



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	7,863	1,440	1,898	2,799	1,147	579	2,171	2,826	101	2,765
	Weighted (000)	4,746	1,011	1,246	1,667	565	257	1,175	1,951	55	1,566
	Horz %	100.00	21.30	26.26	35.12	11.91	5.42	24.76	41.10	1.15	32.98
	Vert %	2.64	3.30	3.27	2.47	2.03	1.67	2.03	3.57	2.33	2.43
	Index	100	125	124	94	77	63	77	135	88	92
Awards-Specials	Unwgt	17,286	2,143	3,355	6,363	3,512	1,913	7,320	4,246	194	5,526
	Weighted (000)	7,391	1,042	1,456	2,821	1,343	728	3,061	1,916	75	2,339
	Horz %	100.00	14.10	19.70	38.17	18.18	9.85	41.42	25.92	1.02	31.64
	Vert %	4.12	3.40	3.82	4.19	4.82	4.72	5.28	3.51	3.22	3.63
	Index	100	83	93	102	117	115	128	85	78	88
Baseball - Weekend	Unwgt	12,150	1,748	2,725	4,349	2,190	1,138	4,166	3,686	175	4,123
	Weighted (000)	18,599	3,155	4,141	6,955	2,911	1,437	5,773	6,080	263	6,483
	Horz %	100.00	16.96	22.26	37.39	15.65	7.73	31.04	32.69	1.41	34.86
	Vert %	10.36	10.28	10.86	10.32	10.45	9.32	9.95	11.14	11.21	10.05
	Index	100	99	105	100	101	90	96	107	108	97
Baseball Specials	Unwgt	14,559	2,100	3,326	5,150	2,607	1,376	4,952	4,454	204	4,949
	Weighted (000)	17,819	3,081	4,121	6,415	2,820	1,382	5,443	6,109	230	6,037
	Horz %	100.00	17.29	23.13	36.00	15.82	7.76	30.55	34.28	1.29	33.88
	Vert %	9.93	10.04	10.81	9.52	10.12	8.97	9.38	11.19	9.82	9.36
	Index	100	101	109	96	102	90	94	113	99	94
Basketball - Weekend - College	Unwgt	9,142	1,393	2,063	3,154	1,706	826	3,160	2,789	126	3,067
	Weighted (000)	16,834	2,923	3,905	5,888	2,845	1,273	5,304	5,561	246	5,722
	Horz %	100.00	17.37	23.20	34.98	16.90	7.56	31.51	33.04	1.46	33.99
	Vert %	9.38	9.53	10.24	8.74	10.21	8.26	9.14	10.19	10.47	8.87
	Index	100	102	109	93	109	88	97	109	112	95
Basketball - Weekend - Professional	Unwgt	5,965	653	1,122	2,368	1,188	634	2,637	1,186	86	2,056
	Weighted (000)	10,363	1,265	1,974	4,323	1,853	949	4,506	2,090	117	3,651
	Horz %	100.00	12.20	19.05	41.72	17.88	9.15	43.48	20.17	1.13	35.23
	Vert %	5.77	4.12	5.18	6.42	6.65	6.15	7.77	3.83	4.98	5.66
	Index	100	71	90	111	115	107	134	66	86	98



