

## Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Adults 18+</b>	101,809	254,936	100.00	100.00	100
Political Affiliation: Democratic	34,933	80,213	100.00	31.46	100
Republican	24,115	67,904	100.00	26.64	100
Other party	1,840	4,352	100.00	1.71	100
Independent/No party affiliation	40,921	102,466	100.00	40.19	100
Political Outlook: Very Conservative	13,065	38,092	100.00	14.94	100
Somewhat Conservative	18,848	49,616	100.00	19.46	100
Middle of the Road	38,913	98,795	100.00	38.75	100
Somewhat Liberal	18,151	40,950	100.00	16.06	100
Very Liberal	12,832	27,484	100.00	10.78	100
National Elections Always	65,807	167,070	100.00	65.53	100
Statewide Elections Always	47,838	123,585	100.00	48.48	100
Local Elections Always	38,816	101,046	100.00	39.64	100
National Elections Sometimes	10,494	25,393	100.00	9.96	100
Statewide Elections Sometimes	23,195	56,190	100.00	22.04	100
Local Elections Sometimes	29,138	71,593	100.00	28.08	100
National Elections Never	7,901	20,211	100.00	7.93	100
Statewide Elections Never	10,841	26,992	100.00	10.59	100
Local Elections Never	13,693	33,671	100.00	13.21	100
Civic Participation Segments: Political Change-Makers	3,889	8,464	100.00	3.32	100
Active Humanitarians	7,727	19,895	100.00	7.80	100
Donating Activists	4,373	11,122	100.00	4.36	100
Union Voters	6,226	15,023	100.00	5.89	100
Locally Active	6,292	14,948	100.00	5.86	100
Politically-Passive Traditionalists	42,493	111,213	100.00	43.62	100
Inactive Progressives	30,809	74,270	100.00	29.13	100
Public Activities: Voted in Federal, State, or Local Election	58,312	142,721	100.00	55.98	100
Written or called any politician at the state, local, or national level	11,507	26,873	100.00	10.54	100
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	1,797	4,164	100.00	1.63	100
Written something that has been published	2,892	5,952	100.00	2.33	100
Written an article for a magazine or newspaper	991	2,211	100.00	0.87	100
Attended a political rally, speech, or organized protest of any kind	4,713	10,405	100.00	4.08	100
Attended a public meeting on town or school affairs	7,396	17,291	100.00	6.78	100
Held or run for political office	359	862	100.00	0.34	100
Served on a committee for some local organization	5,784	13,595	100.00	5.33	100
Served as an officer for some club or	5,576	13,163	100.00	5.16	100
Signed a petition	19,061	45,015	100.00	17.66	100
Worked for a political party	1,238	2,818	100.00	1.11	100
Made a speech	3,567	7,901	100.00	3.10	100
Been an active member of any group that tries to influence public policy or government	2,941	6,543	100.00	2.57	100

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

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Radio Advertising Bureau / www.rab.com /

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<b>Adults 18+</b>	101,809	254,936	100.00	100.00	100
Participated in environmental groups/causes	3,699	7,980	100.00	3.13	100
Engaged in fund raising	9,844	23,083	100.00	9.05	100
Recycled products	49,380	118,200	100.00	46.36	100
Any activity	77,615	189,660	100.00	74.39	100
Social Media - Follow On Social Media Sites: Political Groups	14,422	34,877	100.00	13.68	100
Politicians	13,937	32,838	100.00	12.88	100
Contributions: Political	7,107	17,929	100.00	7.03	100
Podcasts: Total Users: Listened/Last 30 Days: Politics	5,877	13,081	100.00	5.13	100
Category Influentialsm Segments: Politics I have great experience in this topic	19,723	47,338	100.00	18.57	100
Politics My family/friends trust my advice on this topic	11,692	27,870	100.00	10.93	100
Politics Super Influential Consumers	2,631	6,042	100.00	2.37	100
Politics Category Influential Consumers	6,294	14,530	100.00	5.70	100

## Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>White 18+</b>	72,675	189,791	74.45	100.00	100
Political Affiliation: Democratic	21,845	50,969	63.54	26.86	85
Republican	21,874	62,711	92.35	33.04	124
Other party	1,349	3,286	75.50	1.73	101
Independent/No party affiliation	27,607	72,825	71.07	38.37	95
Political Outlook: Very Conservative	10,283	31,343	82.28	16.51	111
Somewhat Conservative	14,914	40,575	81.78	21.38	110
Middle of the Road	25,666	68,737	69.58	36.22	93
Somewhat Liberal	12,827	29,697	72.52	15.65	97
Very Liberal	8,985	19,439	70.73	10.24	95
National Elections Always	50,680	133,421	79.86	70.30	107
Statewide Elections Always	36,938	98,717	79.88	52.01	107
Local Elections Always	29,423	79,650	78.83	41.97	106
National Elections Sometimes	7,308	18,066	71.14	9.52	96
Statewide Elections Sometimes	17,285	43,287	77.04	22.81	103
Local Elections Sometimes	22,231	56,383	78.76	29.71	106
National Elections Never	5,002	13,276	65.68	6.99	88
Statewide Elections Never	7,255	18,755	69.48	9.88	93
Local Elections Never	9,494	24,047	71.42	12.67	96
Civic Participation Segments: Political Change-Makers	3,044	6,824	80.63	3.60	108
Active Humanitarians	5,889	15,839	79.61	8.35	107
Donating Activists	3,711	9,491	85.33	5.00	115
Union Voters	4,652	11,651	77.55	6.14	104
Locally Active	5,147	12,647	84.61	6.66	114
Politically-Passive Traditionalists	28,599	79,682	71.65	41.98	96
Inactive Progressives	21,633	53,657	72.25	28.27	97
Public Activities: Voted in Federal, State, or Local Election	45,269	114,745	80.40	60.46	108
Written or called any politician at the state, local, or national level	9,583	23,056	85.80	12.15	115
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	1,425	3,420	82.13	1.80	110
Written something that has been published	2,190	4,608	77.42	2.43	104
Written an article for a magazine or newspaper	728	1,632	73.84	0.86	99
Attended a political rally, speech, or organized protest of any kind	3,640	8,244	79.23	4.34	106
Attended a public meeting on town or school affairs	5,534	13,497	78.06	7.11	105
Held or run for political office	258	645	74.82	0.34	100
Served on a committee for some local organization	4,736	11,477	84.42	6.05	113
Served as an officer for some club or	4,645	11,383	86.48	6.00	116
Signed a petition	14,397	35,072	77.91	18.48	105
Worked for a political party	961	2,283	81.02	1.20	109
Made a speech	2,669	6,009	76.05	3.17	102
Been an active member of any group that tries to influence public policy or government	2,364	5,434	83.06	2.86	112

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

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## Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>White 18+</b>	72,675	189,791	74.45	100.00	100
Participated in environmental groups/causes	2,951	6,585	82.52	3.47	111
Engaged in fund raising	7,451	18,165	78.69	9.57	106
Recycled products	38,856	95,629	80.90	50.39	109
Any activity	58,696	148,555	78.33	78.27	105
Social Media - Follow On Social Media Sites: Political Groups	11,200	28,015	80.33	14.76	108
Politicians	10,400	25,437	77.46	13.40	104
Contributions: Political	5,763	14,922	83.23	7.86	112
Podcasts: Total Users: Listened/Last 30 Days: Politics	4,650	10,636	81.31	5.60	109
Category Influentialssm Segments: Politics I have great experience in this topic	14,896	36,598	77.31	19.28	104
Politics My family/friends trust my advice on this topic	8,372	20,366	73.07	10.73	98
Politics Super Influential Consumers	1,970	4,675	77.37	2.46	104
Politics Category Influential Consumers	4,851	11,548	79.48	6.08	107

## Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Black/African American 18+</b>	14,161	34,006	13.34	100.00	100
Political Affiliation: Democratic	8,185	19,579	24.41	57.58	183
Republican	575	1,582	2.33	4.65	17
Other party	205	444	10.21	1.31	77
Independent/No party affiliation	5,196	12,400	12.10	36.46	91
Political Outlook: Very Conservative	1,327	3,354	8.81	9.86	66
Somewhat Conservative	1,814	4,624	9.32	13.60	70
Middle of the Road	6,439	15,495	15.68	45.57	118
Somewhat Liberal	2,695	6,239	15.24	18.35	114
Very Liberal	1,886	4,293	15.62	12.62	117
National Elections Always	7,921	19,442	11.64	57.17	87
Statewide Elections Always	5,884	14,601	11.81	42.94	89
Local Elections Always	5,267	12,853	12.72	37.80	95
National Elections Sometimes	1,468	3,536	13.92	10.40	104
Statewide Elections Sometimes	2,697	6,492	11.55	19.09	87
Local Elections Sometimes	3,247	7,960	11.12	23.41	83
National Elections Never	1,014	2,509	12.41	7.38	93
Statewide Elections Never	1,366	3,271	12.12	9.62	91
Local Elections Never	1,574	3,869	11.49	11.38	86
Civic Participation Segments: Political Change-Makers	418	930	10.99	2.73	82
Active Humanitarians	953	2,283	11.48	6.71	86
Donating Activists	239	628	5.64	1.85	42
Union Voters	861	2,039	13.57	6.00	102
Locally Active	669	1,460	9.77	4.29	73
Politically-Passive Traditionalists	6,893	16,729	15.04	49.20	113
Inactive Progressives	4,128	9,936	13.38	29.22	100
Public Activities: Voted in Federal, State, or Local Election	7,096	16,818	11.78	49.46	88
Written or called any politician at the state, local, or national level	969	2,059	7.66	6.06	57
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	192	379	9.09	1.11	68
Written something that has been published	313	595	9.99	1.75	75
Written an article for a magazine or newspaper	128	263	11.90	0.77	89
Attended a political rally, speech, or organized protest of any kind	569	1,197	11.50	3.52	86
Attended a public meeting on town or school affairs	1,016	2,251	13.02	6.62	98
Held or run for political office	50	123	14.31	0.36	107
Served on a committee for some local organization	619	1,354	9.96	3.98	75
Served as an officer for some club or	549	1,129	8.58	3.32	64
Signed a petition	2,502	5,728	12.72	16.84	95
Worked for a political party	182	384	13.62	1.13	102
Made a speech	507	1,118	14.15	3.29	106
Been an active member of any group that tries to influence public policy or government	313	718	10.98	2.11	82

