

RAB / GfK MRI FORMAT PROFILE: ALL NEWS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to All News Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All News Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All News Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	3031	24457	1797	23711	1234
5		Weighted (000)	238155	8416	114766	4632	123389	3784
6		Horz %	100.00	3.53	48.19	1.94	51.81	1.59
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	1797	24457	1797	0	0
11		Weighted (000)	114766	4632	114766	4632	0	0
12		Horz %	100.00	4.04	100.00	4.04	0.00	0.00
13		Vert %	48.19	55.04	100.00	100.00	0.00	0.00
14		Index	100	114	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	1234	0	0	23711	1234
17		Weighted (000)	123389	3784	0	0	123389	3784
18		Horz %	100.00	3.07	0.00	0.00	100.00	3.07
19		Vert %	51.81	44.96	0.00	0.00	100.00	100.00
20		Index	100	87	0	0	193	193
21						*	*	
22	Age 18-24	Unwgted	3835	60	2176	32	1659	28
23		Weighted (000)	30197	372	15211	172	14986	200
24		Horz %	100.00	1.23	50.37	0.57	49.63	0.66
25		Vert %	12.68	4.42	13.25	3.71	12.15	5.29
26		Index	100	35	105	29	96	42
27								
28	Age 25-34	Unwgted	7986	195	4052	123	3934	72
29		Weighted (000)	42012	654	20869	372	21143	282
30		Horz %	100.00	1.56	49.67	0.89	50.33	0.67
31		Vert %	17.64	7.77	18.18	8.04	17.14	7.44
32		Index	100	44	103	46	97	42
33								
34	Age 35-44	Unwgted	8452	401	4443	243	4009	158
35		Weighted (000)	40087	1198	19682	625	20405	573
36		Horz %	100.00	2.99	49.10	1.56	50.90	1.43
37		Vert %	16.83	14.23	17.15	13.49	16.54	15.14
38		Index	100	85	102	80	98	90
39								
40	Age 45-54	Unwgted	9050	690	4578	412	4472	278
41		Weighted (000)	43666	1943	21286	1077	22380	865
42		Horz %	100.00	4.45	48.75	2.47	51.25	1.98
43		Vert %	18.33	23.08	18.55	23.26	18.14	22.87
44		Index	100	126	101	127	99	125
45								
46	Age 55-64	Unwgted	8207	740	4240	449	3967	291
47		Weighted (000)	38818	2036	18503	1145	20315	891
48		Horz %	100.00	5.25	47.67	2.95	52.33	2.30
49		Vert %	16.30	24.20	16.12	24.72	16.46	23.56
50		Index	100	148	99	152	101	145
51								
52	Age 65+	Unwgted	10638	945	4968	538	5670	407
53		Weighted (000)	43374	2213	19215	1240	24160	972
54		Horz %	100.00	5.10	44.30	2.86	55.70	2.24
55		Vert %	18.21	26.29	16.74	26.78	19.58	25.70
56		Index	100	144	92	147	108	141

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2								
57	Age 21+							
58		Unwgted	46644	3011	23528	1782	23116	1229
59		Weighted (000)	225241	8292	107990	4542	117251	3750
60		Horz %	100.00	3.68	47.94	2.02	52.06	1.66
61		Vert %	94.58	98.53	94.10	98.05	95.03	99.12
62		Index	100	104	99	104	100	105
63	Age 18-34							
64		Unwgted	11821	255	6228	155	5593	100
65		Weighted (000)	72209	1026	36080	544	36129	482
66		Horz %	100.00	1.42	49.97	0.75	50.03	0.67
67		Vert %	30.32	12.19	31.44	11.75	29.28	12.73
68	Index	100	40	104	39	97	42	
69	Age 18-49							
70		Unwgted	24702	946	12939	581	11763	365
71		Weighted (000)	133505	3048	66134	1641	67371	1407
72		Horz %	100.00	2.28	49.54	1.23	50.46	1.05
73		Vert %	56.06	36.21	57.63	35.42	54.60	37.19
74	Index	100	65	103	63	97	66	
75	Age 25-54							
76		Unwgted	25488	1286	13073	778	12415	508
77		Weighted (000)	125765	3795	61837	2075	63928	1720
78		Horz %	100.00	3.02	49.17	1.65	50.83	1.37
79		Vert %	52.81	45.09	53.88	44.79	51.81	45.46
80	Index	100	85	102	85	98	86	
81	Age 35-64							
82		Unwgted	25709	1831	13261	1104	12448	727
83		Weighted (000)	122571	5177	59471	2847	63100	2330
84		Horz %	100.00	4.22	48.52	2.32	51.48	1.90
85		Vert %	51.47	61.51	51.82	61.47	51.14	61.57
86	Index	100	120	101	119	99	120	
87	Age 50+							
88		Unwgted	23466	2085	11518	1216	11948	869
89		Weighted (000)	104649	5368	48631	2992	56018	2377
90		Horz %	100.00	5.13	46.47	2.86	53.53	2.27
91		Vert %	43.94	63.79	42.37	64.58	45.40	62.81
92	Index	100	145	96	147	103	143	
93	Median Age							
94		Unwgted						
95		Weighted (000)	46.60	55.20	45.80	55.50	47.40	54.70
96		Horz %						
97		Vert %						
98	Index							
99	Race: White Only							
100		Unwgted	35231	2412	17988	1428	17243	984
101		Weighted (000)	176436	6565	85107	3616	91329	2949
102		Horz %	100.00	3.72	48.24	2.05	51.76	1.67
103		Vert %	74.08	78.01	74.16	78.05	74.02	77.95
104	Index	100	105	100	105	100	105	
105	Race: Black/African-American Only							
106		Unwgted	5807	231	2719	130	3088	101
107		Weighted (000)	28531	659	13037	343	15494	316
108		Horz %	100.00	2.31	45.69	1.20	54.31	1.11
109		Vert %	11.98	7.83	11.36	7.40	12.56	8.36
110	Index	100	65	95	62	105	70	

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1								
2								
111	Race: Asian							
112		Unwgted	2180	218	1128	133	1052	85
113		Weighted (000)	7671	576	3482	306	4189	270
114		Horz %	100.00	7.51	45.39	3.99	54.61	3.52
115		Vert %	3.22	6.85	3.03	6.61	3.39	7.14
116	Index	100	213	94	205	105	222	
117	Race: Other Race/Multi-Racial							
118		Unwgted	7130	388	3750	239	3380	149
119		Weighted (000)	33187	1192	16622	674	16565	518
120		Horz %	100.00	3.59	50.09	2.03	49.91	1.56
121		Vert %	13.94	14.16	14.48	14.55	13.43	13.69
122	Index	100	102	104	104	96	98	
123	Hispanic, Latino, Spanish Origin or Descent							
124		Unwgted	5677	200	2846	118	2831	82
125		Weighted (000)	35739	658	17858	380	17882	278
126		Horz %	100.00	1.84	49.97	1.06	50.03	0.78
127		Vert %	15.01	7.82	15.56	8.20	14.49	7.35
128	Index	100	52	104	55	97	49	
129	Hispanic, Personally Speak Only English at Home					*		*
130		Unwgted	1612	68	851	41	761	27
131		Weighted (000)	5378	129	2712	72	2667	58
132		Horz %	100.00	2.40	50.42	1.33	49.58	1.07
133		Vert %	2.26	1.54	2.36	1.55	2.16	1.52
134	Index	100	68	105	68	96	68	
135	Hispanic, Personally Speak Mostly English, But Some Spanish at Home					*		*
136		Unwgted	1702	81	820	48	882	33
137		Weighted (000)	9096	251	4752	159	4344	91
138		Horz %	100.00	2.75	52.24	1.75	47.76	1.00
139		Vert %	3.82	2.98	4.14	3.44	3.52	2.41
140	Index	100	78	108	90	92	63	
141	Hispanic, Personally Speak Only Spanish at Home			*		*		*
142		Unwgted	897	5	420	2	477	3
143		Weighted (000)	10398	40	5173	8	5225	32
144		Horz %	100.00	0.38	49.75	0.08	50.25	0.31
145		Vert %	4.37	0.47	4.51	0.17	4.23	0.84
146	Index	100	11	103	4	97	19	
147	Hispanic, Personally Speak Mostly Spanish, But Some English at Home			*		*		*
148		Unwgted	1355	41	702	23	653	18
149		Weighted (000)	8786	174	4447	93	4340	81
150		Horz %	100.00	1.98	50.61	1.05	49.39	0.92
151		Vert %	3.69	2.06	3.87	2.00	3.52	2.14
152	Index	100	56	105	54	95	58	
153	Hispanic, Personally Speak Spanish and English Equally at Home			*	*	*	*	*
154		Unwgted	84	5	41	4	43	1
155		Weighted (000)	1523	65	602	49	920	16
156		Horz %	100.00	4.26	39.56	3.19	60.44	1.07
157		Vert %	0.64	0.77	0.52	1.05	0.75	0.43
158	Index	100	121	82	164	117	67	
159	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree							
160		Unwgted	6749	694	3535	416	3214	278
161		Weighted (000)	24693	1742	11947	970	12745	772
162		Horz %	100.00	7.05	48.38	3.93	51.62	3.12
163		Vert %	10.37	20.70	10.41	20.94	10.33	20.39
164	Index	100	200	100	202	100	197	

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1								
2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgt'd	10897	951	5594	567	5303	384
167		Weighted (000)	43976	2376	21010	1271	22966	1106
168		Horz %	100.00	5.40	47.78	2.89	52.22	2.51
169		Vert %	18.47	28.24	18.31	27.43	18.61	29.22
170		Index	100	153	99	149	101	158
171								
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgt'd	2492	139	1055	76	1437	63
173		Weighted (000)	10385	372	4055	185	6330	187
174		Horz %	100.00	3.58	39.05	1.78	60.95	1.80
175		Vert %	4.36	4.42	3.53	3.99	5.13	4.95
176		Index	100	101	81	92	118	113
177								
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgt'd	3108	169	1466	108	1642	61
179		Weighted (000)	12939	387	5528	260	7411	127
180		Horz %	100.00	2.99	42.72	2.01	57.28	0.98
181		Vert %	5.43	4.60	4.82	5.62	6.01	3.36
182		Index	100	85	89	103	111	62
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgt'd	10167	484	5138	290	5029	194
185		Weighted (000)	45323	1302	21898	751	23425	551
186		Horz %	100.00	2.87	48.32	1.66	51.68	1.22
187		Vert %	19.03	15.47	19.08	16.22	18.98	14.56
188		Index	100	81	100	85	100	77
189								
190	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgt'd	10627	487	5465	272	5162	215
191		Weighted (000)	70635	1764	34949	928	35686	836
192		Horz %	100.00	2.50	49.48	1.31	50.52	1.18
193		Vert %	29.66	20.96	30.45	20.04	28.92	22.10
194		Index	100	71	103	68	98	74
195								*
196	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgt'd	4128	107	2204	68	1924	39
197		Weighted (000)	30203	471	15378	267	14825	205
198		Horz %	100.00	1.56	50.91	0.88	49.09	0.68
199		Vert %	12.68	5.60	13.40	5.76	12.02	5.41
200		Index	100	44	106	45	95	43
201								
202	Currently Attending College or University	Unwgt'd	3489	108	1681	57	1808	51
203		Weighted (000)	19251	398	8953	196	10297	202
204		Horz %	100.00	2.07	46.51	1.02	53.49	1.05
205		Vert %	8.08	4.73	7.80	4.23	8.35	5.34
206		Index	100	58	97	52	103	66
207								
208	Employed Full Time	Unwgt'd	24693	1710	14836	1144	9857	566
209		Weighted (000)	114968	4603	66238	2806	48730	1797
210		Horz %	100.00	4.00	57.61	2.44	42.39	1.56
211		Vert %	48.27	54.70	57.72	60.57	39.49	47.50
212		Index	100	113	120	125	82	98
213								
214	Employed Part Time	Unwgt'd	5566	295	2103	134	3463	161
215		Weighted (000)	28629	774	10048	321	18582	453
216		Horz %	100.00	2.70	35.10	1.12	64.90	1.58
217		Vert %	12.02	9.20	8.75	6.94	15.06	11.96
218		Index	100	77	73	58	125	100

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1								
2								
219	Not Employed							
220		Unwgted	17909	1026	7518	519	10391	507
221		Weighted (000)	94557	3038	38480	1505	56077	1534
222		Horz %	100.00	3.21	40.70	1.59	59.30	1.62
223		Vert %	39.70	36.10	33.53	32.49	45.45	40.53
224		Index	100	91	84	82	114	102
225	Temporarily Unemployed					*		*
226		Unwgted	2163	74	1076	44	1087	30
227		Weighted (000)	14225	298	7394	195	6830	103
228		Horz %	100.00	2.09	51.98	1.37	48.02	0.73
229		Vert %	5.97	3.54	6.44	4.20	5.54	2.73
230		Index	100	59	108	70	93	46
231	Retired from Employment							
232		Unwgted	10300	799	4886	436	5414	363
233		Weighted (000)	44807	2084	20795	1154	24012	930
234		Horz %	100.00	4.65	46.41	2.57	53.59	2.08
235		Vert %	18.81	24.76	18.12	24.90	19.46	24.59
236	Index	100	132	96	132	103	131	
237	Not Employed, Principal Shopper for Household					*		
238		Unwgted	2452	90	63	2	2389	88
239		Weighted (000)	16222	374	415	3	15807	372
240		Horz %	100.00	2.31	2.56	0.02	97.44	2.29
241		Vert %	6.81	4.45	0.36	0.06	12.81	9.82
242		Index	100	65	5	1	188	144
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	584	3516	310	3948	274
245		Weighted (000)	32463	1622	13816	746	18647	875
246		Horz %	100.00	5.00	42.56	2.30	57.44	2.70
247		Vert %	13.63	19.27	12.04	16.11	15.11	23.13
248	Index	100	141	88	118	111	170	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	633	3914	443	2381	190
251		Weighted (000)	23158	1398	13110	894	10048	503
252		Horz %	100.00	6.04	56.61	3.86	43.39	2.17
253		Vert %	9.72	16.61	11.42	19.31	8.14	13.30
254	Index	100	171	117	199	84	137	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	331	2267	167	3680	164
257		Weighted (000)	32581	993	12510	473	20071	520
258		Horz %	100.00	3.05	38.40	1.45	61.60	1.60
259		Vert %	13.68	11.80	10.90	10.22	16.27	13.74
260	Index	100	86	80	75	119	100	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	131	2431	128	87	3
263		Weighted (000)	13283	363	12692	357	591	6
264		Horz %	100.00	2.73	95.55	2.69	4.45	0.04
265		Vert %	5.58	4.32	11.06	7.72	0.48	0.15
266	Index	100	77	198	138	9	3	
267	Occupation: Other Employed							
268		Unwgted	8035	326	4811	230	3224	96
269		Weighted (000)	42112	1002	24157	656	17955	346
270		Horz %	100.00	2.38	57.36	1.56	42.64	0.82
271		Vert %	17.68	11.90	21.05	14.16	14.55	9.14
272	Index	100	67	119	80	82	52	

