## Audience Profiles: Party and Ideology

### Percent of each audience who are...

<table>
<thead>
<tr>
<th>Source</th>
<th>Republican</th>
<th>Democrat</th>
<th>Independent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rush Limbaugh</td>
<td>63</td>
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<td>23</td>
</tr>
<tr>
<td>Hannity</td>
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<td>6</td>
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</tr>
<tr>
<td>O'Reilly Factor</td>
<td>54</td>
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<td>32</td>
</tr>
<tr>
<td>Glenn Beck</td>
<td>53</td>
<td>9</td>
<td>33</td>
</tr>
<tr>
<td>Fox News</td>
<td>44</td>
<td>21</td>
<td>28</td>
</tr>
<tr>
<td>Wall St. Journal</td>
<td>36</td>
<td>22</td>
<td>41</td>
</tr>
<tr>
<td>USA Today</td>
<td>33</td>
<td>26</td>
<td>35</td>
</tr>
<tr>
<td>News blogs</td>
<td>28</td>
<td>34</td>
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</tr>
<tr>
<td>Daily paper</td>
<td>28</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>Local TV news</td>
<td>25</td>
<td>35</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>25</strong></td>
<td><strong>33</strong></td>
<td><strong>34</strong></td>
</tr>
<tr>
<td>Sunday shows</td>
<td>24</td>
<td>37</td>
<td>32</td>
</tr>
<tr>
<td>Network evening</td>
<td>24</td>
<td>35</td>
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<tr>
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<td>47</td>
<td>31</td>
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<tr>
<td>Colbert Report</td>
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<tr>
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<td>Rachel Maddow</td>
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<tr>
<td>New York Times</td>
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<td>49</td>
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<tr>
<td>Countdown</td>
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<td>60</td>
<td>29</td>
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</table>

### Percent of each audience who are...

<table>
<thead>
<tr>
<th>Source</th>
<th>Conservative</th>
<th>Moderate</th>
<th>Liberal</th>
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<tbody>
<tr>
<td>Hannity</td>
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<tr>
<td>Rush Limbaugh</td>
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<tr>
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<td>72</td>
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*PEW RESEARCH CENTER June 8-28, 2010. Figures may not add to 100% because of rounding and because those who did not answer party affiliation or ideology questions are not shown. Based on regular readers/viewers/listeners of each source.*