

Omnibus Poll

July 29 - 30, 2013



1. Talk radio influence increased or decreased

Do you think that the influence of talk radio commentators has increased or decreased in the past ten years?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Increased	43%	44%	41%	28%	32%	53%	57%	41%	39%	54%	47%	15%
Decreased	16%	19%	14%	22%	18%	13%	12%	19%	18%	9%	16%	16%
Stayed the same	24%	24%	23%	27%	31%	20%	15%	26%	23%	22%	24%	23%
Not sure	17%	12%	22%	23%	18%	14%	15%	15%	20%	14%	13%	46%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(469)	(531)	(188)	(301)	(351)	(160)	(320)	(445)	(235)	(894)	(106)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Increased	43%	45%	42%	30%	39%	40%	40%	50%	52%	43%	42%	46%	38%
Decreased	16%	15%	16%	22%	20%	14%	20%	14%	10%	21%	14%	15%	18%
Stayed the same	24%	23%	22%	30%	13%	26%	24%	22%	29%	20%	28%	23%	25%
Not sure	17%	17%	20%	17%	27%	20%	16%	14%	8%	16%	15%	17%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(828)	(96)	(76)	(31)	(309)	(361)	(193)	(106)	(173)	(207)	(366)	(254)

Omnibus Poll

July 29 - 30, 2013



2. Talk radio influence on GOP

How much influence do you think talk radio commentators have on the Republican Party?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A lot	28%	32%	24%	25%	24%	27%	39%	37%	25%	18%	30%	12%
Some	34%	33%	35%	38%	34%	35%	29%	29%	34%	43%	36%	20%
Very little	15%	17%	12%	10%	15%	18%	13%	10%	16%	20%	15%	15%
None	4%	4%	4%	5%	6%	3%	1%	5%	4%	3%	4%	6%
Not sure	20%	14%	25%	23%	21%	17%	17%	19%	21%	17%	16%	47%
Totals (Unweighted N)	100% (1,000)	100% (469)	100% (531)	100% (188)	100% (301)	100% (351)	100% (160)	100% (320)	100% (445)	100% (235)	100% (894)	100% (106)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A lot	28%	28%	28%	27%	23%	19%	28%	38%	41%	24%	22%	29%	33%
Some	34%	35%	25%	39%	31%	31%	33%	38%	43%	37%	34%	37%	27%
Very little	15%	16%	15%	7%	12%	18%	14%	14%	10%	14%	15%	15%	14%
None	4%	3%	5%	10%	3%	5%	6%	1%	1%	9%	3%	3%	3%
Not sure	20%	19%	26%	18%	32%	27%	19%	8%	5%	16%	26%	17%	22%
Totals (Unweighted N)	100% (1,000)	100% (828)	100% (96)	100% (76)	100% (31)	100% (309)	100% (361)	100% (193)	100% (106)	100% (173)	100% (207)	100% (366)	100% (254)

Omnibus Poll

July 29 - 30, 2013



3. Is talk radio influence on GOP a good thing

Generally speaking, do you think that the influence of talk radio commentators on Republican politicians is...

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
A good thing	18%	22%	14%	9%	18%	22%	20%	8%	16%	36%	20%	6%
A bad thing	34%	40%	28%	39%	31%	33%	32%	48%	32%	17%	36%	17%
Neither a good thing nor a bad thing	27%	25%	29%	25%	30%	27%	26%	24%	30%	27%	27%	28%
Not sure	21%	13%	29%	26%	21%	18%	21%	20%	22%	20%	17%	49%
Totals (Unweighted N)	100% (962)	100% (448)	100% (514)	100% (182)	100% (285)	100% (338)	100% (157)	100% (307)	100% (428)	100% (227)	100% (864)	100% (98)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
A good thing	18%	20%	12%	11%	18%	18%	18%	16%	19%	15%	21%	16%	19%
A bad thing	34%	34%	30%	37%	17%	24%	33%	52%	53%	34%	28%	37%	34%
Neither a good thing nor a bad thing	27%	25%	34%	34%	32%	31%	27%	22%	24%	30%	33%	26%	23%
Not sure	21%	21%	24%	18%	33%	28%	22%	10%	4%	21%	18%	21%	23%
Totals (Unweighted N)	100% (962)	100% (801)	100% (92)	100% (69)	100% (30)	100% (294)	100% (343)	100% (190)	100% (105)	100% (163)	100% (200)	100% (354)	100% (245)

