



Adults 18+

Political Outlook:
 Very Conservative Somewhat Conservative Middle of the Road Somewhat Liberal Very Liberal

Political Affiliation:
 Democratic Republican Other party Independent /No party

		Adults 18+	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 18+	Unwgt'd	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Auto Racing - Specials	Unwgt'd	10,167	1,644	2,307	3,666	1,607	943	2,922	3,332	165	3,748
	Weighted (000)	5,744	1,098	1,482	2,021	738	405	1,448	2,201	85	2,010
	Horz %	100.00	19.11	25.79	35.19	12.85	7.05	25.21	38.33	1.47	34.99
	Vert %	2.26	2.87	2.98	2.07	1.77	1.51	1.76	3.21	1.96	2.03
	Index	100	127	132	92	78	67	78	142	87	90
Awards-Specials	Unwgt'd	22,736	2,599	4,119	8,441	4,642	2,935	9,492	5,089	313	7,842
	Weighted (000)	9,309	1,212	1,775	3,554	1,712	1,056	3,766	2,245	127	3,171
	Horz %	100.00	13.01	19.07	38.18	18.40	11.34	40.46	24.12	1.36	34.07
	Vert %	3.66	3.17	3.57	3.63	4.11	3.93	4.58	3.27	2.93	3.20
	Index	100	87	98	99	112	107	125	89	80	87
Baseball - Weekend	Unwgt'd	16,289	2,102	3,407	5,956	3,010	1,814	5,633	4,540	296	5,820
	Weighted (000)	23,945	3,649	5,044	9,074	3,897	2,281	7,591	7,202	428	8,724
	Horz %	100.00	15.24	21.06	37.90	16.27	9.53	31.70	30.08	1.79	36.43
	Vert %	9.42	9.54	10.15	9.28	9.36	8.49	9.24	10.50	9.91	8.80
	Index	100	101	108	99	99	90	98	111	105	93
Baseball Specials	Unwgt'd	19,321	2,526	4,119	6,993	3,539	2,144	6,630	5,435	331	6,925
	Weighted (000)	22,697	3,554	4,950	8,365	3,664	2,164	7,065	7,150	347	8,136
	Horz %	100.00	15.66	21.81	36.85	16.14	9.53	31.13	31.50	1.53	35.84
	Vert %	8.93	9.30	9.96	8.55	8.80	8.05	8.60	10.42	8.03	8.20
	Index	100	104	112	96	99	90	96	117	90	92
Basketball - Weekend - College	Unwgt'd	12,481	1,694	2,644	4,391	2,419	1,333	4,310	3,506	221	4,444
	Weighted (000)	21,755	3,423	4,746	7,710	3,879	1,997	6,971	6,672	367	7,745
	Horz %	100.00	15.74	21.82	35.44	17.83	9.18	32.05	30.67	1.69	35.60
	Vert %	8.56	8.95	9.55	7.89	9.31	7.43	8.49	9.73	8.50	7.81
	Index	100	105	112	92	109	87	99	114	99	91
Basketball - Weekend - Professional	Unwgt'd	8,908	884	1,549	3,553	1,796	1,126	3,767	1,659	160	3,322
	Weighted (000)	15,242	1,706	2,672	6,339	2,793	1,732	6,363	2,867	228	5,784
	Horz %	100.00	11.19	17.53	41.59	18.32	11.37	41.75	18.81	1.49	37.95
	Vert %	6.00	4.46	5.38	6.48	6.71	6.45	7.75	4.18	5.28	5.83
	Index	100	74	90	108	112	108	129	70	88	97



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 Democratic Republican Other party Independent /No party

