

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	389	24457	186	23711	203
5		Weighted (000)	238155	2075	114766	838	123389	1237
6		Horz %	100.00	0.87	48.19	0.35	51.81	0.52
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	186	24457	186	0	0
11		Weighted (000)	114766	838	114766	838	0	0
12		Horz %	100.00	0.73	100.00	0.73	0.00	0.00
13		Vert %	48.19	40.41	100.00	100.00	0.00	0.00
14		Index	100	84	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	203	0	0	23711	203
17		Weighted (000)	123389	1237	0	0	123389	1237
18		Horz %	100.00	1.00	0.00	0.00	100.00	1.00
19		Vert %	51.81	59.59	0.00	0.00	100.00	100.00
20		Index	100	115	0	0	193	193
21					*	*		*
22	Age 18-24	Unwgted	3835	4	2176	2	1659	2
23		Weighted (000)	30197	33	15211	22	14986	11
24		Horz %	100.00	0.11	50.37	0.07	49.63	0.04
25		Vert %	12.68	1.60	13.25	2.62	12.15	0.91
26		Index	100	13	105	21	96	7
27				*		*		*
28	Age 25-34	Unwgted	7986	8	4052	3	3934	5
29		Weighted (000)	42012	49	20869	18	21143	31
30		Horz %	100.00	0.12	49.67	0.04	50.33	0.07
31		Vert %	17.64	2.37	18.18	2.11	17.14	2.54
32		Index	100	13	103	12	97	14
33				*		*		*
34	Age 35-44	Unwgted	8452	23	4443	8	4009	15
35		Weighted (000)	40087	147	19682	30	20405	117
36		Horz %	100.00	0.37	49.10	0.07	50.90	0.29
37		Vert %	16.83	7.07	17.15	3.53	16.54	9.47
38		Index	100	42	102	21	98	56
39						*		*
40	Age 45-54	Unwgted	9050	51	4578	28	4472	23
41		Weighted (000)	43666	304	21286	128	22380	176
42		Horz %	100.00	0.70	48.75	0.29	51.25	0.40
43		Vert %	18.33	14.65	18.55	15.28	18.14	14.23
44		Index	100	80	101	83	99	78
45						*		*
46	Age 55-64	Unwgted	8207	85	4240	42	3967	43
47		Weighted (000)	38818	462	18503	188	20315	275
48		Horz %	100.00	1.19	47.67	0.48	52.33	0.71
49		Vert %	16.30	22.29	16.12	22.38	16.46	22.22
50		Index	100	137	99	137	101	136
51								
52	Age 65+	Unwgted	10638	218	4968	103	5670	115
53		Weighted (000)	43374	1079	19215	453	24160	626
54		Horz %	100.00	2.49	44.30	1.05	55.70	1.44
55		Vert %	18.21	52.02	16.74	54.08	19.58	50.63
56		Index	100	286	92	297	108	278

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2								
57								
58	Age 21+	Unwgted	46644	388	23528	185	23116	203
59		Weighted (000)	225241	2070	107990	834	117251	1237
60		Horz %	100.00	0.92	47.94	0.37	52.06	0.55
61		Vert %	94.58	99.77	94.10	99.44	95.03	100.00
62		Index	100	105	99	105	100	106
63				*		*		*
64	Age 18-34	Unwgted	11821	12	6228	5	5593	7
65		Weighted (000)	72209	82	36080	40	36129	43
66		Horz %	100.00	0.11	49.97	0.05	50.03	0.06
67		Vert %	30.32	3.97	31.44	4.73	29.28	3.45
68		Index	100	13	104	16	97	11
69						*		*
70	Age 18-49	Unwgted	24702	56	12939	22	11763	34
71		Weighted (000)	133505	395	66134	118	67371	277
72		Horz %	100.00	0.30	49.54	0.09	50.46	0.21
73		Vert %	56.06	19.04	57.63	14.13	54.60	22.37
74		Index	100	34	103	25	97	40
75						*		*
76	Age 25-54	Unwgted	25488	82	13073	39	12415	43
77		Weighted (000)	125765	500	61837	175	63928	324
78		Horz %	100.00	0.40	49.17	0.14	50.83	0.26
79		Vert %	52.81	24.09	53.88	20.92	51.81	26.24
80		Index	100	46	102	40	98	50
81								
82	Age 35-64	Unwgted	25709	159	13261	78	12448	81
83		Weighted (000)	122571	913	59471	345	63100	568
84		Horz %	100.00	0.75	48.52	0.28	51.48	0.46
85		Vert %	51.47	44.01	51.82	41.19	51.14	45.92
86		Index	100	86	101	80	99	89
87								
88	Age 50+	Unwgted	23466	333	11518	164	11948	169
89		Weighted (000)	104649	1680	48631	720	56018	960
90		Horz %	100.00	1.61	46.47	0.69	53.53	0.92
91		Vert %	43.94	80.96	42.37	85.87	45.40	77.63
92		Index	100	184	96	195	103	177
93								
94	Median Age	Unwgted						
95		Weighted (000)	46.60	65.80	45.80	66.80	47.40	65.30
96		Horz %						
97		Vert %						
98		Index						
99								
100	Race: White Only	Unwgted	35231	348	17988	165	17243	183
101		Weighted (000)	176436	1909	85107	768	91329	1140
102		Horz %	100.00	1.08	48.24	0.44	51.76	0.65
103		Vert %	74.08	91.98	74.16	91.64	74.02	92.21
104		Index	100	124	100	124	100	124
105				*		*		*
106	Race: Black/African-American Only	Unwgted	5807	20	2719	10	3088	10
107		Weighted (000)	28531	90	13037	42	15494	48
108		Horz %	100.00	0.31	45.69	0.15	54.31	0.17
109		Vert %	11.98	4.33	11.36	4.96	12.56	3.90
110		Index	100	36	95	41	105	33

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2								
111				*		*		*
112		Unwgted	2180	8	1128	4	1052	4
113	Race: Asian	Weighted (000)	7671	45	3482	11	4189	34
114		Horz %	100.00	0.58	45.39	0.14	54.61	0.44
115		Vert %	3.22	2.16	3.03	1.31	3.39	2.73
116		Index	100	67	94	41	105	85
117					*		*	
118		Unwgted	7130	21	3750	11	3380	10
119	Race: Other Race/Multi-Racial	Weighted (000)	33187	77	16622	28	16565	48
120		Horz %	100.00	0.23	50.09	0.09	49.91	0.14
121		Vert %	13.94	3.69	14.48	3.40	13.43	3.89
122		Index	100	26	104	24	96	28
123					*		*	
124		Unwgted	5677	18	2846	9	2831	9
125	Hispanic, Latino, Spanish Origin or Descent	Weighted (000)	35739	112	17858	36	17882	76
126		Horz %	100.00	0.31	49.97	0.10	50.03	0.21
127		Vert %	15.01	5.41	15.56	4.30	14.49	6.16
128		Index	100	36	104	29	97	41
129					*		*	
130		Unwgted	1612	4	851	2	761	2
131	Hispanic, Personally Speak Only English at Home	Weighted (000)	5378	9	2712	3	2667	6
132		Horz %	100.00	0.16	50.42	0.06	49.58	0.10
133		Vert %	2.26	0.42	2.36	0.37	2.16	0.46
134		Index	100	19	105	16	96	20
135					*		*	
136		Unwgted	1702	7	820	3	882	4
137	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Weighted (000)	9096	37	4752	12	4344	24
138		Horz %	100.00	0.40	52.24	0.13	47.76	0.27
139		Vert %	3.82	1.76	4.14	1.45	3.52	1.97
140		Index	100	46	108	38	92	52
141					*		*	
142		Unwgted	897	1	420	1	477	0
143	Hispanic, Personally Speak Only Spanish at Home	Weighted (000)	10398	13	5173	13	5225	0
144		Horz %	100.00	0.12	49.75	0.12	50.25	0.00
145		Vert %	4.37	0.61	4.51	1.52	4.23	0.00
146		Index	100	14	103	35	97	0
147					*		*	
148		Unwgted	1355	5	702	3	653	2
149	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Weighted (000)	8786	13	4447	8	4340	5
150		Horz %	100.00	0.15	50.61	0.09	49.39	0.05
151		Vert %	3.69	0.61	3.87	0.96	3.52	0.38
152		Index	100	17	105	26	95	10
153					*	*	*	
154		Unwgted	84	0	41	0	43	0
155	Hispanic, Personally Speak Spanish and English Equally at Home	Weighted (000)	1523	0	602	0	920	0
156		Horz %	100.00	0.00	39.56	0.00	60.44	0.00
157		Vert %	0.64	0.00	0.52	0.00	0.75	0.00
158		Index	100	0	82	0	117	0
159					*		*	
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	46	3535	28	3214	18
161		Weighted (000)	24693	210	11947	80	12745	130
162		Horz %	100.00	0.85	48.38	0.32	51.62	0.53
163		Vert %	10.37	10.10	10.41	9.50	10.33	10.51
164		Index	100	97	100	92	100	101

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2								
165							*	*
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	82	5594	41	5303	41
167		Weighted (000)	43976	343	21010	156	22966	187
168		Horz %	100.00	0.78	47.78	0.36	52.22	0.43
169		Vert %	18.47	16.54	18.31	18.65	18.61	15.12
170		Index	100	90	99	101	101	82
171				*		*		*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	26	1055	16	1437	10
173		Weighted (000)	10385	104	4055	57	6330	47
174		Horz %	100.00	1.00	39.05	0.55	60.95	0.45
175		Vert %	4.36	5.00	3.53	6.80	5.13	3.78
176		Index	100	115	81	156	118	87
177				*		*		*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	24	1466	14	1642	10
179		Weighted (000)	12939	110	5528	71	7411	39
180		Horz %	100.00	0.85	42.72	0.55	57.28	0.30
181		Vert %	5.43	5.30	4.82	8.53	6.01	3.12
182		Index	100	98	89	157	111	57
183						*		*
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	70	5138	30	5029	40
185		Weighted (000)	45323	319	21898	130	23425	189
186		Horz %	100.00	0.70	48.32	0.29	51.68	0.42
187		Vert %	19.03	15.39	19.08	15.54	18.98	15.28
188		Index	100	81	100	82	100	80
189						*		*
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	113	5465	45	5162	68
191		Weighted (000)	70635	801	34949	278	35686	522
192		Horz %	100.00	1.13	49.48	0.39	50.52	0.74
193		Vert %	29.66	38.60	30.45	33.21	28.92	42.25
194		Index	100	130	103	112	98	142
195				*		*		*
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	28	2204	12	1924	16
197		Weighted (000)	30203	188	15378	65	14825	123
198		Horz %	100.00	0.62	50.91	0.22	49.09	0.41
199		Vert %	12.68	9.07	13.40	7.78	12.02	9.94
200		Index	100	71	106	61	95	78
201				*		*		*
202	Currently Attending College or University	Unwgted	3489	8	1681	4	1808	4
203		Weighted (000)	19251	70	8953	16	10297	54
204		Horz %	100.00	0.37	46.51	0.08	53.49	0.28
205		Vert %	8.08	3.39	7.80	1.94	8.35	4.37
206		Index	100	42	97	24	103	54
207								*
208	Employed Full Time	Unwgted	24693	105	14836	65	9857	40
209		Weighted (000)	114968	464	66238	236	48730	228
210		Horz %	100.00	0.40	57.61	0.21	42.39	0.20
211		Vert %	48.27	22.38	57.72	28.18	39.49	18.45
212		Index	100	46	120	58	82	38
213				*		*		*
214	Employed Part Time	Unwgted	5566	32	2103	10	3463	22
215		Weighted (000)	28629	224	10048	39	18582	185
216		Horz %	100.00	0.78	35.10	0.14	64.90	0.64
217		Vert %	12.02	10.77	8.75	4.66	15.06	14.92
218		Index	100	90	73	39	125	124

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2								
219	Not Employed							
220		Unwgt'd	17909	252	7518	111	10391	141
221		Weighted (000)	94557	1387	38480	563	56077	824
222		Horz %	100.00	1.47	40.70	0.60	59.30	0.87
223		Vert %	39.70	66.85	33.53	67.16	45.45	66.63
224	Index	100	168	84	169	114	168	
225	Temporarily Unemployed			*		*		*
226		Unwgt'd	2163	10	1076	7	1087	3
227		Weighted (000)	14225	73	7394	50	6830	23
228		Horz %	100.00	0.51	51.98	0.35	48.02	0.16
229		Vert %	5.97	3.51	6.44	5.93	5.54	1.87
230	Index	100	59	108	99	93	31	
231	Retired from Employment							
232		Unwgt'd	10300	212	4886	101	5414	111
233		Weighted (000)	44807	1125	20795	497	24012	628
234		Horz %	100.00	2.51	46.41	1.11	53.59	1.40
235		Vert %	18.81	54.20	18.12	59.23	19.46	50.80
236	Index	100	288	96	315	103	270	
237	Not Employed, Principal Shopper for Household			*		*		*
238		Unwgt'd	2452	13	63	0	2389	13
239		Weighted (000)	16222	92	415	0	15807	92
240		Horz %	100.00	0.57	2.56	0.00	97.44	0.57
241		Vert %	6.81	4.46	0.36	0.00	12.81	7.48
242	Index	100	65	5	0	188	110	
243	Occupation: Professional and Related Occupations			*		*		*
244		Unwgt'd	7464	28	3516	17	3948	11
245		Weighted (000)	32463	156	13816	72	18647	84
246		Horz %	100.00	0.48	42.56	0.22	57.44	0.26
247		Vert %	13.63	7.51	12.04	8.55	15.11	6.81
248	Index	100	55	88	63	111	50	
249	Occupation: Management, Business and Financial Operations			*		*		*
250		Unwgt'd	6295	30	3914	19	2381	11
251		Weighted (000)	23158	116	13110	58	10048	57
252		Horz %	100.00	0.50	56.61	0.25	43.39	0.25
253		Vert %	9.72	5.58	11.42	6.98	8.14	4.63
254	Index	100	57	117	72	84	48	
255	Occupation: Sales and Office Occupations			*		*		*
256		Unwgt'd	5947	37	2267	10	3680	27
257		Weighted (000)	32581	224	12510	51	20071	173
258		Horz %	100.00	0.69	38.40	0.16	61.60	0.53
259		Vert %	13.68	10.79	10.90	6.10	16.27	13.97
260	Index	100	79	80	45	119	102	
261	Occupation: Natural Resources, Construction and Maintenance Occupations			*		*		*
262		Unwgt'd	2518	8	2431	8	87	0
263		Weighted (000)	13283	31	12692	31	591	0
264		Horz %	100.00	0.23	95.55	0.23	4.45	0.00
265		Vert %	5.58	1.48	11.06	3.67	0.48	0.00
266	Index	100	27	198	66	9	0	
267	Occupation: Other Employed			*		*		*
268		Unwgt'd	8035	34	4811	21	3224	13
269		Weighted (000)	42112	162	24157	63	17955	98
270		Horz %	100.00	0.38	57.36	0.15	42.64	0.23
271		Vert %	17.68	7.79	21.05	7.54	14.55	7.96
272	Index	100	44	119	43	82	45	