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1								
2								
273								
274		Unwgted	1652	196	995	143	657	53
275	Household Income:	Weighted (000)	6409	491	3331	309	3078	182
276	\$250,000+	Horz %	100.00	7.67	51.98	4.82	48.02	2.85
277		Vert %	2.69	5.84	2.90	6.67	2.49	4.82
278		Index	100	217	108	248	93	179
279								
280		Unwgted	1403	184	802	110	601	74
281	Household Income: \$200,000-	Weighted (000)	5818	580	2971	279	2847	301
282	\$249,999	Horz %	100.00	9.97	51.06	4.79	48.94	5.18
283		Vert %	2.44	6.89	2.59	6.02	2.31	7.96
284		Index	100	282	106	246	94	326
285								
286		Unwgted	3416	353	2002	245	1414	108
287	Household Income: \$150,000-	Weighted (000)	15518	1046	7893	601	7625	445
288	\$199,999	Horz %	100.00	6.74	50.87	3.87	49.13	2.87
289		Vert %	6.52	12.43	6.88	12.98	6.18	11.75
290		Index	100	191	106	199	95	180
291								
292		Unwgted	7088	603	4096	385	2992	218
293	Household Income: \$100,000-	Weighted (000)	36360	1883	18625	1086	17735	797
294	\$149,999	Horz %	100.00	5.18	51.22	2.99	48.78	2.19
295		Vert %	15.27	22.37	16.23	23.44	14.37	21.06
296		Index	100	147	106	154	94	138
297								
298		Unwgted	6291	436	3511	254	2780	182
299	Household Income: \$75,000-	Weighted (000)	31892	1168	16159	641	15732	527
300	\$99,999	Horz %	100.00	3.66	50.67	2.01	49.33	1.65
301		Vert %	13.39	13.88	14.08	13.85	12.75	13.92
302		Index	100	104	105	103	95	104
303								
304		Unwgted	5133	347	2676	204	2457	143
305	Household Income: \$60,000-	Weighted (000)	25163	943	12461	502	12702	441
306	\$74,999	Horz %	100.00	3.75	49.52	2.00	50.48	1.75
307		Vert %	10.57	11.21	10.86	10.85	10.29	11.66
308		Index	100	106	103	103	97	110
309								
310		Unwgted	3809	216	1962	117	1847	99
311	Household Income: \$50,000-	Weighted (000)	18825	523	9277	291	9548	233
312	\$59,999	Horz %	100.00	2.78	49.28	1.54	50.72	1.24
313		Vert %	7.90	6.22	8.08	6.27	7.74	6.15
314		Index	100	79	102	79	98	78
315								
316		Unwgted	4740	234	2353	130	2387	104
317	Household Income: \$40,000-	Weighted (000)	20651	521	10068	303	10584	217
318	\$49,999	Horz %	100.00	2.52	48.75	1.47	51.25	1.05
319		Vert %	8.67	6.18	8.77	6.54	8.58	5.75
320		Index	100	71	101	75	99	66
321								
322		Unwgted	4631	199	2090	84	2541	115
323	Household Income: \$30,000-	Weighted (000)	22417	447	10701	222	11716	225
324	\$39,999	Horz %	100.00	1.99	47.74	0.99	52.26	1.01
325		Vert %	9.41	5.31	9.32	4.79	9.49	5.96
326		Index	100	56	99	51	101	63

RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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			U.S. Adults 18+	Adults 18+ - Listen to All News Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All News Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All News Format (Monday-Sunday 24-Hour Cume)
1								
2								
327								
328		Unwgted	4429	160	1882	76	2547	84
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	424	10224	223	12416	201
330		Horz %	100.00	1.87	45.16	0.98	54.84	0.89
331		Vert %	9.51	5.04	8.91	4.81	10.06	5.31
332		Index	100	53	94	51	106	56
333							*	
334		Unwgted	5576	103	2088	49	3488	54
335	Household Income: Under \$20,000	Weighted (000)	32463	390	13056	175	19407	214
336		Horz %	100.00	1.20	40.22	0.54	59.78	0.66
337		Vert %	13.63	4.63	11.38	3.78	15.73	5.66
338		Index	100	34	83	28	115	42
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	95.50	64.90	98.40	57.90	92.10
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	428	6285	242	5408	186
347	Marital Status: Single, Never Married	Weighted (000)	65997	1319	35246	735	30751	583
348		Horz %	100.00	2.00	53.41	1.11	46.59	0.88
349		Vert %	27.71	15.67	30.71	15.87	24.92	15.42
350		Index	100	57	111	57	90	56
351								
352		Unwgted	24820	1955	14100	1298	10720	657
353	Marital Status: Currently Married	Weighted (000)	126882	5695	63254	3364	63629	2331
354		Horz %	100.00	4.49	49.85	2.65	50.15	1.84
355		Vert %	53.28	67.67	55.12	72.62	51.57	61.61
356		Index	100	127	103	136	97	116
357								
358		Unwgted	7777	399	3127	190	4650	209
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	872	12849	428	17759	445
360		Horz %	100.00	2.85	41.98	1.40	58.02	1.45
361		Vert %	12.85	10.36	11.20	9.23	14.39	11.75
362		Index	100	81	87	72	112	91
363								
364		Unwgted	3878	249	945	67	2933	182
365	Marital Status: Widowed	Weighted (000)	14666	530	3416	105	11250	425
366		Horz %	100.00	3.61	23.29	0.72	76.71	2.90
367		Vert %	6.16	6.30	2.98	2.27	9.12	11.23
368		Index	100	102	48	37	148	182
369							*	
370		Unwgted	1983	65	1032	37	951	28
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	212	5384	103	5833	109
372		Horz %	100.00	1.89	48.00	0.92	52.00	0.97
373		Vert %	4.71	2.52	4.69	2.23	4.73	2.87
374		Index	100	53	100	47	100	61
375								
376	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgted	3313	98	1820	66	1493	32
377		Weighted (000)	20943	343	10281	217	10662	126
378		Horz %	100.00	1.64	49.09	1.04	50.91	0.60
379		Vert %	8.79	4.08	8.96	4.69	8.64	3.32
380		Index	100	46	102	53	98	38



RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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1								
2								
381	Any Child(ren) Under Age 18 Living at Home							
382		Unwgted	17843	901	8707	563	9136	338
383		Weighted (000)	94619	2740	42720	1494	51899	1246
384		Horz %	100.00	2.90	45.15	1.58	54.85	1.32
385		Vert %	39.73	32.56	37.22	32.25	42.06	32.93
386		Index	100	82	94	81	106	83
387	1 Child Under Age 18 Currently Living at Home							
388		Unwgted	7219	375	3511	230	3708	145
389		Weighted (000)	38752	1147	17649	642	21103	505
390		Horz %	100.00	2.96	45.54	1.66	54.46	1.30
391		Vert %	16.27	13.62	15.38	13.85	17.10	13.34
392	Index	100	84	95	85	105	82	
393	2 Children Under Age 18 Currently Living at Home							
394		Unwgted	6632	361	3312	227	3320	134
395		Weighted (000)	33339	1079	15370	569	17969	510
396		Horz %	100.00	3.24	46.10	1.71	53.90	1.53
397		Vert %	14.00	12.82	13.39	12.28	14.56	13.47
398	Index	100	92	96	88	104	96	
399	3 Children Under Age 18 Currently Living at Home							*
400		Unwgted	2738	122	1283	74	1455	48
401		Weighted (000)	14851	398	6431	205	8420	193
402		Horz %	100.00	2.68	43.31	1.38	56.69	1.30
403		Vert %	6.24	4.73	5.60	4.43	6.82	5.10
404	Index	100	76	90	71	109	82	
405	4 Children Under Age 18 Currently Living at Home			*		*		*
406		Unwgted	882	31	427	22	455	9
407		Weighted (000)	5223	68	2303	38	2920	31
408		Horz %	100.00	1.31	44.10	0.73	55.90	0.58
409		Vert %	2.19	0.81	2.01	0.82	2.37	0.81
410	Index	100	37	92	37	108	37	
411	5 or More Children Under Age 18 Currently Living at Home			*		*		*
412		Unwgted	372	12	174	10	198	2
413		Weighted (000)	2454	48	967	40	1487	8
414		Horz %	100.00	1.94	39.40	1.62	60.60	0.32
415		Vert %	1.03	0.57	0.84	0.86	1.21	0.21
416	Index	100	55	82	83	117	20	
417	Own Home/Residence							
418		Unwgted	33340	2532	17386	1517	15954	1015
419		Weighted (000)	157962	6802	76483	3763	81479	3039
420		Horz %	100.00	4.31	48.42	2.38	51.58	1.92
421		Vert %	66.33	80.83	66.64	81.24	66.03	80.33
422	Index	100	122	100	122	100	121	
423	Rent Home/Residence							
424		Unwgted	14260	488	6787	271	7473	217
425		Weighted (000)	77153	1596	36837	853	40316	743
426		Horz %	100.00	2.07	47.75	1.11	52.25	0.96
427		Vert %	32.40	18.97	32.10	18.42	32.67	19.63
428	Index	100	59	99	57	101	61	
429	Live Rent-Free in Home/Residence			*		*		*
430		Unwgted	568	11	284	9	284	2
431		Weighted (000)	3039	17	1445	16	1594	1
432		Horz %	100.00	0.57	47.54	0.52	52.46	0.05
433		Vert %	1.28	0.20	1.26	0.34	1.29	0.04
434	Index	100	16	99	27	101	3	



RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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1								
2								
435	Census Region: North East							
436		Unwgted	11308	1261	5685	733	5623	528
437		Weighted (000)	43253	3317	20622	1810	22631	1507
438		Horz %	100.00	7.67	47.68	4.18	52.32	3.48
439		Vert %	18.16	39.41	17.97	39.07	18.34	39.84
440	Index	100	217	99	215	101	219	
441	Census Region: South							
442		Unwgted	16124	490	8035	290	8089	200
443		Weighted (000)	89346	1335	42766	722	46580	613
444		Horz %	100.00	1.49	47.87	0.81	52.13	0.69
445		Vert %	37.52	15.86	37.26	15.60	37.75	16.19
446	Index	100	42	99	42	101	43	
447	Census Region: Midwest							
448		Unwgted	10891	686	5544	417	5347	269
449		Weighted (000)	51282	1648	24805	943	26477	705
450		Horz %	100.00	3.21	48.37	1.84	51.63	1.38
451		Vert %	21.53	19.59	21.61	20.36	21.46	18.64
452	Index	100	91	100	95	100	87	
453	Census Region: West							
454		Unwgted	9845	594	5193	357	4652	237
455		Weighted (000)	54273	2115	26572	1157	27701	958
456		Horz %	100.00	3.90	48.96	2.13	51.04	1.77
457		Vert %	22.79	25.14	23.15	24.98	22.45	25.33
458	Index	100	110	102	110	99	111	
459	Census Sub-Region: New England							*
460		Unwgted	2844	95	1449	63	1395	32
461		Weighted (000)	11320	322	5419	194	5901	128
462		Horz %	100.00	2.85	47.87	1.72	52.13	1.13
463		Vert %	4.75	3.83	4.72	4.19	4.78	3.38
464	Index	100	81	99	88	101	71	
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	1166	4236	670	4228	496
467		Weighted (000)	31933	2995	15203	1615	16730	1379
468		Horz %	100.00	9.38	47.61	5.06	52.39	4.32
469		Vert %	13.41	35.58	13.25	34.87	13.56	36.46
470	Index	100	265	99	260	101	272	
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	455	4475	271	4641	184
473		Weighted (000)	45960	1083	21872	614	24087	469
474		Horz %	100.00	2.36	47.59	1.34	52.41	1.02
475		Vert %	19.30	12.87	19.06	13.26	19.52	12.40
476	Index	100	67	99	69	101	64	
477	Census Sub-Region: East South Central			*		*		*
478		Unwgted	2066	4	1066	4	1000	0
479		Weighted (000)	14946	20	7248	20	7697	0
480		Horz %	100.00	0.13	48.50	0.13	51.50	0.00
481		Vert %	6.28	0.24	6.32	0.43	6.24	0.00
482	Index	100	4	101	7	99	0	
483	Census Sub-Region: West South Central			*		*		*
484		Unwgted	4942	31	2494	15	2448	16
485		Weighted (000)	28441	232	13646	88	14795	144
486		Horz %	100.00	0.82	47.98	0.31	52.02	0.50
487		Vert %	11.94	2.75	11.89	1.91	11.99	3.79
488	Index	100	23	100	16	100	32	

RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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2								
489	Census Sub-Region: East North Central							
490		Unwgted	8456	600	4267	369	4189	231
491		Weighted (000)	35650	1194	16892	733	18758	461
492		Horz %	100.00	3.35	47.38	2.06	52.62	1.29
493		Vert %	14.97	14.19	14.72	15.82	15.20	12.19
494		Index	100	95	98	106	102	81
495	Census Sub-Region: West North Central					*		*
496		Unwgted	2435	86	1277	48	1158	38
497		Weighted (000)	15632	454	7913	210	7719	244
498		Horz %	100.00	2.91	50.62	1.34	49.38	1.56
499		Vert %	6.56	5.40	6.90	4.54	6.26	6.45
500		Index	100	82	105	69	95	98
501	Census Sub-Region: Mountain			*		*		*
502		Unwgted	2321	31	1229	18	1092	13
503		Weighted (000)	16500	239	8176	115	8324	124
504		Horz %	100.00	1.45	49.55	0.70	50.45	0.75
505		Vert %	6.93	2.84	7.12	2.49	6.75	3.27
506		Index	100	41	103	36	97	47
507	Census Sub-Region: Pacific							
508		Unwgted	7524	563	3964	339	3560	224
509		Weighted (000)	37774	1876	18396	1042	19378	835
510		Horz %	100.00	4.97	48.70	2.76	51.30	2.21
511		Vert %	15.86	22.29	16.03	22.49	15.70	22.06
512		Index	100	141	101	142	99	139
513	County Size: A							
514		Unwgted	26679	2674	13529	1573	13150	1101
515		Weighted (000)	99155	6917	47699	3737	51456	3180
516		Horz %	100.00	6.98	48.11	3.77	51.89	3.21
517		Vert %	41.63	82.19	41.56	80.68	41.70	84.03
518		Index	100	197	100	194	100	202
519	County Size: B							
520		Unwgted	12036	235	6063	151	5973	84
521		Weighted (000)	70767	852	34009	524	36758	328
522		Horz %	100.00	1.20	48.06	0.74	51.94	0.46
523		Vert %	29.71	10.13	29.63	11.31	29.79	8.68
524		Index	100	34	100	38	100	29
525	County Size: C/D							*
526		Unwgted	9453	122	4865	73	4588	49
527		Weighted (000)	68232	647	33058	371	35175	276
528		Horz %	100.00	0.95	48.45	0.54	51.55	0.40
529		Vert %	28.65	7.69	28.80	8.01	28.51	7.29
530		Index	100	27	101	28	99	25
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							*
532		Unwgted	1292	116	710	70	582	46
533		Weighted (000)	5120	318	2746	179	2374	139
534		Horz %	100.00	6.21	53.63	3.49	46.37	2.72
535		Vert %	2.15	3.78	2.39	3.86	1.92	3.67
536		Index	100	176	111	180	90	171
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	537	3621	275	4808	262
539		Weighted (000)	40779	1528	16635	713	24144	815
540		Horz %	100.00	3.75	40.79	1.75	59.21	2.00
541		Vert %	17.12	18.16	14.49	15.40	19.57	21.54
542		Index	100	106	85	90	114	126

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
 No audit was generated for this report; \*Projections relatively unstable  
 Radio Advertising Bureau / www.rab.com

RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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1								
2								
543						*		*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	56	715	39	563	17
545		Weighted (000)	7030	192	3657	119	3373	73
546		Horz %	100.00	2.73	52.02	1.69	47.98	1.04
547		Vert %	2.95	2.28	3.19	2.57	2.73	1.93
548		Index	100	77	108	87	93	65
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	32	186	19	203	13
551		Weighted (000)	2075	108	838	71	1237	37
552		Horz %	100.00	5.20	40.41	3.43	59.59	1.76
553		Vert %	0.87	1.28	0.73	1.54	1.00	0.97
554			100	147	84	176	115	111
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	3031	1797	1797	1234	1234
557		Weighted (000)	8416	8416	4632	4632	3784	3784
558		Horz %	100.00	100.00	55.04	55.04	44.96	44.96
559		Vert %	3.53	100.00	4.04	100.00	3.07	100.00
560		Index	100	2830	114	2830	87	2830
561								
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	497	2871	425	652	72
563		Weighted (000)	12663	1335	9964	1088	2698	248
564		Horz %	100.00	10.55	78.69	8.59	21.31	1.96
565		Vert %	5.32	15.87	8.68	23.48	2.19	6.55
566		Index	100	298	163	442	41	123
567								*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	117	663	84	325	33
569		Weighted (000)	4277	307	2782	213	1494	94
570		Horz %	100.00	7.19	65.06	4.99	34.94	2.20
571		Vert %	1.80	3.65	2.42	4.61	1.21	2.49
572		Index	100	203	135	257	67	138
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	188	1973	122	1475	66
575		Weighted (000)	16147	585	8900	355	7247	230
576		Horz %	100.00	3.62	55.12	2.20	44.88	1.42
577		Vert %	6.78	6.95	7.76	7.66	5.87	6.07
578		Index	100	102	114	113	87	90
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	452	3987	246	4877	206
581		Weighted (000)	46661	1451	19823	653	26837	798
582		Horz %	100.00	3.11	42.48	1.40	57.52	1.71
583		Vert %	19.59	17.25	17.27	14.11	21.75	21.09
584		Index	100	88	88	72	111	108
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	193	1569	124	1287	69
587		Weighted (000)	13017	487	7079	306	5938	181
588		Horz %	100.00	3.74	54.38	2.35	45.62	1.39
589		Vert %	5.47	5.78	6.17	6.61	4.81	4.78
590		Index	100	106	113	121	88	87
591								
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	285	2511	204	1270	81
593		Weighted (000)	18048	795	11714	547	6334	248
594		Horz %	100.00	4.41	64.90	3.03	35.10	1.37
595		Vert %	7.58	9.45	10.21	11.82	5.13	6.55
596		Index	100	125	135	156	68	86

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1								
2								
597								
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	187	755	108	687	79
599		Weighted (000)	5709	601	2958	338	2752	263
600		Horz %	100.00	10.52	51.81	5.92	48.19	4.60
601		Vert %	2.40	7.14	2.58	7.30	2.23	6.94
602		Index	100	298	108	304	93	290
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	276	4003	159	4234	117
605		Weighted (000)	46833	861	21488	488	25345	374
606		Horz %	100.00	1.84	45.88	1.04	54.12	0.80
607		Vert %	19.66	10.24	18.72	10.53	20.54	9.88
608		Index	100	52	95	54	104	50
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	38	147	22	138	16
611		Weighted (000)	1065	91	495	42	570	48
612		Horz %	100.00	8.50	46.46	3.96	53.54	4.54
613		Vert %	0.45	1.08	0.43	0.91	0.46	1.28
614		Index	100	241	96	203	103	286
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	38	264	18	450	20
617		Weighted (000)	3659	87	1332	41	2327	46
618		Horz %	100.00	2.38	36.41	1.12	63.59	1.27
619		Vert %	1.54	1.04	1.16	0.88	1.89	1.23
620		Index	100	67	76	57	123	80
621								*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	109	1107	67	1116	42
623		Weighted (000)	15844	346	7607	213	8236	133
624		Horz %	100.00	2.18	48.01	1.34	51.99	0.84
625		Vert %	6.65	4.11	6.63	4.59	6.68	3.51
626		Index	100	62	100	69	100	53
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	285	1436	143	2233	142
629		Weighted (000)	17141	765	6212	347	10929	417
630		Horz %	100.00	4.46	36.24	2.02	63.76	2.44
631		Vert %	7.20	9.08	5.41	7.49	8.86	11.03
632		Index	100	126	75	104	123	153
633								*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	116	460	84	327	32
635		Weighted (000)	2899	332	1579	239	1320	93
636		Horz %	100.00	11.45	54.47	8.24	45.53	3.21
637		Vert %	1.22	3.94	1.38	5.16	1.07	2.46
638		Index	100	324	113	424	88	202
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	32	515	22	400	10
641		Weighted (000)	7068	99	3599	67	3469	32
642		Horz %	100.00	1.40	50.92	0.95	49.08	0.45
643		Vert %	2.97	1.18	3.14	1.46	2.81	0.83
644		Index	100	40	106	49	95	28
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	719	3816	467	2399	252
647		Weighted (000)	23523	1801	14154	1131	9369	670
648		Horz %	100.00	7.66	60.17	4.81	39.83	2.85
649		Vert %	9.88	21.40	12.33	24.43	7.59	17.71
650		Index	100	217	125	247	77	179

RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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1								
2								
651	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)							
652		Unwgted	1888	138	952	78	936	60
653		Weighted (000)	9927	391	4669	227	5258	164
654		Horz %	100.00	3.94	47.04	2.28	52.96	1.66
655		Vert %	4.17	4.65	4.07	4.89	4.26	4.35
656		Index	100	111	98	117	102	104
657								
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	158	1372	96	1196	62
659		Weighted (000)	10435	463	5282	251	5153	212
660		Horz %	100.00	4.44	50.62	2.41	49.38	2.03
661		Vert %	4.38	5.50	4.60	5.43	4.18	5.59
662		Index	100	126	105	124	95	128
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	192	1596	99	2353	93
665		Weighted (000)	19990	658	7792	313	12198	345
666		Horz %	100.00	3.29	38.98	1.57	61.02	1.72
667		Vert %	8.39	7.81	6.79	6.76	9.89	9.11
668		Index	100	93	81	81	118	108
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	137	1404	68	1472	69
671		Weighted (000)	15341	529	7412	236	7930	292
672		Horz %	100.00	3.45	48.31	1.54	51.69	1.91
673		Vert %	6.44	6.28	6.46	5.10	6.43	7.73
674		Index	100	98	100	79	100	120
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	246	2680	166	1590	80
677		Weighted (000)	20195	660	12063	409	8132	251
678		Horz %	100.00	3.27	59.73	2.03	40.27	1.24
679		Vert %	8.48	7.85	10.51	8.83	6.59	6.64
680		Index	100	93	124	104	78	78
681						*		*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	102	429	44	733	58
683		Weighted (000)	5686	329	2013	135	3672	195
684		Horz %	100.00	5.79	35.41	2.37	64.59	3.43
685		Vert %	2.39	3.91	1.75	2.91	2.98	5.15
686		Index	100	164	73	122	125	216
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	35	319	19	365	16
689		Weighted (000)	4664	134	2063	90	2601	44
690		Horz %	100.00	2.88	44.23	1.93	55.77	0.95
691		Vert %	1.96	1.60	1.80	1.94	2.11	1.17
692		Index	100	81	92	99	108	60
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	16	129	7	177	9
695		Weighted (000)	1821	69	910	30	911	39
696		Horz %	100.00	3.80	49.96	1.64	50.04	2.16
697		Vert %	0.76	0.82	0.79	0.64	0.74	1.04
698		Index	100	107	104	84	97	136
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	232	2494	127	2807	105
701		Weighted (000)	27306	742	12722	361	14585	381
702		Horz %	100.00	2.72	46.59	1.32	53.41	1.39
703		Vert %	11.47	8.82	11.09	7.80	11.82	10.07
704		Index	100	77	97	68	103	88

RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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2								
705	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)							
706		Unwgted	2414	144	1035	69	1379	75
707		Weighted (000)	10854	477	4643	202	6211	275
708		Horz %	100.00	4.39	42.78	1.86	57.22	2.53
709		Vert %	4.56	5.67	4.05	4.35	5.03	7.27
710		Index	100	124	89	96	110	160
711						*		*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	76	1018	44	1016	32
713		Weighted (000)	12023	233	5724	119	6299	114
714		Horz %	100.00	1.94	47.61	0.99	52.39	0.95
715		Vert %	5.05	2.77	4.99	2.58	5.11	3.01
716		Index	100	55	99	51	101	60
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	79	706	53	553	26
719		Weighted (000)	6468	292	3593	160	2875	132
720		Horz %	100.00	4.52	55.55	2.48	44.45	2.04
721		Vert %	2.72	3.47	3.13	3.46	2.33	3.49
722		Index	100	128	115	127	86	128
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	2902	20746	1736	19359	1166
725		Weighted (000)	195910	7998	96272	4454	99638	3544
726		Horz %	100.00	4.08	49.14	2.27	50.86	1.81
727		Vert %	82.26	95.03	83.89	96.16	80.75	93.66
728		Index	100	116	102	117	98	114
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	1999	13440	1227	11566	772
731		Weighted (000)	118698	5524	60364	3190	58335	2334
732		Horz %	100.00	4.65	50.85	2.69	49.15	1.97
733		Vert %	49.84	65.64	52.60	68.87	47.28	61.69
734		Index	100	132	106	138	95	124
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	1246	9422	729	8461	517
737		Weighted (000)	88241	3521	44427	2011	43814	1510
738		Horz %	100.00	3.99	50.35	2.28	49.65	1.71
739		Vert %	37.05	41.84	38.71	43.42	35.51	39.90
740		Index	100	113	104	117	96	108
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	1581	11583	987	9900	594
743		Weighted (000)	102780	4465	52607	2572	50173	1892
744		Horz %	100.00	4.34	51.18	2.50	48.82	1.84
745		Vert %	43.16	53.05	45.84	55.53	40.66	50.02
746		Index	100	123	106	129	94	116
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	520	3947	323	3353	197
749		Weighted (000)	36869	1462	19177	878	17692	583
750		Horz %	100.00	3.96	52.01	2.38	47.99	1.58
751		Vert %	15.48	17.37	16.71	18.96	14.34	15.42
752		Index	100	112	108	122	93	100
753								
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	195	1456	130	907	65
755		Weighted (000)	12089	507	7351	348	4738	159
756		Horz %	100.00	4.19	60.81	2.88	39.19	1.31
757		Vert %	5.08	6.02	6.41	7.52	3.84	4.19
758		Index	100	119	126	148	76	83