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgted	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	12,208	1,850	2,730	4,270	2,260	1,098	4,312	3,656	157	4,083
	Weighted (000)	6,775	1,195	1,549	2,417	1,105	509	2,331	2,124	88	2,232
	Horz %	100.00	17.64	22.86	35.68	16.31	7.51	34.41	31.35	1.30	32.94
	Vert %	3.78	3.90	4.06	3.59	3.96	3.30	4.02	3.89	3.75	3.46
	Index	100	103	108	95	105	87	106	103	99	92
Basketball Specials-Professional	Unwgted	13,398	1,721	2,741	5,004	2,606	1,326	5,319	3,274	182	4,623
	Weighted (000)	9,142	1,285	1,859	3,564	1,618	818	3,618	2,232	107	3,185
	Horz %	100.00	14.05	20.33	38.98	17.69	8.94	39.58	24.41	1.17	34.84
	Vert %	5.09	4.19	4.87	5.29	5.80	5.30	6.24	4.09	4.55	4.94
	Index	100	82	96	104	114	104	122	80	89	97
Comedy/Variety	Unwgted	4,681	708	1,016	1,787	764	406	1,654	1,341	63	1,623
	Weighted (000)	2,089	363	457	836	296	137	659	647	27	755
	Horz %	100.00	17.37	21.86	40.04	14.17	6.55	31.55	30.98	1.31	36.15
	Vert %	1.16	1.18	1.20	1.24	1.06	0.89	1.14	1.19	1.17	1.17
	Index	100	102	103	107	91	76	98	102	100	101
Daytime Dramas	Unwgted	2,938	426	614	1,158	463	277	1,180	822	*	897
	Weighted (000)	3,135	535	623	1,289	434	255	1,171	966	48	950
	Horz %	100.00	17.08	19.86	41.11	13.83	8.13	37.36	30.81	1.52	30.30
	Vert %	1.75	1.74	1.63	1.91	1.56	1.65	2.02	1.77	2.04	1.47
	Index	100	100	93	110	89	95	116	101	117	84
Daytime Game Shows	Unwgted	2,981	458	633	1,197	451	242	1,228	794	*	927
	Weighted (000)	6,466	1,093	1,408	2,653	844	469	2,573	1,866	86	1,942
	Horz %	100.00	16.90	21.78	41.03	13.05	7.25	39.78	28.86	1.33	30.03
	Vert %	3.60	3.56	3.69	3.94	3.03	3.04	4.43	3.42	3.66	3.01
	Index	100	99	102	109	84	84	123	95	102	84
Daytime Talk/Variety	Unwgted	3,757	424	662	1,540	778	353	1,874	733	*	1,110
	Weighted (000)	3,660	508	687	1,522	672	271	1,668	812	60	1,120
	Horz %	100.00	13.87	18.76	41.60	18.37	7.40	45.58	22.18	1.63	30.61
	Vert %	2.04	1.66	1.80	2.26	2.41	1.76	2.87	1.49	2.54	1.74
	Index	100	81	88	111	118	86	141	73	125	85

Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt'd	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	Unwgt'd	12,275	1,595	2,451	4,588	2,429	1,212	5,095	3,145	141	3,894
	Weighted (000)	6,841	1,112	1,391	2,630	1,170	540	2,623	2,019	68	2,131
	Horz %	100.00	16.25	20.33	38.44	17.10	7.89	38.34	29.51	1.00	31.15
	Vert %	3.81	3.62	3.65	3.90	4.20	3.50	4.52	3.70	2.91	3.30
	Index	100	95	96	102	110	92	119	97	76	87
Early Evening Network News - Mon-Fri	Unwgt'd	13,692	1,686	2,747	5,226	2,782	1,251	5,681	3,527	141	4,343
	Weighted (000)	14,131	2,110	2,921	5,427	2,569	1,104	5,420	4,049	163	4,500
	Horz %	100.00	14.93	20.67	38.40	18.18	7.81	38.35	28.65	1.15	31.84
	Vert %	7.87	6.88	7.66	8.06	9.22	7.16	9.34	7.42	6.94	6.98
	Index	100	87	97	102	117	91	119	94	88	89
Early Evening Network News - Weekend	Unwgt'd	9,394	1,150	1,831	3,609	1,905	899	4,074	2,225	92	3,003
	Weighted (000)	8,097	1,235	1,591	3,137	1,481	653	3,312	2,124	83	2,578
	Horz %	100.00	15.26	19.65	38.74	18.29	8.06	40.90	26.23	1.03	31.84
	Vert %	4.51	4.03	4.17	4.66	5.32	4.23	5.71	3.89	3.54	4.00
	Index	100	89	92	103	118	94	127	86	78	89
Early Evening Weekday News Programs (Local) - Mon-Fri	Unwgt'd	17,182	2,528	3,706	6,447	3,059	1,442	6,468	4,949	184	5,581
	Weighted (000)	14,567	2,531	3,232	5,456	2,282	1,066	5,130	4,586	170	4,681
	Horz %	100.00	17.38	22.19	37.45	15.67	7.32	35.22	31.48	1.17	32.13
	Vert %	8.12	8.25	8.48	8.10	8.19	6.92	8.84	8.40	7.26	7.26
	Index	100	102	104	100	101	85	109	104	89	89
Early Morning News	Unwgt'd	8,331	1,007	1,618	3,398	1,560	748	3,649	1,855	91	2,736
	Weighted (000)	9,074	1,252	1,811	3,787	1,538	686	3,780	2,190	96	3,007
	Horz %	100.00	13.80	19.96	41.73	16.95	7.56	41.66	24.14	1.06	33.14
	Vert %	5.06	4.08	4.75	5.62	5.52	4.45	6.52	4.01	4.09	4.66
	Index	100	81	94	111	109	88	129	79	81	92
Early Morning Talk/Informational/News	Unwgt'd	7,486	828	1,419	3,016	1,544	679	3,388	1,653	75	2,370
	Weighted (000)	7,699	1,082	1,491	3,135	1,426	565	3,220	1,916	88	2,475
	Horz %	100.00	14.06	19.37	40.72	18.52	7.34	41.82	24.89	1.14	32.15
	Vert %	4.29	3.53	3.91	4.65	5.12	3.67	5.55	3.51	3.74	3.84
	Index	100	82	91	108	119	85	129	82	87	89



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	Unwgt	15,899	2,246	3,402	6,229	2,700	1,322	6,075	4,382	183	5,259
	Weighted (000)	13,520	2,226	3,016	5,324	2,031	923	4,776	4,088	137	4,519
	Horz %	100.00	16.46	22.31	39.38	15.02	6.83	35.32	30.24	1.02	33.42
	Vert %	7.53	7.26	7.91	7.90	7.29	5.99	8.23	7.49	5.85	7.01
	Index	100	96	105	105	97	79	109	99	78	93
Entertainment Specials	Unwgt	33,844	4,723	7,202	12,255	6,265	3,399	12,548	9,663	427	11,206
	Weighted (000)	8,971	1,447	1,953	3,362	1,468	741	3,142	2,798	100	2,932
	Horz %	100.00	16.13	21.77	37.47	16.37	8.26	35.02	31.19	1.11	32.68
	Vert %	5.00	4.72	5.12	4.99	5.27	4.81	5.42	5.13	4.25	4.54
	Index	100	94	102	100	105	96	108	103	85	91
Football-College Weekend	Unwgt	15,755	2,558	3,809	5,464	2,624	1,300	5,046	5,227	197	5,285
	Weighted (000)	18,077	3,361	4,378	6,414	2,646	1,278	5,334	6,481	188	6,074
	Horz %	100.00	18.59	24.22	35.48	14.64	7.07	29.51	35.85	1.04	33.60
	Vert %	10.07	10.96	11.48	9.52	9.49	8.29	9.19	11.88	8.00	9.42
	Index	100	109	114	95	94	82	91	118	79	93
Football-Pro Weekend	Unwgt	23,191	3,286	5,151	8,516	4,179	2,059	8,018	6,831	320	8,022
	Weighted (000)	32,995	5,349	7,539	12,385	5,229	2,493	10,439	10,774	446	11,336
	Horz %	100.00	16.21	22.85	37.54	15.85	7.56	31.64	32.65	1.35	34.36
	Vert %	18.39	17.43	19.77	18.39	18.76	16.18	17.99	19.74	19.00	17.57
	Index	100	95	108	100	102	88	98	107	103	96
Football Bowl Games-Specials	Unwgt	16,180	2,577	3,886	5,621	2,764	1,332	5,315	5,272	216	5,377
	Weighted (000)	11,012	2,174	2,649	3,835	1,606	748	3,352	3,990	123	3,546
	Horz %	100.00	19.75	24.05	34.82	14.59	6.79	30.44	36.23	1.12	32.20
	Vert %	6.14	7.09	6.95	5.69	5.76	4.85	5.78	7.31	5.26	5.50
	Index	100	116	113	93	94	79	94	119	86	90
Football Pro Pregame Shows	Unwgt	10,805	1,556	2,368	4,058	1,878	945	3,879	3,098	148	3,680
	Weighted (000)	14,782	2,390	3,236	5,773	2,298	1,085	5,112	4,512	190	4,969
	Horz %	100.00	16.17	21.89	39.05	15.54	7.34	34.58	30.52	1.28	33.61
	Vert %	8.24	7.79	8.49	8.57	8.25	7.04	8.81	8.27	8.08	7.70
	Index	100	95	103	104	100	85	107	100	98	94



