

Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Adults 18+	102,889	255,697	100.00	100.00	100
Political Affiliation: Democratic	34,398	78,072	100.00	30.53	100
Republican	24,143	68,507	100.00	26.79	100
Other party	1,902	4,317	100.00	1.69	100
Independent/No party affiliation	42,446	104,801	100.00	40.99	100
Political Outlook: Very Conservative	13,242	38,189	100.00	14.94	100
Somewhat Conservative	18,924	49,708	100.00	19.44	100
Middle of the Road	39,825	99,685	100.00	38.99	100
Somewhat Liberal	17,878	40,299	100.00	15.76	100
Very Liberal	13,020	27,816	100.00	10.88	100
National Elections Always	64,256	163,277	100.00	63.86	100
Statewide Elections Always	47,342	122,611	100.00	47.95	100
Local Elections Always	38,795	101,039	100.00	39.52	100
National Elections Sometimes	10,792	25,407	100.00	9.94	100
Statewide Elections Sometimes	22,770	54,636	100.00	21.37	100
Local Elections Sometimes	28,566	69,537	100.00	27.20	100
National Elections Never	8,522	21,805	100.00	8.53	100
Statewide Elections Never	11,273	27,832	100.00	10.88	100
Local Elections Never	13,861	34,057	100.00	13.32	100
Civic Participation Segments: Political Change-Makers	3,604	7,769	100.00	3.04	100
Active Humanitarians	6,993	17,993	100.00	7.04	100
Donating Activists	4,031	10,381	100.00	4.06	100
Union Voters	6,086	14,957	100.00	5.85	100
Locally Active	6,349	15,293	100.00	5.98	100
Politically-Passive Traditionalists	44,598	115,115	100.00	45.02	100
Inactive Progressives	31,228	74,188	100.00	29.01	100
Public Activities: Voted in Federal, State, or Local Election	42,530	104,869	100.00	41.01	100
Written or called any politician at the state, local, or national level	10,122	23,745	100.00	9.29	100
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	1,707	4,011	100.00	1.57	100
Written something that has been published	2,890	6,147	100.00	2.40	100
Written an article for a magazine or newspaper	993	2,147	100.00	0.84	100
Attended a political rally, speech, or organized protest of any kind	4,098	8,787	100.00	3.44	100
Attended a public meeting on town or school affairs	7,582	17,984	100.00	7.03	100
Held or run for political office	372	887	100.00	0.35	100
Served on a committee for some local organization	5,743	13,918	100.00	5.44	100
Served as an officer for some club or	5,448	13,007	100.00	5.09	100
Signed a petition	17,599	41,519	100.00	16.24	100
Worked for a political party	1,046	2,397	100.00	0.94	100
Made a speech	3,749	8,473	100.00	3.31	100
Been an active member of any group that tries to influence public policy or government	2,834	6,267	100.00	2.45	100

MRI-SimmonsI Fall Doublebase - 2023 - Weighted to Population (000)

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	Unwgted	Weighted (000)	Horz %	Vert %	Index
Adults 18+	102,889	255,697	100.00	100.00	100
Participated in environmental groups/causes	3,664	7,934	100.00	3.10	100
Engaged in fund raising	10,006	23,566	100.00	9.22	100
Recycled products	48,806	117,425	100.00	45.92	100
Any activity	72,309	175,954	100.00	68.81	100
Social Media - Follow On Social Media Sites: Political Groups	14,015	33,927	100.00	13.27	100
Politicians	13,617	32,419	100.00	12.68	100
Contributions: Political	6,214	15,867	100.00	6.21	100
Podcasts: Total Users: Listened/Last 30 Days: Politics	19,017	45,388	100.00	17.75	100
Category Influentialssm Segments: Politics I have great experience in this topic	19,017	45,388	100.00	17.75	100
Politics My family/friends trust my advice on this topic	11,294	27,038	100.00	10.57	100
Politics Super Influential Consumers	2,550	5,854	100.00	2.29	100
Politics Category Influential Consumers	5,919	13,829	100.00	5.41	100

Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
White 18+	72,803	190,253	74.41	100.00	100
Political Affiliation: Democratic	21,372	49,865	63.87	26.21	86
Republican	21,837	63,272	92.36	33.26	124
Other party	1,344	3,136	72.64	1.65	98
Independent/No party affiliation	28,250	73,981	70.59	38.89	95
Political Outlook: Very Conservative	10,267	31,359	82.11	16.48	110
Somewhat Conservative	14,855	40,690	81.86	21.39	110
Middle of the Road	26,087	69,312	69.53	36.43	93
Somewhat Liberal	12,600	29,287	72.68	15.39	98
Very Liberal	8,994	19,604	70.48	10.30	95
National Elections Always	49,531	131,152	80.32	68.94	108
Statewide Elections Always	36,680	98,901	80.66	51.98	108
Local Elections Always	29,508	80,328	79.50	42.22	107
National Elections Sometimes	7,510	18,253	71.84	9.59	97
Statewide Elections Sometimes	16,890	42,048	76.96	22.10	103
Local Elections Sometimes	21,773	55,153	79.31	28.99	107
National Elections Never	5,347	14,427	66.17	7.58	89
Statewide Elections Never	7,420	19,258	69.19	10.12	93
Local Elections Never	9,450	24,167	70.96	12.70	95
Civic Participation Segments: Political Change-Makers	2,818	6,282	80.86	3.30	109
Active Humanitarians	5,330	14,423	80.16	7.58	108
Donating Activists	3,419	8,961	86.32	4.71	116
Union Voters	4,528	11,521	77.03	6.06	104
Locally Active	5,175	12,972	84.82	6.82	114
Politically-Passive Traditionalists	29,680	82,210	71.41	43.21	96
Inactive Progressives	21,853	53,884	72.63	28.32	98
Public Activities: Voted in Federal, State, or Local Election	33,771	86,679	82.66	45.56	111
Written or called any politician at the state, local, or national level	8,376	20,332	85.62	10.69	115
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	1,348	3,308	82.47	1.74	111
Written something that has been published	2,180	4,750	77.27	2.50	104
Written an article for a magazine or newspaper	729	1,630	75.88	0.86	102
Attended a political rally, speech, or organized protest of any kind	3,157	6,974	79.38	3.67	107
Attended a public meeting on town or school affairs	5,641	14,089	78.34	7.41	105
Held or run for political office	275	679	76.62	0.36	103
Served on a committee for some local organization	4,714	11,856	85.18	6.23	114
Served as an officer for some club or	4,526	11,227	86.32	5.90	116
Signed a petition	13,228	32,370	77.97	17.01	105
Worked for a political party	791	1,923	80.22	1.01	108
Made a speech	2,786	6,473	76.39	3.40	103
Been an active member of any group that tries to influence public policy or government	2,271	5,227	83.41	2.75	112

MRI-SimmonsI Fall Doublebase - 2023 - Weighted to Population (000)

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Political by Ethnicity/Race

	Unwgted	Weighted (000)	Horz %	Vert %	Index
White 18+	72,803	190,253	74.41	100.00	100
Participated in environmental groups/causes	2,928	6,572	82.83	3.45	111
Engaged in fund raising	7,546	18,621	79.02	9.79	106
Recycled products	38,324	95,285	81.15	50.08	109
Any activity	54,951	139,398	79.22	73.27	106
Social Media - Follow On Social Media Sites: Political Groups	10,825	27,379	80.70	14.39	108
Politicians	10,077	25,008	77.14	13.14	104
Contributions: Political	5,072	13,461	84.84	7.08	114
Podcasts: Total Users: Listened/Last 30 Days: Politics	14,273	35,315	77.81	18.56	105
Category Influentialssm Segments: Politics I have great experience in this topic	14,273	35,315	77.81	18.56	105
Politics My family/friends trust my advice on this topic	8,046	19,867	73.48	10.44	99
Politics Super Influential Consumers	1,928	4,628	79.06	2.43	106
Politics Category Influential Consumers	4,570	11,091	80.20	5.83	108

Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Black/African American 18+	14,707	34,260	13.40	100.00	100
Political Affiliation: Democratic	8,224	19,079	24.44	55.69	182
Republican	634	1,722	2.51	5.03	19
Other party	233	487	11.27	1.42	84
Independent/No party affiliation	5,616	12,972	12.38	37.86	92
Political Outlook: Very Conservative	1,418	3,515	9.20	10.26	69
Somewhat Conservative	1,903	4,611	9.28	13.46	69
Middle of the Road	6,773	15,781	15.83	46.06	118
Somewhat Liberal	2,638	6,024	14.95	17.58	112
Very Liberal	1,975	4,329	15.56	12.63	116
National Elections Always	7,817	18,699	11.45	54.58	85
Statewide Elections Always	5,779	13,889	11.33	40.54	85
Local Elections Always	5,315	12,716	12.59	37.12	94
National Elections Sometimes	1,514	3,440	13.54	10.04	101
Statewide Elections Sometimes	2,758	6,450	11.81	18.83	88
Local Elections Sometimes	3,170	7,364	10.59	21.49	79
National Elections Never	1,143	2,790	12.79	8.14	95
Statewide Elections Never	1,502	3,495	12.56	10.20	94
Local Elections Never	1,679	3,998	11.74	11.67	88
Civic Participation Segments: Political Change-Makers	398	904	11.64	2.64	87
Active Humanitarians	864	2,028	11.27	5.92	84
Donating Activists	222	529	5.10	1.54	38
Union Voters	858	2,114	14.14	6.17	106
Locally Active	679	1,447	9.46	4.22	71
Politically-Passive Traditionalists	7,380	17,349	15.07	50.64	112
Inactive Progressives	4,306	9,888	13.33	28.86	99
Public Activities: Voted in Federal, State, or Local Election	5,020	11,404	10.87	33.29	81
Written or called any politician at the state, local, or national level	885	1,887	7.95	5.51	59
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	189	398	9.92	1.16	74
Written something that has been published	319	727	11.82	2.12	88
Written an article for a magazine or newspaper	132	261	12.13	0.76	91
Attended a political rally, speech, or organized protest of any kind	507	1,096	12.47	3.20	93
Attended a public meeting on town or school affairs	1,059	2,369	13.17	6.92	98
Held or run for political office	48	116	13.09	0.34	98
Served on a committee for some local organization	607	1,347	9.68	3.93	72
Served as an officer for some club or	548	1,156	8.89	3.37	66
Signed a petition	2,349	5,268	12.69	15.38	95
Worked for a political party	163	347	14.49	1.01	108
Made a speech	555	1,219	14.38	3.56	107
Been an active member of any group that tries to influence public policy or government	313	724	11.55	2.11	86

