



A35+

| | | | Political Outlook: | | | | | Political Affiliation: | | |
|--------------------------------|----------------|----------------|--------------------|-----------------------|--------------------|------------------|---------------|------------------------|---------------|---|
| | | | Very Conservative | Somewhat Conservative | Middle of the Road | Somewhat Liberal | Very Liberal | Democratic | Republican | Other party or Independent/ No party |
| A35+ | Unwgted | 39,906 | 6,800 | 8,757 | 13,420 | 5,688 | 3,391 | 12,532 | 1,975 | 14,558 |
| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | 4,961 | 981 | 1,261 | 1,689 | 558 | 286 | 1,223 | 173 | 1,812 |
| | Weighted (000) | 5,786 | 1,285 | 1,375 | 1,959 | 585 | 315 | 1,353 | 340 | 2,120 |
| | Horz % | 100.00 | 22.21 | 23.76 | 33.86 | 10.11 | 5.44 | 23.38 | 5.87 | 36.64 |
| | Vert % | 3.29 | 3.90 | 3.49 | 3.32 | 2.70 | 2.33 | 2.62 | 2.74 | 3.24 |
| | Index | 100 | 118 | 106 | 101 | 82 | 71 | 79 | 83 | 98 |
| Awards-Specials | Unwgted | 11,799 | 1,660 | 2,521 | 4,196 | 1,877 | 1,098 | 4,330 | 394 | 3,835 |
| | Weighted (000) | 8,971 | 1,349 | 2,035 | 3,110 | 1,278 | 797 | 3,208 | 372 | 2,935 |
| | Horz % | 100.00 | 15.03 | 22.69 | 34.67 | 14.24 | 8.88 | 35.76 | 4.14 | 32.72 |
| | Vert % | 5.11 | 4.10 | 5.17 | 5.27 | 5.90 | 5.91 | 6.21 | 3.00 | 4.49 |
| | Index | 100 | 80 | 101 | 103 | 116 | 116 | 122 | 59 | 88 |
| Baseball - Weekend | Unwgted | 6,859 | 1,212 | 1,681 | 2,268 | 992 | 499 | 2,069 | 347 | 2,273 |
| | Weighted (000) | 22,709 | 4,465 | 5,655 | 7,362 | 2,835 | 1,586 | 6,468 | 1,628 | 7,464 |
| | Horz % | 100.00 | 19.66 | 24.90 | 32.42 | 12.48 | 6.98 | 28.48 | 7.17 | 32.87 |
| | Vert % | 12.93 | 13.56 | 14.38 | 12.47 | 13.10 | 11.76 | 12.51 | 13.15 | 11.41 |
| | Index | 100 | 105 | 111 | 96 | 101 | 91 | 97 | 102 | 88 |
| Baseball Specials | Unwgted | 9,498 | 1,644 | 2,351 | 3,177 | 1,348 | 690 | 2,798 | 433 | 3,299 |
| | Weighted (000) | 17,321 | 3,273 | 4,497 | 5,662 | 2,120 | 1,198 | 4,816 | 1,152 | 5,872 |
| | Horz % | 100.00 | 18.90 | 25.96 | 32.69 | 12.24 | 6.91 | 27.80 | 6.65 | 33.90 |
| | Vert % | 9.86 | 9.94 | 11.43 | 9.59 | 9.79 | 8.88 | 9.32 | 9.30 | 8.98 |
| | Index | 100 | 101 | 116 | 97 | 99 | 90 | 95 | 94 | 91 |
| Basketball - Weekend - College | Unwgted | 5,287 | 869 | 1,323 | 1,710 | 789 | 420 | 1,703 | 272 | 1,734 |
| | Weighted (000) | 15,282 | 2,784 | 3,935 | 4,915 | 1,812 | 1,215 | 4,609 | 1,105 | 4,912 |
| | Horz % | 100.00 | 18.22 | 25.75 | 32.16 | 11.86 | 7.95 | 30.16 | 7.23 | 32.14 |
| | Vert % | 8.70 | 8.46 | 10.00 | 8.33 | 8.37 | 9.01 | 8.92 | 8.92 | 7.51 |
| | Index | 100 | 97 | 115 | 96 | 96 | 104 | 103 | 103 | 86 |



A35+

Political Outlook:

Political Affiliation:

Very Conservative Somewhat Conservative Middle of the Road Somewhat Liberal Very Liberal

