

WAVE I, II, III, IV AND V TOPLINE RESULTS

**TALK RADIO SURVEY
NATIONAL SAMPLE, WAVE 1
--TOPLINE RESULTS--**

Interviewing conducted between February 21 and March 5, 1996

TTL Total sample size = 1,666 divided into four subgroups:

LIM n = 213 Regular listener to only Rush Limbaugh (2 or more days per week)

OTH n = 422 Regular listener to a host other than Limbaugh (2 or more days per week)
n = 43 Regular listener both to Limbaugh and to another host (2 or more days per week)

NON n = 988 Does not regularly listen to political talk radio

1. To begin with, do you EVER listen to the radio?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
92	100	100	90	Yes
<u>8</u>	<u>==</u>	<u>==</u>	<u>10</u>	No/Don't Know
100	100	100	100	

2. How often, if ever, do you listen to the radio for news and information about politics, government, and public affairs? Regularly, sometimes, hardly ever, or never?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
31	58	73	24	Regularly
26	21	17	27	Sometimes
21	17	6	23	Hardly ever
<u>22</u>	<u>4</u>	<u>4</u>	<u>26</u>	Never/Don't Know
100	100	100	100	

3. I'd like to ask you about some political talk radio shows, where listeners call in to discuss politics and public affairs. Do you EVER listen to the radio talk show hosted by Rush Limbaugh?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
27	100	34	18	Yes
<u>73</u>	<u>--</u>	<u>66</u>	<u>82</u>	No/Don't Know
100	100	100	100	

4. On the average, how often do you listen to Limbaugh's radio show--less than once a week, once a week, twice a week, 3 times, or more than 3 times a week?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
9	100	--	--	2 or more days a week (NET)
4	38	--	--	More than 3 days
2	26	--	--	3 days
3	38	--	--	2 days
6	--	14	6	Once a week
12	--	20	12	Less than once a week
<u>73</u>	<u>--</u>	<u>66</u>	<u>82</u>	Never/Don't Know
100	100	100	100	

Q.5 BASED ON REGULAR LIMBAUGH LISTENERS (2+ DAYS PER WEEK)

5. When you listen to Limbaugh's radio show, are you usually able to listen more than an hour, about an hour, at least one half hour, or less than half an hour? (If don't know or other, **PROBE**: Just give your best guess?)

<u>LIM</u>	
23	More than an hour
37	About an hour
27	At least one half hour
12	Less than half an hour
<u>1</u>	Other (volunteered)
100	

ASK EVERYONE

6. Radio shows like Rush Limbaugh's are called POLITICAL TALK RADIO, where the host talks mostly about politics, government and public affairs. Sometimes listeners are invited to call in to discuss these issues on the air. Do you ever listen to ANY political talk radio shows? (IF Q3=1, ADD "besides Rush Limbaugh") (IF UNSURE OR DK, PROBE: Do you listen to radio shows where listeners call in? Are the shows mostly about politics and current events or are they about something else?)

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
22	30	100	11	Yes
<u>78</u>	<u>70</u>	<u>--</u>	<u>89</u>	No/Don't Know
100	100	100	100	

7. Now I'd like you to think about the ONE political talk radio show (IF Q3=1, ADD "besides Rush Limbaugh") you listen to MOST OFTEN... On the average, how often do you listen to this radio show--less than once a week, once a week, twice a week, 3 times, or more than 3 times a week?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
10	--	100	--	2 or more days a week (NET)
4	--	40	--	More than 3 days
3	--	26	--	3 days
3	--	34	--	2 days
5	12	--	4	Once a week
7	18	--	7	Less than once a week
<u>78</u>	<u>70</u>	<u>--</u>	<u>89</u>	Never/Don't Know
100	100	100	100	

**Q's. 8-12 BASED ON OTHER REGULAR LISTENERS TO POLITICAL TALK RADIO
(2+ DAYS PER WEEK)**

8.

When you listen to this show, are you usually able to listen more than an hour, about an hour, at least one half hour, or less than half an hour? (If don't know or other, **PROBE**: Just give your best guess.)

OTH

19	More than an hour
33	About an hour
31	At least one half hour
15	Less than half an hour
<u>2</u>	Don't know/Refused
100	

9. Can you recall the name of the host of this show?

OTH

59	Yes
<u>41</u>	No/Don't Know
100	

11. And would you describe the host's political views as conservative, liberal or moderate?

OTH

32	Conservative
20	Liberal
39	Moderate/In Between/Neither Conservative or Liberal
3	Both Conservative and Liberal (VOL)
<u>6</u>	Don't Know/Refused
100	

12. Besides the show I just asked you about (**IF Q3=1, ADD “and Rush Limbaugh”**) are there any other POLITICAL talk radio shows you listen to regularly--by regularly I mean two days a week or more? (**IF YES, ASK: Is that one other show, or MORE THAN one other show?**)

