



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

May 9, 2006

Who's Tuning In to Conservative Talk Radio? The Numbers Might Surprise You!

Our recent poll in Washington State explored how often voters are listening to conservative radio talk shows and Christian radio stations. The survey found that 12% of voters statewide listen to Rush Limbaugh, John Carlson or other conservative talk shows on the radio at least several times a week (6% daily). Another 22% of voters listen, but do so "less often" and 62% say they never listen to conservative talk radio shows.

At the same time, 15% of voters statewide report they listen to Christian radio stations at least several times a week (8% daily) and another 23% say they listen "less often" while 58% never listen to Christian radio.

Conservative Talk Radio

How often do you listen to the following?

	Conservative talk shows (Rush Limbaugh, John Carlson)	Christian radio stations
Every day	6%	8%
Several times a week	7%	7%
Less often	22%	23%
Never	62%	58%
NA	3%	4%

Looking at subgroups, self-described Conservatives and Republicans are among the most likely to say they tune into conservative talk shows and Christian radio stations. An analysis of listenership by key demographic subgroups follows.

Conservative Talk Shows – Who's Listening?

Today, nearly a third (31%) of hard-core Republicans say they listen to conservative talk shows on the radio at least several times a week, compared to 14% of soft Republicans who listen as often. By comparison, just 6% of Independents and 4% of Democrats listen to conservative talk shows on a regular basis.

In addition, there are also differences in listenership among Republicans by age. Republicans age 55 and older are more likely than younger Republicans to listen to conservative talk shows (32% of older GOPs listen at least several times a week vs. 19% among younger GOPs).

By philosophy, 34% of self-described "very" Conservative voters say they listen to conservative talk shows at least several times a week. Among "somewhat" Conservative voters, 17% listen to conservative talk shows on a regular basis.

Finally, voters in higher income households (\$100,000 annually or more) are more likely to listen to conservative talk shows on a regular basis than voters in households earning less than \$100,000 annually.

Christian Radio – Who’s Listening?

Hard-core GOPs are much more likely than soft GOPs to listen to Christian radio on a regular basis – 31% of hard-core Republicans listen to Christian radio at least several times a week, compared to 19% of soft Republicans. At the same time, 10% or fewer of Democrats and Independents regularly listen to Christian radio.

By philosophy, fully 33% of self-described “very” Conservative voters listen to Christian radio at least several times a week or more often, and 28% of “somewhat” Conservatives tune in regularly as well. Among Moderates and Liberals, fewer than 10% regularly listen to Christian radio.

Conservative Talk Shows vs. Christian Radio

Despite the fact that conservative talk shows and Christian radio both appeal to a Conservative Republican crowd, our survey reveals that people tuning into one does not necessarily indicate they tune into the other, demonstrating that in order to effectively target the Conservative crowd, both conservative talk show and Christian media outlets must be considered independently of one another. Indeed, fully half of those people who say they listen to Christian radio at least several times a week, report they *never* listen to conservative radio talk shows. This crowd is most likely to consist of voters in Eastern Washington, seniors and “perfect” voters.

Christian Radio Listenership: *Party and Ideology*

	Party Affiliation			Voter Ideology			
	GOP	Dem.	Ind.	Very Cons.	Smwht. Cons.	Mod.	Lib.
Every day	15%	4%	4%	17%	15%	6%	2%
Several times a week	12%	3%	6%	15%	13%	3%	2%
Less often	31%	18%	15%	36%	31%	20%	15%
Never	40%	72%	66%	27%	40%	69%	81%
NA	2%	4%	9%	5%	1%	1%	1%

Conservative Talk Show Listenership: *Party and Ideology*

	Party Affiliation			Voter Ideology			
	GOP	Dem.	Ind.	Very Cons.	Smwht. Cons.	Mod.	Lib.
Every day	12%	1%	4%	16%	8%	2%	2%
Several times a week	14%	3%	1%	17%	10%	4%	--
Less often	33%	14%	19%	28%	26%	28%	15%
Never	39%	79%	70%	35%	56%	65%	83%
NA	3%	3%	4%	3%	1%	1%	1%

This telephone survey by Moore Information, Inc. was conducted on May 1-3, 2006, among a representative sample of 500 voters statewide. Potential sampling error is plus or minus 4% at the 95% confidence level. Moore Information commissioned these questions as a service to clients and friends.

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