		Adults 18+	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 18+	Unwgted	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Basketball Specials-College	Unwgted	16,411	2,251	3,457	5,839	3,126	1,738	5,784	4,547	269	5,811
	Weighted (000)	8,648	1,384	1,902	3,132	1,466	764	2,961	2,534	139	3,015
	Horz %	100.00	16.00	21.99	36.21	16.96	8.83	34.23	29.30	1.61	34.86
	Vert %	3.40	3.62	3.83	3.20	3.52	2.84	3.60	3.69	3.22	3.04
	Index	100	106	113	94	104	84	106	109	95	89
Basketball Specials-Professional	Unwgted	19,348	2,215	3,672	7,369	3,839	2,253	7,547	4,314	343	7,144
	Weighted (000)	12,868	1,607	2,456	5,086	2,338	1,381	4,981	2,868	192	4,826
	Horz %	100.00	12.49	19.09	39.52	18.17	10.73	38.71	22.29	1.49	37.51
	Vert %	5.06	4.20	4.94	5.20	5.61	5.14	6.06	4.18	4.45	4.87
	Index	100	83	98	103	111	101	120	83	88	96
Comedy/Variety	Unwgted	5,888	851	1,201	2,265	961	610	2,089	1,553	88	2,158
	Weighted (000)	2,569	425	554	1,013	371	206	817	731	38	983
	Horz %	100.00	16.54	21.55	39.44	14.45	8.02	31.80	28.45	1.50	38.25
	Vert %	1.01	1.11	1.11	1.04	0.89	0.77	0.99	1.07	0.89	0.99
	Index	100	110	110	103	88	76	98	105	88	98
Daytime Dramas	Unwgted	3,526	480	714	1,415	559	358	1,388	926	49	1,163
	Weighted (000)	3,720	607	717	1,500	538	359	1,392	1,047	55	1,227
	Horz %	100.00	16.31	19.27	40.33	14.45	9.65	37.41	28.14	1.47	32.98
	Vert %	1.46	1.59	1.44	1.53	1.29	1.34	1.69	1.53	1.27	1.24
	Index	100	108	99	105	88	91	116	104	87	85
Daytime Game Shows	Unwgted	3,742	544	763	1,490	594	351	1,515	915	49	1,263
	Weighted (000)	7,903	1,343	1,666	3,148	1,083	663	3,058	2,104	122	2,619
	Horz %	100.00	17.00	21.08	39.83	13.70	8.39	38.70	26.62	1.55	33.13
	Vert %	3.11	3.51	3.35	3.22	2.60	2.47	3.72	3.07	2.84	2.64
	Index	100	113	108	104	84	79	120	99	91	85
Daytime Talk/Variety	Unwgted	4,600	483	775	1,887	962	493	2,211	835	65	1,489
	Weighted (000)	4,393	579	790	1,787	829	408	1,935	916	70	1,472
	Horz %	100.00	13.19	17.98	40.68	18.86	9.30	44.05	20.85	1.59	33.51
	Vert %	1.73	1.52	1.59	1.83	1.99	1.52	2.36	1.34	1.62	1.48
	Index	100	88	92	106	115	88	136	77	94	86