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1								
2								
273				*		*		*
274		Unwgted	1652	10	995	6	657	4
275	Household Income: \$250,000+	Weighted (000)	6409	39	3331	15	3078	24
276		Horz %	100.00	0.61	51.98	0.24	48.02	0.37
277		Vert %	2.69	1.87	2.90	1.80	2.49	1.92
278		Index	100	70	108	67	93	71
279					*		*	
280		Unwgted	1403	7	802	5	601	2
281	Household Income: \$200,000-\$249,999	Weighted (000)	5818	56	2971	22	2847	34
282		Horz %	100.00	0.97	51.06	0.38	48.94	0.59
283		Vert %	2.44	2.72	2.59	2.63	2.31	2.78
284		Index	100	111	106	108	94	114
285					*		*	
286	Household Income: \$150,000-\$199,999	Unwgted	3416	13	2002	5	1414	8
287		Weighted (000)	15518	71	7893	18	7625	53
288		Horz %	100.00	0.46	50.87	0.12	49.13	0.34
289		Vert %	6.52	3.43	6.88	2.14	6.18	4.31
290		Index	100	53	106	33	95	66
291				*		*		*
292	Household Income: \$100,000-\$149,999	Unwgted	7088	34	4096	25	2992	9
293		Weighted (000)	36360	184	18625	132	17735	51
294		Horz %	100.00	0.51	51.22	0.36	48.78	0.14
295		Vert %	15.27	8.85	16.23	15.80	14.37	4.14
296		Index	100	58	106	103	94	27
297				*		*		*
298	Household Income: \$75,000-\$99,999	Unwgted	6291	41	3511	25	2780	16
299		Weighted (000)	31892	220	16159	115	15732	105
300		Horz %	100.00	0.69	50.67	0.36	49.33	0.33
301		Vert %	13.39	10.59	14.08	13.74	12.75	8.46
302		Index	100	79	105	103	95	63
303				*		*		*
304	Household Income: \$60,000-\$74,999	Unwgted	5133	48	2676	24	2457	24
305		Weighted (000)	25163	297	12461	92	12702	205
306		Horz %	100.00	1.18	49.52	0.37	50.48	0.81
307		Vert %	10.57	14.30	10.86	10.96	10.29	16.57
308		Index	100	135	103	104	97	157
309				*		*		*
310	Household Income: \$50,000-\$59,999	Unwgted	3809	41	1962	22	1847	19
311		Weighted (000)	18825	205	9277	108	9548	97
312		Horz %	100.00	1.09	49.28	0.58	50.72	0.51
313		Vert %	7.90	9.90	8.08	12.93	7.74	7.84
314		Index	100	125	102	164	98	99
315				*		*		*
316	Household Income: \$40,000-\$49,999	Unwgted	4740	45	2353	21	2387	24
317		Weighted (000)	20651	224	10068	102	10584	123
318		Horz %	100.00	1.09	48.75	0.49	51.25	0.59
319		Vert %	8.67	10.80	8.77	12.11	8.58	9.91
320		Index	100	125	101	140	99	114
321						*		*
322	Household Income: \$30,000-\$39,999	Unwgted	4631	59	2090	27	2541	32
323		Weighted (000)	22417	242	10701	116	11716	126
324		Horz %	100.00	1.08	47.74	0.52	52.26	0.56
325		Vert %	9.41	11.66	9.32	13.80	9.49	10.21
326		Index	100	124	99	147	101	108

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
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2								
327						*		*
328		Unwgted	4429	54	1882	18	2547	36
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	328	10224	82	12416	246
330		Horz %	100.00	1.45	45.16	0.36	54.84	1.09
331		Vert %	9.51	15.78	8.91	9.74	10.06	19.89
332		Index	100	166	94	102	106	209
333					*		*	
334		Unwgted	5576	37	2088	8	3488	29
335	Household Income: Under \$20,000	Weighted (000)	32463	209	13056	37	19407	173
336		Horz %	100.00	0.64	40.22	0.11	59.78	0.53
337		Vert %	13.63	10.09	11.38	4.35	15.73	13.97
338		Index	100	74	83	32	115	103
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	51.70	64.90	57.70	57.90	44.90
342		Horz %						
343		Vert %						
344		Index						
345					*		*	
346		Unwgted	11693	35	6285	18	5408	17
347	Marital Status: Single, Never Married	Weighted (000)	65997	180	35246	93	30751	87
348		Horz %	100.00	0.27	53.41	0.14	46.59	0.13
349		Vert %	27.71	8.65	30.71	11.04	24.92	7.03
350		Index	100	31	111	40	90	25
351								
352		Unwgted	24820	224	14100	129	10720	95
353	Marital Status: Currently Married	Weighted (000)	126882	1328	63254	584	63629	744
354		Horz %	100.00	1.05	49.85	0.46	50.15	0.59
355		Vert %	53.28	64.00	55.12	69.68	51.57	60.14
356		Index	100	120	103	131	97	113
357							*	
358		Unwgted	7777	61	3127	22	4650	39
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	288	12849	89	17759	199
360		Horz %	100.00	0.94	41.98	0.29	58.02	0.65
361		Vert %	12.85	13.89	11.20	10.60	14.39	16.12
362		Index	100	108	87	82	112	125
363							*	
364		Unwgted	3878	69	945	17	2933	52
365	Marital Status: Widowed	Weighted (000)	14666	279	3416	73	11250	207
366		Horz %	100.00	1.90	23.29	0.50	76.71	1.41
367		Vert %	6.16	13.46	2.98	8.67	9.12	16.70
368		Index	100	219	48	141	148	271
369					*		*	
370		Unwgted	1983	4	1032	1	951	3
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	23	5384	4	5833	19
372		Horz %	100.00	0.20	48.00	0.03	52.00	0.17
373		Vert %	4.71	1.09	4.69	0.44	4.73	1.53
374		Index	100	23	100	9	100	32
375					*		*	
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	11	1820	2	1493	9
377		Weighted (000)	20943	92	10281	13	10662	79
378		Horz %	100.00	0.44	49.09	0.06	50.91	0.38
379		Vert %	8.79	4.42	8.96	1.54	8.64	6.37
380		Index	100	50	102	17	98	72

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
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2								
381				*		*		*
382		Unwgted	17843	48	8707	23	9136	25
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	341	42720	120	51899	221
384		Horz %	100.00	0.36	45.15	0.13	54.85	0.23
385		Vert %	39.73	16.41	37.22	14.27	42.06	17.86
386		Index	100	41	94	36	106	45
387					*		*	
388		Unwgted	7219	26	3511	11	3708	15
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	195	17649	70	21103	125
390		Horz %	100.00	0.50	45.54	0.18	54.46	0.32
391		Vert %	16.27	9.41	15.38	8.40	17.10	10.10
392		Index	100	58	95	52	105	62
393					*		*	
394		Unwgted	6632	15	3312	10	3320	5
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	78	15370	29	17969	49
396		Horz %	100.00	0.24	46.10	0.09	53.90	0.15
397		Vert %	14.00	3.78	13.39	3.52	14.56	3.96
398		Index	100	27	96	25	104	28
399					*		*	
400		Unwgted	2738	4	1283	1	1455	3
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	40	6431	4	8420	35
402		Horz %	100.00	0.27	43.31	0.03	56.69	0.24
403		Vert %	6.24	1.92	5.60	0.53	6.82	2.87
404		Index	100	31	90	8	109	46
405					*		*	
406		Unwgted	882	2	427	1	455	1
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	18	2303	15	2920	2
408		Horz %	100.00	0.34	44.10	0.29	55.90	0.04
409		Vert %	2.19	0.85	2.01	1.83	2.37	0.19
410		Index	100	39	92	83	108	9
411					*		*	
412		Unwgted	372	1	174	0	198	1
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	9	967	0	1487	9
414		Horz %	100.00	0.38	39.40	0.00	60.60	0.38
415		Vert %	1.03	0.45	0.84	0.00	1.21	0.75
416		Index	100	43	82	0	117	73
417								
418	Own Home/Residence	Unwgted	33340	325	17386	160	15954	165
419		Weighted (000)	157962	1709	76483	699	81479	1010
420		Horz %	100.00	1.08	48.42	0.44	51.58	0.64
421		Vert %	66.33	82.36	66.64	83.38	66.03	81.67
422		Index	100	124	100	126	100	123
423						*		*
424	Rent Home/Residence	Unwgted	14260	60	6787	24	7473	36
425		Weighted (000)	77153	351	36837	132	40316	219
426		Horz %	100.00	0.46	47.75	0.17	52.25	0.28
427		Vert %	32.40	16.92	32.10	15.79	32.67	17.69
428		Index	100	52	99	49	101	55
429				*		*		*
430		Unwgted	568	4	284	2	284	2
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	15	1445	7	1594	8
432		Horz %	100.00	0.49	47.54	0.23	52.46	0.26
433		Vert %	1.28	0.72	1.26	0.82	1.29	0.64
434		Index	100	56	99	65	101	50



RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

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2								
435	Census Region: North East						*	*
436		Unwgted	11308	81	5685	42	5623	39
437		Weighted (000)	43253	242	20622	111	22631	131
438		Horz %	100.00	0.56	47.68	0.26	52.32	0.30
439		Vert %	18.16	11.69	17.97	13.24	18.34	10.63
440		Index	100	64	99	73	101	59
441	Census Region: South							
442		Unwgted	16124	184	8035	84	8089	100
443		Weighted (000)	89346	1159	42766	434	46580	725
444		Horz %	100.00	1.30	47.87	0.49	52.13	0.81
445		Vert %	37.52	55.87	37.26	51.78	37.75	58.65
446		Index	100	149	99	138	101	156
447	Census Region: Midwest				*	*	*	*
448		Unwgted	10891	40	5544	21	5347	19
449		Weighted (000)	51282	229	24805	94	26477	135
450		Horz %	100.00	0.45	48.37	0.18	51.63	0.26
451		Vert %	21.53	11.05	21.61	11.19	21.46	10.95
452		Index	100	51	100	52	100	51
453	Census Region: West				*	*	*	*
454		Unwgted	9845	84	5193	39	4652	45
455		Weighted (000)	54273	444	26572	199	27701	245
456		Horz %	100.00	0.82	48.96	0.37	51.04	0.45
457		Vert %	22.79	21.40	23.15	23.79	22.45	19.77
458		Index	100	94	102	104	99	87
459	Census Sub-Region: New England				*	*	*	*
460		Unwgted	2844	23	1449	13	1395	10
461		Weighted (000)	11320	94	5419	43	5901	51
462		Horz %	100.00	0.83	47.87	0.38	52.13	0.45
463		Vert %	4.75	4.52	4.72	5.16	4.78	4.09
464		Index	100	95	99	109	101	86
465	Census Sub-Region: Mid Atlantic				*	*	*	*
466		Unwgted	8464	58	4236	29	4228	29
467		Weighted (000)	31933	149	15203	68	16730	81
468		Horz %	100.00	0.47	47.61	0.21	52.39	0.25
469		Vert %	13.41	7.17	13.25	8.08	13.56	6.54
470		Index	100	53	99	60	101	49
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	135	4475	65	4641	70
473		Weighted (000)	45960	824	21872	329	24087	495
474		Horz %	100.00	1.79	47.59	0.72	52.41	1.08
475		Vert %	19.30	39.72	19.06	39.30	19.52	40.01
476		Index	100	206	99	204	101	207
477	Census Sub-Region: East South Central				*	*	*	*
478		Unwgted	2066	4	1066	2	1000	2
479		Weighted (000)	14946	18	7248	13	7697	5
480		Horz %	100.00	0.12	48.50	0.09	51.50	0.03
481		Vert %	6.28	0.85	6.32	1.52	6.24	0.39
482		Index	100	13	101	24	99	6
483	Census Sub-Region: West South Central				*	*	*	*
484		Unwgted	4942	45	2494	17	2448	28
485		Weighted (000)	28441	318	13646	92	14795	226
486		Horz %	100.00	1.12	47.98	0.32	52.02	0.79
487		Vert %	11.94	15.30	11.89	10.97	11.99	18.24
488		Index	100	128	100	92	100	153