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

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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Black/African American 18+</b>	14,161	34,006	13.34	100.00	100
Participated in environmental groups/causes	357	751	9.42	2.21	71
Engaged in fund raising	1,347	3,011	13.04	8.85	98
Recycled products	4,555	10,630	8.99	31.26	67
Any activity	9,509	22,565	11.90	66.36	89
Social Media - Follow On Social Media Sites: Political Groups	1,512	3,523	10.10	10.36	76
Politicians	1,691	3,748	11.41	11.02	86
Contributions: Political	709	1,802	10.05	5.30	75
Podcasts: Total Users: Listened/Last 30 Days: Politics	492	1,052	8.04	3.09	60
Category Influentialsm Segments: Politics I have great experience in this topic	2,337	5,725	12.09	16.84	91
Politics My family/friends trust my advice on this topic	1,635	3,999	14.35	11.76	108
Politics Super Influential Consumers	309	788	13.05	2.32	98
Politics Category Influential Consumers	730	1,721	11.84	5.06	89

## Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Asian 18+</b>	5,898	10,812	4.24	100.00	100
Political Affiliation: Democratic	2,150	3,917	4.88	36.23	115
Republican	738	1,419	2.09	13.12	49
Other party	102	210	4.82	1.94	114
Independent/No party affiliation	2,908	5,266	5.14	48.70	121
Political Outlook: Very Conservative	342	649	1.70	6.00	40
Somewhat Conservative	806	1,473	2.97	13.62	70
Middle of the Road	2,433	4,648	4.70	42.99	111
Somewhat Liberal	1,417	2,568	6.27	23.75	148
Very Liberal	900	1,475	5.37	13.64	127
National Elections Always	3,030	5,632	3.37	52.09	79
Statewide Elections Always	2,087	3,978	3.22	36.79	76
Local Elections Always	1,678	3,217	3.18	29.76	75
National Elections Sometimes	694	1,356	5.34	12.54	126
Statewide Elections Sometimes	1,383	2,607	4.64	24.11	109
Local Elections Sometimes	1,594	2,978	4.16	27.54	98
National Elections Never	625	1,136	5.62	10.50	132
Statewide Elections Never	779	1,383	5.12	12.79	121
Local Elections Never	953	1,725	5.12	15.95	121
Civic Participation Segments: Political Change-Makers	215	363	4.28	3.35	101
Active Humanitarians	440	779	3.92	7.21	92
Donating Activists	203	405	3.64	3.74	86
Union Voters	253	419	2.79	3.88	66
Locally Active	242	407	2.72	3.76	64
Politically-Passive Traditionalists	2,349	4,394	3.95	40.64	93
Inactive Progressives	2,196	4,045	5.45	37.41	128
Public Activities: Voted in Federal, State, or Local Election	2,719	5,098	3.57	47.15	84
Written or called any politician at the state, local, or national level	380	733	2.73	6.78	64
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	60	91	2.18	0.84	51
Written something that has been published	220	351	5.89	3.24	139
Written an article for a magazine or newspaper	64	114	5.17	1.06	122
Attended a political rally, speech, or organized protest of any kind	237	440	4.23	4.07	100
Attended a public meeting on town or school affairs	313	555	3.21	5.13	76
Held or run for political office	14	13	1.46	0.12	34
Served on a committee for some local organization	220	386	2.84	3.57	67
Served as an officer for some club or	205	320	2.43	2.96	57
Signed a petition	957	1,767	3.92	16.34	93
Worked for a political party	36	50	1.79	0.47	42
Made a speech	171	245	3.10	2.27	73
Been an active member of any group that tries to influence public policy or government	132	205	3.14	1.90	74

