

**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 cume)
- TV 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.

|   |            | 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) | 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 |                      |                     |                 |
|----------------------|------------|-------|-------------------------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|----------------------|---------------------|-----------------|
|                      |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                | 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                    | 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             |
| 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 |                  |                      |                     |                 |
|------------------------------------|------------|-------------------------|-------|--------|-----------|---------------------------|------------------|---------------------------|-------------------------------------|-----------------|-----------------|------------|----------------|-------------------------------------|------------------|----------------------|---------------------|-----------------|
|                                    |            |                         |       | 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                 | 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                 |                 |
| 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 |                      |                     |                 |
|--|--------------|------------|-------------------------|------------|------------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|----------------------|---------------------|-----------------|
|  |              |            | 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         |            |                         |            |            |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| <b>Total</b>   | 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              |
|  | <i>Index</i> | <i>100</i> | <i>100</i>              | <i>100</i> | <i>100</i> | <i>100</i>                | <i>100</i>                | <i>100</i>         | <i>100</i>                          | <i>100</i>      | <i>100</i> | <i>100</i>     | <i>100</i>     | <i>100</i>                          | <i>100</i>           | <i>100</i>          | <i>100</i>      |
|  | 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             |
| <b>Level of education</b>                              |              |            |                         |            |            |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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               |
|  | <i>Index</i> | <i>100</i> | <i>69</i>               | <i>65</i>  | <i>187</i> | <i>32</i>                 | <i>57</i>                 | <i>147</i>         | <i>102</i>                          | <i>179</i>      | <i>104</i> | <i>78</i>      | <i>61</i>      | <i>59</i>                           | <i>275</i>           | <i>100</i>          | <i>26</i>       |
| 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              |
|  | <i>Index</i> | <i>100</i> | <i>52</i>               | <i>72</i>  | <i>204</i> | <i>23</i>                 | <i>76</i>                 | <i>139</i>         | <i>86</i>                           | <i>108</i>      | <i>123</i> | <i>86</i>      | <i>102</i>     | <i>60</i>                           | <i>156</i>           | <i>124</i>          | <i>51</i>       |
| 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              |
|  | <i>Index</i> | <i>100</i> | <i>98</i>               | <i>88</i>  | <i>118</i> | <i>58</i>                 | <i>101</i>                | <i>114</i>         | <i>117</i>                          | <i>111</i>      | <i>100</i> | <i>95</i>      | <i>86</i>      | <i>92</i>                           | <i>147</i>           | <i>100</i>          | <i>78</i>       |
| 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              |
|  | <i>Index</i> | <i>100</i> | <i>101</i>              | <i>98</i>  | <i>101</i> | <i>89</i>                 | <i>105</i>                | <i>101</i>         | <i>95</i>                           | <i>93</i>       | <i>98</i>  | <i>105</i>     | <i>105</i>     | <i>95</i>                           | <i>92</i>            | <i>106</i>          | <i>104</i>      |
| 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              |
|  | <i>Index</i> | <i>100</i> | <i>99</i>               | <i>116</i> | <i>81</i>  | <i>115</i>                | <i>101</i>                | <i>94</i>          | <i>82</i>                           | <i>79</i>       | <i>92</i>  | <i>108</i>     | <i>124</i>     | <i>95</i>                           | <i>58</i>            | <i>112</i>          | <i>121</i>      |
| 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              |
|  | <i>Index</i> | <i>100</i> | <i>99</i>               | <i>116</i> | <i>83</i>  | <i>168</i>                | <i>99</i>                 | <i>78</i>          | <i>105</i>                          | <i>95</i>       | <i>89</i>  | <i>116</i>     | <i>91</i>      | <i>121</i>                          | <i>66</i>            | <i>75</i>           | <i>145</i>      |
| 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              |
|  | <i>Index</i> | <i>100</i> | <i>119</i>              | <i>115</i> | <i>54</i>  | <i>177</i>                | <i>105</i>                | <i>71</i>          | <i>100</i>                          | <i>98</i>       | <i>106</i> | <i>97</i>      | <i>100</i>     | <i>135</i>                          | <i>43</i>            | <i>81</i>           | <i>123</i>      |
| <b>Household income (HHLd)</b>                         |              |            |                         |            |            |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| \$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               |
|  | <i>Index</i> | <i>100</i> | <i>69</i>               | <i>70</i>  | <i>181</i> | <i>24</i>                 | <i>75</i>                 | <i>139</i>         | <i>132</i>                          | <i>139</i>      | <i>77</i>  | <i>94</i>      | <i>74</i>      | <i>78</i>                           | <i>226</i>           | <i>112</i>          | <i>45</i>       |
| \$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              |
|  | <i>Index</i> | <i>100</i> | <i>91</i>               | <i>79</i>  | <i>137</i> | <i>51</i>                 | <i>92</i>                 | <i>121</i>         | <i>128</i>                          | <i>125</i>      | <i>109</i> | <i>95</i>      | <i>63</i>      | <i>95</i>                           | <i>175</i>           | <i>91</i>           | <i>64</i>       |
| \$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              |
|  | <i>Index</i> | <i>100</i> | <i>104</i>              | <i>70</i>  | <i>129</i> | <i>60</i>                 | <i>108</i>                | <i>109</i>         | <i>114</i>                          | <i>115</i>      | <i>96</i>  | <i>97</i>      | <i>86</i>      | <i>98</i>                           | <i>141</i>           | <i>97</i>           | <i>84</i>       |
| \$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              |
|  | <i>Index</i> | <i>100</i> | <i>105</i>              | <i>102</i> | <i>90</i>  | <i>88</i>                 | <i>100</i>                | <i>104</i>         | <i>95</i>                           | <i>103</i>      | <i>112</i> | <i>96</i>      | <i>97</i>      | <i>96</i>                           | <i>104</i>           | <i>100</i>          | <i>92</i>       |
| \$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              |
|  | <i>Index</i> | <i>100</i> | <i>96</i>               | <i>118</i> | <i>85</i>  | <i>112</i>                | <i>101</i>                | <i>96</i>          | <i>92</i>                           | <i>81</i>       | <i>92</i>  | <i>106</i>     | <i>118</i>     | <i>99</i>                           | <i>65</i>            | <i>113</i>          | <i>110</i>      |
| \$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              |
|  | <i>Index</i> | <i>100</i> | <i>101</i>              | <i>114</i> | <i>81</i>  | <i>149</i>                | <i>98</i>                 | <i>85</i>          | <i>89</i>                           | <i>79</i>       | <i>90</i>  | <i>106</i>     | <i>123</i>     | <i>109</i>                          | <i>44</i>            | <i>107</i>          | <i>125</i>      |
| \$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              |
|  | <i>Index</i> | <i>100</i> | <i>110</i>              | <i>114</i> | <i>68</i>  | <i>201</i>                | <i>116</i>                | <i>57</i>          | <i>84</i>                           | <i>98</i>       | <i>102</i> | <i>101</i>     | <i>108</i>     | <i>125</i>                          | <i>40</i>            | <i>61</i>           | <i>166</i>      |

