

Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| AAA | 1565 | 3300 | 100% | 1.3% | 100 |
| Political Affiliation_Democratic ¹ | 779 | 1598 | 48% | 2.1% | 164 |
| Political Affiliation_Republican ¹ | 220 | 508 | 15% | 0.7% | 56 |
| Political Affiliation_Other party ¹ | 27 | 56 | 2% | 1.2% | 97 |
| Social Media: Follow On Social Media Sites_Political Groups | 248 | 508 | 15% | 1.6% | 123 |
| Social Media: Follow On Social Media Sites_Politicians | 242 | 549 | 17% | 1.8% | 137 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 137 | 287 | 9% | 2.2% | 175 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 137 | 287 | 9% | 2.2% | 175 |
| Political Affiliation_Independent/No party affiliation ¹ | 539 | 1138 | 34% | 1.1% | 83 |
| Political Outlook_Very Conservative ¹ | 83 | 209 | 6% | 0.5% | 41 |
| Political Outlook_Somewhat Conservative ¹ | 182 | 422 | 13% | 0.8% | 65 |
| Political Outlook_Middle of the Road ¹ | 445 | 964 | 29% | 1.0% | 75 |
| Political Outlook_Somewhat Liberal ¹ | 499 | 1045 | 32% | 2.7% | 208 |
| Political Outlook_Very Liberal ¹ | 356 | 661 | 20% | 2.4% | 187 |
| Registered To Vote_Yes | 1236 | 2587 | 78% | 1.5% | 118 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1168 | 2474 | 75% | 1.6% | 123 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 919 | 1951 | 59% | 1.6% | 128 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 750 | 1570 | 48% | 1.6% | 124 |
| Voting: How Often Vote/ National Elections_Sometimes | 123 | 254 | 8% | 1.0% | 74 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 320 | 674 | 20% | 1.3% | 98 |
| Voting: How Often Vote/ Local Elections_Sometimes | 464 | 1012 | 31% | 1.5% | 116 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 954 | 1999 | 61% | 2.0% | 154 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| AAA | 1565 | 3300 | 100% | 1.3% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 293 | 588 | 18% | 2.8% | 214 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 64 | 112 | 3% | 3.1% | 241 |
| Public Activities in last 12 months_Written something that has been published ¹ | 91 | 194 | 6% | 3.2% | 246 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 32 | 80 | 2% | 3.9% | 304 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 132 | 239 | 7% | 3.1% | 244 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 225 | 487 | 15% | 2.6% | 199 |
| Public Activities in last 12 months_Held or run for political office ¹ | 8 | 10 | 0% | 1.1% | 85 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 173 | 361 | 11% | 2.5% | 195 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 156 | 308 | 9% | 2.3% | 183 |
| Public Activities in last 12 months_Signed a petition ¹ | 408 | 793 | 24% | 2.1% | 167 |
| Public Activities in last 12 months_Worked for a political party ¹ | 35 | 62 | 2% | 3.0% | 233 |
| Public Activities in last 12 months_Made a speech ¹ | 84 | 176 | 5% | 2.0% | 157 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 93 | 175 | 5% | 2.8% | 220 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 154 | 352 | 11% | 4.6% | 357 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 238 | 515 | 16% | 2.1% | 164 |
| Public Activities in last 12 months_Recycled products ¹ | 1142 | 2358 | 71% | 2.1% | 160 |
| Public Activities in last 12 months_Any activity ¹ | 1387 | 2856 | 87% | 1.7% | 129 |
| Social Media: Follow On Social Media Sites_Political Groups | 248 | 508 | 15% | 1.6% | 123 |
| Social Media: Follow On Social Media Sites_Politicians | 242 | 549 | 17% | 1.8% | 137 |
| Political_Contributed to, last 12 months ¹ | 137 | 287 | 9% | 2.2% | 175 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 137 | 251 | 8% | 1.7% | 132 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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|---|------------|----------------|-------------|---------------|-------|
| AAA | 1565 | 3300 | 100% | 1.3% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 165 | 357 | 11% | 1.4% | 109 |
| Politics_Super Influential Consumers ¹ | 51 | 112 | 3% | 2.1% | 165 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 97 | 213 | 6% | 1.7% | 135 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Adult Contemporary | 10172 | 25048 | 100% | 9.7% | 100 |
| Political Affiliation_Democratic ¹ | 3207 | 7342 | 29% | 9.7% | 100 |
| Political Affiliation_Republican ¹ | 2479 | 6660 | 27% | 9.4% | 97 |
| Political Affiliation_Other party ¹ | 201 | 491 | 2% | 10.9% | 112 |
| Social Media: Follow On Social Media Sites_Political Groups | 1299 | 3320 | 13% | 10.3% | 106 |
| Social Media: Follow On Social Media Sites_Politicians | 1264 | 3154 | 13% | 10.1% | 104 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 448 | 1088 | 4% | 8.5% | 87 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 448 | 1088 | 4% | 8.5% | 87 |
| Political Affiliation_Independent/No party affiliation ¹ | 4285 | 10556 | 42% | 9.9% | 102 |
| Political Outlook_Very Conservative ¹ | 1112 | 3073 | 12% | 7.7% | 80 |
| Political Outlook_Somewhat Conservative ¹ | 1976 | 5000 | 20% | 9.9% | 102 |
| Political Outlook_Middle of the Road ¹ | 4312 | 10737 | 43% | 10.7% | 110 |
| Political Outlook_Somewhat Liberal ¹ | 1796 | 4030 | 16% | 10.3% | 106 |
| Political Outlook_Very Liberal ¹ | 976 | 2209 | 9% | 8.0% | 82 |
| Registered To Vote_Yes | 7027 | 16852 | 67% | 9.9% | 101 |
| Voting: How Often Vote/ National Elections_Always ¹ | 6111 | 15260 | 61% | 9.7% | 100 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 4487 | 11259 | 45% | 9.5% | 97 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 3696 | 9322 | 37% | 9.5% | 97 |
| Voting: How Often Vote/ National Elections_Sometimes | 1205 | 2802 | 11% | 10.4% | 107 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 2370 | 5658 | 23% | 10.5% | 108 |
| Voting: How Often Vote/ Local Elections_Sometimes | 2945 | 7064 | 28% | 10.4% | 107 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 4184 | 9967 | 40% | 9.9% | 101 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Adult Contemporary | 10172 | 25048 | 100% | 9.7% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 836 | 1898 | 8% | 8.9% | 91 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 136 | 306 | 1% | 8.4% | 87 |
| Public Activities in last 12 months_Written something that has been published ¹ | 224 | 515 | 2% | 8.4% | 86 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 80 | 184 | 1% | 9.0% | 92 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 281 | 602 | 2% | 7.9% | 81 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 892 | 2058 | 8% | 10.8% | 111 |
| Public Activities in last 12 months_Held or run for political office ¹ | 34 | 101 | 0% | 10.9% | 113 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 610 | 1443 | 6% | 10.0% | 103 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 539 | 1331 | 5% | 10.1% | 104 |
| Public Activities in last 12 months_Signed a petition ¹ | 1632 | 3772 | 15% | 10.2% | 105 |
| Public Activities in last 12 months_Worked for a political party ¹ | 58 | 116 | 0% | 5.6% | 57 |
| Public Activities in last 12 months_Made a speech ¹ | 369 | 825 | 3% | 9.4% | 97 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 211 | 467 | 2% | 7.5% | 78 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 313 | 751 | 3% | 9.8% | 100 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 1247 | 3084 | 12% | 12.6% | 130 |
| Public Activities in last 12 months_Recycled products ¹ | 5351 | 12879 | 51% | 11.2% | 115 |
| Public Activities in last 12 months_Any activity ¹ | 7428 | 17958 | 72% | 10.4% | 107 |
| Social Media: Follow On Social Media Sites_Political Groups | 1299 | 3320 | 13% | 10.3% | 106 |
| Social Media: Follow On Social Media Sites_Politicians | 1264 | 3154 | 13% | 10.1% | 104 |
| Political_Contributed to, last 12 months ¹ | 448 | 1088 | 4% | 8.5% | 87 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 560 | 1397 | 6% | 9.4% | 97 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Adult Contemporary | 10172 | 25048 | 100% | 9.7% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 984 | 2425 | 10% | 9.5% | 98 |
| Politics_Super Influential Consumers ¹ | 209 | 540 | 2% | 10.2% | 105 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 473 | 1136 | 5% | 9.3% | 95 |

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| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Adult Hits | 1895 | 4953 | 100% | 1.9% | 100 |
| Political Affiliation_Democratic ¹ | 546 | 1330 | 27% | 1.8% | 91 |
| Political Affiliation_Republican ¹ | 502 | 1373 | 28% | 1.9% | 101 |
| Political Affiliation_Other party ¹ | 38 | 106 | 2% | 2.4% | 122 |
| Social Media: Follow On Social Media Sites_Political Groups | 255 | 664 | 13% | 2.1% | 107 |
| Social Media: Follow On Social Media Sites_Politicians | 240 | 619 | 13% | 2.0% | 103 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 87 | 236 | 5% | 1.8% | 96 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 87 | 236 | 5% | 1.8% | 96 |
| Political Affiliation_Independent/No party affiliation ¹ | 809 | 2145 | 43% | 2.0% | 105 |
| Political Outlook_Very Conservative ¹ | 220 | 653 | 13% | 1.6% | 86 |
| Political Outlook_Somewhat Conservative ¹ | 391 | 1091 | 22% | 2.2% | 112 |
| Political Outlook_Middle of the Road ¹ | 777 | 2005 | 40% | 2.0% | 104 |
| Political Outlook_Somewhat Liberal ¹ | 328 | 753 | 15% | 1.9% | 100 |
| Political Outlook_Very Liberal ¹ | 179 | 451 | 9% | 1.6% | 85 |
| Registered To Vote_Yes | 1332 | 3338 | 67% | 2.0% | 101 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1151 | 3016 | 61% | 1.9% | 100 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 864 | 2282 | 46% | 1.9% | 100 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 702 | 1829 | 37% | 1.9% | 96 |
| Voting: How Often Vote/ National Elections_Sometimes | 227 | 558 | 11% | 2.1% | 108 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 418 | 1034 | 21% | 1.9% | 100 |
| Voting: How Often Vote/ Local Elections_Sometimes | 534 | 1362 | 28% | 2.0% | 104 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 809 | 1968 | 40% | 1.9% | 101 |

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|--|------------|----------------|-------------|---------------|-------|
| Adult Hits | 1895 | 4953 | 100% | 1.9% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 166 | 370 | 7% | 1.7% | 90 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 27 | 87 | 2% | 2.4% | 125 |
| Public Activities in last 12 months_Written something that has been published¹ | 52 | 112 | 2% | 1.8% | 95 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 13 | 31 | 1% | 1.5% | 78 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 55 | 89 | 2% | 1.2% | 60 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 167 | 379 | 8% | 2.0% | 103 |
| Public Activities in last 12 months_Held or run for political office¹ | 6 | 12 | 0% | 1.3% | 68 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 107 | 269 | 5% | 1.9% | 97 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 107 | 270 | 5% | 2.1% | 107 |
| Public Activities in last 12 months_Signed a petition¹ | 330 | 798 | 16% | 2.2% | 112 |
| Public Activities in last 12 months_Worked for a political party¹ | 14 | 21 | 0% | 1.0% | 53 |
| Public Activities in last 12 months_Made a speech¹ | 70 | 164 | 3% | 1.9% | 97 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 48 | 96 | 2% | 1.6% | 81 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 67 | 188 | 4% | 2.4% | 127 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 218 | 590 | 12% | 2.4% | 125 |
| Public Activities in last 12 months_Recycled products¹ | 1037 | 2593 | 52% | 2.3% | 117 |
| Public Activities in last 12 months_Any activity¹ | 1404 | 3574 | 72% | 2.1% | 108 |
| Social Media: Follow On Social Media Sites_Political Groups | 255 | 664 | 13% | 2.1% | 107 |
| Social Media: Follow On Social Media Sites_Politicians | 240 | 619 | 13% | 2.0% | 103 |
| Political_Contributed to, last 12 months¹ | 87 | 236 | 5% | 1.8% | 96 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 102 | 280 | 6% | 1.9% | 98 |

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|---|------------|----------------|-------------|---------------|-------|
| Adult Hits | 1895 | 4953 | 100% | 1.9% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 200 | 567 | 11% | 2.2% | 116 |
| Politics_Super Influential Consumers ¹ | 48 | 147 | 3% | 2.8% | 144 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 101 | 273 | 6% | 2.2% | 116 |

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|--|------------|----------------|-------------|---------------|-------|
| Adult Standards | 153 | 386 | 100% | 0.2% | 100 |
| Political Affiliation_Democratic ¹ | 56 | 133 | 34% | 0.2% | 117 |
| Political Affiliation_Republican ¹ | 43 | 144 | 37% | 0.2% | 136 |
| Political Affiliation_Other party ¹ | 3 | 4 | 1% | 0.1% | 59 |
| Social Media: Follow On Social Media Sites_Political Groups | 16 | 41 | 11% | 0.1% | 85 |
| Social Media: Follow On Social Media Sites_Politicians | 18 | 47 | 12% | 0.2% | 100 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 12 | 25 | 6% | 0.2% | 130 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 12 | 25 | 6% | 0.2% | 130 |
| Political Affiliation_Independent/No party affiliation ¹ | 51 | 105 | 27% | 0.1% | 66 |
| Political Outlook_Very Conservative ¹ | 26 | 77 | 20% | 0.2% | 129 |
| Political Outlook_Somewhat Conservative ¹ | 33 | 91 | 24% | 0.2% | 120 |
| Political Outlook_Middle of the Road ¹ | 53 | 145 | 38% | 0.1% | 96 |
| Political Outlook_Somewhat Liberal ¹ | 27 | 44 | 11% | 0.1% | 75 |
| Political Outlook_Very Liberal ¹ | 14 | 28 | 7% | 0.1% | 68 |
| Registered To Vote_Yes | 118 | 311 | 81% | 0.2% | 121 |
| Voting: How Often Vote/ National Elections_Always ¹ | 104 | 276 | 72% | 0.2% | 117 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 85 | 208 | 54% | 0.2% | 117 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 75 | 189 | 49% | 0.2% | 128 |
| Voting: How Often Vote/ National Elections_Sometimes | 10 | 22 | 6% | 0.1% | 55 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 21 | 69 | 18% | 0.1% | 86 |
| Voting: How Often Vote/ Local Elections_Sometimes | 29 | 75 | 19% | 0.1% | 74 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 77 | 199 | 52% | 0.2% | 131 |

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| Adult Standards | 153 | 386 | 100% | 0.2% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 22 | 53 | 14% | 0.3% | 165 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 3 | 4 | 1% | 0.1% | 74 |
| Public Activities in last 12 months_Written something that has been published ¹ | 2 | 5 | 1% | 0.1% | 54 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 1 | 4 | 1% | 0.2% | 130 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 9 | 15 | 4% | 0.2% | 131 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 14 | 32 | 8% | 0.2% | 112 |
| Public Activities in last 12 months_Held or run for political office ¹ | 2 | 3 | 1% | 0.3% | 217 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 12 | 25 | 6% | 0.2% | 115 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 14 | 29 | 8% | 0.2% | 147 |
| Public Activities in last 12 months_Signed a petition ¹ | 29 | 61 | 16% | 0.2% | 110 |
| Public Activities in last 12 months_Worked for a political party ¹ | 4 | 16 | 4% | 0.8% | 515 |
| Public Activities in last 12 months_Made a speech ¹ | 6 | 13 | 3% | 0.2% | 99 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 7 | 19 | 5% | 0.3% | 205 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 7 | 12 | 3% | 0.2% | 104 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 20 | 55 | 14% | 0.2% | 150 |
| Public Activities in last 12 months_Recycled products ¹ | 69 | 149 | 39% | 0.1% | 87 |
| Public Activities in last 12 months_Any activity ¹ | 116 | 292 | 76% | 0.2% | 113 |
| Social Media: Follow On Social Media Sites_Political Groups | 16 | 41 | 11% | 0.1% | 85 |
| Social Media: Follow On Social Media Sites_Politicians | 18 | 47 | 12% | 0.2% | 100 |
| Political_Contributed to, last 12 months ¹ | 12 | 25 | 6% | 0.2% | 130 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 8 | 15 | 4% | 0.1% | 68 |

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| Adult Standards | 153 | 386 | 100% | 0.2% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 11 | 22 | 6% | 0.1% | 58 |
| Politics_Super Influential Consumers ¹ | 2 | 3 | 1% | 0.1% | 38 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 5 | 14 | 4% | 0.1% | 76 |