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Black/African American 18+	14,707	34,260	13.40	100.00	100
Participated in environmental groups/causes	367	778	9.80	2.27	73
Engaged in fund raising	1,400	3,157	13.40	9.22	100
Recycled products	4,560	10,608	9.03	30.96	67
Any activity	8,758	20,098	11.42	58.66	85
Social Media - Follow On Social Media Sites: Political Groups	1,457	3,277	9.66	9.57	72
Politicians	1,665	3,785	11.68	11.05	87
Contributions: Political	583	1,391	8.76	4.06	65
Podcasts: Total Users: Listened/Last 30 Days: Politics	2,277	55,309	11.70	15.50	87
Category Influentialssm Segments: Politics I have great experience in this topic	2,277	5,309	11.70	15.50	87
Politics My family/friends trust my advice on this topic	1,574	3,799	14.05	11.09	105
Politics Super Influential Consumers	284	677	11.56	1.97	86
Politics Category Influential Consumers	663	1,527	11.04	4.46	82

Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Asian 18+	5,893	10,832	4.24	100.00	100
Political Affiliation: Democratic	2,089	3,745	4.80	34.57	113
Republican	722	1,413	2.06	13.05	49
Other party	112	217	5.03	2.00	119
Independent/No party affiliation	2,970	5,457	5.21	50.38	123
Political Outlook: Very Conservative	357	685	1.79	6.32	42
Somewhat Conservative	805	1,464	2.95	13.52	70
Middle of the Road	2,414	4,651	4.67	42.94	110
Somewhat Liberal	1,398	2,501	6.21	23.09	147
Very Liberal	919	1,531	5.50	14.13	130
National Elections Always	2,921	5,477	3.35	50.56	79
Statewide Elections Always	2,058	3,974	3.24	36.69	77
Local Elections Always	1,641	3,183	3.15	29.39	74
National Elections Sometimes	669	1,286	5.06	11.87	119
Statewide Elections Sometimes	1,286	2,413	4.42	22.28	104
Local Elections Sometimes	1,529	2,804	4.03	25.88	95
National Elections Never	653	1,182	5.42	10.92	128
Statewide Elections Never	803	1,415	5.08	13.06	120
Local Elections Never	954	1,713	5.03	15.81	119
Civic Participation Segments: Political Change-Makers	192	324	4.17	2.99	99
Active Humanitarians	384	667	3.71	6.16	87
Donating Activists	195	375	3.61	3.46	85
Union Voters	258	457	3.05	4.22	72
Locally Active	247	448	2.93	4.13	69
Politically-Passive Traditionalists	2,448	4,563	3.96	42.12	94
Inactive Progressives	2,169	3,999	5.39	36.92	127
Public Activities: Voted in Federal, State, or Local Election	1,773	3,319	3.17	30.64	75
Written or called any politician at the state, local, or national level	327	634	2.67	5.85	63
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	50	84	2.09	0.77	49
Written something that has been published	213	329	5.35	3.03	126
Written an article for a magazine or newspaper	64	102	4.74	0.94	112
Attended a political rally, speech, or organized protest of any kind	194	329	3.74	3.03	88
Attended a public meeting on town or school affairs	325	590	3.28	5.45	77
Held or run for political office	14	13	1.45	0.12	34
Served on a committee for some local organization	212	383	2.76	3.54	65
Served as an officer for some club or	201	325	2.50	3.00	59
Signed a petition	828	1,504	3.62	13.89	86
Worked for a political party	31	52	2.19	0.48	52
Made a speech	184	281	3.31	2.59	78

