

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	8429	24457	3621	23711	4808
5		Weighted (000)	238155	40779	114766	16635	123389	24144
6		Horz %	100.00	17.12	48.19	6.98	51.81	10.14
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9							*	*
10	Male	Unwgted	24457	3621	24457	3621	0	0
11		Weighted (000)	114766	16635	114766	16635	0	0
12		Horz %	100.00	14.49	100.00	14.49	0.00	0.00
13		Vert %	48.19	40.79	100.00	100.00	0.00	0.00
14		Index	100	85	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	4808	0	0	23711	4808
17		Weighted (000)	123389	24144	0	0	123389	24144
18		Horz %	100.00	19.57	0.00	0.00	100.00	19.57
19		Vert %	51.81	59.21	0.00	0.00	100.00	100.00
20		Index	100	114	0	0	193	193
21								
22	Age 18-24	Unwgted	3835	733	2176	342	1659	391
23		Weighted (000)	30197	5728	15211	2384	14986	3344
24		Horz %	100.00	18.97	50.37	7.89	49.63	11.07
25		Vert %	12.68	14.05	13.25	14.33	12.15	13.85
26		Index	100	111	105	113	96	109
27								
28	Age 25-34	Unwgted	7986	1564	4052	637	3934	927
29		Weighted (000)	42012	8272	20869	3263	21143	5009
30		Horz %	100.00	19.69	49.67	7.77	50.33	11.92
31		Vert %	17.64	20.28	18.18	19.61	17.14	20.75
32		Index	100	115	103	111	97	118
33								
34	Age 35-44	Unwgted	8452	1997	4443	850	4009	1147
35		Weighted (000)	40087	9119	19682	3604	20405	5515
36		Horz %	100.00	22.75	49.10	8.99	50.90	13.76
37		Vert %	16.83	22.36	17.15	21.67	16.54	22.84
38		Index	100	133	102	129	98	136
39								
40	Age 45-54	Unwgted	9050	2023	4578	850	4472	1173
41		Weighted (000)	43666	8904	21286	3632	22380	5272
42		Horz %	100.00	20.39	48.75	8.32	51.25	12.07
43		Vert %	18.33	21.83	18.55	21.83	18.14	21.84
44		Index	100	119	101	119	99	119
45								
46	Age 55-64	Unwgted	8207	1280	4240	593	3967	687
47		Weighted (000)	38818	5703	18503	2432	20315	3271
48		Horz %	100.00	14.69	47.67	6.26	52.33	8.43
49		Vert %	16.30	13.99	16.12	14.62	16.46	13.55
50		Index	100	86	99	90	101	83
51								
52	Age 65+	Unwgted	10638	832	4968	349	5670	483
53		Weighted (000)	43374	3053	19215	1321	24160	1733
54		Horz %	100.00	7.04	44.30	3.04	55.70	3.99
55		Vert %	18.21	7.49	16.74	7.94	19.58	7.18
56		Index	100	41	92	44	108	39
57								

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1								
2								
58	Age 21+	Unwgted	46644	8131	23528	3462	23116	4669
59		Weighted (000)	225241	38316	107990	15472	117251	22844
60		Horz %	100.00	17.01	47.94	6.87	52.06	10.14
61		Vert %	94.58	93.96	94.10	93.01	95.03	94.62
62		Index	100	99	99	98	100	100
63								
64	Age 18-34	Unwgted	11821	2297	6228	979	5593	1318
65		Weighted (000)	72209	14000	36080	5646	36129	8353
66		Horz %	100.00	19.39	49.97	7.82	50.03	11.57
67		Vert %	30.32	34.33	31.44	33.94	29.28	34.60
68		Index	100	113	104	112	97	114
69								
70	Age 18-49	Unwgted	24702	5352	12939	2274	11763	3078
71		Weighted (000)	133505	27652	66134	11076	67371	16576
72		Horz %	100.00	20.71	49.54	8.30	50.46	12.42
73		Vert %	56.06	67.81	57.63	66.58	54.60	68.65
74		Index	100	121	103	119	97	122
75								
76	Age 25-54	Unwgted	25488	5584	13073	2337	12415	3247
77		Weighted (000)	125765	26295	61837	10499	63928	15796
78		Horz %	100.00	20.91	49.17	8.35	50.83	12.56
79		Vert %	52.81	64.48	53.88	63.11	51.81	65.42
80		Index	100	122	102	120	98	124
81								
82	Age 35-64	Unwgted	25709	5300	13261	2293	12448	3007
83		Weighted (000)	122571	23726	59471	9668	63100	14058
84		Horz %	100.00	19.36	48.52	7.89	51.48	11.47
85		Vert %	51.47	58.18	51.82	58.12	51.14	58.23
86		Index	100	113	101	113	99	113
87								
88	Age 50+	Unwgted	23466	3077	11518	1347	11948	1730
89		Weighted (000)	104649	13127	48631	5559	56018	7568
90		Horz %	100.00	12.54	46.47	5.31	53.53	7.23
91		Vert %	43.94	32.19	42.37	33.42	45.40	31.35
92		Index	100	73	96	76	103	71
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	42.10	45.80	42.50	47.40	41.80
96		Horz %						
97		Vert %						
98	Index							
99								
100	Race: White Only	Unwgted	35231	6637	17988	2786	17243	3851
101		Weighted (000)	176436	32681	85107	13037	91329	19645
102		Horz %	100.00	18.52	48.24	7.39	51.76	11.13
103		Vert %	74.08	80.14	74.16	78.37	74.02	81.36
104		Index	100	108	100	106	100	110
105								
106	Race: Black/African-American Only	Unwgted	5807	490	2719	222	3088	268
107		Weighted (000)	28531	2349	13037	1041	15494	1308
108		Horz %	100.00	8.23	45.69	3.65	54.31	4.58
109		Vert %	11.98	5.76	11.36	6.26	12.56	5.42
110		Index	100	48	95	52	105	45
111								
112		Unwgted	2180	458	1128	203	1052	255

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1								
2								
113	Race: Asian	Weighted (000)	7671	1574	3482	631	4189	943
114		Horz %	100.00	20.52	45.39	8.23	54.61	12.29
115		Vert %	3.22	3.86	3.03	3.80	3.39	3.90
116		Index	100	120	94	118	105	121
117								
118	Race: Other Race/Multi-Racial	Unwgted	7130	1302	3750	613	3380	689
119		Weighted (000)	33187	5748	16622	2557	16565	3192
120		Horz %	100.00	17.32	50.09	7.70	49.91	9.62
121		Vert %	13.94	14.10	14.48	15.37	13.43	13.22
122		Index	100	101	104	110	96	95
123								
124	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5677	1028	2846	457	2831	571
125		Weighted (000)	35739	6082	17858	2655	17882	3427
126		Horz %	100.00	17.02	49.97	7.43	50.03	9.59
127		Vert %	15.01	14.92	15.56	15.96	14.49	14.20
128		Index	100	99	104	106	97	95
129								
130	Hispanic, Personally Speak Only English at Home	Unwgted	1612	320	851	144	761	176
131		Weighted (000)	5378	1084	2712	487	2667	597
132		Horz %	100.00	20.15	50.42	9.05	49.58	11.10
133		Vert %	2.26	2.66	2.36	2.93	2.16	2.47
134		Index	100	118	105	130	96	109
135								
136	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1702	345	820	131	882	214
137		Weighted (000)	9096	1777	4752	681	4344	1095
138		Horz %	100.00	19.53	52.24	7.49	47.76	12.04
139		Vert %	3.82	4.36	4.14	4.10	3.52	4.54
140		Index	100	114	108	107	92	119
141								
142	Hispanic, Personally Speak Only Spanish at Home	Unwgted	897	122	420	66	477	56
143		Weighted (000)	10398	1288	5173	687	5225	601
144		Horz %	100.00	12.39	49.75	6.61	50.25	5.78
145		Vert %	4.37	3.16	4.51	4.13	4.23	2.49
146		Index	100	72	103	95	97	57
147								
148	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1355	221	702	111	653	110
149		Weighted (000)	8786	1533	4447	730	4340	803
150		Horz %	100.00	17.45	50.61	8.31	49.39	9.14
151		Vert %	3.69	3.76	3.87	4.39	3.52	3.33
152		Index	100	102	105	119	95	90
153				*	*	*	*	*
154	Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	84	17	41	4	43	13
155		Weighted (000)	1523	333	602	55	920	278
156		Horz %	100.00	21.84	39.56	3.58	60.44	18.26
157		Vert %	0.64	0.82	0.52	0.33	0.75	1.15
158		Index	100	128	82	51	117	180
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	1188	3535	508	3214	680
161		Weighted (000)	24693	4315	11947	1630	12745	2686
162		Horz %	100.00	17.48	48.38	6.60	51.62	10.88
163		Vert %	10.37	10.58	10.41	9.80	10.33	11.12
164		Index	100	102	100	94	100	107
165								
166	Highest Level Education Completed/Highest Degree	Unwgted	10897	2240	5594	903	5303	1337
167		Weighted (000)	43976	9158	21010	3451	22966	5707

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1								
2								
168	Completed/Highest Degree Received: Bachelor's Degree	Horz %	100.00	20.83	47.78	7.85	52.22	12.98
169		Vert %	18.47	22.46	18.31	20.74	18.61	23.64
170		Index	100	122	99	112	101	128
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	550	1055	201	1437	349
173		Weighted (000)	10385	2369	4055	754	6330	1614
174		Horz %	100.00	22.81	39.05	7.26	60.95	15.55
175		Vert %	4.36	5.81	3.53	4.53	5.13	6.69
176		Index	100	133	81	104	118	153
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	607	1466	227	1642	380
179		Weighted (000)	12939	2599	5528	858	7411	1741
180		Horz %	100.00	20.09	42.72	6.63	57.28	13.46
181		Vert %	5.43	6.37	4.82	5.16	6.01	7.21
182		Index	100	117	89	95	111	133
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	1813	5138	809	5029	1004
185		Weighted (000)	45323	8457	21898	3720	23425	4738
186		Horz %	100.00	18.66	48.32	8.21	51.68	10.45
187		Vert %	19.03	20.74	19.08	22.36	18.98	19.62
188		Index	100	109	100	117	100	103
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	1570	5465	728	5162	842
190		Weighted (000)	70635	10524	34949	4648	35686	5876
191		Horz %	100.00	14.90	49.48	6.58	50.52	8.32
192		Vert %	29.66	25.81	30.45	27.94	28.92	24.34
193		Index	100	87	103	94	98	82
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	461	2204	245	1924	216
196		Weighted (000)	30203	3357	15378	1574	14825	1783
197		Horz %	100.00	11.11	50.91	5.21	49.09	5.90
198		Vert %	12.68	8.23	13.40	9.46	12.02	7.38
199		Index	100	65	106	75	95	58
200								
201								
202		Unwgted	3489	745	1681	310	1808	435
203	Currently Attending College or University	Weighted (000)	19251	4265	8953	1691	10297	2574
204		Horz %	100.00	22.15	46.51	8.78	53.49	13.37
205		Vert %	8.08	10.46	7.80	10.17	8.35	10.66
206		Index	100	129	97	126	103	132
207								
208		Unwgted	24693	5057	14836	2556	9857	2501
209	Employed Full Time	Weighted (000)	114968	22584	66238	10894	48730	11690
210		Horz %	100.00	19.64	57.61	9.48	42.39	10.17
211		Vert %	48.27	55.38	57.72	65.49	39.49	48.42
212		Index	100	115	120	136	82	100
213								
214		Unwgted	5566	1155	2103	308	3463	847
215	Employed Part Time	Weighted (000)	28629	6044	10048	1547	18582	4497
216		Horz %	100.00	21.11	35.10	5.40	64.90	15.71
217		Vert %	12.02	14.82	8.75	9.30	15.06	18.63
218		Index	100	123	73	77	125	155
219								
220		Unwgted	17909	2217	7518	757	10391	1460
221	Not Employed	Weighted (000)	94557	12151	38480	4194	56077	7957
222		Horz %	100.00	12.85	40.70	4.44	59.30	8.41

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1								
2								
223		Vert %	39.70	29.80	33.53	25.21	45.45	32.96
224		Index	100	75	84	63	114	83
225	Temporarily Unemployed							
226		Unwgted	2163	357	1076	146	1087	211
227		Weighted (000)	14225	2156	7394	1040	6830	1116
228		Horz %	100.00	15.15	51.98	7.31	48.02	7.84
229		Vert %	5.97	5.29	6.44	6.25	5.54	4.62
230		Index	100	88	108	105	93	77
231	Retired from Employment							
232		Unwgted	10300	888	4886	393	5414	495
233		Weighted (000)	44807	3690	20795	1754	24012	1936
234		Horz %	100.00	8.23	46.41	3.92	53.59	4.32
235		Vert %	18.81	9.05	18.12	10.55	19.46	8.02
236		Index	100	48	96	56	103	43
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	503	63	15	2389	488
239		Weighted (000)	16222	3248	415	114	15807	3133
240		Horz %	100.00	20.02	2.56	0.71	97.44	19.32
241		Vert %	6.81	7.96	0.36	0.69	12.81	12.98
242		Index	100	117	5	10	188	191
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	1645	3516	592	3948	1053
245		Weighted (000)	32463	6978	13816	2281	18647	4697
246		Horz %	100.00	21.50	42.56	7.03	57.44	14.47
247		Vert %	13.63	17.11	12.04	13.71	15.11	19.46
248		Index	100	126	88	101	111	143
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	1355	3914	710	2381	645
251		Weighted (000)	23158	4988	13110	2317	10048	2671
252		Horz %	100.00	21.54	56.61	10.01	43.39	11.54
253		Vert %	9.72	12.23	11.42	13.93	8.14	11.06
254		Index	100	126	117	143	84	114
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	1292	2267	405	3680	887
257		Weighted (000)	32581	6781	12510	2246	20071	4535
258		Horz %	100.00	20.81	38.40	6.89	61.60	13.92
259		Vert %	13.68	16.63	10.90	13.50	16.27	18.78
260		Index	100	122	80	99	119	137
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	419	2431	400	87	19
263		Weighted (000)	13283	2046	12692	1933	591	113
264		Horz %	100.00	15.41	95.55	14.56	4.45	0.85
265		Vert %	5.58	5.02	11.06	11.62	0.48	0.47
266		Index	100	90	198	208	9	8
267	Occupation: Other Employed							
268		Unwgted	8035	1501	4811	757	3224	744
269		Weighted (000)	42112	7834	24157	3664	17955	4170
270		Horz %	100.00	18.60	57.36	8.70	42.64	9.90
271		Vert %	17.68	19.21	21.05	22.02	14.55	17.27
272		Index	100	109	119	125	82	98
273	Household Income: \$250,000+							
274		Unwgted	1652	301	995	145	657	156
275		Weighted (000)	6409	1178	3331	435	3078	743
276		Horz %	100.00	18.38	51.98	6.79	48.02	11.59
277		Vert %	2.69	2.89	2.90	2.62	2.49	3.08

