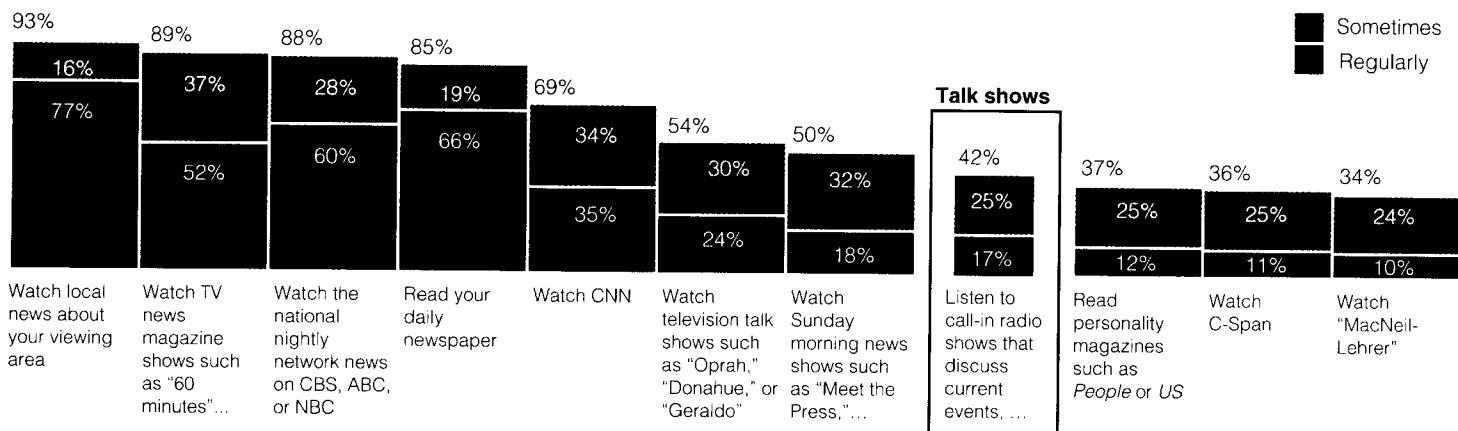


# TALK RADIO

Seventeen percent of Americans "regularly" listen to talk radio compared to over three-quarters who say they "regularly" watch local news. Two surveys looked at listeners and found somewhat different political profiles. Eleven percent of Americans say they have tried to call a talk show, and six percent say they have made it on the air.

Question: I'd like to know how often, if ever, you read certain types of publications, listen to the radio, or watch certain types of television shows. For each that I read tell me if you do it regularly, sometimes, hardly ever, or never. How often do you...?

Question: How often, if ever, do you listen to radio shows that invite listeners to call in to discuss current events, public issues, and politics—regularly, sometimes, rarely, or never?



Source: Survey by the Times Mirror Center for the People & the Press, May 18-24, 1993.

## Listening Audience

Time/CNN and the Times Mirror Center conducted surveys about talk shows this year. Some highlights from these polls are shown below, including results for one area where they differ—the partisanship of talk show listeners:

The Time/CNN survey conducted by Yankelovich Clancy Shulman in February asked respondents:

Do you listen to any radio or television talk shows where listeners and viewers can call in and give their opinions?

Those who listen to talk shows were then asked:

About how often do you listen to these radio or television talk shows—every day, several times a week, once a week, or less often than that?

- Eighteen percent of adults surveyed said they listen to radio or television talks shows "every day," 22% "several times a week," 18% "once a week," 9% "less often than that," and 33% said they "never" do.

- Among those who listen to talk shows, 65% of Republicans, 63% of Democrats, and 49% of Independents said they listen to talk shows every day or several times a week.

In May, the Times Mirror Center also asked people how often, if ever, they listen to talk shows (question wording shown above).

- Seventeen percent of adults surveyed said they listen "regularly" to talk radio, 25% "sometimes," 19% "rarely," and 39% said "never."

- Eleven percent also said that they have tried to call in to a talk radio show and 6% say they have talked on the air.

- Among those who listen to talk shows, 38% of Republicans said they listen to talk radio "regularly," compared to 22% of Democrats and 23% of Independents. When "sometimes" responses are added, Republicans are still more likely to say they listen (73% of Republicans, 65% of Democrats, and 67% of Independents listen regularly or sometimes).

## Top Radio Personalities

Personality	Number of stations carrying program	Audience*
Paul Harvey	1,300	23 million
Rush Limbaugh	610	18-20
Larry King	400	6

There are approximately 11,300 radio stations in the United States.