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|--|------------|----------------|-------------|---------------|-------|
| All News | 2152 | 4400 | 100% | 1.7% | 100 |
| Political Affiliation_Democratic ¹ | 933 | 1860 | 42% | 2.5% | 144 |
| Political Affiliation_Republican ¹ | 483 | 1059 | 24% | 1.5% | 88 |
| Political Affiliation_Other party ¹ | 35 | 78 | 2% | 1.7% | 101 |
| Social Media: Follow On Social Media Sites_Political Groups | 281 | 545 | 12% | 1.7% | 99 |
| Social Media: Follow On Social Media Sites_Politicians | 301 | 617 | 14% | 2.0% | 115 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 208 | 437 | 10% | 3.4% | 199 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 208 | 437 | 10% | 3.4% | 199 |
| Political Affiliation_Independent/No party affiliation ¹ | 701 | 1402 | 32% | 1.3% | 77 |
| Political Outlook_Very Conservative ¹ | 205 | 460 | 10% | 1.2% | 68 |
| Political Outlook_Somewhat Conservative ¹ | 428 | 891 | 20% | 1.8% | 103 |
| Political Outlook_Middle of the Road ¹ | 820 | 1662 | 38% | 1.7% | 97 |
| Political Outlook_Somewhat Liberal ¹ | 440 | 881 | 20% | 2.3% | 132 |
| Political Outlook_Very Liberal ¹ | 259 | 506 | 12% | 1.8% | 107 |
| Registered To Vote_Yes | 1682 | 3468 | 79% | 2.0% | 119 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1578 | 3277 | 74% | 2.1% | 122 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1273 | 2668 | 61% | 2.2% | 131 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1065 | 2292 | 52% | 2.3% | 136 |
| Voting: How Often Vote/ National Elections_Sometimes | 161 | 266 | 6% | 1.0% | 58 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 380 | 731 | 17% | 1.4% | 80 |
| Voting: How Often Vote/ Local Elections_Sometimes | 561 | 1042 | 24% | 1.5% | 90 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1223 | 2522 | 57% | 2.5% | 146 |

