

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits	Adult Standards
Adults 18+	Unwgttd	47901	893	6908	1121	151
	Weighted (000)	247955	3787	36575	6249	884
	Horz %	100.00	1.53	14.75	2.52	0.36
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic						*
	Unwgttd	14685	358	1981	309	37
	Weighted (000)	71746	1484	9827	1713	203
	Horz %	100.00	2.07	13.70	2.39	0.28
	Vert %	28.94	39.18	26.87	27.41	22.90
	Index	100	135	93	95	79
Republican						*
	Unwgttd	11994	151	1844	279	58
	Weighted (000)	63200	644	10128	1580	367
	Horz %	100.00	1.02	16.03	2.50	0.58
	Vert %	25.49	17.00	27.69	25.28	41.54
	Index	100	67	109	99	163
Other party			*		*	*
	Unwgttd	610	20	97	18	3
	Weighted (000)	3269	76	519	96	18
	Horz %	100.00	2.34	15.87	2.93	0.56
	Vert %	1.32	2.02	1.42	1.53	2.09
	Index	100	153	108	116	158
Independent/No party affiliation						*
	Unwgttd	18878	351	2769	472	50
	Weighted (000)	100171	1523	14834	2570	272
	Horz %	100.00	1.52	14.81	2.57	0.27
	Vert %	40.40	40.23	40.56	41.12	30.79
	Index	100	100	100	102	76
Political Outlook: Very Conservative						*
	Unwgttd	7303	53	828	151	34
	Weighted (000)	38955	197	4577	880	184
	Horz %	100.00	0.51	11.75	2.26	0.47
	Vert %	15.71	5.21	12.51	14.09	20.80
	Index	100	33	80	90	132
Somewhat Conservative						*
	Unwgttd	9929	136	1471	249	33
	Weighted (000)	52644	555	7873	1321	162
	Horz %	100.00	1.06	14.96	2.51	0.31
	Vert %	21.23	14.67	21.53	21.14	18.28
	Index	100	69	101	100	86
Middle of the Road						*
	Unwgttd	16548	283	2638	391	59
	Weighted (000)	86094	1246	14096	2183	291
	Horz %	100.00	1.45	16.37	2.54	0.34
	Vert %	34.72	32.91	38.54	34.94	32.86
	Index	100	95	111	101	95
Somewhat Liberal						*
	Unwgttd	6807	219	1048	179	16
	Weighted (000)	32227	946	5368	1022	163
	Horz %	100.00	2.94	16.66	3.17	0.51
	Vert %	13.00	24.99	14.68	16.35	18.48
	Index	100	192	113	126	142

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits	Adult Standards
						*
Very Liberal	Unwgted	4298	179	541	89	5
	Weighted (000)	20905	776	2632	464	58
	Horz %	100.00	3.71	12.59	2.22	0.28
	Vert %	8.43	20.51	7.20	7.42	6.53
	Index	100	243	85	88	77
Voting Frequency: National Elections Always	Unwgted	26688	633	3841	569	111
	Weighted (000)	132726	2523	19837	3082	641
	Horz %	100.00	1.90	14.95	2.32	0.48
	Vert %	53.53	66.63	54.24	49.32	72.44
	Index	100	124	101	92	135
National Elections Sometimes	Unwgted	4811	88	750	127	9
	Weighted (000)	25013	342	4078	728	60
	Horz %	100.00	1.37	16.30	2.91	0.24
	Vert %	10.09	9.03	11.15	11.65	6.81
	Index	100	90	111	116	67
National Elections Never	Unwgted	3488	37	578	115	1
	Weighted (000)	19830	181	3331	650	4
	Horz %	100.00	0.91	16.80	3.28	0.02
	Vert %	8.00	4.77	9.11	10.40	0.46
	Index	100	60	114	130	6
Voting Frequency: Statewide Elections Always	Unwgted	18068	465	2444	375	87
	Weighted (000)	89092	1819	12839	2048	521
	Horz %	100.00	2.04	14.41	2.30	0.59
	Vert %	35.93	48.05	35.10	32.78	58.97
	Index	100	134	98	91	164
Statewide Elections Sometimes	Unwgted	9433	193	1562	230	22
	Weighted (000)	48504	813	8092	1323	119
	Horz %	100.00	1.68	16.68	2.73	0.25
	Vert %	19.56	21.46	22.13	21.17	13.44
	Index	100	110	113	108	69
Statewide Elections Never	Unwgted	4707	58	789	144	7
	Weighted (000)	26230	258	4482	838	50
	Horz %	100.00	0.98	17.09	3.19	0.19
	Vert %	10.58	6.82	12.25	13.41	5.65
	Index	100	64	116	127	53
Voting Frequency: Local Elections Always	Unwgted	15177	365	1996	307	78
	Weighted (000)	75618	1476	10652	1722	467
	Horz %	100.00	1.95	14.09	2.28	0.62
	Vert %	30.50	38.99	29.12	27.56	52.77
	Index	100	128	95	90	173
Local Elections Sometimes	Unwgted	11219	268	1791	281	29
	Weighted (000)	56747	1033	9253	1555	160
	Horz %	100.00	1.82	16.31	2.74	0.28
	Vert %	22.89	27.28	25.30	24.88	18.07
	Index	100	119	111	109	79
Local Elections Never	Unwgted	5800	79	979	164	9
	Weighted (000)	31786	373	5445	945	63
	Horz %	100.00	1.17	17.13	2.97	0.20
	Vert %	12.82	9.86	14.89	15.12	7.11
	Index	100	77	116	118	55

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits	Adult Standards
						*
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	200	2722	498	39
	Weighted (000)	109117	976	15274	2890	273
	Horz %	100.00	0.89	14.00	2.65	0.25
	Vert %	44.01	25.76	41.76	46.24	30.86
	Index	100	59	95	105	70
Strictly Voters	Unwgted	14499	258	2020	287	52
	Weighted (000)	70015	970	10007	1417	322
	Horz %	100.00	1.39	14.29	2.02	0.46
	Vert %	28.24	25.62	27.36	22.68	36.40
	Index	100	91	97	80	129
Vote and Sign	Unwgted	8493	267	1336	222	39
	Weighted (000)	42668	1137	7151	1369	149
	Horz %	100.00	2.66	16.76	3.21	0.35
	Vert %	17.21	30.02	19.55	21.91	16.80
	Index	100	174	114	127	98
Civic Advocates	Unwgted	1123	40	160	22	3
	Weighted (000)	5353	169	819	107	8
	Horz %	100.00	3.15	15.30	2.01	0.15
	Vert %	2.16	4.45	2.24	1.72	0.92
	Index	100	206	104	80	43
Local Participants	Unwgted	3027	71	497	62	13
	Weighted (000)	14887	309	2491	298	86
	Horz %	100.00	2.08	16.73	2.00	0.58
	Vert %	6.00	8.17	6.81	4.77	9.73
	Index	100	136	113	80	162
Political Activists	Unwgted	1257	57	173	30	5
	Weighted (000)	5915	226	834	168	47
	Horz %	100.00	3.83	14.10	2.84	0.79
	Vert %	2.39	5.98	2.28	2.68	5.28
	Index	100	250	96	113	221
Public Activities: Voted in Federal, State, or Local Election	Unwgted	25906	640	3789	556	109
	Weighted (000)	125585	2552	19140	2955	595
	Horz %	100.00	2.03	15.24	2.35	0.47
	Vert %	50.65	67.38	52.33	47.29	67.29
	Index	100	133	103	93	133
Written or called any politician at the state, local, or national level	Unwgted	5010	219	747	127	23
	Weighted (000)	24071	946	3751	762	120
	Horz %	100.00	3.93	15.58	3.17	0.50
	Vert %	9.71	24.98	10.26	12.20	13.62
	Index	100	257	106	126	140
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1126	51	147	26	5
	Weighted (000)	5190	182	760	149	12
	Horz %	100.00	3.51	14.64	2.87	0.24
	Vert %	2.09	4.82	2.08	2.39	1.40
	Index	100	230	99	114	67
Written something that has been published	Unwgted	1152	46	155	22	2
	Weighted (000)	5472	174	768	136	3
	Horz %	100.00	3.19	14.04	2.49	0.06
	Vert %	2.21	4.60	2.10	2.18	0.39
	Index	100	209	95	99	18

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits	Adult Standards
						*
Written an article for a magazine or newspaper	Unwgted	524	15	70	12	1
	Weighted (000)	2614	100	393	69	5
	Horz %	100.00	3.84	15.05	2.63	0.18
	Vert %	1.05	2.65	1.08	1.10	0.53
	Index	100	252	102	104	50
						*
Attended a political rally, speech, or organized protest of any kind	Unwgted	2835	151	429	81	4
	Weighted (000)	13836	761	2230	469	53
	Horz %	100.00	5.50	16.12	3.39	0.38
	Vert %	5.58	20.11	6.10	7.51	5.99
	Index	100	360	109	135	107
						*
Attended a public meeting on town or school affairs	Unwgted	6009	173	1054	161	15
	Weighted (000)	29184	749	5232	785	135
	Horz %	100.00	2.57	17.93	2.69	0.46
	Vert %	11.77	19.79	14.30	12.56	15.22
	Index	100	168	122	107	129
			*	*	*	*
Held or run for political office	Unwgted	171	5	23	5	0
	Weighted (000)	880	14	91	18	0
	Horz %	100.00	1.56	10.32	2.02	0.00
	Vert %	0.35	0.36	0.25	0.28	0.00
	Index	100	102	70	80	0
						*
Served on a committee for some local organization	Unwgted	2914	91	455	60	11
	Weighted (000)	14415	392	2380	351	95
	Horz %	100.00	2.72	16.51	2.43	0.66
	Vert %	5.81	10.35	6.51	5.61	10.79
	Index	100	178	112	97	186
					*	*
Served as an officer for some club or organization	Unwgted	2425	72	351	41	12
	Weighted (000)	11670	303	1585	191	76
	Horz %	100.00	2.60	13.58	1.63	0.65
	Vert %	4.71	8.00	4.33	3.05	8.55
	Index	100	170	92	65	182
						*
Signed a petition	Unwgted	9386	339	1473	235	39
	Weighted (000)	47157	1393	7895	1459	224
	Horz %	100.00	2.95	16.74	3.09	0.48
	Vert %	19.02	36.78	21.59	23.35	25.37
	Index	100	193	114	123	133
			*	*	*	*
Worked for a political party	Unwgted	820	22	106	13	4
	Weighted (000)	3751	66	505	68	20
	Horz %	100.00	1.75	13.47	1.82	0.53
	Vert %	1.51	1.74	1.38	1.09	2.25
	Index	100	115	91	72	149
					*	*
Made a speech	Unwgted	2138	69	326	47	7
	Weighted (000)	10172	358	1625	222	49
	Horz %	100.00	3.52	15.98	2.18	0.48
	Vert %	4.10	9.47	4.44	3.55	5.54
	Index	100	231	108	87	135
				*	*	*
Been an active member of any group that tries to influence public policy or government	Unwgted	1829	78	264	45	6
	Weighted (000)	8692	302	1257	215	47
	Horz %	100.00	3.48	14.47	2.48	0.54
	Vert %	3.51	7.98	3.44	3.45	5.32
	Index	100	228	98	98	152

		Adults 18+	Radio Formats: AAA (subset of "Alternative")	Adult Contemporary	Adult Hits	Adult Standards
					*	*
Participated in environmental groups/causes	Unwgted	1944	101	286	45	3
	Weighted (000)	9143	460	1394	238	35
	Horz %	100.00	5.03	15.25	2.61	0.38
	Vert %	3.69	12.14	3.81	3.82	3.93
	Index	100	329	103	103	106
					*	*
Engaged in fund raising	Unwgted	7597	213	1317	179	24
	Weighted (000)	37317	925	6742	911	101
	Horz %	100.00	2.48	18.07	2.44	0.27
	Vert %	15.05	24.44	18.43	14.57	11.40
	Index	100	162	122	97	76
					*	*
Recycled products	Unwgted	28578	734	4485	697	104
	Weighted (000)	138150	2946	22485	3695	609
	Horz %	100.00	2.13	16.28	2.67	0.44
	Vert %	55.72	77.81	61.48	59.13	68.92
	Index	100	140	110	106	124
					*	*
Any activity	Unwgted	38589	841	5754	892	137
	Weighted (000)	192123	3486	29647	4877	794
	Horz %	100.00	1.81	15.43	2.54	0.41
	Vert %	77.48	92.07	81.06	78.04	89.84
	Index	100	119	105	101	116
					*	*
Contributions: Political	Unwgted	2651	76	324	40	15
	Weighted (000)	12184	268	1510	213	79
	Horz %	100.00	2.20	12.39	1.75	0.65
	Vert %	4.91	7.08	4.13	3.41	8.89
	Index	100	144	84	69	181
					*	*
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647	208	1120	195	32
	Weighted (000)	43106	858	5790	1116	206
	Horz %	100.00	1.99	13.43	2.59	0.48
	Vert %	17.38	22.66	15.83	17.85	23.26
	Index	100	130	91	103	134
					*	*
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552	109	747	135	15
	Weighted (000)	28275	454	3979	787	79
	Horz %	100.00	1.61	14.07	2.78	0.28
	Vert %	11.40	11.99	10.88	12.59	8.96
	Index	100	105	95	110	79
			*		*	*
Politics Super Influential Consumers	Unwgted	1207	29	179	31	2
	Weighted (000)	5985	150	908	193	19
	Horz %	100.00	2.50	15.18	3.23	0.31
	Vert %	2.41	3.96	2.48	3.09	2.13
	Index	100	164	103	128	88
					*	*
Politics Category Influential Consumers	Unwgted	2542	70	368	68	8
	Weighted (000)	12355	307	1971	398	54
	Horz %	100.00	2.49	15.95	3.22	0.43
	Vert %	4.98	8.11	5.39	6.37	6.05
	Index	100	163	108	128	121

