

# Purple Entertainment & Leisure Preferences

- prefer local paper for news
- get their news online, but they are more likely than any other group to use the Web for info about celebrities, TV shows, movies, games, music, fashion, shopping, books, relationships and sports
- prefer MySpace to Facebook
- Tom Brokaw is popular and most influential
- watching TV is their favorite leisure-time activity
- *Law & Order: SVU, 60 Minutes and CSI*
- like reality programming; *American Idol*
- prefer Letterman and Leno
- not fans of foreign entertainment
- love the *Wii, Super Mario Kart and Dance Dance Revolution*
- Scrabble

Source: USC Norman Lear Center / Zogby survey of likely voters, August 2008