



Ryan Mellis (A)

The “No” Media Plan for the WOGS Referendum

2011 Washington Media Scholars Foundation’s Scholarship Case Competition

Ryan Mellis, communications director of Voters for Local Online Choice, sat in the Maryland suburban strip mall office of his boss, campaign manager Jay Ashland. Joining them was the campaign’s major funder, Liz Burnie, the national public affairs officer of Widgex Technologies, a leading builder and operator of e-commerce websites. She was also the company’s chief Washington, D.C. lobbyist. It was Ryan’s first face-to-face meeting with Mrs. Burnie, and he was nervous.

Ryan had taken a leave of absence from a Washington, D.C. labor advocacy organization where he had been director of online communications and direct action. For five weeks, 28-year-old Ryan had been working for Voters for Local Online Choice (VLOC), an ad-hoc coalition that was urging a “no” vote in a referendum election to be held in seven months (see description of the “Washington Online Government Services Referendum” below). The election would be held on Saturday, September 24, and voter turnout was predicted to be very low.

“I need a plan that has old media as well as new media,” said Mrs. Burnie, who spoke as loudly in person as she had on their earlier conference calls. “We’re a NASDAQ-listed Internet services company, but frankly we’re worried about putting all of our advertising eggs in the online basket, and almost ignoring all other media. So, we’re increasing our contribution for all paid communications and advertising to \$2 million.”

“I need the two of you to convince me you know the right mix of media that will get us the biggest bang for our VLOC money. If this measure passes, Widgex could lose millions of dollars in government contracts around here.” Burnie never failed to remind them of the stakes the company was facing. Ryan and campaign manager Jay would present their plan in two weeks to senior Widgex management at Burnie’s downtown Washington office.

“I’m not interested in creative for this meeting – just a media plan and budget. And please get me a one-to-three page executive summary of the plan no later than the day before your presentation.” After some small talk about the colors of the VLOC logo, Mrs. Burnie excused herself to a car and driver waiting outside the campaign’s storefront offices, previously home to a defunct tanning salon and day spa.

Washington Online Government Services (WOGS) Referendum Election

At issue was a potential local government contract worth as much as \$3 billion in fees over the next 10 years to build and operate an integrated, one-stop government services Internet web site covering all of the numerous local, county and state government jurisdictions in the greater Washington, D.C. area. Widgex opposed the consolidation of local government web sites

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because it currently held contracts to operate several government web sites in the Washington area, and dozens more around the country. A coalition of government employee organizations, who were against the growing national trend of privatizing government services, also opposed the measure. These organizations had been asked to provide volunteer grassroots support for the VLOC campaign.

Authority for the Washington Online Government Services (WOGS) concept would have to be approved in an unusual referendum election by voters from Washington, Northern Virginia, and Southern Maryland. This first-of-its-kind special election would be held in six months, and decided by the 3,717,639 registered voters living in the suburban areas of two states plus the District of Columbia. WOGS would be the only measure on the ballot, so voter turnout was likely to be very low. The geographic region where the election would be held corresponded closely to the Washington media market, or DMA (Designated Market Area), as defined by the Nielsen television ratings company (see map in Appendix A).

Table 1

These figures are approximations to be used for the purposes of this case and are not current population and registration counts.

	DMA 18+ Population	Vert %	Registered to Vote	Horz. %	Vert %
Total Washington DC DMA	4,668,878	100%			
District of Columbia					
Washington	468,486	10%	406,759	87%	11%
DC Total	468,486	10%	406,759	87%	11%
Maryland					
Montgomery	704,782	15%	575,008	82%	15%
Prince George's	620,151	13%	522,130	84%	14%
Other counties	594,228	13%	499,783	84%	13%
MD Total	1,919,161	41%	1,596,921	83%	43%
Virginia					
Fairfax County & City	778,240	17%	652,810	84%	18%
Arlington County and Alexandria City	278,146	6%	228,784	82%	6%
Prince William	269,767	6%	220,964	82%	6%
Loudoun	208,090	4%	180,800	87%	5%
Other counties	540,970	12%	430,601	80%	12%
VA Total	2,075,212	44%	1,713,959	83%	46%
TOTAL ELIGIBLE	4,462,859	96%	3,717,639	83%	100%
DC DMA: WV & PA Counties					
Non-voting counties	206,021	4%			

Another factor that made the special election unusual was that it would be held on Saturday, September 24, instead of on a Tuesday. This was at the urging of a national coalition group that was advocating moving all elections to Saturday in order to improve turnout. The WOGS special election would be the first experiment with a Saturday election day in the Washington area.

Unlike most Americans, Washington area residents often lived and worked in different government jurisdictions. Their jobs and places of residence also frequently moved from one state, county, and local community to another. Numerous government web sites attempted to serve citizens' needs (see examples in Appendix B) but they were siloed off from each other. WOGS advocates claimed the measure would provide a central and more powerful site for a wider range of government services, cut down on the need for residents to physically visit government offices around the area, and could reduce local government overhead costs.



In favor of the WOGS ballot was Gadget International, an Internet services competitor nearly twice Widgex's size. Gadget wanted to bid on the new contract to build the multi-government website. If voters did approve WOGS, then Widgex would have the opportunity to compete against Gadget in the contracting process. But Widgex had calculated that the current revenue streams it was now collecting were more important than potential income from a much larger contract that it might or might not win.

Gadget was in the process of launching its own ad-hoc coalition campaign advocating a "yes" vote. Ryan expected the yes campaign to be better funded, but didn't know how much they were planning to spend. Last week, Ryan received a call from a friend who was the assistant general manager at a Washington television station; she told Ryan that a media planner for the yes campaign had been asking about the station's issue advertising rates. Ryan made a note to call her back, see if she had any new information, and get some advice on putting together his media plan.

Developing the Campaign Media Plan

Until now, Ryan and Jay had expected to have only about \$500,000 to spend on advertising and other communications. With that budget, they assumed they could not afford to be on television, and would be limited to using less expensive advertising on the Internet, with perhaps some supplemental radio and display advertising such as posters and billboards. Turnout was expected to be very low, and at the core of their strategy was a heavy investment in a one-on-one grassroots program that would identify voters who were most likely to oppose the ballot measure, and then either collect their absentee ballots or get them to the polls on a Saturday. The grassroots program was fully funded with more than \$600,000 in a budget that was separate from their new \$2 million advertising and communications budget.

The grassroots plan was the brainchild of campaign manager Jay Ashland. A native of West Virginia and a veteran of more than 40 years in political and labor campaigning, he had started out as an undergraduate volunteer in Hubert Humphrey's 1968 campaign. When the IBM personal computer came on the market in 1981, Jay had started a small company to write software for managing voter lists and tracking individual contacts through phone calls and door knocking. Later, he was one of the first to use complex "micro-targeting" techniques that combined voter data, consumer databases, and large opinion surveys to more precisely classify individual target and non-target voters.

"Mellis, you've got to be the lead dog on this media plan," said Jay. "I've been in hundreds of campaign meetings talking about advertising spending, but frankly I couldn't tell you the difference between gross rating points and the Nielsen ratings."

Ryan didn't say so, but neither could he. His experience was online, and not in the traditional media. He needed a quick education, and then a plan that would blend together the right mix of old and new media.

On the whiteboard in Jay's office, Ryan wrote out three questions the plan must address: (1) Just who were their target audiences of potential supporters, and who would actually vote in what was likely to be a very low turnout election, (2) What mix of advertising media would be the most cost-effective way of reaching the targets, and (3) What was the month-by-month media plan and budget that Widgex would fund, and what were they going to get for their money?

Jay reminded Ryan that they would be getting some new polling data in the next couple of days. The results would help identify potential targets and profile the media they would use. Jay said Ryan should start out by giving a call to the campaign's pollster, Brad Blount.

Polling Briefing

A few days later, Ryan had his first sit down with the campaign's pollster Brad Blount. Brad had worked for a large media and consumer research company before starting his own political and public affairs polling firm three years ago. He was an innovator in the application of large consumer databases to political and issue campaigns, and his clients included a dozen senators and governors as well as several large issue advocacy organizations.

Brad had written three poll questions about the WOGS ballot issue, and then contracted to have them added to a Scarborough Research consumer and media survey of 5,800 adults living in the Washington, D.C. DMA. Scarborough conducted these surveys annually in Washington and 80 other major media markets around the country. While a typical campaign poll might interview only 400-800 respondents, the Scarborough studies have very large sample sizes and numerous questions about detailed media usage, consumer behaviors and demographics. All of these variables could be cross-tabulated against opinions about the WOGS ballot issue.

Thus far, Ryan had seen only the topline results for the three questions. Given the large number of government employees in the Washington, D.C. area, he was surprised by the stronger than expected support for privatization, and was concerned that the ballot question showed the “yes” vote winning by a 52% to 31% majority with 17% undecided.

Table 2

These figures are provided for the purposes of this case and are not an actual survey of public opinion.

VLOC Survey Questions

Added to Scarborough Re-Contact Study (N=5,806 Washington DMA Adults 18+)

Q1. Some local and state governments have privatized certain services they provide to residents by contracting with companies instead of using government agencies and employees. Which of the following statements comes closest to your opinion about the privatization of government services?

- | | |
|-----|---|
| 53% | 1. Privatization is a good idea because some government functions can be more efficiently provided by outside contractors who offer higher quality service at a lower cost to taxpayers. |
| 40% | 2. Privatization is bad idea because companies are more interested in profits than service, there is reduced accountability, and the valuable experience of government employees is lost. |
| 8% | 3. Don't know/No opinion |

Q2. Have you heard about a ballot issue election that will be held in September of this year? This special election will be the first time that Washington DC, the Maryland suburbs and the Virginia suburbs will all vote on the same ballot issue. Which of the following best describes what you've heard?

- | | |
|-----|---|
| 17% | 1. Have heard about the special election and are somewhat familiar with the issue |
| 29% | 2. Have heard about the special election but are not that familiar with the issue |
| 53% | 3. Have not heard about the special election/Don't know |

3. Here is a brief description of the special election ballot measure, and I'd like you to tell me if you favor or oppose it? "The ballot measure would privatize local and county websites in the Washington metropolitan area. Washington area residents must now go to over 20 different local and state government websites in order to transact business related to drivers licenses, vehicle registrations, permits, taxes, business licenses, real estate, and other matters. This measure would create a single website that Washington area residents could use for all local and county governments in Maryland, Virginia, and the District of Columbia."

- | | |
|-----|-------------------------|
| 52% | 1. Favor |
| 31% | 2. Oppose |
| 17% | 3. Undecided/Don't know |

“Once you look at the crosstabs, you’ll see that things don’t look as bad as you thought,” Brad told Ryan. He slid a binder of cross-tabulations over to Ryan (see Appendix C) and proceeded to give him a lesson on how to read them.

He directed Ryan’s attention to data on the first page of the crosstabs (see Table 3). “Crosstabs allow you to compare the results for two separate question items – in this case we are looking at opinions of the ballot measure compared to how often people reported voting in local elections. The first column shows the results for the total sample of 5,806 adults – this translates to a projected adult population in the Washington DMA of 4,727,000 adults. Look in the first column at the vertical percent, and you’ll see that 52% favor the ballot measure while 31% oppose it.”

Table 3

These figures are provided for the purposes of this case and are not an actual survey of public opinion.

		Vote in Local Elections			
	<i>Cell</i>	<i>Total Adults</i>	<i>Always</i>	<i>Sometimes</i>	<i>Never</i>
Total	Vert %	100	100	100	100
	Horz %	100	38	32	30
	<i>Index</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
	Proj (000)	4,727	1,800	1,514	1,413
Q3: Opinion of Ballot Measure					
Favor	Vert %	52.3	41.8	55.8	61.9
	Horz %	100	30.4	34.2	35.4
	<i>Index</i>	<i>100</i>	<i>80</i>	<i>107</i>	<i>118</i>
Oppose	Vert %	30.7	40.2	26.1	23.4
	Horz %	100	49.9	27.3	22.8
	<i>Index</i>	<i>100</i>	<i>131</i>	<i>85</i>	<i>76</i>
No opinion	Vert %	17.1	18.0	18.1	14.7
	Horz %	100	40.2	33.9	25.8
	<i>Index</i>	<i>100</i>	<i>106</i>	<i>106</i>	<i>86</i>

"Next, look at the second column of data. These are the 38% of adults who say they always vote in local elections – and keep in mind that respondents will exaggerate how often they go to the polls. Among these high turnout voters, we are basically tied on the ballot measure with 42% in favor and 40% opposed."

Ryan asked Brad to explain what the index row represented. “The index is a shorthand way of comparing the results for a particular cell to the results for the total sample. Among high

turnout voters 40% oppose the measure, compared to all adults of whom 31% oppose the measure – if you divide 40 by 31 you get 1.31, or an index of 131. Another way of thinking about it is that high turnout voters are 31% more likely to oppose."

"And here is some more good news," said Brad, pointing to some other cells on the first page of the cross-tabulation (see Table 4). "Look at the columns for question two, awareness of the ballot issue – among the 17% who say they have heard about the election and are at least somewhat familiar with the issue, we are actually winning by a 53% to 40% margin."

Table 4

These figures are provided for the purposes of this case and are not an actual survey of public opinion.

Q2. Awareness of Ballot Issue					
	<i>Cell</i>	<i>Adults 18+</i>	<i>Aware / Familiar</i>	<i>Aware / Not that familiar</i>	<i>Not Aware</i>
Total	Vert %	100	100	100	100
	Horz %	100	17	29	53
	<i>Index</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
	Proj (000)	4,727	823	1,384	2,520
Q3: Opinion of Ballot Measure					
Favor	Vert %	52	40	53	56
	Horz %	100	13	30	57
	<i>Index</i>	<i>100</i>	<i>76</i>	<i>101</i>	<i>108</i>
Oppose	Vert %	31	53	32	23
	Horz %	100	30	30	40
	<i>Index</i>	<i>100</i>	<i>174</i>	<i>103</i>	<i>74</i>
No opinion	Vert %	17	7	16	21
	Horz %	100	7	27	65
	<i>Index</i>	<i>100</i>	<i>42</i>	<i>93</i>	<i>123</i>

Since this is the only measure on the ballot in the special election, only those voters who know about the issue will cast ballots. Brad said, "This will not be one of those elections where voters are going into the polling booth and only then making up their minds."

On his copy of the crosstabs, Ryan looked at the results for question one which measured overall attitudes toward government privatization, and asked Brad for his thoughts. "Overall voter opinions about privatization are related to their voting intentions on this ballot measure, although not as strongly related as you might expect. Among the 40% of voters who think privatization is a generally bad idea, we are winning by 50% to 34%, a 16-point margin. With the 53% who think that privatization is generally a good idea, we lose 63% to 24%, a 39-point margin. They are holding onto their ideological core voters better than we are." Ryan made a note to look into the crosstabs to see how government employees broke out on the issue.

“You will need to spend some time looking at the data and identifying your target voter groups. You want to start out identifying them in terms of their attitudes toward this issue, not their demographics. After you have your attitudinal target groups, then you can look secondarily at their demographics to give you a better feel for who they are. One advantage of using this large sample of syndicated data is that we can directly look at media usage by the attitudinal groups without having to go through the intermediary of demographics,” advised Brad.

To give Ryan a big picture perspective on media usage, Brad had prepared two bubble graphs (see Table 5 and Table 6). Brad explained that the term “1st quintile” referred to the 20% of the population who are the heaviest users of a medium, while the “5th quintile” is the 20% who are the lightest users.

“As an example of how to read these graphs, you can see that the heaviest users of newspapers are most likely to be aware of the referendum, as shown in Table 5, and are also the most likely to say that they always vote in local elections, as shown in Table 6,” said Brad. “As you’d expect, the heaviest Internet users – those who spend more than 20 hours a week online – are most likely to support creation of the new government website. However, as you can see in Table 6, these heavy Internet users are less likely to vote in local elections.”

From media data in the crosstabs (see Blount Polling Data and Crosstab pages 8-11), Brad had prepared a summary table (see Table 7) showing index scores for key survey questions across all media quintiles. He also prepared another set of bubble charts highlighting key demographic groups, including gender, age, education, and ethnicity (see Table 8 and Table 9).

“The summary tables and graphs I’ve done will be helpful,” said Brad. “But there is no substitute for taking the time to go through all the crosstab tables in order to understand who your target groups are, and how these target groups can best be reached.”

Table 5: Heaviest and Lightest Users of Selected Media – percent favorable minus percent unfavorable (horizontal axis) by percent of adults who are aware of referendum (vertical axis).

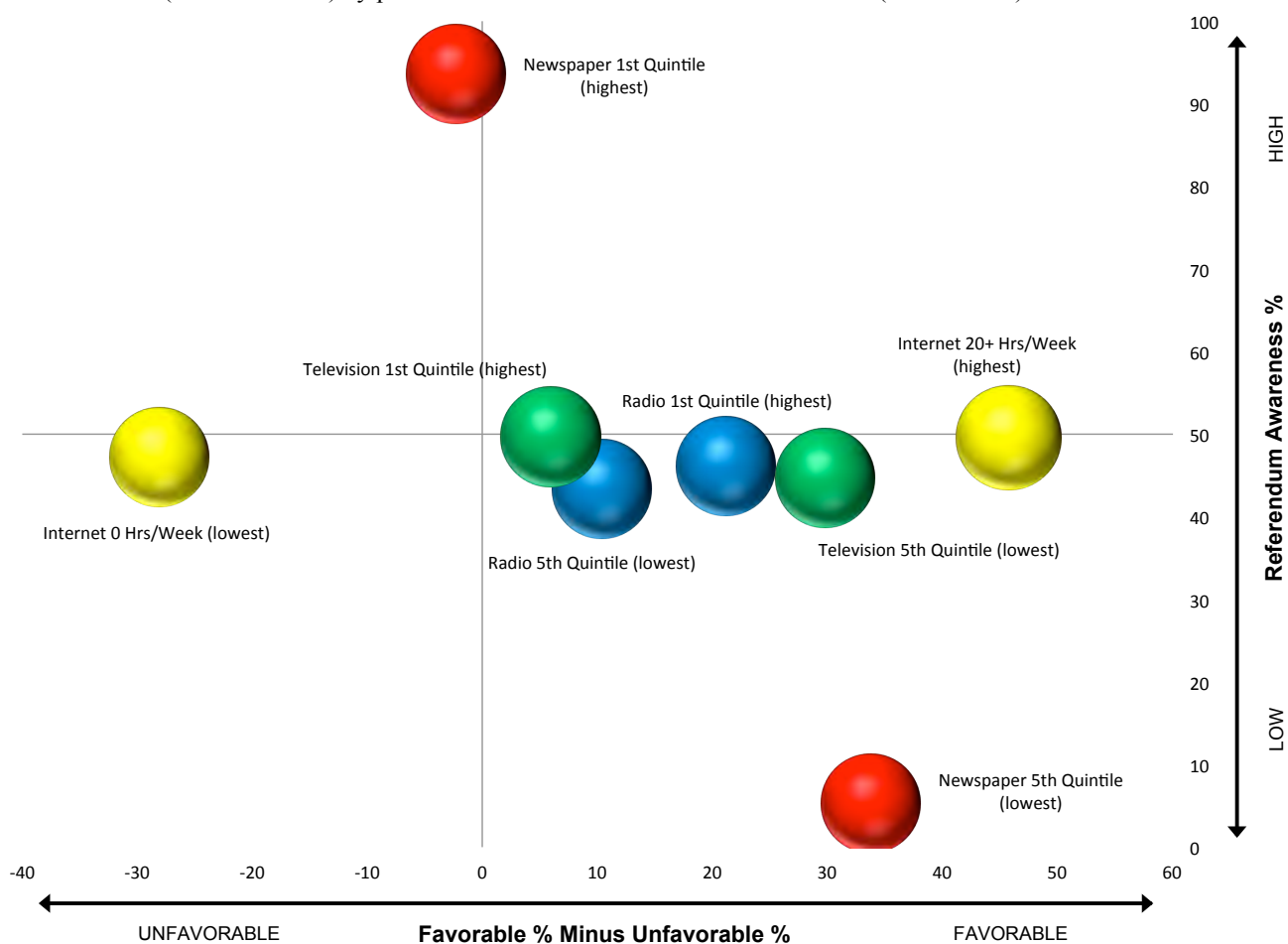


Table 6: Heaviest and Lightest Users of Selected Media – percent favorable minus percent unfavorable (horizontal axis) by percent of adults who always vote in local elections (vertical axis).

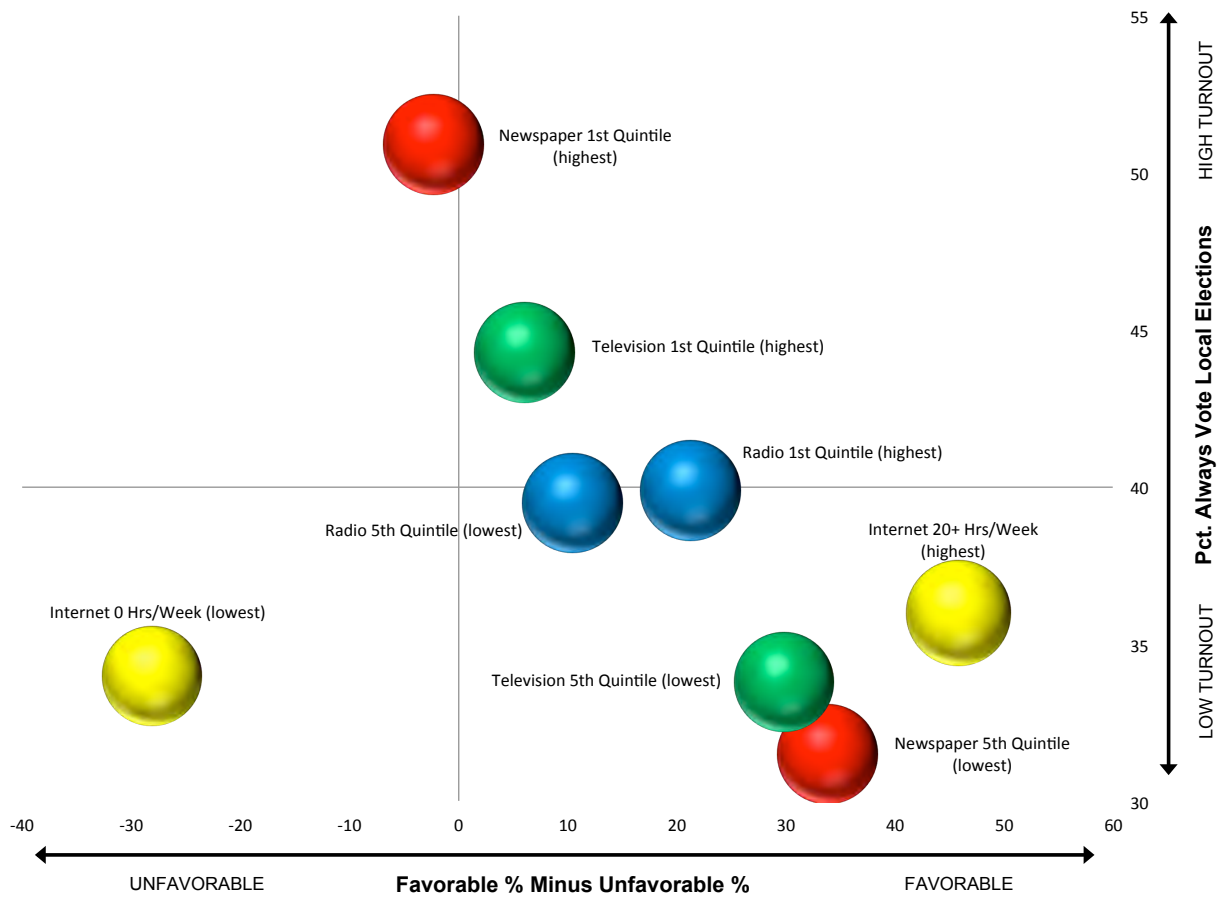


Table 7: Index Scores for Media Quintiles – the highlighted index value of 148 means that the 20% of adults who are the heaviest newspaper readers are 1.48 times more likely than the average adult to oppose the ballot measure.

		Media Index Scores (100 = average)			
MEDIA USAGE SEGMENTS	Pct. Of all Adults 18+	Opinion of Ballot Measure		Vote in Local Elections	Awareness of Ballot Issue
		Favor Index	Oppose Index	Always Vote Index	Aware Index
Newspaper					
1st Quintile (highest)	20	82	148	134	201
2nd Quintile	20	87	126	104	199
3rd Quintile	20	107	86	97	66
4th Quintile	20	114	64	82	23
5th Quintile (lowest)	20	109	76	83	11
Radio					
1st Quintile (highest)	20	99	99	105	99
2nd Quintile	20	100	99	98	99
3rd Quintile	20	103	93	96	105
4th Quintile	20	109	90	98	105
5th Quintile (lowest)	20	89	118	104	93
Television					
1st Quintile (highest)	20	85	126	116	106
2nd Quintile	20	96	100	117	101
3rd Quintile	20	106	94	87	97
4th Quintile	20	104	92	91	99
5th Quintile (lowest)	20	109	88	89	96
Weekly Hours on Internet					
20+ Hours	22	123	61	95	106
10-19 Hours	16	115	72	113	105
5-9 Hours	19	106	88	99	98
4 Hours or less	23	101	94	106	91
None	20	55	185	89	101

Tables 8 and 9: Demographic Profiles

Table 8: Referendum Awareness

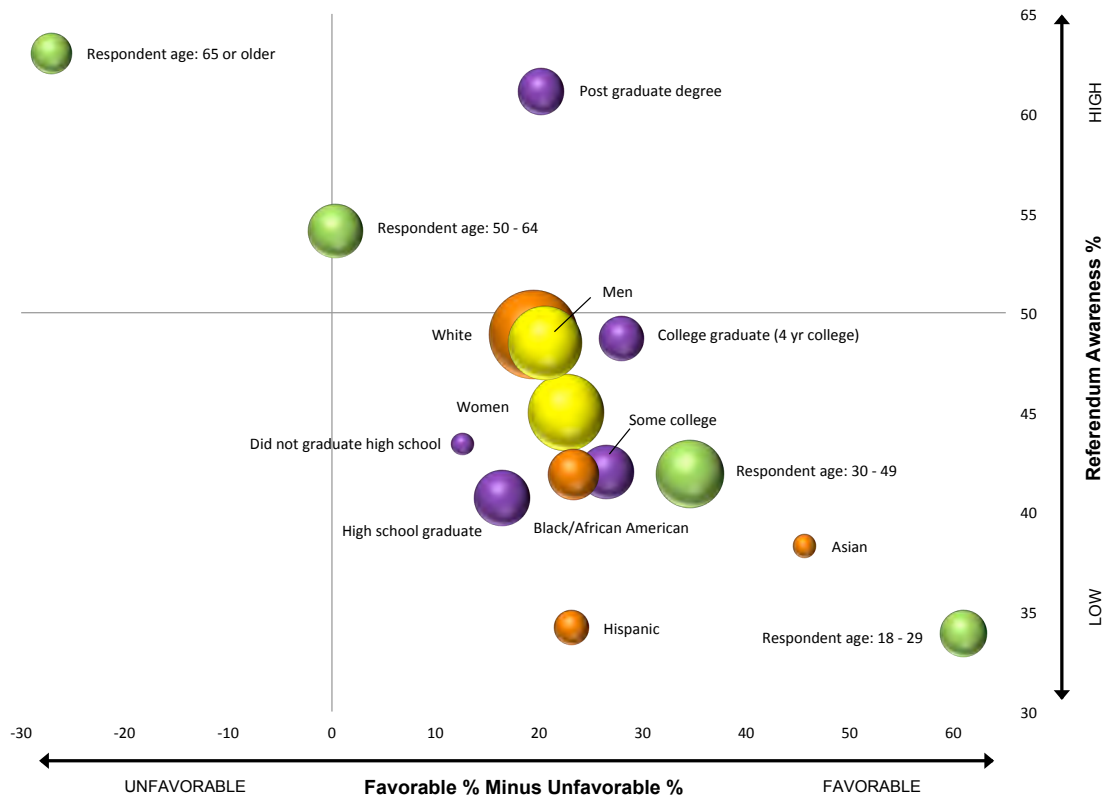
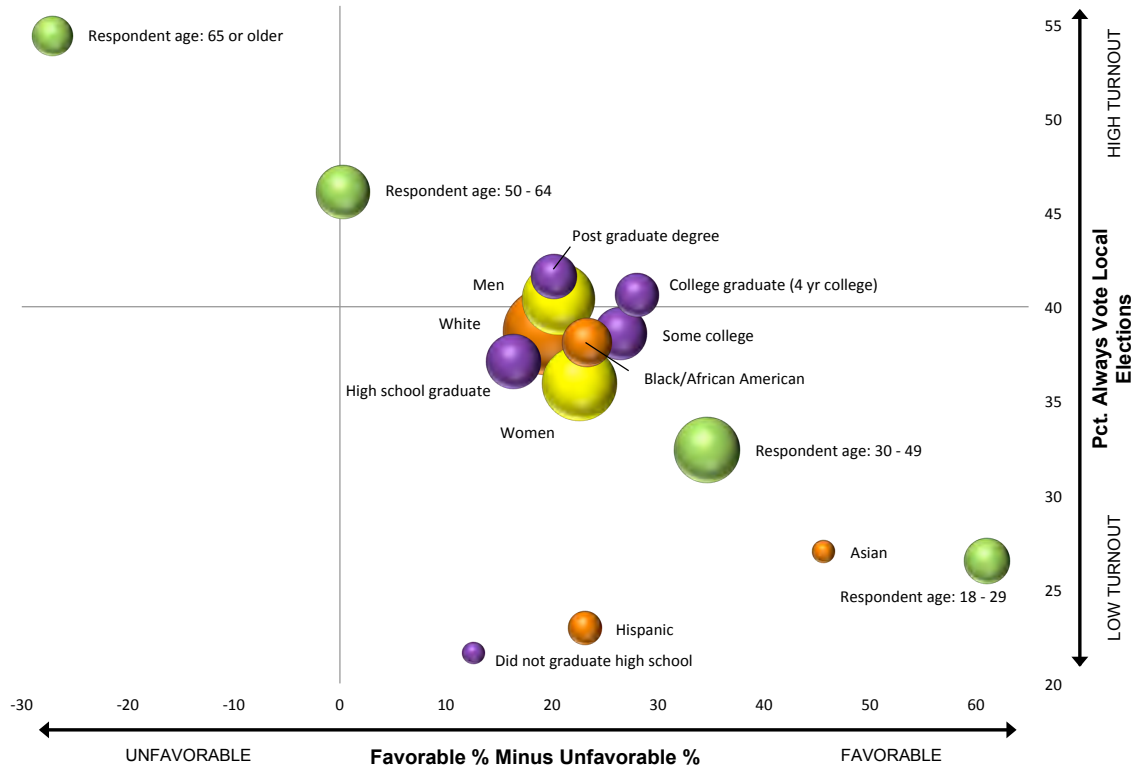


Table 9: Percent Always Vote Local Elections



Media Meeting with Ellen Tracy

Ryan hurried back to the campaign office for a meeting with college classmate Ellen Tracy. Ellen had just been promoted to assistant sales manager for a large Washington television station where she had worked since graduation. She sold both traditional TV advertising time, as well as Internet advertising on the station's growing web site. She also gave regular guest lectures on new media planning at several graduate schools in the Washington area.

Ellen was waiting in Ryan's office. After a hug and greetings, Ellen said, "Ryan, why did you write 'GRP's?'" on your whiteboard. Don't you remember what GRP's are from school?"

"Not exactly," said Ryan. "I'm a new media guy and we talk about thousands of impressions or clicks, not ratings."

"You'd be surprised how many people in this business don't precisely know what gross rating points, or GRP's, are," said Ellen. "One rating point basically means one percent. If a big television event like the Super Bowl has a Washington local rating of 40 among adults 18 years and older, it means that 40% of all adults living in the Washington, D.C. area were watching the Super Bowl."

Media 101

Ellen opened her laptop and showed Ryan some slides from the PowerPoint presentations she used in her classes (see slides below). She also gave him links to her assigned recommended readings on media basics (available at <http://mediascholars.org/case-competition/reading-list/>).

What are GRP's?

- One rating point is one percent of a given population. If "Channel 5 News Alive at 10" has a Nielsen rating of 4.7 among persons 18+, it means that, on average, 4.7% of everybody over eighteen is estimated to be watching. The rating is based on the total population universe in the market, whether they are watching television or not.
- Gross rating points (GRP's) refer to the sum total of all rating points in an advertising schedule.

Media Lexicon

Gross Rating Points: A rating point means that one percent of a given target population, e.g. adults 18+, are exposed to an ad. GRP's are the sum of all program rating points in an advertising schedule. A schedule of 1000 GRP's means 1000% of the target population.

Impressions: An impression is each time one person is exposed to an ad or has the opportunity to be exposed. Impressions are described in thousands, while GRP's are percentages.

Reach: A 1000 GRP schedule could produce a reach of 95%, meaning that 95% of the target population was exposed to or had the opportunity to be exposed to the ad at least once.

Average frequency: This is how many times the average person will be exposed to or have the opportunity to be exposed to an ad. Many people will be exposed below the average frequency and many will be exposed at well above the average. A 1000 GRP schedule might have a reach of 85%-95% and an average frequency of 10-12 exposures.

$$\text{Reach times Average Frequency} = \text{GRP's}$$

“Gross rating points refer to the sum of the ratings of all the programs and other media vehicles in your advertising schedule. The key thing is to specify which population group your rating points are based on. A Super Bowl that gets a 40 rating among all adults could get a rating as high as 60 among middle-aged men.”

“Most TV shows get ratings in the mid-to-low single digits on broadcast television. Program ratings for individual cable TV shows are even lower because the cable audience is fragmented over an increasingly large number of cable channels. An advertiser might have to buy 10 cable spots to equal the size of the audience they could reach with a single broadcast spot. This is one of the reasons that broadcast television gets a larger share of advertiser dollars, even though most people spend more time watching cable channels than broadcast channels.”

Ellen cautioned Ryan that the Nielsen television and Arbitron radio ratings are only estimates based on probability samples, but they remain the current standard on which television and radio spots are sold and bought. “One of the limitations of Nielsen and Arbitron is that their data is generally available only in basic age and sex breakdowns, so most advertisers limit their targeting to simple demographics such as women 25 – 54 who might be targeted by Safeway or Giant for grocery advertising.”

Ryan remembered from the polling meeting that Brad Blount had told him to first use the Scarborough polling data to define his primary targets, and then to use demographics as a secondary targeting variable. Ellen suggested that he start out using a broad demographic category of adults 18+ since that came closest to representing the universe of registered voters in the Washington area (83% of adults in the area were registered to vote and eligible to participate in the special election).

“So, just to be clear – if I buy one thousand adult rating points on television from you, it means I’m getting one thousand percent of all adults? Seems like a lot,” Ryan asked. Ellen showed him another slide (see Table 10).