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1								
2								
278		Index	100	107	108	97	93	114
279								
280		Unwgted	1403	284	802	119	601	165
281	Household Income: \$200,000- \$249,999	Weighted (000)	5818	1209	2971	464	2847	745
282		Horz %	100.00	20.77	51.06	7.97	48.94	12.80
283		Vert %	2.44	2.96	2.59	2.79	2.31	3.09
284		Index	100	121	106	114	94	126
285								
286	Household Income: \$150,000- \$199,999	Unwgted	3416	751	2002	357	1414	394
287		Weighted (000)	15518	3384	7893	1393	7625	1991
288		Horz %	100.00	21.81	50.87	8.98	49.13	12.83
289		Vert %	6.52	8.30	6.88	8.37	6.18	8.25
290		Index	100	127	106	129	95	127
291								
292	Household Income: \$100,000- \$149,999	Unwgted	7088	1550	4096	741	2992	809
293		Weighted (000)	36360	8102	18625	3398	17735	4704
294		Horz %	100.00	22.28	51.22	9.34	48.78	12.94
295		Vert %	15.27	19.87	16.23	20.43	14.37	19.48
296		Index	100	130	106	134	94	128
297								
298	Household Income: \$75,000- \$99,999	Unwgted	6291	1317	3511	590	2780	727
299		Weighted (000)	31892	6503	16159	2665	15732	3838
300		Horz %	100.00	20.39	50.67	8.36	49.33	12.03
301		Vert %	13.39	15.95	14.08	16.02	12.75	15.90
302		Index	100	119	105	120	95	119
303								
304	Household Income: \$60,000- \$74,999	Unwgted	5133	936	2676	388	2457	548
305		Weighted (000)	25163	4489	12461	1809	12702	2680
306		Horz %	100.00	17.84	49.52	7.19	50.48	10.65
307		Vert %	10.57	11.01	10.86	10.87	10.29	11.10
308		Index	100	104	103	103	97	105
309								
310	Household Income: \$50,000- \$59,999	Unwgted	3809	602	1962	277	1847	325
311		Weighted (000)	18825	2878	9277	1294	9548	1584
312		Horz %	100.00	15.29	49.28	6.87	50.72	8.41
313		Vert %	7.90	7.06	8.08	7.78	7.74	6.56
314		Index	100	89	102	98	98	83
315								
316	Household Income: \$40,000- \$49,999	Unwgted	4740	743	2353	304	2387	439
317		Weighted (000)	20651	3039	10068	1318	10584	1720
318		Horz %	100.00	14.71	48.75	6.38	51.25	8.33
319		Vert %	8.67	7.45	8.77	7.92	8.58	7.13
320		Index	100	86	101	91	99	82
321								
322	Household Income: \$30,000- \$39,999	Unwgted	4631	717	2090	271	2541	446
323		Weighted (000)	22417	3294	10701	1326	11716	1968
324		Horz %	100.00	14.69	47.74	5.91	52.26	8.78
325		Vert %	9.41	8.08	9.32	7.97	9.49	8.15
326		Index	100	86	99	85	101	87
327								
328	Household Income: \$20,000- \$29,999	Unwgted	4429	567	1882	206	2547	361
329		Weighted (000)	22639	2833	10224	1172	12416	1661
330		Horz %	100.00	12.51	45.16	5.18	54.84	7.34
331		Vert %	9.51	6.95	8.91	7.05	10.06	6.88
332		Index	100	73	94	74	106	72

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
1								
2								
333								
334		Unwgted	5576	661	2088	223	3488	438
335	Household Income: Under \$20,000	Weighted (000)	32463	3871	13056	1361	19407	2510
336		Horz %	100.00	11.93	40.22	4.19	59.78	7.73
337		Vert %	13.63	9.49	11.38	8.18	15.73	10.40
338		Index	100	70	83	60	115	76
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	75.00	64.90	75.30	57.90	74.70
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	2097	6285	923	5408	1174
347	Marital Status: Single, Never Married	Weighted (000)	65997	11902	35246	5294	30751	6608
348		Horz %	100.00	18.03	53.41	8.02	46.59	10.01
349		Vert %	27.71	29.19	30.71	31.83	24.92	27.37
350		Index	100	105	111	115	90	99
351								
352		Unwgted	24820	4631	14100	2200	10720	2431
353	Marital Status: Currently Married	Weighted (000)	126882	22726	63254	9381	63629	13345
354		Horz %	100.00	17.91	49.85	7.39	50.15	10.52
355		Vert %	53.28	55.73	55.12	56.39	51.57	55.27
356		Index	100	105	103	106	97	104
357								
358		Unwgted	7777	1376	3127	436	4650	940
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	5054	12849	1753	17759	3301
360		Horz %	100.00	16.51	41.98	5.73	58.02	10.78
361		Vert %	12.85	12.39	11.20	10.54	14.39	13.67
362		Index	100	96	87	82	112	106
363								
364		Unwgted	3878	325	945	62	2933	263
365	Marital Status: Widowed	Weighted (000)	14666	1097	3416	207	11250	890
366		Horz %	100.00	7.48	23.29	1.41	76.71	6.07
367		Vert %	6.16	2.69	2.98	1.24	9.12	3.69
368		Index	100	44	48	20	148	60
369								
370		Unwgted	1983	365	1032	162	951	203
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	2152	5384	865	5833	1287
372		Horz %	100.00	19.19	48.00	7.71	52.00	11.47
373		Vert %	4.71	5.28	4.69	5.20	4.73	5.33
374		Index	100	112	100	110	100	113
375								
376		Unwgted	3313	648	1820	302	1493	346
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	4103	10281	1698	10662	2405
378		Horz %	100.00	19.59	49.09	8.11	50.91	11.49
379		Vert %	8.79	10.06	8.96	10.21	8.64	9.96
380		Index	100	114	102	116	98	113
381								
382		Unwgted	17843	4019	8707	1638	9136	2381
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	20002	42720	7506	51899	12496
384		Horz %	100.00	21.14	45.15	7.93	54.85	13.21
385		Vert %	39.73	49.05	37.22	45.12	42.06	51.76
386		Index	100	123	94	114	106	130
387								

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
1								
2								
388		Unwgted	7219	1498	3511	600	3708	898
389	1 Child Under Age 18	Weighted (000)	38752	7753	17649	2953	21103	4800
390	Currently Living at Home	Horz %	100.00	20.01	45.54	7.62	54.46	12.39
391		Vert %	16.27	19.01	15.38	17.75	17.10	19.88
392		Index	100	117	95	109	105	122
393								
394		Unwgted	6632	1615	3312	682	3320	933
395	2 Children Under Age 18	Weighted (000)	33339	7495	15370	2904	17969	4591
396	Currently Living at Home	Horz %	100.00	22.48	46.10	8.71	53.90	13.77
397		Vert %	14.00	18.38	13.39	17.46	14.56	19.01
398		Index	100	131	96	125	104	136
399								
400		Unwgted	2738	650	1283	244	1455	406
401	3 Children Under Age 18	Weighted (000)	14851	3199	6431	1041	8420	2158
402	Currently Living at Home	Horz %	100.00	21.54	43.31	7.01	56.69	14.53
403		Vert %	6.24	7.85	5.60	6.26	6.82	8.94
404		Index	100	126	90	100	109	143
405								
406		Unwgted	882	190	427	78	455	112
407	4 Children Under Age 18	Weighted (000)	5223	1085	2303	406	2920	679
408	Currently Living at Home	Horz %	100.00	20.78	44.10	7.78	55.90	12.99
409		Vert %	2.19	2.66	2.01	2.44	2.37	2.81
410		Index	100	121	92	111	108	128
411						*		*
412		Unwgted	372	66	174	34	198	32
413	5 or More Children Under Age	Weighted (000)	2454	469	967	201	1487	269
414	18 Currently Living at Home	Horz %	100.00	19.13	39.40	8.19	60.60	10.95
415		Vert %	1.03	1.15	0.84	1.21	1.21	1.11
416		Index	100	112	82	117	117	108
417								
418		Unwgted	33340	6081	17386	2669	15954	3412
419	Own Home/Residence	Weighted (000)	157962	28397	76483	11715	81479	16682
420		Horz %	100.00	17.98	48.42	7.42	51.58	10.56
421		Vert %	66.33	69.64	66.64	70.43	66.03	69.09
422		Index	100	105	100	106	100	104
423								
424		Unwgted	14260	2267	6787	921	7473	1346
425	Rent Home/Residence	Weighted (000)	77153	11915	36837	4771	40316	7144
426		Horz %	100.00	15.44	47.75	6.18	52.25	9.26
427		Vert %	32.40	29.22	32.10	28.68	32.67	29.59
428		Index	100	90	99	89	101	91
429						*		
430		Unwgted	568	81	284	31	284	50
431	Live Rent-Free in	Weighted (000)	3039	467	1445	149	1594	318
432	Home/Residence	Horz %	100.00	15.36	47.54	4.90	52.46	10.46
433		Vert %	1.28	1.14	1.26	0.90	1.29	1.32
434		Index	100	90	99	70	101	103
435								
436		Unwgted	11308	2021	5685	846	5623	1175
437	Census Region: North East	Weighted (000)	43253	7733	20622	3181	22631	4552
438		Horz %	100.00	17.88	47.68	7.35	52.32	10.52
439		Vert %	18.16	18.96	17.97	19.12	18.34	18.85
440		Index	100	104	99	105	101	104
441								
442		Unwgted	16124	2385	8035	1022	8089	1363

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

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1								
2								
443	Census Region: South	Weighted (000)	89346	12757	42766	5071	46580	7686
444		Horz %	100.00	14.28	47.87	5.68	52.13	8.60
445		Vert %	37.52	31.28	37.26	30.48	37.75	31.83
446		Index	100	83	99	81	101	85
447								
448	Census Region: Midwest	Unwgted	10891	2039	5544	830	5347	1209
449		Weighted (000)	51282	9493	24805	3793	26477	5700
450		Horz %	100.00	18.51	48.37	7.40	51.63	11.12
451		Vert %	21.53	23.28	21.61	22.80	21.46	23.61
452		Index	100	108	100	106	100	110
453								
454	Census Region: West	Unwgted	9845	1984	5193	923	4652	1061
455		Weighted (000)	54273	10796	26572	4590	27701	6206
456		Horz %	100.00	19.89	48.96	8.46	51.04	11.43
457		Vert %	22.79	26.47	23.15	27.59	22.45	25.70
458		Index	100	116	102	121	99	113
459								
460	Census Sub-Region: New England	Unwgted	2844	599	1449	259	1395	340
461		Weighted (000)	11320	2640	5419	1171	5901	1470
462		Horz %	100.00	23.32	47.87	10.34	52.13	12.98
463		Vert %	4.75	6.47	4.72	7.04	4.78	6.09
464		Index	100	136	99	148	101	128
465								
466	Census Sub-Region: Mid Atlantic	Unwgted	8464	1422	4236	587	4228	835
467		Weighted (000)	31933	5093	15203	2011	16730	3082
468		Horz %	100.00	15.95	47.61	6.30	52.39	9.65
469		Vert %	13.41	12.49	13.25	12.09	13.56	12.77
470		Index	100	93	99	90	101	95
471								
472	Census Sub-Region: South Atlantic	Unwgted	9116	1301	4475	545	4641	756
473		Weighted (000)	45960	6612	21872	2568	24087	4044
474		Horz %	100.00	14.39	47.59	5.59	52.41	8.80
475		Vert %	19.30	16.21	19.06	15.44	19.52	16.75
476		Index	100	84	99	80	101	87
477								
478	Census Sub-Region: East South Central	Unwgted	2066	295	1066	148	1000	147
479		Weighted (000)	14946	2243	7248	1014	7697	1229
480		Horz %	100.00	15.00	48.50	6.78	51.50	8.22
481		Vert %	6.28	5.50	6.32	6.10	6.24	5.09
482		Index	100	88	101	97	99	81
483								
484	Census Sub-Region: West South Central	Unwgted	4942	789	2494	329	2448	460
485		Weighted (000)	28441	3902	13646	1488	14795	2414
486		Horz %	100.00	13.72	47.98	5.23	52.02	8.49
487		Vert %	11.94	9.57	11.89	8.95	11.99	10.00
488		Index	100	80	100	75	100	84
489								
490	Census Sub-Region: East North Central	Unwgted	8456	1572	4267	620	4189	952
491		Weighted (000)	35650	6376	16892	2427	18758	3948
492		Horz %	100.00	17.88	47.38	6.81	52.62	11.08
493		Vert %	14.97	15.63	14.72	14.59	15.20	16.35
494		Index	100	104	98	97	102	109
495								
496	Census Sub-Region: West	Unwgted	2435	467	1277	210	1158	257
497		Weighted (000)	15632	3117	7913	1365	7719	1752

