

Political

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits	Adult Standards
Adults 18+	Unwgted	48098	1000	7403	1176	174
	Weighted (000)	246466	4325	37456	6442	988
	Horz %	100.00	1.75	15.20	2.61	0.40
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
						*
Political Affiliation: Democratic	Unwgted	14989	421	2154	312	48
	Weighted (000)	73114	1793	10376	1663	234
	Horz %	100.00	2.45	14.19	2.28	0.32
	Vert %	29.66	41.45	27.70	25.82	23.69
	Index	100	140	93	87	80
Republican	Unwgted	12114	173	1967	302	60
	Weighted (000)	63260	793	10169	1603	424
	Horz %	100.00	1.25	16.07	2.53	0.67
	Vert %	25.67	18.33	27.15	24.89	42.92
	Index	100	71	106	97	167
			*		*	*
Other party	Unwgted	629	20	107	17	4
	Weighted (000)	3094	62	487	101	15
	Horz %	100.00	2.01	15.75	3.28	0.47
	Vert %	1.26	1.43	1.30	1.57	1.47
	Index	100	114	104	125	117
Independent/No party affiliation	Unwgted	18583	371	2938	496	59
	Weighted (000)	97105	1630	15267	2784	286
	Horz %	100.00	1.68	15.72	2.87	0.29
	Vert %	39.40	37.68	40.76	43.21	29.00
	Index	100	96	103	110	74
						*
Political Outlook: Very Conservative	Unwgted	7507	57	899	167	38
	Weighted (000)	40242	243	4737	1009	220
	Horz %	100.00	0.60	11.77	2.51	0.55
	Vert %	16.33	5.61	12.65	15.66	22.29
	Index	100	34	77	96	137
Somewhat Conservative	Unwgted	10274	149	1677	278	50
	Weighted (000)	53482	571	8401	1369	288
	Horz %	100.00	1.07	15.71	2.56	0.54
	Vert %	21.70	13.20	22.43	21.26	29.17
	Index	100	61	103	98	134
Middle of the Road	Unwgted	16231	329	2694	381	60
	Weighted (000)	83282	1485	13664	2053	297
	Horz %	100.00	1.78	16.41	2.46	0.36
	Vert %	33.79	34.33	36.48	31.86	30.11
	Index	100	102	108	94	89

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						*
Somewhat Liberal	Unwgted	6748	243	1154	184	14
	Weighted (000)	31588	995	5638	1034	107
	Horz %	100.00	3.15	17.85	3.27	0.34
	Vert %	12.82	23.00	15.05	16.06	10.87
	Index	100	179	117	125	85
Very Liberal	Unwgted	4353	200	583	84	7
	Weighted (000)	20855	975	2958	425	26
	Horz %	100.00	4.68	14.18	2.04	0.13
	Vert %	8.46	22.55	7.90	6.60	2.65
	Index	100	267	93	78	31
Voting Frequency: National Elections Always and Sometimes and Never	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always	Unwgted	26936	700	4187	586	120
	Weighted (000)	132708	3050	20618	3100	629
	Horz %	100.00	2.30	15.54	2.34	0.47
	Vert %	53.84	70.52	55.05	48.12	63.67
	Index	100	131	102	89	118
National Elections Sometimes	Unwgted	4883	103	840	116	14
	Weighted (000)	24837	389	4230	635	80
	Horz %	100.00	1.57	17.03	2.56	0.32
	Vert %	10.08	9.00	11.29	9.86	8.10
	Index	100	89	112	98	80
National Elections Never	Unwgted	3259	38	527	103	3
	Weighted (000)	18033	182	2885	601	17
	Horz %	100.00	1.01	16.00	3.33	0.09
	Vert %	7.32	4.20	7.70	9.33	1.73
	Index	100	57	105	128	24
Voting Frequency: Statewide Elections Always	Unwgted	17272	499	2499	366	88
	Weighted (000)	84332	2101	12357	1980	473
	Horz %	100.00	2.49	14.65	2.35	0.56
	Vert %	34.22	48.58	32.99	30.73	47.93
	Index	100	142	96	90	140
Statewide Elections Sometimes	Unwgted	9693	229	1754	220	28
	Weighted (000)	48759	997	8602	1123	128
	Horz %	100.00	2.04	17.64	2.30	0.26
	Vert %	19.78	23.05	22.96	17.43	12.99
	Index	100	116	116	88	66
Statewide Elections Never	Unwgted	4739	73	812	139	10
	Weighted (000)	25851	333	4429	844	63
	Horz %	100.00	1.29	17.13	3.26	0.25
	Vert %	10.49	7.69	11.82	13.09	6.42
	Index	100	73	113	125	61

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Voting Frequency: Local Elections Always	Unwgted	14568	386	2068	303	81
	Weighted (000)	71812	1703	10282	1684	453
	Horz %	100.00	2.37	14.32	2.35	0.63
	Vert %	29.14	39.39	27.45	26.14	45.83
	Index	100	135	94	90	157
Local Elections Sometimes						*
	Unwgted	11348	302	1977	262	39
	Weighted (000)	56692	1201	9719	1310	161
	Horz %	100.00	2.12	17.14	2.31	0.28
	Vert %	23.00	27.77	25.95	20.33	16.33
Local Elections Never						*
	Unwgted	5876	99	1015	163	11
	Weighted (000)	31360	481	5424	944	75
	Horz %	100.00	1.53	17.30	3.01	0.24
	Vert %	12.72	11.11	14.48	14.65	7.58
Civic/Political Engagement Segments: Passive Civics						*
	Unwgted	18904	223	2840	538	40
	Weighted (000)	105053	937	14896	2964	269
	Horz %	100.00	0.89	14.18	2.82	0.26
	Vert %	42.62	21.66	39.77	46.01	27.27
Strictly Voters						*
	Unwgted	15015	274	2140	294	60
	Weighted (000)	72574	1164	10318	1485	338
	Horz %	100.00	1.60	14.22	2.05	0.47
	Vert %	29.45	26.92	27.55	23.06	34.20
Vote and Sign						*
	Unwgted	8299	296	1458	228	40
	Weighted (000)	41162	1345	7578	1376	174
	Horz %	100.00	3.27	18.41	3.34	0.42
	Vert %	16.70	31.10	20.23	21.36	17.61
Civic Advocates			*		*	*
	Unwgted	1312	46	201	20	8
	Weighted (000)	6107	212	953	100	47
	Horz %	100.00	3.48	15.61	1.64	0.76
	Vert %	2.48	4.91	2.55	1.56	4.71
Local Participants						*
	Unwgted	3102	75	576	69	17
	Weighted (000)	14922	358	2810	367	121
	Horz %	100.00	2.40	18.83	2.46	0.81
	Vert %	6.05	8.28	7.50	5.69	12.26
Political Activists					*	*
	Unwgted	1466	86	188	27	9
	Weighted (000)	6647	308	901	150	39
	Horz %	100.00	4.64	13.56	2.26	0.59
	Vert %	2.70	7.13	2.41	2.33	3.95
	Index	100	264	89	87	146

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Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	26810	714	4141	567	131
	Weighted (000)	128936	3038	20342	3044	700
	Horz %	100.00	2.36	15.78	2.36	0.54
	Vert %	52.31	70.24	54.31	47.25	70.87
	Index	100	134	104	90	135
						*
Written or called any politician at the state, local, or national level	Unwgt'd	4968	253	756	106	28
	Weighted (000)	22665	1083	3565	585	111
	Horz %	100.00	4.78	15.73	2.58	0.49
	Vert %	9.20	25.05	9.52	9.09	11.29
	Index	100	272	103	99	123
						*
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgt'd	1174	51	149	26	9
	Weighted (000)	5182	192	773	126	44
	Horz %	100.00	3.71	14.91	2.43	0.86
	Vert %	2.10	4.45	2.06	1.96	4.50
	Index	100	212	98	93	214
						*
Written something that has been published	Unwgt'd	1232	52	172	24	7
	Weighted (000)	5834	268	820	131	44
	Horz %	100.00	4.59	14.06	2.24	0.76
	Vert %	2.37	6.19	2.19	2.03	4.48
	Index	100	262	92	86	189
			*		*	*
Written an article for a magazine or newspaper	Unwgt'd	574	23	77	9	2
	Weighted (000)	2730	115	386	64	6
	Horz %	100.00	4.22	14.12	2.36	0.21
	Vert %	1.11	2.66	1.03	1.00	0.57
	Index	100	240	93	90	51
						*
Attended a political rally, speech, or organized protest of any kind	Unwgt'd	2988	173	478	82	10
	Weighted (000)	14462	912	2521	517	38
	Horz %	100.00	6.31	17.43	3.57	0.26
	Vert %	5.87	21.10	6.73	8.02	3.83
	Index	100	360	115	137	65
						*
Attended a public meeting on town or school affairs	Unwgt'd	6182	201	1203	173	30
	Weighted (000)	29226	899	5695	883	165
	Horz %	100.00	3.08	19.49	3.02	0.56
	Vert %	11.86	20.79	15.20	13.71	16.68
	Index	100	175	128	116	141
			*	*	*	*
Held or run for political office	Unwgt'd	192	6	26	6	2
	Weighted (000)	1014	13	127	20	4
	Horz %	100.00	1.32	12.56	1.99	0.44
	Vert %	0.41	0.31	0.34	0.31	0.45
	Index	100	75	83	76	110
						*
Served on a committee for some local organization	Unwgt'd	3095	107	530	66	16
	Weighted (000)	14615	497	2594	398	99
	Horz %	100.00	3.40	17.75	2.72	0.68
	Vert %	5.93	11.50	6.93	6.18	10.04
	Index	100	194	117	104	169

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						*
Served as an officer for some club or organization	Unwgt'd	2580	83	424	54	15
	Weighted (000)	12106	336	1938	278	93
	Horz %	100.00	2.78	16.01	2.30	0.77
	Vert %	4.91	7.78	5.17	4.32	9.46
	Index	100	158	105	88	193
						*
Signed a petition	Unwgt'd	9420	377	1608	236	40
	Weighted (000)	46451	1645	8248	1386	200
	Horz %	100.00	3.54	17.76	2.98	0.43
	Vert %	18.85	38.04	22.02	21.51	20.28
	Index	100	202	117	114	108
			*		*	*
Worked for a political party	Unwgt'd	904	39	100	12	7
	Weighted (000)	4384	141	499	63	29
	Horz %	100.00	3.23	11.38	1.44	0.66
	Vert %	1.78	3.27	1.33	0.98	2.91
	Index	100	184	75	55	164
					*	*
Made a speech	Unwgt'd	2326	88	368	38	12
	Weighted (000)	10978	430	1799	176	85
	Horz %	100.00	3.92	16.38	1.60	0.78
	Vert %	4.45	9.94	4.80	2.73	8.65
	Index	100	223	108	61	194
					*	*
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1889	93	271	32	9
	Weighted (000)	8566	362	1273	182	43
	Horz %	100.00	4.23	14.86	2.13	0.50
	Vert %	3.48	8.37	3.40	2.83	4.33
	Index	100	241	98	81	125
					*	*
Participated in environmental groups/causes	Unwgt'd	1867	106	315	35	9
	Weighted (000)	8515	506	1335	191	28
	Horz %	100.00	5.95	15.68	2.24	0.32
	Vert %	3.45	11.71	3.56	2.96	2.80
	Index	100	339	103	86	81
						*
Engaged in fund raising	Unwgt'd	7779	250	1488	193	33
	Weighted (000)	37593	1198	7357	968	195
	Horz %	100.00	3.19	19.57	2.57	0.52
	Vert %	15.25	27.71	19.64	15.02	19.78
	Index	100	182	129	98	130
Recycled products	Unwgt'd	29120	817	4877	729	123
	Weighted (000)	139799	3468	23530	3767	683
	Horz %	100.00	2.48	16.83	2.69	0.49
	Vert %	56.72	80.18	62.82	58.48	69.19
	Index	100	141	111	103	122
Any activity	Unwgt'd	39266	942	6261	929	155
	Weighted (000)	193277	4076	30827	5004	853
	Horz %	100.00	2.11	15.95	2.59	0.44
	Vert %	78.42	94.26	82.30	77.68	86.39
	Index	100	120	105	99	110

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					*	*
Contributions: Political	Unwgted	2694	100	360	43	15
	Weighted (000)	12409	394	1600	203	48
	Horz %	100.00	3.17	12.90	1.64	0.39
	Vert %	5.03	9.10	4.27	3.15	4.90
	Index	100	181	85	63	97
					*	*
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8449	232	1164	187	28
	Weighted (000)	41483	1119	5799	1118	172
	Horz %	100.00	2.70	13.98	2.70	0.41
	Vert %	16.83	25.86	15.48	17.36	17.40
	Index	100	154	92	103	103
					*	*
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5751	136	821	137	15
	Weighted (000)	28421	638	3944	835	85
	Horz %	100.00	2.24	13.88	2.94	0.30
	Vert %	11.53	14.75	10.53	12.97	8.64
	Index	100	128	91	112	75
			*		*	*
Politics Super Influential Consumers	Unwgted	1287	43	196	24	3
	Weighted (000)	6043	214	901	170	19
	Horz %	100.00	3.54	14.91	2.82	0.32
	Vert %	2.45	4.95	2.41	2.65	1.94
	Index	100	202	98	108	79
					*	*
Politics Category Influential Consumers	Unwgted	2654	87	406	56	7
	Weighted (000)	12392	397	1834	330	49
	Horz %	100.00	3.21	14.80	2.67	0.39
	Vert %	5.03	9.19	4.90	5.13	4.92
	Index	100	183	97	102	98

