



			Political Outlook:					Political Affiliation:		
All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Auto Racing-Specials	Unwgt'd	5247	931	1270	1834	616	332	1333	1692	1999
	Weighted (000)	7725	1467	1862	2679	816	440	2023	2375	2974
	Horz %	100.00	18.99	24.10	34.68	10.56	5.69	26.19	30.75	38.50
	Vert %	3.12	3.76	3.54	3.11	2.53	2.10	2.82	3.76	2.97
	Index	100	121	114	100	81	67	91	121	95
Awards-Specials	Unwgt'd	13477	1737	2716	4864	2156	1302	4931	3292	4652
	Weighted (000)	11890	1625	2560	4202	1752	1087	4349	2982	4004
	Horz %	100.00	13.66	21.53	35.34	14.74	9.15	36.58	25.08	33.67
	Vert %	4.80	4.17	4.86	4.88	5.44	5.20	6.06	4.72	4.00
	Index	100	87	101	102	113	108	126	98	83
Baseball Specials	Unwgt'd	9877	1551	2342	3433	1375	779	2892	3042	3568
	Weighted (000)	21463	3338	5335	7516	2834	1653	6018	6787	7865
	Horz %	100.00	15.55	24.86	35.02	13.20	7.70	28.04	31.62	36.65
	Vert %	8.66	8.57	10.13	8.73	8.79	7.91	8.39	10.74	7.85
	Index	100	99	117	101	102	91	97	124	91
Basketball Weekend-College	Unwgt'd	5944	910	1405	1997	867	494	1905	1726	2087
	Weighted (000)	20348	3231	5082	6736	2612	1723	6110	6231	7210
	Horz %	100.00	15.88	24.98	33.10	12.84	8.47	30.02	30.62	35.43
	Vert %	8.21	8.29	9.65	7.82	8.10	8.24	8.52	9.86	7.20
	Index	100	101	118	95	99	100	104	120	88
Basketball Weekend-Professional	Unwgt'd	4829	611	942	1739	790	463	1892	957	1773
	Weighted (000)	16388	2030	3333	5864	2522	1557	6249	3281	6123
	Horz %	100.00	12.38	20.34	35.78	15.39	9.50	38.13	20.02	37.36
	Vert %	6.61	5.21	6.33	6.81	7.82	7.45	8.71	5.19	6.11
	Index	100	79	96	103	118	113	132	79	92
Basketball Specials-College	Unwgt'd	8052	1254	1837	2761	1175	689	2546	2361	2842
	Weighted (000)	11994	2023	2979	4029	1520	958	4016	3456	4081
	Horz %	100.00	16.87	24.84	33.60	12.67	7.99	33.48	28.82	34.02
	Vert %	4.84	5.19	5.66	4.68	4.72	4.58	5.60	5.47	4.07
	Index	100	107	117	97	98	95	116	113	84



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All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Basketball Specials- Professional	Unwgt'd	10332	1452	2211	3617	1575	927	3638	2494	3757
	Weighted (000)	16889	2423	3786	5914	2395	1438	5997	4064	6135
	Horz %	100.00	14.35	22.42	35.02	14.18	8.51	35.51	24.06	36.32
	Vert %	6.81	6.22	7.19	6.87	7.43	6.88	8.36	6.43	6.12
	Index	100	91	106	101	109	101	123	94	90
Comedy/Variety	Unwgt'd	2657	425	586	963	305	198	779	710	1020
	Weighted (000)	3223	543	681	1136	374	238	910	816	1292
	Horz %	100.00	16.84	21.13	35.25	11.62	7.39	28.23	25.33	40.08
	Vert %	1.30	1.39	1.29	1.32	1.16	1.14	1.27	1.29	1.29
	Index	100	107	100	102	89	88	98	99	99
Daytime Dramas	Unwgt'd	2412	418	502	841	316	163	922	565	806
	Weighted (000)	4875	891	1094	1735	513	303	1848	1127	1660
	Horz %	100.00	18.28	22.43	35.58	10.53	6.22	37.91	23.11	34.04
	Vert %	1.97	2.29	2.08	2.01	1.59	1.45	2.58	1.78	1.66
	Index	100	116	106	102	81	74	131	91	84
Daytime Game Shows	Unwgt'd	2324	427	533	807	258	144	810	581	826
	Weighted (000)	8794	1756	2022	3111	828	508	2997	2257	3147
	Horz %	100.00	19.97	23.00	35.38	9.41	5.78	34.08	25.67	35.78
	Vert %	3.55	4.51	3.84	3.61	2.57	2.43	4.18	3.57	3.14
	Index	100	127	108	102	72	69	118	101	89
Daytime Talk/Variety	Unwgt'd	2742	401	564	965	437	208	1150	583	890
	Weighted (000)	4648	725	911	1705	676	347	1890	1001	1563
	Horz %	100.00	15.59	19.61	36.69	14.55	7.47	40.66	21.54	33.63
	Vert %	1.87	1.86	1.73	1.98	2.10	1.66	2.63	1.58	1.56
	Index	100	99	92	106	112	89	141	85	83
Documentary/Informational Prime	Unwgt'd	7684	1214	1626	2680	1140	631	2763	1973	2628
	Weighted (000)	7667	1269	1731	2672	1030	554	2673	2039	2626
	Horz %	100.00	16.55	22.58	34.85	13.43	7.22	34.87	26.60	34.25
	Vert %	3.09	3.26	3.29	3.10	3.20	2.65	3.73	3.23	2.62
	Index	100	105	106	100	103	86	121	104	85



