

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits
Adults 18+	Unwgt'd	48646	1128	7893	1220
	Weighted (000)	244084	4719	38375	6399
	Horz %	100.00	1.93	15.72	2.62
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	473	2355	345
	Weighted (000)	73406	1914	11115	1737
	Horz %	100.00	2.61	15.14	2.37
	Vert %	30.07	40.55	28.96	27.14
	Index	100	135	96	90
Republican	Unwgt'd	12146	214	2078	294
	Weighted (000)	60548	849	9920	1465
	Horz %	100.00	1.40	16.38	2.42
	Vert %	24.81	17.99	25.85	22.89
	Index	100	73	104	92
Other party			*		*
	Unwgt'd	630	13	119	23
	Weighted (000)	2884	41	496	107
	Horz %	100.00	1.41	17.20	3.71
	Vert %	1.18	0.86	1.29	1.67
Independent/No party affiliation	Unwgt'd	19604	418	3208	530
	Weighted (000)	101864	1888	16275	2974
	Horz %	100.00	1.85	15.98	2.92
	Vert %	41.73	40.00	42.41	46.48
	Index	100	96	102	111
Political Outlook: Very Conservative	Unwgt'd	7491	67	968	169
	Weighted (000)	39627	281	4843	823
	Horz %	100.00	0.71	12.22	2.08
	Vert %	16.23	5.96	12.62	12.86
	Index	100	37	78	79
Somewhat Conservative	Unwgt'd	10625	167	1823	293
	Weighted (000)	53447	626	8777	1568
	Horz %	100.00	1.17	16.42	2.93
	Vert %	21.90	13.26	22.87	24.50
	Index	100	61	104	112
Middle of the Road	Unwgt'd	16442	356	2885	409
	Weighted (000)	83117	1506	14224	2070
	Horz %	100.00	1.81	17.11	2.49
	Vert %	34.05	31.91	37.07	32.35
	Index	100	94	109	95

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits
Somewhat Liberal	Unwgted	6926	290	1240	178
	Weighted (000)	31747	1205	5695	967
	Horz %	100.00	3.80	17.94	3.05
	Vert %	13.01	25.53	14.84	15.11
	Index	100	196	114	116
Very Liberal	Unwgted	4288	224	606	92
	Weighted (000)	19573	1010	2807	456
	Horz %	100.00	5.16	14.34	2.33
	Vert %	8.02	21.41	7.31	7.13
	Index	100	267	91	89
Voting Frequency: National Elections: Always	Unwgted	26734	802	4312	630
	Weighted (000)	127091	3338	20099	3227
	Horz %	100.00	2.63	15.81	2.54
	Vert %	52.07	70.74	52.37	50.43
	Index	100	136	101	97
National Elections: Sometimes	Unwgted	5190	117	966	127
	Weighted (000)	26132	439	4794	676
	Horz %	100.00	1.68	18.35	2.59
	Vert %	10.71	9.30	12.49	10.57
	Index	100	87	117	99
National Elections: Never			*		
	Unwgted	3442	49	580	101
	Weighted (000)	19007	245	3171	590
	Horz %	100.00	1.29	16.68	3.10
	Vert %	7.79	5.18	8.26	9.22
Statewide Elections: Always	Unwgted	17593	562	2678	398
	Weighted (000)	82723	2251	12337	2039
	Horz %	100.00	2.72	14.91	2.46
	Vert %	33.89	47.71	32.15	31.86
	Index	100	141	95	94
Statewide Elections: Sometimes	Unwgted	9904	291	1836	240
	Weighted (000)	48132	1219	8746	1178
	Horz %	100.00	2.53	18.17	2.45
	Vert %	19.72	25.84	22.79	18.41
	Index	100	131	116	93
Statewide Elections: Never	Unwgted	4770	79	884	142
	Weighted (000)	26019	376	4751	851
	Horz %	100.00	1.45	18.26	3.27
	Vert %	10.66	7.98	12.38	13.30
	Index	100	75	116	125
Local Elections: Always	Unwgted	14791	431	2210	321
	Weighted (000)	70608	1744	10273	1667
	Horz %	100.00	2.47	14.55	2.36
	Vert %	28.93	36.95	26.77	26.05
	Index	100	128	93	90

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits
Local Elections: Sometimes	Unwgt'd	11575	377	2086	284
	Weighted (000)	55581	1494	9871	1419
	Horz %	100.00	2.69	17.76	2.55
	Vert %	22.77	31.66	25.72	22.18
	Index	100	139	113	97
Local Elections: Never	Unwgt'd	6014	110	1107	175
	Weighted (000)	31911	557	5775	998
	Horz %	100.00	1.75	18.10	3.13
	Vert %	13.07	11.81	15.05	15.60
	Index	100	90	115	119
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	22233	320	3551	617
	Weighted (000)	121264	1350	18094	3308
	Horz %	100.00	1.11	14.92	2.73
	Vert %	49.68	28.62	47.15	51.70
	Index	100	58	95	104
Strictly Voters	Unwgt'd	12916	295	1911	269
	Weighted (000)	60691	1269	8771	1384
	Horz %	100.00	2.09	14.45	2.28
	Vert %	24.86	26.90	22.86	21.63
	Index	100	108	92	87
Vote and Sign	Unwgt'd	7360	290	1374	202
	Weighted (000)	34160	1204	6544	1055
	Horz %	100.00	3.52	19.16	3.09
	Vert %	14.00	25.52	17.05	16.48
	Index	100	182	122	118
Civic Advocates	Unwgt'd	1495	48	244	27
	Weighted (000)	6680	228	1222	184
	Horz %	100.00	3.41	18.29	2.76
	Vert %	2.74	4.83	3.18	2.88
	Index	100	176	116	105
Local Participants	Unwgt'd	3385	105	652	84
	Weighted (000)	15679	411	3001	391
	Horz %	100.00	2.62	19.14	2.49
	Vert %	6.42	8.72	7.82	6.11
	Index	100	136	122	95
Political Activists	Unwgt'd	1257	70	161	21
	Weighted (000)	5610	256	744	77
	Horz %	100.00	4.57	13.25	1.36
	Vert %	2.30	5.43	1.94	1.20
	Index	100	236	84	52
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	23754	729	3832	538
	Weighted (000)	109697	3005	17721	2756
	Horz %	100.00	2.74	16.15	2.51
	Vert %	44.94	63.67	46.18	43.07
	Index	100	142	103	96

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits
Written or called any politician at the state,local, or national level	Unwgted	4438	233	723	94
	Weighted (000)	19134	920	3204	400
	Horz %	100.00	4.81	16.75	2.09
	Vert %	7.84	19.49	8.35	6.25
	Index	100	249	107	80
					*
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1148	55	170	32
	Weighted (000)	4990	230	809	167
	Horz %	100.00	4.61	16.22	3.34
	Vert %	2.04	4.88	2.11	2.61
	Index	100	238	103	128
					*
Written something that has been published	Unwgted	1355	53	214	31
	Weighted (000)	6147	283	1108	191
	Horz %	100.00	4.60	18.03	3.10
	Vert %	2.52	6.00	2.89	2.98
	Index	100	238	115	118
			*		*
Written an article for a magazine or newspaper	Unwgted	615	32	94	8
	Weighted (000)	2840	145	496	50
	Horz %	100.00	5.12	17.47	1.75
	Vert %	1.16	3.08	1.29	0.78
	Index	100	265	111	67
Attended a political rally, speech, or organized protest of any kind	Unwgted	2531	131	400	56
	Weighted (000)	11820	610	1994	342
	Horz %	100.00	5.16	16.87	2.90
	Vert %	4.84	12.93	5.20	5.35
	Index	100	267	107	110
Attended a public meeting on town or school affairs	Unwgted	6346	259	1301	183
	Weighted (000)	28826	1090	5746	865
	Horz %	100.00	3.78	19.93	3.00
	Vert %	11.81	23.09	14.97	13.52
	Index	100	196	127	115
			*	*	*
Held or run for political office	Unwgted	197	4	29	6
	Weighted (000)	1032	10	129	31
	Horz %	100.00	0.96	12.47	2.96
	Vert %	0.42	0.21	0.34	0.48
	Index	100	49	79	113
Served on a committee for some local organization	Unwgted	3377	131	615	79
	Weighted (000)	15451	545	2786	380
	Horz %	100.00	3.53	18.03	2.46
	Vert %	6.33	11.55	7.26	5.94
	Index	100	182	115	94
Served as an officer for some club or organization	Unwgted	2807	93	486	66
	Weighted (000)	12822	335	2303	332
	Horz %	100.00	2.61	17.96	2.59
	Vert %	5.25	7.09	6.00	5.20
	Index	100	135	114	99

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits
Signed a petition	Unwgt'd	9164	380	1622	229
	Weighted (000)	43359	1526	7769	1172
	Horz %	100.00	3.52	17.92	2.70
	Vert %	17.76	32.33	20.25	18.31
	Index	100	182	114	103
			*		*
Worked for a political party	Unwgt'd	811	37	97	13
	Weighted (000)	3797	135	461	43
	Horz %	100.00	3.55	12.14	1.12
	Vert %	1.56	2.86	1.20	0.66
	Index	100	184	77	43
					*
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1831	90	274	37
	Weighted (000)	8074	364	1303	239
	Horz %	100.00	4.51	16.14	2.96
	Vert %	3.31	7.72	3.40	3.73
	Index	100	233	103	113
					*
Participated in environmental groups/causes	Unwgt'd	1840	109	326	42
	Weighted (000)	8139	489	1360	247
	Horz %	100.00	6.01	16.71	3.04
	Vert %	3.33	10.36	3.54	3.86
	Index	100	311	106	116
Engaged in fund raising	Unwgt'd	8107	285	1650	211
	Weighted (000)	37586	1242	7730	1050
	Horz %	100.00	3.30	20.57	2.79
	Vert %	15.40	26.31	20.14	16.42
	Index	100	171	131	107
Any activity	Unwgt'd	39190	1061	6618	994
	Weighted (000)	187031	4407	30930	5047
	Horz %	100.00	2.36	16.54	2.70
	Vert %	76.63	93.38	80.60	78.86
	Index	100	122	105	103
					*
Contributions: Political	Unwgt'd	2606	108	337	44
	Weighted (000)	11222	414	1375	178
	Horz %	100.00	3.69	12.25	1.59
	Vert %	4.60	8.76	3.58	2.79
	Index	100	191	78	61
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Base: All No Audit Report Was Generated					

		Adults 18+	Adult Standards	All News	All Talk
Adults 18+	Unwgt'd	48646	181	2726	850
	Weighted (000)	244084	907	7983	3908
	Horz %	100.00	0.37	3.27	1.60
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	50	967	142
	Weighted (000)	73406	238	2967	763
	Horz %	100.00	0.32	4.04	1.04
	Vert %	30.07	26.27	37.16	19.52
	Index	100	87	124	65
Republican	Unwgt'd	12146	62	757	407
	Weighted (000)	60548	314	2100	1914
	Horz %	100.00	0.52	3.47	3.16
	Vert %	24.81	34.67	26.30	48.97
	Index	100	140	106	197
Other party			*	*	*
	Unwgt'd	630	3	33	21
	Weighted (000)	2884	21	135	60
	Horz %	100.00	0.73	4.68	2.07
	Vert %	1.18	2.32	1.69	1.53
	Index	100	196	143	129
Independent/No party affiliation	Unwgt'd	19604	64	917	267
	Weighted (000)	101864	324	2597	1125
	Horz %	100.00	0.32	2.55	1.10
	Vert %	41.73	35.75	32.53	28.78
	Index	100	86	78	69
Political Outlook: Very Conservative			*		
	Unwgt'd	7491	39	312	290
	Weighted (000)	39627	181	978	1329
	Horz %	100.00	0.46	2.47	3.35
	Vert %	16.23	20.01	12.25	34.00
	Index	100	123	75	209
Somewhat Conservative			*		
	Unwgt'd	10625	49	633	253
	Weighted (000)	53447	281	1809	1094
	Horz %	100.00	0.53	3.38	2.05
	Vert %	21.90	30.99	22.66	28.01
	Index	100	142	103	128
Middle of the Road	Unwgt'd	16442	62	976	190
	Weighted (000)	83117	264	2777	907
	Horz %	100.00	0.32	3.34	1.09
	Vert %	34.05	29.12	34.78	23.20
	Index	100	86	102	68

		Adults 18+	Adult Standards	All News	All Talk
Somewhat Liberal			*		
	Unwgted	6926	16	496	62
	Weighted (000)	31747	91	1536	267
	Horz %	100.00	0.29	4.84	0.84
	Vert %	13.01	10.02	19.25	6.84
	Index	100	77	148	53
Very Liberal			*		*
	Unwgted	4288	9	216	37
	Weighted (000)	19573	30	577	240
	Horz %	100.00	0.15	2.95	1.23
	Vert %	8.02	3.29	7.22	6.15
	Index	100	41	90	77
Voting Frequency: National Elections: Always					
	Unwgted	26734	129	1867	617
	Weighted (000)	127091	575	5327	2749
	Horz %	100.00	0.45	4.19	2.16
	Vert %	52.07	63.41	66.73	70.36
	Index	100	122	128	135
National Elections: Sometimes			*		
	Unwgted	5190	16	269	80
	Weighted (000)	26132	122	727	408
	Horz %	100.00	0.47	2.78	1.56
	Vert %	10.71	13.47	9.11	10.43
	Index	100	126	85	97
National Elections: Never			*		*
	Unwgted	3442	4	123	24
	Weighted (000)	19007	18	362	128
	Horz %	100.00	0.09	1.90	0.67
	Vert %	7.79	1.96	4.53	3.28
	Index	100	25	58	42
Statewide Elections: Always					
	Unwgted	17593	94	1343	469
	Weighted (000)	82723	413	3786	2059
	Horz %	100.00	0.50	4.58	2.49
	Vert %	33.89	45.54	47.43	52.69
	Index	100	134	140	155
Statewide Elections: Sometimes			*		
	Unwgted	9904	36	576	167
	Weighted (000)	48132	190	1604	811
	Horz %	100.00	0.40	3.33	1.69
	Vert %	19.72	20.97	20.10	20.76
	Index	100	106	102	105
Statewide Elections: Never			*		*
	Unwgted	4770	7	188	42
	Weighted (000)	26019	47	522	194
	Horz %	100.00	0.18	2.01	0.74
	Vert %	10.66	5.22	6.54	4.96
	Index	100	49	61	46
Local Elections: Always					
	Unwgted	14791	87	1115	380
	Weighted (000)	70608	396	3159	1747
	Horz %	100.00	0.56	4.47	2.47
	Vert %	28.93	43.70	39.57	44.70
	Index	100	151	137	155