		Adults 18+	All News	All Talk	Alternative	CHR
Adults 18+	Unwgted	47901	2151	709	2824	7386
	Weighted (000)	247955	6694	3209	13452	40139
	Horz %	100.00	2.70	1.29	5.43	16.19
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	788	138	886	2351
	Weighted (000)	71746	2383	615	4135	11993
	Horz %	100.00	3.32	0.86	5.76	16.72
	Vert %	28.94	35.60	19.15	30.74	29.88
	Index	100	123	66	106	103
Republican	Unwgted	11994	535	337	665	1433
	Weighted (000)	63200	1671	1529	3106	8000
	Horz %	100.00	2.64	2.42	4.91	12.66
	Vert %	25.49	24.96	47.64	23.09	19.93
	Index	100	98	187	91	78
Other party	Unwgted	610	18	14	68	83
	Weighted (000)	3269	61	57	290	418
	Horz %	100.00	1.88	1.74	8.86	12.77
	Vert %	1.32	0.92	1.77	2.15	1.04
	Index	100	69	134	163	79
Independent/No party affiliation	Unwgted	18878	730	205	1146	3273
	Weighted (000)	100171	2288	945	5639	18158
	Horz %	100.00	2.28	0.94	5.63	18.13
	Vert %	40.40	34.17	29.44	41.92	45.24
	Index	100	85	73	104	112
Political Outlook: Very Conservative	Unwgted	7303	233	239	238	672
	Weighted (000)	38955	764	1083	1053	3568
	Horz %	100.00	1.96	2.78	2.70	9.16
	Vert %	15.71	11.42	33.75	7.82	8.89
	Index	100	73	215	50	57
Somewhat Conservative	Unwgted	9929	450	196	540	1388
	Weighted (000)	52644	1371	855	2632	7726
	Horz %	100.00	2.60	1.62	5.00	14.68
	Vert %	21.23	20.47	26.65	19.57	19.25
	Index	100	96	126	92	91
Middle of the Road	Unwgted	16548	770	154	1033	2994
	Weighted (000)	86094	2369	694	4928	16263
	Horz %	100.00	2.75	0.81	5.72	18.89
	Vert %	34.72	35.39	21.62	36.63	40.52
	Index	100	102	62	106	117
Somewhat Liberal	Unwgted	6807	396	63	561	1177
	Weighted (000)	32227	1175	297	2622	5958
	Horz %	100.00	3.65	0.92	8.14	18.49
	Vert %	13.00	17.55	9.25	19.49	14.84
	Index	100	135	71	150	114

		Adults 18+	All News	All Talk	Alternative	CHR
Very Liberal					*	
	Unwgted	4298	184	29	359	677
	Weighted (000)	20905	562	120	1724	3579
	Horz %	100.00	2.69	0.57	8.25	17.12
	Vert %	8.43	8.40	3.73	12.82	8.92
	Index	100	100	44	152	106
Voting Frequency: National Elections Always						
	Unwgted	26688	1477	515	1713	3464
	Weighted (000)	132726	4534	2231	7823	18462
	Horz %	100.00	3.42	1.68	5.89	13.91
	Vert %	53.53	67.73	69.52	58.16	46.00
	Index	100	127	130	109	86
National Elections Sometimes					*	
	Unwgted	4811	164	47	346	895
	Weighted (000)	25013	507	223	1574	4636
	Horz %	100.00	2.03	0.89	6.29	18.54
	Vert %	10.09	7.58	6.94	11.70	11.55
	Index	100	75	69	116	115
National Elections Never					*	
	Unwgted	3488	127	30	196	702
	Weighted (000)	19830	443	135	1034	3999
	Horz %	100.00	2.24	0.68	5.22	20.17
	Vert %	8.00	6.62	4.20	7.69	9.96
	Index	100	83	53	96	125
Voting Frequency: Statewide Elections Always						
	Unwgted	18068	1118	387	1105	2003
	Weighted (000)	89092	3433	1642	4849	10633
	Horz %	100.00	3.85	1.84	5.44	11.94
	Vert %	35.93	51.29	51.16	36.05	26.49
	Index	100	143	142	100	74
Statewide Elections Sometimes						
	Unwgted	9433	357	131	713	1632
	Weighted (000)	48504	1046	560	3323	8741
	Horz %	100.00	2.16	1.15	6.85	18.02
	Vert %	19.56	15.63	17.44	24.70	21.78
	Index	100	80	89	126	111
Statewide Elections Never					*	
	Unwgted	4707	172	40	288	975
	Weighted (000)	26230	624	221	1476	5507
	Horz %	100.00	2.38	0.84	5.63	21.00
	Vert %	10.58	9.32	6.90	10.97	13.72
	Index	100	88	65	104	130
Voting Frequency: Local Elections Always						
	Unwgted	15177	936	329	866	1663
	Weighted (000)	75618	2874	1425	3826	8808
	Horz %	100.00	3.80	1.88	5.06	11.65
	Vert %	30.50	42.93	44.39	28.44	21.94
	Index	100	141	146	93	72
Local Elections Sometimes						
	Unwgted	11219	487	170	846	1757
	Weighted (000)	56747	1455	732	3800	9328
	Horz %	100.00	2.56	1.29	6.70	16.44
	Vert %	22.89	21.73	22.82	28.25	23.24
	Index	100	95	100	123	102
Local Elections Never						
	Unwgted	5800	222	57	381	1181
	Weighted (000)	31786	774	271	1969	6678
	Horz %	100.00	2.44	0.85	6.19	21.01
	Vert %	12.82	11.57	8.45	14.64	16.64
	Index	100	90	66	114	130

		Adults 18+	All News	All Talk	Alternative	CHR
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	521	155	897	3416
	Weighted (000)	109117	1710	735	4593	20012
	Horz %	100.00	1.57	0.67	4.21	18.34
	Vert %	44.01	25.55	22.90	34.15	49.86
	Index	100	58	52	78	113
Strictly Voters	Unwgted	14499	843	254	805	1992
	Weighted (000)	70015	2618	1094	3629	9999
	Horz %	100.00	3.74	1.56	5.18	14.28
	Vert %	28.24	39.11	34.09	26.98	24.91
	Index	100	138	121	96	88
Vote and Sign	Unwgted	8493	440	180	719	1313
	Weighted (000)	42668	1388	853	3389	6757
	Horz %	100.00	3.25	2.00	7.94	15.84
	Vert %	17.21	20.73	26.58	25.19	16.83
	Index	100	120	154	146	98
Civic Advocates	Unwgted	1123	64	21	94	126
	Weighted (000)	5353	182	117	418	640
	Horz %	100.00	3.40	2.18	7.81	11.96
	Vert %	2.16	2.72	3.64	3.11	1.59
	Index	100	126	169	144	74
Local Participants	Unwgted	3027	193	62	199	403
	Weighted (000)	14887	554	300	911	2038
	Horz %	100.00	3.72	2.01	6.12	13.69
	Vert %	6.00	8.28	9.34	6.77	5.08
	Index	100	138	156	113	85
Political Activists	Unwgted	1257	90	37	110	136
	Weighted (000)	5915	242	111	511	693
	Horz %	100.00	4.09	1.87	8.63	11.72
	Vert %	2.39	3.61	3.45	3.80	1.73
	Index	100	151	145	159	72
Public Activities: Voted in Federal, State, or Local Election	Unwgted	25906	1544	515	1756	3506
	Weighted (000)	125585	4703	2346	7950	17549
	Horz %	100.00	3.74	1.87	6.33	13.97
	Vert %	50.65	70.25	73.11	59.10	43.72
	Index	100	139	144	117	86
Written or called any politician at the state, local, or national level	Unwgted	5010	322	126	463	519
	Weighted (000)	24071	978	505	2199	2486
	Horz %	100.00	4.06	2.10	9.14	10.33
	Vert %	9.71	14.60	15.72	16.35	6.19
	Index	100	150	162	168	64
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1126	94	33	107	106
	Weighted (000)	5190	230	124	460	462
	Horz %	100.00	4.42	2.39	8.86	8.91
	Vert %	2.09	3.43	3.86	3.42	1.15
	Index	100	164	184	163	55
Written something that has been published	Unwgted	1152	71	28	97	120
	Weighted (000)	5472	207	146	417	661
	Horz %	100.00	3.79	2.67	7.61	12.08
	Vert %	2.21	3.10	4.56	3.10	1.65
	Index	100	140	206	140	75

		Adults 18+	All News	All Talk	Alternative	CHR
				*	*	*
Written an article for a magazine or newspaper	Unwgt'd	524	38	11	41	57
	Weighted (000)	2614	90	52	219	217
	Horz %	100.00	3.45	1.97	8.37	8.31
	Vert %	1.05	1.35	1.61	1.63	0.54
	Index	100	128	152	154	51
Attended a political rally, speech, or organized protest of any kind	Unwgt'd	2835	173	55	289	388
	Weighted (000)	13836	521	206	1429	1964
	Horz %	100.00	3.76	1.49	10.33	14.20
	Vert %	5.58	7.78	6.42	10.62	4.89
	Index	100	139	115	190	88
Attended a public meeting on town or school affairs	Unwgt'd	6009	356	120	462	1031
	Weighted (000)	29184	1076	518	2051	5104
	Horz %	100.00	3.69	1.77	7.03	17.49
	Vert %	11.77	16.08	16.13	15.25	12.72
	Index	100	137	137	130	108
Held or run for political office	Unwgt'd	171	16	7	8	21
	Weighted (000)	880	44	32	24	101
	Horz %	100.00	4.98	3.68	2.74	11.48
	Vert %	0.35	0.66	1.01	0.18	0.25
	Index	100	185	284	51	71
Served on a committee for some local organization	Unwgt'd	2914	191	69	215	356
	Weighted (000)	14415	528	327	981	1795
	Horz %	100.00	3.66	2.27	6.80	12.45
	Vert %	5.81	7.89	10.19	7.29	4.47
	Index	100	136	175	125	77
Served as an officer for some club or organization	Unwgt'd	2425	177	54	163	276
	Weighted (000)	11670	460	227	760	1369
	Horz %	100.00	3.94	1.95	6.51	11.73
	Vert %	4.71	6.88	7.08	5.65	3.41
	Index	100	146	150	120	72
Signed a petition	Unwgt'd	9386	496	192	842	1461
	Weighted (000)	47157	1531	906	3892	7684
	Horz %	100.00	3.25	1.92	8.25	16.30
	Vert %	19.02	22.86	28.24	28.93	19.14
	Index	100	120	148	152	101
Worked for a political party	Unwgt'd	820	64	28	49	84
	Weighted (000)	3751	194	89	206	436
	Horz %	100.00	5.18	2.38	5.51	11.63
	Vert %	1.51	2.90	2.78	1.54	1.09
	Index	100	192	184	101	72
Made a speech	Unwgt'd	2138	138	36	160	312
	Weighted (000)	10172	382	192	810	1622
	Horz %	100.00	3.75	1.89	7.97	15.95
	Vert %	4.10	5.70	5.98	6.02	4.04
	Index	100	139	146	147	99
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1829	121	43	156	209
	Weighted (000)	8692	339	175	686	997
	Horz %	100.00	3.90	2.02	7.89	11.47
	Vert %	3.51	5.06	5.47	5.10	2.48
	Index	100	144	156	145	71

		Adults 18+	All News	All Talk	Alternative	CHR
Participated in environmental groups/causes				*		
	Unwgted	1944	115	23	193	255
	Weighted (000)	9143	302	88	901	1226
	Horz %	100.00	3.30	0.96	9.85	13.41
	Vert %	3.69	4.51	2.74	6.70	3.05
Index	100	122	74	182	83	
Engaged in fund raising	Unwgted	7597	392	124	587	1326
	Weighted (000)	37317	1151	517	2818	6880
	Horz %	100.00	3.08	1.39	7.55	18.44
	Vert %	15.05	17.19	16.12	20.95	17.14
	Index	100	114	107	139	114
Recycled products	Unwgted	28578	1700	446	2072	4558
	Weighted (000)	138150	5155	1917	9346	23346
	Horz %	100.00	3.73	1.39	6.76	16.90
	Vert %	55.72	77.01	59.73	69.48	58.16
	Index	100	138	107	125	104
Any activity	Unwgted	38589	2006	643	2499	5896
	Weighted (000)	192123	6181	2868	11707	30841
	Horz %	100.00	3.22	1.49	6.09	16.05
	Vert %	77.48	92.33	89.36	87.03	76.84
	Index	100	119	115	112	99
Contributions: Political	Unwgted	2651	195	80	179	249
	Weighted (000)	12184	527	241	674	1255
	Horz %	100.00	4.32	1.98	5.53	10.30
	Vert %	4.91	7.87	7.50	5.01	3.13
	Index	100	160	153	102	64
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647	524	190	545	1215
	Weighted (000)	43106	1613	867	2625	6568
	Horz %	100.00	3.74	2.01	6.09	15.24
	Vert %	17.38	24.09	27.02	19.51	16.36
	Index	100	139	155	112	94
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552	293	120	345	818
	Weighted (000)	28275	894	618	1617	4463
	Horz %	100.00	3.16	2.19	5.72	15.78
	Vert %	11.40	13.35	19.27	12.02	11.12
	Index	100	117	169	105	97
Politics Super Influential Consumers				*		
	Unwgted	1207	80	30	83	178
	Weighted (000)	5985	268	135	436	945
	Horz %	100.00	4.48	2.25	7.28	15.79
	Vert %	2.41	4.01	4.20	3.24	2.35
Index	100	166	174	134	98	
Politics Category Influential Consumers	Unwgted	2542	176	72	191	359
	Weighted (000)	12355	539	337	929	1877
	Horz %	100.00	4.36	2.73	7.52	15.19
	Vert %	4.98	8.05	10.51	6.90	4.68
	Index	100	162	211	139	94