“Now you’re getting into reach and frequency,” said Ellen. “A one thousand GRP schedule might reach more than 90% of the population at least once, with an average frequency of about 10 exposures. In fact, significant populations will be exposed many more times than the average,” cautioned Ellen. “A reach and frequency distribution is a curve with a long high-frequency tail.” She said that heavier consumer campaigns might advertise on television at 300+ GRP’s per week, but political campaigns often reached saturation levels of 1000+ GRP’s per week close to the election date. “Is it too much? I don’t know,” said Ellen.

Ellen recommended that Ryan use impressions instead of rating points as the basis for his media planning and budgeting. She explained how to translate between points and impressions: “There are roughly 4.7 million adults in the Washington media market or DMA as defined by Nielsen. One adult 18+ rating point in this market is the same as 47,000 adults, or 4.7 million times one percent.”

“Let’s say you bought a spot on a Washington TV program that has a 1.0 rating among adults, or an audience of 47,000. In media-speak, that gets you 47,000 impressions, which means 47,000 people were exposed to your spot. Add up all of your advertising impressions among adults – including TV, radio, Internet, newspaper and anything else – divide by 4.7 million adults in the market, and that’s how many adult gross rating points you’ve got.”

“Impression is a somewhat misleading term,” said Ellen. “It actually means that someone had the opportunity to be exposed to the advertising. We don’t know if they were paying attention or even in the room at the time.”

“Just for the sake of illustration, let’s say you put \$100,000 into each of these seven advertising vehicles in Washington,” said Ellen pointing to a table (see table 11). “Using an estimate of how much it costs to reach 1000 adults using each media vehicle, you can estimate how many impressions you will get. At a \$23 cost-per-thousand, or CPM, my \$100,000 invested on 11:00 p.m. local TV newscasts will get me about 4.35 million impressions with adults.”

“My total investment of \$700,000 gets me nearly 65 million adult impressions which is almost 1400% of the 4.7 million adults living the Washington DMA. In other words, I have a total of almost 1400 gross rating points with adults 18+.”

Table 10: Reach and Frequency for Washington DMA

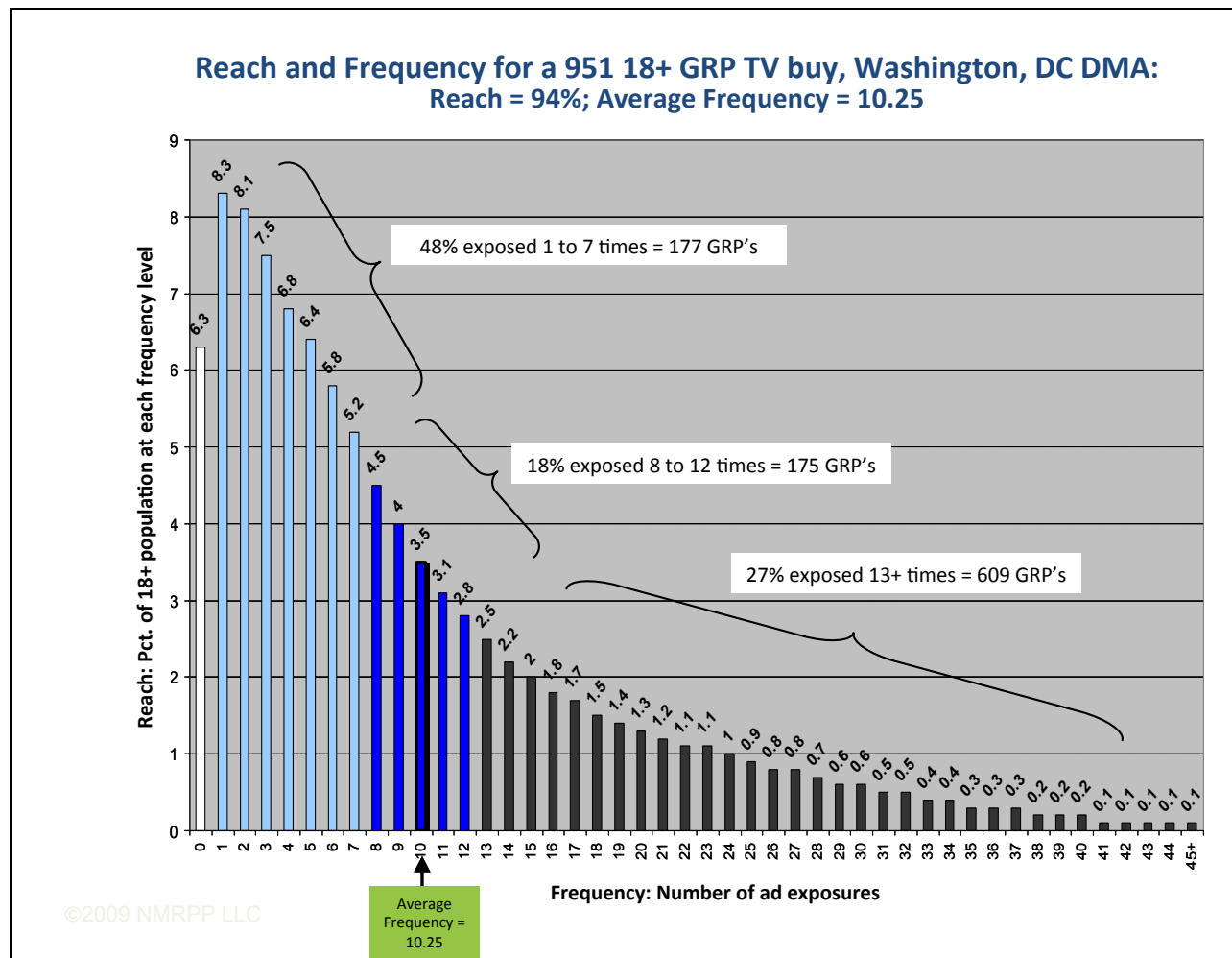


Table 11: Media Impressions and GRP's

Converting Media Impressions into Gross Rating Points (GRP's)				
Washington DC DMA: Average Cost Per 1000 Impressions Adults 18+	Type of Media Purchased	Amount Spent on Media		Estimated Impressions with Adults 18+
\$23	11pm Local Broadcast Newcasts	\$	100,000	4,347,826
\$74	Primetime cable news channels	\$	100,000	1,351,351
\$26	Contemporary adult music radio	\$	100,000	3,846,154
\$46	Suburban newspapers, print edition	\$	100,000	2,173,913
\$14	Internet banner ads on local news sites	\$	100,000	7,142,857
\$8	Internet social media sites	\$	100,000	12,500,000
\$3	Metro transit posters	\$	100,000	33,333,333
\$11	TOTAL	\$	700,000	64,695,435
	Adult Population of the Washington DMA			4,700,000
	Population as a Percent of Impressions			1376%
	Gross Rating Points			1,376

Ellen's Media Planning Advice and Cost Estimates

Ryan asked Ellen if she had any practical advice on how he should proceed with putting together his media plan. "The place to start," said Ellen, "is by building an Excel spreadsheet that has possible media vehicles as rows and months as columns. "Do a plan for six months," she recommended. "For each month, show how many impressions you plan to have in each medium and how much you think it will cost."

Ellen said she could help Ryan with the media cost estimates. "As an assistant sales manager in a competitive media market, I keep a crib sheet with estimates of going rates for different media here in the Washington area. As I try to sell my station's television and Internet inventory, I need to have a good idea of how much other media are charging for advertising," said Ellen. She handed him a one-page document (see Table 12).

Table 12

These figures are offered only for use in this case
and are not intended to be actual or current market rates

Ellen's Estimated Average Cost Per 1000 Adult Impressions (CPM's) in Washington

TELEVISION		CPM (\$)	RADIO		CPM (\$)
Combined Broadcast Television Networks (by daypart)			Combined Radio Formats**		
Early Morning		17	Newstalk		43
Daytime & Early Fringe		15	Urban		19
Early News		21	Adult Contemporary, Country and Rock		26
Prime Access & Primetime		30	Hispanic		35
Late News		23	Sports		57
Late Fringe		16	**Mix of drivetime and daytime		
Spanish Language Broadcast Television*		41	PRINT		CPM (\$)
*Mix of daytime and primetime			Full Page B&W Ad		
Combined Cable Network Groups			Washington Post		64
News: Daytime		37	Other Local Daily Newspapers		46
News: Primetime		74	INTERNET		CPM (\$)
Entertainment: Daytime		21	Display Banner Ads Combined Categories		
Entertainment: Primetime		43	Local DC Media Websites		14
Sports: Daytime		30	National Websites (Geotargeted to only DC DMA users)		13
Sports: Primetime		59	Social Media Websites		8
Lifestyle/Info-tainment: Daytime		22	Video Websites		22
Lifestyle/Info-tainment: Primetime		45	Search Advertising (estimated average \$2 cost per click)		n/a
Other/Niche: Daytime		24	OUTDOOR		CPM (\$)
Other/Niche: Primetime		49	Billboards		4
Cable Network Groups			Transit Ads (Buses, Metro Stops, etc.)		3
<u>Cable News</u> networks such as CNN, MSNBC, Fox News Channel, CNBC, and NewsChannel8/TBD.			Combined Internet Site Types		
<u>Entertainment</u> networks such as TBS, TNT, USA, Comedy Central, Lifetime, FX, and A&E.			<u>Local DC Media Web sites</u> such as MyFoxDC.com, and NBCWashington.com		
<u>Sports</u> networks such as ESPN, ESPN2, Fox Sports Net, Golf, and Speed Channel.			<u>Social Media Web sites</u> such as Facebook and MySpace.		
<u>Lifestyle & Info-tainment</u> networks such as HGTV, Food Network, History, Discovery, and Travel Channel.			<u>National Web sites</u> such as CNN.com, WSJ.com, FoxNews.com, MSNBC.com, ABCNews.com, ESPN.com, HuffingtonPost.com, and DrudgeReport.com.		
<u>Other/Niche</u> networks such as Galavision, BET, Adult Swim, G4, Spike, VH1, MTV, and MTV2.					

Note: The media vehicle categories referenced above can be found in the survey crosstabs as rows
(Blount Polling Data and Crosstabs pages 4-7).

“This probably oversimplifies everything, and the numbers are only my estimates of what the market is charging for 1000 impressions among adults. Your costs for each individual placement or spot could vary widely from these estimates, but my estimated average numbers are good for bottom line planning and budgeting,” advised Ellen. The WOGS campaign would be charged the so-called “issue rate” by television and radio stations. The issue rate, according to Ellen, could be 10% to 20% higher than what a consumer advertiser or candidate campaign would pay for the same spot. These issue rates were reflected in the cost estimates that Ellen gave Ryan.

“I don’t know how many of these media you’ll decide to use,” said Ellen. “These are cost guidelines, but you’ll have to decide the comparative *value* of each vehicle for reaching your target audiences. That’s a combination of analyzing your research data plus some creative judgment.”

Ryan's Plan-of-Action

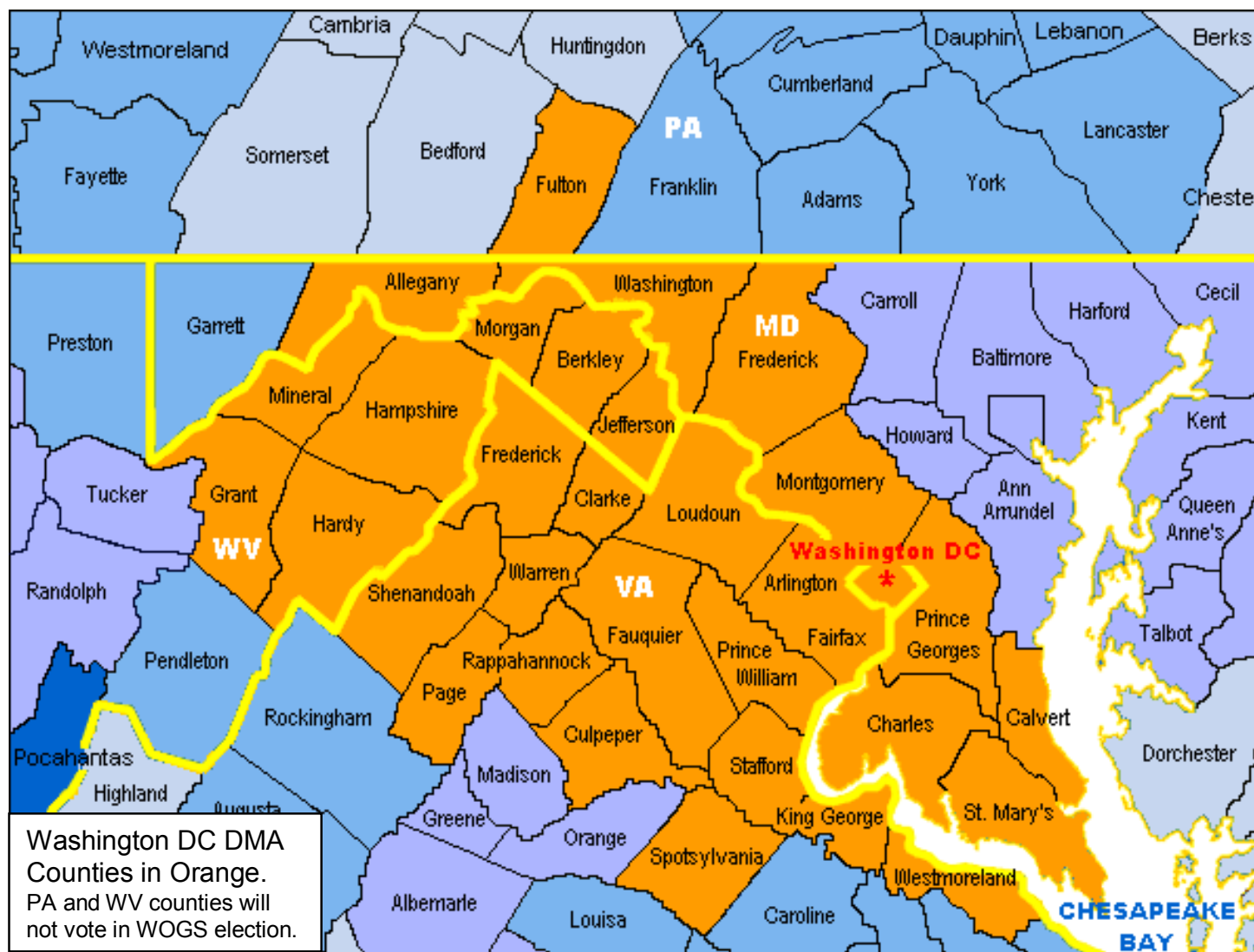
Before Ryan began to work on his spreadsheet he sketched out some key goals and tasks. Ryan would prepare a written document for Widge senior management to read in advance of his presentation. Ryan didn't know exactly what the written document would look like, but he wanted to include the following:

- One or more Excel spreadsheets, with the months April through September as columns, and rows describing the various media the campaign would use, the audience impressions for the media, and the estimated costs, which he wanted to total in the area of \$2 million.
- A narrative document that combined a text description of his proposed media plan with any supporting tables or graphics. Ryan wanted to keep this document roughly 5-20 pages long, but could include an appendix of additional supporting material if needed. The narrative document would include any slides, charts or tables that he would use in his presentation to Widge management.
- A one-to-three page executive summary of the plan as requested by Liz Burnie.

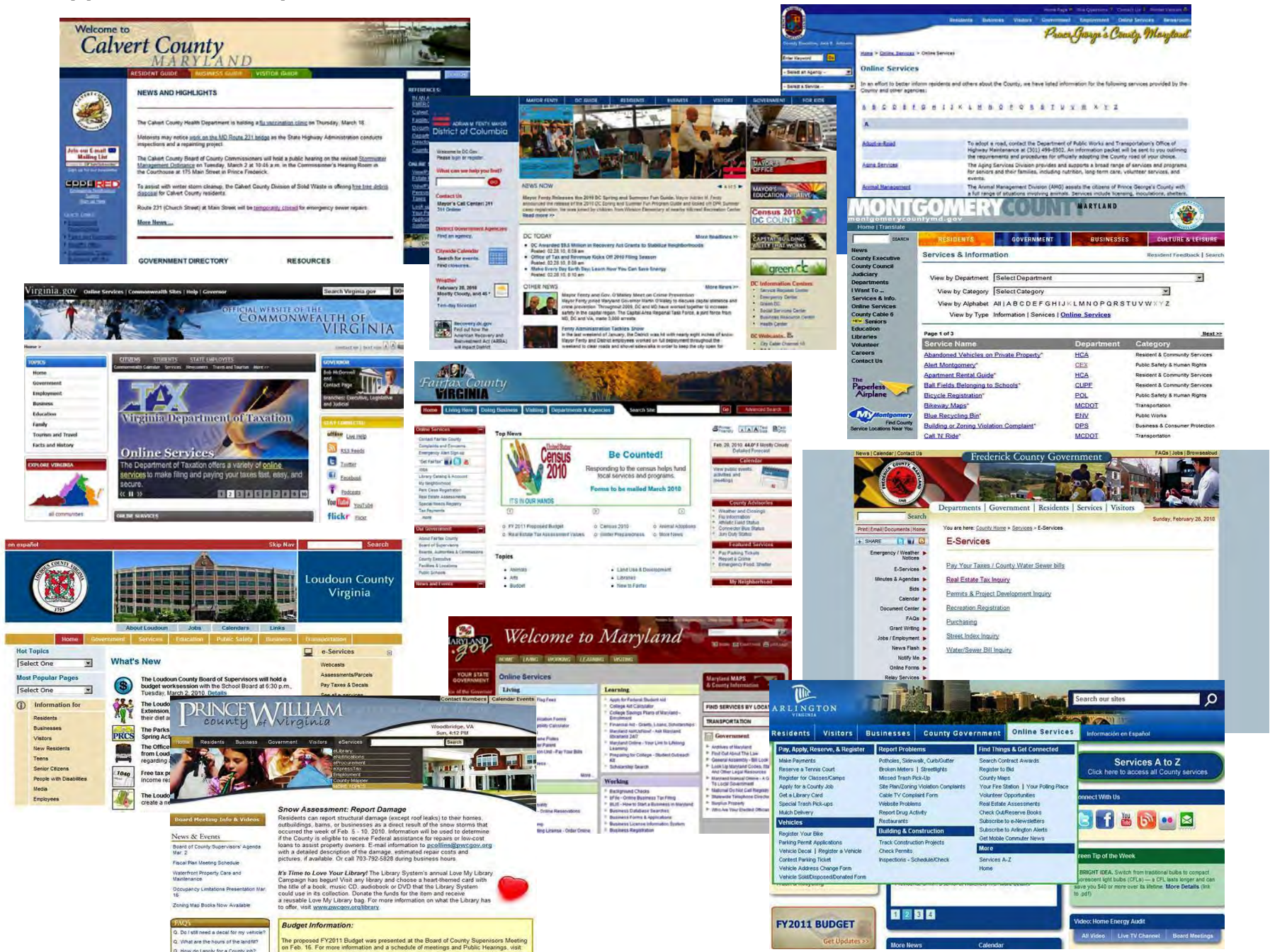
Ryan reiterated the key strategic questions the plan needed to answer: (1) Just who were their target audiences of potential supporters, and who would actually vote in what was likely to be a very low turnout election, (2) What mix of advertising media would be the most cost-effective way of reaching the targets, and (3) Most importantly, what was the month-by-month media plan and budget that Widge would have to fund, and what were they going to get for their money?

To start, Ryan grabbed a highlighter and began to explore his book of crosstabs.

Appendix A: Washington DMA



Appendix B: Examples of D.C. Area Government Websites



Blount Polling Inc.
Polling Data and Media Research on WOGS Referendum
Poll Conducted on 5,806 Adults in the Washington, DC DMA
Confidential

Polling Data (pages 2-3)

Q1. View on Government Privatization
Q2. Awareness of Ballot Issue
Q3. Opinion of Ballot Issue Description
How often usually vote in local elections

Media Summary (pages 4-11)

Cable Television Networks watched last 7 days
Broadcast Television average audience
Spanish Broadcast Television average audience
Combined Radio Format of 1st Preference
Websites visited past 30 days
Combined Print Categories (M-F)
Media Usage Quintiles

Television Media Research (pages 12-22)

Cable Television Networks watched last 7 days
Broadcast Television average audience
Spanish Broadcast Television average audience
Broadcast TV networks/stations watched past 7 days
Television Viewing
Cable networks/stations watched past 7 days
Sports watched on broadcast TV networks past 12 months
Household connected to satellite dish
Household subscribes to cable
Household owns DVR (digital video recorder)
Type of cable service household subscribes to

Internet Media Research (pages 23-29)

Websites visited past 30 days
Local DC Media Websites visited past 30 days
National Internet sites visited past 30 days
Social Networking sites visited past 30 days
Video sites visited past 30 days
HHLD owns computer (HHLD)
Access Internet
Accessed Internet: Past 30 days
Amount spent on purchases made on Internet past 12 months
Time spent on the Internet in an average week
Ways used Internet past 30 days

Radio Media Research (pages 30-31)

Combined Radio Format of 1st Preference
Radio Station of 1st Preference (Format)

Newspaper Media Research (pages 32-33)

Combined Print Categories (M-F)
Local daily newspapers (M-F)
Newspaper sections generally looked at/read (M-F)

Outdoor Media Research (page 34)

Time spent traveling to work one way/outdoor/out-of-home
Mode of travel/outdoor/out-of-home (any purpose)

Demographics Data (pages 35-40)

State of residence
Age of respondent
Sex of respondent
Marital status
Race
Spanish/Hispanic origin
Spanish dominant (among Hispanics)
Level of education
Household income
Household member employed by trade association (HHLD)
How long lived in area
Own or rent residence
No. children in household (age 17 or under)
Type of employer
Employment description items

Consumer Behavior Data (pages 41-55)

Malls shopped/visited past 3 months
Liquor drank past 30 days
Type of alcoholic beverage drink most often
Beer drank past 30 days
Beverages (tea in bottles/cans) drank past 7 days
Beverages (regular soft drinks) drank past 7 days
Beverages (diet soft drinks) drank past 7 days
Beverages (bottled water) drank past 7 days
Make of any vehicle owned or leased (HHLD)
Hybrid vehicles (HHLD)
Eco-friendly activities done on a regular basis
Activities past 12 months
Use wireless/cell phone
Ways use wireless/cell phone
Ways use wireless/cell phone
Fast-food restaurants used for brkfst/lunch/dinner pst 30 days

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Q1: Govt. Privatization																			
Good Idea	Vert %	53	56	52	49		100	43	54	55	42	41	63	29	51	63	61	44	70
	Horz %	100	41	32	28		100	14	30	56	24	13	63	5	12	36	8	13	21
	Index	100	107	98	94		-	82	102	105	79	77	120	56	96	120	115	84	133
Bad Idea	Vert %	40	39	42	38	100		45	37	39	51	37	34	59	47	37	30	50	27
	Horz %	100	37	34	29	100		20	27	53	39	16	45	14	14	28	5	19	11
	Index	100	97	106	97	-		115	93	99	127	93	86	147	118	92	75	126	69
No opinion	Vert %	8	5	6	12			11	9	6	8	22	3	12	3	0	9	6	3
	Horz %	100	26	26	48			26	35	39	31	50	19	15	5	2	9	12	6
	Index	100	69	80	161			147	120	74	101	293	36	158	37	6	123	79	37
Q2: Awareness of Special Election Referendum																			
Familiar	Vert %	17	23	19	10	20	14	100			30	7	13	100			100	33	17
	Horz %	100	49	34	16	45	43	100			53	7	40	53			40	29	16
	Index	100	130	107	55	115	82	-			174	42	76	-			-	189	99
Not that familiar	Vert %	29	31	28	29	27	30		100		30	27	30					32	32
	Horz %	100	40	31	29	37	54		100		32	16	53					17	17
	Index	100	105	96	98	93	102		-		103	93	101					110	108
Not Aware	Vert %	53	47	53	62	53	56			100	40	65	57		100	100		35	51
	Horz %	100	33	32	35	39	55			100	23	21	56		23	56		10	15
	Index	100	87	100	116	99	105			-	74	123	108		-	-		65	96
Q3: Opinion of Ballot Measure																			
Favor	Vert %	52	42	56	62	45	63	40	53	56			100			100	100		100
	Horz %	100	30	34	35	34	63	13	30	57			100			57	13		30
	Index	100	80	107	118	86	120	76	101	108			-			-	-		-
Oppose	Vert %	31	40	26	23	39	24	53	32	23	100			100	100			100	
	Horz %	100	50	27	23	51	42	30	30	40	100			30	40			50	
	Index	100	131	85	76	127	79	174	103	74	-			-	-			-	
No opinion	Vert %	17	18	18	15	16	13	7	16	21		100							
	Horz %	100	40	34	26	37	41	7	27	65		100							
	Index	100	106	106	86	93	77	42	93	123		-							
How often usually vote in local elections																			
Always	Vert %	38	100			37	41	49	40	33	50	40	30	54	44	27	40	100	100
	Horz %	100	100			39	56	23	31	47	40	18	42	13	14	21	7	40	42
	Index	100	-			97	107	130	105	87	131	106	80	143	115	71	104	-	-
Sometimes	Vert %	32		100		34	32	34	31	32	27	34	34	32	25	35	39		
	Horz %	100		100		42	52	19	28	53	26	18	56	9	9	33	8		
	Index	100		-		106	98	107	96	100	85	106	107	99	77	109	121		
Never	Vert %	30			100	29	28	16	29	35	23	26	35	14	32	38	22		
	Horz %	100			100	38	49	10	29	62	23	15	62	4	13	38	5		
	Index	100			-	97	94	55	98	116	76	86	118	47	105	127	73		

			Gender		Age			Always Vote in Local Elections				Level of Education			Household Income			Type of Employer		
			Male	Female	18 - 34	35 - 64	65+	Men		Women		College Grad +	Some College or HS	Less than HS	Less than \$50k	\$50 - \$100k	\$100k+	Federal Govt or Armed Services	State or Local Govt or Teacher	Other
Cell	Base							18 - 44	18 - 44	Men 45+	Women 45+									
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	48	52	30	56	15	8	7	12	12	40	53	7	27	30	43	13	8	48
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	2,282	2,445	1,409	2,624	695	366	319	557	558	1,893	2,495	340	1,272	1,425	2,030	636	364	2,276
Q1: Govt. Privatization																				
Good Idea	Vert %	53	52	54	54	52	54	63	60	53	52	52	54	46	49	52	56	35	33	58
	Horz %	100	47	53	31	54	15	9	8	12	12	40	54	6	25	30	45	9	5	53
	Index	100	98	102	102	98	103	120	114	101	99	99	102	87	93	98	106	66	62	111
Bad Idea	Vert %	40	40	39	37	41	39	31	34	42	43	41	38	41	42	39	39	59	62	34
	Horz %	100	49	51	28	58	15	6	6	13	13	42	51	7	29	30	42	20	12	41
	Index	100	101	99	93	104	99	79	86	106	107	104	97	103	107	98	97	148	156	85
No opinion	Vert %	8	8	7	9	7	6	6	6	5	5	7	8	13	9	10	6	7	5	8
	Horz %	100	52	48	36	52	12	6	5	8	8	35	53	12	31	37	32	12	6	51
	Index	100	109	92	121	93	84	75	72	64	68	86	101	172	113	124	75	88	71	105
Q2: Awareness of Special Election Referendum																				
Familiar	Vert %	17	20	15	12	20	21	25	14	26	23	27	12	6	10	17	22	23	18	18
	Horz %	100	57	44	20	62	18	11	5	18	15	61	37	2	16	30	55	17	8	48
	Index	100	117	84	68	112	119	142	80	150	130	152	69	33	58	98	128	129	100	100
Not that familiar	Vert %	29	28	30	23	29	42	21	25	33	38	29	29	32	34	27	28	28	25	27
	Horz %	100	46	54	24	55	21	6	6	13	16	40	53	8	31	27	42	13	7	44
	Index	100	96	104	80	99	144	70	87	112	131	99	100	108	116	91	97	95	84	92
Not Aware	Vert %	53	52	55	65	52	37	55	61	41	39	45	59	63	56	56	49	50	58	56
	Horz %	100	47	53	36	54	10	8	8	9	9	34	58	8	28	32	40	13	8	50
	Index	100	97	103	122	97	69	102	114	77	73	84	110	118	105	106	93	93	108	104
Q3: Opinion of Ballot Measure																				
Favor	Vert %	52	52	53	72	48	29	56	59	31	33	54	52	45	47	52	56	59	57	54
	Horz %	100	48	52	41	51	8	8	8	7	8	41	53	6	24	30	46	15	8	50
	Index	100	99	101	138	91	56	107	113	60	63	103	100	86	91	99	106	113	108	104
Oppose	Vert %	31	31	30	14	33	56	23	22	53	50	29	31	40	37	29	28	22	24	28
	Horz %	100	49	51	14	59	27	6	5	20	19	38	53	9	32	29	39	10	6	45
	Index	100	102	98	47	106	184	74	71	172	162	94	101	129	120	96	91	73	79	93
No opinion	Vert %	17	17	17	14	20	14	21	19	16	17	18	17	16	16	19	17	19	19	18
	Horz %	100	47	53	24	64	12	10	8	11	12	41	52	7	25	33	42	15	9	49
	Index	100	98	102	79	116	84	124	113	94	102	102	99	92	93	109	98	110	112	102
How often usually vote in local elections																				
Always	Vert %	38	40	36	28	39	54	100	100	100	100	42	38	21	32	38	42	42	39	36
	Horz %	100	51	49	22	58	21	20	18	31	31	44	53	4	23	30	47	15	8	45
	Index	100	106	94	72	104	143	-	-	-	-	109	99	55	85	100	110	111	102	94
Sometimes	Vert %	32	31	33	31	35	23					38	30	18	24	32	37	38	36	35
	Horz %	100	47	53	29	61	11					47	49	4	20	30	50	16	9	53
	Index	100	97	103	97	109	71					117	93	56	76	99	116	117	113	109
Never	Vert %	30	29	31	42	26	23					21	32	61	44	31	21	20	25	29
	Horz %	100	46	54	41	47	11					28	57	15	39	31	30	9	6	47
	Index	100	96	104	139	85	76					70	108	205	146	102	70	68	83	98

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Aware / Not Familiar that familiar Not Aware			Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Cell	Base																		
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Cable Television Networks watched last 7 days																			
Cable News	Vert %	50	56	52	40	51	51	58	52	46	53	48	49	58	50	45	58	57	55
	Horz %	100	43	33	24	40	54	20	31	49	33	16	51	11	12	27	8	18	18
	Index	100	112	104	80	102	102	116	105	92	106	95	98	116	100	90	117	115	110
Entertainment	Vert %	55	58	57	51	57	55	59	54	55	54	54	57	58	54	56	61	56	59
	Horz %	100	40	33	27	41	52	19	28	53	30	17	54	10	12	30	8	16	17
	Index	100	104	103	92	102	99	107	97	99	98	97	102	105	98	101	111	101	107
Sports	Vert %	41	46	40	35	41	42	45	41	39	41	38	41	45	39	39	45	46	46
	Horz %	100	43	32	26	40	54	20	29	51	31	16	53	10	12	29	8	17	18
	Index	100	113	98	85	100	102	112	100	96	101	93	101	110	97	97	112	114	114
Lifestyle & Info-tainment	Vert %	57	61	58	52	56	59	60	56	57	58	56	57	61	57	57	58	59	61
	Horz %	100	40	33	27	39	54	18	29	53	31	17	52	10	12	30	7	16	17
	Index	100	106	102	90	98	103	105	98	100	101	98	100	106	100	100	102	103	107
Other/Niche	Vert %	44	42	44	48	46	44	38	41	48	43	43	46	37	49	48	40	38	44
	Horz %	100	36	32	32	41	52	15	27	58	29	17	54	8	14	32	6	13	16
	Index	100	94	100	107	104	99	85	93	109	96	98	103	84	111	108	90	86	99
Broadcast Television average audience																			
Early Morning	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Horz %	100	41	33	26	41	53	17	31	52	32	17	51	9	13	29	7	17	17
	Index	100	108	104	86	103	101	96	106	98	105	100	97	95	106	95	95	108	109
Daytime & Early Finge	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Horz %	100	43	29	28	40	54	14	34	52	37	16	47	8	15	27	6	18	18
	Index	100	113	89	95	102	102	78	117	98	119	95	90	81	119	90	80	115	111
Early News	Vert %	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3	4	3
	Horz %	100	46	30	25	39	55	18	35	48	39	18	43	10	14	22	7	21	17
	Index	100	120	93	82	98	104	100	119	90	128	103	82	106	113	73	98	137	107
Prime Access & Primetime	Vert %	3	3	3	2	3	3	3	3	2	3	3	2	3	2	2	2	3	3
	Horz %	100	43	32	25	40	53	17	32	51	33	18	49	10	12	28	6	18	17
	Index	100	113	99	85	101	101	99	109	95	107	103	95	108	97	93	86	119	108
Late News & Late Fringe	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Horz %	100	44	31	25	40	50	19	33	48	36	19	45	11	12	24	6	18	18
	Index	100	116	98	82	100	96	108	114	90	117	111	86	119	95	81	90	118	110
Spanish Broadcast Television average audience																			
Early Morning	Vert %	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Horz %	100	6	26	68	44	35	3	21	76	42	27	31	3	28	26	1	4	2
	Index	100	16	81	227	111	66	17	70	143	136	159	59	26	226	85	7	26	12
Early News	Vert %	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0
	Horz %	100	15	33	52	31	56	4	31	65	38	17	44	4	21	31	0	4	11
	Index	100	39	103	174	77	107	24	104	122	125	102	85	42	170	102	4	24	70
Late News	Vert %	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Horz %	100	13	21	66	36	52	3	29	68	39	27	35	3	23	21	0	3	9
	Index	100	34	65	221	91	99	19	99	127	126	156	67	35	191	70	0	20	56

