



PENN
SCHOEN
BERLAND

FOR MORE INFORMATION:

DAVE HUGHES

646.981.1486

dhughes@ps-b.com

The Great Late Night Poll: who we watch is how we vote

Los Angeles, CA, November 8 2010 – Los Angeles, CA, November 2, 2010 – In its first issue as a newly re-designed weekly glossy, *The Hollywood Reporter* commissioned Penn Schoen Berland to conduct a study about America's late night TV viewing preferences. With the election as our backdrop, Jon Stewart leading a political rally and Conan O'Brien returning to TV this week, the Great Late-Night Poll examined the changing late night talk landscape and uncovered some interesting personality differences between the viewers of each talk show host.

Jay Leno viewers tend to be older, wealthier, Tea Party members who listen to country music, drink red wine, drive American cars and watch College Football. Not surprisingly, they strongly oppose the Obama agenda.

Conan O'Brien viewers are much more likely to be young, single, Independent men who are social progressives, atheists, listen to modern rock, drive Hondas and watch Comedy Central.

David Letterman viewers are more likely to be middle-aged, socially conservative Democrats, who are for Obamacare but against gay marriage. They are more likely to be divorced, listen to classic rock, watch Criminal Minds and drive a Japanese car.

Jon Stewart viewers are more likely to be middle aged, Northeastern liberals, who love Obama, strongly support marijuana legalization, listen to classical music, watch MSNBC and Mad Men.

"It turns out that who we watch late at night, while under our covers, tells us a lot about who we are and how we voted last week, said Jon Penn, President of Entertainment Research at Penn Schoen Berland, who conducted the poll for *The Hollywood Reporter*. "Politics has become so polarizing, that even when we laugh and try to relax, we want to do it with people who share the same ideology."

"After Tuesday's results, one thing is clear: Obama is going to have to start hanging out more with Jay Leno than with Jon Stewart."

The poll also examined the Leno-Conan situation and found that there was no clear winner. Leno got to keep his show, but is seen as "sneaky." NBC kept Leno, but is seen as the party

most at blame for what happened between the two hosts. Conan got a new show, but one week before his premiere, only 35% of late night TV viewers know where to find him (TBS).

Methodology: Penn Schoen Berland conducted an Internet survey from October 15-October 17, 2010 among 700 late-night TV viewers ages 18-65. The margin of error for the survey is +/- 3.7% at the 95% confidence level and larger for subgroups.

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About Penn Schoen Berland

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. PSB has over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage. PSB executes polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at www.psbresearch.com