Issue: Other	24% (21)	76% (65)	85
2016 Vote: Democrat Hillary Clinton	30% (205)	70% (490)	696
2016 Vote: Republican Donald Trump	23% (181)	77% (592)	773
2016 Vote: Someone else	24% (44)	76% (136)	180
2012 Vote: Barack Obama	29% (254)	71% (608)	862
2012 Vote: Mitt Romney	22% (121)	78% (439)	560
2012 Vote: Other	17% (15)	83% (71)	86
2012 Vote: Didn't Vote	33% (225)	67% (465)	690
4-Region: Northeast	28% (113)	72% (288)	402
4-Region: Midwest	26% (125)	74% (349)	474
4-Region: South	28% (228)	72% (587)	815
4-Region: West	29% (149)	71% (362)	511
Netflix Streaming User: Yes	42% (553)	58% (755)	1308
Netflix Streaming User: No	7% (62)	93% (831)	893
Streaming Account User: Yes	38% (615)	62% (985)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	35% (415)	65% (779)	1194
Seen/heard/read Letterman's New Show: No	20% (200)	80% (808)	1007

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Table TS1_4: Do you subscribe to the following streaming services?

Hulu

Demographic	Yes	No	Total N
Adults	28% (615)	72% (1586)	2201
Watched Letterman: Always	47% (100)	53% (114)	214
Watched Letterman: Sometimes	30% (231)	70% (546)	777
Watched Letterman: Rarely	26% (165)	74% (470)	636
Watched Letterman: Never	21% (118)	79% (457)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_5: Do you subscribe to the following streaming services?
 Amazon Prime Instant Video

Demographic	Yes	No	Total N
Adults	36% (783)	64% (1418)	2201
Gender: Male	38% (406)	62% (654)	1060
Gender: Female	33% (377)	67% (764)	1141
Age: 18-29	41% (194)	59% (274)	468
Age: 30-44	47% (269)	53% (298)	567
Age: 45-54	38% (139)	62% (230)	369
Age: 55-64	25% (99)	75% (300)	399
Age: 65+	20% (81)	80% (317)	398
PID: Dem (no lean)	35% (254)	65% (462)	716
PID: Ind (no lean)	35% (273)	65% (510)	782
PID: Rep (no lean)	36% (256)	64% (447)	703
PID/Gender: Dem Men	39% (127)	61% (202)	329
PID/Gender: Dem Women	33% (127)	67% (260)	387
PID/Gender: Ind Men	38% (140)	62% (227)	367
PID/Gender: Ind Women	32% (132)	68% (282)	415
PID/Gender: Rep Men	38% (139)	62% (225)	363
PID/Gender: Rep Women	35% (118)	65% (222)	340
Tea Party: Supporter	42% (244)	58% (341)	585
Tea Party: Not Supporter	34% (538)	66% (1063)	1601
Ideo: Liberal (1-3)	45% (350)	55% (424)	774
Ideo: Moderate (4)	31% (135)	69% (298)	433
Ideo: Conservative (5-7)	32% (239)	68% (498)	737
Educ: < College	32% (496)	68% (1070)	1567
Educ: Bachelors degree	42% (176)	58% (240)	416
Educ: Post-grad	51% (111)	49% (108)	219
Income: Under 50k	29% (380)	71% (934)	1314
Income: 50k-100k	42% (264)	58% (368)	632
Income: 100k+	54% (139)	46% (117)	256
Ethnicity: White	35% (618)	65% (1132)	1750

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Table TS1_5: Do you subscribe to the following streaming services?
Amazon Prime Instant Video

Demographic	Yes	No	Total N
Adults	36% (783)	64% (1418)	2201
Ethnicity: Hispanic	39% (128)	61% (201)	329
Ethnicity: Afr. Am.	31% (83)	69% (186)	269
Ethnicity: Other	45% (82)	55% (100)	182
Relig: Protestant	35% (181)	65% (335)	516
Relig: Roman Catholic	37% (171)	63% (285)	456
Relig: Ath./Agn./None	37% (234)	63% (395)	630
Relig: Something Else	36% (131)	64% (230)	361
Relig: Jewish	39% (23)	61% (35)	58
Relig: Evangelical	33% (195)	67% (391)	586
Relig: Non-Evang. Catholics	35% (217)	65% (397)	614
Relig: All Christian	34% (412)	66% (789)	1201
Relig: All Non-Christian	37% (365)	63% (626)	990
Community: Urban	36% (198)	64% (346)	545
Community: Suburban	37% (370)	63% (617)	986
Community: Rural	32% (215)	68% (455)	670
Employ: Private Sector	45% (308)	55% (379)	688
Employ: Government	46% (73)	54% (85)	158
Employ: Self-Employed	35% (70)	65% (130)	200
Employ: Homemaker	38% (78)	62% (126)	203
Employ: Student	53% (63)	47% (55)	118
Employ: Retired	23% (112)	77% (366)	478
Employ: Unemployed	18% (35)	82% (162)	197
Employ: Other	28% (45)	72% (115)	160
Military HH: Yes	41% (163)	59% (235)	398
Military HH: No	34% (620)	66% (1183)	1803
RD/WT: Right Direction	35% (330)	65% (615)	946
RD/WT: Wrong Track	36% (453)	64% (803)	1255

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Table TS1_5: Do you subscribe to the following streaming services?*Amazon Prime Instant Video*

Demographic	Yes	No	Total N
Adults	36% (783)	64% (1418)	2201
Strongly Approve	33% (153)	67% (304)	457
Somewhat Approve	34% (167)	66% (320)	488
Somewhat Disapprove	36% (108)	64% (194)	302
Strongly Disapprove	39% (317)	61% (497)	814
Dont Know / No Opinion	27% (38)	73% (102)	140
#1 Issue: Economy	40% (265)	60% (395)	660
#1 Issue: Security	27% (107)	73% (297)	404
#1 Issue: Health Care	38% (152)	62% (245)	398
#1 Issue: Medicare / Social Security	24% (78)	76% (248)	326
#1 Issue: Women's Issues	51% (49)	49% (48)	98
#1 Issue: Education	42% (63)	58% (86)	149
#1 Issue: Energy	54% (44)	46% (38)	82
#1 Issue: Other	28% (24)	72% (61)	85
2016 Vote: Democrat Hillary Clinton	38% (264)	62% (432)	696
2016 Vote: Republican Donald Trump	36% (274)	64% (499)	773
2016 Vote: Someone else	46% (82)	54% (98)	180
2012 Vote: Barack Obama	39% (332)	61% (530)	862
2012 Vote: Mitt Romney	37% (209)	63% (351)	560
2012 Vote: Other	32% (28)	68% (59)	86
2012 Vote: Didn't Vote	31% (214)	69% (476)	690
4-Region: Northeast	37% (147)	63% (255)	402
4-Region: Midwest	32% (150)	68% (324)	474
4-Region: South	34% (279)	66% (536)	815
4-Region: West	41% (208)	59% (303)	511
Netflix Streaming User: Yes	50% (649)	50% (659)	1308
Netflix Streaming User: No	15% (133)	85% (760)	893
Streaming Account User User: Yes	49% (783)	51% (817)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	41% (495)	59% (699)	1194
Seen/heard/read Letterman's New Show: No	29% (288)	71% (720)	1007

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Table TS1_5: Do you subscribe to the following streaming services?

Amazon Prime Instant Video

Demographic	Yes		No		Total N
Adults	36%	(783)	64%	(1418)	2201
Watched Letterman: Always	55%	(118)	45%	(96)	214
Watched Letterman: Sometimes	39%	(304)	61%	(472)	777
Watched Letterman: Rarely	33%	(208)	67%	(428)	636
Watched Letterman: Never	27%	(153)	73%	(422)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_6: Do you subscribe to the following streaming services?
 HBO Go / HBO NOW

Demographic	Yes	No	Total N
Adults	19% (409)	81% (1792)	2201
Gender: Male	22% (236)	78% (824)	1060
Gender: Female	15% (173)	85% (968)	1141
Age: 18-29	29% (138)	71% (331)	468
Age: 30-44	26% (145)	74% (422)	567
Age: 45-54	16% (60)	84% (309)	369
Age: 55-64	11% (42)	89% (357)	399
Age: 65+	6% (24)	94% (374)	398
PID: Dem (no lean)	20% (145)	80% (571)	716
PID: Ind (no lean)	19% (148)	81% (634)	782
PID: Rep (no lean)	17% (117)	83% (587)	703
PID/Gender: Dem Men	24% (80)	76% (249)	329
PID/Gender: Dem Women	17% (64)	83% (323)	387
PID/Gender: Ind Men	21% (78)	79% (290)	367
PID/Gender: Ind Women	17% (71)	83% (344)	415
PID/Gender: Rep Men	21% (78)	79% (286)	363
PID/Gender: Rep Women	11% (39)	89% (301)	340
Tea Party: Supporter	27% (156)	73% (429)	585
Tea Party: Not Supporter	16% (250)	84% (1350)	1601
Ideo: Liberal (1-3)	27% (212)	73% (561)	774
Ideo: Moderate (4)	16% (69)	84% (364)	433
Ideo: Conservative (5-7)	13% (97)	87% (640)	737
Educ: < College	18% (277)	82% (1290)	1567
Educ: Bachelors degree	17% (71)	83% (345)	416
Educ: Post-grad	28% (62)	72% (157)	219
Income: Under 50k	16% (215)	84% (1098)	1314
Income: 50k-100k	21% (134)	79% (497)	632
Income: 100k+	23% (60)	77% (196)	256
Ethnicity: White	15% (270)	85% (1481)	1750

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Table TS1_6: Do you subscribe to the following streaming services?
HBO Go / HBO NOW

Demographic	Yes	No	Total N
Adults	19% (409)	81% (1792)	2201
Ethnicity: Hispanic	32% (105)	68% (224)	329
Ethnicity: Afr. Am.	33% (89)	67% (180)	269
Ethnicity: Other	28% (51)	72% (131)	182
Relig: Protestant	16% (84)	84% (432)	516
Relig: Roman Catholic	21% (95)	79% (361)	456
Relig: Ath./Agn./None	18% (114)	82% (515)	630
Relig: Something Else	19% (69)	81% (292)	361
Relig: Jewish	27% (16)	73% (42)	58
Relig: Evangelical	20% (119)	80% (467)	586
Relig: Non-Evang. Catholics	17% (103)	83% (511)	614
Relig: All Christian	19% (222)	81% (978)	1201
Relig: All Non-Christian	18% (183)	82% (808)	990
Community: Urban	23% (127)	77% (417)	545
Community: Suburban	19% (191)	81% (795)	986
Community: Rural	14% (91)	86% (579)	670
Employ: Private Sector	24% (168)	76% (520)	688
Employ: Government	23% (37)	77% (121)	158
Employ: Self-Employed	22% (44)	78% (156)	200
Employ: Homemaker	13% (26)	87% (177)	203
Employ: Student	27% (32)	73% (86)	118
Employ: Retired	11% (53)	89% (424)	478
Employ: Unemployed	10% (20)	90% (177)	197
Employ: Other	19% (30)	81% (130)	160
Military HH: Yes	21% (84)	79% (313)	398
Military HH: No	18% (325)	82% (1478)	1803
RD/WT: Right Direction	22% (204)	78% (742)	946
RD/WT: Wrong Track	16% (206)	84% (1050)	1255

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Table TS1_6: Do you subscribe to the following streaming services?

HBO Go / HBO NOW

Demographic	Yes	No	Total N
Adults	19% (409)	81% (1792)	2201
Strongly Approve	21% (98)	79% (359)	457
Somewhat Approve	19% (91)	81% (397)	488
Somewhat Disapprove	17% (52)	83% (250)	302
Strongly Disapprove	19% (157)	81% (657)	814
Dont Know / No Opinion	8% (11)	92% (129)	140
#1 Issue: Economy	18% (120)	82% (540)	660
#1 Issue: Security	16% (66)	84% (338)	404
#1 Issue: Health Care	19% (75)	81% (323)	398
#1 Issue: Medicare / Social Security	13% (42)	87% (284)	326
#1 Issue: Women's Issues	21% (20)	79% (77)	98
#1 Issue: Education	31% (46)	69% (103)	149
#1 Issue: Energy	29% (23)	71% (58)	82
#1 Issue: Other	19% (17)	81% (69)	85
2016 Vote: Democrat Hillary Clinton	23% (163)	77% (532)	696
2016 Vote: Republican Donald Trump	15% (119)	85% (654)	773
2016 Vote: Someone else	16% (28)	84% (152)	180
2012 Vote: Barack Obama	22% (192)	78% (670)	862
2012 Vote: Mitt Romney	13% (74)	87% (486)	560
2012 Vote: Other	11% (10)	89% (76)	86
2012 Vote: Didn't Vote	19% (134)	81% (556)	690
4-Region: Northeast	24% (96)	76% (306)	402
4-Region: Midwest	15% (70)	85% (404)	474
4-Region: South	19% (151)	81% (664)	815
4-Region: West	18% (93)	82% (418)	511
Netflix Streaming User: Yes	27% (350)	73% (958)	1308
Netflix Streaming User: No	7% (59)	93% (834)	893
Streaming Account User User: Yes	26% (409)	74% (1190)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	25% (297)	75% (897)	1194
Seen/heard/read Letterman's New Show: No	11% (113)	89% (895)	1007

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Table TS1_6: Do you subscribe to the following streaming services?
HBO Go / HBO NOW

Demographic	Yes		No		Total N
Adults	19%	(409)	81%	(1792)	2201
Watched Letterman: Always	42%	(89)	58%	(125)	214
Watched Letterman: Sometimes	22%	(169)	78%	(608)	777
Watched Letterman: Rarely	15%	(92)	85%	(543)	636
Watched Letterman: Never	10%	(59)	90%	(516)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_7: Do you subscribe to the following streaming services?*Sling TV*

Demographic	Yes	No	Total N
Adults	8% (180)	92% (2021)	2201
Gender: Male	10% (108)	90% (952)	1060
Gender: Female	6% (73)	94% (1069)	1141
Age: 18-29	13% (60)	87% (408)	468
Age: 30-44	13% (72)	87% (495)	567
Age: 45-54	5% (20)	95% (349)	369
Age: 55-64	5% (19)	95% (380)	399
Age: 65+	2% (9)	98% (389)	398
PID: Dem (no lean)	7% (52)	93% (664)	716
PID: Ind (no lean)	8% (65)	92% (718)	782
PID: Rep (no lean)	9% (64)	91% (639)	703
PID/Gender: Dem Men	9% (29)	91% (300)	329
PID/Gender: Dem Women	6% (23)	94% (363)	387
PID/Gender: Ind Men	11% (39)	89% (328)	367
PID/Gender: Ind Women	6% (26)	94% (389)	415
PID/Gender: Rep Men	11% (40)	89% (323)	363
PID/Gender: Rep Women	7% (23)	93% (317)	340
Tea Party: Supporter	16% (91)	84% (494)	585
Tea Party: Not Supporter	6% (89)	94% (1511)	1601
Ideo: Liberal (1-3)	11% (85)	89% (689)	774
Ideo: Moderate (4)	8% (35)	92% (398)	433
Ideo: Conservative (5-7)	6% (42)	94% (695)	737
Educ: < College	8% (130)	92% (1437)	1567
Educ: Bachelors degree	7% (28)	93% (388)	416
Educ: Post-grad	10% (23)	90% (196)	219
Income: Under 50k	8% (109)	92% (1204)	1314
Income: 50k-100k	8% (51)	92% (580)	632
Income: 100k+	8% (20)	92% (236)	256
Ethnicity: White	7% (123)	93% (1627)	1750

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Table TS1_7: Do you subscribe to the following streaming services?
Sling TV

Demographic	Yes	No	Total N
Adults	8% (180)	92% (2021)	2201
Ethnicity: Hispanic	16% (52)	84% (277)	329
Ethnicity: Afr. Am.	12% (33)	88% (235)	269
Ethnicity: Other	13% (24)	87% (158)	182
Relig: Protestant	8% (41)	92% (475)	516
Relig: Roman Catholic	8% (37)	92% (419)	456
Relig: Ath./Agn./None	7% (46)	93% (584)	630
Relig: Something Else	11% (38)	89% (323)	361
Relig: Jewish	12% (7)	88% (51)	58
Relig: Evangelical	10% (57)	90% (529)	586
Relig: Non-Evang. Catholics	6% (39)	94% (575)	614
Relig: All Christian	8% (96)	92% (1104)	1201
Relig: All Non-Christian	8% (84)	92% (906)	990
Community: Urban	10% (55)	90% (490)	545
Community: Suburban	8% (77)	92% (909)	986
Community: Rural	7% (49)	93% (621)	670
Employ: Private Sector	8% (56)	92% (631)	688
Employ: Government	9% (15)	91% (143)	158
Employ: Self-Employed	12% (24)	88% (176)	200
Employ: Homemaker	12% (24)	88% (179)	203
Employ: Student	11% (13)	89% (105)	118
Employ: Retired	4% (19)	96% (458)	478
Employ: Unemployed	6% (12)	94% (185)	197
Employ: Other	10% (17)	90% (143)	160
Military HH: Yes	11% (43)	89% (354)	398
Military HH: No	8% (137)	92% (1666)	1803
RD/WT: Right Direction	11% (101)	89% (845)	946
RD/WT: Wrong Track	6% (79)	94% (1176)	1255

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Table TS1_7: Do you subscribe to the following streaming services?*Sling TV*

Demographic	Yes	No	Total N
Adults	8% (180)	92% (2021)	2201
Strongly Approve	12% (53)	88% (404)	457
Somewhat Approve	10% (47)	90% (441)	488
Somewhat Disapprove	5% (17)	95% (286)	302
Strongly Disapprove	7% (56)	93% (758)	814
Dont Know / No Opinion	6% (8)	94% (132)	140
#1 Issue: Economy	7% (47)	93% (613)	660
#1 Issue: Security	8% (33)	92% (371)	404
#1 Issue: Health Care	6% (25)	94% (373)	398
#1 Issue: Medicare / Social Security	6% (18)	94% (307)	326
#1 Issue: Women's Issues	13% (13)	87% (85)	98
#1 Issue: Education	17% (25)	83% (124)	149
#1 Issue: Energy	15% (12)	85% (70)	82
#1 Issue: Other	7% (6)	93% (79)	85
2016 Vote: Democrat Hillary Clinton	8% (55)	92% (640)	696
2016 Vote: Republican Donald Trump	9% (69)	91% (704)	773
2016 Vote: Someone else	7% (13)	93% (167)	180
2012 Vote: Barack Obama	9% (74)	91% (789)	862
2012 Vote: Mitt Romney	8% (47)	92% (513)	560
2012 Vote: Other	2% (2)	98% (84)	86
2012 Vote: Didn't Vote	8% (58)	92% (632)	690
4-Region: Northeast	7% (28)	93% (374)	402
4-Region: Midwest	7% (35)	93% (439)	474
4-Region: South	10% (79)	90% (736)	815
4-Region: West	8% (39)	92% (472)	511
Netflix Streaming User: Yes	11% (150)	89% (1158)	1308
Netflix Streaming User: No	3% (31)	97% (862)	893
Streaming Account User User: Yes	11% (180)	89% (1419)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	11% (133)	89% (1061)	1194
Seen/heard/read Letterman's New Show: No	5% (47)	95% (960)	1007

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Table TS1_7: Do you subscribe to the following streaming services?
Sling TV

Demographic	Yes		No		Total N
Adults	8%	(180)	92%	(201)	2201
Watched Letterman: Always	31%	(67)	69%	(147)	214
Watched Letterman: Sometimes	7%	(54)	93%	(723)	777
Watched Letterman: Rarely	5%	(33)	95%	(603)	636
Watched Letterman: Never	5%	(27)	95%	(548)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_8: Do you subscribe to the following streaming services?
 YouTube Red

Demographic	Yes	No	Total N
Adults	15% (325)	85% (1876)	2201
Gender: Male	19% (202)	81% (857)	1060
Gender: Female	11% (123)	89% (1019)	1141
Age: 18-29	25% (115)	75% (353)	468
Age: 30-44	26% (148)	74% (419)	567
Age: 45-54	8% (29)	92% (340)	369
Age: 55-64	7% (29)	93% (371)	399
Age: 65+	1% (4)	99% (393)	398
PID: Dem (no lean)	16% (116)	84% (600)	716
PID: Ind (no lean)	14% (112)	86% (670)	782
PID: Rep (no lean)	14% (97)	86% (606)	703
PID/Gender: Dem Men	22% (72)	78% (257)	329
PID/Gender: Dem Women	11% (44)	89% (342)	387
PID/Gender: Ind Men	17% (63)	83% (304)	367
PID/Gender: Ind Women	12% (49)	88% (366)	415
PID/Gender: Rep Men	19% (68)	81% (296)	363
PID/Gender: Rep Women	9% (29)	91% (311)	340
Tea Party: Supporter	26% (155)	74% (430)	585
Tea Party: Not Supporter	10% (167)	90% (1433)	1601
Ideo: Liberal (1-3)	22% (174)	78% (600)	774
Ideo: Moderate (4)	15% (63)	85% (369)	433
Ideo: Conservative (5-7)	8% (62)	92% (675)	737
Educ: < College	16% (255)	84% (1312)	1567
Educ: Bachelors degree	9% (37)	91% (378)	416
Educ: Post-grad	15% (33)	85% (186)	219
Income: Under 50k	16% (204)	84% (1110)	1314
Income: 50k-100k	13% (84)	87% (548)	632
Income: 100k+	15% (37)	85% (218)	256
Ethnicity: White	11% (201)	89% (1550)	1750

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Table TS1_8: Do you subscribe to the following streaming services?

YouTube Red

Demographic	Yes	No	Total N
Adults	15% (325)	85% (1876)	2201
Ethnicity: Hispanic	27% (90)	73% (239)	329
Ethnicity: Afr. Am.	28% (75)	72% (193)	269
Ethnicity: Other	27% (49)	73% (133)	182
Relig: Protestant	9% (46)	91% (470)	516
Relig: Roman Catholic	15% (66)	85% (390)	456
Relig: Ath./Agn./None	13% (85)	87% (545)	630
Relig: Something Else	26% (94)	74% (267)	361
Relig: Jewish	16% (9)	84% (49)	58
Relig: Evangelical	15% (90)	85% (497)	586
Relig: Non-Evang. Catholics	9% (57)	91% (558)	614
Relig: All Christian	12% (146)	88% (1055)	1201
Relig: All Non-Christian	18% (179)	82% (811)	990
Community: Urban	20% (111)	80% (434)	545
Community: Suburban	12% (116)	88% (870)	986
Community: Rural	15% (98)	85% (572)	670
Employ: Private Sector	17% (116)	83% (571)	688
Employ: Government	23% (36)	77% (122)	158
Employ: Self-Employed	20% (40)	80% (160)	200
Employ: Homemaker	15% (31)	85% (173)	203
Employ: Student	23% (27)	77% (91)	118
Employ: Retired	5% (23)	95% (455)	478
Employ: Unemployed	13% (26)	87% (171)	197
Employ: Other	16% (26)	84% (134)	160
Military HH: Yes	19% (77)	81% (320)	398
Military HH: No	14% (248)	86% (1556)	1803
RD/WT: Right Direction	18% (173)	82% (772)	946
RD/WT: Wrong Track	12% (152)	88% (1104)	1255

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Table TS1_8: Do you subscribe to the following streaming services?*YouTube Red*

Demographic	Yes	No	Total N
Adults	15% (325)	85% (1876)	2201
Strongly Approve	17% (77)	83% (380)	457
Somewhat Approve	16% (76)	84% (411)	488
Somewhat Disapprove	17% (52)	83% (251)	302
Strongly Disapprove	12% (94)	88% (720)	814
Dont Know / No Opinion	19% (26)	81% (114)	140
#1 Issue: Economy	13% (87)	87% (573)	660
#1 Issue: Security	10% (41)	90% (363)	404
#1 Issue: Health Care	17% (69)	83% (329)	398
#1 Issue: Medicare / Social Security	10% (32)	90% (293)	326
#1 Issue: Women's Issues	15% (15)	85% (83)	98
#1 Issue: Education	29% (43)	71% (105)	149
#1 Issue: Energy	32% (26)	68% (56)	82
#1 Issue: Other	14% (12)	86% (73)	85
2016 Vote: Democrat Hillary Clinton	14% (97)	86% (599)	696
2016 Vote: Republican Donald Trump	13% (104)	87% (669)	773
2016 Vote: Someone else	16% (29)	84% (151)	180
2012 Vote: Barack Obama	16% (135)	84% (728)	862
2012 Vote: Mitt Romney	10% (57)	90% (503)	560
2012 Vote: Other	9% (7)	91% (79)	86
2012 Vote: Didn't Vote	18% (126)	82% (564)	690
4-Region: Northeast	11% (46)	89% (356)	402
4-Region: Midwest	17% (80)	83% (394)	474
4-Region: South	16% (130)	84% (685)	815
4-Region: West	14% (69)	86% (442)	511
Netflix Streaming User: Yes	21% (280)	79% (1028)	1308
Netflix Streaming User: No	5% (45)	95% (848)	893
Streaming Account User: Yes	20% (325)	80% (1275)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	22% (265)	78% (928)	1194
Seen/heard/read Letterman's New Show: No	6% (60)	94% (948)	1007

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Table TS1_8: Do you subscribe to the following streaming services?

YouTube Red

Demographic	Yes		No		Total N
Adults	15%	(325)	85%	(1876)	2201
Watched Letterman: Always	48%	(102)	52%	(112)	214
Watched Letterman: Sometimes	16%	(122)	84%	(654)	777
Watched Letterman: Rarely	9%	(57)	91%	(578)	636
Watched Letterman: Never	8%	(44)	92%	(531)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_9: Do you subscribe to the following streaming services?
 Google Play

Demographic	Yes	No	Total N
Adults	24% (538)	76% (1663)	2201
Gender: Male	28% (297)	72% (762)	1060
Gender: Female	21% (241)	79% (901)	1141
Age: 18-29	33% (153)	67% (315)	468
Age: 30-44	38% (216)	62% (351)	567
Age: 45-54	21% (76)	79% (293)	369
Age: 55-64	15% (58)	85% (341)	399
Age: 65+	9% (35)	91% (363)	398
PID: Dem (no lean)	27% (191)	73% (525)	716
PID: Ind (no lean)	24% (184)	76% (598)	782
PID: Rep (no lean)	23% (163)	77% (540)	703
PID/Gender: Dem Men	34% (112)	66% (217)	329
PID/Gender: Dem Women	20% (78)	80% (308)	387
PID/Gender: Ind Men	23% (85)	77% (283)	367
PID/Gender: Ind Women	24% (100)	76% (315)	415
PID/Gender: Rep Men	28% (100)	72% (263)	363
PID/Gender: Rep Women	19% (63)	81% (277)	340
Tea Party: Supporter	35% (204)	65% (381)	585
Tea Party: Not Supporter	21% (329)	79% (1272)	1601
Ideo: Liberal (1-3)	32% (244)	68% (529)	774
Ideo: Moderate (4)	21% (92)	79% (341)	433
Ideo: Conservative (5-7)	19% (138)	81% (599)	737
Educ: < College	28% (432)	72% (1135)	1567
Educ: Bachelors degree	14% (59)	86% (357)	416
Educ: Post-grad	22% (48)	78% (171)	219
Income: Under 50k	27% (361)	73% (952)	1314
Income: 50k-100k	20% (124)	80% (508)	632
Income: 100k+	21% (53)	79% (203)	256
Ethnicity: White	20% (358)	80% (1393)	1750

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Table TS1_9: Do you subscribe to the following streaming services?

Google Play

Demographic	Yes	No	Total N
Adults	24% (538)	76% (1663)	2201
Ethnicity: Hispanic	40% (130)	60% (199)	329
Ethnicity: Afr. Am.	41% (110)	59% (158)	269
Ethnicity: Other	39% (70)	61% (112)	182
Relig: Protestant	19% (97)	81% (419)	516
Relig: Roman Catholic	26% (121)	74% (335)	456
Relig: Ath./Agn./None	24% (150)	76% (479)	630
Relig: Something Else	30% (107)	70% (253)	361
Relig: Jewish	26% (15)	74% (42)	58
Relig: Evangelical	27% (159)	73% (427)	586
Relig: Non-Evang. Catholics	20% (121)	80% (493)	614
Relig: All Christian	23% (280)	77% (920)	1201
Relig: All Non-Christian	26% (258)	74% (733)	990
Community: Urban	31% (171)	69% (374)	545
Community: Suburban	21% (203)	79% (783)	986
Community: Rural	24% (164)	76% (506)	670
Employ: Private Sector	24% (163)	76% (525)	688
Employ: Government	29% (46)	71% (111)	158
Employ: Self-Employed	30% (60)	70% (140)	200
Employ: Homemaker	25% (50)	75% (153)	203
Employ: Student	29% (35)	71% (83)	118
Employ: Retired	15% (72)	85% (406)	478
Employ: Unemployed	26% (52)	74% (145)	197
Employ: Other	37% (60)	63% (100)	160
Military HH: Yes	27% (106)	73% (291)	398
Military HH: No	24% (432)	76% (1372)	1803
RD/WT: Right Direction	28% (265)	72% (680)	946
RD/WT: Wrong Track	22% (273)	78% (982)	1255

Continued on next page

Table TS1_9: Do you subscribe to the following streaming services?*Google Play*

Demographic	Yes	No	Total N
Adults	24% (538)	76% (1663)	2201
Strongly Approve	25% (114)	75% (343)	457
Somewhat Approve	25% (123)	75% (364)	488
Somewhat Disapprove	28% (84)	72% (218)	302
Strongly Disapprove	21% (175)	79% (639)	814
Dont Know / No Opinion	30% (42)	70% (98)	140
#1 Issue: Economy	25% (164)	75% (496)	660
#1 Issue: Security	24% (95)	76% (309)	404
#1 Issue: Health Care	25% (100)	75% (298)	398
#1 Issue: Medicare / Social Security	19% (61)	81% (265)	326
#1 Issue: Women's Issues	20% (20)	80% (78)	98
#1 Issue: Education	36% (54)	64% (95)	149
#1 Issue: Energy	26% (21)	74% (60)	82
#1 Issue: Other	27% (23)	73% (62)	85
2016 Vote: Democrat Hillary Clinton	25% (177)	75% (519)	696
2016 Vote: Republican Donald Trump	21% (165)	79% (608)	773
2016 Vote: Someone else	22% (40)	78% (140)	180
2012 Vote: Barack Obama	25% (213)	75% (649)	862
2012 Vote: Mitt Romney	19% (107)	81% (453)	560
2012 Vote: Other	14% (12)	86% (75)	86
2012 Vote: Didn't Vote	30% (206)	70% (484)	690
4-Region: Northeast	24% (95)	76% (306)	402
4-Region: Midwest	22% (105)	78% (369)	474
4-Region: South	27% (223)	73% (592)	815
4-Region: West	23% (115)	77% (396)	511
Netflix Streaming User: Yes	32% (413)	68% (895)	1308
Netflix Streaming User: No	14% (125)	86% (768)	893
Streaming Account User: Yes	34% (538)	66% (1062)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	31% (375)	69% (818)	1194
Seen/heard/read Letterman's New Show: No	16% (163)	84% (844)	1007

Continued on next page

Table TS1_9: Do you subscribe to the following streaming services?

Google Play

Demographic	Yes	No	Total N
Adults	24% (538)	76% (1663)	2201
Watched Letterman: Always	56% (120)	44% (94)	214
Watched Letterman: Sometimes	24% (189)	76% (588)	777
Watched Letterman: Rarely	18% (116)	82% (520)	636
Watched Letterman: Never	20% (114)	80% (461)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS1_10: Do you subscribe to the following streaming services?

Vudu

Demographic	Yes	No	Total N
Adults	10% (217)	90% (1984)	2201
Gender: Male	12% (129)	88% (931)	1060
Gender: Female	8% (89)	92% (1053)	1141
Age: 18-29	14% (64)	86% (404)	468
Age: 30-44	15% (84)	85% (483)	567
Age: 45-54	12% (44)	88% (325)	369
Age: 55-64	5% (20)	95% (380)	399
Age: 65+	1% (5)	99% (393)	398
PID: Dem (no lean)	9% (63)	91% (653)	716
PID: Ind (no lean)	10% (77)	90% (705)	782
PID: Rep (no lean)	11% (77)	89% (626)	703
PID/Gender: Dem Men	13% (42)	87% (287)	329
PID/Gender: Dem Women	5% (21)	95% (366)	387
PID/Gender: Ind Men	10% (36)	90% (331)	367
PID/Gender: Ind Women	10% (40)	90% (375)	415
PID/Gender: Rep Men	14% (50)	86% (313)	363
PID/Gender: Rep Women	8% (28)	92% (312)	340
Tea Party: Supporter	16% (94)	84% (491)	585
Tea Party: Not Supporter	8% (121)	92% (1479)	1601
Ideo: Liberal (1-3)	15% (116)	85% (658)	774
Ideo: Moderate (4)	5% (22)	95% (410)	433
Ideo: Conservative (5-7)	8% (58)	92% (678)	737
Educ: < College	10% (164)	90% (1402)	1567
Educ: Bachelors degree	7% (30)	93% (386)	416
Educ: Post-grad	11% (23)	89% (196)	219
Income: Under 50k	10% (126)	90% (1188)	1314
Income: 50k-100k	11% (69)	89% (562)	632
Income: 100k+	9% (22)	91% (234)	256
Ethnicity: White	8% (147)	92% (1603)	1750

Continued on next page

Table TS1_10: Do you subscribe to the following streaming services?

Vudu

Demographic	Yes	No	Total N
Adults	10% (217)	90% (1984)	2201
Ethnicity: Hispanic	16% (51)	84% (278)	329
Ethnicity: Afr. Am.	18% (47)	82% (221)	269
Ethnicity: Other	13% (23)	87% (159)	182
Relig: Protestant	10% (52)	90% (464)	516
Relig: Roman Catholic	8% (37)	92% (419)	456
Relig: Ath./Agn./None	11% (68)	89% (562)	630
Relig: Something Else	13% (47)	87% (314)	361
Relig: Jewish	15% (9)	85% (49)	58
Relig: Evangelical	9% (51)	91% (536)	586
Relig: Non-Evang. Catholics	8% (52)	92% (562)	614
Relig: All Christian	9% (102)	91% (1098)	1201
Relig: All Non-Christian	12% (115)	88% (876)	990
Community: Urban	13% (71)	87% (473)	545
Community: Suburban	9% (85)	91% (901)	986
Community: Rural	9% (60)	91% (610)	670
Employ: Private Sector	13% (90)	87% (598)	688
Employ: Government	10% (15)	90% (142)	158
Employ: Self-Employed	14% (29)	86% (171)	200
Employ: Homemaker	14% (28)	86% (175)	203
Employ: Student	7% (9)	93% (109)	118
Employ: Retired	4% (18)	96% (460)	478
Employ: Unemployed	8% (15)	92% (182)	197
Employ: Other	8% (13)	92% (147)	160
Military HH: Yes	15% (58)	85% (340)	398
Military HH: No	9% (159)	91% (1644)	1803
RD/WT: Right Direction	12% (115)	88% (831)	946
RD/WT: Wrong Track	8% (102)	92% (1153)	1255

Continued on next page

Table TS1_10: Do you subscribe to the following streaming services?

Vudu

Demographic	Yes	No	Total N
Adults	10% (217)	90% (1984)	2201
Strongly Approve	12% (54)	88% (403)	457
Somewhat Approve	12% (57)	88% (431)	488
Somewhat Disapprove	8% (23)	92% (279)	302
Strongly Disapprove	8% (68)	92% (746)	814
Dont Know / No Opinion	11% (15)	89% (125)	140
#1 Issue: Economy	11% (74)	89% (586)	660
#1 Issue: Security	9% (36)	91% (369)	404
#1 Issue: Health Care	11% (43)	89% (355)	398
#1 Issue: Medicare / Social Security	4% (13)	96% (312)	326
#1 Issue: Women's Issues	7% (7)	93% (91)	98
#1 Issue: Education	16% (24)	84% (125)	149
#1 Issue: Energy	13% (11)	87% (71)	82
#1 Issue: Other	11% (10)	89% (76)	85
2016 Vote: Democrat Hillary Clinton	9% (65)	91% (630)	696
2016 Vote: Republican Donald Trump	10% (78)	90% (695)	773
2016 Vote: Someone else	8% (15)	92% (165)	180
2012 Vote: Barack Obama	10% (83)	90% (780)	862
2012 Vote: Mitt Romney	10% (55)	90% (505)	560
2012 Vote: Other	9% (7)	91% (79)	86
2012 Vote: Didn't Vote	11% (73)	89% (617)	690
4-Region: Northeast	10% (40)	90% (362)	402
4-Region: Midwest	10% (46)	90% (428)	474
4-Region: South	10% (82)	90% (732)	815
4-Region: West	10% (49)	90% (462)	511
Netflix Streaming User: Yes	14% (177)	86% (1131)	1308
Netflix Streaming User: No	5% (40)	95% (853)	893
Streaming Account User User: Yes	14% (217)	86% (1383)	1600
Streaming Account User: No	— (0)	100% (601)	601
Seen/heard/read Letterman's New Show: Yes	13% (157)	87% (1037)	1194
Seen/heard/read Letterman's New Show: No	6% (60)	94% (947)	1007

Continued on next page

Table TS1_10: Do you subscribe to the following streaming services?

Vudu

Demographic	Yes		No		Total N
Adults	10%	(217)	90%	(1984)	2201
Watched Letterman: Always	27%	(57)	73%	(157)	214
Watched Letterman: Sometimes	11%	(85)	89%	(691)	777
Watched Letterman: Rarely	7%	(42)	93%	(594)	636
Watched Letterman: Never	6%	(33)	94%	(542)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_1: Do you have a favorable or unfavorable view of each of the following streaming services?

Netflix

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	48% (1047)	27% (597)	4% (96)	2% (45)	17% (379)	2% (37)	2201
Gender: Male	45% (478)	28% (297)	5% (53)	2% (25)	18% (188)	2% (18)	1060
Gender: Female	50% (569)	26% (299)	4% (43)	2% (19)	17% (191)	2% (20)	1141
Age: 18-29	62% (291)	23% (106)	4% (20)	2% (11)	5% (21)	4% (19)	468
Age: 30-44	60% (339)	24% (139)	5% (30)	2% (11)	8% (43)	1% (5)	567
Age: 45-54	48% (178)	25% (93)	4% (14)	3% (10)	19% (69)	1% (3)	369
Age: 55-64	36% (142)	32% (127)	3% (12)	2% (9)	27% (108)	— (2)	399
Age: 65+	24% (97)	33% (132)	5% (20)	1% (4)	34% (137)	2% (7)	398
PID: Dem (no lean)	51% (362)	28% (203)	3% (25)	2% (15)	14% (97)	2% (13)	716
PID: Ind (no lean)	48% (375)	26% (203)	4% (32)	2% (17)	18% (143)	1% (11)	782
PID: Rep (no lean)	44% (310)	27% (190)	6% (40)	2% (12)	20% (138)	2% (13)	703
PID/Gender: Dem Men	50% (165)	29% (94)	4% (12)	3% (9)	14% (44)	1% (5)	329
PID/Gender: Dem Women	51% (197)	28% (109)	3% (13)	2% (7)	14% (53)	2% (8)	387
PID/Gender: Ind Men	44% (161)	27% (101)	4% (16)	3% (10)	21% (75)	1% (4)	367
PID/Gender: Ind Women	52% (214)	25% (103)	4% (16)	2% (7)	16% (68)	2% (6)	415
PID/Gender: Rep Men	42% (151)	28% (103)	7% (25)	2% (7)	19% (68)	2% (8)	363
PID/Gender: Rep Women	47% (158)	26% (87)	4% (14)	2% (5)	21% (70)	1% (5)	340
Tea Party: Supporter	52% (303)	25% (145)	6% (33)	2% (12)	15% (85)	1% (7)	585
Tea Party: Not Supporter	46% (739)	28% (446)	4% (63)	2% (33)	18% (290)	2% (30)	1601
Ideo: Liberal (1-3)	56% (431)	26% (202)	4% (34)	2% (15)	10% (77)	2% (16)	774
Ideo: Moderate (4)	44% (191)	28% (123)	5% (22)	2% (7)	20% (86)	1% (4)	433
Ideo: Conservative (5-7)	40% (292)	30% (225)	5% (37)	2% (15)	21% (158)	1% (9)	737
Educ: < College	48% (755)	26% (401)	4% (64)	2% (31)	18% (283)	2% (32)	1567
Educ: Bachelors degree	47% (195)	31% (131)	5% (20)	2% (7)	14% (59)	1% (3)	416
Educ: Post-grad	45% (98)	30% (65)	5% (11)	3% (6)	17% (36)	1% (3)	219
Income: Under 50k	47% (611)	25% (334)	5% (63)	2% (26)	19% (248)	2% (32)	1314
Income: 50k-100k	50% (314)	30% (188)	4% (23)	2% (15)	14% (89)	1% (4)	632
Income: 100k+	48% (123)	29% (75)	4% (10)	1% (4)	16% (42)	1% (2)	256

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Table TS2_1: Do you have a favorable or unfavorable view of each of the following streaming services?

Netflix

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	48% (1047)	27% (597)	4% (96)	2% (45)	17% (379)	2% (37)	2201
Ethnicity: White	46% (811)	28% (482)	5% (79)	2% (31)	19% (326)	1% (21)	1750
Ethnicity: Hispanic	64% (211)	19% (63)	3% (11)	1% (3)	8% (26)	5% (15)	329
Ethnicity: Afr. Am.	52% (141)	25% (67)	3% (9)	4% (11)	13% (34)	2% (6)	269
Ethnicity: Other	52% (95)	26% (48)	4% (8)	2% (3)	10% (18)	5% (10)	182
Relig: Protestant	43% (221)	30% (153)	4% (20)	2% (12)	21% (108)	1% (3)	516
Relig: Roman Catholic	49% (222)	27% (121)	4% (20)	— (2)	17% (79)	2% (11)	456
Relig: Ath./Agn./None	50% (316)	27% (167)	4% (28)	2% (12)	16% (100)	1% (7)	630
Relig: Something Else	48% (173)	27% (98)	5% (18)	3% (11)	14% (52)	3% (10)	361
Relig: Jewish	49% (28)	28% (16)	5% (3)	2% (1)	15% (9)	— (0)	58
Relig: Evangelical	47% (274)	27% (160)	4% (25)	3% (17)	17% (101)	2% (9)	586
Relig: Non-Evang. Catholics	46% (280)	28% (170)	4% (24)	1% (5)	20% (125)	2% (11)	614
Relig: All Christian	46% (554)	27% (330)	4% (49)	2% (22)	19% (226)	2% (20)	1201
Relig: All Non-Christian	49% (488)	27% (265)	5% (45)	2% (23)	15% (152)	2% (17)	990
Community: Urban	52% (284)	22% (120)	5% (27)	2% (11)	16% (88)	3% (14)	545
Community: Suburban	46% (453)	30% (298)	5% (45)	2% (19)	16% (159)	1% (12)	986
Community: Rural	46% (310)	27% (180)	4% (24)	2% (14)	20% (131)	2% (11)	670
Employ: Private Sector	53% (362)	28% (194)	4% (26)	2% (13)	13% (91)	— (2)	688
Employ: Government	55% (87)	28% (44)	4% (6)	2% (3)	11% (17)	— (1)	158
Employ: Self-Employed	47% (94)	27% (54)	7% (15)	3% (7)	14% (28)	1% (2)	200
Employ: Homemaker	55% (112)	21% (42)	6% (13)	2% (3)	14% (29)	2% (4)	203
Employ: Student	65% (76)	22% (27)	4% (4)	1% (1)	4% (5)	4% (5)	118
Employ: Retired	28% (136)	33% (157)	5% (26)	2% (10)	31% (146)	1% (3)	478
Employ: Unemployed	51% (100)	24% (47)	1% (2)	1% (3)	18% (35)	5% (10)	197
Employ: Other	49% (79)	20% (32)	3% (4)	4% (6)	18% (28)	7% (10)	160
Military HH: Yes	42% (168)	27% (108)	5% (18)	4% (16)	21% (83)	1% (4)	398
Military HH: No	49% (879)	27% (489)	4% (78)	2% (29)	16% (295)	2% (33)	1803
RD/WT: Right Direction	47% (440)	26% (249)	5% (48)	2% (22)	18% (171)	2% (15)	946
RD/WT: Wrong Track	48% (607)	28% (348)	4% (48)	2% (22)	17% (207)	2% (22)	1255

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Table TS2_1: Do you have a favorable or unfavorable view of each of the following streaming services?

Netflix

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	48% (1047)	27% (597)	4% (96)	2% (45)	17% (379)	2% (37)	2201
Strongly Approve	48% (221)	21% (97)	5% (24)	3% (14)	20% (92)	2% (8)	457
Somewhat Approve	42% (203)	33% (161)	5% (26)	2% (10)	16% (79)	2% (8)	488
Somewhat Disapprove	41% (125)	37% (111)	6% (17)	2% (6)	14% (42)	— (1)	302
Strongly Disapprove	53% (435)	24% (196)	3% (26)	2% (13)	17% (135)	1% (9)	814
Dont Know / No Opinion	45% (63)	22% (31)	3% (4)	1% (2)	21% (30)	7% (10)	140
#1 Issue: Economy	47% (312)	29% (194)	4% (27)	1% (8)	16% (107)	2% (11)	660
#1 Issue: Security	46% (188)	23% (93)	5% (22)	4% (14)	19% (77)	3% (11)	404
#1 Issue: Health Care	52% (205)	28% (112)	5% (18)	2% (6)	14% (55)	— (2)	398
#1 Issue: Medicare / Social Security	35% (113)	31% (101)	3% (9)	2% (5)	29% (94)	1% (3)	326
#1 Issue: Women's Issues	65% (63)	21% (20)	7% (6)	1% (1)	7% (7)	— (0)	98
#1 Issue: Education	59% (88)	25% (37)	2% (4)	3% (5)	5% (8)	5% (8)	149
#1 Issue: Energy	52% (42)	24% (20)	6% (5)	5% (4)	13% (11)	— (0)	82
#1 Issue: Other	42% (36)	24% (21)	6% (5)	1% (1)	24% (21)	3% (2)	85
2016 Vote: Democrat Hillary Clinton	50% (349)	29% (204)	3% (24)	2% (14)	14% (101)	1% (4)	696
2016 Vote: Republican Donald Trump	40% (306)	29% (222)	5% (41)	3% (23)	22% (169)	2% (12)	773
2016 Vote: Someone else	49% (89)	22% (39)	5% (9)	1% (1)	23% (41)	— (0)	180
2012 Vote: Barack Obama	49% (420)	30% (256)	4% (35)	2% (16)	15% (130)	1% (5)	862
2012 Vote: Mitt Romney	38% (212)	28% (154)	6% (31)	2% (13)	25% (142)	1% (8)	560
2012 Vote: Other	42% (36)	20% (18)	2% (2)	4% (3)	30% (26)	2% (1)	86
2012 Vote: Didn't Vote	55% (379)	24% (168)	4% (28)	2% (12)	12% (80)	3% (23)	690
4-Region: Northeast	45% (181)	34% (137)	3% (14)	1% (5)	15% (59)	1% (6)	402
4-Region: Midwest	48% (226)	25% (119)	3% (16)	2% (11)	21% (99)	1% (4)	474
4-Region: South	46% (378)	26% (208)	5% (43)	3% (26)	17% (136)	3% (24)	815
4-Region: West	51% (263)	26% (132)	5% (24)	1% (4)	17% (84)	1% (4)	511
Netflix Streaming User: Yes	69% (909)	25% (328)	3% (34)	1% (13)	1% (17)	1% (7)	1308
Netflix Streaming User: No	16% (139)	30% (268)	7% (62)	4% (32)	41% (362)	3% (30)	893
Streaming Account User: Yes	61% (981)	27% (435)	4% (63)	2% (28)	5% (80)	1% (13)	1600
Streaming Account User: No	11% (67)	27% (162)	6% (33)	3% (17)	50% (298)	4% (24)	601
Seen/heard/read Letterman's New Show: Yes	51% (612)	27% (328)	6% (66)	2% (26)	13% (150)	1% (11)	1194
Seen/heard/read Letterman's New Show: No	43% (435)	27% (269)	3% (30)	2% (18)	23% (229)	3% (26)	1007

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Table TS2_1: Do you have a favorable or unfavorable view of each of the following streaming services?
Netflix

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	48% (1047)	27% (597)	4% (96)	2% (45)	17% (379)	2% (37)	2201
Watched Letterman: Always	64% (137)	22% (46)	4% (10)	2% (3)	8% (17)	— (1)	214
Watched Letterman: Sometimes	51% (393)	26% (203)	5% (42)	2% (19)	15% (115)	1% (5)	777
Watched Letterman: Rarely	44% (282)	32% (200)	3% (22)	2% (10)	18% (115)	1% (7)	636
Watched Letteman: Never	41% (236)	26% (147)	4% (23)	2% (13)	23% (132)	4% (24)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_4: Do you have a favorable or unfavorable view of each of the following streaming services?

Hulu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (518)	28% (626)	6% (143)	3% (60)	35% (778)	3% (76)	2201
Gender: Male	23% (242)	26% (281)	8% (82)	4% (44)	36% (377)	3% (35)	1060
Gender: Female	24% (276)	30% (345)	5% (61)	1% (16)	35% (401)	4% (42)	1141
Age: 18-29	35% (166)	27% (127)	9% (43)	5% (22)	17% (79)	7% (31)	468
Age: 30-44	32% (180)	30% (170)	5% (28)	2% (14)	28% (159)	3% (16)	567
Age: 45-54	21% (78)	31% (114)	6% (21)	3% (10)	39% (142)	1% (5)	369
Age: 55-64	17% (67)	30% (122)	5% (21)	2% (9)	44% (175)	2% (7)	399
Age: 65+	7% (27)	23% (93)	7% (30)	2% (6)	56% (224)	4% (17)	398
PID: Dem (no lean)	26% (188)	30% (213)	7% (50)	3% (21)	30% (218)	4% (26)	716
PID: Ind (no lean)	23% (181)	28% (216)	7% (53)	3% (21)	37% (287)	3% (23)	782
PID: Rep (no lean)	21% (148)	28% (197)	6% (40)	3% (18)	39% (273)	4% (27)	703
PID/Gender: Dem Men	29% (96)	25% (83)	9% (29)	4% (13)	29% (96)	4% (12)	329
PID/Gender: Dem Women	24% (92)	34% (130)	5% (21)	2% (8)	32% (122)	4% (14)	387
PID/Gender: Ind Men	21% (76)	27% (100)	7% (25)	4% (15)	38% (140)	3% (11)	367
PID/Gender: Ind Women	25% (106)	28% (116)	7% (28)	1% (6)	35% (147)	3% (12)	415
PID/Gender: Rep Men	19% (70)	27% (97)	8% (28)	4% (15)	39% (142)	3% (11)	363
PID/Gender: Rep Women	23% (78)	29% (100)	4% (12)	1% (3)	39% (131)	5% (16)	340
Tea Party: Supporter	35% (203)	29% (172)	5% (30)	2% (14)	26% (153)	2% (13)	585
Tea Party: Not Supporter	19% (311)	28% (450)	7% (113)	3% (46)	39% (618)	4% (63)	1601
Ideo: Liberal (1-3)	30% (235)	30% (235)	7% (58)	3% (23)	25% (194)	4% (29)	774
Ideo: Moderate (4)	20% (86)	28% (121)	7% (32)	3% (13)	39% (170)	3% (11)	433
Ideo: Conservative (5-7)	20% (145)	29% (211)	6% (42)	2% (13)	41% (303)	3% (22)	737
Educ: < College	25% (392)	27% (420)	6% (100)	3% (45)	35% (549)	4% (61)	1567
Educ: Bachelors degree	18% (74)	36% (149)	6% (27)	2% (9)	36% (149)	2% (9)	416
Educ: Post-grad	24% (52)	26% (57)	7% (16)	3% (6)	37% (81)	3% (6)	219
Income: Under 50k	23% (307)	26% (346)	7% (86)	3% (41)	36% (478)	4% (57)	1314
Income: 50k-100k	26% (162)	31% (198)	6% (41)	2% (15)	32% (203)	2% (12)	632
Income: 100k+	19% (49)	32% (81)	6% (16)	2% (4)	38% (97)	3% (8)	256

Continued on next page

Table TS2_4: Do you have a favorable or unfavorable view of each of the following streaming services?

Hulu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (518)	28% (626)	6% (143)	3% (60)	35% (778)	3% (76)	2201
Ethnicity: White	22% (376)	29% (502)	6% (101)	2% (39)	39% (678)	3% (54)	1750
Ethnicity: Hispanic	37% (122)	24% (78)	5% (17)	4% (14)	25% (83)	5% (16)	329
Ethnicity: Afr. Am.	34% (92)	24% (64)	11% (29)	6% (15)	22% (60)	3% (9)	269
Ethnicity: Other	27% (49)	33% (60)	7% (12)	3% (6)	22% (41)	7% (13)	182
Relig: Protestant	21% (110)	31% (158)	6% (29)	3% (14)	38% (196)	2% (9)	516
Relig: Roman Catholic	20% (91)	32% (146)	6% (26)	3% (13)	35% (160)	4% (20)	456
Relig: Ath./Agn./None	27% (172)	24% (149)	7% (42)	3% (16)	36% (229)	3% (21)	630
Relig: Something Else	26% (92)	32% (114)	7% (25)	2% (8)	30% (108)	4% (14)	361
Relig: Jewish	25% (15)	38% (22)	1% (1)	2% (1)	30% (17)	4% (2)	58
Relig: Evangelical	24% (142)	29% (168)	7% (39)	3% (18)	34% (198)	3% (20)	586
Relig: Non-Evang. Catholics	18% (111)	31% (191)	5% (33)	3% (19)	39% (239)	4% (22)	614
Relig: All Christian	21% (253)	30% (360)	6% (73)	3% (37)	36% (437)	3% (41)	1201
Relig: All Non-Christian	27% (265)	27% (263)	7% (67)	2% (23)	34% (337)	4% (35)	990
Community: Urban	27% (149)	27% (145)	7% (36)	2% (11)	33% (181)	4% (22)	545
Community: Suburban	21% (205)	31% (310)	8% (77)	2% (22)	35% (344)	3% (29)	986
Community: Rural	24% (164)	25% (170)	5% (31)	4% (27)	38% (253)	4% (26)	670
Employ: Private Sector	26% (181)	32% (222)	6% (44)	2% (16)	31% (213)	2% (12)	688
Employ: Government	32% (50)	24% (38)	6% (9)	5% (7)	31% (48)	3% (5)	158
Employ: Self-Employed	28% (56)	27% (54)	8% (16)	2% (5)	32% (64)	3% (6)	200
Employ: Homemaker	31% (63)	32% (65)	4% (7)	— (1)	28% (57)	5% (10)	203
Employ: Student	28% (34)	25% (30)	14% (17)	5% (6)	23% (28)	4% (4)	118
Employ: Retired	10% (49)	26% (125)	7% (33)	3% (15)	51% (242)	3% (13)	478
Employ: Unemployed	22% (43)	29% (57)	5% (9)	2% (4)	37% (72)	6% (11)	197
Employ: Other	26% (42)	22% (36)	4% (7)	4% (6)	34% (55)	9% (15)	160
Military HH: Yes	24% (95)	25% (99)	7% (28)	5% (21)	37% (146)	2% (9)	398
Military HH: No	23% (423)	29% (527)	6% (114)	2% (39)	35% (633)	4% (67)	1803
RD/WT: Right Direction	25% (240)	26% (249)	6% (61)	3% (24)	36% (341)	3% (32)	946
RD/WT: Wrong Track	22% (278)	30% (377)	7% (82)	3% (36)	35% (438)	4% (45)	1255

Continued on next page

Table TS2_4: Do you have a favorable or unfavorable view of each of the following streaming services?**Hulu**

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (518)	28% (626)	6% (143)	3% (60)	35% (778)	3% (76)	2201
Strongly Approve	27% (125)	21% (96)	6% (26)	4% (17)	39% (181)	3% (13)	457
Somewhat Approve	19% (94)	32% (156)	7% (32)	3% (16)	35% (173)	4% (18)	488
Somewhat Disapprove	22% (68)	36% (108)	6% (17)	1% (4)	33% (101)	1% (4)	302
Strongly Disapprove	25% (204)	29% (237)	7% (58)	3% (22)	33% (265)	3% (26)	814
Dont Know / No Opinion	19% (26)	20% (28)	7% (10)	1% (1)	42% (59)	11% (15)	140
#1 Issue: Economy	21% (142)	30% (198)	7% (43)	3% (17)	36% (237)	4% (23)	660
#1 Issue: Security	23% (91)	26% (105)	6% (25)	4% (15)	38% (153)	4% (16)	404
#1 Issue: Health Care	22% (88)	35% (137)	9% (36)	3% (11)	29% (117)	2% (8)	398
#1 Issue: Medicare / Social Security	18% (59)	24% (79)	4% (13)	1% (5)	49% (161)	3% (9)	326
#1 Issue: Women's Issues	41% (40)	32% (31)	4% (4)	1% (1)	18% (18)	4% (4)	98
#1 Issue: Education	37% (54)	22% (33)	6% (9)	2% (3)	23% (35)	9% (14)	149
#1 Issue: Energy	34% (28)	27% (22)	6% (5)	8% (6)	24% (20)	1% (1)	82
#1 Issue: Other	19% (16)	23% (19)	9% (7)	2% (2)	45% (38)	3% (3)	85
2016 Vote: Democrat Hillary Clinton	26% (178)	33% (228)	6% (42)	3% (21)	31% (215)	2% (12)	696
2016 Vote: Republican Donald Trump	21% (165)	27% (205)	6% (46)	2% (19)	41% (315)	3% (23)	773
2016 Vote: Someone else	18% (33)	28% (51)	8% (14)	5% (10)	39% (70)	1% (2)	180
2012 Vote: Barack Obama	26% (221)	30% (263)	6% (55)	3% (27)	33% (280)	2% (17)	862
2012 Vote: Mitt Romney	16% (92)	30% (169)	6% (35)	2% (13)	43% (239)	2% (12)	560
2012 Vote: Other	17% (14)	21% (18)	5% (5)	3% (2)	48% (41)	6% (5)	86
2012 Vote: Didn't Vote	28% (191)	25% (175)	7% (49)	3% (17)	31% (216)	6% (42)	690
4-Region: Northeast	20% (81)	33% (134)	5% (22)	2% (9)	35% (140)	4% (14)	402
4-Region: Midwest	24% (113)	29% (138)	5% (25)	3% (14)	37% (175)	2% (8)	474
4-Region: South	25% (202)	25% (205)	7% (60)	3% (23)	35% (284)	5% (41)	815
4-Region: West	24% (122)	29% (148)	7% (36)	3% (15)	35% (178)	2% (13)	511
Netflix Streaming User: Yes	34% (441)	31% (409)	7% (91)	2% (23)	24% (316)	2% (28)	1308
Netflix Streaming User: No	9% (77)	24% (217)	6% (51)	4% (37)	52% (463)	5% (49)	893
Streaming Account User User: Yes	30% (487)	31% (501)	7% (107)	3% (43)	26% (422)	2% (40)	1600
Streaming Account User: No	5% (31)	21% (125)	6% (35)	3% (17)	59% (356)	6% (37)	601
Seen/heard/read Letterman's New Show: Yes	28% (339)	31% (373)	6% (75)	3% (37)	29% (343)	2% (26)	1194
Seen/heard/read Letterman's New Show: No	18% (179)	25% (253)	7% (68)	2% (23)	43% (435)	5% (50)	1007

Continued on next page

Table TS2_4: Do you have a favorable or unfavorable view of each of the following streaming services?

