

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

Political Outlook:

Index - Indicates the difference from the U.S. average set at 100. It is a ratio to indicate the direction and amount difference from the average.

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
Auto Racing - Specials	Vert %	3.48	3.95	3.91	3.71	2.62	2.37
	Index	100	113	112	107	75	68
Awards-Specials	Vert %	5.56	5.24	5.76	5.75	5.93	5.57
	Index	100	94	104	103	107	100
Baseball Specials	Vert %	9.49	9.54	11.02	9.65	9.28	8.15
	Index	100	100	116	102	98	86
Basketball - Weekend - College	Vert %	10.01	10.25	11.18	10.03	9.88	9.26
	Index	100	102	112	100	99	92
Basketball - Weekend - Professional	Vert %	8.28	8.12	8.11	8.46	8.32	9.00
	Index	100	98	98	102	101	109
Basketball Specials-College	Vert %	5.23	5.60	5.75	5.18	5.24	4.89
	Index	100	107	110	99	100	93
Basketball Specials-Professional	Vert %	7.57	7.21	7.85	7.68	7.91	7.63
	Index	100	95	104	101	104	101
Comedy/Variety	Vert %	2.01	2.18	2.09	1.98	1.81	1.88
	Index	100	108	104	98	90	93
Daytime Dramas	Vert %	2.23	2.51	2.34	2.40	1.53	1.91
	Index	100	113	105	108	69	86
Daytime Game Shows	Vert %	4.11	4.80	4.15	4.22	3.13	3.37
	Index	100	117	101	103	76	82
Daytime Talk/Variety	Vert %	2.08	1.81	2.06	2.33	1.85	1.99
	Index	100	87	99	112	89	96
Documentary Informational- Primetime	Vert %	3.62	3.79	3.82	3.58	3.42	3.35
	Index	100	105	105	99	94	93
Early Evening Network News - Mon-Fri	Vert %	5.67	5.88	5.94	5.75	5.65	4.69
	Index	100	104	105	101	100	83
Early Evening Network News - Weekend	Vert %	4.87	5.30	5.01	4.78	4.93	4.01
	Index	100	109	103	98	101	82
Early Evening Weekday News Programs (Local) - Mon-Fri	Vert %	7.41	8.26	8.01	7.65	6.38	5.72
	Index	100	111	108	103	86	77
Early Morning News	Vert %	6.81	7.33	6.85	7.14	6.13	5.67
	Index	100	108	101	105	90	83
Early Morning Talk/Informational/News	Vert %	4.49	4.40	4.65	4.59	4.38	4.45
	Index	100	98	104	102	97	99
Early Morning Weekday News Programs (Local) - Mon-Fri	Vert %	8.02	8.79	8.57	8.21	6.94	6.54
	Index	100	110	107	102	87	82
Entertainment Specials	Vert %	5.22	5.42	5.63	5.37	5.02	4.37
	Index	100	104	108	103	96	84
Football-College Weekend	Vert %	10.88	11.67	12.42	10.85	10.25	9.06
	Index	100	107	114	100	94	83
Football-Pro Weekend	Vert %	19.64	19.32	21.60	20.30	19.53	17.14
	Index	100	98	110	103	99	87
Football Bowl Games-Specials	Vert %	8.11	9.51	9.32	7.98	7.25	5.91
	Index	100	117	115	98	89	73
Football Pro Pregame Shows	Vert %	9.91	9.81	11.01	10.28	9.64	8.22
	Index	100	99	111	104	97	83
Football Specials-Professional	Vert %	17.57	17.28	19.55	18.06	17.35	14.72
	Index	100	98	111	103	99	84
Game Shows-Primetime	Vert %	1.54	1.67	1.54	1.63	1.31	1.42
	Index	100	108	100	106	85	92
General Drama-Primetime	Vert %	2.70	2.92	2.79	2.69	2.64	2.38
	Index	100	108	103	100	98	88
Golf	Vert %	2.25	2.90	2.76	2.00	1.93	1.73
	Index	100	129	122	89	86	77

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Political Outlook:

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

	Vert %	100.00	100.00	100.00	100.00	100.00	100.00
All	Index	100	100	100	100	100	100
Hockey	Vert %	5.95	5.19	6.30	6.56	6.35	4.87
	Index	100	87	106	110	107	82
Horse Racing	Vert %	3.87	4.20	4.52	3.61	3.84	3.65
	Index	100	109	117	93	99	94
Late Evening Weekday News Programs (Local) - Mon-Fri	Vert %	5.77	6.51	5.98	5.91	5.15	4.62
	Index	100	113	104	102	89	80
Late Night Network News/Info - Mon-Fri	Vert %	1.16	0.96	1.17	1.19	1.20	1.15
	Index	100	83	101	103	104	100
Late Night Talk/Variety	Vert %	1.97	1.60	1.85	2.06	2.30	2.33
	Index	100	81	94	105	117	118
News- Specials	Vert %	5.37	5.30	5.68	5.56	5.43	4.90
	Index	100	99	106	104	101	91
Pageants - Specials	Vert %	4.45	5.00	4.75	4.49	3.91	3.35
	Index	100	112	107	101	88	75
Reality-based	Vert %	2.32	2.48	2.44	2.36	2.11	2.06
	Index	100	107	105	102	91	89
Situation Comedies - Primetime	Vert %	2.83	2.60	2.83	3.02	2.86	2.77
	Index	100	92	100	107	101	98
Skating - Specials	Vert %	3.13	3.60	3.41	2.79	3.42	2.62
	Index	100	115	109	89	109	84
Soccer	Vert %	3.45	2.94	3.56	3.48	3.98	3.73
	Index	100	85	103	101	116	108
Sports Anthologies - Weekend	Vert %	5.32	5.43	5.50	5.53	5.08	4.91
	Index	100	102	103	104	96	92
Sunday News/Interview	Vert %	3.13	3.45	3.46	2.92	3.02	3.05
	Index	100	110	111	93	96	97
Syndicated Adult General	Vert %	1.99	2.08	2.04	2.02	1.85	1.78
	Index	100	104	102	101	93	89
Tennis	Vert %	4.46	4.63	4.75	3.99	5.19	5.64
	Index	100	104	107	90	116	126
Track & Field Games	Vert %	2.14	2.55	2.27	1.93	2.33	1.84
	Index	100	119	107	91	109	86

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

