

Vert % - Gives you percentages based on data placed columns.

Political Outlook:

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All **Very** **Somewhat** **Middle of** **Somewhat** **Very**
 Conservative **Conservative** **the Road** **Liberal** **Liberal**

	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
All	Index	100	100	100	100	100	100
Men	Vert %	48.26	49.76	50.58	49.16	44.38	41.97
	Index	100	103	105	102	92	87
Women	Vert %	51.74	50.24	49.42	50.84	55.62	58.03
	Index	100	97	96	98	107	112
Parents	Vert %	30.40	27.35	32.04	32.16	28.55	25.94
	Index	100	90	105	106	94	85
Marital Status: Never married	Vert %	28.31	19.13	20.52	31.46	35.73	39.49
	Index	100	68	72	111	126	139
Marital Status: Now married	Vert %	52.88	61.53	59.65	50.41	47.08	42.35
	Index	100	116	113	95	89	80
Marital Status: Legally separated/widowed/divorced	Vert %	18.81	19.34	19.83	18.13	17.19	18.16
	Index	100	103	105	96	91	97
Marital Status: Engaged	Vert %	4.84	3.97	4.28	5.46	5.04	5.31
	Index	100	82	88	113	104	110
Living w/partner/fiance/boyfriend or girlfriend (same or opposite sex)	Vert %	8.83	6.30	6.62	10.46	9.48	11.84
	Index	100	71	75	118	107	134
Household Size: 1	Vert %	14.41	15.04	13.60	13.34	15.52	17.00
	Index	100	104	94	93	108	118
Household Size: 2	Vert %	31.01	35.00	31.79	28.94	30.86	33.12
	Index	100	113	103	93	100	107
Household Size: 3-4	Vert %	37.32	33.18	37.17	39.32	39.64	36.41
	Index	100	89	100	105	106	98
Household Size: 5+	Vert %	17.26	16.78	17.44	18.40	13.98	13.47
	Index	100	97	101	107	81	78
Children: Any	Vert %	38.89	35.20	39.92	41.34	36.85	33.22
	Index	100	91	103	106	95	85
Children: 1	Vert %	15.57	13.22	14.88	16.62	15.73	16.10
	Index	100	85	96	107	101	103
Children: 2	Vert %	14.08	12.15	14.97	15.10	14.21	11.47
	Index	100	86	106	107	101	81
Children: 3+	Vert %	9.24	9.83	10.06	9.62	6.91	5.65
	Index	100	106	109	104	75	61
Child Age: Under 12 months	Vert %	3.99	3.34	3.69	4.41	3.89	3.62
	Index	100	84	93	111	98	91
Child Age: 12-23 months	Vert %	3.45	2.89	3.57	3.83	3.05	2.90
	Index	100	84	103	111	88	84
Child Age: Under 2 years	Vert %	7.12	5.98	6.97	7.76	6.80	6.28
	Index	100	84	98	109	96	88
Child Age: Under 6 years	Vert %	17.96	15.79	17.83	19.21	17.47	15.95
	Index	100	88	99	107	97	89
Child Age: 2-5 years	Vert %	14.01	12.87	14.03	15.01	13.49	11.67
	Index	100	92	100	107	96	83
Child Age: 6-11 years	Vert %	18.61	17.38	20.03	19.22	16.89	14.51
	Index	100	93	108	103	91	78
Child Age: 12-17 years	Vert %	18.63	18.07	19.79	19.74	16.42	14.66
	Index	100	97	106	106	88	79
Pet owner	Vert %	58.27	55.69	58.95	60.92	56.62	58.11
	Index	100	96	101	105	97	100
Dog owner	Vert %	45.95	44.69	46.76	49.38	41.34	42.19
	Index	100	97	102	107	90	92
Cat owner	Vert %	24.06	22.16	23.04	25.25	24.61	26.10
	Index	100	92	96	105	102	109

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 Conservative Conservative the Road Liberal Liberal

