

**Appendix to Chapter 6,  
entitled  
“Speaking to the Republican Base: An Analysis of Conservative  
Media’s Audience,”  
from  
*Echo Chamber: Rush Limbaugh and the Conservative Media  
Establishment***

**Appendix 6.1 (see page 94 of *Echo*, Note 8, page 263)  
Description of the PTR Surveys 1996**

The PTR Surveys of 1996 are described in Appendices 5.1 and 5.2