



A18-34

			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/No party
A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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	Unwgted	801	84	155	338	101	78	184	173	415
	Weighted (000)	1,380	210	228	577	176	98	332	340	650
	Horz %	100.00	15.22	16.53	41.80	12.72	7.11	24.04	24.61	47.12
	Vert %	1.85	2.91	1.87	1.89	1.52	1.33	1.68	2.74	1.65
	Index	100	157	101	102	82	72	90	148	89
Awards-Specials	Unwgted	2,459	196	407	999	424	285	830	394	1,148
	Weighted (000)	2,279	232	358	971	313	249	689	372	1,140
	Horz %	100.00	10.19	15.69	42.60	13.73	10.92	30.23	16.31	50.00
	Vert %	3.06	3.22	2.93	3.18	2.71	3.39	3.48	3.00	2.89
	Index	100	105	96	104	88	111	114	98	94
Baseball - Weekend	Unwgted	1,494	125	327	582	257	140	415	347	699
	Weighted (000)	7,169	613	1,441	3,079	1,055	661	2,009	1,628	3,367
	Horz %	100.00	8.55	20.10	42.95	14.72	9.22	28.03	22.71	46.96
	Vert %	9.63	8.50	11.82	10.08	9.13	9.00	10.15	13.15	8.52
	Index	100	88	123	105	95	93	105	137	89
Baseball Specials	Unwgted	1,897	172	386	758	318	174	500	433	920
	Weighted (000)	5,003	563	1,000	2,038	721	427	1,334	1,152	2,378
	Horz %	100.00	11.26	19.98	40.74	14.40	8.53	26.65	23.02	47.52
	Vert %	6.72	7.81	8.20	6.68	6.24	5.80	6.74	9.30	6.02
	Index	100	116	122	99	93	86	100	138	90
Basketball - Weekend - College	Unwgted	1,309	108	271	523	217	127	392	272	611
	Weighted (000)	5,275	536	1,061	2,157	679	586	1,667	1,105	2,379
	Horz %	100.00	10.17	20.10	40.90	12.87	11.11	31.60	20.94	45.10
	Vert %	7.08	7.44	8.70	7.07	5.88	7.98	8.42	8.92	6.02
	Index	100	105	123	100	83	113	119	126	85



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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 - Weekend - Professional	Unwgted	1,327	110	232	556	216	136	456	198	634
	Weighted (000)	5,804	574	1,016	2,507	794	584	1,964	864	2,785
	Horz %	100.00	9.90	17.50	43.20	13.69	10.06	33.84	14.89	47.98
	Vert %	7.79	7.96	8.33	8.21	6.87	7.94	9.92	6.98	7.05
	Index	100	102	107	105	88	102	127	90	90
Basketball Specials-College	Unwgted	1,547	128	311	618	247	163	442	312	750
	Weighted (000)	2,586	322	589	972	336	227	852	530	1,126
	Horz %	100.00	12.46	22.79	37.58	12.98	8.79	32.96	20.49	43.56
	Vert %	3.47	4.47	4.83	3.18	2.91	3.09	4.31	4.28	2.85
	Index	100	129	139	92	84	89	124	123	82
Basketball Specials-Professional	Unwgted	2,389	205	438	988	398	224	755	391	1,169
	Weighted (000)	4,695	504	893	1,977	622	394	1,535	787	2,217
	Horz %	100.00	10.72	19.02	42.10	13.24	8.39	32.69	16.76	47.21
	Vert %	6.30	6.98	7.32	6.47	5.38	5.36	7.76	6.35	5.61
	Index	100	111	116	103	85	85	123	101	89
Comedy/Variety	Unwgted	438	*				*			
	Weighted (000)	628	48	69	185	68	41	123	73	229
	Horz %	100.00	78	94	278	86	47	155	107	338
	Vert %	0.84	12.37	14.90	44.20	13.71	7.53	24.62	16.97	53.85
	Index	100	1.08	0.77	0.91	0.75	0.64	0.78	0.86	0.86
Daytime Dramas	Unwgted	250	*	*		*	*		*	
	Weighted (000)	588	27	43	104	33	23	76	36	123
	Horz %	100.00	84	96	258	60	47	189	103	264
	Vert %	0.79	14.29	16.29	43.84	10.24	7.91	32.16	17.53	44.92
	Index	100	1.16	0.78	0.84	0.52	0.63	0.95	0.83	0.67
			148	99	107	66	80	121	105	85