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	Unwgt	32,026	4,534	7,058	11,727	5,740	2,967	11,226	9,346	429	11,025
	Weighted (000)	30,734	5,051	7,037	11,457	4,800	2,390	10,034	9,986	358	10,356
	Horz %	100.00	16.43	22.90	37.28	15.62	7.77	32.65	32.49	1.16	33.70
	Vert %	17.13	16.46	18.45	17.01	17.22	15.50	17.29	18.30	15.26	16.05
	Index	100	96	108	99	101	91	101	107	89	94
Game Shows-Primetime	Unwgt	8,039	1,183	1,630	3,167	1,356	703	3,087	2,071	103	2,778
	Weighted (000)	1,503	259	289	616	235	104	567	403	16	517
	Horz %	100.00	17.23	19.22	41.01	15.61	6.93	37.74	26.78	1.10	34.38
	Vert %	0.84	0.84	0.76	0.92	0.84	0.68	0.98	0.74	0.70	0.80
	Index	100	101	90	109	101	81	117	88	84	96
General Drama-Primetime	Unwgt	25,158	3,683	5,142	9,613	4,393	2,327	9,476	7,071	299	8,312
	Weighted (000)	4,895	900	1,036	1,912	689	358	1,701	1,590	45	1,560
	Horz %	100.00	18.38	21.16	39.06	14.08	7.32	34.75	32.48	0.91	31.86
	Vert %	2.73	2.93	2.72	2.84	2.47	2.32	2.93	2.91	1.91	2.42
	Index	100	108	100	104	91	85	107	107	70	89
Golf	Unwgt	9,820	1,634	2,422	3,249	1,703	812	3,069	3,331	116	3,304
	Weighted (000)	4,502	980	1,196	1,421	619	286	1,173	1,822	45	1,463
	Horz %	100.00	21.77	26.56	31.56	13.76	6.36	26.04	40.46	1.00	32.49
	Vert %	2.51	3.19	3.14	2.11	2.22	1.86	2.02	3.34	1.92	2.27
	Index	100	127	125	84	89	74	81	133	76	90
Hockey	Unwgt	6,407	895	1,470	2,314	1,084	644	2,094	1,911	77	2,325
	Weighted (000)	8,412	1,391	1,943	3,066	1,269	743	2,514	2,864	76	2,957
	Horz %	100.00	16.53	23.10	36.45	15.09	8.83	29.89	34.05	0.90	35.16
	Vert %	4.69	4.53	5.10	4.55	4.55	4.82	4.33	5.25	3.23	4.58
	Index	100	97	109	97	97	103	92	112	69	98
Horse Racing	Unwgt	9,443	1,532	2,249	3,153	1,670	839	3,125	3,163	93	3,062
	Weighted (000)	8,193	1,585	1,917	2,760	1,321	609	2,499	2,959	98	2,636
	Horz %	100.00	19.35	23.40	33.69	16.13	7.44	30.51	36.12	1.20	32.18
	Vert %	4.57	5.17	5.03	4.10	4.74	3.95	4.31	5.42	4.19	4.09
	Index	100	113	110	90	104	87	94	119	92	90