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Adults 18+	Unwgt'd	48098	2460	773	2795	7718
	Weighted (000)	246466	7710	3594	13617	41373
	Horz %	100.00	3.13	1.46	5.52	16.79
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	14989	883	133	883	2461
	Weighted (000)	73114	2726	635	4219	12474
	Horz %	100.00	3.73	0.87	5.77	17.06
	Vert %	29.66	35.36	17.67	30.99	30.15
	Index	100	119	60	104	102
Republican	Unwgt'd	12114	635	379	646	1535
	Weighted (000)	63260	2031	1778	3272	8470
	Horz %	100.00	3.21	2.81	5.17	13.39
	Vert %	25.67	26.35	49.46	24.03	20.47
	Index	100	103	193	94	80
Other party			*	*		
	Unwgt'd	629	28	16	65	98
	Weighted (000)	3094	95	52	279	519
	Horz %	100.00	3.09	1.68	9.02	16.77
	Index	100	99	115	163	100
Independent/No party affiliation	Unwgt'd	18583	826	224	1142	3380
	Weighted (000)	97105	2548	1050	5544	18464
	Horz %	100.00	2.62	1.08	5.71	19.01
	Vert %	39.40	33.05	29.21	40.72	44.63
	Index	100	84	74	103	113
Political Outlook: Very Conservative	Unwgt'd	7507	253	268	247	756
	Weighted (000)	40242	887	1270	1262	3937
	Horz %	100.00	2.20	3.16	3.14	9.78
	Vert %	16.33	11.51	35.34	9.27	9.51
	Index	100	70	216	57	58
Somewhat Conservative	Unwgt'd	10274	561	224	535	1470
	Weighted (000)	53482	1750	985	2540	8009
	Horz %	100.00	3.27	1.84	4.75	14.98
	Vert %	21.70	22.69	27.42	18.65	19.36
	Index	100	105	126	86	89
Middle of the Road	Unwgt'd	16231	881	169	980	3058
	Weighted (000)	83282	2685	751	4742	16443
	Horz %	100.00	3.22	0.90	5.69	19.74
	Vert %	33.79	34.83	20.89	34.83	39.74
	Index	100	103	62	103	118

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Somewhat Liberal	Unwgted	6748	455	57	551	1244
	Weighted (000)	31588	1455	270	2636	6362
	Horz %	100.00	4.61	0.85	8.35	20.14
	Vert %	12.82	18.87	7.51	19.36	15.38
	Index	100	147	59	151	120
Very Liberal				*		
	Unwgted	4353	195	31	377	693
	Weighted (000)	20855	541	168	1910	3684
	Horz %	100.00	2.59	0.81	9.16	17.67
	Vert %	8.46	7.02	4.68	14.03	8.90
	Index	100	83	55	166	105
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always	Unwgted	26936	1700	558	1687	3628
	Weighted (000)	132708	5199	2456	8024	19109
	Horz %	100.00	3.92	1.85	6.05	14.40
	Vert %	53.84	67.43	68.32	58.93	46.19
	Index	100	125	127	109	86
National Elections Sometimes	Unwgted	4883	207	56	329	945
	Weighted (000)	24837	585	282	1514	4909
	Horz %	100.00	2.35	1.14	6.10	19.76
	Vert %	10.08	7.58	7.85	11.12	11.86
	Index	100	75	78	110	118
National Elections Never				*		
	Unwgted	3259	121	24	212	681
	Weighted (000)	18033	419	99	1164	3782
	Horz %	100.00	2.32	0.55	6.46	20.97
	Vert %	7.32	5.44	2.77	8.55	9.14
	Index	100	74	38	117	125
Voting Frequency: Statewide Elections Always	Unwgted	17272	1224	414	1049	1929
	Weighted (000)	84332	3739	1811	4843	10214
	Horz %	100.00	4.43	2.15	5.74	12.11
	Vert %	34.22	48.50	50.38	35.57	24.69
	Index	100	142	147	104	72
Statewide Elections Sometimes	Unwgted	9693	472	147	696	1742
	Weighted (000)	48759	1356	632	3305	9011
	Horz %	100.00	2.78	1.30	6.78	18.48
	Vert %	19.78	17.58	17.59	24.27	21.78
	Index	100	89	89	123	110
Statewide Elections Never				*		
	Unwgted	4739	176	39	325	1020
	Weighted (000)	25851	633	176	1728	5748
	Horz %	100.00	2.45	0.68	6.69	22.24
	Vert %	10.49	8.22	4.89	12.69	13.89
	Index	100	78	47	121	132



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Voting Frequency: Local Elections Always	Unwgted	14568	1024	342	821	1595
	Weighted (000)	71812	3161	1552	3873	8501
	Horz %	100.00	4.40	2.16	5.39	11.84
	Vert %	29.14	41.00	43.18	28.45	20.55
	Index	100	141	148	98	71
Local Elections Sometimes	Unwgted	11348	606	197	820	1855
	Weighted (000)	56692	1809	831	3757	9428
	Horz %	100.00	3.19	1.47	6.63	16.63
	Vert %	23.00	23.46	23.11	27.59	22.79
	Index	100	102	100	120	99
Local Elections Never	Unwgted	5876	236	61	411	1256
	Weighted (000)	31360	819	251	2203	7128
	Horz %	100.00	2.61	0.80	7.03	22.73
	Vert %	12.72	10.63	6.99	16.18	17.23
	Index	100	84	55	127	135
Civic/Political Engagement Segments: Passive Civics	Unwgted	18904	588	170	895	3527
	Weighted (000)	105053	1967	838	4345	20016
	Horz %	100.00	1.87	0.80	4.14	19.05
	Vert %	42.62	25.51	23.31	31.91	48.38
	Index	100	60	55	75	114
Strictly Voters	Unwgted	15015	978	262	765	2059
	Weighted (000)	72574	3010	1184	3714	10485
	Horz %	100.00	4.15	1.63	5.12	14.45
	Vert %	29.45	39.04	32.94	27.28	25.34
	Index	100	133	112	93	86
Vote and Sign	Unwgted	8299	506	187	697	1356
	Weighted (000)	41162	1604	871	3536	6930
	Horz %	100.00	3.90	2.12	8.59	16.84
	Vert %	16.70	20.80	24.24	25.97	16.75
	Index	100	125	145	155	100
Civic Advocates				*		
	Unwgted	1312	84	31	109	182
	Weighted (000)	6107	256	176	556	929
	Horz %	100.00	4.20	2.89	9.10	15.21
	Vert %	2.48	3.32	4.91	4.08	2.24
Local Participants	Unwgted	3102	196	71	185	447
	Weighted (000)	14922	558	275	875	2241
	Horz %	100.00	3.74	1.85	5.86	15.02
	Vert %	6.05	7.24	7.66	6.43	5.42
	Index	100	120	127	106	89
Political Activists	Unwgted	1466	108	52	144	147
	Weighted (000)	6647	315	249	590	772
	Horz %	100.00	4.73	3.75	8.88	11.62
	Vert %	2.70	4.08	6.94	4.34	1.87
	Index	100	151	257	161	69

Political

		Adults 18+	All News	All Talk	Alternative	CHR
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	26810	1776	569	1721	3703
	Weighted (000)	128936	5419	2589	8201	18623
	Horz %	100.00	4.20	2.01	6.36	14.44
	Vert %	52.31	70.28	72.03	60.23	45.01
	Index	100	134	138	115	86
Written or called any politician at the state, local, or national level	Unwgt'd	4968	371	157	458	520
	Weighted (000)	22665	1079	641	2077	2415
	Horz %	100.00	4.76	2.83	9.16	10.66
	Vert %	9.20	13.99	17.83	15.25	5.84
	Index	100	152	194	166	63
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show				*		
	Unwgt'd	1174	89	40	105	104
	Weighted (000)	5182	214	170	442	476
	Horz %	100.00	4.13	3.28	8.52	9.19
	Vert %	2.10	2.78	4.72	3.24	1.15
Written something that has been published	Index	100	132	225	154	55
				*		
	Unwgt'd	1232	89	34	110	157
	Weighted (000)	5834	281	194	513	886
	Horz %	100.00	4.81	3.33	8.79	15.19
Written an article for a magazine or newspaper	Vert %	2.37	3.64	5.41	3.77	2.14
	Index	100	154	229	159	91
				*	*	*
	Unwgt'd	574	44	11	49	70
	Weighted (000)	2730	135	78	306	391
Attended a political rally, speech, or organized protest of any kind	Horz %	100.00	4.94	2.86	11.21	14.31
	Vert %	1.11	1.75	2.18	2.25	0.94
	Index	100	158	196	203	85
	Unwgt'd	2988	189	81	309	431
	Weighted (000)	14462	601	408	1705	2254
Attended a public meeting on town or school affairs	Horz %	100.00	4.16	2.82	11.79	15.59
	Vert %	5.87	7.80	11.35	12.52	5.45
	Index	100	133	193	213	93
	Unwgt'd	6182	395	136	472	1138
	Weighted (000)	29226	1219	548	2293	5495
Held or run for political office	Horz %	100.00	4.17	1.88	7.84	18.80
	Vert %	11.86	15.82	15.25	16.84	13.28
	Index	100	133	129	142	112
				*	*	*
	Unwgt'd	192	12	7	10	18
Served on a committee for some local organization	Weighted (000)	1014	38	36	35	77
	Horz %	100.00	3.73	3.59	3.45	7.62
	Vert %	0.41	0.49	1.01	0.26	0.19
	Index	100	119	246	62	45
	Unwgt'd	3095	185	80	219	386
	Weighted (000)	14615	524	375	1051	1936
	Horz %	100.00	3.59	2.57	7.19	13.25
	Vert %	5.93	6.80	10.44	7.72	4.68
	Index	100	115	176	130	79

Political

		Adults 18+	All News	All Talk	Alternative	CHR
Served as an officer for some club or organization	Unwgt'd	2580	195	67	171	321
	Weighted (000)	12106	510	297	815	1606
	Horz %	100.00	4.21	2.45	6.73	13.26
	Vert %	4.91	6.62	8.26	5.99	3.88
	Index	100	135	168	122	79
Signed a petition	Unwgt'd	9420	561	214	838	1516
	Weighted (000)	46451	1750	1043	4095	7857
	Horz %	100.00	3.77	2.24	8.82	16.91
	Vert %	18.85	22.69	29.01	30.07	18.99
	Index	100	120	154	160	101
Worked for a political party				*		
	Unwgt'd	904	69	39	62	89
	Weighted (000)	4384	220	233	267	515
	Horz %	100.00	5.02	5.32	6.08	11.74
	Vert %	1.78	2.85	6.49	1.96	1.24
	Index	100	160	365	110	70
Made a speech	Unwgt'd	2326	159	50	197	352
	Weighted (000)	10978	421	261	1025	1778
	Horz %	100.00	3.84	2.37	9.34	16.20
	Vert %	4.45	5.46	7.25	7.53	4.30
	Index	100	123	163	169	96
Been an active member of any group that tries to influence public policy or government				*		
	Unwgt'd	1889	138	48	171	199
	Weighted (000)	8566	431	229	725	968
	Horz %	100.00	5.03	2.68	8.46	11.31
	Vert %	3.48	5.59	6.38	5.32	2.34
	Index	100	161	184	153	67
Participated in environmental groups/causes				*		
	Unwgt'd	1867	117	31	194	258
	Weighted (000)	8515	280	152	985	1158
	Horz %	100.00	3.29	1.79	11.56	13.60
	Vert %	3.45	3.64	4.23	7.23	2.80
	Index	100	105	122	209	81
Engaged in fund raising	Unwgt'd	7779	445	150	609	1445
	Weighted (000)	37593	1334	782	3067	7541
	Horz %	100.00	3.55	2.08	8.16	20.06
	Vert %	15.25	17.30	21.76	22.52	18.23
	Index	100	113	143	148	119
Recycled products	Unwgt'd	29120	1981	522	2044	4830
	Weighted (000)	139799	6005	2378	9660	24368
	Horz %	100.00	4.30	1.70	6.91	17.43
	Vert %	56.72	77.88	66.17	70.95	58.90
	Index	100	137	117	125	104
Any activity	Unwgt'd	39266	2316	711	2475	6226
	Weighted (000)	193277	7182	3297	12019	32272
	Horz %	100.00	3.72	1.71	6.22	16.70
	Vert %	78.42	93.15	91.72	88.26	78.00
	Index	100	119	117	113	99

Political

		Adults 18+	All News	All Talk	Alternative	CHR
Contributions: Political	Unwgted	2694	210	93	181	257
	Weighted (000)	12409	620	323	755	1240
	Horz %	100.00	4.99	2.61	6.09	9.99
	Vert %	5.03	8.04	9.00	5.55	3.00
	Index	100	160	179	110	60
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8449	548	212	538	1219
	Weighted (000)	41483	1566	974	2668	6642
	Horz %	100.00	3.78	2.35	6.43	16.01
	Vert %	16.83	20.31	27.11	19.59	16.05
	Index	100	121	161	116	95
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5751	337	125	341	846
	Weighted (000)	28421	1003	601	1653	4442
	Horz %	100.00	3.53	2.12	5.82	15.63
	Vert %	11.53	13.01	16.73	12.14	10.74
	Index	100	113	145	105	93
Politics Super Influential Consumers				*		
	Unwgted	1287	91	31	88	206
	Weighted (000)	6043	269	173	424	1009
	Horz %	100.00	4.45	2.86	7.01	16.69
	Vert %	2.45	3.49	4.80	3.11	2.44
Index	100	142	196	127	99	
Politics Category Influential Consumers	Unwgted	2654	193	74	195	379
	Weighted (000)	12392	531	349	918	1849
	Horz %	100.00	4.28	2.82	7.41	14.92
	Vert %	5.03	6.88	9.72	6.74	4.47
	Index	100	137	193	134	89

