

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
AAA		1,563	3,295	1.29	100.00	100
Political Affiliation: Democratic		764	1,536	1.97	46.61	153
Republican		197	466	0.68	14.14	53
Other party	*	27	66	1.52	2.00	118
Independent/No party affiliation		575	1,228	1.17	37.26	91
Political Outlook: Very Conservative		69	200	0.52	6.07	41
Somewhat Conservative		164	376	0.76	11.40	59
Middle of the Road		470	1,040	1.04	31.56	81
Somewhat Liberal		501	1,036	2.57	31.43	199
Very Liberal		359	644	2.31	19.54	180
National Elections Always		1,196	2,562	1.57	77.76	122
Statewide Elections Always		954	2,053	1.67	62.31	130
Local Elections Always		763	1,660	1.64	50.38	127
National Elections Sometimes		122	230	0.91	6.98	70
Statewide Elections Sometimes		319	663	1.21	20.13	94
Local Elections Sometimes		470	961	1.38	29.15	107
National Elections Never		66	178	0.82	5.41	63
Statewide Elections Never		92	223	0.80	6.76	62
Local Elections Never		131	315	0.93	9.57	72
Civic Participation Segments: Political Change-Makers		128	258	3.32	7.83	258
Active Humanitarians		119	222	1.24	6.75	96
Donating Activists		158	337	3.25	10.23	252
Union Voters		124	265	1.77	8.05	138
Locally Active		144	264	1.73	8.02	134
Politically-Passive Traditionalists		454	996	0.87	30.23	67
Inactive Progressives		436	952	1.28	28.88	100
Public Activities: Voted in Federal, State, or Local Election		937	1,916	1.83	58.13	142
Written or called any politician at the state, local, or national level		309	612	2.58	18.58	200
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show		58	117	2.92	3.56	227
Written something that has been published		92	204	3.32	6.20	258
Written an article for a magazine or newspaper	*	26	67	3.12	2.03	242
Attended a political rally, speech, or organized protest of any kind		138	248	2.82	7.52	219
Attended a public meeting on town or school affairs		190	372	2.07	11.29	161
Held or run for political office	*	10	14	1.59	0.43	123
Served on a committee for some local organization		156	283	2.03	8.59	158
Served as an officer for some club or		144	252	1.94	7.65	150
Signed a petition		408	807	1.94	24.48	151
Worked for a political party	*	35	61	2.53	1.84	196
Made a speech		73	144	1.70	4.36	132

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
AAA	1,563	3,295	1.29	100.00	100
Been an active member of any group that tries to influence public policy or government	101	196	3.12	5.94	242
Participated in environmental groups/causes	158	324	4.08	9.82	317
Engaged in fund raising	231	444	1.88	13.47	146
Recycled products	1,177	2,415	2.06	73.28	160
Any activity	1,413	2,897	1.65	87.90	128
Social Media - Follow On Social Media Sites: Political Groups	255	540	1.59	16.40	124
Politicians	242	526	1.62	15.95	126
Contributions: Political	147	333	2.10	10.12	163
Podcasts: Total Users: Listened/Last 30 Days: Politics	141	298	2.23	9.03	173
Category Influentialssm Segments: Politics I have great experience in this topic	368	762	1.68	23.13	130
Politics My family/friends trust my advice on this topic	185	375	1.39	11.38	108
Politics Super Influential Consumers *	47	97	1.66	2.95	129
Politics Category Influential Consumers	109	229	1.66	6.95	129

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adult Contemporary	10,897	26,285	10.28	100.00	100
Political Affiliation: Democratic	3,609	7,975	10.22	30.34	99
Republican	2,582	6,826	9.96	25.97	97
Other party	187	422	9.78	1.61	95
Independent/No party affiliation	4,519	11,062	10.56	42.08	103
Political Outlook: Very Conservative	1,098	2,971	7.78	11.30	76
Somewhat Conservative	2,108	5,302	10.67	20.17	104
Middle of the Road	4,641	11,304	11.34	43.01	110
Somewhat Liberal	1,966	4,338	10.76	16.50	105
Very Liberal	1,084	2,370	8.52	9.02	83
National Elections Always	6,862	16,681	10.22	63.46	99
Statewide Elections Always	4,933	12,093	9.86	46.01	96
Local Elections Always	3,984	9,882	9.78	37.59	95
National Elections Sometimes	1,258	2,922	11.50	11.12	112
Statewide Elections Sometimes	2,688	6,363	11.65	24.21	113
Local Elections Sometimes	3,316	7,880	11.33	29.98	110
National Elections Never	888	2,250	10.32	8.56	100
Statewide Elections Never	1,168	2,872	10.32	10.93	100
Local Elections Never	1,466	3,488	10.24	13.27	100
Civic Participation Segments: Political Change-Makers	348	720	9.27	2.74	90
Active Humanitarians	770	1,780	9.89	6.77	96
Donating Activists	383	950	9.15	3.61	89
Union Voters	672	1,575	10.53	5.99	102
Locally Active	713	1,586	10.37	6.03	101
Politically-Passive Traditionalists	4,734	12,089	10.50	45.99	102
Inactive Progressives	3,277	7,585	10.22	28.86	99
Public Activities: Voted in Federal, State, or Local Election	4,768	11,150	10.63	42.42	103
Written or called any politician at the state, local, or national level	998	2,169	9.14	8.25	89
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	156	367	9.16	1.40	89
Written something that has been published	239	508	8.26	1.93	80
Written an article for a magazine or newspaper	73	159	7.40	0.60	72
Attended a political rally, speech, or organized protest of any kind	376	736	8.38	2.80	81
Attended a public meeting on town or school affairs	944	2,145	11.93	8.16	116
Held or run for political office *	46	111	12.51	0.42	122
Served on a committee for some local organization	632	1,441	10.35	5.48	101
Served as an officer for some club or	593	1,333	10.25	5.07	100
Signed a petition	2,001	4,652	11.20	17.70	109
Worked for a political party	77	164	6.85	0.62	67
Made a speech	369	814	9.61	3.10	93

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adult Contemporary	10,897	26,285	10.28	100.00	100
Been an active member of any group that tries to influence public policy or government	239	492	7.85	1.87	76
Participated in environmental groups/causes	357	828	10.44	3.15	102
Engaged in fund raising	1,259	2,912	12.36	11.08	120
Recycled products	5,906	13,835	11.78	52.63	115
Any activity	8,214	19,278	10.96	73.34	107
Social Media - Follow On Social Media Sites: Political Groups	1,479	3,474	10.24	13.21	100
Politicians	1,439	3,314	10.22	12.61	99
Contributions: Political	567	1,380	8.70	5.25	85
Podcasts: Total Users: Listened/Last 30 Days: Politics	532	1,199	8.99	4.56	87
Category Influentialssm Segments: Politics I have great experience in this topic	1,824	4,064	8.95	15.46	87
Politics My family/friends trust my advice on this topic	1,097	2,514	9.30	9.57	90
Politics Super Influential Consumers	262	592	10.11	2.25	98
Politics Category Influential Consumers	585	1,264	9.14	4.81	89

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adult Hits		1,807	4,765	1.86	100.00	100
Political Affiliation: Democratic		607	1,491	1.91	31.29	102
Republican		432	1,198	1.75	25.14	94
Other party	*	35	87	2.01	1.82	108
Independent/No party affiliation		733	1,990	1.90	41.75	102
Political Outlook: Very Conservative		187	563	1.48	11.82	79
Somewhat Conservative		359	1,012	2.04	21.23	109
Middle of the Road		718	1,900	1.91	39.87	102
Somewhat Liberal		329	772	1.92	16.21	103
Very Liberal		214	518	1.86	10.87	100
National Elections Always		1,165	3,062	1.88	64.25	101
Statewide Elections Always		887	2,323	1.89	48.74	102
Local Elections Always		705	1,876	1.86	39.37	100
National Elections Sometimes		209	492	1.94	10.32	104
Statewide Elections Sometimes		406	1,032	1.89	21.65	101
Local Elections Sometimes		515	1,343	1.93	28.19	104
National Elections Never		151	417	1.91	8.74	103
Statewide Elections Never		197	527	1.89	11.06	102
Local Elections Never		256	641	1.88	13.46	101
Civic Participation Segments: Political Change-Makers		64	119	1.53	2.50	82
Active Humanitarians		117	290	1.61	6.08	86
Donating Activists		74	223	2.15	4.68	115
Union Voters		112	294	1.96	6.16	105
Locally Active		121	294	1.92	6.16	103
Politically-Passive Traditionalists		743	2,125	1.85	44.58	99
Inactive Progressives		576	1,422	1.92	29.83	103
Public Activities: Voted in Federal, State, or Local Election		819	2,061	1.97	43.26	105
Written or called any politician at the state, local, or national level		175	388	1.64	8.15	88
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	28	87	2.16	1.82	116
Written something that has been published		51	93	1.51	1.95	81
Written an article for a magazine or newspaper	*	11	18	0.83	0.37	44
Attended a political rally, speech, or organized protest of any kind		62	103	1.17	2.16	63
Attended a public meeting on town or school affairs		160	382	2.13	8.02	114
Held or run for political office	*	7	14	1.54	0.29	82
Served on a committee for some local organization		95	227	1.63	4.76	87
Served as an officer for some club or		105	239	1.84	5.02	99
Signed a petition		365	898	2.16	18.84	116
Worked for a political party	*	13	24	1.00	0.50	54
Made a speech		61	142	1.68	2.98	90

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adult Hits	1,807	4,765	1.86	100.00	100
Been an active member of any group that tries to influence public policy or government	55	107	1.70	2.24	91
Participated in environmental groups/causes	61	175	2.21	3.68	119
Engaged in fund raising	189	456	1.94	9.57	104
Recycled products	1,013	2,515	2.14	52.77	115
Any activity	1,365	3,425	1.95	71.86	104
Social Media - Follow On Social Media Sites: Political Groups	265	675	1.99	14.15	107
Politicians	270	662	2.04	13.88	109
Contributions: Political	110	286	1.80	5.99	97
Podcasts: Total Users: Listened/Last 30 Days: Politics	86	231	1.73	4.85	93
Category Influentialssm Segments: Politics I have great experience in this topic	322	790	1.74	16.57	93
Politics My family/friends trust my advice on this topic	184	485	1.80	10.19	96
Politics Super Influential Consumers	58	148	2.54	3.12	136
Politics Category Influential Consumers	109	256	1.85	5.36	99

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adult Standards		154	454	0.18	100.00	100
Political Affiliation: Democratic	*	49	132	0.17	29.17	96
Republican	*	48	156	0.23	34.40	128
Other party	*	2	3	0.06	0.55	33
Independent/No party affiliation		55	163	0.16	35.88	88
Political Outlook: Very Conservative	*	30	93	0.24	20.52	137
Somewhat Conservative	*	27	113	0.23	24.96	128
Middle of the Road		52	125	0.13	27.60	71
Somewhat Liberal	*	27	77	0.19	17.02	108
Very Liberal	*	18	45	0.16	9.90	91
National Elections Always		120	366	0.22	80.63	126
Statewide Elections Always		94	283	0.23	62.31	130
Local Elections Always		78	250	0.25	55.07	139
National Elections Sometimes	*	10	27	0.11	5.90	59
Statewide Elections Sometimes	*	30	92	0.17	20.21	95
Local Elections Sometimes	*	42	92	0.13	20.34	75
National Elections Never	*	12	32	0.14	6.96	82
Statewide Elections Never	*	15	47	0.17	10.39	95
Local Elections Never	*	18	66	0.19	14.49	109
Civic Participation Segments: Political Change-Makers	*	9	31	0.40	6.89	227
Active Humanitarians	*	15	28	0.16	6.22	88
Donating Activists	*	4	6	0.06	1.27	31
Union Voters	*	8	15	0.10	3.21	55
Locally Active	*	18	50	0.32	10.95	183
Politically-Passive Traditionalists		56	176	0.15	38.79	86
Inactive Progressives	*	44	148	0.20	32.69	113
Public Activities: Voted in Federal, State, or Local Election		83	254	0.24	55.99	137
Written or called any politician at the state, local, or national level	*	21	61	0.26	13.45	145
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	6	15	0.38	3.38	215
Written something that has been published	*	6	10	0.17	2.24	93
Written an article for a magazine or newspaper	*	3	13	0.61	2.90	345
Attended a political rally, speech, or organized protest of any kind	*	13	26	0.30	5.72	166
Attended a public meeting on town or school affairs	*	17	46	0.26	10.21	145
Held or run for political office	*	2	11	1.29	2.52	726
Served on a committee for some local organization	*	18	46	0.33	10.03	184
Served as an officer for some club or	*	15	39	0.30	8.63	170
Signed a petition	*	31	79	0.19	17.50	108
Worked for a political party	*	9	43	1.79	9.43	1006
Made a speech	*	9	23	0.28	5.16	156

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adult Standards		154	454	0.18	100.00	100
Been an active member of any group that tries to influence public policy or government	*	10	33	0.52	7.21	294
Participated in environmental groups/causes	*	11	26	0.32	5.64	182
Engaged in fund raising	*	19	55	0.24	12.21	132
Recycled products		79	240	0.20	52.83	115
Any activity		116	348	0.20	76.57	111
Social Media - Follow On Social Media Sites: Political Groups	*	19	27	0.08	5.94	45
Politicians	*	15	37	0.11	8.11	64
Contributions: Political	*	17	41	0.26	9.06	146
Podcasts: Total Users: Listened/Last 30 Days: Politics	*	8	20	0.15	4.47	86
Category Influentialssm Segments: Politics I have great experience in this topic	*	34	73	0.16	16.07	91
Politics My family/friends trust my advice on this topic	*	17	23	0.08	5.02	47
Politics Super Influential Consumers	*	2	1	0.02	0.31	13
Politics Category Influential Consumers	*	6	8	0.06	1.73	32