|  |            |       | 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                    | 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       |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| <b>Total</b>                                   | 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             |
| <b>Type of employer</b>                        |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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              |
| <b>Employment description items</b>            |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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             |

|                                 |            |       | 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             |
| 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             |



|  |            |       | 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) | 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  |  |

|  |            |       | 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             |
|  | 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 |                  |                      |                     |                 |
|--|------------|-------------------------|-------|--------|-----------|---------------------------|------------------|---------------------------|-------------------------------------|-----------------|-----------------|------------|----------------|-------------------------------------|------------------|----------------------|---------------------|-----------------|
|  |            | 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) | 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 |                      |                     |                 |
|----------------------------------|------------|-------|-------------------------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|----------------------|---------------------|-----------------|
|                                  |            |       | 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       |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| <b>Total</b>                     | 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             |
| <b>Activities past 12 months</b> |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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 |                         |                        |                 |     |
|----------------------------------|--------|------|-------------------------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|-------------------------|------------------------|-----------------|-----|
|                                  |        |      | 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<br>Aware and Oppose       | Not Aware<br>and Oppose | Not Aware<br>and Favor | Aware and Favor |     |
| 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             |     |

|                                     |            |       | 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       |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| <b>Total</b>                        | 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             |
| <b>Use wireless/cell phone</b>      |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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              |
| <b>Ways use wireless/cell phone</b> |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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             |

|  |            |       | 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             |
|  | 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              |