	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
All	Index	100	100	100	100	100	100
Age 18-24	Vert %	12.39	7.56	8.97	14.86	15.25	13.91
	Index	100	61	72	120	123	112
Age 25-34	Vert %	17.78	11.90	14.92	19.71	20.82	22.08
	Index	100	67	84	111	117	124
Age 35-44	Vert %	16.48	13.71	16.68	17.97	15.93	16.65
	Index	100	83	101	109	97	101
Age 45-54	Vert %	17.66	19.44	19.25	17.34	16.07	14.20
	Index	100	110	109	98	91	80
Age 55-64	Vert %	16.68	20.25	18.79	14.64	16.06	16.59
	Index	100	121	113	88	96	99
Age 65+	Vert %	19.00	27.15	21.39	15.48	15.87	16.57
	Index	100	143	113	81	84	87
Age 18-34	Vert %	30.17	19.46	23.89	34.57	36.07	35.99
	Index	100	64	79	115	120	119
Age 18-49	Vert %	55.17	41.90	49.98	61.04	60.48	59.33
	Index	100	76	91	111	110	108
Age 25-54	Vert %	51.92	45.04	50.85	55.02	52.82	52.93
	Index	100	87	98	106	102	102
Age 35-54	Vert %	34.14	33.15	35.93	35.31	32.00	30.85
	Index	100	97	105	103	94	90
Men 18-34	Vert %	15.10	9.91	12.94	18.02	16.38	14.93
	Index	100	66	86	119	108	99
Men 18-49	Vert %	27.36	21.63	26.41	31.17	27.03	24.89
	Index	100	79	97	114	99	91
Men 25-54	Vert %	25.56	23.07	26.70	27.52	23.67	22.07
	Index	100	90	104	108	93	86
Men 35-54	Vert %	16.71	17.29	18.64	17.28	14.15	12.79
	Index	100	103	112	103	85	77
Women 18-34	Vert %	15.07	9.54	10.94	16.55	19.69	21.06
	Index	100	63	73	110	131	140
Women 18-49	Vert %	27.81	20.27	23.57	29.86	33.45	34.44
	Index	100	73	85	107	120	124
Women 25-54	Vert %	26.36	21.97	24.15	27.51	29.15	30.85
	Index	100	83	92	104	111	117
Women 35-54	Vert %	17.43	15.86	17.29	18.03	17.85	18.06
	Index	100	91	99	103	102	104
Generations: Gen Z (b.1997-2010) only incl respondents 18+	Vert %	3.31	2.03	2.35	3.99	3.63	3.92
	Index	100	61	71	121	110	119
Generations: Millennials (b.1977-1996)	Vert %	35.47	24.12	30.09	39.93	41.09	41.29
	Index	100	68	85	113	116	116
Generations: GenXers (b.1965-1976)	Vert %	20.07	20.05	21.37	20.57	18.63	17.68
	Index	100	100	106	103	93	88
Generations: Boomers (b. 1946-1964)	Vert %	29.65	37.02	33.11	26.20	27.64	28.05
	Index	100	125	112	88	93	95
Generations: Early boomers (b. 1946-1955)	Vert %	13.80	18.71	15.15	11.48	12.94	14.44
	Index	100	136	110	83	94	105
Generations: Late boomers (b. 1956-1964)	Vert %	15.85	18.32	17.96	14.71	14.70	13.61
	Index	100	116	113	93	93	86
Generations: Pre-boomers (b. before 1946)	Vert %	11.51	16.78	13.08	9.32	9.01	9.07
	Index	100	146	114	81	78	79