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

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2								
489				*		*		*
490		Unwgted	8456	25	4267	13	4189	12
491	Census Sub-Region: East North Central	Weighted (000)	35650	115	16892	41	18758	74
492		Horz %	100.00	0.32	47.38	0.12	52.62	0.21
493		Vert %	14.97	5.57	14.72	4.93	15.20	6.00
494		Index	100	37	98	33	102	40
495					*		*	
496		Unwgted	2435	15	1277	8	1158	7
497	Census Sub-Region: West North Central	Weighted (000)	15632	114	7913	53	7719	61
498		Horz %	100.00	0.73	50.62	0.34	49.38	0.39
499		Vert %	6.56	5.48	6.90	6.26	6.26	4.95
500		Index	100	83	105	95	95	75
501					*		*	
502		Unwgted	2321	33	1229	14	1092	19
503	Census Sub-Region: Mountain	Weighted (000)	16500	171	8176	85	8324	86
504		Horz %	100.00	1.04	49.55	0.52	50.45	0.52
505		Vert %	6.93	8.23	7.12	10.15	6.75	6.94
506		Index	100	119	103	146	97	100
507							*	
508		Unwgted	7524	51	3964	25	3560	26
509	Census Sub-Region: Pacific	Weighted (000)	37774	273	18396	114	19378	159
510		Horz %	100.00	0.72	48.70	0.30	51.30	0.42
511		Vert %	15.86	13.16	16.03	13.65	15.70	12.84
512		Index	100	83	101	86	99	81
513								
514		Unwgted	26679	151	13529	75	13150	76
515	County Size: A	Weighted (000)	99155	620	47699	269	51456	352
516		Horz %	100.00	0.63	48.11	0.27	51.89	0.35
517		Vert %	41.63	29.89	41.56	32.04	41.70	28.43
518		Index	100	72	100	77	100	68
519								
520		Unwgted	12036	130	6063	60	5973	70
521	County Size: B	Weighted (000)	70767	675	34009	268	36758	407
522		Horz %	100.00	0.95	48.06	0.38	51.94	0.58
523		Vert %	29.71	32.52	29.63	31.92	29.79	32.92
524		Index	100	109	100	107	100	111
525								
526		Unwgted	9453	108	4865	51	4588	57
527	County Size: C/D	Weighted (000)	68232	780	33058	302	35175	478
528		Horz %	100.00	1.14	48.45	0.44	51.55	0.70
529		Vert %	28.65	37.59	28.80	36.04	28.51	38.65
530		Index	100	131	101	126	99	135
531					*		*	
532		Unwgted	1292	10	710	4	582	6
533	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)	Weighted (000)	5120	66	2746	8	2374	58
534		Horz %	100.00	1.29	53.63	0.16	46.37	1.13
535		Vert %	2.15	3.18	2.39	0.99	1.92	4.66
536		Index	100	148	111	46	90	217
537					*		*	
538		Unwgted	8429	45	3621	22	4808	23
539	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)	Weighted (000)	40779	250	16635	101	24144	149
540		Horz %	100.00	0.61	40.79	0.25	59.21	0.37
541		Vert %	17.12	12.05	14.49	11.99	19.57	12.09
542		Index	100	70	85	70	114	71

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2								
543				*		*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	5	715	4	563	1
545		Weighted (000)	7030	12	3657	12	3373	1
546		Horz %	100.00	0.18	52.02	0.17	47.98	0.01
547		Vert %	2.95	0.60	3.19	1.40	2.73	0.06
548		Index	100	20	108	47	93	2
549								
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	389	186	186	203	203
551		Weighted (000)	2075	2075	838	838	1237	1237
552		Horz %	100.00	100.00	40.41	40.41	59.59	59.59
553		Vert %	0.87	100.00	0.73	100.00	1.00	100.00
554		Index	100	11478	84	11478	115	11478
555				*		*		*
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	32	1797	19	1234	13
557		Weighted (000)	8416	108	4632	71	3784	37
558		Horz %	100.00	1.28	55.04	0.85	44.96	0.44
559		Vert %	3.53	5.20	4.04	8.49	3.07	2.96
560		Index	100	147	114	240	87	84
561				*		*		*
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	23	2871	17	652	6
563		Weighted (000)	12663	86	9964	59	2698	27
564		Horz %	100.00	0.68	78.69	0.47	21.31	0.21
565		Vert %	5.32	4.14	8.68	7.07	2.19	2.15
566		Index	100	78	163	133	41	40
567				*		*		*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	12	663	5	325	7
569		Weighted (000)	4277	65	2782	37	1494	28
570		Horz %	100.00	1.51	65.06	0.86	34.94	0.65
571		Vert %	1.80	3.12	2.42	4.38	1.21	2.26
572		Index	100	174	135	244	67	126
573				*		*		*
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	13	1973	6	1475	7
575		Weighted (000)	16147	78	8900	17	7247	61
576		Horz %	100.00	0.49	55.12	0.11	44.88	0.38
577		Vert %	6.78	3.78	7.76	2.03	5.87	4.96
578		Index	100	56	114	30	87	73
579				*		*		*
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	32	3987	11	4877	21
581		Weighted (000)	46661	191	19823	45	26837	146
582		Horz %	100.00	0.41	42.48	0.10	57.52	0.31
583		Vert %	19.59	9.21	17.27	5.35	21.75	11.82
584		Index	100	47	88	27	111	60
585				*		*		*
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	38	1569	18	1287	20
587		Weighted (000)	13017	188	7079	84	5938	104
588		Horz %	100.00	1.44	54.38	0.65	45.62	0.80
589		Vert %	5.47	9.04	6.17	10.02	4.81	8.37
590		Index	100	165	113	183	88	153
591				*		*		*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	13	2511	12	1270	1
593		Weighted (000)	18048	51	11714	41	6334	10
594		Horz %	100.00	0.28	64.90	0.23	35.10	0.06
595		Vert %	7.58	2.45	10.21	4.87	5.13	0.81
596		Index	100	32	135	64	68	11

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)
2								
597				*		*		*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	23	755	13	687	10
599		Weighted (000)	5709	92	2958	51	2752	41
600		Horz %	100.00	1.62	51.81	0.90	48.19	0.72
601		Vert %	2.40	4.45	2.58	6.10	2.23	3.33
602		Index	100	186	108	255	93	139
603				*		*		*
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	46	4003	28	4234	18
605		Weighted (000)	46833	275	21488	142	25345	133
606		Horz %	100.00	0.59	45.88	0.30	54.12	0.28
607		Vert %	19.66	13.23	18.72	16.94	20.54	10.72
608		Index	100	67	95	86	104	55
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	3	147	1	138	2
611		Weighted (000)	1065	23	495	2	570	21
612		Horz %	100.00	2.17	46.46	0.20	53.54	1.98
613		Vert %	0.45	1.12	0.43	0.25	0.46	1.70
614		Index	100	249	96	55	103	381
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	5	264	3	450	2
617		Weighted (000)	3659	20	1332	13	2327	6
618		Horz %	100.00	0.54	36.41	0.36	63.59	0.17
619		Vert %	1.54	0.95	1.16	1.59	1.89	0.51
620		Index	100	62	76	104	123	33
621				*		*		*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	8	1107	2	1116	6
623		Weighted (000)	15844	69	7607	6	8236	63
624		Horz %	100.00	0.43	48.01	0.04	51.99	0.40
625		Vert %	6.65	3.31	6.63	0.72	6.68	5.07
626		Index	100	50	100	11	100	76
627				*		*		*
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	20	1436	8	2233	12
629		Weighted (000)	17141	125	6212	33	10929	91
630		Horz %	100.00	0.73	36.24	0.20	63.76	0.53
631		Vert %	7.20	6.00	5.41	3.99	8.86	7.37
632		Index	100	83	75	55	123	102
633				*		*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	6	460	2	327	4
635		Weighted (000)	2899	20	1579	6	1320	14
636		Horz %	100.00	0.68	54.47	0.20	45.53	0.48
637		Vert %	1.22	0.94	1.38	0.69	1.07	1.12
638		Index	100	78	113	57	88	92
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	1	515	1	400	0
641		Weighted (000)	7068	3	3599	3	3469	0
642		Horz %	100.00	0.05	50.92	0.05	49.08	0.00
643		Vert %	2.97	0.16	3.14	0.39	2.81	0.00
644		Index	100	5	106	13	95	0
645						*		*
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	55	3816	33	2399	22
647		Weighted (000)	23523	226	14154	116	9369	109
648		Horz %	100.00	0.96	60.17	0.49	39.83	0.47
649		Vert %	9.88	10.87	12.33	13.85	7.59	8.85
650		Index	100	110	125	140	77	90

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to Adult Standards/ Easy Listening Formats (Monday-Sunday 24-Hour Cume)
2								
651				*		*		*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	49	952	29	936	20
653		Weighted (000)	9927	177	4669	77	5258	100
654		Horz %	100.00	1.78	47.04	0.78	52.96	1.00
655		Vert %	4.17	8.51	4.07	9.18	4.26	8.06
656		Index	100	204	98	220	102	193
657				*		*		*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	26	1372	13	1196	13
659		Weighted (000)	10435	119	5282	50	5153	69
660		Horz %	100.00	1.14	50.62	0.48	49.38	0.66
661		Vert %	4.38	5.75	4.60	6.02	4.18	5.56
662		Index	100	131	105	137	95	127
663				*		*		*
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	17	1596	7	2353	10
665		Weighted (000)	19990	85	7792	35	12198	50
666		Horz %	100.00	0.43	38.98	0.18	61.02	0.25
667		Vert %	8.39	4.12	6.79	4.23	9.89	4.04
668		Index	100	49	81	50	118	48
669				*		*		*
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	11	1404	5	1472	6
671		Weighted (000)	15341	57	7412	23	7930	33
672		Horz %	100.00	0.37	48.31	0.15	51.69	0.22
673		Vert %	6.44	2.73	6.46	2.78	6.43	2.70
674		Index	100	42	100	43	100	42
675				*		*		*
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	14	2680	6	1590	8
677		Weighted (000)	20195	54	12063	12	8132	42
678		Horz %	100.00	0.27	59.73	0.06	40.27	0.21
679		Vert %	8.48	2.61	10.51	1.47	6.59	3.38
680		Index	100	31	124	17	78	40
681				*		*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	7	429	6	733	1
683		Weighted (000)	5686	28	2013	23	3672	5
684		Horz %	100.00	0.49	35.41	0.40	64.59	0.09
685		Vert %	2.39	1.34	1.75	2.68	2.98	0.43
686		Index	100	56	73	112	125	18
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	1	319	0	365	1
689		Weighted (000)	4664	6	2063	0	2601	6
690		Horz %	100.00	0.13	44.23	0.00	55.77	0.13
691		Vert %	1.96	0.29	1.80	0.00	2.11	0.49
692		Index	100	15	92	0	108	25
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	3	129	1	177	2
695		Weighted (000)	1821	11	910	3	911	8
696		Horz %	100.00	0.60	49.96	0.15	50.04	0.45
697		Vert %	0.76	0.52	0.79	0.33	0.74	0.66
698		Index	100	68	104	43	97	86
699				*		*		*
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	14	2494	6	2807	8
701		Weighted (000)	27306	48	12722	21	14585	27
702		Horz %	100.00	0.18	46.59	0.08	53.41	0.10
703		Vert %	11.47	2.32	11.09	2.52	11.82	2.19
704		Index	100	20	97	22	103	19

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
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2								
705				*		*		*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	7	1035	5	1379	2
707		Weighted (000)	10854	21	4643	18	6211	3
708		Horz %	100.00	0.19	42.78	0.17	57.22	0.03
709		Vert %	4.56	1.01	4.05	2.17	5.03	0.22
710		Index	100	22	89	48	110	5
711				*		*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	4	1018	2	1016	2
713		Weighted (000)	12023	11	5724	9	6299	2
714		Horz %	100.00	0.09	47.61	0.08	52.39	0.02
715		Vert %	5.05	0.55	4.99	1.08	5.11	0.19
716	Index	100	11	99	21	101	4	
717				*		*		*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	11	706	8	553	3
719		Weighted (000)	6468	40	3593	27	2875	13
720		Horz %	100.00	0.61	55.55	0.41	44.45	0.20
721		Vert %	2.72	1.91	3.13	3.18	2.33	1.06
722	Index	100	70	115	117	86	39	
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	361	20746	171	19359	190
725		Weighted (000)	195910	1920	96272	757	99638	1163
726		Horz %	100.00	0.98	49.14	0.39	50.86	0.59
727		Vert %	82.26	92.53	83.89	90.30	80.75	94.03
728	Index	100	112	102	110	98	114	
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	215	13440	100	11566	115
731		Weighted (000)	118698	1091	60364	415	58335	676
732		Horz %	100.00	0.92	50.85	0.35	49.15	0.57
733		Vert %	49.84	52.56	52.60	49.45	47.28	54.68
734	Index	100	105	106	99	95	110	
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	181	9422	86	8461	95
737		Weighted (000)	88241	987	44427	373	43814	614
738		Horz %	100.00	1.12	50.35	0.42	49.65	0.70
739		Vert %	37.05	47.56	38.71	44.44	35.51	49.67
740	Index	100	128	104	120	96	134	
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	163	11583	80	9900	83
743		Weighted (000)	102780	752	52607	345	50173	407
744		Horz %	100.00	0.73	51.18	0.34	48.82	0.40
745		Vert %	43.16	36.23	45.84	41.17	40.66	32.88
746	Index	100	84	106	95	94	76	
747						*		*
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	61	3947	32	3353	29
749		Weighted (000)	36869	328	19177	150	17692	178
750		Horz %	100.00	0.89	52.01	0.41	47.99	0.48
751		Vert %	15.48	15.80	16.71	17.85	14.34	14.41
752	Index	100	102	108	115	93	93	
753				*		*		*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	15	1456	7	907	8
755		Weighted (000)	12089	84	7351	41	4738	43
756		Horz %	100.00	0.69	60.81	0.34	39.19	0.35
757		Vert %	5.08	4.03	6.41	4.87	3.84	3.46
758	Index	100	79	126	96	76	68	