			Gender		Age			Always Vote in Local Elections				Level of Education			Household Income			Type of Employer		
			Male	Female	18 - 34	35 - 64	65+	Men		Women		College Grad +	Some College or HS	Less than HS	Less than \$50k	\$50 - \$100k	\$100k+	Federal Govt or Armed Services	State or Local Govt or Teacher	Other
Cell	Base							18 - 44	18 - 44	Men 45+	Women 45+									
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	48	52	30	56	15	8	7	12	12	40	53	7	27	30	43	13	8	48
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	2,282	2,445	1,409	2,624	695	366	319	557	558	1,893	2,495	340	1,272	1,425	2,030	636	364	2,276
Cable Television Networks watched last 7 days																				
Cable News	Vert %	50	55	45	40	52	61	51	46	61	60	52	50	36	45	48	54	51	45	49
	Horz %	100	53	47	24	58	18	8	6	14	14	42	53	5	24	29	47	14	7	48
	Index	100	110	91	80	105	122	103	91	122	120	105	100	72	90	97	108	101	90	99
Entertainment	Vert %	55	59	52	59	56	47	64	65	55	52	55	57	42	50	54	60	63	60	57
	Horz %	100	51	49	32	56	12	9	8	12	11	40	55	6	24	29	47	15	8	49
	Index	100	106	94	107	100	84	115	117	99	93	100	104	76	91	96	108	113	108	102
Sports	Vert %	41	57	25	40	42	38	59	37	57	31	43	40	31	33	37	48	50	40	42
	Horz %	100	68	32	29	57	14	11	6	17	9	43	52	6	22	27	51	17	8	50
	Index	100	140	63	97	103	93	145	91	141	76	107	98	77	81	91	118	123	98	103
Lifestyle & Info-tainment	Vert %	57	59	56	54	60	53	65	60	59	59	57	59	43	51	56	62	58	59	59
	Horz %	100	50	50	28	58	14	9	7	12	12	40	54	5	24	29	47	14	8	50
	Index	100	103	97	95	105	93	114	105	103	104	101	103	76	89	97	109	101	104	103
Other/Niche	Vert %	44	42	47	53	43	30	48	53	33	39	36	50	48	52	42	42	47	46	45
	Horz %	100	46	54	36	54	10	9	8	9	10	32	60	8	31	28	40	14	8	48
	Index	100	95	105	120	98	69	109	120	75	88	80	114	109	117	94	94	105	103	101
Broadcast Television average audience																				
Early Morning	Vert %	1	1	2	1	1	2	1	2	1	2	1	1	1	1	1	1	1	1	1
	Horz %	100	37	63	21	59	20	6	8	11	16	35	58	7	31	28	41	12	8	43
	Index	100	76	122	71	107	134	76	125	91	136	88	110	94	116	93	95	91	102	88
Daytime & Early Finge	Vert %	1	1	1	1	1	2	0	2	1	2	1	1	1	2	1	1	1	1	1
	Horz %	100	28	72	22	50	28	3	11	9	20	21	70	9	43	28	29	7	6	31
	Index	100	58	139	73	91	190	33	169	76	172	53	132	128	159	94	68	50	77	65
Early News	Vert %	3	2	3	1	2	6	2	2	3	5	2	3	3	3	3	2	2	2	2
	Horz %	100	42	58	14	51	34	5	6	15	20	34	58	8	34	30	37	12	6	33
	Index	100	86	113	48	93	234	60	92	123	172	85	110	108	125	98	86	86	75	68
Prime Access & Primetime	Vert %	3	2	3	2	3	3	2	3	3	3	3	3	2	2	3	3	2	2	2
	Horz %	100	44	56	23	58	20	6	7	14	16	40	56	5	26	30	44	13	7	45
	Index	100	91	109	76	104	135	79	110	117	133	99	106	64	97	101	101	93	96	93
Late News & Late Fringe	Vert %	1	1	1	1	1	2	1	1	2	2	1	1	1	1	1	1	1	1	1
	Horz %	100	48	53	20	56	24	6	7	15	17	36	57	7	31	30	39	10	7	44
	Index	100	98	102	65	102	164	78	99	125	141	90	109	92	115	99	92	77	85	91
Spanish Broadcast Television average audience																				
Early Morning	Vert %	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	Horz %	100	50	51	48	46	6	3	0	1	2	12	36	52	59	15	26	2	0	45
	Index	100	102	98	161	83	40	35	0	9	18	30	68	723	220	49	61	13	1	92
Early News	Vert %	0	0	0	1	0	0	0	1	0	0	0	0	2	1	0	0	0	0	1
	Horz %	100	32	68	48	43	9	2	10	1	2	18	40	43	54	23	24	1	3	70
	Index	100	66	132	161	77	63	30	145	6	18	44	76	592	200	75	55	3	45	145
Late News	Vert %	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0
	Horz %	100	16	84	59	30	11	1	9	0	3	12	47	41	56	23	21	0	3	72
	Index	100	34	162	198	53	78	11	133	0	27	30	88	574	206	77	50	0	43	149

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Combined Radio Format of 1st Preference																			
Newstalk	Vert %	14	16	16	9	13	14	19	15	11	15	15	13	21	11	12	15	16	16
	Horz %	100	43	38	19	37	55	24	32	44	33	18	49	14	9	25	8	18	18
	Index	100	113	119	62	93	103	137	109	83	107	107	94	155	77	84	112	116	115
Sports	Vert %	4	4	5	3	4	4	5	4	4	3	4	4	3	3	4	6	3	4
	Horz %	100	39	41	21	42	51	21	28	51	25	17	57	8	10	28	11	12	16
	Index	100	101	128	68	107	97	120	97	95	82	102	110	84	80	94	155	77	100
Urban	Vert %	12	13	11	13	14	11	12	11	13	11	13	13	9	12	14	16	10	15
	Horz %	100	40	27	33	44	49	17	26	58	26	17	56	7	11	33	9	13	19
	Index	100	105	85	109	110	92	95	89	108	86	102	108	74	94	111	131	84	122
Adult Contemporary, Country and Rock	Vert %	18	14	21	20	18	19	12	17	21	13	16	22	11	16	24	14	11	18
	Horz %	100	30	36	34	39	55	12	27	62	22	16	63	6	11	40	5	9	16
	Index	100	79	114	112	98	105	66	91	116	70	91	121	60	86	135	78	62	102
Hispanic	Vert %	4	2	2	7	3	3	2	4	4	5	2	3	1	7	3	2	2	1
	Horz %	100	19	18	63	36	51	8	32	60	40	11	48	4	23	30	5	10	6
	Index	100	50	57	210	91	96	46	108	113	132	66	93	38	191	99	66	65	37
Websites visited past 30 days																			
National Websites (Geotargeted)	Vert %	57	60	65	44	56	59	70	52	55	45	57	64	73	38	64	65	50	69
	Horz %	100	40	37	23	39	54	21	27	52	24	17	59	12	8	34	8	14	19
	Index	100	106	114	77	99	103	123	91	97	79	100	112	128	66	112	114	88	122
Local DC Media Websites	Vert %	44	49	48	33	43	46	59	41	41	33	49	49	58	24	47	59	39	57
	Horz %	100	42	35	23	39	55	24	27	50	23	19	58	12	7	32	9	14	20
	Index	100	111	110	76	98	104	135	92	93	76	110	111	132	55	106	133	88	128
Search Advertising	Vert %	73	74	80	63	72	73	84	66	72	57	74	81	87	48	82	81	63	83
	Horz %	100	39	35	26	39	53	20	27	53	24	17	59	11	8	34	8	13	18
	Index	100	102	110	87	99	101	116	91	99	78	102	112	120	66	113	111	87	115
Social Networking Sites (Combined)	Vert %	48	43	53	48	46	49	51	41	50	32	49	56	47	29	59	54	32	51
	Horz %	100	34	36	30	39	54	19	25	56	21	18	62	9	8	37	8	10	17
	Index	100	90	111	101	98	102	107	86	106	67	104	118	100	62	124	114	67	108
Video Sites (Combined)	Vert %	47	45	52	45	47	47	55	42	48	32	49	56	55	27	56	54	34	53
	Horz %	100	36	35	28	40	53	20	26	54	21	18	62	11	7	36	8	11	18
	Index	100	96	110	95	100	100	117	89	101	68	103	118	115	57	119	115	71	113
Combined Print Categories (M-F)																			
Washington Post	Vert %	30	37	30	20	34	28	66	46	10	39	26	26	70	8	10	59	46	32
	Horz %	100	48	32	20	45	50	38	45	17	40	15	45	22	3	10	14	23	17
	Index	100	125	101	67	114	94	220	153	32	131	87	86	233	25	33	197	152	107
Other Local Daily Newspapers	Vert %	21	24	21	17	23	20	45	30	8	26	17	19	42	10	6	51	28	22
	Horz %	100	44	33	24	43	50	38	42	20	38	14	48	19	6	9	17	20	17
	Index	100	114	102	80	109	96	217	144	37	125	80	92	200	49	30	242	134	107

			Gender		Age			Always Vote in Local Elections				Level of Education			Household Income			Type of Employer		
			Male	Female	18 - 34	35 - 64	65+	Men 18 - 44	Women 18 - 44	Men 45+	Women 45+	College Grad +	Some College or HS	Less than HS	Less than \$50k	\$50 - \$100k	\$100k+	Federal Govt or Armed Services	State or Local Govt or Teacher	Other
Cell	Base																			
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	48	52	30	56	15	8	7	12	12	40	53	7	27	30	43	13	8	48
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	2,282	2,445	1,409	2,624	695	366	319	557	558	1,893	2,495	340	1,272	1,425	2,030	636	364	2,276
Combined Radio Format of 1st Preference																				
Newstalk	Vert %	14	16	12	6	16	21	8	7	24	17	19	11	5	8	15	17	16	11	14
	Horz %	100	57	43	12	65	23	5	4	21	14	56	42	2	15	32	53	16	6	51
	Index	100	118	83	42	117	153	61	53	174	122	139	79	33	56	107	122	119	81	105
Sports	Vert %	4	6	1	5	4	2	7	1	5	2	5	4	0	2	4	5	3	3	5
	Horz %	100	82	18	39	54	7	15	3	16	5	48	52	0	14	28	58	12	6	68
	Index	100	169	35	130	97	50	194	38	136	42	121	98	3	53	92	135	86	74	141
Urban	Vert %	12	10	14	18	11	5	15	20	9	12	6	16	17	18	11	9	14	17	10
	Horz %	100	40	60	44	51	6	9	11	9	11	20	70	10	40	27	33	15	10	39
	Index	100	82	116	146	92	37	120	162	74	93	51	132	138	149	89	77	114	135	80
Adult Contemporary, Country and Rock	Vert %	18	17	19	26	17	7	20	20	8	13	18	19	9	14	19	20	20	21	19
	Horz %	100	44	56	43	51	6	9	8	6	8	41	56	4	20	32	47	15	9	52
	Index	100	92	108	144	93	38	112	111	46	71	102	105	52	76	108	110	111	117	107
Hispanic	Vert %	4	4	3	5	4	1	3	3	1	1	2	3	16	6	3	2	1	2	5
	Horz %	100	55	45	40	56	4	6	7	4	3	18	50	32	45	28	27	5	4	68
	Index	100	114	87	135	100	27	75	98	29	27	46	94	445	166	94	63	33	47	141
Websites visited past 30 days																				
National Websites (Geotargeted)	Vert %	57	59	55	64	60	33	73	67	57	52	68	54	22	39	57	68	73	65	60
	Horz %	100	50	50	33	58	9	10	8	12	11	48	50	3	19	30	51	17	9	51
	Index	100	103	97	112	105	59	128	118	100	91	119	94	39	69	101	119	128	114	105
Local DC Media Websites	Vert %	44	45	43	49	48	22	59	62	42	42	60	36	13	23	44	58	62	55	47
	Horz %	100	49	51	33	60	7	10	10	11	11	55	44	2	14	30	56	19	10	52
	Index	100	102	98	111	108	49	133	140	95	96	136	82	28	53	99	131	141	124	107
Search Advertising	Vert %	73	75	70	82	76	41	90	83	67	66	87	68	30	50	74	86	90	85	78
	Horz %	100	50	50	34	58	8	10	8	11	11	48	49	3	19	31	51	17	9	52
	Index	100	103	97	113	104	56	124	114	92	90	119	93	41	69	102	118	124	117	107
Social Networking Sites (Combined)	Vert %	48	46	49	68	46	13	59	62	32	32	55	45	21	33	48	56	60	50	54
	Horz %	100	47	53	43	53	4	10	9	8	8	47	50	3	19	30	51	17	8	54
	Index	100	98	102	143	96	28	123	131	67	68	116	95	45	70	100	119	126	105	113
Video Sites (Combined)	Vert %	47	53	42	66	45	16	68	53	39	32	56	44	19	33	48	55	64	54	52
	Horz %	100	54	46	42	53	5	11	8	10	8	48	50	3	19	31	50	18	9	53
	Index	100	112	89	140	96	34	144	112	82	68	119	94	40	71	102	117	135	113	110
Combined Print Categories (M-F)																				
Washington Post	Vert %	30	30	30	18	31	49	26	22	42	49	40	25	11	23	27	36	31	26	28
	Horz %	100	48	52	18	58	24	7	5	17	19	53	44	3	21	27	52	14	7	45
	Index	100	100	100	60	105	162	86	73	142	164	133	83	36	78	90	121	105	86	93
Other Local Daily Newspapers	Vert %	21	23	19	17	22	26	24	15	28	24	19	23	17	26	22	18	26	22	20
	Horz %	100	52	48	24	58	18	9	5	16	14	36	58	6	33	31	36	17	8	46
	Index	100	108	92	80	104	125	115	72	136	117	90	110	82	123	103	84	123	106	95

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
								Aware / Aware / Not Familiar that familiar Not Aware						Aware & Not Aware Not Aware Aware & Oppose & Favor & Oppose & Favor & Oppose & Favor					
Cell	Base		Always	Sometimes	Never	Bad Idea	Good Idea				Oppose	No opinion	Favor	Oppose	& Oppose	& Favor	Favor	Always	Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Newspaper Media Usage Quintiles																			
1st Quintile (highest)	Vert %	20	27	20	12	22	20	73	21	2	30	14	16	70	2	3	73	33	23
	Horz %	100	51	31	18	43	51	63	31	6	45	12	43	32	1	4	25	26	18
	Index	100	134	97	60	109	97	363	104	12	148	70	82	349	8	14	363	167	116
2nd Quintile	Vert %	20	21	21	18	22	19	22	51	3	25	18	18	25	3	3	21	28	16
	Horz %	100	40	34	26	43	51	19	74	7	39	16	46	12	2	4	7	21	13
	Index	100	104	106	87	107	97	107	253	14	126	91	87	125	13	12	103	140	80
3rd Quintile	Vert %	20	19	19	22	21	19	1	20	26	17	21	21	1	33	23	1	15	24
	Horz %	100	37	30	34	42	51	1	30	69	27	18	56	1	20	35	0	11	19
	Index	100	97	92	112	107	97	7	101	130	86	103	107	6	165	117	6	74	118
4th Quintile	Vert %	20	16	20	25	19	21	2	7	33	13	24	23	1	29	35	3	11	18
	Horz %	100	31	32	37	37	54	2	10	89	20	21	60	0	18	52	1	8	14
	Index	100	82	100	123	93	103	8	32	167	64	121	114	4	144	175	14	55	89
5th Quintile (lowest)	Vert %	20	17	21	24	17	21	3	2	36	15	23	22	3	34	36	3	13	19
	Horz %	100	32	33	35	33	56	3	3	95	23	20	57	1	21	55	1	10	15
	Index	100	83	104	118	84	105	15	10	178	76	115	109	15	172	182	13	64	97
Radio Media Usage Quintiles																			
1st Quintile (highest)	Vert %	20	21	21	18	21	20	21	19	20	20	21	20	24	20	20	19	21	20
	Horz %	100	40	33	27	41	52	18	28	54	31	18	52	11	12	30	6	16	16
	Index	100	105	104	89	104	98	106	95	101	99	105	99	119	99	101	93	105	98
2nd Quintile	Vert %	20	20	22	19	20	20	20	20	20	20	20	20	21	20	21	18	20	19
	Horz %	100	37	34	28	39	52	17	29	54	30	17	53	10	12	31	6	15	15
	Index	100	98	107	95	99	100	100	98	101	99	101	100	105	99	103	88	100	96
3rd Quintile	Vert %	20	19	22	20	20	21	22	21	19	19	21	21	19	18	19	24	18	21
	Horz %	100	37	34	29	39	54	19	30	51	29	18	54	9	11	28	8	14	17
	Index	100	96	107	97	99	102	108	103	96	93	103	103	95	91	93	120	89	104
4th Quintile	Vert %	20	20	19	22	21	20	20	22	19	18	18	22	19	17	21	21	18	22
	Horz %	100	37	31	32	41	52	17	32	51	28	16	57	9	10	31	7	14	17
	Index	100	98	96	108	104	99	99	108	96	90	91	109	96	82	104	105	91	108
5th Quintile (lowest)	Vert %	20	21	17	22	19	20	18	19	21	24	20	18	17	26	20	19	23	19
	Horz %	100	40	27	33	37	53	15	28	57	36	17	47	8	16	30	6	18	15
	Index	100	104	86	111	94	101	88	96	106	118	101	89	84	128	99	93	115	94

			Gender		Age			Always Vote in Local Elections				Level of Education			Household Income			Type of Employer		
			Male	Female	18 - 34	35 - 64	65+					College Grad +	Some College or HS	Less than HS	Less than \$50k	\$50 - \$100k	\$100k+	Federal Govt or Armed Services	State or Local Govt or Teacher	Other
Cell	Base							Men 18 - 44	Women 18 - 44	Men 45+	Women 45+									
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	48	52	30	56	15	8	7	12	12	40	53	7	27	30	43	13	8	48
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	2,282	2,445	1,409	2,624	695	366	319	557	558	1,893	2,495	340	1,272	1,425	2,030	636	364	2,276
Newspaper Media Usage Quintiles																				
1st Quintile (highest)	Vert %	20	20	20	10	21	35	21	15	30	33	26	17	12	18	19	22	20	15	19
	Horz %	100	49	51	15	60	25	8	5	18	20	52	44	4	24	28	48	13	6	45
	Index	100	101	99	51	107	173	106	74	152	167	130	83	61	89	93	112	98	73	93
2nd Quintile	Vert %	20	21	20	14	21	29	15	13	24	27	22	19	16	20	18	22	21	20	19
	Horz %	100	50	50	21	58	21	6	5	14	16	45	49	6	26	28	46	14	8	45
	Index	100	103	97	71	104	143	76	66	117	132	112	94	79	98	91	107	105	100	94
3rd Quintile	Vert %	20	20	20	23	20	16	21	22	20	16	18	21	24	24	19	18	20	22	20
	Horz %	100	49	51	34	55	12	8	7	12	10	36	56	9	32	29	39	13	9	47
	Index	100	101	99	113	98	81	106	110	100	81	89	106	119	120	96	90	99	110	98
4th Quintile	Vert %	20	20	20	28	18	11	22	25	13	11	16	23	25	21	20	19	19	23	22
	Horz %	100	48	52	42	50	8	8	9	8	7	32	59	9	29	30	42	13	9	52
	Index	100	100	100	140	90	55	108	125	67	55	79	112	125	106	99	97	93	116	107
5th Quintile (lowest)	Vert %	20	19	21	25	20	10	21	25	13	13	18	21	23	17	24	19	21	20	22
	Horz %	100	46	54	37	56	7	8	8	8	8	36	56	8	23	36	40	14	8	52
	Index	100	95	105	125	100	48	103	125	64	64	90	106	115	87	120	94	104	102	108
Radio Media Usage Quintiles																				
1st Quintile (highest)	Vert %	20	22	19	16	25	12	23	21	24	16	19	22	15	19	20	21	22	28	21
	Horz %	100	52	48	23	68	9	9	7	14	9	37	57	5	26	31	44	15	11	51
	Index	100	108	93	79	122	60	117	104	122	80	93	109	76	95	101	102	112	141	105
2nd Quintile	Vert %	20	20	20	20	22	14	19	20	20	20	22	19	17	18	19	22	18	22	22
	Horz %	100	49	51	30	60	11	8	7	12	12	44	50	6	24	28	48	12	9	53
	Index	100	102	98	99	108	72	96	98	99	98	109	95	85	88	93	112	89	111	111
3rd Quintile	Vert %	20	18	22	21	21	15	20	22	17	20	22	19	17	18	20	21	23	22	21
	Horz %	100	44	56	31	58	11	8	7	10	12	43	51	6	24	31	46	15	9	50
	Index	100	91	108	104	105	75	102	110	82	98	108	96	86	89	101	106	114	110	103
4th Quintile	Vert %	20	21	19	23	19	17	22	17	19	20	21	19	22	21	19	20	20	15	21
	Horz %	100	50	50	34	53	13	9	6	11	12	42	50	8	28	29	43	14	6	50
	Index	100	104	96	115	96	85	110	87	93	100	105	95	111	103	97	101	101	77	103
5th Quintile (lowest)	Vert %	20	19	21	21	14	42	15	20	21	25	17	21	29	25	22	16	17	12	16
	Horz %	100	46	54	31	38	31	6	7	12	15	34	56	10	34	33	34	11	5	37
	Index	100	94	105	104	69	209	74	102	104	124	85	105	143	125	108	79	84	60	78

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Aware / Not Familiar that familiar Not Aware			Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Cell	Base																		
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Television Media Usage Quintiles																			
1st Quintile (highest)	Vert %	20	23	18	18	21	20	20	22	19	25	20	17	23	25	16	17	27	20
	Horz %	100	44	29	27	42	52	17	33	50	39	17	45	11	15	24	6	20	16
	Index	100	116	89	91	106	99	99	111	94	126	99	85	114	125	81	83	134	97
2nd Quintile	Vert %	20	23	19	17	19	21	18	22	20	20	22	19	19	19	19	17	23	25
	Horz %	100	45	30	25	38	54	16	32	53	31	19	50	9	12	28	6	17	20
	Index	100	117	94	85	95	103	89	108	99	100	111	96	94	95	94	83	113	127
3rd Quintile	Vert %	20	17	23	20	20	20	20	19	20	19	19	21	18	19	21	23	17	19
	Horz %	100	33	37	30	40	52	18	28	55	29	16	55	8	11	32	8	13	15
	Index	100	87	115	100	100	98	100	95	102	94	94	106	90	94	108	116	84	94
4th Quintile	Vert %	20	18	23	20	21	20	20	20	20	19	20	21	21	18	21	18	17	16
	Horz %	100	35	36	29	41	52	18	29	54	28	17	54	10	11	32	6	13	13
	Index	100	91	113	98	103	98	101	98	101	92	102	104	107	87	107	91	87	82
5th Quintile (lowest)	Vert %	20	18	18	25	19	20	22	17	21	18	19	22	19	20	22	26	16	20
	Horz %	100	34	28	38	38	54	19	26	55	27	16	57	9	12	33	9	12	16
	Index	100	89	89	126	95	102	111	87	104	88	95	109	95	99	111	128	81	101
Weekly Hours on Internet																			
20+ Hours	Vert %	22	21	25	20	23	21	27	21	21	14	22	27	24	10	26	30	15	27
	Horz %	100	36	36	28	42	50	22	28	50	19	17	65	10	6	36	9	10	19
	Index	100	95	114	92	106	95	124	96	95	61	98	123	107	45	118	135	67	122
10 - 19 Hours	Vert %	16	18	18	12	15	18	22	14	16	12	17	19	22	7	19	21	16	21
	Horz %	100	43	35	22	37	57	23	26	51	22	18	60	13	6	35	9	15	20
	Index	100	113	109	74	92	108	134	88	95	72	106	115	134	46	116	126	95	129
5 - 9 Hours	Vert %	19	19	23	15	20	19	22	17	19	17	20	20	26	14	21	16	18	19
	Horz %	100	38	38	24	41	53	20	26	54	27	18	56	13	9	34	6	14	16
	Index	100	99	119	81	103	100	114	88	102	88	103	106	138	73	112	85	93	101
4 Hours or less	Vert %	23	24	22	23	21	24	20	22	25	22	25	23	21	23	25	19	23	25
	Horz %	100	40	30	29	37	55	15	28	58	29	18	53	9	12	33	6	15	18
	Index	100	106	94	98	94	104	85	94	108	94	108	101	92	101	108	82	99	110
None	Vert %	20	18	13	30	21	19	10	26	20	37	17	11	7	46	9	15	30	8
	Horz %	100	34	21	45	41	50	9	39	53	57	15	29	3	28	14	5	23	6
	Index	100	89	65	150	104	94	49	132	99	185	85	55	36	231	45	75	150	40

			Gender		Age			Always Vote in Local Elections				Level of Education			Household Income			Type of Employer		
			Male	Female	18 - 34	35 - 64	65+	Men 18 - 44	Women 18 - 44	Men 45+	Women 45+	College Grad +	Some College or HS	Less than HS	Less than \$50k	\$50 - \$100k	\$100k+	Federal Govt or Armed Services	State or Local Govt or Teacher	Other
Total	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	100	48	52	30	56	15	8	7	12	12	40	53	7	27	30	43	13	8	48
	Horz %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Proj (000)		4,727	2,282	2,445	1,409	2,624	695	366	319	557	558	1,893	2,495	340	1,272	1,425	2,030	636	364	2,276
Television Media Usage Quintiles																				
1st Quintile (highest)	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	20	16	24	12	19	40	13	21	23	33	15	24	26	30	19	15	15	11	13
	Horz %	100	39	61	18	53	29	5	7	13	19	29	62	9	40	28	31	10	4	31
Index		100	80	118	61	96	196	63	102	114	162	72	117	131	150	94	73	72	56	64
2nd Quintile	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	20	20	20	20	19	23	24	27	22	22	18	22	19	21	22	18	20	24	19
	Horz %	100	48	52	29	54	17	9	9	13	13	36	58	7	28	33	39	13	9	47
Index		100	100	100	98	97	117	118	134	112	112	89	109	93	105	108	92	100	120	96
3rd Quintile	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	20	20	20	20	21	17	15	17	19	17	21	19	18	17	21	21	20	20	23
	Horz %	100	48	52	30	58	13	6	6	11	10	43	51	7	22	32	46	14	8	56
Index		100	100	100	99	104	85	74	83	97	88	107	96	92	83	105	107	103	99	115
4th Quintile	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	20	23	17	25	20	10	25	18	19	14	23	18	17	16	17	25	25	25	22
	Horz %	100	55	45	37	55	8	10	6	11	8	45	49	6	22	26	53	17	10	52
Index		100	115	86	124	100	52	123	88	93	69	113	92	86	81	86	122	126	127	108
5th Quintile (lowest)	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	20	21	19	24	21	10	24	19	17	14	24	17	20	16	22	21	20	19	23
	Horz %	100	51	49	35	58	7	9	6	10	8	48	45	7	22	33	46	14	8	56
Index		100	106	95	119	104	48	122	93	85	69	119	86	98	81	108	107	100	97	116
Weekly Hours on Internet																				
20+ Hours	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	22	26	19	32	21	8	28	27	21	13	28	20	7	16	22	27	29	26	26
	Horz %	100	56	44	43	52	5	10	8	11	7	51	47	2	19	29	52	18	9	56
Index		100	116	85	145	93	34	124	124	93	60	127	89	33	71	97	120	132	115	117
10 - 19 Hours	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	16	18	15	16	18	10	24	19	18	15	22	13	7	9	16	21	21	15	18
	Horz %	100	52	48	29	62	9	11	8	13	11	55	42	3	15	29	56	17	7	53
Index		100	107	93	96	112	62	145	115	111	91	136	80	43	55	97	130	128	91	109
5 - 9 Hours	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	19	17	20	19	20	13	22	19	17	19	21	19	7	13	20	22	21	28	19
	Horz %	100	45	56	30	60	10	9	7	10	12	45	52	3	19	31	50	15	11	48
Index		100	92	107	102	107	68	114	99	88	100	113	98	39	69	104	117	112	147	100
4 Hours or less	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	23	21	25	22	24	20	20	28	22	27	21	26	11	21	26	22	23	25	22
	Horz %	100	44	56	28	59	13	7	8	11	14	37	60	3	25	34	41	14	8	46
Index		100	90	109	95	106	89	88	121	96	119	91	114	47	93	113	95	100	109	95
None	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	20	19	21	11	17	49	7	7	23	26	8	23	68	41	17	8	6	7	16
	Horz %	100	46	54	17	47	37	3	3	13	15	15	60	25	56	26	18	4	3	38
Index		100	94	105	57	84	249	36	37	114	130	38	114	341	208	86	42	28	34	78

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Cable Television Networks watched last 7 days																			
News (Networks such as CNN, MSNBC, Fox News Channel, CNBC, and NewsChannel8)	Vert %	50	56	52	40	51	51	58	52	46	53	48	49	58	50	45	58	57	55
	Horz %	100	43	33	24	40	54	20	31	49	33	16	51	11	12	27	8	18	18
	Index	100	112	104	80	102	102	116	105	92	106	95	98	116	100	90	117	115	110
Entertainment (Networks such as TBS, TNT, USA, Comedy Central, Lifetime, FX, and A&E)	Vert %	55	58	57	51	57	55	59	54	55	54	54	57	58	54	56	61	56	59
	Horz %	100	40	33	27	41	52	19	28	53	30	17	54	10	12	30	8	16	17
	Index	100	104	103	92	102	99	107	97	99	98	97	102	105	98	101	111	101	107
Sports (Networks such as ESPN, ESPN2, ESPNNews, Fox Sports Net, Golf, and Speed Channel)	Vert %	41	46	40	35	41	42	45	41	39	41	38	41	45	39	39	45	46	46
	Horz %	100	43	32	26	40	54	20	29	51	31	16	53	10	12	29	8	17	18
	Index	100	113	98	85	100	102	112	100	96	101	93	101	110	97	97	112	114	114
Lifestyle & Info-tainment (Networks such as HGTV, Food Network, History, Discovery, and Travel Channel)	Vert %	57	61	58	52	56	59	60	56	57	58	56	57	61	57	57	58	59	61
	Horz %	100	40	33	27	39	54	18	29	53	31	17	52	10	12	30	7	16	17
	Index	100	106	102	90	98	103	105	98	100	101	98	100	106	100	100	102	103	107
Other/Niche (Networks such as Galavision, BET, Adult Swim, G4, VH1, MTV, and MTV2)	Vert %	44	42	44	48	46	44	38	41	48	43	43	46	37	49	48	40	38	44
	Horz %	100	36	32	32	41	52	15	27	58	29	17	54	8	14	32	6	13	16
	Index	100	94	100	107	104	99	85	93	109	96	98	103	84	111	108	90	86	99
Broadcast Television average audience																			
Early Morning	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Horz %	100	41	33	26	41	53	17	31	52	32	17	51	9	13	29	7	17	17
	Index	100	108	104	86	103	101	96	106	98	105	100	97	95	106	95	95	108	109
Daytime & Early Fringe	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Horz %	100	43	29	28	40	54	14	34	52	37	16	47	8	15	27	6	18	18
	Index	100	113	89	95	102	102	78	117	98	119	95	90	81	119	90	80	115	111
Early News	Vert %	3	3	2	2	3	3	3	3	2	3	3	2	3	3	2	3	4	3
	Horz %	100	46	30	25	39	55	18	35	48	39	18	43	10	14	22	7	21	17
	Index	100	120	93	82	98	104	100	119	90	128	103	82	106	113	73	98	137	107
Prime Access & Primetime	Vert %	3	3	3	2	3	3	3	3	2	3	3	2	3	2	2	2	3	3
	Horz %	100	43	32	25	40	53	17	32	51	33	18	49	10	12	28	6	18	17
	Index	100	113	99	85	101	101	99	109	95	107	103	95	108	97	93	86	119	108
Late News & Late Fringe	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
	Horz %	100	44	31	25	40	50	19	33	48	36	19	45	11	12	24	6	18	18
	Index	100	116	98	82	100	96	108	114	90	117	111	86	119	95	81	90	118	110
Spanish Broadcast Television average audience																			
Early Morning	Vert %	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Horz %	100	6	26	68	44	35	3	21	76	42	27	31	3	28	26	1	4	2
	Index	100	16	81	227	111	66	17	70	143	136	159	59	26	226	85	7	26	12
Early News	Vert %	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0
	Horz %	100	15	33	52	31	56	4	31	65	38	17	44	4	21	31	0	4	11
	Index	100	39	103	174	77	107	24	104	122	125	102	85	42	170	102	4	24	70
Late News	Vert %	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Horz %	100	13	21	66	36	52	3	29	68	39	27	35	3	23	21	0	3	9
	Index	100	34	65	221	91	99	19	99	127	126	156	67	35	191	70	0	20	56

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Broadcast TV networks/stations watched past 7 days																			
ABC (WJLA, channel 7)	Vert %	63	67	67	54	63	64	66	67	60	63	62	63	64	59	60	68	64	69
	Horz %	100	40	34	26	40	53	18	31	51	31	17	53	9	11	29	8	16	18
	Index	100	106	106	86	101	101	105	107	95	100	98	100	102	94	96	109	102	110
CBS (WUSA, channel 9)	Vert %	60	66	61	51	60	62	60	64	57	60	59	60	59	56	57	63	63	70
	Horz %	100	42	33	25	40	54	18	32	51	31	17	52	9	12	29	7	16	19
	Index	100	110	102	85	100	103	101	108	95	100	99	100	98	95	95	105	105	116
CW (WDCW, channel 50)	Vert %	16	15	16	15	17	15	13	16	16	13	13	18	12	15	18	14	12	18
	Horz %	100	37	34	30	44	52	14	30	56	26	15	59	7	12	35	6	12	18
	Index	100	97	104	100	110	98	82	101	106	86	85	113	75	96	118	93	79	114
FOX (WTTG, channel 5)	Vert %	63	68	64	58	63	65	63	65	63	64	62	64	62	66	62	65	64	71
	Horz %	100	41	32	27	40	54	17	30	53	31	17	52	9	13	29	7	16	18
	Index	100	106	101	91	100	102	100	102	99	101	98	100	97	104	98	102	102	112
MyNetworkTV (WDCA, channel 20)	Vert %	10	11	9	9	9	10	7	9	11	9	9	10	7	11	12	7	11	11
	Horz %	100	42	29	29	37	56	13	27	60	28	16	56	7	13	36	5	17	18
	Index	100	111	90	96	94	106	72	93	113	93	94	106	76	109	121	67	109	116
NBC (WHAG, channel 25)	Vert %	12	13	10	15	11	14	12	13	12	13	10	13	11	15	12	15	14	11
	Horz %	100	39	26	35	35	59	17	30	53	32	14	54	8	14	29	9	17	15
	Index	100	103	80	117	89	112	100	102	99	106	82	103	87	118	95	122	111	92
NBC (WRC, channel 4)	Vert %	52	58	51	46	52	52	57	52	50	53	50	52	56	50	49	58	57	61
	Horz %	100	42	31	26	40	53	19	30	51	31	17	52	10	12	29	8	17	19
	Index	100	111	98	88	101	100	110	101	96	102	97	100	108	97	96	113	111	117
Telemundo (WZDC, channel 64)	Vert %	4	2	2	8	4	3	2	3	5	4	4	3	1	7	4	3	1	2
	Horz %	100	17	15	68	46	43	9	22	69	31	18	51	3	22	32	6	4	8
	Index	100	43	48	228	116	81	52	75	129	100	105	98	34	185	107	81	29	49
Univision (WFDC, channel 14)	Vert %	5	2	4	10	5	4	2	4	6	5	6	4	1	8	5	2	2	1
	Horz %	100	14	24	61	46	43	6	25	70	32	21	48	2	22	34	4	5	4
	Index	100	38	76	205	116	81	31	84	131	104	121	91	19	177	113	50	32	27
Television Viewing																			
Any broadcast viewing past 7 days	Vert %	88	90	90	83	88	89	87	89	87	89	87	88	86	91	86	90	88	91
	Horz %	100	39	33	28	40	53	17	30	53	31	17	52	9	13	29	7	15	17
	Index	100	102	102	95	101	101	99	102	99	101	99	100	98	104	98	103	100	104
Any cable (non-premium/premium) viewing past 7 days	Vert %	88	87	89	87	88	88	87	88	88	87	88	89	86	87	88	89	85	88
	Horz %	100	38	33	30	40	53	17	29	53	30	17	53	9	12	30	7	15	16
	Index	100	99	102	99	100	101	99	100	100	99	100	101	98	99	101	102	97	100
Any non-premium cable viewing past 7 days	Vert %	87	87	89	86	87	88	87	87	88	86	87	88	86	87	88	89	85	88
	Horz %	100	38	33	29	40	53	17	29	54	30	17	53	9	12	30	7	15	16
	Index	100	100	102	98	100	100	100	100	100	99	100	101	99	99	101	102	97	101
Any premium cable network (HBO, Showtime, etc.) past 7 days	Vert %	21	21	23	20	22	21	20	22	22	20	20	23	21	20	24	18	20	21
	Horz %	100	37	35	28	41	52	16	30	54	28	16	56	9	11	33	6	14	15
	Index	100	97	109	95	104	99	93	102	102	92	91	108	98	92	110	86	94	96
Any TV (broadcast/cable) viewing past 7 days	Vert %	95	95	96	94	95	95	95	95	94	95	94	95	94	96	94	97	94	95
	Horz %	100	38	32	30	40	53	18	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	101	99	100	100	100	101	100	100	100	100	99	102	99	102	99	100