OTH

2	Regular listener to 3 or more shows
12	Regular listener to 2 shows
<u>86</u>	Regular listener to only 1 show
100	

QUESTIONS 13-22 HAVE BEEN DELETED. THEY APPLY TO 1% OF THE SAMPLE OR LESS

23. In your opinion, what is the most important problem facing the country today? (**PROBE ONLY FOR CLARITY AND SPECIFICITY. [EG: What do you mean by that? Can you be more specific?] IF MORE THAN ONE MENTION, RECORD ALL IN ORDER MENTIONED. ACCEPT UP TO 3 ANSWERS**)

TTL LIM OTH NON

15	14	16	15	Crime/Gangs/Justice System
	12	21	13	11 Morality/Ethics/Family Values
12	11	11	12	Unemployment/Loss of Jobs
10	16	10	10	Deficit/National debt/Balanced Budget
9	16	10	8	Dissatisfaction with Gocvernment/Politics
7	9	10	7	Economy (general)
6	5	6	6	Drugs
6	2	4	7	Poverty/Hunger/Homeless
4	2	4	4	Health Care (cost/access)
4	3	6	4	Racism/Race Relations
4	4	2	4	Welfare/Welfare Reform
4	3	7	4	Education
3	5	4	3	Taxes

(All other mentions are less than 3% of total)

24. Do you approve or disapprove of the way Bill Clinton is handling his job as President? (IF "DEPENDS" PROBE ONCE WITH: Overall, do you approve of disapprove of the way Clinton is handling his job?) Do you (approve/disapprove) very strongly or not so strongly?

	<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>
Approve (NET)	55	18	56	59
Very strongly	27	8	27	29
Not so strongly	28	10	29	30
Disapprove (NET)	38	78	38	34
Very strongly	23	63	24	19
Not so strongly	15	15	14	15
Don't Know	7	4	6	7
	100	100	100	100

25. Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? (IF "DEPENDS" PROBE ONCE WITH: Overall, do you approve of disapprove of the policies and proposals of the Republican leaders in Congress?) Do you (approve/disapprove) very strongly or not so strongly?

	<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>
Approve (NET)	36	73	34	32
Very strongly	17	51	16	13
Not so strongly	19	22	18	19
Disapprove (NET)	50	21	56	53
Very strongly	32	14	36	33
Not so strongly	18	7	20	20
Don't Know	14	6	10	15
	100	100	100	100

26. I'd like some of your views about some people in the news. Some of them may not be familiar to you. If I read a name you don't recognize, please say so. (First), would you say that your overall opinion of **(INSERT ITEM. ROTATE or ROTATE START)** is very favorable, mostly favorable, mostly unfavorable or very unfavorable?

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Un- favorable</u>	<u>Very Un- favorable</u>	<u>Never heard of</u>	<u>Can't rate</u>	
a. Bob Dole							
TTL	9	35	29	14	3	10	=100
LIM	18	47	24	7	--	4	=100
OTH	11	32	35	16	1	5	=100
NON	8	34	30	14	3	11	=100
b. Bill Clinton							
TTL	16	44	23	15	--	2	=100
LIM	6	14	30	48	--	2	=100
OTH	18	42	21	16	--	3	=100
NON	17	47	22	12	--	2	=100
c. Newt Gingrich							
TTL	7	24	27	27	6	9	=100
LIM	28	41	14	11	1	5	=100
OTH	5	20	29	36	5	4	=100
NON	5	22	29	28	7	9	=100
e. Hillary Rodham Clinton							
TTL	12	33	26	24	--	5	=100
LIM	6	11	28	53	--	2	=100
OTH	16	38	23	18	--	5	=100
NON	13	35	26	21	--	5	=100
f. Pat Buchanan							
TTL	7	25	29	22	4	13	=100
LIM	17	38	25	16	1	3	=100
OTH	12	19	27	32	3	7	=100
NON	6	23	30	22	4	15	=100

Continued...

26. Continued...

	<u>Very Favorable</u>	<u>Mostly Favorable</u>	<u>Mostly Un- favorable</u>	<u>Very Un- favorable</u>	<u>Never heard of</u>	<u>Can't rate</u>	
g. Steve Forbes							
TTL	5	24	26	11	13	21	=100
LIM	11	39	27	6	5	12	=100
OTH	7	26	33	12	8	14	=100
NON	4	22	26	12	14	22	=100
h. Rush Limbaugh							
TTL	10	22	22	27	5	14	=100
LIM	47	44	5	4	--	--	=100
OTH	6	18	24	39	5	8	=100
NON	6	20	23	29	5	17	=100
i. Lamar Alexander							
TTL	5	20	18	4	28	25	=100
LIM	10	31	20	7	16	16	=100
OTH	5	24	21	10	17	23	=100
NON	4	18	18	4	31	25	=100
j. Bill Bennett (name added after start of interviewing; based on partial sample)							
TTL (n=1408)	3	12	10	3	54	18	=100
LIM (n=198)	10	24	8	3	33	22	=100
OTH (n=408)	6	10	14	7	44	19	=100
NON (n=771)	2	10	10	2	59	17	=100

