

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
2								
3								
4	U.S. Adults 18+	Unwgted	48168	3523	24457	2871	23711	652
5		Weighted (000)	238155	12663	114766	9964	123389	2698
6		Horz %	100.00	5.32	48.19	4.18	51.81	1.13
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	2871	24457	2871	0	0
11		Weighted (000)	114766	9964	114766	9964	0	0
12		Horz %	100.00	8.68	100.00	8.68	0.00	0.00
13		Vert %	48.19	78.69	100.00	100.00	0.00	0.00
14		Index	100	163	208	208	0	0
15					*	*		
16	Female	Unwgted	23711	652	0	0	23711	652
17		Weighted (000)	123389	2698	0	0	123389	2698
18		Horz %	100.00	2.19	0.00	0.00	100.00	2.19
19		Vert %	51.81	21.31	0.00	0.00	100.00	100.00
20		Index	100	41	0	0	193	193
21								*
22	Age 18-24	Unwgted	3835	119	2176	101	1659	18
23		Weighted (000)	30197	599	15211	480	14986	120
24		Horz %	100.00	1.99	50.37	1.59	49.63	0.40
25		Vert %	12.68	4.73	13.25	4.81	12.15	4.44
26		Index	100	37	105	38	96	35
27								
28	Age 25-34	Unwgted	7986	616	4052	517	3934	99
29		Weighted (000)	42012	2512	20869	2022	21143	491
30		Horz %	100.00	5.98	49.67	4.81	50.33	1.17
31		Vert %	17.64	19.84	18.18	20.29	17.14	18.19
32		Index	100	112	103	115	97	103
33								
34	Age 35-44	Unwgted	8452	818	4443	710	4009	108
35		Weighted (000)	40087	2900	19682	2495	20405	405
36		Horz %	100.00	7.23	49.10	6.22	50.90	1.01
37		Vert %	16.83	22.90	17.15	25.04	16.54	15.02
38		Index	100	136	102	149	98	89
39								
40	Age 45-54	Unwgted	9050	805	4578	656	4472	149
41		Weighted (000)	43666	2761	21286	2208	22380	553
42		Horz %	100.00	6.32	48.75	5.06	51.25	1.27
43		Vert %	18.33	21.80	18.55	22.16	18.14	20.48
44		Index	100	119	101	121	99	112
45								
46	Age 55-64	Unwgted	8207	632	4240	508	3967	124
47		Weighted (000)	38818	2156	18503	1611	20315	545
48		Horz %	100.00	5.55	47.67	4.15	52.33	1.40
49		Vert %	16.30	17.02	16.12	16.16	16.46	20.20
50		Index	100	104	99	99	101	124
51								
52	Age 65+	Unwgted	10638	533	4968	379	5670	154
53		Weighted (000)	43374	1734	19215	1150	24160	585
54		Horz %	100.00	4.00	44.30	2.65	55.70	1.35
55		Vert %	18.21	13.70	16.74	11.54	19.58	21.67
56		Index	100	75	92	63	108	119

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2								
57	Age 21+							
58		Unwgted	46644	3481	23528	2834	23116	647
59		Weighted (000)	225241	12435	107990	9790	117251	2646
60		Horz %	100.00	5.52	47.94	4.35	52.06	1.17
61		Vert %	94.58	98.20	94.10	98.25	95.03	98.04
62	Index	100	104	99	104	100	104	
63	Age 18-34							
64		Unwgted	11821	735	6228	618	5593	117
65		Weighted (000)	72209	3112	36080	2501	36129	610
66		Horz %	100.00	4.31	49.97	3.46	50.03	0.85
67		Vert %	30.32	24.57	31.44	25.10	29.28	22.62
68	Index	100	81	104	83	97	75	
69	Age 18-49							
70		Unwgted	24702	1959	12939	1660	11763	299
71		Weighted (000)	133505	7375	66134	6068	67371	1307
72		Horz %	100.00	5.52	49.54	4.55	50.46	0.98
73		Vert %	56.06	58.24	57.63	60.90	54.60	48.44
74	Index	100	104	103	109	97	86	
75	Age 25-54							
76		Unwgted	25488	2239	13073	1883	12415	356
77		Weighted (000)	125765	8173	61837	6724	63928	1449
78		Horz %	100.00	6.50	49.17	5.35	50.83	1.15
79		Vert %	52.81	64.55	53.88	67.48	51.81	53.69
80	Index	100	122	102	128	98	102	
81	Age 35-64							
82		Unwgted	25709	2255	13261	1874	12448	381
83		Weighted (000)	122571	7817	59471	6314	63100	1503
84		Horz %	100.00	6.38	48.52	5.15	51.48	1.23
85		Vert %	51.47	61.73	51.82	63.36	51.14	55.70
86	Index	100	120	101	123	99	108	
87	Age 50+							
88		Unwgted	23466	1564	11518	1211	11948	353
89		Weighted (000)	104649	5288	48631	3896	56018	1391
90		Horz %	100.00	5.05	46.47	3.72	53.53	1.33
91		Vert %	43.94	41.76	42.37	39.10	45.40	51.56
92	Index	100	95	96	89	103	117	
93	Median Age							
94		Unwgted						
95		Weighted (000)	46.60	46.20	45.80	44.90	47.40	50.80
96		Horz %						
97		Vert %						
98	Index							
99	Race: White Only							
100		Unwgted	35231	2876	17988	2356	17243	520
101		Weighted (000)	176436	10418	85107	8278	91329	2140
102		Horz %	100.00	5.90	48.24	4.69	51.76	1.21
103		Vert %	74.08	82.27	74.16	83.07	74.02	79.31
104	Index	100	111	100	112	100	107	
105	Race: Black/African-American Only							
106		Unwgted	5807	286	2719	224	3088	62
107		Weighted (000)	28531	1057	13037	763	15494	294
108		Horz %	100.00	3.70	45.69	2.67	54.31	1.03
109		Vert %	11.98	8.34	11.36	7.65	12.56	10.89
110	Index	100	70	95	64	105	91	

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1								
2								
111								*
112	Race: Asian	Unwgted	2180	120	1128	102	1052	18
113		Weighted (000)	7671	280	3482	220	4189	60
114		Horz %	100.00	3.65	45.39	2.87	54.61	0.79
115		Vert %	3.22	2.21	3.03	2.21	3.39	2.24
116		Index	100	69	94	69	105	69
117								
118	Race: Other Race/Multi-Racial	Unwgted	7130	361	3750	291	3380	70
119		Weighted (000)	33187	1189	16622	924	16565	264
120		Horz %	100.00	3.58	50.09	2.78	49.91	0.80
121		Vert %	13.94	9.39	14.48	9.28	13.43	9.80
122		Index	100	67	104	67	96	70
123								
124	Hispanic, Latino, Spanish Origin or Descent	Unwgted	5677	269	2846	218	2831	51
125		Weighted (000)	35739	1197	17858	960	17882	237
126		Horz %	100.00	3.35	49.97	2.69	50.03	0.66
127		Vert %	15.01	9.45	15.56	9.63	14.49	8.80
128		Index	100	63	104	64	97	59
129								*
130	Hispanic, Personally Speak Only English at Home	Unwgted	1612	109	851	92	761	17
131		Weighted (000)	5378	297	2712	234	2667	63
132		Horz %	100.00	5.53	50.42	4.35	49.58	1.18
133		Vert %	2.26	2.35	2.36	2.35	2.16	2.34
134		Index	100	104	105	104	96	104
135								*
136	Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgted	1702	92	820	75	882	17
137		Weighted (000)	9096	419	4752	356	4344	63
138		Horz %	100.00	4.61	52.24	3.91	47.76	0.70
139		Vert %	3.82	3.31	4.14	3.57	3.52	2.35
140		Index	100	87	108	93	92	62
141				*		*		*
142	Hispanic, Personally Speak Only Spanish at Home	Unwgted	897	16	420	14	477	2
143		Weighted (000)	10398	178	5173	148	5225	31
144		Horz %	100.00	1.72	49.75	1.42	50.25	0.29
145		Vert %	4.37	1.41	4.51	1.48	4.23	1.13
146		Index	100	32	103	34	97	26
147						*		*
148	Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgted	1355	50	702	35	653	15
149		Weighted (000)	8786	295	4447	215	4340	80
150		Horz %	100.00	3.36	50.61	2.45	49.39	0.91
151		Vert %	3.69	2.33	3.87	2.16	3.52	2.97
152		Index	100	63	105	59	95	81
153				*	*	*	*	*
154	Hispanic, Personally Speak Spanish and English Equally at Home	Unwgted	84	2	41	2	43	0
155		Weighted (000)	1523	7	602	7	920	0
156		Horz %	100.00	0.49	39.56	0.49	60.44	0.00
157		Vert %	0.64	0.06	0.52	0.07	0.75	0.00
158		Index	100	9	82	12	117	0
159								
160	Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgted	6749	682	3535	566	3214	116
161		Weighted (000)	24693	2168	11947	1757	12745	411
162		Horz %	100.00	8.78	48.38	7.12	51.62	1.66
163		Vert %	10.37	17.12	10.41	17.63	10.33	15.21
164		Index	100	165	100	170	100	147

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2								
165								
166	Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgted	10897	1174	5594	983	5303	191
167		Weighted (000)	43976	3736	21010	3060	22966	676
168		Horz %	100.00	8.50	47.78	6.96	52.22	1.54
169		Vert %	18.47	29.50	18.31	30.71	18.61	25.05
170		Index	100	160	99	166	101	136
171								*
172	Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgted	2492	183	1055	145	1437	38
173		Weighted (000)	10385	683	4055	553	6330	130
174		Horz %	100.00	6.58	39.05	5.33	60.95	1.25
175		Vert %	4.36	5.40	3.53	5.55	5.13	4.81
176		Index	100	124	81	127	118	110
177								*
178	Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgted	3108	202	1466	158	1642	44
179		Weighted (000)	12939	629	5528	457	7411	172
180		Horz %	100.00	4.86	42.72	3.53	57.28	1.33
181		Vert %	5.43	4.97	4.82	4.59	6.01	6.38
182		Index	100	91	89	84	111	117
183								
184	Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgted	10167	689	5138	571	5029	118
185		Weighted (000)	45323	2318	21898	1877	23425	440
186		Horz %	100.00	5.11	48.32	4.14	51.68	0.97
187		Vert %	19.03	18.30	19.08	18.84	18.98	16.32
188		Index	100	96	100	99	100	86
189	Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgted	10627	508	5465	387	5162	121
190		Weighted (000)	70635	2634	34949	1918	35686	716
191		Horz %	100.00	3.73	49.48	2.71	50.52	1.01
192		Vert %	29.66	20.80	30.45	19.25	28.92	26.53
193		Index	100	70	103	65	98	89
194								
195	Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgted	4128	85	2204	61	1924	24
196		Weighted (000)	30203	495	15378	341	14825	154
197		Horz %	100.00	1.64	50.91	1.13	49.09	0.51
198		Vert %	12.68	3.91	13.40	3.43	12.02	5.70
199		Index	100	31	106	27	95	45
200								*
201	Currently Attending College or University	Unwgted	3489	188	1681	167	1808	21
202		Weighted (000)	19251	855	8953	732	10297	123
203		Horz %	100.00	4.44	46.51	3.80	53.49	0.64
204		Vert %	8.08	6.75	7.80	7.35	8.35	4.55
205		Index	100	84	97	91	103	56
206								
207	Employed Full Time	Unwgted	24693	2504	14836	2174	9857	330
208		Weighted (000)	114968	8622	66238	7412	48730	1210
209		Horz %	100.00	7.50	57.61	6.45	42.39	1.05
210		Vert %	48.27	68.09	57.72	74.39	39.49	44.83
211		Index	100	141	120	154	82	93
212								
213	Employed Part Time	Unwgted	5566	296	2103	201	3463	95
214		Weighted (000)	28629	1100	10048	666	18582	434
215		Horz %	100.00	3.84	35.10	2.33	64.90	1.52
216		Vert %	12.02	8.69	8.75	6.68	15.06	16.08
217		Index	100	72	73	56	125	134
218								

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2								
219	Not Employed							
220		Unwgted	17909	723	7518	496	10391	227
221		Weighted (000)	94557	2941	38480	1886	56077	1055
222		Horz %	100.00	3.11	40.70	1.99	59.30	1.12
223		Vert %	39.70	23.23	33.53	18.93	45.45	39.09
224	Index	100	58	84	48	114	98	
225	Temporarily Unemployed							*
226		Unwgted	2163	94	1076	72	1087	22
227		Weighted (000)	14225	423	7394	322	6830	101
228		Horz %	100.00	2.97	51.98	2.26	48.02	0.71
229		Vert %	5.97	3.34	6.44	3.23	5.54	3.74
230	Index	100	56	108	54	93	63	
231	Retired from Employment							
232		Unwgted	10300	484	4886	345	5414	139
233		Weighted (000)	44807	1698	20795	1177	24012	521
234		Horz %	100.00	3.79	46.41	2.63	53.59	1.16
235		Vert %	18.81	13.41	18.12	11.81	19.46	19.31
236	Index	100	71	96	63	103	103	
237	Not Employed, Principal Shopper for Household					*		*
238		Unwgted	2452	51	63	5	2389	46
239		Weighted (000)	16222	343	415	27	15807	315
240		Horz %	100.00	2.11	2.56	0.17	97.44	1.94
241		Vert %	6.81	2.71	0.36	0.28	12.81	11.68
242	Index	100	40	5	4	188	172	
243	Occupation: Professional and Related Occupations							
244		Unwgted	7464	689	3516	554	3948	135
245		Weighted (000)	32463	2283	13816	1822	18647	461
246		Horz %	100.00	7.03	42.56	5.61	57.44	1.42
247		Vert %	13.63	18.03	12.04	18.28	15.11	17.09
248	Index	100	132	88	134	111	125	
249	Occupation: Management, Business and Financial Operations							
250		Unwgted	6295	814	3914	704	2381	110
251		Weighted (000)	23158	2334	13110	1931	10048	403
252		Horz %	100.00	10.08	56.61	8.34	43.39	1.74
253		Vert %	9.72	18.43	11.42	19.38	8.14	14.94
254	Index	100	190	117	199	84	154	
255	Occupation: Sales and Office Occupations							
256		Unwgted	5947	494	2267	381	3680	113
257		Weighted (000)	32581	2115	12510	1655	20071	460
258		Horz %	100.00	6.49	38.40	5.08	61.60	1.41
259		Vert %	13.68	16.70	10.90	16.61	16.27	17.04
260	Index	100	122	80	121	119	125	
261	Occupation: Natural Resources, Construction and Maintenance Occupations							*
262		Unwgted	2518	237	2431	233	87	4
263		Weighted (000)	13283	819	12692	807	591	11
264		Horz %	100.00	6.16	95.55	6.08	4.45	0.08
265		Vert %	5.58	6.46	11.06	8.10	0.48	0.42
266	Index	100	116	198	145	9	8	
267	Occupation: Other Employed							
268		Unwgted	8035	566	4811	503	3224	63
269		Weighted (000)	42112	2172	24157	1864	17955	308
270		Horz %	100.00	5.16	57.36	4.43	42.64	0.73
271		Vert %	17.68	17.15	21.05	18.70	14.55	11.42
272	Index	100	97	119	106	82	65	

