

THR Poll: What Viewers Think About *American Idol*

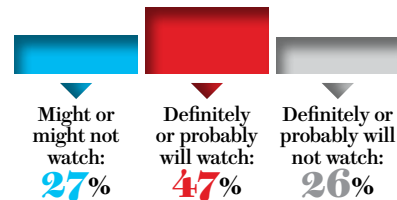
SIMON WHO? DESPITE THE EXIT OF THE SHOW'S STAR JUDGE, VIEWERS ARE EXCITED ABOUT THE SWEEPING CHANGES AT *IDOL*. Those are the findings of an exclusive *Hollywood Reporter*/Penn Schoen Berland poll, which surveyed 750 current and lapsed *Idol* viewers from Dec. 21-23. "They believe J.Lo and Steven Tyler take the show in a positive new direction," pollster Jon Penn says. "The new *Idol* is cooler and less predictable."



6 IN 10

IDOL VIEWERS FEEL THE SHAKE-UP IS A POSITIVE CHANGE THAT TAKES THE SHOW IN A NEW DIRECTION.

How likely are you to watch the upcoming season of *American Idol*, knowing that the judges will be Randy Jackson, Jennifer Lopez and Steven Tyler and that Ryan Seacrest will be the host?

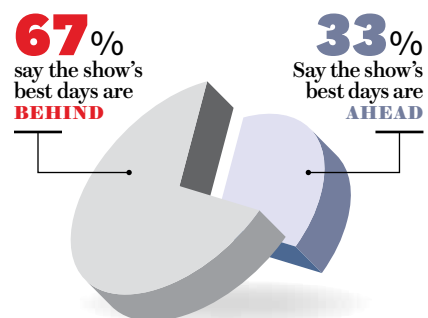


THE NEW SEASON: WHAT VIEWERS EXPECT

Compared with past seasons, certain attributes show big changes.

- 'Unpredictable' +17%
- 'Getting better' +16%
- 'Cool' +10%
- 'Has the harshest judges' -23%
- 'Outdated' -5%

Are *Idol*'s best days ahead of it or behind it?



THE NEW JUDGES: FIRST IMPRESSIONS

Respondents were asked to say a word they associate with each judge. The bigger the word, the more people said it.



Steven Tyler

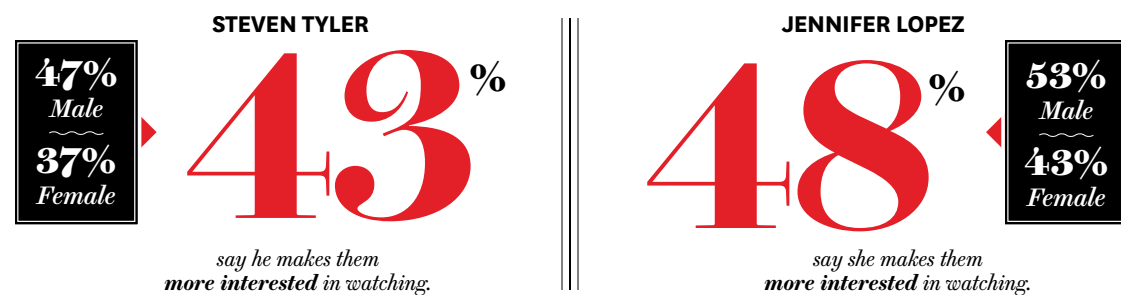
wild ok rocker
crazy old icon good
nice loud boring aeromsmith
cool awesome ugly
talented edgy
druggy



Jennifer Lopez

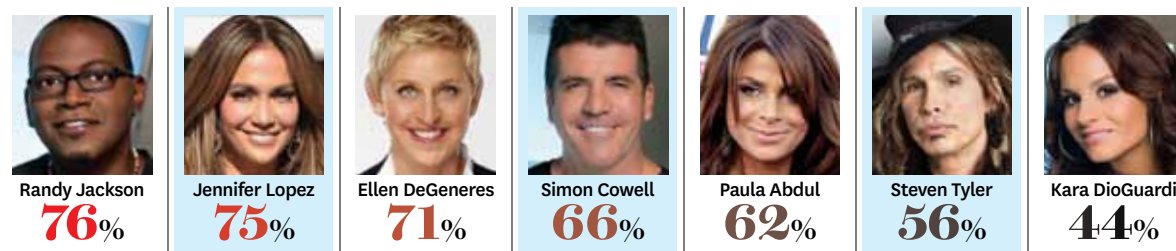
ok interesting hot old actress
pretty boring awesome
cool charming diva singer
attractive talent beautiful
iconic sexy good annoying
nice good

How do Tyler and Lopez impact your interest in watching *American Idol*?