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Adults 18+	Unwgted	47901	2896	3151	1240	6963
	Weighted (000)	247955	14069	16872	5268	42773
	Horz %	100.00	5.67	6.80	2.12	17.25
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	757	728	488	1340
	Weighted (000)	71746	3570	3621	2108	7834
	Horz %	100.00	4.98	5.05	2.94	10.92
	Vert %	28.94	25.38	21.46	40.02	18.32
	Index	100	88	74	138	63
Republican	Unwgted	11994	892	979	274	2547
	Weighted (000)	63200	4325	5187	1105	16179
	Horz %	100.00	6.84	8.21	1.75	25.60
	Vert %	25.49	30.74	30.75	20.97	37.83
	Index	100	121	121	82	148
Other party	Unwgted	610	47	49	18	83
	Weighted (000)	3269	232	257	73	560
	Horz %	100.00	7.11	7.87	2.25	17.11
	Vert %	1.32	1.65	1.52	1.39	1.31
	Index	100	125	116	106	99
Independent/No party affiliation	Unwgted	18878	1134	1305	423	2818
	Weighted (000)	100171	5631	7272	1860	17152
	Horz %	100.00	5.62	7.26	1.86	17.12
	Vert %	40.40	40.03	43.10	35.30	40.10
	Index	100	99	107	87	99
Political Outlook: Very Conservative	Unwgted	7303	424	433	149	1167
	Weighted (000)	38955	2197	2430	675	7298
	Horz %	100.00	5.64	6.24	1.73	18.73
	Vert %	15.71	15.61	14.40	12.81	17.06
	Index	100	99	92	82	109
Somewhat Conservative	Unwgted	9929	671	723	203	1817
	Weighted (000)	52644	3099	3804	760	11224
	Horz %	100.00	5.89	7.23	1.44	21.32
	Vert %	21.23	22.03	22.54	14.43	26.24
	Index	100	104	106	68	124
Middle of the Road	Unwgted	16548	1080	1239	357	2697
	Weighted (000)	86094	5268	6890	1580	16692
	Horz %	100.00	6.12	8.00	1.84	19.39
	Vert %	34.72	37.45	40.84	30.00	39.02
	Index	100	108	118	86	112
Somewhat Liberal	Unwgted	6807	398	390	257	614
	Weighted (000)	32227	1914	1796	1036	3425
	Horz %	100.00	5.94	5.57	3.21	10.63
	Vert %	13.00	13.61	10.65	19.66	8.01
	Index	100	105	82	151	62

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Very Liberal	Unwgted	4298	199	213	217	288
	Weighted (000)	20905	861	1028	985	1801
	Horz %	100.00	4.12	4.92	4.71	8.62
	Vert %	8.43	6.12	6.09	18.70	4.21
	Index	100	73	72	222	50
Voting Frequency: National Elections Always	Unwgted	26688	1772	1883	867	3822
	Weighted (000)	132726	8493	9590	3555	22946
	Horz %	100.00	6.40	7.23	2.68	17.29
	Vert %	53.53	60.37	56.84	67.49	53.65
	Index	100	113	106	126	100
National Elections Sometimes	Unwgted	4811	344	356	114	788
	Weighted (000)	25013	1711	2156	490	4823
	Horz %	100.00	6.84	8.62	1.96	19.28
	Vert %	10.09	12.16	12.78	9.31	11.28
	Index	100	121	127	92	112
National Elections Never	Unwgted	3488	187	249	60	578
	Weighted (000)	19830	980	1558	302	3812
	Horz %	100.00	4.94	7.86	1.52	19.22
	Vert %	8.00	6.97	9.23	5.73	8.91
	Index	100	87	115	72	111
Voting Frequency: Statewide Elections Always	Unwgted	18068	1215	1249	669	2445
	Weighted (000)	89092	5856	6590	2801	14870
	Horz %	100.00	6.57	7.40	3.14	16.69
	Vert %	35.93	41.63	39.06	53.17	34.77
	Index	100	116	109	148	97
Statewide Elections Sometimes	Unwgted	9433	647	700	236	1565
	Weighted (000)	48504	3031	3711	1012	9296
	Horz %	100.00	6.25	7.65	2.09	19.16
	Vert %	19.56	21.55	22.00	19.22	21.73
	Index	100	110	112	98	111
Statewide Elections Never	Unwgted	4707	268	333	88	796
	Weighted (000)	26230	1424	2012	409	5149
	Horz %	100.00	5.43	7.67	1.56	19.63
	Vert %	10.58	10.12	11.92	7.76	12.04
	Index	100	96	113	73	114
Voting Frequency: Local Elections Always	Unwgted	15177	1011	1031	548	2049
	Weighted (000)	75618	4915	5496	2383	12309
	Horz %	100.00	6.50	7.27	3.15	16.28
	Vert %	30.50	34.94	32.58	45.24	28.78
	Index	100	115	107	148	94
Local Elections Sometimes	Unwgted	11219	776	863	314	1830
	Weighted (000)	56747	3626	4562	1213	11105
	Horz %	100.00	6.39	8.04	2.14	19.57
	Vert %	22.89	25.78	27.04	23.02	25.96
	Index	100	113	118	101	113
Local Elections Never	Unwgted	5800	346	401	121	948
	Weighted (000)	31786	1793	2325	593	5994
	Horz %	100.00	5.64	7.31	1.87	18.86
	Vert %	12.82	12.75	13.78	11.26	14.01
	Index	100	99	107	88	109

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	1017	1139	273	2972
	Weighted (000)	109117	5045	6623	1198	19167
	Horz %	100.00	4.62	6.07	1.10	17.57
	Vert %	44.01	35.86	39.25	22.75	44.81
	Index	100	81	89	52	102
Strictly Voters	Unwgted	14499	935	1011	384	2121
	Weighted (000)	70015	4368	5199	1582	12285
	Horz %	100.00	6.24	7.43	2.26	17.55
	Vert %	28.24	31.05	30.81	30.02	28.72
	Index	100	110	109	106	102
Vote and Sign	Unwgted	8493	589	659	327	1180
	Weighted (000)	42668	2860	3424	1393	7288
	Horz %	100.00	6.70	8.02	3.26	17.08
	Vert %	17.21	20.33	20.29	26.44	17.04
	Index	100	118	118	154	99
Civic Advocates	Unwgted	1123	60	55	54	116
	Weighted (000)	5353	306	195	204	662
	Horz %	100.00	5.72	3.64	3.80	12.37
	Vert %	2.16	2.18	1.16	3.86	1.55
	Index	100	101	54	179	72
Local Participants	Unwgted	3027	216	215	133	466
	Weighted (000)	14887	1067	1060	592	2805
	Horz %	100.00	7.16	7.12	3.98	18.84
	Vert %	6.00	7.58	6.28	11.24	6.56
	Index	100	126	105	187	109
Political Activists	Unwgted	1257	79	72	69	108
	Weighted (000)	5915	423	372	300	566
	Horz %	100.00	7.16	6.28	5.07	9.57
	Vert %	2.39	3.01	2.20	5.69	1.32
	Index	100	126	92	239	55
Public Activities: Voted in Federal, State, or Local Election	Unwgted	25906	1730	1835	893	3620
	Weighted (000)	125585	8187	9238	3742	21220
	Horz %	100.00	6.52	7.36	2.98	16.90
	Vert %	50.65	58.19	54.75	71.04	49.61
	Index	100	115	108	140	98
Written or called any politician at the state, local, or national level	Unwgted	5010	337	352	284	567
	Weighted (000)	24071	1581	1753	1218	3273
	Horz %	100.00	6.57	7.28	5.06	13.60
	Vert %	9.71	11.23	10.39	23.13	7.65
	Index	100	116	107	238	79
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1126	75	71	89	132
	Weighted (000)	5190	318	348	411	785
	Horz %	100.00	6.12	6.71	7.92	15.12
	Vert %	2.09	2.26	2.06	7.80	1.83
	Index	100	108	99	373	88
Written something that has been published	Unwgted	1152	72	58	63	105
	Weighted (000)	5472	354	242	233	575
	Horz %	100.00	6.47	4.41	4.25	10.50
	Vert %	2.21	2.52	1.43	4.41	1.34
	Index	100	114	65	200	61

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
			*	*	*	
Written an article for a magazine or newspaper	Unwgted	524	23	26	31	52
	Weighted (000)	2614	142	125	141	305
	Horz %	100.00	5.43	4.77	5.41	11.67
	Vert %	1.05	1.01	0.74	2.68	0.71
	Index	100	96	70	254	68
Attended a political rally, speech, or organized protest of any kind	Unwgted	2835	170	169	145	273
	Weighted (000)	13836	831	856	744	1513
	Horz %	100.00	6.01	6.19	5.38	10.93
	Vert %	5.58	5.91	5.08	14.13	3.54
	Index	100	106	91	253	63
Attended a public meeting on town or school affairs	Unwgted	6009	417	424	219	875
	Weighted (000)	29184	2034	2128	864	5325
	Horz %	100.00	6.97	7.29	2.96	18.25
	Vert %	11.77	14.46	12.61	16.40	12.45
	Index	100	123	107	139	106
Held or run for political office			*	*	*	*
	Unwgted	171	16	21	7	32
	Weighted (000)	880	79	116	23	182
	Horz %	100.00	8.93	13.17	2.64	20.63
	Vert %	0.35	0.56	0.69	0.44	0.42
Served on a committee for some local organization	Unwgted	2914	201	193	132	400
	Weighted (000)	14415	995	1002	581	2379
	Horz %	100.00	6.90	6.95	4.03	16.51
	Vert %	5.81	7.07	5.94	11.02	5.56
	Index	100	122	102	190	96
Served as an officer for some club or organization	Unwgted	2425	171	162	129	339
	Weighted (000)	11670	839	738	622	1944
	Horz %	100.00	7.19	6.32	5.33	16.66
	Vert %	4.71	5.97	4.37	11.81	4.55
	Index	100	127	93	251	97
Signed a petition	Unwgted	9386	625	690	406	1213
	Weighted (000)	47157	3048	3615	1790	7468
	Horz %	100.00	6.46	7.67	3.80	15.84
	Vert %	19.02	21.67	21.43	33.97	17.46
	Index	100	114	113	179	92
Worked for a political party			*		*	
	Unwgted	820	46	51	39	77
	Weighted (000)	3751	257	264	159	384
	Horz %	100.00	6.86	7.03	4.24	10.23
	Vert %	1.51	1.83	1.56	3.02	0.90
Made a speech	Unwgted	2138	123	144	103	285
	Weighted (000)	10172	530	776	490	1628
	Horz %	100.00	5.21	7.63	4.81	16.00
	Vert %	4.10	3.77	4.60	9.29	3.81
	Index	100	92	112	227	93
Been an active member of any group that tries to influence public policy or government	Unwgted	1829	118	126	114	201
	Weighted (000)	8692	605	613	535	1163
	Horz %	100.00	6.96	7.05	6.15	13.38
	Vert %	3.51	4.30	3.63	10.15	2.72
	Index	100	123	104	290	78

		Adults 18+	Classic Hits	Classic Rock	Classical	Country
Participated in environmental groups/causes	Unwgted	1944	114	112	139	194
	Weighted (000)	9143	506	571	566	1077
	Horz %	100.00	5.53	6.25	6.19	11.78
	Vert %	3.69	3.60	3.39	10.74	2.52
	Index	100	98	92	291	68
Engaged in fund raising	Unwgted	7597	469	513	245	1172
	Weighted (000)	37317	2352	2816	1097	6955
	Horz %	100.00	6.30	7.55	2.94	18.64
	Vert %	15.05	16.72	16.69	20.83	16.26
	Index	100	111	111	138	108
Recycled products	Unwgted	28578	1889	2094	959	3801
	Weighted (000)	138150	8838	10539	3829	21905
	Horz %	100.00	6.40	7.63	2.77	15.86
	Vert %	55.72	62.82	62.47	72.67	51.21
	Index	100	113	112	130	92
Any activity	Unwgted	38589	2492	2667	1146	5407
	Weighted (000)	192123	11983	13722	4743	32207
	Horz %	100.00	6.24	7.14	2.47	16.76
	Vert %	77.48	85.18	81.33	90.04	75.30
	Index	100	110	105	116	97
Contributions: Political	Unwgted	2651	146	153	154	263
	Weighted (000)	12184	673	746	652	1460
	Horz %	100.00	5.53	6.12	5.35	11.98
	Vert %	4.91	4.79	4.42	12.37	3.41
	Index	100	97	90	252	69
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647	517	613	321	992
	Weighted (000)	43106	2572	3107	1431	6037
	Horz %	100.00	5.97	7.21	3.32	14.01
	Vert %	17.38	18.28	18.41	27.17	14.11
	Index	100	105	106	156	81
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552	324	399	176	700
	Weighted (000)	28275	1673	2015	813	4377
	Horz %	100.00	5.92	7.13	2.87	15.48
	Vert %	11.40	11.89	11.94	15.43	10.23
	Index	100	104	105	135	90
Politics Super Influential Consumers	Unwgted	1207	76	93	45	132
	Weighted (000)	5985	414	442	225	809
	Horz %	100.00	6.91	7.39	3.76	13.52
	Vert %	2.41	2.94	2.62	4.27	1.89
	Index	100	122	109	177	78
Politics Category Influential Consumers	Unwgted	2542	167	204	99	281
	Weighted (000)	12355	917	1016	457	1663
	Horz %	100.00	7.42	8.22	3.70	13.46
	Vert %	4.98	6.52	6.02	8.67	3.89
	Index	100	131	121	174	78

