



			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/ No party
All										
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	5,762	1,065	1,416	2,027	659	364	1,407	1,992	2,227
	Weighted (000)	7,166	1,495	1,603	2,536	760	413	1,685	2,494	2,770
	Horz %	100.00	20.86	22.36	35.39	10.61	5.76	23.51	34.80	38.66
	Vert %	2.86	3.73	3.11	2.83	2.29	1.98	2.36	3.82	2.64
	Index	100	130	109	99	80	69	82	133	92
Awards-Specials	Unwgted	14,258	1,856	2,928	5,195	2,301	1,383	5,160	3,722	4,983
	Weighted (000)	11,250	1,581	2,393	4,081	1,591	1,045	3,897	2,908	4,075
	Horz %	100.00	14.05	21.27	36.28	14.14	9.29	34.64	25.85	36.22
	Vert %	4.50	3.94	4.64	4.56	4.79	5.02	5.45	4.46	3.88
	Index	100	88	103	101	107	112	121	99	86
Baseball - Weekend	Unwgted	8,353	1,337	2,008	2,850	1,249	639	2,484	2,739	2,972
	Weighted (000)	29,878	5,078	7,096	10,441	3,890	2,247	8,477	9,970	10,831
	Horz %	100.00	17.00	23.75	34.95	13.02	7.52	28.37	33.37	36.25
	Vert %	11.94	12.65	13.77	11.66	11.72	10.78	11.86	15.28	10.32
	Index	100	106	115	98	98	90	99	128	86
Baseball Specials	Unwgted	11,395	1,816	2,737	3,935	1,666	864	3,298	3,654	4,219
	Weighted (000)	22,324	3,836	5,497	7,700	2,840	1,624	6,150	7,459	8,250
	Horz %	100.00	17.18	24.62	34.49	12.72	7.28	27.55	33.41	36.95
	Vert %	8.92	9.56	10.67	8.60	8.56	7.80	8.60	11.43	7.86
	Index	100	107	120	96	96	87	96	128	88
Basketball - Weekend - College	Unwgted	6,596	977	1,594	2,233	1,006	547	2,095	2,016	2,345
	Weighted (000)	20,557	3,320	4,995	7,073	2,491	1,802	6,276	6,470	7,290
	Horz %	100.00	16.15	24.30	34.40	12.12	8.76	30.53	31.48	35.46
	Vert %	8.22	8.27	9.69	7.90	7.50	8.65	8.78	9.92	6.95
	Index	100	101	118	96	91	105	107	121	85



			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/ No party
All										
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	5,128	628	1,049	1,901	823	474	2,003	1,088	1,907
	Weighted (000)	16,332	2,130	3,333	6,143	2,247	1,562	6,286	3,358	6,165
	Horz %	100.00	13.04	20.41	37.61	13.76	9.56	38.49	20.56	37.75
	Vert %	6.53	5.31	6.47	6.86	6.77	7.50	8.79	5.15	5.88
	Index	100	81	99	105	104	115	135	79	90
Basketball Specials-College	Unwgted	8,428	1,304	2,008	2,881	1,233	697	2,620	2,609	3,015
	Weighted (000)	10,520	1,788	2,682	3,521	1,337	792	3,368	3,179	3,715
	Horz %	100.00	16.99	25.50	33.47	12.71	7.53	32.02	30.22	35.32
	Vert %	4.21	4.45	5.21	3.93	4.03	3.80	4.71	4.87	3.54
	Index	100	106	124	93	96	90	112	116	84
Basketball Specials-Professional	Unwgted	10,646	1,471	2,299	3,791	1,702	906	3,734	2,668	3,965
	Weighted (000)	15,960	2,249	3,673	5,780	2,147	1,278	5,644	3,948	5,885
	Horz %	100.00	14.09	23.01	36.22	13.45	8.01	35.37	24.74	36.88
	Vert %	6.38	5.60	7.13	6.45	6.47	6.13	7.90	6.05	5.61
	Index	100	88	112	101	101	96	124	95	88
Comedy/Variety	Unwgted	2,966	489	663	1,096	359	216	893	875	1,107
	Weighted (000)	3,307	548	694	1,279	364	226	950	979	1,230
	Horz %	100.00	16.59	20.97	38.69	11.00	6.84	28.74	29.61	37.20
	Vert %	1.32	1.37	1.35	1.43	1.10	1.08	1.33	1.50	1.17
	Index	100	103	102	108	83	82	101	114	89
Daytime Dramas	Unwgted	2,454	426	501	879	317	180	916	657	790
	Weighted (000)	4,488	856	983	1,566	483	331	1,682	1,195	1,445
	Horz %	100.00	19.08	21.90	34.89	10.77	7.38	37.49	26.62	32.19
	Vert %	1.79	2.13	1.91	1.75	1.46	1.59	2.35	1.83	1.38
	Index	100	119	106	97	81	89	131	102	77