Political

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Adults 18+	Unwgted	48098	2807	3288	1260	7323
	Weighted (000)	246466	13750	16688	5044	43626
	Horz %	100.00	5.58	6.77	2.05	17.70
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14989	719	759	502	1474
	Weighted (000)	73114	3554	3790	2058	8733
	Horz %	100.00	4.86	5.18	2.82	11.94
	Vert %	29.66	25.85	22.71	40.80	20.02
	Index	100	87	77	138	67
Republican	Unwgted	12114	881	1008	268	2613
	Weighted (000)	63260	4268	4964	1035	15752
	Horz %	100.00	6.75	7.85	1.64	24.90
	Vert %	25.67	31.04	29.75	20.52	36.11
	Index	100	121	116	80	141
Other party			*		*	
	Unwgted	629	41	56	18	82
	Weighted (000)	3094	173	278	57	473
	Horz %	100.00	5.58	8.98	1.84	15.30
	Vert %	1.26	1.26	1.67	1.13	1.09
	Index	100	100	133	90	86
Independent/No party affiliation	Unwgted	18583	1108	1376	434	2941
	Weighted (000)	97105	5470	7172	1745	17478
	Horz %	100.00	5.63	7.39	1.80	18.00
	Vert %	39.40	39.78	42.98	34.60	40.06
	Index	100	101	109	88	102
Political Outlook: Very Conservative	Unwgted	7507	395	419	142	1205
	Weighted (000)	40242	2034	2342	698	7654
	Horz %	100.00	5.05	5.82	1.73	19.02
	Vert %	16.33	14.79	14.03	13.84	17.54
	Index	100	91	86	85	107
Somewhat Conservative	Unwgted	10274	703	806	238	1959
	Weighted (000)	53482	3333	3769	892	11405
	Horz %	100.00	6.23	7.05	1.67	21.33
	Vert %	21.70	24.24	22.59	17.68	26.14
	Index	100	112	104	81	120
Middle of the Road	Unwgted	16231	1042	1263	328	2763
	Weighted (000)	83282	5152	6474	1183	16469
	Horz %	100.00	6.19	7.77	1.42	19.77
	Vert %	33.79	37.47	38.80	23.45	37.75
	Index	100	111	115	69	112

Political

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Somewhat Liberal	Unwgted	6748	372	409	285	683
	Weighted (000)	31588	1794	2013	1222	3747
	Horz %	100.00	5.68	6.37	3.87	11.86
	Vert %	12.82	13.04	12.06	24.22	8.59
	Index	100	102	94	189	67
Very Liberal	Unwgted	4353	174	233	216	305
	Weighted (000)	20855	773	1231	883	1842
	Horz %	100.00	3.71	5.90	4.23	8.83
	Vert %	8.46	5.63	7.38	17.51	4.22
	Index	100	66	87	207	50
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always	Unwgted	26936	1710	1950	917	3979
	Weighted (000)	132708	8217	9432	3551	23263
	Horz %	100.00	6.19	7.11	2.68	17.53
	Vert %	53.84	59.76	56.52	70.40	53.32
	Index	100	111	105	131	99
National Elections Sometimes	Unwgted	4883	325	381	94	873
	Weighted (000)	24837	1616	2119	384	5176
	Horz %	100.00	6.51	8.53	1.55	20.84
	Vert %	10.08	11.76	12.70	7.62	11.86
	Index	100	117	126	76	118
National Elections Never					*	
	Unwgted	3259	187	240	47	569
	Weighted (000)	18033	932	1317	220	3626
	Horz %	100.00	5.17	7.30	1.22	20.11
	Index	100	93	108	60	114
Voting Frequency: Statewide Elections Always	Unwgted	17272	1114	1243	677	2396
	Weighted (000)	84332	5342	6033	2659	14184
	Horz %	100.00	6.33	7.15	3.15	16.82
	Vert %	34.22	38.85	36.15	52.70	32.51
	Index	100	114	106	154	95
Statewide Elections Sometimes	Unwgted	9693	638	763	229	1698
	Weighted (000)	48759	2952	3851	930	9845
	Horz %	100.00	6.05	7.90	1.91	20.19
	Vert %	19.78	21.47	23.08	18.44	22.57
	Index	100	109	117	93	114
Statewide Elections Never	Unwgted	4739	275	333	76	820
	Weighted (000)	25851	1448	1878	332	5138
	Horz %	100.00	5.60	7.27	1.28	19.88
	Vert %	10.49	10.53	11.26	6.58	11.78
	Index	100	100	107	63	112

Political

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Voting Frequency: Local Elections Always	Unwgted	14568	917	1024	554	2015
	Weighted (000)	71812	4381	5132	2220	11983
	Horz %	100.00	6.10	7.15	3.09	16.69
	Vert %	29.14	31.86	30.76	44.00	27.47
	Index	100	109	106	151	94
Local Elections Sometimes	Unwgted	11348	755	912	330	1949
	Weighted (000)	56692	3676	4554	1280	11431
	Horz %	100.00	6.48	8.03	2.26	20.16
	Vert %	23.00	26.74	27.29	25.38	26.20
	Index	100	116	119	110	114
Local Elections Never	Unwgted	5876	350	411	98	997
	Weighted (000)	31360	1710	2193	448	6090
	Horz %	100.00	5.45	6.99	1.43	19.42
	Vert %	12.72	12.44	13.14	8.87	13.96
	Index	100	98	103	70	110
Civic/Political Engagement Segments: Passive Civics	Unwgted	18904	960	1171	270	3044
	Weighted (000)	105053	4947	6492	1165	19082
	Horz %	100.00	4.71	6.18	1.11	18.16
	Vert %	42.62	35.98	38.91	23.10	43.74
	Index	100	84	91	54	103
Strictly Voters	Unwgted	15015	934	1063	402	2271
	Weighted (000)	72574	4330	4980	1474	12880
	Horz %	100.00	5.97	6.86	2.03	17.75
	Vert %	29.45	31.49	29.84	29.21	29.52
	Index	100	107	101	99	100
Vote and Sign	Unwgted	8299	555	670	317	1187
	Weighted (000)	41162	2713	3486	1291	7058
	Horz %	100.00	6.59	8.47	3.14	17.15
	Vert %	16.70	19.73	20.89	25.59	16.18
	Index	100	118	125	153	97
Civic Advocates	Unwgted	1312	75	60	60	139
	Weighted (000)	6107	388	281	250	780
	Horz %	100.00	6.36	4.60	4.10	12.77
	Vert %	2.48	2.82	1.69	4.96	1.79
	Index	100	114	68	200	72
Local Participants	Unwgted	3102	194	215	129	543
	Weighted (000)	14922	989	974	511	3073
	Horz %	100.00	6.63	6.53	3.42	20.60
	Vert %	6.05	7.19	5.84	10.12	7.04
	Index	100	119	96	167	116
Political Activists	Unwgted	1466	89	109	82	139
	Weighted (000)	6647	382	473	354	752
	Horz %	100.00	5.75	7.12	5.33	11.31
	Vert %	2.70	2.78	2.84	7.02	1.72
	Index	100	103	105	260	64

Political

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Public Activities: Voted in Federal, State, or Local Election	Unwgted	26810	1714	1953	924	3928
	Weighted (000)	128936	8028	9368	3612	22421
	Horz %	100.00	6.23	7.27	2.80	17.39
	Vert %	52.31	58.39	56.14	71.61	51.39
	Index	100	112	107	137	98
Written or called any politician at the state, local, or national level	Unwgted	4968	319	366	266	578
	Weighted (000)	22665	1414	1707	1083	3132
	Horz %	100.00	6.24	7.53	4.78	13.82
	Vert %	9.20	10.28	10.23	21.46	7.18
	Index	100	112	111	233	78
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1174	79	79	83	163
	Weighted (000)	5182	286	340	331	981
	Horz %	100.00	5.52	6.56	6.40	18.93
	Vert %	2.10	2.08	2.04	6.57	2.25
	Index	100	99	97	312	107
Written something that has been published	Unwgted	1232	79	66	61	121
	Weighted (000)	5834	397	325	257	688
	Horz %	100.00	6.80	5.57	4.41	11.79
	Vert %	2.37	2.89	1.95	5.10	1.58
	Index	100	122	82	215	67
Written an article for a magazine or newspaper	Unwgted	574	28	31	27	57
	Weighted (000)	2730	122	133	104	366
	Horz %	100.00	4.47	4.87	3.81	13.41
	Vert %	1.11	0.89	0.80	2.06	0.84
	Index	100	80	72	186	76
Attended a political rally, speech, or organized protest of any kind	Unwgted	2988	172	199	134	313
	Weighted (000)	14462	755	909	668	1725
	Horz %	100.00	5.22	6.28	4.62	11.93
	Vert %	5.87	5.49	5.45	13.25	3.95
	Index	100	94	93	226	67
Attended a public meeting on town or school affairs	Unwgted	6182	414	444	210	968
	Weighted (000)	29226	2022	2166	831	5372
	Horz %	100.00	6.92	7.41	2.84	18.38
	Vert %	11.86	14.71	12.98	16.47	12.31
	Index	100	124	109	139	104
Held or run for political office	Unwgted	192	21	21	6	41
	Weighted (000)	1014	98	123	27	281
	Horz %	100.00	9.62	12.15	2.62	27.68
	Vert %	0.41	0.71	0.74	0.53	0.64
	Index	100	172	179	128	156
Served on a committee for some local organization	Unwgted	3095	180	196	139	468
	Weighted (000)	14615	880	918	558	2564
	Horz %	100.00	6.02	6.28	3.82	17.55
	Vert %	5.93	6.40	5.50	11.06	5.88
	Index	100	108	93	187	99



Political

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Served as an officer for some club or organization	Unwgted	2580	162	184	125	401
	Weighted (000)	12106	783	733	559	2188
	Horz %	100.00	6.47	6.06	4.62	18.07
	Vert %	4.91	5.69	4.39	11.08	5.02
	Index	100	116	89	226	102
Signed a petition	Unwgted	9420	609	718	409	1249
	Weighted (000)	46451	2979	3659	1755	7421
	Horz %	100.00	6.41	7.88	3.78	15.98
	Vert %	18.85	21.66	21.92	34.79	17.01
	Index	100	115	116	185	90
Worked for a political party			*		*	
	Unwgted	904	49	67	38	99
	Weighted (000)	4384	250	311	162	590
	Horz %	100.00	5.71	7.10	3.69	13.46
	Index	100	102	105	180	76
Made a speech	Unwgted	2326	146	149	95	321
	Weighted (000)	10978	665	738	368	1831
	Horz %	100.00	6.06	6.73	3.35	16.68
	Vert %	4.45	4.84	4.42	7.30	4.20
	Index	100	109	99	164	94
Been an active member of any group that tries to influence public policy or government	Unwgted	1889	119	141	109	195
	Weighted (000)	8566	548	696	459	1011
	Horz %	100.00	6.40	8.13	5.36	11.80
	Vert %	3.48	3.99	4.17	9.10	2.32
	Index	100	115	120	262	67
Participated in environmental groups/causes	Unwgted	1867	91	125	146	189
	Weighted (000)	8515	399	663	568	956
	Horz %	100.00	4.68	7.78	6.67	11.22
	Vert %	3.45	2.90	3.97	11.26	2.19
	Index	100	84	115	326	63
Engaged in fund raising	Unwgted	7779	487	567	256	1251
	Weighted (000)	37593	2305	2981	1068	7227
	Horz %	100.00	6.13	7.93	2.84	19.23
	Vert %	15.25	16.76	17.86	21.17	16.57
	Index	100	110	117	139	109
Recycled products	Unwgted	29120	1860	2216	975	4049
	Weighted (000)	139799	8964	10763	3694	22615
	Horz %	100.00	6.41	7.70	2.64	16.18
	Vert %	56.72	65.20	64.50	73.23	51.84
	Index	100	115	114	129	91
Any activity	Unwgted	39266	2414	2820	1160	5754
	Weighted (000)	193277	11654	13870	4471	33131
	Horz %	100.00	6.03	7.18	2.31	17.14
	Vert %	78.42	84.76	83.11	88.62	75.94
	Index	100	108	106	113	97