27. Now I'd like you to rate the way President Clinton is handling his job in some specific areas. For each one please just say whether you approve or disapprove. First, do you approve or disapprove of the way Clinton is handling (ROTATE ITEMS)

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	
a. The Economy				
TTL	49	46	5	=100
LIM	18	77	5	=100
OTH	55	41	4	=100
NON	52	43	5	=100
b. Foreign Policy	50	43	7	=100
LIM	25	74	1	=100
OTH	55	40	5	=100
NON	53	40	7	=100
c. The federal budget deficit				
TTL	41	53	6	=100
LIM	15	82	3	=100
OTH	47	49	4	=100
NON	43	51	6	=100
d. The issue of Medicare				
TTL	48	43	9	=100
LIM	21	72	7	=100
OTH	53	39	8	=100
NON	51	40	9	=100
e. Welfare reform				
TTL	44	47	9	=100
LIM	18	78	4	=100
OTH	49	44	7	=100
NON	46	44	10	=100

28. Now rate the way the Republican leaders in Congress are handling some issues. First, do you approve or disapprove of the way they are handling ... (ROTATE ITEMS)

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	
a. The Economy				
TTL	34	58	8	=100
LIM	63	33	4	=100
OTH	31	60	9	=100
NON	31	61	8	=100
b. Foreign Policy				
TTL	38	43	19	=100
LIM	60	27	13	=100
OTH	36	49	15	=100
NON	36	44	20	=100
c. The federal budget deficit				
TTL	29	65	6	=100
LIM	64	32	4	=100
OTH	27	66	7	=100
NON	26	68	7	=100
d. The issue of Medicare				
TTL	28	63	9	=100
LIM	57	34	9	=100
OTH	22	69	9	=100
NON	25	65	10	=100
e. Welfare reform				
TTL	33	57	10	=100
LIM	64	32	4	=100
OTH	31	58	11	=100
NON	30	60	10	=100

29. Next, I'd like to know how often you use certain types of publications and watch and listen to certain TV and radio programs. As I read each, tell me if you use them regularly, sometimes, hardly ever, or never. First how about ... (READ & ROTATE)

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>Don't Know</u>	
a. The news or editorial sections of a daily newspaper?						
TTL	40	32	14	14	--	=100
LIM	53	24	10	13	--	=100
OTH	51	27	11	11	--	=100
NON	38	33	15	14	--	=100
b. National TV evening news programs on ABC, CNN, NBC, or CBS. This is different from the local news shows about the area where you live						
TTL	59	28	8	5	--	=100
LIM	63	24	8	4	1	=100
OTH	64	24	7	5	--	=100
NON	58	29	8	5	--	=100
c. News magazines such as Time, US NEWS, or Newsweek?						
TTL	16	32	20	32	--	=100
LIM	22	32	21	24	1	=100
OTH	23	30	19	27	1	=100
NON	15	32	20	33	--	=100
d. C-Span?						
TTL	10	24	18	45	3	=100
LIM	20	30	16	32	2	=100
OTH	16	28	17	36	3	=100
NON	8	24	19	46	3	=100

Continued...

29. Continued...

	<u>Regularly</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>Don't Know</u>	
e. Programs on National Public Radio such as Morning Edition or All Things Considered?						
TTL	9	19	20	52	--	=100
LIM	14	16	22	47	1	=100
OTH	22	20	16	41	1	=100
NON	8	19	19	54	--	=100
f. The News Hour on PBS with Jim Lehrer?						
TTL	7	20	18	53	2	=100
LIM	7	21	25	47	--	=100
OTH	14	24	17	43	2	=100
NON	6	19	17	56	2	=100

30. How often would you say you vote (READ) ...

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
49	64	62	45	Always
21	18	22	21	Nearly always
12	8	6	13	Part of the time, or
12	5	7	14	Seldom
5	4	3	6	Never vote(DO NOT READ)
<u>1</u>	<u>1</u>	<u>--</u>	<u>1</u>	Other/Don't know
100	100	100	100	

31. How often do you talk with other people about politics. . (READ)

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
30	48	46	26	Often,
40	39	35	40	Sometimes,
21	9	14	24	Hardly ever, or
<u>9</u>	<u>4</u>	<u>5</u>	<u>10</u>	Never?
100	100	100	100	

0
*

32

When you discuss politics with other people how often do you disagree? (READ)

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
17	22	21	17	Often,
56	56	57	55	Sometimes
13	15	11	13	Hardly ever
3	1	3	3	Never disagree
9	4	5	10	Never discuss politics
<u>2</u>	<u>2</u>	<u>3</u>	<u>2</u>	Don't know/Refused (DO NOT READ)
100	100	100	100	

33. How much of the time do you think you can trust the government in Washington to do what is right --- just about always, most of the time, only some of the time, or less often?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
3	2	3	3	Just about always
16	12	19	17	Most of the time
50	46	47	51	Some of the time
27	36	29	26	Less Often
2	2	1	2	None of the time (VOL.)
<u>2</u>	<u>2</u>	<u>1</u>	<u>2</u>	Don't know/ Refused
100	100	100	100	

34. Now I am going to read you a series of statements. For each one, please just tell me whether you agree or disagree with it. The first one is ... (READ ITEM...) Do you agree or disagree?