			Political Outlook:					Political Affiliation:		
All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Early Evening Network News - Mon-Fri	Unwgt'd	7086	1110	1510	2465	1085	553	2572	1938	2324
	Weighted (000)	13406	2183	2879	4681	1880	1003	4710	3659	4575
	Horz %	100.00	16.28	21.47	34.92	14.03	7.48	35.13	27.29	34.12
	Vert %	5.41	5.60	5.47	5.44	5.84	4.80	6.56	5.79	4.57
	Index	100	104	101	101	108	89	121	107	84
Early Evening Network News - Wkend	Unwgt'd	5776	892	1200	2016	857	454	2185	1390	1948
	Weighted (000)	8901	1429	1768	3097	1272	708	3263	2033	3135
	Horz %	100.00	16.05	19.87	34.79	14.29	7.96	36.66	22.84	35.22
	Vert %	3.59	3.67	3.36	3.60	3.95	3.39	4.55	3.22	3.13
	Index	100	102	94	100	110	94	127	90	87
Early Evening Weekday News Programs (Local) M-F	Unwgt'd	10038	1811	2287	3430	1312	704	3266	3029	3365
	Weighted (000)	15913	2908	3623	5448	1947	1113	5138	4741	5425
	Horz %	100.00	18.27	22.77	34.24	12.23	6.99	32.29	29.79	34.09
	Vert %	6.42	7.46	6.88	6.33	6.04	5.32	7.16	7.50	5.42
	Index	100	116	107	99	94	83	112	117	84
Early Morning News	Unwgt'd	7049	1087	1490	2520	972	526	2747	1602	2379
	Weighted (000)	14548	2243	3137	5204	1819	1106	5538	3223	5104
	Horz %	100.00	15.42	21.56	35.77	12.50	7.60	38.07	22.16	35.08
	Vert %	5.87	5.76	5.96	6.04	5.64	5.29	7.72	5.10	5.10
	Index	100	98	102	103	96	90	132	87	87
Early Morning Talk/Information/News	Unwgt'd	5221	763	1072	1864	832	417	2049	1271	1695
	Weighted (000)	8787	1324	1941	3097	1226	688	3297	2174	2974
	Horz %	100.00	15.06	22.09	35.25	13.96	7.83	37.52	24.74	33.85
	Vert %	3.54	3.40	3.69	3.60	3.81	3.29	4.59	3.44	2.97
	Index	100	96	104	102	107	93	130	97	84
Early Morning Weekday News Programs (Local) M-F	Unwgt'd	10845	1822	2475	3809	1409	779	3652	3071	3701
	Weighted (000)	17863	3032	4119	6349	2151	1221	5853	5075	6282
	Horz %	100.00	16.97	23.06	35.54	12.04	6.83	32.77	28.41	35.17
	Vert %	7.20	7.78	7.82	7.37	6.67	5.84	8.16	8.03	6.27
	Index	100	108	109	102	93	81	113	111	87