Democratic Republican Other party or Independent/No party

| | | | Very Conservative | Somewhat Conservative | Middle of the Road | Somewhat Liberal | Very Liberal | Democratic | Republican | Other party or Independent/No party |
|-------------------------------------|-----------------------|----------------|--------------------------|------------------------------|---------------------------|-------------------------|---------------------|-------------------|-------------------|--|
| A35+ | Unwgted | 39,906 | 6,800 | 8,757 | 13,420 | 5,688 | 3,391 | 12,532 | 1,975 | 14,558 |
| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | 3,801 | 518 | 817 | 1,345 | 607 | 338 | 1,547 | 198 | 1,273 |
| | Weighted (000) | 10,529 | 1,555 | 2,318 | 3,636 | 1,453 | 978 | 4,322 | 864 | 3,380 |
| | Horz % | 100.00 | 14.77 | 22.01 | 34.53 | 13.80 | 9.29 | 41.05 | 8.21 | 32.11 |
| | Vert % | 5.99 | 4.72 | 5.89 | 6.16 | 6.71 | 7.26 | 8.36 | 6.98 | 5.17 |
| | Index | 100 | 79 | 98 | 103 | 112 | 121 | 140 | 116 | 86 |
| Basketball Specials-College | Unwgted | 6,881 | 1,176 | 1,697 | 2,263 | 986 | 534 | 2,178 | 312 | 2,265 |
| | Weighted (000) | 7,934 | 1,466 | 2,093 | 2,549 | 1,001 | 565 | 2,516 | 530 | 2,589 |
| | Horz % | 100.00 | 18.47 | 26.38 | 32.13 | 12.62 | 7.12 | 31.71 | 6.68 | 32.63 |
| | Vert % | 4.52 | 4.45 | 5.32 | 4.32 | 4.63 | 4.19 | 4.87 | 4.28 | 3.96 |
| | Index | 100 | 99 | 118 | 96 | 102 | 93 | 108 | 95 | 88 |
| Basketball Specials-Professional | Unwgted | 8,257 | 1,266 | 1,861 | 2,803 | 1,304 | 682 | 2,979 | 391 | 2,796 |
| | Weighted (000) | 11,265 | 1,745 | 2,780 | 3,803 | 1,525 | 884 | 4,109 | 787 | 3,669 |
| | Horz % | 100.00 | 15.49 | 24.68 | 33.76 | 13.54 | 7.85 | 36.48 | 6.98 | 32.57 |
| | Vert % | 6.41 | 5.30 | 7.07 | 6.44 | 7.05 | 6.55 | 7.95 | 6.35 | 5.61 |
| | Index | 100 | 83 | 110 | 100 | 110 | 102 | 124 | 99 | 87 |
| Comedy/Variety | Unwgted | 2,528 | 441 | 594 | 911 | 291 | 175 | 770 | 73 | 878 |
| | Weighted (000) | 2,678 | 471 | 600 | 1,002 | 278 | 179 | 796 | 107 | 892 |
| | Horz % | 100.00 | 17.58 | 22.40 | 37.40 | 10.36 | 6.67 | 29.70 | 3.98 | 33.29 |
| | Vert % | 1.52 | 1.43 | 1.53 | 1.70 | 1.28 | 1.33 | 1.54 | 0.86 | 1.36 |
| | Index | 100 | 94 | 100 | 111 | 84 | 87 | 101 | 56 | 89 |
| Daytime Dramas | Unwgted | 2,204 | 399 | 458 | 775 | 284 | 157 | 840 | 36 | 667 |
| | Weighted (000) | 3,900 | 772 | 887 | 1,308 | 423 | 285 | 1,493 | 103 | 1,181 |
| | Horz % | 100.00 | 19.80 | 22.75 | 33.54 | 10.85 | 7.31 | 38.29 | 2.64 | 30.27 |
| | Vert % | 2.22 | 2.34 | 2.26 | 2.22 | 1.95 | 2.11 | 2.89 | 0.83 | 1.80 |
| | Index | 100 | 106 | 102 | 100 | 88 | 95 | 130 | 37 | 81 |



