

# American Idol Phenomenon Hits New Peak

Eighty-nine percent (89%) of Americans have read, seen, or heard of the competition. A Rasmussen reports lifestyle survey found that 47% of American adults watched the show at least once during the past season.

But that tends to understate the cultural impact of

American

Idol.

Sixty-eight percent (68%) of Americans were able to correctly identify Taylor Hicks as the winner this year. Just 4% mistakenly thought Katherine McPhee was selected. That's an amazing level of awareness.

That awareness also paid off for Carrie Underwood, the season 4 winner. After appearing on the final show of season 5, her record moved back into the top 10 on the billboard charts. Underwood's sales actually doubled from the week before the show.

Another measure of the cultural impact is to note that the 68% who could correctly identify Hicks as the winner is higher than the percentage who know enough about Speaker of the U.S. House of Representatives [Dennis Hastert](#) to have an opinion about him.

Among those who watch the show every week or nearly every week, 68% believe the right person won. Just 23% disagree. Women were more likely than men to think that the right

Idol

was selected.

Generally speaking, 66% of regular *Idol*

fans believe the show's judging is fair and honest. Thirty percent (30%) disagree. Women are more likely than men to believe the judging is fair.

Among all Americans, 29% believe the judging is fair while 24% disagree.