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
Adults 18+	Unwgted	47901	316	444	2625	3054
	Weighted (000)	247955	1271	2529	15117	16018
	Horz %	100.00	0.51	1.02	6.10	6.46
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	106	269	793	932
	Weighted (000)	71746	450	1506	4399	4572
	Horz %	100.00	0.63	2.10	6.13	6.37
	Vert %	28.94	35.40	59.54	29.10	28.55
	Index	100	122	206	101	99
Republican	Unwgted	11994	48	61	281	752
	Weighted (000)	63200	216	436	1313	4263
	Horz %	100.00	0.34	0.69	2.08	6.75
	Vert %	25.49	17.00	17.24	8.68	26.62
	Index	100	67	68	34	104
Other party	Unwgted	610	3	3	13	45
	Weighted (000)	3269	32	8	96	262
	Horz %	100.00	0.98	0.23	2.94	8.02
	Vert %	1.32	2.51	0.30	0.64	1.64
	Index	100	191	23	48	124
Independent/No party affiliation	Unwgted	18878	143	97	1379	1231
	Weighted (000)	100171	520	520	8225	6388
	Horz %	100.00	0.52	0.52	8.21	6.38
	Vert %	40.40	40.95	20.56	54.41	39.88
	Index	100	101	51	135	99
Political Outlook: Very Conservative	Unwgted	7303	35	110	498	262
	Weighted (000)	38955	161	774	3136	1553
	Horz %	100.00	0.41	1.99	8.05	3.99
	Vert %	15.71	12.63	30.59	20.74	9.70
	Index	100	80	195	132	62
Somewhat Conservative	Unwgted	9929	51	96	568	629
	Weighted (000)	52644	199	542	3363	3441
	Horz %	100.00	0.38	1.03	6.39	6.54
	Vert %	21.23	15.64	21.44	22.25	21.48
	Index	100	74	101	105	101
Middle of the Road	Unwgted	16548	110	113	813	1187
	Weighted (000)	86094	487	648	4370	6139
	Horz %	100.00	0.57	0.75	5.08	7.13
	Vert %	34.72	38.32	25.62	28.91	38.33
	Index	100	110	74	83	110
Somewhat Liberal	Unwgted	6807	61	60	321	531
	Weighted (000)	32227	188	256	1710	2626
	Horz %	100.00	0.58	0.80	5.31	8.15
	Vert %	13.00	14.83	10.14	11.31	16.40
	Index	100	114	78	87	126

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
				*	*	
Very Liberal	Unwgted	4298	31	38	198	282
	Weighted (000)	20905	119	164	1087	1336
	Horz %	100.00	0.57	0.78	5.20	6.39
	Vert %	8.43	9.36	6.49	7.19	8.34
	Index	100	111	77	85	99
Voting Frequency: National Elections Always	Unwgted	26688	126	237	826	1700
	Weighted (000)	132726	500	1146	4359	8795
	Horz %	100.00	0.38	0.86	3.28	6.63
	Vert %	53.53	39.39	45.33	28.84	54.91
	Index	100	74	85	54	103
National Elections Sometimes	Unwgted	4811	44	39	230	344
	Weighted (000)	25013	160	305	1344	1789
	Horz %	100.00	0.64	1.22	5.37	7.15
	Vert %	10.09	12.58	12.07	8.89	11.17
	Index	100	125	120	88	111
National Elections Never	Unwgted	3488	31	14	263	262
	Weighted (000)	19830	132	83	1634	1531
	Horz %	100.00	0.67	0.42	8.24	7.72
	Vert %	8.00	10.40	3.30	10.81	9.56
	Index	100	130	41	135	120
Voting Frequency: Statewide Elections Always	Unwgted	18068	89	182	492	1045
	Weighted (000)	89092	327	878	2512	5431
	Horz %	100.00	0.37	0.99	2.82	6.10
	Vert %	35.93	25.74	34.72	16.62	33.91
	Index	100	72	97	46	94
Statewide Elections Sometimes	Unwgted	9433	45	64	307	752
	Weighted (000)	48504	216	454	1602	3925
	Horz %	100.00	0.45	0.94	3.30	8.09
	Vert %	19.56	16.99	17.94	10.60	24.50
	Index	100	87	92	54	125
Statewide Elections Never	Unwgted	4707	38	14	290	354
	Weighted (000)	26230	176	83	1759	2060
	Horz %	100.00	0.67	0.32	6.71	7.85
	Vert %	10.58	13.89	3.29	11.64	12.86
	Index	100	131	31	110	122
Voting Frequency: Local Elections Always	Unwgted	15177	80	176	421	843
	Weighted (000)	75618	326	884	2253	4469
	Horz %	100.00	0.43	1.17	2.98	5.91
	Vert %	30.50	25.66	34.96	14.91	27.90
	Index	100	84	115	49	91
Local Elections Sometimes	Unwgted	11219	54	70	354	829
	Weighted (000)	56747	219	425	1787	4281
	Horz %	100.00	0.39	0.75	3.15	7.54
	Vert %	22.89	17.20	16.80	11.82	26.73
	Index	100	75	73	52	117
Local Elections Never	Unwgted	5800	39	18	325	462
	Weighted (000)	31786	171	113	1955	2612
	Horz %	100.00	0.54	0.36	6.15	8.22
	Vert %	12.82	13.48	4.48	12.93	16.31
	Index	100	105	35	101	127

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	167	157	1715	1140
	Weighted (000)	109117	690	965	10535	6494
	Horz %	100.00	0.63	0.88	9.65	5.95
	Vert %	44.01	54.29	38.14	69.69	40.54
	Index	100	123	87	158	92
Strictly Voters	Unwgted	14499	84	160	611	885
	Weighted (000)	70015	296	961	3126	4350
	Horz %	100.00	0.42	1.37	4.46	6.21
	Vert %	28.24	23.27	38.02	20.68	27.16
	Index	100	82	135	73	96
Vote and Sign			*			
	Unwgted	8493	34	63	182	627
	Weighted (000)	42668	170	353	857	3205
	Horz %	100.00	0.40	0.83	2.01	7.51
	Vert %	17.21	13.39	13.95	5.67	20.01
Civic Advocates			*	*	*	
	Unwgted	1123	9	10	29	77
	Weighted (000)	5353	21	31	164	382
	Horz %	100.00	0.39	0.58	3.07	7.13
	Vert %	2.16	1.65	1.22	1.09	2.38
Local Participants			*	*		
	Unwgted	3027	15	45	64	245
	Weighted (000)	14887	59	189	288	1232
	Horz %	100.00	0.39	1.27	1.93	8.27
	Vert %	6.00	4.61	7.49	1.90	7.69
Political Activists			*	*	*	
	Unwgted	1257	7	9	24	80
	Weighted (000)	5915	36	30	147	355
	Horz %	100.00	0.60	0.51	2.49	6.01
	Vert %	2.39	2.79	1.19	0.97	2.22
Public Activities: Voted in Federal, State, or Local Election						
	Unwgted	25906	133	255	820	1736
	Weighted (000)	125585	494	1339	4082	8641
	Horz %	100.00	0.39	1.07	3.25	6.88
	Vert %	50.65	38.86	52.94	27.00	53.95
Written or called any politician at the state, local, or national level			*	*		
	Unwgted	5010	15	35	72	338
	Weighted (000)	24071	78	150	383	1704
	Horz %	100.00	0.32	0.62	1.59	7.08
	Vert %	9.71	6.10	5.92	2.53	10.64
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show			*	*	*	
	Unwgted	1126	11	6	19	61
	Weighted (000)	5190	57	18	157	318
	Horz %	100.00	1.09	0.34	3.02	6.13
	Vert %	2.09	4.47	0.70	1.04	1.99
Written something that has been published			*	*	*	
	Unwgted	1152	6	9	23	73
	Weighted (000)	5472	13	26	143	327
	Horz %	100.00	0.23	0.47	2.61	5.98
	Vert %	2.21	0.98	1.03	0.95	2.04
	Index	100	45	47	43	93

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
			*	*	*	*
Written an article for a magazine or newspaper	Unwgted	524	4	3	12	36
	Weighted (000)	2614	9	12	51	216
	Horz %	100.00	0.35	0.47	1.95	8.27
	Vert %	1.05	0.72	0.48	0.34	1.35
	Index	100	68	46	32	128
			*	*		
Attended a political rally, speech, or organized protest of any kind	Unwgted	2835	15	23	51	206
	Weighted (000)	13836	55	98	289	1089
	Horz %	100.00	0.40	0.71	2.09	7.87
	Vert %	5.58	4.33	3.87	1.91	6.80
	Index	100	78	69	34	122
			*	*		
Attended a public meeting on town or school affairs	Unwgted	6009	48	77	212	499
	Weighted (000)	29184	235	378	1196	2438
	Horz %	100.00	0.80	1.29	4.10	8.35
	Vert %	11.77	18.48	14.94	7.91	15.22
	Index	100	157	127	67	129
			*	*	*	*
Held or run for political office	Unwgted	171	2	1	2	11
	Weighted (000)	880	7	1	7	47
	Horz %	100.00	0.84	0.09	0.77	5.35
	Vert %	0.35	0.58	0.03	0.05	0.29
	Index	100	163	8	13	83
			*	*		
Served on a committee for some local organization	Unwgted	2914	12	39	56	224
	Weighted (000)	14415	44	168	224	1127
	Horz %	100.00	0.31	1.16	1.55	7.82
	Vert %	5.81	3.46	6.64	1.48	7.04
	Index	100	60	114	25	121
			*	*		
Served as an officer for some club or organization	Unwgted	2425	10	23	50	172
	Weighted (000)	11670	25	92	214	742
	Horz %	100.00	0.21	0.78	1.83	6.36
	Vert %	4.71	1.96	3.62	1.41	4.63
	Index	100	42	77	30	98
			*	*		
Signed a petition	Unwgted	9386	45	68	208	704
	Weighted (000)	47157	207	342	1068	3556
	Horz %	100.00	0.44	0.72	2.27	7.54
	Vert %	19.02	16.27	13.51	7.07	22.20
	Index	100	86	71	37	117
			*	*	*	*
Worked for a political party	Unwgted	820	3	10	17	47
	Weighted (000)	3751	5	42	111	226
	Horz %	100.00	0.15	1.12	2.96	6.01
	Vert %	1.51	0.43	1.66	0.73	1.41
	Index	100	29	110	49	93
			*	*	*	*
Made a speech	Unwgted	2138	14	24	47	155
	Weighted (000)	10172	23	82	236	755
	Horz %	100.00	0.23	0.80	2.32	7.43
	Vert %	4.10	1.84	3.23	1.56	4.72
	Index	100	45	79	38	115
			*	*	*	*
Been an active member of any group that tries to influence public policy or government	Unwgted	1829	8	16	36	118
	Weighted (000)	8692	64	64	225	513
	Horz %	100.00	0.74	0.74	2.59	5.90
	Vert %	3.51	5.03	2.53	1.49	3.20
	Index	100	144	72	43	91

		Adults 18+	Ethnic	Gospel	Hispanic	Hot AC (subset of "Adult Contemporary")
				*	*	*
Participated in environmental groups/causes	Unwgted	1944		11	14	46
	Weighted (000)	9143		82	51	279
	Horz %	100.00		0.89	0.56	3.05
	Vert %	3.69		6.42	2.01	1.85
	Index	100		174	54	50
				*		
Engaged in fund raising	Unwgted	7597		45	77	184
	Weighted (000)	37317		210	434	907
	Horz %	100.00		0.56	1.16	2.43
	Vert %	15.05		16.56	17.16	6.00
	Index	100		110	114	40
				*		
Recycled products	Unwgted	28578		202	181	1404
	Weighted (000)	138150		803	872	7646
	Horz %	100.00		0.58	0.63	5.53
	Vert %	55.72		63.18	34.46	50.58
	Index	100		113	62	91
				*		
Any activity	Unwgted	38589		254	350	1767
	Weighted (000)	192123		1020	1898	9638
	Horz %	100.00		0.53	0.99	5.02
	Vert %	77.48		80.29	75.06	63.75
	Index	100		104	97	82
				*	*	
Contributions: Political	Unwgted	2651		17	19	54
	Weighted (000)	12184		46	74	293
	Horz %	100.00		0.38	0.61	2.40
	Vert %	4.91		3.64	2.91	1.94
	Index	100		74	59	39
				*		
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647		46	67	365
	Weighted (000)	43106		159	283	2124
	Horz %	100.00		0.37	0.66	4.93
	Vert %	17.38		12.49	11.20	14.05
	Index	100		72	64	81
				*		
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552		37	58	289
	Weighted (000)	28275		112	241	1839
	Horz %	100.00		0.40	0.85	6.50
	Vert %	11.40		8.82	9.53	12.16
	Index	100		77	84	107
				*	*	*
Politics Super Influential Consumers	Unwgted	1207		6	9	33
	Weighted (000)	5985		20	21	230
	Horz %	100.00		0.34	0.36	3.84
	Vert %	2.41		1.59	0.85	1.52
	Index	100		66	35	63
				*	*	
Politics Category Influential Consumers	Unwgted	2542		12	16	86
	Weighted (000)	12355		44	48	490
	Horz %	100.00		0.36	0.39	3.96
	Vert %	4.98		3.45	1.90	3.24
	Index	100		69	38	65