|  |            |       | 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             |
|  | 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 | 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                 | 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 |                               |                         |                        |                              |
|--|------------|-------------------------|-------|--------|-----------|---------------------------|------------------|---------------------------|-------------------------------------|-----------------|-----------------|------------|----------------|-------------------------------------|-------------------------------|-------------------------|------------------------|------------------------------|
|  |            | 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<br>Aware and Oppose | Not Aware<br>and Oppose | Not Aware<br>and Favor | Not Aware<br>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.) |            |                         |       |        |           |                           |                  |                           |                                     |                 |                 |            |                |                                     |                               |                         |                        |                              |
| 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                 |
|  | 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                                   | 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 |                  |            |                     |                 |
|---|------------|-------------------------|-------|--------|-----------|---------------------------|------------------|---------------------------|-------------------------------------|-----------------|-----------------|------------|----------------|-------------------------------------|------------------|------------|---------------------|-----------------|
|   |            | 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                 | 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                                   | 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                 |                 |

|  |            |       | 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             |
| 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             |



|  |            |       | 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              |
|  | Index      | 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                  | 12              |
|  | Index      | 100   |                         | 99        | 85    | 119                       | 55                        | 102                | 114                                 | 108             | 140        | 126            | 61             | 89                                  | 93         | 175                 | 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                  | 14              |
|  | Index      | 100   |                         | 128       | 101   | 57                        | 110                       | 90                 | 103                                 | 113             | 146        | 100            | 90             | 70                                  | 122        | 144                 | 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                   | 21              |
|  | Index      | 100   |                         | 113       | 54    | 137                       | 40                        | 94                 | 124                                 | 77              | 17         | 46             | 89             | 224                                 | 73         | 0                   | 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                  | 17              |
|  | Index      | 100   |                         | 150       | 85    | 43                        | 90                        | 103                | 101                                 | 153             | 110        | 70             | 84             | 98                                  | 125        | 135                 | 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                   | 25              |
|  | Index      | 100   |                         | 105       | 103   | 89                        | 111                       | 110                | 90                                  | 73              | 83         | 100            | 119            | 109                                 | 98         | 47                  | 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                  | 22              |
|  | Index      | 100   |                         | 107       | 110   | 77                        | 112                       | 102                | 95                                  | 96              | 98         | 100            | 98             | 106                                 | 101        | 92                  | 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                  | 6               |
|  | Index      | 100   |                         | 93        | 119   | 87                        | 40                        | 50                 | 149                                 | 128             | 90         | 74             | 75             | 135                                 | 50         | 195                 | 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                  | 34              |
|  | Index      | 100   |                         | 130       | 101   | 55                        | 144                       | 85                 | 94                                  | 95              | 78         | 66             | 135            | 106                                 | 67         | 115                 | 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                  | 22              |
|  | Index      | 100   |                         | 129       | 89    | 70                        | 109                       | 99                 | 97                                  | 142             | 112        | 83             | 81             | 98                                  | 117        | 138                 | 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                  | 21              |
|  | Index      | 100   |                         | 135       | 99    | 50                        | 120                       | 99                 | 94                                  | 134             | 112        | 83             | 82             | 101                                 | 126        | 117                 | 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                  | 23              |
|  | Index      | 100   |                         | 107       | 105   | 84                        | 111                       | 97                 | 98                                  | 83              | 98         | 81             | 113            | 112                                 | 101        | 76                  | 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                  | 20              |
|  | Index      | 100   |                         | 131       | 92    | 65                        | 113                       | 115                | 87                                  | 146             | 107        | 105            | 59             | 106                                 | 122        | 129                 | 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              |
|  | Index      | 100   |                         | 120       | 112   | 56                        | 140                       | 100                | 87                                  | 112             | 116        | 87             | 103            | 87                                  | 124        | 98                  | 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             | 21                                  | 12         | 27                  | 24              |
|  | Index      | 100   |                         | 111       | 107   | 74                        | 117                       | 107                | 90                                  | 100             | 100        | 97             | 98             | 104                                 | 107        | 89                  | 115             |

|  |            | 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                 |                 |
|  | 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 |            |                     |                 |
|--|------------|-------------------------|--------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|------------|---------------------|-----------------|
|  |            |                         |        |           |       |                           |                           |                    |                                     |                 |            |                |                | 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             |
| 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 |            |                     |                 |
|--|------------|-------------------------|--------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|------------|---------------------|-----------------|
|  |            |                         |        |           |       |                           |                           |                    |                                     |                 |            |                |                | 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             |
| 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             |