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|--|------------|----------------|-------------|---------------|-------|
| All News | 2152 | 4400 | 100% | 1.7% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 356 | 706 | 16% | 3.3% | 193 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 74 | 138 | 3% | 3.8% | 223 |
| Public Activities in last 12 months_Written something that has been published ¹ | 75 | 155 | 4% | 2.5% | 148 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 27 | 53 | 1% | 2.6% | 151 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 101 | 196 | 4% | 2.6% | 150 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 259 | 482 | 11% | 2.5% | 148 |
| Public Activities in last 12 months_Held or run for political office ¹ | 12 | 10 | 0% | 1.1% | 63 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 194 | 366 | 8% | 2.5% | 148 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 208 | 417 | 9% | 3.2% | 186 |
| Public Activities in last 12 months_Signed a petition ¹ | 484 | 1053 | 24% | 2.8% | 166 |
| Public Activities in last 12 months_Worked for a political party ¹ | 35 | 73 | 2% | 3.5% | 206 |
| Public Activities in last 12 months_Made a speech ¹ | 115 | 224 | 5% | 2.6% | 149 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 101 | 190 | 4% | 3.1% | 180 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 112 | 214 | 5% | 2.8% | 163 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 236 | 492 | 11% | 2.0% | 118 |
| Public Activities in last 12 months_Recycled products ¹ | 1291 | 2714 | 62% | 2.4% | 138 |
| Public Activities in last 12 months_Any activity ¹ | 1806 | 3709 | 84% | 2.2% | 126 |
| Social Media: Follow On Social Media Sites_Political Groups | 281 | 545 | 12% | 1.7% | 99 |
| Social Media: Follow On Social Media Sites_Politicians | 301 | 617 | 14% | 2.0% | 115 |
| Political_Contributed to, last 12 months ¹ | 208 | 437 | 10% | 3.4% | 199 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 157 | 288 | 7% | 1.9% | 114 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| All News | 2152 | 4400 | 100% | 1.7% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 284 | 567 | 13% | 2.2% | 130 |
| Politics_Super Influential Consumers ¹ | 72 | 140 | 3% | 2.6% | 154 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 161 | 331 | 8% | 2.7% | 158 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| All Talk | 1034 | 2691 | 100% | 1.0% | 100 |
| Political Affiliation_Democratic ¹ | 191 | 467 | 17% | 0.6% | 59 |
| Political Affiliation_Republican ¹ | 448 | 1211 | 45% | 1.7% | 164 |
| Political Affiliation_Other party ¹ | 17 | 42 | 2% | 0.9% | 89 |
| Social Media: Follow On Social Media Sites_Political Groups | 162 | 413 | 15% | 1.3% | 123 |
| Social Media: Follow On Social Media Sites_Politicians | 160 | 410 | 15% | 1.3% | 125 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 96 | 251 | 9% | 2.0% | 187 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 96 | 251 | 9% | 2.0% | 187 |
| Political Affiliation_Independent/No party affiliation ¹ | 378 | 971 | 36% | 0.9% | 87 |
| Political Outlook_Very Conservative ¹ | 299 | 838 | 31% | 2.1% | 202 |
| Political Outlook_Somewhat Conservative ¹ | 316 | 776 | 29% | 1.5% | 147 |
| Political Outlook_Middle of the Road ¹ | 253 | 734 | 27% | 0.7% | 70 |
| Political Outlook_Somewhat Liberal ¹ | 108 | 219 | 8% | 0.6% | 54 |
| Political Outlook_Very Liberal ¹ | 58 | 123 | 5% | 0.5% | 43 |
| Registered To Vote_Yes | 810 | 2115 | 79% | 1.2% | 118 |
| Voting: How Often Vote/ National Elections_Always ¹ | 792 | 2118 | 79% | 1.4% | 129 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 654 | 1750 | 65% | 1.5% | 141 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 559 | 1530 | 57% | 1.6% | 148 |
| Voting: How Often Vote/ National Elections_Sometimes | 68 | 162 | 6% | 0.6% | 58 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 170 | 424 | 16% | 0.8% | 75 |
| Voting: How Often Vote/ Local Elections_Sometimes | 250 | 618 | 23% | 0.9% | 87 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 596 | 1497 | 56% | 1.5% | 142 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| All Talk | 1034 | 2691 | 100% | 1.0% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 159 | 381 | 14% | 1.8% | 170 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 42 | 63 | 2% | 1.7% | 166 |
| Public Activities in last 12 months_Written something that has been published ¹ | 28 | 66 | 2% | 1.1% | 103 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 14 | 24 | 1% | 1.2% | 112 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 40 | 110 | 4% | 1.4% | 138 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 125 | 313 | 12% | 1.6% | 157 |
| Public Activities in last 12 months_Held or run for political office ¹ | 3 | 5 | 0% | 0.5% | 52 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 89 | 220 | 8% | 1.5% | 146 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 81 | 191 | 7% | 1.5% | 139 |
| Public Activities in last 12 months_Signed a petition ¹ | 216 | 523 | 19% | 1.4% | 135 |
| Public Activities in last 12 months_Worked for a political party ¹ | 15 | 54 | 2% | 2.6% | 249 |
| Public Activities in last 12 months_Made a speech ¹ | 49 | 121 | 5% | 1.4% | 132 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 40 | 101 | 4% | 1.6% | 156 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 31 | 89 | 3% | 1.2% | 111 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 110 | 288 | 11% | 1.2% | 113 |
| Public Activities in last 12 months_Recycled products ¹ | 553 | 1449 | 54% | 1.3% | 121 |
| Public Activities in last 12 months_Any activity ¹ | 843 | 2183 | 81% | 1.3% | 121 |
| Social Media: Follow On Social Media Sites_Political Groups | 162 | 413 | 15% | 1.3% | 123 |
| Social Media: Follow On Social Media Sites_Politicians | 160 | 410 | 15% | 1.3% | 125 |
| Political_Contributed to, last 12 months ¹ | 96 | 251 | 9% | 2.0% | 187 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 110 | 283 | 11% | 1.9% | 183 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| All Talk | 1034 | 2691 | 100% | 1.0% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 133 | 323 | 12% | 1.3% | 121 |
| Politics_Super Influential Consumers ¹ | 28 | 64 | 2% | 1.2% | 115 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 73 | 161 | 6% | 1.3% | 126 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Alternative | 4594 | 10213 | 100% | 4.0% | 100 |
| Political Affiliation_Democratic ¹ | 1768 | 3757 | 37% | 5.0% | 125 |
| Political Affiliation_Republican ¹ | 977 | 2222 | 22% | 3.1% | 79 |
| Political Affiliation_Other party ¹ | 120 | 309 | 3% | 6.9% | 173 |
| Social Media: Follow On Social Media Sites_Political Groups | 685 | 1502 | 15% | 4.7% | 118 |
| Social Media: Follow On Social Media Sites_Politicians | 695 | 1580 | 15% | 5.1% | 127 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 252 | 513 | 5% | 4.0% | 101 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 252 | 513 | 5% | 4.0% | 101 |
| Political Affiliation_Independent/No party affiliation ¹ | 1729 | 3925 | 38% | 3.7% | 93 |
| Political Outlook_Very Conservative ¹ | 441 | 1085 | 11% | 2.7% | 69 |
| Political Outlook_Somewhat Conservative ¹ | 729 | 1688 | 17% | 3.4% | 84 |
| Political Outlook_Middle of the Road ¹ | 1561 | 3501 | 34% | 3.5% | 88 |
| Political Outlook_Somewhat Liberal ¹ | 1080 | 2242 | 22% | 5.7% | 144 |
| Political Outlook_Very Liberal ¹ | 783 | 1696 | 17% | 6.2% | 155 |
| Registered To Vote_Yes | 3422 | 7458 | 73% | 4.4% | 110 |
| Voting: How Often Vote/ National Elections_Always ¹ | 2984 | 6683 | 65% | 4.3% | 107 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 2237 | 5058 | 50% | 4.3% | 107 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1800 | 4088 | 40% | 4.1% | 105 |
| Voting: How Often Vote/ National Elections_Sometimes | 511 | 1059 | 10% | 3.9% | 99 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1072 | 2340 | 23% | 4.4% | 110 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1392 | 3055 | 30% | 4.5% | 114 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 2265 | 4928 | 48% | 4.9% | 123 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Alternative | 4594 | 10213 | 100% | 4.0% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 594 | 1211 | 12% | 5.7% | 143 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 105 | 204 | 2% | 5.6% | 142 |
| Public Activities in last 12 months_Written something that has been published ¹ | 189 | 410 | 4% | 6.7% | 168 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 61 | 144 | 1% | 7.0% | 177 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 260 | 499 | 5% | 6.5% | 164 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 513 | 1144 | 11% | 6.0% | 151 |
| Public Activities in last 12 months_Held or run for political office ¹ | 22 | 46 | 0% | 5.0% | 126 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 338 | 742 | 7% | 5.1% | 129 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 310 | 692 | 7% | 5.3% | 133 |
| Public Activities in last 12 months_Signed a petition ¹ | 976 | 2101 | 21% | 5.7% | 143 |
| Public Activities in last 12 months_Worked for a political party ¹ | 54 | 110 | 1% | 5.3% | 134 |
| Public Activities in last 12 months_Made a speech ¹ | 214 | 508 | 5% | 5.8% | 146 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 170 | 345 | 3% | 5.6% | 140 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 286 | 678 | 7% | 8.8% | 222 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 634 | 1408 | 14% | 5.8% | 145 |
| Public Activities in last 12 months_Recycled products ¹ | 2912 | 6475 | 63% | 5.6% | 142 |
| Public Activities in last 12 months_Any activity ¹ | 3713 | 8258 | 81% | 4.8% | 121 |
| Social Media: Follow On Social Media Sites_Political Groups | 685 | 1502 | 15% | 4.7% | 118 |
| Social Media: Follow On Social Media Sites_Politicians | 695 | 1580 | 15% | 5.1% | 127 |
| Political_Contributed to, last 12 months ¹ | 252 | 513 | 5% | 4.0% | 101 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 341 | 719 | 7% | 4.9% | 122 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Alternative | 4594 | 10213 | 100% | 4.0% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 489 | 1142 | 11% | 4.5% | 113 |
| Politics_Super Influential Consumers ¹ | 143 | 323 | 3% | 6.1% | 154 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 284 | 681 | 7% | 5.6% | 140 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| CHR | 11787 | 27400 | 100% | 10.6% | 100 |
| Political Affiliation_Democratic ¹ | 4053 | 8654 | 32% | 11.4% | 107 |
| Political Affiliation_Republican ¹ | 2261 | 5922 | 22% | 8.4% | 79 |
| Political Affiliation_Other party ¹ | 217 | 450 | 2% | 10.0% | 94 |
| Social Media: Follow On Social Media Sites_Political Groups | 1439 | 3151 | 12% | 9.8% | 92 |
| Social Media: Follow On Social Media Sites_Politicians | 1468 | 3418 | 12% | 10.9% | 103 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 353 | 910 | 3% | 7.1% | 67 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 353 | 910 | 3% | 7.1% | 67 |
| Political Affiliation_Independent/No party affiliation ¹ | 5256 | 12374 | 45% | 11.6% | 109 |
| Political Outlook_Very Conservative ¹ | 1104 | 2788 | 10% | 7.0% | 66 |
| Political Outlook_Somewhat Conservative ¹ | 1867 | 4522 | 17% | 9.0% | 84 |
| Political Outlook_Middle of the Road ¹ | 5397 | 12787 | 47% | 12.7% | 119 |
| Political Outlook_Somewhat Liberal ¹ | 2043 | 4432 | 16% | 11.3% | 106 |
| Political Outlook_Very Liberal ¹ | 1376 | 2871 | 10% | 10.4% | 98 |
| Registered To Vote_Yes | 7426 | 16900 | 62% | 9.9% | 93 |
| Voting: How Often Vote/ National Elections_Always ¹ | 6072 | 14392 | 53% | 9.2% | 86 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 4104 | 9779 | 36% | 8.2% | 77 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 3315 | 7915 | 29% | 8.0% | 75 |
| Voting: How Often Vote/ National Elections_Sometimes | 1593 | 3701 | 14% | 13.8% | 130 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 2898 | 6766 | 25% | 12.6% | 118 |
| Voting: How Often Vote/ Local Elections_Sometimes | 3437 | 8055 | 29% | 11.9% | 112 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 3691 | 8418 | 31% | 8.3% | 78 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| CHR | 11787 | 27400 | 100% | 10.6% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 673 | 1395 | 5% | 6.5% | 61 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 116 | 265 | 1% | 7.3% | 69 |
| Public Activities in last 12 months_Written something that has been published¹ | 226 | 459 | 2% | 7.5% | 70 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 80 | 152 | 1% | 7.4% | 69 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 347 | 706 | 3% | 9.2% | 87 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 962 | 2129 | 8% | 11.2% | 105 |
| Public Activities in last 12 months_Held or run for political office¹ | 38 | 103 | 0% | 11.2% | 105 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 454 | 1090 | 4% | 7.5% | 71 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 412 | 965 | 4% | 7.3% | 69 |
| Public Activities in last 12 months_Signed a petition¹ | 1709 | 3890 | 14% | 10.5% | 99 |
| Public Activities in last 12 months_Worked for a political party¹ | 59 | 101 | 0% | 4.9% | 46 |
| Public Activities in last 12 months_Made a speech¹ | 396 | 873 | 3% | 10.0% | 94 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 185 | 429 | 2% | 6.9% | 65 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 317 | 762 | 3% | 9.9% | 93 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 1289 | 2978 | 11% | 12.2% | 114 |
| Public Activities in last 12 months_Recycled products¹ | 5189 | 12029 | 44% | 10.5% | 98 |
| Public Activities in last 12 months_Any activity¹ | 7485 | 17209 | 63% | 10.0% | 94 |
| Social Media: Follow On Social Media Sites_Political Groups | 1439 | 3151 | 12% | 9.8% | 92 |
| Social Media: Follow On Social Media Sites_Politicians | 1468 | 3418 | 12% | 10.9% | 103 |
| Political_Contributed to, last 12 months¹ | 353 | 910 | 3% | 7.1% | 67 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 585 | 1426 | 5% | 9.6% | 90 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| CHR | 11787 | 27400 | 100% | 10.6% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 1123 | 2602 | 10% | 10.2% | 96 |
| Politics_Super Influential Consumers ¹ | 258 | 594 | 2% | 11.2% | 105 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 484 | 1128 | 4% | 9.2% | 86 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Classic Hits | 4341 | 11220 | 100% | 4.4% | 100 |
| Political Affiliation_Democratic ¹ | 1267 | 2966 | 26% | 3.9% | 90 |
| Political Affiliation_Republican ¹ | 1264 | 3690 | 33% | 5.2% | 120 |
| Political Affiliation_Other party ¹ | 73 | 161 | 1% | 3.6% | 82 |
| Social Media: Follow On Social Media Sites_Political Groups | 583 | 1463 | 13% | 4.6% | 104 |
| Social Media: Follow On Social Media Sites_Politicians | 509 | 1301 | 12% | 4.2% | 95 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 226 | 608 | 5% | 4.7% | 109 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 226 | 608 | 5% | 4.7% | 109 |
| Political Affiliation_Independent/No party affiliation ¹ | 1737 | 4404 | 39% | 4.1% | 95 |
| Political Outlook_Very Conservative ¹ | 584 | 1672 | 15% | 4.2% | 97 |
| Political Outlook_Somewhat Conservative ¹ | 933 | 2581 | 23% | 5.1% | 117 |
| Political Outlook_Middle of the Road ¹ | 1741 | 4460 | 40% | 4.4% | 102 |
| Political Outlook_Somewhat Liberal ¹ | 697 | 1636 | 15% | 4.2% | 96 |
| Political Outlook_Very Liberal ¹ | 386 | 871 | 8% | 3.2% | 73 |
| Registered To Vote_Yes | 3190 | 8163 | 73% | 4.8% | 110 |
| Voting: How Often Vote/ National Elections_Always ¹ | 2891 | 7593 | 68% | 4.8% | 111 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 2222 | 5821 | 52% | 4.9% | 112 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1822 | 4861 | 43% | 4.9% | 113 |
| Voting: How Often Vote/ National Elections_Sometimes | 462 | 1186 | 11% | 4.4% | 101 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 929 | 2417 | 22% | 4.5% | 103 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1221 | 3099 | 28% | 4.6% | 105 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 2059 | 5223 | 47% | 5.2% | 118 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Classic Hits | 4341 | 11220 | 100% | 4.4% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 432 | 1023 | 9% | 4.8% | 110 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 78 | 158 | 1% | 4.4% | 100 |
| Public Activities in last 12 months_Written something that has been published ¹ | 105 | 229 | 2% | 3.7% | 85 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 31 | 70 | 1% | 3.4% | 78 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 123 | 245 | 2% | 3.2% | 74 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 382 | 863 | 8% | 4.5% | 104 |
| Public Activities in last 12 months_Held or run for political office ¹ | 24 | 70 | 1% | 7.6% | 174 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 306 | 746 | 7% | 5.2% | 118 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 265 | 694 | 6% | 5.3% | 121 |
| Public Activities in last 12 months_Signed a petition ¹ | 705 | 1662 | 15% | 4.5% | 103 |
| Public Activities in last 12 months_Worked for a political party ¹ | 35 | 67 | 1% | 3.2% | 74 |
| Public Activities in last 12 months_Made a speech ¹ | 163 | 324 | 3% | 3.7% | 85 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 102 | 233 | 2% | 3.8% | 86 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 142 | 294 | 3% | 3.8% | 88 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 478 | 1173 | 10% | 4.8% | 110 |
| Public Activities in last 12 months_Recycled products ¹ | 2358 | 5887 | 52% | 5.1% | 118 |
| Public Activities in last 12 months_Any activity ¹ | 3316 | 8406 | 75% | 4.9% | 112 |
| Social Media: Follow On Social Media Sites_Political Groups | 583 | 1463 | 13% | 4.6% | 104 |
| Social Media: Follow On Social Media Sites_Politicians | 509 | 1301 | 12% | 4.2% | 95 |