		Adults 18+	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")	News/Talk	Oldies
Adults 18+	Unwgted	47901	594	1092	5127	939
	Weighted (000)	247955	2454	7178	21960	4893
	Horz %	100.00	0.99	2.90	8.86	1.97
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	298	280	1469	292
	Weighted (000)	71746	1247	2018	6208	1423
	Horz %	100.00	1.74	2.81	8.65	1.98
	Vert %	28.94	50.82	28.12	28.27	29.09
	Index	100	176	97	98	101
Republican	Unwgted	11994	91	68	1855	240
	Weighted (000)	63200	356	356	8428	1293
	Horz %	100.00	0.56	0.56	13.33	2.05
	Vert %	25.49	14.52	4.96	38.38	26.43
	Index	100	57	19	151	104
Other party	Unwgted	610	6	7	75	8
	Weighted (000)	3269	30	40	354	37
	Horz %	100.00	0.91	1.22	10.82	1.14
	Vert %	1.32	1.21	0.56	1.61	0.76
	Index	100	92	42	122	58
Independent/No party affiliation	Unwgted	18878	186	657	1617	376
	Weighted (000)	100171	777	4178	6632	1998
	Horz %	100.00	0.78	4.17	6.62	1.99
	Vert %	40.40	31.65	58.20	30.20	40.82
	Index	100	78	144	75	101
Political Outlook: Very Conservative	Unwgted	7303	62	183	1120	166
	Weighted (000)	38955	262	1410	5042	887
	Horz %	100.00	0.67	3.62	12.94	2.28
	Vert %	15.71	10.68	19.64	22.96	18.13
	Index	100	68	125	146	115
Somewhat Conservative	Unwgted	9929	99	253	1157	226
	Weighted (000)	52644	385	1738	5435	1095
	Horz %	100.00	0.73	3.30	10.32	2.08
	Vert %	21.23	15.68	24.22	24.75	22.38
	Index	100	74	114	117	105
Middle of the Road	Unwgted	16548	171	364	1329	331
	Weighted (000)	86094	727	2152	5358	1739
	Horz %	100.00	0.84	2.50	6.22	2.02
	Vert %	34.72	29.62	29.98	24.40	35.54
	Index	100	85	86	70	102
Somewhat Liberal	Unwgted	6807	122	127	794	116
	Weighted (000)	32227	513	839	3121	574
	Horz %	100.00	1.59	2.60	9.69	1.78
	Vert %	13.00	20.91	11.68	14.21	11.72
	Index	100	161	90	109	90

		Adults 18+	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")	News/Talk	Oldies
Very Liberal	Unwgted	4298	123	59	581	57
	Weighted (000)	20905	506	362	2440	311
	Horz %	100.00	2.42	1.73	11.67	1.49
	Vert %	8.43	20.64	5.04	11.11	6.36
	Index	100	245	60	132	75
Voting Frequency: National Elections Always	Unwgted	26688	395	280	3787	570
	Weighted (000)	132726	1553	1682	16468	2940
	Horz %	100.00	1.17	1.27	12.41	2.22
	Vert %	53.53	63.29	23.44	74.99	60.09
	Index	100	118	44	140	112
National Elections Sometimes				*		
	Unwgted	4811	49	96	377	77
	Weighted (000)	25013	240	709	1535	419
	Horz %	100.00	0.96	2.83	6.14	1.67
	Vert %	10.09	9.78	9.88	6.99	8.56
National Elections Never	Index	100	97	98	69	85
				*		
	Unwgted	3488	31	127	200	56
	Weighted (000)	19830	125	789	817	291
	Horz %	100.00	0.63	3.98	4.12	1.47
Voting Frequency: Statewide Elections Always	Vert %	8.00	5.09	10.99	3.72	5.95
	Index	100	64	137	47	74
	Unwgted	18068	302	169	2846	401
	Weighted (000)	89092	1220	879	12208	2104
	Horz %	100.00	1.37	0.99	13.70	2.36
Statewide Elections Sometimes	Vert %	35.93	49.72	12.24	55.59	43.00
	Index	100	138	34	155	120
	Unwgted	9433	103	124	977	178
	Weighted (000)	48504	410	780	4372	838
	Horz %	100.00	0.85	1.61	9.01	1.73
Statewide Elections Never	Vert %	19.56	16.73	10.87	19.91	17.12
	Index	100	86	56	102	88
				*		
	Unwgted	4707	44	136	305	70
	Weighted (000)	26230	191	861	1292	401
Voting Frequency: Local Elections Always	Horz %	100.00	0.73	3.28	4.93	1.53
	Vert %	10.58	7.79	12.00	5.88	8.20
	Index	100	74	113	56	78
	Unwgted	15177	266	141	2366	351
	Weighted (000)	75618	1057	773	10449	1692
Local Elections Sometimes	Horz %	100.00	1.40	1.02	13.82	2.24
	Vert %	30.50	43.10	10.77	47.58	34.58
	Index	100	141	35	156	113
	Unwgted	11219	125	150	1308	211
	Weighted (000)	56747	543	911	5561	1157
Local Elections Never	Horz %	100.00	0.96	1.60	9.80	2.04
	Vert %	22.89	22.12	12.69	25.32	23.64
	Index	100	97	55	111	103
	Unwgted	5800	58	147	429	92
	Weighted (000)	31786	220	917	1802	488
Local Elections Never	Horz %	100.00	0.69	2.88	5.67	1.54
	Vert %	12.82	8.97	12.77	8.20	9.98
	Index	100	70	100	64	78

		Adults 18+	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")	News/Talk	Oldies
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	123	811	1051	315
	Weighted (000)	109117	496	5564	4487	1932
	Horz %	100.00	0.45	5.10	4.11	1.77
	Vert %	44.01	20.20	77.51	20.43	39.49
	Index	100	46	176	46	90
Strictly Voters	Unwgted	14499	169	185	1805	343
	Weighted (000)	70015	656	1075	7407	1596
	Horz %	100.00	0.94	1.54	10.58	2.28
	Vert %	28.24	26.75	14.98	33.73	32.61
	Index	100	95	53	119	115
Vote and Sign	Unwgted	8493	161	57	1281	172
	Weighted (000)	42668	649	318	5679	827
	Horz %	100.00	1.52	0.75	13.31	1.94
	Vert %	17.21	26.46	4.43	25.86	16.91
	Index	100	154	26	150	98
Civic Advocates	Unwgted	1123	23	11	185	13
	Weighted (000)	5353	128	79	809	39
	Horz %	100.00	2.39	1.47	15.11	0.73
	Vert %	2.16	5.21	1.10	3.68	0.80
	Index	100	241	51	171	37
Local Participants	Unwgted	3027	63	19	511	66
	Weighted (000)	14887	258	85	2342	331
	Horz %	100.00	1.73	0.57	15.73	2.22
	Vert %	6.00	10.50	1.18	10.67	6.77
	Index	100	175	20	178	113
Political Activists	Unwgted	1257	55	9	294	30
	Weighted (000)	5915	267	58	1235	167
	Horz %	100.00	4.51	0.98	20.88	2.83
	Vert %	2.39	10.88	0.80	5.63	3.42
	Index	100	456	34	236	143
Public Activities: Voted in Federal, State, or Local Election	Unwgted	25906	433	246	3844	582
	Weighted (000)	125585	1810	1395	16569	2656
	Horz %	100.00	1.44	1.11	13.19	2.11
	Vert %	50.65	73.77	19.44	75.45	54.28
	Index	100	146	38	149	107
Written or called any politician at the state, local, or national level	Unwgted	5010	151	20	1060	103
	Weighted (000)	24071	645	133	4522	502
	Horz %	100.00	2.68	0.55	18.79	2.08
	Vert %	9.71	26.30	1.85	20.59	10.25
	Index	100	271	19	212	106
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1126	35	5	273	24
	Weighted (000)	5190	185	30	1159	98
	Horz %	100.00	3.55	0.57	22.33	1.89
	Vert %	2.09	7.52	0.41	5.28	2.00
	Index	100	359	20	252	96
Written something that has been published	Unwgted	1152	29	10	221	15
	Weighted (000)	5472	151	78	977	60
	Horz %	100.00	2.76	1.42	17.86	1.10
	Vert %	2.21	6.15	1.08	4.45	1.24
	Index	100	279	49	202	56

		Adults 18+	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")	News/Talk	Oldies
				*	*	*
Written an article for a magazine or newspaper	Unwgted	524	9	6	94	8
	Weighted (000)	2614	63	30	353	34
	Horz %	100.00	2.41	1.16	13.50	1.31
	Vert %	1.05	2.56	0.42	1.61	0.70
	Index	100	243	40	152	67
				*		
Attended a political rally, speech, or organized protest of any kind	Unwgted	2835	80	14	603	52
	Weighted (000)	13836	390	89	2586	272
	Horz %	100.00	2.82	0.64	18.69	1.96
	Vert %	5.58	15.91	1.24	11.78	5.55
	Index	100	285	22	211	100
Attended a public meeting on town or school affairs	Unwgted	6009	118	85	954	135
	Weighted (000)	29184	509	559	4035	610
	Horz %	100.00	1.74	1.91	13.83	2.09
	Vert %	11.77	20.75	7.78	18.38	12.46
	Index	100	176	66	156	106
			*	*	*	*
Held or run for political office	Unwgted	171	3	0	41	4
	Weighted (000)	880	17	0	221	18
	Horz %	100.00	1.99	0.00	25.14	2.02
	Vert %	0.35	0.71	0.00	1.01	0.36
	Index	100	201	0	284	102
				*		
Served on a committee for some local organization	Unwgted	2914	70	17	542	70
	Weighted (000)	14415	310	78	2516	360
	Horz %	100.00	2.15	0.54	17.46	2.50
	Vert %	5.81	12.64	1.08	11.46	7.36
	Index	100	218	19	197	127
				*		
Served as an officer for some club or organization	Unwgted	2425	59	14	483	58
	Weighted (000)	11670	252	44	2139	265
	Horz %	100.00	2.16	0.38	18.33	2.27
	Vert %	4.71	10.29	0.61	9.74	5.42
	Index	100	219	13	207	115
Signed a petition	Unwgted	9386	216	67	1498	184
	Weighted (000)	47157	939	427	6658	853
	Horz %	100.00	1.99	0.91	14.12	1.81
	Vert %	19.02	38.26	5.95	30.32	17.43
	Index	100	201	31	159	92
			*	*	*	
Worked for a political party	Unwgted	820	38	7	191	24
	Weighted (000)	3751	172	49	833	132
	Horz %	100.00	4.58	1.31	22.21	3.52
	Vert %	1.51	7.00	0.68	3.79	2.70
	Index	100	463	45	251	178
			*	*	*	
Made a speech	Unwgted	2138	47	13	354	43
	Weighted (000)	10172	210	86	1602	200
	Horz %	100.00	2.06	0.84	15.75	1.97
	Vert %	4.10	8.54	1.19	7.30	4.10
	Index	100	208	29	178	100
				*	*	
Been an active member of any group that tries to influence public policy or government	Unwgted	1829	60	11	426	41
	Weighted (000)	8692	257	76	1803	228
	Horz %	100.00	2.96	0.87	20.75	2.63
	Vert %	3.51	10.48	1.06	8.21	4.66
	Index	100	299	30	234	133

		Adults 18+	Jazz	Mexican/Tejano/Ranchera (subset of "Hispanic")	News/Talk	Oldies
Participated in environmental groups/causes				*		*
	Unwgted	1944	68	18	377	39
	Weighted (000)	9143	295	88	1519	213
	Horz %	100.00	3.22	0.96	16.61	2.33
	Vert %	3.69	12.01	1.23	6.92	4.36
Index	100	326	33	188	118	
Engaged in fund raising						
	Unwgted	7597	120	63	1000	150
	Weighted (000)	37317	512	342	4323	664
	Horz %	100.00	1.37	0.92	11.58	1.78
	Vert %	15.05	20.86	4.76	19.69	13.56
Index	100	139	32	131	90	
Recycled products						
	Unwgted	28578	431	546	3724	592
	Weighted (000)	138150	1744	3539	15422	2919
	Horz %	100.00	1.26	2.56	11.16	2.11
	Vert %	55.72	71.08	49.31	70.23	59.65
Index	100	128	88	126	107	
Any activity						
	Unwgted	38589	538	664	4738	788
	Weighted (000)	192123	2226	4261	20133	3935
	Horz %	100.00	1.16	2.22	10.48	2.05
	Vert %	77.48	90.70	59.36	91.68	80.43
Index	100	117	77	118	104	
Contributions: Political				*		*
	Unwgted	2651	66	16	584	42
	Weighted (000)	12184	310	107	2341	135
	Horz %	100.00	2.55	0.88	19.21	1.10
	Vert %	4.91	12.64	1.49	10.66	2.75
Index	100	257	30	217	56	
Category Influentialsm Segments*: Politics I have a great deal of knowledge/experience in this topic						
	Unwgted	8647	142	151	1374	156
	Weighted (000)	43106	697	974	5811	798
	Horz %	100.00	1.62	2.26	13.48	1.85
	Vert %	17.38	28.39	13.57	26.46	16.31
Index	100	163	78	152	94	
Politics My family/friends often ask for and trust my advice on this topic						
	Unwgted	5552	86	114	775	95
	Weighted (000)	28275	389	868	3421	482
	Horz %	100.00	1.37	3.07	12.10	1.70
	Vert %	11.40	15.84	12.10	15.58	9.85
Index	100	139	106	137	86	
Politics Super Influential Consumers			*	*		*
	Unwgted	1207	14	8	200	14
	Weighted (000)	5985	68	57	914	81
	Horz %	100.00	1.14	0.95	15.28	1.35
	Vert %	2.41	2.77	0.79	4.16	1.65
Index	100	115	33	173	69	
Politics Category Influential Consumers			*	*		*
	Unwgted	2542	47	29	460	39
	Weighted (000)	12355	202	152	2034	194
	Horz %	100.00	1.63	1.23	16.46	1.57
	Vert %	4.98	8.22	2.11	9.26	3.97
Index	100	165	42	186	80	