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		Adults 18+	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 18+	Unwgted	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Documentary Informational-Primetime	Unwgted	14,594	1,811	2,800	5,542	2,852	1,589	5,991	3,520	207	4,876
	Weighted (000)	7,895	1,236	1,582	3,050	1,339	688	3,010	2,202	96	2,587
	Horz %	100.00	15.66	20.03	38.64	16.96	8.71	38.12	27.89	1.22	32.77
	Vert %	3.11	3.23	3.18	3.12	3.22	2.56	3.66	3.21	2.23	2.61
	Index	100	104	102	100	104	82	118	103	72	84
Early Evening Network News - Mon-Fri	Unwgted	15,752	1,861	3,047	6,022	3,203	1,619	6,488	3,834	199	5,231
	Weighted (000)	15,936	2,324	3,197	6,110	2,919	1,386	6,081	4,341	202	5,313
	Horz %	100.00	14.58	20.06	38.34	18.32	8.70	38.16	27.24	1.27	33.34
	Vert %	6.27	6.08	6.43	6.25	7.01	5.16	7.40	6.33	4.67	5.36
	Index	100	97	103	100	112	82	118	101	75	85
Early Evening Network News - Weekend	Unwgted	11,073	1,300	2,069	4,275	2,235	1,194	4,737	2,449	138	3,749
	Weighted (000)	9,307	1,358	1,763	3,630	1,735	820	3,800	2,279	110	3,119
	Horz %	100.00	14.59	18.95	39.00	18.65	8.81	40.83	24.48	1.18	33.51
	Vert %	3.66	3.55	3.55	3.71	4.17	3.05	4.63	3.32	2.54	3.14
	Index	100	97	97	101	114	83	126	91	69	86
Early Evening Weekday News Programs (Local) - Mon-Fri	Unwgted	20,234	2,809	4,155	7,747	3,632	1,891	7,591	5,444	261	6,938
	Weighted (000)	16,980	2,782	3,590	6,517	2,678	1,414	5,946	4,991	212	5,832
	Horz %	100.00	16.39	21.14	38.38	15.77	8.33	35.02	29.39	1.25	34.34
	Vert %	6.68	7.28	7.22	6.66	6.43	5.26	7.24	7.28	4.91	5.88
	Index	100	109	108	100	96	79	108	109	73	88
Early Morning News	Unwgted	10,290	1,203	1,891	4,230	1,928	1,038	4,397	2,105	141	3,647
	Weighted (000)	11,241	1,501	2,149	4,679	1,914	998	4,531	2,477	145	4,088
	Horz %	100.00	13.36	19.12	41.62	17.03	8.88	40.31	22.03	1.29	36.37
	Vert %	4.42	3.93	4.32	4.78	4.60	3.71	5.52	3.61	3.36	4.12
	Index	100	89	98	108	104	84	125	82	76	93
Early Morning Talk/Informational/News	Unwgted	8,926	949	1,626	3,598	1,828	925	3,966	1,854	114	2,992
	Weighted (000)	9,045	1,198	1,667	3,684	1,688	808	3,750	2,080	123	3,093
	Horz %	100.00	13.24	18.43	40.73	18.66	8.94	41.46	22.99	1.36	34.19
	Vert %	3.56	3.13	3.36	3.77	4.05	3.01	4.57	3.03	2.85	3.12
	Index	100	88	94	106	114	85	128	85	80	88



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		Adults 18+	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 18+	Unwgted	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Early Morning Weekday News Programs (Local) - Mon-Fri	Unwgted	19,346	2,570	3,898	7,716	3,315	1,847	7,335	4,942	273	6,796
	Weighted (000)	16,278	2,529	3,416	6,559	2,486	1,288	5,752	4,530	192	5,805
	Horz %	100.00	15.53	20.98	40.29	15.27	7.91	35.33	27.83	1.18	35.66
	Vert %	6.40	6.61	6.87	6.71	5.97	4.79	7.00	6.60	4.45	5.85
	Index	100	103	107	105	93	75	109	103	69	91
Entertainment Specials	Unwgted	45,046	5,732	8,985	16,440	8,581	5,308	16,618	11,884	704	15,840
	Weighted (000)	11,321	1,675	2,356	4,240	1,931	1,120	3,933	3,276	164	3,949
	Horz %	100.00	14.80	20.81	37.45	17.06	9.89	34.74	28.93	1.45	34.88
	Vert %	4.45	4.38	4.74	4.34	4.64	4.17	4.79	4.78	3.80	3.98
	Index	100	98	106	97	104	94	108	107	85	89
Football-College Weekend	Unwgted	21,104	3,106	4,799	7,467	3,666	2,066	6,771	6,491	333	7,509
	Weighted (000)	22,893	3,881	5,258	8,347	3,525	1,883	6,746	7,579	323	8,245
	Horz %	100.00	16.95	22.97	36.46	15.40	8.22	29.47	33.11	1.41	36.01
	Vert %	9.00	10.15	10.58	8.54	8.46	7.01	8.21	11.05	7.49	8.31
	Index	100	113	117	95	94	78	91	123	83	92
Football-Pro Weekend	Unwgted	31,113	3,987	6,496	11,623	5,775	3,232	10,745	8,473	529	11,366
	Weighted (000)	41,955	6,204	9,073	16,088	6,913	3,677	13,260	12,657	675	15,362
	Horz %	100.00	14.79	21.63	38.35	16.48	8.76	31.61	30.17	1.61	36.62
	Vert %	16.50	16.22	18.26	16.45	16.60	13.68	16.14	18.45	15.65	15.49
	Index	100	98	111	100	101	83	98	112	95	94
Football Bowl Games-Specials	Unwgted	21,343	3,109	4,839	7,530	3,796	2,069	7,043	6,464	351	7,485
	Weighted (000)	13,836	2,510	3,189	4,949	2,108	1,079	4,192	4,670	193	4,781
	Horz %	100.00	18.14	23.05	35.77	15.24	7.80	30.30	33.75	1.40	34.56
	Vert %	5.44	6.56	6.42	5.06	5.06	4.02	5.10	6.81	4.48	4.82
	Index	100	121	118	93	93	74	94	125	82	89
Football Pro Pregame Shows	Unwgted	14,397	1,876	2,976	5,494	2,589	1,462	5,129	3,824	228	5,216
	Weighted (000)	19,114	2,810	4,002	7,548	3,131	1,623	6,461	5,386	292	6,975
	Horz %	100.00	14.70	20.94	39.49	16.38	8.49	33.80	28.18	1.53	36.49
	Vert %	7.52	7.35	8.05	7.72	7.52	6.04	7.86	7.85	6.77	7.03
	Index	100	98	107	103	100	80	105	104	90	94