		Adults 18+	Adult Standards	All News	All Talk
Local Elections: Sometimes			*		
	Unwgted	11575	45	725	228
	Weighted (000)	55581	182	2081	1001
	Horz %	100.00	0.33	3.74	1.80
	Vert %	22.77	20.02	26.06	25.60
	Index	100	88	114	112
Local Elections: Never			*		
	Unwgted	6014	9	256	68
	Weighted (000)	31911	67	706	285
	Horz %	100.00	0.21	2.21	0.89
	Vert %	13.07	7.44	8.84	7.28
	Index	100	57	68	56
Civic/Political Engagement Segments: Passive Civics					
	Unwgted	22233	54	787	232
	Weighted (000)	121264	336	2468	1118
	Horz %	100.00	0.28	2.04	0.92
	Vert %	49.68	37.01	30.92	28.61
	Index	100	74	62	58
Strictly Voters					
	Unwgted	12916	57	933	253
	Weighted (000)	60691	269	2668	1121
	Horz %	100.00	0.44	4.40	1.85
	Vert %	24.86	29.65	33.42	28.69
	Index	100	119	134	115
Vote and Sign			*		
	Unwgted	7360	31	549	200
	Weighted (000)	34160	116	1609	902
	Horz %	100.00	0.34	4.71	2.64
	Vert %	14.00	12.80	20.16	23.08
	Index	100	91	144	165
Civic Advocates			*		*
	Unwgted	1495	7	110	28
	Weighted (000)	6680	40	315	146
	Horz %	100.00	0.60	4.71	2.19
	Vert %	2.74	4.45	3.94	3.74
	Index	100	163	144	137
Local Participants			*		
	Unwgted	3385	24	249	90
	Weighted (000)	15679	121	641	359
	Horz %	100.00	0.77	4.09	2.29
	Vert %	6.42	13.30	8.03	9.19
	Index	100	207	125	143
Political Activists			*		*
	Unwgted	1257	8	98	47
	Weighted (000)	5610	25	282	262
	Horz %	100.00	0.45	5.03	4.66
	Vert %	2.30	2.80	3.54	6.70
	Index	100	122	154	291
Public Activities: Voted in Federal, State, or Local Election					
	Unwgted	23754	121	1795	573
	Weighted (000)	109697	539	5102	2527
	Horz %	100.00	0.49	4.65	2.30
	Vert %	44.94	59.39	63.91	64.67
	Index	100	132	142	144



		Adults 18+	Adult Standards	All News	All Talk
Written or called any politician at the state,local, or national level			*		
	Unwgttd	4438	26	410	158
	Weighted (000)	19134	102	1095	650
	Horz %	100.00	0.54	5.72	3.40
	Vert %	7.84	11.29	13.72	16.65
	Index	100	144	175	212
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*		*
	Unwgttd	1148	9	98	45
	Weighted (000)	4990	43	224	188
	Horz %	100.00	0.86	4.49	3.76
	Vert %	2.04	4.72	2.81	4.80
	Index	100	231	137	235
Written something that has been published			*		*
	Unwgttd	1355	7	105	28
	Weighted (000)	6147	43	305	145
	Horz %	100.00	0.70	4.96	2.35
	Vert %	2.52	4.73	3.82	3.70
	Index	100	188	152	147
Written an article for a magazine or newspaper			*		*
	Unwgttd	615	2	60	8
	Weighted (000)	2840	5	177	74
	Horz %	100.00	0.16	6.23	2.59
	Vert %	1.16	0.50	2.22	1.88
	Index	100	43	191	162
Attended a political rally, speech, or organized protest of any kind			*		*
	Unwgttd	2531	9	181	79
	Weighted (000)	11820	17	529	412
	Horz %	100.00	0.14	4.47	3.49
	Vert %	4.84	1.87	6.62	10.55
	Index	100	39	137	218
Attended a public meeting on town or school affairs			*		*
	Unwgttd	6346	34	487	161
	Weighted (000)	28826	122	1395	651
	Horz %	100.00	0.42	4.84	2.26
	Vert %	11.81	13.45	17.48	16.65
	Index	100	114	148	141
Held or run for political office			*	*	*
	Unwgttd	197	3	13	5
	Weighted (000)	1032	6	35	28
	Horz %	100.00	0.60	3.41	2.71
	Vert %	0.42	0.68	0.44	0.72
	Index	100	161	104	169
Served on a committee for some local organization			*		*
	Unwgttd	3377	25	244	95
	Weighted (000)	15451	110	609	481
	Horz %	100.00	0.71	3.94	3.11
	Vert %	6.33	12.16	7.63	12.30
	Index	100	192	120	194
Served as an officer for some club or organization			*		*
	Unwgttd	2807	17	229	79
	Weighted (000)	12822	76	596	373
	Horz %	100.00	0.60	4.65	2.91
	Vert %	5.25	8.42	7.46	9.53
	Index	100	160	142	182

		Adults 18+	Adult Standards	All News	All Talk
Signed a petition			*		
	Unwgted	9164	33	637	231
	Weighted (000)	43359	130	1847	1186
	Horz %	100.00	0.30	4.26	2.73
	Vert %	17.76	14.29	23.14	30.34
	Index	100	80	130	171
Worked for a political party			*		*
	Unwgted	811	6	57	31
	Weighted (000)	3797	15	190	201
	Horz %	100.00	0.40	5.01	5.30
	Vert %	1.56	1.66	2.38	5.14
	Index	100	107	153	331
Been an active member of any group that tries to influence public policy or government			*		
	Unwgted	1831	10	142	52
	Weighted (000)	8074	33	392	276
	Horz %	100.00	0.41	4.85	3.41
	Vert %	3.31	3.66	4.91	7.05
	Index	100	111	148	213
Participated in environmental groups/causes			*		*
	Unwgted	1840	9	144	31
	Weighted (000)	8139	21	302	146
	Horz %	100.00	0.26	3.71	1.79
	Vert %	3.33	2.36	3.78	3.74
	Index	100	71	113	112
Engaged in fund raising			*		
	Unwgted	8107	37	520	180
	Weighted (000)	37586	189	1464	935
	Horz %	100.00	0.50	3.90	2.49
	Vert %	15.40	20.81	18.34	23.93
	Index	100	135	119	155
Any activity					
	Unwgted	39190	158	2541	767
	Weighted (000)	187031	724	7324	3497
	Horz %	100.00	0.39	3.92	1.87
	Vert %	76.63	79.78	91.75	89.50
	Index	100	104	120	117
Contributions: Political			*		
	Unwgted	2606	15	217	83
	Weighted (000)	11222	38	601	368
	Horz %	100.00	0.34	5.35	3.28
	Vert %	4.60	4.21	7.52	9.43
	Index	100	92	164	205
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas					
No Audit Report Was Generated					

		Adults 18+	Alternative	CHR	Classic Hits
Adults 18+	Unwgt'd	48646	3051	8136	2864
	Weighted (000)	244084	14357	42891	14285
	Horz %	100.00	5.88	17.57	5.85
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	969	2553	756
	Weighted (000)	73406	4246	12822	3828
	Horz %	100.00	5.78	17.47	5.22
	Vert %	30.07	29.57	29.89	26.80
	Index	100	98	99	89
Republican	Unwgt'd	12146	715	1650	874
	Weighted (000)	60548	3419	8940	4190
	Horz %	100.00	5.65	14.76	6.92
	Vert %	24.81	23.81	20.84	29.33
	Index	100	96	84	118
Other party	Unwgt'd	630	56	101	32
	Weighted (000)	2884	244	492	120
	Horz %	100.00	8.46	17.05	4.17
	Vert %	1.18	1.70	1.15	0.84
	Index	100	144	97	71
Independent/No party affiliation	Unwgt'd	19604	1279	3714	1167
	Weighted (000)	101864	6303	19981	6004
	Horz %	100.00	6.19	19.62	5.89
	Vert %	41.73	43.91	46.59	42.03
	Index	100	105	112	101
Political Outlook: Very Conservative	Unwgt'd	7491	257	810	433
	Weighted (000)	39627	1285	4391	2262
	Horz %	100.00	3.24	11.08	5.71
	Vert %	16.23	8.95	10.24	15.83
	Index	100	55	63	98
Somewhat Conservative	Unwgt'd	10625	575	1622	709
	Weighted (000)	53447	2660	8470	3376
	Horz %	100.00	4.98	15.85	6.32
	Vert %	21.90	18.53	19.75	23.63
	Index	100	85	90	108
Middle of the Road	Unwgt'd	16442	1083	3313	1069
	Weighted (000)	83117	5114	17691	5497
	Horz %	100.00	6.15	21.28	6.61
	Vert %	34.05	35.62	41.25	38.48
	Index	100	105	121	113

		Adults 18+	Alternative	CHR	Classic Hits
Somewhat Liberal	Unwgted	6926	626	1283	353
	Weighted (000)	31747	2884	6407	1704
	Horz %	100.00	9.08	20.18	5.37
	Vert %	13.01	20.09	14.94	11.93
	Index	100	154	115	92
Very Liberal	Unwgted	4288	408	641	184
	Weighted (000)	19573	1922	3270	886
	Horz %	100.00	9.82	16.71	4.53
	Vert %	8.02	13.39	7.62	6.20
	Index	100	167	95	77
Voting Frequency: National Elections: Always	Unwgted	26734	1775	3616	1731
	Weighted (000)	127091	8010	18648	8260
	Horz %	100.00	6.30	14.67	6.50
	Vert %	52.07	55.79	43.48	57.82
	Index	100	107	83	111
National Elections: Sometimes	Unwgted	5190	369	1026	282
	Weighted (000)	26132	1731	5032	1534
	Horz %	100.00	6.62	19.26	5.87
	Vert %	10.71	12.06	11.73	10.74
	Index	100	113	110	100
National Elections: Never	Unwgted	3442	254	781	226
	Weighted (000)	19007	1440	4429	1204
	Horz %	100.00	7.58	23.30	6.34
	Vert %	7.79	10.03	10.33	8.43
	Index	100	129	133	108
Statewide Elections: Always	Unwgted	17593	1123	1962	1172
	Weighted (000)	82723	5048	10319	5524
	Horz %	100.00	6.10	12.47	6.68
	Vert %	33.89	35.16	24.06	38.67
	Index	100	104	71	114
Statewide Elections: Sometimes	Unwgted	9904	765	1879	608
	Weighted (000)	48132	3463	9332	2932
	Horz %	100.00	7.19	19.39	6.09
	Vert %	19.72	24.12	21.76	20.52
	Index	100	122	110	104
Statewide Elections: Never	Unwgted	4770	357	1082	298
	Weighted (000)	26019	1936	6051	1640
	Horz %	100.00	7.44	23.26	6.30
	Vert %	10.66	13.49	14.11	11.48
	Index	100	127	132	108
Local Elections: Always	Unwgted	14791	878	1603	956
	Weighted (000)	70608	3961	8408	4598
	Horz %	100.00	5.61	11.91	6.51
	Vert %	28.93	27.59	19.60	32.19
	Index	100	95	68	111

		Adults 18+	Alternative	CHR	Classic Hits
Local Elections: Sometimes	Unwgted	11575	892	1974	739
	Weighted (000)	55581	3975	9879	3581
	Horz %	100.00	7.15	17.77	6.44
	Vert %	22.77	27.69	23.03	25.07
	Index	100	122	101	110
Local Elections: Never	Unwgted	6014	452	1350	384
	Weighted (000)	31911	2406	7454	2040
	Horz %	100.00	7.54	23.36	6.39
	Vert %	13.07	16.76	17.38	14.28
	Index	100	128	133	109
Civic/Political Engagement Segments: Passive Civics	Unwgted	22233	1231	4338	1190
	Weighted (000)	121264	5932	23999	6266
	Horz %	100.00	4.89	19.79	5.17
	Vert %	49.68	41.32	55.95	43.87
	Index	100	83	113	88
Strictly Voters	Unwgted	12916	709	1740	821
	Weighted (000)	60691	3231	8659	3852
	Horz %	100.00	5.32	14.27	6.35
	Vert %	24.86	22.51	20.19	26.97
	Index	100	91	81	108
Vote and Sign	Unwgted	7360	645	1225	498
	Weighted (000)	34160	3105	6141	2448
	Horz %	100.00	9.09	17.98	7.17
	Vert %	14.00	21.63	14.32	17.14
	Index	100	155	102	122
Civic Advocates	Unwgted	1495	112	226	79
	Weighted (000)	6680	522	1054	363
	Horz %	100.00	7.81	15.78	5.44
	Vert %	2.74	3.64	2.46	2.54
	Index	100	133	90	93
Local Participants	Unwgted	3385	240	475	208
	Weighted (000)	15679	1091	2374	1011
	Horz %	100.00	6.96	15.14	6.45
	Vert %	6.42	7.60	5.54	7.08
	Index	100	118	86	110
Political Activists	Unwgted	1257	114	132	68
	Weighted (000)	5610	475	664	343
	Horz %	100.00	8.46	11.83	6.12
	Vert %	2.30	3.31	1.55	2.40
	Index	100	144	67	105
Public Activities: Voted in Federal, State, or Local Election	Unwgted	23754	1579	3243	1531
	Weighted (000)	109697	7107	15978	7202
	Horz %	100.00	6.48	14.57	6.57
	Vert %	44.94	49.51	37.25	50.42
	Index	100	110	83	112

		Adults 18+	Alternative	CHR	Classic Hits
Written or called any politician at the state,local, or national level	Unwgt'd	4438	407	487	286
	Weighted (000)	19134	1708	2196	1219
	Horz %	100.00	8.92	11.48	6.37
	Vert %	7.84	11.89	5.12	8.53
	Index	100	152	65	109
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgt'd	1148	102	113	75
	Weighted (000)	4990	425	548	380
	Horz %	100.00	8.52	10.97	7.62
	Vert %	2.04	2.96	1.28	2.66
	Index	100	145	62	130
Written something that has been published	Unwgt'd	1355	113	200	72
	Weighted (000)	6147	496	965	368
	Horz %	100.00	8.06	15.69	5.98
	Vert %	2.52	3.45	2.25	2.57
	Index	100	137	89	102
Written an article for a magazine or newspaper	Unwgt'd	615	56	86	32
	Weighted (000)	2840	305	504	134
	Horz %	100.00	10.74	17.76	4.73
	Vert %	1.16	2.13	1.18	0.94
	Index	100	183	101	81
Attended a political rally, speech, or organized protest of any kind	Unwgt'd	2531	249	373	145
	Weighted (000)	11820	1378	1919	738
	Horz %	100.00	11.66	16.23	6.25
	Vert %	4.84	9.60	4.47	5.17
	Index	100	198	92	107
Attended a public meeting on town or school affairs	Unwgt'd	6346	543	1239	397
	Weighted (000)	28826	2513	5867	1829
	Horz %	100.00	8.72	20.35	6.34
	Vert %	11.81	17.51	13.68	12.80
	Index	100	148	116	108
Held or run for political office	Unwgt'd	197	11	24	17
	Weighted (000)	1032	43	139	80
	Horz %	100.00	4.15	13.51	7.75
	Vert %	0.42	0.30	0.33	0.56
	Index	100	71	77	132
Served on a committee for some local organization	Unwgt'd	3377	256	437	205
	Weighted (000)	15451	1159	2126	1000
	Horz %	100.00	7.50	13.76	6.47
	Vert %	6.33	8.08	4.96	7.00
	Index	100	128	78	111
Served as an officer for some club or organization	Unwgt'd	2807	199	344	165
	Weighted (000)	12822	914	1768	775
	Horz %	100.00	7.13	13.79	6.05
	Vert %	5.25	6.36	4.12	5.43
	Index	100	121	78	103

