

Blue Entertainment & Leisure Preferences

- prefer news online, use Wikipedia
- web surfing = favorite leisure activity
- they blog and socialize online
- prefer Facebook to MySpace
- prefer NBC and MSNBC for TV news
- Keith Olbermann fans
- Trivial Pursuit
- *Wii Sports, Zelda, Guitar Hero and Super Mario Kart*
- *The Dark Knight and Iron Man*
- *60 Minutes, Simpsons, House, Sunday Night Football, CSI, L&O:SVU, Family Guy*
- dislike reality programming
- prefer *The Daily Show*
- like music concerts and the theater
- often enjoy foreign entertainment
- don't think celebrity endorsements affect them (78%) but 64% admit they pay attention to them
- believe celebrities are not well-informed