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1								
2								
273								*
274		Unwgted	1652	200	995	162	657	38
275	Household Income:	Weighted (000)	6409	640	3331	462	3078	178
276	\$250,000+	Horz %	100.00	9.98	51.98	7.21	48.02	2.77
277		Vert %	2.69	5.05	2.90	4.64	2.49	6.58
278		Index	100	188	108	172	93	245
279								*
280		Unwgted	1403	189	802	159	601	30
281	Household Income: \$200,000-	Weighted (000)	5818	503	2971	414	2847	89
282	\$249,999	Horz %	100.00	8.65	51.06	7.12	48.94	1.53
283		Vert %	2.44	3.97	2.59	4.16	2.31	3.29
284		Index	100	163	106	170	94	135
285								
286	Household Income: \$150,000-	Unwgted	3416	425	2002	368	1414	57
287	\$199,999	Weighted (000)	15518	1455	7893	1206	7625	249
288		Horz %	100.00	9.37	50.87	7.77	49.13	1.60
289		Vert %	6.52	11.49	6.88	12.10	6.18	9.22
290		Index	100	176	106	186	95	142
291								
292	Household Income: \$100,000-	Unwgted	7088	820	4096	720	2992	100
293	\$149,999	Weighted (000)	36360	3280	18625	2847	17735	433
294		Horz %	100.00	9.02	51.22	7.83	48.78	1.19
295		Vert %	15.27	25.90	16.23	28.58	14.37	16.03
296		Index	100	170	106	187	94	105
297								
298	Household Income: \$75,000-	Unwgted	6291	574	3511	472	2780	102
299	\$99,999	Weighted (000)	31892	2063	16159	1616	15732	447
300		Horz %	100.00	6.47	50.67	5.07	49.33	1.40
301		Vert %	13.39	16.29	14.08	16.22	12.75	16.57
302		Index	100	122	105	121	95	124
303								
304	Household Income: \$60,000-	Unwgted	5133	378	2676	308	2457	70
305	\$74,999	Weighted (000)	25163	1327	12461	1051	12702	276
306		Horz %	100.00	5.27	49.52	4.18	50.48	1.10
307		Vert %	10.57	10.48	10.86	10.55	10.29	10.21
308		Index	100	99	103	100	97	97
309								*
310	Household Income: \$50,000-	Unwgted	3809	251	1962	202	1847	49
311	\$59,999	Weighted (000)	18825	874	9277	674	9548	200
312		Horz %	100.00	4.64	49.28	3.58	50.72	1.06
313		Vert %	7.90	6.90	8.08	6.77	7.74	7.39
314		Index	100	87	102	86	98	94
315								*
316	Household Income: \$40,000-	Unwgted	4740	232	2353	185	2387	47
317	\$49,999	Weighted (000)	20651	726	10068	561	10584	165
318		Horz %	100.00	3.52	48.75	2.72	51.25	0.80
319		Vert %	8.67	5.74	8.77	5.63	8.58	6.12
320		Index	100	66	101	65	99	71
321								
322	Household Income: \$30,000-	Unwgted	4631	170	2090	116	2541	54
323	\$39,999	Weighted (000)	22417	574	10701	387	11716	187
324		Horz %	100.00	2.56	47.74	1.73	52.26	0.83
325		Vert %	9.41	4.54	9.32	3.89	9.49	6.93
326		Index	100	48	99	41	101	74

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
2								
327								
328		Unwgted	4429	149	1882	93	2547	56
329	Household Income: \$20,000-\$29,999	Weighted (000)	22639	593	10224	346	12416	247
330		Horz %	100.00	2.62	45.16	1.53	54.84	1.09
331		Vert %	9.51	4.68	8.91	3.47	10.06	9.16
332		Index	100	49	94	37	106	96
333								*
334		Unwgted	5576	135	2088	86	3488	49
335	Household Income: Under \$20,000	Weighted (000)	32463	628	13056	399	19407	229
336		Horz %	100.00	1.93	40.22	1.23	59.78	0.71
337		Vert %	13.63	4.96	11.38	4.00	15.73	8.49
338		Index	100	36	83	29	115	62
339								
340		Unwgted						
341	Median Household Income	Weighted (000)	61.20	94.50	64.90	99.20	57.90	77.60
342		Horz %						
343		Vert %						
344		Index						
345								
346		Unwgted	11693	667	6285	534	5408	133
347	Marital Status: Single, Never Married	Weighted (000)	65997	2684	35246	2108	30751	576
348		Horz %	100.00	4.07	53.41	3.19	46.59	0.87
349		Vert %	27.71	21.20	30.71	21.15	24.92	21.36
350		Index	100	76	111	76	90	77
351								
352		Unwgted	24820	2309	14100	1957	10720	352
353	Marital Status: Currently Married	Weighted (000)	126882	8424	63254	6795	63629	1628
354		Horz %	100.00	6.64	49.85	5.36	50.15	1.28
355		Vert %	53.28	66.52	55.12	68.20	51.57	60.35
356		Index	100	125	103	128	97	113
357								
358		Unwgted	7777	416	3127	314	4650	102
359	Marital Status: Divorced or Legally Separated	Weighted (000)	30608	1196	12849	902	17759	294
360		Horz %	100.00	3.91	41.98	2.95	58.02	0.96
361		Vert %	12.85	9.44	11.20	9.06	14.39	10.88
362		Index	100	73	87	70	112	85
363								
364		Unwgted	3878	131	945	66	2933	65
365	Marital Status: Widowed	Weighted (000)	14666	359	3416	159	11250	200
366		Horz %	100.00	2.45	23.29	1.08	76.71	1.36
367		Vert %	6.16	2.83	2.98	1.60	9.12	7.41
368		Index	100	46	48	26	148	120
369								*
370		Unwgted	1983	137	1032	108	951	29
371	Marital Status: Engaged to Be Married	Weighted (000)	11217	602	5384	476	5833	127
372		Horz %	100.00	5.37	48.00	4.24	52.00	1.13
373		Vert %	4.71	4.76	4.69	4.77	4.73	4.69
374		Index	100	101	100	101	100	100
375								*
376		Unwgted	3313	201	1820	159	1493	42
377	Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Weighted (000)	20943	894	10281	659	10662	235
378		Horz %	100.00	4.27	49.09	3.15	50.91	1.12
379		Vert %	8.79	7.06	8.96	6.61	8.64	8.72
380		Index	100	80	102	75	98	99

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
2								
381								
382		Unwgted	17843	1531	8707	1287	9136	244
383	Any Child(ren) Under Age 18 Living at Home	Weighted (000)	94619	5686	42720	4546	51899	1140
384		Horz %	100.00	6.01	45.15	4.80	54.85	1.21
385		Vert %	39.73	44.90	37.22	45.62	42.06	42.27
386		Index	100	113	94	115	106	106
387								
388		Unwgted	7219	556	3511	449	3708	107
389	1 Child Under Age 18 Currently Living at Home	Weighted (000)	38752	2149	17649	1655	21103	494
390		Horz %	100.00	5.55	45.54	4.27	54.46	1.28
391		Vert %	16.27	16.97	15.38	16.60	17.10	18.32
392		Index	100	104	95	102	105	113
393								
394		Unwgted	6632	653	3312	566	3320	87
395	2 Children Under Age 18 Currently Living at Home	Weighted (000)	33339	2265	15370	1886	17969	379
396		Horz %	100.00	6.79	46.10	5.66	53.90	1.14
397		Vert %	14.00	17.89	13.39	18.93	14.56	14.05
398		Index	100	128	96	135	104	100
399								
400		Unwgted	2738	223	1283	193	1455	30
401	3 Children Under Age 18 Currently Living at Home	Weighted (000)	14851	884	6431	716	8420	167
402		Horz %	100.00	5.95	43.31	4.82	56.69	1.13
403		Vert %	6.24	6.98	5.60	7.19	6.82	6.20
404		Index	100	112	90	115	109	99
405								
406		Unwgted	882	73	427	59	455	14
407	4 Children Under Age 18 Currently Living at Home	Weighted (000)	5223	286	2303	224	2920	62
408		Horz %	100.00	5.48	44.10	4.29	55.90	1.19
409		Vert %	2.19	2.26	2.01	2.25	2.37	2.31
410		Index	100	103	92	103	108	105
411					*		*	
412		Unwgted	372	26	174	20	198	6
413	5 or More Children Under Age 18 Currently Living at Home	Weighted (000)	2454	103	967	65	1487	38
414		Horz %	100.00	4.18	39.40	2.65	60.60	1.53
415		Vert %	1.03	0.81	0.84	0.65	1.21	1.40
416		Index	100	79	82	63	117	135
417								
418		Unwgted	33340	2786	17386	2305	15954	481
419	Own Home/Residence	Weighted (000)	157962	9631	76483	7710	81479	1921
420		Horz %	100.00	6.10	48.42	4.88	51.58	1.22
421		Vert %	66.33	76.05	66.64	77.37	66.03	71.20
422		Index	100	115	100	117	100	107
423								
424		Unwgted	14260	713	6787	544	7473	169
425	Rent Home/Residence	Weighted (000)	77153	2960	36837	2189	40316	771
426		Horz %	100.00	3.84	47.75	2.84	52.25	1.00
427		Vert %	32.40	23.38	32.10	21.97	32.67	28.58
428		Index	100	72	99	68	101	88
429					*		*	
430		Unwgted	568	24	284	22	284	2
431	Live Rent-Free in Home/Residence	Weighted (000)	3039	72	1445	66	1594	6
432		Horz %	100.00	2.37	47.54	2.16	52.46	0.20
433		Vert %	1.28	0.57	1.26	0.66	1.29	0.23
434		Index	100	45	99	52	101	18



RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
1								
2								
435	Census Region: North East							
436		Unwgted	11308	1132	5685	919	5623	213
437		Weighted (000)	43253	3529	20622	2732	22631	797
438		Horz %	100.00	8.16	47.68	6.32	52.32	1.84
439		Vert %	18.16	27.87	17.97	27.42	18.34	29.52
440		Index	100	153	99	151	101	163
441	Census Region: South							
442		Unwgted	16124	856	8035	711	8089	145
443		Weighted (000)	89346	3461	42766	2753	46580	709
444		Horz %	100.00	3.87	47.87	3.08	52.13	0.79
445		Vert %	37.52	27.33	37.26	27.62	37.75	26.26
446		Index	100	73	99	74	101	70
447	Census Region: Midwest							
448		Unwgted	10891	906	5544	741	5347	165
449		Weighted (000)	51282	3189	24805	2610	26477	579
450		Horz %	100.00	6.22	48.37	5.09	51.63	1.13
451		Vert %	21.53	25.19	21.61	26.20	21.46	21.46
452		Index	100	117	100	122	100	100
453	Census Region: West							
454		Unwgted	9845	629	5193	500	4652	129
455		Weighted (000)	54273	2484	26572	1870	27701	614
456		Horz %	100.00	4.58	48.96	3.44	51.04	1.13
457		Vert %	22.79	19.61	23.15	18.76	22.45	22.76
458		Index	100	86	102	82	99	100
459	Census Sub-Region: New England							
460		Unwgted	2844	333	1449	272	1395	61
461		Weighted (000)	11320	1054	5419	843	5901	211
462		Horz %	100.00	9.31	47.87	7.45	52.13	1.86
463		Vert %	4.75	8.32	4.72	8.46	4.78	7.82
464		Index	100	175	99	178	101	164
465	Census Sub-Region: Mid Atlantic							
466		Unwgted	8464	799	4236	647	4228	152
467		Weighted (000)	31933	2475	15203	1889	16730	586
468		Horz %	100.00	7.75	47.61	5.91	52.39	1.83
469		Vert %	13.41	19.54	13.25	18.96	13.56	21.71
470		Index	100	146	99	141	101	162
471	Census Sub-Region: South Atlantic							
472		Unwgted	9116	411	4475	351	4641	60
473		Weighted (000)	45960	1569	21872	1257	24087	312
474		Horz %	100.00	3.41	47.59	2.73	52.41	0.68
475		Vert %	19.30	12.39	19.06	12.61	19.52	11.56
476		Index	100	64	99	65	101	60
477	Census Sub-Region: East South Central							*
478		Unwgted	2066	109	1066	85	1000	24
479		Weighted (000)	14946	637	7248	496	7697	141
480		Horz %	100.00	4.26	48.50	3.32	51.50	0.94
481		Vert %	6.28	5.03	6.32	4.98	6.24	5.21
482		Index	100	80	101	79	99	83
483	Census Sub-Region: West South Central							
484		Unwgted	4942	336	2494	275	2448	61
485		Weighted (000)	28441	1256	13646	1000	14795	256
486		Horz %	100.00	4.42	47.98	3.52	52.02	0.90
487		Vert %	11.94	9.92	11.89	10.04	11.99	9.49
488		Index	100	83	100	84	100	79

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
489	Census Sub-Region: East North Central							
490		Unwgted	8456	746	4267	605	4189	141
491		Weighted (000)	35650	2347	16892	1905	18758	441
492		Horz %	100.00	6.58	47.38	5.34	52.62	1.24
493		Vert %	14.97	18.53	14.72	19.12	15.20	16.36
494	Index	100	124	98	128	102	109	
495	Census Sub-Region: West North Central							*
496		Unwgted	2435	160	1277	136	1158	24
497		Weighted (000)	15632	843	7913	705	7719	138
498		Horz %	100.00	5.39	50.62	4.51	49.38	0.88
499		Vert %	6.56	6.65	6.90	7.07	6.26	5.10
500	Index	100	101	105	108	95	78	
501	Census Sub-Region: Mountain							*
502		Unwgted	2321	95	1229	79	1092	16
503		Weighted (000)	16500	560	8176	424	8324	136
504		Horz %	100.00	3.40	49.55	2.57	50.45	0.83
505		Vert %	6.93	4.42	7.12	4.25	6.75	5.05
506	Index	100	64	103	61	97	73	
507	Census Sub-Region: Pacific							
508		Unwgted	7524	534	3964	421	3560	113
509		Weighted (000)	37774	1923	18396	1446	19378	478
510		Horz %	100.00	5.09	48.70	3.83	51.30	1.27
511		Vert %	15.86	15.19	16.03	14.51	15.70	17.71
512	Index	100	96	101	91	99	112	
513	County Size: A							
514		Unwgted	26679	2501	13529	2048	13150	453
515		Weighted (000)	99155	7447	47699	5905	51456	1542
516		Horz %	100.00	7.51	48.11	5.95	51.89	1.56
517		Vert %	41.63	58.81	41.56	59.26	41.70	57.16
518	Index	100	141	100	142	100	137	
519	County Size: B							
520		Unwgted	12036	731	6063	597	5973	134
521		Weighted (000)	70767	3590	34009	2817	36758	773
522		Horz %	100.00	5.07	48.06	3.98	51.94	1.09
523		Vert %	29.71	28.35	29.63	28.27	29.79	28.65
524	Index	100	95	100	95	100	96	
525	County Size: C/D							
526		Unwgted	9453	291	4865	226	4588	65
527		Weighted (000)	68232	1626	33058	1243	35175	383
528		Horz %	100.00	2.38	48.45	1.82	51.55	0.56
529		Vert %	28.65	12.84	28.80	12.48	28.51	14.19
530	Index	100	45	101	44	99	50	
531	Radio Formats: AAA (subset of Alternative) (Monday-Sunday 24-Hour Cume)							*
532		Unwgted	1292	158	710	122	582	36
533		Weighted (000)	5120	452	2746	372	2374	80
534		Horz %	100.00	8.83	53.63	7.27	46.37	1.56
535		Vert %	2.15	3.57	2.39	3.74	1.92	2.96
536	Index	100	166	111	174	90	138	
537	Radio Formats: Adult Contemporary (Monday-Sunday 24-Hour Cume)							
538		Unwgted	8429	711	3621	522	4808	189
539		Weighted (000)	40779	2540	16635	1797	24144	743
540		Horz %	100.00	6.23	40.79	4.41	59.21	1.82
541		Vert %	17.12	20.06	14.49	18.04	19.57	27.53
542	Index	100	117	85	105	114	161	