Hulu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	24% (518)	28% (626)	6% (143)	3% (60)	35% (778)	3% (76)	2201
Watched Letterman: Always	48% (102)	27% (58)	5% (11)	2% (5)	16% (33)	2% (4)	214
Watched Letterman: Sometimes	25% (191)	33% (255)	6% (48)	3% (23)	32% (247)	2% (12)	777
Watched Letterman: Rarely	20% (126)	30% (191)	7% (44)	2% (12)	39% (247)	3% (17)	636
Watched Letterman: Never	17% (99)	21% (122)	7% (40)	3% (19)	44% (252)	8% (43)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_5: Do you have a favorable or unfavorable view of each of the following streaming services?

Amazon Prime Instant Video

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (552)	26% (583)	7% (150)	3% (57)	32% (700)	7% (160)	2201
Gender: Male	26% (281)	27% (281)	8% (84)	3% (28)	30% (322)	6% (65)	1060
Gender: Female	24% (271)	26% (302)	6% (66)	3% (29)	33% (379)	8% (94)	1141
Age: 18-29	27% (127)	27% (128)	9% (44)	5% (24)	23% (109)	8% (37)	468
Age: 30-44	35% (199)	28% (159)	8% (43)	2% (13)	21% (121)	6% (31)	567
Age: 45-54	28% (103)	28% (102)	5% (17)	2% (7)	33% (121)	5% (19)	369
Age: 55-64	18% (72)	25% (99)	5% (21)	2% (10)	43% (170)	7% (27)	399
Age: 65+	13% (51)	24% (95)	6% (24)	1% (3)	45% (179)	12% (46)	398
PID: Dem (no lean)	26% (188)	28% (199)	8% (59)	3% (20)	27% (191)	8% (58)	716
PID: Ind (no lean)	23% (180)	26% (203)	6% (48)	3% (25)	34% (269)	7% (57)	782
PID: Rep (no lean)	26% (183)	26% (181)	6% (42)	2% (12)	34% (240)	6% (44)	703
PID/Gender: Dem Men	28% (93)	28% (92)	9% (31)	4% (13)	24% (80)	6% (21)	329
PID/Gender: Dem Women	25% (95)	28% (107)	7% (29)	2% (7)	29% (112)	10% (37)	387
PID/Gender: Ind Men	23% (84)	28% (101)	7% (26)	2% (9)	34% (124)	6% (23)	367
PID/Gender: Ind Women	23% (96)	25% (102)	5% (22)	4% (16)	35% (145)	8% (35)	415
PID/Gender: Rep Men	28% (103)	24% (88)	7% (27)	2% (6)	33% (118)	6% (21)	363
PID/Gender: Rep Women	24% (80)	27% (93)	5% (16)	2% (6)	36% (122)	7% (23)	340
Tea Party: Supporter	35% (207)	26% (150)	7% (39)	2% (11)	26% (153)	4% (25)	585
Tea Party: Not Supporter	21% (341)	27% (431)	7% (111)	3% (46)	34% (538)	8% (135)	1601
Ideo: Liberal (1-3)	32% (247)	28% (218)	7% (56)	4% (34)	23% (179)	5% (41)	774
Ideo: Moderate (4)	21% (93)	27% (115)	9% (37)	1% (6)	34% (147)	8% (35)	433
Ideo: Conservative (5-7)	23% (168)	27% (200)	6% (48)	1% (8)	35% (258)	7% (55)	737
Educ: < College	24% (373)	24% (370)	7% (112)	3% (47)	34% (539)	8% (125)	1567
Educ: Bachelors degree	26% (108)	35% (146)	6% (26)	1% (5)	27% (112)	4% (18)	416
Educ: Post-grad	32% (71)	30% (66)	5% (11)	2% (4)	22% (48)	8% (17)	219
Income: Under 50k	23% (299)	22% (296)	8% (100)	3% (37)	36% (478)	8% (105)	1314
Income: 50k-100k	28% (177)	31% (196)	6% (40)	3% (17)	26% (162)	6% (40)	632
Income: 100k+	30% (76)	36% (92)	4% (10)	1% (3)	24% (61)	6% (15)	256

Continued on next page

Table TS2_5: Do you have a favorable or unfavorable view of each of the following streaming services?
Amazon Prime Instant Video

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (552)	26% (583)	7% (150)	3% (57)	32% (700)	7% (160)	2201
Ethnicity: White	24% (417)	26% (460)	6% (112)	3% (51)	34% (592)	7% (118)	1750
Ethnicity: Hispanic	32% (104)	24% (79)	8% (28)	3% (9)	24% (80)	9% (30)	329
Ethnicity: Afr. Am.	29% (79)	27% (72)	7% (20)	1% (4)	26% (71)	9% (24)	269
Ethnicity: Other	30% (55)	28% (51)	10% (18)	1% (2)	21% (38)	10% (18)	182
Relig: Protestant	23% (119)	29% (148)	6% (32)	2% (13)	33% (168)	7% (36)	516
Relig: Roman Catholic	28% (129)	28% (129)	7% (33)	2% (7)	28% (126)	7% (31)	456
Relig: Ath./Agn./None	24% (152)	25% (159)	6% (40)	3% (18)	33% (209)	8% (51)	630
Relig: Something Else	28% (102)	24% (88)	7% (25)	2% (7)	32% (114)	7% (24)	361
Relig: Jewish	34% (20)	28% (16)	1% (1)	— (0)	30% (17)	7% (4)	58
Relig: Evangelical	24% (140)	27% (160)	7% (41)	4% (22)	32% (189)	6% (36)	586
Relig: Non-Evang. Catholics	25% (154)	28% (173)	7% (42)	2% (10)	31% (187)	8% (48)	614
Relig: All Christian	24% (293)	28% (333)	7% (82)	3% (32)	31% (376)	7% (84)	1201
Relig: All Non-Christian	26% (254)	25% (247)	7% (65)	3% (25)	33% (323)	8% (76)	990
Community: Urban	25% (135)	24% (131)	10% (53)	4% (20)	30% (162)	8% (43)	545
Community: Suburban	24% (241)	30% (297)	6% (60)	2% (23)	31% (307)	6% (58)	986
Community: Rural	26% (175)	23% (155)	5% (37)	2% (14)	34% (231)	9% (59)	670
Employ: Private Sector	32% (220)	32% (217)	6% (38)	2% (16)	23% (158)	5% (38)	688
Employ: Government	29% (46)	33% (53)	8% (12)	2% (3)	26% (40)	2% (3)	158
Employ: Self-Employed	24% (49)	25% (51)	8% (16)	1% (3)	35% (70)	5% (11)	200
Employ: Homemaker	29% (60)	26% (52)	5% (10)	3% (5)	31% (63)	6% (13)	203
Employ: Student	18% (21)	30% (36)	14% (16)	3% (4)	28% (33)	6% (7)	118
Employ: Retired	16% (76)	23% (110)	7% (35)	2% (9)	43% (205)	9% (43)	478
Employ: Unemployed	21% (41)	21% (41)	7% (14)	4% (8)	37% (74)	10% (19)	197
Employ: Other	25% (40)	14% (23)	4% (7)	6% (10)	35% (56)	16% (26)	160
Military HH: Yes	26% (103)	28% (111)	9% (35)	2% (7)	28% (111)	8% (31)	398
Military HH: No	25% (449)	26% (472)	6% (115)	3% (50)	33% (589)	7% (128)	1803
RD/WT: Right Direction	27% (252)	24% (231)	6% (61)	2% (20)	33% (316)	7% (66)	946
RD/WT: Wrong Track	24% (300)	28% (352)	7% (89)	3% (36)	31% (384)	7% (94)	1255

Continued on next page

Table TS2_5: Do you have a favorable or unfavorable view of each of the following streaming services?*Amazon Prime Instant Video*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (552)	26% (583)	7% (150)	3% (57)	32% (700)	7% (160)	2201
Strongly Approve	31% (142)	18% (81)	7% (31)	2% (11)	36% (163)	6% (29)	457
Somewhat Approve	21% (105)	33% (159)	7% (32)	2% (10)	31% (150)	7% (32)	488
Somewhat Disapprove	18% (55)	34% (102)	11% (32)	2% (5)	31% (94)	5% (15)	302
Strongly Disapprove	28% (229)	27% (220)	6% (46)	3% (24)	29% (235)	7% (61)	814
Dont Know / No Opinion	15% (21)	16% (22)	7% (9)	5% (6)	42% (58)	16% (23)	140
#1 Issue: Economy	26% (170)	30% (200)	7% (46)	2% (16)	29% (192)	5% (35)	660
#1 Issue: Security	22% (87)	25% (103)	6% (23)	2% (9)	37% (151)	8% (32)	404
#1 Issue: Health Care	26% (104)	29% (114)	10% (40)	2% (10)	27% (107)	6% (22)	398
#1 Issue: Medicare / Social Security	19% (63)	20% (64)	6% (19)	1% (4)	44% (144)	10% (32)	326
#1 Issue: Women's Issues	31% (31)	29% (28)	8% (7)	3% (3)	26% (25)	3% (3)	98
#1 Issue: Education	31% (46)	20% (30)	3% (5)	8% (12)	28% (42)	9% (14)	149
#1 Issue: Energy	43% (35)	27% (22)	5% (4)	1% (1)	19% (16)	4% (3)	82
#1 Issue: Other	18% (15)	25% (21)	6% (5)	4% (3)	27% (23)	21% (18)	85
2016 Vote: Democrat Hillary Clinton	28% (197)	30% (207)	6% (43)	2% (11)	27% (189)	7% (49)	696
2016 Vote: Republican Donald Trump	24% (189)	26% (200)	6% (50)	2% (17)	35% (269)	6% (48)	773
2016 Vote: Someone else	31% (57)	25% (44)	6% (11)	3% (6)	32% (58)	2% (4)	180
2012 Vote: Barack Obama	28% (245)	29% (247)	7% (61)	2% (17)	27% (232)	7% (60)	862
2012 Vote: Mitt Romney	23% (129)	27% (153)	6% (35)	2% (11)	35% (197)	6% (35)	560
2012 Vote: Other	25% (21)	19% (16)	4% (4)	1% (1)	45% (39)	5% (4)	86
2012 Vote: Didn't Vote	23% (156)	24% (167)	7% (49)	4% (27)	33% (230)	9% (61)	690
4-Region: Northeast	25% (99)	29% (118)	7% (29)	2% (7)	32% (127)	5% (21)	402
4-Region: Midwest	24% (111)	26% (123)	7% (31)	3% (15)	34% (162)	6% (30)	474
4-Region: South	25% (201)	25% (206)	7% (58)	3% (22)	31% (251)	9% (77)	815
4-Region: West	27% (140)	26% (135)	6% (31)	3% (13)	31% (160)	6% (32)	511
Netflix Streaming User: Yes	35% (453)	31% (402)	6% (78)	2% (32)	22% (291)	4% (52)	1308
Netflix Streaming User: No	11% (99)	20% (181)	8% (71)	3% (25)	46% (409)	12% (108)	893
Streaming Account User User: Yes	33% (535)	30% (486)	6% (104)	3% (43)	23% (365)	4% (67)	1600
Streaming Account User: No	3% (17)	16% (97)	8% (46)	2% (14)	56% (335)	15% (93)	601
Seen/heard/read Letterman's New Show: Yes	32% (377)	29% (344)	8% (90)	2% (27)	25% (299)	5% (56)	1194
Seen/heard/read Letterman's New Show: No	17% (175)	24% (239)	6% (59)	3% (29)	40% (401)	10% (104)	1007

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Table TS2_5: Do you have a favorable or unfavorable view of each of the following streaming services?
Amazon Prime Instant Video

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	25% (552)	26% (583)	7% (150)	3% (57)	32% (700)	7% (160)	2201
Watched Letterman: Always	54% (116)	21% (45)	4% (9)	1% (2)	16% (35)	3% (6)	214
Watched Letterman: Sometimes	29% (222)	31% (239)	7% (57)	2% (17)	26% (203)	5% (39)	777
Watched Letterman: Rarely	20% (128)	28% (178)	8% (50)	3% (18)	34% (218)	7% (43)	636
Watched Letterman: Never	15% (86)	21% (121)	6% (33)	3% (20)	42% (244)	12% (71)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_6: Do you have a favorable or unfavorable view of each of the following streaming services?
HBO Go / HBO NOW

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (365)	22% (495)	8% (165)	5% (103)	41% (904)	8% (170)	2201
Gender: Male	19% (202)	22% (230)	9% (99)	5% (55)	39% (418)	5% (55)	1060
Gender: Female	14% (163)	23% (264)	6% (66)	4% (48)	43% (486)	10% (115)	1141
Age: 18-29	24% (112)	19% (88)	10% (47)	6% (27)	32% (150)	9% (43)	468
Age: 30-44	25% (141)	27% (153)	5% (29)	5% (29)	33% (187)	5% (28)	567
Age: 45-54	14% (51)	23% (86)	8% (30)	4% (15)	45% (167)	6% (20)	369
Age: 55-64	11% (43)	20% (79)	9% (34)	5% (20)	48% (194)	7% (29)	399
Age: 65+	4% (16)	23% (90)	6% (25)	3% (12)	52% (207)	12% (48)	398
PID: Dem (no lean)	20% (144)	23% (166)	8% (58)	4% (32)	37% (262)	7% (53)	716
PID: Ind (no lean)	14% (112)	23% (178)	7% (56)	4% (33)	44% (340)	8% (63)	782
PID: Rep (no lean)	15% (108)	21% (151)	7% (51)	5% (38)	43% (302)	8% (53)	703
PID/Gender: Dem Men	22% (72)	24% (79)	10% (34)	6% (19)	33% (109)	5% (16)	329
PID/Gender: Dem Women	19% (72)	23% (88)	6% (24)	3% (13)	40% (153)	10% (37)	387
PID/Gender: Ind Men	16% (58)	22% (79)	9% (32)	6% (20)	43% (160)	5% (18)	367
PID/Gender: Ind Women	13% (54)	24% (99)	6% (24)	3% (12)	44% (181)	11% (45)	415
PID/Gender: Rep Men	20% (71)	20% (73)	9% (33)	4% (16)	41% (150)	6% (20)	363
PID/Gender: Rep Women	11% (37)	23% (78)	5% (18)	7% (22)	45% (152)	10% (33)	340
Tea Party: Supporter	23% (137)	24% (139)	10% (57)	5% (31)	33% (192)	5% (29)	585
Tea Party: Not Supporter	14% (224)	22% (352)	7% (108)	4% (71)	44% (705)	9% (140)	1601
Ideo: Liberal (1-3)	24% (189)	27% (212)	7% (57)	4% (30)	31% (244)	5% (42)	774
Ideo: Moderate (4)	15% (63)	22% (93)	9% (38)	4% (19)	42% (181)	9% (38)	433
Ideo: Conservative (5-7)	10% (77)	21% (154)	8% (58)	5% (38)	47% (349)	8% (61)	737
Educ: < College	15% (242)	21% (336)	8% (121)	5% (81)	42% (655)	8% (132)	1567
Educ: Bachelors degree	18% (74)	26% (108)	7% (29)	3% (14)	41% (171)	5% (20)	416
Educ: Post-grad	22% (49)	23% (51)	7% (16)	4% (8)	35% (77)	8% (18)	219
Income: Under 50k	14% (185)	21% (278)	8% (106)	5% (67)	42% (554)	9% (123)	1314
Income: 50k-100k	20% (129)	23% (146)	7% (43)	5% (31)	39% (244)	6% (38)	632
Income: 100k+	20% (51)	27% (70)	6% (16)	2% (4)	42% (106)	3% (8)	256

Continued on next page

Table TS2_6: Do you have a favorable or unfavorable view of each of the following streaming services?
HBO Go / HBO NOW

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (365)	22% (495)	8% (165)	5% (103)	41% (904)	8% (170)	2201
Ethnicity: White	14% (240)	22% (391)	7% (126)	5% (81)	44% (770)	8% (143)	1750
Ethnicity: Hispanic	30% (99)	22% (73)	7% (21)	6% (21)	28% (93)	7% (22)	329
Ethnicity: Afr. Am.	29% (79)	22% (59)	9% (24)	4% (12)	31% (83)	4% (12)	269
Ethnicity: Other	25% (46)	25% (45)	8% (15)	6% (10)	28% (50)	8% (15)	182
Relig: Protestant	14% (74)	24% (126)	7% (38)	4% (19)	43% (220)	7% (38)	516
Relig: Roman Catholic	17% (79)	27% (123)	7% (33)	5% (22)	38% (172)	6% (27)	456
Relig: Ath./Agn./None	17% (104)	21% (135)	8% (50)	3% (20)	42% (263)	9% (57)	630
Relig: Something Else	21% (75)	19% (69)	6% (22)	5% (18)	42% (151)	7% (26)	361
Relig: Jewish	22% (13)	27% (15)	4% (2)	1% (1)	43% (25)	4% (2)	58
Relig: Evangelical	15% (85)	23% (135)	9% (50)	6% (36)	41% (239)	7% (40)	586
Relig: Non-Evang. Catholics	16% (95)	25% (155)	7% (43)	4% (27)	41% (249)	7% (45)	614
Relig: All Christian	15% (181)	24% (291)	8% (93)	5% (63)	41% (489)	7% (85)	1201
Relig: All Non-Christian	18% (179)	21% (204)	7% (72)	4% (38)	42% (414)	8% (83)	990
Community: Urban	19% (105)	25% (135)	8% (44)	5% (25)	38% (208)	5% (28)	545
Community: Suburban	17% (167)	25% (247)	7% (68)	3% (33)	41% (400)	7% (71)	986
Community: Rural	14% (93)	17% (113)	8% (53)	7% (44)	44% (296)	11% (72)	670
Employ: Private Sector	21% (144)	27% (185)	8% (52)	4% (29)	35% (243)	5% (34)	688
Employ: Government	21% (34)	25% (40)	6% (9)	5% (8)	38% (61)	4% (7)	158
Employ: Self-Employed	20% (40)	23% (47)	8% (16)	4% (8)	37% (75)	7% (14)	200
Employ: Homemaker	16% (33)	20% (40)	6% (12)	3% (7)	44% (89)	11% (22)	203
Employ: Student	21% (24)	18% (21)	9% (11)	7% (9)	38% (45)	7% (8)	118
Employ: Retired	10% (46)	19% (93)	7% (35)	4% (17)	50% (239)	10% (49)	478
Employ: Unemployed	11% (22)	18% (35)	6% (12)	7% (14)	49% (95)	9% (18)	197
Employ: Other	13% (22)	21% (34)	12% (19)	7% (11)	36% (58)	11% (17)	160
Military HH: Yes	17% (66)	21% (83)	8% (32)	6% (24)	40% (158)	8% (34)	398
Military HH: No	17% (298)	23% (411)	7% (133)	4% (79)	41% (745)	8% (136)	1803
RD/WT: Right Direction	19% (177)	21% (196)	8% (77)	4% (40)	39% (373)	9% (82)	946
RD/WT: Wrong Track	15% (188)	24% (298)	7% (88)	5% (63)	42% (531)	7% (87)	1255

Continued on next page

Table TS2_6: Do you have a favorable or unfavorable view of each of the following streaming services?

HBO Go / HBO NOW

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (365)	22% (495)	8% (165)	5% (103)	41% (904)	8% (170)	2201
Strongly Approve	22% (99)	17% (78)	8% (37)	6% (27)	39% (178)	8% (38)	457
Somewhat Approve	12% (61)	25% (121)	8% (41)	5% (26)	40% (195)	9% (44)	488
Somewhat Disapprove	14% (43)	25% (76)	8% (25)	3% (9)	43% (130)	7% (20)	302
Strongly Disapprove	19% (153)	24% (194)	7% (54)	4% (33)	40% (329)	6% (50)	814
Dont Know / No Opinion	6% (9)	19% (27)	6% (8)	6% (8)	51% (72)	12% (17)	140
#1 Issue: Economy	16% (104)	23% (154)	8% (54)	4% (25)	42% (276)	7% (46)	660
#1 Issue: Security	16% (63)	21% (86)	9% (36)	6% (22)	42% (171)	7% (26)	404
#1 Issue: Health Care	17% (69)	26% (105)	7% (27)	4% (18)	39% (156)	6% (23)	398
#1 Issue: Medicare / Social Security	11% (36)	21% (68)	5% (17)	3% (10)	49% (160)	10% (34)	326
#1 Issue: Women's Issues	19% (19)	23% (22)	6% (6)	6% (6)	39% (38)	7% (7)	98
#1 Issue: Education	26% (38)	19% (28)	8% (13)	5% (7)	32% (47)	10% (15)	149
#1 Issue: Energy	27% (22)	17% (14)	4% (3)	11% (9)	32% (26)	9% (7)	82
#1 Issue: Other	15% (13)	21% (18)	10% (8)	5% (4)	35% (30)	14% (12)	85
2016 Vote: Democrat Hillary Clinton	22% (152)	27% (187)	6% (40)	3% (20)	37% (260)	5% (38)	696
2016 Vote: Republican Donald Trump	13% (103)	21% (160)	8% (63)	6% (43)	43% (334)	9% (70)	773
2016 Vote: Someone else	13% (23)	28% (51)	8% (15)	6% (11)	41% (73)	4% (7)	180
2012 Vote: Barack Obama	19% (166)	27% (229)	7% (57)	4% (33)	38% (324)	6% (54)	862
2012 Vote: Mitt Romney	12% (68)	22% (122)	8% (45)	5% (26)	46% (256)	8% (43)	560
2012 Vote: Other	10% (9)	20% (18)	6% (5)	4% (4)	52% (45)	8% (7)	86
2012 Vote: Didn't Vote	18% (122)	18% (126)	8% (58)	6% (41)	40% (277)	10% (66)	690
4-Region: Northeast	18% (71)	24% (97)	9% (37)	4% (14)	38% (153)	7% (29)	402
4-Region: Midwest	15% (72)	22% (106)	7% (32)	4% (21)	42% (201)	9% (42)	474
4-Region: South	16% (128)	23% (186)	8% (64)	5% (42)	41% (332)	8% (62)	815
4-Region: West	18% (93)	21% (107)	6% (31)	5% (26)	42% (217)	7% (37)	511
Netflix Streaming User: Yes	22% (292)	27% (348)	7% (98)	4% (55)	35% (456)	4% (58)	1308
Netflix Streaming User: No	8% (73)	16% (147)	8% (67)	5% (48)	50% (448)	12% (111)	893
Streaming Account User User: Yes	22% (344)	26% (412)	8% (121)	5% (80)	36% (569)	5% (74)	1600
Streaming Account User: No	3% (20)	14% (83)	7% (44)	4% (23)	56% (335)	16% (96)	601
Seen/heard/read Letterman's New Show: Yes	23% (269)	25% (304)	8% (95)	5% (63)	33% (396)	5% (65)	1194
Seen/heard/read Letterman's New Show: No	9% (95)	19% (191)	7% (70)	4% (40)	50% (508)	10% (104)	1007

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Table TS2_6: Do you have a favorable or unfavorable view of each of the following streaming services?
HBO Go / HBO NOW

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	17% (365)	22% (495)	8% (165)	5% (103)	41% (904)	8% (170)	2201
Watched Letterman: Always	43% (93)	24% (52)	9% (18)	3% (6)	18% (38)	3% (6)	214
Watched Letterman: Sometimes	19% (149)	28% (216)	8% (61)	4% (33)	37% (286)	4% (31)	777
Watched Letterman: Rarely	12% (75)	21% (131)	8% (52)	5% (35)	46% (295)	8% (49)	636
Watched Letterman: Never	8% (48)	17% (95)	6% (34)	5% (29)	50% (285)	15% (84)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_7: Do you have a favorable or unfavorable view of each of the following streaming services?
Sling TV

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (216)	17% (384)	7% (146)	4% (80)	46% (1010)	17% (364)	2201
Gender: Male	12% (126)	19% (206)	9% (91)	5% (49)	45% (472)	11% (115)	1060
Gender: Female	8% (90)	16% (178)	5% (55)	3% (31)	47% (539)	22% (249)	1141
Age: 18-29	13% (63)	14% (65)	10% (46)	7% (33)	33% (154)	23% (107)	468
Age: 30-44	17% (96)	22% (126)	6% (34)	4% (23)	39% (221)	12% (69)	567
Age: 45-54	7% (27)	19% (70)	9% (33)	3% (10)	49% (181)	13% (49)	369
Age: 55-64	6% (22)	17% (68)	4% (17)	3% (10)	58% (231)	13% (50)	399
Age: 65+	2% (8)	14% (55)	4% (16)	1% (5)	56% (224)	23% (90)	398
PID: Dem (no lean)	10% (74)	18% (126)	7% (52)	4% (26)	43% (308)	18% (131)	716
PID: Ind (no lean)	7% (59)	17% (130)	6% (49)	4% (30)	50% (388)	16% (127)	782
PID: Rep (no lean)	12% (84)	18% (129)	6% (45)	3% (25)	45% (315)	15% (107)	703
PID/Gender: Dem Men	15% (48)	19% (64)	10% (32)	4% (14)	43% (140)	9% (31)	329
PID/Gender: Dem Women	7% (26)	16% (62)	5% (19)	3% (12)	43% (168)	26% (100)	387
PID/Gender: Ind Men	8% (29)	20% (73)	8% (29)	5% (19)	47% (174)	12% (44)	367
PID/Gender: Ind Women	7% (30)	14% (57)	5% (21)	3% (11)	51% (214)	20% (83)	415
PID/Gender: Rep Men	13% (49)	19% (70)	8% (30)	5% (17)	43% (158)	11% (40)	363
PID/Gender: Rep Women	10% (35)	17% (59)	4% (15)	2% (7)	46% (158)	20% (66)	340
Tea Party: Supporter	20% (118)	21% (121)	7% (40)	5% (31)	34% (198)	13% (76)	585
Tea Party: Not Supporter	6% (95)	16% (260)	7% (105)	3% (48)	50% (805)	18% (286)	1601
Ideo: Liberal (1-3)	13% (101)	19% (147)	9% (70)	4% (34)	39% (303)	15% (119)	774
Ideo: Moderate (4)	10% (45)	15% (66)	6% (25)	4% (18)	49% (213)	15% (66)	433
Ideo: Conservative (5-7)	7% (52)	20% (144)	6% (44)	2% (18)	50% (366)	15% (112)	737
Educ: < College	11% (165)	16% (246)	7% (104)	4% (58)	46% (716)	18% (276)	1567
Educ: Bachelors degree	7% (28)	21% (89)	7% (28)	4% (17)	49% (202)	12% (52)	416
Educ: Post-grad	10% (22)	22% (49)	7% (14)	2% (5)	42% (92)	17% (37)	219
Income: Under 50k	9% (123)	16% (208)	7% (97)	4% (55)	44% (572)	20% (259)	1314
Income: 50k-100k	11% (68)	19% (121)	6% (37)	3% (19)	50% (313)	12% (73)	632
Income: 100k+	10% (25)	21% (55)	4% (11)	3% (7)	49% (125)	13% (32)	256

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Table TS2_7: Do you have a favorable or unfavorable view of each of the following streaming services?
Sling TV

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (216)	17% (384)	7% (146)	4% (80)	46% (1010)	17% (364)	2201
Ethnicity: White	8% (148)	17% (299)	6% (104)	3% (51)	49% (862)	16% (286)	1750
Ethnicity: Hispanic	19% (63)	15% (48)	10% (32)	4% (14)	34% (113)	18% (60)	329
Ethnicity: Afr. Am.	17% (46)	19% (52)	9% (26)	9% (24)	30% (80)	15% (41)	269
Ethnicity: Other	12% (21)	18% (33)	9% (17)	3% (5)	37% (68)	21% (38)	182
Relig: Protestant	10% (53)	20% (103)	6% (31)	3% (13)	48% (249)	13% (66)	516
Relig: Roman Catholic	8% (38)	21% (96)	7% (31)	3% (13)	44% (201)	17% (76)	456
Relig: Ath./Agn./None	8% (53)	15% (92)	5% (30)	4% (28)	48% (299)	20% (127)	630
Relig: Something Else	15% (53)	17% (60)	7% (24)	3% (10)	41% (149)	18% (65)	361
Relig: Jewish	18% (10)	13% (7)	2% (1)	— (0)	47% (27)	20% (11)	58
Relig: Evangelical	12% (68)	19% (113)	7% (38)	5% (28)	45% (264)	13% (74)	586
Relig: Non-Evang. Catholics	7% (42)	19% (119)	8% (46)	2% (15)	48% (295)	16% (98)	614
Relig: All Christian	9% (110)	19% (232)	7% (85)	4% (43)	47% (559)	14% (172)	1201
Relig: All Non-Christian	11% (106)	15% (152)	5% (54)	4% (38)	45% (448)	19% (192)	990
Community: Urban	11% (58)	18% (100)	6% (30)	4% (24)	43% (235)	18% (97)	545
Community: Suburban	9% (91)	20% (197)	7% (65)	3% (34)	45% (445)	16% (154)	986
Community: Rural	10% (67)	13% (86)	8% (50)	3% (22)	49% (331)	17% (113)	670
Employ: Private Sector	10% (71)	22% (150)	7% (51)	4% (25)	44% (305)	12% (86)	688
Employ: Government	14% (22)	16% (25)	7% (11)	5% (7)	40% (63)	18% (29)	158
Employ: Self-Employed	14% (29)	18% (37)	4% (9)	4% (8)	47% (93)	12% (25)	200
Employ: Homemaker	12% (24)	19% (39)	3% (7)	3% (5)	45% (92)	18% (36)	203
Employ: Student	11% (13)	12% (14)	12% (14)	8% (9)	30% (36)	27% (32)	118
Employ: Retired	4% (20)	15% (70)	7% (32)	2% (10)	55% (262)	17% (83)	478
Employ: Unemployed	11% (21)	12% (25)	9% (18)	2% (4)	43% (85)	22% (44)	197
Employ: Other	9% (15)	15% (25)	3% (5)	8% (13)	46% (74)	18% (29)	160
Military HH: Yes	13% (50)	15% (59)	7% (28)	4% (15)	43% (172)	19% (74)	398
Military HH: No	9% (166)	18% (326)	7% (118)	4% (65)	46% (838)	16% (290)	1803
RD/WT: Right Direction	13% (127)	19% (184)	6% (61)	3% (33)	42% (395)	15% (146)	946
RD/WT: Wrong Track	7% (89)	16% (200)	7% (85)	4% (47)	49% (616)	17% (218)	1255

Continued on next page

Table TS2_7: Do you have a favorable or unfavorable view of each of the following streaming services?
Sling TV

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (216)	17% (384)	7% (146)	4% (80)	46% (1010)	17% (364)	2201
Strongly Approve	17% (76)	15% (71)	6% (29)	4% (19)	44% (200)	14% (62)	457
Somewhat Approve	9% (42)	22% (106)	8% (41)	3% (17)	41% (202)	16% (80)	488
Somewhat Disapprove	8% (24)	22% (65)	6% (18)	4% (11)	44% (134)	17% (50)	302
Strongly Disapprove	8% (69)	16% (130)	6% (50)	3% (26)	50% (404)	16% (134)	814
Dont Know / No Opinion	3% (5)	9% (12)	6% (8)	5% (8)	50% (70)	27% (37)	140
#1 Issue: Economy	8% (51)	17% (115)	7% (48)	4% (27)	47% (312)	16% (107)	660
#1 Issue: Security	12% (47)	15% (62)	7% (27)	3% (13)	47% (192)	16% (64)	404
#1 Issue: Health Care	10% (38)	21% (82)	7% (29)	3% (13)	44% (175)	15% (60)	398
#1 Issue: Medicare / Social Security	9% (28)	18% (59)	4% (13)	1% (4)	54% (175)	14% (47)	326
#1 Issue: Women's Issues	8% (8)	19% (19)	7% (7)	2% (2)	40% (39)	23% (23)	98
#1 Issue: Education	13% (19)	19% (29)	6% (9)	8% (12)	31% (46)	23% (34)	149
#1 Issue: Energy	21% (18)	15% (12)	10% (8)	5% (4)	33% (27)	15% (12)	82
#1 Issue: Other	7% (6)	9% (7)	5% (4)	7% (6)	52% (45)	21% (18)	85
2016 Vote: Democrat Hillary Clinton	10% (71)	20% (143)	6% (39)	3% (24)	45% (313)	15% (107)	696
2016 Vote: Republican Donald Trump	11% (84)	18% (137)	6% (49)	3% (24)	47% (361)	15% (118)	773
2016 Vote: Someone else	6% (10)	18% (32)	10% (19)	4% (8)	48% (86)	14% (25)	180
2012 Vote: Barack Obama	11% (93)	21% (179)	7% (62)	3% (27)	44% (376)	15% (126)	862
2012 Vote: Mitt Romney	9% (52)	18% (101)	6% (32)	3% (17)	49% (274)	15% (85)	560
2012 Vote: Other	6% (5)	15% (13)	5% (4)	1% (1)	56% (48)	17% (14)	86
2012 Vote: Didn't Vote	10% (66)	13% (92)	7% (49)	5% (35)	45% (310)	20% (139)	690
4-Region: Northeast	6% (23)	19% (75)	5% (22)	4% (17)	49% (197)	17% (68)	402
4-Region: Midwest	12% (55)	17% (82)	7% (32)	3% (16)	47% (222)	14% (67)	474
4-Region: South	12% (101)	16% (133)	7% (55)	4% (34)	45% (364)	16% (128)	815
4-Region: West	7% (37)	18% (94)	7% (37)	3% (14)	45% (228)	20% (101)	511
Netflix Streaming User: Yes	13% (172)	20% (255)	7% (96)	4% (53)	42% (551)	14% (181)	1308
Netflix Streaming User: No	5% (44)	14% (129)	6% (50)	3% (27)	51% (460)	21% (184)	893
Streaming Account User User: Yes	13% (204)	20% (314)	8% (122)	4% (64)	42% (673)	14% (223)	1600
Streaming Account User: No	2% (12)	12% (71)	4% (24)	3% (16)	56% (337)	23% (141)	601
Seen/heard/read Letterman's New Show: Yes	13% (160)	20% (244)	9% (106)	4% (50)	40% (477)	13% (156)	1194
Seen/heard/read Letterman's New Show: No	6% (55)	14% (140)	4% (40)	3% (30)	53% (533)	21% (208)	1007

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Table TS2_7: Do you have a favorable or unfavorable view of each of the following streaming services?
Sling TV

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (216)	17% (384)	7% (146)	4% (80)	46% (1010)	17% (364)	2201
Watched Letterman: Always	39% (83)	24% (52)	7% (15)	2% (4)	20% (43)	8% (17)	214
Watched Letterman: Sometimes	9% (68)	22% (168)	8% (64)	4% (33)	44% (344)	13% (99)	777
Watched Letterman: Rarely	6% (37)	17% (107)	7% (47)	3% (20)	50% (321)	16% (104)	636
Watched Letterman: Never	5% (28)	10% (57)	3% (20)	4% (24)	53% (303)	25% (143)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_8: Do you have a favorable or unfavorable view of each of the following streaming services?

YouTube Red

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (308)	17% (373)	7% (158)	4% (84)	43% (957)	15% (321)	2201
Gender: Male	19% (197)	17% (181)	10% (102)	4% (42)	40% (419)	11% (118)	1060
Gender: Female	10% (111)	17% (192)	5% (57)	4% (42)	47% (537)	18% (203)	1141
Age: 18-29	24% (114)	17% (82)	11% (53)	7% (34)	32% (149)	8% (36)	468
Age: 30-44	22% (125)	21% (117)	8% (44)	4% (23)	37% (209)	9% (49)	567
Age: 45-54	10% (37)	16% (60)	10% (35)	3% (11)	50% (183)	11% (42)	369
Age: 55-64	7% (29)	15% (62)	3% (11)	3% (11)	53% (213)	19% (74)	399
Age: 65+	1% (3)	13% (53)	4% (14)	1% (5)	51% (203)	30% (120)	398
PID: Dem (no lean)	16% (113)	17% (125)	9% (64)	4% (28)	40% (285)	14% (100)	716
PID: Ind (no lean)	12% (96)	17% (134)	7% (52)	4% (31)	46% (362)	14% (107)	782
PID: Rep (no lean)	14% (99)	16% (114)	6% (42)	3% (25)	44% (310)	16% (114)	703
PID/Gender: Dem Men	23% (76)	17% (56)	12% (40)	5% (18)	32% (106)	10% (32)	329
PID/Gender: Dem Women	10% (37)	18% (68)	6% (24)	3% (10)	46% (179)	18% (68)	387
PID/Gender: Ind Men	14% (52)	17% (61)	9% (32)	4% (13)	45% (167)	11% (41)	367
PID/Gender: Ind Women	11% (44)	18% (73)	5% (20)	4% (18)	47% (195)	16% (66)	415
PID/Gender: Rep Men	19% (69)	17% (63)	8% (30)	3% (11)	40% (146)	12% (45)	363
PID/Gender: Rep Women	9% (30)	15% (51)	4% (13)	4% (13)	48% (163)	20% (69)	340
Tea Party: Supporter	26% (154)	19% (114)	7% (40)	3% (20)	34% (201)	10% (57)	585
Tea Party: Not Supporter	9% (151)	16% (257)	7% (118)	4% (63)	47% (749)	16% (262)	1601
Ideo: Liberal (1-3)	21% (163)	17% (131)	9% (68)	6% (45)	36% (277)	12% (90)	774
Ideo: Moderate (4)	13% (55)	21% (89)	8% (33)	2% (9)	43% (185)	14% (62)	433
Ideo: Conservative (5-7)	9% (63)	16% (119)	6% (47)	3% (21)	49% (362)	17% (124)	737
Educ: < College	15% (236)	17% (269)	8% (118)	4% (64)	42% (655)	14% (225)	1567
Educ: Bachelors degree	9% (39)	17% (72)	7% (28)	3% (11)	50% (209)	13% (55)	416
Educ: Post-grad	15% (32)	15% (32)	6% (12)	4% (8)	42% (93)	19% (41)	219
Income: Under 50k	14% (183)	18% (232)	8% (105)	4% (53)	42% (547)	15% (193)	1314
Income: 50k-100k	14% (91)	16% (101)	6% (39)	4% (23)	46% (288)	14% (89)	632
Income: 100k+	13% (33)	16% (40)	5% (14)	3% (8)	48% (122)	16% (40)	256

Continued on next page

Table TS2_8: Do you have a favorable or unfavorable view of each of the following streaming services?

YouTube Red

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (308)	17% (373)	7% (158)	4% (84)	43% (957)	15% (321)	2201
Ethnicity: White	11% (192)	16% (279)	7% (115)	4% (66)	46% (814)	16% (284)	1750
Ethnicity: Hispanic	26% (86)	17% (58)	7% (24)	5% (15)	35% (115)	9% (31)	329
Ethnicity: Afr. Am.	29% (78)	19% (52)	9% (25)	3% (8)	32% (85)	8% (21)	269
Ethnicity: Other	21% (39)	23% (42)	10% (18)	5% (10)	32% (58)	9% (16)	182
Relig: Protestant	9% (48)	21% (111)	4% (21)	4% (20)	46% (239)	15% (77)	516
Relig: Roman Catholic	15% (69)	17% (76)	8% (35)	3% (12)	42% (193)	15% (71)	456
Relig: Ath./Agn./None	13% (85)	15% (96)	8% (53)	5% (31)	44% (274)	14% (91)	630
Relig: Something Else	22% (80)	17% (62)	6% (23)	3% (10)	39% (140)	13% (45)	361
Relig: Jewish	18% (10)	11% (6)	2% (1)	1% (1)	47% (27)	21% (12)	58
Relig: Evangelical	12% (71)	19% (111)	7% (39)	4% (22)	45% (266)	13% (77)	586
Relig: Non-Evang. Catholics	12% (72)	16% (101)	7% (40)	3% (19)	45% (276)	17% (106)	614
Relig: All Christian	12% (144)	18% (212)	7% (80)	3% (41)	45% (541)	15% (183)	1201
Relig: All Non-Christian	17% (165)	16% (159)	8% (76)	4% (41)	42% (414)	14% (136)	990
Community: Urban	18% (97)	19% (103)	8% (46)	4% (22)	38% (205)	13% (72)	545
Community: Suburban	11% (112)	17% (169)	7% (73)	4% (44)	44% (437)	15% (152)	986
Community: Rural	15% (99)	15% (101)	6% (40)	3% (18)	47% (315)	15% (97)	670
Employ: Private Sector	18% (126)	19% (128)	7% (49)	4% (28)	41% (282)	11% (75)	688
Employ: Government	20% (32)	12% (18)	12% (19)	6% (9)	41% (64)	10% (15)	158
Employ: Self-Employed	14% (29)	22% (45)	9% (18)	3% (6)	42% (83)	10% (19)	200
Employ: Homemaker	11% (22)	23% (48)	6% (12)	1% (3)	43% (87)	16% (32)	203
Employ: Student	20% (24)	12% (14)	15% (17)	10% (12)	38% (45)	6% (7)	118
Employ: Retired	5% (25)	13% (61)	5% (22)	2% (9)	51% (242)	25% (119)	478
Employ: Unemployed	14% (28)	14% (28)	7% (13)	5% (10)	46% (91)	14% (27)	197
Employ: Other	15% (23)	19% (31)	5% (7)	5% (8)	39% (63)	17% (27)	160
Military HH: Yes	16% (65)	16% (63)	7% (27)	3% (14)	41% (164)	17% (66)	398
Military HH: No	13% (243)	17% (310)	7% (132)	4% (70)	44% (793)	14% (255)	1803
RD/WT: Right Direction	18% (171)	17% (162)	5% (49)	3% (31)	41% (392)	15% (141)	946
RD/WT: Wrong Track	11% (137)	17% (211)	9% (109)	4% (53)	45% (565)	14% (180)	1255

Continued on next page

Table TS2_8: Do you have a favorable or unfavorable view of each of the following streaming services?*YouTube Red*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (308)	17% (373)	7% (158)	4% (84)	43% (957)	15% (321)	2201
Strongly Approve	20% (90)	14% (66)	5% (22)	3% (15)	42% (191)	16% (73)	457
Somewhat Approve	11% (52)	20% (96)	7% (34)	4% (19)	44% (215)	15% (73)	488
Somewhat Disapprove	13% (39)	19% (58)	10% (29)	2% (6)	42% (128)	14% (42)	302
Strongly Disapprove	14% (114)	16% (129)	8% (65)	5% (40)	44% (361)	13% (105)	814
Dont Know / No Opinion	10% (13)	17% (24)	6% (9)	2% (3)	45% (62)	20% (28)	140
#1 Issue: Economy	13% (83)	17% (114)	8% (51)	4% (28)	45% (297)	13% (87)	660
#1 Issue: Security	13% (53)	16% (64)	7% (28)	3% (13)	45% (182)	16% (63)	404
#1 Issue: Health Care	14% (56)	21% (85)	8% (33)	4% (15)	42% (168)	10% (41)	398
#1 Issue: Medicare / Social Security	9% (30)	13% (44)	4% (12)	3% (10)	47% (151)	24% (78)	326
#1 Issue: Women's Issues	14% (14)	20% (19)	9% (9)	5% (5)	43% (42)	9% (9)	98
#1 Issue: Education	28% (42)	11% (17)	9% (14)	5% (7)	34% (50)	13% (20)	149
#1 Issue: Energy	26% (22)	18% (15)	7% (6)	2% (1)	38% (31)	9% (8)	82
#1 Issue: Other	11% (9)	19% (16)	8% (7)	4% (4)	41% (35)	18% (15)	85
2016 Vote: Democrat Hillary Clinton	15% (105)	18% (123)	8% (55)	3% (22)	43% (299)	13% (91)	696
2016 Vote: Republican Donald Trump	13% (103)	16% (123)	5% (36)	3% (26)	45% (345)	18% (141)	773
2016 Vote: Someone else	14% (26)	19% (34)	11% (19)	5% (9)	41% (74)	10% (18)	180
2012 Vote: Barack Obama	15% (133)	17% (150)	8% (67)	3% (24)	43% (367)	14% (122)	862
2012 Vote: Mitt Romney	10% (55)	17% (94)	5% (26)	2% (13)	48% (269)	18% (102)	560
2012 Vote: Other	10% (8)	16% (14)	3% (3)	5% (5)	48% (41)	18% (16)	86
2012 Vote: Didn't Vote	16% (112)	17% (115)	9% (63)	6% (42)	40% (276)	12% (82)	690
4-Region: Northeast	12% (50)	19% (77)	9% (37)	3% (12)	42% (168)	14% (58)	402
4-Region: Midwest	14% (69)	15% (71)	7% (33)	4% (21)	43% (204)	16% (76)	474
4-Region: South	15% (121)	18% (144)	6% (52)	3% (28)	44% (355)	14% (114)	815
4-Region: West	13% (68)	16% (81)	7% (37)	4% (23)	45% (230)	14% (73)	511
Netflix Streaming User: Yes	19% (248)	19% (254)	8% (101)	4% (55)	40% (529)	9% (121)	1308
Netflix Streaming User: No	7% (60)	13% (118)	6% (57)	3% (29)	48% (428)	22% (200)	893
Streaming Account User User: Yes	18% (293)	19% (301)	8% (131)	4% (71)	40% (645)	10% (159)	1600
Streaming Account User: No	3% (16)	12% (72)	5% (27)	2% (13)	52% (312)	27% (162)	601
Seen/heard/read Letterman's New Show: Yes	20% (234)	19% (227)	9% (112)	4% (43)	38% (450)	11% (126)	1194
Seen/heard/read Letterman's New Show: No	7% (74)	14% (145)	5% (46)	4% (41)	50% (506)	19% (195)	1007

Continued on next page

Table TS2_8: Do you have a favorable or unfavorable view of each of the following streaming services?

YouTube Red

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (308)	17% (373)	7% (158)	4% (84)	43% (957)	15% (321)	2201
Watched Letterman: Always	50% (107)	22% (48)	5% (10)	2% (3)	15% (33)	6% (12)	214
Watched Letterman: Sometimes	14% (110)	20% (153)	9% (70)	4% (30)	41% (321)	12% (93)	777
Watched Letterman: Rarely	8% (51)	15% (98)	7% (47)	3% (19)	49% (314)	17% (106)	636
Watched Letterman: Never	7% (40)	13% (74)	5% (30)	6% (32)	50% (289)	19% (109)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_9: Do you have a favorable or unfavorable view of each of the following streaming services?
Google Play

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (441)	24% (534)	5% (119)	3% (56)	42% (931)	5% (119)	2201
Gender: Male	23% (245)	24% (251)	6% (68)	3% (28)	38% (406)	6% (62)	1060
Gender: Female	17% (196)	25% (283)	4% (51)	3% (29)	46% (525)	5% (58)	1141
Age: 18-29	27% (124)	25% (117)	8% (38)	4% (17)	30% (142)	6% (30)	468
Age: 30-44	31% (174)	28% (160)	5% (29)	3% (15)	28% (161)	5% (29)	567
Age: 45-54	18% (68)	24% (88)	4% (17)	2% (7)	48% (177)	3% (12)	369
Age: 55-64	12% (49)	22% (88)	4% (16)	3% (12)	55% (218)	4% (16)	399
Age: 65+	7% (26)	21% (82)	5% (20)	1% (5)	58% (233)	8% (32)	398
PID: Dem (no lean)	22% (158)	27% (190)	6% (45)	3% (18)	38% (275)	4% (30)	716
PID: Ind (no lean)	19% (152)	23% (181)	5% (38)	2% (18)	44% (344)	6% (50)	782
PID: Rep (no lean)	19% (132)	23% (163)	5% (36)	3% (20)	44% (312)	6% (40)	703
PID/Gender: Dem Men	28% (92)	27% (89)	8% (26)	2% (7)	31% (101)	4% (13)	329
PID/Gender: Dem Women	17% (65)	26% (101)	5% (19)	3% (11)	45% (174)	4% (17)	387
PID/Gender: Ind Men	19% (70)	23% (85)	6% (23)	3% (12)	42% (154)	6% (24)	367
PID/Gender: Ind Women	20% (82)	23% (96)	4% (16)	1% (6)	46% (190)	6% (26)	415
PID/Gender: Rep Men	23% (83)	21% (77)	5% (19)	2% (8)	41% (151)	7% (25)	363
PID/Gender: Rep Women	14% (49)	25% (86)	5% (17)	4% (12)	48% (162)	4% (15)	340
Tea Party: Supporter	31% (180)	24% (141)	6% (38)	3% (16)	32% (186)	4% (23)	585
Tea Party: Not Supporter	16% (257)	24% (388)	5% (81)	2% (39)	46% (740)	6% (96)	1601
Ideo: Liberal (1-3)	27% (208)	25% (197)	7% (53)	2% (16)	35% (268)	4% (32)	774
Ideo: Moderate (4)	19% (84)	26% (112)	4% (18)	2% (8)	43% (185)	6% (26)	433
Ideo: Conservative (5-7)	14% (104)	23% (171)	5% (37)	3% (24)	49% (360)	6% (41)	737
Educ: < College	23% (354)	24% (372)	5% (84)	3% (39)	40% (631)	6% (87)	1567
Educ: Bachelors degree	12% (49)	28% (117)	5% (22)	3% (14)	47% (197)	4% (16)	416
Educ: Post-grad	18% (38)	20% (45)	6% (13)	1% (3)	47% (103)	7% (16)	219
Income: Under 50k	21% (281)	25% (323)	5% (72)	3% (39)	40% (526)	6% (73)	1314
Income: 50k-100k	19% (117)	23% (147)	5% (35)	2% (15)	45% (287)	5% (30)	632
Income: 100k+	17% (43)	25% (65)	5% (12)	1% (2)	46% (118)	6% (16)	256

Continued on next page

Table TS2_9: Do you have a favorable or unfavorable view of each of the following streaming services?

Google Play

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (441)	24% (534)	5% (119)	3% (56)	42% (931)	5% (119)	2201
Ethnicity: White	16% (282)	24% (422)	5% (94)	2% (44)	46% (811)	6% (97)	1750
Ethnicity: Hispanic	36% (120)	23% (76)	4% (14)	2% (8)	31% (102)	3% (9)	329
Ethnicity: Afr. Am.	37% (98)	25% (67)	5% (14)	3% (7)	26% (69)	5% (14)	269
Ethnicity: Other	33% (61)	25% (45)	6% (12)	3% (5)	28% (50)	5% (9)	182
Relig: Protestant	16% (84)	27% (139)	5% (25)	2% (11)	46% (237)	4% (20)	516
Relig: Roman Catholic	22% (99)	28% (127)	6% (26)	1% (6)	39% (178)	4% (20)	456
Relig: Ath./Agn./None	19% (121)	22% (137)	4% (24)	3% (20)	45% (280)	7% (47)	630
Relig: Something Else	25% (89)	21% (75)	7% (25)	2% (9)	40% (143)	6% (20)	361
Relig: Jewish	20% (12)	14% (8)	5% (3)	1% (1)	52% (30)	7% (4)	58
Relig: Evangelical	21% (125)	26% (155)	6% (35)	4% (21)	38% (223)	5% (26)	586
Relig: Non-Evang. Catholics	17% (104)	27% (166)	5% (30)	1% (6)	46% (282)	4% (26)	614
Relig: All Christian	19% (229)	27% (321)	5% (65)	2% (28)	42% (505)	4% (52)	1201
Relig: All Non-Christian	21% (210)	21% (212)	5% (49)	3% (29)	43% (423)	7% (67)	990
Community: Urban	26% (144)	26% (142)	4% (24)	2% (12)	37% (199)	4% (24)	545
Community: Suburban	17% (167)	24% (240)	6% (64)	3% (30)	43% (427)	6% (59)	986
Community: Rural	19% (131)	23% (152)	5% (31)	2% (15)	46% (305)	5% (36)	670
Employ: Private Sector	24% (166)	26% (177)	5% (34)	1% (9)	39% (269)	5% (34)	688
Employ: Government	25% (40)	21% (33)	6% (10)	5% (8)	36% (57)	6% (9)	158
Employ: Self-Employed	21% (43)	30% (60)	5% (11)	4% (7)	35% (71)	4% (9)	200
Employ: Homemaker	18% (37)	21% (43)	10% (19)	2% (4)	43% (87)	7% (13)	203
Employ: Student	21% (24)	30% (35)	5% (6)	3% (4)	37% (43)	5% (6)	118
Employ: Retired	11% (50)	21% (102)	6% (28)	2% (9)	55% (264)	5% (24)	478
Employ: Unemployed	21% (42)	22% (44)	5% (9)	4% (8)	42% (82)	6% (11)	197
Employ: Other	24% (39)	25% (40)	1% (2)	5% (7)	36% (58)	8% (13)	160
Military HH: Yes	19% (77)	23% (92)	7% (26)	4% (16)	42% (166)	5% (21)	398
Military HH: No	20% (365)	25% (442)	5% (92)	2% (40)	42% (765)	5% (98)	1803
RD/WT: Right Direction	24% (227)	23% (216)	5% (51)	3% (25)	39% (369)	6% (59)	946
RD/WT: Wrong Track	17% (215)	25% (318)	5% (68)	2% (31)	45% (562)	5% (61)	1255

Continued on next page

Table TS2_9: Do you have a favorable or unfavorable view of each of the following streaming services?

Google Play

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (441)	24% (534)	5% (119)	3% (56)	42% (931)	5% (119)	2201
Strongly Approve	25% (113)	19% (85)	5% (23)	5% (24)	39% (180)	7% (32)	457
Somewhat Approve	16% (78)	31% (152)	6% (29)	2% (9)	38% (185)	7% (35)	488
Somewhat Disapprove	17% (52)	29% (88)	5% (17)	2% (5)	44% (133)	3% (8)	302
Strongly Disapprove	20% (166)	23% (188)	5% (45)	2% (17)	45% (366)	4% (33)	814
Dont Know / No Opinion	23% (33)	16% (22)	4% (6)	1% (1)	48% (67)	8% (11)	140
#1 Issue: Economy	17% (111)	28% (187)	6% (41)	2% (15)	42% (275)	5% (31)	660
#1 Issue: Security	24% (97)	17% (69)	5% (21)	5% (21)	43% (172)	6% (24)	404
#1 Issue: Health Care	22% (88)	28% (110)	5% (20)	2% (9)	40% (159)	3% (11)	398
#1 Issue: Medicare / Social Security	11% (37)	26% (84)	3% (10)	1% (3)	52% (170)	7% (22)	326
#1 Issue: Women's Issues	15% (14)	29% (28)	8% (8)	1% (1)	40% (39)	7% (7)	98
#1 Issue: Education	33% (49)	21% (31)	4% (7)	2% (4)	32% (47)	8% (11)	149
#1 Issue: Energy	31% (25)	21% (17)	10% (8)	3% (2)	33% (27)	3% (3)	82
#1 Issue: Other	23% (19)	9% (8)	5% (4)	2% (2)	49% (42)	12% (10)	85
2016 Vote: Democrat Hillary Clinton	20% (137)	26% (181)	5% (35)	2% (12)	44% (307)	3% (23)	696
2016 Vote: Republican Donald Trump	17% (135)	23% (179)	6% (47)	4% (28)	43% (334)	7% (51)	773
2016 Vote: Someone else	20% (36)	25% (44)	6% (11)	3% (5)	44% (80)	2% (4)	180
2012 Vote: Barack Obama	21% (178)	26% (221)	6% (52)	2% (16)	42% (364)	4% (31)	862
2012 Vote: Mitt Romney	15% (81)	22% (125)	5% (29)	3% (17)	48% (269)	7% (39)	560
2012 Vote: Other	13% (11)	30% (26)	1% (1)	1% (1)	51% (44)	4% (4)	86
2012 Vote: Didn't Vote	25% (171)	23% (160)	5% (36)	3% (22)	37% (254)	7% (46)	690
4-Region: Northeast	17% (70)	29% (116)	4% (16)	2% (7)	43% (174)	5% (18)	402
4-Region: Midwest	20% (93)	24% (116)	5% (26)	3% (14)	42% (197)	6% (28)	474
4-Region: South	23% (188)	22% (181)	5% (45)	3% (24)	41% (332)	6% (45)	815
4-Region: West	18% (91)	24% (121)	6% (33)	2% (11)	45% (228)	5% (28)	511
Netflix Streaming User: Yes	25% (329)	26% (342)	6% (80)	2% (27)	37% (481)	4% (49)	1308
Netflix Streaming User: No	13% (113)	21% (192)	4% (39)	3% (30)	50% (450)	8% (70)	893
Streaming Account User User: Yes	26% (408)	27% (439)	6% (95)	2% (37)	35% (567)	3% (54)	1600
Streaming Account User: No	6% (34)	16% (95)	4% (24)	3% (19)	61% (364)	11% (65)	601
Seen/heard/read Letterman's New Show: Yes	26% (306)	27% (322)	7% (84)	3% (31)	34% (404)	4% (46)	1194
Seen/heard/read Letterman's New Show: No	13% (135)	21% (212)	3% (35)	3% (26)	52% (526)	7% (73)	1007

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Table TS2_9: Do you have a favorable or unfavorable view of each of the following streaming services?
Google Play

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (441)	24% (534)	5% (119)	3% (56)	42% (931)	5% (119)	2201
Watched Letterman: Always	56% (119)	23% (48)	4% (8)	1% (1)	14% (31)	3% (6)	214
Watched Letterman: Sometimes	20% (158)	31% (239)	5% (41)	2% (16)	38% (294)	4% (28)	777
Watched Letterman: Rarely	13% (84)	24% (152)	7% (42)	3% (22)	48% (305)	5% (31)	636
Watched Letterman: Never	14% (80)	17% (95)	5% (28)	3% (17)	52% (301)	9% (54)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS2_10: Do you have a favorable or unfavorable view of each of the following streaming services?