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	
a. People like me don't have any say about what the government does.				
TTL	44	55	1	=100
LIM	37	61	2	=100
OTH	33	66	1	=100
NON	46	53	1	=100
b. I don't think public officials care much about what people like me think.				
TTL	60	39	1	=100
LIM	55	44	1	=100
OTH	52	47	1	=100
NON	61	38	1	=100
c. Sometimes politics and government are so complicated that a person like me can't really understand what's going on.				
TTL	64	35	1	=100
LIM	47	53	--	=100
OTH	48	50	2	=100
NON	68	32	--	=100
d. I really don't care who wins the presidential election this fall.				
TTL	13	86	1	=100
LIM	5	94	1	=100
OTH	12	88	--	=100
NON	14	85	1	=100

Continued...

34. Continued...

		<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	
e.	There aren't any important differences between Republicans and Democrats in what they stand for these days.				
	TTL	28	70	2	=100
	LIM	23	75	2	=100
	OTH	23	76	1	=100
	NON	29	69	2	=100
f.	Politicians won't talk honestly about the hard issues, such as taxes and the cost of government, because that would lose them support.				
	TTL	80	17	3	=100
	LIM	73	25	2	=100
	OTH	79	18	3	=100
	NON	81	17	3	=100
g.	Money buys the votes that determine the laws that are passed				
	TTL	68	29	3	=100
	LIM	71	27	2	=100
	OTH	69	27	4	=100
	NON	68	29	3	=100

35. Now I am going to read you some pairs of statements. As I read each pair, tell me whether the FIRST statement or the SECOND statement comes closer to your own views -- even if neither is exactly right. The (first/next) pair is ... (READ AND ROTATE WITHIN PAIRS; READ ITEMS IN ORDER).

TTL LIM OTH NON

69 83 67 67

(1) Only a very big change in our government will allow us to solve our country's problems

OR

29 15 32 30

(2) We can solve our country's problems without having to make any big changes in our government.

2 2 1 3
100 100 100 100

Don't Know/Both

34 18 43 35

(1) Blacks need help from the government, because they still don't have the same opportunities to get ahead as everyone else.

OR

60 74 50 59

(2) Blacks should help themselves, with no more government help than other groups get

6 8 7 6
100 100 100 100

Don't Know/Both

36 39 50 35

(1) Immigrants today strengthen our country because of their hard work and talents.

OR

54 48 39 56

(2) Immigrants today are a burden on our country because they take our jobs, housing and health care

10 13 11 9
100 100 100 100

Don't Know/Both

Continued...

35. Continued...

TTL	LIM	OTH	NON
47	29	51	49
46	67	43	44
<u>7</u>	<u>4</u>	<u>6</u>	<u>7</u>
100	100	100	100
33	53	28	31
62	43	67	64
<u>5</u>	<u>4</u>	<u>5</u>	<u>5</u>
100	100	100	100

(1) Government regulation of business is necessary to protect the public interest.

OR

(2) Government regulation of business usually does more harm than good.

Don't Know/Both

(1) Stricter environmental laws and regulations cost too many jobs and hurt the economy.

OR

(2) Stricter environmental laws and regulations are worth the cost

Don't Know/Both

36. Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election going on or not. Others aren't that interested. Would you say you follow what's going on in government and public affairs most of the time, some of the time, only now and then, or hardly at all?

TTL	LIM	OTH	NON
46	78	64	42
33	18	25	35
15	2	9	17
<u>6</u>	<u>2</u>	<u>2</u>	<u>6</u>
100	100	100	100

Most of the time

Some of the time

Only now and then

Hardly at all/Never

- 36A. Where do you get MOST of your information about what is going on in government and politics--from television, radio, newspapers, or somewhere else? IF RESPONDENT GIVES MULTIPLE ANSWERS, PROBE: Well, if you had to choose one....

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
59	45	44	63	Television
8	20	20	5	Radio
21	23	22	21	Newspapers
5	3	3	5	Other People (VOL)
3	1	2	3	Other Media (VOL)
<u>4</u>	<u>8</u>	<u>9</u>	<u>3</u>	Multiple Answers/Refuses to Choose
100	100	100	100	

37. Thinking about the major news media -- national television news, the daily newspaper you are most familiar with, and news magazines-- would you say that the news media help society to solve its problems, OR the news media get in the way of society solving its problems.