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
543								*
544	Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1278	128	715	109	563	19
545		Weighted (000)	7030	494	3657	417	3373	77
546		Horz %	100.00	7.02	52.02	5.93	47.98	1.10
547		Vert %	2.95	3.90	3.19	4.18	2.73	2.86
548		Index	100	132	108	142	93	97
549				*		*		*
550	Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	389	23	186	17	203	6
551		Weighted (000)	2075	86	838	59	1237	27
552		Horz %	100.00	4.14	40.41	2.86	59.59	1.28
553		Vert %	0.87	0.68	0.73	0.59	1.00	0.99
554		Index	100	78	84	68	115	113
555								
556	Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	3031	497	1797	425	1234	72
557		Weighted (000)	8416	1335	4632	1088	3784	248
558		Horz %	100.00	15.87	55.04	12.92	44.96	2.95
559		Vert %	3.53	10.55	4.04	10.91	3.07	9.19
560		Index	100	298	114	309	87	260
561								
562	Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3523	3523	2871	2871	652	652
563		Weighted (000)	12663	12663	9964	9964	2698	2698
564		Horz %	100.00	100.00	78.69	78.69	21.31	21.31
565		Vert %	5.32	100.00	8.68	100.00	2.19	100.00
566		Index	100	1881	163	1881	41	1881
567								*
568	Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	988	192	663	166	325	26
569		Weighted (000)	4277	660	2782	554	1494	106
570		Horz %	100.00	15.44	65.06	12.95	34.94	2.49
571		Vert %	1.80	5.21	2.42	5.56	1.21	3.94
572		Index	100	290	135	310	67	219
573								
574	Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3448	384	1973	317	1475	67
575		Weighted (000)	16147	1254	8900	1056	7247	198
576		Horz %	100.00	7.77	55.12	6.54	44.88	1.23
577		Vert %	6.78	9.90	7.76	10.59	5.87	7.35
578		Index	100	146	114	156	87	108
579								
580	Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8864	731	3987	551	4877	180
581		Weighted (000)	46661	2609	19823	1918	26837	691
582		Horz %	100.00	5.59	42.48	4.11	57.52	1.48
583		Vert %	19.59	20.60	17.27	19.25	21.75	25.61
584		Index	100	105	88	98	111	131
585								
586	Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgted	2856	292	1569	236	1287	56
587		Weighted (000)	13017	1056	7079	878	5938	178
588		Horz %	100.00	8.11	54.38	6.75	45.62	1.37
589		Vert %	5.47	8.34	6.17	8.81	4.81	6.60
590		Index	100	153	113	161	88	121
591								*
592	Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgted	3781	448	2511	401	1270	47
593		Weighted (000)	18048	1494	11714	1337	6334	157
594		Horz %	100.00	8.28	64.90	7.41	35.10	0.87
595		Vert %	7.58	11.80	10.21	13.42	5.13	5.80
596		Index	100	156	135	177	68	77

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
597								*
598	Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgted	1442	109	755	81	687	28
599		Weighted (000)	5709	402	2958	287	2752	116
600		Horz %	100.00	7.05	51.81	5.02	48.19	2.03
601		Vert %	2.40	3.18	2.58	2.88	2.23	4.29
602		Index	100	133	108	120	93	179
603								
604	Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgted	8237	570	4003	444	4234	126
605		Weighted (000)	46833	2272	21488	1668	25345	604
606		Horz %	100.00	4.85	45.88	3.56	54.12	1.29
607		Vert %	19.66	17.94	18.72	16.74	20.54	22.40
608		Index	100	91	95	85	104	114
609				*		*		*
610	Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgted	285	25	147	15	138	10
611		Weighted (000)	1065	72	495	37	570	35
612		Horz %	100.00	6.73	46.46	3.44	53.54	3.30
613		Vert %	0.45	0.57	0.43	0.37	0.46	1.30
614		Index	100	127	96	82	103	291
615				*		*		*
616	Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgted	714	32	264	21	450	11
617		Weighted (000)	3659	150	1332	94	2327	56
618		Horz %	100.00	4.09	36.41	2.56	63.59	1.54
619		Vert %	1.54	1.18	1.16	0.94	1.89	2.08
620		Index	100	77	76	61	123	136
621								*
622	Radio Formats: Hispanic (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	2223	152	1107	118	1116	34
623		Weighted (000)	15844	722	7607	571	8236	150
624		Horz %	100.00	4.55	48.01	3.61	51.99	0.95
625		Vert %	6.65	5.70	6.63	5.73	6.68	5.57
626		Index	100	86	100	86	100	84
627								
628	Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday-Sunday 24-Hour Cume)	Unwgted	3669	355	1436	242	2233	113
629		Weighted (000)	17141	1209	6212	783	10929	426
630		Horz %	100.00	7.06	36.24	4.57	63.76	2.49
631		Vert %	7.20	9.55	5.41	7.86	8.86	15.79
632		Index	100	133	75	109	123	219
633						*		*
634	Radio Formats: Jazz (Monday-Sunday 24-Hour Cume)	Unwgted	787	54	460	47	327	7
635		Weighted (000)	2899	160	1579	131	1320	29
636		Horz %	100.00	5.53	54.47	4.53	45.53	1.00
637		Vert %	1.22	1.27	1.38	1.32	1.07	1.08
638		Index	100	104	113	108	88	88
639				*		*		*
640	Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgted	915	39	515	34	400	5
641		Weighted (000)	7068	199	3599	175	3469	24
642		Horz %	100.00	2.82	50.92	2.48	49.08	0.34
643		Vert %	2.97	1.57	3.14	1.76	2.81	0.88
644		Index	100	53	106	59	95	30
645								
646	Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgted	6215	850	3816	735	2399	115
647		Weighted (000)	23523	2893	14154	2489	9369	403
648		Horz %	100.00	12.30	60.17	10.58	39.83	1.71
649		Vert %	9.88	22.84	12.33	24.98	7.59	14.95
650		Index	100	231	125	253	77	151

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

	A	B	C	D	E	F	G	H
			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
1								
2								
651								*
652	Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1888	147	952	114	936	33
653		Weighted (000)	9927	572	4669	426	5258	146
654		Horz %	100.00	5.76	47.04	4.29	52.96	1.47
655		Vert %	4.17	4.52	4.07	4.27	4.26	5.42
656		Index	100	108	98	103	102	130
657								*
658	Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2568	187	1372	146	1196	41
659		Weighted (000)	10435	622	5282	478	5153	145
660		Horz %	100.00	5.96	50.62	4.58	49.38	1.39
661		Vert %	4.38	4.92	4.60	4.79	4.18	5.37
662		Index	100	112	105	109	95	123
663								
664	Radio Formats: Religion/Christian (Monday-Sunday 24-Hour Cume)	Unwgted	3949	230	1596	177	2353	53
665		Weighted (000)	19990	871	7792	685	12198	187
666		Horz %	100.00	4.36	38.98	3.42	61.02	0.93
667		Vert %	8.39	6.88	6.79	6.87	9.89	6.91
668		Index	100	82	81	82	118	82
669								
670	Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2876	217	1404	164	1472	53
671		Weighted (000)	15341	838	7412	627	7930	211
672		Horz %	100.00	5.47	48.31	4.09	51.69	1.38
673		Vert %	6.44	6.62	6.46	6.29	6.43	7.84
674		Index	100	103	100	98	100	122
675								
676	Radio Formats: Rock (Monday-Sunday 24-Hour Cume)	Unwgted	4270	474	2680	421	1590	53
677		Weighted (000)	20195	1596	12063	1439	8132	157
678		Horz %	100.00	7.90	59.73	7.12	40.27	0.78
679		Vert %	8.48	12.60	10.51	14.44	6.59	5.81
680		Index	100	149	124	170	78	69
681								*
682	Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1162	78	429	53	733	25
683		Weighted (000)	5686	278	2013	173	3672	105
684		Horz %	100.00	4.89	35.41	3.04	64.59	1.85
685		Vert %	2.39	2.20	1.75	1.73	2.98	3.90
686		Index	100	92	73	73	125	164
687				*		*		*
688	Radio Formats: Spanish AC (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	684	39	319	28	365	11
689		Weighted (000)	4664	202	2063	155	2601	47
690		Horz %	100.00	4.33	44.23	3.32	55.77	1.01
691		Vert %	1.96	1.59	1.80	1.55	2.11	1.74
692		Index	100	81	92	79	108	89
693				*		*		*
694	Radio Formats: Tropical (Subset of Hispanic) (Monday-Sunday 24-Hour Cume)	Unwgted	306	16	129	10	177	6
695		Weighted (000)	1821	65	910	51	911	14
696		Horz %	100.00	3.58	49.96	2.80	50.04	0.78
697		Vert %	0.76	0.51	0.79	0.51	0.74	0.53
698		Index	100	67	104	67	97	69
699								
700	Radio Formats: Urban (All Genres) (Monday-Sunday 24-Hour Cume)	Unwgted	5301	295	2494	231	2807	64
701		Weighted (000)	27306	1064	12722	794	14585	270
702		Horz %	100.00	3.90	46.59	2.91	53.41	0.99
703		Vert %	11.47	8.40	11.09	7.96	11.82	10.01
704		Index	100	73	97	69	103	87

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
2								
705								*
706	Radio Formats: Urban AC (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2414	135	1035	103	1379	32
707		Weighted (000)	10854	423	4643	317	6211	106
708		Horz %	100.00	3.90	42.78	2.92	57.22	0.97
709		Vert %	4.56	3.34	4.05	3.18	5.03	3.92
710		Index	100	73	89	70	110	86
711								*
712	Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24-Hour Cume)	Unwgted	2034	110	1018	84	1016	26
713		Weighted (000)	12023	432	5724	292	6299	140
714		Horz %	100.00	3.59	47.61	2.43	52.39	1.16
715		Vert %	5.05	3.41	4.99	2.93	5.11	5.18
716		Index	100	68	99	58	101	103
717								*
718	Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1259	89	706	73	553	16
719		Weighted (000)	6468	424	3593	340	2875	84
720		Horz %	100.00	6.55	55.55	5.25	44.45	1.30
721		Vert %	2.72	3.35	3.13	3.41	2.33	3.12
722		Index	100	123	115	125	86	115
723								
724	Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40105	3420	20746	2787	19359	633
725		Weighted (000)	195910	12271	96272	9654	99638	2618
726		Horz %	100.00	6.26	49.14	4.93	50.86	1.34
727		Vert %	82.26	96.91	83.89	96.88	80.75	97.01
728		Index	100	118	102	118	98	118
729								
730	Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	25006	2493	13440	2069	11566	424
731		Weighted (000)	118698	8786	60364	7092	58335	1693
732		Horz %	100.00	7.40	50.85	5.98	49.15	1.43
733		Vert %	49.84	69.38	52.60	71.18	47.28	62.76
734		Index	100	139	106	143	95	126
735								
736	Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	17883	1555	9422	1274	8461	281
737		Weighted (000)	88241	5833	44427	4567	43814	1266
738		Horz %	100.00	6.61	50.35	5.18	49.65	1.43
739		Vert %	37.05	46.06	38.71	45.83	35.51	46.92
740		Index	100	124	104	124	96	127
741								
742	Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21483	2184	11583	1811	9900	373
743		Weighted (000)	102780	7660	52607	6157	50173	1504
744		Horz %	100.00	7.45	51.18	5.99	48.82	1.46
745		Vert %	43.16	60.49	45.84	61.78	40.66	55.73
746		Index	100	140	106	143	94	129
747								
748	Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7300	649	3947	526	3353	123
749		Weighted (000)	36869	2248	19177	1805	17692	444
750		Horz %	100.00	6.10	52.01	4.89	47.99	1.20
751		Vert %	15.48	17.75	16.71	18.11	14.34	16.44
752		Index	100	115	108	117	93	106
753								*
754	Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2363	235	1456	203	907	32
755		Weighted (000)	12089	870	7351	774	4738	96
756		Horz %	100.00	7.19	60.81	6.40	39.19	0.79
757		Vert %	5.08	6.87	6.41	7.76	3.84	3.56
758		Index	100	135	126	153	76	70

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

	A	B	C	D	E	F	G	H
1			U.S. Adults 18+	Adults 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Men 18+	Men 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)	U.S. Women 18+	Women 18+ - Listen to All Sports Format (Monday-Sunday 24-Hour Cume)
2								
759	Radio Daypart Cumes: Weekend 6:00 am - 10:00 am							
760		Unwgted	15477	1386	8106	1118	7371	268
761		Weighted (000)	74270	4969	37528	3898	36742	1071
762		Horz %	100.00	6.69	50.53	5.25	49.47	1.44
763		Vert %	31.19	39.24	32.70	39.12	29.78	39.70
764		Index	100	126	105	125	95	127
765	Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm							
766		Unwgted	21457	1876	10719	1509	10738	367
767		Weighted (000)	102778	6526	48768	5071	54011	1455
768		Horz %	100.00	6.35	47.45	4.93	52.55	1.42
769		Vert %	43.16	51.54	42.49	50.89	43.77	53.94
770		Index	100	119	98	118	101	125
771	Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm							
772		Unwgted	16141	1431	8215	1152	7926	279
773		Weighted (000)	79854	5077	38468	3977	41386	1100
774		Horz %	100.00	6.36	48.17	4.98	51.83	1.38
775		Vert %	33.53	40.09	33.52	39.91	33.54	40.76
776		Index	100	120	100	119	100	122
777	Radio Daypart Cumes: Weekend 7:00 pm - Midnight							
778		Unwgted	7721	662	4043	521	3678	141
779		Weighted (000)	38919	2330	19420	1810	19499	520
780		Horz %	100.00	5.99	49.90	4.65	50.10	1.33
781		Vert %	16.34	18.40	16.92	18.17	15.80	19.25
782		Index	100	113	104	111	97	118
783	Radio Daypart Cumes: Weekend Midnight - 6:00 am							*
784		Unwgted	1911	161	1118	137	793	24
785		Weighted (000)	9972	527	5625	452	4346	75
786		Horz %	100.00	5.28	56.41	4.53	43.59	0.75
787		Vert %	4.19	4.16	4.90	4.53	3.52	2.79
788		Index	100	99	117	108	84	67
789	Where Listen to Radio on Typical Weekday: Home							
790		Unwgted	12646	841	5791	627	6855	214
791		Weighted (000)	61519	3125	27333	2198	34186	927
792		Horz %	100.00	5.08	44.43	3.57	55.57	1.51
793		Vert %	25.83	24.68	23.82	22.06	27.71	34.35
794		Index	100	96	92	85	107	133
795	Where Listen to Radio on Typical Weekday: Car							
796		Unwgted	36747	3200	18963	2629	17784	571
797		Weighted (000)	177653	11327	86450	9033	91203	2294
798		Horz %	100.00	6.38	48.66	5.08	51.34	1.29
799		Vert %	74.60	89.45	75.33	90.65	73.92	85.03
800		Index	100	120	101	122	99	114
801	Where Listen to Radio on Typical Weekday: Work							
802		Unwgted	5605	483	3421	413	2184	70
803		Weighted (000)	29068	1791	16938	1503	12131	288
804		Horz %	100.00	6.16	58.27	5.17	41.73	0.99
805		Vert %	12.21	14.14	14.76	15.08	9.83	10.67
806		Index	100	116	121	124	81	87
807	Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work							*
808		Unwgted	985	66	550	59	435	7
809		Weighted (000)	5269	253	2888	225	2380	28
810		Horz %	100.00	4.81	54.82	4.28	45.18	0.53
811		Vert %	2.21	2.00	2.52	2.26	1.93	1.04
812		Index	100	90	114	102	87	47

