

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Hits ("Jack," etc.) (Total Week Cume)
2								
3	U.S. Adults 18+							
4		Unwgt	50764	737	26280	434	24484	303
5		(000)	230375	3058	111471	1631	118904	1427
6		Horz %	100.00	1.33	48.39	0.71	51.61	0.62
7		Vert %	100.00	100.00	100.00	100.00	100.00	100.00
8		Index	100	100	100	100	100	100
9	Male						*	*
10		Unwgt	26280	434	26280	434	0	0
11		(000)	111471	1631	111471	1631	0	0
12		Horz %	100.00	1.46	100.00	1.46	0.00	0.00
13		Vert %	48.39	53.33	100.00	100.00	0.00	0.00
14		Index	100	110	207	207	0	0
15	Female				*	*		
16		Unwgt	24484	303	0	0	24484	303
17		(000)	118904	1427	0	0	118904	1427
18		Horz %	100.00	1.20	0.00	0.00	100.00	1.20
19		Vert %	51.61	46.67	0.00	0.00	100.00	100.00
20		Index	100	90	0	0	194	194
21	Age 18-24					*		*
22		Unwgt	4063	50	2314	32	1749	18
23		(000)	29377	319	14849	163	14528	156
24		Horz %	100.00	1.09	50.55	0.56	49.45	0.53
25		Vert %	12.75	10.45	13.32	10.00	12.22	10.96
26		Index	100	82	104	78	96	86
27	Age 25-34							
28		Unwgt	8080	147	4218	85	3862	62
29		(000)	41280	686	20756	370	20524	316
30		Horz %	100.00	1.66	50.28	0.90	49.72	0.76
31		Vert %	17.92	22.42	18.62	22.68	17.26	22.13
32		Index	100	125	104	127	96	123
33	Age 35-44							
34		Unwgt	9539	233	5074	141	4465	92
35		(000)	40737	807	20147	454	20590	353
36		Horz %	100.00	1.98	49.46	1.11	50.54	0.87
37		Vert %	17.68	26.41	18.07	27.84	17.32	24.77
38		Index	100	149	102	157	98	140
39	Age 45-54							
40		Unwgt	10179	212	5388	125	4791	87
41		(000)	44531	928	21782	480	22749	449
42		Horz %	100.00	2.08	48.91	1.08	51.09	1.01
43		Vert %	19.33	30.36	19.54	29.42	19.13	31.44
44		Index	100	157	101	152	99	163
45	Age 55-64					*		*
46		Unwgt	8584	73	4412	42	4172	31
47		(000)	35695	232	17145	136	18550	96
48		Horz %	100.00	0.65	48.03	0.38	51.97	0.27
49		Vert %	15.49	7.58	15.38	8.32	15.60	6.73
50		Index	100	49	99	54	101	43
51	Age 65+			*		*		*
52		Unwgt	10319	22	4874	9	5445	13
53		(000)	38754	85	16791	28	21963	57
54		Horz %	100.00	0.22	43.33	0.07	56.67	0.15
55		Vert %	16.82	2.77	15.06	1.73	18.47	3.96
56		Index	100	16	90	10	110	24

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2								
57	Age 21+							
58		Unwgt	49151	714	25297	419	23854	295
59		(000)	217192	2893	104396	1541	112796	1352
60		Horz %	100.00	1.33	48.07	0.71	51.93	0.62
61		Vert %	94.28	94.60	93.65	94.50	94.86	94.72
62		Index	100	100	99	100	101	100
63	Age 21-34							
64		Unwgt	10530	174	5549	102	4981	72
65		(000)	57475	840	28531	443	28944	397
66		Horz %	100.00	1.46	49.64	0.77	50.36	0.69
67		Vert %	24.95	27.48	25.59	27.19	24.34	27.81
68		Index	100	110	103	109	98	111
69	Age 18-34							
70		Unwgt	12143	197	6532	117	5611	80
71		(000)	70657	1005	35605	533	35053	472
72		Horz %	100.00	1.42	50.39	0.75	49.61	0.67
73		Vert %	30.67	32.87	31.94	32.68	29.48	33.09
74		Index	100	107	104	107	96	108
75	Age 18-49							
76		Unwgt	26777	556	14373	328	12404	228
77		(000)	133969	2348	66829	1233	67140	1116
78		Horz %	100.00	1.75	49.88	0.92	50.12	0.83
79		Vert %	58.15	76.81	59.95	75.59	56.47	78.19
80		Index	100	132	103	130	97	134
81	Age 25-54							
82		Unwgt	27798	592	14680	351	13118	241
83		(000)	126548	2421	62685	1304	63863	1118
84		Horz %	100.00	1.91	49.53	1.03	50.47	0.88
85		Vert %	54.93	79.20	56.23	79.94	53.71	78.34
86		Index	100	144	102	146	98	143
87	Age 35-64							
88		Unwgt	28302	518	14874	308	13428	210
89		(000)	120963	1968	59074	1069	61889	898
90		Horz %	100.00	1.63	48.84	0.88	51.16	0.74
91		Vert %	52.51	64.35	53.00	65.58	52.05	62.95
92		Index	100	123	101	125	99	120
93	Age 50+							
94		Unwgt	23987	181	11907	106	12080	75
95		(000)	96406	709	44642	398	51764	311
96		Horz %	100.00	0.74	46.31	0.41	53.69	0.32
97		Vert %	41.85	23.19	40.05	24.41	43.53	21.81
98		Index	100	55	96	58	104	52
99	Median Age							
100		Unwgt						
101		(000)	45.80	41.50	45.00	41.50	46.70	41.30
102		Horz %						
103		Vert %						
104		Index						
105	Race: White Only							
106		Unwgt	38545	631	20124	367	18421	264
107		(000)	172664	2640	83100	1361	89564	1280
108		Horz %	100.00	1.53	48.13	0.79	51.87	0.74
109		Vert %	74.95	86.35	74.55	83.44	75.32	89.68
110		Index	100	115	99	111	101	120

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2								
111	Race: Black/African-American Only			*		*		*
112		Unwgted	5358	6	2489	2	2869	4
113		(000)	26062	27	11837	5	14225	22
114		Horz %	100.00	0.10	45.42	0.02	54.58	0.08
115		Vert %	11.31	0.88	10.62	0.32	11.96	1.52
116		Index	100	8	94	3	106	13
117	Race: Other Race/Multiple Classifications							*
118		Unwgted	6861	100	3667	65	3194	35
119		(000)	31649	390	16534	265	15115	126
120		Horz %	100.00	1.23	52.24	0.84	47.76	0.40
121		Vert %	13.74	12.77	14.83	16.24	12.71	8.80
122		Index	100	93	108	118	93	64
123	Spanish, Hispanic, Latino Origin or Descent							*
124		Unwgted	5242	109	2726	70	2516	39
125		(000)	32152	503	16538	333	15614	170
126		Horz %	100.00	1.56	51.44	1.03	48.56	0.53
127		Vert %	13.96	16.44	14.84	20.40	13.13	11.91
128		Index	100	118	106	146	94	85
129	Personally Speak Only Spanish at Home			*		*		*
130		Unwgted	806	4	406	4	400	0
131		(000)	8547	35	4453	35	4094	0
132		Horz %	100.00	0.41	52.10	0.41	47.90	0.00
133		Vert %	3.71	1.16	3.99	2.18	3.44	0.00
134		Index	100	31	108	59	93	0
135	Personally Speak Mostly Spanish, but Some English, at Home			*		*		*
136		Unwgted	1218	10	661	9	557	1
137		(000)	8824	67	4659	63	4165	4
138		Horz %	100.00	0.76	52.80	0.71	47.20	0.05
139		Vert %	3.83	2.20	4.18	3.85	3.50	0.31
140		Index	100	57	109	101	91	8
141	Personally Speak Spanish and English Equally at Home			*		*		*
142		Unwgted	125	2	71	2	54	0
143		(000)	1077	33	574	33	503	0
144		Horz %	100.00	3.11	53.33	3.11	46.67	0.00
145		Vert %	0.47	1.09	0.52	2.05	0.42	0.00
146		Index	100	234	110	439	90	0
147	Highest Level Education Completed/Highest Degree: Master's Degree or Professional School Degree or Doctorate Degree					*		*
148		Unwgted	6776	79	3694	42	3082	37
149		(000)	22020	244	10873	110	11147	134
150		Horz %	100.00	1.11	49.38	0.50	50.62	0.61
151		Vert %	9.56	7.98	9.75	6.72	9.37	9.42
152		Index	100	84	102	70	98	99
153	Highest Level Education Completed/Highest Degree: Bachelor's Degree							
154		Unwgted	11531	243	6015	134	5516	109
155		(000)	40983	817	19645	402	21338	415
156		Horz %	100.00	1.99	47.93	0.98	52.07	1.01
157		Vert %	17.79	26.73	17.62	24.65	17.95	29.11
158		Index	100	150	99	139	101	164
159	Highest Level Education Completed/Highest Degree: Associate Degree, Academic			*		*		*
160		Unwgted	2455	39	1069	23	1386	16
161		(000)	8920	185	3595	108	5326	77
162		Horz %	100.00	2.07	40.30	1.21	59.70	0.86
163		Vert %	3.87	6.05	3.22	6.63	4.48	5.39
164		Index	100	156	83	171	116	139

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2								
165	Highest Level Education			*		*		*
166	Completed/Highest Degree:	Unwgt	3022	48	1491	28	1531	20
167	Associate Degree,	(000)	11493	171	5089	76	6404	95
168	Occupational/Vocational	Horz %	100.00	1.49	44.28	0.66	55.72	0.83
169		Vert %	4.99	5.59	4.57	4.64	5.39	6.67
170		Index	100	112	92	93	108	134
171	Highest Level Education							
172	Completed/Highest Degree:	Unwgt	10967	165	5521	100	5446	65
173	Some College, But No Degree	(000)	44277	596	20849	317	23427	279
174		Horz %	100.00	1.35	47.09	0.72	52.91	0.63
175		Vert %	19.22	19.50	18.70	19.42	19.70	19.58
176		Index	100	101	97	101	103	102
177	Highest Level Education							*
178	Completed/Highest Degree:	Unwgt	11623	132	6110	89	5513	43
179	High School Graduate - High	(000)	71029	798	35255	478	35775	320
180	School Diploma or Equivalent,	Horz %	100.00	1.12	49.63	0.67	50.37	0.45
181	such as GED	Vert %	30.83	26.10	31.63	29.29	30.09	22.46
182		Index	100	85	103	95	98	73
183	Highest Level Education			*		*		*
184	Completed/Highest Degree:	Unwgt	4390	31	2380	18	2010	13
185	Did Not Graduate High School	(000)	31652	246	16165	141	15487	105
186		Horz %	100.00	0.78	51.07	0.45	48.93	0.33
187		Vert %	13.74	8.05	14.50	8.65	13.02	7.37
188		Index	100	59	106	63	95	54
189	Currently Attending College or					*		*
190	University	Unwgt	3923	62	1833	37	2090	25
191		(000)	19381	248	8675	126	10706	122
192		Horz %	100.00	1.28	44.76	0.65	55.24	0.63
193		Vert %	8.41	8.11	7.78	7.74	9.00	8.52
194		Index	100	96	93	92	107	101
195	Employed Full-Time							
196		Unwgt	26249	521	16019	339	10230	182
197		(000)	110329	1974	63217	1196	47112	777
198		Horz %	100.00	1.79	57.30	1.08	42.70	0.70
199		Vert %	47.89	64.55	56.71	73.37	39.62	54.46
200		Index	100	135	118	153	83	114
201	Employed Part-Time					*		*
202		Unwgt	5913	82	2328	43	3585	39
203		(000)	27672	358	10154	159	17518	199
204		Horz %	100.00	1.29	36.69	0.58	63.31	0.72
205		Vert %	12.01	11.70	9.11	9.76	14.73	13.92
206		Index	100	97	76	81	123	116
207	Not Employed							
208		Unwgt	18602	134	7933	52	10669	82
209		(000)	92373	726	38100	275	54274	451
210		Horz %	100.00	0.79	41.25	0.30	58.75	0.49
211		Vert %	40.10	23.75	34.18	16.86	45.64	31.62
212		Index	100	59	85	42	114	79
213	Temporarily Employed			*		*		*
214		Unwgt	2975	42	1574	22	1401	20
215		(000)	18093	235	10077	141	8016	94
216		Horz %	100.00	1.30	55.70	0.78	44.30	0.52
217		Vert %	7.85	7.70	9.04	8.65	6.74	6.61
218		Index	100	98	115	110	86	84