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Adults 18+	Unwgted	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Football Specials-Professional	Unwgted	44,139	5,623	9,053	16,422	8,148	4,893	15,476	11,773	728	16,162
	Weighted (000)	39,643	5,889	8,559	15,113	6,498	3,583	12,886	11,847	570	14,341
	Horz %	100.00	14.86	21.59	38.12	16.39	9.04	32.50	29.88	1.44	36.18
	Vert %	15.59	15.40	17.22	15.46	15.60	13.33	15.69	17.27	13.20	14.46
	Index	100	99	110	99	100	86	101	111	85	93
Game Shows-Primetime	Unwgted	10,525	1,436	1,992	4,177	1,845	1,075	3,997	2,494	155	3,879
	Weighted (000)	1,958	306	372	799	311	170	716	474	25	744
	Horz %	100.00	15.64	18.97	40.82	15.88	8.69	36.56	24.19	1.27	37.98
	Vert %	0.77	0.80	0.75	0.82	0.75	0.63	0.87	0.69	0.57	0.75
	Index	100	104	97	106	97	82	113	90	75	97
General Drama-Primetime	Unwgted	33,261	4,464	6,368	12,880	5,899	3,650	12,420	8,513	486	11,842
	Weighted (000)	5,906	1,014	1,207	2,329	856	500	2,048	1,767	64	2,028
	Horz %	100.00	17.16	20.44	39.44	14.50	8.46	34.67	29.91	1.08	34.34
	Vert %	2.32	2.65	2.43	2.38	2.06	1.86	2.49	2.58	1.48	2.04
	Index	100	114	105	103	89	80	107	111	64	88
Golf	Unwgted	12,308	1,852	2,867	4,204	2,219	1,166	3,886	3,866	194	4,362
	Weighted (000)	5,226	1,041	1,328	1,688	765	403	1,392	1,962	70	1,802
	Horz %	100.00	19.92	25.41	32.31	14.64	7.72	26.64	37.55	1.34	34.47
	Vert %	2.06	2.72	2.67	1.73	1.84	1.50	1.69	2.86	1.62	1.82
	Index	100	132	130	84	89	73	82	139	79	88
Hockey	Unwgted	9,128	1,113	1,955	3,340	1,628	1,092	2,998	2,489	161	3,480
	Weighted (000)	11,762	1,637	2,534	4,376	1,894	1,321	3,577	3,527	167	4,490
	Horz %	100.00	13.92	21.54	37.20	16.10	11.23	30.41	29.99	1.42	38.17
	Vert %	4.63	4.28	5.10	4.48	4.55	4.92	4.35	5.14	3.87	4.53
	Index	100	93	110	97	98	106	94	111	84	98
Horse Racing	Unwgted	11,298	1,711	2,559	3,841	2,045	1,142	3,788	3,573	140	3,797
	Weighted (000)	9,497	1,701	2,156	3,230	1,581	830	2,920	3,243	131	3,202
	Horz %	100.00	17.91	22.70	34.01	16.64	8.74	30.75	34.15	1.38	33.72
	Vert %	3.74	4.45	4.34	3.30	3.79	3.09	3.55	4.73	3.04	3.23
	Index	100	119	116	88	102	83	95	127	81	86