		Adults 18+	Alternative	CHR	Classic Hits
Signed a petition	Unwgted	9164	841	1489	603
	Weighted (000)	43359	3987	7712	2969
	Horz %	100.00	9.20	17.79	6.85
	Vert %	17.76	27.77	17.98	20.79
	Index	100	156	101	117
					*
Worked for a political party	Unwgted	811	55	83	42
	Weighted (000)	3797	234	458	252
	Horz %	100.00	6.16	12.06	6.64
	Vert %	1.56	1.63	1.07	1.76
	Index	100	105	69	113
Been an active member of any group that tries to influence public policy or government	Unwgted	1831	172	201	106
	Weighted (000)	8074	780	963	500
	Horz %	100.00	9.66	11.92	6.19
	Vert %	3.31	5.43	2.24	3.50
	Index	100	164	68	106
Participated in environmental groups/causes	Unwgted	1840	203	267	99
	Weighted (000)	8139	1018	1227	492
	Horz %	100.00	12.51	15.08	6.04
	Vert %	3.33	7.09	2.86	3.44
	Index	100	213	86	103
Engaged in fund raising	Unwgted	8107	660	1611	522
	Weighted (000)	37586	3183	7976	2518
	Horz %	100.00	8.47	21.22	6.70
	Vert %	15.40	22.17	18.60	17.63
	Index	100	144	121	114
Any activity	Unwgted	39190	2672	6493	2398
	Weighted (000)	187031	12366	32907	11572
	Horz %	100.00	6.61	17.59	6.19
	Vert %	76.63	86.14	76.72	81.01
	Index	100	112	100	106
Contributions: Political	Unwgted	2606	186	246	134
	Weighted (000)	11222	757	1107	621
	Horz %	100.00	6.75	9.86	5.53
	Vert %	4.60	5.27	2.58	4.34
	Index	100	115	56	95
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas No Audit Report Was Generated					

		Adults 18+	Classic Rock	Classical	Country
Adults 18+	Unwgt'd	48646	3360	1353	7757
	Weighted (000)	244084	16987	5307	44958
	Horz %	100.00	6.96	2.17	18.42
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	816	509	1580
	Weighted (000)	73406	4024	1928	9095
	Horz %	100.00	5.48	2.63	12.39
	Vert %	30.07	23.69	36.33	20.23
	Index	100	79	121	67
Republican	Unwgt'd	12146	965	303	2647
	Weighted (000)	60548	4773	1244	15090
	Horz %	100.00	7.88	2.06	24.92
	Vert %	24.81	28.10	23.45	33.56
	Index	100	113	95	135
Other party				*	
	Unwgt'd	630	55	15	74
	Weighted (000)	2884	254	56	395
	Horz %	100.00	8.79	1.94	13.70
	Vert %	1.18	1.49	1.06	0.88
Independent/No party affiliation	Unwgt'd	19604	1478	507	3315
	Weighted (000)	101864	7711	2004	19600
	Horz %	100.00	7.57	1.97	19.24
	Vert %	41.73	45.39	37.76	43.59
	Index	100	109	90	104
Political Outlook: Very Conservative	Unwgt'd	7491	366	144	1258
	Weighted (000)	39627	2119	673	7572
	Horz %	100.00	5.35	1.70	19.11
	Vert %	16.23	12.47	12.69	16.84
	Index	100	77	78	104
Somewhat Conservative	Unwgt'd	10625	810	268	2054
	Weighted (000)	53447	3892	1071	11554
	Horz %	100.00	7.28	2.00	21.62
	Vert %	21.90	22.91	20.18	25.70
	Index	100	105	92	117
Middle of the Road	Unwgt'd	16442	1334	383	2977
	Weighted (000)	83117	6532	1382	17361
	Horz %	100.00	7.86	1.66	20.89
	Vert %	34.05	38.45	26.05	38.62
	Index	100	113	76	113



		Adults 18+	Classic Rock	Classical	Country
Somewhat Liberal	Unwgted	6926	457	284	702
	Weighted (000)	31747	2280	1144	3742
	Horz %	100.00	7.18	3.60	11.79
	Vert %	13.01	13.42	21.55	8.32
	Index	100	103	166	64
Very Liberal	Unwgted	4288	241	218	323
	Weighted (000)	19573	1310	821	1856
	Horz %	100.00	6.69	4.19	9.48
	Vert %	8.02	7.71	15.46	4.13
	Index	100	96	193	51
Voting Frequency: National Elections: Always	Unwgted	26734	1941	979	4160
	Weighted (000)	127091	9308	3713	23127
	Horz %	100.00	7.32	2.92	18.20
	Vert %	52.07	54.79	69.97	51.44
	Index	100	105	134	99
National Elections: Sometimes	Unwgted	5190	405	101	939
	Weighted (000)	26132	2144	433	5491
	Horz %	100.00	8.21	1.66	21.01
	Vert %	10.71	12.62	8.16	12.21
	Index	100	118	76	114
National Elections: Never	Unwgted	3442	270	50	639
	Weighted (000)	19007	1431	215	4136
	Horz %	100.00	7.53	1.13	21.76
	Vert %	7.79	8.42	4.05	9.20
	Index	100	108	52	118
Statewide Elections: Always	Unwgted	17593	1265	730	2638
	Weighted (000)	82723	6042	2772	14681
	Horz %	100.00	7.30	3.35	17.75
	Vert %	33.89	35.57	52.24	32.65
	Index	100	105	154	96
Statewide Elections: Sometimes	Unwgted	9904	791	241	1759
	Weighted (000)	48132	3934	941	9905
	Horz %	100.00	8.17	1.95	20.58
	Vert %	19.72	23.16	17.72	22.03
	Index	100	117	90	112
Statewide Elections: Never	Unwgted	4770	352	73	861
	Weighted (000)	26019	1897	294	5496
	Horz %	100.00	7.29	1.13	21.12
	Vert %	10.66	11.17	5.54	12.22
	Index	100	105	52	115
Local Elections: Always	Unwgted	14791	1009	606	2249
	Weighted (000)	70608	5018	2289	12703
	Horz %	100.00	7.11	3.24	17.99
	Vert %	28.93	29.54	43.12	28.25
	Index	100	102	149	98

		Adults 18+	Classic Rock	Classical	Country
Local Elections: Sometimes	Unwgt'd	11575	953	351	1990
	Weighted (000)	55581	4558	1431	11061
	Horz %	100.00	8.20	2.57	19.90
	Vert %	22.77	26.84	26.96	24.60
	Index	100	118	118	108
Local Elections: Never	Unwgt'd	6014	457	93	1050
	Weighted (000)	31911	2372	364	6611
	Horz %	100.00	7.43	1.14	20.72
	Vert %	13.07	13.96	6.85	14.70
	Index	100	107	52	112
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	22233	1435	385	3771
	Weighted (000)	121264	7637	1582	23185
	Horz %	100.00	6.30	1.30	19.12
	Vert %	49.68	44.96	29.81	51.57
	Index	100	90	60	104
Strictly Voters	Unwgt'd	12916	885	370	2000
	Weighted (000)	60691	4114	1442	11012
	Horz %	100.00	6.78	2.38	18.15
	Vert %	24.86	24.22	27.17	24.49
	Index	100	97	109	99
Vote and Sign	Unwgt'd	7360	626	301	1024
	Weighted (000)	34160	3328	1071	5642
	Horz %	100.00	9.74	3.13	16.52
	Vert %	14.00	19.59	20.18	12.55
	Index	100	140	144	90
Civic Advocates	Unwgt'd	1495	78	86	181
	Weighted (000)	6680	357	360	875
	Horz %	100.00	5.35	5.39	13.10
	Vert %	2.74	2.10	6.78	1.95
	Index	100	77	248	71
Local Participants	Unwgt'd	3385	229	134	637
	Weighted (000)	15679	1051	534	3423
	Horz %	100.00	6.70	3.41	21.83
	Vert %	6.42	6.19	10.07	7.61
	Index	100	96	157	119
Political Activists	Unwgt'd	1257	107	77	144
	Weighted (000)	5610	500	318	821
	Horz %	100.00	8.91	5.67	14.63
	Vert %	2.30	2.94	5.99	1.83
	Index	100	128	261	79
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	23754	1730	894	3595
	Weighted (000)	109697	8313	3473	19584
	Horz %	100.00	7.58	3.17	17.85
	Vert %	44.94	48.94	65.44	43.56
	Index	100	109	146	97

		Adults 18+	Classic Rock	Classical	Country
Written or called any politician at the state,local, or national level	Unwgttd	4438	346	242	594
	Weighted (000)	19134	1579	883	3030
	Horz %	100.00	8.25	4.61	15.84
	Vert %	7.84	9.30	16.63	6.74
	Index	100	119	212	86
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgttd	1148	92	74	159
	Weighted (000)	4990	445	308	934
	Horz %	100.00	8.92	6.16	18.71
	Vert %	2.04	2.62	5.79	2.08
	Index	100	128	283	102
Written something that has been published	Unwgttd	1355	86	83	157
	Weighted (000)	6147	412	358	781
	Horz %	100.00	6.71	5.82	12.71
	Vert %	2.52	2.43	6.75	1.74
	Index	100	96	268	69
Written an article for a magazine or newspaper			*	*	
	Unwgttd	615	34	39	70
	Weighted (000)	2840	139	178	372
	Horz %	100.00	4.90	6.26	13.11
	Index	100	70	288	71
Attended a political rally, speech, or organized protest of any kind	Unwgttd	2531	191	139	311
	Weighted (000)	11820	963	590	1732
	Horz %	100.00	8.15	4.99	14.65
	Vert %	4.84	5.67	11.12	3.85
	Index	100	117	230	80
Attended a public meeting on town or school affairs	Unwgttd	6346	484	242	1025
	Weighted (000)	28826	2276	941	5314
	Horz %	100.00	7.89	3.26	18.43
	Vert %	11.81	13.40	17.73	11.82
	Index	100	113	150	100
Held or run for political office			*	*	*
	Unwgttd	197	19	8	41
	Weighted (000)	1032	113	37	293
	Horz %	100.00	10.99	3.63	28.35
	Index	100	158	167	154
Served on a committee for some local organization	Unwgttd	3377	220	169	557
	Weighted (000)	15451	984	689	2986
	Horz %	100.00	6.37	4.46	19.33
	Vert %	6.33	5.79	12.98	6.64
	Index	100	91	205	105
Served as an officer for some club or organization	Unwgttd	2807	191	133	479
	Weighted (000)	12822	873	513	2589
	Horz %	100.00	6.81	4.00	20.19
	Vert %	5.25	5.14	9.67	5.76
	Index	100	98	184	110

		Adults 18+	Classic Rock	Classical	Country
Signed a petition	Unwgted	9164	744	423	1245
	Weighted (000)	43359	3874	1656	6888
	Horz %	100.00	8.93	3.82	15.89
	Vert %	17.76	22.80	31.21	15.32
	Index	100	128	176	86
				*	
Worked for a political party	Unwgted	811	60	44	92
	Weighted (000)	3797	283	171	536
	Horz %	100.00	7.47	4.50	14.11
	Vert %	1.56	1.67	3.22	1.19
	Index	100	107	207	77
Been an active member of any group that tries to influence public policy or government	Unwgted	1831	142	122	226
	Weighted (000)	8074	748	452	1230
	Horz %	100.00	9.26	5.60	15.24
	Vert %	3.31	4.40	8.52	2.74
	Index	100	133	257	83
Participated in environmental groups/causes	Unwgted	1840	147	147	200
	Weighted (000)	8139	675	568	948
	Horz %	100.00	8.30	6.98	11.65
	Vert %	3.33	3.98	10.70	2.11
	Index	100	119	321	63
Engaged in fund raising	Unwgted	8107	626	287	1423
	Weighted (000)	37586	3112	1076	8024
	Horz %	100.00	8.28	2.86	21.35
	Vert %	15.40	18.32	20.27	17.85
	Index	100	119	132	116
Any activity	Unwgted	39190	2832	1215	6035
	Weighted (000)	187031	13793	4639	33583
	Horz %	100.00	7.37	2.48	17.96
	Vert %	76.63	81.19	87.41	74.70
	Index	100	106	114	97
Contributions: Political	Unwgted	2606	158	157	312
	Weighted (000)	11222	727	575	1660
	Horz %	100.00	6.48	5.13	14.79
	Vert %	4.60	4.28	10.84	3.69
	Index	100	93	236	80
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas No Audit Report Was Generated					

		Adults 18+	Ethnic	Gospel	Hispanic
Adults 18+	Unwgted	48646	310	642	2577
	Weighted (000)	244084	1196	3662	15181
	Horz %	100.00	0.49	1.50	6.22
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgted	15279	113	399	815
	Weighted (000)	73406	427	2318	4603
	Horz %	100.00	0.58	3.16	6.27
	Vert %	30.07	35.68	63.30	30.32
	Index	100	119	210	101
Republican	Unwgted	12146	41	92	263
	Weighted (000)	60548	139	588	1485
	Horz %	100.00	0.23	0.97	2.45
	Vert %	24.81	11.58	16.06	9.78
	Index	100	47	65	39
Other party	Unwgted	630	3	6	28
	Weighted (000)	2884	17	27	141
	Horz %	100.00	0.57	0.92	4.88
	Vert %	1.18	1.38	0.73	0.93
	Index	100	117	62	78
Independent/No party affiliation	Unwgted	19604	139	131	1365
	Weighted (000)	101864	556	668	8254
	Horz %	100.00	0.55	0.66	8.10
	Vert %	41.73	46.50	18.23	54.37
	Index	100	111	44	130
Political Outlook: Very Conservative	Unwgted	7491	35	147	484
	Weighted (000)	39627	177	902	2948
	Horz %	100.00	0.45	2.28	7.44
	Vert %	16.23	14.81	24.64	19.42
	Index	100	91	152	120
Somewhat Conservative	Unwgted	10625	62	152	570
	Weighted (000)	53447	212	853	3623
	Horz %	100.00	0.40	1.60	6.78
	Vert %	21.90	17.76	23.30	23.87
	Index	100	81	106	109
Middle of the Road	Unwgted	16442	102	202	722
	Weighted (000)	83117	425	1169	4108
	Horz %	100.00	0.51	1.41	4.94
	Vert %	34.05	35.53	31.91	27.06
	Index	100	104	94	79