RAB / GfK MRI FORMAT PROFILE: ADULT STANDARDS / EASY LISTENING

	A	B	C	D	E	F	G	H
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2								
759								
760		Unwgted	15477	179	8106	91	7371	88
761	Radio Daypart Cumes:	Weighted (000)	74270	898	37528	395	36742	503
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	1.21	50.53	0.53	49.47	0.68
763		Vert %	31.19	43.26	32.70	47.08	29.78	40.67
764		Index	100	139	105	151	95	130
765								
766		Unwgted	21457	219	10719	101	10738	118
767	Radio Daypart Cumes:	Weighted (000)	102778	1054	48768	422	54011	632
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	1.03	47.45	0.41	52.55	0.61
769		Vert %	43.16	50.80	42.49	50.37	43.77	51.09
770		Index	100	118	98	117	101	118
771								
772		Unwgted	16141	146	8215	69	7926	77
773	Radio Daypart Cumes:	Weighted (000)	79854	740	38468	301	41386	440
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	0.93	48.17	0.38	51.83	0.55
775		Vert %	33.53	35.69	33.52	35.88	33.54	35.55
776		Index	100	106	100	107	100	106
777						*		*
778		Unwgted	7721	70	4043	31	3678	39
779	Radio Daypart Cumes:	Weighted (000)	38919	334	19420	118	19499	216
780	Weekend 7:00 pm - Midnight	Horz %	100.00	0.86	49.90	0.30	50.10	0.55
781		Vert %	16.34	16.10	16.92	14.11	15.80	17.44
782		Index	100	98	104	86	97	107
783						*		*
784		Unwgted	1911	18	1118	8	793	10
785	Radio Daypart Cumes:	Weighted (000)	9972	88	5625	40	4346	48
786	Weekend Midnight - 6:00 am	Horz %	100.00	0.88	56.41	0.40	43.59	0.48
787		Vert %	4.19	4.25	4.90	4.78	3.52	3.89
788		Index	100	102	117	114	84	93
789								
790		Unwgted	12646	166	5791	75	6855	91
791	Where Listen to Radio on	Weighted (000)	61519	877	27333	350	34186	527
792	Typical Weekday: Home	Horz %	100.00	1.43	44.43	0.57	55.57	0.86
793		Vert %	25.83	42.27	23.82	41.79	27.71	42.60
794		Index	100	164	92	162	107	165
795								
796		Unwgted	36747	311	18963	150	17784	161
797	Where Listen to Radio on	Weighted (000)	177653	1672	86450	670	91203	1002
798	Typical Weekday: Car	Horz %	100.00	0.94	48.66	0.38	51.34	0.56
799		Vert %	74.60	80.56	75.33	79.92	73.92	81.00
800		Index	100	108	101	107	99	109
801						*		*
802		Unwgted	5605	23	3421	16	2184	7
803	Where Listen to Radio on	Weighted (000)	29068	121	16938	69	12131	52
804	Typical Weekday: Work	Horz %	100.00	0.42	58.27	0.24	41.73	0.18
805		Vert %	12.21	5.84	14.76	8.20	9.83	4.23
806		Index	100	48	121	67	81	35
807						*		*
808		Unwgted	985	14	550	8	435	6
809	Where Listen to Radio on	Weighted (000)	5269	88	2888	52	2380	36
810	Typical Weekday: Place	Horz %	100.00	1.66	54.82	0.99	45.18	0.68
811	Other Than Home, Car, Work	Vert %	2.21	4.22	2.52	6.19	1.93	2.88
812		Index	100	191	114	280	87	130



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2								
813								
814		Unwgted	14284	183	6807	85	7477	98
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	958	31782	398	37401	560
816		Horz %	100.00	1.39	45.94	0.58	54.06	0.81
817		Vert %	29.05	46.19	27.69	47.48	30.31	45.32
818		Index	100	159	95	163	104	156
819								
820		Unwgted	33644	291	17193	143	16451	148
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	1596	78252	659	84188	937
822		Horz %	100.00	0.98	48.17	0.41	51.83	0.58
823		Vert %	68.21	76.92	68.18	78.61	68.23	75.78
824		Index	100	113	100	115	100	111
825				*		*		*
826		Unwgted	1927	11	1266	5	661	6
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	65	6599	24	3821	41
828		Horz %	100.00	0.62	63.33	0.23	36.67	0.39
829		Vert %	4.38	3.11	5.75	2.82	3.10	3.31
830		Index	100	71	131	64	71	76
831				*		*		*
832		Unwgted	957	11	546	7	411	4
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	78	3017	49	2397	29
834		Horz %	100.00	1.45	55.73	0.90	44.27	0.54
835		Vert %	2.27	3.77	2.63	5.82	1.94	2.38
836		Index	100	166	116	256	85	105
837								
838		Unwgted	9766	202	5971	104	3795	98
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	843	23093	409	16294	434
840		Horz %	100.00	2.14	58.63	1.04	41.37	1.10
841		Vert %	16.54	40.63	20.12	48.75	13.21	35.13
842		Index	100	246	122	295	80	212
843								
844		Unwgted	36381	320	18453	155	17928	165
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	1812	87796	725	94145	1087
846		Horz %	100.00	1.00	48.26	0.40	51.74	0.60
847		Vert %	76.40	87.34	76.50	86.46	76.30	87.93
848		Index	100	114	100	113	100	115
849								
850		Unwgted	39530	389	20284	186	19246	203
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	2075	94677	838	99607	1237
852		Horz %	100.00	1.07	48.73	0.43	51.27	0.64
853		Vert %	81.58	100.00	82.50	100.00	80.73	100.00
854		Index	100	123	101	123	99	123
855				*		*		*
856		Unwgted	6338	29	3528	18	2810	11
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	160	14032	68	13682	92
858		Horz %	100.00	0.58	50.63	0.25	49.37	0.33
859		Vert %	11.64	7.73	12.23	8.13	11.09	7.46
860		Index	100	66	105	70	95	64
861						*		*
862		Unwgted	8685	55	4748	32	3937	23
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	313	19203	128	20006	185
864		Horz %	100.00	0.80	48.98	0.33	51.02	0.47
865		Vert %	16.46	15.08	16.73	15.27	16.21	14.95
866		Index	100	92	102	93	98	91



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2								
867							*	*
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	90	6842	49	5833	41
869		Weighted (000)	60478	492	29974	216	30504	276
870		Horz %	100.00	0.81	49.56	0.36	50.44	0.46
871		Vert %	25.39	23.72	26.12	25.81	24.72	22.30
872		Index	100	93	103	102	97	88
873							*	*
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	57	6301	26	4930	31
875		Weighted (000)	56535	376	28911	145	27624	231
876		Horz %	100.00	0.67	51.14	0.26	48.86	0.41
877		Vert %	23.74	18.13	25.19	17.29	22.39	18.70
878		Index	100	76	106	73	94	79
879				*		*	*	*
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	39	4209	23	2985	16
881		Weighted (000)	34638	250	19095	124	15543	126
882		Horz %	100.00	0.72	55.13	0.36	44.87	0.36
883		Vert %	14.54	12.03	16.64	14.79	12.60	10.16
884		Index	100	83	114	102	87	70
885				*		*	*	*
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	45	6076	25	5127	20
887		Weighted (000)	54650	268	28025	115	26625	153
888		Horz %	100.00	0.49	51.28	0.21	48.72	0.28
889		Vert %	22.95	12.93	24.42	13.71	21.58	12.41
890		Index	100	56	106	60	94	54
891				*		*	*	*
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	67	7625	37	6345	30
893		Weighted (000)	68093	401	34986	180	33107	221
894		Horz %	100.00	0.59	51.38	0.26	48.62	0.32
895		Vert %	28.59	19.32	30.48	21.44	26.83	17.88
896		Index	100	68	107	75	94	63
897				*		*	*	*
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	25	2072	12	1493	13
899		Weighted (000)	16453	151	9050	50	7404	101
900		Horz %	100.00	0.92	55.00	0.30	45.00	0.61
901		Vert %	6.91	7.26	7.89	5.95	6.00	8.15
902		Index	100	105	114	86	87	118
903				*		*	*	*
904	Downloaded Music - Past Month	Unwgted	10771	38	5842	22	4929	16
905		Weighted (000)	55635	208	28526	79	27109	129
906		Horz %	100.00	0.37	51.27	0.14	48.73	0.23
907		Vert %	23.36	10.02	24.86	9.45	21.97	10.41
908		Index	100	43	106	40	94	45
909				*		*	*	*
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	7	1374	4	741	3
911		Weighted (000)	9292	43	5804	12	3488	31
912		Horz %	100.00	0.47	62.46	0.13	37.54	0.33
913		Vert %	3.90	2.10	5.06	1.48	2.83	2.52
914		Index	100	54	130	38	72	64
915				*		*	*	*
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	10	1255	6	1221	4
917		Weighted (000)	12781	51	6091	23	6690	28
918		Horz %	100.00	0.40	47.66	0.18	52.34	0.22
919		Vert %	5.37	2.46	5.31	2.73	5.42	2.27
920		Index	100	46	99	51	101	42

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2								
921				*		*		*
922		Unwgted	6881	32	3642	18	3239	14
923	Visited iTunes.com Site - Past Month	Weighted (000)	32471	243	16078	98	16393	145
924		Horz %	100.00	0.75	49.51	0.30	50.49	0.45
925		Vert %	13.63	11.72	14.01	11.67	13.29	11.76
926		Index	100	86	103	86	97	86
927				*		*		*
928		Unwgted	9499	33	4700	13	4799	20
929	Visited Pandora.com Site - Past Month	Weighted (000)	48303	226	22377	52	25926	174
930		Horz %	100.00	0.47	46.33	0.11	53.67	0.36
931		Vert %	20.28	10.90	19.50	6.22	21.01	14.07
932		Index	100	54	96	31	104	69
933				*		*		*
934		Unwgted	2160	9	1248	5	912	4
935	Visited Spotify.com - Past Month	Weighted (000)	10770	34	5929	17	4841	17
936		Horz %	100.00	0.32	55.05	0.15	44.95	0.16
937		Vert %	4.52	1.64	5.17	1.98	3.92	1.41
938		Index	100	36	114	44	87	31
939								
940	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgted	16738	136	8481	68	8257	68
941		Weighted (000)	83979	733	40117	297	43862	436
942		Horz %	100.00	0.87	47.77	0.35	52.23	0.52
943		Vert %	35.26	35.32	34.96	35.38	35.55	35.27
944		Index	100	100	99	100	101	100
945								
946	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgted	13592	108	7079	51	6513	57
947		Weighted (000)	67996	585	33168	229	34828	356
948		Horz %	100.00	0.86	48.78	0.34	51.22	0.52
949		Vert %	28.55	28.20	28.90	27.29	28.23	28.81
950		Index	100	99	101	96	99	101
951								
952	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgted	16982	139	8682	67	8300	72
953		Weighted (000)	84461	810	40721	327	43740	483
954		Horz %	100.00	0.96	48.21	0.39	51.79	0.57
955		Vert %	35.46	39.03	35.48	38.98	35.45	39.07
956		Index	100	110	100	110	100	110
957						*		*
958	For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgted	13310	88	7052	41	6258	47
959		Weighted (000)	67825	491	33599	190	34226	301
960		Horz %	100.00	0.72	49.54	0.28	50.46	0.44
961		Vert %	28.48	23.69	29.28	22.72	27.74	24.34
962		Index	100	83	103	80	97	85
963								
964	TV Dayparts: Total Week Prime Time Cume Audience	Unwgted	39310	353	19854	168	19456	185
965		Weighted (000)	191753	1947	91658	781	100095	1166
966		Horz %	100.00	1.02	47.80	0.41	52.20	0.61
967		Vert %	80.52	93.82	79.87	93.18	81.12	94.26
968		Index	100	117	99	116	101	117
969								
970	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgted	31363	300	15784	145	15579	155
971		Weighted (000)	151527	1697	72027	695	79500	1002
972		Horz %	100.00	1.12	47.53	0.46	52.47	0.66
973		Vert %	63.63	81.77	62.76	82.86	64.43	81.02
974		Index	100	129	99	130	101	127

