

Jane Powell (A)

The “Yes” Media Plan for the WOGS Referendum

2010 Washington Media Scholars Foundation’s Student Case Competition and Scholarships

With seven months to go until the referendum election, new campaign manager Jane Powell hung up frustrated after her first conference call with the seven heavyweight advertising creatives and bi-partisan political consultants hired by her Fortune 100 employer, Gadget International. It was Monday, the first day of March.

Two weeks ago, the 33-year-old Jane had been Gadget’s vice president of corporate communications earning a bit more than \$200,000 annually while working out of Gadget’s North American headquarters in Westchester, New York. Now, she found herself nearly alone on a floor of temporary, furnished office space one block north of Pennsylvania Avenue and seven blocks from the White House. Jane had taken the biggest office on the corner.

It was the first day of her new job as campaign manager. She had been asked by Gadget’s CEO to take the reins of a recently created coalition organization – funded largely by Gadget – that was attempting to convince Washington, suburban Maryland, and suburban Virginia residents to vote “yes” in an upcoming September 25 special. (See description of the Washington Online Government Services Referendum below.)

The Campaign Media Plan

Last week, as her first order of business, Jane told her advertising consultants she quickly needed a month-by-month media plan with a realistic \$1.5 million to \$2.5 million advertising budget, and that she wanted it in a spreadsheet model. But all she got from them this morning was a few Powerpoint slides with some tables pasted in (see Consultants Plan below). She was not happy.

The consultants kept talking about the message and “the narrative,” including a lot of discussion about how many television spots would be made and how large the production budget would be. These would be key decisions. But Jane first needed an overall media plan and budget approved before any creative work could be contracted.

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? What mix of advertising media would be the most cost-effective way of reaching the targets? And, most importantly, what was the month-by-month media plan and budget that Gadget International would have to fund, and what were they going to get for their money?

Jane realized she was going to have to prepare the media plan herself, and then present it to Gadget’s senior management for approval. She opened Excel and started with a blank document.

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Washington Online Government Services (WOGS) Referendum: A non-partisan special election in Greater Washington, D.C.

At issue was a potential multi-government contract worth as much as \$500 million in fees over the next 10 years to build and operate an integrated, one-stop government services Internet infrastructure covering all of the numerous local, county and state government jurisdictions in the greater Washington, D.C. area. Jane's company, Gadget International, would be the likely front-runner in competitive bidding for the contract.

But first the WOGS concept would have to be approved in an unusual referendum election of voters from Washington, Northern Virginia, and Southern Maryland. This first-of-its-kind special election would be decided by the 3,718,000 registered voters living in the 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 research company.

	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%			

Table 1

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

Another factor that made the special election unusual was that it would be held on Saturday, September the 25th, 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 websites attempted to serve their needs (see examples in Appendix A) but they were siloed off from each other. WOGS would provide a central and more powerful site for most government services, cut down on the need for residents to physically visit government offices around the area, and could reduce local government overhead costs.



On the other side of the WOGS issue was Widgex Technologies which currently held contracts to run several existing government services websites in the Washington area. If voters did approve WOGS, 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. A “grassroots” coalition group, Voters For Local Online Choice, had recently been created to oppose WOGS, and Widget Technologies was its largest source of funding by far.

Polling and Research Meeting with Dr. Kai Chaid

Later that day, Jane had a meeting with Dr. Kai Chaid, the campaign's pollster and research consultant, and the only member of the consultant team that Jane had personally retained. Dr. Chaid had made his reputation as a political pollster, but now worked as a marketing consultant to a number of consumer companies, including Gadget International.

Two weeks ago, while she was still at Gadget, Jane asked Dr. Chaid to conduct a short survey of the Washington, DC media market. The campaign would later conduct a more in-depth study of voter attitudes, but Jane wanted a quick look at where she stood before preparing her media plan and advertising budget proposal for Gadget management.

Dr. Chaid had recommended adding questions to an "omnibus" consumer survey of Washington area adults. An omnibus is a survey conducted by an independent research organization and includes questions from a number of different clients. Some client questions, such as those about the WOGS issue, remained confidential to the client. But most of other data -- including information about consumer and media behavior, as well as detailed demographics -- would be available to all client subscribers. This sharing of data makes omnibus studies cost-efficient.

Dr. Chaid was a subscriber to Scarborough Research, one of the country's largest suppliers of syndicated local market data. The WOGS questions were added to a "recontact" survey of 5,857 Scarborough respondents in the Washington media market who had been interviewed over the past twelve months. In addition to getting voter attitudes about WOGS, Dr. Chaid and Jane would be able to cross-tabulate those attitudes with media usage, demographics, and consumer behaviors.

Because of space limitations, Dr. Chaid was able to add only two question items to the Scarborough survey. Jane had accepted his recommendation of the following questions as key benchmarks against which the campaign could track its future progress:

1. Have you heard about a special election that will be held in September this year? This will be the first time that Washington DC, the Maryland suburbs and the Virginia suburbs will all vote on the same ballot issue. Would you say you:
 - a. Have heard about the special election and are somewhat familiar with the issue.
 - b. Have heard about the special election but are not that familiar with the issue.
 - c. Have not heard that much or anything about the special election.
2. 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? "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 matters, real estate and many other matters. This measure would create an easy to use, one-stop site that all Washington area residents could use in Maryland, Virginia, and the District of Columbia."
 - a. Strongly favor
 - b. Somewhat favor
 - c. Somewhat oppose
 - d. Strongly oppose
 - e. Don't know/No opinion

Initial Survey Results

Today, Chaid was able to present only “topline” summary results because the fieldwork had just concluded and the data was still being processed. Detailed cross-tabulations would follow shortly in the form of a thick book of rows and columns of numbers. The crosstab book would be accompanied by Excel spreadsheet files containing the same data. At first glance, the numbers looked good – they were 17 points ahead.

	Vert %		Vert %
Total Washington DC DMA Adults	100%	Support for WOGS	100%
		Strongly favor	24%
Awareness of Special Election		Somewhat favor	26%
Aware and familiar	18%	Somewhat oppose	18%
Aware and somewhat familiar	30%	Strongly oppose	15%
Unaware	53%	Don't know/Undecided	17%
Total Aware	48%	Total Favor	50%
		Total Oppose	33%
		Favor % - Oppose %	17%

Table 2

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

But the data also showed problems, Dr. Chaid warned, as he handed Jane the next table. She immediately saw the red flag: they were 6 points behind among the 40% who reported that they always voted in local elections.

		Vote in Local Elections			
		Total	Always	Sometimes	Never
Horz %		100%	40%	33%	27%
Pop (000)		4,692	1,882	1,531	1,279
Awareness of Special Election	Vert %	100%	100%	100%	100%
Aware and familiar		18%	23%	17%	10%
Aware and somewhat familiar		30%	32%	30%	26%
Unaware		53%	44%	53%	64%
Total Aware		48%	56%	47%	36%
Support for WOGS	Vert %	100%	100%	100%	100%
Strongly favor		24%	17%	26%	33%
Somewhat favor		26%	20%	26%	34%
Somewhat oppose		18%	23%	16%	14%
Strongly oppose		15%	20%	15%	7%
Don't know/Undecided		17%	20%	17%	12%
Total Favor		50%	37%	52%	67%
Total Oppose		33%	43%	31%	21%
Favor % - Oppose %		17%	-6%	21%	47%

Table 3

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

The 40% turnout figure for local elections is exaggerated, he cautioned, since people “over-report” positive behaviors such as voting, charitable giving, and exercise. He thought actual turnout could be well below 20%. Awareness of and interest in the issue would ultimately decide which voters turned out. “The hardest thing about special elections is identifying the few voters who will show up,” said Chaid. “And no one’s going to vote in this election unless they’re aware of the issue, and have some opinion on it one way or the other.”

		Awareness of Special Election			
		Aware and familiar		Aware and somewhat familiar	
		Total			Unaware
Horz %		100%	18%	30%	53%
Pop (000)		4,692	823	1,402	2,467
Support for WOGS	Vert %	100%	100%	100%	100%
Strongly favor		24%	17%	20%	29%
Somewhat favor		26%	22%	27%	26%
Somewhat oppose		18%	29%	19%	14%
Strongly oppose		15%	25%	17%	11%
Don't know/Undecided		17%	7%	18%	20%
Total Favor		50%	39%	47%	56%
Total Oppose		33%	54%	36%	25%
Favor % - Oppose %		17%	-15%	11%	31%

Table 4

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

Jane took the table and scribbled some quick numbers: 61% of WOGS opponents said they were previously aware of the proposal, but only 42% of WOGS supporters were aware. She needed a media plan to fill that information gap.

Political Campaign or Consumer Campaign?

While this was a political campaign, it was also a consumer campaign, argued Chaid. “Voters are consumers of government because the law says they have to or because they choose to,” said Chaid, before confessing he had no direct data on consumer interactions with local, county, and state governments.

While they talked, he began to get some additional information graphics, e-mailed from his staff who were pouring through the preliminary crosstab printouts looking for differences in consumer behaviors between supporters and opponents of WOGS (See Appendix B). He showed Jane an example:

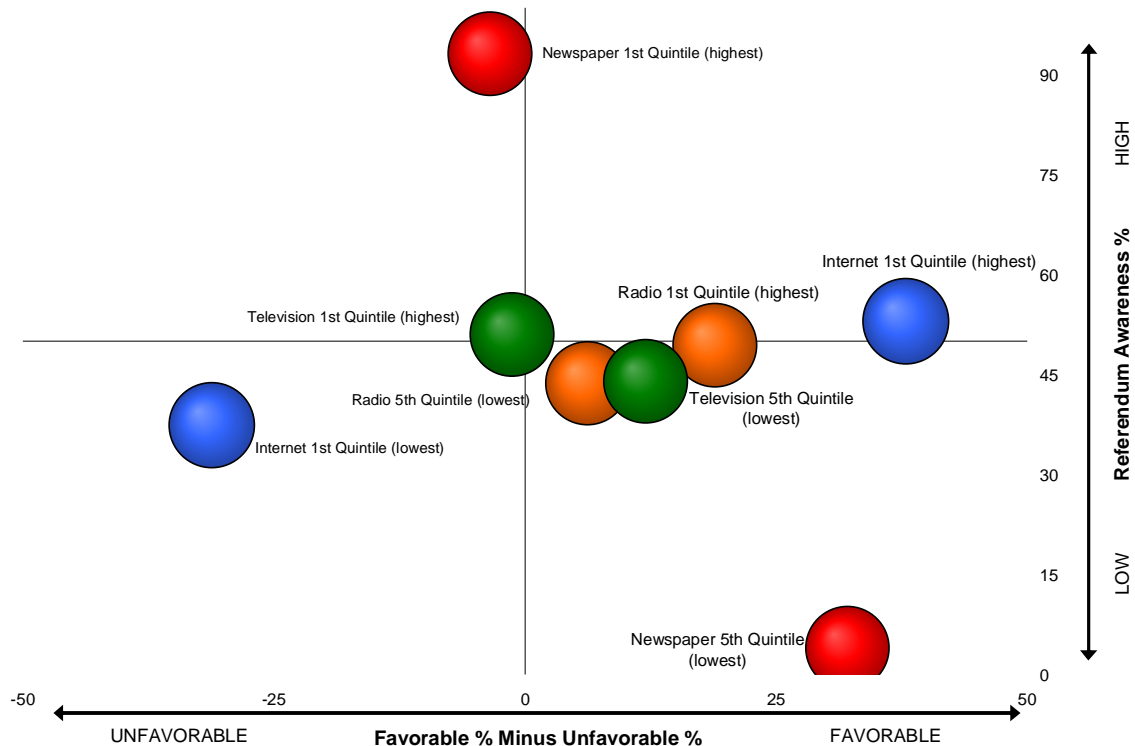


Diagram 1

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

Dr. Chaid 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. The bubble sizes are proportionate to the size of each population group.

He showed Jane another bubble diagram that plotted the relative positioning of some selected demographic groups.

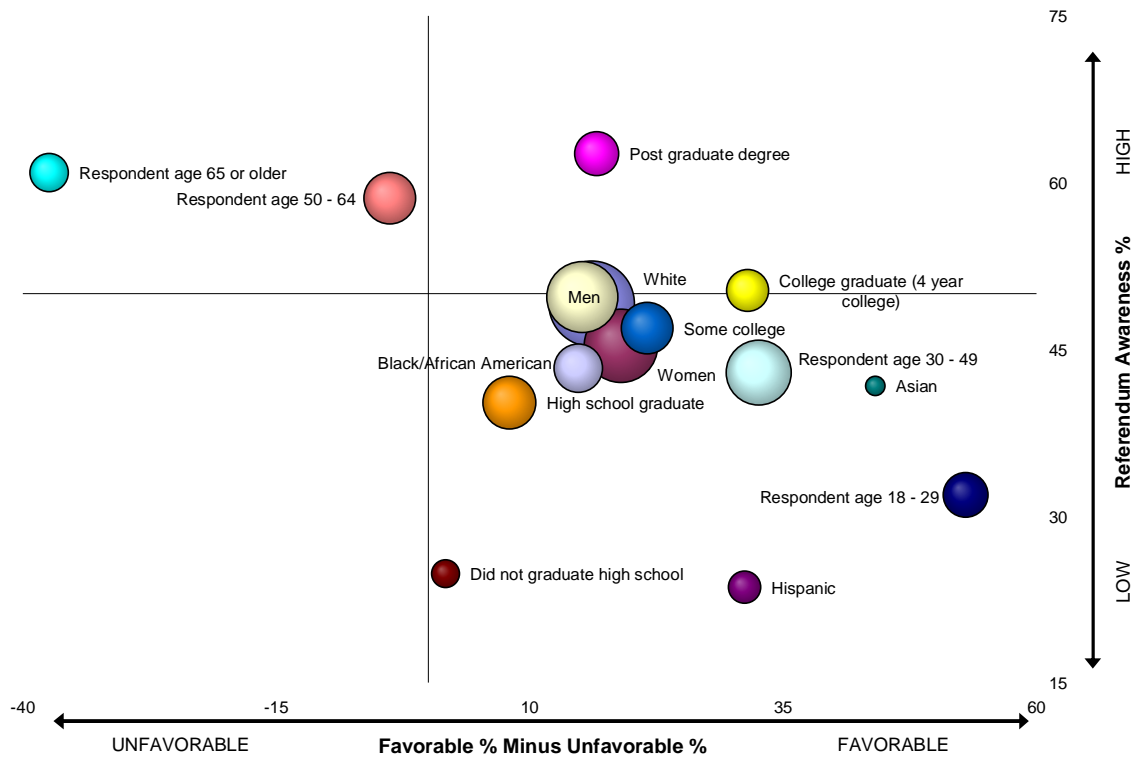


Diagram 2

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

Conference Call with Matt Shannon

For some media advice, Jane turned to a colleague at Gadget’s headquarters in Westchester. Matt Shannon was vice-president of North American consumer advertising, and responsible for an annual ad spending budget of \$65 million in the current fiscal year. Only a couple of years older than Jane, Matt had an MBA from a well-known Midwestern business school, and was known in the Gadget building as “Media Matt” for his ability to recite ad rates and audience data from memory.

Jane had sent Matt a page from the consultants’ Powerpoint presentation, and wanted his opinion on it. First, she asked: “I know it has to do with the size of a media buy, but can you remind me what GRP’s actually are?”

WOGS Messaging Team: Our Media Recommendations		
A four month multi-media campaign June - September		
	<u>Estimated Cost</u>	<u>Media Weight</u>
Broadcast & Cable Television	\$1,400,000 - \$2,000,000	11,000 - 16,000 GRP's
Radio	\$100,000 - \$250,000	1,500 - 3,500 GRP's
Internet Advertising	\$50,000 - \$100,000	N/A
Other media	\$50,000 - \$100,000	N/A
TOTALS	\$1,500,000 - \$2,500,000	

Diagram 3

“You’d be surprised how many people around this business don’t precisely know what gross rating points or GRP’s are,” said Matt. “One rating point means that one percent of a specified population group, such as Washington adults 18+, are in the media vehicle audience. Gross ratings points refer to the sum of the ratings of all the vehicles in a media schedule. The key thing is to specify what population group the rating point is based on. They don’t say here, but I’m guessing they are talking about adult 18+ points. In any event, I’d suggest tossing this out and doing your own plan with a budget somewhere in the \$2 - \$2.5 million range.”

“So just to be clear – one thousand rating points means one thousand percent of the population group? Seems like a lot,” Jane asked.

“Now you’re getting into reach and frequency,” said Matt. “A one thousand GRP schedule might reach 90% of the population at least once, with an average frequency of about 11 exposures.”

In fact, significant populations will be exposed many more times than the average, cautioned Matt. “A reach and frequency distribution is a curve with a long high-frequency tail.” He said that heavier consumer campaigns might advertise at 200+ GRP’s per week, but political campaigns often reached 1000+ GRP’s per week close to the election date. “Is it too much? I don’t know,” said Matt.

Matt recommended that Jane use “impressions,” another measure of media audience size, instead of rating points as the basis for her media planning and budgeting. He 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 adult impressions, or 4.7 million times one percent.” Matt said impressions are usually expressed as thousands, and costs reported as cost-per-thousand impressions or CPM.

“Impression is a somewhat misleading term,” said Matt. “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.”

Matt's Media Cheat Sheet

As a favor to Jane, Matt had looked at some of his recent media buys in the Washington market, as well as published information about current and anticipated media rates. He pulled these together in a summary of cost-per-thousand impressions for a variety of media that Jane might include in her plan. He called it her “cheat sheet.”

“We call it a cheat sheet because it oversimplifies everything and the numbers aren’t always right. Your costs for each individual placement or spot will vary widely from these estimates, but these average numbers are good for bottom line planning and budgeting,” advised Matt.

Cost Per Thousand Impressions (CPM - Adults 18+)

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		
*Mix of daytime and primetime		PRINT	CPM (\$)
		Full Page B&W Ad	
		Washington Post	64
		Other Local Daily Newspapers	46
Combined Cable Network Groups		INTERNET	CPM (\$)
News: Daytime	37	Display Banner Ads Combined Categories	
News: Primetime	74	Local DC Media Websites	14
Entertainment: Daytime	21	National Websites (Geotargeted to only DC DMA users)	13
Entertainment: Primetime	43	Social Media Websites	8
Sports: Daytime	30		
Sports: Primetime	59	Search Advertising (estimated average \$2 cost per click)	n/a
Lifestyle/Info-tainment: Daytime	22		
Lifestyle/Info-tainment: Primetime	45	OUTDOOR	CPM (\$)
Other/Niche: Daytime	24	Billboards	4
Other/Niche: Primetime	49	Transit Ads (Buses, Metro Stops, etc.)	3
Cable Network Groups		Combined Internet Site Types	
<u>Cable News</u> networks such as CNN, MSNBC, Fox News Channel, CNBC, and NewsChannel8.		<u>Local DC Media Websites</u> such as Politico.com, WashingtonPost.com, WUSA9.com, MyFoxDC.com, and NBCWashington.com	
<u>Entertainment</u> networks such as TBS, TNT, USA, Comedy Central, Lifetime, FX, Sci-Fi, and A&E		<u>Social Media Websites</u> such as Facebook and MySpace	
<u>Sports</u> networks such as ESPN, ESPN2, Fox Sports Net, Golf, and Speed Channel.		<u>National Websites</u> such as CNN.com, WSJ.com, FoxNews.com, MSNBC.com, ABCNews.com, ESPN.com, HuffingtonPost.com, and DrudgeReport.com	
<u>Lifestyle & Info-tainment</u> networks such as HGTV, Food Network, History, Discovery, and Travel Channel.			
<u>Other/Niche</u> networks such as Galavision, BET, Adult Swim, G4, Spike, VH1, MTV, and MTV2.			

Table 5

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

“I don’t know how many of these you’ll use,” said Matt. “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.”

The WOGS campaign would be charged the so-called “issue rate” by television and radio stations. The issue rate, according to Matt, could be 10% to 20% higher than what a consumer advertiser or candidate campaign would pay for the same spot. Matt’s cost estimates made allowances for estimated issue rates.

Also, media rates typically rise as election day approaches and competing campaigns bid up the cost of scarce spot inventory, warned Matt. An advertiser who earlier bought a spot at a lower rate can later be “bumped” by another advertiser willing to pay more. The station then offers the bumped advertiser alternative “make-good” spots which can often include unsold, less in-demand types of programs or dayparts. Unlike the consumer advertiser who can take a better “make-good” in a couple of weeks or next month, the campaign advertiser has to deal with the election day deadline.

“Consumer and election advertising use many of the same tools, but there are important differences,” said Matt. “For example, if my competitor increases his spending, I can decide to respond next week, next month, next quarter or not respond at all. You don’t have that kind of time.” Matt said Jane might consider some contingency reserves to cover the unexpected or to re-allocate among media during the campaign.

“Consumer and election advertising campaigns do share something in common,” said Matt. “A campaign that uses a diverse mix of media types will be more effective than a campaign that doesn’t.”

The Data Dump

The following day, a courier from Chaid Partners delivered several printed copies of the Scarborough crosstabs, along with a flash drive containing the same information in an Excel spreadsheet with multiple tabs. (Survey crosstabs are attached in PDF and Excel formats.)

Each page contained the same set of 16 columns describing potential campaign target groups. The rows showed the results of the Scarborough recontact survey, plus numerous other variables as summarized in the document's table of contents. Much of the data would be useful to Jane, but some would be irrelevant.

Chaid Partners Research Study Crosstabs Table of Contents

Polling Data

- Awareness of Ballot Issue
- Opinion of Ballot Issue Description

Demographics

- State of residence
- Age of respondent
- Sex of respondent
- Marital status
- Race
- Spanish/Hispanic origin
- Spanish dominant (among Hispanics)
- Level of education
- Household income (HHLD)
- Time in present home (HHLD)
- Own or rent current residence (HHLD)
- No. children in household (age 17 or under) (HHLD)
- Type of employer
- Employment description items

Consumer Behavior Data

- Malls shopped past 3 months
- Sports event/team tickets interested in buying next 12 mos
- Fast-food restaurants used for lunch past 30 days
- Type of alcoholic beverage drink most often
- Activities past 12 months
- Use wireless/cell phone
- Ways use wireless/cell phone

Television Media Research

- Cable Networks watched past 7 days
- Broadcast Television watched past 7 days
- Spanish Broadcast watched past 7 days
- Broadcast TV networks/stations watched past 7 days

Television Media Research (ctd.)

- Broadcast TV and cable networks/stations (any viewing)
- Cable networks/stations watched past 7 days
- Sports watched on broadcast TV past 12 months
- HHLD subscribes to cable (HHLD)
- HHLD connected to satellite dish or disc (HHLD)
- Household owns DVR (digital video recorder) (HHLD)
- TV Quintile

Radio Media Research

- Combined Radio Format of 1st Preference
- Radio Station of 1st Preference (Format)
- Radio format profiles (M-S 6am-Mid come)
- Radio Quintile

Newspaper Media Research

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

Internet Media Research

- Websites visited past 30 days
- Local DC Media Websites visited past 30 days
- National websites visited past 30 days in DC DMA
- Search websites visited past 30 days in DC DMA
- 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

Outdoor Media Research

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

These research data are excerpted from Scarborough Research's 2009 (Release 2) survey of adults (18+) in the Washington, D.C. media market (N=5,857) and are used here with the permission of Scarborough Research Inc. ©2009, 2010 Scarborough Research Inc. Use is restricted to registered participants in the Washington Media Scholars Foundation 2010 Case Competition. All other uses are prohibited.

The added "recontact questions" pertaining to awareness of and support for the WOGS ballot measure are fictitious; these results were derived from statistical modeling and not from actual recontact interviews.

