

Political Outlook: Usually Think of Yourself As:

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		All	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal
Men	Vert %	48.2	51.6	49.0	47.6	46.9	44.8
	Index	100	107	102	99	97	93
Women	Vert %	51.8	48.4	51.0	52.4	53.1	55.2
	Index	100	93	98	101	103	107
Parents	Vert %	31.3	27.9	29.4	31.7	28.8	29.0
	Index	100	89	94	101	92	93
Age 18-24	Vert %	12.68	8.51	7.94	12.47	12.09	13.72
	Index	100	67	63	98	95	108
Age 25-34	Vert %	17.64	11.64	13.59	17.50	18.40	19.77
	Index	100	66	77	99	104	112
Age 35-44	Vert %	16.83	14.20	15.80	17.28	16.17	17.19
	Index	100	84	94	103	96	102
Age 45-54	Vert %	18.33	19.35	19.87	19.62	18.17	15.15
	Index	100	106	108	107	99	83
Age 55-64	Vert %	16.30	19.24	18.78	16.60	18.09	17.21
	Index	100	118	115	102	111	106
Age 65+	Vert %	18.21	27.05	24.02	16.53	17.09	16.95
	Index	100	149	132	91	94	93
Adults 18-34	Vert %	30.32	20.15	21.54	29.97	30.48	33.49
	Index	100	66	71	99	101	110
Adults 18-49	Vert %	56.06	44.21	46.36	56.63	55.13	57.99
	Index	100	79	83	101	98	103
Adults 25-54	Vert %	52.81	45.19	49.26	54.41	52.74	52.12
	Index	100	86	93	103	100	99
Adults 35-54	Vert %	35.17	33.55	35.67	36.90	34.34	32.35
	Index	100	95	101	105	98	92
Men 18-34	Vert %	15.15	11.06	10.91	15.37	15.37	14.46
	Index	100	73	72	101	101	95
Men 18-49	Vert %	27.77	23.57	23.72	28.36	26.50	25.75
	Index	100	85	85	102	95	93
Men 25-54	Vert %	25.97	24.16	24.95	26.43	24.28	23.41
	Index	100	93	96	102	94	90
Men 35-54	Vert %	17.20	17.71	18.08	17.65	15.54	14.86
	Index	100	103	105	103	90	86
Women 18-34	Vert %	15.17	9.09	10.62	14.60	15.11	19.04
	Index	100	60	70	96	100	125
Women 18-49	Vert %	28.29	20.64	22.64	28.27	28.63	32.24
	Index	100	73	80	100	101	114
Women 25-54	Vert %	26.84	21.03	24.31	27.98	28.45	28.71
	Index	100	78	91	104	106	107
Women 35-54	Vert %	17.97	15.84	17.59	19.25	18.80	17.48
	Index	100	88	98	107	105	97

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		All	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal
Race: White	Vert %	75.31	83.77	82.80	77.53	77.31	74.58
	Index	100	111	110	103	103	99
Race: Black/African American	Vert %	12.48	9.07	9.36	12.09	12.47	13.98
	Index	100	73	75	97	100	112
Race: American Indian or Alaska Native	Vert %	1.13	1.07	0.97	1.01	0.87	1.25
	Index	100	95	86	90	77	111
Race: Asian	Vert %	3.22	1.38	2.14	2.82	3.28	3.17
	Index	100	43	67	88	102	98
Race: Other	Vert %	9.64	6.24	6.11	8.20	7.83	9.09
	Index	100	65	63	85	81	94
Race: White only	Vert %	74.08	82.57	81.80	76.41	76.00	73.28
	Index	100	111	110	103	103	99
Race: Black/African American only	Vert %	11.98	8.75	9.06	11.67	11.94	13.32
	Index	100	73	76	97	100	111
Race: Other race/Multiple classifications	Vert %	13.94	8.68	9.14	11.92	12.06	13.40
	Index	100	62	66	86	87	96
Spanish spoken in home (most often or other)	Vert %	16.07	12.03	11.32	13.75	14.13	16.64
	Index	100	75	70	86	88	104
Hispanic Respondent personally speaks only english at home	Vert %	2.26	1.75	1.68	2.26	2.26	2.47
	Index	100	78	74	100	100	109
Hispanic Respondent personally speaks mostly english, but some spanish at home	Vert %	3.82	2.79	2.39	3.65	4.01	4.26
	Index	100	73	63	96	105	111
Hispanic Respondent personally speaks only spanish at home	Vert %	4.37	3.75	2.71	2.73	2.80	3.15
	Index	100	86	62	62	64	72
Hispanic Respondent personally speaks mostly spanish, but some english at home	Vert %	3.69	2.22	2.48	3.00	2.95	4.43
	Index	100	60	67	81	80	120
Spanish, Hispanic or Latino Origin or Descent	Vert %	15.01	11.07	9.54	12.73	13.04	15.09
	Index	100	74	64	85	87	101
Generations: Millennials (b.1977-1996) only incl respondents 18+	Vert %	34.98	23.57	25.86	34.85	35.28	38.91
	Index	100	67	74	100	101	111
Generations: GenXers (b.1965-1976)	Vert %	20.57	20.24	20.41	21.27	19.24	18.33
	Index	100	98	99	103	94	89
Generations: Boomers (b. 1946-1964)	Vert %	30.81	35.13	35.83	31.91	33.14	30.96
	Index	100	114	116	104	108	100
Generations: Early Boomers (b. 1946-1955)	Vert %	14.43	17.92	16.98	14.74	14.97	15.89
	Index	100	124	118	102	104	110
Generations: Late Boomers (b. 1956-1964)	Vert %	16.38	17.21	18.85	17.17	18.17	15.07
	Index	100	105	115	105	111	92
Generations: Pre-Boomers (b. before 1946)	Vert %	13.17	20.59	17.73	11.50	11.92	11.42
	Index	100	156	135	87	90	87