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| A35+ | Unwgted | 39,906 | 6,800 | 8,757 | 13,420 | 5,688 | 3,391 | 12,532 | 1,975 | 14,558 |
| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | 2,203 | 416 | 522 | 762 | 235 | 136 | 774 | 49 | 734 |
| | Weighted (000) | 7,798 | 1,531 | 1,819 | 2,767 | 734 | 449 | 2,643 | 278 | 2,555 |
| | Horz % | 100.00 | 19.64 | 23.33 | 35.48 | 9.42 | 5.75 | 33.90 | 3.57 | 32.76 |
| | Vert % | 4.44 | 4.65 | 4.62 | 4.69 | 3.39 | 3.33 | 5.12 | 2.25 | 3.91 |
| | Index | 100 | 105 | 104 | 106 | 76 | 75 | 115 | 51 | 88 |
| Daytime Talk/Variety | Unwgted | 2,408 | 350 | 480 | 881 | 378 | 200 | 1,048 | * | 714 |
| | Weighted (000) | 4,556 | 776 | 916 | 1,587 | 663 | 358 | 1,852 | 102 | 1,371 |
| | Horz % | 100.00 | 17.03 | 20.11 | 34.84 | 14.55 | 7.85 | 40.66 | 2.25 | 30.08 |
| | Vert % | 2.59 | 2.36 | 2.33 | 2.69 | 3.06 | 2.65 | 3.58 | 0.83 | 2.10 |
| | Index | 100 | 91 | 90 | 104 | 118 | 102 | 138 | 32 | 81 |
| Documentary Informational- Primetime | Unwgted | 7,194 | 1,172 | 1,581 | 2,476 | 1,106 | 564 | 2,528 | 130 | 2,347 |
| | Weighted (000) | 7,182 | 1,295 | 1,665 | 2,467 | 961 | 480 | 2,418 | 213 | 2,312 |
| | Horz % | 100.00 | 18.03 | 23.18 | 34.35 | 13.38 | 6.69 | 33.66 | 2.97 | 32.19 |
| | Vert % | 4.09 | 3.93 | 4.23 | 4.18 | 4.44 | 3.56 | 4.68 | 1.72 | 3.53 |
| | Index | 100 | 96 | 103 | 102 | 109 | 87 | 114 | 42 | 86 |
| Early Evening Network News - Mon-Fri | Unwgted | 7,699 | 1,214 | 1,716 | 2,671 | 1,237 | 572 | 2,723 | 85 | 2,472 |
| | Weighted (000) | 12,553 | 2,176 | 2,862 | 4,385 | 1,757 | 839 | 4,364 | 202 | 3,975 |
| | Horz % | 100.00 | 17.33 | 22.79 | 34.93 | 13.99 | 6.68 | 34.76 | 1.61 | 31.66 |
| | Vert % | 7.15 | 6.61 | 7.27 | 7.43 | 8.12 | 6.22 | 8.44 | 1.63 | 6.08 |
| | Index | 100 | 92 | 102 | 104 | 114 | 87 | 118 | 23 | 85 |
| Early Evening Network News - Weekend | Unwgted | 5,742 | 972 | 1,255 | 1,993 | 845 | 429 | 2,107 | 74 | 1,848 |
| | Weighted (000) | 7,441 | 1,330 | 1,639 | 2,566 | 1,013 | 513 | 2,652 | 163 | 2,446 |
| | Horz % | 100.00 | 17.87 | 22.02 | 34.49 | 13.61 | 6.89 | 35.65 | 2.20 | 32.87 |
| | Vert % | 4.24 | 4.04 | 4.17 | 4.35 | 4.68 | 3.80 | 5.13 | 1.32 | 3.74 |
| | Index | 100 | 95 | 98 | 103 | 110 | 90 | 121 | 31 | 88 |