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2								
219	Retired (Not Employed)			*		*		*
220		Unwgted	10044	29	4852	15	5192	14
221		(000)	39775	117	18414	55	21362	62
222		Horz %	100.00	0.29	46.29	0.14	53.71	0.16
223		Vert %	17.27	3.83	16.52	3.39	17.97	4.33
224		Index	100	22	96	20	104	25
225	Not Employed; Principal Shopper for HH			*	*	*		*
226		Unwgted	2555	35	42	0	2513	35
227		(000)	15405	227	227	0	15178	227
228		Horz %	100.00	1.47	1.47	0.00	98.53	1.47
229		Vert %	6.69	7.41	0.20	0.00	12.76	15.88
230		Index	100	111	3	0	191	237
231	Occupation: Professional and Related Occupations							
232		Unwgted	7709	147	3696	83	4013	64
233		(000)	30625	553	13145	280	17479	273
234		Horz %	100.00	1.80	42.92	0.91	57.08	0.89
235		Vert %	13.29	18.08	11.79	17.14	14.70	19.14
236		Index	100	136	89	129	111	144
237	Occupation: Management, Business and Financial Operations							
238		Unwgted	6629	151	4171	92	2458	59
239		(000)	21389	449	12127	244	9262	205
240		Horz %	100.00	2.10	56.70	1.14	43.30	0.96
241		Vert %	9.28	14.70	10.88	14.97	7.79	14.39
242		Index	100	158	117	161	84	155
243	Occupation: Sales and Office Occupations							
244		Unwgted	6696	114	2631	53	4065	61
245		(000)	32500	501	12294	203	20206	298
246		Horz %	100.00	1.54	37.83	0.62	62.17	0.92
247		Vert %	14.11	16.38	11.03	12.46	16.99	20.85
248		Index	100	116	78	88	120	148
249	Occupation: Natural Resources, Construction and Maintenance Occupations							*
250		Unwgted	2865	68	2788	67	77	1
251		(000)	12920	272	12352	270	568	1
252		Horz %	100.00	2.10	95.60	2.09	4.40	0.01
253		Vert %	5.61	8.88	11.08	16.59	0.48	0.08
254		Index	100	158	198	296	9	1
255	Occupation: Other Employed							*
256		Unwgted	8263	123	5061	87	3202	36
257		(000)	40568	557	23453	358	17115	199
258		Horz %	100.00	1.37	57.81	0.88	42.19	0.49
259		Vert %	17.61	18.22	21.04	21.98	14.39	13.91
260		Index	100	103	119	125	82	79
261	Household Income: \$250,000+			*		*		*
262		Unwgted	1541	26	933	18	608	8
263		(000)	5192	76	2778	45	2413	31
264		Horz %	100.00	1.47	53.51	0.88	46.49	0.59
265		Vert %	2.25	2.50	2.49	2.79	2.03	2.16
266		Index	100	111	111	124	90	96
267	Household Income: \$200,000-\$249,999			*		*		*
268		Unwgted	1413	24	855	17	558	7
269		(000)	5128	94	2673	50	2455	44
270		Horz %	100.00	1.83	52.12	0.97	47.88	0.86
271		Vert %	2.23	3.06	2.40	3.04	2.06	3.09
272		Index	100	138	108	136	93	139

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1								
2								
273	Household Income: \$150,000- \$199,999					*		*
274		Unwgted	3390	75	2024	40	1366	35
275		(000)	13415	259	6952	105	6462	154
276		Horz %	100.00	1.93	51.83	0.79	48.17	1.15
277		Vert %	5.82	8.48	6.24	6.46	5.43	10.79
278		Index	100	146	107	111	93	185
279	Household Income: \$100,000- \$149,999							
280		Unwgted	7381	152	4323	89	3058	63
281		(000)	34172	688	17408	343	16763	346
282		Horz %	100.00	2.01	50.94	1.00	49.06	1.01
283		Vert %	14.83	22.51	15.62	21.02	14.10	24.22
284		Index	100	152	105	142	95	163
285	Household Income: \$75,000- \$99,999							*
286		Unwgted	6745	139	3819	91	2926	48
287		(000)	31027	579	15877	351	15150	229
288		Horz %	100.00	1.87	51.17	1.13	48.83	0.74
289		Vert %	13.47	18.95	14.24	21.50	12.74	16.03
290		Index	100	141	106	160	95	119
291	Household Income: \$60,000- \$74,999					*		*
292		Unwgted	5572	84	3008	42	2564	42
293		(000)	25077	314	12701	127	12375	187
294		Horz %	100.00	1.25	50.65	0.51	49.35	0.75
295		Vert %	10.89	10.27	11.39	7.80	10.41	13.10
296		Index	100	94	105	72	96	120
297	Household Income: \$50,000- \$59,999					*		*
298		Unwgted	4048	58	2139	40	1909	18
299		(000)	18911	311	9469	209	9442	103
300		Horz %	100.00	1.65	50.07	1.10	49.93	0.54
301		Vert %	8.21	10.18	8.49	12.79	7.94	7.20
302		Index	100	124	103	156	97	88
303	Household Income: \$40,000- \$49,999					*		*
304		Unwgted	5142	54	2602	33	2540	21
305		(000)	20203	209	9915	129	10287	80
306		Horz %	100.00	1.03	49.08	0.64	50.92	0.40
307		Vert %	8.77	6.82	8.89	7.89	8.65	5.61
308		Index	100	78	101	90	99	64
309	Household Income: \$30,000- \$39,999			*		*		*
310		Unwgted	4923	46	2319	26	2604	20
311		(000)	22348	201	10626	120	11722	81
312		Horz %	100.00	0.90	47.55	0.54	52.45	0.36
313		Vert %	9.70	6.58	9.53	7.36	9.86	5.70
314		Index	100	68	98	76	102	59
315	Household Income: Under \$20,000			*		*		*
316		Unwgted	4715	37	2053	18	2662	19
317		(000)	22989	126	10476	76	12513	51
318		Horz %	100.00	0.55	45.57	0.33	54.43	0.22
319		Vert %	9.98	4.13	9.40	4.63	10.52	3.55
320		Index	100	41	94	46	105	36
321	Median Household Income (\$00)							
322		Unwgted						
323		(000)	59.40	82.30	63.10	80.60	55.90	84.80
324		Horz %						
325		Vert %						
326		Index						

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Hits ("Jack," etc.) (Total Week Cume)
2								
327	Marital Status: Single, Never Married							
328		Unwgted	11552	184	6291	113	5261	71
329		(000)	61704	792	33680	472	28024	320
330		Horz %	100.00	1.28	54.58	0.77	45.42	0.52
331		Vert %	26.78	25.91	30.21	28.96	23.57	22.43
332		Index	100	97	113	108	88	84
333	Marital Status: Currently Married							
334		Unwgted	26908	413	15690	259	11218	154
335		(000)	124920	1790	62393	972	62527	818
336		Horz %	100.00	1.43	49.95	0.78	50.05	0.65
337		Vert %	54.22	58.55	55.97	59.62	52.59	57.33
338		Index	100	108	103	110	97	106
339	Marital Status: Legally Separated, Divorced, or Widowed							
340		Unwgted	12304	140	4299	62	8005	78
341		(000)	43750	475	15398	186	28353	289
342		Horz %	100.00	1.09	35.19	0.43	64.81	0.66
343		Vert %	18.99	15.54	13.81	11.42	23.85	20.24
344		Index	100	82	73	60	126	107
345	Marital Status: Engaged to be Married			*		*		*
346		Unwgted	2017	27	1127	20	890	7
347		(000)	10916	108	5674	86	5242	21
348		Horz %	100.00	0.99	51.98	0.79	48.02	0.19
349		Vert %	4.74	3.52	5.09	5.30	4.41	1.48
350		Index	100	74	107	112	93	31
351	Marital Status: Sole Parent (Single Parent)					*		*
352		Unwgted	3472	57	647	18	2825	39
353		(000)	12162	201	2146	66	10017	135
354		Horz %	100.00	1.65	17.64	0.54	82.36	1.11
355		Vert %	5.28	6.58	1.92	4.06	8.42	9.46
356		Index	100	125	36	77	160	179
357	Any Child(ren) Under Age 18 Living in Household							
358		Unwgted	18919	359	9643	215	9276	144
359		(000)	92793	1571	42721	829	50072	742
360		Horz %	100.00	1.69	46.04	0.89	53.96	0.80
361		Vert %	40.28	51.37	38.33	50.82	42.11	51.99
362		Index	100	128	95	126	105	129
363	1 Child Under Age 18 Living in Household							
364		Unwgted	7680	140	3824	81	3856	59
365		(000)	38924	673	17940	370	20984	303
366		Horz %	100.00	1.73	46.09	0.95	53.91	0.78
367		Vert %	16.90	22.02	16.09	22.69	17.65	21.26
368		Index	100	130	95	134	104	126
369	2 Children Under Age 18 Living in Household							
370		Unwgted	7061	142	3684	87	3377	55
371		(000)	32339	540	15096	260	17243	280
372		Horz %	100.00	1.67	46.68	0.81	53.32	0.87
373		Vert %	14.04	17.67	13.54	15.97	14.50	19.61
374		Index	100	126	96	114	103	140
375	3 Children Under Age 18 Living in Household					*		*
376		Unwgted	2928	58	1493	35	1435	23
377		(000)	14381	257	6411	150	7970	107
378		Horz %	100.00	1.78	44.58	1.04	55.42	0.74
379		Vert %	6.24	8.39	5.75	9.20	6.70	7.47
380		Index	100	134	92	147	107	120

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

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2								
381	4 or More Children Under Age 18 Living in Household			*		*		*
382		Unwgted	1250	19	642	12	608	7
383		(000)	7150	101	3275	48	3875	52
384		Horz %	100.00	1.41	45.81	0.68	54.19	0.73
385		Vert %	3.10	3.29	2.94	2.97	3.26	3.65
386		Index	100	106	95	96	105	118
387	No Children Under Age 18 Living in Household							
388		Unwgted	31845	378	16637	219	15208	159
389		(000)	137581	1487	68749	802	68832	685
390		Horz %	100.00	1.08	49.97	0.58	50.03	0.50
391		Vert %	59.72	48.63	61.67	49.18	57.89	48.01
392		Index	100	81	103	82	97	80
393	Own Residence							
394		Unwgted	36594	521	19385	315	17209	206
395		(000)	158745	2090	77287	1089	81458	1001
396		Horz %	100.00	1.32	48.69	0.69	51.31	0.63
397		Vert %	68.91	68.35	69.33	66.78	68.51	70.13
398		Index	100	99	101	97	99	102
399	Rent Residence							
400		Unwgted	13685	212	6657	117	7028	95
401		(000)	69564	938	33253	527	36311	411
402		Horz %	100.00	1.35	47.80	0.76	52.20	0.59
403		Vert %	30.20	30.69	29.83	32.34	30.54	28.79
404		Index	100	102	99	107	101	95
405	Live Rent-Free in Residence			*		*		*
406		Unwgted	485	4	238	2	247	2
407		(000)	2066	30	931	14	1135	15
408		Horz %	100.00	1.43	45.07	0.69	54.93	0.74
409		Vert %	0.90	0.97	0.84	0.87	0.95	1.07
410		Index	100	108	93	98	106	120
411	Census Region: North East			*		*		*
412		Unwgted	11668	15	5967	8	5701	7
413		(000)	42098	98	20126	27	21972	71
414		Horz %	100.00	0.23	47.81	0.06	52.19	0.17
415		Vert %	18.27	3.22	18.06	1.67	18.48	4.99
416		Index	100	18	99	9	101	27
417	Census Region: South							
418		Unwgted	16233	182	8242	102	7991	80
419		(000)	85385	847	41027	432	44358	415
420		Horz %	100.00	0.99	48.05	0.51	51.95	0.49
421		Vert %	37.06	27.69	36.81	26.50	37.31	29.05
422		Index	100	75	99	72	101	78
423	Census Region: Midwest							*
424		Unwgted	11708	133	6108	84	5600	49
425		(000)	50288	461	24410	254	25878	207
426		Horz %	100.00	0.92	48.54	0.51	51.46	0.41
427		Vert %	21.83	15.07	21.90	15.59	21.76	14.47
428		Index	100	69	100	71	100	66
429	Census Region: West							
430		Unwgted	11155	407	5963	240	5192	167
431		(000)	52603	1652	25907	917	26696	735
432		Horz %	100.00	3.14	49.25	1.74	50.75	1.40
433		Vert %	22.83	54.02	23.24	56.24	22.45	51.48
434		Index	100	237	102	246	98	225

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

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2								
435	Census Sub-Region: New England			*		*		*
436		Unwgted	2968	0	1509	0	1459	0
437		(000)	11005	0	5282	0	5723	0
438		Horz %	100.00	0.00	47.99	0.00	52.01	0.00
439		Vert %	4.78	0.00	4.74	0.00	4.81	0.00
440		Index	100	0	99	0	101	0
441	Census Sub-Region: Mid Atlantic			*		*		*
442		Unwgted	8700	15	4458	8	4242	7
443		(000)	31094	98	14845	27	16249	71
444		Horz %	100.00	0.32	47.74	0.09	52.26	0.23
445		Vert %	13.50	3.22	13.32	1.67	13.67	4.99
446		Index	100	24	99	12	101	37
447	Census Sub-Region: South Atlantic					*		*
448		Unwgted	9447	54	4714	27	4733	27
449		(000)	43998	311	20966	116	23032	196
450		Horz %	100.00	0.71	47.65	0.26	52.35	0.44
451		Vert %	19.10	10.19	18.81	7.11	19.37	13.70
452		Index	100	53	98	37	101	72
453	Census Sub-Region: East South Central			*		*		*
454		Unwgted	2111	20	1067	11	1044	9
455		(000)	15182	132	7348	70	7833	62
456		Horz %	100.00	0.87	48.40	0.46	51.60	0.41
457		Vert %	6.59	4.33	6.59	4.32	6.59	4.35
458		Index	100	66	100	66	100	66
459	Census Sub-Region: West South Central							*
460		Unwgted	4675	108	2461	64	2214	44
461		(000)	26206	403	12713	246	13493	157
462		Horz %	100.00	1.54	48.51	0.94	51.49	0.60
463		Vert %	11.38	13.17	11.40	15.07	11.35	11.00
464		Index	100	116	100	133	100	97
465	Census Sub-Region: East North Central					*		*
466		Unwgted	9127	84	4715	49	4412	35
467		(000)	35069	221	17002	102	18067	119
468		Horz %	100.00	0.63	48.48	0.29	51.52	0.34
469		Vert %	15.22	7.22	15.25	6.23	15.19	8.36
470		Index	100	47	100	41	100	55
471	Census Sub-Region: West North Central			*		*		*
472		Unwgted	2581	49	1393	35	1188	14
473		(000)	15219	240	7407	153	7812	87
474		Horz %	100.00	1.58	48.67	1.00	51.33	0.57
475		Vert %	6.61	7.85	6.65	9.36	6.57	6.12
476		Index	100	119	101	142	99	93
477	Census Sub-Region: Mountain			*		*		*
478		Unwgted	2724	34	1482	20	1242	14
479		(000)	15864	222	7997	118	7867	104
480		Horz %	100.00	1.40	50.41	0.75	49.59	0.65
481		Vert %	6.89	7.26	7.17	7.26	6.62	7.26
482		Index	100	105	104	105	96	105
483	Census Sub-Region: Pacific							
484		Unwgted	8431	373	4481	220	3950	153
485		(000)	36739	1430	17910	799	18829	631
486		Horz %	100.00	3.89	48.75	2.17	51.25	1.72
487		Vert %	15.95	46.76	16.07	48.98	15.84	44.22
488		Index	100	293	101	307	99	277