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Adults 18+	Unwgted	47901	2155	3761	2275	2539
	Weighted (000)	247955	10436	19633	12056	13784
	Horz %	100.00	4.21	7.92	4.86	5.56
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	978	894	851	584
	Weighted (000)	71746	4951	4231	4252	2763
	Horz %	100.00	6.90	5.90	5.93	3.85
	Vert %	28.94	47.44	21.55	35.26	20.04
	Index	100	164	74	122	69
Republican	Unwgted	11994	286	1451	263	669
	Weighted (000)	63200	1326	8078	1427	3695
	Horz %	100.00	2.10	12.78	2.26	5.85
	Vert %	25.49	12.70	41.14	11.84	26.81
	Index	100	50	161	46	105
Other party	Unwgted	610	34	42	27	67
	Weighted (000)	3269	164	201	104	331
	Horz %	100.00	5.01	6.15	3.20	10.12
	Vert %	1.32	1.57	1.02	0.87	2.40
	Index	100	119	78	66	182
Independent/No party affiliation	Unwgted	18878	816	1270	1034	1157
	Weighted (000)	100171	3782	6620	5673	6684
	Horz %	100.00	3.78	6.61	5.66	6.67
	Vert %	40.40	36.24	33.72	47.06	48.49
	Index	100	90	83	116	120
Political Outlook: Very Conservative	Unwgted	7303	121	1057	219	282
	Weighted (000)	38955	561	5706	1069	1653
	Horz %	100.00	1.44	14.65	2.74	4.24
	Vert %	15.71	5.38	29.06	8.86	11.99
	Index	100	34	185	56	76
Somewhat Conservative	Unwgted	9929	261	1043	376	546
	Weighted (000)	52644	1135	5538	2032	3016
	Horz %	100.00	2.16	10.52	3.86	5.73
	Vert %	21.23	10.88	28.20	16.86	21.88
	Index	100	51	133	79	103
Middle of the Road	Unwgted	16548	595	983	900	1086
	Weighted (000)	86094	2889	5087	4843	5976
	Horz %	100.00	3.36	5.91	5.62	6.94
	Vert %	34.72	27.69	25.91	40.17	43.36
	Index	100	80	75	116	125
Somewhat Liberal	Unwgted	6807	600	328	365	333
	Weighted (000)	32227	3012	1439	1712	1678
	Horz %	100.00	9.35	4.47	5.31	5.21
	Vert %	13.00	28.86	7.33	14.20	12.17
	Index	100	222	56	109	94

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Very Liberal	Unwgted	4298	511	183	234	169
	Weighted (000)	20905	2514	937	1234	725
	Horz %	100.00	12.03	4.48	5.90	3.47
	Vert %	8.43	24.09	4.77	10.24	5.26
	Index	100	286	57	121	62
Voting Frequency: National Elections Always	Unwgted	26688	1526	2167	954	1339
	Weighted (000)	132726	7646	11113	5004	6941
	Horz %	100.00	5.76	8.37	3.77	5.23
	Vert %	53.53	73.27	56.60	41.51	50.36
	Index	100	137	106	78	94
National Elections Sometimes	Unwgted	4811	191	388	260	313
	Weighted (000)	25013	842	1989	1205	1736
	Horz %	100.00	3.37	7.95	4.82	6.94
	Vert %	10.09	8.07	10.13	10.00	12.59
	Index	100	80	100	99	125
National Elections Never	Unwgted	3488	97	241	225	252
	Weighted (000)	19830	447	1498	1307	1480
	Horz %	100.00	2.25	7.55	6.59	7.46
	Vert %	8.00	4.28	7.63	10.84	10.74
	Index	100	54	95	136	134
Voting Frequency: Statewide Elections Always	Unwgted	18068	1081	1431	549	842
	Weighted (000)	89092	5278	7249	2816	4421
	Horz %	100.00	5.92	8.14	3.16	4.96
	Vert %	35.93	50.58	36.92	23.36	32.07
	Index	100	141	103	65	89
Statewide Elections Sometimes	Unwgted	9433	476	824	455	573
	Weighted (000)	48504	2512	4480	2348	3022
	Horz %	100.00	5.18	9.24	4.84	6.23
	Vert %	19.56	24.07	22.82	19.48	21.92
	Index	100	123	117	100	112
Statewide Elections Never	Unwgted	4707	156	332	298	348
	Weighted (000)	26230	784	1944	1632	1993
	Horz %	100.00	2.99	7.41	6.22	7.60
	Vert %	10.58	7.51	9.90	13.54	14.46
	Index	100	71	94	128	137
Voting Frequency: Local Elections Always	Unwgted	15177	861	1204	458	688
	Weighted (000)	75618	4332	6222	2437	3570
	Horz %	100.00	5.73	8.23	3.22	4.72
	Vert %	30.50	41.51	31.69	20.21	25.90
	Index	100	136	104	66	85
Local Elections Sometimes	Unwgted	11219	630	932	495	655
	Weighted (000)	56747	3082	4978	2448	3531
	Horz %	100.00	5.43	8.77	4.31	6.22
	Vert %	22.89	29.53	25.35	20.31	25.62
	Index	100	129	111	89	112
Local Elections Never	Unwgted	5800	211	440	343	414
	Weighted (000)	31786	1109	2412	1885	2328
	Horz %	100.00	3.49	7.59	5.93	7.32
	Vert %	12.82	10.62	12.29	15.64	16.89
	Index	100	83	96	122	132

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	412	1336	1164	1044
	Weighted (000)	109117	1804	7391	6738	6155
	Horz %	100.00	1.65	6.77	6.18	5.64
	Vert %	44.01	17.29	37.65	55.89	44.66
	Index	100	39	86	127	101
Strictly Voters	Unwgted	14499	608	1215	599	689
	Weighted (000)	70015	2692	6153	2810	3660
	Horz %	100.00	3.84	8.79	4.01	5.23
	Vert %	28.24	25.80	31.34	23.31	26.55
	Index	100	91	111	83	94
Vote and Sign	Unwgted	8493	626	681	360	531
	Weighted (000)	42668	3343	3458	1797	2609
	Horz %	100.00	7.84	8.10	4.21	6.11
	Vert %	17.21	32.04	17.61	14.90	18.93
	Index	100	186	102	87	110
Civic Advocates	Unwgted	1123	98	94	33	52
	Weighted (000)	5353	441	528	133	293
	Horz %	100.00	8.25	9.86	2.48	5.48
	Vert %	2.16	4.23	2.69	1.10	2.13
	Index	100	196	124	51	99
Local Participants	Unwgted	3027	223	328	86	161
	Weighted (000)	14887	1194	1600	392	797
	Horz %	100.00	8.02	10.75	2.64	5.35
	Vert %	6.00	11.45	8.15	3.25	5.78
	Index	100	191	136	54	96
Political Activists	Unwgted	1257	188	107	33	62
	Weighted (000)	5915	961	504	186	269
	Horz %	100.00	16.24	8.52	3.15	4.55
	Vert %	2.39	9.21	2.57	1.54	1.95
	Index	100	386	108	65	82
Public Activities: Voted in Federal, State, or Local Election	Unwgted	25906	1609	2233	983	1326
	Weighted (000)	125585	7946	11205	4615	6661
	Horz %	100.00	6.33	8.92	3.67	5.30
	Vert %	50.65	76.14	57.07	38.28	48.33
	Index	100	150	113	76	95
Written or called any politician at the state, local, or national level	Unwgted	5010	564	416	117	253
	Weighted (000)	24071	2956	2053	594	1155
	Horz %	100.00	12.28	8.53	2.47	4.80
	Vert %	9.71	28.33	10.46	4.93	8.38
	Index	100	292	108	51	86
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1126	136	96	33	60
	Weighted (000)	5190	706	449	162	295
	Horz %	100.00	13.60	8.65	3.12	5.68
	Vert %	2.09	6.76	2.29	1.34	2.14
	Index	100	323	109	64	102
Written something that has been published	Unwgted	1152	112	91	35	54
	Weighted (000)	5472	516	524	140	286
	Horz %	100.00	9.44	9.57	2.55	5.22
	Vert %	2.21	4.95	2.67	1.16	2.07
	Index	100	224	121	53	94

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
			*	*	*	*
Written an article for a magazine or newspaper	Unwgted	524	47	46	9	14
	Weighted (000)	2614	236	255	40	81
	Horz %	100.00	9.02	9.77	1.54	3.08
	Vert %	1.05	2.26	1.30	0.33	0.58
	Index	100	214	123	32	55
Attended a political rally, speech, or organized protest of any kind	Unwgted	2835	415	191	115	141
	Weighted (000)	13836	2291	1044	576	699
	Horz %	100.00	16.56	7.54	4.16	5.05
	Vert %	5.58	21.95	5.32	4.78	5.07
	Index	100	393	95	86	91
Attended a public meeting on town or school affairs	Unwgted	6009	489	558	295	330
	Weighted (000)	29184	2363	2736	1459	1628
	Horz %	100.00	8.10	9.38	5.00	5.58
	Vert %	11.77	22.65	13.94	12.10	11.81
	Index	100	192	118	103	100
Held or run for political office			*	*	*	*
	Unwgted	171	10	12	2	10
	Weighted (000)	880	47	57	4	31
	Horz %	100.00	5.38	6.43	0.49	3.49
	Vert %	0.35	0.45	0.29	0.04	0.22
Index	100	128	81	10	63	
Served on a committee for some local organization	Unwgted	2914	289	305	70	142
	Weighted (000)	14415	1478	1384	293	695
	Horz %	100.00	10.25	9.60	2.03	4.82
	Vert %	5.81	14.16	7.05	2.43	5.04
	Index	100	244	121	42	87
Served as an officer for some club or organization	Unwgted	2425	219	240	58	139
	Weighted (000)	11670	1158	1221	280	658
	Horz %	100.00	9.92	10.46	2.40	5.64
	Vert %	4.71	11.10	6.22	2.32	4.78
	Index	100	236	132	49	101
Signed a petition	Unwgted	9386	822	784	396	595
	Weighted (000)	47157	4240	3918	2009	2995
	Horz %	100.00	8.99	8.31	4.26	6.35
	Vert %	19.02	40.63	19.96	16.67	21.73
	Index	100	214	105	88	114
Worked for a political party					*	*
	Unwgted	820	96	67	18	41
	Weighted (000)	3751	452	291	111	146
	Horz %	100.00	12.04	7.77	2.95	3.90
	Vert %	1.51	4.33	1.48	0.92	1.06
Index	100	286	98	61	70	
Made a speech	Unwgted	2138	182	237	76	119
	Weighted (000)	10172	810	1211	353	600
	Horz %	100.00	7.96	11.90	3.47	5.90
	Vert %	4.10	7.76	6.17	2.93	4.35
	Index	100	189	150	71	106
Been an active member of any group that tries to influence public policy or government	Unwgted	1829	227	153	53	100
	Weighted (000)	8692	1212	782	268	469
	Horz %	100.00	13.95	9.00	3.08	5.40
	Vert %	3.51	11.62	3.98	2.22	3.40
	Index	100	331	114	63	97

		Adults 18+	Public	Religion/Christian	Rhythmic	Rock
Participated in environmental groups/causes	Unwgted	1944	287	147	61	117
	Weighted (000)	9143	1431	685	269	629
	Horz %	100.00	15.65	7.49	2.95	6.88
	Vert %	3.69	13.72	3.49	2.23	4.56
	Index	100	372	95	61	124
Engaged in fund raising	Unwgted	7597	499	725	349	452
	Weighted (000)	37317	2530	3760	1741	2215
	Horz %	100.00	6.78	10.08	4.66	5.94
	Vert %	15.05	24.24	19.15	14.44	16.07
	Index	100	161	127	96	107
Recycled products	Unwgted	28578	1700	2189	1329	1694
	Weighted (000)	138150	8168	10762	6659	8744
	Horz %	100.00	5.91	7.79	4.82	6.33
	Vert %	55.72	78.27	54.82	55.23	63.44
	Index	100	140	98	99	114
Any activity	Unwgted	38589	2035	3146	1752	2115
	Weighted (000)	192123	9877	16007	8916	11030
	Horz %	100.00	5.14	8.33	4.64	5.74
	Vert %	77.48	94.64	81.53	73.95	80.02
	Index	100	122	105	95	103
Contributions: Political	Unwgted	2651	242	186	75	105
	Weighted (000)	12184	1292	874	357	439
	Horz %	100.00	10.61	7.18	2.93	3.60
	Vert %	4.91	12.38	4.45	2.96	3.18
	Index	100	252	91	60	65
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647	556	582	409	469
	Weighted (000)	43106	2862	2929	2142	2441
	Horz %	100.00	6.64	6.79	4.97	5.66
	Vert %	17.38	27.43	14.92	17.77	17.71
	Index	100	158	86	102	102
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552	331	409	293	287
	Weighted (000)	28275	1719	2194	1483	1474
	Horz %	100.00	6.08	7.76	5.25	5.21
	Vert %	11.40	16.47	11.18	12.30	10.69
	Index	100	144	98	108	94
Politics Super Influential Consumers	Unwgted	1207	102	101	62	85
	Weighted (000)	5985	567	533	294	349
	Horz %	100.00	9.47	8.91	4.91	5.83
	Vert %	2.41	5.43	2.72	2.44	2.53
	Index	100	225	113	101	105
Politics Category Influential Consumers	Unwgted	2542	192	201	115	153
	Weighted (000)	12355	1058	1043	511	678
	Horz %	100.00	8.56	8.45	4.14	5.48
	Vert %	4.98	10.14	5.31	4.24	4.92
	Index	100	203	107	85	99

