

Red Entertainment & Leisure Preferences

- love sports (football, golf, auto racing)
- favor cable TV news and talk radio
- prefer Leno
- least interested in foreign entertainment and any entertainment that doesn't reflect their values
- prefer Monopoly
- relative to other celebrities, they believe Chuck Norris, Ted Nugent, Tom Selleck and Pat Boone are well-informed
- *House* and *CSI* (favorite scripted series)
- saw *Indiana Jones* and *The Dark Knight*
- like to read and spend time with family and friends.

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