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
813								
814		Unwgted	14284	1026	6807	790	7477	236
815	Where Listen to Radio on Typical Weekend: Home	Weighted (000)	69183	3618	31782	2651	37401	967
816		Horz %	100.00	5.23	45.94	3.83	54.06	1.40
817		Vert %	29.05	28.57	27.69	26.60	30.31	35.83
818		Index	100	98	95	92	104	123
819								
820		Unwgted	33644	2905	17193	2381	16451	524
821	Where Listen to Radio on Typical Weekend: Car	Weighted (000)	162441	10319	78252	8168	84188	2151
822		Horz %	100.00	6.35	48.17	5.03	51.83	1.32
823		Vert %	68.21	81.49	68.18	81.97	68.23	79.71
824		Index	100	119	100	120	100	117
825								*
826		Unwgted	1927	145	1266	128	661	17
827	Where Listen to Radio on Typical Weekend: Work	Weighted (000)	10420	503	6599	440	3821	63
828		Horz %	100.00	4.83	63.33	4.22	36.67	0.61
829		Vert %	4.38	3.97	5.75	4.41	3.10	2.35
830		Index	100	91	131	101	71	54
831						*		*
832		Unwgted	957	54	546	49	411	5
833	Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Weighted (000)	5414	198	3017	188	2397	10
834		Horz %	100.00	3.66	55.73	3.47	44.27	0.19
835		Vert %	2.27	1.57	2.63	1.89	1.94	0.39
836		Index	100	69	116	83	85	17
837								
838		Unwgted	9766	2255	5971	1884	3795	371
839	Ever Listen to AM Radio (Terrestrial Radio)	Weighted (000)	39386	8112	23093	6593	16294	1519
840		Horz %	100.00	20.60	58.63	16.74	41.37	3.86
841		Vert %	16.54	64.06	20.12	66.16	13.21	56.29
842		Index	100	387	122	400	80	340
843								
844		Unwgted	36381	3016	18453	2456	17928	560
845	Ever Listen to FM Radio (Terrestrial Radio)	Weighted (000)	181940	10849	87796	8531	94145	2318
846		Horz %	100.00	5.96	48.26	4.69	51.74	1.27
847		Vert %	76.40	85.67	76.50	85.62	76.30	85.89
848		Index	100	112	100	112	100	112
849								
850		Unwgted	39530	3523	20284	2871	19246	652
851	Ever Listen to Any Terrestrial Radio (AM/FM)	Weighted (000)	194284	12663	94677	9964	99607	2698
852		Horz %	100.00	6.52	48.73	5.13	51.27	1.39
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	469	3528	397	2810	72
857	Ever Listen to Satellite Radio (SiriusXM)	Weighted (000)	27714	1432	14032	1183	13682	249
858		Horz %	100.00	5.17	50.63	4.27	49.37	0.90
859		Vert %	11.64	11.31	12.23	11.87	11.09	9.22
860		Index	100	97	105	102	95	79
861								
862		Unwgted	8685	743	4748	612	3937	131
863	Household Subscribes to Satellite (SiriusXM) Radio	Weighted (000)	39210	2399	19203	1946	20006	452
864		Horz %	100.00	6.12	48.98	4.96	51.02	1.15
865		Vert %	16.46	18.94	16.73	19.53	16.21	16.77
866		Index	100	115	102	119	98	102



RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
867	Any Vehicle Currently Owned/Leased Has Satellite Radio							
868		Unwgted	12675	1109	6842	916	5833	193
869		Weighted (000)	60478	3886	29974	3112	30504	774
870		Horz %	100.00	6.43	49.56	5.15	50.44	1.28
871		Vert %	25.39	30.69	26.12	31.23	24.72	28.70
872	Index	100	121	103	123	97	113	
873	Any Vehicle Currently Owned/Leased Has MP3 Player Connection							
874		Unwgted	11231	1055	6301	888	4930	167
875		Weighted (000)	56535	3721	28911	3038	27624	683
876		Horz %	100.00	6.58	51.14	5.37	48.86	1.21
877		Vert %	23.74	29.38	25.19	30.49	22.39	25.30
878	Index	100	124	106	128	94	107	
879	Listened to Online Streaming AM/FM Broadcast Radio Stations - Past Month							
880		Unwgted	7194	834	4209	734	2985	100
881		Weighted (000)	34638	2918	19095	2479	15543	439
882		Horz %	100.00	8.42	55.13	7.16	44.87	1.27
883		Vert %	14.54	23.04	16.64	24.88	12.60	16.26
884	Index	100	158	114	171	87	112	
885	Listened to Internet-Only Radio or Other Online Music or Audio Services (e.g., Pandora, Rhapsody, Spotify, etc.) - Past Month							
886		Unwgted	11203	983	6076	843	5127	140
887		Weighted (000)	54650	3396	28025	2851	26625	545
888		Horz %	100.00	6.21	51.28	5.22	48.72	1.00
889		Vert %	22.95	26.82	24.42	28.61	21.58	20.22
890	Index	100	117	106	125	94	88	
891	Listened to Any Radio on the Internet/Online - Past Month							
892		Unwgted	13970	1312	7625	1135	6345	177
893		Weighted (000)	68093	4590	34986	3870	33107	720
894		Horz %	100.00	6.74	51.38	5.68	48.62	1.06
895		Vert %	28.59	36.25	30.48	38.84	26.83	26.68
896	Index	100	127	107	136	94	93	
897	Visited a Radio Station, Radio Program or Radio Personality's Website - Past Month							
898		Unwgted	3565	425	2072	373	1493	52
899		Weighted (000)	16453	1443	9050	1230	7404	213
900		Horz %	100.00	8.77	55.00	7.48	45.00	1.29
901		Vert %	6.91	11.40	7.89	12.35	6.00	7.89
902	Index	100	165	114	179	87	114	
903	Downloaded Music - Past Month							
904		Unwgted	10771	943	5842	792	4929	151
905		Weighted (000)	55635	3526	28526	2792	27109	734
906		Horz %	100.00	6.34	51.27	5.02	48.73	1.32
907		Vert %	23.36	27.84	24.86	28.02	21.97	27.19
908	Index	100	119	106	120	94	116	
909	Downloaded Podcasts/Engaged in Podcasting - Past Month							*
910		Unwgted	2115	271	1374	242	741	29
911		Weighted (000)	9292	926	5804	813	3488	113
912		Horz %	100.00	9.97	62.46	8.75	37.54	1.21
913		Vert %	3.90	7.31	5.06	8.16	2.83	4.18
914	Index	100	187	130	209	72	107	
915	Visited iHeartRadio Site - Past Month+							*
916		Unwgted	2476	272	1255	228	1221	44
917		Weighted (000)	12781	1092	6091	866	6690	226
918		Horz %	100.00	8.55	47.66	6.78	52.34	1.77
919		Vert %	5.37	8.63	5.31	8.69	5.42	8.38
920	Index	100	161	99	162	101	156	

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
921	Visited iTunes.com Site - Past Month							
922		Unwgted	6881	716	3642	592	3239	124
923		Weighted (000)	32471	2548	16078	2057	16393	491
924		Horz %	100.00	7.85	49.51	6.33	50.49	1.51
925		Vert %	13.63	20.12	14.01	20.64	13.29	18.20
926		Index	100	148	103	151	97	133
927	Visited Pandora.com Site - Past Month							
928		Unwgted	9499	777	4700	641	4799	136
929		Weighted (000)	48303	2905	22377	2326	25926	579
930		Horz %	100.00	6.01	46.33	4.82	53.67	1.20
931		Vert %	20.28	22.94	19.50	23.34	21.01	21.47
932	Index	100	113	96	115	104	106	
933	Visited Spotify.com - Past Month							*
934		Unwgted	2160	198	1248	177	912	21
935		Weighted (000)	10770	749	5929	641	4841	108
936		Horz %	100.00	6.95	55.05	5.95	44.95	1.00
937		Vert %	4.52	5.91	5.17	6.43	3.92	3.98
938		Index	100	131	114	142	87	88
939	Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat							
940		Unwgted	16738	1332	8481	1092	8257	240
941		Weighted (000)	83979	4762	40117	3750	43862	1012
942		Horz %	100.00	5.67	47.77	4.47	52.23	1.20
943		Vert %	35.26	37.60	34.96	37.63	35.55	37.49
944	Index	100	107	99	107	101	106	
945	Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat							
946		Unwgted	13592	1048	7079	868	6513	180
947		Weighted (000)	67996	3704	33168	2923	34828	781
948		Horz %	100.00	5.45	48.78	4.30	51.22	1.15
949		Vert %	28.55	29.25	28.90	29.34	28.23	28.93
950	Index	100	102	101	103	99	101	
951	Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat							
952		Unwgted	16982	1353	8682	1106	8300	247
953		Weighted (000)	84461	4803	40721	3828	43740	975
954		Horz %	100.00	5.69	48.21	4.53	51.79	1.15
955		Vert %	35.46	37.93	35.48	38.42	35.45	36.12
956	Index	100	107	100	108	100	102	
957	For me, advertising on radio is amusing. Agree strongly or Agree somewhat							
958		Unwgted	13310	1055	7052	892	6258	163
959		Weighted (000)	67825	3821	33599	3128	34226	693
960		Horz %	100.00	5.63	49.54	4.61	50.46	1.02
961		Vert %	28.48	30.18	29.28	31.39	27.74	25.70
962	Index	100	106	103	110	97	90	
963	TV Dayparts: Total Week Prime Time Cume Audience							
964		Unwgted	39310	3112	19854	2544	19456	568
965		Weighted (000)	191753	11017	91658	8756	100095	2261
966		Horz %	100.00	5.75	47.80	4.57	52.20	1.18
967		Vert %	80.52	87.01	79.87	87.87	81.12	83.81
968	Index	100	108	99	109	101	104	
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	2517	15784	2047	15579	470
971		Weighted (000)	151527	8837	72027	6953	79500	1885
972		Horz %	100.00	5.83	47.53	4.59	52.47	1.24
973		Vert %	63.63	69.79	62.76	69.78	64.43	69.84
974	Index	100	110	99	110	101	110	

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
975								
976	TV Dayparts: Prime Time	Unwgted	27069	2166	13766	1771	13303	395
977	Saturday Cume Audience:	Weighted (000)	131359	7692	63885	6105	67474	1587
978	8:00-11:00 pm	Horz %	100.00	5.86	48.63	4.65	51.37	1.21
979	(Eastern/Pacific), 7:00-10:00	Vert %	55.16	60.75	55.67	61.27	54.68	58.83
980	pm (Central/Mountain)	Index	100	110	101	111	99	107
981								
982	TV Dayparts: Prime Time	Unwgted	31508	2571	15957	2107	15551	464
983	Sunday Cume Audience: 7:00-	Weighted (000)	152474	8902	73082	7091	79393	1811
984	11:00 pm (Eastern/Pacific),	Horz %	100.00	5.84	47.93	4.65	52.07	1.19
985	6:00-10:00 pm	Vert %	64.02	70.30	63.68	71.16	64.34	67.11
986	(Central/Mountain)	Index	100	110	99	111	101	105
987								
988	TV Dayparts: Weekdays	Unwgted	13670	751	6126	568	7544	183
989	Cume Audience: 9:00 am-4:00	Weighted (000)	72627	2971	30958	2044	41669	927
990	pm (Eastern/Pacific) 9:00 am -	Horz %	100.00	4.09	42.63	2.81	57.37	1.28
991	3:00 pm (Central/Mountain)	Vert %	30.50	23.46	26.98	20.52	33.77	34.34
992		Index	100	77	88	67	111	113
993								
994	TV Dayparts: Weekdays	Unwgted	24527	1760	12354	1416	12173	344
995	Cume Audience: 4:00 pm-7:30	Weighted (000)	122242	6394	57750	4975	64492	1419
996	pm (Eastern/Pacific) 3:00 pm-	Horz %	100.00	5.23	47.24	4.07	52.76	1.16
997	6:30 pm (Central/Mountain)	Vert %	51.33	50.49	50.32	49.92	52.27	52.60
998		Index	100	98	98	97	102	102
999								
1000	TV Dayparts: Weekdays	Unwgted	8031	723	4197	591	3834	132
1001	Cume Audience: 11:30 pm-	Weighted (000)	40564	2577	20501	2036	20063	541
1002	1:00 am (Eastern/Pacific)	Horz %	100.00	6.35	50.54	5.02	49.46	1.33
1003	10:30 pm-Midnight	Vert %	17.03	20.35	17.86	20.43	16.26	20.05
1004	(Central/Mountain)	Index	100	119	105	120	95	118
1005								
1006	TV Dayparts: Weekend	Unwgted	19901	1566	10227	1288	9674	278
1007	Children's Shows Cume	Weighted (000)	98456	5628	48277	4498	50179	1130
1008	Audience: Saturday-Sunday	Horz %	100.00	5.72	49.03	4.57	50.97	1.15
1009	Morning	Vert %	41.34	44.44	42.07	45.15	40.67	41.86
1010		Index	100	108	102	109	98	101
1011								
1012	TV Dayparts: Weekend Sports	Unwgted	24366	2202	13227	1853	11139	349
1013	Cume Audience: Saturday-	Weighted (000)	120692	7833	61780	6445	58912	1387
1014	Sunday Afternoon	Horz %	100.00	6.49	51.19	5.34	48.81	1.15
1015		Vert %	50.68	61.85	53.83	64.68	47.74	51.41
1016		Index	100	122	106	128	94	101
1017								*
1018		Unwgted	2498	221	1497	191	1001	30
1019	Downloaded a TV Program -	Weighted (000)	12342	828	7184	673	5158	155
1020	Past Month	Horz %	100.00	6.71	58.21	5.45	41.79	1.26
1021		Vert %	5.18	6.54	6.26	6.75	4.18	5.76
1022		Index	100	126	121	130	81	111
1023								
1024		Unwgted	8118	708	4404	603	3714	105
1025	Watched a TV Program Online	Weighted (000)	39203	2501	19922	1985	19281	517
1026	- Past Month	Horz %	100.00	6.38	50.82	5.06	49.18	1.32
1027		Vert %	16.46	19.75	17.36	19.92	15.63	19.14
1028		Index	100	120	105	121	95	116