Jane's Plan-of-Action

Before Jane began to study the crosstabs, she sketched out some key decisions and tasks. Jane would prepare a written document for Gadget senior management to read in advance of her presentation to them in a couple of weeks. Jane didn't know exactly what the written document would look like, but she wanted to include the following:

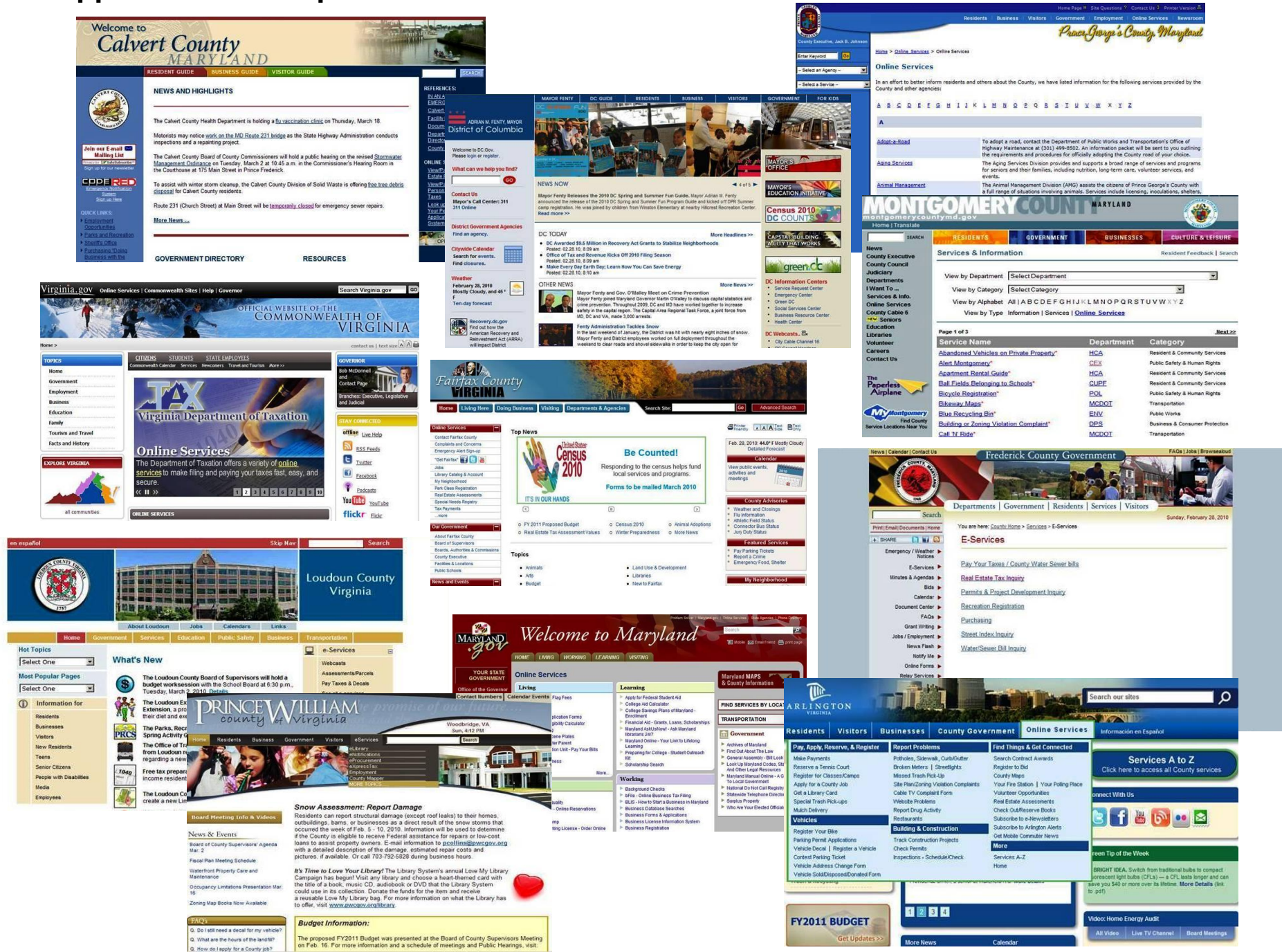
- One or more Excel spreadsheets, with the months April through September as columns, and rows describing the various media the campaign would use, the audiences for the media, and the estimated costs which she wanted to total in the \$2 million to \$2.5 million range. She was not yet sure when to launch the campaign, or if all the media used should start at the same time.
- A narrative document that combined a text description of her proposed media plan with any supporting tables or graphics. She wanted to keep this document roughly 5-20 pages long, but could include an appendix of additional supporting material if she wanted.

Jane reiterated to herself the key strategic questions the plan must answer: Just who were their target audiences? What mix of advertising media would be the most cost-effective way of reaching the targets? And, most importantly, what was the month-by-month media plan and budget that Gadget International would have to fund, and how much were they going to get for their money?

She grabbed a highlighter and opened the book of crosstabs.

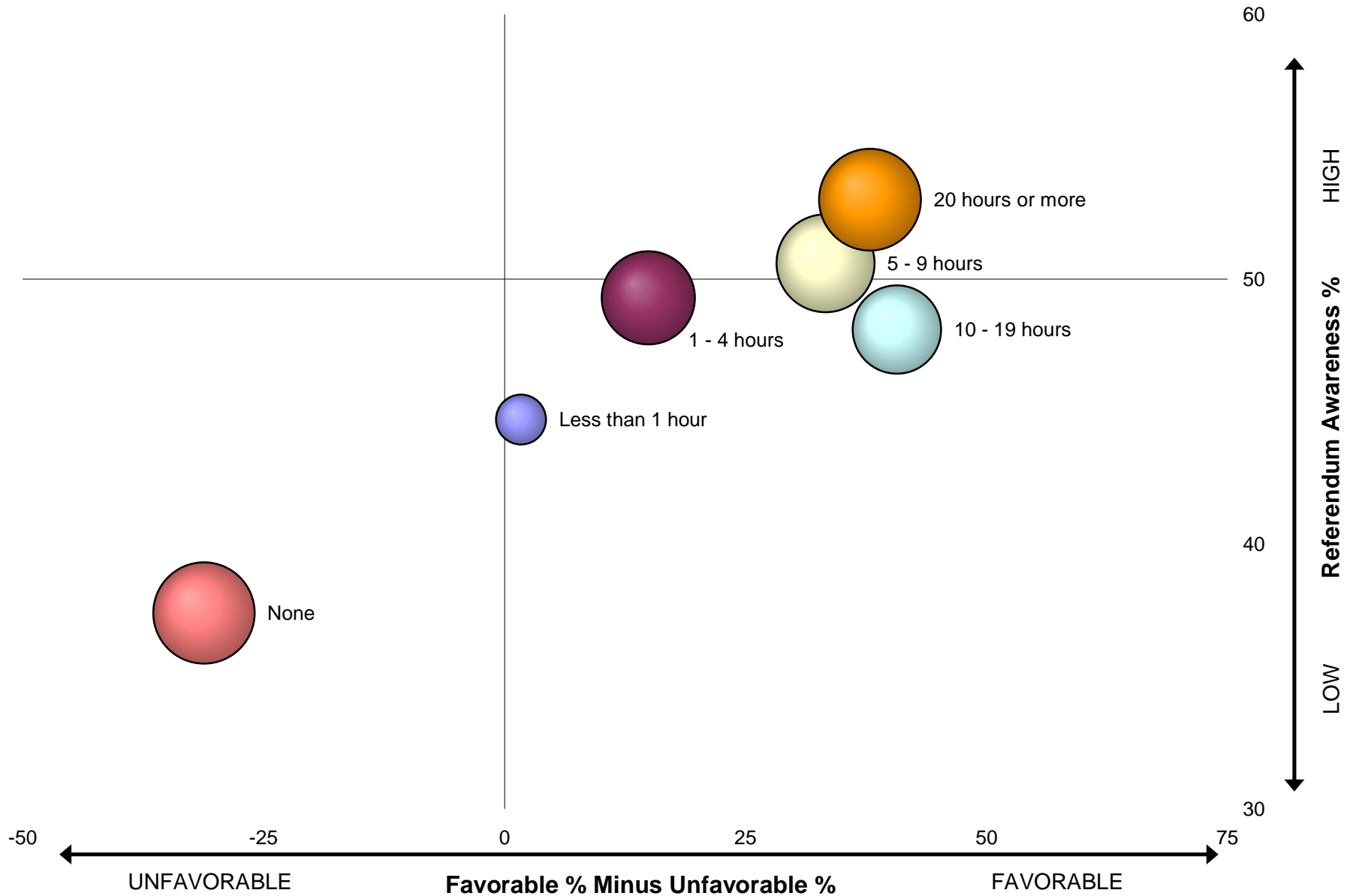
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Appendix A: Examples of D.C. Area Government Websites

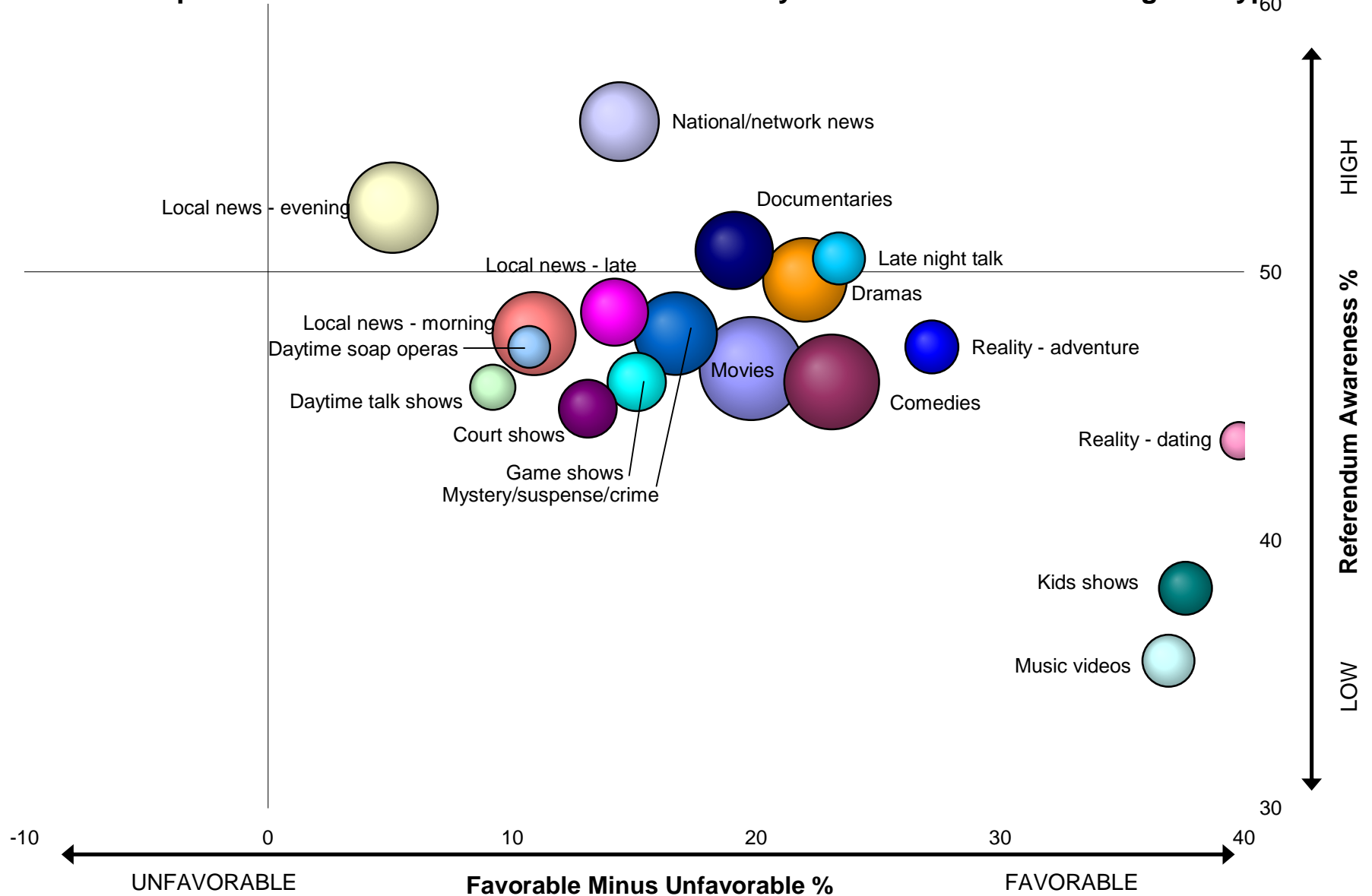


Appendix B: Additional Bubble Charts

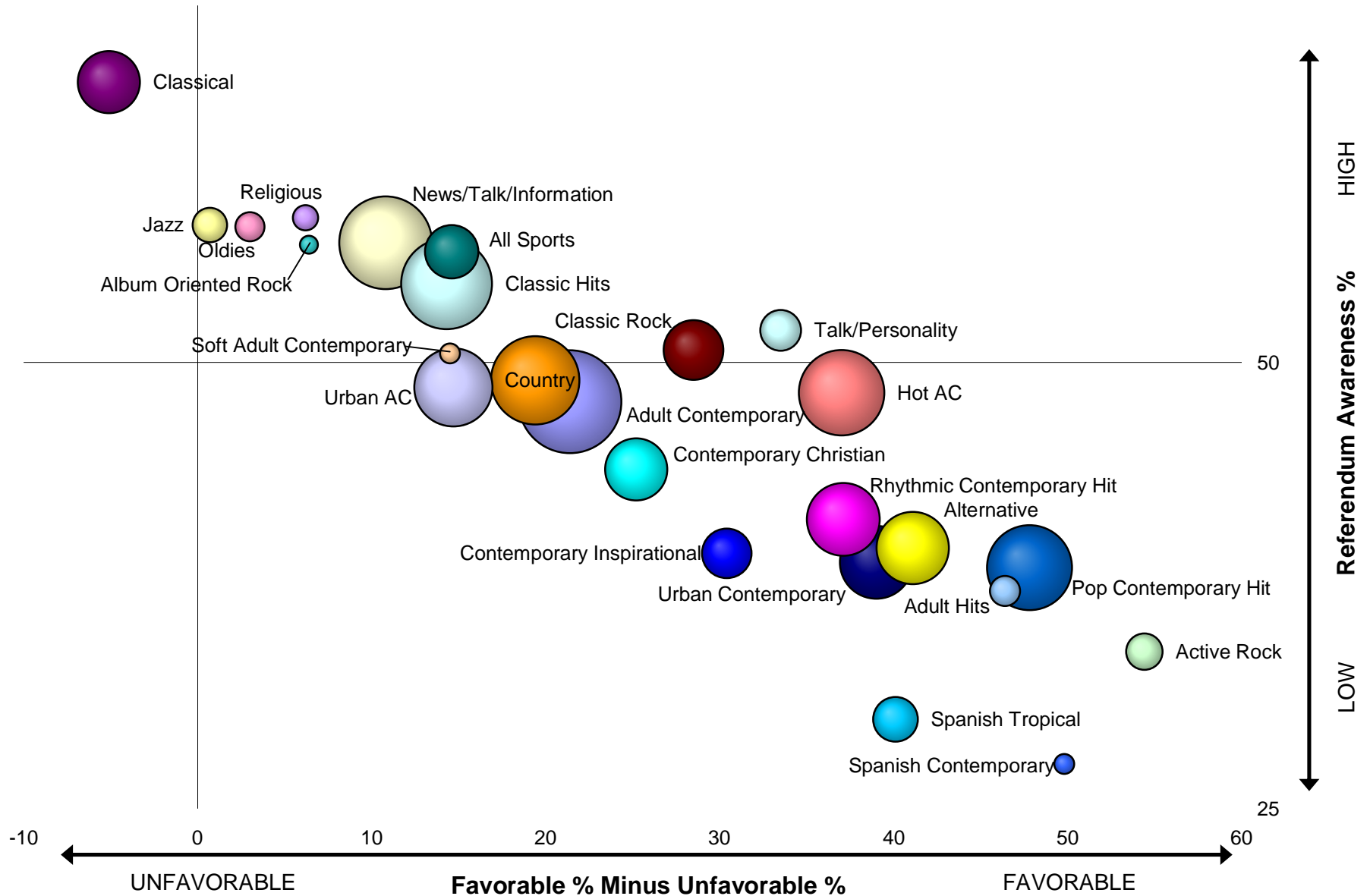
Washington, DC DMA:
Opinion of Ballot Issue vs. Ballot Awareness by Hours Spent on Internet



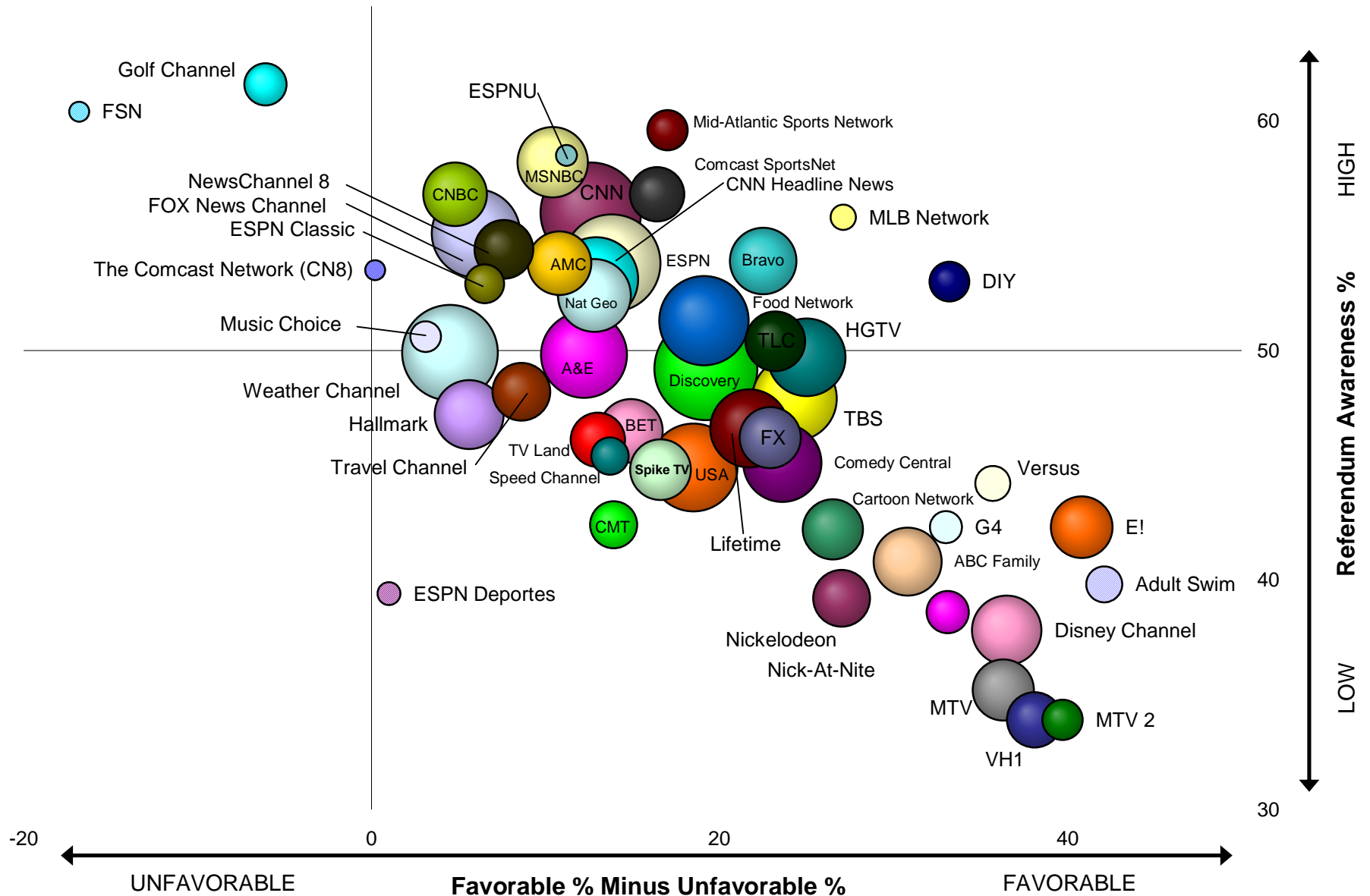
Washington, DC DMA: Opinion of Ballot Issue vs. Ballot Awareness by Broadcast Television Program Type



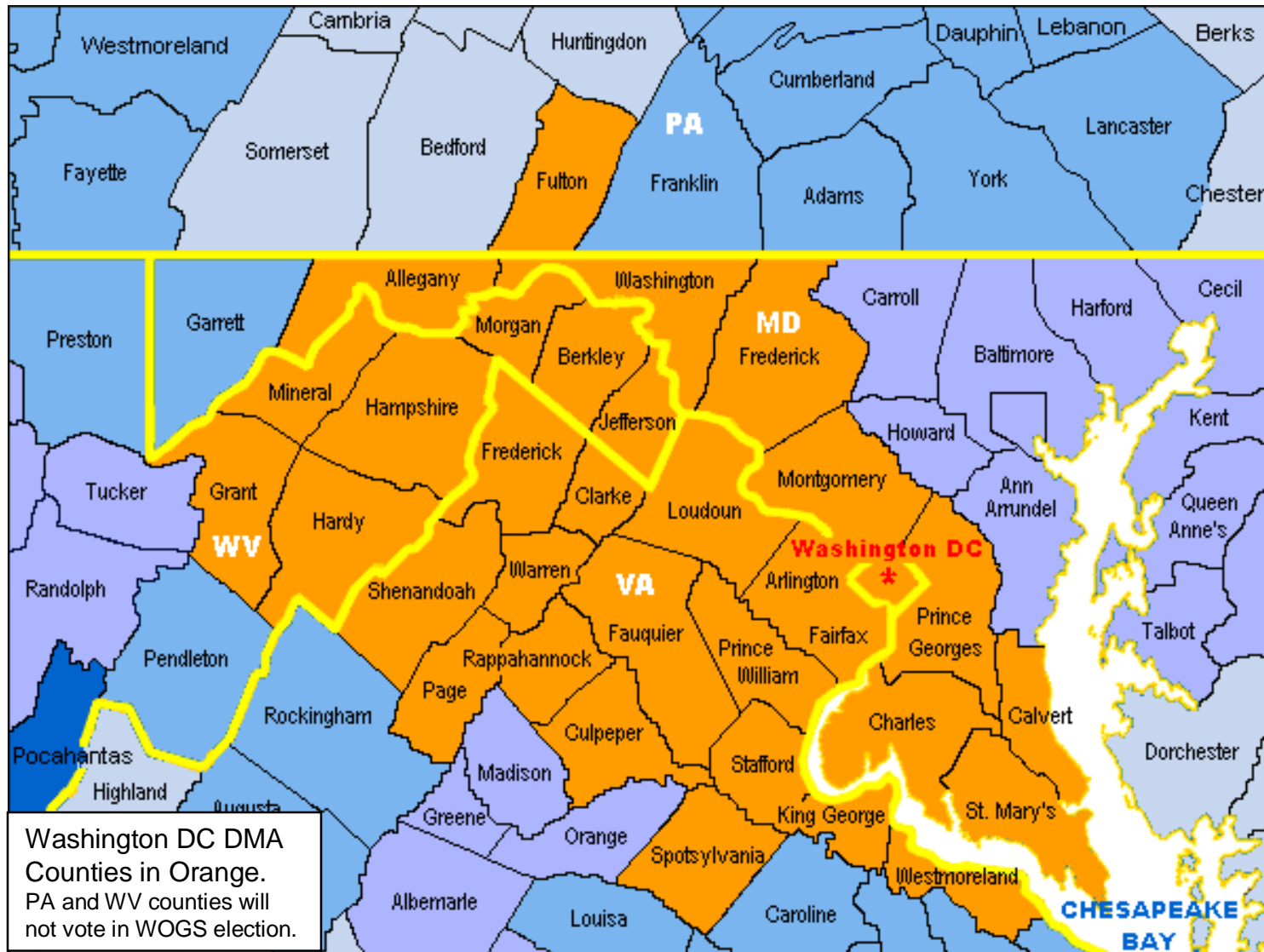
Washington, DC DMA: Opinion of Ballot Issue vs. Ballot Awareness by Radio Format



Washington, DC DMA: Opinion of Ballot Issue vs. Ballot Awareness by Cable Channel Audiences



Appendix C



Chaid Partners
Research Study Crosstabs
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- Local DC Media Websites visited past 30 days
- National websites visited past 30 days in DC DMA
- Search websites visited past 30 days in DC DMA
- 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

Outdoor Media Research

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

These research data are excerpted from Scarborough Research's 2009 (Release 2) survey of adults (18+) in the Washington, D.C. media market (N=5,857) and are used here with the permission of Scarborough Research Inc. ©2009, 2010 Scarborough Research Inc. Use is restricted to registered participants in the Washington Media Scholars Foundation 2010 Case Competition. All other uses are prohibited.