|   |            |       | 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<br>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       |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| <b>Total</b>   | 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             |
| <b>Radio format profiles (M-S 6am-Mid cume) (ctd.)</b> |            |       |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                      |                     |                 |
| 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 |            |                     |                 |
|---|------------|-------------------------|--------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|------------|---------------------|-----------------|
|   |            |                         |        |           |       |                           |                           |                    |                                     |                 |            |                |                | 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             |
| 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              |

|   |            | 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 | 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                 |                 |



|   |            |       | 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             |
| 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             |

|                                  |            | 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                     | 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                 |                 |
| 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 |            |                     |                 |     |
|--|--------|------|-------------------------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|------------|---------------------|-----------------|-----|
|  |        |      | 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<br>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)                                   |        |      | 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 |                      |                     |                 |
|---|------------|------|-------------------------|-----------|-------|---------------------------|---------------------------|--------------------|-------------------------------------|-----------------|------------|----------------|----------------|-------------------------------------|----------------------|---------------------|-----------------|
|   | 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             |
|   | 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                 | 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                 |                 |
| HHL D owns computer (HHL D)                             |            |      |                         |           |       |                           |                           |                    |                                     |                 |            |                |                |                                     |                  |            |                     |                 |
| 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                  | 21              |
|   | Index      | 100                     | 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                 | 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                   | 7               |
|   | Horz %     | 100                     | 33   | 32     | 35        | 16                        | 32               | 53                        | 9                                   | 6               | 17              | 32         | 36             | 14                                  | 2                | 41                   | 27                  | 27              |
|   | Index      | 100                     | 83   | 97     | 129       | 90                        | 105              | 100                       | 62                                  | 35              | 98              | 124        | 147            | 67                                  | 16               | 141                  | 128                 | 128             |
| \$100 - \$249   | Vert %     | 11                      | 11   | 11     | 10        | 10                        | 11               | 10                        | 7                                   | 7               | 12              | 11         | 13             | 9                                   | 4                | 13                   | 12                  | 12              |
|   | Horz %     | 100                     | 41   | 33     | 26        | 16                        | 32               | 52                        | 10                                  | 11              | 20              | 28         | 31             | 16                                  | 5                | 36                   | 23                  | 23              |
|   | Index      | 100                     | 103  | 101    | 95        | 91                        | 106              | 99                        | 65                                  | 62              | 118             | 109        | 128            | 81                                  | 36               | 123                  | 111                 | 111             |
| \$250 - \$499   | Vert %     | 12                      | 13   | 13     | 10        | 16                        | 11               | 11                        | 9                                   | 5               | 14              | 13         | 16             | 9                                   | 4                | 14                   | 15                  | 15              |
|   | Horz %     | 100                     | 43   | 35     | 22        | 23                        | 27               | 50                        | 11                                  | 8               | 20              | 29         | 32             | 15                                  | 4                | 35                   | 26                  | 26              |
|   | Index      | 100                     | 107  | 106    | 82        | 132                       | 89               | 96                        | 74                                  | 44              | 117             | 114        | 131            | 75                                  | 31               | 121                  | 124                 | 124             |
| \$500 - \$999   | Vert %     | 14                      | 14   | 16     | 12        | 17                        | 14               | 13                        | 10                                  | 7               | 15              | 15         | 20             | 12                                  | 3                | 17                   | 18                  | 18              |
|   | Horz %     | 100                     | 40   | 37     | 23        | 21                        | 30               | 49                        | 10                                  | 9               | 18              | 28         | 34             | 17                                  | 3                | 35                   | 27                  | 27              |
|   | Index      | 100                     | 101  | 113    | 83        | 120                       | 102              | 93                        | 68                                  | 52              | 108             | 109        | 140            | 82                                  | 24               | 121                  | 129                 | 129             |
| \$1,000 - \$2,499   | Vert %     | 12                      | 11   | 15     | 10        | 17                        | 12               | 10                        | 7                                   | 8               | 12              | 15         | 15             | 10                                  | 4                | 13                   | 18                  | 18              |
|   | Horz %     | 100                     | 36   | 41     | 23        | 25                        | 30               | 45                        | 9                                   | 11              | 17              | 32         | 31             | 17                                  | 4                | 32                   | 31                  | 31              |
