

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

The Star-Ledger/Eagleton Poll web address: <http://www-rci.rutgers.edu/~eaglepol>

NEW JERSEY 101.5

AWARENESS AND LISTENERSHIP

Statewide, about 4-in-10 New Jerseyans are aware of New Jersey 101.5 and a similar proportion have listened to the radio station. Among the listeners, 1-in-20 have called in to comment on the issues being discussed.

The *Star-Ledger/Eagleton Poll* conducted with a random sample of 808 New Jersey adults also found that half of the listeners say the station's ideological perspective is somewhere in-between liberal and conservative.

OVERVIEW OF NEW JERSEY 101.5 AWARENESS

While overall, 43 percent of New Jersey residents say they have read or heard a great deal (16%) or some (27%) about radio station 101.5, 54 percent have not read or heard much (19%) or anything at all (35%). There are regional differences in awareness of 101.5 with more residents in Central Jersey (55%) than in North (41%) or South (37%) Jersey reporting they know a great deal or some about the radio station.

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PROFILE OF NEW JERSEY 101.5 LISTENERS

Statewide, 43 percent of New Jersey residents say that at some time they have listened to 101.5. Equal percentages of men (42%) and women (44%) report having listened to the station. While slightly more than 4-in-10 residents who are less than 65 years old have listened to 101.5, New Jerseyans who are 65 years old or older (27%) are much less likely to have ever listened. Regionally more Central New Jersey residents (56%) have listened than those who live in South (37%) or North (40%) Jersey. New Jersey 101.5 also has more listeners in the newer suburbs (49%) and rural areas (55%) than older towns and suburbs where an average of about 1-in-3 residents are listeners.

Among the 101.5 listeners, there is a range of frequency in how often they tune in. Overall, 17 percent say they listen daily, 34 percent a few times a week, 24 percent a few times a month, and 23 percent a few times a year.

Daily listeners are more likely to be white (20%), 50 years old or older (26%), independent (20%) or Republican (21%), and live in Central Jersey (27%).

One-in-twenty of the 101.5 listeners report calling into the station to make a comment on a topic that was being discussed. Listeners who are most likely to call in are males (8%), white residents (6%), younger residents who are 18 to 29 years old (7%) or 30 to 49 (6%), Republicans (11%), and residents of Central Jersey (9%).

IMPRESSIONS OF 101.5

When listeners assess the political viewpoint of 101.5, half say they are in-between being liberal and conservative, 26 percent don't give an opinion on the station's ideology, 15 percent say it is liberal, and 9 percent feel 101.5 represents a conservative

viewpoint. Thirty-two percent of the listeners who describe themselves for being liberal say they feel the station has a liberal perspective, compared to 16 percent of the conservatives who report view the station for being conservative and 61 percent of those who consider themselves as moderates say 101.5 has a political viewpoint that is somewhere in-between liberal and conservative.

Sixty-four percent of the listeners rate New Jersey 101.5's overall coverage of New Jersey issues as excellent (19%) or good (45%) compared to 20 percent who say it is only fair (18%) or poor (2%) and 17 percent who did not give the station any rating.

From a partisan perspective, Republicans (79%) are more likely than independents (62%) and Democrats (58%) to give the station positive ratings. In addition, more residents in Central New Jersey (72%) than in South (63%) or North (59%) Jersey give the state ratings of excellent or good.

- 30 -

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BACKGROUND MEMO — RELEASE SL/EP58-3 (EP108-3), SUNDAY, OCTOBER 13, 1996

The latest *Star-Ledger/Eagleton* Poll was conducted between September 5 and 11, 1996, when a random sample of 808 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval.

Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

“How much have you read or heard about radio station 101.5--a great deal, some, not much, or nothing at all?” [Q.50]

	<u>A Great Deal</u>	<u>Some</u>	<u>Not Much</u>	<u>Nothing At All</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	16%	27%	19%	35%	3	100%	(808)
<i>Age</i>							
--18-29	15	28	27	29	--	99	(144)
--30-49	18	29	13	37	2	99	(360)
--50-64	15	26	20	34	6	101	(168)
--65 or older	11	21	23	38	7	100	(129)
<i>Region</i>							
--North	13	28	20	36	4	101	(392)
--Central	26	29	17	25	3	100	(207)
--South	13	24	20	41	3	101	(209)