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2								
498	North Central	Horz %	100.00	19.94	50.62	8.73	49.38	11.21
499		Vert %	6.56	7.64	6.90	8.21	6.26	7.26
500		Index	100	116	105	125	95	111
501	Census Sub-Region: Mountain							
502		Unwgted	2321	441	1229	215	1092	226
503		Weighted (000)	16500	3139	8176	1408	8324	1731
504		Horz %	100.00	19.02	49.55	8.53	50.45	10.49
505		Vert %	6.93	7.70	7.12	8.46	6.75	7.17
506	Index	100	111	103	122	97	103	
507	Census Sub-Region: Pacific							
508		Unwgted	7524	1543	3964	708	3560	835
509		Weighted (000)	37774	7657	18396	3182	19378	4475
510		Horz %	100.00	20.27	48.70	8.42	51.30	11.85
511		Vert %	15.86	18.78	16.03	19.13	15.70	18.54
512	Index	100	118	101	121	99	117	
513	County Size: A							
514		Unwgted	26679	5098	13529	2078	13150	3020
515		Weighted (000)	99155	19227	47699	7318	51456	11909
516		Horz %	100.00	19.39	48.11	7.38	51.89	12.01
517		Vert %	41.63	47.15	41.56	43.99	41.70	49.32
518	Index	100	113	100	106	100	118	
519	County Size: B							
520		Unwgted	12036	1956	6063	893	5973	1063
521		Weighted (000)	70767	11271	34009	4846	36758	6426
522		Horz %	100.00	15.93	48.06	6.85	51.94	9.08
523		Vert %	29.71	27.64	29.63	29.13	29.79	26.61
524	Index	100	93	100	98	100	90	
525	County Size: C/D							
526		Unwgted	9453	1375	4865	650	4588	725
527		Weighted (000)	68232	10280	33058	4471	35175	5810
528		Horz %	100.00	15.07	48.45	6.55	51.55	8.51
529		Vert %	28.65	25.21	28.80	26.88	28.51	24.06
530	Index	100	88	101	94	99	84	
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							
532		Unwgted	1292	315	710	124	582	191
533		Weighted (000)	5120	1184	2746	513	2374	671
534		Horz %	100.00	23.12	53.63	10.02	46.37	13.10
535		Vert %	2.15	2.90	2.39	3.08	1.92	2.78
536	Index	100	135	111	143	90	129	
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	8429	3621	3621	4808	4808
539		Weighted (000)	40779	40779	16635	16635	24144	24144
540		Horz %	100.00	100.00	40.79	40.79	59.21	59.21
541		Vert %	17.12	100.00	14.49	100.00	19.57	100.00
542	Index	100	584	85	584	114	584	
543	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)							
544		Unwgted	1278	1278	715	715	563	563
545		Weighted (000)	7030	7030	3657	3657	3373	3373
546		Horz %	100.00	100.00	52.02	52.02	47.98	47.98
547		Vert %	2.95	17.24	3.19	21.98	2.73	13.97
548	Index	100	584	108	745	93	473	
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour	Unwgted	389	45	186	22	203	23
551		Weighted (000)	2075	250	838	101	1237	149
552		Horz %	100.00	12.05	40.41	4.85	59.59	7.20

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2								
553	Cume)	Vert %	0.87	0.61	0.73	0.60	1.00	0.62
554		Index	100	70	84	69	115	71
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgt	3031	537	1797	275	1234	262
557		Weighted (000)	8416	1528	4632	713	3784	815
558		Horz %	100.00	18.16	55.04	8.48	44.96	9.68
559		Vert %	3.53	3.75	4.04	4.29	3.07	3.38
560		Index	100	106	114	121	87	96
561								
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgt	3523	711	2871	522	652	189
563		Weighted (000)	12663	2540	9964	1797	2698	743
564		Horz %	100.00	20.06	78.69	14.19	21.31	5.87
565		Vert %	5.32	6.23	8.68	10.80	2.19	3.08
566		Index	100	117	163	203	41	58
567								
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgt	988	175	663	102	325	73
569		Weighted (000)	4277	815	2782	450	1494	365
570		Horz %	100.00	19.06	65.06	10.52	34.94	8.54
571		Vert %	1.80	2.00	2.42	2.70	1.21	1.51
572		Index	100	111	135	151	67	84
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgt	3448	1007	1973	456	1475	551
575		Weighted (000)	16147	4491	8900	1985	7247	2506
576		Horz %	100.00	27.81	55.12	12.29	44.88	15.52
577		Vert %	6.78	11.01	7.76	11.93	5.87	10.38
578		Index	100	162	114	176	87	153
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgt	8864	2911	3987	1099	4877	1812
581		Weighted (000)	46661	14428	19823	5071	26837	9357
582		Horz %	100.00	30.92	42.48	10.87	57.52	20.05
583		Vert %	19.59	35.38	17.27	30.49	21.75	38.75
584		Index	100	181	88	156	111	198
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgt	2856	866	1569	418	1287	448
587		Weighted (000)	13017	4040	7079	1920	5938	2120
588		Horz %	100.00	31.04	54.38	14.75	45.62	16.29
589		Vert %	5.47	9.91	6.17	11.54	4.81	8.78
590		Index	100	181	113	211	88	161
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgt	3781	1070	2511	590	1270	480
593		Weighted (000)	18048	5046	11714	2686	6334	2360
594		Horz %	100.00	27.96	64.90	14.88	35.10	13.07
595		Vert %	7.58	12.37	10.21	16.15	5.13	9.77
596		Index	100	163	135	213	68	129
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgt	1442	204	755	100	687	104
599		Weighted (000)	5709	860	2958	434	2752	426
600		Horz %	100.00	15.06	51.81	7.60	48.19	7.46
601		Vert %	2.40	2.11	2.58	2.61	2.23	1.76
602		Index	100	88	108	109	93	74
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgt	8237	1807	4003	704	4234	1103
605		Weighted (000)	46833	9804	21488	3524	25345	6280
606		Horz %	100.00	20.93	45.88	7.53	54.12	13.41
607		Vert %	19.66	24.04	18.72	21.19	20.54	26.01

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
1								
2								
608		Index	100	122	95	108	104	132
609						*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	63	147	28	138	35
611		Weighted (000)	1065	242	495	97	570	146
612		Horz %	100.00	22.73	46.46	9.07	53.54	13.66
613		Vert %	0.45	0.59	0.43	0.58	0.46	0.60
614		Index	100	133	96	130	103	135
615						*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	62	264	26	450	36
617		Weighted (000)	3659	319	1332	155	2327	164
618		Horz %	100.00	8.72	36.41	4.24	63.59	4.48
619		Vert %	1.54	0.78	1.16	0.93	1.89	0.68
620		Index	100	51	76	61	123	44
621								
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	514	1107	240	1116	274
623		Weighted (000)	15844	3409	7607	1382	8236	2027
624		Horz %	100.00	21.52	48.01	8.73	51.99	12.79
625		Vert %	6.65	8.36	6.63	8.31	6.68	8.39
626		Index	100	126	100	125	100	126
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	3669	1436	1436	2233	2233
629		Weighted (000)	17141	17141	6212	6212	10929	10929
630		Horz %	100.00	100.00	36.24	36.24	63.76	63.76
631		Vert %	7.20	42.03	5.41	37.34	8.86	45.27
632		Index	100	584	75	519	123	629
633								
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	136	460	73	327	63
635		Weighted (000)	2899	530	1579	295	1320	235
636		Horz %	100.00	18.28	54.47	10.18	45.53	8.11
637		Vert %	1.22	1.30	1.38	1.77	1.07	0.97
638		Index	100	107	113	146	88	80
639								
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	183	515	96	400	87
641		Weighted (000)	7068	1328	3599	547	3469	781
642		Horz %	100.00	18.79	50.92	7.73	49.08	11.06
643		Vert %	2.97	3.26	3.14	3.29	2.81	3.24
644		Index	100	110	106	111	95	109
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	987	3816	550	2399	437
647		Weighted (000)	23523	3796	14154	2065	9369	1731
648		Horz %	100.00	16.14	60.17	8.78	39.83	7.36
649		Vert %	9.88	9.31	12.33	12.41	7.59	7.17
650		Index	100	94	125	126	77	73
651								
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	411	952	179	936	232
653		Weighted (000)	9927	2010	4669	781	5258	1229
654		Horz %	100.00	20.25	47.04	7.86	52.96	12.38
655		Vert %	4.17	4.93	4.07	4.69	4.26	5.09
656		Index	100	118	98	113	102	122
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	359	1372	167	1196	192
659		Weighted (000)	10435	1440	5282	668	5153	772
660		Horz %	100.00	13.80	50.62	6.40	49.38	7.40
661		Vert %	4.38	3.53	4.60	4.01	4.18	3.20
662		Index	100	81	105	92	95	73

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
1								
2								
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	767	1596	311	2353	456
665		Weighted (000)	19990	3444	7792	1302	12198	2142
666		Horz %	100.00	17.23	38.98	6.51	61.02	10.72
667		Vert %	8.39	8.45	6.79	7.83	9.89	8.87
668		Index	100	101	81	93	118	106
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	925	1404	373	1472	552
671		Weighted (000)	15341	4564	7412	1709	7930	2855
672		Horz %	100.00	29.75	48.31	11.14	51.69	18.61
673		Vert %	6.44	11.19	6.46	10.27	6.43	11.82
674		Index	100	174	100	160	100	184
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	1209	2680	655	1590	554
677		Weighted (000)	20195	5510	12063	2830	8132	2681
678		Horz %	100.00	27.29	59.73	14.01	40.27	13.27
679		Vert %	8.48	13.51	10.51	17.01	6.59	11.10
680		Index	100	159	124	201	78	131
681								
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	344	429	118	733	226
683		Weighted (000)	5686	1682	2013	542	3672	1140
684		Horz %	100.00	29.58	35.41	9.54	64.59	20.04
685		Vert %	2.39	4.12	1.75	3.26	2.98	4.72
686		Index	100	173	73	137	125	198
687								
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	304	319	143	365	161
689		Weighted (000)	4664	2180	2063	945	2601	1235
690		Horz %	100.00	46.74	44.23	20.26	55.77	26.48
691		Vert %	1.96	5.35	1.80	5.68	2.11	5.12
692		Index	100	273	92	290	108	261
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	46	129	19	177	27
695		Weighted (000)	1821	238	910	147	911	91
696		Horz %	100.00	13.05	49.96	8.07	50.04	4.98
697		Vert %	0.76	0.58	0.79	0.88	0.74	0.38
698		Index	100	76	104	115	97	49
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	802	2494	351	2807	451
701		Weighted (000)	27306	3964	12722	1631	14585	2333
702		Horz %	100.00	14.52	46.59	5.97	53.41	8.54
703		Vert %	11.47	9.72	11.09	9.80	11.82	9.66
704		Index	100	85	97	86	103	84
705								
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	297	1035	117	1379	180
707		Weighted (000)	10854	1298	4643	492	6211	805
708		Horz %	100.00	11.96	42.78	4.54	57.22	7.42
709		Vert %	4.56	3.18	4.05	2.96	5.03	3.34
710		Index	100	70	89	65	110	73
711								
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	325	1018	157	1016	168
713		Weighted (000)	12023	1889	5724	776	6299	1112
714		Horz %	100.00	15.71	47.61	6.46	52.39	9.25
715		Vert %	5.05	4.63	4.99	4.67	5.11	4.61
716		Index	100	92	99	92	101	91
717								