Vudu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (212)	14% (312)	6% (140)	2% (55)	43% (938)	25% (544)	2201
Gender: Male	13% (137)	16% (166)	8% (88)	3% (34)	40% (425)	20% (210)	1060
Gender: Female	7% (75)	13% (147)	5% (52)	2% (21)	45% (513)	29% (334)	1141
Age: 18-29	15% (68)	11% (54)	10% (49)	4% (21)	36% (168)	23% (108)	468
Age: 30-44	18% (100)	19% (107)	7% (40)	2% (14)	36% (206)	18% (100)	567
Age: 45-54	7% (27)	18% (65)	6% (21)	2% (7)	47% (174)	20% (74)	369
Age: 55-64	3% (13)	15% (58)	3% (13)	2% (8)	48% (192)	29% (115)	399
Age: 65+	1% (4)	7% (28)	4% (16)	1% (5)	50% (198)	37% (147)	398
PID: Dem (no lean)	9% (63)	15% (108)	8% (60)	3% (25)	40% (286)	24% (174)	716
PID: Ind (no lean)	8% (65)	14% (107)	4% (33)	2% (19)	46% (357)	26% (200)	782
PID: Rep (no lean)	12% (84)	14% (97)	7% (47)	1% (10)	42% (295)	24% (170)	703
PID/Gender: Dem Men	13% (43)	18% (60)	10% (33)	4% (13)	38% (125)	17% (56)	329
PID/Gender: Dem Women	5% (21)	12% (48)	7% (27)	3% (12)	41% (160)	31% (119)	387
PID/Gender: Ind Men	10% (35)	14% (53)	6% (21)	3% (11)	45% (164)	23% (83)	367
PID/Gender: Ind Women	7% (30)	13% (54)	3% (12)	2% (8)	47% (194)	28% (118)	415
PID/Gender: Rep Men	16% (59)	15% (53)	10% (35)	2% (9)	38% (136)	20% (72)	363
PID/Gender: Rep Women	7% (25)	13% (44)	4% (12)	— (1)	47% (159)	29% (98)	340
Tea Party: Supporter	21% (124)	16% (92)	8% (47)	3% (20)	35% (206)	16% (96)	585
Tea Party: Not Supporter	5% (85)	14% (219)	6% (93)	2% (34)	45% (725)	28% (445)	1601
Ideo: Liberal (1-3)	13% (102)	17% (130)	10% (75)	3% (23)	36% (276)	22% (167)	774
Ideo: Moderate (4)	10% (45)	11% (50)	7% (30)	3% (11)	42% (183)	26% (115)	433
Ideo: Conservative (5-7)	6% (46)	15% (108)	4% (29)	2% (12)	48% (354)	26% (188)	737
Educ: < College	11% (165)	13% (210)	6% (98)	2% (38)	42% (666)	25% (390)	1567
Educ: Bachelors degree	6% (24)	17% (73)	6% (25)	2% (8)	44% (184)	25% (102)	416
Educ: Post-grad	11% (23)	14% (30)	7% (16)	4% (9)	41% (89)	24% (52)	219
Income: Under 50k	9% (122)	13% (170)	7% (86)	3% (34)	43% (560)	26% (343)	1314
Income: 50k-100k	10% (66)	16% (99)	7% (42)	2% (15)	42% (265)	23% (145)	632
Income: 100k+	10% (25)	17% (44)	4% (11)	2% (6)	44% (114)	22% (56)	256

Continued on next page

Table TS2_10: Do you have a favorable or unfavorable view of each of the following streaming services?

Vudu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (212)	14% (312)	6% (140)	2% (55)	43% (938)	25% (544)	2201
Ethnicity: White	8% (141)	13% (232)	5% (90)	2% (39)	45% (790)	26% (459)	1750
Ethnicity: Hispanic	18% (60)	15% (49)	11% (35)	1% (4)	35% (117)	20% (64)	329
Ethnicity: Afr. Am.	17% (46)	19% (52)	12% (31)	5% (13)	30% (80)	17% (46)	269
Ethnicity: Other	13% (24)	16% (29)	10% (18)	2% (3)	38% (68)	22% (39)	182
Relig: Protestant	7% (38)	18% (93)	6% (30)	3% (14)	44% (227)	22% (114)	516
Relig: Roman Catholic	8% (35)	18% (83)	7% (33)	1% (3)	42% (190)	24% (112)	456
Relig: Ath./Agn./None	10% (63)	11% (69)	5% (32)	2% (15)	43% (273)	28% (178)	630
Relig: Something Else	17% (61)	12% (42)	5% (19)	4% (13)	40% (143)	23% (82)	361
Relig: Jewish	21% (12)	7% (4)	4% (2)	2% (1)	41% (24)	24% (14)	58
Relig: Evangelical	9% (50)	18% (104)	7% (42)	3% (19)	43% (251)	20% (120)	586
Relig: Non-Evang. Catholics	6% (38)	16% (96)	7% (42)	1% (8)	44% (268)	26% (162)	614
Relig: All Christian	7% (88)	17% (201)	7% (84)	2% (27)	43% (519)	23% (282)	1201
Relig: All Non-Christian	13% (124)	11% (111)	5% (51)	3% (28)	42% (416)	26% (260)	990
Community: Urban	13% (71)	16% (87)	6% (32)	3% (14)	39% (215)	23% (126)	545
Community: Suburban	7% (72)	15% (147)	7% (70)	2% (22)	43% (423)	26% (252)	986
Community: Rural	10% (69)	12% (78)	6% (37)	3% (19)	45% (301)	25% (166)	670
Employ: Private Sector	12% (80)	20% (134)	8% (53)	2% (15)	37% (255)	22% (151)	688
Employ: Government	13% (21)	14% (22)	10% (15)	5% (7)	40% (63)	18% (29)	158
Employ: Self-Employed	13% (26)	16% (33)	8% (16)	3% (5)	40% (81)	20% (40)	200
Employ: Homemaker	11% (23)	15% (31)	3% (6)	1% (2)	45% (92)	25% (50)	203
Employ: Student	12% (15)	9% (10)	10% (12)	1% (1)	47% (55)	21% (24)	118
Employ: Retired	4% (18)	8% (39)	5% (24)	2% (8)	49% (235)	32% (153)	478
Employ: Unemployed	8% (15)	9% (19)	4% (8)	3% (6)	46% (91)	30% (58)	197
Employ: Other	8% (13)	15% (25)	4% (6)	7% (11)	41% (66)	24% (39)	160
Military HH: Yes	12% (48)	13% (51)	7% (29)	2% (9)	43% (171)	23% (90)	398
Military HH: No	9% (164)	14% (261)	6% (111)	3% (46)	43% (768)	25% (454)	1803
RD/WT: Right Direction	14% (131)	15% (141)	7% (67)	2% (19)	38% (364)	23% (222)	946
RD/WT: Wrong Track	6% (81)	14% (171)	6% (72)	3% (35)	46% (574)	26% (322)	1255

Continued on next page

Table TS2_10: Do you have a favorable or unfavorable view of each of the following streaming services?

Vudu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (212)	14% (312)	6% (140)	2% (55)	43% (938)	25% (544)	2201
Strongly Approve	17% (77)	13% (60)	5% (21)	2% (11)	40% (183)	23% (105)	457
Somewhat Approve	8% (38)	18% (86)	9% (43)	1% (6)	38% (186)	26% (129)	488
Somewhat Disapprove	5% (15)	16% (50)	8% (24)	3% (8)	42% (127)	26% (79)	302
Strongly Disapprove	9% (71)	12% (101)	6% (48)	3% (25)	46% (370)	24% (198)	814
Dont Know / No Opinion	8% (11)	11% (15)	3% (4)	3% (5)	51% (72)	24% (34)	140
#1 Issue: Economy	9% (57)	15% (99)	7% (46)	2% (14)	45% (299)	22% (144)	660
#1 Issue: Security	8% (34)	14% (55)	7% (28)	1% (6)	44% (176)	26% (106)	404
#1 Issue: Health Care	11% (45)	19% (76)	4% (18)	3% (13)	40% (158)	22% (88)	398
#1 Issue: Medicare / Social Security	6% (20)	9% (30)	5% (15)	1% (2)	45% (145)	35% (113)	326
#1 Issue: Women's Issues	6% (6)	13% (13)	9% (9)	4% (3)	44% (43)	25% (24)	98
#1 Issue: Education	15% (22)	18% (26)	7% (11)	5% (7)	33% (48)	23% (35)	149
#1 Issue: Energy	19% (16)	12% (10)	9% (7)	9% (7)	34% (28)	18% (15)	82
#1 Issue: Other	14% (12)	5% (5)	7% (6)	2% (2)	48% (41)	24% (20)	85
2016 Vote: Democrat Hillary Clinton	9% (66)	17% (122)	7% (52)	2% (15)	40% (279)	23% (162)	696
2016 Vote: Republican Donald Trump	10% (78)	13% (102)	6% (45)	2% (15)	42% (328)	27% (205)	773
2016 Vote: Someone else	7% (12)	14% (26)	9% (16)	5% (10)	46% (83)	18% (33)	180
2012 Vote: Barack Obama	9% (77)	15% (131)	8% (66)	3% (23)	41% (353)	25% (212)	862
2012 Vote: Mitt Romney	10% (55)	14% (81)	5% (30)	2% (11)	45% (253)	23% (130)	560
2012 Vote: Other	6% (5)	14% (12)	5% (5)	1% (1)	52% (45)	23% (20)	86
2012 Vote: Didn't Vote	11% (75)	13% (89)	6% (39)	3% (20)	41% (286)	26% (182)	690
4-Region: Northeast	7% (29)	17% (68)	4% (17)	1% (6)	43% (171)	27% (110)	402
4-Region: Midwest	10% (46)	13% (64)	6% (30)	3% (16)	44% (210)	23% (108)	474
4-Region: South	12% (97)	14% (112)	7% (56)	3% (22)	42% (345)	22% (183)	815
4-Region: West	8% (40)	13% (69)	7% (36)	2% (11)	41% (211)	28% (143)	511
Netflix Streaming User: Yes	13% (173)	17% (225)	8% (101)	2% (31)	40% (526)	19% (252)	1308
Netflix Streaming User: No	4% (39)	10% (88)	4% (39)	3% (23)	46% (413)	33% (292)	893
Streaming Account User User: Yes	13% (201)	17% (269)	8% (121)	3% (46)	40% (642)	20% (320)	1600
Streaming Account User: No	2% (10)	7% (43)	3% (19)	1% (8)	49% (296)	37% (225)	601
Seen/heard/read Letterman's New Show: Yes	13% (161)	17% (200)	9% (105)	3% (39)	37% (442)	21% (247)	1194
Seen/heard/read Letterman's New Show: No	5% (51)	11% (113)	3% (34)	2% (16)	49% (496)	30% (297)	1007

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Table TS2_10: Do you have a favorable or unfavorable view of each of the following streaming services?

Vudu

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	10% (212)	14% (312)	6% (140)	2% (55)	43% (938)	25% (544)	2201
Watched Letterman: Always	37% (78)	15% (32)	9% (20)	3% (7)	20% (43)	16% (33)	214
Watched Letterman: Sometimes	11% (82)	19% (147)	8% (61)	3% (23)	40% (314)	19% (150)	777
Watched Letterman: Rarely	4% (26)	12% (77)	7% (44)	2% (11)	49% (309)	26% (168)	636
Watched Letterman: Never	4% (25)	10% (56)	3% (15)	2% (14)	47% (271)	34% (193)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_1: Do you have a favorable or unfavorable impression of the following people?

David Letterman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	34% (747)	13% (276)	10% (227)	18% (402)	4% (94)	2201
Gender: Male	26% (276)	34% (356)	12% (122)	11% (111)	14% (153)	4% (41)	1060
Gender: Female	16% (179)	34% (391)	14% (154)	10% (115)	22% (250)	5% (53)	1141
Age: 18-29	17% (80)	24% (113)	13% (62)	8% (38)	25% (115)	13% (60)	468
Age: 30-44	25% (142)	33% (185)	15% (85)	8% (43)	17% (96)	3% (16)	567
Age: 45-54	23% (85)	37% (138)	8% (30)	10% (37)	19% (71)	2% (9)	369
Age: 55-64	19% (76)	37% (148)	13% (52)	14% (55)	17% (67)	1% (2)	399
Age: 65+	18% (71)	41% (164)	12% (47)	14% (55)	13% (53)	2% (7)	398
PID: Dem (no lean)	27% (193)	40% (289)	8% (61)	4% (31)	15% (110)	4% (32)	716
PID: Ind (no lean)	19% (146)	32% (250)	13% (99)	9% (70)	23% (176)	5% (41)	782
PID: Rep (no lean)	17% (116)	30% (208)	17% (116)	18% (126)	17% (116)	3% (21)	703
PID/Gender: Dem Men	35% (114)	37% (123)	6% (18)	4% (12)	12% (41)	6% (21)	329
PID/Gender: Dem Women	20% (78)	43% (166)	11% (43)	5% (19)	18% (69)	3% (11)	387
PID/Gender: Ind Men	24% (89)	34% (126)	11% (39)	9% (31)	18% (67)	4% (14)	367
PID/Gender: Ind Women	14% (57)	30% (124)	15% (60)	9% (39)	26% (109)	7% (27)	415
PID/Gender: Rep Men	20% (73)	29% (107)	18% (65)	19% (68)	12% (44)	2% (6)	363
PID/Gender: Rep Women	13% (44)	30% (101)	15% (51)	17% (58)	21% (72)	4% (14)	340
Tea Party: Supporter	24% (138)	27% (160)	15% (88)	18% (104)	12% (73)	4% (23)	585
Tea Party: Not Supporter	19% (312)	36% (582)	12% (188)	8% (122)	20% (326)	4% (71)	1601
Ideo: Liberal (1-3)	30% (233)	38% (291)	10% (77)	6% (46)	12% (91)	5% (35)	774
Ideo: Moderate (4)	22% (94)	39% (169)	14% (61)	5% (22)	16% (69)	4% (17)	433
Ideo: Conservative (5-7)	12% (87)	31% (226)	16% (115)	19% (144)	19% (143)	3% (22)	737
Educ: < College	21% (322)	32% (499)	12% (181)	11% (171)	20% (310)	5% (83)	1567
Educ: Bachelors degree	21% (86)	39% (160)	16% (66)	8% (34)	15% (61)	2% (9)	416
Educ: Post-grad	22% (47)	40% (88)	13% (29)	10% (22)	14% (31)	1% (2)	219
Income: Under 50k	21% (275)	31% (407)	11% (138)	10% (137)	21% (277)	6% (79)	1314
Income: 50k-100k	21% (135)	36% (230)	15% (98)	11% (70)	15% (92)	1% (7)	632
Income: 100k+	18% (45)	43% (110)	16% (40)	8% (20)	13% (33)	3% (7)	256

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Table TS3_1: Do you have a favorable or unfavorable impression of the following people?

David Letterman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	34% (747)	13% (276)	10% (227)	18% (402)	4% (94)	2201
Ethnicity: White	20% (349)	35% (608)	13% (231)	11% (192)	19% (324)	3% (46)	1750
Ethnicity: Hispanic	24% (80)	23% (75)	10% (33)	12% (40)	19% (64)	11% (37)	329
Ethnicity: Afr. Am.	26% (71)	33% (88)	8% (22)	6% (17)	16% (42)	11% (29)	269
Ethnicity: Other	19% (34)	28% (52)	13% (24)	10% (17)	20% (36)	10% (19)	182
Relig: Protestant	17% (88)	36% (184)	16% (84)	13% (65)	16% (84)	2% (11)	516
Relig: Roman Catholic	21% (96)	37% (168)	11% (52)	13% (60)	14% (63)	4% (16)	456
Relig: Ath./Agn./None	23% (144)	32% (202)	11% (70)	7% (43)	22% (138)	5% (32)	630
Relig: Something Else	25% (89)	33% (120)	10% (36)	10% (35)	17% (62)	5% (18)	361
Relig: Jewish	34% (20)	36% (21)	10% (6)	8% (5)	12% (7)	— (0)	58
Relig: Evangelical	16% (94)	31% (179)	17% (98)	12% (73)	19% (112)	5% (30)	586
Relig: Non-Evang. Catholics	21% (127)	39% (241)	11% (67)	12% (76)	15% (89)	2% (14)	614
Relig: All Christian	18% (221)	35% (420)	14% (165)	12% (149)	17% (201)	4% (44)	1201
Relig: All Non-Christian	24% (233)	33% (323)	11% (106)	8% (78)	20% (200)	5% (50)	990
Community: Urban	22% (119)	32% (172)	10% (56)	8% (44)	20% (111)	8% (43)	545
Community: Suburban	21% (204)	36% (359)	14% (136)	9% (91)	18% (173)	2% (23)	986
Community: Rural	20% (131)	32% (216)	13% (84)	14% (92)	18% (119)	4% (28)	670
Employ: Private Sector	23% (160)	35% (243)	15% (103)	9% (65)	14% (99)	3% (17)	688
Employ: Government	24% (38)	32% (51)	16% (25)	9% (14)	16% (26)	3% (4)	158
Employ: Self-Employed	22% (43)	34% (67)	13% (27)	9% (18)	18% (35)	5% (10)	200
Employ: Homemaker	14% (29)	33% (67)	14% (29)	9% (18)	25% (51)	5% (10)	203
Employ: Student	15% (17)	26% (31)	8% (10)	8% (9)	29% (35)	14% (16)	118
Employ: Retired	20% (96)	39% (187)	12% (55)	15% (72)	13% (64)	1% (3)	478
Employ: Unemployed	23% (45)	25% (50)	6% (12)	7% (15)	30% (59)	9% (17)	197
Employ: Other	16% (26)	32% (52)	10% (16)	10% (16)	22% (35)	10% (16)	160
Military HH: Yes	23% (90)	31% (122)	14% (54)	14% (54)	15% (61)	4% (16)	398
Military HH: No	20% (365)	35% (625)	12% (222)	10% (172)	19% (342)	4% (77)	1803
RD/WT: Right Direction	19% (178)	30% (288)	15% (137)	15% (146)	17% (157)	4% (40)	946
RD/WT: Wrong Track	22% (277)	37% (460)	11% (139)	6% (81)	20% (246)	4% (54)	1255

Continued on next page

Table TS3_1: Do you have a favorable or unfavorable impression of the following people?

David Letterman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	34% (747)	13% (276)	10% (227)	18% (402)	4% (94)	2201
Strongly Approve	21% (98)	26% (119)	13% (60)	23% (104)	15% (68)	2% (7)	457
Somewhat Approve	16% (79)	33% (162)	17% (85)	10% (49)	19% (92)	4% (21)	488
Somewhat Disapprove	16% (47)	43% (131)	15% (46)	7% (21)	16% (49)	3% (8)	302
Strongly Disapprove	26% (215)	38% (313)	9% (73)	5% (42)	17% (137)	4% (33)	814
Dont Know / No Opinion	11% (16)	15% (22)	8% (11)	7% (10)	41% (57)	18% (25)	140
#1 Issue: Economy	18% (118)	35% (233)	15% (100)	10% (65)	19% (123)	3% (22)	660
#1 Issue: Security	17% (70)	31% (123)	12% (50)	18% (73)	18% (71)	4% (17)	404
#1 Issue: Health Care	25% (98)	38% (152)	10% (42)	5% (21)	19% (75)	2% (10)	398
#1 Issue: Medicare / Social Security	21% (68)	34% (111)	11% (36)	12% (39)	19% (63)	2% (8)	326
#1 Issue: Women's Issues	18% (18)	23% (23)	14% (14)	7% (6)	22% (21)	16% (16)	98
#1 Issue: Education	29% (43)	31% (46)	10% (15)	6% (9)	16% (24)	8% (11)	149
#1 Issue: Energy	33% (27)	41% (34)	12% (10)	5% (4)	7% (6)	1% (1)	82
#1 Issue: Other	15% (12)	29% (25)	12% (10)	12% (10)	22% (19)	11% (9)	85
2016 Vote: Democrat Hillary Clinton	30% (205)	43% (296)	9% (61)	5% (36)	11% (77)	3% (20)	696
2016 Vote: Republican Donald Trump	18% (137)	31% (237)	16% (123)	18% (142)	16% (125)	1% (10)	773
2016 Vote: Someone else	15% (27)	37% (67)	17% (31)	6% (12)	23% (41)	1% (2)	180
2012 Vote: Barack Obama	30% (256)	41% (355)	11% (92)	5% (42)	11% (99)	2% (18)	862
2012 Vote: Mitt Romney	15% (82)	30% (170)	17% (94)	21% (120)	16% (88)	1% (7)	560
2012 Vote: Other	9% (8)	41% (35)	9% (7)	13% (11)	28% (24)	1% (1)	86
2012 Vote: Didn't Vote	16% (109)	27% (187)	12% (83)	8% (53)	28% (190)	10% (69)	690
4-Region: Northeast	22% (88)	37% (147)	12% (48)	10% (40)	17% (68)	3% (11)	402
4-Region: Midwest	25% (120)	31% (147)	13% (61)	7% (35)	22% (103)	2% (7)	474
4-Region: South	20% (164)	33% (272)	11% (90)	11% (92)	17% (137)	8% (61)	815
4-Region: West	16% (83)	35% (181)	15% (77)	12% (60)	19% (95)	3% (14)	511
Netflix Streaming User: Yes	24% (312)	33% (430)	13% (168)	9% (114)	18% (234)	4% (49)	1308
Netflix Streaming User: No	16% (143)	35% (317)	12% (108)	13% (112)	19% (169)	5% (45)	893
Streaming Account User: Yes	23% (370)	33% (532)	13% (213)	10% (152)	16% (264)	4% (69)	1600
Streaming Account User: No	14% (85)	36% (215)	11% (64)	12% (74)	23% (139)	4% (25)	601
Seen/heard/read Letterman's New Show: Yes	28% (331)	38% (453)	12% (140)	9% (107)	12% (139)	2% (24)	1194
Seen/heard/read Letterman's New Show: No	12% (124)	29% (294)	14% (136)	12% (120)	26% (264)	7% (70)	1007

Continued on next page

Table TS3_1: Do you have a favorable or unfavorable impression of the following people?

David Letterman

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	21% (455)	34% (747)	13% (276)	10% (227)	18% (402)	4% (94)	2201
Watched Letterman: Always	66% (141)	25% (54)	4% (9)	3% (6)	1% (2)	— (0)	214
Watched Letterman: Sometimes	27% (213)	47% (366)	11% (82)	7% (53)	7% (53)	1% (8)	777
Watched Letterman: Rarely	13% (81)	37% (236)	16% (104)	9% (59)	23% (144)	2% (12)	636
Watched Letterman: Never	3% (19)	16% (91)	14% (81)	19% (108)	35% (203)	13% (73)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_4: Do you have a favorable or unfavorable impression of the following people?*Jimmy Kimmel*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (579)	30% (653)	11% (242)	12% (271)	15% (340)	5% (116)	2201
Gender: Male	30% (317)	28% (301)	12% (124)	14% (147)	11% (119)	5% (51)	1060
Gender: Female	23% (262)	31% (352)	10% (118)	11% (124)	19% (221)	6% (66)	1141
Age: 18-29	28% (131)	27% (126)	12% (57)	8% (36)	15% (73)	10% (45)	468
Age: 30-44	31% (173)	32% (180)	14% (77)	6% (35)	14% (80)	4% (23)	567
Age: 45-54	30% (109)	25% (92)	9% (35)	14% (51)	17% (64)	5% (17)	369
Age: 55-64	22% (88)	33% (132)	8% (30)	18% (71)	17% (69)	2% (8)	399
Age: 65+	20% (78)	31% (122)	11% (43)	20% (78)	14% (55)	6% (23)	398
PID: Dem (no lean)	39% (277)	33% (236)	9% (62)	3% (20)	11% (82)	5% (39)	716
PID: Ind (no lean)	24% (188)	31% (241)	11% (84)	8% (64)	20% (157)	6% (48)	782
PID: Rep (no lean)	16% (115)	25% (176)	14% (96)	27% (187)	14% (100)	4% (30)	703
PID/Gender: Dem Men	44% (144)	32% (104)	8% (28)	3% (10)	9% (29)	5% (15)	329
PID/Gender: Dem Women	34% (133)	34% (132)	9% (34)	3% (10)	14% (53)	6% (24)	387
PID/Gender: Ind Men	28% (104)	30% (109)	11% (40)	11% (39)	15% (55)	6% (21)	367
PID/Gender: Ind Women	20% (84)	32% (132)	11% (45)	6% (25)	25% (102)	6% (26)	415
PID/Gender: Rep Men	19% (70)	24% (89)	16% (56)	27% (99)	10% (35)	4% (14)	363
PID/Gender: Rep Women	13% (44)	26% (87)	12% (40)	26% (88)	19% (66)	4% (15)	340
Tea Party: Supporter	27% (156)	21% (125)	15% (86)	22% (129)	12% (68)	4% (21)	585
Tea Party: Not Supporter	26% (418)	33% (526)	10% (155)	9% (140)	17% (267)	6% (95)	1601
Ideo: Liberal (1-3)	42% (321)	35% (273)	9% (68)	3% (25)	7% (55)	4% (31)	774
Ideo: Moderate (4)	24% (106)	35% (150)	12% (50)	7% (28)	18% (77)	5% (21)	433
Ideo: Conservative (5-7)	13% (96)	23% (171)	15% (109)	27% (200)	16% (119)	6% (41)	737
Educ: < College	25% (398)	28% (444)	11% (167)	12% (190)	17% (270)	6% (97)	1567
Educ: Bachelors degree	30% (124)	32% (134)	12% (51)	11% (47)	11% (44)	4% (16)	416
Educ: Post-grad	26% (57)	34% (74)	11% (25)	15% (34)	12% (26)	1% (3)	219
Income: Under 50k	24% (322)	28% (367)	11% (141)	12% (159)	17% (227)	8% (99)	1314
Income: 50k-100k	30% (191)	31% (198)	11% (72)	12% (76)	13% (85)	2% (10)	632
Income: 100k+	26% (67)	34% (88)	11% (29)	14% (36)	11% (28)	3% (8)	256

Continued on next page

Table TS3_4: Do you have a favorable or unfavorable impression of the following people?

Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (579)	30% (653)	11% (242)	12% (271)	15% (340)	5% (116)	2201
Ethnicity: White	24% (425)	31% (548)	11% (194)	14% (247)	15% (261)	4% (75)	1750
Ethnicity: Hispanic	35% (117)	22% (71)	10% (34)	7% (23)	14% (47)	11% (37)	329
Ethnicity: Afr. Am.	39% (104)	24% (65)	10% (26)	3% (7)	16% (43)	9% (23)	269
Ethnicity: Other	28% (51)	21% (39)	12% (22)	9% (16)	20% (36)	10% (18)	182
Relig: Protestant	18% (95)	29% (148)	14% (70)	19% (100)	16% (85)	3% (18)	516
Relig: Roman Catholic	27% (125)	31% (143)	14% (66)	13% (60)	10% (46)	3% (16)	456
Relig: Ath./Agn./None	31% (197)	31% (194)	8% (51)	7% (46)	16% (104)	6% (38)	630
Relig: Something Else	31% (110)	27% (99)	11% (38)	9% (33)	16% (58)	6% (23)	361
Relig: Jewish	47% (27)	31% (18)	7% (4)	6% (3)	7% (4)	3% (2)	58
Relig: Evangelical	21% (125)	24% (140)	12% (68)	19% (110)	18% (106)	6% (38)	586
Relig: Non-Evang. Catholics	24% (147)	35% (213)	13% (83)	13% (82)	12% (72)	3% (17)	614
Relig: All Christian	23% (272)	29% (353)	13% (151)	16% (192)	15% (177)	5% (55)	1201
Relig: All Non-Christian	31% (307)	30% (293)	9% (89)	8% (79)	16% (162)	6% (61)	990
Community: Urban	30% (165)	29% (155)	8% (46)	9% (49)	16% (86)	8% (44)	545
Community: Suburban	28% (271)	32% (320)	12% (115)	11% (112)	14% (141)	3% (27)	986
Community: Rural	21% (143)	26% (177)	12% (82)	16% (109)	17% (114)	7% (45)	670
Employ: Private Sector	31% (215)	31% (214)	10% (71)	11% (75)	13% (91)	3% (21)	688
Employ: Government	33% (51)	26% (42)	12% (18)	15% (24)	12% (20)	2% (3)	158
Employ: Self-Employed	28% (56)	32% (65)	11% (23)	8% (17)	14% (28)	6% (11)	200
Employ: Homemaker	22% (45)	31% (63)	10% (20)	10% (20)	19% (39)	8% (16)	203
Employ: Student	24% (28)	28% (33)	15% (18)	7% (8)	16% (19)	9% (11)	118
Employ: Retired	23% (111)	29% (137)	12% (59)	20% (93)	13% (62)	3% (15)	478
Employ: Unemployed	22% (43)	26% (52)	9% (18)	8% (15)	26% (51)	9% (18)	197
Employ: Other	18% (29)	30% (48)	9% (14)	12% (19)	18% (29)	13% (22)	160
Military HH: Yes	25% (98)	26% (102)	15% (59)	16% (64)	15% (59)	4% (16)	398
Military HH: No	27% (481)	31% (551)	10% (183)	11% (207)	16% (281)	6% (100)	1803
RD/WT: Right Direction	21% (195)	25% (237)	14% (130)	21% (200)	14% (130)	6% (55)	946
RD/WT: Wrong Track	31% (385)	33% (416)	9% (112)	6% (71)	17% (210)	5% (62)	1255

Continued on next page

Table TS3_4: Do you have a favorable or unfavorable impression of the following people?

Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (579)	30% (653)	11% (242)	12% (271)	15% (340)	5% (116)	2201
Strongly Approve	20% (92)	16% (72)	14% (66)	33% (153)	12% (53)	5% (21)	457
Somewhat Approve	18% (87)	32% (154)	15% (71)	13% (62)	18% (87)	5% (26)	488
Somewhat Disapprove	21% (63)	42% (128)	13% (39)	6% (19)	13% (41)	4% (12)	302
Strongly Disapprove	39% (318)	34% (276)	6% (50)	4% (29)	13% (107)	4% (33)	814
Dont Know / No Opinion	13% (18)	16% (22)	11% (16)	6% (8)	37% (51)	17% (24)	140
#1 Issue: Economy	24% (161)	33% (217)	13% (88)	11% (74)	15% (100)	3% (20)	660
#1 Issue: Security	19% (77)	21% (87)	11% (43)	26% (105)	18% (74)	4% (18)	404
#1 Issue: Health Care	33% (131)	33% (133)	11% (42)	7% (28)	12% (49)	4% (14)	398
#1 Issue: Medicare / Social Security	24% (78)	26% (85)	9% (29)	13% (43)	19% (63)	8% (27)	326
#1 Issue: Women's Issues	33% (32)	33% (33)	7% (7)	1% (1)	14% (14)	12% (12)	98
#1 Issue: Education	32% (48)	29% (43)	10% (14)	6% (9)	14% (22)	9% (13)	149
#1 Issue: Energy	40% (33)	41% (33)	12% (10)	1% (1)	6% (5)	— (0)	82
#1 Issue: Other	22% (19)	26% (22)	11% (9)	11% (9)	16% (13)	14% (12)	85
2016 Vote: Democrat Hillary Clinton	42% (292)	36% (250)	8% (55)	2% (11)	10% (68)	3% (21)	696
2016 Vote: Republican Donald Trump	16% (127)	24% (186)	15% (113)	26% (204)	14% (112)	4% (30)	773
2016 Vote: Someone else	24% (43)	34% (61)	12% (22)	8% (15)	21% (38)	1% (2)	180
2012 Vote: Barack Obama	41% (352)	33% (284)	10% (88)	3% (25)	10% (84)	3% (28)	862
2012 Vote: Mitt Romney	13% (73)	24% (137)	15% (83)	29% (164)	15% (83)	4% (20)	560
2012 Vote: Other	11% (9)	35% (30)	9% (8)	20% (17)	24% (20)	2% (2)	86
2012 Vote: Didn't Vote	21% (144)	29% (202)	9% (63)	9% (64)	22% (150)	10% (67)	690
4-Region: Northeast	31% (123)	31% (123)	13% (53)	12% (48)	10% (40)	3% (13)	402
4-Region: Midwest	26% (123)	29% (140)	11% (53)	12% (57)	18% (83)	4% (17)	474
4-Region: South	26% (214)	28% (232)	9% (77)	12% (98)	16% (132)	8% (63)	815
4-Region: West	23% (119)	31% (158)	11% (59)	13% (67)	17% (85)	5% (23)	511
Netflix Streaming User: Yes	33% (429)	30% (392)	10% (136)	10% (126)	14% (180)	3% (46)	1308
Netflix Streaming User: No	17% (150)	29% (261)	12% (106)	16% (145)	18% (160)	8% (71)	893
Streaming Account User: Yes	31% (494)	30% (477)	11% (183)	11% (171)	13% (207)	4% (68)	1600
Streaming Account User: No	14% (86)	29% (176)	10% (60)	16% (99)	22% (133)	8% (49)	601
Seen/heard/read Letterman's New Show: Yes	33% (398)	32% (379)	12% (148)	10% (115)	10% (123)	3% (31)	1194
Seen/heard/read Letterman's New Show: No	18% (181)	27% (274)	9% (94)	15% (156)	22% (217)	8% (85)	1007

Continued on next page

Table TS3_4: Do you have a favorable or unfavorable impression of the following people?
Jimmy Kimmel

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (579)	30% (653)	11% (242)	12% (271)	15% (340)	5% (116)	2201
Watched Letterman: Always	64% (136)	16% (34)	12% (25)	3% (7)	4% (8)	2% (4)	214
Watched Letterman: Sometimes	32% (252)	38% (292)	12% (95)	9% (73)	6% (50)	2% (14)	777
Watched Letterman: Rarely	21% (132)	35% (225)	11% (70)	12% (74)	18% (114)	3% (20)	636
Watched Letterman: Never	10% (58)	18% (102)	9% (52)	20% (117)	29% (168)	14% (78)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_5: Do you have a favorable or unfavorable impression of the following people?
Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (601)	32% (694)	10% (221)	10% (225)	17% (369)	4% (91)	2201
Gender: Male	29% (305)	31% (323)	10% (111)	12% (130)	14% (145)	4% (45)	1060
Gender: Female	26% (296)	32% (370)	10% (110)	8% (95)	20% (225)	4% (46)	1141
Age: 18-29	32% (149)	29% (136)	9% (40)	7% (31)	17% (78)	7% (35)	468
Age: 30-44	34% (194)	30% (171)	9% (49)	8% (47)	14% (77)	5% (29)	567
Age: 45-54	28% (103)	32% (117)	12% (45)	9% (35)	17% (61)	2% (8)	369
Age: 55-64	23% (93)	33% (133)	10% (41)	12% (49)	19% (77)	2% (7)	399
Age: 65+	16% (62)	35% (138)	12% (46)	16% (64)	19% (76)	3% (12)	398
PID: Dem (no lean)	36% (257)	36% (259)	6% (44)	3% (21)	14% (102)	5% (33)	716
PID: Ind (no lean)	26% (205)	31% (240)	11% (83)	9% (69)	20% (153)	4% (33)	782
PID: Rep (no lean)	20% (139)	28% (195)	13% (94)	19% (136)	16% (113)	4% (26)	703
PID/Gender: Dem Men	39% (127)	35% (115)	5% (18)	4% (13)	12% (40)	5% (16)	329
PID/Gender: Dem Women	34% (130)	37% (144)	7% (26)	2% (8)	16% (62)	4% (17)	387
PID/Gender: Ind Men	28% (102)	30% (111)	11% (42)	11% (42)	16% (58)	3% (13)	367
PID/Gender: Ind Women	25% (103)	31% (129)	10% (41)	7% (27)	23% (96)	5% (20)	415
PID/Gender: Rep Men	21% (75)	27% (98)	14% (51)	21% (76)	13% (46)	5% (17)	363
PID/Gender: Rep Women	19% (64)	29% (97)	13% (43)	18% (60)	20% (67)	3% (9)	340
Tea Party: Supporter	29% (170)	26% (153)	12% (71)	17% (98)	12% (70)	4% (23)	585
Tea Party: Not Supporter	27% (426)	34% (538)	9% (149)	8% (126)	18% (294)	4% (68)	1601
Ideo: Liberal (1-3)	40% (307)	36% (281)	8% (62)	3% (23)	9% (73)	4% (27)	774
Ideo: Moderate (4)	29% (124)	31% (134)	11% (49)	10% (42)	17% (72)	3% (11)	433
Ideo: Conservative (5-7)	15% (108)	30% (223)	13% (96)	19% (143)	19% (140)	4% (27)	737
Educ: < College	27% (425)	29% (452)	10% (153)	10% (161)	19% (299)	5% (77)	1567
Educ: Bachelors degree	28% (118)	38% (158)	10% (43)	10% (40)	12% (49)	2% (9)	416
Educ: Post-grad	27% (58)	38% (84)	11% (25)	11% (25)	10% (21)	2% (5)	219
Income: Under 50k	26% (341)	28% (373)	10% (133)	10% (137)	19% (255)	6% (75)	1314
Income: 50k-100k	30% (192)	35% (219)	10% (62)	10% (63)	14% (85)	2% (10)	632
Income: 100k+	27% (68)	40% (102)	10% (26)	10% (25)	11% (28)	3% (6)	256

Continued on next page

Table TS3_5: Do you have a favorable or unfavorable impression of the following people?

Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (601)	32% (694)	10% (221)	10% (225)	17% (369)	4% (91)	2201
Ethnicity: White	25% (436)	34% (594)	10% (175)	11% (195)	17% (296)	3% (55)	1750
Ethnicity: Hispanic	37% (123)	23% (77)	8% (26)	12% (39)	13% (44)	6% (20)	329
Ethnicity: Afr. Am.	40% (106)	25% (68)	10% (26)	4% (10)	14% (38)	7% (20)	269
Ethnicity: Other	33% (59)	18% (32)	11% (20)	11% (19)	19% (35)	9% (16)	182
Relig: Protestant	19% (99)	35% (181)	13% (67)	14% (70)	17% (87)	2% (12)	516
Relig: Roman Catholic	32% (146)	35% (157)	10% (47)	11% (48)	10% (45)	3% (12)	456
Relig: Ath./Agn./None	31% (197)	30% (187)	8% (52)	8% (49)	19% (118)	4% (27)	630
Relig: Something Else	32% (115)	27% (99)	7% (25)	11% (39)	18% (63)	6% (20)	361
Relig: Jewish	43% (25)	34% (20)	10% (6)	3% (2)	7% (4)	3% (2)	58
Relig: Evangelical	18% (108)	31% (184)	12% (73)	13% (74)	19% (113)	6% (35)	586
Relig: Non-Evang. Catholics	30% (182)	36% (221)	11% (66)	10% (64)	12% (72)	1% (9)	614
Relig: All Christian	24% (289)	34% (406)	12% (139)	11% (138)	15% (185)	4% (44)	1201
Relig: All Non-Christian	32% (312)	29% (286)	8% (77)	9% (87)	18% (181)	5% (47)	990
Community: Urban	29% (157)	33% (180)	7% (40)	8% (45)	16% (87)	6% (35)	545
Community: Suburban	28% (280)	34% (331)	12% (117)	9% (90)	15% (149)	2% (20)	986
Community: Rural	24% (164)	27% (183)	10% (64)	13% (90)	20% (133)	5% (36)	670
Employ: Private Sector	31% (216)	35% (238)	11% (79)	8% (55)	12% (83)	2% (17)	688
Employ: Government	41% (65)	26% (41)	10% (16)	8% (12)	14% (22)	1% (2)	158
Employ: Self-Employed	27% (54)	31% (63)	11% (23)	8% (16)	15% (30)	7% (14)	200
Employ: Homemaker	31% (63)	27% (55)	10% (21)	8% (17)	18% (37)	6% (12)	203
Employ: Student	25% (29)	33% (39)	8% (10)	6% (7)	22% (26)	7% (8)	118
Employ: Retired	20% (95)	32% (153)	11% (55)	16% (75)	19% (92)	2% (9)	478
Employ: Unemployed	27% (53)	26% (51)	5% (11)	12% (24)	21% (41)	9% (17)	197
Employ: Other	17% (27)	34% (54)	5% (8)	12% (20)	24% (39)	8% (13)	160
Military HH: Yes	28% (110)	27% (109)	15% (60)	12% (48)	15% (60)	3% (11)	398
Military HH: No	27% (491)	32% (584)	9% (161)	10% (178)	17% (309)	4% (80)	1803
RD/WT: Right Direction	23% (222)	28% (267)	12% (114)	16% (155)	16% (153)	4% (34)	946
RD/WT: Wrong Track	30% (379)	34% (426)	9% (107)	6% (70)	17% (216)	5% (57)	1255

Continued on next page

Table TS3_5: Do you have a favorable or unfavorable impression of the following people?

Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (601)	32% (694)	10% (221)	10% (225)	17% (369)	4% (91)	2201
Strongly Approve	22% (102)	22% (99)	14% (65)	24% (108)	14% (66)	4% (17)	457
Somewhat Approve	21% (104)	34% (165)	13% (64)	10% (49)	19% (91)	3% (16)	488
Somewhat Disapprove	26% (78)	39% (117)	11% (33)	8% (23)	14% (42)	3% (9)	302
Strongly Disapprove	35% (288)	35% (282)	6% (52)	5% (37)	15% (124)	4% (31)	814
Dont Know / No Opinion	21% (30)	22% (31)	5% (6)	6% (8)	33% (46)	13% (19)	140
#1 Issue: Economy	27% (181)	34% (226)	11% (75)	8% (56)	16% (104)	3% (18)	660
#1 Issue: Security	21% (85)	27% (110)	12% (48)	19% (76)	17% (69)	4% (17)	404
#1 Issue: Health Care	33% (131)	32% (127)	11% (44)	6% (25)	15% (58)	3% (11)	398
#1 Issue: Medicare / Social Security	19% (62)	31% (100)	8% (27)	12% (37)	26% (84)	5% (15)	326
#1 Issue: Women's Issues	37% (36)	38% (37)	5% (4)	2% (2)	11% (10)	8% (8)	98
#1 Issue: Education	37% (55)	29% (43)	9% (13)	6% (9)	12% (18)	8% (11)	149
#1 Issue: Energy	42% (35)	32% (26)	4% (3)	7% (5)	11% (9)	4% (3)	82
#1 Issue: Other	19% (16)	27% (23)	7% (6)	18% (15)	21% (18)	8% (7)	85
2016 Vote: Democrat Hillary Clinton	39% (275)	38% (266)	6% (45)	3% (21)	10% (72)	2% (16)	696
2016 Vote: Republican Donald Trump	20% (151)	28% (214)	14% (107)	19% (149)	17% (131)	3% (21)	773
2016 Vote: Someone else	23% (41)	35% (64)	14% (26)	9% (16)	18% (33)	1% (1)	180
2012 Vote: Barack Obama	39% (333)	37% (323)	7% (61)	4% (31)	11% (99)	2% (15)	862
2012 Vote: Mitt Romney	16% (87)	30% (167)	15% (82)	21% (117)	16% (88)	3% (18)	560
2012 Vote: Other	16% (13)	25% (21)	17% (14)	17% (15)	22% (19)	3% (3)	86
2012 Vote: Didn't Vote	24% (167)	26% (182)	9% (62)	9% (62)	23% (161)	8% (55)	690
4-Region: Northeast	32% (127)	34% (135)	10% (40)	10% (40)	12% (48)	3% (11)	402
4-Region: Midwest	26% (125)	32% (150)	10% (50)	10% (49)	19% (89)	2% (11)	474
4-Region: South	27% (217)	30% (244)	10% (78)	10% (82)	17% (140)	6% (53)	815
4-Region: West	26% (132)	32% (165)	10% (53)	10% (53)	18% (92)	3% (16)	511
Netflix Streaming User: Yes	33% (435)	32% (425)	10% (127)	8% (110)	14% (177)	3% (34)	1308
Netflix Streaming User: No	19% (166)	30% (269)	10% (94)	13% (116)	21% (192)	6% (57)	893
Streaming Account User: Yes	32% (517)	31% (503)	11% (169)	9% (146)	13% (213)	3% (51)	1600
Streaming Account User: No	14% (84)	32% (190)	9% (52)	13% (79)	26% (156)	7% (40)	601
Seen/heard/read Letterman's New Show: Yes	33% (399)	35% (413)	10% (117)	8% (95)	12% (137)	3% (31)	1194
Seen/heard/read Letterman's New Show: No	20% (202)	28% (280)	10% (104)	13% (130)	23% (232)	6% (60)	1007

Continued on next page

Table TS3_5: Do you have a favorable or unfavorable impression of the following people?
Jimmy Fallon

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	27% (601)	32% (694)	10% (221)	10% (225)	17% (369)	4% (91)	2201
Watched Letterman: Always	60% (127)	22% (47)	8% (17)	6% (13)	3% (7)	1% (3)	214
Watched Letterman: Sometimes	33% (254)	38% (299)	11% (83)	7% (56)	9% (68)	2% (16)	777
Watched Letterman: Rarely	23% (145)	35% (223)	11% (69)	9% (56)	19% (121)	3% (21)	636
Watched Letterman: Never	13% (75)	22% (124)	9% (51)	17% (100)	30% (173)	9% (51)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_6: Do you have a favorable or unfavorable impression of the following people?
Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (482)	23% (505)	10% (211)	15% (321)	19% (416)	12% (266)	2201
Gender: Male	25% (269)	25% (265)	9% (99)	18% (188)	13% (142)	9% (97)	1060
Gender: Female	19% (213)	21% (240)	10% (112)	12% (133)	24% (274)	15% (170)	1141
Age: 18-29	21% (99)	23% (106)	8% (37)	10% (45)	19% (89)	20% (91)	468
Age: 30-44	26% (148)	26% (147)	9% (52)	10% (59)	17% (98)	11% (62)	567
Age: 45-54	20% (73)	22% (80)	11% (42)	16% (57)	22% (82)	10% (35)	369
Age: 55-64	20% (79)	21% (82)	10% (38)	19% (76)	21% (83)	10% (40)	399
Age: 65+	21% (82)	22% (89)	10% (42)	21% (83)	16% (63)	10% (38)	398
PID: Dem (no lean)	33% (239)	31% (222)	6% (43)	3% (24)	15% (110)	11% (78)	716
PID: Ind (no lean)	20% (156)	20% (157)	11% (84)	12% (97)	23% (176)	14% (112)	782
PID: Rep (no lean)	12% (87)	18% (126)	12% (85)	28% (200)	18% (129)	11% (76)	703
PID/Gender: Dem Men	38% (124)	32% (104)	6% (19)	4% (12)	11% (37)	10% (33)	329
PID/Gender: Dem Women	30% (115)	30% (118)	6% (24)	3% (12)	19% (73)	12% (45)	387
PID/Gender: Ind Men	24% (90)	21% (79)	10% (37)	18% (67)	17% (63)	9% (31)	367
PID/Gender: Ind Women	16% (66)	19% (79)	11% (46)	7% (30)	27% (114)	19% (80)	415
PID/Gender: Rep Men	15% (54)	23% (82)	12% (43)	30% (109)	12% (42)	9% (32)	363
PID/Gender: Rep Women	10% (33)	13% (44)	12% (42)	27% (91)	26% (87)	13% (44)	340
Tea Party: Supporter	21% (120)	20% (115)	12% (73)	24% (139)	13% (77)	10% (61)	585
Tea Party: Not Supporter	22% (357)	24% (386)	9% (138)	11% (181)	21% (334)	13% (205)	1601
Ideo: Liberal (1-3)	40% (309)	29% (225)	6% (48)	5% (41)	12% (95)	7% (56)	774
Ideo: Moderate (4)	19% (81)	27% (117)	11% (46)	10% (45)	21% (93)	12% (51)	433
Ideo: Conservative (5-7)	9% (66)	17% (126)	14% (100)	29% (214)	19% (138)	12% (92)	737
Educ: < College	20% (308)	21% (325)	10% (151)	14% (223)	21% (330)	15% (229)	1567
Educ: Bachelors degree	26% (108)	28% (115)	9% (37)	15% (63)	15% (61)	8% (32)	416
Educ: Post-grad	30% (66)	30% (65)	11% (24)	16% (35)	11% (25)	2% (5)	219
Income: Under 50k	20% (264)	20% (266)	10% (127)	13% (168)	22% (284)	16% (205)	1314
Income: 50k-100k	25% (161)	26% (163)	9% (58)	18% (111)	14% (89)	8% (50)	632
Income: 100k+	22% (57)	30% (76)	11% (27)	16% (41)	17% (43)	5% (12)	256

Continued on next page

Table TS3_6: Do you have a favorable or unfavorable impression of the following people?
Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (482)	23% (505)	10% (211)	15% (321)	19% (416)	12% (266)	2201
Ethnicity: White	21% (363)	22% (388)	10% (181)	17% (291)	19% (331)	11% (197)	1750
Ethnicity: Hispanic	28% (92)	19% (63)	6% (20)	14% (46)	17% (57)	16% (52)	329
Ethnicity: Afr. Am.	30% (82)	26% (70)	6% (17)	4% (12)	20% (53)	13% (34)	269
Ethnicity: Other	20% (37)	26% (48)	7% (13)	10% (18)	17% (32)	19% (35)	182
Relig: Protestant	17% (86)	24% (125)	11% (55)	20% (104)	20% (103)	8% (42)	516
Relig: Roman Catholic	21% (97)	25% (115)	13% (59)	17% (77)	16% (74)	7% (34)	456
Relig: Ath./Agn./None	27% (170)	22% (139)	8% (52)	9% (60)	20% (124)	14% (85)	630
Relig: Something Else	28% (101)	22% (79)	6% (23)	12% (43)	18% (64)	14% (51)	361
Relig: Jewish	39% (23)	28% (16)	11% (6)	10% (6)	10% (6)	2% (1)	58
Relig: Evangelical	14% (79)	21% (126)	12% (69)	17% (102)	21% (123)	15% (87)	586
Relig: Non-Evang. Catholics	21% (129)	25% (156)	11% (65)	19% (116)	17% (104)	7% (43)	614
Relig: All Christian	17% (208)	24% (282)	11% (134)	18% (218)	19% (227)	11% (130)	1201
Relig: All Non-Christian	27% (271)	22% (218)	8% (75)	10% (103)	19% (188)	14% (136)	990
Community: Urban	24% (129)	22% (118)	8% (44)	12% (65)	18% (96)	17% (92)	545
Community: Suburban	24% (234)	26% (253)	10% (103)	14% (134)	18% (179)	8% (82)	986
Community: Rural	18% (118)	20% (134)	10% (64)	18% (121)	21% (140)	14% (92)	670
Employ: Private Sector	25% (171)	27% (183)	11% (79)	13% (86)	16% (111)	8% (58)	688
Employ: Government	25% (40)	29% (46)	9% (14)	14% (22)	18% (28)	5% (7)	158
Employ: Self-Employed	26% (53)	22% (45)	12% (24)	10% (21)	17% (34)	12% (24)	200
Employ: Homemaker	17% (35)	19% (39)	7% (15)	11% (23)	31% (62)	15% (30)	203
Employ: Student	17% (20)	23% (28)	6% (7)	13% (15)	22% (26)	19% (23)	118
Employ: Retired	22% (107)	22% (106)	10% (46)	22% (105)	16% (76)	8% (37)	478
Employ: Unemployed	19% (37)	14% (28)	6% (12)	14% (27)	24% (47)	23% (45)	197
Employ: Other	12% (20)	19% (31)	9% (14)	13% (21)	20% (32)	27% (42)	160
Military HH: Yes	25% (101)	23% (93)	11% (43)	16% (65)	17% (67)	7% (30)	398
Military HH: No	21% (381)	23% (413)	9% (168)	14% (256)	19% (349)	13% (237)	1803
RD/WT: Right Direction	15% (141)	21% (197)	11% (102)	24% (229)	16% (152)	13% (124)	946
RD/WT: Wrong Track	27% (341)	25% (308)	9% (109)	7% (91)	21% (264)	11% (143)	1255

Continued on next page

Table TS3_6: Do you have a favorable or unfavorable impression of the following people?

Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (482)	23% (505)	10% (211)	15% (321)	19% (416)	12% (266)	2201
Strongly Approve	16% (73)	13% (60)	10% (46)	35% (161)	14% (65)	11% (52)	457
Somewhat Approve	11% (54)	26% (126)	13% (66)	18% (87)	21% (105)	11% (51)	488
Somewhat Disapprove	13% (41)	32% (96)	12% (38)	10% (30)	20% (61)	12% (36)	302
Strongly Disapprove	37% (300)	26% (209)	6% (49)	4% (36)	17% (142)	9% (77)	814
Dont Know / No Opinion	11% (15)	10% (13)	9% (12)	5% (7)	30% (42)	35% (49)	140
#1 Issue: Economy	18% (118)	27% (179)	11% (71)	14% (92)	21% (136)	10% (65)	660
#1 Issue: Security	14% (58)	18% (71)	9% (38)	29% (117)	19% (77)	11% (44)	404
#1 Issue: Health Care	30% (119)	25% (100)	9% (37)	8% (32)	17% (69)	10% (40)	398
#1 Issue: Medicare / Social Security	18% (60)	20% (65)	9% (31)	14% (45)	22% (70)	17% (54)	326
#1 Issue: Women's Issues	28% (28)	24% (24)	5% (5)	5% (5)	15% (15)	21% (21)	98
#1 Issue: Education	29% (43)	20% (30)	11% (16)	8% (12)	19% (28)	13% (19)	149
#1 Issue: Energy	43% (35)	32% (26)	6% (5)	4% (4)	8% (7)	6% (5)	82
#1 Issue: Other	24% (20)	12% (11)	10% (8)	16% (14)	17% (14)	21% (18)	85
2016 Vote: Democrat Hillary Clinton	40% (279)	30% (212)	6% (43)	3% (19)	13% (94)	7% (50)	696
2016 Vote: Republican Donald Trump	12% (96)	17% (134)	13% (100)	30% (229)	18% (139)	10% (75)	773
2016 Vote: Someone else	18% (33)	29% (52)	10% (18)	12% (22)	23% (41)	8% (14)	180
2012 Vote: Barack Obama	36% (311)	30% (255)	9% (78)	5% (41)	13% (115)	7% (62)	862
2012 Vote: Mitt Romney	11% (64)	18% (100)	13% (73)	32% (181)	17% (98)	8% (44)	560
2012 Vote: Other	9% (8)	14% (12)	11% (9)	25% (22)	33% (28)	8% (7)	86
2012 Vote: Didn't Vote	14% (99)	20% (137)	7% (50)	11% (77)	25% (173)	22% (154)	690
4-Region: Northeast	24% (96)	24% (96)	11% (45)	17% (69)	14% (58)	9% (37)	402
4-Region: Midwest	20% (94)	24% (115)	10% (49)	16% (74)	20% (94)	10% (48)	474
4-Region: South	22% (175)	21% (173)	8% (64)	14% (114)	21% (167)	15% (121)	815
4-Region: West	23% (117)	24% (122)	10% (53)	12% (63)	19% (96)	12% (60)	511
Netflix Streaming User: Yes	26% (342)	24% (315)	10% (137)	11% (148)	18% (230)	10% (136)	1308
Netflix Streaming User: No	16% (140)	21% (190)	8% (75)	19% (173)	21% (186)	15% (130)	893
Streaming Account User User: Yes	25% (396)	24% (390)	10% (160)	13% (201)	17% (277)	11% (176)	1600
Streaming Account User: No	14% (86)	19% (115)	8% (51)	20% (120)	23% (139)	15% (90)	601
Seen/heard/read Letterman's New Show: Yes	29% (344)	27% (317)	11% (131)	13% (150)	14% (170)	7% (82)	1194
Seen/heard/read Letterman's New Show: No	14% (138)	19% (188)	8% (81)	17% (171)	24% (245)	18% (184)	1007

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Table TS3_6: Do you have a favorable or unfavorable impression of the following people?
Stephen Colbert

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	22% (482)	23% (505)	10% (211)	15% (321)	19% (416)	12% (266)	2201
Watched Letterman: Always	55% (118)	25% (54)	5% (11)	6% (14)	5% (10)	3% (7)	214
Watched Letterman: Sometimes	25% (196)	30% (233)	11% (84)	14% (107)	13% (102)	7% (54)	777
Watched Letterman: Rarely	20% (126)	23% (148)	12% (74)	15% (93)	22% (137)	9% (58)	636
Watched Letterman: Never	7% (42)	12% (70)	7% (42)	19% (107)	29% (167)	26% (148)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_7: Do you have a favorable or unfavorable impression of the following people?
John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (303)	15% (331)	7% (160)	7% (162)	22% (480)	35% (763)	2201
Gender: Male	18% (194)	17% (176)	9% (91)	10% (103)	20% (211)	27% (284)	1060
Gender: Female	10% (110)	14% (155)	6% (69)	5% (60)	24% (269)	42% (479)	1141
Age: 18-29	20% (91)	14% (66)	8% (38)	9% (43)	21% (100)	28% (129)	468
Age: 30-44	18% (101)	20% (114)	10% (55)	6% (36)	20% (111)	26% (149)	567
Age: 45-54	9% (34)	14% (53)	6% (22)	9% (32)	24% (89)	37% (138)	369
Age: 55-64	10% (39)	15% (59)	7% (27)	7% (27)	21% (85)	40% (161)	399
Age: 65+	9% (37)	10% (39)	5% (18)	6% (23)	24% (94)	47% (185)	398
PID: Dem (no lean)	19% (138)	20% (145)	4% (32)	4% (29)	20% (143)	32% (230)	716
PID: Ind (no lean)	13% (100)	13% (105)	9% (68)	6% (48)	25% (192)	34% (269)	782
PID: Rep (no lean)	9% (65)	12% (82)	9% (60)	12% (86)	21% (145)	38% (265)	703
PID/Gender: Dem Men	23% (76)	24% (78)	5% (18)	6% (18)	18% (61)	24% (78)	329
PID/Gender: Dem Women	16% (62)	17% (67)	4% (14)	3% (10)	21% (82)	39% (151)	387
PID/Gender: Ind Men	20% (74)	12% (46)	10% (37)	9% (33)	22% (81)	26% (97)	367
PID/Gender: Ind Women	6% (26)	14% (60)	7% (31)	4% (15)	27% (111)	41% (172)	415
PID/Gender: Rep Men	12% (44)	14% (53)	10% (37)	14% (51)	19% (70)	30% (109)	363
PID/Gender: Rep Women	6% (21)	9% (29)	7% (23)	10% (34)	22% (76)	46% (156)	340
Tea Party: Supporter	17% (97)	14% (85)	9% (53)	12% (71)	17% (97)	31% (182)	585
Tea Party: Not Supporter	13% (206)	15% (243)	7% (106)	6% (91)	24% (379)	36% (576)	1601
Ideo: Liberal (1-3)	27% (212)	22% (169)	6% (47)	5% (41)	18% (136)	22% (169)	774
Ideo: Moderate (4)	11% (46)	17% (74)	8% (34)	5% (23)	20% (88)	39% (167)	433
Ideo: Conservative (5-7)	4% (31)	11% (79)	8% (58)	12% (86)	24% (178)	41% (305)	737
Educ: < College	12% (190)	13% (206)	7% (116)	7% (112)	22% (351)	38% (591)	1567
Educ: Bachelors degree	15% (63)	20% (83)	6% (26)	8% (33)	21% (85)	30% (126)	416
Educ: Post-grad	23% (50)	20% (43)	8% (18)	8% (18)	20% (44)	21% (46)	219
Income: Under 50k	12% (161)	12% (156)	7% (89)	7% (89)	23% (305)	39% (515)	1314
Income: 50k-100k	17% (106)	18% (113)	8% (51)	8% (54)	19% (118)	30% (189)	632
Income: 100k+	14% (37)	24% (62)	8% (20)	8% (20)	22% (57)	23% (59)	256

Continued on next page

Table TS3_7: Do you have a favorable or unfavorable impression of the following people?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (303)	15% (331)	7% (160)	7% (162)	22% (480)	35% (763)	2201
Ethnicity: White	13% (219)	14% (253)	7% (118)	7% (130)	23% (395)	36% (635)	1750
Ethnicity: Hispanic	21% (70)	15% (49)	6% (20)	12% (40)	21% (70)	24% (80)	329
Ethnicity: Afr. Am.	20% (54)	18% (48)	10% (26)	6% (16)	18% (48)	29% (78)	269
Ethnicity: Other	17% (31)	17% (31)	9% (16)	9% (16)	21% (37)	28% (51)	182
Relig: Protestant	9% (48)	14% (70)	7% (39)	9% (44)	24% (125)	37% (190)	516
Relig: Roman Catholic	12% (55)	19% (85)	8% (36)	9% (40)	20% (92)	32% (146)	456
Relig: Ath./Agn./None	18% (113)	16% (99)	6% (41)	6% (36)	22% (141)	32% (200)	630
Relig: Something Else	21% (74)	16% (57)	5% (18)	7% (24)	19% (68)	33% (120)	361
Relig: Jewish	33% (19)	17% (10)	1% (1)	6% (3)	20% (12)	23% (13)	58
Relig: Evangelical	8% (46)	12% (68)	10% (57)	8% (48)	23% (135)	40% (233)	586
Relig: Non-Evang. Catholics	11% (68)	17% (107)	7% (43)	9% (55)	22% (136)	33% (206)	614
Relig: All Christian	10% (114)	15% (176)	8% (99)	9% (103)	22% (270)	37% (439)	1201
Relig: All Non-Christian	19% (187)	16% (156)	6% (58)	6% (60)	21% (209)	32% (320)	990
Community: Urban	16% (88)	17% (92)	5% (27)	6% (35)	22% (119)	34% (182)	545
Community: Suburban	14% (142)	17% (168)	9% (87)	7% (67)	20% (199)	33% (325)	986
Community: Rural	11% (73)	11% (71)	7% (46)	9% (61)	24% (163)	38% (256)	670
Employ: Private Sector	16% (109)	20% (138)	10% (66)	7% (50)	19% (133)	28% (191)	688
Employ: Government	15% (24)	22% (34)	7% (11)	12% (19)	19% (29)	25% (40)	158
Employ: Self-Employed	19% (38)	19% (39)	8% (16)	5% (9)	22% (44)	27% (54)	200
Employ: Homemaker	10% (20)	11% (22)	7% (14)	6% (13)	28% (56)	38% (78)	203
Employ: Student	21% (24)	13% (16)	7% (8)	7% (8)	27% (32)	26% (30)	118
Employ: Retired	12% (56)	10% (49)	6% (27)	7% (34)	23% (109)	42% (203)	478
Employ: Unemployed	9% (18)	10% (20)	4% (8)	7% (14)	23% (46)	46% (91)	197
Employ: Other	9% (14)	9% (14)	5% (8)	10% (16)	20% (32)	47% (76)	160
Military HH: Yes	18% (71)	14% (55)	7% (29)	9% (35)	20% (81)	32% (127)	398
Military HH: No	13% (232)	15% (276)	7% (131)	7% (128)	22% (400)	35% (636)	1803
RD/WT: Right Direction	11% (101)	13% (127)	8% (72)	11% (107)	20% (190)	37% (348)	946
RD/WT: Wrong Track	16% (202)	16% (205)	7% (88)	4% (56)	23% (290)	33% (415)	1255

Continued on next page

Table TS3_7: Do you have a favorable or unfavorable impression of the following people?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (303)	15% (331)	7% (160)	7% (162)	22% (480)	35% (763)	2201
Strongly Approve	11% (52)	10% (45)	6% (27)	16% (74)	19% (85)	38% (173)	457
Somewhat Approve	7% (37)	15% (71)	11% (55)	9% (42)	22% (107)	36% (176)	488
Somewhat Disapprove	6% (17)	23% (68)	9% (28)	5% (14)	25% (75)	33% (99)	302
Strongly Disapprove	23% (191)	17% (141)	5% (42)	3% (28)	21% (173)	29% (239)	814
Dont Know / No Opinion	5% (7)	4% (6)	5% (7)	3% (4)	29% (40)	54% (75)	140
#1 Issue: Economy	13% (84)	15% (96)	8% (54)	7% (49)	23% (150)	34% (227)	660
#1 Issue: Security	9% (35)	11% (43)	4% (17)	11% (46)	25% (101)	40% (163)	404
#1 Issue: Health Care	18% (71)	19% (77)	10% (38)	2% (10)	21% (83)	30% (118)	398
#1 Issue: Medicare / Social Security	8% (27)	12% (39)	7% (23)	7% (24)	22% (70)	44% (142)	326
#1 Issue: Women's Issues	21% (20)	18% (18)	2% (2)	7% (6)	21% (20)	31% (30)	98
#1 Issue: Education	16% (23)	22% (33)	13% (19)	6% (8)	20% (30)	23% (35)	149
#1 Issue: Energy	35% (28)	17% (14)	7% (6)	10% (8)	10% (8)	21% (17)	82
#1 Issue: Other	17% (15)	13% (11)	2% (1)	12% (10)	19% (17)	37% (32)	85
2016 Vote: Democrat Hillary Clinton	26% (179)	21% (146)	5% (33)	3% (22)	18% (127)	27% (189)	696
2016 Vote: Republican Donald Trump	7% (52)	11% (89)	7% (58)	12% (96)	23% (174)	39% (303)	773
2016 Vote: Someone else	12% (21)	14% (25)	12% (22)	8% (15)	23% (42)	31% (56)	180
2012 Vote: Barack Obama	22% (187)	21% (185)	5% (46)	4% (33)	18% (155)	30% (257)	862
2012 Vote: Mitt Romney	8% (43)	11% (63)	8% (46)	13% (71)	21% (120)	39% (217)	560
2012 Vote: Other	7% (6)	6% (6)	12% (10)	11% (9)	28% (24)	36% (31)	86
2012 Vote: Didn't Vote	10% (68)	11% (78)	8% (57)	7% (49)	26% (181)	37% (256)	690
4-Region: Northeast	13% (50)	18% (72)	8% (32)	8% (34)	24% (96)	29% (118)	402
4-Region: Midwest	12% (58)	14% (66)	7% (31)	7% (33)	23% (108)	37% (177)	474
4-Region: South	14% (112)	15% (120)	8% (64)	7% (60)	21% (174)	35% (284)	815
4-Region: West	16% (83)	14% (73)	7% (33)	7% (36)	20% (102)	36% (184)	511
Netflix Streaming User: Yes	17% (225)	18% (232)	8% (107)	7% (91)	22% (291)	28% (362)	1308
Netflix Streaming User: No	9% (79)	11% (99)	6% (53)	8% (71)	21% (189)	45% (401)	893
Streaming Account User User: Yes	17% (266)	17% (268)	8% (130)	7% (119)	22% (344)	30% (474)	1600
Streaming Account User: No	6% (38)	11% (64)	5% (30)	7% (44)	23% (136)	48% (290)	601
Seen/heard/read Letterman's New Show: Yes	19% (233)	19% (227)	9% (107)	8% (90)	21% (254)	24% (282)	1194
Seen/heard/read Letterman's New Show: No	7% (71)	10% (104)	5% (53)	7% (72)	22% (226)	48% (481)	1007

Continued on next page

Table TS3_7: Do you have a favorable or unfavorable impression of the following people?

John Oliver

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (303)	15% (331)	7% (160)	7% (162)	22% (480)	35% (763)	2201
Watched Letterman: Always	41% (88)	20% (42)	6% (13)	6% (13)	7% (14)	20% (43)	214
Watched Letterman: Sometimes	16% (123)	20% (159)	10% (78)	6% (50)	21% (161)	27% (207)	777
Watched Letterman: Rarely	12% (75)	14% (86)	7% (43)	6% (40)	24% (150)	38% (242)	636
Watched Letterman: Never	3% (18)	8% (45)	5% (26)	10% (60)	27% (155)	47% (272)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_8: Do you have a favorable or unfavorable impression of the following people?
Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (243)	14% (299)	8% (174)	10% (216)	20% (446)	37% (822)	2201
Gender: Male	15% (156)	17% (175)	9% (99)	13% (135)	17% (184)	29% (310)	1060
Gender: Female	8% (87)	11% (124)	7% (75)	7% (81)	23% (262)	45% (512)	1141
Age: 18-29	14% (65)	15% (68)	8% (36)	10% (45)	22% (102)	32% (151)	468
Age: 30-44	16% (90)	15% (86)	11% (63)	8% (47)	19% (108)	31% (174)	567
Age: 45-54	9% (33)	15% (57)	7% (25)	11% (40)	23% (85)	35% (130)	369
Age: 55-64	7% (28)	11% (44)	8% (32)	13% (51)	20% (78)	42% (166)	399
Age: 65+	7% (27)	11% (44)	5% (18)	8% (34)	18% (73)	51% (201)	398
PID: Dem (no lean)	14% (104)	18% (128)	7% (48)	4% (30)	20% (146)	36% (260)	716
PID: Ind (no lean)	11% (84)	12% (91)	10% (75)	9% (71)	22% (174)	37% (286)	782
PID: Rep (no lean)	8% (54)	11% (79)	7% (51)	16% (115)	18% (126)	39% (277)	703
PID/Gender: Dem Men	18% (59)	24% (79)	8% (26)	4% (13)	17% (55)	29% (96)	329
PID/Gender: Dem Women	12% (45)	13% (50)	6% (21)	4% (17)	23% (91)	42% (164)	387
PID/Gender: Ind Men	15% (55)	12% (44)	11% (40)	13% (47)	21% (76)	28% (105)	367
PID/Gender: Ind Women	7% (29)	11% (47)	8% (35)	6% (24)	24% (98)	44% (181)	415
PID/Gender: Rep Men	11% (41)	14% (52)	9% (32)	21% (75)	15% (53)	30% (110)	363
PID/Gender: Rep Women	4% (13)	8% (27)	5% (19)	12% (41)	21% (73)	49% (167)	340
Tea Party: Supporter	17% (101)	16% (94)	7% (39)	15% (90)	13% (75)	32% (186)	585
Tea Party: Not Supporter	9% (141)	13% (201)	8% (135)	8% (125)	23% (366)	40% (633)	1601
Ideo: Liberal (1-3)	21% (160)	23% (179)	7% (57)	4% (33)	18% (142)	26% (202)	774
Ideo: Moderate (4)	11% (50)	13% (56)	11% (49)	7% (31)	19% (83)	38% (164)	433
Ideo: Conservative (5-7)	3% (22)	7% (53)	7% (51)	18% (134)	19% (141)	46% (335)	737
Educ: < College	10% (161)	12% (188)	8% (123)	9% (145)	21% (331)	40% (619)	1567
Educ: Bachelors degree	11% (45)	17% (69)	8% (33)	12% (51)	18% (75)	34% (143)	416
Educ: Post-grad	17% (37)	20% (43)	8% (18)	9% (20)	19% (41)	28% (60)	219
Income: Under 50k	10% (128)	13% (171)	8% (101)	9% (115)	20% (268)	41% (532)	1314
Income: 50k-100k	12% (79)	13% (85)	8% (48)	12% (73)	22% (137)	33% (211)	632
Income: 100k+	14% (37)	17% (43)	10% (26)	11% (29)	17% (42)	31% (79)	256

Continued on next page

Table TS3_8: Do you have a favorable or unfavorable impression of the following people?

Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (243)	14% (299)	8% (174)	10% (216)	20% (446)	37% (822)	2201
Ethnicity: White	10% (172)	13% (220)	7% (126)	11% (189)	21% (361)	39% (681)	1750
Ethnicity: Hispanic	17% (57)	15% (51)	10% (31)	9% (31)	19% (62)	29% (97)	329
Ethnicity: Afr. Am.	18% (49)	16% (43)	12% (32)	5% (13)	20% (54)	29% (78)	269
Ethnicity: Other	11% (21)	20% (36)	9% (16)	8% (14)	18% (32)	35% (63)	182
Relig: Protestant	6% (31)	12% (62)	8% (39)	13% (69)	21% (107)	40% (208)	516
Relig: Roman Catholic	9% (43)	21% (96)	8% (35)	12% (53)	17% (75)	34% (153)	456
Relig: Ath./Agn./None	15% (96)	12% (75)	7% (47)	8% (48)	22% (136)	36% (228)	630
Relig: Something Else	17% (63)	11% (41)	9% (34)	7% (24)	20% (73)	35% (125)	361
Relig: Jewish	27% (16)	13% (7)	4% (2)	7% (4)	16% (9)	33% (19)	58
Relig: Evangelical	6% (32)	12% (71)	8% (44)	12% (71)	21% (122)	42% (245)	586
Relig: Non-Evang. Catholics	8% (51)	18% (110)	7% (45)	12% (74)	18% (113)	36% (221)	614
Relig: All Christian	7% (84)	15% (181)	7% (89)	12% (144)	20% (236)	39% (467)	1201
Relig: All Non-Christian	16% (159)	12% (116)	8% (81)	7% (72)	21% (209)	36% (353)	990
Community: Urban	13% (70)	15% (82)	7% (39)	8% (42)	22% (121)	35% (190)	545
Community: Suburban	11% (105)	15% (144)	8% (81)	10% (98)	21% (204)	36% (355)	986
Community: Rural	10% (67)	11% (73)	8% (54)	11% (76)	18% (122)	41% (278)	670
Employ: Private Sector	14% (94)	17% (117)	10% (65)	11% (74)	20% (134)	30% (204)	688
Employ: Government	14% (23)	15% (23)	12% (18)	10% (15)	20% (31)	30% (47)	158
Employ: Self-Employed	14% (28)	14% (29)	8% (16)	11% (22)	19% (38)	34% (67)	200
Employ: Homemaker	9% (19)	9% (19)	6% (12)	7% (14)	29% (59)	40% (81)	203
Employ: Student	9% (11)	16% (19)	4% (5)	8% (9)	29% (34)	33% (39)	118
Employ: Retired	8% (40)	12% (56)	6% (30)	11% (52)	15% (73)	48% (227)	478
Employ: Unemployed	9% (19)	11% (21)	5% (10)	8% (16)	21% (42)	45% (89)	197
Employ: Other	6% (9)	9% (14)	11% (18)	10% (15)	22% (35)	43% (68)	160
Military HH: Yes	13% (51)	13% (51)	6% (24)	12% (48)	22% (87)	34% (137)	398
Military HH: No	11% (192)	14% (248)	8% (151)	9% (168)	20% (359)	38% (686)	1803
RD/WT: Right Direction	10% (97)	12% (115)	9% (85)	16% (147)	16% (149)	37% (353)	946
RD/WT: Wrong Track	12% (146)	15% (184)	7% (90)	5% (69)	24% (297)	37% (469)	1255

Continued on next page

Table TS3_8: Do you have a favorable or unfavorable impression of the following people?

Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (243)	14% (299)	8% (174)	10% (216)	20% (446)	37% (822)	2201
Strongly Approve	13% (60)	8% (34)	7% (33)	21% (96)	15% (70)	36% (164)	457
Somewhat Approve	7% (32)	14% (68)	9% (44)	11% (53)	20% (97)	39% (192)	488
Somewhat Disapprove	4% (13)	19% (59)	11% (33)	7% (21)	20% (61)	38% (116)	302
Strongly Disapprove	16% (127)	16% (133)	6% (52)	5% (41)	23% (184)	34% (275)	814
Dont Know / No Opinion	7% (10)	3% (4)	8% (11)	3% (5)	24% (34)	54% (75)	140
#1 Issue: Economy	8% (52)	14% (91)	9% (62)	11% (74)	23% (150)	35% (232)	660
#1 Issue: Security	9% (37)	10% (40)	7% (28)	17% (69)	17% (69)	40% (161)	404
#1 Issue: Health Care	14% (56)	15% (60)	10% (40)	5% (22)	24% (95)	32% (125)	398
#1 Issue: Medicare / Social Security	7% (22)	13% (41)	4% (14)	9% (29)	19% (62)	49% (158)	326
#1 Issue: Women's Issues	12% (12)	18% (18)	2% (2)	2% (2)	28% (28)	37% (36)	98
#1 Issue: Education	21% (31)	13% (20)	15% (23)	7% (10)	15% (23)	29% (43)	149
#1 Issue: Energy	26% (21)	23% (19)	6% (5)	3% (2)	12% (10)	30% (25)	82
#1 Issue: Other	14% (12)	12% (11)	1% (1)	10% (9)	13% (11)	50% (42)	85
2016 Vote: Democrat Hillary Clinton	19% (129)	20% (141)	7% (48)	4% (29)	20% (136)	31% (213)	696
2016 Vote: Republican Donald Trump	8% (61)	9% (67)	7% (56)	18% (137)	18% (138)	41% (314)	773
2016 Vote: Someone else	6% (10)	18% (32)	13% (24)	7% (12)	26% (47)	30% (55)	180
2012 Vote: Barack Obama	17% (147)	19% (166)	9% (76)	4% (35)	18% (158)	33% (281)	862
2012 Vote: Mitt Romney	6% (33)	10% (54)	6% (35)	17% (93)	19% (107)	43% (238)	560
2012 Vote: Other	5% (4)	6% (5)	11% (10)	17% (15)	22% (19)	39% (34)	86
2012 Vote: Didn't Vote	8% (58)	11% (75)	8% (54)	11% (74)	23% (161)	39% (268)	690
4-Region: Northeast	12% (48)	17% (67)	7% (30)	10% (39)	19% (78)	35% (140)	402
4-Region: Midwest	9% (44)	15% (69)	6% (29)	9% (42)	22% (106)	39% (183)	474
4-Region: South	11% (91)	12% (96)	9% (70)	11% (88)	20% (164)	38% (306)	815
4-Region: West	12% (59)	13% (68)	9% (45)	9% (47)	19% (98)	38% (194)	511
Netflix Streaming User: Yes	14% (184)	15% (201)	9% (116)	9% (120)	21% (269)	32% (418)	1308
Netflix Streaming User: No	7% (59)	11% (98)	7% (58)	11% (96)	20% (177)	45% (404)	893
Streaming Account User: Yes	13% (209)	15% (244)	8% (135)	9% (150)	21% (329)	33% (534)	1600
Streaming Account User: No	6% (34)	9% (55)	7% (39)	11% (67)	20% (118)	48% (289)	601
Seen/heard/read Letterman's New Show: Yes	16% (196)	18% (220)	11% (127)	10% (116)	19% (229)	26% (306)	1194
Seen/heard/read Letterman's New Show: No	5% (47)	8% (80)	5% (47)	10% (101)	22% (217)	51% (516)	1007

Continued on next page

Table TS3_8: Do you have a favorable or unfavorable impression of the following people?
Samantha Bee

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	11% (243)	14% (299)	8% (174)	10% (216)	20% (446)	37% (822)	2201
Watched Letterman: Always	36% (77)	30% (64)	5% (10)	7% (15)	6% (12)	17% (36)	214
Watched Letterman: Sometimes	11% (89)	19% (148)	12% (90)	9% (68)	20% (158)	29% (224)	777
Watched Letterman: Rarely	8% (54)	10% (64)	7% (47)	9% (55)	24% (153)	41% (263)	636
Watched Letterman: Never	4% (23)	4% (23)	5% (27)	14% (79)	21% (123)	52% (300)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_9: Do you have a favorable or unfavorable impression of the following people?

James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	21% (455)	7% (164)	6% (137)	21% (461)	29% (642)	2201
Gender: Male	17% (178)	22% (236)	9% (94)	8% (80)	19% (197)	26% (275)	1060
Gender: Female	14% (163)	19% (219)	6% (70)	5% (58)	23% (264)	32% (367)	1141
Age: 18-29	20% (95)	20% (92)	8% (39)	6% (26)	21% (97)	25% (119)	468
Age: 30-44	21% (122)	24% (134)	9% (50)	7% (42)	18% (105)	20% (114)	567
Age: 45-54	15% (56)	20% (74)	8% (28)	5% (19)	23% (85)	29% (107)	369
Age: 55-64	12% (47)	21% (83)	5% (19)	6% (25)	19% (76)	37% (149)	399
Age: 65+	5% (21)	18% (72)	7% (29)	6% (24)	25% (99)	39% (153)	398
PID: Dem (no lean)	20% (144)	24% (169)	6% (46)	4% (30)	19% (135)	27% (192)	716
PID: Ind (no lean)	15% (116)	20% (157)	7% (55)	5% (39)	23% (181)	30% (234)	782
PID: Rep (no lean)	12% (81)	18% (129)	9% (63)	10% (69)	21% (145)	31% (217)	703
PID/Gender: Dem Men	21% (69)	26% (84)	6% (20)	5% (15)	17% (56)	25% (84)	329
PID/Gender: Dem Women	19% (74)	22% (85)	7% (26)	4% (15)	20% (78)	28% (108)	387
PID/Gender: Ind Men	17% (64)	22% (79)	9% (32)	6% (24)	21% (77)	25% (91)	367
PID/Gender: Ind Women	13% (52)	19% (78)	6% (23)	4% (15)	25% (104)	34% (142)	415
PID/Gender: Rep Men	12% (45)	20% (72)	12% (43)	11% (41)	17% (63)	27% (100)	363
PID/Gender: Rep Women	11% (37)	17% (56)	6% (21)	8% (28)	24% (81)	34% (117)	340
Tea Party: Supporter	20% (119)	20% (117)	7% (44)	10% (58)	17% (98)	26% (150)	585
Tea Party: Not Supporter	14% (220)	21% (334)	8% (121)	5% (79)	22% (358)	31% (490)	1601
Ideo: Liberal (1-3)	23% (175)	27% (210)	6% (48)	4% (30)	17% (133)	23% (179)	774
Ideo: Moderate (4)	17% (72)	21% (90)	9% (39)	5% (22)	20% (88)	28% (121)	433
Ideo: Conservative (5-7)	8% (59)	18% (136)	8% (60)	10% (73)	22% (165)	33% (245)	737
Educ: < College	15% (232)	19% (292)	7% (111)	6% (99)	22% (339)	31% (493)	1567
Educ: Bachelors degree	18% (76)	24% (101)	9% (36)	6% (27)	19% (78)	24% (98)	416
Educ: Post-grad	15% (33)	28% (62)	8% (17)	5% (12)	20% (44)	23% (51)	219
Income: Under 50k	14% (183)	18% (232)	8% (102)	6% (81)	22% (283)	33% (434)	1314
Income: 50k-100k	18% (111)	24% (150)	6% (40)	7% (41)	22% (137)	24% (152)	632
Income: 100k+	19% (48)	29% (74)	9% (22)	6% (16)	16% (41)	22% (56)	256

Continued on next page

Table TS3_9: Do you have a favorable or unfavorable impression of the following people?

James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	21% (455)	7% (164)	6% (137)	21% (461)	29% (642)	2201
Ethnicity: White	13% (236)	21% (372)	7% (118)	6% (110)	21% (375)	31% (540)	1750
Ethnicity: Hispanic	29% (95)	19% (61)	6% (20)	8% (25)	15% (50)	24% (78)	329
Ethnicity: Afr. Am.	23% (61)	19% (52)	12% (32)	5% (13)	17% (47)	24% (64)	269
Ethnicity: Other	24% (44)	17% (32)	8% (15)	8% (14)	21% (39)	21% (38)	182
Relig: Protestant	12% (61)	20% (104)	6% (30)	7% (38)	22% (115)	33% (168)	516
Relig: Roman Catholic	17% (80)	25% (114)	9% (41)	8% (36)	15% (67)	26% (119)	456
Relig: Ath./Agn./None	16% (104)	21% (135)	7% (42)	5% (29)	21% (133)	30% (187)	630
Relig: Something Else	22% (78)	19% (68)	7% (24)	7% (26)	20% (72)	26% (93)	361
Relig: Jewish	31% (18)	19% (11)	4% (2)	5% (3)	21% (12)	19% (11)	58
Relig: Evangelical	12% (69)	18% (107)	8% (44)	7% (40)	23% (136)	32% (189)	586
Relig: Non-Evang. Catholics	15% (90)	24% (145)	8% (49)	7% (42)	19% (115)	28% (172)	614
Relig: All Christian	13% (159)	21% (252)	8% (93)	7% (83)	21% (251)	30% (362)	1201
Relig: All Non-Christian	18% (182)	20% (203)	7% (66)	5% (54)	21% (205)	28% (280)	990
Community: Urban	17% (94)	19% (102)	7% (37)	5% (26)	22% (120)	31% (166)	545
Community: Suburban	17% (168)	25% (242)	9% (84)	6% (57)	20% (193)	24% (242)	986
Community: Rural	12% (79)	17% (111)	6% (43)	8% (54)	22% (148)	35% (234)	670
Employ: Private Sector	19% (129)	26% (177)	8% (56)	7% (45)	18% (124)	23% (156)	688
Employ: Government	23% (36)	18% (28)	15% (23)	9% (15)	16% (24)	20% (31)	158
Employ: Self-Employed	16% (32)	22% (43)	10% (19)	4% (7)	25% (49)	24% (49)	200
Employ: Homemaker	15% (30)	20% (41)	4% (8)	4% (8)	27% (55)	31% (62)	203
Employ: Student	19% (23)	21% (24)	4% (5)	9% (10)	22% (26)	25% (30)	118
Employ: Retired	9% (44)	18% (85)	8% (36)	6% (31)	22% (107)	36% (174)	478
Employ: Unemployed	13% (25)	16% (32)	5% (11)	7% (13)	25% (49)	34% (67)	197
Employ: Other	13% (21)	15% (24)	4% (7)	5% (9)	17% (26)	45% (72)	160
Military HH: Yes	17% (67)	18% (73)	8% (30)	6% (23)	19% (75)	33% (129)	398
Military HH: No	15% (274)	21% (382)	7% (134)	6% (114)	21% (386)	28% (513)	1803
RD/WT: Right Direction	15% (144)	19% (176)	9% (83)	9% (86)	17% (158)	32% (298)	946
RD/WT: Wrong Track	16% (198)	22% (279)	6% (81)	4% (51)	24% (302)	27% (344)	1255

Continued on next page

Table TS3_9: Do you have a favorable or unfavorable impression of the following people?

James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	21% (455)	7% (164)	6% (137)	21% (461)	29% (642)	2201
Strongly Approve	16% (72)	13% (62)	10% (45)	14% (63)	18% (81)	29% (134)	457
Somewhat Approve	10% (49)	23% (113)	10% (50)	5% (24)	18% (86)	34% (165)	488
Somewhat Disapprove	13% (40)	31% (92)	7% (20)	6% (18)	20% (61)	23% (71)	302
Strongly Disapprove	20% (164)	22% (177)	6% (48)	3% (26)	24% (194)	25% (205)	814
Dont Know / No Opinion	12% (16)	8% (11)	1% (1)	5% (7)	28% (38)	48% (67)	140
#1 Issue: Economy	12% (81)	23% (152)	10% (67)	6% (39)	22% (143)	27% (179)	660
#1 Issue: Security	14% (57)	15% (63)	6% (25)	10% (42)	21% (84)	33% (134)	404
#1 Issue: Health Care	20% (79)	25% (98)	6% (23)	4% (17)	20% (81)	25% (99)	398
#1 Issue: Medicare / Social Security	8% (25)	17% (55)	6% (20)	6% (19)	24% (78)	40% (129)	326
#1 Issue: Women's Issues	24% (24)	25% (24)	2% (2)	2% (2)	23% (23)	24% (23)	98
#1 Issue: Education	22% (33)	21% (31)	12% (17)	8% (11)	18% (26)	20% (30)	149
#1 Issue: Energy	30% (24)	28% (23)	9% (8)	5% (4)	12% (10)	17% (14)	82
#1 Issue: Other	21% (18)	12% (10)	2% (2)	4% (4)	19% (16)	41% (35)	85
2016 Vote: Democrat Hillary Clinton	23% (162)	27% (185)	6% (38)	3% (22)	18% (125)	24% (165)	696
2016 Vote: Republican Donald Trump	11% (89)	18% (140)	9% (66)	10% (80)	20% (152)	32% (247)	773
2016 Vote: Someone else	15% (27)	16% (29)	10% (18)	5% (10)	29% (52)	24% (44)	180
2012 Vote: Barack Obama	20% (177)	26% (226)	7% (59)	3% (29)	18% (158)	25% (213)	862
2012 Vote: Mitt Romney	10% (59)	18% (98)	9% (50)	11% (60)	20% (112)	32% (180)	560
2012 Vote: Other	8% (7)	18% (15)	8% (7)	6% (5)	25% (21)	35% (30)	86
2012 Vote: Didn't Vote	14% (99)	17% (116)	7% (48)	6% (42)	24% (169)	31% (216)	690
4-Region: Northeast	19% (78)	19% (78)	7% (30)	7% (27)	20% (82)	26% (106)	402
4-Region: Midwest	12% (58)	22% (105)	8% (36)	6% (26)	22% (106)	30% (143)	474
4-Region: South	16% (132)	19% (156)	7% (55)	7% (59)	20% (160)	31% (252)	815
4-Region: West	14% (74)	23% (117)	8% (42)	5% (25)	22% (113)	28% (141)	511
Netflix Streaming User: Yes	20% (261)	23% (295)	8% (107)	6% (74)	19% (250)	25% (321)	1308
Netflix Streaming User: No	9% (80)	18% (160)	6% (57)	7% (64)	24% (211)	36% (321)	893
Streaming Account User User: Yes	19% (298)	22% (353)	8% (126)	6% (97)	19% (312)	26% (413)	1600
Streaming Account User: No	7% (43)	17% (102)	6% (38)	7% (40)	25% (149)	38% (229)	601
Seen/heard/read Letterman's New Show: Yes	22% (261)	24% (289)	10% (115)	6% (73)	20% (244)	18% (212)	1194
Seen/heard/read Letterman's New Show: No	8% (80)	16% (166)	5% (50)	6% (64)	22% (217)	43% (431)	1007

Continued on next page

Table TS3_9: Do you have a favorable or unfavorable impression of the following people?
James Corden

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	16% (341)	21% (455)	7% (164)	6% (137)	21% (461)	29% (642)	2201
Watched Letterman: Always	46% (99)	24% (51)	7% (15)	5% (12)	7% (15)	10% (22)	214
Watched Letterman: Sometimes	17% (134)	26% (205)	10% (75)	6% (47)	19% (144)	22% (171)	777
Watched Letterman: Rarely	11% (71)	21% (133)	8% (51)	5% (31)	25% (157)	30% (193)	636
Watched Letterman: Never	7% (37)	11% (66)	4% (22)	8% (48)	25% (145)	45% (257)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_10: Do you have a favorable or unfavorable impression of the following people?
Carson Daly

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	24% (539)	10% (227)	8% (180)	29% (635)	15% (320)	2201
Gender: Male	17% (180)	24% (255)	11% (113)	10% (109)	26% (271)	12% (131)	1060
Gender: Female	11% (120)	25% (284)	10% (114)	6% (71)	32% (363)	17% (190)	1141
Age: 18-29	15% (70)	19% (87)	10% (47)	10% (47)	25% (117)	21% (100)	468
Age: 30-44	18% (101)	31% (174)	15% (83)	7% (41)	23% (131)	7% (37)	567
Age: 45-54	14% (52)	31% (113)	8% (31)	9% (31)	28% (103)	10% (38)	369
Age: 55-64	11% (44)	22% (87)	10% (41)	6% (24)	35% (139)	16% (64)	399
Age: 65+	8% (33)	20% (78)	6% (24)	9% (36)	36% (145)	21% (82)	398
PID: Dem (no lean)	16% (113)	30% (213)	8% (56)	5% (33)	27% (194)	15% (107)	716
PID: Ind (no lean)	12% (96)	24% (186)	11% (83)	7% (54)	32% (248)	15% (115)	782
PID: Rep (no lean)	13% (92)	20% (140)	13% (88)	13% (92)	27% (193)	14% (98)	703
PID/Gender: Dem Men	21% (68)	32% (105)	6% (20)	5% (18)	23% (74)	13% (44)	329
PID/Gender: Dem Women	11% (44)	28% (108)	9% (36)	4% (16)	31% (120)	16% (63)	387
PID/Gender: Ind Men	13% (47)	22% (82)	14% (51)	9% (34)	29% (105)	13% (47)	367
PID/Gender: Ind Women	12% (49)	25% (103)	8% (32)	5% (19)	34% (143)	17% (69)	415
PID/Gender: Rep Men	18% (65)	19% (68)	12% (42)	16% (57)	25% (92)	11% (40)	363
PID/Gender: Rep Women	8% (27)	21% (72)	13% (46)	10% (36)	30% (101)	17% (58)	340
Tea Party: Supporter	20% (116)	22% (128)	12% (72)	15% (86)	18% (107)	13% (77)	585
Tea Party: Not Supporter	11% (180)	25% (408)	10% (155)	6% (93)	33% (522)	15% (243)	1601
Ideo: Liberal (1-3)	20% (153)	29% (223)	11% (82)	5% (36)	25% (196)	11% (84)	774
Ideo: Moderate (4)	16% (68)	25% (107)	10% (44)	6% (26)	30% (128)	14% (61)	433
Ideo: Conservative (5-7)	7% (55)	21% (158)	12% (85)	14% (101)	30% (222)	16% (116)	737
Educ: < College	14% (227)	23% (361)	9% (149)	8% (128)	28% (445)	16% (257)	1567
Educ: Bachelors degree	11% (47)	26% (108)	13% (54)	8% (32)	31% (129)	11% (46)	416
Educ: Post-grad	12% (27)	32% (69)	11% (24)	9% (20)	28% (61)	8% (17)	219
Income: Under 50k	13% (173)	22% (284)	9% (119)	8% (107)	30% (400)	18% (231)	1314
Income: 50k-100k	15% (96)	27% (171)	13% (79)	9% (54)	27% (168)	10% (63)	632
Income: 100k+	12% (32)	33% (84)	11% (29)	7% (19)	26% (67)	10% (26)	256

Continued on next page

Table TS3_10: Do you have a favorable or unfavorable impression of the following people?

Carson Daly

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	24% (539)	10% (227)	8% (180)	29% (635)	15% (320)	2201
Ethnicity: White	12% (210)	25% (436)	11% (191)	9% (154)	30% (520)	14% (239)	1750
Ethnicity: Hispanic	21% (69)	18% (58)	10% (32)	11% (35)	23% (74)	18% (60)	329
Ethnicity: Afr. Am.	24% (64)	26% (71)	7% (18)	5% (14)	24% (63)	14% (39)	269
Ethnicity: Other	15% (27)	17% (32)	10% (18)	7% (12)	28% (52)	23% (42)	182
Relig: Protestant	12% (64)	20% (101)	11% (56)	8% (42)	33% (173)	16% (81)	516
Relig: Roman Catholic	14% (62)	32% (145)	11% (50)	7% (34)	23% (106)	13% (60)	456
Relig: Ath./Agn./None	14% (85)	24% (148)	10% (60)	8% (49)	32% (199)	14% (87)	630
Relig: Something Else	18% (66)	24% (85)	11% (40)	7% (27)	25% (91)	14% (52)	361
Relig: Jewish	36% (21)	20% (12)	9% (5)	4% (2)	28% (16)	3% (2)	58
Relig: Evangelical	12% (72)	22% (131)	10% (60)	9% (54)	28% (167)	18% (104)	586
Relig: Non-Evang. Catholics	13% (77)	28% (174)	11% (65)	8% (47)	28% (173)	13% (78)	614
Relig: All Christian	12% (149)	25% (305)	10% (124)	8% (101)	28% (340)	15% (182)	1201
Relig: All Non-Christian	15% (152)	24% (233)	10% (100)	8% (76)	29% (290)	14% (139)	990
Community: Urban	14% (76)	25% (137)	9% (48)	8% (44)	28% (152)	16% (87)	545
Community: Suburban	13% (130)	27% (263)	12% (119)	7% (72)	29% (286)	12% (116)	986
Community: Rural	14% (95)	21% (139)	9% (60)	10% (64)	29% (196)	17% (117)	670
Employ: Private Sector	15% (106)	31% (216)	12% (84)	7% (48)	24% (167)	10% (67)	688
Employ: Government	17% (27)	23% (37)	11% (17)	10% (15)	31% (48)	8% (13)	158
Employ: Self-Employed	17% (34)	24% (49)	15% (31)	6% (12)	25% (50)	12% (24)	200
Employ: Homemaker	13% (26)	22% (45)	11% (23)	7% (14)	32% (66)	15% (30)	203
Employ: Student	11% (14)	19% (23)	6% (7)	11% (13)	25% (29)	28% (34)	118
Employ: Retired	13% (61)	18% (88)	8% (36)	9% (45)	35% (166)	17% (81)	478
Employ: Unemployed	10% (19)	25% (49)	8% (16)	7% (14)	32% (63)	18% (36)	197
Employ: Other	8% (14)	21% (34)	8% (13)	11% (18)	29% (46)	22% (35)	160
Military HH: Yes	17% (68)	20% (79)	12% (46)	8% (33)	27% (106)	17% (66)	398
Military HH: No	13% (233)	25% (460)	10% (181)	8% (146)	29% (529)	14% (255)	1803
RD/WT: Right Direction	15% (139)	22% (208)	11% (106)	11% (101)	24% (230)	17% (160)	946
RD/WT: Wrong Track	13% (162)	26% (331)	10% (121)	6% (78)	32% (404)	13% (160)	1255

Continued on next page

Table TS3_10: Do you have a favorable or unfavorable impression of the following people?

Carson Daly

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	24% (539)	10% (227)	8% (180)	29% (635)	15% (320)	2201
Strongly Approve	16% (73)	18% (84)	11% (51)	18% (80)	21% (95)	16% (74)	457
Somewhat Approve	11% (55)	27% (134)	10% (51)	8% (39)	28% (137)	15% (72)	488
Somewhat Disapprove	11% (33)	29% (86)	14% (42)	6% (18)	27% (83)	14% (41)	302
Strongly Disapprove	16% (127)	27% (219)	9% (77)	4% (35)	33% (265)	11% (91)	814
Dont Know / No Opinion	10% (13)	11% (15)	5% (7)	5% (7)	40% (56)	29% (41)	140
#1 Issue: Economy	11% (74)	29% (191)	11% (72)	9% (57)	29% (190)	12% (77)	660
#1 Issue: Security	12% (50)	20% (80)	10% (41)	14% (56)	29% (116)	15% (61)	404
#1 Issue: Health Care	18% (70)	29% (114)	9% (36)	4% (17)	31% (121)	10% (38)	398
#1 Issue: Medicare / Social Security	11% (37)	20% (64)	9% (28)	6% (20)	34% (110)	20% (66)	326
#1 Issue: Women's Issues	9% (9)	26% (25)	13% (12)	2% (2)	27% (26)	24% (23)	98
#1 Issue: Education	21% (31)	21% (32)	13% (20)	8% (12)	21% (31)	15% (23)	149
#1 Issue: Energy	25% (21)	26% (21)	15% (13)	6% (5)	16% (13)	12% (9)	82
#1 Issue: Other	11% (10)	14% (12)	7% (6)	11% (10)	31% (26)	26% (22)	85
2016 Vote: Democrat Hillary Clinton	18% (124)	31% (217)	8% (57)	3% (23)	28% (197)	11% (77)	696
2016 Vote: Republican Donald Trump	12% (90)	21% (162)	13% (98)	12% (95)	27% (206)	16% (122)	773
2016 Vote: Someone else	11% (21)	21% (38)	14% (26)	9% (17)	39% (70)	5% (8)	180
2012 Vote: Barack Obama	18% (154)	32% (275)	11% (91)	4% (33)	27% (236)	8% (73)	862
2012 Vote: Mitt Romney	11% (63)	18% (99)	12% (69)	13% (74)	30% (165)	16% (90)	560
2012 Vote: Other	4% (4)	19% (17)	11% (10)	12% (10)	40% (34)	13% (11)	86
2012 Vote: Didn't Vote	12% (80)	22% (148)	8% (58)	9% (62)	28% (196)	21% (146)	690
4-Region: Northeast	13% (54)	32% (127)	11% (43)	8% (32)	25% (99)	12% (47)	402
4-Region: Midwest	15% (70)	24% (112)	10% (47)	8% (36)	30% (144)	13% (64)	474
4-Region: South	15% (122)	22% (180)	9% (77)	8% (68)	28% (229)	17% (137)	815
4-Region: West	11% (55)	23% (118)	12% (60)	8% (43)	32% (162)	14% (73)	511
Netflix Streaming User: Yes	16% (215)	27% (355)	11% (149)	7% (93)	27% (348)	11% (148)	1308
Netflix Streaming User: No	10% (86)	21% (184)	9% (78)	10% (86)	32% (287)	19% (172)	893
Streaming Account User User: Yes	16% (262)	26% (421)	12% (187)	8% (123)	26% (415)	12% (191)	1600
Streaming Account User: No	6% (39)	19% (117)	7% (39)	9% (57)	37% (219)	22% (130)	601
Seen/heard/read Letterman's New Show: Yes	18% (221)	28% (335)	12% (145)	8% (98)	24% (289)	9% (106)	1194
Seen/heard/read Letterman's New Show: No	8% (80)	20% (204)	8% (82)	8% (81)	34% (346)	21% (214)	1007

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Table TS3_10: Do you have a favorable or unfavorable impression of the following people?
Carson Daly

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	24% (539)	10% (227)	8% (180)	29% (635)	15% (320)	2201
Watched Letterman: Always	47% (101)	25% (54)	11% (24)	4% (8)	9% (20)	3% (7)	214
Watched Letterman: Sometimes	16% (121)	32% (252)	12% (97)	9% (67)	23% (180)	8% (60)	777
Watched Letterman: Rarely	9% (55)	24% (154)	12% (76)	6% (40)	34% (218)	15% (92)	636
Watched Letteman: Never	4% (24)	14% (79)	5% (31)	11% (64)	38% (217)	28% (161)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_11: Do you have a favorable or unfavorable impression of the following people?

Conan OBrien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (402)	31% (693)	13% (277)	12% (253)	19% (426)	7% (149)	2201
Gender: Male	23% (243)	34% (358)	12% (123)	12% (123)	15% (160)	5% (52)	1060
Gender: Female	14% (159)	29% (336)	14% (154)	11% (130)	23% (266)	8% (96)	1141
Age: 18-29	21% (100)	28% (130)	9% (41)	10% (46)	19% (88)	13% (63)	468
Age: 30-44	27% (155)	32% (182)	12% (69)	8% (48)	16% (91)	4% (23)	567
Age: 45-54	15% (56)	34% (126)	12% (46)	14% (50)	20% (73)	5% (18)	369
Age: 55-64	12% (50)	34% (136)	13% (52)	12% (50)	24% (97)	4% (14)	399
Age: 65+	10% (42)	30% (119)	18% (70)	15% (59)	19% (76)	8% (31)	398
PID: Dem (no lean)	23% (168)	37% (267)	9% (67)	6% (40)	16% (117)	8% (57)	716
PID: Ind (no lean)	18% (140)	30% (236)	12% (90)	10% (79)	23% (177)	8% (60)	782
PID: Rep (no lean)	14% (95)	27% (191)	17% (120)	19% (134)	19% (132)	4% (32)	703
PID/Gender: Dem Men	30% (98)	39% (129)	8% (26)	5% (15)	12% (39)	6% (21)	329
PID/Gender: Dem Women	18% (70)	36% (138)	10% (40)	6% (25)	20% (79)	9% (35)	387
PID/Gender: Ind Men	23% (83)	35% (128)	9% (31)	10% (38)	19% (69)	5% (18)	367
PID/Gender: Ind Women	14% (57)	26% (108)	14% (59)	10% (41)	26% (107)	10% (42)	415
PID/Gender: Rep Men	17% (62)	28% (101)	18% (65)	19% (70)	14% (52)	4% (13)	363
PID/Gender: Rep Women	10% (33)	26% (90)	16% (55)	19% (64)	24% (80)	5% (19)	340
Tea Party: Supporter	21% (125)	27% (155)	14% (83)	19% (112)	13% (77)	5% (32)	585
Tea Party: Not Supporter	17% (272)	33% (535)	12% (194)	9% (140)	21% (342)	7% (117)	1601
Ideo: Liberal (1-3)	30% (230)	38% (297)	10% (76)	5% (39)	12% (91)	5% (42)	774
Ideo: Moderate (4)	15% (66)	34% (147)	12% (53)	10% (44)	23% (100)	5% (22)	433
Ideo: Conservative (5-7)	10% (72)	27% (202)	17% (127)	19% (141)	19% (143)	7% (51)	737
Educ: < College	18% (289)	29% (448)	12% (192)	12% (186)	21% (324)	8% (128)	1567
Educ: Bachelors degree	19% (79)	39% (160)	13% (53)	11% (44)	15% (64)	4% (16)	416
Educ: Post-grad	16% (35)	39% (85)	15% (33)	11% (23)	17% (38)	2% (5)	219
Income: Under 50k	18% (239)	28% (368)	12% (160)	11% (150)	21% (278)	9% (119)	1314
Income: 50k-100k	20% (124)	35% (218)	13% (82)	11% (72)	18% (113)	4% (22)	632
Income: 100k+	16% (40)	42% (108)	14% (35)	12% (31)	14% (35)	3% (7)	256

Continued on next page

Table TS3_11: Do you have a favorable or unfavorable impression of the following people?

Conan OBrien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (402)	31% (693)	13% (277)	12% (253)	19% (426)	7% (149)	2201
Ethnicity: White	15% (270)	33% (571)	14% (239)	12% (218)	20% (345)	6% (107)	1750
Ethnicity: Hispanic	32% (105)	21% (69)	9% (30)	11% (37)	16% (54)	10% (34)	329
Ethnicity: Afr. Am.	32% (85)	27% (73)	8% (23)	7% (19)	17% (47)	8% (22)	269
Ethnicity: Other	26% (47)	27% (49)	9% (16)	9% (17)	19% (34)	11% (20)	182
Relig: Protestant	13% (67)	31% (158)	13% (65)	16% (82)	23% (118)	5% (25)	516
Relig: Roman Catholic	19% (88)	35% (157)	17% (77)	12% (56)	13% (58)	4% (19)	456
Relig: Ath./Agn./None	22% (136)	31% (193)	11% (71)	9% (54)	21% (133)	7% (43)	630
Relig: Something Else	22% (81)	34% (121)	8% (30)	10% (35)	17% (63)	9% (31)	361
Relig: Jewish	31% (18)	38% (22)	10% (6)	6% (4)	12% (7)	2% (1)	58
Relig: Evangelical	14% (81)	24% (139)	15% (89)	16% (95)	22% (130)	9% (52)	586
Relig: Non-Evang. Catholics	17% (102)	38% (235)	14% (86)	11% (70)	16% (99)	4% (23)	614
Relig: All Christian	15% (183)	31% (375)	15% (175)	14% (165)	19% (229)	6% (74)	1201
Relig: All Non-Christian	22% (217)	32% (314)	10% (101)	9% (88)	20% (196)	7% (74)	990
Community: Urban	20% (110)	33% (180)	10% (52)	10% (56)	19% (102)	8% (44)	545
Community: Suburban	20% (193)	35% (344)	13% (128)	10% (99)	18% (177)	5% (46)	986
Community: Rural	15% (99)	25% (169)	15% (97)	15% (98)	22% (147)	9% (59)	670
Employ: Private Sector	22% (149)	36% (247)	11% (79)	11% (73)	17% (114)	4% (25)	688
Employ: Government	25% (39)	33% (52)	8% (13)	13% (20)	15% (24)	6% (10)	158
Employ: Self-Employed	20% (40)	35% (70)	13% (27)	8% (17)	16% (32)	7% (14)	200
Employ: Homemaker	15% (30)	25% (50)	15% (30)	10% (20)	30% (60)	7% (13)	203
Employ: Student	20% (24)	26% (31)	10% (11)	8% (10)	22% (25)	14% (17)	118
Employ: Retired	13% (63)	30% (145)	17% (80)	15% (73)	19% (90)	5% (26)	478
Employ: Unemployed	20% (39)	27% (52)	13% (25)	5% (10)	23% (46)	12% (24)	197
Employ: Other	11% (18)	29% (46)	8% (13)	19% (31)	21% (33)	12% (19)	160
Military HH: Yes	18% (70)	30% (121)	18% (73)	12% (47)	15% (62)	6% (25)	398
Military HH: No	18% (332)	32% (573)	11% (204)	11% (206)	20% (364)	7% (124)	1803
RD/WT: Right Direction	15% (145)	29% (276)	15% (140)	16% (154)	17% (163)	7% (68)	946
RD/WT: Wrong Track	21% (258)	33% (418)	11% (137)	8% (100)	21% (263)	6% (80)	1255

Continued on next page

Table TS3_11: Do you have a favorable or unfavorable impression of the following people?

Conan OBrien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (402)	31% (693)	13% (277)	12% (253)	19% (426)	7% (149)	2201
Strongly Approve	17% (79)	22% (102)	17% (77)	23% (105)	16% (72)	5% (22)	457
Somewhat Approve	13% (61)	31% (153)	16% (80)	12% (56)	21% (101)	7% (36)	488
Somewhat Disapprove	15% (46)	39% (119)	11% (32)	8% (24)	22% (67)	5% (15)	302
Strongly Disapprove	25% (200)	36% (295)	10% (79)	7% (56)	16% (133)	6% (51)	814
Dont Know / No Opinion	11% (16)	18% (26)	6% (8)	9% (13)	38% (53)	18% (25)	140
#1 Issue: Economy	16% (104)	36% (236)	14% (92)	11% (71)	18% (120)	6% (38)	660
#1 Issue: Security	16% (63)	27% (108)	14% (58)	17% (68)	21% (84)	6% (23)	404
#1 Issue: Health Care	21% (84)	35% (138)	13% (52)	9% (34)	19% (74)	4% (16)	398
#1 Issue: Medicare / Social Security	12% (41)	25% (83)	13% (42)	15% (48)	25% (82)	9% (29)	326
#1 Issue: Women's Issues	28% (27)	28% (28)	5% (5)	4% (4)	24% (24)	11% (11)	98
#1 Issue: Education	31% (46)	31% (46)	5% (8)	9% (13)	14% (21)	11% (16)	149
#1 Issue: Energy	30% (24)	39% (32)	9% (7)	6% (5)	12% (10)	4% (3)	82
#1 Issue: Other	17% (14)	27% (23)	16% (14)	11% (10)	13% (11)	15% (13)	85
2016 Vote: Democrat Hillary Clinton	27% (187)	40% (279)	10% (69)	6% (38)	14% (98)	4% (25)	696
2016 Vote: Republican Donald Trump	12% (94)	27% (211)	17% (130)	19% (146)	19% (149)	5% (42)	773
2016 Vote: Someone else	17% (31)	34% (61)	12% (22)	8% (14)	27% (49)	2% (3)	180
2012 Vote: Barack Obama	26% (221)	39% (333)	12% (101)	7% (60)	13% (112)	4% (35)	862
2012 Vote: Mitt Romney	10% (54)	28% (158)	17% (96)	21% (115)	21% (117)	4% (20)	560
2012 Vote: Other	13% (11)	28% (24)	15% (13)	11% (10)	30% (26)	2% (2)	86
2012 Vote: Didn't Vote	17% (115)	26% (178)	10% (67)	10% (69)	24% (169)	13% (92)	690
4-Region: Northeast	19% (75)	36% (144)	12% (49)	13% (51)	16% (64)	5% (18)	402
4-Region: Midwest	17% (81)	30% (144)	13% (61)	13% (63)	21% (98)	6% (28)	474
4-Region: South	18% (147)	29% (240)	13% (106)	11% (92)	20% (160)	9% (70)	815
4-Region: West	20% (100)	32% (166)	12% (61)	9% (47)	21% (105)	6% (33)	511
Netflix Streaming User: Yes	23% (299)	35% (458)	11% (150)	10% (127)	16% (213)	5% (61)	1308
Netflix Streaming User: No	12% (104)	26% (236)	14% (127)	14% (127)	24% (213)	10% (87)	893
Streaming Account User User: Yes	22% (354)	33% (534)	12% (196)	11% (173)	16% (260)	5% (84)	1600
Streaming Account User: No	8% (49)	26% (159)	14% (81)	13% (81)	28% (166)	11% (65)	601
Seen/heard/read Letterman's New Show: Yes	24% (286)	35% (418)	13% (150)	11% (129)	14% (169)	3% (41)	1194
Seen/heard/read Letterman's New Show: No	12% (116)	27% (275)	13% (127)	12% (125)	25% (257)	11% (108)	1007

Continued on next page

Table TS3_11: Do you have a favorable or unfavorable impression of the following people?