| Political_Contributed to, last 12 months ¹ | 226 | 608 | 5% | 4.7% | 109 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 230 | 515 | 5% | 3.5% | 80 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Classic Hits | 4341 | 11220 | 100% | 4.4% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 435 | 1056 | 9% | 4.1% | 95 |
| Politics_Super Influential Consumers ¹ | 86 | 217 | 2% | 4.1% | 94 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 222 | 536 | 5% | 4.4% | 100 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Classic Rock | 5140 | 13570 | 100% | 5.3% | 100 |
| Political Affiliation_Democratic ¹ | 1355 | 3147 | 23% | 4.2% | 79 |
| Political Affiliation_Republican ¹ | 1559 | 4551 | 34% | 6.4% | 122 |
| Political Affiliation_Other party ¹ | 112 | 274 | 2% | 6.1% | 115 |
| Social Media: Follow On Social Media Sites_Political Groups | 676 | 1782 | 13% | 5.5% | 105 |
| Social Media: Follow On Social Media Sites_Politicians | 591 | 1581 | 12% | 5.1% | 96 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 247 | 668 | 5% | 5.2% | 99 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 247 | 668 | 5% | 5.2% | 99 |
| Political Affiliation_Independent/No party affiliation ¹ | 2114 | 5598 | 41% | 5.3% | 100 |
| Political Outlook_Very Conservative ¹ | 673 | 2003 | 15% | 5.0% | 96 |
| Political Outlook_Somewhat Conservative ¹ | 1180 | 3264 | 24% | 6.5% | 123 |
| Political Outlook_Middle of the Road ¹ | 2025 | 5436 | 40% | 5.4% | 102 |
| Political Outlook_Somewhat Liberal ¹ | 808 | 1816 | 13% | 4.6% | 88 |
| Political Outlook_Very Liberal ¹ | 454 | 1050 | 8% | 3.8% | 72 |
| Registered To Vote_Yes | 3816 | 9870 | 73% | 5.8% | 109 |
| Voting: How Often Vote/ National Elections_Always ¹ | 3394 | 8911 | 66% | 5.7% | 108 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 2545 | 6773 | 50% | 5.7% | 108 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 2057 | 5511 | 41% | 5.6% | 106 |
| Voting: How Often Vote/ National Elections_Sometimes | 583 | 1452 | 11% | 5.4% | 103 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1191 | 2976 | 22% | 5.5% | 105 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1561 | 3910 | 29% | 5.8% | 109 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 2408 | 6105 | 45% | 6.0% | 115 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Classic Rock | 5140 | 13570 | 100% | 5.3% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 536 | 1227 | 9% | 5.7% | 109 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 84 | 214 | 2% | 5.9% | 112 |
| Public Activities in last 12 months_Written something that has been published ¹ | 121 | 282 | 2% | 4.6% | 87 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 47 | 90 | 1% | 4.4% | 83 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 179 | 402 | 3% | 5.3% | 100 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 462 | 992 | 7% | 5.2% | 99 |
| Public Activities in last 12 months_Held or run for political office ¹ | 23 | 53 | 0% | 5.7% | 109 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 304 | 653 | 5% | 4.5% | 86 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 277 | 630 | 5% | 4.8% | 91 |
| Public Activities in last 12 months_Signed a petition ¹ | 886 | 2111 | 16% | 5.7% | 108 |
| Public Activities in last 12 months_Worked for a political party ¹ | 45 | 99 | 1% | 4.8% | 91 |
| Public Activities in last 12 months_Made a speech ¹ | 187 | 431 | 3% | 4.9% | 93 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 156 | 336 | 2% | 5.4% | 103 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 196 | 364 | 3% | 4.7% | 90 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 533 | 1389 | 10% | 5.7% | 108 |
| Public Activities in last 12 months_Recycled products ¹ | 2887 | 7332 | 54% | 6.4% | 121 |
| Public Activities in last 12 months_Any activity ¹ | 3956 | 10081 | 74% | 5.8% | 111 |
| Social Media: Follow On Social Media Sites_Political Groups | 676 | 1782 | 13% | 5.5% | 105 |
| Social Media: Follow On Social Media Sites_Politicians | 591 | 1581 | 12% | 5.1% | 96 |
| Political_Contributed to, last 12 months ¹ | 247 | 668 | 5% | 5.2% | 99 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 305 | 739 | 5% | 5.0% | 95 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Classic Rock | 5140 | 13570 | 100% | 5.3% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 530 | 1376 | 10% | 5.4% | 102 |
| Politics_Super Influential Consumers ¹ | 94 | 238 | 2% | 4.5% | 85 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 263 | 669 | 5% | 5.5% | 103 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Classical | 1787 | 3954 | 100% | 1.5% | 100 |
| Political Affiliation_Democratic ¹ | 889 | 1967 | 50% | 2.6% | 169 |
| Political Affiliation_Republican ¹ | 276 | 683 | 17% | 1.0% | 63 |
| Political Affiliation_Other party ¹ | 32 | 57 | 1% | 1.3% | 82 |
| Social Media: Follow On Social Media Sites_Political Groups | 281 | 640 | 16% | 2.0% | 130 |
| Social Media: Follow On Social Media Sites_Politicians | 255 | 558 | 14% | 1.8% | 116 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 211 | 512 | 13% | 4.0% | 260 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 211 | 512 | 13% | 4.0% | 260 |
| Political Affiliation_Independent/No party affiliation ¹ | 590 | 1248 | 32% | 1.2% | 76 |
| Political Outlook_Very Conservative ¹ | 141 | 328 | 8% | 0.8% | 54 |
| Political Outlook_Somewhat Conservative ¹ | 278 | 601 | 15% | 1.2% | 78 |
| Political Outlook_Middle of the Road ¹ | 463 | 1036 | 26% | 1.0% | 67 |
| Political Outlook_Somewhat Liberal ¹ | 496 | 1124 | 28% | 2.9% | 187 |
| Political Outlook_Very Liberal ¹ | 409 | 865 | 22% | 3.1% | 204 |
| Registered To Vote_Yes | 1406 | 3151 | 80% | 1.8% | 120 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1338 | 3066 | 78% | 2.0% | 127 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1113 | 2593 | 66% | 2.2% | 142 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 939 | 2193 | 55% | 2.2% | 145 |
| Voting: How Often Vote/ National Elections_Sometimes | 111 | 204 | 5% | 0.8% | 49 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 277 | 591 | 15% | 1.1% | 72 |
| Voting: How Often Vote/ Local Elections_Sometimes | 427 | 932 | 24% | 1.4% | 89 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1116 | 2498 | 63% | 2.5% | 161 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Classical | 1787 | 3954 | 100% | 1.5% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 401 | 885 | 22% | 4.1% | 269 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 87 | 174 | 4% | 4.8% | 312 |
| Public Activities in last 12 months_Written something that has been published¹ | 139 | 325 | 8% | 5.3% | 344 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 39 | 65 | 2% | 3.2% | 206 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 145 | 352 | 9% | 4.6% | 300 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 239 | 555 | 14% | 2.9% | 190 |
| Public Activities in last 12 months_Held or run for political office¹ | 8 | 20 | 1% | 2.2% | 141 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 237 | 595 | 15% | 4.1% | 268 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 230 | 541 | 14% | 4.1% | 268 |
| Public Activities in last 12 months_Signed a petition¹ | 491 | 1123 | 28% | 3.0% | 198 |
| Public Activities in last 12 months_Worked for a political party¹ | 56 | 121 | 3% | 5.8% | 380 |
| Public Activities in last 12 months_Made a speech¹ | 134 | 300 | 8% | 3.4% | 223 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 153 | 351 | 9% | 5.7% | 369 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 196 | 403 | 10% | 5.2% | 341 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 239 | 573 | 14% | 2.3% | 152 |
| Public Activities in last 12 months_Recycled products¹ | 1203 | 2634 | 67% | 2.3% | 149 |
| Public Activities in last 12 months_Any activity¹ | 1566 | 3491 | 88% | 2.0% | 132 |
| Social Media: Follow On Social Media Sites_Political Groups | 281 | 640 | 16% | 2.0% | 130 |
| Social Media: Follow On Social Media Sites_Politicians | 255 | 558 | 14% | 1.8% | 116 |
| Political_Contributed to, last 12 months¹ | 211 | 512 | 13% | 4.0% | 260 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 180 | 392 | 10% | 2.7% | 172 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Classical | 1787 | 3954 | 100% | 1.5% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 235 | 510 | 13% | 2.0% | 130 |
| Politics_Super Influential Consumers ¹ | 61 | 127 | 3% | 2.4% | 156 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 132 | 275 | 7% | 2.2% | 146 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Country | 9888 | 27959 | 100% | 10.9% | 100 |
| Political Affiliation_Democratic ¹ | 1869 | 4642 | 17% | 6.1% | 56 |
| Political Affiliation_Republican ¹ | 4082 | 12437 | 44% | 17.6% | 162 |
| Political Affiliation_Other party ¹ | 172 | 378 | 1% | 8.4% | 77 |
| Social Media: Follow On Social Media Sites_Political Groups | 1172 | 3278 | 12% | 10.2% | 94 |
| Social Media: Follow On Social Media Sites_Politicians | 1167 | 3138 | 11% | 10.0% | 92 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 388 | 1108 | 4% | 8.6% | 80 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 388 | 1108 | 4% | 8.6% | 80 |
| Political Affiliation_Independent/No party affiliation ¹ | 3765 | 10501 | 38% | 9.9% | 91 |
| Political Outlook_Very Conservative ¹ | 1896 | 5851 | 21% | 14.7% | 136 |
| Political Outlook_Somewhat Conservative ¹ | 2540 | 7385 | 26% | 14.6% | 135 |
| Political Outlook_Middle of the Road ¹ | 3946 | 11047 | 40% | 11.0% | 101 |
| Political Outlook_Somewhat Liberal ¹ | 1002 | 2419 | 9% | 6.2% | 57 |
| Political Outlook_Very Liberal ¹ | 504 | 1257 | 5% | 4.6% | 42 |
| Registered To Vote_Yes | 7104 | 20075 | 72% | 11.7% | 108 |
| Voting: How Often Vote/ National Elections_Always ¹ | 6157 | 17883 | 64% | 11.4% | 105 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 4538 | 13413 | 48% | 11.3% | 104 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 3755 | 11153 | 40% | 11.3% | 104 |
| Voting: How Often Vote/ National Elections_Sometimes | 1203 | 3252 | 12% | 12.1% | 112 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 2369 | 6533 | 23% | 12.2% | 112 |
| Voting: How Often Vote/ Local Elections_Sometimes | 2927 | 8148 | 29% | 12.0% | 111 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 4160 | 11690 | 42% | 11.6% | 106 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Country | 9888 | 27959 | 100% | 10.9% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 752 | 1969 | 7% | 9.2% | 85 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 104 | 298 | 1% | 8.2% | 76 |
| Public Activities in last 12 months_Written something that has been published ¹ | 155 | 393 | 1% | 6.4% | 59 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 59 | 124 | 0% | 6.0% | 56 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 222 | 516 | 2% | 6.7% | 62 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 837 | 2209 | 8% | 11.6% | 107 |
| Public Activities in last 12 months_Held or run for political office ¹ | 41 | 114 | 0% | 12.4% | 114 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 633 | 1683 | 6% | 11.6% | 107 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 531 | 1438 | 5% | 10.9% | 101 |
| Public Activities in last 12 months_Signed a petition ¹ | 1255 | 3298 | 12% | 8.9% | 82 |
| Public Activities in last 12 months_Worked for a political party ¹ | 56 | 144 | 1% | 6.9% | 64 |
| Public Activities in last 12 months_Made a speech ¹ | 310 | 778 | 3% | 8.9% | 82 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 206 | 528 | 2% | 8.5% | 79 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 212 | 506 | 2% | 6.6% | 61 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 1155 | 3057 | 11% | 12.5% | 115 |
| Public Activities in last 12 months_Recycled products ¹ | 4403 | 11854 | 42% | 10.3% | 95 |
| Public Activities in last 12 months_Any activity ¹ | 6829 | 18781 | 67% | 10.9% | 100 |
| Social Media: Follow On Social Media Sites_Political Groups | 1172 | 3278 | 12% | 10.2% | 94 |
| Social Media: Follow On Social Media Sites_Politicians | 1167 | 3138 | 11% | 10.0% | 92 |
| Political_Contributed to, last 12 months ¹ | 388 | 1108 | 4% | 8.6% | 80 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 462 | 1188 | 4% | 8.0% | 74 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Country | 9888 | 27959 | 100% | 10.9% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 845 | 2312 | 8% | 9.1% | 83 |
| Politics_Super Influential Consumers ¹ | 188 | 530 | 2% | 10.0% | 92 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 428 | 1167 | 4% | 9.5% | 88 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Ethnic | 395 | 861 | 100% | 0.3% | 100 |
| Political Affiliation_Democratic ¹ | 119 | 226 | 26% | 0.3% | 89 |
| Political Affiliation_Republican ¹ | 85 | 194 | 23% | 0.3% | 82 |
| Political Affiliation_Other party ¹ | 4 | 16 | 2% | 0.4% | 106 |
| Social Media: Follow On Social Media Sites_Political Groups | 42 | 75 | 9% | 0.2% | 70 |
| Social Media: Follow On Social Media Sites_Politicians | 46 | 96 | 11% | 0.3% | 92 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 20 | 29 | 3% | 0.2% | 68 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 20 | 29 | 3% | 0.2% | 68 |
| Political Affiliation_Independent/No party affiliation ¹ | 187 | 425 | 49% | 0.4% | 119 |
| Political Outlook_Very Conservative ¹ | 43 | 107 | 12% | 0.3% | 81 |
| Political Outlook_Somewhat Conservative ¹ | 87 | 180 | 21% | 0.4% | 107 |
| Political Outlook_Middle of the Road ¹ | 174 | 414 | 48% | 0.4% | 123 |
| Political Outlook_Somewhat Liberal ¹ | 54 | 93 | 11% | 0.2% | 71 |
| Political Outlook_Very Liberal ¹ | 37 | 66 | 8% | 0.2% | 72 |
| Registered To Vote_Yes | 223 | 540 | 63% | 0.3% | 94 |
| Voting: How Often Vote/ National Elections_Always ¹ | 188 | 433 | 50% | 0.3% | 83 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 148 | 353 | 41% | 0.3% | 89 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 124 | 299 | 35% | 0.3% | 91 |
| Voting: How Often Vote/ National Elections_Sometimes | 48 | 77 | 9% | 0.3% | 86 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 71 | 130 | 15% | 0.2% | 72 |
| Voting: How Often Vote/ Local Elections_Sometimes | 87 | 167 | 19% | 0.3% | 74 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 128 | 284 | 33% | 0.3% | 84 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Ethnic | 395 | 861 | 100% | 0.3% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 21 | 37 | 4% | 0.2% | 52 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 7 | 10 | 1% | 0.3% | 82 |
| Public Activities in last 12 months_Written something that has been published ¹ | 9 | 20 | 2% | 0.3% | 97 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 7 | 10 | 1% | 0.5% | 145 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 6 | 7 | 1% | 0.1% | 27 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 31 | 59 | 7% | 0.3% | 93 |
| Public Activities in last 12 months_Held or run for political office ¹ | 3 | 2 | 0% | 0.2% | 65 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 17 | 36 | 4% | 0.3% | 74 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 14 | 25 | 3% | 0.2% | 57 |
| Public Activities in last 12 months_Signed a petition ¹ | 53 | 99 | 12% | 0.3% | 80 |
| Public Activities in last 12 months_Worked for a political party ¹ | 5 | 7 | 1% | 0.3% | 101 |
| Public Activities in last 12 months_Made a speech ¹ | 18 | 32 | 4% | 0.4% | 109 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 4 | 7 | 1% | 0.1% | 34 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 14 | 25 | 3% | 0.3% | 97 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 36 | 68 | 8% | 0.3% | 83 |
| Public Activities in last 12 months_Recycled products ¹ | 146 | 318 | 37% | 0.3% | 83 |
| Public Activities in last 12 months_Any activity ¹ | 234 | 503 | 58% | 0.3% | 87 |
| Social Media: Follow On Social Media Sites_Political Groups | 42 | 75 | 9% | 0.2% | 70 |
| Social Media: Follow On Social Media Sites_Politicians | 46 | 96 | 11% | 0.3% | 92 |
| Political_Contributed to, last 12 months ¹ | 20 | 29 | 3% | 0.2% | 68 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 16 | 29 | 3% | 0.2% | 59 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Ethnic | 395 | 861 | 100% | 0.3% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 47 | 94 | 11% | 0.4% | 110 |
| Politics_Super Influential Consumers ¹ | 10 | 12 | 1% | 0.2% | 68 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 20 | 41 | 5% | 0.3% | 100 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Gospel | 670 | 1599 | 100% | 0.6% | 100 |
| Political Affiliation_Democratic ¹ | 359 | 842 | 53% | 1.1% | 179 |
| Political Affiliation_Republican ¹ | 98 | 298 | 19% | 0.4% | 68 |
| Political Affiliation_Other party ¹ | 19 | 25 | 2% | 0.6% | 89 |
| Social Media: Follow On Social Media Sites_Political Groups | 66 | 169 | 11% | 0.5% | 85 |
| Social Media: Follow On Social Media Sites_Politicians | 65 | 158 | 10% | 0.5% | 81 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 18 | 34 | 2% | 0.3% | 43 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 18 | 34 | 2% | 0.3% | 43 |
| Political Affiliation_Independent/No party affiliation ¹ | 194 | 434 | 27% | 0.4% | 66 |
| Political Outlook_Very Conservative ¹ | 120 | 328 | 21% | 0.8% | 133 |
| Political Outlook_Somewhat Conservative ¹ | 134 | 376 | 24% | 0.8% | 120 |
| Political Outlook_Middle of the Road ¹ | 289 | 612 | 38% | 0.6% | 98 |
| Political Outlook_Somewhat Liberal ¹ | 90 | 195 | 12% | 0.5% | 80 |
| Political Outlook_Very Liberal ¹ | 37 | 88 | 6% | 0.3% | 51 |
| Registered To Vote_Yes | 488 | 1159 | 72% | 0.7% | 109 |
| Voting: How Often Vote/ National Elections_Always ¹ | 377 | 947 | 59% | 0.6% | 97 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 305 | 743 | 46% | 0.6% | 101 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 273 | 668 | 42% | 0.7% | 109 |
| Voting: How Often Vote/ National Elections_Sometimes | 71 | 131 | 8% | 0.5% | 79 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 132 | 304 | 19% | 0.6% | 91 |
| Voting: How Often Vote/ Local Elections_Sometimes | 148 | 334 | 21% | 0.5% | 79 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 286 | 676 | 42% | 0.7% | 108 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Gospel | 670 | 1599 | 100% | 0.6% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 57 | 136 | 9% | 0.6% | 102 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 11 | 22 | 1% | 0.6% | 98 |