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2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	269	13766	125	13303	144
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	1519	63885	590	67474	929
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	1.16	48.63	0.45	51.37	0.71
979	(Central/Mountain)	Vert %	55.16	73.23	55.67	70.43	54.68	75.13
980		Index	100	133	101	128	99	136
981								
982	TV Dayparts: Prime Time	Unwgted	31508	307	15957	152	15551	155
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	1701	73082	716	79393	985
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	1.12	47.93	0.47	52.07	0.65
985	(Central/Mountain)	Vert %	64.02	81.97	63.68	85.43	64.34	79.63
986		Index	100	128	99	133	101	124
987								
988	TV Dayparts: Weekdays	Unwgted	13670	159	6126	74	7544	85
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	923	30958	412	41669	511
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	1.27	42.63	0.57	57.37	0.70
991	(Central/Mountain)	Vert %	30.50	44.48	26.98	49.18	33.77	41.30
992		Index	100	146	88	161	111	135
993								
994	TV Dayparts: Weekdays	Unwgted	24527	276	12354	139	12173	137
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	1525	57750	658	64492	867
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	1.25	47.24	0.54	52.76	0.71
997	(Central/Mountain)	Vert %	51.33	73.50	50.32	78.51	52.27	70.11
998		Index	100	143	98	153	102	137
999						*		*
1000	TV Dayparts: Weekdays	Unwgted	8031	70	4197	32	3834	38
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	463	20501	191	20063	272
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	1.14	50.54	0.47	49.46	0.67
1003	(Central/Mountain)	Vert %	17.03	22.29	17.86	22.77	16.26	21.96
1004		Index	100	131	105	134	95	129
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	178	10227	86	9674	92
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	1077	48277	455	50179	622
1008		Horz %	100.00	1.09	49.03	0.46	50.97	0.63
1009		Vert %	41.34	51.89	42.07	54.28	40.67	50.27
1010		Index	100	126	102	131	98	122
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	212	13227	112	11139	100
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	1230	61780	557	58912	673
1014		Horz %	100.00	1.02	51.19	0.46	48.81	0.56
1015		Vert %	50.68	59.28	53.83	66.44	47.74	54.42
1016		Index	100	117	106	131	94	107
1017				*		*		*
1018		Unwgted	2498	12	1497	7	1001	5
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	71	7184	29	5158	43
1020		Horz %	100.00	0.58	58.21	0.23	41.79	0.35
1021		Vert %	5.18	3.44	6.26	3.42	4.18	3.46
1022		Index	100	66	121	66	81	67
1023				*		*		*
1024		Unwgted	8118	28	4404	10	3714	18
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	183	19922	43	19281	140
1026		Horz %	100.00	0.47	50.82	0.11	49.18	0.36
1027		Vert %	16.46	8.81	17.36	5.12	15.63	11.31
1028		Index	100	53	105	31	95	69

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2								
1029						*		*
1030		Unwgted	10544	55	5205	19	5339	36
1031	Visited a TV Network or TV Show's Web Site - Past Month	Weighted (000)	50236	331	23290	89	26946	243
1032		Horz %	100.00	0.66	46.36	0.18	53.64	0.48
1033		Vert %	21.09	15.97	20.29	10.58	21.84	19.62
1034		Index	100	76	96	50	104	93
1035				*		*		*
1036		Unwgted	5568	42	3052	23	2516	19
1037	Looked at TV Listings Online - Past Month	Weighted (000)	25497	200	13083	97	12414	103
1038		Horz %	100.00	0.79	51.31	0.38	48.69	0.41
1039		Vert %	10.71	9.65	11.40	11.56	10.06	8.36
1040		Index	100	90	106	108	94	78
1041								
1042		Unwgted	23815	217	11641	104	12174	113
1043	Household Subscribes to Cable TV	Weighted (000)	113098	1115	52487	438	60611	676
1044		Horz %	100.00	0.99	46.41	0.39	53.59	0.60
1045		Vert %	47.49	53.71	45.73	52.28	49.12	54.69
1046		Index	100	113	96	110	103	115
1047								
1048		Unwgted	40083	349	20313	166	19770	183
1049	Household Subscribes to Cable, Satellite or Fiber Optic TV	Weighted (000)	195193	1904	93321	750	101872	1154
1050		Horz %	100.00	0.98	47.81	0.38	52.19	0.59
1051		Vert %	81.96	91.77	81.31	89.51	82.56	93.31
1052		Index	100	112	99	109	101	114
1053								
1054		Unwgted	38774	343	19682	164	19092	179
1055	Viewed Any Cable TV (Including Pay) - Past Week	Weighted (000)	188764	1871	90255	740	98509	1132
1056		Horz %	100.00	0.99	47.81	0.39	52.19	0.60
1057		Vert %	79.26	90.19	78.64	88.24	79.84	91.52
1058		Index	100	114	99	111	101	115
1059								
1060		Unwgted	29145	280	15363	136	13782	144
1061	Heavy Cable TV Viewer (Including Pay) - Past Week	Weighted (000)	143332	1561	71157	640	72174	922
1062		Horz %	100.00	1.09	49.65	0.45	50.35	0.64
1063		Vert %	60.18	75.24	62.00	76.29	58.49	74.53
1064		Index	100	125	103	127	97	124
1065								
1066		Unwgted	16614	144	9062	82	7552	62
1067	Viewed Any Premium Cable Channels - Past Month	Weighted (000)	78557	774	40068	343	38489	431
1068		Horz %	100.00	0.99	51.00	0.44	49.00	0.55
1069		Vert %	32.99	37.31	34.91	40.92	31.19	34.86
1070		Index	100	113	106	124	95	106
1071				*		*		*
1072		Unwgted	6367	39	3495	25	2872	14
1073	Viewed Any Pay-Per-View Programs or Events - Past Year	Weighted (000)	30162	252	15494	144	14668	109
1074		Horz %	100.00	0.84	51.37	0.48	48.63	0.36
1075		Vert %	12.66	12.16	13.50	17.12	11.89	8.79
1076		Index	100	96	107	135	94	69
1077								*
1078		Unwgted	13594	89	6858	50	6736	39
1079	Viewed Any Video-On-Demand Programs or Events - Past Year	Weighted (000)	58844	482	27260	207	31584	275
1080		Horz %	100.00	0.82	46.33	0.35	53.67	0.47
1081		Vert %	24.71	23.23	23.75	24.74	25.60	22.20
1082		Index	100	94	96	100	104	90

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2								
1083						*		
1084		Unwgted	10960	97	5902	47	5058	50
1085	Household Has a Satellite Dish	Weighted (000)	63040	665	31481	274	31559	391
1086		Horz %	100.00	1.06	49.94	0.43	50.06	0.62
1087		Vert %	26.47	32.06	27.43	32.67	25.58	31.64
1088		Index	100	121	104	123	97	120
1089								
1090		Unwgted	24143	200	12572	101	11571	99
1091	Household Has a Digital Video Recorder (DVR)	Weighted (000)	115123	1001	55528	419	59595	582
1092		Horz %	100.00	0.87	48.23	0.36	51.77	0.51
1093		Vert %	48.34	48.23	48.38	49.95	48.30	47.06
1094		Index	100	100	100	103	100	97
1095								
1096		Unwgted	41061	297	20873	138	20188	159
1097	Any Internet/Online Activity - Past Month	Weighted (000)	197978	1547	94592	570	103386	976
1098		Horz %	100.00	0.78	47.78	0.29	52.22	0.49
1099		Vert %	83.13	74.54	82.42	68.01	83.79	78.96
1100		Index	100	90	99	82	101	95
1101						*		
1102		Unwgted	13895	110	6586	38	7309	72
1103	Played Games Online - Past Month	Weighted (000)	73492	607	34103	172	39389	435
1104		Horz %	100.00	0.83	46.40	0.23	53.60	0.59
1105		Vert %	30.86	29.24	29.72	20.46	31.92	35.19
1106		Index	100	95	96	66	103	114
1107				*		*		*
1108		Unwgted	5057	22	3031	9	2026	13
1109	Downloaded a Video Game - Past Month	Weighted (000)	27936	195	16227	48	11709	148
1110		Horz %	100.00	0.70	58.09	0.17	41.91	0.53
1111		Vert %	11.73	9.42	14.14	5.68	9.49	11.95
1112		Index	100	80	121	48	81	102
1113				*		*		*
1114		Unwgted	3934	19	2481	14	1453	5
1115	Downloaded a Movie - Past Month	Weighted (000)	19306	98	11541	59	7765	38
1116		Horz %	100.00	0.51	59.78	0.31	40.22	0.20
1117		Vert %	8.11	4.71	10.06	7.06	6.29	3.11
1118		Index	100	58	124	87	78	38
1119				*		*		*
1120		Unwgted	8746	38	5192	22	3554	16
1121	Watched a Movie Online - Past Month	Weighted (000)	43930	191	24810	94	19120	97
1122		Horz %	100.00	0.43	56.48	0.21	43.52	0.22
1123		Vert %	18.45	9.19	21.62	11.17	15.50	7.85
1124		Index	100	50	117	61	84	43
1125				*		*		*
1126		Unwgted	8001	44	4894	24	3107	20
1127	Watched Online Video (Not Movie, TV) - Past Month	Weighted (000)	38899	243	23059	87	15840	156
1128		Horz %	100.00	0.62	59.28	0.22	40.72	0.40
1129		Vert %	16.33	11.70	20.09	10.38	12.84	12.60
1130		Index	100	72	123	64	79	77
1131				*		*		*
1132		Unwgted	2267	16	1300	11	967	5
1133	Visited a Chat Room - Past Month	Weighted (000)	11471	100	6393	62	5078	38
1134		Horz %	100.00	0.87	55.73	0.54	44.27	0.33
1135		Vert %	4.82	4.80	5.57	7.41	4.12	3.03
1136		Index	100	100	116	154	85	63

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	264	18316	120	18317	144
1139		Weighted (000)	171151	1380	79258	495	91893	884
1140		Horz %	100.00	0.81	46.31	0.29	53.69	0.52
1141		Vert %	71.87	66.49	69.06	59.07	74.47	71.51
1142		Index	100	93	96	82	104	100
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	132	11627	55	12713	77
1145		Weighted (000)	124814	691	55745	196	69070	495
1146		Horz %	100.00	0.55	44.66	0.16	55.34	0.40
1147		Vert %	52.41	33.32	48.57	23.41	55.98	40.04
1148		Index	100	64	93	45	107	76
1149	Visited Online Blogs - Past Month			*		*		*
1150		Unwgted	6346	29	3275	13	3071	16
1151		Weighted (000)	30027	139	14151	49	15876	90
1152		Horz %	100.00	0.46	47.13	0.16	52.87	0.30
1153		Vert %	12.61	6.68	12.33	5.79	12.87	7.29
1154		Index	100	53	98	46	102	58
1155	Wrote an Online Blog - Past Month			*		*		*
1156		Unwgted	1391	6	728	2	663	4
1157		Weighted (000)	6899	28	3295	7	3604	20
1158		Horz %	100.00	0.40	47.76	0.11	52.24	0.30
1159		Vert %	2.90	1.34	2.87	0.88	2.92	1.65
1160		Index	100	46	99	30	101	57
1161	Uploaded or Added Video to a Web Site - Past Month			*		*		*
1162		Unwgted	3450	13	1785	3	1665	10
1163		Weighted (000)	17397	85	8470	18	8927	67
1164		Horz %	100.00	0.49	48.69	0.11	51.31	0.39
1165		Vert %	7.30	4.11	7.38	2.18	7.23	5.42
1166		Index	100	56	101	30	99	74
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	217	16879	90	17268	127
1169		Weighted (000)	168726	1155	78135	353	90591	802
1170		Horz %	100.00	0.68	46.31	0.21	53.69	0.48
1171		Vert %	70.85	55.65	68.08	42.12	73.42	64.83
1172		Index	100	79	96	59	104	92
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	163	12472	53	14791	110
1175		Weighted (000)	138263	935	59501	207	78762	728
1176		Horz %	100.00	0.68	43.03	0.15	56.97	0.53
1177		Vert %	58.06	45.05	51.85	24.66	63.83	58.88
1178		Index	100	78	89	42	110	101
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	2	193	0	184	2
1181		Weighted (000)	1812	8	903	0	909	8
1182		Horz %	100.00	0.44	49.84	0.00	50.16	0.44
1183		Vert %	0.76	0.38	0.79	0.00	0.74	0.64
1184		Index	100	50	103	0	97	85
1185	Accessed Google+ (Google Plus) - Past Month			*		*		*
1186		Unwgted	7850	48	3867	15	3983	33
1187		Weighted (000)	38984	242	18160	50	20824	192
1188		Horz %	100.00	0.62	46.58	0.13	53.42	0.49
1189		Vert %	16.37	11.66	15.82	5.96	16.88	15.52
1190		Index	100	71	97	36	103	95

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2								
1191				*		*		*
1192		Unwgted	7474	37	4269	19	3205	18
1193	Accessed LinkedIn.com - Past Month	Weighted (000)	28803	160	15641	57	13163	103
1194		Horz %	100.00	0.56	54.30	0.20	45.70	0.36
1195		Vert %	12.09	7.72	13.63	6.76	10.67	8.37
1196		Index	100	64	113	56	88	69
1197					*		*	
1198		Unwgted	7044	47	1340	4	5704	43
1199	Accessed Pinterest - Past Month	Weighted (000)	37538	277	6285	21	31253	256
1200		Horz %	100.00	0.74	16.74	0.06	83.26	0.68
1201		Vert %	15.76	13.34	5.48	2.47	25.33	20.71
1202		Index	100	85	35	16	161	131
1203					*		*	
1204		Unwgted	1723	3	1010	0	713	3
1205	Accessed Tumblr - Past Month	Weighted (000)	9134	27	4736	0	4399	27
1206		Horz %	100.00	0.30	51.84	0.00	48.16	0.30
1207		Vert %	3.84	1.31	4.13	0.00	3.56	2.20
1208		Index	100	34	108	0	93	57
1209					*		*	
1210		Unwgted	5641	19	3159	13	2482	6
1211	Accessed Twitter.com - Past Month	Weighted (000)	28989	123	15361	82	13628	42
1212		Horz %	100.00	0.42	52.99	0.28	47.01	0.14
1213		Vert %	12.17	5.94	13.38	9.73	11.04	3.37
1214		Index	100	49	110	80	91	28
1215					*		*	
1216		Unwgted	3125	19	1605	12	1520	7
1217	Accessed Yelp - Past Month	Weighted (000)	12195	99	5827	39	6368	60
1218		Horz %	100.00	0.81	47.78	0.32	52.22	0.49
1219		Vert %	5.12	4.77	5.08	4.66	5.16	4.85
1220		Index	100	93	99	91	101	95
1221					*		*	
1222		Unwgted	23106	106	12543	54	10563	52
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	584	58760	204	56062	380
1224		Horz %	100.00	0.51	51.17	0.18	48.83	0.33
1225		Vert %	48.21	28.13	51.20	24.36	45.44	30.69
1226		Index	100	58	106	51	94	64
1227					*		*	
1228		Unwgted	16414	90	6547	27	9867	63
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	501	31182	107	53159	395
1230		Horz %	100.00	0.59	36.97	0.13	63.03	0.47
1231		Vert %	35.41	24.15	27.17	12.71	43.08	31.92
1232		Index	100	68	77	36	122	90
1233					*		*	
1234		Unwgted	7779	32	3383	10	4396	22
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	208	16898	58	24779	149
1236		Horz %	100.00	0.50	40.55	0.14	59.45	0.36
1237		Vert %	17.50	10.01	14.72	6.97	20.08	12.07
1238		Index	100	57	84	40	115	69
1239					*		*	
1240		Unwgted	4897	27	2376	12	2521	15
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	113	10534	46	13253	67
1242		Horz %	100.00	0.48	44.28	0.19	55.72	0.28
1243		Vert %	9.99	5.47	9.18	5.52	10.74	5.44
1244		Index	100	55	92	55	108	54