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		All	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal
Educ: graduated college plus	Vert %	28.83	29.32	31.88	28.73	39.70	38.74
	Index	100	102	111	100	138	134
Educ: attended college	Vert %	28.82	28.58	30.11	30.95	29.46	28.44
	Index	100	99	104	107	102	99
Educ: graduated high school	Vert %	29.66	30.30	29.31	30.34	22.52	23.56
	Index	100	102	99	102	76	79
Educ: did not graduate HS	Vert %	12.68	11.80	8.69	9.98	8.32	9.27
	Index	100	93	69	79	66	73
Educ: post graduate	Vert %	10.37	9.77	11.02	9.84	16.46	16.78
	Index	100	94	106	95	159	162
Educ: no college	Vert %	42.34	42.10	38.00	40.32	30.84	32.83
	Index	100	99	90	95	73	78
Employment: working full time	Vert %	48.27	44.00	48.68	50.95	52.70	47.76
	Index	100	91	101	106	109	99
Employment: working part time	Vert %	12.02	10.32	12.06	11.99	12.09	12.75
	Index	100	86	100	100	101	106
Employment: not working	Vert %	39.70	45.68	39.26	37.06	35.21	39.48
	Index	100	115	99	93	89	99
Occupation: professional and related occupations	Vert %	13.63	11.99	15.04	13.97	18.81	18.41
	Index	100	88	110	102	138	135
Occupation: management, business and financial operations	Vert %	9.72	9.96	11.53	10.50	11.84	9.66
	Index	100	102	119	108	122	99
Occupation: sales and office occupations	Vert %	13.68	12.58	13.71	15.10	14.11	13.28
	Index	100	92	100	110	103	97
Occupation: natural resources, construction and maintenance occup.	Vert %	5.58	5.22	4.86	5.91	4.15	3.65
	Index	100	94	87	106	74	65
Occupation: other employed	Vert %	17.68	14.57	15.60	17.47	15.87	15.52
	Index	100	82	88	99	90	88
Marital status: never married	Vert %	27.71	18.98	18.38	27.79	30.07	34.08
	Index	100	68	66	100	109	123
Marital status: now married	Vert %	53.28	61.45	61.77	53.91	50.96	47.97
	Index	100	115	116	101	96	90
Marital status: legally separated/widowed/divorced	Vert %	19.01	19.57	19.85	18.30	18.97	17.95
	Index	100	103	104	96	100	94
Marital status: engaged	Vert %	4.71	2.94	3.25	4.93	4.46	4.44
	Index	100	62	69	105	95	94
Living w/partner/fiance/boyfriend or girlfriend (same or opposite sex)	Vert %	8.79	5.25	5.67	8.56	9.04	10.91
	Index	100	60	65	97	103	124