The added "recontact questions" pertaining to awareness of and support for the WOGS ballot measure are fictitious; these results were derived from statistical modeling and not from actual recontact interviews.

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
		Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100		40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692		1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Awareness of Ballot Issue																		
Aware / Familiar	Vert %	18		23	17	10	100			29	28	8	15	12	47			33
	Horz %	100		53	31	16	100			25	29	7	22	17	54			39
	Index	100		132	95	59				168	159	44	87	68				
Aware / Not that familiar	Vert %	30		32	30	26		100		33	32	31	31	25	53			67
	Horz %	100		44	33	24		100		17	19	18	27	20	36			47
	Index	100		109	101	86				110	106	105	104	82				
Haven't heard much	Vert %	53		44	53	64			100	38	41	61	54	64		100	100	
	Horz %	100		34	33	33			100	11	14	20	26	29		25	56	
	Index	100		85	101	121				72	77	116	102	121				
Opinion of Ballot Issue Description																		
Strongly Favor	Vert %	24		17	26	33	17	20	29					100			53	43
	Horz %	100		28	35	37	12	25	64					100			64	37
	Index	100		70	107	136	68	82	121									
Somewhat favor	Vert %	26		20	26	34	22	27	26				100				47	57
	Horz %	100		31	33	36	15	31	54				100				54	46
	Index	100		77	100	133	87	104	102									
Somewhat oppose	Vert %	18		23	16	14	29	19	14		100				53	56		
	Horz %	100		51	28	21	28	32	41		100				59	41		
	Index	100		127	87	76	159	106	77									
Strongly oppose	Vert %	15		20	15	7	25	17	11	100					47	44		
	Horz %	100		55	34	12	29	33	38	100					62	38		
	Index	100		136	103	44	168	110	72									
No opinion	Vert %	17		20	17	12	7	18	20			100						
	Horz %	100		47	33	20	8	31	61			100						
	Index	100		116	102	73	44	105	116									
Total favorable minus total unfavorable	Vert %	17		-6	21	47	-15	11	31									
	Horz %	0		-46	6	41	-30	-9	39									
	Index	0		-116	17	149	-172	-30	74									

How to Read:

Base is equal to all adults 18+ in the Washington DMA.

Vert % is the percentage of a row that falls in each column. For example, in the column denoting people who always vote, 23% are aware/familiar of the ballot issue, 32% are aware/not that familiar, and 44% have not heard much.

Horz % is the percentage breakdown across a category. For example, among those who strongly favor the ballot issue, 28% always vote, 35% sometimes vote and 37% never vote in local elections.

Index: This compares a cell to the total population. Example: 23% of those who always vote are aware/familiar with WOGS issue versus 18% of all adults. Index: $23/18 = 1.32$ expressed as 132.

Pop. (000) is the population represented in thousands.

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
State of residence																	
Maryland	Vert %	41	44	39	39	39	42	41	43	40	43	38	42	41	42	40	40
	Horz %	100	43	31	26	17	31	53	16	18	18	24	25	20	13	29	20
	Index	100	107	96	95	94	104	100	106	98	104	94	102	100	103	98	97
Virginia	Vert %	45	39	49	48	45	44	45	41	44	43	45	48	43	41	47	46
	Horz %	100	35	36	29	18	29	53	14	18	16	26	26	19	12	31	21
	Index	100	87	110	107	101	98	101	92	98	97	102	107	97	92	106	102
District of Columbia	Vert %	10	13	9	8	14	11	9	11	12	9	12	7	13	10	8	12
	Horz %	100	52	27	21	25	31	45	17	21	16	29	17	25	13	22	24
	Index	100	128	84	78	140	103	85	112	118	93	114	70	123	102	76	116
Age of respondent																	
18 - 24	Vert %	11	9	8	20	10	8	14	6	5	8	13	20	5	7	18	14
	Horz %	100	30	22	49	15	22	63	8	9	12	30	42	8	8	47	25
	Index	100	74	66	178	87	73	120	50	47	70	117	172	41	60	161	120
25 - 34	Vert %	19	14	20	25	10	13	24	7	13	15	25	26	6	17	30	18
	Horz %	100	29	34	37	9	22	69	6	13	14	34	34	7	12	47	20
	Index	100	73	105	135	54	72	131	38	72	82	132	138	33	93	161	98
35 - 49	Vert %	30	27	35	28	30	28	31	23	26	34	32	32	23	27	33	31
	Horz %	100	36	38	26	18	28	55	12	15	19	28	26	16	12	32	22
	Index	100	90	117	94	102	92	104	78	86	114	108	106	78	90	110	103
50 - 64	Vert %	26	31	27	17	35	31	20	37	29	31	21	19	37	27	14	28
	Horz %	100	48	34	18	23	35	41	22	20	20	21	17	28	14	16	22
	Index	100	120	105	65	134	118	79	144	113	118	81	71	141	105	54	107
65 or older	Vert %	14	20	11	10	15	20	11	27	27	12	9	5	29	22	5	10
	Horz %	100	57	25	18	19	42	39	28	33	14	16	8	41	20	10	14
	Index	100	141	77	67	106	141	74	186	186	86	63	32	206	155	34	68
Sex of respondent																	
Men	Vert %	48	51	49	44	57	47	46	48	52	49	46	48	53	45	46	50
	Horz %	100	42	33	25	21	29	50	15	19	17	25	24	22	12	28	21
	Index	100	106	101	90	117	97	96	98	107	100	96	100	109	94	94	103
Women	Vert %	52	49	51	56	43	53	54	53	49	52	54	52	48	55	54	50
	Horz %	100	38	32	30	15	31	55	15	17	17	27	24	18	14	31	20
	Index	100	95	99	109	84	102	104	102	94	100	104	100	92	106	105	97

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
							Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
	Cell	Base	Always	Sometimes	Never													
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27		18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279		823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Marital status																		
Married	Vert %	57	60	61	49		65	60	53	59	61	58	55	56	65	52	53	58
	Horz %	100	42	35	23		20	31	49	15	19	17	25	24	23	12	27	21
	Index	100	105	106	85		113	104	93	103	107	101	96	97	114	91	93	102
Never married (single)	Vert %	28	24	25	36		24	24	31	20	21	24	31	35	17	27	35	31
	Horz %	100	34	30	36		15	26	59	11	14	15	29	31	12	13	37	23
	Index	100	86	91	132		88	86	112	74	77	89	114	126	61	98	126	111
Widowed	Vert %	6	7	5	4		4	7	5	10	9	6	4	2	9	10	2	4
	Horz %	100	51	28	22		13	39	48	28	29	17	18	8	33	24	11	14
	Index	100	126	85	79		75	132	90	189	163	103	68	31	166	187	39	65
Legally separated	Vert %	2	2	3	3		1	2	3	3	2	3	3	2	2	3	3	2
	Horz %	100	30	34	36		11	24	66	16	11	18	35	19	13	15	39	16
	Index	100	74	104	133		60	79	125	109	62	105	138	79	62	116	133	75
Divorced	Vert %	7	7	7	7		5	8	8	8	7	10	7	6	8	7	7	6
	Horz %	100	40	33	27		13	31	56	16	18	23	24	19	21	13	27	17
	Index	100	100	100	99		73	105	106	109	98	134	93	80	103	102	90	81
Race																		
White	Vert %	70	71	72	66		75	71	68	68	73	71	68	70	73	67	67	73
	Horz %	100	41	34	26		19	30	51	15	19	17	25	24	21	12	28	22
	Index	100	102	103	95		107	102	97	98	104	101	98	100	105	95	95	104
Black/African American	Vert %	23	23	21	24		16	23	24	26	22	22	22	22	21	27	24	19
	Horz %	100	41	30	29		13	31	57	17	17	17	25	24	19	15	32	17
	Index	100	102	93	106		71	103	108	114	95	99	98	98	94	119	108	84
Asian	Vert %	4	2	3	6		5	2	4	2	3	4	5	4	2	3	5	4
	Horz %	100	27	28	46		22	20	58	7	13	16	37	27	11	9	41	23
	Index	100	66	85	168		126	66	111	48	71	94	143	112	54	70	140	111
Other	Vert %	4	3	4	4		4	3	4	4	3	3	4	4	3	4	4	4
	Horz %	100	37	36	27		21	25	54	17	14	14	30	25	19	13	31	23
	Index	100	93	109	99		117	85	103	115	79	84	116	100	92	100	107	110
Spanish/Hispanic origin																		
Yes	Vert %	10	6	7	20		4	6	15	5	11	10	10	13	3	16	15	7
	Horz %	100	25	21	54		6	17	76	8	19	16	26	32	6	21	44	13
	Index	100	61	64	200		36	57	145	50	105	95	100	130	28	160	151	64
Spanish dominant (among Hispanics)																		
Yes	Vert %	6	4	3	13		2	3	9	3	7	6	6	7	1	12	9	3
	Horz %	100	25	14	61		6	13	81	9	21	16	28	27	5	25	44	10
	Index	100	62	43	225		35	44	154	57	118	94	108	109	23	193	152	48
No	Vert %	4	3	4	7		2	3	6	2	4	4	4	7	2	5	6	4
	Horz %	100	24	31	45		7	23	70	6	15	16	23	39	7	15	44	18
	Index	100	61	95	164		39	77	134	41	86	96	90	160	35	112	151	86

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
														Not Aware			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Level of education																	
Grade school (8th grade or less)	Vert %	4	3	2	7	1	2	5	4	7	4	3	2	2	10	4	1
	Horz %	100	28	21	51	6	17	77	15	32	18	20	15	12	36	29	6
	Index	100	69	65	187	32	57	147	102	179	104	78	61	59	275	100	26
Some high school (not graduate)	Vert %	4	2	3	8	1	3	6	4	4	5	3	4	2	6	5	2
	Horz %	100	21	24	56	4	23	73	13	19	21	22	25	12	20	36	11
	Index	100	52	72	204	23	76	139	86	108	123	86	102	60	156	124	51
High school graduate (12th grade or GED)	Vert %	27	26	24	32	16	27	31	32	30	27	26	23	25	40	27	21
	Horz %	100	39	29	32	10	30	60	18	20	17	25	21	19	19	29	16
	Index	100	98	88	118	58	101	114	117	111	100	95	86	92	147	100	78
Some college (1-3 years-not Graduate or AA/Associates)	Vert %	26	26	25	26	23	27	26	24	24	25	27	27	24	24	27	27
	Horz %	100	41	32	28	16	31	53	14	17	17	27	26	19	12	31	22
	Index	100	101	98	101	89	105	101	95	93	98	105	105	95	92	106	104
College graduate (4 year college)	Vert %	17	17	20	14	20	17	16	14	14	16	18	21	16	10	19	21
	Horz %	100	40	38	22	20	30	50	12	14	16	28	30	19	8	33	25
	Index	100	99	116	81	115	101	94	82	79	92	108	124	95	58	112	121
Some post graduate (no advanced degree)	Vert %	4	4	5	3	7	4	3	4	4	4	5	4	5	3	3	6
	Horz %	100	40	38	23	30	30	41	16	17	15	30	22	24	9	22	30
	Index	100	99	116	83	168	99	78	105	95	89	116	91	121	66	75	145
Post graduate degree	Vert %	19	22	21	10	33	20	13	19	18	20	18	19	25	8	15	23
	Horz %	100	48	38	15	31	32	37	15	18	18	25	24	27	6	24	26
	Index	100	119	115	54	177	105	71	100	98	106	97	100	135	43	81	123
Household income (HHLd)																	
\$0 - \$19,999	Vert %	5	3	3	8	1	3	6	6	6	4	4	3	4	10	5	2
	Horz %	100	28	23	49	4	23	73	20	25	13	24	18	16	29	33	9
	Index	100	69	70	181	24	75	139	132	139	77	94	74	78	226	112	45
\$20,000 - \$34,999	Vert %	10	9	8	13	5	9	12	13	12	11	9	6	9	17	9	6
	Horz %	100	37	26	37	9	28	63	19	23	18	24	15	19	23	27	13
	Index	100	91	79	137	51	92	121	128	125	109	95	63	95	175	91	64
\$35,000 - \$49,999	Vert %	13	13	9	17	8	14	14	15	15	12	13	11	13	18	12	11
	Horz %	100	42	23	35	11	32	57	17	21	16	25	21	20	18	28	18
	Index	100	104	70	129	60	108	109	114	115	96	97	86	98	141	97	84
\$50,000 - \$99,999	Vert %	31	32	31	28	27	31	32	29	32	34	30	30	30	32	31	28
	Horz %	100	42	33	25	16	30	55	14	19	19	25	24	19	14	29	19
	Index	100	105	102	90	88	100	104	95	103	112	96	97	96	104	100	92
\$100,000 - \$149,999	Vert %	19	19	23	16	22	20	19	18	16	18	21	23	19	13	22	21
	Horz %	100	39	38	23	20	30	50	14	15	16	27	29	20	9	33	23
	Index	100	96	118	85	112	101	96	92	81	92	106	118	99	65	113	110
\$150,000 - \$249,999	Vert %	16	16	18	13	24	16	13	14	13	14	17	19	17	7	17	20
	Horz %	100	41	37	22	26	29	45	13	14	15	27	30	22	6	31	26
	Index	100	101	114	81	149	98	85	89	79	90	106	123	109	44	107	125
\$250,000 or more	Vert %	7	8	8	5	14	8	4	6	7	7	7	7	9	3	4	11
	Horz %	100	44	37	19	35	35	30	13	18	17	26	26	25	5	18	35
	Index	100	110	114	68	201	116	57	84	98	102	101	108	125	40	61	166

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Time in present home (HHLd)																	
Less than 6 months	Vert %	3	3	3	5	1	3	4	2	3	3	4	5	2	3	5	3
	Horz %	100	35	25	41	7	23	70	10	14	13	30	34	10	13	47	17
	Index	100	86	76	150	39	76	134	63	76	77	116	140	51	99	160	81
6 months < 1 year	Vert %	4	2	4	7	3	3	5	2	2	5	5	5	2	3	5	4
	Horz %	100	20	34	46	13	25	62	8	11	23	29	29	10	9	38	20
	Index	100	49	106	169	72	84	119	52	60	137	114	119	47	70	131	97
1 year < 5 years	Vert %	28	23	28	34	23	23	32	20	24	27	32	32	18	28	35	28
	Horz %	100	33	33	33	15	25	60	11	15	17	29	28	13	13	37	21
	Index	100	83	102	122	84	84	115	71	84	98	114	116	64	101	126	99
5 years < 10 years	Vert %	23	21	25	23	22	22	24	18	22	24	22	27	20	21	24	25
	Horz %	100	37	36	27	17	29	55	12	18	18	25	28	18	12	30	23
	Index	100	91	111	100	95	96	104	80	97	104	95	117	87	94	103	109
10 years or more	Vert %	42	51	40	32	51	49	35	58	50	41	38	32	59	45	31	41
	Horz %	100	49	31	20	21	35	44	21	21	17	23	19	28	14	22	20
	Index	100	122	94	75	121	116	84	137	117	98	91	76	139	105	74	98
Own or rent current residence (HHLd)																	
Own	Vert %	73	79	77	59	80	77	68	80	72	72	70	72	81	67	67	77
	Horz %	100	43	35	22	19	32	49	16	18	17	25	24	22	12	27	22
	Index	100	108	106	81	110	106	93	109	99	99	97	99	111	92	92	106
Rent	Vert %	23	18	20	33	15	19	27	17	25	25	24	22	16	29	27	18
	Horz %	100	32	28	40	12	25	63	11	20	19	27	23	14	17	34	16
	Index	100	80	87	145	67	84	120	76	108	110	107	95	71	129	117	78
Other	Vert %	5	3	3	8	5	4	5	3	3	3	5	7	3	4	6	6
	Horz %	100	28	24	48	18	24	59	11	13	10	30	36	13	10	41	26
	Index	100	70	73	176	102	79	111	71	70	61	118	148	65	79	140	123
No.children in household (age 17 or under)																	
None	Vert %	60	67	57	52	67	64	55	75	67	58	56	50	75	65	49	59
	Horz %	100	45	31	24	20	32	48	19	20	16	24	20	25	14	24	21
	Index	100	113	96	86	113	108	91	126	113	96	94	84	125	109	82	99
One	Vert %	16	15	17	19	13	15	19	13	13	17	17	19	11	15	21	15
	Horz %	100	36	34	31	14	27	60	12	14	18	28	29	14	12	37	19
	Index	100	89	103	113	79	89	113	77	80	104	107	119	70	91	127	93
Two	Vert %	16	12	18	19	14	15	17	8	14	16	18	20	11	12	20	17
	Horz %	100	31	37	32	15	29	56	7	16	17	29	31	13	10	38	23
	Index	100	78	113	117	85	96	107	48	90	99	114	125	67	77	128	108
Three	Vert %	6	4	6	8	5	3	7	4	3	6	7	7	2	5	8	6
	Horz %	100	25	36	39	16	18	66	10	11	18	31	31	9	12	39	22
	Index	100	63	111	141	92	61	125	66	61	104	119	128	43	95	134	107
Four Or more	Vert %	3	3	2	4	1	3	3	1	2	4	2	4	1	3	3	3
	Horz %	100	40	25	36	10	30	60	6	16	26	20	34	6	15	30	23
	Index	100	99	75	131	55	102	114	37	86	152	77	138	32	113	103	111

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Type of employer																	
Work for a business firm or private individual	Vert %	22	19	23	25	20	19	23	16	17	22	25	25	15	19	25	25
	Horz %	100	35	34	31	17	27	57	11	14	17	30	28	14	11	34	24
	Index	100	86	105	115	94	89	108	74	80	102	115	113	71	87	114	114
Uniformed member of the Armed Forces	Vert %	1	1	2	1	1	1	2	1	1	1	2	2	1	1	2	1
	Horz %	100	24	55	21	12	22	66	10	11	15	35	28	11	10	46	17
	Index	100	60	169	76	70	74	125	69	63	91	136	115	56	79	158	80
Work for Federal Government	Vert %	11	12	13	8	11	14	9	11	9	13	9	13	11	8	10	13
	Horz %	100	43	38	19	18	37	45	15	14	21	21	29	20	9	26	24
	Index	100	107	117	69	104	124	85	100	80	123	80	120	102	69	89	115
State or Local Government/Public School System	Vert %	9	10	8	8	10	9	8	10	7	9	8	11	8	8	9	10
	Horz %	100	45	31	24	20	31	49	17	14	17	23	29	19	12	30	23
	Index	100	113	95	88	112	104	94	113	76	101	89	120	96	89	101	109
Work for a private school/hospital/institution	Vert %	7	7	7	7	7	7	7	4	7	6	8	8	6	6	8	8
	Horz %	100	38	34	28	19	28	54	8	19	15	31	27	16	11	35	23
	Index	100	96	103	103	105	93	102	55	103	91	120	111	81	82	120	109
Self-employed professional	Vert %	5	5	6	4	7	6	4	4	6	5	4	6	6	4	4	7
	Horz %	100	41	40	19	23	37	41	13	20	16	22	29	24	9	22	29
	Index	100	101	123	70	131	122	77	86	110	97	87	117	118	71	74	141
Self-employed in own business or farm	Vert %	4	4	3	4	5	2	4	3	4	2	5	3	4	4	5	3
	Horz %	100	40	32	28	22	17	60	14	20	11	33	22	21	13	40	15
	Index	100	100	98	102	128	58	115	91	113	65	129	89	105	100	138	70
Other	Vert %	12	9	12	15	10	9	13	8	10	10	12	15	8	11	16	11
	Horz %	100	30	34	37	16	23	61	10	16	15	28	32	14	12	39	20
	Index	100	74	104	134	89	78	116	68	87	90	107	129	68	94	134	94
Employment description items																	
Plan to go back to school in next 12 months	Vert %	6	4	5	9	4	4	8	5	3	6	6	9	3	5	10	4
	Horz %	100	29	28	42	11	21	68	11	10	17	26	36	10	11	48	14
	Index	100	73	87	156	61	70	130	76	53	101	101	148	49	86	163	68
Plan to look for new job in next 12 months	Vert %	11	9	10	15	10	10	12	8	9	10	11	15	7	10	14	11
	Horz %	100	33	29	38	16	26	58	11	14	16	26	33	13	12	37	22
	Index	100	82	90	138	90	88	110	74	78	93	100	137	64	94	128	105
Self-employed	Vert %	9	9	9	8	9	9	9	7	11	8	8	11	9	9	9	9
	Horz %	100	43	32	26	19	30	52	11	22	16	22	29	20	13	31	21
	Index	100	106	97	94	106	100	98	74	121	94	86	119	98	102	105	99
Small business owner	Vert %	4	5	4	2	5	4	4	3	3	3	4	6	3	3	5	5
	Horz %	100	49	35	17	20	30	50	11	14	13	27	35	17	9	35	27
	Index	100	122	106	60	114	99	96	74	79	74	104	145	84	65	120	130
Work at home most of the time or always	Vert %	5	4	6	4	4	5	4	3	3	4	5	6	3	2	5	6
	Horz %	100	33	44	23	15	34	51	10	12	16	30	33	15	7	35	28
	Index	100	83	134	84	86	114	97	63	66	94	117	133	75	50	119	134