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
2								
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	229	706	104	553	125
719		Weighted (000)	6468	1233	3593	524	2875	708
720		Horz %	100.00	19.06	55.55	8.10	44.45	10.95
721		Vert %	2.72	3.02	3.13	3.15	2.33	2.93
722		Index	100	111	115	116	86	108
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	8099	20746	3482	19359	4617
725		Weighted (000)	195910	38979	96272	15869	99638	23110
726		Horz %	100.00	19.90	49.14	8.10	50.86	11.80
727		Vert %	82.26	95.59	83.89	95.40	80.75	95.72
728		Index	100	116	102	116	98	116
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	5425	13440	2404	11566	3021
731		Weighted (000)	118698	25171	60364	10547	58335	14624
732		Horz %	100.00	21.21	50.85	8.89	49.15	12.32
733		Vert %	49.84	61.73	52.60	63.41	47.28	60.57
734		Index	100	124	106	127	95	122
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	3722	9422	1625	8461	2097
737		Weighted (000)	88241	18494	44427	7639	43814	10855
738		Horz %	100.00	20.96	50.35	8.66	49.65	12.30
739		Vert %	37.05	45.35	38.71	45.92	35.51	44.96
740		Index	100	122	104	124	96	121
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	4888	11583	2180	9900	2708
743		Weighted (000)	102780	22671	52607	9502	50173	13169
744		Horz %	100.00	22.06	51.18	9.25	48.82	12.81
745		Vert %	43.16	55.60	45.84	57.12	40.66	54.54
746		Index	100	129	106	132	94	126
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	1534	3947	701	3353	833
749		Weighted (000)	36869	7806	19177	3483	17692	4324
750		Horz %	100.00	21.17	52.01	9.45	47.99	11.73
751		Vert %	15.48	19.14	16.71	20.94	14.34	17.91
752		Index	100	124	108	135	93	116
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	432	1456	227	907	205
755		Weighted (000)	12089	2278	7351	1255	4738	1023
756		Horz %	100.00	18.84	60.81	10.38	39.19	8.46
757		Vert %	5.08	5.59	6.41	7.54	3.84	4.24
758		Index	100	110	126	149	76	83
759								
760	Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	15477	3199	8106	1437	7371	1762
761		Weighted (000)	74270	14991	37528	6552	36742	8438
762		Horz %	100.00	20.18	50.53	8.82	49.47	11.36
763		Vert %	31.19	36.76	32.70	39.39	29.78	34.95
764		Index	100	118	105	126	95	112
765								
766	Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21457	4718	10719	1926	10738	2792
767		Weighted (000)	102778	21971	48768	8489	54011	13482
768		Horz %	100.00	21.38	47.45	8.26	52.55	13.12
769		Vert %	43.16	53.88	42.49	51.03	43.77	55.84
770		Index	100	125	98	118	101	129
771								
772		Unwgted	16141	3576	8215	1477	7926	2099

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

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1								
2								
773	Radio Daypart Cumes:	Weighted (000)	79854	17290	38468	6920	41386	10370
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	21.65	48.17	8.67	51.83	12.99
775		Vert %	33.53	42.40	33.52	41.60	33.54	42.95
776		Index	100	126	100	124	100	128
777								
778		Unwgted	7721	1667	4043	734	3678	933
779	Radio Daypart Cumes:	Weighted (000)	38919	8367	19420	3538	19499	4829
780	Weekend 7:00 pm - Midnight	Horz %	100.00	21.50	49.90	9.09	50.10	12.41
781		Vert %	16.34	20.52	16.92	21.27	15.80	20.00
782		Index	100	126	104	130	97	122
783								
784		Unwgted	1911	373	1118	192	793	181
785	Radio Daypart Cumes:	Weighted (000)	9972	2099	5625	1061	4346	1038
786	Weekend Midnight - 6:00 am	Horz %	100.00	21.05	56.41	10.64	43.59	10.41
787		Vert %	4.19	5.15	4.90	6.38	3.52	4.30
788		Index	100	123	117	152	84	103
789								
790		Unwgted	12646	2135	5791	815	6855	1320
791	Where Listen to Radio on	Weighted (000)	61519	10372	27333	3925	34186	6447
792	Typical Weekday: Home	Horz %	100.00	16.86	44.43	6.38	55.57	10.48
793		Vert %	25.83	25.43	23.82	23.59	27.71	26.70
794		Index	100	98	92	91	107	103
795								
796		Unwgted	36747	7517	18963	3194	17784	4323
797	Where Listen to Radio on	Weighted (000)	177653	35665	86450	14351	91203	21314
798	Typical Weekday: Car	Horz %	100.00	20.08	48.66	8.08	51.34	12.00
799		Vert %	74.60	87.46	75.33	86.27	73.92	88.28
800		Index	100	117	101	116	99	118
801								
802		Unwgted	5605	1341	3421	663	2184	678
803	Where Listen to Radio on	Weighted (000)	29068	6661	16938	3068	12131	3593
804	Typical Weekday: Work	Horz %	100.00	22.91	58.27	10.56	41.73	12.36
805		Vert %	12.21	16.33	14.76	18.45	9.83	14.88
806		Index	100	134	121	151	81	122
807								
808		Unwgted	985	184	550	87	435	97
809	Where Listen to Radio on	Weighted (000)	5269	1085	2888	488	2380	597
810	Typical Weekday: Place	Horz %	100.00	20.59	54.82	9.26	45.18	11.33
811	Other Than Home, Car, Work	Vert %	2.21	2.66	2.52	2.93	1.93	2.47
812		Index	100	120	114	133	87	112
813								
814		Unwgted	14284	2550	6807	1006	7477	1544
815	Where Listen to Radio on	Weighted (000)	69183	12302	31782	4687	37401	7615
816	Typical Weekend: Home	Horz %	100.00	17.78	45.94	6.78	54.06	11.01
817		Vert %	29.05	30.17	27.69	28.18	30.31	31.54
818		Index	100	104	95	97	104	109
819								
820		Unwgted	33644	6994	17193	2939	16451	4055
821	Where Listen to Radio on	Weighted (000)	162441	32985	78252	13107	84188	19878
822	Typical Weekend: Car	Horz %	100.00	20.31	48.17	8.07	51.83	12.24
823		Vert %	68.21	80.89	68.18	78.79	68.23	82.33
824		Index	100	119	100	116	100	121
825								
826		Unwgted	1927	437	1266	242	661	195
827	Where Listen to Radio on	Weighted (000)	10420	2267	6599	1169	3821	1098

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

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1								
2								
828	Typical Weekend: Work	Horz %	100.00	21.76	63.33	11.22	36.67	10.54
829		Vert %	4.38	5.56	5.75	7.03	3.10	4.55
830		Index	100	127	131	161	71	104
831								
832	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgted	957	174	546	83	411	91
833		Weighted (000)	5414	950	3017	437	2397	513
834		Horz %	100.00	17.55	55.73	8.08	44.27	9.47
835		Vert %	2.27	2.33	2.63	2.63	1.94	2.12
836		Index	100	103	116	116	85	93
837								
838	Ever Listen to AM Radio (Terrestrial Radio)	Unwgted	9766	1516	5971	843	3795	673
839		Weighted (000)	39386	6043	23093	3212	16294	2831
840		Horz %	100.00	15.34	58.63	8.15	41.37	7.19
841		Vert %	16.54	14.82	20.12	19.31	13.21	11.73
842		Index	100	90	122	117	80	71
843								
844	Ever Listen to FM Radio (Terrestrial Radio)	Unwgted	36381	8414	18453	3613	17928	4801
845		Weighted (000)	181940	40714	87796	16609	94145	24105
846		Horz %	100.00	22.38	48.26	9.13	51.74	13.25
847		Vert %	76.40	99.84	76.50	99.84	76.30	99.84
848		Index	100	131	100	131	100	131
849								
850	Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgted	39530	8429	20284	3621	19246	4808
851		Weighted (000)	194284	40779	94677	16635	99607	24144
852		Horz %	100.00	20.99	48.73	8.56	51.27	12.43
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855								
856	Ever Listen to Satellite Radio (SiriusXM)	Unwgted	6338	752	3528	317	2810	435
857		Weighted (000)	27714	3078	14032	1269	13682	1809
858		Horz %	100.00	11.11	50.63	4.58	49.37	6.53
859		Vert %	11.64	7.55	12.23	7.63	11.09	7.49
860		Index	100	65	105	66	95	64
861								
862	Household Subscribes to Satellite (SiriusXM) Radio	Unwgted	8685	1277	4748	519	3937	758
863		Weighted (000)	39210	5776	19203	2205	20006	3571
864		Horz %	100.00	14.73	48.98	5.62	51.02	9.11
865		Vert %	16.46	14.17	16.73	13.25	16.21	14.79
866		Index	100	86	102	81	98	90
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	2388	6842	1056	5833	1332
869		Weighted (000)	60478	11073	29974	4598	30504	6475
870		Horz %	100.00	18.31	49.56	7.60	50.44	10.71
871		Vert %	25.39	27.15	26.12	27.64	24.72	26.82
872		Index	100	107	103	109	97	106
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	2312	6301	1056	4930	1256
875		Weighted (000)	56535	11380	28911	4857	27624	6523
876		Horz %	100.00	20.13	51.14	8.59	48.86	11.54
877		Vert %	23.74	27.91	25.19	29.20	22.39	27.02
878		Index	100	118	106	123	94	114
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	1535	4209	726	2985	809
881		Weighted (000)	34638	7278	19095	3183	15543	4095
882		Horz %	100.00	21.01	55.13	9.19	44.87	11.82

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1								
2								
883		Vert %	14.54	17.85	16.64	19.13	12.60	16.96
884		Index	100	123	114	132	87	117
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	2358	6076	1052	5127	1306
887		Weighted (000)	54650	11485	28025	4852	26625	6634
888		Horz %	100.00	21.02	51.28	8.88	48.72	12.14
889		Vert %	22.95	28.16	24.42	29.16	21.58	27.48
890		Index	100	123	106	127	94	120
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	2954	7625	1331	6345	1623
893		Weighted (000)	68093	14411	34986	6104	33107	8307
894		Horz %	100.00	21.16	51.38	8.96	48.62	12.20
895		Vert %	28.59	35.34	30.48	36.69	26.83	34.41
896		Index	100	124	107	128	94	120
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	735	2072	351	1493	384
899		Weighted (000)	16453	3308	9050	1476	7404	1832
900		Horz %	100.00	20.11	55.00	8.97	45.00	11.14
901		Vert %	6.91	8.11	7.89	8.87	6.00	7.59
902		Index	100	117	114	128	87	110
903								
904	Downloaded Music - Past Month	Unwgted	10771	2198	5842	950	4929	1248
905		Weighted (000)	55635	11134	28526	4507	27109	6627
906		Horz %	100.00	20.01	51.27	8.10	48.73	11.91
907		Vert %	23.36	27.30	24.86	27.09	21.97	27.45
908		Index	100	117	106	116	94	117
909								
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	347	1374	179	741	168
911		Weighted (000)	9292	1554	5804	777	3488	777
912		Horz %	100.00	16.73	62.46	8.36	37.54	8.36
913		Vert %	3.90	3.81	5.06	4.67	2.83	3.22
914		Index	100	98	130	120	72	82
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	604	1255	238	1221	366
917		Weighted (000)	12781	3079	6091	1131	6690	1948
918		Horz %	100.00	24.09	47.66	8.85	52.34	15.24
919		Vert %	5.37	7.55	5.31	6.80	5.42	8.07
920		Index	100	141	99	127	101	150
921								
922	Visited iTunes.com Site - Past Month	Unwgted	6881	1473	3642	624	3239	849
923		Weighted (000)	32471	7050	16078	2798	16393	4252
924		Horz %	100.00	21.71	49.51	8.62	50.49	13.09
925		Vert %	13.63	17.29	14.01	16.82	13.29	17.61
926		Index	100	127	103	123	97	129
927								
928	Visited Pandora.com Site - Past Month	Unwgted	9499	2036	4700	825	4799	1211
929		Weighted (000)	48303	10111	22377	3878	25926	6233
930		Horz %	100.00	20.93	46.33	8.03	53.67	12.90
931		Vert %	20.28	24.79	19.50	23.31	21.01	25.82
932		Index	100	122	96	115	104	127
933								
934	Visited Spotify.com - Past Month	Unwgted	2160	438	1248	211	912	227
935		Weighted (000)	10770	2313	5929	1115	4841	1199
936		Horz %	100.00	21.48	55.05	10.35	44.95	11.13
937		Vert %	4.52	5.67	5.17	6.70	3.92	4.96

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Contemporary Format (Monday-Sunday 24-Hour Cume)
1								
2								
938		Index	100	125	114	148	87	110
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	3179	8481	1339	8257	1840
941		Weighted (000)	83979	15524	40117	5993	43862	9532
942		Horz %	100.00	18.49	47.77	7.14	52.23	11.35
943		Vert %	35.26	38.07	34.96	36.03	35.55	39.48
944		Index	100	108	99	102	101	112
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	2510	7079	1122	6513	1388
946		Weighted (000)	67996	12353	33168	4979	34828	7374
947		Horz %	100.00	18.17	48.78	7.32	51.22	10.84
948		Vert %	28.55	30.29	28.90	29.93	28.23	30.54
949		Index	100	106	101	105	99	107
950								
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	3208	8682	1367	8300	1841
952		Weighted (000)	84461	15563	40721	6177	43740	9386
953		Horz %	100.00	18.43	48.21	7.31	51.79	11.11
954		Vert %	35.46	38.16	35.48	37.13	35.45	38.87
955		Index	100	108	100	105	100	110
956								
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	2504	7052	1145	6258	1359
958		Weighted (000)	67825	12508	33599	5388	34226	7120
959		Horz %	100.00	18.44	49.54	7.94	50.46	10.50
960		Vert %	28.48	30.67	29.28	32.39	27.74	29.49
961		Index	100	108	103	114	97	104
962								
963	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	6963	19854	2993	19456	3970
964		Weighted (000)	191753	32878	91658	13407	100095	19471
965		Horz %	100.00	17.15	47.80	6.99	52.20	10.15
966		Vert %	80.52	80.63	79.87	80.60	81.12	80.64
967		Index	100	100	99	100	101	100
968								
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	5543	15784	2392	15579	3151
970		Weighted (000)	151527	25733	72027	10430	79500	15303
971		Horz %	100.00	16.98	47.53	6.88	52.47	10.10
972		Vert %	63.63	63.10	62.76	62.70	64.43	63.38
973		Index	100	99	99	99	101	100
974								
975	TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	27069	4715	13766	2085	13303	2630
976		Weighted (000)	131359	22002	63885	9214	67474	12788
977		Horz %	100.00	16.75	48.63	7.01	51.37	9.74
978		Vert %	55.16	53.95	55.67	55.39	54.68	52.97
979		Index	100	98	101	100	99	96
980								
981	TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgted	31508	5573	15957	2424	15551	3149
982		Weighted (000)	152474	26047	73082	10693	79393	15354
983		Horz %	100.00	17.08	47.93	7.01	52.07	10.07
984		Vert %	64.02	63.87	63.68	64.28	64.34	63.59
985		Index	100	100	99	100	101	99
986								
987	TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgted	13670	2067	6126	813	7544	1254
988		Weighted (000)	72627	10959	30958	3952	41669	7006
989		Horz %	100.00	15.09	42.63	5.44	57.37	9.65
990		Vert %	30.50	26.87	26.98	23.76	33.77	29.02
991		Index	100	88	88	78	111	95
992								