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All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Entertainment Specials	Unwgt'd	21791	3331	4713	7528	3162	1933	6933	6199	7721
	Weighted (000)	11416	1743	2616	4019	1524	878	3610	3236	4039
	Horz %	100.00	15.27	22.92	35.21	13.35	7.70	31.63	28.35	35.39
	Vert %	4.60	4.48	4.97	4.67	4.73	4.20	5.03	5.12	4.03
	Index	100	97	108	101	103	91	109	111	88
Football - College Wkend	Unwgt'd	10507	1732	2499	3592	1420	792	3060	3313	3733
	Weighted (000)	24338	4060	6076	8215	2979	1828	6780	7908	8690
	Horz %	100.00	16.68	24.96	33.75	12.24	7.51	27.86	32.49	35.70
	Vert %	9.82	10.42	11.54	9.54	9.24	8.74	9.45	12.51	8.67
	Index	100	106	118	97	94	89	96	127	88
Football - Pro Wkend	Unwgt'd	13802	2058	3179	4892	1960	1091	4191	4026	5067
	Weighted (000)	40166	6060	9376	14345	5367	3035	11943	11666	15027
	Horz %	100.00	15.09	23.34	35.72	13.36	7.56	29.73	29.05	37.41
	Vert %	16.20	15.56	17.81	16.66	16.65	14.52	16.65	18.46	15.00
	Index	100	96	110	103	103	90	103	114	93
Football Bowl Games - Specials	Unwgt'd	11557	1976	2785	3929	1512	860	3375	3723	4009
	Weighted (000)	19391	3574	5066	6366	2167	1297	5455	6381	6769
	Horz %	100.00	18.43	26.13	32.83	11.18	6.69	28.13	32.91	34.91
	Vert %	7.82	9.17	9.62	7.39	6.72	6.20	7.60	10.10	6.76
	Index	100	117	123	95	86	79	97	129	86
Football Pro Pregame Shows	Unwgt'd	7757	1148	1768	2813	1043	588	2518	2075	2845
	Weighted (000)	20473	3094	4568	7576	2594	1543	6539	5280	7767
	Horz %	100.00	15.11	22.31	37.00	12.67	7.53	31.94	25.79	37.94
	Vert %	8.26	7.94	8.68	8.80	8.05	7.38	9.11	8.35	7.75
	Index	100	96	105	107	98	89	110	101	94
Football Specials - Professional	Unwgt'd	21599	3229	4839	7608	3071	1806	6603	6150	7982
	Weighted (000)	37160	5589	8690	13389	4857	2777	11153	10693	13890
	Horz %	100.00	15.04	23.39	36.03	13.07	7.47	30.01	28.78	37.38
	Vert %	14.99	14.35	16.51	15.55	15.07	13.29	15.55	16.92	13.87
	Index	100	96	110	104	101	89	104	113	93