	Cell	Base	Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
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														Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Malls shopped past 3 months																	
Apple Blossom Mall	Vert %	6	6	4	7	3	6	7	6	6	6	6	5	5	7	6	5
	Horz %	100	43	22	35	10	30	60	15	18	19	27	22	16	17	31	18
	Index	100	108	68	127	57	102	113	98	100	109	103	92	81	127	107	85
Arundel Mills	Vert %	9	10	8	8	9	8	9	10	6	7	8	12	8	7	10	9
	Horz %	100	46	30	25	19	29	52	17	12	14	23	34	18	11	34	23
	Index	100	114	91	91	108	96	99	114	67	83	89	139	90	85	116	109
Crystal City Shops	Vert %	3	4	3	4	4	4	3	3	3	3	3	3	4	3	3	4
	Horz %	100	44	26	30	19	39	42	16	17	18	28	22	22	10	24	26
	Index	100	109	79	111	110	130	80	103	94	106	107	91	112	78	81	124
Dulles Town Center	Vert %	9	8	10	9	9	8	9	7	7	7	10	11	8	6	11	9
	Horz %	100	37	36	27	19	27	55	12	15	14	30	30	18	8	38	22
	Index	100	93	110	99	107	89	104	78	82	85	115	122	91	63	128	104
Francis Scott Key Mall	Vert %	5	5	6	5	5	6	5	5	6	4	5	5	6	4	5	6
	Horz %	100	42	35	24	17	36	47	13	22	14	26	26	25	11	27	24
	Index	100	104	106	86	98	121	89	88	123	80	99	105	123	83	91	117
Frederick Towne Mall	Vert %	5	5	5	3	4	6	4	5	6	4	4	4	7	4	4	4
	Horz %	100	48	34	19	15	38	47	16	24	14	25	21	29	11	27	20
	Index	100	118	104	68	85	128	89	106	133	82	97	87	145	83	91	95
Leesburg Corner Premium Outlets	Vert %	8	9	11	5	10	9	7	7	7	6	10	9	8	6	9	11
	Horz %	100	42	42	16	21	31	48	13	15	13	31	28	19	9	31	28
	Index	100	105	129	58	122	104	90	88	83	77	119	116	94	73	107	132
The Mall in Columbia	Vert %	5	5	5	4	5	6	4	6	3	3	5	5	4	4	4	7
	Horz %	100	41	38	21	18	36	46	18	11	11	31	28	19	11	28	31
	Index	100	103	116	77	101	121	87	122	62	67	120	116	92	85	96	149
Manassas Mall	Vert %	5	5	4	5	3	5	5	4	4	5	5	5	4	5	5	4
	Horz %	100	41	31	29	13	31	56	14	17	18	26	25	18	14	31	20
	Index	100	102	94	105	72	105	106	95	96	103	101	102	88	107	106	96
Martinsburg Mall	Vert %	3	4	2	2	1	3	3	3	4	2	3	2	3	5	3	2
	Horz %	100	54	24	22	9	33	58	14	28	13	26	19	19	23	27	18
	Index	100	134	73	81	49	112	110	95	158	75	102	76	97	179	92	85
Potomac Mills	Vert %	12	11	12	12	14	11	12	8	9	12	13	15	9	8	14	13
	Horz %	100	38	34	28	20	28	52	10	14	18	28	31	15	9	35	24
	Index	100	95	104	102	116	92	99	68	75	106	108	125	76	66	118	114
St. Charles Towne Center	Vert %	7	8	7	6	5	7	8	6	7	8	6	8	6	7	8	6
	Horz %	100	43	34	23	12	29	59	13	17	20	23	26	17	13	33	16
	Index	100	108	103	84	67	98	112	86	96	120	90	108	86	99	114	78
St. Charles Towne Plaza	Vert %	5	6	4	5	4	5	6	5	5	6	5	5	5	5	5	4
	Horz %	100	48	28	24	12	30	58	14	19	21	24	23	19	14	31	16
	Index	100	120	84	90	69	101	110	91	105	125	92	93	95	104	105	75
Valley Mall	Vert %	4	5	3	5	4	4	5	4	6	5	3	4	4	7	3	4
	Horz %	100	47	20	33	16	27	57	15	26	18	20	21	19	22	21	20
	Index	100	117	60	122	92	91	108	101	143	104	78	87	96	167	73	97
Westfield Annapolis	Vert %	5	5	4	4	4	5	4	5	4	3	4	6	4	6	4	6
	Horz %	100	42	31	26	16	33	52	16	17	12	23	32	17	16	28	27
	Index	100	106	96	97	89	110	98	105	97	73	88	130	87	123	95	128

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			Cell	Base										Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Sports event/team tickets interested in buying next 12 mos																	
Full season tickets	Vert %	3	4	2	1	3	3	3	2	2	3	3	3	2	2	3	3
	Horz %	100	57	29	14	17	32	51	11	14	19	32	24	17	7	33	24
	Index	100	142	87	53	95	107	98	72	77	113	124	100	87	56	111	114
Individual game tickets	Vert %	31	33	35	25	39	29	30	26	27	28	35	36	29	23	34	38
	Horz %	100	42	37	21	22	28	50	12	16	15	29	28	18	9	32	25
	Index	100	105	112	78	125	94	95	82	86	90	113	115	92	73	109	121
Partial season tickets	Vert %	4	4	5	2	4	4	3	3	2	3	4	5	3	2	4	6
	Horz %	100	40	48	12	20	34	47	13	11	15	29	33	15	9	29	32
	Index	100	99	148	45	112	113	89	84	63	88	111	135	76	67	100	153
Not interested	Vert %	66	64	62	74	58	67	68	71	71	70	62	60	68	75	63	59
	Horz %	100	39	31	31	16	31	54	16	19	18	24	22	21	15	28	19
	Index	100	97	94	112	88	102	103	108	107	106	94	91	103	114	95	90
Fast-food restaurants used for lunch past 30 days																	
Arby's	Vert %	7	7	6	7	5	7	7	5	6	6	7	8	6	6	8	7
	Horz %	100	41	30	30	13	32	55	12	17	15	27	30	17	11	33	23
	Index	100	101	92	109	75	107	104	80	92	89	103	123	85	88	114	111
Baskin-Robbins	Vert %	2	1	1	2	2	1	2	1	1	2	2	2	1	1	2	1
	Horz %	100	36	23	41	20	12	68	11	7	24	34	23	12	6	43	14
	Index	100	90	70	151	113	40	130	76	39	141	133	96	60	49	148	69
Boston Market	Vert %	2	1	2	2	2	2	1	3	1	1	2	2	2	1	2	2
	Horz %	100	37	34	30	22	29	49	25	10	11	25	29	27	8	33	21
	Index	100	91	103	109	126	96	94	166	57	63	98	118	135	63	112	102
Burger King	Vert %	15	14	16	15	13	14	16	13	14	12	16	18	13	15	18	15
	Horz %	100	38	35	27	15	28	57	13	17	14	28	28	17	13	35	21
	Index	100	95	106	100	86	93	108	87	95	81	108	116	86	101	120	101
Chick-fil-A	Vert %	14	13	14	16	13	12	16	10	11	13	17	18	10	12	20	15
	Horz %	100	37	33	31	16	24	60	10	14	15	30	31	13	10	40	22
	Index	100	92	100	112	93	81	113	66	76	89	118	127	66	80	135	105
Chicken Out	Vert %	2	2	1	2	2	1	2	1	1	1	2	2	1	1	2	2
	Horz %	100	43	20	38	25	21	53	11	7	11	34	38	11	6	40	31
	Index	100	107	60	137	144	72	101	71	37	66	130	156	55	49	138	150
Chipotle	Vert %	11	9	12	12	11	11	11	5	7	10	14	13	6	6	13	15
	Horz %	100	33	37	31	18	30	52	7	12	15	35	31	12	8	36	30
	Index	100	82	112	113	105	100	99	49	67	89	135	126	59	58	123	142
Cosi	Vert %	2	3	2	2	4	2	2	2	3	3	2	3	3	2	2	3
	Horz %	100	41	32	27	32	30	39	14	19	19	21	28	24	9	24	24
	Index	100	102	99	98	181	99	73	90	108	112	81	113	119	69	83	116
Dairy Queen	Vert %	2	2	2	2	2	2	2	2	2	1	2	2	2	2	3	2
	Horz %	100	39	30	31	18	26	56	18	16	10	30	27	19	14	36	21
	Index	100	98	91	115	105	86	106	117	87	58	116	112	94	111	124	99
Domino's Pizza	Vert %	3	1	2	5	2	2	4	2	1	3	4	3	2	2	4	2
	Horz %	100	20	27	53	12	21	67	12	8	20	33	27	13	7	46	14
	Index	100	50	83	195	71	69	127	80	45	118	128	111	64	55	156	68

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			Always	Sometimes	Never									Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Fast-food restaurants used for lunch past 30 days (ctd.)																	
Dunkin' Donuts	Vert %	2	1	3	1	1	1	2	2	2	1	1	1	2	2	1	1
	Horz %	100	22	59	20	15	25	60	19	24	13	24	20	22	21	27	18
	Index	100	54	179	73	87	85	113	123	134	78	94	83	108	161	92	84
Einstein Bros. Bagels	Vert %	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	2
	Horz %	100	45	38	17	23	46	30	12	17	16	24	31	22	8	14	41
	Index	100	112	116	62	133	155	58	81	97	93	93	127	110	59	46	198
Hardee's	Vert %	1	1	1	1	1	1	1	1	2	1	1	1	1	2	1	1
	Horz %	100	59	17	24	9	34	58	18	28	13	29	13	23	23	26	15
	Index	100	147	53	87	49	113	110	116	157	76	111	53	113	178	89	73
Jerry's Subs & Pizza	Vert %	4	3	3	5	5	3	4	4	3	3	4	4	4	3	5	3
	Horz %	100	34	29	37	22	22	56	18	14	13	29	27	21	10	37	19
	Index	100	85	90	134	124	73	107	117	76	76	114	109	105	79	128	89
KFC	Vert %	7	6	6	10	5	7	8	9	6	6	8	7	7	8	9	6
	Horz %	100	35	27	38	12	29	59	19	15	13	29	24	19	15	36	17
	Index	100	87	82	140	70	97	112	127	82	76	113	100	96	113	123	84
Ledo's Pizza	Vert %	3	3	2	5	4	3	3	3	2	2	3	4	3	2	3	3
	Horz %	100	38	20	42	24	27	49	16	15	13	25	31	22	9	34	22
	Index	100	95	61	154	139	89	94	104	83	79	98	127	111	65	117	104
Long John Silver's	Vert %	2	2	1	4	2	2	2	2	3	2	3	2	2	2	2	2
	Horz %	100	28	19	53	18	31	51	11	21	14	30	23	20	12	31	23
	Index	100	69	59	195	100	104	98	76	116	85	118	94	102	92	105	108
McDonald's	Vert %	34	33	37	35	32	34	36	33	31	35	34	38	31	33	37	34
	Horz %	100	38	35	28	16	29	55	14	16	17	26	27	18	12	32	21
	Index	100	94	106	101	93	98	104	95	89	102	100	109	90	96	108	99
Panera Bread	Vert %	10	9	12	9	10	9	11	9	6	8	12	13	8	7	13	11
	Horz %	100	37	39	25	18	27	55	13	11	14	30	32	15	9	39	23
	Index	100	91	118	91	102	90	105	88	61	83	115	132	76	68	132	111
Papa John's Pizza	Vert %	2	3	1	3	2	1	3	3	2	2	3	2	1	5	3	2
	Horz %	100	53	19	28	17	13	70	19	16	15	29	21	10	24	36	14
	Index	100	132	58	103	94	44	134	123	90	89	113	87	51	188	123	68
Pizza Hut	Vert %	4	3	3	8	3	3	5	3	2	4	6	6	2	3	7	4
	Horz %	100	30	22	48	12	23	65	9	10	15	34	33	9	10	46	21
	Index	100	75	69	174	70	77	123	59	54	89	131	134	43	77	155	100
Popeyes	Vert %	7	6	6	8	7	6	7	6	7	5	8	7	6	8	7	8
	Horz %	100	36	31	33	17	28	56	14	18	13	29	26	18	15	32	23
	Index	100	90	94	122	95	92	106	91	101	78	113	106	87	111	110	110
Potbelly Sandwich Works	Vert %	5	6	6	3	5	5	5	5	4	4	5	6	4	5	5	6
	Horz %	100	46	38	16	18	30	52	15	16	14	27	28	17	14	31	25
	Index	100	114	117	59	102	102	98	97	90	82	106	115	86	105	104	120
Qdoba	Vert %	1	1	1	1	1	1	1	0	1	1	0	1	0	1	0	1
	Horz %	100	46	33	21	29	31	41	10	18	22	13	37	13	15	12	39
	Index	100	115	100	78	163	102	78	63	102	131	51	152	63	117	39	185
Quizno's	Vert %	7	7	7	6	6	7	6	4	4	7	7	9	4	4	8	7
	Horz %	100	40	33	27	17	31	52	10	11	19	28	32	14	8	36	24
	Index	100	101	100	99	98	103	99	68	63	110	108	131	68	62	124	113

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor	
Total	Cell	Base																
	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21	
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Pop. (000)			4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Fast-food restaurants used for lunch past 30 days (ctd.)																		
Starbucks	Vert %	4	3	5	5	3	4	5	2	4	4	4	7	3	3	6	5	
	Horz %	100	30	39	32	13	29	58	7	15	14	26	38	12	11	40	24	
	Index	100	74	118	117	75	98	109	45	85	82	102	155	58	81	136	116	
Subway	Vert %	22	21	23	20	19	23	21	20	19	20	22	25	19	20	23	24	
	Horz %	100	40	35	26	16	33	52	14	16	15	26	28	18	12	32	23	
	Index	100	99	106	94	90	109	98	93	90	91	102	116	90	93	108	111	
Taco Bell	Vert %	10	9	10	12	9	9	11	7	9	8	11	12	7	10	12	11	
	Horz %	100	36	32	32	16	27	58	11	16	14	29	31	14	13	37	23	
	Index	100	88	99	119	91	89	109	74	89	80	111	126	71	101	125	109	
Vocelli Pizza	Vert %	1	1	1	3	2	1	2	1	1	1	2	2	1	0	2	2	
	Horz %	100	22	24	54	29	14	57	10	12	7	38	33	20	2	47	23	
	Index	100	55	73	198	166	47	108	66	69	44	146	134	100	17	161	110	
Wendy's	Vert %	17	17	18	17	16	16	18	15	16	17	18	19	14	18	19	18	
	Horz %	100	39	34	27	16	28	56	13	17	16	27	26	17	14	32	21	
	Index	100	97	105	99	91	95	106	89	94	97	105	108	83	106	110	101	
Other fast-food restaurant	Vert %	8	8	9	7	11	7	8	7	8	7	9	8	8	7	8	9	
	Horz %	100	42	35	23	24	27	49	13	18	15	29	24	20	11	30	24	
	Index	100	105	106	85	137	89	94	84	102	91	114	100	99	87	101	115	
No fast-food restaurant	Vert %	26	29	25	25	26	26	27	30	32	30	25	20	30	33	22	24	
	Horz %	100	43	31	26	17	30	53	17	21	19	24	19	22	16	24	19	
	Index	100	108	94	95	98	100	101	112	119	112	94	76	112	123	83	89	
Type of alcoholic beverage drink most often																		
Beer	Vert %	22	21	27	19	23	22	23	19	22	22	24	24	21	19	24	24	
	Horz %	100	37	40	24	18	29	53	13	17	16	28	26	19	11	31	22	
	Index	100	91	122	86	103	97	101	86	97	96	108	105	95	87	107	106	
Liquor (spirits)	Vert %	12	13	13	11	13	12	12	13	10	12	12	14	13	9	14	12	
	Horz %	100	41	34	25	19	28	53	16	15	16	26	28	21	9	34	20	
	Index	100	103	103	92	109	94	100	105	81	93	99	116	106	69	116	96	
Wine	Vert %	24	29	26	13	32	26	19	24	23	26	23	23	27	17	20	28	
	Horz %	100	49	36	15	24	33	43	15	17	19	25	24	23	9	24	25	
	Index	100	122	111	54	137	110	82	101	96	110	98	98	116	72	83	118	
Wine coolers (Bartles & Jaymes, Seagram's, etc.)	Vert %	3	2	2	5	1	3	3	1	2	3	3	4	1	2	4	3	
	Horz %	100	27	23	50	4	32	64	7	11	18	28	37	9	9	46	19	
	Index	100	68	71	182	24	107	121	48	59	105	107	151	45	68	156	90	

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
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Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Activities past 12 months																	
Adult continuing education	Vert %	16	18	17	13	18	16	16	12	14	18	18	17	14	12	17	18
	Horz %	100	44	35	21	20	29	52	12	15	19	28	26	17	10	32	23
	Index	100	109	107	78	111	96	98	77	85	109	110	108	85	75	108	111
Basketball	Vert %	11	9	10	16	10	11	12	7	6	11	15	13	7	6	14	13
	Horz %	100	32	29	39	16	29	55	10	10	17	34	29	13	7	38	25
	Index	100	80	89	143	90	97	105	67	57	99	133	119	66	53	130	120
Bicycling	Vert %	22	23	25	18	28	20	22	21	19	20	24	26	22	16	25	25
	Horz %	100	42	37	22	22	27	52	14	15	15	27	29	20	9	33	23
	Index	100	103	112	80	124	89	98	91	85	89	106	118	99	71	112	111
Bowling	Vert %	21	20	20	24	19	19	23	16	17	20	26	25	14	20	26	24
	Horz %	100	38	31	31	16	27	58	11	15	16	31	28	13	12	36	23
	Index	100	96	95	112	90	89	110	73	81	93	120	115	66	94	122	111
Camping	Vert %	13	13	13	14	14	11	14	9	12	13	16	13	10	12	15	14
	Horz %	100	39	33	29	19	25	56	11	17	16	31	25	16	12	34	22
	Index	100	97	100	104	106	84	107	71	96	97	121	101	78	94	115	106
Casino gambling	Vert %	22	25	23	18	28	25	19	24	23	20	23	22	26	19	20	26
	Horz %	100	44	34	22	22	33	45	16	19	16	26	24	24	11	26	24
	Index	100	110	104	81	123	110	86	106	103	92	101	98	117	86	89	115
Fishing	Vert %	15	15	13	17	13	14	16	15	16	14	14	17	15	17	16	14
	Horz %	100	41	29	30	15	28	57	15	19	16	23	27	20	14	32	19
	Index	100	102	89	109	86	95	108	101	105	93	90	111	99	111	108	89
Free weights - circuit training	Vert %	24	25	26	23	29	24	23	20	19	24	25	31	22	15	27	29
	Horz %	100	40	35	25	21	30	50	12	14	17	27	30	18	8	33	25
	Index	100	100	106	92	118	99	95	83	78	98	104	125	92	62	111	117
Gardening	Vert %	40	44	43	29	45	41	37	42	38	42	40	38	42	36	36	43
	Horz %	100	45	36	20	20	31	49	16	17	18	26	23	21	12	27	22
	Index	100	112	109	73	114	103	93	107	95	105	101	95	107	91	91	107
Golf	Vert %	12	14	14	8	18	12	11	11	12	13	13	13	13	8	12	15
	Horz %	100	45	37	18	25	28	47	13	17	18	26	26	21	9	28	25
	Index	100	113	113	65	142	94	89	87	93	105	102	108	105	67	95	119
Hiking - backpacking	Vert %	14	16	17	8	19	13	13	12	14	15	13	16	15	10	14	15
	Horz %	100	45	39	16	23	28	49	13	18	18	24	27	21	10	29	22
	Index	100	111	121	59	133	93	93	87	99	106	94	111	106	75	100	105
Hunting	Vert %	5	6	4	5	5	5	6	5	7	5	5	4	5	8	4	5
	Horz %	100	45	27	27	16	26	58	15	24	18	24	20	18	20	25	19
	Index	100	113	84	100	89	88	111	97	131	105	93	83	91	153	86	92
Jogging - running	Vert %	28	23	30	33	31	27	28	20	21	27	33	34	22	19	33	34
	Horz %	100	33	35	32	19	28	53	11	14	16	30	30	16	9	34	25
	Index	100	83	106	118	109	94	101	72	76	95	116	121	78	67	116	122

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
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Total	Cell	Base	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Vert %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21	
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21	
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Pop. (000)			4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Activities past 12 months (ctd.)																		
Photography	Vert %	28	31	29	25	35	25	28	23	25	29	29	33	27	21	32	30	
	Horz %	100	44	33	24	21	26	53	12	16	17	26	28	19	9	33	22	
	Index	100	108	100	87	122	87	100	80	89	102	102	116	93	73	112	105	
Powerboating	Vert %	7	7	7	5	7	7	7	8	8	6	6	6	8	8	6	6	
	Horz %	100	43	35	22	19	30	51	18	20	16	23	23	23	15	27	19	
	Index	100	107	108	80	108	100	97	119	114	94	89	94	116	117	93	90	
Sailboating	Vert %	2	4	2	1	4	2	2	2	2	3	2	2	2	2	2	2	
	Horz %	100	67	22	11	28	25	46	15	17	22	23	24	23	9	24	22	
	Index	100	167	69	39	161	85	88	97	94	130	88	98	112	69	83	107	
Sewing - crafts	Vert %	19	21	18	17	16	19	20	20	19	19	20	17	18	21	19	18	
	Horz %	100	45	31	24	15	31	55	16	18	17	28	22	19	15	30	19	
	Index	100	113	93	89	84	103	104	104	101	99	107	90	96	112	103	93	
Snow skiing - snowboarding	Vert %	5	4	5	7	6	4	5	4	3	4	5	8	4	2	7	6	
	Horz %	100	31	34	35	22	22	56	11	10	15	28	37	15	6	42	23	
	Index	100	77	103	130	125	73	107	74	54	87	107	151	73	47	142	109	
Soccer	Vert %	5	3	6	8	4	4	6	2	4	4	7	7	2	4	8	6	
	Horz %	100	22	37	41	14	21	65	7	12	14	35	32	9	10	45	23	
	Index	100	55	113	150	79	70	124	46	67	84	135	132	43	80	152	108	
Swimming	Vert %	35	34	38	34	39	33	35	27	32	34	36	43	32	26	40	39	
	Horz %	100	39	35	26	20	28	53	11	16	16	26	30	18	10	33	23	
	Index	100	96	108	96	111	93	100	76	91	96	102	122	90	75	113	111	
Tennis	Vert %	7	6	9	8	9	7	7	6	6	5	8	10	6	5	9	10	
	Horz %	100	31	38	31	21	29	50	12	14	11	29	34	17	9	35	28	
	Index	100	76	118	114	121	96	95	77	80	66	112	140	83	73	118	136	
Volunteer work	Vert %	31	39	30	19	35	33	28	31	30	33	29	31	33	27	28	32	
	Horz %	100	51	32	17	20	32	48	15	18	18	24	25	21	12	27	22	
	Index	100	127	98	63	116	106	91	100	99	109	94	101	107	89	92	105	
Yoga - pilates	Vert %	11	13	10	9	11	12	10	9	8	11	12	13	9	6	12	14	
	Horz %	100	47	30	23	18	33	49	12	13	17	29	29	17	7	32	27	
	Index	100	117	92	85	102	110	94	80	70	101	114	119	86	57	109	127	

