

# TEA PARTY TV HABITS

The Hollywood Reporter asked research firm Penn Schoen Berland to ask self-proclaimed "tea party" members what piqued their interest



**HOMeward BOUND**  
Sarah Palin's Alaska on TLC should be a favorite out of the gate.

## WILL YOU WATCH SARAH PALIN'S ALASKA?

Definitely or probably:

ALL VIEWERS

21%

TEA PARTY VIEWERS

45%

Definitely will not:

ALL VIEWERS

49%

TEA PARTY VIEWERS

10%

## TOP TEA PARTY CABLE CHANNELS

1. Fox News
2. History Channel
3. Discovery Channel
4. TNT
5. ESPN

“Outside of political talk, they are more likely to watch ‘recession era’ Darwinist reality TV that in many ways reflects economic libertarianism,” says Penn Schoen Berland’s Jon Penn.

## SHOWS WITH HIGHEST PERCENTAGE OF TEA PARTY AUDIENCE

1. NCIS
2. CSI
3. Sunday Night Football
4. Two and a Half Men
5. Deadliest Catch: “Sig Hansen isn’t getting any federal subsidies or government handouts,” Penn says. “He is surviving on the strength of his own ingenuity.”
6. Pawn Stars
7. The Mentalist
8. Mythbusters
9. Ice Road Truckers
10. NASCAR
11. Undercover Boss: “It is the worker’s chance to give comeuppance to their out-of-touch CEOs — a metaphor for Tea Party frustration with a government they too feel is also out of touch with the electorate.”

## WHAT’S IMPORTANT IN A TV SHOW TO THE TEA PARTY

They reflect my political beliefs:

TEA PARTY 18% |||| ALL 11%

They show real people going through hardships:

TEA PARTY 28% |||| ALL 21%

They make me feel good about myself:

TEA PARTY 27% |||| ALL 19%

They feature people in similar situations to mine:

TEA PARTY 18% |||| ALL 13%

“These shows feature Americans persevering through turmoil and personal hardship,” says Penn. “They communicate many of the values of the Tea Partyer — courage, hard work and personal responsibility.”