|   | Index      | 100                     | 90   | 125    | 85        | 140                       | 101              | 86                        | 61                                  | 63              | 100             | 123        | 128            | 83                                  | 30               | 109                  | 147                 | 147             |
| \$2,500 or more   | Vert %     | 11                      | 13   | 12     | 7         | 17                        | 10               | 10                        | 6                                   | 8               | 10              | 13         | 15             | 10                                  | 3                | 14                   | 14                  | 14              |
|   | Horz %     | 100                     | 46   | 36     | 18        | 27                        | 27               | 46                        | 9                                   | 13              | 15              | 30         | 33             | 18                                  | 4                | 36                   | 27                  | 27              |
|   | Index      | 100                     | 115  | 109    | 67        | 155                       | 91               | 87                        | 59                                  | 74              | 90              | 115        | 136            | 91                                  | 29               | 124                  | 127                 | 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                   | 5               |
|   | Horz %     | 100                     | 36   | 26     | 38        | 9                         | 36               | 55                        | 17                                  | 23              | 19              | 20         | 21             | 20                                  | 20               | 23                   | 19                  | 19              |
|   | Index      | 100                     | 90   | 79     | 139       | 50                        | 120              | 105                       | 111                                 | 129             | 111             | 79         | 87             | 101                                 | 150              | 78                   | 90                  | 90              |
| 1 - 4 hours   | Vert %     | 18                      | 19   | 20     | 14        | 18                        | 18               | 17                        | 21                                  | 16              | 18              | 17         | 17             | 19                                  | 17               | 17                   | 18                  | 18              |
|   | Horz %     | 100                     | 42   | 37     | 21        | 18                        | 31               | 51                        | 18                                  | 16              | 17              | 25         | 24             | 22                                  | 12               | 28                   | 21                  | 21              |
|   | Index      | 100                     | 105  | 112    | 79        | 104                       | 104              | 96                        | 117                                 | 91              | 102             | 96         | 99             | 109                                 | 93               | 95                   | 102                 | 102             |
| 5 - 9 hours   | Vert %     | 20                      | 20   | 21     | 17        | 23                        | 20               | 18                        | 15                                  | 15              | 20              | 22         | 23             | 19                                  | 8                | 23                   | 22                  | 22              |
|   | Horz %     | 100                     | 42   | 34     | 24        | 20                        | 30               | 49                        | 11                                  | 14              | 17              | 29         | 29             | 19                                  | 6                | 34                   | 24                  | 24              |
|   | Index      | 100                     | 103  | 105    | 88        | 116                       | 101              | 94                        | 75                                  | 76              | 101             | 112        | 120            | 97                                  | 42               | 117                  | 115                 | 115             |
| 10 - 19 hours   | Vert %     | 16                      | 15   | 17     | 16        | 21                        | 13               | 16                        | 11                                  | 10              | 14              | 17         | 23             | 13                                  | 7                | 21                   | 19                  | 19              |
|   | Horz %     | 100                     | 39   | 34     | 27        | 23                        | 25               | 52                        | 11                                  | 11              | 15              | 28         | 35             | 17                                  | 5                | 38                   | 25                  | 25              |
|   | Index      | 100                     | 96   | 105    | 100       | 131                       | 84               | 99                        | 71                                  | 63              | 91              | 109        | 142            | 83                                  | 41               | 130                  | 118                 | 118             |
| 20 hours or more  | Vert %     | 21                      | 21   | 24     | 17        | 29                        | 20               | 19                        | 14                                  | 14              | 23              | 24         | 26             | 18                                  | 8                | 24                   | 27                  | 27              |
|   | Horz %     | 100                     | 41   | 37     | 22        | 24                        | 29               | 47                        | 10                                  | 12              | 18              | 30         | 30             | 17                                  | 5                | 33                   | 27                  | 27              |
|   | Index      | 100                     | 102  | 113    | 81        | 136                       | 97               | 89                        | 66                                  | 67              | 108             | 114        | 124            | 85                                  | 38               | 113                  | 128                 | 128             |
| None  | Vert %     | 21                      | 20   | 15     | 29        | 7                         | 22               | 25                        | 34                                  | 39              | 20              | 16         | 6              | 26                                  | 53               | 12                   | 10                  | 10              |
|   | Horz %     | 100                     | 39   | 24     | 38        | 6                         | 32               | 63                        | 24                                  | 33              | 16              | 20         | 7              | 25                                  | 33               | 17                   | 9                   | 9               |
|   | Index      | 100                     | 96   | 73     | 138       | 34                        | 105              | 119                       | 163                                 | 185             | 94              | 76         | 29             | 123                                 | 254              | 58                   | 45                  | 45              |

|  |            |       | 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             |
| 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             |