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| A35+ | Unwgted | 39,906 | 6,800 | 8,757 | 13,420 | 5,688 | 3,391 | 12,532 | 1,975 | 14,558 |
| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | 10,318 | 2,001 | 2,446 | 3,441 | 1,381 | 685 | 3,244 | 186 | 3,330 |
| | Weighted (000) | 14,250 | 2,990 | 3,316 | 4,694 | 1,729 | 928 | 4,537 | 384 | 4,536 |
| | Horz % | 100.00 | 20.98 | 23.27 | 32.94 | 12.14 | 6.51 | 31.83 | 2.70 | 31.83 |
| | Vert % | 8.11 | 9.08 | 8.43 | 7.95 | 7.99 | 6.88 | 8.78 | 3.10 | 6.93 |
| | Index | 100 | 112 | 104 | 98 | 98 | 85 | 108 | 38 | 85 |
| Early Morning News | Unwgted | 6,539 | 1,104 | 1,434 | 2,348 | 864 | 486 | 2,519 | 112 | 2,074 |
| | Weighted (000) | 12,330 | 2,209 | 2,856 | 4,207 | 1,504 | 869 | 4,618 | 307 | 3,952 |
| | Horz % | 100.00 | 17.91 | 23.16 | 34.12 | 12.20 | 7.05 | 37.46 | 2.49 | 32.05 |
| | Vert % | 7.02 | 6.71 | 7.26 | 7.13 | 6.95 | 6.45 | 8.94 | 2.48 | 6.04 |
| | Index | 100 | 96 | 103 | 102 | 99 | 92 | 127 | 35 | 86 |
| Early Morning Talk/Informational/News | Unwgted | 5,005 | 765 | 1,032 | 1,829 | 783 | 406 | 1,944 | 85 | 1,570 |
| | Weighted (000) | 7,431 | 1,227 | 1,623 | 2,598 | 1,051 | 587 | 2,799 | 162 | 2,395 |
| | Horz % | 100.00 | 16.51 | 21.84 | 34.96 | 14.14 | 7.91 | 37.66 | 2.18 | 32.24 |
| | Vert % | 4.23 | 3.73 | 4.13 | 4.40 | 4.85 | 4.36 | 5.42 | 1.31 | 3.66 |
| | Index | 100 | 88 | 98 | 104 | 115 | 103 | 128 | 31 | 87 |
| Early Morning Weekday News Programs (Local) - Mon-Fri | Unwgted | 10,174 | 1,891 | 2,350 | 3,522 | 1,288 | 722 | 3,413 | 233 | 3,259 |
| | Weighted (000) | 15,037 | 2,942 | 3,418 | 5,196 | 1,742 | 1,030 | 5,045 | 480 | 4,748 |
| | Horz % | 100.00 | 19.56 | 22.73 | 34.56 | 11.59 | 6.85 | 33.55 | 3.19 | 31.58 |
| | Vert % | 8.56 | 8.93 | 8.69 | 8.80 | 8.05 | 7.64 | 9.76 | 3.88 | 7.26 |
| | Index | 100 | 104 | 102 | 103 | 94 | 89 | 114 | 45 | 85 |
| Entertainment Specials | Unwgted | 20,531 | 3,362 | 4,735 | 6,984 | 3,007 | 1,695 | 6,541 | 790 | 6,877 |
| | Weighted (000) | 9,179 | 1,609 | 2,243 | 3,096 | 1,178 | 656 | 2,840 | 479 | 3,044 |
| | Horz % | 100.00 | 17.53 | 24.44 | 33.73 | 12.84 | 7.15 | 30.94 | 5.22 | 33.17 |
| | Vert % | 5.23 | 4.89 | 5.70 | 5.24 | 5.44 | 4.86 | 5.50 | 3.87 | 4.65 |
| | Index | 100 | 94 | 109 | 100 | 104 | 93 | 105 | 74 | 89 |