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Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Use wireless/cell phone																	
Yes	Vert %	86	87	89	82	90	86	86	80	81	86	88	92	85	75	92	88
	Horz %	100	40	34	26	18	30	52	14	17	17	26	26	20	11	31	21
	Index	100	100	104	95	104	99	99	93	94	99	102	107	98	87	106	102
No	Vert %	14	13	11	18	10	14	14	20	19	14	12	8	15	25	9	12
	Horz %	100	39	25	36	13	31	56	22	25	18	22	14	22	24	18	18
	Index	100	98	78	130	75	105	106	144	137	105	87	56	111	185	63	85
Ways use wireless/cell phone																	
Camera/picture taking	Vert %	36	31	37	44	35	33	39	23	28	36	42	46	27	24	46	40
	Horz %	100	34	34	33	17	27	56	10	14	17	29	31	15	9	37	23
	Index	100	84	103	121	95	92	106	64	77	98	114	125	74	66	127	109
Download ring tones	Vert %	9	7	9	12	8	7	10	6	7	7	9	13	5	9	12	9
	Horz %	100	31	32	38	15	23	62	11	15	13	25	36	12	14	40	22
	Index	100	76	98	138	87	77	118	72	83	78	98	147	60	105	135	104
Download video games	Vert %	3	4	4	3	4	3	4	1	4	4	3	5	3	2	4	3
	Horz %	100	42	38	20	18	27	55	5	21	19	23	32	17	9	35	20
	Index	100	105	117	73	105	89	104	35	117	110	89	132	85	71	120	96
Download wallpapers	Vert %	3	2	3	6	1	3	4	2	2	2	3	5	1	3	5	3
	Horz %	100	21	28	51	8	26	66	9	14	10	29	37	10	13	47	19
	Index	100	52	86	188	45	87	126	62	77	60	114	153	49	103	162	93
Download/listen to music	Vert %	5	3	5	6	5	4	5	2	3	4	5	7	3	2	6	6
	Horz %	100	26	36	38	17	26	56	5	13	15	29	38	12	6	40	27
	Index	100	64	110	141	98	88	107	35	72	89	111	158	59	48	136	130
E-mail	Vert %	15	14	17	14	19	13	14	7	11	14	18	19	10	8	18	20
	Horz %	100	37	37	26	23	27	50	7	14	16	31	32	14	7	35	28
	Index	100	93	112	95	130	90	96	47	76	97	122	129	70	50	118	136
GPS navigation	Vert %	6	6	5	9	8	5	6	2	6	5	8	9	5	3	8	9
	Horz %	100	36	27	37	23	25	52	5	16	14	31	34	15	7	37	28
	Index	100	90	83	135	133	84	98	35	91	80	121	137	76	50	126	134
Instant messaging	Vert %	9	7	10	12	9	8	10	5	8	8	11	11	7	7	12	10
	Horz %	100	31	35	35	18	26	57	9	15	14	32	30	14	10	39	23
	Index	100	77	106	127	100	86	108	60	83	83	125	122	72	74	133	111
Stream video clips	Vert %	3	2	3	4	2	3	3	0	2	2	3	4	1	1	4	4
	Horz %	100	27	34	39	15	34	51	2	16	10	32	40	11	7	40	32
	Index	100	66	106	143	87	112	98	10	91	62	123	164	56	51	137	151
Text messaging	Vert %	44	39	49	47	45	40	47	30	32	47	48	57	32	30	55	48
	Horz %	100	35	36	29	18	27	56	10	13	18	28	31	14	9	37	23
	Index	100	87	110	107	101	90	106	67	72	105	108	129	71	67	125	109
Other Internet feature	Vert %	9	8	11	8	11	8	9	4	7	9	11	11	6	5	11	11
	Horz %	100	36	39	26	22	26	52	6	14	18	32	30	13	7	37	26
	Index	100	89	119	94	126	85	100	40	76	105	126	124	66	51	126	123

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						Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware			
	Cell	Base	Always	Sometimes	Never									Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Cable Networks watched past 7 days																	
News (Networks such as CNN, MSNBC, Fox News Channel, CNBC, and NewsChannel8)	Vert %	60	65	59	53	68	62	56	65	63	59	58	57	68	57	56	60
	Horz %	100	44	32	24	20	31	49	16	19	17	25	23	23	12	28	21
	Index	100	109	98	89	113	103	94	108	105	99	97	96	114	95	94	99
Entertainment (Networks such as TBS, TNT, USA, Comedy Central, Lifetime, FX, Sci-Fi, and A&E)	Vert %	67	70	68	62	67	68	67	68	65	68	67	67	67	64	68	67
	Horz %	100	42	33	25	18	30	52	15	17	17	26	25	20	12	30	21
	Index	100	104	102	92	101	101	99	102	96	102	100	101	101	96	101	99
Sports (Networks such as ESPN, ESPN2, ESPNNews, Fox Sports Net, Golf, and Speed Channel)	Vert %	38	42	38	33	42	43	34	41	41	35	37	38	43	38	34	42
	Horz %	100	44	32	24	19	33	47	16	19	16	25	24	23	13	26	23
	Index	100	110	99	86	110	112	90	107	107	92	97	99	112	99	89	111
Lifestyle & Info-tainment (Networks such as HGTV, Food Network, History, Discovery, National Geographic, and Travel Channel)	Vert %	61	62	60	58	63	62	59	60	59	60	61	62	62	56	60	62
	Horz %	100	41	33	26	18	31	51	15	18	17	26	25	20	12	29	22
	Index	100	102	100	97	104	102	98	99	98	99	100	102	102	93	100	103
Other/Niche (Networks such as Galavision, BET, Adult Swim, G4, Spike, VH1, MTV, and MTV2)	Vert %	32	29	29	39	28	30	34	30	30	30	34	33	27	34	36	30
	Horz %	100	36	30	34	15	28	57	14	17	16	28	26	17	14	33	20
	Index	100	91	92	124	87	95	107	95	93	94	107	105	86	106	114	95

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	Cell	Base	Always	Sometimes	Never									Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Broadcast Television watched past 7 days																	
Early Morning	Vert %	33	34	34	29	33	34	31	38	33	31	31	32	35	36	30	33
	Horz %	100	42	34	24	18	31	51	17	18	16	24	24	22	14	27	21
	Index	100	104	105	89	102	105	96	116	102	94	94	99	107	109	93	101
Daytime & Early Fringe	Vert %	37	39	37	34	32	40	36	43	42	36	35	31	41	44	33	34
	Horz %	100	42	33	25	15	33	52	18	21	17	25	21	23	16	26	19
	Index	100	105	101	92	87	109	99	117	114	98	95	86	113	120	89	92
Early News	Vert %	33	38	32	28	32	38	31	41	39	33	29	28	41	38	27	30
	Horz %	100	46	31	23	17	34	49	19	21	17	23	20	25	15	24	19
	Index	100	115	95	83	95	114	94	123	119	101	88	84	124	115	83	91
Prime Access & Primetime	Vert %	69	73	72	59	73	74	65	71	70	66	70	68	76	61	66	73
	Horz %	100	43	34	23	19	32	49	16	18	16	26	24	22	12	28	22
	Index	100	106	105	85	107	107	94	103	101	96	101	99	110	89	96	106
Late News	Vert %	30	34	32	22	31	35	27	35	34	28	28	27	39	28	26	30
	Horz %	100	45	35	21	18	35	47	18	20	16	24	22	26	12	25	21
	Index	100	112	106	75	105	117	89	117	113	94	95	89	130	93	86	100
Late Fringe	Vert %	17	18	20	10	20	20	14	18	20	16	15	15	22	15	12	19
	Horz %	100	44	39	17	21	36	43	17	22	16	24	22	26	12	22	24
	Index	100	111	120	61	120	119	82	110	120	95	93	89	130	93	75	114
Spanish Broadcast watched past 7 days																	
Spanish Early Morning	Vert %	1	0	0	1	0	0	1	0	1	0	1	0	0	1	1	0
	Horz %	100	23	6	71	10	7	84	9	32	4	44	12	0	41	41	14
	Index	100	57	19	260	55	23	159	59	178	22	170	48	0	315	140	69
Spanish Early News	Vert %	1	0	0	2	0	0	1	0	1	1	1	0	0	2	1	0
	Horz %	100	19	5	76	2	12	87	8	27	26	27	12	3	32	32	7
	Index	100	46	16	280	9	40	165	51	150	156	106	48	16	243	110	33
Spanish Late News	Vert %	1	0	0	2	0	0	1	0	1	0	1	1	0	1	1	0
	Horz %	100	20	9	71	9	9	82	1	20	9	36	35	3	18	56	15
	Index	100	51	27	260	50	30	156	6	109	52	138	144	14	137	190	72

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
														Not Aware			
	Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Broadcast TV networks/stations watched past 7 days																	
ABC (WJLA, channel 7)	Vert %	61	65	65	52	66	64	58	64	62	61	63	58	66	58	59	63
	Horz %	100	42	35	23	19	31	50	16	18	17	27	23	22	12	28	21
	Index	100	106	106	85	107	104	95	104	101	99	103	95	108	94	96	103
CBS (WUSA, channel 9)	Vert %	59	63	63	46	66	60	55	65	62	59	58	52	67	57	53	58
	Horz %	100	43	35	22	20	31	50	17	19	17	26	22	23	13	27	21
	Index	100	108	108	79	113	103	94	111	106	101	99	89	115	98	91	99
CW (WDCW, channel 50)	Vert %	17	15	19	16	16	16	17	14	15	17	18	18	16	13	19	16
	Horz %	100	36	37	27	17	29	55	12	17	17	28	26	19	10	34	20
	Index	100	90	114	97	96	96	104	82	93	102	108	107	96	75	114	97
FOX (WTTG, channel 5)	Vert %	62	63	66	58	68	63	60	64	62	59	64	63	66	58	62	65
	Horz %	100	40	35	25	19	30	51	16	18	16	26	25	21	12	29	22
	Index	100	100	106	93	109	100	97	103	99	95	102	101	106	93	99	104
MyNetworkTV (WDCA, channel 20)	Vert %	10	10	14	6	10	10	10	10	12	11	10	8	11	12	9	9
	Horz %	100	40	44	16	18	28	54	15	22	18	25	20	22	15	26	19
	Index	100	99	135	59	101	95	102	102	121	107	97	82	109	117	90	90
NBC (WHAG, channel 25)	Vert %	10	11	9	11	9	11	10	10	13	10	11	8	12	11	10	10
	Horz %	100	41	28	30	15	33	53	15	22	16	28	20	23	14	28	19
	Index	100	103	87	111	83	109	101	99	122	92	109	81	113	109	97	93
NBC (WRC, channel 4)	Vert %	53	59	57	38	64	56	47	57	51	51	54	50	60	45	48	58
	Horz %	100	45	36	20	22	32	47	16	18	16	27	23	23	11	27	23
	Index	100	112	109	72	122	106	89	108	98	97	103	96	114	85	91	111
Telemundo (WZDC, channel 64)	Vert %	3	2	1	8	1	2	4	2	4	3	4	3	2	5	4	2
	Horz %	100	20	9	71	8	23	70	8	24	16	31	21	11	21	38	15
	Index	100	49	28	261	43	77	132	51	133	96	120	88	53	161	128	71
Univision (WFDC, channel 14)	Vert %	5	1	1	13	1	3	7	2	5	5	5	5	2	7	7	2
	Horz %	100	11	10	79	6	17	78	8	21	19	26	26	8	21	41	11
	Index	100	28	29	291	31	57	147	53	115	115	99	108	39	160	141	51
Broadcast TV and cable networks/stations (any viewing)																	
Any broadcast viewing past 7 days	Vert %	86	87	86	84	89	88	84	89	86	85	87	83	89	85	84	88
	Horz %	100	41	33	27	18	31	51	16	18	17	26	24	21	13	28	21
	Index	100	102	100	97	103	102	98	103	100	99	102	97	104	99	97	102
Any cable (non-premium/premium) viewing past 7 days	Vert %	85	85	83	86	86	85	84	88	84	82	85	85	86	85	85	84
	Horz %	100	40	32	28	18	30	52	16	18	16	26	24	20	13	30	21
	Index	100	100	99	102	101	100	99	103	99	97	101	100	101	101	101	100
Any non-premium cable viewing past 7 days	Vert %	84	85	83	85	86	84	84	87	83	82	85	85	85	85	85	84
	Horz %	100	40	32	28	18	30	52	16	18	16	26	25	20	13	30	21
	Index	100	100	99	101	102	100	99	103	99	97	101	100	101	100	101	100
Any premium cable network (HBO, Showtime, etc.) past 7 days	Vert %	20	19	21	20	24	21	19	18	21	19	21	21	21	17	21	21
	Horz %	100	38	34	27	21	31	49	14	19	16	27	26	21	11	30	22
	Index	100	95	105	101	117	102	93	90	103	94	104	104	106	84	103	105
Any TV (broadcast/cable) viewing past 7 days	Vert %	93	93	92	93	93	93	92	95	93	93	94	91	94	93	92	93
	Horz %	100	40	33	27	18	30	52	15	18	17	26	24	20	13	29	21
	Index	100	100	99	100	101	100	100	102	100	100	101	98	101	101	99	100

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
		Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21	
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977	
Cable networks/stations watched past 7 days																		
A&E	Vert %	22	25	25	14	23	23	21	23	24	22	22	19	25	22	20	22	
	Horz %	100	45	38	17	18	32	50	16	20	17	26	22	23	13	27	21	
	Index	100	113	115	63	104	105	96	105	109	102	101	88	112	99	92	98	
ABC Family	Vert %	14	13	15	13	11	13	16	10	11	15	15	16	10	12	18	13	
	Horz %	100	38	36	26	14	27	59	11	14	18	28	29	15	11	38	19	
	Index	100	94	111	95	79	90	113	75	80	107	108	117	74	83	128	91	
Adult Swim	Vert %	4	5	2	6	4	3	5	3	3	3	5	5	3	3	6	4	
	Horz %	100	46	17	38	16	24	60	11	13	11	32	34	13	10	44	22	
	Index	100	113	51	139	91	80	114	72	70	65	124	138	67	78	149	105	
AMC	Vert %	12	16	13	6	13	14	11	12	13	14	12	10	15	10	10	12	
	Horz %	100	52	34	14	19	35	46	15	20	19	26	20	25	10	25	21	
	Index	100	130	104	52	108	116	88	101	111	113	102	81	124	79	85	100	
Animal Planet	Vert %	16	14	16	19	16	16	17	17	16	14	17	16	17	16	18	15	
	Horz %	100	35	32	33	17	29	54	16	18	14	27	25	21	13	33	19	
	Index	100	88	98	120	96	97	103	107	99	84	106	101	106	97	113	90	
BET	Vert %	12	12	11	13	10	13	12	13	11	14	12	11	11	13	12	11	
	Horz %	100	40	30	30	15	32	54	17	16	19	25	23	19	14	29	19	
	Index	100	101	92	108	84	106	102	112	90	113	98	93	93	110	100	89	
Bravo	Vert %	13	14	15	10	16	14	12	12	11	14	15	12	14	9	12	16	
	Horz %	100	43	37	21	21	33	46	14	16	19	29	23	21	9	27	25	
	Index	100	107	112	75	121	109	88	92	87	110	112	95	103	67	92	121	
Cartoon Network	Vert %	11	9	11	13	10	10	12	10	10	9	12	13	10	10	14	10	
	Horz %	100	33	34	33	16	27	58	14	16	14	28	28	18	12	38	19	
	Index	100	83	103	123	89	89	110	93	89	81	109	116	89	93	129	90	
CMT (Country Music Television)	Vert %	7	7	7	7	5	7	7	7	8	6	7	6	6	9	7	6	
	Horz %	100	41	32	27	13	30	58	15	20	15	29	21	19	17	31	18	
	Index	100	103	99	98	71	100	110	101	113	91	111	85	93	130	106	88	
CNBC	Vert %	12	14	14	8	17	13	10	15	14	11	10	11	18	10	10	11	
	Horz %	100	47	36	17	25	32	43	19	21	15	22	23	30	10	25	20	
	Index	100	116	112	62	144	106	82	126	117	89	86	93	148	80	86	94	
CNN	Vert %	30	35	30	23	40	32	25	34	30	30	28	29	37	24	25	33	
	Horz %	100	46	33	21	24	32	44	17	18	17	24	24	25	10	25	23	
	Index	100	116	101	75	135	108	84	115	100	101	94	97	124	79	85	110	
CNN Headline News	Vert %	21	24	21	17	24	23	19	23	21	23	18	22	24	18	19	21	
	Horz %	100	45	33	22	21	33	47	16	18	19	22	25	23	11	26	21	
	Index	100	113	101	80	117	109	89	108	99	112	84	104	116	85	89	100	
Comcast SportsNet	Vert %	9	10	8	8	10	11	7	10	9	7	8	10	10	8	7	11	
	Horz %	100	47	29	24	20	37	43	17	18	13	23	28	23	12	25	27	
	Index	100	116	89	90	113	124	82	111	102	80	91	116	115	93	85	128	
Comedy Central	Vert %	18	19	17	18	20	16	19	18	16	17	19	20	17	16	21	18	
	Horz %	100	42	31	27	20	26	55	15	16	16	27	27	19	12	34	20	
	Index	100	105	94	100	111	86	104	97	88	93	106	110	94	89	116	96	

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
			Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100		40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977	
Cable networks/stations watched past 7 days (ctd.)																		
The Discovery Channel	Vert %	31	32	30	32	33	32	30	30	31	30	32	32	33	28	32	33	
	Horz %	100		41	31	28	19	31	51	14	18	16	27	25	21	11	30	22
	Index	100		101	96	103	106	103	97	96	100	96	103	102	105	88	101	105
Discovery Health	Vert %	10	8	10	13	9	11	10	9	9	10	10	11	9	9	10	11	
	Horz %	100		32	32	37	17	32	51	13	16	18	25	28	18	12	31	22
	Index	100		79	98	134	95	107	98	89	90	104	97	114	90	89	105	107
Disney Channel	Vert %	14	10	14	21	10	12	17	9	11	14	16	18	9	11	20	13	
	Horz %	100		27	33	41	12	26	62	10	13	17	29	31	13	10	41	19
	Index	100		66	101	149	68	86	118	65	75	101	112	126	65	79	139	91
DIY (Do It Yourself Network)	Vert %	5	5	5	4	5	6	4	4	4	3	5	7	5	3	5	7	
	Horz %	100		44	32	24	18	35	47	12	16	12	26	35	20	7	31	30
	Index	100		110	97	89	100	118	89	77	87	73	99	143	101	54	105	142
E!	Vert %	11	11	11	13	12	9	13	8	8	9	14	15	8	8	16	13	
	Horz %	100		39	31	31	19	23	58	10	13	14	32	32	14	9	40	23
	Index	100		96	94	113	108	78	110	67	71	80	124	131	70	68	138	112
ESPN	Vert %	28	31	30	23	34	31	25	31	30	26	27	29	32	28	25	32	
	Horz %	100		44	34	22	21	33	46	16	19	16	25	25	23	13	25	24
	Index	100		108	105	82	119	110	88	108	106	93	95	101	113	98	87	114
ESPN2	Vert %	16	18	16	13	18	17	14	17	18	14	14	17	19	15	14	17	
	Horz %	100		46	33	22	20	32	47	16	20	15	23	26	24	12	27	22
	Index	100		114	100	80	116	108	90	105	113	90	89	106	120	93	91	105
ESPNews	Vert %	7	9	5	5	8	6	6	7	8	5	6	7	8	7	7	6	
	Horz %	100		52	27	21	21	29	50	17	21	12	25	25	24	14	30	20
	Index	100		130	82	77	117	98	95	111	119	72	98	101	119	110	102	96
Food Network	Vert %	24	24	26	21	26	25	22	24	22	23	24	24	25	21	22	27	
	Horz %	100		41	35	24	19	32	49	16	17	17	27	25	21	11	28	24
	Index	100		102	108	88	111	107	93	103	93	99	103	101	104	87	95	113
FOX News Channel	Vert %	23	29	22	17	29	26	20	28	28	22	21	21	29	25	18	25	
	Horz %	100		50	31	19	22	33	45	18	21	16	23	22	25	14	23	22
	Index	100		123	96	71	124	112	85	118	119	92	90	90	125	108	79	106
FOX Soccer Channel	Vert %	2	1	3	3	2	1	2	2	1	1	2	3	1	2	3	2	
	Horz %	100		19	46	35	20	19	61	14	12	8	28	37	13	14	40	25
	Index	100		47	142	128	112	65	116	96	68	48	108	154	64	107	137	121
FOX Sports en Español	Vert %	1	1	1	2	1	1	2	1	2	0	1	2	1	2	1	0	
	Horz %	100		23	15	62	8	14	78	9	35	7	12	37	15	30	41	8
	Index	100		58	46	227	46	48	147	63	197	39	46	150	73	233	139	37
FSN (FOX Sports Net)	Vert %	1	2	1	1	3	1	1	3	2	1	1	1	2	2	1	1	
	Horz %	100		48	36	16	35	25	40	31	24	7	23	15	34	21	15	23
	Index	100		119	111	59	201	85	75	207	132	41	90	62	172	158	52	110
FX	Vert %	11	11	12	11	14	9	12	11	10	11	12	12	11	9	13	11	
	Horz %	100		38	34	28	22	24	54	14	16	17	28	26	20	10	33	20
	Index	100		95	105	102	124	81	102	95	89	98	108	105	100	79	113	97

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
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	Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Cable networks/stations watched past 7 days (ctd.)																	
G4	Vert %	3	3	3	4	3	3	3	2	3	2	3	4	3	3	4	4
	Horz %	100	38	27	35	18	24	58	12	17	11	27	34	17	12	38	23
	Index	100	95	82	128	104	81	110	77	92	64	106	138	82	90	129	112
Galavisión	Vert %	1	0	0	2	0	0	1	1	1	1	1	1	0	2	1	0
	Horz %	100	11	14	75	2	8	90	9	29	18	28	16	6	32	39	5
	Index	100	28	43	274	11	28	170	59	161	109	108	65	28	249	134	22
Golf Channel	Vert %	5	7	4	4	8	7	4	7	7	5	4	4	9	5	3	5
	Horz %	100	52	27	22	25	37	38	21	24	17	21	17	32	12	17	21
	Index	100	129	82	79	141	123	73	138	132	102	82	71	162	93	59	101
GSN (Game Show Network)	Vert %	4	4	5	3	3	4	4	3	3	5	4	4	3	3	4	4
	Horz %	100	41	40	19	14	34	53	13	14	22	28	24	15	12	29	23
	Index	100	101	123	71	78	112	100	83	76	129	107	100	73	89	99	110
Hallmark Channel	Vert %	14	16	16	11	12	15	14	18	16	14	12	13	15	19	12	13
	Horz %	100	44	36	20	15	32	53	19	20	17	22	22	22	17	25	19
	Index	100	110	109	75	87	107	100	127	109	100	87	90	107	133	87	91
HGTV	Vert %	18	19	19	15	19	19	17	17	16	18	18	21	18	13	19	20
	Horz %	100	43	35	22	18	31	50	14	15	16	26	28	20	9	31	23
	Index	100	106	108	81	104	105	96	92	86	97	102	116	99	72	106	112
History	Vert %	26	29	27	22	28	27	25	28	29	23	25	26	30	26	26	25
	Horz %	100	44	33	23	19	31	51	16	20	15	25	24	23	13	29	20
	Index	100	110	102	83	106	102	97	106	111	90	97	98	114	100	99	97
Lifetime	Vert %	18	17	18	20	14	20	18	17	15	22	18	19	15	18	19	18
	Horz %	100	37	33	30	13	33	53	14	15	20	26	25	16	13	30	21
	Index	100	93	101	109	76	111	102	92	84	120	100	102	82	98	103	99
Lifetime Movie Network (LMN)	Vert %	15	16	14	14	12	16	15	15	16	16	14	14	14	17	14	14
	Horz %	100	43	31	27	14	32	54	15	19	19	25	23	19	15	28	20
	Index	100	106	94	98	81	106	103	100	107	110	96	92	96	115	94	95
MASN (Mid-Atlantic Sports Network)	Vert %	5	7	3	4	7	6	4	5	6	3	4	6	7	3	5	6
	Horz %	100	55	22	23	25	35	40	15	22	11	22	31	27	9	27	26
	Index	100	137	68	83	141	117	77	97	120	64	87	126	137	67	93	124
MSNBC	Vert %	15	17	16	10	23	16	12	18	15	15	14	14	20	11	12	17
	Horz %	100	46	35	18	27	32	42	18	18	17	24	23	27	10	23	24
	Index	100	116	108	67	152	106	79	122	99	102	94	92	133	73	78	114
MTV	Vert %	11	8	11	17	8	9	14	8	9	10	13	15	7	10	17	9
	Horz %	100	28	31	41	13	23	65	11	14	15	29	32	13	12	43	18
	Index	100	70	94	151	72	76	123	72	76	87	113	130	64	89	148	84
MTV 2	Vert %	5	4	3	8	4	3	6	4	3	4	6	6	3	4	8	4
	Horz %	100	34	21	45	15	19	66	14	10	12	33	31	13	11	47	17
	Index	100	85	63	166	83	65	126	90	58	73	128	126	66	83	160	80
National Geographic Channel	Vert %	16	18	13	15	18	17	14	17	18	14	16	15	19	15	14	18
	Horz %	100	46	27	27	20	33	48	16	21	14	26	23	24	12	26	23
	Index	100	115	84	97	111	110	91	104	116	85	100	96	122	93	89	111