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1								
2								
993								
994	TV Dayparts: Weekdays	Unwgted	24527	3932	12354	1779	12173	2153
995	Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Weighted (000)	122242	19176	57750	8073	64492	11103
996		Horz %	100.00	15.69	47.24	6.60	52.76	9.08
997		Vert %	51.33	47.02	50.32	48.53	52.27	45.99
998		Index	100	92	98	95	102	90
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	1387	4197	661	3834	726
1001	Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Weighted (000)	40564	6651	20501	3078	20063	3573
1002		Horz %	100.00	16.40	50.54	7.59	49.46	8.81
1003		Vert %	17.03	16.31	17.86	18.50	16.26	14.80
1004		Index	100	96	105	109	95	87
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	3463	10227	1560	9674	1903
1007	Children's Shows Cume	Weighted (000)	98456	16402	48277	7003	50179	9398
1008	Audience: Saturday-Sunday Morning	Horz %	100.00	16.66	49.03	7.11	50.97	9.55
1009		Vert %	41.34	40.22	42.07	42.10	40.67	38.93
1010		Index	100	97	102	102	98	94
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	4145	13227	1973	11139	2172
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	20415	61780	9093	58912	11322
1014		Horz %	100.00	16.92	51.19	7.53	48.81	9.38
1015		Vert %	50.68	50.06	53.83	54.67	47.74	46.89
1016		Index	100	99	106	108	94	93
1017								
1018		Unwgted	2498	463	1497	228	1001	235
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	2196	7184	1055	5158	1141
1020		Horz %	100.00	17.79	58.21	8.55	41.79	9.25
1021		Vert %	5.18	5.39	6.26	6.34	4.18	4.73
1022		Index	100	104	121	122	81	91
1023								
1024	Watched a TV Program Online - Past Month	Unwgted	8118	1680	4404	771	3714	909
1025		Weighted (000)	39203	8273	19922	3667	19281	4606
1026		Horz %	100.00	21.10	50.82	9.35	49.18	11.75
1027		Vert %	16.46	20.29	17.36	22.04	15.63	19.08
1028		Index	100	123	105	134	95	116
1029								
1030		Unwgted	10544	2314	5205	952	5339	1362
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	11050	23290	4270	26946	6780
1032		Horz %	100.00	22.00	46.36	8.50	53.64	13.50
1033		Vert %	21.09	27.10	20.29	25.67	21.84	28.08
1034		Index	100	128	96	122	104	133
1035								
1036		Unwgted	5568	1115	3052	515	2516	600
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	4868	13083	2139	12414	2729
1038		Horz %	100.00	19.09	51.31	8.39	48.69	10.70
1039		Vert %	10.71	11.94	11.40	12.86	10.06	11.30
1040		Index	100	112	106	120	94	106
1041								
1042		Unwgted	23815	4091	11641	1690	12174	2401
1043	Household Subscribes to Cable TV	Weighted (000)	113098	18986	52487	7535	60611	11450
1044		Horz %	100.00	16.79	46.41	6.66	53.59	10.12
1045		Vert %	47.49	46.56	45.73	45.30	49.12	47.43
1046		Index	100	98	96	95	103	100
1047								

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1								
2								
1048	Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	40083	7156	20313	3060	19770	4096
1049		Weighted (000)	195193	34019	93321	13707	101872	20312
1050		Horz %	100.00	17.43	47.81	7.02	52.19	10.41
1051		Vert %	81.96	83.42	81.31	82.40	82.56	84.13
1052		Index	100	102	99	101	101	103
1053								
1054	Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	38774	6964	19682	2974	19092	3990
1055		Weighted (000)	188764	33088	90255	13312	98509	19776
1056		Horz %	100.00	17.53	47.81	7.05	52.19	10.48
1057		Vert %	79.26	81.14	78.64	80.02	79.84	81.91
1058		Index	100	102	99	101	101	103
1059								
1060	Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	29145	5238	15363	2381	13782	2857
1061		Weighted (000)	143332	24916	71157	10764	72174	14152
1062		Horz %	100.00	17.38	49.65	7.51	50.35	9.87
1063		Vert %	60.18	61.10	62.00	64.71	58.49	58.62
1064		Index	100	102	103	108	97	97
1065								
1066	Viewed Any Premium Cable Channels - Past Month	Unwgted	16614	3180	9062	1463	7552	1717
1067		Weighted (000)	78557	14737	40068	6307	38489	8430
1068		Horz %	100.00	18.76	51.00	8.03	49.00	10.73
1069		Vert %	32.99	36.14	34.91	37.92	31.19	34.92
1070		Index	100	110	106	115	95	106
1071								
1072	Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	6367	1342	3495	609	2872	733
1073		Weighted (000)	30162	6433	15494	2681	14668	3753
1074		Horz %	100.00	21.33	51.37	8.89	48.63	12.44
1075		Vert %	12.66	15.78	13.50	16.11	11.89	15.54
1076		Index	100	125	107	127	94	123
1077								
1078	Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13594	3069	6858	1246	6736	1823
1079		Weighted (000)	58844	12917	27260	4758	31584	8159
1080		Horz %	100.00	21.95	46.33	8.09	53.67	13.87
1081		Vert %	24.71	31.68	23.75	28.60	25.60	33.79
1082		Index	100	128	96	116	104	137
1083								
1084	Household Has a Satellite Dish	Unwgted	10960	1915	5902	895	5058	1020
1085		Weighted (000)	63040	11086	31481	4647	31559	6439
1086		Horz %	100.00	17.59	49.94	7.37	50.06	10.21
1087		Vert %	26.47	27.19	27.43	27.94	25.58	26.67
1088		Index	100	103	104	106	97	101
1089								
1090	Household Has a Digital Video Recorder (DVR)	Unwgted	24143	4757	12572	2011	11571	2746
1091		Weighted (000)	115123	22286	55528	8769	59595	13517
1092		Horz %	100.00	19.36	48.23	7.62	51.77	11.74
1093		Vert %	48.34	54.65	48.38	52.72	48.30	55.99
1094		Index	100	113	100	109	100	116
1095								
1096	Any Internet/Online Activity - Past Month	Unwgted	41061	7839	20873	3316	20188	4523
1097		Weighted (000)	197978	37290	94592	14876	103386	22413
1098		Horz %	100.00	18.84	47.78	7.51	52.22	11.32
1099		Vert %	83.13	91.44	82.42	89.43	83.79	92.83
1100		Index	100	110	99	108	101	112
1101								
1102		Unwgted	13895	2815	6586	1126	7309	1689

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1								
2								
1103	Played Games Online - Past Month	Weighted (000)	73492	14529	34103	5860	39389	8669
1104		Horz %	100.00	19.77	46.40	7.97	53.60	11.80
1105		Vert %	30.86	35.63	29.72	35.23	31.92	35.90
1106		Index	100	115	96	114	103	116
1107								
1108	Downloaded a Video Game - Past Month	Unwgted	5057	983	3031	537	2026	446
1109		Weighted (000)	27936	5237	16227	2669	11709	2568
1110		Horz %	100.00	18.75	58.09	9.55	41.91	9.19
1111		Vert %	11.73	12.84	14.14	16.04	9.49	10.64
1112		Index	100	109	121	137	81	91
1113								
1114	Downloaded a Movie - Past Month	Unwgted	3934	764	2481	410	1453	354
1115		Weighted (000)	19306	3585	11541	1805	7765	1780
1116		Horz %	100.00	18.57	59.78	9.35	40.22	9.22
1117		Vert %	8.11	8.79	10.06	10.85	6.29	7.37
1118		Index	100	108	124	134	78	91
1119								
1120	Watched a Movie Online - Past Month	Unwgted	8746	1721	5192	881	3554	840
1121		Weighted (000)	43930	8681	24810	4254	19120	4427
1122		Horz %	100.00	19.76	56.48	9.68	43.52	10.08
1123		Vert %	18.45	21.29	21.62	25.57	15.50	18.34
1124		Index	100	115	117	139	84	99
1125								
1126	Watched Online Video (Not Movie, TV) - Past Month	Unwgted	8001	1671	4894	883	3107	788
1127		Weighted (000)	38899	8033	23059	4244	15840	3789
1128		Horz %	100.00	20.65	59.28	10.91	40.72	9.74
1129		Vert %	16.33	19.70	20.09	25.51	12.84	15.70
1130		Index	100	121	123	156	79	96
1131								
1132	Visited a Chat Room - Past Month	Unwgted	2267	431	1300	206	967	225
1133		Weighted (000)	11471	2089	6393	1021	5078	1067
1134		Horz %	100.00	18.21	55.73	8.90	44.27	9.30
1135		Vert %	4.82	5.12	5.57	6.14	4.12	4.42
1136		Index	100	106	116	127	85	92
1137								
1138	Used e-Mail - Past Month	Unwgted	36633	7193	18316	2938	18317	4255
1139		Weighted (000)	171151	33503	79258	12698	91893	20805
1140		Horz %	100.00	19.58	46.31	7.42	53.69	12.16
1141		Vert %	71.87	82.16	69.06	76.33	74.47	86.17
1142		Index	100	114	96	106	104	120
1143								
1144	Used Instant Messenger/IM Online - Past Month	Unwgted	24340	5105	11627	2016	12713	3089
1145		Weighted (000)	124814	25230	55745	9417	69070	15813
1146		Horz %	100.00	20.21	44.66	7.54	55.34	12.67
1147		Vert %	52.41	61.87	48.57	56.61	55.98	65.49
1148		Index	100	118	93	108	107	125
1149								
1150	Visited Online Blogs - Past Month	Unwgted	6346	1311	3275	537	3071	774
1151		Weighted (000)	30027	6146	14151	2303	15876	3844
1152		Horz %	100.00	20.47	47.13	7.67	52.87	12.80
1153		Vert %	12.61	15.07	12.33	13.84	12.87	15.92
1154		Index	100	120	98	110	102	126
1155								
1156	Wrote an Online Blog - Past	Unwgted	1391	265	728	111	663	154
1157		Weighted (000)	6899	1230	3295	485	3604	746

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2								
1158	Month	Horz %	100.00	17.83	47.76	7.02	52.24	10.81
1159		Vert %	2.90	3.02	2.87	2.91	2.92	3.09
1160		Index	100	104	99	101	101	107
1161								
1162		Unwgted	3450	742	1785	298	1665	444
1163	Uploaded or Added Video to a	Weighted (000)	17397	3782	8470	1383	8927	2399
1164	Web Site - Past Month	Horz %	100.00	21.74	48.69	7.95	51.31	13.79
1165		Vert %	7.30	9.27	7.38	8.31	7.23	9.94
1166		Index	100	127	101	114	99	136
1167								
1168	Accessed Any	Unwgted	34147	6895	16879	2808	17268	4087
1169	Social/Networking/Photo/Video	Weighted (000)	168726	33271	78135	12844	90591	20427
1170	Web Site - Past Month	Horz %	100.00	19.72	46.31	7.61	53.69	12.11
1171		Vert %	70.85	81.59	68.08	77.21	73.42	84.60
1172		Index	100	115	96	109	104	119
1173								
1174		Unwgted	27263	5665	12472	2094	14791	3571
1175	Accessed Facebook.com -	Weighted (000)	138263	28022	59501	9913	78762	18108
1176	Past Month	Horz %	100.00	20.27	43.03	7.17	56.97	13.10
1177		Vert %	58.06	68.72	51.85	59.59	63.83	75.00
1178		Index	100	118	89	103	110	129
1179						*		*
1180		Unwgted	377	83	193	35	184	48
1181	Accessed Foursquare - Past	Weighted (000)	1812	374	903	190	909	184
1182	Month	Horz %	100.00	20.62	49.84	10.49	50.16	10.13
1183		Vert %	0.76	0.92	0.79	1.14	0.74	0.76
1184		Index	100	120	103	150	97	100
1185								
1186		Unwgted	7850	1592	3867	651	3983	941
1187	Accessed Google+ (Google	Weighted (000)	38984	7653	18160	2869	20824	4784
1188	Plus) - Past Month	Horz %	100.00	19.63	46.58	7.36	53.42	12.27
1189		Vert %	16.37	18.77	15.82	17.24	16.88	19.81
1190		Index	100	115	97	105	103	121
1191								
1192		Unwgted	7474	1614	4269	747	3205	867
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	6295	15641	2803	13163	3491
1194	Month	Horz %	100.00	21.85	54.30	9.73	45.70	12.12
1195		Vert %	12.09	15.44	13.63	16.85	10.67	14.46
1196		Index	100	128	113	139	88	120
1197								
1198		Unwgted	7044	1915	1340	295	5704	1620
1199	Accessed Pinterest - Past	Weighted (000)	37538	9742	6285	1350	31253	8393
1200	Month	Horz %	100.00	25.95	16.74	3.60	83.26	22.36
1201		Vert %	15.76	23.89	5.48	8.11	25.33	34.76
1202		Index	100	152	35	51	161	221
1203								
1204		Unwgted	1723	357	1010	171	713	186
1205	Accessed Tumblr - Past	Weighted (000)	9134	1978	4736	869	4399	1109
1206	Month	Horz %	100.00	21.65	51.84	9.51	48.16	12.14
1207		Vert %	3.84	4.85	4.13	5.22	3.56	4.59
1208		Index	100	126	108	136	93	120
1209								
1210		Unwgted	5641	1162	3159	551	2482	611
1211	Accessed Twitter.com - Past	Weighted (000)	28989	5733	15361	2585	13628	3148
1212	Month	Horz %	100.00	19.78	52.99	8.92	47.01	10.86