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
All News	2,450	4,531	1.77	100.00	100
Political Affiliation: Democratic	1,077	1,938	2.48	42.77	140
Republican	511	1,007	1.47	22.23	83
Other party *	32	50	1.15	1.09	65
Independent/No party affiliation	830	1,536	1.47	33.90	83
Political Outlook: Very Conservative	214	439	1.15	9.69	65
Somewhat Conservative	500	980	1.97	21.64	111
Middle of the Road	923	1,665	1.67	36.75	94
Somewhat Liberal	522	937	2.33	20.69	131
Very Liberal	291	509	1.83	11.23	103
National Elections Always	1,863	3,494	2.14	77.12	121
Statewide Elections Always	1,554	2,914	2.38	64.33	134
Local Elections Always	1,310	2,486	2.46	54.88	139
National Elections Sometimes	156	261	1.03	5.75	58
Statewide Elections Sometimes	409	754	1.38	16.65	78
Local Elections Sometimes	603	1,092	1.57	24.11	89
National Elections Never	105	186	0.85	4.10	48
Statewide Elections Never	133	216	0.77	4.76	44
Local Elections Never	171	300	0.88	6.61	50
Civic Participation Segments: Political Change-Makers	110	198	2.55	4.38	144
Active Humanitarians	239	477	2.65	10.53	150
Donating Activists	193	337	3.24	7.43	183
Union Voters	235	450	3.01	9.94	170
Locally Active	257	475	3.10	10.48	175
Politically-Passive Traditionalists	818	1,610	1.40	35.53	79
Inactive Progressives	598	984	1.33	21.71	75
Public Activities: Voted in Federal, State, or Local Election	1,437	2,653	2.53	58.56	143
Written or called any politician at the state, local, or national level	423	755	3.18	16.67	180
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	97	157	3.92	3.47	221
Written something that has been published	88	124	2.02	2.74	114
Written an article for a magazine or newspaper *	33	53	2.46	1.17	139
Attended a political rally, speech, or organized protest of any kind	122	210	2.39	4.63	135
Attended a public meeting on town or school affairs	278	456	2.53	10.06	143
Held or run for political office *	14	17	1.96	0.38	111
Served on a committee for some local organization	237	432	3.10	9.54	175
Served as an officer for some club or	234	433	3.33	9.55	188
Signed a petition	574	1,081	2.60	23.85	147
Worked for a political party	57	104	4.33	2.29	245
Made a speech	126	195	2.30	4.30	130

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
All News	2,450	4,531	1.77	100.00	100
Been an active member of any group that tries to influence public policy or government	107	204	3.26	4.51	184
Participated in environmental groups/causes	128	199	2.51	4.39	142
Engaged in fund raising	279	499	2.12	11.01	119
Recycled products	1,503	2,783	2.37	61.42	134
Any activity	2,099	3,877	2.20	85.58	124
Social Media - Follow On Social Media Sites: Political Groups	347	619	1.82	13.66	103
Politicians	339	621	1.92	13.70	108
Contributions: Political	295	567	3.57	12.51	202
Podcasts: Total Users: Listened/Last 30 Days: Politics	178	292	2.19	6.45	124
Category Influentialssm Segments: Politics I have great experience in this topic	629	1,055	2.32	23.28	131
Politics My family/friends trust my advice on this topic	324	550	2.04	12.15	115
Politics Super Influential Consumers	89	170	2.91	3.76	164
Politics Category Influential Consumers	197	342	2.47	7.54	139

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
All Talk		1,059	2,779	1.09	100.00	100
Political Affiliation: Democratic		206	494	0.63	17.77	58
Republican		440	1,201	1.75	43.21	161
Other party	*	18	44	1.02	1.58	94
Independent/No party affiliation		395	1,040	0.99	37.44	91
Political Outlook: Very Conservative		302	862	2.26	31.02	208
Somewhat Conservative		310	747	1.50	26.87	138
Middle of the Road		275	816	0.82	29.36	75
Somewhat Liberal		110	218	0.54	7.83	50
Very Liberal		62	137	0.49	4.93	45
National Elections Always		818	2,184	1.34	78.59	123
Statewide Elections Always		667	1,781	1.45	64.09	134
Local Elections Always		569	1,558	1.54	56.06	142
National Elections Sometimes		64	148	0.58	5.33	54
Statewide Elections Sometimes		179	450	0.82	16.19	76
Local Elections Sometimes		255	624	0.90	22.44	83
National Elections Never	*	48	103	0.47	3.71	44
Statewide Elections Never		65	141	0.51	5.07	47
Local Elections Never		86	191	0.56	6.88	52
Civic Participation Segments: Political Change-Makers	*	41	86	1.11	3.09	102
Active Humanitarians		84	245	1.36	8.80	125
Donating Activists	*	47	151	1.45	5.43	134
Union Voters		85	208	1.39	7.48	128
Locally Active		106	283	1.85	10.17	170
Politically-Passive Traditionalists		455	1,272	1.10	45.76	102
Inactive Progressives		241	536	0.72	19.27	66
Public Activities: Voted in Federal, State, or Local Election		629	1,584	1.51	57.00	139
Written or called any politician at the state, local, or national level		205	510	2.15	18.35	198
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	45	75	1.86	2.68	171
Written something that has been published	*	31	69	1.11	2.47	103
Written an article for a magazine or newspaper	*	14	40	1.85	1.43	170
Attended a political rally, speech, or organized protest of any kind	*	49	143	1.63	5.14	150
Attended a public meeting on town or school affairs		136	332	1.85	11.94	170
Held or run for political office	*	3	6	0.65	0.21	59
Served on a committee for some local organization		94	224	1.61	8.06	148
Served as an officer for some club or		99	272	2.09	9.78	192
Signed a petition		243	569	1.37	20.49	126
Worked for a political party	*	15	37	1.54	1.33	142
Made a speech		51	157	1.85	5.65	171

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		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
All Talk		1,059	2,779	1.09	100.00	100
Been an active member of any group that tries to influence public policy or government	*	37	91	1.46	3.28	134
Participated in environmental groups/causes	*	34	73	0.92	2.61	84
Engaged in fund raising		103	291	1.24	10.48	114
Recycled products		574	1,516	1.29	54.55	119
Any activity		894	2,329	1.32	83.79	122
Social Media - Follow On Social Media Sites: Political Groups		187	471	1.39	16.94	128
Politicians		166	475	1.47	17.11	135
Contributions: Political		126	343	2.16	12.34	199
Podcasts: Total Users: Listened/Last 30 Days: Politics		120	320	2.40	11.51	221
Category Influentialssm Segments: Politics I have great experience in this topic		319	841	1.85	30.25	170
Politics My family/friends trust my advice on this topic		166	416	1.54	14.99	142
Politics Super Influential Consumers	*	43	115	1.96	4.13	180
Politics Category Influential Consumers		95	230	1.67	8.29	153

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Alternative	4,643	10,137	3.96	100.00	100
Political Affiliation: Democratic	1,790	3,661	4.69	36.12	118
Republican	910	2,055	3.00	20.27	76
Other party	120	296	6.85	2.92	173
Independent/No party affiliation	1,823	4,124	3.94	40.69	99
Political Outlook: Very Conservative	379	979	2.56	9.65	65
Somewhat Conservative	717	1,615	3.25	15.94	82
Middle of the Road	1,610	3,647	3.66	35.98	92
Somewhat Liberal	1,120	2,265	5.62	22.35	142
Very Liberal	817	1,630	5.86	16.08	148
National Elections Always	3,142	6,813	4.17	67.21	105
Statewide Elections Always	2,347	5,123	4.18	50.54	105
Local Elections Always	1,847	4,055	4.01	40.00	101
National Elections Sometimes	479	1,006	3.96	9.92	100
Statewide Elections Sometimes	1,080	2,327	4.26	22.96	107
Local Elections Sometimes	1,443	3,034	4.36	29.93	110
National Elections Never	332	808	3.71	7.97	93
Statewide Elections Never	434	1,005	3.61	9.91	91
Local Elections Never	559	1,301	3.82	12.84	96
Civic Participation Segments: Political Change-Makers	265	561	7.23	5.54	182
Active Humanitarians	315	675	3.75	6.66	95
Donating Activists	281	592	5.70	5.84	144
Union Voters	332	710	4.75	7.01	120
Locally Active	333	681	4.46	6.72	112
Politically-Passive Traditionalists	1,652	3,692	3.21	36.42	81
Inactive Progressives	1,465	3,224	4.35	31.81	110
Public Activities: Voted in Federal, State, or Local Election	2,322	4,877	4.65	48.11	117
Written or called any politician at the state, local, or national level	658	1,280	5.39	12.63	136
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	101	216	5.39	2.13	136
Written something that has been published	207	424	6.90	4.18	174
Written an article for a magazine or newspaper	53	125	5.83	1.23	147
Attended a political rally, speech, or organized protest of any kind	282	519	5.91	5.12	149
Attended a public meeting on town or school affairs	446	895	4.98	8.83	126
Held or run for political office *	23	33	3.76	0.33	95
Served on a committee for some local organization	316	627	4.50	6.19	114
Served as an officer for some club or	299	598	4.60	5.90	116
Signed a petition	1,090	2,279	5.49	22.48	138
Worked for a political party	64	121	5.03	1.19	127
Made a speech	212	455	5.37	4.49	136

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Alternative	4,643	10,137	3.96	100.00	100
Been an active member of any group that tries to influence public policy or government	182	363	5.79	3.58	146
Participated in environmental groups/causes	304	620	7.81	6.11	197
Engaged in fund raising	630	1,301	5.52	12.84	139
Recycled products	3,029	6,442	5.49	63.55	138
Any activity	3,827	8,150	4.63	80.40	117
Social Media - Follow On Social Media Sites: Political Groups	727	1,513	4.46	14.93	113
Politicians	717	1,444	4.45	14.25	112
Contributions: Political	304	636	4.01	6.28	101
Podcasts: Total Users: Listened/Last 30 Days: Politics	352	750	5.62	7.40	142
Category Influentialssm Segments: Politics I have great experience in this topic	954	2,046	4.51	20.18	114
Politics My family/friends trust my advice on this topic	546	1,177	4.35	11.61	110
Politics Super Influential Consumers	150	315	5.38	3.11	136
Politics Category Influential Consumers	320	693	5.01	6.84	126

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
CHR	12,309	28,266	11.05	100.00	100
Political Affiliation: Democratic	4,450	9,390	12.03	33.22	109
Republican	2,300	5,963	8.70	21.10	79
Other party	218	440	10.19	1.56	92
Independent/No party affiliation	5,341	12,473	11.90	44.13	108
Political Outlook: Very Conservative	1,000	2,416	6.33	8.55	57
Somewhat Conservative	2,003	5,023	10.10	17.77	91
Middle of the Road	5,599	13,003	13.04	46.00	118
Somewhat Liberal	2,217	4,617	11.46	16.33	104
Very Liberal	1,490	3,208	11.53	11.35	104
National Elections Always	6,749	15,578	9.54	55.11	86
Statewide Elections Always	4,478	10,213	8.33	36.13	75
Local Elections Always	3,540	8,034	7.95	28.42	72
National Elections Sometimes	1,578	3,634	14.30	12.86	129
Statewide Elections Sometimes	3,122	7,274	13.31	25.73	120
Local Elections Sometimes	3,691	8,531	12.27	30.18	111
National Elections Never	1,284	3,118	14.30	11.03	129
Statewide Elections Never	1,685	3,997	14.36	14.14	130
Local Elections Never	2,029	4,840	14.21	17.12	129
Civic Participation Segments: Political Change-Makers	337	684	8.80	2.42	80
Active Humanitarians	782	1,754	9.75	6.20	88
Donating Activists	279	669	6.44	2.37	58
Union Voters	678	1,605	10.73	5.68	97
Locally Active	520	1,071	7.00	3.79	63
Politically-Passive Traditionalists	5,530	13,092	11.37	46.32	103
Inactive Progressives	4,183	9,391	12.66	33.22	115
Public Activities: Voted in Federal, State, or Local Election	4,087	8,999	8.58	31.84	78
Written or called any politician at the state, local, or national level	751	1,535	6.46	5.43	58
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	118	238	5.92	0.84	54
Written something that has been published	242	500	8.13	1.77	74
Written an article for a magazine or newspaper	80	190	8.85	0.67	80
Attended a political rally, speech, or organized protest of any kind	401	754	8.58	2.67	78
Attended a public meeting on town or school affairs	926	2,028	11.27	7.17	102
Held or run for political office *	33	73	8.27	0.26	75
Served on a committee for some local organization	455	949	6.82	3.36	62
Served as an officer for some club or	403	891	6.85	3.15	62
Signed a petition	2,085	4,619	11.12	16.34	101
Worked for a political party	70	139	5.78	0.49	52
Made a speech	379	825	9.74	2.92	88

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
CHR	12,309	28,266	11.05	100.00	100
Been an active member of any group that tries to influence public policy or government	201	424	6.76	1.50	61
Participated in environmental groups/causes	363	785	9.90	2.78	90
Engaged in fund raising	1,339	2,987	12.67	10.57	115
Recycled products	5,653	12,879	10.97	45.56	99
Any activity	8,142	18,277	10.39	64.66	94
Social Media - Follow On Social Media Sites: Political Groups	1,650	3,669	10.81	12.98	98
Politicians	1,632	3,618	11.16	12.80	101
Contributions: Political	478	1,072	6.75	3.79	61
Podcasts: Total Users: Listened/Last 30 Days: Politics	586	1,306	9.79	4.62	89
Category Influentialssm Segments: Politics I have great experience in this topic	1,959	4,470	9.85	15.81	89
Politics My family/friends trust my advice on this topic	1,263	2,808	10.39	9.93	94
Politics Super Influential Consumers	305	635	10.84	2.24	98
Politics Category Influential Consumers	645	1,358	9.82	4.81	89