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
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RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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2								
759								
760		Unwgted	15477	1228	8106	742	7371	486
761	Radio Daypart Cumes:	Weighted (000)	74270	3383	37528	1940	36742	1442
762	Weekend 6:00 am - 10:00 am	Horz %	100.00	4.55	50.53	2.61	49.47	1.94
763		Vert %	31.19	40.19	32.70	41.89	29.78	38.12
764		Index	100	129	105	134	95	122
765								
766		Unwgted	21457	1584	10719	930	10738	654
767	Radio Daypart Cumes:	Weighted (000)	102778	4204	48768	2310	54011	1895
768	Weekend 10:00 am - 3:00 pm	Horz %	100.00	4.09	47.45	2.25	52.55	1.84
769		Vert %	43.16	49.96	42.49	49.87	43.77	50.07
770		Index	100	116	98	116	101	116
771								
772		Unwgted	16141	1139	8215	694	7926	445
773	Radio Daypart Cumes:	Weighted (000)	79854	3073	38468	1783	41386	1290
774	Weekend 3:00 pm - 7:00 pm	Horz %	100.00	3.85	48.17	2.23	51.83	1.62
775		Vert %	33.53	36.52	33.52	38.50	33.54	34.09
776		Index	100	109	100	115	100	102
777								
778		Unwgted	7721	532	4043	324	3678	208
779	Radio Daypart Cumes:	Weighted (000)	38919	1538	19420	890	19499	648
780	Weekend 7:00 pm - Midnight	Horz %	100.00	3.95	49.90	2.29	50.10	1.67
781		Vert %	16.34	18.27	16.92	19.21	15.80	17.13
782		Index	100	112	104	118	97	105
783								*
784		Unwgted	1911	129	1118	86	793	43
785	Radio Daypart Cumes:	Weighted (000)	9972	338	5625	235	4346	103
786	Weekend Midnight - 6:00 am	Horz %	100.00	3.39	56.41	2.36	43.59	1.03
787		Vert %	4.19	4.02	4.90	5.08	3.52	2.71
788		Index	100	96	117	121	84	65
789								
790		Unwgted	12646	991	5791	506	6855	485
791	Where Listen to Radio on	Weighted (000)	61519	2813	27333	1393	34186	1421
792	Typical Weekday: Home	Horz %	100.00	4.57	44.43	2.26	55.57	2.31
793		Vert %	25.83	33.43	23.82	30.07	27.71	37.54
794		Index	100	129	92	116	107	145
795								
796		Unwgted	36747	2611	18963	1575	17784	1036
797	Where Listen to Radio on	Weighted (000)	177653	7124	86450	3955	91203	3169
798	Typical Weekday: Car	Horz %	100.00	4.01	48.66	2.23	51.34	1.78
799		Vert %	74.60	84.65	75.33	85.37	73.92	83.76
800		Index	100	113	101	114	99	112
801								
802		Unwgted	5605	248	3421	161	2184	87
803	Where Listen to Radio on	Weighted (000)	29068	665	16938	417	12131	249
804	Typical Weekday: Work	Horz %	100.00	2.29	58.27	1.43	41.73	0.86
805		Vert %	12.21	7.91	14.76	9.00	9.83	6.58
806		Index	100	65	121	74	81	54
807				*		*		*
808		Unwgted	985	44	550	32	435	12
809	Where Listen to Radio on	Weighted (000)	5269	134	2888	92	2380	42
810	Typical Weekday: Place	Horz %	100.00	2.55	54.82	1.75	45.18	0.80
811	Other Than Home, Car, Work	Vert %	2.21	1.60	2.52	1.99	1.93	1.11
812		Index	100	72	114	90	87	50



RAB / GfK MRI FORMAT PROFILE: ALL NEWS

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1								
2								
813								
814		Unwgted	14284	1127	6807	609	7477	518
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	3166	31782	1652	37401	1514
816		Horz %	100.00	4.58	45.94	2.39	54.06	2.19
817		Vert %	29.05	37.62	27.69	35.66	30.31	40.01
818		Index	100	129	95	123	104	138
819								
820		Unwgted	33644	2431	17193	1465	16451	966
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	6589	78252	3664	84188	2925
822		Horz %	100.00	4.06	48.17	2.26	51.83	1.80
823		Vert %	68.21	78.29	68.18	79.09	68.23	77.32
824		Index	100	115	100	116	100	113
825								
826		Unwgted	1927	74	1266	50	661	24
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	208	6599	130	3821	78
828		Horz %	100.00	2.00	63.33	1.25	36.67	0.75
829		Vert %	4.38	2.47	5.75	2.81	3.10	2.06
830		Index	100	57	131	64	71	47
831					*		*	
832		Unwgted	957	37	546	26	411	11
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	112	3017	74	2397	38
834		Horz %	100.00	2.06	55.73	1.36	44.27	0.70
835		Vert %	2.27	1.33	2.63	1.59	1.94	1.01
836		Index	100	58	116	70	85	44
837								
838		Unwgted	9766	2527	5971	1511	3795	1016
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	6866	23093	3841	16294	3025
840		Horz %	100.00	17.43	58.63	9.75	41.37	7.68
841		Vert %	16.54	81.59	20.12	82.91	13.21	79.96
842		Index	100	493	122	501	80	483
843								
844		Unwgted	36381	2252	18453	1358	17928	894
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	6479	87796	3610	94145	2869
846		Horz %	100.00	3.56	48.26	1.98	51.74	1.58
847		Vert %	76.40	76.99	76.50	77.94	76.30	75.83
848		Index	100	101	100	102	100	99
849								
850		Unwgted	39530	3031	20284	1797	19246	1234
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	8416	94677	4632	99607	3784
852		Horz %	100.00	4.33	48.73	2.38	51.27	1.95
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	453	3528	306	2810	147
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	1042	14032	654	13682	389
858		Horz %	100.00	3.76	50.63	2.36	49.37	1.40
859		Vert %	11.64	12.39	12.23	14.11	11.09	10.28
860		Index	100	106	105	121	95	88
861								
862		Unwgted	8685	648	4748	407	3937	241
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	1642	19203	950	20006	692
864		Horz %	100.00	4.19	48.98	2.42	51.02	1.77
865		Vert %	16.46	19.51	16.73	20.50	16.21	18.29
866		Index	100	118	102	125	98	111

GfK MRI Doublebase - 2015 - Weighted to Population (000);  
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1								
2								
867								
868	Any Vehicle Currently Owned/Leased Has Satellite Radio	Unwgted	12675	895	6842	573	5833	322
869		Weighted (000)	60478	2413	29974	1445	30504	968
870		Horz %	100.00	3.99	49.56	2.39	50.44	1.60
871		Vert %	25.39	28.67	26.12	31.19	24.72	25.59
872		Index	100	113	103	123	97	101
873								
874	Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Unwgted	11231	725	6301	487	4930	238
875		Weighted (000)	56535	2178	28911	1303	27624	875
876		Horz %	100.00	3.85	51.14	2.31	48.86	1.55
877		Vert %	23.74	25.88	25.19	28.14	22.39	23.12
878		Index	100	109	106	119	94	97
879								
880	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month	Unwgted	7194	458	4209	308	2985	150
881		Weighted (000)	34638	1326	19095	784	15543	543
882		Horz %	100.00	3.83	55.13	2.26	44.87	1.57
883		Vert %	14.54	15.76	16.64	16.92	12.60	14.34
884		Index	100	108	114	116	87	99
885								
886	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month	Unwgted	11203	617	6076	400	5127	217
887		Weighted (000)	54650	1843	28025	1079	26625	763
888		Horz %	100.00	3.37	51.28	1.97	48.72	1.40
889		Vert %	22.95	21.89	24.42	23.30	21.58	20.18
890		Index	100	95	106	102	94	88
891								
892	Listened to Any Radio on the Internet/Online - Past Month	Unwgted	13970	812	7625	526	6345	286
893		Weighted (000)	68093	2411	34986	1400	33107	1011
894		Horz %	100.00	3.54	51.38	2.06	48.62	1.48
895		Vert %	28.59	28.65	30.48	30.23	26.83	26.71
896		Index	100	100	107	106	94	93
897								
898	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month	Unwgted	3565	263	2072	187	1493	76
899		Weighted (000)	16453	739	9050	484	7404	255
900		Horz %	100.00	4.49	55.00	2.94	45.00	1.55
901		Vert %	6.91	8.78	7.89	10.46	6.00	6.73
902		Index	100	127	114	151	87	97
903								
904	Downloaded Music - Past Month	Unwgted	10771	539	5842	323	4929	216
905		Weighted (000)	55635	1710	28526	904	27109	806
906		Horz %	100.00	3.07	51.27	1.63	48.73	1.45
907		Vert %	23.36	20.32	24.86	19.53	21.97	21.29
908		Index	100	87	106	84	94	91
909								
910	Downloaded Podcasts/Engaged in Podcasting - Past Month	Unwgted	2115	135	1374	84	741	51
911		Weighted (000)	9292	420	5804	241	3488	179
912		Horz %	100.00	4.52	62.46	2.60	37.54	1.92
913		Vert %	3.90	4.99	5.06	5.21	2.83	4.72
914		Index	100	128	130	134	72	121
915								
916	Visited iHeartRadio Site - Past Month+	Unwgted	2476	126	1255	70	1221	56
917		Weighted (000)	12781	373	6091	199	6690	174
918		Horz %	100.00	2.92	47.66	1.55	52.34	1.36
919		Vert %	5.37	4.43	5.31	4.29	5.42	4.61
920		Index	100	83	99	80	101	86

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1								
2								
921	Visited iTunes.com Site - Past Month							
922		Unwgted	6881	453	3642	279	3239	174
923		Weighted (000)	32471	1349	16078	707	16393	642
924		Horz %	100.00	4.16	49.51	2.18	50.49	1.98
925		Vert %	13.63	16.03	14.01	15.27	13.29	16.96
926		Index	100	118	103	112	97	124
927	Visited Pandora.com Site - Past Month							
928		Unwgted	9499	453	4700	265	4799	188
929		Weighted (000)	48303	1335	22377	729	25926	606
930		Horz %	100.00	2.76	46.33	1.51	53.67	1.25
931		Vert %	20.28	15.86	19.50	15.74	21.01	16.01
932		Index	100	78	96	78	104	79
933	Visited Spotify.com - Past Month							*
934		Unwgted	2160	104	1248	62	912	42
935		Weighted (000)	10770	349	5929	187	4841	162
936		Horz %	100.00	3.24	55.05	1.74	44.95	1.50
937		Vert %	4.52	4.15	5.17	4.05	3.92	4.27
938		Index	100	92	114	89	87	94
939	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat							
940		Unwgted	16738	1081	8481	664	8257	417
941		Weighted (000)	83979	2939	40117	1733	43862	1207
942		Horz %	100.00	3.50	47.77	2.06	52.23	1.44
943		Vert %	35.26	34.93	34.96	37.41	35.55	31.90
944		Index	100	99	99	106	101	90
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat							
946		Unwgted	13592	869	7079	543	6513	326
947		Weighted (000)	67996	2398	33168	1468	34828	930
948		Horz %	100.00	3.53	48.78	2.16	51.22	1.37
949		Vert %	28.55	28.49	28.90	31.70	28.23	24.57
950		Index	100	100	101	111	99	86
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat							
952		Unwgted	16982	1153	8682	696	8300	457
953		Weighted (000)	84461	3123	40721	1846	43740	1278
954		Horz %	100.00	3.70	48.21	2.19	51.79	1.51
955		Vert %	35.46	37.11	35.48	39.85	35.45	33.77
956		Index	100	105	100	112	100	95
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat							
958		Unwgted	13310	809	7052	507	6258	302
959		Weighted (000)	67825	2161	33599	1264	34226	897
960		Horz %	100.00	3.19	49.54	1.86	50.46	1.32
961		Vert %	28.48	25.67	29.28	27.29	27.74	23.69
962		Index	100	90	103	96	97	83
963	TV Dayparts: Total Week Prime Time Cume Audience							
964		Unwgted	39310	2620	19854	1548	19456	1072
965		Weighted (000)	191753	7137	91658	3932	100095	3204
966		Horz %	100.00	3.72	47.80	2.05	52.20	1.67
967		Vert %	80.52	84.80	79.87	84.90	81.12	84.69
968		Index	100	105	99	105	101	105
969	TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)							
970		Unwgted	31363	2144	15784	1269	15579	875
971		Weighted (000)	151527	5734	72027	3124	79500	2610
972		Horz %	100.00	3.78	47.53	2.06	52.47	1.72
973		Vert %	63.63	68.14	62.76	67.44	64.43	68.99
974		Index	100	107	99	106	101	108

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1								
2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	1841	13766	1106	13303	735
977	Saturday Cume Audience: 8:00-11:00 pm	Weighted (000)	131359	5003	63885	2796	67474	2206
978	(Eastern/Pacific), 7:00-10:00 pm	Horz %	100.00	3.81	48.63	2.13	51.37	1.68
979	(Central/Mountain)	Vert %	55.16	59.44	55.67	60.37	54.68	58.31
980		Index	100	108	101	109	99	106
981								
982	TV Dayparts: Prime Time	Unwgted	31508	2168	15957	1289	15551	879
983	Sunday Cume Audience: 7:00-11:00 pm	Weighted (000)	152474	5841	73082	3221	79393	2619
984	(Eastern/Pacific), 6:00-10:00 pm	Horz %	100.00	3.83	47.93	2.11	52.07	1.72
985	(Central/Mountain)	Vert %	64.02	69.40	63.68	69.54	64.34	69.22
986		Index	100	108	99	109	101	108
987								
988	TV Dayparts: Weekdays	Unwgted	13670	763	6126	402	7544	361
989	Cume Audience: 9:00 am-4:00 pm	Weighted (000)	72627	2228	30958	1127	41669	1101
990	(Eastern/Pacific) 9:00 am - 3:00 pm	Horz %	100.00	3.07	42.63	1.55	57.37	1.52
991	(Central/Mountain)	Vert %	30.50	26.48	26.98	24.34	33.77	29.09
992		Index	100	87	88	80	111	95
993								
994	TV Dayparts: Weekdays	Unwgted	24527	1566	12354	922	12173	644
995	Cume Audience: 4:00 pm-7:30 pm	Weighted (000)	122242	4388	57750	2434	64492	1954
996	(Eastern/Pacific) 3:00 pm-6:30 pm	Horz %	100.00	3.59	47.24	1.99	52.76	1.60
997	(Central/Mountain)	Vert %	51.33	52.14	50.32	52.55	52.27	51.64
998		Index	100	102	98	102	102	101
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	463	4197	275	3834	188
1001	Cume Audience: 11:30 pm-1:00 am	Weighted (000)	40564	1317	20501	758	20063	559
1002	(Eastern/Pacific) 10:30 pm-Midnight	Horz %	100.00	3.25	50.54	1.87	49.46	1.38
1003	(Central/Mountain)	Vert %	17.03	15.64	17.86	16.36	16.26	14.77
1004		Index	100	92	105	96	95	87
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	1270	10227	751	9674	519
1007	Children's Shows Cume Audience: Saturday-Sunday Morning	Weighted (000)	98456	3461	48277	1940	50179	1522
1008		Horz %	100.00	3.52	49.03	1.97	50.97	1.55
1009		Vert %	41.34	41.13	42.07	41.87	40.67	40.22
1010		Index	100	99	102	101	98	97
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	1569	13227	1012	11139	557
1013	Cume Audience: Saturday-Sunday Afternoon	Weighted (000)	120692	4301	61780	2604	58912	1697
1014		Horz %	100.00	3.56	51.19	2.16	48.81	1.41
1015		Vert %	50.68	51.11	53.83	56.22	47.74	44.85
1016		Index	100	101	106	111	94	89
1017								*
1018		Unwgted	2498	135	1497	90	1001	45
1019	Downloaded a TV Program - Past Month	Weighted (000)	12342	475	7184	281	5158	193
1020		Horz %	100.00	3.85	58.21	2.28	41.79	1.57
1021		Vert %	5.18	5.64	6.26	6.08	4.18	5.11
1022		Index	100	109	121	117	81	99
1023								
1024		Unwgted	8118	488	4404	312	3714	176
1025	Watched a TV Program Online - Past Month	Weighted (000)	39203	1533	19922	853	19281	680
1026		Horz %	100.00	3.91	50.82	2.18	49.18	1.74
1027		Vert %	16.46	18.22	17.36	18.42	15.63	17.98
1028		Index	100	111	105	112	95	109