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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
Daytime Game Shows	Unwgted	307	*	*	*	*	*	*	*	*
	Weighted (000)	1,518	32	58	135	30	29	98	49	146
	Horz %	100.00	236	276	659	112	145	455	278	735
	Vert %	2.04	15.56	18.15	43.41	7.40	9.58	30.01	18.32	48.44
	Index	100	3.28	2.26	2.16	0.97	1.98	2.30	2.25	1.86
Daytime Talk/Variety	Unwgted	280	*	*	*	*	*	*	*	*
	Weighted (000)	730	23	38	113	52	39	111	31	128
	Horz %	100.00	97	70	328	109	95	250	102	355
	Vert %	0.98	13.30	9.59	44.87	14.89	13.05	34.20	14.02	48.65
	Index	100	1.35	0.57	1.07	0.94	1.30	1.26	0.83	0.90
Documentary Informational- Primetime	Unwgted	863	137	59	109	96	132	129	84	92
	Weighted (000)	1,247	90	143	350	137	82	270	130	429
	Horz %	100.00	163	202	540	145	120	356	213	633
	Vert %	1.67	13.10	16.23	43.32	11.65	9.64	28.52	17.08	50.74
	Index	100	2.27	1.66	1.77	1.26	1.64	1.80	1.72	1.60
Early Evening Network News - Mon-Fri	Unwgted	544	106	99	106	75	98	107	103	96
	Weighted (000)	1,459	56	76	223	95	62	183	85	256
	Horz %	100.00	134	169	689	233	141	454	202	749
	Vert %	1.96	9.20	11.57	47.20	15.95	9.65	31.13	13.84	51.31
	Index	100	1.86	1.38	2.26	2.01	1.92	2.30	1.63	1.90
Early Evening Network News - Weekend	Unwgted	558	95	71	115	103	98	117	83	97
	Weighted (000)	1,081	*	*	*	*	*	*	*	*
	Horz %	100.00	45	95	239	73	66	173	74	281
	Vert %	1.45	72	192	489	120	129	293	163	564
	Index	100	6.66	17.75	45.21	11.13	11.90	27.08	15.12	52.17
			1.00	1.57	1.60	1.04	1.75	1.48	1.32	1.43
			69	108	110	72	121	102	91	98



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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 Weekday News Programs (Local) - Mon-Fri	Unwgted	1,144	109	202	479	183	108	374	186	548
	Weighted (000)	2,375	225	389	1,050	311	214	701	384	1,191
	Horz %	100.00	9.45	16.37	44.22	13.07	9.02	29.50	16.17	50.15
	Vert %	3.19	3.11	3.19	3.44	2.69	2.92	3.54	3.10	3.02
	Index	100	98	100	108	84	91	111	97	95
Early Morning News	Unwgted	885	79	145	375	135	87	287	112	446
	Weighted (000)	2,518	255	421	1,059	333	257	827	307	1,278
	Horz %	100.00	10.14	16.71	42.07	13.24	10.21	32.86	12.20	50.76
	Vert %	3.38	3.54	3.45	3.47	2.88	3.50	4.18	2.48	3.24
	Index	100	105	102	103	85	104	124	73	96
Early Morning Talk/Informational/News	Unwgted	566	50	102	239	73	72	192	85	269
	Weighted (000)	1,210	122	191	555	141	142	379	162	625
	Horz %	100.00	10.10	15.76	45.83	11.66	11.76	31.30	13.36	51.67
	Vert %	1.62	1.70	1.56	1.82	1.22	1.94	1.91	1.31	1.58
	Index	100	104	96	112	75	119	118	80	97
Early Morning Weekday News Programs (Local) - Mon-Fri	Unwgted	1,435	128	252	613	226	142	448	233	717
	Weighted (000)	3,030	312	520	1,283	448	288	921	480	1,541
	Horz %	100.00	10.29	17.16	42.34	14.80	9.49	30.40	15.85	50.86
	Vert %	4.07	4.32	4.26	4.20	3.88	3.91	4.65	3.88	3.90
	Index	100	106	105	103	95	96	114	95	96
Entertainment Specials	Unwgted	4,241	362	730	1,679	741	482	1,304	790	2,007
	Weighted (000)	2,424	281	441	971	335	226	650	479	1,216
	Horz %	100.00	11.60	18.20	40.07	13.81	9.31	26.81	19.75	50.18
	Vert %	3.25	3.90	3.62	3.18	2.90	3.07	3.28	3.87	3.08
	Index	100	120	111	98	89	94	101	119	95