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Classic Hits	4,527	11,670	4.56	100.00	100
Political Affiliation: Democratic	1,342	3,115	3.99	26.69	87
Republican	1,295	3,751	5.48	32.14	120
Other party	66	120	2.78	1.03	61
Independent/No party affiliation	1,824	4,683	4.47	40.13	98
Political Outlook: Very Conservative	590	1,679	4.40	14.39	96
Somewhat Conservative	984	2,689	5.41	23.04	119
Middle of the Road	1,797	4,711	4.73	40.37	104
Somewhat Liberal	730	1,644	4.08	14.09	89
Very Liberal	426	946	3.40	8.11	75
National Elections Always	3,127	8,192	5.02	70.20	110
Statewide Elections Always	2,355	6,174	5.04	52.90	110
Local Elections Always	1,899	5,074	5.02	43.48	110
National Elections Sometimes	453	1,224	4.82	10.49	106
Statewide Elections Sometimes	1,038	2,727	4.99	23.37	109
Local Elections Sometimes	1,377	3,553	5.11	30.45	112
National Elections Never	293	696	3.19	5.97	70
Statewide Elections Never	406	1,039	3.73	8.90	82
Local Elections Never	511	1,284	3.77	11.00	83
Civic Participation Segments: Political Change-Makers	142	293	3.77	2.51	83
Active Humanitarians	331	866	4.81	7.42	105
Donating Activists	202	465	4.48	3.98	98
Union Voters	319	746	4.99	6.40	109
Locally Active	354	910	5.95	7.80	130
Politically-Passive Traditionalists	1,931	5,287	4.59	45.30	101
Inactive Progressives	1,248	3,103	4.18	26.59	92
Public Activities: Voted in Federal, State, or Local Election	2,285	5,760	5.49	49.36	120
Written or called any politician at the state, local, or national level	523	1,186	5.00	10.16	109
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	94	210	5.24	1.80	115
Written something that has been published	117	253	4.12	2.17	90
Written an article for a magazine or newspaper *	36	76	3.53	0.65	77
Attended a political rally, speech, or organized protest of any kind	158	317	3.61	2.72	79
Attended a public meeting on town or school affairs	394	925	5.14	7.92	113
Held or run for political office *	23	65	7.32	0.56	160
Served on a committee for some local organization	312	804	5.78	6.89	127
Served as an officer for some club or	299	712	5.47	6.10	120
Signed a petition	847	1,953	4.70	16.74	103
Worked for a political party *	48	100	4.17	0.86	91
Made a speech	138	295	3.48	2.52	76

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Classic Hits	4,527	11,670	4.56	100.00	100
Been an active member of any group that tries to influence public policy or government	122	250	3.99	2.14	87
Participated in environmental groups/causes	176	338	4.27	2.90	93
Engaged in fund raising	492	1,193	5.06	10.23	111
Recycled products	2,538	6,240	5.31	53.48	116
Any activity	3,579	8,971	5.10	76.87	112
Social Media - Follow On Social Media Sites: Political Groups	656	1,517	4.47	13.00	98
Politicians	594	1,443	4.45	12.37	98
Contributions: Political	279	717	4.52	6.14	99
Podcasts: Total Users: Listened/Last 30 Days: Politics	199	385	2.88	3.30	63
Category Influentialssm Segments: Politics I have great experience in this topic	890	2,273	5.01	19.48	110
Politics My family/friends trust my advice on this topic	503	1,310	4.85	11.23	106
Politics Super Influential Consumers	114	301	5.14	2.58	113
Politics Category Influential Consumers	280	749	5.42	6.42	119

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Classic Rock	5,023	13,597	5.32	100.00	100
Political Affiliation: Democratic	1,358	3,167	4.06	23.29	76
Republican	1,473	4,379	6.39	32.21	120
Other party	92	247	5.71	1.81	107
Independent/No party affiliation	2,100	5,804	5.54	42.69	104
Political Outlook: Very Conservative	651	2,005	5.25	14.74	99
Somewhat Conservative	1,088	3,035	6.11	22.32	115
Middle of the Road	2,002	5,643	5.66	41.50	106
Somewhat Liberal	798	1,844	4.58	13.56	86
Very Liberal	484	1,070	3.85	7.87	72
National Elections Always	3,443	9,303	5.70	68.42	107
Statewide Elections Always	2,582	7,097	5.79	52.19	109
Local Elections Always	2,088	5,826	5.77	42.85	108
National Elections Sometimes	534	1,400	5.51	10.30	104
Statewide Elections Sometimes	1,139	2,964	5.42	21.80	102
Local Elections Sometimes	1,491	3,894	5.60	28.64	105
National Elections Never	337	911	4.18	6.70	79
Statewide Elections Never	482	1,282	4.60	9.43	87
Local Elections Never	612	1,599	4.70	11.76	88
Civic Participation Segments: Political Change-Makers	194	441	5.67	3.24	107
Active Humanitarians	349	1,049	5.83	7.72	110
Donating Activists	197	490	4.72	3.60	89
Union Voters	343	877	5.86	6.45	110
Locally Active	323	783	5.12	5.76	96
Politically-Passive Traditionalists	2,149	6,013	5.22	44.23	98
Inactive Progressives	1,468	3,944	5.32	29.00	100
Public Activities: Voted in Federal, State, or Local Election	2,481	6,502	6.20	47.82	117
Written or called any politician at the state, local, or national level	612	1,426	6.00	10.49	113
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	87	210	5.23	1.54	98
Written something that has been published	130	311	5.06	2.29	95
Written an article for a magazine or newspaper *	49	99	4.63	0.73	87
Attended a political rally, speech, or organized protest of any kind	203	463	5.26	3.40	99
Attended a public meeting on town or school affairs	405	944	5.25	6.94	99
Held or run for political office *	24	47	5.34	0.35	100
Served on a committee for some local organization	289	672	4.83	4.94	91
Served as an officer for some club or	285	670	5.15	4.93	97
Signed a petition	926	2,337	5.63	17.18	106
Worked for a political party *	49	89	3.73	0.66	70
Made a speech	170	418	4.94	3.08	93

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Classic Rock	5,023	13,597	5.32	100.00	100
Been an active member of any group that tries to influence public policy or government	151	313	4.99	2.30	94
Participated in environmental groups/causes	187	411	5.18	3.02	97
Engaged in fund raising	525	1,485	6.30	10.92	118
Recycled products	2,895	7,539	6.42	55.45	121
Any activity	3,951	10,370	5.89	76.27	111
Social Media - Follow On Social Media Sites: Political Groups	741	2,052	6.05	15.09	114
Politicians	661	1,774	5.47	13.05	103
Contributions: Political	310	847	5.34	6.23	100
Podcasts: Total Users: Listened/Last 30 Days: Politics	281	681	5.10	5.01	96
Category Influentialssm Segments: Politics I have great experience in this topic	1,040	2,648	5.83	19.47	110
Politics My family/friends trust my advice on this topic	560	1,471	5.44	10.82	102
Politics Super Influential Consumers	123	306	5.22	2.25	98
Politics Category Influential Consumers	309	824	5.96	6.06	112

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Classical	1,855	4,036	1.58	100.00	100
Political Affiliation: Democratic	922	1,937	2.48	47.99	157
Republican	273	632	0.92	15.66	58
Other party *	35	67	1.56	1.67	99
Independent/No party affiliation	625	1,400	1.34	34.68	85
Political Outlook: Very Conservative	139	347	0.91	8.59	57
Somewhat Conservative	276	635	1.28	15.74	81
Middle of the Road	463	1,012	1.02	25.08	64
Somewhat Liberal	546	1,143	2.84	28.33	180
Very Liberal	431	899	3.23	22.28	205
National Elections Always	1,454	3,241	1.98	80.29	126
Statewide Elections Always	1,200	2,710	2.21	67.14	140
Local Elections Always	1,003	2,308	2.28	57.18	145
National Elections Sometimes	105	172	0.68	4.26	43
Statewide Elections Sometimes	304	628	1.15	15.55	73
Local Elections Sometimes	467	958	1.38	23.72	87
National Elections Never	81	168	0.77	4.17	49
Statewide Elections Never	108	202	0.73	5.01	46
Local Elections Never	139	263	0.77	6.51	49
Civic Participation Segments: Political Change-Makers	167	358	4.61	8.87	292
Active Humanitarians	146	333	1.85	8.26	117
Donating Activists	292	678	6.53	16.80	414
Union Voters	112	233	1.56	5.78	99
Locally Active	205	468	3.06	11.60	194
Politically-Passive Traditionalists	524	1,185	1.03	29.35	65
Inactive Progressives	409	781	1.05	19.34	67
Public Activities: Voted in Federal, State, or Local Election	1,132	2,405	2.29	59.58	145
Written or called any politician at the state, local, or national level	449	985	4.15	24.41	263
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	108	240	5.98	5.94	379
Written something that has been published	142	305	4.97	7.56	315
Written an article for a magazine or newspaper *	42	104	4.85	2.58	307
Attended a political rally, speech, or organized protest of any kind	153	321	3.65	7.95	231
Attended a public meeting on town or school affairs	255	592	3.29	14.67	209
Held or run for political office *	8	16	1.78	0.39	113
Served on a committee for some local organization	263	596	4.28	14.77	271
Served as an officer for some club or	256	554	4.26	13.71	270
Signed a petition	522	1,114	2.68	27.60	170
Worked for a political party	70	171	7.14	4.24	452
Made a speech	131	263	3.11	6.52	197

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Classical	1,855	4,036	1.58	100.00	100
Been an active member of any group that tries to influence public policy or government	156	343	5.48	8.51	347
Participated in environmental groups/causes	211	432	5.44	10.69	345
Engaged in fund raising	249	562	2.39	13.93	151
Recycled products	1,278	2,779	2.37	68.85	150
Any activity	1,646	3,553	2.02	88.04	128
Social Media - Follow On Social Media Sites: Political Groups	293	637	1.88	15.79	119
Politicians	276	539	1.66	13.36	105
Contributions: Political	252	625	3.94	15.47	249
Podcasts: Total Users: Listened/Last 30 Days: Politics	150	319	2.39	7.90	151
Category Influentialssm Segments: Politics I have great experience in this topic	452	953	2.10	23.61	133
Politics My family/friends trust my advice on this topic	234	510	1.89	12.64	120
Politics Super Influential Consumers	61	131	2.23	3.24	141
Politics Category Influential Consumers	129	277	2.00	6.87	127

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Country	9,688	28,141	11.01	100.00	100
Political Affiliation: Democratic	1,888	4,980	6.38	17.70	58
Republican	3,962	12,341	18.01	43.85	164
Other party	143	351	8.14	1.25	74
Independent/No party affiliation	3,695	10,469	9.99	37.20	91
Political Outlook: Very Conservative	1,760	5,640	14.77	20.04	134
Somewhat Conservative	2,461	7,126	14.34	25.32	130
Middle of the Road	3,942	11,610	11.65	41.25	106
Somewhat Liberal	1,029	2,579	6.40	9.16	58
Very Liberal	496	1,187	4.27	4.22	39
National Elections Always	6,281	18,464	11.31	65.61	103
Statewide Elections Always	4,509	13,526	11.03	48.07	100
Local Elections Always	3,685	11,073	10.96	39.35	100
National Elections Sometimes	1,115	3,205	12.61	11.39	115
Statewide Elections Sometimes	2,421	6,864	12.56	24.39	114
Local Elections Sometimes	2,984	8,644	12.43	30.71	113
National Elections Never	847	2,445	11.22	8.69	102
Statewide Elections Never	1,121	3,181	11.43	11.30	104
Local Elections Never	1,389	3,859	11.33	13.71	103
Civic Participation Segments: Political Change-Makers	236	619	7.96	2.20	72
Active Humanitarians	693	2,073	11.52	7.37	105
Donating Activists	236	779	7.51	2.77	68
Union Voters	545	1,518	10.15	5.39	92
Locally Active	731	1,969	12.88	7.00	117
Politically-Passive Traditionalists	4,372	13,099	11.38	46.55	103
Inactive Progressives	2,875	8,085	10.90	28.73	99
Public Activities: Voted in Federal, State, or Local Election	4,204	12,091	11.53	42.97	105
Written or called any politician at the state, local, or national level	819	2,205	9.29	7.84	84
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	109	345	8.59	1.22	78
Written something that has been published	150	405	6.58	1.44	60
Written an article for a magazine or newspaper	62	132	6.17	0.47	56
Attended a political rally, speech, or organized protest of any kind	239	609	6.93	2.16	63
Attended a public meeting on town or school affairs	802	2,101	11.68	7.47	106
Held or run for political office *	30	104	11.78	0.37	107
Served on a committee for some local organization	620	1,611	11.57	5.72	105
Served as an officer for some club or	565	1,575	12.11	5.60	110
Signed a petition	1,409	3,797	9.15	13.49	83
Worked for a political party	66	177	7.40	0.63	67
Made a speech	283	695	8.20	2.47	75

Political by Format

	Unwgted	Weighted (000)	Horz %	Vert %	Index
Country	9,688	28,141	11.01	100.00	100
Been an active member of any group that tries to influence public policy or government	217	589	9.40	2.09	85
Participated in environmental groups/causes	213	533	6.71	1.89	61
Engaged in fund raising	1,090	2,994	12.70	10.64	115
Recycled products	4,473	12,301	10.48	43.71	95
Any activity	6,887	19,383	11.02	68.88	100
Social Media - Follow On Social Media Sites: Political Groups	1,260	3,529	10.40	12.54	95
Politicians	1,214	3,371	10.40	11.98	94
Contributions: Political	463	1,384	8.72	4.92	79
Podcasts: Total Users: Listened/Last 30 Days: Politics	451	1,053	7.89	3.74	72
Category Influentialssm Segments: Politics I have great experience in this topic	1,527	4,269	9.40	15.17	85
Politics My family/friends trust my advice on this topic	899	2,423	8.96	8.61	81
Politics Super Influential Consumers	224	596	10.19	2.12	93
Politics Category Influential Consumers	488	1,290	9.33	4.59	85