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
40	25	37	41	Help society
52	68	52	50	Get in the way
6	5	5	6	Both equally (VOL)
<u>3</u>	<u>2</u>	<u>6</u>	<u>3</u>	Don't know
100	100	100	100	

38. Now I will read a list of some events that have been in the news in the past year. As I read each item, tell me if you FEEL you KNOW a lot, some, only a little, or nothing at all. (READ & ROTATE) How much do you feel you know about ...

a. The War in Bosnia

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
16	22	25	13	A lot
41	49	43	41	Some
35	23	27	37	Only a little
8	5	5	9	Nothing at all
<u>*1</u>	<u>1</u>	<u>=</u>	<u>=</u>	Don't know
100	100	100	100	

b. The debate in Washington about the Budget

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
20	35	29	17	A lot
39	41	40	39	Some
31	19	23	33	Only a little
10	4	7	11	Nothing at all
<u>*</u>	<u>1</u>	<u>1</u>	<u>*</u>	Don't know
100	100	100	100	

c. The 1996 Republican Presidential Candidates

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
20	38	35	16	A lot
41	46	41	41	Some
31	14	18	34	Only a little
9	2	6	10	Nothing at all
<u>=</u>	<u>=</u>	<u>=</u>	<u>=</u>	Don't know
100	100	100	100	

¹An asterisk indicates a value of less than one percent.

Now I have some questions about politics and the government. Not everyone will have heard about all the issues and people I'm asking about. Please answer each question to the best of your knowledge, but if you're not sure about an answer, just say so.

39. How much of the vote is needed in both the U.S. Senate and House to override a Presidential veto? Is it 50%, 60%, two-thirds or three-quarters?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
6	1	5	6	50%
4	9	4	4	60%
55	65	63	53	2/3
9	10	9	9	3/4
<u>26</u>	<u>15</u>	<u>19</u>	<u>28</u>	Don't know
100	100	100	100	

40. Do you happen to know which political party has a majority in the United States House of Representatives?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
70	83	80	67	Republicans
7	4	6	8	Democrats
<u>23</u>	<u>13</u>	<u>14</u>	<u>25</u>	Don't know
100	100	100	100	

42. In Bosnia, do you happen to know whether US Troops will make up most of the NATO peace keeping forces there, about half of the peace-keeping forces, or less than half of the peace-keeping forces?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
23	22	26	22	Most
28	29	30	28	About half
25	34	25	25	Less than half
<u>24</u>	<u>15</u>	<u>19</u>	25	Don't know
100	100	100	100	

- 43 . I'd like your opinion of some programs and proposals being discussed. Please tell me if you strongly favor, favor, oppose, or strongly oppose each one. The (first/next) one is...

...

(READ & ROTATE)

		<u>Strongly Favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Strongly Oppose</u>	<u>Don't Know</u>	
a.	Changing the federal income tax system to a "flat tax" where everyone pays the same tax rate regardless of their income.						
	TTL	18	25	26	26	5	=100
	LIM	34	29	16	15	6	=100
	OTH	17	24	28	24	7	=100
	NON	16	25	27	27	5	=100
b.	Reducing welfare payments for unmarried single mothers to discourage out-of-wedlock births						
	TTL	28	33	24	12	3	=100
	LIM	40	30	21	6	3	=100
	OTH	26	30	23	17	4	=100
	NON	27	32	25	13	3	=100
c.	Taking responsibility for welfare away from the federal government and giving it to the states to administer as they see fit.						
	TTL	24	41	20	11	4	=100
	LIM	44	40	8	6	2	=100
	OTH	24	36	22	15	3	=100
	NON	21	42	21	12	4	=100

Continued...

43. Continued...

		<u>Strongly</u> <u>Favor</u>	<u>Favor</u>	<u>Oppose</u>	<u>Strongly</u> <u>Oppose</u>	<u>Don't</u> <u>Know</u>	
d.	Reducing the growth in Medicare funding to help balance the federal budget						
	TTL	8	24	37	28	3	=100
	LIM	19	33	22	21	5	=100
	OTH	9	26	34	28	3	=100
	NON	6	23	39	29	3	=100
e.	Relaxing air and water pollution standards to make it easier for industries to create jobs						
	TTL	8	23	34	31	4	=100
	LIM	8	33	32	24	3	=100
	OTH	7	19	31	39	4	=100
	NON	8	21	35	32	4	=100
f.	Offering educational 'vouchers,' or government financial aid to help parents pay the costs of sending a child to a church-run or other private school						
	TTL	19	34	29	15	3	=100
	LIM	24	37	25	12	2	=100
	OTH	19	30	26	23	2	=100
	NON	18	33	31	15	3	=100
g.	Having free trade agreements between the United States and other countries, such as NAFTA						
	TTL	10	44	26	10	10	=100
	LIM	16	46	26	8	4	=100
	OTH	18	40	21	12	9	=100
	NON	9	44	27	10	10	=100

We have just a few more questions on some current things in the news. If you are not sure of the answer just give us your best guess.

44. Presidential candidate Steve Forbes is talking about a flat income tax. Do you happen to know whether the tax rate he is discussing is closer to 10%, 17%, 24%, or 31%?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
10	7	12	10	10%
43	63	54	39	17%
8	4	4	8	24%
5	3	2	6	31%
<u>35</u>	<u>23</u>	<u>28</u>	<u>37</u>	Don't know
100	100	100	100	

45. Now a question about the death penalty. What is your best estimate of the number of people convicted of murder who are actually executed in the United States each year? Is it about 300, 100, 50, or is it less than 10? (IF DK, PROBE: What is your best guess?)