		Adults 18+	Ethnic	Gospel	Hispanic
Somewhat Liberal			*		
	Unwgttd	6926	49	66	337
	Weighted (000)	31747	140	310	1890
	Horz %	100.00	0.44	0.98	5.95
	Vert %	13.01	11.69	8.48	12.45
	Index	100	90	65	96
Very Liberal			*	*	
	Unwgttd	4288	37	39	174
	Weighted (000)	19573	113	213	935
	Horz %	100.00	0.58	1.09	4.78
	Vert %	8.02	9.45	5.80	6.16
	Index	100	118	72	77
Voting Frequency: National Elections: Always					
	Unwgttd	26734	138	357	825
	Weighted (000)	127091	527	1985	4868
	Horz %	100.00	0.41	1.56	3.83
	Vert %	52.07	44.03	54.21	32.07
	Index	100	85	104	62
National Elections: Sometimes			*		
	Unwgttd	5190	31	51	231
	Weighted (000)	26132	83	270	1336
	Horz %	100.00	0.32	1.03	5.11
	Vert %	10.71	6.94	7.38	8.80
	Index	100	65	69	82
National Elections: Never			*	*	
	Unwgttd	3442	25	20	261
	Weighted (000)	19007	95	107	1528
	Horz %	100.00	0.50	0.56	8.04
	Vert %	7.79	7.97	2.91	10.07
	Index	100	102	37	129
Statewide Elections: Always					
	Unwgttd	17593	94	240	511
	Weighted (000)	82723	326	1342	3042
	Horz %	100.00	0.39	1.62	3.68
	Vert %	33.89	27.29	36.66	20.04
	Index	100	81	108	59
Statewide Elections: Sometimes					
	Unwgttd	9904	56	115	330
	Weighted (000)	48132	233	611	1899
	Horz %	100.00	0.48	1.27	3.95
	Vert %	19.72	19.47	16.68	12.51
	Index	100	99	85	63
Statewide Elections: Never			*	*	
	Unwgttd	4770	30	30	291
	Weighted (000)	26019	86	187	1732
	Horz %	100.00	0.33	0.72	6.66
	Vert %	10.66	7.17	5.10	11.41
	Index	100	67	48	107
Local Elections: Always					
	Unwgttd	14791	79	235	419
	Weighted (000)	70608	260	1296	2547
	Horz %	100.00	0.37	1.84	3.61
	Vert %	28.93	21.74	35.38	16.78
	Index	100	75	122	58

		Adults 18+	Ethnic	Gospel	Hispanic
Local Elections: Sometimes	Unwgttd	11575	67	130	380
	Weighted (000)	55581	299	706	2104
	Horz %	100.00	0.54	1.27	3.79
	Vert %	22.77	25.02	19.27	13.86
	Index	100	110	85	61
			*	*	
Local Elections: Never	Unwgttd	6014	36	40	342
	Weighted (000)	31911	116	251	2062
	Horz %	100.00	0.36	0.79	6.46
	Vert %	13.07	9.70	6.85	13.58
	Index	100	74	52	104
Civic/Political Engagement Segments: Passive Civics	Unwgttd	22233	158	230	1778
	Weighted (000)	121264	625	1360	10958
	Horz %	100.00	0.52	1.12	9.04
	Vert %	49.68	52.28	37.14	72.19
	Index	100	105	75	145
Strictly Voters	Unwgttd	12916	84	223	482
	Weighted (000)	60691	307	1255	2759
	Horz %	100.00	0.51	2.07	4.55
	Vert %	24.86	25.67	34.27	18.18
	Index	100	103	138	73
			*	*	
Vote and Sign	Unwgttd	7360	36	107	178
	Weighted (000)	34160	141	625	842
	Horz %	100.00	0.41	1.83	2.46
	Vert %	14.00	11.75	17.07	5.55
	Index	100	84	122	40
			*	*	*
Civic Advocates	Unwgttd	1495	7	15	49
	Weighted (000)	6680	17	63	242
	Horz %	100.00	0.25	0.94	3.62
	Vert %	2.74	1.40	1.72	1.59
	Index	100	51	63	58
			*	*	*
Local Participants	Unwgttd	3385	18	54	65
	Weighted (000)	15679	78	282	269
	Horz %	100.00	0.49	1.80	1.72
	Vert %	6.42	6.48	7.69	1.77
	Index	100	101	120	28
			*	*	*
Political Activists	Unwgttd	1257	7	13	25
	Weighted (000)	5610	29	77	110
	Horz %	100.00	0.52	1.38	1.96
	Vert %	2.30	2.43	2.11	0.72
	Index	100	106	92	31
Public Activities: Voted in Federal, State, or Local Election	Unwgttd	23754	138	377	688
	Weighted (000)	109697	515	2113	3648
	Horz %	100.00	0.47	1.93	3.33
	Vert %	44.94	43.05	57.69	24.03
	Index	100	96	128	53

		Adults 18+	Ethnic	Gospel	Hispanic
Written or called any politician at the state,local, or national level			*	*	
	Unwgttd	4438	16	45	72
	Weighted (000)	19134	65	265	337
	Horz %	100.00	0.34	1.39	1.76
	Vert %	7.84	5.42	7.24	2.22
	Index	100	69	92	28
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*	*	*
	Unwgttd	1148	5	14	25
	Weighted (000)	4990	8	65	99
	Horz %	100.00	0.16	1.31	1.99
	Vert %	2.04	0.66	1.78	0.65
	Index	100	32	87	32
Written something that has been published			*	*	*
	Unwgttd	1355	3	12	41
	Weighted (000)	6147	6	52	189
	Horz %	100.00	0.10	0.85	3.08
	Vert %	2.52	0.52	1.43	1.25
	Index	100	20	57	50
Written an article for a magazine or newspaper			*	*	*
	Unwgttd	615	9	9	14
	Weighted (000)	2840	22	32	74
	Horz %	100.00	0.79	1.12	2.61
	Vert %	1.16	1.88	0.87	0.49
	Index	100	161	74	42
Attended a political rally, speech, or organized protest of any kind			*	*	*
	Unwgttd	2531	13	48	52
	Weighted (000)	11820	48	299	303
	Horz %	100.00	0.40	2.53	2.56
	Vert %	4.84	3.98	8.16	1.99
	Index	100	82	169	41
Attended a public meeting on town or school affairs			*	*	*
	Unwgttd	6346	49	111	252
	Weighted (000)	28826	171	596	1114
	Horz %	100.00	0.59	2.07	3.87
	Vert %	11.81	14.30	16.28	7.34
	Index	100	121	138	62
Held or run for political office			*	*	*
	Unwgttd	197	0	0	5
	Weighted (000)	1032	0	0	10
	Horz %	100.00	0.00	0.00	0.99
	Vert %	0.42	0.00	0.00	0.07
	Index	100	0	0	16
Served on a committee for some local organization			*	*	*
	Unwgttd	3377	13	51	50
	Weighted (000)	15451	36	237	287
	Horz %	100.00	0.23	1.53	1.86
	Vert %	6.33	3.04	6.46	1.89
	Index	100	48	102	30
Served as an officer for some club or organization			*	*	*
	Unwgttd	2807	17	46	58
	Weighted (000)	12822	72	235	205
	Horz %	100.00	0.56	1.83	1.60
	Vert %	5.25	6.03	6.40	1.35
	Index	100	115	122	26



		Adults 18+	Ethnic	Gospel	Hispanic
Signed a petition			*		
	Unwgted	9164	45	114	218
	Weighted (000)	43359	161	663	1074
	Horz %	100.00	0.37	1.53	2.48
	Vert %	17.76	13.47	18.10	7.07
	Index	100	76	102	40
Worked for a political party			*	*	*
	Unwgted	811	6	8	22
	Weighted (000)	3797	27	46	121
	Horz %	100.00	0.70	1.22	3.18
	Vert %	1.56	2.23	1.26	0.79
	Index	100	144	81	51
Been an active member of any group that tries to influence public policy or government			*	*	*
	Unwgted	1831	6	32	28
	Weighted (000)	8074	17	180	126
	Horz %	100.00	0.21	2.23	1.56
	Vert %	3.31	1.41	4.91	0.83
	Index	100	43	148	25
Participated in environmental groups/causes			*	*	*
	Unwgted	1840	11	17	43
	Weighted (000)	8139	29	99	198
	Horz %	100.00	0.35	1.21	2.43
	Vert %	3.33	2.39	2.69	1.30
	Index	100	72	81	39
Engaged in fund raising					
	Unwgted	8107	51	137	209
	Weighted (000)	37586	186	683	1062
	Horz %	100.00	0.49	1.82	2.82
	Vert %	15.40	15.52	18.65	6.99
	Index	100	101	121	45
Any activity					
	Unwgted	39190	269	534	1755
	Weighted (000)	187031	1055	3002	9878
	Horz %	100.00	0.56	1.61	5.28
	Vert %	76.63	88.20	81.98	65.07
	Index	100	115	107	85
Contributions: Political			*	*	
	Unwgted	2606	11	26	83
	Weighted (000)	11222	24	139	392
	Horz %	100.00	0.22	1.24	3.49
	Vert %	4.60	2.04	3.79	2.58
	Index	100	44	82	56
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas					
No Audit Report Was Generated					

		Adults 18+	Hot AC (subset of "Adult Contemporary")	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")
Adults 18+	Unwgt'd	48646	3551	631	1108
	Weighted (000)	244084	17450	2496	6328
	Horz %	100.00	7.15	1.02	2.59
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	1083	321	286
	Weighted (000)	73406	4924	1342	1512
	Horz %	100.00	6.71	1.83	2.06
	Vert %	30.07	28.22	53.77	23.89
	Index	100	94	179	79
Republican	Unwgt'd	12146	904	82	92
	Weighted (000)	60548	4453	319	525
	Horz %	100.00	7.36	0.53	0.87
	Vert %	24.81	25.52	12.79	8.30
	Index	100	103	52	33
Other party			*	*	*
	Unwgt'd	630	44	10	11
	Weighted (000)	2884	215	26	54
	Horz %	100.00	7.44	0.91	1.86
	Vert %	1.18	1.23	1.05	0.85
Independent/No party affiliation	Unwgt'd	19604	1464	208	663
	Weighted (000)	101864	7593	774	3855
	Horz %	100.00	7.45	0.76	3.78
	Vert %	41.73	43.51	31.00	60.91
	Index	100	104	74	146
Political Outlook: Very Conservative	Unwgt'd	7491	321	62	188
	Weighted (000)	39627	1801	290	1004
	Horz %	100.00	4.54	0.73	2.53
	Vert %	16.23	10.32	11.60	15.87
	Index	100	64	71	98
Somewhat Conservative	Unwgt'd	10625	783	107	264
	Weighted (000)	53447	3653	426	1655
	Horz %	100.00	6.83	0.80	3.10
	Vert %	21.90	20.93	17.06	26.16
	Index	100	96	78	119
Middle of the Road	Unwgt'd	16442	1400	164	322
	Weighted (000)	83117	7067	610	1838
	Horz %	100.00	8.50	0.73	2.21
	Vert %	34.05	40.50	24.42	29.04
	Index	100	119	72	85

		Adults 18+	Hot AC (subset of "Adult Contemporary")	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")
Somewhat Liberal	Unwgted	6926	623	157	124
	Weighted (000)	31747	2883	612	651
	Horz %	100.00	9.08	1.93	2.05
	Vert %	13.01	16.52	24.52	10.29
	Index	100	127	189	79
Very Liberal	Unwgted	4288	292	118	66
	Weighted (000)	19573	1299	479	321
	Horz %	100.00	6.63	2.45	1.64
	Vert %	8.02	7.44	19.18	5.07
	Index	100	93	239	63
Voting Frequency: National Elections: Always	Unwgted	26734	1921	423	303
	Weighted (000)	127091	9043	1573	1756
	Horz %	100.00	7.12	1.24	1.38
	Vert %	52.07	51.82	63.01	27.74
	Index	100	100	121	53
National Elections: Sometimes	Unwgted	5190	482	58	94
	Weighted (000)	26132	2262	289	505
	Horz %	100.00	8.65	1.10	1.93
	Vert %	10.71	12.96	11.56	7.98
	Index	100	121	108	75
National Elections: Never	Unwgted	3442	253	21	116
	Weighted (000)	19007	1440	65	702
	Horz %	100.00	7.58	0.34	3.69
	Vert %	7.79	8.25	2.60	11.09
	Index	100	106	33	142
Statewide Elections: Always	Unwgted	17593	1147	310	191
	Weighted (000)	82723	5245	1169	1055
	Horz %	100.00	6.34	1.41	1.28
	Vert %	33.89	30.06	46.84	16.67
	Index	100	89	138	49
Statewide Elections: Sometimes	Unwgted	9904	893	119	122
	Weighted (000)	48132	4292	422	685
	Horz %	100.00	8.92	0.88	1.42
	Vert %	19.72	24.60	16.92	10.83
	Index	100	125	86	55
Statewide Elections: Never	Unwgted	4770	416	37	134
	Weighted (000)	26019	2251	143	841
	Horz %	100.00	8.65	0.55	3.23
	Vert %	10.66	12.90	5.71	13.29
	Index	100	121	54	125
Local Elections: Always	Unwgted	14791	934	257	156
	Weighted (000)	70608	4379	992	878
	Horz %	100.00	6.20	1.40	1.24
	Vert %	28.93	25.09	39.74	13.88
	Index	100	87	137	48