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Ethnic		336	751	0.29	100.00	100
Political Affiliation: Democratic		118	247	0.32	32.83	108
Republican		67	156	0.23	20.80	78
Other party	*	5	19	0.45	2.59	154
Independent/No party affiliation		146	329	0.31	43.78	107
Political Outlook: Very Conservative	*	36	85	0.22	11.28	76
Somewhat Conservative		75	168	0.34	22.40	115
Middle of the Road		134	302	0.30	40.24	103
Somewhat Liberal		54	126	0.31	16.82	107
Very Liberal	*	37	70	0.25	9.26	85
National Elections Always		159	341	0.21	45.43	71
Statewide Elections Always		124	266	0.22	35.43	74
Local Elections Always		113	247	0.24	32.84	83
National Elections Sometimes	*	40	83	0.32	10.99	111
Statewide Elections Sometimes		62	136	0.25	18.08	85
Local Elections Sometimes		69	140	0.20	18.63	68
National Elections Never	*	31	96	0.44	12.82	150
Statewide Elections Never	*	38	111	0.40	14.81	136
Local Elections Never	*	44	130	0.38	17.27	130
Civic Participation Segments: Political Change-Makers	*	5	6	0.07	0.74	24
Active Humanitarians	*	16	34	0.19	4.55	65
Donating Activists	*	12	20	0.20	2.70	66
Union Voters	*	20	45	0.30	5.99	102
Locally Active	*	16	34	0.22	4.51	75
Politically-Passive Traditionalists		161	388	0.34	51.65	115
Inactive Progressives		106	224	0.30	29.86	103
Public Activities: Voted in Federal, State, or Local Election		120	264	0.25	35.10	86
Written or called any politician at the state, local, or national level	*	15	27	0.11	3.62	39
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	6	12	0.30	1.61	102
Written something that has been published	*	4	8	0.12	1.00	42
Written an article for a magazine or newspaper	*	3	4	0.17	0.48	57
Attended a political rally, speech, or organized protest of any kind	*	5	11	0.13	1.52	44
Attended a public meeting on town or school affairs	*	24	57	0.31	7.53	107
Held or run for political office	*	2	1	0.16	0.19	56
Served on a committee for some local organization	*	13	29	0.21	3.92	72
Served as an officer for some club or	*	16	31	0.24	4.13	81
Signed a petition	*	38	71	0.17	9.51	59
Worked for a political party	*	2	2	0.09	0.29	31
Made a speech	*	12	21	0.25	2.80	85

Political by Format

		Unwgted	Weighted (000)	Horz %	Vert %	Index
Ethnic		336	751	0.29	100.00	100
Been an active member of any group that tries to influence public policy or government	*	3	4	0.07	0.57	23
Participated in environmental groups/causes	*	11	21	0.26	2.75	89
Engaged in fund raising	*	23	41	0.17	5.43	59
Recycled products		122	275	0.23	36.63	80
Any activity		199	438	0.25	58.32	85
Social Media - Follow On Social Media Sites: Political Groups	*	39	83	0.24	11.02	83
Politicians	*	35	77	0.24	10.26	81
Contributions: Political	*	20	31	0.20	4.12	66
Podcasts: Total Users: Listened/Last 30 Days: Politics	*	17	27	0.20	3.53	68
Category Influentialssm Segments: Politics I have great experience in this topic		53	104	0.23	13.85	78
Politics My family/friends trust my advice on this topic	*	36	63	0.23	8.38	79
Politics Super Influential Consumers	*	5	8	0.13	1.02	45
Politics Category Influential Consumers	*	13	25	0.18	3.36	62

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Gospel		645	1,641	0.64	100.00	100
Political Affiliation: Democratic		337	808	1.04	49.26	161
Republican		86	294	0.43	17.93	67
Other party	*	10	16	0.38	1.00	59
Independent/No party affiliation		212	522	0.50	31.81	78
Political Outlook: Very Conservative		101	308	0.81	18.75	126
Somewhat Conservative		117	293	0.59	17.88	92
Middle of the Road		274	645	0.65	39.29	101
Somewhat Liberal		101	276	0.68	16.82	107
Very Liberal		52	119	0.43	7.26	67
National Elections Always		387	1,073	0.66	65.42	102
Statewide Elections Always		306	853	0.70	51.97	108
Local Elections Always		279	774	0.77	47.15	119
National Elections Sometimes		63	100	0.39	6.11	61
Statewide Elections Sometimes		122	264	0.48	16.11	75
Local Elections Sometimes		137	303	0.44	18.46	68
National Elections Never		50	112	0.51	6.82	80
Statewide Elections Never		59	132	0.47	8.04	74
Local Elections Never		72	175	0.51	10.66	80
Civic Participation Segments: Political Change-Makers	*	17	55	0.71	3.34	110
Active Humanitarians	*	48	111	0.62	6.74	96
Donating Activists	*	12	31	0.30	1.90	47
Union Voters	*	27	63	0.42	3.85	66
Locally Active	*	38	95	0.62	5.78	97
Politically-Passive Traditionalists		340	891	0.77	54.29	121
Inactive Progressives		163	395	0.53	24.10	83
Public Activities: Voted in Federal, State, or Local Election		291	708	0.68	43.17	105
Written or called any politician at the state, local, or national level		60	139	0.59	8.47	91
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	11	19	0.46	1.14	72
Written something that has been published	*	14	33	0.54	2.04	85
Written an article for a magazine or newspaper	*	7	18	0.84	1.10	131
Attended a political rally, speech, or organized protest of any kind	*	24	46	0.53	2.81	82
Attended a public meeting on town or school affairs		63	131	0.73	7.98	113
Held or run for political office	*	3	5	0.51	0.28	80
Served on a committee for some local organization	*	32	79	0.57	4.84	89
Served as an officer for some club or	*	36	84	0.65	5.13	101
Signed a petition		106	250	0.60	15.23	94
Worked for a political party	*	10	11	0.45	0.65	70
Made a speech	*	35	73	0.87	4.48	135

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Gospel		645	1,641	0.64	100.00	100
Been an active member of any group that tries to influence public policy or government	*	18	49	0.78	2.99	122
Participated in environmental groups/causes	*	14	25	0.32	1.53	49
Engaged in fund raising		83	200	0.85	12.21	132
Recycled products		235	609	0.52	37.13	81
Any activity		436	1,086	0.62	66.20	96
Social Media - Follow On Social Media Sites: Political Groups		59	181	0.53	11.02	83
Politicians		59	213	0.66	13.01	103
Contributions: Political	*	24	90	0.57	5.47	88
Podcasts: Total Users: Listened/Last 30 Days: Politics	*	18	48	0.36	2.92	56
Category Influentialssm Segments: Politics I have great experience in this topic		97	246	0.54	15.02	85
Politics My family/friends trust my advice on this topic		76	205	0.76	12.52	118
Politics Super Influential Consumers	*	13	51	0.88	3.13	137
Politics Category Influential Consumers	*	36	112	0.81	6.85	127

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Hispanic	4,166	11,752	4.60	100.00	100
Political Affiliation: Democratic	1,431	3,883	4.97	33.04	108
Republican	587	1,523	2.22	12.96	48
Other party	60	135	3.12	1.14	68
Independent/No party affiliation	2,088	6,212	5.93	52.86	129
Political Outlook: Very Conservative	600	1,833	4.80	15.60	104
Somewhat Conservative	743	2,117	4.26	18.01	93
Middle of the Road	1,825	5,229	5.25	44.50	114
Somewhat Liberal	606	1,686	4.18	14.34	91
Very Liberal	392	887	3.19	7.55	69
National Elections Always	1,799	4,697	2.88	39.97	63
Statewide Elections Always	1,280	3,388	2.76	28.83	60
Local Elections Always	1,056	2,701	2.67	22.99	58
National Elections Sometimes	449	1,136	4.47	9.67	97
Statewide Elections Sometimes	719	1,761	3.22	14.99	70
Local Elections Sometimes	832	2,204	3.17	18.75	69
National Elections Never	633	2,117	9.71	18.02	211
Statewide Elections Never	738	2,379	8.55	20.25	186
Local Elections Never	842	2,645	7.77	22.51	169
Civic Participation Segments: Political Change-Makers	74	128	1.64	1.09	36
Active Humanitarians	179	441	2.45	3.75	53
Donating Activists	76	260	2.50	2.21	55
Union Voters	161	429	2.87	3.65	62
Locally Active	115	203	1.33	1.73	29
Politically-Passive Traditionalists	2,418	7,145	6.21	60.80	135
Inactive Progressives	1,143	3,146	4.24	26.77	92
Public Activities: Voted in Federal, State, or Local Election	964	2,381	2.27	20.26	49
Written or called any politician at the state, local, or national level	171	343	1.45	2.92	31
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	* 48	118	2.93	1.00	64
Written something that has been published	62	121	1.96	1.03	43
Written an article for a magazine or newspaper	* 20	48	2.25	0.41	49
Attended a political rally, speech, or organized protest of any kind	95	183	2.08	1.56	45
Attended a public meeting on town or school affairs	270	675	3.76	5.75	82
Held or run for political office	* 10	14	1.53	0.12	33
Served on a committee for some local organization	102	169	1.21	1.44	26
Served as an officer for some club or	87	170	1.31	1.45	29
Signed a petition	524	1,254	3.02	10.67	66
Worked for a political party	* 24	36	1.52	0.31	33
Made a speech	90	247	2.92	2.10	63

Political by Format

	Unwgted	Weighted (000)	Horz %	Vert %	Index
Hispanic	4,166	11,752	4.60	100.00	100
Been an active member of any group that tries to* influence public policy or government	41	67	1.07	0.57	23
Participated in environmental groups/causes	72	146	1.84	1.24	40
Engaged in fund raising	246	590	2.50	5.02	54
Recycled products	1,331	3,591	3.06	30.55	67
Any activity	2,124	5,567	3.16	47.37	69
Social Media - Follow On Social Media Sites: Political Groups	492	1,359	4.01	11.56	87
Politicians	495	1,346	4.15	11.45	90
Contributions: Political	140	354	2.23	3.01	48
Podcasts: Total Users: Listened/Last 30 Days: Politics	189	468	3.51	3.98	76
Category Influentialssm Segments: Politics I have great experience in this topic	605	1,477	3.25	12.57	71
Politics My family/friends trust my advice on this topic	449	1,267	4.69	10.78	102
Politics Super Influential Consumers	79	143	2.44	1.21	53
Politics Category Influential Consumers	154	310	2.24	2.64	49

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Hot AC	4,402	10,438	4.08	100.00	100
Political Affiliation: Democratic	1,491	3,241	4.15	31.05	102
Republican	917	2,345	3.42	22.47	84
Other party	95	216	5.00	2.07	122
Independent/No party affiliation	1,899	4,636	4.42	44.42	108
Political Outlook: Very Conservative	328	905	2.37	8.67	58
Somewhat Conservative	787	1,928	3.88	18.47	95
Middle of the Road	1,951	4,620	4.63	44.26	114
Somewhat Liberal	884	2,011	4.99	19.26	122
Very Liberal	452	975	3.50	9.34	86
National Elections Always	2,676	6,406	3.92	61.37	96
Statewide Elections Always	1,871	4,438	3.62	42.51	89
Local Elections Always	1,468	3,518	3.48	33.70	85
National Elections Sometimes	555	1,241	4.88	11.89	120
Statewide Elections Sometimes	1,146	2,703	4.95	25.89	121
Local Elections Sometimes	1,446	3,378	4.86	32.36	119
National Elections Never	367	898	4.12	8.60	101
Statewide Elections Never	497	1,215	4.37	11.64	107
Local Elections Never	603	1,460	4.29	13.99	105
Civic Participation Segments: Political Change-Makers	139	289	3.72	2.77	91
Active Humanitarians	329	736	4.09	7.05	100
Donating Activists	141	321	3.09	3.07	76
Union Voters	264	613	4.10	5.87	100
Locally Active	275	604	3.95	5.78	97
Politically-Passive Traditionalists	1,879	4,743	4.12	45.43	101
Inactive Progressives	1,375	3,134	4.22	30.02	103
Public Activities: Voted in Federal, State, or Local Election	1,803	4,144	3.95	39.70	97
Written or called any politician at the state, local, or national level	386	886	3.73	8.48	91
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	53	118	2.95	1.13	72
Written something that has been published	90	205	3.33	1.96	82
Written an article for a magazine or newspaper *	30	66	3.09	0.64	76
Attended a political rally, speech, or organized protest of any kind	156	317	3.61	3.04	88
Attended a public meeting on town or school affairs	374	835	4.64	8.00	114
Held or run for political office *	17	52	5.84	0.50	143
Served on a committee for some local organization	250	563	4.05	5.40	99
Served as an officer for some club or	213	471	3.62	4.52	89
Signed a petition	821	1,836	4.42	17.59	108
Worked for a political party *	29	55	2.28	0.52	56
Made a speech	149	351	4.14	3.36	101

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Hot AC	4,402	10,438	4.08	100.00	100
Been an active member of any group that tries to influence public policy or government	87	190	3.03	1.82	74
Participated in environmental groups/causes	159	358	4.51	3.43	111
Engaged in fund raising	524	1,124	4.77	10.77	117
Recycled products	2,428	5,522	4.70	52.90	115
Any activity	3,310	7,637	4.34	73.17	106
Social Media - Follow On Social Media Sites: Political Groups	597	1,429	4.21	13.69	103
Politicians	585	1,348	4.16	12.91	102
Contributions: Political	202	454	2.86	4.35	70
Podcasts: Total Users: Listened/Last 30 Days: Politics	225	491	3.68	4.70	90
Category Influentialssm Segments: Politics I have great experience in this topic	726	1,638	3.61	15.69	88
Politics My family/friends trust my advice on this topic	429	989	3.66	9.47	90
Politics Super Influential Consumers	102	229	3.91	2.19	96
Politics Category Influential Consumers	248	556	4.02	5.32	98