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2								
1029								
1030		Unwgted	10544	987	5205	812	5339	175
1031	Visited a TV Network or TV	Weighted (000)	50236	3597	23290	2831	26946	767
1032	Show's Web Site - Past Month	Horz %	100.00	7.16	46.36	5.63	53.64	1.53
1033		Vert %	21.09	28.41	20.29	28.41	21.84	28.42
1034		Index	100	135	96	135	104	135
1035								
1036		Unwgted	5568	577	3052	490	2516	87
1037	Looked at TV Listings Online -	Weighted (000)	25497	2101	13083	1671	12414	431
1038	Past Month	Horz %	100.00	8.24	51.31	6.55	48.69	1.69
1039		Vert %	10.71	16.59	11.40	16.76	10.06	15.96
1040		Index	100	155	106	157	94	149
1041								
1042		Unwgted	23815	1809	11641	1428	12174	381
1043	Household Subscribes to	Weighted (000)	113098	6550	52487	4898	60611	1652
1044	Cable TV	Horz %	100.00	5.79	46.41	4.33	53.59	1.46
1045		Vert %	47.49	51.72	45.73	49.15	49.12	61.22
1046		Index	100	109	96	103	103	129
1047								
1048		Unwgted	40083	3193	20313	2602	19770	591
1049	Household Subscribes to	Weighted (000)	195193	11381	93321	8919	101872	2463
1050	Cable, Satellite or Fiber Optic	Horz %	100.00	5.83	47.81	4.57	52.19	1.26
1051	TV	Vert %	81.96	89.88	81.31	89.50	82.56	91.27
1052		Index	100	110	99	109	101	111
1053								
1054		Unwgted	38774	3147	19682	2568	19092	579
1055	Viewed Any Cable TV	Weighted (000)	188764	11170	90255	8771	98509	2399
1056	(Including Pay) - Past Week	Horz %	100.00	5.92	47.81	4.65	52.19	1.27
1057		Vert %	79.26	88.21	78.64	88.03	79.84	88.91
1058		Index	100	111	99	111	101	112
1059								
1060		Unwgted	29145	2574	15363	2136	13782	438
1061	Heavy Cable TV Viewer	Weighted (000)	143332	9126	71157	7324	72174	1802
1062	(Including Pay) - Past Week	Horz %	100.00	6.37	49.65	5.11	50.35	1.26
1063		Vert %	60.18	72.07	62.00	73.50	58.49	66.79
1064		Index	100	120	103	122	97	111
1065								
1066		Unwgted	16614	1627	9062	1375	7552	252
1067	Viewed Any Premium Cable	Weighted (000)	78557	5616	40068	4542	38489	1074
1068	Channels - Past Month	Horz %	100.00	7.15	51.00	5.78	49.00	1.37
1069		Vert %	32.99	44.35	34.91	45.58	31.19	39.82
1070		Index	100	134	106	138	95	121
1071								
1072		Unwgted	6367	741	3495	613	2872	128
1073	Viewed Any Pay-Per-View	Weighted (000)	30162	2660	15494	2161	14668	499
1074	Programs or Events - Past	Horz %	100.00	8.82	51.37	7.16	48.63	1.66
1075	Year	Vert %	12.66	21.01	13.50	21.68	11.89	18.51
1076		Index	100	166	107	171	94	146
1077								
1078		Unwgted	13594	1576	6858	1303	6736	273
1079	Viewed Any Video-On-	Weighted (000)	58844	5166	27260	4092	31584	1074
1080	Demand Programs or Events -	Horz %	100.00	8.78	46.33	6.95	53.67	1.82
1081	Past Year	Vert %	24.71	40.79	23.75	41.07	25.60	39.78
1082		Index	100	165	96	166	104	161

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2								
1083								
1084		Unwgted	10960	796	5902	689	5058	107
1085	Household Has a Satellite	Weighted (000)	63040	3121	31481	2666	31559	455
1086	Dish	Horz %	100.00	4.95	49.94	4.23	50.06	0.72
1087		Vert %	26.47	24.64	27.43	26.75	25.58	16.86
1088		Index	100	93	104	101	97	64
1089								
1090		Unwgted	24143	2258	12572	1861	11571	397
1091	Household Has a Digital Video	Weighted (000)	115123	7832	55528	6207	59595	1625
1092	Recorder (DVR)	Horz %	100.00	6.80	48.23	5.39	51.77	1.41
1093		Vert %	48.34	61.85	48.38	62.29	48.30	60.23
1094		Index	100	128	100	129	100	125
1095								
1096		Unwgted	41061	3309	20873	2710	20188	599
1097	Any Internet/Online Activity -	Weighted (000)	197978	11714	94592	9289	103386	2425
1098	Past Month	Horz %	100.00	5.92	47.78	4.69	52.22	1.22
1099		Vert %	83.13	92.51	82.42	93.22	83.79	89.86
1100		Index	100	111	99	112	101	108
1101								
1102		Unwgted	13895	1049	6586	827	7309	222
1103	Played Games Online - Past	Weighted (000)	73492	4050	34103	3065	39389	985
1104	Month	Horz %	100.00	5.51	46.40	4.17	53.60	1.34
1105		Vert %	30.86	31.98	29.72	30.76	31.92	36.48
1106		Index	100	104	96	100	103	118
1107								
1108		Unwgted	5057	431	3031	378	2026	53
1109	Downloaded a Video Game -	Weighted (000)	27936	1584	16227	1371	11709	213
1110	Past Month	Horz %	100.00	5.67	58.09	4.91	41.91	0.76
1111		Vert %	11.73	12.51	14.14	13.76	9.49	7.91
1112		Index	100	107	121	117	81	67
1113								*
1114		Unwgted	3934	333	2481	288	1453	45
1115	Downloaded a Movie - Past	Weighted (000)	19306	1174	11541	991	7765	184
1116	Month	Horz %	100.00	6.08	59.78	5.13	40.22	0.95
1117		Vert %	8.11	9.27	10.06	9.94	6.29	6.81
1118		Index	100	114	124	123	78	84
1119								
1120		Unwgted	8746	687	5192	602	3554	85
1121	Watched a Movie Online -	Weighted (000)	43930	2560	24810	2119	19120	441
1122	Past Month	Horz %	100.00	5.83	56.48	4.82	43.52	1.00
1123		Vert %	18.45	20.22	21.62	21.27	15.50	16.35
1124		Index	100	110	117	115	84	89
1125								
1126		Unwgted	8001	732	4894	628	3107	104
1127	Watched Online Video (Not	Weighted (000)	38899	2595	23059	2202	15840	393
1128	Movie, TV) - Past Month	Horz %	100.00	6.67	59.28	5.66	40.72	1.01
1129		Vert %	16.33	20.49	20.09	22.10	12.84	14.56
1130		Index	100	125	123	135	79	89
1131								*
1132		Unwgted	2267	176	1300	151	967	25
1133	Visited a Chat Room - Past	Weighted (000)	11471	659	6393	533	5078	126
1134	Month	Horz %	100.00	5.75	55.73	4.65	44.27	1.10
1135		Vert %	4.82	5.20	5.57	5.35	4.12	4.67
1136		Index	100	108	116	111	85	97

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2								
1137	Used e-Mail - Past Month							
1138		Unwgted	36633	3107	18316	2539	18317	568
1139		Weighted (000)	171151	10840	79258	8538	91893	2302
1140		Horz %	100.00	6.33	46.31	4.99	53.69	1.35
1141		Vert %	71.87	85.61	69.06	85.68	74.47	85.33
1142		Index	100	119	96	119	104	119
1143	Used Instant Messenger/IM Online - Past Month							
1144		Unwgted	24340	1875	11627	1492	12713	383
1145		Weighted (000)	124814	6854	55745	5299	69070	1555
1146		Horz %	100.00	5.49	44.66	4.25	55.34	1.25
1147		Vert %	52.41	54.12	48.57	53.18	55.98	57.62
1148		Index	100	103	93	101	107	110
1149	Visited Online Blogs - Past Month							
1150		Unwgted	6346	551	3275	447	3071	104
1151		Weighted (000)	30027	2013	14151	1557	15876	456
1152		Horz %	100.00	6.70	47.13	5.19	52.87	1.52
1153		Vert %	12.61	15.90	12.33	15.63	12.87	16.89
1154		Index	100	126	98	124	102	134
1155	Wrote an Online Blog - Past Month							*
1156		Unwgted	1391	109	728	82	663	27
1157		Weighted (000)	6899	441	3295	278	3604	162
1158		Horz %	100.00	6.39	47.76	4.03	52.24	2.35
1159		Vert %	2.90	3.48	2.87	2.79	2.92	6.01
1160		Index	100	120	99	96	101	208
1161	Uploaded or Added Video to a Web Site - Past Month							
1162		Unwgted	3450	283	1785	229	1665	54
1163		Weighted (000)	17397	1098	8470	843	8927	255
1164		Horz %	100.00	6.31	48.69	4.85	51.31	1.47
1165		Vert %	7.30	8.67	7.38	8.46	7.23	9.45
1166		Index	100	119	101	116	99	129
1167	Accessed Any Social/Networking/Photo/Video Web Site - Past Month							
1168		Unwgted	34147	2784	16879	2267	17268	517
1169		Weighted (000)	168726	9958	78135	7855	90591	2104
1170		Horz %	100.00	5.90	46.31	4.66	53.69	1.25
1171		Vert %	70.85	78.64	68.08	78.83	73.42	77.96
1172		Index	100	111	96	111	104	110
1173	Accessed Facebook.com - Past Month							
1174		Unwgted	27263	2096	12472	1655	14791	441
1175		Weighted (000)	138263	7783	59501	5961	78762	1822
1176		Horz %	100.00	5.63	43.03	4.31	56.97	1.32
1177		Vert %	58.06	61.46	51.85	59.83	63.83	67.50
1178		Index	100	106	89	103	110	116
1179	Accessed Foursquare - Past Month			*		*		*
1180		Unwgted	377	41	193	31	184	10
1181		Weighted (000)	1812	148	903	113	909	35
1182		Horz %	100.00	8.15	49.84	6.22	50.16	1.93
1183		Vert %	0.76	1.17	0.79	1.13	0.74	1.30
1184		Index	100	153	103	149	97	170
1185	Accessed Google+ (Google Plus) - Past Month							
1186		Unwgted	7850	620	3867	482	3983	138
1187		Weighted (000)	38984	2208	18160	1648	20824	559
1188		Horz %	100.00	5.66	46.58	4.23	53.42	1.43
1189		Vert %	16.37	17.43	15.82	16.54	16.88	20.73
1190		Index	100	106	97	101	103	127

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
1191								
1192		Unwgted	7474	863	4269	747	3205	116
1193	Accessed LinkedIn.com - Past	Weighted (000)	28803	2738	15641	2305	13163	433
1194	Month	Horz %	100.00	9.51	54.30	8.00	45.70	1.50
1195		Vert %	12.09	21.62	13.63	23.13	10.67	16.03
1196		Index	100	179	113	191	88	133
1197								
1198		Unwgted	7044	371	1340	201	5704	170
1199	Accessed Pinterest - Past	Weighted (000)	37538	1405	6285	688	31253	717
1200	Month	Horz %	100.00	3.74	16.74	1.83	83.26	1.91
1201		Vert %	15.76	11.10	5.48	6.91	25.33	26.56
1202		Index	100	70	35	44	161	169
1203								*
1204		Unwgted	1723	123	1010	107	713	16
1205	Accessed Tumblr - Past	Weighted (000)	9134	407	4736	321	4399	86
1206	Month	Horz %	100.00	4.45	51.84	3.51	48.16	0.94
1207		Vert %	3.84	3.21	4.13	3.22	3.56	3.18
1208		Index	100	84	108	84	93	83
1209								
1210		Unwgted	5641	624	3159	531	2482	93
1211	Accessed Twitter.com - Past	Weighted (000)	28989	2418	15361	1985	13628	433
1212	Month	Horz %	100.00	8.34	52.99	6.85	47.01	1.49
1213		Vert %	12.17	19.10	13.38	19.92	11.04	16.04
1214		Index	100	157	110	164	91	132
1215								
1216		Unwgted	3125	346	1605	296	1520	50
1217	Accessed Yelp - Past Month	Weighted (000)	12195	1041	5827	876	6368	165
1218		Horz %	100.00	8.54	47.78	7.19	52.22	1.35
1219		Vert %	5.12	8.22	5.08	8.80	5.16	6.10
1220		Index	100	161	99	172	101	119
1221								
1222		Unwgted	23106	2024	12543	1704	10563	320
1223	Accessed YouTube.com - Past Month	Weighted (000)	114822	7350	58760	5990	56062	1361
1224		Horz %	100.00	6.40	51.17	5.22	48.83	1.18
1225		Vert %	48.21	58.05	51.20	60.11	45.44	50.42
1226		Index	100	120	106	125	94	105
1227								
1228		Unwgted	16414	1180	6547	894	9867	286
1229	Posted "Like" on Social Network - Past Month	Weighted (000)	84341	4456	31182	3236	53159	1220
1230		Horz %	100.00	5.28	36.97	3.84	63.03	1.45
1231		Vert %	35.41	35.19	27.17	32.47	43.08	45.22
1232		Index	100	99	77	92	122	128
1233								
1234		Unwgted	7779	628	3383	484	4396	144
1235	"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month	Weighted (000)	41677	2522	16898	1834	24779	688
1236		Horz %	100.00	6.05	40.55	4.40	59.45	1.65
1237		Vert %	17.50	19.92	14.72	18.40	20.08	25.51
1238		Index	100	114	84	105	115	146
1239								
1240		Unwgted	4897	423	2376	330	2521	93
1241	Clicked on an Advertisement on Social Network - Past Month	Weighted (000)	23787	1522	10534	1083	13253	439
1242		Horz %	100.00	6.40	44.28	4.55	55.72	1.85
1243		Vert %	9.99	12.02	9.18	10.87	10.74	16.27
1244		Index	100	120	92	109	108	163