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| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | 9,396 | 1,722 | 2,357 | 3,028 | 1,303 | 653 | 2,790 | 472 | 3,104 |
| | Weighted (000) | 18,439 | 3,796 | 4,886 | 5,788 | 2,086 | 1,166 | 5,119 | 1,334 | 5,809 |
| | Horz % | 100.00 | 20.59 | 26.50 | 31.39 | 11.31 | 6.32 | 27.76 | 7.24 | 31.50 |
| | Vert % | 10.50 | 11.53 | 12.42 | 9.81 | 9.64 | 8.65 | 9.91 | 10.78 | 8.88 |
| | Index | 100 | 110 | 118 | 93 | 92 | 82 | 94 | 103 | 85 |
| Football-Pro Weekend | Unwgted | 12,873 | 2,120 | 3,108 | 4,388 | 1,874 | 952 | 4,043 | 580 | 4,398 |
| | Weighted (000) | 31,123 | 5,675 | 7,751 | 10,469 | 3,881 | 2,141 | 9,446 | 2,153 | 10,487 |
| | Horz % | 100.00 | 18.23 | 24.90 | 33.64 | 12.47 | 6.88 | 30.35 | 6.92 | 33.69 |
| | Vert % | 17.72 | 17.24 | 19.70 | 17.74 | 17.93 | 15.88 | 18.28 | 17.38 | 16.03 |
| | Index | 100 | 97 | 111 | 100 | 101 | 90 | 103 | 98 | 90 |
| Football Bowl Games-Specials | Unwgted | 10,354 | 1,952 | 2,644 | 3,360 | 1,401 | 681 | 3,074 | 484 | 3,323 |
| | Weighted (000) | 15,043 | 3,212 | 4,179 | 4,687 | 1,593 | 839 | 4,119 | 904 | 4,650 |
| | Horz % | 100.00 | 21.35 | 27.78 | 31.16 | 10.59 | 5.58 | 27.38 | 6.01 | 30.91 |
| | Vert % | 8.56 | 9.76 | 10.63 | 7.94 | 7.36 | 6.22 | 7.97 | 7.30 | 7.11 |
| | Index | 100 | 114 | 124 | 93 | 86 | 73 | 93 | 85 | 83 |
| Football Pro Pregame Shows | Unwgted | 6,749 | 1,143 | 1,605 | 2,342 | 950 | 468 | 2,221 | 344 | 2,274 |
| | Weighted (000) | 14,920 | 2,771 | 3,711 | 5,046 | 1,723 | 985 | 4,727 | 1,187 | 4,990 |
| | Horz % | 100.00 | 18.57 | 24.88 | 33.82 | 11.55 | 6.60 | 31.68 | 7.96 | 33.44 |
| | Vert % | 8.49 | 8.42 | 9.44 | 8.55 | 7.96 | 7.31 | 9.15 | 9.59 | 7.63 |
| | Index | 100 | 99 | 111 | 101 | 94 | 86 | 108 | 113 | 90 |
| Football Specials-Professional | Unwgted | 19,358 | 3,227 | 4,594 | 6,594 | 2,782 | 1,471 | 6,038 | 969 | 6,684 |
| | Weighted (000) | 28,162 | 5,044 | 7,110 | 9,529 | 3,543 | 1,828 | 8,562 | 2,018 | 9,489 |
| | Horz % | 100.00 | 17.91 | 25.25 | 33.84 | 12.58 | 6.49 | 30.40 | 7.17 | 33.69 |
| | Vert % | 16.03 | 15.32 | 18.08 | 16.14 | 16.37 | 13.56 | 16.57 | 16.29 | 14.51 |
| | Index | 100 | 96 | 113 | 101 | 102 | 85 | 103 | 102 | 90 |



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| | 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 | 4,290 | 686 | 978 | 1,531 | 568 | 300 | 1,487 | 133 | 1,455 |
| | Weighted (000) | 2,398 | 415 | 531 | 893 | 262 | 159 | 859 | 107 | 775 |
| | Horz % | 100.00 | 17.29 | 22.15 | 37.24 | 10.91 | 6.65 | 35.84 | 4.46 | 32.30 |
| | Vert % | 1.37 | 1.26 | 1.35 | 1.51 | 1.21 | 1.18 | 1.66 | 0.86 | 1.18 |
| | Index | 100 | 92 | 99 | 111 | 89 | 87 | 122 | 63 | 87 |
| General Drama-Primetime | Unwgted | 16,624 | 2,869 | 3,858 | 5,667 | 2,316 | 1,233 | 5,452 | 606 | 5,490 |
| | Weighted (000) | 4,927 | 918 | 1,121 | 1,743 | 547 | 323 | 1,636 | 202 | 1,584 |
| | Horz % | 100.00 | 18.63 | 22.75 | 35.39 | 11.10 | 6.55 | 33.21 | 4.10 | 32.15 |
| | Vert % | 2.80 | 2.79 | 2.85 | 2.95 | 2.53 | 2.39 | 3.17 | 1.63 | 2.42 |
| | Index | 100 | 99 | 102 | 105 | 90 | 85 | 113 | 58 | 86 |
| Golf | Unwgted | 6,571 | 1,214 | 1,700 | 2,057 | 935 | 462 | 1,881 | 232 | 2,167 |
| | Weighted (000) | 5,014 | 1,044 | 1,470 | 1,512 | 539 | 287 | 1,239 | 239 | 1,665 |
| | Horz % | 100.00 | 20.82 | 29.32 | 30.16 | 10.75 | 5.72 | 24.71 | 4.77 | 33.20 |
| | Vert % | 2.85 | 3.17 | 3.74 | 2.56 | 2.49 | 2.13 | 2.40 | 1.93 | 2.54 |
| | Index | 100 | 111 | 131 | 90 | 87 | 74 | 84 | 68 | 89 |
| Hockey | Unwgted | 4,119 | 625 | 990 | 1,456 | 615 | 320 | 1,168 | 256 | 1,499 |
| | Weighted (000) | 9,324 | 1,623 | 2,333 | 3,246 | 1,167 | 687 | 2,542 | 977 | 3,281 |
| | Horz % | 100.00 | 17.41 | 25.02 | 34.82 | 12.52 | 7.37 | 27.26 | 10.48 | 35.19 |
| | Vert % | 5.31 | 4.93 | 5.93 | 5.50 | 5.39 | 5.10 | 4.92 | 7.89 | 5.02 |
| | Index | 100 | 93 | 112 | 104 | 102 | 96 | 93 | 149 | 94 |
| Horse Racing | Unwgted | 6,140 | 1,111 | 1,492 | 1,981 | 889 | 468 | 1,790 | 159 | 1,981 |
| | Weighted (000) | 7,644 | 1,510 | 2,021 | 2,331 | 932 | 535 | 2,097 | 239 | 2,461 |
| | Horz % | 100.00 | 19.75 | 26.43 | 30.50 | 12.19 | 7.00 | 27.43 | 3.12 | 32.20 |
| | Vert % | 4.35 | 4.59 | 5.14 | 3.95 | 4.31 | 3.97 | 4.06 | 1.93 | 3.76 |
| | Index | 100 | 105 | 118 | 91 | 99 | 91 | 93 | 44 | 86 |