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Adults 18+	Unwgted	47901	1037	750	2746	369
	Weighted (000)	247955	5101	3820	11399	2033
	Horz %	100.00	2.06	1.54	4.60	0.82
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	322	247	781	149
	Weighted (000)	71746	1502	1146	3153	691
	Horz %	100.00	2.09	1.60	4.39	0.96
	Vert %	28.94	29.45	29.99	27.66	33.96
	Index	100	102	104	96	117
Republican	Unwgted	11994	241	60	878	31
	Weighted (000)	63200	1268	260	3743	167
	Horz %	100.00	2.01	0.41	5.92	0.26
	Vert %	25.49	24.85	6.80	32.84	8.19
	Index	100	97	27	129	32
Other party	Unwgted	610	6	2	32	0
	Weighted (000)	3269	41	23	163	0
	Horz %	100.00	1.26	0.70	5.00	0.00
	Vert %	1.32	0.81	0.60	1.43	0.00
	Index	100	61	46	109	0
Independent/No party affiliation	Unwgted	18878	424	378	1007	173
	Weighted (000)	100171	2136	1964	4072	1109
	Horz %	100.00	2.13	1.96	4.06	1.11
	Vert %	40.40	41.87	51.41	35.72	54.53
	Index	100	104	127	88	135
Political Outlook: Very Conservative	Unwgted	7303	129	133	370	73
	Weighted (000)	38955	646	757	1646	501
	Horz %	100.00	1.66	1.94	4.23	1.29
	Vert %	15.71	12.66	19.81	14.44	24.64
	Index	100	81	126	92	157
Somewhat Conservative	Unwgted	9929	236	146	680	70
	Weighted (000)	52644	1183	690	2791	390
	Horz %	100.00	2.25	1.31	5.30	0.74
	Vert %	21.23	23.18	18.07	24.48	19.16
	Index	100	109	85	115	90
Middle of the Road	Unwgted	16548	388	222	1018	106
	Weighted (000)	86094	1898	1048	4169	575
	Horz %	100.00	2.20	1.22	4.84	0.67
	Vert %	34.72	37.20	27.44	36.57	28.28
	Index	100	107	79	105	81
Somewhat Liberal	Unwgted	6807	149	93	398	52
	Weighted (000)	32227	811	427	1506	222
	Horz %	100.00	2.52	1.32	4.67	0.69
	Vert %	13.00	15.90	11.17	13.22	10.94
	Index	100	122	86	102	84

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
						*
Very Liberal	Unwgted	4298	66	77	211	37
	Weighted (000)	20905	260	418	899	164
	Horz %	100.00	1.24	2.00	4.30	0.78
	Vert %	8.43	5.10	10.95	7.89	8.04
	Index	100	60	130	94	95
Voting Frequency: National Elections Always	Unwgted	26688	604	222	1804	126
	Weighted (000)	132726	3035	1031	7292	696
	Horz %	100.00	2.29	0.78	5.49	0.52
	Vert %	53.53	59.50	26.99	63.97	34.24
	Index	100	111	50	120	64
National Elections Sometimes	Unwgted	4811	114	68	258	26
	Weighted (000)	25013	579	350	1112	149
	Horz %	100.00	2.31	1.40	4.45	0.59
	Vert %	10.09	11.34	9.16	9.76	7.31
	Index	100	112	91	97	72
National Elections Never	Unwgted	3488	78	74	170	38
	Weighted (000)	19830	401	346	690	245
	Horz %	100.00	2.02	1.75	3.48	1.24
	Vert %	8.00	7.87	9.07	6.05	12.05
	Index	100	98	113	76	151
Voting Frequency: Statewide Elections Always	Unwgted	18068	408	126	1232	76
	Weighted (000)	89092	1997	564	4993	428
	Horz %	100.00	2.24	0.63	5.60	0.48
	Vert %	35.93	39.15	14.75	43.80	21.07
	Index	100	109	41	122	59
Statewide Elections Sometimes	Unwgted	9433	207	83	617	30
	Weighted (000)	48504	1151	314	2565	147
	Horz %	100.00	2.37	0.65	5.29	0.30
	Vert %	19.56	22.57	8.22	22.50	7.21
	Index	100	115	42	115	37
Statewide Elections Never	Unwgted	4707	92	73	227	44
	Weighted (000)	26230	487	335	901	281
	Horz %	100.00	1.86	1.28	3.44	1.07
	Vert %	10.58	9.55	8.77	7.91	13.80
	Index	100	90	83	75	130
Voting Frequency: Local Elections Always	Unwgted	15177	341	104	995	67
	Weighted (000)	75618	1690	493	4059	384
	Horz %	100.00	2.24	0.65	5.37	0.51
	Vert %	30.50	33.13	12.89	35.61	18.90
	Index	100	109	42	117	62
Local Elections Sometimes	Unwgted	11219	236	98	783	42
	Weighted (000)	56747	1328	392	3274	196
	Horz %	100.00	2.34	0.69	5.77	0.35
	Vert %	22.89	26.02	10.26	28.72	9.65
	Index	100	114	45	125	42
Local Elections Never	Unwgted	5800	129	84	308	49
	Weighted (000)	31786	659	375	1185	334
	Horz %	100.00	2.07	1.18	3.73	1.05
	Vert %	12.82	12.92	9.82	10.40	16.40
	Index	100	101	77	81	128

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
Civic/Political Engagement Segments: Passive Civics	Unwgted	19502	338	485	772	227
	Weighted (000)	109117	1671	2697	3370	1319
	Horz %	100.00	1.53	2.47	3.09	1.21
	Vert %	44.01	32.75	70.60	29.56	64.85
	Index	100	74	160	67	147
Strictly Voters	Unwgted	14499	393	177	1046	108
	Weighted (000)	70015	1823	760	4177	553
	Horz %	100.00	2.60	1.09	5.97	0.79
	Vert %	28.24	35.74	19.89	36.64	27.20
	Index	100	127	70	130	96
Vote and Sign	Unwgted	8493	201	57	542	19
	Weighted (000)	42668	1025	252	2310	82
	Horz %	100.00	2.40	0.59	5.41	0.19
	Vert %	17.21	20.10	6.60	20.27	4.03
	Index	100	117	38	118	23
Civic Advocates	Unwgted	1123	25	6	72	3
	Weighted (000)	5353	151	13	283	26
	Horz %	100.00	2.82	0.25	5.29	0.49
	Vert %	2.16	2.96	0.35	2.48	1.29
	Index	100	137	16	115	60
Local Participants	Unwgted	3027	62	18	239	12
	Weighted (000)	14887	328	54	961	53
	Horz %	100.00	2.21	0.36	6.46	0.36
	Vert %	6.00	6.44	1.41	8.43	2.63
	Index	100	107	23	140	44
Political Activists	Unwgted	1257	18	7	75	0
	Weighted (000)	5915	103	44	298	0
	Horz %	100.00	1.74	0.75	5.04	0.00
	Vert %	2.39	2.02	1.16	2.62	0.00
	Index	100	85	48	110	0
Public Activities: Voted in Federal, State, or Local Election	Unwgted	25906	653	235	1872	131
	Weighted (000)	125585	3207	973	7604	648
	Horz %	100.00	2.55	0.78	6.05	0.52
	Vert %	50.65	62.87	25.48	66.70	31.89
	Index	100	124	50	132	63
Written or called any politician at the state, local, or national level	Unwgted	5010	109	16	341	7
	Weighted (000)	24071	614	65	1462	15
	Horz %	100.00	2.55	0.27	6.08	0.06
	Vert %	9.71	12.04	1.69	12.83	0.74
	Index	100	124	17	132	8
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgted	1126	19	6	84	2
	Weighted (000)	5190	125	24	371	16
	Horz %	100.00	2.41	0.46	7.15	0.31
	Vert %	2.09	2.46	0.63	3.25	0.78
	Index	100	117	30	155	37
Written something that has been published	Unwgted	1152	23	4	75	1
	Weighted (000)	5472	145	10	290	15
	Horz %	100.00	2.65	0.19	5.29	0.28
	Vert %	2.21	2.84	0.27	2.54	0.75
	Index	100	129	12	115	34

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
				*	*	*
Written an article for a magazine or newspaper	Unwgt'd	524	12	2	34	2
	Weighted (000)	2614	96	3	142	11
	Horz %	100.00	3.68	0.11	5.43	0.42
	Vert %	1.05	1.88	0.08	1.24	0.54
	Index	100	179	7	118	51
				*	*	*
Attended a political rally, speech, or organized protest of any kind	Unwgt'd	2835	60	13	171	6
	Weighted (000)	13836	307	55	634	21
	Horz %	100.00	2.22	0.40	4.58	0.15
	Vert %	5.58	6.01	1.45	5.56	1.04
	Index	100	108	26	100	19
				*	*	*
Attended a public meeting on town or school affairs	Unwgt'd	6009	158	71	474	36
	Weighted (000)	29184	795	292	1839	158
	Horz %	100.00	2.72	1.00	6.30	0.54
	Vert %	11.77	15.58	7.63	16.13	7.78
	Index	100	132	65	137	66
			*	*	*	*
Held or run for political office	Unwgt'd	171	5	0	10	0
	Weighted (000)	880	34	0	51	0
	Horz %	100.00	3.81	0.00	5.79	0.00
	Vert %	0.35	0.66	0.00	0.45	0.00
	Index	100	185	0	126	0
			*	*	*	*
Served on a committee for some local organization	Unwgt'd	2914	60	11	213	10
	Weighted (000)	14415	345	38	851	52
	Horz %	100.00	2.39	0.26	5.90	0.36
	Vert %	5.81	6.77	0.99	7.46	2.56
	Index	100	116	17	128	44
			*	*	*	*
Served as an officer for some club or organization	Unwgt'd	2425	48	16	187	6
	Weighted (000)	11670	233	34	724	25
	Horz %	100.00	2.00	0.29	6.20	0.21
	Vert %	4.71	4.56	0.89	6.35	1.21
	Index	100	97	19	135	26
			*	*	*	*
Signed a petition	Unwgt'd	9386	209	63	562	24
	Weighted (000)	47157	1145	263	2339	122
	Horz %	100.00	2.43	0.56	4.96	0.26
	Vert %	19.02	22.45	6.88	20.52	5.98
	Index	100	118	36	108	31
			*	*	*	*
Worked for a political party	Unwgt'd	820	11	6	47	0
	Weighted (000)	3751	53	45	183	0
	Horz %	100.00	1.41	1.21	4.89	0.00
	Vert %	1.51	1.04	1.19	1.61	0.00
	Index	100	69	78	106	0
			*	*	*	*
Made a speech	Unwgt'd	2138	46	9	196	9
	Weighted (000)	10172	326	18	719	53
	Horz %	100.00	3.20	0.18	7.07	0.52
	Vert %	4.10	6.38	0.48	6.30	2.61
	Index	100	156	12	154	64
			*	*	*	*
Been an active member of any group that tries to influence public policy or government	Unwgt'd	1829	29	12	136	1
	Weighted (000)	8692	160	49	490	12
	Horz %	100.00	1.84	0.56	5.63	0.13
	Vert %	3.51	3.13	1.28	4.29	0.57
	Index	100	89	36	123	16

		Adults 18+	Soft Adult Contemporary	Spanish AC (subset of "Hispanic")	Sports	Tropical (subset of "Hispanic")
				*	*	*
Participated in environmental groups/causes	Unwgted	1944	29	12	101	7
	Weighted (000)	9143	153	63	371	41
	Horz %	100.00	1.67	0.68	4.05	0.45
	Vert %	3.69	2.99	1.64	3.25	2.04
	Index	100	81	44	88	55
						*
Engaged in fund raising	Unwgted	7597	166	55	508	25
	Weighted (000)	37317	975	237	1971	116
	Horz %	100.00	2.61	0.64	5.28	0.31
	Vert %	15.05	19.11	6.21	17.29	5.72
	Index	100	127	41	115	38
						*
Recycled products	Unwgted	28578	761	432	1924	234
	Weighted (000)	138150	3672	2004	7491	1193
	Horz %	100.00	2.66	1.45	5.42	0.86
	Vert %	55.72	71.97	52.47	65.72	58.68
	Index	100	129	94	118	105
						*
Any activity	Unwgted	38589	927	531	2464	284
	Weighted (000)	192123	4532	2483	9990	1495
	Horz %	100.00	2.36	1.29	5.20	0.78
	Vert %	77.48	88.84	65.01	87.64	73.54
	Index	100	115	84	113	95
				*		*
Contributions: Political	Unwgted	2651	54	15	168	7
	Weighted (000)	12184	225	53	639	34
	Horz %	100.00	1.85	0.44	5.25	0.28
	Vert %	4.91	4.42	1.39	5.61	1.68
	Index	100	90	28	114	34
						*
Category Influentialsm Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647	171	93	654	57
	Weighted (000)	43106	843	441	2741	371
	Horz %	100.00	1.96	1.02	6.36	0.86
	Vert %	17.38	16.52	11.54	24.05	18.24
	Index	100	95	66	138	105
						*
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552	101	74	406	34
	Weighted (000)	28275	548	380	1697	186
	Horz %	100.00	1.94	1.35	6.00	0.66
	Vert %	11.40	10.73	9.96	14.89	9.13
	Index	100	94	87	131	80
			*	*		*
Politics Super Influential Consumers	Unwgted	1207	17	6	111	4
	Weighted (000)	5985	72	24	509	34
	Horz %	100.00	1.20	0.40	8.50	0.57
	Vert %	2.41	1.40	0.63	4.46	1.69
	Index	100	58	26	185	70
			*	*		*
Politics Category Influential Consumers	Unwgted	2542	46	21	234	9
	Weighted (000)	12355	255	82	1011	75
	Horz %	100.00	2.06	0.66	8.19	0.61
	Vert %	4.98	5.00	2.15	8.87	3.70
	Index	100	100	43	178	74