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Jazz		969	2,061	0.81	100.00	100
Political Affiliation: Democratic		555	1,166	1.49	56.60	185
Republican		100	201	0.29	9.75	36
Other party	*	23	52	1.19	2.50	148
Independent/No party affiliation		291	642	0.61	31.15	76
Political Outlook: Very Conservative		61	130	0.34	6.30	42
Somewhat Conservative		113	249	0.50	12.09	62
Middle of the Road		276	642	0.64	31.13	80
Somewhat Liberal		303	628	1.56	30.48	193
Very Liberal		216	412	1.48	19.99	184
National Elections Always		713	1,553	0.95	75.36	118
Statewide Elections Always		587	1,270	1.04	61.63	129
Local Elections Always		531	1,165	1.15	56.53	143
National Elections Sometimes		69	115	0.45	5.57	56
Statewide Elections Sometimes		158	341	0.62	16.54	77
Local Elections Sometimes		208	405	0.58	19.66	72
National Elections Never	*	45	117	0.53	5.66	66
Statewide Elections Never		58	136	0.49	6.60	61
Local Elections Never		69	176	0.52	8.55	64
Civic Participation Segments: Political Change-Makers		85	169	2.17	8.19	270
Active Humanitarians		62	136	0.75	6.59	94
Donating Activists		127	283	2.72	13.72	338
Union Voters		65	131	0.88	6.37	109
Locally Active		107	220	1.44	10.65	178
Politically-Passive Traditionalists		304	678	0.59	32.90	73
Inactive Progressives		219	444	0.60	21.56	74
Public Activities: Voted in Federal, State, or Local Election		579	1,197	1.14	58.09	142
Written or called any politician at the state, local, or national level		207	401	1.69	19.48	210
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show		52	116	2.89	5.63	359
Written something that has been published		60	124	2.02	6.01	250
Written an article for a magazine or newspaper	*	21	39	1.80	1.88	224
Attended a political rally, speech, or organized protest of any kind		95	159	1.81	7.70	224
Attended a public meeting on town or school affairs		128	242	1.35	11.75	167
Held or run for political office	*	3	9	1.04	0.45	128
Served on a committee for some local organization		125	252	1.81	12.25	225
Served as an officer for some club or		127	248	1.90	12.01	236
Signed a petition		257	485	1.17	23.53	145
Worked for a political party	*	41	86	3.61	4.19	447
Made a speech		60	102	1.21	4.97	150

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Jazz	969	2,061	0.81	100.00	100
Been an active member of any group that tries to influence public policy or government	74	133	2.11	6.43	262
Participated in environmental groups/causes	95	165	2.07	7.99	257
Engaged in fund raising	123	231	0.98	11.22	122
Recycled products	630	1,333	1.14	64.70	141
Any activity	859	1,806	1.03	87.64	127
Social Media - Follow On Social Media Sites: Political Groups	154	309	0.91	14.99	113
Politicians	145	283	0.87	13.72	108
Contributions: Political	113	247	1.56	12.01	193
Podcasts: Total Users: Listened/Last 30 Days: Politics	80	174	1.30	8.42	161
Category Influentialssm Segments: Politics I have great experience in this topic	255	530	1.17	25.74	145
Politics My family/friends trust my advice on this topic	136	260	0.96	12.64	120
Politics Super Influential Consumers *	44	92	1.58	4.49	196
Politics Category Influential Consumers	75	152	1.10	7.38	137

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Mexican/Tejano/Ranchera		1,583	5,213	2.04	100.00	100
Political Affiliation: Democratic		545	1,747	2.24	33.52	110
Republican		168	472	0.69	9.06	34
Other party	*	24	63	1.47	1.22	72
Independent/No party affiliation		846	2,930	2.80	56.21	137
Political Outlook: Very Conservative		198	659	1.73	12.64	85
Somewhat Conservative		278	861	1.73	16.53	85
Middle of the Road		736	2,492	2.50	47.81	123
Somewhat Liberal		218	792	1.97	15.20	96
Very Liberal		153	408	1.47	7.82	72
National Elections Always		624	1,873	1.15	35.94	56
Statewide Elections Always		471	1,392	1.14	26.70	56
Local Elections Always		388	1,062	1.05	20.38	52
National Elections Sometimes		172	508	2.00	9.74	98
Statewide Elections Sometimes		233	669	1.22	12.83	60
Local Elections Sometimes		300	966	1.39	18.54	68
National Elections Never		277	1,074	4.93	20.61	242
Statewide Elections Never		320	1,222	4.39	23.44	215
Local Elections Never		342	1,270	3.73	24.37	183
Civic Participation Segments: Political Change-Makers	*	26	57	0.73	1.09	36
Active Humanitarians		69	178	0.99	3.42	49
Donating Activists	*	30	131	1.27	2.52	62
Union Voters		52	181	1.21	3.47	59
Locally Active	*	34	59	0.38	1.12	19
Politically-Passive Traditionalists		898	2,995	2.60	57.46	128
Inactive Progressives		474	1,612	2.17	30.92	107
Public Activities: Voted in Federal, State, or Local Election		328	978	0.93	18.77	46
Written or called any politician at the state, local, or national level		60	144	0.61	2.77	30
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	15	30	0.76	0.58	37
Written something that has been published	*	21	50	0.81	0.95	40
Written an article for a magazine or newspaper	*	7	24	1.13	0.46	55
Attended a political rally, speech, or organized protest of any kind	*	48	97	1.10	1.86	54
Attended a public meeting on town or school affairs		92	277	1.54	5.31	75
Held or run for political office	*	3	3	0.37	0.06	18
Served on a committee for some local organization	*	32	59	0.42	1.13	21
Served as an officer for some club or	*	17	36	0.28	0.70	14
Signed a petition		187	479	1.15	9.18	57
Worked for a political party	*	13	20	0.82	0.38	40
Made a speech	*	24	71	0.84	1.36	41

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Mexican/Tejano/Ranchera		1,583	5,213	2.04	100.00	100
Been an active member of any group that tries to influence public policy or government	*	15	30	0.48	0.58	24
Participated in environmental groups/causes	*	19	47	0.59	0.90	29
Engaged in fund raising		85	224	0.95	4.30	47
Recycled products		503	1,587	1.35	30.44	66
Any activity		763	2,317	1.32	44.44	65
Social Media - Follow On Social Media Sites: Political Groups		174	564	1.66	10.83	82
Politicians		183	589	1.82	11.30	89
Contributions: Political		57	140	0.89	2.69	43
Podcasts: Total Users: Listened/Last 30 Days: Politics		61	188	1.41	3.60	69
Category Influentialssm Segments: Politics I have great experience in this topic		208	597	1.32	11.46	65
Politics My family/friends trust my advice on this topic		153	503	1.86	9.65	91
Politics Super Influential Consumers	*	19	38	0.66	0.74	32
Politics Category Influential Consumers	*	34	80	0.58	1.53	28

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
News/Talk	9,058	21,723	8.50	100.00	100
Political Affiliation: Democratic	3,428	7,448	9.54	34.28	112
Republican	2,603	7,332	10.70	33.75	126
Other party	132	283	6.56	1.30	77
Independent/No party affiliation	2,895	6,660	6.36	30.66	75
Political Outlook: Very Conservative	1,563	4,412	11.55	20.31	136
Somewhat Conservative	1,768	4,595	9.24	21.15	109
Middle of the Road	2,185	5,150	5.17	23.71	61
Somewhat Liberal	2,002	4,315	10.71	19.86	126
Very Liberal	1,540	3,252	11.69	14.97	138
National Elections Always	7,021	17,138	10.50	78.89	124
Statewide Elections Always	5,741	14,132	11.53	65.05	136
Local Elections Always	4,783	11,845	11.72	54.53	138
National Elections Sometimes	621	1,421	5.59	6.54	66
Statewide Elections Sometimes	1,633	3,745	6.85	17.24	81
Local Elections Sometimes	2,348	5,514	7.93	25.38	93
National Elections Never	381	844	3.87	3.88	46
Statewide Elections Never	523	1,199	4.31	5.52	51
Local Elections Never	729	1,615	4.74	7.43	56
Civic Participation Segments: Political Change-Makers	644	1,320	16.99	6.08	200
Active Humanitarians	713	1,782	9.90	8.20	117
Donating Activists	942	2,109	20.31	9.71	239
Union Voters	627	1,524	10.19	7.02	120
Locally Active	1,056	2,576	16.84	11.86	198
Politically-Passive Traditionalists	3,066	7,755	6.74	35.70	79
Inactive Progressives	2,010	4,658	6.28	21.44	74
Public Activities: Voted in Federal, State, or Local Election	5,657	13,520	12.89	62.24	152
Written or called any politician at the state, local, or national level	2,007	4,495	18.93	20.69	223
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	427	938	23.39	4.32	275
Written something that has been published	531	1,092	17.77	5.03	209
Written an article for a magazine or newspaper	153	304	14.15	1.40	167
Attended a political rally, speech, or organized protest of any kind	763	1,619	18.43	7.45	217
Attended a public meeting on town or school affairs	1,240	2,882	16.03	13.27	189
Held or run for political office	63	119	13.40	0.55	158
Served on a committee for some local organization	1,091	2,595	18.65	11.95	219
Served as an officer for some club or	1,066	2,459	18.91	11.32	223
Signed a petition	2,342	5,169	12.45	23.80	147
Worked for a political party	259	587	24.49	2.70	288
Made a speech	528	1,269	14.98	5.84	176

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
News/Talk	9,058	21,723	8.50	100.00	100
Been an active member of any group that tries to influence public policy or government	604	1,287	20.54	5.92	242
Participated in environmental groups/causes	708	1,434	18.07	6.60	213
Engaged in fund raising	1,137	2,619	11.11	12.06	131
Recycled products	5,814	13,619	11.60	62.70	137
Any activity	7,997	18,932	10.76	87.15	127
Social Media - Follow On Social Media Sites: Political Groups	1,562	3,618	10.66	16.65	126
Politicians	1,404	3,235	9.98	14.89	117
Contributions: Political	1,043	2,443	15.39	11.24	181
Podcasts: Total Users: Listened/Last 30 Days: Politics	933	2,044	15.33	9.41	180
Category Influentialssm Segments: Politics I have great experience in this topic	2,326	5,347	11.78	24.61	139
Politics My family/friends trust my advice on this topic	1,232	2,925	10.82	13.47	127
Politics Super Influential Consumers	314	684	11.69	3.15	138
Politics Category Influential Consumers	763	1,726	12.48	7.95	147

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Oldies		686	2,023	0.79	100.00	100
Political Affiliation: Democratic		206	523	0.67	25.84	85
Republican		206	690	1.01	34.12	127
Other party	*	13	40	0.92	1.97	117
Independent/No party affiliation		261	770	0.73	38.07	93
Political Outlook: Very Conservative		111	394	1.03	19.46	130
Somewhat Conservative		161	495	1.00	24.48	126
Middle of the Road		258	724	0.73	35.79	92
Somewhat Liberal		109	296	0.73	14.63	93
Very Liberal	*	47	114	0.41	5.64	52
National Elections Always		461	1,424	0.87	70.40	110
Statewide Elections Always		363	1,119	0.91	55.33	115
Local Elections Always		314	965	0.95	47.69	121
National Elections Sometimes		65	169	0.66	8.35	84
Statewide Elections Sometimes		137	378	0.69	18.70	88
Local Elections Sometimes		173	500	0.72	24.71	91
National Elections Never	*	42	85	0.39	4.20	49
Statewide Elections Never		58	147	0.53	7.25	67
Local Elections Never		70	174	0.51	8.59	65
Civic Participation Segments: Political Change-Makers	*	20	49	0.63	2.40	79
Active Humanitarians		55	127	0.71	6.28	89
Donating Activists	*	23	54	0.52	2.65	65
Union Voters	*	44	103	0.69	5.08	87
Locally Active		63	176	1.15	8.70	146
Politically-Passive Traditionalists		315	1,017	0.88	50.26	112
Inactive Progressives		166	498	0.67	24.62	85
Public Activities: Voted in Federal, State, or Local Election		326	952	0.91	47.04	115
Written or called any politician at the state, local, or national level		78	187	0.79	9.23	99
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	18	46	1.14	2.26	144
Written something that has been published	*	19	38	0.62	1.89	78
Written an article for a magazine or newspaper	*	8	14	0.67	0.71	84
Attended a political rally, speech, or organized protest of any kind	*	17	46	0.53	2.29	67
Attended a public meeting on town or school affairs		61	180	1.00	8.87	126
Held or run for political office	*	5	13	1.44	0.63	183
Served on a committee for some local organization		62	180	1.29	8.88	163
Served as an officer for some club or	*	49	125	0.96	6.20	122
Signed a petition		104	365	0.88	18.02	111
Worked for a political party	*	5	14	0.57	0.68	72
Made a speech	*	23	75	0.88	3.68	111

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Oldies		686	2,023	0.79	100.00	100
Been an active member of any group that tries to influence public policy or government	*	21	51	0.82	2.55	104
Participated in environmental groups/causes	*	23	53	0.67	2.63	85
Engaged in fund raising		77	199	0.85	9.86	107
Recycled products		366	1,079	0.92	53.34	116
Any activity		533	1,542	0.88	76.23	111
Social Media - Follow On Social Media Sites: Political Groups		100	279	0.82	13.77	104
Politicians		98	284	0.88	14.05	111
Contributions: Political	*	47	124	0.78	6.12	99
Podcasts: Total Users: Listened/Last 30 Days: Politics	*	38	84	0.63	4.16	80
Category Influentialssm Segments: Politics I have great experience in this topic		115	381	0.84	18.83	106
Politics My family/friends trust my advice on this topic		76	242	0.89	11.94	113
Politics Super Influential Consumers	*	18	53	0.90	2.60	114
Politics Category Influential Consumers	*	37	96	0.70	4.77	88