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HHI \$200,000 or over	Vert %	5.13	5.34	6.03	5.15	6.76	6.63
	Index	100	104	117	100	132	129
HHI \$150,000-199,999	Vert %	6.52	6.79	7.94	7.23	7.75	6.50
	Index	100	104	122	111	119	100
HHI \$100,000-149,999	Vert %	15.27	16.06	16.76	16.40	18.74	17.28
	Index	100	105	110	107	123	113
HHI \$75,000-99,999	Vert %	13.39	13.93	14.67	14.27	15.73	13.39
	Index	100	104	110	107	117	100
HHI \$60,000-74,999	Vert %	10.57	9.73	11.29	11.13	11.08	10.44
	Index	100	92	107	105	105	99
HHI \$50,000-59,999	Vert %	7.90	7.58	7.90	8.79	7.76	8.30
	Index	100	96	100	111	98	105
HHI \$40,000-49,999	Vert %	8.67	8.45	8.18	9.22	7.01	8.15
	Index	100	97	94	106	81	94
HHI \$30,000-39,999	Vert %	9.41	8.21	8.28	8.94	7.69	9.24
	Index	100	87	88	95	82	98
HHI \$20,000-29,999	Vert %	9.51	9.89	8.41	8.62	7.44	8.56
	Index	100	104	88	91	78	90
HHI <\$20,000	Vert %	13.63	14.00	10.55	10.25	10.03	11.52
	Index	100	103	77	75	74	85
HHI \$150,000+	Vert %	11.65	12.14	13.97	12.38	14.52	13.12
	Index	100	104	120	106	125	113
HHI \$100,000+	Vert %	26.92	28.19	30.73	28.78	33.26	30.40
	Index	100	105	114	107	124	113
HHI \$75,000+	Vert %	40.31	42.12	45.39	43.05	48.99	43.79
	Index	100	105	113	107	122	109
HHI \$60,000+	Vert %	50.87	51.86	56.68	54.18	60.07	54.23
	Index	100	102	111	106	118	107
HHI \$50,000+	Vert %	58.78	59.44	64.58	62.97	67.83	62.53
	Index	100	101	110	107	115	106
HHI \$40,000+	Vert %	67.45	67.90	72.76	72.19	74.84	70.68
	Index	100	101	108	107	111	105
HHI \$30,000+	Vert %	76.86	76.10	81.04	81.13	82.53	79.92
	Index	100	99	105	106	107	104
Have a landline telephone	Vert %	56.10	61.64	62.01	58.65	58.58	55.83
	Index	100	110	111	105	104	100
Cell phone only (no landline) in HH	Vert %	43.56	38.08	37.72	41.18	41.12	44.02
	Index	100	87	87	95	94	101
Landline only (no cell phone) in HH	Vert %	2.70	3.28	2.88	2.24	2.47	2.49
	Index	100	121	107	83	92	92

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		All	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal
Census Region: North East	Vert %	18.16	13.07	16.94	18.89	22.88	22.01
	Index	100	72	93	104	126	121
Census Region: South	Vert %	37.52	44.39	39.39	36.98	30.22	27.92
	Index	100	118	105	99	81	74
Census Region: Midwest	Vert %	21.53	22.14	22.76	25.01	20.99	19.26
	Index	100	103	106	116	97	89
Census Region: West	Vert %	22.79	20.40	20.90	19.12	25.92	30.81
	Index	100	90	92	84	114	135
Mktg Region: New England	Vert %	4.75	3.35	4.60	5.02	6.23	7.42
	Index	100	70	97	106	131	156
Mktg Region: Mid Atlantic	Vert %	15.47	11.27	13.76	16.48	19.35	16.63
	Index	100	73	89	107	125	108
Mktg Region: East Central	Vert %	12.08	13.14	13.07	14.10	10.73	10.92
	Index	100	109	108	117	89	90
Mktg Region: West Central	Vert %	14.75	15.24	15.50	15.68	15.43	13.71
	Index	100	103	105	106	105	93
Mktg Region: Southeast	Vert %	20.68	25.21	22.19	20.74	15.90	14.94
	Index	100	122	107	100	77	72
Mktg Region: Southwest	Vert %	12.31	14.71	12.69	11.17	9.48	9.34
	Index	100	119	103	91	77	76
Mktg Region: Pacific	Vert %	19.95	17.08	18.18	16.83	22.87	27.04
	Index	100	86	91	84	115	136
Home owned	Vert %	66.33	75.12	76.44	71.54	69.32	62.71
	Index	100	113	115	108	105	95
Home value: \$500,000+	Vert %	7.16	6.93	8.01	7.20	10.29	9.56
	Index	100	97	112	100	144	133
Home value: \$200,000-499,999	Vert %	26.05	29.66	30.72	28.21	29.71	25.67
	Index	100	114	118	108	114	99
Home value: \$100,000-199,999	Vert %	21.29	24.91	25.29	23.67	20.05	18.51
	Index	100	117	119	111	94	87
Home value: \$50,000-99,999	Vert %	8.25	9.96	9.07	8.99	6.64	6.35
	Index	100	121	110	109	81	77
Home value: <\$50,000	Vert %	3.57	3.66	3.36	3.48	2.62	2.62
	Index	100	103	94	98	73	73
Years at pres address: <1 year	Vert %	16.63	12.51	11.75	14.58	14.70	15.62
	Index	100	75	71	88	88	94
Years at pres address: 1-4 years	Vert %	27.29	22.63	23.30	25.69	26.54	29.15
	Index	100	83	85	94	97	107
Years at pres address: 5+ years	Vert %	56.07	64.86	64.96	59.73	58.77	55.24
	Index	100	116	116	107	105	99