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| | 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 | 7,093 | 1,373 | 1,688 | 2,335 | 909 | 479 | 2,324 | 129 | 2,241 |
| | Weighted (000) | 9,689 | 1,979 | 2,289 | 3,163 | 1,161 | 627 | 3,152 | 291 | 3,090 |
| | Horz % | 100.00 | 20.43 | 23.63 | 32.65 | 11.98 | 6.47 | 32.53 | 3.00 | 31.89 |
| | Vert % | 5.52 | 6.01 | 5.82 | 5.36 | 5.36 | 4.65 | 6.10 | 2.35 | 4.72 |
| | Index | 100 | 109 | 106 | 97 | 97 | 84 | 111 | 43 | 86 |
| Late Night Network News/Info - Mon-Fri | Unwgted | 993 | 159 | 212 | 340 | 136 | 80 | 423 | * | 309 |
| | Weighted (000) | 1,794 | 329 | 380 | 561 | 243 | 138 | 780 | 35 | 509 |
| | Horz % | 100.00 | 18.31 | 21.15 | 31.26 | 13.53 | 7.68 | 43.50 | 1.95 | 28.35 |
| | Vert % | 1.02 | 1.00 | 0.96 | 0.95 | 1.12 | 1.02 | 1.51 | 0.28 | 0.78 |
| | Index | 100 | 98 | 94 | 93 | 110 | 100 | 148 | 28 | 76 |
| Late Night Talk/Variety | Unwgted | 4,768 | 535 | 889 | 1,705 | 928 | 536 | 2,008 | 154 | 1,593 |
| | Weighted (000) | 3,917 | 487 | 765 | 1,345 | 696 | 439 | 1,644 | 183 | 1,274 |
| | Horz % | 100.00 | 12.43 | 19.52 | 34.33 | 17.77 | 11.21 | 41.97 | 4.67 | 32.53 |
| | Vert % | 2.23 | 1.48 | 1.94 | 2.28 | 3.22 | 3.26 | 3.18 | 1.48 | 1.95 |
| | Index | 100 | 66 | 87 | 102 | 144 | 146 | 143 | 66 | 87 |
| News- Specials | Unwgted | 3,781 | 551 | 846 | 1,386 | 549 | 312 | 1,340 | 74 | 1,183 |
| | Weighted (000) | 6,744 | 1,073 | 1,573 | 2,402 | 847 | 564 | 2,343 | 182 | 2,090 |
| | Horz % | 100.00 | 15.91 | 23.32 | 35.62 | 12.56 | 8.37 | 34.75 | 2.70 | 30.99 |
| | Vert % | 3.84 | 3.26 | 4.00 | 4.07 | 3.91 | 4.18 | 4.53 | 1.47 | 3.19 |
| | Index | 100 | 85 | 104 | 106 | 102 | 109 | 118 | 38 | 83 |
| Pageants - Specials | Unwgted | 2,081 | 350 | 493 | 727 | 239 | 145 | 707 | 77 | 691 |
| | Weighted (000) | 5,869 | 1,073 | 1,515 | 1,854 | 596 | 410 | 2,020 | 355 | 1,716 |
| | Horz % | 100.00 | 18.28 | 25.82 | 31.59 | 10.16 | 6.98 | 34.41 | 6.05 | 29.24 |
| | Vert % | 3.34 | 3.26 | 3.85 | 3.14 | 2.76 | 3.04 | 3.91 | 2.87 | 2.62 |
| | Index | 100 | 98 | 115 | 94 | 82 | 91 | 117 | 86 | 79 |