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
5	5	4	5	300
13	13	17	12	100
23	23	21	24	50
50	54	49	50	less than 10
<u>9</u>	<u>5</u>	<u>9</u>	<u>9</u>	Don't Know
100	100	100	100	

46. Now a question about mothers who are on welfare. What is your best estimate of how many have been on welfare three years in a row or more? Is it 10%, 30%, 50%, or 75%? (IF DK, PROBE: What is your best guess?)

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
7	6	11	6	10%
23	24	26	23	30%
32	37	30	32	50%
32	24	24	33	75%
<u>6</u>	<u>9</u>	<u>9</u>	<u>6</u>	Don't know
100	100	100	100	

Next I'd like to ask you some questions about your everyday activities

47/48. Do you talk to any people in your neighborhood regularly? **IF YES;** Would that be just one, two or three, four or five, or more than five?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
37	31	34	38	None
3	3	3	3	Just One
24	28	24	25	Two or Three/a couple
13	16	12	12	Four or Five/ "Several"
22	22	26	22	More than five
<u>1</u>	<u>1</u>	<u>1</u>	<u>*</u>	Don't know
100	100	100	100	

49. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people? Do you feel strongly about this or not so strongly?

	<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>
Can be trusted--(NET)	50	60	62	48
Strongly	38	48	47	36
Not strongly	12	12	15	12
Can't be too careful--(NET)	48	37	38	51
Strongly	37	26	28	40
Not strongly	11	11	10	11
Don't Know	<u>2</u>	<u>3</u>	<u>0</u>	<u>1</u>
	100	100	100	100

50. Would you say that most of the time people try to be helpful, or that they are mostly just looking out for themselves? Do you feel strongly about this or not so strongly?

	<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>
Try to be helpful--(NET)	59	66	60	57
Strongly	43	50	45	42
Not strongly	16	16	15	16
Look out for themselves--(NET)	38	32	36	40
Strongly	29	24	27	30
Not strongly	9	8	9	10
Don't/Know	<u>3</u>	<u>2</u>	<u>4</u>	<u>3</u>
	100	100	100	100

51. In the last 12 months, that is since February 1995, have you personally done any of the following things? (READ AND ROTATE A THROUGH D ONLY--E ALWAYS ASKED LAST)... And in the last 12 months have you ...

PERCENT SAYING "YES"

TTL LIM OTH NON

24	42	39	21	a. Contacted or written to a public official about an issue that concerned you?
27	38	37	25	b. Attended a public hearing or town meeting.
14	24	19	12	c. Contacted a newspaper or television station about an issue that concerned you?
22	33	27	20	d. Contributed money to a political candidate or organization
5	15	15	2	e. Attempted to call into a political talk radio show?

QS. 52-53 DELETED; BASED ON LESS THAN 5 PERCENT.

54. Were you ever successful in getting through to talk on the air ?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
2	7	7	*	Yes
3	8	8	1	No
<u>95</u>	<u>85</u>	<u>85</u>	<u>98</u>	Never tried to call
100	100	100	100	

Now, I want to return to POLITICAL talk radio and ask you some questions about (RUSH LIMBAUGH'S RADIO SHOW/THE PARTICULAR SHOW YOU SAID YOU LISTEN TO MOST OFTEN).

55. What is the MAIN reason why you listen to (RUSH LIMBAUGH/THE PARTICULAR RADIO SHOW YOU LISTEN TO MOST OFTEN)?
 PROBE: Any other reasons?) RECORD UP TO THREE REASONS.

<u>LIM</u>	<u>OTH</u>	
23	30	Information (general)
23	15	Quality of information: truthful, factual, honest
13	7	Type of information: alternative to mainstream, can't get elsewhere
7	22	Exposure to broad range of ideas
32	15	Reinforcement reasons
3	1	Sound reasons
23	19	Entertainment reasons
13	10	Personality of host
2	4	To pass the time
4	9	Accidental/non-purposive reasons
2	1	To have company/Relieve loneliness
--	2	Other reasons
<u>4</u>	<u>6</u>	Don't Know
149	150	

Totals exceed one hundred percent due to multiply responses.

56. How similar to your own opinions are those expressed by (RUSH LIMBAUGH/THE HOST OF THE SHOW YOU LISTEN TO MOST OFTEN)? Would you say (READ)

LIM OTH

6 3

76 64

8 17

4 7

5 6

1 3

100 100

Completely similar,

Mostly similar,

Mostly different, OR

Completely different

Depends/Some are; Some Aren't (VOL)

Don't know

57. Some people try hard to listen to their favorite political talk radio show, while others listen to it more just because it is on? Which is closest to how you listen to it?