| Public Activities in last 12 months_Written something that has been published ¹ | 15 | 37 | 2% | 0.6% | 97 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 6 | 18 | 1% | 0.9% | 141 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 27 | 70 | 4% | 0.9% | 147 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 74 | 161 | 10% | 0.8% | 136 |
| Public Activities in last 12 months_Held or run for political office ¹ | 2 | 4 | 0% | 0.4% | 70 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 36 | 92 | 6% | 0.6% | 102 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 38 | 96 | 6% | 0.7% | 118 |
| Public Activities in last 12 months_Signed a petition ¹ | 95 | 175 | 11% | 0.5% | 76 |
| Public Activities in last 12 months_Worked for a political party ¹ | 11 | 16 | 1% | 0.8% | 124 |
| Public Activities in last 12 months_Made a speech ¹ | 25 | 68 | 4% | 0.8% | 125 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 18 | 40 | 3% | 0.7% | 104 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 13 | 18 | 1% | 0.2% | 38 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 97 | 225 | 14% | 0.9% | 148 |
| Public Activities in last 12 months_Recycled products ¹ | 221 | 505 | 32% | 0.4% | 71 |
| Public Activities in last 12 months_Any activity ¹ | 438 | 1049 | 66% | 0.6% | 98 |
| Social Media: Follow On Social Media Sites_Political Groups | 66 | 169 | 11% | 0.5% | 85 |
| Social Media: Follow On Social Media Sites_Politicians | 65 | 158 | 10% | 0.5% | 81 |
| Political_Contributed to, last 12 months ¹ | 18 | 34 | 2% | 0.3% | 43 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 21 | 54 | 3% | 0.4% | 59 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Gospel | 670 | 1599 | 100% | 0.6% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 72 | 184 | 12% | 0.7% | 116 |
| Politics_Super Influential Consumers ¹ | 11 | 24 | 2% | 0.5% | 73 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 29 | 60 | 4% | 0.5% | 79 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Hispanic | 4315 | 11679 | 100% | 4.5% | 100 |
| Political Affiliation_Democratic ¹ | 1356 | 3385 | 29% | 4.5% | 98 |
| Political Affiliation_Republican ¹ | 664 | 1651 | 14% | 2.3% | 51 |
| Political Affiliation_Other party ¹ | 71 | 154 | 1% | 3.4% | 75 |
| Social Media: Follow On Social Media Sites_Political Groups | 487 | 1303 | 11% | 4.1% | 89 |
| Social Media: Follow On Social Media Sites_Politicians | 480 | 1231 | 11% | 3.9% | 87 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 100 | 256 | 2% | 2.0% | 44 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 100 | 256 | 2% | 2.0% | 44 |
| Political Affiliation_Independent/No party affiliation ¹ | 2224 | 6489 | 56% | 6.1% | 134 |
| Political Outlook_Very Conservative ¹ | 644 | 1841 | 16% | 4.6% | 102 |
| Political Outlook_Somewhat Conservative ¹ | 820 | 2198 | 19% | 4.4% | 96 |
| Political Outlook_Middle of the Road ¹ | 1856 | 5155 | 44% | 5.1% | 113 |
| Political Outlook_Somewhat Liberal ¹ | 581 | 1504 | 13% | 3.8% | 85 |
| Political Outlook_Very Liberal ¹ | 414 | 981 | 8% | 3.6% | 79 |
| Registered To Vote_Yes | 2085 | 5002 | 43% | 2.9% | 64 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1656 | 4104 | 35% | 2.6% | 58 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1212 | 3049 | 26% | 2.6% | 57 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 990 | 2384 | 20% | 2.4% | 53 |
| Voting: How Often Vote/ National Elections_Sometimes | 475 | 1219 | 10% | 4.5% | 100 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 702 | 1732 | 15% | 3.2% | 71 |
| Voting: How Often Vote/ Local Elections_Sometimes | 833 | 2135 | 18% | 3.2% | 69 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 896 | 2069 | 18% | 2.0% | 45 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Hispanic | 4315 | 11679 | 100% | 4.5% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 164 | 334 | 3% | 1.6% | 34 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 42 | 104 | 1% | 2.9% | 63 |
| Public Activities in last 12 months_Written something that has been published¹ | 61 | 130 | 1% | 2.1% | 47 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 22 | 49 | 0% | 2.4% | 53 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 85 | 148 | 1% | 1.9% | 43 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 288 | 681 | 6% | 3.6% | 79 |
| Public Activities in last 12 months_Held or run for political office¹ | 10 | 19 | 0% | 2.1% | 45 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 96 | 183 | 2% | 1.3% | 28 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 83 | 183 | 2% | 1.4% | 31 |
| Public Activities in last 12 months_Signed a petition¹ | 461 | 1075 | 9% | 2.9% | 64 |
| Public Activities in last 12 months_Worked for a political party¹ | 17 | 25 | 0% | 1.2% | 27 |
| Public Activities in last 12 months_Made a speech¹ | 79 | 183 | 2% | 2.1% | 46 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 34 | 81 | 1% | 1.3% | 29 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 60 | 130 | 1% | 1.7% | 37 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 234 | 536 | 5% | 2.2% | 48 |
| Public Activities in last 12 months_Recycled products¹ | 1312 | 3348 | 29% | 2.9% | 64 |
| Public Activities in last 12 months_Any activity¹ | 2061 | 5131 | 44% | 3.0% | 65 |
| Social Media: Follow On Social Media Sites_Political Groups | 487 | 1303 | 11% | 4.1% | 89 |
| Social Media: Follow On Social Media Sites_Politicians | 480 | 1231 | 11% | 3.9% | 87 |
| Political_Contributed to, last 12 months¹ | 100 | 256 | 2% | 2.0% | 44 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 189 | 478 | 4% | 3.2% | 71 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Hispanic | 4315 | 11679 | 100% | 4.5% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 455 | 1215 | 10% | 4.8% | 105 |
| Politics_Super Influential Consumers ¹ | 60 | 93 | 1% | 1.8% | 39 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 122 | 255 | 2% | 2.1% | 46 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Hot AC | 4044 | 9936 | 100% | 3.9% | 100 |
| Political Affiliation_Democratic ¹ | 1334 | 3029 | 30% | 4.0% | 104 |
| Political Affiliation_Republican ¹ | 858 | 2286 | 23% | 3.2% | 84 |
| Political Affiliation_Other party ¹ | 98 | 249 | 3% | 5.5% | 143 |
| Social Media: Follow On Social Media Sites_Political Groups | 521 | 1305 | 13% | 4.1% | 105 |
| Social Media: Follow On Social Media Sites_Politicians | 524 | 1263 | 13% | 4.0% | 105 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 163 | 343 | 3% | 2.7% | 69 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 163 | 343 | 3% | 2.7% | 69 |
| Political Affiliation_Independent/No party affiliation ¹ | 1754 | 4371 | 44% | 4.1% | 106 |
| Political Outlook_Very Conservative ¹ | 350 | 1053 | 11% | 2.7% | 69 |
| Political Outlook_Somewhat Conservative ¹ | 705 | 1685 | 17% | 3.3% | 87 |
| Political Outlook_Middle of the Road ¹ | 1782 | 4400 | 44% | 4.4% | 113 |
| Political Outlook_Somewhat Liberal ¹ | 770 | 1826 | 18% | 4.7% | 121 |
| Political Outlook_Very Liberal ¹ | 437 | 971 | 10% | 3.5% | 91 |
| Registered To Vote_Yes | 2745 | 6566 | 66% | 3.8% | 99 |
| Voting: How Often Vote/ National Elections_Always ¹ | 2382 | 5851 | 59% | 3.7% | 97 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1692 | 4112 | 41% | 3.5% | 90 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1386 | 3396 | 34% | 3.4% | 89 |
| Voting: How Often Vote/ National Elections_Sometimes | 511 | 1217 | 12% | 4.5% | 117 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1037 | 2571 | 26% | 4.8% | 124 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1260 | 3125 | 31% | 4.6% | 119 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1578 | 3696 | 37% | 3.7% | 95 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Hot AC | 4044 | 9936 | 100% | 3.9% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 315 | 733 | 7% | 3.4% | 89 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 51 | 89 | 1% | 2.5% | 64 |
| Public Activities in last 12 months_Written something that has been published ¹ | 85 | 219 | 2% | 3.6% | 92 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 23 | 58 | 1% | 2.8% | 73 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 112 | 249 | 3% | 3.3% | 84 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 350 | 797 | 8% | 4.2% | 108 |
| Public Activities in last 12 months_Held or run for political office ¹ | 17 | 56 | 1% | 6.1% | 157 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 241 | 566 | 6% | 3.9% | 101 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 190 | 474 | 5% | 3.6% | 93 |
| Public Activities in last 12 months_Signed a petition ¹ | 655 | 1501 | 15% | 4.1% | 105 |
| Public Activities in last 12 months_Worked for a political party ¹ | 22 | 42 | 0% | 2.0% | 52 |
| Public Activities in last 12 months_Made a speech ¹ | 153 | 372 | 4% | 4.2% | 110 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 83 | 182 | 2% | 2.9% | 76 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 127 | 297 | 3% | 3.9% | 100 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 542 | 1287 | 13% | 5.3% | 136 |
| Public Activities in last 12 months_Recycled products ¹ | 2191 | 5245 | 53% | 4.6% | 118 |
| Public Activities in last 12 months_Any activity ¹ | 2956 | 7113 | 72% | 4.1% | 107 |
| Social Media: Follow On Social Media Sites_Political Groups | 521 | 1305 | 13% | 4.1% | 105 |
| Social Media: Follow On Social Media Sites_Politicians | 524 | 1263 | 13% | 4.0% | 105 |
| Political_Contributed to, last 12 months ¹ | 163 | 343 | 3% | 2.7% | 69 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 241 | 573 | 6% | 3.9% | 100 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Hot AC | 4044 | 9936 | 100% | 3.9% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 369 | 865 | 9% | 3.4% | 88 |
| Politics_Super Influential Consumers ¹ | 77 | 193 | 2% | 3.6% | 94 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 184 | 441 | 4% | 3.6% | 93 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Jazz | 947 | 1984 | 100% | 0.8% | 100 |
| Political Affiliation_Democratic ¹ | 536 | 1130 | 57% | 1.5% | 193 |
| Political Affiliation_Republican ¹ | 100 | 194 | 10% | 0.3% | 36 |
| Political Affiliation_Other party ¹ | 19 | 30 | 2% | 0.7% | 86 |
| Social Media: Follow On Social Media Sites_Political Groups | 157 | 300 | 15% | 0.9% | 121 |
| Social Media: Follow On Social Media Sites_Politicians | 139 | 255 | 13% | 0.8% | 106 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 94 | 209 | 11% | 1.6% | 212 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 94 | 209 | 11% | 1.6% | 212 |
| Political Affiliation_Independent/No party affiliation ¹ | 292 | 629 | 32% | 0.6% | 77 |
| Political Outlook_Very Conservative ¹ | 57 | 103 | 5% | 0.3% | 34 |
| Political Outlook_Somewhat Conservative ¹ | 120 | 247 | 12% | 0.5% | 64 |
| Political Outlook_Middle of the Road ¹ | 260 | 588 | 30% | 0.6% | 76 |
| Political Outlook_Somewhat Liberal ¹ | 295 | 632 | 32% | 1.6% | 210 |
| Political Outlook_Very Liberal ¹ | 215 | 413 | 21% | 1.5% | 195 |
| Registered To Vote_Yes | 711 | 1520 | 77% | 0.9% | 115 |
| Voting: How Often Vote/ National Elections_Always ¹ | 661 | 1408 | 71% | 0.9% | 117 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 543 | 1189 | 60% | 1.0% | 130 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 488 | 1068 | 54% | 1.1% | 141 |
| Voting: How Often Vote/ National Elections_Sometimes | 74 | 139 | 7% | 0.5% | 67 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 159 | 323 | 16% | 0.6% | 78 |
| Voting: How Often Vote/ Local Elections_Sometimes | 199 | 400 | 20% | 0.6% | 77 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 554 | 1195 | 60% | 1.2% | 153 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Jazz | 947 | 1984 | 100% | 0.8% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 193 | 404 | 20% | 1.9% | 245 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 46 | 105 | 5% | 2.9% | 376 |
| Public Activities in last 12 months_Written something that has been published¹ | 53 | 125 | 6% | 2.0% | 264 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 16 | 33 | 2% | 1.6% | 208 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 72 | 157 | 8% | 2.1% | 266 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 129 | 248 | 13% | 1.3% | 169 |
| Public Activities in last 12 months_Held or run for political office¹ | 2 | 5 | 0% | 0.5% | 70 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 112 | 256 | 13% | 1.8% | 230 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 112 | 235 | 12% | 1.8% | 232 |
| Public Activities in last 12 months_Signed a petition¹ | 258 | 528 | 27% | 1.4% | 185 |
| Public Activities in last 12 months_Worked for a political party¹ | 25 | 52 | 3% | 2.5% | 325 |
| Public Activities in last 12 months_Made a speech¹ | 54 | 108 | 5% | 1.2% | 160 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 77 | 140 | 7% | 2.3% | 293 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 91 | 163 | 8% | 2.1% | 275 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 119 | 252 | 13% | 1.0% | 134 |
| Public Activities in last 12 months_Recycled products¹ | 617 | 1275 | 64% | 1.1% | 144 |
| Public Activities in last 12 months_Any activity¹ | 804 | 1669 | 84% | 1.0% | 125 |
| Social Media: Follow On Social Media Sites_Political Groups | 157 | 300 | 15% | 0.9% | 121 |
| Social Media: Follow On Social Media Sites_Politicians | 139 | 255 | 13% | 0.8% | 106 |
| Political_Contributed to, last 12 months¹ | 94 | 209 | 11% | 1.6% | 212 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 89 | 181 | 9% | 1.2% | 159 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Jazz | 947 | 1984 | 100% | 0.8% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 123 | 249 | 13% | 1.0% | 127 |
| Politics_Super Influential Consumers ¹ | 37 | 79 | 4% | 1.5% | 193 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 68 | 136 | 7% | 1.1% | 144 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Mexican/Tejano/Ranchera | 1656 | 5079 | 100% | 2.0% | 100 |
| Political Affiliation_Democratic ¹ | 527 | 1495 | 29% | 2.0% | 100 |
| Political Affiliation_Republican ¹ | 200 | 522 | 10% | 0.7% | 37 |
| Political Affiliation_Other party ¹ | 29 | 69 | 1% | 1.5% | 78 |
| Social Media: Follow On Social Media Sites_Political Groups | 179 | 539 | 11% | 1.7% | 85 |
| Social Media: Follow On Social Media Sites_Politicians | 174 | 474 | 9% | 1.5% | 77 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 41 | 104 | 2% | 0.8% | 41 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 41 | 104 | 2% | 0.8% | 41 |
| Political Affiliation_Independent/No party affiliation ¹ | 900 | 2992 | 59% | 2.8% | 143 |
| Political Outlook_Very Conservative ¹ | 207 | 631 | 12% | 1.6% | 81 |
| Political Outlook_Somewhat Conservative ¹ | 308 | 922 | 18% | 1.8% | 93 |
| Political Outlook_Middle of the Road ¹ | 756 | 2366 | 47% | 2.4% | 119 |
| Political Outlook_Somewhat Liberal ¹ | 222 | 688 | 14% | 1.8% | 89 |
| Political Outlook_Very Liberal ¹ | 163 | 472 | 9% | 1.7% | 87 |
| Registered To Vote_Yes | 753 | 2066 | 41% | 1.2% | 61 |
| Voting: How Often Vote/ National Elections_Always ¹ | 587 | 1680 | 33% | 1.1% | 54 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 436 | 1245 | 25% | 1.1% | 53 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 357 | 956 | 19% | 1.0% | 49 |
| Voting: How Often Vote/ National Elections_Sometimes | 172 | 481 | 9% | 1.8% | 91 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 251 | 714 | 14% | 1.3% | 67 |
| Voting: How Often Vote/ Local Elections_Sometimes | 302 | 889 | 18% | 1.3% | 66 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 320 | 827 | 16% | 0.8% | 41 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Mexican/Tejano/Ranchera | 1656 | 5079 | 100% | 2.0% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 59 | 124 | 2% | 0.6% | 29 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 9 | 23 | 0% | 0.6% | 32 |
| Public Activities in last 12 months_Written something that has been published ¹ | 22 | 56 | 1% | 0.9% | 46 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 7 | 14 | 0% | 0.7% | 35 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 40 | 67 | 1% | 0.9% | 44 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 110 | 299 | 6% | 1.6% | 80 |
| Public Activities in last 12 months_Held or run for political office ¹ | 3 | 2 | 0% | 0.2% | 11 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 22 | 33 | 1% | 0.2% | 12 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 23 | 43 | 1% | 0.3% | 17 |
| Public Activities in last 12 months_Signed a petition ¹ | 164 | 389 | 8% | 1.1% | 53 |
| Public Activities in last 12 months_Worked for a political party ¹ | 7 | 10 | 0% | 0.5% | 24 |
| Public Activities in last 12 months_Made a speech ¹ | 23 | 53 | 1% | 0.6% | 31 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 12 | 30 | 1% | 0.5% | 25 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 21 | 41 | 1% | 0.5% | 27 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 87 | 204 | 4% | 0.8% | 42 |
| Public Activities in last 12 months_Recycled products ¹ | 474 | 1351 | 27% | 1.2% | 60 |
| Public Activities in last 12 months_Any activity ¹ | 753 | 2070 | 41% | 1.2% | 61 |
| Social Media: Follow On Social Media Sites_Political Groups | 179 | 539 | 11% | 1.7% | 85 |
| Social Media: Follow On Social Media Sites_Politicians | 174 | 474 | 9% | 1.5% | 77 |
| Political_Contributed to, last 12 months ¹ | 41 | 104 | 2% | 0.8% | 41 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 58 | 151 | 3% | 1.0% | 52 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Mexican/Tejano/Ranchera | 1656 | 5079 | 100% | 2.0% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 155 | 507 | 10% | 2.0% | 101 |
| Politics_Super Influential Consumers ¹ | 15 | 30 | 1% | 0.6% | 29 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 35 | 95 | 2% | 0.8% | 39 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