A35+

| | | | Political Outlook: | | | | | Political Affiliation: | | |
|-----------------------------------|----------------|----------------|--------------------|-----------------------|--------------------|------------------|---------------|------------------------|---------------|---|
| | | | Very Conservative | Somewhat Conservative | Middle of the Road | Somewhat Liberal | Very Liberal | Democratic | Republican | Other party or Independent/ No party |
| A35+ | Unwgted | 39,906 | 6,800 | 8,757 | 13,420 | 5,688 | 3,391 | 12,532 | 1,975 | 14,558 |
| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | 11,675 | 1,940 | 2,750 | 4,051 | 1,592 | 850 | 3,711 | 466 | 3,942 |
| | Weighted (000) | 3,333 | 618 | 773 | 1,159 | 386 | 218 | 1,075 | 164 | 1,090 |
| | Horz % | 100.00 | 18.55 | 23.20 | 34.78 | 11.59 | 6.53 | 32.25 | 4.94 | 32.72 |
| | Vert % | 1.90 | 1.88 | 1.97 | 1.96 | 1.78 | 1.61 | 2.08 | 1.33 | 1.67 |
| | Index | 100 | 99 | 104 | 104 | 94 | 85 | 110 | 70 | 88 |
| Situation Comedies - Primetime | Unwgted | 9,828 | 1,536 | 2,244 | 3,476 | 1,399 | 792 | 3,253 | 460 | 3,335 |
| | Weighted (000) | 4,137 | 694 | 947 | 1,485 | 510 | 332 | 1,333 | 273 | 1,426 |
| | Horz % | 100.00 | 16.78 | 22.88 | 35.90 | 12.33 | 8.03 | 32.22 | 6.60 | 34.46 |
| | Vert % | 2.36 | 2.11 | 2.41 | 2.52 | 2.36 | 2.46 | 2.58 | 2.21 | 2.18 |
| | Index | 100 | 90 | 102 | 107 | 100 | 105 | 110 | 94 | 93 |
| Skating - Specials | Unwgted | 3,298 | 544 | 734 | 1,096 | 504 | 278 | 1,156 | 50 | 1,072 |
| | Weighted (000) | 6,311 | 1,064 | 1,585 | 1,988 | 949 | 430 | 2,113 | 128 | 2,037 |
| | Horz % | 100.00 | 16.86 | 25.12 | 31.51 | 15.04 | 6.81 | 33.48 | 2.03 | 32.27 |
| | Vert % | 3.59 | 3.23 | 4.03 | 3.37 | 4.39 | 3.19 | 4.09 | 1.03 | 3.11 |
| | Index | 100 | 90 | 112 | 94 | 122 | 89 | 114 | 29 | 87 |
| Soccer | Unwgted | 4,442 | 651 | 1,034 | 1,480 | 678 | 419 | 1,403 | 191 | 1,663 |
| | Weighted (000) | 4,657 | 753 | 1,120 | 1,564 | 551 | 375 | 1,405 | 311 | 1,838 |
| | Horz % | 100.00 | 16.18 | 24.06 | 33.59 | 11.82 | 8.05 | 30.18 | 6.68 | 39.46 |
| | Vert % | 2.65 | 2.29 | 2.85 | 2.65 | 2.54 | 2.78 | 2.72 | 2.51 | 2.81 |
| | Index | 100 | 86 | 107 | 100 | 96 | 105 | 103 | 95 | 106 |
| Sports Anthologies - Weekend | Unwgted | 5,566 | 940 | 1,340 | 1,876 | 730 | 437 | 1,969 | 321 | 1,810 |
| | Weighted (000) | 7,175 | 1,308 | 1,761 | 2,308 | 832 | 546 | 2,600 | 572 | 2,248 |
| | Horz % | 100.00 | 18.23 | 24.55 | 32.17 | 11.60 | 7.60 | 36.23 | 7.97 | 31.33 |
| | Vert % | 4.08 | 3.97 | 4.48 | 3.91 | 3.85 | 4.05 | 5.03 | 4.62 | 3.44 |
| | Index | 100 | 97 | 110 | 96 | 94 | 99 | 123 | 113 | 84 |