Conan OBrien

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (402)	31% (693)	13% (277)	12% (253)	19% (426)	7% (149)	2201
Watched Letterman: Always	54% (116)	26% (55)	10% (22)	6% (13)	3% (7)	— (1)	214
Watched Letterman: Sometimes	20% (159)	42% (323)	13% (103)	9% (71)	12% (92)	4% (29)	777
Watched Letterman: Rarely	14% (92)	33% (210)	14% (90)	12% (76)	23% (143)	4% (25)	636
Watched Letteman: Never	6% (36)	18% (105)	11% (62)	16% (94)	32% (184)	16% (94)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_12: Do you have a favorable or unfavorable impression of the following people?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	15% (325)	7% (162)	7% (154)	20% (443)	37% (815)	2201
Gender: Male	17% (180)	16% (169)	9% (92)	10% (101)	20% (207)	29% (311)	1060
Gender: Female	11% (121)	14% (156)	6% (70)	5% (53)	21% (236)	44% (505)	1141
Age: 18-29	17% (82)	16% (76)	12% (55)	7% (32)	17% (80)	31% (144)	468
Age: 30-44	19% (107)	19% (108)	9% (54)	6% (36)	19% (108)	27% (154)	567
Age: 45-54	10% (38)	12% (46)	5% (18)	9% (33)	22% (80)	42% (154)	369
Age: 55-64	10% (39)	12% (49)	5% (20)	7% (28)	22% (87)	44% (175)	399
Age: 65+	9% (35)	12% (47)	4% (15)	6% (25)	22% (88)	47% (187)	398
PID: Dem (no lean)	20% (146)	21% (149)	5% (33)	3% (23)	19% (136)	32% (229)	716
PID: Ind (no lean)	13% (104)	13% (101)	9% (67)	6% (45)	22% (169)	38% (297)	782
PID: Rep (no lean)	7% (51)	11% (75)	9% (62)	12% (86)	20% (139)	41% (290)	703
PID/Gender: Dem Men	23% (76)	21% (70)	7% (21)	5% (16)	19% (63)	25% (83)	329
PID/Gender: Dem Women	18% (71)	20% (79)	3% (12)	2% (7)	19% (72)	38% (146)	387
PID/Gender: Ind Men	19% (69)	14% (50)	9% (33)	9% (32)	20% (73)	30% (109)	367
PID/Gender: Ind Women	8% (35)	12% (51)	8% (34)	3% (13)	23% (95)	45% (187)	415
PID/Gender: Rep Men	10% (35)	13% (49)	10% (37)	15% (53)	19% (71)	33% (118)	363
PID/Gender: Rep Women	5% (15)	8% (27)	7% (25)	10% (33)	20% (68)	50% (171)	340
Tea Party: Supporter	17% (97)	13% (76)	9% (50)	12% (69)	16% (95)	34% (197)	585
Tea Party: Not Supporter	13% (204)	15% (243)	7% (110)	5% (84)	22% (345)	38% (614)	1601
Ideo: Liberal (1-3)	26% (203)	24% (183)	7% (53)	3% (25)	16% (125)	24% (185)	774
Ideo: Moderate (4)	11% (47)	15% (64)	9% (38)	5% (21)	22% (95)	39% (168)	433
Ideo: Conservative (5-7)	4% (30)	8% (60)	7% (52)	13% (93)	22% (159)	47% (343)	737
Educ: < College	12% (190)	13% (209)	7% (117)	6% (101)	20% (318)	40% (631)	1567
Educ: Bachelors degree	16% (66)	17% (69)	7% (31)	9% (37)	20% (82)	32% (131)	416
Educ: Post-grad	20% (45)	22% (47)	6% (14)	7% (16)	20% (44)	25% (54)	219
Income: Under 50k	12% (157)	14% (182)	7% (95)	7% (90)	19% (249)	41% (540)	1314
Income: 50k-100k	15% (98)	14% (91)	7% (46)	7% (45)	23% (148)	32% (204)	632
Income: 100k+	18% (46)	20% (52)	8% (21)	7% (19)	18% (46)	28% (71)	256

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Table TS3_12: Do you have a favorable or unfavorable impression of the following people?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	15% (325)	7% (162)	7% (154)	20% (443)	37% (815)	2201
Ethnicity: White	11% (201)	13% (230)	7% (115)	7% (131)	21% (367)	40% (707)	1750
Ethnicity: Hispanic	22% (72)	16% (53)	7% (24)	8% (27)	20% (65)	27% (89)	329
Ethnicity: Afr. Am.	28% (75)	24% (65)	10% (26)	4% (10)	15% (42)	19% (51)	269
Ethnicity: Other	14% (26)	17% (30)	11% (21)	7% (13)	19% (34)	32% (58)	182
Relig: Protestant	11% (57)	11% (55)	7% (37)	7% (35)	22% (113)	42% (219)	516
Relig: Roman Catholic	14% (62)	17% (77)	7% (32)	10% (48)	18% (83)	34% (154)	456
Relig: Ath./Agn./None	16% (101)	16% (102)	6% (40)	6% (38)	19% (122)	36% (227)	630
Relig: Something Else	18% (65)	18% (65)	7% (25)	5% (18)	21% (75)	31% (113)	361
Relig: Jewish	26% (15)	24% (14)	7% (4)	3% (2)	22% (13)	17% (10)	58
Relig: Evangelical	11% (62)	11% (65)	10% (58)	6% (38)	21% (121)	41% (242)	586
Relig: Non-Evang. Catholics	12% (73)	15% (91)	6% (35)	10% (60)	20% (124)	38% (231)	614
Relig: All Christian	11% (135)	13% (157)	8% (93)	8% (98)	20% (245)	39% (473)	1201
Relig: All Non-Christian	17% (166)	17% (167)	6% (64)	6% (56)	20% (197)	34% (340)	990
Community: Urban	16% (90)	19% (101)	7% (40)	4% (23)	19% (103)	35% (188)	545
Community: Suburban	15% (145)	15% (151)	7% (71)	8% (75)	21% (205)	34% (340)	986
Community: Rural	10% (67)	11% (73)	8% (51)	8% (56)	20% (136)	43% (287)	670
Employ: Private Sector	17% (115)	18% (127)	9% (61)	7% (49)	20% (135)	29% (201)	688
Employ: Government	17% (28)	15% (23)	10% (15)	10% (15)	19% (29)	30% (47)	158
Employ: Self-Employed	16% (33)	15% (30)	12% (23)	5% (10)	22% (44)	30% (61)	200
Employ: Homemaker	11% (22)	12% (25)	6% (12)	4% (7)	22% (45)	45% (91)	203
Employ: Student	17% (20)	20% (23)	10% (12)	6% (8)	18% (21)	29% (34)	118
Employ: Retired	11% (54)	11% (52)	5% (22)	7% (33)	20% (96)	46% (221)	478
Employ: Unemployed	10% (20)	13% (25)	2% (5)	10% (20)	21% (41)	44% (86)	197
Employ: Other	7% (12)	12% (20)	7% (11)	7% (12)	20% (32)	46% (73)	160
Military HH: Yes	17% (66)	12% (48)	7% (28)	8% (32)	19% (75)	37% (149)	398
Military HH: No	13% (235)	15% (278)	7% (134)	7% (122)	20% (368)	37% (667)	1803
RD/WT: Right Direction	11% (102)	11% (107)	9% (87)	11% (106)	18% (168)	40% (375)	946
RD/WT: Wrong Track	16% (199)	17% (218)	6% (75)	4% (48)	22% (275)	35% (440)	1255

Continued on next page

Table TS3_12: Do you have a favorable or unfavorable impression of the following people?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	15% (325)	7% (162)	7% (154)	20% (443)	37% (815)	2201
Strongly Approve	12% (55)	9% (40)	8% (37)	15% (70)	18% (81)	38% (174)	457
Somewhat Approve	8% (37)	14% (67)	10% (48)	8% (37)	21% (102)	40% (196)	488
Somewhat Disapprove	9% (29)	17% (50)	10% (30)	4% (14)	17% (51)	43% (129)	302
Strongly Disapprove	21% (174)	20% (163)	5% (41)	3% (26)	21% (172)	29% (238)	814
Dont Know / No Opinion	5% (7)	4% (5)	4% (6)	5% (7)	26% (37)	56% (78)	140
#1 Issue: Economy	11% (75)	15% (101)	10% (64)	6% (41)	24% (156)	34% (223)	660
#1 Issue: Security	7% (28)	11% (43)	7% (29)	14% (55)	20% (81)	42% (168)	404
#1 Issue: Health Care	19% (75)	18% (71)	8% (31)	4% (15)	18% (73)	33% (132)	398
#1 Issue: Medicare / Social Security	11% (36)	11% (36)	3% (11)	6% (20)	20% (64)	49% (159)	326
#1 Issue: Women's Issues	17% (16)	23% (22)	2% (2)	3% (3)	19% (19)	36% (35)	98
#1 Issue: Education	21% (32)	16% (23)	9% (14)	7% (10)	18% (27)	29% (43)	149
#1 Issue: Energy	32% (26)	23% (19)	9% (7)	5% (4)	10% (8)	22% (18)	82
#1 Issue: Other	16% (13)	11% (10)	5% (4)	6% (5)	17% (15)	44% (38)	85
2016 Vote: Democrat Hillary Clinton	26% (180)	23% (158)	4% (30)	3% (18)	18% (126)	26% (183)	696
2016 Vote: Republican Donald Trump	7% (57)	10% (76)	8% (58)	13% (100)	19% (150)	43% (330)	773
2016 Vote: Someone else	10% (18)	15% (28)	13% (24)	7% (12)	23% (42)	31% (56)	180
2012 Vote: Barack Obama	23% (197)	21% (184)	6% (53)	2% (21)	19% (163)	28% (244)	862
2012 Vote: Mitt Romney	7% (37)	8% (46)	7% (39)	12% (70)	20% (113)	46% (255)	560
2012 Vote: Other	6% (5)	8% (6)	12% (10)	14% (12)	19% (16)	42% (36)	86
2012 Vote: Didn't Vote	9% (62)	13% (89)	9% (60)	7% (51)	22% (151)	40% (277)	690
4-Region: Northeast	15% (59)	16% (66)	10% (39)	8% (31)	20% (82)	31% (124)	402
4-Region: Midwest	14% (69)	12% (56)	7% (34)	8% (38)	19% (92)	39% (185)	474
4-Region: South	14% (112)	16% (127)	6% (50)	7% (54)	20% (164)	38% (308)	815
4-Region: West	12% (61)	15% (76)	7% (38)	6% (32)	20% (105)	39% (199)	511
Netflix Streaming User: Yes	17% (225)	17% (217)	9% (112)	6% (77)	20% (263)	32% (414)	1308
Netflix Streaming User: No	9% (77)	12% (108)	6% (50)	9% (77)	20% (180)	45% (402)	893
Streaming Account User User: Yes	16% (263)	16% (257)	8% (135)	6% (104)	20% (321)	33% (521)	1600
Streaming Account User: No	6% (39)	11% (68)	5% (27)	8% (50)	20% (123)	49% (294)	601
Seen/heard/read Letterman's New Show: Yes	20% (235)	19% (228)	9% (113)	8% (91)	18% (217)	26% (310)	1194
Seen/heard/read Letterman's New Show: No	7% (67)	10% (97)	5% (49)	6% (63)	22% (226)	50% (505)	1007

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Table TS3_12: Do you have a favorable or unfavorable impression of the following people?

Trevor Noah

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (301)	15% (325)	7% (162)	7% (154)	20% (443)	37% (815)	2201
Watched Letterman: Always	44% (94)	19% (40)	5% (11)	5% (10)	10% (22)	17% (36)	214
Watched Letterman: Sometimes	15% (118)	19% (150)	10% (76)	7% (55)	20% (156)	29% (222)	777
Watched Letterman: Rarely	10% (61)	14% (90)	7% (44)	5% (33)	21% (132)	43% (276)	636
Watched Letteman: Never	5% (28)	8% (46)	5% (30)	10% (56)	23% (134)	49% (281)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_13: Do you have a favorable or unfavorable impression of the following people?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (297)	19% (427)	14% (299)	16% (352)	23% (516)	14% (311)	2201
Gender: Male	19% (197)	22% (232)	15% (155)	17% (178)	19% (200)	9% (98)	1060
Gender: Female	9% (100)	17% (195)	13% (144)	15% (173)	28% (316)	19% (214)	1141
Age: 18-29	12% (58)	12% (56)	12% (58)	10% (48)	26% (121)	27% (128)	468
Age: 30-44	20% (111)	20% (113)	15% (85)	12% (67)	22% (124)	12% (67)	567
Age: 45-54	11% (42)	22% (81)	13% (49)	20% (73)	24% (89)	9% (35)	369
Age: 55-64	11% (44)	21% (85)	12% (48)	21% (85)	26% (103)	9% (35)	399
Age: 65+	11% (42)	23% (91)	15% (58)	20% (79)	20% (79)	12% (48)	398
PID: Dem (no lean)	19% (135)	26% (183)	11% (76)	9% (63)	22% (156)	14% (103)	716
PID: Ind (no lean)	12% (97)	17% (132)	15% (118)	12% (94)	27% (212)	17% (130)	782
PID: Rep (no lean)	9% (65)	16% (112)	15% (105)	28% (195)	21% (148)	11% (78)	703
PID/Gender: Dem Men	26% (87)	29% (95)	9% (28)	7% (24)	18% (58)	11% (37)	329
PID/Gender: Dem Women	12% (48)	23% (88)	12% (48)	10% (38)	25% (99)	17% (66)	387
PID/Gender: Ind Men	18% (65)	21% (77)	16% (59)	13% (49)	23% (83)	9% (32)	367
PID/Gender: Ind Women	8% (31)	13% (55)	14% (58)	11% (44)	31% (128)	23% (97)	415
PID/Gender: Rep Men	12% (44)	16% (60)	19% (68)	29% (105)	16% (59)	8% (28)	363
PID/Gender: Rep Women	6% (21)	15% (52)	11% (37)	27% (91)	26% (89)	15% (50)	340
Tea Party: Supporter	17% (101)	16% (91)	15% (89)	26% (152)	15% (88)	11% (64)	585
Tea Party: Not Supporter	12% (193)	21% (332)	13% (208)	12% (198)	26% (422)	15% (247)	1601
Ideo: Liberal (1-3)	25% (191)	26% (199)	12% (91)	9% (69)	17% (135)	11% (89)	774
Ideo: Moderate (4)	12% (53)	22% (97)	17% (71)	11% (49)	23% (100)	14% (62)	433
Ideo: Conservative (5-7)	5% (40)	14% (102)	16% (115)	29% (213)	24% (175)	12% (92)	737
Educ: < College	14% (213)	17% (272)	12% (192)	15% (232)	25% (398)	17% (260)	1567
Educ: Bachelors degree	12% (50)	24% (100)	17% (69)	18% (75)	19% (80)	10% (42)	416
Educ: Post-grad	16% (34)	25% (54)	18% (38)	20% (44)	17% (38)	4% (9)	219
Income: Under 50k	13% (171)	18% (236)	13% (168)	13% (174)	25% (330)	18% (235)	1314
Income: 50k-100k	14% (91)	20% (128)	14% (87)	20% (125)	22% (140)	10% (61)	632
Income: 100k+	14% (35)	24% (63)	17% (44)	20% (52)	18% (46)	6% (16)	256

Continued on next page

Table TS3_13: Do you have a favorable or unfavorable impression of the following people?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (297)	19% (427)	14% (299)	16% (352)	23% (516)	14% (311)	2201
Ethnicity: White	12% (211)	19% (328)	14% (246)	18% (311)	24% (420)	13% (235)	1750
Ethnicity: Hispanic	21% (69)	13% (43)	9% (30)	14% (45)	22% (74)	21% (69)	329
Ethnicity: Afr. Am.	19% (52)	25% (67)	12% (32)	8% (21)	21% (58)	14% (38)	269
Ethnicity: Other	19% (34)	17% (32)	11% (20)	11% (20)	21% (38)	21% (38)	182
Relig: Protestant	12% (61)	15% (76)	17% (89)	23% (119)	23% (118)	10% (52)	516
Relig: Roman Catholic	13% (61)	22% (101)	16% (72)	20% (89)	19% (86)	10% (46)	456
Relig: Ath./Agn./None	15% (94)	22% (138)	11% (68)	10% (63)	25% (160)	17% (106)	630
Relig: Something Else	17% (62)	23% (84)	11% (41)	12% (44)	22% (81)	14% (50)	361
Relig: Jewish	21% (12)	32% (18)	16% (9)	13% (8)	9% (5)	10% (5)	58
Relig: Evangelical	11% (67)	11% (66)	15% (89)	20% (119)	26% (151)	16% (95)	586
Relig: Non-Evang. Catholics	12% (74)	22% (134)	16% (99)	20% (126)	20% (123)	9% (58)	614
Relig: All Christian	12% (141)	17% (200)	16% (188)	20% (245)	23% (273)	13% (153)	1201
Relig: All Non-Christian	16% (156)	22% (222)	11% (109)	11% (107)	24% (241)	16% (156)	990
Community: Urban	14% (74)	19% (101)	13% (69)	13% (72)	24% (129)	18% (99)	545
Community: Suburban	15% (145)	20% (198)	14% (140)	16% (162)	24% (233)	11% (109)	986
Community: Rural	12% (78)	19% (127)	13% (89)	18% (118)	23% (154)	15% (103)	670
Employ: Private Sector	17% (114)	22% (149)	15% (101)	17% (119)	21% (145)	9% (59)	688
Employ: Government	14% (23)	19% (29)	18% (28)	17% (27)	21% (33)	11% (18)	158
Employ: Self-Employed	16% (33)	21% (41)	14% (29)	14% (29)	21% (41)	14% (27)	200
Employ: Homemaker	11% (23)	14% (28)	11% (22)	13% (26)	31% (64)	20% (40)	203
Employ: Student	8% (10)	12% (14)	9% (11)	12% (15)	29% (34)	30% (35)	118
Employ: Retired	13% (62)	22% (106)	15% (71)	20% (98)	20% (96)	9% (45)	478
Employ: Unemployed	10% (20)	20% (38)	8% (16)	9% (17)	29% (56)	25% (49)	197
Employ: Other	8% (13)	12% (19)	13% (21)	13% (22)	29% (47)	24% (39)	160
Military HH: Yes	18% (70)	21% (83)	12% (49)	17% (69)	22% (86)	10% (41)	398
Military HH: No	13% (226)	19% (344)	14% (250)	16% (282)	24% (430)	15% (271)	1803
RD/WT: Right Direction	14% (132)	15% (145)	15% (141)	23% (222)	19% (183)	13% (122)	946
RD/WT: Wrong Track	13% (164)	22% (282)	13% (158)	10% (129)	27% (333)	15% (189)	1255

Continued on next page

Table TS3_13: Do you have a favorable or unfavorable impression of the following people?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (297)	19% (427)	14% (299)	16% (352)	23% (516)	14% (311)	2201
Strongly Approve	16% (71)	11% (51)	13% (58)	34% (154)	16% (75)	11% (48)	457
Somewhat Approve	10% (46)	18% (86)	17% (83)	20% (96)	23% (114)	13% (61)	488
Somewhat Disapprove	11% (34)	20% (61)	20% (62)	7% (21)	26% (80)	15% (44)	302
Strongly Disapprove	17% (141)	26% (213)	11% (87)	9% (73)	24% (191)	13% (110)	814
Dont Know / No Opinion	3% (4)	11% (15)	7% (10)	5% (7)	40% (55)	34% (48)	140
#1 Issue: Economy	12% (80)	19% (126)	15% (99)	17% (115)	24% (158)	12% (82)	660
#1 Issue: Security	9% (37)	16% (64)	13% (54)	25% (103)	21% (84)	15% (62)	404
#1 Issue: Health Care	17% (67)	25% (97)	15% (60)	11% (43)	22% (89)	10% (41)	398
#1 Issue: Medicare / Social Security	13% (42)	18% (59)	10% (32)	14% (46)	28% (93)	17% (54)	326
#1 Issue: Women's Issues	14% (14)	15% (15)	10% (10)	11% (11)	28% (27)	22% (21)	98
#1 Issue: Education	16% (24)	19% (28)	18% (27)	7% (11)	24% (35)	16% (24)	149
#1 Issue: Energy	26% (22)	28% (23)	8% (6)	14% (11)	14% (11)	11% (9)	82
#1 Issue: Other	13% (11)	18% (15)	12% (10)	14% (12)	21% (18)	22% (18)	85
2016 Vote: Democrat Hillary Clinton	22% (151)	29% (205)	12% (83)	7% (50)	19% (132)	11% (74)	696
2016 Vote: Republican Donald Trump	10% (78)	14% (108)	16% (120)	30% (230)	21% (162)	10% (75)	773
2016 Vote: Someone else	11% (20)	17% (31)	19% (34)	14% (26)	31% (55)	8% (14)	180
2012 Vote: Barack Obama	20% (170)	29% (247)	15% (125)	9% (74)	19% (160)	10% (87)	862
2012 Vote: Mitt Romney	9% (50)	12% (65)	16% (90)	35% (197)	20% (111)	8% (47)	560
2012 Vote: Other	8% (7)	14% (12)	19% (16)	18% (15)	30% (26)	11% (9)	86
2012 Vote: Didn't Vote	10% (70)	15% (102)	10% (68)	10% (66)	31% (216)	24% (169)	690
4-Region: Northeast	15% (58)	23% (91)	14% (57)	18% (73)	18% (74)	12% (49)	402
4-Region: Midwest	14% (64)	16% (76)	14% (65)	17% (80)	28% (131)	12% (58)	474
4-Region: South	13% (107)	19% (152)	13% (107)	16% (132)	23% (187)	16% (130)	815
4-Region: West	13% (67)	21% (108)	14% (70)	13% (66)	24% (125)	15% (75)	511
Netflix Streaming User: Yes	16% (215)	20% (260)	14% (178)	14% (183)	23% (302)	13% (170)	1308
Netflix Streaming User: No	9% (82)	19% (167)	14% (121)	19% (168)	24% (214)	16% (141)	893
Streaming Account User: Yes	16% (250)	19% (311)	14% (228)	15% (241)	22% (353)	14% (217)	1600
Streaming Account User: No	8% (47)	19% (115)	12% (71)	18% (110)	27% (163)	16% (94)	601
Seen/heard/read Letterman's New Show: Yes	18% (215)	24% (281)	15% (181)	16% (188)	19% (231)	8% (98)	1194
Seen/heard/read Letterman's New Show: No	8% (82)	14% (146)	12% (118)	16% (164)	28% (285)	21% (214)	1007

Continued on next page

Table TS3_13: Do you have a favorable or unfavorable impression of the following people?

Bill Maher

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (297)	19% (427)	14% (299)	16% (352)	23% (516)	14% (311)	2201
Watched Letterman: Always	47% (100)	24% (51)	12% (25)	7% (16)	7% (15)	3% (7)	214
Watched Letterman: Sometimes	16% (122)	26% (203)	18% (136)	16% (126)	16% (128)	8% (62)	777
Watched Letterman: Rarely	9% (54)	19% (124)	14% (90)	16% (101)	31% (195)	11% (71)	636
Watched Letterman: Never	4% (21)	8% (48)	8% (48)	19% (108)	31% (179)	30% (171)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_14: Do you have a favorable or unfavorable impression of the following people?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (405)	26% (573)	10% (216)	9% (196)	22% (484)	15% (327)	2201
Gender: Male	22% (232)	27% (282)	10% (110)	11% (115)	18% (186)	13% (135)	1060
Gender: Female	15% (173)	26% (292)	9% (106)	7% (81)	26% (298)	17% (192)	1141
Age: 18-29	19% (88)	24% (112)	9% (44)	7% (35)	21% (97)	20% (92)	468
Age: 30-44	23% (130)	29% (166)	12% (67)	6% (33)	19% (105)	12% (66)	567
Age: 45-54	19% (69)	26% (94)	7% (28)	10% (37)	24% (87)	15% (54)	369
Age: 55-64	15% (62)	27% (109)	12% (47)	12% (49)	23% (93)	10% (39)	399
Age: 65+	14% (56)	23% (92)	8% (31)	11% (43)	25% (101)	19% (76)	398
PID: Dem (no lean)	26% (187)	32% (230)	7% (47)	4% (28)	19% (135)	12% (89)	716
PID: Ind (no lean)	17% (134)	26% (202)	10% (82)	7% (52)	23% (183)	17% (130)	782
PID: Rep (no lean)	12% (84)	20% (142)	12% (88)	17% (116)	24% (165)	15% (108)	703
PID/Gender: Dem Men	30% (100)	32% (104)	7% (22)	4% (14)	14% (45)	13% (43)	329
PID/Gender: Dem Women	23% (88)	32% (125)	6% (25)	4% (14)	23% (90)	12% (46)	387
PID/Gender: Ind Men	22% (79)	26% (96)	11% (40)	9% (33)	20% (73)	12% (46)	367
PID/Gender: Ind Women	13% (55)	25% (106)	10% (42)	5% (19)	26% (110)	20% (84)	415
PID/Gender: Rep Men	15% (53)	22% (81)	13% (48)	19% (68)	18% (67)	13% (46)	363
PID/Gender: Rep Women	9% (31)	18% (61)	12% (40)	14% (48)	29% (98)	18% (62)	340
Tea Party: Supporter	21% (122)	22% (131)	11% (65)	14% (83)	16% (95)	15% (90)	585
Tea Party: Not Supporter	17% (278)	27% (439)	9% (151)	7% (113)	24% (383)	15% (236)	1601
Ideo: Liberal (1-3)	30% (233)	33% (259)	8% (63)	4% (33)	14% (109)	10% (77)	774
Ideo: Moderate (4)	18% (79)	30% (131)	9% (39)	7% (29)	21% (90)	15% (65)	433
Ideo: Conservative (5-7)	8% (61)	19% (141)	12% (90)	18% (131)	27% (198)	16% (116)	737
Educ: < College	18% (284)	24% (372)	10% (150)	9% (133)	24% (371)	16% (257)	1567
Educ: Bachelors degree	19% (81)	32% (133)	10% (41)	9% (39)	17% (71)	12% (51)	416
Educ: Post-grad	18% (40)	31% (68)	12% (25)	11% (24)	19% (42)	9% (19)	219
Income: Under 50k	17% (229)	24% (322)	9% (117)	7% (94)	24% (311)	18% (242)	1314
Income: 50k-100k	21% (131)	28% (174)	11% (70)	12% (74)	19% (117)	10% (65)	632
Income: 100k+	18% (45)	30% (78)	11% (29)	11% (28)	22% (56)	8% (20)	256

Continued on next page

Table TS3_14: Do you have a favorable or unfavorable impression of the following people?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (405)	26% (573)	10% (216)	9% (196)	22% (484)	15% (327)	2201
Ethnicity: White	17% (296)	26% (457)	10% (177)	9% (166)	23% (405)	14% (250)	1750
Ethnicity: Hispanic	26% (87)	25% (83)	7% (23)	8% (28)	20% (67)	13% (41)	329
Ethnicity: Afr. Am.	26% (71)	26% (71)	9% (23)	5% (15)	17% (45)	16% (43)	269
Ethnicity: Other	21% (38)	25% (45)	9% (17)	8% (15)	18% (33)	18% (34)	182
Relig: Protestant	14% (72)	22% (112)	14% (73)	11% (56)	26% (132)	14% (70)	516
Relig: Roman Catholic	19% (86)	32% (145)	11% (52)	11% (50)	18% (80)	9% (42)	456
Relig: Ath./Agn./None	20% (127)	26% (166)	7% (45)	7% (42)	24% (149)	16% (99)	630
Relig: Something Else	25% (89)	27% (98)	6% (20)	7% (25)	19% (69)	17% (60)	361
Relig: Jewish	44% (25)	31% (18)	1% (1)	6% (3)	9% (5)	9% (5)	58
Relig: Evangelical	12% (72)	22% (128)	12% (69)	12% (68)	24% (140)	19% (109)	586
Relig: Non-Evang. Catholics	19% (117)	29% (179)	12% (77)	10% (61)	20% (123)	10% (59)	614
Relig: All Christian	16% (189)	26% (306)	12% (146)	11% (129)	22% (263)	14% (167)	1201
Relig: All Non-Christian	22% (216)	27% (265)	7% (65)	7% (67)	22% (218)	16% (160)	990
Community: Urban	23% (128)	26% (140)	6% (35)	5% (27)	21% (112)	19% (103)	545
Community: Suburban	17% (173)	29% (285)	11% (113)	10% (102)	21% (202)	11% (111)	986
Community: Rural	16% (105)	22% (149)	10% (68)	10% (67)	25% (169)	17% (112)	670
Employ: Private Sector	24% (164)	27% (186)	12% (83)	8% (58)	19% (130)	10% (68)	688
Employ: Government	26% (41)	30% (47)	7% (12)	12% (19)	16% (25)	9% (14)	158
Employ: Self-Employed	16% (32)	36% (72)	8% (15)	9% (17)	18% (36)	14% (28)	200
Employ: Homemaker	13% (27)	22% (44)	11% (23)	8% (17)	30% (61)	15% (31)	203
Employ: Student	15% (17)	19% (22)	10% (12)	5% (6)	29% (34)	22% (26)	118
Employ: Retired	16% (77)	25% (118)	10% (45)	11% (50)	24% (114)	15% (73)	478
Employ: Unemployed	15% (29)	22% (43)	6% (12)	6% (12)	25% (50)	26% (51)	197
Employ: Other	11% (17)	26% (42)	9% (14)	10% (17)	21% (33)	23% (37)	160
Military HH: Yes	19% (75)	25% (98)	10% (39)	10% (41)	22% (87)	14% (57)	398
Military HH: No	18% (330)	26% (476)	10% (177)	9% (155)	22% (396)	15% (269)	1803
RD/WT: Right Direction	14% (136)	23% (215)	12% (110)	15% (138)	21% (202)	15% (144)	946
RD/WT: Wrong Track	21% (269)	29% (358)	8% (106)	5% (58)	22% (281)	15% (183)	1255

Continued on next page

Table TS3_14: Do you have a favorable or unfavorable impression of the following people?

Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (405)	26% (573)	10% (216)	9% (196)	22% (484)	15% (327)	2201
Strongly Approve	15% (69)	15% (69)	12% (54)	20% (92)	21% (97)	17% (76)	457
Somewhat Approve	12% (61)	28% (134)	14% (67)	11% (54)	24% (117)	11% (55)	488
Somewhat Disapprove	10% (32)	38% (116)	12% (36)	6% (18)	18% (54)	16% (47)	302
Strongly Disapprove	28% (229)	29% (235)	6% (50)	4% (29)	21% (170)	12% (101)	814
Dont Know / No Opinion	10% (14)	14% (20)	6% (9)	3% (4)	33% (46)	34% (47)	140
#1 Issue: Economy	15% (99)	29% (190)	11% (70)	10% (68)	22% (147)	13% (85)	660
#1 Issue: Security	15% (59)	20% (81)	10% (41)	16% (63)	25% (100)	15% (61)	404
#1 Issue: Health Care	26% (103)	27% (106)	11% (42)	5% (19)	20% (78)	12% (49)	398
#1 Issue: Medicare / Social Security	14% (46)	24% (77)	8% (25)	8% (27)	28% (91)	18% (59)	326
#1 Issue: Women's Issues	20% (20)	30% (29)	5% (5)	1% (1)	25% (25)	19% (19)	98
#1 Issue: Education	25% (38)	26% (39)	16% (24)	4% (6)	14% (21)	15% (22)	149
#1 Issue: Energy	29% (24)	41% (34)	6% (5)	5% (4)	7% (6)	12% (9)	82
#1 Issue: Other	19% (16)	21% (18)	7% (6)	8% (7)	18% (16)	26% (22)	85
2016 Vote: Democrat Hillary Clinton	30% (211)	37% (255)	6% (39)	4% (25)	15% (104)	9% (62)	696
2016 Vote: Republican Donald Trump	12% (91)	19% (146)	14% (106)	17% (129)	25% (192)	14% (110)	773
2016 Vote: Someone else	18% (33)	26% (47)	13% (24)	6% (11)	25% (44)	12% (22)	180
2012 Vote: Barack Obama	29% (247)	33% (288)	8% (71)	4% (37)	17% (143)	9% (77)	862
2012 Vote: Mitt Romney	10% (56)	20% (111)	12% (69)	18% (103)	26% (144)	14% (78)	560
2012 Vote: Other	9% (8)	17% (15)	17% (14)	12% (11)	25% (22)	19% (16)	86
2012 Vote: Didn't Vote	13% (93)	23% (159)	9% (63)	7% (46)	25% (174)	23% (156)	690
4-Region: Northeast	23% (93)	26% (103)	10% (42)	9% (37)	19% (78)	12% (49)	402
4-Region: Midwest	19% (92)	27% (126)	11% (52)	7% (35)	23% (109)	13% (60)	474
4-Region: South	16% (133)	25% (205)	9% (74)	9% (71)	23% (190)	17% (141)	815
4-Region: West	17% (86)	27% (140)	10% (49)	10% (53)	21% (106)	15% (77)	511
Netflix Streaming User: Yes	23% (297)	28% (368)	10% (132)	8% (98)	20% (256)	12% (158)	1308
Netflix Streaming User: No	12% (108)	23% (206)	9% (84)	11% (98)	26% (228)	19% (169)	893
Streaming Account User User: Yes	22% (349)	28% (443)	10% (167)	8% (129)	19% (307)	13% (205)	1600
Streaming Account User: No	9% (56)	22% (130)	8% (50)	11% (67)	29% (177)	20% (121)	601
Seen/heard/read Letterman's New Show: Yes	23% (279)	32% (381)	11% (127)	9% (106)	16% (193)	9% (107)	1194
Seen/heard/read Letterman's New Show: No	12% (125)	19% (193)	9% (89)	9% (91)	29% (290)	22% (219)	1007

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Table TS3_14: Do you have a favorable or unfavorable impression of the following people?
Seth Meyers

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	18% (405)	26% (573)	10% (216)	9% (196)	22% (484)	15% (327)	2201
Watched Letterman: Always	49% (105)	28% (61)	8% (17)	4% (9)	5% (10)	5% (12)	214
Watched Letterman: Sometimes	22% (170)	35% (273)	12% (97)	7% (55)	14% (111)	9% (70)	777
Watched Letterman: Rarely	14% (91)	26% (164)	10% (61)	9% (57)	27% (175)	14% (87)	636
Watched Letterman: Never	7% (38)	13% (75)	7% (42)	13% (75)	33% (188)	27% (158)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_15: Do you have a favorable or unfavorable impression of the following people?

Jon Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (432)	23% (504)	11% (235)	11% (240)	21% (467)	15% (323)	2201
Gender: Male	25% (265)	25% (265)	10% (109)	14% (146)	16% (169)	10% (105)	1060
Gender: Female	15% (167)	21% (238)	11% (126)	8% (94)	26% (298)	19% (217)	1141
Age: 18-29	19% (87)	20% (94)	8% (37)	8% (35)	21% (100)	25% (115)	468
Age: 30-44	27% (152)	26% (148)	14% (79)	7% (39)	17% (95)	10% (54)	567
Age: 45-54	20% (72)	24% (88)	9% (35)	14% (50)	21% (76)	13% (48)	369
Age: 55-64	16% (64)	24% (94)	12% (49)	15% (59)	22% (86)	12% (47)	399
Age: 65+	14% (57)	20% (80)	9% (35)	14% (57)	28% (110)	15% (59)	398
PID: Dem (no lean)	28% (200)	29% (209)	6% (42)	4% (31)	18% (130)	14% (104)	716
PID: Ind (no lean)	19% (147)	20% (158)	12% (92)	9% (71)	25% (193)	16% (122)	782
PID: Rep (no lean)	12% (86)	19% (136)	14% (101)	20% (138)	21% (144)	14% (98)	703
PID/Gender: Dem Men	35% (114)	32% (104)	5% (15)	6% (19)	12% (41)	11% (37)	329
PID/Gender: Dem Women	22% (86)	27% (106)	7% (27)	3% (12)	23% (89)	17% (67)	387
PID/Gender: Ind Men	26% (95)	21% (77)	12% (43)	12% (43)	20% (74)	10% (35)	367
PID/Gender: Ind Women	13% (52)	20% (81)	12% (48)	7% (27)	29% (119)	21% (87)	415
PID/Gender: Rep Men	16% (57)	23% (85)	14% (50)	23% (84)	15% (54)	9% (34)	363
PID/Gender: Rep Women	9% (29)	15% (51)	15% (51)	16% (54)	26% (90)	19% (64)	340
Tea Party: Supporter	20% (114)	19% (112)	13% (77)	19% (112)	18% (105)	11% (65)	585
Tea Party: Not Supporter	20% (315)	24% (388)	10% (157)	8% (127)	22% (358)	16% (256)	1601
Ideo: Liberal (1-3)	35% (270)	30% (236)	8% (61)	4% (27)	13% (97)	11% (82)	774
Ideo: Moderate (4)	18% (79)	25% (109)	12% (53)	8% (36)	22% (97)	13% (58)	433
Ideo: Conservative (5-7)	8% (58)	16% (119)	14% (101)	22% (160)	25% (186)	15% (112)	737
Educ: < College	18% (281)	21% (332)	10% (162)	10% (163)	23% (364)	17% (264)	1567
Educ: Bachelors degree	22% (90)	27% (113)	12% (48)	12% (50)	17% (70)	11% (45)	416
Educ: Post-grad	28% (61)	27% (58)	11% (24)	13% (27)	15% (34)	6% (14)	219
Income: Under 50k	17% (229)	20% (262)	11% (141)	10% (126)	24% (319)	18% (236)	1314
Income: 50k-100k	24% (149)	26% (164)	11% (66)	12% (74)	17% (108)	11% (70)	632
Income: 100k+	21% (54)	30% (77)	11% (27)	16% (41)	16% (40)	7% (17)	256

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Table TS3_15: Do you have a favorable or unfavorable impression of the following people?

Jon Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (432)	23% (504)	11% (235)	11% (240)	21% (467)	15% (323)	2201
Ethnicity: White	18% (317)	23% (403)	11% (191)	12% (211)	22% (383)	14% (245)	1750
Ethnicity: Hispanic	30% (97)	17% (57)	6% (21)	12% (38)	17% (57)	18% (59)	329
Ethnicity: Afr. Am.	27% (73)	23% (63)	7% (19)	6% (17)	21% (57)	15% (39)	269
Ethnicity: Other	23% (42)	21% (38)	14% (25)	7% (12)	15% (26)	21% (38)	182
Relig: Protestant	14% (73)	20% (106)	13% (65)	17% (87)	24% (121)	13% (65)	516
Relig: Roman Catholic	20% (93)	26% (118)	13% (59)	12% (56)	16% (74)	12% (57)	456
Relig: Ath./Agn./None	24% (149)	24% (152)	7% (44)	7% (41)	24% (149)	15% (94)	630
Relig: Something Else	27% (98)	21% (77)	9% (33)	9% (31)	19% (67)	15% (54)	361
Relig: Jewish	41% (24)	26% (15)	9% (5)	7% (4)	7% (4)	9% (5)	58
Relig: Evangelical	11% (67)	19% (110)	13% (78)	15% (88)	23% (135)	18% (108)	586
Relig: Non-Evang. Catholics	19% (117)	26% (161)	12% (76)	13% (79)	19% (115)	11% (66)	614
Relig: All Christian	15% (184)	23% (272)	13% (154)	14% (168)	21% (249)	15% (174)	1201
Relig: All Non-Christian	25% (247)	23% (229)	8% (77)	7% (72)	22% (217)	15% (149)	990
Community: Urban	23% (123)	23% (125)	8% (44)	8% (42)	23% (123)	16% (88)	545
Community: Suburban	20% (197)	26% (254)	11% (110)	11% (111)	19% (185)	13% (129)	986
Community: Rural	17% (113)	19% (125)	12% (81)	13% (87)	24% (159)	16% (106)	670
Employ: Private Sector	25% (175)	24% (166)	12% (84)	11% (77)	17% (120)	10% (66)	688
Employ: Government	20% (32)	26% (42)	11% (17)	13% (20)	19% (30)	11% (17)	158
Employ: Self-Employed	25% (49)	27% (54)	11% (21)	10% (19)	14% (29)	14% (28)	200
Employ: Homemaker	13% (27)	20% (40)	9% (18)	8% (17)	29% (59)	20% (41)	203
Employ: Student	13% (15)	21% (24)	10% (11)	7% (8)	25% (30)	25% (30)	118
Employ: Retired	17% (83)	21% (102)	10% (46)	15% (70)	23% (111)	14% (65)	478
Employ: Unemployed	18% (35)	21% (40)	8% (16)	5% (11)	26% (50)	22% (44)	197
Employ: Other	11% (17)	22% (36)	12% (20)	11% (18)	23% (37)	20% (32)	160
Military HH: Yes	19% (74)	26% (102)	11% (45)	13% (51)	17% (68)	14% (57)	398
Military HH: No	20% (358)	22% (401)	11% (190)	11% (190)	22% (399)	15% (265)	1803
RD/WT: Right Direction	15% (137)	21% (202)	14% (131)	18% (167)	20% (190)	13% (119)	946
RD/WT: Wrong Track	24% (295)	24% (302)	8% (104)	6% (73)	22% (277)	16% (204)	1255

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Table TS3_15: Do you have a favorable or unfavorable impression of the following people?

Jon Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (432)	23% (504)	11% (235)	11% (240)	21% (467)	15% (323)	2201
Strongly Approve	15% (67)	15% (70)	13% (61)	27% (122)	17% (77)	13% (60)	457
Somewhat Approve	13% (65)	23% (112)	16% (78)	12% (56)	23% (113)	13% (63)	488
Somewhat Disapprove	12% (35)	29% (88)	11% (34)	7% (20)	24% (72)	17% (52)	302
Strongly Disapprove	31% (253)	27% (217)	6% (49)	5% (37)	20% (159)	12% (99)	814
Dont Know / No Opinion	9% (13)	12% (16)	9% (12)	4% (5)	32% (45)	35% (49)	140
#1 Issue: Economy	16% (105)	27% (177)	13% (86)	10% (63)	21% (138)	14% (91)	660
#1 Issue: Security	13% (54)	16% (65)	11% (44)	21% (84)	22% (91)	17% (67)	404
#1 Issue: Health Care	27% (107)	24% (94)	11% (45)	9% (34)	19% (77)	10% (41)	398
#1 Issue: Medicare / Social Security	16% (51)	20% (64)	9% (31)	9% (28)	29% (95)	18% (58)	326
#1 Issue: Women's Issues	25% (24)	24% (24)	4% (4)	3% (3)	21% (20)	23% (23)	98
#1 Issue: Education	26% (38)	26% (39)	11% (17)	8% (12)	15% (22)	14% (20)	149
#1 Issue: Energy	40% (33)	33% (27)	5% (4)	7% (6)	10% (8)	5% (4)	82
#1 Issue: Other	24% (20)	17% (15)	5% (4)	13% (11)	19% (16)	23% (19)	85
2016 Vote: Democrat Hillary Clinton	36% (250)	30% (207)	6% (39)	3% (21)	15% (102)	11% (77)	696
2016 Vote: Republican Donald Trump	11% (88)	18% (141)	15% (116)	22% (166)	22% (167)	12% (95)	773
2016 Vote: Someone else	19% (34)	22% (40)	14% (24)	9% (16)	28% (50)	8% (15)	180
2012 Vote: Barack Obama	33% (286)	29% (251)	8% (66)	4% (32)	15% (134)	11% (95)	862
2012 Vote: Mitt Romney	11% (59)	17% (95)	16% (90)	23% (131)	22% (125)	11% (61)	560
2012 Vote: Other	9% (8)	16% (14)	17% (14)	17% (14)	33% (28)	9% (8)	86
2012 Vote: Didn't Vote	12% (80)	21% (143)	9% (65)	9% (63)	26% (179)	23% (159)	690
4-Region: Northeast	22% (89)	25% (101)	12% (50)	11% (43)	20% (79)	10% (41)	402
4-Region: Midwest	20% (93)	18% (85)	13% (60)	12% (55)	22% (104)	16% (77)	474
4-Region: South	18% (144)	26% (208)	9% (77)	11% (93)	21% (169)	15% (124)	815
4-Region: West	21% (106)	22% (110)	9% (48)	10% (50)	23% (116)	16% (81)	511
Netflix Streaming User: Yes	25% (322)	25% (321)	10% (134)	9% (122)	18% (238)	13% (171)	1308
Netflix Streaming User: No	12% (110)	21% (183)	11% (100)	13% (119)	26% (229)	17% (152)	893
Streaming Account User: Yes	23% (368)	25% (396)	10% (166)	10% (166)	18% (288)	13% (216)	1600
Streaming Account User: No	11% (64)	18% (108)	11% (69)	12% (74)	30% (179)	18% (107)	601
Seen/heard/read Letterman's New Show: Yes	26% (309)	27% (320)	10% (123)	11% (132)	17% (203)	9% (106)	1194
Seen/heard/read Letterman's New Show: No	12% (124)	18% (183)	11% (112)	11% (108)	26% (264)	22% (217)	1007

Continued on next page

Table TS3_15: Do you have a favorable or unfavorable impression of the following people?

Jon Stewart

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	20% (432)	23% (504)	11% (235)	11% (240)	21% (467)	15% (323)	2201
Watched Letterman: Always	53% (112)	26% (56)	10% (20)	4% (9)	5% (10)	3% (6)	214
Watched Letterman: Sometimes	22% (175)	31% (240)	12% (95)	10% (81)	15% (116)	9% (70)	777
Watched Letterman: Rarely	17% (107)	23% (147)	12% (74)	9% (55)	24% (152)	16% (102)	636
Watched Letterman: Never	7% (38)	11% (61)	8% (45)	17% (96)	33% (190)	25% (145)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_16: Do you have a favorable or unfavorable impression of the following people?
 Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (773)	27% (603)	10% (220)	13% (285)	11% (236)	4% (83)	2201
Gender: Male	30% (321)	27% (286)	12% (131)	15% (163)	11% (118)	4% (41)	1060
Gender: Female	40% (452)	28% (318)	8% (89)	11% (123)	10% (118)	4% (42)	1141
Age: 18-29	42% (198)	22% (103)	7% (31)	10% (45)	11% (53)	8% (38)	468
Age: 30-44	44% (247)	27% (153)	9% (52)	8% (45)	9% (52)	3% (19)	567
Age: 45-54	31% (114)	28% (105)	10% (36)	13% (49)	14% (51)	4% (14)	369
Age: 55-64	27% (109)	32% (129)	14% (54)	14% (57)	11% (45)	1% (4)	399
Age: 65+	26% (105)	29% (114)	12% (47)	22% (89)	9% (34)	2% (9)	398
PID: Dem (no lean)	48% (341)	30% (215)	5% (37)	6% (39)	7% (53)	4% (30)	716
PID: Ind (no lean)	34% (267)	27% (208)	10% (79)	10% (77)	15% (116)	4% (35)	782
PID: Rep (no lean)	23% (165)	26% (180)	15% (104)	24% (168)	10% (67)	3% (19)	703
PID/Gender: Dem Men	44% (145)	29% (94)	6% (19)	7% (23)	9% (30)	5% (18)	329
PID/Gender: Dem Women	51% (196)	31% (121)	5% (18)	4% (17)	6% (23)	3% (12)	387
PID/Gender: Ind Men	28% (102)	27% (97)	15% (55)	11% (41)	16% (58)	4% (13)	367
PID/Gender: Ind Women	40% (165)	27% (111)	6% (24)	9% (36)	14% (57)	5% (22)	415
PID/Gender: Rep Men	20% (74)	26% (94)	16% (57)	27% (98)	8% (30)	3% (10)	363
PID/Gender: Rep Women	27% (91)	25% (86)	14% (47)	21% (70)	11% (37)	3% (9)	340
Tea Party: Supporter	34% (197)	22% (131)	13% (74)	20% (117)	8% (48)	3% (19)	585
Tea Party: Not Supporter	36% (571)	29% (466)	9% (147)	10% (167)	12% (186)	4% (64)	1601
Ideo: Liberal (1-3)	51% (392)	29% (223)	6% (50)	6% (43)	5% (36)	4% (30)	774
Ideo: Moderate (4)	34% (146)	30% (130)	9% (39)	9% (41)	14% (61)	3% (15)	433
Ideo: Conservative (5-7)	18% (136)	27% (196)	16% (118)	26% (189)	10% (77)	3% (21)	737
Educ: < College	35% (544)	27% (421)	10% (153)	13% (196)	12% (183)	4% (69)	1567
Educ: Bachelors degree	37% (152)	28% (117)	11% (45)	14% (57)	9% (36)	2% (8)	416
Educ: Post-grad	35% (76)	30% (65)	10% (23)	15% (32)	8% (17)	3% (6)	219
Income: Under 50k	34% (445)	27% (349)	10% (125)	13% (169)	12% (158)	5% (68)	1314
Income: 50k-100k	39% (243)	27% (173)	10% (66)	13% (83)	9% (58)	1% (8)	632
Income: 100k+	33% (84)	32% (81)	11% (29)	13% (34)	8% (21)	3% (7)	256

Continued on next page

Table TS3_16: Do you have a favorable or unfavorable impression of the following people?

Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (773)	27% (603)	10% (220)	13% (285)	11% (236)	4% (83)	2201
Ethnicity: White	34% (590)	29% (505)	10% (183)	14% (249)	11% (185)	2% (39)	1750
Ethnicity: Hispanic	46% (153)	17% (58)	10% (32)	11% (37)	8% (28)	7% (23)	329
Ethnicity: Afr. Am.	38% (103)	27% (73)	8% (21)	7% (18)	11% (28)	10% (26)	269
Ethnicity: Other	44% (80)	14% (26)	9% (17)	10% (18)	13% (23)	10% (18)	182
Relig: Protestant	24% (123)	31% (160)	13% (68)	19% (98)	11% (58)	2% (10)	516
Relig: Roman Catholic	36% (165)	28% (129)	13% (60)	13% (61)	7% (32)	2% (8)	456
Relig: Ath./Agn./None	42% (262)	27% (168)	7% (44)	9% (55)	11% (71)	5% (29)	630
Relig: Something Else	42% (153)	25% (88)	8% (30)	8% (29)	12% (42)	5% (20)	361
Relig: Jewish	55% (31)	28% (16)	7% (4)	3% (2)	6% (3)	2% (1)	58
Relig: Evangelical	26% (152)	25% (149)	11% (65)	21% (125)	12% (68)	5% (28)	586
Relig: Non-Evang. Catholics	33% (206)	32% (196)	13% (79)	12% (72)	9% (55)	1% (7)	614
Relig: All Christian	30% (357)	29% (345)	12% (144)	16% (198)	10% (123)	3% (34)	1201
Relig: All Non-Christian	42% (415)	26% (257)	7% (74)	8% (84)	11% (112)	5% (49)	990
Community: Urban	39% (211)	27% (145)	8% (42)	10% (54)	11% (61)	6% (32)	545
Community: Suburban	37% (366)	29% (285)	11% (113)	11% (111)	10% (97)	2% (15)	986
Community: Rural	29% (196)	26% (174)	10% (66)	18% (120)	12% (78)	5% (36)	670
Employ: Private Sector	40% (277)	27% (183)	10% (71)	11% (73)	10% (66)	3% (18)	688
Employ: Government	39% (62)	26% (40)	10% (15)	13% (20)	11% (18)	1% (2)	158
Employ: Self-Employed	34% (68)	30% (59)	10% (20)	14% (29)	8% (16)	4% (8)	200
Employ: Homemaker	38% (77)	27% (55)	8% (16)	10% (21)	13% (26)	4% (8)	203
Employ: Student	41% (48)	19% (23)	7% (8)	11% (13)	13% (16)	9% (10)	118
Employ: Retired	26% (123)	30% (144)	13% (64)	19% (93)	9% (43)	2% (10)	478
Employ: Unemployed	37% (73)	24% (47)	7% (14)	8% (16)	15% (30)	8% (16)	197
Employ: Other	28% (44)	32% (52)	8% (12)	13% (21)	13% (21)	6% (9)	160
Military HH: Yes	32% (128)	24% (95)	13% (52)	19% (77)	9% (35)	3% (11)	398
Military HH: No	36% (644)	28% (508)	9% (169)	12% (209)	11% (202)	4% (72)	1803
RD/WT: Right Direction	26% (250)	27% (252)	13% (127)	19% (177)	11% (105)	4% (34)	946
RD/WT: Wrong Track	42% (522)	28% (351)	7% (94)	9% (109)	10% (131)	4% (49)	1255

Continued on next page

Table TS3_16: Do you have a favorable or unfavorable impression of the following people?
Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (773)	27% (603)	10% (220)	13% (285)	11% (236)	4% (83)	2201
Strongly Approve	25% (116)	21% (96)	15% (68)	29% (134)	8% (35)	2% (9)	457
Somewhat Approve	25% (122)	32% (155)	13% (62)	14% (69)	13% (64)	3% (15)	488
Somewhat Disapprove	32% (98)	39% (117)	12% (36)	5% (16)	9% (28)	3% (8)	302
Strongly Disapprove	48% (394)	26% (211)	6% (47)	7% (57)	9% (72)	4% (32)	814
Dont Know / No Opinion	31% (43)	17% (24)	5% (7)	7% (9)	27% (38)	13% (19)	140
#1 Issue: Economy	30% (200)	32% (212)	12% (82)	12% (76)	11% (73)	3% (17)	660
#1 Issue: Security	27% (109)	22% (89)	13% (52)	23% (92)	12% (47)	4% (15)	404
#1 Issue: Health Care	43% (170)	30% (118)	9% (34)	6% (23)	10% (39)	3% (13)	398
#1 Issue: Medicare / Social Security	28% (90)	27% (89)	10% (32)	18% (59)	14% (45)	3% (11)	326
#1 Issue: Women's Issues	57% (56)	20% (19)	2% (2)	3% (3)	10% (10)	7% (7)	98
#1 Issue: Education	45% (67)	25% (38)	4% (7)	9% (13)	9% (13)	8% (11)	149
#1 Issue: Energy	59% (48)	22% (18)	5% (4)	9% (7)	6% (5)	— (0)	82
#1 Issue: Other	38% (32)	24% (20)	10% (8)	14% (12)	5% (4)	10% (9)	85
2016 Vote: Democrat Hillary Clinton	53% (369)	27% (190)	6% (45)	4% (31)	7% (48)	2% (13)	696
2016 Vote: Republican Donald Trump	21% (165)	28% (214)	15% (117)	24% (185)	11% (83)	1% (10)	773
2016 Vote: Someone else	30% (54)	30% (54)	13% (23)	13% (23)	13% (23)	2% (4)	180
2012 Vote: Barack Obama	47% (406)	31% (264)	7% (61)	7% (59)	7% (64)	1% (8)	862
2012 Vote: Mitt Romney	21% (115)	26% (144)	15% (86)	27% (151)	9% (52)	2% (12)	560
2012 Vote: Other	18% (15)	31% (27)	13% (11)	21% (18)	17% (14)	1% (1)	86
2012 Vote: Didn't Vote	34% (236)	25% (169)	9% (62)	8% (58)	15% (105)	9% (61)	690
4-Region: Northeast	38% (152)	28% (112)	9% (36)	13% (54)	9% (36)	3% (11)	402
4-Region: Midwest	37% (174)	28% (132)	9% (41)	14% (66)	11% (54)	1% (7)	474
4-Region: South	33% (272)	27% (218)	9% (74)	13% (104)	12% (98)	6% (48)	815
4-Region: West	34% (174)	28% (142)	14% (69)	12% (61)	9% (48)	3% (18)	511
Netflix Streaming User: Yes	43% (561)	26% (344)	9% (123)	10% (136)	8% (110)	3% (33)	1308
Netflix Streaming User: No	24% (211)	29% (259)	11% (98)	17% (149)	14% (126)	6% (50)	893
Streaming Account User: Yes	41% (653)	27% (425)	10% (155)	11% (183)	8% (134)	3% (50)	1600
Streaming Account User: No	20% (120)	30% (178)	11% (66)	17% (102)	17% (102)	5% (33)	601
Seen/heard/read Letterman's New Show: Yes	39% (470)	28% (339)	11% (128)	11% (126)	8% (99)	3% (32)	1194
Seen/heard/read Letterman's New Show: No	30% (303)	26% (265)	9% (92)	16% (159)	14% (137)	5% (51)	1007

Continued on next page

Table TS3_16: Do you have a favorable or unfavorable impression of the following people?

Ellen DeGeneres

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	35% (773)	27% (603)	10% (220)	13% (285)	11% (236)	4% (83)	2201
Watched Letterman: Always	60% (128)	24% (52)	6% (13)	4% (9)	5% (10)	1% (3)	214
Watched Letterman: Sometimes	38% (292)	32% (251)	12% (93)	11% (83)	6% (47)	1% (11)	777
Watched Letterman: Rarely	34% (214)	30% (192)	10% (61)	12% (75)	12% (78)	2% (16)	636
Watched Letteman: Never	24% (139)	19% (108)	9% (53)	21% (118)	18% (102)	9% (54)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_17: Do you have a favorable or unfavorable impression of the following people?
 George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (615)	34% (743)	11% (235)	8% (185)	16% (351)	3% (72)	2201
Gender: Male	29% (303)	33% (353)	12% (130)	9% (99)	13% (136)	4% (40)	1060
Gender: Female	27% (313)	34% (390)	9% (105)	8% (86)	19% (216)	3% (32)	1141
Age: 18-29	28% (131)	27% (126)	11% (52)	4% (19)	21% (101)	8% (39)	468
Age: 30-44	29% (165)	38% (213)	11% (64)	5% (29)	14% (79)	3% (18)	567
Age: 45-54	33% (121)	32% (118)	10% (36)	8% (30)	16% (59)	1% (5)	369
Age: 55-64	25% (99)	34% (138)	14% (55)	10% (40)	16% (63)	1% (4)	399
Age: 65+	25% (99)	37% (148)	7% (28)	17% (66)	12% (49)	1% (6)	398
PID: Dem (no lean)	36% (256)	37% (266)	7% (53)	2% (17)	13% (96)	4% (28)	716
PID: Ind (no lean)	28% (217)	33% (255)	11% (85)	5% (42)	20% (155)	4% (28)	782
PID: Rep (no lean)	20% (143)	31% (221)	14% (97)	18% (126)	14% (100)	2% (15)	703
PID/Gender: Dem Men	37% (121)	35% (115)	8% (25)	3% (10)	13% (43)	5% (16)	329
PID/Gender: Dem Women	35% (135)	39% (151)	7% (28)	2% (7)	14% (53)	3% (13)	387
PID/Gender: Ind Men	27% (98)	35% (128)	13% (47)	7% (25)	15% (54)	4% (14)	367
PID/Gender: Ind Women	28% (118)	31% (127)	9% (38)	4% (17)	24% (101)	3% (14)	415
PID/Gender: Rep Men	23% (83)	30% (110)	16% (58)	18% (64)	11% (39)	3% (10)	363
PID/Gender: Rep Women	18% (60)	33% (112)	12% (39)	18% (62)	18% (62)	1% (5)	340
Tea Party: Supporter	28% (163)	30% (175)	12% (70)	18% (105)	10% (61)	2% (12)	585
Tea Party: Not Supporter	28% (447)	35% (564)	10% (164)	5% (80)	18% (286)	4% (60)	1601
Ideo: Liberal (1-3)	39% (302)	36% (281)	9% (68)	1% (11)	12% (90)	3% (21)	774
Ideo: Moderate (4)	31% (133)	38% (163)	10% (43)	5% (21)	13% (56)	4% (16)	433
Ideo: Conservative (5-7)	16% (118)	31% (229)	14% (104)	20% (144)	17% (127)	2% (15)	737
Educ: < College	29% (448)	32% (498)	10% (150)	8% (128)	18% (281)	4% (60)	1567
Educ: Bachelors degree	26% (108)	39% (160)	13% (52)	10% (41)	11% (46)	2% (8)	416
Educ: Post-grad	27% (59)	38% (84)	15% (32)	7% (16)	11% (24)	2% (3)	219
Income: Under 50k	28% (367)	32% (416)	10% (135)	8% (103)	18% (239)	4% (53)	1314
Income: 50k-100k	29% (183)	35% (222)	11% (67)	10% (65)	13% (85)	2% (10)	632
Income: 100k+	26% (66)	41% (104)	13% (34)	6% (16)	11% (27)	3% (8)	256

Continued on next page

Table TS3_17: Do you have a favorable or unfavorable impression of the following people?
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (615)	34% (743)	11% (235)	8% (185)	16% (351)	3% (72)	2201
Ethnicity: White	25% (439)	36% (635)	11% (197)	10% (167)	16% (274)	2% (39)	1750
Ethnicity: Hispanic	38% (124)	23% (76)	10% (32)	5% (16)	20% (65)	5% (15)	329
Ethnicity: Afr. Am.	44% (118)	24% (66)	7% (19)	3% (8)	15% (41)	6% (17)	269
Ethnicity: Other	32% (59)	23% (42)	10% (19)	6% (10)	20% (36)	9% (16)	182
Relig: Protestant	22% (115)	35% (182)	13% (67)	12% (64)	16% (85)	1% (3)	516
Relig: Roman Catholic	31% (143)	35% (160)	11% (51)	11% (52)	9% (42)	2% (8)	456
Relig: Ath./Agn./None	26% (166)	34% (217)	11% (72)	5% (29)	19% (119)	4% (26)	630
Relig: Something Else	36% (128)	29% (104)	6% (23)	6% (22)	16% (56)	7% (26)	361
Relig: Jewish	43% (25)	33% (19)	7% (4)	3% (2)	12% (7)	2% (1)	58
Relig: Evangelical	23% (137)	33% (196)	12% (70)	12% (71)	17% (99)	2% (14)	586
Relig: Non-Evang. Catholics	30% (183)	36% (219)	11% (67)	10% (62)	12% (76)	1% (6)	614
Relig: All Christian	27% (321)	35% (415)	11% (137)	11% (133)	15% (175)	2% (20)	1201
Relig: All Non-Christian	30% (295)	32% (321)	10% (95)	5% (52)	18% (175)	5% (52)	990
Community: Urban	30% (163)	31% (169)	10% (54)	7% (37)	17% (91)	6% (31)	545
Community: Suburban	28% (274)	36% (351)	13% (125)	8% (75)	15% (146)	2% (16)	986
Community: Rural	27% (179)	33% (223)	8% (56)	11% (72)	17% (115)	4% (25)	670
Employ: Private Sector	30% (210)	36% (247)	12% (84)	7% (48)	12% (85)	2% (14)	688
Employ: Government	34% (54)	31% (49)	11% (17)	9% (14)	13% (21)	2% (3)	158
Employ: Self-Employed	30% (60)	35% (71)	13% (25)	6% (13)	13% (27)	3% (5)	200
Employ: Homemaker	27% (55)	32% (66)	11% (22)	5% (9)	22% (45)	3% (7)	203
Employ: Student	23% (27)	23% (27)	11% (13)	4% (4)	31% (36)	9% (11)	118
Employ: Retired	27% (130)	35% (166)	9% (41)	15% (70)	13% (64)	1% (7)	478
Employ: Unemployed	26% (51)	32% (62)	5% (10)	5% (10)	24% (47)	8% (15)	197
Employ: Other	18% (29)	34% (54)	15% (23)	9% (15)	17% (27)	7% (11)	160
Military HH: Yes	30% (120)	33% (132)	9% (35)	12% (48)	14% (57)	2% (6)	398
Military HH: No	27% (496)	34% (611)	11% (200)	8% (137)	16% (295)	4% (65)	1803
RD/WT: Right Direction	23% (221)	31% (288)	13% (127)	15% (142)	14% (136)	3% (31)	946
RD/WT: Wrong Track	31% (395)	36% (454)	9% (108)	3% (43)	17% (215)	3% (41)	1255

Continued on next page

Table TS3_17: Do you have a favorable or unfavorable impression of the following people?
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (615)	34% (743)	11% (235)	8% (185)	16% (351)	3% (72)	2201
Strongly Approve	24% (109)	27% (123)	12% (53)	24% (112)	12% (54)	1% (5)	457
Somewhat Approve	22% (108)	36% (174)	14% (68)	8% (37)	18% (87)	3% (14)	488
Somewhat Disapprove	25% (76)	40% (121)	13% (41)	4% (12)	13% (40)	4% (12)	302
Strongly Disapprove	36% (292)	35% (287)	8% (63)	3% (20)	15% (126)	3% (26)	814
Dont Know / No Opinion	22% (31)	27% (38)	7% (10)	2% (3)	31% (44)	10% (15)	140
#1 Issue: Economy	26% (173)	35% (234)	13% (85)	8% (52)	15% (99)	3% (18)	660
#1 Issue: Security	22% (87)	31% (125)	12% (47)	15% (62)	18% (74)	2% (9)	404
#1 Issue: Health Care	34% (134)	36% (141)	8% (32)	5% (18)	16% (63)	2% (9)	398
#1 Issue: Medicare / Social Security	28% (91)	34% (111)	7% (22)	11% (35)	17% (55)	3% (11)	326
#1 Issue: Women's Issues	29% (28)	29% (28)	15% (15)	2% (2)	20% (19)	6% (6)	98
#1 Issue: Education	33% (49)	31% (47)	11% (16)	4% (6)	11% (16)	10% (14)	149
#1 Issue: Energy	39% (32)	39% (32)	5% (4)	4% (3)	10% (8)	3% (2)	82
#1 Issue: Other	24% (21)	29% (25)	15% (13)	8% (7)	20% (17)	3% (2)	85
2016 Vote: Democrat Hillary Clinton	41% (282)	37% (254)	8% (53)	2% (14)	12% (82)	2% (11)	696
2016 Vote: Republican Donald Trump	20% (152)	32% (246)	15% (112)	19% (145)	14% (111)	1% (6)	773
2016 Vote: Someone else	23% (41)	38% (68)	13% (24)	4% (8)	20% (35)	2% (4)	180
2012 Vote: Barack Obama	40% (345)	35% (303)	9% (80)	3% (25)	12% (102)	1% (7)	862
2012 Vote: Mitt Romney	17% (96)	33% (185)	16% (89)	21% (115)	12% (66)	2% (9)	560
2012 Vote: Other	14% (12)	38% (33)	11% (9)	14% (12)	23% (20)	1% (1)	86
2012 Vote: Didn't Vote	23% (162)	32% (222)	8% (56)	5% (33)	23% (161)	8% (55)	690
4-Region: Northeast	30% (120)	36% (146)	12% (47)	8% (34)	11% (44)	2% (9)	402
4-Region: Midwest	29% (136)	32% (151)	9% (42)	9% (44)	19% (89)	2% (11)	474
4-Region: South	28% (232)	32% (260)	10% (84)	9% (70)	16% (134)	4% (36)	815
4-Region: West	25% (128)	36% (185)	12% (62)	7% (38)	16% (84)	3% (15)	511
Netflix Streaming User: Yes	32% (419)	34% (443)	11% (140)	6% (83)	14% (186)	3% (37)	1308
Netflix Streaming User: No	22% (197)	34% (300)	11% (95)	11% (102)	19% (166)	4% (35)	893
Streaming Account User User: Yes	31% (500)	34% (539)	11% (179)	7% (115)	14% (222)	3% (45)	1600
Streaming Account User: No	19% (116)	34% (204)	9% (55)	12% (70)	21% (129)	5% (27)	601
Seen/heard/read Letterman's New Show: Yes	34% (412)	34% (407)	11% (137)	7% (83)	10% (122)	3% (33)	1194
Seen/heard/read Letterman's New Show: No	20% (204)	33% (335)	10% (98)	10% (102)	23% (229)	4% (39)	1007

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Table TS3_17: Do you have a favorable or unfavorable impression of the following people?
George Clooney

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	28% (615)	34% (743)	11% (235)	8% (185)	16% (351)	3% (72)	2201
Watched Letterman: Always	58% (124)	26% (56)	10% (21)	3% (6)	3% (6)	1% (3)	214
Watched Letterman: Sometimes	33% (255)	40% (313)	9% (73)	7% (54)	9% (66)	2% (15)	777
Watched Letterman: Rarely	25% (157)	36% (229)	13% (81)	8% (50)	17% (108)	2% (11)	636
Watched Letterman: Never	14% (81)	25% (145)	10% (60)	13% (75)	30% (171)	7% (43)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_18: Do you have a favorable or unfavorable impression of the following people?

