

FOR IMMEDIATE RELEASE

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Americans strongly divided on Limbaugh

Raleigh, N.C. – American voters are nearly split down the middle when it comes to their opinions on Rush Limbaugh, the newest survey from Public Policy Polling finds.

46% have a positive perception of him with 43% viewing him negatively. There is a massive gender gap in those numbers, with 56% of men but only 37% of women holding a favorable opinion of him.

The numbers break down along party lines pretty much as one would expect. 80% of Republicans and only 17% of Democrats like him. Independents are pretty evenly divided with 44% seeing him unfavorably and 43% giving him a good review.

When it comes to how much influence respondents think Limbaugh should have in American politics, a 42% plurality say that he should have none. 28% believe he should have some, and 23% think he should have a lot of influence. Even among Republicans only 39% believe that his influence should be heavy.

“Rush Limbaugh seems to be carrying a lot of power with Republican elected officials in the early days of the Obama administration,” said Dean Debnam, President of Public Policy Polling. “Based on these numbers you have to question whether that’s justified though. Most GOP voters have a generally favorable opinion of him, but at the same time a strong majority of them also don’t think he should have a lot of influence in American politics.”

While a plurality of white voters have a favorable opinion of Limbaugh, most African Americans and Hispanics view him negatively.

PPP conducted a national survey of 1,351 voters on February 17th and 18th. The survey’s margin of error is +/-2.7%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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National Survey Results

Q1 Do you have a favorable or unfavorable opinion of talk radio host Rush Limbaugh? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

Favorable.....46% *Not Sure*.....10%

Unfavorable43%

Q2 How much influence do you think Rush Limbaugh should have in American politics? If a lot of influence, press 1. If some influence, press 2. If no influence, press 3. If you're not sure, press 4.

A lot of Influence23%

Some Influence.....28%

No Influence.....42%

Not Sure..... 7%

Q3 If you are a woman, press 1, if a man, press 2.

Women51% *Men*.....49%

Q4 If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

Democrat.....40%

Republican.....37%

Other.....22%

Q5 If you are white, press 1. If you are African American, press 2. If you are Hispanic, press 3. If other, press 4.

White67% *Hispanic*.....12%

African American14% *Other*..... 7%

Q6 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older than 65, press 4.

18-29.....13% *46-65*.....40%

30-45.....27% *Older than 65*.....20%





Crosstabs

	Base	Limbaugh Favorability		
		Favorable	Unfavorable	Not Sure
Limbaugh Favorability				
Favorable	46%	100%	-	-
Unfavorable	43%	-	100%	-
Not Sure	10%	-	-	100%

	Base	Limbaugh Favorability		
		Favorable	Unfavorable	Not Sure
Limbaugh Influence				
A lot of Influence	23%	47%	1%	7%
Some Influence	28%	39%	15%	33%
No Influence	43%	9%	81%	32%
Not Sure	7%	6%	4%	28%

	Base	Gender	
		Women	Men
Limbaugh Favorability			
Favorable	46%	37%	56%
Unfavorable	43%	49%	37%
Not Sure	10%	14%	7%

	Base	Gender	
		Women	Men
Limbaugh Influence			
A lot of Influence	23%	16%	30%
Some Influence	28%	27%	28%
No Influence	42%	47%	37%
Not Sure	7%	9%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Other
Limbaugh Favorability				
Favorable	46%	17%	80%	43%
Unfavorable	43%	73%	12%	44%
Not Sure	10%	10%	8%	14%

	Base	Party		
		Democrat	Republican	Other
Limbaugh Influence				
A lot of Influence	23%	7%	39%	25%
Some Influence	28%	19%	37%	28%
No Influence	42%	68%	18%	38%
Not Sure	7%	6%	7%	9%

	Base	Race			
		White	African American	Hispanic	Other
Limbaugh Favorability					
Favorable	46%	48%	43%	35%	55%
Unfavorable	43%	42%	54%	47%	34%
Not Sure	10%	10%	3%	18%	11%

	Base	Race			
		White	African American	Hispanic	Other
Limbaugh Influence					
A lot of Influence	23%	23%	23%	18%	29%
Some Influence	28%	28%	26%	29%	29%
No Influence	42%	42%	43%	47%	34%
Not Sure	7%	7%	9%	6%	8%





Crosstabs

	Base	Age			
		18-29	30-45	46-65	Older than 65
Limbaugh Favorability					
Favorable	46%	40%	52%	41%	52%
Unfavorable	43%	46%	41%	46%	40%
Not Sure	10%	13%	7%	13%	7%

	Base	Age			
		18-29	30-45	46-65	Older than 65
Limbaugh Influence					
A lot of Influence	23%	29%	26%	18%	25%
Some Influence	28%	18%	28%	30%	30%
No Influence	42%	47%	40%	44%	39%
Not Sure	7%	6%	7%	8%	6%