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Adults 18+	Unwgted	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Late Evening Weekday News Programs (Local) - Mon-Fri	Unwgted	13,305	1,900	2,688	5,085	2,328	1,304	5,244	3,391	171	4,499
	Weighted (000)	10,841	1,855	2,203	4,103	1,754	925	4,028	3,061	127	3,626
	Horz %	100.00	17.11	20.32	37.85	16.18	8.53	37.15	28.23	1.17	33.45
	Vert %	4.26	4.85	4.43	4.20	4.21	3.44	4.90	4.46	2.93	3.66
	Index	100	114	104	98	99	81	115	105	69	86
Late Night Network News/Info - Mon-Fri	Unwgted	1,554	194	257	657	273	173	714	242	27	571
	Weighted (000)	1,714	304	293	650	285	182	742	301	31	640
	Horz %	100.00	17.73	17.08	37.91	16.66	10.62	43.30	17.55	1.80	37.34
	Vert %	0.67	0.79	0.59	0.66	0.69	0.68	0.90	0.44	0.72	0.65
	Index	100	118	87	99	102	100	134	65	106	96
Late Night Talk/Variety	Unwgted	12,149	1,139	1,996	4,584	2,727	1,703	5,453	2,290	182	4,224
	Weighted (000)	5,723	676	955	2,168	1,204	720	2,458	1,152	83	2,030
	Horz %	100.00	11.82	16.69	37.88	21.04	12.58	42.95	20.12	1.45	35.48
	Vert %	2.25	1.77	1.92	2.22	2.89	2.68	2.99	1.68	1.92	2.05
	Index	100	79	85	98	128	119	133	75	85	91
News- Specials	Unwgted	7,021	780	1,335	2,709	1,397	800	2,921	1,636	100	2,364
	Weighted (000)	7,627	1,013	1,534	2,979	1,335	766	2,950	2,022	129	2,527
	Horz %	100.00	13.28	20.11	39.06	17.50	10.05	38.68	26.51	1.68	33.13
	Vert %	3.00	2.65	3.09	3.05	3.20	2.85	3.59	2.95	2.98	2.55
	Index	100	88	103	102	107	95	120	98	99	85
Pageants - Specials	Unwgted	2,884	381	557	1,141	474	331	1,176	562	39	1,107
	Weighted (000)	4,451	665	893	1,779	687	427	1,746	929	66	1,711
	Horz %	100.00	14.95	20.06	39.98	15.43	9.58	39.22	20.87	1.47	38.43
	Vert %	1.75	1.74	1.80	1.82	1.65	1.59	2.13	1.35	1.52	1.72
	Index	100	99	103	104	94	91	121	77	87	99
Reality-based	Unwgted	24,525	3,114	4,774	9,461	4,429	2,747	9,122	6,241	362	8,800
	Weighted (000)	3,060	476	631	1,185	477	291	1,043	830	41	1,147
	Horz %	100.00	15.57	20.62	38.73	15.59	9.50	34.07	27.11	1.35	37.47
	Vert %	1.20	1.25	1.27	1.21	1.15	1.08	1.27	1.21	0.96	1.16
	Index	100	104	105	101	95	90	105	101	80	96



Adults 18+

Political Outlook:
 Very Conservative Somewhat Conservative Middle of the Road Somewhat Liberal Very Liberal