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2								
489	County Size: A							
490		Unwgt	29018	555	14991	330	14027	225
491		(000)	94997	1946	46021	1052	48976	894
492		Horz %	100.00	2.05	48.45	1.11	51.55	0.94
493		Vert %	41.24	63.65	41.29	64.51	41.19	62.65
494		Index	100	154	100	156	100	152
495	County Size: B							
496		Unwgt	12013	134	6243	79	5770	55
497		(000)	70160	783	33876	414	36284	369
498		Horz %	100.00	1.12	48.28	0.59	51.72	0.53
499		Vert %	30.45	25.60	30.39	25.40	30.52	25.83
500		Index	100	84	100	83	100	85
501	County Size: C			*		*		*
502		Unwgt	5679	14	2963	9	2716	5
503		(000)	33516	67	16165	42	17351	26
504		Horz %	100.00	0.20	48.23	0.12	51.77	0.08
505		Vert %	14.55	2.20	14.50	2.55	14.59	1.79
506		Index	100	15	100	18	100	12
507	County Size: D			*		*		*
508		Unwgt	4054	34	2083	16	1971	18
509		(000)	31701	262	15408	123	16293	139
510		Horz %	100.00	0.83	48.60	0.39	51.40	0.44
511		Vert %	13.76	8.56	13.82	7.54	13.70	9.72
512		Index	100	62	100	55	100	71
513	Radio Formats: Adult Contemporary (Mon-Sun 24-Hr Cume)							
514		Unwgt	8525	232	3708	118	4817	114
515		(000)	38188	945	15124	439	23064	506
516		Horz %	100.00	2.47	39.60	1.15	60.40	1.32
517		Vert %	16.58	30.90	13.57	26.95	19.40	35.43
518		Index	100	186	82	163	117	214
519	Radio Formats: Adult Hits (Jack, etc.) (Mon-Sun 24-Hr Cume)							
520		Unwgt	737	737	434	434	303	303
521		(000)	3058	3058	1631	1631	1427	1427
522		Horz %	100.00	100.00	53.33	53.33	46.67	46.67
523		Vert %	1.33	100.00	1.46	100.00	1.20	100.00
524		Index	100	7535	110	7535	90	7535
525	Radio Formats: Adult Standards/Easy Listening (Mon-Sun 24-Hr Cume)			*		*		*
526		Unwgt	539	3	270	1	269	2
527		(000)	2702	12	1185	3	1518	9
528		Horz %	100.00	0.46	43.84	0.11	56.16	0.35
529		Vert %	1.17	0.40	1.06	0.18	1.28	0.66
530		Index	100	34	91	15	109	56
531	Radio Formats: All News (Mon-Sun 24-Hr Cume)					*		*
532		Unwgt	3825	67	2307	35	1518	32
533		(000)	9833	198	5539	87	4295	111
534		Horz %	100.00	2.01	56.33	0.89	43.67	1.13
535		Vert %	4.27	6.48	4.97	5.35	3.61	7.77
536		Index	100	152	116	125	85	182
537	Radio Formats: All Sports (Mon-Sun 24-Hr Cume)							*
538		Unwgt	3855	67	3222	56	633	11
539		(000)	12824	252	10318	208	2507	45
540		Horz %	100.00	1.97	80.45	1.62	19.55	0.35
541		Vert %	5.57	8.25	9.26	12.73	2.11	3.13
542		Index	100	148	166	229	38	56

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2								
543	Radio Formats: All Talk (Mon-Sun 24-Hr Cume)			*		*		*
544		Unwgtd	1386	28	922	22	464	6
545		(000)	5131	106	3233	76	1897	30
546		Horz %	100.00	2.07	63.02	1.49	36.98	0.58
547		Vert %	2.23	3.47	2.90	4.68	1.60	2.08
548		Index	100	156	130	210	72	93
549	Radio Formats: Alternative (Mon-Sun 24-Hr Cume)							
550		Unwgtd	3593	219	2194	145	1399	74
551		(000)	15471	775	8671	494	6800	281
552		Horz %	100.00	5.01	56.05	3.19	43.95	1.82
553		Vert %	6.72	25.36	7.78	30.30	5.72	19.71
554		Index	100	378	116	451	85	294
555	Radio Formats: CHR/Top 40 (Mon-Sun 24-Hr Cume)							
556		Unwgtd	8799	174	3958	86	4841	88
557		(000)	44088	806	18463	344	25625	461
558		Horz %	100.00	1.83	41.88	0.78	58.12	1.05
559		Vert %	19.14	26.35	16.56	21.12	21.55	32.33
560		Index	100	138	87	110	113	169
561	Radio Formats: Classic Hits (Mon-Sun 24-Hr Cume)							*
562		Unwgtd	3032	95	1723	55	1309	40
563		(000)	13875	390	7377	221	6498	169
564		Horz %	100.00	2.81	53.17	1.59	46.83	1.22
565		Vert %	6.02	12.75	6.62	13.54	5.46	11.85
566		Index	100	212	110	225	91	197
567	Radio Formats: Classic Rock (Mon-Sun 24-Hr Cume)							*
568		Unwgtd	4432	174	3001	125	1431	49
569		(000)	20642	707	13324	433	7318	274
570		Horz %	100.00	3.43	64.55	2.10	35.45	1.33
571		Vert %	8.96	23.13	11.95	26.53	6.15	19.23
572		Index	100	258	133	296	69	215
573	Radio Formats: Classical (Mon-Sun 24-Hr Cume)			*		*		*
574		Unwgtd	1771	18	934	11	837	7
575		(000)	6064	61	3018	26	3046	35
576		Horz %	100.00	1.01	49.76	0.43	50.24	0.58
577		Vert %	2.63	2.00	2.71	1.60	2.56	2.45
578		Index	100	76	103	61	97	93
579	Radio Formats: Country (Mon-Sun 24-Hr Cume)							
580		Unwgtd	8534	140	4291	74	4243	66
581		(000)	46390	666	21500	301	24890	366
582		Horz %	100.00	1.44	46.35	0.65	53.65	0.79
583		Vert %	20.14	21.79	19.29	18.44	20.93	25.63
584		Index	100	108	96	92	104	127
585	Radio Formats: Ethnic (Mon-Sun 24-Hr Cume)			*		*		*
586		Unwgtd	273	5	147	3	126	2
587		(000)	1081	7	544	3	537	3
588		Horz %	100.00	0.60	50.31	0.31	49.69	0.29
589		Vert %	0.47	0.21	0.49	0.21	0.45	0.22
590		Index	100	45	104	44	96	47
591	Radio Formats: Gospel (Mon-Sun 24-Hr Cume)			*		*		*
592		Unwgtd	819	4	311	2	508	2
593		(000)	4222	29	1601	11	2621	18
594		Horz %	100.00	0.68	37.93	0.26	62.07	0.42
595		Vert %	1.83	0.94	1.44	0.66	2.20	1.25
596		Index	100	51	78	36	120	68

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2								
597	Radio Formats: Hispanic - All Genres (Mon-Sun 24-Hr Cume)			*		*		*
598		Unwgted	2249	45	1178	30	1071	15
599		(000)	15622	229	8027	160	7594	69
600		Horz %	100.00	1.46	51.39	1.02	48.61	0.44
601		Vert %	6.78	7.48	7.20	9.80	6.39	4.83
602		Index	100	110	106	144	94	71
603	Radio Formats: Hot AC (Mon-Sun 24-Hr Cume)			*		*		*
604		Unwgted	2567	81	978	37	1589	44
605		(000)	12122	358	4191	127	7931	232
606		Horz %	100.00	2.96	34.57	1.05	65.43	1.91
607		Vert %	5.26	11.72	3.76	7.78	6.67	16.23
608		Index	100	223	71	148	127	308
609	Radio Formats: Hot Country (Mon-Sun 24-Hr Cume)			*		*		*
610		Unwgted	1753	36	668	14	1085	22
611		(000)	10170	202	3398	44	6772	158
612		Horz %	100.00	1.99	33.41	0.44	66.59	1.55
613		Vert %	4.41	6.61	3.05	2.72	5.70	11.06
614		Index	100	150	69	62	129	251
615	Radio Formats: Hurban (Mon-Sun 24-Hr Cume)			*		*		*
616		Unwgted	356	8	182	4	174	4
617		(000)	2290	61	1206	36	1084	26
618		Horz %	100.00	2.68	52.67	1.57	47.33	1.12
619		Vert %	0.99	2.01	1.08	2.20	0.91	1.79
620		Index	100	202	109	222	92	180
621	Radio Formats: Jazz (Mon-Sun 24-Hr Cume)			*		*		*
622		Unwgted	1138	39	637	24	501	15
623		(000)	3902	124	2114	63	1788	61
624		Horz %	100.00	3.18	54.17	1.62	45.83	1.57
625		Vert %	1.69	4.06	1.90	3.87	1.50	4.29
626		Index	100	240	112	228	89	253
627	Radio Formats: Mexican/Tejano/Ranchera (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
628		Unwgted	890	19	511	13	379	6
629		(000)	6766	76	3651	57	3115	19
630		Horz %	100.00	1.13	53.96	0.85	46.04	0.28
631		Vert %	2.94	2.50	3.28	3.52	2.62	1.32
632		Index	100	85	112	120	89	45
633	Radio Formats: News/Talk (Mon-Sun 24-Hr Cume)			*		*		*
634		Unwgted	7780	122	4790	79	2990	43
635		(000)	26067	407	15441	245	10626	162
636		Horz %	100.00	1.56	59.23	0.94	40.77	0.62
637		Vert %	11.32	13.31	13.85	15.05	8.94	11.33
638		Index	100	118	122	133	79	100
639	Radio Formats: Oldies (Mon-Sun 24-Hr Cume)			*		*		*
640		Unwgted	2627	52	1408	36	1219	16
641		(000)	12292	240	6168	135	6124	104
642		Horz %	100.00	1.95	50.18	1.10	49.82	0.85
643		Vert %	5.34	7.83	5.53	8.28	5.15	7.32
644		Index	100	147	104	155	97	137
645	Radio Formats: Public (Mon-Sun 24-Hr Cume)			*		*		*
646		Unwgted	2643	47	1367	24	1276	23
647		(000)	9819	169	4722	82	5097	88
648		Horz %	100.00	1.73	48.09	0.83	51.91	0.89
649		Vert %	4.26	5.54	4.24	5.03	4.29	6.13
650		Index	100	130	99	118	101	144

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Hits ("Jack," etc.) (Total Week Cume)
2								
651	Radio Formats: Religious (Mon-Sun 24-Hr Cume)						*	*
652		Unwgt	3833	64	1618	35	2215	29
653		(000)	17826	250	6593	135	11233	116
654		Horz %	100.00	1.40	36.98	0.75	63.02	0.65
655		Vert %	7.74	8.18	5.91	8.25	9.45	8.11
656		Index	100	106	76	107	122	105
657	Radio Formats: Rhythmic (Mon-Sun 24-Hr Cume)			*		*		*
658		Unwgt	2879	46	1419	23	1460	23
659		(000)	14270	247	6744	113	7526	134
660		Horz %	100.00	1.73	47.26	0.79	52.74	0.94
661		Vert %	6.19	8.09	6.05	6.94	6.33	9.41
662		Index	100	131	98	112	102	152
663	Radio Formats: Rock (Mon-Sun 24-Hr Cume)							
664		Unwgt	5056	219	3241	157	1815	62
665		(000)	22282	865	13599	585	8683	281
666		Horz %	100.00	3.88	61.03	2.62	38.97	1.26
667		Vert %	9.67	28.30	12.20	35.86	7.30	19.67
668		Index	100	293	126	371	76	203
669	Radio Formats: Soft Adult Contemporary/Lite Rock (Mon-Sun 24-Hr Cume)			*		*		*
670		Unwgt	1928	19	760	11	1168	8
671		(000)	8571	96	3028	60	5543	36
672		Horz %	100.00	1.12	35.33	0.70	64.67	0.42
673		Vert %	3.72	3.13	2.72	3.68	4.66	2.50
674		Index	100	84	73	99	125	67
675	Radio Formats: Spanish AC (subset of "Hispanic") (Mon-Sun 24-Hr Cume)			*		*		*
676		Unwgt	725	16	347	10	378	6
677		(000)	4946	72	2297	40	2649	33
678		Horz %	100.00	1.46	46.44	0.80	53.56	0.66
679		Vert %	2.15	2.37	2.06	2.43	2.23	2.30
680		Index	100	110	96	113	104	107
681	Radio Formats: Tropical (subset of Hispanic) (Mon-Sun 24-Hr Cume)			*		*		*
682		Unwgt	311	2	161	2	150	0
683		(000)	1886	14	1056	14	830	0
684		Horz %	100.00	0.76	56.00	0.76	44.00	0.00
685		Vert %	0.82	0.47	0.95	0.87	0.70	0.00
686		Index	100	57	116	107	85	0
687	Radio Formats: Urban - All Genres (Mon-Sun 24-Hr Cume)					*		*
688		Unwgt	5552	52	2624	27	2928	25
689		(000)	27519	247	12691	124	14829	124
690		Horz %	100.00	0.90	46.12	0.45	53.88	0.45
691		Vert %	11.95	8.09	11.38	7.58	12.47	8.66
692		Index	100	68	95	63	104	73
693	Radio Formats: Urban AC (Mon-Sun 24-Hr Cume)			*		*		*
694		Unwgt	863	21	373	13	490	8
695		(000)	4247	118	1745	70	2503	48
696		Horz %	100.00	2.78	41.07	1.66	58.93	1.12
697		Vert %	1.84	3.86	1.57	4.32	2.10	3.33
698		Index	100	209	85	234	114	181
699	Radio Formats: Urban Oldies (Mon-Sun 24-Hr Cume)			*		*		*
700		Unwgt	232	5	117	2	115	3
701		(000)	1517	34	738	15	779	20
702		Horz %	100.00	2.27	48.66	0.99	51.34	1.29
703		Vert %	0.66	1.13	0.66	0.92	0.66	1.37
704		Index	100	171	101	139	99	207