Political

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Contributions: Political	Unwgted	2694	145	162	151	283
	Weighted (000)	12409	669	706	625	1598
	Horz %	100.00	5.39	5.69	5.04	12.88
	Vert %	5.03	4.86	4.23	12.39	3.66
	Index	100	97	84	246	73
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8449	474	579	308	1019
	Weighted (000)	41483	2421	2702	1279	5968
	Horz %	100.00	5.84	6.51	3.08	14.39
	Vert %	16.83	17.61	16.19	25.35	13.68
	Index	100	105	96	151	81
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5751	323	383	190	766
	Weighted (000)	28421	1716	1850	752	4398
	Horz %	100.00	6.04	6.51	2.65	15.47
	Vert %	11.53	12.48	11.09	14.91	10.08
	Index	100	108	96	129	87
Politics Super Influential Consumers					*	
	Unwgted	1287	73	91	48	156
	Weighted (000)	6043	385	445	193	784
	Horz %	100.00	6.36	7.36	3.20	12.97
	Vert %	2.45	2.80	2.67	3.83	1.80
Index	100	114	109	156	73	
Politics Category Influential Consumers	Unwgted	2654	162	183	106	302
	Weighted (000)	12392	850	822	441	1620
	Horz %	100.00	6.86	6.63	3.56	13.07
	Vert %	5.03	6.18	4.93	8.74	3.71
	Index	100	123	98	174	74

Political

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
Adults 18+	Unwgt'd	48098	305	470	2705	3408
	Weighted (000)	246466	1118	2714	15712	17326
	Horz %	100.00	0.45	1.10	6.38	7.03
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	14989	105	290	875	1006
	Weighted (000)	73114	409	1627	5068	4795
	Horz %	100.00	0.56	2.23	6.93	6.56
	Vert %	29.66	36.61	59.94	32.26	27.68
	Index	100	123	202	109	93
Republican			*			
	Unwgt'd	12114	37	71	282	865
	Weighted (000)	63260	117	549	1527	4563
	Horz %	100.00	0.18	0.87	2.41	7.21
	Vert %	25.67	10.47	20.23	9.72	26.34
Other party	Index	100	41	79	38	103
			*	*	*	*
	Unwgt'd	629	2	4	19	43
	Weighted (000)	3094	16	13	90	228
	Horz %	100.00	0.50	0.41	2.91	7.37
Independent/No party affiliation	Vert %	1.26	1.39	0.46	0.57	1.32
	Index	100	111	37	46	105
	Unwgt'd	18583	141	92	1341	1392
	Weighted (000)	97105	494	470	7785	7278
	Horz %	100.00	0.51	0.48	8.02	7.50
Political Outlook: Very Conservative	Vert %	39.40	44.17	17.31	49.54	42.01
	Index	100	112	44	126	107
	Unwgt'd	7507	36	128	560	297
	Weighted (000)	40242	135	856	3304	1632
	Horz %	100.00	0.33	2.13	8.21	4.06
Somewhat Conservative	Vert %	16.33	12.05	31.54	21.03	9.42
	Index	100	74	193	129	58
	Unwgt'd	10274	56	92	585	751
	Weighted (000)	53482	192	486	3604	3798
	Horz %	100.00	0.36	0.91	6.74	7.10
Middle of the Road	Vert %	21.70	17.19	17.91	22.94	21.92
	Index	100	79	83	106	101
	Unwgt'd	16231	99	146	771	1318
	Weighted (000)	83282	398	891	4382	6774
	Horz %	100.00	0.48	1.07	5.26	8.13
	Vert %	33.79	35.63	32.82	27.89	39.10
	Index	100	105	97	83	116

Political

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
Somewhat Liberal						
	Unwgted	6748	58	51	327	580
	Weighted (000)	31588	165	253	1811	2779
	Horz %	100.00	0.52	0.80	5.73	8.80
	Vert %	12.82	14.73	9.33	11.52	16.04
Index	100	115	73	90	125	
Very Liberal			*	*		
	Unwgted	4353	32	28	196	294
	Weighted (000)	20855	110	121	996	1479
	Horz %	100.00	0.53	0.58	4.78	7.09
	Vert %	8.46	9.87	4.47	6.34	8.54
Index	100	117	53	75	101	
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
Index	0	0	0	0	0	
Voting Frequency: National Elections Always						
	Unwgted	26936	130	252	863	1938
	Weighted (000)	132708	503	1359	4790	9679
	Horz %	100.00	0.38	1.02	3.61	7.29
	Vert %	53.84	44.99	50.05	30.48	55.86
Index	100	84	93	57	104	
National Elections Sometimes			*	*		
	Unwgted	4883	39	38	234	409
	Weighted (000)	24837	104	262	1392	1965
	Horz %	100.00	0.42	1.06	5.60	7.91
	Vert %	10.08	9.27	9.65	8.86	11.34
Index	100	92	96	88	113	
National Elections Never			*	*		
	Unwgted	3259	26	19	250	245
	Weighted (000)	18033	97	99	1459	1321
	Horz %	100.00	0.54	0.55	8.09	7.32
	Vert %	7.32	8.68	3.66	9.29	7.62
Index	100	119	50	127	104	
Voting Frequency: Statewide Elections Always						
	Unwgted	17272	90	178	481	1119
	Weighted (000)	84332	285	964	2598	5560
	Horz %	100.00	0.34	1.14	3.08	6.59
	Vert %	34.22	25.46	35.53	16.53	32.09
Index	100	74	104	48	94	
Statewide Elections Sometimes						
	Unwgted	9693	54	70	335	866
	Weighted (000)	48759	258	418	1897	4258
	Horz %	100.00	0.53	0.86	3.89	8.73
	Vert %	19.78	23.08	15.38	12.08	24.58
Index	100	117	78	61	124	
Statewide Elections Never			*	*		
	Unwgted	4739	30	22	282	395
	Weighted (000)	25851	83	120	1715	2136
	Horz %	100.00	0.32	0.46	6.63	8.26
	Vert %	10.49	7.44	4.41	10.91	12.33
Index	100	71	42	104	118	

Political

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
Voting Frequency: Local Elections Always	Unwgted	14568	82	176	389	920
	Weighted (000)	71812	286	969	2169	4583
	Horz %	100.00	0.40	1.35	3.02	6.38
	Vert %	29.14	25.59	35.71	13.81	26.45
	Index	100	88	123	47	91
Local Elections Sometimes	Unwgted	11348	61	78	382	958
	Weighted (000)	56692	258	455	2075	4776
	Horz %	100.00	0.45	0.80	3.66	8.42
	Vert %	23.00	23.06	16.77	13.21	27.57
	Index	100	100	73	57	120
Local Elections Never			*	*		
	Unwgted	5876	32	31	339	492
	Weighted (000)	31360	86	140	2089	2599
	Horz %	100.00	0.27	0.44	6.66	8.29
	Index	100	60	40	104	118
Civic/Political Engagement Segments: Passive Civics	Unwgted	18904	149	147	1740	1237
	Weighted (000)	105053	549	885	10599	6727
	Horz %	100.00	0.52	0.84	10.09	6.40
	Vert %	42.62	49.12	32.59	67.46	38.83
	Index	100	115	76	158	91
Strictly Voters	Unwgted	15015	96	176	659	982
	Weighted (000)	72574	369	1034	3647	4737
	Horz %	100.00	0.51	1.42	5.03	6.53
	Vert %	29.45	33.01	38.09	23.21	27.34
	Index	100	112	129	79	93
Vote and Sign			*	*	*	
	Unwgted	8299	31	82	187	711
	Weighted (000)	41162	90	494	845	3496
	Horz %	100.00	0.22	1.20	2.05	8.49
	Index	100	48	109	32	121
Civic Advocates			*	*	*	
	Unwgted	1312	8	8	33	106
	Weighted (000)	6107	22	37	211	490
	Horz %	100.00	0.35	0.61	3.45	8.02
	Index	100	78	55	54	114
Local Participants			*	*	*	
	Unwgted	3102	14	46	57	277
	Weighted (000)	14922	57	213	235	1390
	Horz %	100.00	0.38	1.43	1.57	9.32
	Index	100	84	130	25	133
Political Activists			*	*	*	
	Unwgted	1466	7	11	29	95
	Weighted (000)	6647	31	51	175	485
	Horz %	100.00	0.46	0.77	2.64	7.30
	Index	100	102	70	41	104

Political

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
Public Activities: Voted in Federal, State, or Local Election	Unwgted	26810	144	297	880	1977
	Weighted (000)	128936	528	1662	4627	9663
	Horz %	100.00	0.41	1.29	3.59	7.49
	Vert %	52.31	47.24	61.24	29.45	55.78
	Index	100	90	117	56	107
Written or called any politician at the state, local, or national level			*	*		
	Unwgted	4968	18	34	66	359
	Weighted (000)	22665	68	203	315	1668
	Horz %	100.00	0.30	0.90	1.39	7.36
	Vert %	9.20	6.13	7.49	2.01	9.63
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*	*	*	
	Unwgted	1174	6	8	15	68
	Weighted (000)	5182	21	29	57	406
	Horz %	100.00	0.40	0.56	1.10	7.83
	Vert %	2.10	1.84	1.08	0.36	2.34
Written something that has been published			*	*	*	
	Unwgted	1232	3	6	24	87
	Weighted (000)	5834	12	30	145	391
	Horz %	100.00	0.21	0.52	2.49	6.70
	Vert %	2.37	1.10	1.12	0.93	2.25
Written an article for a magazine or newspaper			*	*	*	*
	Unwgted	574	7	6	13	44
	Weighted (000)	2730	16	16	74	221
	Horz %	100.00	0.60	0.60	2.69	8.10
	Vert %	1.11	1.48	0.61	0.47	1.28
Attended a political rally, speech, or organized protest of any kind			*	*		
	Unwgted	2988	14	33	60	236
	Weighted (000)	14462	43	183	325	1194
	Horz %	100.00	0.30	1.27	2.25	8.26
	Vert %	5.87	3.84	6.76	2.07	6.89
Attended a public meeting on town or school affairs			*			
	Unwgted	6182	38	78	230	581
	Weighted (000)	29226	152	422	1129	2628
	Horz %	100.00	0.52	1.44	3.86	8.99
	Vert %	11.86	13.61	15.55	7.19	15.17
Held or run for political office			*	*	*	*
	Unwgted	192	1	0	5	10
	Weighted (000)	1014	2	0	12	63
	Horz %	100.00	0.15	0.00	1.19	6.17
	Vert %	0.41	0.14	0.00	0.08	0.36
Served on a committee for some local organization			*	*	*	
	Unwgted	3095	12	41	48	249
	Weighted (000)	14615	31	190	232	1247
	Horz %	100.00	0.21	1.30	1.59	8.53
	Vert %	5.93	2.79	7.01	1.48	7.20
	Index	100	47	118	25	121



Political

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
				*	*	
Contributions: Political	Unwgted	2694	21	16	71	173
	Weighted (000)	12409	52	82	400	740
	Horz %	100.00	0.42	0.66	3.23	5.97
	Vert %	5.03	4.64	3.02	2.55	4.27
	Index	100	92	60	51	85
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8449	51	74	384	546
	Weighted (000)	41483	145	390	2085	2603
	Horz %	100.00	0.35	0.94	5.03	6.27
	Vert %	16.83	12.94	14.37	13.27	15.02
	Index	100	77	85	79	89
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5751	44	65	320	375
	Weighted (000)	28421	146	344	1872	1736
	Horz %	100.00	0.52	1.21	6.59	6.11
	Vert %	11.53	13.10	12.68	11.92	10.02
	Index	100	114	110	103	87
Politics Super Influential Consumers	Unwgted	1287	6	10	35	108
	Weighted (000)	6043	23	36	167	483
	Horz %	100.00	0.37	0.59	2.76	7.99
	Vert %	2.45	2.02	1.32	1.06	2.79
	Index	100	82	54	43	114
Politics Category Influential Consumers	Unwgted	2654	16	17	87	202
	Weighted (000)	12392	58	79	393	848
	Horz %	100.00	0.47	0.63	3.17	6.84
	Vert %	5.03	5.22	2.89	2.50	4.89
	Index	100	104	58	50	97



Political

		Adults 18+	Jazz	Mexican/Tejano/Ran chera (subset of "Hispanic")	News/Talk	Oldies
Adults 18+	Unwgt'd	48098	617	1163	5487	1245
	Weighted (000)	246466	2563	7100	23284	6403
	Horz %	100.00	1.04	2.88	9.45	2.60
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	14989	317	319	1531	387
	Weighted (000)	73114	1368	2145	6325	1939
	Horz %	100.00	1.87	2.93	8.65	2.65
	Vert %	29.66	53.38	30.21	27.17	30.28
	Index	100	180	102	92	102
Republican	Unwgt'd	12114	76	71	1953	343
	Weighted (000)	63260	288	406	8744	1770
	Horz %	100.00	0.45	0.64	13.82	2.80
	Vert %	25.67	11.22	5.72	37.55	27.64
	Index	100	44	22	146	108
Other party			*	*		*
	Unwgt'd	629	12	12	88	12
	Weighted (000)	3094	41	56	371	54
	Horz %	100.00	1.34	1.81	12.00	1.74
	Index	100	129	63	127	67
Independent/No party affiliation	Unwgt'd	18583	197	662	1785	465
	Weighted (000)	97105	811	3852	7329	2424
	Horz %	100.00	0.84	3.97	7.55	2.50
	Vert %	39.40	31.65	54.25	31.48	37.86
	Index	100	80	138	80	96
Political Outlook: Very Conservative	Unwgt'd	7507	58	196	1163	210
	Weighted (000)	40242	275	1189	5348	1240
	Horz %	100.00	0.68	2.96	13.29	3.08
	Vert %	16.33	10.74	16.75	22.97	19.36
	Index	100	66	103	141	119
Somewhat Conservative	Unwgt'd	10274	104	275	1319	293
	Weighted (000)	53482	381	1850	5930	1427
	Horz %	100.00	0.71	3.46	11.09	2.67
	Vert %	21.70	14.86	26.05	25.47	22.29
	Index	100	68	120	117	103
Middle of the Road	Unwgt'd	16231	167	367	1426	437
	Weighted (000)	83282	760	2181	5728	2167
	Horz %	100.00	0.91	2.62	6.88	2.60
	Vert %	33.79	29.66	30.73	24.60	33.84
	Index	100	88	91	73	100