Political Affiliation:
 Democratic Republican Other party Independent /No party

		Adults 18+	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 18+	Unwgted	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Situation Comedies - Primetime	Unwgted	22,124	2,737	4,268	8,568	4,006	2,545	8,212	5,438	347	8,127
	Weighted (000)	4,178	623	834	1,655	662	404	1,431	1,156	52	1,540
	Horz %	100.00	14.92	19.96	39.60	15.84	9.68	34.24	27.66	1.25	36.85
	Vert %	1.64	1.63	1.68	1.69	1.59	1.51	1.74	1.69	1.21	1.55
	Index	100	99	102	103	97	92	106	103	73	94
Skating - Specials	Unwgted	5,682	706	1,076	2,040	1,156	704	2,322	1,355	88	1,917
	Weighted (000)	7,229	1,153	1,393	2,533	1,357	793	2,718	1,933	116	2,462
	Horz %	100.00	15.94	19.27	35.04	18.77	10.98	37.60	26.74	1.60	34.05
	Vert %	2.84	3.01	2.80	2.59	3.26	2.95	3.31	2.82	2.68	2.48
	Index	100	106	99	91	115	104	116	99	94	87
Soccer	Unwgted	8,699	959	1,558	3,345	1,708	1,129	3,125	1,837	161	3,576
	Weighted (000)	5,371	613	959	2,165	960	674	1,870	1,043	96	2,362
	Horz %	100.00	11.41	17.85	40.31	17.88	12.55	34.82	19.42	1.78	43.97
	Vert %	2.11	1.60	1.93	2.21	2.31	2.51	2.28	1.52	2.22	2.38
	Index	100	76	91	105	109	119	108	72	105	113
Sports Anthologies - Weekend	Unwgted	10,750	1,362	2,126	4,132	1,969	1,161	4,019	2,653	178	3,900
	Weighted (000)	7,396	1,068	1,453	2,953	1,229	693	2,709	1,819	112	2,756
	Horz %	100.00	14.44	19.64	39.92	16.62	9.37	36.63	24.59	1.52	37.26
	Vert %	2.91	2.79	2.92	3.02	2.95	2.58	3.30	2.65	2.60	2.78
	Index	100	96	100	104	101	89	113	91	89	95
Sunday News/Interview	Unwgted	13,368	1,831	2,702	4,837	2,620	1,378	5,234	3,512	184	4,438
	Weighted (000)	7,675	1,206	1,578	2,816	1,422	652	2,858	2,158	85	2,574
	Horz %	100.00	15.72	20.56	36.69	18.53	8.50	37.24	28.12	1.11	33.53
	Vert %	3.02	3.15	3.18	2.88	3.42	2.43	3.48	3.15	1.97	2.59
	Index	100	105	105	95	113	80	115	104	65	86
Syndicated Adult General	Unwgted	38,570	5,120	7,501	14,848	6,864	4,237	14,378	9,767	571	13,854
	Weighted (000)	3,880	605	802	1,526	594	354	1,445	1,024	46	1,366
	Horz %	100.00	15.58	20.66	39.32	15.31	9.12	37.23	26.39	1.17	35.21
	Vert %	1.53	1.58	1.61	1.56	1.43	1.32	1.76	1.49	1.05	1.38
	Index	100	104	106	102	93	86	115	98	69	90



Adults 18+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 18+	Unwgt'd	100,077	12,776	18,750	37,720	18,351	12,480	35,252	24,100	1,832	38,893
	Weighted (000)	254,237	38,238	49,697	97,780	41,649	26,874	82,144	68,585	4,316	99,192
	Horz %	100.00	15.04	19.55	38.46	16.38	10.57	32.31	26.98	1.70	39.02
	Vert %	100.00	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	100
Tennis	Unwgt'd	9,472	1,025	1,775	3,461	2,045	1,166	3,889	2,059	141	3,383
	Weighted (000)	10,407	1,367	2,068	3,765	2,107	1,099	3,971	2,530	173	3,732
	Horz %	100.00	13.13	19.87	36.18	20.25	10.56	38.16	24.31	1.66	35.86
	Vert %	4.09	3.57	4.16	3.85	5.06	4.09	4.83	3.69	4.01	3.76
	Index	100	87	102	94	124	100	118	90	98	92
Track & Field Games	Unwgt'd	3,785	418	687	1,487	731	462	1,675	664	61	1,385
	Weighted (000)	4,722	593	891	1,818	919	501	2,027	868	84	1,743
	Horz %	100.00	12.56	18.87	38.50	19.47	10.61	42.93	18.38	1.79	36.90
	Vert %	1.86	1.55	1.79	1.86	2.21	1.86	2.47	1.27	1.96	1.76
	Index	100	84	97	100	119	100	133	68	105	95

* Projections relatively

Source: 2022 MRI-Simmons Fall Doublebase USA weighted to Population (000) - Base: A18+
No Audit Report Was Generated

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 ratio to indicate direction and amount difference from the average.