LIM OTH

63 54

30 40

6 4

1 2

100 100

Try hard to listen

Just because it is on

Both/Depends

Don't Know

58. Where do you usually listen to (LIMBAUGH'S RADIO SHOW/YOUR FAVORITE TALK RADIO SHOW)--At home, at work, driving, or do you listen somewhere else?

LIM OTH

36	34	Home
17	8	Work
40	51	Driving
3	2	Home and driving
1	1	Work and driving
1	2	Home, work and driving
2	1	Combination/Other (Specify _____)
*	1	Don't know
100	100	

59. Do you usually pay close attention to the show, or more have it on in the background while you're doing something else?

LIM OTH

71	72	Close attention
22	23	Doing something else
7	4	Depends/Both (VOL)
=	1	Don't Know
100	100	

60. Do you usually listen to (LIMBAUGH'S RADIO SHOW/ THE TALK RADIO SHOW YOU LISTEN TO MOST OFTEN) alone or with others?

LIM OTH

62	78	Alone
32	17	With others
5	4	Both (volunteered)
1	1	Don't know
100	100	

61. Do you often encourage others to listen to (RUSH LIMBAUGH/THE HOST OF THIS SHOW), or not?

LIM OTH

45 40

Yes

55 59

No

= 1

Don't know

100 100

62. How many other people do you know who listen to (LIMBAUGH/THIS HOST)--is it 1 or 2, 3 or 4, 5 or more, or don't you know anyone else who listens to political talk radio?

LIM OTH

11 21

1 or 2

17 17

3 or 4

63 41

5 or more

8 18

don't know anyone else

1 3

Don't know

100 100

63. Do you discuss what you hear on (LIMBAUGH'S/THIS HOST'S) talk show with other people... (READ)

LIM OTH

30 26

Often

52 55

Sometimes,

13 12

Hardly ever, OR

5 6

Never?

* 1

Don't know

100 100

ASK EVERYONE

64. Now thinking about political talk radio in general, I am going to read PAIRS of words that might describe talk radio. Tell me whether one or the other word in the pair better describes it. If neither seems to fit, just say so. The first pair is ... (ROTATE W/I PAIRS; ROTATE ITEMS FOR ITEMS A THROUGH G)

TTL LIM OTH NON

a. Balanced OR One-sided

27	35	49	24	Balanced
60	54	49	62	One-sided
2	5	3	2	Both (VOL)
1	2	1	2	Neither (VOL)
<u>9</u>	<u>4</u>	<u>2</u>	<u>10</u>	Don't know/Refused
100	100	100	100	

b. Liberal OR Conservative

35	24	32	37	Liberal
40	60	51	37	Conservative
5	8	8	5	Both (VOL)
5	6	3	5	Neither (VOL)
<u>14</u>	<u>2</u>	<u>6</u>	<u>16</u>	Don't know/Refused
100	100	100	100	

c. Honest or Dishonest

47	79	71	40	Honest
34	11	19	38	Dishonest
3	4	2	3	Both (VOL)
4	2	4	5	Neither (VOL)
<u>12</u>	<u>4</u>	<u>4</u>	<u>14</u>	Don't know/Refused
100	100	100	100	

Continued...

64. Continued...

TTL LIM OTH NON

d. Fair OR Unfair

42	73	63	35	Fair
41	17	28	45	Unfair
3	3	6	3	Both (VOL)
4	1	1	5	Neither (VOL)
<u>11</u>	<u>6</u>	<u>2</u>	<u>12</u>	Don't know/Refused
100	100	100	100	

e. Dangerous OR Safe

33	16	22	36	Dangerous
50	74	65	45	Safe
2	2	3	2	Both (VOL)
5	3	6	5	Neither (VOL)
<u>10</u>	<u>5</u>	<u>4</u>	<u>12</u>	Don't know/Refused
100	100	100	100	

f. Entertaining OR Boring

46	81	78	39	Entertaining
43	11	13	49	Boring
3	5	5	3	Both (VOL)
3	3	3	3	Neither (VOL)
<u>5</u>	<u>*</u>	<u>1</u>	<u>6</u>	Don't know/Refused
100	100	100	100	

g. Emotional OR Calm

65	56	53	67	Emotional
23	34	38	20	Calm
3	6	6	2	Both (VOL)
2	3	2	2	Neither (VOL)
<u>7</u>	<u>1</u>	<u>1</u>	<u>9</u>	Don't know/Refused
100	100	100	100	

Continued...

64. Continued...

TTL LIM OTH NON

h. Is it too cynical, OR not too cynical

48	28	39	51	Too Cynical
32	61	51	27	Not Too Cynical
2	3	2	2	Both (VOL)
5	5	3	5	Neither (VOL)
<u>13</u>	<u>3</u>	<u>5</u>	<u>15</u>	Don't know/Refused
100	100	100	100	

Finally, I'd like to ask you a few questions for statistical purposes only ...