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	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
All	Index	100	100	100	100	100	100
Race: White	Vert %	75.27	76.70	78.90	76.66	71.61	72.89
	Index	100	102	105	102	95	97
Race: Black/African American	Vert %	12.73	13.31	10.02	12.62	14.80	15.11
	Index	100	105	79	99	116	119
Race: American Indian or Alaska Native	Vert %	1.13	1.09	0.90	1.29	0.87	1.37
	Index	100	97	80	115	77	122
Race: Asian	Vert %	3.42	1.77	2.49	3.40	5.35	4.75
	Index	100	52	73	99	156	139
Race: Other	Vert %	9.61	8.90	9.29	8.26	9.95	9.01
	Index	100	93	97	86	104	94
Race: White only	Vert %	73.67	75.40	77.66	75.07	69.68	70.37
	Index	100	102	105	102	95	96
Race: Black/African American only	Vert %	12.10	12.86	9.59	12.03	13.87	13.96
	Index	100	106	79	99	115	115
Race: Other race/multiple classifications	Vert %	14.23	11.75	12.75	12.90	16.45	15.67
	Index	100	83	90	91	116	110
Hispanic Respondent Personally Speaks at Home: Only English	Vert %	2.55	1.78	2.00	3.00	2.75	3.24
	Index	100	70	79	118	108	127
Hispanic Respondent Personally Speaks at Home: Mostly English, but some Spanish	Vert %	3.87	2.55	3.21	4.13	4.92	4.76
	Index	100	66	83	107	127	123
Hispanic Respondent Personally Speaks at Home: Only Spanish	Vert %	4.29	6.72	5.13	2.77	2.43	1.89
	Index	100	157	120	65	57	44
Hispanic Respondent Personally Speaks at Home: Mostly Spanish, but some English	Vert %	3.90	3.89	4.08	3.14	4.20	3.76
	Index	100	100	105	80	108	96
Hispanic Respondent Personally Speaks at Home: Both English & Spanish equally at home	Vert %	0.72	0.78	0.58	0.62	1.01	0.35
	Index	100	109	80	87	140	48
Hispanic Respondent Personally Speaks at Home: Other	Vert %	0.14	0.14	0.19	0.06	0.20	0.31
	Index	100	98	134	42	142	213
Spanish, Hispanic or Latino Origin or Descent: Yes	Vert %	15.46	15.88	15.19	13.72	15.51	14.30
	Index	100	103	98	89	100	92
Sexual Orientation: Heterosexual/Straight	Vert %	96.37	97.95	98.50	97.08	94.57	88.39
	Index	100	102	102	101	98	92
Sexual Orientation: Net Gay/Lesbian	Vert %	1.50	0.70	0.45	1.11	2.68	6.15
	Index	100	46	30	74	179	411
Sexual Orientation: Net Gay/Lesbian/Bisexual	Vert %	2.15	0.97	0.61	1.67	3.57	8.67
	Index	100	45	29	78	166	404
Education: Graduated college+	Vert %	29.89	23.75	31.58	26.23	43.91	45.56
	Index	100	79	106	88	147	152
Education: Attended college	Vert %	28.54	27.05	29.08	31.21	27.84	26.11
	Index	100	95	102	109	98	91
Education: Graduated high school	Vert %	29.42	33.88	27.80	32.50	20.35	18.16
	Index	100	115	94	110	69	62
Education: Did not graduate high school	Vert %	12.14	15.31	11.54	10.05	7.90	10.18
	Index	100	126	95	83	65	84
Education: Post graduate	Vert %	10.74	7.46	10.63	8.58	18.17	21.02
	Index	100	70	99	80	169	196
Education: No college	Vert %	41.57	49.19	39.34	42.56	28.25	28.34
	Index	100	118	95	102	68	68
Employment: Working full time	Vert %	49.12	44.48	49.71	52.11	50.72	46.80
	Index	100	91	101	106	103	95
Employment: Working part time	Vert %	11.82	10.69	11.31	11.56	13.58	15.10
	Index	100	90	96	98	115	128
Employment: Not working	Vert %	39.06	44.83	38.99	36.33	35.70	38.10
	Index	100	115	100	93	91	98
Occupation: Professional and related occupations	Vert %	13.99	10.11	13.26	13.00	20.81	22.98

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	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
All	Index	100	100	100	100	100	100
Occupation: Professional and related occupations	Index	100	72	95	93	149	164
Occupation: Management, business and financial operations	Vert %	10.13	9.13	11.78	9.66	12.50	10.78
	Index	100	90	116	95	123	106
Occupation: Sales and office occupations	Vert %	13.37	12.22	13.52	15.07	12.32	11.84
	Index	100	91	101	113	92	89
Occupation: Natural resources, construction and maintenance occup.	Vert %	5.62	5.94	5.76	6.25	3.57	3.21
	Index	100	106	102	111	63	57
Occupation: Other employed	Vert %	17.83	17.77	16.70	19.70	15.10	13.08
	Index	100	100	94	110	85	73
Household Income: \$200,000+	Vert %	6.14	5.33	7.20	5.42	7.61	8.85
	Index	100	87	117	88	124	144
Household Income: \$150,000-\$199,999	Vert %	7.72	6.72	8.58	7.47	10.24	8.41
	Index	100	87	111	97	133	109
Household Income: \$100,000-\$149,999	Vert %	16.39	14.37	17.96	16.68	18.93	17.06
	Index	100	88	110	102	116	104
Household Income: \$75,000-\$99,999	Vert %	13.35	13.26	13.76	13.91	13.44	13.46
	Index	100	99	103	104	101	101
Household Income: \$60,000-\$74,999	Vert %	10.23	10.39	10.06	10.70	9.36	10.93
	Index	100	102	98	105	92	107
Household Income: \$50,000-\$59,999	Vert %	7.57	7.17	7.65	8.11	7.49	5.73
	Index	100	95	101	107	99	76
Household Income: \$40,000-\$49,999	Vert %	8.19	9.04	7.15	8.72	7.37	6.71
	Index	100	110	87	106	90	82
Household Income: \$30,000-\$39,999	Vert %	8.88	9.54	8.42	8.88	7.48	7.88
	Index	100	107	95	100	84	89
Household Income: \$20,000-\$29,999	Vert %	8.72	9.75	7.83	8.50	7.34	7.96
	Index	100	112	90	97	84	91
Household Income: Under \$20,000	Vert %	12.81	14.43	11.39	11.60	10.74	13.02
	Index	100	113	89	91	84	102
Household Income: \$150,000+	Vert %	13.86	12.04	15.78	12.89	17.85	17.26
	Index	100	87	114	93	129	125
Household Income: \$100,000+	Vert %	30.24	26.42	33.74	29.57	36.78	34.31
	Index	100	87	112	98	122	113
Household Income: \$75,000+	Vert %	43.59	39.68	47.51	43.48	50.22	47.77
	Index	100	91	109	100	115	110
Household Income: \$60,000+	Vert %	53.82	50.07	57.57	54.19	59.58	58.70
	Index	100	93	107	101	111	109
Household Income: \$50,000+	Vert %	61.39	57.24	65.21	62.30	67.08	64.43
	Index	100	93	106	101	109	105
Household Income: \$40,000+	Vert %	69.59	66.28	72.36	71.01	74.44	71.14
	Index	100	95	104	102	107	102
Household Income: \$30,000+	Vert %	78.47	75.82	80.78	79.90	81.92	79.02
	Index	100	97	103	102	104	101