RAB / GfK MRI RADIO FORMAT PROFILE: ADULT CONTEMPORARY

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2								
1213		Vert %	12.17	14.06	13.38	15.54	11.04	13.04
1214		Index	100	115	110	128	91	107
1215	Accessed Yelp - Past Month							
1216		Unwgted	3125	665	1605	269	1520	396
1217		Weighted (000)	12195	2705	5827	1013	6368	1692
1218		Horz %	100.00	22.18	47.78	8.31	52.22	13.88
1219		Vert %	5.12	6.63	5.08	6.09	5.16	7.01
1220		Index	100	130	99	119	101	137
1221	Accessed YouTube.com - Past Month							
1222		Unwgted	23106	4820	12543	2189	10563	2631
1223		Weighted (000)	114822	23329	58760	10071	56062	13258
1224		Horz %	100.00	20.32	51.17	8.77	48.83	11.55
1225		Vert %	48.21	57.21	51.20	60.54	45.44	54.91
1226		Index	100	119	106	126	94	114
1227	Posted "Like" on Social Network - Past Month							
1228		Unwgted	16414	3779	6547	1201	9867	2578
1229		Weighted (000)	84341	18765	31182	5681	53159	13083
1230		Horz %	100.00	22.25	36.97	6.74	63.03	15.51
1231		Vert %	35.41	46.02	27.17	34.15	43.08	54.19
1232		Index	100	130	77	96	122	153
1233	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month							
1234		Unwgted	7779	1810	3383	626	4396	1184
1235		Weighted (000)	41677	9343	16898	3051	24779	6292
1236		Horz %	100.00	22.42	40.55	7.32	59.45	15.10
1237		Vert %	17.50	22.91	14.72	18.34	20.08	26.06
1238		Index	100	131	84	105	115	149
1239	Clicked on an Advertisement on Social Network - Past Month							
1240		Unwgted	4897	1114	2376	465	2521	649
1241		Weighted (000)	23787	5411	10534	1978	13253	3433
1242		Horz %	100.00	22.75	44.28	8.31	55.72	14.43
1243		Vert %	9.99	13.27	9.18	11.89	10.74	14.22
1244		Index	100	133	92	119	108	142
1245	Received and/or Clipped Coupons from Internet or e-Mail - Past Year							
1246		Unwgted	4724	1048	2291	405	2433	643
1247		Weighted (000)	22158	4966	9847	1745	12311	3221
1248		Horz %	100.00	22.41	44.44	7.87	55.56	14.54
1249		Vert %	9.30	12.18	8.58	10.49	9.98	13.34
1250		Index	100	131	92	113	107	143
1251	Watched a Video on Social Network - Past Month							
1252		Unwgted	19760	4190	10573	1866	9187	2324
1253		Weighted (000)	99513	20679	50394	8737	49119	11942
1254		Horz %	100.00	20.78	50.64	8.78	49.36	12.00
1255		Vert %	41.78	50.71	43.91	52.52	39.81	49.46
1256		Index	100	121	105	126	95	118
1257	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1258		Unwgted	36659	7337	18496	3079	18163	4258
1259		Weighted (000)	181288	35466	85841	13966	95447	21500
1260		Horz %	100.00	19.56	47.35	7.70	52.65	11.86
1261		Vert %	76.12	86.97	74.80	83.95	77.35	89.05
1262		Index	100	114	98	110	102	117
1263	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1264		Unwgted	15338	3266	7718	1333	7620	1933
1265		Weighted (000)	76191	15779	35752	6044	40439	9735
1266		Horz %	100.00	20.71	46.92	7.93	53.08	12.78
1267	Vert %	31.99	38.69	31.15	36.34	32.77	40.32	

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1								
2								
1268		Index	100	121	97	114	102	126
1269								
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	15123	3363	7469	1332	7654	2031
1271		Weighted (000)	76014	16136	34445	5814	41569	10322
1272		Horz %	100.00	21.23	45.31	7.65	54.69	13.58
1273		Vert %	31.92	39.57	30.01	34.95	33.69	42.75
1274		Index	100	124	94	109	106	134
1275								
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	19678	4138	10415	1780	9263	2358
1277		Weighted (000)	100588	20541	49831	8122	50757	12419
1278		Horz %	100.00	20.42	49.54	8.07	50.46	12.35
1279		Vert %	42.24	50.37	43.42	48.82	41.14	51.44
1280		Index	100	119	103	116	97	122
1281								
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	14369	3197	7019	1275	7350	1922
1283		Weighted (000)	75338	15900	34629	6058	40709	9842
1284		Horz %	100.00	21.11	45.96	8.04	54.04	13.06
1285		Vert %	31.63	38.99	30.17	36.42	32.99	40.76
1286		Index	100	123	95	115	104	129
1287								
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgted	8472	1769	4888	870	3584	899
1289		Weighted (000)	43183	8703	23745	4176	19438	4528
1290		Horz %	100.00	20.15	54.99	9.67	45.01	10.48
1291		Vert %	18.13	21.34	20.69	25.10	15.75	18.75
1292		Index	100	118	114	138	87	103
1293								
1294	Used a Mobile "App" - Past Month	Unwgted	21576	4590	11334	1944	10242	2646
1295		Weighted (000)	104133	21696	51075	8603	53058	13093
1296		Horz %	100.00	20.83	49.05	8.26	50.95	12.57
1297		Vert %	43.72	53.20	44.50	51.72	43.00	54.23
1298		Index	100	122	102	118	98	124
1299								
1300	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgted	12940	2116	6843	997	6097	1119
1301		Weighted (000)	57996	9660	28496	4175	29500	5484
1302		Horz %	100.00	16.66	49.13	7.20	50.87	9.46
1303		Vert %	24.35	23.69	24.83	25.10	23.91	22.72
1304		Index	100	97	102	103	98	93
1305								
1306	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgted	16613	2925	8096	1248	8517	1677
1307		Weighted (000)	76007	13641	34285	5426	41722	8215
1308		Horz %	100.00	17.95	45.11	7.14	54.89	10.81
1309		Vert %	31.91	33.45	29.87	32.62	33.81	34.03
1310		Index	100	105	94	102	106	107
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	3484	9640	1587	8065	1897
1313		Weighted (000)	81230	16089	40943	6750	40287	9339
1314		Horz %	100.00	19.81	50.40	8.31	49.60	11.50
1315		Vert %	34.11	39.45	35.68	40.58	32.65	38.68
1316		Index	100	116	105	119	96	113
1317								
1318	Read Classified Advertising in Weekday Newspaper	Unwgted	4358	754	2029	291	2329	463
1319		Weighted (000)	23842	4249	10416	1584	13426	2665
1320		Horz %	100.00	17.82	43.69	6.64	56.31	11.18
1321		Vert %	10.01	10.42	9.08	9.52	10.88	11.04
1322		Index	100	104	91	95	109	110

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1								
2								
1323								
1324		Unwgted	4622	847	2188	320	2434	527
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	4382	10413	1480	14042	2901
1326		Horz %	100.00	17.92	42.58	6.05	57.42	11.86
1327		Vert %	10.27	10.75	9.07	8.90	11.38	12.02
1328		Index	100	105	88	87	111	117
1329								
1330		Unwgted	4402	705	2006	296	2396	409
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	3174	8818	1275	12024	1899
1332		Horz %	100.00	15.23	42.31	6.12	57.69	9.11
1333		Vert %	8.75	7.78	7.68	7.66	9.74	7.87
1334		Index	100	89	88	88	111	90
1335								
1336		Unwgted	5602	1037	2434	376	3168	661
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	4700	10486	1471	15893	3229
1338		Horz %	100.00	17.82	39.75	5.58	60.25	12.24
1339		Vert %	11.08	11.53	9.14	8.84	12.88	13.37
1340		Index	100	104	82	80	116	121
1341								
1342		Unwgted	5931	984	2398	359	3533	625
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	4312	10182	1510	17387	2802
1344		Horz %	100.00	15.64	36.93	5.48	63.07	10.16
1345		Vert %	11.58	10.57	8.87	9.08	14.09	11.60
1346		Index	100	91	77	78	122	100
1347								
1348		Unwgted	8893	1745	3392	542	5501	1203
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	7675	13703	2074	26465	5601
1350		Horz %	100.00	19.11	34.11	5.16	65.89	13.94
1351		Vert %	16.87	18.82	11.94	12.47	21.45	23.20
1352		Index	100	112	71	74	127	138
1353								
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	891	2457	356	2541	535
1355		Weighted (000)	23988	4129	11131	1602	12857	2527
1356		Horz %	100.00	17.21	46.40	6.68	53.60	10.54
1357		Vert %	10.07	10.13	9.70	9.63	10.42	10.47
1358		Index	100	101	96	96	103	104
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	2245	5749	875	6532	1370
1361		Weighted (000)	58527	10600	25759	3943	32768	6658
1362		Horz %	100.00	18.11	44.01	6.74	55.99	11.38
1363		Vert %	24.58	25.99	22.45	23.70	26.56	27.57
1364		Index	100	106	91	96	108	112
1365								
1366		Unwgted	3705	506	1705	194	2000	312
1367	Personally Referred to Paper Yellow Pages - Past Week	Weighted (000)	18217	2504	8219	918	9999	1586
1368		Horz %	100.00	13.74	45.12	5.04	54.88	8.71
1369		Vert %	7.65	6.14	7.16	5.52	8.10	6.57
1370		Index	100	80	94	72	106	86
1371								
1372		Unwgted	2809	532	1208	202	1601	330
1373	Personally Referred to Internet Yellow Pages - Past Week	Weighted (000)	13935	2511	5376	780	8559	1731
1374		Horz %	100.00	18.02	38.58	5.60	61.42	12.42
1375		Vert %	5.85	6.16	4.68	4.69	6.94	7.17
1376		Index	100	105	80	80	119	122
1377								

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1								
2								
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	957	2655	368	3313	589
1379		Weighted (000)	29277	4659	12298	1590	16979	3069
1380		Horz %	100.00	15.91	42.00	5.43	58.00	10.48
1381		Vert %	12.29	11.42	10.72	9.56	13.76	12.71
1382		Index	100	93	87	78	112	103
1383								
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	687	1294	260	1754	427
1385		Weighted (000)	15175	3350	5992	1207	9183	2143
1386		Horz %	100.00	22.08	39.49	7.95	60.51	14.12
1387		Vert %	6.37	8.22	5.22	7.26	7.44	8.88
1388		Index	100	129	82	114	117	139
1389								
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	1714	4858	766	4243	948
1391		Weighted (000)	46255	8319	23425	3438	22830	4881
1392		Horz %	100.00	17.98	50.64	7.43	49.36	10.55
1393		Vert %	19.42	20.40	20.41	20.67	18.50	20.22
1394		Index	100	105	105	106	95	104
1395								
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	1025	3127	455	2794	570
1397		Weighted (000)	30253	5040	14939	2129	15314	2911
1398		Horz %	100.00	16.66	49.38	7.04	50.62	9.62
1399		Vert %	12.70	12.36	13.02	12.80	12.41	12.06
1400		Index	100	97	102	101	98	95
1401								
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	1067	3376	547	2452	520
1403		Weighted (000)	30660	5509	16758	2632	13902	2877
1404		Horz %	100.00	17.97	54.66	8.58	45.34	9.38
1405		Vert %	12.87	13.51	14.60	15.82	11.27	11.91
1406		Index	100	105	113	123	88	93
1407								
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	1200	3507	583	2935	617
1409		Weighted (000)	33198	6118	16830	2642	16367	3476
1410		Horz %	100.00	18.43	50.70	7.96	49.30	10.47
1411		Vert %	13.94	15.00	14.67	15.89	13.26	14.39
1412		Index	100	108	105	114	95	103
1413								
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	1015	2967	504	2260	511
1415		Weighted (000)	26198	5038	13774	2201	12423	2838
1416		Horz %	100.00	19.23	52.58	8.40	47.42	10.83
1417		Vert %	11.00	12.36	12.00	13.23	10.07	11.75
1418		Index	100	112	109	120	92	107
1419								
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	868	2856	441	2103	427
1421		Weighted (000)	25734	4364	14007	2033	11727	2331
1422		Horz %	100.00	16.96	54.43	7.90	45.57	9.06
1423		Vert %	10.81	10.70	12.20	12.22	9.50	9.65
1424		Index	100	99	113	113	88	89
1425								
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	1321	3786	610	3315	711
1427		Weighted (000)	34578	6287	17132	2673	17446	3614
1428		Horz %	100.00	18.18	49.55	7.73	50.45	10.45
1429		Vert %	14.52	15.42	14.93	16.07	14.14	14.97
1430		Index	100	106	103	111	97	103
1431								
1432		Unwgted	4260	777	2639	413	1621	364