RAB / www.rab.com /

Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| News/Talk | 8674 | 20969 | 100% | 8.1% | 100 |
| Political Affiliation_Democratic ¹ | 3209 | 7123 | 34% | 9.4% | 115 |
| Political Affiliation_Republican ¹ | 2514 | 6988 | 33% | 9.9% | 121 |
| Political Affiliation_Other party ¹ | 124 | 273 | 1% | 6.1% | 74 |
| Social Media: Follow On Social Media Sites_Political Groups | 1460 | 3411 | 16% | 10.6% | 130 |
| Social Media: Follow On Social Media Sites_Politicians | 1320 | 3097 | 15% | 9.9% | 122 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 897 | 2136 | 10% | 16.7% | 205 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 897 | 2136 | 10% | 16.7% | 205 |
| Political Affiliation_Independent/No party affiliation ¹ | 2827 | 6585 | 31% | 6.2% | 76 |
| Political Outlook_Very Conservative ¹ | 1520 | 4067 | 19% | 10.2% | 126 |
| Political Outlook_Somewhat Conservative ¹ | 1745 | 4553 | 22% | 9.0% | 111 |
| Political Outlook_Middle of the Road ¹ | 2138 | 5151 | 25% | 5.1% | 63 |
| Political Outlook_Somewhat Liberal ¹ | 1817 | 4073 | 19% | 10.4% | 128 |
| Political Outlook_Very Liberal ¹ | 1454 | 3125 | 15% | 11.3% | 139 |
| Registered To Vote_Yes | 6907 | 16740 | 80% | 9.8% | 120 |
| Voting: How Often Vote/ National Elections_Always ¹ | 6578 | 16153 | 77% | 10.3% | 126 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 5447 | 13362 | 64% | 11.2% | 138 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 4556 | 11223 | 54% | 11.4% | 140 |
| Voting: How Often Vote/ National Elections_Sometimes | 595 | 1369 | 7% | 5.1% | 63 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1487 | 3638 | 17% | 6.8% | 83 |
| Voting: How Often Vote/ Local Elections_Sometimes | 2220 | 5371 | 26% | 7.9% | 97 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 5452 | 13163 | 63% | 13.0% | 160 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| News/Talk | 8674 | 20969 | 100% | 8.1% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 1798 | 4064 | 19% | 19.0% | 233 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 398 | 884 | 4% | 24.4% | 299 |
| Public Activities in last 12 months_Written something that has been published ¹ | 494 | 1072 | 5% | 17.4% | 214 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 160 | 303 | 1% | 14.7% | 181 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 670 | 1469 | 7% | 19.2% | 236 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 1261 | 2913 | 14% | 15.3% | 188 |
| Public Activities in last 12 months_Held or run for political office ¹ | 64 | 124 | 1% | 13.4% | 165 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 1112 | 2718 | 13% | 18.8% | 231 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 1016 | 2454 | 12% | 18.7% | 229 |
| Public Activities in last 12 months_Signed a petition ¹ | 2097 | 4776 | 23% | 12.9% | 158 |
| Public Activities in last 12 months_Worked for a political party ¹ | 233 | 534 | 3% | 25.7% | 316 |
| Public Activities in last 12 months_Made a speech ¹ | 535 | 1286 | 6% | 14.7% | 180 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 568 | 1302 | 6% | 21.0% | 258 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 661 | 1394 | 7% | 18.1% | 223 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 1146 | 2636 | 13% | 10.8% | 132 |
| Public Activities in last 12 months_Recycled products ¹ | 5467 | 12921 | 62% | 11.3% | 138 |
| Public Activities in last 12 months_Any activity ¹ | 7567 | 18200 | 87% | 10.5% | 129 |
| Social Media: Follow On Social Media Sites_Political Groups | 1460 | 3411 | 16% | 10.6% | 130 |
| Social Media: Follow On Social Media Sites_Politicians | 1320 | 3097 | 15% | 9.9% | 122 |
| Political_Contributed to, last 12 months ¹ | 897 | 2136 | 10% | 16.7% | 205 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 953 | 2173 | 10% | 14.7% | 180 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| News/Talk | 8674 | 20969 | 100% | 8.1% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 1130 | 2602 | 12% | 10.2% | 125 |
| Politics_Super Influential Consumers ¹ | 261 | 599 | 3% | 11.3% | 139 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 649 | 1475 | 7% | 12.0% | 148 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Oldies | 694 | 1891 | 100% | 0.7% | 100 |
| Political Affiliation_Democratic ¹ | 182 | 466 | 25% | 0.6% | 84 |
| Political Affiliation_Republican ¹ | 202 | 625 | 33% | 0.9% | 120 |
| Political Affiliation_Other party ¹ | 19 | 37 | 2% | 0.8% | 112 |
| Social Media: Follow On Social Media Sites_Political Groups | 96 | 261 | 14% | 0.8% | 110 |
| Social Media: Follow On Social Media Sites_Politicians | 90 | 273 | 14% | 0.9% | 119 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 34 | 90 | 5% | 0.7% | 96 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 34 | 90 | 5% | 0.7% | 96 |
| Political Affiliation_Independent/No party affiliation ¹ | 291 | 762 | 40% | 0.7% | 97 |
| Political Outlook_Very Conservative ¹ | 125 | 369 | 20% | 0.9% | 127 |
| Political Outlook_Somewhat Conservative ¹ | 175 | 513 | 27% | 1.0% | 139 |
| Political Outlook_Middle of the Road ¹ | 241 | 618 | 33% | 0.6% | 84 |
| Political Outlook_Somewhat Liberal ¹ | 100 | 273 | 14% | 0.7% | 95 |
| Political Outlook_Very Liberal ¹ | 53 | 118 | 6% | 0.4% | 58 |
| Registered To Vote_Yes | 485 | 1341 | 71% | 0.8% | 107 |
| Voting: How Often Vote/ National Elections_Always ¹ | 439 | 1258 | 67% | 0.8% | 109 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 361 | 1042 | 55% | 0.9% | 119 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 305 | 888 | 47% | 0.9% | 123 |
| Voting: How Often Vote/ National Elections_Sometimes | 68 | 169 | 9% | 0.6% | 86 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 123 | 319 | 17% | 0.6% | 81 |
| Voting: How Often Vote/ Local Elections_Sometimes | 162 | 423 | 22% | 0.6% | 85 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 324 | 912 | 48% | 0.9% | 123 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Oldies | 694 | 1891 | 100% | 0.7% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 80 | 171 | 9% | 0.8% | 109 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 20 | 41 | 2% | 1.1% | 154 |
| Public Activities in last 12 months_Written something that has been published¹ | 20 | 47 | 2% | 0.8% | 104 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 9 | 17 | 1% | 0.8% | 113 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 21 | 49 | 3% | 0.6% | 87 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 64 | 186 | 10% | 1.0% | 133 |
| Public Activities in last 12 months_Held or run for political office¹ | 8 | 18 | 1% | 2.0% | 266 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 72 | 198 | 10% | 1.4% | 186 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 50 | 136 | 7% | 1.0% | 141 |
| Public Activities in last 12 months_Signed a petition¹ | 106 | 271 | 14% | 0.7% | 100 |
| Public Activities in last 12 months_Worked for a political party¹ | 6 | 14 | 1% | 0.7% | 92 |
| Public Activities in last 12 months_Made a speech¹ | 28 | 74 | 4% | 0.8% | 115 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 21 | 53 | 3% | 0.9% | 117 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 29 | 56 | 3% | 0.7% | 99 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 74 | 197 | 10% | 0.8% | 110 |
| Public Activities in last 12 months_Recycled products¹ | 357 | 940 | 50% | 0.8% | 111 |
| Public Activities in last 12 months_Any activity¹ | 518 | 1402 | 74% | 0.8% | 111 |
| Social Media: Follow On Social Media Sites_Political Groups | 96 | 261 | 14% | 0.8% | 110 |
| Social Media: Follow On Social Media Sites_Politicians | 90 | 273 | 14% | 0.9% | 119 |
| Political_Contributed to, last 12 months¹ | 34 | 90 | 5% | 0.7% | 96 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 35 | 82 | 4% | 0.6% | 75 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Oldies | 694 | 1891 | 100% | 0.7% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 74 | 214 | 11% | 0.8% | 114 |
| Politics_Super Influential Consumers ¹ | 12 | 39 | 2% | 0.7% | 100 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 37 | 105 | 6% | 0.9% | 117 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Public | 2088 | 4714 | 100% | 1.8% | 100 |
| Political Affiliation_Democratic ¹ | 1115 | 2483 | 53% | 3.3% | 179 |
| Political Affiliation_Republican ¹ | 195 | 490 | 10% | 0.7% | 38 |
| Political Affiliation_Other party ¹ | 29 | 51 | 1% | 1.1% | 62 |
| Social Media: Follow On Social Media Sites_Political Groups | 339 | 784 | 17% | 2.4% | 133 |
| Social Media: Follow On Social Media Sites_Politicians | 339 | 744 | 16% | 2.4% | 130 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 218 | 488 | 10% | 3.8% | 208 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 218 | 488 | 10% | 3.8% | 208 |
| Political Affiliation_Independent/No party affiliation ¹ | 749 | 1690 | 36% | 1.6% | 87 |
| Political Outlook_Very Conservative ¹ | 75 | 186 | 4% | 0.5% | 26 |
| Political Outlook_Somewhat Conservative ¹ | 203 | 529 | 11% | 1.1% | 57 |
| Political Outlook_Middle of the Road ¹ | 600 | 1353 | 29% | 1.3% | 73 |
| Political Outlook_Somewhat Liberal ¹ | 686 | 1591 | 34% | 4.1% | 222 |
| Political Outlook_Very Liberal ¹ | 524 | 1055 | 22% | 3.8% | 209 |
| Registered To Vote_Yes | 1583 | 3567 | 76% | 2.1% | 114 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1532 | 3539 | 75% | 2.3% | 123 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1260 | 2960 | 63% | 2.5% | 136 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1044 | 2444 | 52% | 2.5% | 135 |
| Voting: How Often Vote/ National Elections_Sometimes | 166 | 344 | 7% | 1.3% | 70 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 381 | 814 | 17% | 1.5% | 83 |
| Voting: How Often Vote/ Local Elections_Sometimes | 542 | 1226 | 26% | 1.8% | 99 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1230 | 2760 | 59% | 2.7% | 149 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Public | 2088 | 4714 | 100% | 1.8% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 426 | 971 | 21% | 4.5% | 248 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 89 | 203 | 4% | 5.6% | 306 |
| Public Activities in last 12 months_Written something that has been published¹ | 125 | 304 | 6% | 4.9% | 270 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 43 | 103 | 2% | 5.0% | 274 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 180 | 392 | 8% | 5.1% | 280 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 323 | 732 | 16% | 3.8% | 210 |
| Public Activities in last 12 months_Held or run for political office¹ | 12 | 30 | 1% | 3.3% | 178 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 265 | 645 | 14% | 4.5% | 244 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 224 | 522 | 11% | 4.0% | 217 |
| Public Activities in last 12 months_Signed a petition¹ | 604 | 1336 | 28% | 3.6% | 197 |
| Public Activities in last 12 months_Worked for a political party¹ | 54 | 145 | 3% | 7.0% | 382 |
| Public Activities in last 12 months_Made a speech¹ | 141 | 296 | 6% | 3.4% | 184 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 134 | 299 | 6% | 4.8% | 264 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 216 | 466 | 10% | 6.1% | 331 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 289 | 663 | 14% | 2.7% | 148 |
| Public Activities in last 12 months_Recycled products¹ | 1402 | 3143 | 67% | 2.7% | 150 |
| Public Activities in last 12 months_Any activity¹ | 1830 | 4106 | 87% | 2.4% | 130 |
| Social Media: Follow On Social Media Sites_Political Groups | 339 | 784 | 17% | 2.4% | 133 |
| Social Media: Follow On Social Media Sites_Politicians | 339 | 744 | 16% | 2.4% | 130 |
| Political_Contributed to, last 12 months¹ | 218 | 488 | 10% | 3.8% | 208 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 198 | 409 | 9% | 2.8% | 151 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Public | 2088 | 4714 | 100% | 1.8% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 261 | 547 | 12% | 2.1% | 117 |
| Politics_Super Influential Consumers ¹ | 67 | 129 | 3% | 2.4% | 133 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 145 | 312 | 7% | 2.5% | 139 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Religion/Christian | 6731 | 16598 | 100% | 6.4% | 100 |
| Political Affiliation_Democratic ¹ | 1431 | 3285 | 20% | 4.3% | 67 |
| Political Affiliation_Republican ¹ | 2764 | 7273 | 44% | 10.3% | 159 |
| Political Affiliation_Other party ¹ | 114 | 228 | 1% | 5.1% | 79 |
| Social Media: Follow On Social Media Sites_Political Groups | 783 | 1895 | 11% | 5.9% | 91 |
| Social Media: Follow On Social Media Sites_Politicians | 782 | 1852 | 11% | 5.9% | 92 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 264 | 644 | 4% | 5.0% | 78 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 264 | 644 | 4% | 5.0% | 78 |
| Political Affiliation_Independent/No party affiliation ¹ | 2422 | 5811 | 35% | 5.5% | 85 |
| Political Outlook_Very Conservative ¹ | 1927 | 5076 | 31% | 12.8% | 198 |
| Political Outlook_Somewhat Conservative ¹ | 1858 | 4630 | 28% | 9.2% | 142 |
| Political Outlook_Middle of the Road ¹ | 2104 | 5019 | 30% | 5.0% | 77 |
| Political Outlook_Somewhat Liberal ¹ | 538 | 1181 | 7% | 3.0% | 47 |
| Political Outlook_Very Liberal ¹ | 304 | 692 | 4% | 2.5% | 39 |
| Registered To Vote_Yes | 4776 | 11749 | 71% | 6.9% | 107 |
| Voting: How Often Vote/ National Elections_Always ¹ | 4148 | 10377 | 63% | 6.6% | 103 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 3135 | 7996 | 48% | 6.7% | 104 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 2611 | 6669 | 40% | 6.8% | 105 |
| Voting: How Often Vote/ National Elections_Sometimes | 731 | 1635 | 10% | 6.1% | 94 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1426 | 3252 | 20% | 6.1% | 94 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1822 | 4254 | 26% | 6.3% | 97 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 2936 | 7406 | 45% | 7.3% | 114 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Religion/Christian | 6731 | 16598 | 100% | 6.4% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 655 | 1522 | 9% | 7.1% | 110 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 104 | 274 | 2% | 7.6% | 117 |
| Public Activities in last 12 months_Written something that has been published ¹ | 157 | 327 | 2% | 5.3% | 83 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 62 | 143 | 1% | 7.0% | 108 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 187 | 429 | 3% | 5.6% | 87 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 653 | 1554 | 9% | 8.2% | 126 |
| Public Activities in last 12 months_Held or run for political office ¹ | 21 | 38 | 0% | 4.1% | 64 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 502 | 1238 | 7% | 8.6% | 133 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 429 | 1060 | 6% | 8.1% | 125 |
| Public Activities in last 12 months_Signed a petition ¹ | 1030 | 2468 | 15% | 6.7% | 103 |
| Public Activities in last 12 months_Worked for a political party ¹ | 50 | 144 | 1% | 6.9% | 108 |
| Public Activities in last 12 months_Made a speech ¹ | 333 | 774 | 5% | 8.8% | 137 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 170 | 409 | 2% | 6.6% | 102 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 162 | 372 | 2% | 4.8% | 75 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 867 | 2110 | 13% | 8.6% | 134 |
| Public Activities in last 12 months_Recycled products ¹ | 2969 | 7207 | 43% | 6.3% | 97 |
| Public Activities in last 12 months_Any activity ¹ | 4797 | 11730 | 71% | 6.8% | 105 |
| Social Media: Follow On Social Media Sites_Political Groups | 783 | 1895 | 11% | 5.9% | 91 |
| Social Media: Follow On Social Media Sites_Politicians | 782 | 1852 | 11% | 5.9% | 92 |
| Political_Contributed to, last 12 months ¹ | 264 | 644 | 4% | 5.0% | 78 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 411 | 982 | 6% | 6.6% | 103 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Religion/Christian | 6731 | 16598 | 100% | 6.4% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 630 | 1548 | 9% | 6.1% | 94 |
| Politics_Super Influential Consumers ¹ | 140 | 336 | 2% | 6.3% | 98 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 316 | 771 | 5% | 6.3% | 97 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Rhythmic | 2914 | 6130 | 100% | 2.4% | 100 |
| Political Affiliation_Democratic ¹ | 1085 | 2259 | 37% | 3.0% | 125 |
| Political Affiliation_Republican ¹ | 394 | 866 | 14% | 1.2% | 51 |
| Political Affiliation_Other party ¹ | 70 | 162 | 3% | 3.6% | 151 |
| Social Media: Follow On Social Media Sites_Political Groups | 291 | 605 | 10% | 1.9% | 79 |
| Social Media: Follow On Social Media Sites_Politicians | 326 | 751 | 12% | 2.4% | 101 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 73 | 212 | 3% | 1.7% | 69 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 73 | 212 | 3% | 1.7% | 69 |
| Political Affiliation_Independent/No party affiliation ¹ | 1365 | 2843 | 46% | 2.7% | 112 |
| Political Outlook_Very Conservative ¹ | 310 | 603 | 10% | 1.5% | 64 |
| Political Outlook_Somewhat Conservative ¹ | 433 | 937 | 15% | 1.9% | 78 |
| Political Outlook_Middle of the Road ¹ | 1430 | 3079 | 50% | 3.1% | 128 |
| Political Outlook_Somewhat Liberal ¹ | 456 | 919 | 15% | 2.4% | 99 |
| Political Outlook_Very Liberal ¹ | 285 | 592 | 10% | 2.2% | 90 |
| Registered To Vote_Yes | 1682 | 3424 | 56% | 2.0% | 84 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1293 | 2799 | 46% | 1.8% | 75 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 899 | 1998 | 33% | 1.7% | 71 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 782 | 1719 | 28% | 1.7% | 73 |
| Voting: How Often Vote/ National Elections_Sometimes | 383 | 798 | 13% | 3.0% | 125 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 637 | 1273 | 21% | 2.4% | 99 |
| Voting: How Often Vote/ Local Elections_Sometimes | 738 | 1528 | 25% | 2.3% | 95 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 699 | 1475 | 24% | 1.5% | 61 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Rhythmic | 2914 | 6130 | 100% | 2.4% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 131 | 241 | 4% | 1.1% | 47 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 26 | 64 | 1% | 1.8% | 74 |
| Public Activities in last 12 months_Written something that has been published¹ | 50 | 104 | 2% | 1.7% | 71 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 23 | 31 | 1% | 1.5% | 63 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 69 | 127 | 2% | 1.7% | 70 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 226 | 513 | 8% | 2.7% | 113 |
| Public Activities in last 12 months_Held or run for political office¹ | 8 | 8 | 0% | 0.9% | 36 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 77 | 158 | 3% | 1.1% | 46 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 63 | 135 | 2% | 1.0% | 43 |
| Public Activities in last 12 months_Signed a petition¹ | 389 | 840 | 14% | 2.3% | 95 |
| Public Activities in last 12 months_Worked for a political party¹ | 10 | 16 | 0% | 0.8% | 32 |
| Public Activities in last 12 months_Made a speech¹ | 76 | 148 | 2% | 1.7% | 71 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 30 | 49 | 1% | 0.8% | 33 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 63 | 127 | 2% | 1.7% | 69 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 299 | 655 | 11% | 2.7% | 112 |
| Public Activities in last 12 months_Recycled products¹ | 1064 | 2338 | 38% | 2.0% | 86 |
| Public Activities in last 12 months_Any activity¹ | 1658 | 3577 | 58% | 2.1% | 87 |
| Social Media: Follow On Social Media Sites_Political Groups | 291 | 605 | 10% | 1.9% | 79 |
| Social Media: Follow On Social Media Sites_Politicians | 326 | 751 | 12% | 2.4% | 101 |
| Political_Contributed to, last 12 months¹ | 73 | 212 | 3% | 1.7% | 69 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 130 | 319 | 5% | 2.2% | 90 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