Political

		Adults 18+	Jazz	Mexican/Tejano/Ran chera (subset of "Hispanic")	News/Talk	Oldies
Somewhat Liberal	Unwgted	6748	157	135	824	167
	Weighted (000)	31588	635	773	3179	862
	Horz %	100.00	2.01	2.45	10.06	2.73
	Vert %	12.82	24.78	10.89	13.65	13.46
	Index	100	193	85	107	105
Very Liberal	Unwgted	4353	110	59	597	73
	Weighted (000)	20855	445	307	2423	335
	Horz %	100.00	2.14	1.47	11.62	1.60
	Vert %	8.46	17.38	4.32	10.41	5.22
	Index	100	205	51	123	62
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always	Unwgted	26936	414	302	4025	718
	Weighted (000)	132708	1605	1851	17113	3639
	Horz %	100.00	1.21	1.39	12.90	2.74
	Vert %	53.84	62.65	26.07	73.50	56.83
	Index	100	116	48	136	106
National Elections Sometimes	Unwgted	4883	54	103	427	123
	Weighted (000)	24837	274	620	1796	580
	Horz %	100.00	1.10	2.50	7.23	2.34
	Vert %	10.08	10.70	8.73	7.72	9.06
	Index	100	106	87	77	90
National Elections Never			*			
	Unwgted	3259	26	123	214	73
	Weighted (000)	18033	103	682	897	351
	Horz %	100.00	0.57	3.78	4.97	1.95
	Index	100	55	131	53	75
Voting Frequency: Statewide Elections Always	Unwgted	17272	300	181	2883	487
	Weighted (000)	84332	1228	1039	12252	2373
	Horz %	100.00	1.46	1.23	14.53	2.81
	Vert %	34.22	47.92	14.63	52.62	37.06
	Index	100	140	43	154	108
Statewide Elections Sometimes	Unwgted	9693	110	131	1129	242
	Weighted (000)	48759	404	763	4728	1241
	Horz %	100.00	0.83	1.57	9.70	2.54
	Vert %	19.78	15.78	10.75	20.31	19.37
	Index	100	80	54	103	98
Statewide Elections Never			*			
	Unwgted	4739	49	138	339	93
	Weighted (000)	25851	207	848	1506	468
	Horz %	100.00	0.80	3.28	5.83	1.81
	Index	100	77	114	62	70

Political

		Adults 18+	Jazz	Mexican/Tejano/Ran chera (subset of "Hispanic")	News/Talk	Oldies
Voting Frequency: Local Elections Always	Unwgted	14568	261	144	2362	433
	Weighted (000)	71812	1089	845	10198	2026
	Horz %	100.00	1.52	1.18	14.20	2.82
	Vert %	29.14	42.49	11.90	43.80	31.63
	Index	100	146	41	150	109
Local Elections Sometimes	Unwgted	11348	138	158	1481	272
	Weighted (000)	56692	540	875	6199	1516
	Horz %	100.00	0.95	1.54	10.93	2.67
	Vert %	23.00	21.08	12.32	26.62	23.67
	Index	100	92	54	116	103
Local Elections Never	Unwgted	5876	59	155	473	124
	Weighted (000)	31360	226	959	2040	621
	Horz %	100.00	0.72	3.06	6.51	1.98
	Vert %	12.72	8.82	13.51	8.76	9.70
	Index	100	69	106	69	76
Civic/Political Engagement Segments: Passive Civics	Unwgted	18904	128	859	1150	421
	Weighted (000)	105053	554	5374	5214	2485
	Horz %	100.00	0.53	5.12	4.96	2.37
	Vert %	42.62	21.61	75.69	22.39	38.81
	Index	100	51	178	53	91
Strictly Voters	Unwgted	15015	188	205	1931	440
	Weighted (000)	72574	720	1233	7801	2052
	Horz %	100.00	0.99	1.70	10.75	2.83
	Vert %	29.45	28.10	17.37	33.50	32.04
	Index	100	95	59	114	109
Vote and Sign	Unwgted	8299	144	60	1322	230
	Weighted (000)	41162	608	285	5712	1100
	Horz %	100.00	1.48	0.69	13.88	2.67
	Vert %	16.70	23.72	4.01	24.53	17.18
	Index	100	142	24	147	103
Civic Advocates			*	*		*
	Unwgted	1312	27	17	248	25
	Weighted (000)	6107	107	106	1024	120
	Horz %	100.00	1.75	1.73	16.76	1.97
	Vert %	2.48	4.17	1.49	4.40	1.88
Local Participants				*		*
	Unwgted	3102	72	15	483	84
	Weighted (000)	14922	308	62	2089	412
	Horz %	100.00	2.06	0.41	14.00	2.76
	Vert %	6.05	12.02	0.87	8.97	6.43
Political Activists				*		*
	Unwgted	1466	58	7	353	45
	Weighted (000)	6647	266	41	1444	234
	Horz %	100.00	4.00	0.61	21.72	3.52
	Vert %	2.70	10.38	0.57	6.20	3.65
	Index	100	385	21	230	135

Political

		Adults 18+	Jazz	Mexican/Tejano/Ran chera (subset of "Hispanic")	News/Talk	Oldies
Public Activities: Voted in Federal, State,or Local Election	Unwgt'd	26810	454	273	4097	764
	Weighted (000)	128936	1866	1547	17047	3510
	Horz %	100.00	1.45	1.20	13.22	2.72
	Vert %	52.31	72.83	21.79	73.21	54.82
	Index	100	139	42	140	105
Written or called any politician at the state,local, or national level				*		
	Unwgt'd	4968	133	21	1118	130
	Weighted (000)	22665	547	136	4476	601
	Horz %	100.00	2.41	0.60	19.75	2.65
	Vert %	9.20	21.36	1.92	19.22	9.39
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*	*		*
	Unwgt'd	1174	40	6	306	35
	Weighted (000)	5182	163	21	1117	139
	Horz %	100.00	3.14	0.41	21.56	2.69
	Vert %	2.10	6.35	0.30	4.80	2.18
Written something that has been published			*	*		*
	Unwgt'd	1232	26	13	247	26
	Weighted (000)	5834	105	91	1046	153
	Horz %	100.00	1.79	1.55	17.93	2.62
	Vert %	2.37	4.08	1.28	4.49	2.39
Written an article for a magazine or newspaper			*	*		*
	Unwgt'd	574	10	6	116	10
	Weighted (000)	2730	33	20	455	40
	Horz %	100.00	1.22	0.72	16.68	1.45
	Vert %	1.11	1.30	0.28	1.96	0.62
Attended a political rally, speech, or organized protest of any kind			*	*		*
	Unwgt'd	2988	91	17	663	72
	Weighted (000)	14462	422	90	2843	379
	Horz %	100.00	2.92	0.62	19.66	2.62
	Vert %	5.87	16.47	1.26	12.21	5.91
Attended a public meeting on town or school affairs			*	*		*
	Unwgt'd	6182	124	92	1036	180
	Weighted (000)	29226	507	496	4267	808
	Horz %	100.00	1.73	1.70	14.60	2.76
	Vert %	11.86	19.79	6.99	18.33	12.62
Held or run for political office			*	*	*	*
	Unwgt'd	192	3	1	45	5
	Weighted (000)	1014	13	1	267	23
	Horz %	100.00	1.29	0.07	26.34	2.31
	Vert %	0.41	0.51	0.01	1.15	0.37
Served on a committee for some local organization			*	*		*
	Unwgt'd	3095	80	12	581	92
	Weighted (000)	14615	320	49	2497	455
	Horz %	100.00	2.19	0.33	17.09	3.12
	Vert %	5.93	12.50	0.69	10.72	7.11
	Index	100	211	12	181	120

Political

		Adults 18+	Jazz	Mexican/Tejano/Ran chera (subset of "Hispanic")	News/Talk	Oldies
Served as an officer for some club or organization				*		
	Unwgted	2580	70	12	492	79
	Weighted (000)	12106	305	32	2030	358
	Horz %	100.00	2.52	0.26	16.77	2.96
	Vert %	4.91	11.88	0.45	8.72	5.59
	Index	100	242	9	178	114
Signed a petition						
	Unwgted	9420	217	67	1547	251
	Weighted (000)	46451	946	341	6564	1149
	Horz %	100.00	2.04	0.73	14.13	2.47
	Vert %	18.85	36.91	4.80	28.19	17.94
	Index	100	196	25	150	95
Worked for a political party			*	*		*
	Unwgted	904	33	7	219	31
	Weighted (000)	4384	151	42	1030	168
	Horz %	100.00	3.44	0.97	23.50	3.84
	Vert %	1.78	5.88	0.60	4.43	2.63
	Index	100	330	34	249	148
Made a speech			*	*		
	Unwgted	2326	42	17	392	57
	Weighted (000)	10978	176	50	1708	245
	Horz %	100.00	1.60	0.46	15.56	2.23
	Vert %	4.45	6.87	0.71	7.33	3.82
	Index	100	154	16	165	86
Been an active member of any group that tries to influence public policy or government				*		
	Unwgted	1889	71	6	421	55
	Weighted (000)	8566	272	35	1701	249
	Horz %	100.00	3.18	0.41	19.86	2.91
	Vert %	3.48	10.63	0.49	7.31	3.89
	Index	100	306	14	210	112
Participated in environmental groups/causes				*		*
	Unwgted	1867	73	12	363	47
	Weighted (000)	8515	303	48	1389	210
	Horz %	100.00	3.56	0.56	16.31	2.46
	Vert %	3.45	11.83	0.67	5.96	3.28
	Index	100	342	19	173	95
Engaged in fund raising						
	Unwgted	7779	132	75	1079	207
	Weighted (000)	37593	570	415	4617	1006
	Horz %	100.00	1.51	1.10	12.28	2.68
	Vert %	15.25	22.22	5.84	19.83	15.71
	Index	100	146	38	130	103
Recycled products						
	Unwgted	29120	448	601	3998	806
	Weighted (000)	139799	1808	3608	16194	3847
	Horz %	100.00	1.29	2.58	11.58	2.75
	Vert %	56.72	70.56	50.82	69.55	60.08
	Index	100	124	90	123	106
Any activity						
	Unwgted	39266	569	733	5100	1057
	Weighted (000)	193277	2341	4411	21310	5201
	Horz %	100.00	1.21	2.28	11.03	2.69
	Vert %	78.42	91.35	62.13	91.52	81.22
	Index	100	116	79	117	104

Political

		Adults 18+	Jazz	Mexican/Tejano/Ran nchera (subset of "Hispanic")	News/Talk	Oldies
Contributions: Political				*		
	Unwgted	2694	79	29	593	62
	Weighted (000)	12409	311	191	2407	219
	Horz %	100.00	2.50	1.54	19.40	1.76
	Vert %	5.03	12.12	2.69	10.34	3.42
	Index	100	241	53	205	68
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic						
	Unwgted	8449	141	163	1316	201
	Weighted (000)	41483	647	931	5540	1000
	Horz %	100.00	1.56	2.24	13.35	2.41
	Vert %	16.83	25.24	13.12	23.79	15.62
	Index	100	150	78	141	93
Politics My family/friends often ask for and trust my advice on this topic						
	Unwgted	5751	105	139	837	135
	Weighted (000)	28421	455	852	3550	656
	Horz %	100.00	1.60	3.00	12.49	2.31
	Vert %	11.53	17.77	12.00	15.25	10.25
	Index	100	154	104	132	89
Politics Super Influential Consumers			*	*		*
	Unwgted	1287	25	13	216	21
	Weighted (000)	6043	113	77	922	111
	Horz %	100.00	1.88	1.28	15.26	1.84
	Vert %	2.45	4.43	1.09	3.96	1.74
	Index	100	181	44	161	71
Politics Category Influential Consumers				*		
	Unwgted	2654	58	37	483	62
	Weighted (000)	12392	239	168	2030	281
	Horz %	100.00	1.93	1.36	16.38	2.26
	Vert %	5.03	9.34	2.37	8.72	4.38
	Index	100	186	47	173	87

Political

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Adults 18+	Unwgted	48098	2391	3860	2367	2803
	Weighted (000)	246466	10709	20181	12367	14763
	Horz %	100.00	4.35	8.19	5.02	5.99
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14989	1127	944	941	668
	Weighted (000)	73114	5303	4674	4660	3176
	Horz %	100.00	7.25	6.39	6.37	4.34
	Vert %	29.66	49.52	23.16	37.68	21.51
	Index	100	167	78	127	73
Republican	Unwgted	12114	312	1494	269	731
	Weighted (000)	63260	1433	8024	1441	4024
	Horz %	100.00	2.27	12.68	2.28	6.36
	Vert %	25.67	13.38	39.76	11.65	27.26
	Index	100	52	155	45	106
Other party			*	*	*	
	Unwgted	629	39	30	29	69
	Weighted (000)	3094	170	180	107	316
	Horz %	100.00	5.49	5.81	3.47	10.23
	Vert %	1.26	1.59	0.89	0.87	2.14
Index	100	126	71	69	171	
Independent/No party affiliation	Unwgted	18583	855	1289	1040	1258
	Weighted (000)	97105	3584	6757	5603	6847
	Horz %	100.00	3.69	6.96	5.77	7.05
	Vert %	39.40	33.47	33.48	45.31	46.38
	Index	100	85	85	115	118
Political Outlook: Very Conservative	Unwgted	7507	127	1142	245	298
	Weighted (000)	40242	586	6250	1207	1605
	Horz %	100.00	1.46	15.53	3.00	3.99
	Vert %	16.33	5.47	30.97	9.76	10.87
	Index	100	34	190	60	67
Somewhat Conservative	Unwgted	10274	296	1073	376	609
	Weighted (000)	53482	1298	5470	1980	3293
	Horz %	100.00	2.43	10.23	3.70	6.16
	Vert %	21.70	12.12	27.10	16.01	22.30
	Index	100	56	125	74	103
Middle of the Road	Unwgted	16231	635	1000	921	1165
	Weighted (000)	83282	2734	5167	5049	6282
	Horz %	100.00	3.28	6.20	6.06	7.54
	Vert %	33.79	25.53	25.60	40.82	42.55
	Index	100	76	76	121	126