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware			
Cell	Base	Aware and Oppose												and Oppose	Not Aware and Favor	Aware and Favor	
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Cable networks/stations watched past 7 days (ctd.)																	
NBA TV	Vert %	2	2	2	2	2	2	2	3	2	1	2	2	2	2	2	2
	Horz %	100	40	27	33	19	29	52	24	17	7	25	28	25	16	34	19
	Index	100	98	83	122	111	96	99	157	94	39	98	114	124	120	115	93
NewsChannel 8	Vert %	10	12	11	7	12	12	9	13	12	9	11	8	13	11	9	11
	Horz %	100	48	34	18	20	34	46	19	21	14	27	20	26	14	25	22
	Index	100	119	104	67	115	114	87	124	114	84	104	81	128	104	85	104
NFL Network	Vert %	8	11	6	6	9	7	8	7	10	6	8	7	8	10	8	8
	Horz %	100	54	26	21	20	27	53	13	23	13	28	23	20	16	30	21
	Index	100	135	78	75	113	92	100	89	127	78	107	95	100	126	101	101
Nick-At-Nite	Vert %	5	4	5	8	3	5	6	4	5	5	6	6	4	4	8	5
	Horz %	100	31	28	41	10	29	61	10	16	15	30	29	15	10	41	18
	Index	100	78	87	149	56	96	117	69	86	91	115	120	77	80	139	87
Nickelodeon	Vert %	10	8	10	11	8	8	11	8	9	9	10	12	8	10	12	8
	Horz %	100	34	35	31	15	24	61	13	16	15	26	30	16	13	38	18
	Index	100	85	108	112	84	82	116	84	91	90	99	125	79	100	128	88
Oxygen	Vert %	8	8	8	6	7	9	7	6	9	9	8	8	7	9	7	9
	Horz %	100	43	35	22	15	34	50	11	20	19	25	24	17	15	26	23
	Index	100	108	107	79	87	115	96	76	114	114	99	97	84	115	88	111
SOAPnet	Vert %	4	4	4	5	3	5	4	4	4	5	4	4	3	5	4	4
	Horz %	100	37	31	32	15	33	53	14	17	20	25	24	16	14	27	22
	Index	100	91	96	118	82	109	101	91	95	120	97	99	81	111	94	104
Speed Channel	Vert %	4	4	4	5	4	4	4	4	6	3	4	5	5	5	4	4
	Horz %	100	42	28	31	17	29	55	13	24	11	23	28	22	16	30	21
	Index	100	104	84	112	96	96	104	87	136	67	89	117	110	120	103	101
Spike TV	Vert %	11	11	9	13	10	11	11	11	12	9	11	11	11	12	12	10
	Horz %	100	40	28	33	16	29	55	15	20	14	26	26	21	14	32	19
	Index	100	99	85	119	91	96	105	97	112	84	99	105	103	108	111	90
Syfy (Sci-Fi Channel)	Vert %	16	16	15	18	20	17	15	15	15	14	18	18	17	12	16	20
	Horz %	100	40	30	30	22	31	48	14	16	15	29	26	20	10	30	26
	Index	100	99	93	109	124	103	90	90	91	87	113	108	101	74	101	124
TBS	Vert %	21	19	23	23	19	23	21	18	20	21	23	23	20	17	24	22
	Horz %	100	36	35	29	16	32	52	13	17	17	28	26	19	10	32	21
	Index	100	89	107	107	90	107	99	84	94	100	109	106	96	78	111	103
TCM (Turner Classic Movies)	Vert %	13	17	14	8	15	15	12	16	17	13	12	10	19	14	11	12
	Horz %	100	51	34	15	20	34	47	18	23	17	24	18	28	14	23	18
	Index	100	127	103	56	113	112	89	122	130	98	93	73	141	104	80	88
TLC (The Learning Channel)	Vert %	11	10	13	10	10	12	10	11	9	11	11	12	10	10	10	13
	Horz %	100	36	39	25	17	34	50	15	15	17	25	28	19	12	29	25
	Index	100	91	118	92	96	112	94	98	86	98	98	115	92	89	97	119
TNT	Vert %	25	25	28	22	24	26	25	25	26	25	25	25	26	25	26	24
	Horz %	100	40	36	24	17	30	53	15	18	17	26	24	20	13	31	20
	Index	100	99	111	89	96	102	100	100	102	98	100	99	102	100	104	94

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
			Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100		40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977	
Cable networks/stations watched past 7 days (ctd.)																		
Travel Channel	Vert %	10	10	11	8	10	10	10	10	13	9	9	10	11	13	9	10	
	Horz %	100		39	38	23	18	31	52	15	23	15	24	23	21	17	26	21
	Index	100	98	115	85	100	102	99	99	130	88	91	96	106	132	88	101	
Tru TV	Vert %	6	6	4	8	5	5	7	6	6	5	6	7	5	7	7	6	
	Horz %	100		43	23	34	13	27	60	14	18	13	26	29	17	16	36	19
	Index	100	106	70	126	75	90	114	92	102	78	101	117	83	120	121	91	
TV One	Vert %	4	5	4	4	4	5	5	6	3	5	4	4	4	4	5	4	4
	Horz %	100		49	27	24	15	31	55	21	14	20	22	24	19	16	28	17
	Index	100	123	82	87	83	103	104	136	78	118	85	96	93	123	96	83	
USA Network	Vert %	23	24	25	20	21	22	24	22	23	22	24	23	22	23	25	22	
	Horz %	100		42	35	23	16	29	55	15	18	16	27	25	20	13	31	20
	Index	100	104	107	85	90	97	105	97	101	94	103	102	98	102	107	96	
Versus	Vert %	4	4	3	5	4	3	4	3	3	3	5	4	3	3	5	4	
	Horz %	100		40	22	37	20	25	56	11	16	12	38	24	17	9	39	23
	Index	100	101	68	137	112	82	106	70	87	70	147	99	86	70	134	110	
VH1	Vert %	9	7	10	12	7	7	12	8	5	8	11	12	6	8	14	7	
	Horz %	100		29	36	35	13	21	66	13	11	15	30	31	12	12	45	17
	Index	100	73	110	127	71	72	126	86	58	90	117	129	59	88	152	81	
The Weather Channel	Vert %	27	32	26	22	28	29	26	31	33	28	25	22	33	31	23	24	
	Horz %	100		47	31	22	18	32	50	17	22	18	24	20	24	15	25	19
	Index	100	117	95	81	102	107	95	115	121	104	92	81	120	115	85	89	
WEtv	Vert %	3	2	4	2	2	3	2	3	2	3	2	3	2	3	2	3	
	Horz %	100		33	51	17	14	40	46	16	15	18	24	26	17	14	26	25
	Index	100	81	155	61	77	135	88	105	86	109	94	108	86	108	87	119	
WGN America	Vert %	3	4	3	1	4	4	2	4	3	4	3	2	4	3	2	3	
	Horz %	100		56	32	12	21	36	43	19	17	22	23	19	25	12	21	21
	Index	100	140	98	43	122	119	82	128	95	130	88	77	123	90	70	101	
Other non-premium cable network	Vert %	5	6	6	3	7	5	5	6	6	5	6	4	6	5	5	6	
	Horz %	100		48	36	16	22	31	48	17	20	15	29	20	23	13	26	22
	Index	100	119	110	60	124	103	90	111	110	88	111	83	115	103	90	108	
Any non-premium cable viewing past 7 days	Vert %	84	85	83	85	86	84	84	87	83	82	85	85	85	85	85	84	
	Horz %	100		40	32	28	18	30	52	16	18	16	26	25	20	13	30	21
	Index	100	100	99	101	102	100	99	103	99	97	101	100	101	100	101	100	

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
														Not Aware			
	Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Sports watched on broadcast TV past 12 months																	
ACC Tournament	Vert %	13	18	14	6	19	13	11	15	14	14	13	11	16	12	10	15
	Horz %	100	54	34	12	26	30	44	17	18	18	26	21	24	12	23	23
	Index	100	136	104	43	148	100	84	116	102	108	99	84	121	89	78	111
Baltimore Orioles	Vert %	10	12	10	6	11	11	9	13	12	9	10	7	12	12	7	10
	Horz %	100	50	33	17	20	33	47	20	22	15	25	18	26	16	22	21
	Index	100	126	100	62	115	110	89	132	123	90	97	73	127	127	74	102
Baltimore Ravens	Vert %	20	22	22	13	22	19	20	18	19	19	20	22	20	18	20	21
	Horz %	100	45	37	18	19	29	52	14	17	16	26	27	20	12	30	22
	Index	100	112	112	67	110	97	98	93	97	95	100	110	99	89	103	107
Extreme/action sports	Vert %	2	2	2	1	1	1	2	1	1	1	2	2	1	2	3	1
	Horz %	100	47	38	15	13	17	70	12	14	11	30	34	14	12	51	12
	Index	100	117	118	54	73	58	133	79	77	65	116	137	68	94	175	58
Fishing	Vert %	2	3	2	2	2	2	2	2	2	2	2	2	2	3	2	1
	Horz %	100	52	26	22	15	29	57	18	22	17	22	21	20	20	28	15
	Index	100	130	79	81	85	95	108	122	124	98	84	87	101	157	95	72
George Mason Patriots basketball	Vert %	3	3	4	2	3	2	3	4	3	2	2	2	4	4	2	2
	Horz %	100	39	43	18	19	26	55	24	22	11	22	21	27	20	27	16
	Index	100	96	132	67	108	88	104	162	122	67	84	85	133	151	92	75
George Washington Colonials basketball	Vert %	2	3	2	1	3	2	2	3	3	2	2	2	3	3	2	2
	Horz %	100	56	27	17	21	29	51	21	21	17	20	20	23	20	24	17
	Index	100	140	83	62	120	95	96	141	119	101	79	83	115	150	81	81
Georgetown Hoyas basketball	Vert %	9	11	8	6	11	9	7	9	10	7	9	8	10	9	7	10
	Horz %	100	51	31	18	23	32	45	16	20	14	27	23	22	14	25	25
	Index	100	128	95	66	131	107	86	106	112	85	104	93	110	108	85	118
Horse racing	Vert %	11	13	13	7	14	13	9	12	11	10	12	10	14	8	10	13
	Horz %	100	45	38	17	23	34	44	16	17	15	29	22	25	9	26	25
	Index	100	113	116	62	130	113	83	109	96	91	111	92	122	70	90	118
IndyCar Series	Vert %	4	4	5	2	3	3	4	4	4	3	3	4	3	5	4	4
	Horz %	100	42	42	16	15	27	58	17	21	12	20	30	19	19	29	20
	Index	100	105	128	59	85	91	110	114	116	73	77	123	93	149	101	98
LPGA Tour (women's golf)	Vert %	4	5	4	2	6	5	3	7	4	4	4	3	6	4	3	4
	Horz %	100	52	34	14	25	34	41	25	15	18	24	17	29	11	22	20
	Index	100	129	104	52	140	115	78	166	85	108	94	72	145	86	74	96
Major League Baseball playoffs	Vert %	18	21	20	10	25	18	15	17	18	17	18	18	21	13	15	21
	Horz %	100	47	37	16	25	31	45	15	19	16	27	24	24	10	26	25
	Index	100	117	114	58	141	103	85	98	103	95	103	100	118	75	87	121
Maryland Terrapins basketball	Vert %	14	18	13	7	19	15	11	16	15	13	13	13	16	14	10	17
	Horz %	100	54	32	15	24	34	43	17	20	16	24	23	23	13	22	25
	Index	100	134	97	54	135	113	81	113	110	96	92	96	117	103	74	121
Maryland Terrapins football	Vert %	14	19	13	9	17	16	12	16	18	13	11	14	18	16	11	15
	Horz %	100	54	29	17	21	34	45	17	23	16	21	23	25	15	23	21
	Index	100	135	89	61	118	114	86	112	129	94	81	96	124	116	78	103

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Cell	Base		Always	Sometimes	Never												
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Sports watched on broadcast TV past 12 months (ctd.)																	
Men's tennis (ATP)	Vert %	10	10	11	6	15	11	7	11	10	10	9	9	11	10	6	13
	Horz %	100	44	39	18	27	33	40	17	19	17	24	22	24	13	19	27
	Index	100	108	118	66	155	112	75	115	106	103	94	90	117	100	64	132
Mexican Soccer National Team	Vert %	1	1	0	4	0	1	2	1	1	2	2	1	1	2	2	0
	Horz %	100	18	2	80	4	21	75	8	19	24	30	20	10	16	43	7
	Index	100	44	7	293	22	71	142	52	104	141	115	83	52	123	148	31
Minor League Baseball	Vert %	1	2	1	1	1	1	2	2	2	1	1	1	1	3	1	1
	Horz %	100	55	30	15	16	28	56	22	28	16	21	13	20	30	18	16
	Index	100	137	91	56	93	94	106	148	154	94	82	54	98	233	61	79
NASCAR	Vert %	13	15	14	10	15	13	13	15	15	12	12	14	14	17	12	14
	Horz %	100	45	35	20	20	28	52	17	20	15	23	25	20	17	26	22
	Index	100	112	107	74	116	94	98	112	113	88	88	104	101	130	89	105
Navy Midshipmen basketball	Vert %	2	2	1	1	2	2	1	2	2	1	2	1	2	2	1	2
	Horz %	100	57	20	23	19	41	40	22	22	14	25	17	27	16	15	27
	Index	100	142	62	84	107	137	77	144	124	84	97	69	137	126	50	131
Navy Midshipmen football	Vert %	4	6	3	2	5	4	3	5	5	3	3	3	6	4	3	4
	Horz %	100	60	27	13	23	34	43	22	22	14	19	23	30	15	20	22
	Index	100	150	83	47	130	114	82	147	124	80	75	93	149	113	69	105
NBA Finals	Vert %	20	23	20	16	26	21	18	22	19	21	20	21	23	17	20	21
	Horz %	100	46	33	22	22	31	47	16	16	17	25	25	22	11	28	22
	Index	100	114	100	80	126	102	90	109	91	103	98	101	110	83	95	105
NBA playoffs	Vert %	17	19	17	14	22	17	15	19	16	17	17	17	18	15	16	18
	Horz %	100	45	32	23	23	30	48	17	16	17	25	24	22	11	28	22
	Index	100	111	99	85	129	99	91	110	91	102	99	100	108	88	96	104
NCAA Men's Tournament	Vert %	23	26	28	13	31	24	20	23	23	25	21	24	26	18	20	26
	Horz %	100	46	39	15	24	31	45	15	18	18	24	25	23	10	26	23
	Index	100	114	119	56	137	103	86	101	99	107	92	103	114	79	88	111
NFL playoffs	Vert %	47	51	51	36	53	47	45	46	47	47	46	48	47	45	44	50
	Horz %	100	43	36	21	20	30	50	15	18	17	25	25	20	13	28	22
	Index	100	108	110	76	113	100	95	98	100	102	98	102	101	96	95	107
PBA (pro bowling)	Vert %	2	2	2	1	1	2	2	2	2	2	2	2	2	3	2	2
	Horz %	100	43	40	17	13	30	57	20	18	18	22	22	19	19	27	17
	Index	100	108	122	62	72	102	108	135	100	106	86	89	96	146	91	82
PGA TOUR (men's golf)	Vert %	17	21	18	8	24	19	13	18	16	17	16	16	20	13	14	19
	Horz %	100	51	35	14	25	33	42	17	17	17	25	23	24	10	25	24
	Index	100	127	108	51	143	111	79	111	97	103	98	96	120	77	84	116

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			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Sports watched on broadcast TV past 12 months (ctd.)																	
Pro boxing	Vert %	4	4	3	5	2	4	4	4	5	5	2	3	4	7	3	2
	Horz %	100	40	28	33	10	31	60	16	25	21	16	22	19	23	25	12
	Index	100	99	85	119	55	102	114	108	140	126	61	89	93	175	87	57
Pro Bull Riding (PBR)	Vert %	2	3	2	1	3	2	3	3	4	2	2	2	3	4	2	2
	Horz %	100	51	33	16	19	27	54	17	26	17	23	17	24	19	26	14
	Index	100	128	101	57	110	90	103	113	146	100	90	70	122	144	89	68
Pro lacrosse	Vert %	1	1	0	1	0	1	1	0	0	0	1	1	0	0	1	1
	Horz %	100	45	18	37	7	28	65	12	3	8	23	55	15	0	57	21
	Index	100	113	54	137	40	94	124	77	17	46	89	224	73	0	195	98
Pro rodeo	Vert %	1	2	1	1	1	1	1	2	1	1	1	1	2	2	1	1
	Horz %	100	60	28	12	16	31	53	23	20	12	22	24	25	18	29	17
	Index	100	150	85	43	90	103	101	153	110	70	84	98	125	135	98	81
Stanley Cup playoffs	Vert %	9	9	9	8	10	9	8	6	7	9	10	9	8	4	9	10
	Horz %	100	42	34	24	20	33	48	11	15	17	31	27	20	6	32	25
	Index	100	105	103	89	111	110	90	73	83	100	119	109	98	47	110	121
Sunday Night Football	Vert %	43	46	47	33	48	44	41	41	42	43	42	46	43	39	42	46
	Horz %	100	43	36	21	20	31	50	14	18	17	25	26	20	12	29	22
	Index	100	107	110	77	112	102	95	96	98	100	98	106	101	92	98	107
Supercross/Motocross	Vert %	1	1	2	1	1	1	2	2	1	1	1	2	1	3	2	0
	Horz %	100	37	39	24	7	15	78	19	16	13	19	33	10	25	46	6
	Index	100	93	119	87	40	50	149	128	90	74	75	135	50	195	156	31
Tournament poker	Vert %	3	4	3	2	5	3	3	3	3	2	5	4	2	4	3	6
	Horz %	100	52	33	15	25	25	49	14	14	11	35	26	13	15	27	34
	Index	100	130	101	55	144	85	94	95	78	66	135	106	67	115	91	162
Virginia Cavaliers basketball	Vert %	4	5	3	3	4	4	4	6	4	3	3	4	5	5	3	4
	Horz %	100	52	29	19	19	30	51	21	20	14	21	24	23	18	23	22
	Index	100	129	89	70	109	99	97	142	112	83	81	98	117	138	78	104
Virginia Cavaliers football	Vert %	6	8	6	3	7	6	5	8	7	5	5	6	7	7	5	6
	Horz %	100	54	32	14	21	30	49	20	20	14	21	25	25	15	24	21
	Index	100	135	99	50	120	99	94	134	112	83	82	101	126	117	83	102
Washington Capitals	Vert %	9	9	9	7	10	9	9	7	9	7	10	10	9	7	10	10
	Horz %	100	43	34	23	20	29	52	13	18	14	29	27	20	10	34	23
	Index	100	107	105	84	111	97	98	83	98	81	113	112	101	76	115	109
Washington Mystics	Vert %	3	4	3	2	3	3	3	4	3	3	2	3	4	4	2	3
	Horz %	100	52	30	18	20	34	46	22	19	18	15	26	24	17	21	20
	Index	100	131	92	65	113	115	87	146	107	105	59	106	122	129	71	97
Washington Nationals	Vert %	13	16	15	7	18	13	11	15	15	11	13	11	16	13	11	15
	Horz %	100	48	36	15	25	30	46	17	21	15	27	21	25	13	24	24
	Index	100	120	112	56	140	100	87	112	116	87	103	87	124	98	81	115
Washington Redskins	Vert %	45	50	48	33	53	48	40	45	45	44	44	47	48	40	41	52
	Horz %	100	45	35	20	21	32	47	15	18	16	25	25	21	12	27	24
	Index	100	111	107	74	117	107	90	100	100	97	98	104	107	89	91	115

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware			
Cell	Base	Aware and Oppose												and Oppose	Not Aware and Favor	Aware and Favor	
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Sports watched on broadcast TV past 12 months (ctd.)																	
Washington Wizards	Vert %	11	14	11	8	14	12	10	11	11	12	11	11	12	10	10	12
	Horz %	100	48	31	20	21	32	47	15	18	18	25	25	21	12	27	23
	Index	100	120	96	75	122	106	89	98	102	104	97	101	105	91	92	108
Women's tennis (WTA)	Vert %	9	10	10	7	14	10	7	11	8	9	9	8	10	9	6	11
	Horz %	100	44	36	20	28	32	40	19	17	17	25	22	23	13	21	26
	Index	100	109	111	74	159	106	77	126	94	102	98	89	115	97	70	127
WWE (pro wrestling)	Vert %	3	3	4	3	2	4	4	4	4	3	3	3	4	4	4	2
	Horz %	100	40	37	23	10	31	60	16	21	16	22	25	22	15	34	12
	Index	100	100	114	83	55	103	113	108	119	94	85	100	112	118	116	60

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware				
			Cell	Base										Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor	
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Horz %	100		40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692		1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
HHLd subscribes to cable (HHLd)																		
Yes	Vert %	72		71	72	72	76	75	68	74	72	70	72	71	77	67	70	74
	Horz %	100		40	33	27	19	32	50	15	18	16	26	24	21	12	29	22
	Index	100		99	101	101	106	105	95	103	100	97	101	99	107	93	98	103
No	Vert %	28		29	28	28	24	25	32	27	28	30	28	29	24	34	30	26
	Horz %	100		42	32	27	15	26	59	14	18	18	25	25	17	15	31	19
	Index	100		103	97	98	86	87	112	93	99	107	97	103	83	118	106	92
HHLd connected to satellite dish or disc (HHLd)																		
Yes	Vert %	26		26	24	29	24	24	29	24	27	28	25	28	23	30	28	24
	Horz %	100		40	30	30	16	27	57	14	18	18	24	26	17	15	31	19
	Index	100		100	91	111	91	91	108	91	102	106	94	105	86	115	105	92
No	Vert %	74		74	76	71	76	76	72	76	73	72	75	72	77	70	72	76
	Horz %	100		40	34	26	18	31	51	16	18	17	26	24	21	12	29	21
	Index	100		100	103	96	103	103	97	103	99	98	102	98	105	95	98	103
Household owns DVR (digital video recorder) (HHLd)																		
Yes	Vert %	41		41	44	38	47	42	39	37	36	41	45	45	40	31	43	47
	Horz %	100		40	35	25	20	31	49	14	16	17	28	27	19	10	31	24
	Index	100		100	106	92	114	102	94	91	86	98	108	109	96	75	105	113
No	Vert %	59		59	56	62	53	58	61	63	65	59	55	55	60	69	57	53
	Horz %	100		40	31	29	16	29	55	16	20	17	24	23	21	15	28	19
	Index	100		100	96	105	90	98	104	107	110	101	94	94	103	117	97	91
TV Quintile																		
Television 1st Quintile (highest)	Vert %	20		23	20	15	19	23	19	27	25	19	17	16	26	26	16	17
	Horz %	100		47	33	21	16	34	50	20	22	16	22	19	26	17	23	18
	Index	100		116	101	76	92	115	94	135	124	97	85	79	130	127	80	86
Television 2nd Quintile	Vert %	20		20	18	22	22	21	19	21	21	20	20	19	20	22	18	21
	Horz %	100		41	29	30	19	31	50	16	19	17	25	23	21	14	27	22
	Index	100		102	88	112	108	104	95	107	104	99	98	95	102	110	92	104
Television 3rd Quintile	Vert %	20		21	19	20	20	21	20	21	20	21	18	21	22	18	20	19
	Horz %	100		42	32	27	18	31	52	16	18	18	23	26	22	12	29	19
	Index	100		103	97	98	100	104	98	107	98	107	87	106	109	91	99	93
Television 4th Quintile	Vert %	20		17	23	21	20	18	21	14	19	19	23	22	17	17	23	22
	Horz %	100		34	37	29	18	27	56	11	17	16	30	27	17	11	34	23
	Index	100		84	115	106	100	90	106	70	96	92	115	111	83	86	115	110
Television 5th Quintile (lowest)	Vert %	20		19	20	22	20	17	21	16	16	21	23	22	15	17	23	21
	Horz %	100		38	33	30	18	26	56	12	14	18	29	27	15	11	34	22
	Index	100		95	100	108	100	87	107	81	78	105	114	109	76	85	115	107