		Adults 18+	Hot AC (subset of "Adult Contemporary")	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")
Local Elections: Sometimes	Unwgt'd	11575	1006	149	149
	Weighted (000)	55581	4751	526	775
	Horz %	100.00	8.55	0.95	1.39
	Vert %	22.77	27.23	21.06	12.24
	Index	100	120	93	54
Local Elections: Never	Unwgt'd	6014	518	53	148
	Weighted (000)	31911	2740	203	931
	Horz %	100.00	8.59	0.64	2.92
	Vert %	13.07	15.70	8.12	14.71
	Index	100	120	62	113
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	22233	1559	167	847
	Weighted (000)	121264	8087	700	5028
	Horz %	100.00	6.67	0.58	4.15
	Vert %	49.68	46.34	28.06	79.45
	Index	100	93	56	160
Strictly Voters	Unwgt'd	12916	839	185	155
	Weighted (000)	60691	3948	703	863
	Horz %	100.00	6.50	1.16	1.42
	Vert %	24.86	22.62	28.17	13.64
	Index	100	91	113	55
Vote and Sign	Unwgt'd	7360	658	133	63
	Weighted (000)	34160	3096	540	276
	Horz %	100.00	9.06	1.58	0.81
	Vert %	14.00	17.74	21.62	4.36
	Index	100	127	154	31
Civic Advocates	Unwgt'd	1495	123	31	21
	Weighted (000)	6680	586	132	98
	Horz %	100.00	8.77	1.97	1.47
	Vert %	2.74	3.36	5.27	1.55
	Index	100	123	193	57
Local Participants	Unwgt'd	3385	300	79	14
	Weighted (000)	15679	1368	297	31
	Horz %	100.00	8.73	1.90	0.20
	Vert %	6.42	7.84	11.91	0.49
	Index	100	122	185	8
Political Activists	Unwgt'd	1257	72	36	8
	Weighted (000)	5610	366	124	31
	Horz %	100.00	6.52	2.21	0.56
	Vert %	2.30	2.10	4.97	0.49
	Index	100	91	216	21
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	23754	1750	434	218
	Weighted (000)	109697	8202	1706	1119
	Horz %	100.00	7.48	1.56	1.02
	Vert %	44.94	47.00	68.34	17.68
	Index	100	105	152	39

		Adults 18+	Hot AC (subset of "Adult Contemporary")	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")
					*
Written or called any politician at the state, local, or national level	Unwgted	4438	343	100	24
	Weighted (000)	19134	1477	338	127
	Horz %	100.00	7.72	1.76	0.66
	Vert %	7.84	8.47	13.52	2.00
	Index	100	108	173	26
				*	*
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1148	73	32	11
	Weighted (000)	4990	386	84	49
	Horz %	100.00	7.74	1.69	0.97
	Vert %	2.04	2.21	3.37	0.77
	Index	100	108	165	38
				*	*
Written something that has been published	Unwgted	1355	103	27	18
	Weighted (000)	6147	491	115	91
	Horz %	100.00	7.99	1.87	1.49
	Vert %	2.52	2.81	4.61	1.44
	Index	100	112	183	57
			*	*	*
Written an article for a magazine or newspaper	Unwgted	615	47	10	4
	Weighted (000)	2840	275	28	8
	Horz %	100.00	9.69	0.97	0.28
	Vert %	1.16	1.58	1.11	0.13
	Index	100	135	95	11
					*
Attended a political rally, speech, or organized protest of any kind	Unwgted	2531	188	78	19
	Weighted (000)	11820	921	286	106
	Horz %	100.00	7.79	2.42	0.89
	Vert %	4.84	5.28	11.47	1.67
	Index	100	109	237	34
Attended a public meeting on town or school affairs	Unwgted	6346	617	116	95
	Weighted (000)	28826	2664	382	412
	Horz %	100.00	9.24	1.33	1.43
	Vert %	11.81	15.26	15.32	6.51
	Index	100	129	130	55
			*	*	*
Held or run for political office	Unwgted	197	11	2	2
	Weighted (000)	1032	48	11	5
	Horz %	100.00	4.66	1.09	0.44
	Vert %	0.42	0.28	0.45	0.07
	Index	100	65	106	17
					*
Served on a committee for some local organization	Unwgted	3377	279	86	13
	Weighted (000)	15451	1291	283	47
	Horz %	100.00	8.35	1.83	0.31
	Vert %	6.33	7.40	11.36	0.75
	Index	100	117	179	12
					*
Served as an officer for some club or organization	Unwgted	2807	222	73	13
	Weighted (000)	12822	1030	260	27
	Horz %	100.00	8.04	2.03	0.21
	Vert %	5.25	5.91	10.43	0.42
	Index	100	112	199	8

		Adults 18+	Hot AC (subset of "Adult Contemporary")	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")
Signed a petition	Unwgt'd	9164	803	211	76
	Weighted (000)	43359	3936	901	350
	Horz %	100.00	9.08	2.08	0.81
	Vert %	17.76	22.55	36.11	5.53
	Index	100	127	203	31
Worked for a political party			*	*	*
	Unwgt'd	811	45	20	7
	Weighted (000)	3797	245	50	27
	Horz %	100.00	6.44	1.32	0.71
	Vert %	1.56	1.40	2.01	0.43
Been an active member of any group that tries to influence public policy or government	Index	100	90	129	27
	Unwgt'd	1831	125	52	3
	Weighted (000)	8074	620	177	14
	Horz %	100.00	7.68	2.20	0.17
	Vert %	3.31	3.56	7.10	0.22
Participated in environmental groups/causes	Index	100	107	215	7
	Unwgt'd	1840	149	58	14
	Weighted (000)	8139	626	191	62
	Horz %	100.00	7.69	2.35	0.76
	Vert %	3.33	3.58	7.66	0.97
Engaged in fund raising	Index	100	146	140	43
	Unwgt'd	8107	847	140	79
	Weighted (000)	37586	3935	540	414
	Horz %	100.00	10.47	1.44	1.10
	Vert %	15.40	22.55	21.63	6.55
Any activity	Index	100	108	118	82
	Unwgt'd	39190	3059	581	712
	Weighted (000)	187031	14407	2263	3994
	Horz %	100.00	7.70	1.21	2.14
	Vert %	76.63	82.56	90.67	63.11
Contributions: Political	Index	100	81	231	57
	Unwgt'd	2606	158	71	32
	Weighted (000)	11222	652	265	165
	Horz %	100.00	5.81	2.36	1.47
	Vert %	4.60	3.74	10.63	2.61
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas					
No Audit Report Was Generated					

		Adults 18+	News/Talk	Oldies	Public
Adults 18+	Unwgt'd	48646	5806	1456	2625
	Weighted (000)	244084	23554	7376	10677
	Horz %	100.00	9.65	3.02	4.37
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	1631	498	1219
	Weighted (000)	73406	6270	2423	5116
	Horz %	100.00	8.54	3.30	6.97
	Vert %	30.07	26.62	32.86	47.92
	Index	100	89	109	159
Republican	Unwgt'd	12146	2102	382	361
	Weighted (000)	60548	9003	1857	1553
	Horz %	100.00	14.87	3.07	2.56
	Vert %	24.81	38.22	25.17	14.55
	Index	100	154	101	59
Other party				*	*
	Unwgt'd	630	106	8	47
	Weighted (000)	2884	378	35	241
	Horz %	100.00	13.10	1.20	8.37
	Vert %	1.18	1.60	0.47	2.26
Independent/No party affiliation	Unwgt'd	19604	1888	539	961
	Weighted (000)	101864	7576	2909	3664
	Horz %	100.00	7.44	2.86	3.60
	Vert %	41.73	32.16	39.45	34.32
	Index	100	77	95	82
Political Outlook: Very Conservative	Unwgt'd	7491	1236	217	135
	Weighted (000)	39627	5489	1205	529
	Horz %	100.00	13.85	3.04	1.33
	Vert %	16.23	23.31	16.34	4.95
	Index	100	144	101	31
Somewhat Conservative	Unwgt'd	10625	1443	329	365
	Weighted (000)	53447	6075	1584	1539
	Horz %	100.00	11.37	2.96	2.88
	Vert %	21.90	25.79	21.47	14.42
	Index	100	118	98	66
Middle of the Road	Unwgt'd	16442	1525	527	693
	Weighted (000)	83117	5997	2756	2688
	Horz %	100.00	7.22	3.32	3.23
	Vert %	34.05	25.46	37.36	25.17
	Index	100	75	110	74

		Adults 18+	News/Talk	Oldies	Public
Somewhat Liberal	Unwgt'd	6926	868	207	756
	Weighted (000)	31747	3172	981	3020
	Horz %	100.00	9.99	3.09	9.51
	Vert %	13.01	13.46	13.31	28.28
	Index	100	104	102	217
Very Liberal	Unwgt'd	4288	584	95	606
	Weighted (000)	19573	2135	411	2623
	Horz %	100.00	10.91	2.10	13.40
	Vert %	8.02	9.07	5.57	24.57
	Index	100	113	70	306
Voting Frequency: National Elections: Always	Unwgt'd	26734	4211	842	1860
	Weighted (000)	127091	16983	3893	7637
	Horz %	100.00	13.36	3.06	6.01
	Vert %	52.07	72.10	52.78	71.53
	Index	100	138	101	137
National Elections: Sometimes	Unwgt'd	5190	468	170	231
	Weighted (000)	26132	2058	968	807
	Horz %	100.00	7.88	3.70	3.09
	Vert %	10.71	8.74	13.12	7.56
	Index	100	82	123	71
National Elections: Never	Unwgt'd	3442	231	86	96
	Weighted (000)	19007	973	463	430
	Horz %	100.00	5.12	2.44	2.26
	Vert %	7.79	4.13	6.28	4.03
	Index	100	53	81	52
Statewide Elections: Always	Unwgt'd	17593	3077	587	1316
	Weighted (000)	82723	12521	2513	5524
	Horz %	100.00	15.14	3.04	6.68
	Vert %	33.89	53.16	34.07	51.74
	Index	100	157	101	153
Statewide Elections: Sometimes	Unwgt'd	9904	1161	285	592
	Weighted (000)	48132	4494	1610	2295
	Horz %	100.00	9.34	3.35	4.77
	Vert %	19.72	19.08	21.83	21.50
	Index	100	97	111	109
Statewide Elections: Never	Unwgt'd	4770	356	118	161
	Weighted (000)	26019	1604	604	609
	Horz %	100.00	6.16	2.32	2.34
	Vert %	10.66	6.81	8.19	5.71
	Index	100	64	77	54
Local Elections: Always	Unwgt'd	14791	2522	515	1067
	Weighted (000)	70608	10247	2326	4492
	Horz %	100.00	14.51	3.29	6.36
	Vert %	28.93	43.50	31.54	42.07
	Index	100	150	109	145



		Adults 18+	News/Talk	Oldies	Public
Local Elections: Sometimes	Unwgt'd	11575	1523	326	746
	Weighted (000)	55581	6084	1745	3000
	Horz %	100.00	10.95	3.14	5.40
	Vert %	22.77	25.83	23.67	28.10
	Index	100	113	104	123
Local Elections: Never	Unwgt'd	6014	518	152	242
	Weighted (000)	31911	2265	752	918
	Horz %	100.00	7.10	2.36	2.88
	Vert %	13.07	9.62	10.20	8.60
	Index	100	74	78	66
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	22233	1551	567	659
	Weighted (000)	121264	6730	3343	2550
	Horz %	100.00	5.55	2.76	2.10
	Vert %	49.68	28.57	45.33	23.88
	Index	100	58	91	48
Strictly Voters	Unwgt'd	12916	1802	434	637
	Weighted (000)	60691	7029	2053	2575
	Horz %	100.00	11.58	3.38	4.24
	Vert %	24.86	29.84	27.83	24.12
	Index	100	120	112	97
Vote and Sign	Unwgt'd	7360	1283	243	655
	Weighted (000)	34160	5072	1063	2694
	Horz %	100.00	14.85	3.11	7.89
	Vert %	14.00	21.53	14.41	25.23
	Index	100	154	103	180
Civic Advocates	Unwgt'd	1495	265	39	196
	Weighted (000)	6680	1030	177	803
	Horz %	100.00	15.42	2.65	12.03
	Vert %	2.74	4.37	2.40	7.53
	Index	100	160	88	275
Local Participants	Unwgt'd	3385	583	127	294
	Weighted (000)	15679	2318	559	1261
	Horz %	100.00	14.79	3.56	8.04
	Vert %	6.42	9.84	7.57	11.81
	Index	100	153	118	184
Political Activists	Unwgt'd	1257	322	46	184
	Weighted (000)	5610	1374	181	793
	Horz %	100.00	24.50	3.22	14.14
	Vert %	2.30	5.84	2.45	7.43
	Index	100	254	107	323
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	23754	3944	809	1761
	Weighted (000)	109697	15559	3638	7244
	Horz %	100.00	14.18	3.32	6.60
	Vert %	44.94	66.06	49.33	67.85
	Index	100	147	110	151

		Adults 18+	News/Talk	Oldies	Public
Written or called any politician at the state,local, or national level	Unwgt'd	4438	1047	141	582
	Weighted (000)	19134	3976	566	2380
	Horz %	100.00	20.78	2.96	12.44
	Vert %	7.84	16.88	7.68	22.29
	Index	100	215	98	284
				*	
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgt'd	1148	296	42	149
	Weighted (000)	4990	1077	193	544
	Horz %	100.00	21.59	3.88	10.91
	Vert %	2.04	4.57	2.62	5.10
	Index	100	224	128	249
				*	
Written something that has been published	Unwgt'd	1355	258	36	198
	Weighted (000)	6147	991	173	839
	Horz %	100.00	16.12	2.81	13.66
	Vert %	2.52	4.21	2.34	7.86
	Index	100	167	93	312
				*	
Written an article for a magazine or newspaper	Unwgt'd	615	119	19	95
	Weighted (000)	2840	514	80	398
	Horz %	100.00	18.08	2.82	14.03
	Vert %	1.16	2.18	1.08	3.73
	Index	100	187	93	321
				*	
Attended a political rally, speech, or organized protest of any kind	Unwgt'd	2531	567	69	332
	Weighted (000)	11820	2412	297	1400
	Horz %	100.00	20.41	2.51	11.84
	Vert %	4.84	10.24	4.02	13.11
	Index	100	211	83	271
				*	
Attended a public meeting on town or school affairs	Unwgt'd	6346	1089	219	607
	Weighted (000)	28826	4288	969	2488
	Horz %	100.00	14.88	3.36	8.63
	Vert %	11.81	18.21	13.14	23.30
	Index	100	154	111	197
			*	*	*
Held or run for political office	Unwgt'd	197	47	1	22
	Weighted (000)	1032	270	3	116
	Horz %	100.00	26.13	0.28	11.25
	Vert %	0.42	1.15	0.04	1.09
	Index	100	271	9	257
Served on a committee for some local organization	Unwgt'd	3377	661	126	378
	Weighted (000)	15451	2750	514	1633
	Horz %	100.00	17.80	3.33	10.57
	Vert %	6.33	11.68	6.97	15.30
	Index	100	184	110	242
Served as an officer for some club or organization	Unwgt'd	2807	563	110	304
	Weighted (000)	12822	2233	516	1293
	Horz %	100.00	17.42	4.02	10.08
	Vert %	5.25	9.48	6.99	12.11
	Index	100	180	133	231