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Hits ("Jack," etc.) Format (Total Week Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Hits ("Jack," etc.) (Total Week Cume)
2								
705	Radio Formats: Variety (Mon-Sun 24-Hr Cume)			*		*		*
706		Unwgted	1406	20	796	16	610	4
707		(000)	6356	97	3473	85	2883	13
708		Horz %	100.00	1.53	54.64	1.33	45.36	0.20
709		Vert %	2.76	3.19	3.12	5.18	2.42	0.90
710		Index	100	116	113	188	88	33
711	Listen to Traffic Reports							
712		Unwgted	28850	468	15670	278	13180	190
713		(000)	120723	1876	60610	976	60113	900
714		Horz %	100.00	1.55	50.21	0.81	49.79	0.75
715		Vert %	52.40	61.36	54.37	59.88	50.56	63.05
716		Index	100	117	104	114	96	120
717	Listen to Any Sports Play-by-Play on Radio							*
718		Unwgted	9164	144	6438	110	2726	34
719		(000)	38468	534	25046	381	13423	153
720		Horz %	100.00	1.39	65.11	0.99	34.89	0.40
721		Vert %	16.70	17.47	22.47	23.37	11.29	10.73
722		Index	100	105	135	140	68	64
723	Radio Daypart Cumes: Monday-Sunday 24-Hours							
724		Unwgted	42006	705	22222	418	19784	287
725		(000)	188851	2929	92691	1576	96159	1353
726		Horz %	100.00	1.55	49.08	0.83	50.92	0.72
727		Vert %	81.98	95.80	83.15	96.68	80.87	94.80
728		Index	100	117	101	118	99	116
729	Radio Daypart Cumes: Weekday 6-10AM							
730		Unwgted	26258	486	14399	293	11859	193
731		(000)	112676	2042	56948	1115	55728	926
732		Horz %	100.00	1.81	50.54	0.99	49.46	0.82
733		Vert %	48.91	66.77	51.09	68.41	46.87	64.90
734		Index	100	137	104	140	96	133
735	Radio Daypart Cumes: Weekday 10AM-3PM							
736		Unwgted	18640	360	10125	215	8515	145
737		(000)	84177	1504	42668	793	41510	711
738		Horz %	100.00	1.79	50.69	0.94	49.31	0.84
739		Vert %	36.54	49.19	38.28	48.63	34.91	49.83
740		Index	100	135	105	133	96	136
741	Radio Daypart Cumes: Weekday 3-7PM							
742		Unwgted	22605	457	12448	281	10157	176
743		(000)	98984	1799	50585	1008	48399	791
744		Horz %	100.00	1.82	51.10	1.02	48.90	0.80
745		Vert %	42.97	58.83	45.38	61.83	40.70	55.41
746		Index	100	137	106	144	95	129
747	Radio Daypart Cumes: Weekday 7PM-Midnight							
748		Unwgted	7585	153	4181	94	3404	59
749		(000)	35636	611	18732	330	16904	282
750		Horz %	100.00	1.72	52.56	0.93	47.44	0.79
751		Vert %	15.47	20.00	16.80	20.22	14.22	19.75
752		Index	100	129	109	131	92	128
753	Radio Daypart Cumes: Weekday Midnight-6AM			*		*		*
754		Unwgted	2339	45	1429	29	910	16
755		(000)	11108	224	6434	154	4674	70
756		Horz %	100.00	2.02	57.92	1.39	42.08	0.63
757		Vert %	4.82	7.32	5.77	9.47	3.93	4.88
758		Index	100	152	120	196	82	101

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2								
759	Radio Daypart Cumes:							
760	Weekend 6-10AM	Unwgt	15693	256	8454	165	7239	91
761		(000)	68813	994	34737	566	34076	428
762		Horz %	100.00	1.44	50.48	0.82	49.52	0.62
763		Vert %	29.87	32.50	31.16	34.73	28.66	29.96
764		Index	100	109	104	116	96	100
765	Radio Daypart Cumes:							
766	Weekend 10AM-3PM	Unwgt	21506	413	11022	246	10484	167
767		(000)	96212	1787	45558	988	50654	799
768		Horz %	100.00	1.86	47.35	1.03	52.65	0.83
769		Vert %	41.76	58.43	40.87	60.57	42.60	55.99
770		Index	100	140	98	145	102	134
771	Radio Daypart Cumes:							
772	Weekend 3-7PM	Unwgt	15724	320	8255	194	7469	126
773		(000)	72203	1444	35440	821	36763	624
774		Horz %	100.00	2.00	49.08	1.14	50.92	0.86
775		Vert %	31.34	47.24	31.79	50.34	30.92	43.70
776		Index	100	151	101	161	99	139
777	Radio Daypart Cumes:							
778	Weekend 7PM-Midnight	Unwgt	7637	154	4095	98	3542	56
779		(000)	36563	619	18499	373	18064	246
780		Horz %	100.00	1.69	50.59	1.02	49.41	0.67
781		Vert %	15.87	20.24	16.60	22.85	15.19	17.26
782		Index	100	128	105	144	96	109
783	Radio Daypart Cumes:			*		*		*
784	Weekend Midnight-6AM	Unwgt	1857	34	1070	21	787	13
785		(000)	9163	152	5059	75	4104	77
786		Horz %	100.00	1.66	55.22	0.82	44.78	0.84
787		Vert %	3.98	4.98	4.54	4.59	3.45	5.41
788		Index	100	125	114	115	87	136
789	Most Often Listen to Radio at					*		*
790	Home - Typical Weekday	Unwgt	8565	73	3856	44	4709	29
791		(000)	39763	333	16939	197	22824	136
792		Horz %	100.00	0.84	42.60	0.49	57.40	0.34
793		Vert %	17.26	10.89	15.20	12.06	19.20	9.55
794		Index	100	63	88	70	111	55
795	Most Often Listen to Radio in							
796	Vehicle - Typical Weekday	Unwgt	31284	542	16603	311	14681	231
797		(000)	139172	2230	68349	1147	70822	1083
798		Horz %	100.00	1.60	49.11	0.82	50.89	0.78
799		Vert %	60.41	72.93	61.32	70.32	59.56	75.91
800		Index	100	121	101	116	99	126
801	Most Often Listen to Radio at							*
802	Work - Typical Weekday	Unwgt	4631	100	2865	63	1766	37
803		(000)	22312	416	12773	230	9539	186
804		Horz %	100.00	1.87	57.25	1.03	42.75	0.84
805		Vert %	9.69	13.62	11.46	14.11	8.02	13.06
806		Index	100	141	118	146	83	135
807	Most Often Listen to Radio			*		*		*
808	Other Place (Not Home,	Unwgt	303	5	176	3	127	2
809	Vehicle, Work) - Typical	(000)	1618	13	908	5	710	8
810	Weekday	Horz %	100.00	0.82	56.12	0.33	43.88	0.49
811		Vert %	0.70	0.43	0.81	0.32	0.60	0.56
812		Index	100	62	116	46	85	79

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2								
813	Most Often Listen to Radio at Home - Typical Weekend							
814		Unwgted	10970	147	5294	89	5676	58
815		(000)	50422	583	22990	340	27432	242
816		Horz %	100.00	1.16	45.60	0.68	54.40	0.48
817		Vert %	21.89	19.06	20.62	20.88	23.07	16.99
818		Index	100	87	94	95	105	78
819	Most Often Listen to Radio in Vehicle - Typical Weekend							
820		Unwgted	29384	504	15499	295	13885	209
821		(000)	131660	2087	63968	1109	67692	977
822		Horz %	100.00	1.58	48.59	0.84	51.41	0.74
823		Vert %	57.15	68.25	57.39	68.04	56.93	68.49
824		Index	100	119	100	119	100	120
825	Most often Listen to Radio at Work - Typical Weekend			*		*		*
826		Unwgted	1271	26	839	22	432	4
827		(000)	6636	114	4104	85	2531	29
828		Horz %	100.00	1.72	61.85	1.28	38.15	0.44
829		Vert %	2.88	3.73	3.68	5.19	2.13	2.05
830		Index	100	129	128	180	74	71
831	Most Often Listen to Radio Other Place (Not Home, Vehicle, Work) - Typical Weekend			*		*		*
832		Unwgted	411	6	262	4	149	2
833		(000)	2111	36	1290	26	821	10
834		Horz %	100.00	1.70	61.10	1.25	38.90	0.45
835		Vert %	0.92	1.18	1.16	1.62	0.69	0.67
836		Index	100	128	126	177	75	73
837	Ever Listen to AM Radio							
838		Unwgted	12619	188	7801	123	4818	65
839		(000)	45368	661	26616	416	18752	245
840		Horz %	100.00	1.46	58.67	0.92	41.33	0.54
841		Vert %	19.69	21.61	23.88	25.49	15.77	17.19
842		Index	100	110	121	129	80	87
843	Ever Listen to FM Radio							
844		Unwgted	38802	737	20017	434	18785	303
845		(000)	180242	3058	86936	1631	93306	1427
846		Horz %	100.00	1.70	48.23	0.90	51.77	0.79
847		Vert %	78.24	100.00	77.99	100.00	78.47	100.00
848		Index	100	128	100	128	100	128
849	Ever Listen to Internet Radio			*		*		*
850		Unwgted	2190	40	1197	19	993	21
851		(000)	9911	250	5066	107	4844	144
852		Horz %	100.00	2.53	51.12	1.08	48.88	1.45
853		Vert %	4.30	8.18	4.55	6.54	4.07	10.07
854		Index	100	190	106	152	95	234
855	Ever Listen to Satellite Radio					*		*
856		Unwgted	5397	63	3156	41	2241	22
857		(000)	21379	258	11090	161	10289	97
858		Horz %	100.00	1.21	51.87	0.75	48.13	0.45
859		Vert %	9.28	8.43	9.95	9.87	8.65	6.77
860		Index	100	91	107	106	93	73
861	Listened to Radio Online - Last 30 Days							
862		Unwgted	8938	187	5242	114	3696	73
863		(000)	38579	743	20709	414	17871	329
864		Horz %	100.00	1.93	53.68	1.07	46.32	0.85
865		Vert %	16.75	24.30	18.58	25.38	15.03	23.07
866		Index	100	145	111	152	90	138

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2								
867	Visited a Radio Station, Radio Program or Radio Personality's Web Site - Last 30 Days					*		*
868		Unwgt	3566	74	2145	41	1421	33
869		(000)	14994	387	8461	193	6533	195
870		Horz %	100.00	2.58	56.43	1.28	43.57	1.30
871		Vert %	6.51	12.67	7.59	11.81	5.49	13.66
872		Index	100	195	117	182	84	210
873	Household Subscribes to Satellite Radio							*
874		Unwgt	7418	101	4285	64	3133	37
875		(000)	30456	414	15624	259	14832	155
876		Horz %	100.00	1.36	51.30	0.85	48.70	0.51
877		Vert %	13.22	13.53	14.02	15.88	12.47	10.85
878		Index	100	102	106	120	94	82
879	Advertising on Radio Provides Me with Useful Information About Bargains - Agree with Statement							
880		Unwgt	17929	279	9279	169	8650	110
881		(000)	84302	1164	40831	691	43471	473
882		Horz %	100.00	1.38	48.43	0.82	51.57	0.56
883		Vert %	36.59	38.07	36.63	42.38	36.56	33.13
884		Index	100	104	100	116	100	91
885	Advertising on Radio Provides Me with Meaningful Information About the Product Use of Other Consumers. - Agree with Statement				*	*		
886		Unwgt	24484	303	0	0	24484	303
887		(000)	118904	1427	0	0	118904	1427
888		Horz %	100.00	1.20	0.00	0.00	100.00	1.20
889		Vert %	51.61	46.67	0.00	0.00	100.00	100.00
890		Index	100	90	0	0	194	194
891	Advertising on Radio Provides Me with Useful Information About New Products or Services - Agree with Statement							
892		Unwgt	18648	294	9553	177	9095	117
893		(000)	85647	1273	41290	755	44357	518
894		Horz %	100.00	1.49	48.21	0.88	51.79	0.60
895		Vert %	37.18	41.63	37.04	46.28	37.30	36.31
896		Index	100	112	100	124	100	98
897	For Me, Advertising on Radio Is Amusing - Agree with Statement							
898		Unwgt	14915	261	8026	150	6889	111
899		(000)	70126	1112	35673	600	34453	512
900		Horz %	100.00	1.59	50.87	0.86	49.13	0.73
901		Vert %	30.44	36.37	32.00	36.80	28.98	35.89
902		Index	100	119	105	121	95	118
903	Vehicle Currently Owned/Leased Has AM/FM Radio							
904		Unwgt	39027	605	20390	355	18637	250
905		(000)	173829	2429	84354	1316	89474	1113
906		Horz %	100.00	1.40	48.53	0.76	51.47	0.64
907		Vert %	75.45	79.44	75.67	80.71	75.25	77.99
908		Index	100	105	100	107	100	103
909	Vehicle Currently Owned/Leased Has Satellite Radio							
910		Unwgt	8883	142	4997	82	3886	60
911		(000)	37327	547	18765	285	18562	262
912		Horz %	100.00	1.46	50.27	0.76	49.73	0.70
913		Vert %	16.20	17.88	16.83	17.45	15.61	18.37
914		Index	100	110	104	108	96	113
915	Vehicle Currently Owned/Leased Has CD Player (Single CD or Multi-Disc)							
916		Unwgt	38086	609	20250	359	17836	250
917		(000)	168267	2502	82475	1358	85793	1144
918		Horz %	100.00	1.49	49.01	0.81	50.99	0.68
919		Vert %	73.04	81.83	73.99	83.28	72.15	80.17
920		Index	100	112	101	114	99	110