Political

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Somewhat Liberal	Unwgted	6748	679	306	407	383
	Weighted (000)	31588	3115	1479	1870	1829
	Horz %	100.00	9.86	4.68	5.92	5.79
	Vert %	12.82	29.09	7.33	15.12	12.39
	Index	100	227	57	118	97
Very Liberal	Unwgted	4353	583	167	242	204
	Weighted (000)	20855	2672	855	1221	972
	Horz %	100.00	12.81	4.10	5.86	4.66
	Vert %	8.46	24.95	4.24	9.87	6.59
	Index	100	295	50	117	78
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always	Unwgted	26936	1742	2264	992	1484
	Weighted (000)	132708	7977	11726	5070	7489
	Horz %	100.00	6.01	8.84	3.82	5.64
	Vert %	53.84	74.49	58.10	41.00	50.72
	Index	100	138	108	76	94
National Elections Sometimes	Unwgted	4883	195	384	267	362
	Weighted (000)	24837	724	2044	1258	2015
	Horz %	100.00	2.91	8.23	5.07	8.11
	Vert %	10.08	6.76	10.13	10.17	13.65
	Index	100	67	100	101	135
National Elections Never	Unwgted	3259	90	226	217	273
	Weighted (000)	18033	346	1373	1181	1534
	Horz %	100.00	1.92	7.61	6.55	8.51
	Vert %	7.32	3.23	6.80	9.55	10.39
	Index	100	44	93	130	142
Voting Frequency: Statewide Elections Always	Unwgted	17272	1195	1431	508	878
	Weighted (000)	84332	5479	7430	2603	4490
	Horz %	100.00	6.50	8.81	3.09	5.32
	Vert %	34.22	51.16	36.82	21.05	30.41
	Index	100	150	108	62	89
Statewide Elections Sometimes	Unwgted	9693	534	851	483	659
	Weighted (000)	48759	2453	4559	2296	3367
	Horz %	100.00	5.03	9.35	4.71	6.91
	Vert %	19.78	22.90	22.59	18.57	22.81
	Index	100	116	114	94	115
Statewide Elections Never	Unwgted	4739	162	329	308	394
	Weighted (000)	25851	616	1892	1680	2153
	Horz %	100.00	2.38	7.32	6.50	8.33
	Vert %	10.49	5.75	9.38	13.58	14.59
	Index	100	55	89	129	139



Political

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Voting Frequency: Local Elections Always	Unwgted	14568	940	1196	439	713
	Weighted (000)	71812	4354	6441	2264	3538
	Horz %	100.00	6.06	8.97	3.15	4.93
	Vert %	29.14	40.65	31.91	18.31	23.97
	Index	100	140	110	63	82
Local Elections Sometimes	Unwgted	11348	715	975	485	742
	Weighted (000)	56692	3245	5177	2286	3900
	Horz %	100.00	5.72	9.13	4.03	6.88
	Vert %	23.00	30.30	25.65	18.49	26.42
	Index	100	132	112	80	115
Local Elections Never	Unwgted	5876	224	428	374	480
	Weighted (000)	31360	913	2296	2070	2595
	Horz %	100.00	2.91	7.32	6.60	8.28
	Vert %	12.72	8.53	11.38	16.74	17.58
	Index	100	67	89	132	138
Civic/Political Engagement Segments: Passive Civics	Unwgted	18904	455	1315	1216	1108
	Weighted (000)	105053	1826	7328	6645	6287
	Horz %	100.00	1.74	6.98	6.32	5.98
	Vert %	42.62	17.05	36.31	53.73	42.58
	Index	100	40	85	126	100
Strictly Voters	Unwgted	15015	645	1289	615	800
	Weighted (000)	72574	2734	6662	3118	4012
	Horz %	100.00	3.77	9.18	4.30	5.53
	Vert %	29.45	25.53	33.01	25.21	27.18
	Index	100	87	112	86	92
Vote and Sign	Unwgted	8299	653	676	384	577
	Weighted (000)	41162	3151	3417	1928	2918
	Horz %	100.00	7.66	8.30	4.68	7.09
	Vert %	16.70	29.42	16.93	15.59	19.76
	Index	100	176	101	93	118
Civic Advocates					*	
	Unwgted	1312	160	95	37	72
	Weighted (000)	6107	656	476	151	395
	Horz %	100.00	10.74	7.80	2.48	6.47
	Vert %	2.48	6.13	2.36	1.22	2.67
Local Participants	Index	100	247	95	49	108
	Unwgted	3102	239	387	85	160
	Weighted (000)	14922	1178	1858	364	769
	Horz %	100.00	7.89	12.45	2.44	5.15
	Vert %	6.05	11.00	9.21	2.94	5.21
Political Activists	Index	100	182	152	49	86
	Unwgted	1466	239	98	30	86
	Weighted (000)	6647	1165	439	161	383
	Horz %	100.00	17.53	6.61	2.42	5.76
	Vert %	2.70	10.88	2.18	1.30	2.59
	Index	100	403	81	48	96

Political

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	26810	1793	2331	1016	1531
	Weighted (000)	128936	8166	11642	5006	7576
	Horz %	100.00	6.33	9.03	3.88	5.88
	Vert %	52.31	76.25	57.69	40.48	51.32
	Index	100	146	110	77	98
Written or called any politician at the state, local, or national level	Unwgt'd	4968	638	403	115	282
	Weighted (000)	22665	3047	1866	569	1238
	Horz %	100.00	13.44	8.23	2.51	5.46
	Vert %	9.20	28.45	9.24	4.60	8.38
	Index	100	309	101	50	91
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show					*	
	Unwgt'd	1174	165	86	27	66
	Weighted (000)	5182	763	402	142	312
	Horz %	100.00	14.73	7.76	2.75	6.03
	Vert %	2.10	7.13	1.99	1.15	2.12
Written something that has been published	Index	100	339	95	55	101
					*	
	Unwgt'd	1232	165	77	32	66
	Weighted (000)	5834	703	370	134	315
	Horz %	100.00	12.05	6.35	2.30	5.40
Written an article for a magazine or newspaper	Vert %	2.37	6.57	1.83	1.09	2.13
	Index	100	277	77	46	90
				*	*	*
	Unwgt'd	574	75	39	13	25
	Weighted (000)	2730	324	203	54	142
Attended a political rally, speech, or organized protest of any kind	Horz %	100.00	11.86	7.42	1.96	5.20
	Vert %	1.11	3.02	1.00	0.43	0.96
	Index	100	273	91	39	87
	Unwgt'd	2988	437	218	124	189
	Weighted (000)	14462	2139	1096	663	892
Attended a public meeting on town or school affairs	Horz %	100.00	14.79	7.58	4.58	6.17
	Vert %	5.87	19.98	5.43	5.36	6.04
	Index	100	340	93	91	103
	Unwgt'd	6182	542	564	300	374
	Weighted (000)	29226	2407	2699	1390	1885
Held or run for political office	Horz %	100.00	8.23	9.23	4.76	6.45
	Vert %	11.86	22.47	13.37	11.24	12.77
	Index	100	190	113	95	108
			*	*	*	*
	Unwgt'd	192	13	8	2	13
Served on a committee for some local organization	Weighted (000)	1014	66	34	4	57
	Horz %	100.00	6.49	3.38	0.38	5.66
	Vert %	0.41	0.61	0.17	0.03	0.39
	Index	100	149	41	8	94
	Unwgt'd	3095	330	358	73	147
	Weighted (000)	14615	1595	1570	309	735
	Horz %	100.00	10.91	10.74	2.11	5.03
	Vert %	5.93	14.89	7.78	2.50	4.98
	Index	100	251	131	42	84

Political

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Served as an officer for some club or organization	Unwgted	2580	248	282	55	146
	Weighted (000)	12106	1147	1327	214	648
	Horz %	100.00	9.47	10.96	1.77	5.36
	Vert %	4.91	10.71	6.58	1.73	4.39
	Index	100	218	134	35	89
Signed a petition	Unwgted	9420	930	780	418	650
	Weighted (000)	46451	4418	3860	2034	3378
	Horz %	100.00	9.51	8.31	4.38	7.27
	Vert %	18.85	41.25	19.13	16.44	22.88
	Index	100	219	101	87	121
Worked for a political party					*	
	Unwgted	904	117	55	17	60
	Weighted (000)	4384	554	247	107	300
	Horz %	100.00	12.64	5.64	2.43	6.85
	Vert %	1.78	5.17	1.22	0.86	2.03
Made a speech	Index	100	291	69	48	114
	Unwgted	2326	206	250	98	125
	Weighted (000)	10978	884	1237	399	666
	Horz %	100.00	8.05	11.27	3.64	6.06
	Vert %	4.45	8.25	6.13	3.23	4.51
Been an active member of any group that tries to influence public policy or government	Index	100	185	138	72	101
	Unwgted	1889	280	160	47	100
	Weighted (000)	8566	1327	772	205	446
	Horz %	100.00	15.49	9.01	2.39	5.21
	Vert %	3.48	12.39	3.83	1.66	3.02
Participated in environmental groups/causes	Index	100	356	110	48	87
	Unwgted	1867	312	124	66	119
	Weighted (000)	8515	1426	549	247	609
	Horz %	100.00	16.74	6.45	2.91	7.15
	Vert %	3.45	13.31	2.72	2.00	4.13
Engaged in fund raising	Index	100	385	79	58	119
	Unwgted	7779	606	779	378	526
	Weighted (000)	37593	2703	3859	1842	2654
	Horz %	100.00	7.19	10.27	4.90	7.06
	Vert %	15.25	25.24	19.12	14.89	17.98
Recycled products	Index	100	165	125	98	118
	Unwgted	29120	1912	2236	1399	1890
	Weighted (000)	139799	8561	10973	6968	9710
	Horz %	100.00	6.12	7.85	4.98	6.95
	Vert %	56.72	79.94	54.37	56.34	65.77
Any activity	Index	100	141	96	99	116
	Unwgted	39266	2275	3252	1843	2362
	Weighted (000)	193277	10256	16478	9452	12268
	Horz %	100.00	5.31	8.53	4.89	6.35
	Vert %	78.42	95.77	81.65	76.43	83.10
	Index	100	122	104	97	106

Political

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Contributions: Political	Unwgted	2694	285	175	77	136
	Weighted (000)	12409	1419	894	345	596
	Horz %	100.00	11.44	7.21	2.78	4.80
	Vert %	5.03	13.25	4.43	2.79	4.04
	Index	100	263	88	55	80
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8449	589	581	431	480
	Weighted (000)	41483	2732	2922	2374	2361
	Horz %	100.00	6.59	7.04	5.72	5.69
	Vert %	16.83	25.51	14.48	19.19	15.99
	Index	100	152	86	114	95
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5751	373	438	301	321
	Weighted (000)	28421	1640	2158	1390	1536
	Horz %	100.00	5.77	7.59	4.89	5.40
	Vert %	11.53	15.31	10.69	11.24	10.40
	Index	100	133	93	97	90
Politics Super Influential Consumers	Unwgted	1287	119	106	66	87
	Weighted (000)	6043	592	484	324	364
	Horz %	100.00	9.79	8.01	5.36	6.02
	Vert %	2.45	5.52	2.40	2.62	2.46
	Index	100	225	98	107	100
Politics Category Influential Consumers	Unwgted	2654	224	202	129	161
	Weighted (000)	12392	1068	963	607	689
	Horz %	100.00	8.62	7.77	4.90	5.56
	Vert %	5.03	9.97	4.77	4.91	4.67
	Index	100	198	95	98	93