		Adults 18+	News/Talk	Oldies	Public
Signed a petition	Unwgt'd	9164	1563	298	959
	Weighted (000)	43359	6303	1290	4006
	Horz %	100.00	14.54	2.98	9.24
	Vert %	17.76	26.76	17.49	37.52
	Index	100	151	98	211
				*	
Worked for a political party	Unwgt'd	811	203	35	107
	Weighted (000)	3797	925	137	438
	Horz %	100.00	24.36	3.61	11.54
	Vert %	1.56	3.93	1.86	4.10
	Index	100	252	119	264
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1831	413	64	292
	Weighted (000)	8074	1691	252	1275
	Horz %	100.00	20.94	3.12	15.79
	Vert %	3.31	7.18	3.41	11.94
	Index	100	217	103	361
Participated in environmental groups/causes	Unwgt'd	1840	341	63	316
	Weighted (000)	8139	1181	250	1334
	Horz %	100.00	14.51	3.08	16.39
	Vert %	3.33	5.01	3.40	12.50
	Index	100	150	102	375
Engaged in fund raising	Unwgt'd	8107	1157	281	655
	Weighted (000)	37586	4719	1296	2695
	Horz %	100.00	12.56	3.45	7.17
	Vert %	15.40	20.04	17.57	25.24
	Index	100	130	114	164
Any activity	Unwgt'd	39190	5353	1244	2464
	Weighted (000)	187031	21290	5926	10019
	Horz %	100.00	11.38	3.17	5.36
	Vert %	76.63	90.39	80.35	93.84
	Index	100	118	105	122
Contributions: Political	Unwgt'd	2606	594	87	309
	Weighted (000)	11222	2221	333	1273
	Horz %	100.00	19.79	2.97	11.35
	Vert %	4.60	9.43	4.51	11.93
	Index	100	205	98	259
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas No Audit Report Was Generated					

		Adults 18+	Religion/Christian	Rhythmic	Rock
Adults 18+	Unwgt'd	48646	3944	2569	3181
	Weighted (000)	244084	20120	13480	16260
	Horz %	100.00	8.24	5.52	6.66
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	941	1000	790
	Weighted (000)	73406	4878	5078	3579
	Horz %	100.00	6.65	6.92	4.88
	Vert %	30.07	24.25	37.67	22.01
	Index	100	81	125	73
Republican	Unwgt'd	12146	1537	319	818
	Weighted (000)	60548	7779	1659	4270
	Horz %	100.00	12.85	2.74	7.05
	Vert %	24.81	38.66	12.30	26.26
	Index	100	156	50	106
Other party	Unwgt'd	630	35	32	51
	Weighted (000)	2884	183	131	212
	Horz %	100.00	6.36	4.54	7.35
	Vert %	1.18	0.91	0.97	1.30
	Index	100	77	82	110
Independent/No party affiliation	Unwgt'd	19604	1370	1176	1474
	Weighted (000)	101864	6940	6356	7967
	Horz %	100.00	6.81	6.24	7.82
	Vert %	41.73	34.49	47.15	49.00
	Index	100	83	113	117
Political Outlook: Very Conservative	Unwgt'd	7491	1152	278	317
	Weighted (000)	39627	6174	1492	1717
	Horz %	100.00	15.58	3.76	4.33
	Vert %	16.23	30.69	11.07	10.56
	Index	100	189	68	65
Somewhat Conservative	Unwgt'd	10625	1107	428	667
	Weighted (000)	53447	5391	2113	3461
	Horz %	100.00	10.09	3.95	6.47
	Vert %	21.90	26.80	15.68	21.28
	Index	100	122	72	97
Middle of the Road	Unwgt'd	16442	1053	1037	1351
	Weighted (000)	83117	5399	5778	7021
	Horz %	100.00	6.50	6.95	8.45
	Vert %	34.05	26.83	42.86	43.18
	Index	100	79	126	127

		Adults 18+	Religion/Christian	Rhythmic	Rock
Somewhat Liberal	Unwgted	6926	301	411	456
	Weighted (000)	31747	1499	1937	2035
	Horz %	100.00	4.72	6.10	6.41
	Vert %	13.01	7.45	14.37	12.51
	Index	100	57	110	96
Very Liberal	Unwgted	4288	146	246	224
	Weighted (000)	19573	676	1231	1064
	Horz %	100.00	3.45	6.29	5.44
	Vert %	8.02	3.36	9.13	6.55
	Index	100	42	114	82
Voting Frequency: National Elections: Always	Unwgted	26734	2320	983	1634
	Weighted (000)	127091	11718	4855	7636
	Horz %	100.00	9.22	3.82	6.01
	Vert %	52.07	58.24	36.02	46.96
	Index	100	112	69	90
National Elections: Sometimes	Unwgted	5190	407	305	431
	Weighted (000)	26132	2111	1550	2352
	Horz %	100.00	8.08	5.93	9.00
	Vert %	10.71	10.49	11.50	14.47
	Index	100	98	107	135
National Elections: Never	Unwgted	3442	230	249	312
	Weighted (000)	19007	1211	1421	1815
	Horz %	100.00	6.37	7.47	9.55
	Vert %	7.79	6.02	10.54	11.16
	Index	100	77	135	143
Statewide Elections: Always	Unwgted	17593	1532	503	976
	Weighted (000)	82723	7840	2565	4591
	Horz %	100.00	9.48	3.10	5.55
	Vert %	33.89	38.97	19.03	28.24
	Index	100	115	56	83
Statewide Elections: Sometimes	Unwgted	9904	850	547	792
	Weighted (000)	48132	4327	2627	3826
	Horz %	100.00	8.99	5.46	7.95
	Vert %	19.72	21.50	19.49	23.53
	Index	100	109	99	119
Statewide Elections: Never	Unwgted	4770	327	326	435
	Weighted (000)	26019	1670	1862	2436
	Horz %	100.00	6.42	7.16	9.36
	Vert %	10.66	8.30	13.82	14.98
	Index	100	78	130	141
Local Elections: Always	Unwgted	14791	1275	444	772
	Weighted (000)	70608	6872	2258	3618
	Horz %	100.00	9.73	3.20	5.12
	Vert %	28.93	34.16	16.75	22.25
	Index	100	118	58	77

		Adults 18+	Religion/Christian	Rhythmic	Rock
Local Elections: Sometimes	Unwgt'd	11575	1024	525	882
	Weighted (000)	55581	5034	2610	4246
	Horz %	100.00	9.06	4.70	7.64
	Vert %	22.77	25.02	19.36	26.11
	Index	100	110	85	115
Local Elections: Never	Unwgt'd	6014	418	414	535
	Weighted (000)	31911	2106	2279	2936
	Horz %	100.00	6.60	7.14	9.20
	Vert %	13.07	10.47	16.90	18.06
	Index	100	80	129	138
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	22233	1579	1508	1539
	Weighted (000)	121264	8481	8171	8536
	Horz %	100.00	6.99	6.74	7.04
	Vert %	49.68	42.15	60.62	52.50
	Index	100	85	122	106
Strictly Voters	Unwgt'd	12916	1070	535	725
	Weighted (000)	60691	5418	2773	3332
	Horz %	100.00	8.93	4.57	5.49
	Vert %	24.86	26.93	20.57	20.50
	Index	100	108	83	82
Vote and Sign	Unwgt'd	7360	671	337	554
	Weighted (000)	34160	3245	1670	2726
	Horz %	100.00	9.50	4.89	7.98
	Vert %	14.00	16.13	12.39	16.77
	Index	100	115	89	120
Civic Advocates	Unwgt'd	1495	113	48	89
	Weighted (000)	6680	517	211	418
	Horz %	100.00	7.73	3.16	6.26
	Vert %	2.74	2.57	1.56	2.57
	Index	100	94	57	94
Local Participants	Unwgt'd	3385	420	99	201
	Weighted (000)	15679	1979	453	907
	Horz %	100.00	12.62	2.89	5.79
	Vert %	6.42	9.84	3.36	5.58
	Index	100	153	52	87
Political Activists	Unwgt'd	1257	91	42	73
	Weighted (000)	5610	481	201	340
	Horz %	100.00	8.57	3.59	6.07
	Vert %	2.30	2.39	1.49	2.09
	Index	100	104	65	91
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	23754	2109	902	1434
	Weighted (000)	109697	10345	4469	6605
	Horz %	100.00	9.43	4.07	6.02
	Vert %	44.94	51.42	33.16	40.62
	Index	100	114	74	90

		Adults 18+	Religion/Christian	Rhythmic	Rock
Written or called any politician at the state,local, or national level	Unwgt'd	4438	424	116	287
	Weighted (000)	19134	2054	522	1187
	Horz %	100.00	10.73	2.73	6.21
	Vert %	7.84	10.21	3.87	7.30
	Index	100	130	49	93
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show				*	
	Unwgt'd	1148	88	29	81
	Weighted (000)	4990	396	133	365
	Horz %	100.00	7.94	2.66	7.31
	Vert %	2.04	1.97	0.98	2.24
Written something that has been published				*	
	Unwgt'd	1355	94	42	82
	Weighted (000)	6147	385	159	356
	Horz %	100.00	6.27	2.59	5.78
	Vert %	2.52	1.92	1.18	2.19
Written an article for a magazine or newspaper			*	*	*
	Unwgt'd	615	43	19	38
	Weighted (000)	2840	202	104	166
	Horz %	100.00	7.12	3.67	5.86
	Vert %	1.16	1.00	0.77	1.02
Attended a political rally, speech, or organized protest of any kind					
	Unwgt'd	2531	215	116	170
	Weighted (000)	11820	1116	550	764
	Horz %	100.00	9.44	4.65	6.46
	Vert %	4.84	5.54	4.08	4.70
Attended a public meeting on town or school affairs					
	Unwgt'd	6346	617	356	445
	Weighted (000)	28826	2898	1627	2056
	Horz %	100.00	10.05	5.65	7.13
	Vert %	11.81	14.40	12.07	12.64
Held or run for political office			*	*	*
	Unwgt'd	197	10	4	11
	Weighted (000)	1032	36	15	57
	Horz %	100.00	3.45	1.42	5.51
	Vert %	0.42	0.18	0.11	0.35
Served on a committee for some local organization					
	Unwgt'd	3377	408	95	180
	Weighted (000)	15451	1898	423	872
	Horz %	100.00	12.29	2.73	5.64
	Vert %	6.33	9.44	3.13	5.36
Served as an officer for some club or organization					
	Unwgt'd	2807	315	66	172
	Weighted (000)	12822	1442	288	706
	Horz %	100.00	11.24	2.25	5.50
	Vert %	5.25	7.17	2.14	4.34
	Index	100	136	41	83

		Adults 18+	Religion/Christian	Rhythmic	Rock
Signed a petition	Unwgt'd	9164	797	445	695
	Weighted (000)	43359	3864	2180	3550
	Horz %	100.00	8.91	5.03	8.19
	Vert %	17.76	19.20	16.17	21.83
	Index	100	108	91	123
				*	
Worked for a political party	Unwgt'd	811	59	26	50
	Weighted (000)	3797	285	124	274
	Horz %	100.00	7.51	3.26	7.23
	Vert %	1.56	1.42	0.92	1.69
	Index	100	91	59	109
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1831	168	59	109
	Weighted (000)	8074	814	259	496
	Horz %	100.00	10.08	3.21	6.15
	Vert %	3.31	4.05	1.92	3.05
	Index	100	122	58	92
Participated in environmental groups/causes	Unwgt'd	1840	134	81	111
	Weighted (000)	8139	626	346	523
	Horz %	100.00	7.69	4.25	6.43
	Vert %	3.33	3.11	2.57	3.22
	Index	100	93	77	97
Engaged in fund raising	Unwgt'd	8107	846	443	598
	Weighted (000)	37586	4071	2174	2894
	Horz %	100.00	10.83	5.78	7.70
	Vert %	15.40	20.23	16.13	17.80
	Index	100	131	105	116
Any activity	Unwgt'd	39190	3297	1959	2653
	Weighted (000)	187031	16330	10045	13122
	Horz %	100.00	8.73	5.37	7.02
	Vert %	76.63	81.16	74.52	80.70
	Index	100	106	97	105
Contributions: Political	Unwgt'd	2606	179	79	141
	Weighted (000)	11222	766	344	596
	Horz %	100.00	6.83	3.06	5.31
	Vert %	4.60	3.81	2.55	3.66
	Index	100	83	55	80
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas No Audit Report Was Generated					



		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports
Adults 18+	Unwgt'd	48646	1106	906	3232
	Weighted (000)	244084	5735	5268	12837
	Horz %	100.00	2.35	2.16	5.26
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	364	324	889
	Weighted (000)	73406	1731	1921	3566
	Horz %	100.00	2.36	2.62	4.86
	Vert %	30.07	30.18	36.46	27.78
	Index	100	100	121	92
Republican	Unwgt'd	12146	290	75	1043
	Weighted (000)	60548	1687	368	4116
	Horz %	100.00	2.79	0.61	6.80
	Vert %	24.81	29.42	6.99	32.06
	Index	100	119	28	129
Other party			*	*	*
	Unwgt'd	630	10	11	49
	Weighted (000)	2884	62	44	162
	Horz %	100.00	2.15	1.51	5.60
	Vert %	1.18	1.08	0.83	1.26
Independent/No party affiliation	Unwgt'd	19604	420	464	1217
	Weighted (000)	101864	2151	2769	4845
	Horz %	100.00	2.11	2.72	4.76
	Vert %	41.73	37.51	52.56	37.74
	Index	100	90	126	90
Political Outlook: Very Conservative	Unwgt'd	7491	141	182	454
	Weighted (000)	39627	825	1119	1880
	Horz %	100.00	2.08	2.82	4.74
	Vert %	16.23	14.38	21.24	14.65
	Index	100	89	131	90
Somewhat Conservative	Unwgt'd	10625	257	204	832
	Weighted (000)	53447	1381	1274	3268
	Horz %	100.00	2.58	2.38	6.11
	Vert %	21.90	24.07	24.18	25.46
	Index	100	110	110	116
Middle of the Road	Unwgt'd	16442	414	238	1140
	Weighted (000)	83117	2135	1309	4632
	Horz %	100.00	2.57	1.57	5.57
	Vert %	34.05	37.23	24.84	36.08
	Index	100	109	73	106