RAB / www.rab.com /

Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Rhythmic | 2914 | 6130 | 100% | 2.4% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 272 | 602 | 10% | 2.4% | 99 |
| Politics_Super Influential Consumers ¹ | 59 | 119 | 2% | 2.2% | 94 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 99 | 188 | 3% | 1.5% | 64 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Rock | 3252 | 8941 | 100% | 3.5% | 100 |
| Political Affiliation_Democratic ¹ | 812 | 1973 | 22% | 2.6% | 75 |
| Political Affiliation_Republican ¹ | 974 | 2997 | 34% | 4.2% | 122 |
| Political Affiliation_Other party ¹ | 84 | 198 | 2% | 4.4% | 127 |
| Social Media: Follow On Social Media Sites_Political Groups | 508 | 1406 | 16% | 4.4% | 126 |
| Social Media: Follow On Social Media Sites_Politicians | 441 | 1225 | 14% | 3.9% | 113 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 132 | 380 | 4% | 3.0% | 85 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 132 | 380 | 4% | 3.0% | 85 |
| Political Affiliation_Independent/No party affiliation ¹ | 1382 | 3773 | 42% | 3.5% | 102 |
| Political Outlook_Very Conservative ¹ | 399 | 1238 | 14% | 3.1% | 90 |
| Political Outlook_Somewhat Conservative ¹ | 702 | 2089 | 23% | 4.1% | 119 |
| Political Outlook_Middle of the Road ¹ | 1360 | 3694 | 41% | 3.7% | 106 |
| Political Outlook_Somewhat Liberal ¹ | 478 | 1178 | 13% | 3.0% | 87 |
| Political Outlook_Very Liberal ¹ | 313 | 743 | 8% | 2.7% | 78 |
| Registered To Vote_Yes | 2304 | 6153 | 69% | 3.6% | 104 |
| Voting: How Often Vote/ National Elections_Always ¹ | 2029 | 5671 | 63% | 3.6% | 104 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1467 | 4120 | 46% | 3.5% | 100 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1193 | 3347 | 37% | 3.4% | 98 |
| Voting: How Often Vote/ National Elections_Sometimes | 409 | 1091 | 12% | 4.1% | 117 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 809 | 2234 | 25% | 4.2% | 120 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1008 | 2797 | 31% | 4.1% | 119 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1376 | 3602 | 40% | 3.6% | 103 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Rock | 3252 | 8941 | 100% | 3.5% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 292 | 653 | 7% | 3.1% | 88 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 41 | 110 | 1% | 3.0% | 87 |
| Public Activities in last 12 months_Written something that has been published ¹ | 62 | 148 | 2% | 2.4% | 69 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 24 | 66 | 1% | 3.2% | 92 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 88 | 197 | 2% | 2.6% | 74 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 262 | 661 | 7% | 3.5% | 100 |
| Public Activities in last 12 months_Held or run for political office ¹ | 13 | 33 | 0% | 3.6% | 103 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 151 | 384 | 4% | 2.7% | 76 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 170 | 406 | 5% | 3.1% | 89 |
| Public Activities in last 12 months_Signed a petition ¹ | 510 | 1230 | 14% | 3.3% | 96 |
| Public Activities in last 12 months_Worked for a political party ¹ | 18 | 42 | 0% | 2.0% | 58 |
| Public Activities in last 12 months_Made a speech ¹ | 113 | 274 | 3% | 3.1% | 90 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 80 | 164 | 2% | 2.7% | 76 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 105 | 217 | 2% | 2.8% | 81 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 354 | 1032 | 12% | 4.2% | 121 |
| Public Activities in last 12 months_Recycled products ¹ | 1686 | 4370 | 49% | 3.8% | 110 |
| Public Activities in last 12 months_Any activity ¹ | 2342 | 6237 | 70% | 3.6% | 104 |
| Social Media: Follow On Social Media Sites_Political Groups | 508 | 1406 | 16% | 4.4% | 126 |
| Social Media: Follow On Social Media Sites_Politicians | 441 | 1225 | 14% | 3.9% | 113 |
| Political_Contributed to, last 12 months ¹ | 132 | 380 | 4% | 3.0% | 85 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 210 | 583 | 7% | 3.9% | 113 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Rock | 3252 | 8941 | 100% | 3.5% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 312 | 933 | 10% | 3.7% | 105 |
| Politics_Super Influential Consumers ¹ | 76 | 205 | 2% | 3.9% | 111 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 195 | 573 | 6% | 4.7% | 134 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Soft Adult Contemporary | 1844 | 4582 | 100% | 1.8% | 100 |
| Political Affiliation_Democratic ¹ | 621 | 1409 | 31% | 1.9% | 104 |
| Political Affiliation_Republican ¹ | 478 | 1319 | 29% | 1.9% | 105 |
| Political Affiliation_Other party ¹ | 26 | 52 | 1% | 1.2% | 65 |
| Social Media: Follow On Social Media Sites_Political Groups | 234 | 561 | 12% | 1.7% | 98 |
| Social Media: Follow On Social Media Sites_Politicians | 230 | 525 | 11% | 1.7% | 94 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 82 | 206 | 5% | 1.6% | 90 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 82 | 206 | 5% | 1.6% | 90 |
| Political Affiliation_Independent/No party affiliation ¹ | 719 | 1802 | 39% | 1.7% | 95 |
| Political Outlook_Very Conservative ¹ | 213 | 562 | 12% | 1.4% | 80 |
| Political Outlook_Somewhat Conservative ¹ | 378 | 947 | 21% | 1.9% | 106 |
| Political Outlook_Middle of the Road ¹ | 758 | 1937 | 42% | 1.9% | 108 |
| Political Outlook_Somewhat Liberal ¹ | 328 | 760 | 17% | 1.9% | 109 |
| Political Outlook_Very Liberal ¹ | 167 | 376 | 8% | 1.4% | 77 |
| Registered To Vote_Yes | 1311 | 3293 | 72% | 1.9% | 108 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1140 | 2981 | 65% | 1.9% | 107 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 845 | 2200 | 48% | 1.9% | 104 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 711 | 1887 | 41% | 1.9% | 108 |
| Voting: How Often Vote/ National Elections_Sometimes | 212 | 462 | 10% | 1.7% | 97 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 413 | 1034 | 23% | 1.9% | 108 |
| Voting: How Often Vote/ Local Elections_Sometimes | 510 | 1226 | 27% | 1.8% | 102 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 785 | 1963 | 43% | 1.9% | 109 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Soft Adult Contemporary | 1844 | 4582 | 100% | 1.8% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 163 | 327 | 7% | 1.5% | 86 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 26 | 51 | 1% | 1.4% | 79 |
| Public Activities in last 12 months_Written something that has been published ¹ | 32 | 92 | 2% | 1.5% | 84 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 11 | 36 | 1% | 1.8% | 98 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 51 | 103 | 2% | 1.4% | 76 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 166 | 385 | 8% | 2.0% | 113 |
| Public Activities in last 12 months_Held or run for political office ¹ | 4 | 7 | 0% | 0.8% | 43 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 107 | 286 | 6% | 2.0% | 111 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 86 | 232 | 5% | 1.8% | 99 |
| Public Activities in last 12 months_Signed a petition ¹ | 287 | 694 | 15% | 1.9% | 105 |
| Public Activities in last 12 months_Worked for a political party ¹ | 14 | 20 | 0% | 1.0% | 54 |
| Public Activities in last 12 months_Made a speech ¹ | 63 | 131 | 3% | 1.5% | 84 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 41 | 105 | 2% | 1.7% | 95 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 66 | 155 | 3% | 2.0% | 113 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 216 | 514 | 11% | 2.1% | 118 |
| Public Activities in last 12 months_Recycled products ¹ | 963 | 2327 | 51% | 2.0% | 114 |
| Public Activities in last 12 months_Any activity ¹ | 1336 | 3278 | 72% | 1.9% | 107 |
| Social Media: Follow On Social Media Sites_Political Groups | 234 | 561 | 12% | 1.7% | 98 |
| Social Media: Follow On Social Media Sites_Politicians | 230 | 525 | 11% | 1.7% | 94 |
| Political_Contributed to, last 12 months ¹ | 82 | 206 | 5% | 1.6% | 90 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 101 | 263 | 6% | 1.8% | 100 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Soft Adult Contemporary | 1844 | 4582 | 100% | 1.8% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 169 | 412 | 9% | 1.6% | 91 |
| Politics_Super Influential Consumers ¹ | 42 | 111 | 2% | 2.1% | 118 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 88 | 226 | 5% | 1.8% | 104 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Spanish AC | 1134 | 3033 | 100% | 1.2% | 100 |
| Political Affiliation_Democratic ¹ | 381 | 963 | 32% | 1.3% | 108 |
| Political Affiliation_Republican ¹ | 157 | 397 | 13% | 0.6% | 48 |
| Political Affiliation_Other party ¹ | 15 | 20 | 1% | 0.4% | 38 |
| Social Media: Follow On Social Media Sites_Political Groups | 133 | 317 | 10% | 1.0% | 84 |
| Social Media: Follow On Social Media Sites_Politicians | 128 | 332 | 11% | 1.1% | 90 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 27 | 90 | 3% | 0.7% | 60 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 27 | 90 | 3% | 0.7% | 60 |
| Political Affiliation_Independent/No party affiliation ¹ | 581 | 1653 | 55% | 1.6% | 132 |
| Political Outlook_Very Conservative ¹ | 175 | 514 | 17% | 1.3% | 110 |
| Political Outlook_Somewhat Conservative ¹ | 223 | 625 | 21% | 1.2% | 105 |
| Political Outlook_Middle of the Road ¹ | 467 | 1236 | 41% | 1.2% | 104 |
| Political Outlook_Somewhat Liberal ¹ | 162 | 408 | 13% | 1.0% | 89 |
| Political Outlook_Very Liberal ¹ | 107 | 250 | 8% | 0.9% | 77 |
| Registered To Vote_Yes | 545 | 1324 | 44% | 0.8% | 66 |
| Voting: How Often Vote/ National Elections_Always ¹ | 433 | 1075 | 35% | 0.7% | 58 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 308 | 805 | 27% | 0.7% | 58 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 239 | 577 | 19% | 0.6% | 50 |
| Voting: How Often Vote/ National Elections_Sometimes | 130 | 309 | 10% | 1.2% | 98 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 192 | 435 | 14% | 0.8% | 69 |
| Voting: How Often Vote/ Local Elections_Sometimes | 235 | 566 | 19% | 0.8% | 71 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 234 | 549 | 18% | 0.5% | 46 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Spanish AC | 1134 | 3033 | 100% | 1.2% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 36 | 56 | 2% | 0.3% | 22 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 10 | 40 | 1% | 1.1% | 94 |
| Public Activities in last 12 months_Written something that has been published ¹ | 17 | 33 | 1% | 0.5% | 46 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 3 | 2 | 0% | 0.1% | 8 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 20 | 31 | 1% | 0.4% | 34 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 88 | 220 | 7% | 1.2% | 98 |
| Public Activities in last 12 months_Held or run for political office ¹ | 1 | 1 | 0% | 0.1% | 9 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 34 | 67 | 2% | 0.5% | 39 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 27 | 59 | 2% | 0.5% | 38 |
| Public Activities in last 12 months_Signed a petition ¹ | 127 | 265 | 9% | 0.7% | 61 |
| Public Activities in last 12 months_Worked for a political party ¹ | 5 | 10 | 0% | 0.5% | 41 |
| Public Activities in last 12 months_Made a speech ¹ | 25 | 85 | 3% | 1.0% | 82 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 7 | 14 | 0% | 0.2% | 19 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 10 | 35 | 1% | 0.5% | 39 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 68 | 176 | 6% | 0.7% | 61 |
| Public Activities in last 12 months_Recycled products ¹ | 373 | 937 | 31% | 0.8% | 69 |
| Public Activities in last 12 months_Any activity ¹ | 565 | 1441 | 48% | 0.8% | 71 |
| Social Media: Follow On Social Media Sites_Political Groups | 133 | 317 | 10% | 1.0% | 84 |
| Social Media: Follow On Social Media Sites_Politicians | 128 | 332 | 11% | 1.1% | 90 |
| Political_Contributed to, last 12 months ¹ | 27 | 90 | 3% | 0.7% | 60 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 61 | 161 | 5% | 1.1% | 92 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Spanish AC | 1134 | 3033 | 100% | 1.2% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 118 | 286 | 9% | 1.1% | 95 |
| Politics_Super Influential Consumers ¹ | 14 | 17 | 1% | 0.3% | 27 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 36 | 60 | 2% | 0.5% | 42 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Sports | 3462 | 7806 | 100% | 3.0% | 100 |
| Political Affiliation_Democratic ¹ | 1113 | 2367 | 30% | 3.1% | 103 |
| Political Affiliation_Republican ¹ | 991 | 2496 | 32% | 3.5% | 116 |
| Political Affiliation_Other party ¹ | 52 | 114 | 1% | 2.5% | 83 |
| Social Media: Follow On Social Media Sites_Political Groups | 540 | 1163 | 15% | 3.6% | 119 |
| Social Media: Follow On Social Media Sites_Politicians | 505 | 1081 | 14% | 3.5% | 114 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 220 | 480 | 6% | 3.7% | 123 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 220 | 480 | 6% | 3.7% | 123 |
| Political Affiliation_Independent/No party affiliation ¹ | 1306 | 2829 | 36% | 2.7% | 88 |
| Political Outlook_Very Conservative ¹ | 478 | 1268 | 16% | 3.2% | 105 |
| Political Outlook_Somewhat Conservative ¹ | 786 | 1815 | 23% | 3.6% | 119 |
| Political Outlook_Middle of the Road ¹ | 1282 | 2856 | 37% | 2.8% | 94 |
| Political Outlook_Somewhat Liberal ¹ | 633 | 1299 | 17% | 3.3% | 109 |
| Political Outlook_Very Liberal ¹ | 283 | 569 | 7% | 2.1% | 68 |
| Registered To Vote_Yes | 2691 | 6011 | 77% | 3.5% | 116 |
| Voting: How Often Vote/ National Elections_Always ¹ | 2379 | 5444 | 70% | 3.5% | 114 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1911 | 4370 | 56% | 3.7% | 121 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1561 | 3613 | 46% | 3.7% | 121 |
| Voting: How Often Vote/ National Elections_Sometimes | 326 | 687 | 9% | 2.6% | 84 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 658 | 1498 | 19% | 2.8% | 92 |
| Voting: How Often Vote/ Local Elections_Sometimes | 920 | 2068 | 26% | 3.1% | 101 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1898 | 4224 | 54% | 4.2% | 138 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Sports | 3462 | 7806 | 100% | 3.0% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 391 | 853 | 11% | 4.0% | 132 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 103 | 208 | 3% | 5.7% | 189 |
| Public Activities in last 12 months_Written something that has been published ¹ | 97 | 179 | 2% | 2.9% | 96 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 46 | 97 | 1% | 4.7% | 156 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 117 | 220 | 3% | 2.9% | 95 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 368 | 802 | 10% | 4.2% | 139 |
| Public Activities in last 12 months_Held or run for political office ¹ | 17 | 35 | 0% | 3.8% | 125 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 281 | 621 | 8% | 4.3% | 142 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 247 | 619 | 8% | 4.7% | 155 |
| Public Activities in last 12 months_Signed a petition ¹ | 578 | 1223 | 16% | 3.3% | 109 |
| Public Activities in last 12 months_Worked for a political party ¹ | 34 | 87 | 1% | 4.2% | 138 |
| Public Activities in last 12 months_Made a speech ¹ | 165 | 367 | 5% | 4.2% | 138 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 116 | 233 | 3% | 3.8% | 124 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 102 | 215 | 3% | 2.8% | 92 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 418 | 1011 | 13% | 4.1% | 136 |
| Public Activities in last 12 months_Recycled products ¹ | 1952 | 4324 | 55% | 3.8% | 124 |
| Public Activities in last 12 months_Any activity ¹ | 2776 | 6205 | 79% | 3.6% | 119 |
| Social Media: Follow On Social Media Sites_Political Groups | 540 | 1163 | 15% | 3.6% | 119 |
| Social Media: Follow On Social Media Sites_Politicians | 505 | 1081 | 14% | 3.5% | 114 |
| Political_Contributed to, last 12 months ¹ | 220 | 480 | 6% | 3.7% | 123 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 291 | 626 | 8% | 4.2% | 139 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Sports | 3462 | 7806 | 100% | 3.0% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 437 | 962 | 12% | 3.8% | 124 |
| Politics_Super Influential Consumers ¹ | 116 | 278 | 4% | 5.2% | 173 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 261 | 577 | 7% | 4.7% | 155 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

No audit was generated for this report; *Projections relatively unstable

RAB / www.rab.com /

Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Tropical | 872 | 2103 | 100% | 0.8% | 100 |
| Political Affiliation_Democratic ¹ | 291 | 598 | 28% | 0.8% | 97 |
| Political Affiliation_Republican ¹ | 127 | 372 | 18% | 0.5% | 64 |
| Political Affiliation_Other party ¹ | 16 | 32 | 2% | 0.7% | 87 |
| Social Media: Follow On Social Media Sites_Political Groups | 97 | 261 | 12% | 0.8% | 99 |
| Social Media: Follow On Social Media Sites_Politicians | 104 | 240 | 11% | 0.8% | 94 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 21 | 82 | 4% | 0.6% | 78 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 21 | 82 | 4% | 0.6% | 78 |
| Political Affiliation_Independent/No party affiliation ¹ | 438 | 1102 | 52% | 1.0% | 127 |
| Political Outlook_Very Conservative ¹ | 143 | 372 | 18% | 0.9% | 115 |
| Political Outlook_Somewhat Conservative ¹ | 168 | 367 | 17% | 0.7% | 89 |
| Political Outlook_Middle of the Road ¹ | 360 | 946 | 45% | 0.9% | 115 |
| Political Outlook_Somewhat Liberal ¹ | 106 | 217 | 10% | 0.6% | 68 |
| Political Outlook_Very Liberal ¹ | 95 | 201 | 10% | 0.7% | 89 |
| Registered To Vote_Yes | 431 | 939 | 45% | 0.6% | 67 |
| Voting: How Often Vote/ National Elections_Always ¹ | 331 | 740 | 35% | 0.5% | 58 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 239 | 510 | 24% | 0.4% | 53 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 194 | 415 | 20% | 0.4% | 52 |
| Voting: How Often Vote/ National Elections_Sometimes | 103 | 211 | 10% | 0.8% | 96 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 160 | 361 | 17% | 0.7% | 82 |
| Voting: How Often Vote/ Local Elections_Sometimes | 170 | 400 | 19% | 0.6% | 72 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 186 | 404 | 19% | 0.4% | 49 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Tropical | 872 | 2103 | 100% | 0.8% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 37 | 86 | 4% | 0.4% | 49 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 12 | 16 | 1% | 0.4% | 54 |
| Public Activities in last 12 months_Written something that has been published¹ | 7 | 10 | 0% | 0.2% | 20 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 7 | 27 | 1% | 1.3% | 161 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 15 | 25 | 1% | 0.3% | 40 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 52 | 70 | 3% | 0.4% | 45 |
| Public Activities in last 12 months_Held or run for political office¹ | 3 | 9 | 0% | 1.0% | 119 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 17 | 25 | 1% | 0.2% | 21 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 19 | 41 | 2% | 0.3% | 38 |
| Public Activities in last 12 months_Signed a petition¹ | 89 | 196 | 9% | 0.5% | 65 |
| Public Activities in last 12 months_Worked for a political party¹ | 5 | 6 | 0% | 0.3% | 35 |
| Public Activities in last 12 months_Made a speech¹ | 17 | 32 | 2% | 0.4% | 45 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 8 | 9 | 0% | 0.2% | 18 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 10 | 16 | 1% | 0.2% | 25 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 40 | 79 | 4% | 0.3% | 40 |
| Public Activities in last 12 months_Recycled products¹ | 246 | 545 | 26% | 0.5% | 58 |
| Public Activities in last 12 months_Any activity¹ | 401 | 888 | 42% | 0.5% | 63 |
| Social Media: Follow On Social Media Sites_Political Groups | 97 | 261 | 12% | 0.8% | 99 |
| Social Media: Follow On Social Media Sites_Politicians | 104 | 240 | 11% | 0.8% | 94 |
| Political_Contributed to, last 12 months¹ | 21 | 82 | 4% | 0.6% | 78 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 39 | 95 | 5% | 0.6% | 79 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Tropical | 872 | 2103 | 100% | 0.8% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 97 | 251 | 12% | 1.0% | 120 |
| Politics_Super Influential Consumers ¹ | 14 | 18 | 1% | 0.3% | 42 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 26 | 50 | 2% | 0.4% | 50 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