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All	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100
Home owned	Vert %	65.95	71.16	70.99	65.30	62.41	59.45
	Index	100	108	108	99	95	90
Home Value: \$500,000+	Vert %	8.34	7.20	8.82	7.34	10.85	13.03
	Index	100	86	106	88	130	156
Home Value: \$200,000-\$499,999	Vert %	27.24	28.62	31.80	26.08	28.36	24.38
	Index	100	105	117	96	104	90
Home Value: \$100,000-\$199,999	Vert %	19.11	22.54	20.30	19.89	14.91	13.84
	Index	100	118	106	104	78	72
Home Value: \$50,000-\$99,999	Vert %	7.73	8.92	6.97	8.42	5.95	5.03
	Index	100	115	90	109	77	65
Home Value: <\$50,000	Vert %	3.54	3.89	3.10	3.56	2.34	3.18
	Index	100	110	88	101	66	90
Years at Present Address: Under 1 year	Vert %	15.84	12.46	13.97	16.65	17.06	19.47
	Index	100	79	88	105	108	123
Years at Present Address: 1-4 years	Vert %	28.21	24.01	26.69	29.46	30.68	30.09
	Index	100	85	95	104	109	107
Years at Present Address: 5+ years	Vert %	55.95	63.53	59.34	53.89	52.26	50.44
	Index	100	114	106	96	93	90
Census Region: North East	Vert %	18.03	13.92	15.96	18.56	22.68	23.01
	Index	100	77	88	103	126	128
Census Region: South	Vert %	37.70	45.84	39.53	36.33	30.63	31.12
	Index	100	122	105	96	81	83
Census Region: Midwest	Vert %	21.33	20.44	21.82	23.72	19.02	17.40
	Index	100	96	102	111	89	82
Census Region: West	Vert %	22.94	19.79	22.69	21.39	27.67	28.47
	Index	100	86	99	93	121	124
Marketing Region: New England	Vert %	4.74	2.53	3.86	5.35	6.05	6.81
	Index	100	53	81	113	128	144
Marketing Region: Mid Atlantic	Vert %	15.40	12.63	13.82	15.03	19.67	20.27
	Index	100	82	90	98	128	132
Marketing Region: East Central	Vert %	11.93	12.25	12.02	13.33	10.38	9.20
	Index	100	103	101	112	87	77
Marketing Region: West Central	Vert %	14.66	13.04	15.32	15.89	14.20	12.47
	Index	100	89	105	108	97	85
Marketing Region: Southeast	Vert %	20.78	25.52	21.92	20.45	16.58	16.53
	Index	100	123	105	98	80	80
Marketing Region: Southwest	Vert %	12.41	16.80	13.48	10.98	8.92	9.74
	Index	100	135	109	89	72	78
Marketing Region: Pacific	Vert %	20.08	17.23	19.58	18.96	24.19	24.99
	Index	100	86	98	94	120	124
Have a landline telephone	Vert %	47.49	51.98	50.56	45.68	47.06	44.19
	Index	100	109	106	96	99	93
Cell phone only (no landline) in HH	Vert %	52.17	47.54	49.21	54.04	52.82	55.47
	Index	100	91	94	104	101	106
Landline only (no cell phone) in HH	Vert %	1.74	1.77	1.60	1.74	1.27	1.64
	Index	100	102	92	100	73	94

Source: 2017 Doublebase GfK MRI weighted to Population (000) - Base: All

