

TALKERS magazine

2010 TALK RADIO RESEARCH PROJECT™

NEWS/TALK RADIO

Audience Breakdown by AGE

6-17	2%
18-24	6%
25-34	11%
35-44	26%
45-54	26%
55-64	22%
65+	7%

Audience Breakdown by SEX

Male	57%
Female	43%

Audience Breakdown by ETHNICITY

White	61%
Black	21%
Hispanic	11%
Asian	3%
Other	4%

Audience Breakdown by EDUCATIONAL LEVEL

Yet to Finish High School	4%
High School Graduate	26%
Some College	35%
College Graduate	24%
Some Graduate School	11%

Audience Breakdown by FAVORITE (NON-RADIO) NEWS SOURCES

Internet-Only Websites	20%
Fox News Channel	15%
MSNBC	10%
CNN	6%
Local Daily Newspaper	6%
ABC-TV	5%
Public TV	5%
ESPN	4%
Local Broadcast TV	4%
NBC-TV	4%
USA Today	3%
CBS-TV	3%
CNBC	3%
Wall Street Journal	3%
C-SPAN	2%
New York Times	2%
Newsweek Magazine	1%
Time Magazine	1%
Local Alternative Weekly	1%
Others	2%

Audience Breakdown by CHARITABLE GIVING (in 2009)

Less than \$100	7%
\$101 - \$500	27%
\$501 - \$1000	46%
\$1001 - \$5000	16%
\$5000+	4%

Audience Breakdown by FAVORITE SPECTATOR SPORTS

Football	35%
Baseball	31%
Basketball	9%
Golf	8%
Auto Racing	7%
Tennis	3%
Hockey	2%
Boxing	1%
Other	4%

Audience Breakdown by FAVORITE MUSIC

Country	23%
Mainstream Pop	17%
Oldies	16%
Classic Rock	16%
Hip Hop/R&B	10%
Triple A	6%
Standards	6%
Active Rock	2%
Jazz	1%
Classical	1%
Other	2%

Audience Breakdown by Those (Qualified) Who VOTED IN 2008

Yes	77%
No	23%

Audience Breakdown by POLITICAL PARTY

Republican	28%
Democrat	14%
Independent	54%
Other	4%

Audience Breakdown by POLITICAL PHILOSOPHY

Ultra Conservative	12%
Conservative	28%
Moderate	22%
Fiscal Conservative/ Social Liberal	16%
Liberal	13%
Ultra Liberal	2%
Depends on Issue	7%

Audience Breakdown by ANNUAL HOUSEHOLD INCOME

Under 20K	4%
20-29K	9%
30-39K	18%
40-49K	15%
50-59K	17%
60-69K	16%
70-79K	7%
80-89K	6%
90-99K	4%
100K+	4%