Political

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Adults 18+	Unwgt'd	48098	1009	900	2965	351
	Weighted (000)	246466	5151	4929	12419	1967
	Horz %	100.00	2.09	2.00	5.04	0.80
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	14989	331	327	796	166
	Weighted (000)	73114	1526	1705	3234	878
	Horz %	100.00	2.09	2.33	4.42	1.20
	Vert %	29.66	29.63	34.60	26.04	44.63
	Index	100	100	117	88	150
Republican	Unwgt'd	12114	233	69	944	30
	Weighted (000)	63260	1338	325	4022	194
	Horz %	100.00	2.11	0.51	6.36	0.31
	Vert %	25.67	25.97	6.59	32.38	9.85
	Index	100	101	26	126	38
Other party	Unwgt'd	629	8	4	41	1
	Weighted (000)	3094	83	18	170	2
	Horz %	100.00	2.67	0.59	5.49	0.05
	Vert %	1.26	1.61	0.37	1.37	0.08
	Index	100	128	30	109	7
Independent/No party affiliation	Unwgt'd	18583	396	433	1125	137
	Weighted (000)	97105	2007	2446	4696	807
	Horz %	100.00	2.07	2.52	4.84	0.83
	Vert %	39.40	38.96	49.63	37.81	41.01
	Index	100	99	126	96	104
Political Outlook: Very Conservative	Unwgt'd	7507	126	185	417	76
	Weighted (000)	40242	667	1041	1891	475
	Horz %	100.00	1.66	2.59	4.70	1.18
	Vert %	16.33	12.94	21.11	15.23	24.13
	Index	100	79	129	93	148
Somewhat Conservative	Unwgt'd	10274	225	184	745	65
	Weighted (000)	53482	1103	1051	3107	377
	Horz %	100.00	2.06	1.97	5.81	0.70
	Vert %	21.70	21.40	21.32	25.02	19.14
	Index	100	99	98	115	88
Middle of the Road	Unwgt'd	16231	383	234	1083	87
	Weighted (000)	83282	2104	1243	4468	557
	Horz %	100.00	2.53	1.49	5.36	0.67
	Vert %	33.79	40.85	25.21	35.98	28.33
	Index	100	121	75	106	84

Political

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Somewhat Liberal	Unwgted	6748	125	118	427	60
	Weighted (000)	31588	608	616	1700	279
	Horz %	100.00	1.92	1.95	5.38	0.88
	Vert %	12.82	11.79	12.49	13.69	14.20
	Index	100	92	97	107	111
Very Liberal						*
	Unwgted	4353	79	74	212	35
	Weighted (000)	20855	320	372	842	147
	Horz %	100.00	1.54	1.79	4.04	0.71
	Vert %	8.46	6.22	7.56	6.78	7.49
	Index	100	73	89	80	89
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Vert %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always						
	Unwgted	26936	591	270	1958	122
	Weighted (000)	132708	2984	1344	8072	684
	Horz %	100.00	2.25	1.01	6.08	0.52
	Vert %	53.84	57.93	27.27	65.00	34.75
	Index	100	108	51	121	65
National Elections Sometimes						*
	Unwgted	4883	111	65	290	30
	Weighted (000)	24837	518	337	1166	175
	Horz %	100.00	2.08	1.35	4.69	0.70
	Vert %	10.08	10.05	6.83	9.39	8.88
	Index	100	100	68	93	88
National Elections Never						*
	Unwgted	3259	64	81	170	39
	Weighted (000)	18033	332	468	718	244
	Horz %	100.00	1.84	2.59	3.98	1.35
	Vert %	7.32	6.44	9.49	5.78	12.41
	Index	100	88	130	79	170
Voting Frequency: Statewide Elections Always						
	Unwgted	17272	389	145	1321	54
	Weighted (000)	84332	1894	726	5522	303
	Horz %	100.00	2.25	0.86	6.55	0.36
	Vert %	34.22	36.77	14.73	44.46	15.42
	Index	100	107	43	130	45
Statewide Elections Sometimes						*
	Unwgted	9693	201	93	671	48
	Weighted (000)	48759	1083	428	2695	312
	Horz %	100.00	2.22	0.88	5.53	0.64
	Vert %	19.78	21.03	8.69	21.70	15.85
	Index	100	106	44	110	80
Statewide Elections Never						*
	Unwgted	4739	87	85	242	40
	Weighted (000)	25851	440	510	1040	243
	Horz %	100.00	1.70	1.97	4.02	0.94
	Vert %	10.49	8.54	10.34	8.37	12.37
	Index	100	81	99	80	118

Political

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
						*
Voting Frequency: Local Elections Always	Unwgted	14568	331	109	1043	46
	Weighted (000)	71812	1647	556	4327	255
	Horz %	100.00	2.29	0.77	6.03	0.36
	Vert %	29.14	31.98	11.27	34.84	12.98
	Index	100	110	39	120	45
Local Elections Sometimes	Unwgted	11348	231	115	884	50
	Weighted (000)	56692	1210	581	3644	311
	Horz %	100.00	2.14	1.02	6.43	0.55
	Vert %	23.00	23.50	11.78	29.34	15.81
	Index	100	102	51	128	69
Local Elections Never	Unwgted	5876	117	104	318	48
	Weighted (000)	31360	599	614	1326	315
	Horz %	100.00	1.91	1.96	4.23	1.01
	Vert %	12.72	11.63	12.46	10.68	16.03
	Index	100	91	98	84	126
Civic/Political Engagement Segments: Passive Civics	Unwgted	18904	333	589	810	190
	Weighted (000)	105053	1758	3401	3589	1077
	Horz %	100.00	1.67	3.24	3.42	1.03
	Vert %	42.62	34.13	69.02	28.90	54.75
	Index	100	80	162	68	128
Strictly Voters	Unwgted	15015	368	212	1068	116
	Weighted (000)	72574	1728	1020	4242	670
	Horz %	100.00	2.38	1.40	5.85	0.92
	Vert %	29.45	33.54	20.69	34.16	34.07
	Index	100	114	70	116	116
Vote and Sign	Unwgted	8299	182	59	625	30
	Weighted (000)	41162	1018	284	2677	155
	Horz %	100.00	2.47	0.69	6.50	0.38
	Vert %	16.70	19.76	5.76	21.55	7.88
	Index	100	118	34	129	47
Civic Advocates	Unwgted	1312	32	7	102	3
	Weighted (000)	6107	156	60	465	19
	Horz %	100.00	2.56	0.98	7.62	0.31
	Vert %	2.48	3.03	1.22	3.75	0.95
	Index	100	122	49	151	39
Local Participants	Unwgted	3102	68	19	261	10
	Weighted (000)	14922	400	75	1057	38
	Horz %	100.00	2.68	0.50	7.08	0.25
	Vert %	6.05	7.76	1.51	8.51	1.93
	Index	100	128	25	141	32
Political Activists	Unwgted	1466	26	14	99	2
	Weighted (000)	6647	91	89	388	8
	Horz %	100.00	1.38	1.34	5.84	0.12
	Vert %	2.70	1.77	1.81	3.13	0.41
	Index	100	66	67	116	15

Political

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	26810	635	277	2047	151
	Weighted (000)	128936	3196	1331	8401	841
	Horz %	100.00	2.48	1.03	6.52	0.65
	Vert %	52.31	62.05	27.01	67.65	42.73
	Index	100	119	52	129	82
Written or called any politician at the state, local, or national level				*		*
	Unwgt'd	4968	101	18	388	7
	Weighted (000)	22665	552	88	1530	36
	Horz %	100.00	2.43	0.39	6.75	0.16
	Vert %	9.20	10.71	1.79	12.32	1.83
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*	*		*
	Unwgt'd	1174	24	5	96	2
	Weighted (000)	5182	134	12	336	5
	Horz %	100.00	2.59	0.23	6.49	0.10
	Vert %	2.10	2.61	0.24	2.71	0.26
Written something that has been published			*	*		*
	Unwgt'd	1232	29	6	88	2
	Weighted (000)	5834	126	40	381	10
	Horz %	100.00	2.16	0.68	6.53	0.17
	Vert %	2.37	2.44	0.80	3.07	0.50
Written an article for a magazine or newspaper			*	*	*	*
	Unwgt'd	574	12	2	35	2
	Weighted (000)	2730	51	22	167	13
	Horz %	100.00	1.86	0.82	6.13	0.48
	Vert %	1.11	0.99	0.45	1.35	0.67
Attended a political rally, speech, or organized protest of any kind			*	*		*
	Unwgt'd	2988	63	21	207	10
	Weighted (000)	14462	325	132	816	48
	Horz %	100.00	2.25	0.91	5.64	0.33
	Vert %	5.87	6.30	2.68	6.57	2.45
Attended a public meeting on town or school affairs			*	*		*
	Unwgt'd	6182	150	89	521	30
	Weighted (000)	29226	732	447	2201	109
	Horz %	100.00	2.50	1.53	7.53	0.37
	Vert %	11.86	14.21	9.07	17.72	5.55
Held or run for political office			*	*	*	*
	Unwgt'd	192	7	2	16	0
	Weighted (000)	1014	62	5	100	0
	Horz %	100.00	6.14	0.46	9.86	0.00
	Vert %	0.41	1.21	0.09	0.81	0.00
Served on a committee for some local organization			*	*		*
	Unwgt'd	3095	60	15	250	8
	Weighted (000)	14615	333	107	1060	34
	Horz %	100.00	2.28	0.74	7.25	0.23
	Vert %	5.93	6.46	2.18	8.53	1.72
	Index	100	109	37	144	29



Political

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Served as an officer for some club or organization				*		*
	Unwgted	2580	62	17	216	9
	Weighted (000)	12106	318	63	864	40
	Horz %	100.00	2.63	0.52	7.14	0.33
	Vert %	4.91	6.18	1.28	6.96	2.06
	Index	100	126	26	142	42
Signed a petition						*
	Unwgted	9420	208	66	652	32
	Weighted (000)	46451	1131	386	2791	138
	Horz %	100.00	2.44	0.83	6.01	0.30
	Vert %	18.85	21.96	7.82	22.47	6.99
	Index	100	117	42	119	37
Worked for a political party				*	*	*
	Unwgted	904	15	10	67	2
	Weighted (000)	4384	43	99	315	6
	Horz %	100.00	0.99	2.25	7.20	0.14
	Vert %	1.78	0.84	2.00	2.54	0.31
	Index	100	47	112	143	17
Made a speech				*		*
	Unwgted	2326	58	10	208	7
	Weighted (000)	10978	323	25	758	36
	Horz %	100.00	2.94	0.23	6.91	0.33
	Vert %	4.45	6.27	0.50	6.11	1.82
	Index	100	141	11	137	41
Been an active member of any group that tries to influence public policy or government			*	*		*
	Unwgted	1889	39	16	138	2
	Weighted (000)	8566	220	74	530	6
	Horz %	100.00	2.56	0.87	6.18	0.07
	Vert %	3.48	4.26	1.50	4.26	0.29
	Index	100	123	43	123	8
Participated in environmental groups/causes			*	*		*
	Unwgted	1867	30	10	112	4
	Weighted (000)	8515	118	41	453	24
	Horz %	100.00	1.39	0.48	5.32	0.28
	Vert %	3.45	2.30	0.82	3.65	1.23
	Index	100	66	24	106	35
Engaged in fund raising						*
	Unwgted	7779	165	54	578	18
	Weighted (000)	37593	845	265	2318	49
	Horz %	100.00	2.25	0.70	6.17	0.13
	Vert %	15.25	16.41	5.38	18.67	2.49
	Index	100	108	35	122	16
Recycled products						
	Unwgted	29120	748	492	2110	212
	Weighted (000)	139799	3583	2510	8526	1042
	Horz %	100.00	2.56	1.80	6.10	0.75
	Vert %	56.72	69.56	50.93	68.66	52.95
	Index	100	123	90	121	93
Any activity						
	Unwgted	39266	897	616	2664	274
	Weighted (000)	193277	4441	3160	11012	1428
	Horz %	100.00	2.30	1.63	5.70	0.74
	Vert %	78.42	86.22	64.11	88.67	72.59
	Index	100	110	82	113	93

Political

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Contributions: Political			*	*		*
	Unwgttd	2694	48	18	194	6
	Weighted (000)	12409	233	97	789	54
	Horz %	100.00	1.87	0.78	6.35	0.43
	Vert %	5.03	4.52	1.96	6.35	2.74
	Index	100	90	39	126	54
Category Influentials Segments*: Politics I have a great deal of knowledge/experience in this topic						
	Unwgttd	8449	172	128	670	57
	Weighted (000)	41483	835	673	2839	390
	Horz %	100.00	2.01	1.62	6.84	0.94
	Vert %	16.83	16.21	13.65	22.86	19.81
	Index	100	96	81	136	118
Politics My family/friends often ask for and trust my advice on this topic						*
	Unwgttd	5751	105	104	468	37
	Weighted (000)	28421	555	546	1880	186
	Horz %	100.00	1.95	1.92	6.62	0.65
	Vert %	11.53	10.77	11.07	15.14	9.44
	Index	100	93	96	131	82
Politics Super Influential Consumers			*	*		*
	Unwgttd	1287	23	11	134	3
	Weighted (000)	6043	82	35	492	20
	Horz %	100.00	1.36	0.59	8.14	0.33
	Vert %	2.45	1.59	0.72	3.96	1.01
	Index	100	65	29	161	41
Politics Category Influential Consumers			*	*		*
	Unwgttd	2654	47	27	267	9
	Weighted (000)	12392	221	99	1092	61
	Horz %	100.00	1.78	0.80	8.81	0.49
	Vert %	5.03	4.28	2.00	8.79	3.09
	Index	100	85	40	175	61