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752	752
Cable networks/stations watched past 7 days																				
A&E	Vert %	24	28	25	17	23	25	26	24	23	24	24	23	24	24	22	27	28	29	29
	Horz %	100	46	33	21	39	56	19	30	52	31	18	51	9	12	28	8	18	19	19
	Index	100	119	104	70	98	106	107	101	97	101	103	98	99	102	93	115	119	122	122
ABC Family	Vert %	14	14	14	16	13	15	13	14	15	12	15	15	11	14	15	16	11	15	15
	Horz %	100	36	31	33	36	57	16	28	56	26	18	56	7	12	31	8	12	17	17
	Index	100	96	96	110	90	108	90	97	105	85	103	108	75	98	103	112	78	105	105
Adult Swim	Vert %	5	4	3	7	5	5	3	4	6	3	5	6	2	5	6	4	3	5	5
	Horz %	100	34	23	42	38	56	10	27	63	20	17	63	4	12	40	6	9	16	16
	Index	100	90	73	142	95	107	55	93	119	65	102	120	41	96	133	83	57	101	101
AMC	Vert %	13	16	13	9	13	13	16	12	12	14	13	12	15	13	12	18	15	16	16
	Horz %	100	47	32	21	41	54	22	27	50	32	17	51	11	12	28	10	18	20	20
	Index	100	124	99	70	102	102	128	94	94	106	99	97	115	101	92	139	117	128	128
Animal Planet	Vert %	17	17	16	19	17	18	16	17	18	18	15	17	17	20	18	15	17	17	17
	Horz %	100	38	29	33	38	56	16	28	56	33	15	53	9	14	31	6	15	16	16
	Index	100	100	90	111	97	106	94	96	104	107	86	101	99	116	104	89	99	100	100
BET	Vert %	11	11	9	14	13	10	7	11	13	10	10	12	7	13	13	7	10	13	13
	Horz %	100	38	25	37	46	47	11	29	60	28	15	57	6	14	35	4	13	18	18
	Index	100	101	78	123	115	89	64	99	112	90	89	110	65	116	117	62	87	113	113
Bravo	Vert %	15	18	16	11	15	15	18	16	14	14	14	16	17	14	14	17	16	19	19
	Horz %	100	45	33	22	40	54	21	30	49	29	16	55	11	11	29	8	17	20	20
	Index	100	117	103	75	101	102	119	103	92	95	92	105	115	91	96	115	109	124	124
CMT (Country Music Television)	Vert %	8	9	7	7	6	9	6	9	8	10	6	7	6	13	6	7	11	8	8
	Horz %	100	44	27	28	33	60	15	33	53	42	13	45	8	21	22	7	23	16	16
	Index	100	116	86	95	84	114	84	111	99	137	75	86	83	174	74	96	147	99	99
CN (Cartoon Network)	Vert %	10	8	10	12	10	10	8	9	11	7	9	12	8	8	13	9	5	9	9
	Horz %	100	31	33	36	41	53	14	26	60	21	17	62	7	10	39	6	8	15	15
	Index	100	82	103	120	102	100	81	88	113	70	96	119	80	79	131	92	53	95	95
CNBC	Vert %	12	13	12	10	13	12	18	12	10	12	12	11	16	11	9	21	14	14	14
	Horz %	100	43	32	25	44	51	27	29	44	32	18	50	13	11	23	12	18	18	18
	Index	100	113	99	85	110	97	155	99	83	104	104	96	135	89	75	174	114	114	114
CNN	Vert %	27	29	28	23	29	26	34	28	24	29	27	26	34	26	24	34	30	28	28
	Horz %	100	41	33	26	43	51	22	30	48	33	17	50	12	12	26	9	17	17	17
	Index	100	107	104	86	108	97	127	103	89	107	99	96	125	96	87	126	110	104	104
The Comcast Network (CN8)	Vert %	3	5	2	3	3	3	4	4	3	3	4	3	4	3	3	4	4	5	5
	Horz %	100	56	16	29	36	54	21	33	46	31	19	50	10	10	25	8	20	26	26
	Index	100	147	49	96	91	102	120	113	86	101	110	96	108	84	82	114	128	164	164
Comcast SportsNet	Vert %	9	11	10	6	9	9	10	9	9	8	9	10	10	9	10	10	9	12	12
	Horz %	100	44	35	21	40	54	20	28	53	28	17	55	10	12	31	8	14	20	20
	Index	100	116	109	71	100	102	114	94	99	91	98	106	104	95	104	114	94	127	127
Comedy Central	Vert %	18	17	18	20	18	18	20	15	19	16	18	19	20	18	20	19	16	18	18
	Horz %	100	37	31	32	40	54	19	24	57	27	17	55	10	12	34	7	14	16	16
	Index	100	96	98	108	101	102	109	83	106	89	101	106	108	98	112	103	90	98	98
Cooking Channel	Vert %	3	4	3	1	3	3	3	2	3	3	2	3	4	3	3	3	4	4	4
	Horz %	100	52	32	15	39	55	21	25	54	30	12	58	12	11	36	8	22	25	25
	Index	100	137	101	51	98	104	123	86	100	97	72	111	128	90	119	116	141	158	158

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Cable networks/stations watched past 7 days (ctd)																			
Discovery Channel	Vert %	31	32	31	31	30	34	34	30	31	31	27	33	33	30	33	36	31	33
	Horz %	100	39	32	29	38	57	19	28	53	31	15	55	10	12	32	8	15	17
	Index	100	101	100	98	95	108	109	96	99	99	85	105	106	98	106	114	98	105
Discovery Health	Vert %	9	10	8	10	9	10	9	9	9	10	9	9	9	11	8	8	10	9
	Horz %	100	40	29	31	39	55	17	30	54	33	16	51	9	15	27	6	16	16
	Index	100	105	89	105	98	104	95	101	101	106	94	98	101	125	91	89	107	101
Disney Channel	Vert %	17	15	16	19	16	17	13	16	18	13	16	19	11	17	19	15	11	19
	Horz %	100	35	30	35	39	53	14	28	58	25	16	59	6	12	34	6	10	18
	Index	100	92	94	116	98	101	78	96	109	80	96	113	67	102	114	91	67	111
DIY Network	Vert %	5	6	8	2	6	6	6	4	6	5	4	6	6	6	6	6	6	7
	Horz %	100	42	46	13	41	56	18	22	60	31	14	55	11	13	36	8	16	21
	Index	100	110	142	42	104	106	106	74	113	101	81	105	115	110	120	108	107	130
E!	Vert %	9	8	9	11	9	10	8	8	10	7	9	11	7	9	11	8	6	10
	Horz %	100	33	32	35	40	56	15	25	60	24	16	60	7	12	37	6	10	17
	Index	100	88	98	118	101	105	85	86	113	79	95	114	76	96	122	91	66	107
ESPN	Vert %	31	38	29	24	30	32	37	31	29	31	30	31	35	27	28	38	36	40
	Horz %	100	47	30	23	39	55	21	30	49	31	17	53	11	11	28	9	18	21
	Index	100	123	94	77	99	104	120	101	93	100	97	101	114	89	92	124	117	129
ESPN Classic	Vert %	5	6	4	4	5	4	5	4	5	5	6	4	5	5	4	5	6	5
	Horz %	100	46	29	25	46	45	20	26	54	32	21	47	11	12	27	7	19	17
	Index	100	122	91	82	115	86	115	90	101	105	121	91	115	101	90	95	124	107
ESPN Deportes	Vert %	2	2	1	3	2	2	2	2	2	2	2	2	1	3	2	3	2	1
	Horz %	100	38	16	46	36	48	17	24	59	33	19	48	5	20	27	12	19	11
	Index	100	99	51	154	91	91	99	81	111	109	112	91	57	163	89	174	126	71
ESPN2	Vert %	18	22	15	14	16	19	21	18	16	17	17	18	21	16	16	22	20	25
	Horz %	100	48	28	24	37	56	21	30	49	30	16	54	11	11	27	9	18	22
	Index	100	125	88	81	93	106	120	103	91	98	95	102	116	91	90	123	116	141
ESPNNews	Vert %	8	10	7	6	7	8	10	8	7	7	7	8	9	6	8	9	8	11
	Horz %	100	48	29	23	39	55	22	29	49	27	16	58	11	9	29	9	17	23
	Index	100	126	92	76	97	105	125	99	93	86	93	110	115	72	98	123	108	144
Food Network	Vert %	23	25	23	20	23	24	23	24	23	22	22	24	23	21	24	24	21	29
	Horz %	100	42	32	26	40	54	18	30	53	29	16	55	9	11	32	7	14	20
	Index	100	109	101	87	101	102	101	102	99	94	94	105	99	89	105	103	93	125
FOX Business Network	Vert %	4	7	2	1	3	5	7	5	3	5	3	4	6	4	2	7	8	8
	Horz %	100	72	19	9	32	62	29	35	36	41	13	47	15	12	17	13	31	31
	Index	100	189	59	30	79	118	166	121	67	133	73	90	158	96	55	183	201	197
FOX News Channel	Vert %	22	27	22	15	20	23	26	23	20	24	19	21	25	23	19	28	27	28
	Horz %	100	47	32	21	37	57	21	31	49	33	15	52	11	13	26	9	19	20
	Index	100	122	101	70	93	108	118	105	91	109	87	99	115	104	85	127	126	127
FSN (FOX Sports Net)	Vert %	2	3	1	2	2	2	2	3	2	3	3	2	3	3	2	2	3	3
	Horz %	100	57	19	24	37	57	19	36	45	38	19	43	12	13	24	5	21	24
	Index	100	149	60	80	94	108	108	124	84	123	111	83	130	110	82	66	138	153
FX	Vert %	12	11	12	13	13	11	12	10	12	9	12	13	9	9	14	18	9	13
	Horz %	100	35	33	32	43	50	18	26	56	24	17	60	7	10	35	10	12	17
	Index	100	92	104	107	108	95	105	87	106	77	99	114	73	80	118	150	80	110

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Cable networks/stations watched past 7 days (ctd)																			
G4	Vert %	2	2	3	1	2	2	1	2	3	2	2	2	1	2	3	1	2	2
	Horz %	100	38	40	21	44	53	9	22	68	27	17	56	6	14	43	3	14	17
	Index	100	101	126	71	111	101	54	76	128	87	100	108	66	117	144	48	89	105
Galavisión	Vert %	2	1	0	4	2	1	0	1	2	2	2	2	0	4	2	0	1	1
	Horz %	100	19	8	73	53	38	4	25	71	36	17	46	2	26	30	2	7	7
	Index	100	50	26	243	133	72	24	86	133	119	102	89	25	211	101	26	44	41
Golf Channel	Vert %	5	6	4	3	4	5	5	6	4	5	5	4	5	4	3	6	7	6
	Horz %	100	50	31	19	37	54	21	36	44	34	18	48	10	12	20	9	22	20
	Index	100	132	96	64	94	103	117	122	82	110	108	92	108	97	67	125	145	125
GSN (Game Show Network)	Vert %	2	3	2	2	3	2	2	3	2	3	2	2	2	3	2	2	3	3
	Horz %	100	41	28	31	43	51	11	34	55	39	13	48	6	18	26	5	19	18
	Index	100	108	88	102	108	96	66	114	103	127	74	93	69	146	88	70	122	111
Hallmark Channel	Vert %	12	16	12	8	14	12	11	14	12	16	12	10	12	17	10	10	17	14
	Horz %	100	48	31	21	44	51	15	33	52	40	17	43	9	17	23	6	21	18
	Index	100	126	98	69	110	96	88	114	97	130	99	83	96	140	78	80	139	114
HGTV	Vert %	17	18	21	11	17	18	19	17	17	16	17	17	20	15	17	18	19	18
	Horz %	100	41	40	19	40	54	20	29	52	30	17	53	11	10	31	7	17	16
	Index	100	108	126	62	100	103	113	97	97	97	100	102	120	85	102	107	112	103
History	Vert %	29	34	28	23	29	30	32	28	28	32	27	28	34	32	27	30	35	33
	Horz %	100	45	31	24	40	54	20	29	52	34	16	51	11	14	28	7	19	18
	Index	100	118	98	80	100	103	112	98	97	110	92	97	119	111	93	104	123	113
HLN (CNN Headline News)	Vert %	13	13	14	12	14	13	15	13	12	14	13	13	16	13	12	16	15	12
	Horz %	100	39	33	28	41	54	20	29	51	33	17	51	11	12	28	8	18	15
	Index	100	102	103	93	102	102	117	99	95	107	97	97	121	96	92	120	115	93
Lifetime	Vert %	19	21	19	17	20	19	17	20	19	19	17	19	15	21	18	19	19	22
	Horz %	100	42	32	26	41	55	15	31	54	31	16	53	8	14	29	7	16	19
	Index	100	110	99	88	104	103	88	106	100	102	92	101	81	114	96	102	103	118
LMN (Lifetime Movie Network)	Vert %	10	10	9	11	10	10	6	12	11	9	9	11	5	12	11	9	9	11
	Horz %	100	37	29	34	41	52	11	34	56	28	15	56	5	14	32	6	13	18
	Index	100	96	92	113	103	98	62	114	105	93	89	108	49	118	107	84	87	110
MASN (Mid-Atlantic Sports Network)	Vert %	6	9	5	2	5	6	9	6	5	6	5	6	10	4	5	6	8	10
	Horz %	100	61	29	10	38	53	27	30	43	32	16	52	17	8	28	7	22	28
	Index	100	161	90	32	97	101	154	102	81	105	95	99	179	64	92	103	142	175
MLB Network	Vert %	2	3	2	2	2	3	3	2	2	2	2	2	2	2	2	3	3	3
	Horz %	100	50	28	22	34	63	25	32	44	32	13	55	10	13	27	10	20	22
	Index	100	131	87	74	86	120	141	108	82	105	77	105	102	104	89	149	129	137
MSNBC	Vert %	12	15	12	9	13	11	19	14	8	14	11	11	20	10	8	18	17	13
	Horz %	100	47	31	22	43	50	28	34	38	36	16	48	15	10	20	11	23	18
	Index	100	123	97	73	108	96	159	117	71	117	92	93	166	85	66	151	147	112
MTV	Vert %	11	8	11	15	12	11	9	11	12	8	9	13	7	11	13	11	5	12
	Horz %	100	28	32	40	43	50	14	30	57	22	14	64	6	12	34	7	7	17
	Index	100	73	100	134	107	95	77	102	106	73	81	122	62	99	115	95	42	106
MTV2	Vert %	5	3	5	9	6	4	4	6	5	4	3	7	4	4	6	5	2	4
	Horz %	100	19	33	49	47	44	13	33	55	21	11	68	7	10	35	6	6	11
	Index	100	49	103	162	119	84	74	111	103	69	64	130	72	83	118	85	39	71

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Cable networks/stations watched past 7 days (ctd)																			
National Geographic Channel	Vert %	17	19	17	15	16	19	19	17	16	18	14	17	19	17	17	20	18	21
	Horz %	100	43	31	26	37	58	20	29	52	32	15	53	10	13	29	8	17	20
	Index	100	112	98	86	93	110	112	99	97	105	85	102	113	102	98	116	108	123
NBA TV	Vert %	2	2	2	3	3	3	1	3	3	2	2	3	1	3	3	1	2	2
	Horz %	100	30	32	38	43	55	10	31	60	24	16	60	4	13	35	4	14	10
	Index	100	79	99	127	108	105	54	105	112	78	96	114	46	110	118	59	92	63
NewsChannel 8	Vert %	10	12	12	6	11	11	12	11	9	12	10	9	13	13	8	11	12	13
	Horz %	100	45	37	18	41	54	21	30	49	37	16	47	12	15	24	8	18	19
	Index	100	119	114	61	103	103	121	102	92	121	95	89	129	125	78	109	118	122
NFL Network	Vert %	8	10	6	7	7	8	8	7	7	6	8	8	7	5	8	8	9	10
	Horz %	100	49	26	26	36	57	18	29	53	25	19	56	9	9	30	8	19	21
	Index	100	127	80	87	90	108	104	98	100	81	113	107	98	71	100	112	123	135
Nick	Vert %	13	10	13	18	14	13	10	11	16	10	13	16	11	12	18	8	7	11
	Horz %	100	28	32	41	42	50	12	24	64	23	17	61	7	11	40	4	8	13
	Index	100	73	98	137	106	94	71	82	119	75	96	116	78	90	132	60	54	80
Oxygen	Vert %	8	8	7	8	9	7	6	8	8	7	7	9	6	8	8	8	7	9
	Horz %	100	39	29	32	46	48	14	32	54	27	15	59	7	12	31	7	14	20
	Index	100	101	91	108	115	91	83	108	101	86	88	112	75	98	102	99	92	123
Soap Net	Vert %	4	6	3	4	5	4	2	5	5	5	4	4	2	6	4	2	5	6
	Horz %	100	49	25	26	43	53	8	35	57	33	15	52	5	18	29	3	18	24
	Index	100	128	78	88	108	101	47	119	107	108	86	100	57	145	98	38	116	148
Speed	Vert %	6	9	3	6	6	6	5	5	7	7	7	5	6	9	6	4	9	7
	Horz %	100	53	16	31	35	54	14	24	61	37	20	43	9	18	29	5	23	17
	Index	100	138	50	105	89	103	82	84	115	120	115	83	98	151	96	65	151	107
Spike	Vert %	14	15	13	13	13	15	13	13	14	13	15	14	11	15	13	17	14	16
	Horz %	100	41	30	29	37	56	17	28	56	28	18	54	7	14	29	9	16	19
	Index	100	108	93	98	92	106	95	95	104	92	106	103	76	111	98	124	102	117
Style	Vert %	5	4	6	5	6	4	3	5	5	3	3	6	3	4	6	4	2	5
	Horz %	100	30	40	30	48	47	12	33	56	20	11	69	5	9	38	6	7	18
	Index	100	78	126	100	121	89	66	111	105	65	65	132	57	74	125	91	48	113
Syfy (Sci-Fi Channel)	Vert %	12	13	12	12	12	12	12	10	14	11	13	13	10	13	13	15	12	15
	Horz %	100	41	31	28	40	54	17	23	60	29	18	54	8	13	33	9	15	20
	Index	100	108	96	94	100	102	97	78	113	94	103	103	85	107	108	125	98	123
TBS	Vert %	22	21	24	19	22	22	22	20	22	19	20	24	18	21	23	26	18	24
	Horz %	100	38	36	26	41	53	18	28	55	27	16	57	8	12	32	8	13	17
	Index	100	99	113	88	104	101	101	94	103	88	93	109	85	95	107	121	85	109
TCM (Turner Classic Movies)	Vert %	13	17	14	8	14	13	15	14	12	17	13	11	16	17	10	13	19	14
	Horz %	100	48	34	17	42	52	20	32	49	40	17	43	11	16	22	7	22	17
	Index	100	127	107	58	106	99	113	109	91	130	102	82	123	128	74	97	143	109
TLC (The Learning Channel)	Vert %	13	12	15	11	13	13	13	12	13	12	12	13	14	12	13	13	12	12
	Horz %	100	36	38	25	42	53	19	27	54	30	17	54	10	12	31	7	15	15
	Index	100	96	120	84	105	100	107	94	101	97	99	103	110	96	104	101	95	96
TNT	Vert %	26	30	26	21	26	26	25	26	26	25	24	27	21	27	26	31	28	33
	Horz %	100	44	32	24	40	54	17	30	53	30	16	55	8	13	30	8	16	20
	Index	100	115	99	81	100	102	97	101	100	96	94	104	83	103	101	119	107	126

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Cable networks/stations watched past 7 days (ctd)																			
Travel Channel	Vert %	12	14	13	8	11	13	15	11	12	12	11	12	12	12	12	17	10	18
	Horz %	100	45	34	20	38	56	22	27	52	31	16	54	10	12	30	10	14	24
	Index	100	119	107	68	95	107	124	91	97	100	91	103	103	97	100	140	88	149
TruTV	Vert %	7	8	5	8	7	7	6	7	7	7	7	7	6	9	6	5	7	8
	Horz %	100	45	22	34	38	55	15	28	57	31	18	50	9	16	28	6	16	19
	Index	100	118	68	112	96	105	85	97	107	102	107	96	92	135	94	80	103	118
TV Guide Network	Vert %	3	3	2	3	3	3	3	3	3	3	3	3	2	2	2	3	4	2
	Horz %	100	43	23	34	42	52	17	35	48	34	17	50	8	11	24	7	24	11
	Index	100	113	72	113	107	99	97	120	90	111	97	95	86	88	78	107	156	72
TV Land	Vert %	8	8	8	9	9	8	5	8	9	8	6	9	6	10	10	6	8	8
	Horz %	100	36	33	31	43	50	11	29	60	32	13	56	6	15	35	5	16	15
	Index	100	94	102	105	109	96	65	99	112	104	74	106	69	127	117	68	101	94
TV One	Vert %	6	5	7	7	8	5	3	7	7	6	5	7	3	8	7	4	4	6
	Horz %	100	32	36	32	51	41	9	33	59	28	14	58	4	16	34	4	10	15
	Index	100	84	112	107	127	78	49	111	110	90	82	112	43	129	114	56	67	93
USA	Vert %	23	25	24	20	22	24	25	23	23	22	21	24	20	22	23	33	24	27
	Horz %	100	42	33	26	37	56	19	29	52	29	16	55	8	12	30	10	16	19
	Index	100	110	102	86	94	105	108	99	98	96	91	105	88	97	99	141	105	118
VH1	Vert %	10	9	10	12	11	10	8	11	11	9	10	12	7	11	11	8	6	12
	Horz %	100	34	31	35	43	50	13	30	57	25	16	58	7	13	32	5	9	19
	Index	100	89	97	118	109	94	73	104	107	83	96	111	70	106	108	75	56	117
VS. (Versus)	Vert %	4	4	5	3	4	4	6	3	4	3	4	5	5	2	5	7	2	5
	Horz %	100	41	39	20	38	55	26	24	50	19	18	63	10	6	34	12	9	21
	Index	100	108	121	67	96	105	150	82	94	62	105	120	111	51	112	172	60	135
We TV	Vert %	2	2	1	2	2	1	1	2	2	2	2	1	1	2	1	1	2	2
	Horz %	100	42	18	41	40	39	9	31	60	30	23	46	5	15	25	4	19	19
	Index	100	109	55	136	102	74	49	107	113	99	137	89	54	124	82	51	126	122
The Weather Channel	Vert %	32	35	31	27	32	32	34	34	29	35	27	31	34	31	28	35	37	35
	Horz %	100	43	32	26	41	53	19	32	49	34	15	51	10	12	27	8	18	18
	Index	100	112	98	86	102	100	108	109	92	111	87	98	107	99	90	111	116	110
Sports watched on broadcast TV networks past 12 months																			
AVP (pro beach volleyball)	Vert %	3	5	3	2	3	3	4	4	3	2	3	4	3	3	3	7	3	7
	Horz %	100	54	26	21	32	54	23	32	45	22	16	62	8	11	26	15	12	35
	Index	100	141	80	69	81	103	134	108	85	72	92	119	83	89	86	223	77	221
Baltimore Orioles	Vert %	10	14	9	6	11	10	13	11	9	12	10	9	12	11	8	13	14	15
	Horz %	100	54	28	18	43	51	22	31	46	36	16	48	11	13	22	9	22	23
	Index	100	141	88	60	108	97	128	107	87	118	96	91	122	107	75	133	141	146
Baltimore Ravens	Vert %	20	21	23	15	21	19	24	20	18	20	19	20	23	18	17	28	21	23
	Horz %	100	41	37	22	41	51	22	30	49	31	17	53	11	11	26	10	16	18
	Index	100	107	116	74	104	97	123	102	91	100	97	101	115	89	87	143	104	114
College Football Bowl games	Vert %	22	27	24	14	21	23	28	22	20	19	23	23	28	14	22	27	24	29
	Horz %	100	47	35	18	37	56	22	29	48	27	18	55	12	8	30	9	16	21
	Index	100	122	110	62	94	105	128	101	90	87	106	106	124	62	99	122	107	133

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Sports watched on broadcast TV networks past 12 months (ctd)																			
D.C. United	Vert %	4	5	3	5	4	5	6	3	5	4	5	5	2	5	5	10	4	6
	Horz %	100	42	22	37	33	55	23	22	55	25	19	55	5	13	31	15	12	22
	Index	100	110	68	122	82	105	132	76	103	83	113	106	54	109	103	216	79	137
Extreme/action sports	Vert %	2	2	2	2	1	2	3	2	2	2	2	2	2	1	1	5	2	3
	Horz %	100	46	29	25	28	56	28	29	43	23	20	57	10	7	21	18	14	25
	Index	100	120	90	84	71	106	161	99	80	73	118	110	111	61	71	257	92	160
Figure skating	Vert %	12	15	12	9	11	13	13	13	11	12	13	12	13	11	11	12	15	15
	Horz %	100	46	33	21	37	58	19	32	50	31	18	51	10	11	28	7	19	20
	Index	100	120	103	71	92	109	106	109	93	101	105	98	109	89	94	102	122	123
Fishing	Vert %	3	4	2	3	2	4	3	4	3	4	3	3	2	4	2	5	4	4
	Horz %	100	50	24	26	30	60	18	33	49	35	16	49	7	17	20	12	21	21
	Index	100	130	76	87	76	114	104	112	92	115	91	94	71	141	68	166	137	135
George Mason Patriots basketball	Vert %	3	3	2	4	3	3	3	3	3	3	3	3	2	4	2	5	3	5
	Horz %	100	42	19	39	38	50	17	30	53	32	18	50	5	15	24	12	14	25
	Index	100	110	59	131	95	96	97	102	100	105	102	96	58	120	81	167	88	157
George Washington Colonials basketball	Vert %	2	3	0	2	2	2	3	2	2	2	2	2	1	2	1	5	1	4
	Horz %	100	62	5	33	35	52	25	30	45	31	17	52	5	16	17	20	12	36
	Index	100	162	17	111	87	99	142	102	85	102	99	99	49	133	56	293	80	229
Georgetown Hoyas basketball	Vert %	8	11	7	5	9	8	10	8	8	9	9	7	9	8	7	12	11	10
	Horz %	100	52	29	19	42	49	22	29	50	33	20	47	10	12	26	10	21	19
	Index	100	136	92	63	106	94	125	98	93	108	115	90	111	99	85	145	137	120
Horse racing	Vert %	12	17	11	8	12	13	15	14	11	13	12	12	13	13	10	15	16	20
	Horz %	100	53	29	18	38	56	20	34	46	32	16	52	10	13	25	9	20	25
	Index	100	139	90	61	96	105	117	116	86	105	94	99	108	103	82	125	132	159
IndyCar Series	Vert %	4	5	2	3	3	4	4	4	3	3	3	4	4	3	4	6	4	7
	Horz %	100	58	18	23	34	59	22	31	48	26	14	60	10	10	30	11	17	33
	Index	100	153	57	78	87	111	123	105	90	85	81	115	103	78	99	165	113	210
LPGA Tour (women's golf)	Vert %	5	7	4	3	5	5	6	5	5	5	5	5	7	5	4	6	7	8
	Horz %	100	53	29	18	43	49	22	28	50	32	17	51	13	12	26	8	20	26
	Index	100	140	89	60	107	93	125	96	94	103	100	98	135	97	86	119	133	162
Major League Baseball playoffs	Vert %	19	25	21	11	20	20	27	21	16	19	18	20	26	14	17	26	22	28
	Horz %	100	48	35	17	41	54	24	31	45	30	16	54	13	9	27	9	17	23
	Index	100	127	108	57	103	103	140	106	84	99	94	103	136	70	89	135	112	147
Maryland Terrapins basketball	Vert %	13	16	13	9	13	13	14	14	12	13	12	13	13	12	12	16	15	17
	Horz %	100	47	33	20	39	54	19	31	50	30	16	54	10	11	29	9	18	21
	Index	100	124	103	67	98	102	109	106	94	99	93	103	103	91	96	125	118	130
Maryland Terrapins football	Vert %	14	18	14	10	15	14	15	16	13	15	14	15	15	13	13	16	18	18
	Horz %	100	48	32	21	42	52	19	33	49	31	16	53	10	11	28	8	19	20
	Index	100	125	99	69	106	98	107	112	91	100	94	102	102	88	93	114	126	126
Men's tennis (ATP)	Vert %	12	13	12	10	12	12	16	14	10	12	11	12	15	10	10	16	13	15
	Horz %	100	43	31	26	40	54	23	34	43	30	16	54	12	10	24	9	17	20
	Index	100	113	98	85	100	102	134	116	80	99	93	103	124	85	81	136	111	123
Mixed Martial Arts (MMA)	Vert %	3	3	2	4	2	3	3	3	3	3	4	2	3	3	3	2	3	2
	Horz %	100	34	25	41	30	54	16	30	54	31	26	43	10	12	26	6	14	12
	Index	100	89	79	136	75	102	93	101	102	101	154	82	102	98	86	85	88	75

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Sports watched on broadcast TV networks past 12 months (ctd)																			
NASCAR	Vert %	15	19	12	12	13	16	14	14	15	15	14	15	14	16	14	15	16	23
	Horz %	100	49	27	25	34	57	17	29	55	31	16	53	9	13	29	7	17	25
	Index	100	128	83	82	85	109	95	98	103	102	95	100	95	110	98	105	111	155
Navy Midshipmen basketball	Vert %	2	3	1	1	2	2	3	2	2	2	2	2	2	2	1	5	3	4
	Horz %	100	61	18	20	35	52	27	28	45	35	20	46	10	12	20	16	19	30
	Index	100	161	58	68	89	99	157	96	84	113	116	87	107	102	65	227	127	187
Navy Midshipmen football	Vert %	5	8	4	3	5	5	9	6	3	6	5	5	9	3	3	10	7	9
	Horz %	100	57	26	18	36	56	30	36	34	33	15	52	15	7	19	13	20	28
	Index	100	149	80	58	92	105	171	123	65	109	87	99	165	61	63	187	128	174
NBA Finals	Vert %	19	21	20	13	19	19	22	19	17	15	18	21	17	14	18	27	18	23
	Horz %	100	44	35	21	41	53	21	30	49	25	17	58	9	9	29	10	15	20
	Index	100	115	109	71	103	100	119	103	92	82	100	111	93	74	98	148	97	125
NBA playoffs	Vert %	16	19	17	11	17	15	18	16	15	13	16	18	14	14	16	24	16	21
	Horz %	100	45	34	21	43	50	20	29	51	25	17	58	8	11	30	11	15	21
	Index	100	119	105	71	108	95	114	99	96	83	98	111	85	86	99	152	98	133
NCAA Men's Tournament	Vert %	22	28	23	13	22	23	30	22	19	20	22	23	30	14	21	28	25	32
	Horz %	100	49	34	17	39	54	24	30	46	28	17	55	13	8	29	9	17	23
	Index	100	129	104	58	99	103	137	102	87	92	98	105	138	64	97	127	113	146
NFL playoffs	Vert %	46	52	49	36	46	47	53	45	44	44	44	48	51	38	48	54	48	55
	Horz %	100	43	34	23	39	54	20	29	51	29	16	55	10	10	31	8	16	19
	Index	100	112	106	78	99	102	116	97	96	96	95	104	111	83	103	118	104	121
NHRA Drag Racing	Vert %	2	3	1	3	3	2	3	2	2	2	2	3	1	3	2	4	3	4
	Horz %	100	48	16	36	43	51	19	29	52	30	13	57	5	18	27	13	18	25
	Index	100	126	51	120	109	97	109	98	98	97	76	110	58	144	91	194	116	158
Olympics	Vert %	29	33	32	18	27	31	33	29	27	28	28	29	34	23	29	31	31	36
	Horz %	100	44	37	19	37	57	20	30	50	30	17	54	11	10	30	8	17	20
	Index	100	116	114	65	93	107	117	102	93	97	97	103	121	79	101	108	109	126
PBA (pro bowling)	Vert %	2	4	1	1	2	3	2	3	2	2	2	2	1	2	1	4	3	5
	Horz %	100	70	18	12	28	62	18	44	38	24	18	58	3	12	15	14	20	37
	Index	100	184	55	41	72	117	104	151	71	77	105	112	27	99	51	207	132	231
PGA TOUR (men's golf)	Vert %	17	23	18	10	17	18	21	20	15	18	16	18	22	14	15	21	22	25
	Horz %	100	50	34	17	38	55	21	34	45	31	16	53	12	10	26	8	19	23
	Index	100	130	106	55	96	104	122	116	84	102	92	102	124	79	86	122	126	145
Pro billiards	Vert %	2	3	1	2	2	2	2	2	2	2	2	2	1	2	2	4	2	4
	Horz %	100	50	14	36	34	59	17	33	50	23	14	63	2	14	29	14	14	28
	Index	100	131	43	121	85	111	97	113	94	75	82	121	23	116	96	199	93	177
Pro boxing	Vert %	5	5	4	5	4	4	5	5	4	5	5	4	4	6	3	6	6	6
	Horz %	100	44	26	30	39	50	20	32	49	37	18	46	9	16	22	10	19	20
	Index	100	116	80	102	98	95	112	108	92	119	104	87	97	130	73	141	122	124
Pro Bull Riding (PBR)	Vert %	3	4	2	3	2	3	4	3	3	3	3	3	3	4	2	4	4	5
	Horz %	100	51	19	31	28	59	22	32	46	36	15	49	10	16	18	11	20	25
	Index	100	133	59	102	71	112	124	110	87	119	87	93	108	132	60	152	130	155