JUDGING THE JUDGES: HOW THEY STACK UP

Percentage of viewers who said they have a favorable impression of each judge. Randy is their favorite, but J.Lo also scores high.



BUT DO THEY HAVE THE AUTHORITY TO JUDGE MUSICAL TALENT?



RANDY IS THEIR DAWG

Asked which word they associate with Jackson, more viewers said his catchphrase



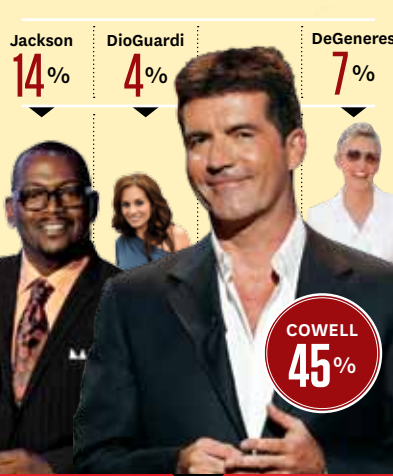
honest dawg boring
good ok smart fun knowledgable
nice cool awesome
chill black funny old
annoying trustworthy



1 IN 5

YOUNG VIEWERS SAY RANDY WAS THE MOST INFLUENTIAL JUDGE LAST SEASON—DOUBLE THE AMOUNT OF THOSE OVER 25.

LAST SEASON, WHICH OF THE JUDGES INFLUENCED YOUR VOTING THE MOST?



ADDITIONALLY ...

4 IN 10 "hardcore fans" say Ellen leaving makes them more likely to watch. Hardcore fans will miss Kara, but they are the only ones.

CLOCKWISE FROM TYLER: BRAD BARRETT/GETTY IMAGES; ARMANDO GALLO/REX USA; MICHAEL BECKER/FOX; TONY DURAN/FOX; ALBERTO E. RODRIGUEZ/GETTY IMAGES; MICHAEL BECKER/FOX (2); JASON WERRITT/GETTY IMAGES; MICHAEL BECKER/FOX.

CLOCKWISE FROM JACKSON: JEMAL COUNTESS/GETTY IMAGES; FOX; KEVIN WINTER/GETTY IMAGES; RICK DIAMOND/GETTY IMAGES; KEVIN WINTER/GETTY IMAGES.

THE NON-VOTERS

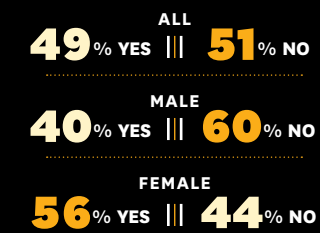
- 55% Male
- 67% Under 25
- 46% Married
- 21% Republican
- 57% Attended at least some college
- 32% Listen to hip-hop/rap
- 28% From the West

1 IN 2 PEOPLE WHO WATCH *AMERICAN IDOL* VOTE.

THE VOTERS

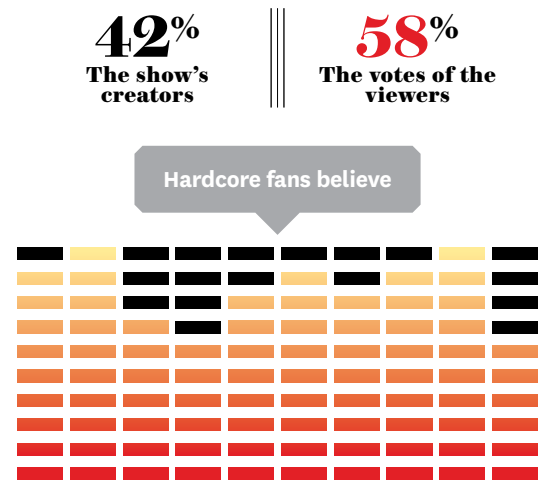
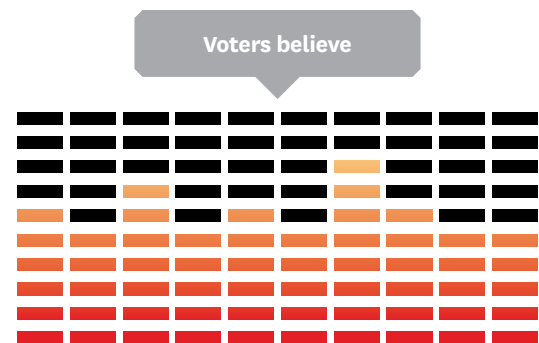
- 61% Female
- 74% Over 25
- 51% Married
- 34% Republican
- 70% Attended at least some college
- 46% Listen to Top 40/pop
- 33% From the South