Malala Yousafzai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (300)	10% (211)	6% (127)	4% (98)	17% (366)	50% (1099)	2201
Gender: Male	15% (154)	10% (107)	7% (76)	6% (66)	17% (182)	45% (476)	1060
Gender: Female	13% (147)	9% (105)	5% (51)	3% (31)	16% (184)	55% (623)	1141
Age: 18-29	22% (102)	12% (55)	7% (32)	7% (31)	18% (85)	35% (163)	468
Age: 30-44	18% (100)	12% (69)	8% (47)	4% (23)	16% (91)	42% (237)	567
Age: 45-54	9% (33)	9% (33)	4% (17)	4% (15)	18% (67)	55% (203)	369
Age: 55-64	10% (40)	7% (28)	3% (13)	4% (18)	16% (62)	60% (238)	399
Age: 65+	7% (26)	6% (26)	4% (18)	3% (10)	15% (60)	65% (258)	398
PID: Dem (no lean)	17% (125)	13% (90)	6% (40)	2% (14)	14% (99)	49% (349)	716
PID: Ind (no lean)	13% (103)	9% (70)	5% (39)	4% (31)	20% (153)	49% (386)	782
PID: Rep (no lean)	10% (73)	7% (51)	7% (48)	7% (53)	16% (114)	52% (364)	703
PID/Gender: Dem Men	19% (62)	15% (48)	7% (23)	3% (9)	14% (47)	43% (141)	329
PID/Gender: Dem Women	16% (63)	11% (42)	4% (17)	1% (5)	14% (52)	54% (207)	387
PID/Gender: Ind Men	13% (49)	7% (27)	6% (22)	5% (20)	21% (78)	47% (171)	367
PID/Gender: Ind Women	13% (55)	10% (43)	4% (17)	3% (11)	18% (74)	52% (215)	415
PID/Gender: Rep Men	12% (44)	9% (31)	8% (31)	10% (37)	16% (57)	45% (164)	363
PID/Gender: Rep Women	9% (29)	6% (20)	5% (18)	5% (16)	17% (57)	59% (200)	340
Tea Party: Supporter	18% (104)	13% (75)	9% (53)	7% (41)	14% (80)	40% (233)	585
Tea Party: Not Supporter	12% (196)	8% (132)	5% (74)	4% (56)	18% (281)	54% (862)	1601
Ideo: Liberal (1-3)	24% (185)	14% (109)	6% (47)	3% (22)	14% (111)	39% (300)	774
Ideo: Moderate (4)	12% (53)	9% (40)	6% (28)	3% (14)	19% (84)	49% (213)	433
Ideo: Conservative (5-7)	7% (50)	7% (53)	5% (40)	7% (50)	16% (117)	58% (426)	737
Educ: < College	12% (187)	9% (136)	6% (92)	4% (65)	17% (265)	52% (822)	1567
Educ: Bachelors degree	16% (66)	11% (45)	5% (21)	5% (22)	16% (67)	47% (194)	416
Educ: Post-grad	22% (47)	14% (31)	7% (14)	5% (10)	15% (34)	38% (82)	219
Income: Under 50k	12% (154)	8% (111)	6% (78)	4% (51)	16% (215)	54% (705)	1314
Income: 50k-100k	16% (100)	9% (59)	6% (37)	5% (32)	17% (110)	46% (294)	632
Income: 100k+	18% (47)	16% (40)	5% (13)	6% (14)	16% (41)	39% (101)	256

Continued on next page

Table TS3_18: Do you have a favorable or unfavorable impression of the following people?

Malala Yousafzai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (300)	10% (211)	6% (127)	4% (98)	17% (366)	50% (1099)	2201
Ethnicity: White	12% (212)	9% (149)	5% (83)	4% (78)	17% (303)	53% (926)	1750
Ethnicity: Hispanic	23% (75)	11% (37)	5% (17)	7% (23)	18% (61)	35% (117)	329
Ethnicity: Afr. Am.	21% (56)	13% (36)	11% (29)	3% (7)	14% (38)	39% (104)	269
Ethnicity: Other	18% (33)	15% (27)	8% (15)	7% (13)	14% (25)	38% (69)	182
Relig: Protestant	11% (59)	9% (47)	6% (29)	6% (31)	16% (81)	52% (269)	516
Relig: Roman Catholic	14% (62)	10% (47)	6% (29)	5% (24)	15% (69)	49% (225)	456
Relig: Ath./Agn./None	16% (102)	10% (63)	4% (27)	3% (20)	18% (111)	49% (307)	630
Relig: Something Else	19% (67)	11% (38)	7% (26)	4% (15)	17% (62)	42% (152)	361
Relig: Jewish	28% (16)	15% (9)	10% (6)	— (0)	19% (11)	29% (17)	58
Relig: Evangelical	10% (57)	9% (54)	8% (45)	5% (27)	17% (97)	52% (306)	586
Relig: Non-Evang. Catholics	12% (72)	9% (56)	4% (27)	6% (35)	15% (94)	54% (330)	614
Relig: All Christian	11% (129)	9% (110)	6% (72)	5% (62)	16% (192)	53% (636)	1201
Relig: All Non-Christian	17% (169)	10% (101)	5% (53)	4% (36)	17% (172)	46% (459)	990
Community: Urban	16% (85)	10% (55)	7% (37)	4% (20)	17% (90)	47% (257)	545
Community: Suburban	14% (139)	11% (106)	6% (60)	4% (36)	16% (159)	49% (487)	986
Community: Rural	11% (77)	7% (50)	5% (31)	6% (41)	17% (116)	53% (355)	670
Employ: Private Sector	16% (111)	12% (84)	8% (54)	4% (29)	18% (123)	42% (287)	688
Employ: Government	15% (23)	19% (30)	6% (10)	6% (9)	14% (22)	40% (63)	158
Employ: Self-Employed	17% (34)	8% (16)	10% (19)	4% (8)	22% (44)	40% (79)	200
Employ: Homemaker	12% (24)	10% (21)	2% (4)	2% (5)	19% (39)	54% (110)	203
Employ: Student	27% (32)	10% (12)	2% (3)	8% (10)	18% (21)	35% (41)	118
Employ: Retired	10% (46)	5% (24)	4% (21)	4% (19)	13% (60)	64% (307)	478
Employ: Unemployed	9% (17)	7% (14)	4% (7)	4% (8)	16% (31)	61% (119)	197
Employ: Other	8% (13)	6% (9)	5% (9)	7% (10)	16% (26)	58% (92)	160
Military HH: Yes	18% (73)	11% (42)	4% (15)	6% (24)	15% (58)	47% (186)	398
Military HH: No	13% (227)	9% (169)	6% (113)	4% (73)	17% (308)	51% (913)	1803
RD/WT: Right Direction	13% (126)	10% (93)	7% (68)	6% (59)	14% (132)	49% (467)	946
RD/WT: Wrong Track	14% (174)	9% (118)	5% (59)	3% (39)	19% (234)	50% (631)	1255

Continued on next page

Table TS3_18: Do you have a favorable or unfavorable impression of the following people?

Malala Yousafzai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (300)	10% (211)	6% (127)	4% (98)	17% (366)	50% (1099)	2201
Strongly Approve	13% (60)	8% (37)	6% (29)	9% (43)	14% (65)	49% (224)	457
Somewhat Approve	10% (47)	11% (55)	7% (35)	4% (21)	16% (78)	51% (251)	488
Somewhat Disapprove	9% (28)	11% (34)	7% (20)	4% (13)	18% (56)	50% (152)	302
Strongly Disapprove	20% (161)	10% (77)	4% (33)	2% (16)	17% (139)	48% (388)	814
Dont Know / No Opinion	3% (5)	6% (8)	7% (10)	3% (5)	20% (28)	61% (85)	140
#1 Issue: Economy	11% (75)	8% (55)	7% (44)	3% (21)	20% (133)	50% (332)	660
#1 Issue: Security	9% (38)	10% (42)	6% (23)	7% (30)	15% (60)	52% (211)	404
#1 Issue: Health Care	16% (64)	9% (37)	7% (26)	3% (13)	19% (74)	46% (184)	398
#1 Issue: Medicare / Social Security	9% (29)	6% (20)	4% (12)	3% (9)	16% (51)	63% (204)	326
#1 Issue: Women's Issues	21% (21)	15% (14)	1% (1)	3% (3)	14% (13)	46% (45)	98
#1 Issue: Education	16% (23)	17% (26)	9% (14)	8% (11)	12% (17)	39% (57)	149
#1 Issue: Energy	39% (32)	15% (12)	6% (5)	4% (4)	8% (6)	28% (23)	82
#1 Issue: Other	22% (19)	6% (5)	3% (2)	8% (7)	12% (10)	49% (41)	85
2016 Vote: Democrat Hillary Clinton	22% (156)	13% (90)	5% (32)	2% (12)	15% (107)	43% (299)	696
2016 Vote: Republican Donald Trump	10% (81)	8% (62)	6% (48)	6% (49)	15% (120)	54% (414)	773
2016 Vote: Someone else	12% (21)	7% (12)	13% (23)	4% (8)	18% (32)	47% (84)	180
2012 Vote: Barack Obama	18% (159)	12% (101)	7% (57)	1% (12)	16% (134)	46% (399)	862
2012 Vote: Mitt Romney	11% (64)	7% (41)	6% (32)	6% (34)	14% (79)	55% (310)	560
2012 Vote: Other	6% (5)	5% (5)	9% (7)	7% (6)	16% (14)	56% (49)	86
2012 Vote: Didn't Vote	10% (72)	9% (65)	4% (30)	7% (45)	20% (137)	49% (341)	690
4-Region: Northeast	16% (62)	11% (44)	6% (24)	5% (19)	15% (62)	47% (191)	402
4-Region: Midwest	10% (49)	10% (47)	4% (17)	4% (21)	19% (90)	53% (250)	474
4-Region: South	12% (102)	10% (78)	7% (54)	4% (36)	17% (139)	50% (406)	815
4-Region: West	17% (87)	8% (43)	6% (32)	4% (21)	15% (75)	49% (252)	511
Netflix Streaming User: Yes	17% (222)	11% (149)	6% (80)	4% (49)	17% (227)	44% (580)	1308
Netflix Streaming User: No	9% (78)	7% (62)	5% (47)	5% (48)	16% (139)	58% (519)	893
Streaming Account User User: Yes	16% (259)	11% (169)	6% (103)	4% (70)	17% (276)	45% (722)	1600
Streaming Account User: No	7% (42)	7% (42)	4% (24)	5% (27)	15% (90)	63% (376)	601
Seen/heard/read Letterman's New Show: Yes	19% (229)	14% (162)	8% (98)	4% (46)	16% (194)	39% (465)	1194
Seen/heard/read Letterman's New Show: No	7% (72)	5% (49)	3% (30)	5% (51)	17% (172)	63% (634)	1007

Continued on next page

Table TS3_18: Do you have a favorable or unfavorable impression of the following people?
Malala Yousafzai

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (300)	10% (211)	6% (127)	4% (98)	17% (366)	50% (1099)	2201
Watched Letterman: Always	40% (86)	13% (27)	8% (17)	3% (7)	9% (19)	27% (57)	214
Watched Letterman: Sometimes	14% (105)	13% (101)	9% (68)	5% (35)	17% (131)	43% (336)	777
Watched Letterman: Rarely	10% (66)	8% (51)	4% (24)	3% (19)	17% (109)	58% (366)	636
Watched Letteman: Never	7% (43)	6% (33)	3% (17)	6% (36)	19% (107)	59% (339)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_19: Do you have a favorable or unfavorable impression of the following people?
Jay-Z

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (316)	19% (426)	15% (338)	19% (413)	25% (549)	7% (159)	2201
Gender: Male	19% (205)	18% (186)	15% (163)	18% (195)	23% (242)	6% (69)	1060
Gender: Female	10% (112)	21% (240)	15% (175)	19% (218)	27% (307)	8% (91)	1141
Age: 18-29	24% (113)	19% (87)	16% (74)	17% (80)	20% (94)	4% (19)	468
Age: 30-44	23% (131)	26% (148)	16% (89)	14% (81)	18% (100)	3% (18)	567
Age: 45-54	9% (35)	21% (79)	15% (54)	24% (88)	25% (93)	5% (20)	369
Age: 55-64	7% (26)	15% (58)	18% (71)	22% (90)	30% (121)	8% (34)	399
Age: 65+	3% (10)	14% (55)	12% (49)	19% (74)	36% (142)	17% (68)	398
PID: Dem (no lean)	20% (142)	27% (194)	14% (102)	8% (59)	23% (165)	8% (54)	716
PID: Ind (no lean)	13% (99)	18% (140)	17% (131)	18% (141)	29% (228)	6% (43)	782
PID: Rep (no lean)	11% (75)	13% (93)	15% (105)	30% (213)	22% (156)	9% (62)	703
PID/Gender: Dem Men	27% (88)	25% (82)	13% (43)	7% (23)	21% (70)	7% (23)	329
PID/Gender: Dem Women	14% (54)	29% (112)	15% (59)	9% (36)	25% (95)	8% (31)	387
PID/Gender: Ind Men	18% (65)	14% (51)	17% (64)	19% (71)	28% (102)	4% (15)	367
PID/Gender: Ind Women	8% (35)	21% (89)	16% (67)	17% (71)	30% (126)	7% (28)	415
PID/Gender: Rep Men	14% (52)	15% (54)	15% (56)	28% (101)	19% (70)	8% (30)	363
PID/Gender: Rep Women	7% (23)	12% (39)	14% (49)	33% (111)	25% (86)	9% (32)	340
Tea Party: Supporter	21% (124)	17% (102)	16% (91)	24% (139)	16% (95)	6% (35)	585
Tea Party: Not Supporter	12% (187)	20% (323)	15% (247)	17% (272)	28% (448)	8% (124)	1601
Ideo: Liberal (1-3)	21% (166)	27% (208)	17% (128)	10% (80)	19% (148)	6% (44)	774
Ideo: Moderate (4)	17% (73)	16% (71)	17% (76)	17% (74)	25% (107)	7% (32)	433
Ideo: Conservative (5-7)	6% (41)	13% (96)	16% (115)	31% (228)	26% (192)	9% (65)	737
Educ: < College	16% (250)	19% (291)	13% (206)	19% (295)	25% (399)	8% (127)	1567
Educ: Bachelors degree	9% (35)	23% (95)	21% (86)	19% (80)	24% (99)	5% (21)	416
Educ: Post-grad	14% (31)	18% (40)	21% (45)	17% (38)	24% (52)	6% (12)	219
Income: Under 50k	14% (190)	19% (250)	14% (182)	18% (231)	26% (339)	9% (122)	1314
Income: 50k-100k	16% (98)	18% (116)	16% (99)	22% (140)	24% (153)	4% (26)	632
Income: 100k+	11% (28)	24% (61)	22% (56)	17% (42)	22% (57)	4% (11)	256

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Table TS3_19: Do you have a favorable or unfavorable impression of the following people?

Jay-Z

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (316)	19% (426)	15% (338)	19% (413)	25% (549)	7% (159)	2201
Ethnicity: White	9% (158)	19% (325)	17% (291)	21% (375)	26% (462)	8% (139)	1750
Ethnicity: Hispanic	27% (90)	18% (61)	9% (30)	18% (60)	20% (67)	6% (21)	329
Ethnicity: Afr. Am.	43% (114)	25% (67)	6% (16)	7% (19)	17% (45)	3% (7)	269
Ethnicity: Other	24% (43)	19% (34)	16% (30)	10% (19)	23% (42)	7% (13)	182
Relig: Protestant	8% (42)	16% (83)	16% (81)	23% (117)	28% (144)	9% (49)	516
Relig: Roman Catholic	12% (55)	22% (102)	17% (80)	19% (87)	22% (99)	7% (32)	456
Relig: Ath./Agn./None	17% (108)	20% (127)	15% (95)	17% (109)	25% (158)	5% (33)	630
Relig: Something Else	23% (84)	17% (62)	13% (48)	14% (50)	25% (89)	8% (27)	361
Relig: Jewish	15% (9)	13% (8)	21% (12)	12% (7)	34% (19)	5% (3)	58
Relig: Evangelical	10% (58)	20% (118)	15% (88)	22% (131)	24% (139)	9% (53)	586
Relig: Non-Evang. Catholics	11% (66)	19% (118)	17% (104)	20% (122)	26% (161)	7% (44)	614
Relig: All Christian	10% (124)	20% (236)	16% (192)	21% (253)	25% (300)	8% (96)	1201
Relig: All Non-Christian	19% (192)	19% (189)	14% (143)	16% (158)	25% (247)	6% (61)	990
Community: Urban	20% (109)	19% (104)	13% (72)	17% (93)	23% (123)	8% (44)	545
Community: Suburban	12% (123)	21% (206)	18% (175)	20% (194)	24% (241)	5% (48)	986
Community: Rural	13% (85)	17% (116)	14% (91)	19% (127)	28% (185)	10% (67)	670
Employ: Private Sector	16% (112)	22% (149)	19% (132)	18% (121)	21% (147)	4% (26)	688
Employ: Government	19% (30)	17% (27)	18% (29)	25% (39)	17% (27)	4% (6)	158
Employ: Self-Employed	18% (37)	21% (41)	15% (31)	18% (35)	21% (42)	7% (15)	200
Employ: Homemaker	12% (24)	22% (45)	14% (27)	13% (27)	32% (66)	7% (14)	203
Employ: Student	22% (26)	17% (20)	22% (26)	13% (15)	23% (28)	3% (4)	118
Employ: Retired	7% (34)	13% (62)	13% (63)	21% (101)	31% (150)	14% (68)	478
Employ: Unemployed	17% (33)	22% (44)	6% (12)	21% (41)	28% (56)	6% (11)	197
Employ: Other	13% (20)	23% (37)	11% (18)	22% (35)	21% (34)	9% (15)	160
Military HH: Yes	16% (63)	16% (63)	15% (58)	16% (65)	28% (112)	9% (37)	398
Military HH: No	14% (253)	20% (363)	16% (280)	19% (348)	24% (437)	7% (122)	1803
RD/WT: Right Direction	13% (127)	16% (153)	14% (136)	25% (238)	23% (219)	8% (74)	946
RD/WT: Wrong Track	15% (190)	22% (273)	16% (201)	14% (176)	26% (330)	7% (86)	1255

Continued on next page

Table TS3_19: Do you have a favorable or unfavorable impression of the following people?

Jay-Z

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (316)	19% (426)	15% (338)	19% (413)	25% (549)	7% (159)	2201
Strongly Approve	14% (66)	11% (52)	12% (55)	33% (150)	21% (95)	9% (39)	457
Somewhat Approve	10% (47)	18% (90)	19% (92)	23% (114)	23% (111)	7% (34)	488
Somewhat Disapprove	11% (32)	21% (63)	19% (58)	14% (41)	28% (84)	8% (24)	302
Strongly Disapprove	18% (149)	24% (199)	14% (118)	11% (93)	25% (207)	6% (48)	814
Dont Know / No Opinion	16% (22)	16% (23)	10% (14)	11% (15)	37% (51)	11% (15)	140
#1 Issue: Economy	14% (89)	22% (145)	17% (113)	19% (127)	23% (154)	5% (31)	660
#1 Issue: Security	9% (37)	14% (56)	13% (53)	31% (127)	27% (110)	5% (21)	404
#1 Issue: Health Care	17% (68)	25% (98)	16% (63)	12% (49)	26% (102)	4% (18)	398
#1 Issue: Medicare / Social Security	10% (31)	14% (46)	11% (37)	16% (51)	31% (102)	18% (60)	326
#1 Issue: Women's Issues	21% (20)	21% (21)	19% (18)	16% (15)	17% (17)	6% (6)	98
#1 Issue: Education	26% (39)	20% (30)	17% (25)	12% (18)	20% (30)	4% (7)	149
#1 Issue: Energy	25% (20)	23% (19)	23% (19)	9% (7)	14% (11)	6% (5)	82
#1 Issue: Other	13% (11)	15% (13)	11% (9)	21% (18)	26% (22)	14% (12)	85
2016 Vote: Democrat Hillary Clinton	19% (135)	29% (199)	14% (98)	10% (70)	22% (154)	6% (39)	696
2016 Vote: Republican Donald Trump	10% (76)	12% (94)	16% (121)	29% (225)	25% (191)	8% (66)	773
2016 Vote: Someone else	12% (22)	13% (24)	27% (49)	15% (28)	29% (52)	3% (5)	180
2012 Vote: Barack Obama	20% (173)	26% (220)	16% (136)	10% (90)	22% (193)	6% (49)	862
2012 Vote: Mitt Romney	7% (37)	10% (56)	19% (105)	32% (177)	24% (136)	9% (48)	560
2012 Vote: Other	5% (5)	11% (10)	21% (18)	20% (17)	32% (28)	10% (8)	86
2012 Vote: Didn't Vote	14% (100)	20% (140)	11% (78)	19% (129)	27% (190)	8% (54)	690
4-Region: Northeast	15% (60)	22% (89)	16% (64)	16% (63)	25% (102)	6% (24)	402
4-Region: Midwest	15% (69)	20% (95)	16% (75)	18% (85)	24% (114)	7% (35)	474
4-Region: South	17% (137)	18% (145)	13% (105)	21% (168)	24% (195)	8% (65)	815
4-Region: West	10% (50)	19% (97)	18% (94)	19% (97)	27% (138)	7% (36)	511
Netflix Streaming User: Yes	19% (246)	23% (300)	16% (204)	18% (231)	21% (269)	4% (58)	1308
Netflix Streaming User: No	8% (70)	14% (126)	15% (134)	20% (182)	31% (280)	11% (101)	893
Streaming Account User User: Yes	18% (285)	22% (352)	16% (261)	18% (286)	21% (334)	5% (81)	1600
Streaming Account User: No	5% (31)	12% (74)	13% (76)	21% (128)	36% (214)	13% (79)	601
Seen/heard/read Letterman's New Show: Yes	20% (243)	22% (268)	17% (204)	16% (194)	20% (235)	4% (49)	1194
Seen/heard/read Letterman's New Show: No	7% (73)	16% (158)	13% (133)	22% (220)	31% (314)	11% (110)	1007

Continued on next page

Table TS3_19: Do you have a favorable or unfavorable impression of the following people?
Jay-Z

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	14% (316)	19% (426)	15% (338)	19% (413)	25% (549)	7% (159)	2201
Watched Letterman: Always	47% (100)	25% (53)	15% (32)	6% (12)	5% (12)	2% (5)	214
Watched Letterman: Sometimes	14% (105)	25% (196)	17% (135)	17% (133)	21% (163)	6% (45)	777
Watched Letterman: Rarely	10% (64)	19% (119)	18% (112)	19% (121)	29% (183)	6% (36)	636
Watched Letteman: Never	8% (47)	10% (57)	10% (58)	26% (147)	33% (191)	13% (74)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_20: Do you have a favorable or unfavorable impression of the following people?

Tina Fey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (574)	28% (618)	10% (218)	10% (211)	17% (383)	9% (197)	2201
Gender: Male	28% (294)	27% (285)	10% (108)	10% (108)	16% (171)	9% (93)	1060
Gender: Female	25% (280)	29% (333)	10% (110)	9% (103)	19% (212)	9% (103)	1141
Age: 18-29	29% (138)	21% (101)	8% (36)	9% (40)	18% (86)	14% (68)	468
Age: 30-44	32% (179)	30% (172)	11% (63)	6% (32)	14% (80)	7% (40)	567
Age: 45-54	27% (98)	25% (93)	9% (34)	11% (40)	22% (82)	6% (22)	369
Age: 55-64	21% (82)	33% (132)	12% (48)	11% (42)	18% (74)	5% (22)	399
Age: 65+	19% (77)	30% (121)	9% (37)	14% (57)	15% (61)	11% (45)	398
PID: Dem (no lean)	36% (258)	32% (229)	7% (47)	4% (26)	13% (96)	8% (60)	716
PID: Ind (no lean)	24% (190)	28% (219)	9% (73)	7% (56)	22% (171)	9% (73)	782
PID: Rep (no lean)	18% (126)	24% (171)	14% (97)	18% (129)	17% (116)	9% (64)	703
PID/Gender: Dem Men	38% (125)	28% (93)	6% (20)	4% (13)	14% (45)	10% (33)	329
PID/Gender: Dem Women	34% (133)	35% (135)	7% (28)	3% (13)	13% (51)	7% (27)	387
PID/Gender: Ind Men	26% (97)	27% (100)	11% (40)	8% (29)	19% (70)	8% (31)	367
PID/Gender: Ind Women	22% (93)	29% (119)	8% (33)	6% (26)	24% (101)	10% (42)	415
PID/Gender: Rep Men	20% (72)	25% (92)	13% (49)	18% (66)	15% (55)	8% (30)	363
PID/Gender: Rep Women	16% (54)	23% (78)	14% (49)	19% (63)	18% (61)	10% (34)	340
Tea Party: Supporter	23% (136)	25% (148)	13% (76)	18% (107)	13% (75)	7% (43)	585
Tea Party: Not Supporter	27% (433)	29% (467)	9% (141)	6% (103)	19% (304)	10% (154)	1601
Ideo: Liberal (1-3)	42% (323)	30% (229)	8% (59)	5% (35)	11% (83)	6% (45)	774
Ideo: Moderate (4)	26% (111)	29% (126)	9% (39)	8% (33)	20% (87)	9% (37)	433
Ideo: Conservative (5-7)	12% (91)	28% (209)	14% (105)	18% (130)	18% (133)	9% (68)	737
Educ: < College	24% (380)	26% (415)	10% (155)	10% (152)	19% (297)	11% (168)	1567
Educ: Bachelors degree	32% (134)	30% (125)	10% (40)	9% (39)	14% (56)	5% (21)	416
Educ: Post-grad	28% (60)	36% (78)	11% (23)	9% (19)	14% (30)	4% (8)	219
Income: Under 50k	23% (301)	27% (348)	10% (127)	9% (124)	20% (262)	12% (151)	1314
Income: 50k-100k	32% (202)	28% (177)	10% (60)	11% (68)	14% (91)	5% (33)	632
Income: 100k+	28% (71)	36% (93)	12% (31)	7% (18)	12% (30)	5% (12)	256

Continued on next page

Table TS3_20: Do you have a favorable or unfavorable impression of the following people?

Tina Fey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (574)	28% (618)	10% (218)	10% (211)	17% (383)	9% (197)	2201
Ethnicity: White	25% (429)	30% (521)	10% (171)	11% (188)	17% (303)	8% (137)	1750
Ethnicity: Hispanic	38% (125)	17% (55)	8% (26)	9% (29)	17% (57)	11% (37)	329
Ethnicity: Afr. Am.	35% (95)	21% (56)	12% (31)	3% (8)	17% (46)	12% (33)	269
Ethnicity: Other	27% (49)	23% (42)	9% (16)	8% (15)	19% (34)	15% (27)	182
Relig: Protestant	18% (91)	31% (159)	12% (61)	15% (76)	17% (88)	8% (41)	516
Relig: Roman Catholic	29% (132)	32% (147)	11% (49)	9% (42)	14% (65)	5% (22)	456
Relig: Ath./Agn./None	32% (201)	25% (160)	8% (52)	6% (41)	19% (117)	9% (58)	630
Relig: Something Else	30% (107)	26% (93)	10% (36)	7% (25)	17% (62)	10% (37)	361
Relig: Jewish	40% (23)	27% (16)	12% (7)	5% (3)	10% (6)	5% (3)	58
Relig: Evangelical	17% (98)	27% (161)	12% (70)	13% (75)	19% (110)	12% (71)	586
Relig: Non-Evang. Catholics	27% (167)	33% (200)	9% (57)	11% (67)	15% (92)	5% (30)	614
Relig: All Christian	22% (266)	30% (361)	11% (127)	12% (143)	17% (202)	8% (102)	1201
Relig: All Non-Christian	31% (308)	26% (254)	9% (88)	7% (66)	18% (180)	10% (95)	990
Community: Urban	27% (145)	25% (138)	9% (46)	7% (37)	22% (117)	11% (61)	545
Community: Suburban	27% (270)	32% (313)	11% (106)	10% (96)	14% (141)	6% (60)	986
Community: Rural	24% (159)	25% (168)	10% (66)	11% (77)	19% (125)	11% (76)	670
Employ: Private Sector	28% (192)	31% (214)	12% (83)	9% (65)	14% (99)	5% (35)	688
Employ: Government	42% (66)	20% (32)	12% (19)	7% (11)	15% (23)	4% (6)	158
Employ: Self-Employed	26% (52)	30% (60)	11% (22)	6% (13)	16% (33)	10% (21)	200
Employ: Homemaker	26% (53)	28% (56)	6% (12)	13% (26)	20% (42)	8% (16)	203
Employ: Student	29% (34)	22% (27)	5% (6)	10% (12)	16% (19)	18% (21)	118
Employ: Retired	22% (107)	29% (138)	10% (50)	13% (62)	17% (83)	8% (37)	478
Employ: Unemployed	20% (39)	30% (59)	7% (14)	4% (9)	21% (42)	17% (33)	197
Employ: Other	20% (32)	21% (33)	7% (12)	8% (13)	27% (43)	17% (27)	160
Military HH: Yes	31% (123)	23% (92)	10% (40)	11% (44)	17% (66)	8% (33)	398
Military HH: No	25% (451)	29% (526)	10% (179)	9% (166)	18% (317)	9% (164)	1803
RD/WT: Right Direction	21% (195)	24% (231)	13% (123)	15% (142)	17% (164)	10% (90)	946
RD/WT: Wrong Track	30% (379)	31% (387)	8% (95)	5% (69)	17% (219)	8% (107)	1255

Continued on next page

Table TS3_20: Do you have a favorable or unfavorable impression of the following people?

Tina Fey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (574)	28% (618)	10% (218)	10% (211)	17% (383)	9% (197)	2201
Strongly Approve	18% (84)	20% (90)	13% (61)	24% (109)	14% (64)	11% (48)	457
Somewhat Approve	20% (99)	30% (146)	15% (74)	7% (36)	21% (105)	6% (28)	488
Somewhat Disapprove	20% (60)	40% (121)	9% (28)	8% (23)	15% (46)	8% (23)	302
Strongly Disapprove	38% (313)	29% (234)	6% (48)	5% (37)	15% (126)	7% (56)	814
Dont Know / No Opinion	13% (18)	19% (26)	5% (7)	4% (5)	30% (43)	30% (42)	140
#1 Issue: Economy	24% (158)	30% (200)	12% (78)	10% (67)	18% (120)	6% (37)	660
#1 Issue: Security	21% (83)	21% (84)	12% (50)	16% (67)	18% (74)	11% (46)	404
#1 Issue: Health Care	32% (125)	31% (124)	7% (26)	7% (27)	18% (70)	6% (25)	398
#1 Issue: Medicare / Social Security	20% (64)	32% (103)	7% (24)	9% (28)	20% (64)	13% (42)	326
#1 Issue: Women's Issues	40% (39)	28% (27)	5% (5)	5% (4)	9% (9)	13% (13)	98
#1 Issue: Education	35% (53)	21% (32)	11% (17)	4% (6)	18% (26)	10% (15)	149
#1 Issue: Energy	39% (32)	34% (28)	12% (10)	4% (3)	6% (5)	5% (4)	82
#1 Issue: Other	24% (21)	24% (20)	8% (7)	11% (9)	17% (14)	16% (14)	85
2016 Vote: Democrat Hillary Clinton	42% (290)	33% (232)	5% (37)	3% (22)	11% (80)	5% (36)	696
2016 Vote: Republican Donald Trump	16% (124)	27% (209)	14% (107)	18% (141)	18% (137)	7% (56)	773
2016 Vote: Someone else	24% (44)	27% (49)	17% (30)	6% (11)	23% (41)	3% (6)	180
2012 Vote: Barack Obama	37% (320)	34% (293)	9% (80)	4% (35)	11% (93)	5% (41)	862
2012 Vote: Mitt Romney	16% (90)	24% (134)	15% (81)	20% (109)	18% (102)	8% (43)	560
2012 Vote: Other	14% (12)	25% (22)	13% (11)	14% (12)	23% (20)	11% (9)	86
2012 Vote: Didn't Vote	22% (151)	25% (170)	7% (46)	8% (54)	24% (166)	15% (104)	690
4-Region: Northeast	29% (115)	32% (130)	8% (33)	9% (38)	16% (62)	6% (23)	402
4-Region: Midwest	29% (136)	28% (135)	10% (46)	8% (39)	19% (91)	6% (27)	474
4-Region: South	24% (193)	27% (222)	8% (67)	10% (85)	17% (138)	13% (109)	815
4-Region: West	25% (129)	26% (131)	14% (72)	10% (49)	18% (92)	7% (38)	511
Netflix Streaming User: Yes	31% (399)	30% (388)	9% (116)	8% (106)	16% (206)	7% (93)	1308
Netflix Streaming User: No	20% (175)	26% (230)	11% (102)	12% (105)	20% (177)	12% (103)	893
Streaming Account User User: Yes	30% (480)	28% (455)	9% (149)	9% (144)	15% (246)	8% (125)	1600
Streaming Account User: No	16% (94)	27% (163)	11% (69)	11% (66)	23% (137)	12% (72)	601
Seen/heard/read Letterman's New Show: Yes	33% (389)	30% (353)	11% (135)	8% (94)	13% (157)	6% (66)	1194
Seen/heard/read Letterman's New Show: No	18% (185)	26% (265)	8% (84)	12% (117)	22% (226)	13% (131)	1007

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Table TS3_20: Do you have a favorable or unfavorable impression of the following people?

Tina Fey

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	26% (574)	28% (618)	10% (218)	10% (211)	17% (383)	9% (197)	2201
Watched Letterman: Always	54% (116)	28% (59)	8% (18)	2% (5)	5% (12)	2% (4)	214
Watched Letterman: Sometimes	28% (216)	36% (282)	11% (89)	8% (62)	11% (86)	5% (42)	777
Watched Letterman: Rarely	26% (163)	27% (173)	11% (73)	9% (57)	19% (119)	8% (51)	636
Watched Letterman: Never	14% (79)	18% (104)	7% (38)	15% (87)	29% (167)	17% (100)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_21: Do you have a favorable or unfavorable impression of the following people?

Howard Stern

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (288)	22% (477)	20% (436)	21% (453)	18% (398)	7% (149)	2201
Gender: Male	19% (201)	25% (266)	20% (209)	16% (174)	14% (150)	6% (59)	1060
Gender: Female	8% (87)	18% (211)	20% (227)	24% (279)	22% (248)	8% (90)	1141
Age: 18-29	14% (66)	16% (75)	17% (78)	11% (52)	23% (106)	19% (90)	468
Age: 30-44	20% (115)	25% (144)	19% (108)	17% (98)	14% (80)	4% (22)	567
Age: 45-54	15% (56)	22% (81)	23% (84)	20% (76)	16% (59)	4% (13)	369
Age: 55-64	8% (32)	24% (94)	21% (84)	25% (99)	21% (85)	1% (5)	399
Age: 65+	4% (18)	21% (83)	20% (81)	32% (129)	17% (68)	5% (19)	398
PID: Dem (no lean)	11% (80)	22% (161)	20% (145)	19% (138)	18% (132)	8% (59)	716
PID: Ind (no lean)	14% (106)	21% (161)	20% (158)	18% (140)	20% (158)	8% (59)	782
PID: Rep (no lean)	14% (101)	22% (154)	19% (133)	25% (176)	15% (108)	4% (31)	703
PID/Gender: Dem Men	18% (58)	24% (79)	18% (61)	16% (52)	15% (49)	9% (30)	329
PID/Gender: Dem Women	6% (22)	21% (82)	22% (85)	22% (86)	21% (83)	8% (29)	387
PID/Gender: Ind Men	19% (71)	26% (96)	20% (73)	14% (50)	16% (60)	5% (17)	367
PID/Gender: Ind Women	8% (35)	16% (66)	20% (85)	21% (89)	24% (98)	10% (42)	415
PID/Gender: Rep Men	20% (71)	25% (91)	21% (76)	20% (72)	11% (41)	3% (12)	363
PID/Gender: Rep Women	9% (30)	19% (63)	17% (57)	31% (104)	20% (67)	6% (19)	340
Tea Party: Supporter	21% (125)	21% (124)	18% (107)	20% (118)	13% (75)	6% (36)	585
Tea Party: Not Supporter	10% (161)	22% (349)	20% (327)	21% (334)	20% (317)	7% (113)	1601
Ideo: Liberal (1-3)	16% (124)	24% (183)	23% (181)	18% (136)	12% (96)	7% (54)	774
Ideo: Moderate (4)	15% (63)	23% (98)	19% (80)	19% (84)	19% (83)	6% (25)	433
Ideo: Conservative (5-7)	9% (68)	21% (155)	20% (146)	26% (189)	19% (140)	5% (40)	737
Educ: < College	14% (222)	22% (340)	18% (281)	18% (289)	20% (308)	8% (126)	1567
Educ: Bachelors degree	9% (39)	22% (91)	22% (91)	27% (111)	15% (64)	5% (19)	416
Educ: Post-grad	12% (26)	21% (45)	29% (63)	25% (54)	12% (26)	2% (4)	219
Income: Under 50k	13% (167)	21% (277)	17% (219)	20% (263)	21% (276)	9% (112)	1314
Income: 50k-100k	13% (83)	22% (136)	24% (150)	22% (138)	16% (98)	4% (26)	632
Income: 100k+	15% (37)	25% (63)	26% (67)	21% (53)	9% (24)	4% (11)	256

Continued on next page

Table TS3_21: Do you have a favorable or unfavorable impression of the following people?

Howard Stern

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (288)	22% (477)	20% (436)	21% (453)	18% (398)	7% (149)	2201
Ethnicity: White	12% (202)	21% (370)	21% (366)	23% (400)	18% (323)	5% (89)	1750
Ethnicity: Hispanic	21% (70)	22% (72)	12% (38)	14% (47)	19% (62)	12% (40)	329
Ethnicity: Afr. Am.	19% (51)	25% (67)	15% (39)	13% (35)	16% (42)	13% (34)	269
Ethnicity: Other	19% (34)	21% (39)	17% (31)	10% (19)	18% (33)	14% (26)	182
Relig: Protestant	9% (44)	17% (88)	24% (126)	27% (141)	18% (94)	4% (23)	516
Relig: Roman Catholic	14% (66)	27% (122)	21% (95)	21% (94)	13% (57)	5% (22)	456
Relig: Ath./Agn./None	14% (88)	22% (137)	19% (121)	17% (107)	20% (124)	8% (52)	630
Relig: Something Else	19% (67)	22% (79)	19% (68)	15% (54)	18% (66)	8% (28)	361
Relig: Jewish	21% (12)	21% (12)	25% (15)	19% (11)	12% (7)	2% (1)	58
Relig: Evangelical	9% (54)	17% (100)	19% (111)	28% (163)	19% (113)	8% (45)	586
Relig: Non-Evang. Catholics	12% (77)	26% (161)	22% (136)	20% (125)	15% (94)	4% (22)	614
Relig: All Christian	11% (130)	22% (261)	21% (247)	24% (288)	17% (207)	6% (68)	1201
Relig: All Non-Christian	16% (154)	22% (216)	19% (189)	16% (161)	19% (190)	8% (79)	990
Community: Urban	14% (75)	22% (121)	17% (91)	17% (92)	19% (104)	11% (61)	545
Community: Suburban	13% (124)	23% (225)	22% (214)	21% (210)	17% (166)	5% (47)	986
Community: Rural	13% (89)	20% (131)	19% (130)	23% (152)	19% (128)	6% (41)	670
Employ: Private Sector	18% (121)	23% (160)	20% (136)	21% (142)	14% (99)	4% (29)	688
Employ: Government	15% (23)	25% (39)	22% (35)	16% (25)	16% (26)	6% (9)	158
Employ: Self-Employed	16% (33)	23% (45)	21% (43)	16% (32)	17% (34)	6% (13)	200
Employ: Homemaker	10% (21)	16% (33)	20% (41)	23% (46)	25% (51)	6% (12)	203
Employ: Student	11% (12)	10% (12)	21% (24)	8% (9)	26% (31)	25% (29)	118
Employ: Retired	7% (33)	22% (106)	23% (108)	29% (138)	17% (80)	3% (12)	478
Employ: Unemployed	16% (31)	21% (42)	12% (24)	15% (30)	24% (47)	12% (24)	197
Employ: Other	8% (12)	25% (39)	15% (24)	20% (32)	19% (30)	13% (21)	160
Military HH: Yes	12% (49)	22% (87)	23% (92)	23% (91)	14% (56)	6% (23)	398
Military HH: No	13% (239)	22% (390)	19% (344)	20% (362)	19% (342)	7% (126)	1803
RD/WT: Right Direction	17% (160)	25% (239)	16% (154)	18% (167)	17% (157)	7% (69)	946
RD/WT: Wrong Track	10% (127)	19% (238)	22% (282)	23% (287)	19% (241)	6% (80)	1255

Continued on next page

Table TS3_21: Do you have a favorable or unfavorable impression of the following people?

Howard Stern

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (288)	22% (477)	20% (436)	21% (453)	18% (398)	7% (149)	2201
Strongly Approve	22% (102)	22% (100)	13% (61)	24% (108)	15% (69)	4% (17)	457
Somewhat Approve	11% (54)	26% (125)	23% (114)	18% (87)	16% (77)	6% (32)	488
Somewhat Disapprove	7% (21)	24% (73)	24% (72)	21% (63)	19% (58)	5% (16)	302
Strongly Disapprove	12% (100)	20% (160)	21% (173)	21% (173)	19% (153)	7% (55)	814
Dont Know / No Opinion	8% (12)	14% (19)	11% (16)	16% (22)	30% (41)	21% (30)	140
#1 Issue: Economy	14% (90)	23% (154)	21% (141)	18% (118)	17% (115)	6% (42)	660
#1 Issue: Security	13% (51)	22% (87)	17% (70)	26% (104)	17% (68)	6% (24)	404
#1 Issue: Health Care	15% (60)	22% (86)	23% (93)	17% (68)	18% (71)	5% (20)	398
#1 Issue: Medicare / Social Security	7% (24)	21% (68)	16% (51)	29% (93)	22% (73)	5% (16)	326
#1 Issue: Women's Issues	8% (8)	16% (15)	16% (16)	16% (15)	26% (25)	18% (18)	98
#1 Issue: Education	17% (25)	23% (34)	22% (33)	14% (20)	16% (24)	9% (13)	149
#1 Issue: Energy	22% (18)	25% (21)	20% (16)	22% (18)	5% (4)	6% (5)	82
#1 Issue: Other	13% (11)	14% (12)	18% (16)	21% (18)	20% (17)	13% (12)	85
2016 Vote: Democrat Hillary Clinton	13% (92)	21% (144)	23% (158)	24% (165)	15% (103)	5% (33)	696
2016 Vote: Republican Donald Trump	14% (107)	24% (182)	19% (148)	23% (179)	17% (135)	3% (23)	773
2016 Vote: Someone else	15% (27)	16% (29)	25% (45)	20% (35)	21% (39)	3% (5)	180
2012 Vote: Barack Obama	15% (127)	25% (217)	23% (200)	21% (177)	13% (114)	3% (27)	862
2012 Vote: Mitt Romney	12% (66)	20% (113)	21% (120)	28% (155)	16% (88)	3% (18)	560
2012 Vote: Other	13% (11)	20% (17)	25% (21)	19% (17)	21% (18)	2% (2)	86
2012 Vote: Didn't Vote	12% (84)	19% (130)	14% (94)	15% (104)	25% (176)	15% (102)	690
4-Region: Northeast	13% (51)	26% (105)	24% (95)	21% (84)	13% (51)	4% (17)	402
4-Region: Midwest	14% (66)	20% (95)	21% (101)	20% (93)	21% (97)	5% (23)	474
4-Region: South	14% (110)	21% (168)	16% (134)	21% (170)	19% (154)	10% (78)	815
4-Region: West	12% (61)	21% (109)	21% (106)	21% (107)	19% (96)	6% (32)	511
Netflix Streaming User: Yes	18% (232)	23% (301)	19% (242)	18% (229)	17% (223)	6% (81)	1308
Netflix Streaming User: No	6% (55)	20% (176)	22% (193)	25% (224)	20% (175)	8% (68)	893
Streaming Account User: Yes	16% (259)	23% (366)	20% (318)	18% (295)	16% (256)	7% (105)	1600
Streaming Account User: No	5% (29)	18% (110)	20% (118)	26% (158)	24% (142)	7% (44)	601
Seen/heard/read Letterman's New Show: Yes	18% (210)	24% (290)	20% (245)	18% (216)	15% (185)	4% (49)	1194
Seen/heard/read Letterman's New Show: No	8% (77)	19% (187)	19% (191)	24% (238)	21% (213)	10% (101)	1007

Continued on next page

Table TS3_21: Do you have a favorable or unfavorable impression of the following people?

Howard Stern

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	13% (288)	22% (477)	20% (436)	21% (453)	18% (398)	7% (149)	2201
Watched Letterman: Always	40% (86)	28% (59)	19% (41)	8% (18)	4% (8)	1% (2)	214
Watched Letterman: Sometimes	14% (112)	29% (226)	22% (169)	20% (157)	12% (97)	2% (15)	777
Watched Letterman: Rarely	10% (66)	17% (111)	23% (147)	20% (130)	23% (149)	5% (33)	636
Watched Letteman: Never	4% (24)	14% (81)	14% (78)	26% (149)	25% (144)	17% (99)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS3_22: Do you have a favorable or unfavorable impression of the following people?
Barack Obama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (797)	20% (445)	11% (248)	23% (509)	8% (168)	2% (34)	2201
Gender: Male	37% (397)	19% (197)	10% (110)	25% (261)	7% (75)	2% (19)	1060
Gender: Female	35% (400)	22% (247)	12% (138)	22% (249)	8% (92)	1% (15)	1141
Age: 18-29	44% (208)	21% (99)	8% (40)	12% (55)	11% (53)	3% (14)	468
Age: 30-44	38% (217)	22% (124)	14% (77)	17% (96)	7% (42)	2% (11)	567
Age: 45-54	33% (121)	21% (77)	10% (35)	27% (101)	9% (31)	1% (4)	369
Age: 55-64	31% (123)	20% (81)	12% (48)	29% (117)	7% (26)	1% (3)	399
Age: 65+	32% (129)	16% (65)	12% (48)	35% (140)	4% (14)	— (2)	398
PID: Dem (no lean)	65% (462)	19% (137)	5% (39)	5% (34)	5% (38)	1% (6)	716
PID: Ind (no lean)	32% (247)	25% (196)	12% (93)	18% (143)	11% (85)	2% (18)	782
PID: Rep (no lean)	13% (88)	16% (111)	17% (117)	47% (332)	6% (45)	1% (10)	703
PID/Gender: Dem Men	66% (217)	16% (52)	5% (17)	6% (19)	6% (20)	1% (4)	329
PID/Gender: Dem Women	63% (245)	22% (85)	6% (22)	4% (15)	5% (18)	1% (3)	387
PID/Gender: Ind Men	33% (120)	24% (88)	12% (46)	20% (72)	9% (32)	2% (8)	367
PID/Gender: Ind Women	31% (127)	26% (108)	11% (47)	17% (71)	13% (53)	2% (10)	415
PID/Gender: Rep Men	16% (60)	15% (56)	13% (48)	47% (169)	6% (23)	2% (7)	363
PID/Gender: Rep Women	8% (28)	16% (55)	20% (69)	48% (163)	6% (21)	1% (3)	340
Tea Party: Supporter	27% (157)	17% (102)	12% (70)	38% (221)	5% (28)	1% (6)	585
Tea Party: Not Supporter	40% (637)	21% (340)	11% (177)	18% (285)	9% (136)	2% (26)	1601
Ideo: Liberal (1-3)	62% (479)	22% (168)	6% (44)	6% (45)	3% (24)	2% (13)	774
Ideo: Moderate (4)	33% (144)	29% (125)	12% (53)	18% (80)	7% (29)	1% (2)	433
Ideo: Conservative (5-7)	14% (101)	14% (104)	19% (137)	45% (332)	7% (54)	1% (10)	737
Educ: < College	35% (548)	19% (304)	11% (171)	24% (380)	9% (138)	2% (27)	1567
Educ: Bachelors degree	38% (159)	22% (91)	14% (56)	20% (83)	5% (20)	1% (6)	416
Educ: Post-grad	41% (90)	23% (49)	10% (21)	21% (46)	4% (10)	1% (2)	219
Income: Under 50k	36% (477)	19% (255)	10% (126)	23% (307)	9% (122)	2% (27)	1314
Income: 50k-100k	36% (230)	21% (132)	13% (80)	24% (149)	6% (35)	1% (5)	632
Income: 100k+	35% (90)	22% (57)	17% (43)	21% (53)	4% (10)	1% (3)	256

Continued on next page

Table TS3_22: Do you have a favorable or unfavorable impression of the following people?

Barack Obama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (797)	20% (445)	11% (248)	23% (509)	8% (168)	2% (34)	2201
Ethnicity: White	30% (528)	22% (381)	12% (210)	27% (477)	8% (134)	1% (20)	1750
Ethnicity: Hispanic	48% (159)	16% (54)	10% (33)	13% (44)	8% (28)	3% (11)	329
Ethnicity: Afr. Am.	69% (184)	13% (34)	6% (16)	4% (12)	7% (18)	2% (5)	269
Ethnicity: Other	47% (85)	16% (30)	12% (22)	11% (20)	8% (15)	5% (10)	182
Relig: Protestant	26% (136)	18% (93)	14% (71)	36% (186)	5% (26)	1% (3)	516
Relig: Roman Catholic	36% (165)	21% (95)	14% (63)	23% (104)	4% (20)	2% (8)	456
Relig: Ath./Agn./None	42% (265)	21% (133)	9% (60)	13% (85)	12% (78)	1% (8)	630
Relig: Something Else	43% (155)	20% (73)	10% (37)	18% (64)	5% (20)	3% (12)	361
Relig: Jewish	57% (33)	15% (9)	14% (8)	8% (5)	6% (3)	— (0)	58
Relig: Evangelical	28% (167)	17% (98)	12% (68)	35% (203)	7% (43)	1% (7)	586
Relig: Non-Evang. Catholics	34% (208)	23% (139)	13% (81)	25% (155)	4% (25)	1% (7)	614
Relig: All Christian	31% (374)	20% (237)	12% (149)	30% (358)	6% (69)	1% (14)	1201
Relig: All Non-Christian	42% (420)	21% (206)	10% (97)	15% (149)	10% (98)	2% (20)	990
Community: Urban	46% (253)	19% (103)	8% (45)	16% (85)	9% (46)	2% (12)	545
Community: Suburban	36% (352)	23% (223)	13% (132)	22% (215)	6% (59)	1% (6)	986
Community: Rural	29% (193)	18% (119)	11% (71)	31% (209)	9% (62)	2% (16)	670
Employ: Private Sector	37% (258)	22% (150)	13% (87)	21% (144)	6% (42)	1% (6)	688
Employ: Government	44% (70)	18% (28)	12% (19)	15% (24)	9% (14)	1% (2)	158
Employ: Self-Employed	39% (78)	22% (44)	12% (24)	18% (36)	7% (15)	1% (3)	200
Employ: Homemaker	26% (53)	26% (53)	15% (31)	20% (41)	10% (20)	3% (5)	203
Employ: Student	48% (57)	16% (19)	9% (11)	14% (16)	9% (11)	3% (4)	118
Employ: Retired	34% (162)	16% (79)	11% (54)	34% (164)	3% (16)	1% (3)	478
Employ: Unemployed	38% (75)	17% (34)	6% (11)	21% (41)	15% (30)	3% (6)	197
Employ: Other	28% (45)	24% (38)	7% (12)	26% (42)	12% (19)	3% (4)	160
Military HH: Yes	35% (140)	17% (66)	11% (45)	30% (120)	6% (22)	1% (6)	398
Military HH: No	36% (657)	21% (379)	11% (203)	22% (390)	8% (145)	2% (29)	1803
RD/WT: Right Direction	18% (170)	17% (158)	16% (148)	41% (387)	7% (65)	2% (18)	946
RD/WT: Wrong Track	50% (627)	23% (287)	8% (100)	10% (122)	8% (103)	1% (16)	1255

Continued on next page

Table TS3_22: Do you have a favorable or unfavorable impression of the following people?*Barack Obama*

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (797)	20% (445)	11% (248)	23% (509)	8% (168)	2% (34)	2201
Strongly Approve	12% (57)	10% (45)	9% (42)	64% (290)	3% (14)	2% (9)	457
Somewhat Approve	16% (77)	23% (111)	25% (120)	27% (131)	8% (40)	2% (8)	488
Somewhat Disapprove	30% (92)	37% (111)	17% (51)	9% (28)	6% (18)	1% (3)	302
Strongly Disapprove	66% (536)	19% (154)	4% (29)	5% (39)	6% (49)	1% (8)	814
Dont Know / No Opinion	25% (35)	17% (24)	5% (7)	15% (21)	33% (47)	4% (6)	140
#1 Issue: Economy	33% (215)	22% (148)	14% (89)	22% (143)	9% (58)	1% (7)	660
#1 Issue: Security	21% (87)	16% (65)	14% (57)	42% (169)	5% (22)	1% (4)	404
#1 Issue: Health Care	45% (178)	22% (87)	9% (37)	15% (60)	8% (32)	1% (3)	398
#1 Issue: Medicare / Social Security	35% (113)	20% (64)	10% (31)	27% (87)	7% (24)	2% (7)	326
#1 Issue: Women's Issues	56% (54)	23% (22)	7% (7)	7% (7)	6% (6)	1% (1)	98
#1 Issue: Education	42% (63)	22% (32)	11% (16)	12% (17)	10% (14)	4% (6)	149
#1 Issue: Energy	63% (52)	22% (18)	2% (2)	11% (9)	1% (1)	1% (1)	82
#1 Issue: Other	42% (36)	9% (8)	10% (9)	20% (17)	13% (11)	5% (4)	85
2016 Vote: Democrat Hillary Clinton	71% (497)	19% (131)	4% (27)	2% (14)	3% (21)	1% (4)	696
2016 Vote: Republican Donald Trump	11% (82)	14% (110)	19% (148)	50% (386)	5% (41)	1% (7)	773
2016 Vote: Someone else	29% (52)	30% (55)	13% (24)	18% (32)	10% (18)	— (0)	180
2012 Vote: Barack Obama	61% (528)	23% (197)	7% (56)	6% (51)	3% (27)	— (2)	862
2012 Vote: Mitt Romney	7% (37)	13% (75)	19% (104)	55% (311)	5% (25)	1% (7)	560
2012 Vote: Other	5% (5)	13% (11)	20% (17)	49% (42)	12% (10)	1% (1)	86
2012 Vote: Didn't Vote	33% (227)	23% (161)	10% (70)	15% (105)	15% (103)	3% (24)	690
4-Region: Northeast	39% (155)	23% (94)	9% (36)	23% (92)	5% (22)	— (2)	402
4-Region: Midwest	32% (152)	22% (104)	11% (54)	26% (121)	8% (36)	1% (6)	474
4-Region: South	37% (300)	16% (129)	11% (88)	25% (206)	9% (73)	2% (19)	815
4-Region: West	37% (190)	23% (118)	14% (70)	18% (90)	7% (37)	1% (7)	511
Netflix Streaming User: Yes	42% (547)	20% (266)	11% (142)	20% (258)	6% (79)	1% (17)	1308
Netflix Streaming User: No	28% (251)	20% (179)	12% (106)	28% (251)	10% (89)	2% (18)	893
Streaming Account User: Yes	40% (634)	21% (331)	11% (179)	21% (334)	6% (98)	2% (24)	1600
Streaming Account User: No	27% (163)	19% (114)	12% (69)	29% (175)	12% (70)	2% (10)	601
Seen/heard/read Letterman's New Show: Yes	42% (499)	21% (251)	11% (133)	19% (224)	6% (72)	1% (15)	1194
Seen/heard/read Letterman's New Show: No	30% (298)	19% (194)	11% (115)	28% (286)	9% (95)	2% (19)	1007

Continued on next page

Table TS3_22: Do you have a favorable or unfavorable impression of the following people?