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2								
1245				*		*		*
1246	Received and/or Clipped Coupons from Internet or e-Mail - Past Year	Unwgt'd	4724	45	2291	26	2433	19
1247		Weighted (000)	22158	246	9847	144	12311	102
1248		Horz %	100.00	1.11	44.44	0.65	55.56	0.46
1249		Vert %	9.30	11.86	8.58	17.14	9.98	8.27
1250		Index	100	127	92	184	107	89
1251						*		*
1252	Watched a Video on Social Network - Past Month	Unwgt'd	19760	83	10573	42	9187	41
1253		Weighted (000)	99513	402	50394	144	49119	258
1254		Horz %	100.00	0.40	50.64	0.14	49.36	0.26
1255		Vert %	41.78	19.39	43.91	17.17	39.81	20.89
1256		Index	100	46	105	41	95	50
1257								
1258	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	36659	213	18496	98	18163	115
1259		Weighted (000)	181288	1144	85841	422	95447	722
1260		Horz %	100.00	0.63	47.35	0.23	52.65	0.40
1261		Vert %	76.12	55.14	74.80	50.37	77.35	58.38
1262		Index	100	72	98	66	102	77
1263						*		*
1264	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15338	68	7718	33	7620	35
1265		Weighted (000)	76191	367	35752	140	40439	227
1266		Horz %	100.00	0.48	46.92	0.18	53.08	0.30
1267		Vert %	31.99	17.68	31.15	16.67	32.77	18.36
1268		Index	100	55	97	52	102	57
1269						*		*
1270	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	15123	54	7469	28	7654	26
1271		Weighted (000)	76014	257	34445	113	41569	144
1272		Horz %	100.00	0.34	45.31	0.15	54.69	0.19
1273		Vert %	31.92	12.37	30.01	13.48	33.69	11.61
1274		Index	100	39	94	42	106	36
1275						*		*
1276	Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	19678	60	10415	31	9263	29
1277		Weighted (000)	100588	380	49831	128	50757	252
1278		Horz %	100.00	0.38	49.54	0.13	50.46	0.25
1279		Vert %	42.24	18.30	43.42	15.25	41.14	20.37
1280		Index	100	43	103	36	97	48
1281						*		*
1282	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	14369	52	7019	22	7350	30
1283		Weighted (000)	75338	309	34629	100	40709	208
1284		Horz %	100.00	0.41	45.96	0.13	54.04	0.28
1285		Vert %	31.63	14.87	30.17	11.99	32.99	16.83
1286		Index	100	47	95	38	104	53
1287				*		*		*
1288	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgt'd	8472	22	4888	12	3584	10
1289		Weighted (000)	43183	139	23745	64	19438	75
1290		Horz %	100.00	0.32	54.99	0.15	45.01	0.17
1291		Vert %	18.13	6.71	20.69	7.63	15.75	6.09
1292		Index	100	37	114	42	87	34
1293						*		*
1294	Used a Mobile "App" - Past Month	Unwgt'd	21576	83	11334	43	10242	40
1295		Weighted (000)	104133	497	51075	189	53058	309
1296		Horz %	100.00	0.48	49.05	0.18	50.95	0.30
1297		Vert %	43.72	23.97	44.50	22.49	43.00	24.96
1298		Index	100	55	102	51	98	57



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2								
1299								
1300		Unwgted	12940	200	6843	101	6097	99
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	968	28496	419	29500	549
1302		Horz %	100.00	1.67	49.13	0.72	50.87	0.95
1303		Vert %	24.35	46.65	24.83	49.97	23.91	44.40
1304		Index	100	192	102	205	98	182
1305								
1306		Unwgted	16613	219	8096	104	8517	115
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	1065	34285	444	41722	621
1308		Horz %	100.00	1.40	45.11	0.58	54.89	0.82
1309		Vert %	31.91	51.34	29.87	52.98	33.81	50.22
1310		Index	100	161	94	166	106	157
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	105	9640	55	8065	50
1313		Weighted (000)	81230	500	40943	228	40287	272
1314		Horz %	100.00	0.62	50.40	0.28	49.60	0.33
1315		Vert %	34.11	24.10	35.68	27.24	32.65	21.97
1316		Index	100	71	105	80	96	64
1317				*		*		*
1318		Unwgted	4358	47	2029	15	2329	32
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	325	10416	82	13426	243
1320		Horz %	100.00	1.36	43.69	0.34	56.31	1.02
1321		Vert %	10.01	15.65	9.08	9.75	10.88	19.66
1322		Index	100	156	91	97	109	196
1323					*		*	
1324		Unwgted	4622	45	2188	14	2434	31
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	263	10413	55	14042	208
1326		Horz %	100.00	1.07	42.58	0.22	57.42	0.85
1327		Vert %	10.27	12.66	9.07	6.52	11.38	16.82
1328		Index	100	123	88	63	111	164
1329							*	
1330		Unwgted	4402	60	2006	23	2396	37
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	348	8818	93	12024	256
1332		Horz %	100.00	1.67	42.31	0.44	57.69	1.23
1333		Vert %	8.75	16.78	7.68	11.05	9.74	20.67
1334		Index	100	192	88	126	111	236
1335							*	
1336		Unwgted	5602	64	2434	24	3168	40
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	331	10486	83	15893	248
1338		Horz %	100.00	1.26	39.75	0.31	60.25	0.94
1339		Vert %	11.08	15.96	9.14	9.88	12.88	20.08
1340		Index	100	144	82	89	116	181
1341							*	
1342		Unwgted	5931	88	2398	36	3533	52
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	411	10182	142	17387	269
1344		Horz %	100.00	1.49	36.93	0.51	63.07	0.98
1345		Vert %	11.58	19.79	8.87	16.89	14.09	21.76
1346		Index	100	171	77	146	122	188
1347							*	
1348		Unwgted	8893	106	3392	40	5501	66
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	470	13703	145	26465	325
1350		Horz %	100.00	1.17	34.11	0.36	65.89	0.81
1351		Vert %	16.87	22.64	11.94	17.25	21.45	26.30
1352		Index	100	134	71	102	127	156

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2								
1353						*		*
1354	Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgted	4998	77	2457	36	2541	41
1355		Weighted (000)	23988	386	11131	149	12857	237
1356		Horz %	100.00	1.61	46.40	0.62	53.60	0.99
1357		Vert %	10.07	18.63	9.70	17.82	10.42	19.17
1358		Index	100	185	96	177	103	190
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgted	12281	151	5749	70	6532	81
1361		Weighted (000)	58527	705	25759	278	32768	428
1362		Horz %	100.00	1.21	44.01	0.47	55.99	0.73
1363		Vert %	24.58	34.00	22.45	33.13	26.56	34.58
1364		Index	100	138	91	135	108	141
1365						*		*
1366	Personally Referred to Paper Yellow Pages - Past Week	Unwgted	3705	55	1705	15	2000	40
1367		Weighted (000)	18217	288	8219	67	9999	221
1368		Horz %	100.00	1.58	45.12	0.37	54.88	1.21
1369		Vert %	7.65	13.89	7.16	8.01	8.10	17.87
1370		Index	100	182	94	105	106	234
1371				*		*		*
1372	Personally Referred to Internet Yellow Pages - Past Week	Unwgted	2809	24	1208	9	1601	15
1373		Weighted (000)	13935	182	5376	60	8559	122
1374		Horz %	100.00	1.30	38.58	0.43	61.42	0.88
1375		Vert %	5.85	8.75	4.68	7.11	6.94	9.87
1376		Index	100	150	80	122	119	169
1377						*		*
1378	Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgted	5968	70	2655	21	3313	49
1379		Weighted (000)	29277	415	12298	116	16979	299
1380		Horz %	100.00	1.42	42.00	0.40	58.00	1.02
1381		Vert %	12.29	20.02	10.72	13.84	13.76	24.21
1382		Index	100	163	87	113	112	197
1383				*		*		*
1384	Accessed Yellowpages.com (YP.com) - Past Month	Unwgted	3048	22	1294	16	1754	6
1385		Weighted (000)	15175	114	5992	59	9183	55
1386		Horz %	100.00	0.75	39.49	0.39	60.51	0.36
1387		Vert %	6.37	5.47	5.22	7.02	7.44	4.42
1388		Index	100	86	82	110	117	69
1389						*		*
1390	Have Seen Video Ads in Grocery Stores - Past Month	Unwgted	9101	70	4858	42	4243	28
1391		Weighted (000)	46255	364	23425	210	22830	154
1392		Horz %	100.00	0.79	50.64	0.45	49.36	0.33
1393		Vert %	19.42	17.55	20.41	25.10	18.50	12.43
1394		Index	100	90	105	129	95	64
1395				*		*		*
1396	Have Seen Video Ads in Drug Stores - Past Month	Unwgted	5921	37	3127	20	2794	17
1397		Weighted (000)	30253	173	14939	79	15314	94
1398		Horz %	100.00	0.57	49.38	0.26	50.62	0.31
1399		Vert %	12.70	8.36	13.02	9.42	12.41	7.64
1400		Index	100	66	102	74	98	60
1401				*		*		*
1402	Have Seen Video Ads in Convenience Stores - Past Month	Unwgted	5828	39	3376	19	2452	20
1403		Weighted (000)	30660	205	16758	96	13902	109
1404		Horz %	100.00	0.67	54.66	0.31	45.34	0.36
1405		Vert %	12.87	9.89	14.60	11.45	11.27	8.84
1406		Index	100	77	113	89	88	69

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2								
1407						*		*
1408	Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgted	6442	51	3507	31	2935	20
1409		Weighted (000)	33198	231	16830	129	16367	102
1410		Horz %	100.00	0.70	50.70	0.39	49.30	0.31
1411		Vert %	13.94	11.15	14.67	15.38	13.26	8.27
1412		Index	100	80	105	110	95	59
1413				*		*		*
1414	Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgted	5227	37	2967	22	2260	15
1415		Weighted (000)	26198	184	13774	103	12423	81
1416		Horz %	100.00	0.70	52.58	0.39	47.42	0.31
1417		Vert %	11.00	8.86	12.00	12.24	10.07	6.57
1418		Index	100	81	109	111	92	60
1419				*		*		*
1420	Have Seen Video Ads in Other Stores - Past Month	Unwgted	4959	29	2856	13	2103	16
1421		Weighted (000)	25734	125	14007	44	11727	81
1422		Horz %	100.00	0.49	54.43	0.17	45.57	0.32
1423		Vert %	10.81	6.05	12.20	5.27	9.50	6.57
1424		Index	100	56	113	49	88	61
1425				*		*		*
1426	Have Seen Video Ads in Shopping Malls - Past Month	Unwgted	7101	45	3786	21	3315	24
1427		Weighted (000)	34578	271	17132	116	17446	155
1428		Horz %	100.00	0.78	49.55	0.34	50.45	0.45
1429		Vert %	14.52	13.08	14.93	13.83	14.14	12.57
1430		Index	100	90	103	95	97	87
1431				*		*		*
1432	Have Seen Video Ads in Bars/Pubs - Past Month	Unwgted	4260	24	2639	12	1621	12
1433		Weighted (000)	20853	85	12281	37	8571	48
1434		Horz %	100.00	0.41	58.90	0.18	41.10	0.23
1435		Vert %	8.76	4.10	10.70	4.43	6.95	3.88
1436		Index	100	47	122	51	79	44
1437				*		*		*
1438	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgted	6155	41	3476	20	2679	21
1439		Weighted (000)	32878	218	17503	113	15375	106
1440		Horz %	100.00	0.66	53.24	0.34	46.76	0.32
1441		Vert %	13.81	10.52	15.25	13.44	12.46	8.54
1442		Index	100	76	110	97	90	62
1443				*		*		*
1444	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgted	4675	38	2544	23	2131	15
1445		Weighted (000)	23668	179	12129	113	11539	66
1446		Horz %	100.00	0.76	51.25	0.48	48.75	0.28
1447		Vert %	9.94	8.65	10.57	13.50	9.35	5.36
1448		Index	100	87	106	136	94	54
1449				*		*		*
1450	Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgted	3906	29	2258	19	1648	10
1451		Weighted (000)	19046	110	10397	71	8648	39
1452		Horz %	100.00	0.58	54.59	0.37	45.41	0.20
1453		Vert %	8.00	5.32	9.06	8.50	7.01	3.16
1454		Index	100	66	113	106	88	39
1455				*		*		*
1456	Have Seen Video Ads in Medical Offices - Past Month	Unwgted	5729	44	2839	27	2890	17
1457		Weighted (000)	28661	207	13411	134	15249	73
1458		Horz %	100.00	0.72	46.79	0.47	53.21	0.26
1459		Vert %	12.03	9.98	11.69	15.96	12.36	5.92
1460		Index	100	83	97	133	103	49