			Political Outlook:					Political Affiliation:		
All			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/ No party
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	2,510	448	580	897	265	165	872	678	880
	Weighted (000)	9,316	1,768	2,094	3,425	847	594	3,099	2,627	3,290
	Horz %	100.00	18.98	22.48	36.77	9.09	6.38	33.26	28.19	35.31
	Vert %	3.72	4.40	4.06	3.82	2.55	2.85	4.34	4.03	3.14
	Index	100	118	109	103	68	77	116	108	84
Daytime Talk/Variety	Unwgted	2,688	373	518	994	430	239	1,159	606	842
	Weighted (000)	5,286	873	986	1,915	772	453	2,102	1,299	1,726
	Horz %	100.00	16.51	18.65	36.22	14.59	8.57	39.76	24.58	32.65
	Vert %	2.11	2.17	1.91	2.14	2.32	2.17	2.94	1.99	1.65
	Index	100	103	91	101	110	103	139	94	78
Documentary Informational- Primetime	Unwgted	8,057	1,262	1,724	2,826	1,243	646	2,798	2,256	2,776
	Weighted (000)	8,429	1,458	1,867	3,007	1,106	600	2,773	2,449	2,945
	Horz %	100.00	17.30	22.15	35.68	13.12	7.12	32.90	29.05	34.93
	Vert %	3.37	3.63	3.62	3.36	3.33	2.88	3.88	3.75	2.81
	Index	100	108	108	100	99	86	115	111	83
Early Evening Network News - Mon-Fri	Unwgted	8,243	1,270	1,792	2,894	1,332	634	2,906	2,406	2,728
	Weighted (000)	14,013	2,310	3,030	5,074	1,989	980	4,818	4,059	4,724
	Horz %	100.00	16.49	21.63	36.21	14.20	6.99	34.38	28.97	33.71
	Vert %	5.60	5.76	5.88	5.67	5.99	4.70	6.74	6.22	4.50
	Index	100	103	105	101	107	84	120	111	80
Early Evening Network News - Weekend	Unwgted	6,300	1,017	1,350	2,232	918	495	2,280	1,702	2,129
	Weighted (000)	8,522	1,402	1,830	3,055	1,133	641	2,945	2,261	3,009
	Horz %	100.00	16.45	21.48	35.85	13.29	7.52	34.56	26.53	35.32
	Vert %	3.41	3.49	3.55	3.41	3.41	3.08	4.12	3.47	2.87
	Index	100	103	104	100	100	90	121	102	84



			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/ No party
All										
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	11,462	2,110	2,648	3,920	1,564	793	3,618	3,701	3,878
	Weighted (000)	16,626	3,214	3,705	5,744	2,040	1,142	5,237	5,205	5,727
	Horz %	100.00	19.33	22.28	34.55	12.27	6.87	31.50	31.31	34.45
	Vert %	6.65	8.01	7.19	6.41	6.14	5.48	7.33	7.98	5.46
	Index	100	120	108	97	92	82	110	120	82
Early Morning News	Unwgted	7,424	1,183	1,579	2,723	999	573	2,806	1,866	2,520
	Weighted (000)	14,848	2,464	3,277	5,266	1,837	1,127	5,446	3,638	5,230
	Horz %	100.00	16.59	22.07	35.47	12.37	7.59	36.68	24.50	35.23
	Vert %	5.94	6.14	6.36	5.88	5.53	5.41	7.62	5.58	4.99
	Index	100	103	107	99	93	91	128	94	84
Early Morning Talk/Informational/News	Unwgted	5,571	815	1,134	2,068	856	478	2,136	1,444	1,839
	Weighted (000)	8,641	1,349	1,814	3,152	1,192	730	3,177	2,188	3,021
	Horz %	100.00	15.61	20.99	36.48	13.79	8.45	36.77	25.32	34.96
	Vert %	3.45	3.36	3.52	3.52	3.59	3.50	4.45	3.35	2.88
	Index	100	97	102	102	104	101	129	97	83
Early Morning Weekday News Programs (Local) - Mon-Fri	Unwgted	11,609	2,019	2,602	4,135	1,514	864	3,861	3,486	3,976
	Weighted (000)	18,066	3,254	3,938	6,479	2,191	1,318	5,966	5,313	6,289
	Horz %	100.00	18.01	21.80	35.86	12.13	7.29	33.02	29.41	34.81
	Vert %	7.22	8.11	7.64	7.23	6.60	6.32	8.35	8.14	5.99
	Index	100	112	106	100	91	88	116	113	83
Entertainment Specials	Unwgted	24,772	3,724	5,465	8,663	3,748	2,177	7,845	7,414	8,884
	Weighted (000)	11,603	1,891	2,684	4,067	1,513	882	3,490	3,497	4,261
	Horz %	100.00	16.29	23.14	35.05	13.04	7.60	30.08	30.14	36.72
	Vert %	4.64	4.71	5.21	4.54	4.56	4.23	4.88	5.36	4.06
	Index	100	102	112	98	98	91	105	116	88