D1-3. In politics TODAY do you consider yourself a Republican, a Democrat, or an Independent?

a **IF DEMOCRAT OR REPUBLICAN--CODE 1 OR 2 IN D1** Do you consider yourself strong

(Republican/Democrat or NOT a strong Republican/Democrat)?

of **ASK IF NOT DEMOCRAT OR REPUBLICAN--CODES 3 THROUGH 9 IN D1** As today, do you LEAN more to the Republican Party or the Democratic Party?TTL LIM OTH NONParty ID/Strength of support

28	59	26	25	Total Republican
14	41	14	12	Strong Republican
14	18	12	13	Not strong Republican
32	14	36	34	Total Democrat
17	6	19	18	Strong Democrat
15	8	17	16	Not strong Democrat
34	25	33	35	Independant
<u>6</u>	<u>2</u>	<u>5</u>	<u>6</u>	Other/None/Don't Know
100	100	100	100	

Continued...

D1-3. Continued...

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	<u>Party ID with Leaner</u>
41	78	40	36	Total Republican/Lean Republican
28	59	26	25	Republican
13	19	14	11	Lean Republican
47	17	51	51	Total Democrat/Lean Democrat
32	14	36	34	Democrat
15	3	15	17	Lean Democrat
<u>12</u>	<u>5</u>	<u>9</u>	<u>13</u>	Non-lean Independant/Other
100	100	100	100	

D4. And in general would you describe your political views as very liberal, liberal, moderate, conservative, or very conservative?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
35	67	28	32	Conservative (NET)
8	24	8	6	Very Conservative
27	43	20	26	Conservative
	40	22	45	41 Moderate
22	10	24	23	Liberal (NET)
3	1	4	3	Very Liberal
19	9	20	20	Liberal
<u>3</u>	<u>1</u>	<u>3</u>	<u>4</u>	Other/Don't Know
100	100	100	100	

- D5. Are you now married, LIVING as married, widowed, divorced, separated, or have you never been married?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
53	64	57	52	Married
5	4	3	5	Living as married
8	7	7	8	Widowed
9	9	11	9	Divorced
2	--	1	3	Separated
22	18	20	22	Never married
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	Refused
100	100	100	100	

- D6. What is the last grade or class that you COMPLETED in school? (DO NOT READ)

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
8	10	15	7	Post graduate/professional school
14	16	19	13	College graduate, 4-year degree
23	28	24	22	Some college
37	39	30	38	High school graduate
17	6	11	19	Less than high school graduate
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	Refused
100	100	100	100	

- D7. What was your age on your last birthday?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
23	21	17	24	18-29
41	41	49	41	30-49
18	18	15	18	50-64
16	17	17	16	65+
<u>2</u>	<u>3</u>	<u>2</u>	<u>2</u>	Refused
100	100	100	100	

D8-10 What is your religious preference -- Protestant, Roman Catholic, Jewish, or some other religion? IF PROTESTANT OR CHRISTIAN: Would you describe yourself as a born-again Evangelical Christian, or not?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
64	75	54	64	Total Protestant/Christian
32	42	25	32	Evangelical
32	33	29	32	Non-Evangelical
22	16	23	22	Roman Catholic
1	1	5	1	Jewish
1	1	1	1	Mormon
1	--	*	1	Orthodox Church (Greek, Russian, etc.)
4	3	6	4	Other religion
6	3	10	6	No preference/Athiest/Agnostic
<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	Don't Know/Refused
100	100	100	100	

D11. Are you of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
6	4	4	6	Yes
93	95	95	92	No
<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	Refused
100	100	100	100	

D12. What is your race? Are you white, black, Asian, or some other race?

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
84	94	83	83	White
10	2	11	11	Black or African-American
1	0	1	1	Asian
3	4	4	3	Other/mixed race
<u>2</u>	<u>--</u>	<u>1</u>	<u>2</u>	Don't know/Refused
100	100	100	100	

D13. Last year, THAT IS IN 1995, what was your total family income from all sources, BEFORE taxes? Just stop me when I get to the right category.

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
23	33	33	21	\$50,000 and over
22	24	22	22	\$30,000 - \$49,999
19	21	15	19	\$20,000 - \$20,999
25	15	19	27	Under \$20,000
3	2	3	3	Don't Know
<u>8</u>	<u>5</u>	<u>8</u>	<u>8</u>	Refused
100	100	100	100	

D14. ENTER RESPONDENT'S SEX

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
48	60	53	46	Male
<u>52</u>	<u>40</u>	<u>47</u>	<u>54</u>	Female
100	100	100	100	

REGION:

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
20	15	21	20	Northeast
24	20	20	25	Midwest
35	40	31	35	South
<u>21</u>	<u>25</u>	<u>28</u>	<u>20</u>	West
100	100	100	100	

COMMUNITY SIZE:

<u>TTL</u>	<u>LIM</u>	<u>OTH</u>	<u>NON</u>	
28	27	33	28	Urban
48	50	54	46	Suburban
<u>24</u>	<u>23</u>	<u>13</u>	<u>26</u>	Rural
100	100	100	100	