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<b>Asian 18+</b>	5,898	10,812	4.24	100.00	100
Participated in environmental groups/causes	229	394	4.94	3.64	116
Engaged in fund raising	526	955	4.14	8.84	98
Recycled products	2,919	5,429	4.59	50.22	108
Any activity	4,267	7,892	4.16	72.99	98
Social Media - Follow On Social Media Sites: Political Groups	697	1,219	3.50	11.28	82
Politicians	836	1,520	4.63	14.06	109
Contributions: Political	290	563	3.14	5.21	74
Podcasts: Total Users: Listened/Last 30 Days: Politics	330	616	4.71	5.70	111
Category Influentialssm Segments: Politics I have great experience in this topic	965	1,724	3.64	15.95	86
Politics My family/friends trust my advice on this topic	641	1,105	3.97	10.22	94
Politics Super Influential Consumers	154	224	3.70	2.07	87
Politics Category Influential Consumers	321	493	3.40	4.56	80



## Political by Ethnicity/Race

	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Hispanic 18+</b>	17,936	43,057	16.89	100.00	100
Political Affiliation: Democratic	6,521	14,225	17.73	33.04	105
Republican	2,605	5,638	8.30	13.09	49
Other party	337	803	18.45	1.87	109
Independent/No party affiliation	8,473	22,391	21.85	52.00	129
Political Outlook: Very Conservative	1,991	5,294	13.90	12.30	82
Somewhat Conservative	2,821	6,921	13.95	16.07	83
Middle of the Road	7,757	19,194	19.43	44.58	115
Somewhat Liberal	3,011	6,576	16.06	15.27	95
Very Liberal	2,356	5,072	18.45	11.78	109
National Elections Always	8,520	18,745	11.22	43.54	66
Statewide Elections Always	5,651	12,743	10.31	29.59	61
Local Elections Always	4,754	10,636	10.53	24.70	62
National Elections Sometimes	2,127	4,937	19.44	11.47	115
Statewide Elections Sometimes	3,743	8,024	14.28	18.64	85
Local Elections Sometimes	4,075	9,112	12.73	21.16	75
National Elections Never	2,443	6,680	33.05	15.51	196
Statewide Elections Never	3,089	7,948	29.45	18.46	174
Local Elections Never	3,628	8,944	26.56	20.77	157
Civic Participation Segments: Political Change-Makers	463	839	9.91	1.95	59
Active Humanitarians	871	2,101	10.56	4.88	63
Donating Activists	423	1,071	9.63	2.49	57
Union Voters	881	1,867	12.42	4.34	74
Locally Active	536	963	6.44	2.24	38
Politically-Passive Traditionalists	9,378	23,653	21.27	54.93	126
Inactive Progressives	5,384	12,564	16.92	29.18	100
Public Activities: Voted in Federal, State, or Local Election	7,070	14,002	9.81	32.52	58
Written or called any politician at the state, local, or national level	1,020	1,808	6.73	4.20	40
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	187	411	9.86	0.95	58
Written something that has been published	351	765	12.85	1.78	76
Written an article for a magazine or newspaper	133	335	15.15	0.78	90
Attended a political rally, speech, or organized protest of any kind	595	1,148	11.03	2.67	65
Attended a public meeting on town or school affairs	1,000	1,970	11.39	4.57	67
Held or run for political office	43	75	8.67	0.17	51
Served on a committee for some local organization	466	813	5.98	1.89	35
Served as an officer for some club or	429	783	5.95	1.82	35
Signed a petition	2,744	5,430	12.06	12.61	71
Worked for a political party	111	195	6.91	0.45	41
Made a speech	459	905	11.45	2.10	68
Been an active member of any group that tries to influence public policy or government	279	456	6.97	1.06	41

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	Unwgt'd	Weighted (000)	Horz %	Vert %	Index
<b>Hispanic 18+</b>	17,936	43,057	16.89	100.00	100
Participated in environmental groups/causes	393	694	8.70	1.61	52
Engaged in fund raising	1,267	2,486	10.77	5.77	64
Recycled products	6,873	14,489	12.26	33.65	73
Any activity	11,105	23,492	12.39	54.56	73
Social Media - Follow On Social Media Sites: Political Groups	2,386	5,224	14.98	12.13	89
Politicians	2,378	5,274	16.06	12.25	95
Contributions: Political	668	1,207	6.73	2.80	40
Podcasts: Total Users: Listened/Last 30 Days: Politics	960	1,899	14.51	4.41	86
Category Influentialsm Segments: Politics I have great experience in this topic	2,857	6,549	13.83	15.21	82
Politics My family/friends trust my advice on this topic	2,037	4,948	17.75	11.49	105
Politics Super Influential Consumers	361	721	11.93	1.67	71
Politics Category Influential Consumers	797	1,675	11.53	3.89	68