Note: \* = number of different listeners tuning in for at least five minutes during an average week of Arbitron polling

Source: ABC Radio Network (Harvey), EFM Media (Limbaugh), Westwood One (King), and the M Street Corporation (number of radio stations)

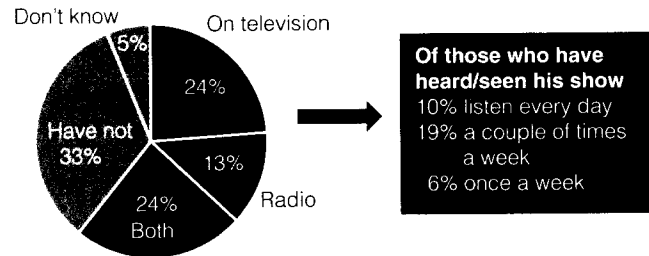
# Rush's Ratings

How influential is Rush Limbaugh? About six in ten Americans say they have listened to him or watched him on television, and of that group, about ten percent listen to him daily. Nearly as many agree as disagree with him. Republicans, particularly GOP men, find themselves in sync with him.

Question: **Have you ever seen or heard Rush Limbaugh's talk show on television or radio? Which?**

Question: **Would you say you watch or listen to Rush Limbaugh...?**

**Have heard/seen Limbaugh's show**

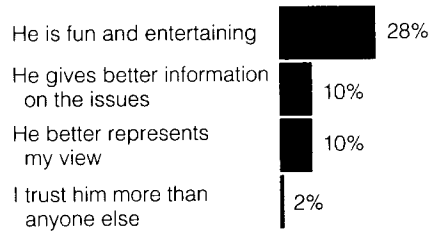


**Note:** Fifteen percent said they listen to him a couple of times a month, 8% once a month, 12% a couple of times a year, and 14% less often than that.

Question: **Would you say you listen to his show primarily because...?**

**Of those who have ever seen or heard of Limbaugh's talk show**

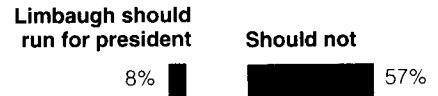
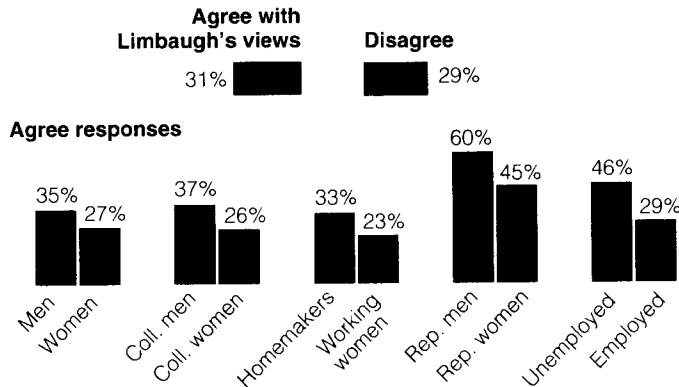
**Listen to his show primarily because...**



**Note:** Thirteen percent volunteered the response "all of the above" and 37% said they didn't know.

Question: **Based on everything you have seen, read, or heard, would you say you personally generally agree or disagree with Rush Limbaugh's views on most issues?**

Question: **Do you think Rush Limbaugh should, or should not, run for president?**



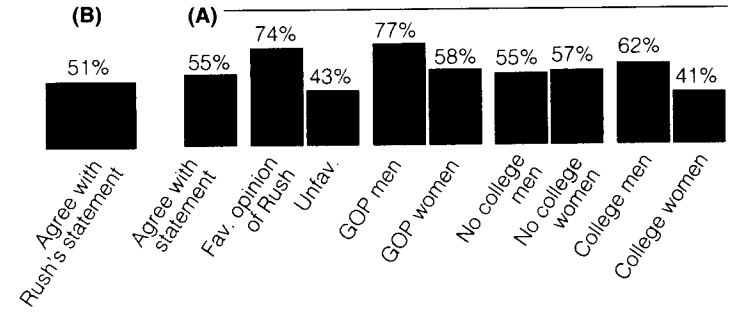
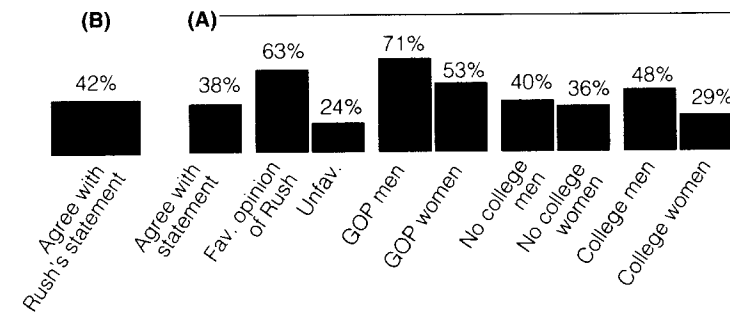
Fewer than 10% of most groups in the population said Limbaugh should run, but there were some exceptions: those under 40 years of age (13%), Republicans (12%), and the unemployed (13%).

Question: **Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements (half sample, A).**

Question: **Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements made by Rush Limbaugh? (half sample, B).**

**As a direct result of President Reagan's tax cuts, the 1980s were a decade of real economic growth without inflation.**

**Those at the forefront of the feminist movement do not represent the average woman. Their worldview is radical and completely out of touch with the majority of women.**



**Source:** Survey by Mellman-Lazarus-Lake and the Tarrance Group for U.S. News & World Report, July 14-18, 1993.