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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
Football-College Weekend	Unwgted	2,083	208	421	864	303	194	525	472	1,031
	Weighted (000)	5,824	663	1,158	2,433	745	550	1,544	1,334	2,761
	Horz %	100.00	11.38	19.88	41.77	12.79	9.44	26.51	22.91	47.41
	Vert %	7.82	9.19	9.49	7.97	6.45	7.48	7.80	10.78	6.99
	Index	100	118	121	102	82	96	100	138	89
Football-Pro Weekend	Unwgted	2,867	250	576	1,146	502	253	840	580	1,375
	Weighted (000)	10,195	1,011	1,983	4,179	1,574	951	2,909	2,153	4,870
	Horz %	100.00	9.92	19.45	41.00	15.44	9.33	28.54	21.12	47.77
	Vert %	13.69	14.02	16.26	13.69	13.62	12.94	14.70	17.38	12.33
	Index	100	102	119	100	100	95	107	127	90
Football Bowl Games-Specials	Unwgted	2,167	208	455	860	325	213	621	484	1,003
	Weighted (000)	4,165	512	929	1,669	528	325	1,205	904	1,927
	Horz %	100.00	12.29	22.31	40.07	12.67	7.81	28.92	21.70	46.26
	Vert %	5.59	7.10	7.62	5.47	4.57	4.43	6.09	7.30	4.88
	Index	100	127	136	98	82	79	109	130	87
Football Pro Pregame Shows	Unwgted	1,681	144	334	685	274	154	488	344	803
	Weighted (000)	5,805	639	1,044	2,412	834	611	1,778	1,187	2,663
	Horz %	100.00	11.02	17.98	41.56	14.37	10.52	30.63	20.45	45.88
	Vert %	7.79	8.87	8.56	7.90	7.22	8.31	8.98	9.59	6.74
	Index	100	114	110	101	93	107	115	123	87
Football Specials-Professional	Unwgted	4,848	410	944	1,919	822	510	1,438	969	2,317
	Weighted (000)	9,628	979	1,803	3,906	1,507	928	2,837	2,018	4,511
	Horz %	100.00	10.17	18.73	40.57	15.66	9.64	29.47	20.96	46.86
	Vert %	12.93	13.57	14.78	12.79	13.04	12.63	14.33	16.29	11.42
	Index	100	105	114	99	101	98	111	126	88