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Sports watched on broadcast TV networks past 12 months (ctd)																				
Pro rodeo	Vert %	2	3	1	1		1	2	3	2	1	2	2	2	2	2	1	4	3	3
	Horz %	100	65	13	23		29	61	30	26	44	37	15	47	13	17	16	16	25	33
	Index	100	170	39	76		74	115	172	87	83	122	89	90	137	140	54	225	161	206
Stanley Cup playoffs	Vert %	12	13	13	8		11	13	17	11	10	9	12	13	17	5	11	17	10	17
	Horz %	100	44	36	20		36	58	26	28	46	24	18	58	14	6	30	10	13	23
	Index	100	117	112	66		91	109	151	95	86	79	106	111	145	46	99	144	87	146
Sunday Night Football	Vert %	42	47	44	34		42	42	49	41	40	40	40	44	47	34	43	51	43	51
	Horz %	100	42	34	24		40	53	20	29	51	29	16	55	10	10	31	8	16	19
	Index	100	110	105	81		100	101	117	98	96	95	95	104	113	81	102	120	101	121
Super Bowl	Vert %	55	61	57	45		54	57	62	55	53	53	55	57	60	47	56	61	57	67
	Horz %	100	42	33	25		39	54	19	29	52	29	17	54	10	10	30	8	16	19
	Index	100	111	104	82		97	103	111	99	97	95	100	103	109	84	101	111	103	121
Supercross/Motocross	Vert %	2	2	1	2		2	2	2	2	2	2	1	2	1	2	1	3	2	3
	Horz %	100	42	22	36		36	59	24	30	46	30	11	58	8	15	23	14	14	25
	Index	100	110	69	121		91	111	137	104	86	98	67	112	85	121	76	200	88	155
Tournament poker	Vert %	4	5	3	3		3	4	5	3	3	3	3	4	4	3	4	7	4	5
	Horz %	100	48	30	21		29	63	23	28	49	28	13	59	10	9	33	13	19	24
	Index	100	127	94	72		72	119	132	94	93	92	75	113	109	74	110	183	126	150
Virginia Cavaliers basketball	Vert %	4	5	3	3		4	4	5	4	3	4	4	4	4	5	3	7	5	5
	Horz %	100	52	28	20		42	50	24	28	48	34	17	49	11	15	23	13	19	23
	Index	100	136	87	68		105	95	140	96	89	112	99	93	116	126	76	193	127	144
Virginia Cavaliers football	Vert %	5	8	5	3		5	5	7	6	4	5	6	5	7	3	4	9	7	8
	Horz %	100	56	28	17		39	55	25	33	43	31	19	50	12	8	24	12	20	25
	Index	100	146	86	56		97	103	142	111	80	101	108	96	127	64	81	171	131	156
Washington Capitals	Vert %	14	17	16	8		13	15	19	12	13	11	14	15	18	8	15	19	13	20
	Horz %	100	46	37	17		37	58	24	26	49	24	17	58	12	7	32	10	14	24
	Index	100	120	115	58		93	109	140	90	93	80	101	112	134	59	106	142	92	148
Washington Nationals	Vert %	13	19	13	7		15	13	19	13	12	14	12	14	20	10	12	19	16	22
	Horz %	100	54	31	15		44	51	25	29	46	32	16	53	14	9	28	10	19	26
	Index	100	142	98	49		111	97	146	98	86	103	91	101	146	77	92	140	122	166
Washington Redskins	Vert %	43	50	46	31		44	44	50	43	41	44	41	43	49	39	41	52	49	52
	Horz %	100	44	35	21		40	53	20	29	51	31	16	52	11	11	29	8	17	19
	Index	100	116	108	72		101	101	116	100	95	102	96	100	114	91	96	122	113	121
Washington Wizards	Vert %	10	13	9	8		11	10	10	10	10	9	10	11	8	11	10	13	10	16
	Horz %	100	49	29	22		42	51	17	30	53	28	17	55	8	13	29	9	15	25
	Index	100	128	91	74		106	97	99	101	100	90	101	106	80	104	98	129	98	154
Women's tennis (WTA)	Vert %	11	14	10	8		12	10	13	12	9	11	12	10	13	10	9	13	13	14
	Horz %	100	47	30	23		42	50	21	33	46	32	19	50	11	11	24	8	18	20
	Index	100	124	93	77		107	95	123	112	86	104	109	95	119	92	81	116	115	126
World Series	Vert %	26	33	29	16		28	26	35	27	23	27	26	26	36	21	24	32	32	34
	Horz %	100	47	35	18		41	52	23	31	46	32	17	52	13	10	27	8	19	21
	Index	100	123	110	60		104	99	134	104	87	104	97	99	138	79	90	120	121	130
WWE (pro wrestling)	Vert %	4	5	2	4		4	4	3	4	4	4	4	4	3	5	4	4	6	6
	Horz %	100	53	18	29		36	54	14	27	59	34	18	48	7	15	29	6	23	23
	Index	100	139	57	96		90	103	80	92	111	112	103	92	75	125	96	91	148	144

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
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Total	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Vert %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Horz %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Proj (000)		4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Household connected to satellite dish																			
Yes	Vert %	25	26	23	28	24	27	23	24	27	26	22	26	25	29	28	22	26	26
	Horz %	100	38	29	33	38	55	16	27	57	32	15	54	9	14	33	6	16	17
	Index	100	101	90	110	96	104	91	93	107	103	87	103	97	114	109	87	102	104
No	Vert %	75	74	77	72	76	74	77	76	73	74	78	74	75	71	72	78	74	74
	Horz %	100	38	33	29	40	52	18	30	52	30	18	52	9	12	29	7	15	16
	Index	100	100	104	97	101	99	103	102	98	99	104	99	101	95	97	104	99	99
Household subscribes to cable																			
Yes	Vert %	74	74	76	72	76	73	79	77	71	76	74	73	78	74	70	78	75	74
	Horz %	100	38	33	29	41	52	18	31	51	32	17	52	10	12	28	7	15	16
	Index	100	100	103	98	103	98	106	104	96	103	100	98	106	100	94	105	101	100
No	Vert %	26	26	24	28	24	27	22	23	29	24	26	27	22	26	30	22	26	26
	Horz %	100	38	30	32	37	55	15	26	60	28	17	55	8	12	35	6	15	16
	Index	100	101	93	107	92	104	83	88	112	92	101	104	84	99	117	84	98	100
Household owns DVR (digital video recorder)																			
Yes	Vert %	41	42	45	36	39	43	44	38	42	36	42	44	45	33	46	42	39	45
	Horz %	100	39	35	26	38	56	19	27	54	27	18	56	10	10	33	7	14	17
	Index	100	103	109	87	94	105	108	92	102	88	103	106	109	80	111	102	94	109
No	Vert %	59	58	55	64	61	57	56	62	58	64	58	56	55	67	54	58	61	55
	Horz %	100	37	30	33	41	51	17	31	53	33	17	50	9	14	28	7	16	15
	Index	100	98	94	109	104	96	95	105	99	109	98	96	94	114	92	98	104	94
Type of cable service household subscribes to																			
Digital cable	Vert %	57	57	60	54	58	56	53	54	60	55	61	57	56	59	59	49	56	55
	Horz %	100	38	34	28	41	52	16	28	56	30	18	52	9	13	31	6	15	16
	Index	100	99	105	95	102	99	93	95	105	96	107	100	98	104	104	87	99	97
Non-digital with premium channels	Vert %	5	5	5	4	5	5	8	6	3	5	4	5	6	3	3	10	4	7
	Horz %	100	42	31	27	40	53	31	38	31	35	13	52	12	7	18	15	14	22
	Index	100	111	96	90	102	100	177	131	58	113	79	100	131	56	59	218	93	138
Non-digital without premium channels	Vert %	13	12	12	14	13	12	17	17	9	16	9	11	16	13	8	19	14	12
	Horz %	100	37	30	33	42	51	24	40	36	40	13	48	12	12	18	10	17	16
	Index	100	97	92	112	107	97	137	136	68	130	74	91	131	101	60	149	113	97

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Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Websites visited past 30 days																				
National Websites (Geotargeted)	Vert %	57	60	65	44		56	59	70	52	55	45	57	64	73	38	64	65	50	69
	Horz %	100	40	37	23		39	54	21	27	52	24	17	59	12	8	34	8	14	19
	Index	100	106	114	77		99	103	123	91	97	79	100	112	128	66	112	114	88	122
Local DC Media Websites	Vert %	44	49	48	33		43	46	59	41	41	33	49	49	58	24	47	59	39	57
	Horz %	100	42	35	23		39	55	24	27	50	23	19	58	12	7	32	9	14	20
	Index	100	111	110	76		98	104	135	92	93	76	110	111	132	55	106	133	88	128
Search Advertising	Vert %	73	74	80	63		72	73	84	66	72	57	74	81	87	48	82	81	63	83
	Horz %	100	39	35	26		39	53	20	27	53	24	17	59	11	8	34	8	13	18
	Index	100	102	110	87		99	101	116	91	99	78	102	112	120	66	113	111	87	115
Social Networking Sites	Vert %	48	43	53	48		46	49	51	41	50	32	49	56	47	29	59	54	32	51
	Horz %	100	34	36	30		39	54	19	25	56	21	18	62	9	8	37	8	10	17
	Index	100	90	111	101		98	102	107	86	106	67	104	118	100	62	124	114	67	108
Video Sites	Vert %	47	45	52	45		47	47	55	42	48	32	49	56	55	27	56	54	34	53
	Horz %	100	36	35	28		40	53	20	26	54	21	18	62	11	7	36	8	11	18
	Index	100	96	110	95		100	100	117	89	101	68	103	118	115	57	119	115	71	113
Local DC Media Websites visited past 30 days																				
DC50TV.com	Vert %	1	2	1	1		1	2	1	1	1	1	1	2	1	1	2	1	1	3
	Horz %	100	47	30	24		29	65	14	30	57	16	11	74	6	5	47	5	7	32
	Index	100	123	93	79		72	123	80	101	106	52	62	141	64	43	156	66	44	202
Fredericksburg.com - the Fredericksburg Free Lance-Star site	Vert %	3	3	3	2		2	3	5	3	2	2	2	3	4	1	2	6	2	4
	Horz %	100	45	35	20		25	68	33	32	35	24	12	64	15	4	24	17	14	25
	Index	100	119	110	66		63	128	191	109	65	78	68	123	160	31	80	241	94	154
My20DC.com	Vert %	1	2	1	1		1	1	2	1	2	1	1	2	2	1	2	2	1	2
	Horz %	100	43	30	28		39	55	20	23	56	25	13	62	10	11	36	8	11	25
	Index	100	113	92	92		98	103	116	80	106	82	77	118	111	92	121	109	73	160
MyFoxDC.com	Vert %	12	12	13	10		11	13	13	10	13	9	14	13	12	10	14	15	9	14
	Horz %	100	38	36	26		37	58	19	24	57	22	20	58	9	10	34	9	11	18
	Index	100	100	113	86		94	109	108	83	107	72	116	111	99	80	113	126	74	114
NBCWashington.com	Vert %	11	14	11	8		10	12	17	10	10	9	10	13	17	6	12	16	10	18
	Horz %	100	47	32	21		36	58	26	26	48	25	16	60	14	7	33	10	13	26
	Index	100	124	98	72		91	110	151	88	90	81	91	114	149	56	109	147	86	163
News8.net	Vert %	2	3	3	1		2	2	3	2	2	2	3	2	3	3	2	4	1	4
	Horz %	100	44	38	18		41	51	23	20	58	28	25	47	11	16	24	11	9	26
	Index	100	117	117	61		104	97	130	67	109	92	145	90	113	133	80	164	59	161
The Washington Post online/WashingtonPost.com	Vert %	30	33	35	20		30	30	45	27	26	22	32	33	42	14	31	46	25	39
	Horz %	100	42	38	20		40	53	27	27	47	23	19	59	13	6	31	11	13	21
	Index	100	111	117	67		101	101	152	91	88	74	109	112	142	46	104	156	85	130
WashingtonTimes.com	Vert %	6	7	6	4		5	6	9	5	5	3	4	8	8	1	7	12	3	12
	Horz %	100	48	33	18		38	58	29	25	47	17	13	70	12	2	38	15	9	33
	Index	100	127	104	61		95	110	164	84	88	55	74	135	132	19	125	219	56	205

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Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752	752
Websites visited past 30 days (ctd)																				
WETA.org	Vert %	5	6	5	4	6	5	10	5	4	5	4	5	10	3	4	10	6	6	6
	Horz %	100	45	29	26	45	50	33	29	38	31	14	55	17	7	25	13	18	20	20
	Index	100	119	91	86	114	94	191	97	72	102	82	105	188	54	82	193	118	124	124
WJLA.com	Vert %	6	7	7	5	7	6	8	6	6	5	7	7	7	5	7	9	6	9	9
	Horz %	100	44	35	21	41	52	20	27	53	24	19	57	10	9	34	10	15	22	22
	Index	100	116	109	70	102	99	117	92	99	79	109	110	110	75	112	137	95	136	136
WUSA9.com	Vert %	7	8	9	5	8	7	10	7	7	6	9	8	11	4	8	8	7	9	9
	Horz %	100	41	38	22	42	49	22	28	50	23	20	57	13	7	32	8	14	20	20
	Index	100	107	118	72	106	94	128	95	93	75	116	109	142	55	107	109	88	124	124
Any Broadcast TV Website	Vert %	31	33	32	26	29	32	39	28	29	23	32	34	39	18	34	37	27	36	36
	Horz %	100	41	34	26	38	56	22	27	51	23	18	59	12	7	33	8	14	19	19
	Index	100	107	105	85	96	105	127	91	96	76	104	112	127	60	111	122	90	118	118
Any Newspaper Website	Vert %	37	40	42	26	36	37	53	35	32	27	39	41	51	17	38	54	32	48	48
	Horz %	100	42	37	21	40	54	25	28	47	23	18	59	13	6	32	10	13	21	21
	Index	100	110	115	71	100	102	145	95	88	74	106	114	139	47	105	147	86	130	130
Any Radio Station Website	Vert %	18	19	19	15	17	19	23	16	17	13	17	21	20	11	20	24	16	21	21
	Horz %	100	41	35	25	39	56	22	27	51	22	16	61	11	8	33	9	14	19	19
	Index	100	107	109	82	98	106	127	91	96	73	96	117	115	63	111	133	90	117	117
National Internet sites visited past 30 days																				
ABCNews.com	Vert %	6	8	6	3	6	6	9	6	5	6	6	6	11	4	6	5	7	8	8
	Horz %	100	49	34	17	41	55	26	27	47	30	17	53	18	8	29	6	19	23	23
	Index	100	129	105	58	102	105	146	93	88	97	99	102	190	67	97	88	123	141	141
AOL	Vert %	14	17	14	10	13	15	19	14	12	13	13	15	19	11	14	18	15	20	20
	Horz %	100	46	32	22	37	55	24	29	47	29	15	56	13	9	30	9	16	23	23
	Index	100	121	99	74	93	105	137	101	88	93	90	107	139	76	100	130	107	145	145
CBSNews.com	Vert %	4	6	4	2	4	4	6	4	3	4	4	4	6	3	4	5	5	8	8
	Horz %	100	57	29	14	37	56	24	31	45	28	18	54	14	8	25	8	18	31	31
	Index	100	151	89	47	93	106	137	107	84	90	108	103	148	64	85	114	117	192	192
CNN.com	Vert %	15	16	20	10	16	15	23	14	14	11	17	17	22	6	16	23	12	17	17
	Horz %	100	39	41	20	41	53	27	26	47	22	19	60	14	5	31	11	12	18	18
	Index	100	103	129	65	104	101	154	89	89	70	111	114	146	38	105	153	81	114	114
ESPN.com	Vert %	15	16	17	12	14	16	23	13	14	11	15	18	20	7	17	26	13	20	20
	Horz %	100	41	36	23	36	57	26	25	49	22	16	62	12	6	33	12	13	21	21
	Index	100	108	111	78	91	108	149	85	92	72	96	118	130	47	111	168	85	133	133
FOXNews.com	Vert %	15	17	16	10	13	16	18	12	15	11	12	17	19	10	18	17	13	22	22
	Horz %	100	44	35	21	36	59	22	24	54	23	14	63	12	9	37	8	13	24	24
	Index	100	116	110	69	92	112	125	81	102	76	83	120	133	70	123	120	87	150	150
FOXSports.com	Vert %	6	7	4	5	5	7	8	4	6	4	5	7	6	4	6	9	5	10	10
	Horz %	100	50	24	27	34	61	24	23	53	22	15	63	11	10	34	11	13	29	29
	Index	100	131	74	89	86	116	139	79	99	73	87	120	113	78	113	165	85	183	183
MSNBC.com	Vert %	10	11	14	5	10	10	14	10	8	7	11	11	13	5	9	12	8	12	12
	Horz %	100	41	45	14	41	54	24	31	45	22	20	58	13	6	29	8	13	19	19
	Index	100	108	140	47	104	103	139	106	84	72	114	112	136	49	96	119	83	122	122

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Social Networking sites visited past 30 days																			
Facebook	Vert %	44	38	49	47	43	45	45	38	47	30	45	52	41	29	54	51	28	45
	Horz %	100	33	36	32	39	53	18	26	57	21	17	62	9	8	37	8	10	16
	Index	100	86	111	106	99	101	102	87	106	67	102	119	94	65	123	115	64	103
LinkedIn	Vert %	10	10	12	8	10	10	16	8	9	7	11	11	16	3	11	13	8	10
	Horz %	100	39	38	24	40	53	29	23	48	23	19	59	16	4	35	9	13	17
	Index	100	101	118	79	102	100	166	79	90	73	110	112	167	32	115	137	85	107
MySpace	Vert %	6	3	6	11	7	5	4	6	8	4	8	8	3	4	9	5	2	4
	Horz %	100	18	30	52	45	42	11	25	64	17	20	62	5	8	40	6	4	10
	Index	100	48	92	175	112	80	63	86	120	56	119	119	50	63	134	79	28	65
Twitter	Vert %	7	4	9	7	8	5	8	6	6	4	5	8	9	3	8	7	4	5
	Horz %	100	24	46	30	49	42	20	28	52	19	13	67	12	5	39	7	9	11
	Index	100	64	143	100	123	80	117	95	97	62	79	129	131	39	130	106	58	69
Video sites visited past 30 days																			
Hulu	Vert %	9	9	10	7	9	9	9	7	10	4	9	11	8	5	12	11	5	10
	Horz %	100	38	38	25	41	52	18	24	58	16	18	67	8	6	40	8	8	19
	Index	100	99	118	82	102	99	103	82	109	51	103	128	86	52	132	121	53	119
YouTube	Vert %	35	32	39	34	35	35	43	31	35	25	35	41	43	21	41	42	26	36
	Horz %	100	35	36	29	40	52	21	26	53	22	17	61	11	7	35	8	11	16
	Index	100	92	112	97	101	99	123	88	99	72	100	117	123	61	117	120	74	103
HHL D owns computer (HHL D)																			
Yes	Vert %	87	88	91	80	86	87	93	83	87	76	89	92	95	70	93	90	80	95
	Horz %	100	39	34	28	39	53	19	28	53	27	17	56	10	10	32	7	14	17
	Index	100	102	105	92	99	101	107	96	100	88	102	107	110	81	108	103	93	109
No	Vert %	13	12	9	20	14	13	7	17	13	24	11	8	5	30	7	10	20	6
	Horz %	100	34	21	45	41	50	9	38	54	55	15	30	4	27	15	5	23	7
	Index	100	90	65	150	104	95	52	128	100	180	86	58	38	224	51	78	148	41
Access Internet																			
Yes	Vert %	82	85	88	72	81	83	92	76	82	66	84	91	95	58	92	87	74	94
	Horz %	100	39	34	26	39	53	20	27	53	25	18	58	11	9	34	7	14	18
	Index	100	103	107	88	99	101	112	93	100	81	103	110	115	71	112	106	90	115
No	Vert %	18	15	12	28	19	17	8	24	18	34	16	10	5	42	8	13	26	6
	Horz %	100	32	21	47	42	50	8	39	53	58	15	28	3	28	14	5	22	5
	Index	100	84	67	156	105	95	45	134	100	188	87	53	29	232	45	73	144	33
Accessed Internet:Past 30 days																			
Yes	Vert %	82	84	88	71	81	83	92	75	82	66	84	90	94	58	92	87	73	93
	Horz %	100	39	35	26	39	53	20	27	53	25	18	58	11	9	34	7	14	18
	Index	100	103	108	88	99	101	112	92	100	80	103	110	116	71	112	106	90	115
No	Vert %	19	16	12	29	20	17	8	25	18	34	16	10	6	42	8	13	27	7
	Horz %	100	33	21	46	42	50	8	39	53	57	15	28	3	28	14	5	22	6
	Index	100	85	66	155	106	94	46	134	99	186	86	54	31	228	46	73	144	36

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Amount spent on purchases made on Internet past 12 months																			
Less than \$100	Vert %	6	6	4	7	6	6	5	6	6	3	7	7	4	3	7	5	3	8
	Horz %	100	38	24	38	40	55	14	30	56	15	21	65	7	6	37	6	9	22
	Index	100	99	76	128	101	105	81	102	105	49	120	124	74	47	124	93	57	137
\$100 - \$249	Vert %	10	10	10	12	9	11	10	10	11	6	10	13	9	6	13	11	7	13
	Horz %	100	36	30	34	37	56	16	28	55	18	17	65	8	7	37	7	10	20
	Index	100	95	93	114	92	106	94	96	104	58	100	125	88	57	122	106	65	123
\$250 - \$499	Vert %	12	12	13	10	11	12	12	12	12	7	13	14	13	4	15	8	9	14
	Horz %	100	39	36	26	37	56	17	29	53	17	19	64	11	4	38	5	12	19
	Index	100	101	111	87	93	107	99	100	100	57	111	122	113	31	128	69	78	121
\$500 - \$999	Vert %	16	17	19	11	17	15	18	15	15	9	16	20	18	4	20	17	11	21
	Horz %	100	41	39	20	42	50	20	28	52	17	17	66	11	3	38	7	11	21
	Index	100	107	122	67	106	94	113	97	97	57	100	125	114	26	127	106	71	132
\$1,000 - \$2,499	Vert %	13	13	19	8	14	14	20	12	12	10	12	16	22	4	16	17	10	17
	Horz %	100	37	45	18	41	55	27	26	47	22	15	63	15	3	37	9	11	20
	Index	100	98	139	60	104	104	152	90	88	72	86	121	167	26	123	128	72	124
\$2,500 or more	Vert %	10	11	12	8	10	11	16	9	9	8	12	12	18	3	11	13	11	11
	Horz %	100	40	36	23	37	55	27	26	48	22	20	58	16	3	33	9	16	17
	Index	100	106	113	78	93	104	153	88	89	72	119	110	169	25	109	125	105	106
Time spent on the Internet in an average week																			
None	Vert %	20	18	13	30	21	19	10	26	20	37	17	11	7	46	9	15	30	8
	Horz %	100	34	21	45	41	50	9	39	53	57	15	29	3	28	14	5	23	6
	Index	100	89	65	150	104	94	49	132	99	185	85	55	36	231	45	75	150	40
Less than 1 hour	Vert %	3	4	3	3	3	4	2	3	4	3	3	3	2	5	4	2	4	3
	Horz %	100	46	27	27	35	57	10	27	64	32	18	50	5	17	33	4	20	15
	Index	100	121	84	91	87	109	55	90	120	104	105	96	56	140	111	63	129	92
1 - 4 hours	Vert %	20	20	19	20	19	20	18	19	21	18	21	20	19	19	21	17	18	22
	Horz %	100	39	31	30	38	54	16	28	56	29	19	53	9	12	32	6	14	18
	Index	100	104	96	99	95	103	90	95	106	93	108	102	98	95	108	85	94	113
5 - 9 hours	Vert %	19	19	23	15	20	19	22	17	19	17	20	20	26	14	21	16	18	19
	Horz %	100	38	38	24	41	53	20	26	54	27	18	56	13	9	34	6	14	16
	Index	100	99	119	81	103	100	114	88	102	88	103	106	138	73	112	85	93	101
10 - 19 hours	Vert %	16	18	18	12	15	18	22	14	16	12	17	19	22	7	19	21	16	21
	Horz %	100	43	35	22	37	57	23	26	51	22	18	60	13	6	35	9	15	20
	Index	100	113	109	74	92	108	134	88	95	72	106	115	134	46	116	126	95	129
20 hours or more	Vert %	22	21	25	20	23	21	27	21	21	14	22	27	24	10	26	30	15	27
	Horz %	100	36	36	28	42	50	22	28	50	19	17	65	10	6	36	9	10	19
	Index	100	95	114	92	106	95	124	96	95	61	98	123	107	45	118	135	67	122

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Ways used Internet past 30 days																				
Auction site	Vert %	9	10	9	7		8	10	11	9	9	6	10	10	12	3	11	9	7	13
	Horz %	100	44	34	22		34	57	21	28	51	21	19	61	12	4	37	7	12	23
	Index	100	115	105	75		84	108	120	96	95	67	109	116	130	32	123	98	75	142
Automobile for sale listings	Vert %	10	10	10	10		9	11	10	8	11	7	12	11	10	7	13	10	8	12
	Horz %	100	38	32	30		35	56	17	23	60	21	21	58	9	8	38	7	12	19
	Index	100	100	98	101		89	106	98	79	112	68	123	111	99	69	127	96	75	116
Automobile information	Vert %	14	15	14	13		12	15	14	12	15	9	19	15	15	9	17	13	11	17
	Horz %	100	41	31	27		35	57	18	25	58	20	23	57	10	7	36	7	12	20
	Index	100	109	98	92		88	107	101	84	108	65	134	109	104	61	121	94	80	124
Blogs (read or contributed to)	Vert %	18	18	20	14		20	16	26	16	16	12	16	22	26	7	21	23	13	22
	Horz %	100	39	37	24		44	48	26	26	48	21	15	64	14	5	36	9	11	20
	Index	100	103	114	81		111	91	149	88	90	67	89	123	148	38	119	133	73	127
Cable TV network site	Vert %	8	7	10	8		9	8	10	6	9	5	6	10	11	3	11	9	5	9
	Horz %	100	33	39	28		44	52	22	22	56	19	14	67	12	4	42	8	9	18
	Index	100	88	120	94		110	99	124	77	105	62	79	129	132	35	140	114	56	111
Casino-type games (blackjack, poker, etc.)	Vert %	2	3	2	2		2	3	2	1	3	1	3	3	2	1	4	2	2	3
	Horz %	100	44	28	28		31	65	17	14	70	18	21	61	9	7	46	6	9	21
	Index	100	115	88	94		79	123	95	48	130	58	123	117	96	53	153	88	62	134
Consumer reviews (products, services, etc.)	Vert %	19	21	22	13		19	20	33	16	16	15	19	21	32	8	19	31	18	22
	Horz %	100	43	37	20		39	55	30	25	45	24	18	58	16	5	31	11	15	19
	Index	100	112	116	67		99	104	175	84	85	78	104	112	171	44	103	164	95	118
Coupons	Vert %	17	17	24	11		18	17	19	18	16	12	18	20	20	8	20	17	12	20
	Horz %	100	37	44	19		42	51	19	31	51	21	18	61	11	6	34	7	10	19
	Index	100	97	139	62		105	97	108	104	95	68	105	117	117	45	114	102	67	117
E-mail	Vert %	79	82	87	68		79	80	90	74	79	63	81	88	93	54	89	86	71	92
	Horz %	100	39	35	26		39	53	20	27	53	24	18	58	11	8	34	7	14	19
	Index	100	103	109	86		99	101	114	93	99	79	102	111	117	68	113	108	89	116
Fantasy sports	Vert %	3	4	4	2		3	3	6	3	3	2	3	4	4	0	3	8	2	6
	Horz %	100	44	37	19		38	52	33	25	42	16	18	66	11	1	30	18	8	28
	Index	100	115	116	63		97	99	190	86	79	51	105	127	122	12	99	259	52	177
Financial information/services	Vert %	20	22	23	13		19	20	33	18	16	14	21	23	30	7	20	34	16	29
	Horz %	100	43	38	19		38	55	29	27	45	22	18	60	14	4	30	12	12	23
	Index	100	113	118	64		95	104	167	90	83	70	108	115	155	33	100	174	81	146
Find a business address or phone number	Vert %	32	32	39	24		32	33	45	29	30	22	34	37	43	12	36	44	27	35
	Horz %	100	39	39	22		39	54	24	26	49	21	18	61	13	5	34	9	13	18
	Index	100	101	123	74		99	103	140	90	92	69	107	116	136	39	112	137	83	111
Instant messaging	Vert %	23	19	25	26		24	22	23	20	24	15	22	28	22	14	29	24	13	24
	Horz %	100	31	35	34		42	50	18	26	56	20	16	64	9	7	38	7	8	16
	Index	100	82	109	114		105	96	101	89	105	64	95	123	97	59	128	105	55	103
Job/employment search	Vert %	18	16	20	19		19	18	17	16	20	9	17	24	13	9	25	23	9	23
	Horz %	100	33	35	32		41	52	17	26	58	16	16	69	7	6	42	9	7	20
	Index	100	87	110	105		102	98	95	87	109	52	91	131	72	50	139	125	48	127
Listen to Internet radio (Live365, Pandora, etc.)	Vert %	14	13	17	13		15	14	16	12	15	7	15	18	13	5	19	18	8	15
	Horz %	100	35	38	28		42	52	19	24	56	16	18	66	8	4	40	9	9	18
	Index	100	91	118	93		105	98	111	83	106	51	107	127	91	36	135	129	60	110

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752	752
Ways used Internet past 30 days (ctd)																				
Listen to radio	Vert %	22	20	26	20	23	21	24	19	23	13	23	27	22	11	28	25	15	24	24
	Horz %	100	35	39	27	42	51	19	26	55	18	18	64	9	6	38	8	10	17	17
	Index	100	91	120	90	107	97	108	88	104	60	106	121	99	50	127	112	68	108	108
Local news	Vert %	28	31	34	19	29	29	46	26	24	20	28	34	44	11	30	44	22	39	39
	Horz %	100	42	38	20	40	54	28	26	46	22	17	62	15	5	31	11	12	22	22
	Index	100	109	118	68	101	102	161	90	86	71	98	118	156	38	104	156	78	139	139
Local/community events	Vert %	13	13	17	7	14	12	17	12	11	8	13	15	17	4	14	17	10	14	14
	Horz %	100	39	45	17	44	49	23	28	48	20	18	62	12	4	34	9	13	17	17
	Index	100	102	139	55	111	94	134	97	91	65	106	119	132	31	114	137	81	109	109
Medical services/information	Vert %	16	19	18	11	16	16	23	15	14	14	18	17	26	9	16	19	17	21	21
	Horz %	100	45	36	20	40	53	25	28	47	26	18	56	15	7	30	8	16	20	20
	Index	100	117	112	65	100	101	143	95	89	84	108	107	161	56	101	118	105	127	127
Movie listings	Vert %	25	22	33	19	25	25	30	21	25	16	25	30	27	13	30	31	16	24	24
	Horz %	100	33	43	24	40	53	21	25	54	20	17	63	10	7	36	9	10	16	16
	Index	100	87	135	79	100	100	120	86	101	65	102	120	109	55	121	126	64	98	98
Music (listen or download - iTunes, Napster, etc.)	Vert %	26	21	31	27	26	25	32	24	25	16	28	31	28	14	30	34	14	24	24
	Horz %	100	31	38	31	40	51	21	27	52	19	19	63	10	7	34	9	8	15	15
	Index	100	81	118	104	101	97	123	91	97	62	108	120	107	53	115	131	55	93	93
National news	Vert %	35	40	41	22	33	37	62	27	30	28	36	39	60	17	36	58	34	44	44
	Horz %	100	43	38	19	38	56	31	23	46	25	17	58	16	6	31	12	15	20	20
	Index	100	114	118	63	95	106	178	77	87	80	102	111	173	49	102	167	97	127	127
Pay bills	Vert %	45	44	53	37	46	45	54	40	45	30	48	53	52	23	53	53	34	51	51
	Horz %	100	37	38	25	40	53	21	26	53	21	18	61	11	6	36	8	12	18	18
	Index	100	98	118	83	102	101	119	89	100	67	107	117	116	50	119	118	77	113	113
Personal ads/dating	Vert %	3	2	4	4	3	3	3	3	3	1	3	4	2	1	4	4	2	3	3
	Horz %	100	27	37	36	41	50	16	29	55	13	17	70	6	3	41	9	7	16	16
	Index	100	71	115	121	104	95	92	100	103	41	101	135	64	22	136	135	46	99	99
Photo processing (Kodak Gallery, Snapfish, etc.)	Vert %	9	7	11	9	9	9	12	9	8	6	8	11	12	4	10	12	6	8	8
	Horz %	100	32	39	29	40	53	23	29	48	21	16	63	12	5	34	9	10	15	15
	Index	100	83	123	97	99	101	129	100	90	69	92	121	130	45	114	136	68	95	95
Podcasts (watch, listen, or download)	Vert %	7	7	8	5	7	6	11	5	6	4	7	8	10	1	8	12	5	9	9
	Horz %	100	39	37	24	42	51	28	24	48	18	17	65	14	2	34	12	11	22	22
	Index	100	103	114	81	105	97	162	83	89	60	99	124	148	17	115	178	70	136	136
Real estate listings - for rent	Vert %	5	5	6	5	4	6	6	5	5	3	7	6	3	4	6	8	4	6	6
	Horz %	100	37	33	30	30	64	19	27	54	17	22	62	6	8	34	11	12	16	16
	Index	100	97	103	101	75	121	108	92	102	54	127	118	61	65	114	159	78	102	102
Sports scores/updates	Vert %	25	28	26	19	23	26	36	22	23	18	23	29	34	13	27	37	21	34	34
	Horz %	100	43	34	23	37	56	26	26	49	22	16	62	13	6	33	10	13	22	22
	Index	100	112	107	78	93	106	147	88	91	73	92	119	138	52	110	151	85	138	138
Take college courses	Vert %	4	2	5	5	5	3	4	4	4	2	4	5	2	2	5	6	2	3	3
	Horz %	100	24	38	38	46	47	16	29	55	12	20	68	5	5	38	10	7	11	11
	Index	100	63	118	128	117	88	91	99	103	40	115	130	53	43	128	149	45	71	71
Traffic	Vert %	16	16	17	13	17	15	22	14	14	10	14	19	22	7	18	21	11	21	21
	Horz %	100	39	36	25	43	52	25	26	49	21	16	64	13	5	35	10	11	21	21
	Index	100	104	112	83	107	98	144	87	93	67	91	122	142	43	115	137	69	133	133