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
							Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware			
		Cell	Base	Always	Sometimes	Never									Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100		40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692		1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Combined Radio Format of 1st Preference																		
Newstalk	Vert %	13		14	15	8	19	14	10	14	15	12	11	13	18	9	10	14
	Horz %	100		45	38	17	25	33	42	16	21	16	21	25	28	10	23	23
	Index	100		113	115	63	145	110	79	107	117	97	82	104	138	73	80	111
Sports	Vert %	3		3	3	1	4	3	2	2	3	2	2	2	4	1	2	2
	Horz %	100		44	40	16	26	32	43	15	21	16	25	24	29	6	28	21
	Index	100		109	124	58	146	107	81	98	115	96	97	96	145	50	95	99
Urban	Vert %	13		13	12	15	10	14	14	13	12	13	15	13	12	13	15	12
	Horz %	100		41	29	31	13	32	55	15	17	17	28	23	19	13	32	19
	Index	100		101	89	112	76	106	105	99	93	101	110	94	93	99	109	93
Adult Contemporary, Country and Rock	Vert %	19		16	18	24	18	17	21	16	12	18	23	23	12	16	24	20
	Horz %	100		34	32	34	16	26	58	12	11	16	31	29	13	11	38	22
	Index	100		85	97	124	92	87	110	82	63	97	120	120	64	83	128	107
Hispanic	Vert %	2		1	1	5	1	1	3	1	3	2	2	3	1	4	3	1
	Horz %	100		19	17	64	6	20	75	5	25	15	24	30	6	24	41	14
	Index	100		47	53	235	32	66	142	34	139	90	95	123	32	183	139	66
Radio Station of 1st Preference (Format)																		
WASH-FM (AC)	Vert %	3		3	3	5	3	3	4	3	3	4	4	3	3	3	4	2
	Horz %	100		32	30	39	13	27	59	12	16	19	29	25	16	12	39	14
	Index	100		80	91	141	75	92	113	81	88	110	112	101	78	95	133	68
WBIG-FM (Classic Hits)	Vert %	2		2	2	2	3	2	2	2	2	3	2	2	2	2	2	2
	Horz %	100		47	34	19	26	24	50	16	17	24	20	24	20	12	22	22
	Index	100		117	103	71	146	81	96	104	93	142	78	97	99	96	75	104
WHUR-FM (Urban AC)	Vert %	4		5	4	3	3	6	4	6	3	5	5	4	4	4	4	5
	Horz %	100		50	30	20	12	39	49	20	11	18	29	22	20	11	28	23
	Index	100		124	93	74	70	131	92	132	64	109	112	88	99	88	94	109
WIHT-FM (Contemporary Hit Radio)	Vert %	4		3	4	7	4	3	6	2	2	2	7	6	2	3	8	6
	Horz %	100		29	28	43	15	21	65	8	7	9	41	35	7	8	50	26
	Index	100		72	87	157	83	70	123	53	37	55	159	144	35	60	172	124
WJFK-FM (Sports)	Vert %	1		1	2	1	2	1	1	1	2	1	1	1	2	1	1	1
	Horz %	100		45	40	16	24	26	50	11	21	18	28	23	24	8	31	19
	Index	100		111	122	57	136	88	95	74	118	103	108	92	122	61	106	92
WKYS-FM (Urban Contemporary)	Vert %	2		1	2	4	1	2	3	1	3	3	3	2	1	3	3	2
	Horz %	100		24	33	43	11	28	61	6	20	18	31	25	11	15	37	19
	Index	100		61	101	157	60	94	116	43	109	107	121	101	54	118	125	93
WLZL-FM (Hispanic/Tropical)	Vert %	2		1	1	5	1	1	3	1	3	2	2	3	1	4	3	1
	Horz %	100		19	17	64	6	20	75	5	25	15	24	30	6	24	41	14
	Index	100		47	53	235	32	66	142	34	139	90	95	123	32	183	139	66
WMAL-AM (Newstalk)	Vert %	4		5	4	2	5	4	3	5	5	3	3	3	6	3	3	4
	Horz %	100		49	34	17	25	30	45	19	23	14	23	22	31	10	25	20
	Index	100		123	105	60	143	100	86	123	126	82	89	91	154	79	86	94
WMMJ-FM (Urban Adult Contemporary)	Vert %	2		3	2	2	2	3	2	2	3	3	2	2	3	3	1	3
	Horz %	100		44	31	25	14	42	45	16	22	22	22	19	22	15	17	24
	Index	100		109	94	93	77	139	85	106	120	127	86	78	110	119	59	114

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			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Cell	Base															
	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Radio Station of 1st Preference (Format) (ctd.)																	
WMZQ-FM (Country)	Vert %	3	3	4	3	3	4	3	4	3	2	4	3	3	4	3	5
	Horz %	100	39	34	27	18	32	50	17	16	12	31	25	18	15	27	28
	Index	100	97	105	98	104	107	95	111	87	73	119	102	87	114	93	135
WPGC-FM (Urban Contemporary)	Vert %	2	2	1	4	2	2	3	2	2	1	2	3	3	2	4	1
	Horz %	100	35	17	48	17	20	63	16	19	8	26	31	23	12	45	12
	Index	100	88	52	175	96	67	120	106	105	48	103	125	113	95	155	56
WPRS-FM (Urban Inspirational)	Vert %	2	2	2	2	2	1	3	2	2	2	3	2	2	2	3	2
	Horz %	100	43	33	25	15	21	64	12	16	18	34	20	17	11	38	16
	Index	100	107	100	90	87	71	121	80	91	105	132	82	87	84	128	78
WRQX-FM (AC)	Vert %	2	3	2	2	2	2	2	2	1	3	2	2	2	2	2	2
	Horz %	100	49	29	22	18	34	48	13	12	26	27	22	16	10	26	22
	Index	100	122	89	81	103	115	91	86	67	156	104	90	77	74	89	108
WTEM-AM/WWXT-FM (Sports)	Vert %	1	1	2	1	2	2	1	1	1	1	1	1	2	0	1	1
	Horz %	100	43	41	16	28	38	35	19	20	15	22	25	34	5	24	22
	Index	100	107	126	58	157	127	66	125	112	88	84	101	170	37	83	106
WTOP-FM (News)	Vert %	9	10	11	6	13	10	7	9	10	9	7	10	12	6	7	11
	Horz %	100	44	39	18	26	34	40	15	20	18	21	27	26	9	23	25
	Index	100	108	119	65	146	114	77	100	113	103	80	109	131	71	77	117
WWDC-FM (Album-Oriented Rock)	Vert %	4	2	4	6	3	3	5	3	1	4	4	6	2	3	6	4
	Horz %	100	24	36	40	13	22	65	12	6	17	29	37	8	9	45	21
	Index	100	59	110	148	73	75	123	77	31	101	112	152	39	71	155	99
Radio format profiles (M-S 6am-Mid cume)																	
Adult Contemporary	Vert %	31	29	34	32	34	30	31	26	32	32	32	34	29	29	32	33
	Horz %	100	37	35	28	19	29	52	13	18	17	26	26	19	12	30	22
	Index	100	92	108	102	108	97	99	83	102	101	101	108	93	93	102	107
Album Oriented Rock	Vert %	1	1	1	1	1	1	1	1	1	0	1	1	2	1	1	1
	Horz %	100	43	27	30	19	37	43	19	25	6	25	25	31	13	26	25
	Index	100	106	83	111	110	125	83	128	137	33	98	104	152	104	88	118
Contemporary Inspirational	Vert %	7	6	8	8	6	6	8	6	6	7	9	8	5	7	10	6
	Horz %	100	35	35	31	14	26	61	12	14	17	31	26	15	12	39	18
	Index	100	87	106	113	78	86	115	82	79	98	120	106	75	89	132	88
All News	Vert %	27	30	31	19	36	30	23	29	30	28	25	27	34	22	23	30
	Horz %	100	44	37	19	23	32	44	16	20	17	23	24	25	10	25	23
	Index	100	110	112	71	133	108	84	105	111	101	90	99	126	81	84	109
Active Rock	Vert %	4	3	4	5	3	3	5	2	2	3	5	7	2	3	7	4
	Horz %	100	29	34	37	13	21	66	8	9	11	30	41	8	9	49	23
	Index	100	73	104	136	71	71	126	55	50	66	117	170	42	68	166	110
All Sports	Vert %	8	10	9	6	13	8	7	10	8	8	8	9	11	5	8	9
	Horz %	100	46	36	18	27	29	44	17	17	16	23	26	27	8	27	23
	Index	100	115	110	66	154	98	83	115	95	97	90	107	133	61	90	109
Alternative	Vert %	16	11	18	19	16	11	18	11	10	15	19	20	9	13	21	17
	Horz %	100	29	38	33	18	22	60	10	11	16	31	31	11	11	40	23
	Index	100	72	115	122	100	74	115	69	62	93	122	129	55	81	136	110

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Radio format profiles (M-S 6am-Mid cume) (ctd.)																	
Classic Country	Vert %	1	1	1	1	0	1	1	1	1	1	1	0	1	1	0	1
	Horz %	100	58	22	20	8	43	49	22	15	31	17	15	26	11	18	14
	Index	100	146	66	73	45	145	93	147	84	184	67	60	129	88	62	66
Classic Hits	Vert %	24	27	26	19	33	25	21	27	24	24	23	24	28	22	21	28
	Horz %	100	44	35	21	24	31	46	17	18	17	25	24	23	12	25	24
	Index	100	109	106	79	136	102	87	111	100	98	95	100	114	90	84	116
Classic Rock	Vert %	11	10	12	10	14	10	10	9	9	11	11	13	10	7	12	12
	Horz %	100	37	38	26	23	28	49	12	15	17	26	30	19	9	32	23
	Index	100	91	116	94	131	93	94	80	85	100	102	121	92	68	111	112
Classical	Vert %	11	14	11	8	19	14	7	16	15	10	10	8	20	9	6	13
	Horz %	100	50	32	18	30	36	34	22	23	15	23	17	35	10	16	24
	Index	100	125	97	67	169	121	65	143	130	91	90	68	175	75	55	113
Contemporary Christian	Vert %	12	12	11	12	11	11	12	8	11	13	12	13	10	10	13	11
	Horz %	100	41	31	28	16	28	56	11	17	19	26	28	18	11	34	20
	Index	100	103	95	102	93	93	107	73	96	110	100	113	87	82	115	95
Pop Contemporary Hit Radio	Vert %	21	17	20	30	17	17	25	10	13	20	28	29	10	14	32	23
	Horz %	100	31	30	39	14	24	62	7	11	16	34	32	10	9	44	23
	Index	100	78	92	142	81	81	117	49	61	94	130	133	48	66	148	108
Country	Vert %	23	23	25	22	22	25	22	22	24	21	24	24	23	23	23	25
	Horz %	100	40	35	26	16	33	51	14	18	16	27	25	20	13	29	23
	Index	100	99	106	94	94	109	97	94	102	92	103	104	99	99	100	109
Rhythmic Contemporary Hit Radio	Vert %	16	13	14	22	12	15	18	11	13	12	19	20	10	15	21	17
	Horz %	100	33	29	39	13	28	59	10	14	13	31	31	13	12	39	23
	Index	100	81	88	142	75	94	112	69	80	79	121	127	62	95	134	109
Jazz	Vert %	4	4	4	2	4	4	3	5	4	4	3	3	5	3	3	3
	Horz %	100	51	37	12	20	38	42	21	20	19	22	19	29	11	22	19
	Index	100	128	113	43	114	126	81	137	109	112	86	77	147	83	74	92
News/Talk/Information	Vert %	25	30	27	16	34	28	21	27	28	26	23	24	34	18	21	28
	Horz %	100	48	35	17	24	33	43	16	20	18	24	23	26	9	24	23
	Index	100	119	107	64	135	111	82	105	112	103	91	95	132	73	82	109
Oldies	Vert %	3	3	3	2	3	3	2	4	2	3	3	2	3	3	1	3
	Horz %	100	40	34	26	22	36	42	22	17	19	26	16	22	17	16	26
	Index	100	100	105	94	123	121	81	145	96	112	101	66	110	131	56	123
Religious	Vert %	2	3	2	1	3	2	2	2	2	2	2	2	2	2	1	2
	Horz %	100	55	27	18	26	32	42	17	20	20	23	20	25	12	19	24
	Index	100	137	84	65	146	109	80	115	110	118	90	82	126	90	65	115
Soft Adult Contemporary	Vert %	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1
	Horz %	100	38	32	30	17	33	50	24	12	15	24	26	22	13	29	21
	Index	100	96	98	109	99	111	94	159	65	86	94	106	111	103	100	100
Spanish Tropical	Vert %	6	3	5	12	3	4	8	3	6	4	7	8	2	8	9	5
	Horz %	100	19	26	55	9	21	70	7	17	12	32	33	6	18	46	18
	Index	100	48	79	200	51	70	133	47	95	69	123	134	29	141	157	87
Talk/Personality	Vert %	5	5	6	4	7	5	5	4	4	4	6	6	5	3	5	7
	Horz %	100	37	42	21	24	28	48	11	15	15	32	27	18	7	31	28
	Index	100	92	129	77	138	92	92	72	82	90	123	112	92	55	106	135

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
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Total	Cell	Base	Always	Sometimes	Never												
	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Radio format profiles (M-S 6am-Mid cume) (ctd.)																	
Urban AC	Vert %	18	19	17	17	15	21	18	21	17	18	17	18	18	20	17	18
	Horz %	100	43	31	26	14	34	51	18	17	17	24	25	20	15	28	21
	Index	100	107	96	94	81	115	98	117	93	99	95	101	98	113	95	102
Urban Contemporary	Vert %	16	14	13	22	12	14	18	11	12	13	20	19	9	14	22	17
	Horz %	100	35	27	38	13	26	61	10	13	14	32	30	11	12	40	22
	Index	100	87	84	139	74	86	116	67	74	85	126	123	57	92	138	105
Adult Hits	Vert %	3	3	3	2	3	2	3	2	1	4	4	3	1	1	4	2
	Horz %	100	43	36	21	17	20	63	8	7	22	39	24	9	7	44	18
	Index	100	107	110	79	97	68	119	55	41	130	150	97	44	53	152	85
Radio Quintile																	
Radio 1st Quintile (highest)	Vert %	20	22	20	18	22	20	19	18	20	20	20	20	20	18	20	20
	Horz %	100	43	33	24	19	30	51	14	18	17	26	25	20	12	30	21
	Index	100	108	100	88	110	100	96	92	101	101	101	102	102	90	101	102
Radio 2nd Quintile	Vert %	20	20	22	17	24	20	19	18	18	18	21	23	19	18	20	25
	Horz %	100	40	37	24	21	30	50	14	17	15	27	27	19	12	29	26
	Index	100	100	112	86	119	99	94	90	92	91	106	113	92	89	99	123
Radio 3rd Quintile	Vert %	20	20	19	21	18	21	20	20	19	20	21	20	19	20	21	20
	Horz %	100	40	31	29	16	31	53	15	17	17	27	24	19	13	30	21
	Index	100	101	93	107	90	105	100	100	94	101	104	99	97	97	103	100
Radio 4th Quintile	Vert %	20	19	20	22	19	20	20	20	21	19	19	22	21	20	21	19
	Horz %	100	38	33	30	17	29	54	15	19	16	24	27	21	13	31	20
	Index	100	95	100	109	97	98	102	98	105	94	93	109	104	99	104	96
Radio 5th Quintile (lowest)	Vert %	20	19	19	22	17	19	21	24	22	22	19	16	21	25	18	16
	Horz %	100	39	31	30	15	29	56	18	19	19	25	19	21	16	27	17
	Index	100	97	95	111	83	97	107	120	108	113	96	78	105	126	92	80

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							Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware	Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
	Cell	Base	Always	Sometimes	Never														
Total	Vert %	100	100	100	100		100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100		40	33	27	18	30	53	15	18	17	26	24	20	13	29	21	
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279		823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977	
Combined Print Categories (M-F)																			
Washington Post	Vert %	32	38	32	23		73	48	9	42	41	27	26	28	63	8	10	52	
	Horz %	100	48	32	20		40	45	15	20	23	14	21	22	40	3	9	34	
	Index	100	120	99	71		229	149	29	132	127	84	83	89	198	24	32	162	
Other Local Daily Newspapers	Vert %	20	22	21	17		41	28	9	24	23	17	19	19	33	9	9	33	
	Horz %	100	43	34	23		35	41	24	18	21	15	25	23	33	6	13	34	
	Index	100	106	104	85		200	138	45	117	115	86	95	93	163	44	45	163	
Daily newspapers (M-F)																			
Express	Vert %	7	7	6	8		14	9	3	7	6	8	8	6	9	3	3	12	
	Horz %	100	40	30	30		36	40	24	14	16	19	29	22	25	5	14	37	
	Index	100	100	92	109		203	134	46	96	86	113	111	92	125	37	49	176	
Frederick News - Post	Vert %	2	3	3	1		3	3	1	4	4	1	1	2	5	2	1	3	
	Horz %	100	48	41	11		25	44	31	24	30	8	16	23	41	13	14	24	
	Index	100	120	126	39		139	148	60	159	166	47	60	94	202	102	48	117	
Fredericksburg Free Lance-Star	Vert %	3	2	3	2		5	4	1	4	3	1	3	2	5	1	1	5	
	Horz %	100	38	42	20		33	50	18	21	23	9	29	18	38	6	9	39	
	Index	100	95	128	74		185	167	34	142	126	53	113	75	189	47	30	185	
Potomac News & Manassas Journal Messenger	Vert %	1	1	1	1		3	1	0	2	1	1	1	1	2	0	0	2	
	Horz %	100	47	35	19		49	37	14	25	14	17	23	21	37	2	10	34	
	Index	100	116	106	70		278	124	27	165	77	103	88	87	185	12	34	163	
Washington Examiner	Vert %	3	3	3	2		6	4	1	3	4	3	2	2	5	1	1	4	
	Horz %	100	42	35	23		40	45	15	16	24	20	20	20	38	3	6	33	
	Index	100	105	109	83		230	151	28	109	135	118	77	80	188	24	21	160	
Washington Times	Vert %	4	5	3	2		12	4	1	6	6	4	3	3	9	1	1	6	
	Horz %	100	56	29	16		52	33	15	21	25	16	19	19	44	2	9	29	
	Index	100	138	87	59		297	111	28	140	140	93	73	79	222	13	30	141	
Other Daily Newspaper	Vert %	7	8	6	7		8	10	5	11	8	6	5	5	11	7	4	8	
	Horz %	100	46	27	27		21	42	37	24	22	15	21	18	34	13	15	23	
	Index	100	114	83	100		121	141	70	161	123	91	80	73	168	97	51	112	
Any Daily Newspaper	Vert %	50	57	49	39		93	75	21	64	62	44	43	43	90	22	21	75	
	Horz %	100	46	32	21		33	45	22	19	22	15	22	21	36	6	12	31	
	Index	100	115	99	78		187	150	43	129	124	88	87	86	180	43	41	150	

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Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Newspaper sections generally looked at/read (M-																	
Advertising circulars/inserts/flyers	Vert %	36	42	37	26	45	43	29	45	42	36	30	31	50	34	26	37
	Horz %	100	47	34	20	22	36	42	19	21	17	22	21	28	12	21	22
	Index	100	116	103	73	126	119	80	127	118	101	84	87	140	94	72	104
Business/finance pages/section	Vert %	40	50	39	28	59	48	30	51	47	41	36	33	59	33	28	44
	Horz %	100	49	32	19	26	35	39	19	21	17	23	20	29	11	20	23
	Index	100	123	98	69	146	118	74	127	117	102	90	81	146	82	69	109
Classified advertising	Vert %	34	38	32	29	39	39	29	41	41	33	30	28	45	36	25	34
	Horz %	100	46	31	24	20	35	45	18	22	17	23	20	27	14	22	21
	Index	100	114	94	87	116	117	85	122	123	98	88	83	132	107	74	102
Comics	Vert %	39	47	38	28	51	47	31	48	46	39	34	32	54	35	27	42
	Horz %	100	49	32	20	23	36	41	19	21	17	23	20	28	12	21	23
	Index	100	121	97	73	130	120	79	124	118	101	89	83	140	91	70	108
Editorial/opinion pages	Vert %	38	49	36	24	54	47	28	51	46	39	33	29	58	32	24	41
	Horz %	100	52	31	17	25	37	38	20	22	17	22	19	31	11	18	23
	Index	100	129	96	63	142	124	72	134	120	102	87	77	154	84	63	109
Entertainment/lifestyle pages/section	Vert %	44	51	44	33	60	51	34	54	50	45	40	37	60	38	32	47
	Horz %	100	47	33	20	24	35	41	19	20	17	23	21	28	11	21	23
	Index	100	118	100	75	137	117	78	123	113	103	90	84	138	86	72	108
Fashion pages/section	Vert %	31	38	29	23	43	36	24	40	38	33	26	24	45	29	21	31
	Horz %	100	49	30	20	25	35	41	20	22	18	22	19	29	12	20	21
	Index	100	123	93	74	139	116	78	130	122	106	84	79	146	93	67	102
Food/cooking pages/section	Vert %	39	47	38	29	54	46	30	48	47	40	34	33	56	35	27	42
	Horz %	100	48	31	20	24	35	41	19	22	17	22	20	29	12	20	22
	Index	100	121	96	74	137	118	77	124	120	103	86	84	143	89	69	107
International/national news	Vert %	41	50	39	29	59	49	30	50	49	41	37	33	59	35	28	45
	Horz %	100	49	32	19	26	36	39	19	22	17	23	20	29	11	20	23
	Index	100	123	97	70	145	119	74	123	120	100	91	81	145	85	68	111
Local news section	Vert %	59	70	56	45	73	69	47	71	68	58	53	50	80	52	45	61
	Horz %	100	48	32	21	22	36	43	18	21	17	23	21	28	12	22	22
	Index	100	119	96	77	125	119	81	120	117	99	90	86	137	89	76	105
Main news/front page section	Vert %	68	77	68	53	86	78	55	76	75	67	63	62	88	57	54	75
	Horz %	100	46	33	21	22	35	43	17	20	17	24	22	26	11	23	23
	Index	100	114	101	78	128	116	82	113	112	99	94	91	130	84	79	111
Movie listings and reviews	Vert %	35	42	34	28	48	40	28	44	44	35	32	29	51	33	26	36
	Horz %	100	48	31	22	24	34	42	19	22	17	23	20	29	12	22	21
	Index	100	118	95	79	137	114	80	123	124	97	89	81	143	92	75	101
Science and technology pages/section	Vert %	33	41	32	23	46	39	25	42	40	33	29	27	48	29	22	36
	Horz %	100	50	32	19	25	36	40	19	22	17	23	20	29	11	20	23
	Index	100	124	98	68	140	119	76	127	120	99	88	82	146	88	68	109
Sports pages/section	Vert %	41	47	40	32	55	48	32	50	49	40	37	34	57	39	29	44
	Horz %	100	47	32	21	24	35	42	18	22	17	23	20	28	12	21	23
	Index	100	116	98	78	134	117	79	122	121	98	90	83	139	94	71	109
TV or radio listings	Vert %	31	39	29	24	44	37	24	40	40	31	26	25	47	29	20	33
	Horz %	100	49	30	21	25	35	40	19	23	17	22	19	30	12	19	22
	Index	100	123	92	76	141	119	76	128	127	100	84	80	150	92	65	106