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

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2								
921	Vehicle Currently Owned/Leased Has MP3 Player Connection							
922		Unwgt	8443	165	4828	96	3615	69
923		(000)	37368	579	19346	282	18023	297
924		Horz %	100.00	1.55	51.77	0.75	48.23	0.80
925		Vert %	16.22	18.93	17.36	17.27	15.16	20.82
926		Index	100	117	107	106	93	128
927	Vehicle Currently Owned/Leased Has DVD Player							*
928		Unwgt	5562	86	3019	50	2543	36
929		(000)	23341	348	11296	181	12046	167
930		Horz %	100.00	1.49	48.39	0.77	51.61	0.72
931		Vert %	10.13	11.39	10.13	11.09	10.13	11.73
932		Index	100	112	100	109	100	116
933	TV Total (Monday-Sunday) Prime-Time Cume Audience							
934		Unwgt	42214	642	21780	375	20434	267
935		(000)	190067	2640	91273	1375	98794	1264
936		Horz %	100.00	1.39	48.02	0.72	51.98	0.67
937		Vert %	82.50	86.33	81.88	84.35	83.09	88.60
938		Index	100	105	99	102	101	107
939	TV Weekday Prime-Time Cume Audience (8-11PM Eastern/Pacific), 7-10PM Central/Mountain)							
940		Unwgt	34027	517	17446	292	16581	225
941		(000)	152513	2138	72873	1109	79640	1029
942		Horz %	100.00	1.40	47.78	0.73	52.22	0.67
943		Vert %	66.20	69.93	65.37	68.03	66.98	72.10
944		Index	100	106	99	103	101	109
945	TV Saturday Prime-Time Cume Audience (8-11PM Eastern/Pacific, 7-10PM Central/Mountain)							
946		Unwgt	28330	408	14733	236	13597	172
947		(000)	127565	1725	61984	902	65581	823
948		Horz %	100.00	1.35	48.59	0.71	51.41	0.64
949		Vert %	55.37	56.42	55.61	55.34	55.15	57.65
950		Index	100	102	100	100	100	104
951	TV Sunday Prime-Time Cume Audience (7-11PM Eastern/Pacific, 5-10PM Central/Mountain)							
952		Unwgt	33267	506	17135	299	16132	207
953		(000)	148294	2004	70989	1093	77305	911
954		Horz %	100.00	1.35	47.87	0.74	52.13	0.61
955		Vert %	64.37	65.56	63.68	67.03	65.01	63.87
956		Index	100	102	99	104	101	99
957	TV Daytime Cume Audience (Weekdays 9AM-4PM Eastern/Pacific, 9AM-3PM Central/Mountain)							
958		Unwgt	14527	169	6577	88	7950	81
959		(000)	71497	766	30527	413	40971	353
960		Horz %	100.00	1.07	42.70	0.58	57.30	0.49
961		Vert %	31.04	25.04	27.39	25.32	34.46	24.73
962		Index	100	81	88	82	111	80
963	TV Early Fringe Cume Audience (Weekdays 4-7:30PM Eastern/Pacific), 3-6:30PM Central/Mountain)							
964		Unwgt	26005	353	13346	198	12659	155
965		(000)	119308	1547	57118	778	62191	769
966		Horz %	100.00	1.30	47.87	0.65	52.13	0.64
967		Vert %	51.79	50.58	51.24	47.72	52.30	53.86
968		Index	100	98	99	92	101	104
969	TV Late Fringe Cume Audience (Weekdays 11:30PM-1AM Eastern/Pacific, 10:30PM-Midnight)							*
970		Unwgt	8799	100	4738	56	4061	44
971		(000)	41182	451	20991	231	20191	220
972		Horz %	100.00	1.10	50.97	0.56	49.03	0.53
973		Vert %	17.88	14.76	18.83	14.19	16.98	15.42
974		Index	100	83	105	79	95	86

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

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2								
975	TV Weekend Sports Cume							
976	Audience (Saturday-Sunday	Unwgt	25992	386	14593	238	11399	148
977	Afternoon)	(000)	119317	1548	62500	864	56817	684
978		Horz %	100.00	1.30	52.38	0.72	47.62	0.57
979		Vert %	51.79	50.62	56.07	53.00	47.78	47.90
980		Index	100	98	108	102	92	92
981	TV Weekend Children's							
982	Shows Cume Audience	Unwgt	20769	314	10818	180	9951	134
983	(Saturday-Sunday Morning)	(000)	95574	1337	46927	675	48647	662
984		Horz %	100.00	1.40	49.10	0.71	50.90	0.69
985		Vert %	41.49	43.72	42.10	41.38	40.91	46.38
986		Index	100	105	101	100	99	112
987	Downloaded a TV Program			*		*		*
988	from Internet - Last 30 Days	Unwgt	1932	33	1236	25	696	8
989		(000)	8140	147	4957	82	3183	65
990		Horz %	100.00	1.80	60.90	1.01	39.10	0.79
991		Vert %	3.53	4.80	4.45	5.03	2.68	4.53
992		Index	100	136	126	142	76	128
993	Watched a TV Program Online							*
994	- Last 30 Days	Unwgt	6218	104	3483	65	2735	39
995		(000)	27440	493	14096	294	13344	199
996		Horz %	100.00	1.80	51.37	1.07	48.63	0.73
997		Vert %	11.91	16.13	12.65	18.04	11.22	13.95
998		Index	100	135	106	151	94	117
999	Visited a TV Network or TV							
1000	Show's Website - Last 30	Unwgt	10093	212	5060	117	5033	95
1001	Days	(000)	43433	782	20075	410	23358	373
1002		Horz %	100.00	1.80	46.22	0.94	53.78	0.86
1003		Vert %	18.85	25.59	18.01	25.13	19.64	26.12
1004		Index	100	136	96	133	104	139
1005	Household Subscribes to							
1006	Cable TV	Unwgt	29494	402	14792	229	14702	173
1007		(000)	127387	1676	59472	888	67915	788
1008		Horz %	100.00	1.32	46.69	0.70	53.31	0.62
1009		Vert %	55.30	54.81	53.35	54.45	57.12	55.23
1010		Index	100	99	96	98	103	100
1011	Household Subscribes to							
1012	Digital Cable	Unwgt	23318	337	11977	195	11341	142
1013		(000)	97306	1358	46197	706	51109	652
1014		Horz %	100.00	1.40	47.48	0.73	52.52	0.67
1015		Vert %	42.24	44.41	41.44	43.31	42.98	45.67
1016		Index	100	105	98	103	102	108
1017	Viewed Any Cable TV							
1018	(Including Pay) - Past Week	Unwgt	42237	614	21981	359	20256	255
1019		(000)	188977	2552	91345	1344	97632	1207
1020		Horz %	100.00	1.35	48.34	0.71	51.66	0.64
1021		Vert %	82.03	83.46	81.95	82.45	82.11	84.61
1022		Index	100	102	100	101	100	103
1023	Heavy Cable TV Viewing							
1024	(Including Pay) - Past Week	Unwgt	31569	468	17199	288	14370	180
1025		(000)	142875	2011	72282	1119	70593	892
1026		Horz %	100.00	1.41	50.59	0.78	49.41	0.62
1027		Vert %	62.02	65.77	64.84	68.61	59.37	62.52
1028		Index	100	106	105	111	96	101

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2								
1029	Viewed Any Premium Cable Channels - Last 30 Days							
1030		Unwgted	17138	290	9577	176	7561	114
1031		(000)	76613	1275	39372	655	37241	620
1032		Horz %	100.00	1.66	51.39	0.86	48.61	0.81
1033		Vert %	33.26	41.71	35.32	40.18	31.32	43.47
1034		Index	100	125	106	121	94	131
1035	Viewed Any Video-On-Demand TV Programs - Last 30 Days					*		
1036		Unwgted	5984	99	2947	46	3037	53
1037		(000)	23452	469	10658	202	12795	268
1038		Horz %	100.00	2.00	45.44	0.86	54.56	1.14
1039		Vert %	10.18	15.35	9.56	12.37	10.76	18.75
1040		Index	100	151	94	122	106	184
1041	Viewed Any Video-On-Demand Movies - Last 30 Days							
1042		Unwgted	8751	173	4558	91	4193	82
1043		(000)	35683	719	16682	329	19001	390
1044		Horz %	100.00	2.01	46.75	0.92	53.25	1.09
1045		Vert %	15.49	23.51	14.97	20.17	15.98	27.32
1046		Index	100	152	97	130	103	176
1047	Viewed Any Video-On-Demand Programming - Past 12 Months							
1048		Unwgted	12191	237	6375	130	5816	107
1049		(000)	49219	964	23457	479	25762	485
1050		Horz %	100.00	1.96	47.66	0.97	52.34	0.98
1051		Vert %	21.36	31.53	21.04	29.40	21.67	33.97
1052		Index	100	148	98	138	101	159
1053	Household Has a Satellite Dish							
1054		Unwgted	12431	193	6868	121	5563	72
1055		(000)	63897	830	32491	431	31406	399
1056		Horz %	100.00	1.30	50.85	0.67	49.15	0.62
1057		Vert %	27.74	27.14	29.15	26.44	26.41	27.93
1058		Index	100	98	105	95	95	101
1059	Household Has a Digital Video Recorder (DVR)							
1060		Unwgted	22029	411	11905	238	10124	173
1061		(000)	94062	1602	46528	838	47534	764
1062		Horz %	100.00	1.70	49.46	0.89	50.54	0.81
1063		Vert %	40.83	52.40	41.74	51.41	39.98	53.54
1064		Index	100	128	102	126	98	131
1065	Household Has TiVo-Brand DVR Video Recorder (Stand-Alone)			*		*		*
1066		Unwgted	572	10	316	7	256	3
1067		(000)	2095	47	1087	32	1008	15
1068		Horz %	100.00	2.25	51.89	1.54	48.11	0.71
1069		Vert %	0.91	1.54	0.98	1.98	0.85	1.04
1070		Index	100	170	107	218	93	115
1071	Any Internet/Online Activity - Last 30 Days							
1072		Unwgted	41577	691	21755	398	19822	293
1073		(000)	181282	2833	87773	1480	93509	1352
1074		Horz %	100.00	1.56	48.42	0.82	51.58	0.75
1075		Vert %	78.69	92.65	78.74	90.79	78.64	94.77
1076		Index	100	118	100	115	100	120
1077	Downloaded Music from Internet - Last 30 Days							
1078		Unwgted	10591	193	5998	119	4593	74
1079		(000)	49339	860	25962	436	23378	424
1080		Horz %	100.00	1.74	52.62	0.88	47.38	0.86
1081		Vert %	21.42	28.13	23.29	26.76	19.66	29.69
1082		Index	100	131	109	125	92	139

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2								
1083	Downloaded			*		*		*
1084	Podcasts/Podcasting from Internet - Last 30 Days	Unwgt	1957	38	1296	28	661	10
1085		(000)	7780	110	4918	62	2861	48
1086		Horz %	100.00	1.41	63.22	0.79	36.78	0.62
1087		Vert %	3.38	3.59	4.41	3.79	2.41	3.36
1088		Index	100	106	131	112	71	99
1089	Downloaded a Movie from Internet - Last 30 Days			*		*		*
1090		Unwgt	2848	48	1863	37	985	11
1091		(000)	12997	205	8163	144	4834	61
1092		Horz %	100.00	1.58	62.81	1.11	37.19	0.47
1093		Vert %	5.64	6.72	7.32	8.83	4.07	4.30
1094		Index	100	119	130	157	72	76
1095	Watched a Movie Online - Last 30 Days							*
1096		Unwgt	5288	109	3368	72	1920	37
1097		(000)	24686	543	14912	343	9774	200
1098		Horz %	100.00	2.20	60.41	1.39	39.59	0.81
1099		Vert %	10.72	17.77	13.38	21.03	8.22	14.04
1100		Index	100	166	125	196	77	131
1101	Visited Online Blogs, Wrote Online Blog, Posted Comment or Review on Blog, Online Forum, Message or Bulletin Board - Last 30 Days							
1102		Unwgt	9205	186	4773	100	4432	86
1103		(000)	40926	768	19080	360	21846	408
1104		Horz %	100.00	1.88	46.62	0.88	53.38	1.00
1105		Vert %	17.77	25.12	17.12	22.08	18.37	28.61
1106		Index	100	141	96	124	103	161
1107	Uploaded or Added Video to Website - Last 30 Days			*		*		*
1108		Unwgt	2468	49	1387	27	1081	22
1109		(000)	11387	187	5781	90	5606	96
1110		Horz %	100.00	1.64	50.77	0.79	49.23	0.85
1111		Vert %	4.94	6.11	5.19	5.54	4.71	6.76
1112		Index	100	124	105	112	95	137
1113	Visited a Chat Room - Last 30 Days			*		*		*
1114		Unwgt	2480	45	1430	27	1050	18
1115		(000)	12455	214	6813	108	5642	106
1116		Horz %	100.00	1.71	54.70	0.87	45.30	0.85
1117		Vert %	5.41	6.98	6.11	6.61	4.75	7.41
1118		Index	100	129	113	122	88	137
1119	Used e-Mail - Last 30 Days							
1120		Unwgt	37612	650	19298	368	18314	282
1121		(000)	159278	2598	74855	1327	84422	1271
1122		Horz %	100.00	1.63	47.00	0.83	53.00	0.80
1123		Vert %	69.14	84.98	67.15	81.39	71.00	89.08
1124		Index	100	123	97	118	103	129
1125	Used Instant Messenger/IM Online - Last 30 Days							
1126		Unwgt	21202	363	10469	193	10733	170
1127		(000)	98919	1514	45133	701	53786	812
1128		Horz %	100.00	1.53	45.63	0.71	54.37	0.82
1129		Vert %	42.94	49.50	40.49	43.00	45.23	56.93
1130		Index	100	115	94	100	105	133
1131	Visited Facebook.com - Last 30 Days							
1132		Unwgt	22936	413	10711	207	12225	206
1133		(000)	105871	1761	45724	791	60147	970
1134		Horz %	100.00	1.66	43.19	0.75	56.81	0.92
1135		Vert %	45.96	57.59	41.02	48.51	50.58	67.96
1136		Index	100	125	89	106	110	148