			Political Outlook:				Political Affiliation:			
All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Game Shows-Prime	Unwgt'd	4549	724	946	1580	645	342	1563	1103	1641
	Weighted (000)	3088	521	645	1078	374	221	1033	777	1083
	Horz %	100.00	16.88	20.90	34.91	12.11	7.16	33.46	25.16	35.07
	Vert %	1.25	1.34	1.23	1.25	1.16	1.06	1.44	1.23	1.08
	Index	100	107	98	101	93	85	116	99	87
General Drama - Prime	Unwgt'd	17943	2768	3921	6277	2517	1459	5862	4794	6483
	Weighted (000)	6399	1026	1415	2299	805	447	2138	1685	2277
	Horz %	100.00	16.03	22.11	35.92	12.58	6.99	33.41	26.33	35.59
	Vert %	2.58	2.63	2.69	2.67	2.50	2.14	2.98	2.67	2.27
	Index	100	102	104	103	97	83	115	103	88
Golf	Unwgt'd	6420	1107	1557	2128	891	476	1789	2143	2234
	Weighted (000)	5705	1088	1642	1804	598	387	1552	2031	1938
	Horz %	100.00	19.06	28.79	31.63	10.48	6.78	27.21	35.60	33.97
	Vert %	2.30	2.79	3.12	2.10	1.85	1.85	2.16	3.21	1.93
	Index	100	121	136	91	81	80	94	140	84
Hockey	Unwgt'd	4564	598	1023	1717	663	390	1262	1365	1778
	Weighted (000)	12345	1601	2918	4681	1643	1030	3403	3769	4671
	Horz %	100.00	12.97	23.64	37.91	13.31	8.35	27.56	30.53	37.84
	Vert %	4.98	4.11	5.54	5.44	5.10	4.93	4.74	5.96	4.66
	Index	100	83	111	109	102	99	95	120	94
Horse Racing	Unwgt'd	5926	984	1385	1975	850	497	1758	1959	1989
	Weighted (000)	8848	1504	2267	2821	1103	733	2679	2816	3029
	Horz %	100.00	16.99	25.62	31.89	12.46	8.28	30.28	31.83	34.23
	Vert %	3.57	3.86	4.31	3.28	3.42	3.51	3.73	4.46	3.02
	Index	100	108	121	92	96	98	105	125	85
Late Evening Weekday News Programs (Local) M-F	Unwgt'd	7422	1298	1707	2521	966	530	2486	2133	2525
	Weighted (000)	11736	2065	2751	3936	1440	803	3769	3396	4113
	Horz %	100.00	17.60	23.44	33.54	12.27	6.84	32.11	28.93	35.04
	Vert %	4.73	5.30	5.23	4.57	4.47	3.84	5.25	5.37	4.11
	Index	100	112	110	97	94	81	111	114	87



			Political Outlook:				Political Affiliation:			
All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Late Night Network News/Info M-F	Unwgt'd	1264	172	247	448	193	91	499	224	474
	Weighted (000)	2423	302	481	876	331	190	926	401	932
	Horz %	100.00	12.47	19.85	36.14	13.66	7.84	38.23	16.56	38.45
	Vert %	0.98	0.78	0.91	1.02	1.03	0.91	1.29	0.64	0.93
	Index	100	79	93	104	105	93	132	65	95
Late Night Talk/Variety	Unwgt'd	5218	509	904	1900	1001	627	2086	950	1954
	Weighted (000)	4760	483	807	1741	897	547	1888	843	1798
	Horz %	100.00	10.15	16.95	36.57	18.84	11.49	39.66	17.71	37.77
	Vert %	1.92	1.24	1.53	2.02	2.78	2.62	2.63	1.33	1.80
	Index	100	65	80	105	145	136	137	69	93
News - Specials	Unwgt'd	4497	600	940	1632	707	401	1678	1144	1478
	Weighted (000)	9336	1359	2062	3320	1321	799	3523	2425	2981
	Horz %	100.00	14.56	22.08	35.56	14.15	8.56	37.74	25.98	31.93
	Vert %	3.77	3.49	3.92	3.86	4.10	3.82	4.91	3.84	2.98
	Index	100	93	104	102	109	101	130	102	79
Pageants - Specials	Unwgt'd	2849	441	611	1028	368	219	954	727	1018
	Weighted (000)	8781	1518	2052	3099	1001	582	2835	2573	2977
	Horz %	100.00	17.29	23.37	35.29	11.40	6.62	32.29	29.30	33.90
	Vert %	3.54	3.90	3.90	3.60	3.11	2.78	3.95	4.07	2.97
	Index	100	110	110	102	88	79	112	115	84
Reality-based	Unwgt'd	13227	2011	2940	4689	1803	1040	4246	3646	4735
	Weighted (000)	4915	776	1098	1760	595	349	1570	1289	1794
	Horz %	100.00	15.79	22.34	35.81	12.10	7.10	31.94	26.22	36.49
	Vert %	1.98	1.99	2.09	2.04	1.85	1.67	2.19	2.04	1.79
	Index	100	101	105	103	93	84	110	103	90
Situation Comedies - Prime	Unwgt'd	12519	1680	2644	4556	1884	1052	3962	3203	4777
	Weighted (000)	5198	696	1067	1928	743	445	1656	1272	2011
	Horz %	100.00	13.40	20.53	37.09	14.30	8.56	31.86	24.47	38.68
	Vert %	2.10	1.79	2.03	2.24	2.31	2.13	2.31	2.01	2.01
	Index	100	85	97	107	110	102	110	96	96