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1								
2								
1029								
1030	Visited a TV Network or TV Show's Web Site - Past Month	Unwgted	10544	705	5205	412	5339	293
1031		Weighted (000)	50236	1960	23290	1044	26946	915
1032		Horz %	100.00	3.90	46.36	2.08	53.64	1.82
1033		Vert %	21.09	23.29	20.29	22.55	21.84	24.19
1034		Index	100	110	96	107	104	115
1035								
1036	Looked at TV Listings Online - Past Month	Unwgted	5568	404	3052	251	2516	153
1037		Weighted (000)	25497	1159	13083	657	12414	502
1038		Horz %	100.00	4.55	51.31	2.58	48.69	1.97
1039		Vert %	10.71	13.77	11.40	14.19	10.06	13.26
1040		Index	100	129	106	133	94	124
1041								
1042	Household Subscribes to Cable TV	Unwgted	23815	1621	11641	901	12174	720
1043		Weighted (000)	113098	4269	52487	2209	60611	2060
1044		Horz %	100.00	3.77	46.41	1.95	53.59	1.82
1045		Vert %	47.49	50.73	45.73	47.68	49.12	54.45
1046		Index	100	107	96	100	103	115
1047								
1048	Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgted	40083	2684	20313	1586	19770	1098
1049		Weighted (000)	195193	7269	93321	4004	101872	3265
1050		Horz %	100.00	3.72	47.81	2.05	52.19	1.67
1051		Vert %	81.96	86.37	81.31	86.44	82.56	86.28
1052		Index	100	105	99	105	101	105
1053								
1054	Viewed Any Cable TV (Including Pay) - Past Week	Unwgted	38774	2607	19682	1547	19092	1060
1055		Weighted (000)	188764	7050	90255	3903	98509	3147
1056		Horz %	100.00	3.73	47.81	2.07	52.19	1.67
1057		Vert %	79.26	83.77	78.64	84.25	79.84	83.18
1058		Index	100	106	99	106	101	105
1059								
1060	Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgted	29145	1952	15363	1205	13782	747
1061		Weighted (000)	143332	5319	71157	3099	72174	2220
1062		Horz %	100.00	3.71	49.65	2.16	50.35	1.55
1063		Vert %	60.18	63.20	62.00	66.90	58.49	58.68
1064		Index	100	105	103	111	97	98
1065								
1066	Viewed Any Premium Cable Channels - Past Month	Unwgted	16614	1217	9062	768	7552	449
1067		Weighted (000)	78557	3369	40068	1905	38489	1464
1068		Horz %	100.00	4.29	51.00	2.43	49.00	1.86
1069		Vert %	32.99	40.03	34.91	41.14	31.19	38.68
1070		Index	100	121	106	125	95	117
1071								
1072	Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgted	6367	434	3495	262	2872	172
1073		Weighted (000)	30162	1252	15494	673	14668	579
1074		Horz %	100.00	4.15	51.37	2.23	48.63	1.92
1075		Vert %	12.66	14.88	13.50	14.54	11.89	15.30
1076		Index	100	117	107	115	94	121
1077								
1078	Viewed Any Video-On-Demand Programs or Events - Past Year	Unwgted	13594	1062	6858	630	6736	432
1079		Weighted (000)	58844	2833	27260	1482	31584	1351
1080		Horz %	100.00	4.81	46.33	2.52	53.67	2.30
1081		Vert %	24.71	33.66	23.75	32.00	25.60	35.70
1082		Index	100	136	96	129	104	144

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2								
1083								
1084	Household Has a Satellite Dish	Unwgted	10960	463	5902	322	5058	141
1085		Weighted (000)	63040	1411	31481	912	31559	499
1086		Horz %	100.00	2.24	49.94	1.45	50.06	0.79
1087		Vert %	26.47	16.76	27.43	19.69	25.58	13.18
1088		Index	100	63	104	74	97	50
1089								
1090	Household Has a Digital Video Recorder (DVR)	Unwgted	24143	1678	12572	1037	11571	641
1091		Weighted (000)	115123	4622	55528	2645	59595	1977
1092		Horz %	100.00	4.01	48.23	2.30	51.77	1.72
1093		Vert %	48.34	54.92	48.38	57.09	48.30	52.26
1094		Index	100	114	100	118	100	108
1095								
1096	Any Internet/Online Activity - Past Month	Unwgted	41061	2676	20873	1604	20188	1072
1097		Weighted (000)	197978	7280	94592	3987	103386	3293
1098		Horz %	100.00	3.68	47.78	2.01	52.22	1.66
1099		Vert %	83.13	86.51	82.42	86.07	83.79	87.03
1100		Index	100	104	99	104	101	105
1101								
1102	Played Games Online - Past Month	Unwgted	13895	673	6586	342	7309	331
1103		Weighted (000)	73492	1936	34103	967	39389	970
1104		Horz %	100.00	2.63	46.40	1.32	53.60	1.32
1105		Vert %	30.86	23.01	29.72	20.88	31.92	25.62
1106		Index	100	75	96	68	103	83
1107								
1108	Downloaded a Video Game - Past Month	Unwgted	5057	185	3031	115	2026	70
1109		Weighted (000)	27936	581	16227	337	11709	244
1110		Horz %	100.00	2.08	58.09	1.21	41.91	0.88
1111		Vert %	11.73	6.91	14.14	7.27	9.49	6.46
1112		Index	100	59	121	62	81	55
1113								
1114	Downloaded a Movie - Past Month	Unwgted	3934	221	2481	149	1453	72
1115		Weighted (000)	19306	740	11541	473	7765	267
1116		Horz %	100.00	3.83	59.78	2.45	40.22	1.38
1117		Vert %	8.11	8.80	10.06	10.21	6.29	7.07
1118		Index	100	108	124	126	78	87
1119								
1120	Watched a Movie Online - Past Month	Unwgted	8746	454	5192	310	3554	144
1121		Weighted (000)	43930	1480	24810	914	19120	566
1122		Horz %	100.00	3.37	56.48	2.08	43.52	1.29
1123		Vert %	18.45	17.59	21.62	19.73	15.50	14.95
1124		Index	100	95	117	107	84	81
1125								
1126	Watched Online Video (Not Movie, TV) - Past Month	Unwgted	8001	557	4894	365	3107	192
1127		Weighted (000)	38899	1736	23059	1085	15840	650
1128		Horz %	100.00	4.46	59.28	2.79	40.72	1.67
1129		Vert %	16.33	20.62	20.09	23.43	12.84	17.19
1130		Index	100	126	123	143	79	105
1131								*
1132	Visited a Chat Room - Past Month	Unwgted	2267	118	1300	84	967	34
1133		Weighted (000)	11471	407	6393	269	5078	138
1134		Horz %	100.00	3.54	55.73	2.34	44.27	1.20
1135		Vert %	4.82	4.83	5.57	5.80	4.12	3.64
1136		Index	100	100	116	120	85	76

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1								
2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	2536	18316	1514	18317	1022
1139		Weighted (000)	171151	6845	79258	3728	91893	3117
1140		Horz %	100.00	4.00	46.31	2.18	53.69	1.82
1141		Vert %	71.87	81.34	69.06	80.49	74.47	82.37
1142		Index	100	113	96	112	104	115
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	1305	11627	764	12713	541
1145		Weighted (000)	124814	3939	55745	2053	69070	1886
1146		Horz %	100.00	3.16	44.66	1.65	55.34	1.51
1147		Vert %	52.41	46.81	48.57	44.33	55.98	49.84
1148		Index	100	89	93	85	107	95
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	423	3275	260	3071	163
1151		Weighted (000)	30027	1276	14151	732	15876	543
1152		Horz %	100.00	4.25	47.13	2.44	52.87	1.81
1153		Vert %	12.61	15.16	12.33	15.81	12.87	14.36
1154		Index	100	120	98	125	102	114
1155	Wrote an Online Blog - Past Month							*
1156		Unwgted	1391	80	728	56	663	24
1157		Weighted (000)	6899	206	3295	149	3604	57
1158		Horz %	100.00	2.99	47.76	2.16	52.24	0.83
1159		Vert %	2.90	2.45	2.87	3.22	2.92	1.51
1160		Index	100	85	99	111	101	52
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	159	1785	95	1665	64
1163		Weighted (000)	17397	516	8470	250	8927	266
1164		Horz %	100.00	2.96	48.69	1.43	51.31	1.53
1165		Vert %	7.30	6.13	7.38	5.39	7.23	7.04
1166		Index	100	84	101	74	99	96
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	2097	16879	1251	17268	846
1169		Weighted (000)	168726	5860	78135	3193	90591	2667
1170		Horz %	100.00	3.47	46.31	1.89	53.69	1.58
1171		Vert %	70.85	69.63	68.08	68.93	73.42	70.49
1172		Index	100	98	96	97	104	99
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	1439	12472	791	14791	648
1175		Weighted (000)	138263	4229	59501	2094	78762	2135
1176		Horz %	100.00	3.06	43.03	1.51	56.97	1.54
1177		Vert %	58.06	50.25	51.85	45.21	63.83	56.41
1178		Index	100	87	89	78	110	97
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	19	193	11	184	8
1181		Weighted (000)	1812	58	903	31	909	27
1182		Horz %	100.00	3.22	49.84	1.74	50.16	1.49
1183		Vert %	0.76	0.69	0.79	0.68	0.74	0.71
1184		Index	100	91	103	89	97	94
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	442	3867	271	3983	171
1187		Weighted (000)	38984	1277	18160	724	20824	553
1188		Horz %	100.00	3.28	46.58	1.86	53.42	1.42
1189		Vert %	16.37	15.17	15.82	15.62	16.88	14.62
1190		Index	100	93	97	95	103	89



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1								
2								
1191								
1192		Unwgted	7474	702	4269	455	3205	247
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	1851	15641	1079	13163	772
1194	Month	Horz %	100.00	6.42	54.30	3.75	45.70	2.68
1195		Vert %	12.09	21.99	13.63	23.29	10.67	20.39
1196		Index	100	182	113	193	88	169
1197								
1198		Unwgted	7044	321	1340	79	5704	242
1199	Accessed Pinterest - Past	Weighted (000)	37538	1042	6285	187	31253	855
1200	Month	Horz %	100.00	2.77	16.74	0.50	83.26	2.28
1201		Vert %	15.76	12.38	5.48	4.04	25.33	22.59
1202		Index	100	79	35	26	161	143
1203								*
1204		Unwgted	1723	76	1010	52	713	24
1205	Accessed Tumblr - Past	Weighted (000)	9134	243	4736	163	4399	80
1206	Month	Horz %	100.00	2.66	51.84	1.79	48.16	0.87
1207		Vert %	3.84	2.89	4.13	3.53	3.56	2.10
1208		Index	100	75	108	92	93	55
1209								
1210		Unwgted	5641	290	3159	182	2482	108
1211	Accessed Twitter.com - Past	Weighted (000)	28989	833	15361	495	13628	338
1212	Month	Horz %	100.00	2.87	52.99	1.71	47.01	1.17
1213		Vert %	12.17	9.90	13.38	10.68	11.04	8.95
1214		Index	100	81	110	88	91	73
1215								
1216		Unwgted	3125	264	1605	163	1520	101
1217	Accessed Yelp - Past Month	Weighted (000)	12195	680	5827	408	6368	273
1218		Horz %	100.00	5.58	47.78	3.34	52.22	2.24
1219		Vert %	5.12	8.09	5.08	8.80	5.16	7.21
1220		Index	100	158	99	172	101	141
1221								
1222		Unwgted	23106	1468	12543	932	10563	536
1223	Accessed YouTube.com -	Weighted (000)	114822	4112	58760	2428	56062	1684
1224	Past Month	Horz %	100.00	3.58	51.17	2.11	48.83	1.47
1225		Vert %	48.21	48.86	51.20	52.43	45.44	44.50
1226		Index	100	101	106	109	94	92
1227								
1228		Unwgted	16414	806	6547	384	9867	422
1229	Posted "Like" on Social	Weighted (000)	84341	2498	31182	1058	53159	1440
1230	Network - Past Month	Horz %	100.00	2.96	36.97	1.25	63.03	1.71
1231		Vert %	35.41	29.68	27.17	22.84	43.08	38.05
1232		Index	100	84	77	64	122	107
1233								
1234		Unwgted	7779	330	3383	156	4396	174
1235	"Followed" or Became a "Fan"	Weighted (000)	41677	1042	16898	423	24779	619
1236	or Something or Someone on	Horz %	100.00	2.50	40.55	1.01	59.45	1.49
1237	Social Network - Past Month	Vert %	17.50	12.38	14.72	9.12	20.08	16.36
1238		Index	100	71	84	52	115	94
1239								
1240		Unwgted	4897	311	2376	185	2521	126
1241	Clicked on an Advertisement	Weighted (000)	23787	902	10534	487	13253	415
1242	on Social Network - Past	Horz %	100.00	3.79	44.28	2.05	55.72	1.74
1243	Month	Vert %	9.99	10.71	9.18	10.51	10.74	10.96
1244		Index	100	107	92	105	108	110