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HH size: 1	Vert %	14.19	14.40	14.69	13.79	14.80	15.41
	Index	100	101	104	97	104	109
HH size: 2	Vert %	31.53	37.39	35.92	30.10	33.22	32.03
	Index	100	119	114	95	105	102
HH size: 3-4	Vert %	37.27	33.73	34.99	39.17	37.82	38.00
	Index	100	91	94	105	101	102
HH size: 5+	Vert %	17.00	14.48	14.40	16.93	14.16	14.56
	Index	100	85	85	100	83	86
Children: any	Vert %	39.73	34.73	35.93	40.24	36.61	37.99
	Index	100	87	90	101	92	96
Children: 1	Vert %	16.27	14.53	13.98	17.16	15.99	16.36
	Index	100	89	86	105	98	101
Children: 2	Vert %	14.00	11.27	13.37	13.90	13.56	14.51
	Index	100	81	96	99	97	104
Children: 3+	Vert %	9.46	8.93	8.58	9.18	7.05	7.12
	Index	100	94	91	97	75	75
Child age: <12 months	Vert %	4.25	3.08	3.12	3.91	3.77	4.19
	Index	100	72	73	92	89	99
Child age: 12-23 months	Vert %	3.71	2.84	3.32	3.63	3.44	2.98
	Index	100	76	89	98	93	80
Child age: <2 years	Vert %	7.64	5.61	6.25	7.23	7.02	6.96
	Index	100	73	82	95	92	91
Child age: <6 years	Vert %	18.60	15.04	15.70	17.76	16.54	18.39
	Index	100	81	84	95	89	99
Child age: 2-5 years	Vert %	14.36	11.95	12.38	13.54	12.45	14.12
	Index	100	83	86	94	87	98
Child age: 6-11 years	Vert %	18.57	15.55	17.11	18.32	16.85	17.39
	Index	100	84	92	99	91	94
Child age: 12-17 years	Vert %	19.14	18.30	17.46	20.15	17.16	18.08
	Index	100	96	91	105	90	94