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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-Primetime	Unwgted	816	73	133	348	131	64	225	133	422
	Weighted (000)	614	79	95	270	73	43	150	107	320
	Horz %	100.00	12.80	15.55	43.97	11.88	7.05	24.49	17.40	52.10
	Vert %	0.82	1.09	0.78	0.88	0.63	0.59	0.76	0.86	0.81
	Index	100	132	95	107	77	71	92	105	98
General Drama-Primetime	Unwgted	3,478	314	630	1,395	575	358	1,062	606	1,691
	Weighted (000)	1,145	145	196	471	144	94	318	202	574
	Horz %	100.00	12.68	17.09	41.13	12.60	8.18	27.72	17.63	50.14
	Vert %	1.54	2.01	1.61	1.54	1.25	1.28	1.60	1.63	1.45
	Index	100	131	104	100	81	83	104	106	95
Golf	Unwgted	999	99	199	405	147	101	243	232	496
	Weighted (000)	1,022	181	251	366	93	96	270	239	493
	Horz %	100.00	17.67	24.55	35.79	9.08	9.41	26.45	23.42	48.29
	Vert %	1.37	2.50	2.06	1.20	0.80	1.31	1.37	1.93	1.25
	Index	100	183	150	87	58	95	100	141	91
Hockey	Unwgted	1,102	94	206	449	188	111	294	256	524
	Weighted (000)	3,743	392	659	1,592	586	319	1,014	977	1,657
	Horz %	100.00	10.47	17.61	42.53	15.67	8.52	27.10	26.10	44.27
	Vert %	5.03	5.43	5.40	5.21	5.07	4.34	5.12	7.89	4.20
	Index	100	108	108	104	101	86	102	157	83
Horse Racing	Unwgted	681	59	144	259	107	79	174	159	324
	Weighted (000)	1,259	154	293	438	159	156	331	239	651
	Horz %	100.00	12.20	23.31	34.76	12.66	12.41	26.30	18.97	51.71
	Vert %	1.69	2.13	2.41	1.43	1.38	2.13	1.67	1.93	1.65
	Index	100	126	142	85	82	126	99	114	98



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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 Evening Weekday News Programs (Local) - Mon-Fri	Unwgted	844	83	149	350	134	80	257	129	430
	Weighted (000)	1,853	198	296	785	240	187	524	291	961
	Horz %	100.00	10.68	15.98	42.36	12.94	10.09	28.26	15.67	51.83
	Vert %	2.49	2.74	2.43	2.57	2.07	2.54	2.65	2.35	2.43
	Index	100	110	98	103	83	102	106	94	98
Late Night Network News/Info - Mon-Fri	Unwgted	196	*	*		*	*		*	
	Weighted (000)	582	17	22	98	28	14	63	16	108
	Horz %	100.00	67	44	279	73	55	177	35	346
	Vert %	0.78	11.51	7.58	47.93	12.54	9.44	30.33	6.01	59.38
	Index	100	0.93	0.36	0.91	0.63	0.75	0.89	0.28	0.88
Late Night Talk/Variety	Unwgted	1,023	119	46	117	81	96	114	36	112
	Weighted (000)	1,282	64	140	411	197	150	343	154	492
	Horz %	100.00	91	151	543	242	180	419	183	636
	Vert %	1.72	7.07	11.75	42.32	18.86	14.02	32.71	14.25	49.58
	Index	100	1.26	1.24	1.78	2.09	2.45	2.12	1.48	1.61
News- Specials	Unwgted	503	*							
	Weighted (000)	1,257	49	77	203	74	64	169	74	242
	Horz %	100.00	155	194	506	152	153	391	182	642
	Vert %	1.69	12.35	15.42	40.22	12.06	12.16	31.10	14.51	51.08
	Index	100	2.15	1.59	1.66	1.31	2.08	1.98	1.47	1.63
Pageants - Specials	Unwgted	475	*							
	Weighted (000)	1,781	40	85	188	76	54	147	77	226
	Horz %	100.00	200	270	715	284	204	494	355	847
	Vert %	2.39	11.21	15.17	40.15	15.94	11.48	27.75	19.94	47.54
	Index	100	2.77	2.22	2.34	2.46	2.78	2.50	2.87	2.14
			116	93	98	103	116	104	120	90