			Political Outlook:				Political Affiliation:			
All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Skating - Specials	Unwgt'd	3249	523	695	1096	470	286	1125	865	1124
	Weighted (000)	7409	1198	1742	2394	985	640	2599	1904	2626
	Horz %	100.00	16.17	23.52	32.31	13.30	8.63	35.09	25.69	35.44
	Vert %	2.99	3.08	3.31	2.78	3.06	3.06	3.62	3.01	2.62
	Index	100	103	111	93	102	102	121	101	88
Soccer	Unwgt'd	4927	663	1013	1712	784	481	1515	1135	2026
	Weighted (000)	6650	921	1508	2207	943	647	2077	1468	2757
	Horz %	100.00	13.85	22.68	33.19	14.18	9.73	31.23	22.08	41.46
	Vert %	2.68	2.36	2.86	2.56	2.93	3.09	2.89	2.32	2.75
	Index	100	88	107	96	109	115	108	87	103
Sports Anthologies - Wkend	Unwgt'd	6960	991	1577	2524	920	573	2393	1740	2527
	Weighted (000)	10711	1605	2407	3754	1379	904	3756	2530	3987
	Horz %	100.00	14.99	22.47	35.05	12.87	8.44	35.07	23.63	37.22
	Vert %	4.32	4.12	4.57	4.36	4.28	4.33	5.24	4.00	3.98
	Index	100	95	106	101	99	100	121	93	92
Sunday News/Interview	Unwgt'd	7241	1311	1580	2308	1056	637	2455	2136	2342
	Weighted (000)	7348	1298	1609	2292	1091	673	2586	2023	2397
	Horz %	100.00	17.66	21.90	31.18	14.85	9.15	35.20	27.54	32.62
	Vert %	2.96	3.33	3.06	2.66	3.39	3.22	3.60	3.20	2.39
	Index	100	112	103	90	114	109	122	108	81
Syndicated Adult General	Unwgt'd	19977	3165	4386	7052	2674	1563	6592	5313	7231
	Weighted (000)	4499	741	969	1593	542	316	1568	1023	1664
	Horz %	100.00	16.48	21.54	35.42	12.05	7.02	34.86	22.74	36.99
	Vert %	1.81	1.90	1.84	1.85	1.68	1.51	2.19	1.62	1.66
	Index	100	105	101	102	93	83	120	89	92
Tennis	Unwgt'd	4587	618	952	1534	795	464	1669	1148	1581
	Weighted (000)	9851	1370	2290	3161	1637	960	3573	2533	3391
	Horz %	100.00	13.91	23.24	32.09	16.62	9.75	36.27	25.71	34.42
	Vert %	3.97	3.52	4.35	3.67	5.08	4.59	4.98	4.01	3.39
	Index	100	89	109	92	128	116	125	101	85



			Political Outlook:					Political Affiliation:		
All			Very conservative	Somewhat conservative	Middle of the road	Somewhat liberal	Very liberal	Democratic	Republican	No party affiliation / Independent
All	Unwgt'd	47901	7303	9929	16548	6807	4298	14685	11994	18878
	Weighted (000)	247955	38955	52644	86094	32227	20905	71746	63200	100171
	Horz %	100.00	15.71	21.23	34.72	13.00	8.43	28.94	25.49	40.40
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100	100
Track & Field Games	Unwgt'd	2129	298	413	732	349	215	927	371	737
	Weighted (000)	5093	797	1064	1619	782	522	2257	816	1818
	Horz %	100.00	15.64	20.89	31.79	15.36	10.25	44.31	16.02	35.70
	Vert %	2.05	2.04	2.02	1.88	2.43	2.50	3.15	1.29	1.81
	Index	100	100	98	92	118	122	153	63	88

* Projections relatively unstable, use with caution

Source: 2019 Doublebase GfK MRI weighted to Population (000) - Base: All
 No Audit Report Was Generated

How to Read:

Unwgt'd: Actual number of respondents who meet the qualifications specified.

Weighted (000): Projected number of people in thousands.

Horz %: The number of users of a category restated as a percentage.

Vert %: Gives you percentages based on data placed in columns.

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