HAVE YOU EVER VOTED FOR A CONTESTANT ON AMERICAN IDOL?



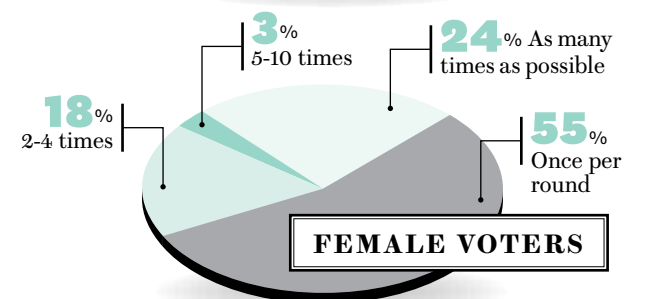
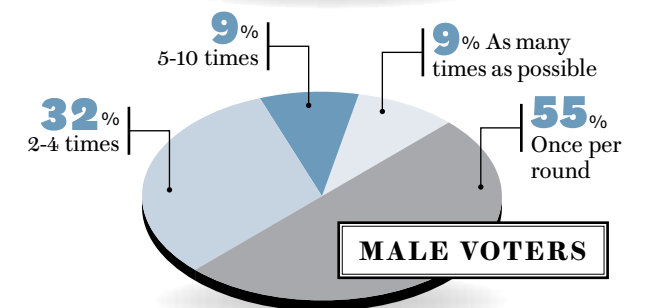
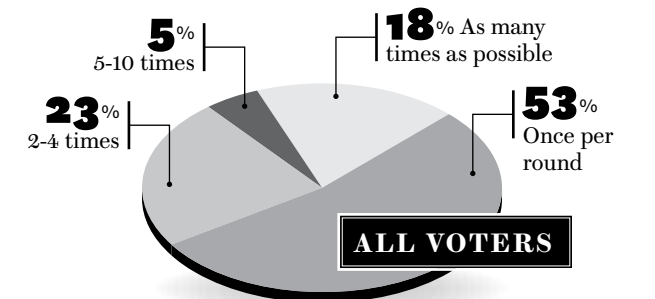
Who do you think determines the results?

While 8 in 10 hardcore fans believe that voting outcomes are determined by viewers, more than 4 in 10 voters think the results are influenced by the show's producers.



HOW MANY TIMES DO YOU TYPICALLY VOTE EACH ROUND?

Women are far more likely to vote "as many times as possible."



4 IN 10 VOTERS UNDER 25

fear that voting will lead to charges on their phone bill

WHY THE VIEWERS ARE WATCHING

Hardcore fans love discovering talent; lapsed viewers want to laugh.

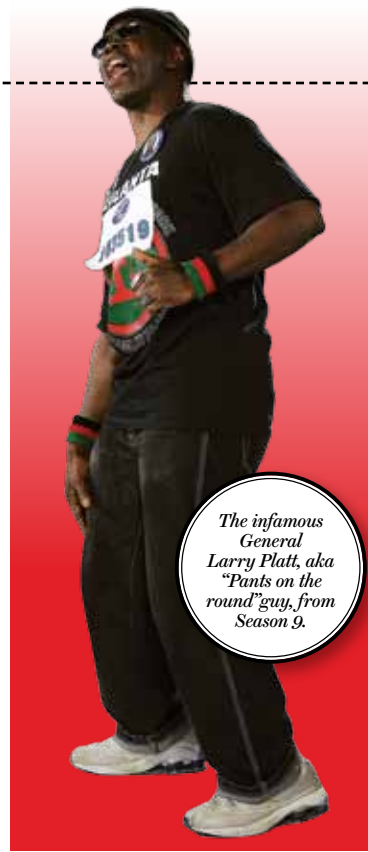
Would you say you watch *American Idol* more to see the new musical talent or the embarrassing "trainwreck" performances?