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2								
1245	Received and/or Clipped Coupons from Internet or e-Mail - Past Year							
1246		Unwgted	4724	443	2291	358	2433	85
1247		Weighted (000)	22158	1676	9847	1293	12311	382
1248		Horz %	100.00	7.56	44.44	5.84	55.56	1.72
1249		Vert %	9.30	13.23	8.58	12.98	9.98	14.16
1250		Index	100	142	92	140	107	152
1251	Watched a Video on Social Network - Past Month							
1252		Unwgted	19760	1701	10573	1410	9187	291
1253		Weighted (000)	99513	6261	50394	5019	49119	1243
1254		Horz %	100.00	6.29	50.64	5.04	49.36	1.25
1255		Vert %	41.78	49.45	43.91	50.37	39.81	46.05
1256		Index	100	118	105	121	95	110
1257	Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1258		Unwgted	36659	3041	18496	2500	18163	541
1259		Weighted (000)	181288	10850	85841	8642	95447	2208
1260		Horz %	100.00	5.98	47.35	4.77	52.65	1.22
1261		Vert %	76.12	85.68	74.80	86.73	77.35	81.84
1262		Index	100	113	98	114	102	108
1263	Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month							
1264		Unwgted	15338	1272	7718	1045	7620	227
1265		Weighted (000)	76191	4443	35752	3522	40439	921
1266		Horz %	100.00	5.83	46.92	4.62	53.08	1.21
1267		Vert %	31.99	35.09	31.15	35.35	32.77	34.13
1268		Index	100	110	97	110	102	107
1269	Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month							
1270		Unwgted	15123	1316	7469	1089	7654	227
1271		Weighted (000)	76014	4692	34445	3737	41569	955
1272		Horz %	100.00	6.17	45.31	4.92	54.69	1.26
1273		Vert %	31.92	37.05	30.01	37.51	33.69	35.39
1274		Index	100	116	94	118	106	111
1275	Played Music on Cellular Phone/Mobile/Smartphone - Past Month							
1276		Unwgted	19678	1674	10415	1421	9263	253
1277		Weighted (000)	100588	6135	49831	5011	50757	1124
1278		Horz %	100.00	6.10	49.54	4.98	50.46	1.12
1279		Vert %	42.24	48.45	43.42	50.29	41.14	41.66
1280		Index	100	115	103	119	97	99
1281	Played a Game on Cellular Phone/Mobile/Smartphone - Past Month							
1282		Unwgted	14369	1253	7019	1029	7350	224
1283		Weighted (000)	75338	4621	34629	3651	40709	970
1284		Horz %	100.00	6.13	45.96	4.85	54.04	1.29
1285		Vert %	31.63	36.49	30.17	36.64	32.99	35.94
1286		Index	100	115	95	116	104	114
1287	Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month							
1288		Unwgted	8472	793	4888	689	3584	104
1289		Weighted (000)	43183	2979	23745	2539	19438	440
1290		Horz %	100.00	6.90	54.99	5.88	45.01	1.02
1291		Vert %	18.13	23.53	20.69	25.48	15.75	16.32
1292		Index	100	130	114	141	87	90
1293	Used a Mobile "App" - Past Month							
1294		Unwgted	21576	1958	11334	1643	10242	315
1295		Weighted (000)	104133	6958	51075	5651	53058	1307
1296		Horz %	100.00	6.68	49.05	5.43	50.95	1.25
1297		Vert %	43.72	54.95	44.50	56.72	43.00	48.43
1298		Index	100	126	102	130	98	111



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2								
1299								
1300		Unwgted	12940	1232	6843	1026	6097	206
1301	Read Any Daily Newspaper (Print/Paper/Hard Copy)	Weighted (000)	57996	4308	28496	3462	29500	846
1302		Horz %	100.00	7.43	49.13	5.97	50.87	1.46
1303		Vert %	24.35	34.02	24.83	34.74	23.91	31.35
1304		Index	100	140	102	143	98	129
1305								
1306		Unwgted	16613	1483	8096	1203	8517	280
1307	Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Weighted (000)	76007	5272	34285	4108	41722	1164
1308		Horz %	100.00	6.94	45.11	5.40	54.89	1.53
1309		Vert %	31.91	41.64	29.87	41.23	33.81	43.14
1310		Index	100	130	94	129	106	135
1311								
1312	Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgted	17705	1812	9640	1534	8065	278
1313		Weighted (000)	81230	6259	40943	5136	40287	1123
1314		Horz %	100.00	7.71	50.40	6.32	49.60	1.38
1315		Vert %	34.11	49.43	35.68	51.54	32.65	41.62
1316		Index	100	145	105	151	96	122
1317								
1318		Unwgted	4358	258	2029	201	2329	57
1319	Read Classified Advertising in Weekday Newspaper	Weighted (000)	23842	929	10416	696	13426	233
1320		Horz %	100.00	3.90	43.69	2.92	56.31	0.98
1321		Vert %	10.01	7.34	9.08	6.98	10.88	8.65
1322		Index	100	73	91	70	109	86
1323								
1324		Unwgted	4622	322	2188	251	2434	71
1325	Read Classified Advertising in Sunda/Weekend Newspaper	Weighted (000)	24456	1227	10413	871	14042	356
1326		Horz %	100.00	5.02	42.58	3.56	57.42	1.46
1327		Vert %	10.27	9.69	9.07	8.74	11.38	13.19
1328		Index	100	94	88	85	111	128
1329								
1330		Unwgted	4402	347	2006	260	2396	87
1331	Read Advertisements in Weekday Newspaper	Weighted (000)	20842	1213	8818	877	12024	336
1332		Horz %	100.00	5.82	42.31	4.21	57.69	1.61
1333		Vert %	8.75	9.58	7.68	8.80	9.74	12.44
1334		Index	100	109	88	101	111	142
1335								
1336		Unwgted	5602	458	2434	342	3168	116
1337	Read Advertisements in Sunday/Weekend Newspaper	Weighted (000)	26380	1698	10486	1214	15893	483
1338		Horz %	100.00	6.44	39.75	4.60	60.25	1.83
1339		Vert %	11.08	13.41	9.14	12.19	12.88	17.91
1340		Index	100	121	82	110	116	162
1341								
1342		Unwgted	5931	440	2398	326	3533	114
1343	Read Circulars/Inserts/Fliers in Weekday Newspaper	Weighted (000)	27570	1493	10182	1102	17387	391
1344		Horz %	100.00	5.41	36.93	4.00	63.07	1.42
1345		Vert %	11.58	11.79	8.87	11.06	14.09	14.49
1346		Index	100	102	77	95	122	125
1347								
1348		Unwgted	8893	696	3392	513	5501	183
1349	Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Weighted (000)	40167	2384	13703	1671	26465	713
1350		Horz %	100.00	5.94	34.11	4.16	65.89	1.77
1351		Vert %	16.87	18.83	11.94	16.77	21.45	26.42
1352		Index	100	112	71	99	127	157

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2								
1353	Received and/or Clipped Coupons from Weekday Newspaper - Past Year							
1354		Unwgted	4998	415	2457	324	2541	91
1355		Weighted (000)	23988	1554	11131	1214	12857	340
1356		Horz %	100.00	6.48	46.40	5.06	53.60	1.42
1357		Vert %	10.07	12.27	9.70	12.18	10.42	12.61
1358		Index	100	122	96	121	103	125
1359	Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year							
1360		Unwgted	12281	1033	5749	805	6532	228
1361		Weighted (000)	58527	3753	25759	2839	32768	914
1362		Horz %	100.00	6.41	44.01	4.85	55.99	1.56
1363		Vert %	24.58	29.64	22.45	28.49	26.56	33.87
1364		Index	100	121	91	116	108	138
1365	Personally Referred to Paper Yellow Pages - Past Week							*
1366		Unwgted	3705	207	1705	160	2000	47
1367		Weighted (000)	18217	671	8219	486	9999	185
1368		Horz %	100.00	3.68	45.12	2.67	54.88	1.02
1369		Vert %	7.65	5.30	7.16	4.88	8.10	6.86
1370		Index	100	69	94	64	106	90
1371	Personally Referred to Internet Yellow Pages - Past Week							*
1372		Unwgted	2809	171	1208	137	1601	34
1373		Weighted (000)	13935	515	5376	360	8559	155
1374		Horz %	100.00	3.70	38.58	2.58	61.42	1.11
1375		Vert %	5.85	4.07	4.68	3.61	6.94	5.76
1376		Index	100	70	80	62	119	98
1377	Personally Referred to Paper or Internet Yellow Pages - Past Week							
1378		Unwgted	5968	345	2655	269	3313	76
1379		Weighted (000)	29277	1109	12298	781	16979	329
1380		Horz %	100.00	3.79	42.00	2.67	58.00	1.12
1381		Vert %	12.29	8.76	10.72	7.83	13.76	12.17
1382		Index	100	71	87	64	112	99
1383	Accessed Yellowpages.com (YP.com) - Past Month							
1384		Unwgted	3048	199	1294	147	1754	52
1385		Weighted (000)	15175	771	5992	562	9183	209
1386		Horz %	100.00	5.08	39.49	3.70	60.51	1.38
1387		Vert %	6.37	6.09	5.22	5.64	7.44	7.75
1388		Index	100	96	82	88	117	122
1389	Have Seen Video Ads in Grocery Stores - Past Month							
1390		Unwgted	9101	737	4858	615	4243	122
1391		Weighted (000)	46255	2700	23425	2170	22830	530
1392		Horz %	100.00	5.84	50.64	4.69	49.36	1.15
1393		Vert %	19.42	21.33	20.41	21.78	18.50	19.66
1394		Index	100	110	105	112	95	101
1395	Have Seen Video Ads in Drug Stores - Past Month							
1396		Unwgted	5921	460	3127	381	2794	79
1397		Weighted (000)	30253	1613	14939	1240	15314	372
1398		Horz %	100.00	5.33	49.38	4.10	50.62	1.23
1399		Vert %	12.70	12.74	13.02	12.45	12.41	13.80
1400		Index	100	100	102	98	98	109
1401	Have Seen Video Ads in Convenience Stores - Past Month							
1402		Unwgted	5828	478	3376	411	2452	67
1403		Weighted (000)	30660	1808	16758	1483	13902	325
1404		Horz %	100.00	5.90	54.66	4.84	45.34	1.06
1405		Vert %	12.87	14.28	14.60	14.88	11.27	12.05
1406		Index	100	111	113	116	88	94

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2								
1407	Have Seen Video Ads in Large Discount/Department Stores - Past Month							
1408		Unwgted	6442	489	3507	418	2935	71
1409		Weighted (000)	33198	1750	16830	1397	16367	354
1410		Horz %	100.00	5.27	50.70	4.21	49.30	1.06
1411		Vert %	13.94	13.82	14.67	14.02	13.26	13.10
1412	Index	100	99	105	101	95	94	
1413	Have Seen Video Ads in Warehouse/Club Stores - Past Month							
1414		Unwgted	5227	436	2967	375	2260	61
1415		Weighted (000)	26198	1554	13774	1284	12423	270
1416		Horz %	100.00	5.93	52.58	4.90	47.42	1.03
1417		Vert %	11.00	12.27	12.00	12.89	10.07	10.00
1418	Index	100	112	109	117	92	91	
1419	Have Seen Video Ads in Other Stores - Past Month							
1420		Unwgted	4959	396	2856	343	2103	53
1421		Weighted (000)	25734	1499	14007	1219	11727	280
1422		Horz %	100.00	5.83	54.43	4.74	45.57	1.09
1423		Vert %	10.81	11.84	12.20	12.23	9.50	10.38
1424	Index	100	110	113	113	88	96	
1425	Have Seen Video Ads in Shopping Malls - Past Month							
1426		Unwgted	7101	597	3786	501	3315	96
1427		Weighted (000)	34578	2038	17132	1642	17446	396
1428		Horz %	100.00	5.89	49.55	4.75	50.45	1.14
1429		Vert %	14.52	16.10	14.93	16.48	14.14	14.67
1430	Index	100	111	103	114	97	101	
1431	Have Seen Video Ads in Bars/Pubs - Past Month							*
1432		Unwgted	4260	393	2639	344	1621	49
1433		Weighted (000)	20853	1423	12281	1183	8571	240
1434		Horz %	100.00	6.82	58.90	5.68	41.10	1.15
1435		Vert %	8.76	11.24	10.70	11.88	6.95	8.88
1436	Index	100	128	122	136	79	101	
1437	Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month							
1438		Unwgted	6155	468	3476	404	2679	64
1439		Weighted (000)	32878	1861	17503	1562	15375	299
1440		Horz %	100.00	5.66	53.24	4.75	46.76	0.91
1441		Vert %	13.81	14.70	15.25	15.67	12.46	11.09
1442	Index	100	106	110	114	90	80	
1443	Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month							
1444		Unwgted	4675	391	2544	336	2131	55
1445		Weighted (000)	23668	1388	12129	1126	11539	261
1446		Horz %	100.00	5.86	51.25	4.76	48.75	1.10
1447		Vert %	9.94	10.96	10.57	11.30	9.35	9.68
1448	Index	100	110	106	114	94	97	
1449	Have Seen Video Ads in Gym/Health Clubs - Past Month							*
1450		Unwgted	3906	351	2258	306	1648	45
1451		Weighted (000)	19046	1256	10397	1046	8648	210
1452		Horz %	100.00	6.60	54.59	5.49	45.41	1.10
1453		Vert %	8.00	9.92	9.06	10.50	7.01	7.78
1454	Index	100	124	113	131	88	97	
1455	Have Seen Video Ads in Medical Offices - Past Month							
1456		Unwgted	5729	425	2839	348	2890	77
1457		Weighted (000)	28661	1612	13411	1267	15249	345
1458		Horz %	100.00	5.63	46.79	4.42	53.21	1.20
1459		Vert %	12.03	12.73	11.69	12.72	12.36	12.78
1460	Index	100	106	97	106	103	106	

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
1461								*
1462		Unwgted	4266	397	2521	349	1745	48
1463	Have Seen Video Ads in Airports - Past Month	Weighted (000)	19322	1298	10764	1121	8558	177
1464		Horz %	100.00	6.72	55.71	5.80	44.29	0.91
1465		Vert %	8.11	10.25	9.38	11.25	6.94	6.54
1466		Index	100	126	116	139	85	81
1467								
1468		Unwgted	8265	764	4863	666	3402	98
1469	Have Seen Video Ads at Gas Stations - Past Month	Weighted (000)	39199	2551	21534	2159	17665	393
1470		Horz %	100.00	6.51	54.94	5.51	45.06	1.00
1471		Vert %	16.46	20.15	18.76	21.66	14.32	14.55
1472		Index	100	122	114	132	87	88
1473								
1474		Unwgted	3648	300	2100	269	1548	31
1475	Have Seen Video Ads in Office Building Lobbies - Past Month	Weighted (000)	18380	1084	9985	934	8395	150
1476		Horz %	100.00	5.90	54.33	5.08	45.67	0.82
1477		Vert %	7.72	8.56	8.70	9.37	6.80	5.57
1478		Index	100	111	113	121	88	72
1479								
1480		Unwgted	3526	308	2026	276	1500	32
1481	Have Seen Video Ads in Office Building Elevators - Past Month	Weighted (000)	17078	1080	9334	900	7744	180
1482		Horz %	100.00	6.32	54.65	5.27	45.35	1.05
1483		Vert %	7.17	8.53	8.13	9.04	6.28	6.66
1484		Index	100	119	113	126	88	93
1485								
1486		Unwgted	5288	437	2955	380	2333	57
1487	Have Seen Video Ads in Movie Theater Lobbies - Past Month	Weighted (000)	25922	1574	13723	1312	12200	262
1488		Horz %	100.00	6.07	52.94	5.06	47.06	1.01
1489		Vert %	10.88	12.43	11.96	13.16	9.89	9.70
1490		Index	100	114	110	121	91	89
1491								
1492		Unwgted	24633	2063	12915	1705	11718	358
1493	Have Seen Ads on Billboards - Past Month	Weighted (000)	120495	7377	59062	5898	61432	1479
1494		Horz %	100.00	6.12	49.02	4.89	50.98	1.23
1495		Vert %	50.60	58.26	51.46	59.19	49.79	54.82
1496		Index	100	115	102	117	98	108
1497								
1498		Unwgted	11093	973	6087	827	5006	146
1499	Have Seen Ads on Buses/Trains - Past Month	Weighted (000)	51163	3395	26650	2778	24513	617
1500		Horz %	100.00	6.64	52.09	5.43	47.91	1.21
1501		Vert %	21.48	26.81	23.22	27.88	19.87	22.88
1502		Index	100	125	108	130	92	106
1503								
1504		Unwgted	7336	642	4126	540	3210	102
1505	Have Seen Ads at Bus Stops or Train Stations - Past Month	Weighted (000)	33508	2223	18104	1785	15404	438
1506		Horz %	100.00	6.63	54.03	5.33	45.97	1.31
1507		Vert %	14.07	17.55	15.77	17.91	12.48	16.22
1508		Index	100	125	112	127	89	115
1509								
1510		Unwgted	3636	299	2145	256	1491	43
1511	Have Seen Ads Inside Taxis - Past Month	Weighted (000)	16735	986	9619	812	7116	174
1512		Horz %	100.00	5.89	57.48	4.85	42.52	1.04
1513		Vert %	7.03	7.79	8.38	8.15	5.77	6.46
1514		Index	100	111	119	116	82	92