			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/No party
All										
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	11,479	1,930	2,778	3,892	1,606	847	3,315	3,791	4,135
	Weighted (000)	24,264	4,459	6,043	8,221	2,831	1,716	6,663	8,422	8,570
	Horz %	100.00	18.38	24.91	33.88	11.67	7.07	27.46	34.71	35.32
	Vert %	9.70	11.11	11.73	9.18	8.53	8.24	9.32	12.91	8.17
	Index	100	115	121	95	88	85	96	133	84
Football-Pro Weekend	Unwgted	15,740	2,370	3,684	5,534	2,376	1,205	4,883	4,782	5,773
	Weighted (000)	41,318	6,687	9,734	14,648	5,455	3,092	12,355	12,697	15,357
	Horz %	100.00	16.18	23.56	35.45	13.20	7.48	29.90	30.73	37.17
	Vert %	16.52	16.66	18.89	16.36	16.43	14.84	17.29	19.46	14.64
	Index	100	101	114	99	99	90	105	118	89
Football Bowl Games-Specials	Unwgted	12,521	2,160	3,099	4,220	1,726	894	3,695	4,240	4,326
	Weighted (000)	19,208	3,724	5,108	6,356	2,121	1,165	5,323	6,826	6,577
	Horz %	100.00	19.39	26.60	33.09	11.04	6.06	27.71	35.54	34.24
	Vert %	7.68	9.28	9.91	7.10	6.39	5.59	7.45	10.46	6.27
	Index	100	121	129	92	83	73	97	136	82
Football Pro Pregame Shows	Unwgted	8,430	1,287	1,939	3,027	1,224	622	2,709	2,456	3,077
	Weighted (000)	20,725	3,410	4,755	7,459	2,557	1,596	6,505	5,999	7,653
	Horz %	100.00	16.45	22.94	35.99	12.34	7.70	31.39	28.95	36.93
	Vert %	8.29	8.50	9.23	8.33	7.70	7.66	9.10	9.20	7.30
	Index	100	103	111	101	93	92	110	111	88
Football Specials-Professional	Unwgted	24,206	3,637	5,538	8,513	3,604	1,981	7,476	7,213	9,001
	Weighted (000)	37,789	6,023	8,913	13,435	5,051	2,756	11,399	11,507	14,000
	Horz %	100.00	15.94	23.59	35.55	13.37	7.29	30.16	30.45	37.05
	Vert %	15.11	15.01	17.30	15.00	15.21	13.23	15.95	17.64	13.34
	Index	100	99	114	99	101	88	106	117	88