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Public	2,357	5,341	2.09	100.00	100
Political Affiliation: Democratic	1,271	2,935	3.76	54.95	180
Republican	218	549	0.80	10.27	38
Other party *	33	69	1.60	1.29	77
Independent/No party affiliation	835	1,788	1.71	33.48	82
Political Outlook: Very Conservative	79	188	0.49	3.53	24
Somewhat Conservative	241	572	1.15	10.71	55
Middle of the Road	616	1,315	1.32	24.62	63
Somewhat Liberal	786	1,886	4.68	35.32	224
Very Liberal	635	1,379	4.96	25.82	237
National Elections Always	1,772	4,038	2.47	75.60	118
Statewide Elections Always	1,396	3,256	2.66	60.97	127
Local Elections Always	1,150	2,679	2.65	50.17	127
National Elections Sometimes	176	369	1.45	6.91	70
Statewide Elections Sometimes	479	1,009	1.85	18.90	88
Local Elections Sometimes	664	1,461	2.10	27.36	101
National Elections Never	136	252	1.15	4.71	55
Statewide Elections Never	179	327	1.18	6.13	56
Local Elections Never	230	431	1.26	8.06	61
Civic Participation Segments: Political Change-Makers	196	426	5.48	7.97	262
Active Humanitarians	182	412	2.29	7.72	110
Donating Activists	297	725	6.99	13.58	334
Union Voters	155	366	2.44	6.85	117
Locally Active	245	564	3.69	10.57	177
Politically-Passive Traditionalists	692	1,596	1.39	29.87	66
Inactive Progressives	590	1,252	1.69	23.43	81
Public Activities: Voted in Federal, State, or Local Election	1,383	3,145	3.00	58.89	144
Written or called any politician at the state, local, or national level	503	1,144	4.82	21.41	231
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	111	263	6.55	4.92	314
Written something that has been published	147	322	5.24	6.03	251
Written an article for a magazine or newspaper *	46	130	6.05	2.43	290
Attended a political rally, speech, or organized protest of any kind	228	529	6.03	9.91	288
Attended a public meeting on town or school affairs	353	783	4.35	14.66	208
Held or run for political office *	12	22	2.54	0.42	121
Served on a committee for some local organization	295	715	5.14	13.39	246
Served as an officer for some club or	232	543	4.18	10.17	200
Signed a petition	690	1,522	3.67	28.50	176
Worked for a political party	75	195	8.12	3.64	389
Made a speech	140	307	3.62	5.74	173

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Public	2,357	5,341	2.09	100.00	100
Been an active member of any group that tries to influence public policy or government	153	341	5.45	6.39	261
Participated in environmental groups/causes	272	578	7.29	10.82	349
Engaged in fund raising	325	726	3.08	13.60	148
Recycled products	1,647	3,658	3.12	68.49	149
Any activity	2,082	4,636	2.63	86.80	126
Social Media - Follow On Social Media Sites: Political Groups	417	971	2.86	18.19	137
Politicians	423	933	2.88	17.48	138
Contributions: Political	271	684	4.31	12.81	206
Podcasts: Total Users: Listened/Last 30 Days: Politics	213	443	3.32	8.29	159
Category Influentialssm Segments: Politics I have great experience in this topic	563	1,283	2.83	24.02	135
Politics My family/friends trust my advice on this topic	292	632	2.34	11.83	112
Politics Super Influential Consumers	67	132	2.26	2.48	108
Politics Category Influential Consumers	174	379	2.74	7.10	131

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Religion/Christian	6,527	16,122	6.30	100.00	100
Political Affiliation: Democratic	1,396	3,120	4.00	19.35	63
Republican	2,647	7,008	10.23	43.47	162
Other party	109	217	5.03	1.35	80
Independent/No party affiliation	2,375	5,776	5.51	35.83	87
Political Outlook: Very Conservative	1,751	4,732	12.39	29.35	197
Somewhat Conservative	1,822	4,658	9.37	28.89	149
Middle of the Road	2,095	4,843	4.86	30.04	77
Somewhat Liberal	554	1,192	2.96	7.39	47
Very Liberal	305	696	2.50	4.32	40
National Elections Always	4,237	10,656	6.53	66.10	104
Statewide Elections Always	3,139	8,096	6.60	50.22	105
Local Elections Always	2,606	6,660	6.59	41.31	105
National Elections Sometimes	670	1,549	6.10	9.61	97
Statewide Elections Sometimes	1,454	3,388	6.20	21.01	98
Local Elections Sometimes	1,844	4,513	6.49	27.99	103
National Elections Never	460	1,164	5.34	7.22	85
Statewide Elections Never	609	1,486	5.34	9.22	85
Local Elections Never	757	1,800	5.28	11.16	84
Civic Participation Segments: Political Change-Makers	206	504	6.48	3.12	103
Active Humanitarians	514	1,350	7.51	8.38	119
Donating Activists	194	474	4.57	2.94	72
Union Voters	310	799	5.34	4.95	85
Locally Active	547	1,387	9.07	8.60	144
Politically-Passive Traditionalists	3,234	8,030	6.98	49.81	111
Inactive Progressives	1,522	3,577	4.82	22.19	76
Public Activities: Voted in Federal, State, or Local Election	2,980	7,454	7.11	46.23	113
Written or called any politician at the state, local, or national level	711	1,784	7.51	11.07	119
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	106	276	6.87	1.71	109
Written something that has been published	167	346	5.63	2.15	89
Written an article for a magazine or newspaper	64	169	7.85	1.05	125
Attended a political rally, speech, or organized protest of any kind	227	569	6.48	3.53	103
Attended a public meeting on town or school affairs	601	1,562	8.68	9.69	138
Held or run for political office *	11	11	1.28	0.07	20
Served on a committee for some local organization	476	1,203	8.64	7.46	137
Served as an officer for some club or	424	1,079	8.30	6.69	132
Signed a petition	1,176	2,851	6.87	17.69	109
Worked for a political party	61	155	6.47	0.96	103
Made a speech	320	761	8.98	4.72	142

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Religion/Christian	6,527	16,122	6.30	100.00	100
Been an active member of any group that tries to influence public policy or government	182	416	6.64	2.58	105
Participated in environmental groups/causes	178	421	5.31	2.61	84
Engaged in fund raising	819	2,001	8.49	12.41	135
Recycled products	2,986	7,290	6.21	45.22	98
Any activity	4,802	11,747	6.68	72.87	106
Social Media - Follow On Social Media Sites: Political Groups	846	2,116	6.24	13.12	99
Politicians	793	1,900	5.86	11.79	93
Contributions: Political	330	871	5.49	5.41	87
Podcasts: Total Users: Listened/Last 30 Days: Politics	394	926	6.94	5.74	110
Category Influentialssm Segments: Politics I have great experience in this topic	1,065	2,472	5.45	15.34	86
Politics My family/friends trust my advice on this topic	648	1,572	5.82	9.75	92
Politics Super Influential Consumers	153	365	6.24	2.27	99
Politics Category Influential Consumers	353	810	5.85	5.02	93

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Rhythmic	3,063	6,457	2.53	100.00	100
Political Affiliation: Democratic	1,231	2,542	3.26	39.36	129
Republican	388	817	1.19	12.65	47
Other party	67	157	3.63	2.43	144
Independent/No party affiliation	1,377	2,942	2.81	45.57	111
Political Outlook: Very Conservative	285	552	1.44	8.54	57
Somewhat Conservative	484	1,020	2.05	15.80	81
Middle of the Road	1,447	3,155	3.16	48.85	125
Somewhat Liberal	522	1,037	2.57	16.06	102
Very Liberal	325	694	2.50	10.75	99
National Elections Always	1,529	3,288	2.01	50.91	80
Statewide Elections Always	1,037	2,288	1.87	35.43	74
Local Elections Always	868	1,917	1.90	29.69	75
National Elections Sometimes	379	805	3.17	12.46	125
Statewide Elections Sometimes	715	1,491	2.73	23.09	108
Local Elections Sometimes	836	1,786	2.57	27.67	102
National Elections Never	352	758	3.48	11.74	138
Statewide Elections Never	438	940	3.38	14.56	134
Local Elections Never	488	1,020	2.99	15.79	119
Civic Participation Segments: Political Change-Makers	60	99	1.27	1.53	50
Active Humanitarians	169	325	1.81	5.03	72
Donating Activists	50	141	1.36	2.19	54
Union Voters	152	341	2.28	5.28	90
Locally Active	91	185	1.21	2.87	48
Politically-Passive Traditionalists	1,519	3,203	2.78	49.60	110
Inactive Progressives	1,022	2,164	2.92	33.51	115
Public Activities: Voted in Federal, State, or Local Election	848	1,744	1.66	27.01	66
Written or called any politician at the state, local, or national level	131	254	1.07	3.93	42
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	* 32	73	1.83	1.14	73
Written something that has been published	52	92	1.50	1.43	59
Written an article for a magazine or newspaper	* 22	26	1.23	0.41	49
Attended a political rally, speech, or organized protest of any kind	84	162	1.84	2.50	73
Attended a public meeting on town or school affairs	212	465	2.59	7.20	102
Held or run for political office	* 9	10	1.18	0.16	47
Served on a committee for some local organization	74	134	0.96	2.07	38
Served as an officer for some club or	70	156	1.20	2.41	47
Signed a petition	483	1,101	2.65	17.06	105
Worked for a political party	* 17	21	0.89	0.33	35
Made a speech	85	177	2.09	2.74	83

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Rhythmic	3,063	6,457	2.53	100.00	100
Been an active member of any group that tries to* influence public policy or government	37	68	1.08	1.05	43
Participated in environmental groups/causes	70	114	1.44	1.77	57
Engaged in fund raising	282	630	2.67	9.76	106
Recycled products	1,171	2,605	2.22	40.35	88
Any activity	1,820	3,889	2.21	60.23	88
Social Media - Follow On Social Media Sites: Political Groups	355	748	2.20	11.58	87
Politicians	376	771	2.38	11.93	94
Contributions: Political	96	233	1.47	3.61	58
Podcasts: Total Users: Listened/Last 30 Days: Politics	138	300	2.25	4.64	89
Category Influentialssm Segments: Politics I have great experience in this topic	466	1,010	2.23	15.64	88
Politics My family/friends trust my advice on this topic	288	608	2.25	9.42	89
Politics Super Influential Consumers	60	111	1.90	1.72	75
Politics Category Influential Consumers	124	227	1.64	3.52	65

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Rock	3,329	8,975	3.51	100.00	100
Political Affiliation: Democratic	830	2,029	2.60	22.61	74
Republican	964	2,820	4.12	31.42	117
Other party	92	212	4.90	2.36	140
Independent/No party affiliation	1,443	3,914	3.73	43.61	106
Political Outlook: Very Conservative	359	1,147	3.00	12.78	86
Somewhat Conservative	747	2,089	4.20	23.28	120
Middle of the Road	1,379	3,724	3.74	41.49	106
Somewhat Liberal	513	1,220	3.03	13.59	86
Very Liberal	331	795	2.86	8.86	81
National Elections Always	2,170	5,905	3.62	65.80	103
Statewide Elections Always	1,531	4,117	3.36	45.87	96
Local Elections Always	1,213	3,285	3.25	36.61	93
National Elections Sometimes	382	1,011	3.98	11.27	113
Statewide Elections Sometimes	840	2,279	4.17	25.39	119
Local Elections Sometimes	1,045	2,831	4.07	31.54	116
National Elections Never	271	732	3.36	8.15	96
Statewide Elections Never	384	1,024	3.68	11.41	105
Local Elections Never	491	1,331	3.91	14.83	111
Civic Participation Segments: Political Change-Makers	107	236	3.04	2.63	87
Active Humanitarians	200	528	2.93	5.88	84
Donating Activists	97	224	2.16	2.49	61
Union Voters	215	595	3.98	6.63	113
Locally Active	190	409	2.67	4.55	76
Politically-Passive Traditionalists	1,361	3,846	3.34	42.86	95
Inactive Progressives	1,159	3,137	4.23	34.95	120
Public Activities: Voted in Federal, State, or Local Election	1,458	3,789	3.61	42.22	103
Written or called any politician at the state, local, or national level	363	887	3.74	9.88	106
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	* 44	91	2.28	1.02	65
Written something that has been published	70	138	2.24	1.53	64
Written an article for a magazine or newspaper	* 26	55	2.54	0.61	72
Attended a political rally, speech, or organized protest of any kind	117	254	2.89	2.83	82
Attended a public meeting on town or school affairs	230	560	3.11	6.24	89
Held or run for political office	* 11	18	2.05	0.20	58
Served on a committee for some local organization	144	314	2.26	3.50	64
Served as an officer for some club or	163	367	2.82	4.09	80
Signed a petition	586	1,422	3.42	15.84	98
Worked for a political party	* 26	52	2.15	0.58	61
Made a speech	113	278	3.28	3.10	93

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Rock	3,329	8,975	3.51	100.00	100
Been an active member of any group that tries to influence public policy or government	73	167	2.66	1.86	76
Participated in environmental groups/causes	125	287	3.62	3.20	103
Engaged in fund raising	348	912	3.87	10.17	110
Recycled products	1,796	4,487	3.82	50.00	109
Any activity	2,492	6,473	3.68	72.12	105
Social Media - Follow On Social Media Sites: Political Groups	528	1,399	4.12	15.59	118
Politicians	462	1,230	3.80	13.71	108
Contributions: Political	177	489	3.08	5.45	88
Podcasts: Total Users: Listened/Last 30 Days: Politics	183	457	3.43	5.09	98
Category Influentialssm Segments: Politics I have great experience in this topic	669	1,749	3.85	19.49	110
Politics My family/friends trust my advice on this topic	378	1,062	3.93	11.84	112
Politics Super Influential Consumers	93	245	4.18	2.73	119
Politics Category Influential Consumers	233	632	4.57	7.04	130