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Ways used Internet past 30 days (ctd)																			
Travel reservations (airline, hotel, auto rental, etc.)	Vert %	29	32	37	18	30	30	41	26	27	21	34	33	41	12	32	39	26	36
	Horz %	100	42	40	18	41	54	25	26	49	22	20	59	13	5	33	9	13	19
	Index	100	110	126	60	103	102	141	90	92	71	115	112	139	41	109	133	88	122
Video games (play or download)	Vert %	10	9	11	9	9	10	10	9	10	6	10	12	9	6	13	11	6	12
	Horz %	100	36	36	29	37	56	18	26	57	20	17	63	9	7	39	8	9	20
	Index	100	93	111	97	94	107	101	88	106	64	99	121	92	60	130	115	57	128
Weather	Vert %	54	56	62	44	54	55	68	48	53	40	56	62	70	33	62	62	45	63
	Horz %	100	39	36	24	39	54	22	26	52	23	18	59	12	7	34	8	13	19
	Index	100	103	114	81	99	102	125	88	98	74	104	114	128	60	114	115	83	116

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Combined Radio Format of 1st Preference																				
Newstalk	Vert %	14	16	16	9		13	14	19	15	11	15	15	13	21	11	12	15	16	16
	Horz %	100	43	38	19		37	55	24	32	44	33	18	49	14	9	25	8	18	18
	Index	100	113	119	62		93	103	137	109	83	107	107	94	155	77	84	112	116	115
Sports	Vert %	4	4	5	3		4	4	5	4	4	3	4	4	3	3	4	6	3	4
	Horz %	100	39	41	21		42	51	21	28	51	25	17	57	8	10	28	11	12	16
	Index	100	101	128	68		107	97	120	97	95	82	102	110	84	80	94	155	77	100
Urban	Vert %	12	13	11	13		14	11	12	11	13	11	13	13	9	12	14	16	10	15
	Horz %	100	40	27	33		44	49	17	26	58	26	17	56	7	11	33	9	13	19
	Index	100	105	85	109		110	92	95	89	108	86	102	108	74	94	111	131	84	122
Adult Contemporary, Country and Rock	Vert %	18	14	21	20		18	19	12	17	21	13	16	22	11	16	24	14	11	18
	Horz %	100	30	36	34		39	55	12	27	62	22	16	63	6	11	40	5	9	16
	Index	100	79	114	112		98	105	66	91	116	70	91	121	60	86	135	78	62	102
Hispanic	Vert %	4	2	2	7		3	3	2	4	4	5	2	3	1	7	3	2	2	1
	Horz %	100	19	18	63		36	51	8	32	60	40	11	48	4	23	30	5	10	6
	Index	100	50	57	210		91	96	46	108	113	132	66	93	38	191	99	66	65	37
Radio Station of 1st Preference (Format)																				
WASH-FM (AC)	Vert %	3	3	3	3		3	3	2	4	3	3	3	3	3	4	3	2	4	2
	Horz %	100	34	35	31		43	50	13	33	54	33	16	51	8	16	29	4	20	11
	Index	100	89	109	105		109	94	76	113	101	109	93	97	88	134	97	55	131	67
WBIG-FM (Classic Hits)	Vert %	2	2	2	2		2	2	2	2	2	2	2	2	2	2	2	1	2	2
	Horz %	100	42	31	27		51	43	14	31	54	34	22	44	9	16	24	4	19	17
	Index	100	111	97	89		128	81	82	107	102	112	128	84	100	129	81	53	123	104
WHUR-FM (Urban AC)	Vert %	4	5	3	4		4	4	5	4	4	4	4	4	4	4	4	6	5	6
	Horz %	100	49	25	26		41	54	21	31	48	30	15	56	10	11	26	10	18	22
	Index	100	128	79	87		102	103	121	106	90	96	87	106	102	91	87	141	118	138
WIHT-FM (Contemporary Hit Radio)	Vert %	5	3	6	6		4	5	2	3	6	2	4	7	2	3	8	3	1	5
	Horz %	100	21	41	37		37	59	9	21	70	14	14	73	4	8	51	5	2	17
	Index	100	56	128	125		93	112	51	72	131	45	79	139	45	65	171	68	14	106
WJFK-FM (Sports)	Vert %	2	2	3	1		2	2	2	2	2	2	2	2	2	2	2	2	1	2
	Horz %	100	31	51	18		35	62	14	25	61	23	14	63	7	10	37	7	9	16
	Index	100	82	160	60		87	118	78	87	114	76	80	121	76	86	123	95	55	100
WKYS-FM (Urban Contemporary)	Vert %	3	2	2	4		3	2	1	2	4	1	3	4	1	2	5	2	1	3
	Horz %	100	31	25	44		45	40	8	20	72	13	21	67	3	7	48	5	7	16
	Index	100	81	78	147		112	75	44	69	135	41	121	128	31	60	161	70	43	103
WLZL-FM (Hispanic/Tropical)	Vert %	3	1	2	5		2	2	1	3	3	4	2	2	0	6	3	1	2	1
	Horz %	100	17	20	64		38	47	3	29	68	42	12	46	1	26	33	2	9	6
	Index	100	44	61	213		96	89	20	99	127	138	71	87	13	216	110	33	57	35
WMAL-AM (Newstalk)	Vert %	4	5	4	2		3	4	6	3	3	4	4	3	6	4	3	5	5	5
	Horz %	100	53	35	12		33	59	27	26	46	37	17	46	16	14	21	10	22	22
	Index	100	139	108	42		84	112	157	90	87	122	98	88	168	116	72	138	145	136
WMMJ-FM (Urban Adult Contemporary)	Vert %	3	3	2	3		3	3	3	2	3	3	3	3	2	4	2	5	3	4
	Horz %	100	45	23	32		42	53	21	25	54	33	19	48	7	16	26	13	18	20
	Index	100	118	72	106		105	100	119	87	101	108	113	91	80	127	85	194	120	128

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Radio Station of 1st Preference (Format)																			
WMZQ-FM (Country)	Vert %	3	2	3	3	3	3	2	3	3	2	2	3	1	3	3	3	2	3
	Horz %	100	32	38	30	38	53	12	31	57	28	15	57	4	13	33	8	12	16
	Index	100	83	119	102	96	101	69	106	107	90	89	110	43	107	110	112	75	98
WPGC-FM (Urban Contemporary)	Vert %	3	2	3	3	3	2	2	2	3	3	3	3	2	3	3	3	1	3
	Horz %	100	31	37	32	50	46	14	26	60	29	16	56	7	12	37	8	6	18
	Index	100	81	116	106	126	87	82	87	113	94	91	106	71	99	122	111	39	111
WPRS-FM (Urban Inspirational)	Vert %	2	3	2	2	3	2	2	2	3	2	2	3	1	2	3	2	2	3
	Horz %	100	46	32	23	51	44	13	25	62	22	17	61	5	12	38	8	15	19
	Index	100	121	99	75	127	83	74	86	116	73	99	116	58	102	127	109	97	120
WRQX-FM (AC)	Vert %	2	2	2	3	3	2	2	2	3	2	3	2	2	2	3	2	1	2
	Horz %	100	33	33	34	44	47	16	19	65	23	23	55	9	11	36	6	7	17
	Index	100	86	104	114	110	90	93	63	123	73	134	105	100	92	118	85	48	104
WTEM-AM/WWXT-FM (Sports)	Vert %	2	2	2	1	2	1	3	2	1	2	2	2	2	1	1	4	2	2
	Horz %	100	47	30	23	51	39	29	32	39	28	22	51	9	9	19	15	16	16
	Index	100	123	93	78	128	74	167	108	74	90	127	97	93	74	62	221	101	99
WTOP-FM (News)	Vert %	10	11	13	7	10	10	13	12	8	10	11	10	15	7	9	11	11	11
	Horz %	100	40	40	21	38	53	23	34	44	31	19	50	14	8	26	7	16	17
	Index	100	105	123	69	97	100	131	115	82	102	110	96	150	63	88	103	105	108
WWDC-FM (Album-Oriented Rock)	Vert %	3	3	4	4	2	4	2	3	4	1	2	5	1	1	6	3	1	4
	Horz %	100	29	35	36	29	69	9	29	63	9	9	82	2	3	54	6	4	20
	Index	100	75	109	121	73	131	49	98	118	28	55	157	18	26	181	93	28	128

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Combined Print Categories (M-F)																			
Washington Post	Vert %	30	37	30	20	34	28	66	46	10	39	26	26	70	8	10	59	46	32
	Horz %	100	48	32	20	45	50	38	45	17	40	15	45	22	3	10	14	23	17
	Index	100	125	101	67	114	94	220	153	32	131	87	86	233	25	33	197	152	107
Other Local Daily Newspapers	Vert %	21	24	21	17	23	20	45	30	8	26	17	19	42	10	6	51	28	22
	Horz %	100	44	33	24	43	50	38	42	20	38	14	48	19	6	9	17	20	17
	Index	100	114	102	80	109	96	217	144	37	125	80	92	200	49	30	242	134	107
Local daily newspapers (M-F)																			
Express	Vert %	7	7	7	6	8	6	15	8	3	6	5	8	11	3	3	18	6	9
	Horz %	100	40	35	25	50	45	38	37	25	28	13	59	16	6	14	19	13	21
	Index	100	104	110	84	126	84	218	127	46	92	76	113	168	49	47	273	88	133
Frederick News-Post	Vert %	2	2	1	2	2	2	4	3	0	2	1	2	4	1	0	5	2	2
	Horz %	100	36	24	40	40	54	40	48	12	38	7	55	19	7	3	20	19	15
	Index	100	95	75	133	101	102	229	163	23	124	39	106	208	56	9	295	123	97
Fredericksburg Free Lance-Star	Vert %	2	2	2	1	2	2	5	3	1	3	1	2	5	1	0	5	3	2
	Horz %	100	47	38	15	32	63	42	44	14	43	11	46	21	4	7	17	24	18
	Index	100	124	119	49	80	120	242	151	26	141	63	88	229	34	22	250	154	114
News & Messenger (Potomac/Manassas)	Vert %	1	1	1	0	1	1	1	1	0	1	1	1	1	1	0	1	1	1
	Horz %	100	48	41	11	32	62	29	54	17	42	22	36	15	8	1	10	27	11
	Index	100	127	126	37	79	118	166	184	32	138	126	69	166	69	4	150	175	70
Washington Examiner	Vert %	4	4	4	3	4	3	10	5	1	4	3	3	9	1	1	12	3	5
	Horz %	100	44	33	23	44	50	51	37	12	36	16	48	22	3	6	23	15	22
	Index	100	116	102	77	112	95	293	126	23	118	93	91	239	26	20	335	95	139
Washington Times	Vert %	3	3	3	2	3	3	8	3	1	4	2	2	8	1	0	8	4	3
	Horz %	100	45	38	17	37	55	53	36	11	43	14	43	28	6	2	20	22	18
	Index	100	119	117	58	94	104	306	122	21	140	83	82	306	47	7	292	145	111
Other Daily Newspaper	Vert %	7	8	6	6	7	6	13	10	3	10	6	5	14	3	2	14	12	6
	Horz %	100	48	28	24	43	49	34	45	21	45	15	40	19	5	9	14	26	14
	Index	100	125	87	82	109	92	197	154	38	146	90	76	202	45	29	205	172	86
Any Daily Newspaper	Vert %	46	55	46	35	50	45	90	71	18	58	41	41	91	19	17	88	65	48
	Horz %	100	46	32	23	43	51	34	45	21	38	15	46	18	5	11	13	22	17
	Index	100	120	100	75	108	97	195	154	39	125	89	89	198	41	37	190	142	105

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Newspaper sections generally looked at/read (M-F)																				
Business/finance pages/section	Vert %	35	43	35	25		36	36	58	42	23	42	32	32	59	25	23	55	48	42
	Horz %	100	47	32	21		40	54	29	35	36	37	15	48	16	9	20	11	21	19
	Index	100	124	100	70		102	102	165	121	67	120	90	91	169	71	67	157	137	119
Classified advertising	Vert %	32	37	30	29		34	32	43	40	25	39	29	30	43	31	23	43	42	34
	Horz %	100	43	30	27		41	53	23	36	41	37	15	48	12	12	21	9	20	17
	Index	100	114	92	91		104	100	132	123	77	120	89	92	133	95	71	133	129	104
Comics	Vert %	37	44	36	30		39	36	53	47	27	45	32	34	56	30	26	49	48	42
	Horz %	100	45	31	24		42	52	25	37	38	37	15	48	14	10	21	9	20	18
	Index	100	117	98	80		105	98	142	126	72	122	85	92	152	80	71	131	129	114
Editorial/opinion pages	Vert %	33	41	33	23		34	33	57	41	21	42	29	29	58	24	20	54	48	38
	Horz %	100	48	32	21		41	53	30	37	33	39	15	46	16	9	18	11	23	18
	Index	100	126	99	68		104	101	172	125	62	127	88	88	175	73	60	164	147	114
Entertainment/lifestyle pages/section	Vert %	42	47	44	35		45	42	61	51	31	49	37	40	62	32	32	60	51	47
	Horz %	100	42	33	24		42	52	25	35	39	35	15	50	14	9	23	10	19	18
	Index	100	111	103	82		106	99	144	121	74	115	88	95	146	75	77	142	121	112
Fashion pages/section	Vert %	30	36	29	23		31	30	45	38	20	37	25	27	46	24	20	45	41	34
	Horz %	100	46	31	24		41	53	26	37	36	38	14	48	14	10	21	10	21	18
	Index	100	120	96	79		103	101	151	128	68	123	83	92	153	80	69	150	138	113
Food/cooking pages/section	Vert %	35	42	36	26		38	35	55	44	24	42	32	32	54	28	24	54	48	39
	Horz %	100	46	33	22		42	52	27	36	37	37	16	48	14	10	20	11	21	17
	Index	100	119	101	74		106	99	156	124	69	120	91	91	154	79	68	152	135	110
Home and garden pages/section	Vert %	32	38	33	25		34	32	51	41	21	39	29	29	52	25	21	49	44	35
	Horz %	100	45	32	23		42	52	28	37	35	38	15	47	15	9	19	11	21	17
	Index	100	118	101	76		106	99	158	128	66	122	89	90	161	77	64	153	135	108
International/national news	Vert %	38	45	37	29		38	38	63	46	25	46	34	34	65	27	25	59	50	42
	Horz %	100	45	31	23		40	54	29	36	35	37	16	47	16	9	20	11	21	18
	Index	100	119	98	78		101	102	169	122	65	121	91	90	172	72	65	158	134	112
Local news section	Vert %	53	62	54	41		56	52	76	66	39	63	49	49	78	46	37	71	69	59
	Horz %	100	44	33	23		42	52	25	37	39	37	16	48	14	11	21	9	20	18
	Index	100	116	102	77		105	98	143	125	72	119	92	92	147	87	69	134	130	111
Main news/front page section	Vert %	62	70	66	49		64	62	89	75	47	71	59	58	91	51	46	86	78	66
	Horz %	100	43	34	24		41	53	25	35	40	35	16	49	14	10	22	10	19	17
	Index	100	112	106	79		102	100	143	120	75	115	94	93	146	82	73	137	125	106
Movie listings and reviews	Vert %	34	40	33	27		35	34	51	42	24	40	28	32	51	26	24	51	44	38
	Horz %	100	45	31	24		41	52	27	37	37	36	14	50	14	9	22	11	20	18
	Index	100	118	97	81		104	99	152	125	69	118	82	95	152	76	72	152	131	111
Science and technology pages/section	Vert %	30	38	29	23		32	31	50	37	21	38	25	28	51	24	21	48	43	36
	Horz %	100	48	30	23		41	53	29	35	36	38	14	48	16	10	20	11	22	19
	Index	100	125	94	75		103	101	164	121	68	124	83	92	167	79	67	156	141	119
Sports pages/section	Vert %	39	47	39	30		40	39	57	47	29	47	36	35	57	34	27	55	52	43
	Horz %	100	45	32	23		40	53	25	36	39	37	16	47	14	11	21	10	21	18
	Index	100	119	100	76		101	101	145	121	73	120	92	91	146	88	69	142	134	110
TV or radio listings	Vert %	29	35	29	23		32	28	43	40	19	38	24	26	47	24	18	39	42	31
	Horz %	100	45	32	23		43	51	26	40	35	40	14	46	15	10	18	9	22	17
	Index	100	118	99	77		109	97	148	136	65	130	83	88	159	82	61	134	143	104

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Time spent traveling to work one way/outdoor/out-of-home																			
Less than 10 minutes	Vert %	8	8	8	7	10	7	6	8	9	9	8	8	7	12	8	5	9	7
	Horz %	100	38	34	27	50	44	14	28	58	33	17	50	8	18	29	5	17	14
	Index	100	101	107	91	127	83	81	95	109	109	97	96	86	147	96	68	114	87
10 - 19 minutes	Vert %	15	14	19	14	17	15	16	15	16	14	14	17	14	14	17	18	13	16
	Horz %	100	35	39	27	42	53	18	28	55	27	15	58	9	11	34	8	13	16
	Index	100	91	121	89	107	100	103	94	102	88	89	110	93	93	112	119	82	102
20 - 29 minutes	Vert %	12	12	14	9	12	11	14	10	12	10	15	11	15	8	13	10	11	12
	Horz %	100	39	39	22	40	51	21	24	55	28	22	50	12	9	33	6	15	16
	Index	100	103	121	73	100	97	120	82	104	90	131	96	127	73	110	89	96	100
30 - 59 minutes	Vert %	20	20	22	19	21	20	24	19	20	16	21	22	22	16	20	27	16	22
	Horz %	100	38	34	28	42	51	21	27	52	25	18	57	10	10	30	9	12	17
	Index	100	99	107	94	106	97	121	93	97	81	106	109	110	81	99	134	80	107
One hour or more	Vert %	9	9	10	9	9	9	8	8	10	8	10	10	9	7	11	8	7	10
	Horz %	100	38	34	28	39	51	16	26	58	26	18	56	9	9	35	7	12	18
	Index	100	99	106	95	99	96	93	87	110	83	108	107	98	73	117	94	77	113
Do not usually commute	Vert %	5	5	5	6	5	6	5	6	5	4	5	6	5	3	6	4	5	6
	Horz %	100	37	30	33	35	56	15	31	54	24	17	60	9	8	35	5	13	19
	Index	100	97	94	110	87	106	87	107	101	77	99	114	101	62	118	74	88	118
Not employed	Vert %	31	32	23	37	27	33	27	36	29	40	27	27	28	40	26	27	40	28
	Horz %	100	40	24	36	35	57	15	35	50	40	15	45	8	16	25	6	20	14
	Index	100	105	75	121	89	108	86	119	94	129	89	87	91	129	83	87	129	90
Mode of travel/outdoor/out-of-home (any purpose)																			
Bicycle	Vert %	5	6	4	6	6	5	7	5	5	5	7	5	6	5	5	8	5	5
	Horz %	100	40	26	34	45	46	24	26	50	26	22	53	10	12	26	11	15	14
	Index	100	105	82	112	113	87	136	89	94	83	128	101	110	97	88	155	95	89
Bus	Vert %	12	12	10	13	14	10	15	12	11	11	12	13	11	11	11	19	10	15
	Horz %	100	39	28	34	48	46	22	28	50	27	17	56	9	11	28	11	12	20
	Index	100	102	86	112	120	86	126	96	94	88	99	107	91	94	94	159	80	124
Carpool	Vert %	7	4	8	8	7	6	5	7	7	6	6	7	6	7	6	5	3	6
	Horz %	100	25	37	38	44	47	13	32	55	26	16	58	8	13	29	6	7	15
	Index	100	65	116	128	111	89	77	108	103	85	96	110	84	105	96	80	45	92
Drive (not carpool)	Vert %	90	94	92	84	89	91	94	89	90	89	91	91	95	87	91	92	93	94
	Horz %	100	40	33	28	39	53	18	29	53	30	17	53	10	12	30	7	16	17
	Index	100	104	102	93	99	101	104	99	100	98	101	101	105	96	101	102	103	104
Metrobus	Vert %	10	11	7	12	12	9	12	10	9	8	10	11	9	8	10	16	8	14
	Horz %	100	41	24	35	48	45	22	29	50	24	16	59	8	10	30	11	12	22
	Index	100	108	75	117	121	86	123	97	94	79	96	114	87	81	100	159	78	141
Metrorail (Subway)	Vert %	19	20	22	14	22	17	29	18	16	16	18	21	26	12	18	32	17	23
	Horz %	100	41	37	22	47	48	27	27	46	26	16	58	13	8	28	12	14	20
	Index	100	108	115	74	118	91	155	93	86	86	94	110	138	65	94	170	92	125
Train	Vert %	3	4	3	2	3	3	5	3	3	2	4	4	3	1	4	6	3	6
	Horz %	100	52	34	14	38	55	25	28	47	16	20	64	8	2	34	14	13	28
	Index	100	137	105	47	97	105	145	94	89	53	114	123	84	20	114	195	85	176

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
State of residence																			
Maryland	Vert %	41	40	35	47	43	39	37	40	42	41	40	41	38	43	42	38	43	39
	Horz %	100	38	28	35	41	51	16	29	55	31	17	52	9	13	31	7	16	15
	Index	100	99	87	116	104	96	92	99	103	101	98	100	94	106	104	94	106	95
Virginia	Vert %	45	42	51	41	42	47	46	43	45	43	47	44	48	41	46	41	41	41
	Horz %	100	36	37	27	37	55	18	28	54	30	18	52	10	11	31	6	14	15
	Index	100	94	115	91	93	105	102	96	101	97	106	100	108	91	103	93	93	93
District of Columbia	Vert %	10	14	9	7	12	9	13	12	8	10	9	11	10	9	8	16	11	17
	Horz %	100	51	28	21	46	48	23	36	42	30	14	56	9	11	24	11	16	27
	Index	100	133	89	71	116	92	130	122	78	98	84	107	95	92	79	155	106	168
Age of respondent																			
18 - 24	Vert %	12	8	10	17	11	12	6	9	15	4	9	17	1	7	20	15	3	15
	Horz %	100	28	28	44	37	54	9	22	69	10	14	77	1	8	51	9	4	21
	Index	100	73	89	147	94	102	52	74	130	32	79	147	5	63	170	124	23	129
25 - 34	Vert %	18	13	19	24	17	19	14	15	21	10	14	24	8	13	26	23	5	21
	Horz %	100	27	33	40	37	54	14	25	62	17	14	69	4	9	43	9	4	18
	Index	100	72	102	134	92	102	78	84	116	56	79	133	42	73	142	128	28	114
35 - 49	Vert %	29	26	33	30	29	29	27	27	31	25	35	30	29	27	32	23	23	25
	Horz %	100	34	36	30	40	53	16	27	56	26	20	54	9	11	32	5	12	14
	Index	100	88	112	102	100	100	93	93	106	84	118	103	98	91	108	77	77	85
50 - 64	Vert %	26	32	28	18	28	25	35	28	23	34	30	20	43	31	18	24	37	26
	Horz %	100	46	34	20	43	50	23	31	46	40	19	41	15	14	20	6	22	16
	Index	100	121	106	67	109	96	133	106	86	131	113	78	165	117	67	92	141	99
65 or older	Vert %	15	21	11	11	15	15	18	21	10	27	12	8	20	22	5	16	33	13
	Horz %	100	54	23	23	39	54	21	42	37	56	14	29	13	18	11	7	34	14
	Index	100	143	71	76	99	103	119	144	69	184	84	56	135	149	35	106	223	90
Sex of respondent																			
Men	Vert %	48	51	47	46	49	47	57	46	47	49	47	48	54	48	47	56	52	51
	Horz %	100	40	31	29	40	52	20	28	52	31	17	52	10	12	29	8	17	17
	Index	100	106	97	96	101	98	117	96	97	102	98	99	112	98	96	117	108	105
Women	Vert %	52	49	53	54	51	53	44	54	53	51	53	52	46	53	53	44	48	50
	Horz %	100	36	33	31	39	54	15	30	55	30	17	53	8	12	31	6	14	15
	Index	100	94	103	104	99	102	84	104	103	98	102	101	89	102	103	84	93	96

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
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Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Marital status																			
Married	Vert %	57	61	60	50	56	59	65	57	55	60	58	56	70	55	55	58	64	59
	Horz %	100	40	34	26	39	54	20	29	51	32	17	51	11	12	29	7	17	16
	Index	100	106	105	87	97	103	114	99	96	105	102	97	122	96	95	101	111	102
Never married (single)	Vert %	28	25	26	34	29	28	20	26	32	20	25	34	13	27	36	29	17	31
	Horz %	100	34	30	37	41	52	12	27	61	22	15	63	4	12	39	7	10	18
	Index	100	89	93	122	104	98	71	92	114	72	88	120	47	95	129	102	62	111
Widowed	Vert %	6	7	4	6	6	5	6	7	5	10	5	3	8	10	2	5	10	4
	Horz %	100	45	25	30	41	51	19	37	44	56	14	30	13	21	13	7	27	10
	Index	100	118	77	102	103	97	112	125	82	183	82	57	136	174	44	95	176	65
Legally separated	Vert %	2	1	1	3	2	1	1	2	2	2	3	1	1	2	1	1	1	1
	Horz %	100	29	18	53	38	44	13	27	60	29	29	42	6	13	25	5	11	9
	Index	100	77	56	176	96	83	74	93	112	94	171	80	67	107	82	73	71	55
Divorced	Vert %	7	7	9	7	8	7	7	9	7	8	10	6	8	7	6	7	8	6
	Horz %	100	34	37	29	41	49	18	35	47	34	22	44	10	11	23	7	16	12
	Index	100	89	116	96	104	93	101	120	89	111	129	84	111	92	76	97	106	75
Race																			
White	Vert %	70	71	71	67	67	72	76	72	67	72	70	69	75	66	67	76	73	70
	Horz %	100	39	33	29	38	54	19	30	51	32	17	51	10	11	29	8	16	16
	Index	100	102	102	96	96	103	109	102	96	103	100	98	107	94	96	108	105	101
Black/African American	Vert %	22	22	21	24	26	20	17	22	24	22	24	23	16	28	23	18	22	22
	Horz %	100	38	29	32	46	46	13	29	58	29	18	53	7	15	31	6	15	16
	Index	100	100	92	109	116	88	74	99	109	96	105	101	72	123	103	81	97	98
Asian	Vert %	5	3	5	6	4	5	3	4	5	3	4	6	4	4	6	3	3	4
	Horz %	100	27	32	41	35	58	11	27	62	20	14	66	7	10	42	4	8	15
	Index	100	71	100	137	87	109	64	93	116	66	81	126	76	82	139	55	53	96
Other	Vert %	3	3	4	2	3	3	4	2	3	3	3	3	5	3	3	4	2	3
	Horz %	100	40	38	23	38	55	25	19	56	33	14	53	16	13	33	9	12	17
	Index	100	104	117	76	97	104	142	65	105	107	84	101	169	106	109	123	78	107
Spanish/Hispanic origin																			
Yes	Vert %	10	6	7	19	11	9	5	9	13	10	9	11	5	15	12	6	6	6
	Horz %	100	23	23	55	43	48	9	26	66	31	16	54	4	18	36	4	9	10
	Index	100	60	70	182	107	91	49	88	123	100	92	103	46	150	120	57	58	62
Spanish dominant (among Hispanics)																			
Yes	Vert %	5	3	2	11	5	5	1	5	7	7	4	5	1	11	5	2	3	2
	Horz %	100	20	14	67	41	50	5	26	69	41	13	47	2	27	31	3	8	7
	Index	100	51	43	223	104	95	28	88	130	132	74	90	21	225	104	43	53	47
No	Vert %	5	4	5	7	6	4	4	4	6	3	6	6	4	4	7	4	3	4
	Horz %	100	26	31	43	44	46	12	26	62	21	19	61	7	9	41	5	10	12
	Index	100	69	98	142	111	87	71	87	117	68	110	116	72	74	135	72	63	78

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Level of education																				
Grade school (8th grade or less)	Vert %	3	2	2	7		3	2	1	3	4	4	4	2	1	7	3	0	2	1
	Horz %	100	20	16	65		44	43	3	26	71	42	21	37	3	29	26	1	11	3
	Index	100	52	49	216		112	81	19	87	134	137	125	70	28	236	87	11	74	20
Some high school (not graduate)	Vert %	4	2	3	8		4	4	2	5	4	5	3	4	1	7	4	3	3	2
	Horz %	100	22	19	59		38	49	8	36	57	38	12	51	2	19	30	6	10	9
	Index	100	57	60	198		97	92	43	123	106	123	68	97	21	155	99	80	68	57
High school graduate (12th grade or GED)	Vert %	27	27	21	35		26	28	18	27	30	30	25	26	14	40	27	24	27	27
	Horz %	100	37	25	38		38	54	11	30	59	34	15	51	5	18	30	6	15	16
	Index	100	98	77	128		95	103	65	101	111	111	90	97	51	147	99	89	99	98
Some college (1-3 years-not Graduate or AA/Associates)	Vert %	26	26	28	22		25	26	19	25	28	23	28	26	20	25	28	19	23	28
	Horz %	100	39	35	26		39	53	13	29	58	28	19	54	7	12	33	5	14	18
	Index	100	101	110	88		99	101	75	99	109	90	109	103	79	96	109	74	90	111
College graduate (4 year college)	Vert %	17	19	20	13		17	18	21	17	17	15	18	18	21	13	18	19	18	19
	Horz %	100	41	38	22		39	56	21	28	51	27	17	55	11	9	32	8	16	17
	Index	100	107	117	73		98	106	120	95	96	89	102	106	123	74	106	109	103	110
Some post graduate (no advanced degree)	Vert %	4	5	5	2		4	4	7	4	3	3	4	5	5	2	4	7	4	5
	Horz %	100	44	38	17		40	53	28	30	42	25	17	58	12	5	28	12	15	21
	Index	100	117	119	58		101	100	159	103	79	81	99	111	133	38	94	178	100	132
Post graduate degree	Vert %	19	20	22	13		20	17	34	19	14	19	19	18	37	8	16	27	23	18
	Horz %	100	42	37	21		44	49	32	30	39	31	18	51	19	5	26	10	19	15
	Index	100	109	117	70		110	93	181	101	73	101	103	98	201	40	86	145	125	95
Household income																				
\$0 - \$19,999	Vert %	4	3	3	7		5	4	2	4	5	6	4	4	2	8	4	2	3	3
	Horz %	100	27	24	49		44	49	7	29	64	41	16	44	4	23	30	4	13	10
	Index	100	71	74	165		110	93	40	99	120	132	91	84	38	187	99	51	82	60
\$20,000 - \$34,999	Vert %	11	10	8	17		12	10	7	14	11	13	10	10	7	16	10	7	10	9
	Horz %	100	33	22	45		41	49	11	36	54	35	16	49	6	17	26	4	14	13
	Index	100	86	70	150		104	93	60	122	101	115	94	94	59	139	85	58	89	84
\$35,000 - \$49,999	Vert %	12	10	10	16		13	11	7	14	12	14	11	11	7	16	11	9	11	9
	Horz %	100	34	26	40		43	49	11	34	55	37	16	47	5	17	27	6	15	13
	Index	100	89	81	134		108	93	63	116	103	120	93	90	58	141	90	79	97	80
\$50,000 - \$99,999	Vert %	30	30	30	31		30	30	30	27	32	29	33	30	27	32	31	35	31	28
	Horz %	100	38	32	31		39	52	17	27	56	29	19	52	8	13	31	8	16	15
	Index	100	100	99	102		98	98	98	91	106	96	109	99	88	105	102	116	102	94
\$100,000 - \$149,999	Vert %	21	25	22	15		21	23	24	20	21	19	20	23	26	14	24	20	22	27
	Horz %	100	44	34	22		39	56	20	28	52	28	16	56	11	8	34	7	16	21
	Index	100	117	106	72		97	107	113	96	98	90	95	107	123	67	114	94	106	129
\$150,000 - \$249,999	Vert %	15	15	19	11		14	16	19	15	14	13	14	16	21	10	15	18	14	17
	Horz %	100	38	40	22		38	55	22	29	49	27	17	57	13	8	31	8	15	18
	Index	100	100	125	73		96	104	129	98	91	86	97	109	138	64	102	120	95	111
\$250,000 or more	Vert %	7	8	9	4		7	7	12	7	6	7	8	7	12	5	6	10	8	7
	Horz %	100	42	41	17		40	56	30	28	42	31	18	51	16	9	25	10	18	15
	Index	100	110	129	57		100	106	170	97	79	101	108	97	173	73	83	138	118	96

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total		Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
		Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
		Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
		Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Household member employed by trade association (HHL D)																				
Yes		Vert %	2	2	3	3	2	3	3	2	2	2	2	2	4	2	2	3	2	2
		Horz %	100	32	36	32	34	63	24	25	51	32	15	52	14	12	31	8	13	10
		Index	100	83	112	108	86	119	136	86	96	105	90	100	152	97	103	109	84	65
No		Vert %	83	79	88	84	84	82	85	78	86	73	84	89	82	75	90	87	70	86
		Horz %	100	36	34	30	40	52	18	27	55	27	17	56	9	11	33	7	13	17
		Index	100	95	105	100	101	98	102	94	103	88	101	106	99	90	109	105	84	104
How long lived in area																				
Less than 1 year		Vert %	2	1	3	3	2	2	2	1	2	1	2	3	1	2	3	3	1	1
		Horz %	100	15	43	42	40	50	17	20	64	19	15	66	4	10	41	12	4	7
		Index	100	39	133	142	100	95	96	67	120	61	88	127	43	83	135	178	26	45
1 to less than 5 years		Vert %	9	7	8	12	8	9	9	7	10	5	7	11	7	6	12	11	5	9
		Horz %	100	30	30	41	35	55	17	23	60	19	15	67	7	8	42	9	9	16
		Index	100	78	93	136	89	105	99	79	112	61	86	128	76	64	139	123	56	98
5 to less than 10 years		Vert %	14	12	13	19	14	14	13	12	16	11	14	16	10	13	17	17	10	13
		Horz %	100	31	29	40	39	52	16	25	59	25	17	58	7	11	35	9	11	14
		Index	100	81	92	133	99	99	93	84	111	80	99	112	72	93	118	122	72	88
10 years or more		Vert %	75	81	76	67	76	75	76	80	72	82	77	71	83	80	69	69	85	78
		Horz %	100	41	33	27	40	53	18	31	51	34	17	49	10	13	27	6	17	17
		Index	100	108	102	89	101	100	102	106	96	109	102	94	110	106	91	91	112	104
Own or rent residence																				
Own		Vert %	72	79	77	57	71	74	81	74	68	75	74	70	86	67	67	74	85	74
		Horz %	100	42	34	24	39	54	20	30	50	32	18	50	11	11	28	7	18	16
		Index	100	110	107	79	98	102	112	103	94	105	103	96	119	93	93	102	118	103
Rent		Vert %	24	18	19	36	26	22	17	22	27	21	23	25	13	28	28	22	13	22
		Horz %	100	29	26	46	43	48	12	27	61	28	17	56	5	14	35	6	9	15
		Index	100	75	81	153	108	91	71	91	114	90	99	106	54	117	116	91	55	92
Other		Vert %	4	3	4	7	4	5	3	4	5	3	3	5	1	5	6	5	2	4
		Horz %	100	25	28	46	33	63	11	28	62	24	11	65	3	15	40	7	7	15
		Index	100	66	89	155	84	119	61	94	116	80	64	124	31	122	134	107	43	93