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1								
2								
1433	Have Seen Video Ads in Bars/Pubs - Past Month	Weighted (000)	20853	3815	12281	1994	8571	1820
1434		Horz %	100.00	18.29	58.90	9.56	41.10	8.73
1435		Vert %	8.76	9.35	10.70	11.99	6.95	7.54
1436		Index	100	107	122	137	79	86
1437								
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	1124	3476	565	2679	559
1439		Weighted (000)	32878	5978	17503	2707	15375	3271
1440		Horz %	100.00	18.18	53.24	8.23	46.76	9.95
1441		Vert %	13.81	14.66	15.25	16.27	12.46	13.55
1442								
1443	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	812	2544	386	2131	426
1444		Weighted (000)	23668	4076	12129	1784	11539	2291
1445		Horz %	100.00	17.22	51.25	7.54	48.75	9.68
1446		Vert %	9.94	10.00	10.57	10.73	9.35	9.49
1447								
1448								
1449	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	716	2258	348	1648	368
1450		Weighted (000)	19046	3355	10397	1560	8648	1795
1451		Horz %	100.00	17.62	54.59	8.19	45.41	9.43
1452		Vert %	8.00	8.23	9.06	9.38	7.01	7.44
1453								
1454								
1455	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	1003	2839	423	2890	580
1456		Weighted (000)	28661	4822	13411	1943	15249	2879
1457		Horz %	100.00	16.83	46.79	6.78	53.21	10.05
1458		Vert %	12.03	11.83	11.69	11.68	12.36	11.93
1459								
1460								
1461	Have Seen Video Ads in Airports - Past Month	Unwgted	4266	776	2521	398	1745	378
1462		Weighted (000)	19322	3347	10764	1598	8558	1749
1463		Horz %	100.00	17.32	55.71	8.27	44.29	9.05
1464		Vert %	8.11	8.21	9.38	9.61	6.94	7.24
1465								
1466								
1467	Have Seen Video Ads at Gas Stations - Past Month	Unwgted	8265	1552	4863	787	3402	765
1468		Weighted (000)	39199	7123	21534	3489	17665	3634
1469		Horz %	100.00	18.17	54.94	8.90	45.06	9.27
1470		Vert %	16.46	17.47	18.76	20.98	14.32	15.05
1471								
1472								
1473	Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgted	3648	620	2100	319	1548	301
1474		Weighted (000)	18380	2954	9985	1445	8395	1509
1475		Horz %	100.00	16.07	54.33	7.86	45.67	8.21
1476		Vert %	7.72	7.24	8.70	8.69	6.80	6.25
1477								
1478								
1479	Have Seen Video Ads in Office Building Elevators - Past Month	Unwgted	3526	631	2026	325	1500	306
1480		Weighted (000)	17078	2918	9334	1467	7744	1451
1481		Horz %	100.00	17.08	54.65	8.59	45.35	8.50
1482		Vert %	7.17	7.15	8.13	8.82	6.28	6.01
1483								
1484								
1485	Have Seen Video Ads in Movie Theater Lobbies - Past	Unwgted	5288	977	2955	475	2333	502
1486		Weighted (000)	25922	4692	13723	2173	12200	2519
1487								

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2								
1488	Movie Theater Lobbies - Past Month	Horz %	100.00	18.10	52.94	8.38	47.06	9.72
1489		Vert %	10.88	11.51	11.96	13.06	9.89	10.43
1490		Index	100	106	110	120	91	96
1491								
1492		Unwgted	24633	4666	12915	2033	11718	2633
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	22578	59062	9198	61432	13379
1494		Horz %	100.00	18.74	49.02	7.63	50.98	11.10
1495		Vert %	50.60	55.37	51.46	55.29	49.79	55.41
1496		Index	100	109	102	109	98	110
1497								
1498		Unwgted	11093	2089	6087	989	5006	1100
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	9460	26650	4279	24513	5181
1500		Horz %	100.00	18.49	52.09	8.36	47.91	10.13
1501		Vert %	21.48	23.20	23.22	25.72	19.87	21.46
1502		Index	100	108	108	120	92	100
1503								
1504		Unwgted	7336	1321	4126	638	3210	683
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	5975	18104	2764	15404	3211
1506		Horz %	100.00	17.83	54.03	8.25	45.97	9.58
1507		Vert %	14.07	14.65	15.77	16.62	12.48	13.30
1508		Index	100	104	112	118	89	95
1509								
1510		Unwgted	3636	583	2145	292	1491	291
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	2705	9619	1313	7116	1392
1512		Horz %	100.00	16.16	57.48	7.85	42.52	8.32
1513		Vert %	7.03	6.63	8.38	7.89	5.77	5.77
1514		Index	100	94	119	112	82	82
1515								
1516		Unwgted	6365	1092	3730	546	2635	546
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	4936	16219	2326	12758	2610
1518		Horz %	100.00	17.03	55.97	8.03	44.03	9.01
1519		Vert %	12.17	12.10	14.13	13.98	10.34	10.81
1520		Index	100	99	116	115	85	89
1521								
1522		Unwgted	2813	455	1717	246	1096	209
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	2328	8317	1246	5637	1082
1524		Horz %	100.00	16.69	59.60	8.93	40.40	7.76
1525		Vert %	5.86	5.71	7.25	7.49	4.57	4.48
1526		Index	100	97	124	128	78	77
1527								
1528		Unwgted	7927	1454	4854	770	3073	684
1529	Have Seen Ads at Sports or Entertainment Events - Past Month	Weighted (000)	38666	7000	22445	3424	16221	3576
1530		Horz %	100.00	18.10	58.05	8.85	41.95	9.25
1531		Vert %	16.24	17.17	19.56	20.58	13.15	14.81
1532		Index	100	106	120	127	81	91
1533								
1534		Unwgted	6113	1150	3025	439	3088	711
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	5058	13367	1851	15102	3208
1536		Horz %	100.00	17.77	46.95	6.50	53.05	11.27
1537		Vert %	11.95	12.40	11.65	11.12	12.24	13.29
1538		Index	100	104	97	93	102	111
1539								
1540		Unwgted	11341	2171	5826	955	5515	1216
1541	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Weighted (000)	56487	10985	26815	4478	29672	6507
1542		Horz %	100.00	19.45	47.47	7.93	52.53	11.52

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1								
2								
1543		Vert %	23.72	26.94	23.37	26.92	24.05	26.95
1544		Index	100	114	99	113	101	114
1545								
1546		Unwgted	8802	1744	4616	770	4186	974
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	8444	21271	3404	21811	5039
1548		Horz %	100.00	19.60	49.37	7.90	50.63	11.70
1549		Vert %	18.09	20.71	18.53	20.46	17.68	20.87
1550		Index	100	114	102	113	98	115
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	2216	5813	971	5486	1245
1553		Weighted (000)	55294	10783	27155	4390	28140	6393
1554		Horz %	100.00	19.50	49.11	7.94	50.89	11.56
1555		Vert %	23.22	26.44	23.66	26.39	22.81	26.48
1556		Index	100	114	102	114	98	114
1557								
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	3056	8280	1339	7772	1717
1559		Weighted (000)	78889	15085	38008	6116	40881	8970
1560		Horz %	100.00	19.12	48.18	7.75	51.82	11.37
1561		Vert %	33.13	36.99	33.12	36.76	33.13	37.15
1562		Index	100	112	100	111	100	112
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	2381	6207	1012	6084	1369
1565		Weighted (000)	59195	11310	27775	4384	31420	6926
1566		Horz %	100.00	19.11	46.92	7.41	53.08	11.70
1567		Vert %	24.86	27.73	24.20	26.35	25.46	28.69
1568		Index	100	112	97	106	102	115
1569								
1570	Have Seen Infomercials - Past Month	Unwgted	10451	2009	5402	897	5049	1112
1571		Weighted (000)	51709	9942	25079	4049	26630	5893
1572		Horz %	100.00	19.23	48.50	7.83	51.50	11.40
1573		Vert %	21.71	24.38	21.85	24.34	21.58	24.41
1574		Index	100	112	101	112	99	112
1575								
1576	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgted	20709	3848	10271	1600	10438	2248
1577		Weighted (000)	99464	17953	46244	7026	53220	10927
1578		Horz %	100.00	18.05	46.49	7.06	53.51	10.99
1579		Vert %	41.76	44.03	40.29	42.24	43.13	45.26
1580		Index	100	105	96	101	103	108
1581								
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	813	2642	432	1639	381
1583		Weighted (000)	22926	4225	13633	2212	9293	2013
1584		Horz %	100.00	18.43	59.46	9.65	40.54	8.78
1585		Vert %	9.63	10.36	11.88	13.30	7.53	8.34
1586		Index	100	108	123	138	78	87
1587								
1588	Have Seen Product Placement in TV Shows - Past Month	Unwgted	19255	3613	10075	1608	9180	2005
1589		Weighted (000)	93431	17050	46093	7188	47338	9863
1590		Horz %	100.00	18.25	49.33	7.69	50.67	10.56
1591		Vert %	39.23	41.81	40.16	43.21	38.36	40.85
1592		Index	100	107	102	110	98	104
1593								
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	2351	6470	1108	5317	1243
1595		Weighted (000)	58362	11420	30181	5050	28181	6370
1596		Horz %	100.00	19.57	51.71	8.65	48.29	10.91
1597		Vert %	24.51	28.00	26.30	30.36	22.84	26.38

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1								
2								
1598		Index	100	114	107	124	93	108
1599								
1600	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Unwgted	4790	795	2489	338	2301	457
1601		Weighted (000)	28535	4677	14310	1736	14225	2941
1602		Horz %	100.00	16.39	50.15	6.08	49.85	10.31
1603		Vert %	11.98	11.47	12.47	10.44	11.53	12.18
1604		Index	100	96	104	87	96	102
1605								
1606	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Unwgted	2700	451	1472	215	1228	236
1607		Weighted (000)	13592	2199	7182	975	6410	1224
1608		Horz %	100.00	16.18	52.84	7.17	47.16	9.01
1609		Vert %	5.71	5.39	6.26	5.86	5.20	5.07
1610		Index	100	94	110	103	91	89
1611								
1612	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Unwgted	3188	570	1717	258	1471	312
1613		Weighted (000)	14337	2662	7122	1063	7216	1600
1614		Horz %	100.00	18.57	49.67	7.41	50.33	11.16
1615		Vert %	6.02	6.53	6.21	6.39	5.85	6.63
1616		Index	100	108	103	106	97	110
1617								
1618	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Unwgted	1245	225	711	106	534	119
1619		Weighted (000)	5968	1066	3118	484	2850	582
1620		Horz %	100.00	17.86	52.24	8.12	47.76	9.74
1621		Vert %	2.51	2.61	2.72	2.91	2.31	2.41
1622		Index	100	104	108	116	92	96
1623								
1624	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months	Unwgted	4925	958	2667	458	2258	500
1625		Weighted (000)	24042	4403	11912	1992	12131	2411
1626		Horz %	100.00	18.31	49.55	8.29	50.45	10.03
1627		Vert %	10.10	10.80	10.38	11.98	9.83	9.99
1628		Index	100	107	103	119	97	99
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	1161	3155	498	2794	663
1631		Weighted (000)	28812	5285	14088	2201	14724	3084
1632		Horz %	100.00	18.34	48.89	7.64	51.11	10.70
1633		Vert %	12.10	12.96	12.28	13.23	11.93	12.77
1634		Index	100	107	101	109	99	106
1635								
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	270	829	133	654	137
1637		Weighted (000)	7566	1412	3978	605	3588	808
1638		Horz %	100.00	18.67	52.58	7.99	47.42	10.68
1639		Vert %	3.18	3.46	3.47	3.63	2.91	3.35
1640		Index	100	109	109	114	92	105
1641								
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	264	803	136	607	128
1643		Weighted (000)	7520	1413	4033	656	3487	758
1644		Horz %	100.00	18.80	53.63	8.72	46.37	10.07
1645		Vert %	3.16	3.47	3.51	3.94	2.83	3.14
1646		Index	100	110	111	125	89	99
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	510	1547	238	1293	272
1649		Weighted (000)	13819	2409	6939	1023	6880	1386
1650		Horz %	100.00	17.43	50.21	7.40	49.79	10.03
1651		Vert %	5.80	5.91	6.05	6.15	5.58	5.74
1652		Index	100	102	104	106	96	99