Barack Obama

Demographic	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of, no opinion	Never heard of	Total N
Adults	36% (797)	20% (445)	11% (248)	23% (509)	8% (168)	2% (34)	2201
Watched Letterman: Always	59% (127)	17% (36)	10% (21)	12% (26)	1% (2)	1% (3)	214
Watched Letterman: Sometimes	38% (295)	27% (208)	11% (82)	19% (147)	5% (36)	1% (9)	777
Watched Letterman: Rarely	34% (215)	20% (124)	13% (84)	24% (153)	8% (53)	1% (7)	636
Watched Letteman: Never	28% (161)	13% (76)	11% (61)	32% (183)	14% (78)	3% (15)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS4: How often did you watch the Late Show with David Letterman when it was on CBS between 1993 and 2015?

Demographic	Always		Sometimes		Rarely		Never		Total N
Adults	10%	(214)	35%	(777)	29%	(636)	26%	(575)	2201
Gender: Male	14%	(151)	38%	(405)	26%	(271)	22%	(231)	1060
Gender: Female	5%	(62)	33%	(371)	32%	(364)	30%	(343)	1141
Age: 18-29	11%	(52)	25%	(118)	26%	(124)	37%	(175)	468
Age: 30-44	14%	(77)	39%	(224)	25%	(142)	22%	(125)	567
Age: 45-54	9%	(33)	40%	(149)	32%	(120)	18%	(67)	369
Age: 55-64	6%	(24)	36%	(145)	36%	(142)	22%	(89)	399
Age: 65+	7%	(28)	36%	(142)	27%	(109)	30%	(119)	398
PID: Dem (no lean)	10%	(73)	39%	(278)	29%	(205)	22%	(160)	716
PID: Ind (no lean)	8%	(66)	34%	(266)	29%	(224)	29%	(226)	782
PID: Rep (no lean)	11%	(76)	33%	(233)	29%	(206)	27%	(188)	703
PID/Gender: Dem Men	16%	(53)	38%	(126)	24%	(80)	21%	(70)	329
PID/Gender: Dem Women	5%	(20)	39%	(152)	32%	(125)	23%	(90)	387
PID/Gender: Ind Men	12%	(45)	40%	(146)	26%	(95)	22%	(81)	367
PID/Gender: Ind Women	5%	(20)	29%	(119)	31%	(130)	35%	(146)	415
PID/Gender: Rep Men	15%	(53)	37%	(133)	27%	(96)	22%	(81)	363
PID/Gender: Rep Women	7%	(22)	29%	(100)	32%	(110)	32%	(107)	340
Tea Party: Supporter	19%	(111)	32%	(187)	24%	(140)	25%	(148)	585
Tea Party: Not Supporter	6%	(102)	36%	(581)	31%	(492)	27%	(425)	1601
Ideo: Liberal (1-3)	16%	(123)	41%	(318)	27%	(210)	16%	(122)	774
Ideo: Moderate (4)	9%	(38)	37%	(162)	28%	(122)	26%	(111)	433
Ideo: Conservative (5-7)	6%	(41)	32%	(239)	30%	(224)	32%	(233)	737
Educ: < College	10%	(152)	34%	(538)	27%	(423)	29%	(454)	1567
Educ: Bachelors degree	9%	(35)	36%	(150)	34%	(142)	21%	(88)	416
Educ: Post-grad	12%	(27)	41%	(89)	32%	(70)	15%	(33)	219
Income: Under 50k	9%	(125)	34%	(442)	28%	(371)	29%	(377)	1314
Income: 50k-100k	9%	(58)	38%	(240)	31%	(194)	22%	(139)	632
Income: 100k+	12%	(31)	37%	(95)	28%	(70)	23%	(60)	256
Ethnicity: White	8%	(144)	36%	(626)	30%	(524)	26%	(456)	1750
Ethnicity: Hispanic	18%	(59)	24%	(78)	28%	(92)	31%	(101)	329
Ethnicity: Afr. Am.	18%	(48)	34%	(91)	24%	(64)	24%	(65)	269

Continued on next page

Table TS4: How often did you watch the Late Show with David Letterman when it was on CBS between 1993 and 2015?

Demographic	Always		Sometimes		Rarely		Never		Total N
Adults	10%	(214)	35%	(777)	29%	(636)	26%	(575)	2201
Ethnicity: Other	12%	(22)	33%	(59)	26%	(47)	30%	(54)	182
Relig: Protestant	10%	(51)	35%	(181)	29%	(148)	26%	(136)	516
Relig: Roman Catholic	15%	(67)	36%	(163)	27%	(123)	23%	(103)	456
Relig: Ath./Agn./None	8%	(48)	34%	(217)	30%	(190)	28%	(174)	630
Relig: Something Else	11%	(39)	35%	(127)	32%	(115)	22%	(81)	361
Relig: Jewish	19%	(11)	33%	(19)	33%	(19)	15%	(9)	58
Relig: Evangelical	11%	(64)	33%	(193)	25%	(148)	31%	(181)	586
Relig: Non-Evang. Catholics	10%	(63)	38%	(236)	29%	(180)	22%	(136)	614
Relig: All Christian	11%	(127)	36%	(429)	27%	(328)	26%	(317)	1201
Relig: All Non-Christian	9%	(87)	35%	(344)	31%	(305)	26%	(255)	990
Community: Urban	11%	(62)	34%	(188)	28%	(154)	26%	(141)	545
Community: Suburban	9%	(84)	37%	(362)	32%	(311)	23%	(229)	986
Community: Rural	10%	(68)	34%	(227)	25%	(170)	31%	(205)	670
Employ: Private Sector	12%	(80)	38%	(263)	27%	(182)	24%	(163)	688
Employ: Government	16%	(25)	37%	(58)	27%	(43)	20%	(32)	158
Employ: Self-Employed	12%	(23)	43%	(86)	28%	(56)	17%	(35)	200
Employ: Homemaker	8%	(16)	31%	(62)	34%	(68)	28%	(57)	203
Employ: Student	7%	(8)	21%	(25)	32%	(38)	40%	(48)	118
Employ: Retired	9%	(44)	35%	(167)	28%	(134)	28%	(132)	478
Employ: Unemployed	4%	(9)	30%	(59)	35%	(68)	31%	(60)	197
Employ: Other	6%	(10)	35%	(56)	28%	(45)	30%	(49)	160
Military HH: Yes	16%	(63)	33%	(133)	26%	(104)	25%	(98)	398
Military HH: No	8%	(151)	36%	(644)	29%	(531)	26%	(477)	1803
RD/WT: Right Direction	13%	(127)	33%	(317)	25%	(238)	28%	(264)	946
RD/WT: Wrong Track	7%	(87)	37%	(460)	32%	(398)	25%	(311)	1255
Strongly Approve	13%	(59)	31%	(143)	26%	(119)	30%	(136)	457
Somewhat Approve	11%	(53)	36%	(175)	29%	(142)	24%	(118)	488
Somewhat Disapprove	9%	(28)	40%	(120)	29%	(87)	22%	(67)	302
Strongly Disapprove	9%	(71)	38%	(309)	30%	(246)	23%	(187)	814
Dont Know / No Opinion	2%	(3)	21%	(29)	29%	(41)	48%	(67)	140

Continued on next page

Table TS4: How often did you watch the Late Show with David Letterman when it was on CBS between 1993 and 2015?

Demographic	Always		Sometimes		Rarely		Never		Total N
Adults	10%	(214)	35%	(777)	29%	(636)	26%	(575)	2201
#1 Issue: Economy	7%	(44)	37%	(242)	31%	(204)	26%	(170)	660
#1 Issue: Security	8%	(33)	32%	(129)	29%	(119)	31%	(123)	404
#1 Issue: Health Care	12%	(49)	42%	(169)	29%	(114)	17%	(66)	398
#1 Issue: Medicare / Social Security	9%	(31)	34%	(110)	28%	(90)	29%	(95)	326
#1 Issue: Women's Issues	8%	(8)	26%	(25)	33%	(32)	33%	(32)	98
#1 Issue: Education	17%	(26)	36%	(53)	23%	(35)	23%	(35)	149
#1 Issue: Energy	19%	(15)	39%	(32)	21%	(17)	21%	(17)	82
#1 Issue: Other	9%	(8)	19%	(16)	29%	(25)	42%	(36)	85
2016 Vote: Democrat Hillary Clinton	12%	(82)	41%	(285)	30%	(208)	17%	(121)	696
2016 Vote: Republican Donald Trump	11%	(87)	32%	(250)	29%	(226)	27%	(211)	773
2016 Vote: Someone else	8%	(15)	43%	(77)	25%	(45)	24%	(43)	180
2012 Vote: Barack Obama	13%	(114)	41%	(353)	29%	(248)	17%	(148)	862
2012 Vote: Mitt Romney	10%	(56)	31%	(173)	31%	(175)	28%	(156)	560
2012 Vote: Other	6%	(6)	40%	(35)	20%	(17)	33%	(29)	86
2012 Vote: Didn't Vote	5%	(38)	31%	(216)	28%	(194)	35%	(243)	690
4-Region: Northeast	8%	(33)	35%	(142)	33%	(132)	24%	(95)	402
4-Region: Midwest	11%	(50)	37%	(177)	29%	(139)	23%	(108)	474
4-Region: South	10%	(83)	34%	(278)	27%	(219)	29%	(234)	815
4-Region: West	9%	(48)	35%	(179)	28%	(145)	27%	(138)	511
Netflix Streaming User: Yes	11%	(147)	37%	(484)	28%	(373)	23%	(304)	1308
Netflix Streaming User: No	7%	(67)	33%	(293)	29%	(263)	30%	(271)	893
Streaming Account User: Yes	11%	(182)	37%	(595)	28%	(445)	24%	(378)	1600
Streaming Account User: No	5%	(32)	30%	(182)	32%	(191)	33%	(197)	601
Seen/heard/read Letterman's New Show: Yes	16%	(189)	44%	(524)	27%	(325)	13%	(156)	1194
Seen/heard/read Letterman's New Show: No	3%	(25)	25%	(252)	31%	(311)	42%	(419)	1007
Watched Letterman: Always	100%	(214)	—	(0)	—	(0)	—	(0)	214
Watched Letterman: Sometimes	—	(0)	100%	(777)	—	(0)	—	(0)	777
Watched Letterman: Rarely	—	(0)	—	(0)	100%	(636)	—	(0)	636
Watched Letterman: Never	—	(0)	—	(0)	—	(0)	100%	(575)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS5: How much have you seen, read, or heard about David Letterman returning to television with a Netflix talk show series?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	22%	(480)	25%	(547)	46%	(1007)	2201
Gender: Male	12%	(123)	24%	(257)	26%	(271)	39%	(408)	1060
Gender: Female	4%	(44)	20%	(223)	24%	(276)	53%	(599)	1141
Age: 18-29	11%	(51)	21%	(99)	23%	(110)	45%	(209)	468
Age: 30-44	13%	(74)	25%	(142)	23%	(129)	39%	(221)	567
Age: 45-54	3%	(12)	23%	(85)	27%	(98)	47%	(174)	369
Age: 55-64	6%	(22)	19%	(76)	26%	(104)	49%	(198)	399
Age: 65+	2%	(7)	20%	(79)	26%	(105)	52%	(206)	398
PID: Dem (no lean)	8%	(59)	27%	(193)	26%	(188)	39%	(276)	716
PID: Ind (no lean)	5%	(40)	22%	(170)	25%	(195)	48%	(376)	782
PID: Rep (no lean)	10%	(68)	17%	(117)	23%	(164)	50%	(355)	703
PID/Gender: Dem Men	14%	(44)	27%	(88)	26%	(86)	34%	(110)	329
PID/Gender: Dem Women	4%	(14)	27%	(105)	26%	(101)	43%	(166)	387
PID/Gender: Ind Men	7%	(27)	25%	(92)	25%	(94)	42%	(154)	367
PID/Gender: Ind Women	3%	(13)	19%	(78)	25%	(102)	54%	(223)	415
PID/Gender: Rep Men	14%	(51)	21%	(77)	25%	(91)	40%	(144)	363
PID/Gender: Rep Women	5%	(16)	12%	(40)	21%	(73)	62%	(211)	340
Tea Party: Supporter	18%	(104)	21%	(125)	20%	(115)	41%	(241)	585
Tea Party: Not Supporter	4%	(61)	22%	(352)	27%	(426)	48%	(762)	1601
Ideo: Liberal (1-3)	12%	(96)	30%	(229)	23%	(175)	35%	(273)	774
Ideo: Moderate (4)	6%	(28)	21%	(92)	26%	(113)	46%	(200)	433
Ideo: Conservative (5-7)	5%	(36)	18%	(132)	26%	(194)	51%	(375)	737
Educ: < College	7%	(115)	19%	(302)	25%	(390)	48%	(760)	1567
Educ: Bachelors degree	7%	(29)	27%	(112)	25%	(104)	41%	(171)	416
Educ: Post-grad	11%	(23)	30%	(66)	24%	(52)	35%	(77)	219
Income: Under 50k	7%	(94)	20%	(260)	25%	(323)	48%	(637)	1314
Income: 50k-100k	7%	(41)	25%	(159)	26%	(165)	42%	(266)	632
Income: 100k+	12%	(32)	24%	(61)	23%	(58)	41%	(104)	256
Ethnicity: White	5%	(87)	22%	(380)	25%	(442)	48%	(842)	1750
Ethnicity: Hispanic	15%	(49)	20%	(66)	23%	(74)	43%	(141)	329
Ethnicity: Afr. Am.	20%	(54)	24%	(64)	22%	(60)	34%	(91)	269

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Table TS5: How much have you seen, read, or heard about David Letterman returning to television with a Netflix talk show series?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	22%	(480)	25%	(547)	46%	(1007)	2201
Ethnicity: Other	14%	(26)	20%	(36)	25%	(45)	41%	(75)	182
Relig: Protestant	8%	(39)	21%	(106)	20%	(105)	52%	(266)	516
Relig: Roman Catholic	10%	(44)	23%	(106)	28%	(129)	39%	(177)	456
Relig: Ath./Agn./None	6%	(38)	21%	(132)	26%	(162)	47%	(296)	630
Relig: Something Else	9%	(34)	25%	(92)	22%	(79)	43%	(156)	361
Relig: Jewish	18%	(10)	30%	(17)	12%	(7)	40%	(23)	58
Relig: Evangelical	10%	(58)	17%	(98)	26%	(150)	48%	(281)	586
Relig: Non-Evang. Catholics	6%	(36)	25%	(156)	24%	(148)	45%	(274)	614
Relig: All Christian	8%	(94)	21%	(254)	25%	(298)	46%	(555)	1201
Relig: All Non-Christian	7%	(72)	23%	(224)	24%	(241)	46%	(453)	990
Community: Urban	10%	(56)	24%	(130)	24%	(133)	41%	(226)	545
Community: Suburban	7%	(65)	22%	(219)	26%	(256)	45%	(446)	986
Community: Rural	7%	(45)	20%	(132)	24%	(158)	50%	(336)	670
Employ: Private Sector	11%	(72)	25%	(174)	24%	(166)	40%	(275)	688
Employ: Government	9%	(14)	30%	(47)	28%	(45)	33%	(52)	158
Employ: Self-Employed	12%	(25)	26%	(53)	27%	(54)	35%	(69)	200
Employ: Homemaker	5%	(9)	16%	(32)	27%	(55)	53%	(107)	203
Employ: Student	7%	(8)	22%	(26)	16%	(19)	55%	(65)	118
Employ: Retired	5%	(26)	19%	(91)	24%	(117)	51%	(244)	478
Employ: Unemployed	3%	(7)	17%	(33)	23%	(46)	56%	(111)	197
Employ: Other	3%	(5)	16%	(25)	29%	(46)	53%	(84)	160
Military HH: Yes	12%	(49)	19%	(76)	23%	(90)	46%	(183)	398
Military HH: No	7%	(118)	22%	(405)	25%	(456)	46%	(825)	1803
RD/WT: Right Direction	12%	(112)	19%	(176)	22%	(211)	47%	(447)	946
RD/WT: Wrong Track	4%	(54)	24%	(304)	27%	(336)	45%	(561)	1255
Strongly Approve	13%	(61)	18%	(82)	20%	(91)	49%	(223)	457
Somewhat Approve	8%	(39)	22%	(109)	23%	(114)	46%	(225)	488
Somewhat Disapprove	5%	(15)	22%	(67)	32%	(96)	41%	(124)	302
Strongly Disapprove	6%	(52)	25%	(205)	26%	(213)	42%	(344)	814
Dont Know / No Opinion	—	(0)	12%	(17)	23%	(32)	65%	(91)	140

Continued on next page

Table TS5: How much have you seen, read, or heard about David Letterman returning to television with a Netflix talk show series?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	8%	(166)	22%	(480)	25%	(547)	46%	(1007)	2201
#1 Issue: Economy	6%	(36)	22%	(145)	26%	(174)	46%	(305)	660
#1 Issue: Security	6%	(25)	22%	(87)	23%	(93)	49%	(199)	404
#1 Issue: Health Care	7%	(29)	26%	(105)	24%	(95)	42%	(168)	398
#1 Issue: Medicare / Social Security	8%	(25)	17%	(56)	26%	(85)	49%	(160)	326
#1 Issue: Women's Issues	4%	(4)	25%	(25)	26%	(26)	44%	(43)	98
#1 Issue: Education	15%	(22)	24%	(36)	27%	(40)	34%	(51)	149
#1 Issue: Energy	21%	(18)	21%	(17)	18%	(15)	39%	(32)	82
#1 Issue: Other	9%	(8)	11%	(9)	22%	(19)	58%	(50)	85
2016 Vote: Democrat Hillary Clinton	9%	(59)	29%	(199)	25%	(171)	38%	(267)	696
2016 Vote: Republican Donald Trump	9%	(71)	20%	(157)	22%	(173)	48%	(372)	773
2016 Vote: Someone else	4%	(7)	23%	(41)	32%	(58)	41%	(73)	180
2012 Vote: Barack Obama	10%	(86)	27%	(230)	24%	(208)	39%	(338)	862
2012 Vote: Mitt Romney	9%	(48)	18%	(101)	23%	(127)	51%	(283)	560
2012 Vote: Other	1%	(1)	28%	(24)	25%	(21)	46%	(40)	86
2012 Vote: Didn't Vote	4%	(31)	18%	(126)	27%	(187)	50%	(346)	690
4-Region: Northeast	8%	(33)	24%	(98)	24%	(94)	44%	(176)	402
4-Region: Midwest	7%	(34)	20%	(95)	28%	(135)	44%	(210)	474
4-Region: South	7%	(58)	20%	(160)	26%	(212)	47%	(385)	815
4-Region: West	8%	(41)	25%	(127)	21%	(106)	46%	(237)	511
Netflix Streaming User: Yes	10%	(135)	25%	(331)	24%	(317)	40%	(524)	1308
Netflix Streaming User: No	3%	(31)	17%	(149)	26%	(230)	54%	(483)	893
Streaming Account User: Yes	10%	(160)	24%	(387)	24%	(384)	42%	(668)	1600
Streaming Account User: No	1%	(6)	16%	(93)	27%	(163)	56%	(339)	601
Seen/heard/read Letterman's New Show: Yes	14%	(166)	40%	(480)	46%	(547)	—	(0)	1194
Seen/heard/read Letterman's New Show: No	—	(0)	—	(0)	—	(0)	100%	(1007)	1007
Watched Letterman: Always	53%	(114)	25%	(53)	10%	(22)	12%	(25)	214
Watched Letterman: Sometimes	5%	(35)	37%	(287)	26%	(203)	32%	(252)	777
Watched Letterman: Rarely	2%	(14)	15%	(94)	34%	(217)	49%	(311)	636
Watched Letterman: Never	1%	(4)	8%	(46)	18%	(106)	73%	(419)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS6: Do you plan to watch David Lettermans Netflix talk show series?

Demographic	Yes		No		Dont Know/No Opinion		Total N
Adults	21%	(462)	53%	(1164)	26%	(575)	2201
Gender: Male	27%	(290)	49%	(518)	24%	(252)	1060
Gender: Female	15%	(172)	57%	(646)	28%	(323)	1141
Age: 18-29	22%	(102)	49%	(229)	29%	(137)	468
Age: 30-44	31%	(178)	45%	(258)	23%	(131)	567
Age: 45-54	21%	(77)	49%	(181)	30%	(110)	369
Age: 55-64	17%	(68)	58%	(231)	25%	(100)	399
Age: 65+	9%	(36)	67%	(265)	24%	(97)	398
PID: Dem (no lean)	27%	(192)	46%	(330)	27%	(194)	716
PID: Ind (no lean)	19%	(149)	51%	(402)	30%	(231)	782
PID: Rep (no lean)	17%	(121)	61%	(432)	21%	(151)	703
PID/Gender: Dem Men	34%	(112)	38%	(126)	28%	(91)	329
PID/Gender: Dem Women	21%	(81)	53%	(204)	27%	(103)	387
PID/Gender: Ind Men	25%	(92)	48%	(175)	27%	(100)	367
PID/Gender: Ind Women	14%	(57)	55%	(227)	31%	(131)	415
PID/Gender: Rep Men	24%	(86)	60%	(216)	17%	(61)	363
PID/Gender: Rep Women	10%	(35)	63%	(216)	26%	(90)	340
Tea Party: Supporter	25%	(148)	55%	(322)	20%	(115)	585
Tea Party: Not Supporter	19%	(312)	52%	(834)	28%	(455)	1601
Ideo: Liberal (1-3)	33%	(257)	41%	(320)	25%	(196)	774
Ideo: Moderate (4)	20%	(87)	55%	(236)	25%	(109)	433
Ideo: Conservative (5-7)	13%	(93)	65%	(481)	22%	(163)	737
Educ: < College	19%	(299)	54%	(842)	27%	(426)	1567
Educ: Bachelors degree	24%	(100)	52%	(215)	24%	(100)	416
Educ: Post-grad	29%	(63)	49%	(107)	22%	(49)	219
Income: Under 50k	18%	(230)	55%	(718)	28%	(366)	1314
Income: 50k-100k	27%	(171)	51%	(323)	22%	(138)	632
Income: 100k+	24%	(61)	48%	(124)	28%	(71)	256
Ethnicity: White	19%	(337)	54%	(943)	27%	(470)	1750
Ethnicity: Hispanic	26%	(86)	48%	(159)	26%	(84)	329

Continued on next page

Table TS6: Do you plan to watch David Lettermans Netflix talk show series?

Demographic	Yes	No	Dont Know/No Opinion	Total N
Adults	21% (462)	53% (1164)	26% (575)	2201
Ethnicity: Afr. Am.	32% (85)	48% (128)	21% (56)	269
Ethnicity: Other	22% (40)	51% (93)	27% (49)	182
Relig: Protestant	17% (85)	61% (315)	22% (116)	516
Relig: Roman Catholic	25% (115)	49% (225)	25% (116)	456
Relig: Ath./Agn./None	21% (133)	49% (307)	30% (190)	630
Relig: Something Else	25% (91)	53% (190)	22% (79)	361
Relig: Jewish	25% (14)	63% (37)	12% (7)	58
Relig: Evangelical	18% (107)	56% (331)	25% (148)	586
Relig: Non-Evang. Catholics	21% (129)	53% (328)	26% (157)	614
Relig: All Christian	20% (236)	55% (658)	25% (306)	1201
Relig: All Non-Christian	23% (224)	50% (497)	27% (269)	990
Community: Urban	26% (141)	51% (275)	24% (128)	545
Community: Suburban	21% (205)	53% (523)	26% (258)	986
Community: Rural	17% (115)	54% (365)	28% (189)	670
Employ: Private Sector	29% (200)	49% (334)	22% (153)	688
Employ: Government	29% (45)	48% (75)	24% (37)	158
Employ: Self-Employed	28% (56)	49% (98)	23% (46)	200
Employ: Homemaker	14% (29)	54% (109)	32% (66)	203
Employ: Student	17% (20)	52% (61)	31% (37)	118
Employ: Retired	12% (59)	65% (312)	22% (107)	478
Employ: Unemployed	18% (35)	50% (99)	32% (63)	197
Employ: Other	10% (17)	48% (76)	42% (67)	160
Military HH: Yes	21% (83)	60% (238)	19% (77)	398
Military HH: No	21% (378)	51% (926)	28% (498)	1803
RD/WT: Right Direction	20% (191)	58% (546)	22% (208)	946
RD/WT: Wrong Track	22% (271)	49% (618)	29% (367)	1255
Strongly Approve	19% (88)	60% (276)	20% (93)	457
Somewhat Approve	18% (86)	60% (294)	22% (107)	488
Somewhat Disapprove	24% (72)	47% (142)	29% (88)	302
Strongly Disapprove	25% (205)	47% (384)	28% (225)	814
Dont Know / No Opinion	7% (10)	49% (68)	44% (62)	140

Continued on next page

Table TS6: Do you plan to watch David Lettermans Netflix talk show series?

Demographic	Yes		No		Dont Know/No Opinion		Total N
Adults	21%	(462)	53%	(1164)	26%	(575)	2201
#1 Issue: Economy	21%	(140)	52%	(341)	27%	(180)	660
#1 Issue: Security	15%	(60)	61%	(248)	24%	(96)	404
#1 Issue: Health Care	28%	(111)	43%	(171)	29%	(116)	398
#1 Issue: Medicare / Social Security	18%	(58)	60%	(196)	22%	(72)	326
#1 Issue: Women's Issues	21%	(20)	51%	(50)	28%	(27)	98
#1 Issue: Education	28%	(41)	47%	(71)	25%	(37)	149
#1 Issue: Energy	26%	(21)	50%	(41)	24%	(20)	82
#1 Issue: Other	12%	(10)	55%	(47)	32%	(28)	85
2016 Vote: Democrat Hillary Clinton	30%	(210)	42%	(295)	27%	(190)	696
2016 Vote: Republican Donald Trump	16%	(121)	64%	(494)	20%	(158)	773
2016 Vote: Someone else	23%	(41)	53%	(96)	24%	(43)	180
2012 Vote: Barack Obama	30%	(255)	46%	(394)	25%	(213)	862
2012 Vote: Mitt Romney	16%	(89)	65%	(366)	19%	(104)	560
2012 Vote: Other	8%	(7)	66%	(57)	26%	(22)	86
2012 Vote: Didn't Vote	16%	(110)	50%	(347)	34%	(234)	690
4-Region: Northeast	24%	(94)	52%	(210)	24%	(98)	402
4-Region: Midwest	20%	(97)	53%	(253)	26%	(123)	474
4-Region: South	19%	(154)	54%	(442)	27%	(218)	815
4-Region: West	23%	(116)	51%	(259)	27%	(136)	511
Netflix Streaming User: Yes	30%	(391)	43%	(567)	27%	(350)	1308
Netflix Streaming User: No	8%	(71)	67%	(597)	25%	(225)	893
Streaming Account User User: Yes	27%	(439)	46%	(732)	27%	(429)	1600
Streaming Account User: No	4%	(23)	72%	(432)	24%	(146)	601
Seen/heard/read Letterman's New Show: Yes	33%	(391)	44%	(526)	23%	(276)	1194
Seen/heard/read Letterman's New Show: No	7%	(71)	63%	(638)	30%	(299)	1007
Watched Letterman: Always	66%	(140)	21%	(44)	14%	(29)	214
Watched Letterman: Sometimes	34%	(263)	37%	(287)	29%	(227)	777
Watched Letterman: Rarely	7%	(46)	63%	(398)	30%	(192)	636
Watched Letteman: Never	2%	(13)	76%	(435)	22%	(127)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS7_1: How interested are you in watching Lettermans interviews with each of the following public figures?
George Clooney

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	19% (427)	25% (541)	17% (374)	30% (652)	9% (206)	2201
Gender: Male	21% (227)	24% (250)	17% (180)	29% (311)	9% (91)	1060
Gender: Female	18% (200)	25% (291)	17% (194)	30% (341)	10% (116)	1141
Age: 18-29	17% (81)	25% (117)	15% (71)	24% (111)	19% (88)	468
Age: 30-44	24% (139)	26% (149)	21% (120)	20% (111)	9% (48)	567
Age: 45-54	22% (82)	28% (104)	14% (52)	32% (117)	4% (14)	369
Age: 55-64	19% (78)	19% (77)	16% (64)	37% (149)	8% (32)	399
Age: 65+	12% (48)	24% (94)	17% (67)	41% (164)	6% (24)	398
PID: Dem (no lean)	25% (177)	33% (233)	19% (135)	15% (107)	9% (64)	716
PID: Ind (no lean)	19% (148)	21% (164)	16% (128)	31% (243)	13% (99)	782
PID: Rep (no lean)	15% (102)	20% (144)	16% (112)	43% (302)	6% (44)	703
PID/Gender: Dem Men	27% (90)	31% (103)	17% (54)	14% (47)	10% (34)	329
PID/Gender: Dem Women	22% (87)	34% (130)	21% (81)	16% (60)	8% (30)	387
PID/Gender: Ind Men	21% (76)	22% (80)	17% (62)	30% (109)	11% (40)	367
PID/Gender: Ind Women	18% (73)	20% (84)	16% (66)	32% (134)	14% (58)	415
PID/Gender: Rep Men	17% (62)	18% (67)	18% (64)	43% (155)	5% (17)	363
PID/Gender: Rep Women	12% (40)	23% (77)	14% (48)	43% (147)	8% (28)	340
Tea Party: Supporter	24% (138)	23% (132)	14% (79)	34% (199)	6% (36)	585
Tea Party: Not Supporter	18% (286)	25% (407)	18% (294)	28% (446)	10% (168)	1601
Ideo: Liberal (1-3)	27% (212)	33% (255)	17% (133)	16% (120)	7% (54)	774
Ideo: Moderate (4)	22% (93)	24% (105)	17% (75)	28% (121)	9% (38)	433
Ideo: Conservative (5-7)	12% (92)	19% (139)	17% (126)	45% (330)	7% (49)	737
Educ: < College	20% (312)	22% (339)	16% (256)	30% (476)	12% (184)	1567
Educ: Bachelors degree	16% (67)	31% (130)	20% (82)	29% (120)	4% (17)	416
Educ: Post-grad	22% (49)	33% (72)	16% (36)	26% (56)	3% (6)	219
Income: Under 50k	19% (243)	22% (288)	16% (213)	30% (397)	13% (172)	1314
Income: 50k-100k	21% (133)	28% (177)	18% (114)	29% (182)	4% (26)	632
Income: 100k+	20% (51)	30% (76)	19% (47)	29% (73)	3% (8)	256

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Table TS7_1: How interested are you in watching Lettermans interviews with each of the following public figures?

George Clooney

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	19% (427)	25% (541)	17% (374)	30% (652)	9% (206)	2201
Ethnicity: White	17% (299)	25% (433)	17% (301)	33% (576)	8% (140)	1750
Ethnicity: Hispanic	26% (87)	16% (54)	22% (73)	21% (70)	14% (46)	329
Ethnicity: Afr. Am.	32% (85)	26% (69)	15% (40)	16% (42)	12% (33)	269
Ethnicity: Other	23% (43)	22% (39)	18% (33)	19% (34)	18% (33)	182
Relig: Protestant	15% (79)	26% (133)	17% (88)	38% (195)	4% (21)	516
Relig: Roman Catholic	21% (97)	26% (117)	19% (86)	27% (124)	7% (32)	456
Relig: Ath./Agn./None	16% (100)	25% (157)	19% (122)	26% (166)	13% (85)	630
Relig: Something Else	30% (108)	23% (82)	12% (44)	27% (96)	9% (31)	361
Relig: Jewish	35% (20)	26% (15)	15% (9)	23% (13)	1% (1)	58
Relig: Evangelical	17% (101)	24% (141)	14% (83)	35% (208)	9% (54)	586
Relig: Non-Evang. Catholics	19% (117)	26% (161)	19% (119)	29% (181)	6% (36)	614
Relig: All Christian	18% (217)	25% (302)	17% (202)	32% (388)	8% (90)	1201
Relig: All Non-Christian	21% (208)	24% (239)	17% (166)	26% (261)	12% (116)	990
Community: Urban	22% (122)	22% (120)	17% (92)	26% (144)	12% (66)	545
Community: Suburban	20% (195)	26% (255)	19% (190)	28% (272)	8% (76)	986
Community: Rural	16% (110)	25% (166)	14% (93)	35% (236)	10% (64)	670
Employ: Private Sector	24% (165)	28% (192)	19% (128)	24% (168)	5% (35)	688
Employ: Government	20% (32)	34% (54)	16% (26)	19% (30)	10% (16)	158
Employ: Self-Employed	29% (59)	25% (51)	15% (31)	26% (52)	4% (8)	200
Employ: Homemaker	16% (32)	27% (54)	13% (27)	34% (69)	10% (21)	203
Employ: Student	12% (14)	20% (24)	19% (22)	26% (30)	24% (28)	118
Employ: Retired	14% (69)	20% (95)	17% (82)	42% (203)	6% (29)	478
Employ: Unemployed	16% (32)	19% (37)	20% (39)	23% (45)	22% (44)	197
Employ: Other	15% (25)	22% (35)	12% (20)	34% (55)	16% (25)	160
Military HH: Yes	19% (77)	24% (95)	14% (57)	36% (142)	7% (27)	398
Military HH: No	19% (350)	25% (447)	18% (317)	28% (509)	10% (180)	1803
RD/WT: Right Direction	18% (169)	20% (193)	16% (150)	38% (358)	8% (75)	946
RD/WT: Wrong Track	21% (258)	28% (348)	18% (224)	23% (294)	10% (131)	1255

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**Table TS7_1: How interested are you in watching Lettermans interviews with each of the following public figures?
George Clooney**

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	19% (427)	25% (541)	17% (374)	30% (652)	9% (206)	2201
Strongly Approve	19% (85)	19% (85)	12% (53)	47% (217)	4% (18)	457
Somewhat Approve	16% (80)	22% (108)	19% (94)	34% (166)	8% (40)	488
Somewhat Disapprove	20% (60)	31% (94)	21% (65)	21% (63)	7% (21)	302
Strongly Disapprove	23% (187)	29% (236)	18% (150)	20% (167)	9% (75)	814
Dont Know / No Opinion	10% (14)	14% (19)	10% (14)	28% (40)	38% (53)	140
#1 Issue: Economy	16% (109)	27% (177)	20% (131)	28% (186)	9% (57)	660
#1 Issue: Security	19% (77)	19% (78)	14% (55)	42% (171)	6% (23)	404
#1 Issue: Health Care	22% (86)	28% (111)	17% (69)	22% (89)	11% (43)	398
#1 Issue: Medicare / Social Security	20% (63)	22% (73)	16% (52)	32% (104)	10% (34)	326
#1 Issue: Women's Issues	18% (17)	25% (25)	21% (21)	28% (27)	8% (8)	98
#1 Issue: Education	27% (40)	26% (39)	16% (24)	15% (23)	15% (23)	149
#1 Issue: Energy	30% (24)	30% (25)	12% (10)	22% (18)	6% (5)	82
#1 Issue: Other	11% (10)	16% (14)	17% (14)	39% (33)	17% (14)	85
2016 Vote: Democrat Hillary Clinton	28% (195)	33% (229)	18% (122)	15% (104)	6% (45)	696
2016 Vote: Republican Donald Trump	15% (116)	19% (147)	17% (133)	44% (340)	5% (37)	773
2016 Vote: Someone else	17% (30)	21% (38)	20% (37)	33% (60)	8% (15)	180
2012 Vote: Barack Obama	26% (224)	30% (257)	20% (174)	19% (160)	5% (47)	862
2012 Vote: Mitt Romney	13% (73)	20% (111)	14% (77)	49% (274)	4% (25)	560
2012 Vote: Other	11% (9)	13% (11)	25% (22)	40% (34)	11% (10)	86
2012 Vote: Didn't Vote	17% (121)	23% (162)	15% (101)	26% (181)	18% (125)	690
4-Region: Northeast	19% (75)	30% (122)	16% (64)	28% (112)	7% (28)	402
4-Region: Midwest	19% (91)	25% (121)	16% (74)	32% (151)	8% (38)	474
4-Region: South	20% (167)	22% (181)	16% (132)	29% (239)	12% (96)	815
4-Region: West	19% (95)	23% (117)	20% (105)	29% (150)	9% (45)	511
Netflix Streaming User: Yes	25% (325)	27% (349)	18% (230)	24% (310)	7% (94)	1308
Netflix Streaming User: No	11% (103)	22% (192)	16% (144)	38% (341)	13% (112)	893
Streaming Account User: Yes	23% (362)	27% (428)	18% (285)	25% (402)	8% (124)	1600
Streaming Account User: No	11% (65)	19% (114)	15% (90)	42% (250)	14% (82)	601
Seen/heard/read Letterman's New Show: Yes	27% (328)	29% (341)	19% (232)	19% (222)	6% (70)	1194
Seen/heard/read Letterman's New Show: No	10% (99)	20% (200)	14% (142)	43% (430)	14% (136)	1007

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Table TS7_1: How interested are you in watching Lettermans interviews with each of the following public figures?*George Clooney*

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	19% (427)	25% (541)	17% (374)	30% (652)	9% (206)	2201
Watched Letterman: Always	50% (107)	26% (55)	13% (28)	8% (16)	4% (8)	214
Watched Letterman: Sometimes	26% (203)	34% (261)	17% (135)	19% (145)	4% (33)	777
Watched Letterman: Rarely	14% (86)	26% (167)	22% (143)	29% (186)	8% (53)	636
Watched Letteman: Never	5% (31)	10% (58)	12% (69)	53% (304)	20% (113)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS7_4: How interested are you in watching Lettermans interviews with each of the following public figures?
Malala Yousafzai

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	12% (274)	11% (249)	14% (305)	36% (800)	26% (572)	2201
Gender: Male	14% (153)	12% (129)	14% (150)	36% (381)	23% (246)	1060
Gender: Female	11% (121)	11% (120)	14% (154)	37% (420)	29% (326)	1141
Age: 18-29	21% (98)	14% (66)	13% (63)	26% (123)	25% (118)	468
Age: 30-44	17% (95)	15% (86)	18% (99)	27% (152)	24% (135)	567
Age: 45-54	8% (29)	10% (35)	15% (57)	42% (153)	26% (94)	369
Age: 55-64	7% (28)	8% (32)	11% (42)	44% (176)	30% (120)	399
Age: 65+	6% (24)	7% (29)	11% (43)	49% (196)	26% (105)	398
PID: Dem (no lean)	16% (117)	15% (107)	17% (119)	26% (186)	26% (187)	716
PID: Ind (no lean)	11% (87)	10% (82)	13% (103)	36% (284)	29% (225)	782
PID: Rep (no lean)	10% (70)	9% (60)	12% (82)	47% (331)	23% (160)	703
PID/Gender: Dem Men	18% (59)	18% (58)	17% (55)	25% (81)	23% (75)	329
PID/Gender: Dem Women	15% (58)	13% (49)	17% (64)	27% (104)	29% (112)	387
PID/Gender: Ind Men	13% (49)	10% (36)	14% (50)	36% (131)	28% (102)	367
PID/Gender: Ind Women	9% (39)	11% (47)	13% (53)	37% (154)	30% (123)	415
PID/Gender: Rep Men	12% (45)	10% (35)	12% (45)	47% (169)	19% (69)	363
PID/Gender: Rep Women	7% (25)	7% (25)	11% (38)	48% (162)	27% (91)	340
Tea Party: Supporter	18% (106)	13% (74)	14% (83)	38% (220)	17% (102)	585
Tea Party: Not Supporter	10% (168)	11% (172)	14% (220)	36% (575)	29% (466)	1601
Ideo: Liberal (1-3)	22% (174)	20% (153)	13% (100)	19% (151)	25% (196)	774
Ideo: Moderate (4)	12% (53)	10% (43)	17% (73)	36% (154)	25% (110)	433
Ideo: Conservative (5-7)	5% (39)	6% (45)	13% (99)	53% (388)	23% (167)	737
Educ: < College	12% (181)	10% (157)	14% (212)	38% (591)	27% (426)	1567
Educ: Bachelors degree	12% (51)	14% (57)	15% (61)	34% (140)	26% (107)	416
Educ: Post-grad	19% (42)	16% (36)	15% (32)	31% (69)	18% (40)	219
Income: Under 50k	11% (147)	10% (134)	14% (180)	37% (484)	28% (368)	1314
Income: 50k-100k	14% (86)	13% (80)	13% (80)	37% (235)	24% (152)	632
Income: 100k+	16% (41)	14% (35)	17% (44)	32% (82)	21% (53)	256

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Table TS7_4: How interested are you in watching Lettermans interviews with each of the following public figures?

Malala Yousafzai

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	12% (274)	11% (249)	14% (305)	36% (800)	26% (572)	2201
Ethnicity: White	11% (187)	10% (183)	13% (229)	40% (699)	26% (453)	1750
Ethnicity: Hispanic	19% (63)	18% (60)	16% (54)	22% (74)	24% (80)	329
Ethnicity: Afr. Am.	21% (55)	15% (40)	17% (45)	22% (60)	25% (68)	269
Ethnicity: Other	17% (32)	15% (27)	17% (31)	22% (41)	28% (51)	182
Relig: Protestant	10% (52)	11% (57)	13% (65)	43% (222)	23% (120)	516
Relig: Roman Catholic	11% (49)	14% (62)	16% (73)	33% (150)	27% (122)	456
Relig: Ath./Agn./None	15% (97)	10% (65)	12% (75)	33% (211)	29% (182)	630
Relig: Something Else	18% (66)	12% (44)	14% (51)	32% (115)	24% (86)	361
Relig: Jewish	28% (16)	19% (11)	8% (5)	31% (18)	14% (8)	58
Relig: Evangelical	9% (54)	11% (62)	14% (80)	43% (254)	23% (136)	586
Relig: Non-Evang. Catholics	9% (56)	13% (79)	15% (91)	36% (219)	27% (169)	614
Relig: All Christian	9% (111)	12% (141)	14% (171)	39% (473)	25% (305)	1201
Relig: All Non-Christian	16% (163)	11% (108)	13% (125)	33% (326)	27% (268)	990
Community: Urban	15% (80)	12% (63)	15% (83)	30% (164)	28% (154)	545
Community: Suburban	13% (125)	12% (119)	16% (153)	35% (344)	25% (246)	986
Community: Rural	10% (69)	10% (67)	10% (69)	44% (293)	26% (172)	670
Employ: Private Sector	13% (91)	16% (112)	16% (111)	33% (228)	21% (146)	688
Employ: Government	21% (33)	14% (21)	15% (24)	26% (42)	24% (38)	158
Employ: Self-Employed	19% (39)	11% (22)	18% (37)	30% (59)	21% (43)	200
Employ: Homemaker	10% (21)	11% (22)	13% (27)	40% (81)	26% (53)	203
Employ: Student	21% (24)	13% (16)	16% (19)	21% (25)	29% (34)	118
Employ: Retired	8% (41)	6% (29)	10% (49)	48% (227)	27% (131)	478
Employ: Unemployed	9% (17)	7% (14)	11% (22)	31% (61)	42% (82)	197
Employ: Other	5% (8)	8% (12)	10% (16)	48% (77)	29% (46)	160
Military HH: Yes	17% (69)	10% (39)	14% (56)	36% (142)	23% (92)	398
Military HH: No	11% (205)	12% (210)	14% (249)	37% (659)	27% (480)	1803
RD/WT: Right Direction	13% (120)	11% (105)	12% (116)	42% (400)	22% (205)	946
RD/WT: Wrong Track	12% (154)	11% (144)	15% (189)	32% (401)	29% (368)	1255

Continued on next page

Table TS7_4: How interested are you in watching Lettermans interviews with each of the following public figures?

Malala Yousafzai

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	12% (274)	11% (249)	14% (305)	36% (800)	26% (572)	2201
Strongly Approve	12% (53)	10% (44)	10% (47)	52% (236)	17% (77)	457
Somewhat Approve	11% (53)	11% (52)	13% (65)	40% (197)	25% (122)	488
Somewhat Disapprove	12% (36)	13% (40)	17% (52)	32% (96)	26% (79)	302
Strongly Disapprove	16% (130)	13% (105)	16% (127)	28% (227)	28% (227)	814
Dont Know / No Opinion	1% (2)	6% (9)	11% (16)	32% (45)	49% (69)	140
#1 Issue: Economy	9% (57)	12% (80)	16% (107)	38% (251)	25% (165)	660
#1 Issue: Security	8% (34)	11% (44)	10% (40)	48% (193)	23% (94)	404
#1 Issue: Health Care	17% (69)	10% (40)	18% (70)	28% (110)	27% (109)	398
#1 Issue: Medicare / Social Security	7% (24)	8% (26)	10% (33)	42% (138)	32% (105)	326
#1 Issue: Women's Issues	25% (25)	12% (12)	13% (12)	22% (22)	27% (27)	98
#1 Issue: Education	21% (31)	16% (24)	13% (19)	22% (33)	28% (42)	149
#1 Issue: Energy	30% (24)	20% (16)	17% (14)	20% (17)	13% (11)	82
#1 Issue: Other	12% (11)	8% (7)	11% (10)	44% (38)	24% (20)	85
2016 Vote: Democrat Hillary Clinton	20% (136)	16% (113)	17% (117)	22% (150)	26% (180)	696
2016 Vote: Republican Donald Trump	9% (71)	10% (74)	11% (87)	48% (373)	22% (168)	773
2016 Vote: Someone else	10% (18)	8% (15)	17% (30)	44% (79)	21% (39)	180
2012 Vote: Barack Obama	16% (135)	15% (132)	17% (147)	26% (225)	26% (224)	862
2012 Vote: Mitt Romney	9% (51)	8% (42)	9% (53)	54% (300)	20% (114)	560
2012 Vote: Other	8% (7)	3% (2)	19% (16)	44% (38)	27% (24)	86
2012 Vote: Didn't Vote	12% (82)	10% (72)	13% (89)	34% (236)	30% (210)	690
4-Region: Northeast	12% (47)	14% (56)	15% (61)	35% (139)	25% (99)	402
4-Region: Midwest	12% (59)	9% (45)	10% (50)	41% (194)	27% (127)	474
4-Region: South	11% (91)	11% (87)	16% (126)	36% (290)	27% (220)	815
4-Region: West	15% (77)	12% (61)	13% (68)	35% (177)	25% (127)	511
Netflix Streaming User: Yes	17% (218)	14% (179)	15% (202)	31% (405)	23% (304)	1308
Netflix Streaming User: No	6% (56)	8% (70)	12% (103)	44% (395)	30% (269)	893
Streaming Account User User: Yes	16% (250)	13% (216)	15% (247)	32% (507)	24% (380)	1600
Streaming Account User: No	4% (25)	6% (33)	10% (57)	49% (294)	32% (192)	601
Seen/heard/read Letterman's New Show: Yes	18% (220)	16% (194)	19% (222)	26% (309)	21% (249)	1194
Seen/heard/read Letterman's New Show: No	5% (54)	5% (55)	8% (83)	49% (492)	32% (323)	1007

Continued on next page

Table TS7_4: How interested are you in watching Lettermans interviews with each of the following public figures?*Malala Yousafzai*

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	12% (274)	11% (249)	14% (305)	36% (800)	26% (572)	2201
Watched Letterman: Always	40% (85)	19% (40)	12% (25)	10% (20)	20% (43)	214
Watched Letterman: Sometimes	16% (121)	16% (122)	19% (149)	25% (197)	24% (188)	777
Watched Letterman: Rarely	7% (43)	9% (59)	14% (88)	41% (257)	30% (188)	636
Watched Letteman: Never	4% (25)	5% (28)	8% (43)	57% (326)	27% (153)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS7_5: How interested are you in watching Lettermans interviews with each of the following public figures?
Jay-Z

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	13% (292)	15% (339)	18% (398)	44% (960)	10% (211)	2201
Gender: Male	18% (191)	15% (160)	18% (186)	41% (437)	8% (85)	1060
Gender: Female	9% (101)	16% (180)	19% (212)	46% (523)	11% (126)	1141
Age: 18-29	21% (100)	18% (83)	18% (86)	28% (130)	15% (70)	468
Age: 30-44	23% (128)	21% (122)	19% (105)	29% (163)	8% (48)	567
Age: 45-54	9% (34)	15% (56)	19% (72)	51% (188)	5% (19)	369
Age: 55-64	6% (24)	11% (43)	16% (66)	57% (228)	10% (38)	399
Age: 65+	2% (7)	9% (35)	18% (70)	63% (249)	9% (37)	398
PID: Dem (no lean)	18% (132)	21% (147)	22% (156)	31% (223)	8% (57)	716
PID: Ind (no lean)	11% (88)	15% (118)	18% (138)	43% (337)	13% (101)	782
PID: Rep (no lean)	10% (72)	10% (73)	15% (104)	57% (400)	8% (53)	703
PID/Gender: Dem Men	24% (80)	21% (70)	19% (64)	27% (88)	8% (28)	329
PID/Gender: Dem Women	13% (52)	20% (78)	24% (93)	35% (135)	8% (30)	387
PID/Gender: Ind Men	16% (57)	14% (50)	18% (65)	43% (156)	11% (39)	367
PID/Gender: Ind Women	7% (30)	17% (69)	18% (73)	43% (180)	15% (62)	415
PID/Gender: Rep Men	15% (54)	11% (40)	16% (58)	53% (192)	5% (19)	363
PID/Gender: Rep Women	5% (19)	10% (33)	14% (46)	61% (208)	10% (34)	340
Tea Party: Supporter	21% (126)	16% (96)	13% (78)	44% (256)	5% (29)	585
Tea Party: Not Supporter	10% (164)	15% (240)	20% (320)	43% (695)	11% (182)	1601
Ideo: Liberal (1-3)	21% (160)	23% (179)	22% (169)	28% (213)	7% (54)	774
Ideo: Moderate (4)	15% (64)	14% (60)	19% (82)	43% (187)	9% (40)	433
Ideo: Conservative (5-7)	6% (41)	10% (72)	16% (115)	61% (451)	8% (58)	737
Educ: < College	14% (216)	15% (231)	17% (272)	43% (670)	11% (178)	1567
Educ: Bachelors degree	10% (41)	17% (69)	21% (88)	46% (193)	6% (25)	416
Educ: Post-grad	16% (36)	18% (39)	18% (39)	44% (96)	4% (9)	219
Income: Under 50k	13% (170)	16% (210)	17% (225)	41% (541)	13% (168)	1314
Income: 50k-100k	14% (86)	15% (96)	18% (114)	48% (303)	5% (33)	632
Income: 100k+	14% (37)	13% (33)	23% (59)	45% (116)	4% (11)	256

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Table TS7_5: How interested are you in watching Lettermans interviews with each of the following public figures?

Jay-Z

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	13% (292)	15% (339)	18% (398)	44% (960)	10% (211)	2201
Ethnicity: White	8% (148)	14% (241)	18% (324)	50% (873)	9% (165)	1750
Ethnicity: Hispanic	19% (63)	19% (61)	21% (70)	27% (90)	14% (45)	329
Ethnicity: Afr. Am.	42% (112)	22% (60)	16% (42)	14% (38)	6% (16)	269
Ethnicity: Other	17% (32)	21% (39)	18% (33)	27% (49)	17% (30)	182
Relig: Protestant	9% (48)	13% (70)	16% (83)	55% (284)	6% (32)	516
Relig: Roman Catholic	11% (51)	15% (68)	23% (103)	42% (193)	9% (40)	456
Relig: Ath./Agn./None	12% (77)	16% (103)	18% (113)	41% (257)	13% (80)	630
Relig: Something Else	24% (88)	14% (50)	19% (69)	32% (116)	11% (38)	361
Relig: Jewish	16% (9)	14% (8)	24% (14)	43% (25)	3% (2)	58
Relig: Evangelical	13% (77)	18% (103)	12% (71)	49% (288)	8% (48)	586
Relig: Non-Evang. Catholics	8% (51)	13% (83)	23% (139)	48% (296)	7% (45)	614
Relig: All Christian	11% (128)	15% (186)	18% (210)	49% (583)	8% (93)	1201
Relig: All Non-Christian	17% (165)	15% (153)	18% (182)	38% (373)	12% (118)	990
Community: Urban	19% (101)	17% (93)	16% (85)	36% (197)	13% (68)	545
Community: Suburban	12% (119)	16% (156)	20% (198)	44% (438)	8% (76)	986
Community: Rural	11% (73)	13% (90)	17% (115)	48% (324)	10% (67)	670
Employ: Private Sector	16% (111)	18% (124)	21% (143)	40% (273)	5% (37)	688
Employ: Government	15% (24)	24% (38)	18% (28)	37% (58)	6% (9)	158
Employ: Self-Employed	20% (39)	17% (33)	22% (45)	36% (72)	5% (10)	200
Employ: Homemaker	10% (21)	17% (35)	16% (32)	44% (90)	13% (26)	203
Employ: Student	22% (26)	15% (18)	19% (23)	25% (29)	19% (22)	118
Employ: Retired	5% (24)	9% (42)	15% (73)	62% (295)	9% (43)	478
Employ: Unemployed	14% (28)	15% (29)	17% (33)	34% (68)	20% (39)	197
Employ: Other	12% (19)	12% (20)	14% (22)	47% (75)	15% (24)	160
Military HH: Yes	14% (58)	14% (55)	15% (60)	49% (194)	8% (31)	398
Military HH: No	13% (235)	16% (284)	19% (338)	42% (766)	10% (180)	1803
RD/WT: Right Direction	13% (125)	15% (139)	14% (131)	49% (464)	9% (86)	946
RD/WT: Wrong Track	13% (167)	16% (200)	21% (267)	39% (495)	10% (126)	1255

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Table TS7_5: How interested are you in watching Lettermans interviews with each of the following public figures?