“Have you ever listened to radio station 101.5 ?” [Q.51]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Not Aware Of Station</u>	<u>Total</u>	<u>(n)</u>
September, 1996	43%	16%	3%	38%	100%	(808)
<i>Gender</i>						
--Male	42	16	1	40	99	(403)
--Female	44	15	5	36	100	(405)
<i>Race</i>						
--White	45	15	4	37	101	(620)
--Non-white	39	18	3	41	101	(165)
<i>Age</i>						
--18 - 29	45	23	3	29	100	(144)
--30 - 49	49	10	2	40	101	(360)
--50 - 64	44	11	6	40	101	(168)
--65 or older	27	24	4	46	101	(129)
<i>Education</i>						
--Less than high school	35	15	3	47	100	(69)
--High school graduate	38	19	4	39	100	(189)
--Some college	56	15	4	26	101	(191)
--College graduate	46	12	2	40	100	(359)
<i>Party ID</i>						
--Democrat	44	17	4	34	99	(267)
--Independent	44	16	2	38	100	(309)
--Republican	42	13	3	42	100	(193)
<i>Political Ideology</i>						
--Liberal	48	16	5	32	101	(160)
--Moderate	42	14	4	41	101	(427)
--Conservative	44	22	1	34	101	(173)
<i>Registered Voter</i>						
--Yes	46	16	3	35	100	(627)
--No	32	14	3	51	100	(149)
<i>Region</i>						
--North	40	17	2	40	99	(392)
--Central	56	13	3	28	100	(207)
--South	37	14	5	44	100	(209)
<i>Type of Municipality</i>						
--Major Urban Center	36	31	3	30	100	(70)
--Other Urban Areas	39	20	2	40	101	(139)
--Older Town/Suburb	33	14	3	50	100	(183)
--Newer Suburb	49	12	3	36	100	(277)
--Rural	55	10	5	30	100	(139)

“And, would you say you listen to 101.5 daily, a few times a week, a few times a month, or a few times a year?” [Q.52]

	<u>Daily</u>	<u>Few Times A Week</u>	<u>Few Times A Month</u>	<u>Few Times A Year</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	17%	34%	24%	23%	2%	100%	(364)

Gender

--Male	15	40	24	20	1	100	(182)
--Female	18	30	25	25	2	100	(182)

Race

--White	20	32	22	24	2	100	(287)
--Non-white	6	42	32	19	1	100	(68)

Age

--18 - 29	7	30	36	26	--	99	(65)
--30 - 49	15	42	21	21	1	100	(186)
--50 - 64	26	26	16	28	4	100	(72)
--65 or older	26	23	31	14	6	100	(35)

Party ID

--Democrat	11	35	24	25	5	100	(123)
--Independent	20	33	25	22	--	100	(141)
--Republican	21	36	24	19	--	100	(83)

Region

--North	10	30	32	25	2	99	(160)
--Central	27	40	15	18	--	100	(121)
--South	17	35	22	24	3	101	(83)

“Have you ever called in to comment on a topic that was being discussed on 101.5?” [Q.53]

	<u>Yes</u>	<u>(n)</u>
September, 1996	5%	(364)
<u>Gender</u>		
--Male	8	(182)
--Female	2	(182)
<u>Race</u>		
--White	6	(287)
--Non-white	1	(68)
<u>Age</u>		
--18 - 29	7	(65)
--30 - 49	6	(186)
--50 - 64	2	(72)
--65 or older	1	(35)
<u>Party ID</u>		
--Democrat	5	(123)
--Independent	3	(141)
--Republican	11	(83)
<u>Region</u>		
--North	3	(160)
--Central	9	(121)
--South	3	(83)

“Overall, if you were to describe the political viewpoint of 101.5 would you say it was liberal, conservative, or somewhere in between?” [Q.54]

	<u>Liberal</u>	<u>Conservative</u>	<u>In Between</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	15%	9%	50%	26%	100%	(364)

Gender

--Male	9	9	52	30	100	(182)
--Female	19	9	49	23	100	(182)

Party ID

--Democrat	15	8	52	25	100	(123)
--Independent	16	10	51	23	100	(141)
--Republican	8	10	49	33	100	(83)

Political Ideology

--Liberal	32	8	37	23	100	(74)
--Moderate	9	7	61	23	100	(194)
--Conservative	14	16	43	27	100	(72)

“Overall, would you rate 101.5's coverage of New Jersey issues as excellent, good, only fair, or poor?” [55]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
September, 1996	19%	45%	18%	2%	17%	101%	(364)
<u>Party ID</u>							
--Democrat	18	40	20	1	21	100	(123)
--Independent	18	44	19	3	15	99	(141)
--Republican	17	62	10	1	9	99	(83)
<u>Region</u>							
--North	16	43	20	1	20	100	(160)
--Central	24	48	18	1	9	100	(121)
--South	19	44	14	4	19	100	(83)