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Asian 18+	5,893	10,832	4.24	100.00	100
Been an active member of any group that tries to influence public policy or government	123	198	3.16	1.83	75
Participated in environmental groups/causes	211	364	4.58	3.36	108
Engaged in fund raising	515	898	3.81	8.29	90
Recycled products	2,860	5,312	4.52	49.04	107
Any activity	3,910	7,304	4.15	67.43	98
Social Media - Follow On Social Media Sites: Political Groups	690	1,266	3.73	11.69	88
Politicians	822	1,461	4.51	13.49	106
Contributions: Political	265	497	3.13	4.58	74
Podcasts: Total Users: Listened/Last 30 Days: Politics	964	1,761	3.88	16.26	92
Category Influentialssm Segments: Politics I have great experience in this topic	964	1,761	3.88	16.26	92
Politics My family/friends trust my advice on this topic	634	1,161	4.30	10.72	101
Politics Super Influential Consumers	148	258	4.41	2.38	104
Politics Category Influential Consumers	304	510	3.69	4.71	87

Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
Hispanics 18+	18,995	43,515	17.02	100.00	100
Political Affiliation: Democratic	6,559	13,634	17.46	31.33	103
Republican	2,737	5,724	8.36	13.15	49
Other party	360	778	18.03	1.79	106
Independent/No party affiliation	9,339	23,379	22.31	53.73	131
Political Outlook: Very Conservative	2,198	5,409	14.16	12.43	83
Somewhat Conservative	2,987	6,915	13.91	15.89	82
Middle of the Road	8,238	19,465	19.53	44.73	115
Somewhat Liberal	3,085	6,620	16.43	15.21	97
Very Liberal	2,487	5,107	18.36	11.74	108
National Elections Always	8,481	17,761	10.88	40.81	64
Statewide Elections Always	5,757	12,265	10.00	28.19	59
Local Elections Always	4,795	10,073	9.97	23.15	59
National Elections Sometimes	2,323	5,009	19.72	11.51	116
Statewide Elections Sometimes	3,860	8,040	14.72	18.48	86
Local Elections Sometimes	4,306	9,148	13.16	21.02	77
National Elections Never	2,689	7,231	33.16	16.62	195
Statewide Elections Never	3,292	8,216	29.52	18.88	173
Local Elections Never	3,794	9,322	27.37	21.42	161
Civic Participation Segments: Political Change-Makers	465	705	9.08	1.62	53
Active Humanitarians	812	1,785	9.92	4.10	58
Donating Activists	417	972	9.36	2.23	55
Union Voters	849	1,711	11.44	3.93	67
Locally Active	554	1,008	6.59	2.32	39
Politically-Passive Traditionalists	10,269	24,851	21.59	57.11	127
Inactive Progressives	5,629	12,484	16.83	28.69	99
Public Activities: Voted in Federal, State, or Local Election	4,739	8,545	8.15	19.64	48
Written or called any politician at the state, local, or national level	946	1,535	6.46	3.53	38
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	195	390	9.73	0.90	57
Written something that has been published	371	688	11.19	1.58	66
Written an article for a magazine or newspaper	143	295	13.72	0.68	81
Attended a political rally, speech, or organized protest of any kind	559	909	10.34	2.09	61
Attended a public meeting on town or school affairs	1,106	2,057	11.44	4.73	67
Held or run for political office	52	84	9.42	0.19	55
Served on a committee for some local organization	479	824	5.92	1.89	35
Served as an officer for some club or	449	804	6.18	1.85	36
Signed a petition	2,676	5,124	12.34	11.77	73
Worked for a political party	113	152	6.33	0.35	37
Made a speech	519	975	11.51	2.24	68

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Hispanics 18+	18,995	43,515	17.02	100.00	100
Been an active member of any group that tries to influence public policy or government	301	429	6.85	0.99	40
Participated in environmental groups/causes	434	687	8.66	1.58	51
Engaged in fund raising	1,360	2,437	10.34	5.60	61
Recycled products	6,978	14,119	12.02	32.45	71
Any activity	10,495	21,039	11.96	48.35	70
Social Media - Follow On Social Media Sites: Political Groups	2,450	5,263	15.51	12.09	91
Politicians	2,448	5,384	16.61	12.37	98
Contributions: Political	599	1,040	6.55	2.39	39
Podcasts: Total Users: Listened/Last 30 Days: Politics	2,913	6,094	13.43	14.00	79
Category Influentialssm Segments: Politics I have great experience in this topic	2,913	6,094	13.43	14.00	79
Politics My family/friends trust my advice on this topic	2,113	4,899	18.12	11.26	106
Politics Super Influential Consumers	381	715	12.21	1.64	72
Politics Category Influential Consumers	806	1,638	11.84	3.76	70