All			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/No party
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	5,106	759	1,111	1,879	699	364	1,712	1,343	1,877
	Weighted (000)	3,012	493	626	1,163	335	203	1,010	769	1,094
	Horz %	100.00	16.37	20.80	38.61	11.11	6.73	33.52	25.53	36.34
	Vert %	1.20	1.23	1.22	1.30	1.01	0.97	1.41	1.18	1.04
	Index	100	102	101	108	84	81	117	98	87
General Drama-Primetime	Unwgted	20,102	3,183	4,488	7,062	2,891	1,591	6,514	5,853	7,181
	Weighted (000)	6,072	1,063	1,317	2,214	691	416	1,954	1,724	2,158
	Horz %	100.00	17.51	21.68	36.47	11.38	6.86	32.18	28.39	35.54
	Vert %	2.43	2.65	2.55	2.47	2.08	2.00	2.73	2.64	2.06
	Index	100	109	105	102	86	82	113	109	85
Golf	Unwgted	7,570	1,313	1,899	2,462	1,082	563	2,124	2,619	2,663
	Weighted (000)	6,036	1,224	1,721	1,878	632	383	1,509	2,219	2,158
	Horz %	100.00	20.28	28.51	31.12	10.47	6.34	25.00	36.76	35.75
	Vert %	2.41	3.05	3.34	2.10	1.90	1.84	2.11	3.40	2.06
	Index	100	126	138	87	79	76	87	141	85
Hockey	Unwgted	5,221	719	1,196	1,905	803	431	1,462	1,635	2,023
	Weighted (000)	13,066	2,015	2,992	4,838	1,754	1,006	3,556	4,301	4,937
	Horz %	100.00	15.42	22.90	37.03	13.42	7.70	27.22	32.92	37.79
	Vert %	5.22	5.02	5.81	5.40	5.28	4.83	4.98	6.59	4.71
	Index	100	96	111	103	101	92	95	126	90
Horse Racing	Unwgted	6,821	1,170	1,636	2,240	996	547	1,964	2,381	2,305
	Weighted (000)	8,902	1,663	2,314	2,769	1,091	691	2,428	3,095	3,112
	Horz %	100.00	18.68	25.99	31.10	12.26	7.77	27.27	34.76	34.96
	Vert %	3.56	4.14	4.49	3.09	3.29	3.32	3.40	4.74	2.97
	Index	100	116	126	87	92	93	95	133	83



			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/ No party
All										
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	7,937	1,456	1,837	2,685	1,043	559	2,581	2,459	2,671
	Weighted (000)	11,542	2,177	2,585	3,948	1,401	814	3,676	3,442	4,051
	Horz %	100.00	18.86	22.40	34.21	12.14	7.05	31.85	29.82	35.10
	Vert %	4.61	5.42	5.02	4.41	4.22	3.91	5.14	5.28	3.86
	Index	100	118	109	96	91	85	111	114	84
Late Night Network News/Info - Mon-Fri	Unwgted	1,189	176	234	438	164	94	486	230	417
	Weighted (000)	2,377	396	424	840	316	193	957	414	855
	Horz %	100.00	16.64	17.82	35.35	13.29	8.11	40.27	17.43	35.96
	Vert %	0.95	0.99	0.82	0.94	0.95	0.93	1.34	0.64	0.81
	Index	100	104	87	99	100	97	141	67	86
Late Night Talk/Variety	Unwgted	5,791	599	1,029	2,116	1,125	686	2,351	1,187	2,085
	Weighted (000)	5,200	578	915	1,887	938	619	2,064	1,049	1,910
	Horz %	100.00	11.11	17.60	36.30	18.04	11.90	39.69	20.18	36.74
	Vert %	2.08	1.44	1.78	2.11	2.83	2.97	2.89	1.61	1.82
	Index	100	69	85	101	136	143	139	77	88
News- Specials	Unwgted	4,284	600	923	1,589	623	376	1,509	1,225	1,425
	Weighted (000)	8,001	1,228	1,766	2,908	999	717	2,734	2,242	2,732
	Horz %	100.00	15.35	22.08	36.34	12.48	8.96	34.18	28.02	34.15
	Vert %	3.20	3.06	3.43	3.25	3.01	3.44	3.83	3.44	2.60
	Index	100	96	107	102	94	108	120	107	81
Pageants - Specials	Unwgted	2,556	390	578	915	315	199	854	678	917
	Weighted (000)	7,650	1,273	1,785	2,569	880	614	2,514	2,234	2,563
	Horz %	100.00	16.63	23.34	33.58	11.51	8.03	32.86	29.20	33.50
	Vert %	3.06	3.17	3.46	2.87	2.65	2.95	3.52	3.42	2.44
	Index	100	104	113	94	87	96	115	112	80