ALL | **HARDCORE FANS** | **LAPSED VIEWERS**

I watch it for the awesome new musical talent!



I watch it for the embarrassing "trainwreck" performances.



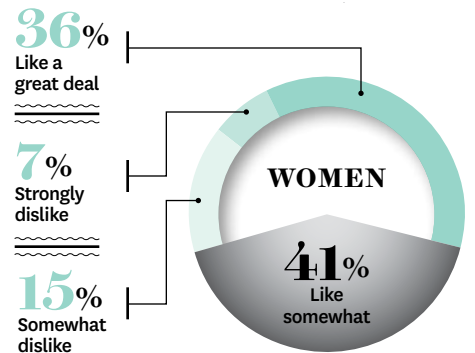
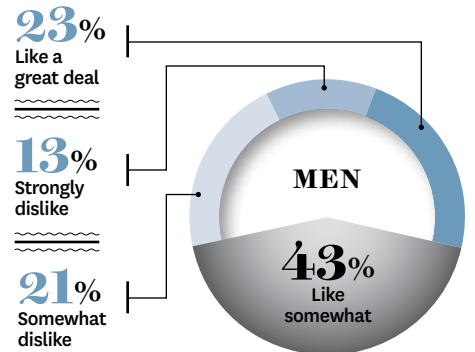
The infamous General Larry Platt, aka "Pants on the round" guy, from Season 9.



HOW MUCH DO YOU LIKE

Ryan Seacrest?

Almost twice as many men "strongly dislike" the host as women do.



8 IDEAS THAT COULD CHANGE AMERICAN IDOL

Producers are planning several tweaks to the format this season. Viewers were asked whether they support a series of changes, some of which are in the works and others are simply ideas that have been floated.

Ideas They Like	Ideas They Don't Like
<p>During a special show, contestants could have the opportunity to pick songs for their competitors to sing.</p> <p>62%</p>	<p>Contestants could live together in a house, and every week a pretaped segment could depict their offstage interactions.</p> <p>44%</p>
<p>Each of the Top 12 could be paired with his or her own special celebrity mentor for the final rounds.</p> <p>57%</p>	<p>The age limit on auditioning has been lowered to 15. Previously the cutoff was 16.</p> <p>36%</p>
<p>Each week, a fan could be chosen from <i>Idol</i>'s studio audience to serve as a wildcard judge.</p> <p>53%</p>	<p>The top contestants from Hollywood Week could take a road trip to Las Vegas.</p> <p>29%</p>
<p>Theme weeks could be eliminated, giving contestants complete control over the songs they sing.</p> <p>47%</p>	<p>From Hollywood Week, 12 semifinalists will be chosen instead of the traditional 24.</p> <p>36%</p>



PAULA'S NEW SHOW

Told that Abdul is launching a series, *Live to Dance*, percentage who said they will watch:

28%
All Viewers

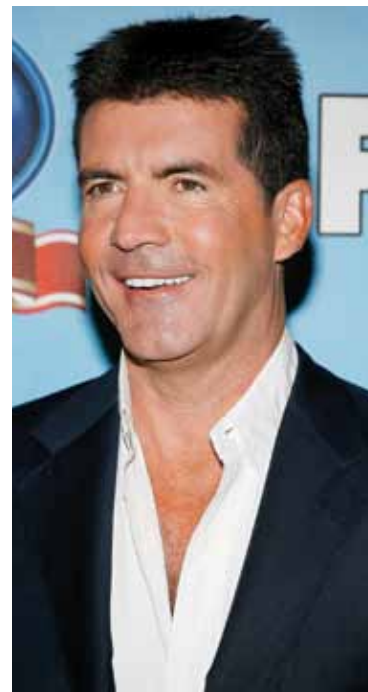
46%
Hardcore Fans

SIMON'S NEW SHOW

Told that Cowell will launch a series called *The X Factor* this fall, percentage who said they will watch:

42%
All Viewers

71%
Hardcore Fans



New resident *Idol* mentor Jimmy Iovine does not increase viewers' interest in the show; however, this is likely due to viewers' lack of familiarity with him ...

3 IN 4
American *Idol* viewers have not heard of **JIMMY IOVINE**



21%

VIEWERS WHO COULD NAME LAST YEAR'S *IDOL* WINNER. CAN YOU?

Lee DeWyze