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1								
2								
1245	Received and/or Clipped Coupons from Internet or e-Mail - Past Year							
1246		Unwgted	4724	374	2291	208	2433	166
1247		Weighted (000)	22158	1071	9847	491	12311	580
1248		Horz %	100.00	4.83	44.44	2.22	55.56	2.62
1249		Vert %	9.30	12.73	8.58	10.60	9.98	15.33
1250		Index	100	137	92	114	107	165
1251	Watched a Video on Social Network - Past Month							
1252		Unwgted	19760	1186	10573	755	9187	431
1253		Weighted (000)	99513	3408	50394	2014	49119	1395
1254		Horz %	100.00	3.43	50.64	2.02	49.36	1.40
1255		Vert %	41.78	40.50	43.91	43.47	39.81	36.86
1256		Index	100	97	105	104	95	88
1257	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1258		Unwgted	36659	2274	18496	1366	18163	908
1259		Weighted (000)	181288	6440	85841	3499	95447	2941
1260		Horz %	100.00	3.55	47.35	1.93	52.65	1.62
1261		Vert %	76.12	76.53	74.80	75.55	77.35	77.73
1262		Index	100	101	98	99	102	102
1263	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1264		Unwgted	15338	850	7718	532	7620	318
1265		Weighted (000)	76191	2435	35752	1385	40439	1049
1266		Horz %	100.00	3.20	46.92	1.82	53.08	1.38
1267		Vert %	31.99	28.93	31.15	29.91	32.77	27.74
1268		Index	100	90	97	93	102	87
1269	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month							
1270		Unwgted	15123	797	7469	492	7654	305
1271		Weighted (000)	76014	2366	34445	1297	41569	1069
1272		Horz %	100.00	3.11	45.31	1.71	54.69	1.41
1273		Vert %	31.92	28.12	30.01	28.00	33.69	28.26
1274		Index	100	88	94	88	106	89
1275	Played Music on Cellular Phone/Mobile/Smartphone - Past Month							
1276		Unwgted	19678	1003	10415	618	9263	385
1277		Weighted (000)	100588	2968	49831	1661	50757	1308
1278		Horz %	100.00	2.95	49.54	1.65	50.46	1.30
1279		Vert %	42.24	35.27	43.42	35.85	41.14	34.57
1280		Index	100	84	103	85	97	82
1281	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month							
1282		Unwgted	14369	678	7019	389	7350	289
1283		Weighted (000)	75338	2046	34629	1145	40709	901
1284		Horz %	100.00	2.72	45.96	1.52	54.04	1.20
1285		Vert %	31.63	24.31	30.17	24.73	32.99	23.81
1286		Index	100	77	95	78	104	75
1287	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month							
1288		Unwgted	8472	402	4888	273	3584	129
1289		Weighted (000)	43183	1294	23745	834	19438	460
1290		Horz %	100.00	3.00	54.99	1.93	45.01	1.07
1291		Vert %	18.13	15.38	20.69	18.01	15.75	12.16
1292		Index	100	85	114	99	87	67
1293	Used a Mobile "App" - Past Month							
1294		Unwgted	21576	1273	11334	799	10242	474
1295		Weighted (000)	104133	3735	51075	2152	53058	1583
1296		Horz %	100.00	3.59	49.05	2.07	50.95	1.52
1297		Vert %	43.72	44.38	44.50	46.46	43.00	41.84
1298		Index	100	102	102	106	98	96

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2								
1299								
1300		Unwgted	12940	1227	6843	778	6097	449
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	3244	28496	1955	29500	1289
1302		Horz %	100.00	5.59	49.13	3.37	50.87	2.22
1303		Vert %	24.35	38.55	24.83	42.20	23.91	34.08
1304		Index	100	158	102	173	98	140
1305								
1306		Unwgted	16613	1427	8096	840	8517	587
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	3683	34285	2029	41722	1654
1308		Horz %	100.00	4.85	45.11	2.67	54.89	2.18
1309		Vert %	31.91	43.76	29.87	43.80	33.81	43.71
1310		Index	100	137	94	137	106	137
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	1316	9640	833	8065	483
1313		Weighted (000)	81230	3576	40943	2105	40287	1472
1314		Horz %	100.00	4.40	50.40	2.59	49.60	1.81
1315		Vert %	34.11	42.50	35.68	45.44	32.65	38.89
1316		Index	100	125	105	133	96	114
1317								
1318		Unwgted	4358	245	2029	143	2329	102
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	591	10416	334	13426	256
1320		Horz %	100.00	2.48	43.69	1.40	56.31	1.07
1321		Vert %	10.01	7.02	9.08	7.22	10.88	6.77
1322		Index	100	70	91	72	109	68
1323								
1324		Unwgted	4622	261	2188	160	2434	101
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	653	10413	373	14042	281
1326		Horz %	100.00	2.67	42.58	1.52	57.42	1.15
1327		Vert %	10.27	7.76	9.07	8.05	11.38	7.42
1328		Index	100	76	88	78	111	72
1329								
1330		Unwgted	4402	378	2006	210	2396	168
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	929	8818	486	12024	443
1332		Horz %	100.00	4.46	42.31	2.33	57.69	2.12
1333		Vert %	8.75	11.04	7.68	10.50	9.74	11.70
1334		Index	100	126	88	120	111	134
1335								
1336		Unwgted	5602	475	2434	261	3168	214
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	1232	10486	586	15893	646
1338		Horz %	100.00	4.67	39.75	2.22	60.25	2.45
1339		Vert %	11.08	14.64	9.14	12.65	12.88	17.07
1340		Index	100	132	82	114	116	154
1341								
1342		Unwgted	5931	498	2398	274	3533	224
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	1208	10182	663	17387	544
1344		Horz %	100.00	4.38	36.93	2.41	63.07	1.97
1345		Vert %	11.58	14.35	8.87	14.32	14.09	14.39
1346		Index	100	124	77	124	122	124
1347								
1348		Unwgted	8893	731	3392	379	5501	352
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	1852	13703	896	26465	956
1350		Horz %	100.00	4.61	34.11	2.23	65.89	2.38
1351		Vert %	16.87	22.01	11.94	19.34	21.45	25.27
1352		Index	100	130	71	115	127	150

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1								
2								
1353	Received and/or Clipped Coupons from Weekday Newspaper - Past Year							
1354		Unwgted	4998	437	2457	237	2541	200
1355		Weighted (000)	23988	1114	11131	563	12857	552
1356		Horz %	100.00	4.65	46.40	2.35	53.60	2.30
1357		Vert %	10.07	13.24	9.70	12.14	10.42	14.58
1358	Index	100	131	96	121	103	145	
1359								
1360	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year							
1361		Unwgted	12281	963	5749	520	6532	443
1362		Weighted (000)	58527	2551	25759	1302	32768	1249
1363		Horz %	100.00	4.36	44.01	2.22	55.99	2.13
1364		Vert %	24.58	30.31	22.45	28.11	26.56	33.01
1365	Index	100	123	91	114	108	134	
1366								
1367	Personally Referred to Paper Yellow Pages - Past Week							
1368		Unwgted	3705	242	1705	136	2000	106
1369		Weighted (000)	18217	610	8219	339	9999	270
1370		Horz %	100.00	3.35	45.12	1.86	54.88	1.48
1371		Vert %	7.65	7.24	7.16	7.32	8.10	7.15
1372	Index	100	95	94	96	106	93	
1373								
1374	Personally Referred to Internet Yellow Pages - Past Week							
1375		Unwgted	2809	168	1208	96	1601	72
1376		Weighted (000)	13935	426	5376	234	8559	192
1377		Horz %	100.00	3.06	38.58	1.68	61.42	1.38
1378		Vert %	5.85	5.06	4.68	5.06	6.94	5.06
1379	Index	100	87	80	87	119	87	
1380								
1381	Personally Referred to Paper or Internet Yellow Pages - Past Week							
1382		Unwgted	5968	375	2655	210	3313	165
1383		Weighted (000)	29277	955	12298	533	16979	421
1384		Horz %	100.00	3.26	42.00	1.82	58.00	1.44
1385		Vert %	12.29	11.34	10.72	11.51	13.76	11.14
1386	Index	100	92	87	94	112	91	
1387								
1388	Accessed Yellowpages.com (YP.com) - Past Month							
1389		Unwgted	3048	196	1294	92	1754	104
1390		Weighted (000)	15175	611	5992	302	9183	309
1391		Horz %	100.00	4.03	39.49	1.99	60.51	2.04
1392		Vert %	6.37	7.26	5.22	6.52	7.44	8.17
1393	Index	100	114	82	102	117	128	
1394								
1395	Have Seen Video Ads in Grocery Stores - Past Month							
1396		Unwgted	9101	530	4858	328	4243	202
1397		Weighted (000)	46255	1469	23425	810	22830	659
1398		Horz %	100.00	3.18	50.64	1.75	49.36	1.42
1399		Vert %	19.42	17.46	20.41	17.49	18.50	17.42
1400	Index	100	90	105	90	95	90	
1401								
1402	Have Seen Video Ads in Drug Stores - Past Month							
1403		Unwgted	5921	343	3127	210	2794	133
1404		Weighted (000)	30253	980	14939	557	15314	423
1405		Horz %	100.00	3.24	49.38	1.84	50.62	1.40
1406		Vert %	12.70	11.65	13.02	12.03	12.41	11.18
1407	Index	100	92	102	95	98	88	
1408								
1409	Have Seen Video Ads in Convenience Stores - Past Month							
1410		Unwgted	5828	315	3376	206	2452	109
1411		Weighted (000)	30660	876	16758	534	13902	342
1412		Horz %	100.00	2.86	54.66	1.74	45.34	1.11
1413		Vert %	12.87	10.41	14.60	11.53	11.27	9.04
1414	Index	100	81	113	90	88	70	

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2								
1407	Have Seen Video Ads in Large Discount/Department Stores - Past Month							
1408		Unwgted	6442	366	3507	240	2935	126
1409		Weighted (000)	33198	980	16830	587	16367	392
1410		Horz %	100.00	2.95	50.70	1.77	49.30	1.18
1411		Vert %	13.94	11.64	14.67	12.68	13.26	10.36
1412		Index	100	83	105	91	95	74
1413	Have Seen Video Ads in Warehouse/Club Stores - Past Month							
1414		Unwgted	5227	338	2967	225	2260	113
1415		Weighted (000)	26198	877	13774	548	12423	329
1416		Horz %	100.00	3.35	52.58	2.09	47.42	1.26
1417		Vert %	11.00	10.43	12.00	11.84	10.07	8.69
1418		Index	100	95	109	108	92	79
1419	Have Seen Video Ads in Other Stores - Past Month							
1420		Unwgted	4959	294	2856	202	2103	92
1421		Weighted (000)	25734	825	14007	500	11727	325
1422		Horz %	100.00	3.21	54.43	1.94	45.57	1.26
1423		Vert %	10.81	9.80	12.20	10.79	9.50	8.59
1424		Index	100	91	113	100	88	80
1425	Have Seen Video Ads in Shopping Malls - Past Month							
1426		Unwgted	7101	481	3786	306	3315	175
1427		Weighted (000)	34578	1410	17132	808	17446	603
1428		Horz %	100.00	4.08	49.55	2.34	50.45	1.74
1429		Vert %	14.52	16.76	14.93	17.43	14.14	15.93
1430		Index	100	115	103	120	97	110
1431	Have Seen Video Ads in Bars/Pubs - Past Month							
1432		Unwgted	4260	229	2639	161	1621	68
1433		Weighted (000)	20853	705	12281	449	8571	256
1434		Horz %	100.00	3.38	58.90	2.16	41.10	1.23
1435		Vert %	8.76	8.38	10.70	9.70	6.95	6.76
1436		Index	100	96	122	111	79	77
1437	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month							
1438		Unwgted	6155	326	3476	216	2679	110
1439		Weighted (000)	32878	1024	17503	613	15375	411
1440		Horz %	100.00	3.12	53.24	1.86	46.76	1.25
1441		Vert %	13.81	12.17	15.25	13.24	12.46	10.87
1442		Index	100	88	110	96	90	79
1443	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month							
1444		Unwgted	4675	289	2544	182	2131	107
1445		Weighted (000)	23668	893	12129	530	11539	363
1446		Horz %	100.00	3.77	51.25	2.24	48.75	1.53
1447		Vert %	9.94	10.61	10.57	11.44	9.35	9.59
1448		Index	100	107	106	115	94	97
1449	Have Seen Video Ads in Gym/Health Clubs - Past Month							
1450		Unwgted	3906	242	2258	159	1648	83
1451		Weighted (000)	19046	700	10397	466	8648	233
1452		Horz %	100.00	3.67	54.59	2.45	45.41	1.22
1453		Vert %	8.00	8.31	9.06	10.07	7.01	6.16
1454		Index	100	104	113	126	88	77
1455	Have Seen Video Ads in Medical Offices - Past Month							
1456		Unwgted	5729	383	2839	221	2890	162
1457		Weighted (000)	28661	1087	13411	574	15249	513
1458		Horz %	100.00	3.79	46.79	2.00	53.21	1.79
1459		Vert %	12.03	12.92	11.69	12.38	12.36	13.57
1460		Index	100	107	97	103	103	113