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2								
1137	Visited Flickr.com - Last 30 Days			*		*		*
1138		Unwgted	1128	21	671	16	457	5
1139		(000)	4799	100	2698	73	2101	27
1140		Horz %	100.00	2.08	56.22	1.51	43.78	0.56
1141		Vert %	2.08	3.26	2.42	4.45	1.77	1.90
1142		Index	100	157	116	214	85	91
1143	Visited LinkedIn.com - Last 30 Days							*
1144		Unwgted	4150	92	2487	65	1663	27
1145		(000)	13209	280	7432	199	5778	81
1146		Horz %	100.00	2.12	56.26	1.51	43.74	0.61
1147		Vert %	5.73	9.16	6.67	12.20	4.86	5.68
1148		Index	100	160	116	213	85	99
1149	Visited MySpace.com - Last 30 Days			*		*		*
1150		Unwgted	1938	38	1033	19	905	19
1151		(000)	11658	185	5548	81	6110	104
1152		Horz %	100.00	1.58	47.59	0.70	52.41	0.89
1153		Vert %	5.06	6.04	4.98	4.97	5.14	7.26
1154		Index	100	119	98	98	102	143
1155	Visited Photobucket.com - Last 30 Days			*		*		*
1156		Unwgted	1086	21	550	16	536	5
1157		(000)	5565	115	2495	83	3071	32
1158		Horz %	100.00	2.07	44.82	1.50	55.18	0.57
1159		Vert %	2.42	3.76	2.24	5.12	2.58	2.21
1160		Index	100	156	93	212	107	92
1161	Visited Shutterfly.com - Last 30 Days			*		*		*
1162		Unwgted	1519	31	402	8	1117	23
1163		(000)	6033	130	1285	25	4748	105
1164		Horz %	100.00	2.16	21.29	0.42	78.71	1.74
1165		Vert %	2.62	4.27	1.15	1.56	3.99	7.36
1166		Index	100	163	44	60	152	281
1167	Visited Twitter.com - Last 30 Days					*		*
1168		Unwgted	2984	53	1671	33	1313	20
1169		(000)	13447	181	6861	87	6585	93
1170		Horz %	100.00	1.34	51.03	0.65	48.97	0.69
1171		Vert %	5.84	5.90	6.16	5.34	5.54	6.55
1172		Index	100	101	105	92	95	112
1173	Visited YouTube.com - Last 30 Days							
1174		Unwgted	18165	358	10470	221	7695	137
1175		(000)	82265	1508	43969	818	38296	690
1176		Horz %	100.00	1.83	53.45	0.99	46.55	0.84
1177		Vert %	35.71	49.32	39.44	50.14	32.21	48.39
1178		Index	100	138	110	140	90	136
1179	Rated or Reviewed a Product or Service on Any Social Network - Last 30 Days			*		*		*
1180		Unwgted	3136	45	1508	20	1628	25
1181		(000)	14311	212	6530	86	7781	126
1182		Horz %	100.00	1.48	45.63	0.60	54.37	0.88
1183		Vert %	6.21	6.95	5.86	5.28	6.54	8.86
1184		Index	100	112	94	85	105	143
1185	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Communicate with Friends or Family							
1186		Unwgted	27940	523	14247	296	13693	227
1187		(000)	128335	2186	59812	1108	68523	1078
1188		Horz %	100.00	1.70	46.61	0.86	53.39	0.84
1189		Vert %	55.71	71.50	53.66	67.98	57.63	75.52
1190		Index	100	128	96	122	103	136

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

	A	B	C	D	E	F	G	H
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2								
1191	Ever Used Text Messaging on Cellular/Mobile					*		*
1192		Unwgtd	3600	57	1896	34	1704	23
1193	Phone/Smartphone to Vote in a Contest, Make a Choice, or Give an Opinion	(000)	17138	254	8427	134	8711	121
1194		Horz %	100.00	1.48	49.17	0.78	50.83	0.70
1195		Vert %	7.44	8.31	7.56	8.19	7.33	8.45
1196		Index	100	112	102	110	98	114
1197	Ever Looked at an Advertisement Sent with Text Message on Cellular/Mobile Phone/Smartphone					*		*
1198		Unwgtd	3873	56	2055	35	1818	21
1199		(000)	18580	209	9291	130	9289	79
1200		Horz %	100.00	1.13	50.01	0.70	49.99	0.43
1201		Vert %	8.07	6.84	8.33	7.97	7.81	5.54
1202		Index	100	85	103	99	97	69
1203	Ever Used Text Messaging on Cellular/Mobile Phone/Smartphone to Respond to an Advertisement or Make a Purchase			*		*		*
1204		Unwgtd	1757	25	1003	19	754	6
1205		(000)	8486	92	4618	61	3869	31
1206		Horz %	100.00	1.08	54.41	0.72	45.59	0.36
1207		Vert %	3.68	3.01	4.14	3.77	3.25	2.14
1208		Index	100	82	112	102	88	58
1209	Ever Signed Up for a Text Message "Alert" Service to Cellular/Mobile Phone/Smartphone			*		*		*
1210		Unwgtd	3905	64	2001	35	1904	29
1211		(000)	18488	256	8514	101	9974	155
1212		Horz %	100.00	1.38	46.05	0.54	53.95	0.84
1213		Vert %	8.03	8.37	7.64	6.17	8.39	10.87
1214		Index	100	104	95	77	105	135
1215	Ever Received a Text Message "Alert" on Cellular/Mobile Phone/Smartphone							
1216		Unwgtd	8656	141	4442	81	4214	60
1217		(000)	40217	561	18941	280	21276	281
1218		Horz %	100.00	1.39	47.10	0.70	52.90	0.70
1219		Vert %	17.46	18.35	16.99	17.16	17.89	19.71
1220		Index	100	105	97	98	102	113
1221	Ever Redeemed a Mobile Coupon from Cellular/Mobile Phone/Smartphone			*		*		*
1222		Unwgtd	1965	39	921	23	1044	16
1223		(000)	9318	154	3968	83	5350	71
1224		Horz %	100.00	1.65	42.59	0.89	57.41	0.77
1225		Vert %	4.04	5.04	3.56	5.06	4.50	5.00
1226		Index	100	124	88	125	111	124
1227	Ever Watched a Downloaded or Streamed TV PProgram on Cellular/Mobile Phone/Smartphone					*		*
1228		Unwgtd	2693	57	1736	37	957	20
1229		(000)	12631	289	7382	149	5249	140
1230		Horz %	100.00	2.28	58.44	1.18	41.56	1.11
1231		Vert %	5.48	9.44	6.62	9.13	4.41	9.79
1232		Index	100	172	121	167	81	179
1233	Ever Watched Live Television on Cellular/Mobile Phone/Smartphone			*		*		*
1234		Unwgtd	1291	19	861	13	430	6
1235		(000)	6103	73	3691	42	2412	31
1236		Horz %	100.00	1.19	60.48	0.69	39.52	0.50
1237		Vert %	2.65	2.37	3.31	2.56	2.03	2.15
1238		Index	100	90	125	97	77	81
1239	Ever Listened to a Podcast on Cellular/Mobile Phone/Smartphone			*		*		*
1240		Unwgtd	1619	26	1047	19	572	7
1241		(000)	7444	101	4427	54	3017	47
1242		Horz %	100.00	1.35	59.48	0.72	40.52	0.63
1243		Vert %	3.23	3.30	3.97	3.29	2.54	3.30
1244		Index	100	102	123	102	79	102

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

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1								
2								
1245	Ever Listened to Music on Cellular/Mobile Phone/Smartphone							
1246		Unwgt	8759	154	4947	93	3812	61
1247		(000)	41422	640	21366	370	20056	270
1248		Horz %	100.00	1.54	51.58	0.89	48.42	0.65
1249		Vert %	17.98	20.92	19.17	22.68	16.87	18.92
1250		Index	100	116	107	126	94	105
1251	Ever Visited a Website for News on Cellular/Mobile Phone/Smartphone							
1252		Unwgt	10793	224	6536	136	4257	88
1253		(000)	46232	878	25561	488	20671	390
1254		Horz %	100.00	1.90	55.29	1.06	44.71	0.84
1255		Vert %	20.07	28.70	22.93	29.92	17.38	27.31
1256		Index	100	143	114	149	87	136
1257	Ever Visited a Website for Sports on Cellular/Mobile Phone/Smartphone							*
1258		Unwgt	7537	171	5491	125	2046	46
1259		(000)	31880	676	21734	456	10146	220
1260		Horz %	100.00	2.12	68.17	1.43	31.83	0.69
1261		Vert %	13.84	22.11	19.50	27.98	8.53	15.41
1262		Index	100	160	141	202	62	111
1263	Ever Visited a Website for Weather on Cellular/Mobile Phone/Smartphone							
1264		Unwgt	11814	251	6755	151	5059	100
1265		(000)	51372	1003	26734	574	24638	429
1266		Horz %	100.00	1.95	52.04	1.12	47.96	0.84
1267		Vert %	22.30	32.79	23.98	35.17	20.72	30.08
1268		Index	100	147	108	158	93	135
1269	Ever Visited a Search Engine on Cellular/Mobile Phone/Smartphone							
1270		Unwgt	13412	273	7541	166	5871	107
1271		(000)	58167	1049	29836	611	28331	438
1272		Horz %	100.00	1.80	51.29	1.05	48.71	0.75
1273		Vert %	25.25	34.29	26.77	37.47	23.83	30.66
1274		Index	100	136	106	148	94	121
1275	Ever Visited or Used a Social Networking Site on Cellular/Mobile Phone/Smartphone							
1276		Unwgt	8960	186	4585	97	4375	89
1277		(000)	41200	758	19350	379	21851	379
1278		Horz %	100.00	1.84	46.96	0.92	53.04	0.92
1279		Vert %	17.88	24.78	17.36	23.21	18.38	26.58
1280		Index	100	139	97	130	103	149
1281	Ever Searched for Information About a Product on Cellular/Mobile Phone/Smartphone							
1282		Unwgt	6477	131	3756	80	2721	51
1283		(000)	28485	521	15075	271	13410	250
1284		Horz %	100.00	1.83	52.92	0.95	47.08	0.88
1285		Vert %	12.36	17.03	13.52	16.61	11.28	17.52
1286		Index	100	138	109	134	91	142
1287	Read Any Daily Newspaper							
1288		Unwgt	18473	225	10078	139	8395	86
1289		(000)	75392	896	37876	543	37515	353
1290		Horz %	100.00	1.19	50.24	0.72	49.76	0.47
1291		Vert %	32.73	29.31	33.98	33.30	31.55	24.76
1292		Index	100	90	104	102	96	76
1293	Read Any Sunday Newspaper							
1294		Unwgt	22699	318	11550	193	11149	125
1295		(000)	95498	1267	44426	737	51072	530
1296		Horz %	100.00	1.33	46.52	0.77	53.48	0.55
1297		Vert %	41.45	41.44	39.85	45.22	42.95	37.13
1298		Index	100	100	96	109	104	90

RAB / GfK MRI FORMAT PROFILE: ADULT HITS ("JACK," ETC.)

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2								
1299	Read Advertisements in					*		*
1300	Weekday Newspaper	Unwgt	6188	66	2816	31	3372	35
1301		(000)	28200	325	11426	135	16774	190
1302		Horz %	100.00	1.15	40.52	0.48	59.48	0.67
1303		Vert %	12.24	10.62	10.25	8.26	14.11	13.32
1304		Index	100	87	84	68	115	109
1305	Read Advertisements in					*		*
1306	Sunday/Weekend Newspaper	Unwgt	8128	95	3490	46	4638	49
1307		(000)	36348	428	14049	188	22300	240
1308		Horz %	100.00	1.18	38.65	0.52	61.35	0.66
1309		Vert %	15.78	13.98	12.60	11.51	18.75	16.81
1310		Index	100	89	80	73	119	107
1311	Read Classified Advertising in					*		*
1312	Weekday Newspaper	Unwgt	6167	70	3180	41	2987	29
1313		(000)	31328	371	14506	170	16821	201
1314		Horz %	100.00	1.18	46.31	0.54	53.69	0.64
1315		Vert %	13.60	12.14	13.01	10.42	14.15	14.11
1316		Index	100	89	96	77	104	104
1317	Read Classified Advertising in							*
1318	Sunday/Weekend Newspaper	Unwgt	6978	97	3398	62	3580	35
1319		(000)	34108	456	15176	245	18932	211
1320		Horz %	100.00	1.34	44.49	0.72	55.51	0.62
1321		Vert %	14.81	14.91	13.61	15.00	15.92	14.81
1322		Index	100	101	92	101	108	100
1323	Read Circulars/Inserts/Fliers in					*		*
1324	Weekday Newspaper	Unwgt	7940	83	3338	41	4602	42
1325		(000)	34515	374	12910	177	21606	198
1326		Horz %	100.00	1.08	37.40	0.51	62.60	0.57
1327		Vert %	14.98	12.25	11.58	10.83	18.17	13.87
1328		Index	100	82	77	72	121	93
1329	Read Circulars/Inserts/Fliers in							
1330	Sunday/Weekend Newspaper	Unwgt	12103	150	4866	76	7237	74
1331		(000)	51749	622	18660	287	33089	335
1332		Horz %	100.00	1.20	36.06	0.55	63.94	0.65
1333		Vert %	22.46	20.36	16.74	17.61	27.83	23.50
1334		Index	100	91	75	78	124	105
1335	Read Newspaper on e-			*		*		*
1336	Reader/Tablet - Last 6 Months	Unwgt	1512	23	952	16	560	7
1337		(000)	5352	50	3118	43	2234	8
1338		Horz %	100.00	0.94	58.26	0.80	41.74	0.14
1339		Vert %	2.32	1.64	2.80	2.62	1.88	0.53
1340		Index	100	71	120	113	81	23
1341	Personally Referred to Yellow							*
1342	Pages (Paper or Internet) -	Unwgt	9256	107	4203	63	5053	44
1343	Past Week	(000)	42473	506	17817	264	24656	241
1344		Horz %	100.00	1.19	41.95	0.62	58.05	0.57
1345		Vert %	18.44	16.54	15.98	16.21	20.74	16.92
1346		Index	100	90	87	88	112	92
1347	Personally Referred to Paper					*		*
1348	Yellow Pages - Past Week	Unwgt	6328	69	2872	36	3456	33
1349		(000)	29769	353	12582	171	17187	182
1350		Horz %	100.00	1.19	42.27	0.57	57.73	0.61
1351		Vert %	12.92	11.55	11.29	10.49	14.45	12.76
1352		Index	100	89	87	81	112	99