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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2								
1515								
1516		Unwgted	6365	578	3730	500	2635	78
1517	Have Seen Ads on Top of Taxis - Past Month	Weighted (000)	28977	2032	16219	1672	12758	361
1518		Horz %	100.00	7.01	55.97	5.77	44.03	1.24
1519		Vert %	12.17	16.05	14.13	16.78	10.34	13.36
1520		Index	100	132	116	138	85	110
1521								
1522		Unwgted	2813	211	1717	189	1096	22
1523	Have Seen Ads on Phone Booths - Past Month	Weighted (000)	13954	705	8317	632	5637	72
1524		Horz %	100.00	5.05	59.60	4.53	40.40	0.52
1525		Vert %	5.86	5.56	7.25	6.35	4.57	2.68
1526		Index	100	95	124	108	78	46
1527								
1528	Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgted	7927	886	4854	765	3073	121
1529		Weighted (000)	38666	3223	22445	2716	16221	507
1530		Horz %	100.00	8.33	58.05	7.02	41.95	1.31
1531		Vert %	16.24	25.45	19.56	27.26	13.15	18.77
1532		Index	100	157	120	168	81	116
1533								
1534	Have Seen Ads on Postcards - Past Month	Unwgted	6113	482	3025	386	3088	96
1535		Weighted (000)	28468	1693	13367	1290	15102	403
1536		Horz %	100.00	5.95	46.95	4.53	53.05	1.42
1537		Vert %	11.95	13.37	11.65	12.95	12.24	14.93
1538		Index	100	112	97	108	102	125
1539								
1540	Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgted	11341	941	5826	791	5515	150
1541		Weighted (000)	56487	3382	26815	2724	29672	658
1542		Horz %	100.00	5.99	47.47	4.82	52.53	1.17
1543		Vert %	23.72	26.71	23.37	27.34	24.05	24.40
1544		Index	100	113	99	115	101	103
1545								
1546	Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgted	8802	728	4616	613	4186	115
1547		Weighted (000)	43081	2614	21271	2210	21811	404
1548		Horz %	100.00	6.07	49.37	5.13	50.63	0.94
1549		Vert %	18.09	20.65	18.53	22.18	17.68	14.98
1550		Index	100	114	102	123	98	83
1551								
1552	Have Seen Ads Shown On-Screen Before Start of a Movie - Past Month	Unwgted	11299	914	5813	761	5486	153
1553		Weighted (000)	55294	3256	27155	2643	28140	613
1554		Horz %	100.00	5.89	49.11	4.78	50.89	1.11
1555		Vert %	23.22	25.71	23.66	26.53	22.81	22.72
1556		Index	100	111	102	114	98	98
1557								
1558	Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgted	16052	1323	8280	1088	7772	235
1559		Weighted (000)	78889	4756	38008	3755	40881	1002
1560		Horz %	100.00	6.03	48.18	4.76	51.82	1.27
1561		Vert %	33.13	37.56	33.12	37.68	33.13	37.12
1562		Index	100	113	100	114	100	112
1563								
1564	Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgted	12291	1010	6207	828	6084	182
1565		Weighted (000)	59195	3554	27775	2801	31420	753
1566		Horz %	100.00	6.00	46.92	4.73	53.08	1.27
1567		Vert %	24.86	28.07	24.20	28.11	25.46	27.92
1568		Index	100	113	97	113	102	112

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2								
1569								
1570		Unwgted	10451	841	5402	711	5049	130
1571	Have Seen Infomercials - Past Month	Weighted (000)	51709	2921	25079	2365	26630	556
1572		Horz %	100.00	5.65	48.50	4.57	51.50	1.08
1573		Vert %	21.71	23.07	21.85	23.73	21.58	20.62
1574		Index	100	106	101	109	99	95
1575								
1576		Unwgted	20709	1627	10271	1326	10438	301
1577	Have Seen Offers or Ads Sent to Home by Mail - Past Month	Weighted (000)	99464	5814	46244	4636	53220	1178
1578		Horz %	100.00	5.85	46.49	4.66	53.51	1.18
1579		Vert %	41.76	45.91	40.29	46.52	43.13	43.66
1580		Index	100	110	96	111	103	105
1581								*
1582	Have Seen Product Placement in Video Games - Past Month	Unwgted	4281	351	2642	316	1639	35
1583		Weighted (000)	22926	1324	13633	1159	9293	165
1584		Horz %	100.00	5.78	59.46	5.05	40.54	0.72
1585		Vert %	9.63	10.46	11.88	11.63	7.53	6.13
1586		Index	100	109	123	121	78	64
1587								
1588	Have Seen Product Placement in TV Shows - Past Month	Unwgted	19255	1584	10075	1327	9180	257
1589		Weighted (000)	93431	5682	46093	4651	47338	1031
1590		Horz %	100.00	6.08	49.33	4.98	50.67	1.10
1591		Vert %	39.23	44.87	40.16	46.68	38.36	38.20
1592		Index	100	114	102	119	98	97
1593								
1594	Have Seen Product Placement in Movies - Past Month	Unwgted	11787	1039	6470	886	5317	153
1595		Weighted (000)	58362	3784	30181	3103	28181	681
1596		Horz %	100.00	6.48	51.71	5.32	48.29	1.17
1597		Vert %	24.51	29.88	26.30	31.14	22.84	25.25
1598		Index	100	122	107	127	93	103
1599								*
1600	Very/Somewhat Likely to Buy First House/Residence - Next 12 Months	Unwgted	4790	270	2489	224	2301	46
1601		Weighted (000)	28535	1168	14310	920	14225	247
1602		Horz %	100.00	4.09	50.15	3.23	49.85	0.87
1603		Vert %	11.98	9.22	12.47	9.24	11.53	9.17
1604		Index	100	77	104	77	96	76
1605								*
1606	Very/Somewhat Likely to Buy a Second House or Vacation Home - Next 12 Months	Unwgted	2700	186	1472	154	1228	32
1607		Weighted (000)	13592	686	7182	554	6410	132
1608		Horz %	100.00	5.05	52.84	4.08	47.16	0.97
1609		Vert %	5.71	5.42	6.26	5.56	5.20	4.90
1610		Index	100	95	110	97	91	86
1611								*
1612	Very/Somewhat Likely to Sell House/Residence - Next 12 Months	Unwgted	3188	267	1717	226	1471	41
1613		Weighted (000)	14337	956	7122	818	7216	138
1614		Horz %	100.00	6.66	49.67	5.70	50.33	0.96
1615		Vert %	6.02	7.55	6.21	8.20	5.85	5.11
1616		Index	100	125	103	136	97	85
1617								*
1618	Very/Somewhat Likely to Take Out a Second Mortgage or Equity Loan - Next 12 Months	Unwgted	1245	119	711	103	534	16
1619		Weighted (000)	5968	490	3118	413	2850	77
1620		Horz %	100.00	8.21	52.24	6.92	47.76	1.28
1621		Vert %	2.51	3.87	2.72	4.15	2.31	2.84
1622		Index	100	154	108	165	92	113

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2								
1623	Very/Somewhat Likely to Remodel Kitchen - Next 12 Months							
1624		Unwgted	4925	389	2667	336	2258	53
1625		Weighted (000)	24042	1345	11912	1181	12131	163
1626		Horz %	100.00	5.59	49.55	4.91	50.45	0.68
1627		Vert %	10.10	10.62	10.38	11.86	9.83	6.05
1628		Index	100	105	103	117	97	60
1629	Very/Somewhat Likely to Remodel Bathroom - Next 12 Months							
1630		Unwgted	5949	484	3155	414	2794	70
1631		Weighted (000)	28812	1771	14088	1488	14724	283
1632		Horz %	100.00	6.15	48.89	5.16	51.11	0.98
1633		Vert %	12.10	13.98	12.28	14.93	11.93	10.49
1634		Index	100	116	101	123	99	87
1635	Very/Somewhat Likely to Convert Room to Home Office - Next 12 Months							*
1636		Unwgted	1483	119	829	104	654	15
1637		Weighted (000)	7566	457	3978	400	3588	57
1638		Horz %	100.00	6.04	52.58	5.29	47.42	0.75
1639		Vert %	3.18	3.61	3.47	4.02	2.91	2.11
1640		Index	100	114	109	126	92	66
1641	Very/Somewhat Likely to Add Rooms/Exterior Additions - Next 12 Months							*
1642		Unwgted	1410	119	803	101	607	18
1643		Weighted (000)	7520	469	4033	385	3487	84
1644		Horz %	100.00	6.23	53.63	5.12	46.37	1.12
1645		Vert %	3.16	3.70	3.51	3.86	2.83	3.12
1646		Index	100	117	111	122	89	99
1647	Very/Somewhat Likely to Do Other Home Remodeling - Next 12 Months							*
1648		Unwgted	2840	238	1547	197	1293	41
1649		Weighted (000)	13819	873	6939	715	6880	157
1650		Horz %	100.00	6.31	50.21	5.18	49.79	1.14
1651		Vert %	5.80	6.89	6.05	7.18	5.58	5.82
1652		Index	100	119	104	124	96	100
1653	Very/Somewhat Likely to Buy Homeowner/Personal Property Insurance - Next 12 Months							
1654		Unwgted	9411	698	5030	570	4381	128
1655		Weighted (000)	44715	2461	22370	1920	22345	542
1656		Horz %	100.00	5.50	50.03	4.29	49.97	1.21
1657		Vert %	18.78	19.44	19.49	19.27	18.11	20.07
1658		Index	100	104	104	103	96	107
1659	Very/Somewhat Likely to Buy Life Insurance - Next 12 Months							
1660		Unwgted	7301	562	3771	457	3530	105
1661		Weighted (000)	37528	2124	18464	1688	19064	436
1662		Horz %	100.00	5.66	49.20	4.50	50.80	1.16
1663		Vert %	15.76	16.77	16.09	16.94	15.45	16.16
1664		Index	100	106	102	107	98	103
1665	Very/Somewhat Likely to Buy Auto Insurance - Next 12 Months							
1666		Unwgted	11304	821	6056	672	5248	149
1667		Weighted (000)	55116	2843	27961	2178	27155	665
1668		Horz %	100.00	5.16	50.73	3.95	49.27	1.21
1669		Vert %	23.14	22.45	24.36	21.85	22.01	24.65
1670		Index	100	97	105	94	95	107
1671	Very/Somewhat Likely to Invest in Stocks, Bonds, or Mutual Funds - Next 12 Months							
1672		Unwgted	10159	899	5563	740	4596	159
1673		Weighted (000)	45551	2907	23419	2333	22132	574
1674		Horz %	100.00	6.38	51.41	5.12	48.59	1.26
1675		Vert %	19.13	22.96	20.41	23.42	17.94	21.27
1676		Index	100	120	107	122	94	111

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2								
1677	Very/Somewhat Likely to Take Vacation to Hawaii - Next 12 Months							
1678		Unwgted	4970	347	2576	272	2394	75
1679		Weighted (000)	24002	1237	11714	975	12288	263
1680		Horz %	100.00	5.16	48.81	4.06	51.19	1.09
1681		Vert %	10.08	9.77	10.21	9.78	9.96	9.73
1682		Index	100	97	101	97	99	97
1683	Very/Somewhat Likely to Take Vacation in Florida - Next 12 Months							
1684		Unwgted	11534	974	5911	802	5623	172
1685		Weighted (000)	53932	3389	26278	2725	27654	663
1686		Horz %	100.00	6.28	48.72	5.05	51.28	1.23
1687		Vert %	22.65	26.76	22.90	27.35	22.41	24.58
1688		Index	100	118	101	121	99	109
1689	Very/Somewhat Likely to Visit a Theme Park - Next 12 Months							
1690		Unwgted	10027	804	5104	683	4923	121
1691		Weighted (000)	51549	2906	24091	2386	27458	520
1692		Horz %	100.00	5.64	46.73	4.63	53.27	1.01
1693		Vert %	21.65	22.95	20.99	23.95	22.25	19.26
1694		Index	100	106	97	111	103	89
1695	Very/Somewhat Likely to Take Vacation Within the U.S. (Excluding Hawaii, Florida) - Next 12 Months							
1696		Unwgted	17077	1406	8763	1163	8314	243
1697		Weighted (000)	81581	5088	39666	4108	41915	980
1698		Horz %	100.00	6.24	48.62	5.04	51.38	1.20
1699		Vert %	34.26	40.18	34.56	41.22	33.97	36.32
1700		Index	100	117	101	120	99	106
1701	Very/Somewhat Likely to Take a Cruise (for More than One Day) - Next 12 Months							
1702		Unwgted	8242	560	4059	454	4183	106
1703		Weighted (000)	39549	2064	18605	1629	20944	435
1704		Horz %	100.00	5.22	47.04	4.12	52.96	1.10
1705		Vert %	16.61	16.30	16.21	16.35	16.97	16.13
1706		Index	100	98	98	98	102	97
1707	Very/Somewhat Likely to Take European Vacation - Next 12 Months							
1708		Unwgted	6069	476	3094	379	2975	97
1709		Weighted (000)	26240	1522	12639	1194	13601	328
1710		Horz %	100.00	5.80	48.17	4.55	51.83	1.25
1711		Vert %	11.02	12.02	11.01	11.98	11.02	12.15
1712		Index	100	109	100	109	100	110
1713	Very/Somewhat Likely to Take Caribbean Vacation - Next 12 Months							
1714		Unwgted	5808	455	2996	377	2812	78
1715		Weighted (000)	26834	1634	13114	1353	13720	281
1716		Horz %	100.00	6.09	48.87	5.04	51.13	1.05
1717		Vert %	11.27	12.90	11.43	13.58	11.12	10.42
1718		Index	100	115	101	121	99	92
1719	Very/Somewhat Likely to Take Mexican Vacation - Next 12 Months							
1720		Unwgted	4594	347	2407	293	2187	54
1721		Weighted (000)	22674	1347	11129	1117	11545	231
1722		Horz %	100.00	5.94	49.08	4.93	50.92	1.02
1723		Vert %	9.52	10.64	9.70	11.21	9.36	8.54
1724		Index	100	112	102	118	98	90
1725	Very/Somewhat Likely to Take South American Vacation - Next 12 Months							*
1726		Unwgted	2747	207	1487	168	1260	39
1727		Weighted (000)	13145	673	6703	520	6441	153
1728		Horz %	100.00	5.12	51.00	3.96	49.00	1.16
1729		Vert %	5.52	5.32	5.84	5.22	5.22	5.66
1730		Index	100	96	106	95	95	103