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports
Somewhat Liberal	Unwgted	6926	155	128	507
	Weighted (000)	31747	749	760	1965
	Horz %	100.00	2.36	2.40	6.19
	Vert %	13.01	13.06	14.43	15.31
	Index	100	100	111	118
Very Liberal	Unwgted	4288	85	58	218
	Weighted (000)	19573	384	310	754
	Horz %	100.00	1.96	1.58	3.85
	Vert %	8.02	6.70	5.89	5.88
	Index	100	84	73	73
Voting Frequency: National Elections: Always	Unwgted	26734	656	277	2097
	Weighted (000)	127091	3255	1686	8175
	Horz %	100.00	2.56	1.33	6.43
	Vert %	52.07	56.77	31.99	63.68
	Index	100	109	61	122
National Elections: Sometimes	Unwgted	5190	117	76	352
	Weighted (000)	26132	559	433	1381
	Horz %	100.00	2.14	1.66	5.28
	Vert %	10.71	9.75	8.22	10.76
	Index	100	91	77	100
National Elections: Never	Unwgted	3442	67	89	193
	Weighted (000)	19007	402	553	769
	Horz %	100.00	2.12	2.91	4.05
	Vert %	7.79	7.02	10.50	5.99
	Index	100	90	135	77
Statewide Elections: Always	Unwgted	17593	432	174	1419
	Weighted (000)	82723	2130	1105	5625
	Horz %	100.00	2.57	1.34	6.80
	Vert %	33.89	37.14	20.97	43.82
	Index	100	110	62	129
Statewide Elections: Sometimes	Unwgted	9904	241	102	750
	Weighted (000)	48132	1231	582	2803
	Horz %	100.00	2.56	1.21	5.82
	Vert %	19.72	21.46	11.05	21.83
	Index	100	109	56	111
Statewide Elections: Never	Unwgted	4770	95	101	288
	Weighted (000)	26019	585	659	1172
	Horz %	100.00	2.25	2.53	4.50
	Vert %	10.66	10.21	12.52	9.13
	Index	100	96	117	86
Local Elections: Always	Unwgted	14791	362	135	1127
	Weighted (000)	70608	1796	850	4480
	Horz %	100.00	2.54	1.20	6.34
	Vert %	28.93	31.32	16.13	34.90
	Index	100	108	56	121

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports
Local Elections: Sometimes	Unwgted	11575	278	126	938
	Weighted (000)	55581	1376	763	3626
	Horz %	100.00	2.48	1.37	6.52
	Vert %	22.77	24.00	14.49	28.24
	Index	100	105	64	124
Local Elections: Never	Unwgted	6014	121	116	393
	Weighted (000)	31911	732	758	1538
	Horz %	100.00	2.29	2.38	4.82
	Vert %	13.07	12.76	14.39	11.98
	Index	100	98	110	92
Civic/Political Engagement Segments: Passive Civics	Unwgted	22233	413	633	1091
	Weighted (000)	121264	2341	3770	4433
	Horz %	100.00	1.93	3.11	3.66
	Vert %	49.68	40.83	71.56	34.54
	Index	100	82	144	70
Strictly Voters	Unwgted	12916	352	171	975
	Weighted (000)	60691	1646	949	3670
	Horz %	100.00	2.71	1.56	6.05
	Vert %	24.86	28.71	18.01	28.59
	Index	100	115	72	115
Vote and Sign	Unwgted	7360	191	52	643
	Weighted (000)	34160	928	267	2642
	Horz %	100.00	2.72	0.78	7.74
	Vert %	14.00	16.19	5.08	20.58
	Index	100	116	36	147
Civic Advocates	Unwgted	1495	37	13	122
	Weighted (000)	6680	186	96	500
	Horz %	100.00	2.78	1.44	7.48
	Vert %	2.74	3.24	1.83	3.89
	Index	100	118	67	142
Local Participants	Unwgted	3385	84	27	298
	Weighted (000)	15679	502	135	1192
	Horz %	100.00	3.20	0.86	7.60
	Vert %	6.42	8.76	2.55	9.28
	Index	100	136	40	144
Political Activists	Unwgted	1257	29	10	103
	Weighted (000)	5610	131	51	400
	Horz %	100.00	2.33	0.90	7.12
	Vert %	2.30	2.28	0.96	3.11
	Index	100	99	42	135
Public Activities: Voted in Federal, State, or Local Election	Unwgted	23754	633	235	1973
	Weighted (000)	109697	3103	1257	7646
	Horz %	100.00	2.83	1.15	6.97
	Vert %	44.94	54.11	23.86	59.56
	Index	100	120	53	133

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports
				*	
Written or called any politician at the state,local, or national level	Unwgttd	4438	104	22	376
	Weighted (000)	19134	495	91	1343
	Horz %	100.00	2.59	0.48	7.02
	Vert %	7.84	8.63	1.73	10.46
	Index	100	110	22	133
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*	*	
	Unwgttd	1148	29	7	107
	Weighted (000)	4990	143	35	377
	Horz %	100.00	2.86	0.71	7.55
	Vert %	2.04	2.49	0.67	2.93
Written something that has been published			*	*	
	Unwgttd	1355	35	10	103
	Weighted (000)	6147	151	66	392
	Horz %	100.00	2.45	1.07	6.38
	Vert %	2.52	2.63	1.25	3.05
Written an article for a magazine or newspaper			*	*	*
	Unwgttd	615	11	6	45
	Weighted (000)	2840	55	49	180
	Horz %	100.00	1.92	1.72	6.35
	Vert %	1.16	0.95	0.93	1.40
Attended a political rally, speech, or organized protest of any kind				*	
	Unwgttd	2531	65	19	202
	Weighted (000)	11820	359	145	809
	Horz %	100.00	3.04	1.23	6.85
	Vert %	4.84	6.26	2.76	6.30
Attended a public meeting on town or school affairs					
	Unwgttd	6346	184	99	541
	Weighted (000)	28826	966	449	2179
	Horz %	100.00	3.35	1.56	7.56
	Vert %	11.81	16.84	8.53	16.97
Held or run for political office			*	*	*
	Unwgttd	197	7	2	19
	Weighted (000)	1032	88	5	114
	Horz %	100.00	8.49	0.44	11.01
	Vert %	0.42	1.53	0.09	0.89
Served on a committee for some local organization				*	
	Unwgttd	3377	75	20	278
	Weighted (000)	15451	455	166	1098
	Horz %	100.00	2.94	1.07	7.11
	Vert %	6.33	7.93	3.15	8.56
Served as an officer for some club or organization				*	
	Unwgttd	2807	77	21	251
	Weighted (000)	12822	421	82	991
	Horz %	100.00	3.29	0.64	7.73
	Vert %	5.25	7.35	1.56	7.72
	Index	100	140	30	147

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports
Signed a petition	Unwgttd	9164	226	61	738
	Weighted (000)	43359	1169	380	3088
	Horz %	100.00	2.70	0.88	7.12
	Vert %	17.76	20.39	7.21	24.06
	Index	100	115	41	135
Worked for a political party			*	*	
	Unwgttd	811	15	8	65
	Weighted (000)	3797	54	66	284
	Horz %	100.00	1.41	1.74	7.48
	Vert %	1.56	0.93	1.26	2.21
Been an active member of any group that tries to influence public policy or government			*	*	
	Unwgttd	1831	45	14	154
	Weighted (000)	8074	255	62	610
	Horz %	100.00	3.15	0.77	7.55
	Vert %	3.31	4.44	1.18	4.75
Participated in environmental groups/causes			*	*	
	Unwgttd	1840	43	13	141
	Weighted (000)	8139	256	78	564
	Horz %	100.00	3.15	0.95	6.93
	Vert %	3.33	4.47	1.47	4.39
Engaged in fund raising					
	Unwgttd	8107	195	61	671
	Weighted (000)	37586	913	323	2676
	Horz %	100.00	2.43	0.86	7.12
	Vert %	15.40	15.92	6.13	20.85
Any activity					
	Unwgttd	39190	969	598	2871
	Weighted (000)	187031	4841	3314	11165
	Horz %	100.00	2.59	1.77	5.97
	Vert %	76.63	84.42	62.91	86.97
Contributions: Political				*	
	Unwgttd	2606	51	25	231
	Weighted (000)	11222	244	110	807
	Horz %	100.00	2.18	0.98	7.19
	Vert %	4.60	4.26	2.09	6.29
	Index	100	93	45	137
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas No Audit Report Was Generated					

		Adults 18+	Tropical (subset of "Hispanic")	Urban	Urban AC (subset of "Urban")
Adults 18+	Unwgt'd	48646	302	5121	2133
	Weighted (000)	244084	1893	26008	10077
	Horz %	100.00	0.78	10.66	4.13
	Vert %	100.00	100.00	100.00	100.00
	Index	100	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	147	2833	1396
	Weighted (000)	73406	876	14006	6672
	Horz %	100.00	1.19	19.08	9.09
	Vert %	30.07	46.27	53.85	66.21
	Index	100	154	179	220
Republican	Unwgt'd	12146	29	456	137
	Weighted (000)	60548	143	2327	688
	Horz %	100.00	0.24	3.84	1.14
	Vert %	24.81	7.56	8.95	6.82
	Index	100	30	36	28
Other party	Unwgt'd	630	2	50	21
	Weighted (000)	2884	2	239	94
	Horz %	100.00	0.08	8.28	3.24
	Vert %	1.18	0.12	0.92	0.93
	Index	100	10	78	79
Independent/No party affiliation	Unwgt'd	19604	118	1709	544
	Weighted (000)	101864	845	9084	2495
	Horz %	100.00	0.83	8.92	2.45
	Vert %	41.73	44.64	34.93	24.76
	Index	100	107	84	59
Political Outlook: Very Conservative	Unwgt'd	7491	71	717	316
	Weighted (000)	39627	477	3885	1753
	Horz %	100.00	1.20	9.80	4.42
	Vert %	16.23	25.19	14.94	17.40
	Index	100	155	92	107
Somewhat Conservative	Unwgt'd	10625	54	957	411
	Weighted (000)	53447	341	5047	2110
	Horz %	100.00	0.64	9.44	3.95
	Vert %	21.90	18.02	19.41	20.94
	Index	100	82	89	96
Middle of the Road	Unwgt'd	16442	72	1899	747
	Weighted (000)	83117	493	9596	3333
	Horz %	100.00	0.59	11.55	4.01
	Vert %	34.05	26.02	36.90	33.08
	Index	100	76	108	97

		Adults 18+	Tropical (subset of "Hispanic")	Urban	Urban AC (subset of "Urban")
Somewhat Liberal	Unwgted	6926	58	775	341
	Weighted (000)	31747	329	3591	1500
	Horz %	100.00	1.04	11.31	4.72
	Vert %	13.01	17.38	13.81	14.88
	Index	100	134	106	114
			*		
Very Liberal	Unwgted	4288	26	488	201
	Weighted (000)	19573	156	2275	843
	Horz %	100.00	0.80	11.62	4.31
	Vert %	8.02	8.22	8.75	8.36
	Index	100	103	109	104
Voting Frequency: National Elections: Always	Unwgted	26734	105	2255	1070
	Weighted (000)	127091	713	10807	4864
	Horz %	100.00	0.56	8.50	3.83
	Vert %	52.07	37.69	41.55	48.27
	Index	100	72	80	93
			*		
National Elections: Sometimes	Unwgted	5190	27	554	217
	Weighted (000)	26132	156	2786	936
	Horz %	100.00	0.60	10.66	3.58
	Vert %	10.71	8.23	10.71	9.28
	Index	100	77	100	87
			*		
National Elections: Never	Unwgted	3442	36	342	97
	Weighted (000)	19007	242	1830	483
	Horz %	100.00	1.27	9.63	2.54
	Vert %	7.79	12.79	7.04	4.79
	Index	100	164	90	61
			*		
Statewide Elections: Always	Unwgted	17593	49	1355	678
	Weighted (000)	82723	380	6322	3024
	Horz %	100.00	0.46	7.64	3.66
	Vert %	33.89	20.06	24.31	30.01
	Index	100	59	72	89
Statewide Elections: Sometimes	Unwgted	9904	52	946	403
	Weighted (000)	48132	312	4610	1726
	Horz %	100.00	0.65	9.58	3.59
	Vert %	19.72	16.48	17.73	17.13
	Index	100	84	90	87
			*		
Statewide Elections: Never	Unwgted	4770	32	480	144
	Weighted (000)	26019	206	2688	730
	Horz %	100.00	0.79	10.33	2.80
	Vert %	10.66	10.88	10.34	7.24
	Index	100	102	97	68
			*		
Local Elections: Always	Unwgted	14791	48	1258	640
	Weighted (000)	70608	346	6029	2943
	Horz %	100.00	0.49	8.54	4.17
	Vert %	28.93	18.31	23.18	29.20
	Index	100	63	80	101

		Adults 18+	Tropical (subset of "Hispanic")	Urban	Urban AC (subset of "Urban")
Local Elections: Sometimes			*		
	Unwgted	11575	49	981	426
	Weighted (000)	55581	306	4724	1867
	Horz %	100.00	0.55	8.50	3.36
	Vert %	22.77	16.19	18.16	18.52
	Index	100	71	80	81
Local Elections: Never			*		
	Unwgted	6014	41	593	187
	Weighted (000)	31911	284	3221	890
	Horz %	100.00	0.89	10.09	2.79
	Vert %	13.07	15.00	12.38	8.83
	Index	100	115	95	68
Civic/Political Engagement Segments: Passive Civics					
	Unwgted	22233	180	2611	921
	Weighted (000)	121264	1208	14270	4575
	Horz %	100.00	1.00	11.77	3.77
	Vert %	49.68	63.85	54.87	45.40
	Index	100	129	110	91
Strictly Voters					
	Unwgted	12916	79	1327	645
	Weighted (000)	60691	478	6226	3055
	Horz %	100.00	0.79	10.26	5.03
	Vert %	24.86	25.28	23.94	30.32
	Index	100	102	96	122
Vote and Sign			*		
	Unwgted	7360	28	685	304
	Weighted (000)	34160	143	3250	1332
	Horz %	100.00	0.42	9.52	3.90
	Vert %	14.00	7.54	12.50	13.22
	Index	100	54	89	94
Civic Advocates			*		
	Unwgted	1495	5	113	53
	Weighted (000)	6680	20	466	192
	Horz %	100.00	0.31	6.98	2.87
	Vert %	2.74	1.08	1.79	1.90
	Index	100	39	66	69
Local Participants			*		
	Unwgted	3385	7	275	150
	Weighted (000)	15679	34	1294	704
	Horz %	100.00	0.22	8.25	4.49
	Vert %	6.42	1.80	4.97	6.99
	Index	100	28	77	109
Political Activists			*		
	Unwgted	1257	3	110	60
	Weighted (000)	5610	9	502	218
	Horz %	100.00	0.15	8.95	3.89
	Vert %	2.30	0.45	1.93	2.17
	Index	100	20	84	94
Public Activities: Voted in Federal, State, or Local Election					
	Unwgted	23754	110	2243	1104
	Weighted (000)	109697	635	10380	5011
	Horz %	100.00	0.58	9.46	4.57
	Vert %	44.94	33.56	39.91	49.73
	Index	100	75	89	111