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2								
1353	Personally Referred to Internet					*		*
1354	Yellow Pages - Past Week	Unwgt	3834	53	1696	32	2138	21
1355		(000)	16836	217	6687	100	10149	116
1356		Horz %	100.00	1.29	39.72	0.60	60.28	0.69
1357		Vert %	7.31	7.09	6.00	6.15	8.54	8.16
1358		Index	100	97	82	84	117	112
1359	Have Seen Digital/Video Ads							
1360	in Shopping Malls - Last 6 Months	Unwgt	12375	191	6801	135	5574	56
1361		(000)	58004	842	29376	551	28627	291
1362		Horz %	100.00	1.45	50.65	0.95	49.35	0.50
1363		Vert %	25.18	27.54	26.35	33.80	24.08	20.39
1364		Index	100	109	105	134	96	81
1365	Have Seen Digital/Video Ads							*
1366	in Bars/Pubs - Last 6 Months	Unwgt	7666	123	4747	89	2919	34
1367		(000)	36680	546	20852	366	15828	180
1368		Horz %	100.00	1.49	56.85	1.00	43.15	0.49
1369		Vert %	15.92	17.86	18.71	22.44	13.31	12.62
1370		Index	100	112	117	141	84	79
1371	Have Seen Digital/Video Ads							*
1372	in Gym/Health Clubs - Last 6 Months	Unwgt	6795	95	3891	71	2904	24
1373		(000)	32254	420	17166	288	15088	132
1374		Horz %	100.00	1.30	53.22	0.89	46.78	0.41
1375		Vert %	14.00	13.75	15.40	17.69	12.69	9.24
1376		Index	100	98	110	126	91	66
1377	Have Seen Digital/Video Ads							
1378	in Medical Offices - Last 6 Months	Unwgt	10232	129	5207	78	5025	51
1379		(000)	49109	584	22892	320	26218	264
1380		Horz %	100.00	1.19	46.61	0.65	53.39	0.54
1381		Vert %	21.32	19.10	20.54	19.60	22.05	18.53
1382		Index	100	90	96	92	103	87
1383	Have Seen Digital/Video Ads							*
1384	in Airports - Last 6 Months	Unwgt	9360	132	5440	89	3920	43
1385		(000)	41630	626	22336	404	19295	222
1386		Horz %	100.00	1.50	53.65	0.97	46.35	0.53
1387		Vert %	18.07	20.47	20.04	24.79	16.23	15.54
1388		Index	100	113	111	137	90	86
1389	Have Seen Digital/Video Ads							
1390	at Gas Stations - Last 6 Months	Unwgt	12231	239	7301	151	4930	88
1391		(000)	55564	984	30620	578	24943	407
1392		Horz %	100.00	1.77	55.11	1.04	44.89	0.73
1393		Vert %	24.12	32.18	27.47	35.42	20.98	28.49
1394		Index	100	133	114	147	87	118
1395	Have Seen Digital/Video Ads							*
1396	in Office Building Elevators - Last 6 Months	Unwgt	8635	118	4859	77	3776	41
1397		(000)	39663	499	20404	297	19259	202
1398		Horz %	100.00	1.26	51.44	0.75	48.56	0.51
1399		Vert %	17.22	16.31	18.30	18.20	16.20	14.15
1400		Index	100	95	106	106	94	82
1401	Have Seen Digital/Video Ads							
1402	in Stores - Last 6 Months	Unwgt	14809	229	8131	147	6678	82
1403		(000)	69366	1053	35299	626	34067	427
1404		Horz %	100.00	1.52	50.89	0.90	49.11	0.62
1405		Vert %	30.11	34.43	31.67	38.37	28.65	29.92
1406		Index	100	114	105	127	95	99

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2								
1407	Have Seen Digital/Video Ads							*
1408	in Restaurants - Last 6 Months	Unwgt'd	9731	141	5597	96	4134	45
1409		(000)	47270	628	25163	377	22107	251
1410		Horz %	100.00	1.33	53.23	0.80	46.77	0.53
1411		Vert %	20.52	20.54	22.57	23.10	18.59	17.61
1412		Index	100	100	110	113	91	86
1413	Have Seen Ads on Billboards -							
1414	Last 6 Months	Unwgt'd	32686	517	17333	309	15353	208
1415		(000)	147223	2124	72239	1184	74984	940
1416		Horz %	100.00	1.44	49.07	0.80	50.93	0.64
1417		Vert %	63.91	69.46	64.81	72.59	63.06	65.89
1418		Index	100	109	101	114	99	103
1419	Have Seen Ads on							
1420	Buses/Trains - Last 6 Months	Unwgt'd	17373	294	9530	195	7843	99
1421		(000)	75212	1089	38263	691	36949	397
1422		Horz %	100.00	1.45	50.87	0.92	49.13	0.53
1423		Vert %	32.65	35.60	34.33	42.40	31.07	27.83
1424		Index	100	109	105	130	95	85
1425	Have Seen Ads at Bus Stops							
1426	or Train Stations - Last 6	Unwgt'd	12527	208	7040	142	5487	66
1427	Months	(000)	54426	803	28375	527	26051	276
1428		Horz %	100.00	1.47	52.13	0.97	47.87	0.51
1429		Vert %	23.62	26.25	25.46	32.29	21.91	19.36
1430		Index	100	111	108	137	93	82
1431	Have Seen Ads Inside Taxis -							*
1432	Last 6 Months	Unwgt'd	7184	97	4105	67	3079	30
1433		(000)	32282	417	17376	281	14905	136
1434		Horz %	100.00	1.29	53.83	0.87	46.17	0.42
1435		Vert %	14.01	13.63	15.59	17.21	12.54	9.53
1436		Index	100	97	111	123	89	68
1437	Have Seen Ads on Top of							
1438	Taxis - Last 6 Months	Unwgt'd	11263	175	6572	121	4691	54
1439		(000)	48910	710	26688	462	22222	248
1440		Horz %	100.00	1.45	54.57	0.94	45.43	0.51
1441		Vert %	21.23	23.21	23.94	28.32	18.69	17.38
1442		Index	100	109	113	133	88	82
1443	Have Seen Ads on Phone							*
1444	Booths - Last 6 Months	Unwgt'd	6539	87	3842	65	2697	22
1445		(000)	31382	381	17185	276	14198	105
1446		Horz %	100.00	1.21	54.76	0.88	45.24	0.34
1447		Vert %	13.62	12.46	15.42	16.90	11.94	7.39
1448		Index	100	91	113	124	88	54
1449	Have Seen Ads at Sports or							
1450	Entertainment Events - last 6	Unwgt'd	15270	247	9192	173	6078	74
1451	Months	(000)	68549	980	38007	658	30542	322
1452		Horz %	100.00	1.43	55.44	0.96	44.56	0.47
1453		Vert %	29.76	32.04	34.10	40.35	25.69	22.55
1454		Index	100	108	115	136	86	76
1455	Have Seen Ads on Postcards -							
1456	Last 6 Months	Unwgt'd	10441	150	5341	88	5100	62
1457		(000)	46860	608	22200	328	24661	280
1458		Horz %	100.00	1.30	47.37	0.70	52.63	0.60
1459		Vert %	20.34	19.87	19.92	20.13	20.74	19.59
1460		Index	100	98	98	99	102	96

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2								
1461	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Last 6 Months							
1462		Unwgted	11880	184	6458	123	5422	61
1463		(000)	55733	798	27932	542	27801	256
1464		Horz %	100.00	1.43	50.12	0.97	49.88	0.46
1465		Vert %	24.19	26.10	25.06	33.22	23.38	17.97
1466		Index	100	108	104	137	97	74
1467	Have Seen Ads In Store (Not Digital/Video Ads) - Last 6 Months							
1468		Unwgted	24385	377	12974	229	11411	148
1469		(000)	111246	1628	54793	926	56453	701
1470		Horz %	100.00	1.46	49.25	0.83	50.75	0.63
1471		Vert %	48.29	53.24	49.15	56.82	47.48	49.15
1472		Index	100	110	102	118	98	102
1473	Have Seen Infomercials - Last 6 Months							
1474		Unwgted	17354	262	9275	167	8079	95
1475		(000)	80809	1129	39696	695	41113	434
1476		Horz %	100.00	1.40	49.12	0.86	50.88	0.54
1477		Vert %	35.08	36.91	35.61	42.61	34.58	30.40
1478		Index	100	105	102	121	99	87
1479	Have Seen Offers or Ads Sent to Home by Mail - Last 6 Months							
1480		Unwgted	27289	398	13855	229	13434	169
1481		(000)	122415	1596	57167	858	65248	738
1482		Horz %	100.00	1.30	46.70	0.70	53.30	0.60
1483		Vert %	53.14	52.21	51.28	52.62	54.87	51.75
1484		Index	100	98	97	99	103	97
1485	Have Seen Product Placement in Video Games - Last 6 Months							*
1486		Unwgted	7712	120	4702	84	3010	36
1487		(000)	39249	578	22522	393	16726	185
1488		Horz %	100.00	1.47	57.38	1.00	42.62	0.47
1489		Vert %	17.04	18.90	20.20	24.07	14.07	12.99
1490		Index	100	111	119	141	83	76
1491	Have Seen Product Placement in TV Shows - Last 6 Months							
1492		Unwgted	26807	402	14328	240	12479	162
1493		(000)	121884	1720	60563	970	61321	751
1494		Horz %	100.00	1.41	49.69	0.80	50.31	0.62
1495		Vert %	52.91	56.27	54.33	59.48	51.57	52.61
1496		Index	100	106	103	112	97	99
1497	Have Seen Product Placement in Movies - Last 6 Months							
1498		Unwgted	19656	333	10767	209	8889	124
1499		(000)	90596	1383	46182	841	44414	542
1500		Horz %	100.00	1.53	50.98	0.93	49.02	0.60
1501		Vert %	39.33	45.22	41.43	51.57	37.35	37.96
1502		Index	100	115	105	131	95	97
1503	Have Seen Ads at the Cinema - Last 6 Months							
1504		Unwgted	19424	315	10086	180	9338	135
1505		(000)	87394	1300	42339	710	45055	590
1506		Horz %	100.00	1.49	48.45	0.81	51.55	0.68
1507		Vert %	37.94	42.53	37.98	43.56	37.89	41.35
1508		Index	100	112	100	115	100	109
1509	Your Intentions - Likely to Buy First House/Residence - Next 12 Months					*		*
1510		Unwgted	4144	57	2173	33	1971	24
1511		(000)	23864	312	12097	191	11767	121
1512		Horz %	100.00	1.31	50.69	0.80	49.31	0.51
1513		Vert %	10.36	10.21	10.85	11.72	9.90	8.49
1514		Index	100	99	105	113	96	82

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2								
1515	Your Intentions - Likely to Buy			*		*		*
1516	Second House/Vacation Home	Unwgt'd	2417	36	1343	21	1074	15
1517	- Next 12 Months	(000)	11124	133	5878	72	5247	61
1518		Horz %	100.00	1.19	52.84	0.65	47.16	0.55
1519		Vert %	4.83	4.34	5.27	4.42	4.41	4.26
1520		Index	100	90	109	91	91	88
1521	Your Intentions - Likely to Sell			*		*		*
1522	House/Residence - Next 12	Unwgt'd	3368	47	1803	28	1565	19
1523	Months	(000)	13882	170	7053	97	6830	73
1524		Horz %	100.00	1.23	50.80	0.70	49.20	0.52
1525		Vert %	6.03	5.57	6.33	5.98	5.74	5.09
1526		Index	100	92	105	99	95	85
1527	Your Intentions - Likely to			*		*		*
1528	Take Out 2nd Mortgage or	Unwgt'd	1218	20	727	12	491	8
1529	Equity Loan - Next 12 Months	(000)	5366	61	3009	47	2357	14
1530		Horz %	100.00	1.15	56.08	0.88	43.92	0.27
1531		Vert %	2.33	2.01	2.70	2.89	1.98	1.01
1532		Index	100	86	116	124	85	43
1533	Your Intentions - Likely to							*
1534	Remodel Kitchen - Next 12	Unwgt'd	5407	87	3019	61	2388	26
1535	Months	(000)	24807	394	12848	246	11959	148
1536		Horz %	100.00	1.59	51.79	0.99	48.21	0.60
1537		Vert %	10.77	12.87	11.53	15.06	10.06	10.37
1538		Index	100	120	107	140	93	96
1539	Your Intentions - Likely to							*
1540	Remodel Bathroom - Next 12	Unwgt'd	6440	105	3601	64	2839	41
1541	Months	(000)	29418	434	15187	220	14231	214
1542		Horz %	100.00	1.48	51.62	0.75	48.38	0.73
1543		Vert %	12.77	14.21	13.62	13.51	11.97	15.01
1544		Index	100	111	107	106	94	118
1545	Your Intentions - Likely to			*		*		*
1546	Convert Room to Home Office	Unwgt'd	1476	19	837	11	639	8
1547	- Next 12 Months	(000)	7006	60	3723	22	3283	38
1548		Horz %	100.00	0.85	53.14	0.31	46.86	0.54
1549		Vert %	3.04	1.95	3.34	1.34	2.76	2.64
1550		Index	100	64	110	44	91	87
1551	Your Intentions - Likely to Add			*		*		*
1552	Rooms/Exterior Additions to	Unwgt'd	1411	23	837	15	574	8
1553	Home - Next 12 Months	(000)	6731	94	3720	46	3010	48
1554		Horz %	100.00	1.40	55.27	0.69	44.73	0.71
1555		Vert %	2.92	3.08	3.34	2.84	2.53	3.35
1556		Index	100	105	114	97	87	115
1557	Your Intentions - Likely to Do					*		*
1558	Other Remodeling Projects to	Unwgt'd	3226	50	1803	30	1423	20
1559	Home - Next 12 Months	(000)	14406	227	7520	104	6886	123
1560		Horz %	100.00	1.58	52.20	0.72	47.80	0.86
1561		Vert %	6.25	7.44	6.75	6.39	5.79	8.63
1562		Index	100	119	108	102	93	138
1563	Your Intentions - Likely to							*
1564	Purchase Homeowner or	Unwgt'd	8339	109	4476	64	3863	45
1565	Personal Property Insurance -	(000)	36699	452	18414	273	18285	179
1566	Next 12 Months	Horz %	100.00	1.23	50.18	0.74	49.82	0.49
1567		Vert %	15.93	14.80	16.52	16.74	15.38	12.58
1568		Index	100	93	104	105	97	79