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Soft Adult Contemporary	1,914	4,570	1.79	100.00	100
Political Affiliation: Democratic	664	1,503	1.92	32.88	108
Republican	488	1,343	1.96	29.38	110
Other party	* 22	36	0.83	0.78	46
Independent/No party affiliation	740	1,689	1.61	36.96	90
Political Outlook: Very Conservative	208	574	1.50	12.55	84
Somewhat Conservative	437	1,091	2.19	23.86	123
Middle of the Road	783	1,912	1.92	41.83	107
Somewhat Liberal	317	639	1.58	13.97	89
Very Liberal	169	356	1.28	7.79	72
National Elections Always	1,244	3,095	1.90	67.72	106
Statewide Elections Always	905	2,261	1.84	49.46	103
Local Elections Always	739	1,908	1.89	41.74	106
National Elections Sometimes	195	404	1.59	8.84	89
Statewide Elections Sometimes	455	1,050	1.92	22.98	108
Local Elections Sometimes	570	1,243	1.79	27.20	100
National Elections Never	144	340	1.56	7.43	87
Statewide Elections Never	190	435	1.56	9.52	87
Local Elections Never	229	543	1.59	11.87	89
Civic Participation Segments: Political Change-Makers	58	151	1.94	3.30	108
Active Humanitarians	141	325	1.81	7.12	101
Donating Activists	73	177	1.70	3.87	95
Union Voters	149	341	2.28	7.46	128
Locally Active	116	262	1.72	5.74	96
Politically-Passive Traditionalists	861	2,205	1.92	48.25	107
Inactive Progressives	516	1,109	1.49	24.26	84
Public Activities: Voted in Federal, State, or Local Election	872	2,068	1.97	45.24	110
Written or called any politician at the state, local, or national level	195	400	1.68	8.75	94
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	* 25	49	1.21	1.06	68
Written something that has been published	* 30	66	1.08	1.45	60
Written an article for a magazine or newspaper	* 9	35	1.62	0.76	90
Attended a political rally, speech, or organized protest of any kind	56	125	1.42	2.73	79
Attended a public meeting on town or school affairs	151	341	1.90	7.47	106
Held or run for political office	* 9	12	1.37	0.26	76
Served on a committee for some local organization	106	268	1.92	5.86	108
Served as an officer for some club or	97	212	1.63	4.65	91
Signed a petition	342	784	1.89	17.15	106
Worked for a political party	* 21	46	1.93	1.01	108
Made a speech	55	96	1.13	2.10	63

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Soft Adult Contemporary	1,914	4,570	1.79	100.00	100
Been an active member of any group that tries to* influence public policy or government	47	103	1.65	2.26	92
Participated in environmental groups/causes	65	164	2.07	3.59	116
Engaged in fund raising	221	518	2.20	11.34	123
Recycled products	1,042	2,402	2.05	52.55	114
Any activity	1,449	3,381	1.92	73.97	107
Social Media - Follow On Social Media Sites: Political Groups	266	615	1.81	13.46	101
Politicians	278	644	1.99	14.08	111
Contributions: Political	121	267	1.69	5.85	94
Podcasts: Total Users: Listened/Last 30 Days: Politics	94	217	1.63	4.75	91
Category Influentialssm Segments: Politics I have great experience in this topic	310	703	1.55	15.38	87
Politics My family/friends trust my advice on this topic	193	436	1.61	9.54	90
Politics Super Influential Consumers	50	115	1.96	2.51	109
Politics Category Influential Consumers	108	237	1.72	5.19	96

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Spanish AC		1,191	3,192	1.25	100.00	100
Political Affiliation: Democratic		422	1,043	1.34	32.68	107
Republican		160	413	0.60	12.94	48
Other party	*	17	26	0.59	0.80	48
Independent/No party affiliation		592	1,710	1.63	53.58	131
Political Outlook: Very Conservative		177	528	1.38	16.55	111
Somewhat Conservative		227	642	1.29	20.12	103
Middle of the Road		508	1,321	1.33	41.39	106
Somewhat Liberal		174	435	1.08	13.62	86
Very Liberal		105	266	0.96	8.32	77
National Elections Always		551	1,405	0.86	44.02	69
Statewide Elections Always		385	1,011	0.82	31.67	66
Local Elections Always		310	793	0.79	24.85	63
National Elections Sometimes		116	266	1.05	8.34	84
Statewide Elections Sometimes		207	486	0.89	15.21	71
Local Elections Sometimes		236	600	0.86	18.81	69
National Elections Never		166	491	2.25	15.39	180
Statewide Elections Never		194	547	1.96	17.12	157
Local Elections Never		228	640	1.88	20.05	151
Civic Participation Segments: Political Change-Makers	*	20	36	0.47	1.14	37
Active Humanitarians	*	49	106	0.59	3.34	47
Donating Activists	*	24	84	0.81	2.64	65
Union Voters	*	44	107	0.72	3.36	57
Locally Active	*	42	70	0.46	2.20	37
Politically-Passive Traditionalists		692	1,916	1.66	60.02	133
Inactive Progressives		320	872	1.17	27.31	94
Public Activities: Voted in Federal, State, or Local Election		299	707	0.67	22.16	54
Written or called any politician at the state, local, or national level	*	42	67	0.28	2.09	22
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	10	41	1.02	1.28	82
Written something that has been published	*	19	35	0.57	1.10	46
Written an article for a magazine or newspaper	*	6	6	0.28	0.19	23
Attended a political rally, speech, or organized protest of any kind	*	19	30	0.35	0.95	28
Attended a public meeting on town or school affairs		81	202	1.12	6.34	90
Held or run for political office	*	3	3	0.34	0.09	27
Served on a committee for some local organization	*	38	53	0.38	1.67	31
Served as an officer for some club or	*	34	60	0.46	1.89	37
Signed a petition		141	334	0.80	10.47	64
Worked for a political party	*	3	8	0.34	0.25	27
Made a speech	*	32	129	1.53	4.05	122

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Spanish AC		1,191	3,192	1.25	100.00	100
Been an active member of any group that tries to influence public policy or government	*	10	15	0.24	0.47	19
Participated in environmental groups/causes	*	20	46	0.58	1.45	47
Engaged in fund raising		68	150	0.64	4.70	51
Recycled products		402	1,086	0.93	34.03	74
Any activity		637	1,678	0.95	52.55	76
Social Media - Follow On Social Media Sites: Political Groups		137	348	1.03	10.91	82
Politicians		140	381	1.18	11.94	94
Contributions: Political	*	38	108	0.68	3.39	55
Podcasts: Total Users: Listened/Last 30 Days: Politics		57	133	1.00	4.16	80
Category Influentialssm Segments: Politics I have great experience in this topic		177	398	0.88	12.48	70
Politics My family/friends trust my advice on this topic		135	378	1.40	11.85	112
Politics Super Influential Consumers	*	26	50	0.86	1.57	69
Politics Category Influential Consumers		58	107	0.77	3.35	62

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Sports	3,604	7,831	3.06	100.00	100
Political Affiliation: Democratic	1,190	2,442	3.13	31.18	102
Republican	981	2,414	3.52	30.83	115
Other party	57	118	2.73	1.51	89
Independent/No party affiliation	1,376	2,857	2.73	36.49	89
Political Outlook: Very Conservative	410	1,145	3.00	14.62	98
Somewhat Conservative	842	1,844	3.71	23.54	121
Middle of the Road	1,324	2,833	2.84	36.18	93
Somewhat Liberal	713	1,386	3.44	17.70	112
Very Liberal	315	624	2.24	7.97	73
National Elections Always	2,576	5,664	3.47	72.33	113
Statewide Elections Always	1,999	4,445	3.62	56.75	118
Local Elections Always	1,598	3,600	3.56	45.97	116
National Elections Sometimes	333	680	2.68	8.68	87
Statewide Elections Sometimes	768	1,583	2.90	20.21	95
Local Elections Sometimes	1,048	2,156	3.10	27.53	101
National Elections Never	204	442	2.03	5.65	66
Statewide Elections Never	283	609	2.19	7.77	71
Local Elections Never	386	825	2.42	10.53	79
Civic Participation Segments: Political Change-Makers	136	256	3.29	3.27	108
Active Humanitarians	266	606	3.37	7.74	110
Donating Activists	180	388	3.73	4.95	122
Union Voters	292	657	4.39	8.39	143
Locally Active	303	723	4.73	9.23	154
Politically-Passive Traditionalists	1,411	3,044	2.64	38.87	86
Inactive Progressives	1,016	2,158	2.91	27.56	95
Public Activities: Voted in Federal, State, or Local Election	2,065	4,436	4.23	56.65	138
Written or called any politician at the state, local, or national level	446	969	4.08	12.37	133
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	107	224	5.57	2.85	182
Written something that has been published	105	210	3.42	2.68	112
Written an article for a magazine or newspaper *	46	95	4.41	1.21	144
Attended a political rally, speech, or organized protest of any kind	155	292	3.32	3.72	108
Attended a public meeting on town or school affairs	369	728	4.05	9.30	132
Held or run for political office *	22	48	5.36	0.61	175
Served on a committee for some local organization	272	618	4.44	7.89	145
Served as an officer for some club or	270	687	5.28	8.77	172
Signed a petition	685	1,455	3.50	18.58	114
Worked for a political party	51	110	4.60	1.41	150
Made a speech	167	351	4.15	4.49	135

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Sports	3,604	7,831	3.06	100.00	100
Been an active member of any group that tries to influence public policy or government	124	255	4.07	3.26	133
Participated in environmental groups/causes	126	253	3.18	3.23	104
Engaged in fund raising	408	941	3.99	12.02	130
Recycled products	2,098	4,499	3.83	57.44	125
Any activity	2,997	6,486	3.69	82.82	120
Social Media - Follow On Social Media Sites: Political Groups	543	1,147	3.38	14.65	110
Politicians	529	1,044	3.22	13.34	105
Contributions: Political	285	578	3.65	7.39	119
Podcasts: Total Users: Listened/Last 30 Days: Politics	296	572	4.29	7.30	140
Category Influentialssm Segments: Politics I have great experience in this topic	893	1,843	4.06	23.54	133
Politics My family/friends trust my advice on this topic	495	1,016	3.76	12.98	123
Politics Super Influential Consumers	119	253	4.32	3.23	141
Politics Category Influential Consumers	291	588	4.25	7.51	139

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Tropical		772	2,044	0.80	100.00	100
Political Affiliation: Democratic		315	769	0.99	37.62	123
Republican		95	269	0.39	13.15	49
Other party	*	5	8	0.19	0.40	23
Independent/No party affiliation		357	998	0.95	48.83	119
Political Outlook: Very Conservative		135	424	1.11	20.74	139
Somewhat Conservative		128	357	0.72	17.45	90
Middle of the Road		317	858	0.86	41.95	108
Somewhat Liberal		116	263	0.65	12.84	81
Very Liberal		76	143	0.52	7.01	64
National Elections Always		320	803	0.49	39.26	61
Statewide Elections Always		216	526	0.43	25.73	54
Local Elections Always		185	468	0.46	22.91	58
National Elections Sometimes		99	275	1.08	13.45	135
Statewide Elections Sometimes		152	430	0.79	21.05	99
Local Elections Sometimes		160	416	0.60	20.34	75
National Elections Never		113	345	1.58	16.86	198
Statewide Elections Never		127	394	1.41	19.25	177
Local Elections Never		144	456	1.34	22.30	167
Civic Participation Segments: Political Change-Makers	*	11	10	0.13	0.50	17
Active Humanitarians	*	26	73	0.40	3.55	50
Donating Activists	*	9	23	0.22	1.11	27
Union Voters	*	30	84	0.56	4.13	71
Locally Active	*	18	26	0.17	1.27	21
Politically-Passive Traditionalists		487	1,287	1.12	62.97	140
Inactive Progressives		191	541	0.73	26.47	91
Public Activities: Voted in Federal, State, or Local Election		196	490	0.47	23.98	58
Written or called any politician at the state, local, or national level	*	29	59	0.25	2.87	31
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	9	13	0.33	0.65	41
Written something that has been published	*	7	11	0.17	0.51	21
Written an article for a magazine or newspaper	*	4	10	0.46	0.48	57
Attended a political rally, speech, or organized protest of any kind	*	13	30	0.34	1.46	43
Attended a public meeting on town or school affairs	*	41	73	0.41	3.57	51
Held or run for political office	*	2	1	0.16	0.07	20
Served on a committee for some local organization	*	11	20	0.14	0.97	18
Served as an officer for some club or	*	12	13	0.10	0.62	12
Signed a petition		92	179	0.43	8.77	54
Worked for a political party	*	4	4	0.18	0.21	22
Made a speech	*	15	19	0.22	0.91	28

Political by Format

		Unwgted	Weighted (000)	Horz %	Vert %	Index
Tropical		772	2,044	0.80	100.00	100
Been an active member of any group that tries to influence public policy or government	*	5	4	0.07	0.21	9
Participated in environmental groups/causes	*	9	8	0.10	0.38	12
Engaged in fund raising	*	33	60	0.26	2.96	32
Recycled products		214	507	0.43	24.78	54
Any activity		383	934	0.53	45.69	66
Social Media - Follow On Social Media Sites: Political Groups		97	239	0.70	11.68	88
Politicians		105	254	0.78	12.45	98
Contributions: Political	*	18	74	0.46	3.60	58
Podcasts: Total Users: Listened/Last 30 Days: Politics	*	25	76	0.57	3.70	71
Category Influentialssm Segments: Politics I have great experience in this topic		118	301	0.66	14.70	83
Politics My family/friends trust my advice on this topic		89	264	0.98	12.90	122
Politics Super Influential Consumers	*	14	20	0.34	0.99	43
Politics Category Influential Consumers	*	28	66	0.48	3.25	60