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Adults 18+	Unwgted	47901	5301	2193	2322	1137
	Weighted (000)	247955	25727	9519	12491	6325
	Horz %	100.00	10.38	3.84	5.04	2.55
	Vert %	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100
Political Affiliation: Democratic	Unwgted	14685	2786	1346	1149	412
	Weighted (000)	71746	13216	5934	5957	2206
	Horz %	100.00	18.42	8.27	8.30	3.08
	Vert %	28.94	51.37	62.34	47.69	34.88
	Index	100	178	215	165	121
Republican	Unwgted	11994	474	136	224	239
	Weighted (000)	63200	2301	532	1190	1479
	Horz %	100.00	3.64	0.84	1.88	2.34
	Vert %	25.49	8.94	5.59	9.53	23.39
	Index	100	35	22	37	92
Other party	Unwgted	610	44	14	24	18
	Weighted (000)	3269	239	59	120	91
	Horz %	100.00	7.31	1.79	3.66	2.80
	Vert %	1.32	0.93	0.62	0.96	1.45
	Index	100	70	47	73	110
Independent/No party affiliation	Unwgted	18878	1825	627	847	436
	Weighted (000)	100171	9104	2672	4791	2390
	Horz %	100.00	9.09	2.67	4.78	2.39
	Vert %	40.40	35.39	28.07	38.36	37.78
	Index	100	88	69	95	94
Political Outlook: Very Conservative	Unwgted	7303	628	279	266	158
	Weighted (000)	38955	3314	1373	1545	1026
	Horz %	100.00	8.51	3.52	3.97	2.63
	Vert %	15.71	12.88	14.42	12.37	16.22
	Index	100	82	92	79	103
Somewhat Conservative	Unwgted	9929	923	396	387	208
	Weighted (000)	52644	4652	1722	2168	1125
	Horz %	100.00	8.84	3.27	4.12	2.14
	Vert %	21.23	18.08	18.09	17.36	17.79
	Index	100	85	85	82	84
Middle of the Road	Unwgted	16548	2043	820	922	356
	Weighted (000)	86094	9665	3449	4878	1881
	Horz %	100.00	11.23	4.01	5.67	2.18
	Vert %	34.72	37.57	36.23	39.05	29.73
	Index	100	108	104	112	86
Somewhat Liberal	Unwgted	6807	817	347	356	168
	Weighted (000)	32227	3723	1473	1759	884
	Horz %	100.00	11.55	4.57	5.46	2.74
	Vert %	13.00	14.47	15.48	14.08	13.98
	Index	100	111	119	108	108

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Very Liberal	Unwgted	4298	542	207	264	188
	Weighted (000)	20905	2483	801	1364	1099
	Horz %	100.00	11.88	3.83	6.53	5.26
	Vert %	8.43	9.65	8.42	10.92	17.38
	Index	100	114	100	130	206
Voting Frequency: National Elections Always	Unwgted	26688	2468	1138	986	656
	Weighted (000)	132726	11356	4613	5274	3563
	Horz %	100.00	8.56	3.48	3.97	2.68
	Vert %	53.53	44.14	48.47	42.22	56.33
	Index	100	82	91	79	105
National Elections Sometimes	Unwgted	4811	592	217	290	107
	Weighted (000)	25013	2741	890	1426	595
	Horz %	100.00	10.96	3.56	5.70	2.38
	Vert %	10.09	10.66	9.35	11.42	9.41
	Index	100	106	93	113	93
National Elections Never	Unwgted	3488	408	119	212	76
	Weighted (000)	19830	2306	624	1171	406
	Horz %	100.00	11.63	3.15	5.90	2.05
	Vert %	8.00	8.96	6.55	9.37	6.42
	Index	100	112	82	117	80
Voting Frequency: Statewide Elections Always	Unwgted	18068	1591	787	603	479
	Weighted (000)	89092	7380	3165	3228	2645
	Horz %	100.00	8.28	3.55	3.62	2.97
	Vert %	35.93	28.69	33.25	25.84	41.81
	Index	100	80	93	72	116
Statewide Elections Sometimes	Unwgted	9433	987	381	483	205
	Weighted (000)	48504	4551	1581	2562	1120
	Horz %	100.00	9.38	3.26	5.28	2.31
	Vert %	19.56	17.69	16.61	20.51	17.72
	Index	100	90	85	105	91
Statewide Elections Never	Unwgted	4707	547	160	277	95
	Weighted (000)	26230	2979	811	1456	592
	Horz %	100.00	11.36	3.09	5.55	2.26
	Vert %	10.58	11.58	8.51	11.65	9.37
	Index	100	109	80	110	89
Voting Frequency: Local Elections Always	Unwgted	15177	1424	725	517	417
	Weighted (000)	75618	6772	2985	2847	2393
	Horz %	100.00	8.96	3.95	3.76	3.17
	Vert %	30.50	26.32	31.36	22.79	37.84
	Index	100	86	103	75	124
Local Elections Sometimes	Unwgted	11219	1061	425	492	246
	Weighted (000)	56747	4827	1715	2551	1285
	Horz %	100.00	8.51	3.02	4.49	2.26
	Vert %	22.89	18.76	18.02	20.42	20.32
	Index	100	82	79	89	89
Local Elections Never	Unwgted	5800	666	199	349	118
	Weighted (000)	31786	3514	1017	1864	702
	Horz %	100.00	11.05	3.20	5.87	2.21
	Vert %	12.82	13.66	10.69	14.93	11.09
	Index	100	107	83	116	87

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Civic/Political Engagement Segments: Passive Civics	Unwgt'd	19502	2307	821	1100	370
	Weighted (000)	109117	12014	3769	6275	2192
	Horz %	100.00	11.01	3.45	5.75	2.01
	Vert %	44.01	46.70	39.59	50.23	34.66
	Index	100	106	90	114	79
Strictly Voters	Unwgt'd	14499	1599	763	626	321
	Weighted (000)	70015	7240	3248	3146	1616
	Horz %	100.00	10.34	4.64	4.49	2.31
	Vert %	28.24	28.14	34.12	25.19	25.55
	Index	100	100	121	89	90
Vote and Sign	Unwgt'd	8493	909	388	411	256
	Weighted (000)	42668	4311	1659	2136	1417
	Horz %	100.00	10.10	3.89	5.01	3.32
	Vert %	17.21	16.76	17.43	17.10	22.40
	Index	100	97	101	99	130
Civic Advocates	Unwgt'd	1123	75	22	38	42
	Weighted (000)	5353	337	68	184	249
	Horz %	100.00	6.29	1.27	3.43	4.65
	Vert %	2.16	1.31	0.71	1.47	3.94
	Index	100	61	33	68	182
Local Participants	Unwgt'd	3027	269	135	94	89
	Weighted (000)	14887	1163	519	445	498
	Horz %	100.00	7.81	3.49	2.99	3.35
	Vert %	6.00	4.52	5.45	3.56	7.88
	Index	100	75	91	59	131
Political Activists	Unwgt'd	1257	142	64	53	59
	Weighted (000)	5915	663	257	306	353
	Horz %	100.00	11.20	4.34	5.17	5.96
	Vert %	2.39	2.58	2.70	2.45	5.57
	Index	100	108	113	103	234
Public Activities: Voted in Federal, State, or Local Election	Unwgt'd	25906	2691	1260	1079	707
	Weighted (000)	125585	12037	5200	5292	3791
	Horz %	100.00	9.58	4.14	4.21	3.02
	Vert %	50.65	46.79	54.63	42.36	59.94
	Index	100	92	108	84	118
Written or called any politician at the state, local, or national level	Unwgt'd	5010	325	143	116	188
	Weighted (000)	24071	1445	523	568	1075
	Horz %	100.00	6.00	2.17	2.36	4.47
	Vert %	9.71	5.62	5.50	4.55	17.00
	Index	100	58	57	47	175
Written a letter to the editor of a newspaper or magazine or called a live radio or TV show	Unwgt'd	1126	97	44	42	46
	Weighted (000)	5190	424	152	167	270
	Horz %	100.00	8.16	2.92	3.21	5.21
	Vert %	2.09	1.65	1.59	1.34	4.27
	Index	100	79	76	64	204
Written something that has been published	Unwgt'd	1152	73	22	36	54
	Weighted (000)	5472	355	81	187	351
	Horz %	100.00	6.48	1.49	3.42	6.41
	Vert %	2.21	1.38	0.85	1.50	5.54
	Index	100	62	39	68	251

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
			*	*	*	*
Written an article for a magazine or newspaper	Unwgted	524	31	11	17	12
	Weighted (000)	2614	139	41	90	72
	Horz %	100.00	5.31	1.55	3.44	2.75
	Vert %	1.05	0.54	0.43	0.72	1.14
	Index	100	51	40	68	108
Attended a political rally, speech, or organized protest of any kind	Unwgted	2835	315	154	129	131
	Weighted (000)	13836	1410	588	672	799
	Horz %	100.00	10.19	4.25	4.86	5.78
	Vert %	5.58	5.48	6.17	5.38	12.63
	Index	100	98	111	96	226
Attended a public meeting on town or school affairs	Unwgted	6009	782	362	320	202
	Weighted (000)	29184	3658	1496	1599	1042
	Horz %	100.00	12.53	5.13	5.48	3.57
	Vert %	11.77	14.22	15.72	12.80	16.48
	Index	100	121	134	109	140
Held or run for political office	Unwgted	171	8	3	3	8
	Weighted (000)	880	45	23	7	50
	Horz %	100.00	5.13	2.63	0.79	5.67
	Vert %	0.35	0.18	0.24	0.06	0.79
	Index	100	49	68	16	222
Served on a committee for some local organization	Unwgted	2914	237	116	75	98
	Weighted (000)	14415	1057	487	359	539
	Horz %	100.00	7.33	3.38	2.49	3.74
	Vert %	5.81	4.11	5.12	2.87	8.52
	Index	100	71	88	49	147
Served as an officer for some club or organization	Unwgted	2425	183	86	65	94
	Weighted (000)	11670	764	333	282	548
	Horz %	100.00	6.54	2.86	2.41	4.70
	Vert %	4.71	2.97	3.50	2.26	8.67
	Index	100	63	74	48	184
Signed a petition	Unwgted	9386	1026	426	460	331
	Weighted (000)	47157	4884	1802	2443	1794
	Horz %	100.00	10.36	3.82	5.18	3.81
	Vert %	19.02	18.98	18.93	19.55	28.37
	Index	100	100	100	103	149
Worked for a political party	Unwgted	820	97	48	29	34
	Weighted (000)	3751	435	176	168	148
	Horz %	100.00	11.61	4.70	4.47	3.94
	Vert %	1.51	1.69	1.85	1.34	2.33
	Index	100	112	122	89	154
Made a speech	Unwgted	2138	239	113	100	61
	Weighted (000)	10172	1051	458	524	304
	Horz %	100.00	10.33	4.50	5.15	2.99
	Vert %	4.10	4.08	4.81	4.20	4.80
	Index	100	100	117	102	117
Been an active member of any group that tries to influence public policy or government	Unwgted	1829	179	84	72	76
	Weighted (000)	8692	742	301	330	434
	Horz %	100.00	8.53	3.46	3.79	4.99
	Vert %	3.51	2.88	3.16	2.64	6.86
	Index	100	82	90	75	196

		Adults 18+	Urban	Urban AC (subset of "Urban")	Urban Contemporary (subset of)	Variety/Other
Participated in environmental groups/causes	Unwgted	1944	176	71	80	104
	Weighted (000)	9143	831	269	407	516
	Horz %	100.00	9.09	2.94	4.46	5.65
	Vert %	3.69	3.23	2.83	3.26	8.17
	Index	100	88	77	88	221
Engaged in fund raising	Unwgted	7597	887	368	379	202
	Weighted (000)	37317	4037	1575	1974	1081
	Horz %	100.00	10.82	4.22	5.29	2.90
	Vert %	15.05	15.69	16.54	15.80	17.08
	Index	100	104	110	105	114
Recycled products	Unwgted	28578	2675	1067	1211	765
	Weighted (000)	138150	12350	4339	6165	4032
	Horz %	100.00	8.94	3.14	4.46	2.92
	Vert %	55.72	48.01	45.58	49.36	63.75
	Index	100	86	82	89	114
Any activity	Unwgted	38589	4106	1737	1774	980
	Weighted (000)	192123	19181	7375	9143	5242
	Horz %	100.00	9.98	3.84	4.76	2.73
	Vert %	77.48	74.56	77.48	73.20	82.88
	Index	100	96	100	94	107
Contributions: Political	Unwgted	2651	149	64	53	81
	Weighted (000)	12184	682	260	267	410
	Horz %	100.00	5.60	2.13	2.19	3.37
	Vert %	4.91	2.65	2.73	2.14	6.48
	Index	100	54	56	43	132
Category Influentialism Segments*: Politics I have a great deal of knowledge/experience in this topic	Unwgted	8647	951	378	426	219
	Weighted (000)	43106	4649	1687	2281	1308
	Horz %	100.00	10.79	3.91	5.29	3.03
	Vert %	17.38	18.07	17.73	18.26	20.67
	Index	100	104	102	105	119
Politics My family/friends often ask for and trust my advice on this topic	Unwgted	5552	713	294	286	145
	Weighted (000)	28275	3453	1265	1575	856
	Horz %	100.00	12.21	4.47	5.57	3.03
	Vert %	11.40	13.42	13.29	12.61	13.53
	Index	100	118	117	111	119
Politics Super Influential Consumers	Unwgted	1207	124	53	48	43
	Weighted (000)	5985	527	227	249	277
	Horz %	100.00	8.80	3.80	4.17	4.63
	Vert %	2.41	2.05	2.39	2.00	4.38
	Index	100	85	99	83	182
Politics Category Influential Consumers	Unwgted	2542	227	91	88	71
	Weighted (000)	12355	1020	362	473	447
	Horz %	100.00	8.26	2.93	3.83	3.61
	Vert %	4.98	3.97	3.80	3.79	7.06
	Index	100	80	76	76	142