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2								
1569	Your Intentions - Likely to Purchase Life Insurance - Next 12 Months							*
1570		Unwgt'd	6492	85	3421	54	3071	31
1571		(000)	31124	371	15451	233	15672	138
1572		Horz %	100.00	1.19	49.64	0.75	50.36	0.44
1573		Vert %	13.51	12.13	13.86	14.26	13.18	9.69
1574		Index	100	90	103	106	98	72
1575	Your Intentions - Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1576		Unwgt'd	10728	151	6103	92	4625	59
1577		(000)	42348	519	22396	299	19952	220
1578		Horz %	100.00	1.23	52.89	0.71	47.11	0.52
1579		Vert %	18.38	16.98	20.09	18.36	16.78	15.41
1580		Index	100	92	109	100	91	84
1581	Your Intentions - Likely to Visit Theme Park - Next 12 Months							
1582		Unwgt'd	10852	184	5689	111	5163	73
1583		(000)	50528	705	24461	399	26067	306
1584		Horz %	100.00	1.39	48.41	0.79	51.59	0.60
1585		Vert %	21.93	23.05	21.94	24.48	21.92	21.41
1586		Index	100	105	100	112	100	98
1587	Your Intentions - Likely to Take Cruise (for More Than 1 Day) - Next 12 Months							
1588		Unwgt'd	8749	133	4446	74	4303	59
1589		(000)	38375	483	18213	243	20162	240
1590		Horz %	100.00	1.26	47.46	0.63	52.54	0.62
1591		Vert %	16.66	15.78	16.34	14.90	16.96	16.79
1592		Index	100	95	98	89	102	101
1593	Your Intentions - Likely to Buy a New Vehicle - Next 12 Months							*
1594		Unwgt'd	7672	116	4174	76	3498	40
1595		(000)	36308	444	18030	259	18278	185
1596		Horz %	100.00	1.22	49.66	0.71	50.34	0.51
1597		Vert %	15.76	14.53	16.17	15.89	15.37	12.98
1598		Index	100	92	103	101	98	82
1599	Your Intentions - Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1600		Unwgt'd	10607	158	5862	102	4745	56
1601		(000)	53923	670	27638	433	26285	236
1602		Horz %	100.00	1.24	51.25	0.80	48.75	0.44
1603		Vert %	23.41	21.91	24.79	26.58	22.11	16.57
1604		Index	100	94	106	114	94	71
1605	Your Intentions - Likely to Lease a Vehicle - Next 12 Months			*		*		*
1606		Unwgt'd	2534	32	1291	20	1243	12
1607		(000)	12202	125	5869	69	6333	56
1608		Horz %	100.00	1.02	48.10	0.57	51.90	0.46
1609		Vert %	5.30	4.09	5.27	4.25	5.33	3.90
1610		Index	100	77	99	80	101	74
1611	Your Intentions - Likely to Buy a 2-Door Car - Next 12 Months			*		*		*
1612		Unwgt'd	3080	48	1781	29	1299	19
1613		(000)	15566	191	8671	138	6894	52
1614		Horz %	100.00	1.23	55.71	0.89	44.29	0.34
1615		Vert %	6.76	6.24	7.78	8.49	5.80	3.67
1616		Index	100	92	115	126	86	54
1617	Your Intentions - Likely to Buy a 4-Door Car - Next 12 Months							*
1618		Unwgt'd	8518	127	4500	81	4018	46
1619		(000)	41828	528	20328	321	21500	207
1620		Horz %	100.00	1.26	48.60	0.77	51.40	0.49
1621		Vert %	18.16	17.27	18.24	19.71	18.08	14.49
1622		Index	100	95	100	109	100	80

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2								
1623	Your Intentions - Likely to Buy			*		*		*
1624	a Van/Mini-Van - Next 12	Unwgted	2447	31	1340	23	1107	8
1625	Months	(000)	12807	139	6431	102	6375	37
1626		Horz %	100.00	1.08	50.22	0.80	49.78	0.29
1627		Vert %	5.56	4.53	5.77	6.26	5.36	2.56
1628		Index	100	82	104	113	96	46
1629	Your Intentions - Likely to Buy			*		*		*
1630	a Motorcycle - Next 12 Months	Unwgted	1278	15	809	9	469	6
1631		(000)	6999	42	4242	31	2756	11
1632		Horz %	100.00	0.61	60.62	0.44	39.38	0.16
1633		Vert %	3.04	1.39	3.81	1.89	2.32	0.80
1634		Index	100	46	125	62	76	26
1635	Your Intentions - Likely to Buy							*
1636	a Sport-Utility Vehicle - Next	Unwgted	4517	75	2479	52	2038	23
1637	12 Months	(000)	21316	296	10692	197	10624	100
1638		Horz %	100.00	1.39	50.16	0.92	49.84	0.47
1639		Vert %	9.25	9.68	9.59	12.06	8.93	6.97
1640		Index	100	105	104	130	97	75
1641	Your Intentions - Likely to Buy					*		*
1642	a Light Truck - Next 12	Unwgted	3310	58	2076	47	1234	11
1643	Months	(000)	17770	253	10215	211	7555	43
1644		Horz %	100.00	1.43	57.48	1.19	42.52	0.24
1645		Vert %	7.71	8.29	9.16	12.92	6.35	2.99
1646		Index	100	107	119	167	82	39
1647	Your Intentions - Likely to Buy			*		*		*
1648	a Hybrid/Alternative-Fuel	Unwgted	2416	45	1334	28	1082	17
1649	Vehicle - Next 12 Months	(000)	11083	147	5798	87	5285	61
1650		Horz %	100.00	1.33	52.32	0.78	47.68	0.55
1651		Vert %	4.81	4.82	5.20	5.33	4.44	4.25
1652		Index	100	100	108	111	92	88
1653	Your Intentions - Likely to Buy					*		*
1654	a Home Theater System -	Unwgted	3981	53	2307	37	1674	16
1655	Next 12 Months	(000)	19518	207	10873	152	8646	55
1656		Horz %	100.00	1.06	55.70	0.78	44.30	0.28
1657		Vert %	8.47	6.77	9.75	9.30	7.27	3.87
1658		Index	100	80	115	110	86	46
1659	Your Intentions - Likely to Buy							*
1660	a Large Flat-Screen/HDTV	Unwgted	8726	120	4639	71	4087	49
1661	(27"-42") - Next 12 Months	(000)	40740	446	20747	247	19994	199
1662		Horz %	100.00	1.09	50.92	0.61	49.08	0.49
1663		Vert %	17.68	14.59	18.61	15.17	16.81	13.93
1664		Index	100	82	105	86	95	79
1665	Your Intentions - Likely to Buy							*
1666	a Giant Flat-Screen/HDTV	Unwgted	5403	91	3189	59	2214	32
1667	(43" or More) - Next 12	(000)	25635	333	14089	198	11546	135
1668	Months	Horz %	100.00	1.30	54.96	0.77	45.04	0.53
1669		Vert %	11.13	10.89	12.64	12.16	9.71	9.43
1670		Index	100	98	114	109	87	85
1671	Your Intentions - Likely to Buy			*		*		*
1672	a Portable DVD Player - Next	Unwgted	4043	46	2108	29	1935	17
1673	12 Months	(000)	20566	240	10147	128	10420	112
1674		Horz %	100.00	1.17	49.34	0.62	50.66	0.54
1675		Vert %	8.93	7.85	9.10	7.87	8.76	7.83
1676		Index	100	88	102	88	98	88

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2								
1677	Your Intentions - Likely to Buy							*
1678	a Blu-Ray Player - Next 12	Unwgt	5089	86	2958	54	2131	32
1679	Months	(000)	24204	307	12857	175	11347	133
1680		Horz %	100.00	1.27	53.12	0.72	46.88	0.55
1681		Vert %	10.51	10.05	11.53	10.72	9.54	9.30
1682		Index	100	96	110	102	91	88
1683	Your Intentions - Likely to Buy							*
1684	a Digital Video Camera or	Unwgt	5251	82	2787	56	2464	26
1685	Digital Camera - Next 12	(000)	25350	303	12384	205	12966	98
1686	Months	Horz %	100.00	1.19	48.85	0.81	51.15	0.39
1687		Vert %	11.00	9.91	11.11	12.55	10.90	6.88
1688		Index	100	90	101	114	99	63
1689	Your Intentions - Likely to Buy							*
1690	a Desktop Computer - Next 12	Unwgt	5874	102	3323	68	2551	34
1691	Months	(000)	27475	361	14226	226	13249	135
1692		Horz %	100.00	1.31	51.78	0.82	48.22	0.49
1693		Vert %	11.93	11.80	12.76	13.85	11.14	9.47
1694		Index	100	99	107	116	93	79
1695	Your Intentions - Likely to Buy							*
1696	a Laptop Computer - Next 12	Unwgt	9834	144	5209	99	4625	45
1697	Months	(000)	46220	581	22814	343	23406	238
1698		Horz %	100.00	1.26	49.36	0.74	50.64	0.51
1699		Vert %	20.06	19.00	20.47	21.06	19.68	16.65
1700		Index	100	95	102	105	98	83
1701	Your Intentions - Likely to			*		*		*
1702	Subscribe to Satellite Radio -	Unwgt	2646	37	1468	28	1178	9
1703	Next 12 Months	(000)	13158	148	6963	116	6194	32
1704		Horz %	100.00	1.12	52.92	0.88	47.08	0.24
1705		Vert %	5.71	4.84	6.25	7.13	5.21	2.21
1706		Index	100	85	109	125	91	39
1707	Your Intentions - Likely to Get					*		*
1708	Engaged - Next 12 Months	Unwgt	4556	56	2304	29	2252	27
1709		(000)	24442	220	12208	110	12234	110
1710		Horz %	100.00	0.90	49.95	0.45	50.05	0.45
1711		Vert %	10.61	7.20	10.95	6.73	10.29	7.72
1712		Index	100	68	103	63	97	73
1713	Your Intentions - Likely to			*		*		*
1714	Become a Parent - Next 12	Unwgt	3008	47	1415	22	1593	25
1715	Months	(000)	16551	218	7229	90	9321	128
1716		Horz %	100.00	1.31	43.68	0.54	56.32	0.77
1717		Vert %	7.18	7.12	6.49	5.52	7.84	8.94
1718		Index	100	99	90	77	109	124
1719	Your Intentions - Likely to			*		*		*
1720	Become a Grandparent - Next	Unwgt	4255	40	2155	23	2100	17
1721	12 Months	(000)	20418	144	9609	83	10809	62
1722		Horz %	100.00	0.71	47.06	0.41	52.94	0.30
1723		Vert %	8.86	4.72	8.62	5.07	9.09	4.32
1724		Index	100	53	97	57	103	49
1725	Your Intentions - Likely to					*		*
1726	Have a Child Go Away to	Unwgt	4037	57	2135	40	1902	17
1727	College - Next 12 Months	(000)	19488	237	9510	141	9978	96
1728		Horz %	100.00	1.22	48.80	0.72	51.20	0.49
1729		Vert %	8.46	7.75	8.53	8.65	8.39	6.73
1730		Index	100	92	101	102	99	80

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1								
2								
1731	Your Intentions - Likely to			*		*		*
1732	Have a Child Graduate from	Unwgt	2757	34	1433	18	1324	16
1733	College - Next 12 Months	(000)	13242	143	6419	75	6823	68
1734		Horz %	100.00	1.08	48.47	0.56	51.53	0.51
1735		Vert %	5.75	4.66	5.76	4.59	5.74	4.75
1736		Index	100	81	100	80	100	83
1737	Your Intentions - Likely to			*		*		*
1738	Have a Child Get Married -	Unwgt	3100	39	1534	25	1566	14
1739	Next 12 Months	(000)	15422	175	7070	103	8352	72
1740		Horz %	100.00	1.13	45.84	0.67	54.16	0.47
1741		Vert %	6.69	5.72	6.34	6.32	7.02	5.03
1742		Index	100	85	95	94	105	75
1743	Your Intentions - Likely to			*		*		*
1744	Retire from Full-Time Work -	Unwgt	3412	36	1951	25	1461	11
1745	Next 12 Months	(000)	15336	123	8543	95	6793	27
1746		Horz %	100.00	0.80	55.71	0.62	44.29	0.18
1747		Vert %	6.66	4.01	7.66	5.84	5.71	1.91
1748		Index	100	60	115	88	86	29
1749	Your Intentions - Likely to			*		*		*
1750	Collect Lump-Sum from	Unwgt	1592	18	880	12	712	6
1751	Pension/IRA/401(k) - Next 12	(000)	7515	73	4031	51	3484	22
1752	Months	Horz %	100.00	0.97	53.65	0.68	46.35	0.30
1753		Vert %	3.26	2.39	3.62	3.12	2.93	1.56
1754		Index	100	73	111	96	90	48
1755	Your Intentions - Likely to					*		*
1756	Start or Buy a New Business -	Unwgt	3676	59	2187	44	1489	15
1757	Next 12 Months	(000)	17479	232	10201	186	7278	46
1758		Horz %	100.00	1.33	58.36	1.06	41.64	0.26
1759		Vert %	7.59	7.59	9.15	11.41	6.12	3.22
1760		Index	100	100	121	150	81	42
1761	Your Intentions - Likely to							*
1762	Change Jobs - Next 12	Unwgt	7643	143	4255	97	3388	46
1763	Months	(000)	33336	526	17707	331	15629	195
1764		Horz %	100.00	1.58	53.12	0.99	46.88	0.59
1765		Vert %	14.47	17.21	15.88	20.30	13.14	13.67
1766		Index	100	119	110	140	91	94