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		All	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal
Auto Racing-Specials	Vert %	4.51	5.58	5.20	5.22	3.99	3.06*
	Index	100	124	115	116	88	68
Awards-Specials	Vert %	6.03	5.68	6.94	6.85	7.03	5.97
	Index	100	94	115	114	117	99
Baseball Specials	Vert %	10.37	11.50	12.56	11.38	11.67	9.86
	Index	100	111	121	110	113	95
Basketball Specials-College	Vert %	5.20	5.79	6.17	5.58	5.97	4.31*
	Index	100	111	119	107	115	83
Basketball Specials-Professional	Vert %	7.45	7.38	8.08	7.98	8.67	6.98
	Index	100	99	108	107	116	94
Daytime Dramas	Vert %	2.22	2.35	2.62	2.13	1.80	1.91*
	Index	100	106	118	96	81	86
Daytime Game Shows	Vert %	3.41	3.54	3.67	3.65	3.01	2.67
	Index	100	104	108	107	88	78
Daytime Talk/Variety	Vert %	2.07	1.85	2.13	2.36	2.18	2.33*
	Index	100	90	103	114	105	113
Documentary/Informational Prime	Vert %	4.56	4.52	5.42	5.23	4.68	4.38
	Index	100	99	119	115	103	96
Early Eve Network News - Mon-Fri	Vert %	5.94	6.15	7.26	6.67	5.98	5.28
	Index	100	104	122	112	101	89
Early Eve Network News - Wkend	Vert %	4.32	4.40	4.71	4.85	4.17	3.71
	Index	100	102	109	112	97	86
Early Eve Weekday News Programs (Local) M-F	Vert %	7.30	8.04	8.56	8.20	6.72	6.21
	Index	100	110	117	112	92	85
Early Morning News	Vert %	6.78	6.85	7.17	7.30	6.27	5.93
	Index	100	101	106	108	93	87
Early Morning Talk/Information/News	Vert %	4.97	4.20	5.61	5.81	5.59	4.62
	Index	100	84	113	117	112	93
Entertainment Specials	Vert %	6.55	7.03	7.81	7.51	6.80	5.60*
	Index	100	107	119	115	104	85
Football - College Wkend	Vert %	11.64	13.94	14.35	12.51	12.18	9.55
	Index	100	120	123	107	105	82
Football - Pro Wkend	Vert %	20.33	21.46	24.05	22.79	21.70	18.30
	Index	100	106	118	112	107	90
Football Bowl Games - Specials	Vert %	10.30	13.18	13.26	10.78	10.12	7.49
	Index	100	128	129	105	98	73
Football Pro Pregame Shows	Vert %	12.16	12.22	13.82	13.59	12.34	10.75
	Index	100	101	114	112	101	88
Football Specials - Professional	Vert %	18.26	19.45	21.32	20.53	19.51	16.25
	Index	100	106	117	112	107	89

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Game Shows-Prime	Vert %	1.95	1.75	2.00	2.18	2.02	1.70
	Index	100	90	102	112	103	87
General Drama - Prime	Vert %	3.81	3.84	4.26	4.29	3.99	3.45
	Index	100	101	112	112	105	90
Golf	Vert %	2.45	3.09	3.18	2.50	2.65	1.59
	Index	100	126	130	102	108	65
Hockey	Vert %	6.27	5.74	7.05	7.38	7.61	6.37
	Index	100	92	112	118	121	102
Horse Racing	Vert %	4.48	5.11	5.68	5.09	5.49	3.78
	Index	100	114	127	114	123	84
Late Evening Weekday News Programs (Local) M-F	Vert %	5.41	5.91	6.39	5.99	4.78	4.57
	Index	100	109	118	111	88	84
Late Night Network News/Info M-F	Vert %	1.02	1.09	0.92	1.01	0.86	1.05
	Index	100	106	90	99	84	103
Late Night Talk/Variety	Vert %	1.73	1.58	1.73	1.77	2.00	2.00
	Index	100	91	100	102	116	116
News - Specials	Vert %	6.55	6.03	7.91	7.39	7.77	6.83
	Index	100	92	121	113	119	104
Pageants - Specials	Vert %	4.70	5.01	5.76	5.13	4.16	4.13
	Index	100	107	123	109	88	88
Reality-based	Vert %	2.79	2.73	3.10	3.02	2.78	2.56
	Index	100	98	111	108	100	92
Situation Comedies - Prime	Vert %	3.61	2.91	3.77	4.15	4.05	3.78
	Index	100	80	104	115	112	105
Skating - Specials	Vert %	3.94	4.40	5.05	4.41	3.96	3.77
	Index	100	112	128	112	101	96
Soccer	Vert %	3.67	3.32	3.71	3.80	4.00	4.09
	Index	100	91	101	104	109	112
Sports Anthologies - Wkend	Vert %	5.55	5.93	6.00	5.96	5.47	4.66
	Index	100	107	108	107	99	84
Sunday News/Interview	Vert %	2.82	3.05	3.36	2.84	3.04	2.77
	Index	100	108	119	101	108	98
Syndicated Adult General	Vert %	2.27	2.22	2.33	2.48	2.20	2.14
	Index	100	98	103	109	97	94
Tennis	Vert %	4.22	4.41	4.48	4.40	6.07	4.81
	Index	100	104	106	104	144	114
Track & Field Games	Vert %	2.07	2.58	2.13	2.11	2.40	1.81
	Index	100	124	103	102	116	87

Source: 2015 Doublebase GfK MRI weighted to Population (000) - Base: All

* Projections relatively unstable, use with