

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>AAA</b>	1,621	3,386	1.33	100.00	100
Political Affiliation: Democratic	781	1,531	1.91	45.22	144
Republican	200	462	0.68	13.66	51
Other party	22	57	1.31	1.68	99
Independent/No party affiliation	618	1,335	1.30	39.43	98
Political Outlook: Very Conservative	73	189	0.50	5.58	37
Somewhat Conservative	190	427	0.86	12.62	65
Middle of the Road	467	1,043	1.06	30.79	79
Somewhat Liberal	517	1,055	2.58	31.16	194
Very Liberal	374	672	2.45	19.85	184
National Elections Always	1,261	2,657	1.59	78.48	120
Statewide Elections Always	968	2,070	1.67	61.12	126
Local Elections Always	764	1,682	1.66	49.66	125
National Elections Sometimes	132	244	0.96	7.22	72
Statewide Elections Sometimes	368	752	1.34	22.20	101
Local Elections Sometimes	522	1,023	1.43	30.21	108
National Elections Never	65	159	0.79	4.70	59
Statewide Elections Never	100	209	0.77	6.17	58
Local Elections Never	150	324	0.96	9.56	72
Civic Participation Segments: Political Change-Makers	144	296	3.50	8.75	264
Active Humanitarians	129	256	1.29	7.56	97
Donating Activists	175	363	3.27	10.73	246
Union Voters	121	243	1.62	7.17	122
Locally Active	154	277	1.85	8.18	140
Politically-Passive Traditionalists	456	969	0.87	28.61	66
Inactive Progressives	442	982	1.32	29.00	100
Public Activities: Voted in Federal, State, or Local Election	1,252	2,554	1.79	75.42	135
Written or called any politician at the state, local, or national level	371	748	2.78	22.09	210
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	59	136	3.28	4.03	247
Written something that has been published	88	177	2.98	5.24	224
Written an article for a magazine or newspaper	25	55	2.47	1.61	186
Attended a political rally, speech, or organized protest of any kind	159	289	2.78	8.53	209
Attended a public meeting on town or school affairs	204	383	2.21	11.30	167
Held or run for political office	11	13	1.56	0.40	118
Served on a committee for some local organization	167	309	2.27	9.12	171
Served as an officer for some club or	159	260	1.98	7.69	149
Signed a petition	464	939	2.09	27.73	157
Worked for a political party	38	76	2.70	2.25	204
Made a speech	77	134	1.70	3.97	128
Been an active member of any group that tries to influence public policy or government	110	225	3.44	6.64	259

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>AAA</b>	1,621	3,386	1.33	100.00	100
Participated in environmental groups/causes	177	375	4.70	11.07	354
Engaged in fund raising	231	440	1.91	12.99	143
Recycled products	1,246	2,551	2.16	75.33	162
Any activity	1,514	3,073	1.62	90.75	122
Social Media - Follow On Social Media Sites: Political Groups	262	566	1.62	16.72	122
Politicians	258	547	1.67	16.15	125
Contributions: Political	164	375	2.09	11.08	158
Podcasts: Total Users: Listened/Last 30 Days: Politics	142	308	2.36	9.10	177
Category Influentialsm Segments: Politics I have great experience in this topic	363	765	1.62	22.60	122
Politics My family/friends trust my advice on this topic	190	379	1.36	11.21	103
Politics Super Influential Consumers	46	99	1.64	2.92	123
Politics Category Influential Consumers	116	241	1.66	7.11	125

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adult Contemporary</b>	10,969	26,180	10.27	100.00	100
Political Affiliation: Democratic	3,715	8,098	10.10	30.93	98
Republican	2,625	6,909	10.17	26.39	99
Other party	168	365	8.38	1.39	82
Independent/No party affiliation	4,461	10,809	10.55	41.29	103
Political Outlook: Very Conservative	1,131	3,195	8.39	12.20	82
Somewhat Conservative	2,116	5,183	10.45	19.80	102
Middle of the Road	4,591	11,014	11.15	42.07	109
Somewhat Liberal	2,007	4,324	10.56	16.52	103
Very Liberal	1,124	2,464	8.96	9.41	87
National Elections Always	7,107	16,971	10.16	64.82	99
Statewide Elections Always	5,010	12,182	9.86	46.53	96
Local Elections Always	4,016	9,953	9.85	38.02	96
National Elections Sometimes	1,256	2,985	11.75	11.40	114
Statewide Elections Sometimes	2,778	6,412	11.41	24.49	111
Local Elections Sometimes	3,387	7,948	11.10	30.36	108
National Elections Never	861	2,173	10.75	8.30	105
Statewide Elections Never	1,178	2,861	10.60	10.93	103
Local Elections Never	1,529	3,495	10.38	13.35	101
Civic Participation Segments: Political Change-Makers	386	789	9.32	3.01	91
Active Humanitarians	873	2,084	10.48	7.96	102
Donating Activists	404	974	8.75	3.72	85
Union Voters	716	1,642	10.93	6.27	106
Locally Active	741	1,605	10.74	6.13	105
Politically-Passive Traditionalists	4,540	11,385	10.24	43.49	100
Inactive Progressives	3,309	7,702	10.37	29.42	101
Public Activities: Voted in Federal, State, or Local Election	6,470	14,938	10.47	57.06	102
Written or called any politician at the state, local, or national level	1,168	2,517	9.36	9.61	91
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	160	339	8.15	1.30	79
Written something that has been published	247	487	8.17	1.86	80
Written an article for a magazine or newspaper	77	147	6.63	0.56	65
Attended a political rally, speech, or organized protest of any kind	454	938	9.02	3.58	88
Attended a public meeting on town or school affairs	929	1,990	11.51	7.60	112
Held or run for political office	37	78	9.04	0.30	88
Served on a committee for some local organization	656	1,424	10.47	5.44	102
Served as an officer for some club or	625	1,353	10.28	5.17	100
Signed a petition	2,149	4,961	11.02	18.95	107
Worked for a political party	89	164	5.83	0.63	57
Made a speech	346	698	8.83	2.67	86
Been an active member of any group that tries to influence public policy or government	271	552	8.43	2.11	82

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adult Contemporary</b>	10,969	26,180	10.27	100.00	100
Participated in environmental groups/causes	363	803	10.07	3.07	98
Engaged in fund raising	1,245	2,850	12.35	10.89	120
Recycled products	6,029	13,823	11.69	52.80	114
Any activity	8,784	20,376	10.74	77.83	105
Social Media - Follow On Social Media Sites: Political Groups	1,540	3,530	10.12	13.48	99
Politicians	1,504	3,379	10.29	12.91	100
Contributions: Political	661	1,576	8.79	6.02	86
Podcasts: Total Users: Listened/Last 30 Days: Politics	529	1,173	8.96	4.48	87
Category Influentialsm Segments: Politics I have great experience in this topic	1,883	4,213	8.90	16.09	87
Politics My family/friends trust my advice on this topic	1,116	2,492	8.94	9.52	87
Politics Super Influential Consumers	276	621	10.29	2.37	100
Politics Category Influential Consumers	610	1,310	9.01	5.00	88

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adult Hits</b>	1,832	4,736	1.86	100.00	100
Political Affiliation: Democratic	619	1,443	1.80	30.47	97
Republican	444	1,275	1.88	26.91	101
Other party	31	68	1.57	1.44	84
Independent/No party affiliation	738	1,950	1.90	41.18	102
Political Outlook: Very Conservative	210	661	1.74	13.96	93
Somewhat Conservative	355	899	1.81	18.98	98
Middle of the Road	713	1,890	1.91	39.91	103
Somewhat Liberal	338	763	1.86	16.11	100
Very Liberal	216	523	1.90	11.04	102
National Elections Always	1,216	3,127	1.87	66.03	101
Statewide Elections Always	899	2,322	1.88	49.03	101
Local Elections Always	724	1,899	1.88	40.09	101
National Elections Sometimes	200	486	1.91	10.25	103
Statewide Elections Sometimes	412	1,029	1.83	21.73	99
Local Elections Sometimes	521	1,339	1.87	28.28	101
National Elections Never	143	383	1.89	8.08	102
Statewide Elections Never	199	513	1.90	10.84	102
Local Elections Never	250	603	1.79	12.72	96
Civic Participation Segments: Political Change-Makers	66	124	1.47	2.62	79
Active Humanitarians	141	368	1.85	7.78	100
Donating Activists	78	226	2.03	4.77	109
Union Voters	126	313	2.08	6.61	112
Locally Active	125	282	1.89	5.96	102
Politically-Passive Traditionalists	730	1,962	1.76	41.42	95
Inactive Progressives	566	1,461	1.97	30.85	106
Public Activities: Voted in Federal, State, or Local Election	1,126	2,683	1.88	56.65	101
Written or called any politician at the state, local, or national level	217	492	1.83	10.38	98
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	29	66	1.59	1.39	85
Written something that has been published	52	112	1.89	2.37	101
Written an article for a magazine or newspaper	14	17	0.78	0.36	42
Attended a political rally, speech, or organized protest of any kind	69	136	1.31	2.88	70
Attended a public meeting on town or school affairs	147	339	1.96	7.16	105
Held or run for political office	4	8	0.98	0.18	53
Served on a committee for some local organization	101	222	1.64	4.70	88
Served as an officer for some club or	116	251	1.91	5.30	103
Signed a petition	374	917	2.04	19.37	110
Worked for a political party	13	21	0.74	0.44	40
Made a speech	55	117	1.48	2.47	80
Been an active member of any group that tries to influence public policy or government	61	125	1.92	2.65	103

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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adult Hits</b>	1,832	4,736	1.86	100.00	100
Participated in environmental groups/causes	62	155	1.95	3.28	105
Engaged in fund raising	194	480	2.08	10.13	112
Recycled products	1,046	2,515	2.13	53.10	115
Any activity	1,471	3,526	1.86	74.46	100
Social Media - Follow On Social Media Sites: Political Groups	275	717	2.05	15.13	111
Politicians	280	671	2.04	14.17	110
Contributions: Political	122	314	1.75	6.62	94
Podcasts: Total Users: Listened/Last 30 Days: Politics	90	232	1.77	4.89	95
Category Influentialsm Segments: Politics I have great experience in this topic	317	773	1.63	16.32	88
Politics My family/friends trust my advice on this topic	178	430	1.54	9.08	83
Politics Super Influential Consumers	56	123	2.04	2.60	110
Politics Category Influential Consumers	110	243	1.67	5.13	90

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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adult Standards</b>	157	482	0.19	100.00	100
Political Affiliation: Democratic	48	157	0.20	32.52	103
Republican	51	158	0.23	32.71	123
Other party	2	2	0.05	0.49	29
Independent/No party affiliation	56	165	0.16	34.28	85
Political Outlook: Very Conservative	28	84	0.22	17.35	116
Somewhat Conservative	34	116	0.23	24.01	123
Middle of the Road	53	143	0.14	29.57	76
Somewhat Liberal	22	72	0.18	14.89	93
Very Liberal	20	68	0.25	14.17	131
National Elections Always	121	386	0.23	79.98	122
Statewide Elections Always	89	275	0.22	56.98	118
Local Elections Always	71	242	0.24	50.13	126
National Elections Sometimes	13	30	0.12	6.14	62
Statewide Elections Sometimes	40	120	0.21	24.95	113
Local Elections Sometimes	51	116	0.16	24.08	86
National Elections Never	11	27	0.13	5.54	70
Statewide Elections Never	13	40	0.15	8.32	79
Local Elections Never	18	67	0.20	13.90	105
Civic Participation Segments: Political Change-Makers	7	29	0.35	6.08	183
Active Humanitarians	15	28	0.14	5.84	75
Donating Activists	6	19	0.17	3.86	89
Union Voters	5	6	0.04	1.28	22
Locally Active	16	47	0.31	9.72	166
Politically-Passive Traditionalists	58	183	0.16	38.02	87
Inactive Progressives	50	170	0.23	35.21	121
Public Activities: Voted in Federal, State, or Local Election	107	337	0.24	69.84	125
Written or called any politician at the state, local, or national level	21	64	0.24	13.22	125
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	4	12	0.29	2.51	154
Written something that has been published	5	6	0.09	1.17	50
Written an article for a magazine or newspaper	3	13	0.58	2.66	307
Attended a political rally, speech, or organized protest of any kind	13	28	0.27	5.83	143
Attended a public meeting on town or school affairs	12	35	0.20	7.28	107
Held or run for political office	2	11	1.30	2.32	686
Served on a committee for some local organization	15	40	0.29	8.20	154
Served as an officer for some club or	15	43	0.32	8.83	171
Signed a petition	35	96	0.21	19.81	112
Worked for a political party	10	45	1.59	9.29	840
Made a speech	7	20	0.25	4.14	134
Been an active member of any group that tries to influence public policy or government	8	31	0.47	6.33	247

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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adult Standards</b>	157	482	0.19	100.00	100
Participated in environmental groups/causes	9	23	0.29	4.75	152
Engaged in fund raising	15	46	0.20	9.50	105
Recycled products	85	251	0.21	52.04	112
Any activity	129	392	0.21	81.28	109
Social Media - Follow On Social Media Sites: Political Groups	19	36	0.10	7.56	55
Politicians	14	33	0.10	6.76	52
Contributions: Political	18	47	0.26	9.77	139
Podcasts: Total Users: Listened/Last 30 Days: Politics	7	19	0.14	3.87	75
Category Influentialssm Segments: Politics I have great experience in this topic	33	77	0.16	16.05	86
Politics My family/friends trust my advice on this topic	17	24	0.09	5.04	46
Politics Super Influential Consumers	1	1	0.01	0.15	6
Politics Category Influential Consumers	5	8	0.06	1.72	30