Jay-Z

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	13% (292)	15% (339)	18% (398)	44% (960)	10% (211)	2201
Strongly Approve	16% (73)	9% (41)	10% (45)	59% (268)	6% (29)	457
Somewhat Approve	10% (47)	14% (69)	18% (90)	50% (243)	8% (39)	488
Somewhat Disapprove	9% (28)	20% (59)	28% (85)	34% (104)	9% (27)	302
Strongly Disapprove	16% (132)	19% (152)	20% (165)	37% (298)	8% (67)	814
Dont Know / No Opinion	9% (12)	13% (19)	10% (14)	33% (46)	35% (50)	140
#1 Issue: Economy	11% (76)	17% (115)	21% (137)	41% (274)	9% (59)	660
#1 Issue: Security	9% (36)	12% (50)	12% (48)	59% (238)	8% (32)	404
#1 Issue: Health Care	16% (64)	19% (74)	22% (86)	35% (140)	8% (34)	398
#1 Issue: Medicare / Social Security	8% (27)	12% (39)	16% (53)	50% (164)	13% (43)	326
#1 Issue: Women's Issues	21% (21)	13% (13)	23% (22)	29% (28)	14% (13)	98
#1 Issue: Education	27% (41)	19% (29)	13% (19)	30% (45)	11% (16)	149
#1 Issue: Energy	23% (18)	16% (13)	24% (20)	35% (28)	2% (2)	82
#1 Issue: Other	12% (10)	8% (7)	17% (14)	49% (42)	14% (12)	85
2016 Vote: Democrat Hillary Clinton	17% (121)	21% (149)	23% (159)	32% (222)	6% (44)	696
2016 Vote: Republican Donald Trump	10% (75)	10% (80)	14% (106)	59% (459)	7% (53)	773
2016 Vote: Someone else	10% (18)	13% (23)	23% (42)	46% (83)	7% (13)	180
2012 Vote: Barack Obama	17% (145)	20% (173)	22% (188)	35% (305)	6% (51)	862
2012 Vote: Mitt Romney	9% (50)	8% (43)	12% (68)	64% (359)	7% (39)	560
2012 Vote: Other	6% (5)	5% (4)	19% (17)	59% (51)	11% (9)	86
2012 Vote: Didn't Vote	13% (92)	17% (119)	18% (124)	35% (242)	16% (112)	690
4-Region: Northeast	14% (55)	16% (63)	21% (84)	41% (164)	9% (36)	402
4-Region: Midwest	13% (63)	14% (68)	17% (79)	46% (218)	10% (45)	474
4-Region: South	16% (129)	16% (129)	16% (130)	41% (338)	11% (88)	815
4-Region: West	9% (45)	15% (79)	21% (106)	47% (239)	8% (42)	511
Netflix Streaming User: Yes	18% (232)	20% (255)	19% (254)	36% (473)	7% (94)	1308
Netflix Streaming User: No	7% (60)	9% (84)	16% (144)	55% (487)	13% (118)	893
Streaming Account User User: Yes	17% (266)	18% (287)	20% (317)	38% (610)	8% (120)	1600
Streaming Account User: No	4% (27)	9% (52)	14% (81)	58% (350)	15% (91)	601
Seen/heard/read Letterman's New Show: Yes	20% (234)	21% (246)	22% (262)	32% (385)	5% (65)	1194
Seen/heard/read Letterman's New Show: No	6% (58)	9% (93)	13% (136)	57% (574)	14% (146)	1007

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Table TS7_5: How interested are you in watching Lettermans interviews with each of the following public figures?*Jay-Z*

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	13% (292)	15% (339)	18% (398)	44% (960)	10% (211)	2201
Watched Letterman: Always	47% (100)	21% (45)	17% (36)	13% (29)	2% (4)	214
Watched Letterman: Sometimes	14% (108)	23% (179)	22% (171)	35% (274)	6% (45)	777
Watched Letterman: Rarely	9% (59)	14% (86)	20% (129)	48% (304)	9% (58)	636
Watched Letteman: Never	4% (26)	5% (29)	11% (63)	61% (353)	18% (105)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS7_6: How interested are you in watching Lettermans interviews with each of the following public figures?
Tina Fey

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	17% (383)	24% (520)	16% (355)	32% (713)	10% (230)	2201
Gender: Male	20% (215)	24% (254)	16% (166)	30% (323)	10% (101)	1060
Gender: Female	15% (168)	23% (266)	17% (189)	34% (390)	11% (129)	1141
Age: 18-29	17% (82)	24% (114)	17% (78)	24% (115)	17% (80)	468
Age: 30-44	26% (147)	25% (144)	17% (98)	22% (126)	9% (52)	567
Age: 45-54	18% (68)	24% (88)	16% (59)	35% (130)	7% (24)	369
Age: 55-64	13% (52)	24% (96)	14% (56)	39% (156)	10% (40)	399
Age: 65+	9% (34)	19% (77)	17% (66)	47% (186)	9% (35)	398
PID: Dem (no lean)	22% (160)	31% (219)	18% (130)	19% (133)	10% (74)	716
PID: Ind (no lean)	16% (127)	21% (167)	14% (112)	35% (275)	13% (101)	782
PID: Rep (no lean)	14% (97)	19% (133)	16% (113)	43% (305)	8% (55)	703
PID/Gender: Dem Men	25% (83)	32% (104)	17% (54)	15% (50)	12% (38)	329
PID/Gender: Dem Women	20% (77)	30% (115)	19% (75)	22% (84)	9% (36)	387
PID/Gender: Ind Men	20% (73)	21% (76)	15% (54)	34% (124)	11% (40)	367
PID/Gender: Ind Women	13% (54)	22% (91)	14% (58)	36% (151)	15% (61)	415
PID/Gender: Rep Men	16% (60)	21% (75)	16% (57)	41% (149)	6% (22)	363
PID/Gender: Rep Women	11% (37)	17% (59)	16% (56)	46% (156)	10% (32)	340
Tea Party: Supporter	23% (137)	21% (121)	13% (77)	36% (210)	7% (41)	585
Tea Party: Not Supporter	15% (245)	25% (393)	17% (279)	31% (497)	12% (187)	1601
Ideo: Liberal (1-3)	29% (227)	33% (254)	16% (121)	15% (113)	8% (59)	774
Ideo: Moderate (4)	16% (67)	23% (98)	18% (77)	35% (150)	9% (40)	433
Ideo: Conservative (5-7)	9% (65)	18% (131)	16% (122)	48% (351)	9% (68)	737
Educ: < College	16% (257)	21% (335)	16% (252)	33% (519)	13% (203)	1567
Educ: Bachelors degree	19% (81)	27% (110)	18% (73)	31% (130)	5% (21)	416
Educ: Post-grad	20% (45)	34% (74)	14% (31)	29% (64)	3% (6)	219
Income: Under 50k	14% (185)	21% (279)	17% (220)	34% (448)	14% (181)	1314
Income: 50k-100k	23% (147)	26% (166)	15% (92)	30% (192)	6% (35)	632
Income: 100k+	20% (51)	30% (75)	17% (44)	28% (72)	5% (14)	256

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Table TS7_6: How interested are you in watching Lettermans interviews with each of the following public figures?

Tina Fey

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	17% (383)	24% (520)	16% (355)	32% (713)	10% (230)	2201
Ethnicity: White	17% (292)	23% (403)	16% (275)	35% (619)	9% (162)	1750
Ethnicity: Hispanic	25% (82)	22% (72)	20% (65)	21% (68)	13% (42)	329
Ethnicity: Afr. Am.	20% (54)	27% (71)	20% (53)	20% (53)	14% (37)	269
Ethnicity: Other	20% (37)	25% (46)	15% (28)	22% (41)	17% (30)	182
Relig: Protestant	12% (62)	21% (111)	18% (92)	42% (219)	6% (33)	516
Relig: Roman Catholic	19% (87)	29% (130)	16% (74)	28% (125)	9% (39)	456
Relig: Ath./Agn./None	18% (116)	24% (151)	16% (100)	29% (185)	12% (78)	630
Relig: Something Else	25% (90)	23% (83)	15% (53)	27% (97)	11% (38)	361
Relig: Jewish	31% (18)	29% (17)	16% (9)	23% (13)	1% (1)	58
Relig: Evangelical	14% (82)	21% (122)	14% (84)	39% (231)	12% (68)	586
Relig: Non-Evang. Catholics	15% (95)	26% (163)	18% (113)	32% (198)	7% (46)	614
Relig: All Christian	15% (177)	24% (284)	16% (197)	36% (429)	9% (114)	1201
Relig: All Non-Christian	21% (206)	24% (233)	15% (153)	28% (282)	12% (116)	990
Community: Urban	17% (95)	27% (146)	13% (73)	28% (152)	14% (79)	545
Community: Suburban	18% (177)	26% (252)	18% (175)	31% (306)	8% (76)	986
Community: Rural	17% (111)	18% (122)	16% (108)	38% (254)	11% (75)	670
Employ: Private Sector	22% (151)	29% (196)	16% (108)	28% (193)	6% (40)	688
Employ: Government	27% (43)	24% (38)	19% (31)	22% (34)	8% (12)	158
Employ: Self-Employed	20% (40)	26% (52)	17% (35)	25% (51)	11% (23)	200
Employ: Homemaker	14% (29)	25% (50)	15% (30)	37% (75)	10% (20)	203
Employ: Student	15% (17)	20% (24)	20% (23)	22% (27)	23% (27)	118
Employ: Retired	11% (52)	19% (89)	18% (85)	44% (211)	8% (40)	478
Employ: Unemployed	14% (27)	24% (47)	15% (29)	25% (49)	23% (45)	197
Employ: Other	15% (24)	15% (24)	9% (15)	46% (73)	15% (24)	160
Military HH: Yes	17% (68)	21% (85)	16% (62)	37% (148)	9% (35)	398
Military HH: No	17% (315)	24% (435)	16% (294)	31% (564)	11% (195)	1803
RD/WT: Right Direction	16% (153)	20% (192)	14% (130)	41% (390)	8% (80)	946
RD/WT: Wrong Track	18% (230)	26% (328)	18% (225)	26% (323)	12% (150)	1255

Continued on next page

Table TS7_6: How interested are you in watching Lettermans interviews with each of the following public figures?

Tina Fey

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	17% (383)	24% (520)	16% (355)	32% (713)	10% (230)	2201
Strongly Approve	18% (80)	15% (67)	11% (49)	51% (232)	6% (29)	457
Somewhat Approve	14% (68)	26% (125)	17% (81)	36% (175)	8% (39)	488
Somewhat Disapprove	16% (47)	30% (90)	21% (64)	25% (75)	9% (26)	302
Strongly Disapprove	22% (180)	27% (224)	18% (146)	23% (185)	10% (80)	814
Dont Know / No Opinion	5% (8)	10% (14)	12% (17)	33% (46)	40% (56)	140
#1 Issue: Economy	16% (109)	24% (159)	19% (126)	31% (206)	9% (60)	660
#1 Issue: Security	13% (54)	21% (83)	14% (56)	44% (180)	8% (31)	404
#1 Issue: Health Care	20% (79)	26% (105)	18% (70)	24% (95)	12% (49)	398
#1 Issue: Medicare / Social Security	13% (42)	21% (67)	14% (45)	40% (129)	13% (42)	326
#1 Issue: Women's Issues	24% (23)	27% (26)	15% (15)	18% (18)	16% (16)	98
#1 Issue: Education	27% (40)	26% (38)	14% (21)	20% (30)	14% (20)	149
#1 Issue: Energy	29% (23)	35% (28)	15% (12)	20% (16)	2% (2)	82
#1 Issue: Other	15% (13)	15% (12)	12% (10)	46% (39)	12% (11)	85
2016 Vote: Democrat Hillary Clinton	26% (184)	32% (223)	18% (125)	18% (122)	6% (41)	696
2016 Vote: Republican Donald Trump	14% (106)	19% (144)	14% (109)	47% (363)	7% (51)	773
2016 Vote: Someone else	17% (31)	17% (31)	24% (44)	33% (59)	9% (16)	180
2012 Vote: Barack Obama	24% (207)	30% (260)	19% (167)	20% (174)	6% (54)	862
2012 Vote: Mitt Romney	14% (76)	17% (96)	12% (66)	51% (288)	6% (34)	560
2012 Vote: Other	9% (8)	12% (11)	25% (21)	41% (35)	12% (11)	86
2012 Vote: Didn't Vote	13% (91)	22% (153)	15% (100)	31% (214)	19% (131)	690
4-Region: Northeast	22% (87)	25% (99)	14% (58)	32% (127)	8% (31)	402
4-Region: Midwest	17% (78)	26% (124)	15% (70)	32% (154)	10% (48)	474
4-Region: South	16% (129)	21% (173)	17% (138)	33% (270)	13% (104)	815
4-Region: West	17% (89)	24% (123)	18% (90)	32% (161)	9% (47)	511
Netflix Streaming User: Yes	23% (295)	28% (364)	16% (207)	26% (346)	7% (96)	1308
Netflix Streaming User: No	10% (88)	17% (156)	17% (149)	41% (367)	15% (134)	893
Streaming Account User: Yes	21% (342)	26% (424)	17% (265)	27% (437)	8% (132)	1600
Streaming Account User: No	7% (41)	16% (96)	15% (91)	46% (275)	16% (98)	601
Seen/heard/read Letterman's New Show: Yes	25% (294)	28% (333)	19% (223)	22% (268)	6% (75)	1194
Seen/heard/read Letterman's New Show: No	9% (89)	19% (187)	13% (133)	44% (445)	15% (154)	1007

Continued on next page

Table TS7_6: How interested are you in watching Lettermans interviews with each of the following public figures?*Tina Fey*

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	17% (383)	24% (520)	16% (355)	32% (713)	10% (230)	2201
Watched Letterman: Always	52% (111)	25% (53)	14% (29)	7% (15)	3% (6)	214
Watched Letterman: Sometimes	21% (167)	34% (262)	18% (141)	21% (166)	5% (41)	777
Watched Letterman: Rarely	13% (85)	22% (142)	20% (130)	34% (213)	10% (66)	636
Watched Letteman: Never	4% (21)	11% (62)	10% (55)	55% (319)	20% (118)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS7_7: How interested are you in watching Lettermans interviews with each of the following public figures?
Howard Stern

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Dont Know/No Opinion		Total N
Adults	14%	(310)	18%	(388)	18%	(407)	40%	(881)	10%	(215)	2201
Gender: Male	21%	(220)	20%	(207)	18%	(192)	34%	(361)	8%	(80)	1060
Gender: Female	8%	(90)	16%	(182)	19%	(215)	46%	(520)	12%	(135)	1141
Age: 18-29	13%	(63)	15%	(72)	22%	(101)	28%	(129)	22%	(103)	468
Age: 30-44	24%	(136)	21%	(116)	20%	(113)	28%	(160)	7%	(42)	567
Age: 45-54	14%	(51)	21%	(79)	21%	(76)	40%	(148)	4%	(15)	369
Age: 55-64	11%	(42)	19%	(76)	12%	(47)	51%	(204)	8%	(31)	399
Age: 65+	5%	(18)	11%	(44)	18%	(70)	61%	(241)	6%	(24)	398
PID: Dem (no lean)	14%	(99)	18%	(132)	25%	(177)	34%	(244)	9%	(64)	716
PID: Ind (no lean)	14%	(110)	17%	(134)	15%	(120)	41%	(320)	13%	(98)	782
PID: Rep (no lean)	14%	(102)	17%	(122)	16%	(110)	45%	(317)	7%	(53)	703
PID/Gender: Dem Men	19%	(62)	21%	(68)	24%	(80)	27%	(89)	9%	(30)	329
PID/Gender: Dem Women	10%	(37)	17%	(65)	25%	(96)	40%	(155)	9%	(34)	387
PID/Gender: Ind Men	23%	(83)	18%	(67)	14%	(52)	35%	(130)	10%	(35)	367
PID/Gender: Ind Women	6%	(27)	16%	(67)	16%	(68)	46%	(190)	15%	(63)	415
PID/Gender: Rep Men	21%	(75)	20%	(72)	16%	(59)	39%	(142)	4%	(15)	363
PID/Gender: Rep Women	8%	(27)	15%	(50)	15%	(51)	51%	(175)	11%	(37)	340
Tea Party: Supporter	21%	(123)	19%	(114)	15%	(89)	37%	(218)	7%	(41)	585
Tea Party: Not Supporter	11%	(183)	17%	(272)	20%	(316)	41%	(655)	11%	(173)	1601
Ideo: Liberal (1-3)	20%	(152)	21%	(162)	23%	(176)	29%	(222)	8%	(63)	774
Ideo: Moderate (4)	16%	(71)	18%	(79)	17%	(74)	40%	(174)	8%	(34)	433
Ideo: Conservative (5-7)	8%	(62)	16%	(117)	16%	(117)	52%	(380)	8%	(60)	737
Educ: < College	15%	(231)	17%	(269)	18%	(275)	39%	(607)	12%	(184)	1567
Educ: Bachelors degree	10%	(43)	19%	(78)	22%	(92)	43%	(178)	6%	(26)	416
Educ: Post-grad	17%	(36)	18%	(40)	18%	(40)	44%	(96)	3%	(6)	219
Income: Under 50k	14%	(182)	16%	(207)	18%	(238)	39%	(514)	13%	(173)	1314
Income: 50k-100k	13%	(84)	20%	(129)	19%	(121)	42%	(264)	5%	(33)	632
Income: 100k+	17%	(44)	20%	(52)	19%	(48)	40%	(103)	4%	(9)	256

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**Table TS7_7: How interested are you in watching Lettermans interviews with each of the following public figures?
Howard Stern**

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	14% (310)	18% (388)	18% (407)	40% (881)	10% (215)	2201
Ethnicity: White	12% (211)	17% (299)	18% (314)	44% (776)	9% (150)	1750
Ethnicity: Hispanic	20% (65)	19% (62)	23% (75)	23% (75)	16% (53)	329
Ethnicity: Afr. Am.	24% (65)	20% (53)	20% (53)	24% (65)	12% (33)	269
Ethnicity: Other	19% (35)	20% (36)	22% (40)	22% (40)	17% (32)	182
Relig: Protestant	11% (56)	14% (72)	18% (93)	51% (266)	6% (29)	516
Relig: Roman Catholic	16% (73)	22% (100)	17% (77)	37% (168)	8% (38)	456
Relig: Ath./Agn./None	13% (84)	17% (108)	20% (124)	37% (230)	13% (83)	630
Relig: Something Else	21% (75)	18% (63)	18% (65)	35% (126)	9% (33)	361
Relig: Jewish	23% (13)	25% (14)	13% (8)	38% (22)	1% (1)	58
Relig: Evangelical	11% (66)	16% (96)	17% (100)	46% (269)	10% (56)	586
Relig: Non-Evang. Catholics	13% (83)	20% (122)	19% (114)	41% (252)	7% (44)	614
Relig: All Christian	12% (149)	18% (217)	18% (214)	43% (521)	8% (100)	1201
Relig: All Non-Christian	16% (159)	17% (171)	19% (189)	36% (356)	12% (115)	990
Community: Urban	15% (79)	21% (117)	17% (90)	34% (184)	14% (74)	545
Community: Suburban	14% (138)	17% (169)	19% (186)	42% (416)	8% (78)	986
Community: Rural	14% (93)	15% (102)	20% (131)	42% (280)	9% (63)	670
Employ: Private Sector	19% (129)	22% (155)	17% (117)	36% (249)	5% (37)	688
Employ: Government	15% (23)	21% (34)	24% (37)	33% (52)	7% (12)	158
Employ: Self-Employed	22% (43)	19% (38)	23% (46)	29% (58)	7% (15)	200
Employ: Homemaker	10% (20)	15% (30)	18% (36)	44% (90)	13% (27)	203
Employ: Student	8% (9)	12% (15)	26% (30)	27% (31)	27% (32)	118
Employ: Retired	8% (38)	13% (62)	18% (86)	56% (268)	5% (24)	478
Employ: Unemployed	17% (33)	15% (29)	18% (35)	29% (58)	21% (42)	197
Employ: Other	8% (13)	16% (26)	13% (21)	46% (74)	16% (26)	160
Military HH: Yes	16% (64)	15% (62)	18% (73)	43% (173)	7% (27)	398
Military HH: No	14% (246)	18% (327)	19% (334)	39% (708)	10% (188)	1803
RD/WT: Right Direction	17% (164)	20% (192)	15% (138)	39% (372)	8% (79)	946
RD/WT: Wrong Track	12% (146)	16% (196)	21% (269)	41% (509)	11% (136)	1255

Continued on next page

Table TS7_7: How interested are you in watching Lettermans interviews with each of the following public figures?

Howard Stern

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	14% (310)	18% (388)	18% (407)	40% (881)	10% (215)	2201
Strongly Approve	21% (95)	16% (73)	14% (62)	45% (207)	4% (19)	457
Somewhat Approve	14% (67)	24% (116)	14% (67)	41% (198)	8% (40)	488
Somewhat Disapprove	10% (30)	20% (60)	23% (70)	38% (114)	9% (27)	302
Strongly Disapprove	13% (109)	15% (124)	24% (191)	39% (318)	9% (72)	814
Dont Know / No Opinion	6% (8)	11% (15)	12% (16)	32% (44)	40% (57)	140
#1 Issue: Economy	15% (101)	20% (130)	20% (129)	37% (243)	9% (57)	660
#1 Issue: Security	10% (42)	18% (72)	14% (55)	52% (209)	7% (26)	404
#1 Issue: Health Care	16% (63)	18% (70)	24% (95)	32% (127)	11% (42)	398
#1 Issue: Medicare / Social Security	10% (32)	17% (56)	16% (52)	48% (155)	9% (30)	326
#1 Issue: Women's Issues	11% (10)	14% (14)	26% (26)	31% (30)	18% (17)	98
#1 Issue: Education	21% (32)	14% (21)	16% (24)	31% (46)	18% (26)	149
#1 Issue: Energy	22% (18)	21% (18)	17% (14)	36% (30)	3% (2)	82
#1 Issue: Other	13% (11)	9% (8)	14% (12)	49% (42)	16% (13)	85
2016 Vote: Democrat Hillary Clinton	16% (114)	18% (126)	23% (158)	37% (260)	6% (39)	696
2016 Vote: Republican Donald Trump	14% (110)	19% (145)	14% (111)	47% (362)	6% (45)	773
2016 Vote: Someone else	14% (26)	12% (21)	23% (41)	44% (79)	7% (12)	180
2012 Vote: Barack Obama	18% (159)	19% (161)	22% (190)	35% (305)	6% (48)	862
2012 Vote: Mitt Romney	12% (67)	16% (90)	13% (72)	54% (302)	5% (30)	560
2012 Vote: Other	9% (8)	22% (19)	14% (12)	47% (41)	8% (7)	86
2012 Vote: Didn't Vote	11% (77)	17% (119)	19% (132)	34% (232)	19% (130)	690
4-Region: Northeast	15% (62)	17% (70)	20% (80)	40% (162)	7% (29)	402
4-Region: Midwest	13% (63)	17% (83)	19% (91)	41% (194)	9% (43)	474
4-Region: South	14% (110)	17% (142)	19% (152)	39% (318)	11% (93)	815
4-Region: West	15% (76)	18% (94)	16% (84)	41% (207)	10% (49)	511
Netflix Streaming User: Yes	19% (247)	21% (273)	20% (258)	33% (427)	8% (102)	1308
Netflix Streaming User: No	7% (63)	13% (115)	17% (149)	51% (454)	13% (113)	893
Streaming Account User: Yes	18% (283)	20% (326)	19% (311)	34% (546)	8% (134)	1600
Streaming Account User: No	5% (28)	10% (62)	16% (96)	56% (335)	13% (80)	601
Seen/heard/read Letterman's New Show: Yes	20% (242)	22% (265)	22% (262)	30% (355)	6% (71)	1194
Seen/heard/read Letterman's New Show: No	7% (68)	12% (124)	14% (145)	52% (526)	14% (144)	1007

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Table TS7_7: How interested are you in watching Lettermans interviews with each of the following public figures?

Howard Stern

Demographic	Very interested		Somewhat interested		Not too interested		Not at all interested		Dont Know/No Opinion		Total N
Adults	14%	(310)	18%	(388)	18%	(407)	40%	(881)	10%	(215)	2201
Watched Letterman: Always	50%	(107)	24%	(52)	14%	(30)	9%	(19)	3%	(6)	214
Watched Letterman: Sometimes	17%	(132)	26%	(202)	24%	(185)	29%	(227)	4%	(32)	777
Watched Letterman: Rarely	9%	(60)	14%	(91)	21%	(136)	45%	(288)	9%	(60)	636
Watched Letteman: Never	2%	(11)	8%	(44)	10%	(56)	60%	(347)	20%	(117)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS7_8: How interested are you in watching Lettermans interviews with each of the following public figures?
Barack Obama

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	33% (732)	17% (379)	10% (217)	33% (732)	6% (140)	2201
Gender: Male	35% (368)	17% (176)	10% (108)	33% (350)	5% (57)	1060
Gender: Female	32% (364)	18% (203)	10% (109)	34% (382)	7% (83)	1141
Age: 18-29	36% (169)	20% (96)	10% (46)	22% (104)	11% (53)	468
Age: 30-44	39% (222)	18% (101)	13% (71)	24% (138)	6% (35)	567
Age: 45-54	33% (123)	17% (62)	10% (36)	37% (136)	3% (12)	369
Age: 55-64	28% (111)	16% (64)	10% (39)	41% (164)	5% (21)	399
Age: 65+	27% (108)	14% (56)	6% (25)	48% (190)	5% (19)	398
PID: Dem (no lean)	56% (404)	20% (145)	9% (61)	9% (68)	5% (38)	716
PID: Ind (no lean)	29% (229)	19% (152)	10% (76)	32% (254)	9% (71)	782
PID: Rep (no lean)	14% (99)	12% (82)	11% (80)	58% (411)	4% (31)	703
PID/Gender: Dem Men	58% (190)	17% (55)	11% (35)	9% (30)	6% (19)	329
PID/Gender: Dem Women	55% (214)	23% (90)	7% (27)	10% (37)	5% (19)	387
PID/Gender: Ind Men	32% (117)	21% (75)	9% (35)	31% (113)	7% (26)	367
PID/Gender: Ind Women	27% (112)	18% (77)	10% (41)	34% (140)	11% (45)	415
PID/Gender: Rep Men	17% (61)	13% (46)	11% (39)	57% (206)	3% (12)	363
PID/Gender: Rep Women	11% (38)	11% (36)	12% (42)	60% (205)	6% (19)	340
Tea Party: Supporter	29% (168)	15% (87)	10% (59)	43% (250)	4% (23)	585
Tea Party: Not Supporter	35% (564)	18% (289)	10% (157)	30% (475)	7% (115)	1601
Ideo: Liberal (1-3)	55% (429)	21% (162)	7% (56)	11% (89)	5% (38)	774
Ideo: Moderate (4)	34% (148)	18% (79)	13% (55)	29% (125)	6% (27)	433
Ideo: Conservative (5-7)	13% (99)	13% (95)	11% (80)	58% (427)	5% (35)	737
Educ: < College	32% (494)	17% (260)	10% (158)	34% (533)	8% (121)	1567
Educ: Bachelors degree	37% (153)	17% (71)	10% (41)	32% (134)	4% (16)	416
Educ: Post-grad	39% (85)	22% (47)	8% (18)	30% (65)	2% (3)	219
Income: Under 50k	32% (424)	17% (218)	10% (130)	33% (427)	9% (114)	1314
Income: 50k-100k	36% (225)	18% (111)	10% (61)	34% (216)	3% (20)	632
Income: 100k+	33% (84)	20% (50)	10% (27)	35% (89)	2% (5)	256

Continued on next page

Table TS7_8: How interested are you in watching Lettermans interviews with each of the following public figures?

Barack Obama

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	33% (732)	17% (379)	10% (217)	33% (732)	6% (140)	2201
Ethnicity: White	28% (496)	18% (309)	10% (180)	38% (664)	6% (101)	1750
Ethnicity: Hispanic	41% (135)	16% (54)	12% (40)	22% (72)	9% (29)	329
Ethnicity: Afr. Am.	60% (162)	12% (33)	7% (18)	13% (36)	7% (20)	269
Ethnicity: Other	41% (74)	21% (37)	10% (19)	18% (33)	10% (19)	182
Relig: Protestant	26% (136)	14% (71)	9% (47)	48% (247)	3% (16)	516
Relig: Roman Catholic	33% (149)	18% (83)	10% (46)	34% (153)	5% (24)	456
Relig: Ath./Agn./None	37% (235)	18% (111)	11% (71)	24% (153)	10% (60)	630
Relig: Something Else	39% (139)	21% (77)	9% (31)	25% (90)	7% (24)	361
Relig: Jewish	41% (24)	21% (12)	13% (7)	22% (12)	3% (2)	58
Relig: Evangelical	29% (170)	14% (79)	8% (46)	45% (264)	5% (27)	586
Relig: Non-Evang. Catholics	30% (187)	18% (111)	10% (64)	36% (224)	5% (29)	614
Relig: All Christian	30% (357)	16% (191)	9% (110)	41% (488)	5% (56)	1201
Relig: All Non-Christian	38% (374)	19% (188)	10% (102)	25% (243)	8% (84)	990
Community: Urban	41% (222)	19% (105)	8% (42)	24% (130)	8% (46)	545
Community: Suburban	34% (338)	19% (184)	11% (107)	31% (304)	5% (54)	986
Community: Rural	26% (172)	13% (90)	10% (68)	45% (299)	6% (41)	670
Employ: Private Sector	37% (257)	19% (133)	10% (72)	30% (204)	3% (22)	688
Employ: Government	37% (59)	18% (29)	14% (21)	25% (40)	5% (9)	158
Employ: Self-Employed	40% (80)	19% (39)	9% (17)	28% (56)	4% (8)	200
Employ: Homemaker	28% (57)	16% (33)	13% (27)	36% (73)	7% (14)	203
Employ: Student	42% (49)	17% (20)	9% (11)	22% (26)	10% (12)	118
Employ: Retired	27% (130)	13% (63)	9% (42)	46% (221)	4% (21)	478
Employ: Unemployed	33% (65)	19% (38)	7% (14)	26% (51)	15% (30)	197
Employ: Other	22% (36)	16% (25)	9% (14)	38% (60)	15% (24)	160
Military HH: Yes	31% (124)	17% (69)	7% (27)	40% (158)	5% (20)	398
Military HH: No	34% (608)	17% (310)	11% (191)	32% (574)	7% (120)	1803
RD/WT: Right Direction	20% (186)	14% (134)	10% (98)	50% (476)	6% (52)	946
RD/WT: Wrong Track	44% (547)	20% (245)	10% (120)	20% (256)	7% (88)	1255

Continued on next page

Table TS7_8: How interested are you in watching Lettermans interviews with each of the following public figures?

Barack Obama

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	33% (732)	17% (379)	10% (217)	33% (732)	6% (140)	2201
Strongly Approve	15% (67)	7% (34)	10% (46)	66% (304)	1% (7)	457
Somewhat Approve	18% (88)	19% (92)	11% (53)	46% (223)	7% (32)	488
Somewhat Disapprove	33% (100)	26% (78)	14% (42)	23% (70)	4% (12)	302
Strongly Disapprove	56% (459)	18% (149)	8% (65)	12% (100)	5% (41)	814
Dont Know / No Opinion	13% (19)	18% (25)	8% (12)	26% (37)	34% (48)	140
#1 Issue: Economy	29% (192)	20% (131)	12% (78)	33% (219)	6% (39)	660
#1 Issue: Security	22% (88)	13% (53)	12% (47)	50% (201)	4% (16)	404
#1 Issue: Health Care	43% (171)	19% (77)	8% (32)	23% (91)	7% (27)	398
#1 Issue: Medicare / Social Security	32% (105)	15% (49)	6% (21)	39% (129)	7% (22)	326
#1 Issue: Women's Issues	52% (51)	14% (13)	10% (10)	18% (17)	6% (6)	98
#1 Issue: Education	46% (68)	15% (22)	9% (14)	19% (29)	11% (16)	149
#1 Issue: Energy	49% (40)	25% (20)	10% (9)	15% (12)	1% (1)	82
#1 Issue: Other	21% (18)	17% (14)	7% (6)	41% (35)	14% (12)	85
2016 Vote: Democrat Hillary Clinton	61% (425)	20% (137)	7% (49)	9% (60)	3% (24)	696
2016 Vote: Republican Donald Trump	15% (115)	12% (90)	10% (80)	59% (460)	4% (29)	773
2016 Vote: Someone else	30% (54)	16% (29)	14% (26)	33% (59)	7% (12)	180
2012 Vote: Barack Obama	55% (473)	21% (182)	8% (67)	13% (115)	3% (25)	862
2012 Vote: Mitt Romney	11% (62)	10% (54)	9% (53)	66% (372)	3% (20)	560
2012 Vote: Other	9% (7)	10% (9)	16% (14)	57% (49)	8% (7)	86
2012 Vote: Didn't Vote	27% (189)	20% (135)	12% (83)	28% (195)	13% (89)	690
4-Region: Northeast	39% (156)	17% (70)	10% (40)	29% (118)	4% (17)	402
4-Region: Midwest	30% (144)	18% (83)	11% (52)	35% (167)	6% (27)	474
4-Region: South	31% (254)	16% (130)	10% (78)	35% (285)	8% (69)	815
4-Region: West	35% (179)	19% (96)	9% (47)	32% (163)	5% (27)	511
Netflix Streaming User: Yes	40% (527)	18% (241)	10% (135)	27% (348)	4% (58)	1308
Netflix Streaming User: No	23% (206)	15% (138)	9% (82)	43% (384)	9% (82)	893
Streaming Account User: Yes	37% (599)	18% (292)	11% (177)	29% (461)	4% (71)	1600
Streaming Account User: No	22% (133)	14% (87)	7% (41)	45% (271)	11% (69)	601
Seen/heard/read Letterman's New Show: Yes	43% (508)	19% (231)	11% (128)	24% (284)	4% (43)	1194
Seen/heard/read Letterman's New Show: No	22% (224)	15% (148)	9% (89)	45% (448)	10% (97)	1007

Continued on next page

Table TS7_8: How interested are you in watching Lettermans interviews with each of the following public figures?*Barack Obama*

Demographic	Very interested	Somewhat interested	Not too interested	Not at all interested	Dont Know/No Opinion	Total N
Adults	33% (732)	17% (379)	10% (217)	33% (732)	6% (140)	2201
Watched Letterman: Always	64% (137)	14% (30)	9% (19)	11% (24)	2% (4)	214
Watched Letterman: Sometimes	42% (325)	22% (167)	10% (79)	24% (183)	3% (23)	777
Watched Letterman: Rarely	29% (187)	18% (114)	12% (73)	36% (228)	5% (33)	636
Watched Letteman: Never	14% (82)	12% (68)	8% (47)	52% (298)	14% (80)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS8: Which of the following public figures are you most interested in watching Letterman interview?

Demographic	George Clooney	Malala Yousafzai	Jay-Z	Tina Fey	Howard Stern	Barack Obama	Total N
Adults	19% (410)	6% (133)	7% (159)	12% (266)	14% (308)	42% (925)	2201
Gender: Male	15% (161)	5% (50)	9% (92)	12% (125)	18% (191)	42% (441)	1060
Gender: Female	22% (249)	7% (83)	6% (67)	12% (141)	10% (117)	42% (484)	1141
Age: 18-29	14% (66)	7% (33)	13% (62)	12% (56)	7% (34)	46% (217)	468
Age: 30-44	17% (94)	4% (25)	11% (61)	11% (65)	16% (91)	41% (231)	567
Age: 45-54	20% (75)	6% (21)	6% (21)	12% (45)	16% (61)	40% (146)	369
Age: 55-64	21% (86)	6% (23)	2% (6)	13% (51)	17% (70)	41% (164)	399
Age: 65+	22% (89)	8% (30)	2% (10)	12% (49)	13% (53)	42% (167)	398
PID: Dem (no lean)	11% (78)	4% (26)	8% (56)	6% (45)	5% (34)	67% (478)	716
PID: Ind (no lean)	18% (138)	7% (54)	7% (53)	13% (105)	15% (114)	41% (317)	782
PID: Rep (no lean)	28% (194)	7% (53)	7% (50)	16% (116)	23% (160)	19% (130)	703
PID/Gender: Dem Men	10% (34)	3% (10)	11% (37)	4% (15)	6% (20)	65% (212)	329
PID/Gender: Dem Women	11% (44)	4% (15)	5% (19)	8% (30)	3% (13)	69% (265)	387
PID/Gender: Ind Men	13% (48)	6% (23)	7% (27)	13% (47)	19% (71)	41% (151)	367
PID/Gender: Ind Women	22% (90)	8% (32)	6% (26)	14% (58)	10% (43)	40% (166)	415
PID/Gender: Rep Men	22% (78)	5% (17)	8% (28)	18% (64)	27% (99)	21% (78)	363
PID/Gender: Rep Women	34% (116)	11% (36)	6% (22)	15% (52)	18% (61)	15% (53)	340
Tea Party: Supporter	22% (130)	7% (41)	10% (59)	14% (83)	20% (115)	27% (157)	585
Tea Party: Not Supporter	17% (274)	6% (90)	6% (98)	11% (180)	12% (193)	48% (764)	1601
Ideo: Liberal (1-3)	10% (79)	6% (50)	9% (67)	8% (65)	7% (56)	59% (456)	774
Ideo: Moderate (4)	19% (84)	5% (20)	6% (25)	13% (55)	12% (52)	46% (198)	433
Ideo: Conservative (5-7)	27% (198)	8% (55)	5% (36)	15% (112)	22% (164)	23% (172)	737
Educ: < College	20% (310)	5% (73)	8% (133)	12% (190)	15% (230)	40% (631)	1567
Educ: Bachelors degree	15% (63)	9% (36)	3% (14)	13% (55)	13% (53)	47% (195)	416
Educ: Post-grad	17% (37)	11% (24)	6% (13)	9% (20)	11% (25)	45% (99)	219
Income: Under 50k	19% (255)	5% (68)	9% (112)	11% (147)	13% (172)	43% (558)	1314
Income: 50k-100k	17% (107)	6% (39)	6% (37)	14% (87)	16% (102)	41% (259)	632
Income: 100k+	19% (48)	10% (25)	4% (9)	12% (32)	13% (34)	42% (107)	256
Ethnicity: White	21% (365)	6% (113)	6% (104)	14% (241)	15% (268)	38% (659)	1750
Ethnicity: Hispanic	17% (57)	5% (18)	10% (33)	10% (34)	10% (34)	46% (153)	329

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Table TS8: Which of the following public figures are you most interested in watching Letterman interview?

Demographic	George Clooney	Malala Yousafzai	Jay-Z	Tina Fey	Howard Stern	Barack Obama	Total N
Adults	19% (410)	6% (133)	7% (159)	12% (266)	14% (308)	42% (925)	2201
Ethnicity: Afr. Am.	6% (17)	2% (7)	17% (45)	3% (8)	5% (14)	66% (178)	269
Ethnicity: Other	15% (28)	7% (13)	6% (11)	9% (17)	14% (26)	48% (88)	182
Relig: Protestant	23% (120)	7% (35)	4% (22)	15% (76)	14% (74)	37% (189)	516
Relig: Roman Catholic	21% (94)	8% (38)	6% (29)	12% (57)	14% (65)	38% (173)	456
Relig: Ath./Agn./None	12% (73)	6% (35)	10% (60)	12% (75)	14% (87)	48% (299)	630
Relig: Something Else	19% (70)	5% (17)	7% (27)	10% (38)	13% (48)	45% (162)	361
Relig: Jewish	22% (12)	7% (4)	4% (2)	5% (3)	12% (7)	51% (29)	58
Relig: Evangelical	25% (146)	5% (28)	7% (42)	12% (68)	12% (73)	39% (230)	586
Relig: Non-Evang. Catholics	20% (121)	8% (52)	5% (31)	14% (85)	16% (96)	37% (230)	614
Relig: All Christian	22% (267)	7% (79)	6% (73)	13% (153)	14% (169)	38% (460)	1201
Relig: All Non-Christian	14% (143)	5% (51)	9% (87)	11% (113)	14% (136)	47% (461)	990
Community: Urban	15% (84)	5% (29)	9% (52)	9% (46)	12% (65)	49% (268)	545
Community: Suburban	20% (192)	7% (66)	6% (55)	12% (123)	14% (139)	42% (411)	986
Community: Rural	20% (133)	6% (37)	8% (53)	14% (96)	16% (104)	37% (246)	670
Employ: Private Sector	16% (109)	5% (37)	6% (39)	13% (92)	15% (106)	44% (304)	688
Employ: Government	15% (23)	10% (15)	9% (14)	19% (29)	9% (14)	39% (61)	158
Employ: Self-Employed	20% (40)	7% (13)	9% (17)	10% (20)	15% (29)	41% (81)	200
Employ: Homemaker	29% (60)	4% (9)	9% (18)	14% (29)	11% (22)	33% (67)	203
Employ: Student	8% (9)	12% (15)	12% (14)	15% (18)	7% (8)	46% (54)	118
Employ: Retired	22% (107)	7% (33)	3% (16)	10% (49)	15% (70)	43% (204)	478
Employ: Unemployed	17% (33)	2% (5)	12% (23)	8% (15)	16% (31)	45% (89)	197
Employ: Other	18% (29)	4% (7)	11% (17)	9% (14)	17% (28)	41% (65)	160
Military HH: Yes	21% (85)	7% (29)	6% (23)	12% (49)	13% (53)	40% (159)	398
Military HH: No	18% (325)	6% (104)	8% (136)	12% (217)	14% (255)	42% (766)	1803
RD/WT: Right Direction	26% (246)	7% (65)	9% (85)	14% (135)	22% (212)	22% (203)	946
RD/WT: Wrong Track	13% (165)	5% (68)	6% (75)	10% (130)	8% (96)	57% (722)	1255
Strongly Approve	28% (127)	8% (38)	8% (38)	14% (65)	29% (134)	12% (55)	457
Somewhat Approve	30% (146)	6% (27)	8% (39)	17% (83)	15% (72)	25% (120)	488
Somewhat Disapprove	19% (57)	6% (19)	7% (21)	11% (35)	12% (38)	44% (133)	302
Strongly Disapprove	5% (44)	6% (46)	6% (46)	8% (65)	6% (47)	70% (567)	814
Dont Know / No Opinion	27% (38)	2% (3)	11% (15)	12% (17)	12% (17)	36% (50)	140

Continued on next page

Table TS8: Which of the following public figures are you most interested in watching Letterman interview?

Demographic	George Clooney	Malala Yousafzai	Jay-Z	Tina Fey	Howard Stern	Barack Obama	Total N
Adults	19% (410)	6% (133)	7% (159)	12% (266)	14% (308)	42% (925)	2201
#1 Issue: Economy	17% (112)	5% (33)	9% (57)	13% (84)	17% (113)	40% (261)	660
#1 Issue: Security	25% (99)	8% (31)	5% (19)	15% (59)	20% (81)	29% (116)	404
#1 Issue: Health Care	12% (49)	6% (22)	6% (25)	12% (49)	10% (41)	53% (212)	398
#1 Issue: Medicare / Social Security	26% (86)	4% (14)	5% (16)	9% (29)	12% (38)	44% (143)	326
#1 Issue: Women's Issues	15% (15)	11% (11)	10% (10)	12% (12)	4% (4)	47% (46)	98
#1 Issue: Education	17% (25)	7% (10)	14% (20)	13% (19)	7% (10)	44% (65)	149
#1 Issue: Energy	8% (6)	8% (7)	5% (4)	10% (8)	9% (8)	59% (48)	82
#1 Issue: Other	21% (18)	7% (6)	9% (8)	6% (5)	17% (14)	40% (34)	85
2016 Vote: Democrat Hillary Clinton	7% (49)	4% (30)	5% (31)	7% (50)	4% (29)	73% (507)	696
2016 Vote: Republican Donald Trump	29% (223)	8% (59)	6% (46)	18% (137)	24% (182)	16% (126)	773
2016 Vote: Someone else	13% (23)	7% (12)	10% (19)	14% (26)	17% (31)	39% (70)	180
2012 Vote: Barack Obama	9% (78)	4% (33)	6% (52)	8% (70)	7% (64)	66% (566)	862
2012 Vote: Mitt Romney	32% (177)	10% (57)	5% (29)	16% (92)	24% (132)	13% (73)	560
2012 Vote: Other	24% (21)	4% (4)	6% (5)	17% (15)	29% (25)	18% (16)	86
2012 Vote: Didn't Vote	19% (134)	6% (39)	11% (74)	13% (89)	12% (86)	39% (268)	690
4-Region: Northeast	15% (61)	6% (24)	7% (29)	10% (39)	19% (75)	43% (174)	402
4-Region: Midwest	17% (81)	4% (21)	8% (38)	16% (75)	14% (66)	41% (192)	474
4-Region: South	22% (177)	5% (41)	8% (69)	11% (86)	12% (100)	42% (342)	815
4-Region: West	18% (91)	9% (46)	4% (23)	13% (66)	13% (67)	43% (218)	511
Netflix Streaming User: Yes	16% (203)	6% (73)	8% (109)	11% (141)	15% (198)	45% (584)	1308
Netflix Streaming User: No	23% (207)	7% (60)	6% (50)	14% (125)	12% (110)	38% (341)	893
Streaming Account User User: Yes	17% (272)	6% (93)	9% (137)	12% (185)	14% (230)	43% (683)	1600
Streaming Account User: No	23% (138)	7% (40)	4% (23)	13% (80)	13% (77)	40% (242)	601
Seen/heard/read Letterman's New Show: Yes	16% (191)	6% (70)	9% (109)	11% (130)	14% (163)	44% (530)	1194
Seen/heard/read Letterman's New Show: No	22% (219)	6% (63)	5% (50)	13% (136)	14% (145)	39% (395)	1007
Watched Letterman: Always	19% (41)	4% (8)	14% (29)	9% (20)	13% (27)	42% (90)	214
Watched Letterman: Sometimes	16% (122)	5% (42)	4% (34)	11% (84)	15% (114)	49% (380)	777
Watched Letterman: Rarely	19% (124)	5% (31)	7% (47)	14% (92)	14% (87)	40% (255)	636
Watched Letterman: Never	21% (124)	9% (51)	9% (50)	12% (70)	14% (80)	35% (200)	575

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table TS9: Does David Lettermans Netflix talk show series make you more or less likely to purchase a Netflix subscription?

Demographic	Much more likely	Somewhat more likely	No more nor less likely	Somewhat less likely	Much less likely	Don't Know/No Opinion	Total N
Adults	3% (28)	6% (58)	49% (437)	3% (28)	17% (152)	21% (191)	893
Gender: Male	6% (24)	7% (30)	48% (204)	3% (13)	17% (71)	19% (81)	421
Gender: Female	1% (4)	6% (28)	50% (234)	3% (15)	17% (81)	23% (110)	472
Age: 18-29	14% (14)	7% (7)	32% (31)	8% (8)	5% (4)	35% (34)	99
Age: 30-44	6% (9)	8% (12)	44% (63)	5% (8)	11% (16)	26% (37)	145
Age: 45-54	3% (4)	8% (13)	46% (69)	1% (2)	16% (25)	25% (38)	150
Age: 55-64	1% (2)	7% (16)	57% (134)	2% (5)	16% (37)	18% (42)	236
Age: 65+	— (0)	4% (11)	53% (140)	2% (5)	26% (69)	15% (40)	263
PID: Dem (no lean)	4% (10)	10% (27)	50% (134)	4% (10)	7% (19)	26% (70)	270
PID: Ind (no lean)	1% (3)	6% (18)	49% (147)	3% (10)	19% (58)	22% (67)	302
PID: Rep (no lean)	5% (15)	4% (12)	49% (156)	2% (8)	23% (75)	17% (54)	320
PID/Gender: Dem Men	8% (10)	12% (15)	45% (56)	4% (5)	5% (6)	26% (32)	123
PID/Gender: Dem Women	— (0)	8% (12)	53% (79)	3% (5)	9% (13)	26% (38)	147
PID/Gender: Ind Men	2% (3)	4% (5)	52% (75)	3% (5)	19% (28)	20% (29)	145
PID/Gender: Ind Women	— (0)	8% (13)	46% (72)	3% (5)	19% (30)	24% (38)	158
PID/Gender: Rep Men	7% (11)	7% (10)	47% (73)	2% (3)	24% (37)	13% (20)	154
PID/Gender: Rep Women	3% (4)	1% (2)	50% (83)	3% (5)	23% (38)	21% (34)	167
Tea Party: Supporter	6% (13)	8% (18)	39% (85)	5% (11)	24% (53)	17% (37)	218
Tea Party: Not Supporter	2% (14)	6% (40)	52% (347)	2% (16)	15% (98)	23% (151)	667
Ideo: Liberal (1-3)	10% (23)	13% (32)	48% (114)	4% (10)	7% (17)	17% (41)	236
Ideo: Moderate (4)	1% (1)	6% (11)	57% (110)	3% (6)	13% (26)	20% (40)	194
Ideo: Conservative (5-7)	1% (3)	4% (13)	50% (177)	3% (10)	26% (92)	17% (62)	357
Educ: < College	3% (19)	6% (38)	45% (292)	3% (21)	18% (116)	25% (164)	650
Educ: Bachelors degree	2% (4)	6% (10)	63% (98)	3% (5)	15% (24)	10% (16)	157
Educ: Post-grad	6% (5)	11% (10)	54% (46)	1% (1)	14% (12)	13% (11)	86
Income: Under 50k	4% (21)	6% (33)	46% (271)	3% (18)	16% (94)	25% (147)	585
Income: 50k-100k	2% (4)	7% (15)	50% (110)	4% (8)	23% (50)	14% (32)	219
Income: 100k+	3% (3)	10% (9)	63% (56)	1% (1)	9% (8)	14% (12)	89
Ethnicity: White	2% (18)	6% (47)	52% (382)	3% (20)	18% (131)	19% (142)	741

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Table TS9: Does David Lettermans Netflix talk show series make you more or less likely to purchase a Netflix subscription?

Demographic	Much more likely		Somewhat more likely		No more nor less likely		Somewhat less likely		Much less likely		Dont Know/No Opinion		Total N
Adults	3%	(28)	6%	(58)	49%	(437)	3%	(28)	17%	(152)	21%	(191)	893
Ethnicity: Hispanic	14%	(13)	5%	(5)	35%	(31)	9%	(8)	11%	(10)	25%	(22)	88
Ethnicity: Afr. Am.	9%	(8)	7%	(7)	36%	(34)	4%	(4)	14%	(13)	31%	(29)	95
Ethnicity: Other	3%	(2)	7%	(4)	37%	(21)	7%	(4)	13%	(7)	34%	(19)	57
Relig: Protestant	4%	(9)	7%	(17)	52%	(130)	1%	(3)	22%	(56)	14%	(34)	250
Relig: Roman Catholic	6%	(10)	7%	(12)	46%	(84)	4%	(8)	18%	(33)	18%	(33)	181
Relig: Ath./Agn./None	1%	(3)	6%	(13)	53%	(121)	3%	(7)	8%	(17)	29%	(66)	228
Relig: Something Else	3%	(4)	6%	(9)	53%	(73)	4%	(6)	14%	(19)	20%	(28)	139
Relig: Evangelical	3%	(7)	8%	(20)	40%	(101)	2%	(6)	27%	(69)	19%	(49)	251
Relig: Non-Evang. Catholics	5%	(13)	6%	(16)	52%	(141)	3%	(9)	16%	(44)	18%	(49)	272
Relig: All Christian	4%	(20)	7%	(36)	46%	(242)	3%	(15)	21%	(112)	19%	(97)	523
Relig: All Non-Christian	2%	(7)	6%	(22)	53%	(195)	4%	(13)	10%	(36)	26%	(94)	367
Community: Urban	1%	(3)	6%	(13)	46%	(92)	5%	(9)	16%	(32)	26%	(52)	200
Community: Suburban	3%	(12)	8%	(33)	50%	(198)	2%	(8)	17%	(68)	19%	(75)	394
Community: Rural	4%	(13)	4%	(12)	49%	(147)	3%	(10)	17%	(52)	21%	(64)	299
Employ: Private Sector	3%	(7)	9%	(19)	57%	(123)	3%	(7)	12%	(25)	17%	(36)	218
Employ: Self-Employed	7%	(4)	10%	(6)	55%	(36)	5%	(3)	8%	(5)	16%	(10)	65
Employ: Homemaker	3%	(2)	6%	(4)	42%	(31)	7%	(5)	18%	(13)	24%	(17)	73
Employ: Retired	2%	(6)	4%	(12)	52%	(159)	3%	(8)	24%	(73)	15%	(47)	304
Employ: Unemployed	—	(0)	9%	(8)	38%	(34)	2%	(2)	10%	(10)	41%	(38)	91
Employ: Other	1%	(1)	6%	(4)	41%	(29)	—	(0)	20%	(14)	32%	(22)	69
Military HH: Yes	5%	(8)	5%	(9)	48%	(83)	4%	(8)	22%	(39)	15%	(26)	173
Military HH: No	3%	(19)	7%	(48)	49%	(354)	3%	(20)	16%	(113)	23%	(165)	720
RD/WT: Right Direction	5%	(19)	5%	(20)	45%	(182)	2%	(9)	24%	(98)	19%	(77)	406
RD/WT: Wrong Track	2%	(9)	8%	(37)	52%	(255)	4%	(19)	11%	(53)	23%	(113)	487
Strongly Approve	6%	(12)	3%	(6)	39%	(79)	4%	(9)	33%	(68)	16%	(32)	204
Somewhat Approve	4%	(8)	5%	(11)	54%	(112)	4%	(9)	19%	(39)	14%	(29)	208
Somewhat Disapprove	2%	(2)	14%	(17)	51%	(62)	5%	(6)	13%	(16)	16%	(20)	123
Strongly Disapprove	2%	(6)	7%	(20)	56%	(167)	1%	(4)	8%	(24)	26%	(76)	297
Dont Know / No Opinion	—	(0)	7%	(4)	27%	(16)	2%	(1)	8%	(5)	56%	(34)	61

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Table TS9: Does David Lettermans Netflix talk show series make you more or less likely to purchase a Netflix subscription?

Demographic	Much more likely		Somewhat more likely		No more nor less likely		Somewhat less likely		Much less likely		Dont Know/No Opinion		Total N
Adults	3%	(28)	6%	(58)	49%	(437)	3%	(28)	17%	(152)	21%	(191)	893
#1 Issue: Economy	4%	(8)	8%	(18)	51%	(122)	1%	(2)	16%	(39)	21%	(50)	239
#1 Issue: Security	2%	(3)	6%	(12)	44%	(84)	5%	(9)	22%	(42)	21%	(40)	189
#1 Issue: Health Care	6%	(10)	9%	(14)	48%	(75)	4%	(6)	9%	(14)	24%	(37)	156
#1 Issue: Medicare / Social Security	3%	(5)	4%	(7)	52%	(96)	3%	(5)	22%	(41)	16%	(30)	185
2016 Vote: Democrat Hillary Clinton	5%	(13)	12%	(29)	55%	(140)	3%	(7)	5%	(12)	21%	(54)	255
2016 Vote: Republican Donald Trump	2%	(8)	3%	(10)	47%	(176)	3%	(11)	30%	(110)	15%	(56)	371
2016 Vote: Someone else	4%	(3)	2%	(2)	60%	(43)	—	(0)	16%	(12)	18%	(13)	72
2012 Vote: Barack Obama	4%	(12)	10%	(32)	58%	(192)	4%	(12)	8%	(25)	17%	(58)	330
2012 Vote: Mitt Romney	2%	(4)	4%	(10)	48%	(133)	2%	(7)	31%	(86)	14%	(38)	278
2012 Vote: Didn't Vote	5%	(12)	7%	(16)	39%	(94)	4%	(9)	11%	(28)	35%	(85)	243
4-Region: Northeast	3%	(5)	7%	(10)	50%	(74)	6%	(8)	16%	(25)	19%	(28)	150
4-Region: Midwest	2%	(5)	5%	(10)	55%	(117)	2%	(5)	17%	(36)	19%	(40)	213
4-Region: South	2%	(8)	5%	(17)	46%	(151)	2%	(8)	19%	(60)	25%	(81)	325
4-Region: West	5%	(10)	10%	(21)	46%	(95)	3%	(7)	15%	(31)	20%	(42)	205
Netflix Streaming User: No	3%	(28)	6%	(58)	49%	(437)	3%	(28)	17%	(152)	21%	(191)	893
Streaming Account User User: Yes	9%	(25)	12%	(34)	44%	(127)	5%	(15)	12%	(34)	19%	(56)	292
Streaming Account User: No	—	(3)	4%	(24)	52%	(310)	2%	(13)	19%	(117)	22%	(135)	601
Seen/heard/read Letterman's New Show: Yes	6%	(27)	11%	(46)	49%	(202)	4%	(15)	15%	(61)	14%	(59)	410
Seen/heard/read Letterman's New Show: No	—	(1)	2%	(12)	49%	(235)	3%	(13)	19%	(90)	27%	(132)	483
Watched Letterman: Always	29%	(19)	19%	(13)	30%	(20)	6%	(4)	9%	(6)	7%	(5)	67
Watched Letterman: Sometimes	3%	(8)	11%	(31)	55%	(162)	3%	(9)	12%	(36)	16%	(47)	293
Watched Letterman: Rarely	—	(0)	4%	(10)	55%	(145)	2%	(6)	17%	(44)	22%	(59)	263
Watched Letterman: Never	—	(1)	2%	(4)	41%	(111)	3%	(9)	24%	(66)	30%	(81)	271

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	468	21%
	Age: 30-44	567	26%
	Age: 45-54	369	17%
	Age: 55-64	399	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	716	33%
	PID: Ind (no lean)	782	36%
	PID: Rep (no lean)	703	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	329	15%
	PID/Gender: Dem Women	387	18%
	PID/Gender: Ind Men	367	17%
	PID/Gender: Ind Women	415	19%
	PID/Gender: Rep Men	363	17%
	PID/Gender: Rep Women	340	15%
	N	2201	
xdemTea	Tea Party: Supporter	585	27%
	Tea Party: Not Supporter	1601	73%
	N	2186	
xdemIdeo3	Ideo: Liberal (1-3)	774	35%
	Ideo: Moderate (4)	433	20%
	Ideo: Conservative (5-7)	737	33%
	N	1943	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1314	60%
	Income: 50k-100k	632	29%
	Income: 100k+	256	12%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	516	23%
	Relig: Roman Catholic	456	21%
	Relig: Ath./Agn./None	630	29%
	Relig: Something Else	361	16%
	N	1962	
xreligion1	Relig: Jewish	58	3%
xreligion2	Relig: Evangelical	586	27%
	Relig: Non-Evang. Catholics	614	28%
	N	1201	
xreligion3	Relig: All Christian	1201	55%
	Relig: All Non-Christian	990	45%
	N	2191	
xdemUsr	Community: Urban	545	25%
	Community: Suburban	986	45%
	Community: Rural	670	30%
	N	2201	
xdemEmploy	Employ: Private Sector	688	31%
	Employ: Government	158	7%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	203	9%
	Employ: Student	118	5%
	Employ: Retired	478	22%
	Employ: Unemployed	197	9%
	Employ: Other	160	7%
	N	2201	
xdemMilHH1	Military HH: Yes	398	18%
	Military HH: No	1803	82%
	N	2201	
xnr1	RD/WT: Right Direction	946	43%
	RD/WT: Wrong Track	1255	57%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	457	21%
	Somewhat Approve	488	22%
	Somewhat Disapprove	302	14%
	Strongly Disapprove	814	37%
	Dont Know / No Opinion	140	6%
	N	2201	
xnr3	#1 Issue: Economy	660	30%
	#1 Issue: Security	404	18%
	#1 Issue: Health Care	398	18%
	#1 Issue: Medicare / Social Security	326	15%
	#1 Issue: Women's Issues	98	4%
	#1 Issue: Education	149	7%
	#1 Issue: Energy	82	4%
	#1 Issue: Other	85	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	696	32%
	2016 Vote: Republican Donald Trump	773	35%
	2016 Vote: Someone else	180	8%
	N	1649	
xsubVote12O	2012 Vote: Barack Obama	862	39%
	2012 Vote: Mitt Romney	560	25%
	2012 Vote: Other	86	4%
	2012 Vote: Didn't Vote	690	31%
	N	2198	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
xdemTS1	Netflix Streaming User: Yes	1308	59%
	Netflix Streaming User: No	893	41%
	N	2201	
xdemTS2	Streaming Account User User: Yes	1600	73%
	Streaming Account User: No	601	27%
	N	2201	
xdemTS3	Seen/heard/read Letterman's New Show: Yes	1194	54%
	Seen/heard/read Letterman's New Show: No	1007	46%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemTS4	Watched Letterman: Always	214	10%
	Watched Letterman: Sometimes	777	35%
	Watched Letterman: Rarely	636	29%
	Watched Letteman: Never	575	26%
	<i>N</i>	2201	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