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
No.children in household (age 17 or under)																			
None	Vert %	60	68	57	53	61	59	63	66	55	68	60	55	60	65	50	67	75	63
	Horz %	100	43	30	27	40	52	18	33	49	35	17	48	9	13	25	8	19	17
	Index	100	113	95	88	102	99	105	111	92	114	100	92	101	109	84	112	126	105
One	Vert %	16	13	16	19	17	15	16	12	18	14	16	17	20	15	20	10	12	15
	Horz %	100	32	33	36	41	50	17	23	60	27	17	56	12	11	38	5	11	15
	Index	100	83	102	120	104	95	99	77	113	88	99	107	125	91	125	65	73	94
Two	Vert %	15	12	19	17	15	16	13	14	17	12	15	17	14	13	19	12	9	13
	Horz %	100	29	39	32	39	54	15	26	59	24	17	59	9	10	37	5	9	13
	Index	100	75	122	108	99	103	87	88	111	78	99	113	92	86	123	75	59	84
Three	Vert %	6	5	6	8	5	7	6	5	7	4	7	7	4	5	7	10	3	6
	Horz %	100	29	34	37	32	60	18	26	57	19	18	63	6	10	35	11	7	16
	Index	100	77	105	123	80	114	101	87	107	62	105	121	59	84	116	156	43	99
Four or more	Vert %	3	3	2	4	3	3	2	3	3	2	3	3	2	2	4	2	2	4
	Horz %	100	39	22	40	37	56	12	27	61	22	17	61	6	10	41	5	8	19
	Index	100	101	67	133	93	105	69	91	115	71	101	117	60	80	136	67	54	119

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Type of employer																			
Work for a business firm or private individual	Vert %	21	19	23	21	18	23	19	19	23	19	21	22	19	20	24	20	18	21
	Horz %	100	35	35	30	33	58	16	27	57	28	17	55	8	12	35	7	13	16
	Index	100	92	109	101	83	111	92	92	107	91	100	106	91	94	115	96	86	99
Uniformed member of the Armed Forces	Vert %	2	2	2	2	1	2	1	1	2	1	2	2	0	2	2	3	2	2
	Horz %	100	40	25	35	25	59	13	19	69	16	23	62	2	13	36	10	13	16
	Index	100	104	79	117	62	112	73	63	129	50	132	119	21	104	122	147	86	100
Work for Federal Government	Vert %	12	13	14	7	19	7	16	12	10	9	12	13	16	7	11	15	10	15
	Horz %	100	43	40	18	64	31	24	29	47	24	18	58	12	7	29	9	13	20
	Index	100	112	123	60	161	59	138	100	87	77	106	112	134	59	96	131	86	127
State or Local Government/Public School System	Vert %	8	8	9	6	12	5	8	7	8	6	9	8	9	4	9	6	6	9
	Horz %	100	39	36	25	62	33	18	25	58	24	19	57	11	7	36	6	13	18
	Index	100	102	113	83	156	62	100	84	108	79	112	108	116	58	120	80	84	111
Work for a private school/hospital/institution	Vert %	7	6	8	6	5	7	8	6	6	6	7	7	8	5	7	9	5	7
	Horz %	100	34	39	27	33	59	21	27	52	25	19	56	11	9	30	10	10	17
	Index	100	89	122	90	82	112	123	92	97	83	112	106	114	71	100	139	67	104
Self-employed professional	Vert %	5	6	6	4	5	6	6	5	5	6	5	5	7	6	5	5	6	6
	Horz %	100	40	35	24	35	59	21	29	51	34	15	51	13	13	28	6	17	18
	Index	100	106	111	81	87	112	120	97	95	110	88	98	139	106	92	93	112	113
Self-employed in own business or farm	Vert %	4	5	4	3	3	5	3	4	4	4	4	4	4	4	4	3	5	4
	Horz %	100	43	32	26	30	64	14	30	56	32	17	52	9	13	32	4	18	16
	Index	100	112	99	85	76	121	81	101	106	103	98	99	98	106	108	63	119	97
Other	Vert %	11	10	12	12	10	12	11	10	12	10	13	12	9	13	12	12	9	10
	Horz %	100	33	34	33	37	55	17	25	57	28	19	54	8	14	32	8	13	14
	Index	100	88	105	110	92	105	100	86	107	90	110	102	82	115	106	110	82	86
Employment description items																			
Plan to go back to school in next 12 months	Vert %	7	4	8	9	6	6	5	6	8	4	6	8	2	6	9	9	2	5
	Horz %	100	21	38	42	38	52	12	25	63	18	16	66	2	10	41	9	4	12
	Index	100	54	117	140	95	99	70	86	117	58	92	127	23	85	136	135	23	73
Plan to look for new job in next 12 months	Vert %	11	9	10	14	10	10	9	9	12	8	11	12	8	8	14	12	6	11
	Horz %	100	31	29	40	39	51	15	26	59	22	17	61	7	9	38	8	9	16
	Index	100	81	91	134	97	97	87	88	111	73	101	116	76	75	128	114	56	102
Self-employed	Vert %	9	9	6	11	8	9	9	10	8	9	7	10	10	8	9	9	9	11
	Horz %	100	40	23	37	37	56	18	32	50	30	14	57	11	11	32	7	15	19
	Index	100	105	73	123	94	106	105	108	94	97	80	109	117	92	107	97	98	122
Small business owner	Vert %	4	4	4	3	4	4	4	4	4	3	5	4	5	2	4	4	5	4
	Horz %	100	42	32	26	37	54	20	31	49	28	22	51	11	8	28	7	18	15
	Index	100	110	100	87	93	103	114	105	92	90	128	97	120	63	93	96	120	95
Work at home (most of the time or always)	Vert %	4	4	3	4	3	4	5	4	3	3	4	4	6	2	4	5	4	5
	Horz %	100	43	27	30	34	59	23	30	47	26	17	58	13	7	27	9	16	20
	Index	100	113	85	100	85	111	132	104	88	85	96	110	145	60	91	132	103	124

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Malls shopped/visited past 3 months																			
Apple Blossom Mall	Vert %	5	5	6	3	5	5	6	4	5	5	4	5	5	6	5	6	6	5
	Horz %	100	41	39	20	40	52	21	25	55	34	15	51	10	15	32	9	19	16
	Index	100	108	122	65	102	98	118	84	103	111	88	98	111	125	106	132	123	100
Arundel Mills	Vert %	7	8	7	5	7	6	5	6	8	5	7	8	4	5	8	7	5	10
	Horz %	100	43	35	22	44	50	14	26	60	24	19	58	6	10	36	7	12	23
	Index	100	114	109	73	110	94	80	89	112	77	109	111	65	80	120	104	81	142
Crystal City Shops	Vert %	3	4	3	2	3	3	6	3	3	3	3	3	5	3	2	6	4	4
	Horz %	100	45	32	23	42	48	32	25	43	33	17	50	15	10	22	14	19	19
	Index	100	118	99	77	107	92	182	85	81	108	98	96	161	84	75	202	126	117
Dulles Town Center	Vert %	8	8	10	6	7	9	9	8	8	7	9	9	10	6	9	9	7	10
	Horz %	100	40	39	22	36	58	20	30	50	25	18	57	11	9	32	8	13	20
	Index	100	104	120	72	90	111	116	101	94	81	106	109	118	70	106	114	81	126
Francis Scott Key Mall	Vert %	6	6	6	5	4	7	7	5	5	5	5	6	6	6	5	9	5	6
	Horz %	100	39	32	29	29	65	21	28	51	30	15	55	10	13	27	11	14	18
	Index	100	102	100	97	73	123	120	96	96	96	90	105	106	104	91	160	94	114
Frederick Towne Mall	Vert %	3	3	3	3	3	3	5	4	2	3	2	4	4	2	2	7	3	4
	Horz %	100	35	35	31	37	58	26	35	39	29	13	59	11	8	23	15	13	18
	Index	100	91	108	102	94	109	149	120	73	93	74	112	116	63	78	220	84	112
Leesburg Corner Premium Outlets	Vert %	7	7	10	6	6	9	7	7	7	6	7	8	8	5	9	7	6	7
	Horz %	100	36	41	22	33	61	17	29	54	25	17	59	10	8	35	7	13	16
	Index	100	95	129	75	84	116	100	98	101	80	97	113	105	68	116	99	84	100
Manassas Mall	Vert %	5	5	5	6	5	5	4	5	5	4	6	5	5	5	5	4	4	5
	Horz %	100	35	32	33	36	52	15	28	57	27	19	54	8	12	33	5	13	15
	Index	100	91	101	110	90	98	83	96	108	87	111	104	90	95	109	74	82	94
Potomac Mills	Vert %	10	8	12	9	9	11	10	9	10	8	10	11	9	7	11	14	7	9
	Horz %	100	33	40	28	35	58	18	26	57	24	17	59	8	9	35	10	10	15
	Index	100	86	123	93	89	110	104	87	106	78	100	113	87	73	116	137	67	93
St. Charles Towne Center	Vert %	7	10	6	6	9	7	4	7	9	6	7	8	3	8	9	4	7	11
	Horz %	100	49	26	25	47	49	9	29	62	25	17	58	4	13	37	4	14	24
	Index	100	130	80	84	117	93	50	99	117	81	98	111	39	110	124	59	90	152
St. Charles Towne Plaza	Vert %	4	5	4	3	4	4	3	3	4	3	4	4	2	4	4	4	3	5
	Horz %	100	47	32	21	45	50	13	24	63	27	18	55	5	14	36	7	13	21
	Index	100	124	99	71	114	95	72	82	119	87	106	106	55	111	120	96	83	132
The Shops at Georgetown Park	Vert %	5	7	5	3	5	5	10	5	4	4	4	6	6	3	5	14	5	9
	Horz %	100	52	32	16	42	56	34	26	40	21	14	65	10	7	29	19	15	28
	Index	100	137	99	53	105	106	197	89	74	69	82	124	110	56	97	274	99	173
Valley Mall	Vert %	4	4	5	3	3	4	6	4	3	4	4	4	4	4	3	9	4	3
	Horz %	100	35	38	26	33	56	26	32	43	33	16	52	9	13	22	16	18	13
	Index	100	92	120	88	83	107	146	109	80	106	93	99	95	104	73	237	114	84
Westfield Annapolis	Vert %	4	5	5	1	4	5	3	4	4	3	5	4	3	4	4	4	4	7
	Horz %	100	49	41	10	39	58	14	31	55	25	20	55	6	13	30	7	14	26
	Index	100	129	127	34	98	109	78	106	104	82	115	105	68	104	101	96	93	162

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Liquor drank past 30 days																			
Blended or rye whiskey	Vert %	2	2	2	1	1	2	2	2	2	2	2	1	2	2	2	1	2	1
	Horz %	100	37	39	24	34	57	19	27	54	35	23	42	12	13	27	5	17	11
	Index	100	97	121	81	84	107	109	91	102	114	133	81	130	105	90	67	113	71
Bourbon whiskey	Vert %	9	11	9	8	8	10	13	8	9	9	9	10	13	7	9	12	12	10
	Horz %	100	44	31	26	35	58	24	26	50	30	17	53	13	10	30	9	19	16
	Index	100	114	96	86	88	109	138	88	94	98	97	102	136	79	99	133	125	103
Brandy	Vert %	3	2	2	3	2	3	3	3	3	3	2	3	2	3	3	3	3	2
	Horz %	100	36	28	37	37	59	18	29	53	33	11	55	8	15	33	9	19	12
	Index	100	93	87	123	94	111	104	100	99	109	66	106	89	126	110	122	122	75
Canadian whiskey	Vert %	2	2	2	1	1	2	3	2	1	2	2	2	3	1	1	2	3	2
	Horz %	100	46	34	20	31	65	24	37	39	34	16	50	16	8	19	8	22	18
	Index	100	120	105	68	77	123	138	125	74	111	93	96	169	68	63	117	146	112
Cognac	Vert %	3	4	2	4	3	4	4	3	3	2	4	4	2	2	3	7	2	4
	Horz %	100	42	21	37	36	55	23	26	51	20	22	58	5	9	29	16	11	20
	Index	100	111	65	123	91	105	132	89	96	64	129	112	57	71	96	225	73	126
Cordial - liqueur	Vert %	4	5	3	3	4	4	6	4	3	4	3	5	6	2	4	5	5	5
	Horz %	100	50	27	23	38	56	25	31	45	27	14	59	13	7	31	9	21	21
	Index	100	130	85	77	95	107	143	104	83	88	79	114	143	60	103	132	134	129
Gin	Vert %	7	7	8	6	7	6	10	7	5	7	6	7	9	4	6	10	8	5
	Horz %	100	38	36	26	39	51	26	33	42	31	15	55	13	8	27	10	17	12
	Index	100	100	114	86	99	96	146	112	78	100	85	105	142	64	91	143	113	77
Pre-mixed cocktails (with liquor)	Vert %	5	5	6	5	4	6	4	6	5	3	4	6	3	3	6	6	2	6
	Horz %	100	34	39	27	33	60	14	35	51	21	15	64	5	7	36	8	7	20
	Index	100	90	120	91	84	113	83	118	96	69	89	122	51	54	121	116	44	124
Rum	Vert %	12	12	13	10	11	13	11	12	12	7	13	15	9	6	15	14	8	15
	Horz %	100	39	35	26	36	57	16	29	55	18	18	64	7	7	37	8	10	20
	Index	100	102	110	87	91	109	93	97	104	60	106	121	76	54	124	120	66	123
Scotch whisky	Vert %	6	7	8	4	7	6	12	7	4	6	6	6	12	3	5	11	8	6
	Horz %	100	42	40	18	42	50	34	30	36	30	17	53	17	6	25	11	19	16
	Index	100	111	126	59	107	96	194	103	68	99	99	101	183	50	82	166	125	100
Tequila	Vert %	8	7	9	8	8	8	8	8	8	5	8	9	7	4	9	10	5	9
	Horz %	100	35	35	30	39	56	18	29	54	21	18	61	8	6	35	8	10	17
	Index	100	92	109	100	99	106	101	98	101	68	105	117	83	51	118	121	67	109
Vodka	Vert %	16	16	17	13	16	15	18	18	14	13	15	17	16	10	15	23	14	18
	Horz %	100	40	35	26	42	52	21	33	47	26	16	58	10	8	29	10	14	19
	Index	100	104	109	85	105	99	118	112	87	84	93	112	102	62	97	145	91	117
Other liquor	Vert %	4	3	4	5	4	4	4	4	4	3	5	4	5	3	5	4	2	3
	Horz %	100	27	31	42	37	52	19	28	53	26	20	55	11	8	35	7	9	11
	Index	100	71	98	139	92	99	108	97	99	83	117	104	120	66	117	104	59	69
None	Vert %	60	59	57	66	61	59	54	59	63	65	60	57	58	72	59	50	62	56
	Horz %	100	37	30	33	40	51	16	29	56	33	17	50	9	15	30	6	16	15
	Index	100	97	94	110	102	97	89	98	105	109	100	95	96	119	98	83	103	93

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Type of alcoholic beverage drink most often																			
Beer	Vert %	23	23	23	22	21	24	25	21	23	19	24	24	23	19	25	25	20	24
	Horz %	100	39	33	29	36	57	19	27	54	25	18	56	9	10	33	8	14	17
	Index	100	101	101	97	91	107	109	91	102	82	107	108	100	82	109	110	88	105
Hard cider	Vert %	1	1	0	1	1	0	0	0	1	0	1	1	0	1	1	0	0	1
	Horz %	100	46	19	36	44	43	9	14	77	24	23	53	7	14	41	3	14	23
	Index	100	121	58	119	111	82	54	48	144	79	133	102	74	116	138	36	91	145
Liquor (spirits)	Vert %	12	12	13	10	10	13	13	12	11	10	11	13	13	8	13	15	9	14
	Horz %	100	38	36	25	33	60	20	30	50	26	16	58	10	8	33	9	12	19
	Index	100	101	114	84	84	113	113	104	94	86	92	111	108	63	108	124	78	119
Wine	Vert %	26	30	31	17	27	25	38	27	22	26	27	26	38	18	23	35	32	29
	Horz %	100	43	38	19	42	52	25	31	44	31	17	52	14	8	26	9	19	18
	Index	100	114	117	64	105	98	144	105	83	101	102	99	147	68	88	136	123	110
Wine coolers (Bartles & Jaymes, Seagram's, etc.)	Vert %	2	1	3	2	3	2	2	2	2	2	2	2	2	2	3	2	1	2
	Horz %	100	23	51	26	51	47	15	27	58	27	15	59	8	11	36	7	4	14
	Index	100	61	158	87	129	88	86	92	109	87	87	112	90	91	121	96	28	88
Beer drank past 30 days																			
Blue Moon	Vert %	5	6	5	3	4	6	7	5	4	4	5	6	6	3	5	8	5	6
	Horz %	100	46	35	19	32	60	26	29	45	23	17	60	11	6	31	11	15	19
	Index	100	120	111	63	80	114	150	98	85	74	99	115	118	51	103	155	100	117
Bud Light	Vert %	11	11	9	12	11	11	10	9	12	9	9	12	9	12	12	14	11	12
	Horz %	100	40	27	33	39	53	17	24	59	27	15	58	7	13	34	9	15	18
	Index	100	106	84	110	98	100	95	83	111	88	87	111	80	109	113	127	99	113
Budweiser	Vert %	4	5	4	3	4	4	7	3	4	4	4	4	5	4	4	8	4	6
	Horz %	100	46	31	23	37	56	30	22	48	30	16	55	12	11	31	14	15	24
	Index	100	121	96	78	94	106	170	75	91	97	91	105	133	87	102	198	101	153
Busch	Vert %	1	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	1	0
	Horz %	100	50	22	28	38	55	23	16	61	32	27	40	10	14	35	5	28	4
	Index	100	130	70	94	97	105	130	55	115	106	159	77	106	118	116	70	180	26
Coors Light	Vert %	6	7	7	5	6	6	6	6	7	7	6	6	5	8	6	7	7	6
	Horz %	100	40	34	25	37	55	17	27	56	34	16	50	8	17	28	8	17	15
	Index	100	106	107	85	93	104	98	93	105	112	91	96	82	136	94	119	110	93
Michelob	Vert %	1	2	1	0	1	1	2	1	1	1	1	1	2	1	1	2	2	2
	Horz %	100	80	20	1	44	52	33	33	34	35	13	53	16	11	16	15	29	39
	Index	100	209	61	2	111	99	190	113	64	113	76	100	174	88	52	210	189	247
Michelob Ultra	Vert %	3	3	3	3	2	4	2	4	3	2	3	4	2	1	3	2	2	5
	Horz %	100	40	31	30	30	66	13	40	48	18	17	65	7	5	33	4	8	24
	Index	100	104	96	99	76	125	73	135	90	59	101	124	79	43	111	55	50	151
Miller Genuine Draft	Vert %	2	3	1	1	2	3	3	1	2	2	2	2	3	2	2	4	3	4
	Horz %	100	64	23	14	32	65	27	18	55	31	18	51	13	9	30	13	22	31
	Index	100	167	70	46	81	123	154	62	103	100	107	98	141	74	101	186	143	192
Miller High Life	Vert %	2	2	2	1	2	1	1	2	1	1	2	2	1	1	1	2	1	2
	Horz %	100	41	42	17	42	45	12	40	48	20	19	61	3	8	27	9	10	19
	Index	100	109	130	57	105	85	71	135	90	66	114	116	35	63	91	133	68	117

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Beer drank past 30 days (ctd)																			
Miller Lite	Vert %	7	7	7	8	6	8	8	9	6	5	6	9	7	3	7	10	6	8
	Horz %	100	36	31	33	31	62	20	35	45	22	14	64	9	5	30	10	12	18
	Index	100	94	97	110	79	118	115	119	85	71	84	122	101	41	101	142	77	113
Sam Adams Light	Vert %	3	3	2	3	3	3	2	2	3	2	2	3	3	2	4	1	2	3
	Horz %	100	40	25	35	37	60	14	26	60	24	13	63	11	10	40	3	13	19
	Index	100	105	77	117	92	113	82	88	113	80	74	120	116	83	134	35	83	122
Samuel Adams	Vert %	8	10	9	6	8	9	14	8	7	7	7	10	12	4	8	15	8	12
	Horz %	100	45	36	20	39	55	29	29	42	24	15	61	14	5	30	13	15	22
	Index	100	118	111	66	98	105	165	99	80	78	89	117	145	43	99	183	95	137
Any domestic regular beer past 30 days	Vert %	22	28	22	16	22	23	31	21	20	19	22	24	30	14	23	30	25	30
	Horz %	100	47	31	22	38	55	24	28	48	27	17	57	12	8	31	9	17	22
	Index	100	124	97	73	97	104	138	95	90	86	98	109	133	61	103	135	110	136
Any domestic light beer past 30 days	Vert %	24	24	22	25	23	25	24	23	24	22	22	26	23	22	26	25	22	26
	Horz %	100	39	30	31	38	55	18	28	54	28	16	57	9	11	32	7	14	17
	Index	100	102	93	105	95	104	100	97	102	90	92	108	97	92	108	104	93	108
Beverages (tea in bottles/cans) drank past 7 days																			
Arizona	Vert %	10	8	9	12	11	9	8	10	10	8	8	11	8	9	11	7	5	11
	Horz %	100	31	32	37	46	49	14	32	54	25	15	61	8	11	34	5	8	18
	Index	100	82	99	124	115	93	80	109	101	81	85	116	81	90	112	75	50	111
Lipton	Vert %	10	8	11	11	11	8	7	11	9	9	9	10	7	9	10	8	6	8
	Horz %	100	30	37	33	46	47	12	35	53	28	16	57	7	11	31	6	10	14
	Index	100	78	116	111	116	89	70	119	99	90	93	108	70	90	104	81	62	86
Nestea	Vert %	4	4	5	4	5	4	4	5	4	4	4	5	3	4	5	4	3	5
	Horz %	100	37	36	27	46	47	14	36	50	27	15	59	6	12	31	7	10	17
	Index	100	97	112	90	115	90	80	123	94	87	85	113	69	95	102	97	67	107
Snapple	Vert %	5	6	5	3	5	4	4	5	5	4	4	5	3	5	5	4	4	7
	Horz %	100	47	36	17	45	47	14	32	54	25	16	59	7	13	30	6	13	25
	Index	100	124	113	55	113	90	82	108	101	81	96	112	72	109	99	91	83	154
Store brand	Vert %	2	2	3	1	2	1	1	2	2	2	2	2	2	3	1	0	2	1
	Horz %	100	36	48	16	55	36	10	34	56	37	16	48	9	20	24	0	15	13
	Index	100	95	150	53	139	69	60	116	104	120	91	91	98	168	78	0	97	80
Beverages (regular soft drinks) drank past 7 days																			
7Up	Vert %	4	4	3	6	4	5	3	4	5	4	3	4	2	5	5	2	3	4
	Horz %	100	33	24	43	35	61	11	28	61	29	14	57	5	16	34	3	12	15
	Index	100	87	75	143	87	116	62	97	114	96	80	109	58	132	113	50	78	97
A&W Root Beer	Vert %	6	8	5	7	6	7	5	7	6	6	6	7	5	6	7	6	6	10
	Horz %	100	45	25	30	39	54	14	32	54	27	16	57	8	12	32	6	14	24
	Index	100	118	78	101	97	103	82	110	100	89	92	109	85	100	105	86	89	151
Barq's Root Beer	Vert %	3	4	3	2	3	3	4	3	3	2	3	4	3	2	3	5	3	6
	Horz %	100	49	33	18	36	59	20	33	47	23	17	60	8	7	28	11	13	30
	Index	100	129	104	59	91	111	116	113	87	74	100	115	83	60	93	160	84	187
Caffeine Free Coke	Vert %	2	2	2	3	2	2	2	2	2	2	2	2	2	2	2	2	2	1
	Horz %	100	30	33	37	30	62	15	35	51	33	14	54	7	11	30	7	18	10
	Index	100	80	103	123	75	118	83	119	95	106	80	103	74	90	101	101	118	63

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Beverages (regular soft drinks) drank past 7 days (ctd)																			
Caffeine Free Pepsi	Vert %	2	1	3	2	2	2	1	3	2	2	2	2	1	2	2	2	1	1
	Horz %	100	27	44	30	37	52	12	43	46	35	16	49	6	10	24	5	12	12
	Index	100	70	137	99	94	98	67	145	86	114	95	93	68	85	81	78	76	76
Cherry Coke	Vert %	6	5	5	8	5	6	4	5	6	4	5	6	4	5	6	5	3	6
	Horz %	100	32	26	41	36	54	13	29	59	24	16	59	6	12	35	6	9	17
	Index	100	85	82	138	91	102	72	98	110	79	96	114	64	96	115	93	61	109
Coca-Cola Classic	Vert %	22	17	22	27	21	22	22	19	23	21	20	22	21	22	24	25	18	17
	Horz %	100	30	33	38	38	54	18	26	56	30	16	54	9	12	33	8	13	12
	Index	100	78	102	126	96	102	103	89	105	97	95	104	97	101	109	115	82	78
Dr Pepper	Vert %	9	9	10	9	8	11	9	9	10	7	10	10	7	7	11	11	6	11
	Horz %	100	37	35	28	33	61	17	27	57	24	18	58	7	10	34	8	10	19
	Index	100	96	110	94	84	115	94	92	106	78	106	111	74	79	113	122	67	119
Fanta	Vert %	3	2	1	7	3	3	2	3	4	3	4	4	2	4	4	3	1	3
	Horz %	100	27	7	66	34	52	11	23	66	26	20	54	5	15	35	6	3	16
	Index	100	71	20	222	85	99	62	79	124	84	116	104	52	123	116	80	22	98
Mountain Dew	Vert %	8	7	6	11	8	8	8	7	9	6	7	10	5	8	10	13	4	9
	Horz %	100	34	25	41	38	55	17	26	57	24	14	62	6	12	36	11	8	18
	Index	100	90	77	136	95	105	99	89	106	78	82	119	59	99	121	165	54	115
Mountain Dew Code Red	Vert %	2	2	2	2	2	2	2	1	2	1	1	3	1	1	3	4	1	3
	Horz %	100	34	35	31	38	61	23	16	61	16	9	76	7	6	47	16	5	24
	Index	100	89	110	102	95	116	130	56	115	51	50	145	74	50	158	228	32	152
Mug Root Beer	Vert %	2	2	2	2	1	2	2	2	2	1	2	2	2	1	2	2	1	2
	Horz %	100	40	29	31	28	65	18	36	47	20	20	60	8	5	31	9	10	20
	Index	100	106	89	104	70	123	102	121	88	64	118	115	85	38	104	132	64	124
Pepsi	Vert %	16	13	14	21	16	16	14	16	16	16	16	16	13	19	16	16	12	14
	Horz %	100	32	28	39	40	53	16	29	55	30	17	53	7	15	30	7	12	14
	Index	100	85	89	131	100	100	89	99	104	99	99	101	80	120	99	101	76	91
Sierra Mist	Vert %	5	6	4	4	5	5	4	3	6	4	5	5	4	6	5	5	4	7
	Horz %	100	49	27	24	38	57	16	20	64	27	19	55	8	15	34	7	14	22
	Index	100	128	84	81	95	109	91	70	120	87	109	104	89	119	114	100	91	137
Slice	Vert %	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	0
	Horz %	100	17	56	28	29	67	12	44	45	27	21	52	7	14	12	3	0	8
	Index	100	44	173	94	73	126	67	149	84	88	124	99	76	117	40	36	0	53
Sprite	Vert %	11	10	10	14	11	12	9	11	12	11	11	12	8	13	11	10	8	13
	Horz %	100	35	29	37	37	54	14	30	57	29	16	55	7	15	30	6	11	18
	Index	100	92	89	122	94	103	78	101	106	94	94	106	73	119	101	90	72	112
Store brand regular soft drink	Vert %	2	1	2	2	2	2	1	1	2	2	2	1	1	3	1	1	1	1
	Horz %	100	24	32	45	42	54	13	27	60	38	19	43	5	24	24	5	10	9
	Index	100	62	99	149	106	103	75	92	113	125	109	82	53	193	80	79	65	57

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Beverages (diet soft drinks) drank past 7 days																			
Caffeine Free Diet Coke	Vert %	8	9	7	6	7	8	10	9	6	7	7	8	10	4	7	9	8	11
	Horz %	100	45	31	24	36	56	22	34	44	29	16	55	12	7	27	8	16	22
	Index	100	119	96	81	90	106	127	115	83	95	95	104	133	54	91	119	105	137
Caffeine Free Diet Pepsi	Vert %	4	4	2	4	3	4	3	4	3	5	4	3	4	4	3	2	5	4
	Horz %	100	46	22	31	34	53	14	37	49	42	18	40	10	15	22	3	22	16
	Index	100	122	70	105	85	101	80	127	92	138	106	76	104	125	74	44	140	103
Coca-Cola Zero	Vert %	9	9	11	7	10	8	9	8	10	7	12	10	9	6	10	9	7	10
	Horz %	100	40	38	23	42	48	18	25	57	23	22	55	9	8	34	7	12	17
	Index	100	104	117	76	106	92	103	86	107	75	129	105	96	68	114	105	75	106
Diet 7Up	Vert %	2	3	2	1	2	2	3	2	2	3	2	2	3	3	1	2	4	3
	Horz %	100	55	24	21	40	52	24	28	48	45	15	41	14	19	19	7	28	22
	Index	100	144	75	71	101	98	136	97	90	147	85	77	149	155	63	96	182	136
Diet Cherry Coke	Vert %	3	4	2	4	3	4	5	3	3	2	3	4	4	1	4	6	3	4
	Horz %	100	41	24	35	33	57	25	26	50	21	18	61	10	4	36	13	12	20
	Index	100	108	74	118	84	108	141	87	94	69	103	117	112	36	121	189	78	126
Diet Coke	Vert %	16	18	19	11	17	17	22	16	15	15	15	17	23	9	17	22	17	21
	Horz %	100	43	38	20	40	54	24	28	48	29	16	55	13	7	31	9	16	21
	Index	100	113	117	65	101	102	137	96	90	94	93	106	142	56	104	132	103	130
Diet Dr Pepper	Vert %	6	6	6	4	6	6	7	5	6	5	6	6	9	4	6	5	6	6
	Horz %	100	43	38	20	42	53	23	24	53	29	18	53	15	9	34	6	17	18
	Index	100	112	117	67	106	101	130	82	100	96	107	100	160	72	112	82	108	115
Diet Mountain Dew	Vert %	4	3	3	4	3	4	3	3	4	3	3	4	2	3	4	5	2	5
	Horz %	100	37	27	37	31	60	17	28	56	24	16	60	6	11	35	11	9	21
	Index	100	97	83	123	79	114	96	94	104	80	93	114	64	91	117	153	57	129
Diet Pepsi	Vert %	10	11	12	6	8	11	11	10	10	10	11	10	13	8	10	9	10	12
	Horz %	100	42	39	19	32	60	20	30	51	30	18	51	12	10	29	7	16	19
	Index	100	110	121	64	81	114	114	101	95	99	108	98	128	79	96	94	101	119
Diet Sierra Mist	Vert %	1	1	1	1	1	1	1	1	1	1	2	1	1	0	1	0	0	1
	Horz %	100	35	45	21	34	50	9	28	63	15	26	59	7	5	41	1	7	16
	Index	100	91	139	70	86	95	50	97	118	49	152	113	74	40	138	8	44	101
Diet Sprite Zero	Vert %	3	3	3	2	3	2	2	2	3	3	2	3	3	2	3	2	3	3
	Horz %	100	39	39	22	44	51	16	27	57	32	11	57	12	11	36	4	18	18
	Index	100	103	122	72	110	96	94	91	107	103	66	109	127	88	121	61	114	112
Fresca	Vert %	2	2	3	1	2	3	3	2	2	2	3	2	3	1	2	3	2	2
	Horz %	100	43	43	14	36	60	21	29	51	23	22	55	12	6	31	8	16	17
	Index	100	113	133	48	90	114	119	97	95	76	127	105	128	50	105	114	103	105
Pepsi Max	Vert %	4	3	3	5	4	3	2	4	4	3	4	4	2	4	4	2	2	4
	Horz %	100	32	30	38	45	41	10	30	60	23	19	59	5	13	34	5	8	19
	Index	100	85	94	126	114	78	56	104	112	74	109	112	53	109	113	65	50	119
Store brand diet soft drink	Vert %	2	1	3	1	2	2	2	1	2	2	1	2	3	2	2	1	1	1
	Horz %	100	22	51	27	38	57	18	19	63	39	13	49	16	17	35	3	11	9
	Index	100	59	160	89	95	109	106	64	118	125	74	94	167	135	115	42	73	57

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Beverages (bottled water) drank past 7 days																			
Aquafina	Vert %	15	14	16	16	15	16	16	14	15	12	14	17	15	12	17	17	12	14
	Horz %	100	34	34	32	39	55	19	28	53	25	16	59	9	9	33	8	12	15
	Index	100	90	106	106	98	105	110	95	99	82	93	113	101	77	111	115	79	96
Crystal Geyser	Vert %	3	3	3	2	3	3	3	2	3	2	2	3	1	3	3	5	2	4
	Horz %	100	40	31	29	39	57	21	26	54	27	12	62	4	16	33	13	12	23
	Index	100	106	97	96	98	108	118	87	101	86	67	119	47	131	109	181	77	143
Dasani	Vert %	10	10	10	9	9	10	10	8	10	9	9	10	10	8	11	10	10	10
	Horz %	100	41	32	27	38	56	19	25	57	28	17	56	10	10	35	7	15	16
	Index	100	109	100	89	96	105	108	84	106	90	97	107	108	86	115	102	100	103
Deer Park	Vert %	36	33	37	37	39	34	37	33	37	34	33	38	35	37	38	40	31	35
	Horz %	100	36	33	31	44	50	18	27	55	29	16	55	9	13	32	8	13	16
	Index	100	93	104	104	110	94	103	93	103	95	92	106	97	104	105	112	86	99
Evian	Vert %	3	4	3	3	3	4	4	3	3	2	3	4	2	2	3	6	2	6
	Horz %	100	43	28	28	33	59	25	28	48	18	16	66	7	7	32	14	9	28
	Index	100	114	89	95	84	112	141	95	89	59	95	126	74	54	106	205	61	174
Glacéau Smartwater	Vert %	2	1	2	2	2	1	1	2	2	1	1	2	1	1	2	2	0	2
	Horz %	100	31	41	28	54	40	13	38	49	15	10	75	4	9	32	10	2	23
	Index	100	82	128	93	136	76	77	129	92	50	59	143	38	74	108	143	15	145
Glacéau Vitaminwater	Vert %	2	2	1	2	1	2	2	1	2	1	2	2	1	0	2	3	1	2
	Horz %	100	41	26	34	36	58	19	24	57	10	20	69	6	3	36	13	5	24
	Index	100	107	80	113	90	110	111	82	106	34	119	132	64	25	119	194	34	153
Poland Spring	Vert %	6	6	8	5	7	6	7	6	6	5	7	7	7	4	7	6	6	5
	Horz %	100	37	38	25	43	50	19	29	52	25	20	55	10	7	33	6	14	14
	Index	100	98	119	83	109	96	111	98	97	81	118	105	111	61	110	87	90	86
Other bottled water	Vert %	15	15	16	14	13	17	16	13	16	13	15	16	18	12	18	15	14	15
	Horz %	100	39	34	27	35	59	19	25	56	27	17	56	11	10	35	7	14	16
	Index	100	102	106	90	89	112	108	86	105	88	98	108	120	81	116	101	91	102
Other enhanced water	Vert %	1	1	2	1	1	2	2	1	1	1	1	2	2	0	2	2	1	1
	Horz %	100	26	51	24	24	64	31	17	52	18	13	68	12	1	45	14	10	8
	Index	100	68	158	79	60	121	176	58	98	59	79	131	130	10	150	203	67	52
Any flavored water	Vert %	3	4	3	3	4	3	4	4	3	3	3	3	4	3	3	3	3	5
	Horz %	100	44	29	27	45	50	18	34	48	31	16	53	12	10	27	6	14	22
	Index	100	116	91	89	113	94	103	117	90	101	91	102	126	80	91	80	92	141