A35+

| | | | Political Outlook: | | | | | Political Affiliation: | | |
|--------------------------|----------------|----------------|--------------------|-----------------------|--------------------|------------------|---------------|------------------------|---------------|-------------------------------------|
| | | | Very Conservative | Somewhat Conservative | Middle of the Road | Somewhat Liberal | Very Liberal | Democratic | Republican | Other party or Independent/No party |
| A35+ | Unwgted | 39,906 | 6,800 | 8,757 | 13,420 | 5,688 | 3,391 | 12,532 | 1,975 | 14,558 |
| | Weighted (000) | 175,659 | 32,925 | 39,334 | 59,025 | 21,645 | 13,485 | 51,681 | 12,384 | 65,415 |
| | Horz % | 100.00 | 18.74 | 22.39 | 33.60 | 12.32 | 7.68 | 29.42 | 7.05 | 37.24 |
| | 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 | Unwgted | 7,223 | 1,382 | 1,697 | 2,235 | 1,056 | 609 | 2,399 | 125 | 2,212 |
| | Weighted (000) | 6,335 | 1,227 | 1,491 | 1,894 | 909 | 572 | 2,228 | 163 | 1,923 |
| | Horz % | 100.00 | 19.37 | 23.53 | 29.90 | 14.35 | 9.02 | 35.17 | 2.58 | 30.35 |
| | Vert % | 3.61 | 3.73 | 3.79 | 3.21 | 4.20 | 4.24 | 4.31 | 1.32 | 2.94 |
| | Index | 100 | 103 | 105 | 89 | 116 | 118 | 120 | 37 | 81 |
| Syndicated Adult General | Unwgted | 17,750 | 3,093 | 4,062 | 6,175 | 2,361 | 1,306 | 5,847 | 607 | 5,891 |
| | Weighted (000) | 3,461 | 621 | 802 | 1,220 | 395 | 230 | 1,198 | 145 | 1,159 |
| | Horz % | 100.00 | 17.94 | 23.18 | 35.26 | 11.42 | 6.64 | 34.63 | 4.19 | 33.49 |
| | Vert % | 1.97 | 1.89 | 2.04 | 2.07 | 1.83 | 1.71 | 2.32 | 1.17 | 1.77 |
| | Index | 100 | 96 | 104 | 105 | 93 | 87 | 118 | 59 | 90 |
| Tennis | Unwgted | 4,930 | 718 | 1,084 | 1,638 | 798 | 506 | 1,785 | 155 | 1,671 |
| | Weighted (000) | 8,390 | 1,295 | 2,035 | 2,719 | 1,177 | 832 | 2,877 | 358 | 2,812 |
| | Horz % | 100.00 | 15.44 | 24.26 | 32.41 | 14.03 | 9.92 | 34.29 | 4.27 | 33.52 |
| | Vert % | 4.78 | 3.93 | 5.17 | 4.61 | 5.44 | 6.17 | 5.57 | 2.89 | 4.30 |
| | Index | 100 | 82 | 108 | 96 | 114 | 129 | 117 | 61 | 90 |
| Track & Field Games | Unwgted | 1,714 | 255 | 382 | 564 | 265 | 167 | 732 | * | 550 |
| | Weighted (000) | 3,553 | 544 | 768 | 1,137 | 528 | 350 | 1,528 | 136 | 1,171 |
| | Horz % | 100.00 | 15.31 | 21.61 | 32.00 | 14.88 | 9.85 | 43.01 | 3.83 | 32.96 |
| | Vert % | 2.02 | 1.65 | 1.95 | 1.93 | 2.44 | 2.60 | 2.96 | 1.10 | 1.79 |
| | Index | 100 | 82 | 97 | 95 | 121 | 128 | 146 | 54 | 89 |

Source: 2020 Doublebase GfK MRI weighted to Population (000) - Base: Adults 35+; * Projections relatively unstable, use with caution
No Audit Report Was Generated

How To Read:

Unwgted - 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.