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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>All News</b>	2,739	4,995	1.96	100.00	100
Political Affiliation: Democratic	1,220	2,130	2.66	42.64	136
Republican	583	1,171	1.72	23.43	88
Other party	36	54	1.23	1.07	63
Independent/No party affiliation	900	1,641	1.60	32.85	82
Political Outlook: Very Conservative	236	488	1.28	9.77	65
Somewhat Conservative	572	1,086	2.19	21.74	112
Middle of the Road	1,002	1,845	1.87	36.94	95
Somewhat Liberal	620	1,035	2.53	20.71	129
Very Liberal	309	541	1.97	10.84	101
National Elections Always	2,103	3,874	2.32	77.57	118
Statewide Elections Always	1,738	3,242	2.62	64.91	134
Local Elections Always	1,474	2,803	2.77	56.11	142
National Elections Sometimes	179	326	1.28	6.53	66
Statewide Elections Sometimes	469	851	1.52	17.05	77
Local Elections Sometimes	661	1,153	1.61	23.08	82
National Elections Never	112	186	0.92	3.73	47
Statewide Elections Never	152	236	0.88	4.73	45
Local Elections Never	209	365	1.09	7.32	55
Civic Participation Segments: Political Change-Makers	124	214	2.53	4.29	129
Active Humanitarians	284	569	2.86	11.39	146
Donating Activists	218	355	3.19	7.11	163
Union Voters	275	513	3.41	10.26	174
Locally Active	268	494	3.30	9.88	169
Politically-Passive Traditionalists	898	1,703	1.53	34.10	78
Inactive Progressives	672	1,147	1.54	22.97	79
Public Activities: Voted in Federal, State, or Local Election	2,082	3,763	2.64	75.35	135
Written or called any politician at the state, local, or national level	505	902	3.36	18.06	171
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	104	166	3.99	3.33	204
Written something that has been published	100	141	2.36	2.82	121
Written an article for a magazine or newspaper	36	52	2.34	1.03	119
Attended a political rally, speech, or organized protest of any kind	157	269	2.58	5.38	132
Attended a public meeting on town or school affairs	289	447	2.59	8.95	132
Held or run for political office	13	16	1.91	0.33	97
Served on a committee for some local organization	254	460	3.39	9.22	173
Served as an officer for some club or	253	466	3.54	9.32	181
Signed a petition	681	1,251	2.78	25.05	142
Worked for a political party	67	121	4.29	2.42	219
Made a speech	125	185	2.34	3.71	120
Been an active member of any group that tries to influence public policy or government	120	228	3.48	4.56	178

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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>All News</b>	2,739	4,995	1.96	100.00	100
Participated in environmental groups/causes	133	194	2.43	3.88	124
Engaged in fund raising	299	527	2.28	10.56	117
Recycled products	1,673	3,043	2.57	60.92	131
Any activity	2,470	4,444	2.34	88.98	120
Social Media - Follow On Social Media Sites: Political Groups	415	725	2.08	14.51	106
Politicians	388	684	2.08	13.69	106
Contributions: Political	364	687	3.83	13.76	196
Podcasts: Total Users: Listened/Last 30 Days: Politics	207	344	2.63	6.89	134
Category Influentialssm Segments: Politics I have great experience in this topic	727	1,240	2.62	24.83	134
Politics My family/friends trust my advice on this topic	395	683	2.45	13.67	125
Politics Super Influential Consumers	97	179	2.96	3.58	151
Politics Category Influential Consumers	225	386	2.65	7.72	135

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>All Talk</b>	1,059	2,689	1.05	100.00	100
Political Affiliation: Democratic	218	536	0.67	19.95	63
Republican	439	1,145	1.69	42.60	160
Other party	21	39	0.89	1.44	85
Independent/No party affiliation	381	968	0.94	36.01	90
Political Outlook: Very Conservative	308	855	2.25	31.81	213
Somewhat Conservative	306	693	1.40	25.76	132
Middle of the Road	282	787	0.80	29.28	76
Somewhat Liberal	99	219	0.53	8.14	51
Very Liberal	64	135	0.49	5.02	47
National Elections Always	813	2,092	1.25	77.80	119
Statewide Elections Always	663	1,688	1.37	62.80	130
Local Elections Always	551	1,459	1.44	54.25	137
National Elections Sometimes	68	148	0.58	5.51	55
Statewide Elections Sometimes	185	462	0.82	17.16	78
Local Elections Sometimes	268	621	0.87	23.10	82
National Elections Never	46	110	0.55	4.10	52
Statewide Elections Never	62	152	0.56	5.65	53
Local Elections Never	88	213	0.63	7.93	60
Civic Participation Segments: Political Change-Makers	48	92	1.08	3.41	103
Active Humanitarians	72	157	0.79	5.85	75
Donating Activists	44	138	1.24	5.13	118
Union Voters	86	187	1.24	6.94	118
Locally Active	100	271	1.81	10.06	172
Politically-Passive Traditionalists	442	1,264	1.14	47.03	108
Inactive Progressives	267	580	0.78	21.58	74
Public Activities: Voted in Federal, State, or Local Election	784	1,882	1.32	69.98	125
Written or called any politician at the state, local, or national level	242	568	2.11	21.13	200
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	50	94	2.25	3.49	214
Written something that has been published	31	63	1.06	2.36	101
Written an article for a magazine or newspaper	13	33	1.48	1.22	141
Attended a political rally, speech, or organized protest of any kind	60	156	1.50	5.79	142
Attended a public meeting on town or school affairs	130	297	1.72	11.06	163
Held or run for political office	3	4	0.52	0.17	49
Served on a committee for some local organization	93	214	1.57	7.95	149
Served as an officer for some club or	96	272	2.07	10.13	196
Signed a petition	280	589	1.31	21.90	124
Worked for a political party	20	43	1.54	1.61	146
Made a speech	47	156	1.97	5.78	187
Been an active member of any group that tries to influence public policy or government	37	90	1.37	3.33	130

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>All Talk</b>	1,059	2,689	1.05	100.00	100
Participated in environmental groups/causes	36	70	0.88	2.60	83
Engaged in fund raising	105	271	1.17	10.07	111
Recycled products	590	1,470	1.24	54.69	118
Any activity	943	2,356	1.24	87.61	118
Social Media - Follow On Social Media Sites: Political Groups	193	447	1.28	16.62	121
Politicians	158	446	1.36	16.58	129
Contributions: Political	117	291	1.62	10.82	154
Podcasts: Total Users: Listened/Last 30 Days: Politics	120	280	2.14	10.41	203
Category Influentialsm Segments: Politics I have great experience in this topic	314	765	1.62	28.46	153
Politics My family/friends trust my advice on this topic	174	408	1.46	15.17	139
Politics Super Influential Consumers	36	82	1.36	3.07	129
Politics Category Influential Consumers	96	213	1.46	7.90	139

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Alternative</b>	4,764	10,376	4.07	100.00	100
Political Affiliation: Democratic	1,885	3,824	4.77	36.86	117
Republican	911	2,097	3.09	20.21	76
Other party	99	219	5.04	2.11	124
Independent/No party affiliation	1,869	4,236	4.13	40.82	102
Political Outlook: Very Conservative	374	924	2.42	8.90	60
Somewhat Conservative	744	1,725	3.48	16.62	85
Middle of the Road	1,643	3,761	3.81	36.24	94
Somewhat Liberal	1,163	2,291	5.59	22.08	137
Very Liberal	840	1,676	6.10	16.15	150
National Elections Always	3,320	7,117	4.26	68.58	105
Statewide Elections Always	2,402	5,312	4.30	51.19	106
Local Elections Always	1,881	4,186	4.14	40.34	102
National Elections Sometimes	489	1,062	4.18	10.23	103
Statewide Elections Sometimes	1,174	2,451	4.36	23.62	107
Local Elections Sometimes	1,530	3,183	4.45	30.67	109
National Elections Never	316	758	3.75	7.31	92
Statewide Elections Never	447	1,011	3.75	9.75	92
Local Elections Never	596	1,360	4.04	13.11	99
Civic Participation Segments: Political Change-Makers	303	673	7.95	6.49	195
Active Humanitarians	363	772	3.88	7.44	95
Donating Activists	295	597	5.36	5.75	132
Union Voters	323	673	4.48	6.49	110
Locally Active	349	690	4.61	6.65	113
Politically-Passive Traditionalists	1,618	3,611	3.25	34.80	80
Inactive Progressives	1,513	3,361	4.53	32.39	111
Public Activities: Voted in Federal, State, or Local Election	3,180	6,663	4.67	64.22	115
Written or called any politician at the state, local, or national level	788	1,590	5.92	15.32	145
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	107	226	5.42	2.17	133
Written something that has been published	202	373	6.26	3.59	154
Written an article for a magazine or newspaper	49	94	4.25	0.90	104
Attended a political rally, speech, or organized protest of any kind	334	659	6.34	6.35	156
Attended a public meeting on town or school affairs	452	932	5.39	8.98	132
Held or run for political office	21	27	3.13	0.26	77
Served on a committee for some local organization	332	672	4.94	6.48	121
Served as an officer for some club or	326	630	4.78	6.07	118
Signed a petition	1,226	2,595	5.76	25.01	142
Worked for a political party	72	145	5.14	1.40	126
Made a speech	210	422	5.34	4.06	131
Been an active member of any group that tries to influence public policy or government	208	454	6.94	4.38	171

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Alternative</b>	4,764	10,376	4.07	100.00	100
Participated in environmental groups/causes	327	712	8.92	6.86	219
Engaged in fund raising	615	1,314	5.69	12.67	140
Recycled products	3,162	6,724	5.69	64.81	140
Any activity	4,143	8,748	4.61	84.31	113
Social Media - Follow On Social Media Sites: Political Groups	756	1,560	4.47	15.03	110
Politicians	770	1,546	4.71	14.90	116
Contributions: Political	345	734	4.09	7.07	101
Podcasts: Total Users: Listened/Last 30 Days: Politics	353	727	5.56	7.01	137
Category Influentialsm Segments: Politics I have great experience in this topic	982	2,101	4.44	20.25	109
Politics My family/friends trust my advice on this topic	575	1,196	4.29	11.52	105
Politics Super Influential Consumers	155	321	5.31	3.09	130
Politics Category Influential Consumers	343	703	4.84	6.78	119

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>CHR</b>	12,208	28,578	11.21	100.00	100
Political Affiliation: Democratic	4,547	9,784	12.20	34.23	109
Republican	2,281	5,974	8.80	20.90	78
Other party	197	438	10.06	1.53	90
Independent/No party affiliation	5,183	12,383	12.08	43.33	108
Political Outlook: Very Conservative	979	2,461	6.46	8.61	58
Somewhat Conservative	2,022	5,191	10.46	18.17	93
Middle of the Road	5,503	13,018	13.18	45.55	118
Somewhat Liberal	2,255	4,727	11.54	16.54	103
Very Liberal	1,449	3,181	11.58	11.13	103
National Elections Always	6,989	16,317	9.77	57.10	87
Statewide Elections Always	4,579	10,696	8.66	37.43	77
Local Elections Always	3,555	8,236	8.15	28.82	73
National Elections Sometimes	1,540	3,676	14.48	12.86	129
Statewide Elections Sometimes	3,146	7,309	13.01	25.58	116
Local Elections Sometimes	3,754	8,846	12.36	30.95	110
National Elections Never	1,204	2,981	14.75	10.43	132
Statewide Elections Never	1,644	3,981	14.75	13.93	132
Local Elections Never	2,041	4,931	14.65	17.26	131
Civic Participation Segments: Political Change-Makers	362	720	8.51	2.52	76
Active Humanitarians	874	2,025	10.18	7.08	91
Donating Activists	298	775	6.97	2.71	62
Union Voters	703	1,703	11.34	5.96	101
Locally Active	533	1,093	7.31	3.83	65
Politically-Passive Traditionalists	5,271	12,622	11.35	44.17	101
Inactive Progressives	4,167	9,640	12.98	33.73	116
Public Activities: Voted in Federal, State, or Local Election	5,961	13,436	9.41	47.02	84
Written or called any politician at the state, local, or national level	875	1,820	6.77	6.37	60
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	113	211	5.07	0.74	45
Written something that has been published	237	475	7.98	1.66	71
Written an article for a magazine or newspaper	77	185	8.39	0.65	75
Attended a political rally, speech, or organized protest of any kind	468	951	9.14	3.33	82
Attended a public meeting on town or school affairs	890	1,919	11.10	6.72	99
Held or run for political office	22	41	4.76	0.14	42
Served on a committee for some local organization	469	953	7.01	3.33	63
Served as an officer for some club or	427	894	6.80	3.13	61
Signed a petition	2,272	5,082	11.29	17.78	101
Worked for a political party	90	167	5.91	0.58	53
Made a speech	365	772	9.77	2.70	87
Been an active member of any group that tries to influence public policy or government	216	453	6.92	1.58	62

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>CHR</b>	12,208	28,578	11.21	100.00	100
Participated in environmental groups/causes	346	722	9.05	2.53	81
Engaged in fund raising	1,305	2,877	12.46	10.07	111
Recycled products	5,799	13,272	11.23	46.44	100
Any activity	8,859	20,339	10.72	71.17	96
Social Media - Follow On Social Media Sites: Political Groups	1,669	3,747	10.74	13.11	96
Politicians	1,679	3,783	11.52	13.24	103
Contributions: Political	541	1,241	6.92	4.34	62
Podcasts: Total Users: Listened/Last 30 Days: Politics	572	1,278	9.77	4.47	87
Category Influentialsm Segments: Politics I have great experience in this topic	1,985	4,608	9.73	16.13	87
Politics My family/friends trust my advice on this topic	1,305	2,929	10.51	10.25	94
Politics Super Influential Consumers	308	685	11.33	2.40	101
Politics Category Influential Consumers	667	1,414	9.73	4.95	87



## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Classic Hits</b>	4,569	11,715	4.60	100.00	100
Political Affiliation: Democratic	1,400	3,258	4.06	27.81	88
Republican	1,341	3,849	5.67	32.86	123
Other party	66	133	3.06	1.14	67
Independent/No party affiliation	1,762	4,474	4.37	38.19	95
Political Outlook: Very Conservative	612	1,717	4.51	14.66	98
Somewhat Conservative	999	2,699	5.44	23.04	118
Middle of the Road	1,777	4,676	4.73	39.91	103
Somewhat Liberal	760	1,691	4.13	14.43	90
Very Liberal	421	932	3.39	7.96	74
National Elections Always	3,260	8,408	5.03	71.78	110
Statewide Elections Always	2,446	6,251	5.06	53.36	110
Local Elections Always	1,948	5,127	5.07	43.77	110
National Elections Sometimes	443	1,228	4.84	10.49	105
Statewide Elections Sometimes	1,053	2,819	5.02	24.07	109
Local Elections Sometimes	1,426	3,664	5.12	31.27	111
National Elections Never	279	683	3.38	5.83	74
Statewide Elections Never	396	1,000	3.70	8.53	81
Local Elections Never	509	1,247	3.70	10.64	81
Civic Participation Segments: Political Change-Makers	147	308	3.64	2.63	79
Active Humanitarians	376	1,009	5.07	8.61	110
Donating Activists	233	557	5.01	4.75	109
Union Voters	311	717	4.77	6.12	104
Locally Active	364	902	6.03	7.70	131
Politically-Passive Traditionalists	1,864	5,125	4.61	43.75	100
Inactive Progressives	1,274	3,097	4.17	26.44	91
Public Activities: Voted in Federal, State, or Local Election	2,998	7,312	5.12	62.42	111
Written or called any politician at the state, local, or national level	619	1,418	5.28	12.10	115
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	89	200	4.79	1.70	104
Written something that has been published	109	254	4.27	2.17	93
Written an article for a magazine or newspaper	35	84	3.82	0.72	83
Attended a political rally, speech, or organized protest of any kind	189	396	3.81	3.38	83
Attended a public meeting on town or school affairs	393	876	5.07	7.48	110
Held or run for political office	16	50	5.80	0.43	126
Served on a committee for some local organization	302	746	5.49	6.37	119
Served as an officer for some club or	317	717	5.45	6.12	119
Signed a petition	932	2,127	4.73	18.16	103
Worked for a political party	54	130	4.62	1.11	101
Made a speech	138	316	4.00	2.70	87
Been an active member of any group that tries to influence public policy or government	121	247	3.78	2.11	82

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Classic Hits</b>	4,569	11,715	4.60	100.00	100
Participated in environmental groups/causes	161	303	3.80	2.59	83
Engaged in fund raising	482	1,135	4.92	9.69	107
Recycled products	2,629	6,381	5.40	54.47	117
Any activity	3,838	9,495	5.01	81.05	109
Social Media - Follow On Social Media Sites: Political Groups	681	1,628	4.67	13.89	102
Politicians	623	1,554	4.73	13.27	103
Contributions: Political	344	910	5.07	7.77	110
Podcasts: Total Users: Listened/Last 30 Days: Politics	201	379	2.89	3.23	63
Category Influentialsm Segments: Politics I have great experience in this topic	939	2,340	4.94	19.97	108
Politics My family/friends trust my advice on this topic	525	1,358	4.87	11.59	106
Politics Super Influential Consumers	126	309	5.11	2.64	111
Politics Category Influential Consumers	307	800	5.51	6.83	120

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Classic Rock</b>	5,010	13,543	5.31	100.00	100
Political Affiliation: Democratic	1,386	3,255	4.06	24.03	76
Republican	1,495	4,395	6.47	32.46	122
Other party	80	207	4.76	1.53	90
Independent/No party affiliation	2,049	5,685	5.55	41.98	104
Political Outlook: Very Conservative	683	2,090	5.49	15.43	103
Somewhat Conservative	1,091	2,996	6.04	22.12	114
Middle of the Road	1,985	5,585	5.65	41.24	106
Somewhat Liberal	787	1,857	4.53	13.71	85
Very Liberal	464	1,015	3.69	7.49	70
National Elections Always	3,543	9,482	5.68	70.01	107
Statewide Elections Always	2,613	7,004	5.67	51.72	107
Local Elections Always	2,067	5,693	5.63	42.04	106
National Elections Sometimes	493	1,292	5.09	9.54	96
Statewide Elections Sometimes	1,156	3,104	5.52	22.92	104
Local Elections Sometimes	1,552	4,048	5.65	29.89	106
National Elections Never	326	917	4.54	6.77	85
Statewide Elections Never	480	1,305	4.84	9.64	91
Local Elections Never	614	1,621	4.81	11.97	91
Civic Participation Segments: Political Change-Makers	182	445	5.26	3.29	99
Active Humanitarians	376	1,114	5.60	8.23	105
Donating Activists	222	565	5.08	4.17	96
Union Voters	385	993	6.61	7.33	124
Locally Active	308	762	5.10	5.63	96
Politically-Passive Traditionalists	2,048	5,684	5.11	41.97	96
Inactive Progressives	1,489	3,980	5.36	29.39	101
Public Activities: Voted in Federal, State, or Local Election	3,215	8,427	5.90	62.22	111
Written or called any politician at the state, local, or national level	679	1,586	5.90	11.71	111
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	88	200	4.79	1.47	90
Written something that has been published	109	269	4.51	1.98	85
Written an article for a magazine or newspaper	40	99	4.46	0.73	84
Attended a political rally, speech, or organized protest of any kind	213	520	5.00	3.84	94
Attended a public meeting on town or school affairs	402	960	5.55	7.09	105
Held or run for political office	19	36	4.16	0.26	78
Served on a committee for some local organization	273	685	5.04	5.06	95
Served as an officer for some club or	275	672	5.11	4.97	96
Signed a petition	999	2,508	5.57	18.52	105
Worked for a political party	52	92	3.26	0.68	61
Made a speech	156	383	4.84	2.83	91
Been an active member of any group that tries to influence public policy or government	133	333	5.08	2.46	96

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Classic Rock</b>	5,010	13,543	5.31	100.00	100
Participated in environmental groups/causes	182	452	5.66	3.34	107
Engaged in fund raising	503	1,406	6.09	10.38	115
Recycled products	2,915	7,553	6.39	55.77	120
Any activity	4,137	10,908	5.75	80.55	108
Social Media - Follow On Social Media Sites: Political Groups	771	2,059	5.90	15.21	111
Politicians	707	1,806	5.50	13.33	104
Contributions: Political	352	922	5.14	6.81	97
Podcasts: Total Users: Listened/Last 30 Days: Politics	283	696	5.32	5.14	100
Category Influentialsm Segments: Politics I have great experience in this topic	1,098	2,831	5.98	20.90	113
Politics My family/friends trust my advice on this topic	588	1,522	5.46	11.24	103
Politics Super Influential Consumers	124	299	4.95	2.21	93
Politics Category Influential Consumers	326	836	5.76	6.18	108

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Classical</b>	1,946	4,179	1.64	100.00	100
Political Affiliation: Democratic	969	2,015	2.51	48.22	153
Republican	294	653	0.96	15.62	59
Other party	39	84	1.93	2.01	118
Independent/No party affiliation	644	1,427	1.39	34.15	85
Political Outlook: Very Conservative	150	351	0.92	8.39	56
Somewhat Conservative	287	637	1.28	15.24	78
Middle of the Road	464	968	0.98	23.17	60
Somewhat Liberal	598	1,265	3.09	30.27	188
Very Liberal	447	958	3.49	22.93	213
National Elections Always	1,556	3,388	2.03	81.07	124
Statewide Elections Always	1,256	2,795	2.26	66.88	138
Local Elections Always	1,043	2,372	2.35	56.78	143
National Elections Sometimes	104	181	0.71	4.32	43
Statewide Elections Sometimes	340	686	1.22	16.41	74
Local Elections Sometimes	512	1,040	1.45	24.88	89
National Elections Never	78	152	0.75	3.64	46
Statewide Elections Never	111	194	0.72	4.64	44
Local Elections Never	150	259	0.77	6.20	47
Civic Participation Segments: Political Change-Makers	193	410	4.84	9.81	296
Active Humanitarians	172	369	1.85	8.83	113
Donating Activists	300	686	6.17	16.42	376
Union Voters	136	285	1.90	6.83	116
Locally Active	222	471	3.15	11.27	192
Politically-Passive Traditionalists	525	1,190	1.07	28.49	65
Inactive Progressives	398	767	1.03	18.36	63
Public Activities: Voted in Federal, State, or Local Election	1,508	3,190	2.24	76.34	136
Written or called any politician at the state, local, or national level	524	1,150	4.28	27.52	261
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	125	305	7.32	7.29	447
Written something that has been published	148	317	5.32	7.58	325
Written an article for a magazine or newspaper	52	127	5.74	3.04	350
Attended a political rally, speech, or organized protest of any kind	176	343	3.30	8.22	201
Attended a public meeting on town or school affairs	253	556	3.21	13.30	196
Held or run for political office	6	10	1.17	0.24	71
Served on a committee for some local organization	272	582	4.28	13.93	261
Served as an officer for some club or	268	579	4.40	13.86	268
Signed a petition	575	1,168	2.60	27.96	158
Worked for a political party	84	213	7.56	5.10	461
Made a speech	128	269	3.41	6.44	208
Been an active member of any group that tries to influence public policy or government	170	375	5.74	8.98	350

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Classical</b>	1,946	4,179	1.64	100.00	100
Participated in environmental groups/causes	236	501	6.27	11.98	383
Engaged in fund raising	258	579	2.51	13.86	153
Recycled products	1,361	2,900	2.45	69.39	150
Any activity	1,795	3,822	2.01	91.45	123
Social Media - Follow On Social Media Sites: Political Groups	314	633	1.81	15.14	111
Politicians	292	587	1.79	14.04	109
Contributions: Political	280	620	3.46	14.84	211
Podcasts: Total Users: Listened/Last 30 Days: Politics	144	287	2.20	6.88	134
Category Influentialsm Segments: Politics I have great experience in this topic	508	1,022	2.16	24.47	132
Politics My family/friends trust my advice on this topic	258	536	1.92	12.82	117
Politics Super Influential Consumers	60	117	1.93	2.80	118
Politics Category Influential Consumers	143	277	1.91	6.63	116

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Country</b>	9,637	28,170	11.05	100.00	100
Political Affiliation: Democratic	1,916	5,097	6.35	18.09	58
Republican	3,971	12,530	18.45	44.48	167
Other party	132	318	7.30	1.13	66
Independent/No party affiliation	3,618	10,225	9.98	36.30	90
Political Outlook: Very Conservative	1,768	5,771	15.15	20.49	137
Somewhat Conservative	2,459	7,182	14.47	25.49	131
Middle of the Road	3,879	11,437	11.58	40.60	105
Somewhat Liberal	1,040	2,650	6.47	9.41	59
Very Liberal	491	1,129	4.11	4.01	37
National Elections Always	6,418	18,843	11.28	66.89	102
Statewide Elections Always	4,530	13,459	10.89	47.78	99
Local Elections Always	3,645	10,926	10.81	38.79	98
National Elections Sometimes	1,055	3,112	12.25	11.05	111
Statewide Elections Sometimes	2,443	7,031	12.51	24.96	113
Local Elections Sometimes	3,025	8,795	12.29	31.22	111
National Elections Never	802	2,285	11.31	8.11	102
Statewide Elections Never	1,101	3,097	11.47	10.99	104
Local Elections Never	1,388	3,861	11.47	13.70	104
Civic Participation Segments: Political Change-Makers	230	647	7.64	2.30	69
Active Humanitarians	754	2,299	11.56	8.16	105
Donating Activists	272	890	8.00	3.16	72
Union Voters	566	1,595	10.61	5.66	96
Locally Active	733	1,975	13.21	7.01	120
Politically-Passive Traditionalists	4,246	12,767	11.48	45.32	104
Inactive Progressives	2,836	7,998	10.77	28.39	97
Public Activities: Voted in Federal, State, or Local Election	5,586	15,940	11.17	56.59	101
Written or called any politician at the state, local, or national level	904	2,487	9.26	8.83	84
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	111	344	8.26	1.22	75
Written something that has been published	158	417	7.01	1.48	63
Written an article for a magazine or newspaper	52	132	5.95	0.47	54
Attended a political rally, speech, or organized protest of any kind	277	742	7.13	2.63	65
Attended a public meeting on town or school affairs	790	2,023	11.70	7.18	106
Held or run for political office	33	105	12.14	0.37	110
Served on a committee for some local organization	621	1,572	11.56	5.58	105
Served as an officer for some club or	584	1,610	12.23	5.72	111
Signed a petition	1,565	4,341	9.64	15.41	87
Worked for a political party	75	191	6.77	0.68	61
Made a speech	267	650	8.22	2.31	74
Been an active member of any group that tries to influence public policy or government	198	561	8.58	1.99	78

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Country</b>	9,637	28,170	11.05	100.00	100
Participated in environmental groups/causes	209	506	6.34	1.80	57
Engaged in fund raising	1,049	2,898	12.56	10.29	114
Recycled products	4,531	12,517	10.59	44.44	96
Any activity	7,395	20,994	11.07	74.53	100
Social Media - Follow On Social Media Sites: Political Groups	1,317	3,746	10.74	13.30	97
Politicians	1,242	3,400	10.35	12.07	94
Contributions: Political	531	1,541	8.59	5.47	78
Podcasts: Total Users: Listened/Last 30 Days: Politics	434	1,037	7.93	3.68	72
Category Influentialsm Segments: Politics I have great experience in this topic	1,590	4,419	9.33	15.69	84
Politics My family/friends trust my advice on this topic	914	2,547	9.14	9.04	83
Politics Super Influential Consumers	226	611	10.10	2.17	91
Politics Category Influential Consumers	496	1,334	9.18	4.73	83



## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Ethnic</b>	330	716	0.28	100.00	100
Political Affiliation: Democratic	110	234	0.29	32.76	104
Republican	64	157	0.23	21.91	82
Other party	6	21	0.49	2.99	175
Independent/No party affiliation	150	303	0.30	42.33	105
Political Outlook: Very Conservative	33	85	0.22	11.93	80
Somewhat Conservative	76	167	0.34	23.32	120
Middle of the Road	135	271	0.27	37.90	98
Somewhat Liberal	51	121	0.30	16.91	105
Very Liberal	35	71	0.26	9.94	92
National Elections Always	164	353	0.21	49.35	75
Statewide Elections Always	123	276	0.22	38.50	79
Local Elections Always	113	256	0.25	35.81	90
National Elections Sometimes	43	94	0.37	13.16	132
Statewide Elections Sometimes	72	161	0.29	22.45	102
Local Elections Sometimes	77	158	0.22	22.13	79
National Elections Never	29	68	0.34	9.54	120
Statewide Elections Never	36	76	0.28	10.60	100
Local Elections Never	42	97	0.29	13.56	103
Civic Participation Segments: Political Change-Makers	12	28	0.33	3.86	116
Active Humanitarians	23	43	0.22	5.98	77
Donating Activists	10	22	0.20	3.08	70
Union Voters	22	55	0.36	7.62	129
Locally Active	16	37	0.24	5.10	87
Politically-Passive Traditionalists	136	284	0.26	39.66	91
Inactive Progressives	111	248	0.33	34.69	119
Public Activities: Voted in Federal, State, or Local Election	167	358	0.25	50.02	89
Written or called any politician at the state, local, or national level	28	69	0.26	9.60	91
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	6	16	0.38	2.20	134
Written something that has been published	5	10	0.17	1.45	62
Written an article for a magazine or newspaper	3	4	0.17	0.52	60
Attended a political rally, speech, or organized protest of any kind	10	28	0.27	3.94	97
Attended a public meeting on town or school affairs	24	48	0.28	6.73	99
Held or run for political office	1	1	0.10	0.12	34
Served on a committee for some local organization	15	38	0.28	5.33	100
Served as an officer for some club or	17	33	0.25	4.58	89
Signed a petition	47	92	0.21	12.91	73
Worked for a political party	5	23	0.80	3.16	286
Made a speech	9	17	0.22	2.43	78
Been an active member of any group that tries to influence public policy or government	6	15	0.24	2.16	84

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Ethnic</b>	330	716	0.28	100.00	100
Participated in environmental groups/causes	16	36	0.45	5.07	162
Engaged in fund raising	29	57	0.25	7.95	88
Recycled products	128	273	0.23	38.13	82
Any activity	223	461	0.24	64.48	87
Social Media - Follow On Social Media Sites: Political Groups	41	95	0.27	13.22	97
Politicians	44	97	0.30	13.58	105
Contributions: Political	21	42	0.23	5.83	83
Podcasts: Total Users: Listened/Last 30 Days: Politics	20	33	0.25	4.55	89
Category Influentialsm Segments: Politics I have great experience in this topic	53	120	0.25	16.79	90
Politics My family/friends trust my advice on this topic	35	66	0.24	9.20	84
Politics Super Influential Consumers	4	7	0.11	0.92	39
Politics Category Influential Consumers	14	31	0.21	4.34	76

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Gospel</b>	664	1,726	0.68	100.00	100
Political Affiliation: Democratic	347	845	1.05	48.96	156
Republican	91	312	0.46	18.07	68
Other party	10	12	0.26	0.67	39
Independent/No party affiliation	216	557	0.54	32.31	80
Political Outlook: Very Conservative	105	310	0.81	17.96	120
Somewhat Conservative	116	297	0.60	17.24	89
Middle of the Road	269	649	0.66	37.60	97
Somewhat Liberal	113	325	0.79	18.85	117
Very Liberal	61	144	0.52	8.35	77
National Elections Always	428	1,185	0.71	68.70	105
Statewide Elections Always	339	941	0.76	54.51	112
Local Elections Always	302	820	0.81	47.52	120
National Elections Sometimes	62	96	0.38	5.58	56
Statewide Elections Sometimes	118	269	0.48	15.56	71
Local Elections Sometimes	143	327	0.46	18.95	67
National Elections Never	39	77	0.38	4.46	56
Statewide Elections Never	52	98	0.36	5.66	53
Local Elections Never	69	172	0.51	9.95	75
Civic Participation Segments: Political Change-Makers	20	44	0.52	2.56	77
Active Humanitarians	54	162	0.81	9.36	120
Donating Activists	14	52	0.47	3.03	70
Union Voters	27	56	0.37	3.26	55
Locally Active	41	98	0.66	5.71	97
Politically-Passive Traditionalists	356	967	0.87	56.04	128
Inactive Progressives	152	346	0.47	20.04	69
Public Activities: Voted in Federal, State, or Local Election	408	1,012	0.71	58.65	105
Written or called any politician at the state, local, or national level	62	129	0.48	7.46	71
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	8	9	0.23	0.55	34
Written something that has been published	15	31	0.52	1.80	77
Written an article for a magazine or newspaper	9	23	1.05	1.35	156
Attended a political rally, speech, or organized protest of any kind	25	41	0.40	2.39	59
Attended a public meeting on town or school affairs	68	151	0.88	8.77	129
Held or run for political office	3	6	0.75	0.38	111
Served on a committee for some local organization	35	78	0.58	4.55	85
Served as an officer for some club or	40	90	0.68	5.23	101
Signed a petition	112	260	0.58	15.09	85
Worked for a political party	9	9	0.31	0.51	46
Made a speech	40	83	1.05	4.79	155
Been an active member of any group that tries to influence public policy or government	15	36	0.55	2.08	81

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Gospel</b>	664	1,726	0.68	100.00	100
Participated in environmental groups/causes	18	27	0.33	1.55	49
Engaged in fund raising	75	182	0.79	10.53	116
Recycled products	241	611	0.52	35.42	76
Any activity	492	1,228	0.65	71.17	96
Social Media - Follow On Social Media Sites: Political Groups	61	200	0.57	11.57	85
Politicians	74	265	0.81	15.36	119
Contributions: Political	37	139	0.77	8.05	114
Podcasts: Total Users: Listened/Last 30 Days: Politics	23	62	0.47	3.58	70
Category Influentialsm Segments: Politics I have great experience in this topic	103	313	0.66	18.12	98
Politics My family/friends trust my advice on this topic	75	212	0.76	12.31	113
Politics Super Influential Consumers	11	43	0.71	2.48	105
Politics Category Influential Consumers	34	121	0.83	6.99	123

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Hispanic</b>	3,856	11,361	4.46	100.00	100
Political Affiliation: Democratic	1,391	3,873	4.83	34.09	108
Republican	561	1,508	2.22	13.28	50
Other party	57	146	3.35	1.28	75
Independent/No party affiliation	1,847	5,834	5.69	51.35	128
Political Outlook: Very Conservative	541	1,801	4.73	15.85	106
Somewhat Conservative	680	2,027	4.09	17.84	92
Middle of the Road	1,689	5,036	5.10	44.32	114
Somewhat Liberal	577	1,641	4.01	14.45	90
Very Liberal	369	857	3.12	7.54	70
National Elections Always	1,759	4,759	2.85	41.89	64
Statewide Elections Always	1,233	3,387	2.74	29.81	61
Local Elections Always	1,019	2,730	2.70	24.02	61
National Elections Sometimes	402	1,098	4.33	9.67	97
Statewide Elections Sometimes	669	1,716	3.05	15.11	69
Local Elections Sometimes	774	2,161	3.02	19.02	68
National Elections Never	560	1,902	9.41	16.74	211
Statewide Elections Never	667	2,165	8.02	19.05	180
Local Elections Never	764	2,385	7.08	20.99	159
Civic Participation Segments: Political Change-Makers	79	158	1.86	1.39	42
Active Humanitarians	191	559	2.81	4.92	63
Donating Activists	88	298	2.68	2.62	60
Union Voters	158	420	2.80	3.70	63
Locally Active	108	185	1.24	1.63	28
Politically-Passive Traditionalists	2,184	6,675	6.00	58.75	135
Inactive Progressives	1,048	3,067	4.13	27.00	93
Public Activities: Voted in Federal, State, or Local Election	1,381	3,540	2.48	31.16	56
Written or called any politician at the state, local, or national level	182	378	1.41	3.33	32
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	46	112	2.68	0.98	60
Written something that has been published	61	137	2.30	1.21	52
Written an article for a magazine or newspaper	21	77	3.46	0.67	78
Attended a political rally, speech, or organized protest of any kind	95	201	1.93	1.77	43
Attended a public meeting on town or school affairs	225	545	3.15	4.79	71
Held or run for political office	7	8	0.97	0.07	22
Served on a committee for some local organization	99	169	1.25	1.49	28
Served as an officer for some club or	92	185	1.41	1.63	32
Signed a petition	521	1,233	2.74	10.85	61
Worked for a political party	21	33	1.15	0.29	26
Made a speech	89	250	3.17	2.20	71
Been an active member of any group that tries to influence public policy or government	45	86	1.31	0.75	29

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Hispanic</b>	3,856	11,361	4.46	100.00	100
Participated in environmental groups/causes	66	133	1.67	1.17	37
Engaged in fund raising	240	617	2.67	5.43	60
Recycled products	1,295	3,612	3.06	31.79	69
Any activity	2,204	5,945	3.13	52.33	70
Social Media - Follow On Social Media Sites: Political Groups	474	1,306	3.75	11.50	84
Politicians	475	1,319	4.02	11.61	90
Contributions: Political	148	378	2.11	3.33	47
Podcasts: Total Users: Listened/Last 30 Days: Politics	177	452	3.46	3.98	78
Category Influentialsm Segments: Politics I have great experience in this topic	598	1,591	3.36	14.00	75
Politics My family/friends trust my advice on this topic	421	1,221	4.38	10.75	98
Politics Super Influential Consumers	75	174	2.89	1.54	65
Politics Category Influential Consumers	158	361	2.48	3.18	56

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Hot AC</b>	4,475	10,464	4.10	100.00	100
Political Affiliation: Democratic	1,549	3,304	4.12	31.58	100
Republican	945	2,353	3.47	22.49	84
Other party	79	170	3.92	1.63	95
Independent/No party affiliation	1,902	4,636	4.52	44.31	110
Political Outlook: Very Conservative	347	976	2.56	9.33	62
Somewhat Conservative	818	1,992	4.01	19.03	98
Middle of the Road	1,912	4,476	4.53	42.78	110
Somewhat Liberal	927	1,993	4.87	19.04	119
Very Liberal	471	1,027	3.74	9.82	91
National Elections Always	2,816	6,625	3.97	63.31	97
Statewide Elections Always	1,926	4,590	3.71	43.86	90
Local Elections Always	1,520	3,681	3.64	35.18	89
National Elections Sometimes	573	1,290	5.08	12.33	124
Statewide Elections Sometimes	1,208	2,740	4.88	26.18	119
Local Elections Sometimes	1,462	3,368	4.70	32.18	115
National Elections Never	363	893	4.42	8.53	108
Statewide Elections Never	510	1,236	4.58	11.81	112
Local Elections Never	659	1,511	4.49	14.44	109
Civic Participation Segments: Political Change-Makers	168	331	3.91	3.16	95
Active Humanitarians	368	834	4.19	7.97	102
Donating Activists	148	327	2.94	3.13	72
Union Voters	295	675	4.49	6.45	109
Locally Active	302	645	4.31	6.16	105
Politically-Passive Traditionalists	1,788	4,364	3.92	41.70	96
Inactive Progressives	1,406	3,289	4.43	31.43	108
Public Activities: Voted in Federal, State, or Local Election	2,539	5,765	4.04	55.09	98
Written or called any politician at the state, local, or national level	452	963	3.58	9.20	87
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	53	102	2.45	0.97	60
Written something that has been published	101	197	3.30	1.88	80
Written an article for a magazine or newspaper	34	78	3.51	0.74	86
Attended a political rally, speech, or organized protest of any kind	203	445	4.28	4.25	104
Attended a public meeting on town or school affairs	403	845	4.89	8.08	119
Held or run for political office	12	38	4.46	0.37	109
Served on a committee for some local organization	270	573	4.21	5.47	103
Served as an officer for some club or	248	542	4.12	5.18	100
Signed a petition	927	2,038	4.53	19.48	110
Worked for a political party	29	42	1.47	0.40	36
Made a speech	149	306	3.88	2.93	94
Been an active member of any group that tries to influence public policy or government	109	220	3.36	2.10	82

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Hot AC</b>	4,475	10,464	4.10	100.00	100
Participated in environmental groups/causes	169	346	4.34	3.31	106
Engaged in fund raising	534	1,121	4.86	10.72	118
Recycled products	2,498	5,579	4.72	53.32	115
Any activity	3,589	8,199	4.32	78.35	105
Social Media - Follow On Social Media Sites: Political Groups	632	1,399	4.01	13.37	98
Politicians	619	1,326	4.04	12.67	98
Contributions: Political	246	512	2.86	4.90	70
Podcasts: Total Users: Listened/Last 30 Days: Politics	219	466	3.56	4.45	87
Category Influentialsm Segments: Politics I have great experience in this topic	746	1,678	3.54	16.03	86
Politics My family/friends trust my advice on this topic	437	1,015	3.64	9.70	89
Politics Super Influential Consumers	108	245	4.06	2.35	99
Politics Category Influential Consumers	248	543	3.74	5.19	91



## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Jazz</b>	988	2,103	0.83	100.00	100
Political Affiliation: Democratic	572	1,203	1.50	57.22	182
Republican	92	177	0.26	8.41	32
Other party	24	56	1.29	2.67	156
Independent/No party affiliation	300	667	0.65	31.71	79
Political Outlook: Very Conservative	54	115	0.30	5.45	36
Somewhat Conservative	106	220	0.44	10.47	54
Middle of the Road	286	631	0.64	29.98	77
Somewhat Liberal	309	667	1.63	31.72	197
Very Liberal	233	471	1.71	22.38	208
National Elections Always	751	1,622	0.97	77.13	118
Statewide Elections Always	606	1,299	1.05	61.76	127
Local Elections Always	534	1,169	1.16	55.56	140
National Elections Sometimes	67	119	0.47	5.68	57
Statewide Elections Sometimes	172	375	0.67	17.83	81
Local Elections Sometimes	239	470	0.66	22.35	80
National Elections Never	36	107	0.53	5.08	64
Statewide Elections Never	50	126	0.47	5.99	57
Local Elections Never	61	166	0.49	7.88	60
Civic Participation Segments: Political Change-Makers	107	225	2.66	10.72	323
Active Humanitarians	75	159	0.80	7.58	97
Donating Activists	130	271	2.44	12.89	295
Union Voters	70	130	0.87	6.19	105
Locally Active	111	246	1.65	11.71	200
Politically-Passive Traditionalists	284	632	0.57	30.04	69
Inactive Progressives	211	439	0.59	20.88	72
Public Activities: Voted in Federal, State, or Local Election	762	1,554	1.09	73.89	132
Written or called any politician at the state, local, or national level	258	502	1.87	23.85	226
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	64	118	2.82	5.59	342
Written something that has been published	68	115	1.92	5.45	233
Written an article for a magazine or newspaper	18	35	1.57	1.65	191
Attended a political rally, speech, or organized protest of any kind	119	225	2.16	10.69	262
Attended a public meeting on town or school affairs	137	279	1.62	13.28	196
Held or run for political office	3	10	1.12	0.46	136
Served on a committee for some local organization	143	298	2.19	14.15	265
Served as an officer for some club or	138	308	2.34	14.62	283
Signed a petition	295	577	1.28	27.42	155
Worked for a political party	53	143	5.08	6.81	616
Made a speech	53	100	1.26	4.73	153
Been an active member of any group that tries to influence public policy or government	96	199	3.04	9.45	368

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Jazz</b>	988	2,103	0.83	100.00	100
Participated in environmental groups/causes	111	220	2.76	10.47	334
Engaged in fund raising	137	291	1.26	13.86	153
Recycled products	659	1,421	1.20	67.58	146
Any activity	905	1,884	0.99	89.57	120
Social Media - Follow On Social Media Sites: Political Groups	169	333	0.96	15.85	116
Politicians	155	316	0.96	15.04	117
Contributions: Political	138	303	1.69	14.40	205
Podcasts: Total Users: Listened/Last 30 Days: Politics	86	203	1.56	9.67	189
Category Influentialsm Segments: Politics I have great experience in this topic	277	554	1.17	26.36	142
Politics My family/friends trust my advice on this topic	147	286	1.03	13.60	124
Politics Super Influential Consumers	42	94	1.56	4.47	189
Politics Category Influential Consumers	89	175	1.21	8.34	146

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Mexican/Tejano/Ranchera</b>	1,438	5,007	1.96	100.00	100
Political Affiliation: Democratic	516	1,713	2.14	34.21	109
Republican	153	403	0.59	8.05	30
Other party	23	72	1.65	1.44	84
Independent/No party affiliation	746	2,819	2.75	56.30	140
Political Outlook: Very Conservative	183	659	1.73	13.17	88
Somewhat Conservative	258	843	1.70	16.83	86
Middle of the Road	642	2,306	2.33	46.05	119
Somewhat Liberal	216	789	1.93	15.76	98
Very Liberal	139	410	1.49	8.18	76
National Elections Always	595	1,764	1.06	35.23	54
Statewide Elections Always	447	1,352	1.09	27.00	56
Local Elections Always	375	1,088	1.08	21.72	55
National Elections Sometimes	151	541	2.13	10.80	108
Statewide Elections Sometimes	217	657	1.17	13.11	59
Local Elections Sometimes	272	897	1.25	17.92	64
National Elections Never	245	1,035	5.12	20.66	261
Statewide Elections Never	279	1,139	4.22	22.75	215
Local Elections Never	299	1,173	3.48	23.42	177
Civic Participation Segments: Political Change-Makers	28	59	0.70	1.18	36
Active Humanitarians	64	222	1.12	4.43	57
Donating Activists	32	119	1.07	2.37	54
Union Voters	55	181	1.20	3.61	61
Locally Active	35	64	0.43	1.27	22
Politically-Passive Traditionalists	797	2,815	2.53	56.23	129
Inactive Progressives	427	1,547	2.08	30.90	106
Public Activities: Voted in Federal, State, or Local Election	447	1,375	0.96	27.45	49
Written or called any politician at the state, local, or national level	63	157	0.58	3.13	30
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	21	51	1.23	1.02	62
Written something that has been published	19	61	1.02	1.21	52
Written an article for a magazine or newspaper	8	40	1.81	0.80	92
Attended a political rally, speech, or organized protest of any kind	49	109	1.04	2.17	53
Attended a public meeting on town or school affairs	83	243	1.41	4.86	72
Held or run for political office	2	3	0.36	0.06	18
Served on a committee for some local organization	35	70	0.52	1.40	26
Served as an officer for some club or	23	55	0.42	1.09	21
Signed a petition	181	458	1.02	9.16	52
Worked for a political party	13	23	0.81	0.46	41
Made a speech	26	86	1.09	1.71	55
Been an active member of any group that tries to influence public policy or government	17	23	0.35	0.45	18

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Mexican/Tejano/Ranchera</b>	1,438	5,007	1.96	100.00	100
Participated in environmental groups/causes	20	56	0.70	1.12	36
Engaged in fund raising	78	251	1.09	5.01	55
Recycled products	475	1,615	1.37	32.25	70
Any activity	769	2,479	1.31	49.51	67
Social Media - Follow On Social Media Sites: Political Groups	164	496	1.42	9.90	72
Politicians	173	568	1.73	11.35	88
Contributions: Political	58	125	0.70	2.50	35
Podcasts: Total Users: Listened/Last 30 Days: Politics	61	212	1.62	4.24	83
Category Influentialsm Segments: Politics I have great experience in this topic	211	651	1.38	13.01	70
Politics My family/friends trust my advice on this topic	145	436	1.56	8.70	80
Politics Super Influential Consumers	20	39	0.64	0.78	33
Politics Category Influential Consumers	37	84	0.58	1.67	29

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>News/Talk</b>	9,411	22,216	8.71	100.00	100
Political Affiliation: Democratic	3,598	7,637	9.52	34.37	109
Republican	2,669	7,327	10.79	32.98	124
Other party	134	321	7.38	1.45	85
Independent/No party affiliation	3,010	6,932	6.76	31.20	78
Political Outlook: Very Conservative	1,640	4,563	11.98	20.54	137
Somewhat Conservative	1,857	4,751	9.58	21.39	110
Middle of the Road	2,205	5,249	5.31	23.63	61
Somewhat Liberal	2,094	4,416	10.78	19.88	124
Very Liberal	1,615	3,237	11.78	14.57	135
National Elections Always	7,415	17,706	10.60	79.70	122
Statewide Elections Always	5,993	14,519	11.75	65.35	135
Local Elections Always	4,947	12,122	12.00	54.56	138
National Elections Sometimes	635	1,443	5.68	6.49	65
Statewide Elections Sometimes	1,756	3,893	6.93	17.52	80
Local Elections Sometimes	2,527	5,699	7.96	25.65	91
National Elections Never	391	913	4.52	4.11	52
Statewide Elections Never	548	1,295	4.80	5.83	55
Local Elections Never	783	1,802	5.35	8.11	61
Civic Participation Segments: Political Change-Makers	712	1,480	17.49	6.66	201
Active Humanitarians	795	1,973	9.92	8.88	114
Donating Activists	1,021	2,248	20.21	10.12	232
Union Voters	674	1,593	10.60	7.17	122
Locally Active	1,084	2,520	16.86	11.34	193
Politically-Passive Traditionalists	3,064	7,643	6.87	34.40	79
Inactive Progressives	2,061	4,759	6.41	21.42	74
Public Activities: Voted in Federal, State, or Local Election	7,367	17,219	12.06	77.51	138
Written or called any politician at the state, local, or national level	2,273	5,084	18.92	22.88	217
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	442	951	22.84	4.28	262
Written something that has been published	550	1,115	18.73	5.02	215
Written an article for a magazine or newspaper	159	341	15.43	1.54	177
Attended a political rally, speech, or organized protest of any kind	883	1,873	18.00	8.43	207
Attended a public meeting on town or school affairs	1,215	2,700	15.62	12.15	179
Held or run for political office	62	109	12.69	0.49	146
Served on a committee for some local organization	1,123	2,520	18.54	11.34	213
Served as an officer for some club or	1,097	2,501	19.00	11.26	218
Signed a petition	2,563	5,556	12.34	25.01	142
Worked for a political party	300	682	24.20	3.07	278
Made a speech	512	1,168	14.78	5.26	170
Been an active member of any group that tries to influence public policy or government	629	1,326	20.26	5.97	232

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>News/Talk</b>	9,411	22,216	8.71	100.00	100
Participated in environmental groups/causes	744	1,487	18.63	6.69	214
Engaged in fund raising	1,171	2,645	11.46	11.91	131
Recycled products	6,064	13,765	11.65	61.96	134
Any activity	8,621	20,092	10.59	90.44	122
Social Media - Follow On Social Media Sites: Political Groups	1,656	3,718	10.66	16.74	122
Politicians	1,443	3,152	9.60	14.19	110
Contributions: Political	1,173	2,635	14.70	11.86	169
Podcasts: Total Users: Listened/Last 30 Days: Politics	960	2,026	15.48	9.12	178
Category Influentialsm Segments: Politics I have great experience in this topic	2,488	5,593	11.82	25.18	136
Politics My family/friends trust my advice on this topic	1,352	3,130	11.23	14.09	129
Politics Super Influential Consumers	341	751	12.43	3.38	143
Politics Category Influential Consumers	856	1,887	12.98	8.49	149

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Oldies</b>	693	2,104	0.83	100.00	100
Political Affiliation: Democratic	209	578	0.72	27.48	87
Republican	216	698	1.03	33.18	125
Other party	10	29	0.67	1.39	82
Independent/No party affiliation	258	798	0.78	37.94	94
Political Outlook: Very Conservative	115	420	1.10	19.94	133
Somewhat Conservative	160	457	0.92	21.72	112
Middle of the Road	271	833	0.84	39.59	102
Somewhat Liberal	104	295	0.72	14.04	87
Very Liberal	43	99	0.36	4.70	44
National Elections Always	469	1,446	0.87	68.72	105
Statewide Elections Always	369	1,158	0.94	55.05	114
Local Elections Always	322	1,013	1.00	48.15	121
National Elections Sometimes	68	200	0.79	9.49	95
Statewide Elections Sometimes	139	378	0.67	17.97	82
Local Elections Sometimes	176	501	0.70	23.81	85
National Elections Never	39	112	0.56	5.34	67
Statewide Elections Never	56	186	0.69	8.83	83
Local Elections Never	67	199	0.59	9.45	72
Civic Participation Segments: Political Change-Makers	22	46	0.54	2.18	66
Active Humanitarians	56	128	0.64	6.07	78
Donating Activists	23	69	0.62	3.27	75
Union Voters	52	120	0.80	5.69	96
Locally Active	52	136	0.91	6.48	111
Politically-Passive Traditionalists	310	1,071	0.96	50.89	117
Inactive Progressives	178	535	0.72	25.43	87
Public Activities: Voted in Federal, State, or Local Election	434	1,262	0.88	59.99	107
Written or called any politician at the state, local, or national level	93	220	0.82	10.47	99
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	18	50	1.19	2.36	144
Written something that has been published	18	32	0.54	1.53	66
Written an article for a magazine or newspaper	8	16	0.71	0.75	86
Attended a political rally, speech, or organized protest of any kind	22	68	0.66	3.25	80
Attended a public meeting on town or school affairs	54	148	0.86	7.03	104
Held or run for political office	5	14	1.64	0.67	199
Served on a committee for some local organization	54	140	1.03	6.64	124
Served as an officer for some club or	42	103	0.78	4.88	95
Signed a petition	125	397	0.88	18.85	107
Worked for a political party	7	17	0.59	0.79	72
Made a speech	21	65	0.83	3.11	100
Been an active member of any group that tries to influence public policy or government	18	39	0.59	1.85	72

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Oldies</b>	693	2,104	0.83	100.00	100
Participated in environmental groups/causes	21	41	0.52	1.97	63
Engaged in fund raising	74	207	0.90	9.86	109
Recycled products	367	1,060	0.90	50.38	109
Any activity	565	1,644	0.87	78.12	105
Social Media - Follow On Social Media Sites: Political Groups	103	284	0.81	13.48	99
Politicians	94	274	0.84	13.04	101
Contributions: Political	54	114	0.64	5.41	77
Podcasts: Total Users: Listened/Last 30 Days: Politics	40	85	0.65	4.05	79
Category Influentialsm Segments: Politics I have great experience in this topic	122	364	0.77	17.28	93
Politics My family/friends trust my advice on this topic	79	227	0.81	10.77	98
Politics Super Influential Consumers	18	41	0.69	1.97	83
Politics Category Influential Consumers	40	85	0.59	4.05	71



## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Public</b>	2,559	5,719	2.24	100.00	100
Political Affiliation: Democratic	1,389	3,142	3.92	54.95	175
Republican	238	564	0.83	9.85	37
Other party	36	83	1.90	1.45	85
Independent/No party affiliation	896	1,930	1.88	33.75	84
Political Outlook: Very Conservative	92	216	0.57	3.77	25
Somewhat Conservative	273	610	1.23	10.67	55
Middle of the Road	670	1,470	1.49	25.71	66
Somewhat Liberal	854	1,962	4.79	34.31	214
Very Liberal	670	1,460	5.31	25.53	237
National Elections Always	1,951	4,377	2.62	76.53	117
Statewide Elections Always	1,503	3,446	2.79	60.26	124
Local Elections Always	1,218	2,807	2.78	49.09	124
National Elections Sometimes	182	398	1.57	6.97	70
Statewide Elections Sometimes	541	1,137	2.02	19.88	90
Local Elections Sometimes	746	1,606	2.24	28.08	100
National Elections Never	130	220	1.09	3.84	48
Statewide Elections Never	185	323	1.20	5.65	53
Local Elections Never	250	461	1.37	8.05	61
Civic Participation Segments: Political Change-Makers	253	563	6.65	9.84	296
Active Humanitarians	215	480	2.41	8.39	107
Donating Activists	321	789	7.09	13.79	316
Union Voters	161	347	2.31	6.08	103
Locally Active	262	584	3.91	10.22	174
Politically-Passive Traditionalists	731	1,647	1.48	28.79	66
Inactive Progressives	616	1,310	1.76	22.90	79
Public Activities: Voted in Federal, State, or Local Election	1,946	4,325	3.03	75.63	135
Written or called any politician at the state, local, or national level	609	1,348	5.02	23.57	224
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	125	288	6.92	5.03	308
Written something that has been published	167	341	5.73	5.96	255
Written an article for a magazine or newspaper	55	150	6.76	2.61	302
Attended a political rally, speech, or organized protest of any kind	273	626	6.02	10.95	268
Attended a public meeting on town or school affairs	350	747	4.32	13.05	192
Held or run for political office	11	20	2.31	0.35	103
Served on a committee for some local organization	328	753	5.54	13.17	247
Served as an officer for some club or	268	645	4.90	11.27	218
Signed a petition	746	1,633	3.63	28.55	162
Worked for a political party	98	223	7.91	3.90	353
Made a speech	153	334	4.23	5.85	189
Been an active member of any group that tries to influence public policy or government	185	398	6.08	6.96	271

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Public</b>	2,559	5,719	2.24	100.00	100
Participated in environmental groups/causes	295	623	7.80	10.89	348
Engaged in fund raising	362	809	3.51	14.15	156
Recycled products	1,779	3,865	3.27	67.59	146
Any activity	2,349	5,163	2.72	90.27	121
Social Media - Follow On Social Media Sites: Political Groups	450	1,071	3.07	18.73	137
Politicians	433	1,012	3.08	17.69	137
Contributions: Political	312	771	4.30	13.48	192
Podcasts: Total Users: Listened/Last 30 Days: Politics	246	486	3.71	8.49	165
Category Influentialsm Segments: Politics I have great experience in this topic	622	1,370	2.89	23.95	129
Politics My family/friends trust my advice on this topic	328	692	2.48	12.10	111
Politics Super Influential Consumers	69	138	2.29	2.42	102
Politics Category Influential Consumers	200	418	2.87	7.30	128

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Religion/Christian</b>	6,412	16,002	6.28	100.00	100
Political Affiliation: Democratic	1,355	3,112	3.88	19.45	62
Republican	2,676	7,108	10.47	44.42	167
Other party	108	237	5.44	1.48	87
Independent/No party affiliation	2,273	5,545	5.41	34.65	86
Political Outlook: Very Conservative	1,773	4,852	12.74	30.32	203
Somewhat Conservative	1,821	4,632	9.34	28.95	149
Middle of the Road	1,972	4,598	4.65	28.73	74
Somewhat Liberal	564	1,208	2.95	7.55	47
Very Liberal	282	712	2.59	4.45	41
National Elections Always	4,296	10,835	6.49	67.71	103
Statewide Elections Always	3,145	8,093	6.55	50.57	104
Local Elections Always	2,575	6,586	6.52	41.16	104
National Elections Sometimes	629	1,618	6.37	10.11	102
Statewide Elections Sometimes	1,451	3,563	6.34	22.26	101
Local Elections Sometimes	1,866	4,720	6.59	29.50	105
National Elections Never	436	1,033	5.11	6.46	81
Statewide Elections Never	600	1,425	5.28	8.90	84
Local Elections Never	750	1,771	5.26	11.06	84
Civic Participation Segments: Political Change-Makers	211	507	5.99	3.17	95
Active Humanitarians	556	1,460	7.34	9.12	117
Donating Activists	210	541	4.87	3.38	78
Union Voters	317	781	5.20	4.88	83
Locally Active	539	1,378	9.22	8.61	147
Politically-Passive Traditionalists	3,055	7,742	6.96	48.38	111
Inactive Progressives	1,524	3,593	4.84	22.46	77
Public Activities: Voted in Federal, State, or Local Election	3,930	9,688	6.79	60.54	108
Written or called any politician at the state, local, or national level	811	1,996	7.43	12.47	118
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	105	240	5.77	1.50	92
Written something that has been published	172	347	5.83	2.17	93
Written an article for a magazine or newspaper	64	168	7.60	1.05	121
Attended a political rally, speech, or organized protest of any kind	241	586	5.63	3.66	90
Attended a public meeting on town or school affairs	551	1,432	8.28	8.95	132
Held or run for political office	14	18	2.13	0.11	34
Served on a committee for some local organization	487	1,195	8.79	7.47	140
Served as an officer for some club or	419	1,064	8.09	6.65	129
Signed a petition	1,274	3,073	6.83	19.21	109
Worked for a political party	62	150	5.33	0.94	85
Made a speech	296	697	8.82	4.36	141
Been an active member of any group that tries to influence public policy or government	184	422	6.45	2.64	103

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Religion/Christian</b>	6,412	16,002	6.28	100.00	100
Participated in environmental groups/causes	168	378	4.74	2.36	76
Engaged in fund raising	783	1,892	8.20	11.82	131
Recycled products	3,044	7,568	6.40	47.29	102
Any activity	5,094	12,520	6.60	78.24	105
Social Media - Follow On Social Media Sites: Political Groups	897	2,253	6.46	14.08	103
Politicians	817	2,016	6.14	12.60	98
Contributions: Political	394	1,066	5.94	6.66	95
Podcasts: Total Users: Listened/Last 30 Days: Politics	369	851	6.50	5.32	104
Category Influentialsm Segments: Politics I have great experience in this topic	1,077	2,599	5.49	16.24	87
Politics My family/friends trust my advice on this topic	644	1,496	5.37	9.35	86
Politics Super Influential Consumers	140	353	5.84	2.20	93
Politics Category Influential Consumers	350	806	5.55	5.04	88

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Rhythmic</b>	2,986	6,580	2.58	100.00	100
Political Affiliation: Democratic	1,257	2,678	3.34	40.70	129
Republican	387	841	1.24	12.78	48
Other party	56	144	3.31	2.19	128
Independent/No party affiliation	1,286	2,917	2.85	44.33	110
Political Outlook: Very Conservative	277	553	1.45	8.41	56
Somewhat Conservative	456	1,039	2.09	15.79	81
Middle of the Road	1,389	3,131	3.17	47.58	123
Somewhat Liberal	526	1,083	2.65	16.47	103
Very Liberal	338	773	2.81	11.75	109
National Elections Always	1,576	3,471	2.08	52.76	81
Statewide Elections Always	1,052	2,397	1.94	36.43	75
Local Elections Always	860	1,939	1.92	29.47	74
National Elections Sometimes	363	822	3.24	12.49	125
Statewide Elections Sometimes	717	1,525	2.71	23.17	105
Local Elections Sometimes	843	1,891	2.64	28.74	102
National Elections Never	320	804	3.98	12.21	154
Statewide Elections Never	411	987	3.66	15.00	142
Local Elections Never	479	1,101	3.27	16.73	127
Civic Participation Segments: Political Change-Makers	67	128	1.51	1.94	59
Active Humanitarians	194	404	2.03	6.14	79
Donating Activists	56	197	1.77	3.00	69
Union Voters	147	317	2.11	4.82	82
Locally Active	83	163	1.09	2.48	42
Politically-Passive Traditionalists	1,451	3,155	2.84	47.96	110
Inactive Progressives	988	2,215	2.98	33.66	116
Public Activities: Voted in Federal, State, or Local Election	1,250	2,689	1.88	40.87	73
Written or called any politician at the state, local, or national level	154	326	1.21	4.95	47
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	27	56	1.35	0.86	52
Written something that has been published	51	84	1.42	1.28	55
Written an article for a magazine or newspaper	22	25	1.13	0.38	44
Attended a political rally, speech, or organized protest of any kind	100	214	2.06	3.25	80
Attended a public meeting on town or school affairs	192	418	2.42	6.35	94
Held or run for political office	6	7	0.86	0.11	33
Served on a committee for some local organization	67	118	0.87	1.80	34
Served as an officer for some club or	67	137	1.04	2.08	40
Signed a petition	506	1,210	2.69	18.40	104
Worked for a political party	22	23	0.83	0.36	32
Made a speech	69	117	1.48	1.78	57
Been an active member of any group that tries to influence public policy or government	45	89	1.36	1.35	53

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Rhythmic</b>	2,986	6,580	2.58	100.00	100
Participated in environmental groups/causes	70	138	1.73	2.10	67
Engaged in fund raising	275	603	2.61	9.17	101
Recycled products	1,199	2,742	2.32	41.67	90
Any activity	1,954	4,373	2.31	66.45	89
Social Media - Follow On Social Media Sites: Political Groups	382	829	2.38	12.60	92
Politicians	388	837	2.55	12.72	99
Contributions: Political	112	285	1.59	4.33	62
Podcasts: Total Users: Listened/Last 30 Days: Politics	130	317	2.42	4.82	94
Category Influentialsm Segments: Politics I have great experience in this topic	486	1,066	2.25	16.19	87
Politics My family/friends trust my advice on this topic	300	644	2.31	9.78	89
Politics Super Influential Consumers	64	126	2.09	1.92	81
Politics Category Influential Consumers	132	258	1.78	3.92	69

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Rock</b>	3,355	9,146	3.59	100.00	100
Political Affiliation: Democratic	834	1,999	2.49	21.86	69
Republican	987	2,936	4.32	32.11	121
Other party	103	268	6.15	2.93	171
Independent/No party affiliation	1,431	3,943	3.85	43.11	107
Political Outlook: Very Conservative	359	1,210	3.18	13.23	89
Somewhat Conservative	749	2,159	4.35	23.61	121
Middle of the Road	1,416	3,839	3.89	41.98	108
Somewhat Liberal	506	1,170	2.86	12.79	80
Very Liberal	325	768	2.79	8.39	78
National Elections Always	2,222	6,122	3.66	66.94	102
Statewide Elections Always	1,513	4,029	3.26	44.05	91
Local Elections Always	1,188	3,236	3.20	35.39	89
National Elections Sometimes	401	1,104	4.35	12.07	121
Statewide Elections Sometimes	902	2,566	4.57	28.06	127
Local Elections Sometimes	1,098	2,998	4.19	32.78	117
National Elections Never	253	680	3.36	7.43	94
Statewide Elections Never	379	1,060	3.93	11.59	110
Local Elections Never	500	1,431	4.25	15.65	118
Civic Participation Segments: Political Change-Makers	115	252	2.97	2.75	83
Active Humanitarians	228	633	3.18	6.92	89
Donating Activists	95	230	2.07	2.52	58
Union Voters	225	569	3.79	6.23	106
Locally Active	182	401	2.68	4.38	75
Politically-Passive Traditionalists	1,314	3,800	3.42	41.55	95
Inactive Progressives	1,196	3,260	4.39	35.65	122
Public Activities: Voted in Federal, State, or Local Election	1,965	5,214	3.65	57.01	102
Written or called any politician at the state, local, or national level	396	1,042	3.88	11.39	108
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	46	88	2.12	0.97	59
Written something that has been published	73	126	2.11	1.37	59
Written an article for a magazine or newspaper	29	50	2.27	0.55	63
Attended a political rally, speech, or organized protest of any kind	135	312	3.00	3.41	84
Attended a public meeting on town or school affairs	223	552	3.19	6.04	89
Held or run for political office	9	15	1.74	0.16	48
Served on a committee for some local organization	139	306	2.25	3.35	63
Served as an officer for some club or	160	347	2.64	3.80	74
Signed a petition	653	1,576	3.50	17.24	98
Worked for a political party	25	43	1.54	0.47	43
Made a speech	108	261	3.31	2.86	92
Been an active member of any group that tries to influence public policy or government	73	179	2.73	1.96	76

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Rock</b>	3,355	9,146	3.59	100.00	100
Participated in environmental groups/causes	124	264	3.31	2.89	92
Engaged in fund raising	338	830	3.60	9.07	100
Recycled products	1,824	4,609	3.90	50.39	109
Any activity	2,682	7,108	3.75	77.72	104
Social Media - Follow On Social Media Sites: Political Groups	529	1,413	4.05	15.46	113
Politicians	482	1,247	3.80	13.64	106
Contributions: Political	193	543	3.03	5.94	84
Podcasts: Total Users: Listened/Last 30 Days: Politics	165	442	3.38	4.83	94
Category Influentialsm Segments: Politics I have great experience in this topic	665	1,651	3.49	18.05	97
Politics My family/friends trust my advice on this topic	383	1,000	3.59	10.93	100
Politics Super Influential Consumers	99	247	4.09	2.70	114
Politics Category Influential Consumers	231	600	4.13	6.56	115



## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Soft Adult Contemporary</b>	1,917	4,511	1.77	100.00	100
Political Affiliation: Democratic	678	1,446	1.80	32.06	102
Republican	490	1,346	1.98	29.84	112
Other party	21	38	0.87	0.84	49
Independent/No party affiliation	728	1,681	1.64	37.25	93
Political Outlook: Very Conservative	211	632	1.66	14.02	94
Somewhat Conservative	428	1,053	2.12	23.34	120
Middle of the Road	784	1,880	1.90	41.68	108
Somewhat Liberal	332	621	1.52	13.78	86
Very Liberal	162	324	1.18	7.18	67
National Elections Always	1,261	3,069	1.84	68.02	104
Statewide Elections Always	924	2,286	1.85	50.68	105
Local Elections Always	758	1,915	1.90	42.45	107
National Elections Sometimes	202	434	1.71	9.63	97
Statewide Elections Sometimes	456	989	1.76	21.92	99
Local Elections Sometimes	574	1,234	1.72	27.35	97
National Elections Never	143	320	1.59	7.10	90
Statewide Elections Never	188	413	1.53	9.15	86
Local Elections Never	229	511	1.52	11.33	86
Civic Participation Segments: Political Change-Makers	62	150	1.77	3.32	100
Active Humanitarians	154	367	1.84	8.13	104
Donating Activists	78	178	1.60	3.94	90
Union Voters	151	323	2.15	7.15	121
Locally Active	119	237	1.58	5.24	89
Politically-Passive Traditionalists	829	2,113	1.90	46.84	107
Inactive Progressives	524	1,145	1.54	25.38	87
Public Activities: Voted in Federal, State, or Local Election	1,189	2,711	1.90	60.10	107
Written or called any politician at the state, local, or national level	227	484	1.80	10.74	102
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	35	68	1.64	1.51	93
Written something that has been published	30	46	0.77	1.02	44
Written an article for a magazine or newspaper	6	13	0.61	0.30	34
Attended a political rally, speech, or organized protest of any kind	65	142	1.36	3.14	77
Attended a public meeting on town or school affairs	159	320	1.85	7.09	104
Held or run for political office	9	13	1.46	0.28	82
Served on a committee for some local organization	104	225	1.65	4.99	94
Served as an officer for some club or	105	197	1.50	4.37	85
Signed a petition	377	861	1.91	19.08	108
Worked for a political party	22	47	1.68	1.05	95
Made a speech	53	96	1.21	2.12	69
Been an active member of any group that tries to influence public policy or government	54	118	1.81	2.62	102

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Soft Adult Contemporary</b>	1,917	4,511	1.77	100.00	100
Participated in environmental groups/causes	58	140	1.76	3.11	99
Engaged in fund raising	213	486	2.11	10.78	119
Recycled products	1,046	2,324	1.97	51.52	111
Any activity	1,568	3,532	1.86	78.30	105
Social Media - Follow On Social Media Sites: Political Groups	258	595	1.71	13.19	96
Politicians	276	634	1.93	14.06	109
Contributions: Political	135	310	1.73	6.87	98
Podcasts: Total Users: Listened/Last 30 Days: Politics	94	181	1.38	4.01	78
Category Influentialsm Segments: Politics I have great experience in this topic	323	718	1.52	15.92	86
Politics My family/friends trust my advice on this topic	199	422	1.51	9.35	86
Politics Super Influential Consumers	51	101	1.68	2.24	95
Politics Category Influential Consumers	107	217	1.49	4.80	84

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Spanish AC</b>	1,164	3,112	1.22	100.00	100
Political Affiliation: Democratic	426	1,034	1.29	33.24	106
Republican	178	491	0.72	15.79	59
Other party	16	23	0.52	0.72	42
Independent/No party affiliation	544	1,564	1.53	50.25	125
Political Outlook: Very Conservative	172	499	1.31	16.03	107
Somewhat Conservative	221	636	1.28	20.43	105
Middle of the Road	494	1,311	1.33	42.12	109
Somewhat Liberal	168	390	0.95	12.53	78
Very Liberal	109	277	1.01	8.89	82
National Elections Always	560	1,485	0.89	47.72	73
Statewide Elections Always	385	1,044	0.84	33.54	69
Local Elections Always	314	828	0.82	26.62	67
National Elections Sometimes	107	242	0.95	7.77	78
Statewide Elections Sometimes	203	493	0.88	15.84	72
Local Elections Sometimes	220	602	0.84	19.34	69
National Elections Never	163	409	2.02	13.15	166
Statewide Elections Never	189	462	1.71	14.85	140
Local Elections Never	227	549	1.63	17.65	134
Civic Participation Segments: Political Change-Makers	24	48	0.57	1.54	46
Active Humanitarians	60	137	0.69	4.40	56
Donating Activists	27	84	0.75	2.70	62
Union Voters	44	110	0.73	3.53	60
Locally Active	38	50	0.33	1.59	27
Politically-Passive Traditionalists	646	1,772	1.59	56.95	131
Inactive Progressives	325	911	1.23	29.29	101
Public Activities: Voted in Federal, State, or Local Election	451	1,062	0.74	34.12	61
Written or called any politician at the state, local, or national level	50	84	0.31	2.70	26
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	9	25	0.60	0.80	49
Written something that has been published	19	31	0.52	0.99	42
Written an article for a magazine or newspaper	6	7	0.30	0.21	25
Attended a political rally, speech, or organized protest of any kind	17	32	0.31	1.04	26
Attended a public meeting on town or school affairs	66	129	0.75	4.14	61
Held or run for political office	2	1	0.16	0.04	13
Served on a committee for some local organization	38	48	0.36	1.56	29
Served as an officer for some club or	33	44	0.33	1.41	27
Signed a petition	151	336	0.75	10.80	61
Worked for a political party	1	1	0.04	0.04	4
Made a speech	33	110	1.39	3.52	114
Been an active member of any group that tries to influence public policy or government	12	24	0.36	0.77	30

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Spanish AC</b>	1,164	3,112	1.22	100.00	100
Participated in environmental groups/causes	20	31	0.39	0.99	32
Engaged in fund raising	68	146	0.63	4.69	52
Recycled products	421	1,123	0.95	36.08	78
Any activity	702	1,777	0.94	57.12	77
Social Media - Follow On Social Media Sites: Political Groups	138	336	0.96	10.80	79
Politicians	146	394	1.20	12.66	98
Contributions: Political	40	84	0.47	2.71	39
Podcasts: Total Users: Listened/Last 30 Days: Politics	55	120	0.92	3.85	75
Category Influentialsm Segments: Politics I have great experience in this topic	171	394	0.83	12.65	68
Politics My family/friends trust my advice on this topic	131	358	1.28	11.51	105
Politics Super Influential Consumers	26	67	1.11	2.15	91
Politics Category Influential Consumers	57	104	0.71	3.33	58

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Sports</b>	3,644	7,731	3.03	100.00	100
Political Affiliation: Democratic	1,172	2,356	2.94	30.47	97
Republican	1,012	2,375	3.50	30.72	115
Other party	62	138	3.18	1.79	105
Independent/No party affiliation	1,398	2,862	2.79	37.02	92
Political Outlook: Very Conservative	427	1,125	2.95	14.55	97
Somewhat Conservative	873	1,876	3.78	24.26	125
Middle of the Road	1,310	2,754	2.79	35.63	92
Somewhat Liberal	705	1,324	3.23	17.13	107
Very Liberal	329	651	2.37	8.43	78
National Elections Always	2,676	5,689	3.41	73.59	112
Statewide Elections Always	2,024	4,377	3.54	56.61	117
Local Elections Always	1,629	3,555	3.52	45.98	116
National Elections Sometimes	314	664	2.61	8.59	86
Statewide Elections Sometimes	822	1,685	3.00	21.79	99
Local Elections Sometimes	1,083	2,164	3.02	27.99	100
National Elections Never	192	386	1.91	4.99	63
Statewide Elections Never	267	536	1.99	6.94	66
Local Elections Never	381	814	2.42	10.53	80
Civic Participation Segments: Political Change-Makers	140	259	3.06	3.35	101
Active Humanitarians	310	688	3.46	8.89	114
Donating Activists	188	397	3.57	5.14	118
Union Voters	306	627	4.18	8.11	138
Locally Active	300	690	4.62	8.93	152
Politically-Passive Traditionalists	1,357	2,798	2.52	36.20	83
Inactive Progressives	1,043	2,271	3.06	29.38	101
Public Activities: Voted in Federal, State, or Local Election	2,617	5,483	3.84	70.93	127
Written or called any politician at the state, local, or national level	498	1,030	3.83	13.33	126
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	110	203	4.87	2.62	161
Written something that has been published	99	184	3.10	2.38	102
Written an article for a magazine or newspaper	47	85	3.83	1.09	126
Attended a political rally, speech, or organized protest of any kind	184	337	3.24	4.35	107
Attended a public meeting on town or school affairs	353	638	3.69	8.26	122
Held or run for political office	21	45	5.26	0.59	174
Served on a committee for some local organization	269	581	4.28	7.52	141
Served as an officer for some club or	257	626	4.75	8.09	157
Signed a petition	735	1,506	3.35	19.48	110
Worked for a political party	60	119	4.22	1.54	139
Made a speech	167	321	4.07	4.16	134
Been an active member of any group that tries to influence public policy or government	120	239	3.65	3.09	121

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Sports</b>	3,644	7,731	3.03	100.00	100
Participated in environmental groups/causes	125	250	3.13	3.23	103
Engaged in fund raising	406	910	3.94	11.77	130
Recycled products	2,126	4,449	3.76	57.55	124
Any activity	3,187	6,735	3.55	87.12	117
Social Media - Follow On Social Media Sites: Political Groups	570	1,196	3.43	15.47	113
Politicians	546	1,050	3.20	13.58	105
Contributions: Political	333	679	3.79	8.79	125
Podcasts: Total Users: Listened/Last 30 Days: Politics	304	589	4.51	7.62	149
Category Influentialsm Segments: Politics I have great experience in this topic	928	1,867	3.94	24.15	130
Politics My family/friends trust my advice on this topic	509	1,019	3.66	13.18	121
Politics Super Influential Consumers	121	256	4.24	3.32	140
Politics Category Influential Consumers	310	618	4.25	7.99	140

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Tropical</b>	686	1,891	0.74	100.00	100
Political Affiliation: Democratic	297	707	0.88	37.38	119
Republican	81	196	0.29	10.38	39
Other party	5	12	0.27	0.63	37
Independent/No party affiliation	303	976	0.95	51.61	128
Political Outlook: Very Conservative	120	430	1.13	22.75	152
Somewhat Conservative	113	333	0.67	17.59	90
Middle of the Road	282	787	0.80	41.61	107
Somewhat Liberal	105	242	0.59	12.82	80
Very Liberal	66	99	0.36	5.23	48
National Elections Always	308	741	0.44	39.19	60
Statewide Elections Always	207	513	0.41	27.11	56
Local Elections Always	179	447	0.44	23.62	60
National Elections Sometimes	80	240	0.95	12.72	128
Statewide Elections Sometimes	130	369	0.66	19.49	88
Local Elections Sometimes	139	390	0.54	20.63	73
National Elections Never	90	306	1.52	16.21	204
Statewide Elections Never	108	344	1.28	18.21	172
Local Elections Never	119	380	1.13	20.07	152
Civic Participation Segments: Political Change-Makers	9	9	0.10	0.46	14
Active Humanitarians	27	99	0.50	5.22	67
Donating Activists	14	45	0.40	2.37	54
Union Voters	33	84	0.56	4.46	76
Locally Active	14	16	0.11	0.85	15
Politically-Passive Traditionalists	428	1,174	1.06	62.08	142
Inactive Progressives	161	464	0.63	24.55	84
Public Activities: Voted in Federal, State, or Local Election	258	638	0.45	33.72	60
Written or called any politician at the state, local, or national level	22	39	0.14	2.05	19
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	6	8	0.20	0.45	27
Written something that has been published	8	10	0.17	0.52	22
Written an article for a magazine or newspaper	4	10	0.45	0.52	60
Attended a political rally, speech, or organized protest of any kind	11	27	0.26	1.43	35
Attended a public meeting on town or school affairs	33	52	0.30	2.75	41
Held or run for political office	2	1	0.16	0.07	22
Served on a committee for some local organization	9	13	0.10	0.70	13
Served as an officer for some club or	11	10	0.08	0.55	11
Signed a petition	83	164	0.36	8.66	49
Worked for a political party	4	4	0.16	0.23	21
Made a speech	12	13	0.17	0.71	23
Been an active member of any group that tries to influence public policy or government	4	3	0.05	0.18	7

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Tropical</b>	686	1,891	0.74	100.00	100
Participated in environmental groups/causes	8	7	0.09	0.36	12
Engaged in fund raising	27	70	0.30	3.71	41
Recycled products	193	484	0.41	25.59	55
Any activity	374	919	0.48	48.59	65
Social Media - Follow On Social Media Sites: Political Groups	87	193	0.55	10.22	75
Politicians	89	179	0.55	9.48	74
Contributions: Political	20	78	0.43	4.10	58
Podcasts: Total Users: Listened/Last 30 Days: Politics	26	81	0.62	4.28	83
Category Influentialsm Segments: Politics I have great experience in this topic	122	327	0.69	17.30	93
Politics My family/friends trust my advice on this topic	84	272	0.98	14.37	131
Politics Super Influential Consumers	12	34	0.56	1.78	75
Politics Category Influential Consumers	33	101	0.69	5.32	93



## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Urban</b>	9,121	19,028	7.46	100.00	100
Political Affiliation: Democratic	4,825	9,874	12.31	51.89	165
Republican	691	1,615	2.38	8.48	32
Other party	121	237	5.43	1.24	73
Independent/No party affiliation	3,484	7,303	7.13	38.38	95
Political Outlook: Very Conservative	836	1,756	4.61	9.23	62
Somewhat Conservative	1,290	2,898	5.84	15.23	78
Middle of the Road	4,284	9,131	9.24	47.99	124
Somewhat Liberal	1,601	3,055	7.46	16.06	100
Very Liberal	1,110	2,187	7.96	11.49	107
National Elections Always	5,154	10,909	6.53	57.33	87
Statewide Elections Always	3,754	8,064	6.52	42.38	87
Local Elections Always	3,207	6,926	6.85	36.40	92
National Elections Sometimes	990	2,022	7.96	10.63	107
Statewide Elections Sometimes	1,894	3,954	7.04	20.78	94
Local Elections Sometimes	2,276	4,699	6.56	24.70	88
National Elections Never	731	1,605	7.94	8.44	106
Statewide Elections Never	966	2,037	7.55	10.71	101
Local Elections Never	1,164	2,434	7.23	12.79	97
Civic Participation Segments: Political Change-Makers	253	479	5.66	2.52	76
Active Humanitarians	563	1,130	5.68	5.94	76
Donating Activists	224	495	4.45	2.60	60
Union Voters	551	1,142	7.60	6.00	102
Locally Active	399	717	4.80	3.77	64
Politically-Passive Traditionalists	4,358	9,212	8.28	48.41	111
Inactive Progressives	2,773	5,852	7.88	30.75	106
Public Activities: Voted in Federal, State, or Local Election	4,535	9,291	6.51	48.83	87
Written or called any politician at the state, local, or national level	652	1,176	4.38	6.18	59
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	114	193	4.63	1.01	62
Written something that has been published	164	261	4.38	1.37	59
Written an article for a magazine or newspaper	69	128	5.79	0.67	78
Attended a political rally, speech, or organized protest of any kind	415	808	7.77	4.25	104
Attended a public meeting on town or school affairs	694	1,324	7.66	6.96	103
Held or run for political office	33	84	9.71	0.44	130
Served on a committee for some local organization	369	681	5.01	3.58	67
Served as an officer for some club or	332	621	4.72	3.26	63
Signed a petition	1,660	3,361	7.47	17.66	100
Worked for a political party	113	192	6.82	1.01	91
Made a speech	287	536	6.78	2.82	91
Been an active member of any group that tries to influence public policy or government	178	357	5.45	1.87	73

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Urban</b>	9,121	19,028	7.46	100.00	100
Participated in environmental groups/causes	252	441	5.53	2.32	74
Engaged in fund raising	888	1,806	7.83	9.49	105
Recycled products	3,408	7,091	6.00	37.27	80
Any activity	6,242	12,893	6.80	67.76	91
Social Media - Follow On Social Media Sites: Political Groups	1,062	2,175	6.24	11.43	84
Politicians	1,166	2,253	6.86	11.84	92
Contributions: Political	417	869	4.85	4.57	65
Podcasts: Total Users: Listened/Last 30 Days: Politics	346	651	4.98	3.42	67
Category Influentialsm Segments: Politics I have great experience in this topic	1,481	3,100	6.55	16.29	88
Politics My family/friends trust my advice on this topic	1,002	1,985	7.12	10.43	95
Politics Super Influential Consumers	187	370	6.12	1.94	82
Politics Category Influential Consumers	442	831	5.72	4.37	77

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Urban AC</b>	3,109	6,402	2.51	100.00	100
Political Affiliation: Democratic	1,979	4,022	5.01	62.83	200
Republican	140	287	0.42	4.48	17
Other party	31	62	1.42	0.96	56
Independent/No party affiliation	959	2,031	1.98	31.72	79
Political Outlook: Very Conservative	246	540	1.42	8.43	56
Somewhat Conservative	432	881	1.78	13.76	71
Middle of the Road	1,499	3,205	3.24	50.07	129
Somewhat Liberal	603	1,151	2.81	17.97	112
Very Liberal	329	625	2.27	9.76	91
National Elections Always	1,909	3,927	2.35	61.34	94
Statewide Elections Always	1,450	2,959	2.39	46.22	95
Local Elections Always	1,287	2,618	2.59	40.89	103
National Elections Sometimes	291	604	2.38	9.43	95
Statewide Elections Sometimes	586	1,219	2.17	19.04	86
Local Elections Sometimes	722	1,487	2.08	23.22	83
National Elections Never	199	466	2.30	7.28	92
Statewide Elections Never	260	587	2.17	9.16	87
Local Elections Never	316	700	2.08	10.94	83
Civic Participation Segments: Political Change-Makers	84	156	1.85	2.44	74
Active Humanitarians	200	370	1.86	5.78	74
Donating Activists	66	134	1.21	2.10	48
Union Voters	185	371	2.47	5.79	98
Locally Active	174	307	2.06	4.80	82
Politically-Passive Traditionalists	1,569	3,365	3.03	52.56	120
Inactive Progressives	831	1,698	2.29	26.52	91
Public Activities: Voted in Federal, State, or Local Election	1,803	3,567	2.50	55.72	100
Written or called any politician at the state, local, or national level	231	348	1.29	5.43	52
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	40	69	1.66	1.08	66
Written something that has been published	51	81	1.36	1.27	54
Written an article for a magazine or newspaper	24	43	1.96	0.68	78
Attended a political rally, speech, or organized protest of any kind	141	263	2.53	4.11	101
Attended a public meeting on town or school affairs	271	493	2.85	7.71	114
Held or run for political office	13	34	3.96	0.53	158
Served on a committee for some local organization	157	288	2.12	4.50	84
Served as an officer for some club or	137	222	1.69	3.47	67
Signed a petition	579	1,074	2.39	16.78	95
Worked for a political party	49	82	2.92	1.29	116
Made a speech	106	191	2.42	2.98	96
Been an active member of any group that tries to influence public policy or government	74	123	1.88	1.93	75

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Urban AC</b>	3,109	6,402	2.51	100.00	100
Participated in environmental groups/causes	71	116	1.45	1.81	58
Engaged in fund raising	319	594	2.57	9.28	102
Recycled products	1,148	2,289	1.94	35.76	77
Any activity	2,276	4,537	2.39	70.87	95
Social Media - Follow On Social Media Sites: Political Groups	341	681	1.95	10.64	78
Politicians	373	712	2.17	11.12	86
Contributions: Political	169	339	1.89	5.29	75
Podcasts: Total Users: Listened/Last 30 Days: Politics	97	172	1.32	2.69	52
Category Influentialsm Segments: Politics I have great experience in this topic	490	957	2.02	14.96	81
Politics My family/friends trust my advice on this topic	335	648	2.33	10.13	93
Politics Super Influential Consumers	57	121	2.00	1.89	80
Politics Category Influential Consumers	149	286	1.97	4.47	79

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Urban Contemporary</b>	6,345	12,785	5.02	100.00	100
Political Affiliation: Democratic	3,186	6,302	7.86	49.29	157
Republican	516	1,180	1.74	9.23	35
Other party	88	171	3.92	1.33	78
Independent/No party affiliation	2,555	5,132	5.01	40.14	100
Political Outlook: Very Conservative	586	1,145	3.00	8.95	60
Somewhat Conservative	917	1,990	4.01	15.56	80
Middle of the Road	2,983	6,144	6.22	48.05	124
Somewhat Liberal	1,069	1,969	4.81	15.40	96
Very Liberal	790	1,539	5.60	12.04	112
National Elections Always	3,425	7,025	4.20	54.94	84
Statewide Elections Always	2,440	5,124	4.15	40.08	83
Local Elections Always	2,035	4,301	4.26	33.64	85
National Elections Sometimes	742	1,464	5.76	11.45	115
Statewide Elections Sometimes	1,362	2,692	4.79	21.06	96
Local Elections Sometimes	1,631	3,254	4.54	25.45	91
National Elections Never	546	1,162	5.75	9.09	115
Statewide Elections Never	730	1,514	5.61	11.84	112
Local Elections Never	875	1,775	5.27	13.88	105
Civic Participation Segments: Political Change-Makers	172	319	3.77	2.50	75
Active Humanitarians	390	749	3.76	5.86	75
Donating Activists	143	275	2.47	2.15	49
Union Voters	396	801	5.33	6.27	106
Locally Active	242	402	2.69	3.14	54
Politically-Passive Traditionalists	2,966	6,043	5.43	47.27	108
Inactive Progressives	2,036	4,196	5.65	32.82	113
Public Activities: Voted in Federal, State, or Local Election	2,941	5,860	4.11	45.83	82
Written or called any politician at the state, local, or national level	401	714	2.66	5.59	53
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	67	91	2.19	0.71	44
Written something that has been published	102	147	2.47	1.15	49
Written an article for a magazine or newspaper	46	79	3.58	0.62	71
Attended a political rally, speech, or organized protest of any kind	290	554	5.32	4.33	106
Attended a public meeting on town or school affairs	478	908	5.25	7.10	105
Held or run for political office	24	50	5.84	0.39	116
Served on a committee for some local organization	220	377	2.78	2.95	55
Served as an officer for some club or	190	342	2.60	2.68	52
Signed a petition	1,195	2,367	5.26	18.51	105
Worked for a political party	63	85	3.02	0.67	60
Made a speech	195	345	4.37	2.70	87
Been an active member of any group that tries to influence public policy or government	97	200	3.05	1.56	61

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Urban Contemporary</b>	6,345	12,785	5.02	100.00	100
Participated in environmental groups/causes	169	278	3.48	2.17	69
Engaged in fund raising	611	1,213	5.25	9.48	105
Recycled products	2,365	4,790	4.05	37.47	81
Any activity	4,236	8,496	4.48	66.45	89
Social Media - Follow On Social Media Sites: Political Groups	750	1,439	4.13	11.26	82
Politicians	831	1,551	4.72	12.13	94
Contributions: Political	247	494	2.75	3.86	55
Podcasts: Total Users: Listened/Last 30 Days: Politics	247	441	3.37	3.45	67
Category Influentialsm Segments: Politics I have great experience in this topic	1,006	2,081	4.40	16.28	88
Politics My family/friends trust my advice on this topic	689	1,290	4.63	10.09	92
Politics Super Influential Consumers	122	220	3.64	1.72	73
Politics Category Influential Consumers	289	513	3.53	4.01	70

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Variety/Other</b>	1,913	4,706	1.85	100.00	100
Political Affiliation: Democratic	861	1,969	2.46	41.84	133
Republican	309	929	1.37	19.73	74
Other party	50	91	2.08	1.92	113
Independent/No party affiliation	693	1,718	1.68	36.50	91
Political Outlook: Very Conservative	159	494	1.30	10.49	70
Somewhat Conservative	293	742	1.50	15.77	81
Middle of the Road	566	1,520	1.54	32.29	83
Somewhat Liberal	475	1,057	2.58	22.47	140
Very Liberal	420	893	3.25	18.98	176
National Elections Always	1,375	3,326	1.99	70.67	108
Statewide Elections Always	1,096	2,604	2.11	55.32	114
Local Elections Always	920	2,204	2.18	46.83	118
National Elections Sometimes	160	442	1.74	9.39	94
Statewide Elections Sometimes	379	1,030	1.83	21.89	99
Local Elections Sometimes	505	1,299	1.82	27.61	98
National Elections Never	111	255	1.26	5.41	68
Statewide Elections Never	151	335	1.24	7.12	67
Local Elections Never	193	445	1.32	9.46	72
Civic Participation Segments: Political Change-Makers	178	406	4.80	8.63	260
Active Humanitarians	140	337	1.70	7.17	92
Donating Activists	140	326	2.93	6.92	159
Union Voters	127	240	1.60	5.11	87
Locally Active	146	331	2.21	7.02	120
Politically-Passive Traditionalists	682	1,812	1.63	38.50	88
Inactive Progressives	500	1,254	1.69	26.66	91
Public Activities: Voted in Federal, State, or Local Election	1,280	3,029	2.12	64.35	115
Written or called any politician at the state, local, or national level	400	863	3.21	18.34	174
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	69	138	3.30	2.92	179
Written something that has been published	100	227	3.82	4.83	207
Written an article for a magazine or newspaper	31	76	3.42	1.61	185
Attended a political rally, speech, or organized protest of any kind	206	424	4.08	9.02	221
Attended a public meeting on town or school affairs	225	532	3.08	11.30	167
Held or run for political office	12	15	1.79	0.33	97
Served on a committee for some local organization	196	433	3.18	9.20	172
Served as an officer for some club or	153	347	2.64	7.37	143
Signed a petition	507	1,156	2.57	24.57	139
Worked for a political party	54	107	3.81	2.28	206
Made a speech	91	207	2.62	4.40	142
Been an active member of any group that tries to influence public policy or government	138	318	4.86	6.75	263

## Political by Format

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Variety/Other</b>	1,913	4,706	1.85	100.00	100
Participated in environmental groups/causes	197	396	4.97	8.42	269
Engaged in fund raising	238	530	2.29	11.25	124
Recycled products	1,152	2,670	2.26	56.73	122
Any activity	1,613	3,799	2.00	80.71	108
Social Media - Follow On Social Media Sites: Political Groups	304	779	2.23	16.55	121
Politicians	285	739	2.25	15.70	122
Contributions: Political	189	397	2.21	8.43	120
Podcasts: Total Users: Listened/Last 30 Days: Politics	156	322	2.46	6.84	133
Category Influentialsm Segments: Politics I have great experience in this topic	415	907	1.92	19.28	104
Politics My family/friends trust my advice on this topic	222	513	1.84	10.90	100
Politics Super Influential Consumers	61	103	1.70	2.18	92
Politics Category Influential Consumers	134	256	1.76	5.43	95