Political

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Adults 18+	Unwgt'd	48098	5273	2114	2184	1194
	Weighted (000)	246466	26455	9702	12248	6371
	Horz %	100.00	10.73	3.94	4.97	2.58
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	14989	2855	1350	1092	432
	Weighted (000)	73114	13825	6224	5846	2228
	Horz %	100.00	18.91	8.51	8.00	3.05
	Vert %	29.66	52.26	64.15	47.73	34.98
	Index	100	176	216	161	118
Republican	Unwgt'd	12114	451	129	208	264
	Weighted (000)	63260	2381	610	1242	1473
	Horz %	100.00	3.76	0.96	1.96	2.33
	Vert %	25.67	9.00	6.29	10.14	23.12
	Index	100	35	25	40	90
Other party			*	*	*	*
	Unwgt'd	629	45	14	21	28
	Weighted (000)	3094	228	50	120	97
	Horz %	100.00	7.38	1.62	3.88	3.12
	Vert %	1.26	0.86	0.52	0.98	1.52
Independent/No party affiliation	Unwgt'd	18583	1782	567	811	441
	Weighted (000)	97105	9311	2585	4724	2418
	Horz %	100.00	9.59	2.66	4.86	2.49
	Vert %	39.40	35.20	26.64	38.57	37.96
	Index	100	89	68	98	96
Political Outlook: Very Conservative	Unwgt'd	7507	694	295	274	176
	Weighted (000)	40242	3728	1590	1546	1075
	Horz %	100.00	9.26	3.95	3.84	2.67
	Vert %	16.33	14.09	16.39	12.63	16.87
	Index	100	86	100	77	103
Somewhat Conservative	Unwgt'd	10274	948	393	368	233
	Weighted (000)	53482	4945	1841	2217	1149
	Horz %	100.00	9.25	3.44	4.14	2.15
	Vert %	21.70	18.69	18.97	18.10	18.04
	Index	100	86	87	83	83
Middle of the Road	Unwgt'd	16231	2003	766	858	348
	Weighted (000)	83282	9968	3369	4789	1840
	Horz %	100.00	11.97	4.04	5.75	2.21
	Vert %	33.79	37.68	34.72	39.10	28.88
	Index	100	112	103	116	85

Political

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Somewhat Liberal	Unwgted	6748	790	321	332	189
	Weighted (000)	31588	3643	1452	1701	939
	Horz %	100.00	11.53	4.60	5.39	2.97
	Vert %	12.82	13.77	14.97	13.89	14.74
	Index	100	107	117	108	115
Very Liberal	Unwgted	4353	513	202	233	196
	Weighted (000)	20855	2367	774	1250	1089
	Horz %	100.00	11.35	3.71	5.99	5.22
	Vert %	8.46	8.95	7.98	10.20	17.09
	Index	100	106	94	121	202
Voting Frequency: National Elections Always and Sometimes and Never		*	*	*	*	*
	Unwgted	0	0	0	0	0
	Weighted (000)	0	0	0	0	0
	Horz %	0.00	0.00	0.00	0.00	0.00
	Index	0	0	0	0	0
Voting Frequency: National Elections Always	Unwgted	26936	2392	1062	865	692
	Weighted (000)	132708	11426	4611	4795	3482
	Horz %	100.00	8.61	3.47	3.61	2.62
	Vert %	53.84	43.19	47.53	39.15	54.66
	Index	100	80	88	73	102
National Elections Sometimes	Unwgted	4883	559	195	252	110
	Weighted (000)	24837	2828	793	1467	566
	Horz %	100.00	11.39	3.19	5.91	2.28
	Vert %	10.08	10.69	8.18	11.98	8.89
	Index	100	106	81	119	88
National Elections Never	Unwgted	3259	383	114	183	77
	Weighted (000)	18033	2102	617	994	392
	Horz %	100.00	11.65	3.42	5.51	2.17
	Vert %	7.32	7.94	6.36	8.11	6.15
	Index	100	109	87	111	84
Voting Frequency: Statewide Elections Always	Unwgted	17272	1441	685	484	481
	Weighted (000)	84332	6859	2920	2664	2489
	Horz %	100.00	8.13	3.46	3.16	2.95
	Vert %	34.22	25.93	30.10	21.75	39.07
	Index	100	76	88	64	114
Statewide Elections Sometimes	Unwgted	9693	941	343	414	232
	Weighted (000)	48759	4423	1405	2285	1171
	Horz %	100.00	9.07	2.88	4.69	2.40
	Vert %	19.78	16.72	14.48	18.65	18.39
	Index	100	85	73	94	93
Statewide Elections Never	Unwgted	4739	541	165	266	99
	Weighted (000)	25851	3114	869	1610	518
	Horz %	100.00	12.05	3.36	6.23	2.00
	Vert %	10.49	11.77	8.96	13.14	8.14
	Index	100	112	85	125	78

Political

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Voting Frequency: Local Elections Always	Unwgt'd	14568	1328	660	442	407
	Weighted (000)	71812	6459	2858	2560	2149
	Horz %	100.00	8.99	3.98	3.57	2.99
	Vert %	29.14	24.41	29.45	20.91	33.73
	Index	100	84	101	72	116
Local Elections Sometimes	Unwgt'd	11348	982	365	412	273
	Weighted (000)	56692	4655	1555	2264	1387
	Horz %	100.00	8.21	2.74	3.99	2.45
	Vert %	23.00	17.60	16.03	18.49	21.78
	Index	100	76	70	80	95
Local Elections Never	Unwgt'd	5876	648	199	318	131
	Weighted (000)	31360	3577	995	1858	651
	Horz %	100.00	11.41	3.17	5.93	2.08
	Vert %	12.72	13.52	10.25	15.17	10.22
	Index	100	106	81	119	80
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	18904	2279	770	1036	378
	Weighted (000)	105053	12355	3697	6103	2368
	Horz %	100.00	11.76	3.52	5.81	2.25
	Vert %	42.62	46.70	38.10	49.83	37.17
	Index	100	110	89	117	87
Strictly Voters	Unwgt'd	15015	1634	735	618	337
	Weighted (000)	72574	7641	3344	3226	1569
	Horz %	100.00	10.53	4.61	4.45	2.16
	Vert %	29.45	28.88	34.46	26.34	24.63
	Index	100	98	117	89	84
Vote and Sign	Unwgt'd	8299	866	365	363	261
	Weighted (000)	41162	4324	1712	2084	1379
	Horz %	100.00	10.51	4.16	5.06	3.35
	Vert %	16.70	16.35	17.64	17.02	21.65
	Index	100	98	106	102	130
Civic Advocates				*	*	*
	Unwgt'd	1312	88	39	35	47
	Weighted (000)	6107	371	129	182	202
	Horz %	100.00	6.07	2.11	2.98	3.31
	Vert %	2.48	1.40	1.33	1.49	3.18
Local Participants	Index	100	57	54	60	128
	Unwgt'd	3102	271	140	87	86
	Weighted (000)	14922	1194	608	430	412
	Horz %	100.00	8.00	4.08	2.88	2.76
	Vert %	6.05	4.51	6.27	3.51	6.46
Political Activists	Index	100	75	104	58	107
	Unwgt'd	1466	135	65	45	85
	Weighted (000)	6647	570	213	222	441
	Horz %	100.00	8.58	3.21	3.34	6.63
	Vert %	2.70	2.15	2.20	1.81	6.92
	Index	100	80	82	67	257

Political

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	26810	2722	1239	1019	754
	Weighted (000)	128936	12688	5488	5378	3703
	Horz %	100.00	9.84	4.26	4.17	2.87
	Vert %	52.31	47.96	56.56	43.91	58.13
	Index	100	92	108	84	111
Written or called any politician at the state, local, or national level	Unwgt'd	4968	326	156	101	220
	Weighted (000)	22665	1448	550	523	1149
	Horz %	100.00	6.39	2.43	2.31	5.07
	Vert %	9.20	5.47	5.67	4.27	18.04
	Index	100	60	62	46	196
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show				*	*	
	Unwgt'd	1174	73	33	30	59
	Weighted (000)	5182	280	112	106	206
	Horz %	100.00	5.40	2.15	2.05	3.97
	Vert %	2.10	1.06	1.15	0.87	3.23
Written something that has been published	Index	100	50	55	41	154
				*	*	
	Unwgt'd	1232	72	27	32	61
	Weighted (000)	5834	321	99	150	328
	Horz %	100.00	5.50	1.70	2.57	5.62
Written an article for a magazine or newspaper	Vert %	2.37	1.21	1.02	1.22	5.15
	Index	100	51	43	52	218
			*	*	*	*
	Unwgt'd	574	34	17	18	22
	Weighted (000)	2730	138	57	85	81
Attended a political rally, speech, or organized protest of any kind	Horz %	100.00	5.05	2.10	3.10	2.98
	Vert %	1.11	0.52	0.59	0.69	1.28
	Index	100	47	53	62	115
	Unwgt'd	2988	325	149	124	155
Attended a public meeting on town or school affairs	Weighted (000)	14462	1456	524	709	878
	Horz %	100.00	10.07	3.63	4.90	6.07
	Vert %	5.87	5.51	5.40	5.79	13.79
	Index	100	94	92	99	235
Held or run for political office	Unwgt'd	6182	746	350	293	209
	Weighted (000)	29226	3489	1364	1506	937
	Horz %	100.00	11.94	4.67	5.15	3.21
	Vert %	11.86	13.19	14.06	12.30	14.71
	Index	100	111	119	104	124
Served on a committee for some local organization			*	*	*	*
	Unwgt'd	192	6	2	3	6
	Weighted (000)	1014	36	18	5	25
	Horz %	100.00	3.57	1.74	0.53	2.51
	Vert %	0.41	0.14	0.18	0.04	0.40
Served on a committee for some local organization	Index	100	33	44	11	97
	Unwgt'd	3095	265	135	91	115
	Weighted (000)	14615	1144	538	457	554
	Horz %	100.00	7.83	3.68	3.12	3.79
Served on a committee for some local organization	Vert %	5.93	4.32	5.54	3.73	8.70
	Index	100	73	93	63	147

Political

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Served as an officer for some club or organization	Unwgt'd	2580	202	101	62	96
	Weighted (000)	12106	917	496	321	462
	Horz %	100.00	7.57	4.10	2.65	3.81
	Vert %	4.91	3.46	5.11	2.62	7.25
	Index	100	71	104	53	148
Signed a petition	Unwgt'd	9420	984	429	396	336
	Weighted (000)	46451	4742	1873	2256	1762
	Horz %	100.00	10.21	4.03	4.86	3.79
	Vert %	18.85	17.93	19.30	18.42	27.66
	Index	100	95	102	98	147
Worked for a political party	Unwgt'd	904	97	50	26	43
	Weighted (000)	4384	413	170	132	155
	Horz %	100.00	9.43	3.87	3.01	3.54
	Vert %	1.78	1.56	1.75	1.08	2.44
	Index	100	88	98	61	137
Made a speech	Unwgt'd	2326	280	125	114	79
	Weighted (000)	10978	1321	526	655	340
	Horz %	100.00	12.03	4.79	5.97	3.10
	Vert %	4.45	4.99	5.42	5.35	5.34
	Index	100	112	122	120	120
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1889	166	80	60	100
	Weighted (000)	8566	675	248	277	483
	Horz %	100.00	7.88	2.90	3.24	5.64
	Vert %	3.48	2.55	2.56	2.27	7.58
	Index	100	73	74	65	218
Participated in environmental groups/causes	Unwgt'd	1867	146	57	69	116
	Weighted (000)	8515	715	216	351	521
	Horz %	100.00	8.40	2.53	4.12	6.12
	Vert %	3.45	2.70	2.22	2.87	8.18
	Index	100	78	64	83	237
Engaged in fund raising	Unwgt'd	7779	870	358	349	233
	Weighted (000)	37593	4009	1521	1838	1136
	Horz %	100.00	10.66	4.05	4.89	3.02
	Vert %	15.25	15.15	15.68	15.01	17.83
	Index	100	99	103	98	117
Recycled products	Unwgt'd	29120	2613	1012	1113	838
	Weighted (000)	139799	12470	4243	5970	4272
	Horz %	100.00	8.92	3.04	4.27	3.06
	Vert %	56.72	47.14	43.74	48.74	67.06
	Index	100	83	77	86	118
Any activity	Unwgt'd	39266	4077	1702	1647	1051
	Weighted (000)	193277	19585	7590	8891	5384
	Horz %	100.00	10.13	3.93	4.60	2.79
	Vert %	78.42	74.03	78.22	72.59	84.52
	Index	100	94	100	93	108

Political

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of	Variety/Other
					*	
Contributions: Political	Unwgted	2694	144	65	42	100
	Weighted (000)	12409	703	303	210	461
	Horz %	100.00	5.66	2.44	1.69	3.72
	Vert %	5.03	2.66	3.12	1.71	7.24
	Index	100	53	62	34	144
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8449	901	375	368	225
	Weighted (000)	41483	4693	1798	2191	1190
	Horz %	100.00	11.31	4.34	5.28	2.87
	Vert %	16.83	17.74	18.54	17.89	18.69
	Index	100	105	110	106	111
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5751	712	276	270	154
	Weighted (000)	28421	3482	1238	1609	851
	Horz %	100.00	12.25	4.35	5.66	3.00
	Vert %	11.53	13.16	12.76	13.14	13.37
	Index	100	114	111	114	116
Politics Super Influential Consumers	Unwgted	1287	134	51	58	42
	Weighted (000)	6043	593	222	288	185
	Horz %	100.00	9.82	3.68	4.76	3.06
	Vert %	2.45	2.24	2.29	2.35	2.90
	Index	100	91	93	96	118
Politics Category Influential Consumers	Unwgted	2654	245	102	95	74
	Weighted (000)	12392	1122	424	525	342
	Horz %	100.00	9.06	3.43	4.23	2.76
	Vert %	5.03	4.24	4.38	4.28	5.37
	Index	100	84	87	85	107