		Adults 18+	Tropical (subset of "Hispanic")	Urban	Urban AC (subset of "Urban")
Written or called any politician at the state,local, or national level			*		
	Unwgttd	4438	6	249	127
	Weighted (000)	19134	31	1069	451
	Horz %	100.00	0.16	5.59	2.36
	Vert %	7.84	1.65	4.11	4.47
Index	100	21	52	57	
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*		*
	Unwgttd	1148	4	73	36
	Weighted (000)	4990	15	300	189
	Horz %	100.00	0.31	6.01	3.78
	Vert %	2.04	0.82	1.15	1.87
Index	100	40	56	92	
Written something that has been published			*		*
	Unwgttd	1355	5	92	37
	Weighted (000)	6147	20	396	133
	Horz %	100.00	0.33	6.44	2.16
	Vert %	2.52	1.08	1.52	1.32
Index	100	43	60	52	
Written an article for a magazine or newspaper			*	*	*
	Unwgttd	615	1	39	21
	Weighted (000)	2840	4	150	96
	Horz %	100.00	0.15	5.27	3.37
	Vert %	1.16	0.23	0.58	0.95
Index	100	20	49	82	
Attended a political rally, speech, or organized protest of any kind			*		
	Unwgttd	2531	7	278	131
	Weighted (000)	11820	24	1271	488
	Horz %	100.00	0.20	10.75	4.12
	Vert %	4.84	1.26	4.89	4.84
Index	100	26	101	100	
Attended a public meeting on town or school affairs			*		
	Unwgttd	6346	35	750	371
	Weighted (000)	28826	140	3387	1562
	Horz %	100.00	0.48	11.75	5.42
	Vert %	11.81	7.37	13.02	15.50
Index	100	62	110	131	
Held or run for political office			*	*	*
	Unwgttd	197	0	7	3
	Weighted (000)	1032	0	37	9
	Horz %	100.00	0.00	3.61	0.85
	Vert %	0.42	0.00	0.14	0.09
Index	100	0	34	21	
Served on a committee for some local organization			*		
	Unwgttd	3377	5	265	141
	Weighted (000)	15451	28	1224	593
	Horz %	100.00	0.18	7.92	3.84
	Vert %	6.33	1.47	4.70	5.89
Index	100	23	74	93	
Served as an officer for some club or organization			*		
	Unwgttd	2807	7	211	119
	Weighted (000)	12822	39	1018	582
	Horz %	100.00	0.30	7.94	4.54
	Vert %	5.25	2.06	3.91	5.78
Index	100	39	74	110	

		Adults 18+	Tropical (subset of "Hispanic")	Urban	Urban AC (subset of "Urban")
Signed a petition			*		
	Unwgted	9164	29	872	385
	Weighted (000)	43359	128	4260	1655
	Horz %	100.00	0.30	9.83	3.82
	Vert %	17.76	6.77	16.38	16.42
	Index	100	38	92	92
Worked for a political party			*		*
	Unwgted	811	3	85	49
	Weighted (000)	3797	7	394	192
	Horz %	100.00	0.18	10.37	5.07
	Vert %	1.56	0.36	1.51	1.91
	Index	100	23	97	123
Been an active member of any group that tries to influence public policy or government			*		
	Unwgted	1831	2	144	75
	Weighted (000)	8074	5	592	242
	Horz %	100.00	0.07	7.33	2.99
	Vert %	3.31	0.29	2.28	2.40
	Index	100	9	69	73
Participated in environmental groups/causes			*		
	Unwgted	1840	6	147	62
	Weighted (000)	8139	39	716	253
	Horz %	100.00	0.48	8.80	3.11
	Vert %	3.33	2.06	2.75	2.51
	Index	100	62	83	75
Engaged in fund raising			*		
	Unwgted	8107	19	867	393
	Weighted (000)	37586	77	3819	1616
	Horz %	100.00	0.20	10.16	4.30
	Vert %	15.40	4.06	14.68	16.04
	Index	100	26	95	104
Any activity			*		
	Unwgted	39190	230	3838	1668
	Weighted (000)	187031	1309	18367	7564
	Horz %	100.00	0.70	9.82	4.04
	Vert %	76.63	69.16	70.62	75.07
	Index	100	90	92	98
Contributions: Political			*		
	Unwgted	2606	6	129	62
	Weighted (000)	11222	57	544	266
	Horz %	100.00	0.51	4.85	2.37
	Vert %	4.60	3.00	2.09	2.64
	Index	100	65	46	57
* Projections relatively unstable, use with caution					
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas					
No Audit Report Was Generated					

		Adults 18+	Urban Contemporary (subset of)	Variety/Other
Adults 18+	Unwgt'd	48646	1989	1303
	Weighted (000)	244084	11746	6945
	Horz %	100.00	4.81	2.85
	Vert %	100.00	100.00	100.00
	Index	100	100	100
Political Affiliation: Democratic	Unwgt'd	15279	996	498
	Weighted (000)	73406	5752	2654
	Horz %	100.00	7.84	3.62
	Vert %	30.07	48.97	38.22
	Index	100	163	127
Republican	Unwgt'd	12146	187	258
	Weighted (000)	60548	1104	1389
	Horz %	100.00	1.82	2.29
	Vert %	24.81	9.40	19.99
	Index	100	38	81
Other party			*	*
	Unwgt'd	630	26	31
	Weighted (000)	2884	131	128
	Horz %	100.00	4.55	4.42
	Index	100	95	155
Independent/No party affiliation	Unwgt'd	19604	758	499
	Weighted (000)	101864	4621	2679
	Horz %	100.00	4.54	2.63
	Vert %	41.73	39.34	38.57
	Index	100	94	92
Political Outlook: Very Conservative	Unwgt'd	7491	247	168
	Weighted (000)	39627	1506	1031
	Horz %	100.00	3.80	2.60
	Vert %	16.23	12.82	14.85
	Index	100	79	91
Somewhat Conservative	Unwgt'd	10625	350	268
	Weighted (000)	53447	2208	1460
	Horz %	100.00	4.13	2.73
	Vert %	21.90	18.79	21.02
	Index	100	86	96
Middle of the Road	Unwgt'd	16442	776	369
	Weighted (000)	83117	4448	1968
	Horz %	100.00	5.35	2.37
	Vert %	34.05	37.87	28.33
	Index	100	111	83

		Adults 18+	Urban Contemporary (subset of)	Variety/Other
Somewhat Liberal	Unwgted	6926	306	220
	Weighted (000)	31747	1647	1101
	Horz %	100.00	5.19	3.47
	Vert %	13.01	14.02	15.86
	Index	100	108	122
Very Liberal	Unwgted	4288	203	205
	Weighted (000)	19573	1143	1020
	Horz %	100.00	5.84	5.21
	Vert %	8.02	9.73	14.69
	Index	100	121	183
Voting Frequency: National Elections: Always	Unwgted	26734	722	768
	Weighted (000)	127091	4186	3995
	Horz %	100.00	3.29	3.14
	Vert %	52.07	35.63	57.52
	Index	100	68	110
National Elections: Sometimes	Unwgted	5190	234	124
	Weighted (000)	26132	1429	619
	Horz %	100.00	5.47	2.37
	Vert %	10.71	12.17	8.92
	Index	100	114	83
National Elections: Never	Unwgted	3442	158	86
	Weighted (000)	19007	892	441
	Horz %	100.00	4.69	2.32
	Vert %	7.79	7.59	6.35
	Index	100	98	82
Statewide Elections: Always	Unwgted	17593	411	541
	Weighted (000)	82723	2333	2852
	Horz %	100.00	2.82	3.45
	Vert %	33.89	19.86	41.06
	Index	100	59	121
Statewide Elections: Sometimes	Unwgted	9904	355	268
	Weighted (000)	48132	2104	1317
	Horz %	100.00	4.37	2.74
	Vert %	19.72	17.91	18.97
	Index	100	91	96
Statewide Elections: Never	Unwgted	4770	232	120
	Weighted (000)	26019	1476	622
	Horz %	100.00	5.67	2.39
	Vert %	10.66	12.57	8.96
	Index	100	118	84
Local Elections: Always	Unwgted	14791	394	451
	Weighted (000)	70608	2311	2373
	Horz %	100.00	3.27	3.36
	Vert %	28.93	19.68	34.17
	Index	100	68	118

		Adults 18+	Urban Contemporary (subset of)	Variety/Other
Local Elections: Sometimes	Unwgted	11575	353	318
	Weighted (000)	55581	2057	1640
	Horz %	100.00	3.70	2.95
	Vert %	22.77	17.51	23.62
	Index	100	77	104
Local Elections: Never	Unwgted	6014	271	147
	Weighted (000)	31911	1695	727
	Horz %	100.00	5.31	2.28
	Vert %	13.07	14.43	10.47
	Index	100	110	80
Civic/Political Engagement Segments: Passive Civics	Unwgted	22233	1111	459
	Weighted (000)	121264	6840	2796
	Horz %	100.00	5.64	2.31
	Vert %	49.68	58.23	40.26
	Index	100	117	81
Strictly Voters	Unwgted	12916	438	328
	Weighted (000)	60691	2442	1666
	Horz %	100.00	4.02	2.75
	Vert %	24.86	20.79	23.99
	Index	100	84	96
Vote and Sign	Unwgted	7360	282	255
	Weighted (000)	34160	1573	1233
	Horz %	100.00	4.60	3.61
	Vert %	14.00	13.39	17.75
	Index	100	96	127
Civic Advocates			*	
	Unwgted	1495	39	65
	Weighted (000)	6680	191	281
	Horz %	100.00	2.85	4.21
	Index	100	59	148
Local Participants	Unwgted	3385	81	116
	Weighted (000)	15679	456	552
	Horz %	100.00	2.91	3.52
	Vert %	6.42	3.88	7.94
	Index	100	60	124
Political Activists			*	
	Unwgted	1257	38	80
	Weighted (000)	5610	245	418
	Horz %	100.00	4.37	7.45
	Index	100	91	262
Public Activities: Voted in Federal, State, or Local Election	Unwgted	23754	747	743
	Weighted (000)	109697	4184	3630
	Horz %	100.00	3.81	3.31
	Vert %	44.94	35.62	52.27
	Index	100	79	116

		Adults 18+	Urban Contemporary (subset of)	Variety/Other
Written or called any politician at the state,local, or national level	Unwgted	4438	84	224
	Weighted (000)	19134	455	1080
	Horz %	100.00	2.38	5.64
	Vert %	7.84	3.87	15.55
	Index	100	49	198
			*	
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1148	24	58
	Weighted (000)	4990	109	220
	Horz %	100.00	2.18	4.41
	Vert %	2.04	0.93	3.16
	Index	100	45	155
			*	
Written something that has been published	Unwgted	1355	34	72
	Weighted (000)	6147	159	335
	Horz %	100.00	2.59	5.45
	Vert %	2.52	1.36	4.82
	Index	100	54	191
			*	*
Written an article for a magazine or newspaper	Unwgted	615	16	29
	Weighted (000)	2840	86	129
	Horz %	100.00	3.04	4.55
	Vert %	1.16	0.74	1.86
	Index	100	63	160
Attended a political rally, speech, or organized protest of any kind	Unwgted	2531	102	149
	Weighted (000)	11820	632	775
	Horz %	100.00	5.35	6.55
	Vert %	4.84	5.38	11.15
	Index	100	111	230
Attended a public meeting on town or school affairs	Unwgted	6346	278	245
	Weighted (000)	28826	1421	1163
	Horz %	100.00	4.93	4.03
	Vert %	11.81	12.09	16.74
	Index	100	102	142
			*	*
Held or run for political office	Unwgted	197	2	8
	Weighted (000)	1032	3	96
	Horz %	100.00	0.31	9.28
	Vert %	0.42	0.03	1.38
	Index	100	6	326
Served on a committee for some local organization	Unwgted	3377	88	152
	Weighted (000)	15451	550	711
	Horz %	100.00	3.56	4.60
	Vert %	6.33	4.68	10.24
	Index	100	74	162
Served as an officer for some club or organization	Unwgted	2807	61	114
	Weighted (000)	12822	370	512
	Horz %	100.00	2.88	3.99
	Vert %	5.25	3.15	7.37
	Index	100	60	140

		Adults 18+	Urban Contemporary (subset of)	Variety/Other
Signed a petition	Unwgt'd	9164	346	343
	Weighted (000)	43359	2044	1677
	Horz %	100.00	4.71	3.87
	Vert %	17.76	17.40	24.14
	Index	100	98	136
Worked for a political party			*	*
	Unwgt'd	811	29	47
	Weighted (000)	3797	194	219
	Horz %	100.00	5.11	5.78
	Vert %	1.56	1.65	3.16
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1831	51	106
	Weighted (000)	8074	227	502
	Horz %	100.00	2.81	6.22
	Vert %	3.31	1.93	7.23
	Index	100	58	219
Participated in environmental groups/causes	Unwgt'd	1840	70	130
	Weighted (000)	8139	393	591
	Horz %	100.00	4.83	7.26
	Vert %	3.33	3.35	8.51
	Index	100	100	255
Engaged in fund raising	Unwgt'd	8107	338	281
	Weighted (000)	37586	1689	1360
	Horz %	100.00	4.49	3.62
	Vert %	15.40	14.38	19.58
	Index	100	93	127
Any activity	Unwgt'd	39190	1455	1132
	Weighted (000)	187031	8108	5824
	Horz %	100.00	4.33	3.11
	Vert %	76.63	69.02	83.85
	Index	100	90	109
Contributions: Political			*	
	Unwgt'd	2606	36	110
	Weighted (000)	11222	144	538
	Horz %	100.00	1.28	4.79
	Vert %	4.60	1.22	7.74
	Index	100	27	168
* Projections relatively unstable, use with caution				
Source: 2017 Doublebase GfK MRI weighted to Population (000) - Bas No Audit Report Was Generated				