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2								
1731								
1732	Very/Somewhat Likely to Vacation Abroad (Excluding Europe, Caribbean, Mexico, South America) - Next 12 Months	Unwgted	5152	369	2639	301	2513	68
1733		Weighted (000)	23740	1174	11440	914	12300	261
1734		Horz %	100.00	4.95	48.19	3.85	51.81	1.10
1735		Vert %	9.97	9.27	9.97	9.17	9.97	9.67
1736		Index	100	93	100	92	100	97
1737								
1738	Very/Somewhat Likely to Buy a New Vehicle - Next 12 Months	Unwgted	7723	589	4014	489	3709	100
1739		Weighted (000)	39198	2160	19291	1659	19907	501
1740		Horz %	100.00	5.51	49.21	4.23	50.79	1.28
1741		Vert %	16.46	17.06	16.81	16.65	16.13	18.57
1742		Index	100	104	102	101	98	113
1743								
1744	Very/Somewhat Likely to Buy a Used/Pre-Owned Vehicle - Next 12 Months	Unwgted	10100	734	5413	617	4687	117
1745		Weighted (000)	55260	2854	27484	2238	27776	616
1746		Horz %	100.00	5.16	49.74	4.05	50.26	1.11
1747		Vert %	23.20	22.53	23.95	22.46	22.51	22.83
1748		Index	100	97	103	97	97	98
1749								*
1750	Very/Somewhat Likely to Lease a Vehicle - Next 12 Months	Unwgted	2957	234	1494	192	1463	42
1751		Weighted (000)	14457	780	6912	590	7544	189
1752		Horz %	100.00	5.39	47.81	4.08	52.19	1.31
1753		Vert %	6.07	6.16	6.02	5.92	6.11	7.02
1754		Index	100	101	99	98	101	116
1755								*
1756	Very/Somewhat Likely to Buy/Lease a 2-Door Car - Next 12 Months	Unwgted	2990	195	1704	169	1286	26
1757		Weighted (000)	16815	666	9242	539	7573	128
1758		Horz %	100.00	3.96	54.96	3.20	45.04	0.76
1759		Vert %	7.06	5.26	8.05	5.41	6.14	4.74
1760		Index	100	75	114	77	87	67
1761								*
1762	Very/Somewhat Likely to Buy/Lease a 4-Door Car - Next 12 Months	Unwgted	8745	669	4472	561	4273	108
1763		Weighted (000)	46358	2462	22016	1927	24343	535
1764		Horz %	100.00	5.31	47.49	4.16	52.51	1.15
1765		Vert %	19.47	19.45	19.18	19.34	19.73	19.82
1766		Index	100	100	99	99	101	102
1767								*
1768	Very/Somewhat Likely to Buy/Lease a Van/Mini-Van - Next 12 Months	Unwgted	2526	166	1254	140	1272	26
1769		Weighted (000)	13610	644	6443	506	7166	139
1770		Horz %	100.00	4.74	47.34	3.72	52.66	1.02
1771		Vert %	5.71	5.09	5.61	5.07	5.81	5.14
1772		Index	100	89	98	89	102	90
1773								*
1774	Very/Somewhat Likely to Buy a Motorcycle - Next 12 Months	Unwgted	1314	81	753	65	561	16
1775		Weighted (000)	7509	301	4067	206	3442	94
1776		Horz %	100.00	4.00	54.16	2.75	45.84	1.26
1777		Vert %	3.15	2.37	3.54	2.07	2.79	3.49
1778		Index	100	75	112	66	88	111
1779								
1780	Very/Somewhat Likely to Buy/Lease a Sport-Utility Vehicle - Next 12 Months	Unwgted	4645	411	2510	340	2135	71
1781		Weighted (000)	23280	1571	11830	1214	11450	358
1782		Horz %	100.00	6.75	50.82	5.21	49.18	1.54
1783		Vert %	9.78	12.41	10.31	12.18	9.28	13.25
1784		Index	100	127	105	125	95	136

RAB / GfK MRI RADIO FORMAT PROFILE: ALL SPORTS

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1								
2								
1785								*
1786	Very/Somewhat Likely to Buy/Lease a Truck - Next 12 Months	Unwgted	3479	241	2021	208	1458	33
1787		Weighted (000)	19879	1075	10490	869	9389	206
1788		Horz %	100.00	5.41	52.77	4.37	47.23	1.04
1789		Vert %	8.35	8.49	9.14	8.72	7.61	7.64
1790		Index	100	102	110	104	91	92
1791								*
1792	Very/Somewhat Likely to Buy/Lease a Hybrid/Alternative-Fuel Vehicle - Next 12 Months	Unwgted	2462	173	1315	142	1147	31
1793		Weighted (000)	12512	661	6369	500	6143	161
1794		Horz %	100.00	5.29	50.91	4.00	49.09	1.29
1795		Vert %	5.25	5.22	5.55	5.02	4.98	5.97
1796		Index	100	99	106	96	95	114
1797								
1798	Very/Somewhat Likely to Buy an e-Reader (e.g., Amazon Kindle) - Next 12 Months	Unwgted	4190	291	2049	217	2141	74
1799		Weighted (000)	21080	1105	9864	758	11216	348
1800		Horz %	100.00	5.24	46.79	3.59	53.21	1.65
1801		Vert %	8.85	8.73	8.60	7.60	9.09	12.89
1802		Index	100	99	97	86	103	146
1803								
1804	Very/Somewhat Likely to Buy a Tablet (e.g., Apple iPad) - Next 12 Months	Unwgted	8121	600	4131	488	3990	112
1805		Weighted (000)	40517	2166	19489	1696	21027	470
1806		Horz %	100.00	5.35	48.10	4.19	51.90	1.16
1807		Vert %	17.01	17.11	16.98	17.02	17.04	17.42
1808		Index	100	101	100	100	100	102
1809								*
1810	Very/Somewhat Likely to Buy a Home Theater System - Next 12 Months	Unwgted	3542	212	1984	179	1558	33
1811		Weighted (000)	19708	860	10433	676	9275	184
1812		Horz %	100.00	4.36	52.94	3.43	47.06	0.93
1813		Vert %	8.28	6.79	9.09	6.79	7.52	6.81
1814		Index	100	82	110	82	91	82
1815								
1816	Very/Somewhat Likely to Buy a Large Flat Screen/HDTV (27"-42") - Next 12 Months	Unwgted	6697	451	3436	370	3261	81
1817		Weighted (000)	33664	1758	16421	1354	17243	404
1818		Horz %	100.00	5.22	48.78	4.02	51.22	1.20
1819		Vert %	14.14	13.88	14.31	13.59	13.97	14.96
1820		Index	100	98	101	96	99	106
1821								
1822	Very/Somewhat Likely to Buy a Giant Flat Screen/HDTV (43" or More) - Next 12 Months	Unwgted	5639	452	3200	395	2439	57
1823		Weighted (000)	29083	1620	15419	1355	13664	265
1824		Horz %	100.00	5.57	53.02	4.66	46.98	0.91
1825		Vert %	12.21	12.79	13.44	13.60	11.07	9.80
1826		Index	100	105	110	111	91	80
1827								*
1828	Very/Somewhat Likely to Buy a Portable DVD Player - Next 12 Months	Unwgted	3373	216	1694	177	1679	39
1829		Weighted (000)	18399	824	9036	628	9363	196
1830		Horz %	100.00	4.48	49.11	3.42	50.89	1.07
1831		Vert %	7.73	6.51	7.87	6.31	7.59	7.26
1832		Index	100	84	102	82	98	94
1833								*
1834	Very/Somewhat Likely to Buy a Blu-Ray Player - Next 12 Months	Unwgted	3840	270	2074	226	1766	44
1835		Weighted (000)	20586	1007	10563	820	10023	188
1836		Horz %	100.00	4.89	51.31	3.98	48.69	0.91
1837		Vert %	8.64	7.96	9.20	8.22	8.12	6.96
1838		Index	100	92	106	95	94	81

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2								
1839								*
1840	Very/Somewhat Likely to Buy a Digital Video Camera/Digital Camera - Next 12 Months	Unwgted	3744	260	1940	215	1804	45
1841		Weighted (000)	19635	948	9629	723	10006	225
1842		Horz %	100.00	4.83	49.04	3.68	50.96	1.15
1843		Vert %	8.24	7.49	8.39	7.25	8.11	8.35
1844		Index	100	91	102	88	98	101
1845								
1846	Very/Somewhat Likely to Buy a Desktop Computer - Next 12 Months	Unwgted	4961	340	2700	286	2261	54
1847		Weighted (000)	24816	1271	12645	993	12171	278
1848		Horz %	100.00	5.12	50.95	4.00	49.05	1.12
1849		Vert %	10.42	10.04	11.02	9.96	9.86	10.30
1850		Index	100	96	106	96	95	99
1851								
1852	Very/Somewhat Likely to Buy a Laptop Computer - Next 12 Months	Unwgted	8680	656	4515	549	4165	107
1853		Weighted (000)	42931	2402	21281	1929	21650	473
1854		Horz %	100.00	5.59	49.57	4.49	50.43	1.10
1855		Vert %	18.03	18.97	18.54	19.36	17.55	17.53
1856		Index	100	105	103	107	97	97
1857								*
1858	Very/Somewhat Likely to Subscribe to Satellite Radio - Next 12 Months	Unwgted	2574	181	1389	149	1185	32
1859		Weighted (000)	13914	720	7217	551	6696	169
1860		Horz %	100.00	5.17	51.87	3.96	48.13	1.22
1861		Vert %	5.84	5.68	6.29	5.53	5.43	6.27
1862		Index	100	97	108	95	93	107
1863								
1864	Very/Somewhat Likely to Buy a Smartphone - Next 12 Months	Unwgted	12203	964	6300	807	5903	157
1865		Weighted (000)	60976	3423	29597	2735	31379	688
1866		Horz %	100.00	5.61	48.54	4.48	51.46	1.13
1867		Vert %	25.60	27.03	25.79	27.44	25.43	25.49
1868		Index	100	106	101	107	99	100
1869								
1870	Very/Somewhat Likely to Get Engaged to Marry - Next 12 Months	Unwgted	4588	257	2203	202	2385	55
1871		Weighted (000)	25555	1050	12099	820	13455	230
1872		Horz %	100.00	4.11	47.35	3.21	52.65	0.90
1873		Vert %	10.73	8.29	10.54	8.23	10.90	8.53
1874		Index	100	77	98	77	102	79
1875								*
1876	Very/Somewhat Likely to Become a Parent - Next 12 Months	Unwgted	2989	210	1344	173	1645	37
1877		Weighted (000)	17427	840	7495	655	9932	185
1878		Horz %	100.00	4.82	43.01	3.76	56.99	1.06
1879		Vert %	7.32	6.64	6.53	6.58	8.05	6.85
1880		Index	100	91	89	90	110	94
1881								*
1882	Very/Somewhat Likely to Become a Grandparent - Next 12 Months	Unwgted	4198	281	2115	233	2083	48
1883		Weighted (000)	21562	928	10308	719	11254	209
1884		Horz %	100.00	4.31	47.80	3.34	52.20	0.97
1885		Vert %	9.05	7.33	8.98	7.22	9.12	7.75
1886		Index	100	81	99	80	101	86
1887								
1888	Very/Somewhat Likely to Have a Child Go Away to College - Next 12 Months	Unwgted	3889	297	1919	245	1970	52
1889		Weighted (000)	20103	1117	9461	852	10642	264
1890		Horz %	100.00	5.56	47.06	4.24	52.94	1.32
1891		Vert %	8.44	8.82	8.24	8.55	8.62	9.80
1892		Index	100	104	98	101	102	116

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1								
2								
1893								*
1894	Very/Somewhat Likely to Have a Child Graduate from College - Next 12 Months	Unwgted	2980	221	1515	182	1465	39
1895		Weighted (000)	15777	858	7470	647	8307	211
1896		Horz %	100.00	5.44	47.35	4.10	52.65	1.34
1897		Vert %	6.62	6.77	6.51	6.49	6.73	7.81
1898		Index	100	102	98	98	102	118
1899								*
1900	Very/Somewhat Likely to Have a Child Get Married - Next 12 Months	Unwgted	3183	204	1596	167	1587	37
1901		Weighted (000)	17028	792	8386	601	8642	192
1902		Horz %	100.00	4.65	49.25	3.53	50.75	1.12
1903		Vert %	7.15	6.26	7.31	6.03	7.00	7.10
1904		Index	100	88	102	84	98	99
1905								*
1906	Very/Somewhat Likely to Retire from Full-Time Work - Next 12 Months	Unwgted	3621	237	1980	192	1641	45
1907		Weighted (000)	17939	804	9567	636	8373	168
1908		Horz %	100.00	4.48	53.33	3.55	46.67	0.94
1909		Vert %	7.53	6.35	8.34	6.39	6.79	6.22
1910		Index	100	84	111	85	90	83
1911								*
1912	Very/Somewhat Likely to Collect Lump-Sum from Pension/IRA/401k - Next 12 Months	Unwgted	1666	125	964	108	702	17
1913		Weighted (000)	8568	473	4961	421	3607	52
1914		Horz %	100.00	5.52	57.90	4.91	42.10	0.61
1915		Vert %	3.60	3.74	4.32	4.22	2.92	1.94
1916		Index	100	104	120	117	81	54
1917								*
1918	Very/Somewhat Likely to Start or Buy a New Business - Next 12 Months	Unwgted	3471	237	1939	211	1532	26
1919		Weighted (000)	18078	845	9637	746	8441	100
1920		Horz %	100.00	4.68	53.31	4.13	46.69	0.55
1921		Vert %	7.59	6.68	8.40	7.49	6.84	3.69
1922		Index	100	88	111	99	90	49
1923								
1924	Very/Somewhat Likely to Change Jobs - Next 12 Months	Unwgted	6931	558	3800	466	3131	92
1925		Weighted (000)	34135	1969	17910	1592	16225	377
1926		Horz %	100.00	5.77	52.47	4.67	47.53	1.10
1927		Vert %	14.33	15.55	15.61	15.98	13.15	13.95
1928		Index	100	108	109	111	92	97
1929								
1930	Very/Somewhat Likely to Get a Dog or Cat - Next 12 Months	Unwgted	6315	405	3057	320	3258	85
1931		Weighted (000)	33305	1560	15146	1195	18159	365
1932		Horz %	100.00	4.68	45.48	3.59	54.52	1.10
1933		Vert %	13.98	12.32	13.20	11.99	14.72	13.53
1934		Index	100	88	94	86	105	97
1935								
1936								