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Urban	9,423	19,379	7.58	100.00	100
Political Affiliation: Democratic	4,880	10,010	12.82	51.66	169
Republican	722	1,664	2.43	8.59	32
Other party	139	261	6.04	1.35	80
Independent/No party affiliation	3,682	7,444	7.10	38.41	94
Political Outlook: Very Conservative	894	1,850	4.84	9.55	64
Somewhat Conservative	1,327	2,872	5.78	14.82	76
Middle of the Road	4,480	9,313	9.34	48.06	123
Somewhat Liberal	1,581	3,198	7.94	16.50	105
Very Liberal	1,141	2,145	7.71	11.07	102
National Elections Always	5,085	10,701	6.55	55.22	86
Statewide Elections Always	3,691	7,873	6.42	40.63	85
Local Elections Always	3,247	7,018	6.95	36.21	92
National Elections Sometimes	1,056	2,122	8.35	10.95	110
Statewide Elections Sometimes	1,954	4,035	7.39	20.82	97
Local Elections Sometimes	2,271	4,570	6.57	23.58	87
National Elections Never	795	1,678	7.70	8.66	102
Statewide Elections Never	1,043	2,140	7.69	11.04	101
Local Elections Never	1,202	2,478	7.28	12.79	96
Civic Participation Segments: Political Change-Makers	244	438	5.63	2.26	74
Active Humanitarians	517	1,102	6.12	5.69	81
Donating Activists	216	477	4.60	2.46	61
Union Voters	559	1,185	7.92	6.11	105
Locally Active	407	768	5.02	3.96	66
Politically-Passive Traditionalists	4,643	9,584	8.33	49.46	110
Inactive Progressives	2,837	5,825	7.85	30.06	104
Public Activities: Voted in Federal, State, or Local Election	3,261	6,548	6.24	33.79	82
Written or called any politician at the state, local, or national level	582	1,040	4.38	5.37	58
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	123	229	5.71	1.18	75
Written something that has been published	163	280	4.56	1.45	60
Written an article for a magazine or newspaper	66	97	4.50	0.50	59
Attended a political rally, speech, or organized protest of any kind	366	709	8.07	3.66	106
Attended a public meeting on town or school affairs	738	1,372	7.63	7.08	101
Held or run for political office *	33	84	9.42	0.43	124
Served on a committee for some local organization	373	711	5.11	3.67	67
Served as an officer for some club or	317	608	4.68	3.14	62
Signed a petition	1,567	3,045	7.33	15.71	97
Worked for a political party	101	186	7.75	0.96	102
Made a speech	295	558	6.59	2.88	87

Political by Format

	Unwgted	Weighted (000)	Horz %	Vert %	Index
Urban	9,423	19,379	7.58	100.00	100
Been an active member of any group that tries to influence public policy or government	178	337	5.38	1.74	71
Participated in environmental groups/causes	253	427	5.38	2.20	71
Engaged in fund raising	921	1,884	8.00	9.72	106
Recycled products	3,420	7,061	6.01	36.43	79
Any activity	5,810	11,719	6.66	60.47	88
Social Media - Follow On Social Media Sites: Political Groups	1,029	2,108	6.21	10.88	82
Politicians	1,141	2,268	7.00	11.70	92
Contributions: Political	353	739	4.66	3.81	61
Podcasts: Total Users: Listened/Last 30 Days: Politics	329	629	4.72	3.25	62
Category Influentialssm Segments: Politics I have great experience in this topic	1,461	3,044	6.71	15.71	88
Politics My family/friends trust my advice on this topic	974	1,983	7.34	10.23	97
Politics Super Influential Consumers	180	368	6.29	1.90	83
Politics Category Influential Consumers	412	834	6.03	4.30	80

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Urban AC		3,277	6,809	2.66	100.00	100
Political Affiliation: Democratic		2,006	4,213	5.40	61.87	203
Republican		157	325	0.47	4.77	18
Other party	*	42	75	1.73	1.10	65
Independent/No party affiliation		1,072	2,197	2.10	32.26	79
Political Outlook: Very Conservative		279	648	1.70	9.51	64
Somewhat Conservative		454	952	1.91	13.98	72
Middle of the Road		1,584	3,311	3.32	48.63	125
Somewhat Liberal		608	1,243	3.08	18.26	116
Very Liberal		352	655	2.35	9.61	88
National Elections Always		1,903	3,962	2.43	58.20	91
Statewide Elections Always		1,426	2,958	2.41	43.45	91
Local Elections Always		1,309	2,725	2.70	40.02	101
National Elections Sometimes		312	648	2.55	9.52	96
Statewide Elections Sometimes		619	1,304	2.39	19.15	90
Local Elections Sometimes		710	1,467	2.11	21.55	79
National Elections Never		235	527	2.42	7.74	91
Statewide Elections Never		299	650	2.34	9.55	88
Local Elections Never		351	762	2.24	11.20	84
Civic Participation Segments: Political Change-Makers		87	163	2.10	2.39	79
Active Humanitarians		185	361	2.01	5.30	75
Donating Activists		68	140	1.35	2.05	51
Union Voters		206	445	2.98	6.54	112
Locally Active		171	303	1.98	4.45	74
Politically-Passive Traditionalists		1,685	3,596	3.12	52.82	117
Inactive Progressives		875	1,802	2.43	26.46	91
Public Activities: Voted in Federal, State, or Local Election		1,301	2,581	2.46	37.90	92
Written or called any politician at the state, local, or national level		208	356	1.50	5.22	56
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	*	42	77	1.91	1.12	72
Written something that has been published		52	104	1.70	1.53	64
Written an article for a magazine or newspaper	*	21	31	1.44	0.45	54
Attended a political rally, speech, or organized protest of any kind		125	259	2.95	3.81	111
Attended a public meeting on town or school affairs		284	541	3.01	7.95	113
Held or run for political office	*	9	20	2.26	0.29	85
Served on a committee for some local organization		153	290	2.08	4.26	78
Served as an officer for some club or		128	208	1.60	3.05	60
Signed a petition		572	1,074	2.59	15.77	97
Worked for a political party	*	39	74	3.09	1.09	116

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Urban AC	3,277	6,809	2.66	100.00	100
Made a speech	108	194	2.29	2.85	86
Been an active member of any group that tries to influence public policy or government	75	130	2.07	1.91	78
Participated in environmental groups/causes	74	122	1.54	1.80	58
Engaged in fund raising	332	668	2.83	9.80	106
Recycled products	1,180	2,370	2.02	34.80	76
Any activity	2,132	4,235	2.41	62.20	90
Social Media - Follow On Social Media Sites: Political Groups	346	709	2.09	10.41	78
Politicians	360	723	2.23	10.62	84
Contributions: Political	135	295	1.86	4.34	70
Podcasts: Total Users: Listened/Last 30 Days: Politics	100	190	1.42	2.79	54
Category Influentialssm Segments: Politics I have great experience in this topic	487	975	2.15	14.31	81
Politics My family/friends trust my advice on this topic	314	616	2.28	9.05	86
Politics Super Influential Consumers *	48	99	1.69	1.45	63
Politics Category Influential Consumers	134	251	1.81	3.68	68

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Urban Contemporary	6,549	13,010	5.09	100.00	100
Political Affiliation: Democratic	3,247	6,369	8.16	48.96	160
Republican	530	1,182	1.73	9.09	34
Other party	94	166	3.86	1.28	76
Independent/No party affiliation	2,678	5,292	5.05	40.68	99
Political Outlook: Very Conservative	631	1,205	3.16	9.27	62
Somewhat Conservative	946	1,912	3.85	14.70	76
Middle of the Road	3,135	6,413	6.43	49.29	126
Somewhat Liberal	1,043	2,027	5.03	15.58	99
Very Liberal	794	1,453	5.22	11.17	103
National Elections Always	3,390	6,967	4.27	53.55	84
Statewide Elections Always	2,406	5,038	4.11	38.72	81
Local Elections Always	2,072	4,403	4.36	33.84	86
National Elections Sometimes	780	1,494	5.88	11.49	116
Statewide Elections Sometimes	1,411	2,777	5.08	21.34	100
Local Elections Sometimes	1,637	3,195	4.59	24.56	90
National Elections Never	584	1,201	5.51	9.23	108
Statewide Elections Never	772	1,569	5.64	12.06	111
Local Elections Never	889	1,789	5.25	13.75	103
Civic Participation Segments: Political Change-Makers	163	287	3.69	2.20	73
Active Humanitarians	366	780	4.33	5.99	85
Donating Activists	128	246	2.37	1.89	47
Union Voters	394	822	5.49	6.32	108
Locally Active	258	476	3.12	3.66	61
Politically-Passive Traditionalists	3,175	6,242	5.42	47.98	107
Inactive Progressives	2,065	4,157	5.60	31.95	110
Public Activities: Voted in Federal, State, or Local Election	2,100	4,034	3.85	31.00	76
Written or called any politician at the state, local, or national level	352	604	2.54	4.64	50
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	73	123	3.07	0.95	60
Written something that has been published	104	163	2.64	1.25	52
Written an article for a magazine or newspaper *	47	70	3.26	0.54	64
Attended a political rally, speech, or organized protest of any kind	253	463	5.27	3.56	103
Attended a public meeting on town or school affairs	514	917	5.10	7.05	100
Held or run for political office *	26	64	7.19	0.49	141
Served on a committee for some local organization	235	439	3.15	3.37	62
Served as an officer for some club or	190	361	2.78	2.78	55
Signed a petition	1,115	2,121	5.11	16.30	100
Worked for a political party	59	87	3.62	0.67	71
Made a speech	204	372	4.38	2.86	86

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Urban Contemporary	6,549	13,010	5.09	100.00	100
Been an active member of any group that tries to influence public policy or government	98	186	2.96	1.43	58
Participated in environmental groups/causes	176	288	3.63	2.22	71
Engaged in fund raising	650	1,294	5.49	9.95	108
Recycled products	2,395	4,845	4.13	37.24	81
Any activity	3,977	7,787	4.43	59.85	87
Social Media - Follow On Social Media Sites: Political Groups	719	1,407	4.15	10.82	82
Politicians	823	1,592	4.91	12.24	97
Contributions: Political	219	438	2.76	3.37	54
Podcasts: Total Users: Listened/Last 30 Days: Politics	230	417	3.13	3.21	61
Category Influentialssm Segments: Politics I have great experience in this topic	1,003	2,093	4.61	16.09	91
Politics My family/friends trust my advice on this topic	677	1,325	4.90	10.19	96
Politics Super Influential Consumers	121	238	4.06	1.83	80
Politics Category Influential Consumers	272	551	3.98	4.23	78

Political by Format

		Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Variety/Other		1,920	4,704	1.84	100.00	100
Political Affiliation: Democratic		837	2,000	2.56	42.52	139
Republican		315	872	1.27	18.54	69
Other party	*	47	81	1.87	1.72	102
Independent/No party affiliation		721	1,751	1.67	37.22	91
Political Outlook: Very Conservative		171	531	1.39	11.29	76
Somewhat Conservative		292	744	1.50	15.82	81
Middle of the Road		588	1,518	1.52	32.26	83
Somewhat Liberal		459	1,074	2.67	22.84	145
Very Liberal		410	837	3.01	17.79	164
National Elections Always		1,344	3,281	2.01	69.75	109
Statewide Elections Always		1,078	2,576	2.10	54.76	114
Local Elections Always		906	2,159	2.14	45.89	116
National Elections Sometimes		158	394	1.55	8.38	84
Statewide Elections Sometimes		367	959	1.76	20.39	95
Local Elections Sometimes		506	1,291	1.86	27.44	101
National Elections Never		120	283	1.30	6.02	71
Statewide Elections Never		163	375	1.35	7.98	73
Local Elections Never		188	436	1.28	9.27	70
Civic Participation Segments: Political Change-Makers		155	366	4.72	7.79	256
Active Humanitarians		116	267	1.48	5.67	81
Donating Activists		140	350	3.37	7.43	183
Union Voters		127	274	1.83	5.83	100
Locally Active		162	383	2.51	8.15	136
Politically-Passive Traditionalists		714	1,828	1.59	38.87	86
Inactive Progressives		506	1,236	1.67	26.27	91
Public Activities: Voted in Federal, State, or Local Election		973	2,340	2.23	49.74	121
Written or called any politician at the state, local, or national level		353	758	3.19	16.11	173
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show		74	168	4.20	3.58	228
Written something that has been published		100	251	4.09	5.34	222
Written an article for a magazine or newspaper	*	28	70	3.25	1.48	177
Attended a political rally, speech, or organized protest of any kind		181	374	4.26	7.96	232
Attended a public meeting on town or school affairs		238	540	3.00	11.49	163
Held or run for political office	*	14	19	2.15	0.41	117
Served on a committee for some local organization		198	443	3.18	9.42	173
Served as an officer for some club or		158	364	2.80	7.73	152
Signed a petition		467	1,067	2.57	22.67	140
Worked for a political party	*	46	100	4.18	2.13	227
Made a speech		102	252	2.97	5.36	162

Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Variety/ Other	1,920	4,704	1.84	100.00	100
Been an active member of any group that tries to influence public policy or government	131	288	4.60	6.13	250
Participated in environmental groups/causes	186	375	4.72	7.97	257
Engaged in fund raising	227	501	2.12	10.64	115
Recycled products	1,124	2,613	2.23	55.55	121
Any activity	1,514	3,543	2.01	75.33	109
Social Media - Follow On Social Media Sites: Political Groups	296	734	2.16	15.59	118
Politicians	285	700	2.16	14.88	117
Contributions: Political	186	423	2.66	8.99	145
Podcasts: Total Users: Listened/Last 30 Days: Politics	152	334	2.51	7.11	136
Category Influentialssm Segments: Politics I have great experience in this topic	421	957	2.11	20.35	115
Politics My family/friends trust my advice on this topic	232	583	2.16	12.40	117
Politics Super Influential Consumers	67	135	2.31	2.88	126
Politics Category Influential Consumers	132	272	1.97	5.79	107