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Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Newspaper Quintile																	
Newspaper 1st Quintile (highest)	Vert %	20	26	19	12	74	19	3	30	26	14	16	18	45	1	3	37
	Horz %	100	52	31	17	65	28	7	23	24	12	21	21	45	1	4	38
	Index	100	130	95	62	370	94	13	149	131	69	82	87	226	5	14	183
Newspaper 2nd Quintile	Vert %	20	24	20	14	21	50	3	26	27	19	16	15	43	2	3	33
	Horz %	100	48	32	20	18	74	8	20	25	16	21	19	43	1	5	35
	Index	100	119	99	72	104	248	14	132	136	96	81	77	215	9	17	166
Newspaper 3rd Quintile	Vert %	20	17	22	22	2	22	25	14	17	22	23	21	8	29	24	20
	Horz %	100	35	36	30	2	32	66	11	16	18	30	26	8	19	35	21
	Index	100	87	109	109	10	108	125	70	87	109	116	105	39	142	119	99
Newspaper 4th Quintile	Vert %	20	17	20	25	1	8	33	16	15	20	22	24	3	34	34	8
	Horz %	100	35	32	34	1	13	87	12	13	17	28	30	3	22	49	8
	Index	100	86	98	123	6	42	165	79	73	101	110	121	16	169	168	40
Newspaper 5th Quintile (lowest)	Vert %	20	16	20	27	2	2	36	14	15	25	22	22	1	35	36	2
	Horz %	100	31	32	37	2	2	96	10	13	21	29	27	1	23	53	2
	Index	100	78	98	134	9	8	183	69	73	125	111	110	4	174	182	11

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
														Not Aware			
	Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4692	1882	1531	1279	823	1402	2467	705	843	792	1208	1144	940	609	1374	977
Websites visited past 30 days																	
National Websites (Geotargeted)	Vert %	33	35	38	23	48	32	28	25	22	35	34	42	30	12	35	43
	Horz %	100	43	38	19	26	29	45	11	12	18	27	32	19	5	31	28
	Index	100	106	118	69	147	97	86	76	66	106	105	130	93	36	106	133
Local DC Media Websites	Vert %	43	44	47	37	61	43	37	34	30	41	49	54	40	19	46	58
	Horz %	100	41	35	24	25	30	45	12	12	16	29	31	19	6	31	28
	Index	100	102	108	87	142	100	86	79	69	96	113	125	93	43	107	135
Search Advertising	Vert %	74	72	80	69	87	72	70	60	55	74	80	89	66	42	84	86
	Horz %	100	39	35	26	21	29	50	12	13	17	28	30	18	7	33	24
	Index	100	98	108	94	118	98	95	81	74	100	109	121	90	57	114	117
Social Networking Websites	Vert %	21	18	25	22	24	20	22	12	10	22	25	30	15	6	29	25
	Horz %	100	33	39	28	20	27	53	8	9	18	31	35	14	4	40	25
	Index	100	82	118	104	111	91	101	56	49	104	119	142	69	27	138	119
Local DC Media Websites visited past 30 days																	
DC50TV.com/TheCWDC.com	Vert %	2	2	2	3	4	2	2	0	1	2	4	3	1	0	2	5
	Horz %	100	35	27	37	32	30	37	2	11	14	40	33	11	2	29	44
	Index	100	88	84	137	185	101	71	12	63	81	157	135	53	19	99	213
Fredericksburg.com	Vert %	2	1	2	1	3	2	1	2	1	1	2	2	2	1	1	3
	Horz %	100	34	48	18	38	31	32	15	12	7	35	31	22	5	23	43
	Index	100	84	147	67	215	103	60	100	65	42	136	127	109	38	77	209
My20DC.com	Vert %	1	1	1	2	3	1	1	0	1	1	2	3	1	0	1	3
	Horz %	100	39	25	36	32	30	38	2	14	8	30	46	13	3	30	46
	Index	100	97	78	130	184	99	73	14	75	50	118	187	64	22	104	219
MyFoxDC.com	Vert %	11	11	12	11	14	11	10	7	7	9	14	15	9	5	14	16
	Horz %	100	39	35	26	22	29	49	10	11	14	31	34	16	6	36	29
	Index	100	97	107	96	126	97	93	68	61	80	122	139	77	43	123	140
NBCWashington.com/NBC4.com	Vert %	16	18	17	12	24	15	13	12	11	17	17	20	15	5	17	21
	Horz %	100	44	36	20	27	29	44	12	12	18	28	31	19	4	31	28
	Index	100	110	109	75	153	97	84	76	68	104	110	125	96	34	105	135
News8.net	Vert %	2	2	2	2	5	2	1	2	1	2	2	3	2	0	2	4
	Horz %	100	38	30	32	41	24	35	14	8	15	31	33	20	2	26	38
	Index	100	95	90	118	235	81	66	92	43	86	120	136	100	12	89	182
NorthernVirginia.Cox.net	Vert %	2	2	2	3	4	2	2	2	1	2	2	3	2	1	3	3
	Horz %	100	33	30	37	32	25	44	13	8	15	28	36	17	4	32	31
	Index	100	81	92	137	181	83	83	88	45	90	107	147	85	33	110	149
Telemundo.com	Vert %	1	1	1	2	1	1	2	1	1	2	1	3	1	1	2	1
	Horz %	100	31	25	44	8	26	66	8	7	23	17	45	9	6	45	17
	Index	100	77	78	161	45	86	126	51	40	134	67	186	45	45	154	83
Univision.com	Vert %	2	1	1	4	1	1	2	0	1	2	1	3	1	1	3	2
	Horz %	100	24	16	60	12	26	62	4	12	16	23	46	8	8	44	24
	Index	100	60	48	221	68	87	118	26	65	94	87	189	40	59	151	117
WashingtonPost.com	Vert %	31	33	35	26	49	32	26	27	21	31	37	37	31	12	32	44
	Horz %	100	42	36	22	27	30	43	13	12	17	30	29	20	5	30	29
	Index	100	103	112	81	154	101	81	84	66	98	117	118	99	37	101	141
WashingtonTimes.com	Vert %	6	6	6	5	10	4	5	5	4	5	7	6	5	2	6	8
	Horz %	100	42	33	26	31	22	47	12	13	15	32	28	20	6	31	28
	Index	100	104	100	94	179	73	89	81	72	91	123	114	98	43	107	135

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
	Cell	Base															
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4692	1882	1531	1279	823	1402	2467	705	843	792	1208	1144	940	609	1374	977
Local DC Media Websites visited past 30 days (ctd.)																	
WETA.org	Vert %	5	7	5	3	9	6	4	7	5	6	4	6	8	3	4	7
	Horz %	100	55	30	15	30	35	35	18	17	19	21	25	29	6	20	27
	Index	100	136	93	55	173	116	66	120	94	111	82	104	145	46	67	128
WJLA.com	Vert %	6	7	7	4	11	6	5	5	5	8	6	8	6	3	5	9
	Horz %	100	46	35	19	30	30	40	11	15	21	24	29	20	6	23	30
	Index	100	113	108	70	171	101	76	73	82	126	92	121	98	48	79	143
WUSA9.com	Vert %	7	8	7	6	11	6	6	7	5	7	6	9	7	3	7	9
	Horz %	100	44	32	24	27	27	46	15	12	17	24	32	21	6	30	27
	Index	100	111	97	89	156	90	87	100	68	98	94	131	106	46	101	128
Your4State.com	Vert %	1	1	1	1	1	1	1	0	1	1	1	2	1	0	1	2
	Horz %	100	39	34	27	23	37	40	6	21	10	22	42	23	3	30	34
	Index	100	98	105	98	130	124	77	37	116	57	84	174	117	23	103	162
Other Broadcast TV Website	Vert %	4	4	4	3	5	3	4	4	3	4	4	4	4	3	4	4
	Horz %	100	43	36	21	24	26	50	18	12	17	29	24	19	11	33	20
	Index	100	107	110	77	136	86	96	118	69	100	114	97	96	84	112	97
Other Newspaper Website	Vert %	16	19	17	11	30	14	13	15	14	19	17	16	19	7	14	20
	Horz %	100	47	35	18	33	27	41	14	15	20	27	24	23	5	25	26
	Index	100	116	107	67	186	89	78	90	85	118	106	98	117	42	85	127
Any Broadcast TV Website	Vert %	32	33	34	29	44	31	29	26	23	33	35	41	30	16	35	41
	Horz %	100	42	34	24	24	29	47	12	13	17	28	31	18	7	32	26
	Index	100	103	105	89	135	97	90	81	70	101	107	126	92	50	108	127
Any Newspaper Website	Vert %	39	41	43	31	58	40	32	33	27	39	44	45	39	16	38	53
	Horz %	100	42	36	22	27	31	43	13	13	17	29	28	20	5	29	28
	Index	100	105	111	79	151	102	82	86	70	101	113	116	102	41	99	136
Any Radio Station Website	Vert %	19	20	21	17	26	19	17	13	14	21	23	22	17	8	20	26
	Horz %	100	41	35	24	24	29	47	10	14	19	30	28	18	6	30	28
	Index	100	102	107	89	137	98	89	67	75	110	117	114	90	43	102	135
National websites visited past 30 days in DC DMA																	
ABCNews.com	Vert %	7	10	7	4	11	8	6	7	6	9	7	7	9	3	7	8
	Horz %	100	54	33	13	27	32	40	14	16	20	26	24	25	5	27	22
	Index	100	135	101	48	156	108	77	96	89	119	100	98	126	39	93	107
CBSNews.com	Vert %	6	8	4	3	9	6	4	5	5	7	6	6	7	3	5	7
	Horz %	100	61	26	14	27	34	39	14	16	20	26	25	24	6	25	26
	Index	100	151	79	50	155	114	74	94	89	118	99	101	120	46	84	123
CNN.com	Vert %	19	21	23	13	32	19	15	15	11	22	21	26	18	5	20	28
	Horz %	100	42	39	19	29	30	42	11	10	19	27	32	18	3	30	30
	Index	100	106	119	69	164	99	79	76	55	114	106	132	91	23	101	143
ESPN.com	Vert %	12	12	14	9	18	11	10	10	8	13	12	16	12	4	13	15
	Horz %	100	41	38	21	27	28	46	13	11	19	25	32	19	5	31	27
	Index	100	103	116	77	151	94	86	83	63	111	98	132	96	36	106	127
FOXNews.com	Vert %	12	14	13	8	20	11	10	8	9	13	14	15	11	4	13	16
	Horz %	100	46	36	18	28	27	45	10	13	18	29	30	18	5	32	27
	Index	100	115	110	66	161	90	85	66	72	107	111	125	91	35	108	131

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
			Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Not Aware Aware and Oppose	and Oppose	Not Aware and Favor	Aware and Favor
Cell	Base																
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4692	1882	1531	1279	823	1402	2467	705	843	792	1208	1144	940	609	1374	977
National websites visited past 30 days in DC DMA (ctd.)																	
FOXSports.com	Vert %	4	4	5	2	6	3	4	4	2	3	4	5	4	2	5	4
	Horz %	100	44	42	14	26	25	49	16	11	15	26	33	20	6	36	23
	Index	100	110	128	52	148	84	93	105	58	86	101	136	102	45	124	110
MSNBC.com	Vert %	11	13	13	6	20	11	9	9	7	13	12	14	10	4	11	16
	Horz %	100	46	39	15	31	28	41	12	11	20	27	30	18	5	28	30
	Index	100	115	118	56	176	93	78	82	58	115	106	124	91	37	95	143
Search websites visited past 30 days in DC DMA																	
Google	Vert %	65	63	71	61	79	63	61	53	46	65	71	80	59	35	74	77
	Horz %	100	39	36	26	21	29	50	12	13	17	28	30	18	7	33	25
	Index	100	97	109	94	122	97	95	82	71	100	109	123	91	53	114	119
Bing	Vert %	12	9	12	16	12	11	13	8	7	12	13	18	8	6	16	14
	Horz %	100	32	31	37	17	27	56	11	10	16	27	36	14	6	39	24
	Index	100	79	96	136	96	90	107	70	54	97	106	148	70	48	134	116
Yahoo!	Vert %	41	39	43	41	46	38	40	32	26	41	46	51	33	23	49	48
	Horz %	100	38	35	28	20	28	52	12	12	17	29	31	16	7	35	24
	Index	100	94	106	101	113	94	99	79	65	100	112	125	80	57	120	117
HHLD owns computer (HHLD)																	
Yes	Vert %	83	86	87	75	93	85	79	76	72	85	85	93	82	60	88	91
	Horz %	100	41	34	25	20	30	50	14	16	17	26	27	20	9	31	23
	Index	100	103	105	90	111	102	95	91	86	102	102	112	99	72	105	110
No	Vert %	17	14	13	25	8	16	21	24	28	16	15	7	18	40	12	9
	Horz %	100	34	25	41	8	28	65	22	30	16	23	10	21	31	22	11
	Index	100	85	76	150	44	92	123	144	169	92	89	40	105	239	73	53
Access Internet																	
Yes	Vert %	81	81	86	74	95	80	77	68	63	82	86	96	76	49	89	93
	Horz %	100	40	35	25	21	30	50	13	14	17	27	29	19	8	32	24
	Index	100	101	106	91	117	99	95	84	78	101	106	118	94	61	110	114
No	Vert %	19	19	14	26	6	20	23	32	37	18	14	4	24	51	11	8
	Horz %	100	39	24	37	5	31	64	25	34	16	19	5	25	34	16	8
	Index	100	98	73	136	29	105	121	166	192	96	74	22	125	264	56	39
Accessed Internet:Past 30 days																	
Yes	Vert %	80	81	86	73	94	79	76	68	62	81	86	96	76	48	89	92
	Horz %	100	40	35	25	21	30	50	13	14	17	27	29	19	8	33	24
	Index	100	101	107	91	117	99	95	84	78	101	106	119	94	60	111	115
No	Vert %	20	19	14	27	6	21	24	32	38	19	14	4	24	52	11	8
	Horz %	100	39	24	37	5	31	64	25	35	17	19	5	25	34	16	8
	Index	100	97	73	137	28	105	121	165	192	98	73	22	124	265	55	39

		Vote in Local Elections				Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability				
		Cell	Base	Always	Sometimes	Never	Aware / Familiar	Aware / Not that familiar	Haven't heard much	Strongly oppose	Somewhat oppose	No opinion	Somewhat favor	Strongly Favor	Aware and Oppose	Not Aware and Oppose	Not Aware and Favor	Aware and Favor
Total	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21	
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
	Pop. (000)	4692	1882	1531	1279	823	1402	2467	705	843	792	1208	1144	940	609	1374	977	
Amount spent on purchases made on Internet past 12 months																		
Less than \$100	Vert %	6	5	6	8	5	6	6	4	2	6	7	9	4	1	8	7	
	Horz %	100	33	32	35	16	32	53	9	6	17	32	36	14	2	41	27	
	Index	100	83	97	129	90	105	100	62	35	98	124	147	67	16	141	128	
\$100 - \$249	Vert %	11	11	11	10	10	11	10	7	7	12	11	13	9	4	13	12	
	Horz %	100	41	33	26	16	32	52	10	11	20	28	31	16	5	36	23	
	Index	100	103	101	95	91	106	99	65	62	118	109	128	81	36	123	111	
\$250 - \$499	Vert %	12	13	13	10	16	11	11	9	5	14	13	16	9	4	14	15	
	Horz %	100	43	35	22	23	27	50	11	8	20	29	32	15	4	35	26	
	Index	100	107	106	82	132	89	96	74	44	117	114	131	75	31	121	124	
\$500 - \$999	Vert %	14	14	16	12	17	14	13	10	7	15	15	20	12	3	17	18	
	Horz %	100	40	37	23	21	30	49	10	9	18	28	34	17	3	35	27	
	Index	100	101	113	83	120	102	93	68	52	108	109	140	82	24	121	129	
\$1,000 - \$2,499	Vert %	12	11	15	10	17	12	10	7	8	12	15	15	10	4	13	18	
	Horz %	100	36	41	23	25	30	45	9	11	17	32	31	17	4	32	31	
	Index	100	90	125	85	140	101	86	61	63	100	123	128	83	30	109	147	
\$2,500 or more	Vert %	11	13	12	7	17	10	10	6	8	10	13	15	10	3	14	14	
	Horz %	100	46	36	18	27	27	46	9	13	15	30	33	18	4	36	27	
	Index	100	115	109	67	155	91	87	59	74	90	115	136	91	29	124	127	
Time spent on the Internet in an average week																		
Less than 1 hour	Vert %	5	5	4	7	3	6	5	6	7	6	4	5	5	8	4	5	
	Horz %	100	36	26	38	9	36	55	17	23	19	20	21	20	20	23	19	
	Index	100	90	79	139	50	120	105	111	129	111	79	87	101	150	78	90	
1 - 4 hours	Vert %	18	19	20	14	18	18	17	21	16	18	17	17	19	17	17	18	
	Horz %	100	42	37	21	18	31	51	18	16	17	25	24	22	12	28	21	
	Index	100	105	112	79	104	104	96	117	91	102	96	99	109	93	95	102	
5 - 9 hours	Vert %	20	20	21	17	23	20	18	15	15	20	22	23	19	8	23	22	
	Horz %	100	42	34	24	20	30	49	11	14	17	29	29	19	6	34	24	
	Index	100	103	105	88	116	101	94	75	76	101	112	120	97	42	117	115	
10 - 19 hours	Vert %	16	15	17	16	21	13	16	11	10	14	17	23	13	7	21	19	
	Horz %	100	39	34	27	23	25	52	11	11	15	28	35	17	5	38	25	
	Index	100	96	105	100	131	84	99	71	63	91	109	142	83	41	130	118	
20 hours or more	Vert %	21	21	24	17	29	20	19	14	14	23	24	26	18	8	24	27	
	Horz %	100	41	37	22	24	29	47	10	12	18	30	30	17	5	33	27	
	Index	100	102	113	81	136	97	89	66	67	108	114	124	85	38	113	128	
None	Vert %	21	20	15	29	7	22	25	34	39	20	16	6	26	53	12	10	
	Horz %	100	39	24	38	6	32	63	24	33	16	20	7	25	33	17	9	
	Index	100	96	73	138	34	105	119	163	185	94	76	29	123	254	58	45	

			Vote in Local Elections			Awareness of Ballot Issue			Opinion of Ballot Issue Description					Combined Awareness and Favorability			
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Total	Cell	Base															
	Vert %	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Horz %	100	40	33	27	18	30	53	15	18	17	26	24	20	13	29	21
	Index	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Pop. (000)	4,692	1,882	1,531	1,279	823	1,402	2,467	705	843	792	1,208	1,144	940	609	1,374	977
Time spent traveling to work one way/outdoor/out-of-home																	
Less than 10 minutes	Vert %	9	8	11	9	7	9	10	8	8	8	11	10	7	10	11	9
	Horz %	100	35	37	28	13	29	59	14	16	15	30	25	16	14	36	19
	Index	100	87	114	101	73	96	111	90	91	90	115	104	80	107	122	92
10 - 19 minutes	Vert %	14	14	12	16	16	12	14	12	11	14	15	16	12	12	16	15
	Horz %	100	40	29	31	20	26	54	13	14	17	27	28	17	11	33	22
	Index	100	100	89	113	112	87	103	89	79	103	104	116	83	85	113	105
20 - 29 minutes	Vert %	14	13	15	14	16	13	14	11	13	15	15	15	13	12	15	14
	Horz %	100	39	34	27	20	27	53	12	17	18	27	26	18	11	32	21
	Index	100	96	105	100	115	90	101	80	96	104	105	108	90	87	110	101
30 - 59 minutes	Vert %	20	18	22	19	22	18	19	15	15	20	18	26	16	14	22	22
	Horz %	100	37	36	26	20	28	52	12	14	18	24	33	17	9	33	24
	Index	100	93	111	97	111	94	99	76	79	104	93	135	83	69	112	115
One hour or more	Vert %	9	8	11	8	8	10	9	6	9	8	11	10	7	8	10	11
	Horz %	100	36	39	25	15	32	53	11	18	14	31	26	17	12	33	25
	Index	100	90	120	92	85	108	100	71	99	85	121	107	83	91	111	119
Do not usually commute	Vert %	4	3	5	5	4	5	4	4	3	5	5	5	4	4	4	6
	Horz %	100	31	38	31	15	36	50	14	13	18	27	29	17	10	28	28
	Index	100	76	117	115	84	120	94	91	72	107	104	117	82	78	94	133
Not employed	Vert %	30	35	25	29	29	33	29	43	40	31	27	19	41	41	22	24
	Horz %	100	47	27	26	17	33	50	21	24	17	23	15	27	18	21	17
	Index	100	116	83	96	95	110	96	142	132	101	89	61	136	137	73	80
Mode of travel/outdoor/out-of-home (any purpose)																	
Bus	Vert %	13	10	12	19	13	12	14	12	13	12	14	14	12	14	14	14
	Horz %	100	31	30	39	18	28	54	14	18	16	27	26	18	13	32	22
	Index	100	77	93	143	100	94	103	90	98	92	106	107	89	103	108	104
Carpool	Vert %	7	5	6	10	6	6	7	5	4	6	8	8	5	3	9	7
	Horz %	100	29	28	43	15	27	59	11	11	15	32	31	16	6	42	21
	Index	100	71	87	158	84	89	111	72	62	90	126	125	82	42	143	100
Drive (not carpool)	Vert %	89	94	91	79	93	89	87	87	88	89	88	90	91	83	89	90
	Horz %	100	42	33	24	18	30	52	15	18	17	26	25	21	12	29	21
	Index	100	106	102	89	105	101	98	98	99	101	99	102	102	93	100	102
Metrobus	Vert %	11	9	9	16	10	10	11	10	11	9	12	11	9	12	12	11
	Horz %	100	32	28	39	17	28	55	13	18	15	29	26	17	14	32	22
	Index	100	80	87	144	95	95	105	89	98	87	112	104	83	111	111	105
Metrorail (Subway)	Vert %	18	19	20	15	25	19	16	17	16	16	19	21	19	14	17	24
	Horz %	100	43	35	22	24	31	45	14	16	15	27	28	21	10	28	27
	Index	100	107	108	81	136	104	86	96	91	87	104	114	102	79	94	130
Taxi	Vert %	6	6	8	5	9	6	5	7	7	6	6	6	8	5	5	7
	Horz %	100	38	42	20	25	32	43	16	20	17	24	23	25	11	24	23
	Index	100	95	127	75	145	107	81	108	111	98	94	95	126	84	82	111
Train	Vert %	3	3	3	5	5	3	3	3	4	3	4	3	4	2	4	4
	Horz %	100	35	28	37	26	29	46	12	19	15	31	23	25	6	32	22
	Index	100	88	86	134	146	96	87	78	106	91	120	94	124	46	108	107