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1								
2								
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	1495	5030	676	4381	819
1655		Weighted (000)	44715	7111	22370	3087	22345	4024
1656		Horz %	100.00	15.90	50.03	6.90	49.97	9.00
1657		Vert %	18.78	17.44	19.49	18.56	18.11	16.67
1658		Index	100	93	104	99	96	89
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	1243	3771	529	3530	714
1661		Weighted (000)	37528	6324	18464	2537	19064	3787
1662		Horz %	100.00	16.85	49.20	6.76	50.80	10.09
1663		Vert %	15.76	15.51	16.09	15.25	15.45	15.68
1664		Index	100	98	102	97	98	100
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	1785	6056	787	5248	998
1667		Weighted (000)	55116	8607	27961	3629	27155	4978
1668		Horz %	100.00	15.62	50.73	6.58	49.27	9.03
1669		Vert %	23.14	21.11	24.36	21.82	22.01	20.62
1670		Index	100	91	105	94	95	89
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	1742	5563	820	4596	922
1673		Weighted (000)	45551	8151	23419	3598	22132	4553
1674		Horz %	100.00	17.89	51.41	7.90	48.59	9.99
1675		Vert %	19.13	19.99	20.41	21.63	17.94	18.86
1676		Index	100	105	107	113	94	99
1677								
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	910	2576	376	2394	534
1679		Weighted (000)	24002	4352	11714	1506	12288	2846
1680		Horz %	100.00	18.13	48.81	6.28	51.19	11.86
1681		Vert %	10.08	10.67	10.21	9.05	9.96	11.79
1682		Index	100	106	101	90	99	117
1683								
1684	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months	Unwgted	11534	2078	5911	837	5623	1241
1685		Weighted (000)	53932	9513	26278	3519	27654	5994
1686		Horz %	100.00	17.64	48.72	6.52	51.28	11.11
1687		Vert %	22.65	23.33	22.90	21.15	22.41	24.83
1688		Index	100	103	101	93	99	110
1689								
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	2098	5104	881	4923	1217
1691		Weighted (000)	51549	10568	24091	3891	27458	6677
1692		Horz %	100.00	20.50	46.73	7.55	53.27	12.95
1693		Vert %	21.65	25.92	20.99	23.39	22.25	27.66
1694		Index	100	120	97	108	103	128
1695								
1696	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	3212	8763	1386	8314	1826
1697		Weighted (000)	81581	15097	39666	6083	41915	9014
1698		Horz %	100.00	18.51	48.62	7.46	51.38	11.05
1699		Vert %	34.26	37.02	34.56	36.57	33.97	37.33
1700		Index	100	108	101	107	99	109
1701								
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	1406	4059	554	4183	852
1703		Weighted (000)	39549	6545	18605	2442	20944	4103
1704		Horz %	100.00	16.55	47.04	6.17	52.96	10.38
1705		Vert %	16.61	16.05	16.21	14.68	16.97	16.99
1706		Index	100	97	98	88	102	102
1707								

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1								
2								
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	1084	3094	453	2975	631
1709		Weighted (000)	26240	4859	12639	1851	13601	3008
1710		Horz %	100.00	18.52	48.17	7.05	51.83	11.46
1711		Vert %	11.02	11.92	11.01	11.12	11.02	12.46
1712		Index	100	108	100	101	100	113
1713								
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	1032	2996	447	2812	585
1715		Weighted (000)	26834	4739	13114	1903	13720	2837
1716		Horz %	100.00	17.66	48.87	7.09	51.13	10.57
1717		Vert %	11.27	11.62	11.43	11.44	11.12	11.75
1718		Index	100	103	101	102	99	104
1719								
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	860	2407	393	2187	467
1721		Weighted (000)	22674	4374	11129	1756	11545	2618
1722		Horz %	100.00	19.29	49.08	7.74	50.92	11.55
1723		Vert %	9.52	10.73	9.70	10.55	9.36	10.84
1724		Index	100	113	102	111	98	114
1725								
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	462	1487	217	1260	245
1727		Weighted (000)	13145	2062	6703	892	6441	1171
1728		Horz %	100.00	15.69	51.00	6.78	49.00	8.91
1729		Vert %	5.52	5.06	5.84	5.36	5.22	4.85
1730		Index	100	92	106	97	95	88
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	870	2639	383	2513	487
1733		Weighted (000)	23740	3784	11440	1535	12300	2249
1734		Horz %	100.00	15.94	48.19	6.46	51.81	9.47
1735		Vert %	9.97	9.28	9.97	9.22	9.97	9.32
1736		Index	100	93	100	93	100	93
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	1328	4014	588	3709	740
1739		Weighted (000)	39198	6724	19291	2858	19907	3866
1740		Horz %	100.00	17.15	49.21	7.29	50.79	9.86
1741		Vert %	16.46	16.49	16.81	17.18	16.13	16.01
1742		Index	100	100	102	104	98	97
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	1893	5413	851	4687	1042
1745		Weighted (000)	55260	10571	27484	4402	27776	6169
1746		Horz %	100.00	19.13	49.74	7.97	50.26	11.16
1747		Vert %	23.20	25.92	23.95	26.46	22.51	25.55
1748		Index	100	112	103	114	97	110
1749								
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	503	1494	213	1463	290
1751		Weighted (000)	14457	2412	6912	981	7544	1431
1752		Horz %	100.00	16.69	47.81	6.79	52.19	9.90
1753		Vert %	6.07	5.92	6.02	5.90	6.11	5.93
1754		Index	100	97	99	97	101	98
1755								
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	521	1704	254	1286	267
1757		Weighted (000)	16815	2749	9242	1252	7573	1498
1758		Horz %	100.00	16.35	54.96	7.44	45.04	8.91
1759		Vert %	7.06	6.74	8.05	7.52	6.14	6.20
1760		Index	100	95	114	107	87	88
1761								
1762		Unwgted	8745	1602	4472	683	4273	919

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1								
2								
1763	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Weighted (000)	46358	8520	22016	3410	24343	5110
1764		Horz %	100.00	18.38	47.49	7.36	52.51	11.02
1765		Vert %	19.47	20.89	19.18	20.50	19.73	21.17
1766		Index	100	107	99	105	101	109
1767								
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	466	1254	185	1272	281
1769		Weighted (000)	13610	2485	6443	917	7166	1568
1770		Horz %	100.00	18.26	47.34	6.74	52.66	11.52
1771		Vert %	5.71	6.09	5.61	5.51	5.81	6.49
1772	Index	100	107	98	96	102	114	
1773								
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	216	753	99	561	117
1775		Weighted (000)	7509	1200	4067	516	3442	684
1776		Horz %	100.00	15.98	54.16	6.87	45.84	9.11
1777		Vert %	3.15	2.94	3.54	3.10	2.79	2.83
1778	Index	100	93	112	98	88	90	
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	928	2510	418	2135	510
1781		Weighted (000)	23280	4566	11830	1852	11450	2714
1782		Horz %	100.00	19.61	50.82	7.95	49.18	11.66
1783		Vert %	9.78	11.20	10.31	11.13	9.28	11.24
1784	Index	100	115	105	114	95	115	
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	627	2021	318	1458	309
1787		Weighted (000)	19879	3909	10490	1687	9389	2222
1788		Horz %	100.00	19.66	52.77	8.49	47.23	11.18
1789		Vert %	8.35	9.58	9.14	10.14	7.61	9.20
1790	Index	100	115	110	121	91	110	
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	460	1315	199	1147	261
1793		Weighted (000)	12512	2480	6369	925	6143	1555
1794		Horz %	100.00	19.82	50.91	7.40	49.09	12.43
1795		Vert %	5.25	6.08	5.55	5.56	4.98	6.44
1796	Index	100	116	106	106	95	123	
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	725	2049	297	2141	428
1799		Weighted (000)	21080	3645	9864	1378	11216	2266
1800		Horz %	100.00	17.29	46.79	6.54	53.21	10.75
1801		Vert %	8.85	8.94	8.60	8.29	9.09	9.39
1802	Index	100	101	97	94	103	106	
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	1482	4131	645	3990	837
1805		Weighted (000)	40517	7648	19489	3124	21027	4524
1806		Horz %	100.00	18.88	48.10	7.71	51.90	11.16
1807		Vert %	17.01	18.75	16.98	18.78	17.04	18.74
1808	Index	100	110	100	110	100	110	
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	614	1984	311	1558	303
1811		Weighted (000)	19708	3332	10433	1505	9275	1827
1812		Horz %	100.00	16.90	52.94	7.64	47.06	9.27
1813		Vert %	8.28	8.17	9.09	9.05	7.52	7.57
1814	Index	100	99	110	109	91	91	
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen HDTV	Unwgted	6697	1157	3436	500	3261	657
1817		Weighted (000)	33664	5927	16421	2414	17243	3513

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2								
1818	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Horz %	100.00	17.61	48.78	7.17	51.22	10.43
1819		Vert %	14.14	14.53	14.31	14.51	13.97	14.55
1820		Index	100	103	101	103	99	103
1821	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	1007	3200	493	2439	514
1822		Weighted (000)	29083	5116	15419	2192	13664	2924
1823		Horz %	100.00	17.59	53.02	7.54	46.98	10.05
1825		Vert %	12.21	12.55	13.44	13.18	11.07	12.11
1826		Index	100	103	110	108	91	99
1827	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	584	1694	256	1679	328
1828		Weighted (000)	18399	3050	9036	1186	9363	1864
1829		Horz %	100.00	16.58	49.11	6.45	50.89	10.13
1830		Vert %	7.73	7.48	7.87	7.13	7.59	7.72
1831		Index	100	97	102	92	98	100
1832	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	670	2074	324	1766	346
1833		Weighted (000)	20586	3698	10563	1561	10023	2137
1834		Horz %	100.00	17.96	51.31	7.58	48.69	10.38
1835		Vert %	8.64	9.07	9.20	9.38	8.12	8.85
1836		Index	100	105	106	109	94	102
1837	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	663	1940	297	1804	366
1838		Weighted (000)	19635	3470	9629	1405	10006	2065
1839		Horz %	100.00	17.67	49.04	7.15	50.96	10.52
1840		Vert %	8.24	8.51	8.39	8.44	8.11	8.55
1841		Index	100	103	102	102	98	104
1842	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	847	2700	410	2261	437
1843		Weighted (000)	24816	4184	12645	1848	12171	2336
1844		Horz %	100.00	16.86	50.95	7.45	49.05	9.41
1845		Vert %	10.42	10.26	11.02	11.11	9.86	9.68
1846		Index	100	98	106	107	95	93
1847	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	1559	4515	697	4165	862
1848		Weighted (000)	42931	7709	21281	3194	21650	4514
1849		Horz %	100.00	17.96	49.57	7.44	50.43	10.52
1850		Vert %	18.03	18.90	18.54	19.20	17.55	18.70
1851		Index	100	105	103	107	97	104
1852	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	414	1389	190	1185	224
1853		Weighted (000)	13914	2128	7217	879	6696	1249
1854		Horz %	100.00	15.29	51.87	6.32	48.13	8.98
1855		Vert %	5.84	5.22	6.29	5.28	5.43	5.17
1856		Index	100	89	108	90	93	89
1857	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	2325	6300	995	5903	1330
1858		Weighted (000)	60976	11505	29597	4405	31379	7100
1859		Horz %	100.00	18.87	48.54	7.22	51.46	11.64
1860		Vert %	25.60	28.21	25.79	26.48	25.43	29.41
1861		Index	100	110	101	103	99	115
1862	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	801	2203	326	2385	475
1863		Weighted (000)	25555	4639	12099	1867	13455	2772
1864		Horz %	100.00	18.15	47.35	7.31	52.65	10.85

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2								
1873		Vert %	10.73	11.38	10.54	11.22	10.90	11.48
1874		Index	100	106	98	105	102	107
1875								
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	555	1344	195	1645	360
1877		Weighted (000)	17427	3201	7495	1011	9932	2190
1878		Horz %	100.00	18.37	43.01	5.80	56.99	12.57
1879		Vert %	7.32	7.85	6.53	6.08	8.05	9.07
1880		Index	100	107	89	83	110	124
1881								
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	637	2115	286	2083	351
1883		Weighted (000)	21562	3203	10308	1347	11254	1856
1884		Horz %	100.00	14.86	47.80	6.25	52.20	8.61
1885		Vert %	9.05	7.86	8.98	8.10	9.12	7.69
1886		Index	100	87	99	89	101	85
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	708	1919	291	1970	417
1889		Weighted (000)	20103	3728	9461	1485	10642	2243
1890		Horz %	100.00	18.54	47.06	7.39	52.94	11.16
1891		Vert %	8.44	9.14	8.24	8.92	8.62	9.29
1892		Index	100	108	98	106	102	110
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	525	1515	224	1465	301
1895		Weighted (000)	15777	2657	7470	1048	8307	1610
1896		Horz %	100.00	16.84	47.35	6.64	52.65	10.20
1897		Vert %	6.62	6.52	6.51	6.30	6.73	6.67
1898		Index	100	98	98	95	102	101
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	526	1596	219	1587	307
1901		Weighted (000)	17028	2833	8386	1149	8642	1684
1902		Horz %	100.00	16.64	49.25	6.75	50.75	9.89
1903		Vert %	7.15	6.95	7.31	6.91	7.00	6.98
1904		Index	100	97	102	97	98	98
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	530	1980	270	1641	260
1907		Weighted (000)	17939	2700	9567	1418	8373	1282
1908		Horz %	100.00	15.05	53.33	7.90	46.67	7.15
1909		Vert %	7.53	6.62	8.34	8.52	6.79	5.31
1910		Index	100	88	111	113	90	70
1911								
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	236	964	131	702	105
1913		Weighted (000)	8568	1258	4961	720	3607	538
1914		Horz %	100.00	14.68	57.90	8.40	42.10	6.28
1915		Vert %	3.60	3.08	4.32	4.33	2.92	2.23
1916		Index	100	86	120	120	81	62
1917								
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	587	1939	297	1532	290
1919		Weighted (000)	18078	3150	9637	1525	8441	1624
1920		Horz %	100.00	17.42	53.31	8.44	46.69	8.99
1921		Vert %	7.59	7.72	8.40	9.17	6.84	6.73
1922		Index	100	102	111	121	90	89
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	1370	3800	598	3131	772
1925		Weighted (000)	34135	6560	17910	2686	16225	3874
1926		Horz %	100.00	19.22	52.47	7.87	47.53	11.35
1927		Vert %	14.33	16.09	15.61	16.15	13.15	16.05

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2								
1928		Index	100	112	109	113	92	112
1929								
1930		Unwgted	6315	1138	3057	457	3258	681
1931	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Weighted (000)	33305	5947	15146	2175	18159	3772
1932		Horz %	100.00	17.86	45.48	6.53	54.52	11.33
1933		Vert %	13.98	14.58	13.20	13.07	14.72	15.62
1934		Index	100	104	94	93	105	112
1935								
1936								