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1								
2								
1461	Have Seen Video Ads in Airports - Past Month							
1462		Unwgted	4266	321	2521	215	1745	106
1463		Weighted (000)	19322	860	10764	555	8558	305
1464		Horz %	100.00	4.45	55.71	2.87	44.29	1.58
1465		Vert %	8.11	10.22	9.38	11.98	6.94	8.07
1466		Index	100	126	116	148	85	99
1467	Have Seen Video Ads at Gas Stations - Past Month							
1468		Unwgted	8265	574	4863	381	3402	193
1469		Weighted (000)	39199	1592	21534	962	17665	630
1470		Horz %	100.00	4.06	54.94	2.45	45.06	1.61
1471		Vert %	16.46	18.92	18.76	20.76	14.32	16.66
1472		Index	100	115	114	126	87	101
1473	Have Seen Video Ads in Office Building Lobbies - Past Month							
1474		Unwgted	3648	244	2100	162	1548	82
1475		Weighted (000)	18380	720	9985	447	8395	274
1476		Horz %	100.00	3.92	54.33	2.43	45.67	1.49
1477		Vert %	7.72	8.56	8.70	9.64	6.80	7.24
1478		Index	100	111	113	125	88	94
1479	Have Seen Video Ads in Office Building Elevators - Past Month							
1480		Unwgted	3526	253	2026	165	1500	88
1481		Weighted (000)	17078	705	9334	445	7744	260
1482		Horz %	100.00	4.13	54.65	2.61	45.35	1.52
1483		Vert %	7.17	8.38	8.13	9.61	6.28	6.88
1484		Index	100	117	113	134	88	96
1485	Have Seen Video Ads in Movie Theater Lobbies - Past Month							
1486		Unwgted	5288	319	2955	204	2333	115
1487		Weighted (000)	25922	888	13723	543	12200	345
1488		Horz %	100.00	3.43	52.94	2.10	47.06	1.33
1489		Vert %	10.88	10.56	11.96	11.73	9.89	9.11
1490		Index	100	97	110	108	91	84
1491	Have Seen Ads on Billboards - Past Month							
1492		Unwgted	24633	1671	12915	1006	11718	665
1493		Weighted (000)	120495	4655	59062	2547	61432	2107
1494		Horz %	100.00	3.86	49.02	2.11	50.98	1.75
1495		Vert %	50.60	55.31	51.46	55.00	49.79	55.70
1496		Index	100	109	102	109	98	110
1497	Have Seen Ads on Buses/Trains - Past Month							
1498		Unwgted	11093	907	6087	559	5006	348
1499		Weighted (000)	51163	2477	26650	1471	24513	1006
1500		Horz %	100.00	4.84	52.09	2.87	47.91	1.97
1501		Vert %	21.48	29.43	23.22	31.76	19.87	26.59
1502		Index	100	137	108	148	92	124
1503	Have Seen Ads at Bus Stops or Train Stations - Past Month							
1504		Unwgted	7336	644	4126	405	3210	239
1505		Weighted (000)	33508	1752	18104	1081	15404	671
1506		Horz %	100.00	5.23	54.03	3.23	45.97	2.00
1507		Vert %	14.07	20.82	15.77	23.34	12.48	17.74
1508		Index	100	148	112	166	89	126
1509	Have Seen Ads Inside Taxis - Past Month							
1510		Unwgted	3636	279	2145	173	1491	106
1511		Weighted (000)	16735	713	9619	433	7116	280
1512		Horz %	100.00	4.26	57.48	2.59	42.52	1.67
1513		Vert %	7.03	8.47	8.38	9.35	5.77	7.40
1514		Index	100	121	119	133	82	105

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1								
2								
1515	Have Seen Ads on Top of Taxis - Past Month							
1516		Unwgted	6365	557	3730	370	2635	187
1517		Weighted (000)	28977	1478	16219	932	12758	546
1518		Horz %	100.00	5.10	55.97	3.22	44.03	1.89
1519		Vert %	12.17	17.56	14.13	20.12	10.34	14.44
1520	Index	100	144	116	165	85	119	
1521	Have Seen Ads on Phone Booths - Past Month							
1522		Unwgted	2813	192	1717	129	1096	63
1523		Weighted (000)	13954	541	8317	362	5637	179
1524		Horz %	100.00	3.88	59.60	2.59	40.40	1.29
1525		Vert %	5.86	6.43	7.25	7.81	4.57	4.74
1526	Index	100	110	124	133	78	81	
1527	Have Seen Ads at Sports or Entertainment Events - Past Month							
1528		Unwgted	7927	561	4854	388	3073	173
1529		Weighted (000)	38666	1563	22445	1002	16221	562
1530		Horz %	100.00	4.04	58.05	2.59	41.95	1.45
1531		Vert %	16.24	18.58	19.56	21.63	13.15	14.84
1532	Index	100	114	120	133	81	91	
1533	Have Seen Ads on Postcards - Past Month							
1534		Unwgted	6113	446	3025	257	3088	189
1535		Weighted (000)	28468	1152	13367	614	15102	538
1536		Horz %	100.00	4.05	46.95	2.16	53.05	1.89
1537		Vert %	11.95	13.69	11.65	13.26	12.24	14.21
1538	Index	100	114	97	111	102	119	
1539	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month							
1540		Unwgted	11341	736	5826	441	5515	295
1541		Weighted (000)	56487	2190	26815	1167	29672	1022
1542		Horz %	100.00	3.88	47.47	2.07	52.53	1.81
1543		Vert %	23.72	26.02	23.37	25.20	24.05	27.02
1544	Index	100	110	99	106	101	114	
1545	Have Seen Ads on Posters at Movie Theaters - Past Month							
1546		Unwgted	8802	562	4616	334	4186	228
1547		Weighted (000)	43081	1609	21271	907	21811	701
1548		Horz %	100.00	3.73	49.37	2.11	50.63	1.63
1549		Vert %	18.09	19.12	18.53	19.59	17.68	18.54
1550	Index	100	106	102	108	98	102	
1551	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month							
1552		Unwgted	11299	740	5813	425	5486	315
1553		Weighted (000)	55294	2039	27155	1113	28140	926
1554		Horz %	100.00	3.69	49.11	2.01	50.89	1.67
1555		Vert %	23.22	24.23	23.66	24.03	22.81	24.46
1556	Index	100	104	102	104	98	105	
1557	Have Seen Ads in Stores (Not Video Ads) - Past Month							
1558		Unwgted	16052	1047	8280	615	7772	432
1559		Weighted (000)	78889	2858	38008	1548	40881	1311
1560		Horz %	100.00	3.62	48.18	1.96	51.82	1.66
1561		Vert %	33.13	33.97	33.12	33.42	33.13	34.64
1562	Index	100	103	100	101	100	105	
1563	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month							
1564		Unwgted	12291	879	6207	503	6084	376
1565		Weighted (000)	59195	2523	27775	1285	31420	1239
1566		Horz %	100.00	4.26	46.92	2.17	53.08	2.09
1567		Vert %	24.86	29.98	24.20	27.73	25.46	32.74
1568	Index	100	121	97	112	102	132	



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1								
2								
1569	Have Seen Infomercials - Past Month							
1570		Unwgted	10451	723	5402	441	5049	282
1571		Weighted (000)	51709	2022	25079	1088	26630	934
1572		Horz %	100.00	3.91	48.50	2.11	51.50	1.81
1573		Vert %	21.71	24.03	21.85	23.50	21.58	24.68
1574		Index	100	111	101	108	99	114
1575	Have Seen Offers or Ads Sent to Home by Mail - Past Month							
1576		Unwgted	20709	1408	10271	796	10438	612
1577		Weighted (000)	99464	3710	46244	1885	53220	1825
1578		Horz %	100.00	3.73	46.49	1.90	53.51	1.83
1579		Vert %	41.76	44.09	40.29	40.70	43.13	48.24
1580		Index	100	106	96	97	103	115
1581	Have Seen Product Placement in Video Games - Past Month							
1582		Unwgted	4281	189	2642	134	1639	55
1583		Weighted (000)	22926	557	13633	385	9293	172
1584		Horz %	100.00	2.43	59.46	1.68	40.54	0.75
1585		Vert %	9.63	6.62	11.88	8.31	7.53	4.55
1586		Index	100	69	123	86	78	47
1587	Have Seen Product Placement in TV Shows - Past Month							
1588		Unwgted	19255	1346	10075	801	9180	545
1589		Weighted (000)	93431	3691	46093	2014	47338	1677
1590		Horz %	100.00	3.95	49.33	2.16	50.67	1.79
1591		Vert %	39.23	43.85	40.16	43.48	38.36	44.32
1592		Index	100	112	102	111	98	113
1593	Have Seen Product Placement in Movies - Past Month							
1594		Unwgted	11787	770	6470	496	5317	274
1595		Weighted (000)	58362	2067	30181	1222	28181	845
1596		Horz %	100.00	3.54	51.71	2.09	48.29	1.45
1597		Vert %	24.51	24.56	26.30	26.38	22.84	22.33
1598		Index	100	100	107	108	93	91
1599	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months							
1600		Unwgted	4790	180	2489	111	2301	69
1601		Weighted (000)	28535	616	14310	353	14225	263
1602		Horz %	100.00	2.16	50.15	1.24	49.85	0.92
1603		Vert %	11.98	7.32	12.47	7.61	11.53	6.96
1604		Index	100	61	104	64	96	58
1605	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months							
1606		Unwgted	2700	152	1472	90	1228	62
1607		Weighted (000)	13592	444	7182	257	6410	187
1608		Horz %	100.00	3.27	52.84	1.89	47.16	1.38
1609		Vert %	5.71	5.28	6.26	5.55	5.20	4.94
1610		Index	100	92	110	97	91	87
1611	Very/Somewhat Likely to Sell House/Residence - Next 12 Months							
1612		Unwgted	3188	244	1717	159	1471	85
1613		Weighted (000)	14337	609	7122	372	7216	238
1614		Horz %	100.00	4.25	49.67	2.59	50.33	1.66
1615		Vert %	6.02	7.24	6.21	8.02	5.85	6.29
1616		Index	100	120	103	133	97	104
1617	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months							*
1618		Unwgted	1245	110	711	75	534	35
1619		Weighted (000)	5968	298	3118	173	2850	125
1620		Horz %	100.00	4.98	52.24	2.89	47.76	2.09
1621		Vert %	2.51	3.54	2.72	3.73	2.31	3.30
1622		Index	100	141	108	149	92	132

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1								
2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							
1624		Unwgted	4925	354	2667	207	2258	147
1625		Weighted (000)	24042	942	11912	478	12131	464
1626		Horz %	100.00	3.92	49.55	1.99	50.45	1.93
1627		Vert %	10.10	11.20	10.38	10.33	9.83	12.26
1628	Index	100	111	103	102	97	121	
1629								
1630	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months	Unwgted	5949	446	3155	266	2794	180
1631		Weighted (000)	28812	1197	14088	639	14724	558
1632		Horz %	100.00	4.16	48.89	2.22	51.11	1.94
1633		Vert %	12.10	14.23	12.28	13.79	11.93	14.76
1634		Index	100	118	101	114	99	122
1635								*
1636	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months	Unwgted	1483	103	829	65	654	38
1637		Weighted (000)	7566	268	3978	137	3588	131
1638		Horz %	100.00	3.54	52.58	1.82	47.42	1.73
1639		Vert %	3.18	3.18	3.47	2.97	2.91	3.45
1640		Index	100	100	109	93	92	109
1641								*
1642	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months	Unwgted	1410	90	803	64	607	26
1643		Weighted (000)	7520	257	4033	166	3487	90
1644		Horz %	100.00	3.41	53.63	2.21	46.37	1.20
1645		Vert %	3.16	3.05	3.51	3.59	2.83	2.38
1646		Index	100	97	111	114	89	76
1647								
1648	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months	Unwgted	2840	217	1547	130	1293	87
1649		Weighted (000)	13819	614	6939	317	6880	297
1650		Horz %	100.00	4.44	50.21	2.29	49.79	2.15
1651		Vert %	5.80	7.29	6.05	6.84	5.58	7.85
1652		Index	100	126	104	118	96	135
1653								
1654	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months	Unwgted	9411	595	5030	372	4381	223
1655		Weighted (000)	44715	1437	22370	847	22345	589
1656		Horz %	100.00	3.21	50.03	1.89	49.97	1.32
1657		Vert %	18.78	17.07	19.49	18.29	18.11	15.58
1658		Index	100	91	104	97	96	83
1659								
1660	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months	Unwgted	7301	402	3771	244	3530	158
1661		Weighted (000)	37528	1061	18464	600	19064	461
1662		Horz %	100.00	2.83	49.20	1.60	50.80	1.23
1663		Vert %	15.76	12.60	16.09	12.95	15.45	12.18
1664		Index	100	80	102	82	98	77
1665								
1666	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months	Unwgted	11304	695	6056	439	5248	256
1667		Weighted (000)	55116	1692	27961	998	27155	694
1668		Horz %	100.00	3.07	50.73	1.81	49.27	1.26
1669		Vert %	23.14	20.10	24.36	21.55	22.01	18.33
1670		Index	100	87	105	93	95	79
1671								
1672	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months	Unwgted	10159	839	5563	516	4596	323
1673		Weighted (000)	45551	2129	23419	1224	22132	905
1674		Horz %	100.00	4.67	51.41	2.69	48.59	1.99
1675		Vert %	19.13	25.30	20.41	26.43	17.94	23.92
1676		Index	100	132	107	138	94	125