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Make of any vehicle owned or leased (HHLD)																			
Acura	Vert %	3	3	3	3	3	3	3	3	3	3	3	3	4	2	3	2	3	4
	Horz %	100	42	31	27	37	60	19	31	50	28	16	56	13	10	29	6	16	20
	Index	100	111	97	89	94	114	111	106	93	92	93	107	137	81	97	82	101	126
Audi	Vert %	1	1	1	1	1	1	1	1	1	1	2	1	3	0	1	0	1	0
	Horz %	100	37	37	26	56	33	26	29	46	34	30	36	26	6	23	0	13	7
	Index	100	96	116	88	142	63	147	99	85	112	175	68	277	45	77	0	85	45
BMW	Vert %	4	4	4	3	3	4	5	3	3	4	4	3	5	3	3	4	5	3
	Horz %	100	44	33	23	37	55	26	25	49	32	21	47	14	11	27	8	20	16
	Index	100	115	103	77	93	105	151	84	92	104	123	90	146	86	91	120	131	98
Buick	Vert %	3	4	2	3	4	3	2	4	3	4	3	2	3	4	2	3	6	3
	Horz %	100	54	18	28	44	47	14	39	48	43	19	39	8	16	22	6	27	16
	Index	100	141	56	95	112	89	79	132	89	139	110	74	84	133	74	83	177	102
Cadillac	Vert %	3	3	3	2	2	3	4	3	2	3	3	2	4	2	2	4	4	2
	Horz %	100	42	38	21	37	57	24	33	43	37	18	45	14	10	23	10	22	14
	Index	100	109	118	69	92	109	140	111	81	119	107	86	152	80	78	137	143	90
Chevrolet	Vert %	14	17	11	14	13	15	12	16	14	17	12	13	14	18	12	11	17	16
	Horz %	100	46	26	29	36	57	16	33	52	36	15	49	9	16	26	6	19	18
	Index	100	120	80	97	90	107	89	111	97	119	87	93	100	127	88	81	123	114
Chrysler	Vert %	5	5	6	5	5	5	5	5	6	4	7	5	6	3	6	5	6	5
	Horz %	100	40	35	26	40	53	18	26	56	25	21	54	11	8	32	6	17	14
	Index	100	104	108	86	102	100	104	87	106	81	124	103	121	64	105	92	110	89
Dodge	Vert %	9	10	11	7	11	8	8	8	11	9	9	10	8	12	11	9	11	9
	Horz %	100	40	37	23	45	47	15	25	60	29	16	55	8	15	34	7	17	15
	Index	100	106	114	77	114	89	86	85	113	96	93	105	87	122	114	95	114	97
Ford	Vert %	22	24	20	20	20	23	18	20	24	24	21	21	19	27	23	18	25	24
	Horz %	100	43	30	28	37	56	14	27	59	33	16	51	8	15	31	6	18	17
	Index	100	112	93	92	94	106	83	92	110	108	96	97	87	123	104	81	116	108
GMC	Vert %	3	2	3	2	2	3	2	3	3	3	3	2	2	3	2	2	3	2
	Horz %	100	35	40	24	34	60	14	32	54	38	18	44	6	15	28	7	16	14
	Index	100	93	125	82	87	114	81	110	101	123	106	84	69	123	92	98	102	90
Honda	Vert %	19	16	21	20	19	18	23	17	18	15	21	20	21	14	20	23	12	18
	Horz %	100	33	35	32	40	51	21	27	52	25	19	56	10	9	31	8	10	15
	Index	100	86	110	107	101	97	121	92	98	82	111	107	112	72	104	120	66	93
Hyundai	Vert %	3	3	4	4	3	4	4	4	3	4	3	3	5	3	3	2	4	2
	Horz %	100	30	38	32	38	55	19	32	49	37	17	47	15	12	26	4	17	10
	Index	100	79	118	108	96	104	110	110	91	119	99	89	158	100	86	50	108	63
Infiniti	Vert %	1	1	2	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1
	Horz %	100	27	38	35	37	48	19	31	50	27	25	48	8	13	24	11	9	7
	Index	100	69	119	118	94	90	110	106	94	88	144	92	91	106	80	156	61	46
Jeep	Vert %	5	6	6	5	5	6	5	4	6	5	7	6	4	5	6	6	5	5
	Horz %	100	39	35	26	36	60	16	22	62	26	21	54	7	12	36	8	15	14
	Index	100	103	110	86	90	113	92	74	117	84	121	103	75	100	119	117	97	86
Lexus	Vert %	3	3	3	2	3	3	4	3	3	3	4	2	5	3	2	2	4	2
	Horz %	100	42	37	22	37	54	23	29	47	34	22	45	17	11	23	5	22	12
	Index	100	109	114	73	92	103	134	100	89	110	128	85	183	91	77	71	142	72

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups						
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote	
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16	
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752	
Make of any vehicle owned or leased (HHLD) (ctd)																				
Lincoln	Vert %	2	2	1	1	2	1	2	1	1	2	1	2	2	2	2	2	3	2	
	Horz %	100	56	15	29	44	50	19	28	53	39	8	53	10	15	31	9	29	23	
	Index	100	147	46	98	110	95	109	95	100	127	46	102	108	125	102	129	187	146	
Mercedes	Vert %	3	3	4	3	3	3	3	3	3	3	4	3	4	2	3	2	3	2	
	Horz %	100	32	43	26	40	52	18	31	51	29	23	48	14	8	28	3	18	11	
	Index	100	84	133	86	101	99	103	107	95	95	136	91	146	65	94	49	115	68	
Nissan	Vert %	9	7	9	10	9	8	8	8	9	6	12	9	7	6	10	8	5	8	
	Horz %	100	31	34	35	42	48	16	26	58	22	23	54	8	9	33	6	8	16	
	Index	100	83	105	117	105	91	89	90	109	73	137	104	83	72	111	92	53	97	
Oldsmobile	Vert %	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	Horz %	100	51	27	22	40	59	14	24	62	30	18	51	10	9	37	4	19	19	
	Index	100	134	85	74	100	111	80	83	116	99	108	98	103	76	123	63	122	120	
Pontiac	Vert %	3	3	3	3	3	3	3	3	3	4	2	3	5	4	3	2	3	3	
	Horz %	100	38	36	26	36	54	18	30	52	42	11	47	14	14	29	4	17	18	
	Index	100	99	113	87	90	102	106	102	97	136	64	90	155	115	98	59	112	111	
Subaru	Vert %	4	4	4	3	4	3	6	3	3	3	3	4	6	2	3	5	4	4	
	Horz %	100	39	38	23	41	45	29	27	44	29	16	55	15	7	29	10	16	16	
	Index	100	101	119	77	104	86	165	92	83	94	94	106	165	56	95	147	105	97	
Toyota	Vert %	26	27	28	22	24	28	25	27	26	24	26	27	28	24	27	21	25	29	
	Horz %	100	40	35	25	37	57	17	30	53	29	17	54	10	11	32	6	15	18	
	Index	100	104	109	85	92	107	97	103	99	95	99	103	107	92	106	80	98	113	
Volkswagen	Vert %	4	3	6	4	4	5	4	4	5	3	5	5	3	3	5	5	3	4	
	Horz %	100	30	41	30	39	54	17	28	55	20	21	60	7	9	36	8	10	14	
	Index	100	77	128	99	97	102	99	94	104	63	120	115	71	72	119	108	65	87	
Volvo	Vert %	2	3	3	2	3	2	3	2	3	2	1	3	3	2	3	2	3	3	
	Horz %	100	40	39	21	50	46	20	20	61	29	10	61	12	13	44	5	20	18	
	Index	100	106	121	71	125	88	113	67	114	94	59	117	129	104	148	71	128	115	
Hybrid vehicles (HHLD)																				
Own or lease hybrid vehicle	Vert %	4	4	5	3	4	4	5	4	4	4	4	5	6	3	5	4	4	5	
	Horz %	100	39	42	20	42	52	22	26	52	27	15	58	13	9	33	7	15	18	
	Index	100	102	129	65	105	99	125	89	98	88	87	111	137	75	110	107	98	113	

		Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
				Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30		40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413		1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Eco-friendly activities done on a regular basis																				
Buy eco-friendly household cleaning products	Vert %	25	29	26	21		24	26	30	26	23	24	29	25	31	20	23	25	28	28
	Horz %	100	43	32	24		38	54	20	30	49	29	20	51	11	10	28	7	17	18
	Index	100	114	101	82		97	103	117	104	93	95	116	98	122	80	92	101	110	111
Buy locally grown food	Vert %	40	47	42	29		39	41	47	42	36	42	43	38	49	36	35	43	47	45
	Horz %	100	45	33	22		39	54	20	31	49	32	18	49	11	11	27	7	18	18
	Index	100	117	104	74		98	102	117	106	91	105	108	94	122	90	88	108	119	114
Buy organic food	Vert %	25	27	26	23		27	24	34	24	23	21	30	26	31	17	25	34	24	26
	Horz %	100	40	32	27		43	50	23	28	49	26	20	54	12	8	30	9	15	17
	Index	100	106	101	91		108	95	133	94	92	85	118	103	124	66	99	134	95	104
Donate money or time to environmental causes	Vert %	13	17	13	9		15	13	20	15	10	15	14	13	21	10	10	17	17	17
	Horz %	100	49	31	20		45	49	27	33	40	34	18	49	14	9	23	9	20	20
	Index	100	130	96	67		113	93	152	113	76	110	104	93	155	73	76	128	129	123
Drive less/use alternative transportation	Vert %	31	34	34	25		34	30	41	33	27	31	32	31	40	26	27	43	33	34
	Horz %	100	41	35	24		43	50	23	31	46	31	17	52	12	10	25	9	16	17
	Index	100	109	108	80		108	95	131	106	87	100	102	99	127	83	85	136	105	108
Pay more for eco-friendly products and services	Vert %	18	20	21	12		19	18	27	19	14	15	20	18	27	8	16	23	18	19
	Horz %	100	42	37	20		42	53	26	32	42	27	20	54	14	6	27	9	16	17
	Index	100	111	116	68		106	101	150	108	79	87	115	103	150	47	89	132	102	109
Plan to buy a hybrid vehicle	Vert %	6	6	5	6		7	5	8	5	6	6	5	6	8	6	6	8	6	7
	Horz %	100	41	28	32		46	47	25	23	53	30	15	56	13	12	31	9	16	20
	Index	100	107	86	106		115	89	141	78	99	97	87	106	142	98	104	133	102	126
Recycle electronics (batteries, cell phones, computers, etc)	Vert %	37	45	40	25		37	39	45	40	34	36	40	37	47	28	34	41	45	43
	Horz %	100	45	34	20		39	55	21	31	48	30	18	52	12	9	27	8	19	19
	Index	100	119	107	68		98	104	120	106	90	97	108	99	127	76	91	110	121	116
Recycle glass, plastic, or paper	Vert %	74	79	77	63		72	76	78	74	72	72	75	74	79	66	74	75	79	79
	Horz %	100	41	33	26		39	54	18	29	52	30	18	53	10	11	30	7	17	17
	Index	100	108	104	85		98	103	106	100	98	97	102	101	108	89	101	102	108	107
Support politicians based on environmental positions	Vert %	12	18	12	4		14	11	20	14	9	13	15	11	21	7	9	15	17	18
	Horz %	100	58	33	10		46	49	29	33	39	32	21	48	16	7	23	9	21	24
	Index	100	151	102	33		115	94	164	111	73	104	121	91	175	55	77	123	139	149
Use cloth or other reusable grocery bags	Vert %	49	55	50	42		51	49	56	51	47	47	50	51	56	42	49	56	52	58
	Horz %	100	42	32	26		41	52	20	30	50	29	17	54	11	10	30	8	16	19
	Index	100	111	101	85		103	99	114	102	94	96	100	102	113	85	99	113	105	117
Use energy efficient light bulbs	Vert %	63	68	67	54		63	64	69	61	63	61	68	63	69	58	63	68	66	68
	Horz %	100	41	34	25		40	53	19	28	53	30	18	52	10	11	30	7	16	17
	Index	100	108	105	85		100	101	109	97	99	97	107	100	109	91	99	107	104	107
Use less water at home	Vert %	42	44	43	37		44	40	44	43	41	41	44	41	45	38	41	41	42	44
	Horz %	100	40	33	27		42	51	18	30	52	30	18	52	10	11	29	7	16	17
	Index	100	106	103	90		106	96	104	102	97	98	106	99	107	91	98	98	101	105
Use rechargeable batteries	Vert %	29	30	30	28		30	29	33	28	29	26	29	32	31	24	32	35	24	34
	Horz %	100	38	33	29		41	52	20	28	52	27	17	56	10	10	32	8	12	18
	Index	100	101	102	97		102	98	114	96	98	88	98	108	106	80	108	118	80	115
None	Vert %	7	5	7	10		8	7	6	7	8	8	7	7	6	11	7	6	6	4
	Horz %	100	26	31	43		43	49	14	27	59	34	16	50	8	18	30	6	13	8
	Index	100	69	96	143		108	93	78	93	111	110	95	96	84	150	101	81	86	51

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Activities past 12 months																			
Adult continuing education	Vert %	14	15	15	10	14	14	16	14	13	11	14	15	16	9	14	17	14	17
	Horz %	100	43	36	21	39	56	21	29	50	26	18	57	11	8	31	8	15	20
	Index	100	112	113	71	99	105	119	100	94	83	103	109	118	64	103	121	99	124
Baseball - softball	Vert %	6	7	6	4	6	7	8	6	6	4	6	7	6	4	7	8	4	9
	Horz %	100	44	35	22	39	58	22	27	51	22	16	62	10	8	34	10	11	23
	Index	100	115	108	73	98	109	128	93	95	72	92	119	106	63	115	140	73	147
Basketball	Vert %	9	8	7	14	9	9	10	9	9	7	9	11	10	6	11	11	7	9
	Horz %	100	31	25	44	37	52	19	27	54	23	17	60	10	7	35	8	11	15
	Index	100	81	78	148	92	99	110	92	101	74	101	115	109	61	115	120	71	96
Bicycling	Vert %	23	22	25	21	22	23	30	19	22	20	24	23	29	18	23	31	21	21
	Horz %	100	37	35	28	39	54	23	25	52	28	19	54	12	10	30	9	14	15
	Index	100	97	110	93	98	102	133	86	97	90	108	103	130	81	100	135	94	91
Bowling	Vert %	20	19	21	20	20	20	19	17	22	15	21	22	18	17	24	20	15	22
	Horz %	100	36	34	30	39	54	16	25	59	24	18	58	8	10	35	7	11	17
	Index	100	96	105	101	98	102	94	85	110	77	107	111	90	86	118	102	74	110
Camping	Vert %	12	11	13	12	12	13	13	10	13	10	12	13	12	12	14	15	9	11
	Horz %	100	34	36	31	38	55	19	23	57	25	18	57	10	12	34	8	12	15
	Index	100	88	111	103	95	104	110	80	108	82	103	110	102	99	114	122	78	91
Casino gambling	Vert %	18	21	17	15	18	18	17	18	18	18	16	18	17	17	18	18	20	21
	Horz %	100	44	31	25	41	54	17	30	53	30	16	54	9	12	31	7	18	19
	Index	100	116	97	83	102	102	97	103	100	98	92	104	98	96	104	102	114	118
Fishing	Vert %	16	18	15	14	14	18	17	16	16	15	14	17	14	17	16	20	18	19
	Horz %	100	43	31	27	35	58	18	29	53	29	15	56	8	13	31	9	17	19
	Index	100	112	95	89	89	110	103	98	100	94	87	108	86	109	102	127	112	121
Free weights - circuit training	Vert %	28	29	33	21	26	29	34	24	27	20	30	32	31	16	31	37	23	32
	Horz %	100	40	38	23	37	56	22	25	53	22	18	60	10	7	34	9	13	18
	Index	100	104	118	75	93	106	124	87	99	71	108	115	111	60	114	135	85	116
Gardening	Vert %	42	46	47	33	42	42	51	43	39	42	43	42	50	35	40	52	47	45
	Horz %	100	41	35	23	39	53	21	30	50	30	17	52	11	10	28	8	17	17
	Index	100	109	111	78	99	100	120	101	93	99	102	100	118	84	94	122	112	106
Golf	Vert %	12	14	17	6	12	13	17	12	11	11	12	13	15	9	11	19	14	14
	Horz %	100	43	44	14	37	57	24	29	47	27	17	56	12	9	27	10	17	18
	Index	100	112	136	46	94	108	136	101	88	89	98	107	126	71	89	151	112	113
Hiking - backpacking	Vert %	15	17	18	9	14	16	20	14	14	12	15	17	20	11	17	17	15	20
	Horz %	100	44	38	18	37	56	23	27	51	25	18	57	12	9	33	8	15	21
	Index	100	115	118	61	93	107	130	91	95	82	102	110	132	70	110	111	98	133
Hunting	Vert %	5	6	5	4	4	6	4	4	6	6	6	4	4	7	5	4	6	5
	Horz %	100	44	33	23	34	60	14	23	63	36	19	45	7	17	31	6	18	16
	Index	100	115	103	78	85	114	82	77	119	116	114	86	79	142	103	84	119	101
Jogging - running	Vert %	25	20	29	28	24	26	30	23	24	19	23	29	27	17	28	33	18	20
	Horz %	100	31	37	33	38	54	21	27	52	23	16	61	10	8	34	9	11	13
	Index	100	80	114	110	95	103	120	93	97	76	93	116	107	67	113	133	70	81
Photography	Vert %	26	27	28	24	26	27	29	26	26	22	26	29	32	18	29	25	24	29
	Horz %	100	39	34	27	39	54	19	29	52	26	17	57	11	8	33	7	14	18
	Index	100	103	105	91	98	103	110	98	98	84	99	110	122	68	111	94	93	110

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Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Activities past 12 months (ctd)																			
Powerboating	Vert %	6	6	8	6	5	8	7	6	6	6	5	7	7	5	8	8	7	5
	Horz %	100	33	40	28	32	63	20	26	54	28	13	59	10	9	36	9	16	13
	Index	100	86	123	93	81	120	116	90	100	91	75	113	112	77	119	123	102	80
Sailboating	Vert %	2	2	3	2	2	3	4	2	2	2	3	2	3	2	2	5	2	2
	Horz %	100	34	35	31	37	57	29	26	45	30	21	49	13	11	23	15	11	16
	Index	100	88	110	104	92	107	166	89	84	97	124	94	141	89	76	222	74	103
Sewing - crafts	Vert %	19	20	23	16	19	19	17	20	20	19	20	19	19	20	20	15	20	20
	Horz %	100	39	37	24	39	53	15	30	55	30	18	52	9	12	31	5	16	16
	Index	100	101	116	81	97	100	85	103	103	98	104	100	97	102	103	77	103	101
Snow skiing - snowboarding	Vert %	6	3	9	4	5	6	8	5	5	4	6	6	8	3	6	7	3	4
	Horz %	100	23	55	22	37	58	24	28	48	24	18	58	14	6	32	8	8	11
	Index	100	61	171	74	92	111	140	95	89	78	108	110	149	52	108	117	50	67
Soccer	Vert %	6	6	5	9	6	7	6	6	7	5	7	7	6	7	7	7	4	6
	Horz %	100	33	25	42	36	55	17	25	58	26	19	56	8	13	32	7	9	16
	Index	100	88	78	140	90	104	96	86	109	83	110	107	89	107	108	103	59	98
Swimming	Vert %	34	34	39	29	33	35	39	31	34	29	35	36	37	29	35	43	31	36
	Horz %	100	38	37	25	39	54	20	27	53	26	17	56	10	10	31	9	14	17
	Index	100	99	115	85	98	103	116	92	99	86	102	107	109	84	104	126	91	106
Tennis	Vert %	8	7	8	9	8	8	11	8	7	6	8	9	10	4	9	10	5	8
	Horz %	100	33	33	34	41	51	24	28	48	23	16	61	12	6	33	9	10	16
	Index	100	86	104	114	104	97	137	95	90	74	96	116	132	52	111	132	64	98
Volunteer work	Vert %	30	39	30	18	29	31	37	29	28	29	31	30	37	25	29	36	37	42
	Horz %	100	50	32	18	39	55	21	28	51	30	17	53	11	10	29	8	19	22
	Index	100	131	100	61	98	104	122	96	95	98	102	100	122	82	97	119	123	139
Yoga - pilates	Vert %	11	11	13	8	11	11	13	11	10	9	11	12	14	8	11	11	10	11
	Horz %	100	38	39	23	42	53	21	29	50	26	17	56	12	9	30	7	14	17
	Index	100	100	122	77	106	101	118	99	94	86	101	108	127	76	101	102	92	104
Use wireless/cell phone																			
Yes	Vert %	88	89	91	83	88	88	91	85	88	84	87	91	90	81	92	92	86	92
	Horz %	100	39	33	28	40	53	18	28	54	29	17	54	10	11	32	7	15	17
	Index	100	101	104	94	100	100	104	97	101	95	99	103	103	92	105	105	97	104
No	Vert %	12	11	9	17	12	12	9	15	12	16	13	9	10	19	8	8	14	8
	Horz %	100	35	23	42	39	51	13	36	51	41	19	40	7	19	19	4	18	11
	Index	100	92	71	141	97	97	72	124	96	135	109	77	80	159	64	63	119	68

			Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
	Cell	Base	Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Ways use wireless/cell phone																			
E-mail	Vert %	24	23	29	22	24	25	29	21	25	18	23	29	28	15	30	31	19	27
	Horz %	100	35	38	27	39	53	21	25	54	23	16	61	10	8	36	9	12	18
	Index	100	93	118	90	99	101	120	85	102	74	94	117	113	61	121	126	78	110
Games (play or download)	Vert %	14	10	16	16	14	13	13	12	15	7	15	17	11	7	17	15	7	12
	Horz %	100	28	38	34	42	50	16	26	58	17	18	65	8	6	39	8	7	14
	Index	100	73	118	115	107	95	93	88	109	55	108	124	82	51	129	111	48	89
Instant messaging	Vert %	10	8	10	12	11	9	8	13	9	7	11	12	8	6	10	10	7	9
	Horz %	100	31	33	36	44	45	15	36	49	22	18	60	7	7	31	7	11	15
	Index	100	82	103	120	110	86	83	124	92	72	105	115	78	59	102	95	70	91
Maps/GPS navigation	Vert %	14	13	17	14	15	15	17	12	15	10	14	17	16	8	19	17	9	16
	Horz %	100	35	37	28	40	53	20	24	56	21	16	63	10	6	39	8	10	18
	Index	100	91	116	94	102	101	115	83	105	67	96	121	111	52	131	120	63	113
Music (listen or download)	Vert %	13	9	15	15	13	12	12	11	14	8	13	15	10	8	16	14	6	11
	Horz %	100	27	37	35	42	51	17	25	58	20	17	63	8	8	38	8	8	14
	Index	100	72	117	118	105	97	96	86	109	64	101	121	83	65	126	115	51	87
Ways use wireless/cell phone																			
News/weather/traffic	Vert %	17	15	22	14	16	17	20	15	17	12	15	20	18	10	21	23	12	18
	Horz %	100	33	41	26	38	55	21	26	53	22	16	63	10	7	37	9	11	17
	Index	100	87	128	86	97	104	119	89	100	71	92	120	104	57	123	135	68	105
Search (Google, Yahoo!, etc.)	Vert %	18	17	20	17	17	18	21	15	19	13	17	21	20	11	22	22	14	20
	Horz %	100	36	36	28	38	54	21	24	55	22	16	62	10	7	38	9	12	18
	Index	100	95	112	93	97	103	118	82	104	72	94	118	111	59	126	124	76	114
Social networking (Facebook, Twitter, etc.)	Vert %	13	9	14	16	12	13	10	10	15	8	12	16	8	9	18	13	8	9
	Horz %	100	27	36	37	38	54	14	24	62	18	16	66	6	8	42	7	9	12
	Index	100	70	113	125	97	102	82	83	115	60	93	126	65	69	141	102	62	74
Sports scores/updates	Vert %	9	9	13	6	10	9	12	8	9	6	9	11	11	5	11	13	6	11
	Horz %	100	36	44	20	42	51	23	26	52	21	16	64	11	7	34	10	11	18
	Index	100	94	136	68	106	96	130	87	97	68	92	122	120	59	115	144	70	115
Stocks/stock market	Vert %	4	5	4	2	4	4	5	3	3	3	4	4	5	1	4	7	4	6
	Horz %	100	51	33	16	41	53	26	24	50	21	19	60	12	4	33	13	17	25
	Index	100	133	104	53	103	100	150	82	94	69	112	114	133	32	110	183	109	159
Subscribe to TV service for a fee	Vert %	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	0	1	1
	Horz %	100	50	22	29	47	38	11	38	51	27	28	45	11	4	30	0	17	15
	Index	100	130	69	95	117	72	65	129	95	87	164	87	123	30	101	0	114	93
Text messaging	Vert %	52	47	57	52	52	51	50	45	56	38	52	60	46	38	63	56	34	57
	Horz %	100	34	35	30	40	53	17	26	58	22	17	60	8	9	37	7	10	17
	Index	100	90	111	101	101	100	98	87	108	73	101	115	90	73	123	108	65	110
Watch free TV programs	Vert %	2	2	1	2	2	1	2	2	2	1	2	2	2	1	2	2	1	3
	Horz %	100	51	20	29	46	42	17	30	54	19	21	61	9	6	37	7	11	29
	Index	100	133	62	98	117	81	95	101	101	62	120	116	101	50	122	103	70	180
Watch video clips	Vert %	7	6	9	6	8	7	5	7	8	4	6	9	6	3	10	6	3	8
	Horz %	100	30	44	26	44	52	14	29	58	19	14	67	8	6	42	6	6	18
	Index	100	79	136	88	111	99	77	99	108	61	84	128	84	47	141	81	39	116

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Fast-food restaurants usd for brkfst/lunch/dinner pst 30 dys																			
Arby's	Vert %	9	10	11	6	8	9	8	9	9	9	9	8	10	9	9	7	9	11
	Horz %	100	42	39	19	37	55	17	31	53	33	17	50	10	12	30	5	16	20
	Index	100	110	123	63	92	105	96	105	99	107	100	96	112	98	100	78	105	125
Boston Market	Vert %	3	2	5	3	4	3	4	3	3	3	3	3	4	3	3	4	2	1
	Horz %	100	20	54	26	44	49	21	31	48	34	15	51	12	12	27	8	8	7
	Index	100	52	169	88	112	93	117	107	90	111	88	97	128	99	89	116	54	41
Burger King	Vert %	20	21	19	19	19	20	19	19	21	19	21	20	19	20	21	19	17	24
	Horz %	100	41	30	29	39	52	17	28	55	29	18	54	9	12	31	7	13	19
	Index	100	108	94	97	97	99	95	96	104	94	104	102	95	100	105	96	88	119
Chipotle	Vert %	17	15	19	19	19	17	17	14	20	12	15	21	15	13	24	19	11	20
	Horz %	100	34	35	32	43	51	17	23	60	22	15	64	8	9	41	8	9	18
	Index	100	88	108	106	108	97	99	79	112	70	85	122	87	77	136	109	61	113
Cosi	Vert %	3	2	3	4	3	3	5	3	3	2	3	4	5	1	4	5	2	2
	Horz %	100	30	33	37	41	53	28	28	44	23	16	61	14	3	34	12	11	11
	Index	100	78	104	124	104	101	162	95	83	74	95	117	150	25	112	170	72	71
Dairy Queen	Vert %	4	3	5	4	3	4	4	3	4	4	2	4	5	3	5	4	3	3
	Horz %	100	31	39	30	32	57	19	27	54	31	10	59	11	9	37	7	14	13
	Index	100	82	122	100	80	108	110	92	101	99	60	113	120	71	123	104	89	83
Domino's Pizza	Vert %	13	10	15	13	14	12	11	14	12	9	12	14	10	10	14	12	7	11
	Horz %	100	31	39	30	43	51	16	32	52	23	17	60	8	10	33	7	9	14
	Index	100	80	122	102	109	96	91	110	97	75	97	116	82	79	110	100	60	91
Dunkin' Donuts	Vert %	10	9	12	8	10	9	8	8	11	7	10	11	7	5	13	9	6	11
	Horz %	100	35	40	25	41	52	14	25	61	21	18	61	7	7	41	6	9	18
	Index	100	91	125	84	103	98	83	86	113	68	106	117	77	57	135	90	60	111
Einstein Bros. Bagels	Vert %	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	3	2	3
	Horz %	100	41	30	29	39	52	19	21	60	31	13	56	9	13	39	8	12	20
	Index	100	108	92	98	99	99	108	73	112	102	75	107	93	106	131	122	76	124
Jerry's Subs & Pizza	Vert %	5	6	4	6	5	5	5	5	5	5	5	5	4	4	5	7	3	8
	Horz %	100	44	22	34	39	54	18	31	51	27	17	55	8	11	28	10	11	25
	Index	100	115	70	113	98	103	106	106	95	90	101	106	82	87	92	147	68	159
KFC	Vert %	16	17	17	13	17	15	12	17	17	16	17	16	11	20	15	13	16	18
	Horz %	100	41	35	25	42	51	13	32	56	31	18	51	6	15	28	6	15	18
	Index	100	106	108	83	105	96	74	107	104	101	106	98	69	124	95	82	99	114
Little Caesar's Pizza	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1
	Horz %	100	51	31	18	32	63	16	35	49	29	19	52	13	13	28	3	20	16
	Index	100	133	98	61	80	119	90	120	92	94	113	99	138	108	95	42	132	103

	Cell	Base	Vote in Local Elections			Q1. Govt. Privatization		Q2. Awareness of Ballot Issue			Q3. Opinion of Ballot Issue			Potential Target Groups					
			Always	Sometimes	Never	Bad Idea	Good Idea	Aware / Familiar	Aware / Not that familiar	Not Aware	Oppose	No opinion	Favor	Aware & Oppose	Not Aware & Oppose	Not Aware & Favor	Aware & Favor	Oppose & Always Vote	Favor & Always Vote
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	38	32	30	40	53	17	29	53	31	17	52	9	12	30	7	15	16
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Proj (000)	4,727	1,800	1,514	1,413	1,875	2,490	823	1,384	2,520	1,449	807	2,471	438	575	1,417	327	724	752
Fast-food restaurants usd for brkfst/lunch/dinner pst 30 dys (ctd)																			
McDonald's	Vert %	51	46	57	52	51	51	48	50	53	47	53	54	45	51	54	53	39	51
	Horz %	100	34	36	31	40	52	16	29	55	28	18	55	8	12	31	7	12	16
	Index	100	89	112	102	100	99	93	98	104	91	103	104	88	100	105	104	76	99
Papa John's Pizza	Vert %	12	9	13	14	11	12	10	10	14	10	14	12	9	14	13	12	6	12
	Horz %	100	30	35	35	36	53	15	25	61	26	20	54	7	14	32	7	8	16
	Index	100	79	109	118	92	101	83	85	114	86	118	102	77	114	107	100	51	99
Pizza Hut	Vert %	14	10	14	18	12	14	11	13	14	10	13	16	11	10	16	13	7	11
	Horz %	100	27	34	40	35	56	15	28	57	23	17	60	8	9	36	7	8	13
	Index	100	71	104	132	87	106	85	97	107	74	99	115	80	72	121	100	51	82
Potbelly Sandwich Works	Vert %	5	5	5	5	6	5	8	4	4	4	5	6	9	2	5	8	4	6
	Horz %	100	38	35	27	45	49	29	23	48	25	17	59	16	5	32	11	13	18
	Index	100	100	110	90	114	92	168	78	90	81	98	112	177	43	106	162	83	116
Qdoba	Vert %	1	1	1	2	2	1	2	1	1	1	1	2	2	1	2	2	1	2
	Horz %	100	35	16	49	50	46	23	20	57	23	8	69	13	7	44	10	10	20
	Index	100	92	50	164	125	87	130	68	108	76	46	132	136	55	146	146	62	127
Quizno's	Vert %	7	5	8	7	6	7	7	6	7	5	6	8	6	5	8	9	4	6
	Horz %	100	31	39	30	34	57	19	27	54	24	15	62	9	9	36	9	10	16
	Index	100	81	123	100	86	108	108	93	101	77	87	118	92	74	119	132	65	98
Starbucks	Vert %	15	12	20	14	16	14	16	16	14	13	14	17	16	13	15	16	10	14
	Horz %	100	31	42	27	42	50	19	31	51	27	16	58	10	11	30	7	10	15
	Index	100	81	131	91	107	94	107	105	95	87	92	110	108	87	101	106	67	94
Subway	Vert %	30	29	32	29	30	30	31	27	31	27	30	31	30	28	32	34	25	32
	Horz %	100	37	34	29	39	53	18	27	56	28	17	55	9	12	32	8	13	17
	Index	100	97	106	97	98	101	102	92	104	91	101	105	99	94	105	112	85	106
Taco Bell	Vert %	17	14	17	21	16	17	13	15	20	13	17	19	12	13	22	15	9	18
	Horz %	100	31	33	36	37	54	13	26	61	24	17	59	6	10	39	6	8	17
	Index	100	83	102	120	94	102	74	89	114	78	101	113	69	78	130	85	54	107
Vocelli Pizza	Vert %	2	1	3	2	1	2	2	2	2	2	1	3	1	2	2	4	1	2
	Horz %	100	25	42	34	29	63	19	34	47	24	7	69	3	10	34	15	7	15
	Index	100	64	131	112	73	120	109	115	89	77	42	133	35	79	113	212	44	92
Wendy's	Vert %	18	18	20	16	18	18	15	18	19	17	19	18	15	18	19	16	17	18
	Horz %	100	37	36	27	39	52	15	29	56	29	18	53	8	12	31	6	14	16
	Index	100	98	111	90	99	99	84	99	106	93	107	102	82	102	104	92	94	101