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A18-34	Unwgted	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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
Reality-based	Unwgted	2,397	218	456	984	357	229	673	466	1,177
	Weighted (000)	938	96	160	406	113	76	233	164	492
	Horz %	100.00	10.24	17.02	43.27	12.04	8.08	24.80	17.54	52.47
	Vert %	1.26	1.33	1.31	1.33	0.98	1.03	1.18	1.33	1.25
	Index	100	106	104	106	78	82	93	105	99
Situation Comedies - Primetime	Unwgted	2,705	216	453	1,133	464	291	832	460	1,323
	Weighted (000)	1,502	149	237	625	233	145	422	273	743
	Horz %	100.00	9.91	15.78	41.63	15.53	9.67	28.12	18.18	49.45
	Vert %	2.02	2.06	1.94	2.05	2.02	1.98	2.13	2.21	1.88
	Index	100	102	96	102	100	98	106	109	93
Skating - Specials	Unwgted	381	*	64	149	51	60	125	50	191
	Weighted (000)	1,114	125	219	383	124	183	342	128	609
	Horz %	100.00	11.26	19.65	34.39	11.12	16.43	30.72	11.49	54.60
	Vert %	1.50	1.74	1.80	1.26	1.07	2.49	1.73	1.03	1.54
	Index	100	116	120	84	72	167	116	69	103
Soccer	Unwgted	1,258	99	217	502	215	145	363	191	659
	Weighted (000)	2,134	261	354	854	315	214	629	311	1,123
	Horz %	100.00	12.23	16.59	39.99	14.76	10.05	29.46	14.57	52.60
	Vert %	2.87	3.62	2.90	2.80	2.73	2.92	3.18	2.51	2.84
	Index	100	126	101	98	95	102	111	88	99
Sports Anthologies - Weekend	Unwgted	1,683	153	331	702	253	161	501	321	811
	Weighted (000)	3,079	367	543	1,323	365	350	950	572	1,480
	Horz %	100.00	11.93	17.62	42.96	11.87	11.38	30.87	18.57	48.08
	Vert %	4.13	5.09	4.45	4.33	3.16	4.77	4.80	4.62	3.75
	Index	100	123	108	105	76	115	116	112	91



A18-34

			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/No party
A18-34	Unwgt'd	11,892	1,009	1,990	4,818	2,014	1,293	3,376	1,975	6,153
	Weighted (000)	74,480	7,212	12,195	30,534	11,556	7,349	19,793	12,384	39,494
	Horz %	100.00	9.68	16.37	41.00	15.52	9.87	26.58	16.63	53.03
	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
Sunday News/Interview	Unwgt'd	692	58	125	265	111	90	216	125	325
	Weighted (000)	852	67	153	325	121	119	253	163	396
	Horz %	100.00	7.89	17.95	38.18	14.18	14.00	29.66	19.15	46.52
	Vert %	1.14	0.93	1.25	1.07	1.05	1.62	1.28	1.32	1.00
	Index	100	81	110	93	91	142	112	115	88
Syndicated Adult General	Unwgt'd	3,609	327	611	1,520	571	369	1,123	607	1,764
	Weighted (000)	911	104	132	408	122	69	249	145	470
	Horz %	100.00	11.43	14.49	44.78	13.42	7.61	27.32	15.93	51.61
	Vert %	1.22	1.44	1.08	1.34	1.06	0.94	1.26	1.17	1.19
	Index	100	118	89	109	86	77	103	96	97
Tennis	Unwgt'd	825	63	153	313	155	106	252	155	393
	Weighted (000)	2,073	219	414	775	359	230	697	358	976
	Horz %	100.00	10.57	19.97	37.37	17.30	11.09	33.62	17.28	47.09
	Vert %	2.78	3.04	3.40	2.54	3.10	3.13	3.52	2.89	2.47
	Index	100	109	122	91	111	112	127	104	89
Track & Field Games	Unwgt'd	346	*	69	123	*	*		*	
	Weighted (000)	1,033	45	262	325	113	98	354	136	512
	Horz %	100.00	16.92	25.40	31.41	10.91	9.52	34.27	13.15	49.58
	Vert %	1.39	2.42	2.15	1.06	0.98	1.34	1.79	1.10	1.30
	Index	100	175	155	77	70	97	129	79	93

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: Adults 18-34; * Projections relatively unstable, use with caution
No Audit Report Was Generated

How To Read:

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

(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 ratio to indicate the direction and amount difference from the average.