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1								
2								
1677	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months							
1678		Unwgted	4970	346	2576	208	2394	138
1679		Weighted (000)	24002	995	11714	544	12288	451
1680		Horz %	100.00	4.15	48.81	2.27	51.19	1.88
1681		Vert %	10.08	11.82	10.21	11.75	9.96	11.91
1682		Index	100	117	101	117	99	118
1683	Very/Somewhat Likely to Vacation in Florida - Next 12 Months							
1684		Unwgted	11534	810	5911	494	5623	316
1685		Weighted (000)	53932	2171	26278	1253	27654	918
1686		Horz %	100.00	4.02	48.72	2.32	51.28	1.70
1687		Vert %	22.65	25.79	22.90	27.04	22.41	24.26
1688		Index	100	114	101	119	99	107
1689	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months							
1690		Unwgted	10027	577	5104	363	4923	214
1691		Weighted (000)	51549	1732	24091	953	27458	779
1692		Horz %	100.00	3.36	46.73	1.85	53.27	1.51
1693		Vert %	21.65	20.58	20.99	20.57	22.25	20.60
1694		Index	100	95	97	95	103	95
1695	Very/Somewhat Likely to Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months							
1696		Unwgted	17077	1191	8763	690	8314	501
1697		Weighted (000)	81581	3271	39666	1797	41915	1474
1698		Horz %	100.00	4.01	48.62	2.20	51.38	1.81
1699		Vert %	34.26	38.87	34.56	38.79	33.97	38.97
1700		Index	100	113	101	113	99	114
1701	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months							
1702		Unwgted	8242	555	4059	303	4183	252
1703		Weighted (000)	39549	1543	18605	789	20944	753
1704		Horz %	100.00	3.90	47.04	2.00	52.96	1.91
1705		Vert %	16.61	18.33	16.21	17.04	16.97	19.91
1706		Index	100	110	98	103	102	120
1707	Very/Somewhat Likely to Take European Vacation - Next 12 Months							
1708		Unwgted	6069	544	3094	310	2975	234
1709		Weighted (000)	26240	1521	12639	803	13601	718
1710		Horz %	100.00	5.80	48.17	3.06	51.83	2.74
1711		Vert %	11.02	18.07	11.01	17.33	11.02	18.97
1712		Index	100	164	100	157	100	172
1713	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months							
1714		Unwgted	5808	457	2996	263	2812	194
1715		Weighted (000)	26834	1270	13114	695	13720	575
1716		Horz %	100.00	4.73	48.87	2.59	51.13	2.14
1717		Vert %	11.27	15.09	11.43	15.00	11.12	15.20
1718		Index	100	134	101	133	99	135
1719	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months							
1720		Unwgted	4594	309	2407	181	2187	128
1721		Weighted (000)	22674	818	11129	443	11545	376
1722		Horz %	100.00	3.61	49.08	1.95	50.92	1.66
1723		Vert %	9.52	9.73	9.70	9.56	9.36	9.93
1724		Index	100	102	102	100	98	104
1725	Very/Somewhat Likely to Take South American Vacation - Next 12 Months							
1726		Unwgted	2747	193	1487	119	1260	74
1727		Weighted (000)	13145	524	6703	301	6441	223
1728		Horz %	100.00	3.98	51.00	2.29	49.00	1.69
1729		Vert %	5.52	6.22	5.84	6.50	5.22	5.88
1730		Index	100	113	106	118	95	107

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1								
2								
1731	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months							
1732		Unwgted	5152	421	2639	256	2513	165
1733		Weighted (000)	23740	1129	11440	660	12300	469
1734		Horz %	100.00	4.76	48.19	2.78	51.81	1.98
1735		Vert %	9.97	13.42	9.97	14.25	9.97	12.40
1736		Index	100	135	100	143	100	124
1737	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months							
1738		Unwgted	7723	501	4014	307	3709	194
1739		Weighted (000)	39198	1409	19291	816	19907	592
1740		Horz %	100.00	3.59	49.21	2.08	50.79	1.51
1741		Vert %	16.46	16.74	16.81	17.62	16.13	15.66
1742		Index	100	102	102	107	98	95
1743	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months							
1744		Unwgted	10100	543	5413	357	4687	186
1745		Weighted (000)	55260	1623	27484	990	27776	633
1746		Horz %	100.00	2.94	49.74	1.79	50.26	1.15
1747		Vert %	23.20	19.28	23.95	21.37	22.51	16.73
1748		Index	100	83	103	92	97	72
1749	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months							
1750		Unwgted	2957	233	1494	145	1463	88
1751		Weighted (000)	14457	633	6912	367	7544	267
1752		Horz %	100.00	4.38	47.81	2.54	52.19	1.85
1753		Vert %	6.07	7.53	6.02	7.91	6.11	7.05
1754		Index	100	124	99	130	101	116
1755	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months							
1756		Unwgted	2990	173	1704	119	1286	54
1757		Weighted (000)	16815	527	9242	328	7573	199
1758		Horz %	100.00	3.14	54.96	1.95	45.04	1.19
1759		Vert %	7.06	6.26	8.05	7.08	6.14	5.27
1760		Index	100	89	114	100	87	75
1761	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months							
1762		Unwgted	8745	536	4472	343	4273	193
1763		Weighted (000)	46358	1581	22016	941	24343	641
1764		Horz %	100.00	3.41	47.49	2.03	52.51	1.38
1765		Vert %	19.47	18.79	19.18	20.31	19.73	16.93
1766		Index	100	97	99	104	101	87
1767	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months							
1768		Unwgted	2526	134	1254	84	1272	50
1769		Weighted (000)	13610	408	6443	245	7166	163
1770		Horz %	100.00	3.00	47.34	1.80	52.66	1.19
1771		Vert %	5.71	4.85	5.61	5.29	5.81	4.30
1772		Index	100	85	98	93	102	75
1773	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months					*		*
1774		Unwgted	1314	69	753	44	561	25
1775		Weighted (000)	7509	208	4067	113	3442	94
1776		Horz %	100.00	2.77	54.16	1.51	45.84	1.26
1777		Vert %	3.15	2.47	3.54	2.45	2.79	2.49
1778		Index	100	78	112	78	88	79
1779	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months							
1780		Unwgted	4645	292	2510	182	2135	110
1781		Weighted (000)	23280	797	11830	463	11450	334
1782		Horz %	100.00	3.42	50.82	1.99	49.18	1.44
1783		Vert %	9.78	9.47	10.31	9.99	9.28	8.84
1784		Index	100	97	105	102	95	90

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1								
2								
1785								
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	168	2021	117	1458	51
1787		Weighted (000)	19879	515	10490	311	9389	204
1788		Horz %	100.00	2.59	52.77	1.56	47.23	1.03
1789		Vert %	8.35	6.12	9.14	6.71	7.61	5.40
1790		Index	100	73	110	80	91	65
1791								
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	170	1315	111	1147	59
1793		Weighted (000)	12512	592	6369	346	6143	246
1794		Horz %	100.00	4.73	50.91	2.76	49.09	1.97
1795		Vert %	5.25	7.03	5.55	7.46	4.98	6.51
1796		Index	100	134	106	142	95	124
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	263	2049	155	2141	108
1799		Weighted (000)	21080	706	9864	398	11216	307
1800		Horz %	100.00	3.35	46.79	1.89	53.21	1.46
1801		Vert %	8.85	8.39	8.60	8.60	9.09	8.12
1802		Index	100	95	97	97	103	92
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	505	4131	307	3990	198
1805		Weighted (000)	40517	1453	19489	844	21027	609
1806		Horz %	100.00	3.59	48.10	2.08	51.90	1.50
1807		Vert %	17.01	17.27	16.98	18.23	17.04	16.09
1808		Index	100	102	100	107	100	95
1809								
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	167	1984	105	1558	62
1811		Weighted (000)	19708	463	10433	271	9275	191
1812		Horz %	100.00	2.35	52.94	1.38	47.06	0.97
1813		Vert %	8.28	5.50	9.09	5.86	7.52	5.05
1814		Index	100	66	110	71	91	61
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	409	3436	243	3261	166
1817		Weighted (000)	33664	1063	16421	570	17243	493
1818		Horz %	100.00	3.16	48.78	1.69	51.22	1.47
1819		Vert %	14.14	12.63	14.31	12.30	13.97	13.04
1820		Index	100	89	101	87	99	92
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	329	3200	217	2439	112
1823		Weighted (000)	29083	940	15419	601	13664	339
1824		Horz %	100.00	3.23	53.02	2.07	46.98	1.16
1825		Vert %	12.21	11.17	13.44	12.98	11.07	8.95
1826		Index	100	91	110	106	91	73
1827								
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	175	1694	108	1679	67
1829		Weighted (000)	18399	496	9036	269	9363	227
1830		Horz %	100.00	2.69	49.11	1.46	50.89	1.23
1831		Vert %	7.73	5.89	7.87	5.80	7.59	6.00
1832		Index	100	76	102	75	98	78
1833								
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	220	2074	139	1766	81
1835		Weighted (000)	20586	656	10563	410	10023	245
1836		Horz %	100.00	3.18	51.31	1.99	48.69	1.19
1837		Vert %	8.64	7.79	9.20	8.86	8.12	6.49
1838		Index	100	90	106	102	94	75

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1								
2								
1839	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months							
1840		Unwgted	3744	224	1940	143	1804	81
1841		Weighted (000)	19635	674	9629	362	10006	313
1842		Horz %	100.00	3.43	49.04	1.84	50.96	1.59
1843		Vert %	8.24	8.01	8.39	7.81	8.11	8.26
1844		Index	100	97	102	95	98	100
1845	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months							
1846		Unwgted	4961	292	2700	188	2261	104
1847		Weighted (000)	24816	771	12645	455	12171	316
1848		Horz %	100.00	3.11	50.95	1.83	49.05	1.27
1849		Vert %	10.42	9.16	11.02	9.82	9.86	8.35
1850		Index	100	88	106	94	95	80
1851	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months							
1852		Unwgted	8680	540	4515	305	4165	235
1853		Weighted (000)	42931	1510	21281	793	21650	716
1854		Horz %	100.00	3.52	49.57	1.85	50.43	1.67
1855		Vert %	18.03	17.94	18.54	17.12	17.55	18.94
1856		Index	100	100	103	95	97	105
1857	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months							
1858		Unwgted	2574	164	1389	105	1185	59
1859		Weighted (000)	13914	418	7217	225	6696	193
1860		Horz %	100.00	3.00	51.87	1.62	48.13	1.39
1861		Vert %	5.84	4.96	6.29	4.85	5.43	5.10
1862		Index	100	85	108	83	93	87
1863	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months							
1864		Unwgted	12203	776	6300	464	5903	312
1865		Weighted (000)	60976	2216	29597	1125	31379	1091
1866		Horz %	100.00	3.63	48.54	1.84	51.46	1.79
1867		Vert %	25.60	26.33	25.79	24.29	25.43	28.83
1868		Index	100	103	101	95	99	113
1869	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months							
1870		Unwgted	4588	124	2203	72	2385	52
1871		Weighted (000)	25555	399	12099	203	13455	196
1872		Horz %	100.00	1.56	47.35	0.79	52.65	0.77
1873		Vert %	10.73	4.74	10.54	4.39	10.90	5.17
1874		Index	100	44	98	41	102	48
1875	Very/Somewhat Likely to Become a Parent - Next 12 Months							
1876		Unwgted	2989	104	1344	51	1645	53
1877		Weighted (000)	17427	344	7495	143	9932	201
1878		Horz %	100.00	1.98	43.01	0.82	56.99	1.15
1879		Vert %	7.32	4.09	6.53	3.09	8.05	5.31
1880		Index	100	56	89	42	110	73
1881	Very/Somewhat Likely to Become a Grandparent - Next 12 Months							
1882		Unwgted	4198	266	2115	171	2083	95
1883		Weighted (000)	21562	741	10308	460	11254	282
1884		Horz %	100.00	3.44	47.80	2.13	52.20	1.31
1885		Vert %	9.05	8.81	8.98	9.92	9.12	7.45
1886		Index	100	97	99	110	101	82
1887	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months							
1888		Unwgted	3889	272	1919	153	1970	119
1889		Weighted (000)	20103	785	9461	434	10642	351
1890		Horz %	100.00	3.91	47.06	2.16	52.94	1.75
1891		Vert %	8.44	9.33	8.24	9.37	8.62	9.28
1892		Index	100	111	98	111	102	110

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1								
2								
1893								
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	211	1515	123	1465	88
1895		Weighted (000)	15777	603	7470	336	8307	267
1896		Horz %	100.00	3.82	47.35	2.13	52.65	1.69
1897		Vert %	6.62	7.17	6.51	7.26	6.73	7.06
1898		Index	100	108	98	110	102	107
1899								
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	211	1596	126	1587	85
1901		Weighted (000)	17028	659	8386	399	8642	260
1902		Horz %	100.00	3.87	49.25	2.34	50.75	1.53
1903		Vert %	7.15	7.83	7.31	8.62	7.00	6.86
1904		Index	100	110	102	121	98	96
1905								
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	274	1980	183	1641	91
1907		Weighted (000)	17939	781	9567	492	8373	289
1908		Horz %	100.00	4.35	53.33	2.74	46.67	1.61
1909		Vert %	7.53	9.28	8.34	10.61	6.79	7.65
1910		Index	100	123	111	141	90	102
1911								*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	128	964	82	702	46
1913		Weighted (000)	8568	346	4961	228	3607	118
1914		Horz %	100.00	4.03	57.90	2.66	42.10	1.38
1915		Vert %	3.60	4.11	4.32	4.92	2.92	3.11
1916		Index	100	114	120	137	81	87
1917								*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	168	1939	120	1532	48
1919		Weighted (000)	18078	493	9637	318	8441	175
1920		Horz %	100.00	2.73	53.31	1.76	46.69	0.97
1921		Vert %	7.59	5.86	8.40	6.86	6.84	4.63
1922		Index	100	77	111	90	90	61
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	376	3800	261	3131	115
1925		Weighted (000)	34135	950	17910	645	16225	305
1926		Horz %	100.00	2.78	52.47	1.89	47.53	0.89
1927		Vert %	14.33	11.29	15.61	13.93	13.15	8.06
1928		Index	100	79	109	97	92	56
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	302	3057	193	3258	109
1931		Weighted (000)	33305	901	15146	545	18159	355
1932		Horz %	100.00	2.70	45.48	1.64	54.52	1.07
1933		Vert %	13.98	10.70	13.20	11.77	14.72	9.39
1934		Index	100	77	94	84	105	67
1935								
1936								