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2								
1461				*		*		*
1462		Unwgted	4266	31	2521	18	1745	13
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	135	10764	69	8558	66
1464		Horz %	100.00	0.70	55.71	0.35	44.29	0.34
1465		Vert %	8.11	6.51	9.38	8.18	6.94	5.37
1466		Index	100	80	116	101	85	66
1467							*	
1468		Unwgted	8265	56	4863	33	3402	23
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	271	21534	143	17665	127
1470		Horz %	100.00	0.69	54.94	0.37	45.06	0.33
1471		Vert %	16.46	13.05	18.76	17.09	14.32	10.31
1472		Index	100	79	114	104	87	63
1473					*		*	
1474		Unwgted	3648	20	2100	8	1548	12
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	106	9985	34	8395	72
1476		Horz %	100.00	0.58	54.33	0.18	45.67	0.39
1477		Vert %	7.72	5.11	8.70	4.03	6.80	5.85
1478		Index	100	66	113	52	88	76
1479					*		*	
1480		Unwgted	3526	21	2026	9	1500	12
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	115	9334	40	7744	75
1482		Horz %	100.00	0.68	54.65	0.24	45.35	0.44
1483		Vert %	7.17	5.56	8.13	4.79	6.28	6.08
1484		Index	100	77	113	67	88	85
1485					*		*	
1486		Unwgted	5288	34	2955	17	2333	17
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	164	13723	73	12200	91
1488		Horz %	100.00	0.63	52.94	0.28	47.06	0.35
1489		Vert %	10.88	7.92	11.96	8.74	9.89	7.36
1490		Index	100	73	110	80	91	68
1491								
1492		Unwgted	24633	186	12915	97	11718	89
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	984	59062	461	61432	523
1494		Horz %	100.00	0.82	49.02	0.38	50.98	0.43
1495		Vert %	50.60	47.43	51.46	54.99	49.79	42.30
1496		Index	100	94	102	109	98	84
1497							*	
1498		Unwgted	11093	71	6087	44	5006	27
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	313	26650	190	24513	123
1500		Horz %	100.00	0.61	52.09	0.37	47.91	0.24
1501		Vert %	21.48	15.07	23.22	22.69	19.87	9.91
1502		Index	100	70	108	106	92	46
1503					*		*	
1504		Unwgted	7336	44	4126	26	3210	18
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	172	18104	102	15404	70
1506		Horz %	100.00	0.51	54.03	0.30	45.97	0.21
1507		Vert %	14.07	8.30	15.77	12.15	12.48	5.70
1508		Index	100	59	112	86	89	40
1509					*		*	
1510		Unwgted	3636	18	2145	9	1491	9
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	69	9619	32	7116	38
1512		Horz %	100.00	0.41	57.48	0.19	42.52	0.23
1513		Vert %	7.03	3.34	8.38	3.77	5.77	3.05
1514		Index	100	48	119	54	82	43

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2								
1515				*		*		*
1516		Unwgted	6365	38	3730	22	2635	16
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	205	16219	104	12758	101
1518		Horz %	100.00	0.71	55.97	0.36	44.03	0.35
1519		Vert %	12.17	9.90	14.13	12.42	10.34	8.19
1520		Index	100	81	116	102	85	67
1521				*		*		*
1522		Unwgted	2813	15	1717	8	1096	7
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	57	8317	31	5637	26
1524		Horz %	100.00	0.41	59.60	0.22	40.40	0.19
1525		Vert %	5.86	2.74	7.25	3.64	4.57	2.12
1526		Index	100	47	124	62	78	36
1527						*		*
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	51	4854	27	3073	24
1529		Weighted (000)	38666	249	22445	119	16221	130
1530		Horz %	100.00	0.64	58.05	0.31	41.95	0.34
1531		Vert %	16.24	12.02	19.56	14.19	13.15	10.54
1532		Index	100	74	120	87	81	65
1533				*		*		*
1534		Unwgted	6113	39	3025	18	3088	21
1535	Have Seen Ads on Postcards - Past Month	Weighted (000)	28468	195	13367	72	15102	124
1536		Horz %	100.00	0.69	46.95	0.25	53.05	0.43
1537		Vert %	11.95	9.41	11.65	8.55	12.24	9.99
1538		Index	100	79	97	72	102	84
1539						*		*
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	66	5826	32	5515	34
1541		Weighted (000)	56487	399	26815	144	29672	255
1542		Horz %	100.00	0.71	47.47	0.26	52.53	0.45
1543		Vert %	23.72	19.25	23.37	17.21	24.05	20.64
1544		Index	100	81	99	73	101	87
1545						*		*
1546		Unwgted	8802	53	4616	30	4186	23
1547	Have Seen Ads on Posters at Movie Theaters - Past Month	Weighted (000)	43081	269	21271	139	21811	130
1548		Horz %	100.00	0.62	49.37	0.32	50.63	0.30
1549		Vert %	18.09	12.96	18.53	16.54	17.68	10.53
1550		Index	100	72	102	91	98	58
1551						*		*
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	84	5813	40	5486	44
1553		Weighted (000)	55294	411	27155	195	28140	216
1554		Horz %	100.00	0.74	49.11	0.35	50.89	0.39
1555		Vert %	23.22	19.80	23.66	23.22	22.81	17.49
1556		Index	100	85	102	100	98	75
1557								
1558		Unwgted	16052	120	8280	62	7772	58
1559	Have Seen Ads in Stores (Not Video Ads) - Past Month	Weighted (000)	78889	636	38008	277	40881	359
1560		Horz %	100.00	0.81	48.18	0.35	51.82	0.46
1561		Vert %	33.13	30.67	33.12	33.04	33.13	29.06
1562		Index	100	93	100	100	100	88
1563						*		*
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	83	6207	47	6084	36
1565		Weighted (000)	59195	426	27775	221	31420	205
1566		Horz %	100.00	0.72	46.92	0.37	53.08	0.35
1567		Vert %	24.86	20.51	24.20	26.36	25.46	16.55
1568		Index	100	83	97	106	102	67

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2								
1569						*		*
1570		Unwgted	10451	78	5402	40	5049	38
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	421	25079	199	26630	222
1572		Horz %	100.00	0.81	48.50	0.39	51.50	0.43
1573		Vert %	21.71	20.31	21.85	23.76	21.58	17.96
1574		Index	100	94	101	109	99	83
1575								
1576		Unwgted	20709	179	10271	85	10438	94
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	991	46244	406	53220	585
1578		Horz %	100.00	1.00	46.49	0.41	53.51	0.59
1579		Vert %	41.76	47.76	40.29	48.44	43.13	47.30
1580		Index	100	114	96	116	103	113
1581					*		*	
1582		Unwgted	4281	23	2642	10	1639	13
1583	Have Seen Product Placement in Video Games - Past Month	Weighted (000)	22926	108	13633	36	9293	72
1584		Horz %	100.00	0.47	59.46	0.16	40.54	0.32
1585		Vert %	9.63	5.20	11.88	4.24	7.53	5.85
1586		Index	100	54	123	44	78	61
1587								
1588		Unwgted	19255	161	10075	83	9180	78
1589	Have Seen Product Placement in TV Shows - Past Month	Weighted (000)	93431	911	46093	391	47338	520
1590		Horz %	100.00	0.97	49.33	0.42	50.67	0.56
1591		Vert %	39.23	43.89	40.16	46.61	38.36	42.05
1592		Index	100	112	102	119	98	107
1593							*	
1594		Unwgted	11787	80	6470	43	5317	37
1595	Have Seen Product Placement in Movies - Past Month	Weighted (000)	58362	430	30181	183	28181	247
1596		Horz %	100.00	0.74	51.71	0.31	48.29	0.42
1597		Vert %	24.51	20.72	26.30	21.80	22.84	19.99
1598		Index	100	85	107	89	93	82
1599					*		*	
1600		Unwgted	4790	19	2489	12	2301	7
1601	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Weighted (000)	28535	135	14310	57	14225	78
1602		Horz %	100.00	0.47	50.15	0.20	49.85	0.27
1603		Vert %	11.98	6.52	12.47	6.86	11.53	6.30
1604		Index	100	54	104	57	96	53
1605					*		*	
1606		Unwgted	2700	18	1472	12	1228	6
1607	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Weighted (000)	13592	114	7182	41	6410	73
1608		Horz %	100.00	0.84	52.84	0.30	47.16	0.53
1609		Vert %	5.71	5.47	6.26	4.88	5.20	5.87
1610		Index	100	96	110	86	91	103
1611					*		*	
1612		Unwgted	3188	32	1717	22	1471	10
1613	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Weighted (000)	14337	181	7122	110	7216	71
1614		Horz %	100.00	1.26	49.67	0.77	50.33	0.49
1615		Vert %	6.02	8.71	6.21	13.12	5.85	5.73
1616		Index	100	145	103	218	97	95
1617					*		*	
1618		Unwgted	1245	4	711	3	534	1
1619	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Weighted (000)	5968	15	3118	11	2850	4
1620		Horz %	100.00	0.25	52.24	0.18	47.76	0.07
1621		Vert %	2.51	0.71	2.72	1.30	2.31	0.32
1622		Index	100	28	108	52	92	13

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2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months			*		*		*
1624		Unwgted	4925	47	2667	22	2258	25
1625		Weighted (000)	24042	283	11912	119	12131	164
1626		Horz %	100.00	1.18	49.55	0.50	50.45	0.68
1627		Vert %	10.10	13.65	10.38	14.20	9.83	13.28
1628		Index	100	135	103	141	97	132
1629	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months			*		*		*
1630		Unwgted	5949	49	3155	24	2794	25
1631		Weighted (000)	28812	283	14088	123	14724	160
1632		Horz %	100.00	0.98	48.89	0.43	51.11	0.56
1633		Vert %	12.10	13.65	12.28	14.66	11.93	12.97
1634		Index	100	113	101	121	99	107
1635	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months			*		*		*
1636		Unwgted	1483	9	829	6	654	3
1637		Weighted (000)	7566	40	3978	20	3588	19
1638		Horz %	100.00	0.52	52.58	0.27	47.42	0.25
1639		Vert %	3.18	1.90	3.47	2.43	2.91	1.55
1640		Index	100	60	109	76	92	49
1641	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months			*		*		*
1642		Unwgted	1410	7	803	5	607	2
1643		Weighted (000)	7520	40	4033	26	3487	15
1644		Horz %	100.00	0.53	53.63	0.34	46.37	0.19
1645		Vert %	3.16	1.94	3.51	3.06	2.83	1.18
1646		Index	100	61	111	97	89	37
1647	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months			*		*		*
1648		Unwgted	2840	19	1547	10	1293	9
1649		Weighted (000)	13819	108	6939	49	6880	58
1650		Horz %	100.00	0.78	50.21	0.36	49.79	0.42
1651		Vert %	5.80	5.20	6.05	5.89	5.58	4.73
1652		Index	100	90	104	101	96	81
1653	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months					*		*
1654		Unwgted	9411	105	5030	49	4381	56
1655		Weighted (000)	44715	585	22370	208	22345	377
1656		Horz %	100.00	1.31	50.03	0.47	49.97	0.84
1657		Vert %	18.78	28.21	19.49	24.84	18.11	30.49
1658		Index	100	150	104	132	96	162
1659	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months			*		*		*
1660		Unwgted	7301	46	3771	23	3530	23
1661		Weighted (000)	37528	277	18464	112	19064	165
1662		Horz %	100.00	0.74	49.20	0.30	50.80	0.44
1663		Vert %	15.76	13.36	16.09	13.39	15.45	13.34
1664		Index	100	85	102	85	98	85
1665	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months							
1666		Unwgted	11304	111	6056	54	5248	57
1667		Weighted (000)	55116	608	27961	240	27155	368
1668		Horz %	100.00	1.10	50.73	0.44	49.27	0.67
1669		Vert %	23.14	29.32	24.36	28.63	22.01	29.79
1670		Index	100	127	105	124	95	129
1671	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months					*		*
1672		Unwgted	10159	87	5563	45	4596	42
1673		Weighted (000)	45551	451	23419	219	22132	232
1674		Horz %	100.00	0.99	51.41	0.48	48.59	0.51
1675		Vert %	19.13	21.73	20.41	26.07	17.94	18.78
1676		Index	100	114	107	136	94	98



