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Title: Talk Radio Items on 1995 Pilot Study

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Abstract

Bartels examines the performance of the 1995 Pilot Study items designed to measure exposure to talk radio. Bartels finds: (1) Exposure to talk radio is low relative to other broadcast news media. (2) Most exposure to talk radio programs represents exposure to Rush Limbaugh. Accordingly, there is a high correlation between general talk radio exposure and exposure to Limbaugh. (3) Republicans, people interested in politics, blacks, males, frequent drivers, and people living in urban and suburban areas are more frequent listeners of talk radio in general and Limbaugh in particular, though Limbaugh's audience is in general more conservative than the general talk radio audience. (4) Talk radio exposure is a significant determinant of feeling thermometer levels of major political figures, independent of party identification and ideology. Bartels concludes by recommending that NES use the general exposure item, the Limbaugh exposure item, and one or two open ended probes in place of the Pilot battery because the fragmentation of the talk radio audience beyond the Limbaugh show make it very difficult to measure the political impact of specific talk radio programs.