Omnibus Poll

July 29 - 30, 2013



4. Favorability - Rush Limbaugh

Do you have a favorable or unfavorable opinion of Rush Limbaugh?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very favorable	14%	17%	11%	5%	12%	17%	21%	3%	13%	32%	15%	3%
Somewhat favorable	16%	17%	15%	10%	16%	20%	15%	6%	17%	29%	17%	9%
Somewhat unfavorable	14%	14%	14%	16%	14%	13%	13%	14%	15%	11%	14%	14%
Very unfavorable	39%	41%	38%	41%	39%	38%	40%	63%	35%	12%	41%	28%
Not sure	17%	11%	23%	28%	19%	12%	11%	14%	20%	16%	13%	45%
Totals (Unweighted N)	100% (1,000)	100% (469)	100% (531)	100% (188)	100% (301)	100% (351)	100% (160)	100% (320)	100% (445)	100% (235)	100% (894)	100% (106)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very favorable	14%	16%	3%	9%	22%	10%	16%	11%	14%	11%	14%	14%	16%
Somewhat favorable	16%	19%	7%	8%	13%	16%	14%	19%	18%	17%	19%	14%	15%
Somewhat unfavorable	14%	13%	17%	16%	11%	20%	13%	10%	10%	13%	18%	14%	11%
Very unfavorable	39%	38%	52%	35%	30%	28%	42%	52%	54%	38%	36%	40%	42%
Not sure	17%	14%	21%	31%	25%	26%	15%	7%	4%	21%	14%	18%	16%
Totals (Unweighted N)	100% (1,000)	100% (828)	100% (96)	100% (76)	100% (31)	100% (309)	100% (361)	100% (193)	100% (106)	100% (173)	100% (207)	100% (366)	100% (254)

Omnibus Poll

July 29 - 30, 2013



5. Favorability - Sean Hannity

Do you have a favorable or unfavorable opinion of Sean Hannity?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Very favorable	16%	18%	13%	6%	14%	20%	22%	7%	15%	29%	17%	4%
Somewhat favorable	15%	16%	14%	11%	14%	18%	16%	5%	17%	26%	17%	3%
Somewhat unfavorable	11%	13%	10%	17%	7%	12%	9%	10%	12%	12%	12%	10%
Very unfavorable	23%	28%	19%	21%	25%	22%	27%	33%	22%	10%	24%	17%
Not sure	35%	26%	43%	45%	40%	28%	27%	44%	34%	22%	30%	66%
Totals (Unweighted N)	100% (1,000)	100% (469)	100% (531)	100% (188)	100% (301)	100% (351)	100% (160)	100% (320)	100% (445)	100% (235)	100% (894)	100% (106)

	Total	Race			Education					Region			
		White	Black	Hispanic	Less than high school	High school	Some college	College grad	Post grad	Northeast	Midwest	South	West
Very favorable	16%	18%	3%	11%	22%	14%	15%	15%	18%	12%	15%	16%	18%
Somewhat favorable	15%	17%	13%	4%	8%	16%	16%	14%	19%	19%	19%	12%	12%
Somewhat unfavorable	11%	11%	9%	15%	3%	11%	14%	14%	7%	8%	12%	13%	10%
Very unfavorable	23%	24%	26%	18%	14%	15%	23%	34%	41%	27%	18%	23%	26%
Not sure	35%	29%	49%	53%	53%	43%	33%	23%	16%	34%	36%	35%	34%
Totals (Unweighted N)	100% (1,000)	100% (828)	100% (96)	100% (76)	100% (31)	100% (309)	100% (361)	100% (193)	100% (106)	100% (173)	100% (207)	100% (366)	100% (254)