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2								
1677				*		*		*
1678	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months	Unwgted	4970	38	2576	18	2394	20
1679		Weighted (000)	24002	237	11714	90	12288	147
1680		Horz %	100.00	0.99	48.81	0.37	51.19	0.61
1681		Vert %	10.08	11.41	10.21	10.68	9.96	11.91
1682		Index	100	113	101	106	99	118
1683						*		*
1684	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months	Unwgted	11534	80	5911	47	5623	33
1685		Weighted (000)	53932	454	26278	251	27654	203
1686		Horz %	100.00	0.84	48.72	0.47	51.28	0.38
1687		Vert %	22.65	21.87	22.90	29.94	22.41	16.40
1688		Index	100	97	101	132	99	72
1689						*		*
1690	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months	Unwgted	10027	51	5104	32	4923	19
1691		Weighted (000)	51549	305	24091	179	27458	126
1692		Horz %	100.00	0.59	46.73	0.35	53.27	0.25
1693		Vert %	21.65	14.71	20.99	21.31	22.25	10.23
1694		Index	100	68	97	98	103	47
1695						*		*
1696	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months	Unwgted	17077	146	8763	72	8314	74
1697		Weighted (000)	81581	788	39666	314	41915	474
1698		Horz %	100.00	0.97	48.62	0.38	51.38	0.58
1699		Vert %	34.26	37.97	34.56	37.41	33.97	38.35
1700		Index	100	111	101	109	99	112
1701						*		*
1702	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months	Unwgted	8242	63	4059	31	4183	32
1703		Weighted (000)	39549	316	18605	124	20944	192
1704		Horz %	100.00	0.80	47.04	0.31	52.96	0.48
1705		Vert %	16.61	15.22	16.21	14.82	16.97	15.49
1706		Index	100	92	98	89	102	93
1707				*		*		*
1708	Very/Somewhat Likely to Take European Vacation - Next 12 Months	Unwgted	6069	37	3094	16	2975	21
1709		Weighted (000)	26240	116	12639	47	13601	69
1710		Horz %	100.00	0.44	48.17	0.18	51.83	0.26
1711		Vert %	11.02	5.58	11.01	5.63	11.02	5.55
1712		Index	100	51	100	51	100	50
1713				*		*		*
1714	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months	Unwgted	5808	46	2996	21	2812	25
1715		Weighted (000)	26834	249	13114	72	13720	177
1716		Horz %	100.00	0.93	48.87	0.27	51.13	0.66
1717		Vert %	11.27	12.00	11.43	8.61	11.12	14.30
1718		Index	100	107	101	76	99	127
1719				*		*		*
1720	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months	Unwgted	4594	28	2407	16	2187	12
1721		Weighted (000)	22674	168	11129	66	11545	102
1722		Horz %	100.00	0.74	49.08	0.29	50.92	0.45
1723		Vert %	9.52	8.11	9.70	7.87	9.36	8.27
1724		Index	100	85	102	83	98	87
1725				*		*		*
1726	Very/Somewhat Likely to Take South American Vacation - Next 12 Months	Unwgted	2747	14	1487	7	1260	7
1727		Weighted (000)	13145	81	6703	18	6441	63
1728		Horz %	100.00	0.62	51.00	0.14	49.00	0.48
1729		Vert %	5.52	3.92	5.84	2.18	5.22	5.10
1730		Index	100	71	106	40	95	92



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2								
1731				*		*		*
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	38	2639	14	2513	24
1733		Weighted (000)	23740	163	11440	39	12300	124
1734		Horz %	100.00	0.69	48.19	0.17	51.81	0.52
1735		Vert %	9.97	7.86	9.97	4.70	9.97	10.01
1736		Index	100	79	100	47	100	100
1737				*		*		*
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	45	4014	30	3709	15
1739		Weighted (000)	39198	273	19291	155	19907	117
1740		Horz %	100.00	0.70	49.21	0.40	50.79	0.30
1741		Vert %	16.46	13.14	16.81	18.53	16.13	9.49
1742		Index	100	80	102	113	98	58
1743						*		*
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	53	5413	35	4687	18
1745		Weighted (000)	55260	308	27484	177	27776	132
1746		Horz %	100.00	0.56	49.74	0.32	50.26	0.24
1747		Vert %	23.20	14.87	23.95	21.05	22.51	10.67
1748		Index	100	64	103	91	97	46
1749				*		*		*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	15	1494	8	1463	7
1751		Weighted (000)	14457	61	6912	35	7544	26
1752		Horz %	100.00	0.42	47.81	0.24	52.19	0.18
1753		Vert %	6.07	2.94	6.02	4.15	6.11	2.13
1754		Index	100	48	99	68	101	35
1755				*		*		*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	10	1704	5	1286	5
1757		Weighted (000)	16815	89	9242	34	7573	56
1758		Horz %	100.00	0.53	54.96	0.20	45.04	0.33
1759		Vert %	7.06	4.31	8.05	4.02	6.14	4.51
1760		Index	100	61	114	57	87	64
1761				*		*		*
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	46	4472	27	4273	19
1763		Weighted (000)	46358	248	22016	130	24343	118
1764		Horz %	100.00	0.53	47.49	0.28	52.51	0.25
1765		Vert %	19.47	11.93	19.18	15.46	19.73	9.53
1766		Index	100	61	99	79	101	49
1767				*		*		*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	11	1254	7	1272	4
1769		Weighted (000)	13610	55	6443	35	7166	20
1770		Horz %	100.00	0.40	47.34	0.26	52.66	0.15
1771		Vert %	5.71	2.64	5.61	4.14	5.81	1.63
1772		Index	100	46	98	73	102	28
1773				*		*		*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	4	753	2	561	2
1775		Weighted (000)	7509	70	4067	18	3442	51
1776		Horz %	100.00	0.93	54.16	0.25	45.84	0.68
1777		Vert %	3.15	3.36	3.54	2.20	2.79	4.15
1778		Index	100	107	112	70	88	132
1779				*		*		*
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	34	2510	23	2135	11
1781		Weighted (000)	23280	207	11830	133	11450	74
1782		Horz %	100.00	0.89	50.82	0.57	49.18	0.32
1783		Vert %	9.78	9.96	10.31	15.88	9.28	5.95
1784		Index	100	102	105	162	95	61

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2								
1785				*		*		*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	14	2021	10	1458	4
1787		Weighted (000)	19879	60	10490	43	9389	17
1788		Horz %	100.00	0.30	52.77	0.22	47.23	0.09
1789		Vert %	8.35	2.90	9.14	5.16	7.61	1.37
1790		Index	100	35	110	62	91	16
1791				*		*		*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	10	1315	9	1147	1
1793		Weighted (000)	12512	76	6369	73	6143	3
1794		Horz %	100.00	0.60	50.91	0.58	49.09	0.02
1795		Vert %	5.25	3.64	5.55	8.65	4.98	0.24
1796		Index	100	69	106	165	95	5
1797				*		*		*
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	26	2049	10	2141	16
1799		Weighted (000)	21080	100	9864	33	11216	66
1800		Horz %	100.00	0.47	46.79	0.16	53.21	0.31
1801		Vert %	8.85	4.80	8.60	3.99	9.09	5.35
1802		Index	100	54	97	45	103	60
1803				*		*		*
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	52	4131	24	3990	28
1805		Weighted (000)	40517	244	19489	87	21027	157
1806		Horz %	100.00	0.60	48.10	0.22	51.90	0.39
1807		Vert %	17.01	11.76	16.98	10.40	17.04	12.69
1808		Index	100	69	100	61	100	75
1809				*		*		*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	13	1984	9	1558	4
1811		Weighted (000)	19708	46	10433	27	9275	19
1812		Horz %	100.00	0.23	52.94	0.13	47.06	0.10
1813		Vert %	8.28	2.20	9.09	3.16	7.52	1.55
1814		Index	100	27	110	38	91	19
1815				*		*		*
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	36	3436	21	3261	15
1817		Weighted (000)	33664	149	16421	79	17243	70
1818		Horz %	100.00	0.44	48.78	0.23	51.22	0.21
1819		Vert %	14.14	7.16	14.31	9.37	13.97	5.66
1820		Index	100	51	101	66	99	40
1821				*		*		*
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	32	3200	20	2439	12
1823		Weighted (000)	29083	139	15419	78	13664	62
1824		Horz %	100.00	0.48	53.02	0.27	46.98	0.21
1825		Vert %	12.21	6.72	13.44	9.27	11.07	4.98
1826		Index	100	55	110	76	91	41
1827				*		*		*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	16	1694	6	1679	10
1829		Weighted (000)	18399	99	9036	28	9363	72
1830		Horz %	100.00	0.54	49.11	0.15	50.89	0.39
1831		Vert %	7.73	4.79	7.87	3.30	7.59	5.80
1832		Index	100	62	102	43	98	75
1833				*		*		*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	23	2074	14	1766	9
1835		Weighted (000)	20586	101	10563	52	10023	49
1836		Horz %	100.00	0.49	51.31	0.25	48.69	0.24
1837		Vert %	8.64	4.87	9.20	6.21	8.12	3.96
1838		Index	100	56	106	72	94	46

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2								
1839				*		*		*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	15	1940	8	1804	7
1841		Weighted (000)	19635	66	9629	26	10006	40
1842		Horz %	100.00	0.34	49.04	0.13	50.96	0.20
1843		Vert %	8.24	3.19	8.39	3.15	8.11	3.22
1844		Index	100	39	102	38	98	39
1845				*		*		*
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	23	2700	10	2261	13
1847		Weighted (000)	24816	100	12645	45	12171	56
1848		Horz %	100.00	0.40	50.95	0.18	49.05	0.23
1849		Vert %	10.42	4.84	11.02	5.31	9.86	4.52
1850		Index	100	46	106	51	95	43
1851				*		*		*
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	41	4515	18	4165	23
1853		Weighted (000)	42931	197	21281	96	21650	101
1854		Horz %	100.00	0.46	49.57	0.22	50.43	0.24
1855		Vert %	18.03	9.50	18.54	11.44	17.55	8.19
1856		Index	100	53	103	63	97	45
1857				*		*		*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	10	1389	5	1185	5
1859		Weighted (000)	13914	35	7217	18	6696	17
1860		Horz %	100.00	0.25	51.87	0.13	48.13	0.12
1861		Vert %	5.84	1.67	6.29	2.12	5.43	1.36
1862		Index	100	29	108	36	93	23
1863				*		*		*
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	54	6300	30	5903	24
1865		Weighted (000)	60976	244	29597	110	31379	134
1866		Horz %	100.00	0.40	48.54	0.18	51.46	0.22
1867		Vert %	25.60	11.76	25.79	13.18	25.43	10.80
1868		Index	100	46	101	51	99	42
1869				*		*		*
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	10	2203	2	2385	8
1871		Weighted (000)	25555	56	12099	10	13455	46
1872		Horz %	100.00	0.22	47.35	0.04	52.65	0.18
1873		Vert %	10.73	2.70	10.54	1.17	10.90	3.74
1874		Index	100	25	98	11	102	35
1875				*		*		*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	6	1344	3	1645	3
1877		Weighted (000)	17427	22	7495	11	9932	12
1878		Horz %	100.00	0.13	43.01	0.06	56.99	0.07
1879		Vert %	7.32	1.07	6.53	1.28	8.05	0.94
1880		Index	100	15	89	17	110	13
1881				*		*		*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	51	2115	23	2083	28
1883		Weighted (000)	21562	329	10308	91	11254	238
1884		Horz %	100.00	1.53	47.80	0.42	52.20	1.10
1885		Vert %	9.05	15.85	8.98	10.89	9.12	19.21
1886		Index	100	175	99	120	101	212
1887				*		*		*
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	15	1919	8	1970	7
1889		Weighted (000)	20103	83	9461	18	10642	65
1890		Horz %	100.00	0.41	47.06	0.09	52.94	0.32
1891		Vert %	8.44	3.98	8.24	2.10	8.62	5.26
1892		Index	100	47	98	25	102	62

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1								
2								
1893				*		*		*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	12	1515	9	1465	3
1895		Weighted (000)	15777	93	7470	62	8307	31
1896		Horz %	100.00	0.59	47.35	0.39	52.65	0.20
1897		Vert %	6.62	4.46	6.51	7.36	6.73	2.49
1898		Index	100	67	98	111	102	38
1899				*		*		*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	30	1596	14	1587	16
1901		Weighted (000)	17028	193	8386	53	8642	140
1902		Horz %	100.00	1.13	49.25	0.31	50.75	0.82
1903		Vert %	7.15	9.30	7.31	6.34	7.00	11.31
1904		Index	100	130	102	89	98	158
1905				*		*		*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	25	1980	13	1641	12
1907		Weighted (000)	17939	112	9567	44	8373	69
1908		Horz %	100.00	0.63	53.33	0.24	46.67	0.38
1909		Vert %	7.53	5.41	8.34	5.21	6.79	5.55
1910		Index	100	72	111	69	90	74
1911				*		*		*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	15	964	13	702	2
1913		Weighted (000)	8568	61	4961	43	3607	18
1914		Horz %	100.00	0.72	57.90	0.51	42.10	0.21
1915		Vert %	3.60	2.96	4.32	5.18	2.92	1.46
1916		Index	100	82	120	144	81	40
1917				*		*		*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	11	1939	8	1532	3
1919		Weighted (000)	18078	36	9637	26	8441	10
1920		Horz %	100.00	0.20	53.31	0.14	46.69	0.05
1921		Vert %	7.59	1.72	8.40	3.10	6.84	0.78
1922		Index	100	23	111	41	90	10
1923				*		*		*
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	19	3800	10	3131	9
1925		Weighted (000)	34135	106	17910	38	16225	68
1926		Horz %	100.00	0.31	52.47	0.11	47.53	0.20
1927		Vert %	14.33	5.10	15.61	4.52	13.15	5.49
1928		Index	100	36	109	32	92	38
1929				*		*		*
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	39	3057	15	3258	24
1931		Weighted (000)	33305	238	15146	61	18159	177
1932		Horz %	100.00	0.71	45.48	0.18	54.52	0.53
1933		Vert %	13.98	11.47	13.20	7.25	14.72	14.33
1934		Index	100	82	94	52	105	102
1935								
1936								