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt'd	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	Unwgt'd	11,030	1,699	2,335	4,136	1,907	953	4,372	3,053	119	3,486
	Weighted (000)	9,107	1,641	1,940	3,403	1,473	650	3,375	2,791	94	2,847
	Horz %	100.00	18.02	21.30	37.36	16.17	7.14	37.06	30.65	1.03	31.26
	Vert %	5.07	5.35	5.09	5.05	5.28	4.22	5.82	5.11	4.00	4.41
	Index	100	105	100	100	104	83	115	101	79	87
Late Night Network News/Info - Mon-Fri	Unwgt'd	1,171	154	205	501	210	101	559	196	*	395
	Weighted (000)	1,244	243	229	482	193	97	537	253	26	428
	Horz %	100.00	19.56	18.39	38.76	15.49	7.79	43.12	20.35	2.12	34.41
	Vert %	0.69	0.79	0.60	0.72	0.69	0.63	0.92	0.46	1.12	0.66
	Index	100	114	87	103	100	91	133	67	162	96
Late Night Talk/Variety	Unwgt'd	9,073	917	1,583	3,393	2,049	1,131	4,212	1,818	112	2,931
	Weighted (000)	4,296	554	768	1,583	916	474	1,900	937	59	1,399
	Horz %	100.00	12.89	17.88	36.86	21.33	11.03	44.23	21.82	1.38	32.58
	Vert %	2.39	1.81	2.01	2.35	3.29	3.07	3.27	1.72	2.52	2.17
	Index	100	75	84	98	137	128	137	72	105	91
News- Specials	Unwgt'd	5,862	695	1,171	2,258	1,163	575	2,446	1,467	77	1,872
	Weighted (000)	6,455	923	1,316	2,535	1,111	571	2,532	1,810	94	2,020
	Horz %	100.00	14.29	20.38	39.27	17.21	8.84	39.22	28.03	1.45	31.30
	Vert %	3.60	3.01	3.45	3.76	3.99	3.70	4.36	3.32	3.99	3.13
	Index	100	84	96	105	111	103	121	92	111	87
Pageants - Specials	Unwgt'd	2,047	300	433	785	328	201	870	441	*	714
	Weighted (000)	3,234	561	703	1,222	484	264	1,372	739	26	1,097
	Horz %	100.00	17.34	21.75	37.79	14.96	8.16	42.42	22.86	0.79	33.94
	Vert %	1.80	1.83	1.84	1.81	1.74	1.71	2.36	1.35	1.09	1.70
	Index	100	101	102	101	96	95	131	75	60	94
Reality-based	Unwgt'd	18,032	2,535	3,760	6,900	3,179	1,658	6,716	5,048	212	6,056
	Weighted (000)	2,325	396	492	908	352	176	803	690	27	805
	Horz %	100.00	17.03	21.17	39.07	15.14	7.59	34.53	29.68	1.16	34.63
	Vert %	1.30	1.29	1.29	1.35	1.26	1.14	1.38	1.26	1.15	1.25
	Index	100	100	100	104	98	88	107	98	89	96