			Political Outlook:					Political Affiliation:		
All			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/ No party
All	Unwgted	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	14,072	2,158	3,206	5,035	1,949	1,079	4,384	4,188	5,119
	Weighted (000)	4,271	714	933	1,565	499	293	1,307	1,218	1,583
	Horz %	100.00	16.73	21.84	36.65	11.69	6.87	30.61	28.51	37.06
	Vert %	1.71	1.78	1.81	1.75	1.50	1.41	1.83	1.87	1.51
	Index	100	104	106	102	88	82	107	109	88
Situation Comedies - Primetime	Unwgted	12,533	1,752	2,697	4,609	1,863	1,083	4,085	3,456	4,658
	Weighted (000)	5,639	843	1,184	2,111	744	477	1,755	1,534	2,169
	Horz %	100.00	14.95	20.99	37.43	13.19	8.46	31.13	27.21	38.46
	Vert %	2.25	2.10	2.30	2.36	2.24	2.29	2.46	2.35	2.07
	Index	100	93	102	105	99	102	109	104	92
Skating - Specials	Unwgted	3,679	574	798	1,245	555	338	1,281	1,028	1,263
	Weighted (000)	7,425	1,189	1,804	2,372	1,073	613	2,455	2,085	2,645
	Horz %	100.00	16.02	24.30	31.94	14.45	8.25	33.06	28.08	35.62
	Vert %	2.97	2.96	3.50	2.65	3.23	2.94	3.44	3.20	2.52
	Index	100	100	118	89	109	99	116	108	85
Soccer	Unwgted	5,700	750	1,251	1,982	893	564	1,766	1,445	2,322
	Weighted (000)	6,791	1,014	1,474	2,418	866	589	2,034	1,490	2,960
	Horz %	100.00	14.94	21.71	35.60	12.75	8.68	29.95	21.93	43.59
	Vert %	2.71	2.53	2.86	2.70	2.61	2.83	2.85	2.28	2.82
	Index	100	93	105	99	96	104	105	84	104
Sports Anthologies - Weekend	Unwgted	7,249	1,093	1,671	2,578	983	598	2,470	1,970	2,621
	Weighted (000)	10,254	1,675	2,304	3,631	1,198	896	3,550	2,677	3,728
	Horz %	100.00	16.33	22.47	35.41	11.68	8.74	34.62	26.11	36.36
	Vert %	4.10	4.17	4.47	4.05	3.61	4.30	4.97	4.10	3.55
	Index	100	102	109	99	88	105	121	100	87



			Political Outlook:					Political Affiliation:		
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party or Independent/No party
All	All	All								
	Unwgt'd	51,798	7,809	10,747	18,238	7,702	4,684	15,908	13,664	20,711
	Weighted (000)	250,139	40,138	51,529	89,559	33,201	20,834	71,474	65,238	104,909
	Horz %	100.00	16.05	20.60	35.80	13.27	8.33	28.57	26.08	41.94
	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	7,915	1,440	1,822	2,500	1,167	699	2,615	2,556	2,537
	Weighted (000)	7,187	1,294	1,644	2,219	1,030	691	2,481	2,163	2,319
	Horz %	100.00	18.01	22.87	30.88	14.33	9.61	34.52	30.09	32.27
	Vert %	2.87	3.22	3.19	2.48	3.10	3.32	3.47	3.32	2.21
	Index	100	112	111	86	108	115	121	115	77
Syndicated Adult General	Unwgt'd	21,359	3,420	4,673	7,695	2,932	1,675	6,970	6,152	7,655
	Weighted (000)	4,372	725	934	1,628	518	299	1,447	1,115	1,629
	Horz %	100.00	16.59	21.37	37.24	11.84	6.85	33.11	25.51	37.27
	Vert %	1.75	1.81	1.81	1.82	1.56	1.44	2.02	1.71	1.55
	Index	100	103	104	104	89	82	116	98	89
Tennis	Unwgt'd	5,755	781	1,237	1,951	953	612	2,037	1,513	2,064
	Weighted (000)	10,463	1,514	2,449	3,493	1,536	1,062	3,574	2,849	3,789
	Horz %	100.00	14.47	23.41	33.39	14.68	10.15	34.16	27.23	36.21
	Vert %	4.18	3.77	4.75	3.90	4.63	5.10	5.00	4.37	3.61
	Index	100	90	114	93	111	122	120	104	86
Track & Field Games	Unwgt'd	2,060	300	451	687	312	204	844	423	721
	Weighted (000)	4,586	719	1,030	1,461	641	448	1,882	823	1,683
	Horz %	100.00	15.67	22.47	31.87	13.98	9.78	41.04	17.95	36.71
	Vert %	1.83	1.79	2.00	1.63	1.93	2.15	2.63	1.26	1.60
	Index	100	98	109	89	105	117	144	69	88

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: Adults 18+
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.