External sources of data are not MRC accredited

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Urban | 9300 | 19598 | 100% | 7.6% | 100 |
| Political Affiliation_Democratic ¹ | 4709 | 9863 | 50% | 13.0% | 171 |
| Political Affiliation_Republican ¹ | 743 | 1718 | 9% | 2.4% | 32 |
| Political Affiliation_Other party ¹ | 134 | 275 | 1% | 6.1% | 80 |
| Social Media: Follow On Social Media Sites_Political Groups | 932 | 2131 | 11% | 6.6% | 87 |
| Social Media: Follow On Social Media Sites_Politicians | 1014 | 2172 | 11% | 6.9% | 91 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 264 | 552 | 3% | 4.3% | 57 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 264 | 552 | 3% | 4.3% | 57 |
| Political Affiliation_Independent/No party affiliation ¹ | 3714 | 7742 | 40% | 7.3% | 96 |
| Political Outlook_Very Conservative ¹ | 991 | 2017 | 10% | 5.1% | 67 |
| Political Outlook_Somewhat Conservative ¹ | 1357 | 3095 | 16% | 6.1% | 81 |
| Political Outlook_Middle of the Road ¹ | 4398 | 9305 | 47% | 9.2% | 121 |
| Political Outlook_Somewhat Liberal ¹ | 1468 | 3027 | 15% | 7.7% | 102 |
| Political Outlook_Very Liberal ¹ | 1086 | 2154 | 11% | 7.8% | 103 |
| Registered To Vote_Yes | 5994 | 12419 | 63% | 7.3% | 95 |
| Voting: How Often Vote/ National Elections_Always ¹ | 4588 | 9786 | 50% | 6.2% | 82 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 3347 | 7181 | 37% | 6.0% | 79 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 2978 | 6421 | 33% | 6.5% | 86 |
| Voting: How Often Vote/ National Elections_Sometimes | 1103 | 2242 | 11% | 8.4% | 110 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1901 | 3951 | 20% | 7.4% | 97 |
| Voting: How Often Vote/ Local Elections_Sometimes | 2189 | 4470 | 23% | 6.6% | 87 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 3015 | 6289 | 32% | 6.2% | 82 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Urban | 9300 | 19598 | 100% | 7.6% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 530 | 978 | 5% | 4.6% | 60 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 118 | 265 | 1% | 7.3% | 96 |
| Public Activities in last 12 months_Written something that has been published ¹ | 173 | 318 | 2% | 5.2% | 68 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 66 | 102 | 1% | 5.0% | 65 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 308 | 576 | 3% | 7.5% | 99 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 856 | 1613 | 8% | 8.5% | 111 |
| Public Activities in last 12 months_Held or run for political office ¹ | 34 | 83 | 0% | 9.0% | 118 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 398 | 790 | 4% | 5.5% | 72 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 340 | 683 | 3% | 5.2% | 68 |
| Public Activities in last 12 months_Signed a petition ¹ | 1352 | 2640 | 13% | 7.1% | 94 |
| Public Activities in last 12 months_Worked for a political party ¹ | 93 | 170 | 1% | 8.2% | 108 |
| Public Activities in last 12 months_Made a speech ¹ | 309 | 583 | 3% | 6.7% | 87 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 189 | 382 | 2% | 6.2% | 81 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 246 | 465 | 2% | 6.1% | 79 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 1016 | 2130 | 11% | 8.7% | 114 |
| Public Activities in last 12 months_Recycled products ¹ | 3201 | 6647 | 34% | 5.8% | 76 |
| Public Activities in last 12 months_Any activity ¹ | 5563 | 11545 | 59% | 6.7% | 88 |
| Social Media: Follow On Social Media Sites_Political Groups | 932 | 2131 | 11% | 6.6% | 87 |
| Social Media: Follow On Social Media Sites_Politicians | 1014 | 2172 | 11% | 6.9% | 91 |
| Political_Contributed to, last 12 months ¹ | 264 | 552 | 3% | 4.3% | 57 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 380 | 818 | 4% | 5.5% | 73 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Urban | 9300 | 19598 | 100% | 7.6% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 975 | 2225 | 11% | 8.7% | 115 |
| Politics_Super Influential Consumers ¹ | 177 | 372 | 2% | 7.0% | 92 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 349 | 794 | 4% | 6.5% | 85 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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No audit was generated for this report; *Projections relatively unstable

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Urban AC | 3336 | 6984 | 100% | 2.7% | 100 |
| Political Affiliation_Democratic ¹ | 1971 | 4232 | 61% | 5.6% | 206 |
| Political Affiliation_Republican ¹ | 184 | 404 | 6% | 0.6% | 21 |
| Political Affiliation_Other party ¹ | 48 | 87 | 1% | 1.9% | 71 |
| Social Media: Follow On Social Media Sites_Political Groups | 327 | 689 | 10% | 2.1% | 79 |
| Social Media: Follow On Social Media Sites_Politicians | 342 | 717 | 10% | 2.3% | 85 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 106 | 226 | 3% | 1.8% | 65 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 106 | 226 | 3% | 1.8% | 65 |
| Political Affiliation_Independent/No party affiliation ¹ | 1133 | 2260 | 32% | 2.1% | 78 |
| Political Outlook_Very Conservative ¹ | 346 | 740 | 11% | 1.9% | 69 |
| Political Outlook_Somewhat Conservative ¹ | 505 | 1183 | 17% | 2.4% | 86 |
| Political Outlook_Middle of the Road ¹ | 1567 | 3209 | 46% | 3.2% | 118 |
| Political Outlook_Somewhat Liberal ¹ | 562 | 1137 | 16% | 2.9% | 107 |
| Political Outlook_Very Liberal ¹ | 356 | 714 | 10% | 2.6% | 96 |
| Registered To Vote_Yes | 2290 | 4793 | 69% | 2.8% | 103 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1799 | 3761 | 54% | 2.4% | 88 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1306 | 2712 | 39% | 2.3% | 84 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1213 | 2522 | 36% | 2.6% | 94 |
| Voting: How Often Vote/ National Elections_Sometimes | 324 | 660 | 9% | 2.5% | 91 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 664 | 1414 | 20% | 2.6% | 97 |
| Voting: How Often Vote/ Local Elections_Sometimes | 746 | 1549 | 22% | 2.3% | 84 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1236 | 2554 | 37% | 2.5% | 93 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Urban AC | 3336 | 6984 | 100% | 2.7% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 201 | 386 | 6% | 1.8% | 67 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 43 | 88 | 1% | 2.4% | 89 |
| Public Activities in last 12 months_Written something that has been published¹ | 66 | 127 | 2% | 2.1% | 76 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 17 | 31 | 0% | 1.5% | 56 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 110 | 223 | 3% | 2.9% | 107 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 323 | 624 | 9% | 3.3% | 121 |
| Public Activities in last 12 months_Held or run for political office¹ | 11 | 26 | 0% | 2.8% | 104 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 175 | 340 | 5% | 2.4% | 87 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 149 | 267 | 4% | 2.0% | 75 |
| Public Activities in last 12 months_Signed a petition¹ | 506 | 950 | 14% | 2.6% | 95 |
| Public Activities in last 12 months_Worked for a political party¹ | 32 | 66 | 1% | 3.2% | 117 |
| Public Activities in last 12 months_Made a speech¹ | 117 | 219 | 3% | 2.5% | 92 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 81 | 162 | 2% | 2.6% | 96 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 93 | 181 | 3% | 2.4% | 87 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 380 | 803 | 12% | 3.3% | 121 |
| Public Activities in last 12 months_Recycled products¹ | 1131 | 2327 | 33% | 2.0% | 75 |
| Public Activities in last 12 months_Any activity¹ | 2093 | 4295 | 62% | 2.5% | 92 |
| Social Media: Follow On Social Media Sites_Political Groups | 327 | 689 | 10% | 2.1% | 79 |
| Social Media: Follow On Social Media Sites_Politicians | 342 | 717 | 10% | 2.3% | 85 |
| Political_Contributed to, last 12 months¹ | 106 | 226 | 3% | 1.8% | 65 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 131 | 260 | 4% | 1.8% | 65 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Urban AC | 3336 | 6984 | 100% | 2.7% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 339 | 764 | 11% | 3.0% | 110 |
| Politics_Super Influential Consumers ¹ | 59 | 119 | 2% | 2.2% | 83 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 123 | 254 | 4% | 2.1% | 76 |

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Urban Contemporary | 6448 | 13224 | 100% | 5.1% | 100 |
| Political Affiliation_Democratic ¹ | 3129 | 6264 | 47% | 8.3% | 161 |
| Political Affiliation_Republican ¹ | 531 | 1183 | 9% | 1.7% | 33 |
| Political Affiliation_Other party ¹ | 85 | 153 | 1% | 3.4% | 66 |
| Social Media: Follow On Social Media Sites_Political Groups | 623 | 1418 | 11% | 4.4% | 86 |
| Social Media: Follow On Social Media Sites_Politicians | 704 | 1479 | 11% | 4.7% | 92 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 160 | 341 | 3% | 2.7% | 52 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 160 | 341 | 3% | 2.7% | 52 |
| Political Affiliation_Independent/No party affiliation ¹ | 2703 | 5624 | 43% | 5.3% | 103 |
| Political Outlook_Very Conservative ¹ | 691 | 1376 | 10% | 3.5% | 67 |
| Political Outlook_Somewhat Conservative ¹ | 938 | 2007 | 15% | 4.0% | 77 |
| Political Outlook_Middle of the Road ¹ | 3101 | 6465 | 49% | 6.4% | 125 |
| Political Outlook_Somewhat Liberal ¹ | 969 | 1949 | 15% | 5.0% | 97 |
| Political Outlook_Very Liberal ¹ | 749 | 1426 | 11% | 5.2% | 101 |
| Registered To Vote_Yes | 4049 | 8131 | 61% | 4.8% | 93 |
| Voting: How Often Vote/ National Elections_Always ¹ | 3025 | 6300 | 48% | 4.0% | 78 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 2187 | 4593 | 35% | 3.9% | 75 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 1912 | 4049 | 31% | 4.1% | 80 |
| Voting: How Often Vote/ National Elections_Sometimes | 814 | 1594 | 12% | 5.9% | 116 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 1345 | 2692 | 20% | 5.0% | 97 |
| Voting: How Often Vote/ Local Elections_Sometimes | 1546 | 3071 | 23% | 4.5% | 88 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 1943 | 3908 | 30% | 3.9% | 75 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Urban Contemporary | 6448 | 13224 | 100% | 5.1% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level¹ | 322 | 560 | 4% | 2.6% | 51 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show¹ | 71 | 158 | 1% | 4.4% | 85 |
| Public Activities in last 12 months_Written something that has been published¹ | 112 | 190 | 1% | 3.1% | 60 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper¹ | 48 | 73 | 1% | 3.6% | 69 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind¹ | 202 | 342 | 3% | 4.5% | 87 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs¹ | 598 | 1084 | 8% | 5.7% | 111 |
| Public Activities in last 12 months_Held or run for political office¹ | 26 | 62 | 0% | 6.7% | 131 |
| Activities in last 12 months_Served on a committee for some local organization¹ | 243 | 482 | 4% | 3.3% | 65 |
| Public Activities in last 12 months_Served as an officer for some club or organization¹ | 199 | 404 | 3% | 3.1% | 60 |
| Public Activities in last 12 months_Signed a petition¹ | 951 | 1827 | 14% | 4.9% | 96 |
| Public Activities in last 12 months_Worked for a political party¹ | 63 | 94 | 1% | 4.5% | 88 |
| Public Activities in last 12 months_Made a speech¹ | 213 | 397 | 3% | 4.5% | 88 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government¹ | 103 | 191 | 1% | 3.1% | 60 |
| Public Activities in last 12 months_Participated in environmental groups/causes¹ | 158 | 299 | 2% | 3.9% | 76 |
| Public Activities in last 12 months_Engaged in fund raising¹ | 732 | 1507 | 11% | 6.2% | 120 |
| Public Activities in last 12 months_Recycled products¹ | 2223 | 4556 | 34% | 4.0% | 77 |
| Public Activities in last 12 months_Any activity¹ | 3788 | 7679 | 58% | 4.4% | 87 |
| Social Media: Follow On Social Media Sites_Political Groups | 623 | 1418 | 11% | 4.4% | 86 |
| Social Media: Follow On Social Media Sites_Politicians | 704 | 1479 | 11% | 4.7% | 92 |
| Political_Contributed to, last 12 months¹ | 160 | 341 | 3% | 2.7% | 52 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government¹ | 262 | 559 | 4% | 3.8% | 73 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Urban Contemporary | 6448 | 13224 | 100% | 5.1% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 664 | 1503 | 11% | 5.9% | 115 |
| Politics_Super Influential Consumers ¹ | 117 | 236 | 2% | 4.5% | 87 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 227 | 526 | 4% | 4.3% | 83 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Variety/Other | 1947 | 4915 | 100% | 1.9% | 100 |
| Political Affiliation_Democratic ¹ | 805 | 2004 | 41% | 2.6% | 139 |
| Political Affiliation_Republican ¹ | 338 | 974 | 20% | 1.4% | 72 |
| Political Affiliation_Other party ¹ | 45 | 105 | 2% | 2.3% | 122 |
| Social Media: Follow On Social Media Sites_Political Groups | 281 | 677 | 14% | 2.1% | 110 |
| Social Media: Follow On Social Media Sites_Politicians | 244 | 624 | 13% | 2.0% | 105 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 149 | 407 | 8% | 3.2% | 166 |
| Contributions: Types Of Organizations/ Political_Contributed to, last 12 months | 149 | 407 | 8% | 3.2% | 166 |
| Political Affiliation_Independent/No party affiliation ¹ | 759 | 1832 | 37% | 1.7% | 90 |
| Political Outlook_Very Conservative ¹ | 201 | 586 | 12% | 1.5% | 77 |
| Political Outlook_Somewhat Conservative ¹ | 335 | 927 | 19% | 1.8% | 96 |
| Political Outlook_Middle of the Road ¹ | 617 | 1568 | 32% | 1.6% | 82 |
| Political Outlook_Somewhat Liberal ¹ | 465 | 1107 | 23% | 2.8% | 148 |
| Political Outlook_Very Liberal ¹ | 329 | 728 | 15% | 2.6% | 138 |
| Registered To Vote_Yes | 1383 | 3481 | 71% | 2.0% | 107 |
| Voting: How Often Vote/ National Elections_Always ¹ | 1268 | 3282 | 67% | 2.1% | 110 |
| Voting: How Often Vote/ Statewide Elections_Always ¹ | 1039 | 2650 | 54% | 2.2% | 117 |
| Voting: How Often Vote/ Local Elections_Always ¹ | 860 | 2145 | 44% | 2.2% | 114 |
| Voting: How Often Vote/ National Elections_Sometimes | 160 | 383 | 8% | 1.4% | 75 |
| Voting: How Often Vote/ Statewide Elections_Sometimes | 334 | 891 | 18% | 1.7% | 87 |
| Voting: How Often Vote/ Local Elections_Sometimes | 477 | 1238 | 25% | 1.8% | 96 |
| Public Activities in last 12 months_Voted in Federal, State,or Local Election ¹ | 943 | 2355 | 48% | 2.3% | 122 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|--|------------|----------------|-------------|---------------|-------|
| Variety/Other | 1947 | 4915 | 100% | 1.9% | 100 |
| Public Activities in last 12 months_Written or called any politician at the state,local, or national level ¹ | 306 | 683 | 14% | 3.2% | 167 |
| Public Activities in last 12 months_Written a letter to the editor of a newspaper or magazine or called a live radio or TV show ¹ | 73 | 133 | 3% | 3.7% | 192 |
| Public Activities in last 12 months_Written something that has been published ¹ | 89 | 199 | 4% | 3.2% | 170 |
| Public Activities in last 12 months_Written an article for a magazine or newspaper ¹ | 26 | 49 | 1% | 2.4% | 125 |
| Public Activities in last 12 months_Attended a political rally, speech, or organized protest of any kind ¹ | 144 | 325 | 7% | 4.3% | 223 |
| Public Activities in last 12 months_Attended a public meeting on town or school affairs ¹ | 227 | 484 | 10% | 2.5% | 133 |
| Public Activities in last 12 months_Held or run for political office ¹ | 15 | 28 | 1% | 3.0% | 159 |
| Activities in last 12 months_Served on a committee for some local organization ¹ | 183 | 421 | 9% | 2.9% | 153 |
| Public Activities in last 12 months_Served as an officer for some club or organization ¹ | 140 | 319 | 6% | 2.4% | 127 |
| Public Activities in last 12 months_Signed a petition ¹ | 428 | 1040 | 21% | 2.8% | 147 |
| Public Activities in last 12 months_Worked for a political party ¹ | 39 | 83 | 2% | 4.0% | 210 |
| Public Activities in last 12 months_Made a speech ¹ | 87 | 193 | 4% | 2.2% | 115 |
| Public Activities in last 12 months_Been an active member of any group that tries to influence public policy or government ¹ | 116 | 239 | 5% | 3.9% | 202 |
| Public Activities in last 12 months_Participated in environmental groups/causes ¹ | 167 | 333 | 7% | 4.3% | 227 |
| Public Activities in last 12 months_Engaged in fund raising ¹ | 231 | 536 | 11% | 2.2% | 115 |
| Public Activities in last 12 months_Recycled products ¹ | 1063 | 2558 | 52% | 2.2% | 117 |
| Public Activities in last 12 months_Any activity ¹ | 1468 | 3611 | 73% | 2.1% | 110 |
| Social Media: Follow On Social Media Sites_Political Groups | 281 | 677 | 14% | 2.1% | 110 |
| Social Media: Follow On Social Media Sites_Politicians | 244 | 624 | 13% | 2.0% | 105 |
| Political_Contributed to, last 12 months ¹ | 149 | 407 | 8% | 3.2% | 166 |
| Podcasts/Type/ Total Users Listened/Last 30 Days_Politics/Government ¹ | 151 | 359 | 7% | 2.4% | 127 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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Political by Radio Format

| | Unweighted | Weighted (000) | Vertical(%) | Horizontal(%) | Index |
|---|------------|----------------|-------------|---------------|-------|
| Variety/Other | 1947 | 4915 | 100% | 1.9% | 100 |
| Politics_My family/friends trust my advice on this topic ¹ | 221 | 569 | 12% | 2.2% | 117 |
| Politics_Super Influential Consumers ¹ | 65 | 148 | 3% | 2.8% | 146 |
| Category Influentialssm Segments: Category Influentialssm Segments/ Politics_Category Influential Consumers | 122 | 294 | 6% | 2.4% | 126 |

Source: MRI-Simmons Fall Doublebase - 2024 - Weighted to Population (000)

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