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	Unwgt	16,055	2,169	3,330	6,111	2,877	1,568	6,027	4,373	194	5,461
	Weighted (000)	3,205	523	658	1,254	513	257	1,101	989	32	1,083
	Horz %	100.00	16.32	20.54	39.13	16.00	8.01	34.34	30.86	1.01	33.80
	Vert %	1.79	1.70	1.73	1.86	1.84	1.67	1.90	1.81	1.37	1.68
	Index	100	95	97	104	103	93	106	101	77	94
Skating - Specials	Unwgt	4,633	633	919	1,638	945	498	1,918	1,189	58	1,468
	Weighted (000)	6,073	1,052	1,187	2,111	1,164	560	2,323	1,726	62	1,961
	Horz %	100.00	17.33	19.54	34.75	19.17	9.21	38.26	28.43	1.02	32.30
	Vert %	3.38	3.43	3.11	3.13	4.18	3.63	4.00	3.16	2.65	3.04
	Index	100	101	92	93	123	107	118	93	78	90
Soccer	Unwgt	5,643	712	1,124	2,167	1,049	591	2,007	1,366	81	2,189
	Weighted (000)	3,455	468	679	1,391	576	341	1,209	810	40	1,396
	Horz %	100.00	13.56	19.65	40.25	16.67	9.88	34.98	23.45	1.15	40.42
	Vert %	1.93	1.53	1.78	2.06	2.07	2.21	2.08	1.48	1.69	2.16
	Index	100	79	92	107	107	115	108	77	88	112
Sports Anthologies - Weekend	Unwgt	7,582	1,058	1,609	2,894	1,356	665	2,864	2,036	101	2,581
	Weighted (000)	5,388	855	1,109	2,164	846	414	2,035	1,451	63	1,839
	Horz %	100.00	15.86	20.58	40.16	15.70	7.69	37.76	26.93	1.18	34.13
	Vert %	3.00	2.79	2.91	3.21	3.04	2.69	3.51	2.66	2.70	2.85
	Index	100	93	97	107	101	90	117	89	90	95
Sunday News/Interview	Unwgt	11,604	1,668	2,442	4,122	2,270	1,102	4,549	3,234	131	3,690
	Weighted (000)	6,796	1,114	1,432	2,464	1,254	533	2,549	2,009	67	2,171
	Horz %	100.00	16.39	21.07	36.25	18.45	7.84	37.51	29.56	0.99	31.95
	Vert %	3.79	3.63	3.75	3.66	4.50	3.46	4.39	3.68	2.85	3.37
	Index	100	96	99	97	119	91	116	97	75	89
Syndicated Adult General	Unwgt	29,316	4,238	6,101	11,118	5,128	2,731	11,056	8,124	351	9,785
	Weighted (000)	3,079	518	662	1,207	457	235	1,154	894	32	999
	Horz %	100.00	16.82	21.49	39.20	14.86	7.64	37.48	29.04	1.03	32.46
	Vert %	1.72	1.69	1.74	1.79	1.64	1.53	1.99	1.64	1.35	1.55
	Index	100	98	101	104	96	89	116	95	79	90



Adults 35+

			Political Outlook:					Political Affiliation:			
			Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal	Democratic	Republican	Other party	Independent /No party
Adults 35+	Unwgt'd	67,537	9,776	13,782	25,012	11,971	6,996	24,010	18,237	940	24,350
	Weighted (000)	179,453	30,679	38,135	67,360	27,866	15,413	58,020	54,579	2,347	64,508
	Horz %	100.00	17.10	21.25	37.54	15.53	8.59	32.33	30.41	1.31	35.95
	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	7,288	852	1,466	2,639	1,562	769	3,040	1,715	83	2,450
	Weighted (000)	8,284	1,201	1,734	2,949	1,673	728	3,210	2,176	116	2,782
	Horz %	100.00	14.50	20.93	35.60	20.19	8.78	38.75	26.26	1.40	33.58
	Vert %	4.62	3.91	4.55	4.38	6.00	4.72	5.53	3.99	4.94	4.31
	Index	100	85	98	95	130	102	120	86	107	93
Track & Field Games	Unwgt'd	2,897	343	562	1,138	557	297	1,289	565	*	1,005
	Weighted (000)	3,648	489	707	1,417	690	343	1,607	746	50	1,244
	Horz %	100.00	13.41	19.39	38.86	18.92	9.42	44.06	20.46	1.37	34.11
	Vert %	2.03	1.59	1.85	2.10	2.48	2.23	2.77	1.37	2.13	1.93
	Index	100	78	91	104	122	110	136	67	105	95

* Projections relatively

Source: 2022 MRI-Simmons Fall Doublebase USA weighted to Population (000) - Base: A35+
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.