

For Second Year, Mark Harmon is America's Favorite TV Star

Ellen moves up to number two and Jon Stewart is number three

New York, N.Y. — January 18, 2012 — *NCIS* is one of the top ten most watched shows for the 2010-2011 season and it's consistently in the top ten each week so far this year. And, again this year, its star Mark Harmon, and his piercing blue eyes, is America's Favorite TV Star. In many media markets she moved into Oprah's timeslot and she also moves into the spot Oprah occupied last year as Ellen DeGeneres moves from the number seven spot to number two. It's another election year, so *The Daily Show* becomes must see television again and Jon Stewart moves from a tie for number 5 to number three on the America's Favorite TV Star list.

These are some of the results of [The Harris Poll](#)® of 2,237 adults surveyed online between December 5 and 12, 2011 by [Harris Interactive](#)®.

A Full House of TV Personalities

Rounding out the top five are two talk show hosts – Fox News host Bill O'Reilly is number 4, up from number 8 last year and after a one year absence, Jay Leno is back on the list at number five. The next two on the list have had an "interesting" relationship since one hosted the Oscars in 2005. At number six, up from number nine, is late night talk show host David Letterman and at number seven, down from a tie for number two, is former daytime host, Oprah Winfrey. Dr. *House* or Hugh Laurie, who was tied with Oprah for the number two spot, is now at number eight.

Debuting on the list at the square root of 81 spot, or rather number 9, is *The Big Bang Theory's* slightly annoying physicist, Dr. Sheldon Cooper or rather Jim Parsons. Finishing off the top ten is a returnee to the list, also appropriate for an election year where he is polling higher than some actual candidates in South Carolina, *The Colbert Report's* Stephen Colbert.

Two and a Half Men no more

Since three people moved back to the list this means three television personalities moved off the list. Last year he debuted his new show on TBS, but that didn't manage to keep Conan O'Brien from dropping from number 4 to out of the top ten. Two others left their respective television shows and dropped off the top ten. Steve Carrell left *The Office* as Michael Scott moved on from Scranton. Charlie Sheen may have been "winning" in real life, but he was killed off of his show after a few issues with the creator and producers.

Numb3rs

There are different number ones for different groups. Men say Bill O'Reilly is their favorite, while for women it is Ellen DeGeneres. Generations also have their favorites. Echo Boomers (those aged 18-34) say Ellen is their favorite, while for Baby Boomers (aged 47-65) and Matures (aged 66 and older) Mark Harmon is their favorite. Now, when it comes to Gen Xers (aged 35-46), there is a joke about gathering a group of folks this age together and seeing how long it takes them to start discussing television shows (Remember that one *Love Boat* when Charo was a guest star and made life difficult for Captain Stubing?). Since there is always a kernel of truth to

many jokes, maybe that is why four stars tie for their favorite – Mark Harmon, Ellen DeGeneres, David Letterman and Oprah Winfrey.

There are definitely some partisan differences. Bill O’Reilly is the favorite for Conservatives but for Republicans it is Mark Harmon. For Independents and Moderates, Mark Harmon is number one. Democrats and Liberals also have the same favorite – Ellen DeGeneres.

Each region also has their favorite. For the East it is Jon Stewart, while Midwesterners and Westerners say Ellen DeGeneres is their favorite. Mark Harmon is tops for Southerners.

TABLE 1
FAVORITE TV PERSONALITY
"Who is your favorite TV personality?"

Base: All adults

	1993	1994	1995	1996	1997	1998	1999
Mark Harmon	*	*	*	*	*	*	*
Ellen DeGeneres	*	*	*	*	*	*	*
Jon Stewart	*	*	*	*	*	*	*
Bill O’Reilly	*	*	*	*	*	*	*
Jay Leno	*	8	10	=10	8	=6	*
David Letterman	6	6	4	5	7	*	*
Oprah Winfrey	2	2	3	3	3	1	2
Hugh Laurie	*	*	*	*	*	*	*
Jim Parsons	*	*	*	*	*	*	*
Stephen Colbert	*	*	*	*	*	*	*

"=" means there was a tie for that position

TABLE 1 (continued)
FAVORITE TV PERSONALITY
"Who is your favorite TV personality?"

Base: All adults

	2000	2001	2002*	2003	2004	2005	2006	2007	2008	2009	2010	2011
Mark Harmon	*	*	*	*	*	*	*	*	=9	8	1	1
Ellen DeGeneres	*	*	*	=10	7	6	=8	1	3	=4	7	2
Jon Stewart	*	*	*	=6	=2	2	2	5	6	6	=5	3
Bill O’Reilly	*	7	5	3	8	=4	3	8	*	10	8	4
Jay Leno	=7	6	9	9	5	=4	6	3	1	3	*	5
David Letterman	6	4	3	2	=2	3	5	=6	5	9	9	6
Oprah Winfrey	1	3	1	1	1	1	1	2	4	1	=2	7
Hugh Laurie	*	*	*	*	*	*	4	4	2	=4	=2	8
Jim Parsons	*	*	*	*	*	*	*	*	*	*	*	9
Stephen Colbert	*	*	*	*	*	*	*	=6	=9	*	*	10

* The 2002 survey was conducted in January 2003.

"=" means there was a tie for that position

DROPPED OFF OF LIST IN 2010

Conan O’Brien (was No. 4), Charlie Sheen (was tied for #5) and Steve Carrell (was No. 10)

**TABLE 2
FAVORITE TV PERSONALITY AMONG DIFFERENT GROUPS**

AMONG:	2011
Men	Bill O'Reilly
Women	Ellen DeGeneres
Echo Boomers (18-34)	Ellen DeGeneres
Gen X (35-46)	Mark Harmon/Ellen DeGeneres/ David Letterman/Oprah Winfrey
Baby Boomers (47-65)	Mark Harmon
Matures (66+)	Mark Harmon
Republicans	Mark Harmon
Democrats	Ellen DeGeneres
Independents	Mark Harmon
Conservatives	Bill O'Reilly
Moderates	Mark Harmon
Liberals	Ellen DeGeneres
Household with children	Ellen DeGeneres
Household without children	Mark Harmon
East	Jon Stewart
Midwest	Ellen DeGeneres
South	Mark Harmon
West	Ellen DeGeneres
High School or less	Ellen DeGeneres
Some College	Mark Harmon
College Graduate	Jon Stewart
Post Graduate	Mark Harmon

Methodology

This Harris Poll was conducted online within the United States December 5 and 12, 2011 among 2,237 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

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The Harris Poll® #7, January 18, 2012

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